

★ **TRAM RIDES**

The tram will be a counter-clockwise circuit around Old Historic Pottstown, which was designated as a certified Historical District in 1985. Your narrator will highlight a few of the Gothic-, Victorian-, Federal- and Neo-classical-style buildings along the way.

The Tram stops are at the New York Plaza, the Beech Street Lofts, the Carousel, and the MCCC North Hall. Three of our buildings are between the Tram stops at MCC North Hall and the New York Plaza, well worth the short walk.

Thank you ★

Pottstown Downtown Improvement District Authority, (PDIDA), is working hard to engage the many organizations that help in revitalizing Pottstown's Downtown. Thank you to our guides for their assistance today. We'd also like to thank **The Pottstown Historical Society (PHS)** for helping create a new and innovative peek into Pottstown's history of the most unique and grand buildings in the downtown and surrounding area.

This year's Historic Building Tour comes to you through the hard work and efforts of the PHS, a 501(c)3 non-profit organization that relies on volunteers and donations to support its many efforts in preserving the history of the community many of us call home.

Under the leadership of David Kerns, The PHS is dedicated to preserving the history, documents, photos and more of Pottstown. Please contact the PHS if you are interested in volunteering time or if you have some photos, artifacts or similar items you would like to share with us!



Proudly **POTTSTOWN**

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POTTSTOWN'S NEW
**1ST EVER
HISTORIC**

*Building
Tour*



SUNDAY, DECEMBER 10, 1-5 PM

TOUR TICKETS \$25

**AVAILABLE AT MCCC, THE NEW YORK PLAZA
& ON THE TRAM.**



**PROUDLY BROUGHT TO YOU BY PDIDA &
THE POTTSTOWN HISTORICAL SOCIETY**



The 2017 Hometown Holidays Historic Building Tour will display modern-day use of old shops and residences, as well as the adaptive re-purposing of old industrial buildings in Pottstown.

We hope you appreciate the history, architecture and businesses of Pottstown as much as we do.

Enjoy the information provided at each building and on the tram!



★ **BUILDING 1 | MCCC North Hall, 16 E. High Street**

The property at High Street and the Manatawny Creek, which is now the site of the MCCC West Campus North Hall building and its parking lot, was once the site of the first Inn in Pottstown, then a brewery-later-turned wholesale grocer, Searles Knitting then Vaughan Knitting, Kiwi Shoe Polish, a mattress factory, and a chemical warehouse. Montgomery County Community College obtained the building in 2005 and oversaw extensive renovations to display its original brick and beams.

★ Tram Stop

★ **BUILDING 2 | Sager and Sager, 43 E. High Street**

This building served as a coach repair shop, signs of which can still be seen in the current design of the front window which extends down to street level; this would have allowed the horses to pull the coaches straight in to the open first floor. The same arrangement later served well as auto and radiator repair shops, with apartments on upper floors. The Sager and Sager lawfirm obtained the building in the 1960s, later expanding to the adjoining building. The reception area now leads to a stunning atrium created out of combining the two buildings, complete with an accessible rear entrance.

★ **BUILDING 3 | Stone's Hearing, 51 E. High Street**

This building was part of a row of residences built in 1877. Stone's Hearing has owned the building for 30 years and has invested significant restoration from top to bottom. The Stone family is now in its 4th generation of business in Pottstown, having started as jewelers, then watchmakers, opticians, and eventually hearing aids in 1938.

★ **BUILDING 4 | LaserWorx, 236 E. High Street**

Constructed in the 1880s, this building was first used as a grocery business and then as Markley Confectionary. Over the years, it housed several additional businesses, including a speak-easy, a post-office annex, the Hoffman clothing store, then the Betty Lee Shop until the 1960s. It was "modernized" to 1950s and 60s tastes, but careful renovation in the 1980s restored its stamped tin ceilings, beveled mercury mirrors, vaulted plaster entry-way ceilings, stunning stained glass, and walnut-inlay floors. Note the original inlaid mosaic tile address and border on the floor in the entry-way. The original side bay-window also remains above the alley. It has been the home of LaserWorx since 2008.

★ **BUILDING 5 | New York Plaza, 238 E. High Street**

The New York Store was founded in the 1920s by Samuel Hoffman, operating at times as the New York Cut Price Department Store, before moving from its early location to Penn and High. The current building was originally 3 brick buildings. After the Hoffmans sold the business in 1977, the building was renamed the New York Plaza. It has housed a variety of businesses since that time, currently Connections on High, the PDIDA office, SCORE headquarters, and others. The iconic white modernist front façade was refurbished in 2015; the building is now in the hands of new owners.

★ Tram Stop

★ **BUILDING 6 | Beech Street Factory, 341 Beech Street**

This 105 year-old brick building was built in 1903 as the Leibowitz shirt factory. It later served as the Fecera's warehouse until 2004, after which it was vacant for twelve years. It was rescued by Genesis Housing and, with the help of tax credits, transformed into 42 apartments. Shortly after the ribbon-cutting for the new apartments in 2017, ArtFusion 19464 also moved into the building.

★ Tram Stop

★ **BUILDING 7 | The Carousel, 30 W. King Street**

The Carousel was built in 1905 by the Philadelphia Toboggan Company, and is now the 2nd oldest operating wooden carousel in the country. A group of Pottstown residents rescued the mechanism and began to restore it in 1998, with newly carved animals and new artwork. After almost 20 years of work, the Carousel officially opened with great fanfare in 2017. It is now a key part of the Pottstown greenway between the Schuylkill River Trail and the expanses of Memorial Park.

The building housing the Carousel was originally constructed as a welding repair shop in the 1950s as part of the Pottstown Metal Weld Company, founded in 1938. The company, which also manufactured large steel tanks in another building near-by, closed in the early 2000s.

★ Tram Stop

