

An aerial photograph of a residential neighborhood in Cincinnati, Ohio. A large, irregularly shaped wooded area is outlined with a white dashed line. The surrounding area consists of numerous houses with various roof colors, streets, and green spaces. A dark blue banner is overlaid on the top right of the image, containing the title and location text.

Werk Road Great Park

Cincinnati, Ohio



PROJECT SCHEDULE

UNDERSTANDING

TASK 1: UNDERSTANDING

- Engagement & Communications Plan
- Existing Conditions Analysis
- Assessment/ audit of existing buildings
- Alignment of existing plans, documents, survey results, etc.

COMMUNITY OUTREACH

TASK 2: COMMUNITY OUTREACH

- Conduct Advisory Group Meetings
- Attend Stakeholder Sessions & Community Events
- Launch website and participatory online engagement efforts (survey, Social Pinpoint)
- Core Team meeting to review engagement summary and strategy findings

CONCEPTUAL DESIGN

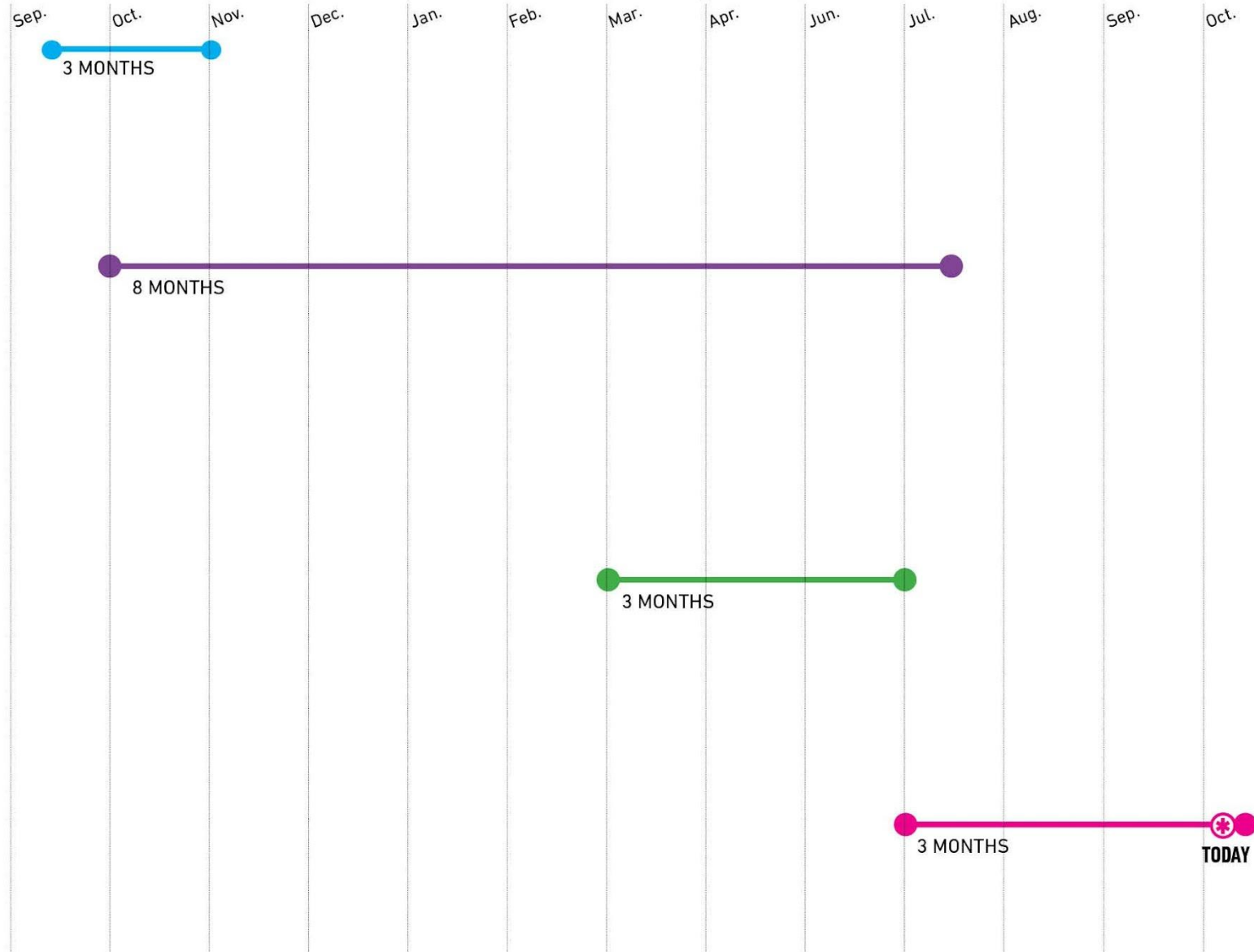
TASK 3: CONCEPTUAL DESIGN

- Utilize Engagement Results to Identify Design Priorities
- Use Building Survey Provided by Champlin to Explore Future Facility Uses
- Review Preliminary Design During On Site Advisory Group Meeting
- Amend Preliminary Design Concept with Feedback from Advisory Group and Create Plan Alternatives

FINAL PLAN

TASK 4: FINAL MASTER PLAN

- Develop Final Master Plan based on consensus of community feedback
- Preliminary estimate of probable cost
- Advisory Group and Core Team meetings





How Great Parks Has Engaged with the Westwood Community

- Site Walkthroughs
- Online Project Portal
- Youth-Focused Engagement
- Advisory Group Meetings
- Key Informant Interviews
- Community Event Booths
- 2 Online Surveys
- Direct Mailing

Public Survey Results

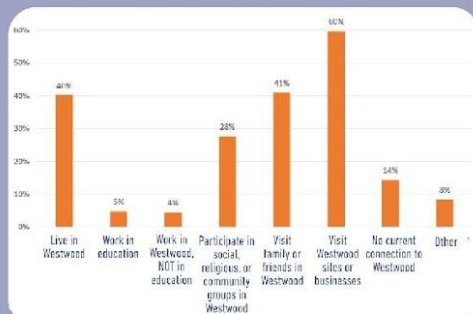
When: October 2022 - May 2023

2,027 Total Respondents

Survey Key Takeaways

- Respondents want a **safe park with walking trails**
- Respondents expressed a desire to **conserve the park's natural space**, as well as to use the park for learning about nature through **nature programming and self-guided material**
- **Educators expressed that the cost and times of the educational programming** available to their students/youth is very important
- **Safety, Parking, Drug Use, and Crowds** are top concerns for respondents

Reasons for Visiting Westwood



Youth-Focused Engagement

When: October 2022 - May 2023

Great Parks organized engagement sessions with two 4th grade classes, and one after school CRC group ages 5-12

Youth-Focused Key Takeaways

- Children want the park to be a **center for contact with nature and education**
- Children want to **use natural features to play games, learn, and interact with animals**
- Children desire some **physical structures for play** including jungle gym, slides, monkey bars, etc.
- Like adults, children want a **safe and clean space** they can easily go to with their friends and family

Sample of Drawings During Engagement Activities



Advisory Group

Members represent the following organizations

- Westwood Elementary School
- Westwood Historical Society
- Groundwork Ohio River Valley
- Westwood Grows
- Gamble Nippert YMCA
- Adventure Crew
- Westwood Community Urban Redevelopment Corporation (WestCURC)

Online Project Portal

A project website and survey were created to provide more opportunities for engagement



To visit the SocialPinpoint website, scan here or visit:
<https://mksk.mysocialpinpoint.com/werkroadproperty>



Community Engagement for Werk Road Great Park is ongoing, two-way Communication with Stakeholders in the Westwood Neighborhood

Please visit our website to learn more:

www.greatparks.org/parks/werk-road-property

Social PinPoint Questions Asked

There were a total of 340 Respondents

- ▶ *Q1: With 1 being the most important and 8 being the least important, please rank the park features in the Werk Road Great Park in order of priority to you.*
- ▶ *Q2: What features of the Werk Road Draft Master Plan are you most excited about?
Additional Features Desired*
- ▶ *Q3: Are there any additional features of the Werk Road Draft Master Plan that should be considered?*
- ▶ *Q4: Any other questions or feedback you wish to leave for Great Parks in regards to the Werk Road Draft Master Plan?*
- ▶ *Q5: Contact Info*
- ▶ *Q6: Zip Code*

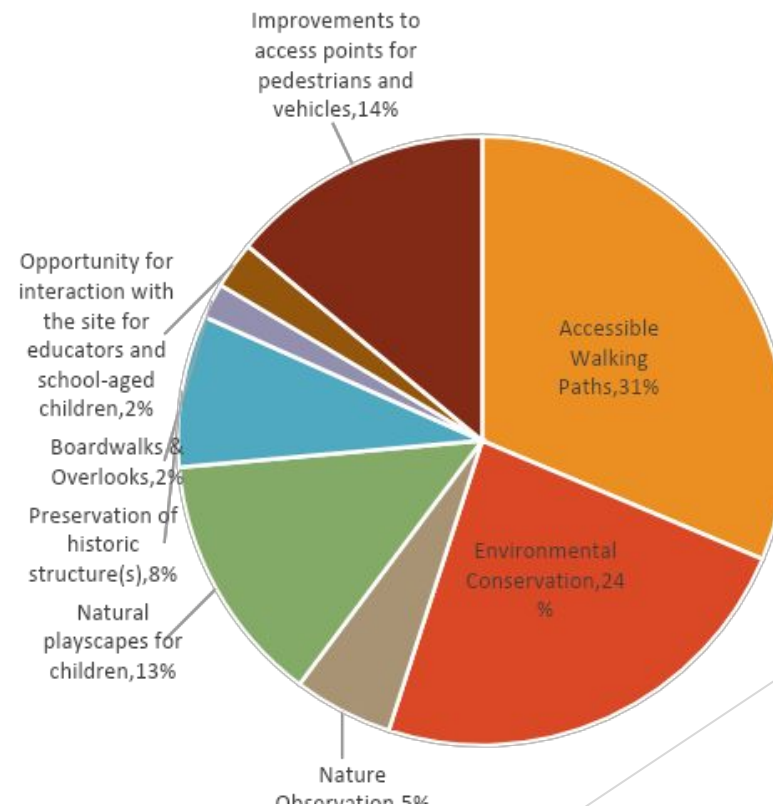
Ranked Features:

Priorities are Accessible Walking Paths, Environmental Conservation, Natural Playscapes for Children

Ordered Ranking of #1 Importance:

1. Accessible Walking Paths
2. Environmental Conservation
3. Natural Playscapes
4. Preservation of Historic Structures
5. Improvements to Access Points for Pedestrians and Vehicles
6. Nature Observation
7. Opportunity for Interaction with the Site for Educators and School- Aged Children
8. Boardwalks & Overview

Park Features Ranked at #1 Importance



Design Highlights

- ▶ Design for walking with some consideration for bikes and accessibility
- ▶ Conserve natural wildlife with an emphasis on local flora and fauna
- ▶ Create the natural playscapes and the treehouse but make play spaces shaded and safe (good line of site for parents, appropriate for age range, etc.) with swings
- ▶ Add the boardwalks and make sure they are maintained but keep a natural feel
- ▶ Preserve the barn and buildings for events and education
- ▶ Educate on history and nature and consider history in the naming of the park
- ▶ Consider ideas for garden, greenhouse, and dog parks
- ▶ Accommodate bathrooms, water fountains, concessions, and public art

Cautions and Anticipating Impact

- ▶ Avoid over development and invasive species
- ▶ Anticipate that construction may unearth new things. Take care of issues that emerge
- ▶ Make access to the park easy but strike a balance between increasing access and its impact on natural feel/ “peacefulness” and neighborhood
- ▶ Plan for parking and traffic flow with pedestrian and car volume increased
- ▶ Deter crime and encampments of unhoused persons by design

Comparison to Original Survey

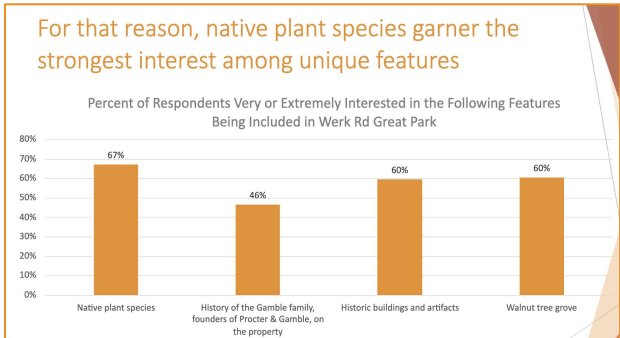
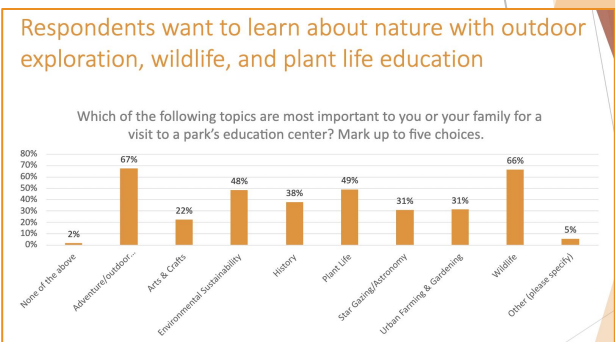
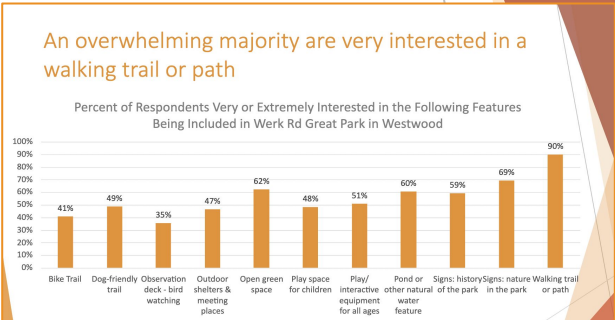
There's a large overlap between the answers to the original survey and the latest survey

► **For the majority:**

- Plans align with the original survey results
- People continue to want to interact with nature, walk through nature, and have native plants
- Dog walking was mentioned in the original survey and a dog park also came out of Social PinPoint
- Parking, safety, and overdevelopment are worries in both surveys and striking that balance of pavement & conservation
- We have more than 2000 combined response from both surveys

Overview:
Respondents want to interact with nature

<p>Most Desired Features:</p> <ul style="list-style-type: none"> ► 90% showed strong interest in walking trail or path ► 69% showed strong interest in signs: nature in the park ► 62% open green space ► 60% interested in a water feature 	<p>Most Desired Activities:</p> <ul style="list-style-type: none"> ► 82% said walking or hiking ► 62% said nature exploration ► Educators are most interested, 69%, in education relating to environmental sustainability
--	---



Parking and safety are important concerns for respondents

► **The 3 biggest concerns**

- Crimes like drug use, prostitution, loitering, unsupervised children and noise were of to respondents
- Overdevelopment of the area could affect the natural beauty of the park
- Traffic including pedestrian safety as well as the need for ample parking

How would you travel to the park most times?

Travel Method	Percentage
Walk to the park	26%
By car	69%
By public bus	1%
By bike	3%
Other (please specify)	1%



FINAL MASTER PLAN



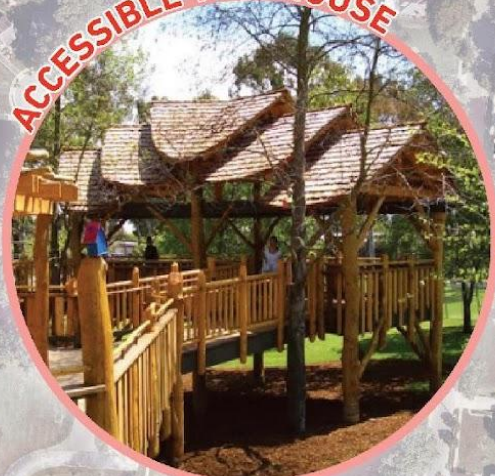
LEGEND

- 1 Pedestrian Entry
- 2 Re-aligned Entry Drive
- 3 Pedestrian Entry & Vehicle Exit
- 4 Parking/ Driveway
- 5 School Bus Parking
- 6 New Entry Sign
- 7 Accessible Trail Network
(1.4 miles approx.)
- 8 Interpretive Opportunity
- 9 Informal Nature Play
- 10 Accessible Treehouse
- 11 Walnut Grove - Outdoor Classroom/
Flexible Use Space
- 12 Boardwalk
- 13 Viewing Platform/ Overlook
- 14 Viewing Deck off Barn
- 15 Accessible, Year-Round Restrooms
- 16 New Greenhouse
- 17 New Maintenance Building
- 18 Potential Wetland Feature
- 19 Wooded Wetland/ Riparian
Restoration
- 20 Successional Forest Restoration
- 21 Meadow Restoration

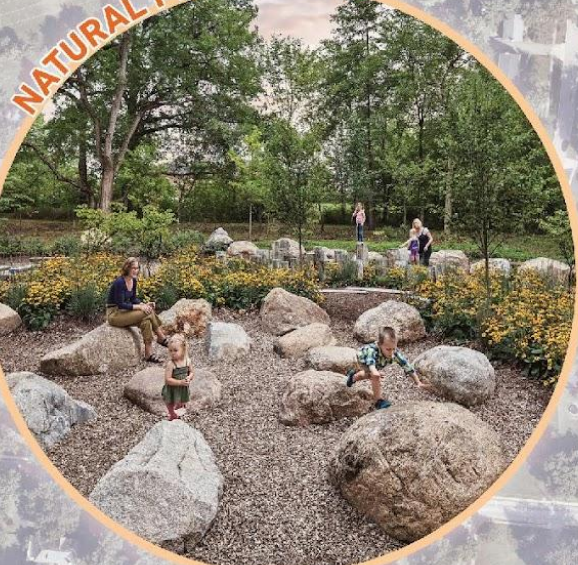


PROGRAMMING OPPORTUNITIES

ACCESSIBLE TREEHOUSE



NATURAL PLAYSCAPES



OUTDOOR CLASSROOM



PRESERVATION / NATURE EDUCATION OPPORTUNITIES



BOARDWALKS & OVERLOOKS



HISTORIC BUILDINGS: RE-USE OPPORTUNITIES

BARN

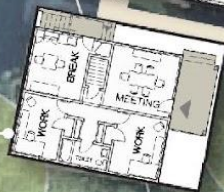
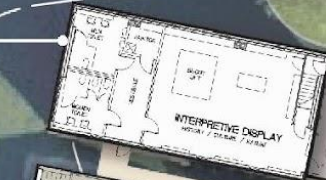
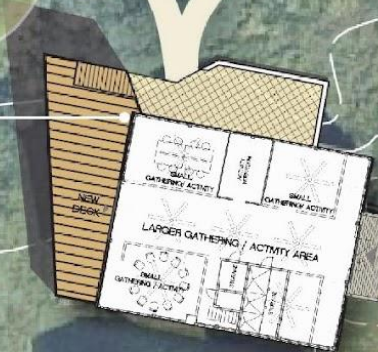
- Programmable Space/ Flexible Events
- Gatherings & Interpretive Use
- Deck Addition for Events/ Overlook and second means of egress
- Main level to highlight historic construction
- Rustic character part of charm & experience
- Lower level access for historic interpretation, with patio space and accessible ramp

CARRIAGE HOUSE

- Interpretive Display Space (if desired)
- Classroom/ Flex space
- Accessible, Year-Round Public Restrooms
- Rustic Character, Historic Lift keep as Artifact
- Upper Floor finished for storage & staff use
- Renovate for conditioned 4-Season use

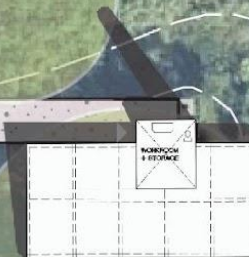
CARETAKER'S HOUSE

- Greck Parks Office Use
- Park Operations & Meeting Rooms
- Conditioned 4-Season Space
- Basement is Storage Only



NEW MAINTENANCE BUILDING

- 20'x30' size, pole barn type structure
- Simple, downplayed architecture style; single-pitch roof
- Screen with plantings
- Locate away from historic building grouping



GREENHOUSE

- Existing Room for Small Storage
- Includes space for work stations, some production and interpretation
- Potential Community Garden Function with Raised Beds Adjacent to Structure



THANK YOU!!