Sprucing up the 400 block

At the recent joint meeting of Pottstown Council and the Pottstown School Board, the borough’s economic development director, Peggy Lee-Clark, described an initiative to improve the appearance of the 400 block of High Street, between Franklin and Washington Streets.

The rundown appearance of the block detracts from the image of High Street, Pottstown’s showcase thoroughfare.

An ad-hoc group of property owners and other concerned citizens calling themselves the Neighborhood Partnership is brainstorming practical ways to improve the block.

About $10,000 in grant money held by Genesis Housing Corp. is being offered to property owners to install lights on their buildings. Unlike the 200 and 300 blocks of High Street, there are no decorative light standards and the block is not well lit at night.

The Pottstown Police have agreed to extend foot patrols to the 400 block.

Borough Council recently voted to seek federal block grant funding to install street lights on the 300 and 400 blocks of High Street.

Genesis is also seeking a $25,000 grant from a bank for landscaping and funding to property owners for painting and facade improvements.

At a recent meeting, seven property owners representing nine buildings agreed to participate.

As the rental market expands, there is a growing sense that High Street is a unique asset that has a bright future.