

City of Ballwin Parks Master Plan



January 2019

DRAFT



4835 MO-109, Suite 102 | Eureka, MO 63025
636-549-9007 | dg2design.com

in association with
Ballard*King Associates, Ltd. | Hastings + Chivetta Architects, Inc.

acknowledgments

The City of Ballwin would like to thank all the citizens who provided their time and input necessary for the success of this plan.

Master Plan Leadership Team

John Hoffman, Interim Director of Parks & Recreation/Superintendent of Parks
Linda Bruer, Retired Director of Parks & Recreation
Hedy Boone, Superintendent of Recreation
James Boyd, Recreation Manager
Matt Struemph, Fitness Manager
Kirsten Hochstetler, Director of Marketing and Communication

Stakeholders

Linda Bruer
Hedy Boone
John Hoffman
Matt Struemph
James Boyd
Paul Battis
Lucy Hey
Jamie Bode
Norman Sewing
Melissa Meier
Adam Meier
Andrew Svolopoulos

City of Ballwin

Mayor Tim Pogue
Alderman James M. Terbrock
Alderman Michael Finley
Alderman Mark Stallmann
Alderman Kevin M. Roach
Alderman Frank Fleming
Alderman Jim Leahy
Alderman Ross Bullington
Alderman Ray Kerlagon



CITY OF BALLWIN
14811 MANCHESTER ROAD
BALLWIN, MISSOURI 63011
(636) 227-9000

A NOTE FROM THE CITY

This Parks Master Plan process included valuable input from the community as well as thoughtful professional analysis. This document also uses national and industry trends in parks & recreation as a benchmark and guide to our decisions. The Plan represents a collaboration between Ballwin residents and staff who together believe in the same prosperous future for our City's parks and facilities.

Thank you to our residents who have voiced their opinions through surveys and public meetings. Our commitment to Ballwin is to use this master plan to continually guide our efforts of providing safe, modern, and successful parks and facilities that can help create a higher quality of life for current residents and generations to come.

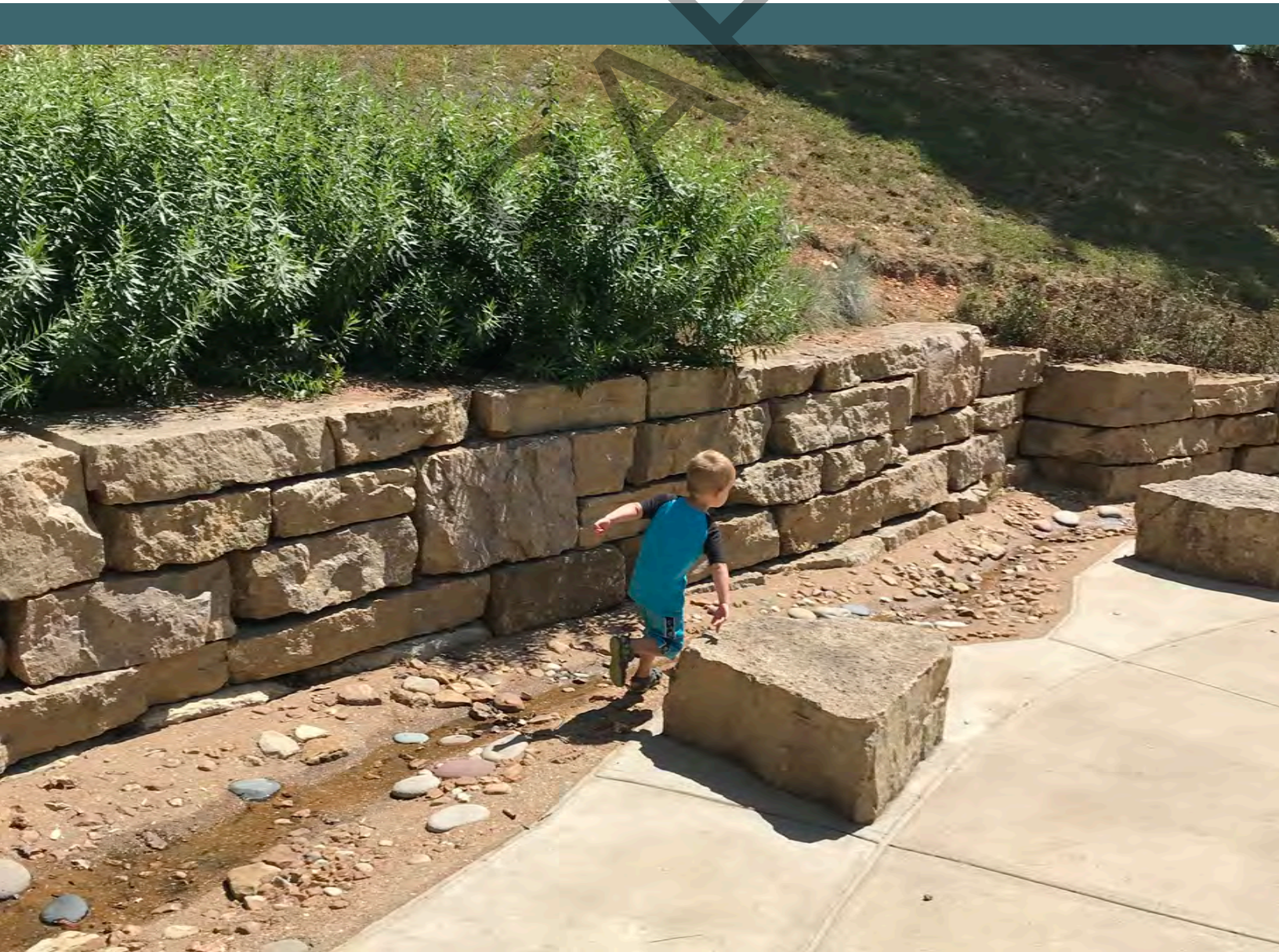
John Hoffman
Interim Director of Parks & Recreation/
Superintendent of Parks



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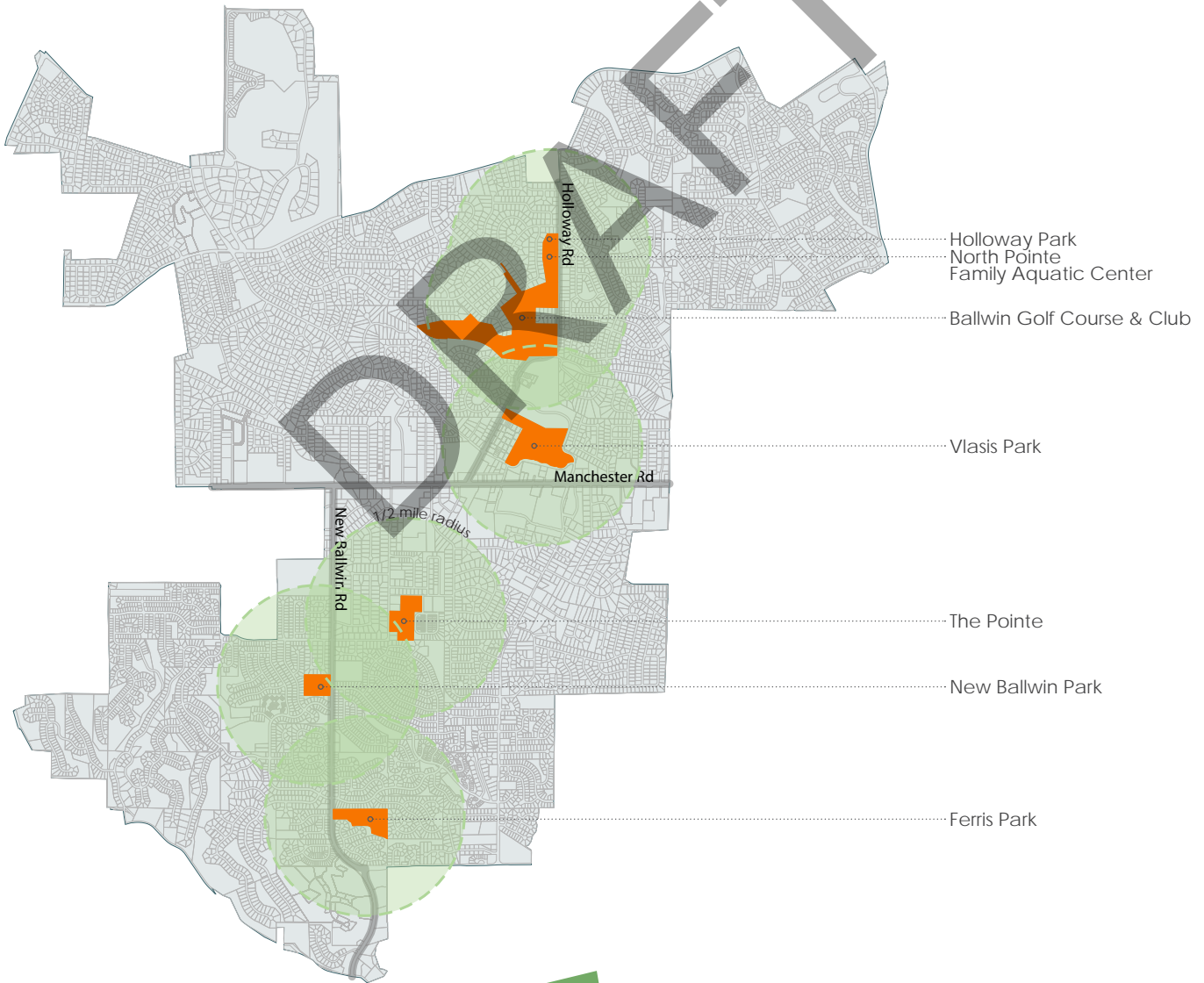
INTRODUCTION & PLAN OVERVIEW

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This is Ballwin's first citywide Parks Master Plan. As a ten-year guide and strategic plan for enhancing park and recreation amenities for the community, the citywide Parks Master Plan establishes a path forward for enabling and enhancing high quality, community-driven parks, trails, open spaces and recreation facilities. This Master Plan was developed with the input and direction of local residents and stakeholders. The process included public meetings and a community survey as baseline data to inform the plan.

goals

- Identify areas of opportunity to existing parks and facilities.
- Identify additional park land / open space opportunities
- System-wide park improvements
- Identify additional greenway, trails and on-street bike routes.
- Provide a safer connection to Castlewood State Park.



process

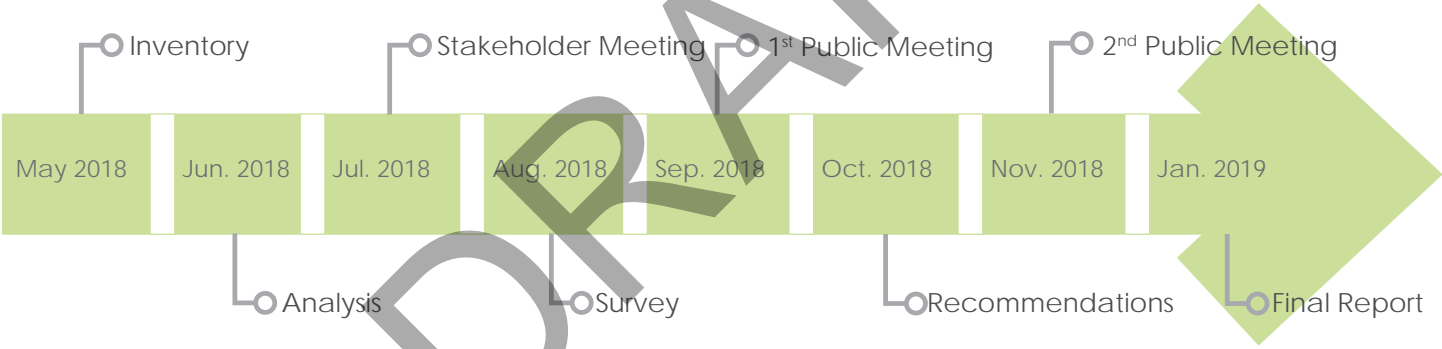
Inventory and Analysis:

The team compiled and reviewed existing plans and documents pertaining to the parks, recreation, open space, trails and cultural resource offerings in Ballwin. The team analyzed existing sources of data, including community demographics, growth projections, geographic distributions and convenience of park and facility locations, quality of existing natural resources, and Ballwin's Parks & Rec. department operations and budget. Evaluation also included comparing Ballwin's parks, trails, facilities and open space system to systems in other similarly sized municipalities.

Community Involvement:

Community input is critical to the plan's implementation. The community helped shape the plan through a variety of forums. The consultant team met with the Master Plan Stakeholder Committee throughout the process to gain insight and guidance on the direction of the plan. Stakeholders engaged in conversations on diverse topics. The consultant team, City parks staff and leaders discussed implications of the findings throughout the planning process.

Additionally, the plan is informed by an understanding of overall citizen values and priorities. Two public meetings and an online survey were designed to receive input from a representative group of the community and facility users.



First Public Meeting

current planning documents

Community plans and relevant documents were reviewed for policy direction and goals as they pertain to the provision and planning for future parks and recreation opportunities in Ballwin.

Ballwin/ Manchester Community Wide Trail Plan:

In 2007, a trail plan for the cities of Ballwin and Manchester aimed to create a safe and interconnected bicycle transportation network to connect to existing surrounding destinations. Many of these proposed enhancements are still viable solutions and should continue to be evaluated.

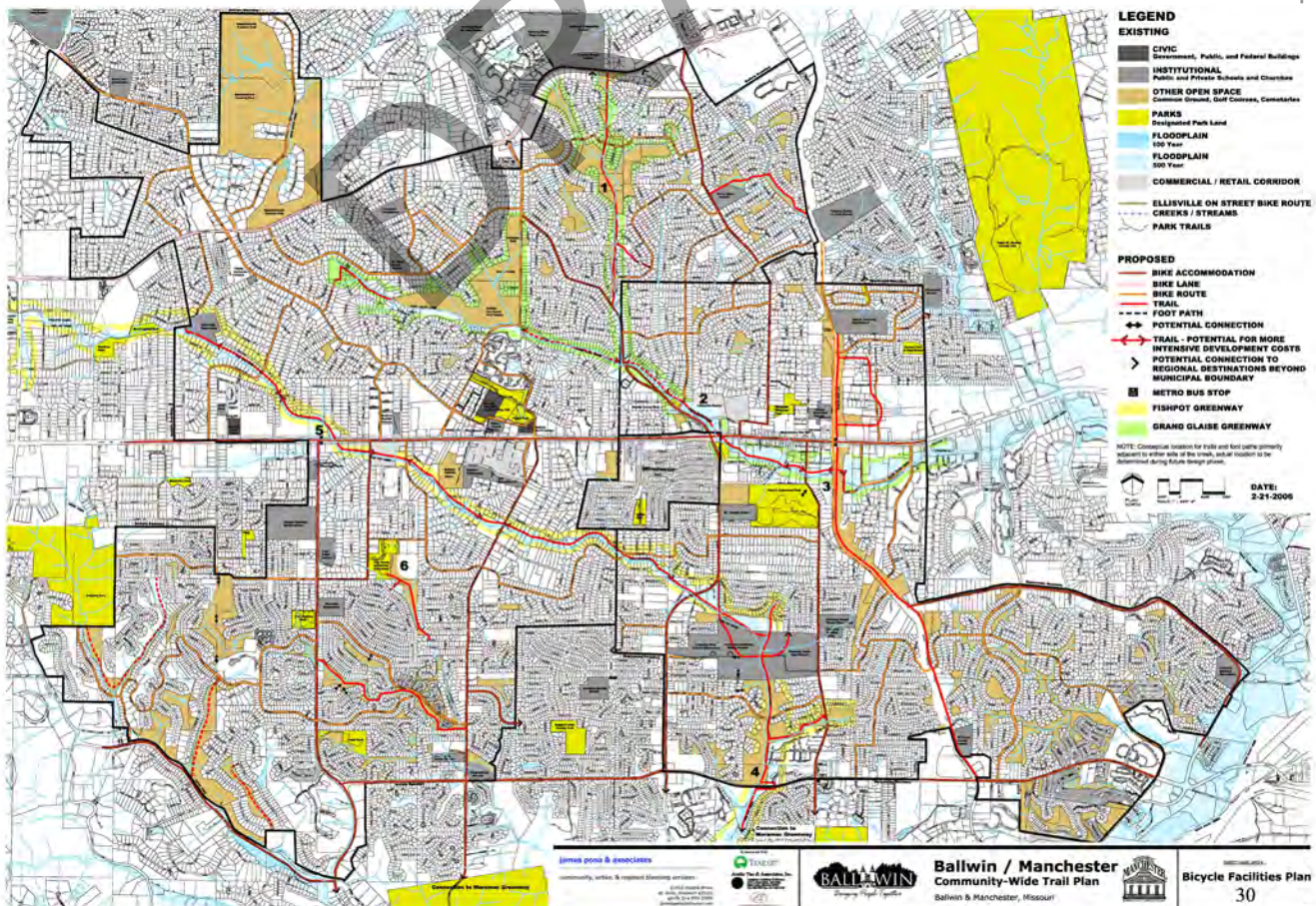
Comprehensive Plan, 2018- 2019:

The team coordinated with The 15Goup who is currently updating Ballwin’s comprehensive plan. The comprehensive will be a shared community vision for the next twenty years that will keep and enhance the quality of life while attracting continued economic investment in the City. The teams collaborated on portions of the Comprehensive Plan that overlap with the Parks Master Plan like the trails and pedestrian connections, streetscapes and open space.

Ferris Park Master Plan

A detailed master plan was completed for Ferris Park in 2012. Elements within this master plan such as a new playground and pavilion were recently implemented. Other elements and recommendations are still viable and will be considered and prioritized in the master plan recommendations.

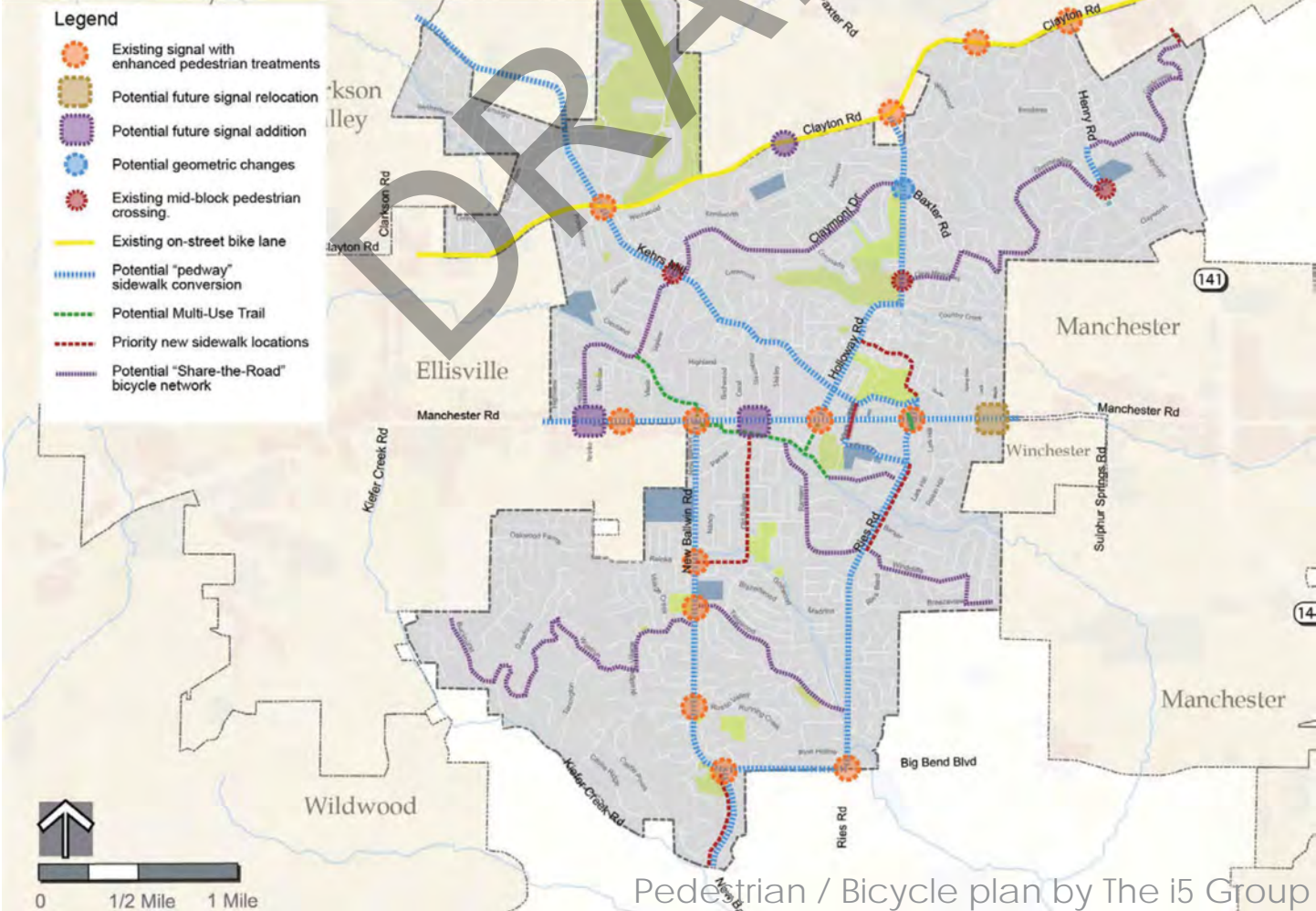
Ballwin trail plan





Ferris Park master plan by SWT Design

Pedestrian / Bicycle



Pedestrian / Bicycle plan by The i5 Group



2

COMMUNITY
PROFILE

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market assessment

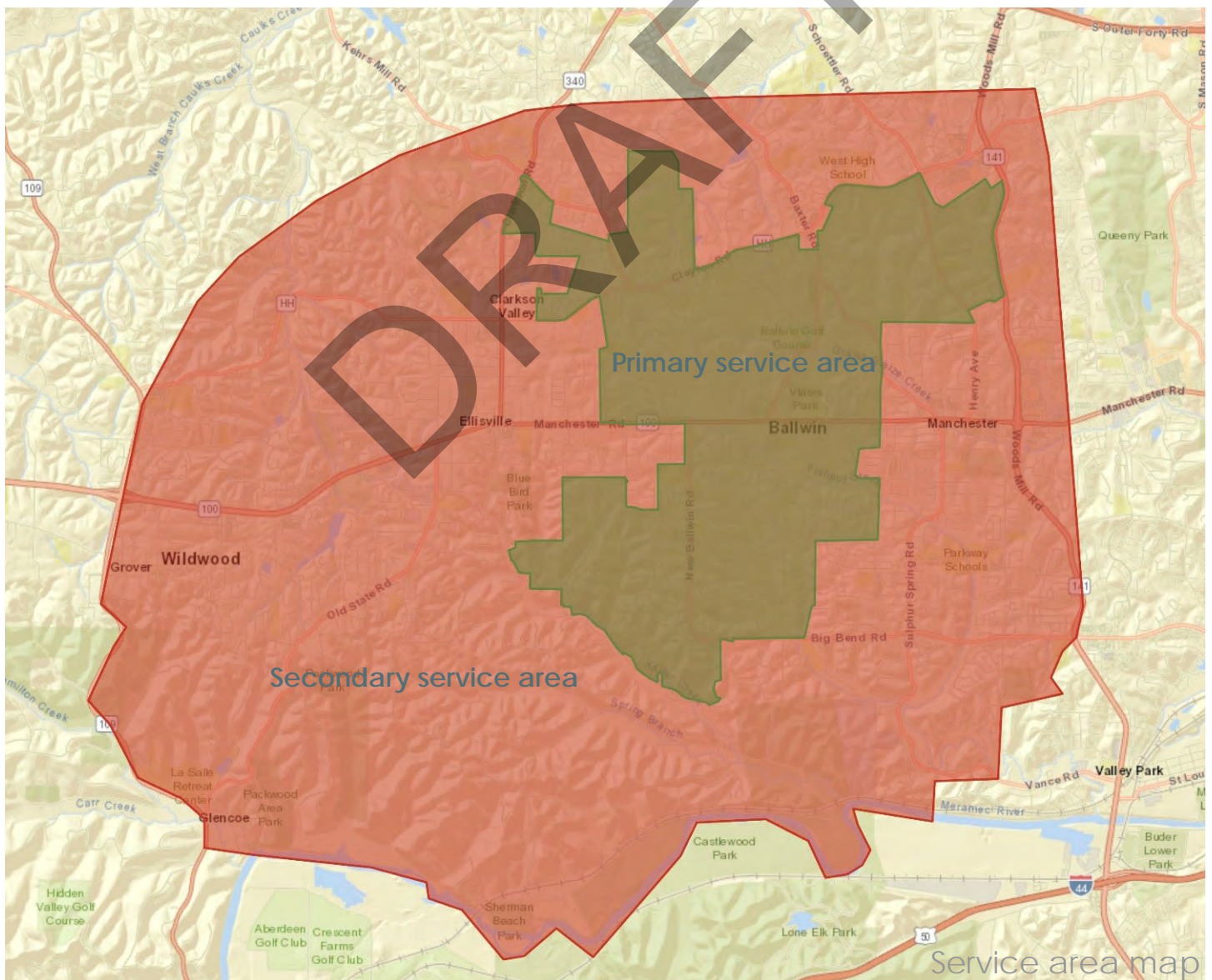
The team performed a market analysis and feasibility study for Ballwin, MO.

The following is a summary of the demographic characteristics within areas identified as Primary and Secondary Service Areas for Ballwin, MO. The Primary Service Area is the current city limits of Ballwin. The Secondary Service Area includes an area east just past Hwy 141, south to the Meramec River, west to Hwy 109 and just north of the Ballwin city limits.

Service Areas:

The information provided includes the basic demographics and data for the Primary Service Area with comparison data for the Secondary Service Area, as well as the State of Missouri and the United States as a whole.

Secondary Service Areas are defined as the distance people will travel on a regular basis (a minimum of once a week) to utilize recreation facilities. Use by individuals outside of this area will be much more limited and will focus more on special activities or events.



Service area map

population

	Primary Service Area	Secondary Service Area
2010 Census	30,408	101,911
2018 Estimate	31,151	103,708
2023 Estimate	31,537	104,692

median age

	Primary Service Area	Secondary Service Area	State of Missouri	Nationally
2010 Census	41.3	41.7	37.8	37.1
2018 Estimate	42.2	43.4	39.0	38.3
2023 Estimate	43.4	44.6	39.9	39.0

households

	Primary Service Area	Secondary Service Area
2010 Census	11,875	38,607
2018 Estimate	12,135	39,154
2023 Estimate	12,264	39,441

households with children

	Number of Households with Children	Percentage of Households with Children
Primary Service Area	4,060	34.2%
Secondary Service Area	14,045	36.4%
State of Missouri	754,287	31.8%

median household income

	Primary Service Area	Secondary Service Area	State of Missouri	Nationally
2018 Projection	89,714	100,100	52,772	58,100
2023 Projection	99,566	106,523	59,541	65,727

age distribution

Ages	Population	% of Total	Nat. Population	Difference
0-5	1,677	5.4%	6.0%	-0.6%
5-17	5,376	17.3%	16.3%	+1.0%
18-24	2,300	7.4%	9.7%	-2.3%
25-44	7,267	23.3%	26.4%	-3.1%
45-54	4,307	13.8%	13.0%	+0.8%
55-64	4,488	14.4%	12.9%	+1.5%
65-74	3,195	10.3%	9.2%	+1.1%
75+	2,546	8.2%	6.4%	+1.8%

race and median age

Race	Total Population	Median Age	% of Population	% of MO Population
White	26,906	44.4	86.4%	81.4%
Black	969	35.0	3.1%	11.7%
American Indian	77	39.6	0.3%	0.5%
Asian	2,184	35.8	7.0%	2.0%
Pacific Islander	10	57.5	0.0%	0.1%
Other	259	25.6	0.8%	1.6%
Multiple	753	16.3	2.4%	2.6%

demographic summary

- The population level of 31,151 people within the Primary Service Area is large enough to support an indoor recreation center when overlaying NSGA participation statistics on to the demographic profile of the community.
- The median age for the Primary Service is higher than the National number. The growth estimated in the older age groups, particularly the 65-74 age group suggests an aging population. Age is one determining factor that drives participation in recreation activities.
- The primary service area experienced a slow, steady increase in population since the 2010 Census. This trend is expected to continue over the next 5 years with population in the service area reaching a population of 31,537 which is a 1.2% increase.

This demographic trend points to a growing population and Ballwin should expect continued strong participation and support for recreation.

- The percentage of households with children in the primary service area is 34.2% compared to the national level of 33.4%.
- The median household income within the Primary Service Area is 54% higher than the national level. Furthermore, the percent of households with income over \$50,000 is 74.4% compared to a national level of 57.2%. **Household income is another primary determining factor that drives participation in recreation activities.**
- The Spending Potential Index for housing in the primary service area is 32% higher than the national level, while the median HH Income is 54% above the national level. This suggests a higher than normal level of discretionary income.
- The Tapestry segments identified in the Primary Service Area point to an active community, which is also supported by the presence of other service providers.
- **Based on the population, age group distribution, household income levels the overall market conditions for recreation activities in the primary service area are favorable.**

recreation industry trends

One of the areas of greatest participant growth over the last 10 years is in fitness related activities such as exercise with equipment, aerobic exercise and group cycling. This is also the most volatile area of growth with specific interest areas soaring in popularity for a couple of years only to be replaced by a new activity for the coming years. Also, showing particularly strong growth numbers are ice hockey and running/jogging, while swimming participation remains consistently high despite recent drops in overall numbers. It is significant that many of the activities that can take place in an indoor recreation setting are ranked in the top fifteen in overall participation by the National Sporting Goods Association.



Image 1

Due to increasing recreational demands, there has been a shortage in most communities of the following spaces:

- Gymsnasiums
- Pools (especially leisure pools)
- Weight/cardiovascular equipment areas
- Indoor running/walking tracks
- Meeting/multipurpose space
- Seniors program space
- Pre-school and youth space
- Teen use areas
- Fieldhouses

Thus, many communities have attempted to include these amenities in public community recreation facilities. With the growth in youth sports and the high demand for school gyms, most communities are experiencing an acute lack of gymnasium space. Weight/cardiovascular space is also in high demand and provides a facility with the potential to generate significant revenues.

The success of most recreation departments is dependent on meeting the recreational needs of a variety of user groups. The fastest growing segment of society is the senior population and meeting the needs of this group is especially important now and will

only grow more so in the coming years. Indoor walking tracks, exercise areas, pools and classroom spaces are important to this age group. Marketing to the younger more-active senior (usually age 55-70) is paramount, as this age group has the free time available to participate in leisure activities, the desire to remain fit, and more importantly the disposable income to pay for such services.

Youth programming has always been a cornerstone for recreation services and will continue to be so with an increased emphasis on teen needs and providing a deterrent to juvenile crime. With a continuing increase in single parent households and two working parent families, the needs of school age children for before and after school child care continues to grow as does the need for preschool programming.

As more and more communities attempt to develop community recreation facilities, the issues of competition with other providers in the market area have inevitably been raised. The loudest objections have come from the private health club market and their industry voice IHRSA. The private sector has vigorously contended that public facilities unfairly compete with them in the market and have spent considerable resources attempting to derail public projects.

However, the reality is that in most markets where public community recreation centers have been built, the private sector has not been adversely affected and in fact in many cases has continued to grow. This is due in large part to the fact that public and private providers serve markedly different markets. One of the other issues of competition comes from the non-profit sector (primarily YMCA's but also JCC's, and others), where

the market is much closer to that of the public providers. While not as vociferous as the private providers, the non-profits have also often expressed concern over public community recreation centers. What has resulted from this is a strong growth in the number of partnerships that have occurred between the public and non-profit sector in an attempt to bring the best recreation amenities to a community.

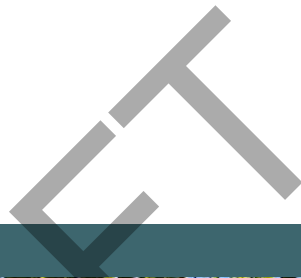
While the City of Ballwin has a strong foundation of parks and recreation facilities, programs and services, there are unmet needs as identified by the community. This combined with an aging inventory of existing facilities, the presence of a number of new facilities, plus limited financial resources, places a challenge on the City to respond to these needs.

Recreation Program and Service Delivery Trends:

To assist in the process of developing a parks and recreation master plan for the City of Ballwin, it is helpful to understand some of the trends that are being seen nationally with recreation programming. However, it should be noted that each city is unique and the area of the country has a strong bearing on trends and other operational factors.



Image 2



3

PARK & FACILITY
INVENTORY + ANALYSIS

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park system overview

Ballwin provides and maintains a system of parks that supports a range of active and passive experiences. The park and open space inventory identifies recreational assets within Ballwin. The City provides 5 developed parks, 1 9-hole golf course, and about 4 miles of trails within the parks. The following tables summarize the current park and facility

inventory in Ballwin. Additionally, Ballwin provides 2 recreation facilities and 1 golf club.

PARKS			Recreation Amenities															Site Amenities															
		acres	Playgrounds	Swings	Fishing	Community Gardens	Natural Play Areas	Water Play Areas / Splash pad	Sand Play Areas	Basketball (paved court)	Pickleball (paved court)	Tennis (paved court)	Sand Volleyball	Soccer Fields	Baseball / Softball Fields	Ponds / Water Features	Trails	Site Furnishings (benches, trash receptacle)	Drinking Fountains	Lighting	Signage	Parking Areas (incl on-street)	Public Art	Restrooms	Plazas	Pavilion	Turf/ Open Lawn Areas	Interior Roads	Pedestrian Pathways				
Holloway Park	335 Holloway Road	2.6	•															•	•	•	•	•	•										
Vlasis Park	Kehrs Mill Road	31	•	•														•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
The Pointe at Ballwin Common	1 Ballwin Commons Circle	12.8	•	•														•	•	•	•	•	•	•									
New Ballwin Park	329 New Ballwin Road	7	•															•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Ferris Park	500 New Ballwin Road	12																•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Castlewood State Park	1401 Kiefer Creek Rd	1818.77	•	•	•													•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

FACILITIES		Recreation Amenities										Amenities									
		Basketball (Indoor)	Pickleball (Indoor)	Volleyball (Indoor)	Running Track (Indoor)	Swimming Pool (Lap)	Swimming Pool (Open)	Swimming Pool (Outdoor)	SPA Areas	Ponds / Water Features	Cardio Areas	Weight Room	Multi-purpose Room	Lockers / Locker Room	Shower	Event Space	Kitchen	Drinking Fountains / Bottle Filler	Signage	Restrooms	Welcome Center / Lobby
North Pointe Family Aquatic Center	335 Holloway Road					•	•	•						•	•			•	•	•	•
Ballwin Golf Club	333 Holloway Road												•			•		•	•		
Ballwin Golf Course	333 Holloway Road								•									•	•	•	
The Pointe Recreation Center	1 Ballwin Commons Circle	•	•	•	•	•	•	•		•	•	•	•	•	•			•	•	•	•

Pavilion Rental

Pavilion rentals have been very popular in Ballwin and in 2017 the overall occupancy rate for pavilions reached 81%. This is a high occupancy rate for rentals and suggests that many people do not get the rental dates they most desire. The high demand for pavilion rental is an indicator that more pavilions are needed in the Ballwin Park system.

Pavilion Rental Occupancy Rate				
	2014	2015	2016	2017
Ferris	80%	87%	71%	84%
New Ballwin Park	73%	69%	58%	74%
The Pointe	75%	69%	68%	71%
Vlasis 1	93%	85%	92%	94%
Vlasis 2	83%	77%	71%	84%
Average	80.8%	77.4%	72.0%	81.4%



Pavilions at Vlasik Park

ballwin parks & recreation

Overall Strengths:

- Strong youth activities program
- Substantial number of aquatic programs
- Large number of senior participants through Silver Sneakers
- **A significant number of special interest classes are offered in a number of areas**
- There has been an emphasis on developing family-based programming
- Strong number of special events

Overall Weaknesses:

- **Limited fitness and wellness programs**
- Competitive swimming
- Limited indoor sports (especially leagues) for youth and adults (due to lack of gym space)
- Lack of senior programs focused on younger and more active seniors

Overall Deficiencies:

- General lack of facilities (especially indoor) to support programming growth and variety of hard-court activities
- **General lack of space to expand group fitness opportunities.**
- Dedicated birthday party rooms
- General lack of lap swimming and competitive swimming programs. Although lap swimming is available to The Pointe, the water temperatures do not meet the standard requirement for to support lap swimming or competitive swimming interest.

level of service benchmark

Level of Service and Identifying Gaps:

The purpose of a Level of Service (LOS) analysis is to determine how well the existing City of Ballwin facilities are meeting the needs of city residents. Several strategies may be used to measure the need for parks and recreation facilities and programs. One method compares the inventory of park and recreation facilities against a NRPA standard (Nation Recreation and Parks Association). The challenge with utilizing NRPA standards is that the standards have not been updated since the mid 1990's. As a result, many agencies look to other methods and tools for comparison purposes. Another option is to compare the inventory of facilities against other communities of similar size and

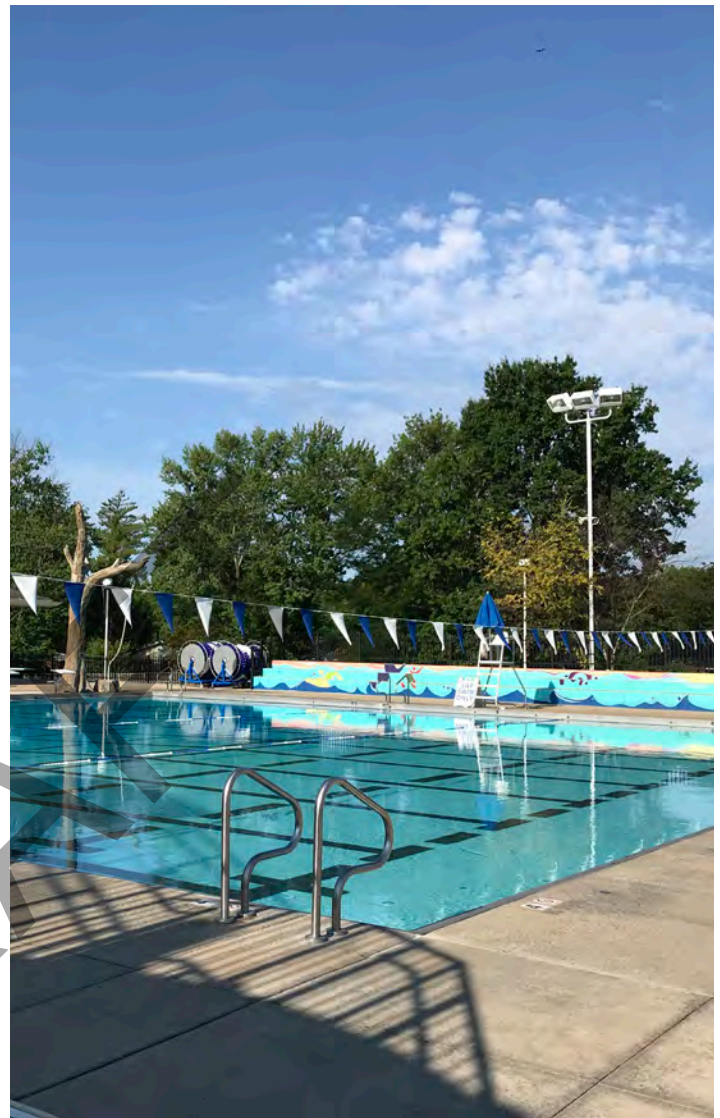
demographics. These communities can be neighboring communities or regional but typically have similar population base and demographics. In this case the communities of Maryland Heights, Chesterfield and Wentzville were selected for comparison with Ballwin base on similar population and demographic attributes. The City of Ballwin compares favorably to the benchmark communities with the exception of outdoor rectangular sport fields for soccer, football and lacrosse. The number of outdoor sport fields in Ballwin is well under the benchmark communities and suggests that activities served by outdoor rectangular field is under-served.

	Level of Service Comparison			
	Maryland Heights	Chesterfield	Wentzville	Ballwin
Sand Volleyball	5	6	1	2
Pavilion	5	4	6	5
Splash Pad	2	0	1	1
Outdoor Basketball	2	0	2	1
Dog Park	1	1	2	0
Soccer/ LAX/ Football	15	22	6	1
Tennis	2	0	2	8
Outdoor Pool	1	1	1	1
Baseball	Private	18	4	Private
Softball	Private	4	3	1
Senior Center	1	1	1	0
Recreation Center	1	0	1	1
Gymnasium	3	0	1	1
Indoor Pool	1	0	0	1

Bench mark survey of other recreation centers

A bench mark survey of other recreation centers in the area was conducted as a means to measure the operations of the Pointe to other centers.

One level of service metrics that the survey highlights is staffing levels. One of the contributing factors to the financial success of the Pointe is the staffing model utilized at the Pointe. Simply stated, the City of Ballwin operates the Pointe in a very efficient manner with maximum output from the staff assigned to that operation. The bench mark survey conducted as part of the master plan process (below) clearly illustrates that Ballwin has the fewest number of full-time staff and total FTE's when compared to other similar centers. On one hand, the bench mark survey identifies the Pointe as being an efficient operation from a full-time staffing perspective. On the other hand, the low number of full-time staff will become an issues in efforts to grow the number of recreation programs and services offered. Adequate staffing levels are required to increase programming levels in the future or



North Pointe aquatic center

Benchmark Survey of Area Recreation Centers

	Des Peres	Richmond Heights	O'Fallon	Rolla	Ballwin
# of FT Employees	21	13	10	8.6	7
Total FTE's	39.96	27	28.68	24.5	26
Membership Units	3,265	4,400	1,969	2,104	2,130
Revenue Total	\$3,204,442	\$2,374,601	\$1,886,642	\$1,212,380	\$1,738,507
Expense Total	\$3,821,154	\$2,340,122	\$2,062,692	\$1,524,157	\$1,506,847
Marketing Budget	\$8,800	\$29,500	\$27,000	\$38,700	\$13,000
Transfer Revenue	\$ -	\$ -	\$375,000	\$72,125	\$ -

alternative staffing plans must be developed to supplement existing staffing levels. Without strategically adding more full-time staff the City of Ballwin will be forced to contract out recreation programs and services or partner with other service providers in the area to meet future programming demands. There is no capacity for expanding programs or services with the existing full-time staff levels.

Another metric that is important is the comparison of expenses and revenues. The City of Ballwin is distinguished as one of the centers that recovers its operating expense through revenue from admissions and programs. This is significant because most public recreation centers require some level of financial support or transfer of revenue to off set operating costs. Additionally, the level of marketing budgets suggest that the City of Ballwin is on the lower end on what other recreation centers are spending on marketing.

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Note:

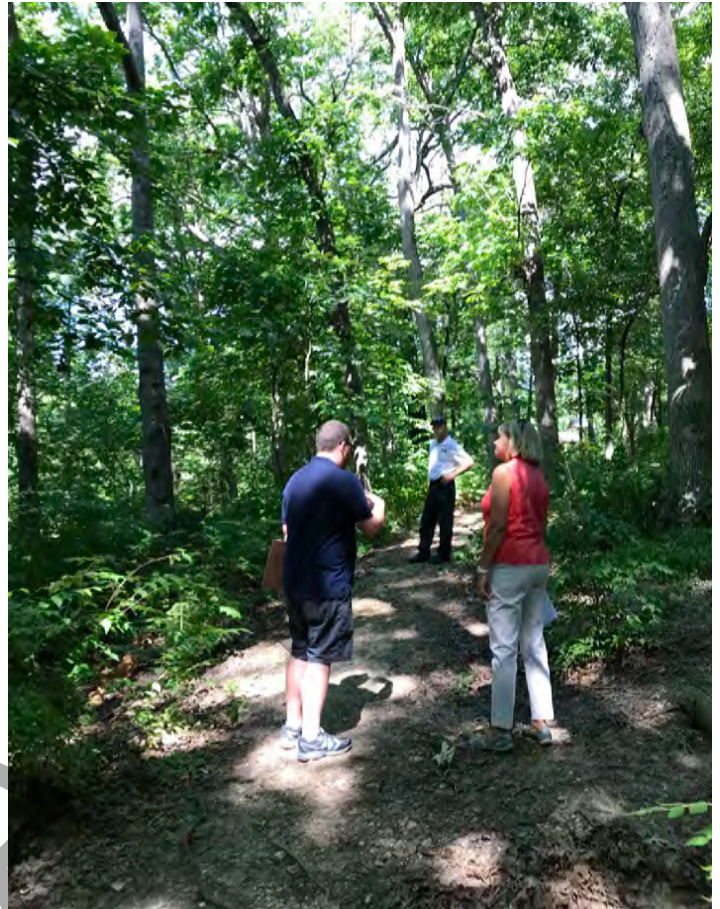
- The Lodge in Des Peres combines the Park budget with the Lodge budget into one cost center. The Park budget portion of the cost center generates a operating surplus of \$392,443. Consequently, there is no revenue transfer from the City to the Lodge budget.
- The total FTE's for Richmond Heights does not include the aquatic program. Richmond Heights contracts their aquatic operation to Midwest Pool Management.
- Richmond Heights is part of a multi-city cooperative that includes Brentwood, Maplewood and Richmond Heights.
- O'Fallon and Rolla share many of their full-time staff with other City departments. The full-time numbers in the bench mark survey reflect the portion of full-time staff assigned to the center's operation.

existing trail system

Ballwin has the opportunity to connect to a number of existing trails surrounding the community. The high utilization of existing trails within Ballwin parks and the large amount of community support in the survey and public engagement supports the need for additional trails and pedestrian connections.



Vlasis Park



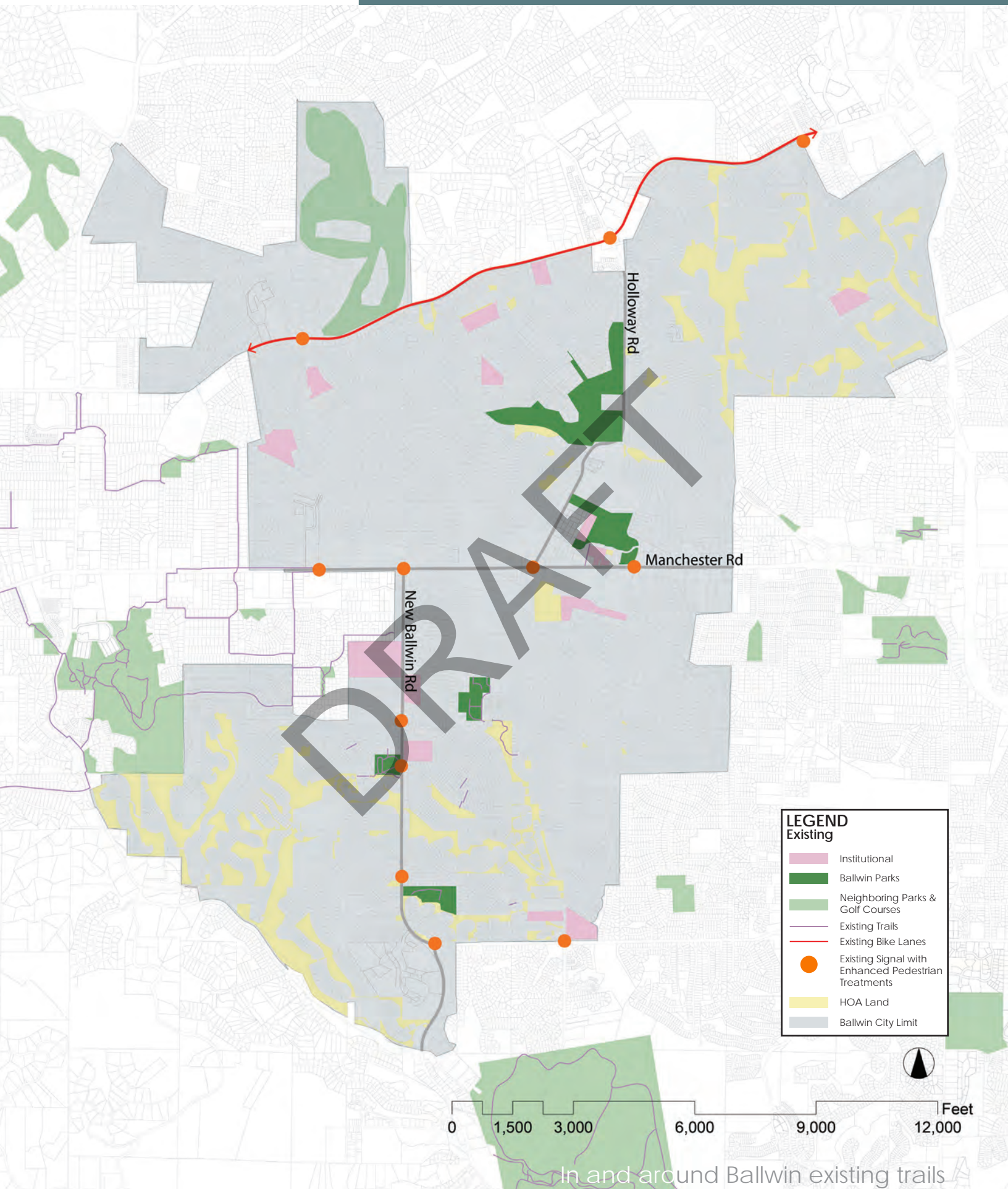
Ferris Park



New Ballwin Park

63%

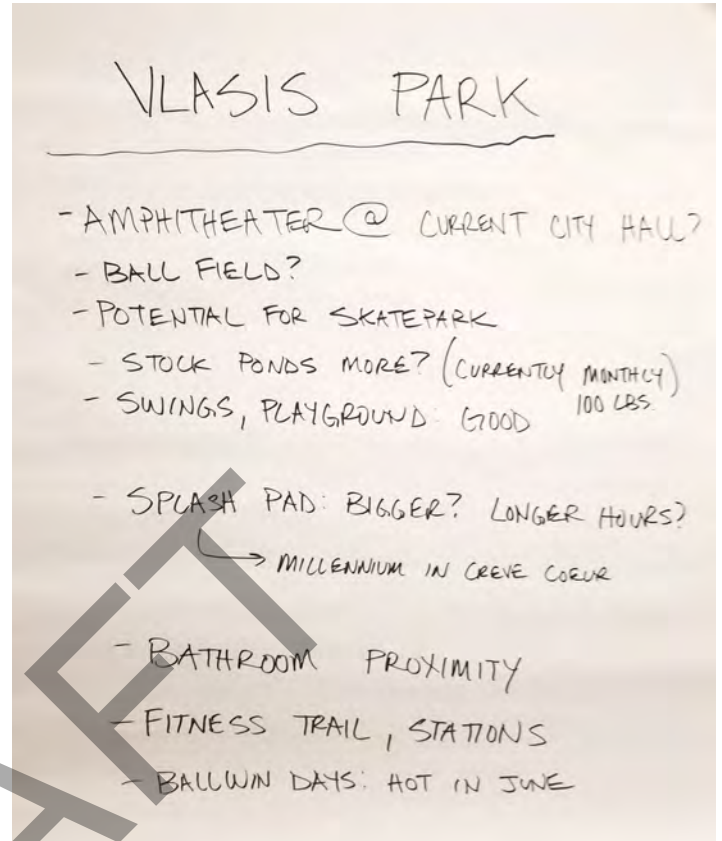
listed walking/jogging as their top household activity



stakeholder meeting

Interviews and a meeting with stakeholders were conducted to broadly assess the opportunities for park system enhancements. Stakeholders were identified by City staff based on their past coordination with the City and their involvement or interest in the future of Ballwin's park, outdoor recreation or trail facilities. The stakeholder meeting was held in July 2018.

Community engagement and input played a crucial role in revealing the current demands and needs for park and recreation provision as well as establishing the future recreational framework that reflects community priorities. This planning process leaned on community outreach, stakeholder meetings, surveys, demographics and inventorying to provide a baseline of demand and need. Input from citizens that use City services, properties and facilities often, as well as those who rarely or never use them was provided to gain an understating of current perceptions, priorities and needs.



Meeting notes



Stakeholder meeting

stakeholders

- Linda Bruer – City of Ballwin
- Hedy Boone – City of Ballwin
- John Hoffman – City of Ballwin
- Matt Struempf – City of Ballwin
- James Boyd – City of Ballwin
- Paul Battis – Resident
- Lucy Hey – Resident
- Jamie Bode – Resident
- Norman Sewing – Resident
- Melissa Meier – Resident
- Adam Meier – Resident
- Andrew Svoloopoulos – Resident

FERRIS PARK

- PLAYGROUND IS GREAT, PLAY VALUE
 - ALL AGES
- NO PARKING NEAR PAVILION, PLAYGROUNDS
 - MORE?
- CONNECTIONS TO NEIGHBORHOODS?
- ACCESSIBLE ROUTE NEEDED TO PLAYGROUND
- WALKING PATH
- NATURE TRAILS?
- IMPROVE SOCCER FIELD
- HIDDEN GEM
- SHOWCASE PARKS IN THE POINTE? JOURNAL?

THE POINTE @ BALLWIN COMMONS

- PICKLEBALL IS THRIVING!
- INDOOR SOCCER FACILITY? COURTS, BATTING CAGES
- MORE GYM SPACE, M.P. ROOM, FREE WEIGHT AREA
- BASKETBALL COURT SURFACE SOFT?
 - INJURY PREVENTION
- COFFEE BAR?
- MORE LAP LANES
- PLAYGROUND: SAND GREAT FOR LITTLE ONES
- TOT TIME ON WEEKNIGHTS OR WEEKENDS?
- WAYFINDING
- WAVE POOL?
- RESTROOMS ONLY IN POINTE BLDG
- PARTY SPACE: GREAT VALUE
 - USE CONCESSION AREA?
- AWKWARD ENTRANCES @ PARKING LOTS
- MORE PAVILIONS (OVERALL)
- SHOWERS IN LOCKERROOMS, DARK UPDATE?
 - BIKE ACCESS IS TRICKY

NEW BALLWIN PARK

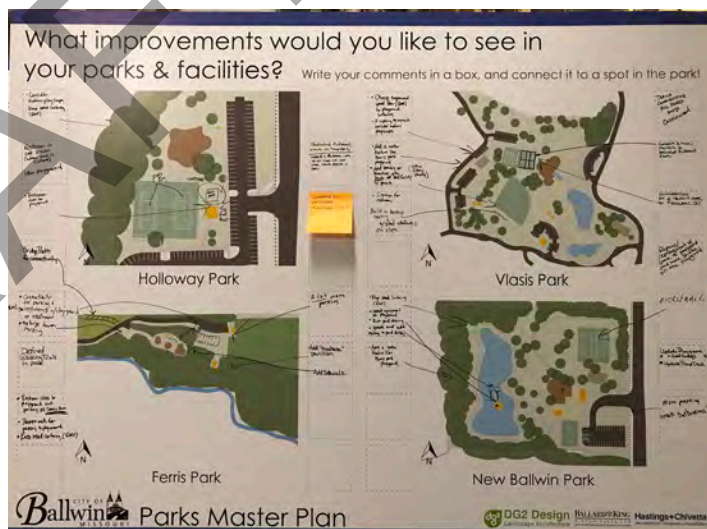
- PLAYGROUNDS IS OLD, NEEDS UPDATE
- GOOD NEIGHBORHOOD CONNECTIONS
- BRING FOUNTAINS BACK?
- PARKING DURING CONCERTS (SHARE WITH SCHOOL)
- RESTROOMS: PROXIMITY IS GOOD
 - NEED UPDATES
- UPDATE BASKETBALL COURT
- SURVEYS: SHOP BALLWIN FIRST
- ASPHALT PATHS ERODING
- CONCRETE SCABS, ACCESSIBILITY ISSUES
- FENCE @ BOTTOM OF HILL?
 - SLOPES AROUND POND.
- SLEDDING HILL?
- BENCHES
- DECKING ON POND GAZEBO



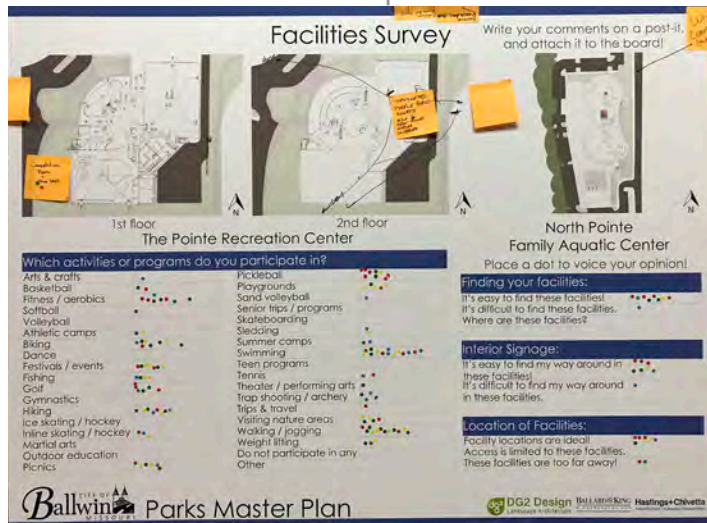
First public meeting

first public meeting

Throughout this process, citizens provided information and expressed opinions about their needs and priorities for parks, trails and recreation opportunities in Ballwin. Approximately 30 people attended an open house at The Pointe on September 27, 2018 and participated in exploring the general needs and analysis for park and recreation facilities in Ballwin. A brief presentation introduced the planning process and reviewed the current park facilities and amenities. Boards were available after the presentation for citizens to comment and vote for potential new amenities.



Improvement board



Facility survey board

Sample Comments

- Provide more walking trails
- Prefer wood surface for playgrounds (EWF)
- Update pond and deck at New Ballwin Park
- Update playground equipment at The Pointe
- Provide more restrooms
- More pickleball courts
- Dog park
- More lap lanes in pools

second public meeting



Proposed improvement- The Pointe



Proposed improvement- Vlasis Park

A second public meeting was held at the Ballwin Golf Club on November 27, 2018. Community members weighed in on their overall priorities as well as their thoughts regarding the initial plan recommendations. Participants provided additional information and comments of the plan recommendations through a series of boards.

Sample Comments

- More connections throughout the city
- Prefer wood surface for playgrounds (EWF)
- Restrooms closer to playgrounds
- More pickleball courts
- Expand the walking track at The Pointe
- More lap lanes in pools
- Provide a better senior center



Second public meeting

survey results

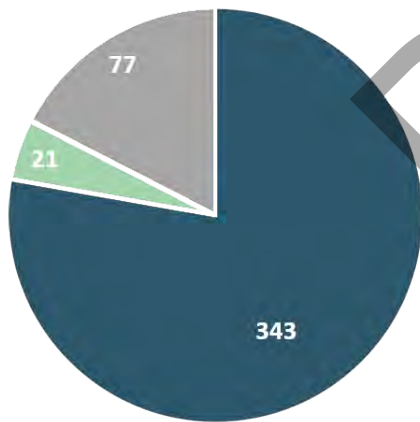
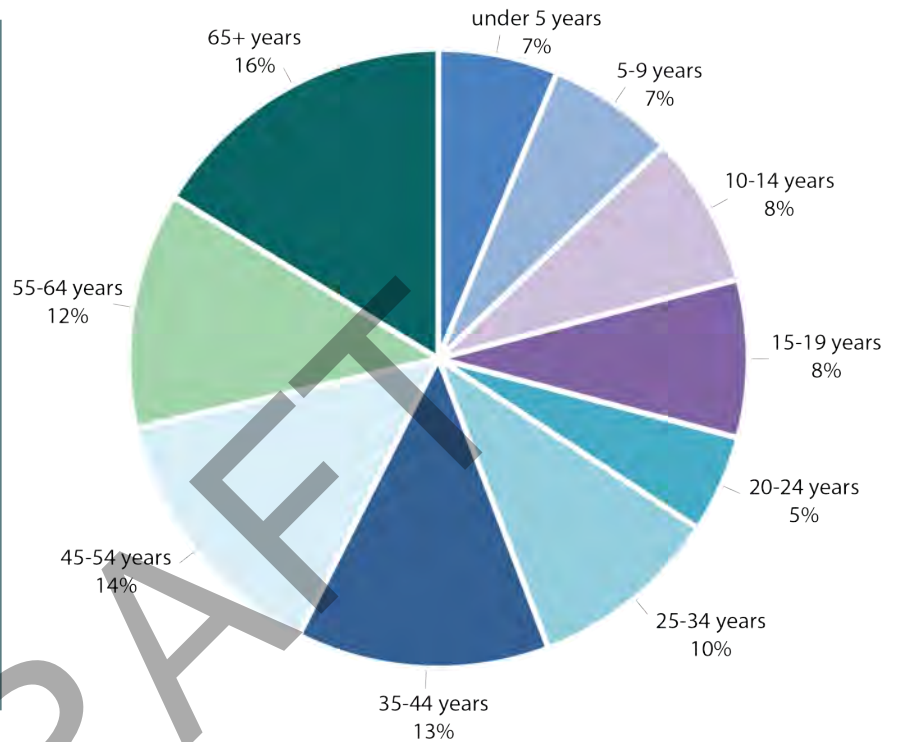
17 questions were posted to an online survey, which collected 441 responses. Similar questions were also asked during the public meetings. The survey responses were a statistically valid representation of the community. The survey answers provided insight into user group interests and provided a platform for everyone in the community to share ideas.

Survey Summary: 441 Responses 312 Completed

Respondent Mean Age 52.3
Male 27.7% / Female 43.1%
No Answer 29.3%

Home Ownership (67.6%)
3.2% Renter / 29.3% No Answer

People in Household
3 = Median & Mean

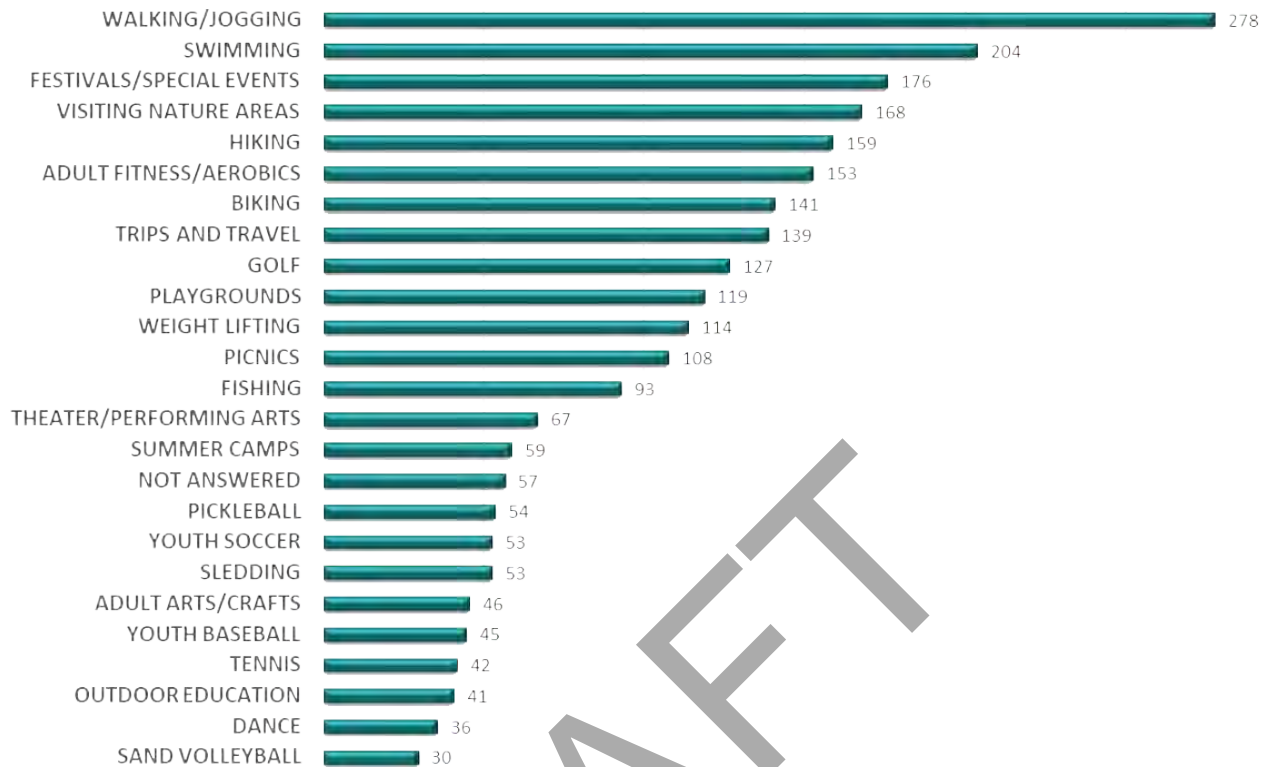


■ Yes ■ No ■ Not Answered

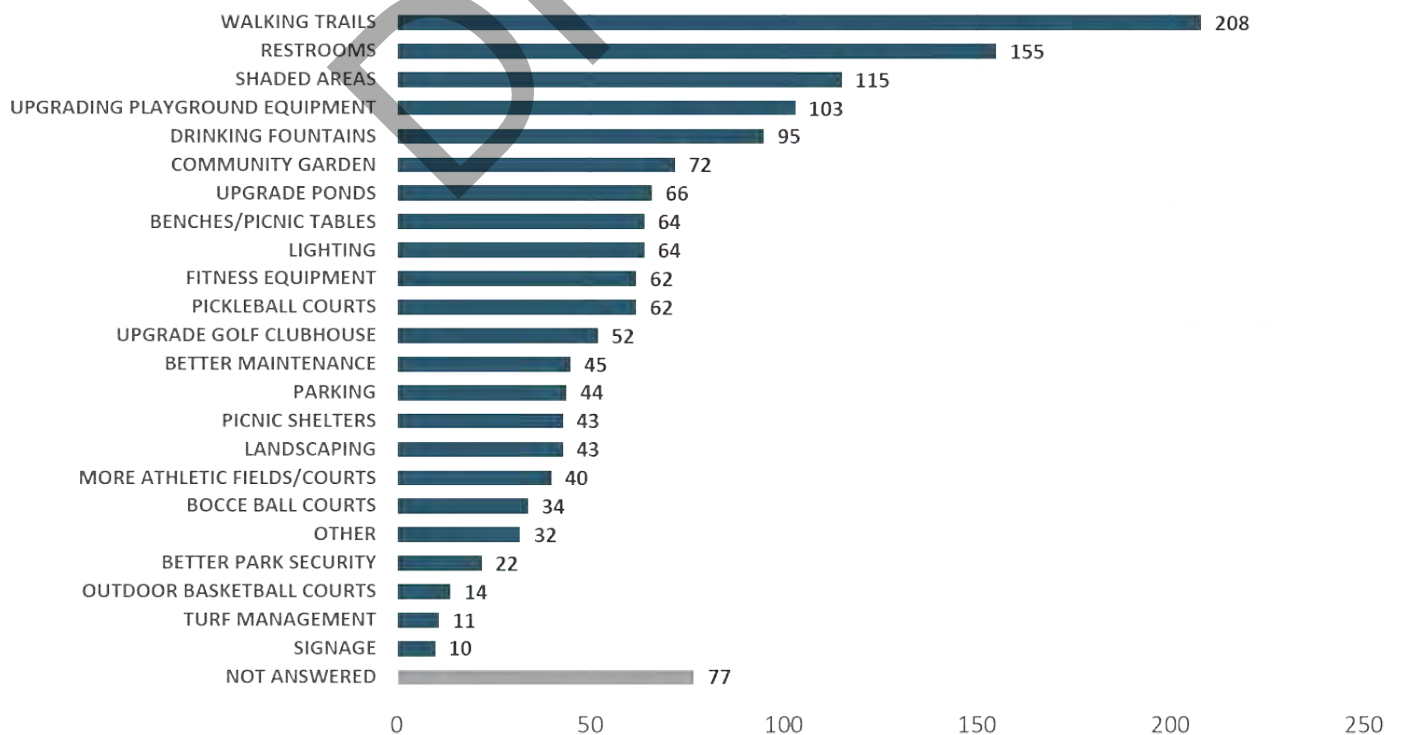
Did household members visit parks last year?

78%
visited parks last year

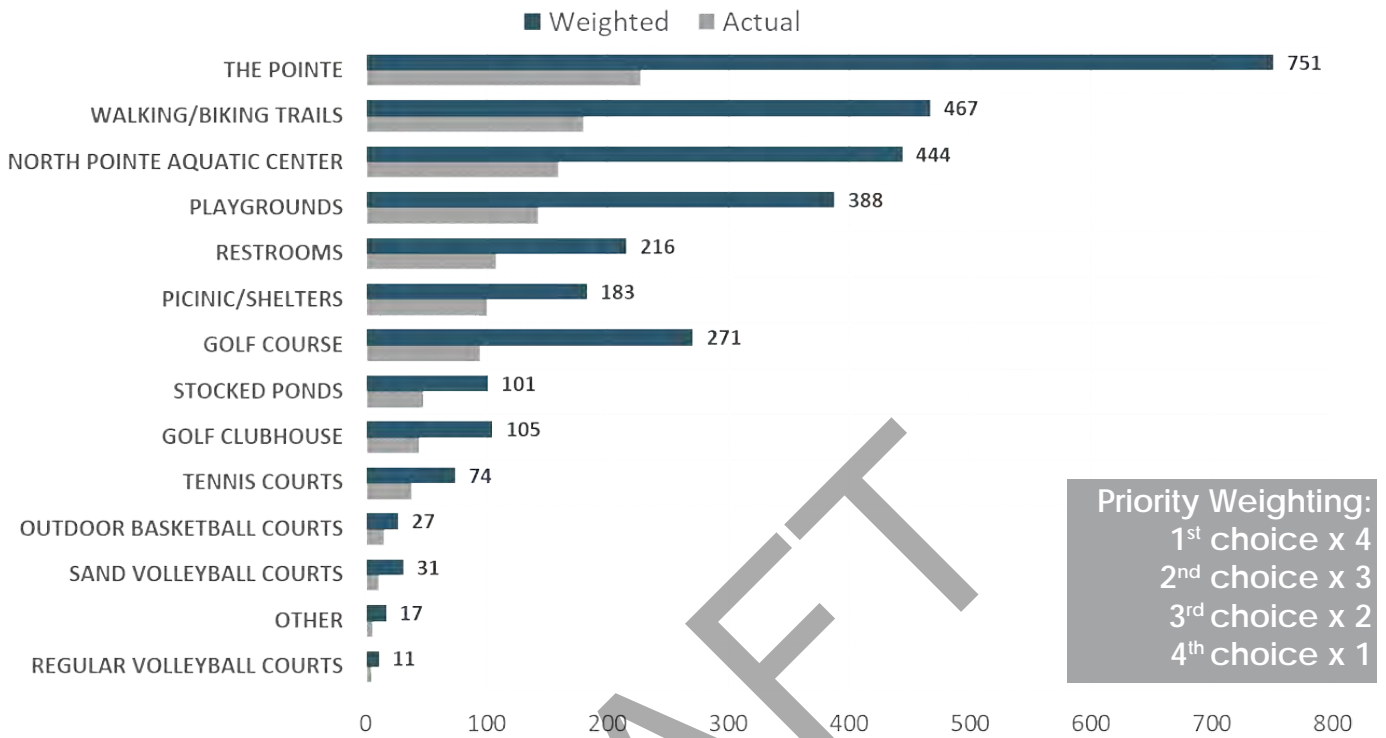
Household Activity Participation: Top 25



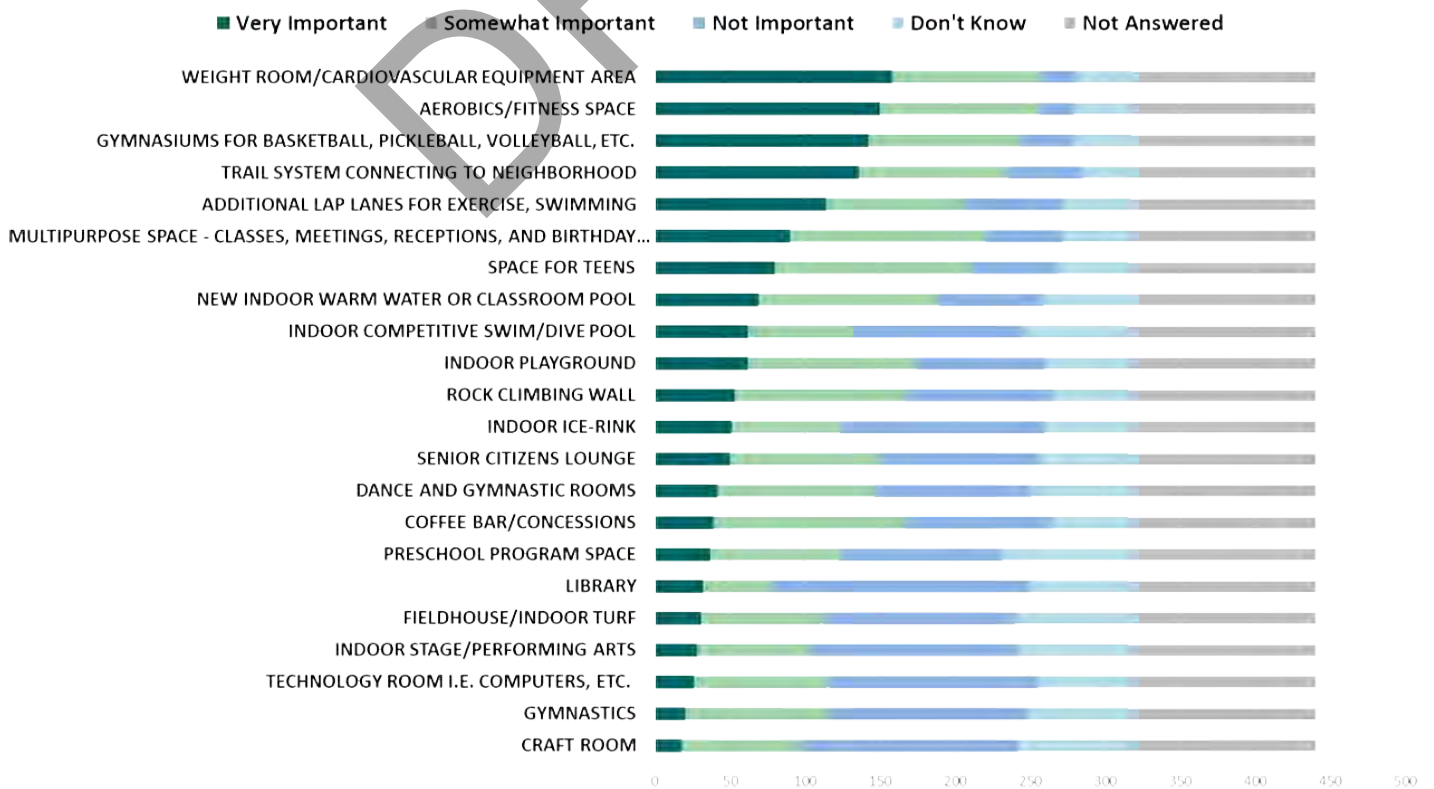
Most Important Potential Improvements



Four Most Important to Your Household

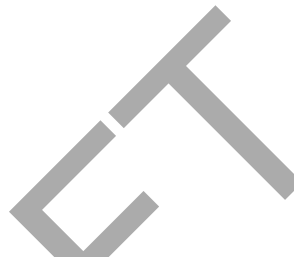


Summary of Considerations for The Pointe



Site Inventory + Analysis:

Along with the online survey, stakeholder discussions, and public meetings - the team performed site analysis and inventory studies of the physical components of the Parks & Recreation system. Each of Ballwin's parks and facilities was analyzed and studied. City staff provided additional insight into some of the common management considerations that are dealt with on a regular basis for each park or facility. The following pages provide a detailed inventory of all amenities and assets associated with each park or facility, as well as a site analysis and rating for each.



HOLLOWAY PARK

Neighborhood Park

address:
335 Holloway Road
2.6 acres

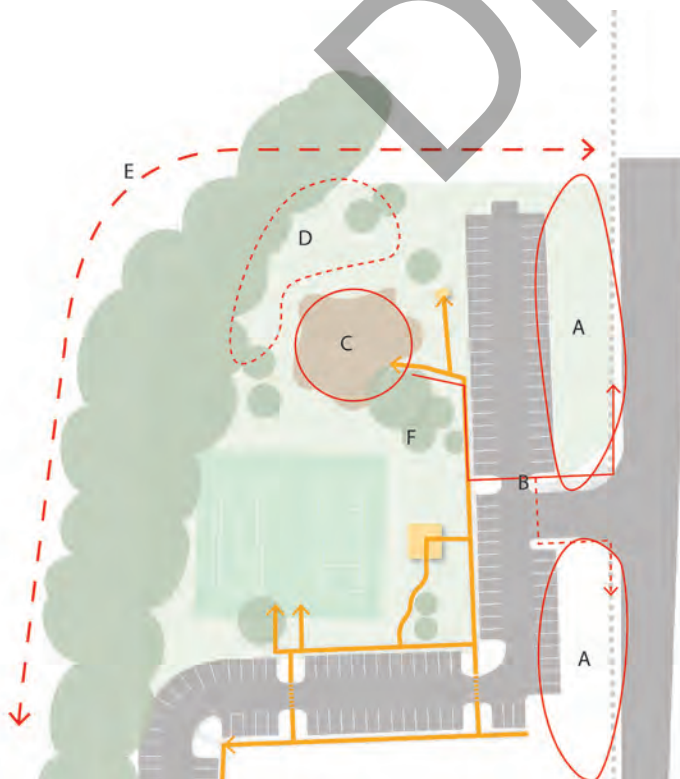


Playground

Amenities

- playground
- pavilions
- benches
- pickleball courts
- paved pathways
- tennis court (2)
- basketball hoops (2)
- electrical outlets

Site Analysis Plan



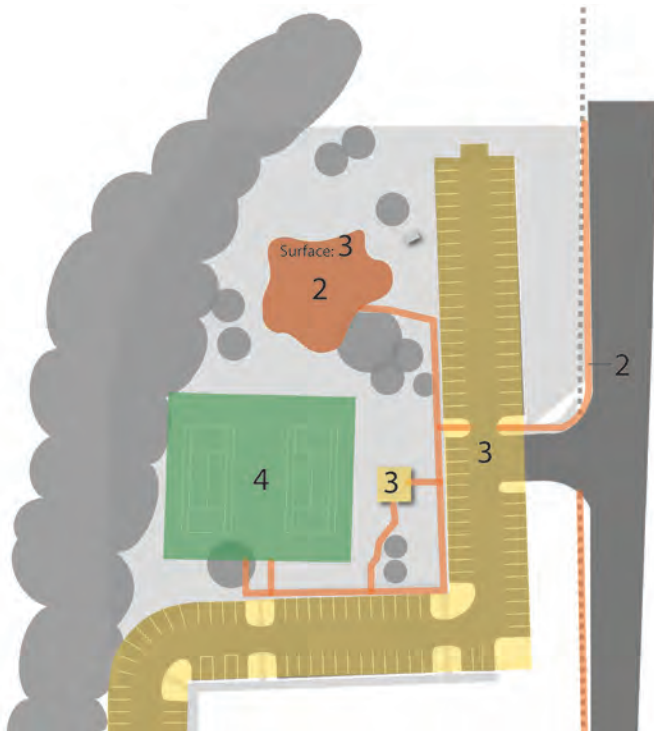
Key

- Pedestrian circulation
- A "Curb appeal" needed
- B Limited pedestrian accessibility
- C Aging play equipment, lack of shade
- D Unutilized slope
- E No neighborhood connections
- F No restroom access when pool is closed



Observations

- Minimal pedestrian access
- Playground equipment is dated



Lack of pedestrian pathways



Playground exposed to sun



Lack of pedestrian pathways

NORTH POINTE AQUATIC CENTER

Recreation Center

address:
335 Holloway Road
6.18 acres

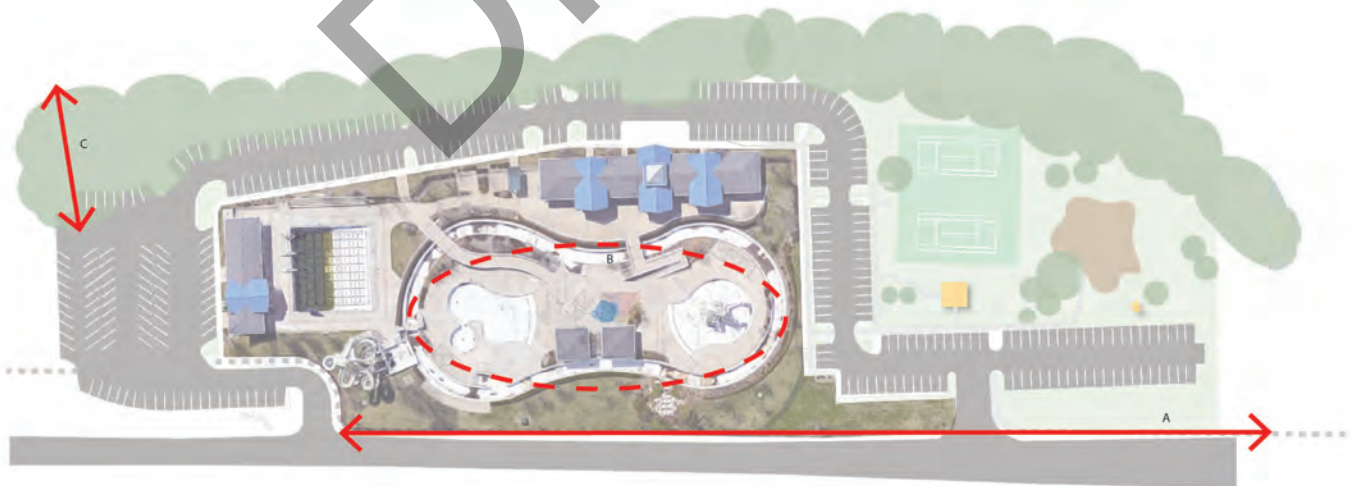


Lazy river

Amenities

- splash pad
- bucket falls
- tree swing
- climbing wall
- pavilions
- benches
- trash cans
- restroom
- shade trees
- competition pool
- lazy river
- drinking fountains

Site Analysis Plan



Key

- A Limited pedestrian connections
- B Lack of shade
- C Lack neighborhood connections



Observations

- Lack of shade
- Poor pedestrian connections

Park Location	Facility	Exterior Condition					Exterior Accessibility	Interior Condition							
		Walls	Windows	Doors	Roof	Floors		Partitions	Ceilings	Interior Doors	Interior Windows	Lighting Fixtures	Exterior Accessibility		
North Pointe Aquatic Center	W. Aquatic Building	3.9	4.0	3.8	4.0	3.5	4.0	3.5	3.5	4.0	2.7	4.0	4.0	2.3	4.0
North Pointe Aquatic Center	E. Pavilion/Pump Bldg.	3.9	4.0	4.0	4.0	3.5	4.0	3.4	3.5	4.0	2.3	4.0	4.0	2.0	4.0
North Pointe Aquatic Center	S. Pavilion/Mech. Bldg.	3.9	4.0	4.0	4.0	3.5	4.0	3.5	3.5	4.0	2.7	4.0	4.0	2.0	4.0

Building assessment



Bucket falls



Tree swing



Splash pad



Competition pool

BALLWIN GOLF COURSE & CLUB

Golf Course & Club

address:
333 Holloway Road
69.02 acres



Putting green

Amenities

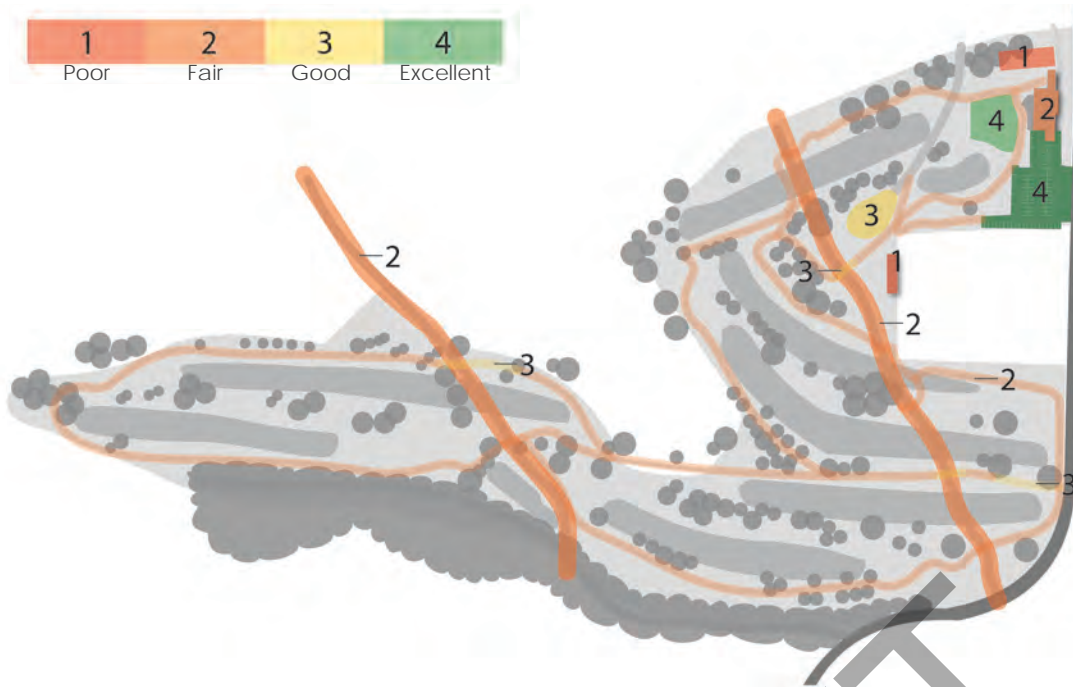
- pavilions
- benches
- drinking fountains
- trash cans
- pond
- shade trees
- grass lawn
- paved pathways
- restroom
- bar
- pro shop
- golf course office
- multi-purpose room
- patio
- parking lots

Site Analysis Plan



Key

- Cart circulation
- A Low porte cochere
- B Views
- C Algae problems
- D Aging maintenance facility
- E Improve buffer to road
- F Eroding and unstable banks
- G Mostly mature trees, lack of species diversity
- H Cracked and aging asphalt paths
- I Lack of buffer to the creek



Observations

- Cart path needs improvement /drainage system
- Erosion problem at channels



Pond with periodic algae bloom problem



Poor drainage



Creek bank



Potential native landscape

VLASIS PARK

Community Park

address:
Kehrs Mill Road
28.47 acres



Playground

Amenities

- playground
- swings
- splash pad
- pavilions
- benches
- tennis courts (4)
- drinking fountains
- sand volleyball (1)
- restroom
- deck over pond
- stocked ponds
- public art
- paved pathways
- ballfield (1)
- electrical outlets

Site Analysis Plan



Key

- Pedestrian circulation
- A Surface tiles are deteriorating
- B Concrete banks, algae problems
- C Views
- D Opportunity area/ city administration
- E Restroom is not centrally located
- F No seating, limited shade
- G Neighborhood connection
- H Wall divides site circulation
- I Pedestrian obstacle
- J New city hall
- K Harrison-Schmidt-Dahlke log house
- L Police/ court building
- M Maintenance facility



Observations

- Green Space:
 - Traditional park atmosphere
 - Entrances lack consistent landscape palette
- Upper pond has algae problem
- The pond banks need to be updated
- No seating or shade structure on ballfield
- Parking lots need to be resealed



Pavilions



Existing City Hall



Log house



pavilion and plaza

THE POINTE

Recreation Center

address:
1 Ballwin Commons Circle
66,000 square feet

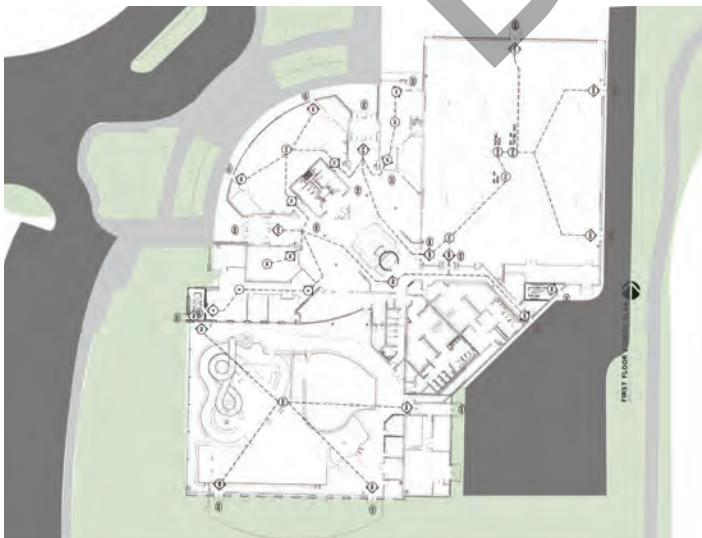


The Pointe

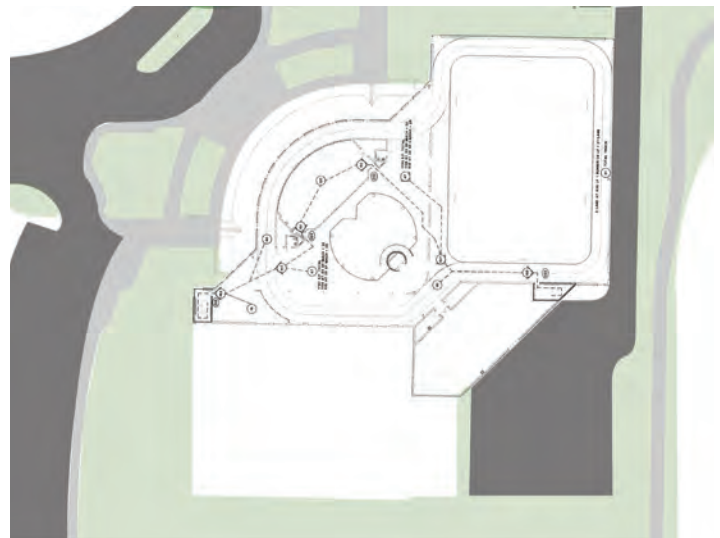
Amenities

- drinking fountains
- trash cans
- restrooms (within the pointe)
- gymnasium
- indoor pool
- fitness center
- classes
- party room
- babysitting room
- PAC room
- walking track
- aerobics studio
- cybex equipment

Existing Building Plans



Existing floor plan-first floor

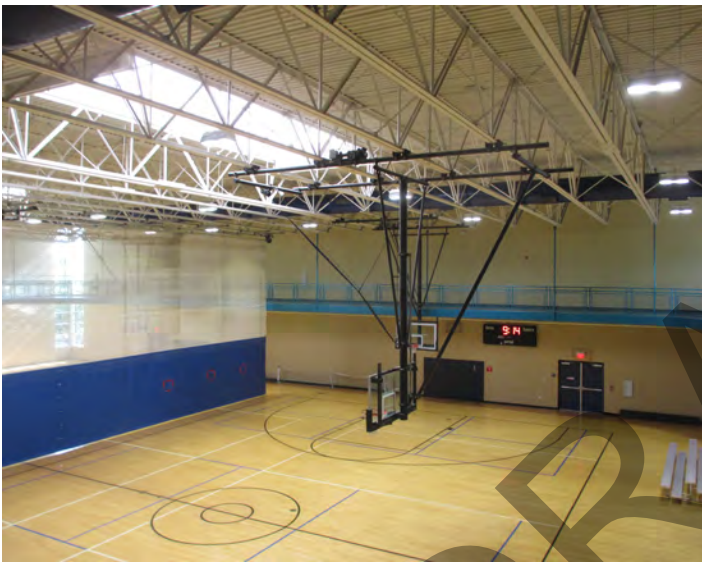


Existing floor plan-second floor

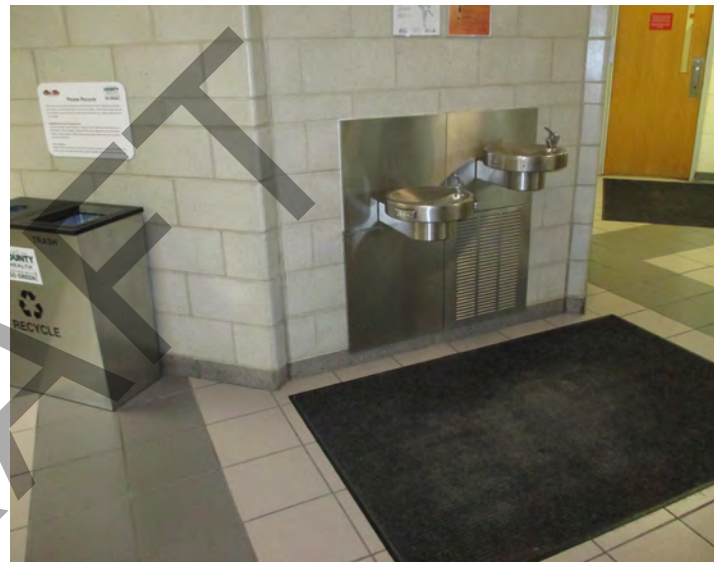


Park Location	Facility	Exterior Condition					Exterior Accessibility	Interior Condition							
		Walls	Windows	Doors	Roof	Floors		Partitions	Ceilings	Interior Doors	Interior Windows	Lighting Fixtures	Exterior Accessibility		
The Pointe	Community Center	3.6	3.8	3.3	3.5	3.3	4.0	3.5	3.1	3.8	3.8	3.5	3.5	3.0	3.8
The Pointe	Pavilion	3.5	0.0	0.0	0.0	3.0	4.0	3.6	3.5	3.5	3.0	0.0	0.0	4.0	4.0

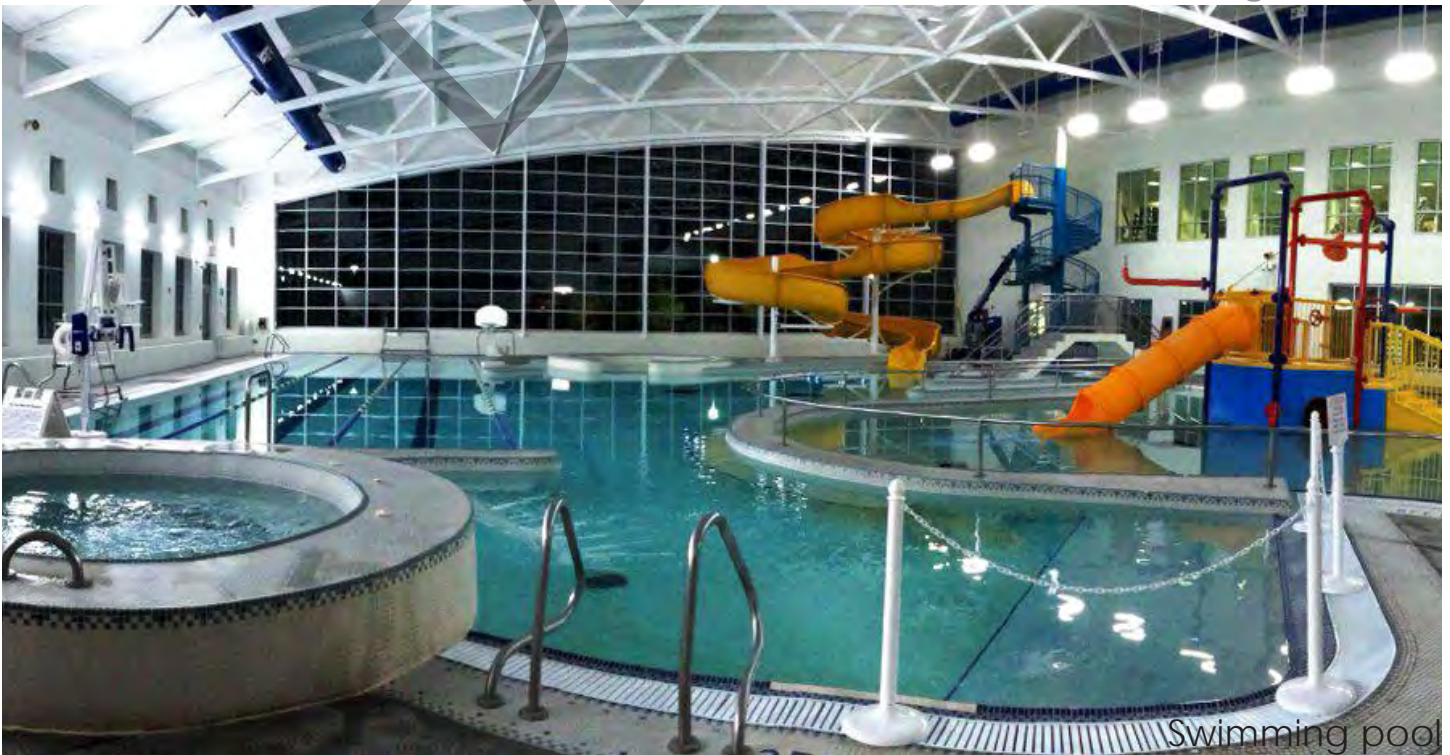
Building assessment



Gymnasium



Drinking fountains



Swimming pool

THE POINTE at BALLWIN COMMONS

Community Park

address:
1 Ballwin Commons Circle
12.79 acres



Playground

Amenities

- playground w/ safety surface
- swings
- pavilions
- benches
- soccer field
- drinking fountains
- stormwater management pond
- paved pathways
- electrical outlets

Site Analysis Plan



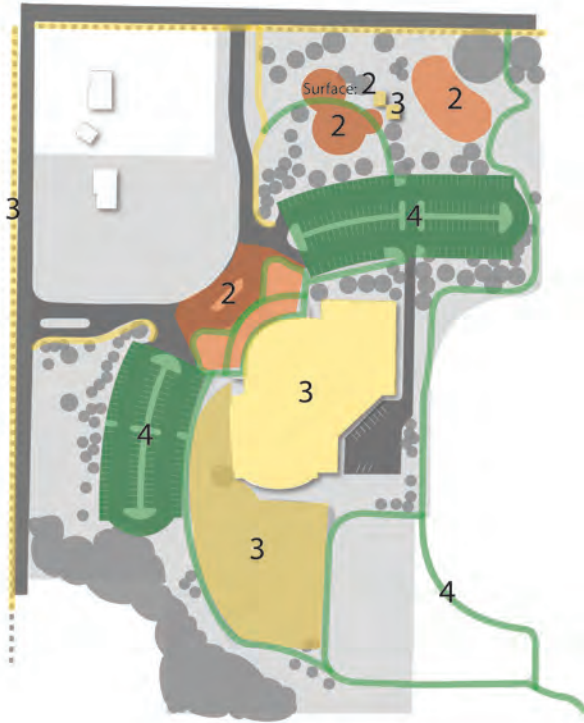
Key

- Pedestrian circulation
- A Erosion on banks
- B No restroom near playground
- C Sand migration problems
- D Pedestrian circulation through parking Lot
- E Confusing vehicular circulation
- F Opportunity area
- G No sidewalk
- H Geothermal wells
- I Neighborhood connection



Observations

- Green Space:
 - The landscape needs to be improved to highlight The Pointe as Ballwin's main facility
 - Remove mature shrubs
- Vehicular circulation need to be improved
- Improve pedestrian access
- Erosion problem with pond



Stormwater management pond



Playground/ sand play area



Footbridge and the potential trail connection

NEW BALLWIN PARK

Neighborhood Park

address:
329 New Ballwin Road
7.36 acres

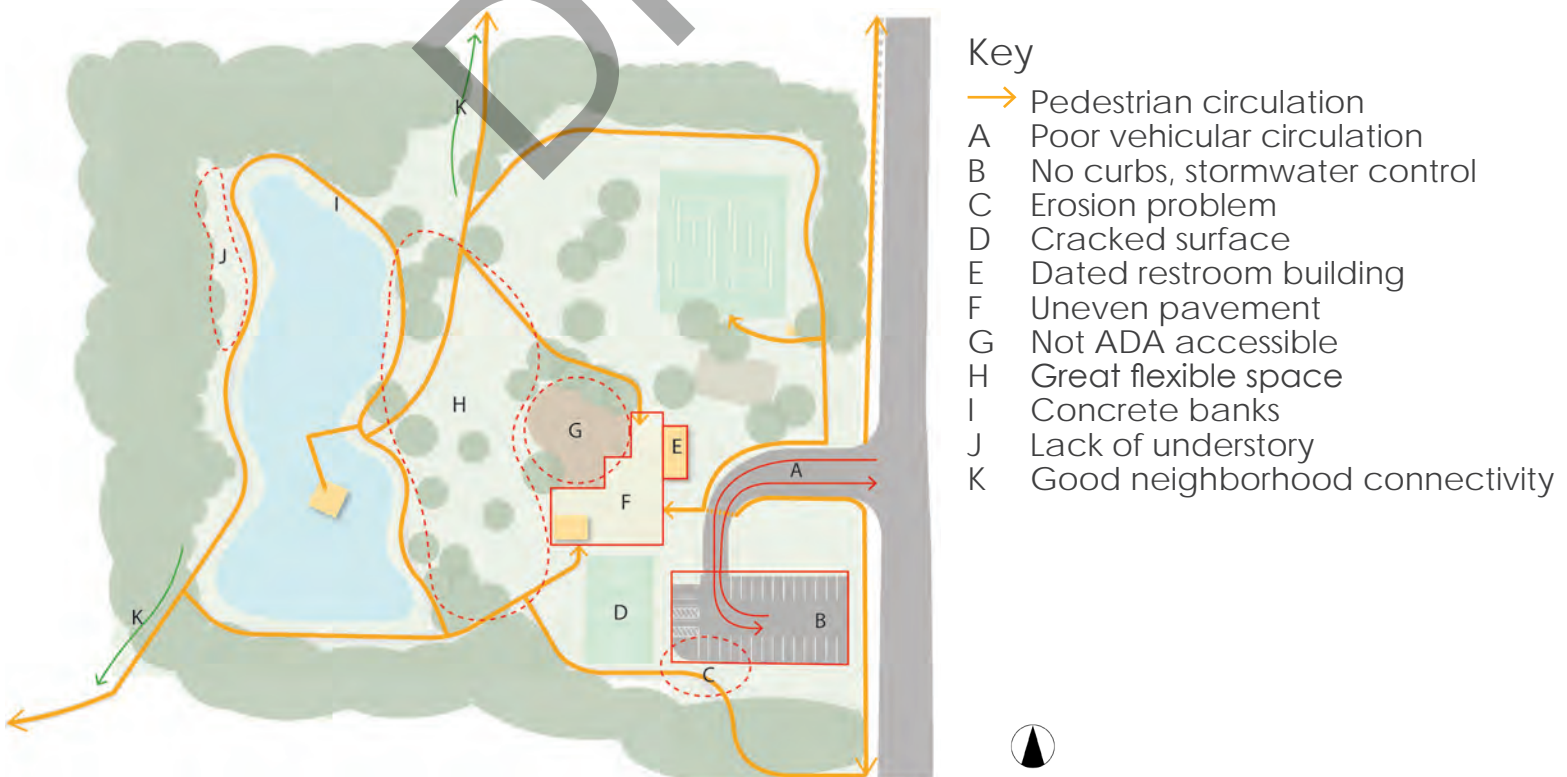


The Pond

Amenities

- playground
- basketball hoops (4)
- plaza and pavilions
- stocked pond
- paved pathways
- tennis courts (2)
- sand volleyball (1)
- benches
- restroom
- memorial trees
- grass lawn / concert seating
- bridge and island

Site Analysis Plan

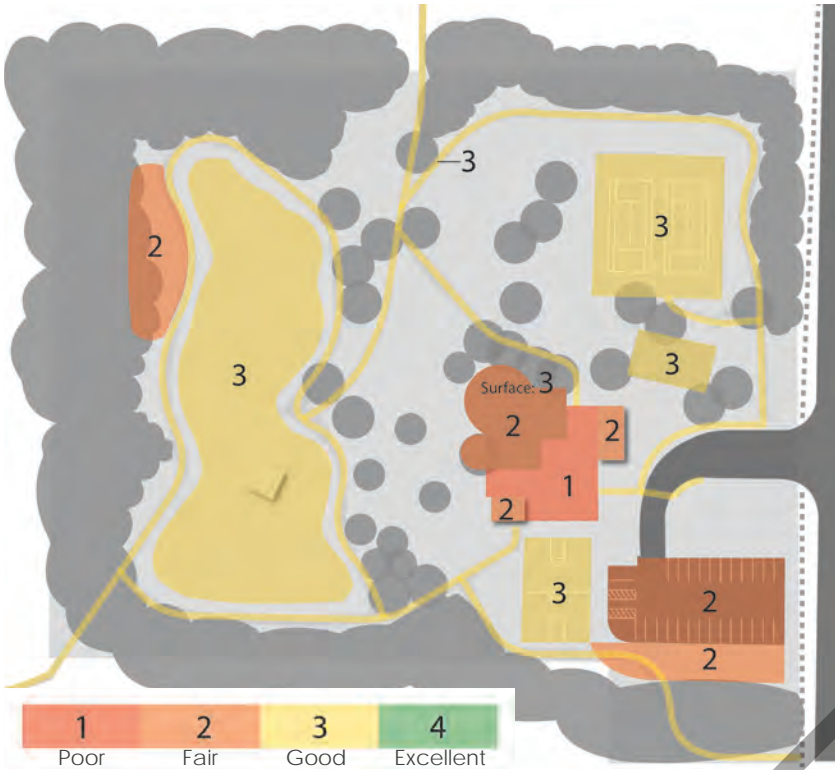


Key

- Pedestrian circulation
- A Poor vehicular circulation
- B No curbs, stormwater control
- C Erosion problem
- D Cracked surface
- E Dated restroom building
- F Uneven pavement
- G Not ADA accessible
- H Great flexible space
- I Concrete banks
- J Lack of understory
- K Good neighborhood connectivity

Observations

- Green Space:
 - Maintained trees
 - Nice views to pond
 - Plant species need to be updated, increase diversity
- Safety surface at the playground is wood chips instead of EWF
- No lighting at tennis court
- Playground is not ADA accessible
- Parking lot:
 - no curb
 - poor circulation
 - needs to be resealed
- Basketball court needs to be resealed, replace timber edge
- Bridge needs to be updated
- Understory landscape needed at park edge
- Lack of permanent stage area



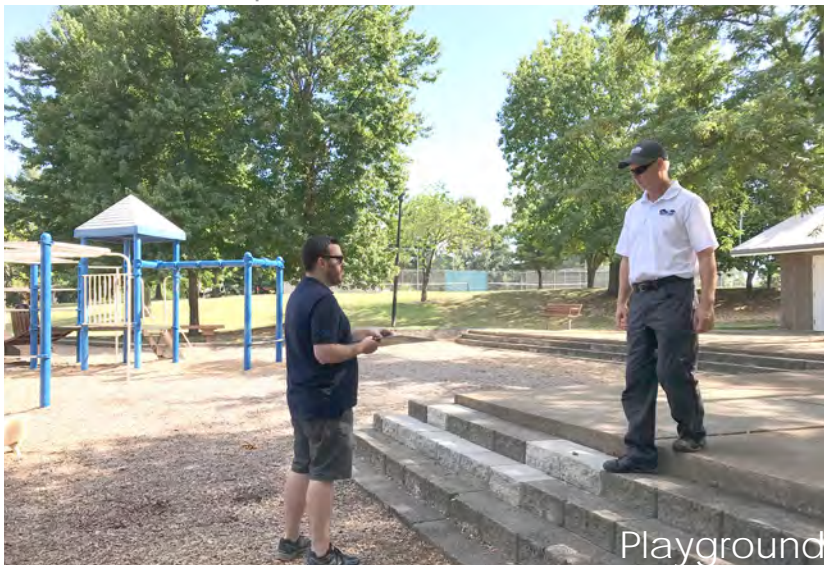
Plaza pavement



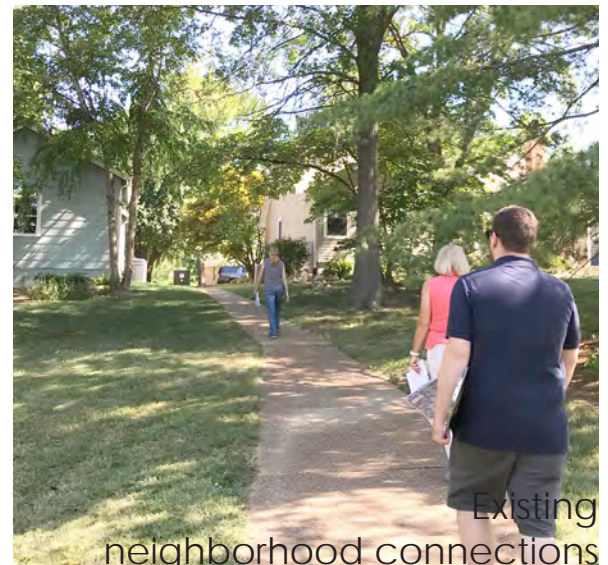
Tennis court



Stone bank with concrete



Playground



Existing neighborhood connections

FERRIS PARK

Neighborhood Park

address:
500 New Ballwin Road
12.65 acres

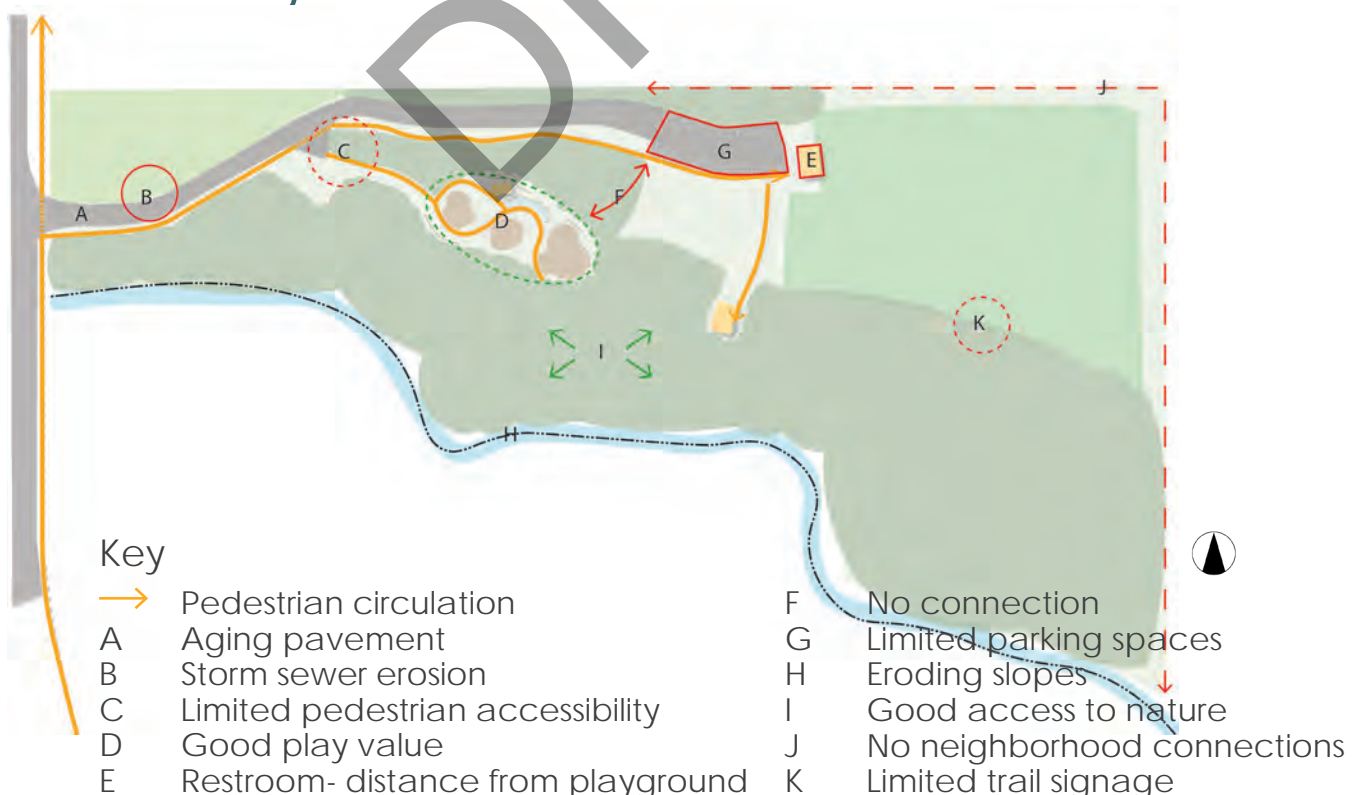


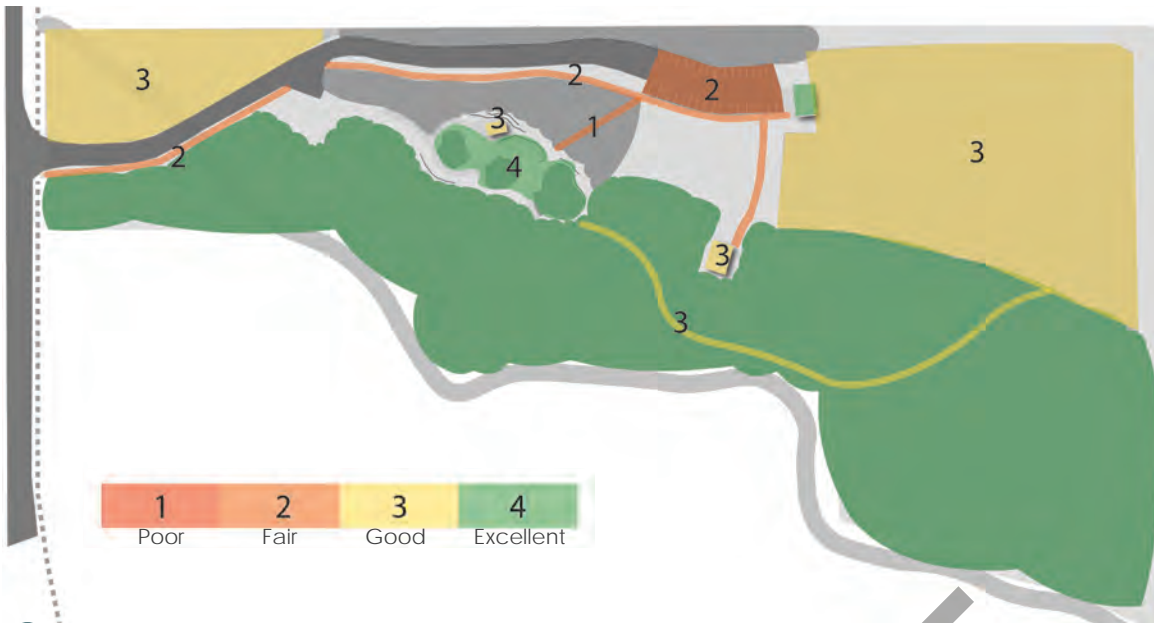
Playground

Amenities

- playground
- pavilions
- benches
- soccer field
- drinking fountains
- trail along creek
- pollinator garden
- restroom
- paved sidewalks

Site Analysis Plan





Observations

- Lacking connections from parking lot to playground
- Erosion shown in creek channel
- No seating or shade structure on the field
- Drainage problem at the pollinator garden and entrance road
- Lack of parking
- Restroom is far from the playground



Pollinator garden



Restroom



Water play area



Pavilion

DRAFT



4

PARK SYSTEM
RECOMMENDATIONS

DRAFT

After thoroughly reviewing all aspects of Ballwin's Parks and Recreation system, the team was able to begin the next phase of the Master Plan: Recommendations.

Recommendations included in this section will include a detailed assessment and recommendation of Ballwin Parks and Recreation Department's programs and services. Additionally, improvement recommendations for each individual physical park and facility has been provided. Many of the recommendations provided may be simple in nature, such as "Add another pavilion here", while other programmatic recommendations may require long term planning and strategic decision making from Ballwin staff and leadership.



Golf course practice green

Current Recreation Programs and Services Assessment:

The Ballwin Parks and Recreation Department offers a number of recreation programs and services to the residents of Ballwin and the surrounding area. Important issues with programming include:

- The Recreation Department focuses much of its programming efforts on youth, sports, special events and activities that operate out of the community centers.
- Recreation programs and services are generally planned and delivered on a community center level to be responsive to varying needs and expectations.
- Current Parks and Recreation Department programs and services include these general areas:

Area	Focus	Programs
Sports	Youth Sports	Basketball, Tennis, Tumbling, Soccer, Golf Lessons, Swimming, Ballwin Race Series (Bike)
	Adult Sports	Volleyball, Tennis, Pickleball, Golf Lessons, Golf Leagues and Tournaments, Ballwin Race Series
Fitness Wellness	Youth Fitness	Exercise Classes, Dance Classes, Ballwin Youth Movement, MyTRYathlon, Taekwondo
	Adult Fitness	Group Exercise Classes, Weight Training, Spinning, TRX, Yoga, Taekwondo, Swimming, Basic Training and Fitness Assessments
Cultural Arts	Youth	Dance, Arts & Crafts, Music, Used Book and Bake Sale, Art Displays
	Adult	Painting, Trivia, Bridge, Themed Classes, Lunch and Bingo, Festivals, Arts & Crafts, Historical Society Commission Speaker Series, Concerts
Youth(Non-sports)		Babysitting Classes, Home Alone Classes, Kids Night Out, Day Camp and Specialty Camps, NERF Wars, Fishing, Seasonal Themed Programs, Special Events
Seniors		Fitness, Yoga, Bridge, Lunch and Bingo, Silver Sneakers Fitness, Senior Trips, LOAP Programs, Medicare Supplement and Advantage Membership Program
Aquatics	Youth	Swim Lessons, Little Splashers, Swim and Dive Team, Disco Swim, Lifeguard Training, WSI Training
	Adult	Swim Lessons, Little Splashers, Swim and Dive Team, Disco Swim, Lifeguard Training, WSI Training
General Programs		One Day Specialty Programs, Birthday Parties, First Aid/CPR
Special Events		A variety of community, seasonal, holiday events that includes Easter Event, Family Bingo, Potluck Socials, Moon Light 5K, Daddy Daughter Dances, Halloween Events, Tons of Trucks, Party at the Pointe, Family Hayrides, Family Campouts, Movies in the Park and Summer Concerts
Outdoor Recreation		Ballwin Race Series, Tennis, Walking/Jogging Trails, Splash Park Pavilions, Ball Fields, Soccer Fields and Open Space
Special Needs		FT inclusionary staff shared with seven other communities' departments that is responsible for facilitating the inclusion of people with disabilities into recreation programs

The Parks and Recreation Department will need to determine if the focus on the major program areas should continue into the future or should move in another direction. The following is a general assessment of the major program areas.

Youth Sports:

With a number of youth sports organizations in the area (baseball, girls softball, soccer, football and volleyball) taking on the responsibility for organized youth team sports activities, the Recreation Department should re-evaluate their role in the future. However, there may be opportunities to expand youth sports camps and clinics to support sports run by other organizations. In many communities there is an increasing interest in individual sports such as golf, tennis, archery, and even fencing. It may be necessary for recreation to provide some of these activities in concert with other community organizations that focus on team sports. **In addition, recreation may need to increase its focus on the development of adventure sports (skateboarding, BMX, mountain biking, etc.)**

Adult Sports:

The City is a provider of adult sports leagues in the community and due to the fact that adult sports can often generate significant revenue this focus should remain. Designating certain facilities or time periods for adult sports may be necessary if greater emphasis is going to be placed on this program area. The Parks and Recreation Department may also want to concentrate on developing individual adult sports.

Youth (Non-Sports):

The Park and Recreation Department has the experience and facilities to continue to support these programs. However, the YMCA, JCC, School District and other community organizations also provide

programming in this area. **The Recreation Department should work closely with these organizations to develop a realistic plan for this program area in the future. There appears to be limited teen programming.**

Aquatics:

With a large pool at the North Pointe and The Pointe, the Recreation Department will need to continue to emphasize aquatic programming, especially learn to swim classes for children, as a primary program area. Aquatic exercise programs should also be emphasized.



Special Events:

The Parks and Recreation Department has a focus on special events on a city-wide basis.

Increasingly recreation departments across the United States are seeing a greater emphasis placed on special events that draw communities together as well as attract individuals from outside the community.

At times the focus on special events has resulted in other traditional recreation programming being neglected. Special events will certainly remain a core program area for the Parks and Recreation Department but the support for non-City sponsored events should not be the primary area of emphasis. The cost of these events should be covered directly by the group that is putting on the event. Other community groups should be encouraged to be the

primary funders and organizers of as many community wide events as possible.

Fitness/Wellness:

Without a doubt, this is one of the greatest areas of growth in public recreation programming. With a society that has an increasing awareness of the benefits of good health and a realization that obesity (especially among children) is a major risk for Americans, there is a much higher demand for programming in this area. The Parks and Recreation Department has a reasonably strong program that operates out of The Pointe but this area may need additional focus in the future. The Department should also continue to emphasize the importance of integrating wellness initiatives into other program areas (seniors, youth, etc.) as well. Partnering with health care providers for more medically based services will be essential.

Cultural Arts:

This is currently a rather small program area for the Parks and Recreation Department and it is anticipated that further emphasis in this area is probably not a priority at this time with other non-profit cultural arts organizations present in the area. However, exposing youth and seniors to basic introductory cultural arts programs through services provided at the center level will still need to occur.

Seniors:

While the Parks and Recreation Department offers numerous programs for seniors, the Department will need to take a more active role with this age group. It should be noted that as the Baby Boomer generation ages they are bringing new needs and expectations to senior services that is more in line with more active recreation pursuits that they have grown up with. This will require

different types of senior services and a change in facilities as well.

General Programs:

Programs in this area can cover everything from self-improvement to education and other classes. This should be a program area that receives increased emphasis in the coming years.



Outdoor Recreation:

There does not appear to be much emphasis given to this program area by the Parks and Recreation Department. With many outdoor areas and resources available, there will need to be a greater emphasis on these activities. Specific programs could still be offered primarily by other community-based organizations with some coordination by the Department.

Special Needs:

The Parks and Recreation Department is part of a multi-agency collaborative to provide the support and resources for inclusionary programming. It is difficult for most recreation agencies to have a broad special needs program on their own.

HOLLOWAY PARK

Neighborhood Park

address:
335 Holloway Road
2.6 acres



Tennis courts

Improvement Opportunities

High Priority

- Add a small restroom for the users at the tennis court and the playground.
- Re-stripe tennis courts to include pickleball.
- Update the playground to include enhanced play value for multiple age groups.

Medium Priority

- Create a minimum 5' wide pedestrian path from Holloway Road to the playground.
- Improve the sidewalk along Holloway Road to trail standards.
- Create a secondary trail system with neighborhood connections.

Low Priority

- Add new shade structures and canopy trees to provide shade for the play areas.



Restroom

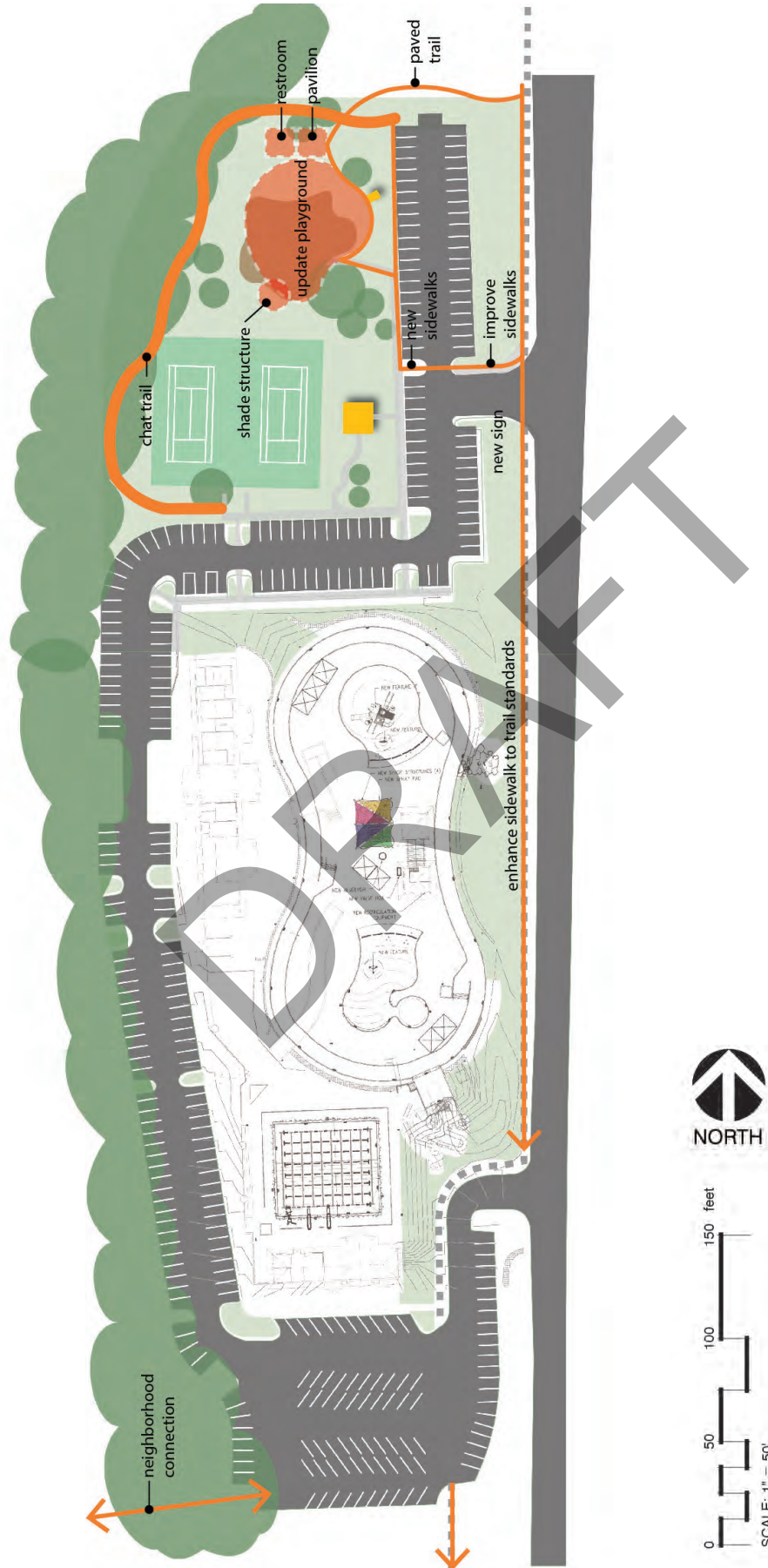


Limestone chat trail



Shade structure

Concept Plan



NORTH POINTE AQUATIC CENTER

Recreation Center

address:
335 Holloway Road
6.18 acres



Water play

Improvement Opportunities

High Priority

- Add more shade structures over seating areas.

Medium Priority

- Update park signage to a new and unified signage for the City parks.

Low Priority

- Consider updating landscape with a pool-friendly plant palette.

DRAFT



Image 8
Shade structure



Image 9
Shade structure



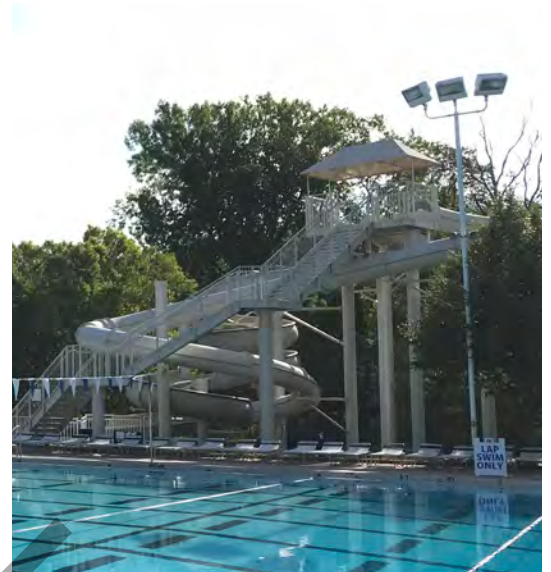
Image 10
Shade structure



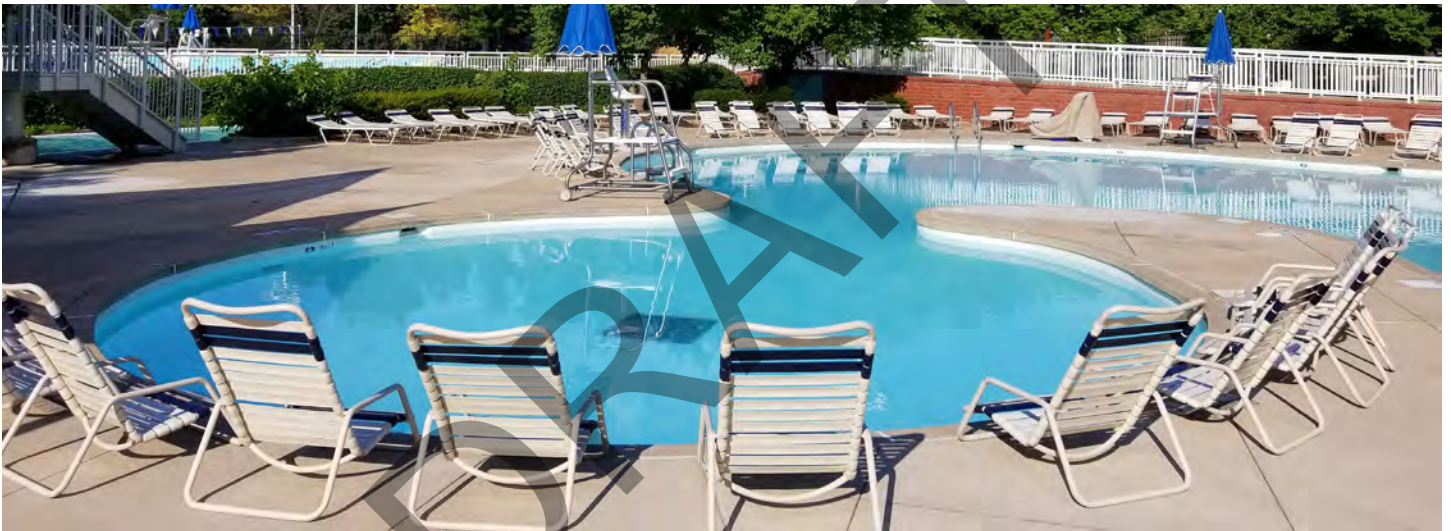
Climbing wall



Water play



Water slide



Pool



Image 11

Pool-friendly landscape

BALLWIN GOLF COURSE & CLUB

Golf Course & Club

address:
333 Holloway Road
69.02 acres



Putting green

Improvement Opportunities

High Priority

- Cart paths need to be repaved and sloped for positive drainage.
- Add a large driving practice cage west of the parking lot.

Medium Priority

- Add a buffer along the pond edge to reduce fertilizer input.
- Add native landscape and screening along the boundary of the golf course.
- The pond needs to be dredged to combat periodic algae blooms.
- Replace the maintenance facility.
- Use gabions to stabilize creek banks.

Low Priority

- Update the Golf Club building.
- Improve pedestrian access to facility from Holloway Road.
- Add private restrooms separate from the pro shop and golf course office.

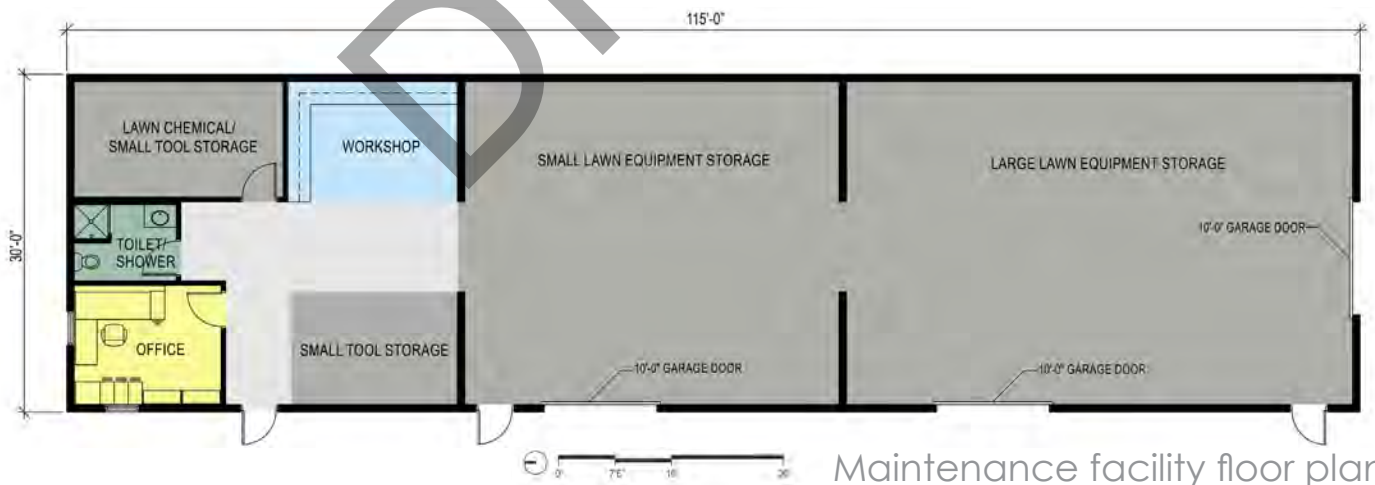
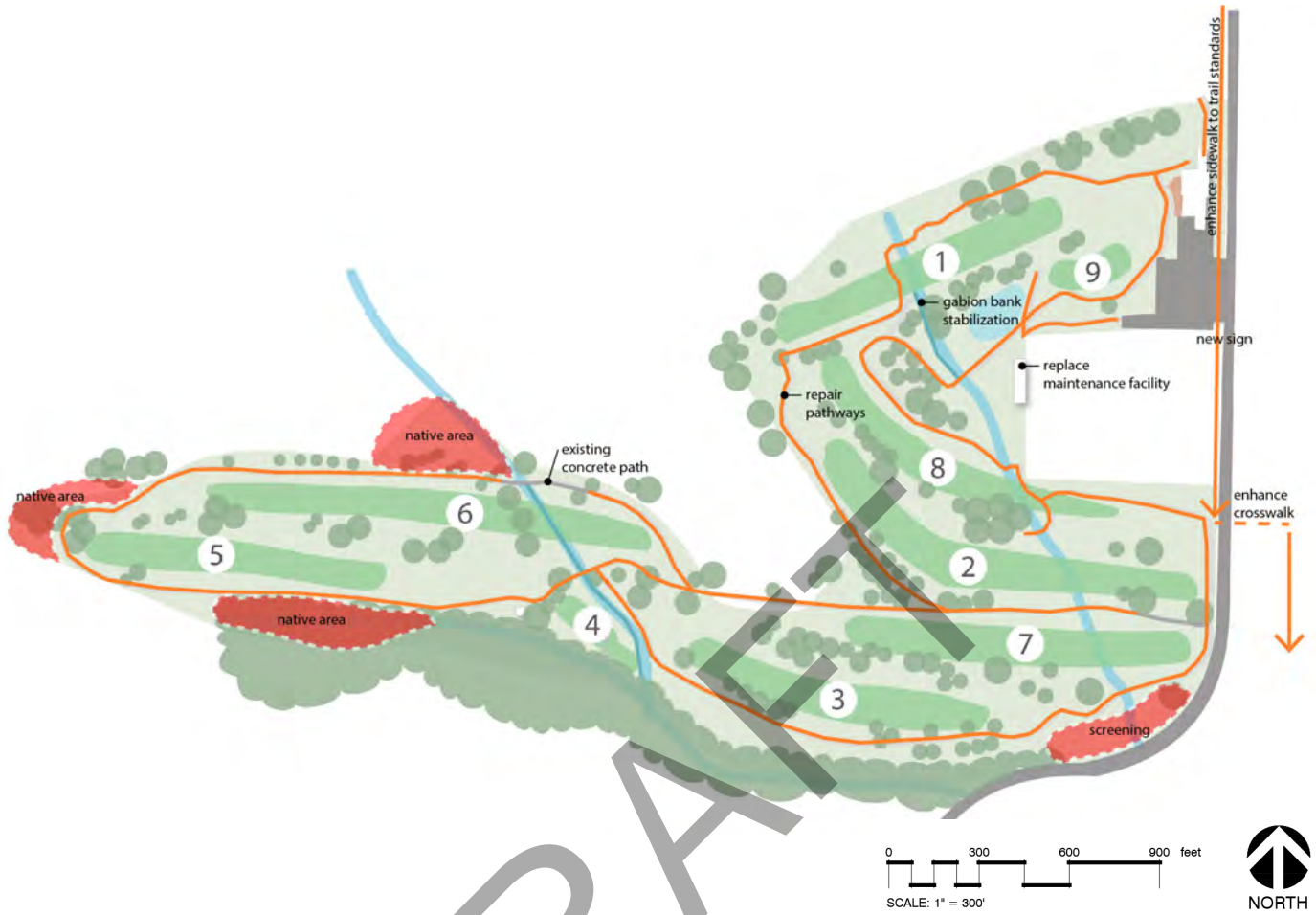


Gabion creek stabilization



Native area

Concept Plan



Maintenance facility floor plan

VLASIS PARK

Community Park

address:
Kehrs Mill Road
28.47 acres



Water Feature

Improvement Opportunities

High Priority

- Complete a detailed Park Master Plan.
- Enhance ballfield.
- Add pickleball courts.

Medium Priority

- Add a large amphitheater for concerts and events.
- Dredge ponds and improve edge treatment.
- Update/ relocate playground.
- Add parking.

Low Priority

- Add a restroom closer to the playground.
- Add trails and neighborhood connections.



Image 14
Amphitheater

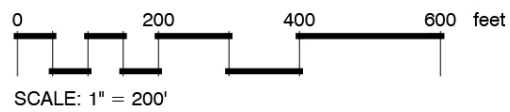


Image 15
Field improvement



Image 16
Greenway

Concept Plan



THE POINTE

Recreation Center

address:
1 Ballwin Commons Circle
66,000 square feet



Lobby

Improvement Opportunities

Medium Priority

- Add additional lap lanes.

Low Priority

- Add gymnasium and multipurpose room.
- Renovate babysitting/ PAC room, spinning room and party room.
- Expanded weights/ cardio space.

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Image 17
Running track

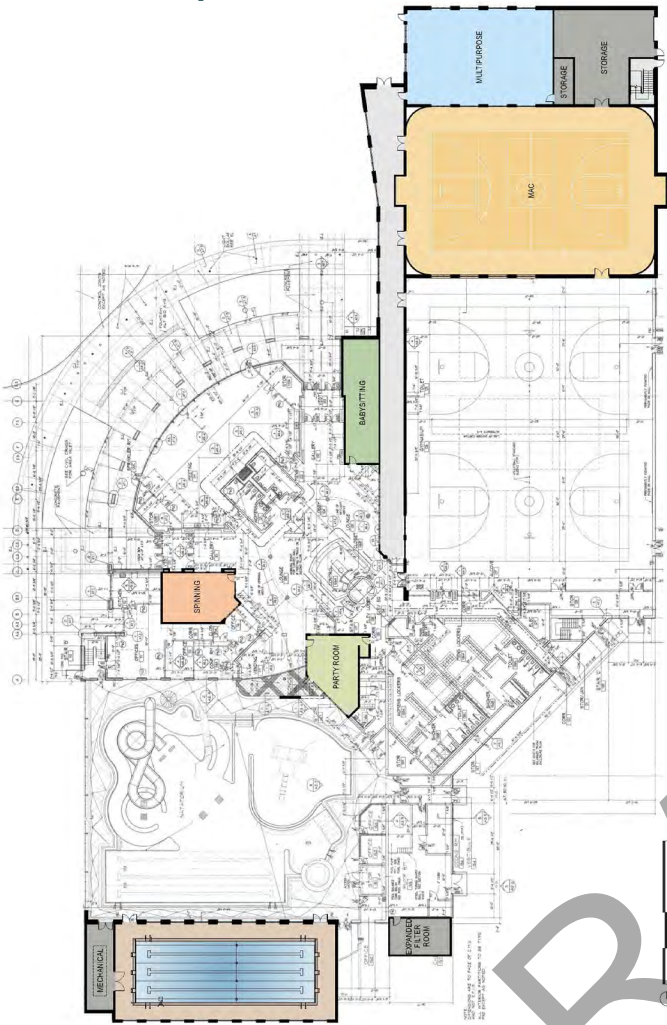


Image 18
Pickleball/ multi-use courts

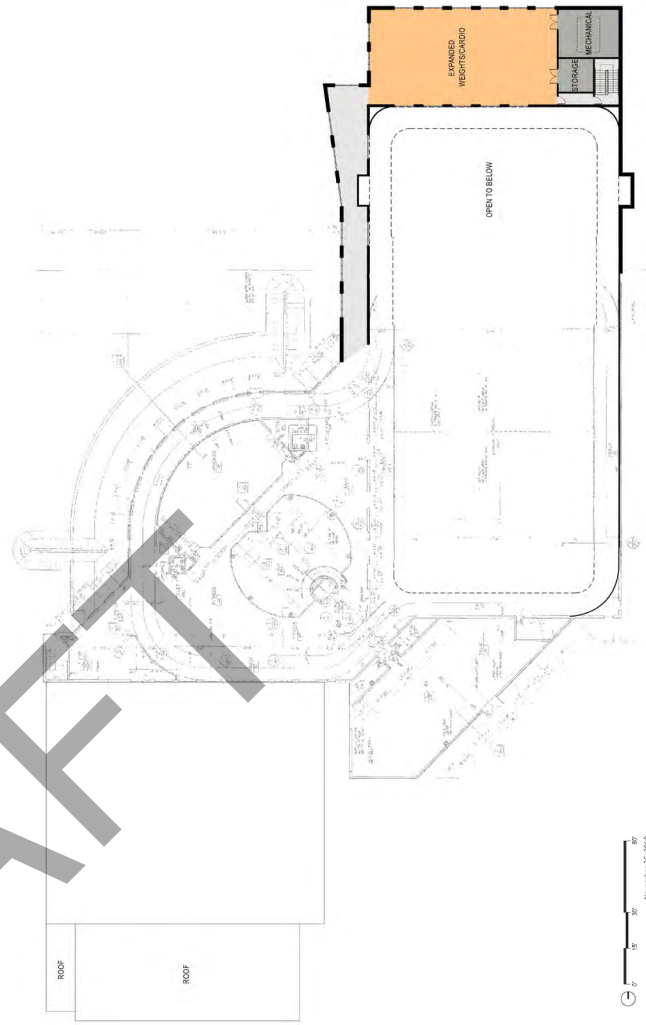


Image 19
Lap pool

Concept Plan



First floor plan



Second floor plan

DRAFT

THE POINTE at BALLWIN COMMONS

Community Park

address:

1 Ballwin Commons Circle

12.79 acres



Swings

Improvement Opportunities

High Priority

- Enhance the pond edge.

Medium Priority

- Add multi-use courts.
- Add irrigation system.

Low Priority

- Move entrance from Ballwin Commons to the east.
- Update/ relocate playground.
- Improve pedestrian access.
- Add plaza and pavilion.
- Improve vehicular circulation and parking.
- Utilize newly acquired adjacent land to improve pedestrian access and amenities.
- Enhance the landscape to highlight The Pointe as Ballwin's premier facility.



Image 20

Multi-use courts



Image 21

Lake edge

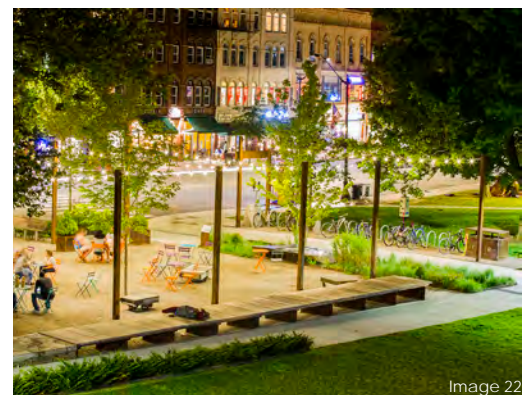
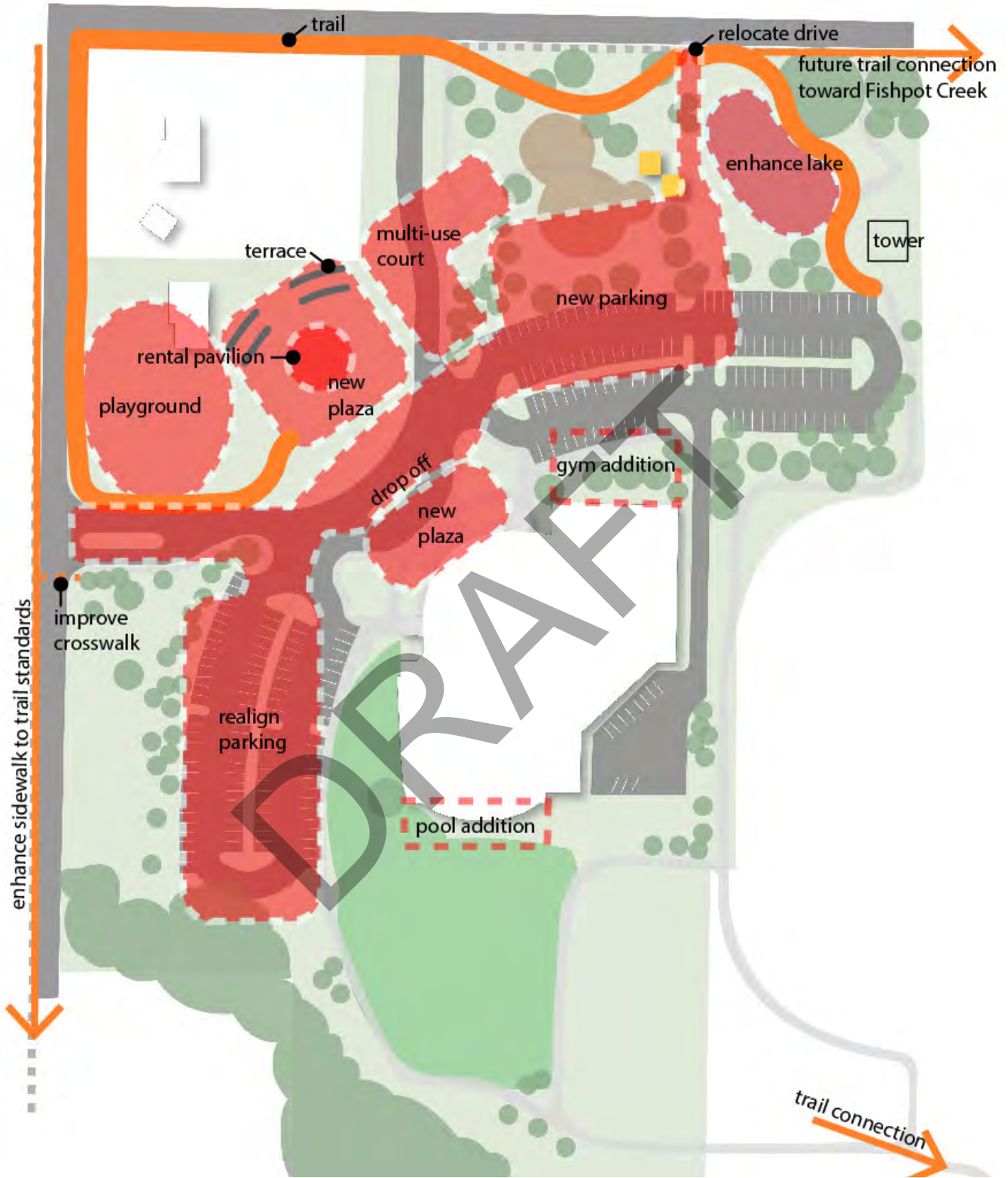


Image 22

Plaza

Concept Plan



0 50 100 200 feet



SCALE: 1" = 100'



NORTH

NEW BALLWIN PARK

Neighborhood Park

address:
329 New Ballwin Road
7.36 acres



Playground

Improvement Opportunities

High Priority

- Create a native vegetation buffer to prevent bank erosion with designated access points.
- Replace playground and plaza/ trees.
- Update restroom.
- Realign walkway.
- Reseal/ re-stripe multi-use court (basketball and pickleball).

Medium Priority

- Improve circulation and update parking lot with modern stormwater BMPs.
- Add a more permanent structure or area for concerts near the lake.

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Playground

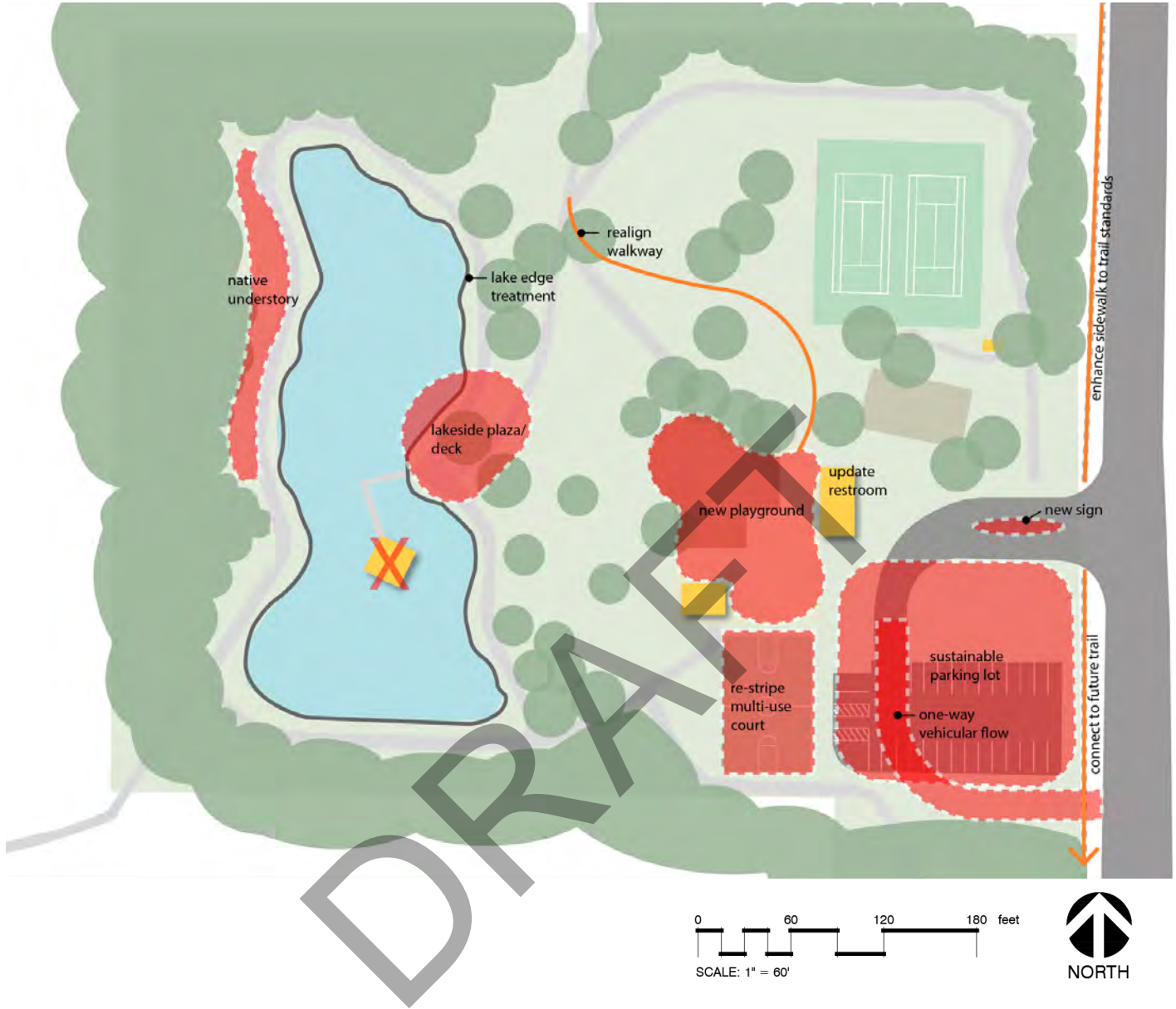


Sustainable lot



Lakeside plaza

Concept Plan



FERRIS PARK

Neighborhood Park

address:
500 New Ballwin Road
12.65 acres



Field Entrance

Improvement Opportunities

High Priority

- Add permeable parking with modern stormwater BMPs.
- Add access to playground from parking lot.

Medium Priority

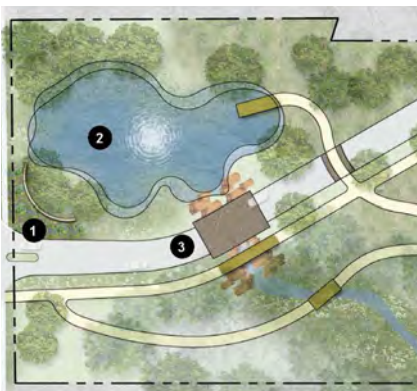
- Add multi-use courts (tennis/ volleyball/ pickleball courts)south of the restroom.
- Improve pedestrian access and interior trails.

Low Priority

- Add bridge and stormwater feature at entrance.
- Field enhancements.

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Below images from Ferris Park Master Plan by SWT Design



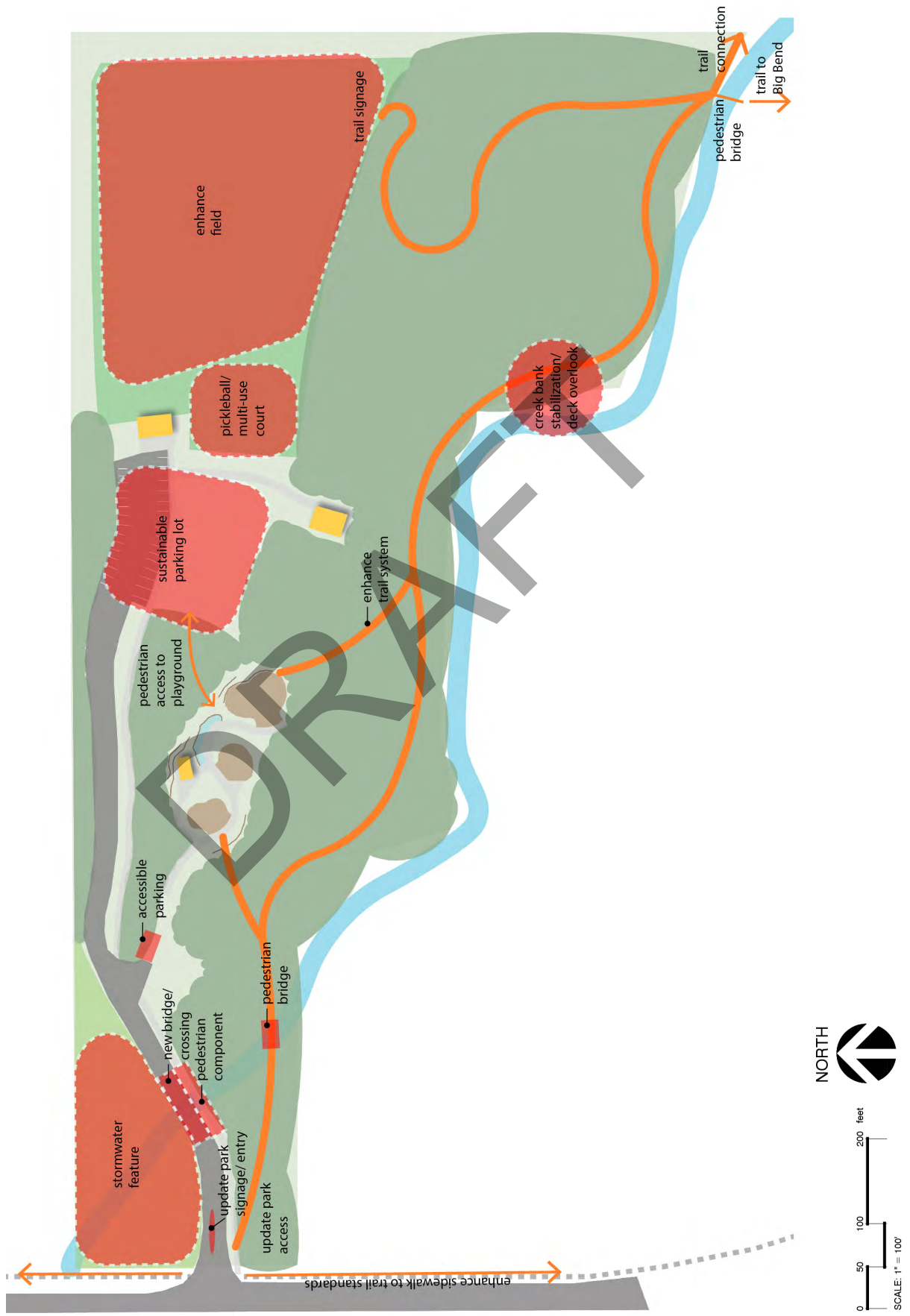
Entrance



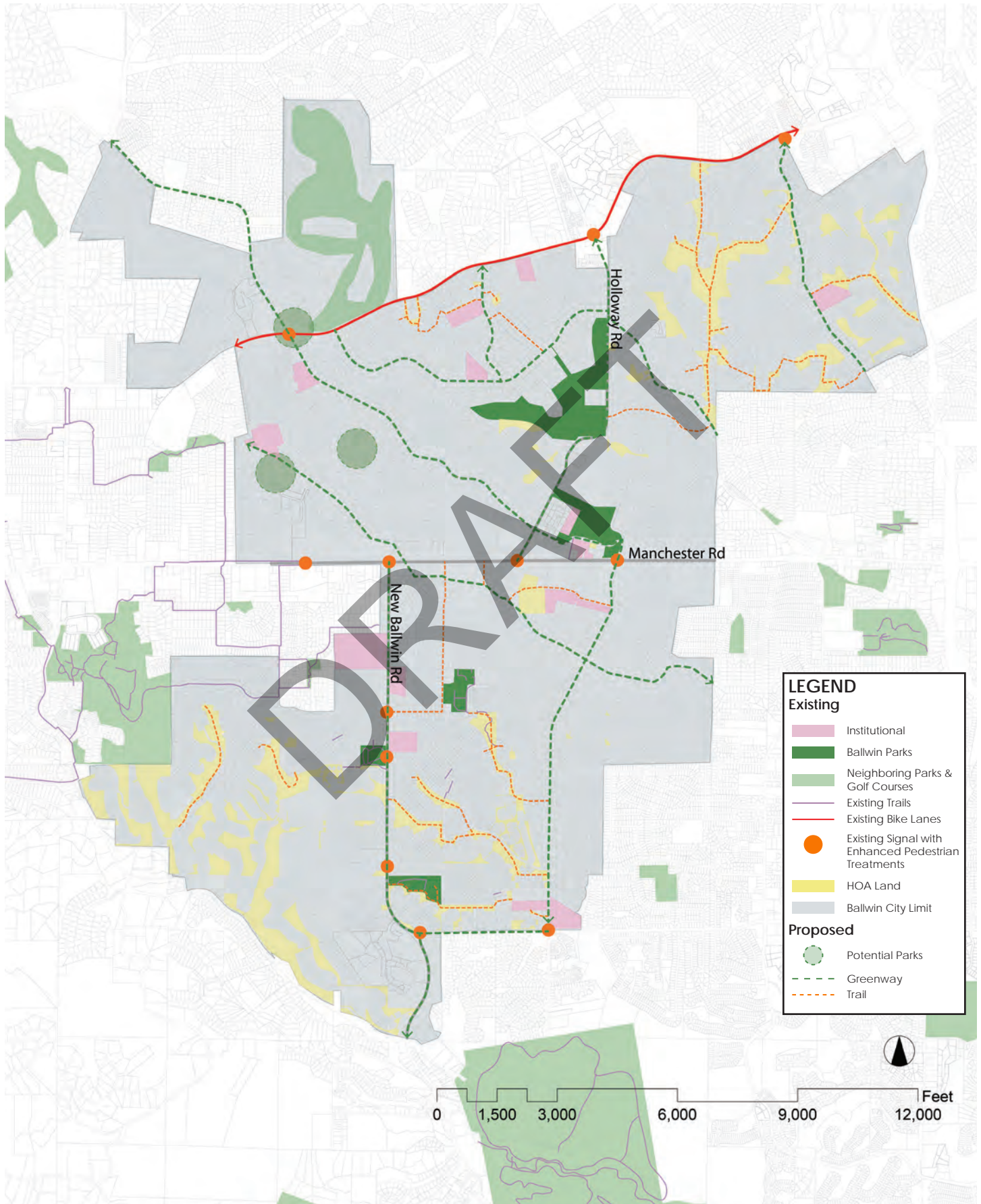
Parking lot

Field

Concept Plan



trail plan



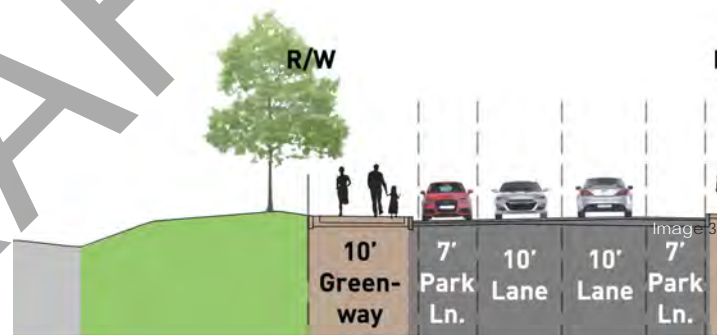
Throughout Ballwin’s community engagement trails and greenway development consistently ranked as the number one improvement request within the parks system. Some comments regarding the lack of trails include, but are not limited to, lack of safe paths for kids to walk or bike to school, lack of alternative modes of transportation to commute, and the need to improve walkability within the community.

In 2007 The Cities of Ballwin and Manchester worked with James Pona and Associates to establish a Community wide Trail Plan. Building on the previous efforts; this plan was updated to include new trails within the City. Establishing and maintaining a network of public trails, multi-use, non-motorized trails and Greenways provides Ballwin an opportunity to add to their park system and program of providing outdoor recreation amenities and community wide connections that serve the health and welfare of the Ballwin residents.

A connected city-wide trails network can provide several benefits to Ballwin residents:

- Improve the health of residents of all ages by providing opportunities to walk, bike and participate in physical activities.
- Provide alternatives to automobile trips, to save money and protect air quality.
- Provide connections among neighborhoods and parks, and help residents connect with the local and regional park and open space resources, including a connection to the nearby Meramec Greenway.

The updated trail plan identifies at a masterplan level, opportunities for additional trail and greenway connections. The most common opportunity for connections within the city is on the property owned by Homeowners Associations (HOA Land). A trail easement should be developed to allow the HOA to maintain ownership of the land and Ballwin to help build and maintain the trails. A partnership and maintenance agreement between the City of Ballwin and the Homeowners Association would be mutually beneficial and provide Ballwin residents with access to additional open space. The City of Ballwin should also coordinate with Great Rivers Greenway to discuss opportunities to partner.



In addition to proposed trail improvements the trail plan identifies existing trails, existing bike lanes and existing signals with enhanced pedestrian treatments. Some of the proposed trail improvements include upgrading existing sidewalks within the City to trail standards. This includes widening to an average 10 foot wide and where possible comply with the American Disabilities Act (ADA).

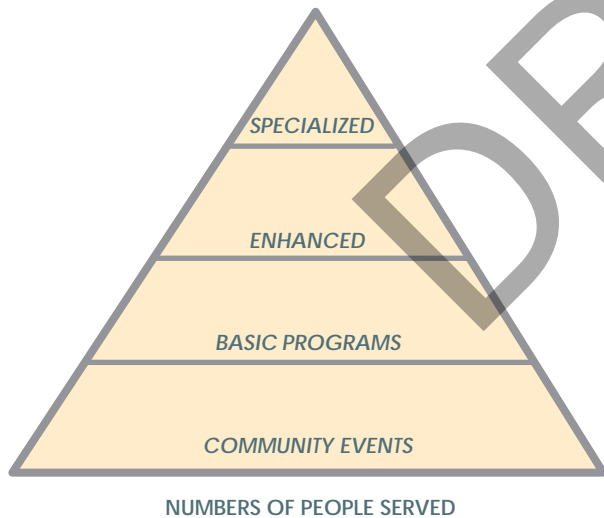
All sidewalks identified for improvements should be implemented with roadway improvements. For example, the sidewalk adjacent to Holloway Road should be enhanced with the proposed Holloway Road improvements.

management recommendations

Fee Setting:

In order to accomplish a high level of recreation services, recreation departments have been much more aggressive in their fee setting with the goal of covering more operational expenses for most programs. However, with a more entrepreneurial approach to assessing fees for activities comes the need to develop a scholarship program that allows for those individuals that cannot afford to pay the opportunity to participate in recreation activities. Such programs usually have a limited budget and do require the user to pay at least something for service.

Many departments are now tiering their programs into different categories with differing levels of cost recovery.



FEE CONTINUUM

Programs and services should be categorized into four levels of offerings that are divided by the level of instruction, expertise, or importance to the community's well-being. Priority for funding and facility usage should be based on the category in which they fall, with fees being set accordingly. The four

categories should include.

Community events – special community wide events, activities or festivals that are onetime events. It should be expected that there will be little to no fees for these activities. Some revenues may be collected from sponsorships and sales of goods and services, but the general rate of recovery would be less than 100%.

Basic or core programs – those that are essential to recreation and community needs (such as teen activities, senior programs, youth activities, special populations, etc). These programs direct costs are usually heavily subsidized. Suggested recovery rate is 25% to 50% of direct costs.

Enhanced – those that are beyond basic and are focused on an audience that has a greater ability to pay. Programs in this area could include adult fitness and sports, or general programs. Suggested minimum recovery rate is 50% to 100% of direct costs.

Specialized – these are activities that are very specialized in nature. These would include activities such as fitness assessments, trip programs, facility rentals and the like. Fees are set based on what the market will bear but at minimum would require 100% of direct costs.

Use of Other Service Providers:

There has also been a movement away from the principle of public recreation departments having to be the actual provider of all recreation programs and services, to the concept of public agencies being the general coordinator and enabler of overall community recreation needs and resources. This has resulted in a great deal of

programming now being conducted by volunteer youth sports organizations, adult sports associations, non-profit groups such as the YMCA and other social service organizations, schools and the private sector. This has reduced the financial obligations of the public sector, placed programming in the hands of organizations with the specific expertise (and often the facilities as well), and allowed the private sector to have a more active role in public recreation. There has also been an increase in the number of public agencies collaborating to bring a higher level of recreation service on more of a regional basis especially for more specialized services (special needs, outdoor education, etc.). This concept has become much more prevalent across the country with recreation departments being a clearinghouse of information and services offered by others while providing more basic recreation services itself.

Facilities:

The vast majority of outdoor related recreation programming takes place in public parks with school facilities providing the other main venue. For indoor programs, a recreation center is the primary location for most activities. With the demand for recreation programs and services continuing to expand a new more innovative approach may be necessary to find appropriate sites for many activities. This could result in partnering with private facilities (fitness centers, dance studios, outdoor aquatic clubs, etc.), non-profits (YMCA's, Boys & Girls Clubs, cultural arts centers, etc.) and even private schools or public schools for certain activities. With the demand for youth sports fields continuing to grow, it is not unusual for youth sports organizations to build

and operate their own fields on their own property or on leased undeveloped public land.

Staffing:

In order to continue to grow the number of recreation programs and services that are offered to a community, adequate staffing is necessary to not only conduct the program itself but also to supervise and administer the activities. With staffing costs being the single greatest expense item for parks and recreation departments, many agencies have attempted to minimize the number of full-time staff by contracting for certain programs or partnering with other providers for services (see service providers above). The need to reduce full-time staff has become even more acute with the poor financial condition of some municipal governments. However, even with this approach there still needs to be adequate full-time staff to oversee and coordinate such efforts. Part-time staff is still the backbone of most recreation departments and make up the vast majority of program leaders and instructors. Many departments have converted program instructors to contract employees with a split of gross revenues (usually 70% to the instructor and 30% to the city) or developed a truer contract for services that either rents facilities and/or takes a percentage of the gross from another organization. The use of volunteers can help to augment paid staff but should not be seen as a substitute for them.

Funding:

The basic requirement for the provision of recreation programs and services is a funding commitment associated with the development of facilities to support programs and staff to manage and provide the programming. This usually requires a tax dollar commitment but also other sources of funding including program fees, grants, and partnering with other agencies can also help with additional funding. In many recreation departments, funding limits have been the greatest single challenge to providing not only existing programs but also bringing on any new services.

Municipal park grants from St. Louis County should be pursued on a regular basis as a means of funding phases of park improvements. This should be achieved through the traditional route of completing an individual park master plan for parks with a great need of improvement. In this document we have recommended master plan studies for New Ballwin and Vllasis.

Partnering with other agencies can be a powerful tool in implementing system-wide improvements such as trails and greenway networks. Great Rivers Greenway, as well as neighboring municipalities in west St. Louis County should be considered as great opportunities to develop and expand Ballwin's connectivity as a whole. Federal project funding grants such as TAP (Transportation Alternatives Program), STP (Surface Transportation program), and CMAQ (Congestion Mitigation & Air Quality Improvement Program) can be applied for through East West Gateway to assist in trail and greenway funding.

Administration:

Essential to developing a comprehensive recreation program is a strong administrative overview of the process. It starts with the development of an overall philosophy that will direct programming efforts by the public organization and determine the role of other providers. The philosophy should emphasize areas of focus by age group as well as program areas and also prioritize future program development options.

Key aspects of administration include:

In-house vs. contracted – As part of the programming philosophy a determination of what programs and services will be offered directly by the recreation staff and which will be contracted to other individuals or organizations must be determined. Increasingly recreation departments are turning to contracted services or the outright rental of facilities to other providers to broaden programming and limit the role of in-house employees.

Before determining which programs, and services to contract or have provided by others, an assessment of the specific pros and cons of such a move needs to be completed. A major aspect of this analysis should be to determine the financial impacts and quality of the services that will be provided.

Key questions to be asked include:

- Will this be the most cost-effective method to obtain the program, service or function?
- Does the department have the knowledge and equipment to provide the program, service or function?
- Will the quality of the program, service or function suffer if it is contracted to other organizations?
- Are there other more qualified organizations that should provide the program, service or function?
- Is the service, program or function only available from a contract provider?
- Are the safety and liability risks too high to provide the program or service in house?

Marketing:

There must be the realization that recreation programming is a discretionary expenditure and as a result it is critical that there is a strong marketing effort to promote the recreation activities that are offered by public providers.

Simple changes such as establishing an identity for Ballwin Parks & Recreation can go a long way in increasing visibility and participation. A system-wide signage standard should be developed to be used in all of the city's parks and facilities. Consistent materials, scale, form, and use of a logo should all be considered. For example, a modified green version of Ballwin's newest logo can be used throughout all parks.

Registration:

An aspect of marketing for recreation services is the ease of being able to register for these activities. This requires a fully computerized registration software package, the ability to register on-line, the acceptance of credit cards for service, and the ability to make payments over time.

Record keeping:

To determine the relative success of programming and the markets being served, continue to have accurate and timely record keeping. Registration numbers by class and activity area need to be kept and comparisons by programming season conducted. In addition, expense and revenue numbers for each activity must be noted and compared to determine financial viability. Demographic records of who are taking recreation programs and where they live will determine specific markets that are being served and more importantly ones that may be overlooked. Continue to adequately keep such records with complete computerization of not only registration but all records associated with programming.

Evaluation:

Ultimately the success of recreation programming must be measured by the community it serves. A determination of the satisfaction with existing programs and services as well as the needs and expectations for future programming must be measured through a formal evaluation process.

recreation program assessment

Recreation programming offered by the City of Ballwin is reasonably comprehensive and meets a broad range of interests and needs in the community. While a variety of programs are offered that are typically found in many departments there are a number of key program areas that do not have strong offerings as well. The program areas that are generally lacking include court sport activities, group fitness, aquatic exercise, competitive swimming, pickleball, and aquatics, fitness, outdoor recreation and special needs programs.

The greatest challenge comes from an increasingly high demand for a variety of recreation activities and services with limited indoor and outdoor facilities to accommodate these needs. Equally important is having adequate staffing levels to support program demands. Drop-in recreation opportunities must be balanced against programming demand and schedule. With the anticipated continued rate of growth in Ballwin will be continued pressure in the coming years to greatly expand the recreation program options in a number of areas.

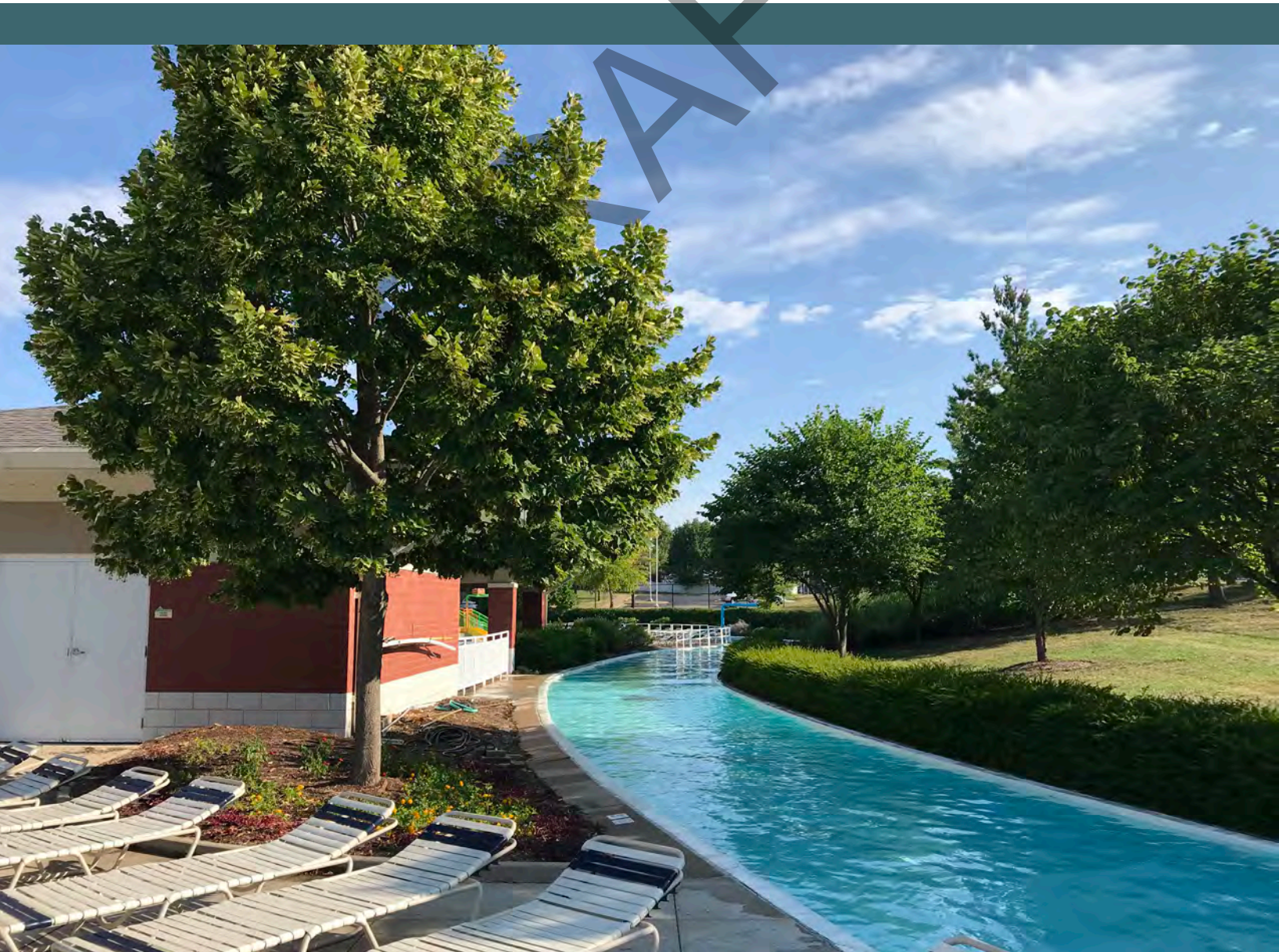
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future programs & services recommendations

1. Utilization the five-year program plan model, a program development assessment should take place before proposing and during the approval process for a program. This will aid in determining the appropriateness and priorities for any new programs.
2. Continue having all programs offered use a program proposal sheet to determine the direct cost of offering the activity as well as the minimum number of registrants needed to conduct the program. This proposal form should also evaluate the need for the program, its market focus, and the ability to support the program priorities for the department.
3. Continue having each program or service that is completed have an itemized the exact cost and revenues generated by the program and the number of individuals served. This will determine if the program or service met its financial goals and also its service goals.
4. The Parks and Recreation Department should conduct a lifecycle analysis for major programs to determine the future trends and direction for activities. Tracking program trends on a regional and national basis would also be helpful.
5. As the demand for programs and services continues to grow the Park and Recreation Department should expand opportunities for partnering with other City Departments and organizations to provide specialized services to the community.
6. The Park and Recreation Department will need to develop programs that have not only an appeal for different age groups (youth, teen, adult and seniors) but also continue to emphasize the family unit along with different ethnic groups in the city.
7. Maintain the overall marketing plan efforts for recreation programs and services. The marketing plan should be a simple, easy to implement, document that serves as a guideline for specific marketing efforts. Continue review and refinement of the marketing plan.
8. Continue offering contract programs and service on a 70%-30% split of revenues (or 60%-40% if possible) to provide the City with a strong revenue stream.
9. Continue the strong effort to track, and document use of various City recreation facilities from active use areas to more passive use amenities. This will provide the City with strong facility use numbers, identify where additional programs may be scheduled and determine overall priorities of use.
10. Continue updating and refine the Parks and Recreation Department's fee policy to ensure that pricing for programs and services is being done in a systematic way that maximizes revenues.

image sources

Image #	Source
1	https://www.escondido.org/escondido-senior-center.aspx
2	http://www.pdhp.org/recreation-center-highland-park-fitness-pool/
3	https://www.localfitness.com.au/windy-hill-fitness-centre-essendon/swimming-pool-essendon-north-enjoy-the-many-aquatic-sp580i2
4	https://www.hubbardstreetdance.com/programs-classes/education-programs/
5	https://commons.wikimedia.org/wiki/File:Noble_Woods_Park_restroom_-_Hillsboro,_Oregon.jpg
6	http://lireos.com/blog/kitchen-remodeling-your-lighting-options/
7	https://www.usacanvas.com/sun-shades-sails/
8	https://havingfuninthetexasun.files.wordpress.com/2013/06/cimg0362.jpg
9	http://www.sanramon.ca.gov/our_city/departments_and_divisions/parks_community_services/aquatics/recreation_swim
10	https://surpriseazmom.com/friendship-park-splash-pad-avondale/
11	https://www.gsd.harvard.edu/project/aquatic-center/
12	https://www.prospectcontractors.com.au/single-post/2016/04/05/Is-your-riverbank-or-creek-ready-for-potential-flooding
13	https://www.golfadvisor.com/articles/locals-in-the-know-tee-it-up-at-teravista-golf-club-near-austin-texas
14	https://www.uarch.com/new-gallery-3/
15	https://louisvillewaterfront.com/venues/brown-forman-amphitheater/
16	https://greatriversgreenway.org/event/deer-creek-greenway-ribbon-cutting/
17	https://www.bc.edu/giving/current/athletics/18x4at.html
18	https://ps2cool.com/enjoy-playing-the-game-of-pickle-ball/
19	http://planomagazine.com/carpenter-park-recreation-center-opens-new-indoor-pool/
20	http://www.snldistrict.org/Facilities/Facility/Details/TennisPickleball-Courts-7
21	https://www.desperesmo.org/87/Des-Peres-Park
22	https://www.asla.org/2018awards/455278-Re-Envisioning_Pulaski_Park.html
23	https://www.dayoutwiththekids.co.uk/hemsworth-water-park-and-playworld
24	DG2 Design
25	DG2 Design



5 APPENDICES

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A Online Survey Results

B Market Analysis & Feasibility Study

C Facility Assessment

D Facility Recommendations

E Stakeholder a& Public Meetings

APPENDIX A

Online Survey Results

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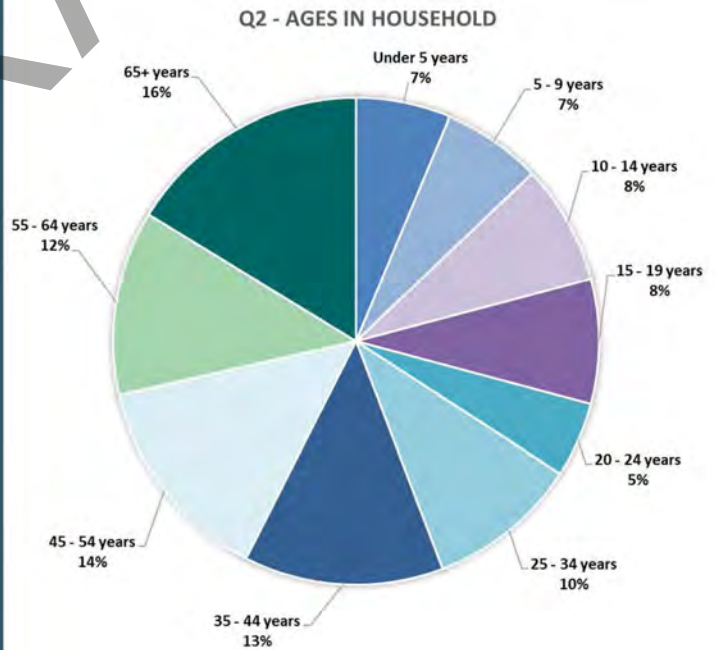


COMMUNITY SURVEY

OCTOBER 25, 2018

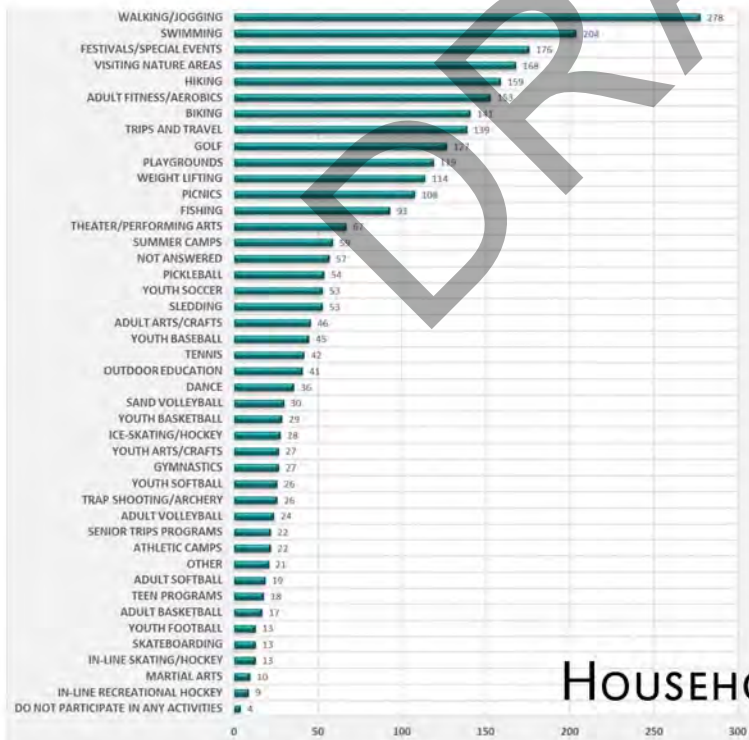


- SURVEY SUMMARY:
 - 441 RESPONSES
 - 312 COMPLETED
- RESPONDENT MEAN AGE 52.3
 - MALE 27.7% / FEMALE 43.1%
 - NO ANSWER 29.3%
- HOME OWNERSHIP (67.6%)
 - 3.2% RENTER / 29.3% NO ANSWER
- PEOPLE IN HOUSEHOLD
 - 3 = MEDIAN & MEAN

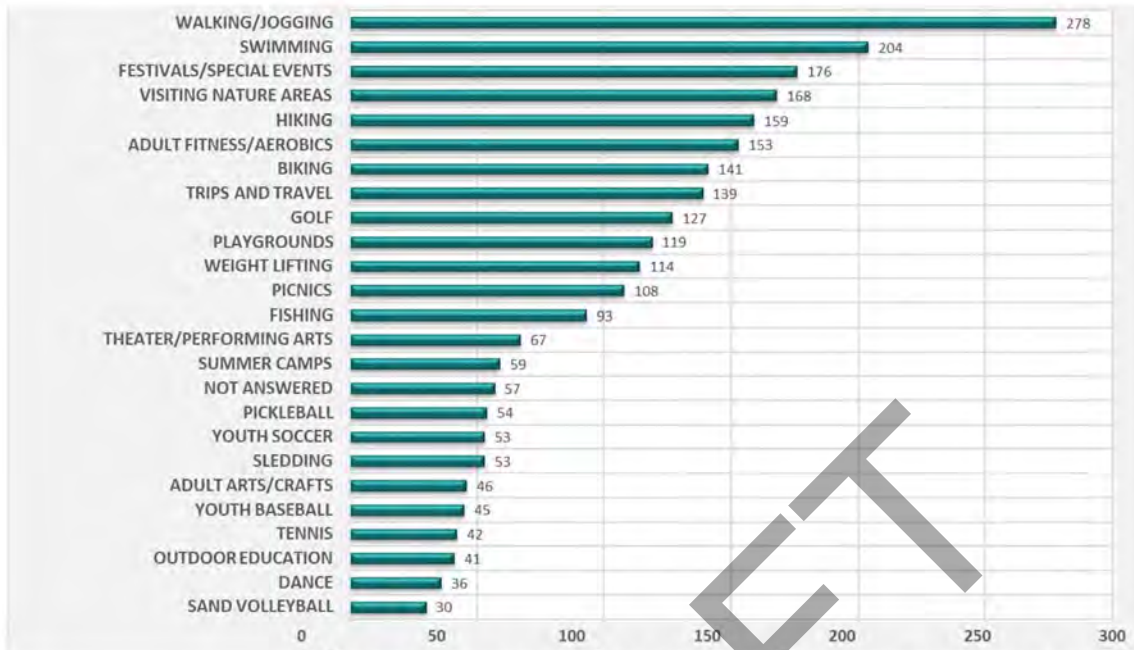




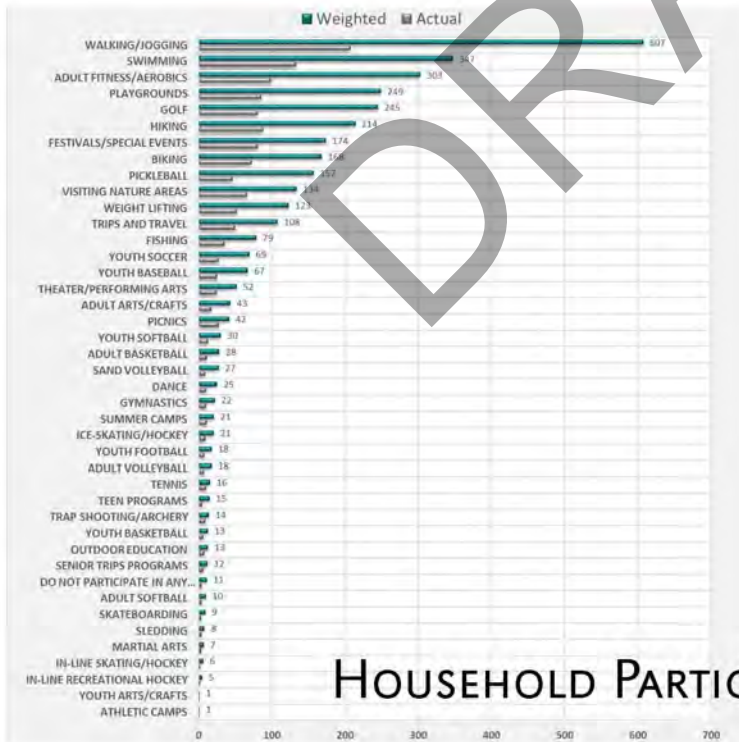
HOUSEHOLD PARTICIPATION



HOUSEHOLD PARTICIPATION: ALL

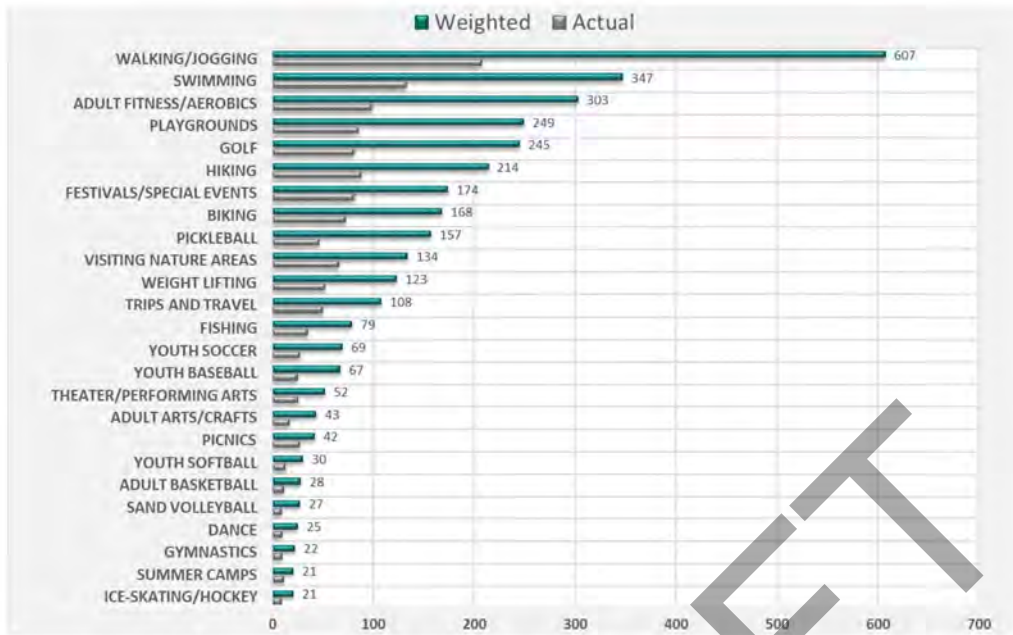


HOUSEHOLD ACTIVITY PARTICIPATION: TOP 25



Priority Weighting:
 1st Most Often x 4
 2nd Most Often x 3
 3rd Most Often x 2
 4th Most Often x 1

HOUSEHOLD PARTICIPATION IN ORDER: ALL

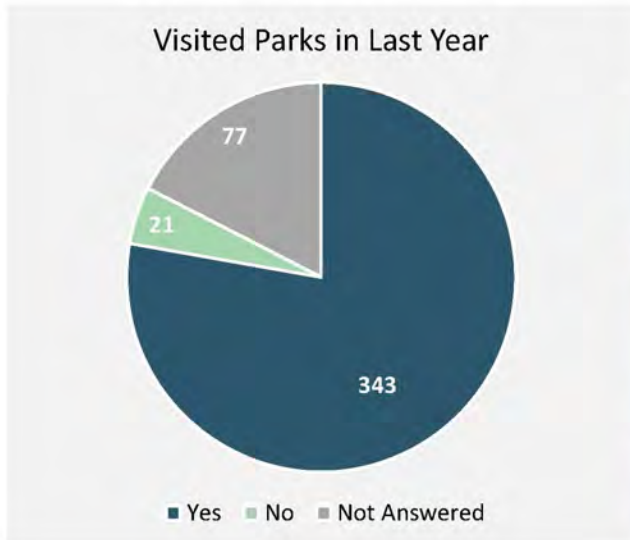


Priority Weighting:
 1st Most Often x 4
 2nd Most Often x 3
 3rd Most Often x 2
 4th Most Often x 1

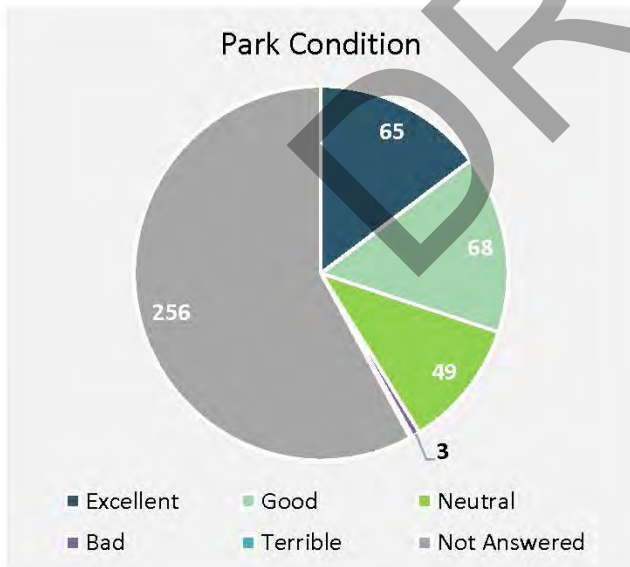
HOUSEHOLD PARTICIPATION FREQUENCY: 1 THRU 25



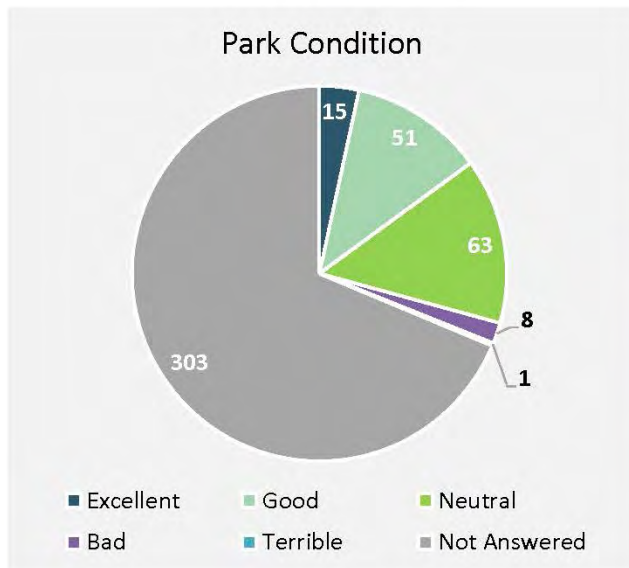
USE OF PARKS & OPINION OF FACILITY CONDITION



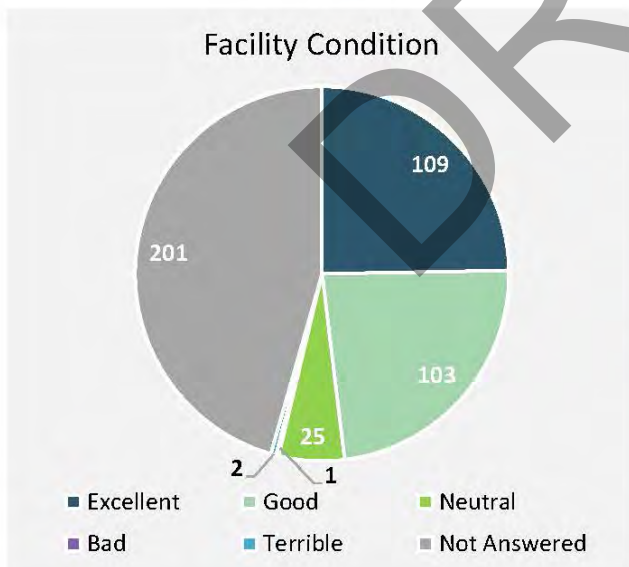
DID HOUSEHOLD MEMBERS VISIT PARKS LAST YEAR?



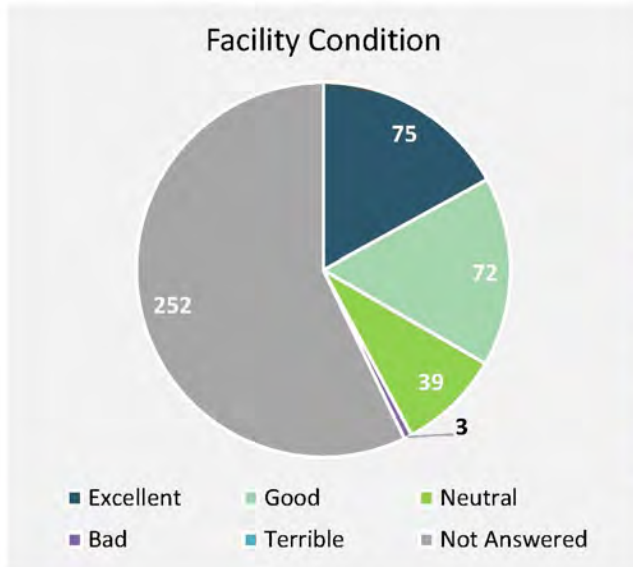
FERRIS PARK CONDITION



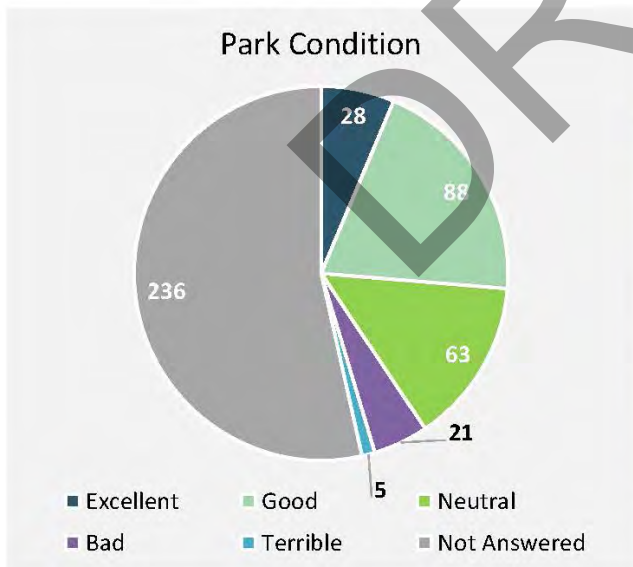
HOLLOWAY PARK CONDITION



NORTH POINT AQUATIC CENTER CONDITION



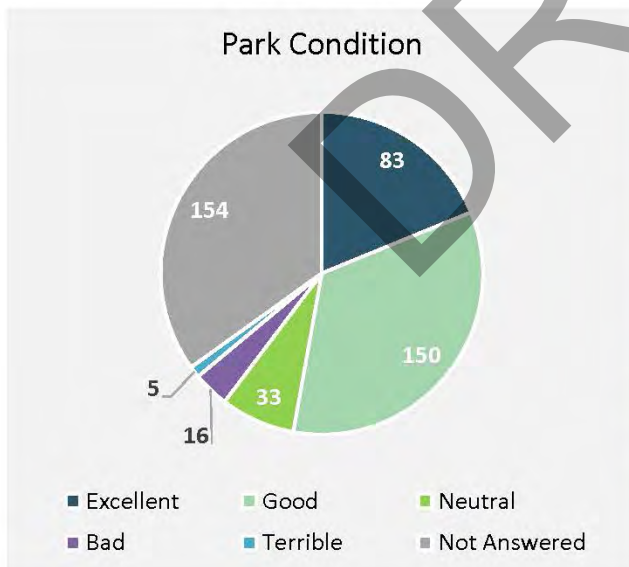
BALLWIN GOLF COURSE & CLUB CONDITION



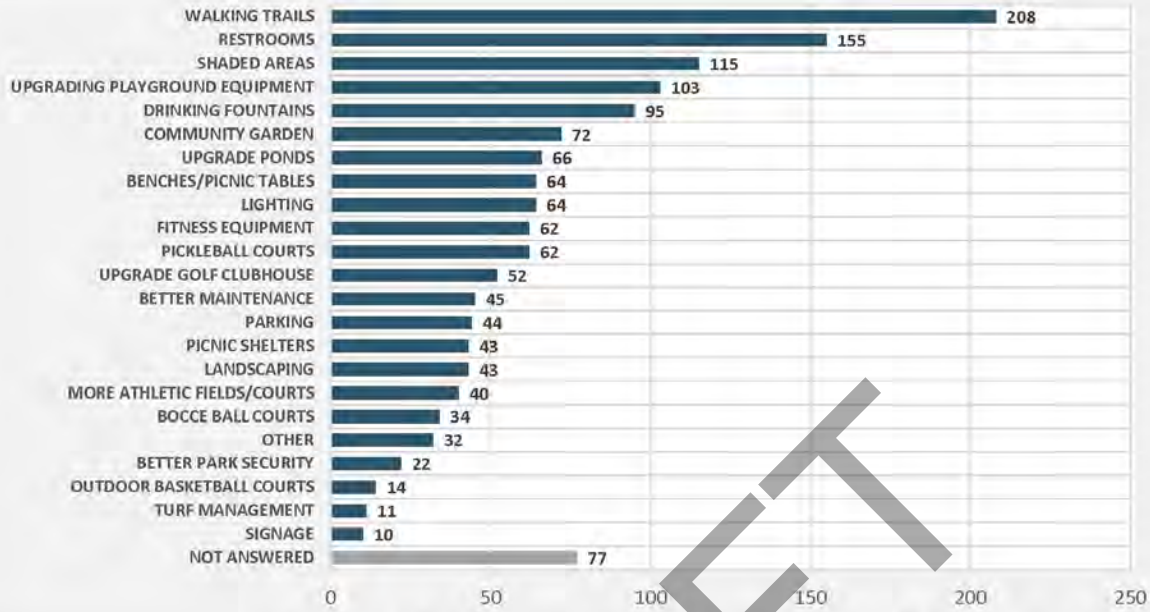
NEW BALLWIN PARK CONDITION



THE POINTE CONDITION



VLASIK PARK CONDITION



MOST IMPORTANT POTENTIAL IMPROVEMENTS

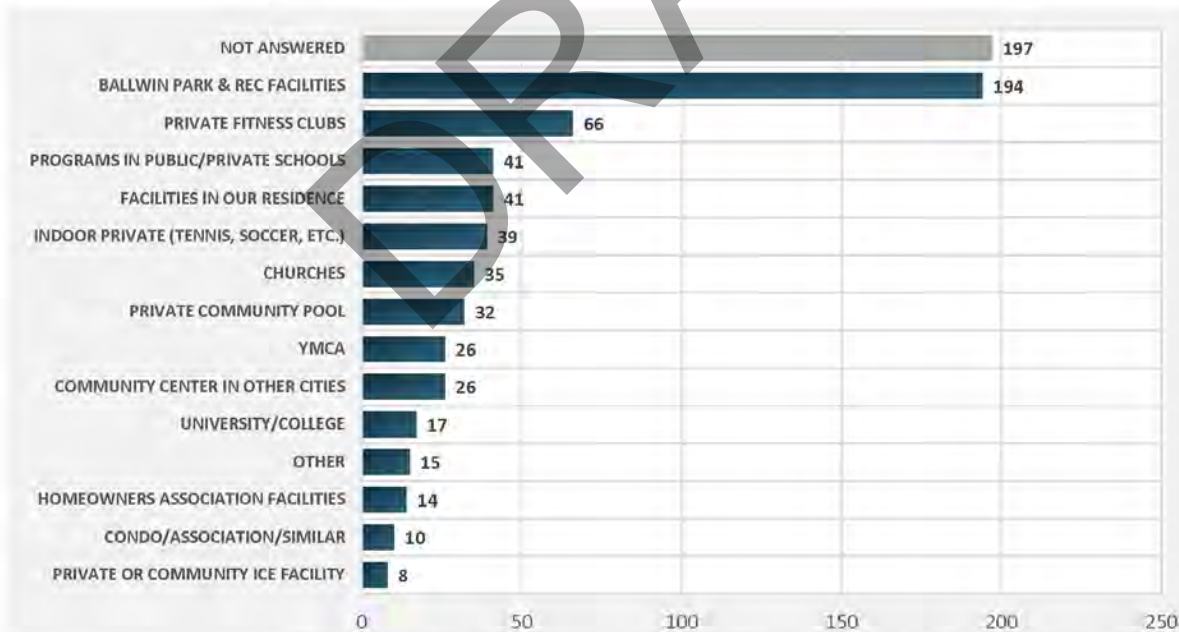


OTHER IMPROVEMENT COMMENTS





CURRENT USE OF INDOOR FACILITIES



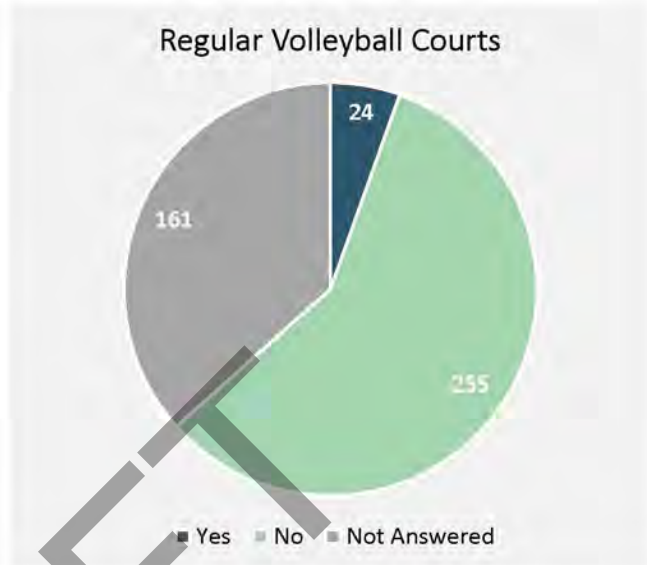
INDOOR FACILITIES YOUR HOUSEHOLD VISITS



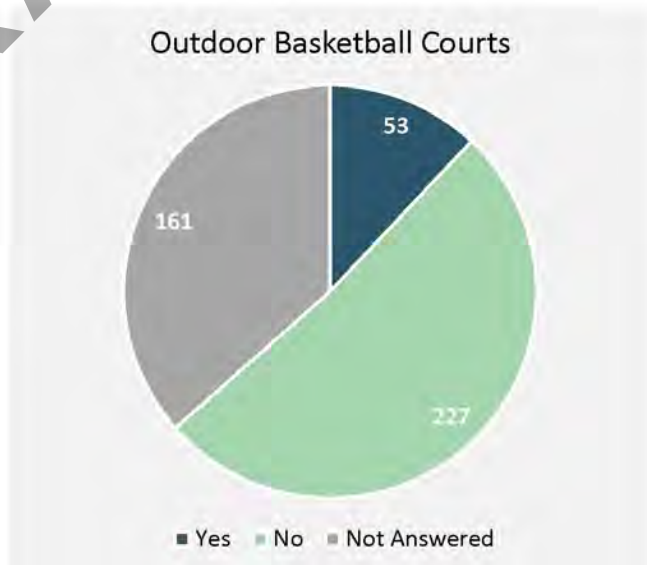
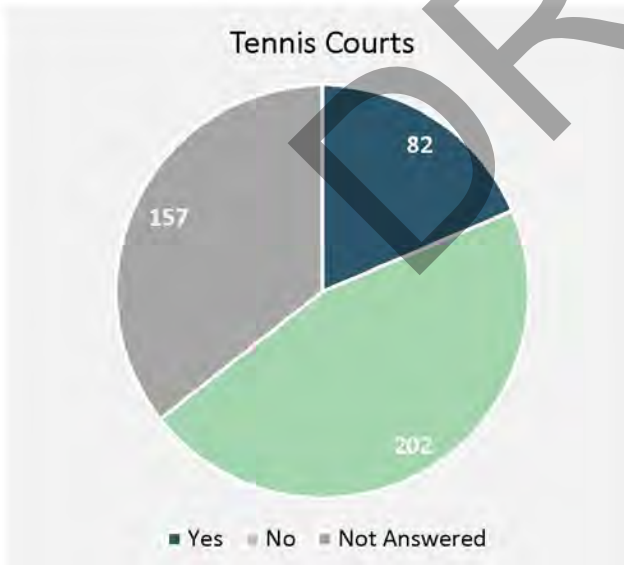
FACILITY USE DURING LAST YEAR & SATISFACTION



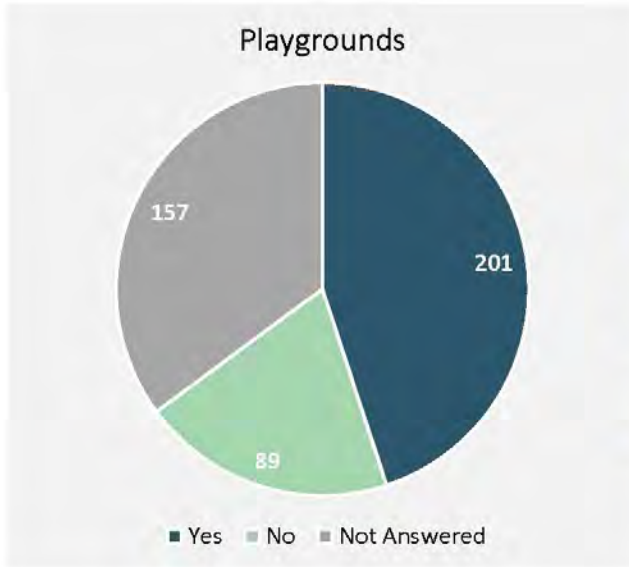
LEVEL OF SATISFACTION WITH FACILITIES



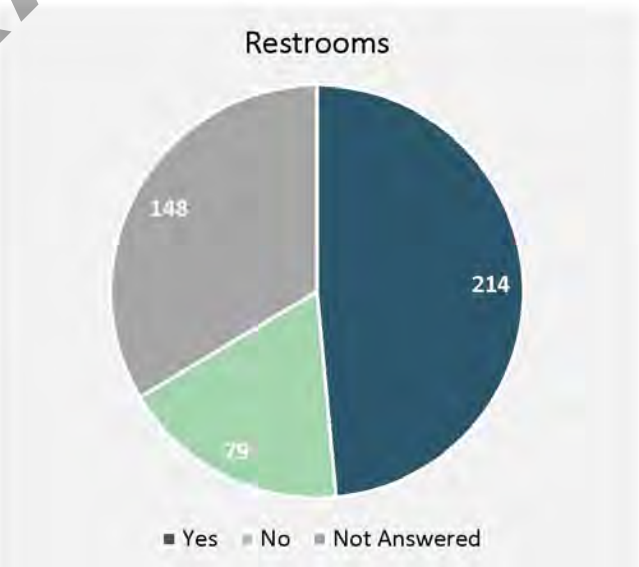
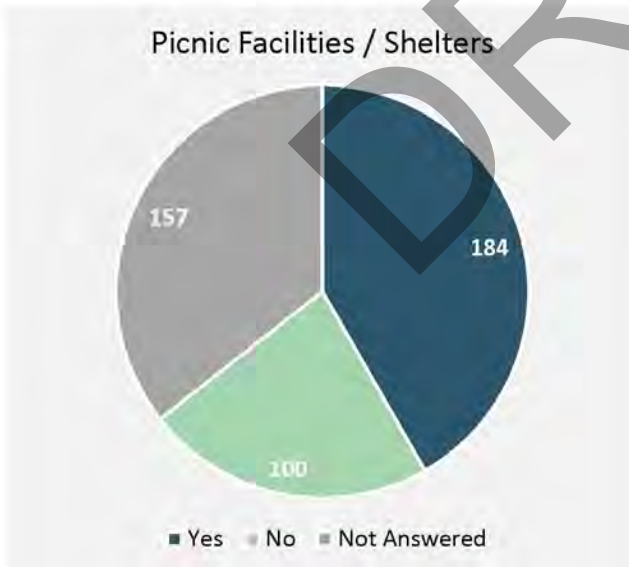
USE OF VOLLEYBALL COURTS



USE OF OUTDOOR COURTS



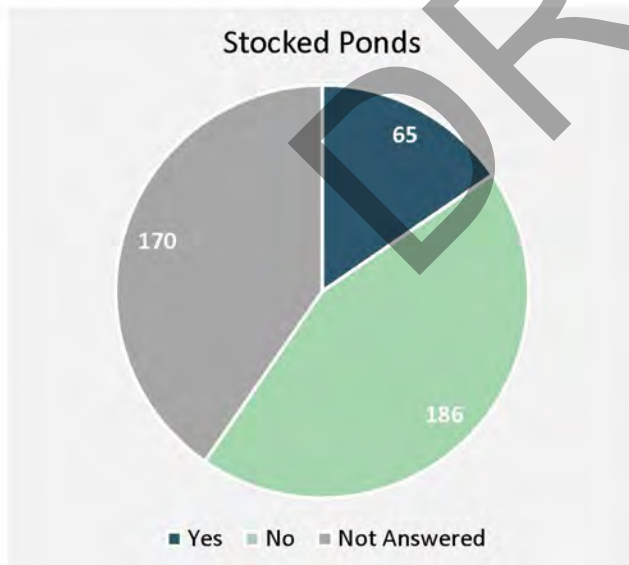
USE OF PLAYGROUND



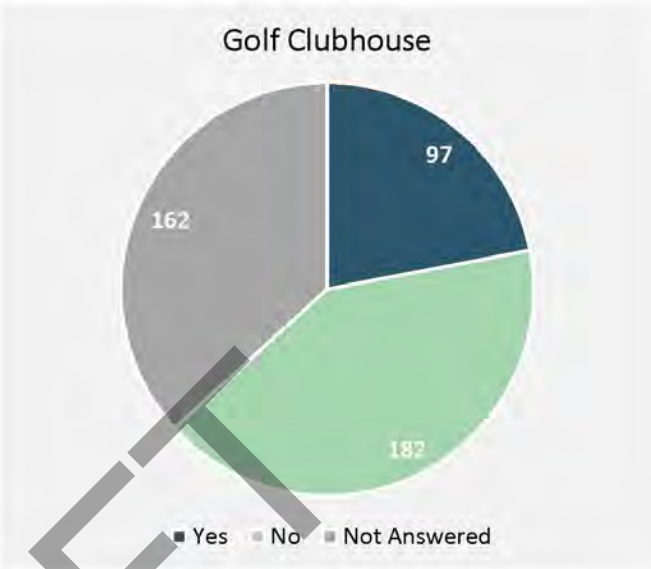
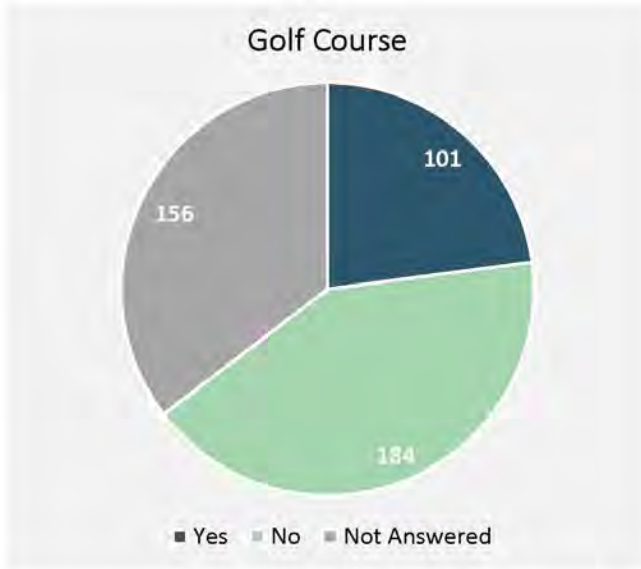
USE OF PICNIC FACILITIES/SHELTER & RESTROOM



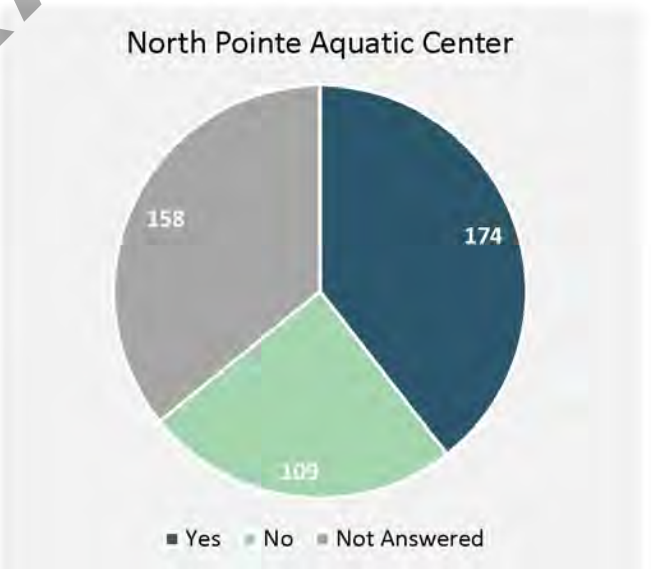
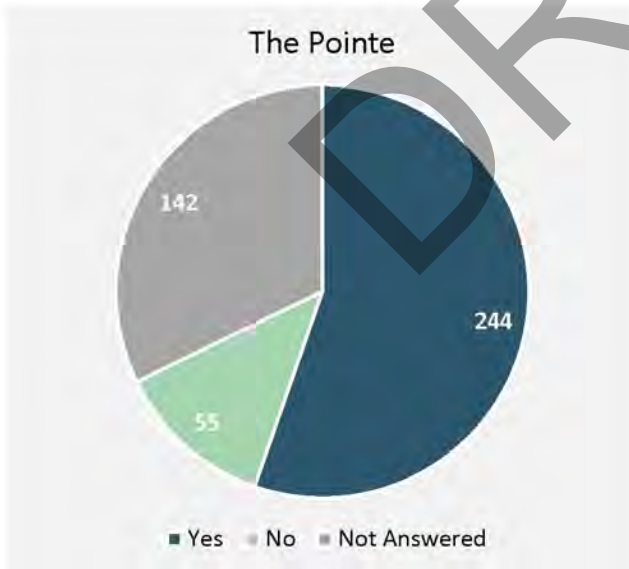
USE OF WALKING & BIKING TRAIL



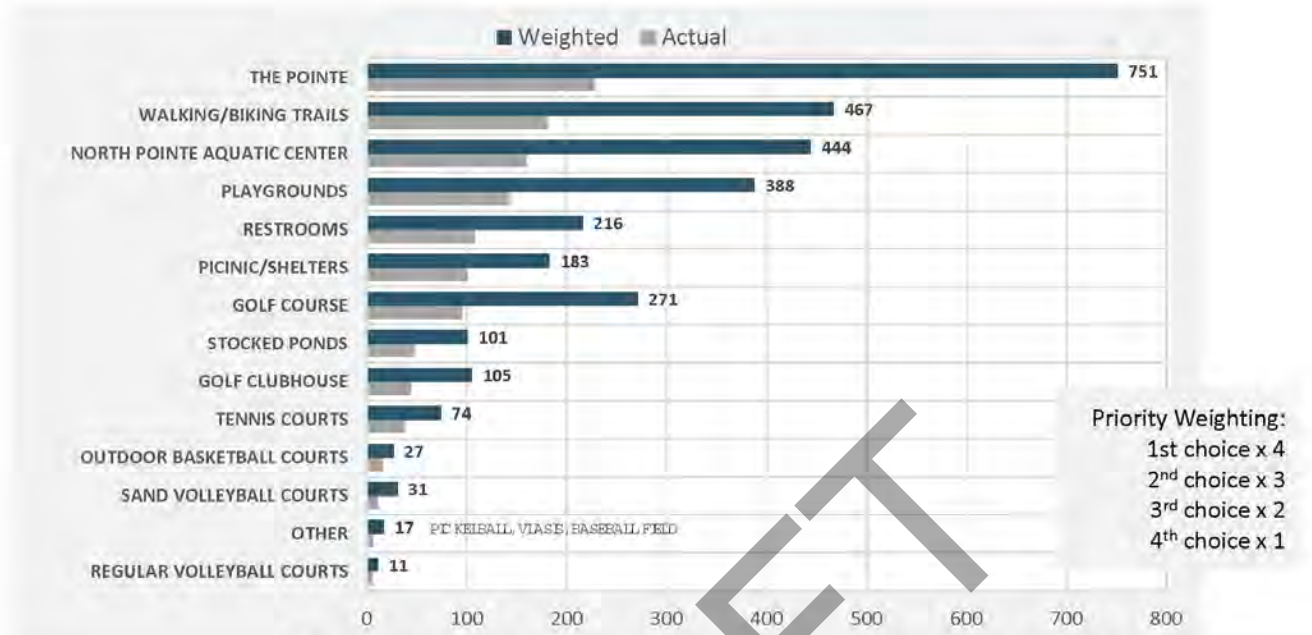
USE OF STOCKED POND



USE OF GOLF COURSE & CLUBHOUSE



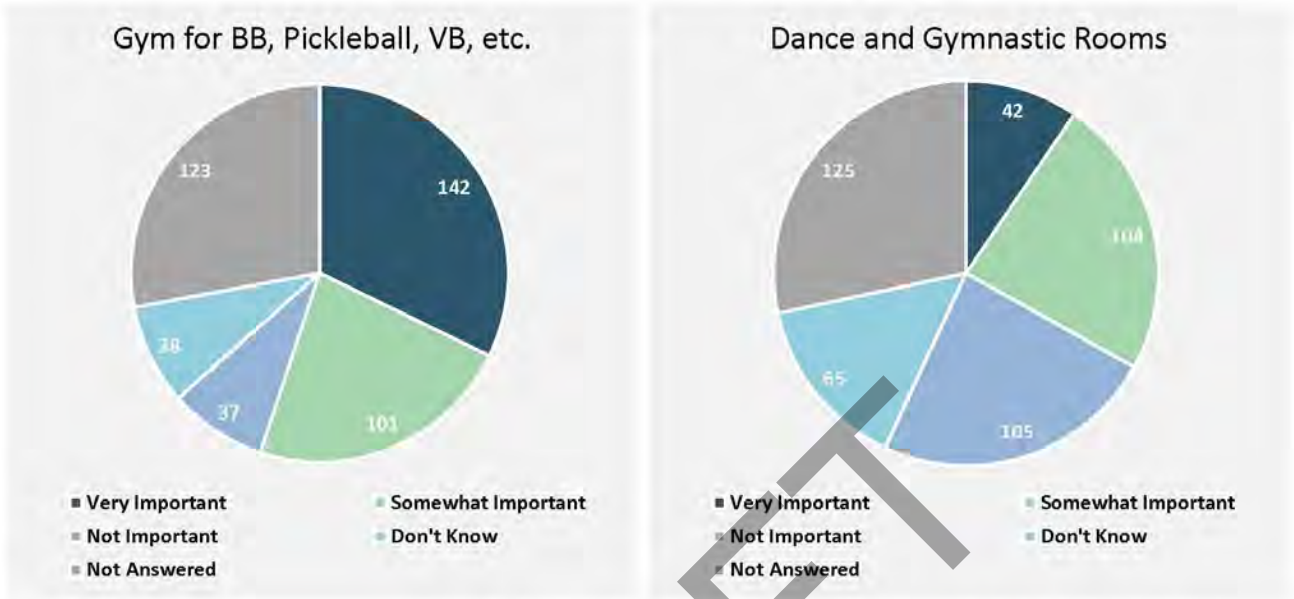
USE OF THE POINTE & NORTH POINTE AQUATIC



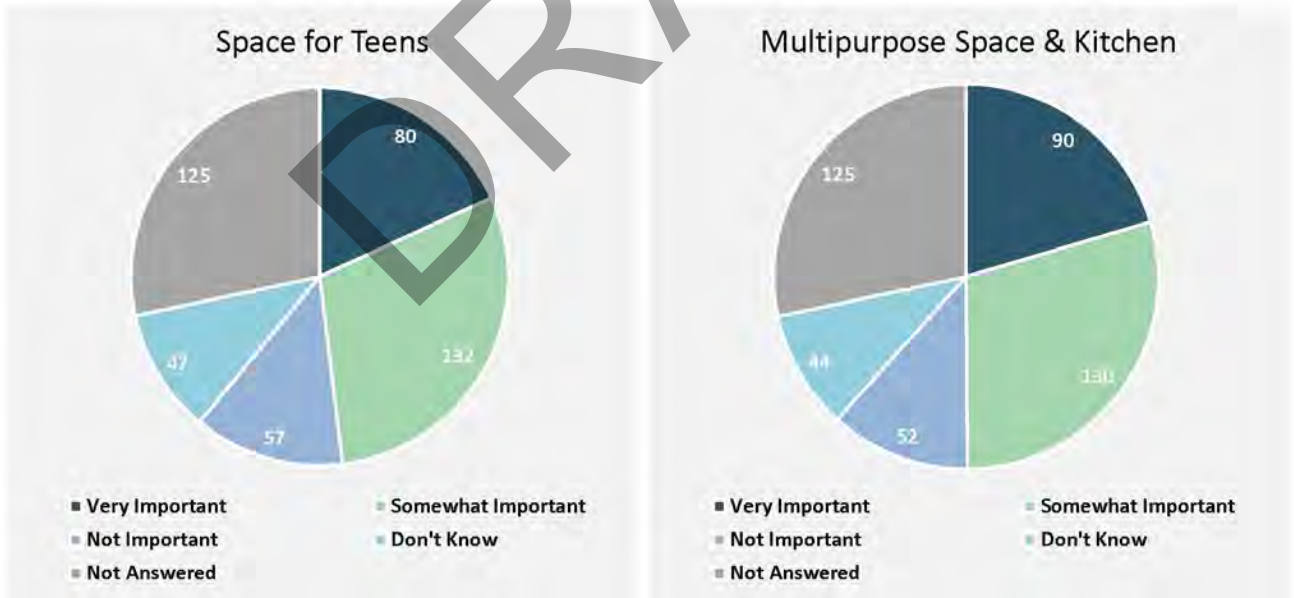
FOUR MOST IMPORTANT TO YOUR HOUSEHOLD



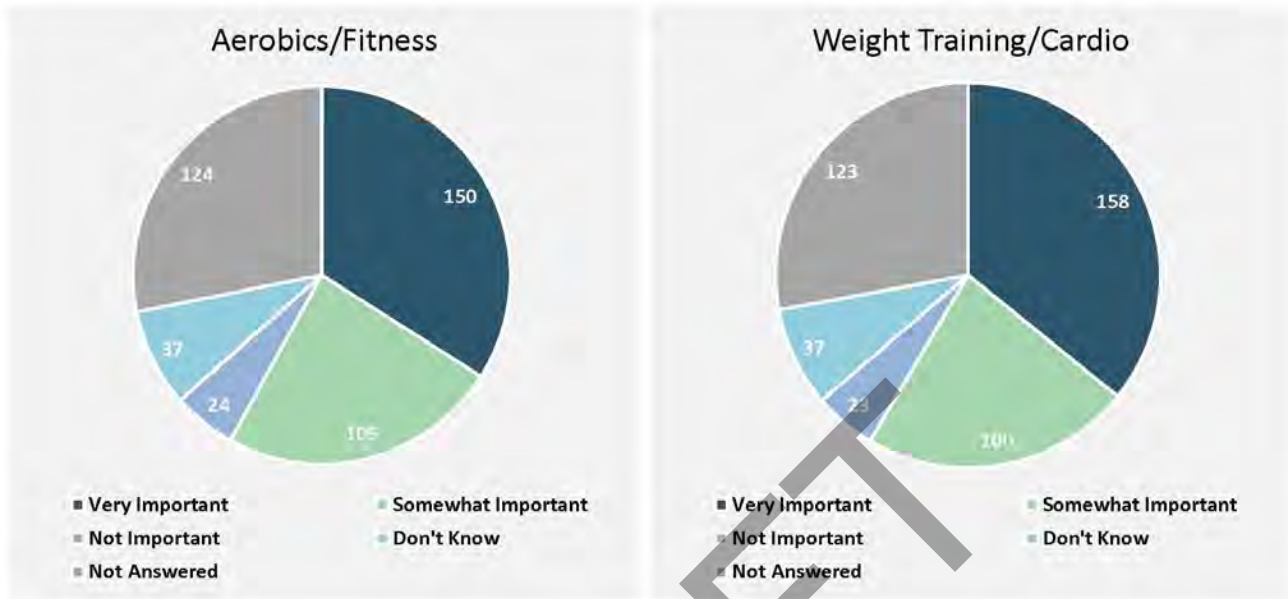
IMPORTANCE OF RENOVATION/EXPANSION OPTIONS



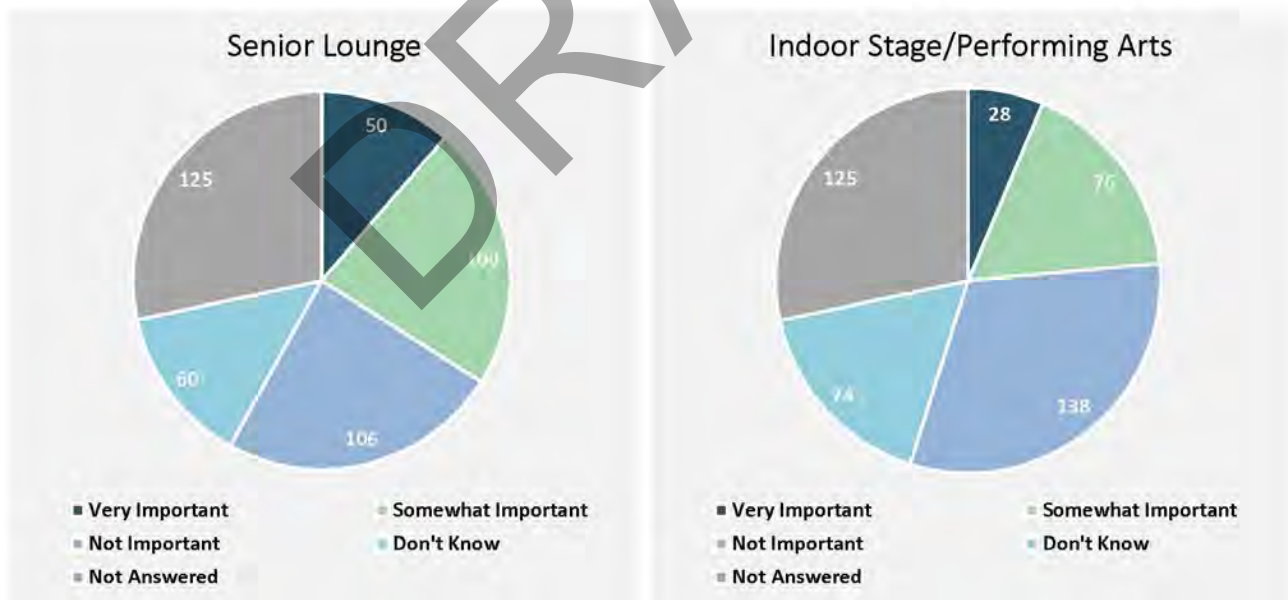
GYMNASIUM & DANCE/GYMNASTICS



TEEN SPACE & MULTIPURPOSE SPACE

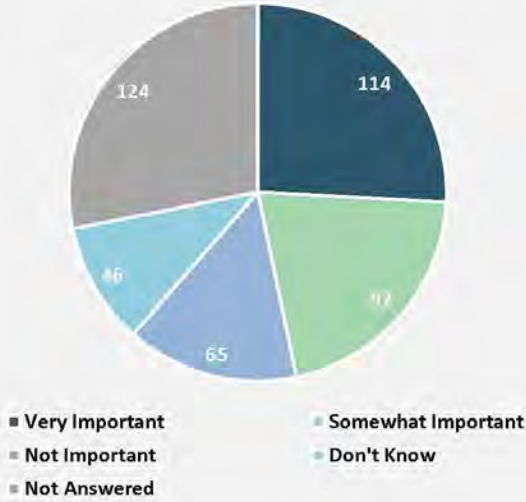


AEROBICS/FITNESS & WEIGHT TRAINING

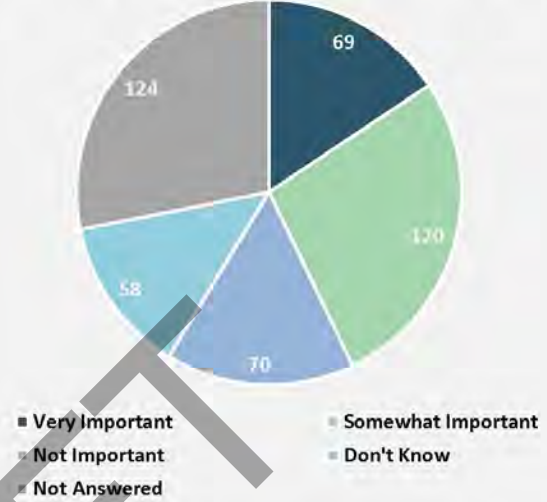


SENIOR LOUNGE & INDOOR PERFORMING ARTS

Added Lap Lanes (Exercise & Swim)

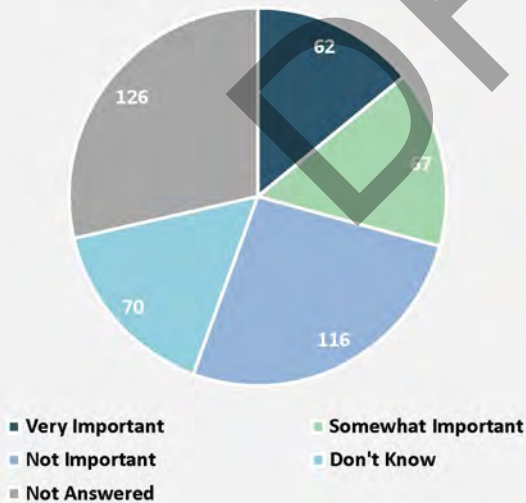


Indoor Warm Water Pool/Class Pool

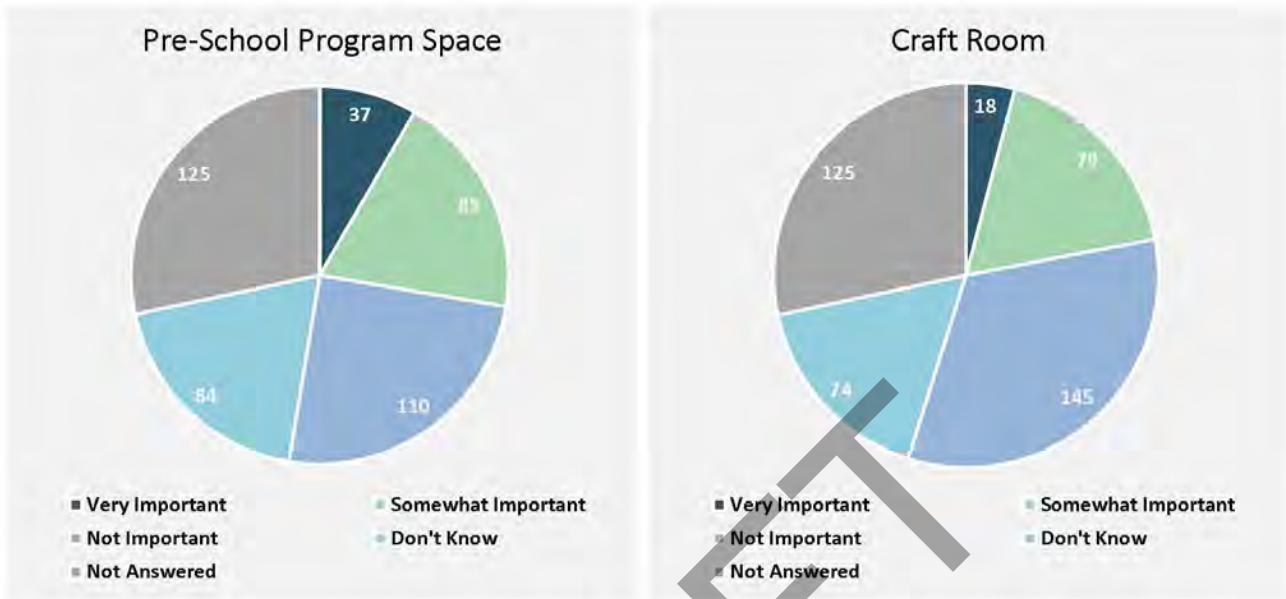


AQUATICS FACILITIES

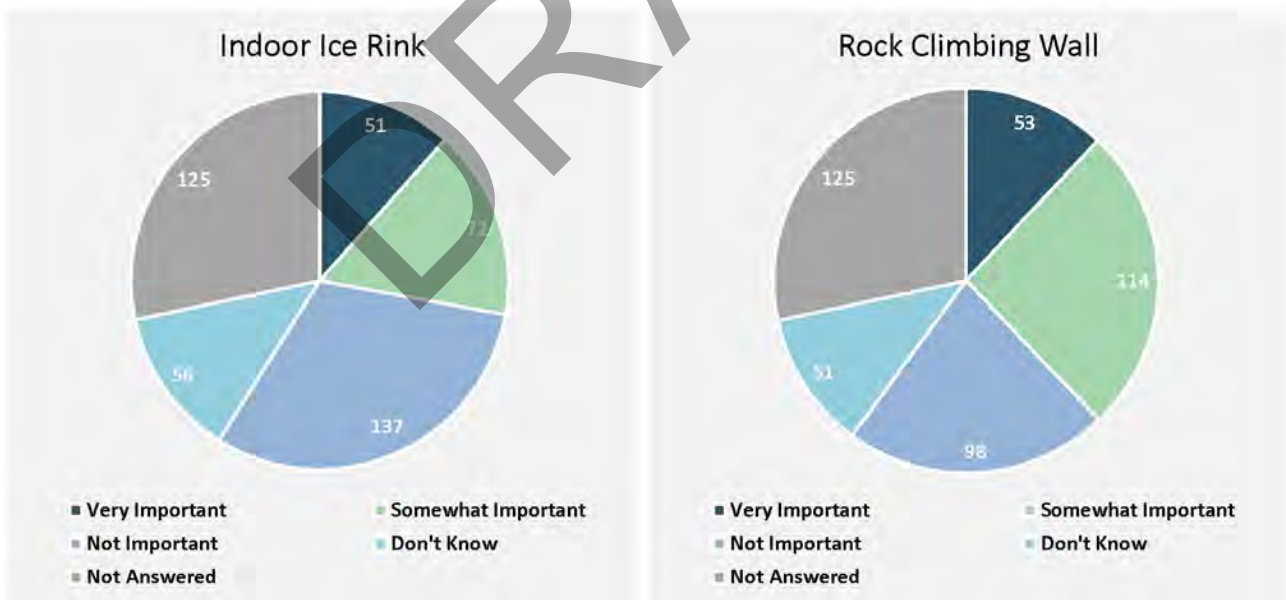
Indoor Competition Pool/Diving



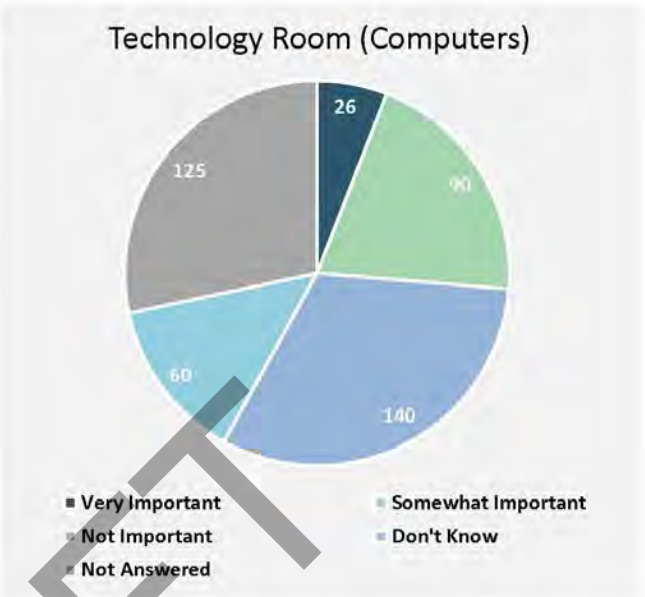
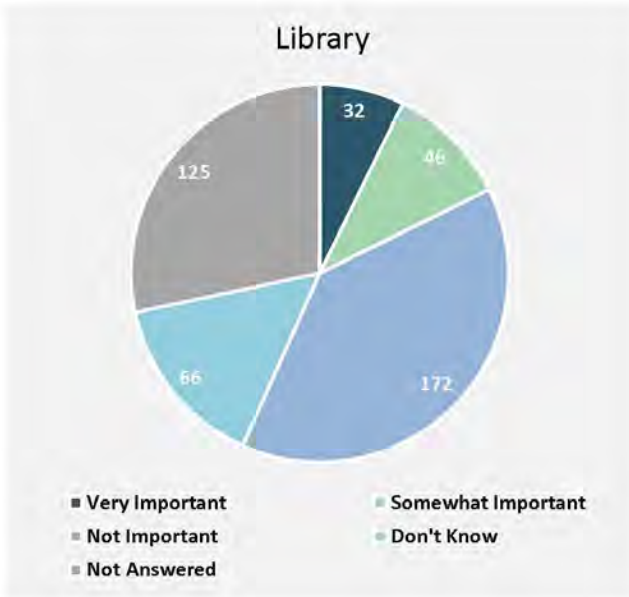
INDOOR COMPETITIVE SWIM/DIVE POOL



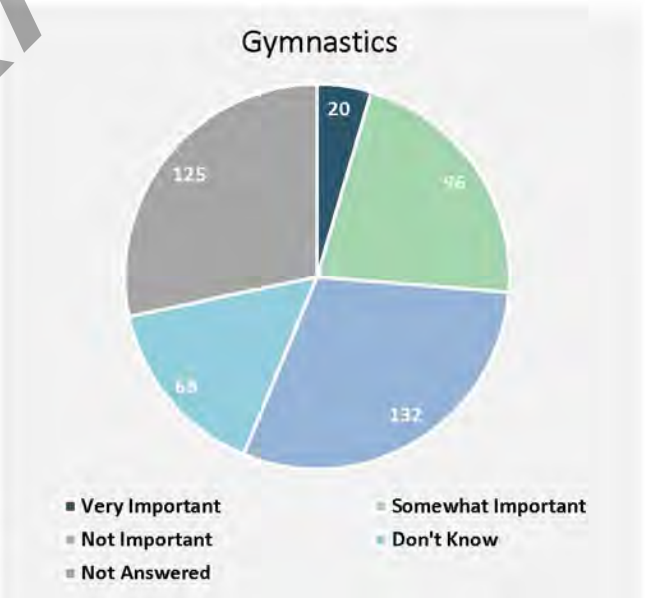
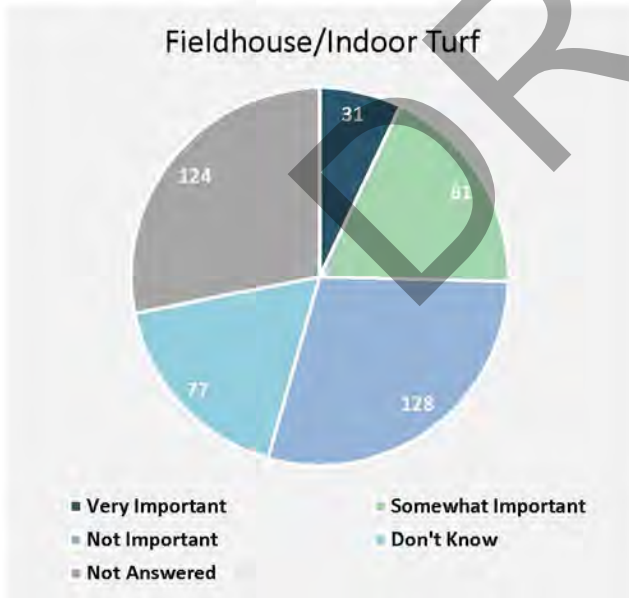
PRE-SCHOOL SPACE & CRAFT ROOM



INDOOR ICE RINK & ROCK CLIMBING WALL



LIBRARY & TECHNOLOGY ROOM



FIELDHOUSE/INDOOR TURF & GYMNASTICS

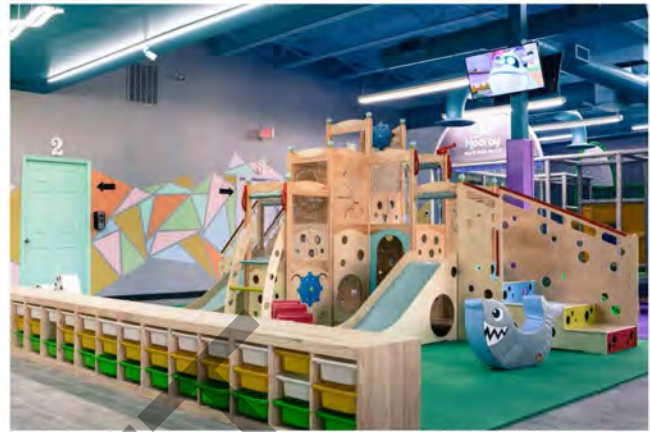
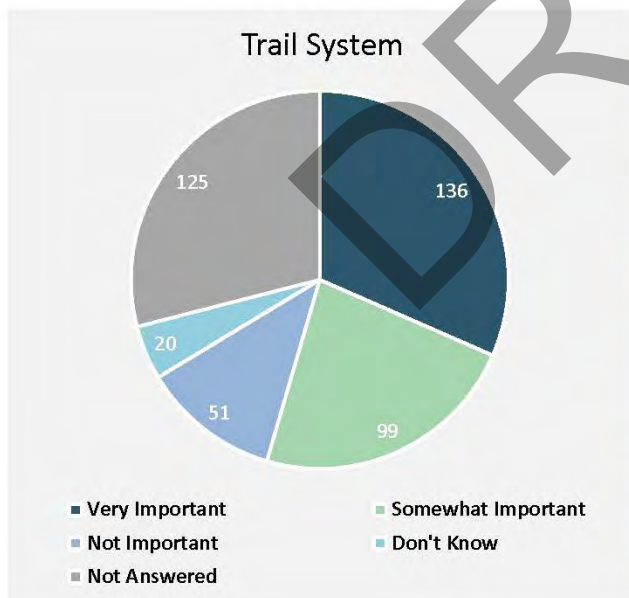
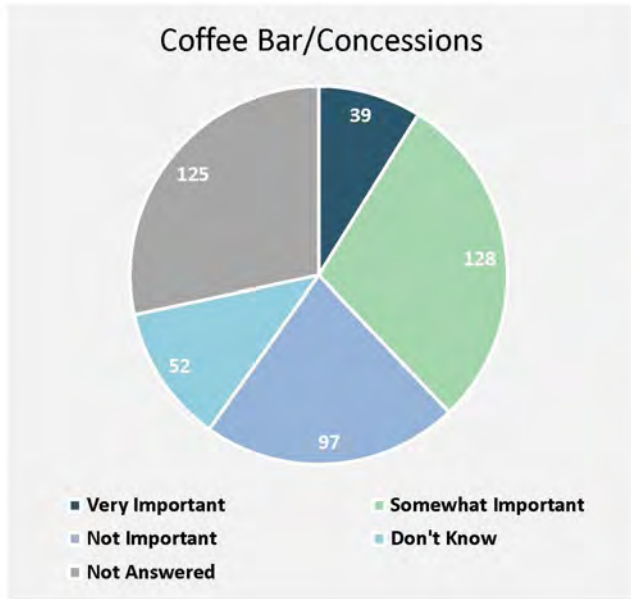


Photo of Hooray Playground, Cinco Ranch, TX

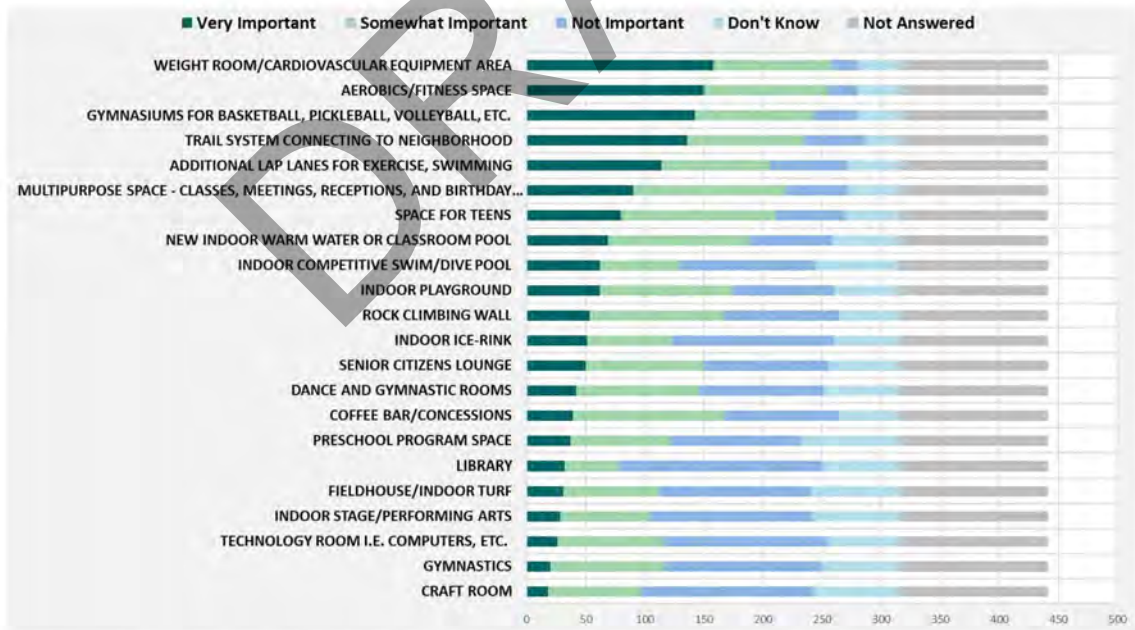
INDOOR PLAYGROUND



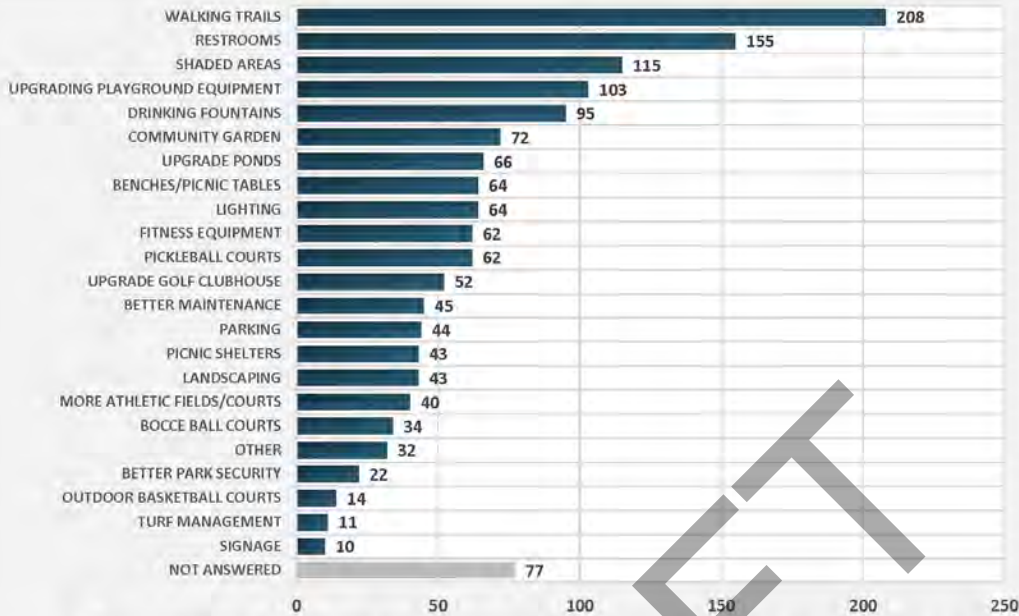
TRAIL SYSTEM CONNECTING TO NEIGHBORHOOD



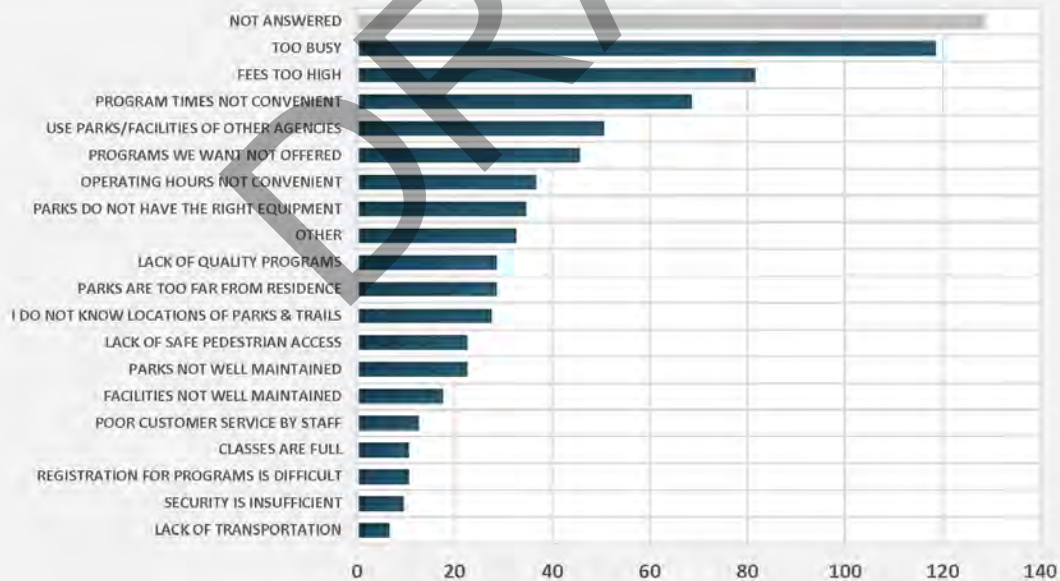
COFFEE BAR/CONCESSIONS



SUMMARY OF CONSIDERATIONS FOR THE POINTE



FOUR FEATURES HOUSEHOLD IS MOST LIKELY TO USE



REASONS YOUR HOUSEHOLD DOESN'T USE FACILITIES

CITY OF
Ballwin
MISSOURI

COMMUNITY SURVEY
OCTOBER 25, 2018



Hastings+Chivetta
ARCHITECTURE • PLANNING • ENGINEERING

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APPENDIX B

Market Analysis & Feasibility Study

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Market Analysis & Feasibility Study

Ballwin, MO



Section II – Market Assessment

Ballard*King & Associates (B*K) has been hired to perform a market analysis and feasibility study for Ballwin, MO.

The following is a summary of the demographic characteristics within an area identified as Primary and Secondary Service Areas for Ballwin, MO. The Primary Service Area is the city limits of Ballwin. The Secondary Service Area includes an area east just past Hwy 141, south to the Meramec River, west to Hwy 109 and just north of the Ballwin city limits.

B*K accesses demographic information from Environmental Systems Research Institute (ESRI) who utilizes 2010 Census data and their demographers for 2018-2023 projections. In addition to demographics, ESRI also provides data on housings, recreation, and entertainment spending and adult participation in activities. B*K also uses information produced by the National Sporting Goods Association (NSGA) to overlay onto the demographic profile to determine potential participation in various activities.

Service Areas:

The information provided includes the basic demographics and data for the Primary Service Area with comparison data for the Secondary Service Area as well as the State of Missouri and the United States.

Secondary Service Areas are defined as the distance people will travel on a regular basis (a minimum of once a week) to utilize recreation facilities. Use by individuals outside of this area will be much more limited and will focus more on special activities or events.

Service areas can flex or contract based upon a facility's proximity to major thoroughfares. Other factors impacting the use as it relates to driving distance are the presence of alternative service providers in the service area. Alternative service providers can influence membership, daily admissions and the associated penetration rates for programs and services.

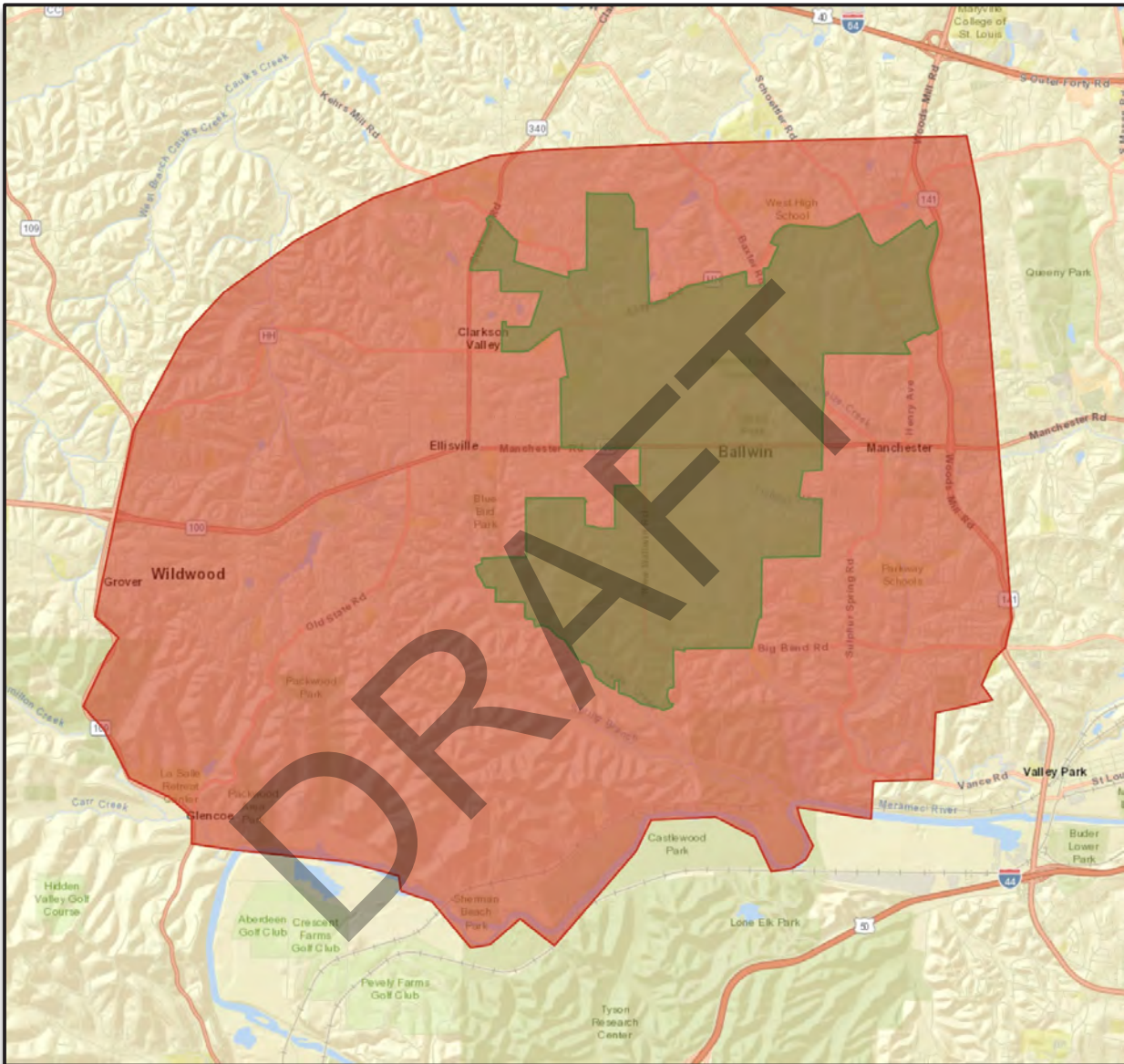
Service areas can vary in size with the types of components in the facility.

Market Analysis & Feasibility Study

Ballwin, MO



Map A – Service Area Maps



- Green Boundary – Primary Service Area (City of Ballwin)
- Red Boundary – Secondary Service Area

Market Analysis & Feasibility Study

Ballwin, MO 

Demographic Summary

	Primary Service Area	Secondary Service Area
Population:		
2010 Census	30,408 ¹	101,911 ²
2018 Estimate	31,151	103,708
2023 Estimate	31,537	104,692
Households:		
2010 Census	11,875	38,607
2018 Estimate	12,135	39,154
2023 Estimate	12,264	39,441
Families:		
2010 Census	8,632	28,766
2018 Estimate	8,799	28,930
2023 Estimate	8,864	29,048
Average Household Size:		
2010 Census	2.56	2.62
2018 Estimate	2.56	2.63
2023 Estimate	2.57	2.63
Ethnicity (2018 Estimate):		
Hispanic	3.0%	2.9%
White	86.4%	86.3%
Black	3.1%	2.8%
American Indian	0.3%	0.2%
Asian	7.0%	7.8%
Pacific Islander	0.0%	0.0%
Other	0.8%	0.6%
Multiple	2.4%	2.3%
Median Age:		
2010 Census	41.3	41.7
2018 Estimate	42.2	43.4
2023 Estimate	43.4	44.6
Median Income:		
2018 Estimate	\$89,714	\$100,100
2023 Estimate	\$99,566	\$106,523

¹ From the 2000-2010 Census, the Primary Service Area experienced a 3.8% decrease in population.

² From the 2000-2010 Census, the Secondary Service Area experienced a 0.2% decrease in population.

Market Analysis & Feasibility Study

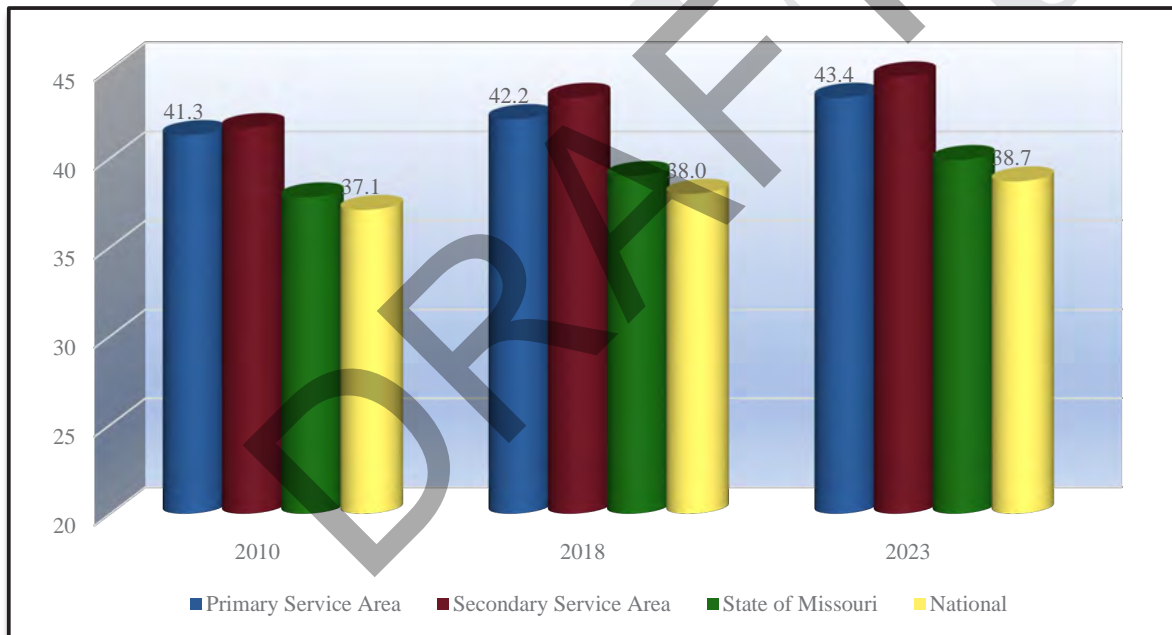
Ballwin, MO

Age and Income: The median age and household income levels are compared with the national number as both of these factors are secondary determiners of participation in recreation activities. The lower the median age, the higher the participation rates are for most activities. The level of participation also increases as the median income level goes up.

Table A – Median Age:

	2010 Census	2018 Projection	2023 Projection
Primary Service Area	41.3	42.2	43.4
Secondary Service Area	41.7	43.4	44.6
State of Missouri	37.8	39.0	39.9
Nationally	37.1	38.3	39.0

Chart A – Median Age:



The median age in the Primary Service Area is less than the Secondary Service Area but greater than the State of Missouri and the National number. A lower median age typically points to the presence of families with children.

Market Analysis & Feasibility Study

Ballwin, MO

The following chart provides the number of households and percentage of households in the Primary and Secondary Service Area with children.

Table B – Households w/ Children

	Number of Households w/ Children	Percentage of Households w/ Children
Primary Service Area	4,060	34.2%
Secondary Service Area	14,045	36.4%
State of Missouri	754,287	31.8%

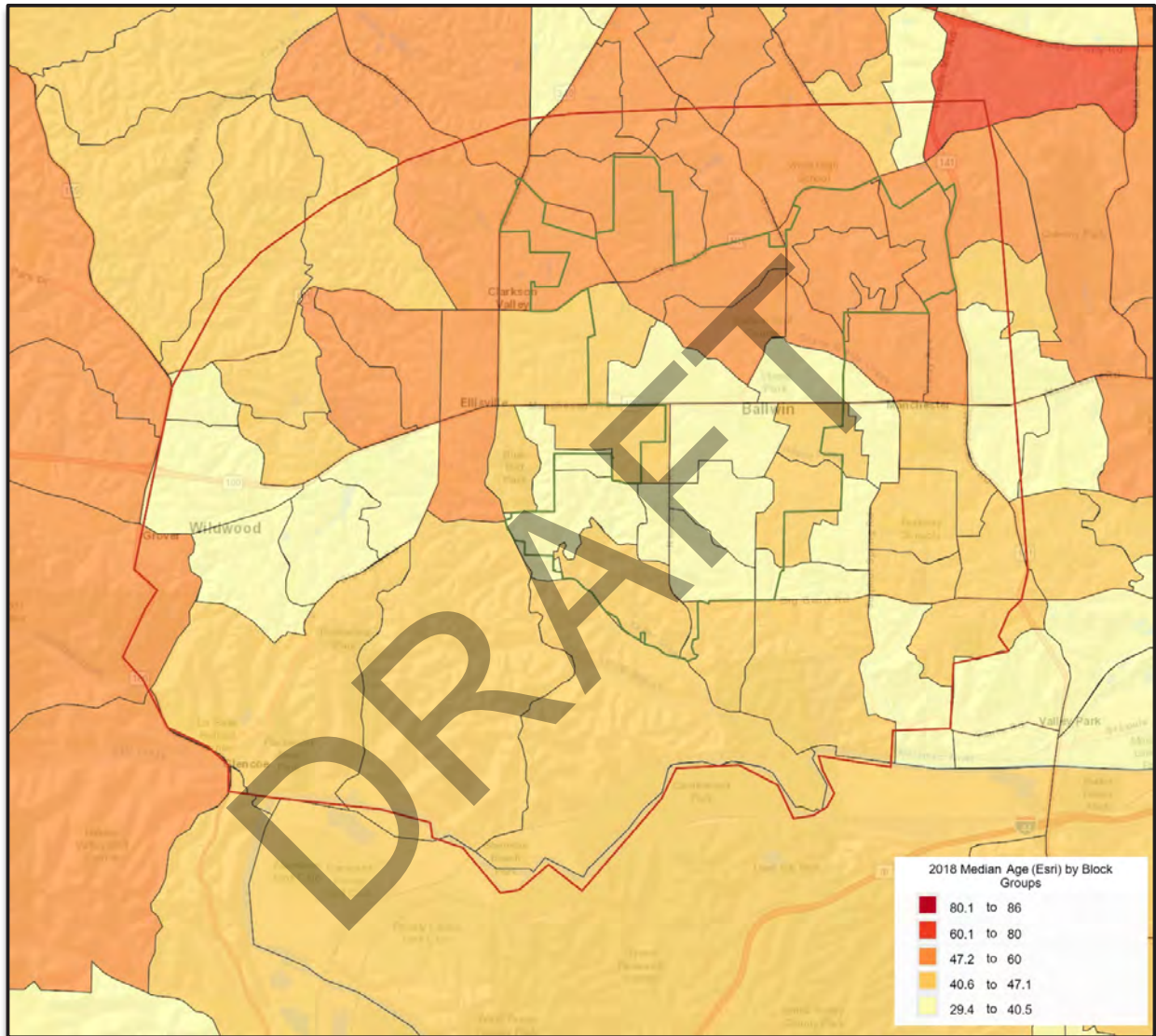
The information contained in Table-B helps further outline the presence of families with children. As a point of comparison in the 2010 Census, 33.4% of households nationally had children present.

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Market Analysis & Feasibility Study

Ballwin, MO 

Map B – Median Age by Census Block Group



Market Analysis & Feasibility Study

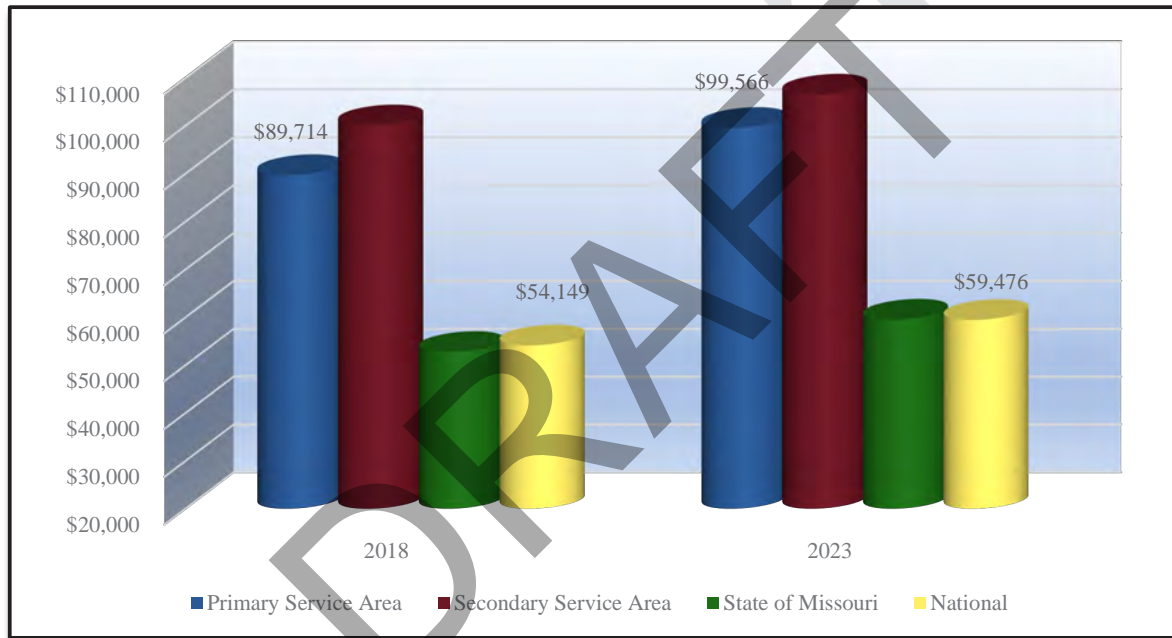
Ballwin, MO



Table C – Median Household Income:

	2018 Projection	2023 Projection
Primary Service Area	\$89,714	\$99,566
Secondary Service Area	\$100,100	\$106,523
State of Missouri	\$52,772	\$59,541
Nationally	\$58,100	\$65,727

Chart B – Median Household Income:



Market Analysis & Feasibility Study

Ballwin, MO 

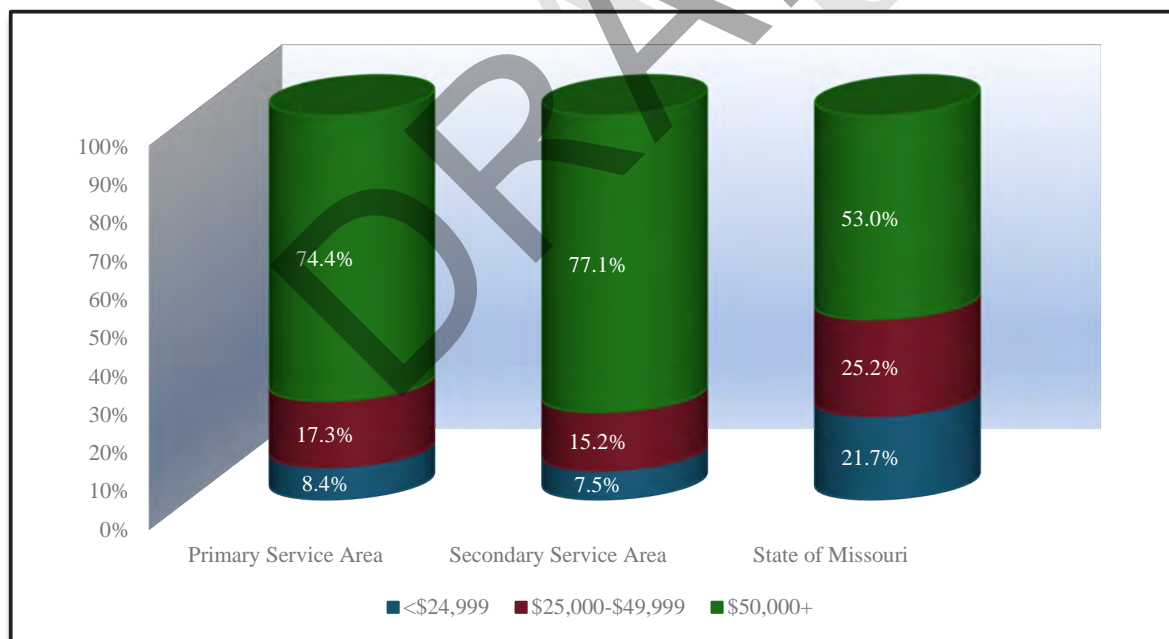
Based on 2018 projections for median household income the following narrative describes the service areas:

In the Primary Service Area, the percentage of households with median income over \$50,000 per year is 74.4% compared to 57.2% on a national level. Furthermore, the percentage of the households in the service area with median income less than \$25,000 per year is 8.4% compared to a level of 20.6% nationally.

In the Secondary Service Area, the percentage of households with median income over \$50,000 per year is 77.1% compared to 57.2% on a national level. Furthermore, the percentage of the households in the service area with median income less than \$25,000 per year is 7.5% compared to a level of 20.6% nationally.

While there is no perfect indicator of use of an indoor recreation facility, the percentage of households with more than \$50,000 median income is a key indicator. Therefore, those numbers are significant and balanced with the overall cost of living.

Chart C – Median Household Income Distribution

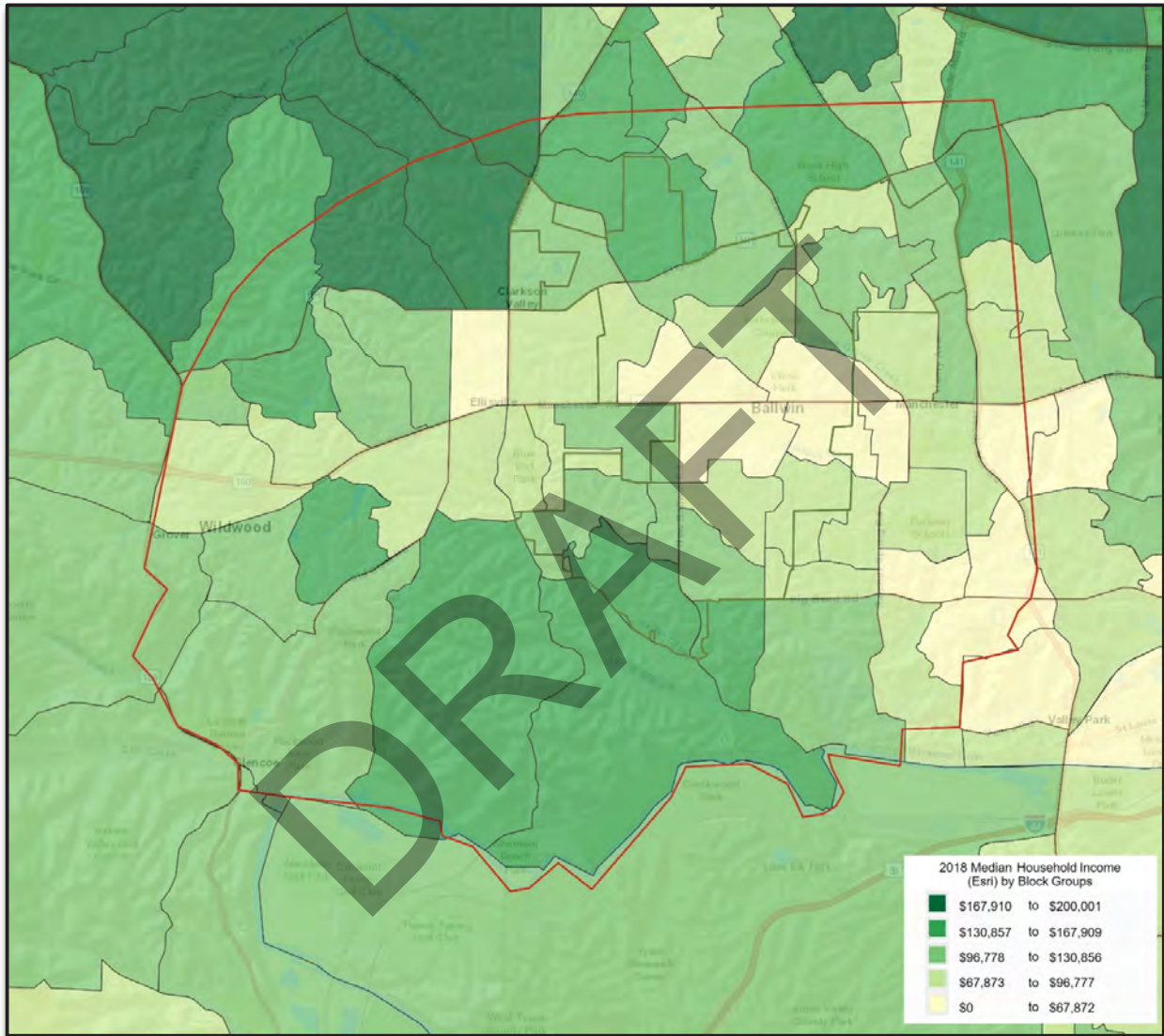


Market Analysis & Feasibility Study

Ballwin, MO



Map C – Household Income by Census Block Group



Market Analysis & Feasibility Study

Ballwin, MO

In addition to taking a look at Median Age and Median Income, it is important to examine Household Budget Expenditures. In particular, reviewing housing information; shelter, utilities, fuel and public services along with entertainment & recreation can provide a snapshot into the cost of living and spending patterns in the services areas. The table below looks at that information and compares the service areas.

Table D – Household Budget Expenditures³:

Primary Service Area	SPI	Average Amount Spent	Percent
Housing	132	\$28,795.98	30.0%
<i>Shelter</i>	134	\$22,458.59	23.4%
<i>Utilities, Fuel, Public Service</i>	128	\$6,337.39	6.6%
Entertainment & Recreation	135	\$4,346.85	4.5%

Secondary Service Area	SPI	Average Amount Spent	Percent
Housing	146	\$31,834.11	29.9%
<i>Shelter</i>	148	\$24,825.07	23.3%
<i>Utilities, Fuel, Public Service</i>	141	\$7,009.04	6.6%
Entertainment & Recreation	150	\$4,832.62	4.5%

State of Missouri	SPI	Average Amount Spent	Percent
Housing	87	\$18,842.77	30.1%
<i>Shelter</i>	85	\$14,298.69	22.8%
<i>Utilities, Fuel, Public Service</i>	92	\$4,544.08	7.3%
Entertainment & Recreation	89	\$2,874.86	4.6%

SPI: Spending Potential Index as compared to the National number of 100.
Average Amount Spent: The average amount spent per household.
Percent: Percent of the total 100% of household expenditures.

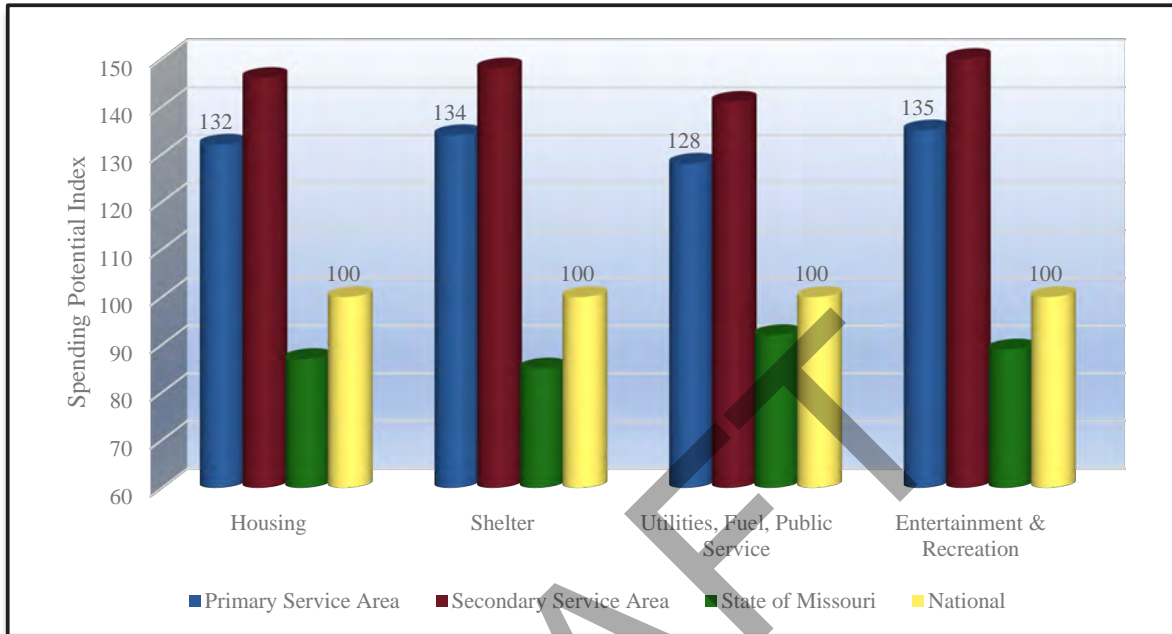
Note: Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.

³ Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2018 and 2023.

Market Analysis & Feasibility Study

Ballwin, MO 

Chart D – Household Budget Expenditures Spending Potential Index:



The total number of housing units in the Primary Service Area is 12,436 and 95.5% are occupied, or 11,875 housing units. The total vacancy rate for the service area is 4.5%. Of the available units:

- For Rent 1.7%
- Rented, not Occupied 0.2%
- For Sale 1.3%
- Sold, not Occupied 0.2%
- For Seasonal Use 0.4%
- Other Vacant 0.9%

The total number of housing units in the Secondary Service Area is 40,194 and 96.1% are occupied, or 38,607 housing units. The total vacancy rate for the service area is 4.0%. Of the available units:

- For Rent 1.3%
- Rented, not Occupied 0.1%
- For Sale 1.2%
- Sold, not Occupied 0.2%
- For Seasonal Use 0.4%
- Other Vacant 0.8%

Market Analysis & Feasibility Study

Ballwin, MO

Recreation Expenditures Spending Potential Index: Finally, through the demographic provider that B*K utilizes for the market analysis portion of the report, we can examine the overall propensity for households to spend dollars on recreation activities. The following comparisons are possible.

Table E – Recreation Expenditures Spending Potential Index⁴:

Primary Service Area	SPI	Average Spent
Fees for Participant Sports	147	\$166.50
Fees for Recreational Lessons	151	\$209.45
Social, Recreation, Club Membership	150	\$350.04
Exercise Equipment/Game Tables	146	\$84.19
Other Sports Equipment	136	\$10.48

Secondary Service Area	SPI	Average Spent
Fees for Participant Sports	165	\$186.48
Fees for Recreational Lessons	172	\$238.42
Social, Recreation, Club Membership	170	\$383.02
Exercise Equipment/Game Tables	165	\$94.78
Other Sports Equipment	152	\$11.68

State of Missouri	SPI	Average Spent
Fees for Participant Sports	85	\$95.96
Fees for Recreational Lessons	78	\$108.12
Social, Recreation, Club Membership	82	\$184.33
Exercise Equipment/Game Tables	85	\$48.79
Other Sports Equipment	92	\$7.11

Average Amount Spent: The average amount spent for the service or item in a year.

SPI: Spending potential index as compared to the national number of 100.

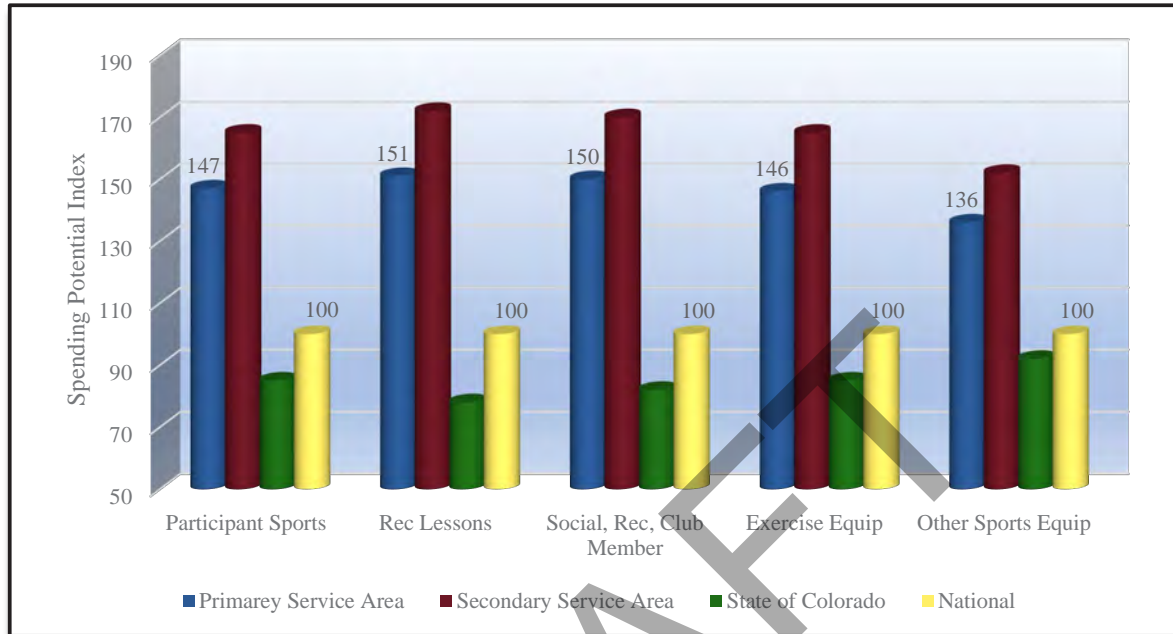
⁴ Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Market Analysis & Feasibility Study

Ballwin, MO



Chart E – Recreation Spending Potential Index:



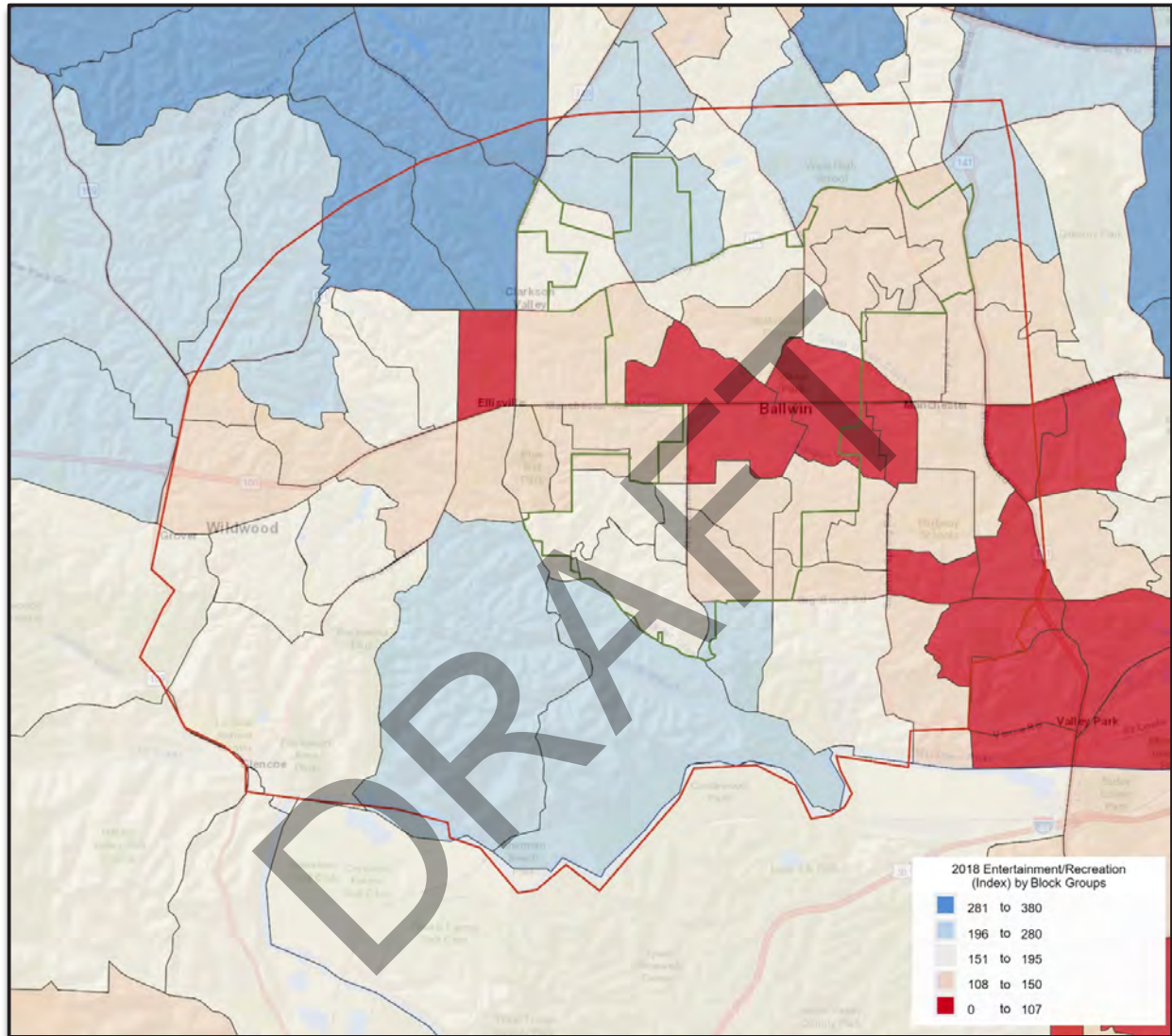
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Market Analysis & Feasibility Study

Ballwin, MO



Map C – Recreation Spending Potential Index by Census Block Group



Market Analysis & Feasibility Study

Ballwin, MO 

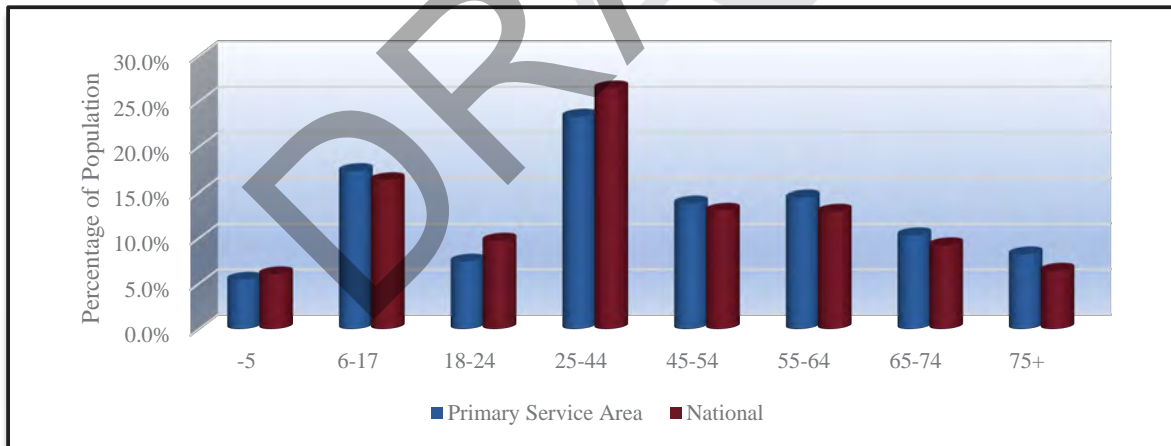
Population Distribution by Age: Utilizing census information for the Primary Service Area and Secondary Service Area, the following comparisons are possible.

Table F – 2018 Primary Service Area Age Distribution
(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	1,677	5.4%	6.0%	-0.6%
5-17	5,376	17.3%	16.3%	+1.0%
18-24	2,300	7.4%	9.7%	-2.3%
25-44	7,267	23.3%	26.4%	-3.1%
45-54	4,307	13.8%	13.0%	+0.8%
55-64	4,488	14.4%	12.9%	+1.5%
65-74	3,195	10.3%	9.2%	+1.1%
75+	2,546	8.2%	6.4%	+1.8%

- Population:** 2018 census estimates in the different age groups in Primary Service Area.
- % of Total:** Percentage of the Primary Service Area population in the age group.
- National Population:** Percentage of the national population in the age group.
- Difference:** Percentage difference between Primary Service Area population and the national population.

Chart F – 2018 Primary Service Area Age Group Distribution



The demographic makeup of Primary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with a larger population in the 5-17 and 45+ age groups. A smaller population in the age groups, under 5, 18-24, and 25-44. The greatest positive variance is in the 75+ age group with +1.8%, while the greatest negative variance is in the 25-44 age group with -3.1%.

Market Analysis & Feasibility Study

Ballwin, MO

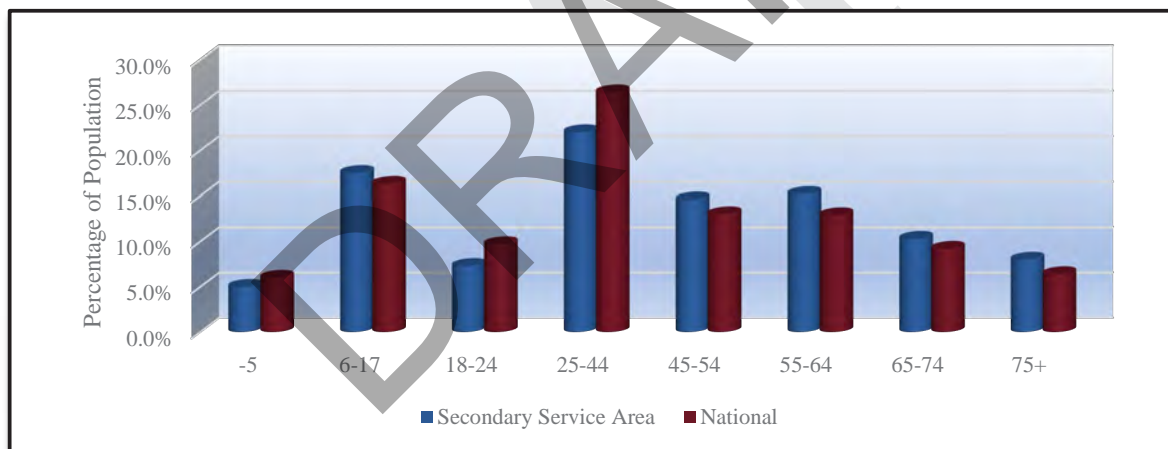
Table G – 2018 Secondary Service Area Age Distribution

(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	5,200	5.0%	6.0%	-1.0%
5-17	18,206	17.5%	16.3%	+1.2%
18-24	7,558	7.3%	9.7%	-2.4%
25-44	22,863	22.0%	26.4%	-4.4%
45-54	15,113	14.6%	13.0%	+1.6%
55-64	15,740	15.2%	12.9%	+2.3%
65-74	10,756	10.3%	9.2%	+1.1%
75+	8,270	8.0%	6.4%	+1.6%

- Population:** 2018 census estimates in the different age groups in the Secondary Service Area.
- % of Total:** Percentage of the Secondary Service Area population in the age group.
- National Population:** Percentage of the national population in the age group.
- Difference:** Percentage difference between Secondary Service Area population and the national population.

Chart G – 2018 Secondary Service Area Age Group Distribution



The demographic makeup of the Secondary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with a larger population in the 5-17 and 45-54, 55-64, 65-74 and 75+ age groups. A smaller population in the age groups, under 5, 18-24 and 25-44. The greatest positive variance is in the 55-64 age group with +2.3%, while the greatest negative variance is in the 25-44 age group with -4.4%.

Market Analysis & Feasibility Study

Ballwin, MO



Population Distribution Comparison by Age: Utilizing census information from the Primary Service Area and Secondary Service Area, the following comparisons are possible.

Table H – 2018 Primary Service Area Population Estimates

(U.S. Census Information and ESRI)

Ages	2010 Census	2018 Projection	2023 Projection	Percent Change	Percent Change Nat'l
-5	1,788	1,677	1,679	-6.1%	+2.5%
5-17	5,775	5,376	5,132	-11.1%	+0.9%
18-24	2,080	2,300	2,177	+4.7%	+0.7%
25-44	7,220	7,267	7,460	+3.3%	+12.5%
45-54	5,028	4,307	4,050	-19.5%	-9.5%
55-64	3,927	4,488	4,411	+12.3%	+17.2%
65-74	2,444	3,195	3,672	+50.2%	+65.8%
75+	2,146	2,546	2,959	+37.9%	+40.2%

Chart H – Primary Service Area Population Growth

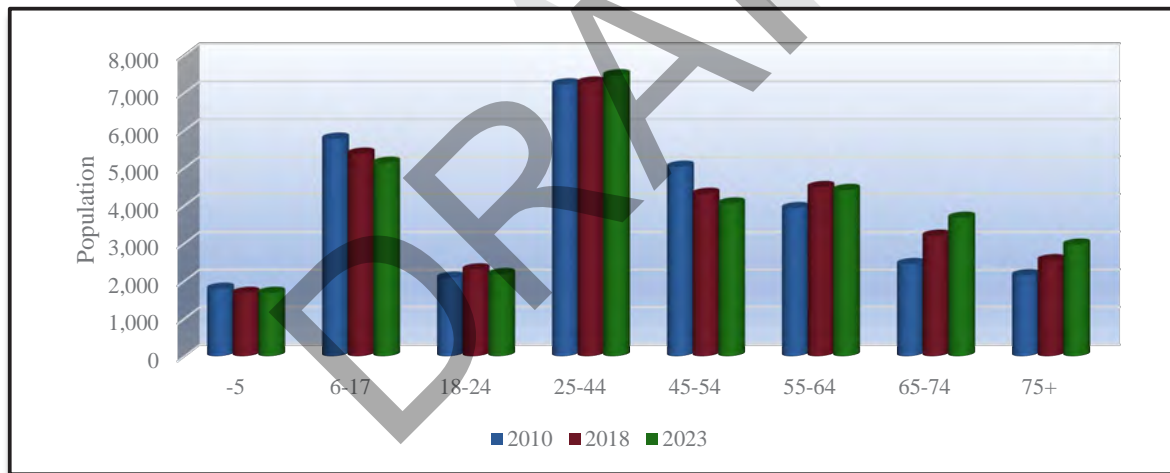


Table-H illustrates the growth or decline in age group numbers from the 2010 census until the year 2023. It is projected age categories 18-24, 25-44, 55-64, 65-74 and 75+ will see an increase in population. The population of the United States as a whole is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Market Analysis & Feasibility Study

Ballwin, MO

Table I – 2018 Secondary Service Area Population Estimates

(U.S. Census Information and ESRI)

Ages	2010 Census	2018 Projection	2023 Projection	Percent Change	Percent Change Nat'l
-5	5,576	5,200	5,173	-7.2%	+2.5%
5-17	20,716	18,206	16,999	-17.9%	+0.9%
18-24	6,521	7,558	6,842	+4.9%	+0.7%
25-44	23,295	22,863	23,894	+2.6%	+12.5%
45-54	17,713	15,113	13,788	-22.2%	-9.5%
55-64	13,655	15,740	15,415	+12.9%	+17.2%
65-74	7,522	10,756	12,597	+67.5%	+65.8%
75+	6,911	8,270	9,984	+44.5%	+40.2%

Chart I – Secondary Service Area Population Growth

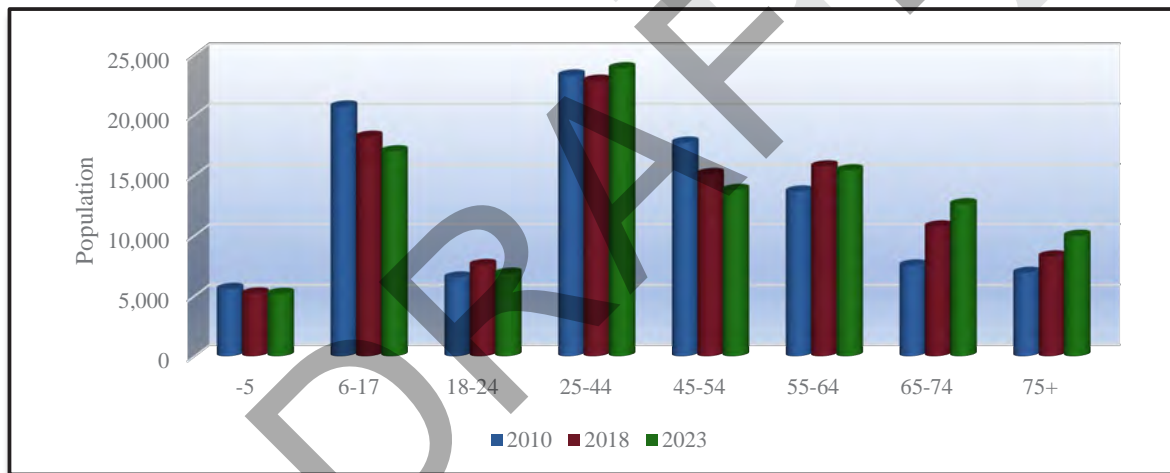


Table-I illustrates the growth or decline in age group numbers from the 2010 census until the year 2023. It is projected age categories 18-44 and 55+ will see an increase in population. The population of the United States as a whole is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

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Below is listed the distribution of the population by race and ethnicity for the Primary Service Area and Secondary Service Area for 2018 population projections. Those numbers were developed from 2010 Census Data.

Table J – Primary Service Area Ethnic Population and Median Age 2018

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of MO Population
Hispanic	934	27.7	3.0%	4.3%

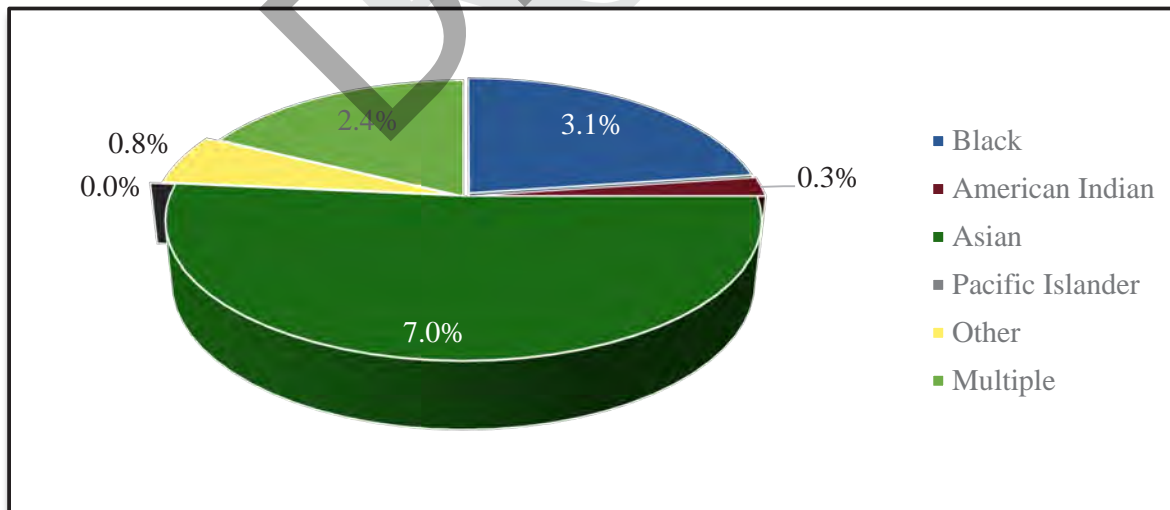
Table K – Primary Service Area by Race and Median Age 2018

(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of MO Population
White	26,906	44.4	86.4%	81.4%
Black	969	35.0	3.1%	11.7%
American Indian	77	39.6	0.3%	0.5%
Asian	2,184	35.8	7.0%	2.0%
Pacific Islander	10	57.5	0.0%	0.1%
Other	259	25.6	0.8%	1.6%
Multiple	753	16.3	2.4%	2.6%

2018 Primary Service Area Total Population: 31,156 Residents

Chart J – 2018 Primary Service Area Population by Non-White Race



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Table L – Secondary Service Area Ethnic Population and Median Age 2018

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of MO Population
Hispanic	2,988	29.0	2.9%	4.3%

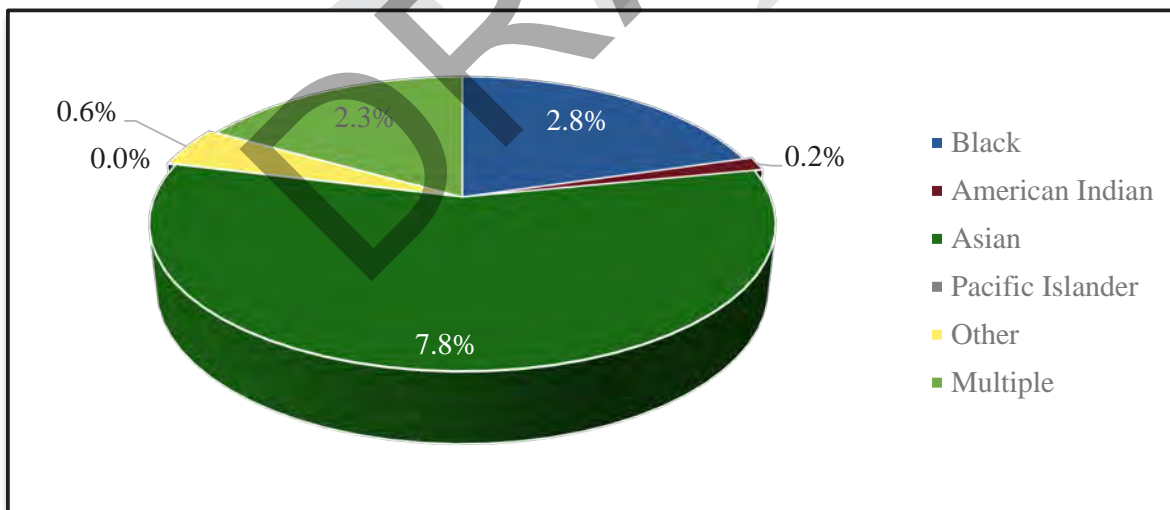
Table M – Secondary Service Area by Race and Median Age 2018

(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of MO Population
White	89,517	45.4	86.3%	81.4%
Black	2,868	39.2	2.8%	11.7%
American Indian	207	40.2	0.2%	0.5%
Asian	8,050	36.4	7.8%	2.0%
Pacific Islander	27	51.2	0.0%	0.1%
Other	667	27.2	0.6%	1.6%
Multiple	2,370	17.4	2.3%	2.6%

2018 Secondary Service Area Total Population: 103,708 Residents

Chart K – 2018 Secondary Service Area Population by Non-White Race



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Tapestry Segmentation

Tapestry segmentation represents the 4th generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. While the demographic landscape of the U.S. has changed significantly since the 2000 Census, the tapestry segmentation has remained stable as neighborhoods have evolved.

There is value including this information for Ballwin. The data assists the organization in understanding the consumers/constituents in their service area and supply them with the right products and services.

The Tapestry segmentation system classifies U.S. neighborhoods into 65 unique market segments. Neighborhoods are sorted by more than 60 attributes including; income, employment, home value, housing types, education, household composition, age and other key determinates of consumer behavior.

The following pages and tables outline the top 5 tapestry segments in each of the service areas and provide a brief description of each. This information combined with the key indicators and demographic analysis of each service area help further describe the markets that the Secondary Service Area looks to serve with programs, services, and special events.

For comparison purposes the following are the top 10 Tapestry segments, along with percentage in the United States:

1. Green Acres (6A)	3.2%
2. Southern Satellites (10A)	3.2%
3. Savvy Suburbanites (1D)	3.0%
4. Salt of the Earth (6B)	2.9%
5. Soccer Moms (4A)	<u>2.8%</u>
	15.1%
6. Middleburg (4C)	2.8%
7. Midlife Constants (5E)	2.5%
8. Comfortable Empty Nesters (5A)	2.5%
9. Heartland Communities (6F)	2.4%
10. Old and Newcomers (8F)	<u>2.3%</u>
	12.5%

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Table N – Primary Service Area Tapestry Segment Comparison

(ESRI estimates)

	Primary Service Area		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Exurbanites (1E)	29.4%	29.4%	49.6	\$98,000
Savvy Suburbanites (1D)	19.3%	48.7%	44.1	\$104,000
Professional Pride (1B)	14.4%	63.1%	40.5	\$127,000
Bright Young Professionals (8C)	14.3%	77.4%	32.2	\$50,000
Soccer Moms (4A)	8.5%	85.9%	36.6	\$84,000

Exurbanites (1E) – Although approaching retirement, this group shows no sign of slowing down. Live an affluent lifestyle, active in the community and give to charities.

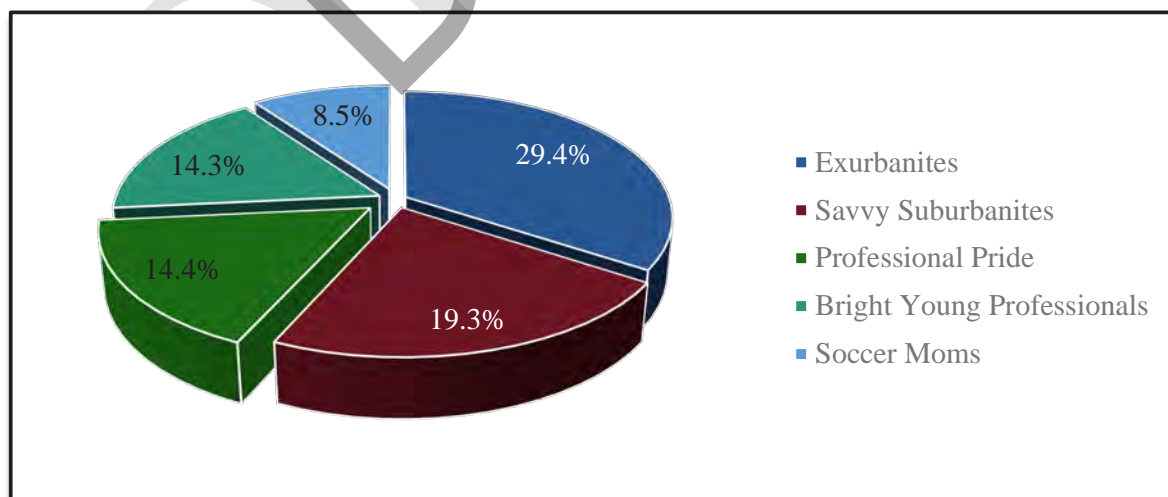
Savvy Suburbanites (1D) – Families include empty nesters and those with adult children still at home. Well-educated that enjoy cultural and sporting events and being physically active.

Professional Pride (1B) – Goal oriented couples working long hours. They are well-organized and scheduled with commitments to their children’s activities. Exercise often at health clubs.

Bright Young Professionals (8C) – This is a large market with young well-educated professionals. Physically active and up to date with technology where they get all their information.

Soccer Moms (4A) – An affluent family-oriented segment. They have a hectic life chasing children. Outdoor activities and sports are a way of life.

Chart L – Primary Service Area Tapestry Segment Representation by Percentage:



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Table O – Secondary Service Area Tapestry Segment Comparison

(ESRI estimates)

	Primary Service Area		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Exurbanites (1E)	21.7%	21.7%	49.6	\$98,000
Professional Pride (1B)	18.9%	40.6%	40.5	\$127,000
Soccer Moms (4A)	14.1%	54.7%	36.6	\$84,000
Savvy Suburbanites (1D)	10.7%	65.4%	44.1	\$104,000
Comfortable Empty Nesters (5A)	6.5%	71.9%	46.8	\$68,000

Exurbanites (1E) – Although approaching retirement, this group shows no sign of slowing down. Live an affluent lifestyle, active in the community and give to charities.

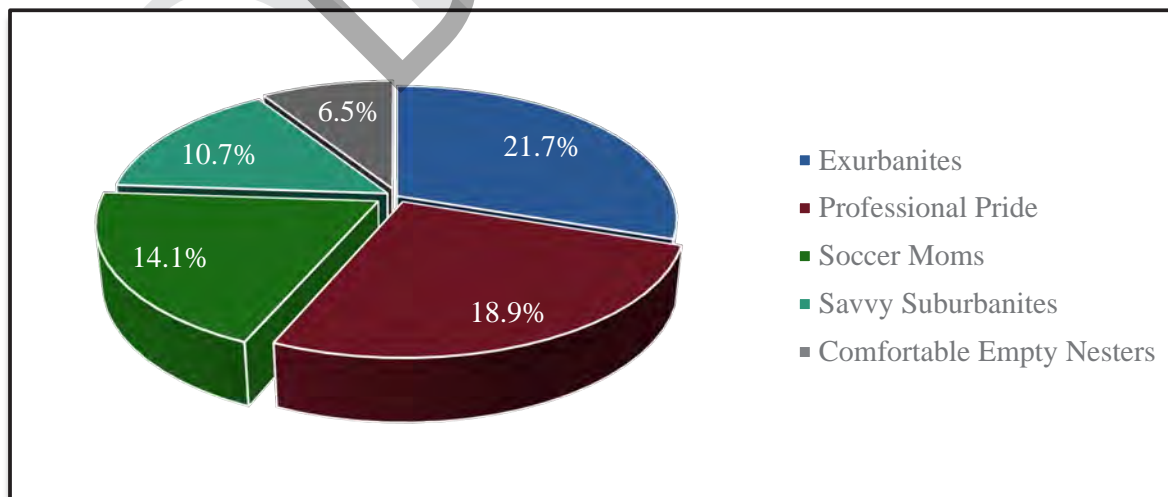
Professional Pride (1B) – Goal oriented couples working long hours. They are well-organized and scheduled with commitments to their children’s activities. Exercise often at health clubs.

Soccer Moms (4A) – An affluent family-oriented segment. They have a hectic life chasing children. Outdoor activities and sports are a way of life.

Savvy Suburbanites (1D) – Families include empty nesters and those with adult children still at home. Well-educated that enjoy cultural and sporting events and being physically active.

Comfortable Empty Nesters (5A) – Baby Boomers earning a comfortable living. Transitioning from raising children to retirement. They value their health and are physically active.

Chart M – Secondary Service Area Tapestry Segment Representation by Percentage:



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Demographic Summary

The following summarizes the demographic characteristics of the service areas.

- The population level of 31,151 people within the Primary Service Area is large enough to support an indoor recreation center when overlaying NSGA participation statistics on to the demographic profile of the community.
- The median age for the Primary Service is higher than the National number. The growth estimated in the older age groups, particularly the 65-74 age group suggests an aging population. Age is one determining factor that drives participation in recreation activities.
- The primary service area experienced a slow, steady increase in population since the 2010 Census. This trend is expected to continue over the next 5 years with population in the service area reaching a population of 31,537 which is a 1.2% increase. This demographic trend points to growing population and should expect continue strong participation and support for recreation.
- The percent of households with children in the primary service area is 34.2% compared to the national level of 33.4%.
- The median household income within the Primary Service Area is 54% higher than the national level. Furthermore, the percent of households with income over \$50,000 is 74.4% compared to a national level of 57.2%. Household income is another one of the primary determining factor that drives participation recreation activities.
- The Spending Potential Index for housing in the primary service area is 32% higher than the national level while the median HH Income is 54% above the national level. This suggests a higher than normal level of discretionary income.
- The Tapestry segments identified in the Primary Service Area point to an active community, which is also supported by the presence of other service providers.
- Based on the population, age group distribution, household income levels the overall market conditions for the recreation activities in the primary service area are favorable.

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Section III –Participation, Trends & Providers

In addition to analyzing the demographic realities of the service areas, it is possible to project possible participation in recreation and sport activities.

Participation Numbers: On an annual basis, the National Sporting Goods Association (NSGA) conducts an in-depth study and survey of how Americans spend their leisure time. This information provides the data necessary to overlay rate of participation onto the Secondary Service Area to determine market potential. The information contained in this section of the report, utilizes the NSGA's most recent survey. For that data was collected in 2017 and the report was issued in June of 2018.

B*K takes the national average and combines that with participation percentages of the Secondary Service Area based upon age distribution, median income, region and National number. Those four percentages are then averaged together to create a unique participation percentage for the service area. This participation percentage when applied to the population of the Secondary Service Area then provides an idea of the market potential for various activities.

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Community Recreation Related Activities Participation: These activities are could take place at an indoor community recreation center space.

Table A –Participation Rates for Primary Service Area

	Age	Income	Region	Nation	Average
Aerobics	14.9%	14.6%	17.6%	15.2%	15.6%
Baseball	3.9%	6.2%	4.0%	4.1%	4.6%
Basketball	7.8%	10.4%	8.4%	8.3%	8.7%
Bicycle Riding	12.2%	14.9%	13.6%	12.3%	13.3%
Exercise Walking	36.1%	34.1%	41.9%	35.4%	36.9%
Exercise w/ Equipment	18.8%	17.8%	23.1%	18.8%	19.6%
Football (Flag)	2.0%	2.7%	2.6%	2.2%	2.4%
Football (Tackle)	2.4%	4.1%	2.7%	2.5%	2.9%
Golf	6.1%	7.7%	8.5%	6.1%	7.1%
Ice Hockey	1.1%	2.9%	1.3%	1.1%	1.6%
Ice Skating	2.8%	3.8%	4.3%	3.0%	3.5%
Lacrosse	0.9%	1.5%	0.9%	1.0%	1.1%
Mixed Martial Arts	2.0%	2.8%	2.2%	2.0%	2.2%
Pilates	0.3%	2.1%	1.3%	1.9%	1.4%
Running/Jogging	13.9%	15.6%	17.2%	14.8%	15.4%
Skateboarding	1.8%	2.6%	2.0%	1.9%	2.1%
Soccer	4.6%	7.4%	3.7%	4.9%	5.2%
Softball	3.2%	4.0%	4.5%	3.3%	3.7%
Swimming	16.1%	18.2%	19.3%	16.2%	17.5%
Tennis	3.9%	5.2%	3.2%	4.2%	4.1%
Volleyball	3.4%	5.5%	3.6%	3.6%	4.0%
Weight Lifting	11.9%	12.7%	15.5%	12.4%	13.1%
Workout at Clubs	12.3%	13.2%	13.6%	12.7%	13.0%
Wrestling	1.0%	2.2%	0.9%	1.1%	1.3%
Yoga	9.5%	11.6%	9.8%	10.0%	10.2%
Did Not Participate	23.4%	17.6%	21.2%	22.8%	21.2%

Age: Participation based on individuals ages 7 & Up of Primary Service Area.
Income: Participation based on the 2018 estimated median household income in Primary Service Area.
Region: Participation based on regional statistics (West North Central).
National: Participation based on national statistics.
Average: Average of the four columns.

Note: “Did Not Participate” refers to all 55 activities tracked by the NSGA.

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Table B –Participation Rates for Secondary Service Area

	Age	Income	Region	Nation	Average
Aerobics	14.9%	21.2%	17.6%	15.2%	17.2%
Baseball	3.9%	6.7%	4.0%	4.1%	4.7%
Basketball	7.8%	11.0%	8.4%	8.3%	8.9%
Bicycle Riding	12.3%	18.0%	13.6%	12.3%	14.0%
Exercise Walking	36.2%	40.8%	41.9%	35.4%	38.6%
Exercise w/ Equipment	18.7%	25.3%	23.1%	18.8%	21.5%
Football (Flag)	2.0%	2.5%	2.6%	2.2%	2.3%
Football (Tackle)	2.4%	3.1%	2.7%	2.5%	2.7%
Golf	6.1%	9.4%	8.5%	6.1%	7.5%
Ice Hockey	1.1%	1.6%	1.3%	1.1%	1.3%
Ice Skating	2.8%	4.3%	4.3%	3.0%	3.6%
Lacrosse	0.9%	1.5%	0.9%	1.0%	1.1%
Mixed Martial Arts	1.9%	2.2%	2.2%	2.0%	2.1%
Pilates	0.3%	2.4%	1.3%	1.9%	1.5%
Running/Jogging	13.7%	19.8%	17.2%	14.8%	16.4%
Skateboarding	1.8%	2.3%	2.0%	1.9%	2.0%
Soccer	4.6%	7.3%	3.7%	4.9%	5.1%
Softball	3.2%	4.7%	4.5%	3.3%	3.9%
Swimming	16.2%	21.4%	19.3%	16.2%	18.3%
Tennis	3.9%	7.4%	3.2%	4.2%	4.7%
Volleyball	3.3%	4.7%	3.6%	3.6%	3.8%
Weight Lifting	11.9%	16.3%	15.5%	12.4%	14.0%
Workout at Clubs	12.2%	18.2%	13.6%	12.7%	14.2%
Wrestling	1.0%	1.4%	0.9%	1.1%	1.1%
Yoga	9.4%	12.4%	9.8%	10.0%	10.4%
Did Not Participate	23.4%	18.1%	21.2%	22.8%	21.4%

Age: Participation based on individuals ages 7 & Up of Secondary Service Area.
Income: Participation based on the 2018 estimated median household income in Secondary Service Area.
Region: Participation based on regional statistics (West North Central).
National: Participation based on national statistics.
Average: Average of the four columns.

Note: “Did Not Participate” refers to all 55 activities tracked by the NSGA.

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Anticipated Participation Number: Utilizing the average percentage from Table-A above plus the 2010 census information and census estimates for 2018 and 2023 (over age 7) the following comparisons are available.

Table C –Participation Growth or Decline in Primary Service Area

	Average	2010 Population	2018 Population	2023 Population	Difference
Aerobics	15.6%	4,325	4,478	4,540	215
Baseball	4.6%	1,264	1,309	1,327	63
Basketball	8.7%	2,424	2,510	2,545	121
Bicycle Riding	13.3%	3,681	3,811	3,864	183
Exercise Walking	36.9%	10,236	10,598	10,745	510
Exercise w/ Equipment	19.6%	5,445	5,638	5,716	271
Football (Flag)	2.4%	658	682	691	33
Football (Tackle)	2.9%	814	842	854	41
Golf	7.1%	1,968	2,038	2,067	98
Ice Hockey	1.6%	441	457	463	22
Ice Skating	3.5%	967	1,001	1,015	48
Lacrosse	1.1%	302	312	317	15
Mixed Martial Arts	2.2%	622	644	653	31
Pilates	1.4%	389	403	408	19
Running/Jogging	15.4%	4,265	4,417	4,478	212
Skateboarding	2.1%	573	593	602	29
Soccer	5.2%	1,432	1,483	1,503	71
Softball	3.7%	1,040	1,077	1,092	52
Swimming	17.5%	4,848	5,020	5,090	242
Tennis	4.1%	1,148	1,188	1,205	57
Volleyball	4.0%	1,114	1,154	1,170	56
Weight Lifting	13.1%	3,645	3,774	3,826	182
Workout at Clubs	13.0%	3,595	3,723	3,774	179
Wrestling	1.3%	362	374	380	18
Yoga	10.2%	2,837	2,938	2,979	141
Did Not Participate	21.2%	5,898	6,107	6,192	294

Note: These figures do not necessarily translate into attendance figures for various activities or programs. The “Did Not Participate” statistics refers to all 55 activities outlined in the NSGA 2017 Survey Instrument.

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Table D –Participation Growth or Decline in Secondary Service Area

	Average	2010 Population	2018 Population	2023 Population	Difference
Aerobics	17.2%	16,096	16,556	16,744	648
Baseball	4.7%	4,369	4,494	4,545	176
Basketball	8.9%	8,293	8,530	8,627	334
Bicycle Riding	14.0%	13,132	13,507	13,661	529
Exercise Walking	38.6%	36,063	37,093	37,515	1,453
Exercise w/ Equipment	21.5%	20,085	20,659	20,894	809
Football (Flag)	2.3%	2,167	2,229	2,255	87
Football (Tackle)	2.7%	2,507	2,579	2,608	101
Golf	7.5%	7,030	7,231	7,313	283
Ice Hockey	1.3%	1,181	1,215	1,229	48
Ice Skating	3.6%	3,371	3,467	3,507	136
Lacrosse	1.1%	1,016	1,045	1,057	41
Mixed Martial Arts	2.1%	1,950	2,006	2,028	79
Pilates	1.5%	1,379	1,418	1,434	56
Running/Jogging	16.4%	15,317	15,754	15,934	617
Skateboarding	2.0%	1,858	1,911	1,933	75
Soccer	5.1%	4,792	4,929	4,985	193
Softball	3.9%	3,666	3,771	3,814	148
Swimming	18.3%	17,085	17,573	17,773	688
Tennis	4.7%	4,372	4,497	4,549	176
Volleyball	3.8%	3,562	3,664	3,706	144
Weight Lifting	14.0%	13,101	13,475	13,629	528
Workout at Clubs	14.2%	13,256	13,635	13,790	534
Wrestling	1.1%	1,030	1,059	1,071	41
Yoga	10.4%	9,716	9,993	10,107	391
Did Not Participate	21.4%	19,991	20,563	20,797	805

Note: These figures do not necessarily translate into attendance figures for various activities or programs. The “Did Not Participate” statistics refers to all 55 activities outlined in the NSGA 2017 Survey Instrument.

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Participation by Ethnicity and Race: The table below compares the overall rate of participation nationally with the rate for Hispanics and African Americans. Utilizing information provided by the National Sporting Goods Association's 2017 survey, the following comparisons are possible.

Table E – Comparison of National, African American and Hispanic Participation Rates

Indoor Activity	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Aerobics	15.6%	15.2%	14.5%	11.4%
Baseball	4.6%	4.1%	2.6%	3.4%
Basketball	8.7%	8.3%	12.2%	7.9%
Bicycle Riding	13.3%	12.3%	8.0%	10.2%
Exercise Walking	36.9%	35.4%	29.4%	25.6%
Exercise w/ Equipment	19.6%	18.8%	15.8%	15.0%
Football (Flag)	2.4%	2.2%	3.0%	2.0%
Football (Tackle)	2.9%	2.5%	3.9%	1.4%
Golf	7.1%	6.1%	2.3%	2.6%
Ice Hockey	1.6%	1.1%	0.3%	0.5%
Ice Skating	3.5%	3.0%	1.0%	1.4%
Lacrosse	1.1%	1.0%	0.6%	0.9%
Mixed Martial Arts	2.2%	2.0%	1.6%	1.8%
Pilates	1.4%	1.9%	1.9%	1.8%
Running/Jogging	15.4%	14.8%	14.0%	14.9%
Skateboarding	2.1%	1.9%	1.2%	2.4%
Soccer	5.2%	4.9%	2.8%	6.2%
Softball	3.7%	3.3%	2.8%	2.1%
Swimming	17.5%	16.2%	10.2%	12.9%
Tennis	4.1%	4.2%	3.2%	3.6%
Volleyball	4.0%	3.6%	3.4%	3.2%
Weight Lifting	13.1%	12.4%	13.2%	10.5%
Workout at Clubs	13.0%	12.7%	12.0%	11.2%
Wrestling	1.3%	1.1%	1.2%	0.9%
Yoga	10.2%	10.0%	8.5%	9.0%
Did Not Participate	21.2%	22.8%	26.6%	26.6%

Secondary Service Part:

National Rate:

African American Rate:

Hispanic Rate:

The unique participation percentage developed for Primary Service Area.

The national percentage of individuals who participate in the given activity.

The percentage of African-Americans who participate in the given activity.

The percentage of Hispanics who participate in the given activity.

There is Hispanic population of 3.0% in Primary Service Area. As such these numbers don't play a factor with regards to overall participation.

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Table F – Comparison of National, African American and Hispanic Participation Rates

Indoor Activity	Secondary Service Area	National Participation	African American Participation	Hispanic Participation
Aerobics	17.2%	15.2%	14.5%	11.4%
Baseball	4.7%	4.1%	2.6%	3.4%
Basketball	8.9%	8.3%	12.2%	7.9%
Bicycle Riding	14.0%	12.3%	8.0%	10.2%
Exercise Walking	38.6%	35.4%	29.4%	25.6%
Exercise w/ Equipment	21.5%	18.8%	15.8%	15.0%
Football (Flag)	2.3%	2.2%	3.0%	2.0%
Football (Tackle)	2.7%	2.5%	3.9%	1.4%
Golf	7.5%	6.1%	2.3%	2.6%
Ice Hockey	1.3%	1.1%	0.3%	0.5%
Ice Skating	3.6%	3.0%	1.0%	1.4%
Lacrosse	1.1%	1.0%	0.6%	0.9%
Mixed Martial Arts	2.1%	2.0%	1.6%	1.8%
Pilates	1.5%	1.9%	1.9%	1.8%
Running/Jogging	16.4%	14.8%	14.0%	14.9%
Skateboarding	2.0%	1.9%	1.2%	2.4%
Soccer	5.1%	4.9%	2.8%	6.2%
Softball	3.9%	3.3%	2.8%	2.1%
Swimming	18.3%	16.2%	10.2%	12.9%
Tennis	4.7%	4.2%	3.2%	3.6%
Volleyball	3.8%	3.6%	3.4%	3.2%
Weight Lifting	14.0%	12.4%	13.2%	10.5%
Workout at Clubs	14.2%	12.7%	12.0%	11.2%
Wrestling	1.1%	1.1%	1.2%	0.9%
Yoga	10.4%	10.0%	8.5%	9.0%
Did Not Participate	21.4%	22.8%	26.6%	26.6%

Secondary Service Part: The unique participation percentage developed for Secondary Service Area.
National Rate: The national percentage of individuals who participate in the given activity.
African American Rate: The percentage of African-Americans who participate in the given activity.
Hispanic Rate: The percentage of Hispanics who participate in the given activity.

There is Hispanic population of 2.9% in Secondary Service Area. As such these numbers don't play a factor with regards to overall participation.

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Summary of Sports Participation: The following chart summarizes participation for indoor activities utilizing information from the 2017 National Sporting Goods Association survey.

Table G – Sports Participation Summary

Sport	Nat'l Rank ⁵	Nat'l Participation (in millions)
Exercise Walking	1	104.5
Exercising w/ Equipment	2	55.6
Swimming	3	47.9
Aerobic Exercising	4	44.9
Running/Jogging	5	43.9
Hiking	6	43.8
Camping	7	42.1
Workout @ Club	8	37.4
Bicycle Riding	9	36.5
Weight Lifting	10	36.4
Yoga	13	29.6
Basketball	14	24.8
Golf	17	17.9
Soccer	20	14.3
Tennis	22	12.3
Baseball	23	12.1
Volleyball	24	10.7
Table Tennis	25	10.2
Softball	27	9.8
Ice/Figure Skating	31	8.8
Football (tackle)	34	7.5
Football (flag)	35	6.5
Martial Arts MMA	37	6.0
Pilates	40	5.7
Skateboarding	42	5.5
Ice Hockey	50	3.3
Wrestling	51	3.2
Lacrosse	52	2.9

Nat'l Rank: Popularity of sport based on national survey.

Nat'l Participation: Population that participate in this sport on national survey.

⁵ This rank is based upon the 55 activities reported on by NSGA in their 2017 survey instrument.

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Participation by Age Group: Within the NSGA survey, participation is broken down by age groups. As such B*K can identify the top 3 age groups participating in the activities reflected in this report.

Chart H – Participation by Age Group:

Activity	Largest	Second Largest	Third Largest
Aerobics	35-44	25-34	45-54
Baseball	12-17	7-11	25-34
Basketball	12-17	25-34	18-24
Bicycle Riding	7-11	45-54	55-64/35-44
Exercise Walking	55-64	45-54	65-74
Exercise w/ Equipment	45-54	35-44	25-34/55-64
Football (flag)	7-11	12-17	25-34
Football (tackle)	12-17	25-34	18-24
Golf	55-64	45-54	35-44
Hockey (ice)	25-34	12-17	7-11
Ice/Figure Skating	7-11	12-17	18-24
Lacrosse	12-17	7-11	25-34
Martial Arts MMA	7-11	25-34	18-24/35-44
Pilates	25-34	35-44	45-54
Running/Jogging	25-34	35-44	18-24
Skateboarding	12-17	18-24	7-11
Soccer	7-11	12-17	25-34
Softball	12-17	25-34	7-11
Swimming	35-44	45-54	12-17
Tennis	25-34	35-44	45-54
Volleyball	12-17	25-34	18-24
Weight Lifting	25-34	35-44	45-54
Workout at Clubs	25-34	35-44	45-54
Wrestling	12-17	18-24	25-34
Yoga	25-34	35-44	45-54
Did Not Participate	45-54	55-64	65-74

Largest: Age group with the highest rate of participation.
Second Largest: Age group with the second highest rate of participation.
Third Largest: Age group with the third highest rate of participation.

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Market Potential Index for Adult Participation: In addition to examining the participation numbers for various indoor activities through the NSGA 2017 Survey and the Spending Potential Index for Entertainment & Recreation, B*K can access information about Sports & Leisure Market Potential. The following information illustrates participation rates for adults in various activities.

Table I – Market Potential Index for Adult Participation in Activities in Primary Service Area

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics	2,409	10.0%	127
Baseball	998	4.1%	100
Basketball	2,046	8.5%	103
Bicycle Riding	3,177	13.2%	130
Exercise Walking	7,625	31.6%	130
Football	1,004	4.2%	95
Golf	2,948	12.2%	141
Ice/Figure Skating	958	4.0%	133
Pilates	825	3.4%	122
Running/Jogging	4,119	17.1%	132
Soccer	934	3.9%	94
Softball	646	2.7%	97
Swimming	5,101	21.2%	131
Tennis	1,035	4.3%	123
Volleyball	651	2.7%	82
Weight Lifting	3,439	14.3%	136
Yoga	2,755	11.4%	140

Expected # of Adults: Number of adults, 18 years of age and older, participating in the activity in Primary Service Area.

Percent of Population: Percent of the service area that participates in the activity.

MPI: Market potential index as compared to the national number of 100.

This table indicates that the overall propensity for adults to participate in the activities listed is greater than the national number of 100 in all instances. In many cases when a participation number is lower than the National number, secondary factors include a lack of facilities or an inability to pay for services and programs.

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Table I – Market Potential Index for Adult Participation in Activities in Secondary Service Area

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics	8,054	10.0%	128
Baseball	3,421	4.3%	103
Basketball	6,711	8.4%	101
Bicycle Riding	10,785	13.4%	133
Exercise Walking	25,800	32.1%	132
Football	3,510	4.4%	100
Golf	10,306	12.8%	148
Ice/Figure Skating	3,302	4.1%	137
Pilates	2,860	3.6%	127
Running/Jogging	14,211	17.7%	137
Soccer	3,306	4.1%	100
Softball	2,173	2.7%	98
Swimming	17,126	21.3%	132
Tennis	3,676	4.6%	131
Volleyball	2,357	2.9%	89
Weight Lifting	11,874	14.8%	141
Yoga	9,225	11.5%	141

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Sports Participation Trends: Below are listed several sports activities and the percentage of growth or decline that each has experienced nationally over the last ten years (2008-2017).

Table J – National Activity Trend (in millions)

Increasing in Popularity

	2008 Participation	2017 Participation	Percent Change
Yoga	13.0	29.6	127.7%
Ice Hockey	1.9	3.3	73.7%
Running/Jogging	30.9	43.8	41.7%
Aerobic Exercising	32.2	44.9	39.4%
Lacrosse	2.6	2.9	11.5%
Exercise Walking	96.6	104.5	8.2%
Weight Lifting	33.9	36.5	7.7%
Ice/Figure Skating	8.2	8.8	7.3%
Wrestling	3.0	3.2	6.7%
Soccer	13.5	14.3	5.9%
Pilates	5.5	5.7	3.6%
Exercising w/ Equipment	55.0	55.5	0.9%

Decreasing in Popularity

	2008 Participation	2017 Participation	Percent Change
Tennis	12.6	12.3	-2.4%
Football (flag)	6.7	6.5	-3.0%
Basketball	25.7	24.6	-4.3%
Workout @ Club	39.3	37.4	-4.8%
Bicycle Riding	38.7	36.4	-5.9%
Martial Arts / MMA	6.4	6.0	-6.3%
Baseball	13.3	12.1	-9.0%
Swimming	53.5	47.9	-10.5%
Volleyball	12.2	10.5	-13.9%
Football (tackle)	9.5	7.5	-21.1%
Golf	23.2	17.9	-22.8%
Softball	12.8	9.8	-23.4%
Skateboarding	9.8	5.5	-43.9%

2008 Participation: The number of participants per year in the activity (in millions) in the United States.

2017 Participation: The number of participants per year in the activity (in millions) in the United States.

Percent Change: The percent change in the level of participation from 2008 to 2017.

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Recreation Activity and Facility Trends: There continues to be very strong growth in the number of people participating in recreation and leisure activities. The Physical Activity Council in its 2013 study indicated that 33% of Americans (age 6 and older) are active to a healthy level. However, the study also indicated that 28% of Americans were inactive. It is estimated that one in five Americans over the age of six participates in some form of fitness related activity at least once a week. American Sports Data, Inc. reported that membership in U.S. health clubs has increased by 10.8% from 2009 to 2010, and memberships in health clubs reached an all-time high of 50.2 million in 2010. Statistics also indicate that approximately 12 out of every 100 people of the U.S. population (or 12%) belong to a health club. On the other side, most public recreation centers attract between 20% and 30% of a market area (more than once) during a year. All of this indicates the relative strength of a market for a community recreation facility. However, despite these increases the American population continues to lead a rather sedentary life with an average of 25% of people across the country reporting that they engage in no physical activity (per The Center for Disease Control).

One of the areas of greatest participant growth over the last 10 years is in fitness related activities such as exercise with equipment, aerobic exercise and group cycling. This is also the most volatile area of growth with specific interest areas soaring in popularity for a couple of years only to be replaced by a new activity for the coming years. Also, showing particularly strong growth numbers are ice hockey and running/jogging while swimming participation remains consistently high despite recent drops in overall numbers. It is significant that many of the activities that can take place in an indoor recreation setting are ranked in the top fifteen in overall participation by the National Sporting Goods Association.

Due to the increasing recreational demands, there has been a shortage in most communities of the following spaces:

- Gymsnasiums
- Pools (especially leisure pools)
- Weight/cardiovascular equipment areas
- Indoor running/walking tracks
- Meeting/multipurpose (general program) space
- Senior's program space
- Pre-school and youth space
- Teen use areas
- Fieldhouses

Thus, many communities have attempted to include these amenities in public community recreation facilities. With the growth in youth sports and the high demand for school gyms, most communities are experiencing an acute lack of gymnasium space. Weight/cardiovascular space is also in high demand and provides a facility with the potential to generate significant revenues.

The success of most recreation departments is dependent on meeting the recreational needs of a variety of individuals. The fastest growing segment of society is the senior population and meeting the needs of this group is especially important now and will only grow more so in the coming years. Indoor walking tracks, exercise areas, pools and classroom spaces are important to this age group. Marketing to the younger more active senior (usually age 55-70) is paramount, as this age group has the free time

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available to participate in leisure activities, the desire to remain fit, and more importantly the disposable income to pay for such services.

Youth programming has always been a cornerstone for recreation services and will continue to be so with an increased emphasis on teen needs and providing a deterrent to juvenile crime. With a continuing increase in single parent households and two working parent families, the needs of school age children for before and after school child care continues to grow as does the need for preschool programming.

As more and more communities attempt to develop community recreation facilities the issues of competition with other providers in the market area have inevitably been raised. The loudest objections have come from the private health club market and their industry voice IHRSA. The private sector has vigorously contended that public facilities unfairly compete with them in the market and have spent considerable resources attempting to derail public projects. However, the reality is that in most markets where public community recreation centers have been built, the private sector has not been adversely affected and in fact in many cases has continued to grow. This is due in large part to the fact that public and private providers serve markedly different markets. One of the other issues of competition comes from the non-profit sector (primarily YMCA's but also JCC's, and others), where the market is much closer to that of the public providers. While not as vociferous as the private providers, the non-profits have also often expressed concern over public community recreation centers. What has resulted from this is a strong growth in the number of partnerships that have occurred between the public and non-profit sector in an attempt to bring the best recreation amenities to a community.

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Non-Sport Participation Statistics: It is important to note that participation rates in non-sport activities. While there is not an abundance of information available for participation in these types of activities as compared to sport activities, there are statistics that can be utilized to help determine the market for cultural arts activities and events.

There are many ways to measure a nation's cultural vitality. One way is to chart the public's involvement with arts events and other activities over time. The NEA's Survey of Public Participation in the Arts remains the largest periodic study of arts participation in the United States. It tracks various arts activities that Americans (aged 18 and over) report having done in the course of a year. It also asks questions about adults' preferences for different kinds of music, and it seeks to understand participation in non-arts leisure events such as sports and exercise, outdoor activities and civic and social affairs.

The participation numbers for these activities are national numbers and the information falls into the following categories:

- Visual & Performing Arts Attendance
- Arts Consumption Through Electronic Media
- Creating, Performing and Sharing Art
- Participation in Arts Learning Activities
- Reading and Film Attendance

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Visual & Performing Arts Attendance

Table L – Percentage of U.S. Adult Attending a Performing Arts Activity at Least Once in the Past 12-Months

Music	2002	2008	2012	Rate of Change	
				2002-2008	2008-2012
Jazz	10.8%	7.8%	8.1%	-3.0%	+0.3%
Classical Music	11.6%	9.3%	8.8%	-2.3%	-0.5%
Opera	3.2%	2.1%	2.1%	-1.1%	+0.0%
Latin Music	Not Asked	4.9%	5.1%	NA	+0.2%
Outdoor Performing Arts Festival	Not Asked	20.8%	20.8%	NA	+0.0%

Plays	2002	2008	2012	Rate of Change	
				2002-2008	2008-2012
Musical Plays	17.1%	16.7%	15.2%	-0.4%	-1.5%
Non-Musical Plays	12.3%	9.4%	8.3%	-2.9%	-1.1%

Dance	2002	2008	2012	Rate of Change	
				2002-2008	2008-2012
Ballet	3.9%	2.9%	2.7%	-1.0%	-0.2%
Other Dance	6.3%	5.2%	5.6%	-1.1%	+0.4%

- Following a sharp decline in overall arts attendance that occurred from 2002-2008, participation rates held steady from 2008-2012.
- Changes in the U.S. demographic composition appear to have contributed to the overall declines in performing arts attendance. Still, various subgroups of Americans have maintained or increased attendance rates for individual art forms.

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Table M – Percentage of U.S. Adults Attending Visual Arts Activities and Events

	2002	2008	2012	Rate of Change	
				2002-2008	2008-2012
Art Museums/Galleries	26.5%	22.7%	21.0%	-3.8%	-1.7%
Parks/Historical Buildings	33.4%	24.5%	22.4%	-8.9%	-2.1%
Craft/Visual Arts Festivals	31.6%	24.9%	23.9%	-6.7%	-1.0%

Table N – Percentage of Adults Attending Live Music Performance by Genre in the Past 12-Months

Genre	Percentage
Jazz	15.9%
Latin	9.1%
Classical	18.2%
Opera	4.8%
Hymns	14.2%
Country	20.2%
Rap	8.7%
Blues	13.1%
Folk	9.8%
Pop/Rock	43.6%

- Visual arts attendance has declined significantly since 2002.
- These 10-year declines were experienced by all demographic subgroups, with one exception; the nation’s oldest Americans (75+) were more likely to attend visual arts activities than a decade ago.

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Arts Consumption Through Electronic Media

Table O – Percentage of Adults Who Watched or Listened to an Arts Broadcast or Recording At least Once the Past 12-Months via TV/Radio or Internet

	TV or Radio	Internet	Both
Jazz	9.6%	5.2%	11.8%
Latin, Spanish, or Salsa	10.5%	5.4%	12.6%
Classical	11.7%	5.8%	13.6%
Opera	3.6%	1.5%	4.3%
Other Music ⁶	40.1%	24.9%	46.9%
Theater Productions (musical or stage play)	6.2%	2.1%	7.1%
Ballet, Modern, or Contemporary	3.9%	1.3%	4.5%
Other Dance Programs and Shows	8.3%	2.2%	9.2%
Programs and Info. About Visual Arts	7.6%	4.1%	9.4%
Programs Info. About Book Writers	7.5%	5.3%	10.0%
Other Books, Stories, or Poetry Read Aloud	3.8%	4.6%	7.1%

Table P – Percentage of U.S. Adults Who Used Mobile or Handheld Devices to Explore the Arts: 2012

	Percentage
US Adult Population Used Mobile/Handheld Device for Any Reason	53.2%
Read, Listen, Download any Novel, Short Story, Poetry or Plays	16.0%
Watch, Listen, or Download Any Music	3.4%
Download or View Any Visual Arts	7.9%

- Americans were more likely to watch or listen to broadcast arts performances using traditional sources such as TV and radio than the Internet.
- Nearly half of all American adults watched or listened to a broadcast or recorded performance of rock, pop, country, folk, rap or hip-hop music in 2012.
- Over two-thirds of people watching dance performances via median in 2012 were women. Nearly three-quarters of the adult audience was 25-64.

⁶ Rock, pop, country, folk, rap or hip-hop

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Creating, Performing and Sharing Art

Table Q – Percentage of American Adults Engaging in the Performing Arts: 2012

	Percentage
Play a Musical Instrument	12.1%
Play a Musical Instrument (with others)	5.1%
Do Any Acting	1.4%
Do Any Social Dancing	31.6%
Do Any Formal Dancing	5.1%
Perform or Practice Singing	8.7%
Do Any Singing w/ Other People	6.8%

- Social dancing is the most common way Americans performed art in 2012, followed by playing a musical instrument.
- Women are more likely than men to dance. The rates of dance participation are highest for young adults (18-34) and increase with educational level and family income.

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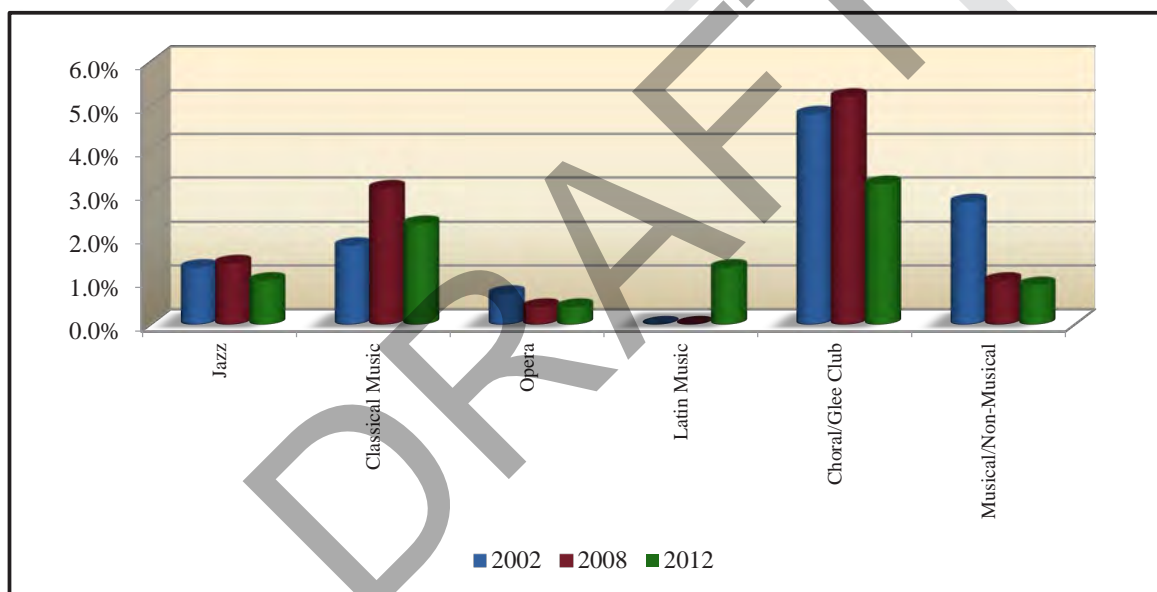
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Table R – Percentage of Adults Who Practiced or Performed Music of Various Types

Practiced or Performed	2002	2008	2012	Rate of Change	
				2002-2008	2008-2012
Jazz	1.3%	1.4%	1.0%	+0.1%	-0.4%
Classical Music	1.8%	3.1%	2.3%	+1.3%	-0.8%
Opera	0.7%	0.4%	0.4%	-0.3%	+0.0%
Latin Music	N/A	N/A	1.3%	N/A	N/A
Choral or Glee Club	4.8%	5.2%	3.2%	+0.4%	-2.0%
Musical or Non-Musical	2.8%	1.0%	0.9%	-1.8%	-0.1%

Chart A – Percentage of U.S. Adult Population Attending Arts Performances:



- The percentage of American adults who performed or practiced jazz, classical music, or opera has not changed much since 2002.
- The percentage of people in a choral or glee club or who performed in a musical or non-musical stage play has declined since 2002.

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Table S – Percentage of Adults Creating or Performing Arts During the Last 12 Months

	Percentage
Music	5.0%
Dance	1.3%
Films/Videos	2.8%
Photos	12.4%
Visual Arts	5.7%
Scrapbooks	6.5%
Creative Writing	5.9%

Table T – Percentage of U.S. Adults Using Electronic Media to Create or Perform Art in the Past 12 Months by Art Form

	Percentage
Recorded, Edited, or Remixed Music	4.4%
Recorded, Edited or Remixed Dance	0.9%
Recorded, Edited or Remixed Films and Videos	2.2%
Edited Photos	13.0%

- 19% of American adults in 2012 used electronic media to share art that they themselves had created, edited or remixed.
- Men are more likely than women to use electronic media to create, perform, or share yet. This pattern stands in contrast to most forms of arts participation, in which women typically lead men.
- Large proportions of adults who create music or visual art do so through electronic media.
- 12% of Americans take photographs for artistic purposes, making photography the most common form of arts creation.

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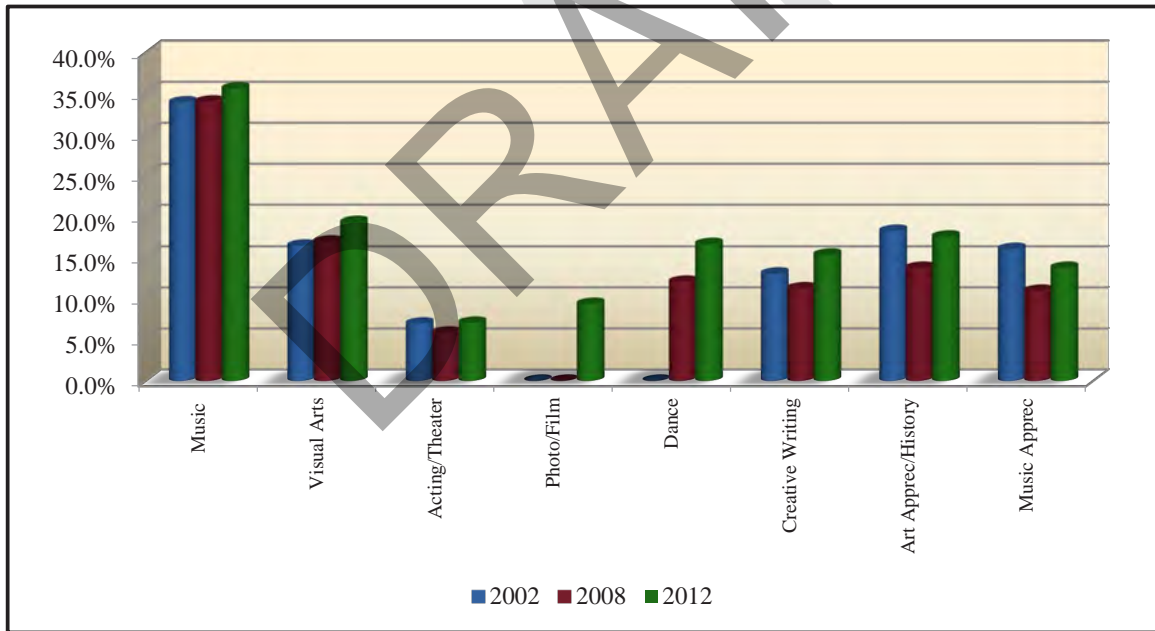
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Participation in Arts Learning Activities

Table U – Percentage of U.S. Adults Who Took Arts Lessons and Classes During their Lifetime by Form of Art Studied

				Rate of Change	
	2002	2008	2012	2002-2008	2008-2012
Music	33.9%	34.0%	35.6%	+0.1%	+1.6%
Visual Arts	16.5%	17.0%	19.3%	+0.5%	+2.3%
Acting or Theater	7.0%	5.9%	7.1%	-1.1%	+1.2%
Photography or Film	N/A	N/A	9.4%	N/A	N/A
Dance	N/A	12.1%	16.7%	N/A	+4.6%
Creative Writing	13.1%	11.3%	15.4%	-1.8%	+4.1%
Art Apprec. or History	18.3%	13.8%	17.6%	-4.5%	+3.8%
Music Appreciation	16.1%	11.0%	13.8%	-5.1%	+2.8%

Chart B – Percentage of U.S. Adult Population Attending Arts Performances:



- Music is the art form most commonly studied, whether through voice-training or learning to play an instrument.

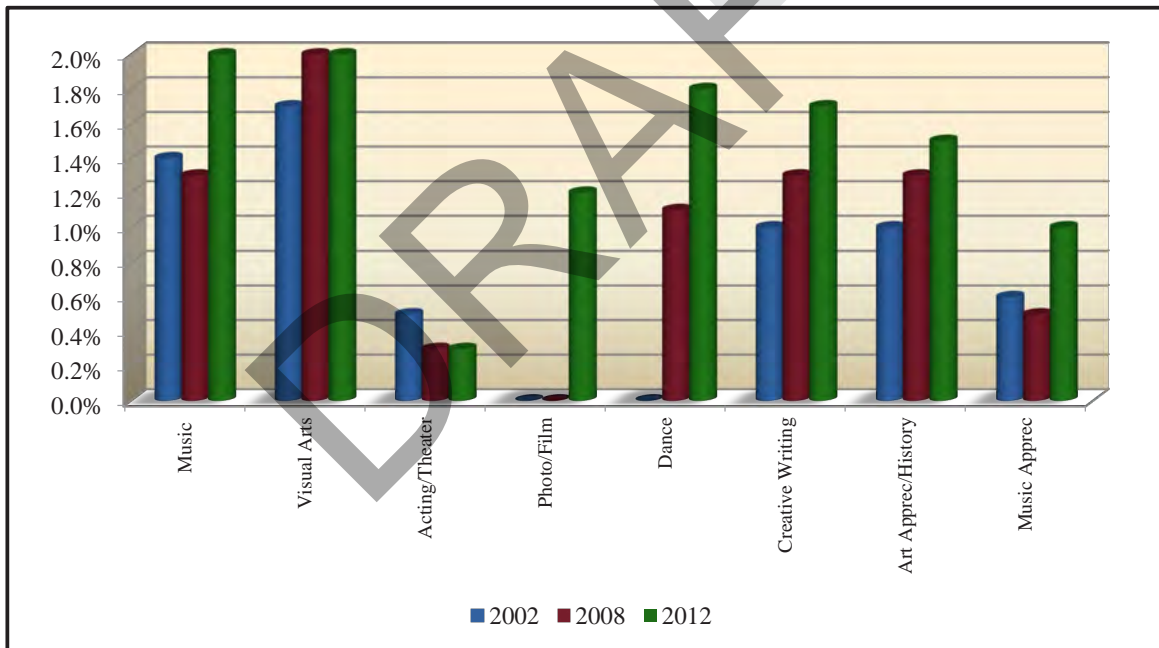
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Table V – Percentage of U.S. Adults Who Took Arts Lessons and Classes During the Past 12-Monts

				Rate of Change	
	2002	2008	2012	2002-2008	2008-2012
Music	1.4%	1.3%	2.0%	-0.1%	+0.7%
Visual Arts	1.7%	2.0%	2.0%	+0.3%	+0.0%
Acting or Theater	0.5%	0.3%	0.3%	-0.2%	+0.0%
Photography or Film	N/A	N/A	1.2%	N/A	N/A
Dance	N/A	1.1%	1.8%	N/A	+0.7%
Creative Writing	1.0%	1.3%	1.7%	+0.3%	+0.4%
Art Apprec. or History	1.0%	1.3%	1.5%	+0.3%	+0.2%
Music Appreciation	0.6%	0.5%	1.0%	-0.1%	+0.5%

Chart C – Percentage of U.S. Adult Population Attending Arts Performances:



- Childhood experience in the arts is significantly associated with educational level obtained in adulthood. Over 70% of college graduates said they visited an art museum or gallery as a child, compared with 42% of adults who have only a high school diploma.

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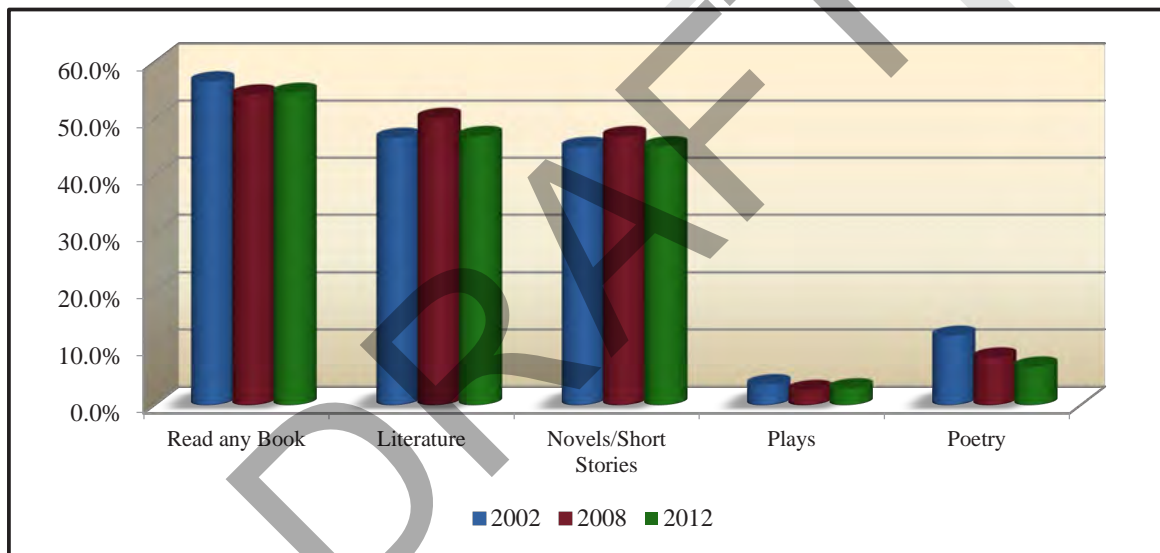
Ballwin, MO 

Reading and Film Attendance

Table W – Reading Activity

	2002	2008	2012	Rate of Change	
				2002-2008	2008-2012
Read any Book, non-required	56.6%	54.3%	54.6%	-2.3%	+0.3%
Literature	46.7%	50.2%	47.0%	+3.5%	-3.2%
Novels and Short Stories	45.1%	47.0%	45.2%	+1.9%	-1.8%
Plays	3.6%	2.6%	2.9%	-1.0%	+0.3%
Poetry	12.1%	8.3%	6.7%	-3.3%	-1.6%

Chart D – Reading Activity



- Women are far more likely to read bookSandy literature than are men.
- Men are more likely to read nonfiction than fiction, while the opposite is true for women.
- Reading of books and literature has increased among older adults in the past decade.

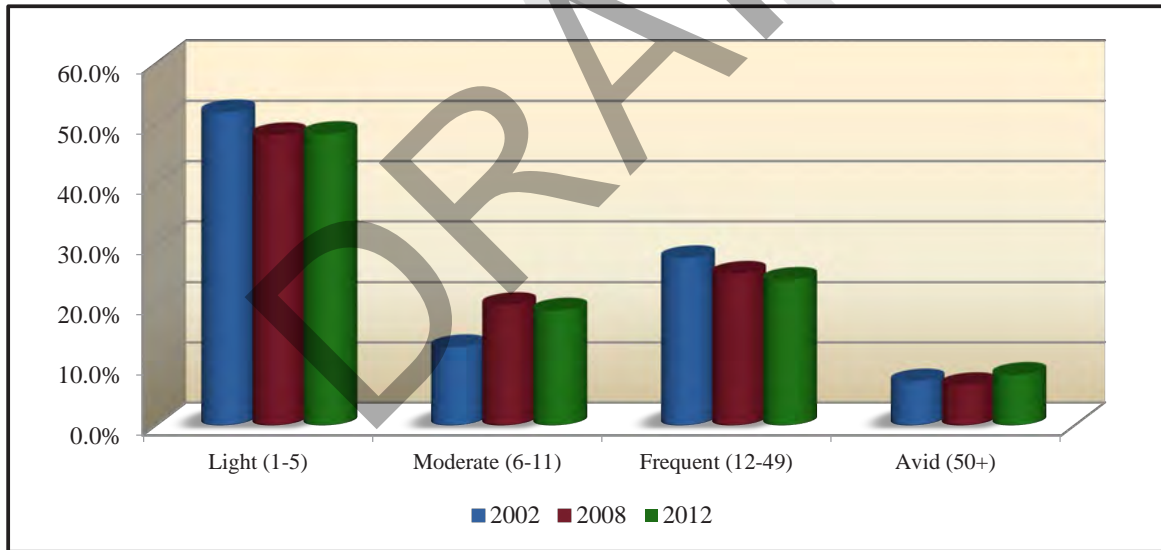
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Table X – Percentage of U.S. Adults who Read During the Past 12 Months by Frequency (number of books read):

	2002	2008	2012	Rate of Change	
				2002-2008	2008-2012
All Adults					
Light (1-5)	29.4%	26.1%	23.4%	-3.3%	-2.7%
Moderate (6-11)	7.4%	10.9%	10.4%	+3.5%	-0.5%
Frequent (12-49)	15.7%	13.7%	13.2%	-2.0%	-0.5%
Avid (50+)	4.1%	4.6%	4.6%	+0.5%	+0.0%
All Book Readers					
Light (1-5)	51.9%	48.1%	48.3%	-3.8%	+0.2%
Moderate (6-11)	13.0%	20.0%	19.1%	+7.0%	-0.9%
Frequent (12-49)	27.8%	25.2%	24.2%	-2.6%	-1.0%
Avid (50+)	7.3%	6.7%	8.4%	-0.6%	+1.7%

Chart E – All Book Readers Rate of Consumption



- Over half of American adults read at least one book in 2012. This is unchanged from 2008, but in 2002 slightly more adults read books.
- About 4% of adults belonged to a book club or reading group in 2012.

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Section IV – Alternative Service Providers

Service Area Providers: There are a number of facilities in the greater Ballwin area that are supplying recreation, fitness, aquatics and sports activities. The following is a brief review of each of the major providers in the public, non-profit and private sector.

Public

There are a variety of public indoor recreation facilities in the area. The City of Ballwin has the following facilities:

The Pointe at Ballwin Commons – This is a general community center but is also primarily a senior services facility that features a large multipurpose room, gymnasium, leisure swimming pool, group exercise room, child watch area, cardio equipment area, weight lifting area, small game room and administrative support areas.

North Pointe – Despite its name the facility really functions more as a community center. It is a relatively new building that features a full sized gym with a climbing wall, game room, small weight room, conference room, outdoor sand volleyball courts, outdoor basketball courts and a skate park.

Other public facilities include:

Ballwin Athletic Association – This is a multi-field sports complex that serves the youth baseball and softball associations in the community. There is also a concession stand attached to the facility as well.

Ballwin Golf Course – The nine-hole golf course includes a club house and banquet center.

Non-Profit

Rockwood/Parkway School District – The School District offers a robust recreation programming schedule through its Community Education Department. School facilities, including indoor swimming pools, gymnasiums, class rooms and outdoor fields are used to support the Community Education programs. They are a major provider of youth recreation programs and adult enrichment programs.

In addition to this facility there are also a number of churches that provide recreation amenities and services and there are several cultural arts facilities in the area.

Private

Besides the public and non-profit facilities noted above there are a variety of private clubs in the area. This includes the following facilities:

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Gold's Gym – This is a health club located in a strip shopping center that features a large free weight and machine weight space, a group fitness area and a space for martial arts.

Anytime Fitness – The club is relatively small and has a machine weight area.

Lifetime Fitness – This first-service club offers a large fitness area, multiple group exercise rooms, indoor lap pool, outdoor leisure pool, child watch and wellness support. Lifetime is considered a premier club based on size, amenities and membership size.

It is likely that these existing private providers may have a concern over the possibility of expanding the Pointe (if it contains fitness amenities) would adversely impact their market and they may very well oppose the project as a result. However, private fitness clubs typically serve very different clientele and usually do not compete head to head for the same users. It is conservatively estimated that well over 50% of the users of a public facility will have never been to a private facility and would have no interest in joining such a center.

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Section V – Recreation Programs and Services

While the City of Ballwin has a strong foundation of parks and recreation facilities, programs and services, there are unmet needs as identified by the community. This combined with an aging inventory of existing facilities, the presence of a number of new facilities, plus limited financial resources, places a challenge on the City to respond to these needs.

Recreation Program and Service Delivery Trends: To assist in the process of developing a parks and recreation master plan for the City of Ballwin it is helpful to understand some of the trends that are being seen nationally with recreation programming. However, it should be noted that each city is unique and the area of the country has a strong bearing on trends and other operational factors.

Sports

- Youth
- Adult
- Team
- Individual
- Camps and clinics
- Tournaments
- Non-traditional sports (BMX, in-line hockey, etc.)

Fitness/Wellness

- Fitness classes
- Personal training
- Education
- Functional training

Cultural Arts

- Performing arts (dance, theater, music, etc.)
- Visual arts (painting, ceramics, pottery, etc.)
- Arts events (concerts, etc.)
- Culinary arts

Youth

- Before and after school
- Summer day camps/playground programs
- Preschool
- Teen
- Education

Outdoor Recreation

- Outdoor education
- Outdoor adventure
- Environmental

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Seniors

- Fitness/wellness
- Pickle Ball
- Cultural arts
- Self-improvement
- Education
- Trip programs
- Silver Sneakers

Aquatics

- Lessons
- Fitness
- Competitive (swim teams)
- Specialty

General Programs

- Personal development
- Education
- Specialty

Special Needs

Special Events

- Community events

Recreation departments now often serve as a coordinating agency and a clearinghouse for multiple recreation agencies and providers, in an effort to bring a comprehensive scope of recreation programs to a community. This has also increased the number of partnerships that are in place to deliver a broader base of programs in a more cost-effective manner. There is also a much stronger emphasis on revenue production and raising the level of cost recovery to minimize tax dollar use to offset recreation programming.

Many programs are now offered with shorter sessions (two to three classes) or on a drop-in pay as you go basis (especially fitness). In addition, there has also been a concerted effort to integrate conventional recreation programming with community based social service programs and education. Most of the social service programs are offered by other community-based agencies and education is often coordinated with school districts.

Specific Recreation Program and Service Trends

Sports

- Youth lacrosse
- Youth camps and clinics
- Youth sports specific training
- Individual sports

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Non-traditional sports (skateboarding, BMX, mountain biking, fencing, etc.)

Fitness/Wellness

Personal training
Yoga/Pilates/massage therapy
Healthy lifestyle education
Functional Training
Cross Fit

Cultural Arts

Music production for youth

Youth

After school programs in recreation centers and/or schools
Summer camps – themed camps

Outdoor Recreation

Eco tourism (where appropriate)
Environmental education

Seniors

Fitness/wellness
Younger, more active seniors

Aquatics

Fitness

General Programs

Education – computer, finance, etc.

Special Events

Community wide celebrations

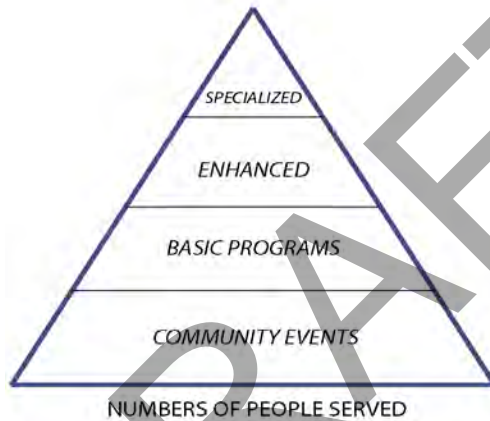
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Keys to providing recreation programs and services in the future include:

Fee Setting: In order to accomplish a high level of recreation services, recreation departments have been much more aggressive in their fee setting with the goal of covering more operational expenses for most programs. However, with a more entrepreneurial approach to assessing fees for activities comes the need to develop a scholarship program that allows for those individuals that cannot afford to pay the opportunity to participate in recreation activities. Such programs usually have a limited budget and do require the user to pay at least something for service.

Many departments are now tiering their programs into different categories with differing levels of cost recovery.



FEE CONTINUUM

Programs and services should be categorized into four levels of offerings that are divided by the level of instruction, expertise, or importance to the community’s well-being. Priority for funding and facility usage should be based on the category in which they fall, with fees being set accordingly. The four categories should include.

Community events – special community wide events, activities or festivals that are onetime events. It should be expected that there will be little to no fees for these activities. Some revenues may be collected from sponsorships and sales of goods and services, but the general rate of recovery would be less than 100%.

Basic or core programs – those that are essential to recreation and community needs (such as teen activities, senior programs, youth activities, special populations, etc). These programs direct costs are usually heavily subsidized. Suggested recovery rate is 25% to 50% of direct costs.

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Enhanced – those that are beyond basic and are focused on an audience that has a greater ability to pay. Programs in this area could include adult fitness and sports, or general programs. Suggested minimum recovery rate is 50% to 100% of direct costs.

Specialized – these are activities that are very specialized in nature. These would include activities such as fitness assessments, trip programs, facility rentals and the like. Fees are set based on what the market will bear but at minimum would require 100% of direct costs.

Use of Other Service Providers: There has also been a movement away from the principle of public recreation departments having to be the actual provider of all recreation programs and services, to the concept of public agencies being the general coordinator and enabler of overall community recreation needs and resources. This has resulted in a great deal of programming now being conducted by volunteer youth sports organizations, adult sports associations, non-profit groups such as the YMCA and other social service organizations, schools and the private sector. This has reduced the financial obligations of the public sector, placed programming in the hands of organizations with the specific expertise (and often the facilities as well), and allowed the private sector to have a more active role in public recreation. There has also been an increase in the number of public agencies collaborating to bring a higher level of recreation service on more of a regional basis especially for more specialized services (special needs, outdoor education, etc.). This concept has become much more prevalent across the country with recreation departments being a clearinghouse of information and services offered by others while providing more basic recreation services itself.

Facilities: The vast majority of outdoor related recreation programming takes place in public parks with school facilities providing the other main venue. For indoor programs, a recreation center is the primary location for most activities. With the demand for recreation programs and services continuing to expand a new more innovative approach may be necessary to find appropriate sites for many activities. This could result in partnering with private facilities (fitness centers, dance studios, outdoor aquatic clubs, etc.), non-profits (YMCA's, Boys & Girls Clubs, cultural arts centers, etc.) and even private schools or public schools for certain activities. With the demand for youth sports fields continuing to grow, it is not unusual for youth sports organizations to build and operate their own fields on their own property or on leased undeveloped public land.

Staffing: In order to continue to grow the number of recreation programs and services that are offered to a community, adequate staffing is necessary to not only conduct the program itself but also to supervise and administer the activities. With staffing costs being the single greatest expense item for parks and recreation departments, many agencies have attempted to minimize the number of full-time staff by contracting for certain programs or partnering with other providers for services (see service providers above). The need to reduce full-time staff has become even more acute with the poor financial condition of some municipal governments. However, even with this approach there still needs to be adequate full-time staff to oversee and coordinate such efforts. Part-time staff is still the backbone of most recreation departments and make up the vast majority of program leaders and instructors. Many departments have converted program instructors to contract employees with a split of gross revenues (usually 70% to the instructor and 30% to the city) or developed a truer contract for services that either rents facilities and/or takes a percentage of the gross from another organization. The use of volunteers can help to augment paid staff but should not be seen as a substitute for them.

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Funding: The basic requirement for the provision of recreation programs and services is a funding commitment associated with the development of facilities to support programs and staff to manage and provide the programming. This usually requires a tax dollar commitment but also other sources of funding including program fees, grants, and partnering with other agencies can also help with additional funding. In many recreation departments, funding limits have been the greatest single challenge to providing not only existing programs but also bringing on any new services.

Administration: Essential to developing a comprehensive recreation program is a strong administrative overview of the process. It starts with the development of an overall philosophy that will direct programming efforts by the public organization and determine the role of other providers. The philosophy should emphasize areas of focus by age group as well as program areas and also prioritize future program development options.

Key aspects of administration include:

In-house vs. contracted – As part of the programming philosophy a determination of what programs and services will be offered directly by the recreation staff and which will be contracted to other individuals or organizations must be determined. Increasingly recreation departments are turning to contracted services or the outright rental of facilities to other providers to broaden programming and limit the role of in-house employees.

Before determining which programs, and services to contract or have provided by others, an assessment of the specific pros and cons of such a move needs to be completed. A major aspect of this analysis should be to determine the financial impacts and quality of the services that will be provided. Key questions to be asked include:

- Will this be the most cost-effective method to obtain the program, service or function?
- Does the department have the knowledge and equipment to provide the program, service or function?
- Will the quality of the program, service or function suffer if it is contracted to other organizations?
- Are there other more qualified organizations that should provide the program, service or function?
- Is the service, program or function only available from a contract provider?
- Are the safety and liability risks too high to provide the program or service in house?

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Marketing – There must be the realization that recreation programming is a discretionary expenditure and as a result it is critical that there is a strong marketing effort to promote the recreation activities that are offered by public providers.

Registration - An aspect of marketing for recreation services is the ease of being able to register for these activities. This requires a fully computerized registration software package, the ability to register on-line, the acceptance of credit cards for service, and the ability to make payments over time.

Record keeping – To determine the relative success of programming and the markets being served, continue to have accurate and timely record keeping. Registration numbers by class and activity area need to be kept and comparisons by programming season conducted. In addition, expense and revenue numbers for each activity must be noted and compared to determine financial viability. Demographic records of who are taking recreation programs and where they live will determine specific markets that are being served and more importantly ones that may be overlooked. Continue to adequately keep such records with complete computerization of not only registration but all records associated with programming.

Evaluation – Ultimately the success of recreation programming must be measured by the community it serves. A determination of the satisfaction with existing programs and services as well as the needs and expectations for future programming must be measured through a formal evaluation process.

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Current Recreation Programs and Services Assessment: The Ballwin Parks and Recreation Department offers a number of recreation programs and services to the residents of Ballwin and the surrounding area. Important issues with programming include:

- The Recreation Department focuses much of its programming efforts on youth, sports, special events and activities that operate out of the community centers.
- Recreation programs and services are generally planned and delivered on a community center level to be responsive to varying needs and expectations.
- Current Parks and Recreation Department programs and services include these general areas:

Area	Focus	Programs
Sports	Youth Sports	Basketball, Tennis, Tumbling, Soccer, Golf Lessons, Swimming, Ballwin Race Series (Bike).
	Adult Sports	Volleyball, Tennis, Pickleball, Golf Lessons, Golf Leagues and Tournaments, Ballwin Race Series.
Fitness-Wellness	Youth Fitness	Exercise Classes, Dance Classes, Ballwin Youth Movement, MyTRYathlon, Taekwondo,
	Adult Fitness	Group Exercise Classes, Weight Training, Spinning, TRX, Yoga, Taekwondo, Swimming, Basic Training and Fitness Assessments.
Cultural Arts	Youth	Dance, Arts & Crafts, Music, Used Book and Bake Sale, Art Displays.
	Adult	Painting, Trivia, Bridge, Themed Classes, Lunch and Bingo, Festivals, Arts & Crafts, Historical Society Commission Speaker Series, Concerts.
Youth (Non-Sports)		Babysitting Classes, Home Alone Classes, Kids Night Out, Day Camp and Specialty Camps, NERF Wars, Fishing, Seasonal Themed Programs, Special Events.
Seniors		Fitness, Yoga, Bridge, Lunch and Bingo, Silver Sneakers Fitness, Senior Trips, LOAP Programs, Medicare Supplement and Advantage Membership Program.

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Aquatics	Youth	Swim Lessons, Little Splashers, Swim and Dive Team, Disco Swim, Lifeguard Training, WSI Training.
	Adult	Swim Lessons, Little Splashers, Swim and Dive Team, Disco Swim, Lifeguard Training, WSI Training.
General Programs		One Day Specialty Programs, Birthday Parties, First Aid/CPR.
Special Events		A variety of community, seasonal, holiday events that includes Easter Event, Family Bingo, Potluck Socials, Moon Light 5K, Daddy Daughter Dances, Halloween Events, Tons of Trucks, Party at the Pointe, Family Hayrides, Family Campouts, Movies on the Park and Summer Concerts
Outdoor Recreation		Ballwin Race Series, Tennis, Walking/Jogging Trails, Splash Park Pavilions, Ball Fields, Soccer Fields and Open Space
Special Needs		FT inclusionary staff shared with seven other communities' departments that is responsible for facilitating the inclusion of people with disabilities into recreation programs.

The Parks and Recreation Department will need to determine if the focus on the major program areas should continue into the future or should move in another direction. The following is a general assessment of the major program areas.

- *Youth Sports* – With a number of youth sports organizations in the area (baseball, girls softball, soccer, football and volleyball) taking on the responsibility for organized youth team sports activities, the Recreation Department should re-evaluate their role in the future. However, there may be opportunities to expand youth sports camps and clinics to support sports run by other organizations. In many communities there is an increasing interest in individual sports such as golf, tennis, archery, and even fencing. It may be necessary for recreation to provide some of these activities in concert with other community organizations that focus on team sports. In addition, recreation may need to

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increase its focus on the development of adventure sports (skateboarding, BMX, mountain biking, etc.)

- *Adult Sports* – The City is a provider of adult sports leagues in the community and due to the fact that adult sports can often generate significant revenue this focus should remain. Designating certain facilities or time periods for adult sports may be necessary if greater emphasis is going to be placed on this program area. The Parks and Recreation Department may also want to concentrate on developing individual adult sports.
- *Youth (Non-Sports)* – The Park and Recreation Department has the experience and facilities to continue to support these programs. However, the YMCA, JCC, School District and other community organizations also provide programming in this area. The Recreation Department should work closely with these organizations to develop a realistic plan for this program area in the future. There appears to be limited teen programming.
- *Aquatics* – With a large pool at the North Pointe and The Pointe, the Recreation Department will need to continue to emphasize aquatic programming, especially learn to swim classes for children, as a primary program area. Aquatic exercise programs should also be emphasized.
- *Special Events* – The Parks and Recreation Department has a focus on special events on a city-wide basis. Increasingly recreation departments across the United States are seeing a greater emphasis placed on special events that draw communities together as well as attract individuals from outside the community. At times the focus on special events has resulted in other traditional recreation programming being neglected. Special events will certainly remain a core program area for the Parks and Recreation Department but the support for non-City sponsored events should not be the primary area of emphasis. The cost of these events should be covered directly by the group that is putting on the event. Other community groups should be encouraged to be the primary funders and organizers of as many community wide events as possible.
- *Fitness/Wellness* – Without a doubt, this is one of the greatest areas of growth in public recreation programming. With a society that has an increasing awareness of the benefits of good health and a realization that obesity (especially among children) is a major risk for Americans, there is a much higher demand for programming in this area. The Parks and Recreation Department has a reasonably strong program that operates out of The Pointe but this area may need additional focus in the future. The Department should also continue to emphasize the importance of integrating wellness initiatives into other program areas (seniors, youth, etc.) as well. Partnering with health care providers for more medically based services will be essential.

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- *Cultural Arts* – This is currently a rather small program area for the Parks and Recreation Department and it is anticipated that further emphasis in this area is probably not a priority at this time with other non-profit cultural arts organizations present in the area. However, exposing youth and seniors to basic introductory cultural arts programs through services provided at the center level will still need to occur.
- *Seniors* – While the Parks and Recreation Department offers numerous programs for seniors, the Department will need to take a more active role with this age group. It should be noted that as the Baby Boomer generation ages they are bringing new needs and expectations to senior services that is more in line with more active recreation pursuits that they have grown up with. This will require different types of senior services and a change in facilities as well.
- *General Programs* – Programs in this area can cover everything from self-improvement to education and other classes. This should be a program area that receives increased emphasis in the coming years.
- *Outdoor Recreation* - There does not appear to be much emphasis given to this program area by the Parks and Recreation Department. With many outdoor areas and resources available, there will need to be a greater emphasis on these activities. Specific programs could still be offered primarily by other community-based organizations with some coordination by the Department.
- *Special Needs* – The Parks and Recreation Department is part of a multi-agency collaborative to provide the support and resources for inclusionary programming. It is difficult for most recreation agencies to have a broad special needs program on their own.

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Future Programs and Services Recommendations: Beyond the program areas that have been addressed above there are also a number of general recommendations regarding future recreation programming.

General

- *Facilities* – does the City have the necessary facilities to support the program? Without the needed facilities the program would have to be in the support category and the City becoming a referral agency.
- *Number of People Served* – does the program or service serve a relatively large population base? The greater the number of people served, the more likely the program is to be in the core offering.
- *Cost/Revenue* – what is the cost of providing the program in relationship to revenues generated? The better the cost recovery level, the more likely the program is to be a core element of program offerings.
- *Demand* – is the program or service in high demand by the community? The higher the demand the greater the likelihood of the program being a primary element.
- *Partnerships* – are there partners that can assist with the provision of programs and facilities?
- *Other Providers* – are there other providers that are able to provide the program or service? If there are viable other providers, then the program is probably not be offered or offered in a collaborative or support role.
- *Economic Benefit* – does the activity provide an economic benefit to the community and attract visitors? The greater the economic benefit the more likely the program is to be an essential service.

Specific

- Utilization the five-year program plan model, a program development assessment should take place before proposing and during the approval process for a program. This will aid in determining the appropriateness and priorities for any new programs.
- Continue having all programs offered use a program proposal sheet to determine the direct cost of offering the activity as well as the minimum number of registrants needed to conduct the program. This proposal form should also evaluate the need for the program, its market focus, and the ability to support the program priorities for the department.

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- Continue having each program or service that is completed have an itemized the exact cost and revenues generated by the program and the number of individuals served. This will determine if the program or service met its financial goals and also its service goals.
- The Parks and Recreation Department should conduct a lifecycle analysis for major programs to determine the future trends and direction for activities. Tracking program trends on a regional and national basis would also be helpful.
- As the demand for programs and services continues to grow the Park and Recreation Department should expand opportunities for partnering with other City Departments and organizations to provide specialized services to the community.
- The Park and Recreation Department will need to develop programs that have not only an appeal for different age groups (youth, teen, adult and seniors) but also continue to emphasize the family unit along with different ethnic groups in the city.
- Maintain the overall marketing plan efforts for recreation programs and services. The marketing plan should be a simple, easy to implement, document that serves as a guideline for specific marketing efforts. Continue review and refinement of the marketing plan.
- Continue offering contract programs and service on a 70%-30% split of revenues (or 60%-40% if possible) to provide the City with a strong revenue stream.
- Continue the strong effort to track, and document use of various City recreation facilities from active use areas to more passive use amenities. This will provide the City with strong facility use numbers, identify where additional programs may be scheduled and determine overall priorities of use.
- Continue updating and refine the Parks and Recreation Department's fee policy to ensure that pricing for programs and services is being done in a systematic way that maximizes revenues.

General Recreational Program Assessment:

Recreation programming offered by the City of Ballwin is reasonably comprehensive and meets a broad range of interests and needs in the community. While a variety of programs are offered that are typically found in many departments there are a number of key program areas that do not have strong offerings as well. The program areas that are generally lacking include court sport activities, group fitness, aquatic exercise, competitive swimming, pickleball, and aquatics, fitness, outdoor recreation and special needs programs.

The greatest challenge comes from an increasingly high demand for a variety of recreation activities and services with limited indoor and outdoor facilities to accommodate these needs. Equally important

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is having adequate staffing levels to support program demands. Drop-in recreation opportunities must be balanced against programming demand and schedule. With the anticipated continued rate of growth in Ballwin will be continued pressure in the coming years to greatly expand the recreation program options in a number of areas.

Overall Strengths:

- Strong youth activities program
- Substantial number of aquatic programs
- Large number of senior programs through Silver Sneakers
- A significant number of special interest classes are offered in a number of areas
- There has been an emphasis on developing family-based programming
- Strong number of special events

Overall Weaknesses:

- Limited fitness and wellness programs
- Competitive swimming
- Limited indoor sports (especially leagues) for youth and adults
- Lack of senior programs focused on younger and more active seniors

Overall Deficiencies:

- General lack of facilities (especially indoor) to support programming growth and variety of hard-court activities
- General lack of space to expand group fitness opportunities.
- Dedicated birthday party rooms
- General lack of lap swimming and competitive swimming programs. Although lap swimming is available to The Pointe, the water temperatures do not meet the standard requirement for to support lap swimming or competitive swimming interest.

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Level of Service and identifying service gaps:

The purpose of a Level of Service (LOS) analysis is to determine how well the existing City of Ballwin facilities are meeting the needs of city residents. Several strategies may be used to measure the need for parks and recreation facilities and programs. One method compares the inventory of park and recreation facilities against a NRPA standard (Nation Recreation and Parks Association). The challenge with utilizing NRPA standards is that the standards have not been updated since the mid 1990's. As a result, many agencies look to other methods and tools for comparison purposes. Another option is to compare the inventory of facilities against other communities of similar size and demographics. These communities can be neighboring communities or regional but typically have similar population base and demographics. In this case the communities of Maryland Heights, Chesterfield and Wentzville were selected for comparison with Ballwin base on similar population and demographic attributes. The City of Ballwin compares favorably to the benchmark communities with the exception of outdoor rectangular sport fields for soccer, football and lacrosse. The number of outdoor sport fields in Ballwin is well under the benchmark communities and suggests that activities served by outdoor rectangular field is under-served.

Level of Service Comparison				
	Maryland Heights	Chesterfield	Wentzville	Ballwin
Sand Volleyball	5	6	1	2
Pavilion	5	4	6	5
Splash Pad	2	0	1	1
Outdoor Basketball	2	0	2	6
Dog Park	1	1	2	0
Soccer/LAX/Football	15	22	6	1
Tennis	2	0	2	8
Outdoor Pool	1	1	1	1
Baseball	Private	18	4	Private
Softball	Private	4	3	1
Senior Center	1	1	1	0
Recreation Center	1	0	1	1
Gymnasium	3	0	1	1
Indoor Pool	1	0	0	1

The master plan process included a web-based survey that provided residents with the opportunity to share their opinions on Ballwin Park and Recreation facilities and programs. A total of 441 surveys were collected and analyzed by the consulting team. Respondents were asked to identify the improvements they would like to have made to the Park you use the most. The top 5 responses were:

1. Walking trails
2. Shaded areas
3. Restrooms

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- 4. Playgrounds
- 5. Drinking fountains

Respondents were asked to identify their top four interest from a list of potential activities and top response was walking/jogging. The survey results are consistent with the market analysis information which identified exercise walking as the most popular activity as tracked by NSGA.

Activity	Choice				Actual
	1st	2nd	3rd	4th	
Athletic camps	0	0	0	1	1
Youth arts/crafts	0	0	0	1	1
In-line recreational hockey	1	0	0	1	2
In-line skating/hockey	1	0	1	0	2
Martial arts	0	1	2	0	3
Sledding	1	0	1	2	4
Skateboarding	0	3	0	0	3
Adult softball	1	1	1	1	4
Do not participate in any activities	2	0	1	1	4
Senior trips programs	1	1	1	3	6
Outdoor education	1	0	2	5	8
Youth Basketball	1	2	0	3	6
Trap shooting/archery	0	2	1	6	9
Teen Programs	0	5	0	0	5
Tennis	0	3	0	7	10
Adult volleyball	1	3	2	1	7
Youth Football	1	2	3	2	8
Ice-skating/hockey	2	2	2	3	9
Summer camps	1	3	1	6	11
Gymnastics	2	2	2	4	10
Dance	2	4	1	3	10
Sand Volleyball	4	3	0	2	9
Adult basketball	3	2	4	2	11
Youth softball	1	5	4	3	13
Picnics	0	4	7	16	27
Adult arts/crafts	5	4	3	5	17
Theater/performing arts	2	6	9	8	25
Youth baseball	8	4	10	3	25
Youth soccer	7	8	5	7	27
Fishing	2	14	10	9	35
Trips and travel	8	9	16	17	50
Weight Lifting	8	18	11	15	52
Visiting nature areas	4	13	30	19	66
Pickleball	32	4	7	3	46

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Biking	6	29	20	17	72
Festivals/special events	12	16	25	28	81
Hiking	17	23	29	19	88
Golf	35	23	13	10	81
Playgrounds	34	24	14	13	85
Adult fitness/aerobics	47	25	14	12	98
Swimming	33	39	38	22	132
Walking/Jogging	88	47	42	30	207

Respondents were also asked to rate a number of improvements or expansions they would like to see at the Pointe. Respondents were asked to rate the components on very important, somewhat important and not important. The results to this question are highlighted in the table below.

	Very Important	Somewhat Important	Not Important	Don't Know
Craft room	18	79	145	74
Gymnastics	20	96	132	68
Technology room i.e. computers, etc.	26	90	140	60
Indoor stage/performing arts	28	76	138	74
Fieldhouse/indoor turf	31	81	128	77
Library	32	46	172	66
Preschool program space	37	85	110	84
Coffee bar/concessions	39	128	97	52
Dance and gymnastic rooms	42	104	105	65
Senior citizens lounge	50	100	106	60
Indoor ice-rink	51	72	137	56
Rock climbing wall	53	114	98	51
Indoor playground	62	112	86	56
Indoor competitive swim/dive pool	62	67	116	70
New indoor warm water or classroom pool	69	120	70	58
Space for teens	80	132	57	47
Multipurpose space - classes, meetings, receptions, and birthday parties	90	130	52	44
Additional lap lanes for exercise, swimming	114	92	65	46
Trail system connecting to neighborhood	136	99	51	30
Gymnasiums for basketball, pickleball, volleyball, etc.	142	101	37	38
Aerobics/fitness space	150	106	24	37
Weight room/cardiovascular equipment area	158	100	23	37

Market Analysis & Feasibility Study

Ballwin, MO

Pavilion Rental

Pavilion rentals have been very popular in Ballwin and in 2017 the overall occupancy rate for pavilions reached 81%. This is a high occupancy rate for rentals and suggests that many people do not get the rental dates they most desire. The high demand for pavilion rental is an indicator that more pavilions are needed in the Ballwin Park system.

Pavilion Rental Occupancy Rate				
	2014	2015	2016	2017
Ferris	80%	87%	71%	84%
North Ballwin Park	73%	69%	58%	74%
Pointe Park	75%	69%	68%	71%
Vlasis 1	93%	85%	92%	94%
Vlasis 2	83%	77%	71%	84%
Average	80.8%	77.4%	72.0%	81.4%

Bench mark survey of other recreation centers

A bench mark survey of other recreation centers in the area was conducted as a means to measure the operations of the Poine to other centers.

One level of service metrics that the survey highlights is staffing levels. One of the contributing factors to the financial success of the Pointe is the staffing model utilized at the Pointe. Simply stated, the City of Ballwin operates the Pointe in a very efficient manner with maximum output from the staff assigned to that operation. The bench mark survey conducted as part of the master plan process (below) clearly illustrates that Ballwin has the fewest number of full-time staff and total FTE's when compared to other similar centers. On one hand, the bench mark survey identifies the Pointe as being an efficient operation from a full-time staffing perspective. On the other hand, the low number of full-time staff will become an issues in efforts to grow the number of recreation programs and servuces offered. Adequate staffing levels are required to increase programming levels in the future or alternative staffing plans must be developed to supplement existing staffing levels. Without strategically adding more full-time staff the City of Ballwin will be forced to contract out recreation programs and services or partner with other service providers in the area to meet future programming demands. There is no capacity for expanding programs or services with the existing full-time staff levels.

Another metric that is important is the comparison of expenses and revenues. The City of Ballwin is distinguished as one of the centers that recovers its operating expense through revenue from admissions and programs. This is significant because most public recreation centers require some level of finaical

Market Analysis & Feasibility Study

Ballwin, MO 

support or transfer of revenue to off set operating costs. Additionally, the level of marketing budgets suggest that the City of Ballwin is on the lower end on what other recreation centers are spending on marketing.

Benchmark Survey of Area Recreation Centers					
	Des Peres	Richmond Heights	O'Fallon	Rolla	Ballwin
# of FT Employees	21	13	10	8.6	7
Total FTE's	39.96	27	28.68	24.5	26
Membership Units	3,265	4,400	1,969	2,104	2,130
Revenue Total	\$ 3,204,442	\$ 2,374,601	\$ 1,886,642	\$ 1,212,380	\$ 1,738,507
Expense Total	\$ 3,821,154	\$ 2,340,122	\$ 2,062,692	\$ 1,524,157	\$ 1,506,847
Marketing Budget	\$ 8,800	\$ 29,500	\$ 27,000	\$ 38,700	\$ 13,000
Transfer Revenue	\$ -	\$ -	\$ 375,000	\$ 72,125	\$ -

Note: The Lodge in Des Peres combines the Park budget with the Lodge budget into one cost center. The Park budget portion of the cost center generates a operating surplus of \$392,443. Consequently, there is no revenue transfer from the City to the Lodge budget.

The total FTE's for Richmond Heights does not include the aquatic program. Richmond Heights contracts their aquatic operation to Midwest Pool Management.

Richmond Heights is part of a multi-city cooperative that includes Brentwood, Maplewood and Richmond Heights.

O'Fallon and Rolla share many of their full-time staff with other City departments. The full-time numbers in the bench mark survey reflect the portion of full-time staff assigned to the center's operation.

APPENDIX C

Facility Assessment

DRAFT

City of Ballwin
 Parks Master Plan
 Building Assessment - Summary
 Hastings+Chivetta Architects, Inc.

#	Park Location	Facility	Exterior Condition	Walls	Windows	Doors	Roof	Exterior Accessibility	Interior Condition	Floors	Partitions	Ceilings	Interior Doors	Interior Windows	Lighting Fixtures	Exterior Accessibility
1	Ferris Park	Restrooms	3.7	3.5	4.0	4.0	3.0	4.0	3.6	3.5	3.5	3.5	4.0	4.0	3.0	4.0
2	Ferris Park	Pavilion #1	3.0	0.0	0.0	0.0	3.0	3.0	3.2	3.0	3.5	3.5	0.0	0.0	2.0	4.0
3	Ferris Park	Pavillion #2	3.0	0.0	0.0	0.0	3.0	3.0	3.0	3.0	3.5	3.5	0.0	0.0	1.0	4.0
4	North Pointe Aquatic Center	W. Aquatic Building	3.9	4.0	3.8	4.0	3.5	4.0	3.5	3.5	4.0	2.7	4.0	4.0	2.3	4.0
5	North Pointe Aquatic Center	E. Pavilion/Pump Bldg.	3.9	4.0	4.0	4.0	3.5	4.0	3.4	3.5	4.0	2.3	4.0	4.0	2.0	4.0
6	North Pointe Aquatic Center	S. Pavilion/Mech. Bldg.	3.9	4.0	4.0	4.0	3.5	4.0	3.5	3.5	4.0	2.7	4.0	4.0	2.0	4.0
7	Halloway Park	Pavilion	3.5	0.0	0.0	0.0	3.0	4.0	3.0	3.0	3.0	3.0	0.0	0.0	2.0	4.0
8	Ballwin Golf Club	Club House	2.5	2.0	2.0	2.0	2.3	4.0	2.2	1.8	2.5	2.0	2.3	2.0	2.0	2.8
9	Ballwin Golf Club	Maintenance Facility	1.6	1.0	1.0	2.0	2.0	2.0	1.1	2.0	1.0	1.0	1.0	1.0	1.0	1.0
10	New Ballwin Park	Restrooms	2.2	2.0	0.0	2.0	1.0	3.7	1.9	2.0	2.0	2.0	2.0	0.0	2.0	3.0
11	New Ballwin Park	Pavilion	3.0	0.0	0.0	0.0	2.0	4.0	2.4	2.0	2.0	2.0	0.0	0.0	2.0	4.0
12	The Pointe	Community Center	3.6	3.8	3.3	3.5	3.3	4.0	3.5	3.1	3.8	3.8	3.5	3.5	3.0	3.8
13	The Pointe	Pavilion	2.3	0.0	0.0	0.0	3.0	4.0	3.6	3.5	3.5	3.0	0.0	0.0	4.0	4.0
14	Vlasis Park	Pavilion #1	2.3	0.0	0.0	0.0	1.0	3.7	2.4	3.0	2.0	2.0	0.0	0.0	1.0	4.0
15	Vlasis Park	Pavilion #2	1.7	0.0	0.0	0.0	1.0	2.3	2.4	3.0	2.0	2.0	0.0	0.0	1.0	4.0
16	Vlasis Park	Pavilion - Lake	2.2	0.0	0.0	0.0	1.0	3.3	2.2	2.0	2.0	2.0	0.0	0.0	1.0	4.0
17	Vlasis Park	Restroom	2.7	3.0	3.0	3.0	1.0	3.7	2.8	2.5	3.5	2.5	3.0	3.0	2.3	2.8

**City of Ballwin
Parks Master Plan
Building Assessment - Evaluation Thresholds
Hastings+Chivetta Architects, Inc.**

	Excellent	GOOD	FAIR	POOR
ROOF ASSEMBLY	<ol style="list-style-type: none"> 1. Proper drainage 2. No visible cracking 3. No irregular surface color 4. Flashing firmly attached 5. Parapet structurally sound 	<ol style="list-style-type: none"> 1. Proper drainage 2. No visible cracking 3. Slight irregular surface color 4. Flashing firmly attached 5. Parapet structurally sound 	<ol style="list-style-type: none"> 1. Proper drainage 2. Slight, visible cracking 3. Irregular surface color 4. Damaged flashings 5. Parapet structurally sound 	<ol style="list-style-type: none"> 1. Improper drainage 2. Visible cracking 3. Irregular surface color 4. Damaged flashings 5. Parapet damaged
WALLS	<ol style="list-style-type: none"> 1. No cracking/brittle brick 2. No cracked stone 3. Little/no tuckpointing 4. No stains on brick/stone 	<ol style="list-style-type: none"> 1. No cracking/brittle brick 2. No cracked stone 3. Minor tuckpointing (100sf) 4. Minor stains on brick/stone 	<ol style="list-style-type: none"> 1. No cracking/brittle brick 2. No cracked stone 3. Minor tuckpointing (300sf) 4. Minor stains on brick/stone 	<ol style="list-style-type: none"> 1. No cracking/brittle brick 2. No cracked stone 3. Tuckpointing (300+sf) 4. Stains on brick/stone
OPENINGS	<ol style="list-style-type: none"> 1. Insulated windows 2. Structurally sound doors 3. Weather stripping installed 4. Skylight glazing&caulk 5. Roof hatch fully operable 6. Roof penetrations caulked 7. No deterioration of lintels 8. Sill joints caulked 	<ol style="list-style-type: none"> 1. Insulated windows 2. Structurally sound doors 3. Weather stripping missing 4. Skylight glazing&caulk 5. Roof hatch fully operable 6. Roof penetrations caulked 7. No deterioration of lintels 8. Sill joints require caulk 	<ol style="list-style-type: none"> 1. Insulated windows 2. Structurally sound doors 3. Weather stripping missing 4. Skylight glazing&caulk 5. Roof hatch fully operable 6. Caulk needed at roof lintels rusting 7. Sill joints require caulk 	<ol style="list-style-type: none"> 1. No Insulated windows 2. Door damaged 3. Weather stripping missing 4. Skylight glazing&caulk 5. Roof hatch fully operable 6. Roof penetrations no caulk 7. Lintels deteriorating 8. Sill joints caulked

**City of Ballwin
Parks Master Plan
Building Assessment - Assessment Categories
Hastings+Chivetta Architects, Inc.**

Exterior Walls	Exterior Windows	Roofs	Doors	Floors	Interior partitions	Ceilings
N/A	N/A	N/A	N/A	N/A	N/A	N/A
Brick	Alum	Ballasted Roof	Alum & Glass	Carpet	Brick	Acoustical Tile
Brick w/ stone	Wood	EPDM	Alum	Concrete	CMU Painted	Exposed
EFIS	Single Pane	Modified Bitumen	Hollow Metal	Sheet Goods	CMU Glazed	Gypsum Board
Stone	Insulated	Shingles	HM & Glass	Sports Flooring	CMU Ground Face	Plaster
Precast	Steel	Slate	Glass	Stone	CMU Colored	Wood
Metal Panels	Alum Storm	Standing Seam	Wood	Terrazzo	Gypsum Board	Other
Siding	Other	TPO	Wood & Glass	Tile Ceramic	Wood	
Glass Curtainwall		Built-up	Other	Tile Porcelain	Stone	
Other		Other		Tile Quarry	Plaster	
				Tile Terrazzo	Other	
				Tile Vinyl		
				Wood		
				Brick Pavers		
				Other		

Interior Windows	Light Fixtures	Interior Doors
N/A	N/A	N/A
Wood	Recessed	Alum
Alum	Pendant	Hollow Metal
Hollow Metal	Wall	Wood
Other	Special Surface	Other
	Other	

7/18/2018		System		Ferris Park		Ferris Park		Ferris Park	
				Restrooms		Pavilion #1		Pavillion #2	
Exterior Assessment Ranking				3.6		3.0		3.0	
Exterior Conditions	Walls	Average Score	3.5	Average Score	0.0	Average Score	0.0	Average Score	0.0
	Primary	C.M.U.	3.5	N/A	0		0		0
	Secondary	N/A		N/A			0		0
	Third	N/A		N/A			0		0
		Mortar	3.5	N/A			0		0
		Sealants	3.5	N/A			0		0
	Windows	Average Score	4.0	Average Score	0.0	Average Score	0.0	Average Score	0.0
	Primary	Glass Block	4	N/A	0		0		0
	Secondary	N/A		N/A			0		0
	Third	N/A		N/A			0		0
		N/A		N/A			0		0
	Doors	Average Score	4.0	Average Score	0.0	Average Score	0.0	Average Score	0.0
	Primary	Hollow Metal	4	N/A	0		0		0
	Secondary	N/A		N/A			0		0
	Third	N/A		N/A			0		0
	Roof	Average Score	3.0	Average Score	3.0	Average Score	3.0	Average Score	3.0
	Primary	Shingles	3	Shingles	3		3		3
	Secondary	N/A		N/A			0		0
	Third	N/A		N/A			0		0
		N/A		N/A			0		0
		N/A		N/A			0		0
		N/A		N/A			0		0
		N/A		N/A			0		0
	Exterior Accessibility	Average Score	4.0	Average Score	3.0	Average Score	3.0	Average Score	3.0
	Entrance Accessibility		4		4		3		3
	Access to Parking		4		4		3		3
	Accessibility to Rest of Park		4		1		3		3
	# of Public Entries		2		1		3		3
	Date of Construction								
Interior Assessment Ranking				3.5		3.0		2.6	
Interior Conditions	Floors	Average Score	3.5	Average Score	3.0	Average Score	3.0	Average Score	3.0
	Primary	S.C. - Poured	3.5	Concrete	3		3		3
	Secondary	N/A		N/A					
	Third	N/A		N/A					
	Fourth	N/A		N/A					
	Fifth	N/A		N/A					
	Partitions	Average Score	3.5	Average Score	3.5	Average Score	3.5	Average Score	3.5
	Primary	C.M.U.	3.5	Painted Steel Col.	3.5		3.5		3.5
	Secondary	N/A		N/A					
	Third	N/A		N/A					
	Ceilings	Average Score	3.5	Average Score	3.0	Average Score	3.5	Average Score	3.5
	Primary	Wood	3.5	Exposed Wood Deck	3		1		1
	Secondary	N/A		N/A					
	Third	N/A		N/A					
	Doors	Average Score	4.0	Average Score	0.0	Average Score	0.0	Average Score	0.0
	Primary	Hollow Metal	4	N/A	0		0		0
	Secondary	N/A		N/A					
	Third	N/A		N/A					
	Windows	Average Score	4.0	Average Score	0.0	Average Score	0.0	Average Score	0.0
	Primary	Glass Block	4	N/A	0		0		0
	Secondary	N/A		N/A					
	Third	N/A		N/A					
	Light Fixtures	Average Score	3.0	Average Score	2.0	Average Score	1.0	Average Score	1.0
	Primary	1 x 4 Lens	3	Surface Mounted	2		1		1
	Secondary	N/A		N/A					
	Third	N/A		N/A					
	Interior Accessibility	Average Score	4.0	Average Score	4.0	Average Score	4.0	Average Score	4.0
		Restrooms	4	Restrooms	N/A		4		4
		General	4	General	4		4		4

7/18/2018		System		North Pointe Aquatic Center		North Pointe Aquatic Center		North Pointe Aquatic Center	
				W. Aquatic Building		E. Pavilion/Pump Bldg.		S. Pavilion/Mech. Bldg.	
Exterior Assessment Ranking					3.9		3.9		3.9
Exterior Conditions	Walls	Average Score	4.0	Average Score	4.0	Average Score	4.0	Average Score	4.0
	Primary	Brick	4	Brick	4	Brick	4	Brick	4
	Secondary	C.M.U.	4	C.M.U.	4	C.M.U.	4	C.M.U.	4
	Third	E.I.F.S./Stucco	4	E.I.F.S./Stucco	4	E.I.F.S./Stucco	4	E.I.F.S./Stucco	4
		Mortar	4	Mortar	4	Mortar	4	Mortar	4
		Sealants	4	Sealants	4	Sealants	4	Sealants	4
	Windows	Average Score	3.8	Average Score	4.0	Average Score	4.0	Average Score	4.0
	Primary	Aluminum	4	Aluminum	4	Aluminum	4	Aluminum	4
	Secondary	Glass Block	4	Glass Block	4	Glass Block	4	Glass Block	4
	Third	N/A		N/A		N/A		N/A	
		Skylights	3.5	N/A		N/A		N/A	
	Doors	Average Score	4.0	Average Score	4.0	Average Score	4.0	Average Score	4.0
	Primary	Hollow Metal	4	Hollow Metal	4	Hollow Metal	4	Hollow Metal	4
	Secondary	N/A		N/A		N/A		N/A	
	Third	N/A		N/A		N/A		N/A	
	Roof	Average Score	3.5	Average Score	3.5	Average Score	3.5	Average Score	3.5
	Primary	Shingles	3.5	Shingles	3.5	Shingles	3.5	Shingles	3.5
	Secondary	Standing Seam Metal	3.5	N/A		Standing Seam Metal	3.5	Standing Seam Metal	3.5
	Third	N/A		N/A		N/A		N/A	
		Gutters/Downspouts	3.5	Gutters/Downspouts	3.5	Gutters/Downspouts	3.5	Gutters/Downspouts	3.5
		N/A		N/A		N/A		N/A	
		N/A		N/A		N/A		N/A	
	Exterior Accessibility	Average Score	4.0	Average Score	4.0	Average Score	4.0	Average Score	4.0
	Entrance Accessibility		4		4		4		4
	Access to Parking		4		4		4		4
	Accessibility to Rest of Park		4		4		4		4
	# of Public Entries		1		1		1		1
	Date of Construction								
Interior Assessment Ranking					3.4		3.3		3.3
Interior Conditions	Floors	Average Score	3.5	Average Score	3.5	Average Score	3.5	Average Score	3.5
	Primary	Concrete	4	Concrete	4	Concrete	4	Concrete	4
	Secondary	S.C. - Poured	3	S.C. - Poured	3	S.C. - Poured	3	S.C. - Poured	3
	Third	N/A		N/A		N/A		N/A	
	Fourth	N/A		N/A		N/A		N/A	
	Fifth	N/A		N/A		N/A		N/A	
	Partitions	Average Score	4.0	Average Score	4.0	Average Score	4.0	Average Score	4.0
	Primary	C.M.U.	4	C.M.U.	4	C.M.U.	4	C.M.U.	4
	Secondary	N/A		N/A		N/A		N/A	
	Third	N/A		N/A		N/A		N/A	
	Ceilings	Average Score	2.7	Average Score	2.3	Average Score	2.7	Average Score	2.7
	Primary	Wd Batten-Unpaint.	2	Wd. Batten-Unpaint.	2	Wd. Batten-Unpaint.	2	Wd. Batten-Unpaint.	2
	Secondary	A.B.	3	Arbor	2	A.B.	3	A.B.	3
	Third	Wd Batten - Paint.	3	Exposed Wood Struc.	3	Wd Batten - Paint.	3	Wd Batten - Paint.	3
	Doors	Average Score	4.0	Average Score	4.0	Average Score	4.0	Average Score	4.0
	Primary	Hollow Metal	4	Hollow Metal	4	Hollow Metal	4	Hollow Metal	4
	Secondary	N/A		N/A		N/A		N/A	
	Third	N/A		N/A		N/A		N/A	
	Windows	Average Score	4.0	Average Score	4.0	Average Score	4.0	Average Score	4.0
	Primary	Aluminum	4	Aluminum	4	Aluminum	4	Aluminum	4
	Secondary	Glass Block	4	Glass Block	4	Glass Block	4	Glass Block	4
	Third	N/A		N/A		N/A		N/A	
	Light Fixtures	Average Score	2.3	Average Score	2.0	Average Score	2.0	Average Score	2.0
	Primary	Cans - Fluor.	2	Cans - Fluor.	2	Cans - Fluor.	2	Cans - Fluor.	2
	Secondary	2 x 4 Lens - Fluor.	2	Surface Mounted	2	2 x 4 Lens - Fluor.	2	2 x 4 Lens - Fluor.	2
	Third	Surface Mounted	3	N/A		Surface Mounted	2	Surface Mounted	2
	Interior Accessibility	Average Score	4.0	Average Score	4.0	Average Score	4.0	Average Score	4.0
	Restrooms		4	Restrooms	N/A	Restrooms	4	Restrooms	4
	General		4	General		General	4	General	4

7/18/2018		System		Halloway Park	
				Pavilion	
Exterior Assessment Ranking				3.0	
Exterior Conditions	Walls	Average Score	0.0		
	Primary	N/A	0		
	Secondary	N/A			
	Third	N/A			
		N/A			
		N/A			
	Windows	Average Score	0.0		
	Primary	N/A	0		
	Secondary	N/A			
	Third	N/A			
		N/A			
	Doors	Average Score	0.0		
	Primary	N/A	0		
	Secondary	N/A			
	Third	N/A			
	Roof	Average Score	3.0		
	Primary	Standing Seam Metal	3		
	Secondary	N/A			
	Third	N/A			
		N/A			
		N/A			
		N/A			
	Exterior Accessibility	Average Score	4.0		
	Entrance Accessibility		4		
	Access to Parking		4		
	Accessibility to Rest of Park		4		
	# of Public Entries		1		
	Date of Construction	2007			
Interior Assessment Ranking				2.8	
Interior Conditions	Floors	Average Score	3.0		
	Primary	Concrete	3		
	Secondary	N/A			
	Third	N/A			
	Fourth	N/A			
	Fifth	N/A			
	Partitions	Average Score	3.0		
	Primary	Painted Steel Tube	3		
	Secondary	N/A			
	Third	N/A			
	Ceilings	Average Score	3.0		
	Primary	Wood Deck Exposed	3		
	Secondary	N/A			
	Third	N/A			
	Doors	Average Score	0.0		
	Primary	N/A	0		
	Secondary	N/A			
	Third	N/A			
	Windows	Average Score	0.0		
	Primary	N/A	0		
	Secondary	N/A			
	Third	N/A			
	Light Fixtures	Average Score	2.0		
	Primary	Surface Mounted	2		
	Secondary	N/A			
	Third	N/A			
	Interior Accessibility	Average Score	4.0		
	Restrooms		N/A		
	General		4		

7/18/2018		System		Ballwin Golf Club	
		Club House		Maintenance Facility	
Exterior Assessment Ranking				2.0	1.1
Exterior Conditions	Walls	Average Score	2.0	Average Score	1.0
	Primary	Wood Batten Siding	2	Vertical Wood Siding	1
	Secondary	Brick	2	N/A	
	Third	N/A		N/A	
		Mortar	2	N/A	
		Sealants	2	N/A	
	Windows	Average Score	2.0	Average Score	1.0
	Primary	Aluminum Clad Ins.	3	Metal Non-Insulated	1
	Secondary	Wood Insulated	2	N/A	
	Third	Wood Single Pane	1	N/A	
		N/A		N/A	
	Doors	Average Score	2.0	Average Score	2.0
	Primary	Hollow Metal/Glass	3	Hollow Metal	2
	Secondary	Aluminum/Glass	2	N/A	
	Third	Hollow Metal\	1	N/A	
	Roof	Average Score	2.3	Average Score	2.0
	Primary	Shingle	2	Shingles	2
	Secondary	N/A		N/A	
	Third	N/A		N/A	
		Gutters/Downspouts	3	Gutters/Downspouts	2
		N/A		N/A	
		Roof Penetrations	2	N/A	
	Exterior Accessibility	Average Score	4.0	Average Score	2.0
	Entrance Accessibility		4		4
	Access to Parking		4		1
	Accessibility to Rest of Park		4		1
	# of Public Entries		2		1
	Date of Construction				
Interior Assessment Ranking				2.2	1.2
Interior Conditions	Floors	Average Score	1.8	Average Score	2.0
	Primary	Carpet	2	Concrete	2
	Secondary	VCT	1	S.C. - Poured	2
	Third	Wood (Dance Floor)	2	N/A	
	Fourth	Rubber	2	N/A	
	Fifth	Ceramic Tile 1x1	2	N/A	
	Partitions	Average Score	2.5	Average Score	1.0
	Primary	G.B.	2.5	G.B.	1
	Secondary	N/A		N/A	
	Third	N/A		N/A	
	Ceilings	Average Score	2.0	Average Score	1.0
	Primary	A.B.	2	G.B.	1
	Secondary	G.B.	2	N/A	
	Third	Concealed Spline	2	N/A	
	Doors	Average Score	2.3	Average Score	1.0
	Primary	Wood	2.5	Wood	1
	Secondary	Hollow Metal	2	N/A	
	Third	N/A		N/A	
	Windows	Average Score	2.0	Average Score	1.0
	Primary	Aluminum Clad Ins.	3	Metal Non-Insulated	1
	Secondary	Wood Insulated	2	N/A	
	Third	Hollow Metal\	1	N/A	
	Light Fixtures	Average Score	2.0	Average Score	1.0
	Primary	2x2 Parabolic	2	Strip Fluorescent	1
	Secondary	2x2 Lens	2	N/A	
	Third	Can Downlight	2	N/A	
	Interior Accessibility	Average Score	2.8	Average Score	1.0
	Restrooms		2.5	Restrooms	1
	General		3	General	1

7/18/2018		System		New Ballwin Park		New Ballwin Park	
				Restrooms		Pavilion	
Exterior Assessment Ranking					1.4		2.0
Exterior Conditions	Walls	Average Score	2.0	Average Score	0.0		
	Primary	C.M.U.	2	N/A		0	
	Secondary	N/A		N/A			
	Third	N/A		N/A			
		Mortar	2	N/A			
		Sealants	2	N/A			
	Windows	Average Score	0.0	Average Score	0.0		
	Primary	N/A	0	N/A		0	
	Secondary	N/A		N/A			
	Third	N/A		N/A			
		N/A		N/A			
	Doors	Average Score	2.0	Average Score	0.0		
	Primary	Hollow Metal	2	N/A		0	
	Secondary	N/A		N/A			
	Third	N/A		N/A			
	Roof	Average Score	1.0	Average Score	2.0		
	Primary	Standing Seam	1	Standing Seam		2	
	Secondary	N/A		N/A			
	Third	N/A		N/A			
		N/A		N/A			
		N/A		N/A			
		N/A		N/A			
	Exterior Accessibility	Average Score	3.7	Average Score	4.0		
	Entrance Accessibility		3			4	
	Access to Parking		4			4	
	Accessibility to Rest of Park		4			4	
	# of Public Entries		2			1	
	Date of Construction						
Interior Assessment Ranking					2.0		2.0
Interior Conditions	Floors	Average Score	2.0	Average Score	2.0		
	Primary	S.C. - Poured	2	Concrete		2	
	Secondary	N/A		N/A			
	Third	N/A		N/A			
	Fourth	N/A		N/A			
	Fifth	N/A		N/A			
	Partitions	Average Score	2.0	Average Score	2.0		
	Primary	C.M.U.	2	Painted Steel Col.		2	
	Secondary	N/A		N/A			
	Third	N/A		N/A			
	Ceilings	Average Score	2.0	Average Score	2.0		
	Primary	Wood Deck Painted	2	Exposed Wood Deck		2	
	Secondary	N/A		N/A			
	Third	N/A		N/A			
	Doors	Average Score	2.0	Average Score	0.0		
	Primary	Hollow Metal	2	N/A		0	
	Secondary	N/A		N/A			
	Third	N/A		N/A			
	Windows	Average Score	0.0	Average Score	0.0		
	Primary	N/A	0	N/A		0	
	Secondary	N/A		N/A			
	Third	N/A		N/A			
	Light Fixtures	Average Score	2.0	Average Score	2.0		
	Primary	Strip Surface Mount	2	Surface Mounted		2	
	Secondary	N/A		N/A			
	Third	N/A		N/A			
	Interior Accessibility	Average Score	3.0	Average Score	4.0		
		Restrooms	3	Restrooms		N/A	
		General	3	General		4	

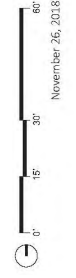
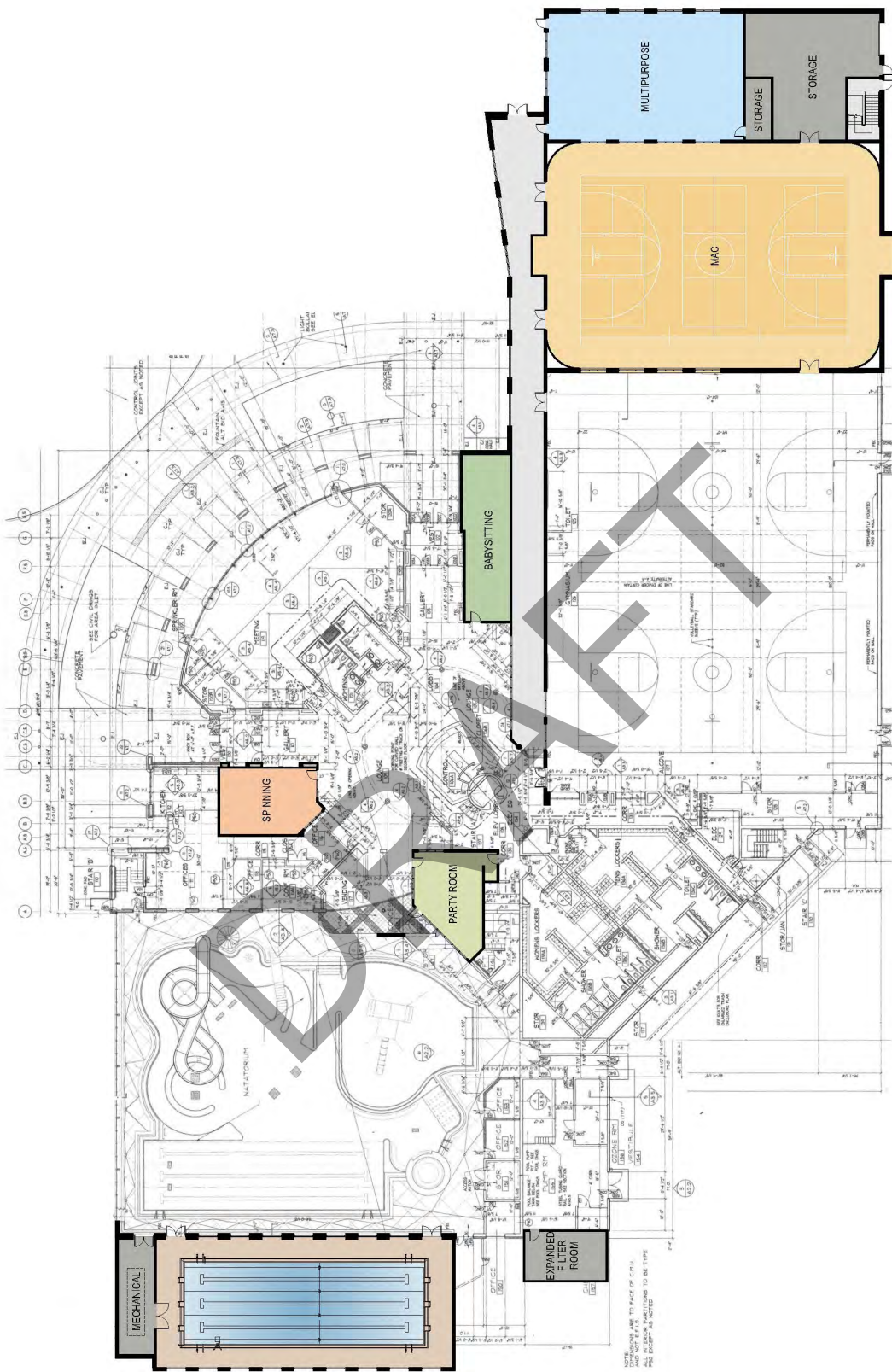
7/18/2018		System		The Pointe	
		Community Center		Pavilion	
Exterior Assessment Ranking				3.6	3.0
Exterior Conditions	Walls	Average Score	3.8	Average Score	0.0
	Primary	Brick	4	N/A	0
	Secondary	E.I.F.S.	3	N/A	
	Third	N/A		N/A	
		Mortar	4	N/A	
		Sealants	4	N/A	
	Windows	Average Score	3.3	Average Score	0.0
	Primary	Insulated Aluminum	3.5	N/A	0
	Secondary	Hollow Metal	3.5	N/A	
	Third	N/A		N/A	
		Skylights - Kalwall	3	N/A	
	Doors	Average Score	3.5	Average Score	0.0
	Primary	Aluminum & Glass	3.5	N/A	0
	Secondary	Hollow Metal	3.5	N/A	
	Third	N/A		N/A	
	Roof	Average Score	3.3	Average Score	3.0
	Primary	Single Ply	3	Standing Seam Metal	3
	Secondary	Standing Seam Metal	3.5	N/A	
	Third	N/A		N/A	
		Gutters/Downspouts	3	N/A	
		Roof Hatches	3	N/A	
		Roof Penetrations	4	N/A	
	Exterior Accessibility	Average Score	4.0	Average Score	4.0
	Entrance Accessibility		4		4
	Access to Parking		4		4
	Accessibility to Rest of Park		4		4
	# of Public Entries		2		1
	Date of Construction	1996			
Interior Assessment Ranking				3.5	3.5
Interior Conditions	Floors	Average Score	3.1	Average Score	3.5
	Primary	Porcelain Tile	3.5	Concrete	3.5
	Secondary	Carpet Tile	3.5	N/A	
	Third	Rubber Flooring	3.5	N/A	
	Fourth	Wood	3	N/A	
	Fifth	VCT	2	N/A	
	Partitions	Average Score	3.8	Average Score	3.5
	Primary	C.M.U.	3.5	Concrete Columns	3.5
	Secondary	G.B.	4	N/A	
	Third	N/A		N/A	
	Ceilings	Average Score	3.8	Average Score	3.0
	Primary	A.B.	3.5	Wood Roof Deck	3
	Secondary	G.B.	4	N/A	
	Third	Acoustic Deck	4	N/A	
	Doors	Average Score	3.5	Average Score	0.0
	Primary	Wood	3.5	N/A	0
	Secondary	Hollow Metal	3.5	N/A	
	Third	N/A		N/A	
	Windows	Average Score	3.5	Average Score	0.0
	Primary	Aluminum	3.5	N/A	0
	Secondary	Hollow Metal	3.5	N/A	
	Third	N/A		N/A	
	Light Fixtures	Average Score	3.0	Average Score	4.0
	Primary	2x4 Para. Fluor.	3	LED	4
	Secondary	2x4 Lens Fluor.	2.5	N/A	
	Third	2x2 Indirect Fluor.	3.5	N/A	
	Interior Accessibility	Average Score	3.8	Average Score	4.0
	Restrooms		4	Restrooms	N/A
	General		3.5	General	4

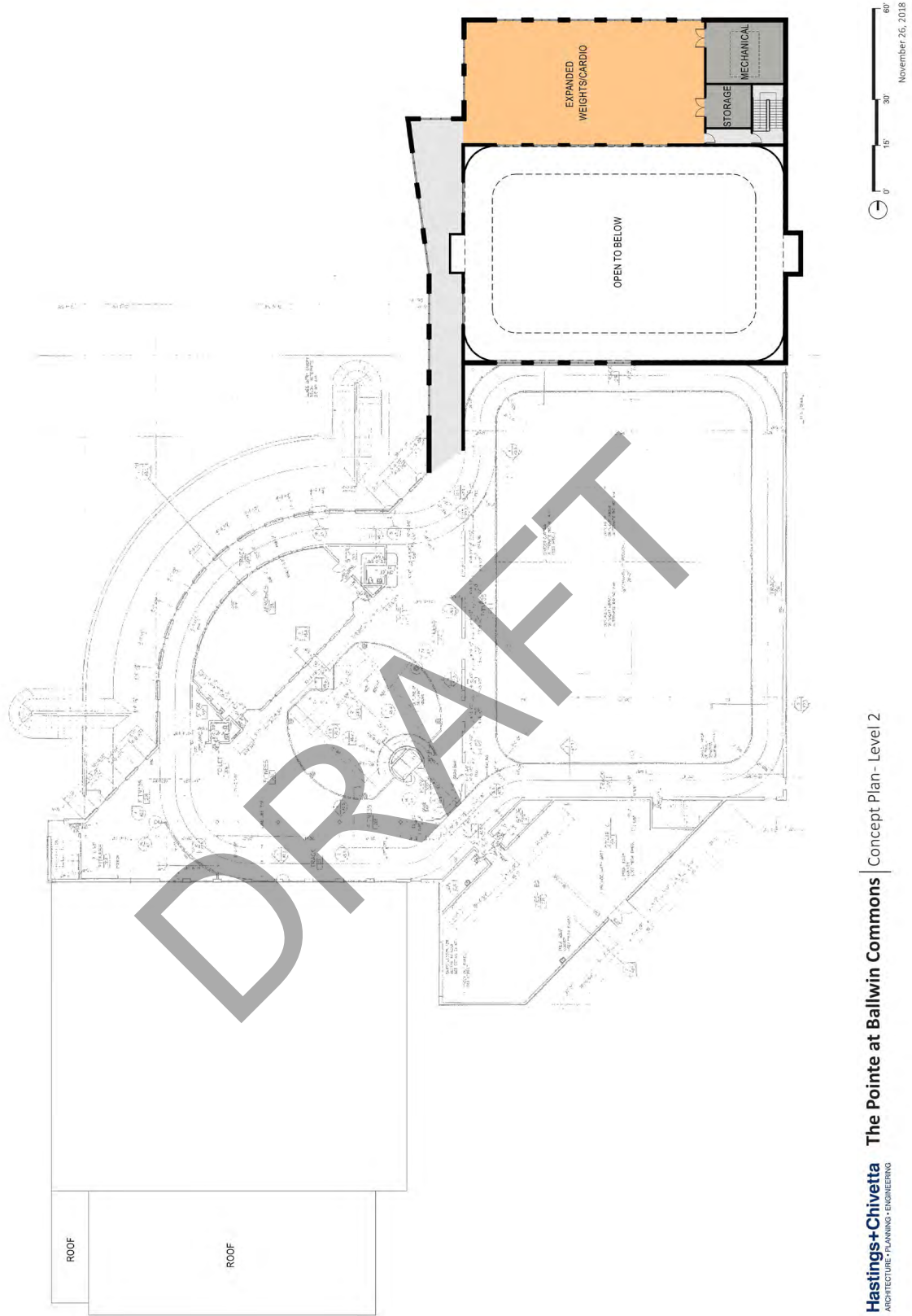
7/18/2018 System		Vlasis Park Pavilion #1		Vlasis Park Pavilion #2		Vlasis Park Pavilion - Lake		Vlasis Park Restroom	
Exterior Assessment Ranking			1.0		1.0		1.0		2.8
Exterior Conditions	Walls	Average Score	0.0	Average Score	0.0	Average Score	0.0	Average Score	3.0
	Primary	N/A	0	N/A	0	N/A	0	Brick	3
	Secondary	N/A		N/A		N/A		CMU - Split-Faced	3
	Third	N/A		N/A		N/A		N/A	
		N/A		N/A		N/A		Mortar	3
		N/A		N/A		N/A		Sealants	3
	Windows	Average Score	0.0	Average Score	0.0	Average Score	0.0	Average Score	3.0
	Primary	N/A	0	N/A	0	N/A	0	Hollow Metal	3
	Secondary	N/A		N/A		N/A		N/A	
	Third	N/A		N/A		N/A		N/A	
		N/A		N/A		N/A		Skylights	3
	Doors	Average Score	0.0	Average Score	0.0	Average Score	0.0	Average Score	3.0
	Primary	N/A	0	N/A	0	N/A	0	Hollow Metal	3
	Secondary	N/A		N/A		N/A		N/A	
	Third	N/A		N/A		N/A		N/A	
	Roof	Average Score	1.0	Average Score	1.0	Average Score	1.0	Average Score	1.0
	Primary	Wood Shingles	1	Wood Shingles	1	Wood Shingles	1	Wood Shingles	1
	Secondary	N/A		N/A		N/A		N/A	
	Third	N/A		N/A		N/A		N/A	
		N/A		N/A		N/A		N/A	
		N/A		N/A		N/A		N/A	
		N/A		N/A		N/A		N/A	
	Exterior Accessibility	Average Score	3.7	Average Score	2.3	Average Score	3.3	Average Score	3.7
	Entrance Accessibility		4		4		4		4
	Access to Parking		4		2		3		4
	Accessibility to Rest of Park		3		1		3		3
	# of Public Entries		1		1		1		1
	Date of Construction								
Interior Assessment Ranking			2.1		2.1		1.8		2.9
Interior Conditions	Floors	Average Score	3.0	Average Score	3.0	Average Score	2.0	Average Score	2.5
	Primary	Concrete	3	Concrete	3	Wood Deck	2	S.C. - Poured	2.5
	Secondary	N/A		N/A		N/A		N/A	
	Third	N/A		N/A		N/A		N/A	
	Fourth	N/A		N/A		N/A		N/A	
	Fifth	N/A		N/A		N/A		N/A	
	Partitions	Average Score	2.0	Average Score	2.0	Average Score	2.0	Average Score	3.5
	Primary	Wood Columns	2	Wood Columns	2	Wood Columns	2	CMU	3.5
	Secondary	N/A		N/A		Wood Rail	2	N/A	
	Third	N/A		N/A		N/A		N/A	
	Ceilings	Average Score	2.0	Average Score	2.0	Average Score	2.0	Average Score	2.5
	Primary	Wood Deck Exposed	2	Wood Deck Exposed	2	Wood Deck Exposed	2	Painted Wood	2.5
	Secondary	N/A		N/A		N/A		N/A	
	Third	N/A		N/A		N/A		N/A	
	Doors	Average Score	0.0	Average Score	0.0	Average Score	0.0	Average Score	3.0
	Primary	N/A	0	N/A	0	N/A	0	Hollow Metal	3
	Secondary	N/A		N/A		N/A		N/A	
	Third	N/A		N/A		N/A		N/A	
	Windows	Average Score	0.0	Average Score	0.0	Average Score	0.0	Average Score	3.0
	Primary	N/A	0	N/A	0	N/A	0	Hollow Metal	3
	Secondary	N/A		N/A		N/A		N/A	
	Third	N/A		N/A		N/A		N/A	
	Light Fixtures	Average Score	1.0	Average Score	1.0	Average Score	1.0	Average Score	2.3
	Primary	Surface Mounted	1	Surface Mounted	1	Surface Mounted	1	2x2 Lens Fluor. SM	2
	Secondary	N/A		N/A		N/A		Surface Mount Soffit	2
	Third	N/A		N/A		N/A		Surface Mount Wall	3
	Interior Accessibility	Average Score	4.0	Average Score	4.0	Average Score	4.0	Average Score	2.8
	Restrooms	N/A		Restrooms	N/A	Restrooms	N/A	Restrooms	2.5
	General		4	General		General	4	General	3

APPENDIX D

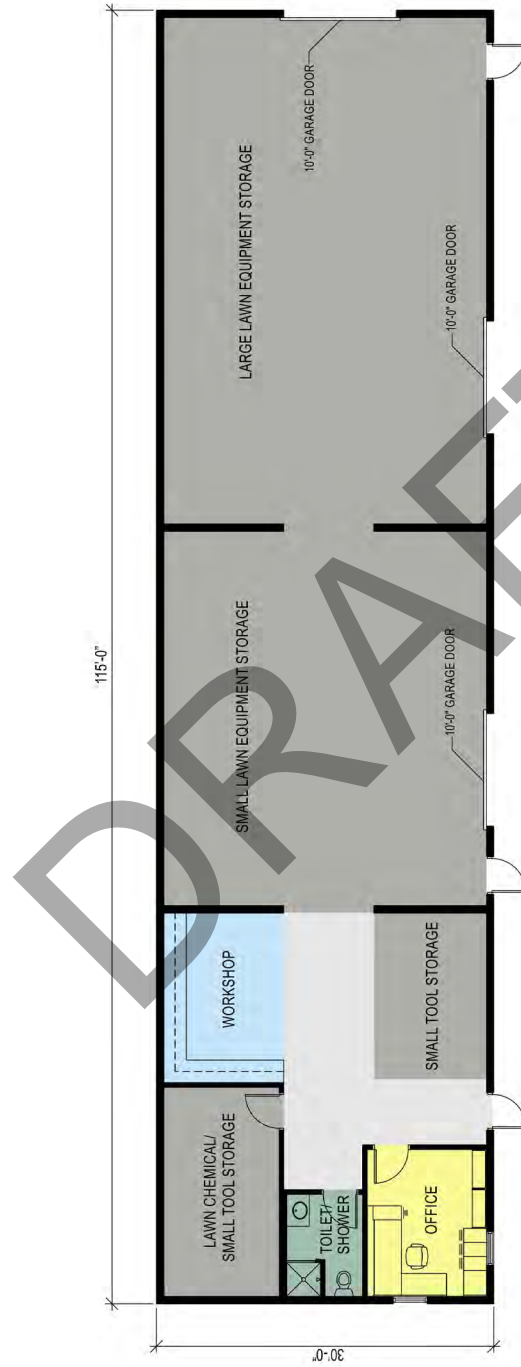
Facility Recommendations

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APPENDIX E

Stakeholder and Public Meetings

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Ballwin City Parks Master Plan
Ballwin, Missouri



Stakeholder Meeting
July 12, 2018

Project Summary

The purpose of the Master Plan is to provide a guide for the next 10 years of renovation and development of Ballwin Parks and Recreation facilities.

Master Plan of the City's Parks and Recreation facilities. The City has five parks totaling approximately 70 acres (Vlasis, North Pointe, The Pointe, New Ballwin and Ferris) as well as the nine hole Ballwin Golf Course and Clubhouse, the North Pointe Outdoor Aquatic Center, and the 66,000 square foot Pointe at Ballwin Commons Recreation Center.

Schedule



Aerial Photos
 North Pointe Aquatic Center
 Ballwin Golf Course and Clubhouse



Aerial Photos

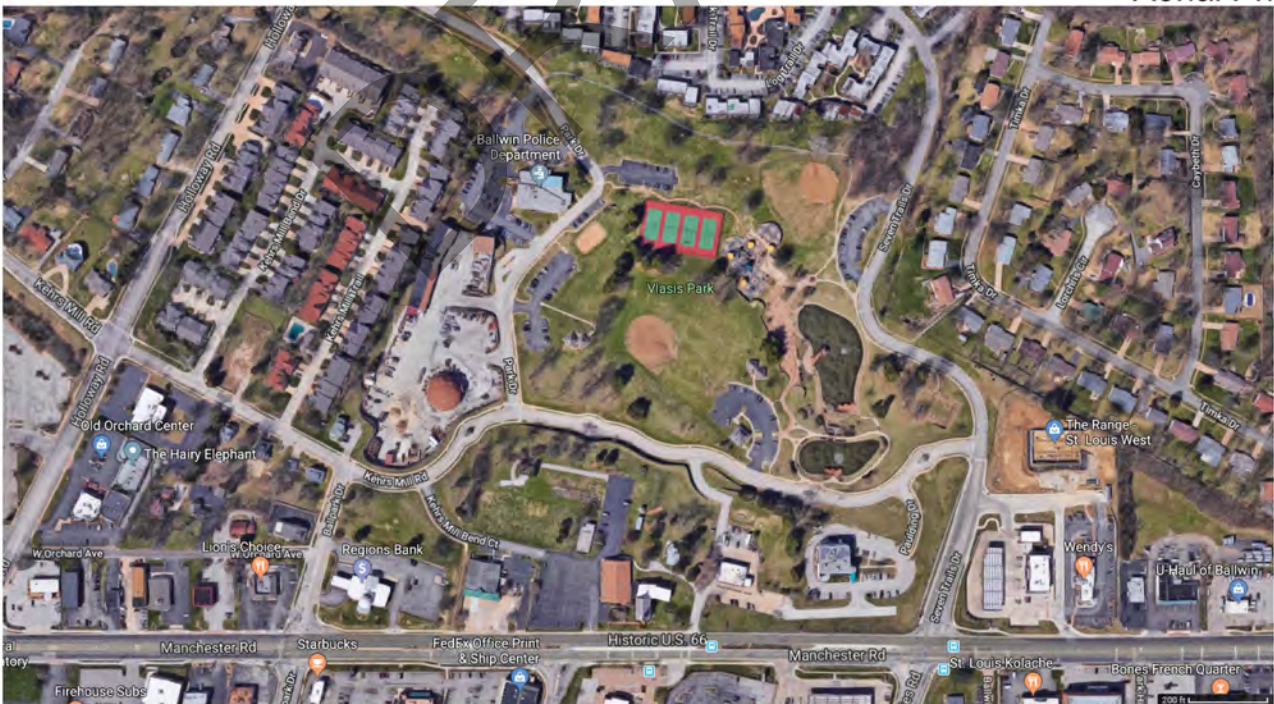


North Pointe Aquatic Center



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Aerial Photos



Vlasik Park



DG2 Design
Landscape Architecture

Aerial Photos
The Pointe



Aerial Photos
New Ballwin Park



Aerial Photos

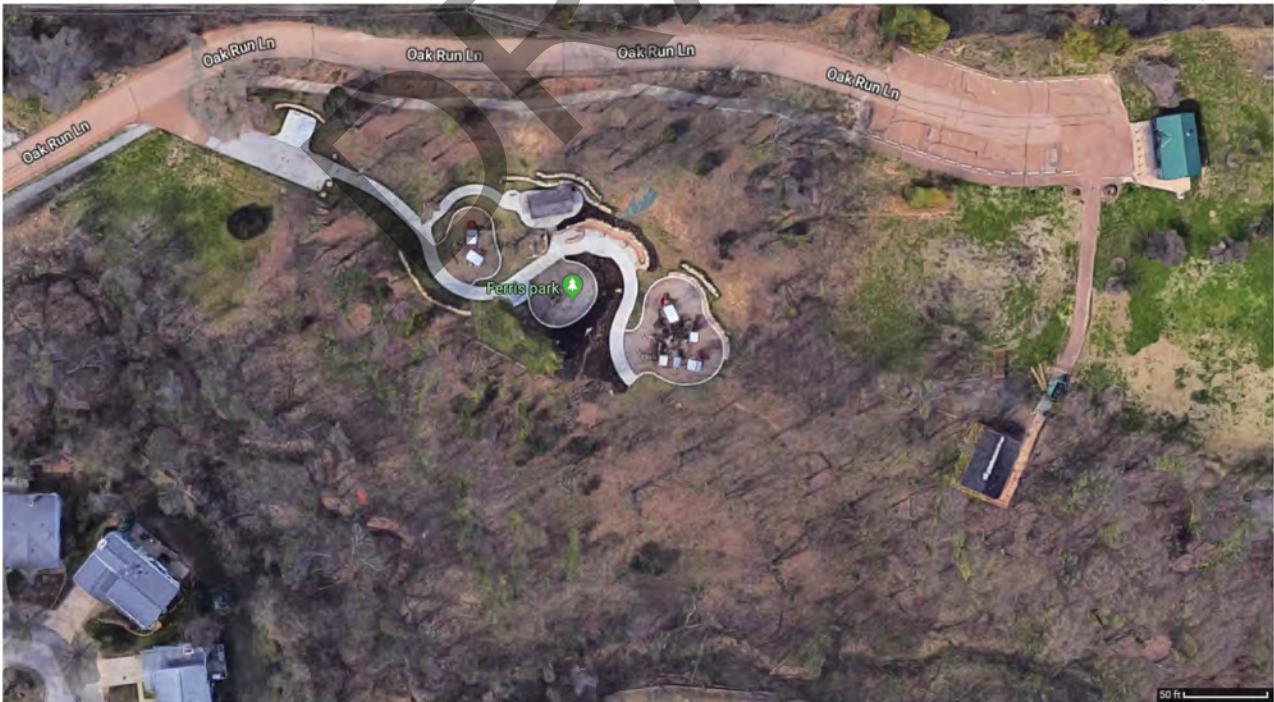


Ferris Park



DG2 Design
Landscape Architecture

Aerial Photos



Ferris Park



DG2 Design
Landscape Architecture

Questions

Questionnaire Summary

- 1- 18 General Questions about Ballwin City Parks
- 19- 25 Facility/ Program Questions in Specific Parks
- 26- 27 Summary Questions

Questions

General Questions
about Ballwin City Parks

Questions

1. List all of the parks you know/ utilize in Ballwin.

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Questions

2. Have you been to all the city parks?

Questions

3. On average, how often do you visit/ use the city parks and their amenities?

Questions

4. What activities do you typically participate in at the city parks?

Questions

5. How long do you typically stay at the parks?

Questions

6. Name at least one unique thing about each park.

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Questions

7. List at least one negative aspect at each park.

Questions

8. What amenities (if any) do you feel are lacking at the city parks?

Questions

9. Are there any components that you would not want implemented into the parks?

Questions

10. In general, how safe do you feel the parks are? If you don't feel safe, why?

1 2 3 4 5 (1-unsafe, 5-safe)

Questions

11. If you visit other parks outside of Ballwin, please list the names of the parks and some of your favorite things about them.

Questions

12. Do you currently use trails/ greenways outside of Ballwin?

Questions

13. On a scale of 1-5. Would you like a trail near your neighborhood?

1 2 3 4 5 (1-no, 5-absolutely)

Questions

14. Fishing is encouraged in Vlasis Park and New Ballwin Park. Are there opportunities to enhance this?

Questions

15. Do you typically arrive by:

Walking

Bike

Automobile

Questions

16. Are there any parking issues associated with facilities and/or activities within city parks?

Questions

17. What's your opinion on the ease of accessing the parks? (location/ distance/ public transportation/ vehicular conflict/ pedestrian access)

Questions

18. Do you feel that there are sufficient parks and green space areas within walking distance of your residence?

Questions

Facility/ Program Questions in Specific Parks

Questions

19. What's your opinion about adding in an additional pool with lap lanes that is acoustically separate from the indoor pool?

Questions

20. On a scale of 1-5. How interested are you in adding additional pickleball courts?

1 2 3 4 5 (1-no, 5-absolutely)

Questions

21. Have you hosted a party at The Pointe?

Questions

22. Would you be interested in renting a pavilion at a Ballwin Park?

Yes/ No

Questions

23. On a scale of 1-5, Would you like to see more summer camps options?

1 2 3 4 5 (1-no, 5-absolutely)

Questions

24. Have you considered renting the Ballwin Golf Club?

Yes/ No

Questions

25. List some improvements you would like to see at the golf course (ex. modernizations, challenge level, sustainability, facilities etc.).

Questions

Summary Questions

Questions

26. In summary, what comes to mind when you hear “Ballwin City Parks”?

27. If you were designing a Master Plan for the city parks, what in your opinion would be the most important thing to include or consider?

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Q & A

Thank you!

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dg² DG2 Design
Landscape Architecture

Contact Information
4035 MO-109 Suite 102
Eureka, MO 65025

P: 636-549-8007
dg2design.com

Kristy DeGure
kdegure@dg2design.com

Jordan Wilkinson
jwilkinson@dg2design.com

Mimi Lo
mlo@dg2design.com

OfficeMax®

Please sign in.

<u>Name</u>	<u>Email</u>
PAUL BATTIS	paul.battis@gmail.com
Lucy Hey	hey.lucy09@charter.net
Jamie Bode	jaukem01@hotmail.com
NORMAN SEWING	normsew@charter.net
Janes Boyd	jboyd@ballwin.mo.us
JOHN HOFFMAN	Jhoffman@ballwin.mo.us
Hedy Boone	hboone@ballwin.mo.us
Matt Struempfler	mstruempfler@ballwin.mo.us
Melissa Meier	melissameier4@gmail.com
Adam Meier	adammeier4@gmail.com
Linda Bruer	lbru@ballwin.mo.us

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NORTH POINTE

- PARKING LIMITED OCCASIONALLY
- ONLY RESTROOM AT POOL
- WELL-MAINTAINED
- SHOWERS: LOW PRESSURE → WATER EXTRACTOR, BENCHES
- OLDEST PLAYGROUND

GOLF COURSE

- CLUBHOUSE: GOOD VALUE FOR RECEPTIONS
 - BATHROOMS OUT OF DATE
- POTENTIAL FOR DRIVING RANGE?
 - PRACTICE AREA
- AMPLE PARKING → CONCRETE +
- REASONABLE RATES

VLASIS PARK

- AMPHITHEATER @ CURRENT CITY HALL?
- BALL FIELD?
- POTENTIAL FOR SKATEPARK
- STOCK PONDS MORE? (CURRENTLY MONTHLY)
100 LBS.
- SWINGS, PLAYGROUND: GOOD
- SPLASH PAD: BIGGER? LONGER HOURS?
↳ MILLENNIUM IN CREVE COEUR
- BATHROOM PROXIMITY
- FITNESS TRAIL, STATIONS
- BALLWIN DAYS: HOT IN JUNE

THE POINTE @ BALLWIN COMMONS

- PICKLEBALL IS THRIVING!
- INDOOR SOCCER FACILITY? COURTS, BATTING CAGES
- MORE GYM SPACE, M.P. ROOM, FREE WEIGHT AREA
- BASKETBALL COURT SURFACE SOFT?
 - INJURY PREVENTION
- COFFEE BAR?
- MORE LAP LANES
- PLAYGROUND: SAND GREAT FOR LITTLE ONES.
- TOT TIME ON WEEKNIGHTS OR WEEKENDS?
- WAYFINDING
- WAVE POOL?
- RESTROOMS ONLY IN POINTE BLDG.
- PARTY SPACE: GREAT VALUE
 - USE CONCESSION AREA?
- AWKWARD ENTRANCES @ PARKING LOTS
- MORE PAVILIONS (OVERALL)
- SHOWERS IN LOCKERROOMS, DARK
- UPDATE? - BIKE ACCESS IS TRICKY

NEW BALLWIN PARK

- PLAYGROUND IS OLD, NEEDS UPDATE
- GOOD NEIGHBORHOOD CONNECTIONS
- BRING FOUNTAINS BACK?
- PARKING DURING CONCERTS (SHARE WITH SCHOOL)
- RESTROOMS: - PROXIMITY IS GOOD
 - NEED UPDATES
- UPDATE BASKETBALL COURT
- SURVEYS: SHOP BALLWIN FIRST
- ASPHALT PATHS ERODING
- CONCRETE SCABS, ACCESSIBILITY ISSUES
- FENCE @ BOTTOM OF HILL?
 - SLOPES AROUND POND.
- SLEDDING HILL?
- BENCHES
- DECKING ON POND GAZEBO

FERRIS PARK

- PLAYGROUND IS GREAT, PLAY VALUE
 - ALL AGES
- NO PARKING NEAR PAVILION, PLAYGROUNDS
 - MORE?
- CONNECTIONS TO NEIGHBORHOODS?
 - ACCESSIBLE ROUTE NEEDED TO PLAYGROUND
 - WALKING PATH
- NATURE TRAILS?
- IMPROVE SOCCER FIELD
- HIDDEN GEM
- SHOWCASE PARKS IN THE POINTE? JOURNAL?



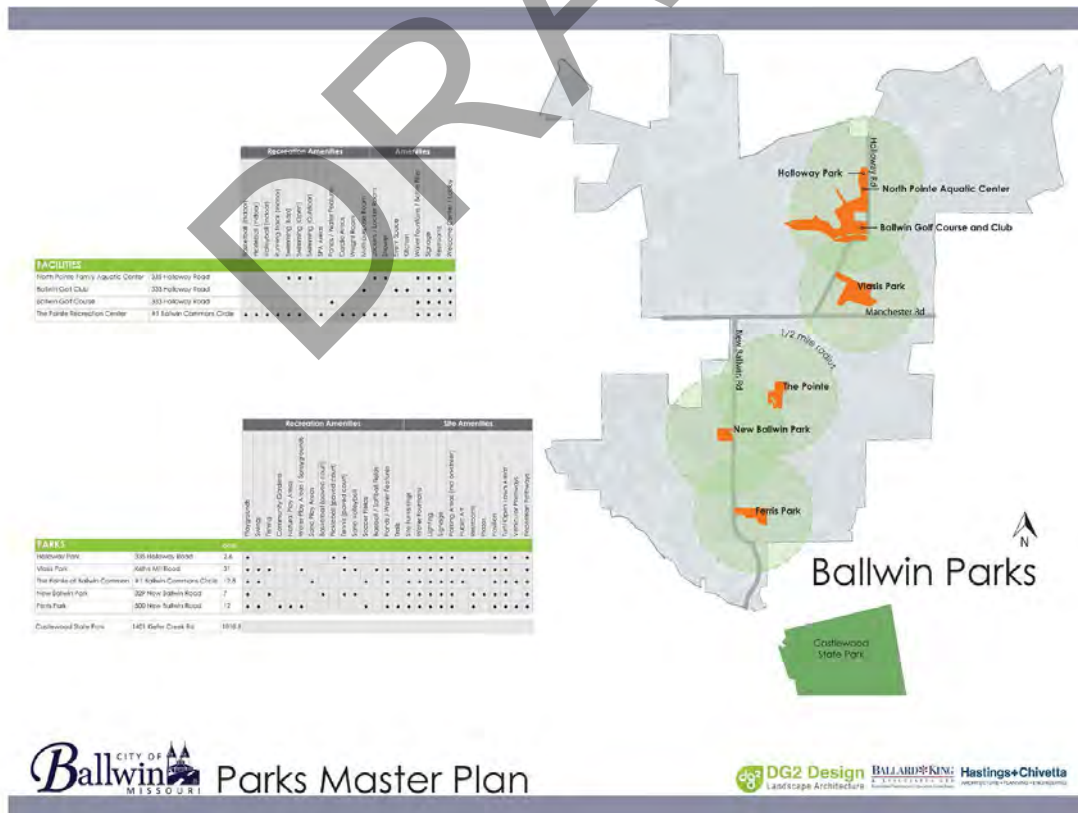
Welcome to Ballwin City Parks Master Plan

Public Meeting 1



Hastings+Chivetta
ARCHITECTURE • PLANNING • ENGINEERING

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Landscape Architecture



What do you like about your parks & facilities?

Write your comments in a box, and connect it to a spot in the park!

	
Holloway Park	Vlasis Park
	
Ferris Park	New Ballwin Park

What do you like about your parks & facilities?

Write your comments in a box, and connect it to a spot in the park!

	
The Pointe at Ballwin Commons	Ballwin Golf Course & Club

What improvements would you like to see in your parks & facilities?

Write your comments in a box, and connect it to a spot in the park!

Holloway Park

Vlais Park

Ferris Park

New Ballwin Park

Ballwin CITY OF MISSOURI Parks Master Plan

DG2 Design Landscape Architecture

BALLARD & KING ARCHITECTS

Hastings+Chivetta

What improvements would you like to see in your parks & facilities?

Write your comments in a box, and connect it to a spot in the park!

The Pointe at Ballwin Commons

Ballwin Golf Course & Club

Ballwin CITY OF MISSOURI Parks Master Plan

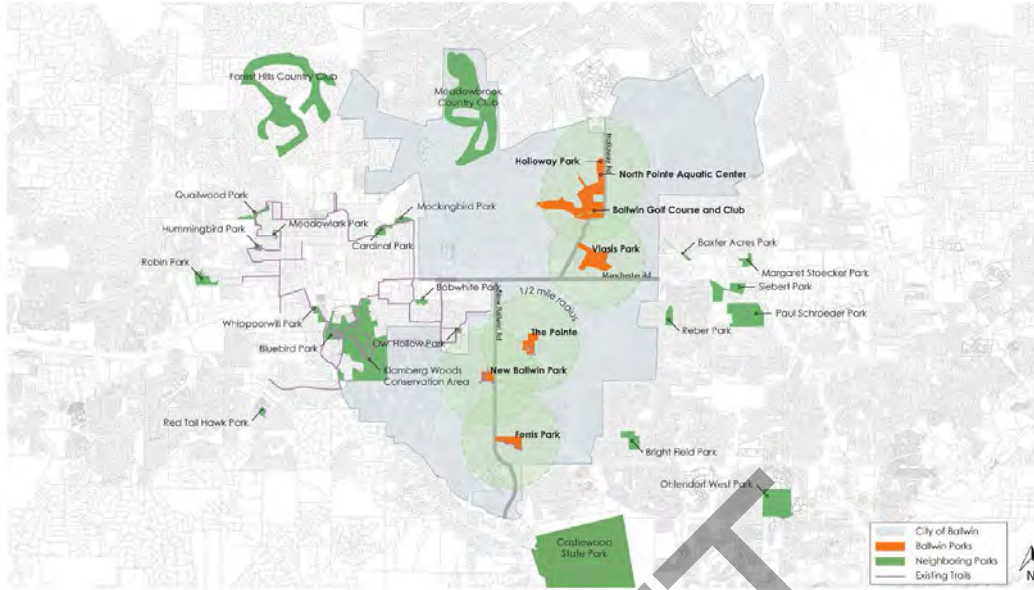
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BALLARD & KING ARCHITECTS

Hastings+Chivetta

Ballwin Connectivity

Draw in your ideal pedestrian / bicycle connections!



Ballwin CITY OF MISSOURI Parks Master Plan

DG2 Design Landscape Architecture BALLARIN KING ARCHITECTURE PLANNING & DESIGN Hastings+Chivetta

Visual Preference Survey

Place a dot to voice your opinion!

<p>place stickers here</p>	<p>place stickers here</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Furnishings</p>	<p>place stickers here</p>	<p>place stickers here</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Signage</p>
<p>place stickers here</p>	<p>place stickers here</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Landscape</p>	<p>place stickers here</p>	<p>place stickers here</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Hardscape</p>

Ballwin CITY OF MISSOURI Parks Master Plan

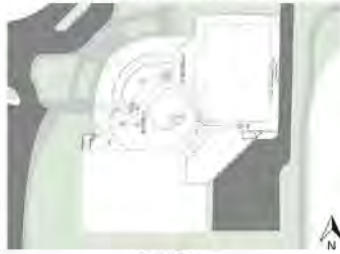
DG2 Design Landscape Arch Setcpe BALLARIN KING ARCHITECTURE PLANNING & DESIGN Hastings+Chivetta

Facilities Survey

Write your comments on a post-it, and attach it to the board!



1st floor



2nd floor



North Pointe

The Pointe Recreation Center

Family Aquatic Center

Which activities or programs do you participate in?

Arts & crafts		Pickleball	
Basketball		Playgrounds	
Fitness / aerobics		Sand volleyball	
Softball		Senior trips / programs	
Volleyball		Skateboarding	
Athletic camps		Sledding	
Biking		Summer camps	
Dance		Swimming	
Festivals / events		Teen programs	
Fishing		Tennis	
Golf		Theater / performing arts	
Gymnastics		Trap shooting / archery	
Hiking		Trips & travel	
Ice skating / hockey		Visiting nature areas	
Inline skating / hockey		Walking / jogging	
Martial arts		Weight lifting	
Outdoor education		Do not participate in any	
Picnics		Other	

Place a dot to voice your opinion!

Finding your facilities:

It's easy to find these facilities!	
It's difficult to find these facilities.	
Where are these facilities?	

Interior Signage:

It's easy to find my way around in these facilities!	
It's difficult to find my way around in these facilities.	

Location of Facilities:

Facility locations are ideal!	
Access is limited to these facilities.	
These facilities are too far away!	



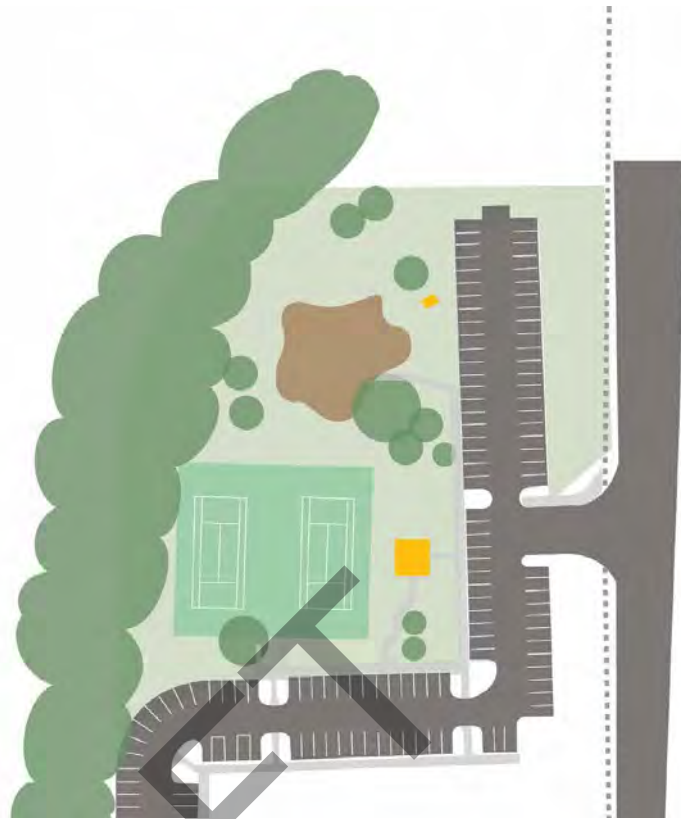
Parks Master Plan



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Holloway Park

Holloway Park

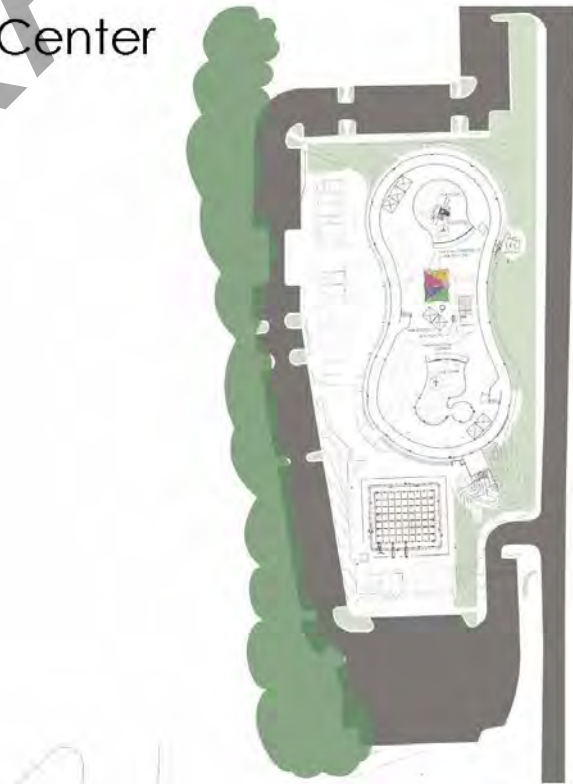




North Pointe Family Aquatic Center

North Pointe Family Aquatic Center

DRAFT





North Pointe Family Aquatic Center



North Pointe Family Aquatic Center



North Pointe Family Aquatic Center



North Pointe Family Aquatic Center



North Pointe Family Aquatic Center



North Pointe Family Aquatic Center

Ballwin Golf Course & Club

Ballwin Golf Course & Club







Ballwin Golf Course & Club



Ballwin Golf Course & Club



Ballwin Golf Course & Club

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Vlasis Park

Vlasis Park









Vlasis Park

The Pointe at Ballwin Commons

The Pointe at Ballwin Commons



The Pointe at Ballwin Commons





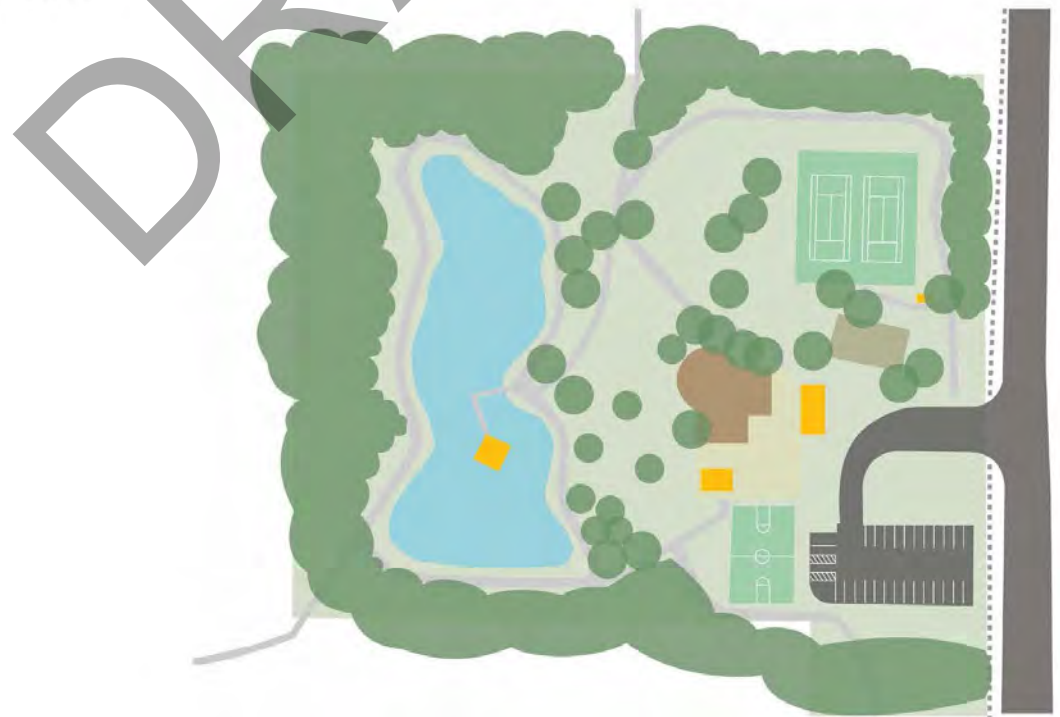
The Pointe at Ballwin Commons



The Pointe at Ballwin Commons

New Ballwin Park

New Ballwin Park









New Ballwin Park



New Ballwin Park



New Ballwin Park



New Ballwin Park

Ferris Park

Ferris Park







Ferris Park



Ferris Park





Ballwin Parks Master Plan

Public Meeting #1: 9/27/18
The Pointe at Ballwin Commons

Sign-in Sheet

Name	Ballwin Resident? Yes or No	Address	Email Address for Future Updates
PAUL BATTIS	YES	406 COUNTRY CLUB DR.	PAUL.BATTIS@GMAIL.COM
Melissa & Adam Meier	Yes	208 Aspen Village Dr	melissameier4@gmail.com
Johanna B. FINDEK	NO	831 FOREST GLEN TRAIL ROKA	CRISTLEWOOD, MO
TOM RATAKI	Yes	923 CATTLE RANCH DR	ratzleitj@gmail.com
TOM MURRIEL	NO	17 MOREHEAD CT	MANORBILL@YAHOO.COM
Danna Roope	YES	470 Pine Hollow Ct.	dannarope@aol.com
Jill Schilling	yes	504 Loring Dr.	jillmschilling@gmail.com
Kevin Schilling	Yes	504 Loring Drive	kevschill@yahoo.com
NORMAN SEWING	YES	428 ALGONQUINE DR	NORMANSEWING@CHARTE.NET
Susan Sewing	Yes	" " " "	norsew@charter.net
BOB RUNDLE	YES	503 COACHGATE CT	bob.rundle@gmail.com
Tammie Rundle	Yes	503 Coachgate Ct	periopnurse.trun@gmail.com
Vincent Crawford	Yes	528 Echo Hill Ct	VCrawford@yahoo.com
J.C. HAGAN	YES	209 COOL MEADOWS DR	J.C.HAGAN@CHARTER.NET
JEFF SEVOLD	yes	998 Columband Dr.	sevold@charter.net
Kidun Boone	NO	16051 Canterbury Est 63021	Kidunboone@gmail.com
Jenny Kyle	no	897 Parma Dr	jenny.kyle@yahoo.com
Elise Fernsler	yes	308 FOX DEN DR 63021	FEENSLER@SBCGLOBAL.NET
Chris Pappozala	Yes	150 BURTONWOOD DR	CHRISPAPPAZALA@MSN.COM
Ross Bullington	Yes	530 BURTONWOOD DR	RBullington@rbhomecenter.com
Rebecca Bullington	Yes	630 BLAZED WOODWAY DR	bullworth@rbhomecenter.com
Brian Bess	YES	486 WESTGLEN VILLAGE DR	bess@applied.com

What do you like about your parks & facilities?

Write your comments in a box, and connect it to a spot in the park!



The Pointe at Ballwin Commons

What do you like about your parks & facilities?

Write your comments in a box, and connect it to a spot in the park!



Holloway Park

Vlasik Park

Ferris Park

New Ballwin Park

What improvements would you like to see in your parks & facilities? Write your comments in a box, and connect it to a spot in the park!

Ballwin Golf Course & Club

- Count to improve and flow (Golf) solution
- Ballroom on playground
- New playground of Steel
- Shade Pavilion of golf course
- Update Backrooms on Club
- More fully equipped fitness class rooms
- Acquire more handi cap and chairlifters pool area
- Another gym
- Permanent app loan in park
- additional conference room space

The Pointe at Ballwin Commons

- Pickleball Courts
- Updates Outside Appearance (to better Lodge Look)
- Competition Ball Drive
- Please Fix/ Upgrade the fence

What improvements would you like to see in your parks & facilities? Write your comments in a box, and connect it to a spot in the park!

Holloway Park

- Consider riding play area
- Ballroom in play station (when park is closed)
- Ballroom on playground
- Bridge Path for connectivity
- Checklist: Pickleball courts on playground
- Checklist: Ballroom on playground
- Checklist: Add water feature like fountain
- Checklist: Add a water feature like fountain
- Checklist: Add benches or shading at pool
- Checklist: Build a terrace seating
- Checklist: Add a water feature like fountain
- Checklist: Add benches or shading at pool
- Checklist: Build a terrace seating

Vlasik Park

- Checklist: Pickleball courts on playground
- Checklist: Ballroom on playground
- Checklist: Add water feature like fountain
- Checklist: Add benches or shading at pool
- Checklist: Build a terrace seating

Ferris Park

- Checklist: Pickleball courts on playground
- Checklist: Ballroom on playground
- Checklist: Add water feature like fountain
- Checklist: Add benches or shading at pool
- Checklist: Build a terrace seating

New Ballwin Park

- Checklist: Pickleball courts on playground
- Checklist: Ballroom on playground
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- Checklist: Add benches or shading at pool
- Checklist: Build a terrace seating

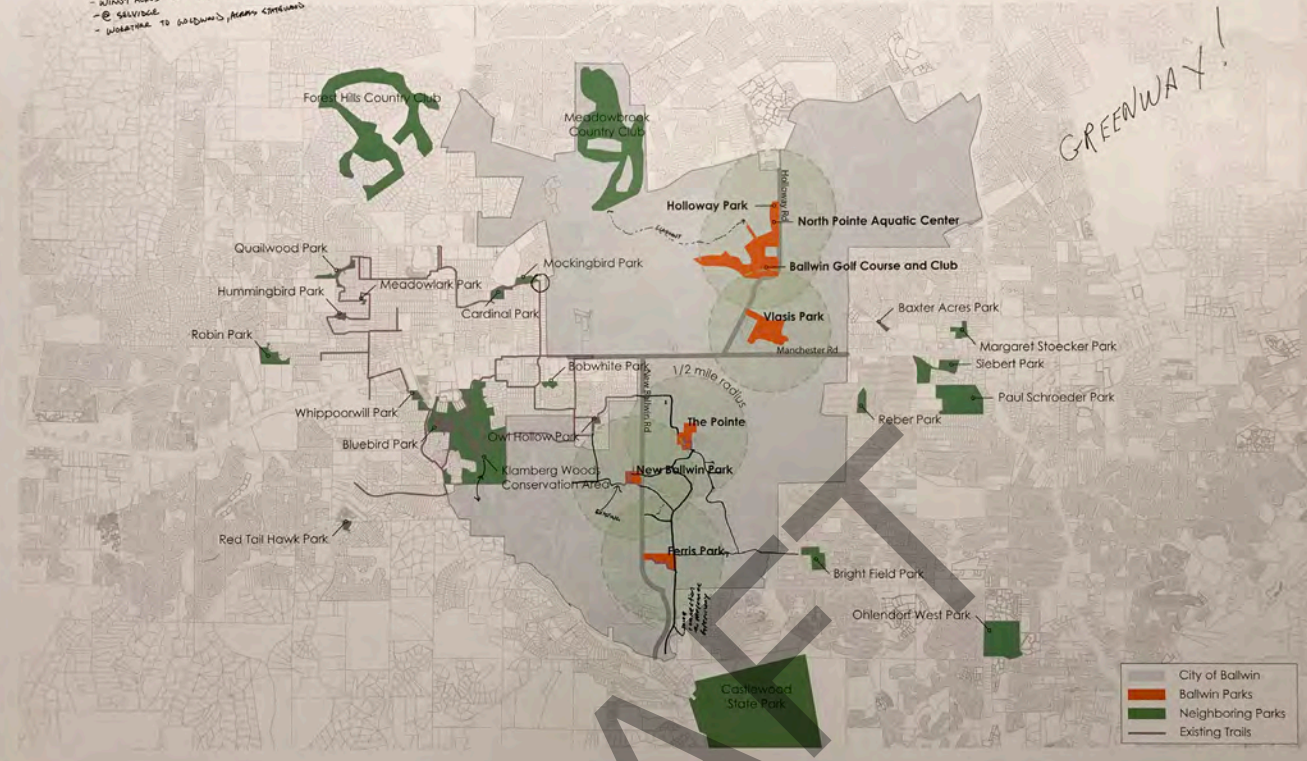
Ballwin Connectivity

Draw in your ideal pedestrian / bicycle connections!

CUT-THROUGHT:
 - NEEDED TO NEWTON
 - NEW BALLWIN TO STAY CLOSE
 - WINDY ACCESS TO STAY CLOSE
 - @ SERVICE
 - WALKWAY TO BOLDWOOD MEANS CONNECTION

BIKE TRAILS TO
 CONNECT BALLWIN
 EAST TO WEST
 THIS IS THE
 WAY TO CONNECT

GREENWAY!



Visual Preference Survey

Place a dot to voice your opinion!



place stickers here



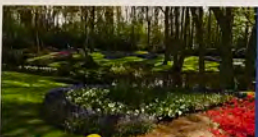
place stickers here



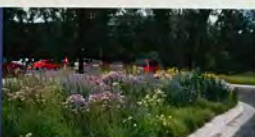
place stickers here



place stickers here



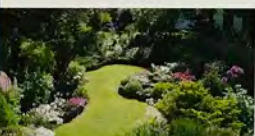
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place stickers here



place stickers here



place stickers here



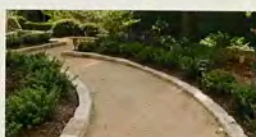
place stickers here



place stickers here



place stickers here



place stickers here



place stickers here



place stickers here



place stickers here

Facilities Survey

Write your comments on a post-it, and attach it to the board!

1st floor

2nd floor

North Pointe Family Aquatic Center

Which activities or programs do you participate in?

Activity	Response	Activity	Response
Arts & crafts	•	Pickleball	•••••
Basketball	•	Playgrounds	•••••
Fitness / aerobics	•••••	Sand volleyball	•
Softball	•	Senior trips / programs	•
Volleyball	•	Skateboarding	•
Athletic camps	•	Sledding	•
Biking	•••••	Summer camps	•••••
Dance	•	Swimming	•••••
Festivals / events	•••••	Teen programs	•
Fishing	•••••	Tennis	•
Golf	•••••	Theater / performing arts	•
Gymnastics	•	Trap shooting / archery	•
Hiking	•••••	Trips & travel	•
Ice skating / hockey	•	Visiting nature areas	•••••
Inline skating / hockey	•	Walking / jogging	•••••
Martial arts	•	Weight lifting	•
Outdoor education	•••••	Do not participate in any Other	•

Finding your facilities:

It's easy to find these facilities! •••••

It's difficult to find these facilities. •••••

Where are these facilities? •••••

Interior Signage:

It's easy to find my way around in these facilities! •••••

It's difficult to find my way around in these facilities. •••••

Location of Facilities:

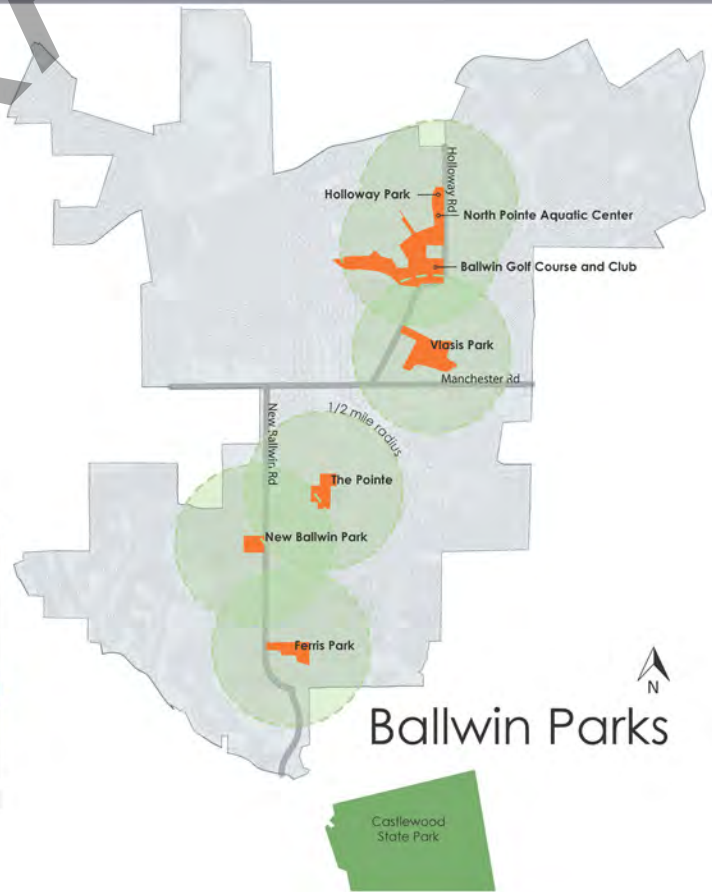
Facility locations are ideal! •••••

Access is limited to these facilities. •••••

These facilities are too far away! •••••

FACILITIES	Recreation Amenities										Site Amenities										
	Basketball (Indoor)	Pickleball (Indoor)	Volleyball (Indoor)	Running Track (Indoor)	Swimming (Indoor)	Swimming (Outdoor)	Art / Water Features	Playground	Concessions	Multi-purpose Room	Locker / Locker Room	Shower	Restrooms	Weight Room	Pool	Water Features	Water Features	Water Features	Water Features	Water Features	Water Features
North Pointe Family Aquatic Center	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Ballwin Golf Club	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Ballwin Golf Course	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
The Pointe Recreation Center	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

PARKS	Address	Size (Acres)	Recreation Amenities										Site Amenities														
			Playgrounds	Swings	Riding	Community Gardens	Natural Play Areas	Water Play Areas / Spraygrounds	Sand Play Areas	Basketball (Indoor Court)	Pickleball (Indoor Court)	Soccer Fields	Soccer Fields	Baseball / Softball Fields	Ponds / Water Features	Trails	Site Furnishings	Water Features	Lighting	Public Art	Public Art (In-Context)	Restrooms	Prizes	Pavilion	Turf / Open Lawn Areas	Vehicle Pathways	Transect Pathways
Holloway Park	335 Holloway Road	2.6	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Viasis Park	Kehs Mill Road	31	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
The Pointe at Ballwin Common	#1 Ballwin Commons Circle	12.8	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
New Ballwin Park	329 New Ballwin Road	7	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Feris Park	500 New Ballwin Road	12	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Castlewood State Park	1401 Keller Creek Rd	1818.8	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•





Welcome to Ballwin City Parks Master Plan

Public Meeting 2



Hastings+Chivetta
ARCHITECTURE • PLANNING • ENGINEERING



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Recreation Amenities

Facilities	Recreation Amenities	Site Amenities
North Pointe Family Aquatic Center	Playground	Restrooms
Ballwin Golf Club	Walking Paths	Lighting
Ballwin Golf Course	Swimming Pool	Water Features
The Pointe Reception Center	Event Space	Art

Facilities

Facilities	Address	Playground	Walking Paths	Swimming Pool	Event Space	Restrooms	Lighting	Water Features	Art
North Pointe Family Aquatic Center	333 Holloway Road	•	•	•	•	•	•	•	•
Ballwin Golf Club	333 Holloway Road	•	•	•	•	•	•	•	•
Ballwin Golf Course	333 Holloway Road	•	•	•	•	•	•	•	•
The Pointe Reception Center	41 Ballwin Commons Circle	•	•	•	•	•	•	•	•

Parks

Parks	Address	Playground	Walking Paths	Swimming Pool	Event Space	Restrooms	Lighting	Water Features	Art
Holloway Park	333 Holloway Road	•	•	•	•	•	•	•	•
North Pointe	41 Ballwin Commons Circle	•	•	•	•	•	•	•	•
New Ballwin Park	209 New Ballwin Road	•	•	•	•	•	•	•	•
Feris Park	800 New Ballwin Road	•	•	•	•	•	•	•	•
Collinwood State Park	1401 Belle Creek Rd	•	•	•	•	•	•	•	•

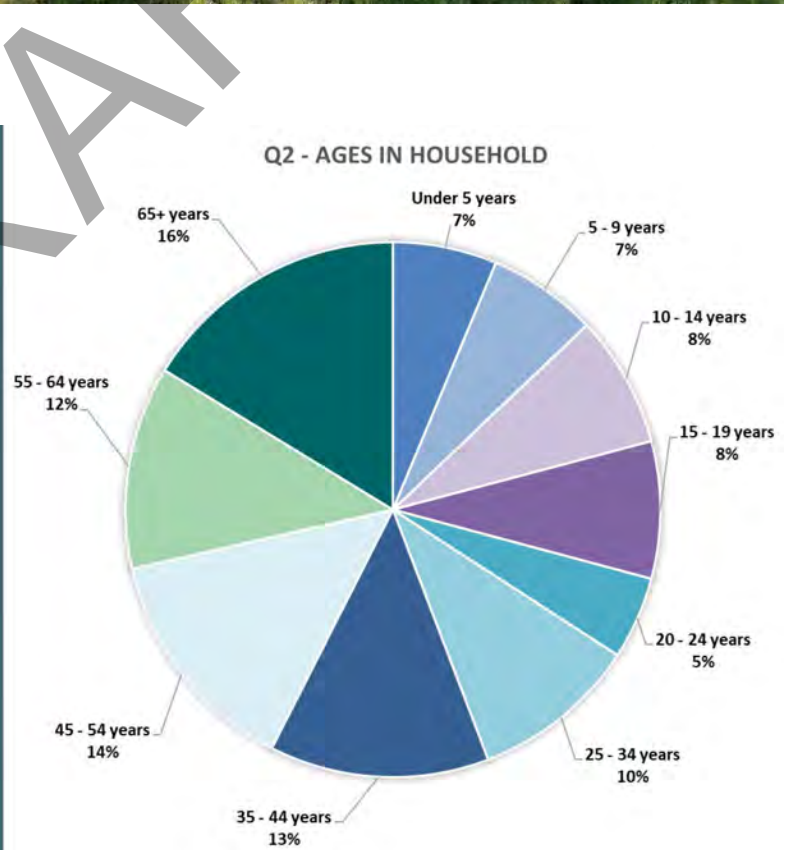
Ballwin Parks



Community Survey 2018

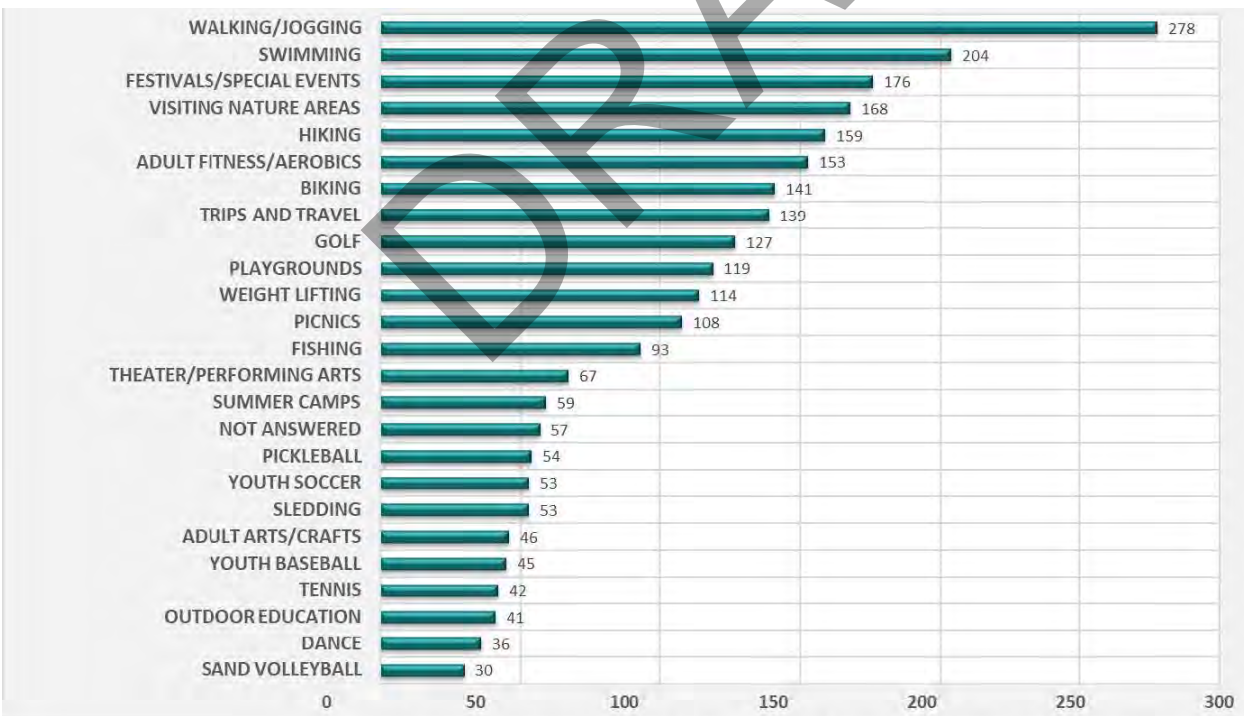


- Survey Summary:
 - 441 Responses
 - 312 Completed
- Respondent Mean Age 52.3
 - Male 27.7% / Female 43.1%
 - No Answer 29.3%
- Home Ownership (67.6%)
 - 3.2% Renter / 29.3% No Answer
- People in Household
 - 3 = Median & Mean





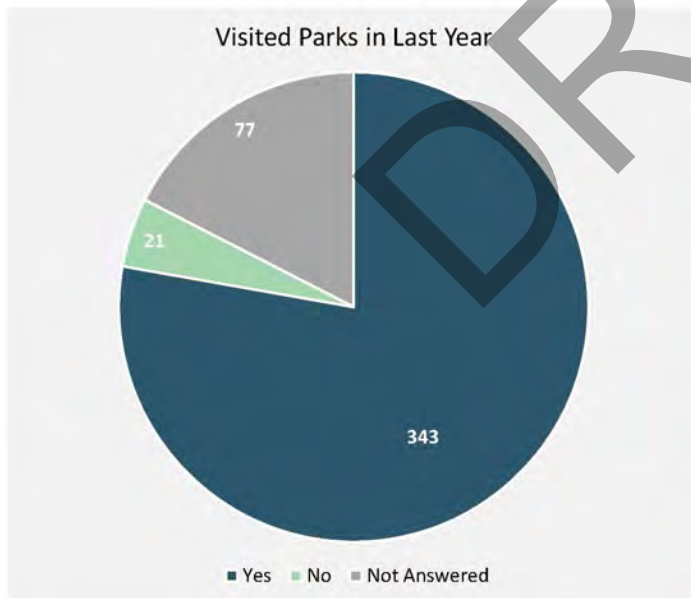
Household Participation



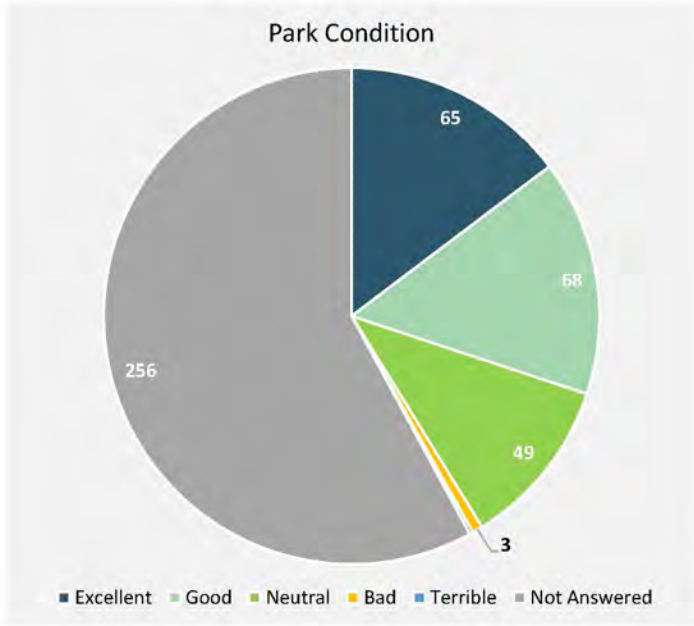
Household Activity Participation: Top 25



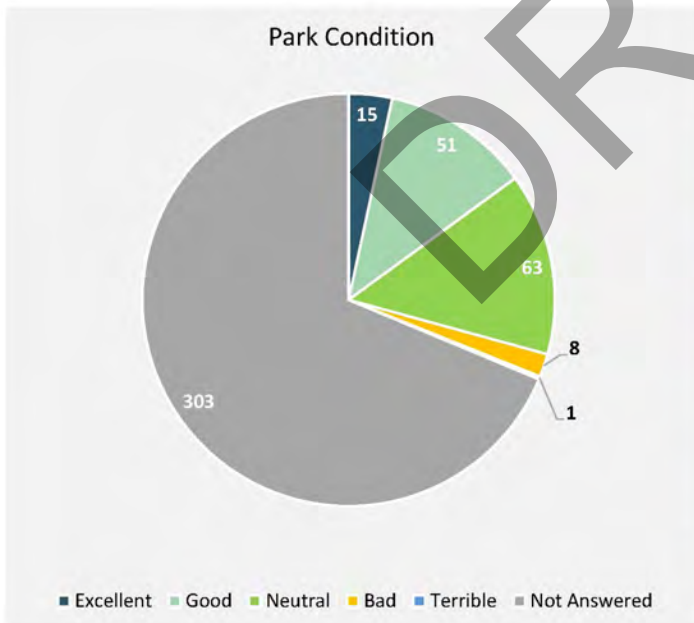
Use of Parks & Opinion of Facility Condition



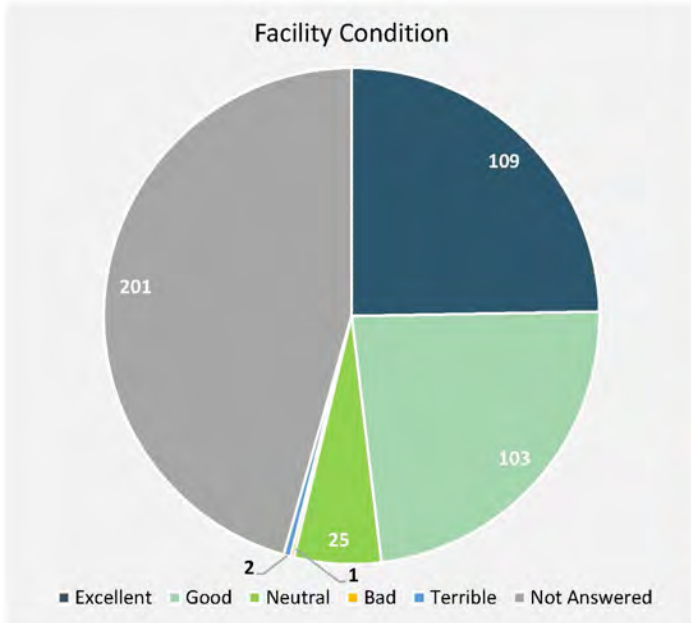
Did Household Members Visit Parks Last Year?



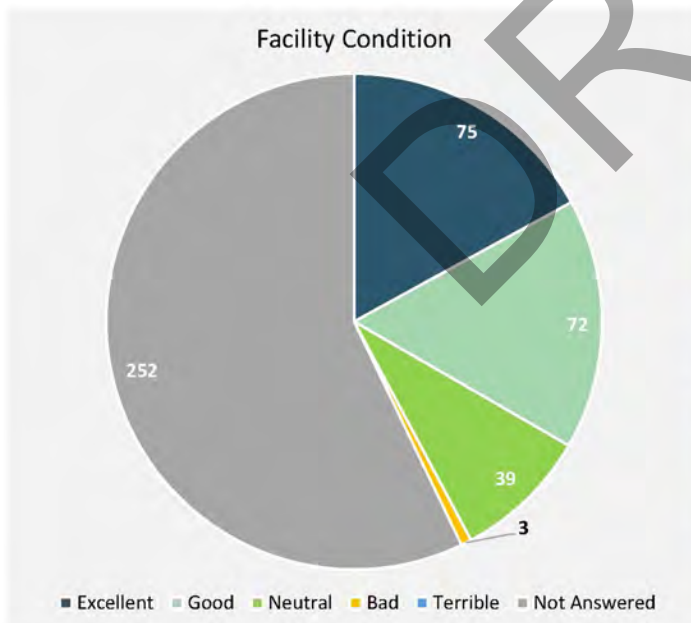
Ferris Park Condition



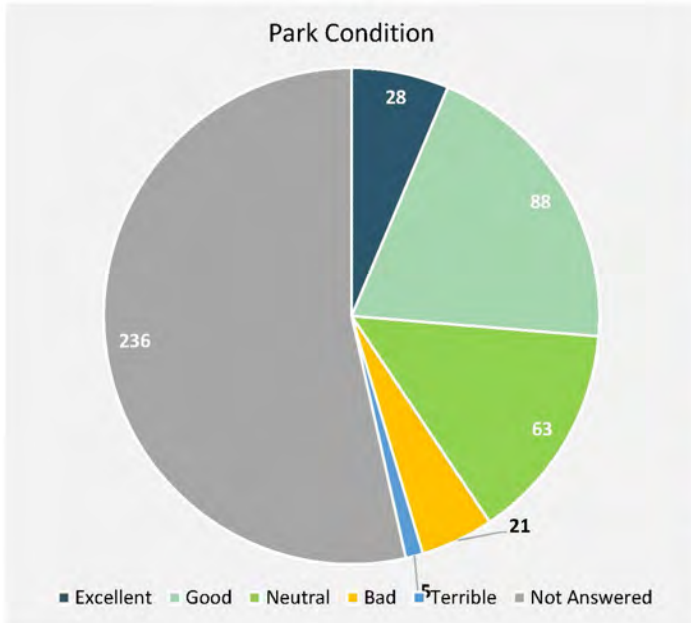
Holloway Park Condition



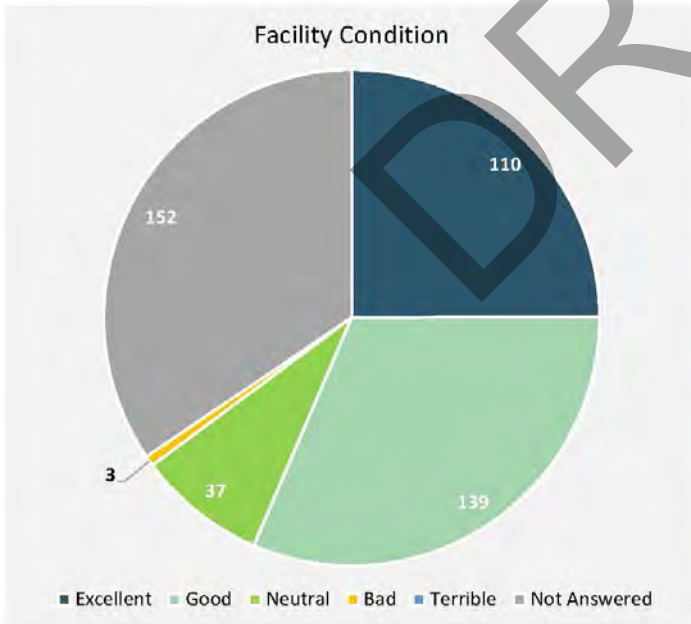
North Point Aquatic Center Condition



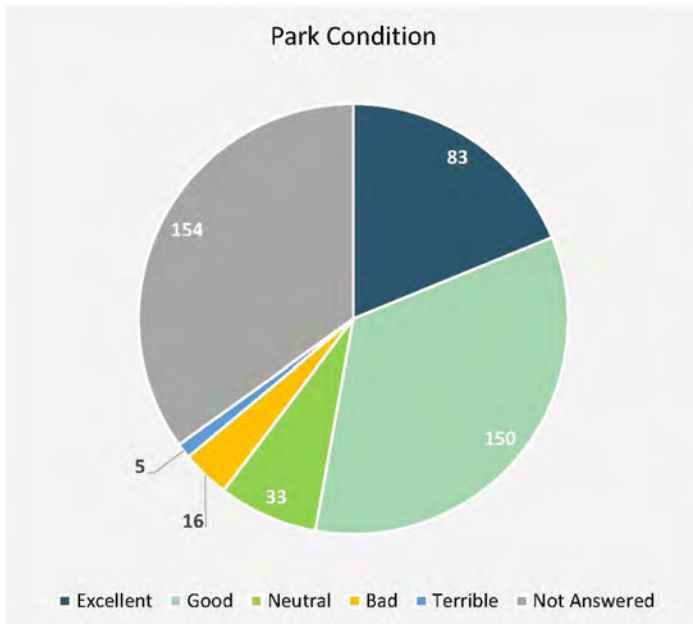
Ballwin Golf Course & Club Condition



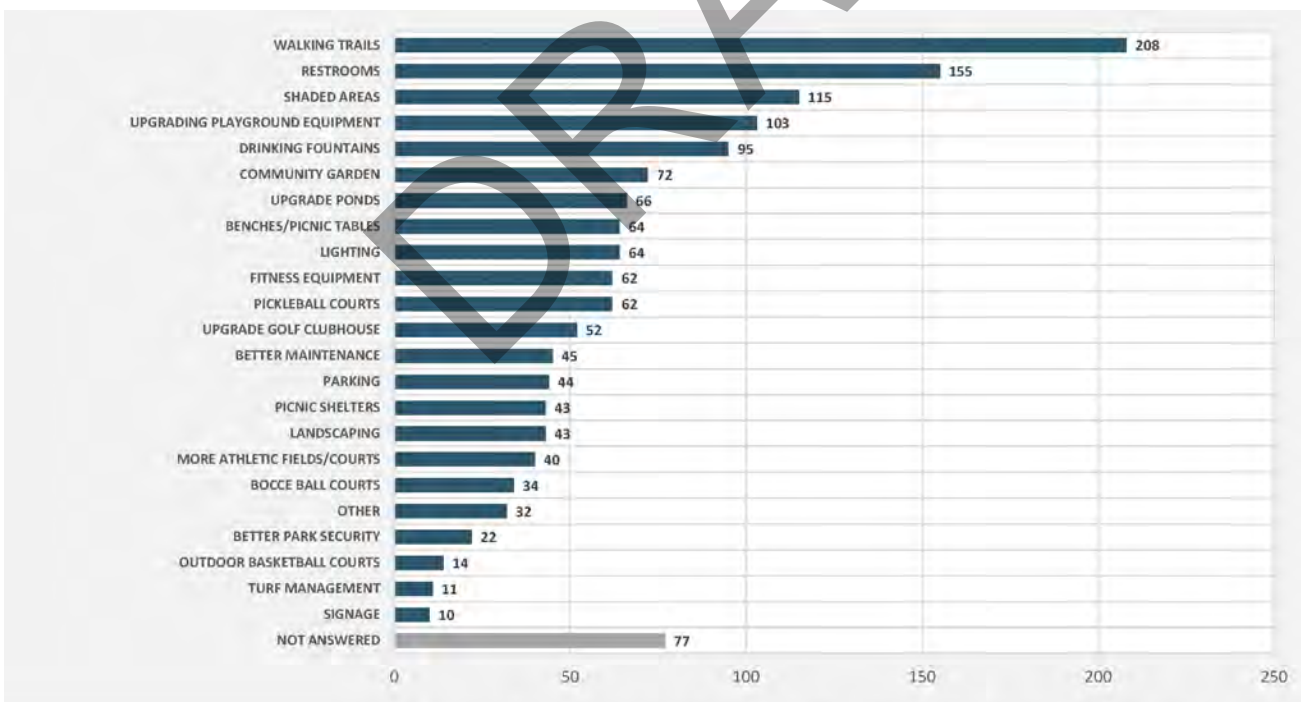
New Ballwin Park Condition



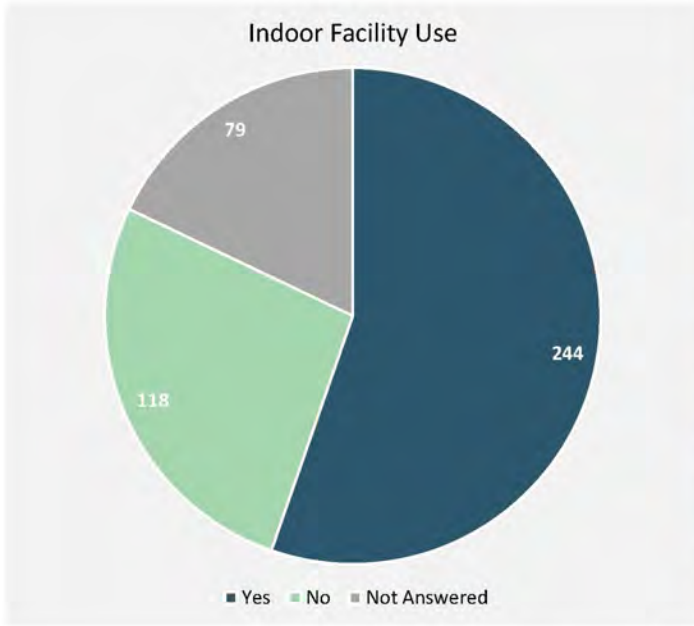
The Pointe Condition



Vlasik Park Condition



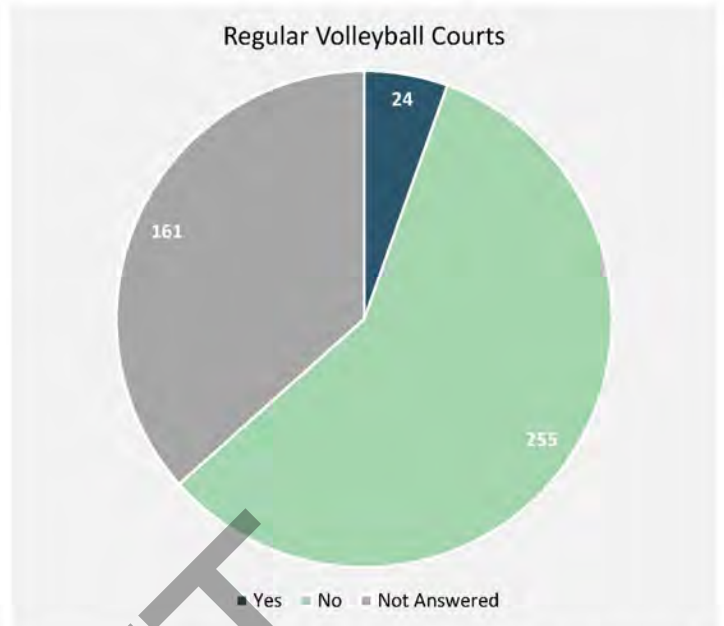
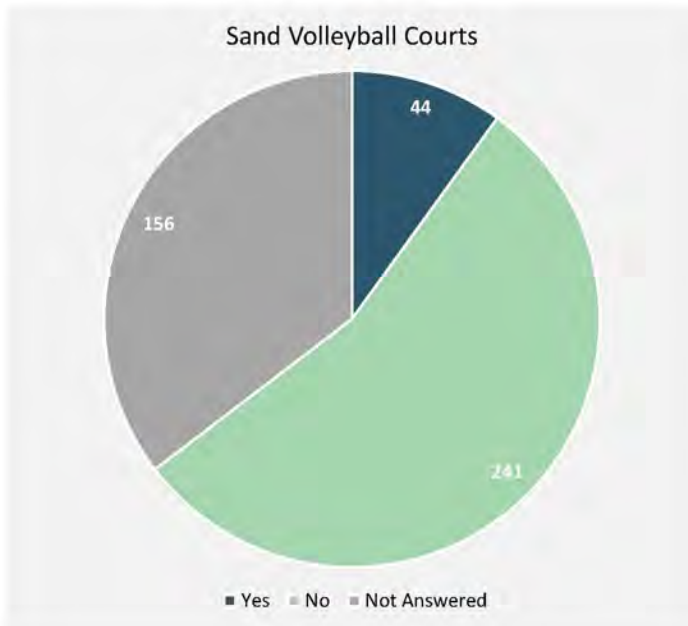
Most Important Potential Improvements



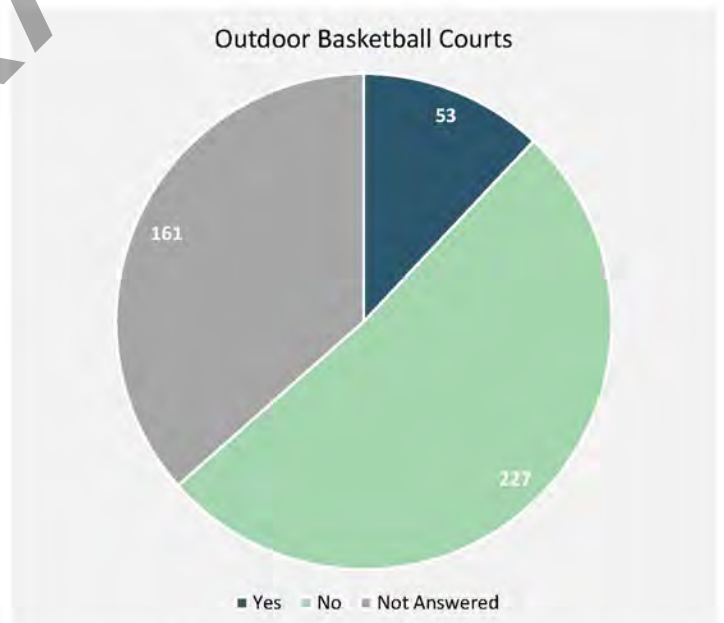
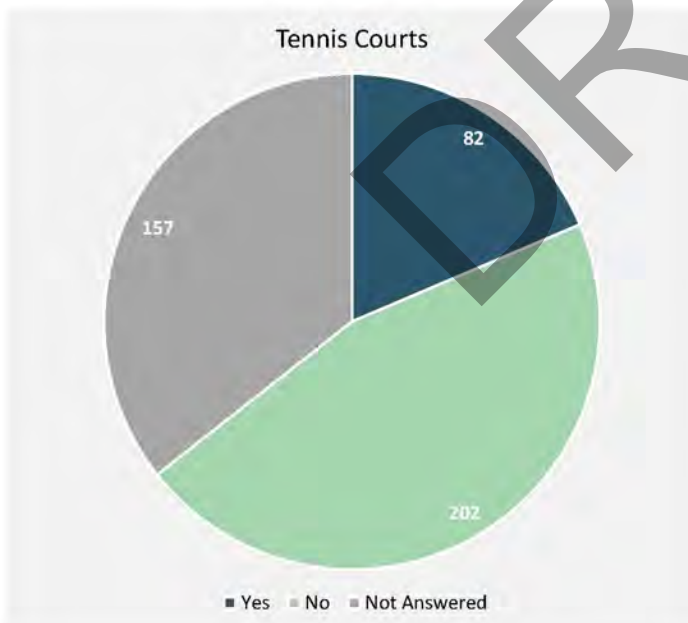
Current Use of Indoor Facilities



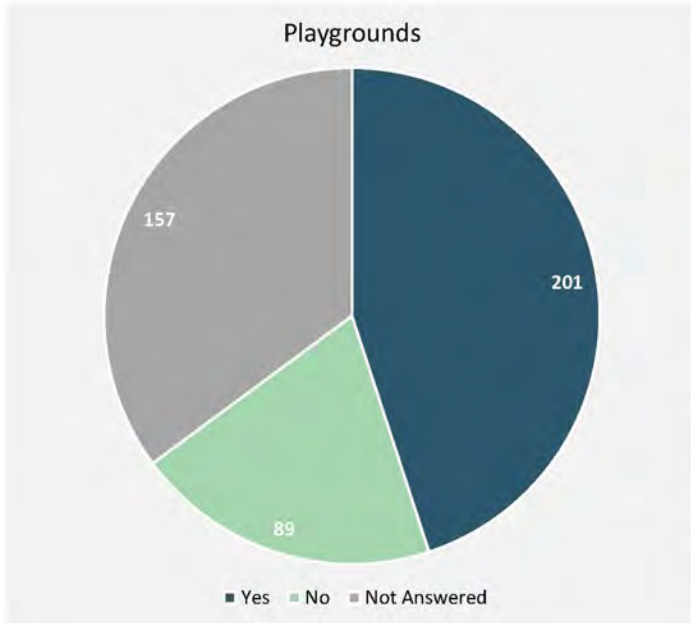
Facility Use During Last Year & Satisfaction



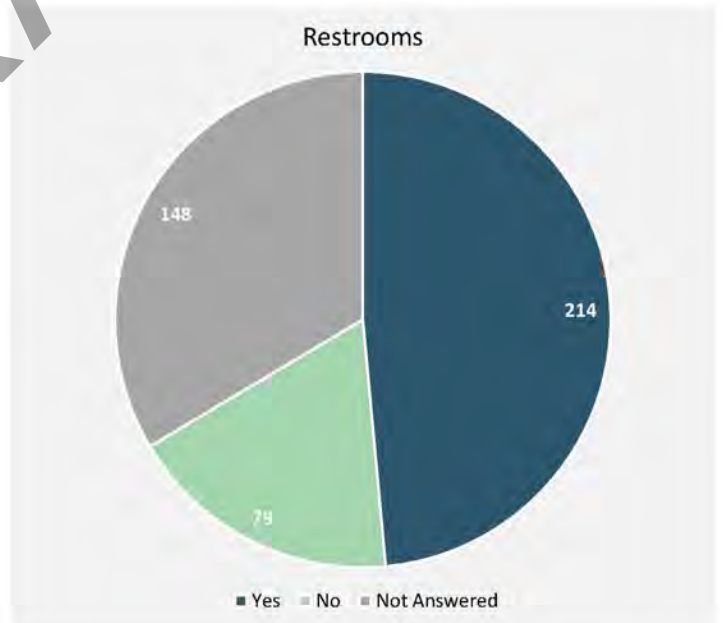
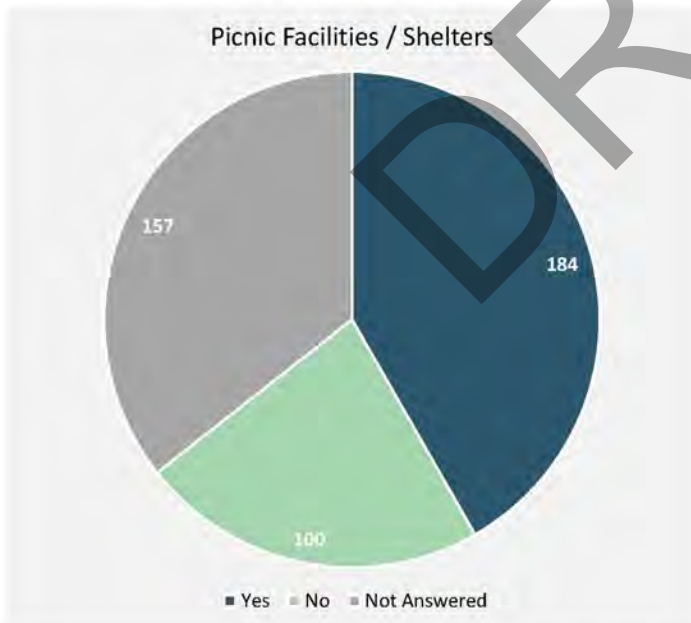
Use of Volleyball Courts



Use of Outdoor Courts



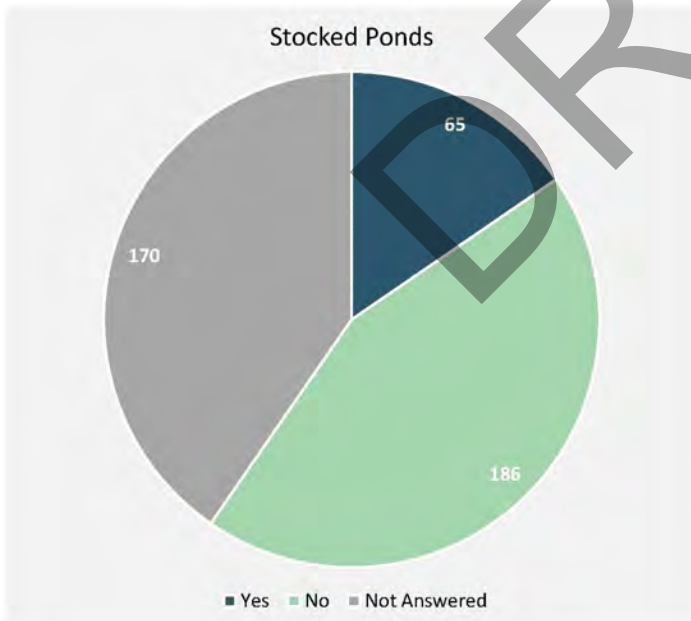
Use of Playground



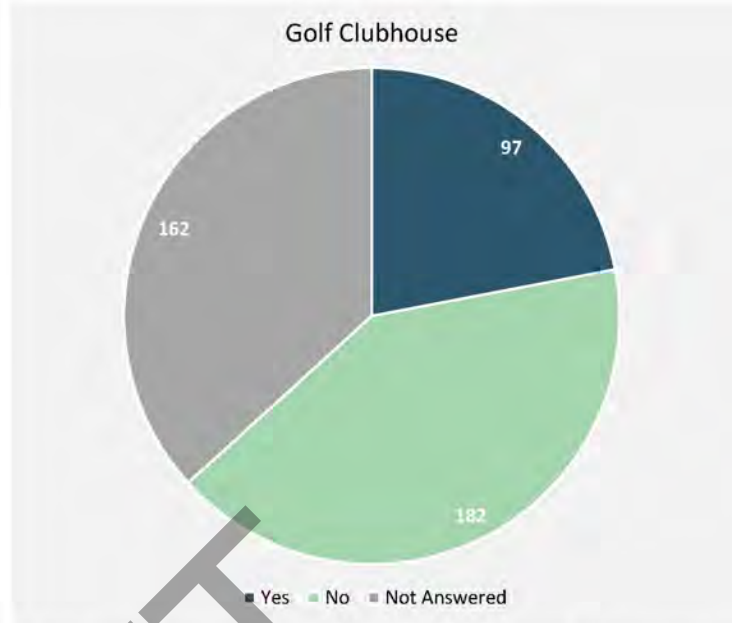
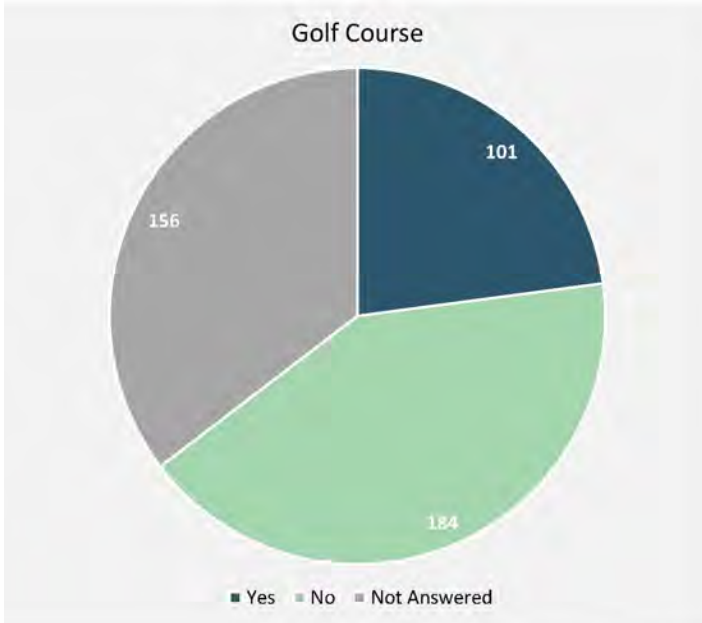
Use of Picnic Facilities/Shelter & Restroom



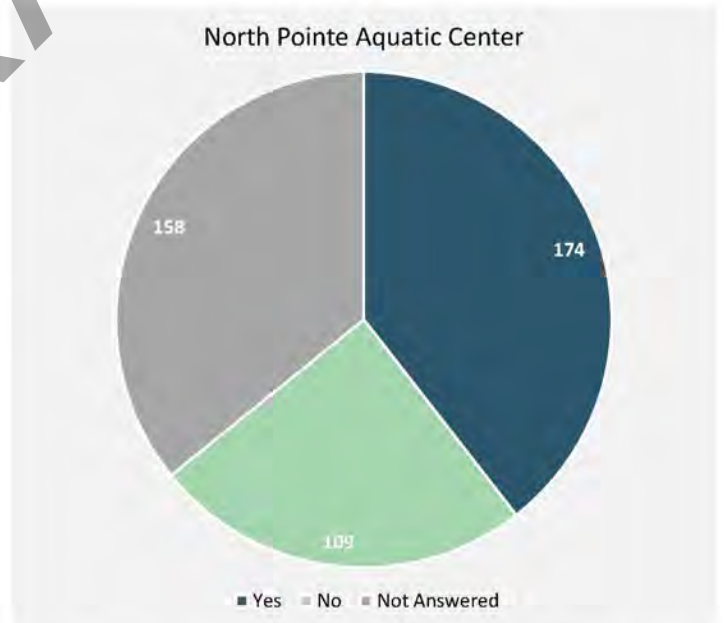
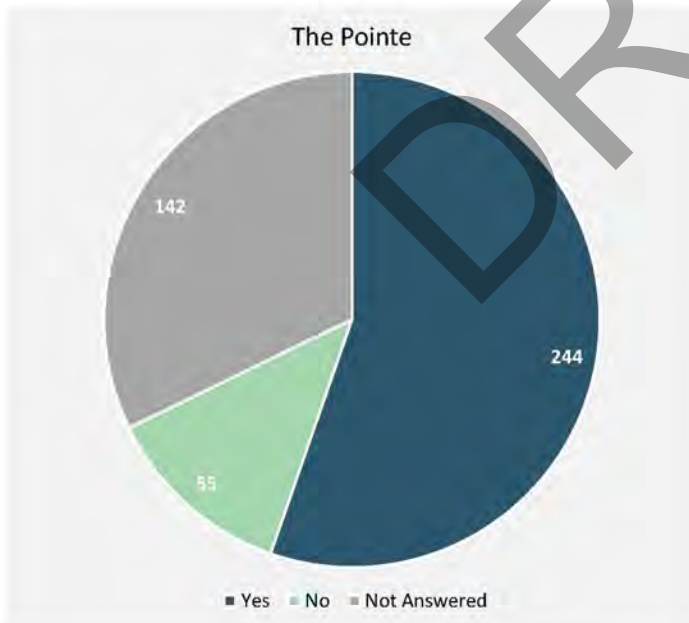
Use of Walking & Biking Trail



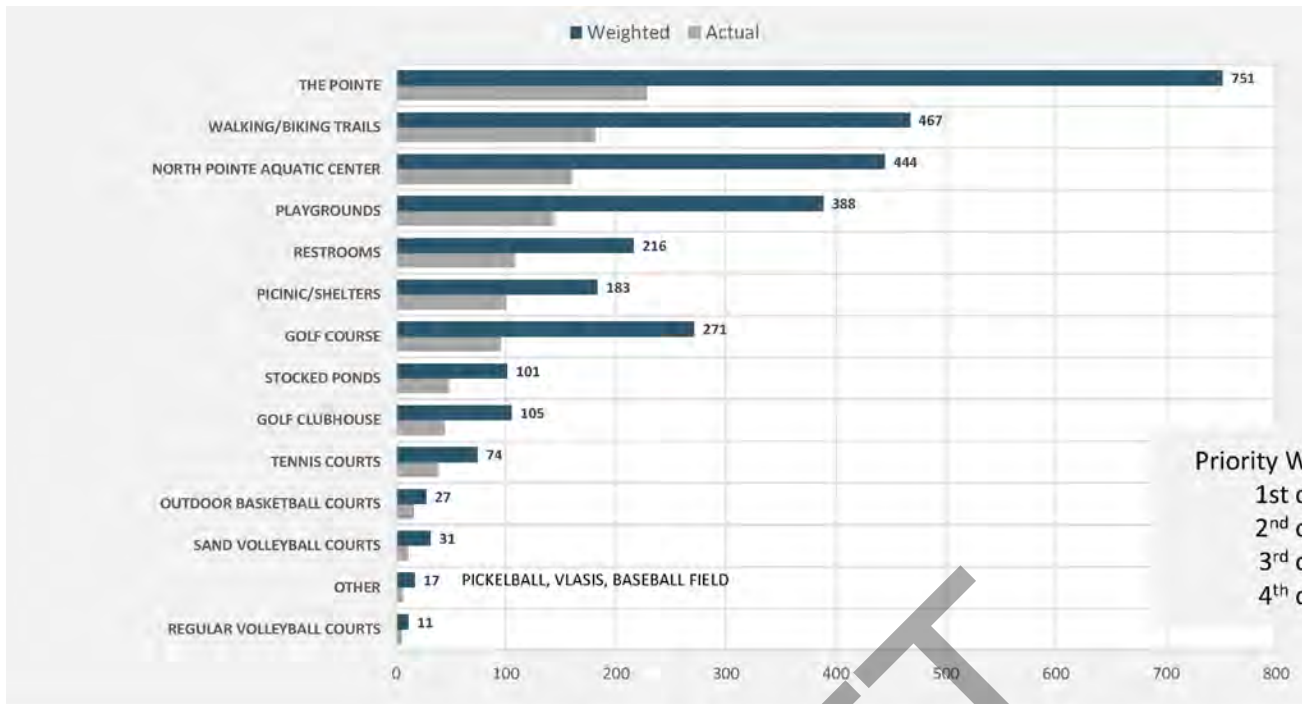
Use of Stocked Pond



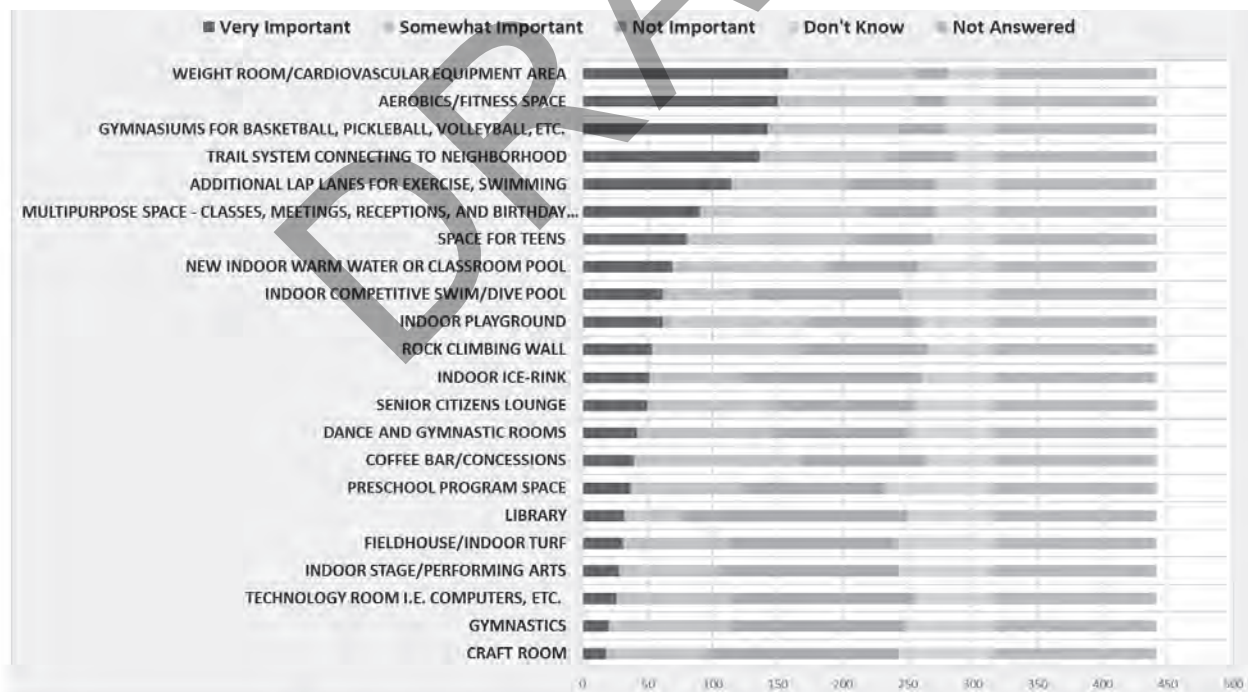
Use of Golf Course & Clubhouse



Use of The Pointe & North Pointe Aquatic



Four Most Important to Your Household



Summary of Considerations for The Pointe

What do you like about your parks & facilities?

Write your comments in a box, and connect it to a spot in the park!

Holloway Park

Ferris Park

Vlasis Park

New Ballwin Park

Ballwin CITY OF MISSOURI **Parks Master Plan**

dg2 DG2 Design Landscape Architecture BALLARD+KING HASTINGS+CHIVETTA

What do you like about your parks & facilities?

Write your comments in a box, and connect it to a spot in the park!

The Pointe at Ballwin Commons

Ballwin Golf Course & Club

Ballwin CITY OF MISSOURI **Parks Master Plan**

dg2 DG2 Design Landscape Architecture BALLARD+KING HASTINGS+CHIVETTA

What improvements would you like to see in your parks & facilities?

Write your comments in a box, and connect it to a spot in the park!

Holloway Park

- Consider rubber playground (top and bottom) (GSP)
- Reopen in old center (large trees) like playground
- Ballwin can be a park
- Bridge/paths for connectivity
- Connectivity to parking lot or restaurant or big house parking
- Defined walking trails in park
- Reopen old to playground parking at corner lot
- Steps walk for parking to playground & top and bottom (GSP)

Ferris Park

- 10' x 10' picnic parking
- Add "restroom" pavilion
- Add Subwalk

Vlasis Park

- Check proposed and the (GSP) to playground
- Add a water feature like (GSP) park
- Add benches or seating area (GSP) (GSP) (GSP)
- Steps for rubber
- Build in house seating with shadows on slope
- Take concrete ball field and outdoor
- Connect to new parking lot
- Considered for a "Ballwin" or "Ballwin (GSP)
- Reopen old to playground parking at corner lot

New Ballwin Park

- More parking with ballroom!
- Update Disc Golf
- Update Picnic Deck
- PICKLEBALL
- More parking with ballroom!

Legend:

- Orange box: Considered for a "Ballwin" or "Ballwin (GSP)
- Yellow box: Reopen old to playground parking at corner lot

City of Ballwin Missouri Parks Master Plan

dg2 Design Landscape Architecture **BALLARD+KIM** **Hastings+Chivetta**

What improvements would you like to see in your parks & facilities?

Write your comments in a box, and connect it to a spot in the park!

The Pointe at Ballwin Commons

- More fully designed fitness class room
- Reopen more handball courts
- Another gym
- Permanent lap lane in pool
- Additional conference room space
- Consider to re-open and the (GSP) center in program
- More community building

Ballwin Golf Course & Club

- Shade Pavilion off golf course
- Update restrooms in clubhouse
- Pickleball Courts
- Update (rubber) Apparatus (to playground)
- Competition table tennis
- Please fix/Upgrade the fence

Legend:

- Orange box: Considered for a "Ballwin" or "Ballwin (GSP)
- Yellow box: Reopen old to playground parking at corner lot

City of Ballwin Missouri Parks Master Plan

dg2 Design Landscape Architecture **BALLARD+KIM** **Hastings+Chivetta**

Ballwin Connectivity

Draw in your ideal pedestrian / bicycle connections!

LEGEND:
 - NEARBY TO HAWTHORN
 - SHOW BALLWIN TO SOUTH CREEK
 - SHOW BALLWIN TO SOUTH LAKE
 - @ COURTESY
 - INFORMATION TO DESIGNERS FROM CONSULTANTS

BEFORE TRAILS TO CHANGE: BALLWIN OPEN TO EXISTING TRAILS
GREENWAY!

City of Ballwin
Ballwin Parks
Neighboring Parks
Existing Trails

Ballwin CITY OF MISSOURI Parks Master Plan

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Visual Preference Survey

Place a dot to voice your opinion!

Furnishings

place stickers here

Signage

place stickers here

Landscape

place stickers here

Hardscape

place stickers here

Ballwin CITY OF MISSOURI Parks Master Plan

dg2 DG2 Design Landscape Architecture | **BALLARD+KING** BALLARD+KING ARCHITECTS LLP | **Hastings+Chivetta** HASTINGS+CHIVETTA ARCHITECTS LLP

Page 4

Facilities Survey

Write your comments on a post-it, and attach it to the board!

1st floor

2nd floor

North Pointe
Family Aquatic Center

The Pointe Recreation Center

Which activities or programs do you participate in?

Arts & crafts	Pickleball
Basketball	Playgrounds
Fitness / aerobics	Sand volleyball
Softball	Senior trips / programs
Volleyball	Skateboarding
Athletic camps	Sledding
Biking	Summer camps
Dance	Swimming
Festivals / events	Teen programs
Fishing	Tennis
Golf	Theater / performing arts
Gymnastics	Trap shooting / archery
Hiking	Trips & travel
Ice skating / hockey	Visiting nature areas
Inline skating / hockey	Walking / jogging
Martial arts	Weight lifting
Outdoor education	Do not participate in any
Picnics	Other

North Pointe Family Aquatic Center

Place a dot to voice your opinion!

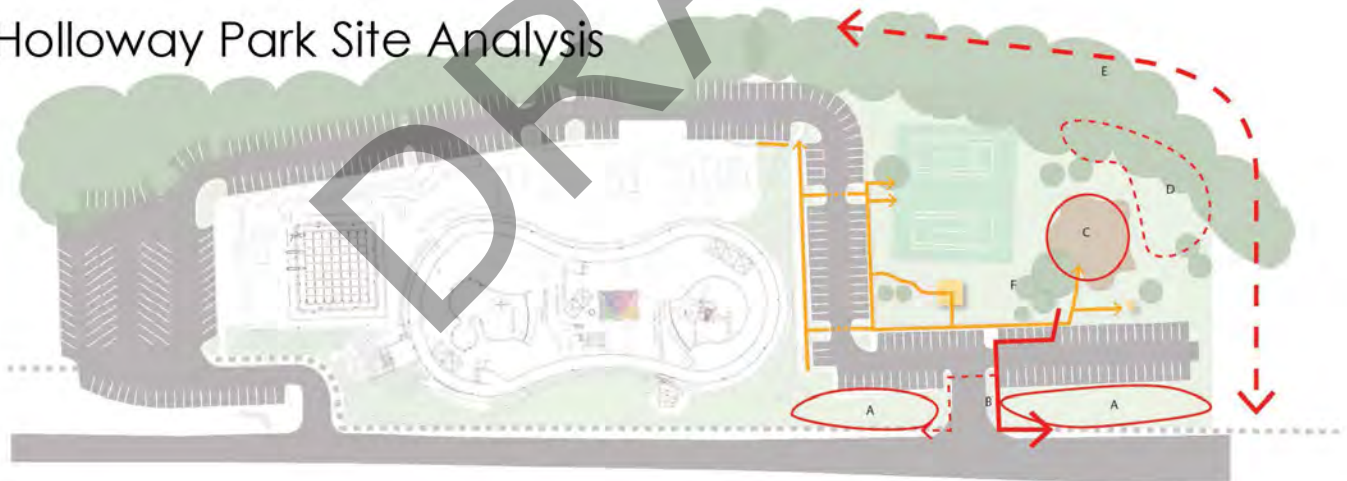
Finding your facilities:
 It's easy to find these facilities! ● ● ● ●
 It's difficult to find these facilities. ● ● ● ●
 Where are these facilities? ● ● ● ●

Interior Signage:
 It's easy to find my way around in these facilities! ● ● ● ●
 It's difficult to find my way around in these facilities. ● ● ● ●

Location of Facilities:
 Facility locations are ideal! ● ● ● ●
 Access is limited to these facilities. ● ● ● ●
 These facilities are too far away! ● ● ● ●

Ballwin Parks Master Plan

Holloway Park Site Analysis



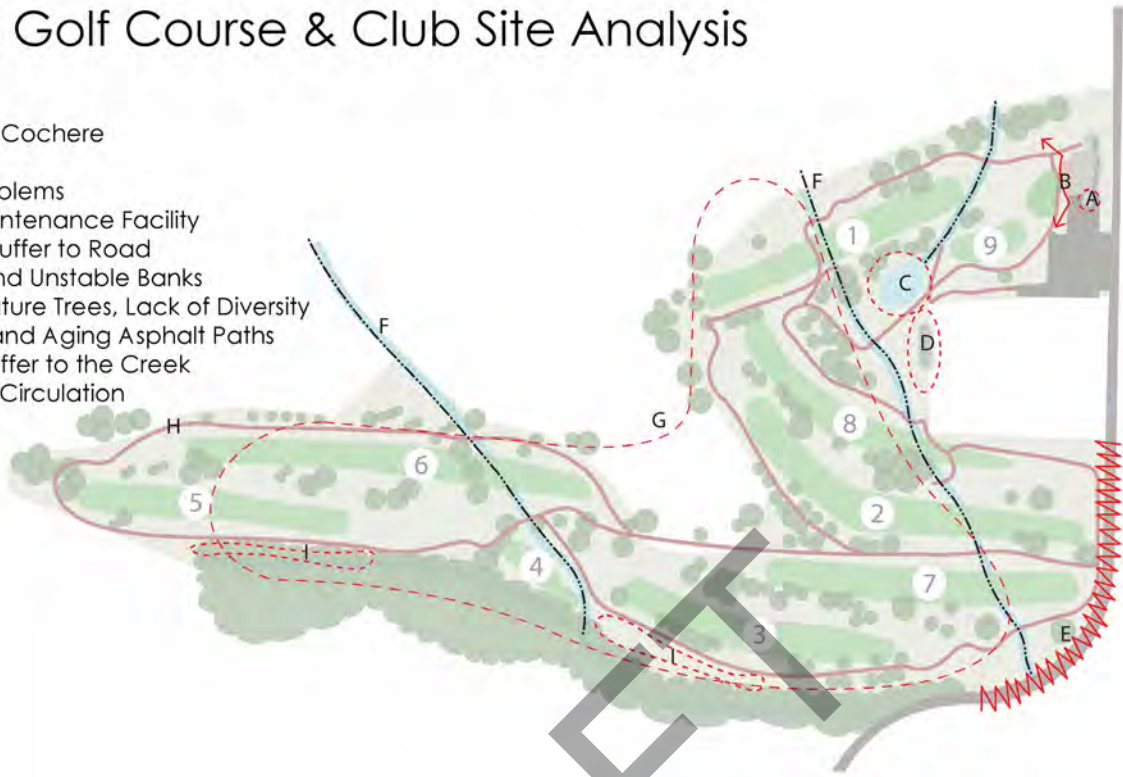
Key

- A Could Be Improved, "Curb Appeal"
- B Limited Pedestrian Accessibility
- C Aging Play Equipment, Lack of Shade
- D Unutilized Slope
- E No Neighborhood Connections
- F No Restroom Access when Pool is Closed
- Pedestrian Circulation

Ballwin Golf Course & Club Site Analysis

Key

- A Low Porte Cochere
- B Views
- C Algae Problems
- D Aging Maintenance Facility
- E Improve Buffer to Road
- F Eroding and Unstable Banks
- G Mostly Mature Trees, Lack of Diversity
- H Cracked and Aging Asphalt Paths
- I Lack of Buffer to the Creek
- Vehicular Circulation



Vlasis Park Site Analysis

Key

- A Surface Tiles are Deteriorating
- B Concrete Banks, Algae Problems
- C Views
- D Opportunity Area
- E Restroom is not Centrally Located
- F No Seating, Limited Shade
- G Neighborhood Connection
- H Wall Divides Site Circulation
- I Pedestrian Obstacle
- Pedestrian Circulation



The Pointe at Ballwin Commons Site Analysis

- Key
- A Erosion on Banks
 - B No Restroom near Playground
 - C Sand Migration Problems
 - D Pedestrian Circulation through Parking Lot
 - E Confusing Vehicular Circulation
 - F Opportunity Area
 - G No Sidewalk
 - H Geo-Thermal Wells
 - I Neighborhood Connection
- Pedestrian Circulation



New Ballwin Park Site Analysis

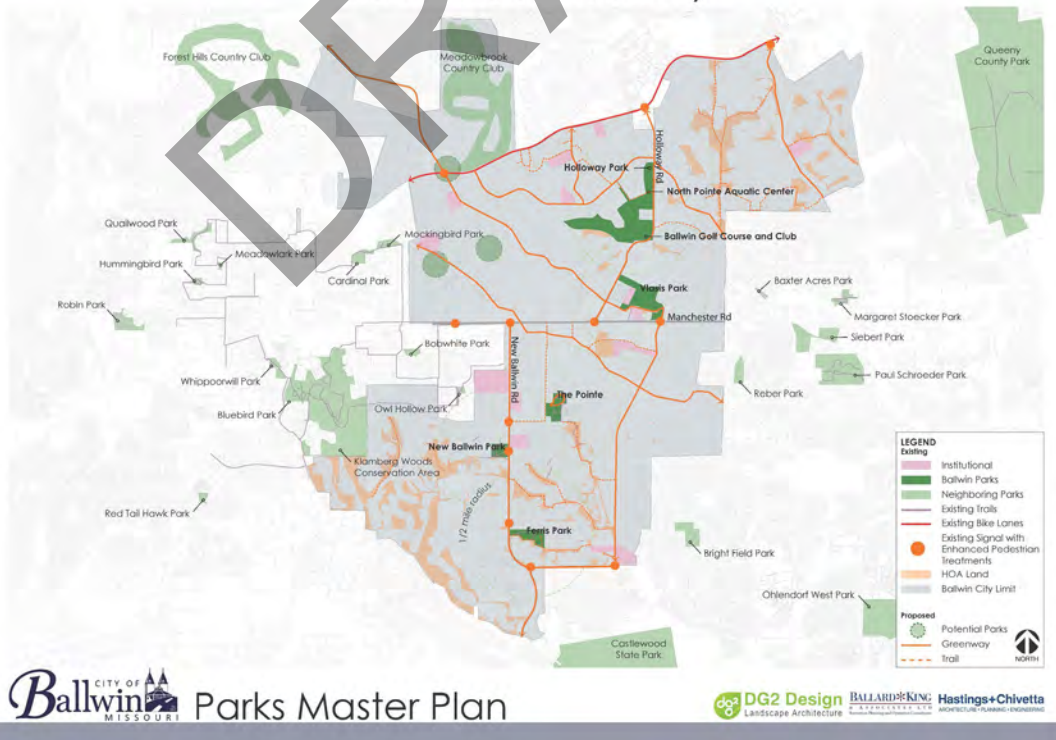
- Key
- A Poor Vehicular Circulation
 - B No Curbs, Stormwater Control
 - C Erosion Problem
 - D Cracked Surface
 - E Dated Restroom Building
 - F Uneven Pavement
 - G Not ADA Accessible
 - H Great Flexible Space
 - I Concrete Banks
 - J Lack of Understory
 - K Good Neighborhood Connectivity
- Pedestrian Circulation



Ferris Park Site Analysis

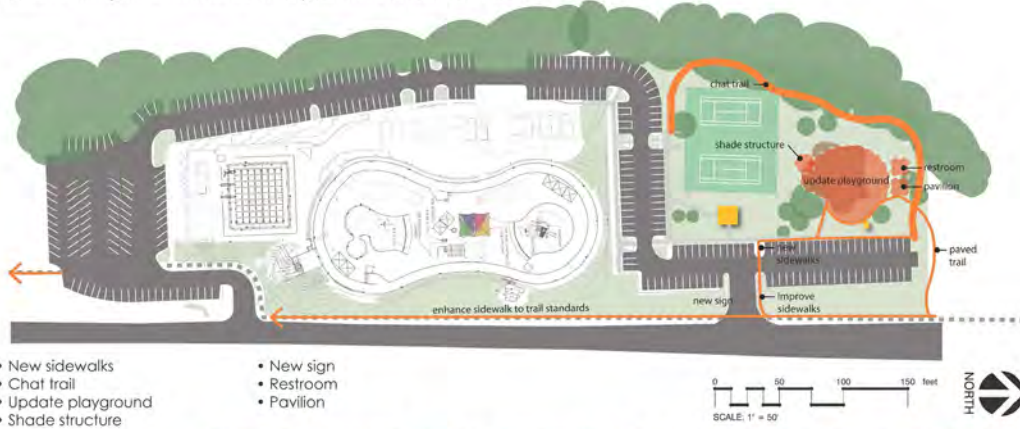


Ballwin Connectivity



Holloway Park & North Pointe Aquatic Center Proposed Improvements

Please write your comments on a post-it, and attach it to the board!



Ballwin CITY OF MISSOURI Parks Master Plan

DG2 Design Landscape Architecture BALLARDPARKINCE Hastings+Chivetta ARCHITECTURE PLANNING + ENGINEERING

Golf Course Proposed Improvements

Please write your comments on a post-it, and attach it to the board!



Ballwin CITY OF MISSOURI Parks Master Plan

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Vlasis Park Proposed Improvements

Please write your comments on a post-it, and attach it to the board!



- Playground removal
- New playground
- Additional parking
- Field improvements
 - Terrace seating
 - Shade structure / pavilion
- Amphitheater
- Trails
- Rental pavilion
- Pickleball courts
- * Recommend masterplan



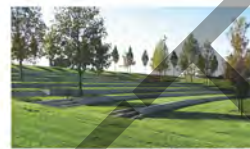
Amphitheater



Playground



Greenway



Field Improvements



Sculptures

Ballwin CITY OF MISSOURI Parks Master Plan

DG2 Design Landscape Architecture | **BALLARD&KING** ARCHITECTURE | **Hastings+Chivetta** ARCHITECTURE-PLANNING-ENGINEERING

The Pointe Proposed Improvements

Please write your comments on a post-it, and attach it to the board!



- Trail
- Multi-use court
- New plaza
- Bocce courts and pavilion
- Terrace
- Gateway
- Playground
- New parking
- Realign parking
- New sign
- Improve crosswalk
- Drop off area
- * Recommend masterplan



Lake Edge



Multi-Use Courts



Walkway Plaza



Playground



Plaza



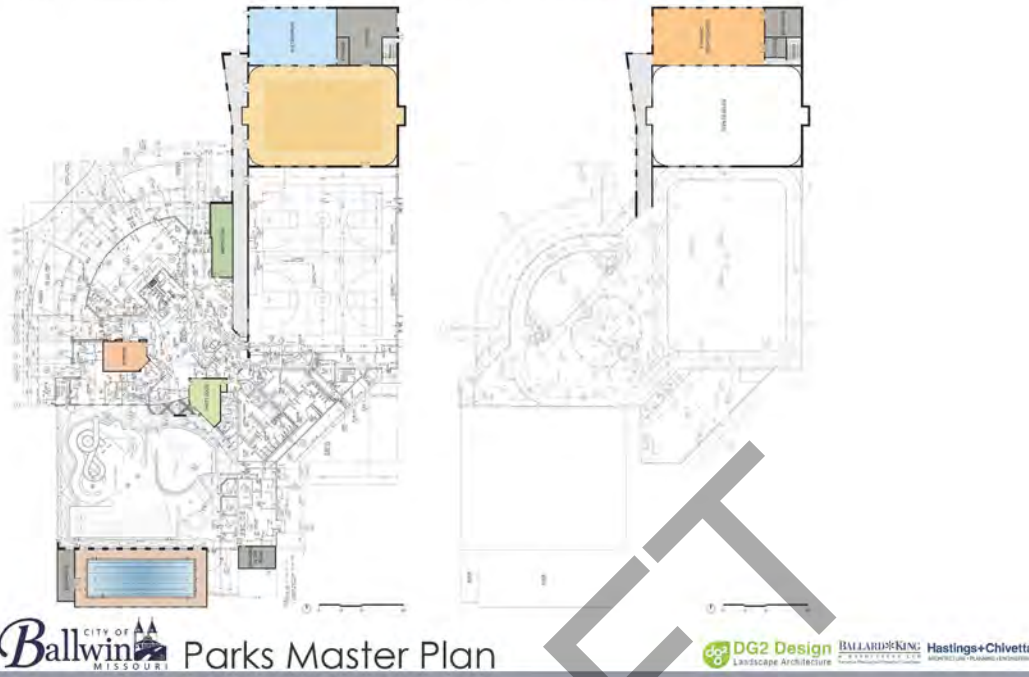
Plaza

Ballwin CITY OF MISSOURI Parks Master Plan

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The Pointe Proposed Improvements

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Ballwin CITY OF MISSOURI Parks Master Plan

dg2 DG2 Design Landscape Architecture BALLARINPARKIN BALLARINPARKIN Hastings+Chivetta ARCHITECTURE PLANNING ENGINEERING

New Ballwin Park Proposed Improvements

Please write your comments on a post-it, and attach it to the board!



- Sustainable parking lot
 - One-way vehicular flow
 - Realign walkway
 - New playground
 - New sign
 - Re-stripe multi-use court
 - Update restroom
 - Lake edge treatment
 - Lakeside plaza/ deck
 - Native understory
- * Recommend masterplan



Ballwin CITY OF MISSOURI Parks Master Plan

dg2 DG2 Design Landscape Architecture BALLARINPARKIN BALLARINPARKIN Hastings+Chivetta ARCHITECTURE PLANNING ENGINEERING

Ferris Park Proposed Improvements

Please write your comments on a post-it, and attach it to the board!



Multi-Use Court



Sustainable Parking Lot



Woodland Trail

- Update park access
- Trail
- Update park signage/ entry
- New bridge/ crossing
- Stormwater feature
- Pedestrian bridge(2)
- Improve accessible parking
- Pedestrian access to playground
- Sustainable parking lot
- Pickleball/ multi-use court
- Enhance field
- Creek bank stabilization/ deck overlook
- Trail signage

Ballwin CITY OF MISSOURI Parks Master Plan

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11/27/2018

Thank You.

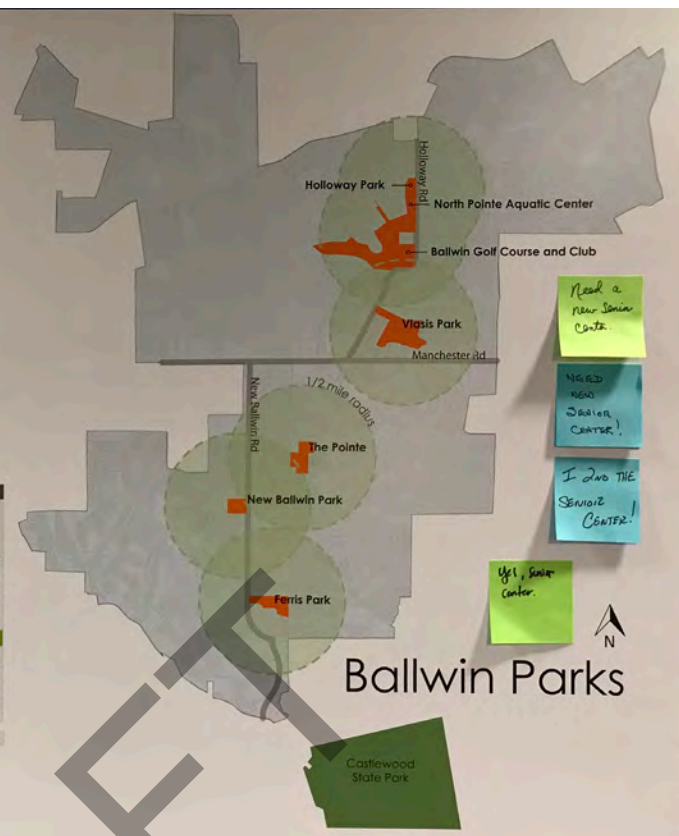


Hastings+Chivetta
ARCHITECTURE • PLANNING • ENGINEERING

dg2 **DG2 Design**
Landscape Architecture

FACILITIES	Recreation Amenities		Amenities	
	•	••	•	••
North Pointe Family Aquatic Center	••	•	••	•
Ballwin Golf Club	••	•	••	•
Ballwin Golf Course	••	•	••	•
The Pointe Recreation Center	••	•	••	•

PARKS	Address	Acre	Recreation Amenities		Site Amenities	
			•	••	•	••
Holloway Park	335 Holloway Road	2.6	••	•	•	•
Vlasis Park	Ketra Mill Road	31	•	•	•	•
The Pointe at Ballwin Common	#1 Ballwin Commons Circle	12.8	••	•	•	•
New Ballwin Park	329 New Ballwin Road	7	••	•	•	•
Ferris Park	500 New Ballwin Road	12	••	•	•	•



Need a new Senior Center!

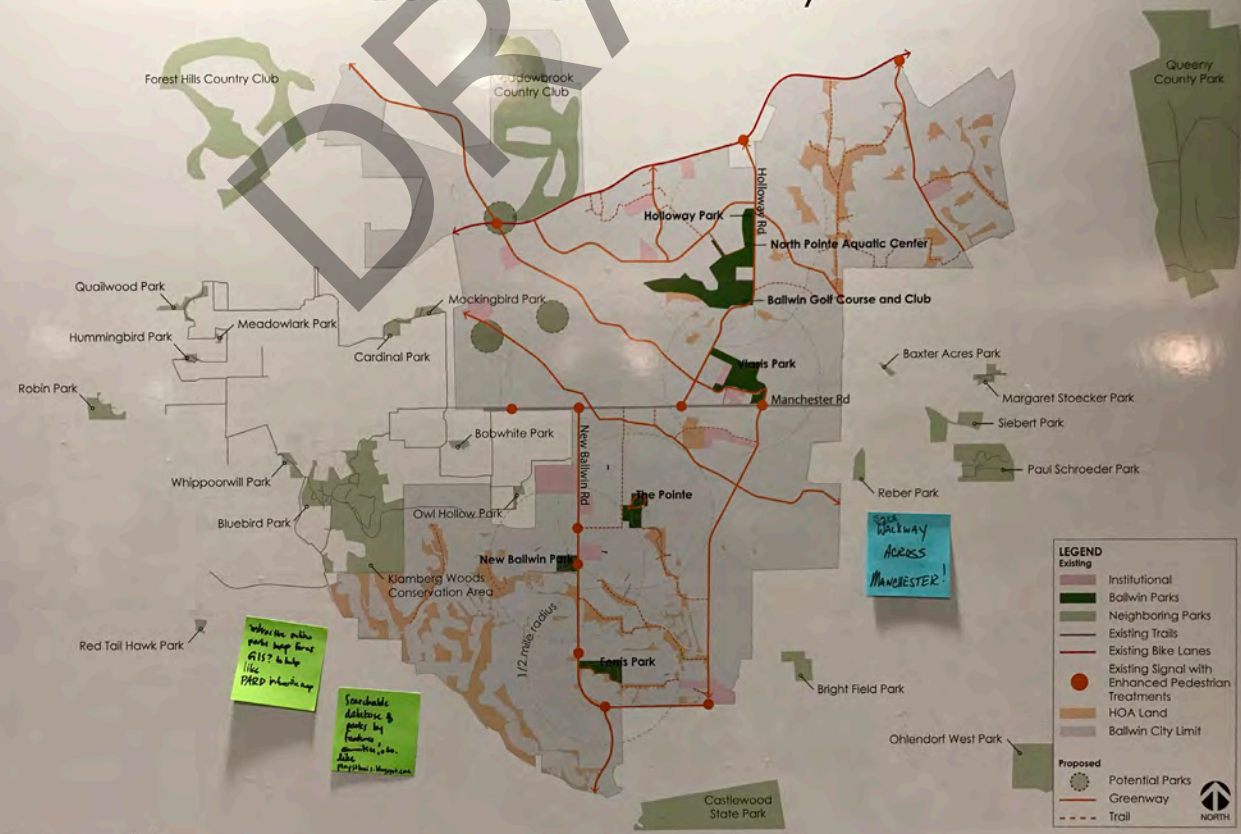
NEED NEW Senior Center!

I Love THE Senior Center!

Yes! Senior Center.

Ballwin Parks Master Plan
Ballwin Connectivity

dg2 DG2 Design BALLARD* KING Hastings+Chivetta



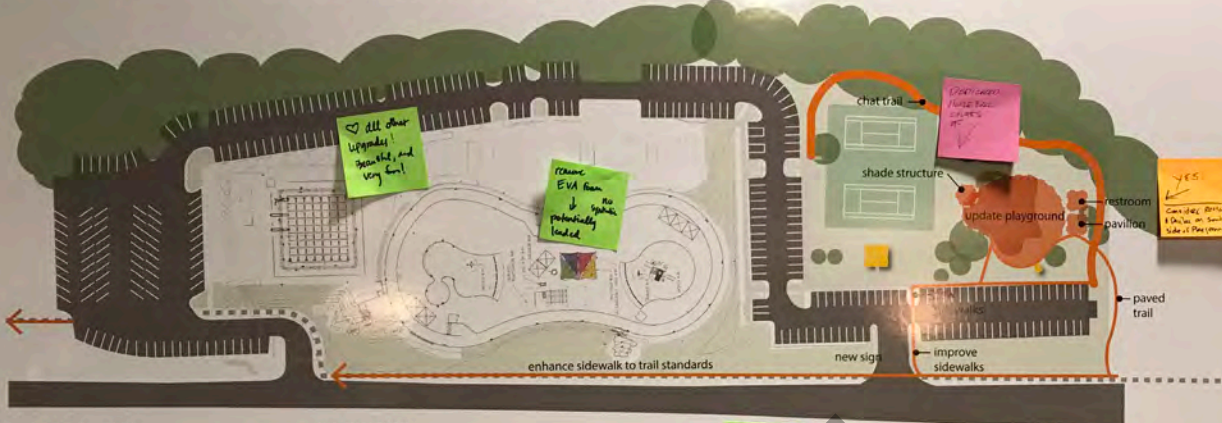
Transfer the main park loop from #15? to help like PARK connectivity

Searchable database of parks by location, acreage, amenities, etc.

See Ballwin Access Manchester!

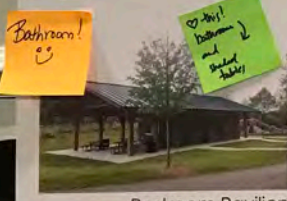
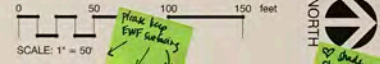
Holloway Park & North Pointe Aquatic Center Proposed Improvements

Please write your comments on a post-it, and attach it to the board!



- New sidewalks
- Chat trail
- Update playground
- Shade structure

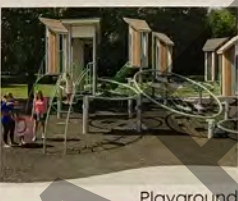
- New sign
- Restroom
- Pavilion



Restroom Pavilion



Limestone Chat Trail



Playground



Playground



Shade Structure

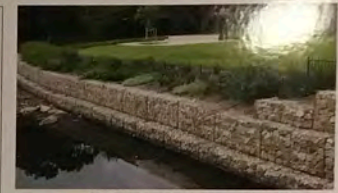
Ballwin CITY OF MISSOURI Parks Master Plan

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Golf Course Proposed Improvements

Please write your comments on a post-it, and attach it to the board!

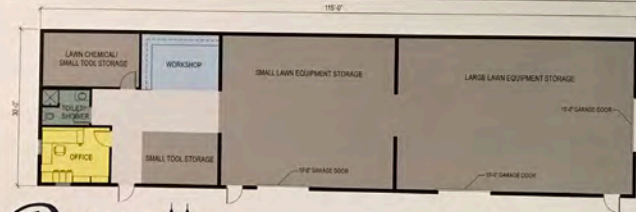
- Repair pathways
- Gabion bank stabilization
- Native area
- Screening
- New sign
- Enhance sidewalks
- Enhance crosswalk
- Replace maintenance facility



Gabion Creek Stabilization



Native Area



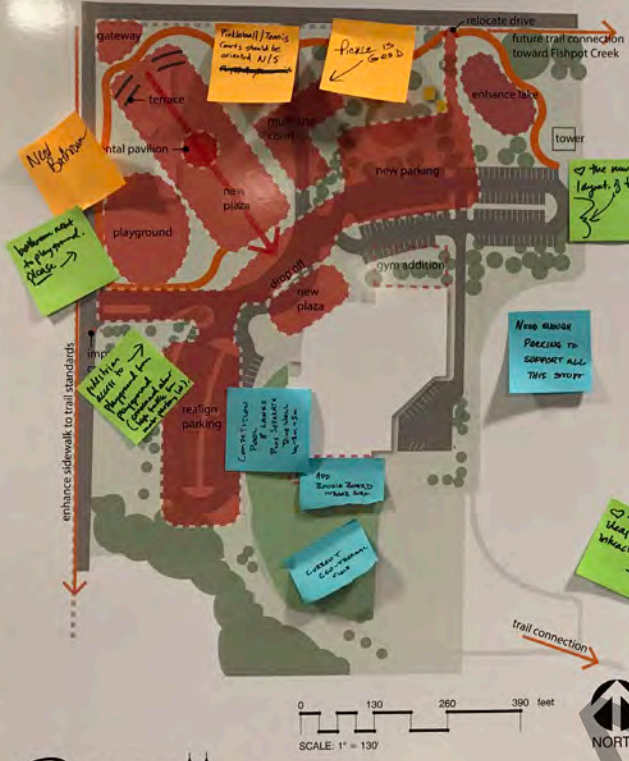
Maintenance Facility Floor Plan Scale: NTS

Ballwin CITY OF MISSOURI Parks Master Plan

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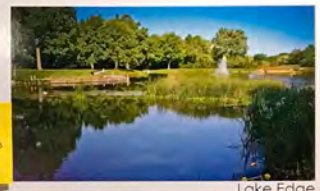
The Pointe Proposed Improvements

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- Trail
- Multi-use court
- New plaza
- Bocce courts and pavilion
- Terrace
- Gateway
- Playground
- New parking
- Realign parking
- New sign
- Improve crosswalk
- Drop off area

* Recommend master plan



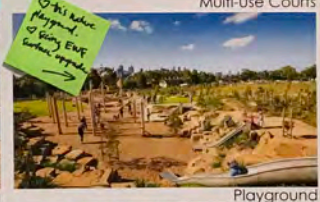
Lake Edge



Multi-Use Courts



Walkway Plaza



Playground



Plaza

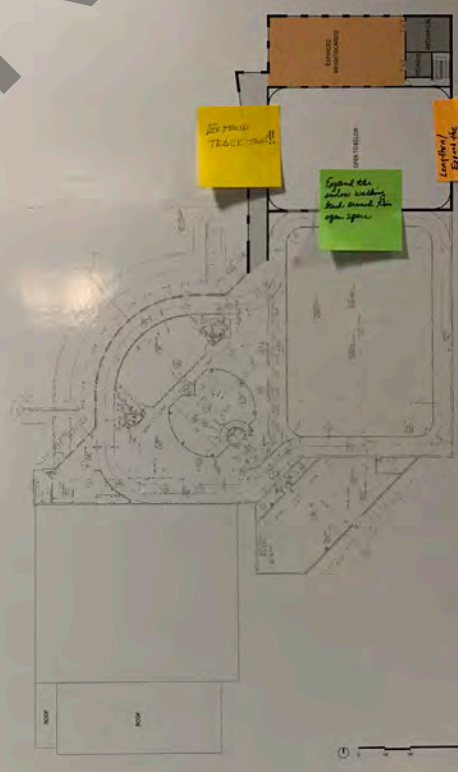


Plaza

CITY OF BALLWIN **Ballwin Parks Master Plan** DG2 Design BALLARD+KING Hastings+Chivetta

The Pointe Proposed Improvements

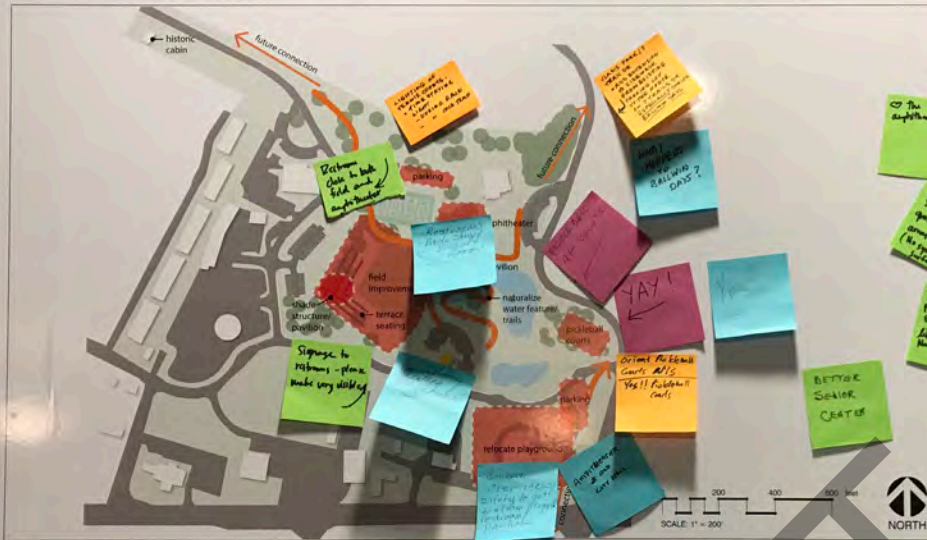
Please write your comments on a post-it, and attach it to the board!



CITY OF BALLWIN DG2 Design BALLARD+KING Hastings+Chivetta

Vlasis Park Proposed Improvements

Please write your comments on a post-it, and attach it to the board!



Amphitheater



Playground



Greenway



Field Improvements



Sculptures

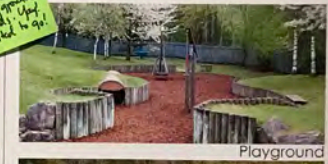
- Playground removal
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- Additional parking
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- Amphitheater
- Trails
- Rental pavilion
- Pickleball courts
- * Recommend masterplan

Ballwin CITY OF **Parks Master Plan**

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Landscape Architecture ARCHITECTURE LLP ARCHITECTURE PLANNING ENGINEERING

New Ballwin Park Proposed Improvements

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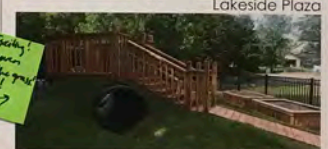
Playground



Playground



Lakeside Plaza



Playground



Sustainable Parking Lot

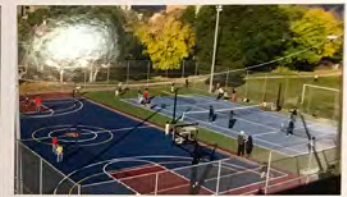
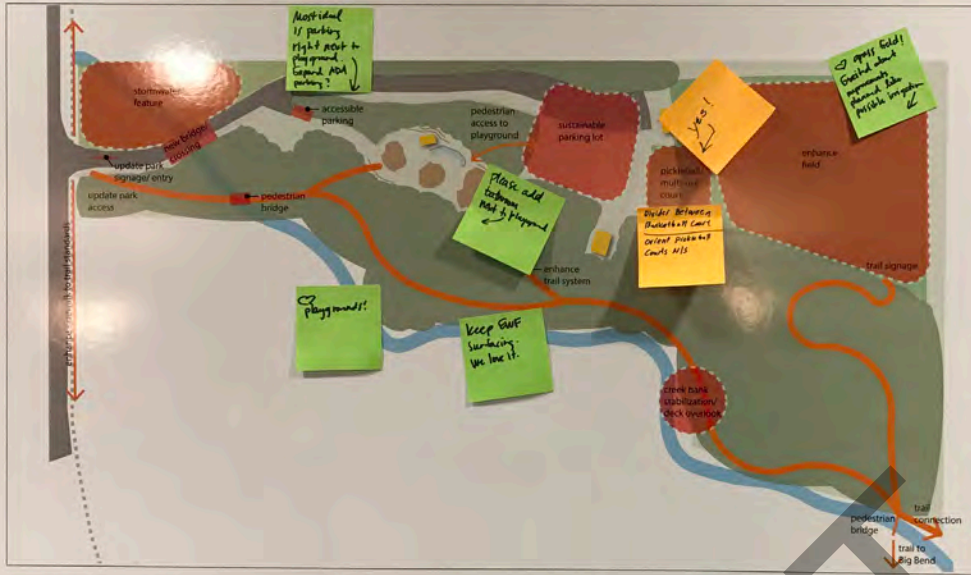
- Sustainable parking lot
- One-way vehicular flow
- Realign walkway
- New playground
- New sign
- Re-stripe multi-use court
- Update restroom
- Lake edge treatment
- Lakeside plaza/ deck
- Native understory
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Ballwin CITY OF **Parks Master Plan**

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Landscape Architecture ARCHITECTURE LLP ARCHITECTURE PLANNING ENGINEERING

Ferris Park Proposed Improvements

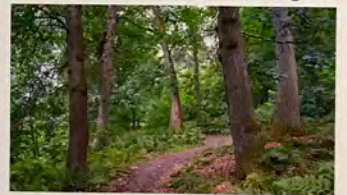
Please write your comments on a post-it, and attach it to the board!



Multi-Use Court



Sustainable Parking Lot



Woodland Trail

- Update park access
- Trail
- Update park signage/ entry
- New bridge/ crossing
- Stormwater feature
- Pedestrian bridge(2)
- Improve accessible parking
- Pedestrian access to playground
- Sustainable parking lot
- Pickleball/ multi-use court
- Enhance field
- Creek bank stabilization/ deck overlook
- Trail signage



Parks Master Plan

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Ballwin Parks Master Plan

Public Meeting #2: 11/27/18
Ballwin Golf Club

Sign-in Sheet

Name	Ballwin Resident? Yes or No	Address	Email Address for Future Updates
MARIE CLARK	Yes	235-A SOLON DR. 63021	marie.c@att.net
JEROME STEUDEMAN	YES	128 TIMKA DR 63011	staudemans@aol.com
Mary Sturm	yes	240 Old Ballwin Rd 63021	msturm@snet.net
Paul Battis	YES	406 COUNTRY CLUB DR. 63011	paul.battis@gmail.com
Hedy Boon	no	16051 Canterbury Estates 63021	Kdbhcb@gmail.com
Math Struempfl	no	1227 Cold Spring Dr 63368	mastruempfl@gmail.com
Olivia Picky	Yes		
James Isard	no		
Jill Schilling	Y/N	504 Leroy Dr Ballwin Mo 63011	jillmschilling@gmail.com
DAT McDERMOTT	yes	EAST SKYLINE	denstigar@yahoo.com
Denny Garner	yes	400 Algonyway Drive	denstigar@yahoo.com
GANNY HALLORAN	YES	623 N. HAWK PL.	halloranstg@att.net
Alison Scovard	Yes	270 OAK PASS Ct -	na-scovard@gmail.com
Elise Fernster	yes	308 Fox den Dr	
Tom Ratzki	Yes	923 Castle Aves Dr	ratzkitj@gmail.com
Tom McRREIL	NO	17 MOREHEAD ST VALLEY PARK	MAJORBIKES@YAHOO.COM
Dave Baker	NO	1530 Apple Way Ca	davebaker@att.net
Linda Bruvel	NO	619 Forest Lake	blu_bruv@att.net
KEN VELTEN	YES	349 DAVID HARRISON	kennethvelten@gmail.com
Jay Wonschlaeger	NO	642 ARBOR HAVEN DR	jwksu@att.net
J C HAGAN	YES	209 COOL MOUNTAINS	J.C.HAGAN@CHARACTER.NET
Alderman Michael Finley	Yes	50 Roland Ave.	mfinley@ballwinmo.us
Ross Bullington	Yes	530 BLAZEDWOOD	Rbullington@Ballwin.MO.US