



# East Goshen Township Parks, Recreation & Open Space Plan Advisory Committee (PAC) Meeting

Thursday December 19, 2013 7:00 P.M.  
East Goshen Township Building

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## Agenda

1. Welcome
2. Progress Report
3. Demographics
4. Natural Resources
5. Programs and Services
6. Organization and Investment in Parks, Recreation, and Open Space – Assignment on Factors of Successful Parks and Recreation Systems
7. Online Questionnaire
8. Next Meeting: Thursday January 23, 2013, moved back a week for field work in the parks.  
Public meeting: Thursday January 30, 2013.

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**Meeting Preparation** – Please read the attachments including our last meeting minutes, progress report, active recreation focus group report, and the draft online public comment questions.

**Assignment** - Would you please think about what you think a great parks and recreation system is all about? Then identify three to five factors that you think are common among great parks and recreation systems all across our country? Bring your ideas about factors common to successful parks and recreation systems to our meeting. Our goal is to build on what makes public parks and recreation systems great.

**Gratitude** - On behalf of our team members that include John Theilacker and John Snook of the Brandywine Conservancy and Rick Tralies and Ann Hutchinson of the Natural Lands Trust, thank you for your generosity in sharing your time, knowledge and support.

Sincerely,  
Ann Toole, CPRP, CPP

**East Goshen Township Trends**

Areas to consider could include and are not limited to: Changes in population. Community. Neighborhoods. Real Estate. Schools. Volunteerism. Issues. Opportunities. Community buzz words. What's going on in the area.

**Parks and Recreation and Related Trends**

Parks. Recreation opportunities. Programs. Facilities. Trails. Historic and Cultural Resources. What people like to do and how that is changing. Community organizations. Providers of recreation services or opportunities. People served and not served. Age Groups. Interests.

**1. What trends do you see happening in East Goshen Township? *List 3 - 5 trends.***

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**2. What trends do you see happening in parks, recreation, and open space? *List 3 - 5 trends.***

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**3. What are the opportunities in parks, recreation, and open space? *List 3 - 5 opportunities***

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**4. What are the challenges in parks, recreation and open space? *List 3 - 5 challenges.***

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**5. What is the most important thing that you think this plan should accomplish?**

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**EAST GOSHEN TOWNSHIP  
OPEN SPACE TASK FORCE COMMITTEE  
October 17, 2013  
DRAFT**

**Present**

Ann Toole representing Toole Recreation welcomed the members who are serving on the Plan Advisory Committee.

The members are: Carmen Battavio, (Board of Supervisors), Chris Reardon, (Historic Commission), Al Zuccarello, (Commerce Commission), Ginnie Newlin, (Conservancy Board), Dan Daley, (Planning Commission), Joseph Zulli, (Park & Rec Commission).

The alternate members attending were: Janet Emanuel (Board of Supervisors), Nathan Cline, (Planning Commission), Monica Close and (Historic Commission.)

Other attendees: Mark Gordon, Zoning Officer, John Theilacker of the Brandywine Conservancy, Rick Tralies of the Natural Lands Trust, Frank Vattilano, East Goshen Township Park & Rec Director, Mike Broennle, Chester County Cycling Coalition, and Mr. William Egan, Township resident.

**Call to Order**

The meeting was called to order at 7:00 p.m. by Ann Toole. The meeting began with the Pledge of Allegiance. A moment of silence was observed for our Military Troops.

**Committee Nominations**

The Committee nominated Dan Daley as Chairman and Chris Reardon as Vice-Chairman.

**Meeting Dates**

Mrs. Toole said the Committee would not meet in November and their next meeting is scheduled for December 19, 2013. At their December meeting the Committee would do an assessment of parks, and recreation facilities. January's meeting the Committee would give a blue print on goals. The February and March meetings the Committee will be focusing on the information they received and applying it to the Comprehensive Plan. Mark Gordon will check on meeting dates for 2014.

**Community Trends**

Mrs. Toole asked the members to give what are the trends in the community regarding parks, recreation and open space. She stated that there should be a focus group of people that the Committee could interview. The Committee suggested senior adults, arts, school district personnel, sporting groups such as Great Valley Little League and Greater Chester Valley Soccer League.

### **Committee Suggestions regarding Recreation Open Space**

Mr. Joe Zulli noticed that there is a large amount of people during the day using our East Goshen Township Park; you can drive by and notice people walking and jogging on the trails in the park early in the morning and in the evening there are people using the fields for sports such as little league and soccer.

Mr. Chris Reardon who is the Chairman of the Historic Commission would like to make sure the Historic nature is preserved.

Mike Broennle said the use of pathways such as walking or cycling would be considered “people power” recreation.

Al Zuccarello who serves as the Chairman of the Commerce Commission and is also on the Planning Commission said that businesses like a well maintained open space park area. A well maintained park and open space makes it “business friendly” and is an incentive for businesses to stay in the Township. A suggestion was made from the businesses on Enterprise Drive to have a walking/bike trail installed. The East Goshen Township Public Works lined an area on Enterprise Drive putting in a walking/bike trail. When you travel on Enterprise Drive you find people using the trail every day.

Ginnie Newlin said that she is interested that residents and animals have open space and this would make it a beautiful environment for the Township.

Carmen Battavio told the Committee that the use of the Parks shows that they are using it as healthier activity.

Dan Daley – The school age population in the Township has gotten smaller. The number of children enrolled with the Little League has had a slight decrease.

Joe Zulli had a question pertaining to other open space areas in the park besides East Goshen Park. He asked if the open space area in his residential community would be included with their discussion. Mrs. Toole said that open space in residential areas would be included.

Frank Vattilano who is the Park and Rec Director for East Goshen Township reported that parks provide gathering places for residents.

### **Opportunities**

Mrs. Toole said this could be an opportunity to suggest that a bike trail be installed along Paoli Pike. This would also include being a part of the County Bike and Trail system. Mrs. Toole stated that there are more opportunities such as sports facilities as the YMCA, ACAC and other clubs that have supervision that parents can have their children belong to. She stated that the committee could brainstorm with Supervisors and the Chamber of Business and Industry.

Mrs. Toole said that the Committee could interview people and small groups (focus groups) The Committee suggested the following people: Leroy Whitehead of the Fuggett Middle School, Brian Dolan, Homeowner Association Representatives, Representatives in Corporate Parks, Conrad Ollie of CTDI, Mr. Jonathan Zangwell of Mars Drinks, QVC personnel, and Mr. Ed McFalls of Wooldridge Construction are people could give the Township a good long term prospective.

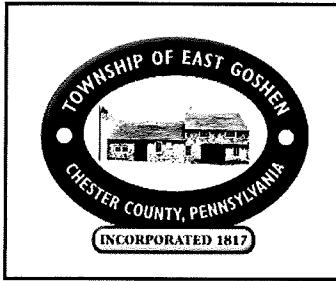
The Township will do an on line mailing using constant contact to answer a survey for recreation open space. They will also have an article in the next township newsletter. Frank Vattilano will hand out comment cards at the Pumpkin Festival on Saturday, October 19, 2013.

**Next Meeting**

The next meeting will be on December 19, 2013 at 7:00 pm. There is no meeting scheduled for November. Mrs. Toole adjourned the meeting at 8:54 p.m.

Respectfully submitted,

Joanne Morgan  
Receptionist/Secretary



# East Goshen Township

## Parks, Recreation & Open Space Plan

### Progress Report

November 22, 2013

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1. **Mission of the Plan** – East Goshen Township has an excellent parks, recreation and open space system. The purpose of the Parks, Recreation and Open Space Plan is to develop a plan of action in which to enhance parks, recreation and open space over the next ten years. The plan update will build upon the Township's success by developing a strategy to enhance parks, recreation facilities, trail connections, programs and services, and operations and administration over the next ten years through a combination of township support and partnerships and funding from alternative sources. The Parks, Recreation, and Open Space Plan Update will be developed in tandem with the Township's Comprehensive Plan to ensure that the recommendations of the plans are mutually supportive.
2. **Advisory Committee** – The Township selected the Advisory Committee Members who include: Carmen Battavio, Dan Daley, Al Zuccarello, Chris Reardon, Ginnie Newlin, Frank Vattilano, and Joe Zulli. Mark Gordon will serve as the Project Manager for East Goshen Township and will be on the Committee as well.
3. **Advisory Committee Meeting** – The first meeting of the Advisory Committee was held on October 17, 2013. The minutes are attached.
4. **Focus Groups** – Focus groups will include the following. We would like to thank Ginnie Newlin, Dan Daley, Mark Gordon, and Janet Emanuel for nominating participants for the focus groups. Advisory Committee members generally do not participate in the focus groups.
  1. Active Senior Adults to be held on Monday December 2 at 10:00 A.M. in the Township building.
  2. Active Recreation Group to be held on Monday December 9 at 7:00 P.M. in the Township Building.
  3. Conservation, Historic and Arts to be held as part of the Conservancy Board meeting on Wednesday January 8. Mark Gordon will be arranging this with the Conservancy Board and by inviting representatives from the Historical Society and the arts people nominated for focus groups.
5. **Key Person Interviews** – The Advisory Committee members provided ideas for potential key person interviews. Mark Gordon followed up on their suggestions by getting contact information. Frank Vattilano provided contacts for his 'best customers' and recreation leaders.

HOA's:

Ryan MacArthur, Bow Tree Development Civic Association President  
Ed McFalls, Hershey's Mill,  
Amy Altshul, Hershey's Mill Estates HOA President

Schools:

Le Roy Whitehead, J.R. Fugett Middle School Principal, Principal  
Mr. Michael Lecker, West Chester East High School, Interim Principal  
Ms. Jane Farris, PA Leadership Cyber Charter School, University Scholars Program  
Director

East Goshen Township Supervisors:

Senya Isayeff, Chairman  
Carmen Battavio, Vice Chairman  
Janet Emanuel  
Chuck Proctor, Esq.  
E. Martin (Marty) Shane

Township Staff:

Mark Miller, Public Works Director  
Rick Smith, Township Manager

Chester County Planning Commission

Jake Michael

Commercial / Industrial:

Communications Test Design Inc., Conrad Ollie  
Mars Drinks NA, Jonathan Zangwill,

YMCA:

Brandywine Valley YMCA, Denise Day, CEO (Ms. Day may want to defer to the location manager of the West Chester Location. Ms. Day supported our grant application for the Paoli Pike Trail). We are inviting the YMCA to participate in the active recreation focus group rather than as a separate interview.

Recreation Department Recommendations:

Ruth Scadding- former Park Board member  
Bob Huebner-former Park Board member  
Tim Kershaw- asst summer camp director  
Julieta Calmon- avid user of park and interested in recreation  
James Douglass- very interested in recreation

6. **Work Session with Frank Vattilano** – Frank met with Ann Toole to discuss parks and recreation programs, organization, services, coordination, information and reports, department history, and trends to include in the planning process. Frank graciously went on an information collection hunt and provided Ann with Parks and Recreation Committee minutes, participation numbers, job descriptions, photographs, and program activities. All of this information is required for the development of the Parks, Recreation and Open Space Plan Update. Ann will be conducting a similar work session with Mark Miller about the parks and maintenance.
7. **Public Opinion Input at Pumpkin Festival** – Ann Toole developed and produced a short questionnaire for people at the Pumpkin Festival. We appreciate the assistance of the volunteers from the Parks & Recreation Committee and the Recreation Department in securing the completion of 79 questionnaires. Nearly 80 percent rated the parks and open spaces as excellent. About 70 percent rated the recreation opportunities as excellent. The majority of the remaining responses rated all three as good. No respondent indicated that there is a need for improvement and less than four percent rated the parks, recreational opportunities and open space as only satisfactory. About 50

people provided suggestions on what to improve as well as what they liked the most about East Goshen's parks, recreation, & open space system. Refer to attached report for complete information.

8. **Natural Resources** - The Brandywine Conservancy will have draft natural/cultural resources narrative and maps that will be included in the plan update at the December 19<sup>th</sup> Park, Recreation & Open Space Plan Update Advisory Committee meeting for the task force members to review. John Theilacker and John Snook will also interpret the demographic information already prepared for the comprehensive plan update so that it will be meaningful to the open space/parks and recreation plan update. The section on natural resources in the Plan Update will coordinate with chapter 4, natural resources, from the comprehensive plan update. The draft of chapter 4 on natural resources for the Comprehensive Plan Update was accepted by the comprehensive plan task force in October. The issues in draft chapter 4 were identified by the Conservancy Board, an appointed township body.

Also, there are a few large parcels left in the township that are certainly worthy of preservation, the largest being the Price property on Ellis Lane. Although the potential for the preservation of additional open space especially the large parcels appears to be a major challenge, we would like to address this topic. Consideration of the preservation of open space is a requirement of agencies such as PA DCNR and the Chester County Planning Commission, so we want to be sure that your plan meets all their requirements in order to position East Goshen Township to be competitive for future grant funding. Grant funding always goes back to the adopted parks, recreation and open space plan.

9. **Park and Open Space Field Studies** – Rick Tralies of Natural Lands Trust and Ann Toole will conduct field studies of the township parks during the first week of December. After hunting season, Rick, Ann and Gary Gimbert, of NLT, will visit the open spaces for field studies. Based upon our work, we will provide the committee with the findings of our parks' assessment during our December 19<sup>th</sup> committee meeting. Findings of the open space field studies will be presented at a later date, after hunting season. Rick and Ann will also be looking at the Paoli Pike regarding the future bikeway.
10. **Paoli Pike** – The Chester County Planning Commission created a video of the Paoli Pike with respect to a future bikeway. The Commission also identified the Paoli Pike as its number one bicycle path priority. A grant round will be announced in January for which East Goshen Township can apply for funding. Under this grant program, 100 percent of construction costs are funded and the Township must develop the engineering drawings and specifications as the match. We will be coordinating with the Township and the Planning Commission about moving forward with this project.
11. **Thursday December 19, 2013 at 7:00 P. M. will be the next Advisory Committee meeting. This will be a very important as we'll be presenting findings and implications for the plan.**





# East Goshen Township Parks, Recreation & Open Space Plan Active Recreation Focus Group Report December 9, 2013

## Participants

Dan Landis, Tara Daley, Jeff Merten, Karen Andiaro, Enrico Mazza, and Kelly Richardson. Terry Edgar, Director of the West Chester Branch of the Brandywine Valley YMCA was unable to attend due to work demands related to the weather.

Ann M. Toole, Toole Recreation Planning

1. **Purpose** – To obtain the ideas, suggestions and concerns about East Goshen Township's parks, recreation and open space system from citizens who use parks and recreation facilities and programs.
2. **Plan Purpose** – Ann Toole explained the project, purpose of the plan, process, coordination with the Comprehensive Plan, public outreach, project schedule, and planning team members including the Brandywine Conservancy and the Natural Lands Trust.
3. **Questions** – Participants indicated that it is important for the Township to get the word out about the plan and public meetings and commentary. Participants requested the names of the Parks, Recreation and Open Space Plan Update Committee and if there was a representation of community interests such as sports. Ann Toole said that she would include their names in the meeting notes as follows: Dan Daley, Chairperson, Carmen Battavio, Al Zuccarello, Chris Reardon, Frank Vattilano, Ginnie Newlin, Joe Zulli, and Township Staff Liaison, Mark Gordon.
4. **Discussion included input from participants regarding the best aspects of East Goshen's parks, recreation and open space system; what needs to be improved, added or changed; and one most important thing to accomplish.**

### Best Features

- Playground – it's safe, clean, busy, and a popular community-gathering place.
- Trails – Since Applebrook was added, the trail system feels big and complete. We should tie it to other parks, the high school, the YMCA and other neighborhoods.
- Parks are clean and well maintained.
- There's a lot to do including many events.
- Basketball courts, tennis courts, dog training
- Applebrook was a great addition.

- Summer camp
- Trips usually have a wait list.
- Mom's clubs use the parks.
- Township taxes are low and affordable.

#### **Potential Improvements and Ways to Enhance Parks, Recreation and Open Space**

- Tennis Courts need resurfacing
- T-ball fields need repair
- No place to ride a bicycle safely. Have to pack your bike in the car and go elsewhere to bicycle. They use the Radnor Trail, Struble Trail, Chester Valley Trail and Valley Forge. East Whiteland is a good example of creating a community trail system.
- Crossing Paoli Pike is extremely dangerous. The planning team should check into the Township's experience in trying to get PennDOT approval for a safe crossing.
- Find a way to connect the high school, the YMCA and Paoli Pike for people to cycle safely.
- Add an amphitheater, which is already underway. Have programs such as movie night, concerts and a theater program in conjunction with the schools.
- Playground needs shade. People miss the tree that was removed. Consider adding a pavilion near the playground. Restroom is too far from the playground & t-ball fields. Add drinking fountains.
- There were concerns raised about the possibility of outside organizations organizing programs and using the parks for their members.
- People from other townships use the East Goshen parks yet do not pay anything to support them.
- Have a summer outdoor basketball league.
- Lighting doesn't seem to be an issue, as residents don't expect park lighting.
- Indoor facilities do not appear to be needed. The Township uses the township building and East Goshen Elementary School. Private membership based organizations such as the YMCA, ACAC, and the new LA Fitness may preclude the need for public indoor recreation facilities.
- Consider a community swimming pool.
- Explore a park concession to sell food. Kids go to WAWA to buy food and hang out. It would be nice to draw them into the parks instead.
- Concerns about trails near private property, busloads of people coming into the parks, and lack of supervision of youth in the parks.
- The electronic billboards are out of character with East Goshen Township.
- How do we reconcile parks and recreation improvements with overall township needs and initiatives that require funding?
- Ponds in Pin Oaks, Marydell, and Bow Tree need work as algae infect them.
- Need facilities for tweens such as skate park, park amenities that enable safe places for kids to hang out without disturbing or intimidating others.

**One Most Important Thing to Accomplish with the Plan**

- Create community connections via safe trails to the high school, the YMCA, neighborhoods and elsewhere. Add businesses such as yogurt shops that would serve the community and be trail destinations.
- Maintain the peace and quiet
- Preserve open space and contain future additional development.

Ann Toole thanked the participants for their insightful comments that will be used in the planning process and in the formulation of the plan.