## Mt. Penn Preserve Master Plan March 25, 2017 Public Meeting Draft Plan Presentation

#### Penn Preserve Master Plan

## Mt. Penn Preserve Master Plan AGENDA

- 1. Introductions
  - Project Committees
  - Project Design Team
- 2. Master Plan
  - Master Planning Process
  - Schedule
  - Public meeting 1 Results
  - Public meeting 2 Results
  - Recommended Improvements
  - Funding Strategies
- 3. Mount Penn Preserve Alliance
- 4. Next Steps

# Introductions

## **EXECUTIVE COMMITTEE**

Kevin Barnhardt	Commissioner, County of Berks		
Lee Olsen	Olsen Design Group, Architects		
Wes Stefanick	Reading-Berks Assoc. of Realtors		
Shannon Rossman	Berks County Planning Commission		
Mike Reinert	Pagoda-Skyline		
Phil Kline	Alsace Township		
Kim Mallatratt	Alsace Township		
Mark Dudash	Mt. Penn Borough		
Theresa Christof	Mt. Penn Borough		
Corri Crupi	Lower Alsace Township		
Linda Kelleher	City of Reading		
Jeff Waltman	City of Reading		
Marcia Goodman-Hinnershitz	City of Reading		



# Introductions

## **STEERING COMMITTEE**

Cheryl Auchenbach	Lower Alsace Township		
Beth Burkovich	Berks County Planning Commissi	on	
Polly Corvaia	Pagoda pacers		
Larry Drogo	Pagoda Pacers		
Mark Faust	Lower Alsace Township		
Mike Frankhouser	Pagoda Skyline; Aulenbach Ceme	etary	
Richard Gerhart	Lower Alsace Township		
Barry Groebel	Antietam Valley Community Part	nership	)
Donna Hey	COB / Pacers		
Ralph Johnson	City of Reading		
Cindy Kauffman	Pagoda		
Scott Kauffman	Pagoda		
Brendan Lederer	Berks County Parks and Rec		
Larry Lloyd	Berks Nature		
Tom Orth	Lower Alsace Township		
Craig Peiffer	City of Reading		
Alan Piper	BCPC		
Rich Rock	BMR-SCCA		
Crystal Seit	Visit Pennsylvania's Americana R	egion	
Ann Sellers	Reading Environmental Advisory	Counc	il
Pat Shannon	Alvernia University		
Ashely Showers	Berks County Planning Commissi	on	
Jay Sockel	Lower Alsace Township	Mt.	Penn



# Introductions

## **Design Team**

Simone Collins Landscape Architecture Peter M. Simone, FASLA, RLA

• Project Principle

## **Geoff Creary, Landscape Architect**

- Project LA
- Ryan Parisi, Landscape Architect
  - Project LA

## Sarah Leeper, RLA

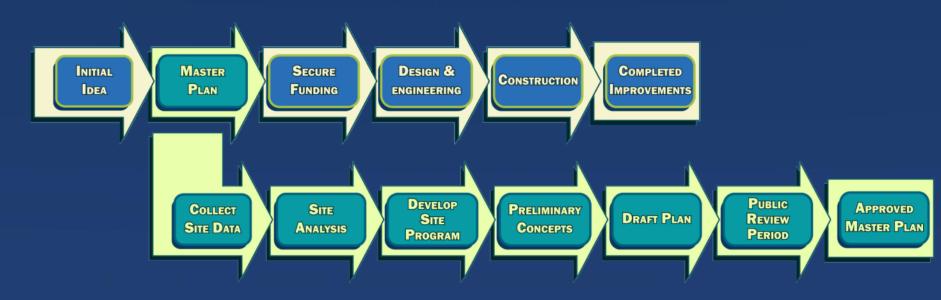
Project Manager

Melisa Barley, Landscape Architect

• Project LA



# **Master Plan Process**



## **Transparent Public Process:**

- 3 public meetings
- 2 committee meetings
- 1 Web survey closed
- Draft Plan Review until April 8<sup>th</sup>.

# **Project Schedule**

Meeting	Date & Time	Location	Meeting Subject	
Committee Meeting	Wed, Feb 15 <sup>th</sup> 3-5 PM	City Hall	Project Kick-off	
Committee Meeting	Fri, Feb 24 <sup>th</sup> 9-11 AM & 1-4 PM	City Hall	Programing and Brainstorming	
Public Meeting 1	Sat, Feb 25 <sup>th</sup> 10 AM-1 PM & 1-4 PM	City Hall	Programing and Brainstorming	
Public Meeting 2	Thurs, March 9 <sup>th</sup> 4-6 PM & 7-9 PM	Reading Liederkrantz	Site Concepts	
Public Meeting 3	Sat, March 25 <sup>th</sup> 10 AM-1 PM & 1-4 PM	City Hall	Draft Plan	
Committee Meeting	Mon, April 10 <sup>th</sup> 2-4 PM	City Hall	Working Meeting	
Public Meeting 4	Thurs, April 20 <sup>th</sup> 7-9 PM	Stokesay Castle / Knight's Pub	Final Plan	

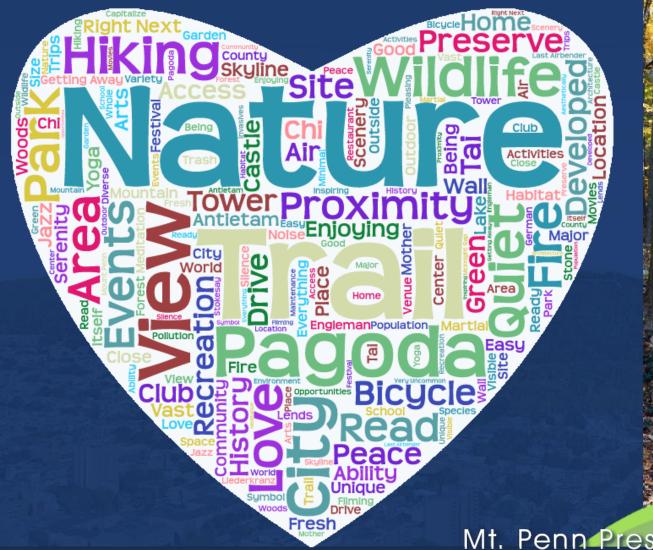
#### Mt. Penn Preserve Master Plan

## Public Meeting # 1 – February 25<sup>th</sup> – 36 attendees 450 ideas shared "Passion - Commitment - Enthusiasm"

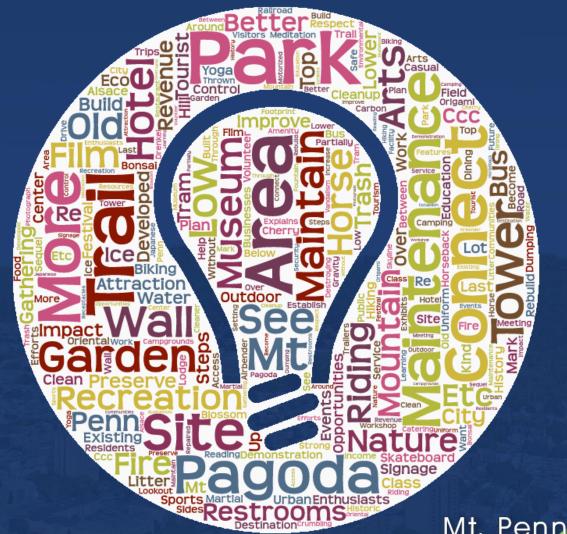


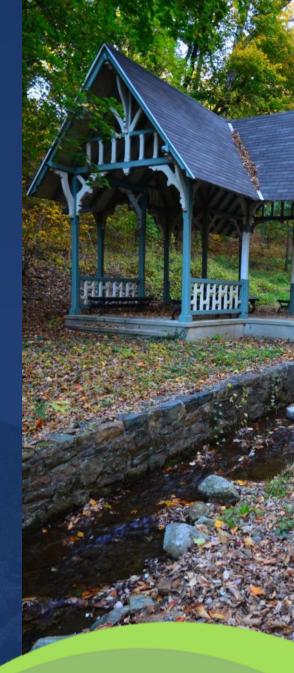
#### Mt. Penn Preserve Master Plan

## What's 1 thing you LOVE?



## What's 1 thing that you <u>WANT?</u>





## Goals we heard



## Facts we heard





## **Concepts we heard**



## Public Meeting # 2 – March 9 – 56 attendees Great discussions about:

- Organization Structure what do we gain?
  - Overcoming petty differences
    - Information APP needed
  - Engage other regional organizations
  - Full time coordinator position needed
    - Promote MPP beyond Berks County





# The Business of Nature

## The "Return on the Environment" in Berks

"Where do you want to explore today?"

#### Nearly 336,000 people in Berks County participate in some form of outdoor activity – that is 82% of our population!

This is based on the PA Department of Conservation and Natural Resources' Outdoors Report on participation rates for the most popular recreational activities. With rising gasoline prices and volatile economic cycles, having nature available close to home becomes even more critical for people who want recreation and relaxation.

#### \$47 million

#### \$84 million \$

Camping contributes to the Berks economy annually.

22

Wildlife watching contributes to the Beiks economy annually \$63 million Biking contributes to the Berks economy annually

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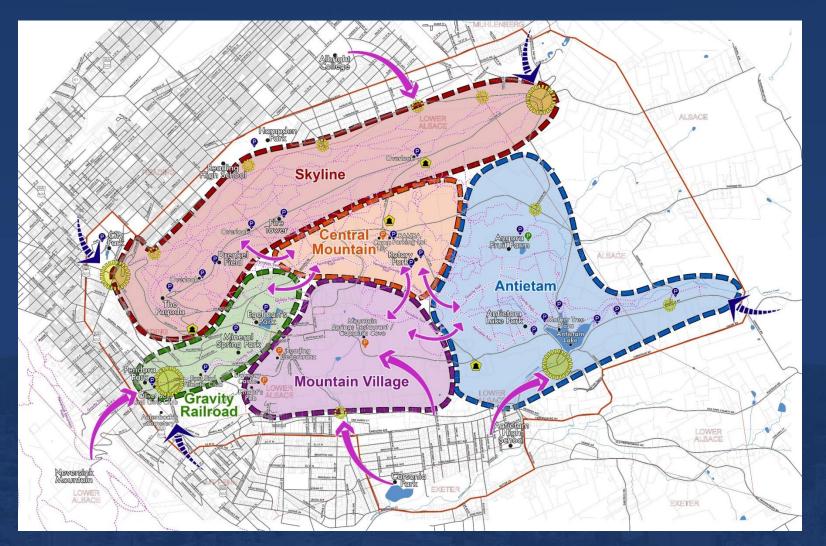
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Biking contributes to the Berks economy annually.

22

#### Public Meeting # 2 – March 9 – 56 attendees



## **Five Use Areas**

#### Mt. Penn Preserve Master Plan

## Public Meeting # 2 – March 9 – 56 attendees *Recommendations Preferences*

#### <u>Skyline</u>

Pagoda Parking Improvements Pagoda Site Improvements Additional Fire Tower Events More Events at the Pagoda Additional Restaurants *Gravity Railroad* Dog Park at Egelman's Egelman's Park Improvements Mineral Spring Park Improvements

Pendora Park Improvements Restrooms / Additional Events & Festivals <u>Central Mountain</u>

Additional Restrooms Zipline / Ropes Course Additional Events and Festivals Trailhead Improvements More Restaurants / Group Campground

#### <u>Antietam</u>

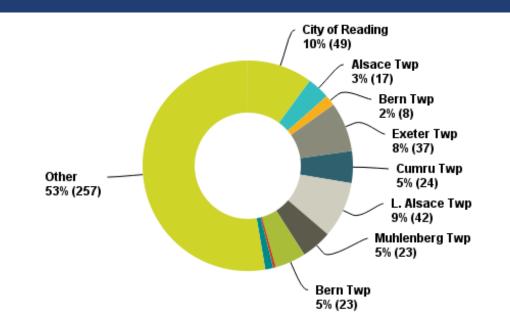
Wetland Boardwalks Year Round Activities at Antietam Lake Trailhead Improvements Food Venue at Angora Fruit Farm More Parking Mountain Village Additional Events and Festivals Group Campground Additional Site Amenities Additional Restrooms Organized Hikes / Additional Restaurants **Entire Mountain Extend Park Ranger System** Additional Clean-up Efforts Friends of Mount Penn Preserve **Bus Service** 

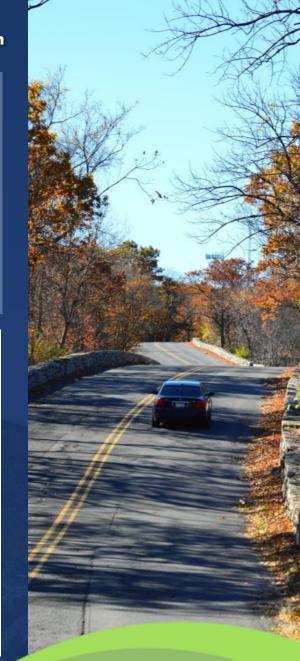
Interactive App

# Public Survey – updated March 20<sup>th</sup>

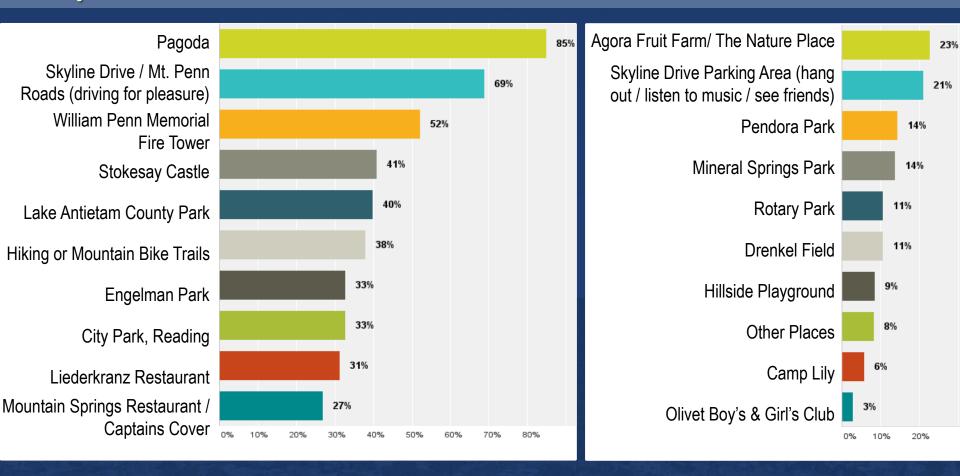
#### **488 Respondents**

- 231 From Reading area
- 257 from other locations including
  - Lancaster County
  - New Jersey
  - San Diego





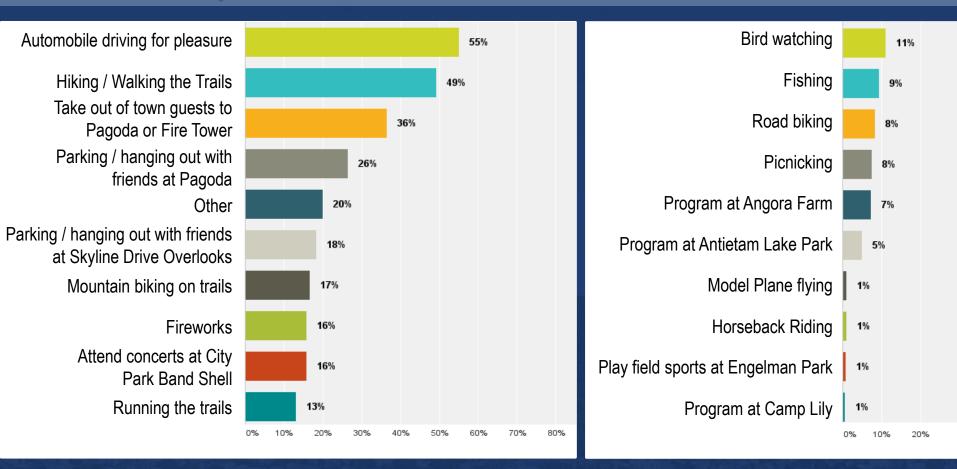
# Q5: In the past 12 months, have you or members of your household visited any of the following <u>facilities</u> in the Mt. Penn Complex?



### • Answered: 387 Skipped: 105

#### Mt. Penn Preserve Master Plan

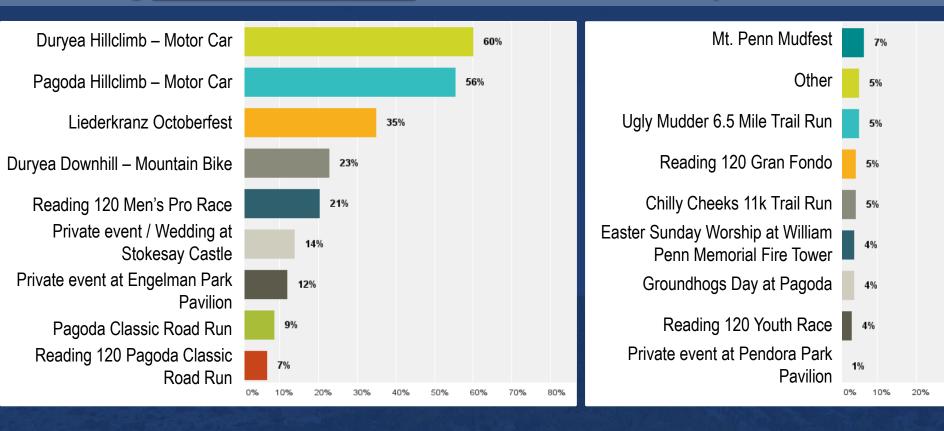
# Q6: In the past 12 months, have you or any members of your household participated in any of the following <u>activities</u> in the Mt. Penn Complex?



• Answered: 359 Skipped: 133

#### Mt. Penn Preserve Master Plan

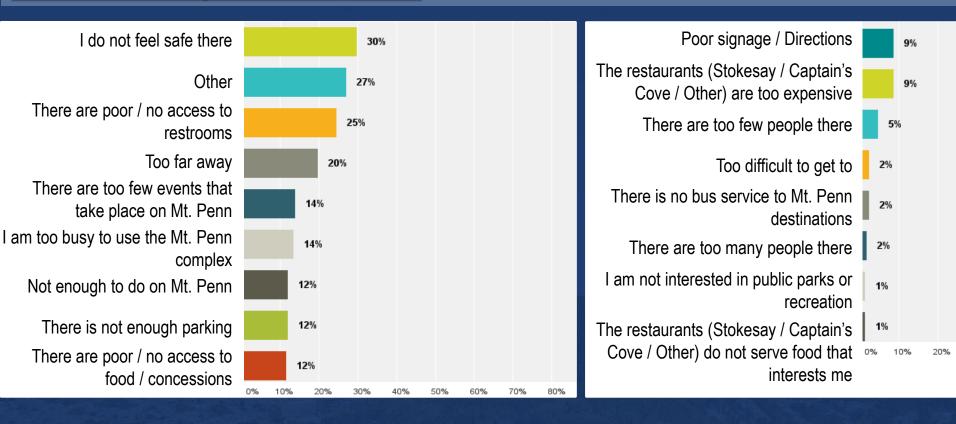
Q7: In the past 24 months (2 years), has any member of your household participated or been a spectator in any of the following <u>events / activities</u> in the Mt. Penn Complex?



• Answered: 331 Skipped: 161

#### Mt. Penn Preserve Master Plan

## Q8: If you or a member of your household has not visited the Mt. Penn Preserve recently, or if you visit infrequently, what are the reasons that you do not visit?



• Answered: 207 Skipped: 285

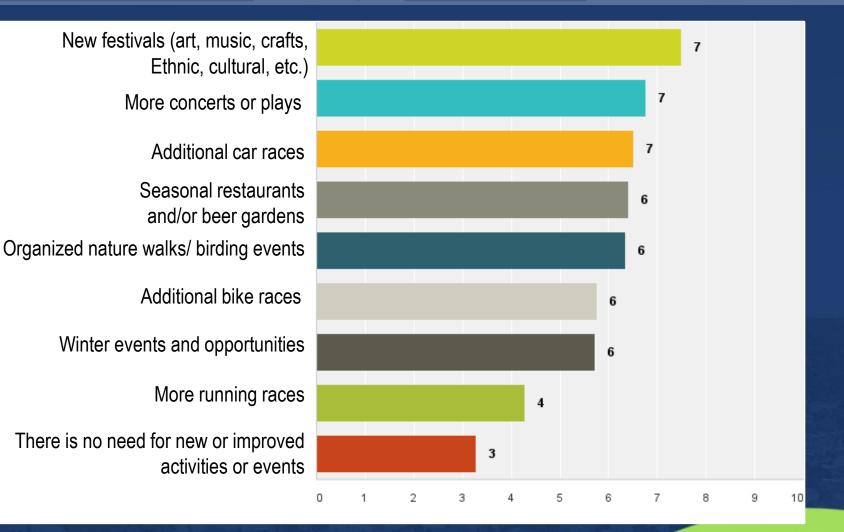
#### Mt. Penn Preserve Master Plan

Q9: If you could create or recommend any types of new or improved facilities in the Mt. Penn Complex , what facilities would you recommend?



• Answered: 340 Skipped: 152

Q11: If you could create or recommend any types of new or improved activities or events in the Mt. Penn Complex , what activities or events would you recommend?



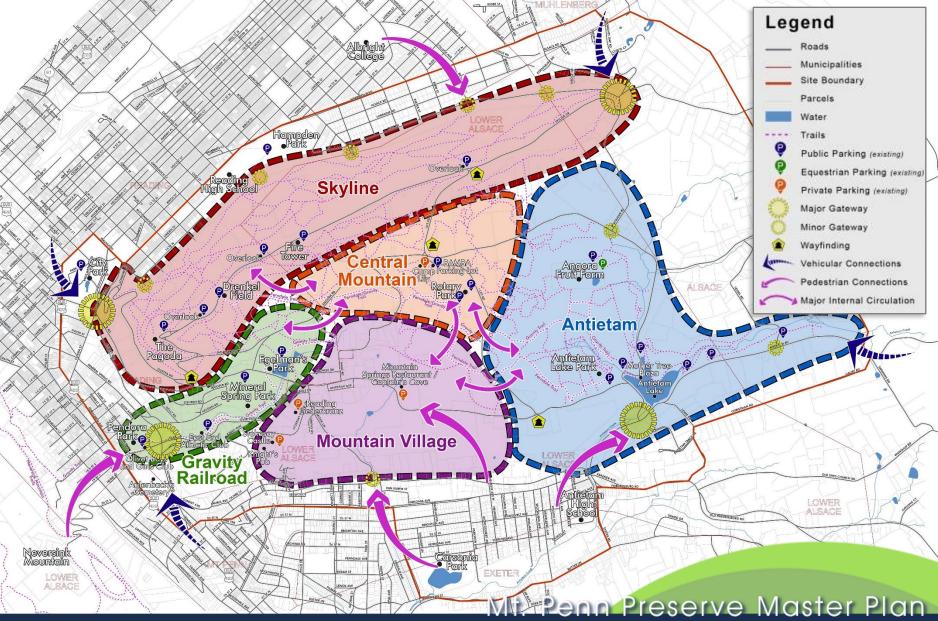
Answered: 347 Skipped: 145

# Project Goals that emerged from the public participation process

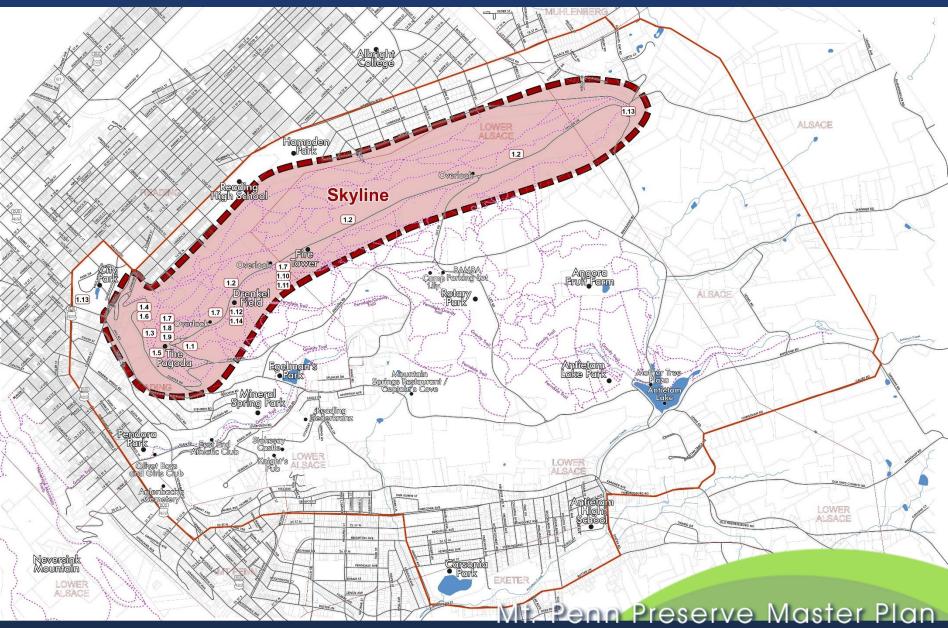
- 1. Create an organization structure to plan and coordinate activities, events, facility improvements and priorities in the Mount Penn Preserve.
- 2. Preserve and protect the natural, historic and manmade resources in the Mount Penn Preserve.
- 3. Plan and fund new public sector passive and active recreational facilities in Mount Penn Preserve.
- Engage private-sector entrepreneurs and businesses to partner with local governments and non-profits to create new visitor amenities in the Mount Penn Preserve.



## **Use Areas**



## **Use Areas - Skyline**



# Use Areas - Skyline

Key	Improvement Type	Recommendation	Description	Priority	Cost - Low: <\$50,000 Medium: \$50,000- \$500,000 High: >\$500,000
1.1	Physical Improvement	Pagoda Circulation Improvements	Improve Skyline Drive vehicular circulation at the Pagoda; create two-way travel lane to reroute vehicular traffic out of parking area	1. High	Medium
1.2	Physical Improvement	Wall Repair	Repair walls along Skyline Drive	3. Low	High
1.3	Physical Improvement	Pagoda Event Areas / Site Improvements	Create an events gathering area below the Pagoda, improved ADA site access and parking via Bridle Path.	1. High	High
1.4	Physical Improvement	Trail from City Park to the Pagoda	Reestablish a pedestrian connection between City Park and the Pagoda	Low	High
1.5	Physical Improvement	Pagoda Addition / Restaurant	Design Pagoda addition / historically compatible / provide indoor events / activity spaces / ADA accessible	2. Medium	High
1.6	Physical Improvement	Pagoda Chairlift	Provide a chairlift from City Park to the Pagoda	3. Low	High
1.7	Physical Improvement	Trail Connection from Pagoda to Fire Tower	Explore improved routes and signage to connect the Pagoda and Fire Tower for trail users	1. High	Medium
1.8	Events	Additional / Reprogram the Pagoda	Explore additional / different program opportunities and events for the Pagoda (i.e. seasonal fireworks, yoga, art shows, sunset events, festivals, etc.)	1. High	Low
1.9	Programming	Extend Pagoda's Hours of Operation	Extend the Pagoda's hours of operations	1. High	Low
1.10	Events	Pop-up Programs at Fire Tower	Work with partners to schedule regular events at the Fire Tower (i.e. Pop-up food events, seasonal restaurants food vendors and festivals)	1. High	Low - Private sector businesses and entrepreneurs bear most costs
1.11	Physical Improvement	Boutique Hotel at the Fire Tower	Develop a Boutique Hotel and Restaurant at the Fire Tower site	1. High	High - Private sector businesses and entrepreneurs bear most costs
1.12	Physical Improvement	Trailhead Improvement at Drenkel Field	Develop Ferndale and A-Line Trail trailhead at existing parking lot at Drenkel Field; trail kiosk and composting restrooms.	1. High	Medium
1.13	Physical Improvement	Mount Penn Preserve Gateway	Establish a gateway to the Mount Penn Preserve at City Park and at Knight's Gap	3. Low	Medium - Part of Mountain-wide signage and wayfinding plan
1.14	Physical Improvement	Skate park at Drenkel Field	Establish a skate park at Drenkel Field	3. Low	Medium

Mountain

#### Mt. Penn Preserve Master Plan

# **Downhill Sports**

- Trike Drifting
- Downhill Skate Board
- Define Roads & Safety Parameters







# **Skate Park**

- Pump Track
- Skate board
- In-Line Skates

## • Trikes / Scooters







### Mt. Penn Preserve Master Plan



# **Eco Tourism**

- Boutique Hotel
- Green Design
- Local materials







# Pagoda Area

- Building Addition
- Additional Parking
- Event Area
- Master Plan







# Gondola / Chair Lift

Group Gondola
2-4 person chair lift



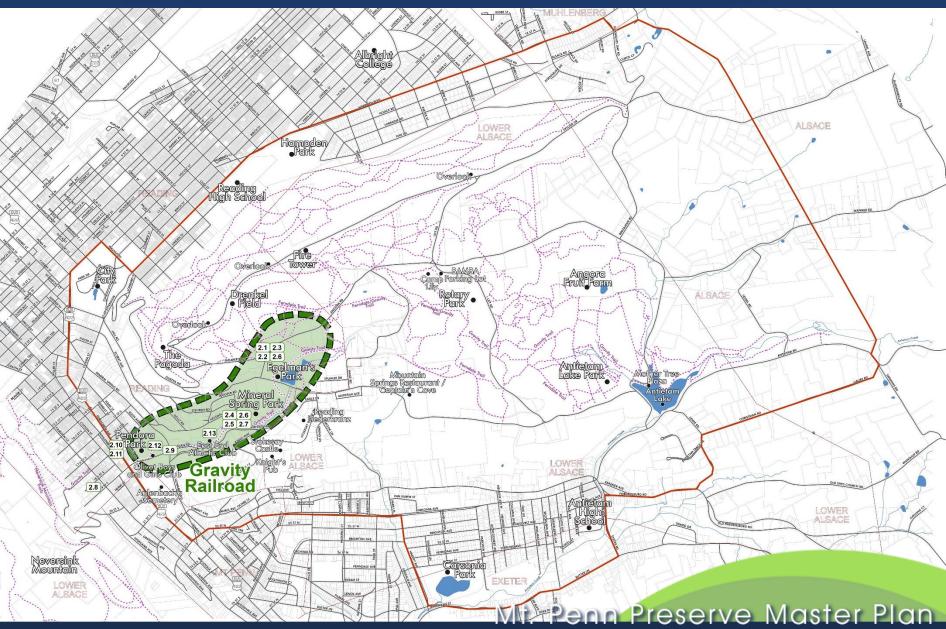






#### Mt. Penn Preserve Master Plan

# **Use Areas – Gravity Railroad**



## **Use Areas – Gravity Railroad**

Key	Improvement Type	Recommendation	Description	Priority	Cost Low: <\$50,000 Medium: \$50,000- \$500,000 High: >\$500,000
2.1	Physical Improvement	Dog Park at Egelman's Park	Establish a dog park at Egelman's Park that increases use at all times of the day	1. High	Medium
2.2	Physical Improvement	Playground at Egelman's Park	Establish a destination large scale playground at Egelman's Park	2. Medium	Medium
2.3	Programming	Egelman's Park Programming	Establish programming opportunities at Egelman's Park that increase overall usage	1. High	Low
2.4	Physical Improvement	Mineral Spring Park Improvements	Seek improvements at Mineral Spring Park that increase usage and preserve park heritage	3. Low	Medium
2.5	Programming	Mineral Spring Park Programming	Seek new programming opportunities at Mineral Spring Park that increases usage	2. Medium	Low
2.6	Physical Improvement	Restrooms	Implement ADA compliant restrooms at Egelman's Park and Mineral Spring Park	3. Low	Medium
2.7	Physical Improvement	Trailhead Improvements at Mineral Spring Park	Provide improvements to trailhead parking lots that include trash receptacles, information kiosks, etc.	1. High	Low
2.8	Physical Improvement	Improve Trail Connections to Neversink Mountain	Improve connections between Neversink Mountain and the Mount Penn Preserve with improved wayfinding signage, trail routes, and safe road crossings	1. High	Low - Separate plan or part of Mountain-wide signage and wayfinding plan
2.9	Physical Improvement	Mount Penn Preserve Gateway	Establish a gateway to the Mount Penn Preserve at the entrance to Mineral Spring Park	3. Low	Medium - part of Mountain-wide signage and wayfinding plan
2.10	Physical Improvement	Pendora Park Improvements	Seek improvements a at Pendora Park	3. Low	Medium
2.11	Programming	Pendora Park Improvements	Seek programming opportunities at Pendora Park	1. High	Low
2.12	Programming	Boy's and Girl Club Programs	Work with the Boy's and Girl's club to develop programs that involve Mount Penn Preserve	1. High	Low - In kind service activities - community building - enlist club members as volunteers for special events and festivals on the Mountain
2.13	Physical Improvement	Private Sector Investment at East End Athletic Club	Encourage new private sector investment at the recently vacated East End Athletic Club facility adjacent to Mineral Spring Park.	1. High	Low - Private sector businesses and entrepreneurs bear most costs

Mountain

Mt. Penn Preserve Master Plan Simone Collins Landscape Architecture

# Play

- Destination Playground
- Adventure
- Art
- Music
- Nature
- Sense of Place



Mt. Penn Preserve Master Plan



# Play

- Destination Playground
- Adventure
- Art
- Music
- Nature
- Sense of Place



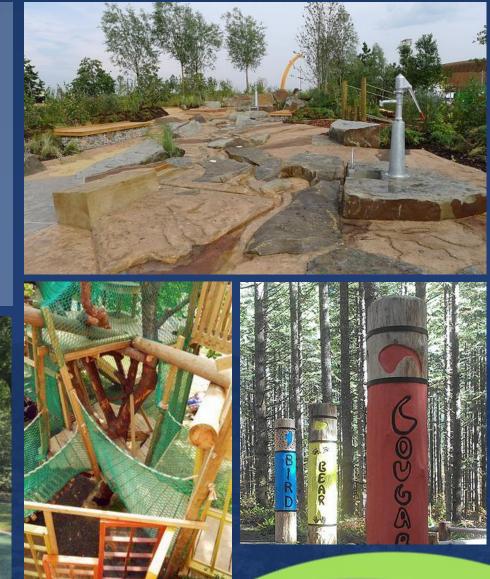




# Play

- Destination Playground
- Adventure
- Art
- Music
- Nature
- Sense of Place





### Mt. Penn Preserve Master Plan

# Dog Park

- Small (>30lb) & large dog area
- Fencing
- **Vestibule Gate Entrance**
- 2-3 Acres
- Shade / Water / Seating  $\bullet$
- Use all times of day (dawn-dusk)

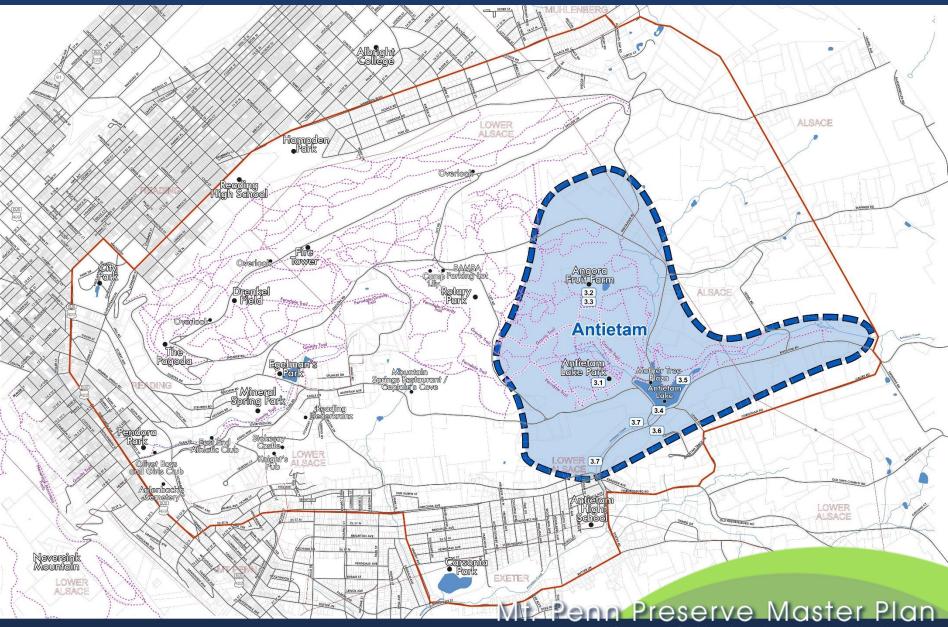






### Mt. Penn Preserve Master Plan

### Use Areas – Antietam



### Use Areas – Antietam

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Key	Improvement Type	Recommendation	Description	Priority	Cost Low: <\$50,000 Medium: \$50,000- \$500,000 High: >\$500,000
3.1	Programming	Year Round Activities at Antietam Lake	Work with Berks County to provide programming opportunities year round at Antietam Lake	1. High	Low
3.1	Physical Improvement	Food Venue at Angora Fruit Farm	Work with Berks County to create a permanent, seasonal, or pop-up food venue at Angora Fruit Farm that utilizes locally grown food.	1. High	Low - Private sector businesses and entrepreneurs bear most costs
3.3	Physical Improvement	Angora Farm Master Plan	Seek improvements to facilitate additional programming opportunities at Angora Fruit Farm	3. Low	Medium
3.4	Physical Improvement	Viewing Platform at Dam	Improve the viewing platform above the seven step dam at Antietam Lake - according to Master Plan	3. Low	Medium
3.5	Physical Improvement	Wetland Boardwalks	Implement boardwalks in wetland areas that bring users close to nature while protecting these sensitive areas - according to Master Plan	3. Low	Medium
3.6	Physical Improvement	Mount Penn Preserve Gateway	Establish a gateway to the Mount Penn Preserve at the intersection of Antietam Road and Angora Road	3.; Low	Medium - part of Mountain-wide signage and wayfinding plan
3.7	Physical Improvement	Trail Connection from Antietam Lake Park to Lower Alsace	Explore a trail connection from Lower Alsace to Lake Antietam along Antietam Road	1. High	Medium

Antietam

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#### Mt. Penn Preserve Master Plan

Simone Collins Landscape Architecture

# Wetland Boardwalks / Overlook Food Service at Angora

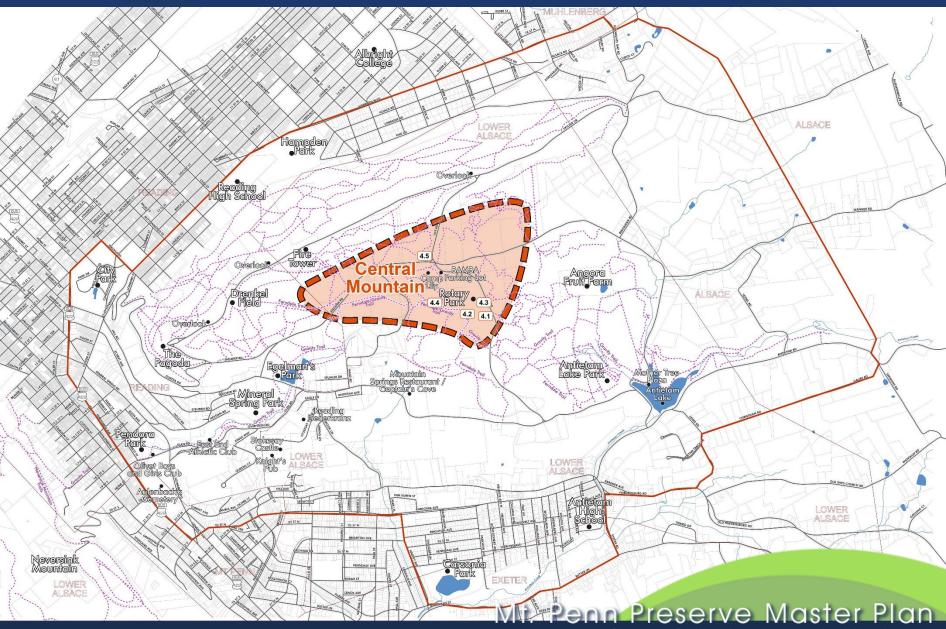
- Access sensitive sites
- Dramatic Overlook
- Extend visits at Angora







## Use Areas – Central Mountain



## Use Areas – Central Mountain

Vounta

Key	Improvement Type	Recommendation	Description	Priority	Cost Low: <\$50,000 Medium: \$50,000- \$500,000 High: >\$500,000
4.1	Physical Improvement	Zip line / Ropes Course	Implement a zip line and / or ropes course. Adhere to ADA guidelines.	3. Low	Medium
4.2	Physical Improvement	Open Rotary Park Restrooms to the Public	Open Rotary Park to the public including public restroom access, rental opportunities for the pavilion, and additional field programming opportunities	1. High	Low
4.3	Physical Improvement	Trailhead Improvements at Rotary Park	Establish a trailhead at Rotary Park and seek improvements to the existing parking lot including formalizing parking, trash receptacles, information kiosks, and trail connections	1. High	Low
4.4	Physical Improvement	Group Campground	Provide for an unformalized group camping area utilizing existing facilities found west of Rotary Park	2. Medium	Low
4.5	Physical Improvement		Explore the possibility of implementing a community center within the Central Mountain Area of Mount Penn Preserve	3. Low	High

### Mt. Penn Preserve Master Plan

## **Ropes Course / Tree House**

- Challenge Ropes Course
- Tree Walk
- Tree House
- Can be ADA

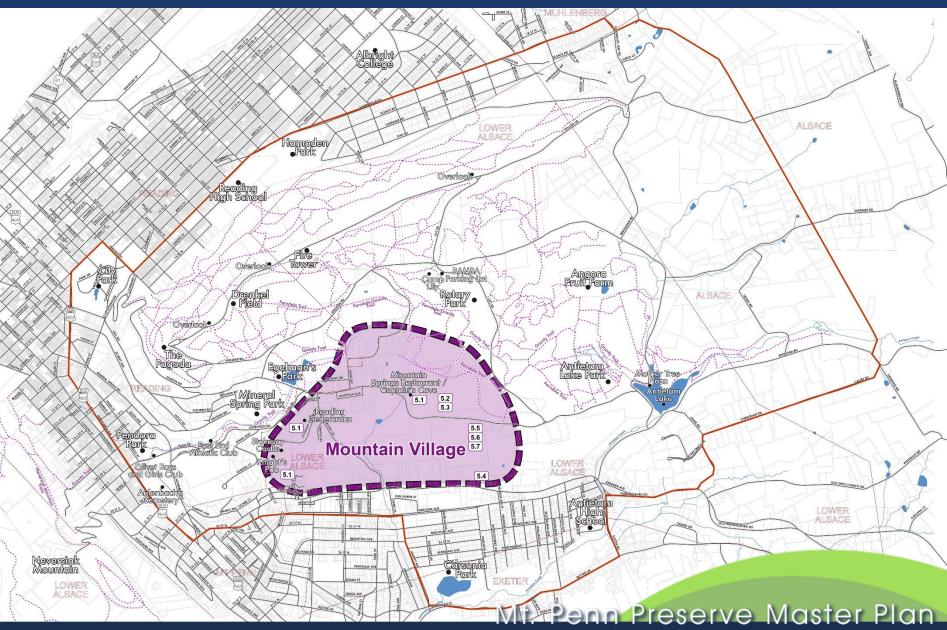






#### Mt. Penn Preserve Master Plan

## Use Areas – Mountain Village



## Use Areas – Mountain Village

Key	Improvement Type	Recommendation	Description	Priority	Cost Low: <\$50,000 Medium: \$50,000- \$500,000 High: >\$500,000
5.1	Events	Additional Events and Festivals	Explore additional event / festival opportunities in the Mountain Village Area. Work with private businesses to coordinate events and festivals and provide additional opportunities	2. Medium	Low - mostly private sector costs
5.2	Physical Improvement	Group Campground	Provide for an unformalized group camping area on Berks County land north of Hill Road	2. Medium	Low
5.3	Physical Improvement	Additional Restrooms	Implement ADA compliant restrooms at trailheads and significant destinations	2. Medium	Medium
5.4	Physical Improvement	Trail Connection to Lower Alsace	Explore the possibility of implementing a trail connection along an existing paper street between Lower Alsace and Berks County owned land along Hill Road (easement required)	2. Medium	Medium
5.5	Physical Improvement	Community Gardens	Implement community gardens and establish an organization structure to oversee management and maintenance of the community garden	3. Low	Low
5.6	Physical Improvement	Equestrian Parking Trailhead	Explore additional equestrian parking opportunities with ADA compliant restrooms, and connections to equestrian trails	2. Medium	Medium
5.7	Physical Improvement	Trailhead and Parking Improvements	Explore additional parking and trailhead locations with trash receptacles, information kiosks, ADA compliant restrooms, and connections to existing trails. Revisit overflow parking arrangements on County land.	3. Low	Medium



#### Mt. Penn Preserve Master Plan

## **Disc Golf**

- 9 or 18 holes
- Tee boxes & goal baskets
- Simple signage
- Play in open and wooded conditions







### Use Areas – Entire Mountain

Key	Improvement Type	Recommendation	Description	Priority	Cost Low: <\$50,000 Medium: \$50,000- \$500,000 High: >\$500,000
6.1	Programming	Extend Park Ranger System	Increase policing throughout the Mount Penn Preserve through the use of County Park Rangers	1. High	Medium
6.2	Programming	Additional Clean-up Efforts	Work with local organizations to clean-up the mountain and the negative perception of the area	1. High	Low
6.3	Programming	Friends of Mount Penn Preserve	Establish a volunteer organization dedicated to the well-being and preservation of the Preserve - Organize volunteer work efforts	1. High	Low
6.4	Programming	Bus Service	Establish bus service to destinations within the Preserve and make necessary improvements to implement safe and ADA accessible bus stops	2 Medium	Medium
6.5	Programming	Interactive App	Develop an interactive app for events, activities and places on Mount Penn	1. High	Medium
6.6	Physical Improvement	E-Bike Program	Explore Electric Bike (E-Bike) share programs throughout the Mount Penn Preserve and adjacent municipalities	3. Low	Medium - although most costs by Private Sector
6.7	Physical Improvement / Programming	Decrease Conflicts between Pedestrians and Vehicles	Implement safety improvements and education programs that decrease vehicular and trail user conflicts	1. High	Low
6.8	Physical Improvement / Programming	Remove Invasive Species	Implement an invasive species removal program. Work with local schools and colleges and organizations	2. Medium	Low
6.9	Programming	Organizational Structure - "Mount Penn Preserve Alliance"	Implement an organizational structure to set priorities for physical improvements and programs, and to organize and disperse information about all events and activities in the Mount Penn Preserve	1. High	Medium
6.10	Signage and Wayfinding	Wayfinding	Develop uniform signage standards and locate wayfinding signage at key locations, intersections and trailheads	1, High	Medium - part of Mountain-wide signage and wayfinding plan
6.11	Physical Improvement	Regional Trail Connections Plan	Conduct a trails plan for the Preserve that also explores connections to adjacent destinations and regional trail systems	2. Medium	Low for planning / medium for implementation
6.12	Signage and Wayfinding / Programming	Mount Penn Branding	Establish a brand for the Mount Penn Preserve with the creation of a logo and through the use of social media (#mtpennpreserve). Establish identities for individual areas within the Preserve	1 High	Medium - combine with signage and wayfindin system
6.13	Physical Improvement	Photo Stops	Create 'photo stops' at different locations through the preserve	3. Low	Low
6.14	Physical Improvement / Programming	Trail Difficulty Standards	Work with local organizations to establish trail standards that indicate difficulty and promote 'hiking-only' routes	3. Low	Low
6.15	Programming	Regional Tours	Work with regional destinations (such as Hawk Mountain, Schuylkill Highlands, Port Clinton Train) to organize regional bus tours	3. Low	Low
6.16	Events	Additional Events and Festivals	Explore additional event / festival opportunities throughout the entire mountain (i.e. Gravity Railroad Food Festival)	1. High	Low
6.17	Programming	Organized Hikes	Work with local organizations, Municipalities, and Berks County to schedule regular organized hikes throughout the Preserve.	2. Medium	Low
6.18	Programming	Zoning Overlay Districts	Establish zoning overlay districts for mountain design standards	3. Low	Low
6.19	Physical Improvement / Programming	Additional Site Amenities	Create design standards for and add various site amenities throughout the preserve including: benches, trash receptacles, picnic tables and pavilions, fire places, orills, bike racks, kiosks, etc.	3. Low	Low

Mt. Penn Preserve Master Plan

## **Hierarchy of Trails**

### Multiple Uses

- Fire Access
- Biking
- Hiking
- Horse









### Mt. Penn Preserve Master Plan

## **Community Gardens**

- Individual plots
- Group Plot
- Pollinator Boxes





### **Current Organizational Structure**

Local govt. and non profit roles have been critical and laudable. Many successes - but facilities deteriorating and some programs and events intermittent.

A Strictly volunteer model is unsustainable.

Unified Vision / Master Plan demands a unified approach to all aspects of Mount Penn Preserve.

All entities need to de-emphasize "What they are giving up" and focus on "What we are gaining".



## **New Organizational Structure**

- Critical to realizing a Unified Vision for the Mount Penn Preserve
- Information Management Task
- Events Coordination Task
- Eliminate Competing Funding Priorities
- Enhance & Facilitate Intergovernmental, Agency and Non-Profit Communication
- Allow for Private Sector Investment



### **Mount Penn Preserve Alliance**

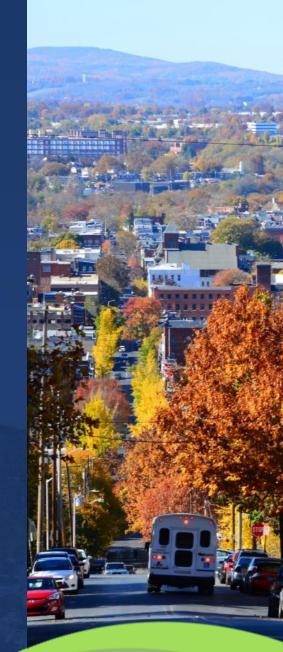
- Master Plan contains information and web links to six alliance-type organizations n Pittsburgh, Latrobe, State College, Galeton, and Philadelphia.
- What do they know that Reading does not?
- What are the obstacles from creating the Mount Penn Preserve Alliance and how do you overcome these obstacles?
- What do you have to lose?
- The master plan recommend that you start meeting in May, 2017 and have the organization formed by December 1, 2107.



Mt. Penn Preserve Master P

# Funding Strategy

- Cooperate as an alliance with a unified vision;
- Agree to common fundraising goals;
- Plan fundraising for at least five (5) years;
- Meet with funding agencies about the Alliance;
- Designate a single point of contact for grant applications;
- Leverage funding sources against each other;
- Leverage local funds with matching grants;
- Update the five-year funding strategy annually;
- Create seamless opportunities for private sector investment in new amenities;
- Assist private sector interests to navigate through any zoning, regulatory or other obstacles toward creating these amenities



## **Funding Strategy**

**Department of Conservation and Natural Resources (DCNR)** (C2P2)

**Department of Community and Economic Development (DCED)** (CFA) and their Greenways, Recreation and Parks program.

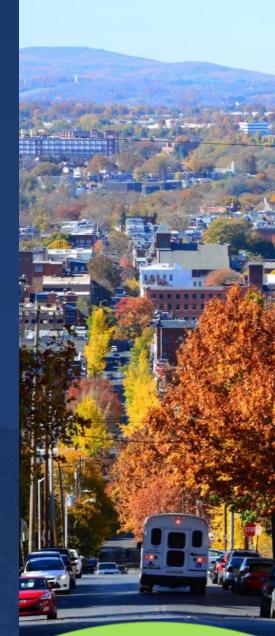
**Pennsylvania Infrastructure Investment Authority (PennVEST)** grants & loans for water-related projects including wastewater, stormwater & water quality.

**Pennsylvania Department of Environmental (DEP)** for stormwater BMPs, Watershed protection.

**Pennsylvania Department of Transportation (PennDOT)** TAP & multi-modal funds.

Marcellus Legacy Fund, administered through Berks County.

**The Redevelopment Assistance Capital Program (RACP)** for projects that promote economic development.



## **Next Steps**

### **Draft Plan Comments**

Please Review the master plan that will be on the County Web site. Please follow the link below to see the Draft Mount Penn Preserve Plan and other project information:

http://www.co.berks.pa.us/Dept/Planning/Pages/MountPennPreserve.aspx

Please email your comments and suggestions about the Draft Mount Penn Preserve Plan to both Peter Simone or Sarah Leeper at psimone@simonecollins.com & sleeper@simonecollins.com

We need your comments by April 8





## Next Steps – Next Meeting

Meeting	Date & Time	Location	Meeting Subject
Committee Meeting	Wed, Feb 15 <sup>th</sup> 3-5 PM	City Hall	Project Kick-off
Committee Meeting	Fri, Feb 24 <sup>th</sup> 9-11 AM & 1-4 PM	City Hall	Programing and Brainstorming
Public Meeting 1	Sat, Feb 25 <sup>th</sup> 10 AM-1 PM & 1-4 PM	City Hall	Programing and Brainstorming
Public Meeting 2	Thurs, March 9 <sup>th</sup> 4-6 PM & 7-9 PM	Reading Liederkrantz	Site Concepts
Public Meeting 3	Sat, March 25 <sup>th</sup> 10 AM-1 PM & 1-4 PM	City Hall	Draft Plan
Committee Meeting	Mon, April 10 <sup>th</sup> 2-4 PM	City Hall	Working Meeting
Public Meeting 4	Thurs, April 20 <sup>th</sup> 7-9 PM	Stokesay Castle / Knight's Pub	Final Plan

### Mt. Penn Preserve Master Plan

## **Next Steps - Contact Info**

**Contact us anytime with your ideas and suggestions** 

### Simone Collins: 610-239-7601

Peter Simone, RLA, FASLA psimone@simonecollins.com Sarah Leeper, RLA sleeper@simonecollins.com Geoff Creary, Landscape Architect gcreary@simonecollins.com Ryan Parisi, Landscape Architect rparisi@simonecollins.com Melissa Barley, landscape architect mbarley@simonecollins.com

# Thank you for your time and for your support for this important project!

#### Mt. Penn Preserve Master Plan