

Committee Meeting 1

Wednesday, April 20, 2022 | Project Kick-off

Meeting Agenda

- Introductions
- Project Team & Experience
- Master Plan Process
- Focus Group Meetings
- Web Base Public Opinion Survey
- Next Steps



Woodlawn Park Steering Committee

Anthony Benvenutti

Michael Chauveau

Matt Duffy

Jeff Herb

Chuck Jones

Annmarie Mangin

Mary Meister

Phil Strybuc

Dean Swedberg

James Torpey

Barbara Tuck

Patrick Stasio

Director of Parks and Recreation

Department of Parks and Recreation

117 Park Avenue, Willow Grove, PA

19090-3215

pstasio@uppermoreland.org

(215) 659-3100 x1039



Project Team

Simone Collins Landscape Architecture

- Pete Simone, RLA, ASLA, Principal
psimone@simonecollins.com
- Sarah Leeper, RLA, Project Manager
sleeper@simonecollins.com
- Michelle Armour, Staff Landscape Architect
marmour@simonecollins.com



Seiler + Drury Architecture

- Doug Seiler, AIA, LEED AP, Principal in Charge
- Eric Baugher, Project Manager / Architect



Simone Collins Landscape Architecture is a planning and design firm committed to creating an ecologically enduring society.



Conduct

Careful research.

Respect

ecological context & limits of each site.

Build

on sustainable practices of the past.

Employ

new methods prudently.

Conserve

materials & energy.

Support

local economies.

Design

biologically & culturally diverse communities.

Woodlawn Park

Master Plan

Upper Moreland Township

Committee Meeting 1: 04.20.2022

SIMONE COLLINS | SEILER + DRURY

Simone Collins Experience

- 32nd year of service.
- Principals – over 45 years' experience each
- Primary focus: parks, recreation & trails
- Trusted partner / consultant to DCNR
- Scores of park and recreational projects
- Experience with communities across PA



Wissahickon Park Master Plan

Whitpain Township, Montgomery County



Mermaid Park Master Plan

Whitpain Township, Montgomery County



Woodlawn Park Master Plan

Upper Moreland Township

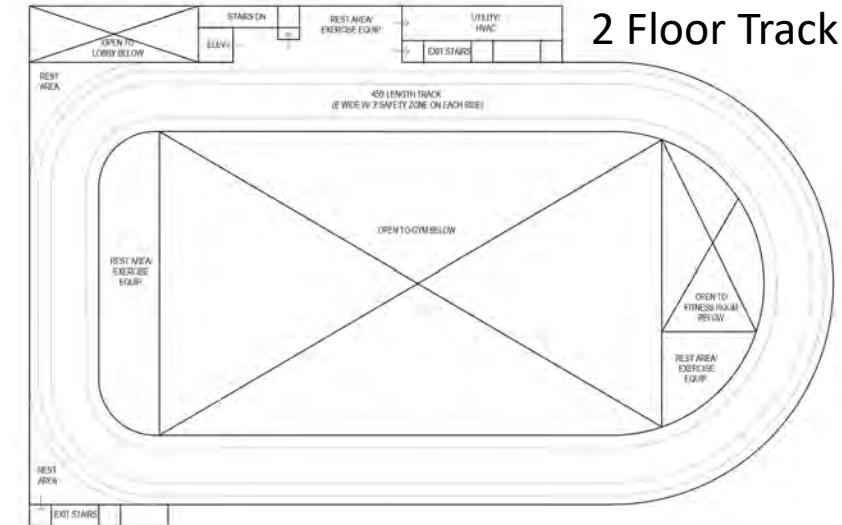
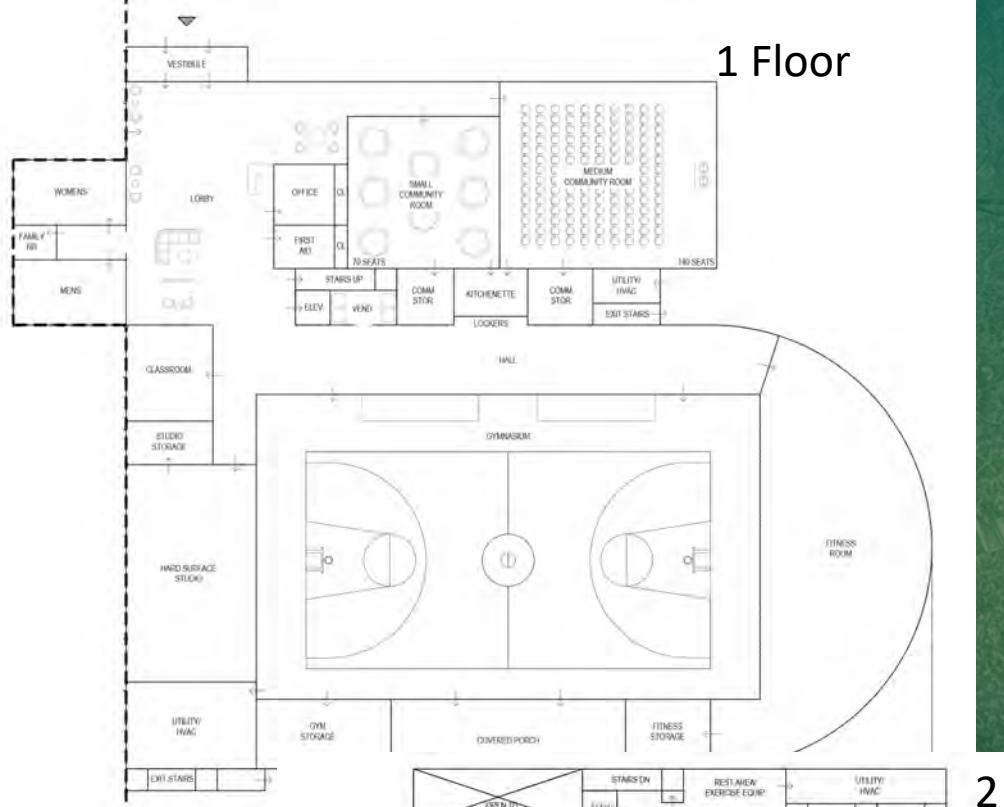
SIMONE COLLINS | SEILER + DRURY

Whitpain Township Community Center Feasibility Study

Whitpain Township, Montgomery County



Woodlawn Park Master Plan



SIMONE COLLINS | SEILER + DRURY

Limerick Community Park Master Plan

Limerick Township, Montgomery County



East Hanover Community Park

East Hanover Township, Dauphin County



Woodlawn Park

Master Plan

Upper Moreland Township

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Master Planning Process

Woodlawn Park Master Plan

Woodlawn Park

Master Plan

Upper Moreland Township

Committee Meeting 1: 04.20.2022

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MASTER PLAN PROCESS

We recognize that a municipality's park and recreation facilities are the most visible component of local government.

Residents will likely have more interactions with Upper Moreland Township government through parks and recreation than any other Township function



Master Plan Process



Transparent Public Outreach Process:

- 4 Public Meetings
- 6 Study Committee Meetings
- 4 Focus Group Meetings

- Web-based Public Opinion Survey
- 30-Day Review Period
- Total Public Access to the SC Team During the Master Plan Process

Project Schedule



WOODLAWN PARK MEETINGS	PURPOSE	DATE	TIME
Steering Committee Meeting #1	Kick off meeting	Wednesday, April 20, 2022	7:00 to 8:30 PM
Steering Committee Meeting #2	Programming	Wednesday, May 18, 2022	7:00 to 8:30 PM
Public Meeting #1	Programming	Wednesday, May 25, 2022	7:00 to 9:00 PM
Web Based Survey		May 26 to October 1	
Steering Committee Meeting #3	Preliminary Concepts	Thursday, June 9, 2022	7:00 to 8:30 PM
Focus Group Meeting #1	Active Sports	Wednesday, June 15, 2022	3:00 to 4:00 PM
Focus Group Meeting #2	Passive Activities	Wednesday, June 15, 2022	4:00 to 5:00 PM
Focus Group Meeting #3	Seniors	Wednesday, June 22, 2022	4:00 to 5:00 PM
Focus Group Meeting #4	Adjacent Neighbors	Wednesday, June 22, 2022	6:00 to 7:00 PM
Steering Committee Meeting #4	Initial Concepts	Wednesday, August 24, 2022	7:00 to 8:30 PM
Public Meeting #2	Initial concepts	Wednesday, September 14, 2022	7:00 to 9:00 PM
Steering Committee Meeting #5	Draft Plan	Wednesday, October 5, 2022	7:00 to 8:30 PM
Public Meeting #3	Draft plan	Wednesday, October 26, 2022	7:00 to 9:00 PM
Draft Plan Review Period – 30 Days	Public Review	October 27 to November 28	
Steering Committee Meeting #6	Final Plan Review	Wednesday, November 30, 2022	7:00 to 8:30 PM
Public Meeting #4 - Commissioners Mtg	Final Plan	Monday, December 19, 2022	7:00 to 9:00 PM

Project Scope

Though the Township is funding the plan the Master Plan Report will follow DCNR guidelines to position the Township to pursue public funding

- A. Purpose, Goals & Objectives
- B. Public Participation
- C. Background Information
- D. Site Inventory & Analysis
- E. Activities & Facilities Analysis
- F. Design Considerations
- G. Design Process & Recommendations
- H. Cost Estimate & Phased Capital Development Program
- I. Maintenance & Operation Costs: Revenue
- J. Master Plan Document
- K. Recommendations for Funding & Phasing



A faint, grayscale aerial photograph of a park area is visible in the background. It shows a large, light-colored building with many windows, surrounded by trees and greenery. The sky is overcast.

Focus Group Meetings

Woodlawn Park Master Plan

Focus Group Meetings

- Target Select User Groups
- Scheduled to follow Preliminary Concept meeting to the Committee
- Will present preliminary concepts for direct feedback

Focus Group Meetings	Group	DATE	TIME
Focus Group Meeting #1	Active Sports	Wednesday, June 15	3:00 to 4:00 PM
Focus Group Meeting #2	Passive Activities	Wednesday, June 15	4:00 to 5:00 PM
Focus Group Meeting #3	Seniors	Wednesday, June 22	3:00 to 4:00 PM
Focus Group Meeting #4	Adjacent Neighbors	Wednesday, June 22	6:00 to 7:00 PM

A faint, semi-transparent background image of an aerial view of a park. The image shows a large, light-colored building with many windows, surrounded by green lawns and trees. The sky is clear and blue.

Web Based Opinion Survey

Woodlawn Park Master Plan

Web Based Opinion Survey

- Recommend survey to open following Public Meeting 1 and to close with Public Meeting 3
- The survey is a tool to take the pulse of the community. It is not a vote.



Woodlawn Park
Master Plan
Upper Moreland Township

Woodlawn Park Master Plan Public Opinion Survey

Public Survey Purpose

Upper Moreland Township is developing a Master Site Development Plan for Woodlawn Park, a community park in Upper Moreland Township. The existing 9.5-acre park has many recreational features and is a beloved amenity of the community.

In the following survey, please share how you currently use and experience this area. Your responses will help create a vision for the future of Woodlawn Park. The survey should only take 10-15 minutes.

The survey will be available from May 26, 2022, until approximately October 1, 2022. Survey responses are not identified by name and your response will be anonymous. All responses will be compiled and be part of the Woodlawn Park Master Plan report.

This survey is being conducted on behalf of Upper Moreland Township by planning consultants Simone Collins Landscape Architecture. For more information, please contact Sarah Leeper of Simone Collins at (610) 239-7601 or sleeper@simonecollins.com.

Web Based Opinion Survey

Woodlawn Park Master Plan Public Opinion Survey

General Demographic

1. What is the name of the municipality you live in?

- Upper Moreland Township
- Abington Township
- Horsham Township
- Hatboro Borough
- Bryn Athyn Borough

Other (please specify):

2. How many years have you lived in your current municipality?

- 0-5
- 6-14
- 15-29
- 30+

3. What is your age?

- Under 12
- 13-18
- 19-24
- 25-44
- 45-64
- 65+

4. How many people currently live in your household?

- 1
- 2
- 3
- 4
- 5
- 6+

5. Please indicate how many people of each age group currently live in your household?

	1	2	3	4+	N/A
Children under 5	<input type="radio"/>				
Children 6-12	<input type="radio"/>				
Children 13-18	<input type="radio"/>				
Adults 19-64	<input type="radio"/>				
Adults 65+	<input type="radio"/>				

Web Based Opinion Survey

Woodlawn Park Master Plan Public Opinion Survey

Recreational Habits

6. Currently, how do you obtain information about Upper Moreland Township park activities and programs? (check all that apply.)

- Upper Moreland Township Website
- Newsletter / Email from Upper Moreland Township
- Social media (Facebook)
- Brochures / Posters
- Word of Mouth
- Phone calls or Emails to Upper Moreland Township
- None of the above

Other (please specify)

7. Which Upper Moreland Township parks do you visit for recreational purposes? (Check all that apply.)

- Blair Mill Park
- Brooks Street Park
- Broughton Park
- Buehler Park Nature Study Area
- Cherry Street Park
- Dawson Manor Park
- Fair Oaks Parks Park
- Fern Village Park

- Fair Oa Fair Oaks Parks Park
- Masons Mill Park
- Mill Creek Dog Park
- Mill Creek Park
- Nathaniel Boileau Park
- North Willow Grove Park
- Pennypack Greenway
- Pioneer Woods
- Terwood Park
- Valley Green Park
- Veteran's Memorial Park
- Whitehall Park
- Woodlawn Park
- None of the above

Other (please specify)

8. In the past 12 months, have you visited any Upper Moreland Township Parks?

- Yes
- No

Web Based Opinion Survey

Woodlawn Park Master Plan Public Opinion Survey

Recreational Habits

9. Within Upper Moreland Township parks, which recreational activities do you enjoy most? (Check all that apply.)

Nature Viewing / Birdwatching

Walking / Hiking

Jogging

Outdoor family events (picnicking, playing at the park)

People watching (non-structured)

Playgrounds

Basketball

Tennis

Baseball/Softball

Football

Soccer

Lacrosse

Field Hockey

Bicycling

Fishing

None of the above

10. Where do you live in relation to Woodlawn Park?

1/8 mile / 2 minute walk

1/4 mile / 4 minute walk

1/2 mile / 8 minute walk

1 mile / 16 minute walk

More than 1 mile

Do not know

11. Please rate how well the existing recreation facilities (ballfields, trail, playground, etc.) within Woodlawn Park are maintained.

1. Very Poorly

2. Poorly

3. Average

4. Well

5. Very Well

Do not know



12. Thinking about members of your household who are in the age groups below, how many trips in total have the members of your household made to Woodlawn Park in the past 12 months? Note, If you and your 10 year old child visited that is one check in Children 6-12 row and a second check adults 19-64 row.'

	1-5	6-10	11-20	20 or more	N/A
Children under 5	<input type="radio"/>				
Children 6-12	<input type="radio"/>				
Children 13-18	<input type="radio"/>				
Adults 19-64	<input type="radio"/>				
Adults 65+	<input type="radio"/>				

Web Based Opinion Survey

Woodlawn Park Master Plan Public Opinion Survey

Woodlawn Park Specific Use

13. How often and during what seasons do you use the facilities at Woodlawn Park?

Rarely (1/Season) Occasionally (1/Month) Frequently (1/Week) Never

Spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Summer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Please rate how well do you think children under the age of 5 are served by Woodlawn Park.

1. Very Poorly 2. Poorly 3. Average 4. Well 5. Very Well Do not know

<input type="radio"/>					
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15. Please rate how well do you think children ages of 6-12 are served by Woodlawn Park.

1. Very Poorly 2. Poorly 3. Average 4. Well 5. Very Well Do not know

<input type="radio"/>					
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16. Please rate how well do you think children ages of 13-18 are served by Woodlawn Park.

1. Very Poorly 2. Poorly 3. Average 4. Well 5. Very Well Do not know

<input type="radio"/>					
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17. Please rate how well do you think adults ages 65 and up are served by Woodlawn Park.

1. Very Poorly 2. Poorly 3. Average 4. Well 5. Very Well Do not know

<input type="radio"/>					
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18. What are your favorite activities at Woodlawn Park? (Check all that apply.)

- Walking/Jogging
- Upper Moreland Township Programs/Events
- Family Events (picnicking, playing at the park)
- Sitting/People Watching (non-structured)
- Nature viewing / Birdwatching
- Basketball
- Tennis
- Baseball / Softball
- Soccer
- Playgrounds
- None of the above

Other (please specify)

Web Based Opinion Survey

Woodlawn Park Master Plan Public Opinion Survey

Woodlawn Park Specific Use

19. Rank, 1 through 6, the recreational opportunities you want from Woodlawn Park in order of preference, 1 being your most preferred quality?

<input type="radio"/> <input type="button" value="▼"/>	A place to play or take children to play	<input type="checkbox"/> N/A
<input type="radio"/> <input type="button" value="▼"/>	A place to exercise	<input type="checkbox"/> N/A
<input type="radio"/> <input type="button" value="▼"/>	A place to relax or enjoy the outdoors	<input type="checkbox"/> N/A
<input type="radio"/> <input type="button" value="▼"/>	A trail for walking, jogging, or bicycling	<input type="checkbox"/> N/A
<input type="radio"/> <input type="button" value="▼"/>	A place to gather with neighbors, friends, and/or family	<input type="checkbox"/> N/A
<input type="radio"/> <input type="button" value="▼"/>	A place to participate in or watch sports	<input type="checkbox"/> N/A

20. Specifically regarding the master plan for Woodlawn Park, which new or additional facilities and activities do you think should be considered?

	Yes	No	Don't Know
Walking / Biking Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soccer Fields(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Softball / Baseball Field(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-purpose sports field(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basketball Court(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Yes	No	Don't Know
Pickleball Court(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis Court(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playground(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Splash Pad / Zero Depth Water Play	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picnic Pavilion(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horseshoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bocce court(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness Area / Station(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)			

Web Based Opinion Survey

Woodlawn Park Master Plan Public Opinion Survey

Woodlawn Park Specific Use

20. Specifically regarding the master plan for Woodlawn Park, if a community center is considered, what facilities do you think should be considered for the building?

	Yes	No	Don't Know
Gymnasium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness Room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-Purpose Hard Surface Studio (Dance, Fitness Classes, Etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classroom(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Meeting Room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-Purpose Room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Room Kitchenette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)			

Woodlawn Park Master Plan Public Opinion Survey

Closing Thoughts

22. What do you like most about Woodlawn Park?

23. What do you like least about Woodlawn Park?

24. Please share any additional thoughts, comments, or ideas you would like to share about Woodlawn Park.

25. If you would like to receive public meeting reminders and updates regarding the master plan process please leave your name and email.

Name

Email Address

A faint, grayscale aerial photograph of a park area. It shows a large, multi-story building with a red roof, possibly a community center or library, surrounded by trees and green spaces. The image is used as a background for the title slide.

Next Steps

Woodlawn Park Master Plan

Next Steering Committee Meeting

- Steering Committee Meeting #2

Analysis & Programing

Wednesday, May 18, 2022

7:00 to 8:30 PM

- Survey Feedback & Comments
- Formalize Focus Groups Meetings
- Meet Team Architect
- Brainstorming

Public Meetings

- Please share the public meeting poster with your friends and neighbors.
- SC will email PDF version for forwarding / printing and a JPG version for posting to social media
- Public Meeting #1
Programming
Wednesday, May 25, 2022
7:00 to 9:00 PM



Committee Meeting 1: 04.20.2022

Public Meeting #1

Meeting Date & Time
Wednesday, May 25, 2022
7:00 to 9:00 PM

Woodlawn Park Master Plan
Upper Moreland Township

Attend inperson at the Township building or virtually using this link: <https://tinyurl.com/Woodlawn-PM1>

Future Meeting Dates:
Public Meeting #2 - Wed. September 14, 2022
Public Meeting #3 - Wed. October 26, 2022
Public Meeting #4 - Mon. December 19, 2022

All Meetings will be held at:
Upper Moreland Township Building
117 Park Ave, Willow Grove, PA 19090

An aerial photograph of the Woodlawn Park area. The image shows a large green field with a baseball diamond in the center, surrounded by several soccer fields. Residential houses are visible in the background and along the edges of the fields. A yellow dashed line outlines a specific area of the park, likely the focus of the master plan.

The Township is inviting all members of the community to participate in the master plan process, and to help create a new vision for Woodlawn Park. Participants at this first public meeting will be encouraged to share their ideas on potential future facilities and desired improvements.

Upper Moreland has retained Simone Collins Landscape Architecture of Norristown, to lead a team of consultants in the master plan process.

For additional project information contact
Sarah Leeper, Project Manager at 610-239-7601 sleeper@simonecollins.com

SIMONE COLLINS | SEILER + DRURY

Web-Based Public Opinion Survey

- SC will email the committee the survey questions for review and comment. Please provide comment by our next committee meeting May 18th
- Survey will launch following the public meeting.
- Prior to that people following the links will receive a message that the survey will open on May 26th.



Woodlawn Park Master Plan Public Opinion Survey

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Next Committee Meeting



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Thank You!

Please feel free to contact us anytime

Peter Simone, RLA, FASLA, Principal

psimone@simonecollins.com

Sarah Leeper, RLA, Project Manager

sleeper@simonecollins.com

Michelle Armour, Staff Landscape Architect

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