

**BEAUTIFICATION ADVISORY COMMISSION**  
**Borough of Phoenixville**

**2017 Annual Report to Borough Council**

**February 2018**

**Submitted by**

**Louis J. Beccaria, Ph.D., Chairperson**  
**Beautification Advisory Commission**

## History

The Beautification Advisory Commission (BAC) was originally authorized by Borough Council as a sub-committee of the Borough Council's Economic Development Committee at its March, 2013 meeting. The BAC then first met on the 2<sup>nd</sup> Monday of April, 2013. Regularly scheduled monthly meetings have been held since then on the 2<sup>nd</sup> Monday of every month, unless a Borough holiday has intervened. On September 29, 2014 Borough Council, by way of an ordinance amendment to the original ordinance establishing the BAC, changed the status of the Beautification Sub-Committee to that of the present status of Beautification Advisory Commission.

## Mission Statement

The established mission of the BAC is: "To promote, enhance, and sustain the beautification of the Borough of Phoenixville".

With this purpose as the driving force of the BAC, the BAC serves as a vehicle to unify the Borough's economic development and revitalization endeavors, with a mind toward setting a standard for a cohesive community aesthetic that values the rich cultural, historic, and physical characteristics of Phoenixville.

## BAC Membership and Appointees

During the 2017 time-period, the following changes occurred to the composition of the BAC. They are noted as follows:

- \*Lou Beccaria, BAC chairperson, was re-appointed to another 4-year term
- \*Jeane McNamara, BAC Vice-Chairperson, was re-appointed to another 4-year term.

Therefore, at the present time, the BAC is composed of the following members (current terms in parentheses):

- \*Lou Beccaria – (chairperson) – (term ends 10/31/21)
- \*Jeane McNamara – (term ends 10/31/21)
- \*Eric Schmidt – (term ends 10/31/20)
- \*Michael Hill – (term ends 10/31/19)
- \*Usha Neghandi – (term ends 10/31/18)
- \*Christine Butterfield – (term ends 10/31/19)
- \*Shanlee Fisher – (term ends 10/31/20)
- \*Teresa Haag – (term ends 10/31/18)

## BAC Goals

Since its inception, the following four (4) goals have been pursued as a guide for the work of the Beautification Advisory Commission:

- \*To foster public awareness and appreciation for the physical environment of the Borough
- \*To create and education program that promotes the community aesthetic
- \*To develop public art that both respects the historic significance and diversity of the community
- \*To secure the resources that will enable the maintenance of ongoing initiatives

## 2017 Accomplishments

For the purposes of this annual report, the accomplishments of the BAC for the past calendar year have been broken down into two (2) major areas: Policy-related matters and Program-related matters.

### \*Policy-Related:

- \*The BAC adopted a policy of endorsing the concept of having the Borough's utility boxes painted as murals; criteria were finalized for mural artists to participate.

### \*Program-Related:

- \*The "Gateway Pharmacy – 1960" mural was completed by local artist, Teresa Haag. This project was inspired by and guided by the BAC. The cost, \$33,000, was paid for by the owners of Gateway Pharmacy.
- \*The 2<sup>nd</sup> annual BAC-sponsored Beautification Award Program occurred with awardees honored in two categories: residential and commercial. The winner in the residential category was Tom and Maura Ransom. The awardees for the commercial category were Campbell-Ennis-Klotzbach Funeral

Home and Devlin-Rosmos-Kepp-Gotcha Funeral Home.

- \*Posters of the “Welcome to Phoenixville” mural were sold to generate additional funds for the BAC; approximately \$\_\_\_\_\_ was realized by this effort; present sale outlets for this are: Schuylkill River Heritage Center; Gateway Pharmacy; the Phoenixville Community Health Foundation; Country Charms Store; The Original Gent Barber Shop; Colonial Theatre and Uncle B’s Barbeque Restaurant.
- \*BAC members adopted a Christmas tree at the Phoenixville Hospital’s ICU waiting room area and decorated it with a sign indicating that it was done by the BAC
- \*BAC worked in concert with private citizen and local business-Owner, Cameron Peters, on an Adopt-a-Wreath Project to help increase the holiday beautification of downtown Phoenixville.

**\*Projects and Activities Currently in Process**

The following projects are presently in the process of being planned, researched, and developed for future implementation:

- \*Mural-type paintings on two utility boxes were completed as a pilot project. They were located on Bridge Street near Starr Street and the other is at the back of the Children’s Plaza near Mill Street. This project proved to be a success and spurred interest to do 6 more in calendar year 2018 locations both on the Northside and in the downtown area Phoenixville.
- \*An Adopt-a-Park effort, in collaboration with the Borough’s Dept. of Parks & Recreation, was launched; an Adopt-a-Park application form was developed and approved by the Dept. of Parks & Recreation and Borough Council. Private citizen, Karin Williams, submitted an application to adopt Joe Rowan Park in memory of her grandfather, Joe Rowan. She is presently working out an adoption plan with Melissa Gibbons, the Director of the department.
- \*In collaboration with the Dept. of Parks & Recreation, the development of a few small pocket parks has been planned

**do help beautify areas of the Borough that need improvement**

**\*We began working collaboratively with the Borough's Tree Commission to get more evergreen bushes and trees planted in the Borough so that winter-time beauty can be enhanced**

**\*In 2017 we worked in concert with the Borough Manager to plan for the refurbishment and beautification of Flo Straub Way on Bank Street. This project is ongoing at the present time.**