

Village of Carol Stream

SPECIAL WORKSHOP MEETING

MONDAY, JANUARY 15, 2024

5:00 P.M.

GREGORY J. BIELAWSKI MUNICIPAL CENTER

500 N. GARY AVENUE

CAROL STREAM, ILLINOIS 60188

BOARD ROOM

AGENDA

1. CALL TO ORDER
2. ATTENDANCE
3. DISCUSSION OF THE ROSS FERRARO TOWN CENTER.
4. OTHER BUSINESS
5. ADJOURNMENT

Village of Carol Stream
Interdepartmental Memo

TO: Village Board

VIA: William Holmer, Village Manager

FROM: Joe Carey, Assistant Village Manager

DATE: December 13, 2023

RE: **Ross Ferraro Town Center Study**

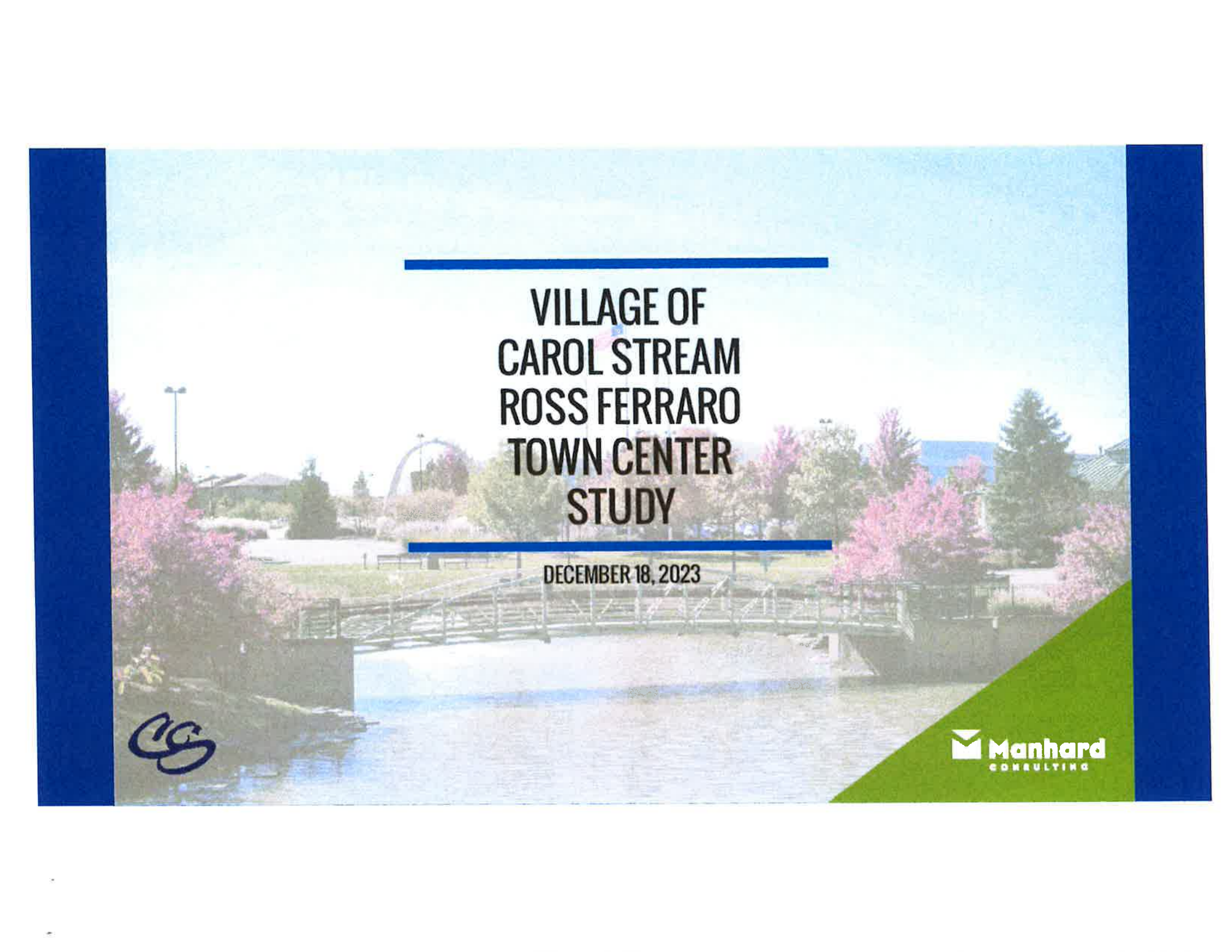
Pursuant to our contract, Manhard Consulting will be at Monday's meeting to present their findings to the Village Board. Through the Summer and Fall, Village staff has assisted with the analysis, and helped Manhard to refine the concepts they have been developing. During this process, concepts were shared with the Village Board, Park District, and Village staff, whose feedback was incorporated into the final conceptual plan.

As a reminder, the final plan includes:

- New stage located immediately adjacent to the center of the northern detention pond;
- Creation of a play area located adjacent to the gazebo **or** north of the existing asphalt pad;
- Creation of an entrance plaza which would serve as a future location for the Village's holiday tree;
- Expansion of the Town Center Visitor Center including expanded patio area with a pergola; and
- Updated electrical systems to include vendor pads to accommodate electrical needs.

The estimated costs for these improvements is \$4.7 million which includes contingency and design fees. It is important to note that the cost estimates include a 3-Phase approach to allow for improvements to be made on an incremental basis and subject to both budget and grant availability.

The information presented is for information purposes only. Based on the Board's feedback on the plan and phased approach, staff would anticipate including funding for the improvements over the course of several years with the expectation that construction would not occur without grant funding.



VILLAGE OF CAROL STREAM ROSS FERRARO TOWN CENTER STUDY

DECEMBER 18, 2023



THE STRENGTHS, WEAKNESS, OPPORTUNITIES AND THREATS (SWOT) ANALYSIS IS A DYNAMIC AND TRUSTED ENGAGEMENT TOOL TO GATHER INFORMATION ON ANY TOPIC WITHIN A SMALL GROUP SETTING. THIS TOOL WAS UTILIZED IN THE TOWN CENTER STUDY TO IDENTIFY AND VALIDATE THE PARKS BENCHMARKS IN THOSE FOUR AREAS IN RELATION TO THE EXISTING PARK SPACE. THE INFORMATION THAT WAS COLLECTED CAN BE SUMMARIZED INTO THESE CATEGORIES:



STRENGTHS

- THE LOCATION OF THE PARK IS CONVENIENT FOR COMMUNITY ACCESS
- EVENTS HAVE GOOD TURNOUT
- STEADY DEMAND FOR EVENTS

WEAKNESSES



- LIMITED CAPACITY
- POORLY PLANNED INFRASTRUCTURE
- OUTDOOR PARK SPACE ONLY ALLOWS SEASONAL EVENTS IN GOOD WEATHER

SWOT ANALYSIS

- IMPROVEMENTS TO THE EXISTING STAGE
- SHORT TERM ADJUSTMENT TO THE PARK LAYOUT
- LONG TERM MODERNIZATION OF THE PARK SPACE
- CREATE A FOUR-SEASON DESTINATION



OPPORTUNITIES

- MANPOWER SHORTAGE
- INFRASTRUCTURE FAILURE
- POOR WEATHER
- LIMITED USE OF THE CONCESSION BUILDING

THREATS



SWOT ANALYSIS

THE SHORT-TERM GOALS SHOULD BE CENTERED ON SIMPLE AND LOGICAL DESIGN IMPROVEMENTS TO THE EXISTING PARK SPACE FOR IMPROVED SPECIAL EVENT FUNCTIONS. THE LONGER-TERM GOALS SHOULD BE ON MAJOR RENOVATIONS AND EXPANSION WITH THE FOCUS OF MODERNIZING THE PARK SPACE AND GROWING THE SPECIAL EVENT CALENDAR.

CRITICAL ITEMS TO ADDRESS BASED ON THE S.W.O.T. ANALYSIS, SITE VISITS, AND ANALYSIS INCLUDE:

- STAGE FACILITIES AND VIEWING AREA LIMITATIONS
- INFRASTRUCTURE AND ELECTRICAL PROBLEMS
- PARKING SHORTFALLS (TEAM REVIEWED REDESIGN OF EXISTING PARKING AREAS AND FOUND IT DID NOT GENERATE ADEQUATE SPACES TO JUSTIFY A REDEVELOPMENT)
- LACK OF SHELTER / PROTECTION FROM WEATHER EVENTS
- VISITOR CENTER FACILITY CAPACITY ISSUES
- LACK OF SITE CONTINUITY AND FULL USE OF SPACE
- POTENTIAL FOR FLOODPLAIN IMPACTS TO SITE, REQUIRE FURTHER STUDY



Concept Plan Goals Include:

- Improvements to the stage and viewing experience
- Improvements to the sites infrastructure and electrical systems
- Parking Expansions and other services to improve access
- Expansion of Visitor Center to provide more bathrooms and vendor areas



- Organization of vendor spaces for better access and opportunities at community events
- Additional shelters and protective areas for weather and year-round use
- Development of a more contiguous park with desirable features for all settings, event sizes, and passive recreation uses

PROPOSED DESIGN GOALS



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CONCEPT PLAN 1



- CONCEPT PLAN 1 SUMMARY**
- STAGE IN EXISTING LOCATION BUT REPLACED WITH MORE APPROPRIATE STRUCTURE FOR CONCERTS AND EVENTS.
 - EXISTING LAZEBO RELOCATED (IF FEASIBLE) TO PLAZA AT OTHER END OF PARK.
 - ACTIVITY AREA AND PLAY AREA NEAR VISITOR CENTER WITH PATIO SPACE FOR SEATING.
 - VENDOR PADS FOCUSED AROUND NODES WITH CENTRAL GREEN SPACE (MIRROR EVENTS FOR TABLES OR ACTIVITIES, ETC. 145 PADS TOTAL).
 - OVERFLOW PARKING AREA AT NORTH EAST SIDE DEDICATED FOR WINTER ACTIVITY AREA (ICE SKATING, TREE LIGHTING, ETC.)



VILLAGE OF CAROL STREAM ROSS FERRARO TOWN CENTER STUDY



CONCEPT PLAN 2 SUMMARY

- NEW STAGE RELOCATED TO NORTH CENTRAL PORTION OF PARK
- CENTRAL GREEN REORGANIZED TO PROVIDE BETTER VIEWING OF STAGE AND MORE ADVANTAGEOUS SEATING LOCATIONS. CAN ACCOMMODATE LARGER CROWDS IF NEEDED
- SMALLER GREEN AREA IDEAL FOR MORE INTENSIVE VENDOR USE IF NEEDED
- MORE VENDOR PADS THAN OPTION 1 (48) BUT MORE SPREAD OUT
- ENTRANCE PLAZA AND PLAY AREA NEAR VISITOR CENTER - GOOD CONTROL ENTRANCE POINT FOR EVENTS
- ICE RINK AND WINTER EVENTS LOCATION SAME AS OPTION 1

CONCEPT PLAN 2



VILLAGE OF CAROL STREAM ROSS FERRARO TOWN CENTER STUDY

CONCEPT PLAN 3



CONCEPT PLAN 3 SUMMARY

- NEW STAGE LOCATED ON WEST SIDE WITH LARGE VIEWING AREA TO SOUTH
- ORIGINAL PARK AND STAGE AREA DEVELOPED AS PASSIVE PARK SPACE WITH WALKING TRAILS AND CENTRAL GREEN SPACES. POTENTIAL FOR EXERCISE STATIONS OR OTHER SMALL FEATURES.
- ENTRANCE PLAZA AT CORNER OF PARKING LOT GATEWAY TO PASSIVE AREA & STAGE AREA OR MARKET PLACE
- COVERED MARKET PLACE AREA LOADED WITH OPPORTUNITIES FOR WINTER ACTIVITIES AND PROTECTION FROM ELEMENTS.
- PARKING AREA REDUCED COMPARED TO OTHER CONCEPTS, BUT OPPORTUNITIES FOR SHUTTLE SYSTEM OR ALTERNATIVE PARKING SOLUTIONS.
- STORAGE RELOCATION REQUIRES REVIEW



VILLAGE OF CAROL STREAM ROSS FERRARO TOWN CENTER STUDY

STAKEHOLDER REVIEW

A DRAFT COPY OF THE REPORT WAS SHARED WITH SEVERAL VILLAGE STAKEHOLDERS INCLUDING VILLAGE BOARD MEMBERS, VILLAGE PLANNING STAFF, PARK DISTRICT STAFF, VILLAGE ADMINISTRATION, PUBLIC WORKS, VILLAGE ENGINEERING, AND OTHER PARTIES. STAKEHOLDERS WERE ASKED TO SHARE INPUT AND OPINIONS ON THE THREE PROPOSED CONCEPT PLANS AND DESIGN IDEAS IN ORDER TO HELP DEVELOP A CONSOLIDATED FINAL CONCEPT PLAN THAT COMBINES ALL FEEDBACK. COMMENTS INCLUDED:

- PARKING ALONG FOUNTAIN VIEW DRIVE NOT FEASIBLE OR POSSIBLE DUE TO PARK DISTRICT AGREEMENTS AND EXISTING CONDITIONS.
- ICE RINK AND SPLASH PAD NOT DESIRABLE DUE TO MAINTENANCE CONCERNS AND LOW DEMAND SHOWN IN PAST STUDIES.
- STRUCTURED PLAYGROUND NOT DESIRABLE BUT A NON-TRADITIONAL PLAYGROUND BENEFICIAL IF MOVED AWAY FROM PARKING LOT BUT CLOSE TO PAVILION VIEWING AREA.
- DESIRE FOR PATIO AND SHADE STRUCTURE NEAR VISITOR CENTER FOR SEATING AND DINING.
- STRONG PREFERENCE TOWARDS CONCEPT TWO WITH EDITS AS LISTED ABOVE. A NEW STAGE WITH UPGRADES FOR PERFORMANCES AND OTHER FEATURES WAS A DESIRED FEATURE. STRONGER GATEWAY FEATURE ADDED.





FINAL CONCEPT SUMMARY

- NEW STAGE RELOCATED TO NORTH CENTRAL PORTION OF PARK WITH OPTIONAL ADD-ONS (MOVIE SCREEN, LIGHTING, BACKDROP, ETC.)
- CENTRAL GREEN REORGANIZED TO PROVIDE BETTER VIEWING OF STAGE AND MORE ADVANTAGEOUS SEATING LOCATIONS CAN ACCOMMODATE LARGER CROWDS IF NEEDED
- SMALLER GREEN AREA IDEAL FOR MORE INTENSIVE VENDOR USE AND (FOOD TRUCKS) IF NEEDED
- 45 VENDOR PADS
- ENTRANCE PLAZA GATEWAY FEATURE AND HOLIDAY TREE AREA CONTROL POINT FOR EVENTS
- PERGOLA OVER PATIO AREA FOR DINING AND EVENTS
- TWO OPTIONS FOR PASSIVE PLAY AREAS NEAR SAFE VIEWING DISTANCE

VILLAGE OF CAROL STREAM ROSS FERRARO TOWN CENTER STUDY

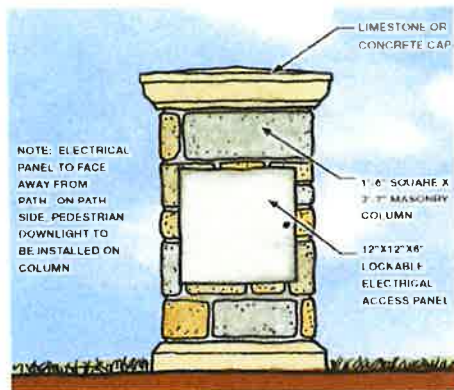




TYPICAL VENDOR PAD LAYOUT



AMPHITHEATER STYLE STRUCTURE (TBD)



"POWER COLUMN" ELEVATION

DESIGN DETAILS



ADDITIONAL DESIGN DETAILS



PLAY AREA MOUND, TUNNEL AND CLIMBERS



GATEWAY VERTICAL EXAMPLE



GATEWAY ENTRANCE EXAMPLE



PLAY AREA LOGS



PLAY AREA CLIMBERS



GATEWAY VERTICAL EXAMPLE



PLAY AREA TRAMPOLINE



PLAY AREA TUNNELS AND SLIDE



GATEWAY ENTRANCE EXAMPLE



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VILLAGE OF CAROL STREAM ROSS FERRARO TOWN CENTER STUDY

OPINION OF PROBABLE COSTS

EARTHWORK & DEMOLITION	\$400,000
SITE DRAINAGE	\$75,000
EROSION CONTROL AND TREE PROTECTION	\$22,000
WALKWAYS	\$302,000
SITE AMENITIES AND FURNISHINGS	\$500,000
STAGE AND STRUCTURE	\$330,000
STAGE ADD-ONS (OPTIONAL)	\$140,000
SITE STRUCTURES	\$465,000
PLAY AREA	\$329,000
LANDSCAPE IMPROVEMENTS	\$250,000
LIGHTING AND ELECTRICAL IMPROVEMENTS	\$757,000
SUBTOTAL CONSTRUCTION COSTS	\$3,570,000
20% PROJECT CONTINGENCY	\$714,000
12% DESIGN FEES	\$428,000
TOTAL PROBABLE CONSTRUCTION COSTS	\$4,712,000
PHASING:	
PHASE 1- NEW WALKWAYS AND ELECTRICAL	\$1,687,000
PHASE 2- NEW STAGE AND PLAY AREA	\$1,423,000
PHASE 3- ENTRANCE GATEWAY AND PATIO	\$1,602,000



NEXT STEPS:

- CRAFT A PUBLIC ENGAGEMENT STRATEGY TO BUILD SUPPORT FOR IMPLEMENTING THE PLAN.
- ENGAGE A DESIGN CONSULTANT TO ADVANCE THE CONCEPTUAL PROJECT INTO MORE SCHEMATIC DRAWINGS FOR A BETTER UNDERSTANDING OF COSTS AND EXECUTION.
- PURSUE OPPORTUNITIES FOR GRANTS FROM LOCAL, STATE OR FEDERAL AGENCIES TO HELP OFFSET CONSTRUCTION COSTS. EXPLORE ADDITIONAL CAPITAL FUNDING THROUGH SPONSORSHIPS.
- CONSTRUCTION DOCUMENT PREPARATION BY DESIGN CONSULTANT.
- BIDDING AND PERMITTING, WITH ASSISTANCE FROM DESIGN CONSULTANT.
- CONSTRUCTION OF PROJECT, LIKELY FOLLOWING A PHASED APPROACH BASED ON BUDGETARY ALLOCATION.

NEXT STEPS

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CONCLUSION



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