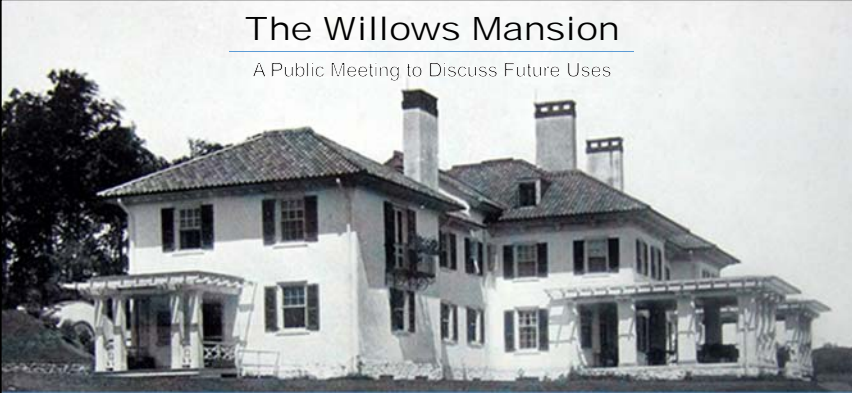


The Willows Mansion

A Public Meeting to Discuss Future Uses



July 11, 2017
Radnor Township

BARTONPARTNERS
 urban design + architecture + interiors
URBAN PARTNERS
RETTEN



The Willows.... today



A Business and Operational Plan for
The Willows Mansion

BARTONPARTNERS
 URBAN PARTNERS
RETTEN

The Willows.... c.1910

RESIDENCE - 1848 - VILLAVANONA - PA -
 JOHN J. DANFORTH - BLDG.
 1848 - 1849 - 1850 - 1851 - 1852 - 1853 - 1854 - 1855 - 1856 - 1857 - 1858 - 1859 - 1860 - 1861 - 1862 - 1863 - 1864 - 1865 - 1866 - 1867 - 1868 - 1869 - 1870 - 1871 - 1872 - 1873 - 1874 - 1875 - 1876 - 1877 - 1878 - 1879 - 1880 - 1881 - 1882 - 1883 - 1884 - 1885 - 1886 - 1887 - 1888 - 1889 - 1890 - 1891 - 1892 - 1893 - 1894 - 1895 - 1896 - 1897 - 1898 - 1899 - 1900 - 1901 - 1902 - 1903 - 1904 - 1905 - 1906 - 1907 - 1908 - 1909 - 1910 - 1911 - 1912 - 1913 - 1914 - 1915 - 1916 - 1917 - 1918 - 1919 - 1920 - 1921 - 1922 - 1923 - 1924 - 1925 - 1926 - 1927 - 1928 - 1929 - 1930 - 1931 - 1932 - 1933 - 1934 - 1935 - 1936 - 1937 - 1938 - 1939 - 1940 - 1941 - 1942 - 1943 - 1944 - 1945 - 1946 - 1947 - 1948 - 1949 - 1950 - 1951 - 1952 - 1953 - 1954 - 1955 - 1956 - 1957 - 1958 - 1959 - 1960 - 1961 - 1962 - 1963 - 1964 - 1965 - 1966 - 1967 - 1968 - 1969 - 1970 - 1971 - 1972 - 1973 - 1974 - 1975 - 1976 - 1977 - 1978 - 1979 - 1980 - 1981 - 1982 - 1983 - 1984 - 1985 - 1986 - 1987 - 1988 - 1989 - 1990 - 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Our Team





- Architects and Planners
 - **Mark Evans AICP PP AIA** - Principal

- Engineering & Environmental Services
 - **Steve Gabriel PP** – Community Development Manager


- Community & Economic Development Consultants
 - **Jim Hartling** – Partner



A Business and Operational Plan for
The Willows Mansion

Project Schedule

Discovery & Listening	Programming & Operational Alternatives	Draft Business Plan	Final Business Plan
July 11 Public Meeting <ul style="list-style-type: none"> ▪ Guiding Principles ▪ Public Input on Uses ▪ Township Staff Input ▪ Memo of Potential Uses 	July 17 BOC Meeting <ul style="list-style-type: none"> ▪ Potential Uses & Frequency ▪ Financial Sustainability ▪ Facility Operation & Roles 	Aug. 14 BOC Meeting <ul style="list-style-type: none"> ▪ Program & Facility Needs ▪ Conceptual Plans ▪ Operating Costs ▪ Capital Costs ▪ Projected Revenues ▪ Governance Models ▪ Alternatives 	Sept. 11 BOC Meeting <ul style="list-style-type: none"> ▪ Alternatives for Township Commissioners Consideration



A Business and Operational Plan for
The Willows Mansion

Guiding Principles


- **Public Use** - This publicly-owned park, mansion and cottage should be dedicated primarily for public uses to serve the Township and its residents consistent with the deed for this land.
- **A Holistic Vision**
- **Build Upon Previous Studies**
- **Economic Sustainability** - The Business Plan should demonstrate adequate revenue to cover the operating costs for the facilities once it is improved.
- **Focus on the Mansion First Floor**

- **Right-Sized Events** – The mansion should be designed to be economically sustainable and support a wide range of event types typically ranging from 25 to 150 guests without creating excessive impacts on the park or buildings.
- **Celebrate the Views**
- **Engage the Community**
- **Site Connectivity**
- **Township Wide Destination**




A Business and Operational Plan for
The Willows Mansion

Map of The Willows Park

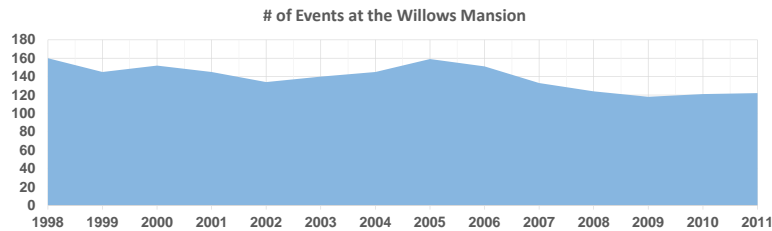


- The focus of this study is on the Willows Mansion
- We will consider the use of the entire park, but focus on the Mansion and its future uses



A Business and Operational Plan for
The Willows Mansion

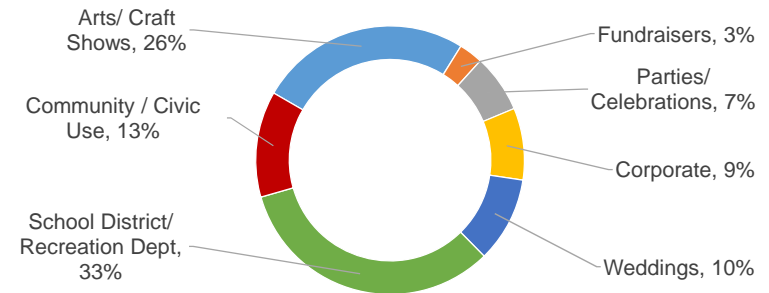
Mansion Use from 1998 to 2011



The average number of events between 1998 and 2011 was 140 events

Source: Willow Property Report – Radnor Township - Aug. 8, 2012

Mansion Use - 2010 and 2011



Source: Willow Property Report – Radnor Township - Aug. 8, 2012

How would you like to see the Willows Mansion used in the future?

- Community/ club meeting
- Weddings
- Parties
- Fundraisers
- Corporate events
- Classes
- Township-wide events/ concerts
- Arts/ Crafts events
- Parks Department events
- School District events
- Other events _____

- Name one or more clubs or organizations that you believe might be interested in using the Mansion and/or Terrace:

- From which funding sources would you suggest the ongoing operational costs for the Mansion be paid?

Circle all that you feel are appropriate

- User fees
- Discounted fees for Township residents
- Township funds
- Fund raising events
- Sponsorships
- Other sources _____

- On which street do you live or own property in Radnor Township?

- Would you like to receive emails about upcoming meetings associated with The Willows? If so, please provide your email address:

BARTON PARTNERS
URBAN PARTNERS REYVEN

A Business and Operational Plan for
The Willows Mansion

To help the Township better understand potential future uses of the Mansion, please circle the number that best describes your opinion about each topic:

	1	2	3	4	5
	Strongly	Disagree	Neutral	Agree	Strongly
					Disagree
					Agree

- A. The future uses of The Willows Mansion should be primarily public.
- B. There should be no long-term leases to private entities.
- C. The business plan for the Mansion should allow for a wide range of event types typically ranging from 25 to 150 guests without creating excessive impacts on the park or buildings.

BARTON PARTNERS
URBAN PARTNERS REYVEN

A Business and Operational Plan for
The Willows Mansion

To help the Township better understand potential future uses of the Mansion, please circle the number that best describes your opinion about each topic:

	1	2	3	4	5
	Strongly	Disagree	Neutral	Agree	Strongly
					Disagree
					Agree

- D. The plan for use of the Mansion should allow for a mix of free & revenue generating events to cover the operating costs for the Mansion.
- E. The plan for use of the Mansion should primarily focus on public events with low fees and the costs for maintaining the facilities should be primarily covered by Township funds.

BARTON PARTNERS
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A Business and Operational Plan for
The Willows Mansion

To help the Township better understand potential future uses of the Mansion, please circle the number that best describes your opinion about each topic:

	1	2	3	4	5
	Strongly	Disagree	Neutral	Agree	Strongly
					Disagree
					Agree

- F. I understand and support the necessity of removing some walls on the first floor of the Mansion to allow for events of up to 150 guests.
- G. The Mansion terrace should be expanded and improved to allow for up to 150 people to enjoy the park views. Periodically tents may be used to supplement the functions of the Mansion and Terrace

BARTON PARTNERS
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A Business and Operational Plan for
The Willows Mansion

To help the Township better understand potential future uses of the Mansion, please circle the number that best describes your opinion about each topic:

	1	2	3	4	5
	Strongly	Disagree	Neutral	Agree	Strongly
	Disagree				Agree

H. "Low-impact" use of the Mansion means a maximum of 20 events per year of up to 150 guests.

I. "Low-impact" use of the Mansion means a maximum of 30 events per year of up to 150 guests.

J. "Low-impact" use of the Mansion means a maximum of 40 events per year of up to 150 guests.

BARTONPARTNERS
URBAN PARTNERS RETTEW

A Business and Operational Plan for
The Willows Mansion

Next Steps

```

    graph LR
      A[Discovery & Listening] --> B[Programming & Operational Alternatives]
      B --> C[Draft Business Plan]
      C --> D[Final Business Plan]
  
```

July 17 BOC Meeting Aug. 14 BOC Meeting Sept. 11 BOC Meeting

BARTONPARTNERS
URBAN PARTNERS RETTEW

A Business and Operational Plan for
The Willows Mansion

The Willows Mansion

A Public Meeting to Discuss Future Uses

July 11, 2017
Radnor Township

BARTONPARTNERS
urban design + architecture + interiors

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RETTEW