

Focus Group Presentation

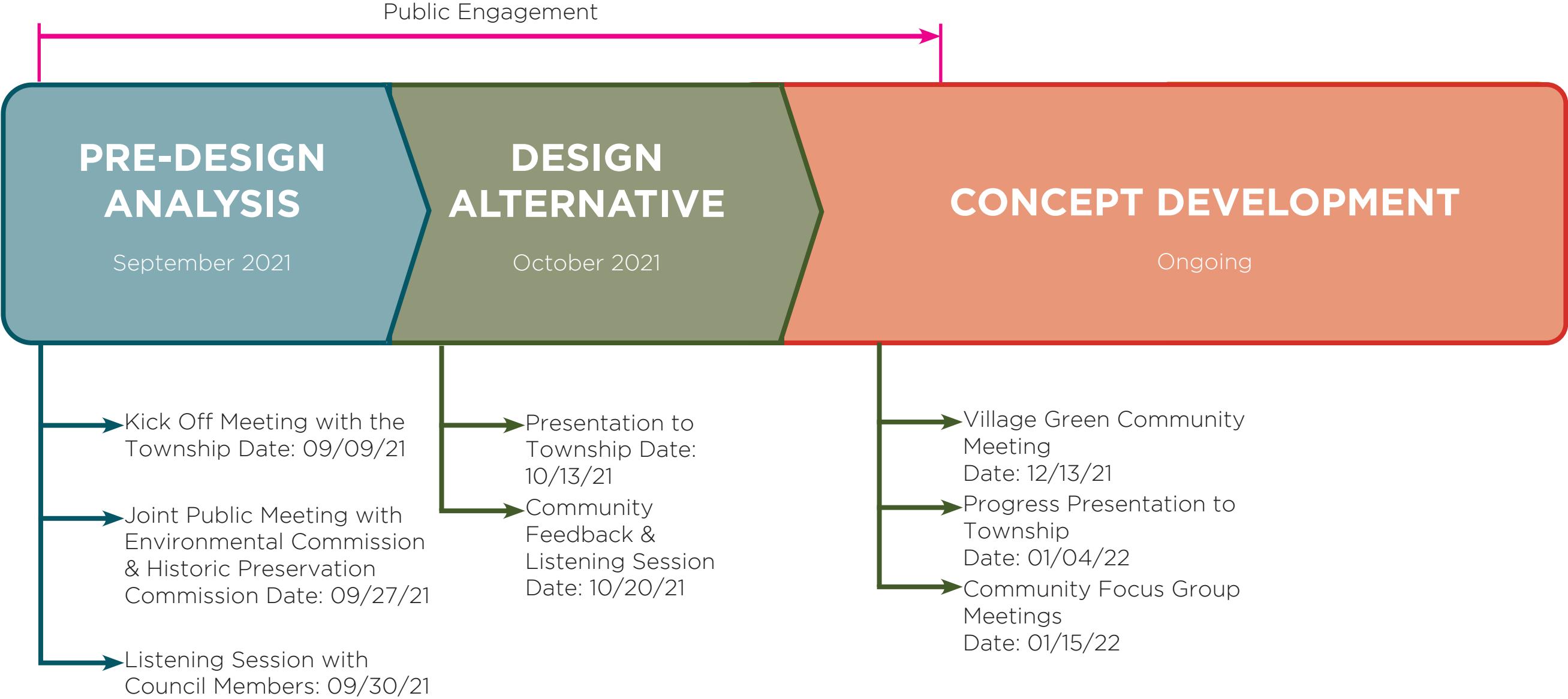
Conceptual Design for New Passive Park

At 477 N Elmwood Rd

January 15, 2022



Project Timeline



EXISTING CONDITIONS

EXISTING CONDITIONS



EXISTING CONDITIONS



EXISTING CONDITIONS



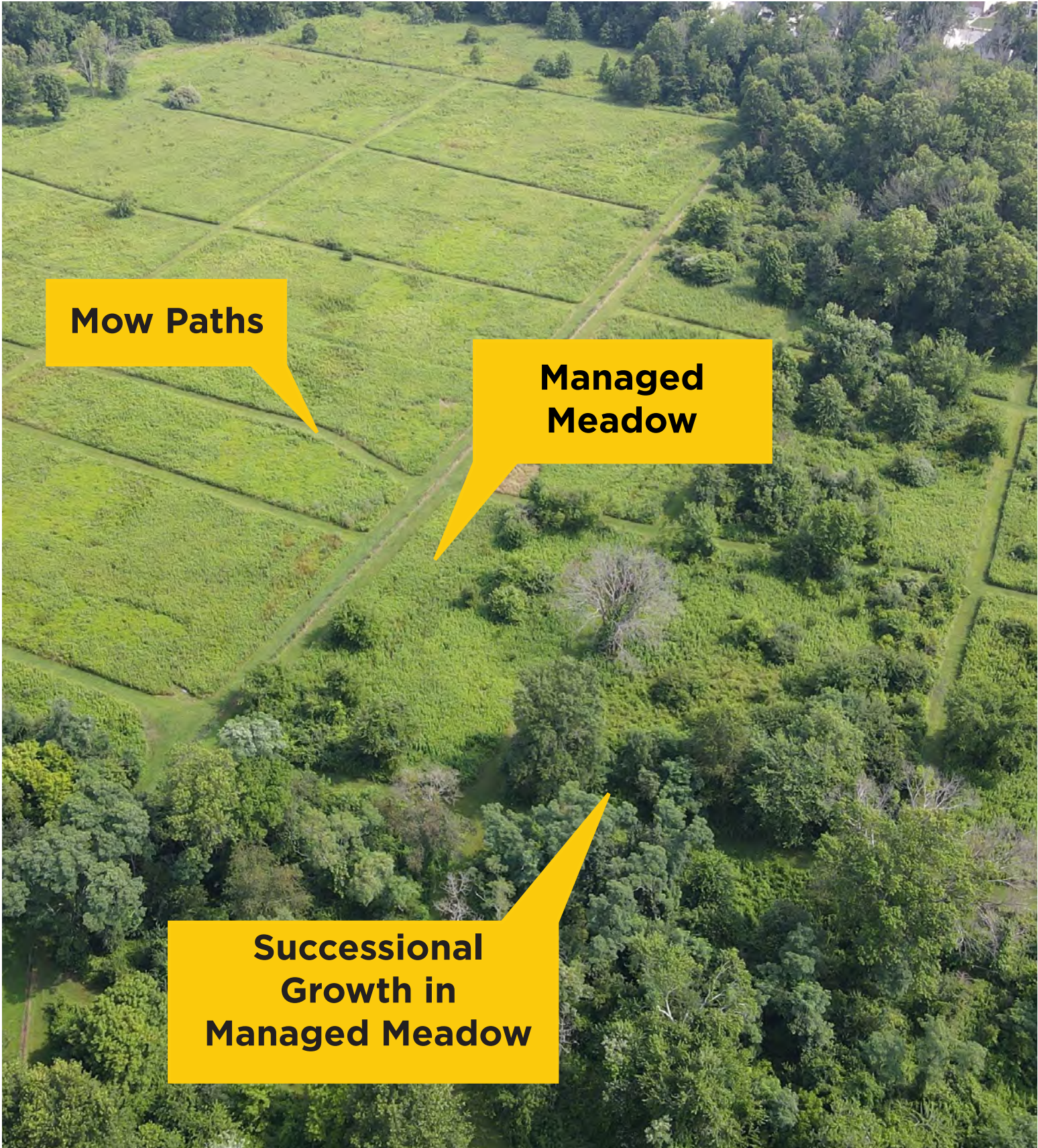
EXISTING CONDITIONS - LOCATION MAP



EXISTING CONDITIONS - TRANSPORTATION



SITE



SITE



Managed Meadow



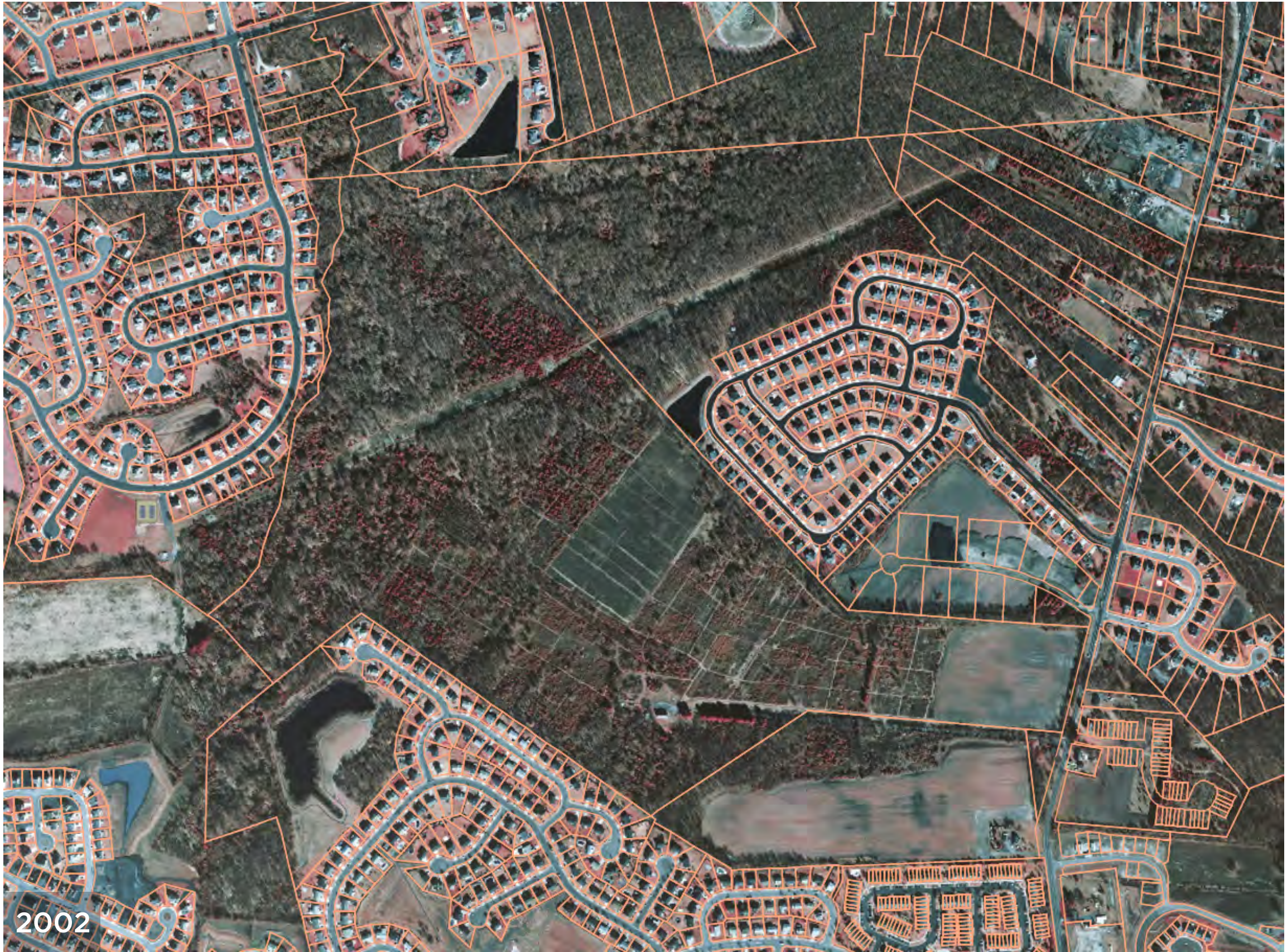
Mow Path

SITE - MANAGED MEADOWS



1995

SITE - MANAGED MEADOWS



SITE - MANAGED MEADOWS



SITE - MANAGED MEADOWS



SITE



SITE



SITE

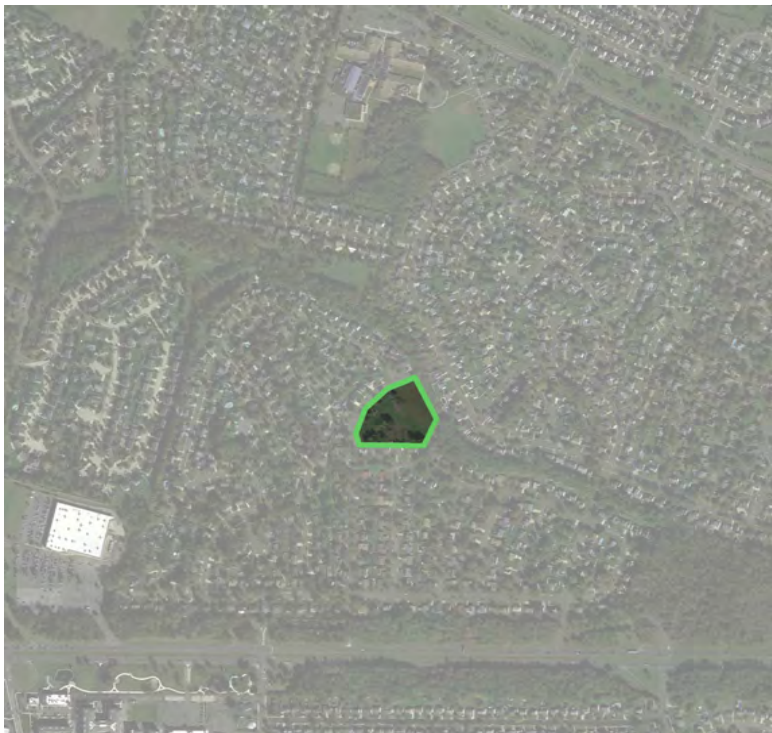


SCALE COMPARISONS

SCALE COMPARISONS



BEAGLE CLUB
EVESHAM, NJ



CAMBRIDGE PARK
EVESHAM, NJ



LAUREL ACRES PARK
MOUNT LAUREL, NJ



EVESBORO DOWN SPORTS COMPLEX
EVESHAM, NJ



EVESHAM MUNICIPAL COMPLEX
EVESHAM, NJ



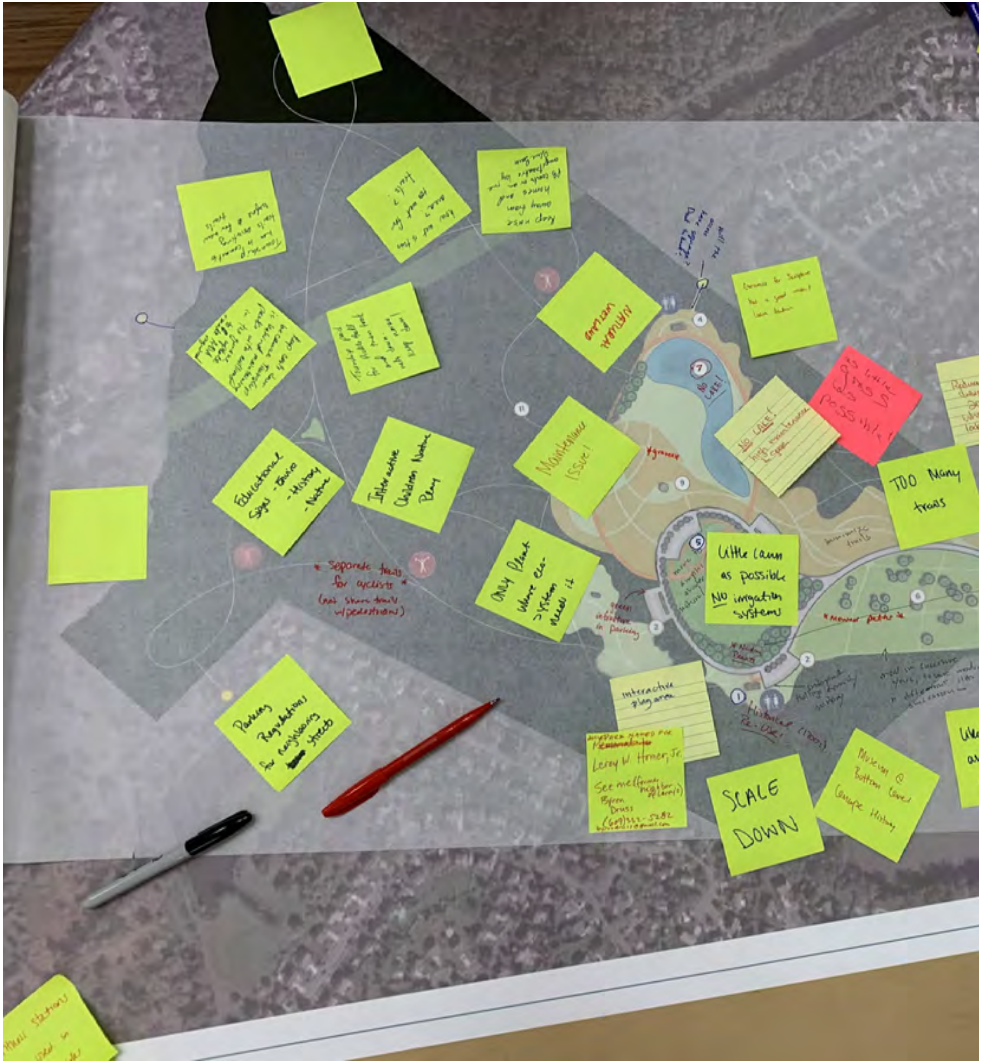
SAVICH FIELD
EVESHAM, NJ

WHAT WE HEARD

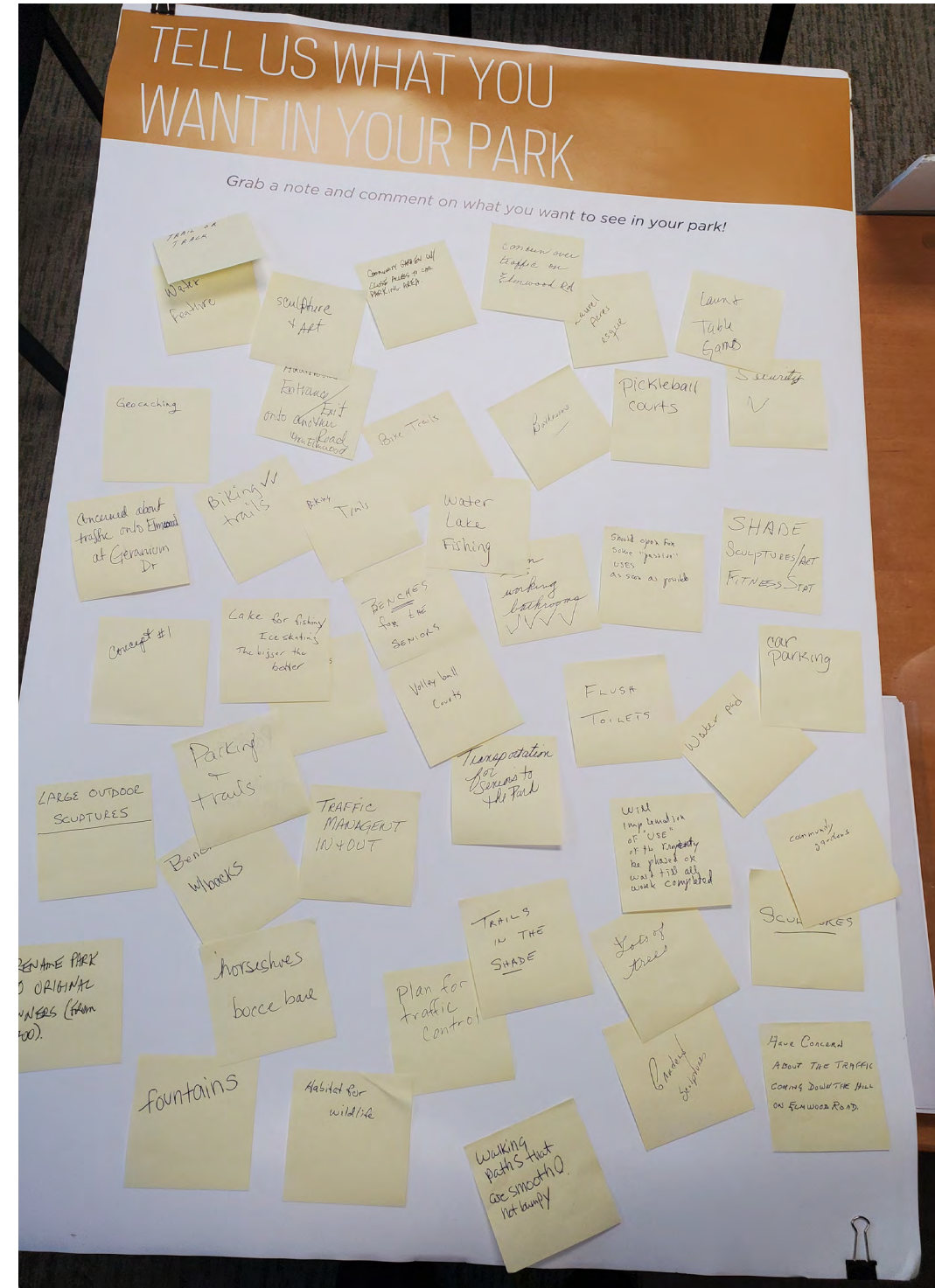
COMMUNITY CHARETTE & SENIOR CITIZEN EXPO

COMMUNITY CHARETTE - 10/13/21

TOTAL ATTENDEES: 58



SENIOR CITIZEN EXPO - 10/23/21



Charrette & Senior Citizen Expo Likes



Keep it Natural
41



Trails (Biking & Walking)
17



**Historical Preservation/
Emphasis**
17



Disc Golf
16



**Nature Play Areas/
Playground**
9



Lawn/table games
8



Sculpture/Art
8



Preserve Wetlands
7



Restrooms
7



Small Events
7



Seating/benches
6



**ADA
Accessibility**
6



Boardwalks
5



Dispersed Parking
5



Pavilions
5



**Community
Garden**
5



Mowed paths
3



**Green
Infrastructure**
2



Education
2



Amphitheater
1

Charrette & Senior Citizen Expo Dislikes



**Tuxedo Court
Access**
-13



**Manmade Water
Feature**
-12



Fitness Stations
-7



**Scale of
Park**
-7



**Lawn
Space**
-4



Pickleball
-1

Charrette & Senior Citizen Expo Concerns



**Neighborhood
Buffers/ Privacy**
14



Traffic
14



Maintenance
13



Safety & Security
9

PUBLIC SURVEY #2 RESULTS

10/27/2021 through 11/30/2021

QUESTION 1: WHAT FEATURE AMENITIES DO YOU WANT TO SEE IN THE PARK?

TOTAL PARTICIPANTS: 479



Trails
343



Bathrooms
295



**Flexible Open Space /
Lawn**
195



**Managed
Woodland**
174



Fitness Loop
165



Play Area
146



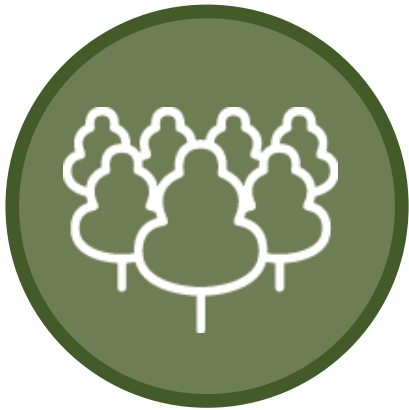
Water Feature
133



Managed Meadow
131



Pavilion
129



Tree Grove
118



Amphitheater
93



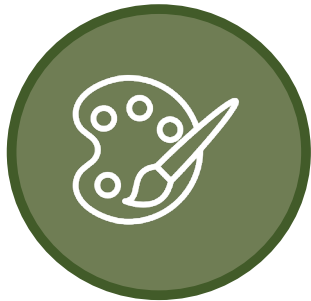
Sculpture Walk
77



Education Signage
62



History Walk
48



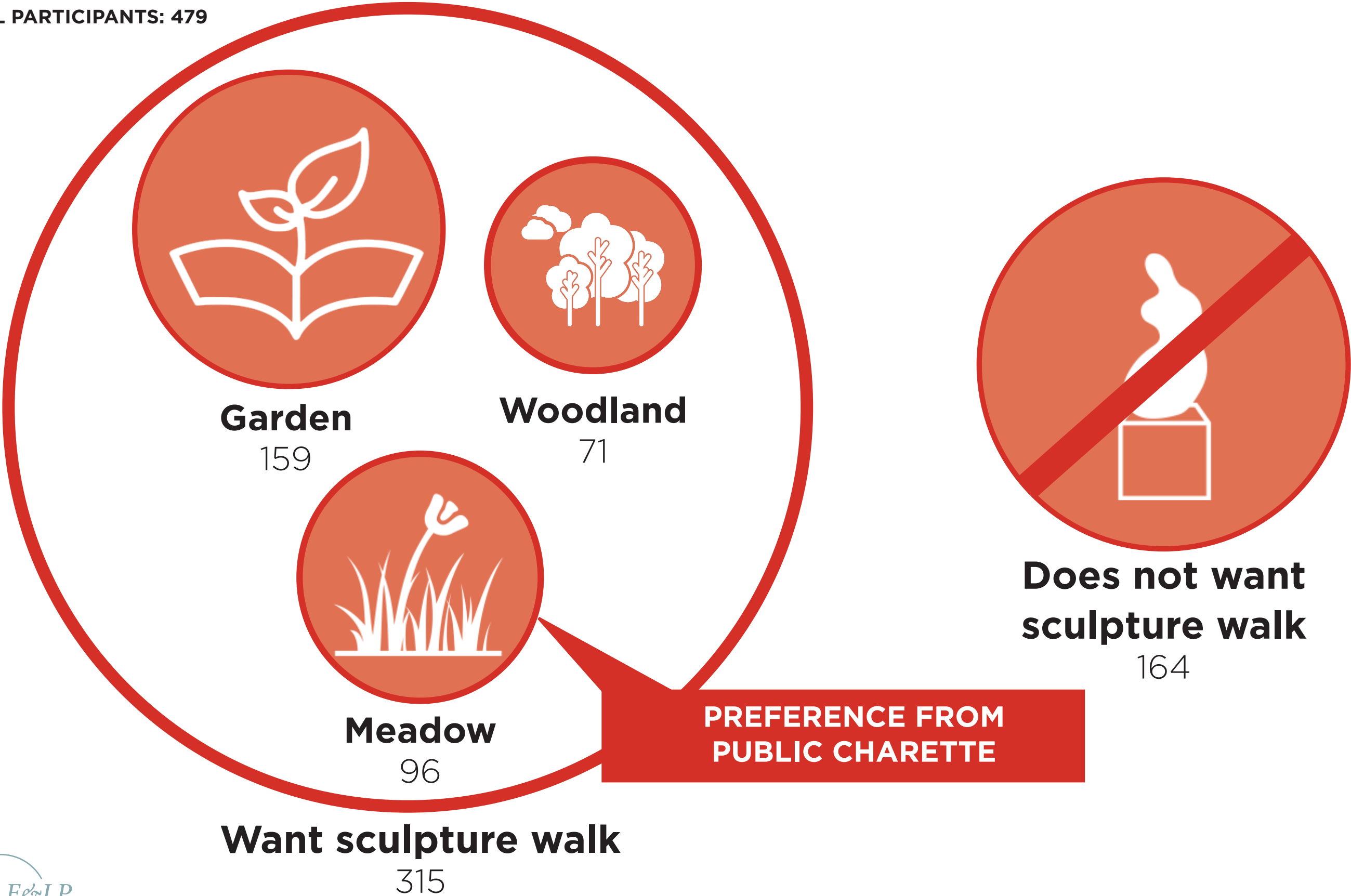
Arts & Culture Center
47



Outdoor Classroom
41

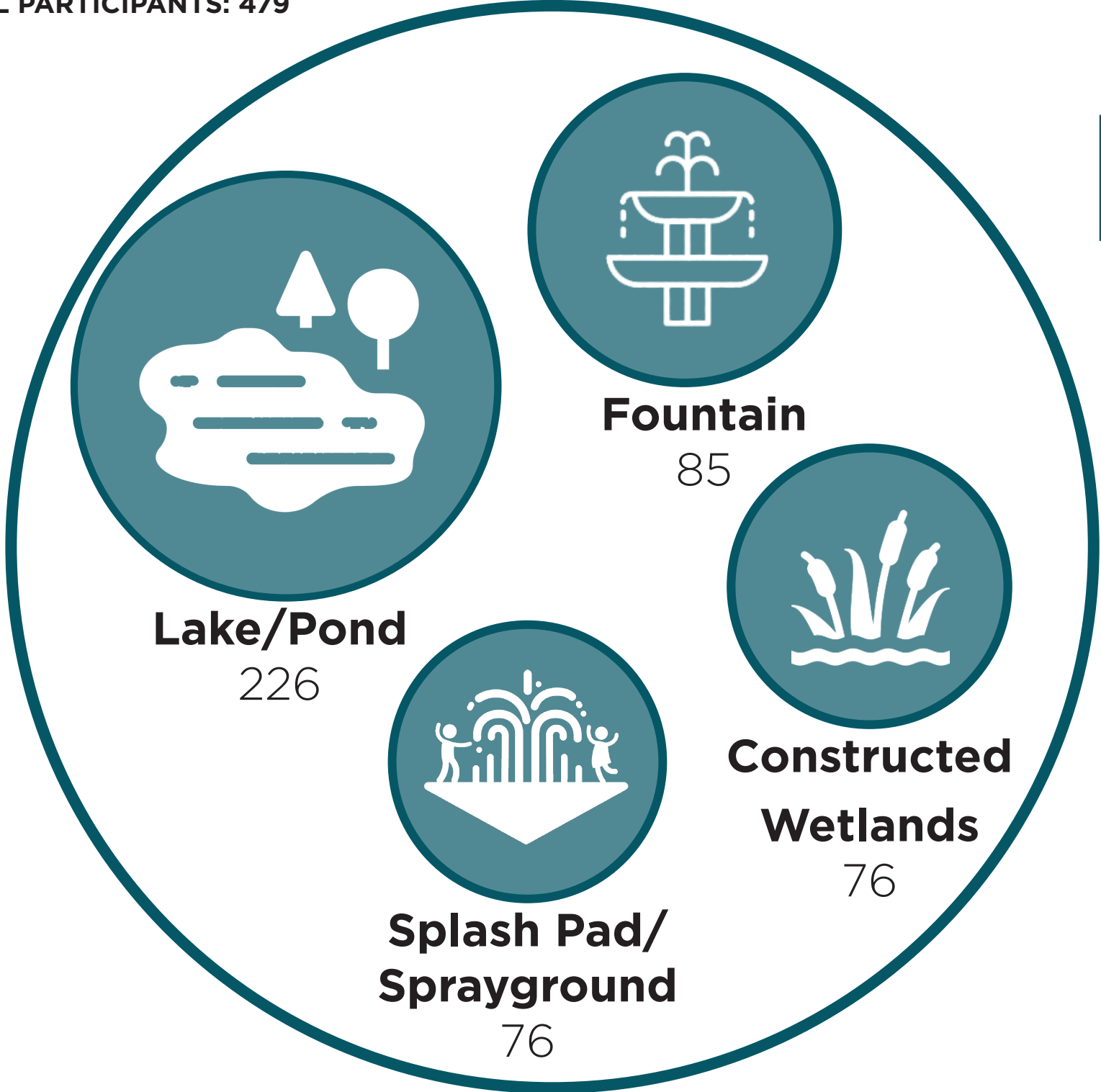
QUESTION 2: IN WHAT TYPE OF LANDSCAPE WOULD YOU LIKE TO SEE AN ART SCULPTURE WALK?

TOTAL PARTICIPANTS: 479



QUESTION 3: WHAT TYPE OF WATER FEATURE DO YOU WANT TO SEE IN THE PARK?

TOTAL PARTICIPANTS: 479



PREFERENCE FROM PUBLIC CHARETTE



Does not want water feature
107

QUESTION 4: WHAT TYPE OF PLAY ENVIRONMENT DO YOU WANT TO SEE IN THE PARK?

TOTAL PARTICIPANTS: 479



Nature Play

183



Fitness-Based

132



Lawn Games

113



Hills

100



Water

66



Music

53

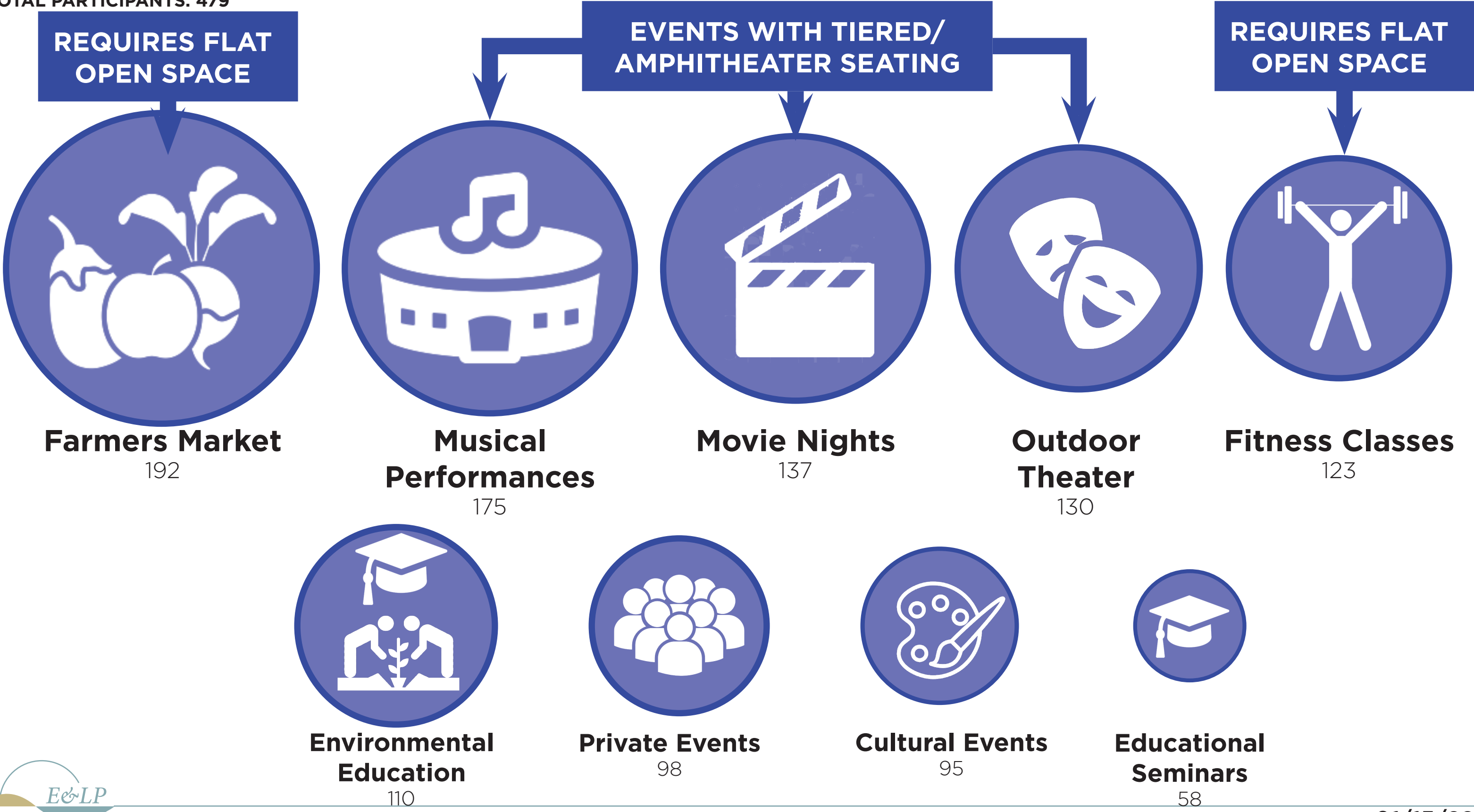


**Does not want
play features**

31

QUESTION 5: WHAT TYPE OF PROGRAMMING DO YOU WANT TO SEE IN THE PARK?

TOTAL PARTICIPANTS: 479



QUESTION 6: WHAT SIZE EVENTS DO YOU WANT THE PARK TO ACCOMMODATE?

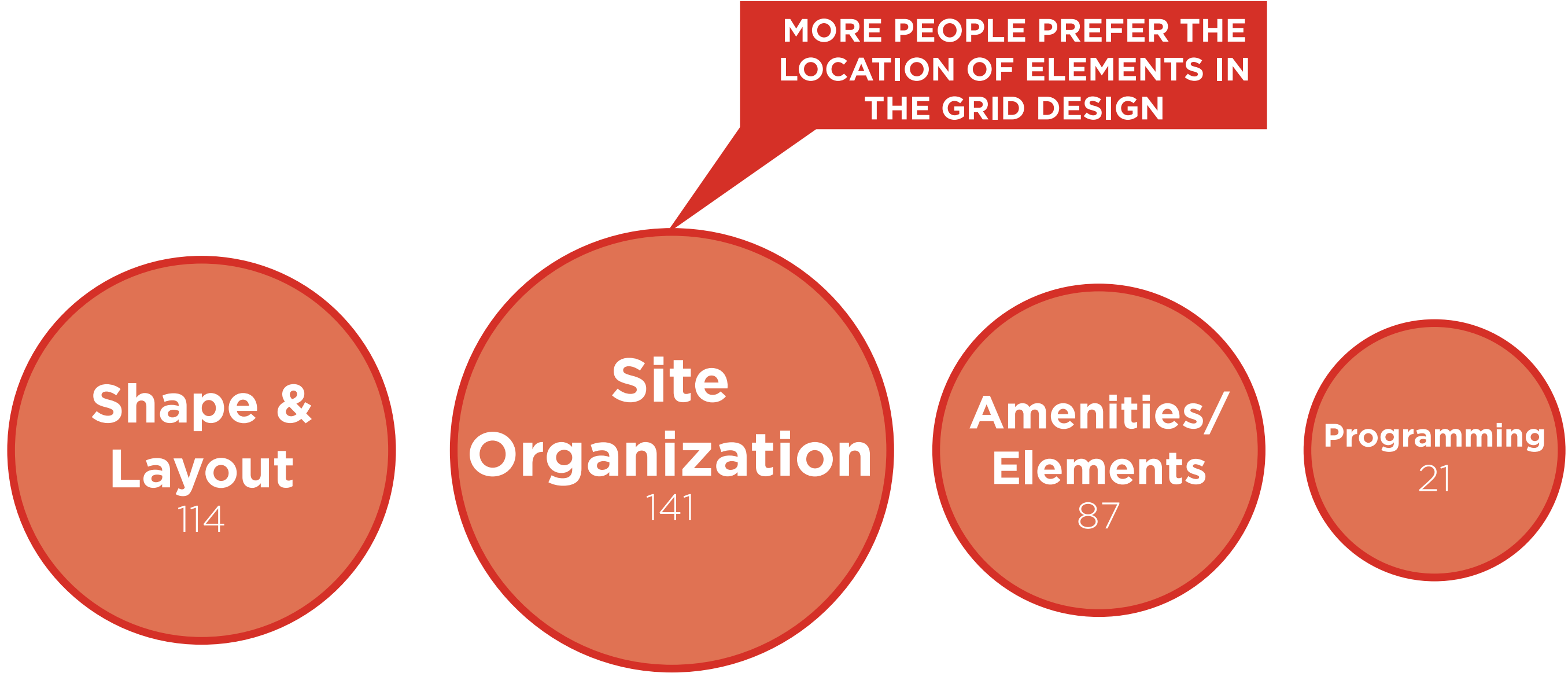
TOTAL PARTICIPANTS: 479

THE PARK SHOULD
PROVIDE SPACE FOR
THIS SIZE GATHERING



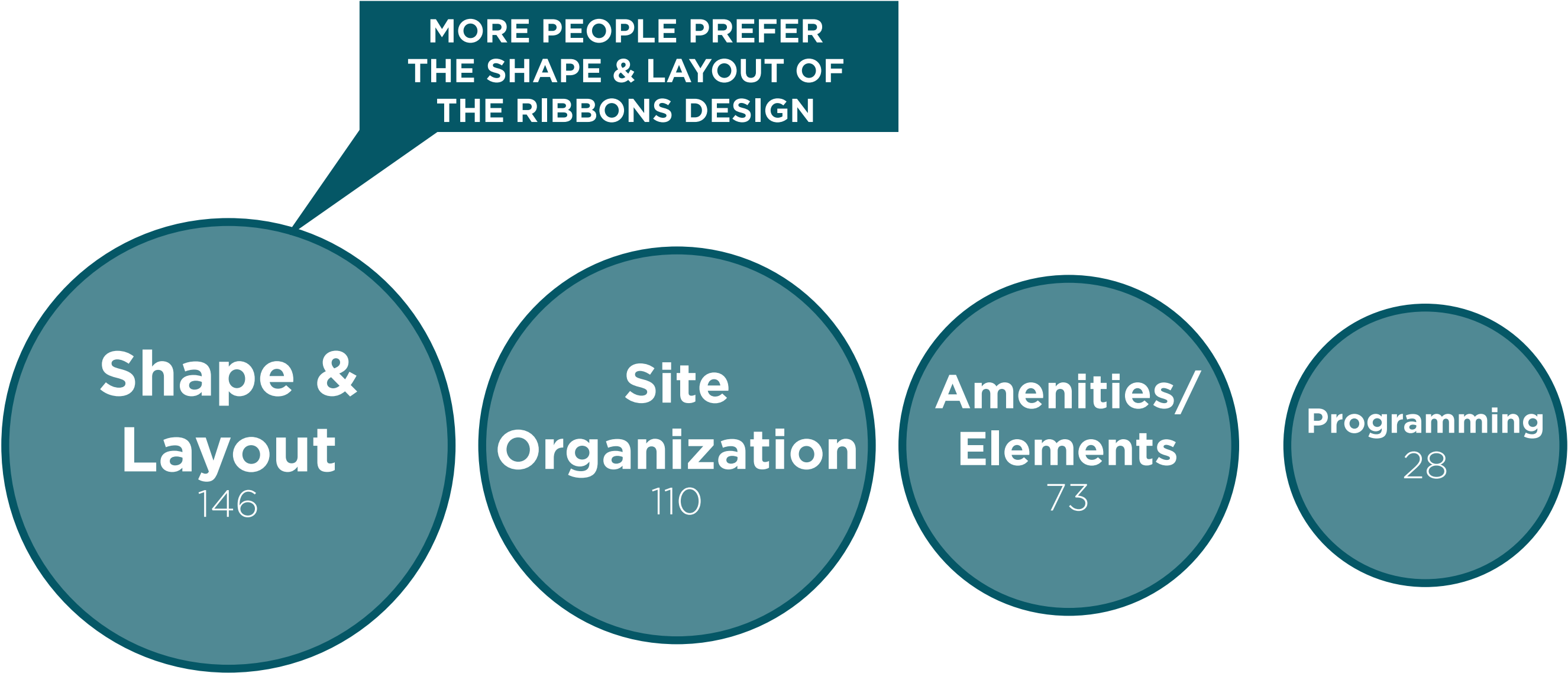
QUESTION 7: WHAT DO YOU LIKE MOST ABOUT THE GRID DESIGN ALTERNATIVE?

TOTAL PARTICIPANTS: 479



QUESTION 8: WHAT DO YOU LIKE MOST ABOUT THE RIBBONS DESIGN ALTERNATIVE?

TOTAL PARTICIPANTS: 479



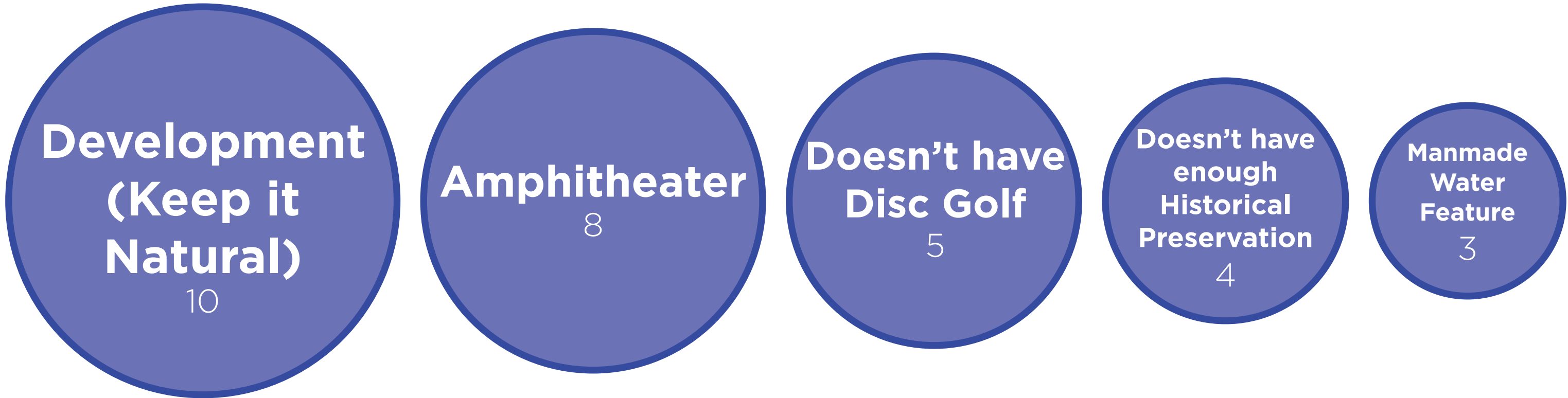
QUESTION 9: IS THERE ANYTHING YOU DON'T LIKE ABOUT THE GRIDS ALTERNATIVE? TOP 5 RESPONSES.

TOTAL PARTICIPANTS: 479



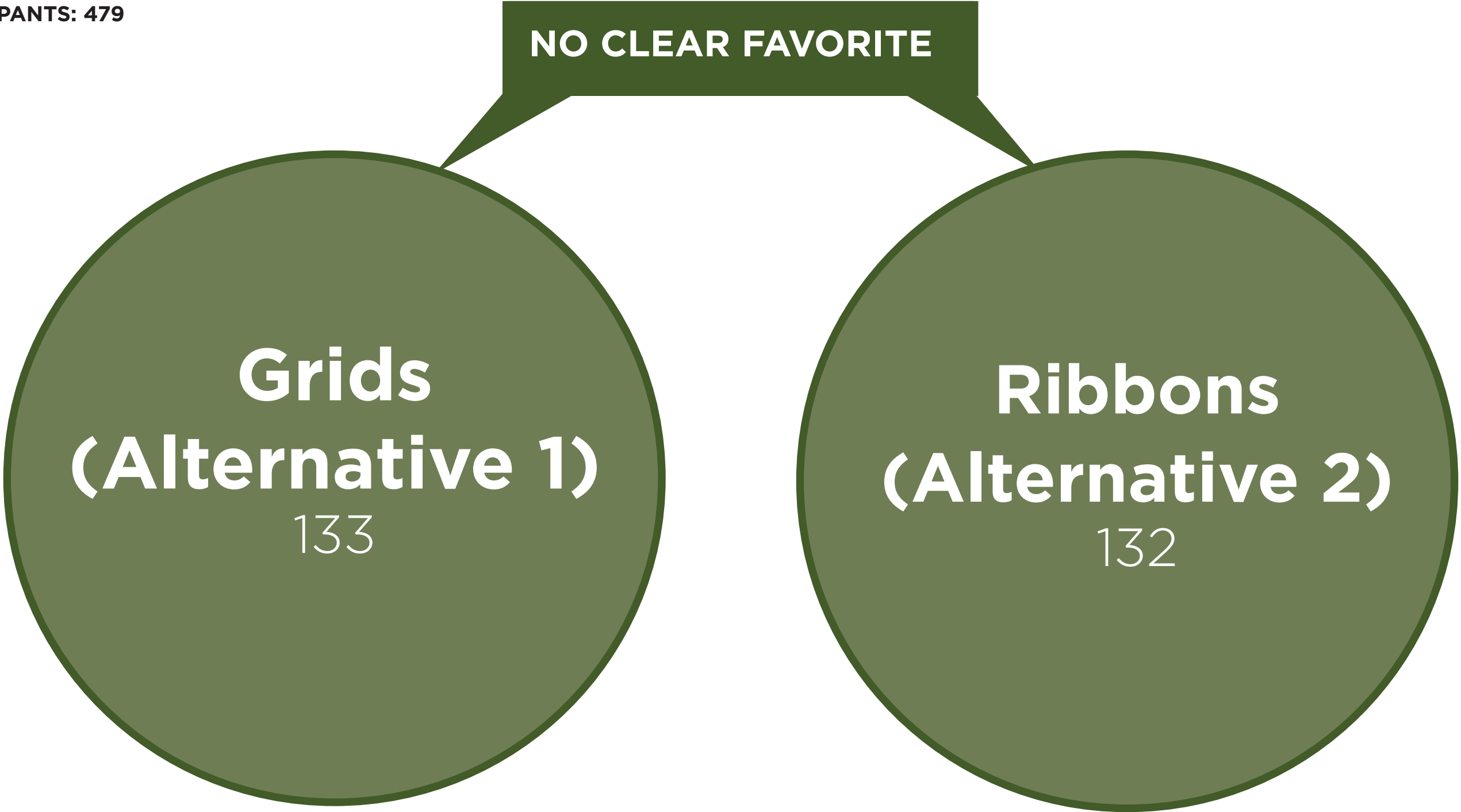
QUESTION 10: IS THERE ANYTHING YOU DON'T LIKE ABOUT THE RIBBONS ALTERNATIVE? TOP 5 RESPONSES

TOTAL PARTICIPANTS: 479



QUESTION 11: WHICH DESIGN ALTERNATIVE DO YOU PREFER?

TOTAL PARTICIPANTS: 479



QUESTION 12: WHERE DO YOU LIVE?

TOTAL PARTICIPANTS: 479

10% OF SURVEY PARTICIPANTS
ARE DIRECTLY NEXT TO THE
PARK

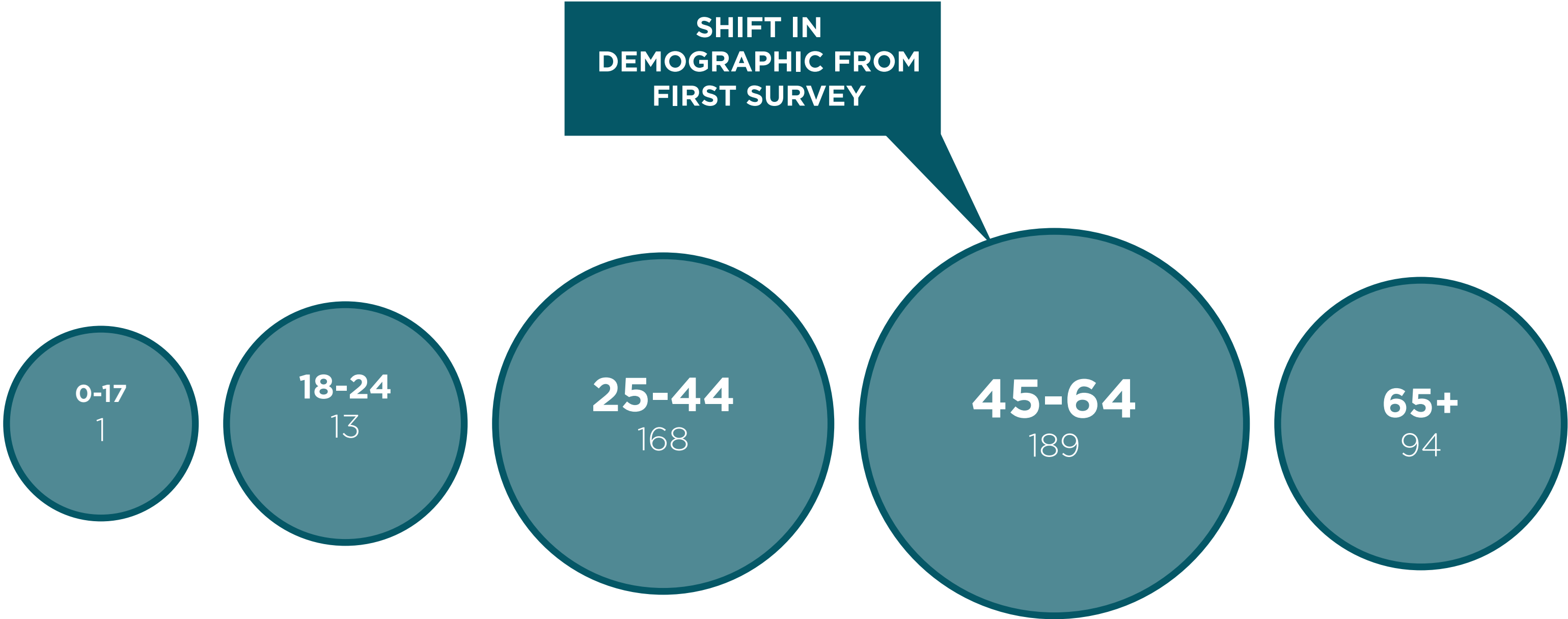
**Evesham
Township
Resident**
270

**Adjacent township /
County Resident**
138

**Adjacent
neighbor to
park**
47

QUESTION 13: HOW OLD ARE YOU?

TOTAL PARTICIPANTS: 479



VILLAGE GREEN FOCUS GROUP

VILLAGE GREEN FOCUS GROUP

LOCATION MAP



PROGRAMMING PREFERENCES:



Community Gardens



Seating



Improved Pedestrian Connections



No Large Events!!

CONCERNS:



WILL THE PARK HAVE SPACE FOR OVERFLOW PARKING?

HOW WILL THE PARK AFFECT TRAFFIC ON NORTH ELMWOOD?

HOW WILL EVENT TRAFFIC BE ACCOMMODATED?



TRAFFIC



SECURITY

HOW WILL TRAIL SYSTEMS BE MONITORED?

HOW WILL PARK ENTRANCES BE SECURED?

WILL NORTH ELMWOOD BE IMPROVED FOR VEHICULAR AND PEDESTRIAN CIRCULATION?

ENGAGEMENT ANALYSIS

ENGAGEMENT ANALYSIS - COMMUNITY WANTS

MUST HAVES



Trees



Trails



Bathrooms



Native Planting



Play Area



Car Parking



Seating



Shade Structure



Sculptures & Art



Lighting



Site Security



Picnic & Grill Areas



Drinking Fountains



Educational Signage

MEDIUM DEMAND



Nature Stations



Flexible Event Space



Water Features



Environmental Education



Amphitheater



Community Gardens



Fitness Stations

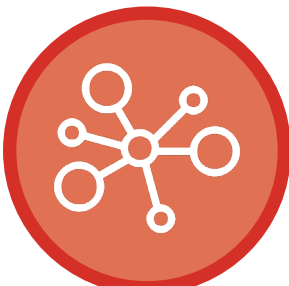


Other



Lawn & Table Games

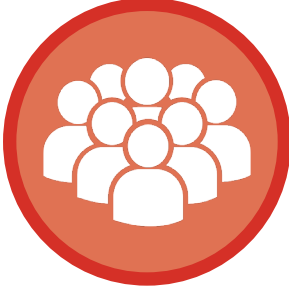
EXCLUDE



Connections to Tuxedo Court and Ravenscliff



Lake



Large Scale Events

AVAILABLE ELSEWHERE



Trails



Lawn & Table Games



Shade Structure



Community Gardens



Picnic & Grill Areas



Fitness Stations



Educational Signage



Water Features



Flexible Event Space

ENGAGEMENT ANALYSIS - AMENITY MATRIX

	AMENITY NOT AVAILABLE ELSEWHERE	COMMUNITY WANT (WEIGHTED)	CONNECTION BENEFITS	ECOLOGICAL BENEFITS	CULTURAL BENEFITS	ACTIVE BENEFITS	TOTAL
Trails	++	+++	+++	++	+	+++	+++
Shade Structure	++	+++	+++	+	+	+	++
Sculpture & Art	+++	+++	+	+	+++	+	++
Nature Play	+++	+++	++	+	+	+++	+++
Picnic & Grill Area	++	+++	+++	+	+	+	+++
Educational Signage	++	+++	+	+++	+	+	+++
Nature Stations	+++	+++	+	+++	+	+	++
Flexible Event Space	+	++	+++	+	+++	++	+++
Lawn & Table Games	++	++	+++	+	+	++	++
Community Gardens	++	++	+	++	+	+	+
Outdoor Classroom (Env. Education)	+++	++	+++	+++	+	+	+++
Fitness Stations	++	++	+	+	+	+++	+
Amphitheater	+++	++	+++	+	+++	+	+++
Water Feature (Fountains)	++	+	++	+	+	+	+
Water Features (Sprayground)	+++	+	++	+	+	+++	++
Water Features (Lake)	++	++	++	++	+	+	+

CONCEPTUAL DESIGN

PARK GOALS



STEWARDSHIP



HEALTH & WELLNESS



CONNECTION



CULTURE

DESIGN ALTERNATIVES

ALTERNATIVE 1 - GRIDS



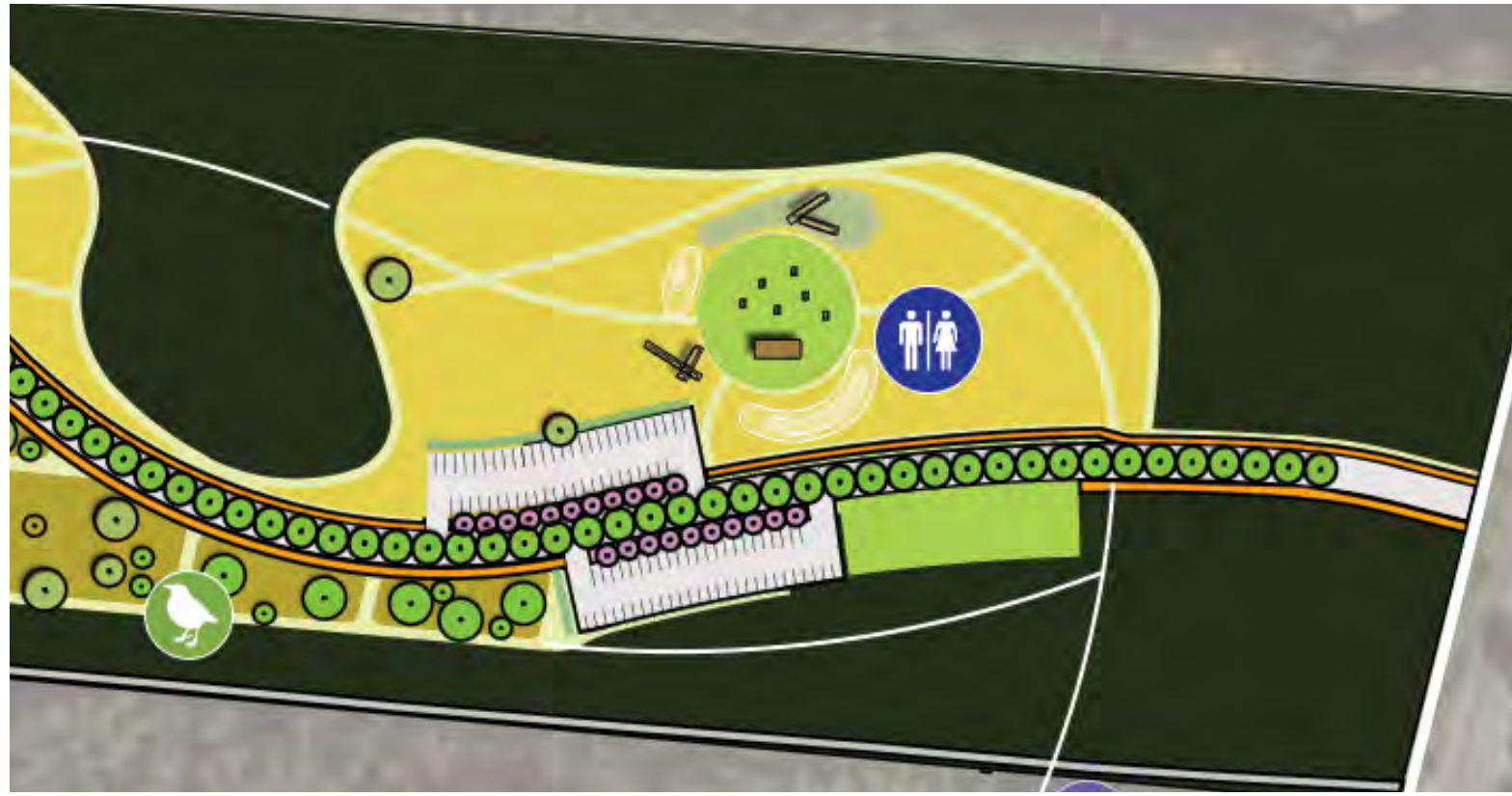
ALTERNATIVE 2 - RIBBONS



CONCEPTUAL DESIGN FOR NEW PASSIVE PARK AT 477 N ELMWOOD RD



CONCEPTUAL DESIGN - ENTRANCE MEADOW



CONCEPTUAL DESIGN - HISTORY AND EDUCATION



- FEEDBACK INCORPORATED:**
1. LARGE AMPHITHEATER REMOVED
 2. "KEEPING IT NATURAL" BY INCORPORATING SUCCESSION MEADOW

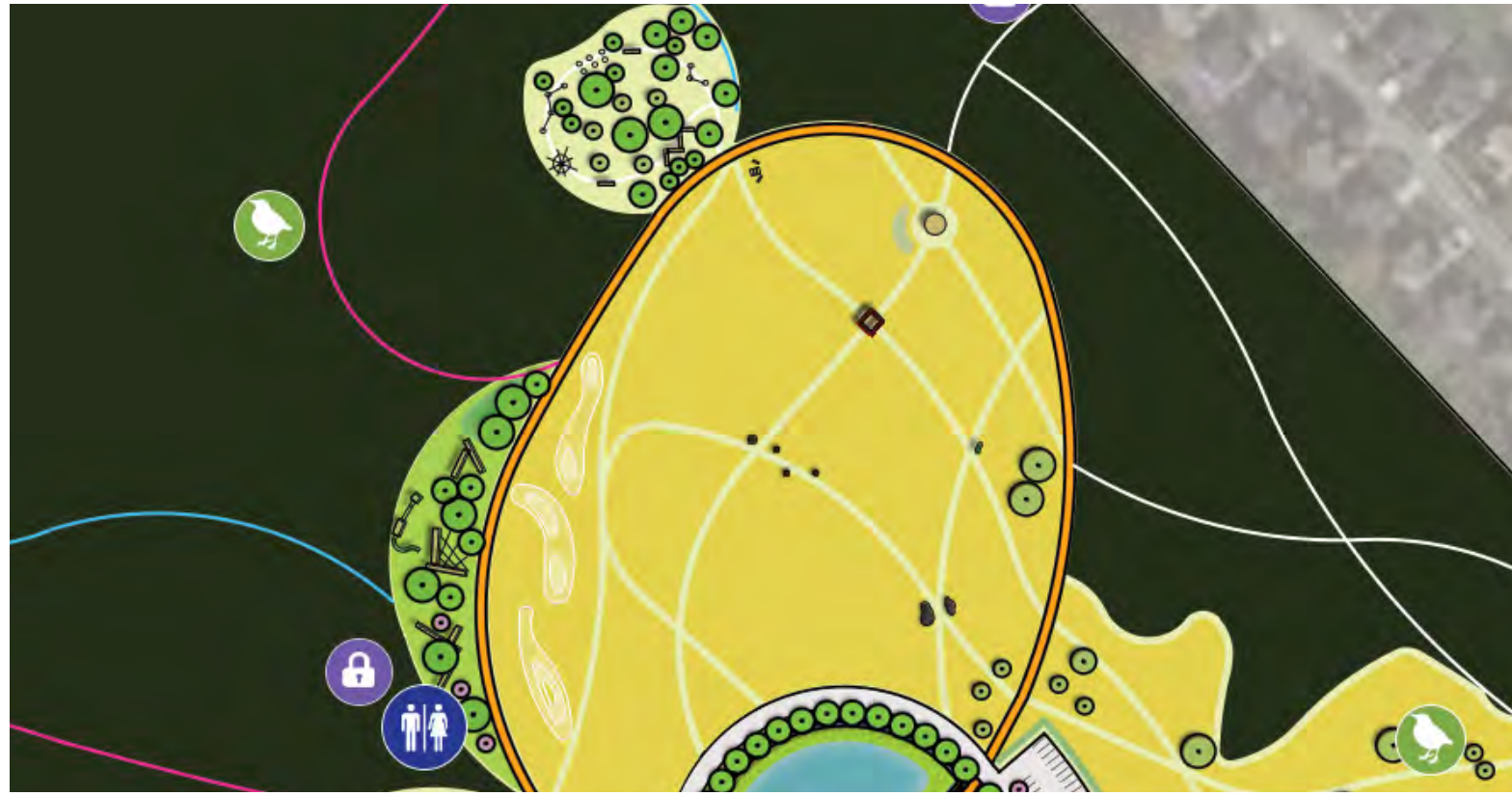
CONCEPTUAL DESIGN - CENTRAL LAWN



FEEDBACK INCORPORATED:

1. LAKE REPLACED BY SMALLER WATER FEATURE
2. LAWN CONDENSED TO ONE CENTRAL AREA

CONCEPTUAL DESIGN - MEADOW SCULPTURE WALK



FEEDBACK INCORPORATED:
1. SCULPTURE WALK IN MEADOW

CONCEPTUAL DESIGN - FOREST PLAY



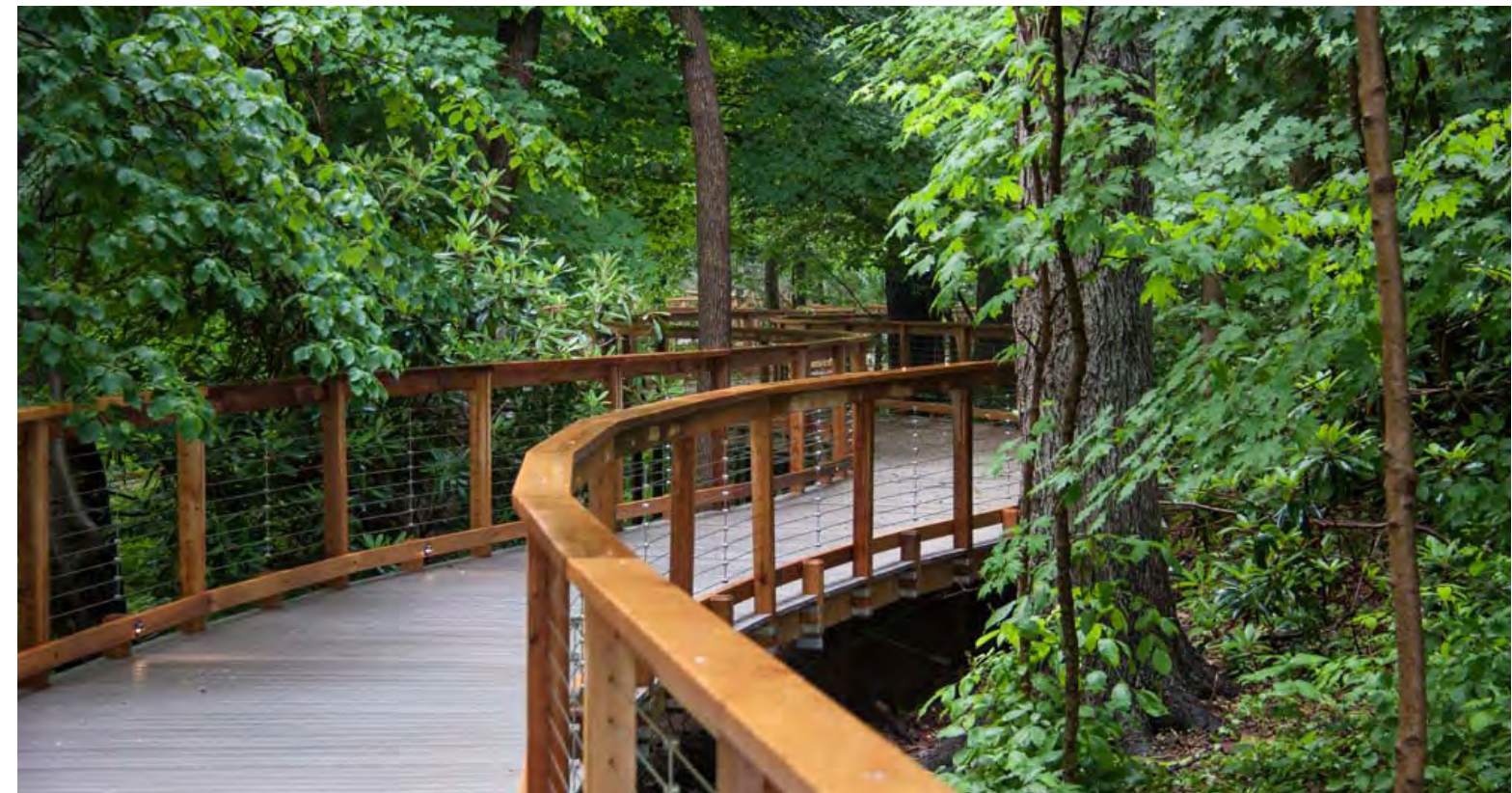
FEEDBACK INCORPORATED:
1. NATURE PLAY INCORPORATED

CONCEPTUAL DESIGN - FITNESS

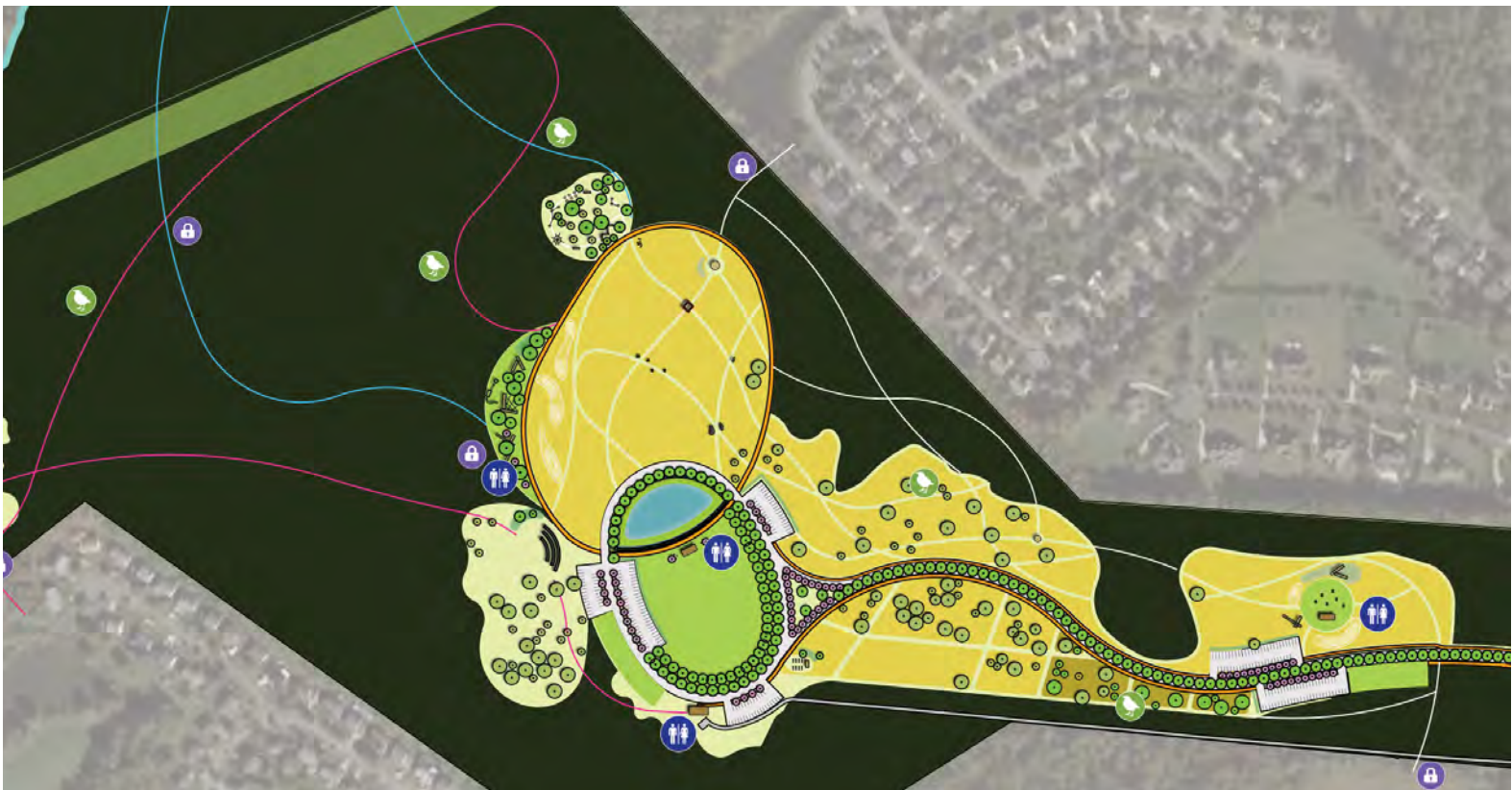


FEEDBACK INCORPORATED:
1. FITNESS LOOP
2. TRAIL LENGTHS SHOWN

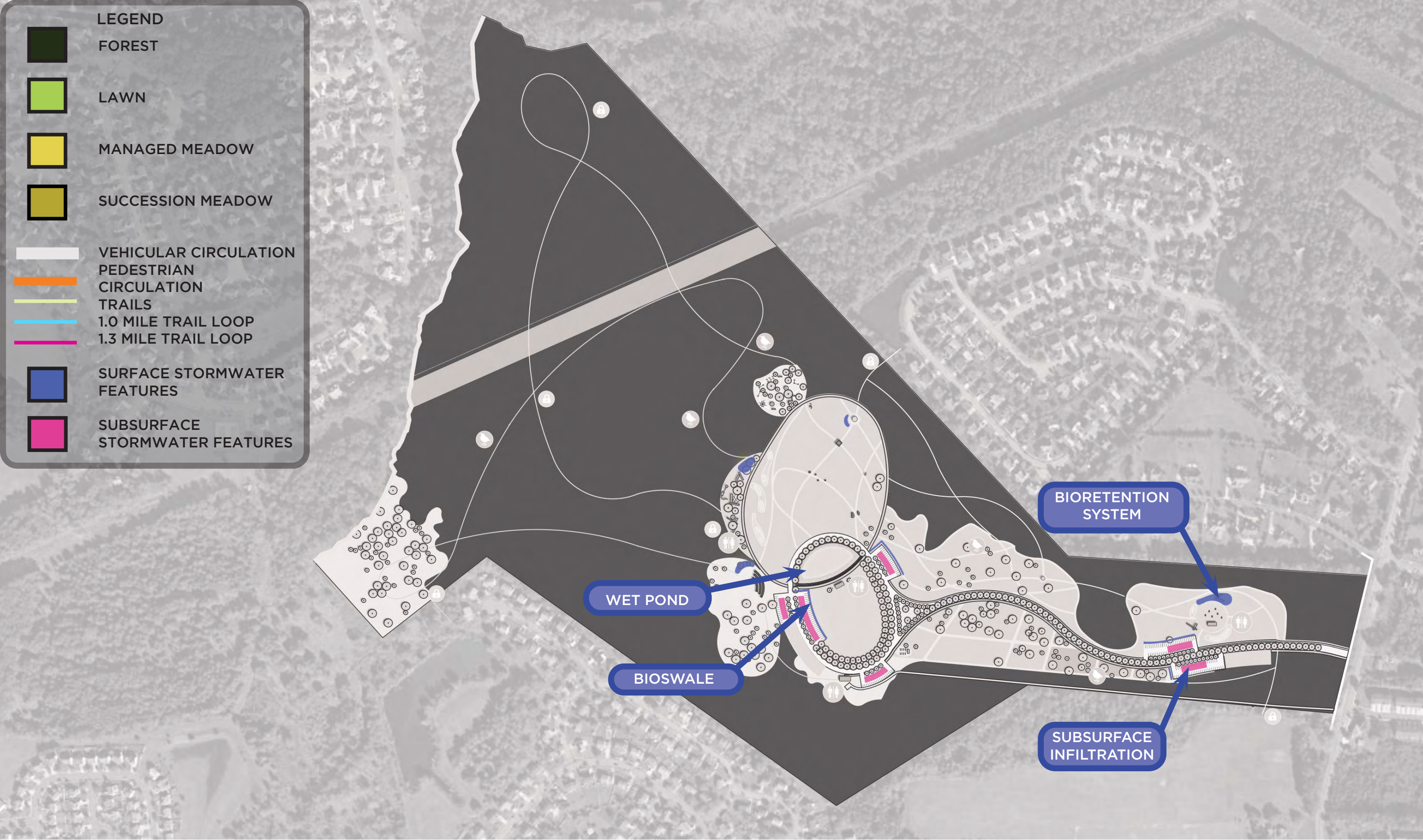
CONCEPTUAL DESIGN - WOODLAND TRAILS



CONCEPTUAL DESIGN - STEWARDSHIP

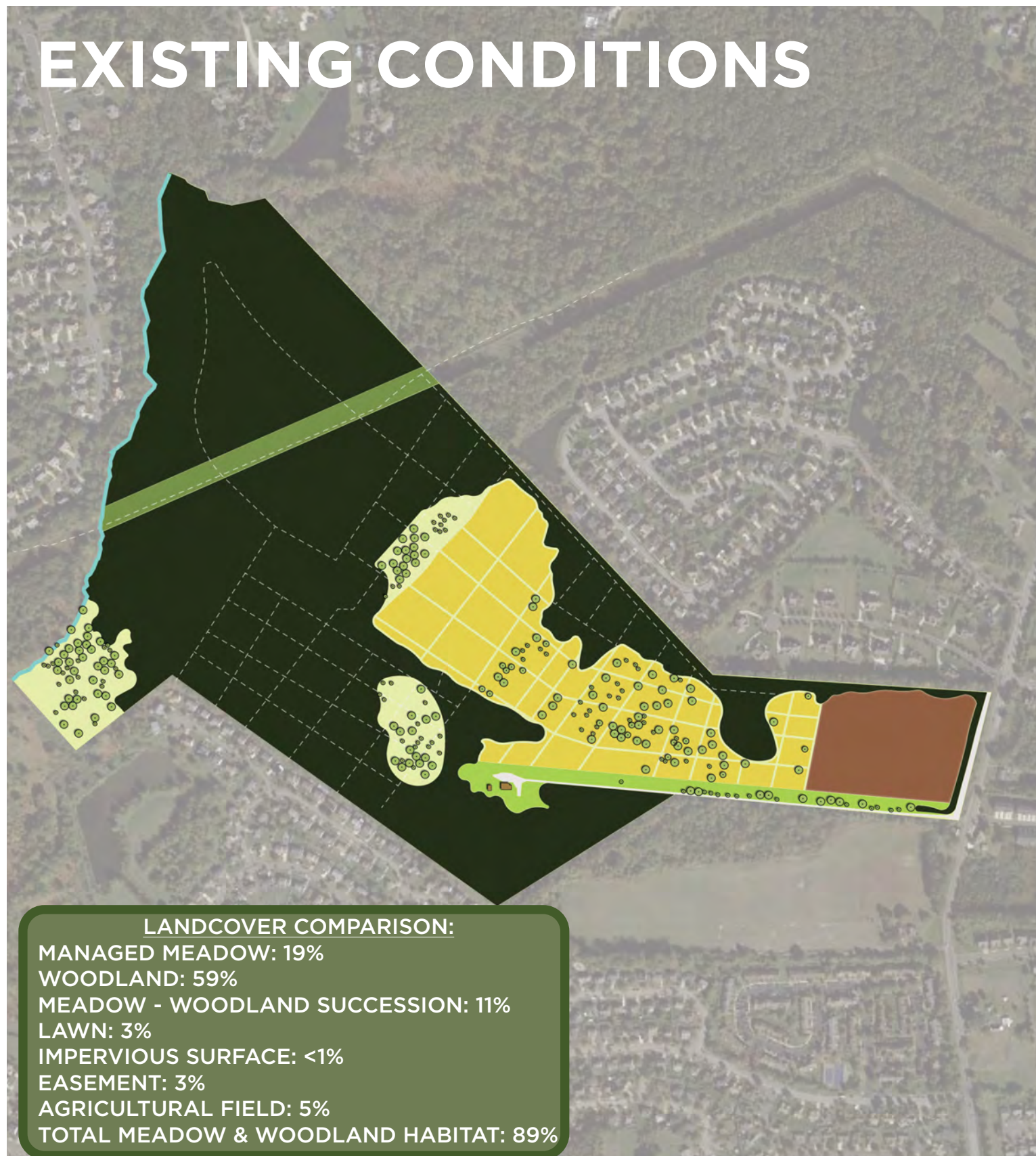


STORMWATER MANAGEMENT



ADDRESSING CONCERNS: MAINTAINING ECOSYSTEMS

EXISTING CONDITIONS



CONCEPT DESIGN



ADDRESSING CONCERNS: PARK SCALE



ADDRESSING CONCERNS: MAINTENANCE



PROVIDE TRAINING FOR PARK STAFF



OUTSOURCE SPECIALTY MAINTENANCE



USE NATIVE, LOW-MAINTENANCE VEGETATION

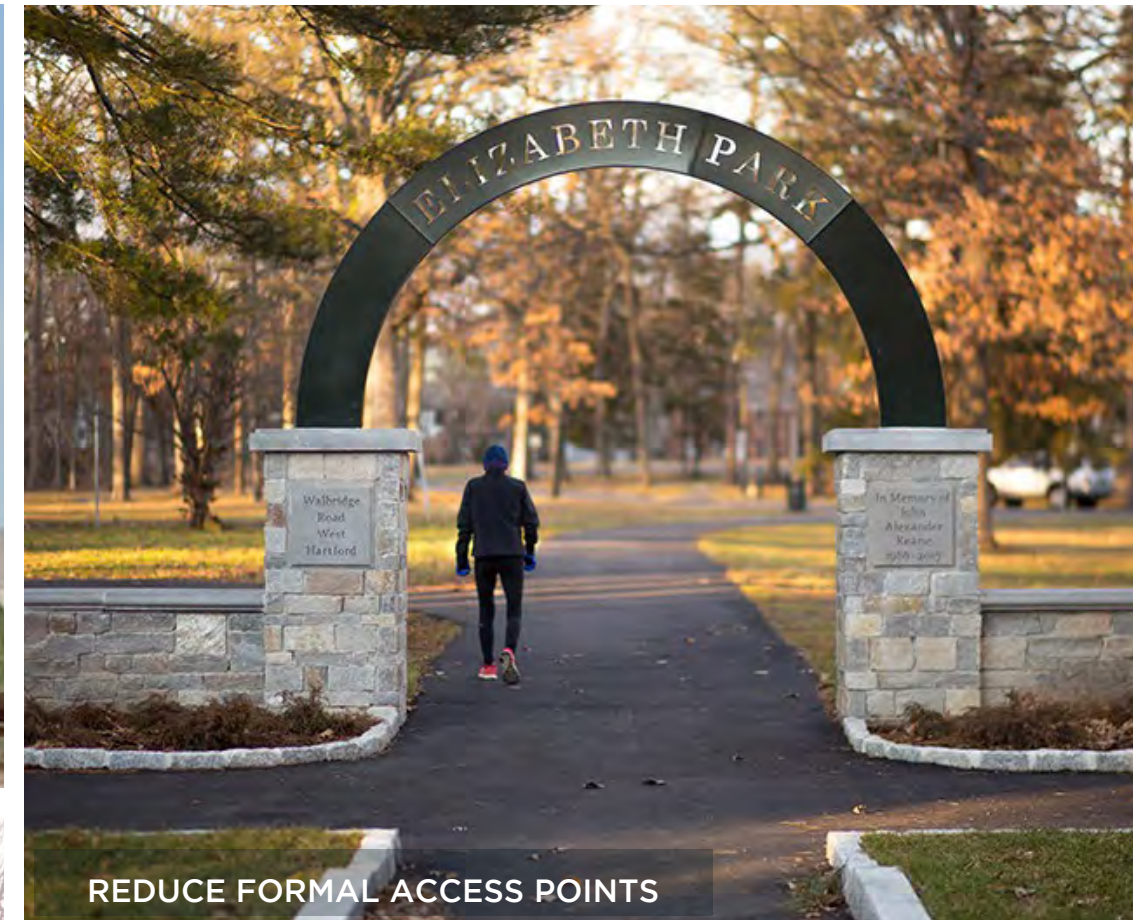
ADDRESSING CONCERNS: SECURITY



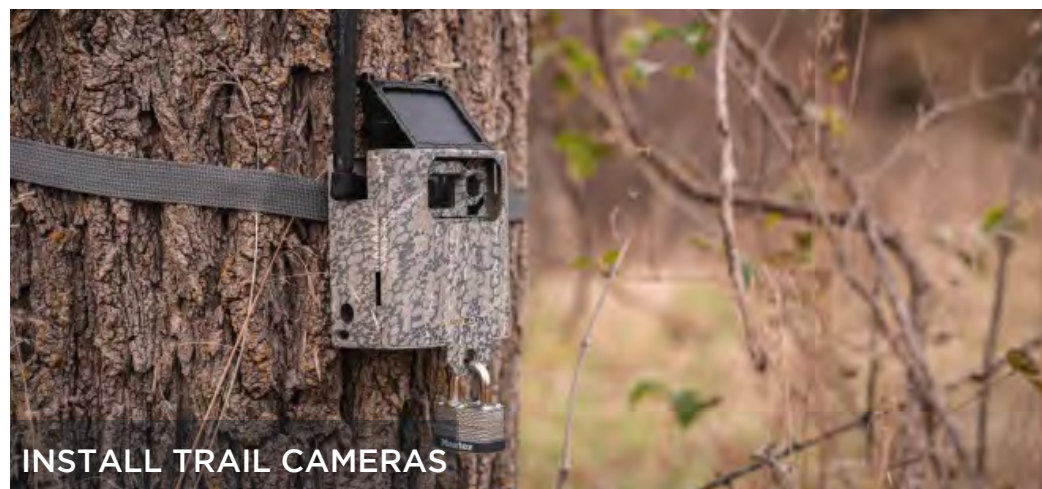
INSTALL EMERGENCY CALL STATIONS ALONG TRAILS



LIMIT HOURS OF PARK OPERATION



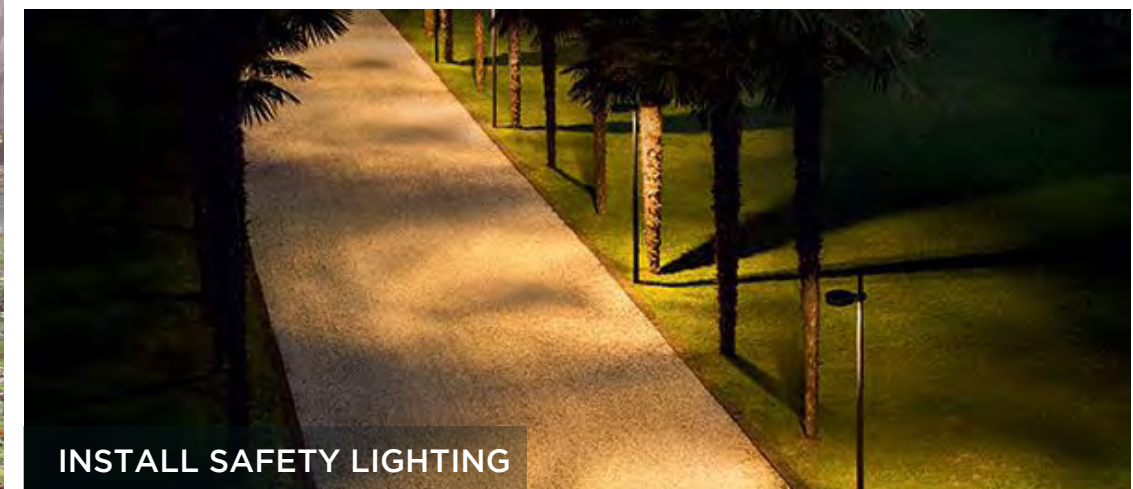
REDUCE FORMAL ACCESS POINTS



INSTALL TRAIL CAMERAS



UTILIZE EXISTING POLICE EQUIPMENT



INSTALL SAFETY LIGHTING

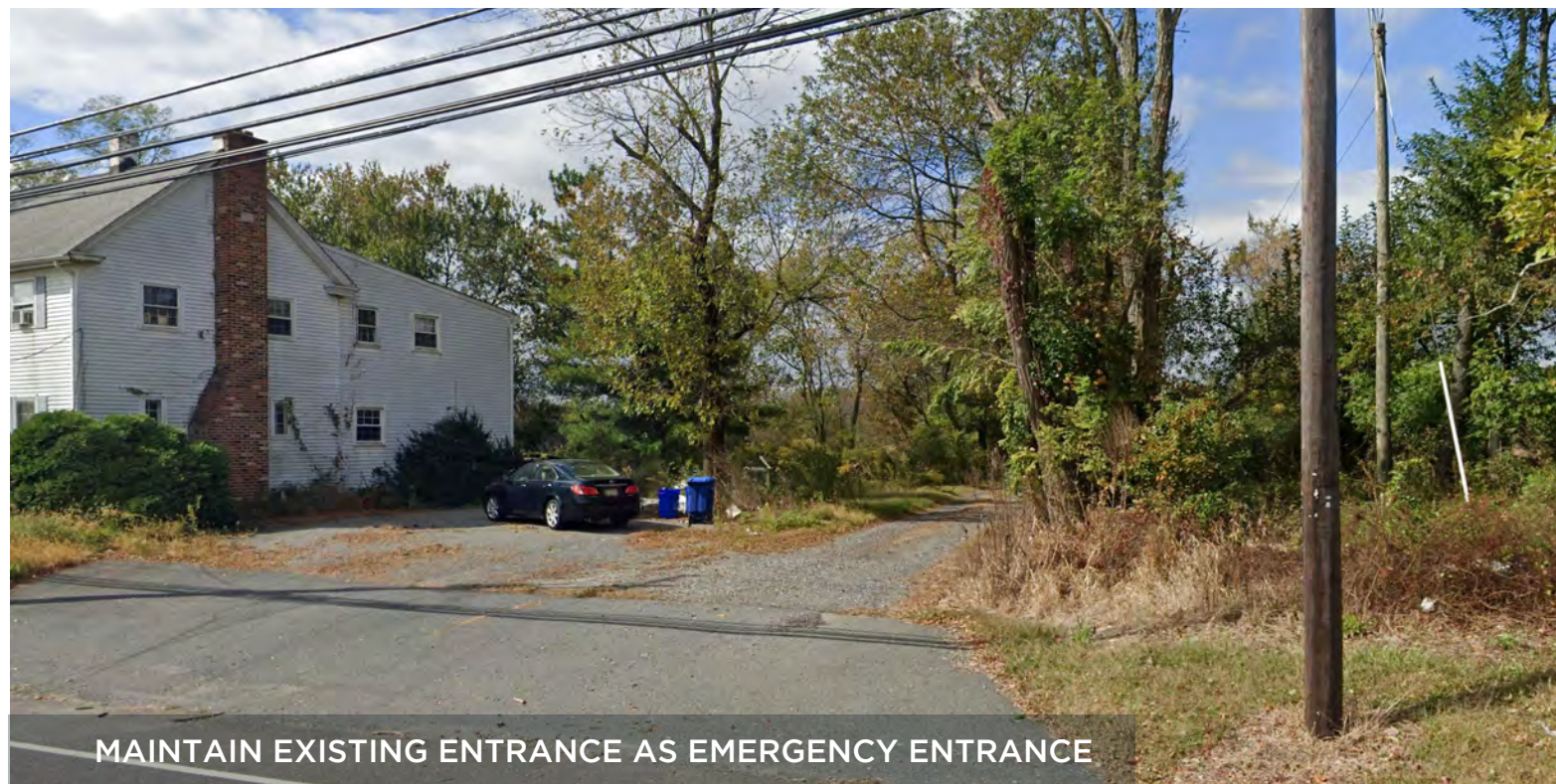
ADDRESSING CONCERNS: TRAFFIC



FUTURE TRAFFIC STUDY



MOVE PRIMARY ENTRANCE NORTH



MAINTAIN EXISTING ENTRANCE AS EMERGENCY ENTRANCE

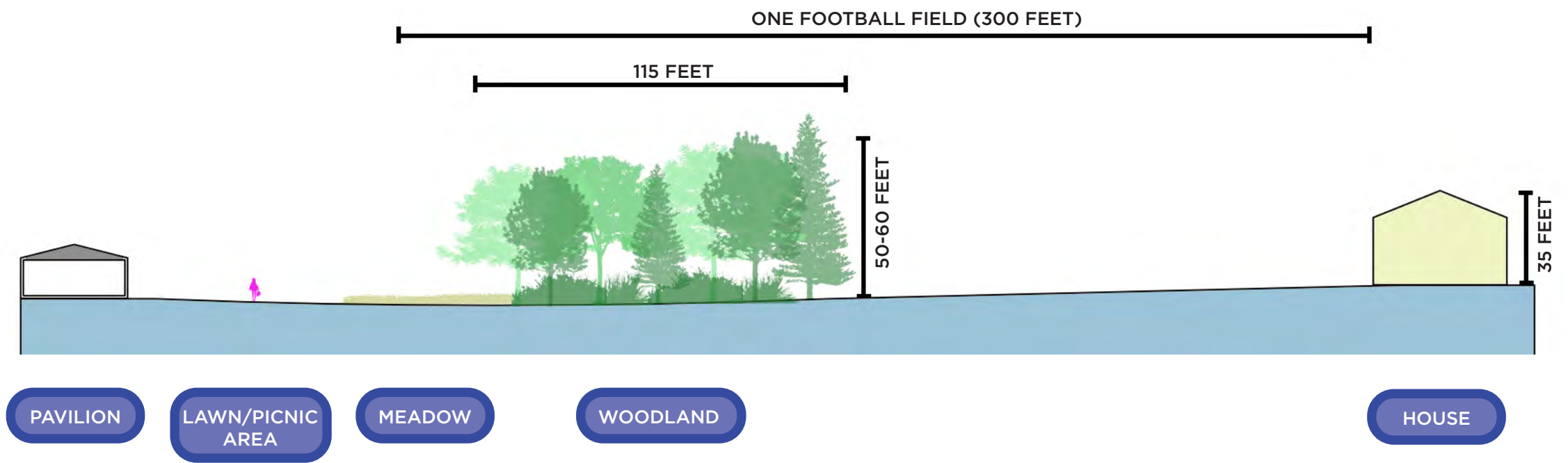
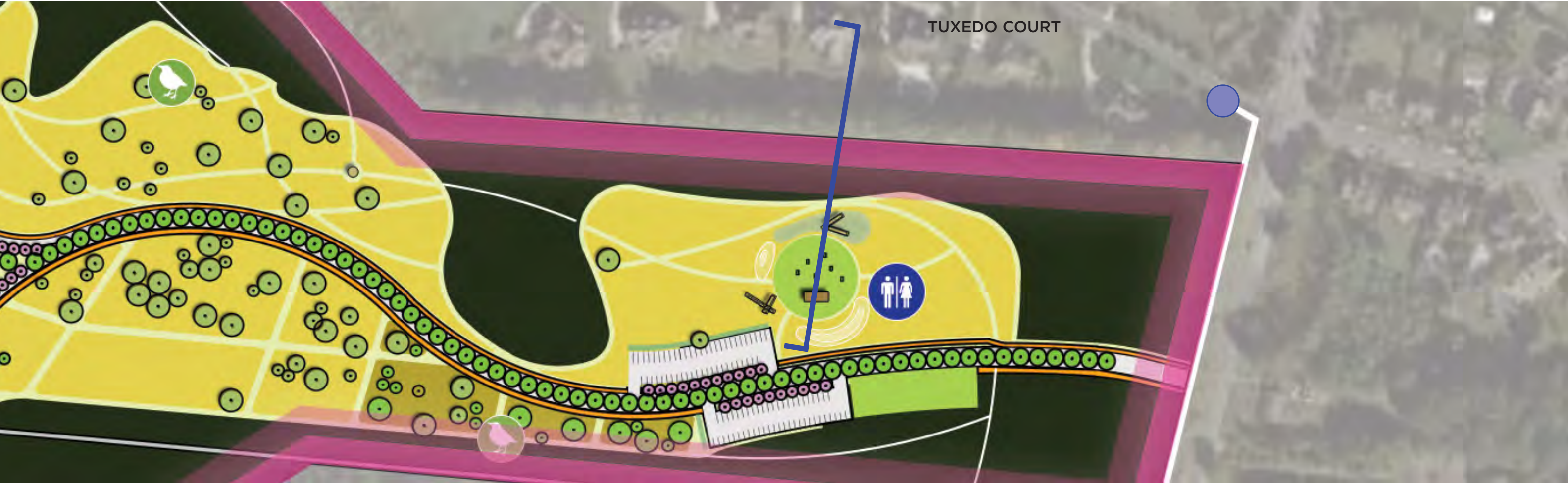


LIMIT EVENT SIZES

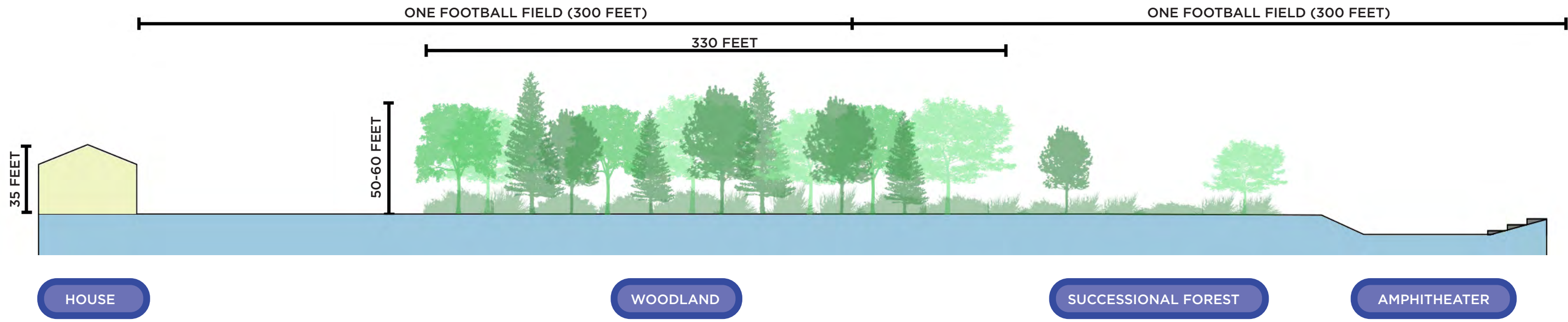
ADDRESSING CONCERNS: NEIGHBORHOOD ACCESS & BUFFERS



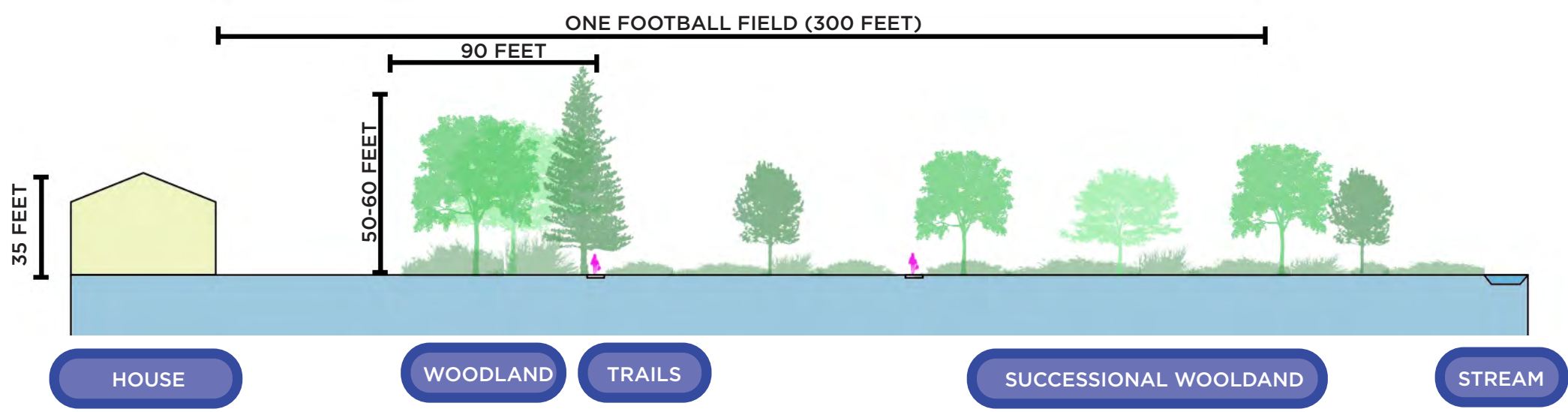
ADDRESSING CONCERNS: TUXEDO COURT BUFFER



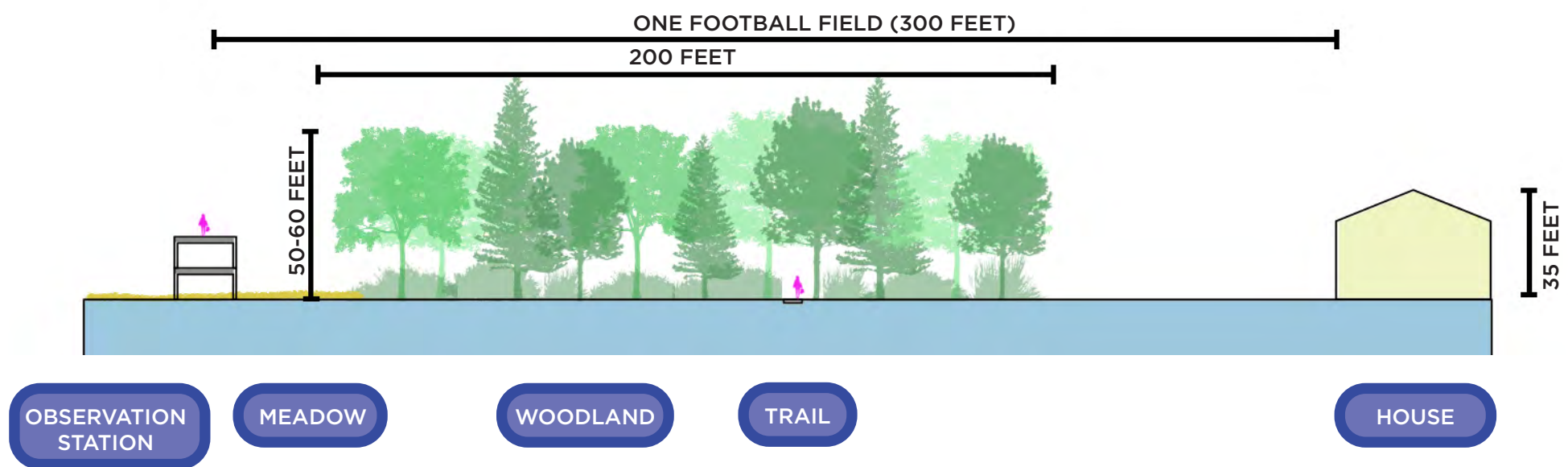
ADDRESSING CONCERNS: COUNTRY FARMS BUFFER



ADDRESSING CONCERNS: COUNTRY FARMS BUFFER



ADDRESSING CONCERNS: WOODLANDS BUFFER



CONCEPTUAL DESIGN FOR NEW PASSIVE PARK AT 477 N ELMWOOD RD



