

Reading Redevelopment Authority hears ideas for Riverview Industrial Park

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The Reading Redevelopment Authority has heard an informal presentation by several commercial real estate agents on marketing its 50-acre Riverview Industrial Park site in northwest Reading.

Kent E. Wrobel, associate broker/Realtor, and E. John Roach, Realtor, both with Re/Max of Reading, outlined ways that they, working as a team, would optimally market the property.

"And we have access to 3,000 commercial agents in 45 countries," Wrobel said.

The authority bought the 600-700 Clinton St. property near the Schuylkill Avenue Bridge at a sheriff's sale in November 2013 for \$1.56 million.

Adam Mukerji, executive director, said Wednesday that the authority's previous contract with CBRE of Wayne, Delaware County, a global real estate services company the authority hired in July 2014, had ended recently.

Board member James P. Radwanski said earlier that, "We don't have the manpower and resources to reach out ourselves, and the project can't wait."

"We're not for profit, so we truly want economic development that creates jobs for the community," Chairman Chris Heinly emphasized. "We don't need more warehouses."

"If you can connect us with manufacturing companies, there are potentially hundreds of workers who can walk to work from just four blocks away," Mukerji said.

He noted that major selling points for the site include infrastructure such as water, sewer and electric power lines already in place, plus a concrete pad with a 103,000-square-foot steel frame on it.

Also, because it is in a Keystone Opportunity Zone, the site would provide its owners with significant tax benefits and allow the issuance of tax-exempt bonds, Heinly said.

"We're one of the poorest cities in the country, and we want to change that," member Daniel F. Luckey added.

And Kyle McKechnie, sales and leasing professional with NAIKeystone, Commercial & Industrial LLC of Wyomissing, also presented what his company could offer.

Mukerji said that, because the board lacked a quorum Wednesday, any formal action would have to wait until the next meeting.