



**GLENCOE PARK DISTRICT
SPECIAL PROJECTS AND FACILITIES MEETING
Tuesday, February 21, 2017 - 7:00 p.m.
Takiff Center**

Consistent with the requirements of the Illinois Compiled Statutes 5 ILCS 120/1 through 120/6 (Open Meetings Act), notices of this meeting were posted.
Meeting Location: Takiff Center, 999 Green Bay Road, Glencoe, IL 60022

AGENDA

- I. Call to Order
- II. Roll Call
- III. Discussion on West Playground and Astor Playground
- IV. Matters from the Public
- V. Discussion on Proposed Fitness Area (Location, Equipment, and Facility Improvements)
- VI. Matters from the Public
- VII. Other Business
- VIII. Adjournment

The Glencoe Park District is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or facilities, are asked to contact the Park District at 847-835-3030.
Executive Director Email: lsheppard@glencoeParkDistrict.com

III. Discussion on West Playground and Astor Place Playground

Glencoe Park District

February 21, 2017

Special Projects and Facilities Committee Meeting



West Park and Astor Park Playground Renovations February 13th 2017

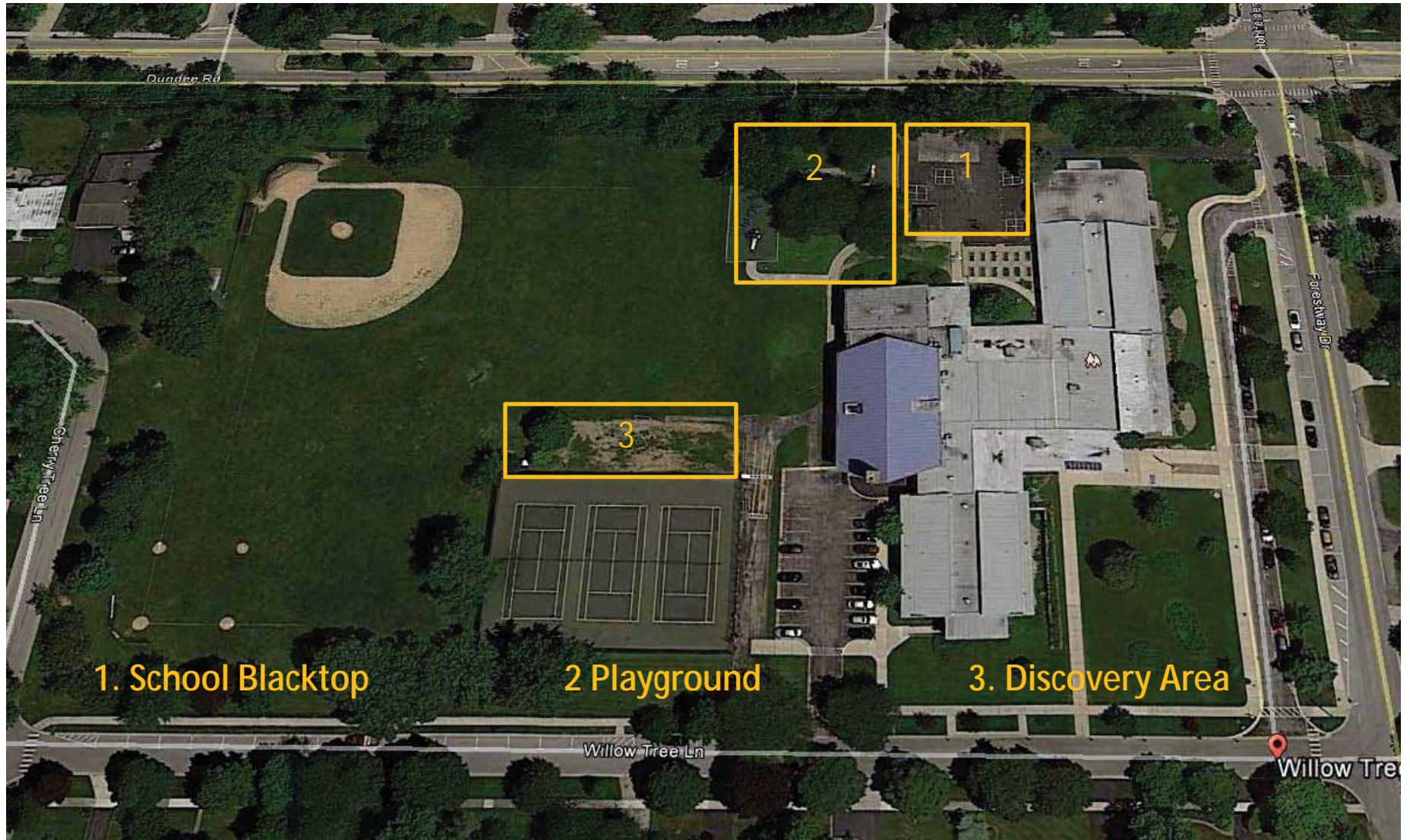


Delighted to be Here!!!

West Park Playground : Existing Site Aerial



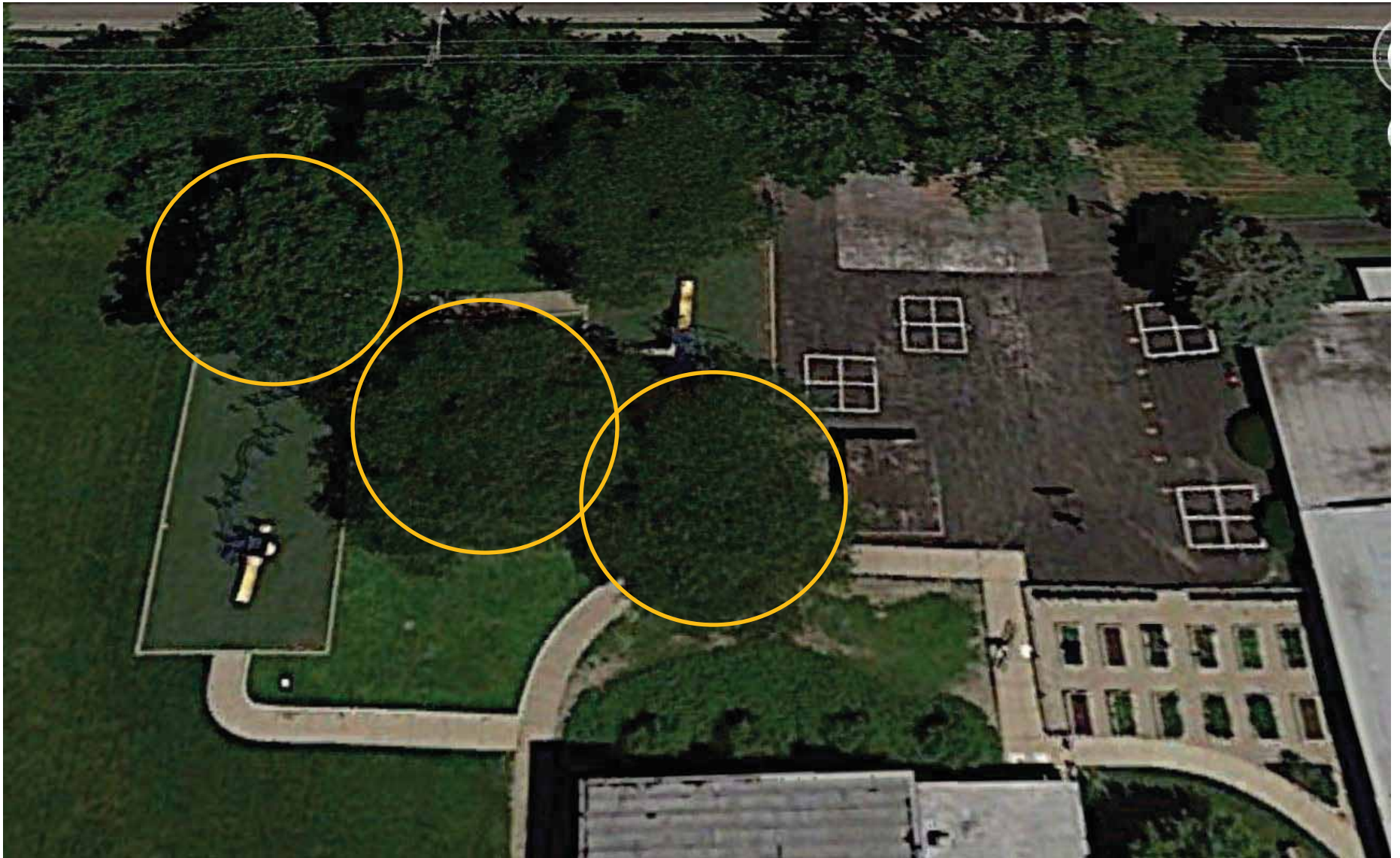
West Park Playground : Projects



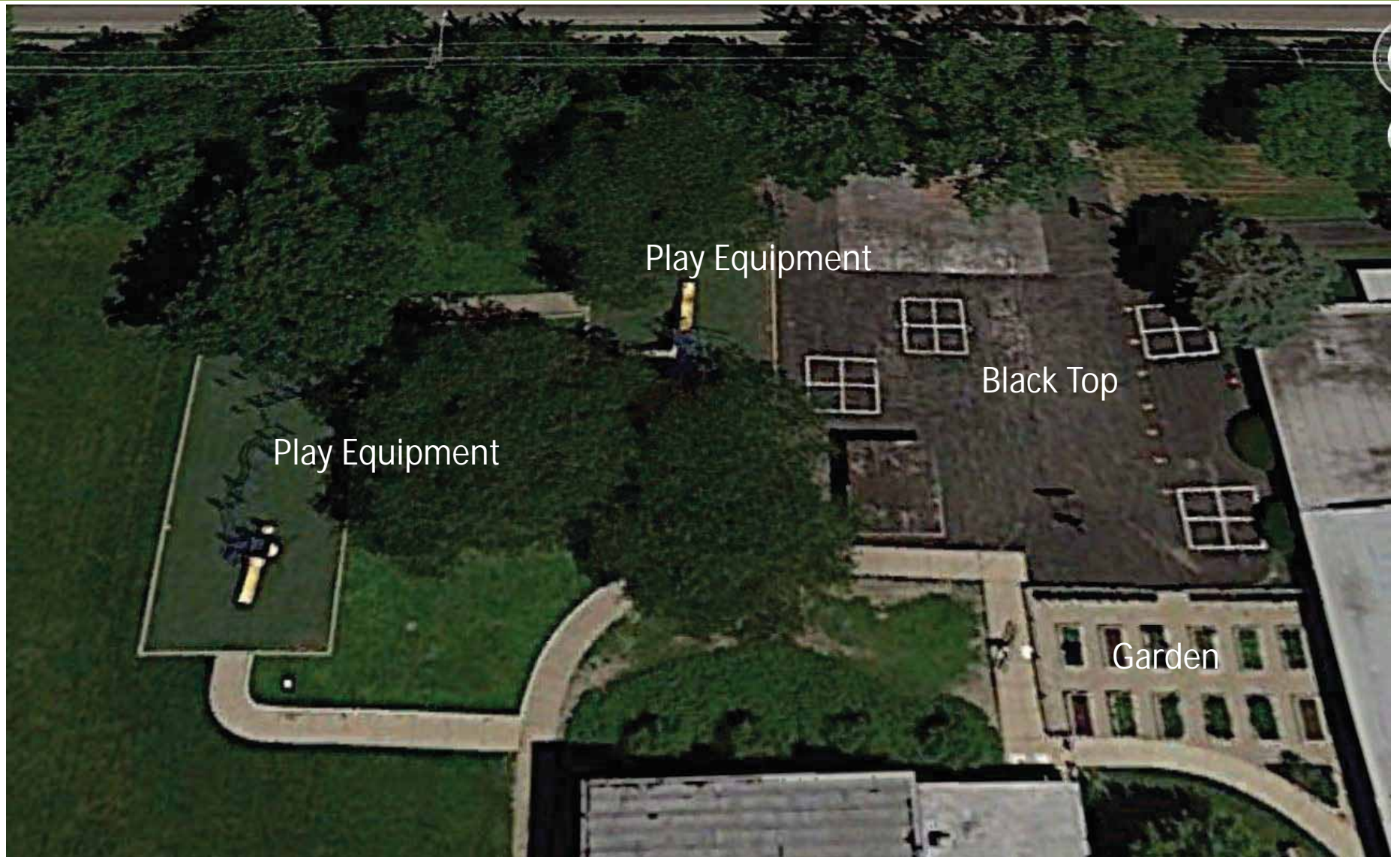
West Park Playground Existing Site Aerial



West Park Playground Existing Trees



West Park Playground Existing Site Aerial



West Park Playground : School Black Top



West Park Playground : Painted Black Top Examples



West Park Playground : School Black Top Proposals

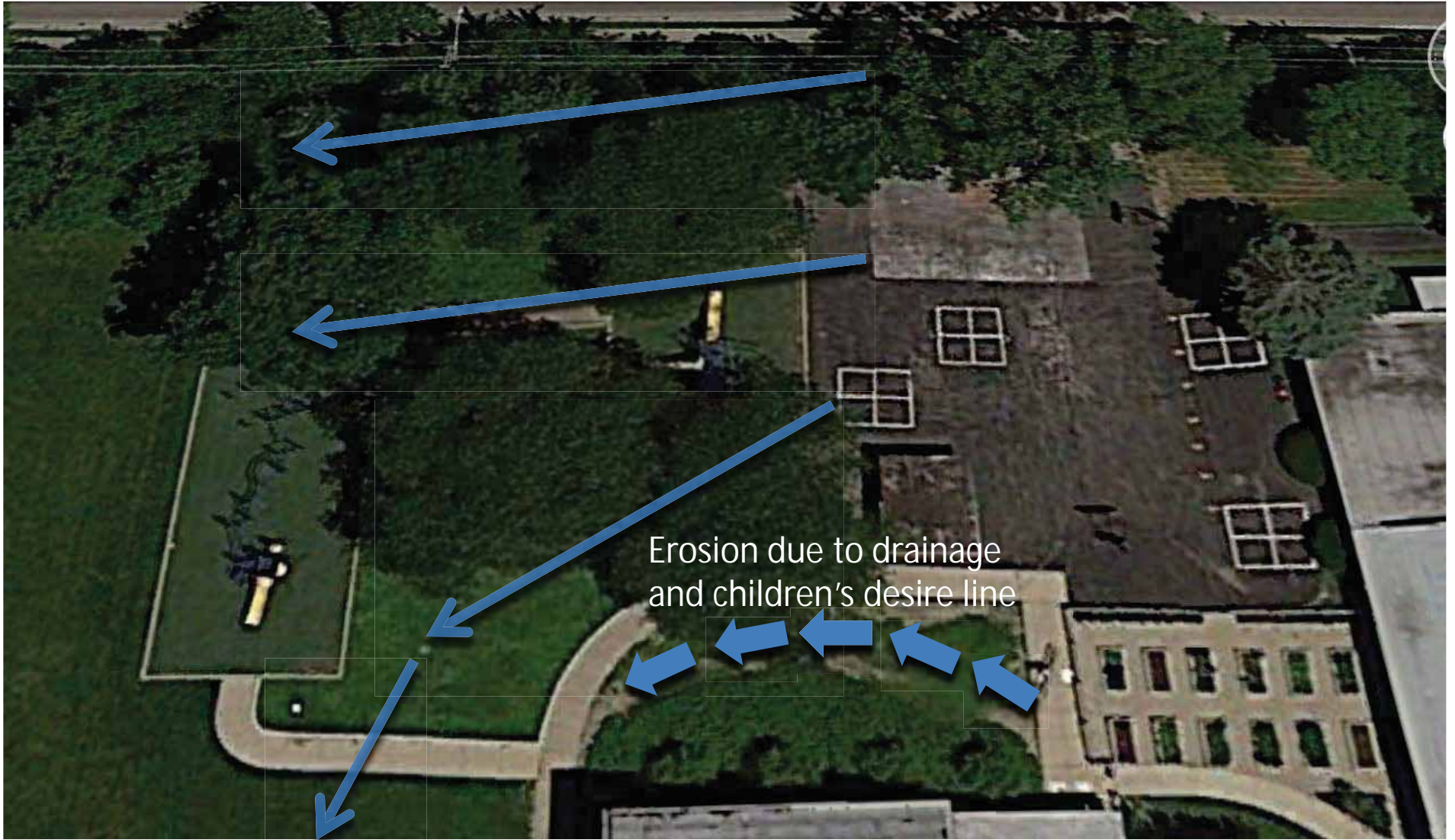
Full Junior Court & Multiple Games



3 Hoops and Simplified Layout



West Park Playground Drainage



West Park Playground Issues: Slope, Drainage and Erosion



West Park Playground Issues: Slope, Drainage and Erosion



West Park Playground Issues: Slope, Drainage and Erosion



West Park Playground Issues: Slope, Drainage and Erosion



West Park Playground Issues: Slope, Drainage and Erosion



West Park Playground : School and PD Priorities

- Sustainability
- Accessibility
- Upper body/Overhead events
- Buddies Bench
- Use poured-in-place.
- Minimal interactive play panels for 5-12
- Potential Discovery Area to the north of the tennis courts 2-5

Not Acceptable:

- No swings
- No Metal Slides
- Tube Slides/Crawl Tunnels
- Bubble Panels
- Roller and Metal slides
- Wooden Components
- Diggers
- Spring toys

West Park Playground : School and PD Priorities

School and Park District Staff Stated:

- Topography to be highlighted
- Slides and climbing features in topography
- Slides at grade if possible

- School serves 8-10 year olds, requested separate 2-5 year old area
- Nature/Discovery area could serve mainly 2-5 year olds
- Park District could provide woodchips, logs cut into different sizes for climbing, seats, tables, etc.
- Would include boulders

Constructions start date June 12th. Completion before August 10th

West Park Playground : Examples School Liked



Climbing Features and Unusual Paths

West Park Playground : Examples Long Slides



All liked the concept but needs lots of slope

West Park Playground : Examples Slopes Sites



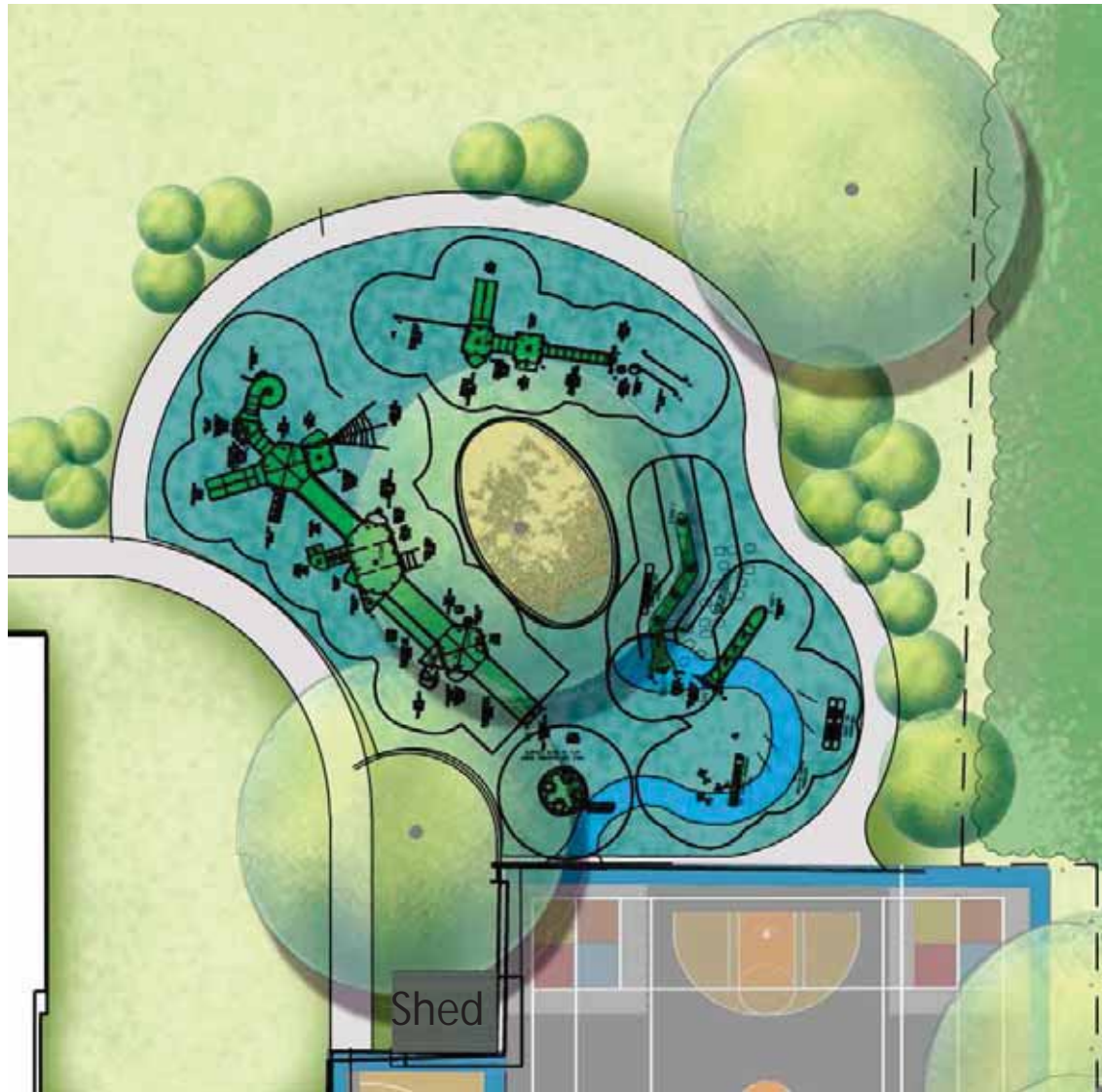
Unfortunately we do not have this much slope

West Park Playground : Examples Slopes Sites

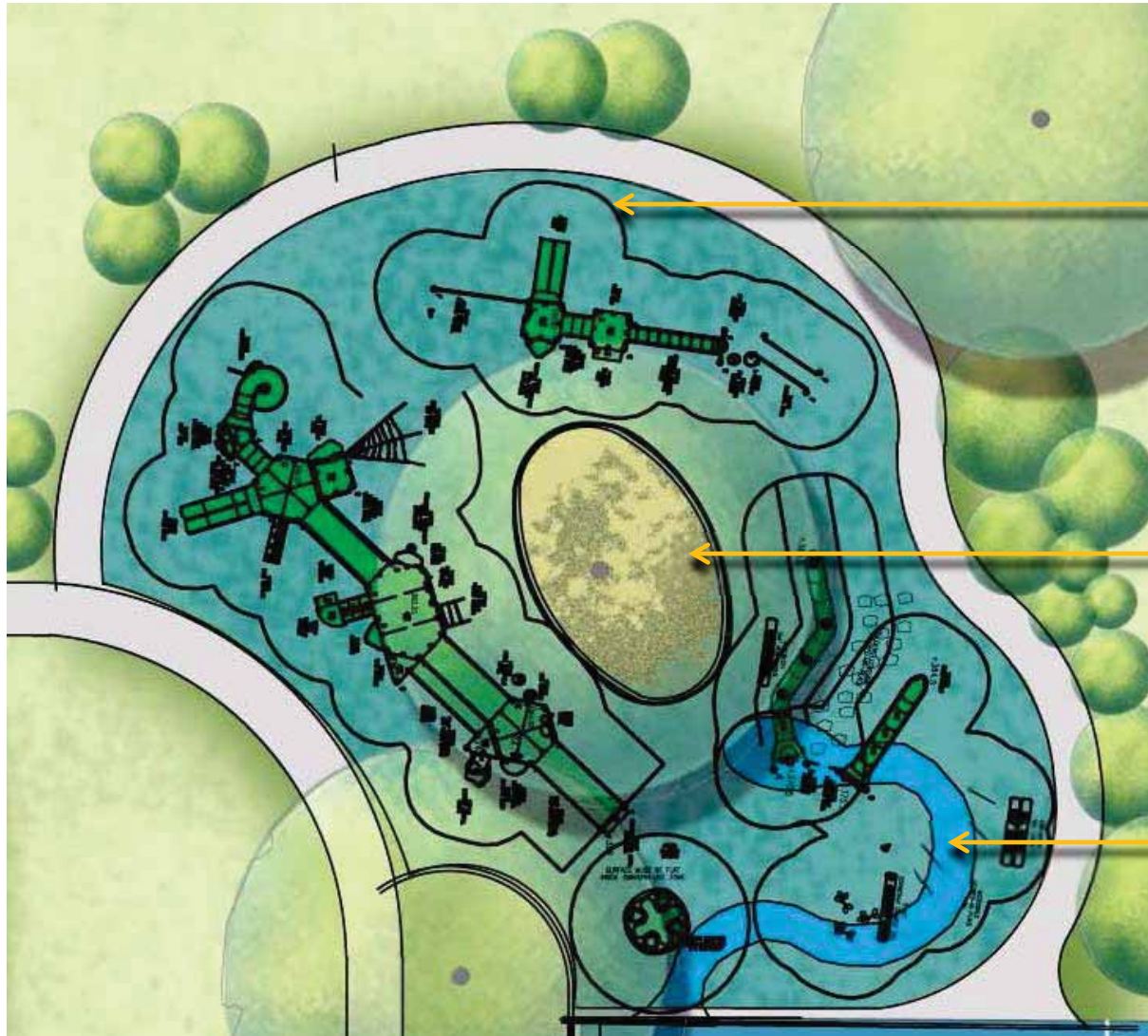


Total existing slope is 5.5 feet over entire playground

West Park Playground : Proposed Plan



West Park Playground : Proposed Plan



Fall Zone

Curb & Mulch around Tree

ADA path to slides

West Park Playground : View Looking West



West Park Playground : View Looking West



OmniSpin

West Park Playground : View Looking South East



West Park Playground : View Looking North



West Park Playground : ADA Equipment



West Park Playground : Looking North East



Colors not updated this slide

Comparison Existing and Proposed

Existing Playground Area – 3,310 S.F.

Proposed Playground Area – 5,600 S.F.

Issues: Drainage and Erosion



Erosion could be prevented by adding a fence around this space and timbers from Astor across slope and planting but it is outside of the scope

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Erosion could be prevented by adding a fence around this space and timbers from Astor across slope and planting but it is outside of the scope

Potential Deck - Tree Protection Not included in the Budget



Tree Protection, Central Feature, Stage, Gathering Place

Potential Deck - Tree Protection Not included in the Budget



Tree Protection, Central Feature, Stage, Gathering Place

Something to think about in the Long Term : Exhibit Wetlands



Consider adding a wetland for stormwater
and to provide a landscape exhibit for the kids
And habitat for birds and Insects

WE HAVE BEEN TRYING TO ISOLATE OURSELVES
FROM NATURE FOR MILLENIA.....

AND WE HAVE ALMOST TOTALLY SUCCEEDED

West Park Discovery Area : Site Proposed Discovery Area



West Park Discovery Area : Site Proposed Discovery Area



West Park Discovery Area : Drainage Issues



West Park Discovery Area : Drainage Issues

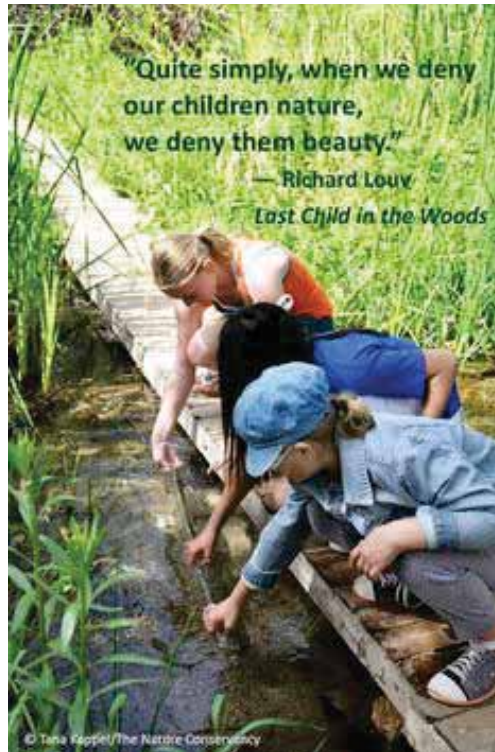
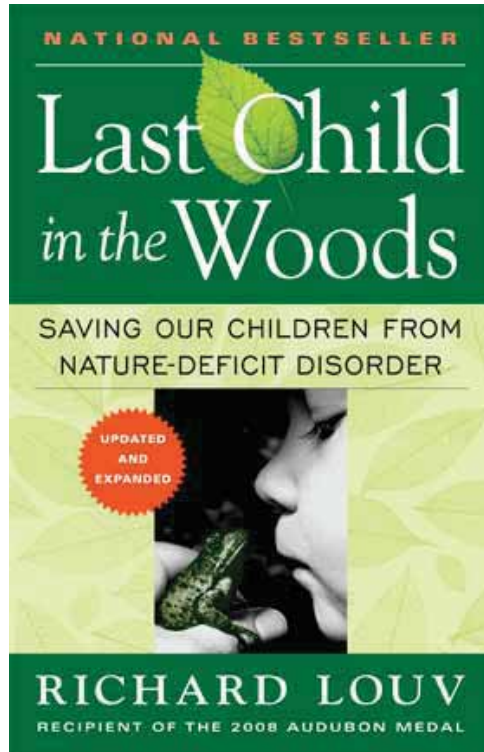
Water in carpark flows north
And ponds in NE corner

Site drains towards future Discovery Area



Old Playground was removed, site is slightly below surrounding grade, water ponds

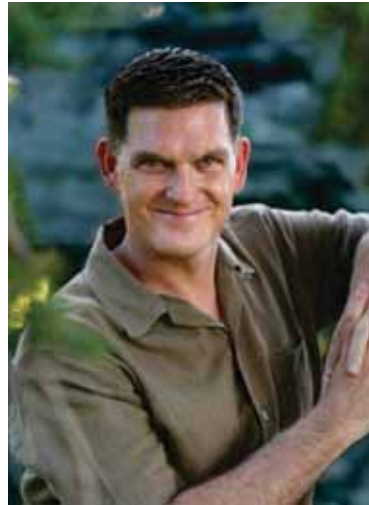
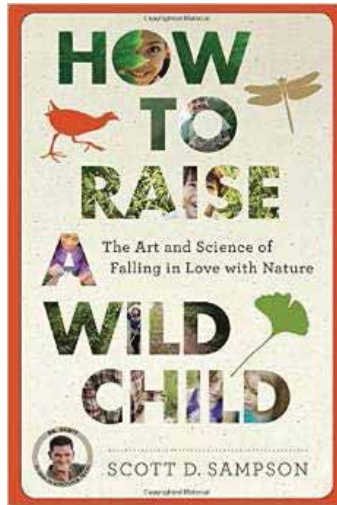
Unstructured Outdoor Recreation: Why is it important



National Movement 2006

No Child Left Inside® is a promise to introduce children to the wonders of nature – for their own health and well-being, for the future of environmental conservation, and for the preservation of the beauty, character and community."

“For young children, it's mostly about unstructured play.”



Today Scott Sampson of Dinosaur Train and Curator at Denver Museum of Nature

“Research shows that free play is critical for brain growth, body growth, and emotional growth. The outdoors provides this multi-sensory smorgasbord of opportunities to engage, not just on a computer screen, but through sight, sound, touch, and smell.”

“But you have to let your kids get messy.”



WHY CAN'T OUR KIDS HAVE SOMETHING LIKE THIS?



Inspiration



Curving Paths, Mounds, Lots of Trees, Keep Fallen Trees, add Boulders

Inspiration



West Park Discovery Area: What is it?



Coonley School



Mills Park

The Discovery Area will be a bright, welcoming area, sized for young children, where they can explore and interact with the world around them. It is comprised of natural materials: mounds, nooks, wooden steppers, seats/tables, boulders and logs to climb, and tree trunks that will slowly decompose introducing children to the transformational force of entropy.

West Park Discovery Area: What is it?

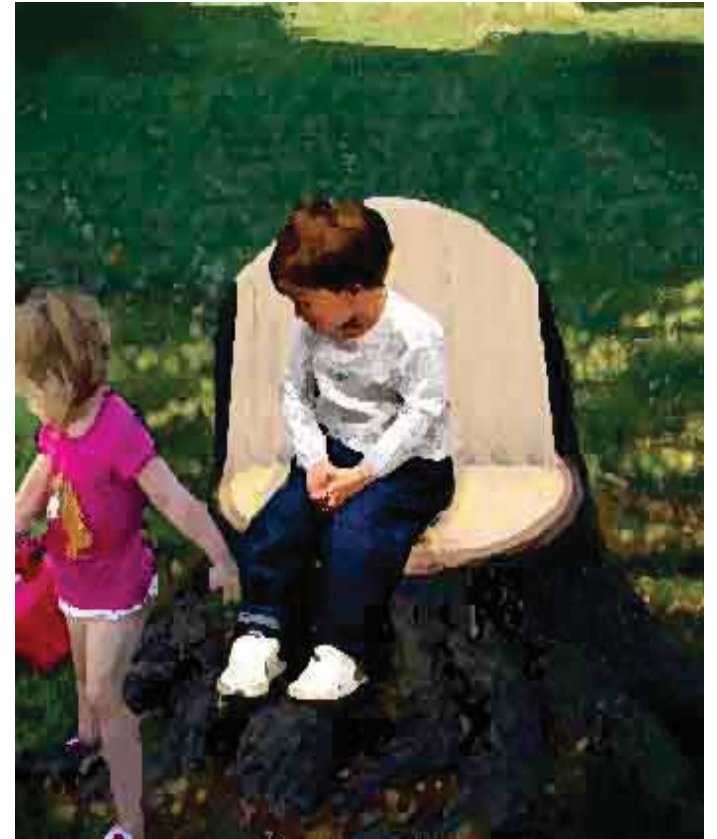


Mills Park

West Park Discovery Area : Elements

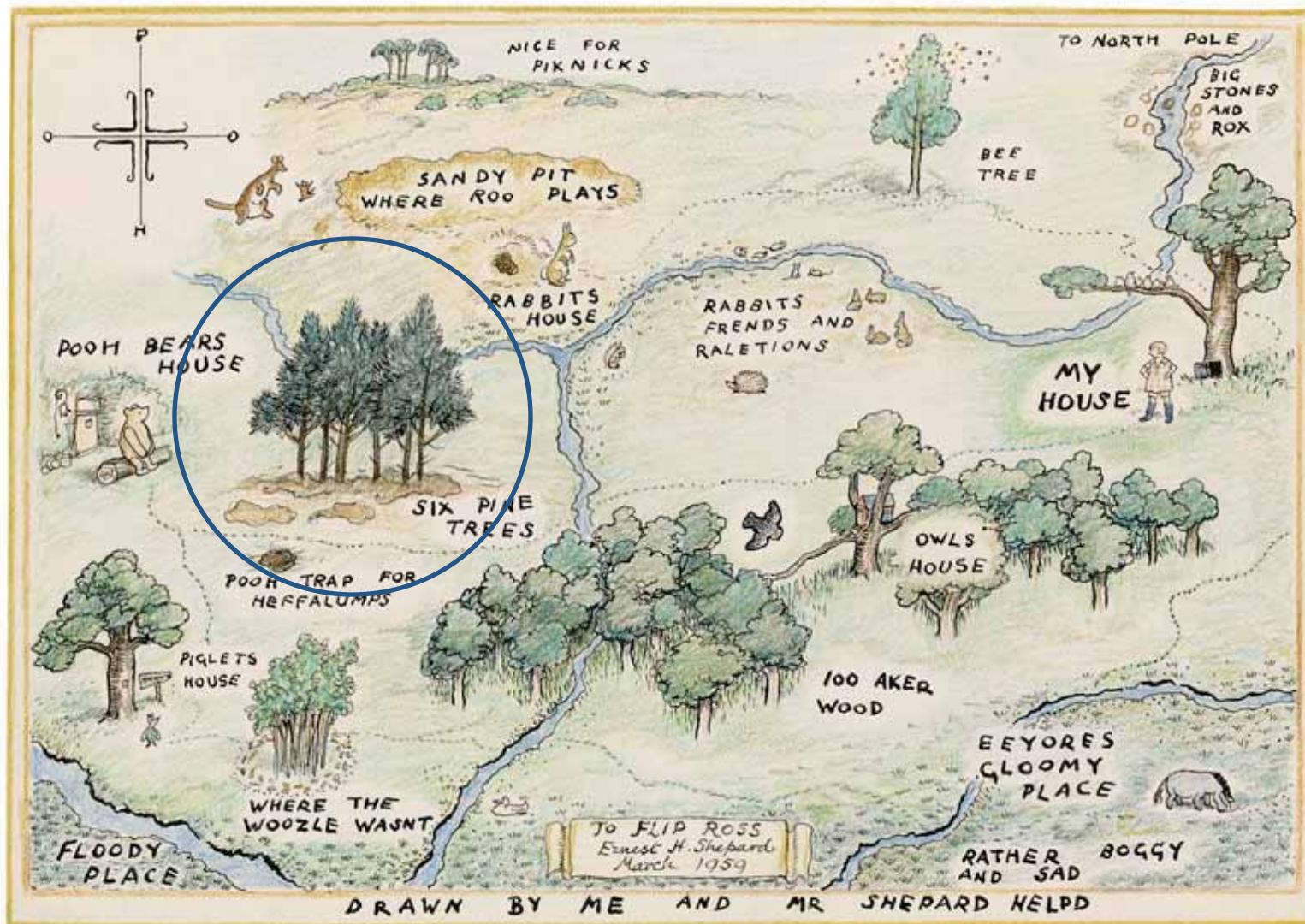


Conservatory Garden Oak Park



Tree Seat Mills Park Oak Park

And Think Like a Child: Create a Landscape Narrative



And Think Like a Child. Create a Landscape Narrative

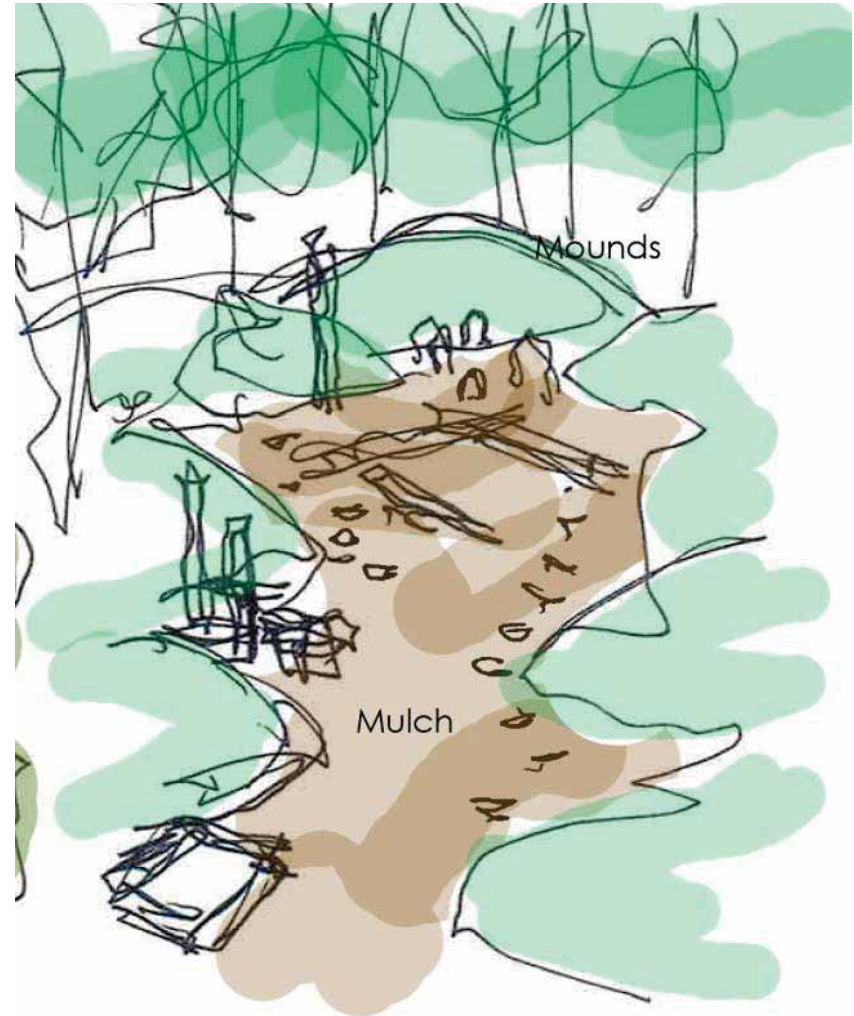


Berms and Distinctive Planting

West Park Discovery Area : Form



Plan view

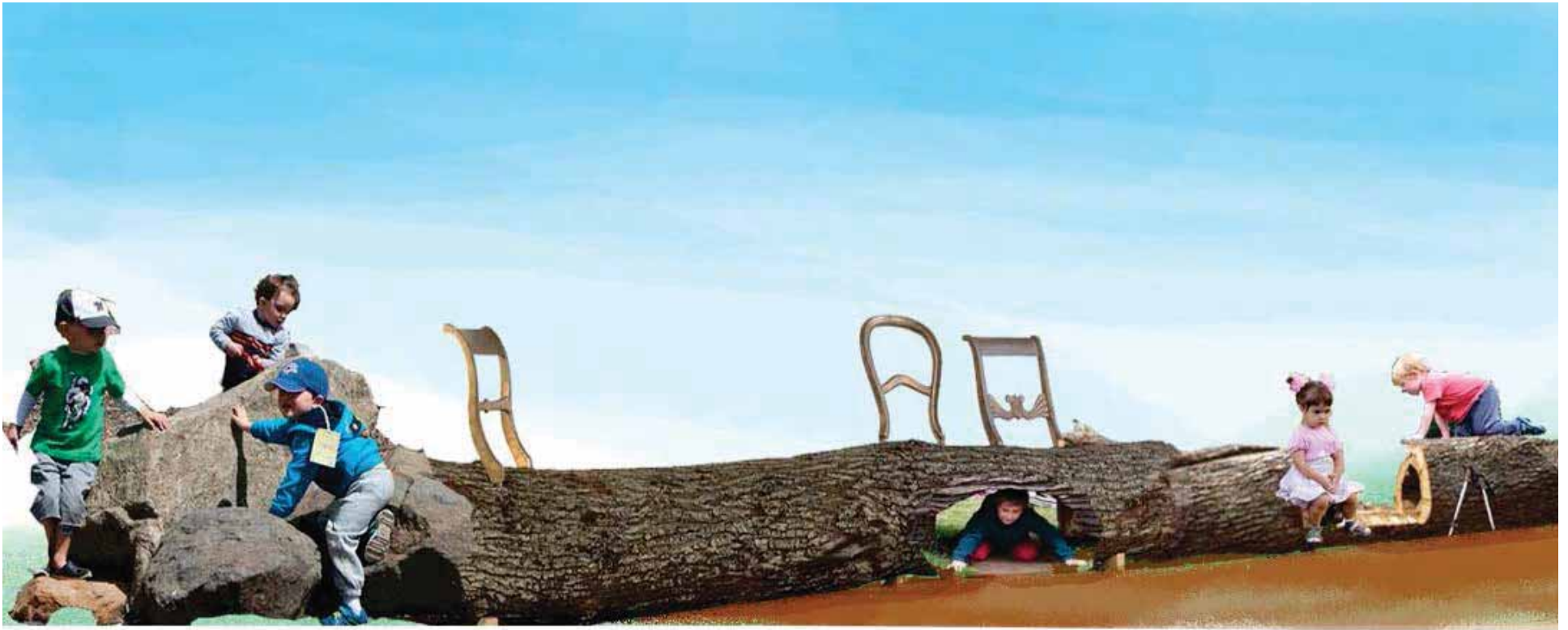


Using all excavated material on-site

West Park Discovery Area : Elements



West Park Discovery Area : Elements



Boulders

Tree Trunks

Cut into tunnels, seats and a drum

West Park Discovery Area : Elements



West Park Discovery Area : Elements





Boulders with Petroglyphs

If We Get More Ambitious



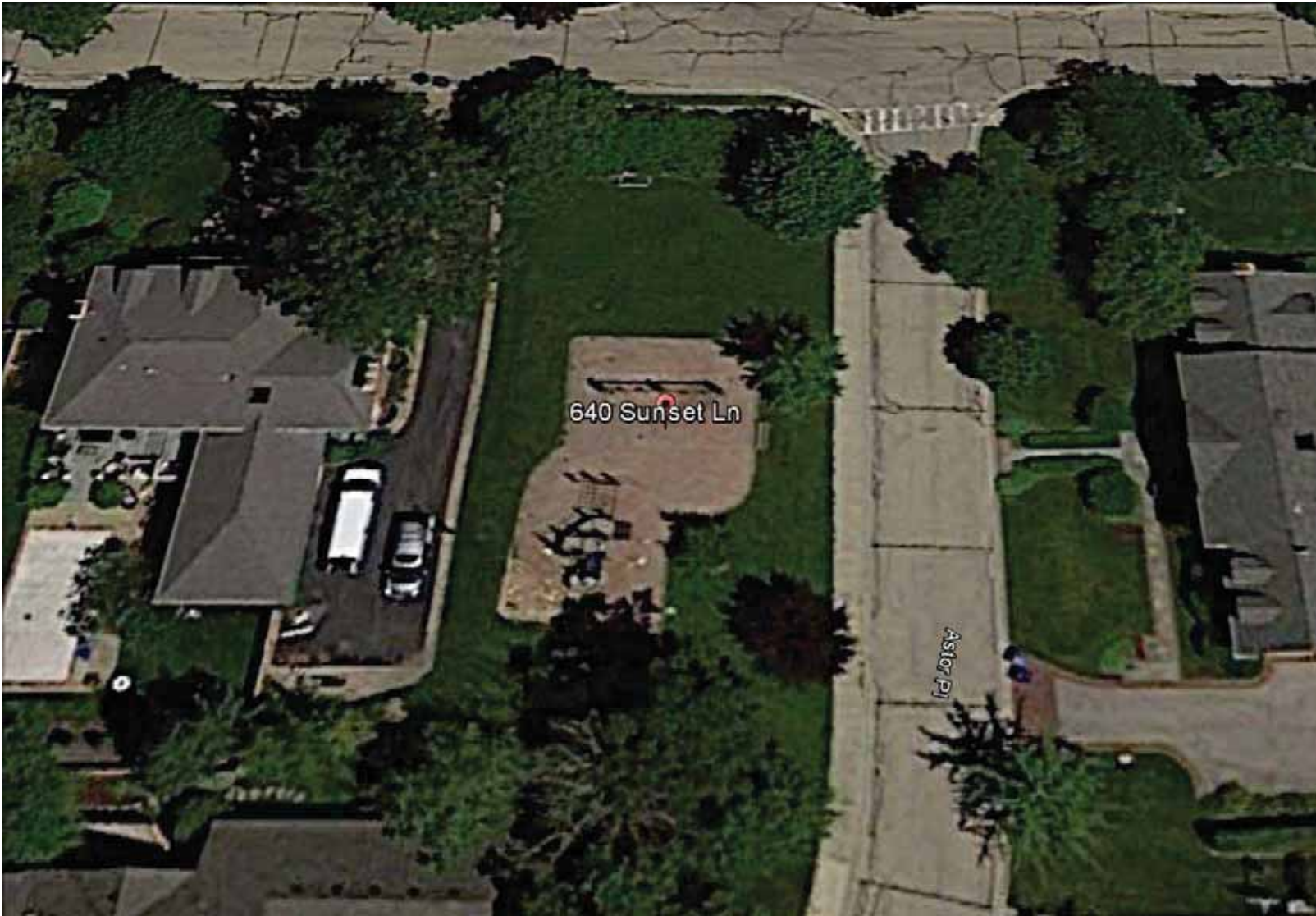
Seating and Art Pieces Perhaps over Time

If We Get More Ambitious



Seating and Art Pieces Perhaps over Time

Astor Park Playground Renovation



Astor Park Playground Renovation



Astor Park Playground Renovation



Astor Park Playground Renovation Option 2



Astor Park Playground Renovation Option 2



We will ensure the equipment doesn't make too much noise

Astor Park Playground Renovation Option 4



Astor Park Playground Renovation Option 4



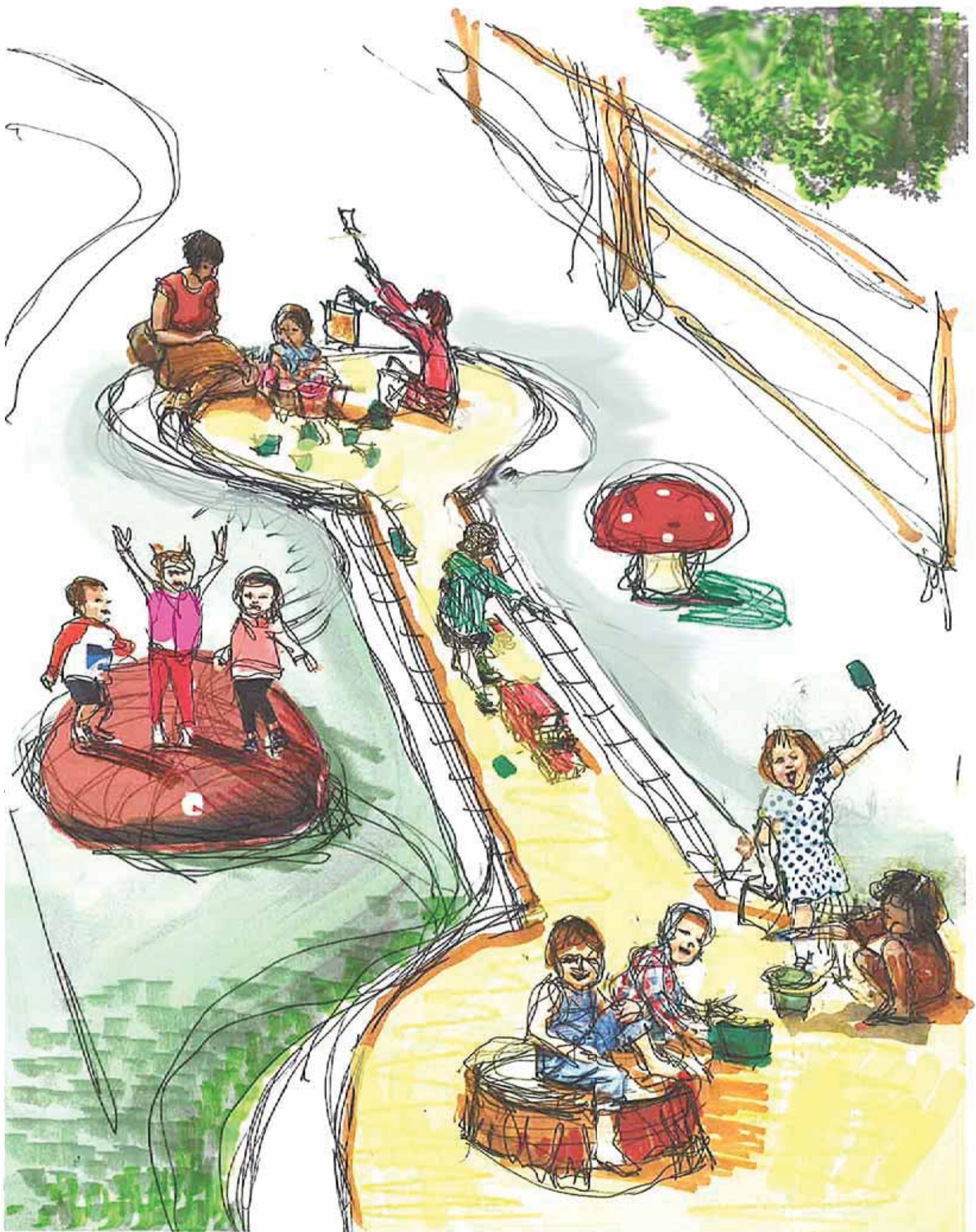
Astor Park Playground Renovation Option 2 and 4



landscape architecture + urban design + planning







V. Discussion on Proposed Fitness Area (Location, Equipment, and Facility Improvements)


**The presentation by AltaManu and
possible documents will be shared
at the Committee meeting.**

Glencoe Park District
February 21, 2017
Special Projects and Facilities Committee Meeting



Takiff Center Fitness

Fitness Area Planning and Equipment



Stage	Time Period
Membership Sales Begin	Early July
Begin Construction	Late August
Beginning Construction Pass Sale	Late August
Fitness Area Soft Open	Late October
Grand Opening	Early November
New Year's Pass Sale	December/January

Project Timeline

Potential Rooms

- Multi-Purpose room (1,200sq ft.)
- Community Rooms (1,600sq ft.)
 - 2 rooms combined
- Aiken Activity Room (1,350sq ft.)

Factors to Consider

- Size and construction needs
- Accessibility to showers & fitness rooms
- Disruption to current programming/rental schedules
- Ease of access and entry for the customers
- Ability to supervise activity and access



Picking the right space

Transition Planning

Relocation of Current Aiken Activity Room
Programming

Activity	Day / Time / Season	New Location	Possible Conflicts / Notes
Broadway Bound	Mondays, 3:30-5:30pm	Community Room 1	Smaller room
New Horizon's Band	Tuesdays, 9am-12:30pm	Community Hall	Substantial amount of storage and movement of supplies
Broadway Bound	Tuesdays, 3:30-5:30pm	Community Room 1	Smaller room
Writers Group	Wednesdays, 10am-12pm	Any Community Room	
Hakafa	Sundays, 9am-12:30pm	n/a	Most likely cannot be relocated as they already use the majority of rooms in the Takiff Center on Sundays – the yoga studio is the one available room
Birthday Parties	Multiple Days	MPR / Community Room 1	Community Room 1 is smaller
Camps / Day off Programs	Multiple Days	Gym / MPR / Community Room 1	Depending on size of group, they will be moved to an appropriate room
Misc. Programs	Multiple Days	Any Community Room / MPR	Depending on program -multipurpose and community wing rooms will be utilized

Transition Planning

Fitness Equipment Research

CLUB INDUSTRY
SHOW





- Renovated in 2016 – currently 250 members.
- Precor Equipment
- Similar demographic and target market
- Similar facility layout and amenities

Northfield Park District



- Higher quantity of equipment, but not personalized.
- Combination of Precor and Life Fitness equipment
- Locker rooms are larger but similar amenities

Winnetka Community House



- Larger space/higher quantity of equipment
- Additional amenities available (pool)
- Unique equipment (fitness rig & spin bikes)

Bernard Weinger JCC (Northbrook)

COMING IN 2017: A NEW & IMPROVED SPACE

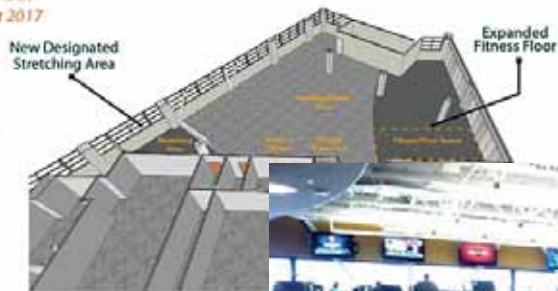
Grand Opening
Fall 2017

Renovation of the Recreation Center of Highland Park was identified in the Park District GreenPrint 2024 Master Plan as a priority project based on community input. Fitness members identified more space on the fitness floor and dedicated stretching space as a top priority through annual member surveys.

THE RECREATION CENTER WILL REMAIN OPEN DURING CONSTRUCTION WITH LIMITED DISRUPTION TO MEMBERS

UPPER LEVEL Expanded Fitness Floor Construction May-August 2017

Increase Fitness Floor area by 830 square feet
Expanded Free Weight and Strength Training Area
Expanded and dedicated Stretching Area
New state-of-the-art strength training equipment



- Larger space/more equipment
- Upcoming renovation
- Amenities include track, pool, fitness studios, and gym

Recreation Center of Highland Park

- **Buying**

- Better pricing
- No additional financing expenditures
- Full ownership of all equipment
- Less flexible return / exchange policies

Buying vs. Leasing Equipment



- **Leasing**

- 10 – 15% more expensive due to financing charges
- Conservation of capital
- Cost coverage
- Budget Benefits



Precor (Direct Fitness)



Precor (Direct Fitness)

- **Cardio Equipment**

- 1 AMT
- 4 Treadmills
- 2 Ellipticals
- 1 Upright Bike
- 1 Recumbent Bike
- 2 Nustep Recumbent Cross Trainers

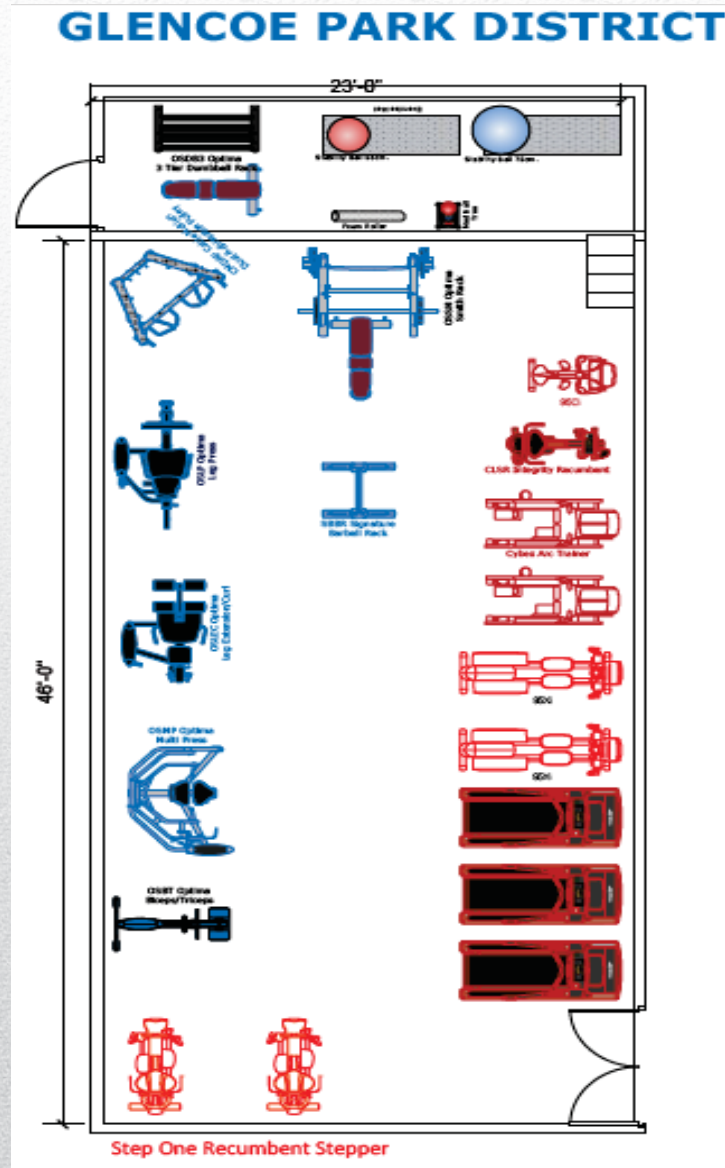
Quoted Price: \$87,378.98

- **Strength Equipment**

- 1 Stretch Trainer
- 1 Multi Press
- 1 Bicep / Tricep
- 1 Leg Extension / Curl
- 1 Leg Press / Calf Extension
- 1 Smith Machine
- 1 FTS Glide
- 1 Rack of Dumbbells
- Benches, Plates, Medicine Balls, Racks, Mats



Life Fitness



- **Cardio Equipment**
 - 2 Cross Trainers
 - 1 Recumbent Bike
 - 3 Treadmills
 - 1 Upright Bike
 - 2 Recumbent Stepper
 - 2 Arc Trainers

Quoted Price: \$90,972.63

- **Strength Equipment**
 - 1 Dumbbell Rack
 - 1 Bicep / Triceps
 - 1 Leg Extension / Curl
 - 1 Leg Press
 - 1 Multi Press
 - 1 Cable Motion Machine
 - 1 Smith Machine
 - 1 Bar Bell Rack
 - Medicine Balls, Benches, Racks, Mats, Plates, etc.

LifeFitness



6

MARKETING STRATEGIES

DESIGNED TO SELL
MEMBERSHIPS

- **Generate a buzz** with an awareness campaign.
 - Use video, brochure, social media, Glencoe Quarterly to spread message.
- Use **unexpected spaces** to create a visual presence
 - Banners and marketing materials in outdoor spaces
- Focus on securing memberships from target market with **ties to Takiff Center**
 - Leverage proximity or program participation in membership sales
- Use tiered sales approach to **generate a call to action**
 - Create Early Bird Sale, Construction Started Sale, Soft Opening Sale, etc.
 - Package fitness membership with other deals (i.e. personal training, Watts/Beach passes, fitness class punch cards)
- **Build fitness events** with publicity angle
 - Soft opening, Grand Opening, New Year Challenge
- Create JumpStart Introduction program to **retain members**



• CHOOSING THE RIGHT

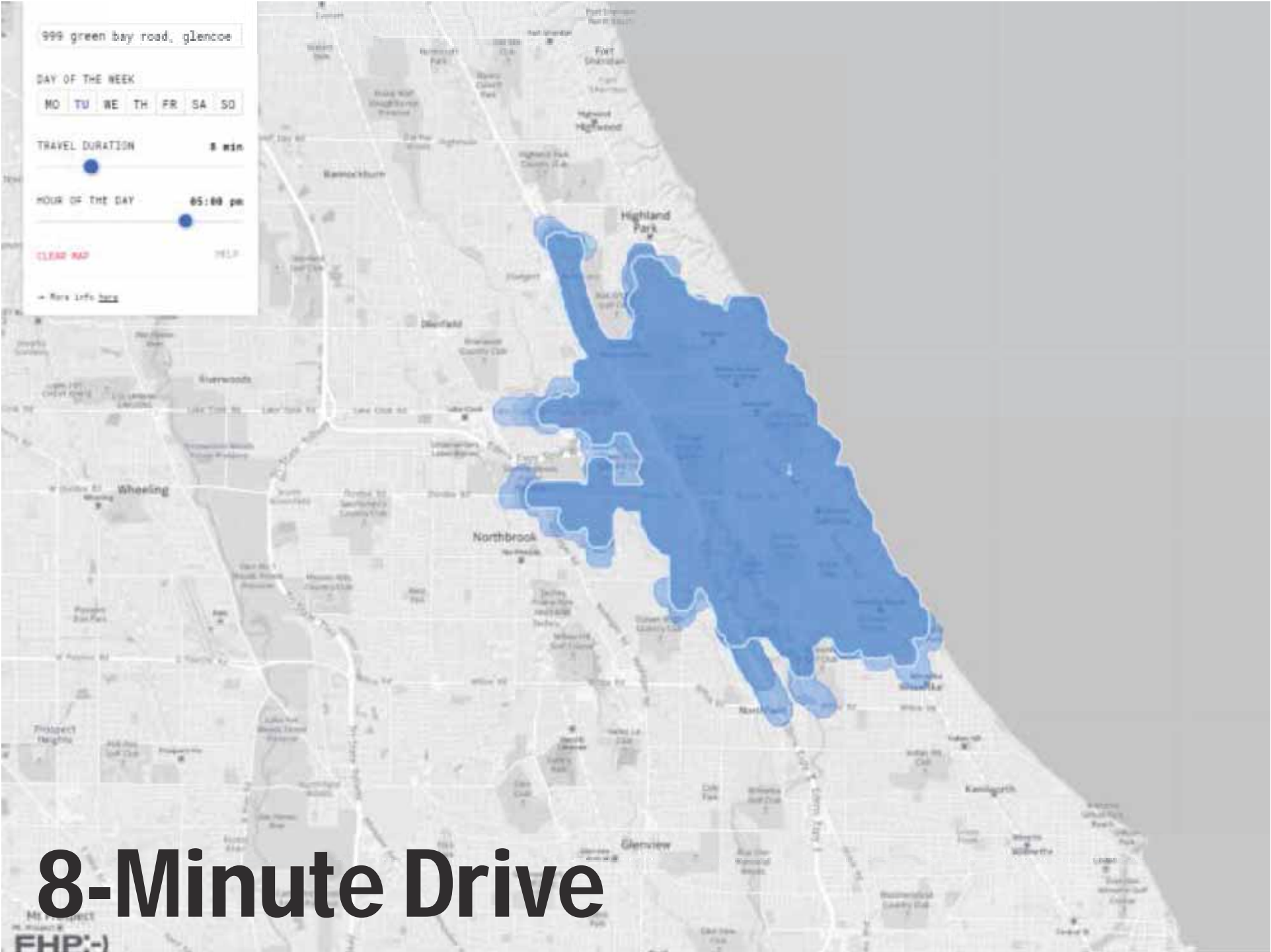
• TARGET & TOOLS

Target Market

- **Neighbors** within 8 minute drive
- **Parents** of children in Takiff Center programs
- **Active adults** (55+) interested in staying healthy

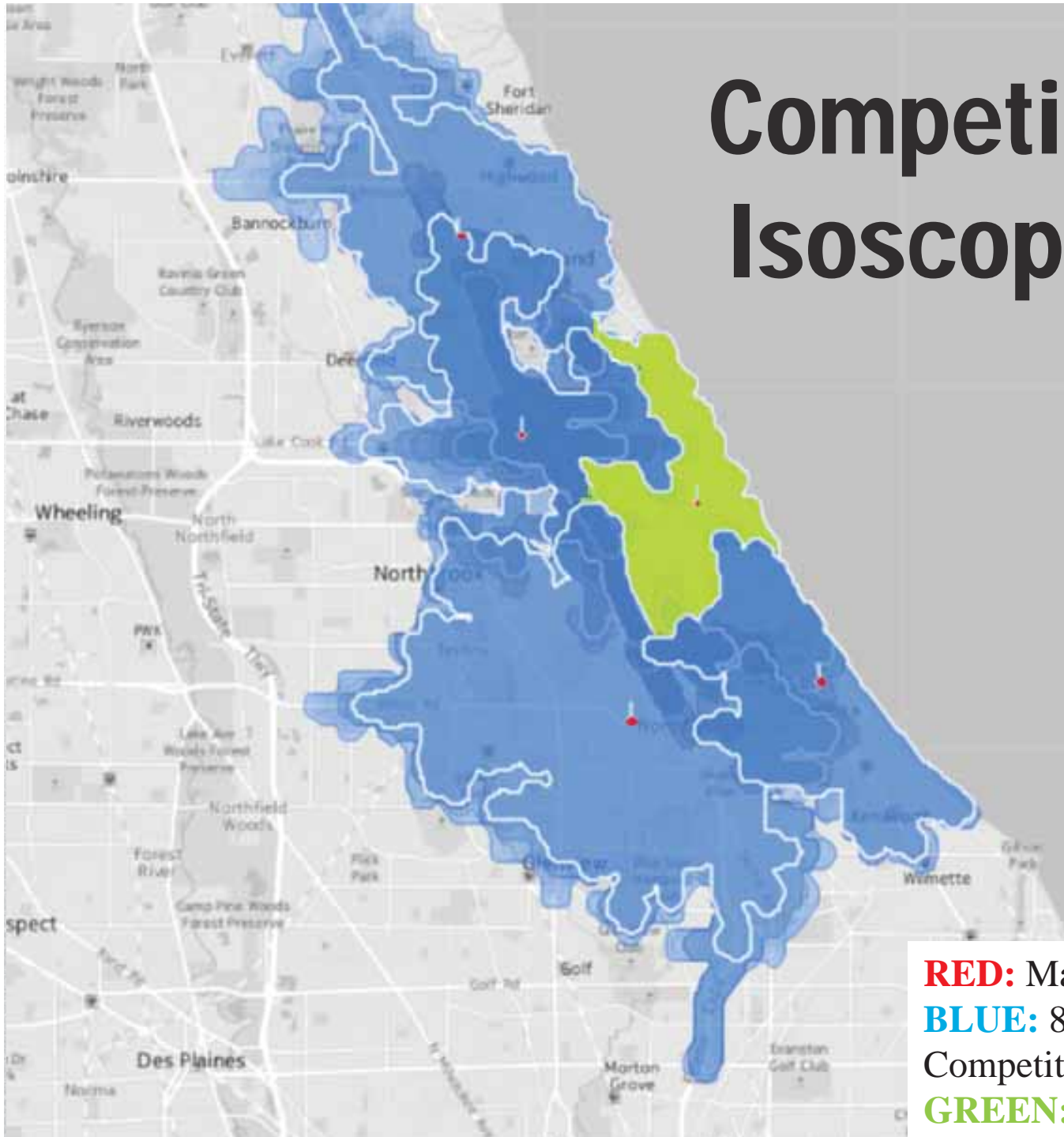
Tactics

- Stand Alone Website
 - Lead Generation Forms
- Direct Mail
- Outdoor Signage
- Social Media Paid Ads
- Marketing Pieces
 - Welcome Folder
 - Seasonal Brochure
 - Glencoe Quarterly
 - Flyers
- Email Marketing
- Special Event Presence
- Early Bird Sales
- Bring a Friend Sales
- Guest Promotions



8-Minute Drive

Competitor Isoscopes



RED: Major Gyms
BLUE: 8-Minute Drive for
Competition
GREEN: Target Market


- New doors
- Locker and storage space
- Stretching area
- Flooring
- Mirrors
- Technology
- Changing rooms/showers

Remodeling of Existing Space

First Draft Budget: \$310,000

- Includes:
- Architect fees: \$22,500
 - Includes fitness area and cosmetic/ADA upgrades to a shower area. Fee will increase if design of a second shower area is proposed.
- Fitness Equipment: \$100,000
- Estimated Construction Costs \$187,500
 - Flooring, Doors, Railing, IT Services, Carpentry, Mirrors, Electrical, Furnishings, Lockers

Tentative Budget



Cosmetic and ADA upgrades to shower area and second shower room would be an additional construction costs which are not currently budgeted.

- To do cosmetic and ADA upgrades to the current shower room we recommend increasing budget by \$50,000.
- Second Shower Room Price unknown, but we don't recommend exceeding an additional \$100,000
- **Total Increase: \$150,000**

Tentative Budget

The Next Steps

Marketing

- Develop a comprehensive marketing strategy
- Find ways to reach target demographics

Operations Planning

- Staffing levels
- Hours of operation
- Services to offer (personal training, babysitting, etc.)

Pricing Model Creation

- Types of memberships
- Duration of memberships
- Cost of memberships

