

INSIDE BUSINESS

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JUSTIN SMITH

“Companies that can successfully reach their customers early on in the process have a greater chance for success.”

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Next week: Manufacturing in the Greater Lehigh Valley

New complex offers **design twists** for small biz

By Kellie Dietrich
Contributing writer

Construction is under way for The Business Park at Maiden Creek, an estimated \$3.4 million business park designed with small businesses in mind.

Sitting along Route 222 in Maiden Creek Township, Berks County, the business park is in an up-and-coming location along a major corridor between Reading and the Lehigh Valley. D&B Elite Construction of Sinking Spring began construction on March 1 at the site, formerly the home of Riedel's Nursery.

“Outside of a tremendous location and an abundance of well-lit parking, tenants will have the



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A rendering shows what The Business Park at Maiden Creek will look like when it opens this fall. RENDERING/SUBMITTED



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BUSINESS

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opportunity to select units and configure tenant spaces to fit their business's needs during the leasing phase," said Mark Keever, production manager of D&B Elite.

When it is completed this fall, the business park will have 11 buildings, each up to 3,000 square feet and divided into 22 units overall; however, there is flexibility. Potential tenants have the option of occupying one or more buildings or only part of a building. The spaces can be used as offices, show rooms, storage or a combination.

D&B Elite is collaborating with developer GSP Properties LLC. The idea is to provide a place for entrepreneurs along one of the busiest roads in Berks County with the flexibility to customize their space. Tenants can choose an open floor plan or add walls to create offices and meeting rooms. Each unit also includes a garage of 8 feet by 10 feet, with an exterior design crafted to provide a more townhouse-like, homey feel to the business park rather than a colder, industrial feel.

GSP Properties LLC envisioned The Business Park at Maiden Creek for small business owners such as painters, plumbers or real estate agents who could use the garages for storage or show rooms, D&B said.

Not a lot of business parks are located directly off a main road such as Route 222 and Maiden Creek Township is excited to welcome new businesses to the park. The township has an estimated population of about 9,500 people, according to the U.S. Census.

"The redevelopment of the property is a positive step for economic growth in the township," said Diane Hollenbach, Maiden Creek's township manager. "The



Construction is underway on The Business Park at Maiden Creek in Maiden Creek Township, Berks County. PHOTO/CHRISTOPHER HOLLAND

Maiden Creek Business Park is a unique opportunity for small businesses and startup companies. And while the concept is new for the township, we feel that it is a good fit for the surrounding mixed use neighborhood."

Hollenbach expects a Route 222 widening project to begin in spring of 2020 and be completed by fall of 2021, a project that is expected to alleviate congestion in the area and improve safety.

"I believe the expansion will bring more customers to the business park," said Hollenbach.

The widening will likely increase commercial travel along Route 222. With that in mind, GSP Properties LLC and D&B Elite planned the timeline so construction between the two projects would not overlap.

Besides spring rains, Keever said there have not been any challenges during construction so far. D&B Elite is on track to finish the project in October.

Assisting with the project is James Koppenhaver of Wyomissing, who is the architect, and Stackhouse Bensinger Inc. of Sinking Spring, which is the civil engineer. ■



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