



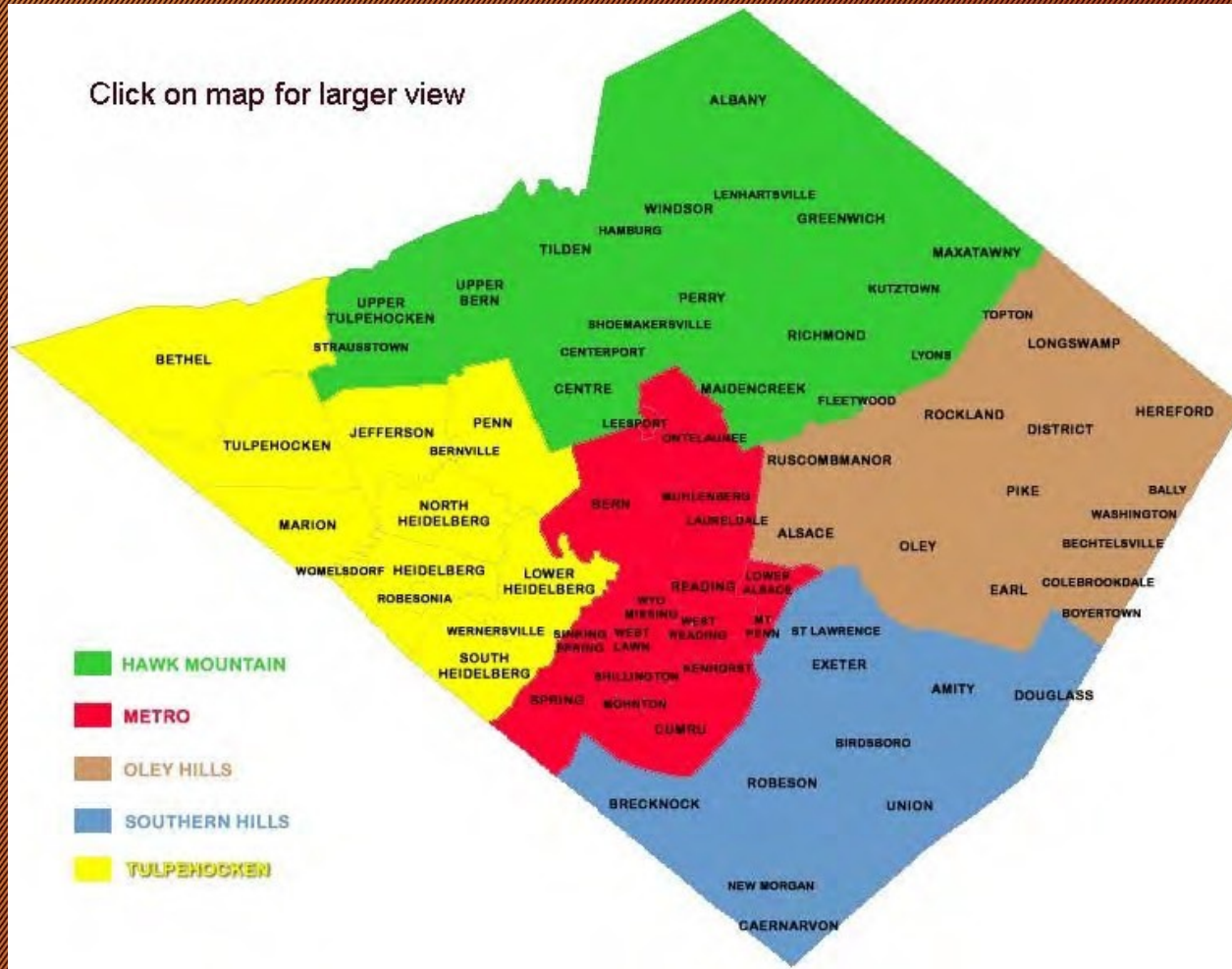
City and County Together Again!

Pennsylvania APA Conference October 22, 2019
Plenary Session

Kevin Barnhardt, Jeffrey Waltman, Lucine Sihelnik
& Donna Reed

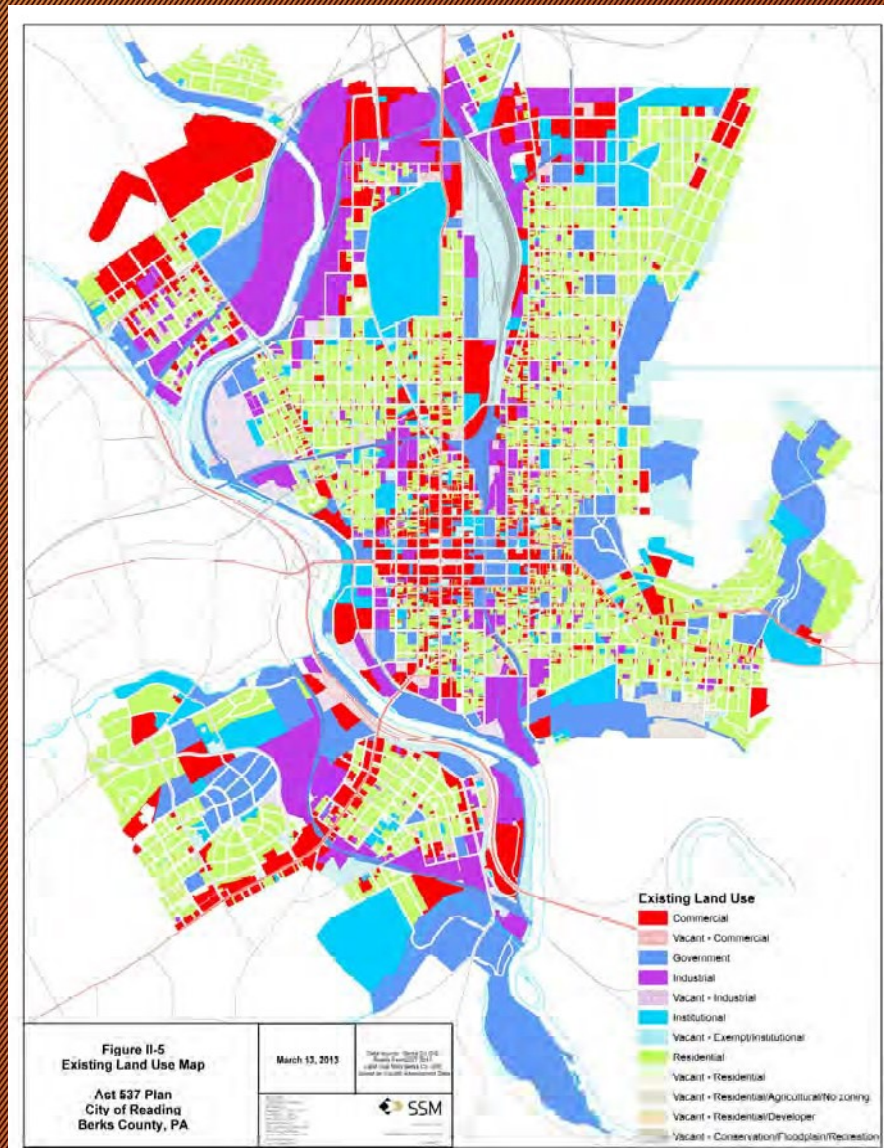
David N. Hunter, AICP
Moderator





Berks County Land Use Area Map

City of Reading Land Use Map



DEMOGRAPHIC COMPARISON

2017 Statistics*	City of Reading	Berks County
Population	88,275	417,854
Median Age	29.3	39.8
MedHHInc	\$28,755	\$61,058
Poverty Rate	36.6%	13.6%
# of Employees	33,279	203,508
Median Property Value	\$69,500	\$173,700
Home Ownership Rate	40.6%	72.3%
* https://datausa.io/profile/geo/reading-pa/?compare=berks-county-pa		

DEMOGRAPHIC COMPARISON

Population by Race	City of Reading	Berks County
White	23.2%	71.5%
Hispanic or Latino	64.7%	21%
Black or African American	9.05%	4.42%
* https://datausa.io/profile/geo/reading-pa/?compare=berks-county-pa		

City - County Collaboration

- Strengths
 - Weaknesses
 - Opportunities
 - Threats

City - County Collaboration

• Strengths

- ~ Santander Arena
- ~ Santander Performing Arts Center
- ~ Doubletree Hotel
- ~ Albright College
- ~ Alvernia University
- ~ Reading Area Community College
- ~ Reading Public Museum
- ~ Googleworks Center for the Arts
- ~ Berks History Center
- ~ Reading Area Firefighters Museum
- ~ Blue Marsh National Recreation Area
- ~ Multiple Parks and Trails
- ~ The Pagoda
- ~ Berks Nature
- ~ Mount Penn Preserve
- ~ Library System

City - County Collaboration

•Weaknesses

- Act 47 Plan
- City Charter
- Form of Government
- Reading's Diminished Political Influence
- Blighted Properties
- Inadequate Transportation Network
 - Lack of Rail Link to Philadelphia
 - Lack of Commercial Bus Service to Philadelphia
 - Lack of Commercial Air Service

City - County Collaboration

• Opportunities

- Collaboration with County and neighboring jurisdictions: West Reading, Wyomissing, Laureldale and Mt. Penn
- Schuylkill River
- Pagoda & Mount Penn
- Dana Site
- 5th & Penn Properties
- Vacant, Abandoned Properties

City - County Collaboration

•Threats

- “Silo” Mentality
- Lack of Staff Continuity
- Focusing on Personalities and Problems, Not Outcomes
- Outdated Technology and Tools
- Fragmented Communication

City - County Collaboration

Where

Do We Go

From Here?