2013 TROLLEY TOUR OF CHESTER COUNTY’S CLASSIC TOWNS

FRIDAY, SEPTEMBER 20TH, 2013, FROM 9:00 AM TO 4:00 PM

HOSTED BY PHOENIXVILLE BOROUGH, WEST CHESTER BUSINESS IMPROVEMENT DISTRICT, HISTORIC KENNETT SQUARE, THE SOUTHEAST PENNSYLVANIA CHAPTER OF THE AMERICAN PLANNING ASSOCIATION, AND THE DELAWARE VALLEY REGIONAL PLANNING COMMISSION
WELCOME AND GREETINGS!

We are delighted that you have joined us for the third annual Classic Towns Trolley Tour! We hope that you will find the tour of Chester County both educational and enjoyable, and make valuable connections with community development colleagues.

Classic Towns have retained the physical and social characteristics that make them exciting places to live, work, and play. Today’s tour will highlight three Classic Towns’ unique attributes – their shopping destinations as well as their interesting housing stock.

Our tour highlights will include:

➤ An early breakfast in the new Phoenixville Borough Hall with your fellow Classic Towns and other planning and development professionals. Our tour guide, Mr. Jean Krack, will walk us along Bridge Street, the cornerstone of the rebirth occurring in Phoenixville. The tour will highlight new development on the site of the former Steel Company as well as a new portion of the Schuylkill River Trail.

➤ We will then head to West Chester Borough and enjoy a walking tour of downtown West Chester led by Mr. Malcolm Johnstone. Immediately following the tour, join us for lunch in West Chester hosted by the West Chester Business Improvement District and DVRPC.

➤ One final stop in historic Kennett Square! Our tour guide, Ms. Mary Hutchins of Historic Kennett Square, will lead us on a walking tour that highlights the famous farmers market and Talula’s Table restaurant. We’ll cool off with ice cream at La Michoacana before heading back to Phoenixville.

Have fun and enjoy the tour!

DVRPC WOULD LIKE TO THANK THE HOSTS, TOUR GUIDES, SPEAKERS, AND LOCAL BUSINESSES FOR THEIR ASSISTANCE WITH THE 2013 CLASSIC TOWNS TROLLEY TOUR.

Hosts
West Chester Business Improvement District
Phoenixville Borough
Historic Kennett Square
Delaware Valley Regional Planning Commission
APAPASE

Tour Guides & Speakers
Mr. Terence Farrell, Chester County Commissioner
The Honorable Carolyn Comitta, Mayor, Borough of West Chester
Mr. E. Jean Krack, Borough Manager, Borough of Phoenixville
Mr. Malcolm Johnstone, Executive Director, West Chester Business Improvement District
Ms. Mary Hutchins, Executive Director, Historic Kennett Square

Catering
Nudy’s Café, 450 Bridge Street, Phoenixville, PA
Barnaby’s of West Chester, 15 S. High Street, West Chester, PA
La Michoacana Ice Cream, 231 E. State Street, Kennett Square, PA
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8:30 AM</td>
<td>Registration and Welcome</td>
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<tr>
<td>9:00 AM</td>
<td><strong>Phoenixville Borough</strong></td>
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<td></td>
<td>Breakfast at New Borough Hall</td>
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<td>Walking Tour of Downtown West Chester</td>
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<td></td>
<td>and new development projects along waterfront</td>
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<tr>
<td>10:45 AM</td>
<td><strong>West Chester Borough</strong></td>
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<td></td>
<td>Walking Tour of Downtown West Chester</td>
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<tr>
<td>12:00 PM</td>
<td>Lunch at Barnaby's of West Chester</td>
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<tr>
<td>1:45 PM</td>
<td><strong>Village of Kennett Square</strong></td>
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<td></td>
<td>Walking Tour of Kennett Square Village</td>
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<td>Ice Cream Social</td>
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<td>4:00 PM</td>
<td>Arrive Phoenixville</td>
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PHOENIXVILLE

9:00 AM Breakfast
Borough Hall
351 Bridge Street

9:15 AM Welcoming Remarks
Barry Seymour, Executive Director, DVRPC
Terence Farrell, Chester County Commissioner

9:30 AM Walking Tour
Downtown Phoenixville Rebirth
Led by E. Jean Krack, Borough Manager

10:15 AM Board Trolley

10:30 AM Depart for West Chester Borough

“Phoenixville is the Perfect Place to Call Home”
1 COLONIAL THEATRE

The 658-seat Colonial Theatre opened in 1903 and is the last of four theatres once existing in the borough and is the only theatre of its kind in Chester County. The Colonial was home to live stage shows, vaudeville acts, and musicals, including appearances by Harry Houdini and Mary Pickford. Real movie buffs know that the Colonial was featured in the 1958 science fiction classic, The Blob, starring Steve McQueen and filmed in and around Phoenixville. The theatre is owned and operated by the Association for the Colonial Theatre (ACT), a nonprofit corporation, which re-opened the theatre in 1999. The Colonial’s programming includes art and independent films seven nights a week, classic films, programs for young audiences, live concerts, and community events.

2 SHOPPES AT FRENCH CREEK

French Creek Center is a redevelopment project on approximately 133 acres of a former steel site. Through planning and community involvement, the Borough of Phoenixville had a vision to transform this site into one of its most prominent assets. The Shoppes @ French Creek will feature specialty retail and entertainment, housing, and open space.

3 MADISON AT FRENCH CREEK

Madison at French Creek will be built on the 20-acre lot along French Creek just North of Bridge Street and East of Main Street. This new 350 unit apartment complex on the site of the old Phoenix Steel site on French Creek. The new residential complex will connect to the Schuylkill River Trail and provide over 11 acres of public open space.

4 THE FOUNDRY

Built in 1882, the Foundry of Phoenix Iron and Steel Company poured iron castings into the 1970s and was considered the most important symbol of Phoenixville and Chester County’s industrial past. The National Park Service completed exterior renovations to bring the industrial character back to the building. Inside, it has been renovated to include modern amenities with over 18,000 square feet of event space. Today, the Foundry is listed on the National Register of Historic Properties.
WEST CHESTER

10:45 AM  Walking Tour of Downtown West Chester
   Led by Malcolm Johnstone,
   West Chester Business Improvement District

12:00 PM  Welcoming Remarks
   Honorable Carolyn Comitta, Mayor, Borough of West Chester
   Lunch at Barnaby’s of West Chester
   15 S. High Street

1:15 PM   Depart for Kennett Square

“Small Town Charm With Cosmopolitan Flair”
**WEST CHESTER ARMORY**

Constructed in 1916 as the home of the Pennsylvania 1st/111th Infantry, the oldest unit of its type in the country, the West Chester Armory will soon become an entertainment center. The Uptown! Entertainment Alliance, a local theater arts organization, recently came to an agreement with the State to acquire the Armory and establish a multi-use theater. The conversion of the Armory to a performing arts center will preserve this historic structure.

**THE HOTEL WARNER**

Opened in August 2012, Hotel Warner reuses the Old Warner Theatre from the 1930s. Although the street facade remained intact, the theatre auditorium was demolished to become a parking lot. The lobby of the old theatre is now the lobby of the Hotel Warner. The staircase leading to the second floor still retains its original elegance. Brian McFadden, the local developer and owner, had the architecture of the new wing match the historic design. The hotel meets LEED criteria with solar panels on the roof and geo-thermal units installed below the new wing.

**FIRST BLOCK**

The First Block is the name given to the area that began development in 1784 with the establishment of a courthouse and a four-block grid made up of 32 parcels. Today, it is undergoing considerable redevelopment because the County’s North Wing (which opened in 1966) was sold to the E. Kahn Development Corp and J. Loew & Associates along with a number of structures along Gay and Church Streets. Future plans include new construction of an upscale, mixed-used retail, office, and residential development.

**LINCOLN BUILDING**

Designed by William Strickland and built in 1833 by William Everhart, a Congressman, philanthropist and the wealthiest resident in West Chester, the Lincoln Building is regarded as one of the outstanding Second-Period structures in West Chester. It is the site where the first biography of Abraham Lincoln was written and published on February 11, 1860, launching Lincoln’s presidential campaign. The Federalist-style building was impressive in its day, being the tallest commercial structure and the first with no residential quarters. Today, the Lincoln Building is managed by the Chester County Community Foundation and most of its features have been preserved.
“Kennett Square is Quintessentially Classic”

KENNETT SQUARE

1:45 PM  Village of Kennett Square
         Walking Tour of Kennett Square Village
         Led by Mary Hutchins, Historic Kennett Square

2:30 PM  Ice Cream Social
         La Michoacana
         231 E. State Street

3:15 PM  Depart for return trip to Phoenixville
1. **KENNEDT SQUARE INN**

Located at 201 E. State Street, the Kennett Square Inn is a quaint restaurant in an historic building that signifies the charm of downtown Kennett Square. Menu items include American fare and highlight the famous mushroom.

2. **GENESIS BUILDING AND FARMERS MARKET**

Located at 106 W. State Street, this year-round open air market offers local fruits and vegetables, including mushrooms from the Mushroom Capital of the World, as well as meats, eggs, artisan cheeses, baked goods, jams and jellies, cut flowers and plants, handmade soaps, herbal remedies and salves. Located in the Walkway of the Genesis Building, the Farmers Market is available the first and third Friday of each month.

3. **MARKET AT LIBERTY PLACE**

Market at Liberty Place is a 10,000 square foot space home to a mix of merchants selling freshly prepared foods, produce, and other retail goods. It serves as a gathering place for members of the Kennett Square business community. The Market at Liberty Place can hold between nine and eleven unique vendors. The rental spaces are arranged around the outside wall with one large space in the center of the room, capable of holding multiple merchants. Public restrooms, a climate-controlled outdoor patio, and free parking are available.

4. **TALULA’S TABLE**

Talula’s Table is a boutique gourmet market with its own pastry, breads, artisan cheese collection, coffee bar, prepared foods, and take away dinners. They offer catering, specialty cakes, unique cooking classes and tastings, and cater private dinners at the special centerpiece farmhouse table. Talula’s Table was named the Best Gourmet Shop by Philadelphia Magazine in August 2007.

5. **KENNETT BREWING COMPANY**

Located at 109 S. Broad Street, Kennett Brewing Company is the newest addition to downtown Kennett. Started by two couples who share a love for creative beers, Kennett Brewing Company will brew their beer onsite and offer a limited menu that will have traditional taproom fare. A full menu of traditional beer styles will be offered.
CLASSIC TOWNS OF GREATER PHILADELPHIA

Character, culture, and convenience are the characteristics that define a Classic Town. Ranging from colonial settlements to college towns, streetcar suburbs to waterfront communities, Classic Towns are sprinkled throughout the Greater Philadelphia region, providing a quality of life uncommon in this age of suburban sprawl.

Created in 2008, the Classic Towns of Greater Philadelphia initiative of the Delaware Valley Regional Planning Commission (DVRPC) is designed to foster the growth of the region’s timeless communities by promoting what makes each place a wonderful place to live, work, and play!

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For more information about Classic Towns, contact:
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The Delaware Valley Regional Planning Commission is dedicated to uniting the region’s elected officials, planning professionals, and the public with a common vision of making a great region even greater. Shaping the way we live, work, and play, DVRPC builds consensus on improving transportation, promoting smart growth, protecting the environment, and enhancing the economy. We serve a diverse region of nine counties: Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer in New Jersey. DVRPC is the federally designated Metropolitan Planning Organization for the Greater Philadelphia Region — leading the way to a better future.
ClassicTowns.org