



# Pottstown Sustainability Plan Executive Summary



*Pottstown Borough and Pottstown School District have partnered on an effort develop a Sustainability Plan. This Plan will feature a vision for a sustainable Pottstown and construct goals and actions that will help achieve that vision.*



The Pottstown Sustainability Plan offers the Borough the opportunity to define:

- The vision of what Pottstown looks like based on sustainability principles
- Goals that strive to achieve that vision
- Actions that the Borough government and Pottstown School District can undertake to help achieve those goals



## Pottstown

### Sustainability Plan

## PRINCIPLES

Based on the research conducted and feedback received from surveys and interviews, the Plan will be structured around the three principles of Infrastructure, Education and Connected Communities, meaning that each step of the Plan, including its Goals and Action Items, should advocate these principles:

**Infrastructure** refers to the built and natural environments and includes streets, buildings, facilities, as well as trees, streams, and open space – anything that contributes to the physical setting of the Borough. In terms of sustainability, infrastructure heavily influences

the way people feel about their surroundings. Creating a safe, healthy and clean environment is key to quality of life in Pottstown.

**Education** is raising awareness through public engagement to create a well-informed community that embraces sustainability.

**Connected Communities** signifies equity for all who live, work and play in Pottstown. For Pottstown to be more sustainable, the qualities of all the diverse communities in the Borough must be addressed with respect and fairness.

## VISION STATEMENT

The vision statement is a concise description of the plan's objectives. The statement guides the development of Goals and Actions that will instruct how to achieve the plan's vision.



## Sustainability Plan Visioning Statement

*Pottstown Borough strives to improve the quality of life for all **community members** by creating a **well-informed citizenry** that makes sustainable decisions that **positively affect the environment.***



*Connected  
Communities/Equality*



*Education*



*Infrastructure*

## GOALS

The Goals of the plan support the Vision and Principles, and set the agenda for creating Action Items that help the Borough and School District achieve the Goals.

- Through education and outreach, develop a deeper awareness among residents of the Borough and the greater Pottstown region that results in an understanding of the role of sustainability and how each individual's actions impact the greater community.
- Improve the overall well-being of residents of the Borough and the greater Pottstown region by providing opportunities that promote healthy choices.
- Promote economic growth and revitalization opportunities that contribute to a vibrant, diverse, and dynamic community.
- Conserve, protect and enhance the quality of the Borough's built and natural resources.

## ACTION ITEMS

The Action Items represent how the plan will be implemented. While the plan will provide Action Items that apply specifically to the Borough and the School District, it will also feature additional recommendations that can be put into action by individuals and community groups.

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