

PLAN FOR SUCCESS



It's the middle of the season and you've seen it before. Worn and rutted fields, muddy goal areas, sparse turf, and more events than you can possibly manage. The effects of a hot summer, a freezing winter and inad-

equate resources combine to cast you and your facilities into an unmanageable situation, with no hope of realizing success.

If the opportunity to build new facilities or renovate your existing fields comes to you, consider taking a logical and efficient path to a more successful facility. *Jeffrey L. Bruce & Company* can lead you toward the development of a Master Plan for Success that meets your present needs for sports facilities and venues while developing opportunities for future facility growth and expansion.



The Master Planning process will develop and focus your vision not only on your present needs but on the demands and realities of the future. Our approach lets you look at all aspects of facility planning, from needs analysis to implementation and maintenance operations. *Jeffrey L. Bruce & Company* can successfully guide you through this process and will help you to realize success.



Our Proven Process of Master Planning

1 Evaluate Existing Conditions

Effective Master Planning begins with knowing the "Lay of the Land". Do your facilities meet your program needs? Are they constructed and maintained to address safety for players and spectators? Has the level of community expectation risen above the reality of your situation? Are your fields flexible in design and construction suitable for seasonal activities and shared use with other programs? In a desired condition for playability? Adequately graded and irrigated? Maintainable within your budget and staffing capabilities? **Master Planning looks to these issues and seeks solutions through evaluation and appropriate response.**



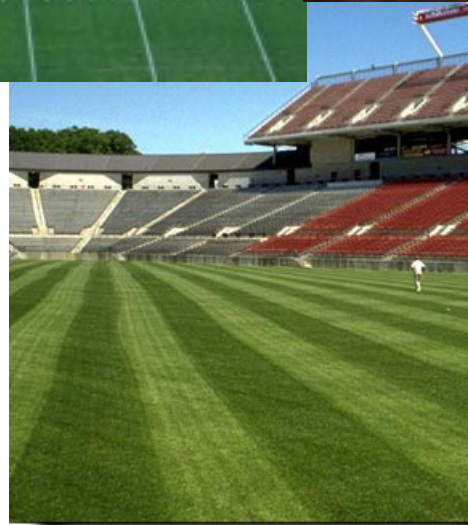
2 Meeting Your Needs

While no system's available resources are ever ideal, we believe that it is critical to the planning process to understand what is required to meet your current and long-term facility needs. This provides us a basis for evaluating the fundamental aspects of your system including field inventory and availability, operational efficiencies, and maintenance capabilities and standards. During this process, we look to identify aspects of anticipated use including numbers of teams and participants, projected game and practice schedules, special events, and collateral community use. **When the needs and desires of all interest groups are included in the evaluation process, you can create and focus on a comprehensive and ideal vision as you take the next step into programming and function.**



3 Programming Your Facility

As we gain an understanding of your needs, we can begin to describe the facilities that will meet these requirements. We begin to look at opportunities to expand your programs or resource base by acquiring or sharing space and looking to the potential for innovation and efficiencies in maintenance and operation. **As design professionals working on your behalf, we guide this process based on a clear understanding of all aspects of your needs leading us forward to an appropriate design response.**



4 Concept for Success

The success of your Master Plan will depend on the experience and capability of the members of your design team. By being complete and thorough in the evaluation process, your design team can look in-depth at many aspects of concept development and Master Planning, including the relationship of fields and facilities to one another and to the surrounding area, spectator and vehicular access, issues of gender equity, and safety issues for both participants and employees. **When the design team is committed to helping realize your vision the Master Plan becomes a document with far-ranging benefits.**

5 Implementing Success

The Master Plan becomes your tool for implementing success. By providing an approach that clarifies and meets the needs of the stakeholders, the Master Plan becomes the tool that communicates a unified vision, garners community support, addresses the concerns of skeptics, and mobilizes the focused efforts to implement the Master Plan recommendations. **An appropriate and complete Master Plan will provide the foundation for the realization of your vision and will serve as your plan for success now and in the future.**

6 Realizing Your Dream

In order for your Master Plan to serve as a complete working document, it should include Capital and Operating Budget projections and respond to appropriate phasing constraints and realities. Adequate funding that meets the established priorities and development phases must be set to enable the immediate success and long-term viability of the project. **The Master Plan document, with its recommendations, can serve to galvanize the fundraising efforts within the community from which it seeks support.**

PARTNER WITH EXCELLENCE

Jeffrey L. Bruce & Company

Jeffrey L. Bruce & Company is a Landscape Architectural and Agronomic Design firm specializing in sports field system design and sensitive planning of natural outdoor spaces. Since 1986, we have created outdoor environments and functional play spaces, harmoniously integrating each project with its respective site. Our focus includes design of professional, collegiate, interscholastic, and recreational sports fields. Our designs endeavor to reflect the historical and philosophical traditions of the community in which the project is located. We bring insight, an extensive network of contacts, and a wealth of practical knowledge to every project. That translates into time and cost savings throughout the planning and design process for each client.



Through our specialization in athletic field and sports turf design, we have become one of the nation's leading firms in sports facility design, turf systems, irrigation design and water management. With unique and innovative agronomic expertise, Jeffrey L. Bruce & Company brings a scientific perspective to each design for a more reliable approach. We work closely with our clients from program development through construction, tackling problems with imagination and realistic, buildable solutions. Each project evolves uniquely as a result of site constraints and the needs of its stakeholders. Open communication and collaboration with the client, the design team, the maintenance staff, and the community creates a successful Master Planning process. Our process culminates in the safest, most efficiently maintained fields possible for your specific situation.



6 STEPS TO BETTER SPORTS FIELDS

RELY ON EXPERIENCE

For these selected projects, *Jeffrey L. Bruce & Company* provided a range of Master Planning and Sport Facility Design expertise:

PROFESSIONAL SPORTS

Arrowhead Stadium, Kansas City Chiefs, MO
CMGI Field, New England Patriots, MA
Camden Stadium, Camden Riversharks, NJ
Ericsson Stadium, Carolina Panthers, NC
Gator Bowl, Jacksonville Jaguars, FL
Jacobs Field, Cleveland Indians, OH
Miller Park, Milwaukee Brewers, WI
Paul Brown Stadium, Cincinnati Bengals, OH
Practice Facility, Detroit Lions, MI
Riley Ballpark, Charleston Riverdogs, SC
Soldiers Field, Chicago Bears, IL
Somerset Ballpark, Somerset Patriots, NJ
Victory Field, Indianapolis Indians, IN

COLLEGIATE SPORTS

Central Missouri State University
East Connecticut State University
Iowa State University
Mid-America Nazarene University
Northwestern University
Oregon State University
Princeton University
Rutgers University
San Jose State University
St. Johns University
University of Alabama
University of Arkansas
University of Indiana
University of Kentucky
University of Miami, Ohio
University of Missouri Columbia
University of Oklahoma
University of Tennessee Chattanooga
Vanderbilt University

HIGH SCHOOL SPORTS

Amity Regional School District, CN
Blue Valley School District, KS
Cathedral High School, AK
Fort Dodge Community Schools, IA
Goddard School District, KS
New Rochelle School District, NY
Redwood City School District, CA
York School, CA

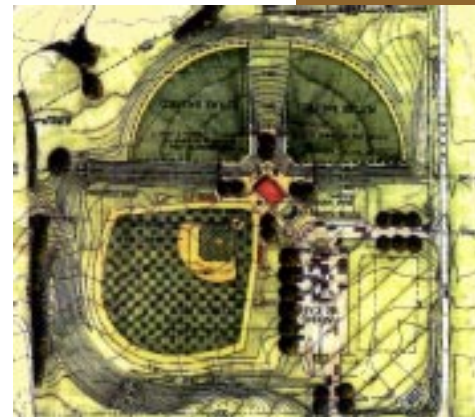


THINK MASTER PLAN FIRST...CALL



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SPORTS FIELDS Plan for Success



How Tough Are Your Fields?

The Experts' Guide to New and Renovated Sports Facilities