

# Place Making Essentials: Parks & Open Spaces



A Glimpse into  
Gloucester's  
Experience

Get Fit Gloucester!



Working for a  
Fit-Friendly Gloucester



**Mass  
in Motion**  
Better health. It's your move.®

Stephen Winslow

City of  
Gloucester

April 3, 2013

# Agenda

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- What to Work On: Role of Mass in Motion in Park & Recreation
- Where to Begin: Park Development Process
- Project Approaches
- Funding Sources



# What to Work On: Role of MiM in Parks & Open Space

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- Health Impact
- Generational
- Breadth
- Community-Powered

# What to Work On: Role of MiM in Parks & Open Space

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## ○ Health Impact: Newell Stadium

### SUMMARY OF FINDINGS

#### Results from the 2009 Gloucester Student Health Survey

**Physical Activity:** A new item added to the 2009 Gloucester survey assessed how many youth engage in the U.S. Surgeon General's recommended 60 or more minutes of physical activity on at least 5 days in a week. 56% of Gloucester high school students reported this level of activity, a rate higher than the state average of 41%. Of note is how physical activity declined with/age grade, with 65% of 9<sup>th</sup> graders meeting the recommended activity level, down to 62% of 10<sup>th</sup> graders, 54% of 11<sup>th</sup> graders, and 46% of 12<sup>th</sup> graders.

# What to Work On: Role of MiM in Parks & Open Space

## NEWELL STADIUM FIELD USE EVALUATION

Currently Scheduled	
Total Games / Practices	50

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Should be Scheduled	
Total Games / Practices	495



*"Do this so the kids know we value them" Dick Wilson*

# What to Work On: Role of MiM in Parks & Open Space

## Generational: Burnham's Field



“Do Something that hasn’t been done for a generation and that will last a generation”

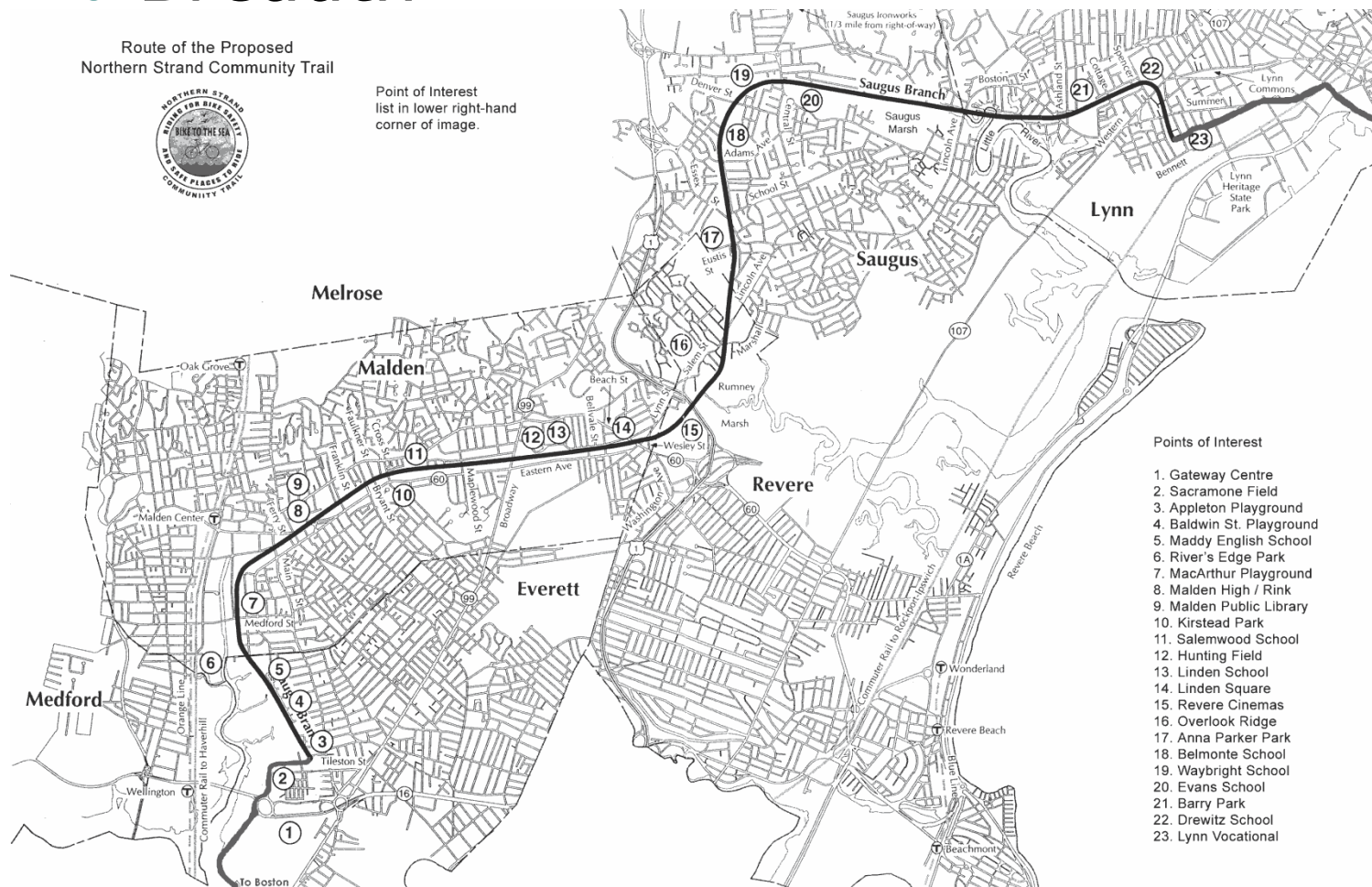
# What to Work On: Role of MiM in Parks & Open Space

## ○ Breadth

Route of the Proposed  
Northern Strand Community Trail



Point of Interest  
list in lower right-hand  
corner of image.



### Points of Interest

1. Gateway Centre
2. Sacramone Field
3. Appleton Playground
4. Baldwin St. Playground
5. Maddy English School
6. River's Edge Park
7. MacArthur Playground
8. Malden High / Rink
9. Malden Public Library
10. Kirstead Park
11. Salemwood School
12. Hunting Field
13. Linden School
14. Linden Square
15. Revere Cinemas
16. Overlook Ridge
17. Anna Parker Park
18. Belmonte School
19. Waybright School
20. Evans School
21. Barry Park
22. Drewitz School
23. Lynn Vocational

# What to Work On: Role of MiM in Parks & Open Space

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- Community-Powered

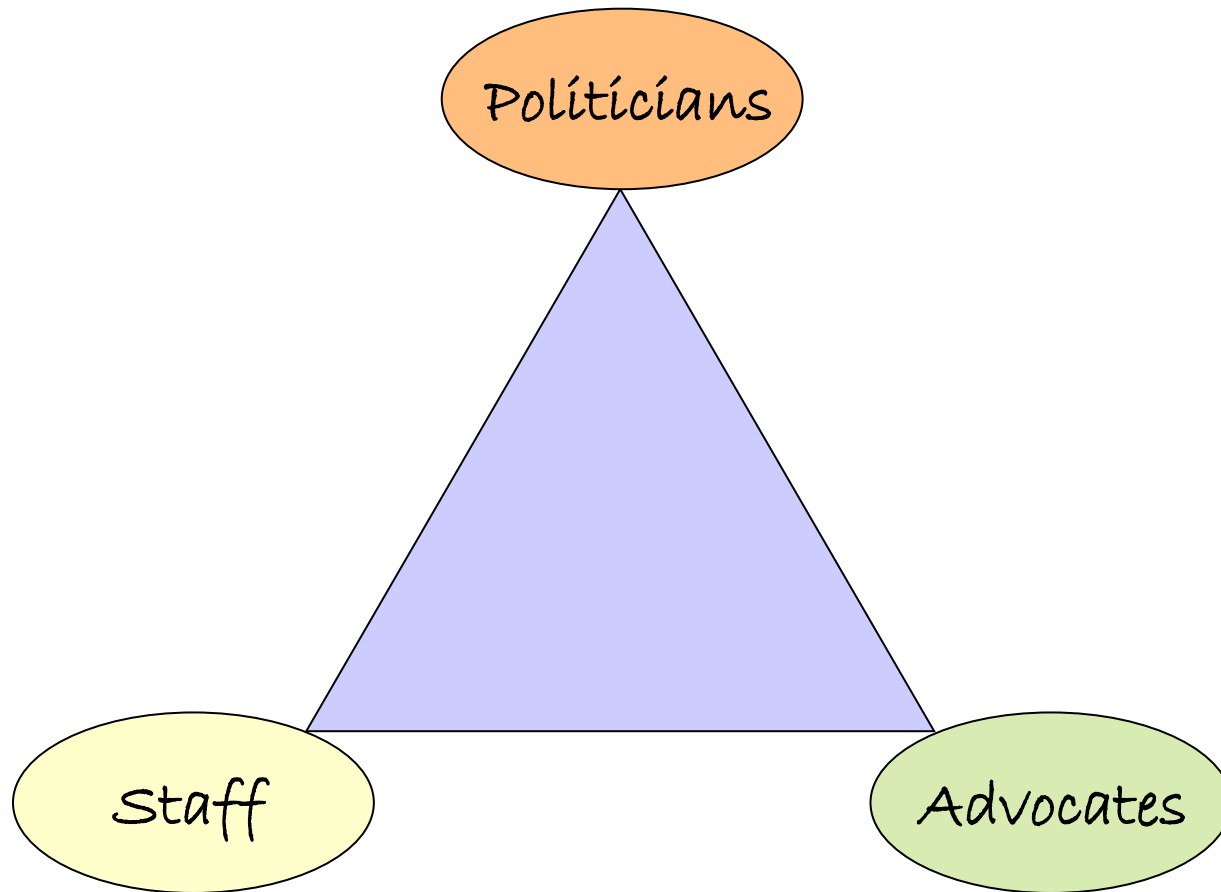




# What to Work On: Role of MiM in Parks & Open Space

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- Community-Powered (Triangle)





# Where to Begin: The Park Development Process

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- Where Are You?
- Where Do You Want to Go?
- Who can get you there?
- How much will it cost?
- Plan or Act?

# Where to Begin: The Park Development Process

## What Goes into Building a New Stadium?

The collage illustrates the stadium development process through several key stages:

- Fundraising Plan:** Represented by green 3D text and images of people at a race finish line and a group holding a check.
- Master Plan:** A large red 3D text overlay on a detailed spreadsheet table.
- Renewal of Newell Stadium:** A red poster with a silhouette of a person running and the text "Mass in Motion".
- Survey & Soil Testing:** A blue 3D text overlay on an image of a surveying instrument on a tripod.
- Design & Bid:** A blue 3D text overlay on an architectural site plan of a stadium.
- Construction:** A blue 3D text overlay on an image of a tractor on a construction site.

Item Description	Quantity	Unit Price	Total Price	Notes
Grass Sod	1	100	100	
Base Course	1	100	100	
Topsoil	1	100	100	
Seeds	1	100	100	
Watering	1	100	100	
Maintenance	1	100	100	
Lighting	1	100	100	
Security	1	100	100	
Sound	1	100	100	
Scoreboard	1	100	100	
Concessions	1	100	100	
Restrooms	1	100	100	
Office	1	100	100	
Locker Room	1	100	100	
Press Box	1	100	100	
Box Seats	1	100	100	
Field House	1	100	100	
Stadium	1	100	100	
Other	1	100	100	
<b>Total</b>			<b>1000</b>	

# Project Approaches

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- Existing Municipal Staff
- Pros and Cons of Volunteer Efforts
- Piecemeal
- Phasing
- All-in





# Funding Approaches

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- Government Sources
  - State: PARC, Gateway Community Grants, Recreational Trails
  - Federal: CDBG, Brownfield
  - Local: Community Preservation Act, Meals Tax, Bonds
- Private Donations
  - Individual Contributions
  - Businesses
  - Foundations



# Funding Approaches: Newell

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- Project Budget (Including soft costs)
- Funding Raising Pyramid
- Diversity of Sources

# Funding Approaches: Newell

## The GFAA Goal: To Raise \$2,000,000 for the Renewal of Newell Stadium towards the final budget of \$3,500,000

This renovation of Newell Stadium will create a safe, modern facility that expands user capacity of this multi-sport and community resource by ten-fold.

"The city of Gloucester believes so strongly in this project that we have committed \$1.5 million to it."  
 – Mayor Carolyn Kirk

- The field surface for football, soccer, field hockey and lacrosse will be raised two feet, stabilized and redesigned to eliminate flooding and run-off issues.
- The grass field will be replaced by a synthetic surface playing field that is safer, low maintenance, and with unlimited capacity for all sports, practices, classes and events. Projected use will jump tenfold to 495 practices/games annually from current use of 50, and maintenance costs are projected to decrease by 50%.
- The new field will be wider to meet standard dimensions for soccer, field hockey and lacrosse.
- The field and track will be supported by new technology "pro-channel" drainage system to handle the worst weather.
- New bleachers and stands will be placed on pilings for long-term stability and will be wheelchair accessible.
- The new track will be longer to meet current standards, and two additional lanes will be added for a total of eight. All field event facilities (long jump, high jump, pole vault, shot put, discus) will be included, as well.
- New bathroom facilities will accommodate all events and meet ADA (Americans with Disability Act) compliance.
- More efficient and new technology lighting will be installed for night games and events.
- The new press box, sound system and support facilities will serve as a major upgrade to accommodate games and events.
- Annual repair and maintenance expenses that currently plague the 75 year old facility will be reduced significantly and some of these dollars will be redirected to support other programs and services in the school budget.



All new press box, bathrooms, bleachers, sound system and lights are planned. Seating capacity will allow for 2000 spectators.

"Newell Stadium is the perfect place for the community to come together to walk in a safe environment to raise funds for the American Cancer Society."

– Jane Zellenka Noble- Relay for Life of Cape Ann



The new bleachers will be set on pilings for stability and be wheelchair accessible.



The main playing field will be wide enough to allow for MIAA compliance for soccer, field hockey and lacrosse games. The substituted track will increase the number of lanes to 8. Practice fields are also included in the project.



### Donor Recognition and Acknowledgement

All donors who invest in this vital project will be recognized on a "Wall of Honor" at the school. Major contributors will be recognized with naming opportunities as conditions of their gift to the new facility that might include:

- The field
- The track
- Press box
- Scoreboard
- Stands and/or sections of bleachers
- Concession stands and related facilities

### Additional Information

Additional details, a detailed budget and a PowerPoint presentation of this project can be viewed at the GFAA website at [www.gloucesterathletics.org](http://www.gloucesterathletics.org).

### About the GFAA

The GFAA is a nonprofit 501(c)3 community-based organization dedicated to the principle that all of Gloucester's children should be able to participate in the sport of their choice, regardless of financial circumstances. Equally important is our belief that the students-athletes should be able to practice and play on safe and maintained facilities.

The synthetic, 400 meter oval will accommodate 2 additional lanes.





# Contact Information

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