

An aerial photograph of a suburban area with houses, trees, and a golf course. A yellow boundary line outlines a specific area that includes a golf course, a swimming pool, and some buildings. The text is overlaid on the top left of the image.

# *Mermaid Lake* Master Site Plan

WHITPAIN TOWNSHIP, MONTGOMERY TOWNSHIP

## Welcome to Public Meeting 1

January 25, 2021  
7PM to 9 PM

Thank you for your time!



## *Structure for Tonight's Meeting*

- This will be a 30-minute presentation
- **As you think of questions during the presentation please type them into the CHAT function**
- Some of your questions may be answered during the presentation so you may want to wait until our presentation is completed.
- **The bulk of the meeting will be spent listening to your questions and your suggestions for the new park**
- This presentation will be posted to the Township web site in a day or two
- **Please feel free to contact Simone Collins over the duration of the project. Our contact information is at the end of this presentation**



# *Meeting Agenda*

- Steering Committee
- Consultant Introductions
- Master Plan Process
- Project Schedule
- Project Scope
- Site Overview
- Preliminary Market Study
- Brainstorming / Q&A
- Next Steps

*Mermaid Lake*  
Master Site Plan

WHITPAIN TOWNSHIP, MONTGOMERY TOWNSHIP





# Steering Committee

Name	Organization / Title
Michele Minnick	Board of Supervisors
Fred Conner	Board of Supervisors
Roman Pronczak	Township Manager
Dave Mrochko	Assist. Township Manager
Jim Blanch	Engineering Director
Tom Farzetta	Public Works Director
Travis DeCaro	Project Coordinator
Kurt Baker	Parks & Rec Director
Mike Richino	Parks & Rec Director
Courtney Meehan	Program Coordinator P&R
Marshall Bleefeld	Park & OS Board/School Dist.
Angela Dougherty	Park & OS Board/AWJFA
Sandi Feltes	Park & OS Board alternate
Sean O'Donnell	Comp Plan Committee/WRA
John Ferro	Comp Plan Committee/Wiss Trails
Melissa Brown	Comp Plan Committee/Inclusion
Edgar David	Shade Tree Commission - Chair
Natalie Macy	Planning Commission
Ed Lane	Zoning Hearing Board - Chair
Harry Phifer	Zoning Hearing Board
Bob Trejo	Boy Scout Troop 98 - Resident
Joe Smallberger	Boy Scout Troop 117 - Resident
Connie Morgenson	Resident
Victoria Hyczko	Resident
Margaret Phiambolis (Sibby)	Resident



## Consultant Team

Simone Collins Landscape Architecture

- Peter Simone / Sarah Leeper / Joe Wallace

4ward Planning

- Todd Poole

Princeton Hydro

- Laura Craig

Spotts, Stevens, & McCoy

- Mark Stabolepszy / Lyn Rodino

Wallover Architects

- Ted Wallover / Susan Wallover

Seiler + Drury Architecture

- Doug Seiler / Eric Baugher

Comprehensive Land Service

- Patrick Fasano

Environmental Standards

- Joe Kraycik / Stephen Brower

*Mermaid Lake*  
Master Site Plan

WHITPAIN TOWNSHIP, MONTGOMERY TOWNSHIP

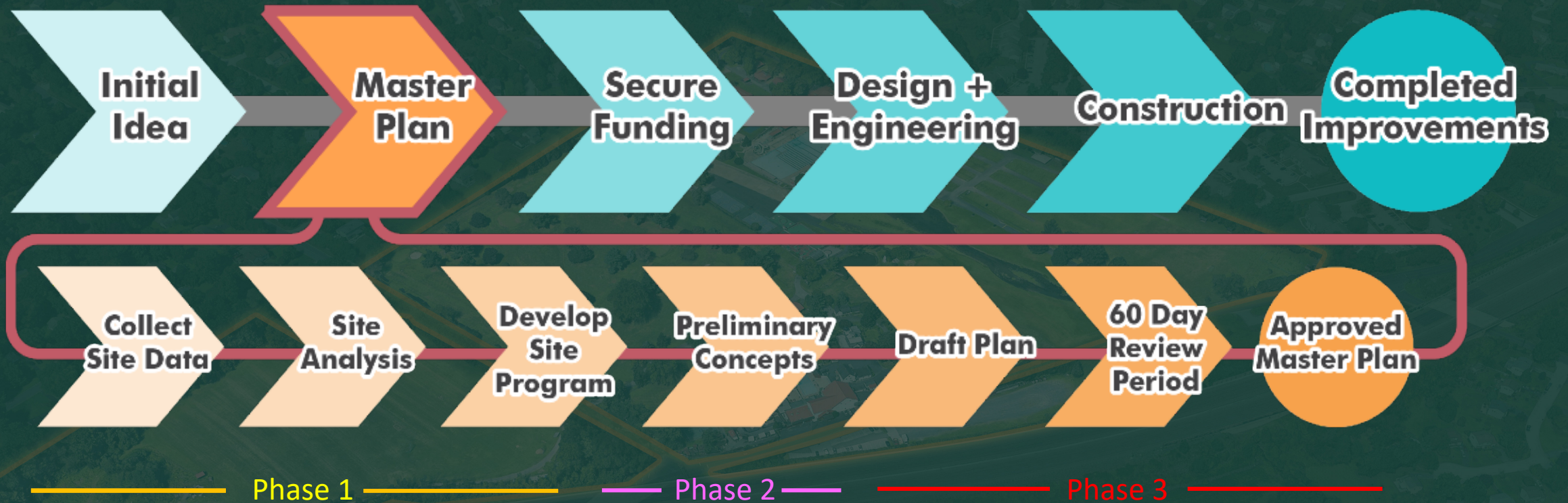




# Master Plan Process

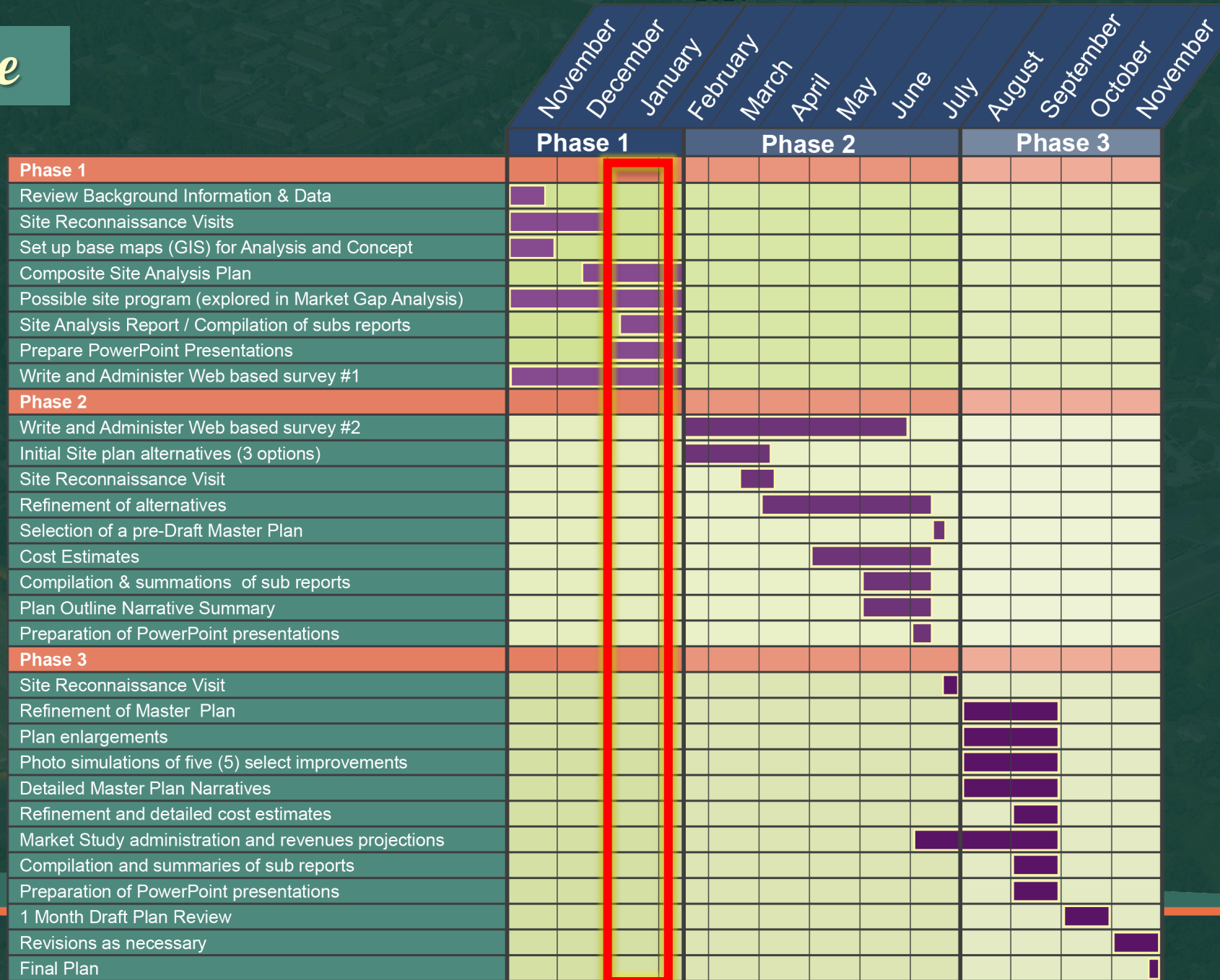
## What is a Master Plan?

**\* WE ARE HERE \***





# Project Schedule





# Project Schedule

Meeting	Purpose	Date	Time
<b>Phase 1</b>			
Committee Meeting 1	Kickoff Meeting / Brain Storming	Thursday, December 10, 2020	5:30pm-7:00pm
Committee Meeting 2	Preliminary Market Gap Presentation	Thursday, January 14, 2021	5:30pm-7:00pm
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# Project Scope

## PHASE 1 (NOV-FEB)

## PHASE 2 (FEB-AUG)

## PHASE 3 (AUG-NOV)

**PRIMARY TASKS: [INVENTORY & ANALYSIS]** The primary tasks of this phase will include an inventory of existing conditions, market study, programming and initial conceptualization of potential future uses.

### Swimming Pool(s)

- Mechanical
- Electrical
- Plumbing
- Structural
- Filtration System
- Accessibility Requirements
- Environmental Issues
- Flood Plain
- Drainage System

### • **Market Study**

### Existing Buildings

- Structural
- Accessibility
- Electrical
- Plumbing
- Sewer

### General Conditions

- Property Electrical Service
- Potable Water Supply
- Sewer System
- Storm Water Facilities
- Dam Condition
- Utility Line/Utility Easements

### Existing Site Features

- Golf Course
- Pavilions
- Playing Fields
- Courts
- Trails
- Ponds
- Creek
- Rest Rooms

### Accessibility

- Parking
- Facility Access
- Trails
- Connectivity to other township trails/parks

### Environmental Study

- Wetlands
- Flood Plain
- Meadows
- Trees/Tree Canopy
- Wildlife
- Soil Types
- Permitting Requirements

### Meetings

- 3 Committee
- 1 Public



**PRIMARY TASKS: [DEVELOP CONCEPTS]** Building on the insights gained in Phase 1, the possible future use concepts will be developed into one (1) focused development option. Phase 2 elements will include:

- Establish goals and objectives for activities and facilities
- Resident survey within context of Market Analysis
- Progressive development of site plan concept options and refinements
- Adaptive reuse options for existing site infrastructure
- New facilities and new infrastructure / access / parking
- Site and environmental enhancements
- Committee and public input, suggestions and comments
- Plan recommendations & costs estimates to the Board of Supervisors

### Meetings

- 3 Committee
- 2 Public
- 1 Board of Supervisors



# *Project Scope*

PHASE 1 (NOV-FEB)

PHASE 2 (FEB-AUG)

**PHASE 3 (AUG-NOV)**

**PRIMARY TASKS:** [DEVELOP MASTER PLAN] Develop a detailed master site plan.

- Detailed master plan / plan enlargements
- Possible second resident survey (TBD)
- Adaptive reuse plans for existing facilities
- Refined cost estimates
- Economic pro forma for up to 4 activities / facilities
- Site and environmental enhancements / management guidance
- Photo-simulations for 5 select improvements
- Final report

## Meetings

- 2 Committee
- 1 Public



# Site Overview

E. Township Line

Arch Street Road

Jolly Road





## Site Overview

- 72.3 Acres Total

8.8 Acres

47.5 Acres

12.5 Acres

3.5 Acres

Arch Street Road

Jolly Road





# *Site Overview*

## Existing Buildings & Structures





# *Site Overview*

## Existing Buildings & Structures





# *Site Overview*

## Hydrology





# Site Overview

## Vehicular, Traffic & Parking

Entrances: ↔





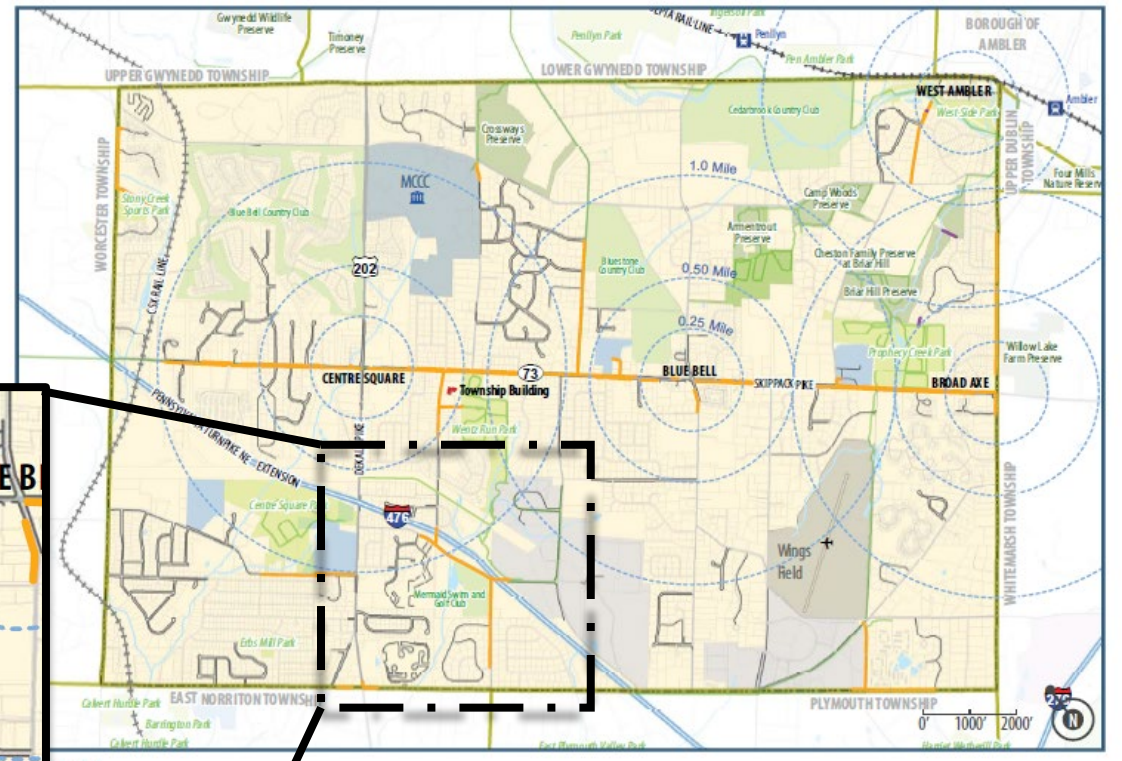
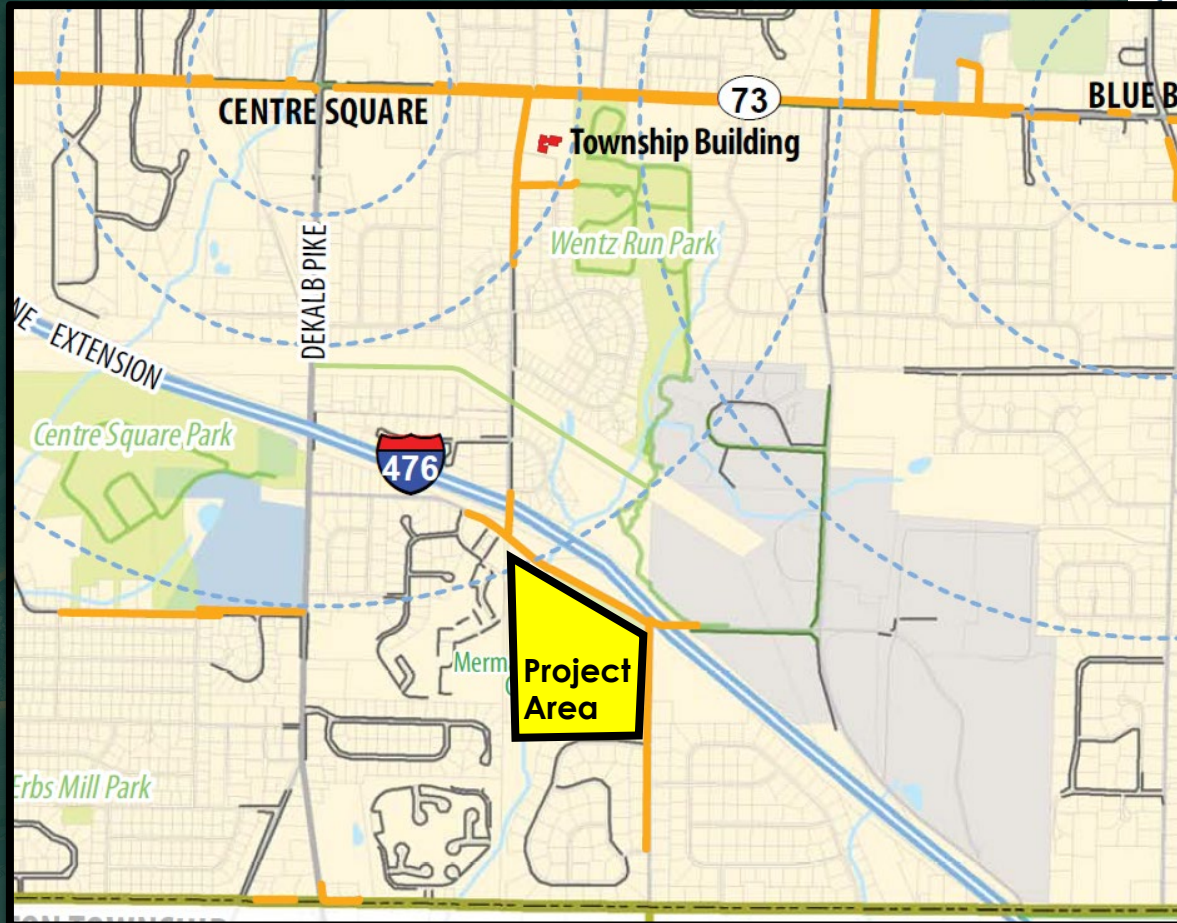
# Site Overview

## Multi-Modal

### Missing Links Plan

#### LEGEND

- Sidewalk
- Mixed Use Path
- Existing Trail
- Existing Sidewalk



2019 Whitpain Twp Walkability Study





# Preliminary Market Analysis Findings

**1. Market Study Overview**

**2. Socio-Economic Trends**

**3. Competitive Supply**

**4. Market Study Takeaways**





# Market Study Overview

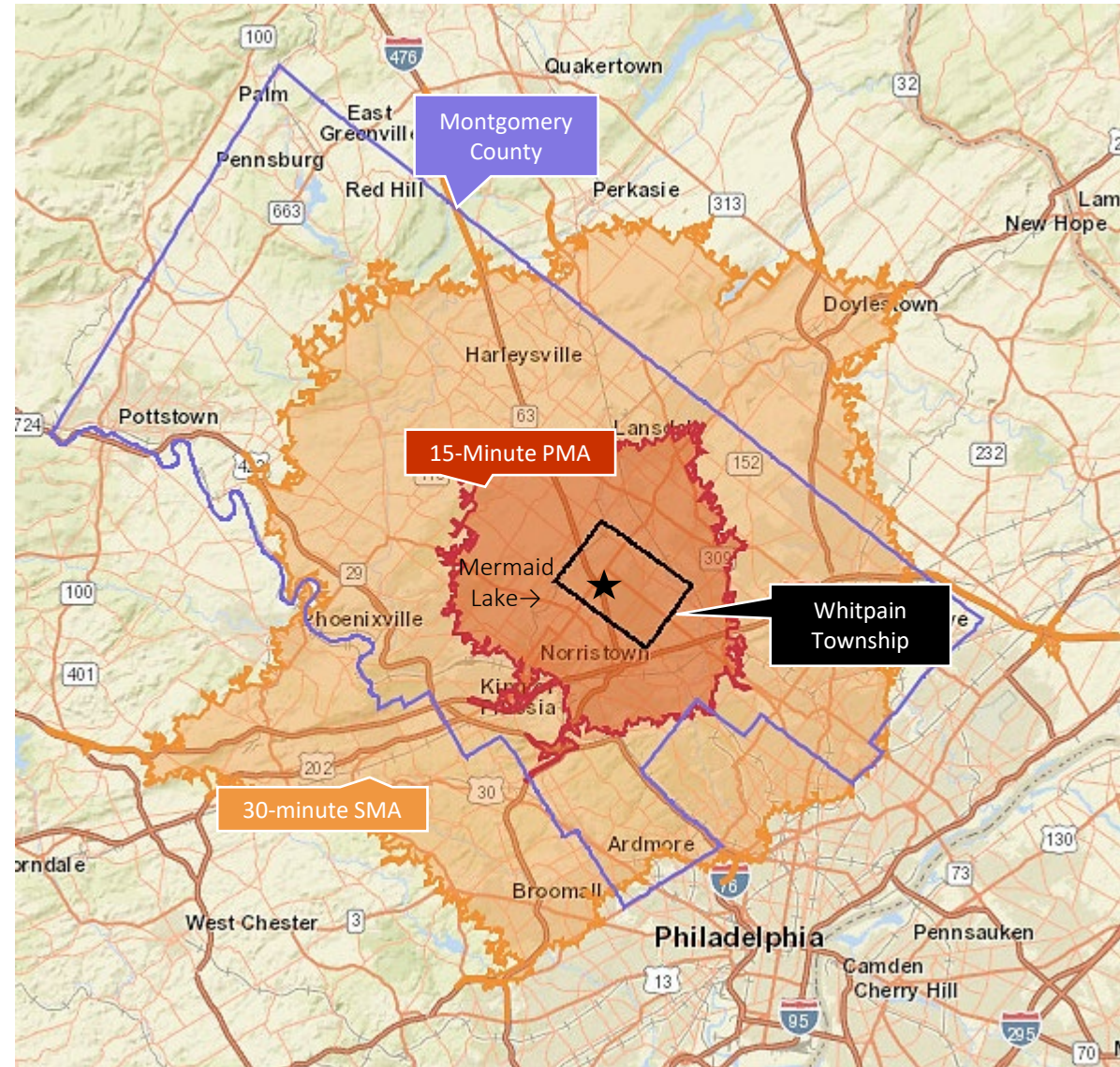






## Background: Study Areas

- **Whitpain Township:** As defined by Township boundaries
- **15-Minute PMA:** The primary market area (PMA) is defined as a 15-minute drive-time contour from the center of the park (an approximate six-mile radius).
- **30-Minute SMA:** The secondary market area (SMA) is defined as a 30-minute drive-time contour from the center of the park (an approximate 15-mile radius).
- **Montgomery County:** As defined by county boundaries



Source: Esri; 4ward Planning Inc., 2020





# Socio-Economic Trends







## Total Population

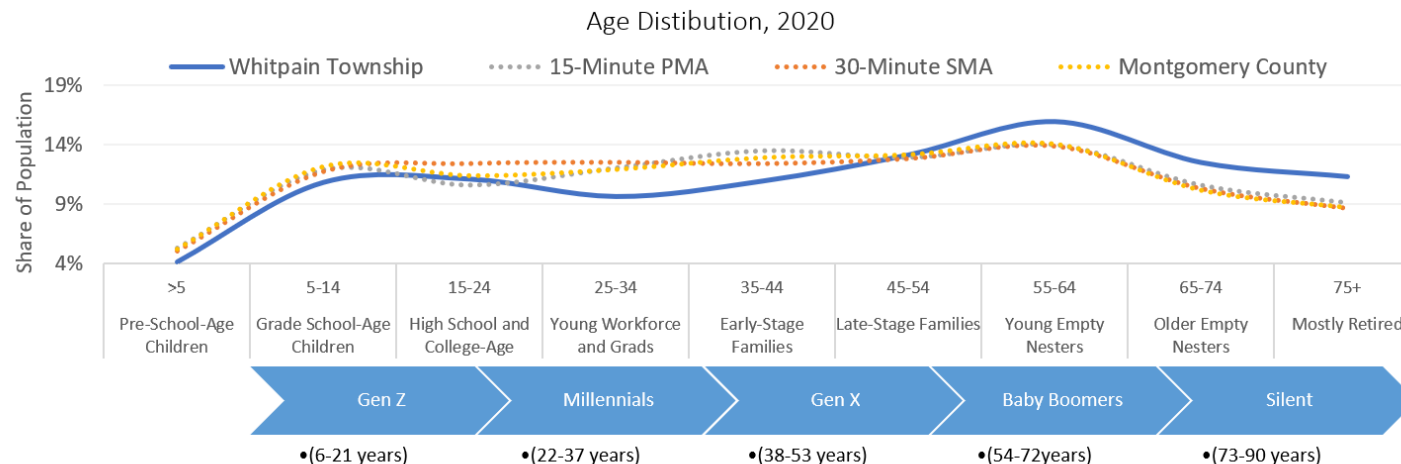
Population change is projected to be flat, locally and regionally.

## Household Formation

Household formation, like population, is projected to be flat through 2025, with family households experiencing the least growth

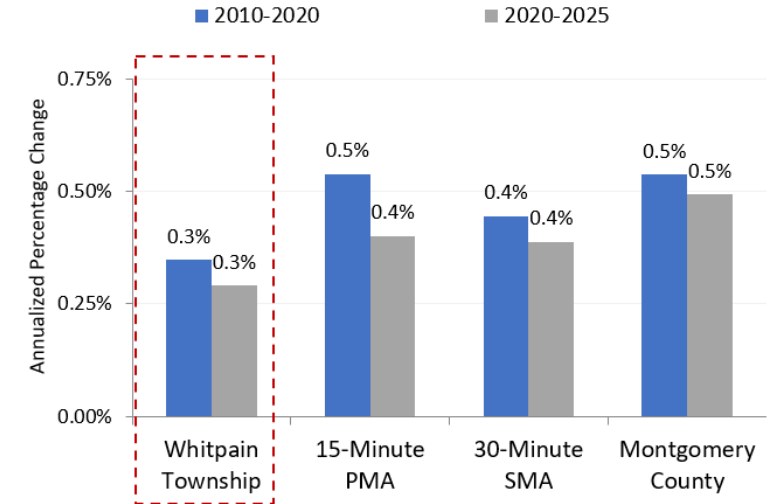
## Age Metrics

Age distribution, locally and regionally, skews older

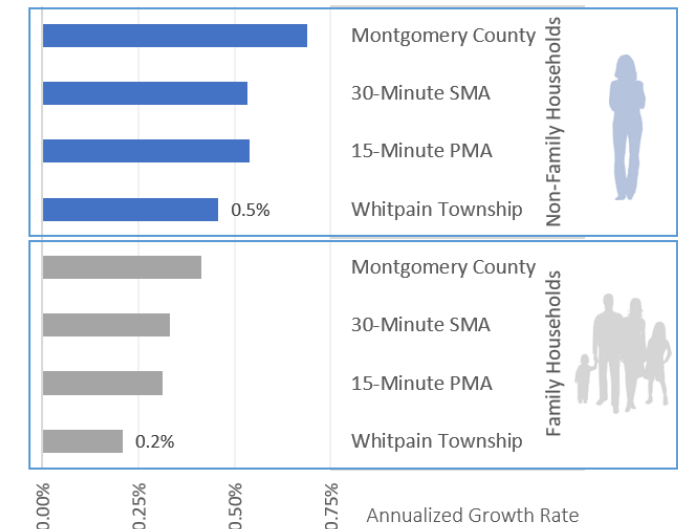


Source: Esri; 4ward Planning Inc., 2020

## Annualized Percentage Change, Total Population



## Household Formation Projections, 2020-2025







# Competitive Supply







## Key Findings: Golf Courses

### Golf courses abound in the 15-minute PMA

There are 12 golf courses in the 15-minute PMA, including ten 18-hole golf courses and two nine-hole golf courses. Nine are private or semi-private and three are public. None of these golf courses appear to offer pitch and putt (18-hole courses with a length typically under 1,310 yards).

Driving Distance (Miles)	Name	Course Type	City	Holes	Par	Length (Yards)	Type
1.9	Bluestone Country Club	Golf	Blue Bell	18	71	6,023	Private
2.6	The 1912 Club	Golf	Plymouth Meeting	18	72	6,575	Private
3.3	Cedarbrook Country Club	Golf	Blue Bell	18	72	6,873	Semi-Private
4.5	Sunnybrook Golf Club	Golf	Plymouth Meeting	18	72	6,823	Private
6.3	Whitemarsh Valley Club	Golf	Plymouth Meeting	18	72	6,629	Private
6.8	Old York Road Club	Golf	Blue Bell	18	71	6,558	Private
6.9	Jefferson Golf Course	Golf	Norristown	18	70	6,443	Public
7.4	Gulph Mills Golf Club	Golf	King of Prussia	18	71	6,289	Private
7.4	Worcester Golf Club	Golf	East Norriton	9	35	3,047	Public
7.6	Skippack Golf Club	Golf	Skippack	18	70	6,007	Public
9.8	Flourtown Country Club	Golf	Flourtown	9	35	2,884	Private
11.8	Sandy Run Country Club	Golf	Ambler	18	72	6,525	Private





## Swimming Pools: 15-Minute PMA

**Half of all parcels in the Township already served by a pool**

According to GIS data from Montgomery County, 51 percent of all parcels in Whitpain Township are served by a private community pool or a pool on an individual private lot.

There are at least 10 large swimming pools in the 15-minute PMA (an approximately six-mile radius), with five providing public access and two located outdoors.

Radius Distance (Miles)	Facility	Town	Type	Public Access	Pricing
1.5	LA Fitness - East Norriton/Swede Square	East Norriton	Indoor	Yes	Drop-in: \$15
1.5	Greater Plymouth Community Center	Plymouth Meeting	Indoor	Yes	Drop-in: \$10-\$14 for residents/non
2.1	Blue Bell Country Club	Whitpain Township	Outdoor	No	
3.4	Wissahocken High School Natatorium	Ambler	Indoor	Yes	Free community swim (Wednesdays)
3.4	Plymouth Whitemarsh High School Swimming Pool	Lafayette Hill	Indoor	No	
4.0	Germantown Academy	Fort Washington	Indoor	No	
4.8	Upper Dublin Community Pool	Fort Washington	Outdoor	Yes	Adults: \$2-\$6 weekdays, \$4-\$8 weekends
5.0	Life Time Fitness - Fort Washington	Fort Washington	Indoor	Yes	Drop-in: \$35
5.1	Ambler YMCA	Ambler	Indoor	No	
5.9	Upper Merion Area Middle & High School Pool	King of Prussia	Indoor	No	

Sources: Montgomery County; Swimmers Guide; 4ward Planning, 2020





## Key Findings: Splash Pads

### Eight suburban area splash pads within a 30-minute drive

Alverthorpe Park in Abington Township features a lake, wading pool, Par-3 golf course, as well as other recreation and open space amenities.

The park offers both year-round (Par-3 golf, tennis courts, basketball courts, playground, and fishing) and summer activities (mini golf, wading pool, camping), as well as various rental facilities (picnic shelter and tables, pre-school pavilion, min-golf pavilion).

Driving Distance (Miles)	Name	Town	Description
7.9	Montgomery Twp. Community & Rec. Center	Montgomeryville	Shade sail section with smaller sprinklers for younger children and a section with larger sprinklers for older children
10.3	Everybody's Playground	Horsham	Located within Lukens Park, playground has a spray station for hot summer days
13.3	Freedom Playground at Haverford Reserve	Haverford	The water misters at Freedom Playground
13.6	Alverthorpe Park	Jenkintown	The site has a lake, wading pool, a Par 3 golf course, as well as various other recreation and open-space amenities.
14.2	Masons Mill Park	Huntingdon Valley	This 76-acre park also provides a fun water spray pole.
15.7	Warwick Community Park	Jamison	Spray pole at this Warwick Township park





## Key Findings: Skating Rinks

### Seven skating rinks in 30-minute SMA

While there are no skating rinks in the 15-minute PMA, there are seven skating rinks in the 30-minute SMA (all indoor ice-skating rinks). Most facilities offer public and member access, lessons, and event space for birthday parties.

Located just outside the 15-minute PMA, the Wissahickon Skating Club is the closest facility to Mermaid Lake. Operating as a private, not-for-profit, this family-oriented indoor skating club offers both member and public sessions for ice skating and hockey (both senior and youth) and two birthday party rooms (\$100-\$150 flat fees).

Driving Distance (Miles)	Business Name	Town	Skating Rink Type	Type	Pricing
9.6	Wissahickon Skating Club	Philadelphia	Ice	Indoor	Admission: \$7 Skate rental: \$3
10.8	Oaks Center Ice Hockey Rink	Oaks	Ice	Indoor	Admission: \$7 Skate rental: \$3
11	Hatfield Ice World	Colmar	Ice	Indoor	Admission: \$10, Skate rental: \$3
12	Wintersport Ice Sports Arena	Willow Grove	Ice	Indoor	\$10 Admission & includes skate rentals
12	In Line 309	Hatfield	Roller	Indoor	\$12 Admission & includes skate rentals
12.1	Philadelphia Skating Club	Ardmore	Ice	Indoor	Admission: \$10, Skate rental: \$5
13.9	Bucks County Ice Sports Ctr	Warminster	Ice	Indoor	Admission: \$15





## Key Findings: Outdoor Wedding Venues

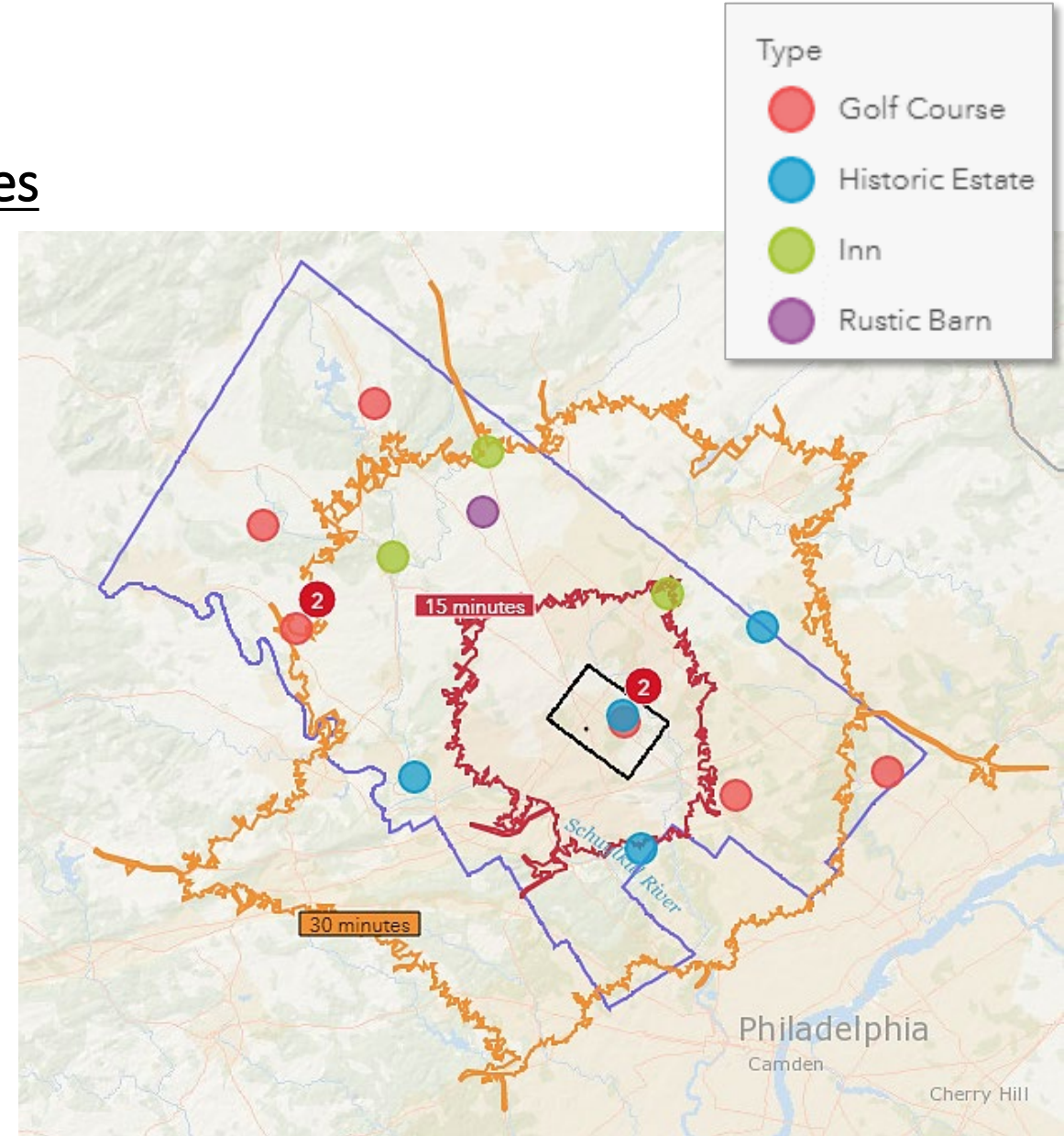
### Three existing large outdoor wedding venues in **the Township**

- **The Manor House at Prophecy Creek Park**
- **The Country House at Bluestone Country Club,**
- **The Normandy Farm Hotel & Conference Center**

Each have the capacity to accommodate approximately 300 guests.

According to interviews with local event planners, Montgomery County will likely see increased demand for unique small- to mid-size private party space in authentic, natural settings.

Venues that include adjacent recreational opportunities (e.g., park space) will likely be particularly appealing.







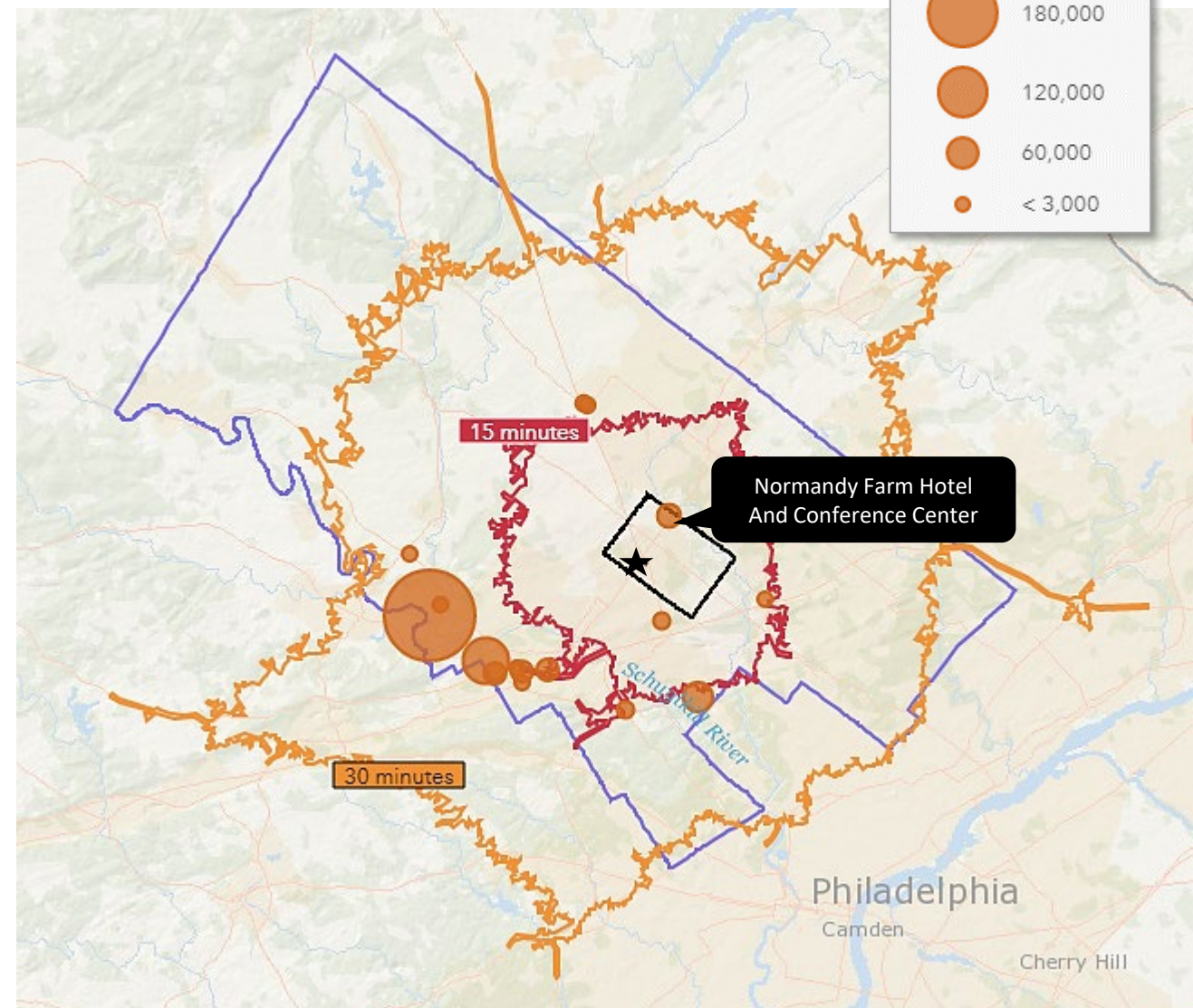
## Key Findings: Conference Centers & Meeting Venues

The area is, generally, well served by conference centers

Montgomery County features more than 80 hotels, 300 meeting venues and approximately one-million square feet of meeting space

The 30,000-square-foot Normandy Farm Hotel and Conference Center is the closest large meeting space venue (located just two miles north of Mermaid Lake in Whitpain Township).

However, the existing caretaker's house could offer a unique, small retreat experience for those looking for something less corporate and without the need for lodging.







## Key Findings: Sports Centers

### Three sports centers within the 15-minute PMA

These include a membership-based multi-sports center (The Proving Grounds) and two public school sports centers (Colonial School District and Germantown Academy).

There are seven sports centers (both indoor and outdoor) within the larger 30-minute SMA

There may not be enough indoor facilities to meet local demand from adult and youth sports communities; consequently, Mermaid Lake may be an ideal location for an indoor multi-sports facility.

Driving Distance (Miles)	Name	Town	Square Feet	Facility	Type	Focus
5.1	Colonial School District	Plymouth Meeting	NA	Public School	Outdoor	Multi-Sports
5.3	The Proving Grounds	Conshohocken	NA	Sports Center	Outdoor*	Multi-Sports
6.0	Germantown Academy	Fort Washington	NA	Private School	Outdoor	Multi-Sports
6.9	Competitive Edge Sports	King of Prussia	60,000	Sports Center	Indoor	Basketball/Volleyball
7.4	Temple Univ. Ambler Sports Complex	Ambler	NA	Private School	Outdoor	Baseball/ Softball/ Soccer
11.7	Villanova University Athletics	Villanova	NA	Private School	Outdoor	Multi-Sports
12.0	All Sports Center	Upper Providence	49,441	Sports Center	Indoor	Multi-Sports
12.9	Sofive Elkins Park	Elkins Park	NA	Sports Center	Both	Soccer
13.0	XL Sports World	Hatfield	78,000	Sports Center	Indoor	Multi-Sports
13.1	YSC Sports	Wayne	120,000	Sports Center	Both	Soccer





# Market Study Takeaways







## Study Takeaways: Project Takeaways

### ***Park programming for aging baby boomers***

Baby boomers (those born between 1946 and 1964) currently represent a relatively high share of Whitpain Township's population...and are expected to experience the strongest near-term population growth.

### ***Young adults and early-stage families***

Through 2025, the Township is also expected to experience some population growth among those ages 25 to 34 (representing young workforce and recent college graduates) and 40 to 44 (representing early-stage families).

### ***Relatively high incomes and favorable spending***

The median household income in Whitpain Township (\$135,150) is relatively high compared to household incomes in the PMA and SMA (\$87,600 and \$85,010, respectively)

### ***A mini-golf and pitch and putt golf course***

While there is an ample supply of traditional golf courses in the region, accommodating a different golf format at Mermaid Lake could appeal to a new market.

### ***Outdoor Swimming Pool Center***

While there are at least 10 large swimming pools in the PMA, just half offer public access and only two are located outdoors. According to interviews, there is likely unmet demand for a daily pay pool option for residents.





## Study Takeaways: Project Takeaways

### ***Playground & splashpad***

With the closet splash pad located eight miles away, there is likely unmet local demand among local area families with young children.

### ***Outdoor skating facility***

While there are seven indoor skating rinks in the SMA, there are no outdoor skating options. An outdoor skating space at Mermaid Lake could also provide a strong revenue-generating opportunity.

### ***Small- to mid-size event space:***

According to interviews with local event planners, Montgomery County will likely see increased demand for unique small- to mid-size private party space in authentic, natural settings, particularly in the aftermath of the Covid-19 pandemic, as many clients have delayed celebrations and will be seeking venues just beyond large urban areas.

### ***Outdoor wellness space***

As a result of Covid-19 pandemic, spending time in outdoor spaces has become essential for many. People are rediscovering an appreciation for the solace and stress-reduction found outdoors. An outdoor space offering art and natural features fostering wellness will likely have broad appeal.

### ***Mermaid Lake site could support a multi-use recreation complex.***

As two privately owned recreation centers, both the Chester County Sports Arena (CCSA) (located just off Route 30 in Caln Township, a 45-minute drive from the Mermaid Lake property) and the 422 Sportsplex (located just off Industrial Highway in Pottstown Borough, a 30-minute drive from the Mermaid Lake property), offer Mermaid Lake elements for consideration.



# *Brainstorming*

## GOALS

**Goals and Priorities for the Project:** Initially broad, then specific: “Develop a Master Plan” or “Protect Water Resources”

**Facts:** Existing land use, site conditions, outstanding natural resources, adjacent properties, nearby open space sites, potential partners.

## FACTS

## CONCEPTS

**Ideas for Attaining Project Goals:** Can be basic needs “Provide Bird Blind” or larger ideas “Link to key Nearby Sites”, “Create Unique Destinations within the Park”

**Important Community Partners:** County, Local schools, DCNR, DCED, etc.

## PARTNERS



# Brainstorming

<u>GOALS</u>	<u>FACTS</u>	<u>CONCEPTS</u>	<u>PARTNERS</u>
MASTER PLAN	72 ACRES	FISHING ACCESS	MONTGOMERY COUNTY
IMPROVE PUBLIC ACCESS	CLOSE TO 476	ENVIRONMENTAL EDUCATION	LOCAL SCHOOLS
SAFE PEDESTRIAN FACILITIES	EXISTING BUILDINGS	“50 FOOT TALL WATER SLIDE”	DCNR



# *Mermaid Lake* Master Site Plan

WHITPAIN TOWNSHIP, MONTGOMERY TOWNSHIP

## Brainstorming / Discussion / Q & A

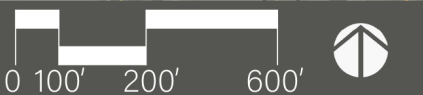






### Legend

- Project Area
- Parcel Lines
- 5' Contours
- Water Body
- Waterway
- Impervious Surface
- Building / Structure
- Roadway



## The Mews at Blue Bell

### Townline Townhomes

### Blue Bell Crossing

### Mermaid Estates

### Henkels & McCoy

### BrightView Landscapes

### Dekalb Park

### Blue Bell Villas



## Next Steps

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## Contact Information

### Simone Collins Landscape Architecture

- 610.239.7601
  - Peter Simone: [psimone@simonecollins.com](mailto:psimone@simonecollins.com)
  - Sarah Leeper: [sleeper@simonecollins.com](mailto:sleeper@simonecollins.com)
  - Joe Wallace: [jwallace@simonecollins.com](mailto:jwallace@simonecollins.com)