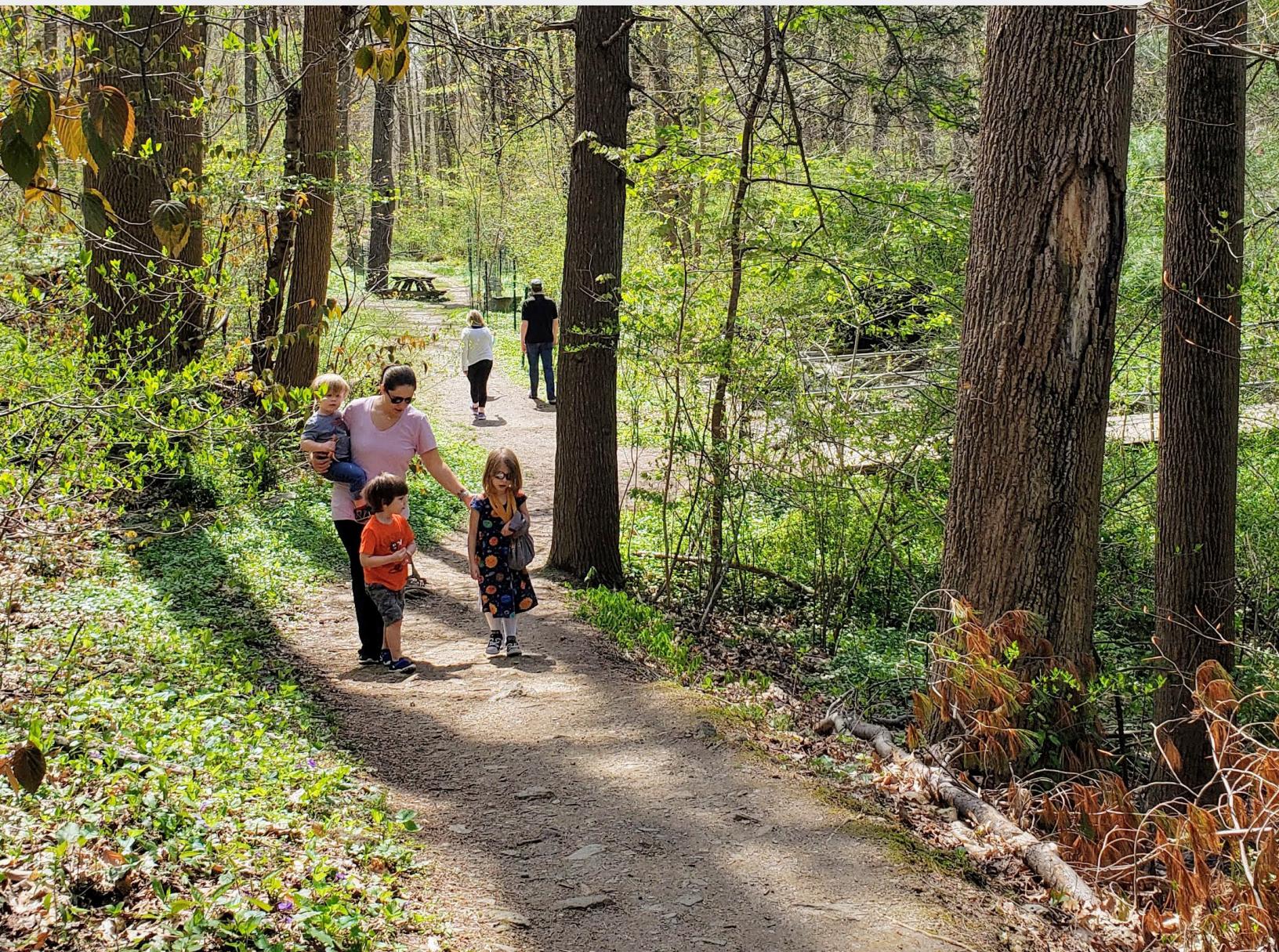




BOROUGH OF MEDIA OPEN SPACE, PARKS, RECREATION, & BICYCLE ROUTES PLAN 2021-2030





BOROUGH OF MEDIA OPEN SPACE, PARKS, RECREATION, & BICYCLE ROUTES PLAN

2021-2030

MEDIA BOROUGH

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APPRECIATION

Karen Taussig-Lux for excellence as the Project Coordinator
DandeLions Digital for masterful creation of Community Awareness and Public Engagement

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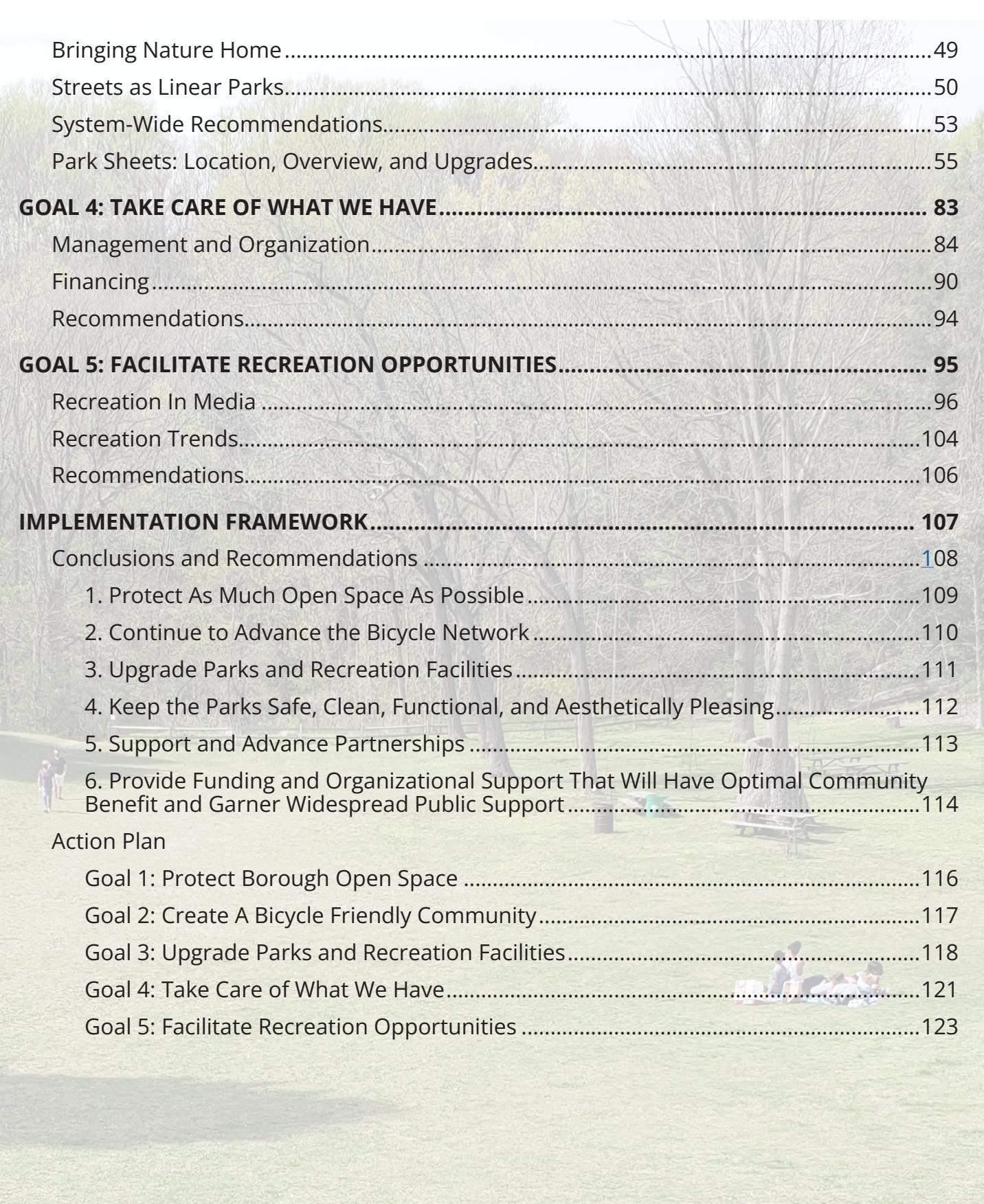


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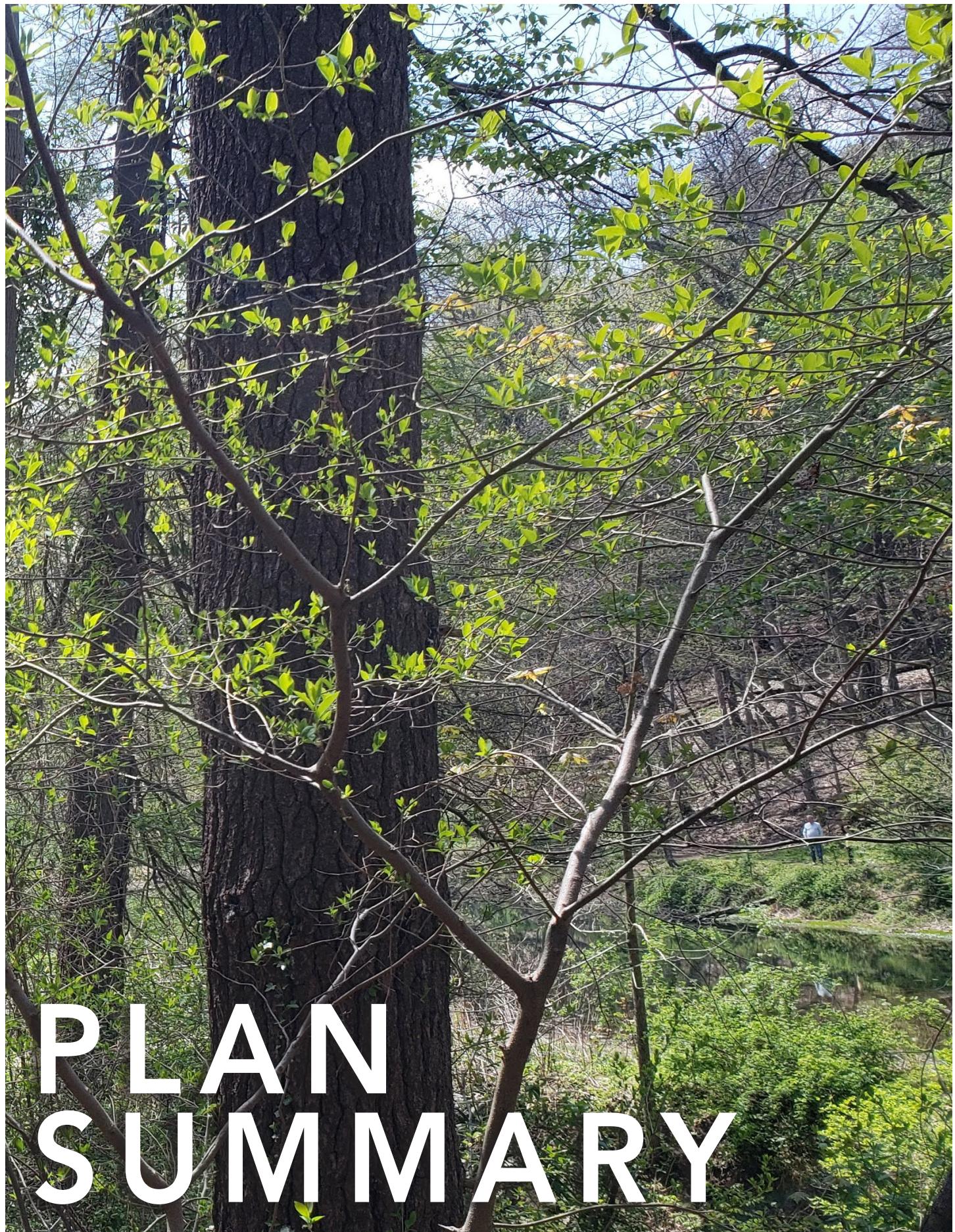
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MEDIA OPEN SPACE, PARKS, RECREATION, & BICYCLE ROUTES PLAN



PLAN SUMMARY

MEDIA OPEN SPACE, PARKS, RECREATION, & BICYCLE ROUTES PLAN

PLAN SUMMARY

POLISHING MEDIA BOROUGH'S GEMS

Media Borough residents have yet to know the full value of the hidden gems that lie before them in the green space, parks, and recreation facilities of Everybody's Hometown. Our parks are beloved public places that people use as they wish and never more so as in the past year. However, the Borough has been operating without a plan for open space, parks, and recreation. In the absence of a plan, there is no assurance that the Borough can protect our green spaces and keep the parks safe, clean and functional with the competition among other borough services for funding and staff. Without the guidance of a plan, open space and parks are there for people to decide what happens to them on an ad hoc basis. Absent a publicly supported, administratively adopted plan for its future, there is nothing but force of communal will to prevent the open spaces and parks from being changed in a way that alters the very qualities that make them appealing. Without a plan, planned investments are in perpetual jeopardy. Likewise, without a plan, there is nothing in place to protect open spaces and parks from being smothered by good intentions to place unwanted facilities in inappropriate locations. This plan is needed to assist in advocating for Media Borough's future - for the resources required to preserve its natural and cultural heritage and enhance its recreational potential. Without a plan to prepare it for the inevitability of increasing use and maintenance needs, there is currently no way for the open space and park system to protect itself.

DARING TO DREAM

Beyond maintaining the open spaces and park system as is and responding to immediate needs, there is a higher value to which Media Borough ought to aspire. As in most communities, citizens have become accustomed to limited funding resulting in expecting and even asking for less due to concerns about government spending. Instead of asking for the best of the public realm, they tend to accept the status quo. That has started to change in Media Borough and Delaware County. Open space, trail, and park advocates have successfully campaigned for more attention to our green spaces, recreation facilities, and bicycle routes as evident in undertaking this park master plan. The public opinion survey found that 98% of the respondents indicated that open space, parks, and recreation are important with 85% responding that they are very important or critically important to the quality of life here.

This Open Space, Parks, Recreation, and Bicycle Routes Plan gives us the opportunity to think big and long term. During this time of heightened stress and anxiety, stay-at-home orders, and social distancing, the respite provided by simple things like a walk or run in the park has proven to be more important than ever and park usage is up dramatically everywhere. The desire to improve quality of life through parks, recreation, trails, and open space can be considered a "movement." Municipalities nationwide have made major investments in their parks. For the first time in a long time, federal and county funding is available to support significant projects. In Media, 92% of the survey respondents indicated that they were willing to pay more for open space, parks and recreation.

In this context, Borough officials, community-based organizations, and citizens have taken time to examine open space, parks and recreation facilities as we see them today and dream of an open space and park system connected with safe bicycle routes that could be a reality. The opportunity to shape the future of Media Borough calls on officials to make audacious decisions to take open space, parks, recreation, and bicycle routes to the next level.

PLAN SUMMARY

MOVING FROM PRESENT TO FUTURE

It is important to have a plan that is at once both aspirational and practical to implement. This **Open Space, Parks, Recreation, and Bicycle Plan** takes the position of transitioning from the status quo toward a far-reaching vision and mindset of establishing Media Borough as one of Pennsylvania's most celebrated and unique small town open space and park systems. Public sentiment is clearly in favor of keeping the character and charm of their hometown. The responsibility of borough officials and management community organizations and citizens is to look to the future to protect and enhance our parks and open spaces while offering reasonable public amenities that accommodate evolving recreational interests and use. Between these poles is a first step towards a revitalized and robust open space, parks, and recreation system, one that is appropriate for the level of current use and public expectation. The plan changes more than some are comfortable with and does not change as much as others think is necessary. Public opinion favors familiarity. Vision favors change. The plan divides the major issues and actions to address them into five themes:

- Conservation of open space
- Creating a bicycle-friendly community
- Revitalizing our parks as dynamic public spaces rooted in nature
- Providing recreation programs that engage all residents and build a sense of community
- Continue to provide excellence in operations and prudent fiscal management

A NEW VISION

By 2031, Media's open space, parks, recreation, and bicycle network will be our premier community asset. The open spaces and parks, connected with safe places to walk and bicycle, shape the character of our community, and serve as havens that are part of daily life. Our natural, cultural, and recreational resources foster health, fun, relaxation, fitness, and learning for all in building a strong sense of community. Our system will be sustainable, both environmentally and financially. Aware of the importance and benefits of open space, parks, and recreation, our residents will be proud and involved stewards and supporters of our exceptional open space, parks, recreation, and bicycle system.

OUR MISSION

Our mission is to deliver significant value to the community of Media through the stewardship of open space and providing exceptional parks, recreation facilities, programs, and safe places to bicycle to people who live, work, and visit here.

PLAN SUMMARY

TAKING ACTION

Media is at a critical juncture. The Borough is nearly fully developed. Land values are escalating significantly and rapidly. Developers are pursuing every opportunity to secure land. Little time remains to capture any remaining open space. However, the Borough is small with limited resources and many demands for expensive projects. Balancing the urgency and expense of open space conservation with competing Borough needs is a challenge that cannot be overstated. Based on significant community input, park assessments, research into many other existing plans, and borough reports, the following action steps summarize the detailed recommendations in this plan:

1. Protect as much of the remaining open space as possible.

- Work with Delaware County on resolving the Third Street Dam issue with the goal of opening Third Street with a bridge and conserving important natural areas now in private ownership to add to Glen Providence Park.
- Target the largest parcels of vulnerable open space to acquire in sync with the determination of the amount of investment for which the Borough can assume responsible debt and obtain grant funds. Recognize that this requires working with landowners and developing good relationships with them, time urgency of securing remaining open space under current development pressure, and balancing the investment with all other Borough needs.
- Continue the tree canopy and tree planting in the Borough.
- Create and adopt an Official Map. This would carry out a major recommendation in the Borough's Comprehensive Plan.

2. Continue to advance the bicycle network.

- Start with the low-hanging fruit of redoing the sharrows and adding signage and bicycle racks.
- Work with Delaware County to establish the Media Smedley Connector on the four segments in the Borough starting with the trail segment by the courthouse.
- Continue to develop the trail segments identified in this plan. Prioritize the Providence Road and Baltimore Pike segments. Carry out trail master planning for these segments through design to secure funding for 'shovel-ready' projects.
- Update the 2016 Bicycle Plan.

3. Upgrade the parks and recreation facilities.

- Work with the Rose Tree-Media School District to undertake a master plan for Barrall Field and the Elementary School grounds. Recognize the need to follow school security regulations in the design and public use of this site. Secure a no-match planning grant from Delaware County's Green Ways program to do the master plan. This is by far the

PLAN SUMMARY

single most important, most feasible park improvement project to undertake.

- Work with Media Arts Council to incorporate public art into the parks. Public art goals should include visual art, performing arts, and recreational and educational programs.
- Use Rescue Act funding to make Manchester Park a signature park featuring gathering spaces where people of all ages are welcome, especially teens. Engage middle schoolers and teens in the design process focusing on creating socializing areas, interesting seating, art, beautification, and potentially programming as a great public space. Consider outreach to WAWA as a partner/sponsor.
- The Youth Center is a top community priority. Developing a master plan for the site will be an important step forward. A master plan for building improvements is also necessary and has community support. Improvements to both can be phased in over time with improvements to the grounds first.

4. Keep the parks safe, clean, functional, and aesthetically pleasing.

- Create a formal written park maintenance management plan with natural resource management and employee training on stewardship.
- Establish an employee development program that will serve the Borough's needs for open space, parks, bicycle routes, and recreation.
 - i. Send two workers to the NRPA's national Maintenance Management School for certification in park maintenance management. This is a two-year, one week per year, program. Scholarships are available.
 - ii. Obtain CPSI (Certified Playground Safety Inspector) certification for at least one maintenance worker, preferably two.
 - iii. Work with a land conservancy that manages natural areas to develop a stewardship training program for natural resource management.

5. Support and Advance Partnerships

- Continue to use Council liaisons to community-based organizations.
- Host a partnership summit to bring community-based organizations together to explore collaboration among groups to advance Borough open space, parks, recreation, and safe cycling goals.
- Continue to support the partnering groups as advocates for open space and parks and as the main providers of recreation programs and events.
- Reconfigure the Recreation Board to include two youth members and liaisons from FARE and the Black Parents Group, which are two groups associated with the School District.

PLAN SUMMARY

6. Provide funding and organizational support that will deliver optimal community benefit and garner widespread public support.

- Determine the amount of money that the Borough can responsibly provide for open space conservation. Based on this amount of money, prioritize the largest and most significant properties for acquisition. Due to time urgency and development pressure, funding for open space should be the priority at this time.
- Ascertain the amount of funding that the Borough can support annually in a five-to-seven-year capital improvement program. Leverage this with grants where possible with existing resources.
- The Borough allocates 1.65% of its operating budget for parks and recreation, falling short of DCNR's recommended 5% share. Establishing an ongoing sustainable funding source for open space, parks, recreation, and bicycle routes is critical to moving forward. The public opinion survey for this plan found support for investment in open space, parks, and recreation. Two possibilities for a dedicated source of funding include an Open Space Tax and millage from the property tax.
 - i. Open Space Tax added to the Earned Income Tax. Up to .5% can be added to the EIT if voters approve through a voter referendum. The EIT now generates \$3.9 million annually. In Delaware County, only Radnor Township has an EIT Open Space tax of .25% that generates \$750,000 annually.
 - ii. Real Estate Tax for Special Purpose: In addition to the general-purpose rate limit authorized for Boroughs of 30 mills, Pennsylvania's municipal codes authorize taxing bodies to levy additional real estate taxes for special purposes including Recreation. The Recreation Special Purpose Tax has no limit. In Delaware County, two municipalities have levied a Recreation Special Purpose Tax. Chadds Ford Township generates about \$125,000 annually from its property tax with a \$0.0028 rate while Concord Township's rate of \$0.189 yields \$300,000 annually.
- As park improvements are made, provide for commensurate increase in maintenance support. Since one position was recently added, track and document park maintenance workload and add another worker. This worker should have expertise in landscape maintenance with ability to participate in a training program.
- Reclassify the Grants Administrator to a job description, title, and wage rate that reflects the actual duties of this position. This position serves more as a Project Manager that provides a broad range of services that also include grants administration as just one function,
- If the Borough decides to expand recreation services in the future, explore multi-municipal cooperation as an organizational, cost-effective option. PA DCNR offers a \$10,000 Peer Grant to municipalities that wish to explore working together on shared parks and recreation services.

PLAN SUMMARY

CONCLUSION

While this **Open Space, Parks, Recreation, and Bicycle Plan** lists a comprehensive set of recommendations and improvements, the Blueprint above sets forth a strategy to move ahead through a combination of planning and action steps using a mix of public and private funding and support.

As Media Borough evolves and the needs, interests, and lifestyles of our residents change, our open space, parks, recreation, and bicycle network system needs to go forward, stay relevant, and be the best part of everyone's day. The plan will ensure that present and future generations will experience the charm of Media Borough with its exceptional quality of life. They will be able to connect with nature close to home, safely walk and bicycle, enjoy our top-notch parks, and participate in our programs that add years to our lives and life to our years.

This plan celebrates what the Borough has already achieved and defines a path for making our natural, cultural, and recreational assets even better. Everyone who cares about Media Borough has a role to play in taking our open space, parks, and recreation system to its next level of excellence. Media Borough is committed to implementing this plan. We are hoping that our community will join us in carrying it out.

[Link to Implementation Framework pg.124](#)





PLAN PURPOSE

PURPOSE OF THE PLAN

The **Open Space, Parks, Bicycle Routes, and Recreation Plan** provides a blueprint for determining the Borough of Media's open space conservation, parks, and recreation, facilities, and service decisions over the next 10 years. It guides future decision-making while allowing the Borough to be responsive to emerging opportunities and changing needs. Specifically, this Plan has two purposes:

1. SET DIRECTION AND IMPLEMENTATION STRATEGIES

Identify needs and opportunities related to open space, parks, bicycle routes, and recreation and set direction for improvements over the next decade. Develop a practical implementable strategic action plan to achieve Borough goals.

2. GUIDE INVESTMENT

Determine and prioritize funding and resources for open space conservation, park improvements, bicycle routes, and programs and services.



EXISTING PLANS

Media Borough has completed many plans and strategies as well as secured grant funding to advance community goals. In addition, Delaware County has also completed a plan for the Media-Smedley Connector Trail. This Open Space, Parks, Bicycle Route, and Recreation Plan is aligned with these guiding documents to provide clear direction on a shared vision of a thriving, green, inclusive community. **These plans include the following:**

COMMUNITY PROCESS FOR HYBRID FORM-BASED CODE UNDERWAY (2021 UNDERWAY)

Media Borough is kicking off a zoning update to create a hybrid form-based code. This is an opportunity to work together to explore how regulating key physical elements of the Borough can help to meet the vision set in the Comprehensive Plan.

HARB DESIGN GUIDELINES (ONGOING)

The Historic Architectural Review Board make recommendations to Borough Council regarding the advisability of issuing any certificate of appropriateness required to be issued in the historic districts of the Borough of Media.

MEDIA-SMEDLEY TRAIL FEASIBILITY STUDY (2021)

The Delaware County Planning Department completed a trail feasibility study for the Media-Smedley Trail. This trail would traverse through the Borough and connect to both Glen Providence Park to the west and Smedley Park to the east.

MEDIA TRAFFIC CALMING PLAN (2020)

The goals of this plan are to:

- create safe and attractive streets for pedestrians, bicyclists, and motorists
- make streets more accessible to people of all ages and abilities
- reduce the negative effects of motor vehicles on the environment
- mitigate the negative impacts of heavy traffic on pedestrians
- improve the perception of safety on Media streets
- enhance the livability of Media Borough

EXISTING PLANS

MEDIA WALKWORKS (2020)

The Pennsylvania Department of Health, the University of Pittsburgh Graduate School of Public Health and the Delaware County Department of Intercommunity Health sponsored program to increase walking in the borough for health and well-being, WalkWorks has a posted 1.8 mile safe and accessible route in Media is 1.8 starting at Media Borough Hall and passing by the Minshall House, Media Theater, Media Elementary School and Barrall Park, Media-Upper Providence Library and the Delaware County Courthouse and Government Center.

CAPITAL IMPROVEMENT PLAN (2015-2019)

This report contains information about the Borough of Media's approved and proposed capital improvement expenses from 2015 to 2019. The purpose of this report is to provide a brief and easy to read overview of the Borough's projects, proposed projects, and criteria for determining the priority in which projects are slated to begin.

MEDIA BOROUGH BIKE FACILITY IMPLEMENTATION PLAN (2016)

The goal of the implementation Plan is to maximize connectivity across the Borough without impacting on-street parking or street directions. The proposed network, which could be installed at once or gradually, is primarily sharro-based, since in most cases bike lanes cannot be accommodated without removing parking or travel lanes. Supplemental strategies will be provided to further improve safety. Much of this plan has been implemented over the past several years, resulting in an extensive network of sharrows throughout the Borough.

DELAWARE COUNTY BICYCLE PLANS (2016 AND 2009)

The County Planning Department created two bicycle plans that serve as a guide on which bicycle improvements can be implemented throughout the County. The goal of these plan was to promote bicycles as a viable form of transportation.

BOROUGH OF MEDIA WAYFINDING MASTER PLAN (2016)

The goals of the Wayfinding Master Plan are to create and implement a user-friendly and visible navigational system to improve traffic flow by guiding visitors and residents around the Borough. Th plan will promoting Media's assets, including parks, cultural and historic venues, as well as municipal building; and support unified messaging for the Borough. It will promote environmentally friendly modes of transportation, such as walking, bicycles, and mass transit and use technology to aid wayfinding.

EXISTING PLANS

2015 MEDIA BOROUGH COMPREHENSIVE PLAN

The 2015 Media Borough Comprehensive Plan is a document designed to guide the future actions of the Borough in terms of transportation, utilities, land use, recreation, and housing.

MEDIA BOROUGH ECONOMIC DEVELOPMENT STRATEGY AND IMPLEMENTATION PLAN

A vibrant downtown is the cornerstone of a healthy local economy. Keeping the downtown attractive and welcoming not only for visitors, but also for local residents, requires a renewed focus on the key elements that make a downtown thriving: easy navigation, dynamic retail, and a strong sense of place.

INFORMATION TECHNOLOGY STRATEGIC PLAN (2013)

The Information Technology Strategic Plan arose from the interest of Media Borough Council, spurred by its Technology Committee, in taking a comprehensive view of the organization and deployment of information technology in the Borough. This lead to the development of a strategic plan to guide the Borough in addressing IT.

ENERGY AND SOLAR INITIATIVES

Media Borough has worked hard to reduce electric usage, move towards clean, renewable energy and lower electric costs. In addition to the solar arrays mounted on nine public buildings and many energy efficient building improvements, the Borough purchases renewable energy certificates annually. Media Borough has received a Bronze designation from the national SolSmart program for making it faster, easier, and more affordable for homes and businesses to go solar.

MEDIA STORMWATER MASTER PLAN (2017) AND STORMWATER MANAGEMENT PROGRAM

Media Borough participates in the National Pollutant Discharge Elimination System (NPDES) program. As an operator of a stormwater sewer system, it holds an MS4 permit. Through this program, Media Borough addresses storm water pollution prevention from construction, new development, illegal dumping, pollution prevention, and good housekeeping practices in municipal operations. The Borough continues to educate the community about stormwater to ensure that only uncontaminated water goes through the sewer system into public water.

PLAN PROCESS

Media Borough launched the planning process with the support of Toole Recreation Planning and Viridian Landscape Studio. A Plan Advisory Committee of thought leaders and community advocates served as advisors guiding the plan. The team conducted research and fieldwork, gathered information on community needs, evaluated existing conditions, assessed service levels, and identified future needs and opportunities in five areas, including the following:

- Media Borough trends and coordination with the Borough's previous plans
- Open Space
- Safe connections for cycling
- Parks and Recreation Facilities
- Programs and Services
- Organization, Maintenance, and Financing

NATIONAL PANDEMIC INTERVENED

Shortly after the planning process began, the COVID-19 virus resulted in a national pandemic that caused a shutdown of life as we knew it and forced people to quarantine. Fortunately, several meetings and a Borough tour with key advisors had been held prior to the shutdown. All involved found new ways of working together remotely to ensure that the community was involved throughout the somewhat extended planning process.

HEART OF THE PLAN: COMMUNITY ENGAGEMENT

Community engagement was at the foundation of the plan. The process to involve citizens in Media was designed to meet the needs of the busy lifestyles of the community to maximize the breadth and depth of the input. The process included an advisory committee, focus groups, interviews, and public meetings adapted to meet public health guidelines. Key to community engagement was the Borough's progressive marketing strategy via its contract with DandeLions Digital to anticipate ways of increasing public awareness and involving citizens throughout the project.

IMPORTANT TO THE COMMUNITY

98% OF THE SURVEY RESPONDENTS INDICATED THAT OPEN SPACE, PARKS, AND RECREATION ARE IMPORTANT TO THE QUALITY OF LIFE IN MEDIA.



PLAN ADVISORY COMMITTEE

The Plan Advisory Committee included 16 citizens, three council members and the Borough's project coordinator. The citizens represented the Friends of Glen Providence Park, Keep Media Green, Media Arts Council, Media Business Alliance, Media Environmental Advisory Council, Media Rose Tree School District, Media Parks & Recreation Board, Media Planning Commission, Media Youth Center, and the general citizenry. Together, they:

- Advised on open space, parks, recreation, and safe cycling overall
- Advocated as champions of the plan and planning process
- Engaged in public outreach
- Lent support and assistance to the planning team regarding issues, opportunities, and concerns

PUBLIC OPINION SURVEY

The online Public Opinion Questionnaire for this Plan was carried out to determine the opinions, ideas, and concerns of the residents regarding parks, recreation facilities, open space, trails, and level of support.

Response

The survey generated **796** responses with about 32 points of information per respondent for a total of 25,345 data points. About 72% of the respondents were residents.

Findings

1. Open Space, Parks, Recreation, and Bicycle Priorities - Top Three Priorities:

- Open Space Conservation
- Safe places to walk and bicycle
- Improvements to the Youth Center

2. Most Used Parks - The three parks most used were Glen Providence Park, the Elementary School playground, and Barrall Field. Respondents rated Borough parks and facilities as good to excellent.

PLAN PROCESS

- 3. Park Use** - 95% of the respondents reported using Borough parks. About 35 respondents reported that they liked having parks in the community even though they did not use them.
- 4. Reasons to Use Parks** - The top three park uses reported by the respondents were:
 - Enjoy nature
 - Walk or run
 - Relax or get away from it all
- 5. Importance of Open Space, Parks, and Recreation** - 98% of the respondents indicated that open space, parks, and recreation are important to the quality of life here with 85% responding that they are very important or critically important to the quality of life.
- 6. Blocks to Park Use** - About 42% of respondents reported that nothing prevents them from using Borough parks. This is an unusual finding. Typically, business emerges as the top reason. Using parks elsewhere or not knowing about Borough parks was next in line as chief reasons that blocked use. Worth considering is that poor quality facilities and lack of programs were listed by 15% as blocks.
- 7. Preferred Improvements** - The top three improvements that respondents would most like were:
 - Restore and protect our environment
 - More safe places to walk and bicycle
 - More art in the parks including performances, exhibits, and programs
- 8. Open Space, Parks, and Recreation Rating** - About 42% of respondents thought that parks, recreation programs, and open space were good with 40% rating them as average overall. About five percent thought they were excellent and only 2% rated them as poor. The goal with implementation of the plan would be to get the overall ratings up to 80% good to excellent.
- 9. Third Street** - When asked what they would prefer to see at Third Street, about 88% of respondents prefer a bridge instead of a dam. Regarding traffic at Third Street, 64% favored pedestrian and bicycle traffic only. About 36% preferred auto traffic with pedestrian, bicycle, and emergency vehicle access. About 9% of respondents had no opinion about traffic.
- 10. Program Priorities** - The top three programs in which respondents would like to participate next year include:
 - Physical and mental fitness improvement programs
 - Special events and family programs
 - Environmental Education

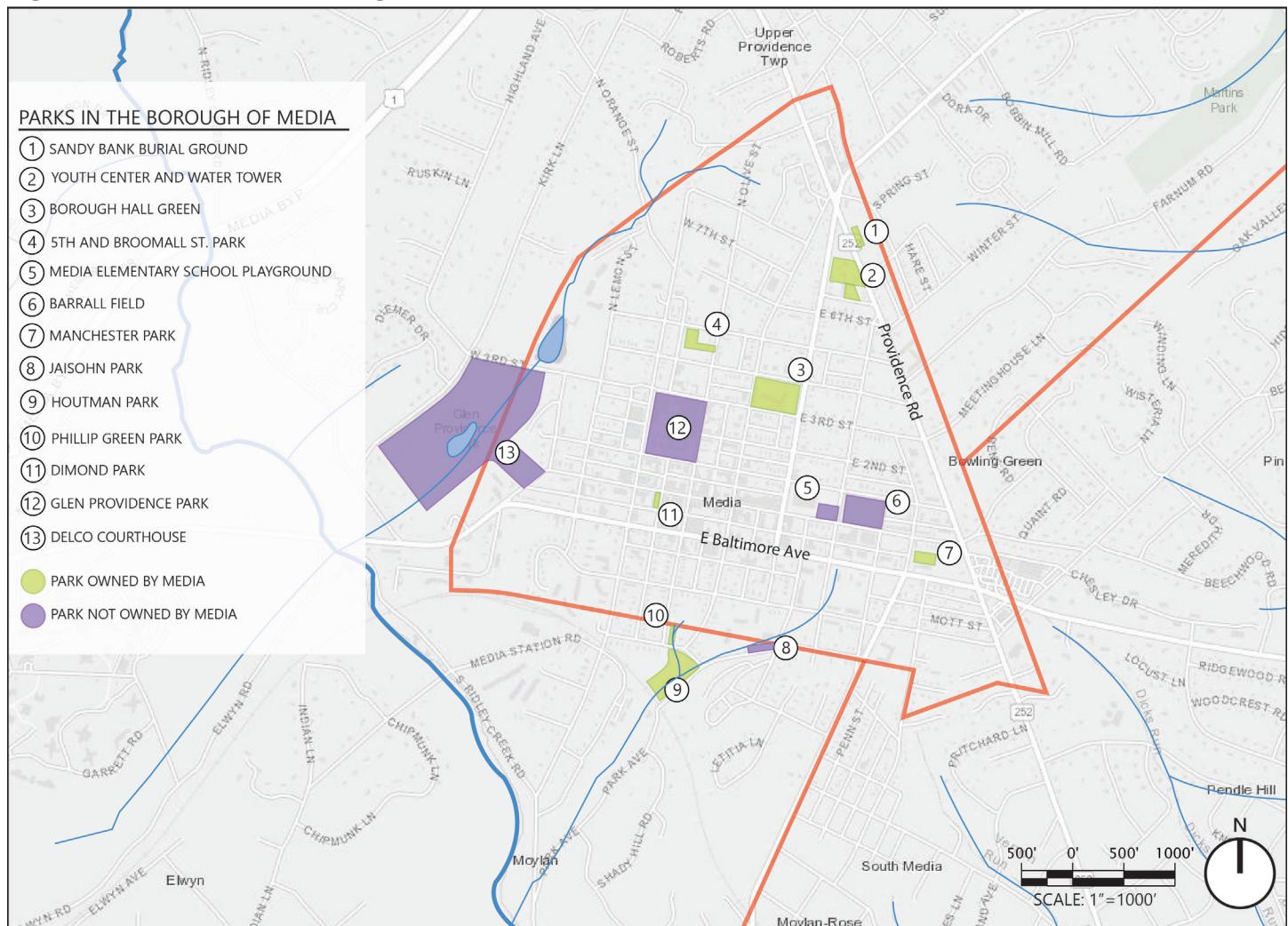
PLAN PROCESS

11. Level of Financial Support – When asked what they would be willing to support financially with respect to Media's annual \$25 per capita investment on open space, parks, and recreation, 92% of the respondents would be willing to pay more. Of these, 46% would be willing to pay \$30 more annually, 27% \$20 more, 28% \$10 more (not 100% due to rounding). When asked how they would spend \$100, open space captured the most money at about \$25 with the next highest allocation coming in at \$15 for improving our parks and recreation facilities. Surprisingly, maintenance came in with the third highest allocation at \$13. This is an important finding.

12. Improvements – User fees and existing Borough taxes were the most favored ways to support operating and maintaining the park.

13. Information – Respondents prefer a mix of sources of information about open space, parks, and recreation including email, website, and newsletter.

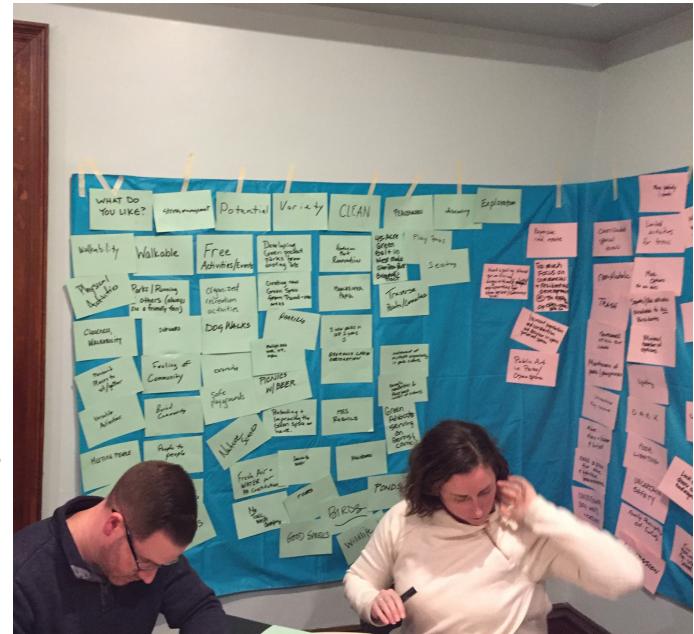
Figure 1: Parks in the Borough of Media



PLAN PROCESS

FOCUS AND WORK SESSIONS

The planning team met with small groups of people with a common interest related to Media Borough parks, recreation, open space, trails, and community planning. They included FARE (Family and Racial Equity), a group of parents devoted to establishing equity among all children and families in the elementary schools, and Black Parents, a group of parents with Black children in the Media Rose Tree School District. The Plan Advisory Committee was especially concerned about diversity and the views and opinions of people of all races being represented. A plan advisory committee member was able to arrange the outreach to these important groups. Concerns were raised about gentrification and the loss of African American residents while diversity is increasing elsewhere. Several work sessions were held with Borough Manager(s), Borough Council members, the Public Works Department, the Recreation Coordinator, the Youth Center Director(s), and the Grants Administrator.



Plan Advisory Work Session

INTERVIEWS AND QUESTIONNAIRES

Intercept interviews with park visitors, cyclists, and strollers along State Street were conducted with about 225 people. More than 25 interviews were conducted with general citizens, elected and appointed officials, Borough management, Parks and Recreation Board and staff, community-based organizations, Delaware County Planning Commission staff, bicycle planners, merchants and business owners, Media Arts Council, Keep Media Green, Media Business Alliance, Media Youth Center Director(s), Parks and Recreation Board Chairperson, Friends of Glen Providence Park, Delaware County Parks and Recreation Department, Rose Tree-Media School Board Chair, and parents.

PUBLIC MEETINGS AND COMMUNITY VENUES

Two virtual public meetings were held with about 103 people in attendance. In addition to the public meetings, the planning team reached out to families participating at a special event sponsored by the Recreation Board.

WHAT WE HEARD

PUBLIC OPINIONS MATTER

Overall, the citizens expressed the importance of open space, parks, safe places to cycle, and upgrades to the parks. The input overall mirrored the findings of the public opinion survey. The top five matters were:

1. Open space
2. Safe connections for cycling
3. Recreation for middle schoolers and teens along with revitalizing the youth center
4. Improving the parks to be more than “just average” through beautification, addition of facilities such as gathering areas, pickleball and skateboard facilities, and signage to increase public awareness about them
5. A willingness to support investment in open space, parks, bicycle routes and recreation combined with concern with what the Borough can afford to do

OPEN SPACE: CRITICALLY IMPORTANT

All forms of outreach yielded the finding that the loss of open space and development was the top public concern. Threaded with this concern was the worry that development and housing prices were escalating to the point that gentrification was occurring, and that young families and minorities could not afford to remain or locate in this community. This is a complex issue related to but beyond the scope of this project. All the things that make Media a desirable place in which to live such as location, walkability, thriving town center, excellent schools, safety, and recreation drive these issues.

Media had its own social demonstrations underway regarding open space and the importance of conserving the few remaining open space properties. The resolution of Broomall’s Lake Dam and the reopening of Third Street is important to the community. Since the Borough is under legal directives in which the County is also involved, this remains a complex situation that requires Media Borough to follow court orders and funding programs. Since the County has refused to sign a “Waiver of No Adverse Impact” required by PennDOT, the project remains in limbo.

SOCIAL MOVEMENT IMPACTS

The effects of social movements played a significant role in comments. The COVID-19 pandemic led people to point out the importance of parks and how the parks were busier than ever. The racial and political upheavals in America during the time that this plan was underway generated comments and concerns about the loss of diversity in this community that were more vocal than when this project began. The importance of helping all people to feel welcome in all public spaces and programs became a theme.



Home of Philip Jaisohn, located right outside the Borough of Media. Philip Jaisohn is the first Korean to become a naturalized U.S. citizen. He was a visionary, doctor, and freedom activist. Learn more at the Philip Jaisohn Memorial Foundation website:

<https://jaisohn.org/dr-philip-jaisohn/>

WHAT WE HEARD

SAFE CYCLING

Residents were most concerned about safe cycling for residents especially for children and families. Safe cycling is a priority in southeastern Pennsylvania including Delaware County. In addition to safe bicycle routes for the residents, consideration needs to be given to Media as a "Trail Town", as an economic driver related to spending by cyclists that supports local businesses.

RECREATION FOR MIDDLE SCHOOLERS AND TEENS

Teens and middle schoolers have limited opportunities and places to gather during nonschool hours in Media. Recreation focuses on the children and youth up to about 12 years of age. They tend to go to Smedley Park to hike and mountain bike. Issues have arisen about their use of the Elementary School play space during late evening hours. Involving , perhaps as a youth council, in developing solutions for this through park design, operation and programming improvements could help.

PARKS NEED TO BE UPGRADED IN QUALITY

Although the majority of residents stated that open space, parks, safe cycling connections and recreation are important to the quality of life in Media, less than half of the survey respondents rated the parks and recreation facilities as good. Typically, they rate the parks in the Borough as average. Glen Providence County Park and the tot lot by Borough Hall are the most used facilities. Since the Borough has few parks, the residents reported going to other communities to use their facilities, such as ballfields, pickleball courts, large playgrounds, bicycle trails, and mountain biking areas.

FINANCIAL SUPPORT

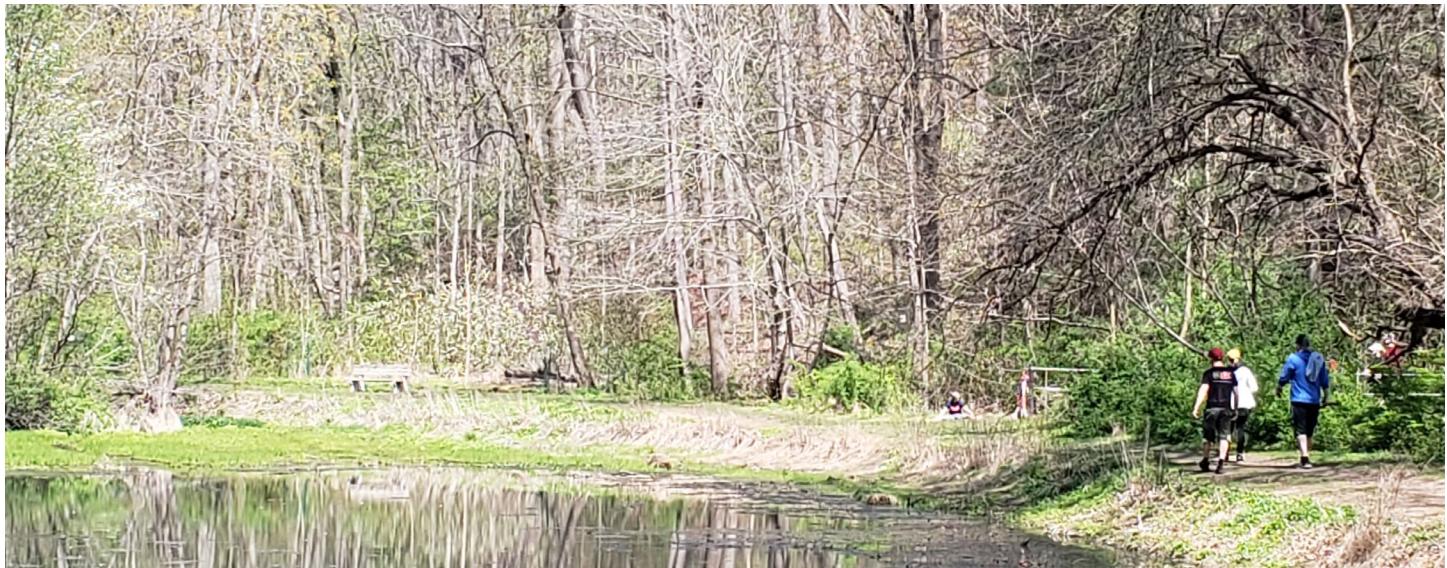
The community appears to feel supportive of future investment in open space, parks, safe cycling routes, and recreation. Their support is underscored with the message to continue to have sound fiscal management of Borough finances in line with what the Borough can afford. Making the case for future investment with the public would be important as spending on open space, parks, cycling routes, and recreation is usually an investment with benefits not costs.

Related Findings

There is a lot to do in the community, which is one of the reasons that Media is such an attractive place in which to live, visit or own a business. While many communities-based organizations provide important and varied services, there is little coordination among these groups. There is no central way to coordinate all of the information, activities, events, programs, and services related to open space, parks, bicycling, and recreation. The willingness to partner is evident and appears to be a welcome opportunity. Currently, there is no entity in place to do this and it is a significant workload.

THE PATH FORWARD

WHAT WE HEARD THAT RESIDENTS WANT FORMED THE BASIS FOR THE DEVELOPMENT OF THIS PLAN AS FOLLOWS:



Open Space conservation and stewardship: Preserve our remaining open space and work toward smart development that retains the aesthetics and charm of our small hometown.



Engaging community spaces: Upgrade our community spaces to bring people together, support local organizations, and integrate the arts.



Variety of programs and events: People want a range of programs for all ages and events as well as age-specific activities for children, youth, young adults, and seniors.



Intercultural appreciation and connection: Preserve and celebrate the diversity of our unique community and heritage.



Safe places to bicycle and walk: Build on Media's high rating as a pedestrian-friendly community to become a bicycle-friendly community as well. Connect Media with safe bicycle routes.



EVERYBODY'S HOMETOWN

Residents are drawn to Media because of its diversity, small town feel and its flourishing downtown with small, one-of-a-kind shops, many fine restaurants, and a professional musical theater. People from the surrounding suburbs flock to Media for shopping, dining, and entertainment. Small close-to-home parks are community hubs that contribute to the strong sense of community here.

EVERYBODY'S HOMETOWN

Media Borough is a densely developed municipality about three-quarters of a square mile in size, located 20 miles from Philadelphia. The seat of Delaware County, it is home to 5,662 residents, a population that can swell up to 15,000 with employees and visitors to the courthouse, downtown shops, and restaurants as well as the many special outdoor events throughout the year. With the motto of "Everybody's Hometown," Media is a thriving urban community with many positive attributes. It is walkable, ethnically, and economically diverse, and has strong neighborhoods. Founded in 1850, its housing and commercial building stock is varied, including late Victorian houses, bungalows, and a Richardsonian Romanesque bank building.

Media Borough is a town of families that have lived here for multiple generations as well as newcomers attracted by Media's unique character. It is a place that has held onto the qualities that made turn-of-the century towns successful: an economically self-sufficient community with thriving shops of all kinds, where residents and visitors can walk and bike everywhere, and with such access to public transportation that residents could easily live without a car. The Borough has the strong goal of maintaining these assets and improving them.

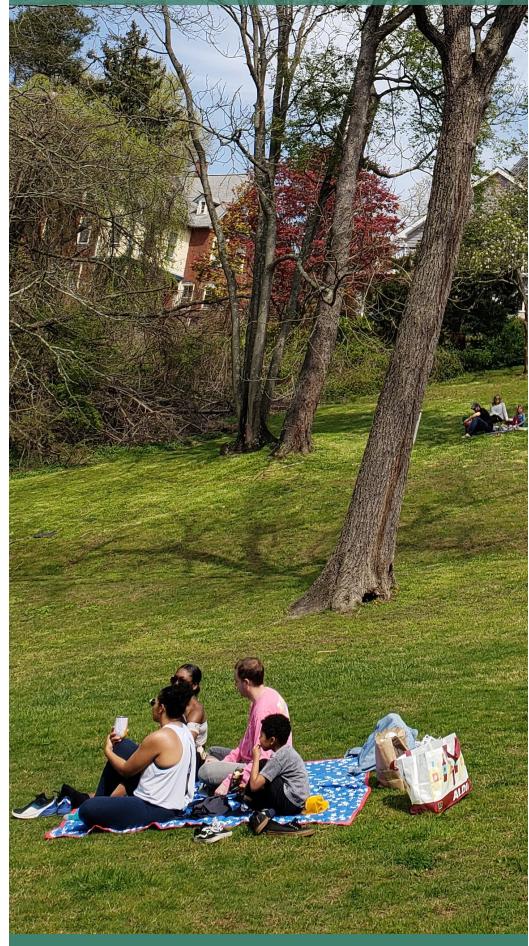
EASY ACCESS

Media is unusual in having a trolley running through the downtown main street. The trolley, along with the SEPTA bus and regional rail service, make Media a local hub, connected to Philadelphia's vast public transportation network. Motorists are well served by our highways and roadways, including nearby Routes 1, 252, and 476. The extensive sidewalk system and quiet neighborhood streets, marked with sharrows, further the Borough's reputation as a pedestrian friendly town and a destination for cyclists.

PARKS: IMPORTANT FOR ECONOMIC DEVELOPMENT

Public opinion survey results in Media for the economic development plan in 2017 indicated that over 70 percent of respondents felt that parks, outdoor activities, and outdoor spaces to rest are important amenities for their lifestyle.

Media Economic Development Strategy and Implementation Plan 2017



BOROUGH TRENDS

PROGRESSIVE COMMUNITY: FIRST IN FAIR TRADE AND SUSTAINABILITY

A green community, Media Borough and its residents support projects that increase sustainability and livability. The Borough has an outstanding environmental record for which it has been recognized with several awards. Active programs for solar, clean energy, and recycling as well as clean water, and designation as the first "Fair Trade Town" in the country, a movement that promotes environmental, agricultural, and economic sustainability, indicate the community's strong environmental commitment.

HISTORY AND CULTURE: IMPORTANT TO THIS COMMUNITY

The Borough has amassed a significant collection of historic structures and properties. Two properties in the Borough are currently listed on the National Register of Historic Places, and several more have been deemed eligible for joining the register by the Pennsylvania Historical and Museum Commission (PHMC), due to their unique and maintained historic character. Listed historic resources are:

- Dr. S.D. Risley House, 430 N. Monroe Street
- Media Armory, 12 E. State Street

The Media Theatre is eligible to be listed on the Register.

HISTORIC PARKS

Glen Providence County Park is eligible to be named to the National Register of Historic Places. Sandy Bank Cemetery is a private cemetery that is suited for passive recreation.

THE PEOPLE OF MEDIA

Although Media's population is small and dense, it is already exceeding the population forecasts for 2045 by the Delaware Valley Regional Planning Commission. As shown in Table 2-1, the 2035 forecast estimates the population at 5,679, while the U.S. Census places the current population higher at 5,682.

Table 1: Population Forecast For Media Borough

2015 Population	5,363
2020 Forecast	5,445
2025 Forecast	5,526
2030 Forecast	5,608
2035 Forecast	5,679
2040 Forecast	5,738
2045 Forecast	5,788



BOROUGH TRENDS

TREND TOWARD AFFLUENCE WITH LESS DIVERSIFICATION

In the community outreach, concern was raised about the population of Media becoming less diverse. Media's walkability, thriving town center, excellent schools, plentiful parks, safety, location and aesthetic appeal have all contributed to development and skyrocketing housing prices. This has led to a shift in the population characteristics through the influx of more affluent residents and changing racial characteristics. Surveys in the past have shown that residents place a high value on the diversity in this community. Several community groups have emerged through the Media-Rose Tree School District to support diversity and ensure the welcoming atmosphere of this community for people of all races and cultures. Importantly, this is starting in the elementary schools with FARE and the Black Parents Group through conversations and activities to engage children at a young age and their families.

Table 2-2 presents the trends in racial and ethnic composition in Media over the last 20 years. During that time, the Black population in Media decreased by 57 percent while the Black population in Delaware County increased by 57 percent. Other racial/ethnic trends include:

- Asian population increasing from two to five percent of the population
- Hispanic population decreasing since 2010
- 39 American Indian, Eskimo, or Aleut moving in since 2010

Table 2: Racial and Ethnic Composition 2000-2019

Race/ Ethnicity	Media Borough						Delaware County					
	2000	Percent	2010	Percent	2019	Percent	2000	Percent	2010	Percent	2019	Percent
White	4483	81.0%	4,445	83.4%	4,880	85.9%	442,449	80.3%	405,233	72.5%	388,221	68.5%
Black	787	14.2%	564	10.6%	346	6.1%	79,981	14.5%	110,260	19.7%	128,651	22.7%
Asian & Pacific Islander	112	2.0%	187	3.5%	284	5.0%	18,203	3.3%	26,422	4.7%	36,271	6.4%
Two or More Races	107	1.9%	102	1.9%	102	1.8%	6,556	1.2%	10,979	2.05	12,468	2.2%
Hispanic	104	1.9%	135	2.5%	119	2.1%	3,066	0.6%	5,211	0.9%	23,520	4.15%
American Indian, Eskimo, & Aleut	8	0.1%	1	0.0%	39	0.7%	609	0.1%	874	0.2%	1,133	0.2%
TOTAL	5,533	-	5,327	-	5,682*	-	550,864*	-	558,979*	-	566,747*	-

Source: U.S. Bureau of the Census. *Percentages and Numbers do not add up to 100% due to U.S. Bureau of the Census Data Collection and Reporting.

HOUSING VALUES, INCOME, AND POVERTY

Housing values in Media have been dramatically increasing to the point where residents expressed their concern that lower income residents and the children of these residents are being priced out of the market and must settle elsewhere. In the current real estate market, Media home prices were up 7.7% in 2021 compared to 2020, selling for a median price of \$490K¹. On average, homes in Media sell after 21 days on the market compared to 50 days in 2020. In 2012, the median house value was \$263,100 and \$287,500 in 2016².

BOROUGH TRENDS

Table 3: Media Area Household Income and Poverty Levels							
	2010-2014	2015-2019	1980	1990	2000	2010	2019
Media Borough	57,327	77,708	2.4%	2.9%	3.4%	5.5%	7.8%
Middletown Township	86,082	97,266	2.7%	2.0%	2.5%	2.3%	4.2%
Nether Providence Township	99,770	\$122,326	2.4%	2.9%	3.4%	5.5%	3.4%
Upper Providence Township	62,213	121,453	3.5%	2.9%	3.9%	2.5%	1.5%
Delaware County	64,174	74,477	7.2%	6.8%	8.0%	9.4%	9.9%

Sources: Delaware County Planning Department and U.S. Bureau of the Census.

Table 2-3 shows that the area is affluent. However, the poverty rate in Media was three times higher in 2019 than it was in 2010. About 7.8% of the population for whom poverty status is determined in Media live below the poverty line, a number that is lower than the national average of 12.3%. The largest demographic living in poverty are Males 55-64, followed by Females 18-24 and then Females 55-64. The most common racial or ethnic group living below the poverty line is White, followed by Black and Two Or More Races

EDUCATION

About 58 percent of the residents 25 years and older have a bachelor's degree or greater: 30 percent bachelor's degree and 28 percent advanced degree.

SUMMARY

Media Borough is evolving and approaching its full development with remaining open space vulnerable to development. The lively and thriving Borough is becoming more affluent and well educated, younger, and less diverse. Housing values are dramatically escalating, and the western edge of the community is being developed with high density housing. Gentrification is a concern with more affluent residents moving in and the African American population decreasing over the last 20 years. Residents are concerned about gentrification and the potential for their children to buy homes and live here.

In developing Media's **Open Space, Parks, Bicycle Routes, and Recreation Plan**, the goal has been and remains to support other plans and strategies adopted by the Borough and adapt those related plans in response to the needs and interest expressed by the citizens, community organizations, and other providers of parks and recreation services. The Borough's vision, mission, and goals for the community play a central role in this plan.

¹ Redfin (2021) <https://www.redfin.com/city/12393/PA/Media/housing-market> Accessed June 30, 2021.

² Econsult. (2017) Economic Development Strategy and Implementation Plan. Media Borough, p.3.

MEDIA BOROUGH PLAN COMPREHENSIVE VISION

MEDIA BOROUGH'S VISION

Media seeks to maintain and enhance the Borough as a sustainable, economically vital, diverse, and culturally rich community including a commitment through implementation of the **2015 Media Borough Comprehensive Plan** to:

- Strengthen the community of Media Borough and promote community livability
- Promote the economic vitality of Media Borough businesses
- Promote the sustainability and environmental health of Media Borough
- Promote an appreciation of the culture and history of Media borough

To realize this vision, the Borough created goals and objectives in the following categories:

1. Transportation
2. Land Use
3. Energy and Resource Conservation
4. Parks, Open Space, and Natural Areas
5. Economic Development
6. Arts and Culture
7. Historic Preservation
8. Community Facilities and Services
9. Compatibility with Surrounding Municipal Plans

This **Open Space, Parks, Bicycle Routes, and Recreation Plan** is an important action step in the implementation of the Borough's **Comprehensive Plan**. In carrying out planning for the Parks, Open Space, and Natural Area's objectives, this plan helps to advance all other objectives as well.

BOROUGH PROFILE

Table 4: Media By The Numbers

5,682 Residents	59% Residents who have a bachelor's degree or higher
15,000+ Influx of visitors for an event in Media	\$77,708 Media household income of Media Residents
6% Children under 5 years	7.8% of residents living in Poverty
17% Residents 65+	\$517,200 Median house value in 2020
38.9 years Median age residents	45% Owner-occupied housing
86% White alone	55% Renter-occupied housing
6% Black alone	2,937 Total housing units in 2019
1,158 Number of families	3,131 Total housing units in 2010
2,937 Number of households	\$1,615 Median rent in 2021
2,563 Households with one or more computers	11,098 Daily ridership on the Media Regional Rail Line
2,273 Households with smartphones	98 Average Walk Score
2,418 Households with internet	29 Average Bike Score

Sources: U.S. Bureau of the Census, Delaware County Planning Department, WalkScore, Economic Development Strategy and Implementation Plan Media Borough 2017.

STRENGTHS

- One of the best places in which to live, work, and play
- Thriving town center
- Excellent schools
- Many parks close to home
- Walkability score of 98
- Location, safety, and aesthetic appeal
- Engaged citizenry

WEAKNESSES

- Gentrification leading to decreasing diversity
- Development pressure
- Concern about "Everybody's Hometown" ringing less true
- Escalating housing prices pushing people out and preventing young people from remaining here
- Cycling not as easy and safe as residents desire
- The pre-auto design of the Borough and trolley make the tight narrow grid of streets challenging for safe cycling and walking in the busy town center.
- Open space conservation is both an opportunity and the center of contention.
- The Borough has many needs with limited resources. Setting priorities for investment is challenging.

OPPORTUNITIES

- Capitalizing on partnerships among engaged citizens and community-based organizations
- Developing bicycle routes
- A solid track record of sound planning offers interesting and related solutions in numerous plans that will help the Borough achieve its vision
- Park and streetscape improvements can support the local economy, reduce heat, and enhance the beauty of the community.
- Limited open space remains available for conservation and potential public use.
- With the growing interest and support for cycling, Media could become a "Trail Town" that would strengthen the local economy as a cyclists' destination, which is lucrative.

CHALLENGES

- While the community overall desires the protection of open space, open space has become a contentious and polarizing issue.
- The good of the community overall needs to rise above any special interests.
- Limited funding for a laundry list of Borough needs requires prioritization that may not be popular, but necessary.
- The Borough's size and limited resources require partnerships and help in dealing with large contentious issues, such as Broomall's Lake Dam and the conservation of the largest remaining property in the Borough.



WHERE WE ARE HEADED

VALUES

Everybody's Hometown - Increase the awareness of the importance of diversity, equity, and inclusion and be the catalyst for Media to be known as a welcoming and supportive community for all.

Green First – Advance practices that improve environmental quality, address climate change, and reduce development impacts on natural resources. Projects and policies prioritize green/blue infrastructure, green energy, green transportation, and stewardship.

Community Character and Sense of Place – Conserve and celebrate Media as a unique and special community in relation to its ecological, social, economic, cultural, aesthetic, and historical aspects.

Health and Fun – Use open space, parks, recreation, and safe bicycle routes to advance the health and wellness of citizens of all ages and abilities.

Innovation – Promote innovation through changing times in our community by promoting people working together to develop and implement new ideas that create value to Media.

Fiscal Responsibility – Continue to be accountable to the citizens, businesses, and community-based organizations by balancing efficiency and flexibility with budgetary discipline, while seeking sustainable resources and practicing long-term planning, and the prudent use of debt.

VISION

By 2031, Media's open space, parks, recreation, and bicycle network will be our premier community asset. The open spaces and parks, connected with safe places to walk and bicycle, shape the character of our community, and serve as havens that are part of daily life. Our natural, cultural, and recreational resources foster health, fun, relaxation, fitness, and learning for all in building a strong sense of community. Our system will be sustainable, both environmentally and financially. Aware of the importance and benefits of open space, parks, and recreation, our residents will be proud and involved stewards and supporters of our exceptional open space, parks, recreation, and bicycle system.

MISSION

Our mission is to deliver significant value to the community of Media through the stewardship of open space and providing exceptional parks, recreation facilities, programs, and safe places to bicycle to people who live, work, and visit here.

5 PROJECT GOALS

1

PROTECT OUR OPEN SPACE

The top priority for this plan is to protect our open space to support vital natural resources like clean air and water as well as to safeguard the places that make life worth living. These include parks for recreation and plant and wildlife habitats.

2

CREATE A BICYCLE-FRIENDLY COMMUNITY

Making Media as bicycle friendly as it is walk friendly is important to the residents as well as to cycling visitors who enjoy our town and support our local businesses. With a walking score of 98, but a bicycle score of 27, safe places connect the residents to community destinations and the regional trail system beyond via safe bicycle routes as a community priority.

3

UPGRADE PARKS AND RECREATION FACILITIES

Park use in Media is high with 95% of survey respondents reporting that they use our parks. Park use ramped up during the COVID-19 pandemic. Proponents of park improvements advocated for inclusion of public art, signage, the addition of facilities such as gathering spaces, skate park, pickleball courts, and Youth Center upgrades on the grounds and in the building.

4

TAKE CARE OF WHAT WE HAVE AND FINANCING FOR OPTIMAL COMMUNITY BENEFIT

Maintaining our parks, recreation facilities, open spaces, and natural resources is an essential yet challenging Borough function. For every dollar spent on parkland acquisition and development, another four dollars is needed for maintenance over the lifetime of a park. Providing a sustainable ongoing source of funds for open space, parks, and bicycle trails will be critical to the success of conserving our green spaces, improving our parks, and connecting our community with safe bicycle routes.

5

FACILITATE RECREATION EXPERIENCES THAT ENRICH THE QUALITY OF LIFE FOR OUR COMMUNITY

Collaborating with the many community-based organizations that provide recreation programs and services is key to public service in Media. Recreation opportunities in which the residents are most interested include physical and mental fitness improvement programs, special events and family programs, and environmental education.



1



PROTECT OUR OPEN SPACE



1 IMPORTANCE OF OPEN SPACE

OVERVIEW

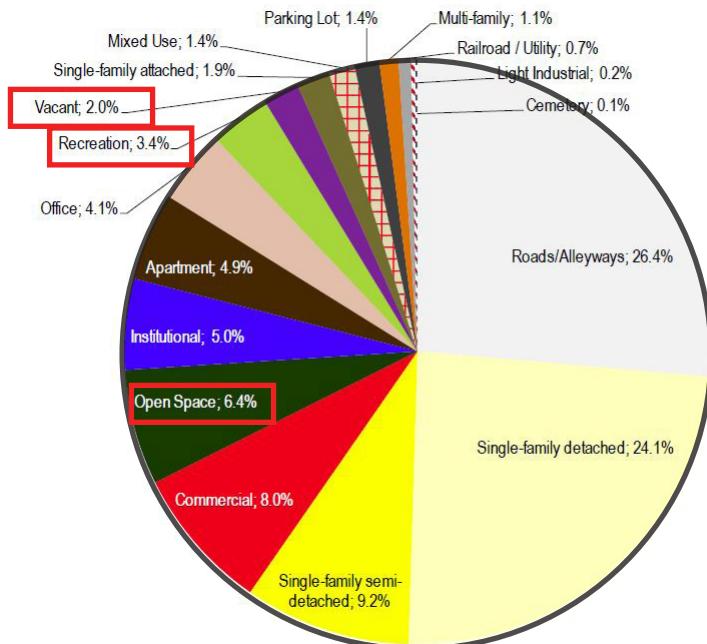
Media is a compact Borough totaling 3/4 of a square mile in size. About 89.5% of the Borough is developed and 5.5% of the Borough's land is in parks. The remaining 5% of the Borough's land is in unprotected open space. This 5% contains nine sites with a total of about 23 acres. Broomall Lake Country Club makes up 13.7 acres of the remaining open space, while other unprotected open space totals 9.3 acres. Unprotected open space in Media is dwindling and quickly being bought up by developers.

MEDIA BOROUGH EXISTING LAND USE

Land Use	Acreage	Percent
Roads/Alleyways	128.33	26.4%
Single-family detached	117.26	24.1%
Single-family semi-detached	44.61	9.2%
Commercial	38.72	8.0%
Open Space	30.98	6.4%
Institutional	24.37	5.0%
Apartment	23.70	4.9%
Office	19.74	4.1%
Recreation	16.31	3.4%
Vacant	9.65	2.0%
Single-family attached	9.01	1.9%
Mixed Use	6.96	1.4%
Parking Lot	6.67	1.4%
Multi-family	5.11	1.1%
Railroad / Utility	3.35	0.7%
Light Industrial	1.08	0.2%
Cemetery	0.57	0.1%
Total Acres	486.40	

Source: DVRPC and DCPD, based on DVRPC 2005 land use data.

Figure 2: Media Borough Existing Land Use



Land use table and pie chart are from the 2015 Media Borough Comprehensive Plan

WHY THIS IS IMPORTANT

Open space and parks are known to improve the quality of life as evident during the recent global health pandemic. Benefits of conservation and environmental stewardship are many, including:

- Providing carbon-reducing landscapes that cleanse air and water, replenish aquifers, reduce stormwater runoff, and protect wildlife habitat
- Offering the public access to safe, affordable, and healthy ways to experience and appreciate nature
- Contributing significantly to the economic well-being of the area through energy and resource conservation, and providing many financial benefits to communities derived from outdoor recreation

Media is at a critical juncture. The Borough is nearly fully developed. Land values are escalating significantly and rapidly. Developers are pursuing every opportunity to secure land for new housing, mostly multifamily. Little time remains to secure any remaining open space. However, the Borough is small with limited resources and many demands for expansive projects.

1 IMPORTANCE OF OPEN SPACE

Balancing the urgency and expense of open space conservation with competing Borough needs is a challenge that cannot be overstated. The good news is that the public heavily supports open space conservation. The majority of the 796 respondents to the public opinion survey expressed a willingness to pay more to support open space, parks, recreation, and bicycle routes. Partnerships with other organizations are already in place with such entities as Delaware County government and the Rose Tree-Media School District. Both organizations have a stake in open space and parks in Media: Delaware County with Glen Providence Park and the Third Street Dam situation and Rose Tree-Media School District as the owner of one of Media's largest parks, Barrall Field, and the Elementary School Playground. These partnerships could be further tapped for assistance in expanding open space as well as improving parks and recreation opportunities in Media near or in their properties.

Managing and protecting open space, providing opportunities for people to connect with nature, and educating communities about conservation are exceedingly important. Open space conservation, parks, and recreation can help Media Borough to establish a climate resilient community through water management, green infrastructure, and sustainability. Since most open space in Media is private, fostering sustainability through partnerships, public engagement, and by influencing the behavior of the general public is critically important. As we learn valuable lessons over time on how to sustainability manage the facilities and resources that make our parks, recreation, open space, and trails system special, we look forward to implementing this Plan Update to care for our parks, open spaces, and trails far into the future.

Table 5: Parkland as a Percentage of City Area Examples

Density	Examples: City with Percentage of Parkland	Range of Percentage	Median Percentage of City in Parkland
High-Density Cities	Washington, D.C. 21.9%	21.9% - 1.5%	12.1%
	Philadelphia 13.1%		
	Newark 6%		
Medium-High Density Cities	St. Paul 15.2%	33% - 3%	8.9%
	Pittsburgh 10.4%		
	Buffalo 7.6%		
Medium-Low Density Cities	San Diego 23.6%	48.6% - 2.5%	7.9%
	Columbus 11.4%		
	Baton Rouge 2.6%		
Low-Density Cities	New Orleans 25.7%	26.2% - 2.5%*	8.1%
	Virginia Beach 15.6%		
	Lubbock 2.9%		
Range of All Cities		Fremont, CA 48.6% - Hialeah, FL 1.5%	
Median ALL CITIES			9.3%
Media Borough			5.5%

STRENGTHS

- Council has open space, parks, recreation, and trails as a priority as evident by undertaking this plan.
- The residents view open space as their top priority as indicated in the community survey, interviews, focus groups, public meetings, and the Plan Advisory Committee.
- Keep Media Green is an active environmental 501-c-3 private nonprofit organization devoted to open space conservation in Media.
- Several important opportunities for open space conservation exist in the Borough.
- Expert management of Borough finances over the years has placed the Borough in a positive fiscal position.

WEAKNESSES

- While there is community consensus on the importance of the preservation of open space in Media, the topic has become contentious and polarizing regarding decisions made about open space.
- Little open space remains in the Borough.
- Funding for open space is limited and must be balanced with other Borough needs and projects.
- The urgency of open space conservation due to limited time remaining.

OPPORTUNITIES

- Capital for open space acquisition does not have to be provided solely by Media Borough. With this plan, the Borough is in a much better position to acquire grant funding to supplement its investment in acquisition activities. Partnerships with agencies such as PA Departments of Conservation & Natural Resources (DCNR), PA Department of Community and Economic Development (DCED), Delaware County with its new Green Ways program, along with emerging federal funds for infrastructure and recovery offer ways to leverage municipal funds.
- Partnerships with Delaware County and the Rose Tree-Media School District could be optimized regarding assistance in related open space areas.
- Funding sources could be established, such as dedicated funding from the property tax, or a percentage added to the EIT. Currently three municipalities in Delaware County have dedicated funding sources for open space: Concord and Chadds Ford Townships through millage from the property tax, and Radnor Township from 0.25% of the EIT. Concord, Middletown, and Upper Providence Townships have bond issues of \$6 million to \$8 million. PA allows 0.5% additional from the EIT for open space and half of that can be used for maintenance.
- The Borough could adopt an Official Map in implementing the chief zoning recommendation of the Media Borough Comprehensive Plan.

CHALLENGES

- Balancing open space with other priorities is complex. Deciding what borough projects get the funding is a challenge
- Exploring the addition of an open space tax onto the EIT requires a referendum. This requires a whole process to garner voter support, which takes time and committed volunteers.
- The Borough is under court order regarding the Third Street Dam. Resolution of this could be possible in partnership with Delaware County to advance open space conservation in Media.

1 MUNICIPAL TOOLS

PROTECTING OPEN SPACE, PARKS AND NATURAL AREAS

Municipalities can provide varying levels of land and resource preservation through their local programs, policies, and ordinances. The Media Comprehensive Plan provided recommendations for protecting open space, parks, and natural areas. This included a recommendation to "Adopt an official map and designate areas for civic space, open space, vest-pocket parks or playgrounds." This Open Space, Parks, Recreation and Bicycle Routes Plan identified the re mining open space and priorities for conservation, recreation, and connections for safe travel via bicycle routes. An official map could depict these priorities after careful discussion about the merits of creating an official map.

A municipality may express an interest in acquiring specific land (or easements thereon) for trails, streets, parks, open space networks and other public purposes by establishing an "official map" that "reserves" this land.

By reserving the land, the municipality expresses its intent to acquire that specific land at some future date. This expression of intent does not affect existing property ownership; landowners still own and control their land. However, the owners are constrained in building on, subdividing or otherwise developing the reserved land until (1) they receive a special encroachment permit or (2) they provide written notice of intent to develop and then allow the municipality up to a year to acquire the land from them.

The municipality and landowner may negotiate the sale of the reserved land or an easement, or they may agree to an alternative approach that will still meet the public need. If negotiations fail, the municipality may use its powers of Eminent Domain to take the land for public use. Although counties and municipalities rarely exercise these powers, Delaware County has recently used Eminent Domain for open space and recreation. If the municipality does not acquire the land within a year of the notice, the reservation lapses and the owner is free to build or subdivide following the normal regulatory process.

Benefits of Adopting an Official Map¹

In developing an official map, the Borough would effectively be prioritizing its acquisition needs, enabling it to focus its resources on properties that are most important to the community. An official map for the Borough of Media is likely to:

- Increases the prospect that key conservation resources will be protected by enabling the Borough to reserve land for future parks, trails, greenways, and other recreational and conservation purposes without having to immediately commit to purchasing the land or easements
- Help focus limited financial resources on projects that meet and advance community goals.
- Facilitate improvements such as connecting and improving the local street network, intersection improvements, protecting important natural areas, and providing more green space, recreation facilities, trails, and sidewalks.
- Save time and money by informing property owners and developers of municipal goals and intentions in advance of development plans being made.
- Provide an effective negotiation tool to ensure that development is compatible with and supportive of public goals.

The official map addresses public land and easement acquisition needs that generally can't be dealt with solely through zoning and subdivision and land development ordinances. The official map gives municipalities a competitive advantage in securing grants. Official maps are commonly backed by a funding mechanism whereby a municipality has the financial wherewithal to support its map designations when the time comes.

A potential obstacle to official map adoption is that landowners, developers, and others may have strong concerns that the municipality will use condemnation powers to acquire land reserved on the official map. Given the recent use of Eminent Domain in Delaware County, this can emerge as an issue.

¹ We Conserve PA. (2021). <https://conservationtools.org/guides/60-official-map>

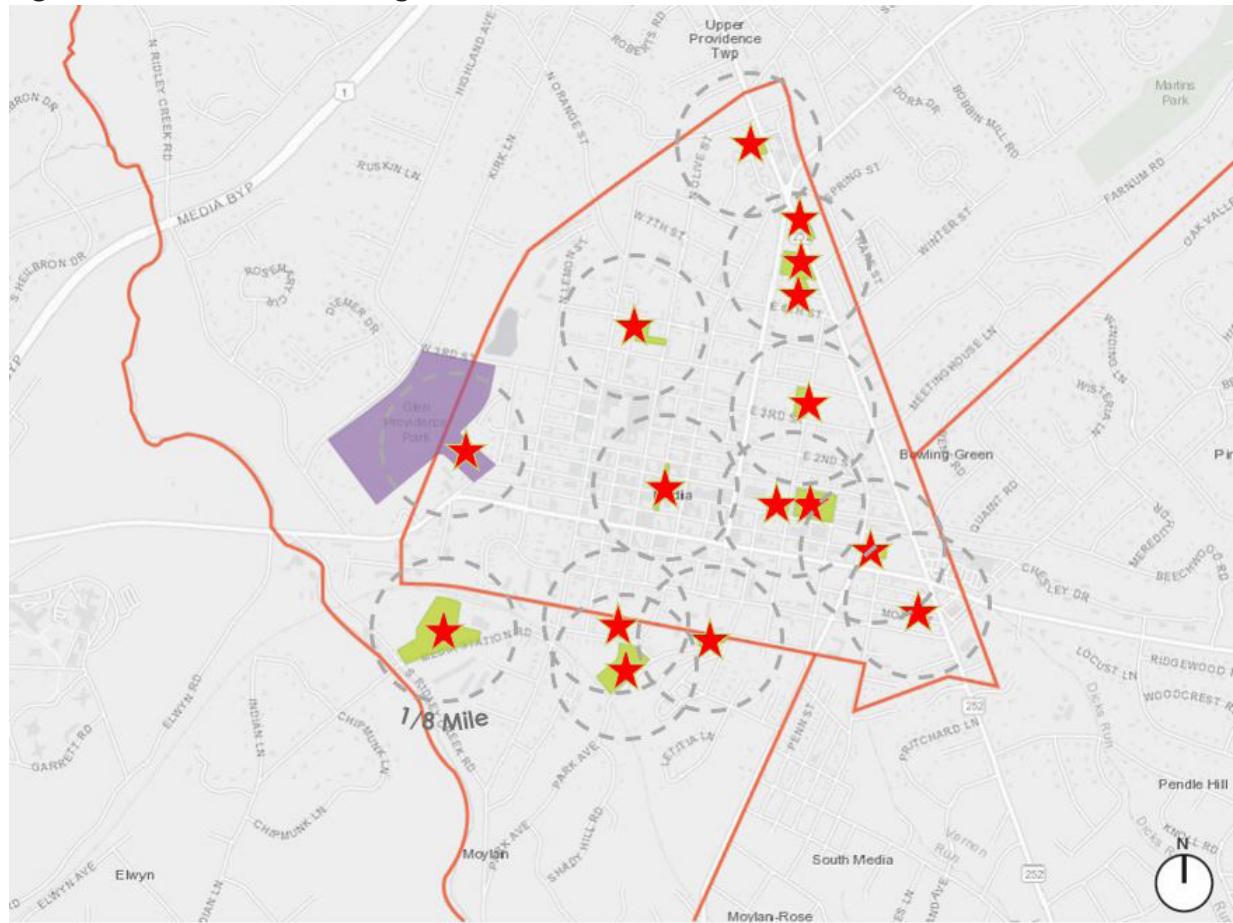
Access October 1, 2021.

1 RECOMMENDATIONS

PROTECT AS MUCH OF THE REMAINING OPEN SPACE AS POSSIBLE

- a. Work with Delaware County on resolving the Third Street Dam issue with the goal of opening Third Street with a bridge and conserving important natural areas now in private ownership to add to Glen Providence Park.
- b. Target the largest parcels of vulnerable open space to acquire in sync with the determination of the amount of investment for which the Borough can assume responsible debt and obtain grant funds. Recognize that this requires working with willing land owners and developing good relationships with them, recognizing the time urgency of securing remaining open space under current development pressure, and balancing the investment with all other Borough needs.
- c. Determine the amount of money that the Borough can responsibly provide for open space conservation. Based on this amount of money, prioritize the largest and most significant properties for acquisition. Due to time urgency and development pressure, funding for open space should be the priority at this time.
- d. Continue the tree canopy and tree planting in the Borough.
- e. Create and adopt an Official Map. This would carry out a major recommendation in the Borough's Comprehensive Plan.

Figure 3: Five Minute Walking Circles



5 minute walking circles around all of the parks within Media

2

CREATE A BICYCLE-FRIENDLY COMMUNITY



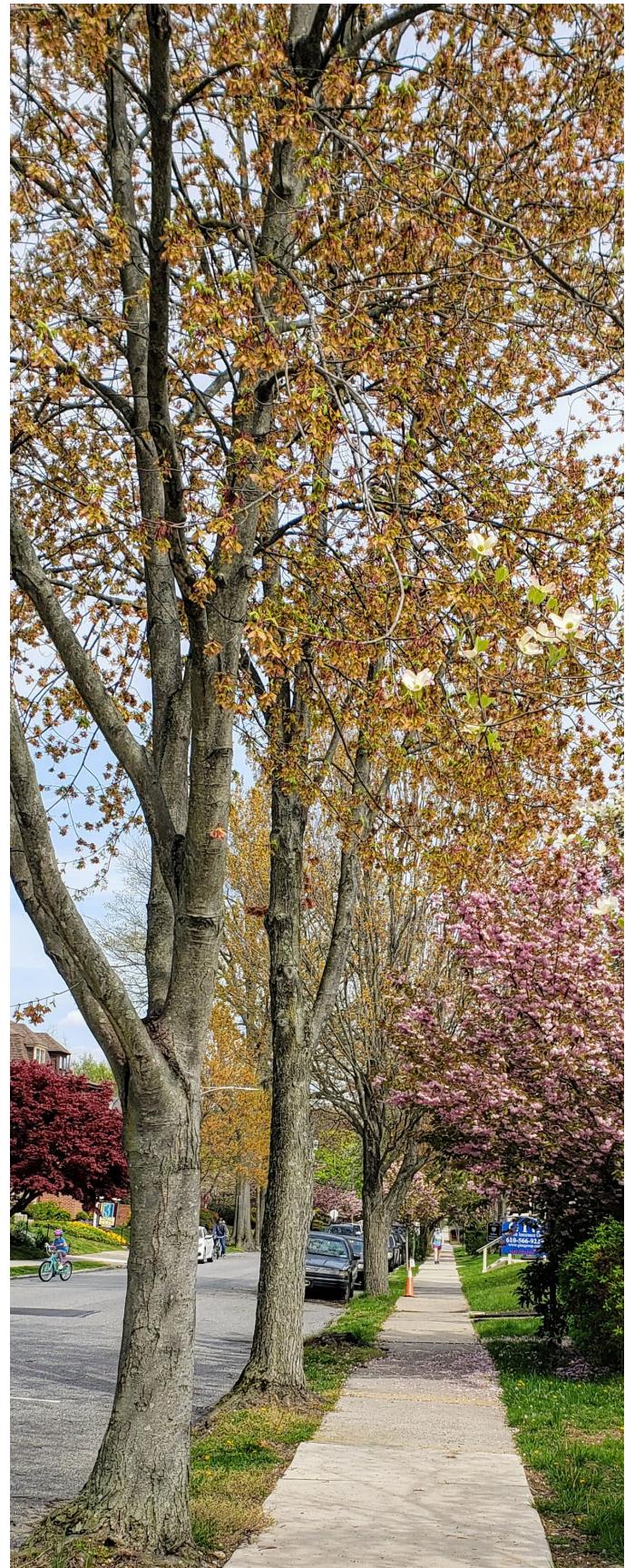
2 PROGRESSIVE BICYCLE PLANNING

OVERVIEW

With the exception of Baltimore Avenue and Providence Road, Media Borough has a neatly gridded street network of low volume, low speed neighborhood streets that are well suited for short distance bicycle trips. While Media does not have an extensive trail network established within the Borough, the Borough has undertaken several studies related to safe cycling that have resulted in both implemented and planned facilities. The existing bike sharrows network within Media helps to direct people riding bicycles through the Borough. The recent installations of bicycle parking have also helped to encourage bicycle travel.

A connected bicycle route network within the Borough would help residents to get around the community safely as well as to access regional trail connections and destinations beyond the Borough. Media is located within proximity to Smedley County Park and Ridley Creek State Park, which are both cycling destinations, especially for teens and young adults too young to drive. Being in the middle of these parks positions Media to serve as a bicycle destination and connection point between the trail systems already in place in the surrounding parks. Connections to the regional trail system beyond are important so that residents can access "The Circuit," Southeastern Pennsylvania's vast regional network of hundreds of miles of multiuse trails that is growing each year. The Circuit connects local communities, including Media, providing endless opportunities for recreating and commuting.

While the priority in this plan is to focus primarily on making the Borough safe for residents to bicycle, consideration should also be given to the role that cycling plays in economic development. Bicycle trail research has shown that trails are economic engines that spur the local economy and help local businesses. With Delaware County's emphasis on developing a countywide network of bicycle routes, Media can play an important role as a Trail Town. Trail Towns are communities adjacent to public trails that choose to embrace them as an opportunity for economic growth and improved quality of life. Trail Towns use an integrated and asset-based, economic development approach that considers existing resources, the community's character and local businesses to develop a memorable and inviting trail experience for users including residents and out-of-town visitors alike.



2 PROGRESSIVE BICYCLE PLANNING

BOROUGH AND COUNTY PLANS THAT ADDRESS BICYCLING

The 2015 Media Borough Comprehensive Plan introduced conceptual bike routes and connections for the Borough, including both on-road and off-road facilities. The 2016 Media Borough Bike Facility Implementation Plan further investigated the conceptual bike routes of the Comprehensive Plan that led to the implementation of the shared-lane (sharrow) bicycle network. The 2016 Bike Plan also identified future trail connections and bike lanes that would provide enhanced bicycle connections to the surrounding areas. Except for the sharrow network, most of the recommendations from the plan are yet to be implemented. Many of the roads within Media are too narrow to fit dedicated bicycle facilities but are well suited for traffic calming and bicycle-friendly design elements.

In 2020, Delaware County conducted a trail feasibility study for the Media-Smedley Connector Trail, resulting in the recommendation to construct a three-mile trail to provide a much-needed, east-west connection through the center of Delaware County. The Media-Smedley Connector is proposed to run directly through Media, using a combination of on-road and off-road bicycle facilities. The connector will run along East 2nd Street and Front Street, connecting to East Baltimore Pike to the west and Surrey Road to the east.



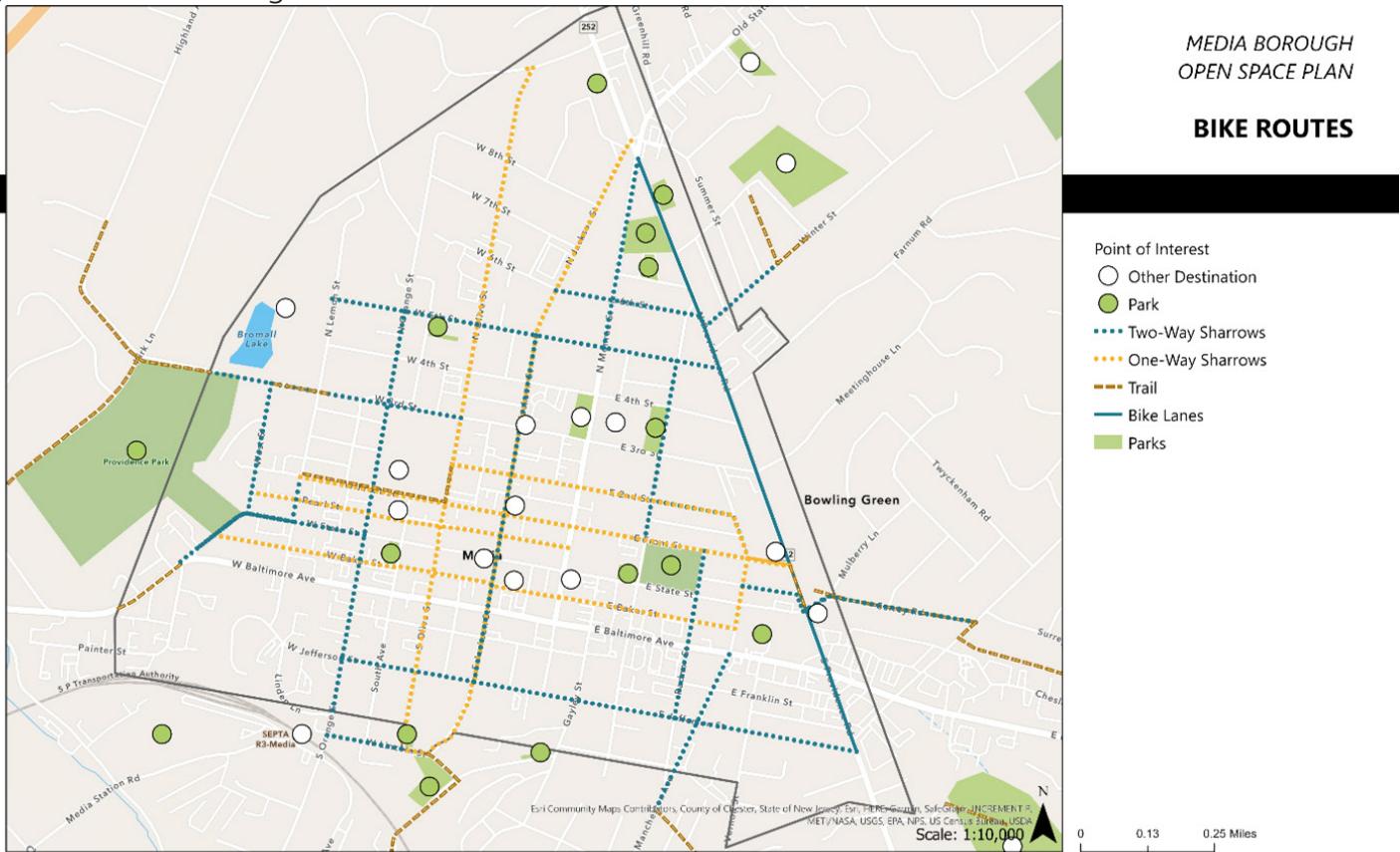
WHY IS THIS IMPORTANT

Replacing motor vehicle trips with bicycle trips has many benefits for a community and its residents. This includes reducing traffic congestion, reducing downtown parking demand, increasing quality of life and health, and lowering carbon emissions. Bicycling has become part of daily life for many residents within Media. Exercise, recreation, shopping, and social outings were among the most cited reasons for people biking in Media, according to the 2015 survey from the 2016 Media Borough Bike Facility Implementation Plan.

Nearly all of Media's parks and open spaces are located adjacent to or within close proximity to the existing sharrow network. This means that these destinations are within reach by bicycle to many residents of Media. The lack of dedicated bicycle facilities has, however, presented an obstacle for biking as has the lack of bike parking and deficient bicycle connections to nearby regional trails and bicycle routes. People often bike within the streets of Media, sharing lanes with motor vehicles. While this situation is comfortable for advanced cyclists, it is not always comfortable for less experienced riders or young children. Providing dedicated bicycle facilities and enhanced bicycle-friendly streets will provide more comfortable and inclusive infrastructure that will encourage more people to travel by bicycle to reach destinations around Media.

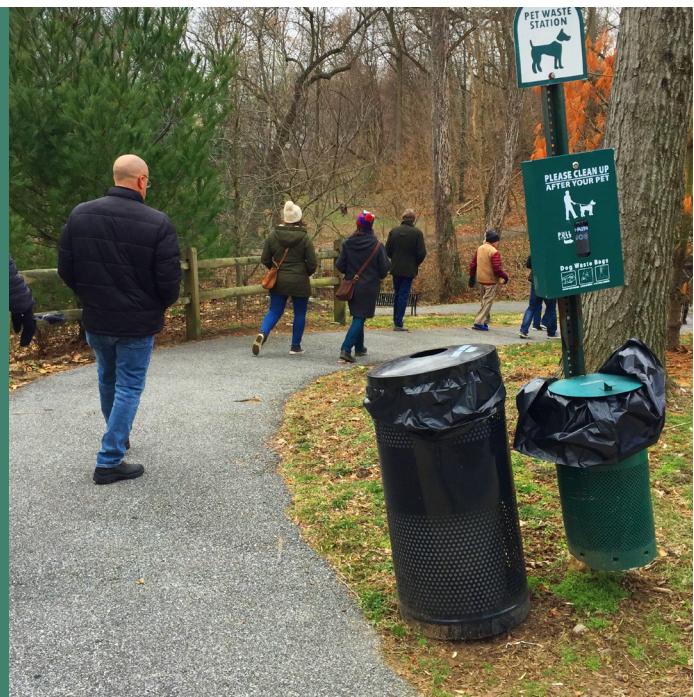
2 PROGRESSIVE BICYCLE PLANNING

Figure 4: Media Borough Bike Routes



CLIMATE CHANGE

It is becoming more important than ever to find transportation alternatives that reduce the number of trips made by motor vehicles. The use of fossil fuels to power transportation is a significant contributor to greenhouse gas emissions, which in turn contributes to increasing temperatures and other extreme weather events that are associated with climate change. One way to begin to reduce greenhouse gases and CO₂ emissions is to replace short-distance, (three miles or less) gas-powered vehicle trips with other forms of people-powered transportation, such as walking or biking. The most impactful way a community can promote more trips made by foot and bicycle is to prioritize investments in comfortable and accessible infrastructure.



STRENGTHS

- Well-connected street grid network.
- Dense and walkable community.
- Established bicycle sharrows network.
- Nearly all of Media's parks and open spaces are located adjacent to or within proximity to the existing sharrows network.
- Located within proximity to regional trails.

WEAKNESSES

- High on-street parking demand.
- Narrow streets, limited space for separated bike facilities and pathways.
- Few bike racks, existing bike racks are underutilized.
- Infrequent coordination between local governments and departments.

OPPORTUNITIES

- Increasing residential interest in active transportation and bicycle travel.
- Many streets are well suited for traffic calming and bicycle-friendly design modifications.
- Well positioned as a "Trail Town Destination," particularly with implementation of the Media-Smedley Connector Trail.
- Delaware County is committed to funding bicycle and pedestrian planning and expanding infrastructure.
- State and federal funding programs available for bicycle and pedestrian projects. (Federal funding programs: CMAQ Congestion Mitigation and Air Quality Improvement Program, Surface Transportation Block Grant Program. State funding programs: Transportation Alternatives Set-Aside of the Surface Transportation Block Grant Program, Community Development Block Grants, Commonwealth Financing Authority Multimodal Transportation Fund, Department of Conservation and Natural Resources Grants.)
- Recently established Delco Trails Alliance Focus Group has begun intergovernmental/public coordination focused on the development of trails and active transportation projects in the region.

CHALLENGES

- Competing modal needs. For example, vehicular level of service is often prioritized over active transportation comfort, therefore sidewalks are narrowed or bike lanes eliminated to accommodate vehicular turning lanes.
- Long-term maintenance of infrastructure.
- Competing project-funding priorities.

The existing sharrows on Media's streets are worn and faded and in need of updating. Many of the sharrows are inappropriately placed within the roadway often too close to parked vehicles. Media should prioritize the replacement of these painted sharrows with new thermoplastic sharrows placed to better position bicycle riders more appropriately within the street and away from parked vehicles and the dooring zone. (The area in which a person on a bike is potentially exposed to being struck by an opening car door.)

Media Borough has limited space within many streets and adding dedicated bike facilities is not always practical without the loss of high-demand on-street parking or turn lanes. Many of the Borough streets however are well suited to traffic calming as illustrated in the 2020 Media Traffic Calming Plan. The addition of bike-friendly street design elements in addition to traffic-calming features along the streets will slow motor vehicles and simultaneously enhance bicycle level of comfort. These types of roadway design treatments are often referred to as neighborhood greenway or bicycle boulevards.

The existing shared lane bicycle network should be examined for neighborhood greenway bike-friendly design elements to increase bicycle level of comfort and calm traffic. Busy intersections, areas that have experienced speeding, and critical connection points should be prioritized. Treatments including bicycle forward stop bars, curb extensions, mini traffic circles, bike boxes, and speed cushions are just a few of the neighborhood greenway treatments that could be considered. Temporary installations using paint and flexible delineators could be used to test out treatments before final construction.

Neighborhood greenways could be advanced simultaneously with a coordinated update to the 2016 Media Borough Bike Facility Implementation Plan. Implementing neighborhood greenways should be a holistic project that examines all of Media's streets to identify the most appropriate and impactful projects. This should include an engaging public input process to allow Media residents to help direct and prioritize future investments for the Borough's bicycle network.

Sharrow within dooring zone (Orange Street)



Sharrow too close to parked vehicles
(Front Street near Barrall Community Park)



Proper Sharrow Placement



Credit: NACTO

Media Borough should work with Delaware County to advance the Media-Smedley Connector Trail, ensuring the project moves forward and provides an asset to not only trail users but also to the residents within the Borough. It will be important to identify how the trail will connect through Media and mesh with the overall bicycle network so that it is not a disjointed facility.

The Media-Smedley Connector Trail is proposed to include 11 total segments, four of those segments are entirely within Media, with two other sections connecting in Media but spanning outside the Borough. Media Borough should work proactively with Delaware County and the surrounding

municipalities to advance not only the segments within Media, but also the segments outside of the Borough. It will be important that the segments within Media are not only designed with trail users in mind but also with Media residents in mind, as the Connector will go directly through the heart of Media and overlap with many of the exiting bike routes in the Borough. Any on-or off-road facilities should be interconnected to the surrounding bike routes ensuring smooth transitions to other bicycle facilities and connecting roadways.

One area that should be particularly investigated is Providence Road. This road has long been planned to have bike lanes striped but has yet to come to fruition. If the Media-Smedley Connector Trail is advanced, it will be critical to ensure that the trail and the future bike lanes of Providence Road have comfortable and safe transitions for bicycle riders. This could include intersection treatments such as bike boxes in addition to improved crosswalks and curb extensions.

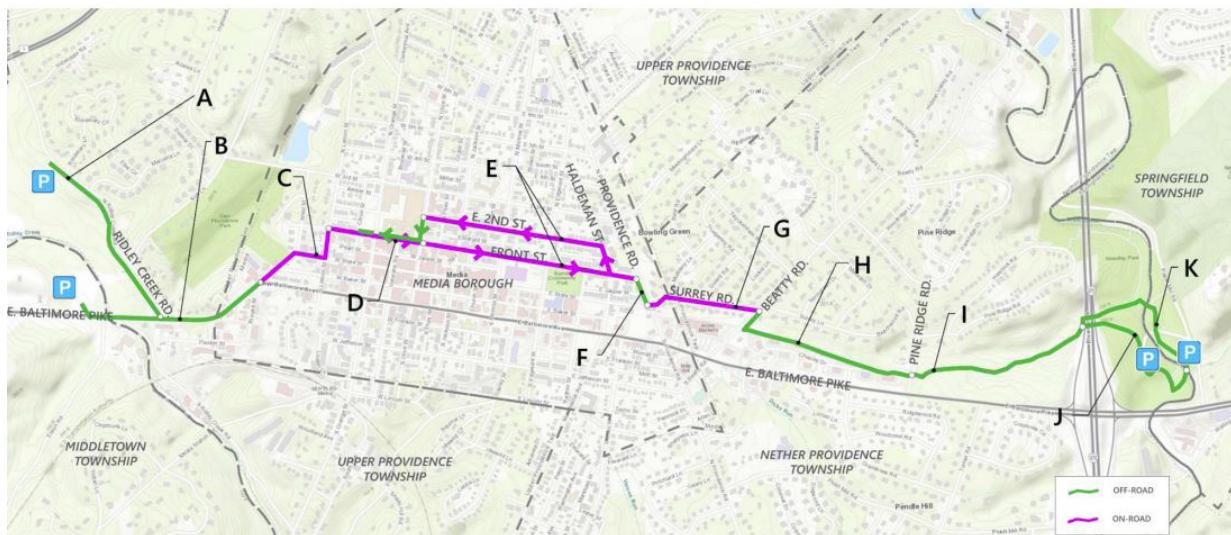
Figure 5: Recommended Bicycle Route Segments

Overall Recommended Trail Segments:

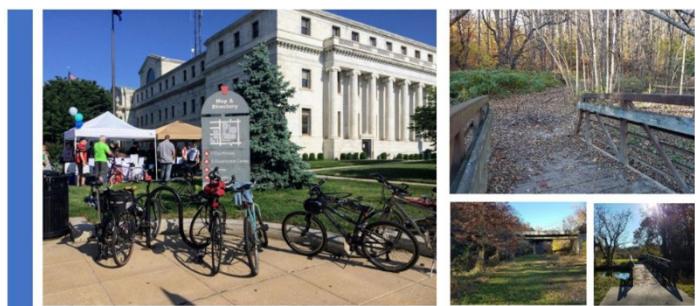
- A. Ridley Creek Road-Parallel Trail in Scott Park (2038', 0.39 mi.)
- B. Baltimore Avenue Sidepath (2200', 0.42 mi.)
- C. State Street & Lemon Street (1303', 0.25 mi.)
- D. Front Street & Olive Street (1399', 0.26 mi.)
- E. Second Street & Front Street (5188', 0.98 mi.)

- F. Providence Road Sidepath (352', 0.07 mi.)
- G. Surrey Road & Mulberry Lane (1298', 0.25 mi.)
- H. Chesley Trail & Beatty Road Sidepath (2382', 0.45 mi.)
- I. Smedley Park Pine Ridge Multi-Use Trail (2212', 0.42 mi.)
- J. Smedley Park Multi-use Loop - South Side (1985', 0.38 mi.)
- K. Smedley Park Multi-use Loop - North Side (1817', 0.34 mi.)

Map 4-1: Recommended Route Segments Overall Key Map



From Media-Smedley Connector Trail Feasibility Study



MEDIA-SMEDLEY CONNECTOR TRAIL FEASIBILITY STUDY

DELAWARE COUNTY PLANNING DEPARTMENT

2020

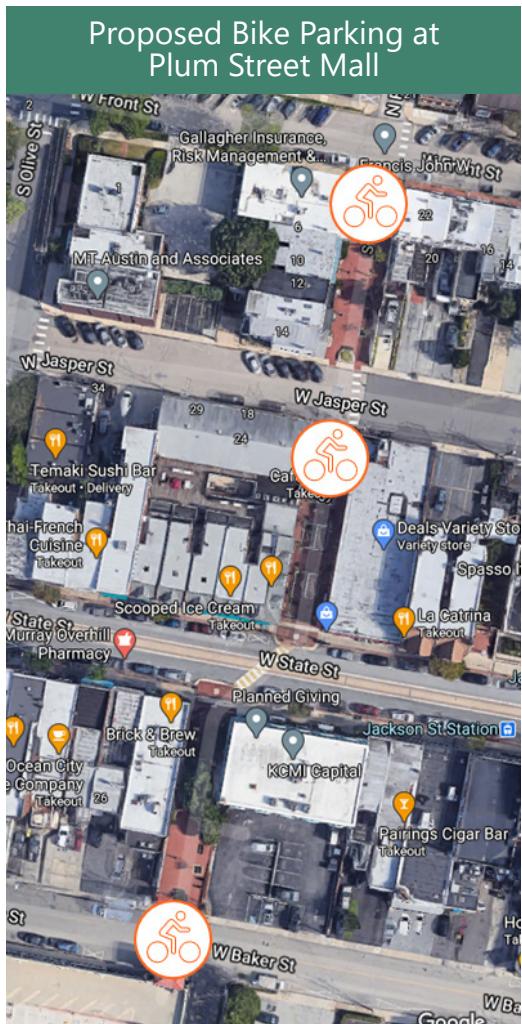
2 EXPANDING BICYCLE PARKING

Bicycle parking should be investigated around the Borough. The most used bicycle parking is the bright red bike rack on State Street. The other bicycle parking facilities are traditional black staple racks. While these racks are functional, they do not stand out in the streetscape and are therefore underutilized. These racks could be repainted a brighter color to be made more visible or possibly even to better match the overall branding of Media. Signing could also help to encourage more frequent use of the bicycle racks. Bicycle parking could be incorporated into overall wayfinding within Media and be listed as a destination point on wayfinding signs to help better direct people on bikes to the bicycle parking.

New bicycle parking should also be considered at destinations around the Borough, including the Plum Street Mall. Bike parking should be placed at the ends of the mall away from State Street. This would encourage people to park their bikes then walk through Plum Street Mall to access other destinations on State Street or Jasper Street by foot.

Bicycle Parking Guidelines:

- Bicycle parking should be placed in well-lit areas in full view of the sidewalk and pedestrian pathways. Bicycle parking should be within 50 feet of major destinations and bus stops.
- It is important to provide a clear zone around bicycle parking to avoid impeding traffic, transit vehicle loading, and pedestrians within the pedestrian-access route. If multiple racks are installed, they should be at least three feet apart to allow convenient and organized access.



Bike Parking on State Street



3



UPGRADE PARKS AND RECREATION FACILITIES



3 PARKS AND RECREATION SYSTEM

OVERVIEW

Within Media Borough's approximately three-quarters of a square mile there are 12 parks totaling approximately 54.5 acres. Eight of the 12 parks are owned by Media with acreage totaling 11 acres. The Media parks range in size from less than an acre to the largest park at 3.6 acres. Glen Providence County Park, the largest park in Media, is owned by Delaware County.



Table 6: Borough of Media Parks

PARK	ACREAGE	NOTES
Media Owned		
5th and Broomall St. Park	0.4	
Youth Center/ Water Tower	2.2	Land owned by Media, and is leased by Youth Center
Manchester Park	0.2	
Dimond Park	0.3	
Phillip Green Park	0.5	
Media Municipal Center	3.2	
Houtman Park	3.6	
Total	10.4	
Not Owned by Media		
Glen Providence County Park	33	Owned by DELCO
DELCO Courthouse	6.8	Owned by DELCO
Sandy Bank Burial Ground	0.5	
Media Elementary Playground	0.7	Owned and maintained by school district
Jaisohn Park	0.6	
Barrall Community Park	2.5	Owned by school district and maintained by media
Total	44.1	
Total Park Acreage In Media	54.5	

WHY IS THIS IMPORTANT

It was clear during plan development that in the Borough of Media, residents want to see their town, its ecology, and its arts thrive. Many Media residents do not have yards and even those that do look to parks to escape, play, meet with friends, exercise, and enjoy nature. But it is more than wants and desires that drive the need for an excellent park and open space system. It is a public health imperative.

Studies show that access to parks improves public health. The University of Pennsylvania Center for Public Health Initiative is so convinced by the data, they have launched a program called NatureRX that supports their students, staff and faculty to get their "nature fix." Time in nature reduces stress and anxiety, increases energy, and delivers protective, restorative time. With limited open space remaining in Media, it is important to optimize the parks and recreation system to foster healthy ecology, and provide excellent recreation opportunities, and the necessary facilities to support events.

3 HEAT ISLAND EFFECT IN MEDIA

Figure 6: Heat Island Effect



EXPLANATION OF HEAT ISLAND EFFECT

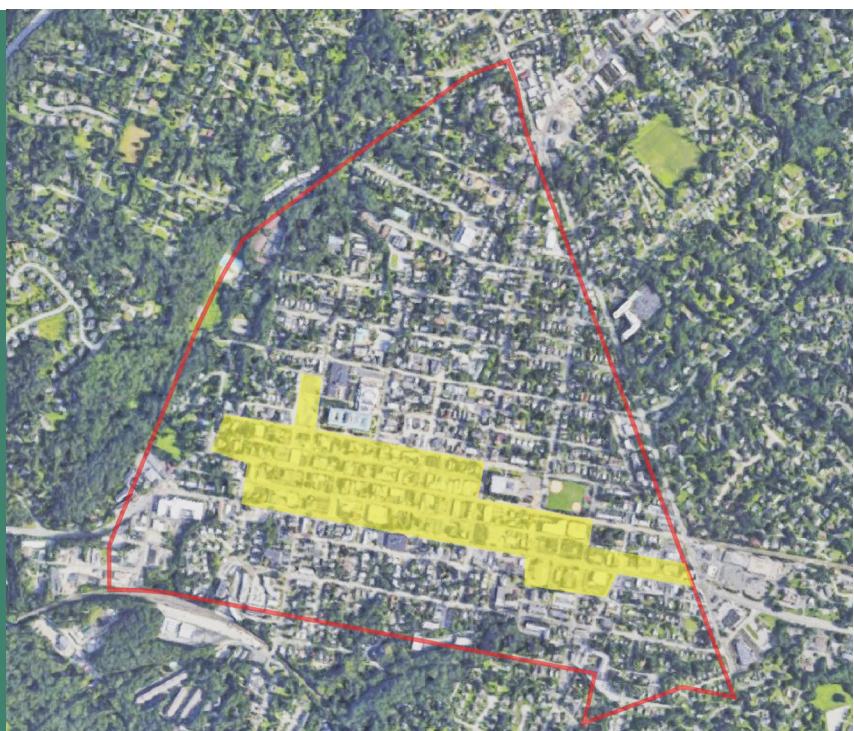
Every city in the world is battling the heat island effect. Urbanized areas with hard, built surfaces absorb, reemit and often amplify the sun's heat, causing these areas to be higher in temperature compared to the vegetated areas. Use the link below to learn about heat island effect:

<https://www.epa.gov/heatislands/learn-about-heat-islands>

MEDIA'S URBAN TREE CANOPY

The heat island effect is most prevalent in downtown Media, shown in yellow on the right. This area contains the most hardscape and the least green space and permeable surfaces. There are street trees here, but many are in poor health, some are considered invasive, and some trees have died in the past 10 years. More trees and green space in this area of town would have a big impact on Media's ecology, providing habitat while cooling the hottest park of town. Use the link below to see the tree health survey done by Media's Shade Tree Commission:

[Tree Health Survey](#)



3 FACILITIES CHART

As the chart below shows, today Media Borough provides a variety of recreation facilities, most notably sports fields and playgrounds. Residents and the plan advisory committee noted that there are facilities missing in Media. Some Media residents travel to nearby towns to fulfill their recreation needs. For instance, a group of skateboard enthusiasts came together to advocate for a new skatepark located in Media proper. Skateboarders, old and young alike, attended a parks and open space public meeting to voice how much a skatepark in the Borough would benefit the town.

Table 7: Borough of Media Recreations Facilities by Park

Park	Acreage	Baseball Field	Basketball Court	Tennis Court	Playground	Pavilion	Concession Stand	Table Seating	Bench Seating	Notes
5th and Broomall St. Park	0.4									See master plan
Youth Center/ Water Tower	2.2		1					✓		
Manchester Park	0.2							✓		
Dimond Park	0.3						✓	✓		
Jaisohn Park*	0.6									
Phillip Green Park	0.5									
Media Municipal Center	3.2				Tot Lot		✓		✓	
Houtman Park	3.6							✓		
Glen Providence County Park*	33					✓	✓	✓		
DELCO Courthouse*	6.8							✓		
Sandy Bank Burial Ground	0.5									
Media Elementary Playground*	0.7	1			Ages 5+				✓	
Barrall Community Park*	2.5	2	2				✓		✓	

*Not owned by Borough of Media

Table 8: List of Needed Recreation Facilities and Possible Locations

Needed Facilities	Possible Locations
Pickle Ball	Barrall Community Park, Media Municipal Center
Dog Park	Glen Providence County Park, Barrall Community Park
Skate Park	Barrall Community Park (Edgemont St.), Youth Center
Community Garden	Youth Center, Manchester Park, DELCO Courthouse, Barrall Community Park (Edgemont St.)
Restrooms	Glen Providence County Park
Splash Pad	Youth Center, DELCO Courthouse, Barrall Community Park (Edgemont St.)

STRENGTHS

- Well-connected street grid network, Media has a walkability score of 98.
- Media offers multiple different park types, with different types of programming.
- All parks are within a 5-10 minute walking distance from every resident.
- Active community groups advocating for sustainability and the arts.
- Part of Glen Providence County Park (33 acres) is within the boundary of Media. While this park is not owned by Media, it is a major asset to the Borough of Media.
- Media, in most areas, feels green.

WEAKNESSES

- Lack of urban tree canopy, aging canopy, and failing tree health in some areas of town is causing an increase in the heat island effect
- Lack of robust street tree planting campaign
- Lack of seating in most of the parks
- Lack of integrated signage plan
- Look and feel of park designs do not always reflect the culture and history of Media
- Missing facilities, such as: splash pad, skate park, pickleball
- Hard to determine maintenance budget of parks as it's of the Public Works budget
- Many residents aren't aware of all of the parks in Media

OPPORTUNITIES

- Media residents are willing to financially support their parks
- Unprogrammed park space may offer opportunities for new programming or features
- Streets can be treated as linear parks adding a layer of richness to the town and park system
- Master plan the Boys and Girls club to deliver a more robust facility and site
- Increase or permanently close Edgemont Street between E. Front Street and E. State Street to connect Barrall Community Park and Media Elementary. The street can yield more programming space and/or an opportunity to add missing facilities like a skate park or splash pad
- Potential to partner with Delaware County, Philip Jaisohn Memorial Foundation, and neighboring towns to upgrade parks

CHALLENGES

- No long-term maintenance program or dedicated maintenance funding
- Funding for parks and facilities upgrades
- Prioritizing upgrades
- Limited amount of park space necessitates creative programming and careful facilities planning
- Land planning to create habitat corridors will require careful negotiation, and a long-term maintenance plan
- Engendering cooperation between parties with differing points of view

3 CONNECTING ECOSYSTEMS

HABITAT CONNECTIVITY

As land urbanizes, landscapes continue to become more and more fragmented. As landscapes lose connection, animals, insects, pollinators, and a bird's ability to travel, pollinate, seed disperse, and breed is limited. Gene exchange worsens because species don't travel outside of their small habitat patch to reproduce. This creates weaker species in an already competitive landscape rife with invasive plants and animals. Often with urbanization, streams are buried, suffer flood plain encroachment, or are otherwise impacted. The result is poor water quality, aquifer depletion, and flooding.

Creating new connections is vitally important to the strength of our ecosystems. Reconnecting corridors delivers large ecological benefits. Where that is not possible, a "stepping stone" method, linking habitats that are not too far apart, can deliver great returns by creating shorter distances of travel between habitats and places of refuge for different species.

Click the link below to learn more about habitat connectivity and fragmentation:

[More on Habitat Fragmentation](#)

BRINGING NATURE HOME

In-between a lot of Media's parks and open space are homes that have yard space. Creating a thriving native landscape that supports our pollinators, insects and birds in our own backyards is not only beneficial for combating climate change and the heat island effect, it is also a great way to make connections between fragmented landscapes. Media Borough should work with residents to enrich their parcels.

MEDIA HOMEOWNERS

Our survey shows that the members of Media are in large support of advocating for and protecting our ecosystem. Based on DVRPC 2005 land use data, 36.3% of the land in Media is occupied by homeowners with yard space. This creates great potential for influencing landowners to create ecosystems that support pollinators, birds, and insects in their own back yard.



3 FIRST-ORDER STREAMS

OVERVIEW

Headwater streams are the beginning of our stream system, thus they have a great impact on the health of the streams and rivers to which they contribute too. Historically, these streams were surrounded by forests, but urban development and invasive plants have crept in around our streams and headwaters causing a fall in the health of our stream system.



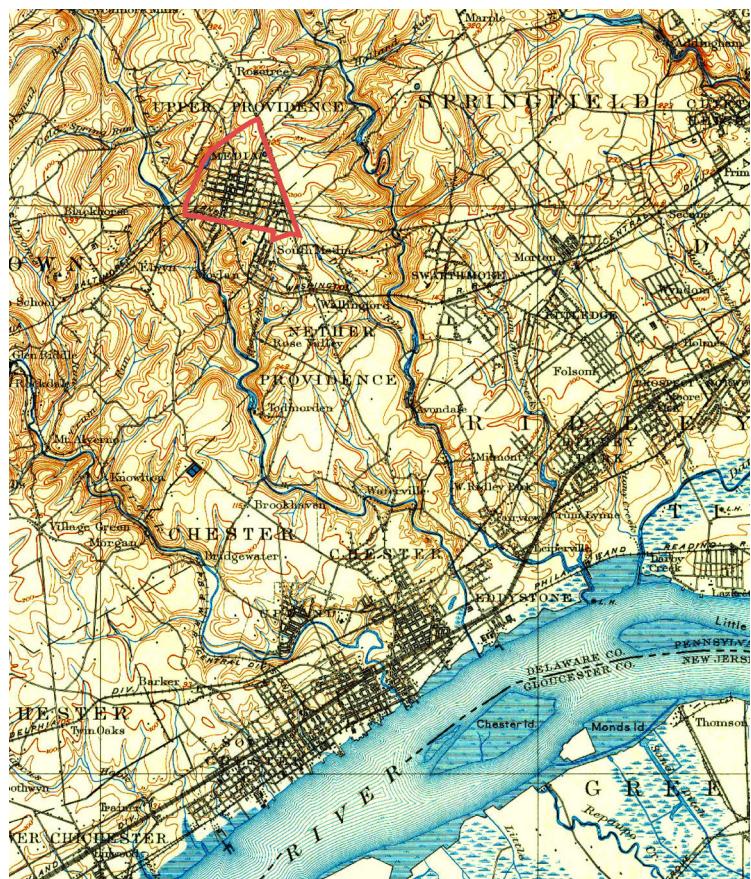
FIRST ORDER AND HEADWATER STREAMS

First order streams in healthy conditions are high in biodiversity, high in organic matter, and are home to many species of aquatic insects. These different aquatic species live in niche, small pockets of the stream depending on many factors. These small pockets of habitat change frequently over short distances, creating much biodiversity over short stretches of the stream. The health and biodiversity of these headwaters and first-order streams are vitally important to the health of the streams and rivers that follow.

Protecting Headwaters¹

Media is home to multiple headwater and first-order streams, all leading to the Ridley Creek watershed. The health of Media's headwaters and first-order streams directly affects the biota that exists in Ridley Creek, which then affects the biota in the Delaware River, and this continues all the way to the Atlantic Ocean.

Figure 7: 1894 Delaware County Topo Map



1894 topo map of Delaware County and surrounding area

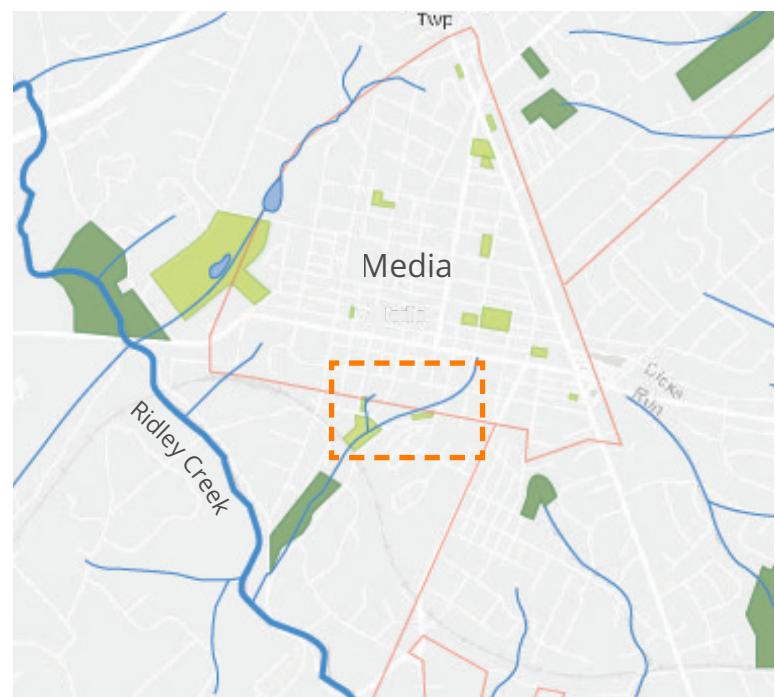
3 FIRST-ORDER STREAMS

CONNECTING THE CORRIDOR

There are two first order streams in South Media, shown to the right and below. These first order streams run through Philip Green Park, Jaisohn Park, an unnamed lot not owned by Media, and Houtman Park. These parks, and the area in-between them, have invasive species and the potential for degradation to their stream banks as our environment is quickly changing and we see a rise in stormwater and runoff.

We recommend:

- Maintain at least a 25 foot or more riparian buffer around the streams that flow through Jaisohn Park, Houtman Park, and Philip Green Park and the areas in-between where possible.
- Manage this area for invasives and plant with native riparian plantings.
- Acquire the unnamed lot, manage invasives, and plant native riparian plants.
- See park sheets for Philip Green Park, Houtman Park, and Jaisohn Park specific recommendations.



There are two first order streams in Media (shown in orange box). The health of these streams directly affects the health of Ridley Creek and all of the streams and rivers that follow.

Click the link below to see Pennsylvania's DCNR recommendations on native riparian plant selections, grant opportunities, and more on riparian buffer design:

[DCNR - Riparian Buffers](#)

Figure 8: First-Order Streams



Recommended area of protection around first order streams in South Media.

3 BRINGING NATURE HOME

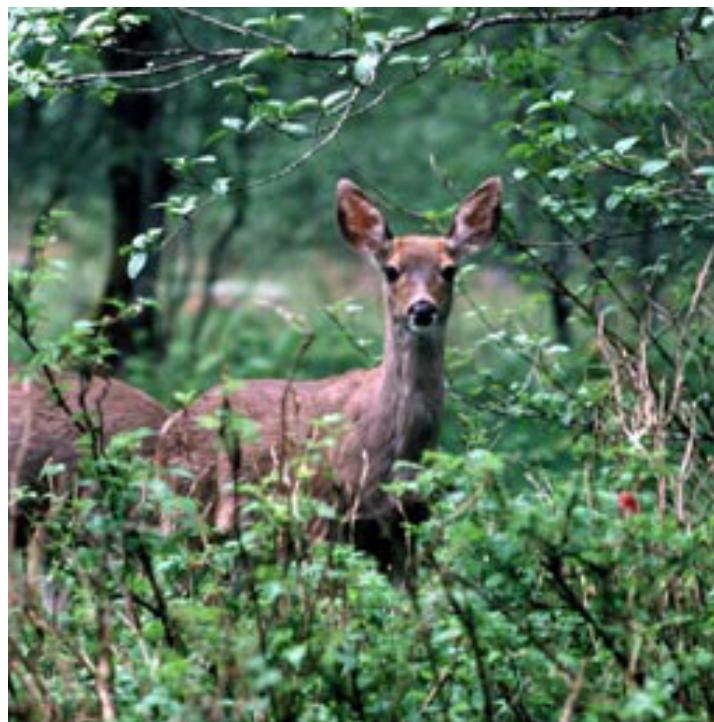
EDUCATING WILLING LANDOWNERS

The Borough of Media has willing landowners who are in large favor of supporting their local ecosystem. Public outreach on what a sustainable backyard looks like, what kind of plants exist there, and how to properly care for these plants is needed. A robust native ecosystem planting education has the potential to transform Media into a healthy habitat and can still express stylistic differences important to homeowners. One place to start is Doug Tallamy's book "Bringing Nature Home."

Homegrown National Park™ is a nationwide effort by home owners, land managers, farmers, and anyone with some soil to plant in to plant native plants and to remove invasive plants. This movement is all about small efforts by many people, to restore biodiversity and ecosystem function. Click the link below to learn more:

[Home Grown National Park](#)

As homeowners begin to convert their yard into a natural garden, habitat connectivity will grow stronger. Connecting our yards to parks and open space allows for animals, insects, pollinators, and birds to safely travel and find refuge between them.



INCREASE IN DEER POPULATION DENSITY, DECREASE IN BIODIVERSITY

Although cute and majestic, the large increase in deer population density has contributed to the degradation in the health and biodiversity of our forests and ecosystem. A combination of urbanization, increase in edge condition, and lack of predators has led to this increase, which has then led to the overgrazing of our forests. Deer prefer plants native to their region, which allows nonnative and invasive species to take over with little to no competition. **We recommend that the Borough of Media put a program in place to manage the deer population in the Borough.** Use the link below for more recommendations on managing deer and an in-depth analysis on white tail deer and their effect on our forests.

[Managing White-tailed Deer in Forest Habitat
From an Ecosystem Perspective](#)

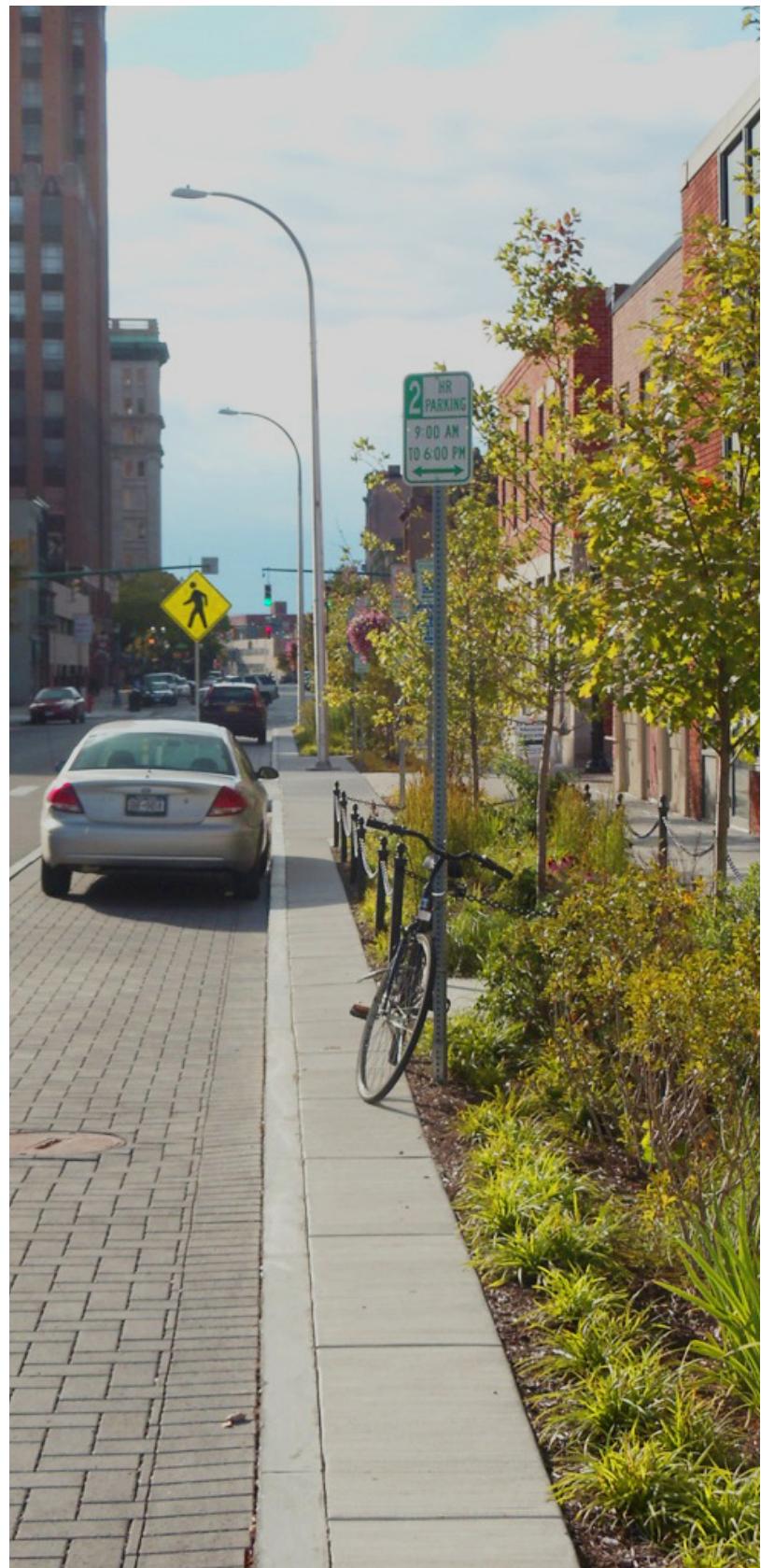
3 STREETS AS LINEAR PARKS

STREETS AS LINEAR PARKS

Much like we use our roadways to get to our parks and open space, the potential is there for insects, birds, and pollinators to use these same roadways as a means for travel. Trees with understory plantings added to our streets give insects, animals, and birds a safe way to travel, thus creating these habitat connections.

Based on DVRPC 2005 land use data, 26.4% of the land in Media is made up of roadways (126.7 acres). Treating our streets like parks would make our roadways our biggest park and our biggest ecological asset. A robust street tree planting and care and maintenance program, coupled with a new way of looking at the verge between the sidewalk and road, can bring more diverse plantings to the community. The street tree program should partner with a green infrastructure program to find places to manage stormwater while irrigating trees whether in existing planting areas or in new, verdant bump-outs that offer more space for planting. See the link below for an example of a communities effort to increase their tree canopy:

[Pottstown Trees](#)



Porous pavers and a planted verge in Syracuse NY capture over 1 million gallons of stormwater per year. Even in very snowy climates these systems are successful.

3 STREETS AS LINEAR PARKS - ECOSYSTEM

UPGRADES AND FEATURES TO CONSIDER:

STREET TREES

The Media Shade Tree Commission recently conducted a tree survey. The survey revealed that Media's streets south of State Street (quadrant #3 and 4) contain the most trees in failing health. This is also the area of Media's worst heat island effect. To reverse this, the Borough should replace dead/dying trees and add new trees throughout the Borough, but particularly south of State Street and along the bike routes recommended in this plan and the 2015 Media Borough Comprehensive Plan. As noted below, street tree plantings should be linked to green infrastructure where possible.

See link below to the Media Borough Shade Tree Committee for the full survey including street tree species recommendations:

[Shade Tree Commission Recommendations](#)

UNDERSTORY PLANTINGS

Adding street trees alone is not enough to make strong habitat connections. Understory plantings beneath the street trees help the insects and pollinators that are not in the trees to travel between habitats. Media should add understory plantings beneath the street trees where possible.

GREEN INFRASTRUCTURE

Media must also consider how to best capture and treat the stormwater coming from impervious surfaces like streets, sidewalks, and buildings. They should continue to work with the township engineer to direct the stormwater away from storm sewers and instead to tree trenches, planted swales, and wet depressions. Here water can be treated and slowly released back into our soils and our atmosphere through evapotranspiration.

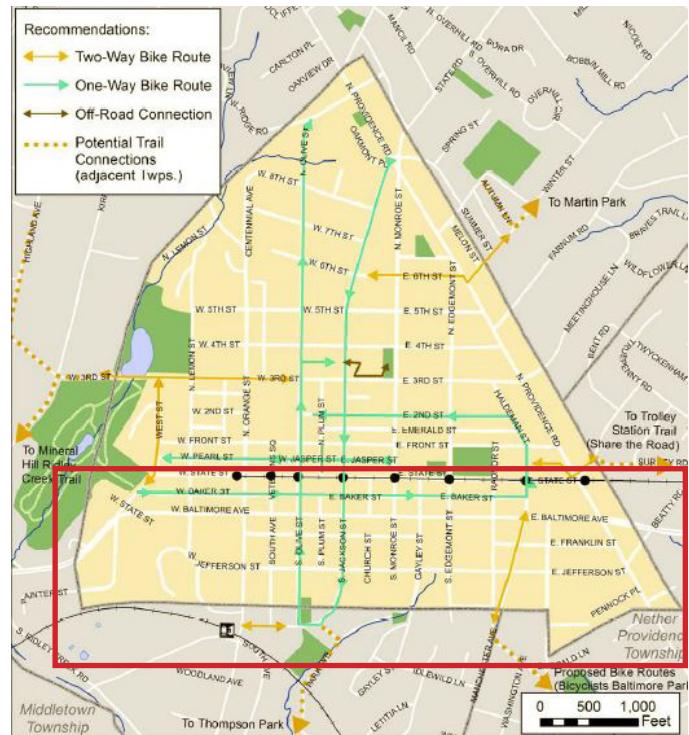
The areas with the least amount of permeable surfaces are in the southeast and southwest

Table 9: Street Tree Health in Media

Area	# of Trees	Removal	Potential Removal	Poor	Poor to Fair	Dead
Quadrant #1	316	15				
Quadrant #2	214	1	12			
Quadrant #3	220			36	25	1
Quadrant #4	87			25	11	1
Total Trees	837			Total At Risk Trees		127

Data is from the Median Borough Tree Health Survey

Figure 9: Street Survey by Quadrants 3 and 4



Tree Survey quadrants 3 and 4 (red box) superimposed on the Media Comprehensive Plan 2015 recommended bike routes

of Media, along W. Baltimore Pike and a few blocks North. But anywhere stormwater can be captured and kept out of our storm sewers will be of benefit to the region's streams and waterways and our drinking water sources.

3 STREETS AS LINEAR PARKS - ART

UPGRADES AND FEATURES TO CONSIDER:

ENHANCING THE PUBLIC REALM

People use streets as a means of travel but, when we think of streets as linear park and not merely space through which to pass it opens the door to creating a wonderful public realm. Below are ideas of ways Media can make their streets shine.

BUS STOPS

11,500 Media residents use public transit every day. The Borough of Media has 19 bus stops and six stops for the trolley on E. State St. These bus and trolley stops are a great opportunity to showcase/create Media's identity in sustainability and in the arts. Bus stop shelters with green roofs can showcase Media broad ambition for creating and preserving local ecology. Under the auspices of the Media Arts Council, local artists and students from Media Elementary School can be commissioned to provide bus stop art. The art can be permanent or rotating. Media should investigate the traditional arts and modern art methods like sound installations and digital pieces.

Media is already known for its active art scene. Interventions like this will only enhance its reputation.

MURALS AND UTILITIES

No one likes to look at large grey walls or large grey electrical boxes, so let's put paint on them! Where plants and trees aren't possible, look to Media's artists to create a rich, beautiful environment.

Working with Media Arts Council to find unconventional art opportunities offers another way to visually enrich the community.

SEATING

People need places to sit whether to pause and enjoy the day or wait for the bus. Adding benches and chairs in select areas along Media's streets will make the streets a destination. Seating doesn't have to be only functional, it can also be beautiful. It can even create eye-catching moments. Media should add seating along recommended bike routes recommended in this plan and the Media Comprehensive Plan 2015. They should work with artists to create iconic and fun seating elements.



CONNECTING ECOSYSTEMS

As previously noted, connecting ecosystems is vital to a healthy planet. To foster healthy ecosystems, Media should:

- Create planted corridors between existing parks and open space by transforming streets into linear parks
- Engage homeowners in converting their lawns into rich native ecosystem, that support pollinators, insects, and birds
- Convert unprogrammed lawns to native ecosystems
- Begin an Borough-wide invasive management program
- Investigate a deer management program in partnership with the county and state
- Develop a native planting program

ELEVATE PARK DESIGNS

Media parks are wonderful, and varied, but to foster legacy parks- parks that are beloved and maintained in perpetuity- Media should:

- Elevate park quality through excellent design using durable long-lived materials
- Develop a township-wide park signage and wayfinding plan. The system should:
 - ◊ Include a full complement of signs from wayfinding to special features signs like educational signs
 - ◊ Provide a consistent, simple look and feel
- Add art large and small to create place, provide icons, and celebrate the arts community
- Add seating to all parks: seating design should:
 - ◊ Reflect park type seating
 - ◊ Have common Borough-wide elements
 - ◊ Select seating can also be sculptural in design, but care should be taken in specialty seating placement with an eye to enhance, not overwhelm parks

STREETS AS LINEAR PARKS

Streets can become part of the park system by:

- Revising the sidewalk policy to improve sidewalks and their maintenance
- Developing a robust street tree program including an understory/groundcover layer where possible
- Partnering green streets with green infrastructure
- Adding art and seating to the streets



3 SYSTEM-WIDE RECOMMENDATIONS

STREAMS

Media has multiple headwater streams flowing through Philip Green Park, Houtman Park, and Jaisohn Park. To protect these important headwater streams Media should:

- Maintain at least a 15-foot or more riparian buffer around the streams that flow through Jaisohn Park, Houtman Park, and Philip Green Park, and the areas in-between where possible
- Manage this area for invasives and plant with native riparian plantings
- Acquire the unnamed lot, manage invasives, and plant native riparian plants
- See park sheets for Philip Green Park, Houtman Park, and Jaisohn Park specific recommendations



Even splash pads can be artful and kids love them



This stone crossing by Haddad Drugan adds an artful rainwater moment to a little stream. Its both functional and celebratory



This sculptural entrance to a local environmental center by Haddad Drugan recalls the wings of cardinals and gives street presence to the organization

ART IN MEDIA

Media has an active, vibrant art community. People here not only enjoy producing great art, but also going to see art from great performances to galleries. Media can foster its art scene and celebrate its art community through public art installations in its park spaces. This will create enduring, memorable places. Media should:

- Reflect Media's strong art community, in public spaces
- Work with local artists to incorporate permanent and temporary works of art
- Consider bus stops and utilities (electric boxes, trash cans, etc.) as potential art opportunities
- Continue to work with Media Arts Council in scheduling pop-up events at various parks
- Incorporate multifunctional art for instance artful: seating, play equipment, and bollards
- Take care to use art judiciously to enhance public space, not overwhelm park

FACILITIES

Media can enhance park use and comfort by adding the following:

- Restrooms at Glen Providence County Park: work with Delaware County to add restrooms in the best identified location at the park.
- Coincide one or more splash pads in possible locations that include the Youth Center, Delaware County Courthouse, and Barrall Field
- Consider a skate park on Edgemont St. between Media Elementary and Barrall Field



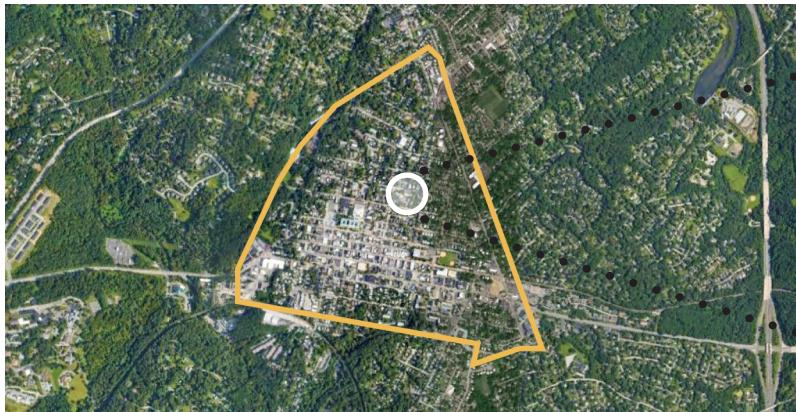


The following Park Recommendations sheets provide park overviews and recommendations for each existing Borough of Media Park.

MEDIA MUNICIPAL CENTER

PARK PROFILE

LOCATION 301 N JACKSON STREET



3.2 ACRES

OVERVIEW

TYPE:	Community
LEVEL OF USE:	Expected
ACTIVITIES:	Playground, social gatherings
ACCESS:	Walk, drive
COMFORT:	Satisfactory
FEATURES:	Tot lot

CHARACTER



Tot lot with a sizeable lawn space adjacent and large, mature

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Create better access by introducing welcoming gateways, paths, and signage particularly at 3rd and N. Monroe Street entrance.
- Add more seating opportunities. Movable seating gives visitors flexibility in where they sit and how many can gather.
- Incorporate multigenerational play features like outdoor exercise rooms
- Create nontraditional play features that connect children with nature
- Enrich the landscape by adding native ground cover and understory plantings to unprogrammed lawn space

REFERENCE IMAGES



<http://thegardenerseye.blogspot.com/2011/02/chanticleers-asian-woods-another.html>



<https://green.harvard.edu/commitment>



Rain gardens like this one at the Pittsburgh East Liberty Cathedral of Hope can provide play opportunities too!



What if there was a library of giant games people could check out at the Municipal Center?



Seating, moveable and stationary, offers people choices for individuals or a crowd

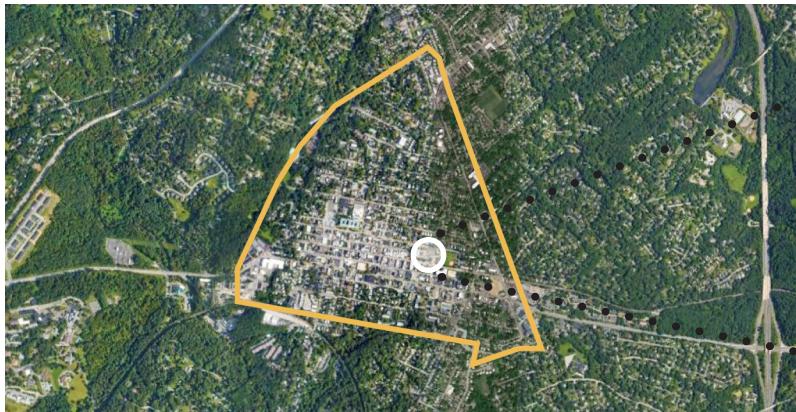


**ENRICH THE
LANDSCAPE
AND PROVIDE
MULTI-
GENERATIONAL
AMENITIES**

MEDIA ELEMENTARY PLAYGROUND

PARK PROFILE

LOCATION 120 E FRONT ST



0.7 ACRES

OVERVIEW

TYPE:	Community/Neighborhood
LEVEL OF USE:	Expected
ACTIVITIES:	Play, sports, social gatherings
ACCESS:	Walk, drive, bike, school bus
COMFORT:	Satisfactory
FEATURES:	Playground

CHARACTER

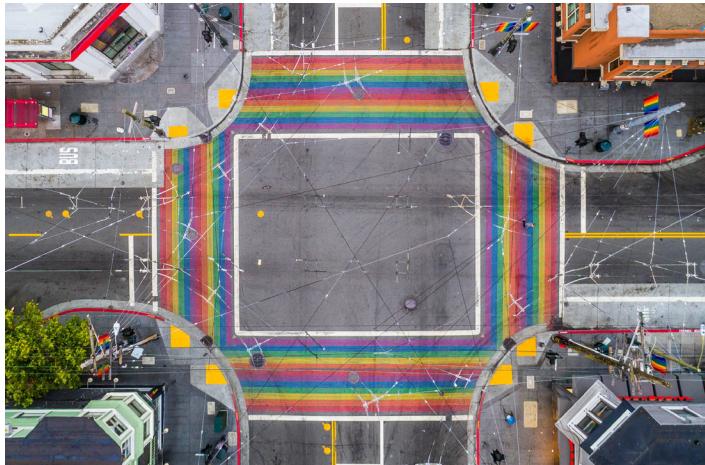


Wood chip playground, paved basketball courts, few shade trees

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Partner with the school district to strengthen play opportunities here and at Barrall Field.
- Make stronger/safer connections to Barrall Field using interventions, such as: artful painted crosswalks, stormwater bumpouts, and speed bumps.
- Make outdoor classroom space-tie in curriculum.
- Perform a feasibility study to explore additional Edgemont Street options including:
 - ◊ Continue to close Edgemont Street for special events.
 - ◊ Convert to one-way street with stormwater bumpouts with native plantings, keep special event gates
 - ◊ Fully closing Edgemont Street to become a park link between Barrall Field Media and Elementary Playground.

REFERENCE IMAGES



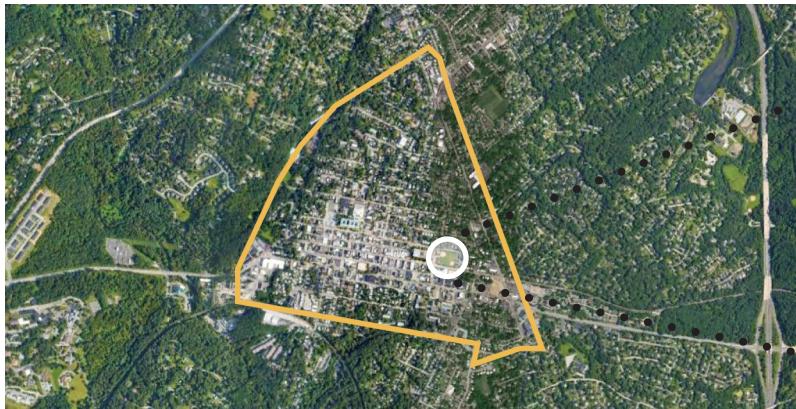
Creative crosswalks, play and artful seating, safe crossings that treat stormwater, skate opportunities, and cool places to play in the summer are all opportunities in the street between Barrall field and Media Elementary. Interventions can be permanent or temporary.

EXPERIMENT WITH STREET CLOSURES THROUGH POP-UP PROGRAMS AND PLACES

BARRALL COMMUNITY PARK

PARK PROFILE

LOCATION E STATE ST



OVERVIEW

TYPE:	Sports Park
LEVEL OF USE:	Expected
ACTIVITIES:	Sports
ACCESS:	Walk, drive
COMFORT:	Satisfactory
FEATURES:	(2) baseball fields, (2) tennis courts

CHARACTER



Open baseball fields with tennis courts.

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Partner with the school district to strengthen play opportunities at Media Elementary School and at Barrall Field.
- Make stronger/safer connections to the school. (See Media Elementary School page for additional information.)
- Perform a feasibility study to explore additional Edgemont street options as outlined on the Media Elementary School page
- Add more bleacher seating
- Explore a spray ground
- Add pickleball

REFERENCE IMAGES



Residents paint the street during an intersection repair project in Portland, Oregon | Photo by City Repair Program via Flickr



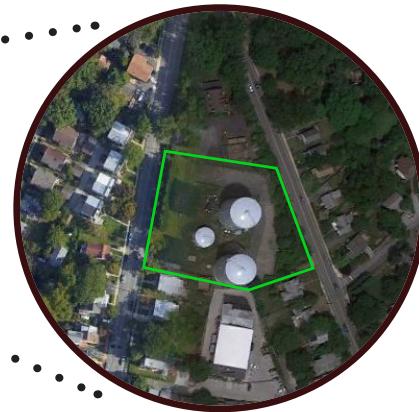
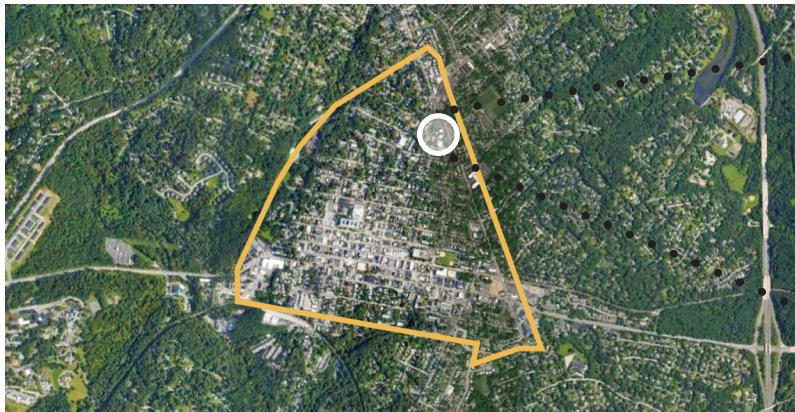
Street furniture, planters, and umbrellas adorn Madison Square Plaza in New York City | Photo by New York City Department of Transportation <https://www.pps.org/article/actions-streets-places-government-makes-happen>



POP-UP OR PERMANENT?

WATER TOWER/ BOYS AND GIRLS CLUB PARK PROFILE

LOCATION N MONROE ST



OVERVIEW

TYPE:	Neighborhood
LEVEL OF USE:	TBD
ACTIVITIES:	Indoor recreation
ACCESS:	Walk, drive
COMFORT:	Satisfactory
FEATURES:	Indoor basketball court

CHARACTER



This open, sunny neighborhood park will benefit from a long-term master plan that brings improved facilities inside and out.

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Create a master plan for both the site and the building to optimize play and recreation opportunities, create safe vehicular and pedestrian circulation, and ecologically enhance the site with a goal of a totally green facility.
- Foster partnerships to improve the facilities and to expand and enrich programming.
- Try a variety of pop-up events to attract more youth and to explore facilities and programming needs.
- Link site interventions to programming and partners, for instance, a children's water play feature could be incorporated near the water towers and linked to the water company.
- Enrich ecology through the use of native plantings.
- Use the water towers as mural/art opportunity.

REFERENCE IMAGES



Play should engage all the senses



The area around the water tower provides a great opportunity for a skatepark



The water towers offer an art opportunity.



Parking lots can provide habitat and education while treating stormwater.



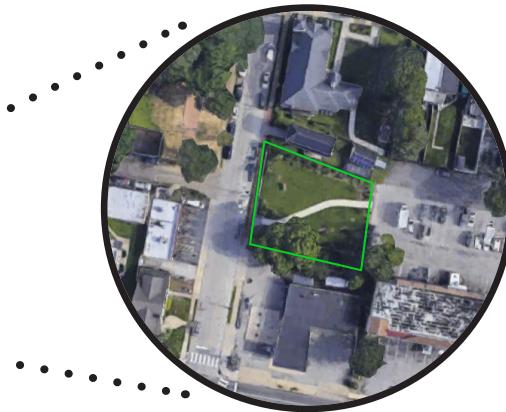
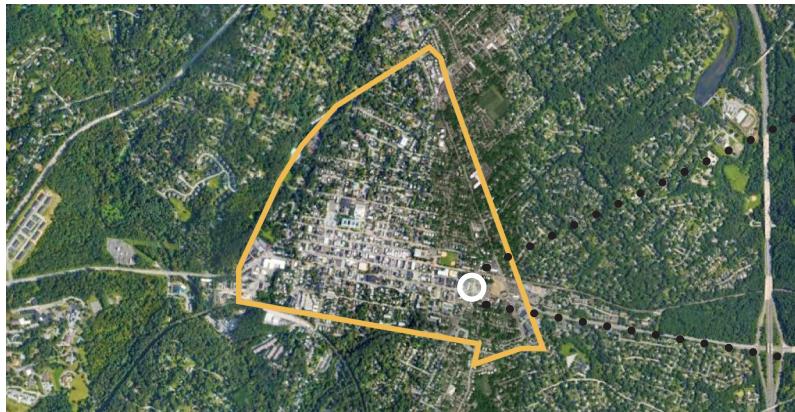
Quark Park, Princeton Pop-up Park by designers Alan Goodhear, Peter Soderman, and Kevin Wilkes, is a great example of a successful park that capitalized on multiple funders to deliver an exciting short-term park experience.
<http://www.princetonoccasion.org/quarkpark/>



MANCHESTER PARK

PARK PROFILE

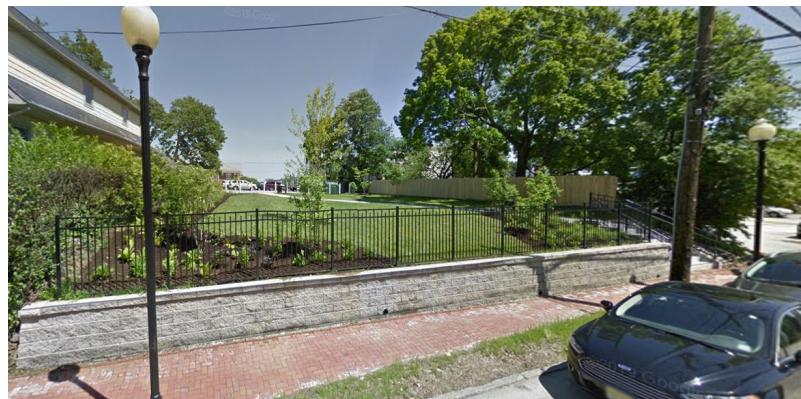
LOCATION W BALTIMORE PK



OVERVIEW

TYPE:	Neighborhood
LEVEL OF USE:	Expected
ACTIVITIES:	Social gathering
ACCESS:	Walk, drive, bike
COMFORT:	Satisfactory
FEATURES:	n/a

CHARACTER



Pass-through park with lawn space and plantings around the perimeter.

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Elevate design and enliven this park through art, artful seating, creative play, and temporary art installations, particularly those that will appeal to teens.
- Continue to add programmed weekly/monthly events, such as food trucks, moving library, and movie night
- Add plantings to enrich the park for people and wildlife.
- Add plantings to screen adjacent houses
- Work with Rotary Club. Possible partnerships include: Wawa: <https://www.thewawafoundation.org/our-focus-and-impact/types-of-support>

REFERENCE IMAGES



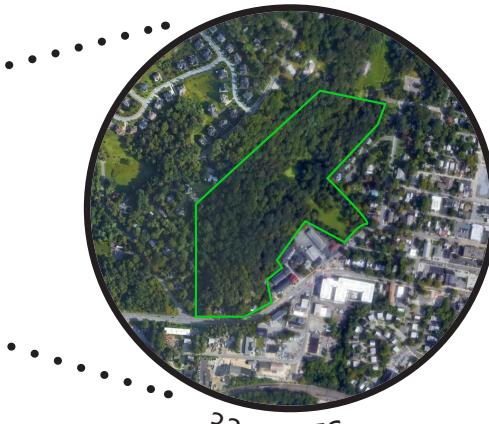
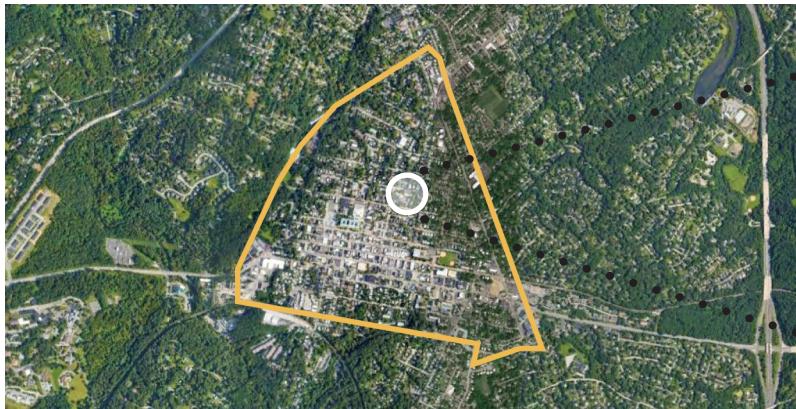
Thinking outside the box and introducing artful seating, sculpture, and creative play elements to the park will improve use.

GLEN PROVIDENCE COUNTY PARK

PARK PROFILE

LOCATION

550 W STATE ST



OVERVIEW

TYPE:	Community, Historical, County Owned
LEVEL OF USE:	Expected
ACTIVITIES:	Social gatherings, hiking, events, bird watching
ACCESS:	Walk, drive, bike, public transit
COMFORT:	Satisfactory
FEATURES:	Pavilion, stage, pond, trails

CHARACTER



Historical park with WPA features on a hillside with hiking trails, a pond, and abundant bird life.

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Continue to work with Delaware County on securing Broomall Lake Country Club
- Support the 10-year-old Friends of Glen Providence Park as they protect, enhance, and improve the park's physical features and meet the programmatic needs of park constituency to ensure a long-lived healthy amenity
- Improve the West St. entrance for safe pedestrian crossing with improved signage, paving, and planting
- Restore/renovate the entrance building: renovations should include bathrooms and possibly a concession stand
- Restore/renovate the pavilion and concert stage
- Manage invasive species
- Manage/repair/upgrade trails

REFERENCE IMAGES



As the largest open space in Media, Glen Providence not only holds a special place in the hearts and minds of residents, but also a position of great ecological relevance. This park should be protected, preserved, and enhanced from an infrastructural and an environmental position.

Set aside by George and Leanor Butler in 1935 as a Bird Sanctuary and Arboretum, it is home to history with WPA-era structures and nature with wooded trails, a wetland, and lake to explore and a first-order stream.

With both a pavilion and a concert stage, the park is host to myriad public events including concerts, birding events, planting days, art in the park, geocaching, fishing, picnicking, sledding, dog walking, photography, hiking, and more.

Find out more about the park and how to support the Friends of Glen Providence Park here:

<https://glenprovidencepark.org/>



"Glen Providence County Park is a passive recreation facility that offers the park user a scenic experience with its pond, rolling landscape, picnic areas, trails and mature forest. Park users are usually impressed with the amount of flora and fauna that can be seen in the park. The park is easily accessible from both the pedestrian network of the Media area and is also a short walk from the SEPTA trolley.

In the context of the overall Delaware County Park System, Glen Providence County Park is middle of the road in size at 32.3 acres and fits nicely into the County park system with its natural beauty, accessibility and its extremely active friends group."

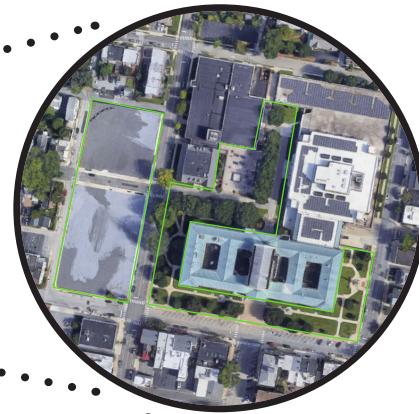
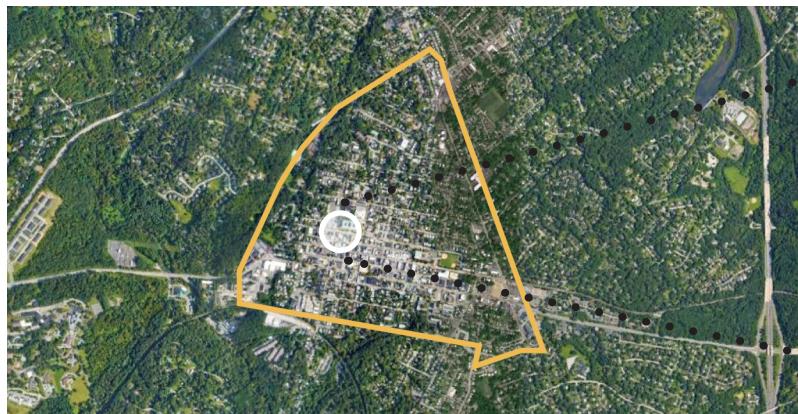
-- Delaware County Parks and Recreation Plan April 2015

DELAWARE COUNTY COURTHOUSE

PARK PROFILE

LOCATION

W FRONT ST



OVERVIEW

TYPE:	Community, County-Owned
LEVEL OF USE:	TBD
ACTIVITIES:	Social gathering
ACCESS:	Walk, drive, bike
COMFORT:	Unsatisfactory
FEATURES:	Lawn space with some mature trees

CHARACTER



County-owned courthouse with lawn space, shade trees, and bench seating

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Partner to rethink Orange Street lots as a lovely public space.

REFERENCE IMAGES



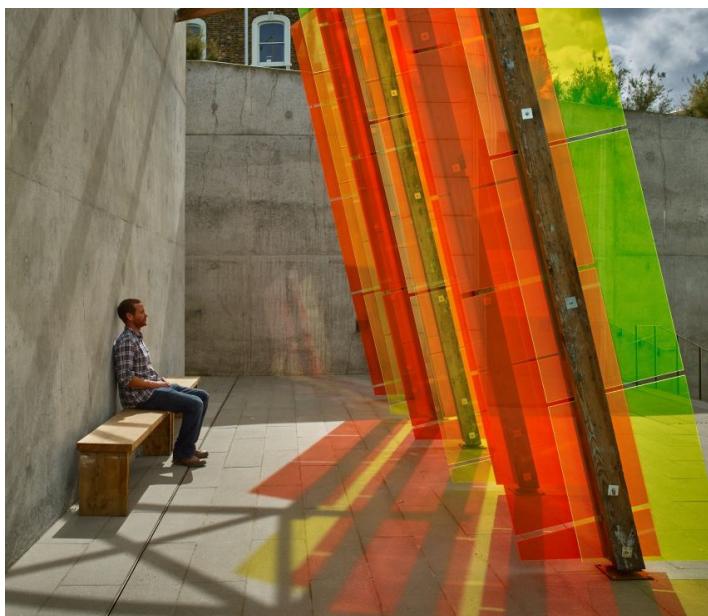
Using colored lighting can transform a space for events.



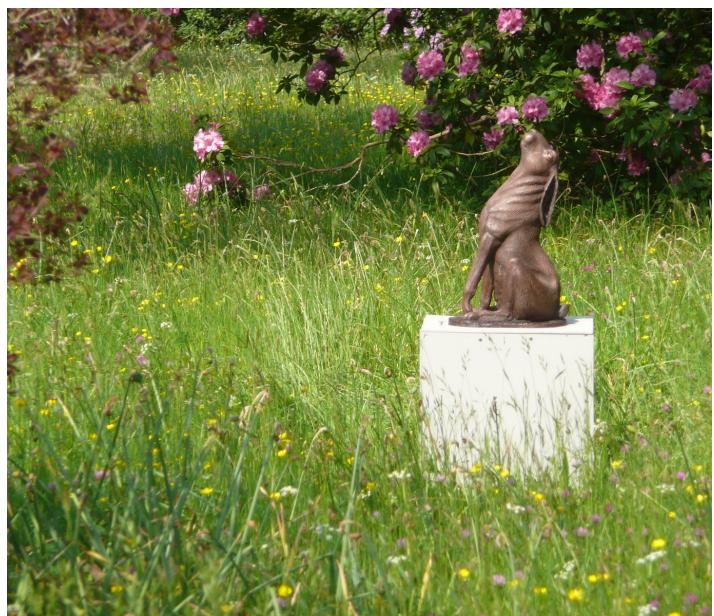
Make use of unprogrammed lawn for pop-up events.



Iconic works of art like The Bean in Chicago help to define spaces and create places for people to meet/gather.



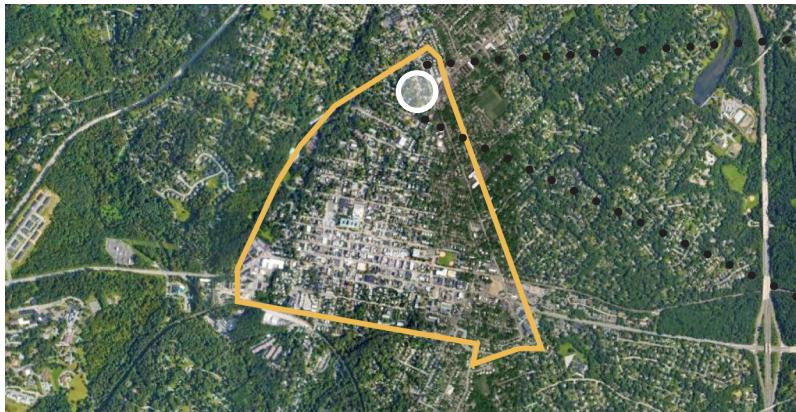
Small art installations can create intimate spaces and celebrate Media's robust art community.



UNNAMED LOT

PARK PROFILE

LOCATION PROVIDENCE ROAD



0.5 ACRES

OVERVIEW

TYPE:	Neighborhood
LEVEL OF USE:	Undeveloped
ACTIVITIES:	N/A
ACCESS:	Walk
COMFORT:	Unsatisfactory
FEATURES:	N/A

CHARACTER



Empty lot with lawns space and shade trees

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Continue with plans to turn space into a rain garden.
- Use educational signage to educate the public on sustainable stormwater management.
- Add bench seating facing towards new rain garden.

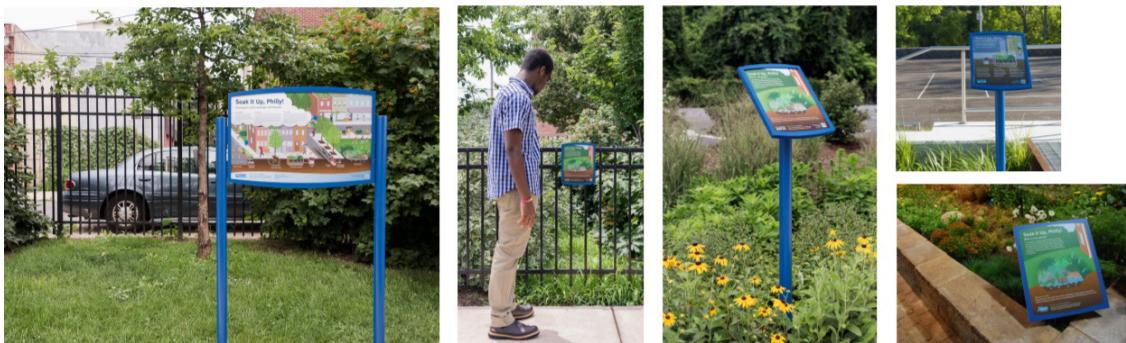
REFERENCE IMAGES



Cloud Gehshan
Design



CG's illustrations are incorporated into all of PMG's educational materials



Use educational signage to engage the community of Media on great stormwater management!



This space doesn't only have to only be used for stormwater management, but can also be a place to gather or rest.

5TH & BROOMALL ST. PARK

PARK PROFILE

LOCATION N BROOMALL ST AND W 5TH ST



0.4 ACRES

OVERVIEW

TYPE:	Neighborhood
LEVEL OF USE:	TBD
ACTIVITIES:	Social gathering
ACCESS:	Walk
COMFORT:	Unsatisfactory
FEATURES:	Proposed plan for the lot, \$350K state & county funds = 1/2 whole community design

CHARACTER

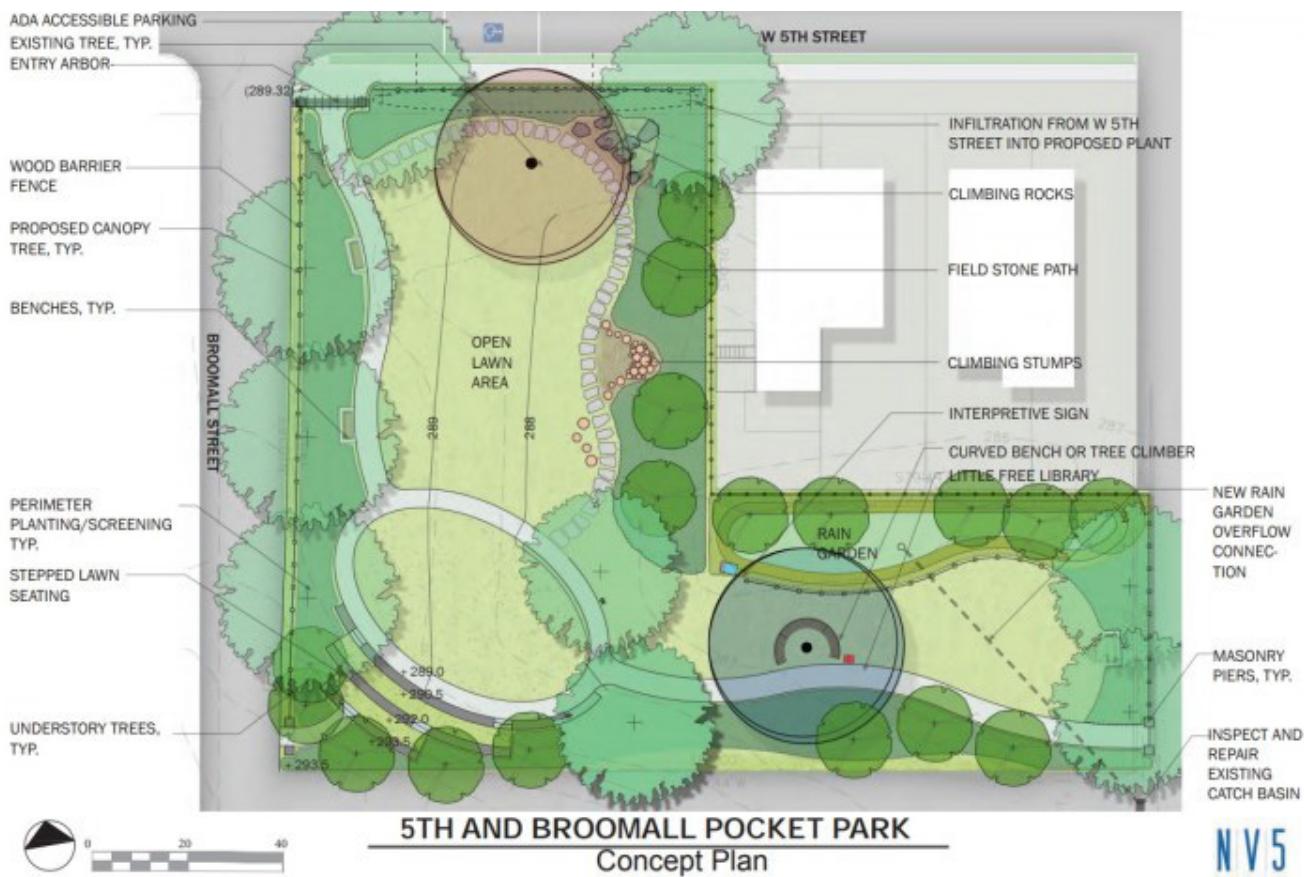


Neighborhood park with lawn space.

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Enjoy the new park
- Develop robust maintenance plans for the park installed summer 2021. Plans should include:
 - ◊ Hardscape maintenance
 - ◊ Plant Maintenance
 - 1-3 plant installation maintenance
 - 3 and beyond plant maintenance
- Foster strong partnerships with the neighborhood association caring for the park
- Develop other partnerships to ensure the long-term care and programming of the park

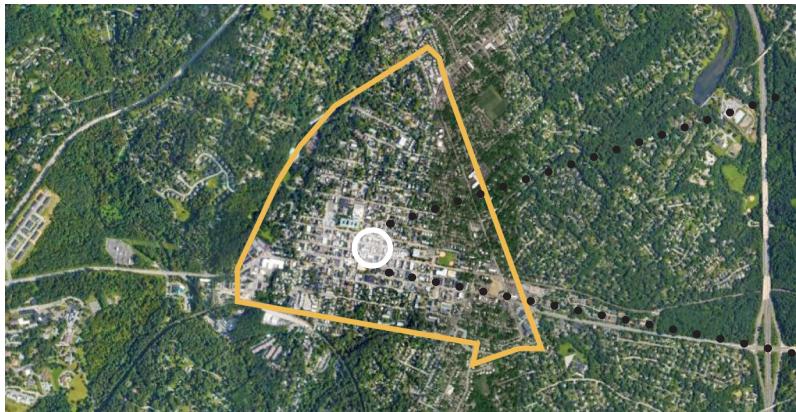
REFERENCE IMAGES



DIMOND PARK

PARK PROFILE

LOCATION 431-499 OLIVE ST



OVERVIEW

TYPE:	Community
LEVEL OF USE:	Expected
ACTIVITIES:	Social gatherings
ACCESS:	Walk, drive
COMFORT:	Satisfactory
FEATURES:	Table seating

CHARACTER



Urban linear park that crosses two streets

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Maintain existing plantings, replace as needed.
- Add a shade structure or umbrellas.
- Consider a vegetative element/planted curb bumpout. This could be a simple, large planted container or series of containers.

REFERENCE IMAGES



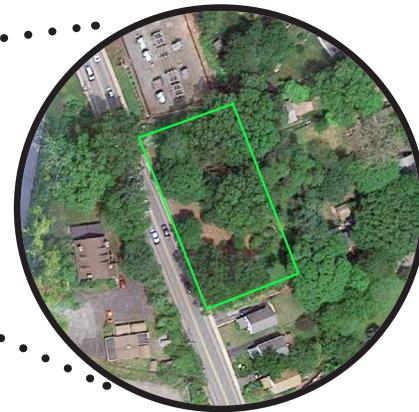
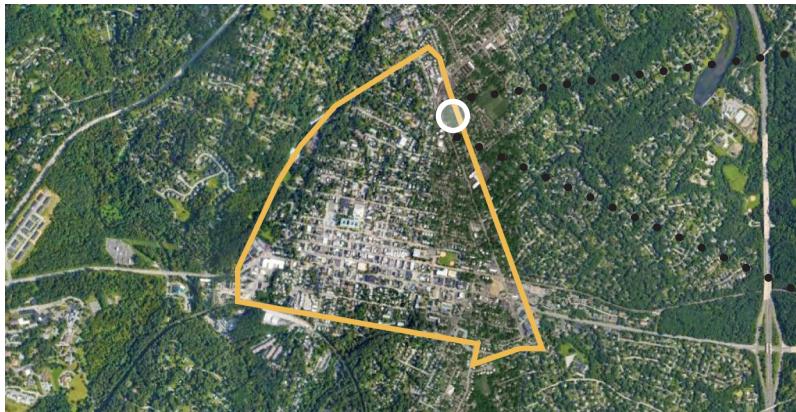
SHADE AND ADDITIONAL VEGETATION CAN BE PROVIDED IN A VARIETY OF WAYS AT DIMOND PARK, INCLUDING TRELLISES, ARTFUL AWNINGS, TRADITIONAL PLANT POTS, OR FUNKY PLANTED CONTAINERS. THESE INTERVENTIONS WOULD TRANSLATE WELL TO THE PLUM STREET MALL, TOO



SANDY BANK CEMETERY

PARK PROFILE

LOCATION PROVIDENCE RD



OVERVIEW

TYPE:	Neighborhood
LEVEL OF USE:	Low
ACTIVITIES:	n/a
ACCESS:	Walk
COMFORT:	Satisfactory
FEATURES:	n/a

CHARACTER

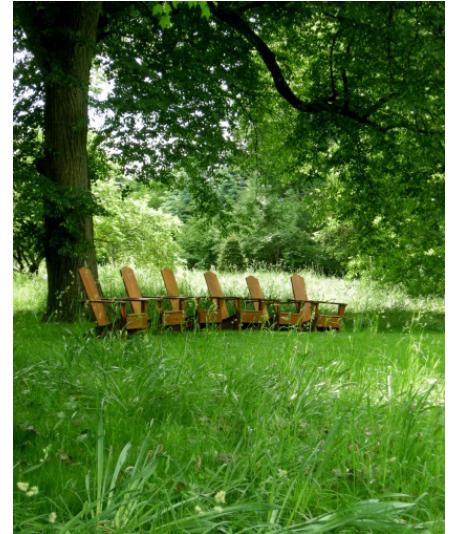


Small, shady, historical, charming, often forgotten cemetery.

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Add simple, artful seating to increase park usability.
- Work with the Providence Quaker Meeting and the historical commission to reveal the story of place and develop a long-term protection plan.
- Develop a land management plan to increase ecological diversity and to add seasonal interest
- to the grounds.
- Care for existing trees to protect site character.
- Develop an interpretive program for the site starting with a simple printed and/or electronic guide. This guide can be expanded to a larger walking guide for Media parks and open spaces.

REFERENCE IMAGES



Artful seating in this forgotten jewel will increase usability and allow people to find a quiet, shade/moment of respite



The story of place can be told through permanent signage or easily produced walking guides



**ALTERNATIVE LAND
MANAGEMENT
CAN INCREASE THE
ECOLOGICAL VALUE
OF CEMETERIES
WHILE ADDING
SEASONAL BEAUTY**

HOUTMAN PARK

PARK PROFILE

LOCATION 21 W LINCOLN ST



OVERVIEW

TYPE:	Community
LEVEL OF USE:	Expected
ACTIVITIES:	Social gatherings
ACCESS:	Walk, drive
COMFORT:	Satisfactory
FEATURES:	Wooded trail

CHARACTER



Wooded park with stream running through it

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Develop a robust invasive plant management planting plan to deliver a native landscape that concentrates on a spring ephemeral plant experience
- Restore disturbed stream banks
- Proactive green stormwater management using rain gardens and planted swales
- Introduce simple seating that complements the natural setting, such as carefully placed logs and boulders.
- Develop interpretive signage to capitalize on educational opportunities.
- Upgrade park materials for long-term durability and beauty
- Refer to the Master plan by DePallo Design & Planning LLC dated August 2008 for planting and overlook ideas.

REFERENCE IMAGES



Site interventions should be durable and long-term



Spring plantings put on a show



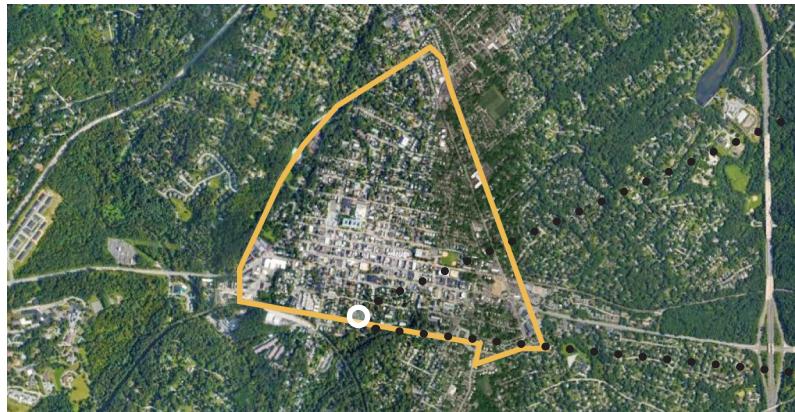
Play value can be added by capitalizing on existing grades

A simple amphitheater could offer programmable space

PHILLIPS GREEN PARK

PARK PROFILE

LOCATION 431-499 OLIVE ST



OVERVIEW

TYPE: Neighborhood

LEVEL OF USE: Expected

ACTIVITIES: Playground, social gatherings

ACCESS: Walk, drive

COMFORT: Unsatisfactory

FEATURES: n/a



Wooded, degraded stream valley

CHARACTER



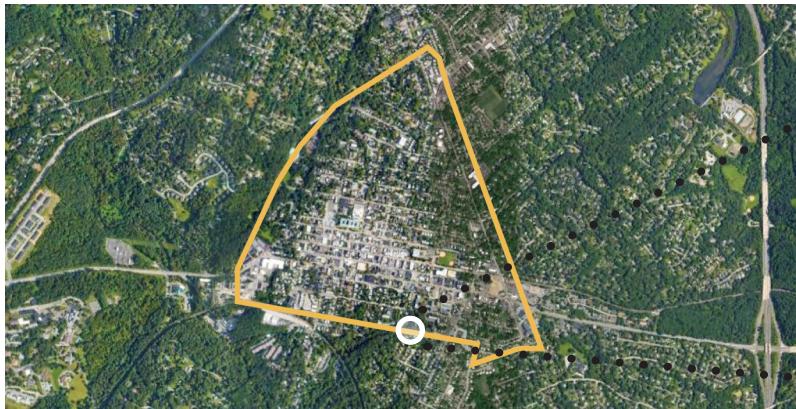
2008 master plan by Deppallo Design & Planning LLC

UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Treat the first order stream corridor connecting Phillips Green Park, Jaihson Park, an unnamed parcel, and Houtman Park as one.
- Develop a robust invasive plant management and planting plan to deliver a native landscape.
- Restore disturbed stream banks.
- Partner with environmental groups and

- neighbors, including the Jaishohn Memorial Foundation to fund and educate about restoration efforts.
- Showcase restoration efforts through multifaceted outreach to further local restoration of stream corridors.
- Refer to the 2008 master plans by DePallo Design & Planning LLC.

LOCATION W. BALTIMORE PK



0.6 ACRES

OVERVIEW

TYPE:	Neighborhood
LEVEL OF USE:	Expected
ACTIVITIES:	Social gathering
ACCESS:	Walk, drive, bike
COMFORT:	Unsatisfactory
FEATURES:	n/a

CHARACTER



Wooded, degraded stream valley

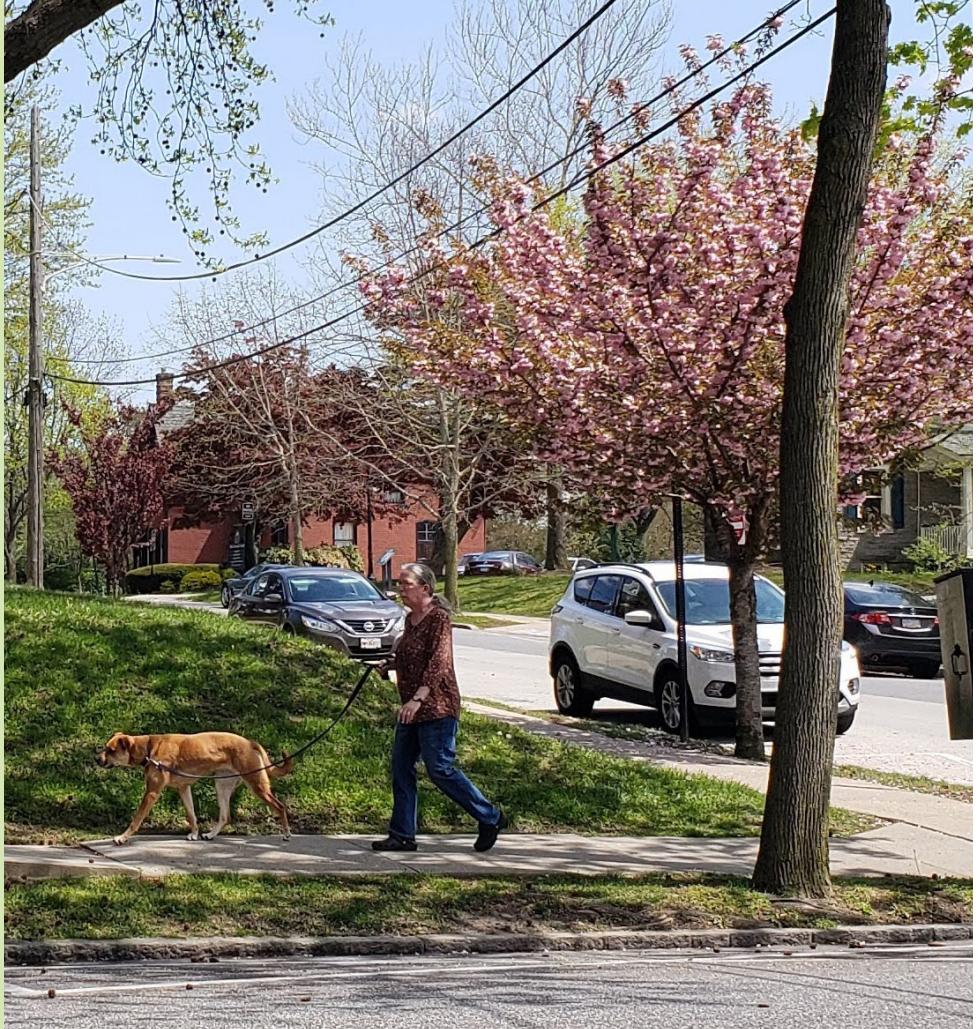
UPGRADES, FEATURES, AND PARTNERSHIPS TO CONSIDER:

- Treat the first order stream corridor connecting Phillips Green Park, Jaishohn Park, an unnamed parcel and Houtman Park as one
- Develop a robust invasive plant management and planting plan to deliver a native landscape
- Restore disturbed stream banks
- Partner with environmental groups and neighbors including the Jaishohn Memorial Foundation to fund and educated about restoration efforts
- Showcase restoration efforts through multi-faceted outreach to further local restoration of stream corridors

4



TAKE CARE OF WHAT WE HAVE



4 MANAGEMENT AND ORGANIZATION

OVERVIEW

Our citizens have told us that they highly value our open space, parks, recreation facilities, and open space. Our partnerships with many community-based organizations enable our residents to participate in recreation programs that keep them active, healthy, and enjoying living in Media. All involved communicated the importance of taking care of what we have. We need to ensure that we are proud and skilled stewards of managing this public trust. Every community deserves great parks – and ours will be the best through effective and efficient management!



OPEN SPACE, PARKS AND RECREATION MANAGEMENT

Media Borough, open space, parks, recreation, and trails are managed by multiple public and non-profit organizations. They include the Borough of Media, Delaware County Parks and Recreation Department, and community-based organizations. Several departments in Borough government work jointly in supporting open space, parks, recreation, and bicycle connections. In advancing Borough Council's vision, goals, policies, municipal staff, and volunteer boards provide a range of services from securing outside financial support to park maintenance with an array of recreation programs and opportunities in between. The Borough Manager, Grants Administrator, Public Works Department, Recreation Coordinator, Finance Department, Environmental Advisory Council, and Recreation Board all contribute to the operation and management of Media's open space, parks, and recreation system. Complementing municipal operations, organizations such as the Media Youth Center, Media Arts Council, Media Business Authority, Media Theater, Keep Media Green, Friends of Glen Providence Park, Delaware County Parks and Recreation Department, Media Rose Tree School District, and the Wallingford-Swarthmore School District provide important services that the Borough alone could not afford to provide.

4 MANAGEMENT AND ORGANIZATION

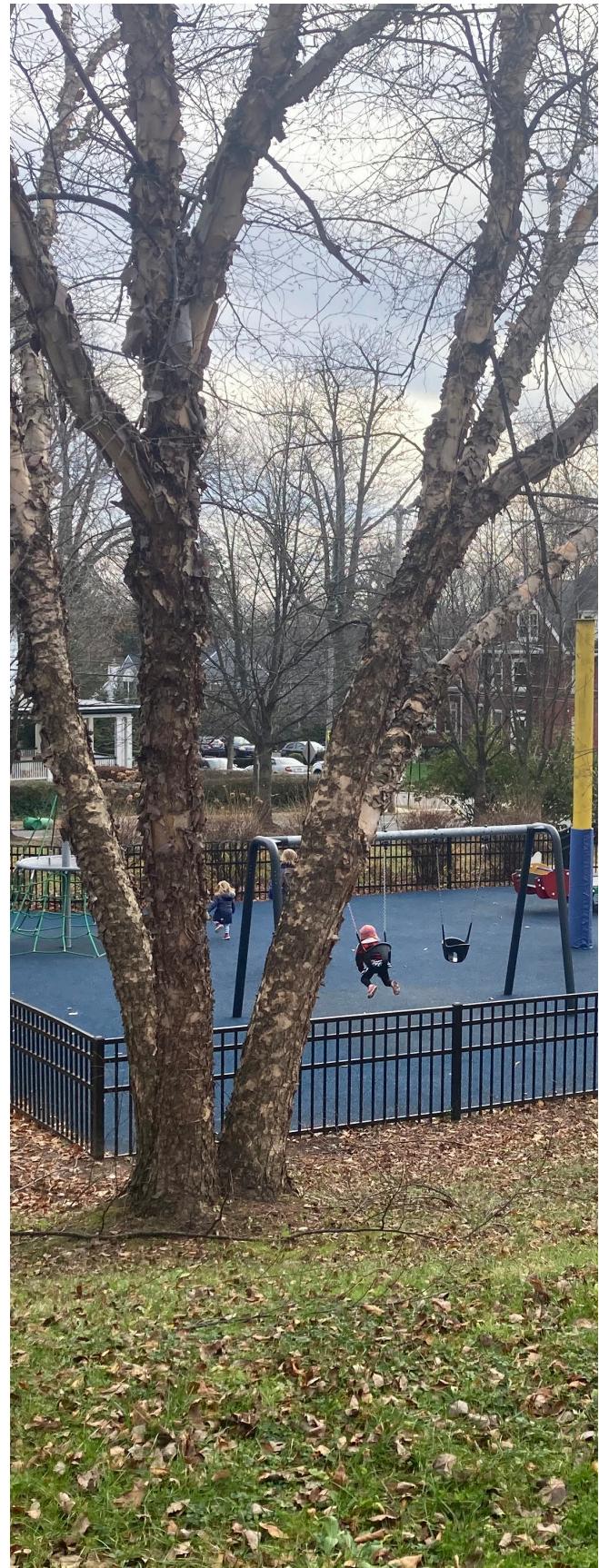
MEDIA BOROUGH ORGANIZATION

In accordance with Pennsylvania commonwealth codes, Media operates with a strong council and mayor form of government. The seven-member council is organized by committee. The committees include:

- Community Development Committee
- Finance & Insurance Committee
- Personnel Committee
- Properties Committee
- Public Safety Committee
- Public Relations/Economic Development Committee
- Public Works/Infrastructure Committee

In addition to serving on Committees, Council members also function as liaisons to community organizations including the following. By serving as liaisons to community organizations, the Council is fully vested in advancing partnerships that are vital to successful management of Media Borough.

- Board of Health
- Civil Service Commission
- Environmental Advisory Council
- Fair Trade Committee
- Fire
- Historic Archives Commission
- Historical Architectural Review Board
- ICC & Life Safety Appeals Board
- Library Board
- Media Arts Council
- Media Business Authority
- Media Historic Society
- Recreation Board
- Shade Tree Commission
- CIP Task Force



4 MANAGEMENT AND ORGANIZATION

ADMINISTRATION

The Borough operates with an optimal organizational structure in which staff collaborates as a Team with strong support from Borough Council and the Borough Manager. Figure 1 shows the Borough's organizational structure.

Media Borough is fortunate in having an expert management team. In addition to a Borough Manager and Finance Director that provide support for parks and recreation, the Borough is has a skilled Grants Coordinator on staff who writes grant applications, identifies funding sources, and manages the grants that the Borough secures. The Grants Coordinator has been highly successful in identifying projects and programs aligned with funding sources to generate significant grant funds to improve the Borough. It is unusual and highly favorable for a small municipality to have such a position that proves to be an investment not a cost.

RECREATION

Media Borough has one part-time Recreation Coordinator who works 12 hours per week. The Recreation Coordinator manages customer service, supports, and coordinates the activities and operation of the Recreation Board, and provides feedback from the public to the Recreation Board for their consideration.

MEDIA YOUTH CENTER

Media Borough has one part-time Recreation Coordinator who works 12 hours per week. The Recreation Coordinator manages customer service, supports, and coordinates the activities and operation of the Recreation Board, and provides feedback from the public to the Recreation Board for their consideration.

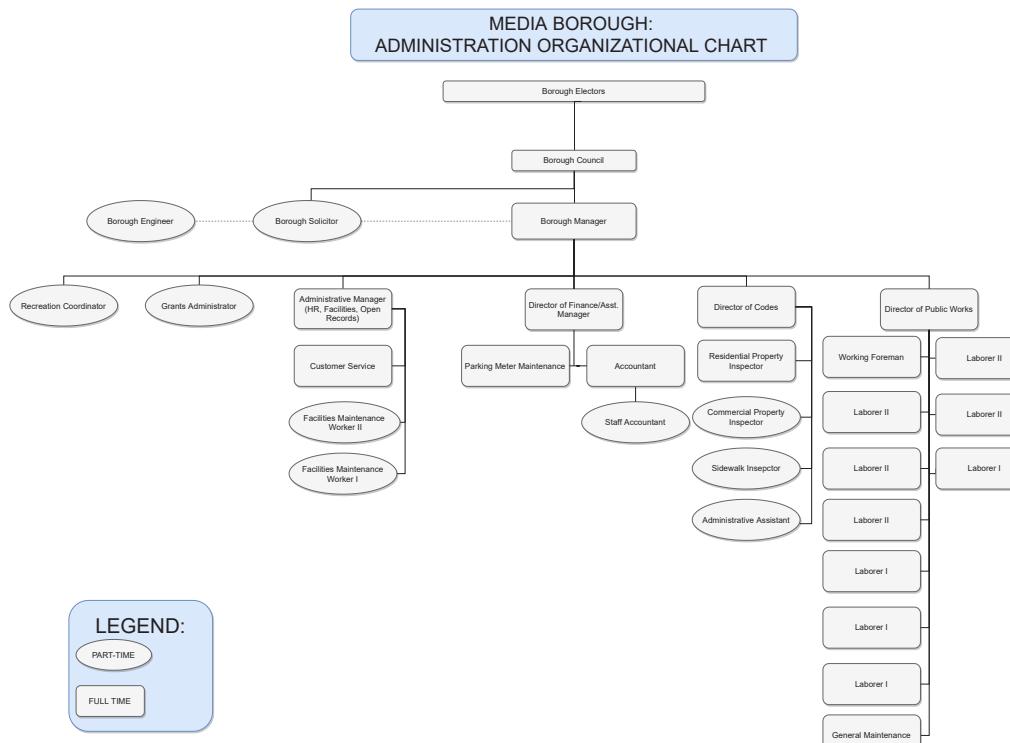


Figure 10: Organizational Chart

4 MANAGEMENT AND ORGANIZATION

PUBLIC WORKS DEPARTMENT

The Public Works Department has a director who manages a staff of 12 laborers. They include nine laborers in Highways and three in Sanitation. The Departments is responsible for the maintenance of all Borough properties. The Highways Division carries out park maintenance in addition to Borough streets, medians, trails including on road bicycle routes, and public buildings. The Director oversees contracted work such as the construction of the 5th & Broomall Park including the one-year contract for landscape maintenance. The extent of their work includes watering and care of the 30 ornamental plant pots on State Street. The Department works closely with volunteer groups, such as Keep Media Green, that provide important volunteer services.

PARTNERS

A hallmark of Media's optimal management structure is the relationship that the Borough has developed with significant community-based organizations. The partners are integral providers of programs, services, and facilities. They include the following:

- Media Arts Council
- Media Business Authority
- Media Youth Center
- Keep Media Green
- Media Rose Tree School District
- Wallingford-Swarthmore School District
- Delaware County Parks and Recreation Department
- Friends of Glen Providence Park

This is an information network of community-based organizations that operate independently focused on their particular mission. The unifier is their common goal of supporting the quality of life in Media Borough.

PARK, RECREATION FACILITY, TRAIL AND OPEN SPACE MAINTENANCE

The Public Works Department maintains the Borough's 7 parks and recreation facilities totaling 10.4 acres with a crew of nine laborers. Media's parks are consistently safe, clean, and attractive. Borough Council actively supports park maintenance providing needed equipment and supplies as well as increasing maintenance labor when needed. In 2021, the Borough added another laborer.

With a small system of parks, the Public Works Department maintains the parks on a system of performing tasks based upon historical patterns of how the parks have always been maintained. Their chief functions are grass mowing and trash removal. The crews carry out park improvements in-house such as the recent re-painting of sharrows on Borough streets to advance safe bicycling in the community.

4 MANAGEMENT AND ORGANIZATION

Given the Borough's size, parks and recreation facilities, and staffing, there is no workload cost tracking system to determine the cost of maintenance by park, facility, type, or task. This is common in small communities. Information about real costs helps to facilitate decision-making, resource allocation, and establishment of policies such as fees and charges for parks and recreation.

OPEN SPACE AND NATURAL RESOURCE MANAGEMENT

There is no formal organized management of natural resources or open spaces. As is typical in small systems, natural areas are perceived as facilities that require no maintenance. However, natural resources require ongoing maintenance, but at a less intense level than actively developed recreation facilities such as ballfields and playgrounds. They also require a different skill set than is found in Public Works Departments that are focused on the built environment, mainly streets.

Sustainable maintenance consists of any practice that protects the Borough's natural resources while providing for appropriate human uses. Maintaining a sustainable community park or landscape is somewhat different from a traditional turf- and pavement-dominated landscape. Maintenance in sustainable landscapes is just as important as in others because it shows that the landscape is being properly cared for, and not "abandoned."

Natural resource management focuses on land, water, soil, plants, and animals. Natural resource management is based on a scientific and technical understanding of resources and ecology, and deals with managing the way in which people and natural landscapes interact. The Borough's goal of natural resource management is to balance public access with science-based management to ensure that the resources are adequately protected while providing responsible public use.

Since natural resource management would be a new practice for the Public Works Department in Borough parks, having a plan in place would help. The Delaware County Conservation District can be a source of assistance in moving forward with natural resource management. The County's Green Ways program offers grants for this type of planning. Natural Lands, located nearby, offers training in stewardship of natural areas, and has provided excellent training for park systems in other Pennsylvania communities. A good example of a natural resource plan can be found on Fairfax County, VA's website at the following link: <https://www.fairfaxcounty.gov/parks/sites/parks/files/assets/documents/naturalcultural/nrmp-01-29-14.pdf>. Delaware County recently established a Sustainability Department that could be an important source of assistance in the future, especially when the Department focuses on the county park system in the future.

Any planning and recommendations undertaken would be in recognition of the small staff and limited resources that Media Borough has. Nevertheless, any small change implemented will be a success to advance further conservation efforts.

4 MANAGEMENT AND ORGANIZATION

HOMEOWNERS ASSOCIATIONS AND PRIVATE LANDOWNERS

HOAs are responsible for the maintenance of open space on their properties. These areas could become part of the plan for overall improvements in natural resource management in the Borough. The Borough is actively involved with outreach to private landowners in sustainability efforts such as the innovative program to compost waste, "Gotta Get a Bucket". In this program, homeowners can get a bucket to store their kitchen waste and then put it out with regular recycling collection for composting.

PARK MAINTENANCE ORGANIZATION AND DEVELOPMENT

Work sessions with Borough administration and Public Works management generated recommendations that the next area for improvement in park, recreation facility, trail, and open space maintenance is to work on organization. This would be a formal system to plan, direct, control, and evaluate maintenance management. It would involve the development of workload cost-tracking, planning, training, and development of standards for both quality of park care as well as efficiency standards for park tasks. Assistance is available in getting started on this through the National Recreation and Park Association's Park Maintenance Management School and the Pennsylvania Park Maintenance Institute.

An employee development program should be established in which a five-year training program would strategically target the types of skills that need to be enhanced or cultivated in Public Works for park maintenance and natural resource management. As part of this program current licensing in herbicides and pesticides should be continued and new certifications pursued such as the Consumer Playground Safety Inspector certification to always have two CPSIs on staff. Technology should be an important part of organizational improvements as it will provide ready sources of documentation on park maintenance, status of park conditions, scheduling, and work ordering, and will save administrative time.

VOLUNTEERS

Volunteers are important in open space, park, trail, and recreation facility maintenance. Keep Media Green is an important organization in providing volunteers for projects such as park clean ups and spurring the formation of the adoption of areas in the Borough for which residents assume care. Keep Media Green helps to build a sense of community in Media by having socials in association with their efforts in which residents come together to share locally grown and prepared food and get to know each other.



4 FINANCING

Media Borough has a budget philosophy rooted in a deep sense of responsibility to the taxpayers and a strong commitment to excellent public service. The Borough supports open space, parks, trails, and recreation in accordance with the community's identity as "Everybody's Hometown." The purpose of the financing assessment is to review how the financial aspects of open space, parks, and recreation are supported, managed, and directed toward meeting community goals, and with respect to the Borough's resources as well as support from alternative means such as fees and charges, rentals, grants, gifts, donations, and so on.

The last time that the Borough raised taxes was in 2007. The average residential tax payment of \$375 includes trash and recycling.

TWO BUDGET CATEGORIES

The Borough has an Operating Budget and a Capital Improvements Budget.

- The **operating budget** supports the daily operation of parks and recreation. The largest category is personnel covering salaries, wages, and benefits. Media Borough's operating budget is funded through taxes.
- The **capital improvement budget** is used for improvements that cost more than \$10,000 and last more than five years. Such improvements include park and recreation facility development, land acquisition, purchase of major equipment such as trucks, or the rehabilitation of existing facilities. The Borough has a Capital Improvement Program that is revisited every year prior to budget discussions. A task force gets together to review the budget and capital improvements annually to decide on the Capital Improvement Program. There is no formal strategic plan for park capital improvements. Decisions are largely made based on current needs and opportunities. Ways to fund capital improvements include municipal funds, grants and gifts, fundraising, donations, bond issues, partnerships, mandatory dedication of parkland, and loans.

BOROUGH DEBT

The Borough owes about \$3.8 million (note: additional debt needs to be added), which includes an annual payment of \$744,657 with about nine years remaining. This is from a General Obligation Bond. The Borough can take on more debt and will be prudent in ensuring strong fiscal accountability and responsibility. This strong financial position combined with skilled management enables the Borough to take on progressive actions to improve the quality of life in the Borough for all residents. The challenge is that the Borough has many responsibilities of which open space and parks are just one part of an important set of Borough needs.

MEDIA BOROUGH PARKS AND RECREATION OPERATING BUDGET

Table 1 presents Media Borough's Parks and Recreation Budget for 2017-2021. It shows a trend of decreasing budget expenditures and revenues. It is important to note that the salaries from the laborers in Public Works for park maintenance are not included in the budget. Based on a rule of thumb estimate using the Repairs expenditures of \$10,000 (valued at a rate of \$5 per hour for labor equals 2,000 hours). That is roughly the equivalent of one full-time maintenance worker. The average salary and benefits of a laborer in the Media Public Works Department is about

4 FINANCING

\$90,000. Incorporating this estimate into the General Recreation Budget for 2022 brings the total Borough expenditures for parks and recreation to about \$162,435.

- The parks and recreation budget is 1.6 percent of the Borough's 2021 operating budget of \$10,266,297. PA DCNR recommends that parks and recreation be allocated at least five percent of the municipal operating budget.
- Based on the 2019 population estimate of 5,682, the Borough's parks and recreation budget yields \$28.59 per capita. The state average is about \$38, and the national average is \$82.
- Based on the General Recreation Services budget, Media Borough generates about 23 percent of the operating budget from outside revenues. The national average is about 28 percent. This is favorable given the limited facilities and recreation staff that the Borough has.

Table 10: Media Borough Parks and Recreation System Budget

	2021	2020	2019	2018	2017
Revenues					
Rental Income	400	250	250	250	250
Miscellaneous	1,500	1,500	1,500	1,500	1,500
Event Income	15,000	18,000	18,000	18,000	18,000
Summer Camp Income	0	0	0	0	0
	16,900	19,750	19,750	19,750	19,750
Expenditures					
General Recreation Services					
Salaries	12,000	12,000	12,000	12,000	14,000
Camp Donations	1,000	4,500	4,500	4,500	8,000
Donations for Youth Sporting Organizations	3,000	16,000	16,000	16,000	16,000
FICA	900	900	900	900	900
Unemployment Comp Insurance	300	175	175	175	175
Telephone Monthly Charges	0	0	0	0	0
Consulting Services	0	0	0	0	0
Electricity and Gas	1,500	1,500	1,500	1,500	1,500
General Program Services	43,000	30,000	30,000	30,000	30,000
Repairs and Maintenance (Fields)	5,000	5,000	5,000	5,000	5,000
Repairs and Maintenances (Parks)	5,000	4,000	4,000	4,000	5,000
Minor Equipment Purchases	0	0	0	0	1,000
Donations	1,725	1,725	1,725	1,725	1,725
TOTAL	72,435	75,800	75,800	75,800	83,300

RELATED BOROUGH SUPPORT FOR COMMUNITY RECREATION

The Borough also provides funds to community-based organizations for public recreation related services. In 2021, the Borough's operating budget included \$43,000 in support as follows:

- Media Arts Council \$30,000
- Veteran's Parade \$1,000
- Media Youth Center \$5,000
- Media Theater \$5,000
- Holiday Parade \$2,000

If the \$43,000 budget to support recreation provided by community-based organizations was added to the General Recreation Budget along with the estimate for park maintenance labor, the total would be \$205,435. With this total, about two percent of the Borough's operation budget is \$36.15 per capita.

4 FINANCING

CAPITAL BUDGET

The Capital Budget is for the current year. For 2021, Houtman Park is included with a \$5,000 park improvement project. The Borough has made significant improvements in recent years using grant funds and Borough funds for major park improvements, such as the 5th and Broomall Park, tot lot on the Borough Hall grounds, and the acquisition and development of Manchester Park. This Open Space, Parks, Bicycle Routes, and Recreation Plan includes an action plan that will help the Borough to set forth a five-to-seven-year Capital Improvement Program for open space, parks, bicycle routes, and recreation facilities.

One of the major decisions that the Borough needs to make regards investment in open space conservation. With few open space properties remaining along with other Borough needs and limited resources, deciding on the level of investment in open space is critical. While other improvements can be deferred, open space conservation is urgent. There is a limited window of opportunity open to securing desirable open space properties given development pressure and escalating land values in this highly desirable municipality. Balancing multifaceted improvements, such as investing in the tree canopy, placemaking, safe cycling routes, and park improvements, with open space can result in holistic improvements to support Media's natural resources and aesthetics as a green community in a way that optimizes Borough resources.

STRENGTHS

- Media Borough operates efficiently and effectively with a lean and skilled management team.
- The Borough is fortunate in having many community-based organizations supporting and advocating for open space, parks, recreation, and trails.
- The Borough has orchestrated the means to deliver parks and recreation services through shared staff responsibilities that would be commonly provided by a single department in other communities.
- The Borough generates 23 percent of its recreation budget from nontax sources.

WEAKNESSES

- Funds for open space, park improvements, and bicycle routes are needed. Open Space is the community's top priority.
- Park maintenance is and probably will continue to be the Borough's greatest challenge. While parks are safe and clean, major improvements recommended for the parks and bicycle routes along with the need to plan and implement a natural resource management program will place more demands on the maintenance staff.
- Continuing to support community open space, parks, and recreation partnerships is essential.

OPPORTUNITIES

- New and increasing funding sources are becoming available through federal recovery and infrastructure programs.
- Delaware County recently created the Green Ways program to support open space, bicycle routes, and park improvements. County efforts could also include technical support.
- County partnerships could help to advance solutions to the decades-old Third Street Dam problem that may be possible for the Borough to support within their financial resources.

CHALLENGES

- Failing to make support for park maintenance commensurate with improvements and the need to manage natural resources would jeopardize the success of the Borough's open space, parks, bicycle routes, and recreation system.
- The contentious nature of open space viewpoints has resulted in polarizing opinions and divisive community relationships. All parties share the common vision of conserving Media as a green and connected hometown with a thriving economy and welcoming atmosphere for everyone. Dealing with the reality of open space under threat, along with limited resources and competing priorities requires utmost skill, creativity, understanding, commitment, and willingness to make hard decisions. These decisions may not have unanimous support, but rather figuring out solutions that most of the community can live with is important.

4 RECOMMENDATIONS

- Maintain the current organization. Continue to foster a climate of support for employees and invest in their development through a five-year training program with an allocation of one to two percent of the operating budget.
- Work toward increasing the parks and recreation budget toward five percent of the operating budget.
- Continue to add to the maintenance staff by securing new workers with skills or interest in natural resource management. Secure the services of a certified, trained arborist or staff to support Borough efforts for the tree canopy. Continue to support the Public Works Department's requests for equipment. Consider developing a formal equipment replacement program that would become part of the Capital Improvement program.
- Develop a five-to-seven-year Capital Improvement Program.
- Undertake a strategic planning program to carry out a referendum for an Open Space tax.
- Explore a dedicated property tax millage for parks and recreation up to one million
- Explore increasing EIT up to 0.5%. Involve the Trust for Public Land in feasibility study to prepare you for a decision and carrying out a voter referendum for this is required by law.
- Continue to explore new funding sources and seek grants. Consider exploring the potential to use the services of a lobbyist. Talk with the County about perhaps a Borough component to their lobbyists' scope of services that the Brough would pay for.



5



FACILITATE RECREATION OPPORTUNITIES



5 RECREATION IN MEDIA

OVERVIEW

Recreation opportunities in and near the Borough of Media are plentiful. Children's summer camps, parades, art exhibits, dances, holiday celebrations, poetry slams, music, film festivals, concerts, plays, special events, Dining Under the Stars...for people of all ages, cultures, and interests...the opportunities go on. The beauty of these opportunities in Media is that many different organizations and providers pitch in to make them happen.

PROVISION OF RECREATION IN MEDIA

The Borough provides recreation opportunities in several ways:

1. Developing, improving, and maintaining parks and recreation facilities that people use when they want and to support the services of others such as the Media Youth Center.
2. Facilitating the provision of recreation programs, services and events offered by community-based organizations.
3. Offering information about recreation programs and services.
4. Empowering the Media Borough Parks and Recreation Board to serve as the Borough's vehicle in communications with the public about parks and recreation needs and interests, as well as providing programs within their capacity as volunteers.

Why are these recreation opportunities important to the residents and the quality of life in Media? Table 5-1 presents the outcomes of recreation participation by age group.

RECREATION IN MEDIA: BUILDS A SENSE OF COMMUNITY

- Farmer's Market
- Bastille Day Celebration
- Dining Under the Stars
- Super Sunday Street Festival
- The America's Music Festival Series
- The Media Art Exhibition & Craft Fair
- The Media Film Festival
- The Downtown Car Show
- Holiday Parades
- Children's Summer Camp
- Basketball Leagues
- Sports Training Programs
- Egg Hunt
- Movie Nights
- Christmas Celebration



Table 11: Recreation Outcomes and Benefits for Media Borough

Youth Program Outcomes	Family and Community Outcomes
<ul style="list-style-type: none"> • Develop and/or improve health, motor, and social skills • Provide opportunities to be successful • Improve self-esteem and self-worth • Encourage creativity through art and performance • Provide opportunities to learn about the environment and heritage of Media Borough • Encourage situations to enhance decision-making skills • Create an environment that reduces loneliness and isolation • Provide safe after-school developmental opportunities • Provide or facilitate assistance that improves grades • Offer productive alternatives that reduce self-destructive/antisocial behavior • Create opportunities to improve leadership qualities • Foster stewardship through opportunities to engage our unique environment • Create opportunities that promote volunteerism 	<ul style="list-style-type: none"> • Provide opportunities for neighbors to interact, communicate, and bond • Create opportunities to connect families • Offer alternatives to less productive activities • Promote neighborhood and community involvement • Create a sense of place for Media Borough • Promote cultural and ethnic understanding and harmony • Provide opportunities that promote community pride • Foster opportunities for community integration
Adult Program Outcomes	Senior Adult Program Outcomes
<ul style="list-style-type: none"> • Provide opportunities to improve health, wellness, and fitness • Create an atmosphere that reduces stress • Provide opportunities to be successful and to deliver a sense of accomplishment • Create situations that deliver satisfaction and improve one's feeling of worth • Foster stewardship through opportunities to engage our unique environment • Provide opportunities for self-exploration • Promote ethnic and cultural understanding • Provide programs that promote social interaction • Create opportunities that promote volunteerism 	<ul style="list-style-type: none"> • Promote social interaction and help to reduce loneliness and isolation • Enhance and/or improve health and well-being • Improve fitness and mobility • Build confidence in one's abilities, promote independence, reduce dependence • Provide opportunities to be successful and improve self-esteem • Create opportunities that enhance life satisfaction • Foster an atmosphere that helps to reduce stress • Promote ethnic and cultural understanding • Improve one's feeling of self-worth through volunteerism • Engage our unique culture, heritage, and environment through exploration and education

5 RECREATION IN MEDIA

MEDIA BOROUGH'S RECREATION PROGRAMS

The Media Borough Recreation Board is responsible for outfitting, operating, and maintaining recreation programs and places in the Borough of Media. A part-time Recreation Coordinator supports Recreation Board programming by managing registrations, customer service, sales, logistics, and advertising coordination.

RECREATION BOARD PROGRAMS

The Recreation Board's signature programs are four family events synced with holidays: Halloween, Christmas, Easter, and the 4th of July. The Board also offers fitness classes in Borough Hall including aerobics, yoga, Zumba, and Pilates. The fitness classes are planned to serve senior citizens. The Board also offers trips from time to time such as a trip to the Spirit of Philadelphia. Other events are offered as the Board is able such as Family Dances.

MEDIA YOUTH CENTER

The Media Youth Center (MYC) provides a safe environment for youth to expand their minds, grow their bodies, and have fun. We offer a variety of recreational and educational programs for youth in addition to partnership opportunities with the community. Programs include:

- In-House Basketball-This program features youth basketball leagues for participants in grades four through 12, adult special events, tournaments, training, skills clinics, and other evolving programs to keep pace with interests.
- Robotics programs provide opportunities for children to work together using technology. They are offered throughout the Center's programming seasons organized around the school year. This program is very popular and usually has a waitlist.
- Media Youth Film Initiative is a collaborative program between the Media Youth Center and the Media Arts Council on filmmaking by youth.
- Media Youth Center Sports are new programs that will be offered outside of the traditional "In-House" Basketball League. Media Youth Center goal is to give the residents of the Rose Tree Media School District and surrounding areas some different opportunities in exercise and sports since not all kids play the "traditional sports". The new sports include Co-ed Ultimate Frisbee, Co-ed Speedball Hockey, Gym nights with a variety of games; 3-on-3 basketball tournaments, and NFL Flag Football for youth in grades four through 12 and an adult league.

MEDIA ARTS COUNCIL

The Media Arts Council's mission is to actively support local artists and integrate a wide range of arts into the life of the entire community. MAC. seeks to:

- Support artists by increasing opportunities to exhibit or perform their work in Media
- Create opportunities to communicate information about art happenings throughout the area
- Contribute to community arts events that appeal to all members of the community

With their overriding passion for the importance of arts in the community, the Media Arts Council seeks to support all who take part.

5 RECREATION IN MEDIA

MAC PROGRAMS

MAC offers a wide variety of programs ranging from exhibits to performing art in Glen Providence Park throughout the year. Below is a list of MAC's core programs:

- **2nd Saturday**
On the 2nd Saturday of every month, MAC offers an opening to a new show at the MAC Center and Gallery.
- **Juried Painting Exhibits**
Media Arts Council and Gallery invites regional artists to submit works for this year's juried painting exhibition. The Media Arts Council welcomes all professional artists to submit.
- **PhotoEx**
The PhotoEx Media Juried Photography Show brings photographers from the region to Delaware County to capture the uniqueness of it.
- **The Media Film Festival**
The Media Film Festival is a magnificent weekend of indie films submitted from all around the country. Filmmakers have an exciting opportunity to have their work shown at an iconic theater in Media.
- **Media Youth Film Initiative**
Media Youth Film Initiative is a dynamic film production class for high school students. MyFi combines the ageless art of storytelling with film. Students take part in all aspects of the filmmaking process.
- **MAC Music Series**
Outstanding musicians from around our area.
- **MAC At the Library**
MAC and the Upper Providence Free Library share space and show works of art at the library for sale and appreciation. A portion of every sale goes to the library and MAC.

MEDIA-UPPER PROVIDENCE FREE LIBRARY

The Media-Upper Providence Free Library is a nonprofit organization providing materials and services for the public's educational, recreational, and vocational needs. In addition to book lending, the Library is a community hub offering many programs year-round for children, adults, and families. The Library has a partnership with MAC to move art into the community through programs and services.

MEDIA BUSINESS AUTHORITY

Media Business Authority is proud to play host to a series of diverse and exciting events each year. Long-running events like the Food & Craft Festival, Santa's Arrival, America's Music Festival Series Americana Roots Ramble in April, Blues Stroll, Jazz by Night Celebration, Chinese New Year Celebration, and New Year's Eve Celebration & Ball Drop continue to grow in popularity.

5 RECREATION IN MEDIA

MEDIA THEATRE

The Media Theatre, DELCO's only professional music theatre, brings big-city excitement to the small-town feel of State Street. The mission of the Media Music Theatre Company is to promote and nurture the imagination, diversity, and joy unique to musical theatre by the production of new and classic works; to herald musical theatre to young people as an art form that is relevant to their lives and to foster an understanding by them that it is indigenous to their cultural heritage. The Theater offers a full season of mainstage Broadway musicals and children's programming, summer camp for ages 6 and up, a teen camp each summer that produces its own musicals, and "The State Street Miracles" performance troupe of adults with developmental disabilities.

KEEP MEDIA GREEN

A private, nonprofit organization, Keep Media Green's mission is to protect and preserve open green space and the natural environment in Media. This community-based organization contributes to the community by organizing an ongoing litter cleanup initiative in partnership with Media Borough's Environmental Advisory Council and offers community-building events such as pot-luck dinners and socials featuring locally grown delicious and healthy foods.

MEDIA SENIOR CENTER

Located on South Jackson Street, the Center is operated by Surrey Services. They provide programs, coordinate transportation, meals, and a calendar of activities and services.

FRIENDS OF GLEN PROVIDENCE PARK

Founded in 2011, Friends of Glen Providence Park is an all-volunteer, 501(c)3 nonprofit organization working to preserve and enhance the natural and historic resource of Delaware County's oldest park.

Technically it is a county organization, but very much a Media-supporting, private nonprofit group. About one-third of Glen Providence County Park is in Media Borough. Media residents truly think of this park as their own. It is the most frequently used park by Borough residents. The Friends of Glen Providence are a model Friends organization, demonstrating optimal ways of supporting public parks and recreation. Their activities include thousands of volunteer hours for park cleanups, summer concerts, planting days, history and nature walks, and the Friday morning Conservation Crew in the following framework:

- Conducting nature appreciation and education events at Glen Providence Park
- Presenting summer Arts in the Park performances at the historical concert stage
- Organizing volunteers to maintain and improve Glen Providence Park
- Creating citizen science projects to study and document the plants and wildlife in Glen Providence Park
- Advocating for public policies that support Glen Providence Park
- Researching, documenting, and preserving the history of Glen Providence Park
- Coordinating with local organizations such as the Media Arts Council

5 RECREATION IN MEDIA

COMMUNITY RECREATION PROGRAM INTERESTS

In the public opinion survey, respondents named the following as the top three programs in which they would like to participate within the next year:

- Physical and mental fitness improvement programs
- Special events and family programs
- Environmental education

RECREATION FOR MIDDLE SCHOOLERS, TEENS, AND YOUNG ADULTS

Residents raised concerns about limited recreation opportunities for middle schoolers, teens, and young adults. This was especially true for people in these age groups that do not play organized sports. Interviews with residents in this age group found that many local youths go to Smedley County Park or Ridley Creek State Park to hike, mountain bike, and hang out with friends. Houtman Park draws this age group particularly in the evenings. They also use the Elementary School play area in the evenings, which has caused concern enough to warrant police attention.



MEDIA YOUTH CENTER

More participation would occur in the Youth Center if the building and grounds were improved. Issues include space limitations and grounds not optimally designed for use or access for drop off and pick up of program participants. The access is so challenging that parents reported not letting their children participate in programs there because of the risky drop-off area. The Borough Hall also hosts fitness classes and the Children's Play Room.

5 RECREATION IN MEDIA

DESIRABLE FACILITIES

Three specific types of facilities conducive for residents to use at their own discretion are safe cycling routes, skateboard facilities, and pickleball courts.

- Safe cycling routes are being recommended as part of this plan. Residents are most interested in families and children being able to cycle safely.
- Skateboard facilities brought parents and youth out to public meetings as well as to voice their interest in interviews and the public opinion survey.
- Pickleball is one of the most important facilities not available in the area. This sport appeals to mainly older citizens although it is fun for all ages. During the outreach, residents came forward to report that they bought their own pickleball nets and equipment to set up on their own anywhere they could find a spot in Media.
- Dog Park–In an urbanized community with the trend toward multifamily housing with limited grounds, dog parks are an important community service. Dog ownership is prevalent and increasing most households.

MEDIA COMMUNITY PLAYROOM

Offered weekdays from 8:30 A.M. to 8:30 P.M., the Media Community Playroom is a safe, welcoming play space for children six-years and under and their caregivers. The room is well-stocked with a wide variety of toys. Use of the room is free and on a drop-in basis.

5 RECREATION IN MEDIA



Photo courtesy of Media's Youth Center
<https://www.mediayouthcenter.com/>



Photo courtesy of Media Arts Council
<https://mediaartscouncil.org/>



Photo courtesy of Keep Media Green
<https://www.keepmediagreen.org/>



Photo courtesy of Friends of Glen Providence Park
<https://glenprovidencepark.org/>

2021 General Recreation Trends

The National Recreation and Park Association provides information on the top trends in parks and recreation annually. These trends cover not only recreation programs but also the very real concerns and issues that communities face that are related to parks and recreation operations and public service. The general recreation trends are:

- **Urban Land Use Patterns Changing:** Expansion of pedestrian spaces, outdoor dining, conversion of streets to bike lanes and trails, reducing lanes for vehicular travel, expanding pedestrian plazas, and converting former travel corridors into new urban linear parks.
- **Operations and Management:** Without federal help, most municipal operating budgets will see cuts.
- **Focus on Health and Partnerships:** COVID-19 magnified the movement toward health and well-being in which parks and recreation will play a greater role. Skyrocketing rates of social isolation and loneliness call for more focus on well-being and access to parks and green space. More cross-sector partnerships with public health departments, school systems, social service agencies, and parks and recreation departments are emerging.
- **More technology:** Beacon counters, drones, monitoring of park visitors, biometric monitoring at facility entrances, and charting of park management such as control of invasive species.
- **Accelerating Impacts of Climate Change:** Most new parks and park improvements will be designed with resiliency in mind.
- **Virtual Programming and Esports:** Virtual team competitions and events, grab-and-go and take-it-with-you programs in which participants grab a bag of activities that they can do on their own are emerging from the pandemic as important sources of relief and building loyalty to municipalities.
- **Insta-Worthy Parks:** Optimize parks as locations for great pictures. Use this both to increase visitation and expand promotion of public parks via social media.
- **Dogs:** Dog parks are the fastest growing type of recreation facility.
- **Pickleball:** Departments nationwide report not being able to build enough pickleball courts fast enough to meet this trend.
- **Yoga:** All kinds of yoga including some featuring animals as participants – goats, puppies, pigs, and who knows what else.
- **Libraries, Health Services, Social Services and After-School Care** are all in parks and recreation facilities. Walkable/bikeable access, intergenerational programs, healthcare, childcare can all be incorporated into a unified location through parks and recreation providing ultimate convenience for the public.
- **Nonbinary Gender Identification:** Increasing gender equality is a major effort of parks and recreation agencies adopting inclusive policies and engagement of the LGBTQ+ community.

STRENGTHS

- There is a lot to do in Media!
- Many providers offer a wide range of recreation programs
- Media Borough is creative in generating ways to offer programs and services
- Partnerships in recreation matter.
- The Borough's promotional and outreach strategy using a professional marketing company is an excellent way to increase public awareness of recreation opportunities
- The Borough employs a part-time Recreation Coordinator and the Youth Center has recreation staff.

WEAKNESSES

- Middle schoolers, teens, and young adults need more community recreation planning services
- Youth services are predominantly focused on sports and children 6-12 years of age
- While the many providers are vital to community recreation opportunities, they operate as silos without a mechanism for coordination
- Facilities in which the community is interested and vocal about include safe places to bicycle, skate park, and pickleball courts. These are currently lacking.

OPPORTUNITIES

- Park improvements could include safe bicycle routes, pickleball courts and a skate park
- Collaborating with the skateboard constituents could help to advance the skate park as well as build in a way to ensure the harmonious operation of the facility
- The Media Youth Center could be upgraded for more program space
- Recreation Board and the Youth Center could be the convener of all recreation providers to explore coordination of recreation opportunities. The Board could also establish a Youth Recreation Council, ideally in coordination with the School Districts, that would work on recreation planning **with** youth instead of **for** them.

CHALLENGES

- Limited recreation opportunities for middle schoolers and teens are causing undesirable activity especially on the elementary school grounds
- The many providers operating independently can result in both the duplication of services and gaps in services to those most in need of recreation opportunities.
- Volunteers provide recreation services critical to the quality of life in Media Borough. The amount of work involved can lead to volunteer burnout and the loss of important services to the community.

5 RECOMMENDATIONS

1. Continue to provide recreation opportunities in accordance with the present practices through the work of the volunteer Recreation Board and community-based organizations.
2. Strive to find a practical achievable method to coordinate recreation programs, events, and activities so that the public knows about them and knows how to find out about them. Endeavor to identify gaps in service to those who need more recreation opportunities as well as ways to provide those needed services.
3. Continue to provide recreation opportunities that include:
 - Organized scheduled programs.
 - Facilities for people to use on their own
 - Partnering with community-based recreation providers
 - Advertising and promoting recreation opportunities to increase public awareness about them
4. Build on the Borough's informative and easy-to-use website for parks and recreation and the promotional strategy of engaging an outside marketing professional to increase public awareness of recreation opportunities in the Borough.
5. Advance the concept of "Everybody's Hometown" through recreation. It is evident that residents are concerned that the community is trending toward not being "everybody's" hometown due to gentrification and decreasing diversity. Recreation is the one area of public service that builds a sense of community.
6. Explore how to add facilities of importance to the community including a skate park, pickleball courts, dog park, and Youth Center improvements.
7. Should the Borough decide that additional staffing is needed to support or expand programming in the future, consider reaching out to a neighboring community to explore a multimunicipal recreation programming partnership. Given a population under 6,000, the Borough is not large enough for full-time recreation staff.

IMPLEMENTATION FRAMEWORK

A photograph of a natural setting. In the foreground, there is a body of water with a reflection of the surrounding environment. A path or grassy area runs along the water's edge. Several people are walking on this path: a group of four people (three adults and one child) is walking towards the left, and another group of four people is walking towards the right. The background is a dense forest of tall, thin trees, many of which appear to be dead or bare. The sky is clear and blue.

CONCLUSIONS AND RECOMMENDATIONS

PUTTING THE PIECES TOGETHER

Our parks and open spaces can weave all Media residents and our neighborhoods together through a system of green that advances our sense of community, stewardship, equity, and our economy. Our open space, parks, and recreation system connected by safe places to walk and bicycle can provide access to natural, cultural, and historic assets, opportunities to be active and healthy, and places to play and celebrate. Our green spaces protect things that we can't live without-like clean air and water.

Media is one of the best places to live in Pennsylvania. As a small compact community less than a square mile in size with a population of 5,487, optimizing open space, parks, and recreation calls for innovation, commitment, partnerships, and balancing overall community needs with limited resources. Perhaps more than most municipalities, Media residents love their community and have a deep and protective sense of the importance of protecting its charm, aesthetics, and quality of life here. The community has witnessed the forces of development that have changed southeastern Pennsylvania and have resulted in the loss of open space and wish to protect Media from similar results. With only 23 acres of open space remaining and vulnerable, Media faces three major challenges: time urgency, limited financial resources, and competing Borough funding needs.

Great communities have great parks and recreation systems with well-designed facilities, outstanding natural features, and lively programs to engage residents of all ages and interests. Just viewing parks and open spaces regardless of whether people use them or not reduces stress levels. Direct interaction by using parks and recreation facilities yields even more benefits to people. In providing input for this plan, the public recognized the benefits stating that parks and recreation are a defining feature of the high quality of life here. This was never more evident than in the past year when our parks were even more heavily used during the public health crisis.

Transforming the existing parks into great community spaces that reflect the persona of Media will be important over the next 10 years and beyond. In concert with important partners, incorporating public art, signage, and facilities such as gathering spaces, pickleball, and skate facilities will improve our community park system. The revitalization of the Youth Center is a priority of the residents.

While acquiring, developing, and improving parks and open spaces captures interest, grants, and support, operating and maintaining open space, parks, and trails is ever more challenging. Ensuring sufficient resources to maintain public facilities with staff and budget is the single hardest thing to do in open space, parks, and recreation. And, yes, open space does need to be maintained, not just left alone!

Based on public input, partnerships, and the existing resource assessment, the following Blueprint is put forth. Following this Blueprint will position Media to achieve its visions and meet its goals providing an excellent, open space, parks, recreation, and bicycle system for all.

1

Protect as much open space as possible

- Work with Delaware County on resolving the Third Street Dam issue with the goal of opening Third Street with a bridge and conserving important natural areas now in private ownership to add to Glen Providence Park.
- Target the largest parcels of the remaining 11.8 acres of vulnerable open space to acquire in sync with the determination of the amount of investment for which the Borough can assume responsible debt. Recognize that this requires two things: the time urgency of securing remaining open space under current development pressure, and balancing the investment with all other Borough needs.
- Continue the tree canopy and tree planting in the Borough.
- Create and adopt an Official Map. This would carry out a major recommendation in the Borough's Comprehensive Plan.



2

Continue to advance the bicycle network

- Start with the low-hanging fruit of redoing the sharrows and adding signage and bicycle racks.
- Work with Delaware County on establishing the Media Smedley Connector on the four segments in the Borough starting with the trail segment by the courthouse.
- Continue to develop the trail segments identified in this plan. Prioritize the Providence Road and Baltimore Pike segments. Carry out trail master planning for these segments through design in order to secure funding for 'shovel-ready' projects.
- Update the 2016 Bicycle Plan.



3

Upgrade parks and recreations facilities

- Work with the Rose Tree-Media School District to undertake a master plan for Barrall Field and the Elementary School grounds. Recognize the need to follow school security regulations in the design and public use of this site. Secure a no-match planning grant from Delaware County's Green Ways program to do the master plan. This is by far the single most important, most feasible park improvement project to undertake.
- Work with Media Arts Council to incorporate public art into the parks. Public art goals should include visual art, performing arts, and recreational and educational programs.
- Use Rescue Act funding to make Manchester Park a signature park featuring gathering spaces where people of all ages are welcome, especially teens. Engage middle schoolers and teens in the design process focusing on creating socializing areas, interesting seating, art, beautification, and potentially programming as a great public space. Consider outreach to WAWA as a partner/sponsor.
- Prioritize the park and recreation facility recommendations to target those which have a partnership, a citizen support group advocating to address climate change, serve teens and middle schoolers, and that further implement multiple municipal plans.
- The Youth Center is a top community priority, conducting a feasibility study on how to improve it as a top priority.



4

Keep the parks safe, clean, functional, and aesthetically pleasing.

- Create a formal written park maintenance management plan and include natural resource management in this plan with employee training on stewardship.
- Establish an employee development program that will serve the Borough's needs for open space, parks, bicycle routes, and recreation.
 - i. Send two workers to the NRPA's national Maintenance Management School for certification in park maintenance management. This is a two-year, one week per year program. Scholarships are available.
 - ii. Obtain CPSI (Certified Playground Safety Inspector) certification for at least one maintenance worker, preferably two.
 - iii. Work with a land conservancy that manages natural areas to develop a stewardship training program for natural resource management.
- As park improvements are made, provide for commensurate increase in maintenance support. Since one position was recently added, track and document park maintenance workload and add another worker. This worker should have expertise in landscape maintenance with ability to participate in a training program.
- Develop a five-to-seven-year Capital Improvement Program for open space, parks, recreation facilities, and bicycle routes. Determine an amount of funding for an annual appropriation for park improvements. Leverage this funding with grants. Based on this funding and projections of likely grant support, establish the improvement program.



5

Support and advance partnerships

- Continue to use Council liaisons to community-based organizations.
- Host a partnership summit to bring community-based organizations together to explore collaboration among groups to advance Borough open space, parks, recreation, and safe cycling goals.
- Continue to support the partnering groups as advocates for open space and parks and as the main providers of recreation programs and events.
- Reconfigure the Recreation Board to include two youth members and liaisons from FARE and the Black Parents Group. FARE and the Black Parents Group are two groups associated with the School District.



Photo Credit: Evelyn Blair

6

Provide funding and organizational support that will have optimal community benefit and garner widespread public support.

- Determine the amount of money that the Borough can responsibly provide for open space conservation. Based on this amount of money, prioritize the largest and most significant properties for acquisition. Due to time urgency and development pressure, funding for open space should be the priority at this time.
- Ascertain the amount of funding that the Borough can support annually in a five-to-seven-year capital improvement program. Leverage this with grants where possible using existing resources.

- If existing resources are not sufficient, which appears to be the case, set up an ongoing sustainable funding source for open space, parks, recreation, and bicycle routes. The public opinion survey for this yielded plan two possibilities include an Open Space Tax and millage from the property tax.
 - i. Open Space Tax added to the EIT. Up to 0.5% can be added to the EIT if voters approve through a voter referendum. The EIT now generates \$3.9 million annually. In Delaware County, only Radnor Township has an EIT Open Space tax of 0.25% that generates \$750,000 annually. The EIT of 0.5% would generate 1.95\$ million annually. A smaller percentage could be enacted.
 - ii. Real Estate Tax for special Purpose of Recreation-In addition to the general- purpose rate limit authorized for boroughs of 30 mills, Pennsylvania's municipal codes authorize taxing bodies to levy additional real estate taxes for special purposes including Recreation. The Recreation Special Purpose Tax has no limit. In Delaware County, two municipalities have levied a Recreation Special Purpose Tax. Chadds Ford Township generates about \$125,000 annually from its property tax with a \$0.0028 rate, while Concord Township's rate of \$0.189 yields \$300,000 annually. A one million real estate tax in Media would generate \$992,908 annually.
- As park improvements are made, provide for commensurate increase in maintenance support. Since one position was recently added, track and document park maintenance workload and add another worker. This worker should have expertise in landscape maintenance with ability to participate in a training program. Up to one-quarter of the open space EIT could be used for maintenance.
- Reclassify the Grants Administrator to a job description, title, and wage rate that reflects the actual duties of this position. This position serves more as a Project Manager who provides a broad range of services that also include grants administration as just one function.
- If the Borough decides to expand recreation services in the future, explore multi-municipal cooperation as an organization, cost-effective option. PA DCNR offers a \$10,000 Peer Grant to municipalities who wish to explore working together on shared parks and recreation services.



CONCLUSIONS AND RECOMMENDATIONS

While this **Open Space, Parks, Recreation and Bicycle Plan** lists a comprehensive set of recommendations and improvements, the blueprint above sets forth a strategy to move ahead through a combination of planning and action steps using a mix of public and private funding and support.

As Media Borough evolves and the needs, interests, and lifestyles of our residents change, our open space, parks, recreation, and bicycle network system needs to go forward, stay relevant, and be the best part of everyone's day. To ensure that our parks and recreation system remains environmentally and financially sustainable, our plan of action for the next 10 years is set forth in the following table. The plan will ensure that present and future generations will have opportunities to connect with nature close to home, safely walk and bicycle, enjoy our top-notch parks, and participate in our programs that add years to our lives and life to our years.

This plan celebrates what the Borough has already achieved and defines a path for making our natural, cultural, and recreational assets even better. Everyone who cares about Media Borough has a role to play in taking our parks and recreation system to its next level of excellence. Media Borough is committed to implementing this plan. We are hoping that our community will join us in carrying out the action steps in the following table.



ACTION PLAN

Goal 1 Protect Borough Open Space						
Recommendations	Priority	Years	Responsibility	Resources	Method	Outcomes
Protect as much of the remaining open space as possible						
Acquire remaining open space with the priority on large parcels of at least an acre; parcels adjoining publicly owned property, proximity to trails and potential linkages	High	2021-2024	Media Borough Council & Delaware County Council	\$3-10+ million depending on Borough's prudent use of debt. Supported by grant funding of up \$1-3 million.	Identify the priority sites; determine Borough's financial level of support; and designate representative(s) with connection to property owner to initiate aquation discussions,	Conservation of environmental resources and community character, as well as satisfy the top community priority
Work in partnership with Delaware County on the resolution of the Third Street Dam and conserving natural areas now in private ownership	High	2021-2024	Media Borough Council & Delaware County Council	Time and expertise of officials in resolution of outstanding issues.	Development of an action plan to carry steps to cease work on the dam, construct the bridge, and preserve the natural area near Third Street and Glen Providence Park	End to decades long problem with a solution that the public would favor.
Continue to implement the street tree program	High	Ongoing	EAC	\$100,000 annually Grant and Borough Funds	EAC leads this effort, Maintenance from Public Works	Clean air, reduction of heat, and stormwater runoff, and wildlife habitat
Create and adopt an Official Map for the Borough	High	2022	Planning Commission and Council	\$25,000	Retain an AICP consultant to work with the Planning Commission	Position the Borough to acquire open space and trail linkages.
Develop a program of outreach to HOA's about their care of their open space	Low	2027+	Council and Public Works	Staff time for outreach and training	Develop one pilot project with a willing HOA and expand based on success.	Improved management of green spaces and natural resources Borough-wide

ACTION PLAN

Goal 2 Create a Bicycle-Friendly Community						
Recommendations	Priority	Years	Responsibility	Resources	Method	Outcomes
Improve the existing bicycle network	High	Ongoing	Public Works	Staff time and materials	Relocate and paint the sharrows	Improved safety of cyclists
Advance the Media-Smedley Connector Trail – Courthouse segment	High	2022-2024	Council, Grants Coordinator, Delco Planning Department	\$160,000 in Delco funding, \$900,000 in PennDOT funding	Delco Planning Department as lead	Development of this segment would lead to the development of the Baltimore Pike segment
Improve Providence Road for cycling following the Media Smedley Collector trail establishment	Medium	2024-2027	Council, Grants Coordinator	\$100,000	Seek consultant with expertise in urban bicycle planning	Would provide safe transitions for cyclists from the Media-Smedley Trail
Update the 2016 Bicycle Plan	Medium	2024-2027	Grants Administrator	\$75,000 grants support from PA DCNR or Delco Green Ways	Seek consultant with expertise in urban bicycle planning	Ability to get grant funds for developing the bicycle routes.
Expand Bicycle Parking	Medium	2024-2027	EAC and Grants Coordinator	Borough funds with support from partners such as local businesses	Plum Street Mall as priority	More bicycle traffic in town center with support for businesses. Less traffic congestion.
Advance the nine other trail segments identified in this plan	Low	2024 – 2027 and beyond	Council and Grants Coordinator, Delco Planning Department	\$50,000-100,000 in design fees Borough funds or grants	Seek consultant with expertise in urban bicycle planning	Development of this segment would lead to the development of the Baltimore Pike segment

ACTION PLAN

Goal 3 Upgrade Parks and Recreation Facilities						
Recommendations	Priority	Years	Responsibility	Resources	Method	Outcomes
Connecting Ecosystems						
Treat the first order stream corridor connecting Phillips Green, Jaihson Park, an unnamed parcel, and Houtman Park	Medium	2024-2027 and beyond	Public Works	Natural Lands Stroud Water Research Center PA DEP Delaware Riverkeeper Network	Develop a robust invasive plant management and planting plan for all parks and parcels named	Increase in biodiversity and health of Media's first order streams
Develop a conservation plan between Glen Providence and Broomall Lake Country Club	High	2022-2023	Grants Administrator, Public Works, and Borough Council	\$50,000-\$70,000 Delaware County partnership	State and county grants with municipal match	Increase in biodiversity and health of Media's first order streams
Conduct public outreach to educate homeowners on how to convert their yards into a robust native ecosystem	Low	Ongoing	Borough Council	Home Grown National Park, Keep Media Green, Natural Lands, growers like North Creek Nurseries	Partner with a conservation/ restoration organization, a horticulturalist, and a public relations firm to develop a campaign	Increase in biodiversity and habitat connectivity
Streets as Linear Parks						
Create a street tree planting plan where the heat island effect is most prevalent and where the most street trees are failing in health	High	2022-2024	Shade Tree Commission	Shade Tree Commission	Seek consultant to develop a street tree plan. Use Shade Tree Commission's survey of Media's street trees as the plan baseline	Create a more inviting streetscape, reduce heat island effect, and increase habitat connectivity
Utilize green infrastructure in conjunction with the street tree planting plan to capture and treat stormwater	High	2024-2027	Township engineer	US EPA, Philadelphia's Green Cities, Clean Waters program	Coordinate with township engineer and tree plan consultant to find green infrastructure opportunities	Combat climate change, reduce runoff and protect stream banks, increase habitat connectivity, and create a more inviting streetscape
Showcase/create Media's identity in sustainability and the arts through bus stops	Medium	2022-2024	Borough Council	Media Arts Council	Work with Media Arts Council and local artists to design Media's bus stops	Celebrates the use of public transit and the art culture in Media and enlivens Media's public spaces
Enliven Media's streets through art:	Low	2024-2027	Borough Council	Media Arts Council	Work with Media Arts Council and	Celebrates the art culture in Media

ACTION PLAN

artful bus stop design, painted murals and utilities, and sculptural seating					local artists to find and create art opportunities in Media's streets	and enlivens Media's public spaces
Systemwide Upgrades						
Enrich the landscape by adding native groundcover and understory plantings to unprogrammed lawn space	Low	Ongoing	Public Works	Home Grown National Park, Keep Media Green, Natural Lands, growers like North Creek Nurseries	Partner with a conservation/ restoration organization, a horticulturalist, and a public relations firm to develop a campaign	Increase in habitat connectivity and biodiversity
Develop a program to manage the deer population in Media	Med	2022-2024	Parks and Recreation	Potential partnership with county and state, Public Works	Seek consultant who has expertise in deer management	Increase in health and biodiversity of Media's forests and planted spaces
Foster Partnerships for both pop-up and permanent events at parks	Low	Ongoing	Parks and Recreation	Keep Media Green and Media Arts Council	Seek local community groups to partner with	Increase in exposure of parks
Add seating to all parks	Medium	2022-2024	Parks and Recreation	Public Works, Arboreta, neighboring parks and recreation departments	Hire a landscape architect to develop the park seating palette, both off-the-shelf and bespoke	Higher park use
Park Improvements						
At the Youth Center, create a master plan for both the site and the building to optimize play and recreation and ecologically enhance the site with a goal of a totally green facility	Medium	2024-2027	Borough Council, Parks and Recreation	\$80,000-100,000 DCNR, Green Ways, and Borough Funds	Seek consultant with expertise in site and facilities master planning, landscape architecture, and play,	Better vehicular circulation, higher level of use, and create an ecologically friendly site
Barrall Field and Elementary School Playground	Medium	2024-2027	Borough Council and School District	Outreach and time	Orchestrate a discussion of Council and School District Superintendent or Board President about improving Barrall Field and the Elementary School grounds	Dramatic enhancement of these facilities as a signature Community School Park that would be a model in Delaware County
Undertake master plan for Barrall Field and the Elementary School grounds	Medium	2024-2027	Borough Council with support of	\$80,000-100,000 Green Ways or DCNR grant	Seek grant funds. Retain consultant with expertise in the design of	Signature park, improved community

ACTION PLAN

			Grants Administrator		great public spaces	service, and community pride
Elevate and enliven Manchester Park through art, artful seating, creative play, and temporary art installations	Low	2024-2027	Parks and Recreation		Work with Media Arts council and develop a plan that incorporates art and creative play	Celebrates culture in the arts, adds additional programming in play elements
At Media Municipal Center, incorporate multigenerational play features like outdoor exercise rooms	Medium	2024-2027	Parks and Recreation		Seek consultant with expertise in landscape architecture and play	Higher park use and more diversity in park attendees
Partner with Delaware County to rethink Orange St. lots	Low	2024-2027	Borough Council	Delaware County	Partner with Delaware County to develop a master plan of the Orange St. Lots	New park space in the most underserved area in town in terms of proximity to park space, increase in parking space
Follow through with grant application to develop signage system for Media's open space, parks, recreation facilities and bicycle routes.	High	2022	Grants Administrator	\$100,000 with DCNR grant of \$50,000 and Borough Match of \$50,000	Engage arts community ion signage development. Sign construction costs to be phased in.	Phase in signs over time in conjunction with open space, parks, recreation facilities and bicycle route improvements.

ACTION PLAN

Goal 4 Take Care of What We Have						
Recommendations	Priority	Years	Responsibility	Resources	Method	Outcomes
Keep the parks safe, clean, functional, and aesthetically pleasing.						
Send two Public Works staff to the NRPA Park Maintenance Management School for certification	High	2022 and 2023	Public Works Director and one staff person	Week of time in 2022 and 2023. \$2,000 per person	Apply for a scholarship for at least one person. This can cover tuition, room and board, transportation, or all	Improved maintenance of Borough parks, open spaces, and natural resources. Cost savings. Morale booster
Undertake a Stewardship Training Program for Public Works Staff	High	2024-2027	Public Works Director	\$10,000 plus annual follow up for two years of \$3,000 per year	Retain natural resource management experts from land conservancy that manages land	Improved protection of Borough's natural resources, sustainability, and reduced impacts from climate change
Establish an Employee Development Program as a formal written plan	Medium	2024 - 2027	Public Works Director, Recreation Coordinator, and Grants Administrator with Borough Manager	Staff time for developing the plan	Allocate 1-2% of the Borough's operating budget for employee development	A return on the Borough's investment producing optimal Borough operations and public service
Obtain CPSI certification (Certified Playground Safety Inspector)	Medium	2024 - 2027	Public Works Director	Staff time for training and test. \$700 each for two staff people	Live attendance for training preferred with virtual training as fallback.	Improved playground safety and reduced exposure to liability for the Borough
Develop a formal written park maintenance management plan including a plan for each park	Low	2027+	Public Works Director	\$25,000 - \$35,000	Seek grant funding from PA DCNR or Delaware County. Retain consultant to work collaboratively with Public Works Director and staff	Improved capacity to plan, schedule, carry out, and evaluate park maintenance will increase effectiveness, efficiency, and allocation of resources.

ACTION PLAN

Support and Advance Partnerships						
Continue to use Council as liaison to community-based organizations	High	Ongoing	Council with Borough Manager support	Council and Manager time	Communication between Council and organizations with sharing of information	Essential to the provision of public services that the Borough could not afford on its own
Continue to collaborate with community-based organizations as open space and park advocates and the main providers of recreation programs, events, and services	High	Ongoing	Council	Grants Administrator	Coordination as needed. Provide annual recognition and appreciation of these organizations	Provision of essential public services.
Reconfigure the Recreation Board to include two youth representatives and representatives from FARE or Black Parents Group	High	2022-2024	Council, Recreation Board, and Grants Administrator	Council, Recreation Board, and staff time	Engage a community volunteer to recruit members	Advance DEI in Media to celebrate the community's value of diversity. Engage youth in planning recreation opportunities
Hold a Partnership Summit	Low	2024-2027	Council and Grants Coordinator	\$3,000–5,000	Engage a committee of partners to plan the Summit	Recognition of Partners by Borough and opportunity to spur partnership collaboration
Organization and Management						
Reclassify the Grants Administrator position as the Media Borough Project Manager	High	2022	Borough Manager and Council	Title, job classification, and salary scale adjustment	Objectively and accurately define and evaluate duties, responsibilities, tasks, and authority level	Accurate reflection of responsibilities of this position.
Add maintenance staff including a certified tree arborist	Medium	2024-2027+	Borough Manager, Public Works Director and Council	\$100,000 per employee	Recruit employees based on specific skills needed	Protection of public property and park visitor safety
Multimunicipal coordination of recreation staff	Low	2027+	Borough Manager and Council	Staff time	Seek a DCNR Peer grant to explore multi-	Capacity to provide recreation services not possible now, but at a lower cost through shared staff.

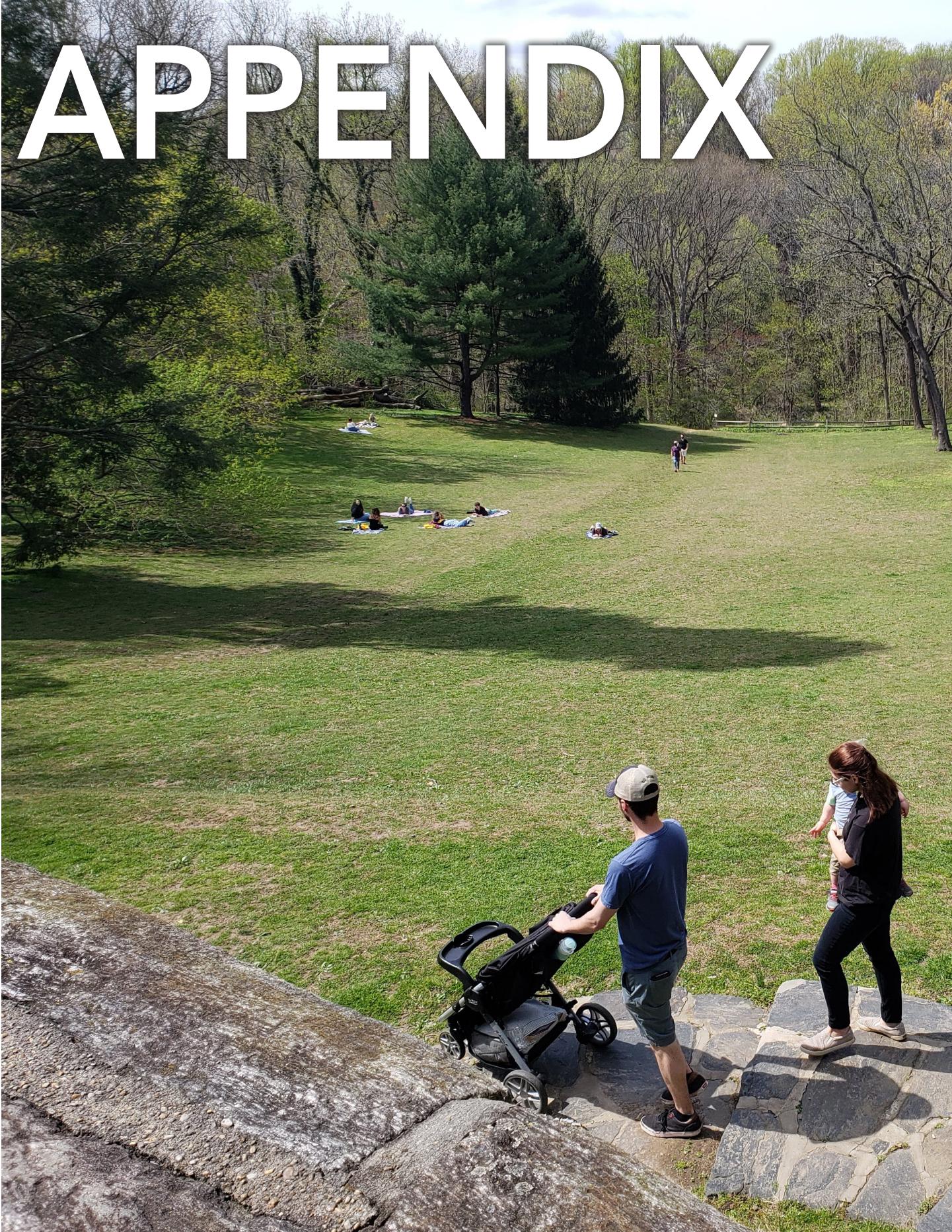
ACTION PLAN

Financing						
Increase the parks and recreation budget to include operating support for open space and bicycle routes. Too Strive to phase in up to five percent of the borough's operating budget for this and to reach the statewide per capita average that is now \$38.	Ongoing	Through 2027 and beyond	Borough Council and Manager	About \$56,820 per capita as the first benchmark. About \$500,000 is the percentage of the operating budget to phase in over years as improvements are made.	Strive to achieve this through a mix of public and private resources and partnerships. The Borough cannot do this alone.	Maintenance costs four times as much to provide than does facility acquisition and development over the lifetime of the public space or facility.
Explore potential to increase park operating budget through dedicated park millage on property tax.	High	2022	Borough Council and Manager	Up to \$1.95 million. Explore the optimal percentage of a mill to dedicate.	Financial studies	Outreach found support for financial support by citizens. Survey was not statistically valid and reliable but yielded 796 responses.
Explore potential to increase EIT by up to .5%. Use Trust for Public Land for Feasibility Study. Follow through with properly planned voter referendum if feasible.	High	2022-2023	Borough Council and Manager	\$25,000 for Feasibility Study. Up to \$50,000 to prepare for voter referendum from TPL.	Assess potential of community group to prepare for education and outreach on voter referendum.	Generate up to \$992,850 annually or lesser amount under .5%. Can use 1/4 for maintenance.
Goal 5 Facilitate Recreation Experiences that Enhance the Quality of Life for Our Community						
Recommendations	Priority	Years	Responsibility	Resources	Method	Outcomes
Continue to provide facilities for residents to use for their own self-directed opportunities						
Continue to provide parks and recreation facilities and add improvements as described in Goal 3	High	Ongoing	Council	Borough operations	Ongoing park maintenance	Enhanced quality of life in Media by meeting identified community needs
Facilitate recreation opportunities by increasing public awareness about facilities and programs						
Increase public awareness about parks and recreation opportunities	High	Ongoing	Grants Administrator	Borough operating budget	Continue to use the website, social media, and the newsletter. Continue to retain a professional marketing firm to increase public awareness	Resident satisfaction and community pride. Optimal use of facilities and programs. Improved public service

ACTION PLAN

Provide services for middle schoolers and teens						
Form a Youth Recreation Council	High	2022+	Grants Administrator or Recreation Coordinator in partnership with a Recreation Board or Youth Center Representative	Staff and volunteer time	Enlist a middle school volunteer source of support. Form a group to launch the Youth Council whose purpose is to plan recreation opportunities WITH youth and not FOR them	Meet a major community need, support healthy development of youth, deter antisocial behavior
Advance DEI through recreation						
Set DEI as a goal for the Recreation Board	High	2022+	Recreation Board with Council liaison	Council and Board member time	Recreation Board holds a work session with FARE and Black Parents Group representatives to develop an action plan for advancing DEI efforts	Welcoming environment for people of all races, cultures, ages, and abilities in all parks, programs, and events

APPENDIX



PUBLIC OPINION SURVEY REPORT

The online Public Opinion Survey for the Media Borough Open Space, Parks, Recreation and Bike Routes Plan was undertaken in fall/winter of 2019 and 2020. The Borough and their marketing partner DandeLions Digital made an exceptional effort in promoting the survey to the public. The Plan Advisory Committee participated in the development of the information desired from the public that is being used to inform the planning process.

PURPOSE

The purpose of the survey was to determine the opinions, ideas, and concerns of the residents regarding parks, recreation facilities, open space, trails, and level of support.

CONTENT

The survey included questions on open space, park use, blocks to park use, facilities used, facilities preferred, ratings of facilities and programs, importance of parks, improvements desired, level of support, the Third Street Dam and road, and how respondents would spend \$100 on parks, recreation, trails, and open space. They also had the opportunity to provide open ended comments.

PURPOSE

The survey generated responses from 796 people with about 32 points of information per respondent for a total 25, 345 data points. Residents were the major responders at 72%.

Table 1. Response by Age Compared with Population Composition		
Age Group	Response Rate	Population Composition*
18-24	2%	8%
25-45	41%	42%
46-65	41%	25%
66+	16%	19%

*Not 100% due to rounding

The response rate for people in the age groups of 25-45 and 66 years and older is close to their ration in the community. Respondents 46 – 65 are over-represented by 60%.

FINDINGS

The purpose of the survey was to determine the opinions, ideas, and concerns of the residents regarding parks, recreation facilities, open space, trails, and level of support.

Summary findings include:

1. Open Space, Parks and Recreation Priorities - Top Three Priorities:

- o Open Space Conservation
- o Safe places to walk and bicycle
- o Improvements to the Youth Center

2. Most Used Parks - The three parks most used were Glen Providence Park, the Elementary School playground, and Barrall Field. Respondents generate township parks and facilities as good to excellent.

PUBLIC OPINION SURVEY REPORT

3. **Park Use** - 95% of the respondents reported using borough parks. About 35 respondents reported that they liked having parks in the community even though they did not use them.

4. **Reasons to Use Parks** - The top three park uses reported by the respondents were:

- o Enjoy nature
- o Walk or run
- o Relax or get away from it all

5. **Importance of Open Space, Parks, and Recreation** - 98% of the respondents indicated that open space, parks and recreation are important to the quality of life here with 85% responding that they are very important or critically important to the quality of life here.

6. **Blocks to Park Use** - About 42% of respondents reported that nothing prevents them from using Borough parks. This is an unusual finding. Typically business emerges as the top reason. Using parks elsewhere or not knowing about Borough parks were next in line as chief reasons that blocked use. Worth considering is that poor quality facilities and lack of programs were listed by 15% as blocks.

7. **Preferred Improvements** - The top three improvements that respondents would most like were:

- o Restore and protect our environment
- o More safe places to walk and bicycle
- o More art in the parks including performances, exhibits, and programs

8. **Open Space, Parks and Recreation Rating** - About 42% of respondents thought that parks, recreation programs and open space were good with 40% rating them as average overall in Media. About five percent thought they were excellent and only 2% rating them as poor. The goal with implementation of the plan would be to get the overall ratings up to 80% good to excellent.

9. **Third Street** - When asked what they would prefer to see at Third Street, three out of every four respondents prefer to see a bridge instead of a dam. While 16% of respondents had no opinion about Third Street, 88% of those that did have an opinion prefer the bridge instead of a dam. Regarding traffic at Third Street, 64% of those who expressed an opinion about favored pedestrian and bicycle traffic only; about 36% preferred auto traffic with pedestrian, bicycle, and emergency vehicle access. About 9% of respondents had no opinion about traffic.

10. **Program Priorities** – The top three programs that respondents would like to participate in within the next year include:

- o Physical and mental fitness improvement programs
- o Special events and family programs
- o Environmental Education

PUBLIC OPINION SURVEY REPORT

11. Level of Financial Support – When asked what they would be willing to support financially with respect to Media's annual \$25 per capita investment on open space, parks, and recreation, 92% of the respondents would be willing to pay more. Of these 46% would be willing to pay \$30 more annually, 27% \$20 more, 28% \$10 more (not 100% due to rounding). When asked how they would spend \$100, open space captured the most money at about \$25 with the next highest allocation coming in at \$15 for improving our parks and recreation facilities. Surprisingly, maintenance came in with the third highest allocation at \$13. This is an important finding.

12. Improvements. User fees and existing Township taxes were the most favored ways to support operating and maintaining the park.

13. Information – Respondents prefer a mix of sources of information about open space parks and recreation including email, website and newsletter.

INTERPRETATION AND IMPLICATIONS

Responses. The survey response of 796 was high in this Borough of 5,487. The work of DandeLion Media was instrumental in getting the word out and motivating residents to respond. The respondents closely mirrored the population age groups except for the 46-65 age group which is underrepresented. Further outreach to this age group would be informative. More targeted outreach to these groups for planning facilities and services that would serve them well. Given the high response in the 25-45 age group, no doubt that families and presence of children influenced the responses. The questionnaire did not request the ethnic or racial group of the respondents.

Open space is clearly a priority in this community. Combined with the large response and the respondents' willingness to pay more annually is indicative of community support that will be helpful in supporting the decision-making process. Urgency mandates an immediate focus as there is limited time remaining when any open spaces would be available. It is important to note that not's not only about getting the open spaces but also about taking care of them such as the streams on either side of Broomall's Lake CC and Glen Providence Park. Environmental concerns also translate into expanded Borough planning such as for the street tree canopy and streetscapes. The care of public spaces alone is fine but that impact could be expanded exponentially if every property owner thought of themselves as a land steward. Combined with the high interest in environmental programs, consideration could be given to developing targeted outreach and programs to homeowners that would foster stewardship on private lands which would further resiliency and positive response to climate change in Media borough.

Safe Places to Walk and Bicycle. Since the Borough has a walkability score of 94 but a bikeability score of only 45, clearly the emphasis on connections should be on bicycle routes. With Delaware County's focus on bicycle routes and their work on the Media Smedley Connector Trail, forming an alliance with the County Trails Coordinator and considering having the Borough represented on the future Delco Trail Alliance might be a worthwhile effort in cultivating support for the bicycle route work.

PUBLIC OPINION SURVEY REPORT

Park Quality – The residents are very interested in increasing the quality of the parks. Other outreach found the importance of art, diversity and addition of facilities, and relating design to ethnic groups. Elevating the quality of design and materials is key. The new playground at the Elementary School has top-notch equipment but needs more design. Elevating the design of facilities is a key in the plan now. Focusing on the heritage of the area such as the African American population and the ties through Jaisohn Park would be important and very interesting for this community.

Youth Center. The Youth Center emerged as a keen public interest. Comments and other outreach found that the grounds, access, and limited parking deter use. .

Other Facilities. The two playgrounds are fine examples of excellent public facilities. The Borough Hall tot lot is exceptionally well designed. Both playgrounds are jammed packed at peak hours. Additional places to play such as nature play areas in line with the respondents' interest in nature should be considered.

Program Directions and Facilities. Continue to deliver programs and special events as volunteer efforts of community based organizations for the foreseeable future with an emphasis on quality is important to respond to the public's interest in special events and family programs. Move into other areas such as nature based upon resources including partnerships. Bring underserved groups into discussions, perhaps through the Parks and Recreation Board, including teens, seniors and formulate how to move forward with programs and services with them. Many of the interests are related to facilities such as pickle ball, trails, indoor recreation, fitness and so on and can be provided for use by residents on a self-directed basis..

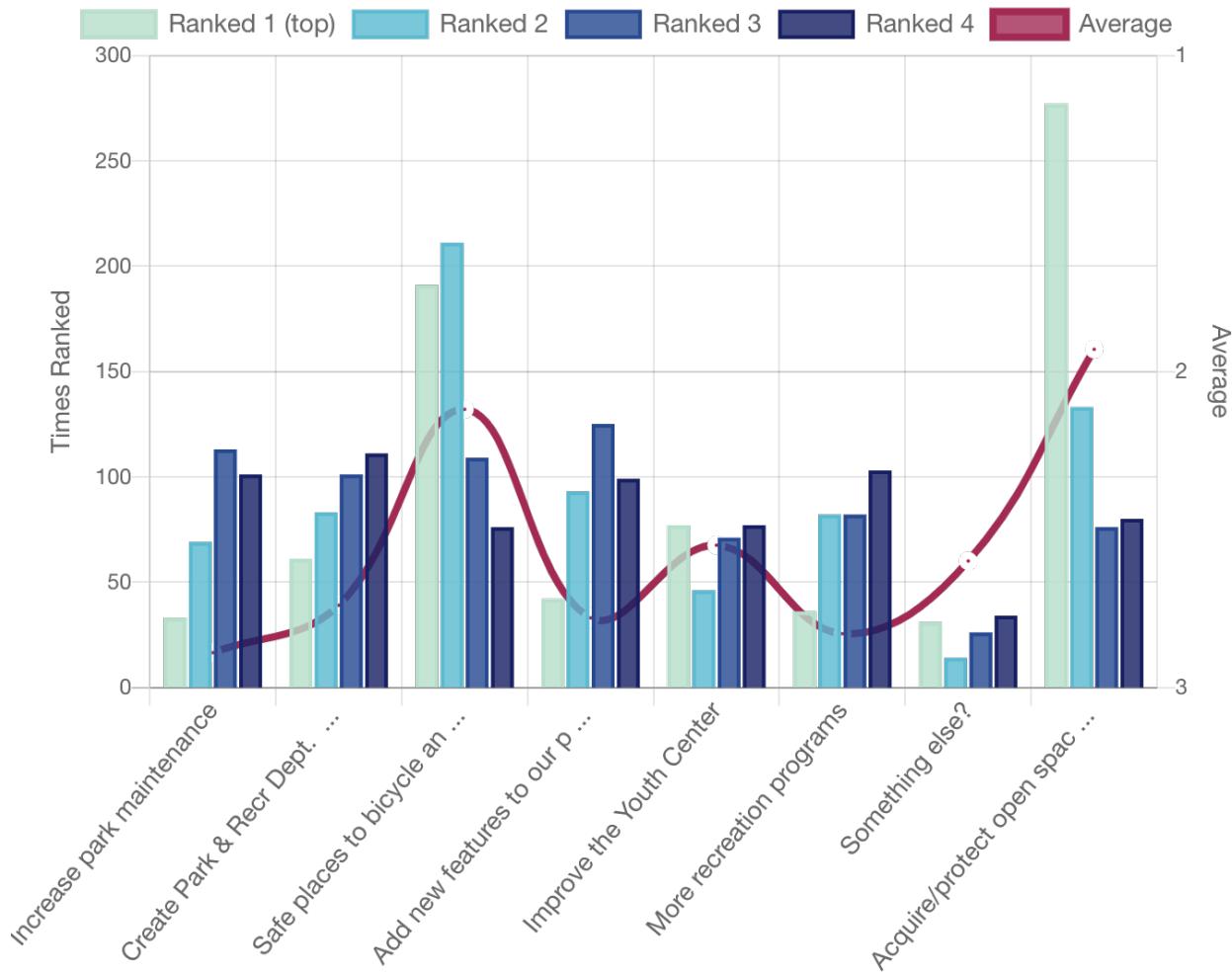
Management and Staffing Considerations. The findings of this survey serve to enlighten Borough parks and recreation planners and management about public opinion preferences. Responding to community needs and interests must be done with consideration of Borough resources such as staff and budget along with creative alternatives via partnerships, contracting, pricing policies and others to be determined. Maintenance emerged as the third top choice in how respondents would spend \$100 on open space, parks and recreation. This is a very positive and unusual finding as typically respondents think that maintenance is merely an expected governmental function. This is important supportive information for decision-makers regarding staffing and allocation of resources. This could also translate into pricing policies for facility rentals and programs.

Financial Support – As described above, the respondents indicated support for open space, parks and recreation to the extent that the majority expressed willingness to pay more to support them. While clearly not a blank check, having this response is a sound starting point for moving forward with open space, parks and recreation initiatives.

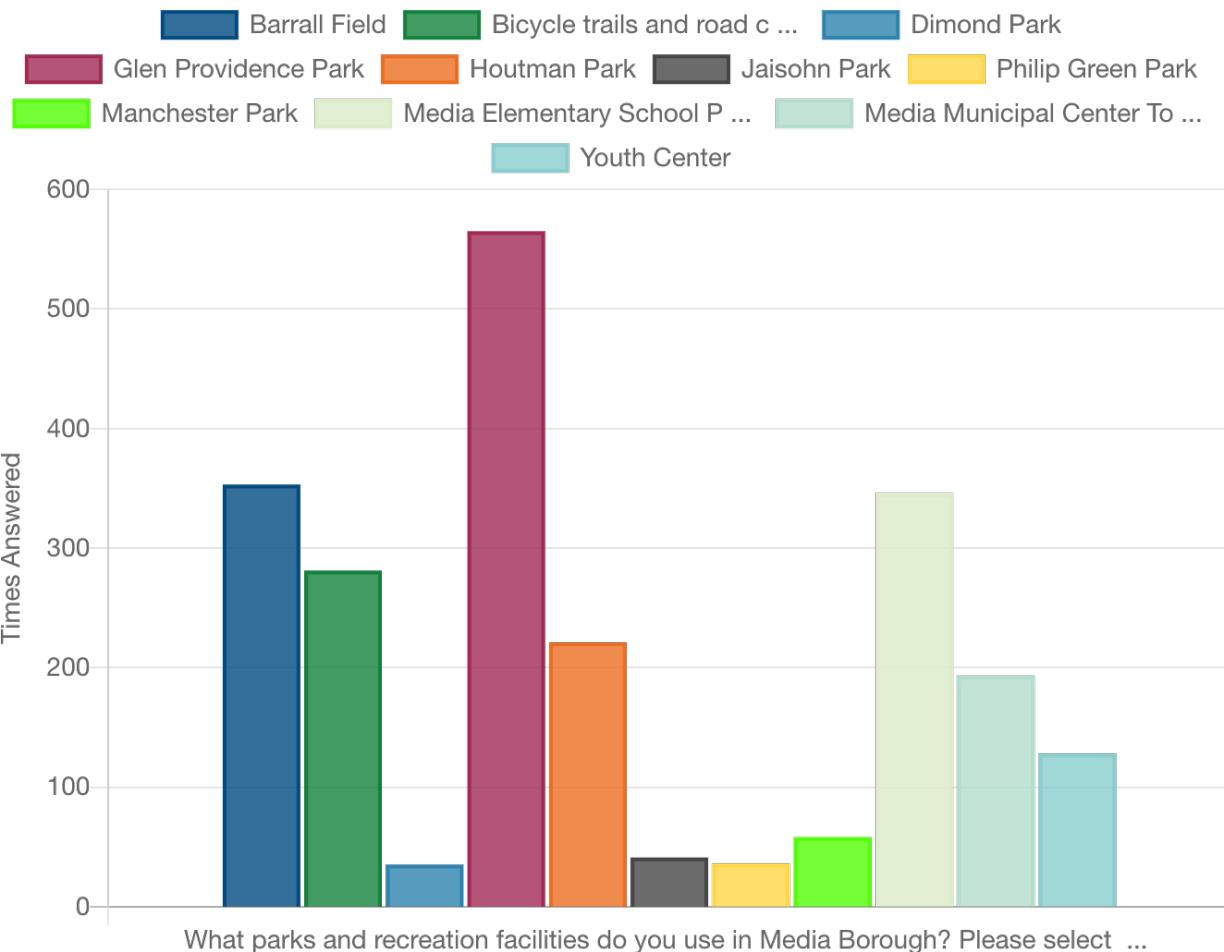
Providing Information – The Borough has an excellent system of providing information to the public through a mix of resources including the newsletter, website, and email. This should continue for the foreseeable future. Monitoring this would be important in order to keep pace with the transition of generations, changes in social media and public preferences.

Questions. Response to the questions are shown in detail as follows.

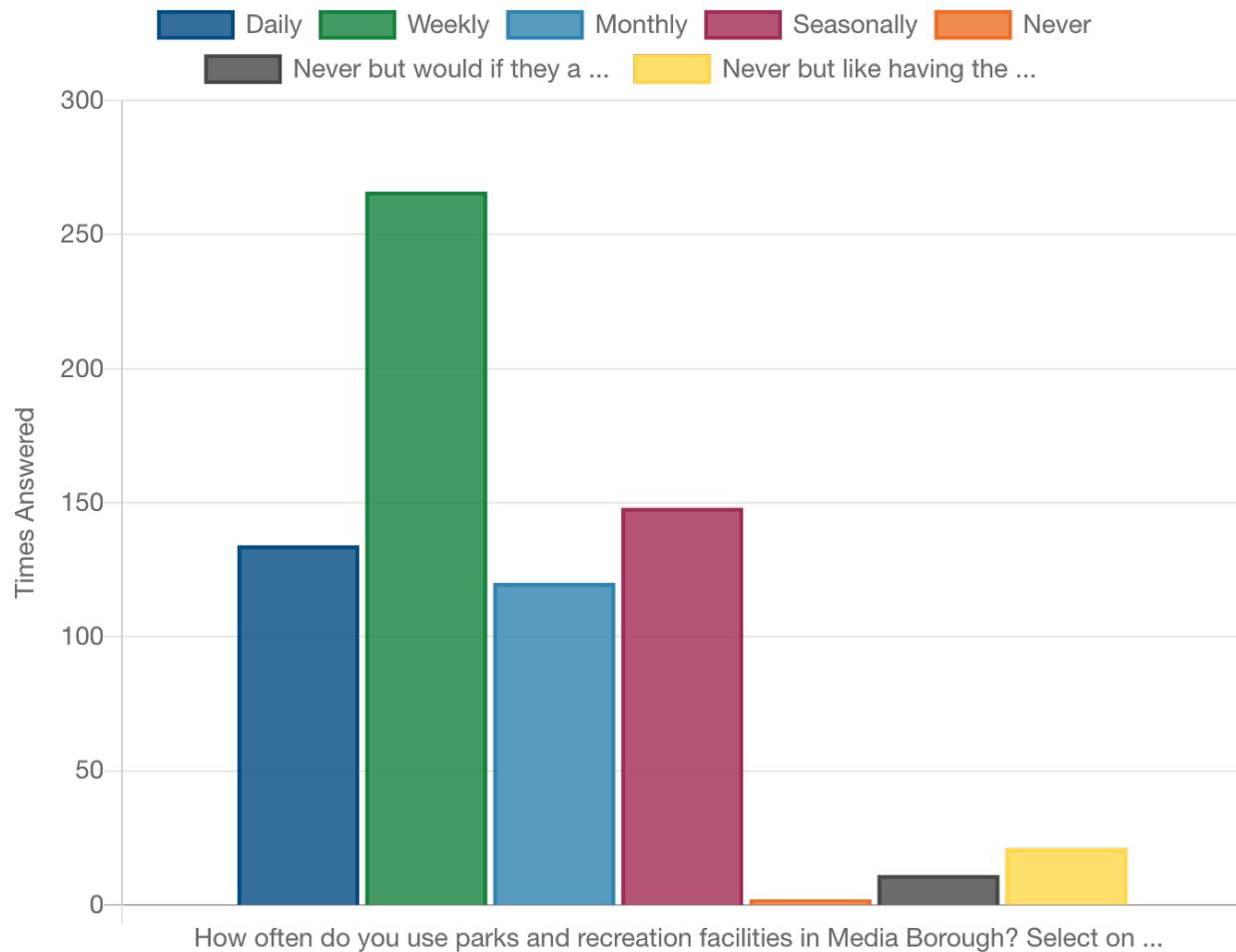
What's important to you?



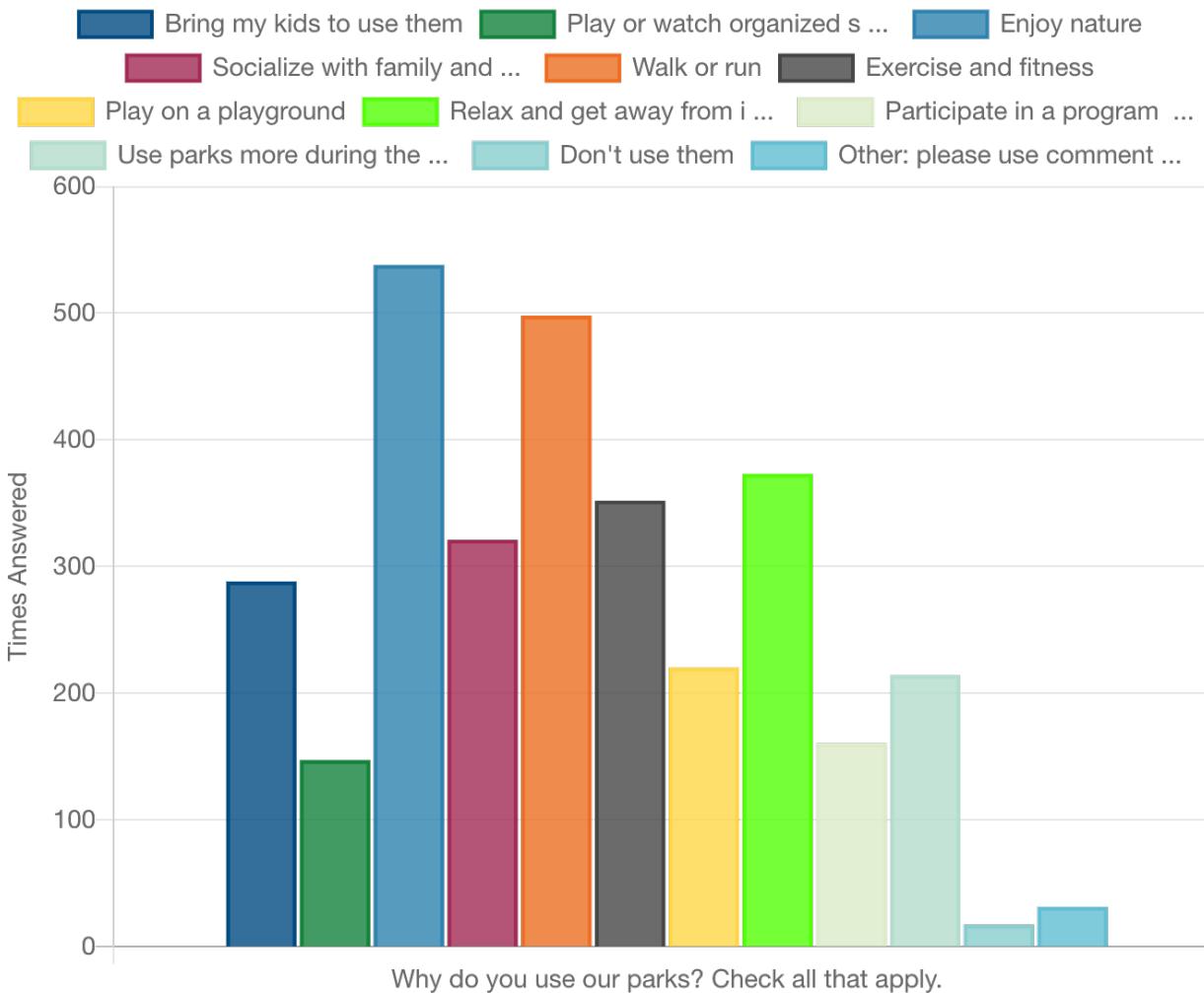
What parks and recreation facilities do you use in Media Borough? Please select all that apply.



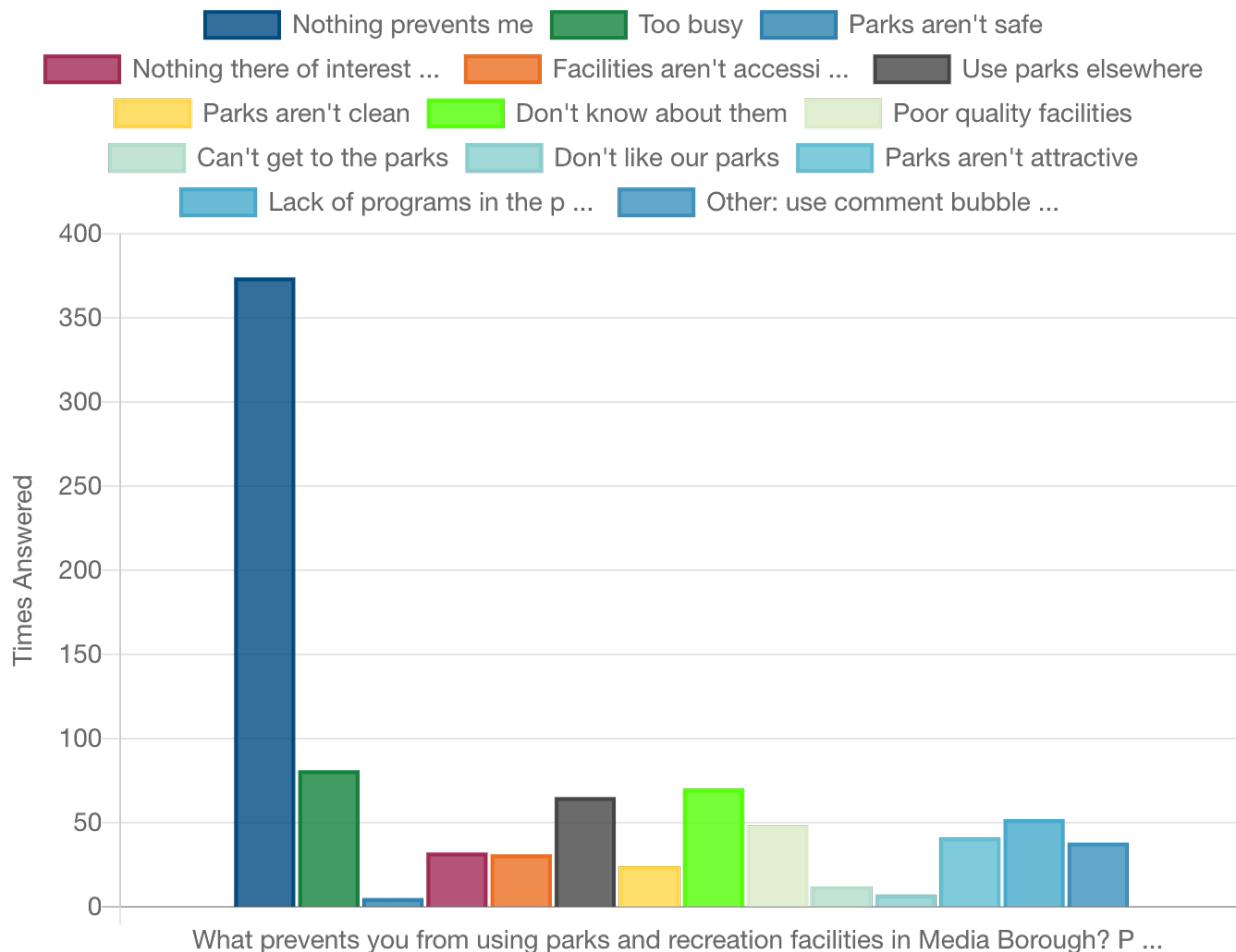
How often do you use parks and recreation facilities in Media Borough? Select one response.



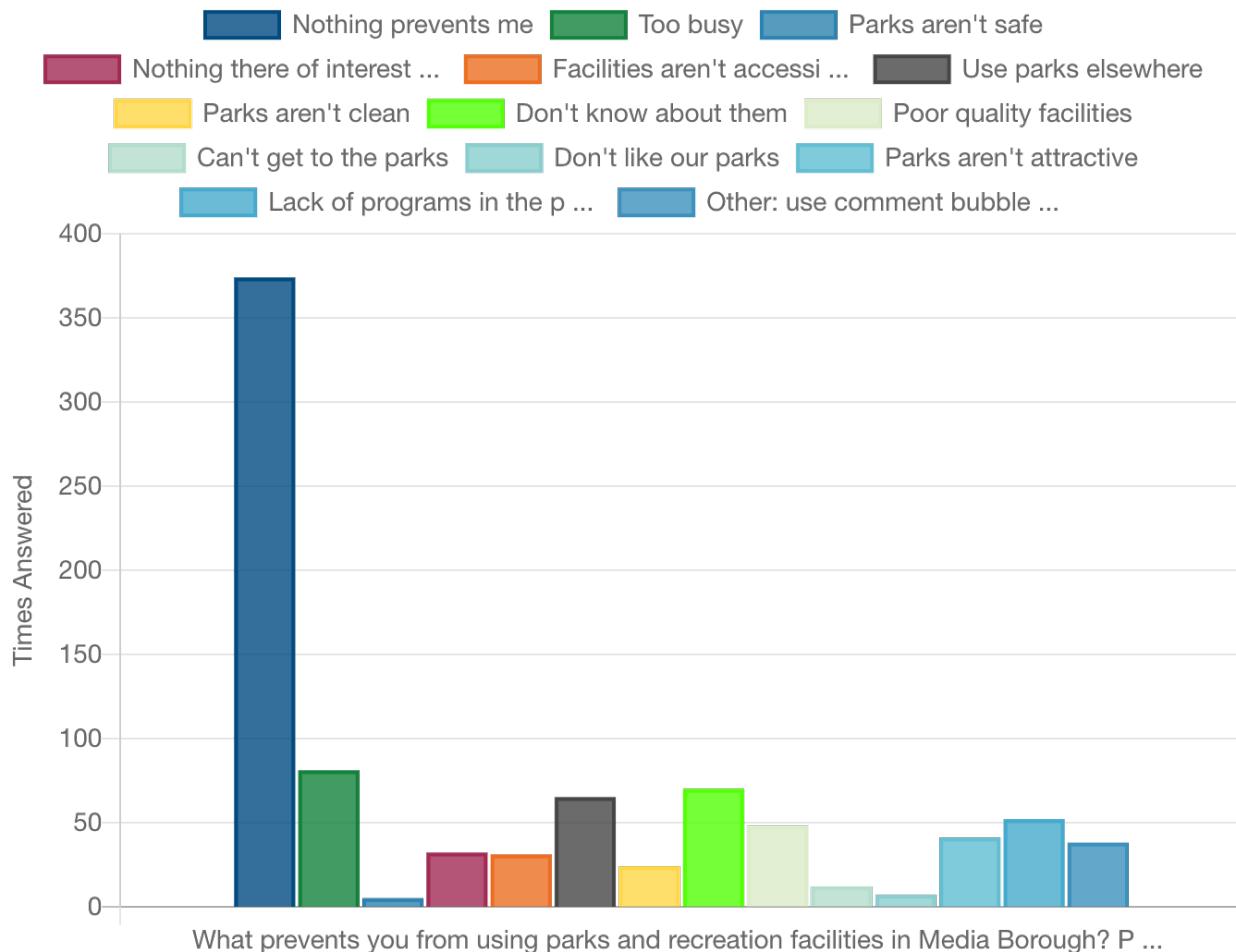
Why do you use our parks? Check all that apply.



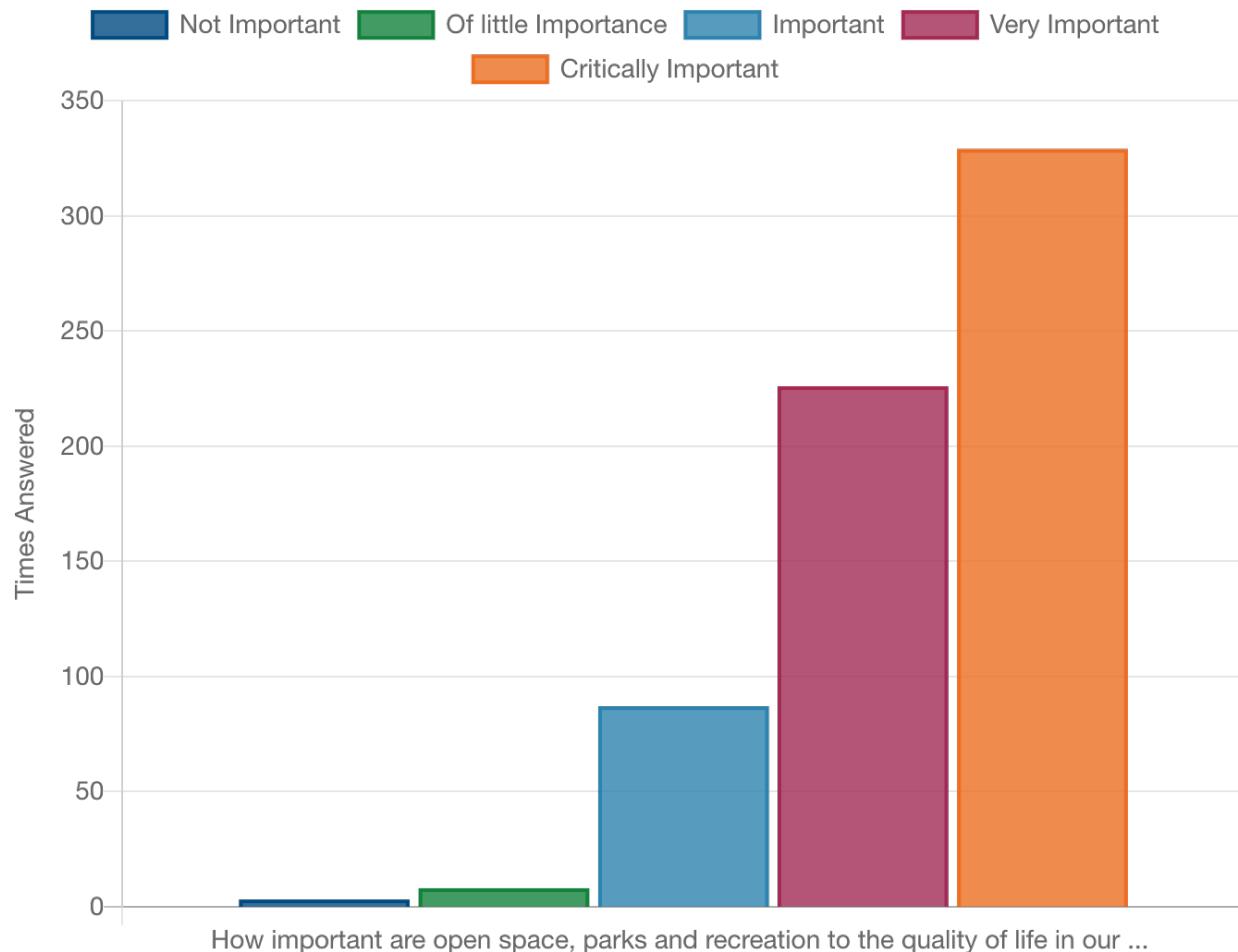
What prevents you from using parks and recreation facilities in Media Borough? Please select all that apply.



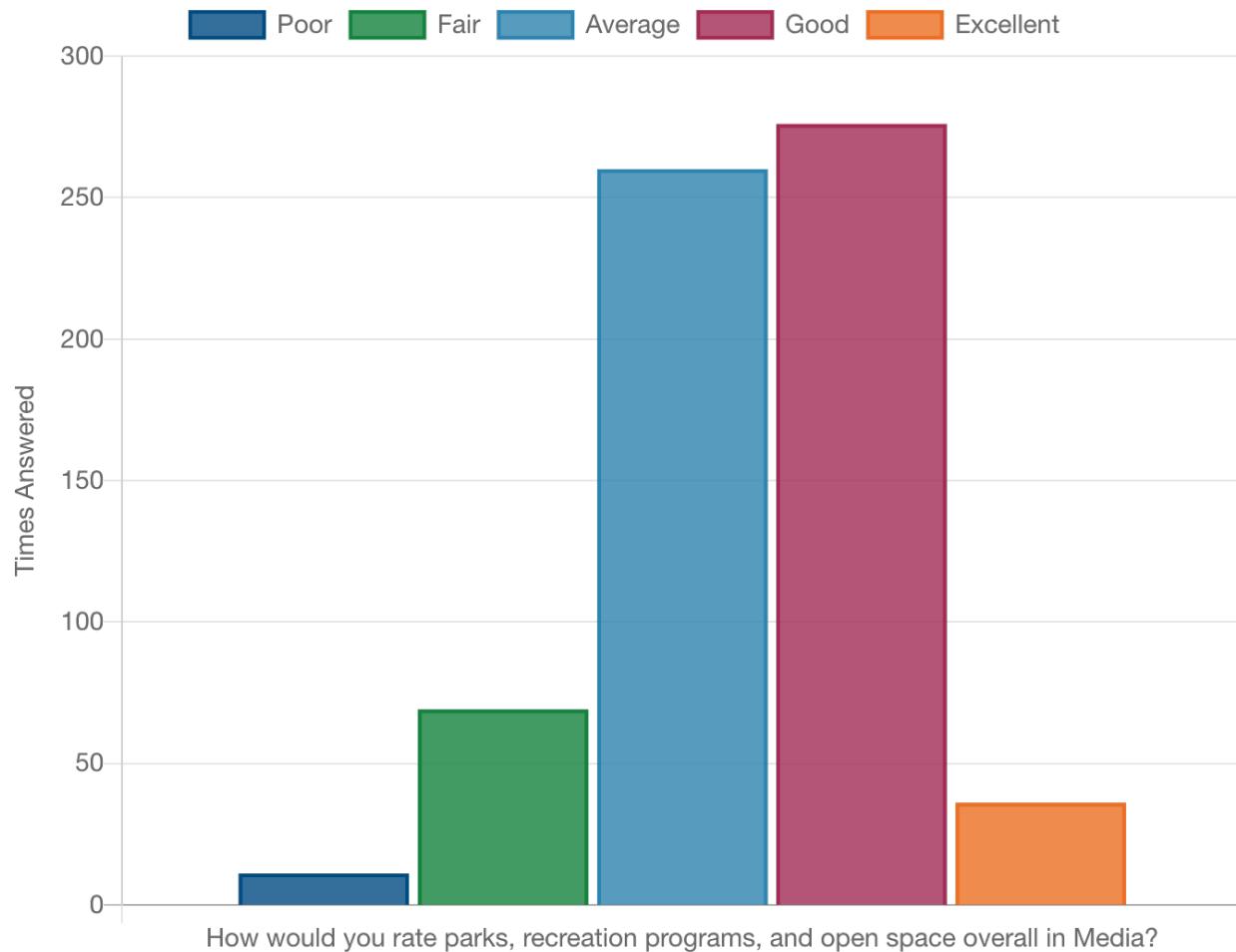
What prevents you from using parks and recreation facilities in Media Borough? Please select all that apply.



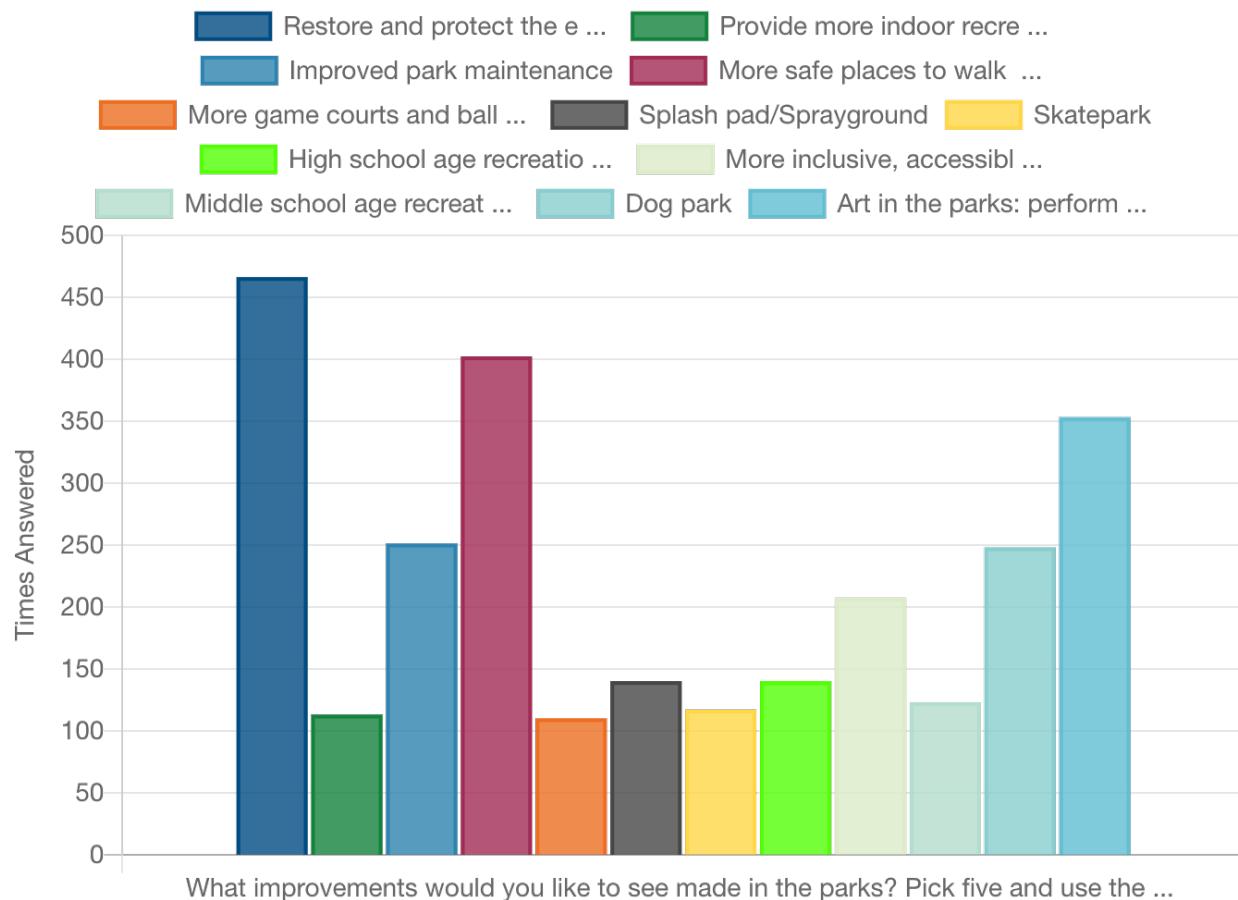
How important are open space, parks and recreation to the quality of life in our community?



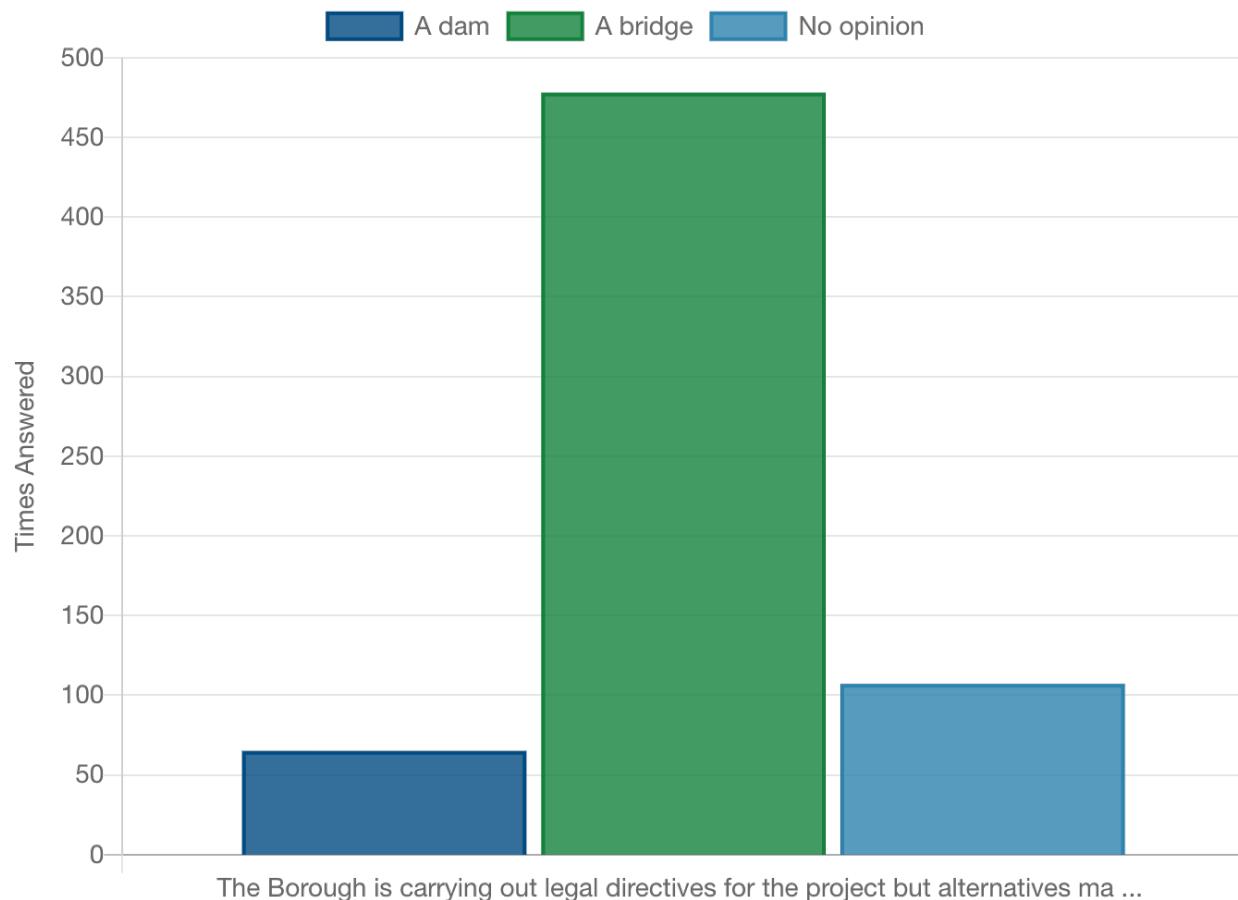
How would you rate parks, recreation programs, and open space overall in Media?



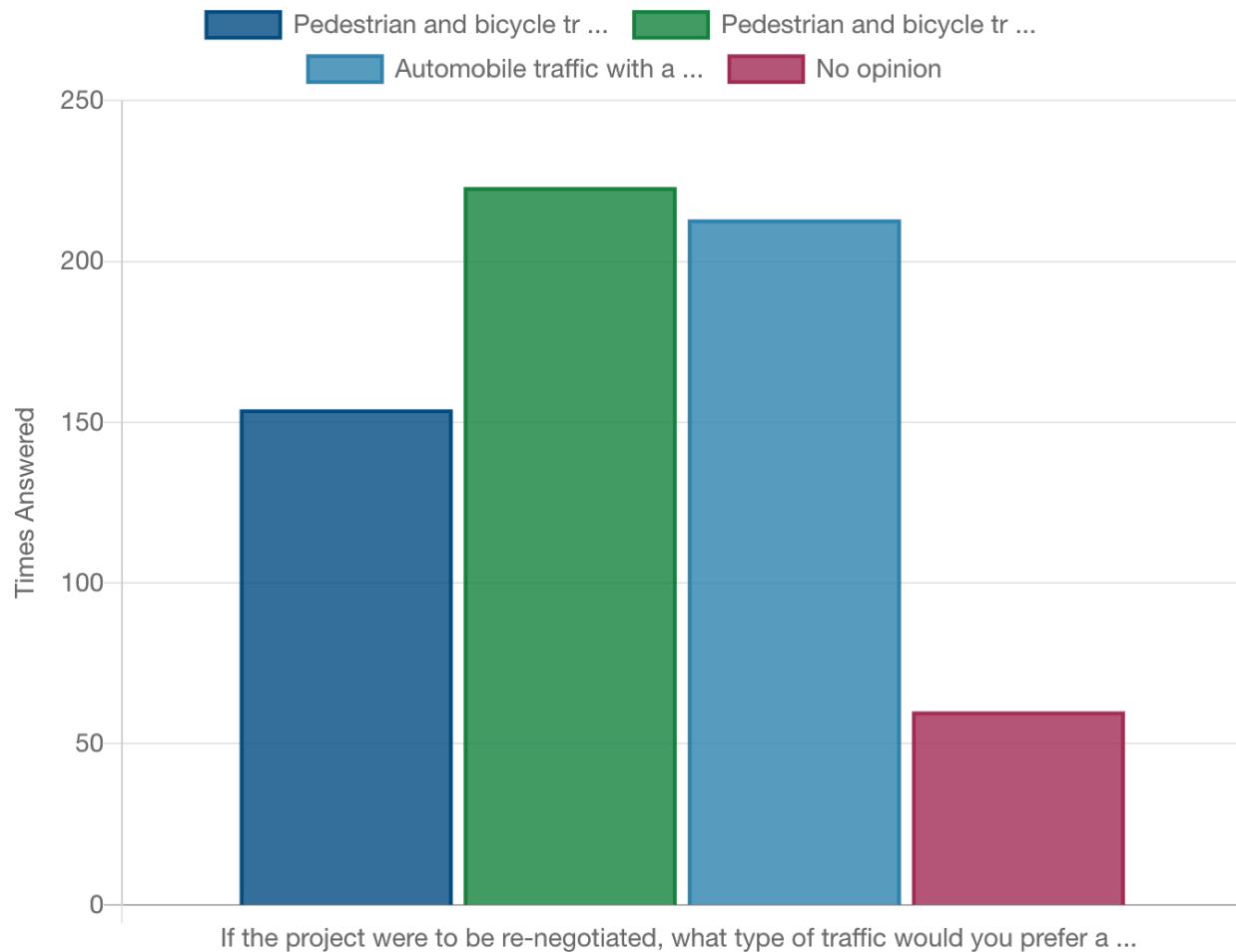
What improvements would you like to see made in the parks? Pick five and use the comment bubble if you want to add anything else.



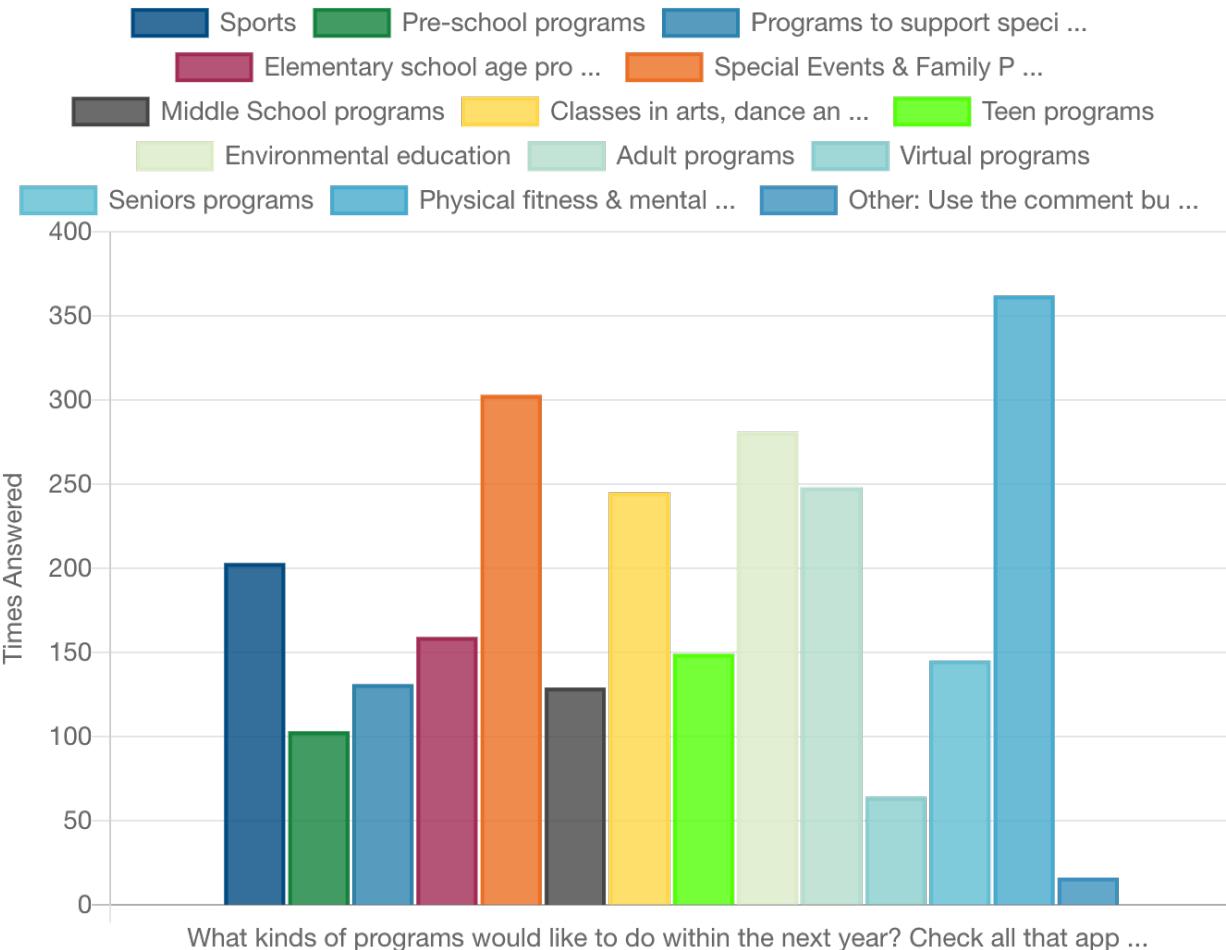
The Borough is carrying out legal directives for the project but alternatives may be possible. If so, what would you like to see at Third Street?



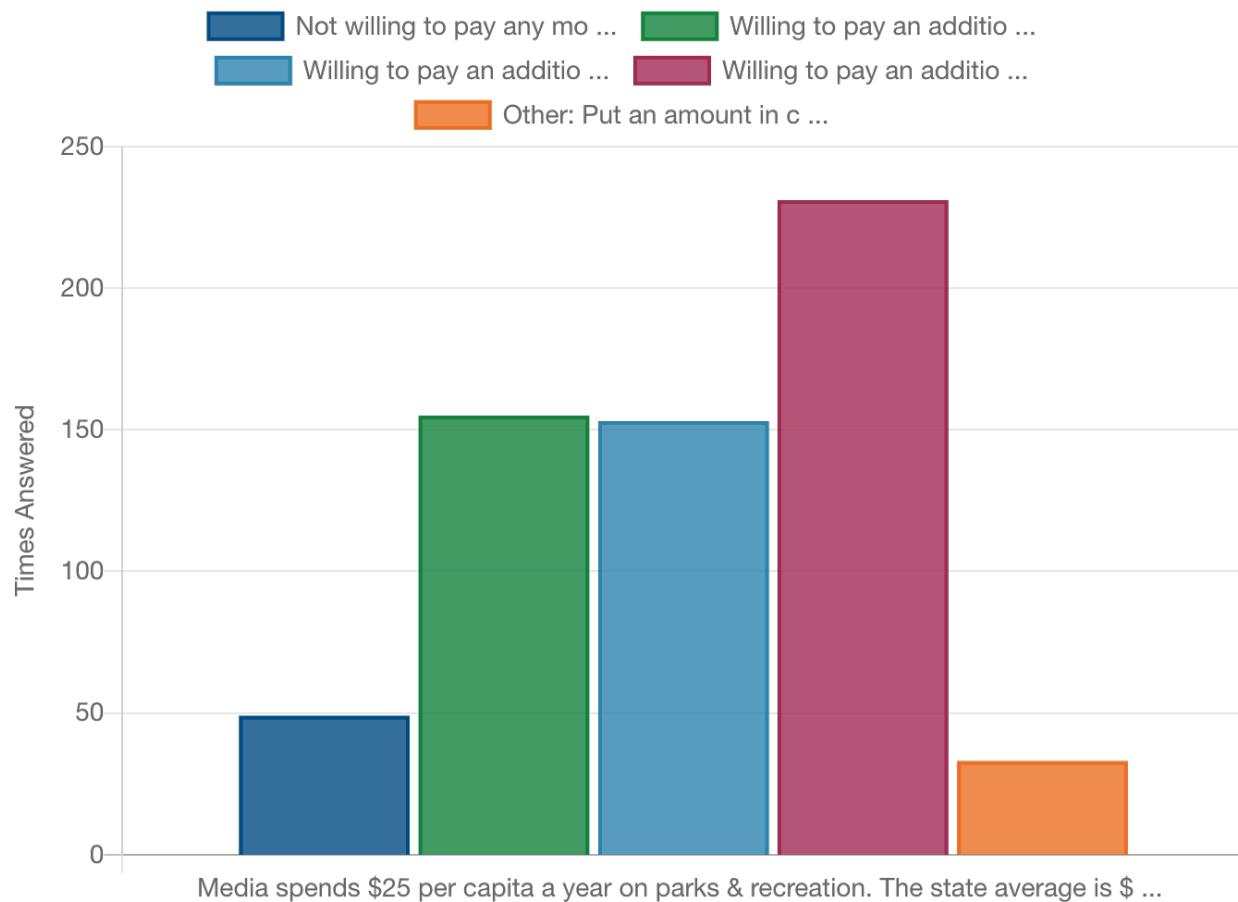
If the project were to be re-negotiated, what type of traffic would you prefer at Third Street?



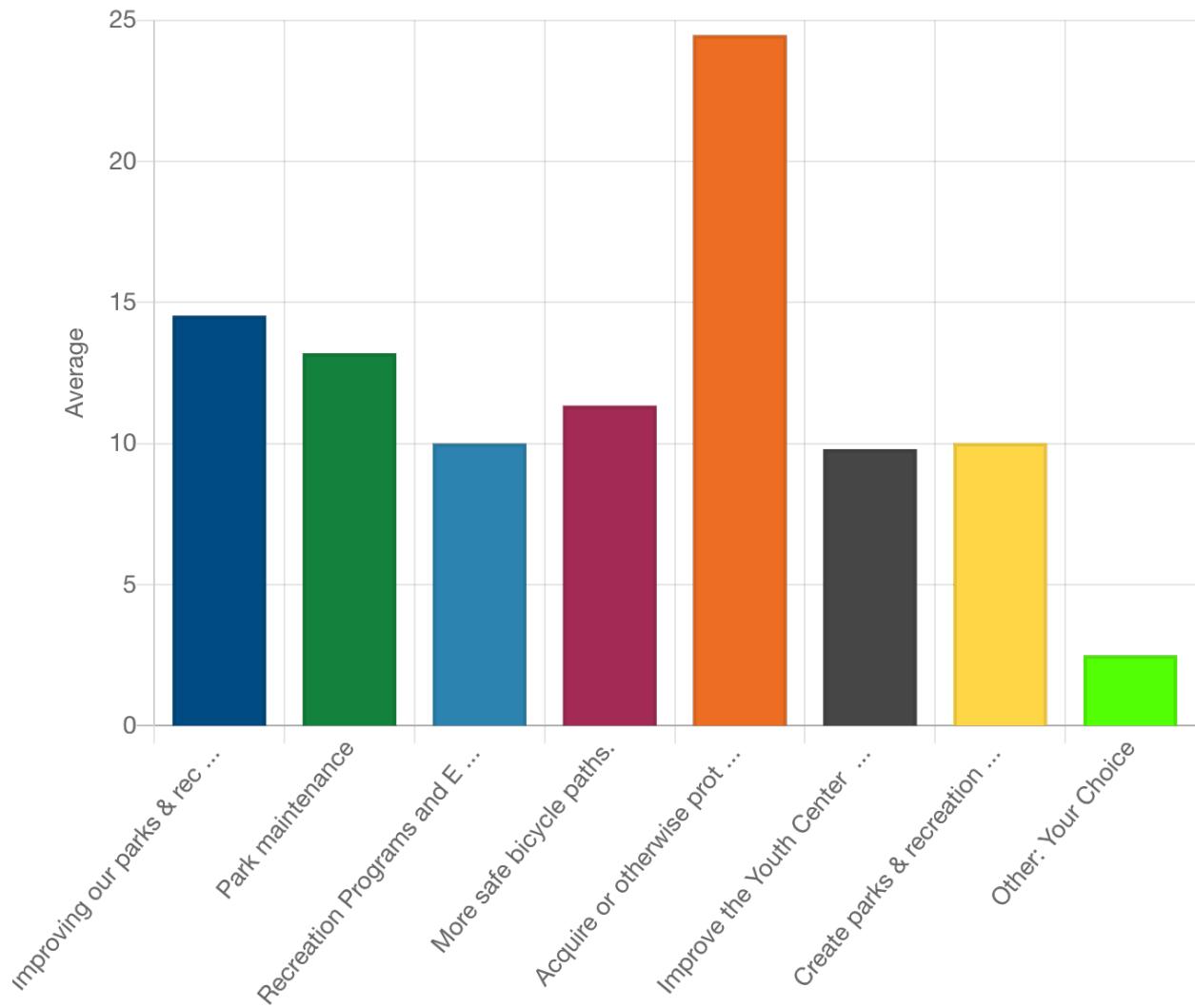
What kinds of programs would like to do within the next year? Check all that apply.



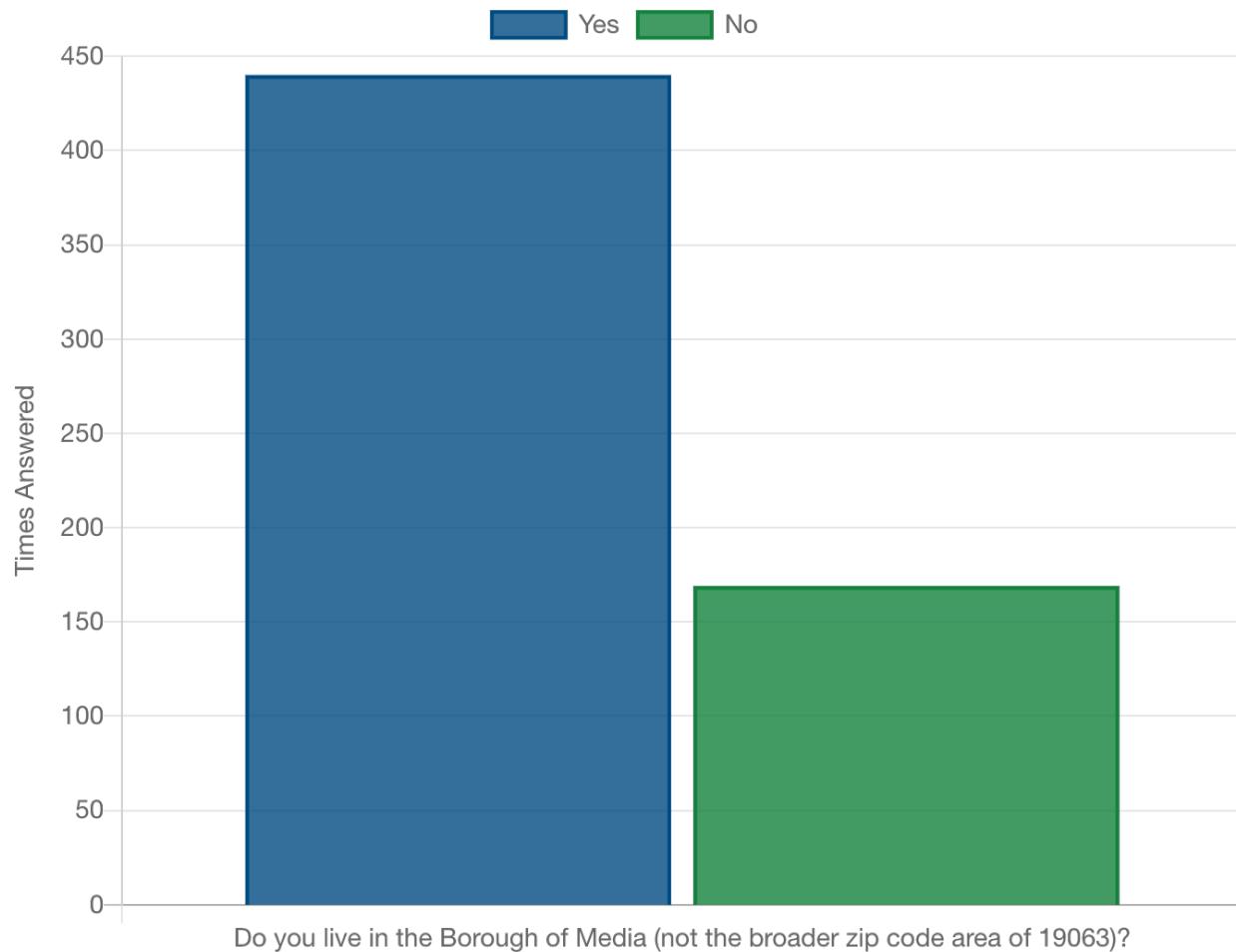
**Media spends \$25 per capita a year on parks & recreation.
The state average is \$38. Nationally, \$81. How would
you support open space, parks and recreation?**



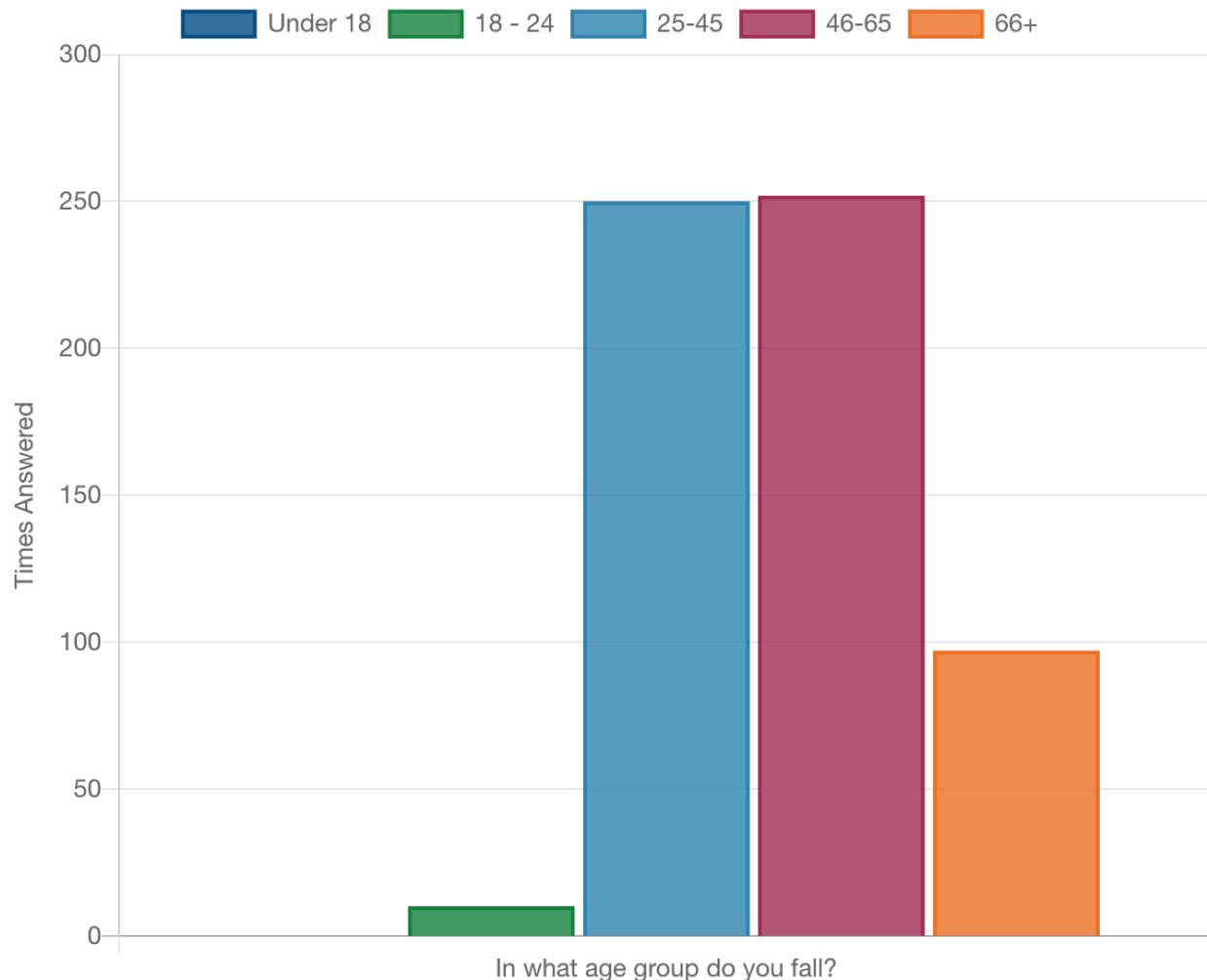
How would you spend \$100?



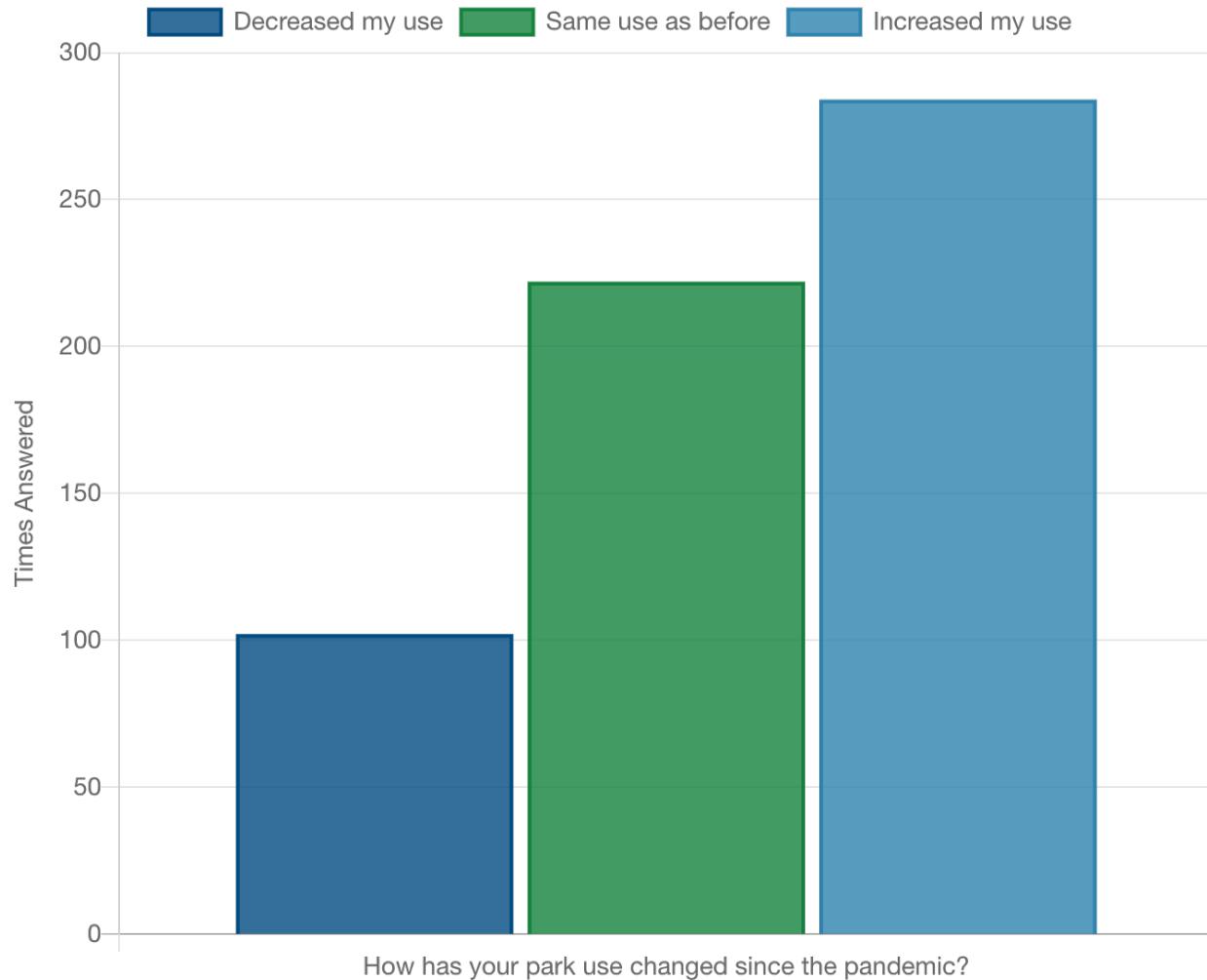
Do you live in the Borough of Media (not the broader zip code area of 19063)?



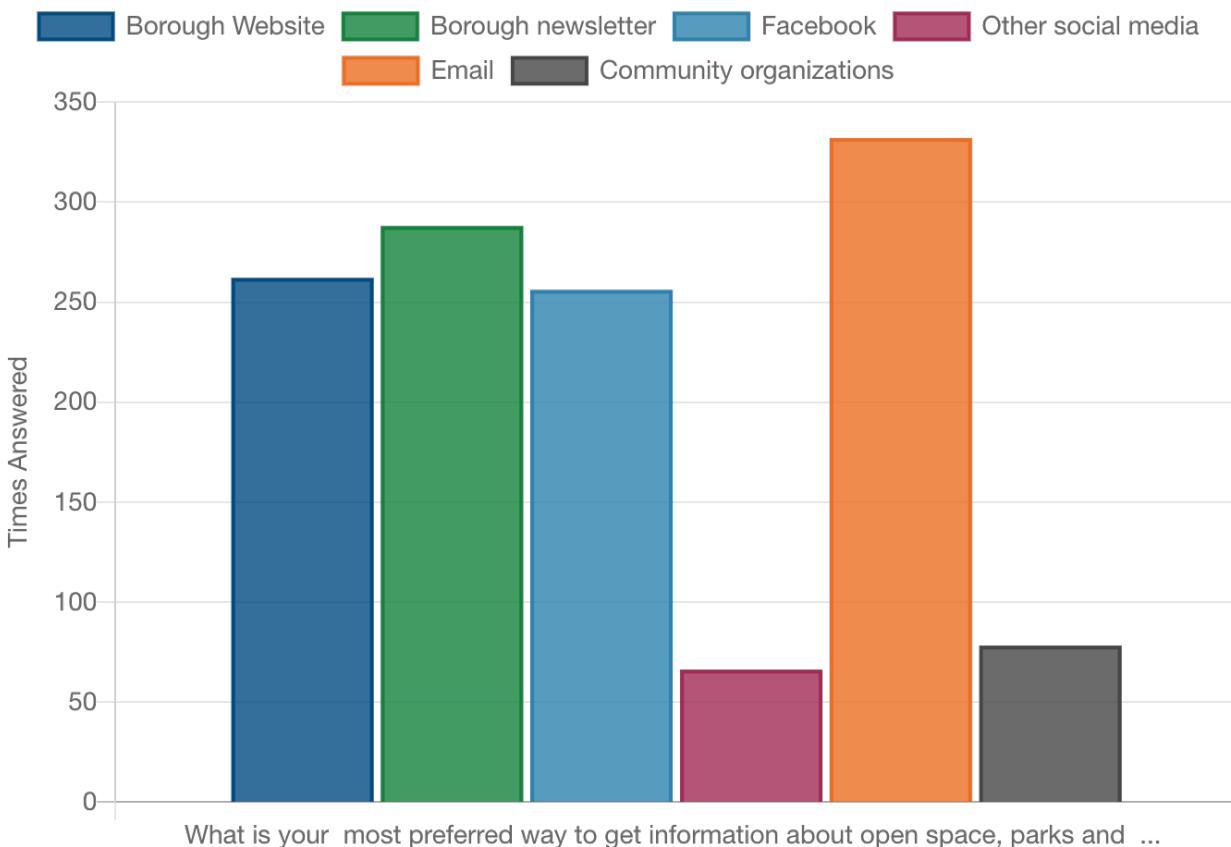
In what age group do you fall?



How has your park use changed since the pandemic?



What is your most preferred way to get information about open space, parks and recreation? Select all that apply. Use the comment bubble if you have another preference.



Comments on Priorities

More playgrounds for different ages. The tot lot is great for little ones but another for older kids that is in the borough would be great.
Skate park/ dog park
Stop the reconstruction of Broomall's dam in order to save the northern part of Glen Providence Park
Hire an ecological land management expert to care for Borough-owned parks and open spaces and help residents do the same.
Create a position of Land & Parks Director.
Identify dedicated funding for acquiring new open spaces.
Pass an Open Space Zoning Zoning Ordinance
Splash pad and dog park
No new housing developments and no new dam.
Protect the Broomall's tract from development or destruction
Adopt clear policies to only plant native trees and plants that contribute most to local biodiversity.
Less development (houses, apartments, commercial) and more public spaces
Need a place to take our dogs. My rough math places about 500 dogs that live in the Boro... it is well past time.
I love the native trees and tending of them in Glen Providence park and would love to see more of this
Fenced Dog park
Do not rebuild the Broomall Dam, nor allow the swim club to block the creek in any way, nor allow them to develop housing or businesses there. It is precious natural space and should be left as such. It could be gently transformed into a native woodland/wetland ecosystem with boardwalks and educational events... a public garden of sorts that both preserves nature and generates revenue.
Maintain the trees, replace trees when it is necessary to remove them and communicate with residents on what trees to plant.
No new housing developments
Rezone the Broomall's tract as MERC to prevent future development of this beautiful wooded area.
Built a skateboard park in media
Put back dog waste stations!
Bicycle paths linking Media to Rose Tree park and Ridley Creek
Rentable space.
No, that pretty well covers it, open space, safe cycling. Oh, dog friendly areas, but not dog parks.
Focus on wildlife habitat and native plants. (i.e. pollinator garden, plants that produce food for birds in all seasons, etc.)
More trees all over town!
Dog park
Plant native species to enhance biodiversity in our existing parks.
Adult outdoor exercise equipment like I saw in Tel Aviv. Very cool.
Tree cover, rain gardens, meadow space, trails
Park closed after sunset. Friday Saturday only, extended hours to Midnight. A Sign In Sheet like Registry recommended. Policing after hours safety. Hours should be random and listed in the Friends of Glen Providence newsletter something like that. Stargazing is not done in Delco Parks.
Green Areas

<p>Media has always been a safe walking and bike friendly community. Some improvements better signage for bikes, possibly a community standard for sidewalk decay or damaged walkways. Extend walk and bike path to the periphery of our boundaries and possibly coordinate transition with neighboring townships</p>
<p>Parks and rec department would be nice. I believe there's a lot that goes on at the borough hall and other venues. Formalizing a structure may help consolidate these functions and other outside interest into one handy resource for quick reference of what's going on on a day month week basis. Your webpage is extremely helpful and displaying this, and I'm thankful for it, but it might help to Streamline, refine and delineate activities</p>
<p>Pickle ball has become one of the hardest items in communities that I've seen. Other items for youth could possibly be a street hockey rink. Or better access to Glen Providence Park. Possibly coordinating a path between surrounding parks so one can travel from one park to the next without needing a vehicle</p>
<p>Kudos to the maintenance department. They have done extraordinary job maintaining the parks. I do fully support additional funding to make these work more expensive without adding additional effort.</p>
<p>I understand the need to protect open space. That being said it is a huge expense and perpetual costs that continue on into the future.</p>
<p>I think a reason to plan about strategically protecting open space through minimal Acquisition might be a reasonable approach. I have family down in Maitland FL. A small community that has not been consumed by Orlando. Twp. is running out of open space and then trying to become more creative with their land use. Maybe something to look into</p>
<p>Dog parks</p>
<p>We need a dog park!</p>
<p>More things/places for the children to go to</p>
<p>Basketball courts, dog parks, and playgrounds for the children</p>
<p>Dog park</p>
<p>More funding from the borough</p>
<p>A fenced dog park with room for little dogs and separated big dogs.</p>
<p>Outdoor courts</p>
<p>Dog park</p>
<p>A fenced in dog park.</p>
<p>Tear down vacant old buildings that sit empty and not worth occupying and create green space at these locations</p>
<p>Borough should take upon itself to fix up sidewalks instead of owners so that the borough is safe for seniors and disabled and our children can bike safely.</p>
<p>Pickle ball court, Dog park or skate park would be great! Those are the top 3 that are lacking here.</p>
<p>Pickle ball court, skate park or dog park are what is needed in Media!</p>
<p>More everything!</p>
<p>Splash pads</p>
<p>Dog parks</p>
<p>Playgrounds</p>
<p>Activities for tweens and teens where they can safely get together. Sixth grade is a pivotal year and we should offer a place for them to hang out.</p>
<p>Middle school to high school kids need a space-skatepark</p>
<p>Add items for older kids</p>

Building needs work, Bleachers, air conditioning.
Create Borough Sports Assoc,
Media Little League, Media Girls Softball
Rose Tree Soccer, Media Lacrosse and
MYC Basketball
Dog Park, More Picnic Area, Public Pool!!
Enough housing, expand open space
Dog park would be a great addition
What about just green space to sit and enjoy and a dog park? That would be nice! Thank you!!
We need a lit, flat basketball court
Trash cans and maintenance
Open 3rd street
Work with BLCC to make pool and facility available year round to more of Media's population. It could serve as an outdoor education facility.
Balance protecting open space with creating affordable housing
Combine open space with affordable housing projects. Open space can be a way to exclude affordable housing. Media has become so expensive. We have lost what brought us here, diversity. That diversity included race, economic, gender, age
have a dedicated off leash dog park
I would like to see a fenced in dog park in Media.
Vital for environmental health of community.
The title of this one is obvious
A means of communicating the needs and wishes regarding the use of parks
Any improvement in youth center would be helpful
Don't know what a new Park & Recr Dept would do that isn't already being done. Need more info on that.
Oversee & require safe sidewalks.
I realize your focus is on parks, but please remember we have an affordable housing crisis in Media.
LOWER THE SPEED LIMIT ON GRADYVILLE ROAD BETWEEN MEDIA LINE RD AND 252. PUT SPEED BUMPS OR STOP SIGN AT SWIM CLUB ENTRANCE OR ENTRANCE TO SUNRISE ASSISTED LIVING TO SLOW THE SPEEDING CARS.
This would allow all the other priorities to be established
make better use of the ball field
Running lanes
Create a dog park
Water features, splash park for kids
Pickle ball court
I would love to see a food truck/beer garden feature at Glen Providence in the Summer. I also think a dog park would be fun. We should allow local artists to showcase sculptures at the parks.
Playgrounds for kids!
skate parks are desperately needed.
Make sure that the dam on Third Street is not rebuilt. Ideally I would like to see a pedestrian/bike bridge there. People have gone so long without auto traffic that I don't think an auto bridge is necessary. Also it would be unsafe, with the steep hills on either side, I would hate to see any trees in

Glen Providence Park impacted by any dam or auto bridge construction. And I do not want to see public \$ spent to restore a lake for a private club that won't take responsibility for any dam built.
Relaxing area to chill. Maybe area to lay out in. Sit on a bench to read. Have internet access.
Adhere to prior and existing green barrier zoning laws in business residential area.
Secure space and keep it as natural, maybe add trees or plants
Bench, wooden adult swings like center city has at 30th street station, internet
Walking path. Places to bike and space to lockup bike
Especially biking! Need more bike racks. I would bike to Trader Joe's, which creates a traffic nightmare but there's no bike rack. No bike rack in Acme Plaza either.
There are plenty of parks. We need different types of entertainment in the borough
Add things like vendors, beer gardens like Linvilla did, etc
Please expand the tot lot and if new space is created, add a dog park.
Support the Media Smedley connector trail
re-litigate Broomall dam stipulation in light of unwillingness of parties to sign off
Could swim club be taken under eminent domain? Strine tract?
more trash receptacles when walking and using parks
Create a space with lots of little tables and chairs for people to sit in the sun and enjoy a cold or hot drink and bread, ice cream, pastries. These areas are all over Europe in
People drive too fast on State St. And Baltimore Pike. Walking time to cross streets seems too short. Enforce slower driving!
It would be great to have safe walking paths, if possible.
A skateboard park or ice skating rink on courthouse grounds, like City Hall in Philadelphia. Have a menorah and tree lighting
Increase economic and racial diversity by increasing affordable housing in Media, in balance with nurturing our green spaces
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Fenced in Dog park
-Level the sidewalks
-Put in sidewalks connecting all open spaces
-Put sidewalks and bike trails from outskirts into downtown
Sidewalk repair

Maybe a space where people could grow vegetables for themselves & to donate. If there is a local gardening lot, I'm not aware of it. We moved from a large house w/ yard to an apt. & I badly miss the space. We had blueberry bushes, wild strawberries, cucumbers, peppers, squash -- all kinds of easy to grow fruit & veggies. Any extra could go to a local food bank. (Is there a local food bank?) I'd vote for a small lot for gardening. They have hundreds in Philly. Why not just 1 here?

Dog park

Maintaining the sidewalks would make walking thru the borough safer.

A dog park would be swell!

This is very important to me as our area is known for its walkability for all ages. This quality adds to the appeal of our area. However, there are some areas which are not safe and less than ideal.

Folks have taken to the streets for mental and physical fitness.

Community garden or compost center

Skateparks

Why doesn't the county parks and rec department include support for the individual borough parks? Is there a way for the county department to absorb/take over responsibility for these parks rather than creating another, new department?

I'd like to see adult league programs made available to borough residents. Like non competitive adult soccer and lacrosse leagues, for example

Why does the county parks and rec. department not include borough parks? Could that department better support our borough parks?

Fenced-in dog park

With respect to other people's opinions...I don't think we need "more" open space in the Borough...it's a Borough, that is already primarily built out. To me acquiring expensive new open space is not the most effective use of money, let's get the most out of what we have and maintain it properly/adequately. Adding or updating features with respect to what people want seems more important than more open space.

Please save the Centennial Woods lot at 115 W 6th St.

We really need a dog run/dog park. And, a lot of the dog waste bins that were removed in the fall were never replaced.

Reopen the 3rd street bridge by Broomalls Lake

Wildlife habitat

Can be done through volunteer organization; coordination may need to be through staff person. Once it's gone, it's hard to get back. I live near the Broomall tract and wildlife has significantly increased over the last few years; Owls, hawks, eagles, chipmunks, lightning bugs, smaller birds, small snakes, toads/frogs, fox have all increased, and I'm sure this is because smaller creatures have increased too.

It is quite challenging to bicycle on roads around here if you want to ride more than a mile or two.

Roads with no shoulders or bike lanes, etc

Closed in dog park

A dog park would be nice.

1) Create a dog park between Front and Baker and Manchester and Radnor where Strine bulldozed that last two MultiChroma Brick Victorians all those years ago. 2) link a series of open space- parks with safe walking paths that utilize vacant and little used areas.

Dog park

Media should look into acquiring BroomallsTract

Better use of current parks as suggested in this section.

We moved to Media in Nov 2019 and we love walking, the lack of sidewalks on some streets is sometimes a problem. Example Manchester Ave on the south side going toward Rose Valley.

I love all the wooded areas and greenery. It is so sad when every open space is used for development.

We would love some Free Tai Chi in a park for adults or other active adult classes

Maybe add a Holiday Open house tour or a Spring garden tour or a guided walking history tour of Media.

This would allow Media to be more proactive and organized in its efforts

As our local park, there should be efforts made to make Glen Providence more accessible to everyone, including people with disabilities. There should be accessible paths in the park.

Programs should be added that are inclusive, including for children and adults with disabilities.

Preserving what little green space there is left in the Borough.

Stop letting developers cut down trees

Add splash park and skate park

Comments on Parks, Facilities and Programs

More playgrounds for different ages. The tot lot is great for little ones but another for older kids that is in the borough would be great.
Skate park/ dog park
Stop the reconstruction of Broomall's dam in order to save the northern part of Glen Providence Park
Hire an ecological land management expert to care for Borough-owned parks and open spaces and help residents do the same.
Create a position of Land & Parks Director.
Identify dedicated funding for acquiring new open spaces.
Pass an Open Space Zoning Zoning Ordinance
Splash pad and dog park
No new housing developments and no new dam.
Protect the Broomall's tract from development or destruction
Adopt clear policies to only plant native trees and plants that contribute most to local biodiversity.
Less development (houses, apartments, commercial) and more public spaces
Need a place to take our dogs. My rough math places about 500 dogs that live in the Boro... it is well past time.
I love the native trees and tending of them in Glen Providence park and would love to see more of this
Fenced Dog park
Do not rebuild the Broomall Dam, nor allow the swim club to block the creek in any way, nor allow them to develop housing or businesses there. It is precious natural space and should be left as such. It could be gently transformed into a native woodland/wetland ecosystem with boardwalks and educational events... a public garden of sorts that both preserves nature and generates revenue.
Maintain the trees, replace trees when it is necessary to remove them and communicate with residents on what trees to plant.
No new housing developments
Rezone the Broomall's tract as MERC to prevent future development of this beautiful wooded area.
Built a skateboard park in media
Put back dog waste stations!
Bicycle paths linking Media to Rose Tree park and Ridley Creek
Rentable space.
No, that pretty well covers it, open space, safe cycling. Oh, dog friendly areas, but not dog parks.
Focus on wildlife habitat and native plants. (i.e. pollinator garden, plants that produce food for birds in all seasons, etc.)
More trees all over town!
Dog park
Plant native species to enhance biodiversity in our existing parks.
Adult outdoor exercise equipment like I saw in Tel Aviv. Very cool.
Tree cover, rain gardens, meadow space, trails
Park closed after sunset. Friday Saturday only, extended hours to Midnight. A Sign In Sheet like Registry recommended. Policing after hours safety. Hours should be random and listed in the Friends of Glen Providence newsletter something like that. Stargazing is not done in Delco Parks.
Green Areas

<p>Media has alway been a safe waking and bike friendly community. Some improvements better signage for bikes, possibly a community standard for sidewalk decay or damaged walkways. Extend walk and bike path to the periphery of our boundaries and possibly coordinate transition with neighboring townships</p>
<p>Parks and rec department would be nice. I believe there's a lot that goes on at the borough hall and other venues. Formalizing a structure may help Consolidate these functions and other outside interest into one handy resource for quick reference of what's going on on a day month week basis. Your webpage is extremely helpful and displaying this, and I'm thankful for it, but it might help to Streamline, refine and delineate activities</p>
<p>Pickle ball has become one of the hardest itemsin communities that I've seen. Other items for youth could possibly be a street hockey rink. Or better access to glen providence park. Possibly coordinating a path between surrounding parks so onecan travel from one park to the next without needing a vehicle</p>
<p>Kudos to the maintenance department. They havedone extraordinary job maintaining the parks. I do fully support additional funding to make there work more expensive without adding additional effort.</p>
<p>I understand the need to protect open space. That being said it is a huge expense and perpetual costs that continue on into the future.</p>
<p>I think areason to plan about strategically protecting open space through minimal Acquisition might be a reasonable approach. I have family down in Maitland FL. A small community that has not been consumed byOrlando. Twp. is running out of open space and then trying to become worry creative with their landuse. Maybe something to look into</p>
<p>Dog parks</p>
<p>We need a dog park!</p>
<p>More things/places for the children to go to</p>
<p>Basketball courts, dog parks, and playgrounds for the children</p>
<p>Dog park</p>
<p>More funding from the borough</p>
<p>A fenced dog park with room for little dogs andseparated big dogs.</p>
<p>Outdoor courts</p>
<p>Dog park</p>
<p>A fenced in dog park.</p>
<p>Tear down vavant old buildings that sit empty and not worth occupying and create green space at these locations</p>
<p>Borough should take upon itself to fix up sidewalks instead of owners so that the borough is safe for seniors and disabled and our children can bike safely.</p>
<p>Pickle ball court, Dog park or skate park wouldbe great! Those are the top 3 that are lacking here.</p>
<p>Pickle ball court, skate park or dog park are what is needed in Media!</p>
<p>More everything!</p>
<p>Splash pads</p>
<p>Dog parks</p>
<p>Playgrounds</p>
<p>Activities for tween and teens where they can safely het together. Sixth grade us a pivotal year and we should offer a place for them to hang out.</p>
<p>Middle school to highschool kids need a space-skatepark</p>
<p>Add items for older kids</p>

Building needs work, Bleachers, air conditioning.
Create Borough Sports Assoc,
Media Little League, Media Girls Softball
Rose Tree Soccer, Media Lacrosse and
MYC Basketball
Dog Park, More Picnic Area, Public Pool!!
Enough housing, expand open space
Dog park would be a great addition
What about just green space to sit and enjoy and a dog park? That would be nice! Thank you!!
We need a lit, flat basketball court
Trash cans and maintenance
Open 3rd street
Work with BLCC to make pool and facility available year round to more of Media's population. It could serve as an outdoor education facility.
Balance protecting open space with creating affordable housing
Combine open space with affordable housing projects. Open space can be a way to exclude affordable housing. Media has become so expensive. We have lost what brought us here, diversity. That diversity included race, economic, gender, age
have a dedicated off leash dog park
I would like to see a fenced in dog park in Media.
Vital for environmental health of community.
The title of this one is obvious
A means of communicating the needs and wishes regarding the use of parks
Any improvement in youth center would be helpful
Don't know what a new Park & Recr Dept would do that isn't already being done. Need more info on that.
Oversee & require safe sidewalks.
I realize your focus is on parks, but please remember we have an affordable housing crisis in Media.
LOWER THE SPEED LIMIT ON GRADYVILLE ROAD BETWEEN MEDIA LINE RD AND 252. PUT SPEED BUMPS OR STOP SIGN AT SWIM CLUB ENTRANCE OR ENTRANCE TO SUNRISE ASSISTED LIVING TO SLOW THE SPEEDING CARS.
This would allow all the other priorities to be established
make better use of the ball field
Running lanes
Create a dog park
Water features, splash park for kids
Pickle ball court
I would love to see a food truck/beer garden feature at Glen Providence in the Summer. I also think a dog park would be fun. We should allow local artists to showcase sculptures at the parks.
Playgrounds for kids!
skate parks are desperately needed.
Make sure that the dam on Third Street is not rebuilt. Ideally I would like to see a pedestrian/bike bridge there. People have gone so long without auto traffic that I don't think an auto bridge is necessary. Also it would be unsafe, with the steep hills on either side, I would hate to see any trees in

Glen Providence Park impacted by any dam or auto bridge construction. And I do not want to see public \$ spent to restore a lake for a private club that won't take responsibility for any dam built.
Relaxing area to chill. Maybe area to lay out in. Sit on a bench to read. Have internet access.
Adhere to prior and existing green barrier zoning laws in business residential area.
Secure space and keep it as natural, maybe add trees or plants
Bench, wooden adult swings like center city has at 30th street station, internet
Walking path. Places to bike and space to lockup bike
Especially biking! Need more bike racks. I would bike to Trader Joe's, which creates a traffic nightmare but there's no bike rack. No bike rack in Acme Plaza either.
There are plenty of parks. We need different types of entertainment in the borough
Add things like vendors, beer gardens like Linvilla did, etc
Please expand the tot lot and if new space is created, add a dog park.
Support the Media Smedley connector trail
re-litigate Broomall dam stipulation in light of unwillingness of parties to sign off
Could swim club be taken under eminent domain? Strine tract?
more trash receptacles when walking and using parks
Create a space with lots of little tables and chairs for people to sit in the sun and enjoy a cold or hot drink and bread, ice cream, pastries. These areas are all over Europe in
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Preserving what little green space there is left in the Borough.

Stop letting developers cut down trees

Add splash park and skate park

Comments on Spending \$100

We don't want Broomall's Lake private company to profit from taxpayer's dollars.

For me, "park maintenance" means a consistent program to remove invasive plants and restore native vegetation. Also, deer control in Glen Prov, done by bow hunters, with an annual random lottery as to who gets to hunt.

Media needs a skatepark. I'm not saying this just because my kids skate. If you go to any skatepark in the area, you'll see they are packed with teens, adults, dads teaching their kids how to skate, girls skate clubs...this would be a serious win for the community so 90% of my money would go there. The remaining 10% goes to skate programming.

Would like a pickle ball program

A dog park. And more opportunities and better communication regarding events and programs for singles/couples without children.

Removal of the railroad ties at edges of some of the trails Glen Prov. Park, this causes muddy trails and bad drainage. Also, those have metal spikes that could injure someone if they fall on them.

Improve accessibility throughout the district.

Although I think a safe place for a bicycle path is needed in the area, I don't think Media borough is the place--too much traffic and the streets are tight as it is. If the Youth Center is improved, I would say add more adequate parking so they aren't clogging up 6th and/or Monroe. Thank you.

We'd love to see clean, accessible bathroom facilities, please! More playgrounds and paths, too.

Thank you!

This is the toughest question.

I must state that acquiring open space to the detriment of leaving space for affordable housing is a moral dilemma. We must really be "Everybody's Hometown."

I'd use \$65 of it to create and preserve natural habitat for local wildlife (including more trees and chemical-free pollinator gardens) so they have a safe place to go. The other \$15 would go towards education for residents - children could have "what's outside your own back door" classes and adults could have classes on creating rain gardens and pollinator gardens and reasons to plant trees and reasons to use chemical alternative.

Borough support for SAFE SIDEWALKS & Regular street litter cleanup. Completion of 5 & Broomall park in timely manner. Protect historic storefronts... ie nail saloon, Jackson & State is eyesore. Was a beautiful building. Need regs. Defunct ice cream parlor, O'Malleys(?) is disgrace.

Environmental preservation and education

Create running paths/paved trail system.

half the allocation should go to a bridge. the cultural and financial gain from including the population on the other side would be enormous

Third Street dam and the Broomall Lake should be restored. The stormwater masterplan does not mention the dam. We could spend million, per the report, to clean water runoff before it goes into Ridley Creek and our water treatment plant. Broomall Lake has performed well removing solid waste from stormwater runoff for decades, as evidenced by the silting in of the lake. Dredging the lake and restoring the dam would clean our drinking water more efficiently than other alternatives.

Rather than creating an entire department for parks and rec, I'd advocate for hiring one or two programming staff members to facilitate coordinate programming by partnering with local non-profits and other groups and running live music and other events. Additionally I would recommend partnering with Natural Lands to improve amount of protected open space.

Other: Safety for pedestrians throughout the borough, including on residential streets. Many streets are cut throughs from town to Providence Rd with constant speeding and stop sign blowing.

<p>My choice: A good walking path in the borough. Example: Marple's Veterans park on Lawrence Road. There are always people of all ages there, safe, all levels of fitness, etc.</p>
<p>Majority of resources to be dedicated to new splash pad or pool, maintaining that pool over time, and improving current park infrastructure.</p>
<p>Other: Playground or Splashpad.</p>
<p>I would love for there to be a dog park.</p>
<p>I don't feel qualified to answer this question without knowing much more; as such, I have left my coins 'on the table'. That said, land once purchased is permanent (while still liquid in value) and a P&R department would establish and maintain this as an actionable priority. Bear in mind also that people who WORK in Media pay a wage tax; only fair that they be taken into consideration too, as well as their employers (often spelled c-o-u-n-t-y) who might promote O/S options this as a 'perk'.</p>
<p>My choice is more seating for sitting in the sun in Media.</p>
<p>Media is not going to be everybody's hometown until we have affordable housing. There needs to be planning that integrates affordable housing with green and open space.</p>
<p>Dog park</p>
<p>please make a skatepark - it would create a new skate community in media which we desperately need.</p>
<p>Bicycle pump track please! This is good for kids and adults, is active, does not have to be expensive and typically attracts a group interested in maintenance etc. See the Philly Pumptrack and White Clay Creek.</p>
<p>For other: build a dog run.</p>
<p>A dog park is needed. More green space and less building in every open spot.</p>
<p>If the Youth Center activities are expanded, parking must be added. The 6th Street residents have endured the noise and people cutting through our yards long enough. Thank you.</p>
<p>Music and performing arts options at our parks</p>
<p>For other, we should make parks, nature and recreation accessible to all, including people with disabilities. More paved paths would be a start.</p>
<p>splash park, dog park, skate park</p>

General Final Comments

your newsletter is fantastic. Love the historic articles, etc. Thanks for keeping Media awesome.

More dog friendly spaces and poop stations. Even if you don't necessarily have the bags, trash cans are key to ensuring that trash gets disposed of.

We need 3rd St bridge to be open to general traffic because there are scarily few access roads that go in and out of Media. We need traffic access on that side of town for safety and general quality of life. I'm sorry that the people living near Broomall's Lake have gotten used to no through-traffic but the road did exist there and we really need an escape route and free traffic flow over the bridge.

One more. Am delighted w traffic remediation project proposals

I miss the music programs in the park which have been on hold since the pandemic.

My use of the park has also decreased because family get togethers are on hold because of the pandemic. The grandchildren do not visit Media as often.

I would love to have a dog park. Media has so many apartments that allow pets but there are limited places to walk them, and a large part of Media has streets with no sidewalks, which are dangerous, so I think the dog park would be an awesome idea. You can even charge people to join. Look into how Kent Dog Park is run in Upper Darby. Thanks!

PARKS, RECREATION, AND OPEN SPACE FUNDING SOURCES

Funding sources change frequently in terms of type, grant amount and the priorities of the funding organization. The following list is presented as links to the online resources so that the most current information would be available to Media Borough connecting to the internet link.

CURRENT FUNDING FOR PREPARATION AND READINESS

The COVID-19 pandemic generated recovery funds for municipalities, counties, and states. Rescue money can be used for parks and recreation. It is unclear at this time about whether it can be used for open space. Legal opinions on that are forthcoming.

The infrastructure bill is winding its way through Congress. It is anticipated that the \$3 trillion bill proposed will have significant funds for transportation that would include active transportation support as well – that means non-motorized transportation.

The important consideration is that federal grant programs such as this favor “shovel ready” projects. Being ready for significant funding requires preparation in planning and design so that Media Borough can be ready to pursue significant funding. Advancing the bicycle planning that the Borough has undertaken over the years through the implementation of design for the bicycle routes could help the Borough to get its bicycle network established.

Response

Delaware County established the Green Ways program in 2019 with a \$10 million bond. Media obtained funds under this program to develop this plan in the first grant round. A second grant round is slated for 2021 that will fund open space, park and trails improvements as well as planning projects. This program requires no matching funds. Projects are capped at between \$250,000 – 500,000 for acquisition and improvement type projects while planning is capped at \$50,000 - \$100,000. Green Ways prioritizes open space conservation and trails. Based upon the success of the grant rounds and the demand for grants, the County will be looking forward to planning how to provide funding to continue this important program.

STATE AND FEDERAL FUNDING

Recreation, Parks, Trails, and Conservation

U.S. Environmental Protection Agency

Every year, EPA awards more than \$4 billion in funding for grants and other assistance agreements. From small non-profit organizations to large state governments, EPA works to help many visionary organizations achieve their environmental goals. With countless success stories over the years, EPA grants remain a chief tool to protect human health and the environment. To learn more: <https://www.epa.gov/grants>

PARKS, RECREATION, AND OPEN SPACE FUNDING SOURCES

[Finding the Green: A Guide to State Funding Opportunities for Conservation, Recreation & Preservation Projects](#)

PENNVEST [Drinking Water/Sewer Infrastructure Grants \(PA Infrastructure Investment Authority\)](#)

[Community Conservation Partnerships Program Grants \(PA Department of Conservation and Natural Resources\)](#), [Historic Preservation Grants \(PA Historical and Museum Commission\)](#), [Library Grants \(PA Department of Education\)](#)

[Land and Water Conservation Fund](#): LWCF funding is intended to protect national parks, areas around rivers and lakes, national forests and national wildlife refuges from development, and to provide matching grants for state and local parks and recreation projects. [LWCF Success in Pennsylvania](#)

[PA Agricultural Conservation Easement Purchase Program](#)

[PA Council on the Arts: Arts and Culture Grants](#)

[PA Conservation Reserve Enhancement Program \(CREP\)](#)

[PA Department of Community and Economic Development](#)

Variety of technical assistance programs and funding opportunities including: Greenways, Trails and Recreation Program and Watershed Restoration and Protection Program, Multimodal Transportation Fund, Flood Mitigation Program (FMP), H2O PA (Flood Control Projects, Unsafe Dam Project and Storm Water Projects), Sewage Facilities Program (SFP)

[PA Department of Transportation: Transportation Grants](#)

[PA Fish and Boat Commission: Fishing, Boating and Aquatic Resource Conservation Grants](#)

[WeCONSERVE: Conservation Easement Assistance Program](#)

NATIONAL RECREATION AND PARK ASSOCIATION GRANT SOURCES

Rite Aid Foundation KidCents Regional Grants

KidCents Regional Grants ranging from \$15,000 to \$30,000 are available in select counties and states for out-of-school time programs that improve nutrition, physical fitness or academic success. Eligible projects must include an educational component, and priority will be given to programs that deliver quality out-of-school services to children and youth in high-need families. Eligible applicants are limited to 501(c)(3) nonprofit organizations serving eligible service areas. Letters of interest are accepted and reviewed on a rolling basis. [Learn more and apply](#).

PARKS, RECREATION, AND OPEN SPACE FUNDING SOURCES

Waste Management Charitable Giving

Waste Management offers charitable gifts to promote civic pride, economic development and revitalization. Waste Management primarily supports environmental initiatives, including promoting parklands and green spaces for people to enjoy and play, and environmental education initiatives targeted at middle and high school students. Eligible entities include 501(c) (3) nonprofit organizations and public organizations. Applications are accepted on an ongoing basis. [Learn more and apply.](#)

Lisa Libraries Grant Program

Nonprofit organizations that serve low-income or underserved areas are eligible to apply for in-kind donations from The Lisa Libraries. The Lisa Libraries provides donations of free books for community facilities to host their own small libraries or to operate programs where children can take the book home. While book donations are free, The Lisa Libraries requests that recipients cover the shipping and handling costs, which are based on the destination and quantity of books. Applications are accepted on an ongoing basis. [Learn more and apply.](#)

The Fruit Tree Planting Foundation Grant Program

Municipal entities, local nonprofits and public schools are eligible to apply to support the planting of fruitful trees and plants to alleviate hunger, combat global warming, strengthen communities and improve the surrounding environment. Trees can be planted at community gardens, city and state parks, low-income neighborhoods, Native American reservations, schools, and other locations where they will serve the greater community. The Foundation provides high-quality trees and shrubs, equipment, on-site orchard design expertise and oversight, horticultural workshops, and aftercare training and manuals. Applications are accepted on an ongoing basis. [Learn more and apply.](#)

Community Facilities Direct Loan and Grant Program — Rural Communities (Note: Media can qualify for this funding)

The United States Department of Agriculture (USDA) provides grants, low-interest direct loans, and/or combinations of the two to develop essential community facilities in rural areas, including public facilities, community support services, and local food systems such as community gardens and food hubs. Public entities, nonprofit organizations and tribal entities in rural communities are eligible to apply. Applications are accepted on a rolling basis. [Learn more and apply.](#)

Keep America Beautiful's Community Restoration and Resiliency Fund

Keep America Beautiful's Community Restoration and Resiliency Fund benefits Keep America Beautiful Affiliates that serve communities directly affected by natural and environmental disasters. The fund provides immediate and long-term support for initial and ongoing cleanup efforts and helps rebuild vital public spaces: parks, greenways, community gateways, main street/downtown areas, open spaces and more. Applications are accepted on a rolling basis. [Learn more and apply.](#)

PARKS, RECREATION, AND OPEN SPACE FUNDING SOURCES

United States Tennis Association (USTA) Facility Services Program

The USTA offers business development, advocacy, technical and financial support to improve or construct tennis facilities across the country. In addition, each applicant will be appointed a project consultant from the USTA national staff who will deliver personalized support and service. Service applications are accepted on a rolling basis. [Learn more and apply.](#)

Fundraising and Marketing Resources

When looking for funding and grants, there are many resources available on the internet. Below are just a few suggestions on where to start your research.

1. [Foundation Center](#): Provides both training and research information on corporate and foundation grant programs. The grants database is a collection of thousands of grants.
2. [Guidestar](#): An excellent source of IRS 990 forms for foundations and other nonprofit organizations.
3. [Yearly](#) offers a free tool to create engaging, digital annual reports, donor reports and event recaps to impress your stakeholders. Yearly is a fun and easy way to design unlimited reports and integrate your stories, videos, social media posts, polls and more. Yearly is currently offering their basic level of service to agencies for free.
4. [Chronicle of Philanthropy](#): The Chronicle is a newspaper for nonprofit news publishing, fundraising trends, resources, and recent grants.
5. [NRPA Crowdfunding Toolkit](#)
6. [Nonprofit Times](#): Nonprofit management newspaper.
7. [Hoovers](#): Profiles millions of U.S. companies. It is a great source for employee contact information.
8. [Fortune Magazine](#): A resource for identifying companies by state and industry.
9. [Leadership directories](#)
10. Google, Yahoo Finance and other general search engines.
11. Newspapers and magazines like the Wall Street Journal, Newsweek, New York Times.

Other Athletic Grants and Foundations

[Finish Line Youth Foundation: Program Development, Facility Improvement and Emergency Assistance Grants](#)

[National Football League Grassroots Program: Capital Field Improvement Grants](#)

[Target: Youth Soccer Program Development Grants](#)

[Tony Hawk Foundation: Skatepark Grants](#)

[United States Golf Association: Junior Program Development Grants](#)

[US Soccer Foundation: Program Development and Field Improvement Grants](#)

[National Gardening Association: School and Youth Garden Program Development Grants](#)