



WE NEUTRALIZE MARKETING PROBLEMS FOR MANUFACTURERS



Let REED design and manage your marketing tools so your busy sales professionals don't have to.

717-517-1727

www.mfg-mktg.com

EARTH ENGINEERING INCORPORATED *Geotechnical Engineers & Geologists*



- Subsurface Investigations
- Geotechnical Design
- Stormwater Infiltration Testing
- Carbonate Site Assessments
- Environmental Site Assessments and Remediation
- Construction Inspection & Testing
- Clean Fill Testing
- Laboratory Soils Testing

www.earthengineering.com

Corporate Headquarters: 610-277-0880

Central PA: 717-697-5701

Lehigh Valley: 610-967-4540

South Jersey: 856-768-1001

QUALITY * COMMITMENT * PERFORMANCE

PREPARING FOR A DISASTER



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

As I muddle through the plethora of options on flood recovery and mitigation in Downingtown, I have been struck by the FEMA and PEMA staff's professionalism.

We have been able to make inroads in flood recovery due to their involvement and participation.

It appears that I will be able to effectuate a buyout of a couple of blocks of homes, and we are looking to create a way for people to alleviate the repeated damages. There is a metric for discussing damages, and it involves addressing each property and determining the level of damage as a subset of the impact on the community.

I have been able to access an Excel spreadsheet of properties in the flood plain and now have a pretty good idea of the size of the problem. As I looked at the flood maps and the designations of flood-prone areas, it followed the Brandywine and all of the tributaries. If there is not something done soon to mitigate the flooding, there will be issues in the future that will lessen the value of the properties.

I thought about it for a while and pondered what would be a good strategy. I believe that the best-case scenario for the borough would be to train some people to interpret the aid packages for future flooding. There will need to be about ten people schooled in the programs available to meet the demand when there is an emergency.

When you look at the possibility of having quick response, having the procedures institutionalized locally will be of great benefit to the people who are affected by the disaster. The common thread during the last recovery was lack of information and putting people in a

position where they need to fix after a disaster.

There are a lot of plans and publications out there that I never would read. For example, as I look through the planning documents that Chester County has for Downingtown emergency response, I read the following:

Within Chester County there are 36 dams that meet the state's definition of a high hazard dam. Of those, there are thirteen that meet the category 1 criteria meaning there is a substantial population at risk (numerous homes or small businesses or a large business or school) in the inundation zone.

I had to read through the County Plan during the buyout program because the flood destroyed the Downingtown Flood Mitigation Plan. If the plan had remained intact, I never would have learned that. However, I felt a little uneasy once I learned it. It is a paragraph in the Downingtown section of the plan. If a dam breaks above me, I could die if I do not get the word. I could be sitting in my living room, sipping the beverage of my choice, watching CNN, and the next thing you know, my house would be destroyed in a water surge.

Downingtown had a 1000-year flood. A 1,000-year flood has a 0.1 percent chance of happening in any given year.

(Continued on page 44)

Affordable Luxury
Financing for everyone with rates as low as 2.49%
Guaranteed Credit Approval • All Income Types Accepted

highstreet
AUTO CONNECTION

1415 W. High Street, Pottstown, PA 19464

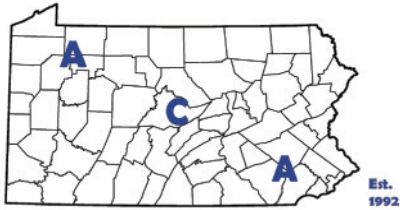
484.624.3120

www.HighStreetAutos.com

Make your next move your best move right in town at High Street Auto Connection.

All County and Associates, Inc.

Helping You Make Informed Decisions



Est. 1992

All County and Associates, Inc.

Full-Service Civil Engineering Firm

Civil/Site Engineering | Construction Management | Environmental Services | Land Surveying | Sewage Disposal Systems | Wetland Delineation

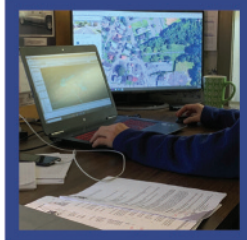


Tel: 610-469-3830

Web: www.all-county-assoc.com

Email: info@all-county-assoc.com

Serving Berks, Bucks, Chester, Delaware and Montgomery County Since 1992



DON CARRICK
STUDIO
413
PHOTO
GRAPHY

WWW.STUDIO413.NET

Headshots • Portraits • Modeling • Corporate

DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 42)

But Records only date back about 150 years depending on location, as we don't have records that date back to 1021. 1000-year floods have been proven to occur multiple times in a given location. For example, New York City had "Ida" classified as a 500-year flood. "Superstorm Sandy" was also a 500-year flood, and there were only nine years between Ida and Sandy. Southeast Texas had 500-year floods for five straight years, starting in 2015.

If you look out west recently, Seattle, Bellingham, and Quillayute set records for 90-day rainfalls. Blizzard warnings on Hawaii's Big Island's summits with 12 inches of snow and 100 mile an hour winds. Meanwhile, Denver has had the third-longest stretch in history with no snowfall.

The borough is starting a technical committee to assess the flood and make recommendations for flood control, but this seems like it has to be a separate committee. Therefore, I will seek to form a third committee, the Dam Committee.

The Dam Committee will be a complicated committee both in makeup and task. There need to be oligarchical members of the community, there need to be people who speak Dam Speak, and

there will probably need to be people with a sense of purpose. Having people with a sense of purpose is a key in any effort.

The Dam Committee will seek to work with Probable Maximum Precipitation (PMP) to derive the greatest depth of precipitation for a given duration meteorologically possible for a given size storm area at a particular location at a particular time of year.

Once the Dam Committee is comfortable with the PMP. They will have to look into the Probable Maximum Flood (PMF), which is the largest flood that could conceivably occur at a particular location, resulting from the probable maximum precipitation (PMP) and, where applicable, snowmelt, coupled with the worst flood-producing catchment conditions that can be realistically expected in the prevailing meteorological conditions.

It seems complicated, but I think ... once all the information is available, all the analysis is complete ... Dam Committee will end up looking at creating a Dam. But, I also feel that there will be opposition to any conclusion that the Dam Committee wishes to enact.

Barry Cassidy is a freelance grant and economic development consultant. He can be reached at barrycassidy@comcast.net.

SOTTOSANTI LAWN • CARE

Serving Berks County Since 1978

- Landscape design and installation
- Hardscaping
- Patios
- Walkways
- Retaining walls
- Sod and seed lawn installation
- Excavation
- Snow removal
- Lawn mowing and maintenance
- Spring / fall cleanup
- Edging and mulching
- Shrub trimming and removal
- Fertilization and aeration
- Tree and shrub installation and maintenance



We Can Help You Create the Outdoor Living Space of Your Dream!



Residential
Commercial
Free Estimates
Fully Insured

We're big enough to get your job done and small enough to know your name!

610.670.7639 • 610.370.1507
www.sottosantilawncare.net

STAY SAFE at Home

Home health is a safe way to receive the care you need and keep you out of the hospital, especially as the COVID-19 pandemic continues. Our nurses and therapists can help you recover in the comfort and safety of home.

Call us at 855.237.0195 to learn if home healthcare is right for you.



lhcgroupp.com/locations/tricounty-home-health • Pottstown, PA

