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park planning and landscape architecture

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Blackberry Farm

Fox Valley Park District Aurora, Illinois

Looking back, looking forward—a historical theme amusement park.

Facility Improvement and Renovation Master Plan. Blackberry Farm is a 40-year-old historical themed amusement park in Aurora, Illinois. The site is situated on 54-acres that are well landscaped with an arboretum feel. The Fox Valley Park District engaged Upland Design along with co-lead Jack Rouse Associates to create a master improvement and renovation plan to guide the park. Project goals include:

- Retain the family experience
- Improve attendance with updated and new attractions
- Use history as a backdrop with more active and enriching entertainment options
- Responsibly address the available budget and maximize existing resources

The final master plan booklet incorporates each facility element and provides a map for identifying the phased implementation. Each phase seeks to improve infrastructure and accessibility while adding new attractions to ensure that the community returns to Blackberry Farm year after year. Fox Valley Park District adopted the plan, and implementation of the first phase is underway. Upland Design prepared construction documents for phase one elements that will be constructed in 2011.