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April 9, 2021

Jean Lynch, Regional Advisor
PA DCNR, Southeast Region, Region 1
Ridley Creek State Park
1023 Sycamore Mills Road
Media, PA 19063

Re: Media Borough Grant Application: Signage System, a top priority of PROS Plan

Dear Ms. Lynch,

Toole Recreation Planning is completing Media Borough's Open Space, Parks and Recreation Plan. One of the top priorities that we have identified is increasing public awareness about the Borough's parks and recreation system.

In our outreach, four members of our team spent numerous days in the field in assessing conditions, discovering opportunities, and talking with many, many people. On one day alone, we interviewed 189 park visitors in the various parks. What we found was that residents largely use two borough parks although there are eleven parks plus one county park. We learned first-hand that residents simply aren't aware of the close-to-home recreation opportunities available to them. Even in the interviews in Glen Providence Park, park visitors expressed surprise learning that the park was there and only found it because an event was underway; at that, they had a difficult time finding the park as it is located with a small entrance made more obscure by the street parking that tends to hide the park gateway. The Borough and the County are working on streetscape improvements at this gateway.

Because this is a densely populated area of Delaware County, our public outreach found that there is great confusion about what municipalities own what parks, especially playgrounds. In order to create a true park system for Media and build support for it along with the major improvements we are recommending, public recognition and understanding of the Borough's park system is critically important. A borough-wide signage system is essential. Tied to this is our recommendation to elevate design in the parks. In our public opinion survey and interviews, we learned that having top-notch facilities is important to the whole identity of Media Borough. To that end, we are proposing as a priority that all aspects of parks and recreation facilities be based upon creative professional design services that will advance the image, quality of use of our close-to-home parks.

We are nearing completion of the plan and will send you the draft. The Borough is supporting the cost of the plan with its own funding and does not have DCNR funding in the project. Please feel free to call if I can provide more information or clarification on signage system design as a top priority of our plan. Thank you for your ongoing assistance with our work in the Borough – it matters!

Sincerely,

Ann M. Toole, CPRP



T O O L E
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