

8) Describe the organization's main activities:

BOSS2020 is the officially designated Revitalization Committee for the Borough of Sinking Spring.

BOSS2020 is charged with the responsibility to develop and implement a traffic improvement and economic development plan for the principle street (Penn Avenue) within the Borough's CBD by

1) Organizing the community and its stakeholders by building consensus for the plan and

2) Creating new economic development, land use and zoning regulations that benefit smart growth and

3) Developing new design and rehabilitation guidelines to support new development and assist in the revitalization of existing development and

4) Promoting and marketing the plan to support and retain existing business enterprise while recruiting and attracting new economic growth and jobs to the Borough.

By so doing, the plan will benefit the overall quality of life for residents, businesses, visitors and stakeholders in the community.

9) Is the recipient public or non-profit? Yes.

10) What is the total project cost?

\$20 Million; Phase 1 construction is estimated at \$8 Million.

11) What is the amount you are requesting as the federal share for FY 2010? \$750,000

12) Are other, non-government, funding sources contributing to this project or activity?

If yes, please provide the following information on each source:

Source #1 Local fundraising activities	Amount \$100,000	Status Underway
Source #2	Amount	Status
Source #3	Amount	Status
Source #4	Amount	Status

Are there other federal, state or local agencies contributing funds for this project or activity?

If yes, please provide the following information on each source:

Source #1 PA DCED LUPTAP Grant	Amount \$45,500	Fiscal Year Received 2008
Source #2 Berks County CD office	Amount \$25,000	Fiscal Year Received 2008
Source #3 Boro of Sinking Spring TIF	Amount \$2.5 Million	Fiscal Year Received Underway
Source #4 PennDOT PCTI Funding	Amount \$5 Million	Fiscal Year Received Submitted

13) What is the local, state or national significance of the project or activity, and what specific federal responsibility does the funding of this project or activity further?

The Penn Avenue Traffic Improvement & Economic Development Plan addresses severe traffic congestion in the CBD of Sinking Spring that is causing retail business failures, hazardous pedestrian circulation conditions and generally is thwarting both economic development and the quality of life in the Borough.

Penn Avenue (US Route 422 Business) is the main east/west commercial and commuting route for over 33,000 drivers daily and is the principle route connecting all of western Berks County with the State Capitol of Harrisburg 66 miles west. On Penn Avenue in the CBD of Sinking Spring two major intersections within less than a quarter mile of one another attempt to merge six (6) major roadways. **(Refer to Attachment 1 & 1a – CBD Map & Project Proposal)** There, drivers on these six major roadways with two-way traffic travelling on each one, must merge onto one 4-lane roadway with each individual vehicle seeking to maneuver in one of five different directions.

In a **local** community context, the project will improve the community by:

- Creating right angle intersections with standard pedestrian crossings thereby enhancing both pedestrian and bicycle safety.
- Significantly improving connectivity between the north and south sides of the Borough. Presently, those on the north side of the community must use motor vehicles to reach the Borough Park and recreational facilities because of the significant danger to pedestrians.
- Improving prospects for retail businesses to succeed in the CBD. Presently more than 60% of the commercial property is vacant due in part to the inability of consumers to maneuver into and out of these retail locations. A major department store, a drive-through bank and a substantial auto sales and dealership have failed in the CBD and have been fallow for more than five years. These businesses could not attract consumers during a heated and expanding economy!
- Providing a new parallel retail street set apart from the Penn Avenue travel route making the 30+- acreage of commercial land viable for new retail, commercial and mixed-use upper floor residential development. This one street alone will provide developers with the opportunity to build a “new town center” the likes of which is the most popular development model.

In a **state-wide** context, the project will provide:

- an opportunity for improvements to a multi-modal infrastructure including bike lanes within and through the community and more importantly to BARTA, the regional transportation authority which has indicated their interest in establishing a regional bus transfer park & ride lot within the newly created redevelopment zone. **(Refer to Attachment 2 – BARTA Newspaper Article)**. A bus transfer area will relieve vehicle congestion, reduce harmful emissions and reduce mileage and travel time for several BARTA bus lines. This will provide BARTA with higher efficiency and reduce fuel usage and costs.
- An economic development opportunity for regional developers who rarely are offered the opportunity to redevelop a large commercial tract (30+- acres) for mixed-use development in a CBD locale. Developers almost always are restricted to building on ‘green fields’ which is contrary to the County and State goals of limiting sprawl and preserving agricultural lands and open space.

In a **national** context, the project will:

- Generate construction by rebuilding and improving infrastructure that is outdated and restrictive to commerce.
- Create immediate jobs in constructing the infrastructure project and further create construction jobs when redeveloping the town center and create lasting jobs in the retail,

professional and commercial segments of the market when the new town center opens for business.

- Concentrate residential development within the CBD of the community instead of creating sprawling housing projects that have been overbuilt throughout the country and have created an inordinate reliance on single occupant automobiles that clog roadways and cause significant pollution.

By any measure, this project fits the Smart Growth/Smart Transportation model promoted by the Federal Government.

Lastly, every agency and organization dealing with planning and economic development for western Berks County has reviewed and supports the implementation of this plan including:

- The Berks County Board of Commissioners
 - The Berks County Planning Commission
 - The Berks Economic Partnership
 - The Berks County Industrial Development Authority
 - The Berks County Departments of Community and Economic Development
 - The Berks County Smart Growth Alliance
 - The Reading Area Transportation Committee
- (Refer to Attachment 3 – Letters of Support)**

14) What is the potential appropriations bill or agency and account name for this request?
(If you are unsure please leave blank)

15) Has Congressman Gerlach made a request for this organization before?

If yes, please select the most recent fiscal year request: No.

16) Has this request been submitted to any other federal, state, local agency or legislator this year? If so please list: No.

Additional Comments / Information (optional):