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Developer tied to band Live plans project at Reading site

By **Jerry Reimenschneider**
Reading Eagle

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A company with rock-band roots has bought more than 4 acres of land in Reading, a move it says will soon produce up to 100 new jobs.

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York-based Think Loud Development LLC, whose owners include members of the multiplatinum band Live, purchased the final vacant property at the Buttonwood Gateway redevelopment area off West Buttonwood Street. An unnamed company that Think Loud CEO Bill Hynes will only call "high tech" will build a facility at the site, part of an industrial park that already houses Sun Rich Fresh Foods and Hydrojet.

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"This means that it's not over for Reading," Hynes said. "Everyone has counted Reading out for a long time. But there's new life."

Think Loud is emerging as a large chunk of that life.

The company is also in the process of redeveloping the long-abandoned Reading Outlet Center Building No. 1, the 110-year-old North Ninth Street structure it purchased late last year for \$1 million.



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Bill Hynes, CEO of Think Loud Development LCC, York.

The same technology company that is building at Buttonwood Gateway will also occupy space in Building 1.

"They're amazing-paying jobs in my opinion," Hynes said. "They're all technology jobs. The average employee will make over \$50,000 a year. It's gonna be everything from sales to human resources to anything else you can think of."

Neither Hynes nor Adam Mukerji, Reading Redevelopment Authority executive director, would name the tech company or the price it paid for the property. A nondisclosure agreement will also prevent Mayor Vaughn D. Spencer from naming the company when he formally announces the project Wednesday. at a 10 a.m. press conference.

But Mukerji said such details are beside the point.

"The whole idea of Buttonwood Gateway was to bring back good-paying jobs to the city," Mukerji said. "Sun Rich has done that, Hydrojet has done that and this will accomplish that, too."

Hynes said Spencer was instrumental in luring the tech company to Reading, selling the city's benefits in the face of fierce pitches from several other cities. He wouldn't name the cities, but said they were nearby.

Pamela J. Shupp, Greater Reading Economic Partnership vice president, said the news sends a message to other companies and developers.

"It doesn't matter what other challenges we face," she said. "We're a good place to invest."

Spencer was unavailable for comment.

Contact Jerry Reimenschneider: 610-610-371-5087 or jreimenschneider@readingeagle.com.

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