

# RELY ON EXPERIENCE

## Jeffrey L. Bruce & Company

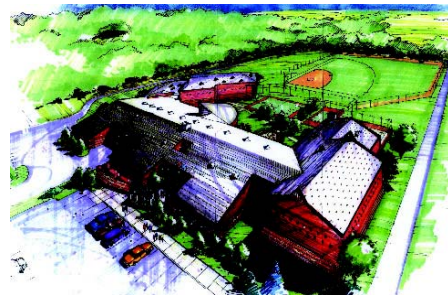
Jeffrey L. Bruce & Company is a Landscape Architectural and Agronomic Design firm specializing in Parks & Recreation Master Planning & Design, Sports Field System Design and the sensitive planning of sustainable natural outdoor spaces. Since 1986, we have created outdoor environments and functional play spaces, harmoniously integrating each project function and site. Our designs endeavor to reflect the historical and philosophical traditions of the community in which the project is located. We bring creative insight and a wealth of practical knowledge to every project.

Our experience in Park & Recreation planning and design coupled with our expertise in athletic field and sports turf design, has led us to be recognized as one of the nation's leading firms in the integration of competitive sports venues into the realm of Parks and Recreation facilities. With unique and innovative expertise, Jeffrey L. Bruce & Company brings a creative, sustainable and scientific perspective to each design project.



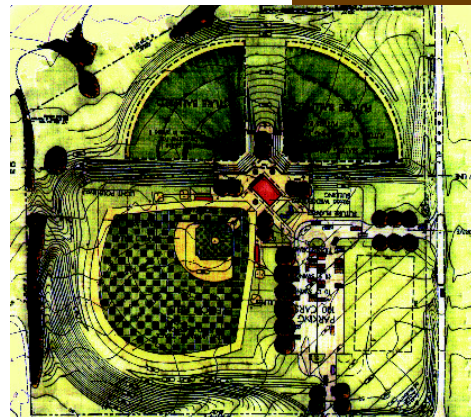
McLane Arboretum in Loose Park, Kansas City, Missouri.

## THINK MASTER PLAN FIRST...CALL



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# PARK FACILITIES

## Planning to Play



## Can You Realize Your Vision?

### The Experts' Guide to New and Renovated Park Facilities

# PLANNING TO PLAY

Community Parks have become the "Town Square" of our generation. A great deal of our true community interaction and social experience occurs through Parks and Recreation. With each passing year, we balance the expectations for quality facilities and experiences with the reality of limited space and

resources. Demand continues to grow and there are never enough fields or play space to go around. The need to balance and efficiently manage your facilities grows in importance and difficulty.

If the opportunity to build new facilities or renovate your existing parks comes to you, consider taking a logical and efficient approach. JBC can creatively lead you to an appropriate and successful result.



Jeffrey L. Bruce & Company can facilitate your development of a Master Plan for Success that meets your present needs for Parks, Sports facilities, and Community spaces while developing opportunities for measured facility growth and expansion.

Our Master Planning process will develop and focus your vision, addressing your present needs while looking to the demands and realities of the future. Jeffrey L. Bruce & Company can successfully guide you through this process and will help you to realize success.



Integrate facilities with natural surroundings.

## Our Proven Process of Master Planning

### 1 Community

Our commitment to the Planning and Design of Park facilities begins with the entire community and those facilities that serve them, both passive & active. To meet those needs, our planning process seeks real answers to questions that shape the vision for Parks & Recreation in your community. What is the range of your program needs? Do your facilities meet those needs? Are they constructed and maintained to address access and function? Are your facilities flexible in design and construction and suitable for seasonal activities and shared use? Maintainable within your budget and staffing capabilities? Has the level of community expectation risen above the reality of your financial situation? Implementing a Master Planning process of community input and stakeholder participation meets these issues and pursues solutions through evaluation and appropriate response.

### 2 Identifying Your Needs

Most community Parks system resources are limited in many aspects. At JBC, we believe it critical to the planning process to gain an understanding of your current and long-term facility needs. We use this understanding as a basis to clarify the fundamental aspects of your existing system including, facility inventory and availability, operational efficiencies, with a particular focus on maintenance capabilities and standards. We also look to realize the character of a park site, the nature of anticipated use and users, and the special events and collateral community events that will be embraced.

Using this understanding, we create a matrix of use and utilization that drives the planning effort toward a useful and appropriate result. Coupling functional goals with the character and natural aspect of a site, we can begin to shape a balance between your facility needs and the resources available. We integrate long term stewardship into the planning process from the start.

### 3 Programming for Success

As we begin to see how a new or revitalized park can help meet your needs, the opportunity to envision and visualize appropriate components and facilities will reveal your priorities and constraints. We look at opportunities to expand your programs or resource base by creating or sharing space while anticipating growth and expansion for your future.

We pursue program objectives that include potential for innovation and efficiencies in maintenance and operation. Our understanding of the reality and detail of programming for your facility shapes a response of design recommendations that will serve as the central core of a successful Park Master Plan.

Waterfall at Legacy Park, Kansas City, Missouri



Reconstruction of the General's Wall in Penn Valley Park Kansas City, Missouri



Overland Park Arboretum, Overland Park, Kansas



Craig Crossing Bike Trail, Lenexa, Kansas

# STEWARDSHIP FOR THE FUTURE

### Timeless Vision 4

The success of your Master Plan will depend on the diverse (and sometimes multi-discipline) experience and capability of your design team. Are they experienced Parks and Sports Facilities designers? Is the planning approach driven by creativity or the standard "nuts & bolts" approach? Can they realize the timeless character of a site and the opportunity of appropriate and sensitive design? Will your users be able to share program objectives and priorities for the Master Plan and realize them in the design of facilities that meet your current and future needs? Can your team respond appropriately to your vision, accessibility issues, safety issues, maintenance practices? Can the design team lead a community interaction process that seeks understanding of needs and realities? Is the plan efficiently constructible? By addressing your needs and those of the stakeholders, the design team can help you to realize your vision, through a working and effective Master Planning document.

### Finding the Way 5

The Park Master Plan becomes your tool for implementing success. It gives you an approach that clarifies and meets the needs of the stakeholders, and becomes your tool for communicating a unified vision, garnering community support, addressing the concerns of skeptics, and mobilizes the focused efforts to implement the Master Plan recommendations. Phasing, governmental approvals, funding, and long-term Maintenance and Operational guidelines are all critical components that should be addressed in the development of your Master Plan and realized through its recommendations. An appropriate and complete Master Plan will provide the foundation for your vision and will serve as your plan for success now and in the future.

### Realizing Your Dream 6

An effective Park Master Plan must strive to be a working document served by accurate budget projections and reasonable phasing scenarios. Adequate funding to meet the priorities and phasing goals must be pursued to ensure the success and long-term viability of the project. Securing appropriate funding will validate a consensus of support from the stakeholders and provide a pathway to success. The success of funding endeavors will greatly depend on the degree to which the community has been included in the process and to which they have embraced the recommendations of the Master Plan. The Master Plan document can serve to galvanize fundraising efforts within the community from which it seeks support. A comprehensive and thorough Master Planning process can foster that support, leading your project down the path to success.

# 6 STEPS TO BETTER PARK FACILITIES