

WEST READING *COURIER*

Fall -
Winter
2017



*BOROUGH HALL
WILL BE CLOSED FOR THE
FOLLOWING
HOLIDAYS:*

*Columbus Day - October 9th
Veteran's Day - November 10th
Thanksgiving - November 23rd & 24th
Christmas Eve (Close at Noon) - December 22nd
Christmas Day- December 25th
New Year's Eve (Close at Noon) - December 29th
New Year's Day - January 1st*

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West Reading Mayor ...Mayor Valentin Rodriguez, Jr.

Update: Buttonwood Street Bridge & Buttonwood Street Gateway Projects

I am pleased to report the completion of the Buttonwood Street Restoration Project, Buttonwood Gateway repaving project, and the ensuing Ribbon Cutting Ceremony.

Both the completion of the Bridge restoration and repaving of Buttonwood Street from the Buttonwood Street Bridge to Delaney Circle will provide the Borough of West Reading with a significant infrastructure upgrade augmenting the economic development westward on Reading Avenue to the former Narrow Fabric and VF Outlet complex.

It is important to continue the Borough's effort to revitalize this new "Corridor of Commerce" with new lighting and streetscape improvements to maximize the economic benefits and tax revenues that will be generated from the planned redevelopment of the area.

Towards that effort, I was able to obtain a \$1,000.00 donation from Savage L&B Dodge Chrysler and Jeep dealership for the purchase and planting of trees along Buttonwood Street.



"Joey" Maturi GM of Savage L&B with Mayor Rodriguez

Gov. Tom Wolf arrived at Borough Hall on Monday, August 21, 2017, and addressed an excited crowd of local officials, residents, business owners and state department officials.



Photo courtesy of The Reading Eagle

He then went to take a walking tour along South Sixth Avenue and Penn Avenue. The purpose of his visit was to see revitalization projects funded by the Department of Community and Economic Development (DCED) in conjunction with the efforts of the West Reading Community Revitalization Foundation's Elm Street and Main Street program.

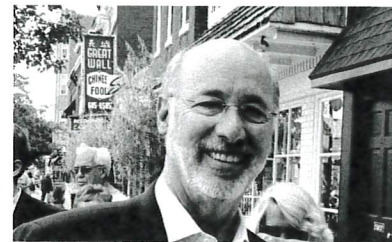


Photo courtesy of Sara Galbally

The streetscape improvements, the public murals along Cherry Street, the diversity of the business on Penn Avenue, "I am very impressed with this," Wolf said. I too was impressed to see and be a part of the improvements and economic development that has been occurring here in "The Big Little Borough of West Reading." We are a shining example of neighborhood revitalization and economic development of commerce.

West Reading Borough Contact Info

Borough of West Reading

500 Chestnut Street
West Reading, PA 19611
Phone: 610-374-8273
Fax: 610-374-8419
www.westreadingborough.com
Office Hours:
Monday-Friday
8:00 AM - 5:00 PM

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: 9-1-1
Phone (non-emergency): 610-373-0111
Fax: 610-816-7156
Office Hours:
Monday-Friday
8:00 AM - 5:00 PM
www.westreadingpolice.com

Public Works Department

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

Fire Department

223 Playground Drive
West Reading, PA 19611
Emergency only: 9-1-1
Phone (non-emergency): 610-372-9621
Fax: 610-372-3569
E-mail: westreadingfire@hotmail.com
www.wrfire.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



Upcoming Meetings

October

10/03	Recreation 6:00 PM
10/04	Planning 7:00 PM
10/10	Shade Tree 10:00 AM
10/10	WRCRF 7:00 PM
10/11	Traffic & Infrastructure 6:00 PM
10/14	Budget Workshop 9:00 AM
10/17	Borough Council 7:00 PM
10/23	EAC 7:00 PM
10/24	Borough Council (as needed)

November

11/01	Planning 7:00 PM
11/07	Recreation 6:00 PM
11/08	Traffic & Infrastructure 6:00 PM
11/11	Budget Workshop 9:00 AM
11/13	Economic Development 7:00 PM
11/14	Shade Tree 10:00 AM
11/14	WRCRF 7:00 PM
11/21	Borough Council 7:00 PM
11/25	Budget Workshop 9:00 AM
11/27	EAC 7:00 PM
11/28	Borough Council (as needed)

December

12/05	Recreation 6:00 PM
12/06	Planning 7:00 PM
12/12	Shade Tree 10:00 AM
12/12	WRCRF 7:00 PM
12/13	Traffic & Infrastructure 6:00 PM
12/19	Borough Council 7:00 PM
12/27	Borough Council (as needed)

Beginning in September each year, Council as well as senior department staff meet to discuss the financial needs of the borough as part of the preparation of the annual budget.

This long and sometimes arduous task must be completed by early December so that the required advertising can be done prior to the adoption of the budget by December 31st. This year, these meetings will be held on the dates and times below:

September 26th - 7:00 PM
September 30th - 9:00 AM
October 14th - 9:00 AM
November 11th - 9:00 AM
November 25th - 9:00 AM
December 9th - 9:00 AM

ALL RESIDENTS OF THE BOROUGH ARE INVITED TO ATTEND ANY OF THESE MEETINGS TO OBSERVE THE PROCESS THAT DETERMINES HOW TAX DOLLARS WILL BE SPENT IN 2018.

Trash and Recycling Information

REMINDERS....

- 1.) All refuse must be stored within durable, water-tight containers equipped with tight-fitting lids which cannot be larger than 35 gallons. It is recommended to mark your containers and lids with your address.
- 2.) Please remember: A maximum of 4 cans per household per trash collection day are allowed. Please do not place bulky items out for regular trash collection.
- 3.) Trash collection is **EVERY** Tuesday and Friday and recycling collection is **EVERY** Wednesday.
- 4.) 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 7:00 AM to 4:00 PM. The borough garage is located at 1st & Chestnut Streets.
- 5.) 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 www.co.berks.pa.us/swa for more information.
- 6.) Please do not place trash/recycling out prior to noon the day prior to collection and promptly remove your receptacle(s) by midnight the day of collection.

Bulk Collection

Reminder: Bulk items are collected on the **FIRST FRIDAY** of every month. Each household may place **one** bulk item out for collection with your regular trash weighing no more than 75 lbs. and not more than 5' in length. Please be sure to place these items out the night before collection.

Online Bill Pay

Did you know.....

An online payment option is now available to remit payment of your utility bill. If you have an internet connection and an email address, you may remit payment of your utility bill online. Sign up for "Online Bill Pay" by following these steps:

- ~ Go to www.xpressbillpay.com
- ~ Select "New to XPress Bill Pay"
- ~ Fill in the brief form
- ~ Pay your bill or set up automatic payments.

Should you have any questions regarding your XPress Bill Pay account please contact XPress Bill Pay directly at 800-766-2350 or email support@xpressbillpay.com

Please Note: This feature is currently not available for real estate tax payments, nor permit fees.

Contact us

Stephanie L. Burkholder
sburkholder@westreadingborough.org
Phone: 610-374-8273 ext. 221
Fax: 610-374-8419

Cynthia J. Madeira
cmadeira@westreadingborough.org
Phone: 610-374-8273 ext. 222
Fax: 610-374-8419

Public Works Department ..Director Dean E. Murray

Important Information for Residents



Borough Trees

If you notice trees with a white "X" on them, this means it's being tagged for removal. This could be due to a tree that has outgrown its space and is creating a hazardous condition. We will be replacing these trees shortly after they are removed. Areas that are being studied currently are: *South 4th Avenue (between Oak and Pine - west side); Ann Street (east side) and South 5th Avenue.*

Go Green Program

Please continue to bring your yard waste to the Borough Garage during the hours of 7:00 AM - 4:00 PM Monday through Friday (*by appointment only*). The garage is located at 1st and Chestnut Streets near Palmer's. Please call 610-374-8605 to schedule an appointment. Be sure to place branches from Borough trees in the planting strip area following a major storm for collection. Please do not place them within the street.

Leaf Collection and Street Cleaning

Streets that are part of the street cleaning program will be cleaned on their respective days while other streets will be posted and cleaned as needed. Leaves should be raked out to the gutters prior to leaf collection. Remember to remove your vehicle prior to leaf collection or street cleaning to avoid being ticketed. Also, please keep branches and larger debris out of

the leaf piles to prevent clogging of the sweeper.

Sewer Backups

Please do not put anything in the sewer system other than toilet paper (**no** wipes; feminine products; paper towels; wash cloths; toys, etc.) At any time, day or night when a sewer backup occurs at your home or business your first call should be to the Borough. The Public Works Department will plunge the sewer trap located near your home/business in an effort to remove the clog, which possibly will negate the need to hire a plumber. During normal business hours, Monday through Friday 8:00 AM - 5:00 PM, contact Borough Hall at 610-374-8273, ext. 221. Outside normal business hours contact the non-emergency Police Line at 610-373-0111 to dispatch a member of the Public Works Department to your location. Please don't need to wait until the next business day to contact us.

Snow Storm Tips

Please don't throw snow into the street once we have plowed (there's an ordinance against this). Following a heavy snow fall we will haul snow away beginning with smaller streets to assist with parking and then address the main streets for accessibility.

Code Enforcement Department

Our Mission Statement:

It shall be the mission of the Borough of West Reading's Code Enforcement Department to fairly, reasonably and with impartiality enforce the Building Codes, Municipal Codes and Zoning Ordinances of the Borough of West Reading. Our goal is to ensure compliance for safe living and business operations, thereby protecting property and the quality of life for all Borough of West Reading residents.

The Borough of West Reading's Code Enforcement Department is responsible for administering the local building and plumbing code, minimum housing standards, as well as zoning laws and local property maintenance ordinances on private property throughout the Borough.

Building permits are required to enlarge, alter, repair, move or demolish an existing building, construct a new building or structure or change the occupancy of a building. A permit is also required to erect, install, enlarge, alter, repair, remove, convert or replace an electrical, gas, mechanical or plumbing system.

Blight and nuisances can devalue, detract and degrade the quality of any neighborhood. The Borough has adopted codes that govern the use and maintenance of private property in order to enhance and protect the quality of life for all who work, live and play in the Borough of West Reading. The Code Enforcement Department is responsible for the enforcement of codes, relating to the neighborhood nuisances, health and safety, substandard housing, vehicle abatement, zoning/land use, illegal signs, weed abatement, business licenses and graffiti restitution.

Contact Us

John Wascavage
Code Enforcement Officer/Zoning Officer
610-916-8532
j.wascavage@sdei.net

Keith Yeager
Property Maintenance Inspector
610-476-6152
k.yeager@sdei.net

Steve Moyer
Zoning Officer
610-374-8273, ext. 240
s.moyer@sdei.net

Office Hours:
Wednesday
8:00 AM to 5:00 PM

Elba Beltran del-Rio
Code Enforcement Secretary
610-374-8273, ext. 238
Fax: 610-816-7565
ebeltrandelrio@westreadingborough.org

Reporting Code Violations

The Code Enforcement Department generates cases through both proactive and reactive means. Both code violations that have been brought to the attention of the department by citizens and those that have been generated by staff are addressed in a similar manner.

When residents and/or property owners do not voluntarily abate code violations that have been brought to their attention through verbal warnings or written letters, there are numerous avenues available to assist in gaining compliance. These include, but are not limited to, issuance of a written notice of violation/warning documenting the violations; issuance of administrative citations; and criminal citations to court; and property liens.

How Do I Report a Code Violation?

To report a code violation, please submit a written complaint form which can be obtained by contacting the Code Enforcement Department to have a form faxed, mailed or emailed to your attention.

You can also visit the Borough's website at: www.westreadingborough.com or visit Borough Hall located at 500 Chestnut Street.

If you have any questions please don't hesitate to contact the Code Enforcement Department.

Sidewalk and Snow Removal

At the time of this publication Borough Council was in the process of amending this ordinance. The following are the guidelines being considered for snow and ice removal:

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

Every owner, tenant, occupant, lessee, property agent or any other person responsible for property within the Borough of West Reading must remove a clear path of at least 36" from public sidewalks all snow/ice within 36 hours following the end of a snow/ice event. In order to accommodate increased pedestrian traffic on Penn Avenue, a path of at least 48" shall be cleared. Where certain Penn Avenue properties have a sidewalk width of less than 48", the path cleared may be only 36" in width within 24 hours following the end of the snow/ice event. All sidewalks must be maintained free of snow/ice by placing salt, sand or other abrasive or chemical material upon areas where melting and refreezing has occurred to render sidewalks safe for travel.

Please be sure to clear snow away from fire hydrants as this will assist fire department personnel to extinguish 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 fine for each offense will be assessed until the noted violation is corrected: **Fine 1 - \$25.00; Fine 2 - \$50.00; Fine 3 - and Subsequent Instance - \$100.00.**

A violation notice, similar to a parking violation will be posted on your property, hand delivered or sent via 1st class mail. The fine must be paid at Borough Hall within a 10 day time period. If the fine is not paid within the time allotted, a non-traffic citation will be filed with the Magisterial District Judge 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. Please contact our office if you are interested in volunteering. On the same note, if you cannot maintain your sidewalk or know a resident that is elderly/disabled and in need of assistance, please contact our office to be added to a list so we may offer assistance. This will not however eliminate the requirement to clear sidewalks of snow/ice.

Permit Information

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, parking pads or any change of use.

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 year) inspection is required as well as a current tenant listing of all occupants at all times.

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 to apply and schedule this inspection.

An **Alarm Permit** is required for all alarmed properties within the Borough. Please be aware that after three (3) false alarms within a calendar year a fine of \$100.00 will be assessed 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.). 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.

Code Enforcement Department ...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 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 8th to the 14th is "Fire Prevention Week 2017".

This year's theme is "Every Second Counts, Plan 2 Ways Out". This is a powerful reminder that fire escape planning saves lives. Remember to plan an escape route from each room of your house along with a backup plan if your original path is blocked. A little time to pre-plan could save everyone's life.



Open House

We will be holding an Open House at the station on October 11th from 6:00 PM to 8:00 PM. There will be fire prevention displays for the entire family, refreshments, and our fire apparatus on display. The fire station will also be open for tours. There will be free food and snacks for all who attend, so please plan on stopping by and enjoying 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 as bumping them could cause a fire. Natural Christmas trees can also 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 placing them on your tree.

Open Burning

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 alarms 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 go to www.wrfire.com and download an application. You can also visit us at the fire station on any Wednesday night to pick up an application.

Hydrant Flushing

The week of October 16-20 the fire department will be conducting its annual hydrant flushing. You will experience low flowing water, but please don't be alarmed during this process as this is normal.



Fire Department ... continued from page 6

Kiddies Christmas Party

**Saturday, December 16, 2017
2:00 PM to 4:00 PM**

Our Fire Department will be hosting the 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. **WE WILL NOT BE GOING DOOR TO DOOR TO HAND OUT TICKETS!**



Pre-registration is required. Registration forms can be found

on our website or at Borough Hall to receive a free ticket to the event. Santa will also be riding around the Borough in one of our fire trucks to say hello and to remind you of the event. We hope to see you there!

Toys Requested

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

Police Department ... Chief Stephen Powell

Hours of Operation

The Police Department's front desk is open from 8:00 AM to 5:00 PM, Monday through Friday and can be reached at 610-373-0111. If the front desk is closed, please call the Berks County Communications Center at 610-655-4911. If the Department is closed during regular business hours, No Parking Signs and Parking Ticket payments may be made at the Borough Hall Administration Office between the hours of 8:00 AM and 5:00 PM Monday through Friday. For your convenience parking tickets can also be paid online.

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.

Police Department Social Media

For information on Police related matters, information on community events, forms to apply for Handicapped Parking, Vacation Reports, Permit Parking Applications 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>



Going on vacation?

We ask that residents going on vacation file a vacation report with the WRPD. This can be done by calling 610-373-0111, in person, or by downloading and emailing the form to: wrrpd@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.

Crime Prevention Tips

Please remember to:

- ~ Remove or hide valuables in vehicles and ALWAYS lock your vehicle doors.
- ~ Be alert for and report any suspicious activity
- ~ Drive safely and watch for pedestrians

From all of us at the West Reading Police Department, we hope that you have a Safe and Happy Holiday Season!

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 2016, almost 400 volunteer hours were actively served in our community by patrolling Borough Neighborhoods and assisting at Borough events. Crime Watch is always looking for new members.



Email thelivinggoods@gmail.com if you have any questions or want more information about Crime Watch. Facebook users:

type "West Reading Crime Watch" into the 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 information about current activities.

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

October 10, 2017	March 13, 2018
November 14, 2017	April 10, 2018
December 12, 2017	May 8, 2018
January 9, 2018	June 12, 2018
February 13, 2018	July 10, 2018

Trick-or-Treat

Tuesday, October 31, 2017
6:00 PM to 9:00 PM

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 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
Seventh Ave.	Delaney Circle to N. 4th
Third Ave.	Penn Ave. to Parkside Drive N.
	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.

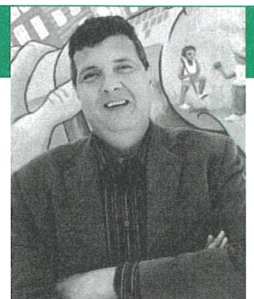
West Reading Elm Street ...Manager Dean R. Rohrbach

West Reading Elm Street was recognized for the second year in a row as the most productive neighborhood revitalization program in Pennsylvania during the PA Downtown Center's annual Townie Awards Gala held last June 13th.

Townie awards were created by Pennsylvania Downtown Center (PDL) to recognize excellence in areas advancing the sense of place, quality of life and economic vitality of Pennsylvania's downtowns and nearby neighborhood residential areas.

The PA Dept. of Community and Economic Development (DCED) contracts with PDC to monitor and track production and other benchmarks set by DCED for all community and economic organizations in the state.

West Reading Elm Streets' 2016 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 the ratio of private sector dollars raised to leverage public sector funds giving state and local government a return on their investment.



West
Reading Elm
Street receives
award for 2nd year
in a ROW!

West Reading Elm Street

2017 Elm Street Events



10/28: Elm Street Halloween Parade and Party (5:30 PM to 8:00 PM)

Parade will start at 5th & Chestnut St. playground and will end at

Bethany Lutheran Church (336 Franklin St). The Halloween Party will be held in the lower level of the church. FREE food, crafts, pumpkin decorating and games. Prizes awarded for scariest, funniest, and most creative.

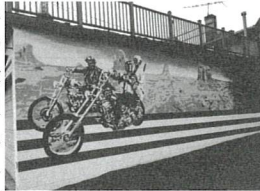
12/09: Elm Street Christmas Party (6:00 PM to 8:00 PM)

Party to be held in the lower level of the social quarters at Bethany Lutheran Church. There will be free food, crafts, games and a visit from Santa.



South 6th Avenue Project

It's not uncommon for a commercial district to install attractive and unique streetscape designs to give shoppers a more pleasant experience but the West Reading Elm Street program is bringing that idea to the older residential neighborhoods as part of our revitalization efforts. By the time you read this, West Reading Elm Street's streetscape project on the west side of South 6th Avenue between Cherry Street and Wayne Avenue should be completed and we will have installed all new sidewalks and curbs; installation of our own "signature" decorative curvilinear brick-lined grass medians with new street trees. We will also have installed six new handicap accessible ramps that meet current federal regulations.



Additionally, this project accomplished several other goals. First, currently these three blocks had deteriorated with age and were unsafe and unsightly. Next, it links West Reading's commercial district to Reading Health System's campus encouraging their employees to take a pleasant stroll and shop downtown. Previously cement extended from owner's property line to the curb, by adding grass medians the project will allow rain water to soak into the ground instead of running off into the street. Also, by putting the sidewalk rain troughs underground it will eliminate tripping hazards for pedestrians that occur during the winter months with ice freezing and thawing.



block of S 3rd Avenue.

Finally, the project will add beauty by making the neighborhood some place special and inviting and will attract new homebuyers. It's important that people see both private and public sector investment occurring when considering where to buy. This project builds on similar "signature" streetscape projects West Reading Elm Street has already completed on the first block of S 7th Avenue, 100 block of S 5th Avenue, and the 200

2018 Elm Street Events

4/07: Community Garden Registration (12:00 PM to 2:00 PM)

The Community Garden is located between S 2nd Avenue and Yarnell Street. Garden plots are 4'x10' raised beds. Cost is \$15/year per plot and is on a first come, first serve basis. Last year's gardeners get priority.



4/21: Earth Day Clean-Up and Beautification (9:00 AM to 2:00 PM)

We will meet at the Community Garden located at S 2nd Avenue and Chestnut Street. Trash and litter will be cleaned up along the River and around the clover leaf. FREE lunch will also be provided.

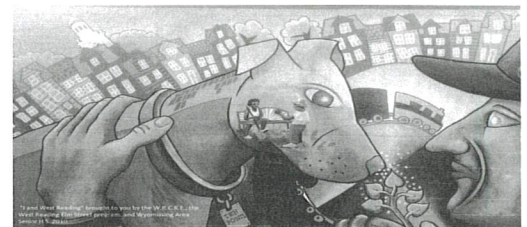


Cherry Street Mural Corridor

West Reading Elm Street will finish 2017 adding eight new murals in the three block area between South 4th and South 7th Avenues, bringing the total in our outdoor art gallery to twenty-two. This project is meeting our goals of:

- 1.) Attracting people from the local area and throughout the region to visit West Reading.
- 2.) Get positive press, radio and TV media coverage showing West Reading has vitality, style and is interesting.
- 3.) Public art communicates to visitors that something special is going on here.

To raise funds to continue public art projects the Neighborhood Advisory Committee will create limited edition puzzles of one of our murals each year. The 11"x18", 252 piece puzzles are \$30 each and are available through the Elm Street office. This year's puzzle is the Blue Dog on Kline Street. For more information contact Dean at 610-685-8854.



West Reading Main Street ...Manager Mark Ratcliffe

FARMERS' MARKET

Every Sunday until November 5th. The West Reading Farmers' Market is a producer only market. We offer consumers fresh, locally grown products, featuring produce, beef, pork, and poultry. The market is held on Sunday's, from 9:00 AM to 1:00 PM for the duration of the outdoor market season through November 5th. After November 6th, the market will go indoors at the West Reading Fire Department.



libraries and creative individuals! You can participate in the scarecrow contest by adopting one of the historic light poles on Main Street and create a scarecrow for display. Best of Show will receive a prize basket from the shops in West Reading!



There are 20 poles available and this is on a first come first serve basis. You may also speak with one of the business owner about putting a scarecrow in front of their store. To adopt a pole, email mark@wrcrf.org.

Some businesses will have their scarecrows in their stores. Don't be afraid to go in and take a look and visit with the store owner.

2ND FRIDAY'S- October 13, November 10, December 8

2nd
friday
on penn - west reading

The second Friday of every month is a special time on Penn Corridor. Take a ride (or a walk) on Penn Street or Penn Avenue in West Reading and take advantage of everything the Corridor has to offer. Visit cool shops, go to great restaurants, and explore arts and entertainment venues!

SCARECROW CONTEST- OCT. 19TH

Come out and Enjoy!

JOIN US: Community groups, youth groups/schools,

SMALL BUSINESS SATURDAY- NOV. 25TH

Experience the magic of the holiday season and enjoy special sales and activities in West Reading on Saturday, November 25th as we celebrate *Small Business Saturday*! Bring the family for a day filled with amazing food, one-of-a-kind items, and bargains that are too good to pass up. There's something for everyone in West Reading!

Parks and Recreation ...Director Helen Moyer

Harvest Festival

Saturday, October 7, 2017
10:00 PM to 5:00 PM
West Reading Playground



Come out and have some fun with your family and friends at the West Reading Playground. We are happy to offer children of all ages a day of fun filled events, music, crafts, food, harvest sale and farmers' market.

Take home a tree to plant in your yard to help our community and environment.

(There will be a free tree giveaway which will be sponsored by WREAC and the Arbor Day Foundation through a grant by CSX Transportation)

Harvest Hayride

Friday, October 20, 2017 &
Saturday, October 21, 2017
7:00 PM to 9:00 PM
West Reading Playground



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

Come and see what all the excitement is about as you enjoy a hayride throughout the playground area. Watch out for those scary drivers - they might take a wrong turn down spooky lane into the pumpkin patch and end up in the graveyard. But the fun doesn't end there.

See the latest addition to the Harvest Hayride - "The Haunted House". After the hayride go down to the field and roast S'mores with our fire department. There will be light refreshments along with some Halloween crafts to purchase and Mrs. Heckler's Duck Pond.

Missed the Haunted House the first weekend? Don't worry - it will be open again on October 27th and 28th from 7:00 PM to 9:00 PM.

(**This is for the Haunted House ONLY!**)



Chili Cook-Off

Saturday, October 7, 2017
12:00 PM to 4:00 PM
West Reading Playground
Cost: \$10.00 per entry

Come join us on Saturday, October 7th for our "Chili Cook Off"!



To register for the cook-off or for general questions, please call the West Reading Recreation Department at 610-374-8273, ext. 243.

All proceeds will benefit our Playground Program.

Parks and Recreation Department ...continued from page 10

Mother-Son Dance

Saturday, November 4, 2017
7:00 PM to 9:00 PM
West Reading Fire Co.
(223 Playground Drive)



Come join us for our 11th annual Mother-Son Dance for a night of music, dancing and fun.

This year's theme is "Game Night"! Mothers and sons, come get your game faces on and get ready to play the ultimate games.

Cost: \$16.00 per couple and \$8.00 for additional siblings in the same family. Your ticket also includes light refreshments and a memorable photo. You will also have the opportunity to win great door prizes.

Tickets may be purchased after October 16, 2017 at the West Reading Borough Hall from 8:00 AM to 5:00 PM.

*****Deadline to purchase tickets is Friday, November 3rd. Tickets must be purchased by 5:00 PM.**



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.*****

Holiday Tree Lighting

Friday, December 1, 2017

6:00 PM

Delaney Circle

Raindate: Monday, December 4th



Don't miss out on West Reading's 89th annual Holiday Tree Lighting event!

Special appearance by Santa and Mrs. Claus. Musical entertainment will be 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 15, 2017

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



First prize is a single pool membership or playground program registration. Second place winner will receive a six day complimentary guest pass to the pool. Third place winner will receive a 1 day pass to the pool.

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

- Colored lights/ White 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.

Easter Egg Hunt - 2018

Saturday, March 24, 2018

West Reading Fire Department
223 Playground Drive

10:00 AM

(please arrive by 9:30 AM to check-in)

Pre-Registration is required.

Hop on over to the West Reading Fire Department on Saturday, March 24, 2018 and join the Easter Bunny for our annual Easter Egg Hunt. Be sure to bring your own basket - big enough to hold all of the eggs you will find!

TO REGISTER: A registration form must be filled out which will be available at Borough Hall and on the Borough's website at www.westreadingborough.com. Please register no later than 5:00 PM on March 23rd.

*** Please Note: The Easter Egg Hunt is for West Reading children ONLY ages 10 and under.





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

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Community Spotlight

Bethany Evangelical Lutheran Church

Bethany Evangelical Lutheran Church
336 Franklin Street, West Reading
610-375-7163

Worship Services and Times

- ~ Sunday school begins at 9:00 AM
- ~ Worship begins at 10:15 AM

Upcoming Events and Programs

- ~ 10/08: Harvest Home Sunday and CROP Walk in the afternoon
- ~ 10/29: Festival Service (500th Anniversary of the Reformation) Light refreshments will be served following the service.
- ~ 11/05: All Saints' Sunday Communion Service
- ~ 12/24: Two Christmas Eve Services (7:00 PM and 11:00 PM)



Bethany Lutheran offers Music and Movement classes for children ages 6 months to age 5. Classes are offered Monday and Thursday mornings. Please call the church office at 610-375-7163 for more information.

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

Reading Public Museum

Reading Public Museum
500 Museum Road, West Reading
610-374-5850

EXHIBITIONS AT THE MUSEUM

Sept. 16, 2017 to Jan. 14, 2018
Pop Culture: Selections from the Frederick R Weisman Art

Sept. 22, 2017 to Jan. 7, 2018
Hit the Road: Classic Motorcycles

For more information about these events or upcoming events, please contact the Museum.



Dates to Remember

Oct. 7 - Chili Cook-Off
Oct. 7 - Harvest Festival
Oct. 9 - Borough Hall closed
Oct. 13 - 2nd Friday (Penn Avenue)
Oct. 20 & 21 - Harvest Hayride
Oct. 27 & 28 - Haunted House open
Oct. 31 - Trick or Treat Night
Nov. 4 - Mother-Son Dance
Nov. 5 - Daylight Savings
Nov. 7 - Election Day
Nov. 10 - 2nd Friday (Penn Avenue)
Nov. 10, 23, 24 - Borough Hall closed
Nov. 25 - Small Business Saturday
Dec. 1 - Holiday Tree Lighting
Dec. 8 - 2nd Friday (Penn Avenue)
Dec. 15 - Christmas Decorating Contest
Dec. 16 - Kiddie's Christmas Party
Dec. 25 - Borough Hall closed
Jan. 1, 2018 - Borough Hall closed
Mar. 24, 2018 - Easter Egg Hunt

St. James Church

St. James Parish of Reading City Church
644 Penn Avenue
West Reading, PA
19611
610-372-2034
Pastor Vince



Worship - Sunday's at 10:00 AM

For more information, go to
ReadingCityChurch.com and like us on
Facebook or find our free app at your
smartphone app store.