



The mission of the Smart Growth Alliance of Berks County is to promote smart growth principles by providing opportunities for dialogue and educational programming and technical assistance to municipalities, developers, and stakeholders involved in land use development and transportation in Berks County.

Smart Growth Principles

Smart growth principles encourage well-planned development, with a range of housing and transportation choices that also preserves community resources, farmland and open space

- **Create a Range of Housing Opportunities and Choices** – Providing quality housing for all households is a key component of a healthy community
- **Create Walkable Neighborhoods** – Walkable communities are desirable places to live and work and therefore a key component of smart growth
- **Encourage Community and Stakeholder Collaboration** – Growth can create great places to live, work and play—if it follows a community’s own sense of how and where it wants to grow
- **Foster Distinctive, Attractive Communities with a Strong Sense of Place** – Smart growth encourages communities to craft a vision and set standards for designs and construction that blend with community architecture and creates an authentic environment
- **Make Development Decisions Predictable, Fair and Cost Effective** – For a community to be successful in implementing smart growth, it must be embraced by the private sector
- **Mix Land Uses** – Smart growth supports the integration of land uses to provide jobs and services that are necessary for a quality community
- **Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas** – Open space preservation complements communities and local economies by preserving sensitive areas, protecting water supplies and air quality.
- **Provide a Variety of Transportation Choices** – High quality communities provide residents with more choices in housing, shopping, and transportation.
- **Strengthen and Direct Development Towards Existing Communities** – Smart growth directs development towards existing communities already served by infrastructure, seeking to use resources that existing neighborhoods offer, and conserve open space and irreplaceable natural resources on the urban fringe
- **Take Advantage of Compact Building Design** – Smart growth provides a means for communities to incorporate more compact building design as a alternative to conventional, land consumptive development

Smart Growth Partners in Berks County

Berks County Agricultural Land Preservation Board – Berks County Association of Boroughs – Berks County Association of Township Officials – Berks County Community Foundation – Berks County Conservancy – Berks County Planning Commission – Center for Excellence in Local Government at Albright College – City of Reading – Greater Reading Chamber of Commerce and Industry – Greater Reading Economic Partnership – Home Builders Association of Berks County – Penn State Cooperative Extension – Reading Berks Association of Realtors – Reading Downtown Improvement District – RiverPlace Development Corporation – WalkBikeBerks



**First Annual Smart Growth Awards
May 30, 2012**

The Smart Growth Alliance of Berks County established its Awards Program to recognize local efforts that demonstrate smart growth principles and practices. The Alliance is pleased to honor the 2012 Award Recipient and recognize the other nominees.

2012 Smart Growth Award - Sinking Spring Revitalization Project

The Borough of Sinking Spring studied declining commerce in its downtown and formulated a revitalization plan. The Borough concluded that traffic congestion caused by high traffic volumes and poor intersection alignments was a primary reason for the decline along the Penn Avenue Corridor. In 2008, the Borough organized a citizen's committee - Borough of Sinking Spring 2020 (BOSS 2020) - to work with Ludgate Engineering to develop a conceptual plan for traffic congestion relief and downtown redevelopment. This conceptual plan was adopted by the Borough in October 2008 as an Official Map and a guide towards the future redevelopment of the Borough. The adoption of the Official Map is followed in 2010 by the completion of both a Planning Study of the Penn Avenue Corridor and a Traffic Impact Study of the Penn Avenue intersections in Sinking Spring, both of which indicate that implementation of the plan should provide traffic relief and enhanced development opportunity. The Borough moved forward with implementation via the Queen Street realignment, design for streetscape improvements, and private real estate development initiatives.

Other 2012 Nominees

Boyertown, Colebrookdale & Pike Joint Zoning Ordinance – The joint ordinance was a collaboration to assist in implementing the recommendations of their joint comprehensive plan.

Lower Alsace Township & Mt. Penn Borough Joint Zoning Ordinance – The joint ordinance implemented the joint comprehensive plan and included new conservation zoning standards.

Permacultivate, Inc – Permacultivate is an educational non-profit organization that fosters regenerative environments and productive communities through education, demonstration and consultation.

Antietam Lake Park Master Plan – The plan provides for long-term conservation of the park's natural and historic resources, and promotes recreation opportunities for visitors.

Schlouch Investments, LP – The company utilized private investment and redevelopment initiatives to provide redeveloped and affordable housing in Greater Reading neighborhoods.

Our Town Foundation, Hamburg PA – The foundation has engaged both the public and private sectors in the revitalization and economic development of Hamburg Borough.

Judy's on Cherry – The popular restaurant partnered with the Department of Environmental Protection to invest in energy efficiency and pollution prevention projects.