PARKS MASTER PLAN STUDY

city of joplin, mo

NO. 2020-RFP-06

PROPOSAL BY

landworks STUDIO

August 21st, 2020



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Cover **Letter**

City of Joplin
Mr. Paul Bloomberg
Director of Parks and Recreation
3301 West 1st Street
Joplin, Missouri 64801

August 21st, 2020

Dear Mr. Bloomberg and Review Committee:

We appreciate the opportunity to submit our qualifications for this significant and meaningful project for the City of Joplin. Landworks Studio has assembled the most qualified team to deliver a master plan for Joplin Parks and Recreation; one that will communicate your community's vision through actionable and implementable recommendations. Landworks Studio is presently working in Joplin on the Ewert Pool Study and other members of the team, SFS Architecture and Ballard*King, are currently working on the Memorial Hall Study. Our team will be able to effectively incorporate the vision from those studies into a unified Parks Master Plan Study. Proper planning will ensure that Joplin continues to serve the needs of its growing and diverse population for the next 10 years and beyond. Your willingness to leverage sales tax dollars to fund community improvements shows your City's commitment to well-planned infrastructure. Our team supports that initiative and are prepared to help your City achieve it.

Experience

+ Landworks Studio has 20 years of experience and has completed over 250 projects throughout the Midwest in just the last 10 years.
+ Our team is uniquely qualified for this project due to our experience and knowledge in master planning efforts, our current work with the City of Joplin, and our familiarity and past experience with our teammates. This same team is currently working on a Parks and Recreation Master Plan in Maryville, Missouri.

Approach/Philosophy

+ We are a team of creative and practical thinkers that has successfully developed master plans that reflect our clients goals and priorities, as well as shape communities far into the future.
+ We have the vision and experience to create the best and most innovative solutions for the City.

Collaboration

+ Many members of our team began their careers in the parks and recreation sector and we relish the opportunity to work with you and your staff to solve problems and bring improvements to you citizens.
+ We've crafted a fun and engaging public engagement strategy that will provide citizens and City staff the opportunity to determine and communicate their values and priorities.

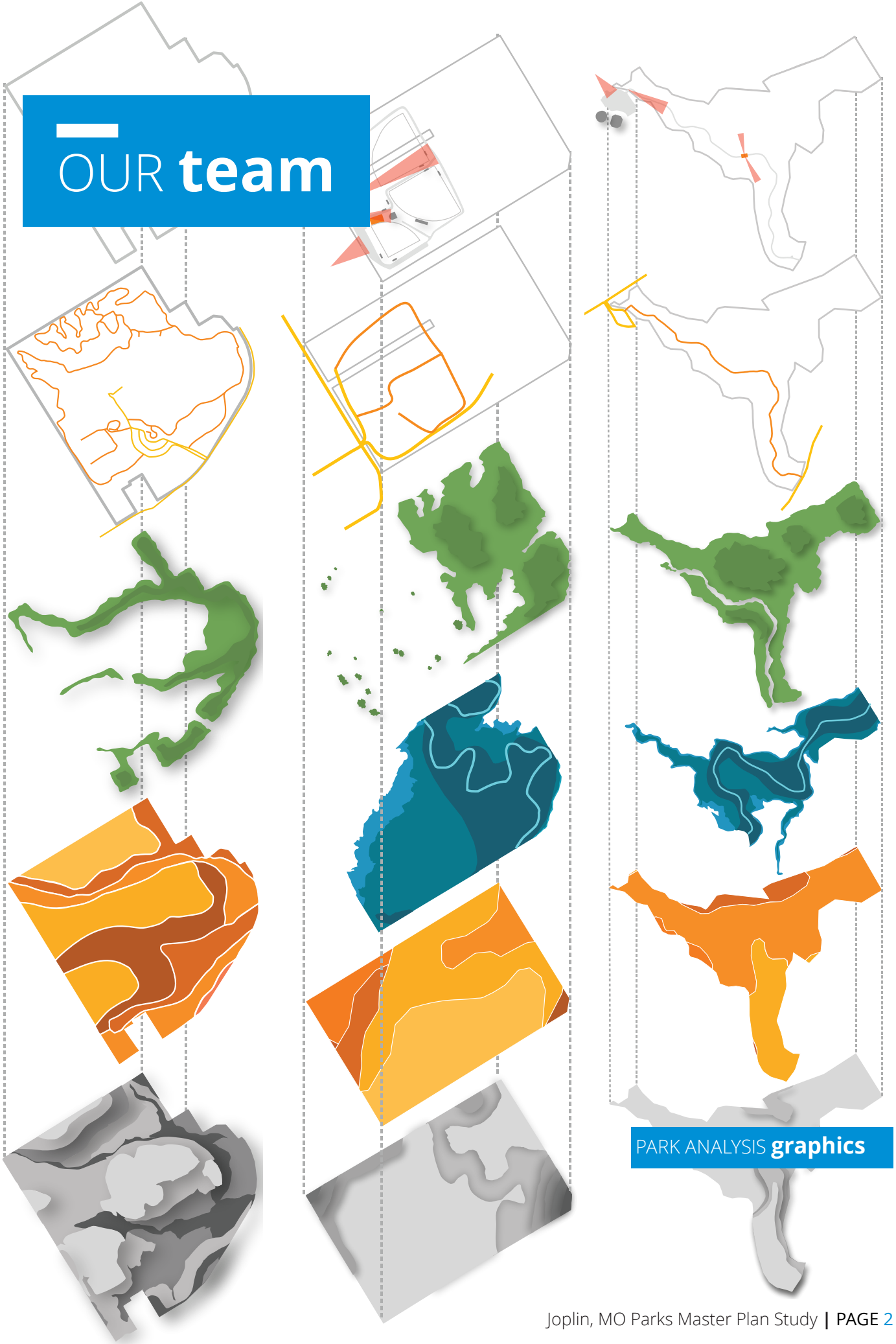
This is an important endeavor for your City and we recognize the potential for how an exemplary planning effort can energize and advance a community, can provide valuable information, and can leverage future funding and make prudent use of the currently available resources. We appreciate all the time you've taken and we look forward to hearing from you!

Sincerely,

landworks STUDIO
102 South Cherry Street
Olathe, Kansas 66061
brian@landworksstudio.com
913.780.6707

BRIAN W. C. STURM
senior landscape architect

OUR **team**



PARK ANALYSIS **graphics**



Passionately creating timeless experiences that engage, elevate and inspire.

Established in the fall of 2000, our creative and inspired team strives to create memorable places enjoyed by all people. With every line we draw, we aim to enhance the everyday, creating places where people enjoy spending time. Award-winning leaders at Landworks Studio are involved every step of the way to ensure your success.

As a landscape architecture and planning firm, we see each project as an opportunity to bridge the goals of our clients to the needs of those who live in the community. We understand that every project and client is unique, but fundamentally our goals to elevate the users' experience and provide opportunities for lasting memories are always present.

PROJECT EXPERTISE INCLUDES

- Parks Master Planning
- Parks and Recreation Master Planning
- Inclusive Public Engagement
- Community Planning
- Transportation + Streetscapes
- BMP & Sustainability
- Signage + Wayfinding
- Strategic Planning
- Branding
- Commercial + Mixed Use
- Multi-Family

firm discipline | Landscape Architecture + Planning
established | 2000
address | 102 S. Cherry St - Olathe, KS 66061
phone | 913.780.6707
web| www.landworksstudio.com
certifications | WBE, DBE, PLA, ENV-SP, LEED
awards | Received 10 awards since 2015

Contact Email
brian@landworksstudio.com

Licensed in:
Missouri, Kansas, Nebraska, Iowa

Incorporated in:
Kansas, USA

Ownership Type:
Whole/Single Ownership, LLC

> Landworks Studio excels at making **meaningful connections** with their clients and the communities in which they work in ways not typically seen in the private sector. The staff at Landworks Studio shares the values of **community-centered design,** encouraging meaningful public dialogue and truly listening to the needs of the client. The staff cares about **high quality**, yet with the focus always remaining on being **accessible**, listening to the client and being a **partner** in every sense of the word.
>
> **David D. Toland,**
> **Secretary of Commerce, State of Kansas**
> **Landworks Project: Vision Iola Community Wide Master Plan**



BALLARD king

Let's help you move forward!

Ballard*King & Associates Ltd. (B*K), a Colorado corporation, was established in 1992 by Ken Ballard and Jeff King in response to the need for market-driven and reality-based planning for parks and recreation agencies. B*K has achieved over 28 years of success by realizing that each client's needs are specific and unique. With over 70 combined years of recreation planning experience in the public, non-profit, collegiate, and private sector, our consulting firm has completed over 700 recreation facility projects in 50 states.

B*K forms a consulting team that provides a variety of pre- and post-design services for clients who are considering the development of a sports, recreation, aquatic, park, or wellness facility. From pinpointing specifics to broad visions, B*K provides services to ensure the long-term success of your project. B*K has built our reputation on telling clients what they need to hear to make sound decisions.

Specific to master planning, B*K completes demographic analysis and overlays participation rates, analyze management structures, provide funding analysis, program analysis, assist with the citizen input process and survey development, provide benchmarking recommendations, and work with clients to review and refine department's visions and goals.

B*K offers a broad range of services that can be integrated into a design team or contracted independently. All our services fall into four categories: master plans, feasibility studies, operational assessments, and short-term management solutions. Within each category there are many subsets of areas where B*K can assist clients.

By bringing practical, proven experience to a project we can accurately represent the client's best interests. B*K has a keen awareness of the impact a master plan, aquatics, sports, or recreational facility has on a community and subsequently the entity that operates it. Thanks to our extensive field experience, we can provide assistance with practical tools, an uncommon ability to see the overlooked and view your project from a wealth of expertise and knowledge.

Teamwork is a core aspect of our firm. We work together ensuring all clients are receiving the wealth of knowledge our B*K team brings. The success of any project begins with an integrated, mutually valued approach to the individual needs and goals of each client. Thus, we team with you and for you. First and foremost to B*K is our reputation of being a company of strong ethical character. Our top concern is our client's best interests and our approach is always honest and down-to-earth. We aim to help each client see the full potential of their project by providing trustworthy services to achieve their goal.

firm discipline | Recreation Facility Planning and Operations

years operating | 28

address | 2743 E. Ravenhill Circle, Highlands Ranch, CO 80126

phone | 303.470-.661

web| www.ballardking.com

BALLARD*KING & ASSOCIATES LTD
Recreation Planning and Operations Consultants



SFS architecture

Driven by Connections

At SFS Architecture, we enrich communities through meaningful collaborations and purposeful design. Design is what we do; it's what we love. And what we love most is design that is dynamic and sustainable, enduring and enriching — design that builds relationships between people, their communities and the larger environment.

For nearly 50 years, our client-focused process has resulted in architecture that connects beauty with function and our clients' vision with reality. Each project begins and ends with discovery: of an organization's unique needs; of a community's character and aspirations; of the details that spark the "big idea" behind each design.

Successful projects begin with strong relationships. We engage our clients in a collaborative dialogue throughout the process. We exchange ideas, share expertise and – above all – we listen.

Year of Inception and History

Since the firm's inception in 1973, we have utilized a rigorous approach to achieve our clients' goals. SFS has successfully managed projects for the public sector and routinely works with communities throughout the Midwest on community development projects. We have completed numerous projects throughout Missouri and southeast Kansas, and are familiar with the environmental, physical and geological conditions of the area, the construction market and other factors that could influence site development, building design and construction strategies.

SFS is currently leading a team working with the Joplin community to study the future reuse of Memorial Hall.

firm discipline | Architecture
years operating | 47
address | 2100 Central St, Kansas City, MO 64108
phone | 816.474.1397
web| www.sfsarch.com

SIMILAR projects

+ Memorial Hall Feasibility Study
  Joplin, MO
+ Blue Springs Parks Master Plan
  Blue Springs, MO
+ Merriam Parks and Recreation Facilities Master Plan
  Merriam, KS
+ Maryville Parks Master Plan
  Maryville, MO
+ Marshall Parks and Recreation Master Plan Update
  Marshall, MO
+ Belton Recreational Facility Master Plan
  Belton, MO
+ Oak Grove Recreational Facilities Planning
  Oak Grove, MO
+ Blue Springs Community Center Feasibility Study
  Blue Springs, MO
+ Northland Community Center Feasibility Study
  Kansas City, MO
+ Lenexa Community Center/Senior Center Planning Study
  Lenexa, KS
+ Civic Center Feasibility Study
  Raymore, MO

sfsarchitecture



ETC
institute

Firm Overview

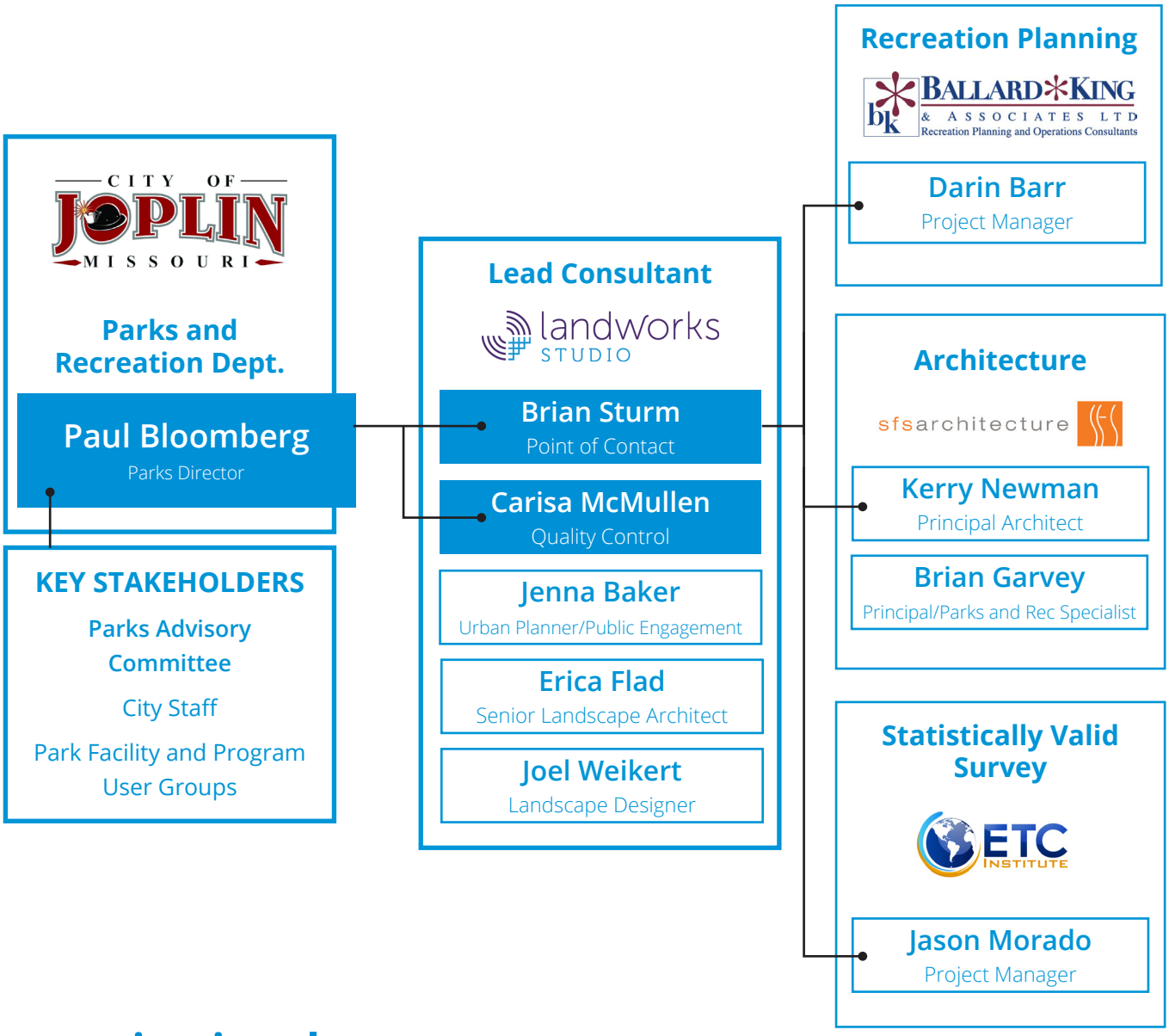
ETC Institute is a market research firm that specializes in the design and administration of market research for governmental organizations. Our major areas of emphasis include citizen satisfaction surveys, parks and recreation surveys, community planning surveys, business surveys, transportation surveys, employee surveys, voter opinion surveys, focus groups, and stakeholder interviews. Since 1982, ETC Institute has completed research projects for organizations in 49 states. ETC Institute has designed and administered more than 3,500 statistically valid surveys and our team of professional researchers has moderated more than 1,000 focus groups and 2,000 stakeholder meetings. During the past ten years alone, ETC Institute has administered surveys in more than 1,000 cities and counties across the United States. ETC Institute has conducted research for more major U.S. cities and counties than any other firm.

Our Research is Implementation Oriented: Clients do not usually hire ETC Institute just to gather data. They use our services because they know we are focused on helping them achieve their short and long-range objectives. A good measurement of our ability to help our clients implement their goals and objectives involves the values of new projects that have been funded as a result of our work. During the past five years, the results of our market research have led to more than $3 billion in new funding for state, municipal and county governments as well as numerous nonprofit organizations. Projects that have been funded include a wide range of transportation improvements, community redevelopment projects, improvements to schools and health care institutions, water and electrical utility improvements, tourism attractions, neighborhood improvements, downtown revitalization projects, open space acquisition and park improvements, and the development of numerous specialized leisure facilities such as community centers, aquatic centers, and sports facilities. Our ability to help our clients integrate survey research with community planning decisions helps our clients maximize the value of their investment in our services.

Our Research Helps Leaders Balance the Needs of the Public with Special Interest Groups. Special interest groups often dominate local-decision making processes because they actively participate in community meetings and share their ideas with local officials. While input from special interest groups is important, the needs of the public can be overlooked if community leaders only have input from well organized groups and community activists. ETC Institute's surveys are designed to ensure the needs of the entire community are represented.

firm discipline | Market Research and Surveys
years operating | 38
address | 725 W. Frontier Circle, Olathe, KS 66061
phone | 913.254.4514
web| www.etcinstitute.com

ORGANIZATIONAL **chart**



organizational structure

Landworks Studio

65% of Work Efforts

Landworks Studio will steer this ship throughout the master plan process and serve as the direct point of contact for City of Joplin staff. They will lead all public and internal engagement efforts, as well as drive the creative vision for the park system as a whole for the final plan. Their leadership and experience will provide your department with the guidance it seeks.

Ballard King

15% of Work Efforts

Ballard King is a recreation consulting firm with broad national experience, as well as local while working on the Memorial Hall project with SFS. They will lead the assessment and analysis of park and recreation programming, staffing, internal operations, budget, and future recommendations.

SFS Architecture

10% of Work Efforts

SFS Architecture is a firm with which Landworks Studio has a great working relationship. They have been involved with parks and recreation projects across the Midwest, including the Memorial Hall project in Joplin. They will assist Landworks Studio in the assessment of all of the facilities and built structures in the Joplin park system.

ETC Institute

10% of Work Efforts

ETC Institute is a nationally recognized market-driven research firm which consults for governmental agencies across the country. We have selected them to develop and administer the statistically-valid community survey as part of this master planning process.

FIRM **references**

CLIENT **references**	PROJECT **manager**	TEAM **partnerships**
Jeff Stubblefield City of Maryville, Missouri Parks and Recreation Director Maryville, MO Parks and Recreation Master Plan Marshall, MO Parks and Recreation Master Plan Phone | 660.562.2923 jstubb@maryvilleparks.org	**Original/Final:** **Carisa McMullen** Landworks Studio	*with Landworks Studio, SFS, Ballard King*
Cliff Middleton Johnson County Park and Recreation District Planning and Development Manager Meadowbrook Park Master Plan and Improvements Phone | 913.826.3425 cliff.middleton@jocogov.org	**Original/Final:** **Carisa McMullen** Landworks Studio	*with Landworks Studio, SFS*
Jason Crum City of Lansing, Kansas Parks and Recreation Director Parks and Recreation Master Plan Phone | 913.727.2960 jcrum@lansing.ks.us	**Original:** **Shannon Gordon** **Final:** **Jenna Baker** Landworks Studio	*with Landworks Studio*
Melinda Harger City of Lawrence, Kansas Assistant Director of Municipal Services and Operations Lawrence Police Headquarters and Park Master Plan Phone | 785.832.7880 mharger@lawrenceks.org	**Original/Final:** **Brian Sturm** Landworks Studio	*with Landworks Studio*

FIRM **references**

CLIENT
references for SFS Architecture

Brian Garvey - Project Manager for all listed projects

Brad Clay
City of Olathe, Kansas
Deputy Director of Parks and Recreation

Lake Olathe Park Master Plan and Phase 1 Improvements; Olathe Community Center at Stagecoach Park

Phone | 913.971.8618
bclay@olatheks.org

Jeff Stewart
Johnson County Parks and Recreation District
Executive Director

Meadowbrook Park and Activity Center
with Landworks Studio

Phone | 913.826.3409
jeff.stewart@jocogov.org

Craig Feldt
City of O'Fallon, Missouri
Recreation Superintendent

New Civic Center, Park Improvements and Aquatics Center Expansion
with Ballard King

Phone | 636.474.8101
cfeldt@ofallon.mo.us

CLIENT
references for Ballard*King

Darin Barr - Project Manager for all listed projects

Mark Gallagher
City of Waterloo, Iowa
Recreation Services Manager

Cedar Valley SportsPlex

Phone | 319-291-0165
mark.gallagher@waterloo-ia.org

Neil Holman
City of Shawnee, Kansas
Parks and Recreation Director

Feasibility study for a new recreation center

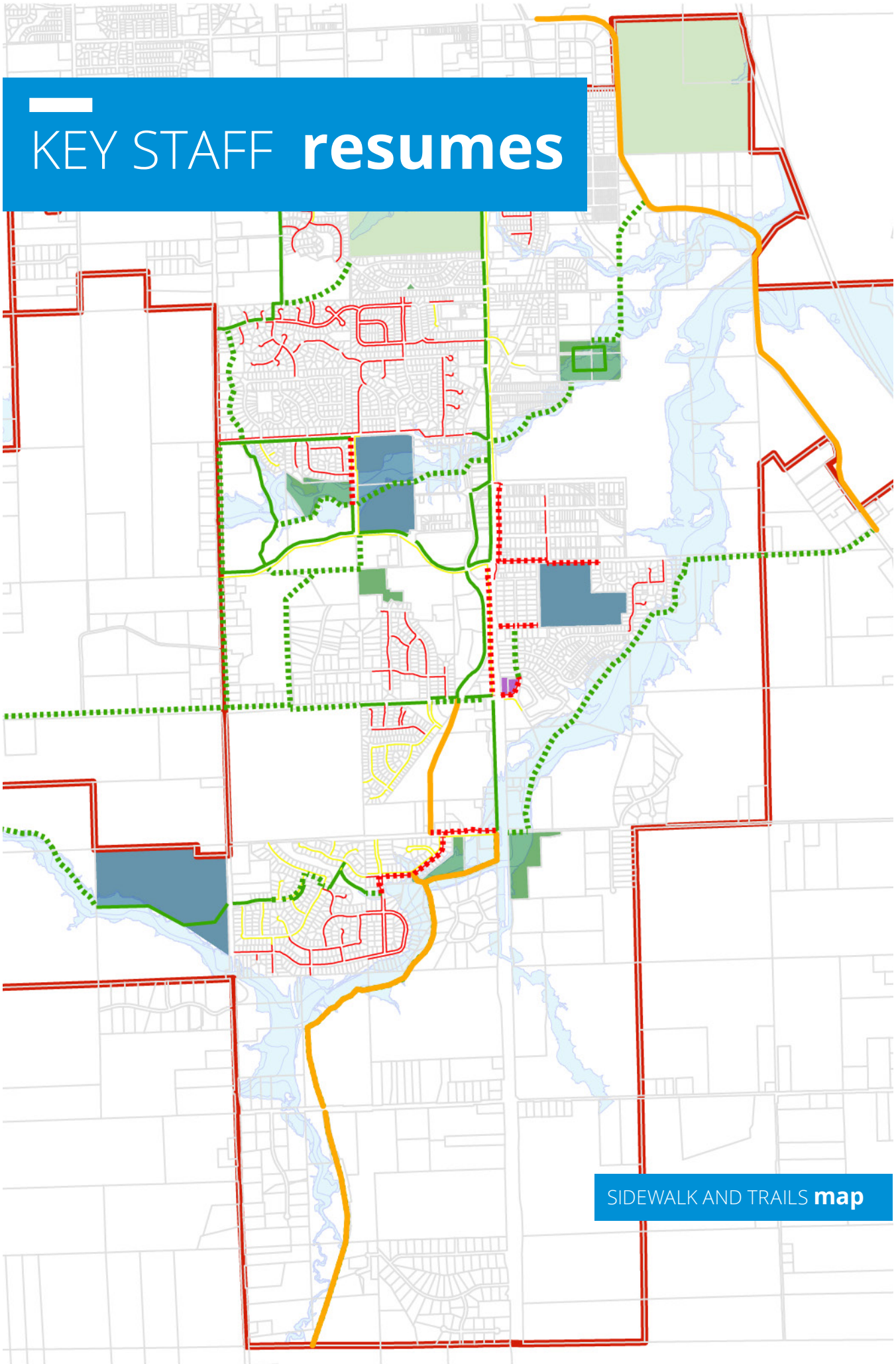
Phone | 913-631-5200
nholman@cityofshawnee.org

Jack Wardell
City of Carroll, Iowa
Director of Parks and Recreation

Business plan for expanded community center

Phone | 712-792-1000
jwardell@cityofcarroll.com

KEY STAFF **resumes**



SIDEWALK AND TRAILS **map**



EXPERIENCE | 15 Years

education

MASTERS OF LANDSCAPE ARCHITECTURE
UNIVERSITY OF GEORGIA, 2005

BACHELOR OF ARTS IN HISTORY
UNIVERSITY OF NORTH CAROLINA, 2000

PLA | Kansas

affiliations

LEED | Accreditation| 2008

CLARB | Certification | 2008

PGASLA | Member | 2006

awards

CELA | Outstanding Student Paper | 2005

ASLA | National Honor Award | 2005

BRIAN STURM, PLA, ASLA, LEED AP

point of contact

Brian's background in urban American history coupled with his more than a decade of experience in community planning, site analysis and landscape design make him an invaluable player on any project team. Brian seeks out the stories being told by our landscapes and develops designs which bring them boldly forward for the public to enjoy. With extensive professional experience, his work includes: master planning for residential, senior living and mixed-use communities, parks and trail design, monument design, and planting plans to meet city ordinances to gain necessary permits. While his final designs ultimately specify materials such as pavement, pipes, and plants, it is people which are his favorite element in the landscape and which inspire his work.

relevant projects

+ Parks and Recreation Master Plan
Maryville, MO

+ Parks and Recreation Master Plan
Lansing, KS

+ Parks and Recreation Master Plan
Bonner Springs, KS

+ Family Park Master Plan
Shawnee County, KS

+ Pleasant Lea Park Master Plan
Lee's Summit, MO

+ Police Headquarters and Park Master Plan
Lawrence, KS

+ Delmar and Fontana Stormwater Improvements
Prairie Village, KS

+ Meadowbrook Park Master Plan, Design and CDs
Prairie Village, KS

+ Community Park Master Plan
Jefferson City, MO

+ Hyde Park Master Plan
St Joseph, MO

+ Wichita Aquatics Master Plan
Wichita, KS

landworks STUDIO



CARISA MCMULLEN, PLA, ENV-SP
principal

Carisa is the principal of Landworks Studio. Her past positions in both the municipal and private sectors helped to shape her career prior to launching Landworks Studio in 2000. Carisa understands the importance of listening to clients to ensure designs meet the needs of the project and exceed expectations. While bringing an approach steeped in Midwestern sensibility is how she operates, providing engaging and comfortable outdoor places for everyone is what motivates her. Carisa appreciates the variety of viewpoints clients, stakeholders and the public bring to every project and enjoys facilitating these opportunities early in every project. When creating legacy projects, Carisa believes early engagement and strong design leadership throughout the project is the key to success.

EXPERIENCE | 27 Years

education

BACHELORS OF LANDSCAPE ARCHITECTURE
KANSAS STATE UNIVERSITY, 1993

PLA | Kansas, Missouri, Nebraska, Iowa

affiliations

CLARB | National #1015

CLARB | International Committee on Nominations 2017-2020

PUBLIC ART ADV. BOARD | Olathe 2015

PUBLIC ART COMMITTEE | Olathe 2017-2020

ENV SP | Inst. For Sustainable Infrast.

ECA | Vice-Chair of the Board

ENVISION OLATHE | Steering Committee | 2017

DOBA | Founding Member | 2017

SBA REGULATORY FAIRNESS BOARD | 2010-2017

KSBTP | 2015 - 2019, Secretary, 2018-19

APWA | Kansas City Chapter

PGASLA | Vice President | 2000

PGASLA | Exec. Committee | 2002

relevant projects

+ Parks and Recreation Master Plan
Maryville, MO

+ Parks, Recreation and Forestry Master Plan
Jefferson City, MO

+ Vision Iola Community Master Plan
Iola, KS

+ Parks and Recreation Master Plan
Edgerton, KS

+ Parks and Recreation Master Plan
El Dorado, KS

+ Parks and Recreation Master Plan
Lindsborg, KS

+ County Square Master Plan
Olathe, KS

+ Pleasant Lea Park Master Plan
Lee's Summit, MO

+ Meadowbrook Park Master Plan, Design and CDs
Prairie Village, KS

+ Gordy Park Master Plan
El Dorado, KS

+ Manor Park
Olathe, KS

+ KU West Stormwater Management
Lawrence, KS

landworks STUDIO



EXPERIENCE | 2 Years

education

BACHLOR OF ARTS IN URBAN PLANNING + DESIGN
UNIVERSITY OF MISSOURI- KANSAS CITY, 2019

affiliations

APA | Member| Missouri Chapter | 2014

KCAPA | Member

ULI | Member | Kansas City Chapter| 2020

awards

APA | Outstanding Student Project Award | Visions for the Westside | 2019

JC NICHOLS FOUNDATION | 1st Place Student Prize | 2018

SUROP| Research Grant | Portland, OR's Rainwater Mitigation Systems | 2018

ROCKHURST UNIVERSITY | Finucane Service Award | 2014

MIT | Inventeam Grant | 2013

JENNA BAKER, APA
urban planner

Graduating from the University of Missouri - Kansas City with a Bachelor of Arts in Urban Planning and Design, Jenna adds a valuable point-of-view to our design team. Jenna is a native of Kansas City, Missouri and has spent a lot of time with local community leaders, building her passion for inclusive public engagement and equitable planning + design.

Before joining Landworks Studio, Jenna worked at a local graphic design firm and spent the summer of 2018 in Portland, Oregon studying sustainable design solutions for stormwater management. Her unique perspective and collaborative nature make her an asset to our team.

relevant projects

+ Ewert Pool Study
  Joplin, MO
+ Parks and Recreation Master Plan
  Maryville, MO
+ Parks and Recreation Master Plan
  Lansing, KS
+ Parks and Recreation Master Plan
  Bonner Springs, KS
+ Family Park Master Plan
  Shawnee County, KS
+ Stoneridge Master Plan
  Johnson County, KS
+ County Square Master Plan
  Olathe, KS
+ Downtown Visioning
  Atchison, KS
+ Pleasant Lea Park Master Plan
  Lee's Summit, MO
+ Delmar & Fontana Stormwater Improvements
  Prairie Village, KS

landworks STUDIO



ERICA FLAD, PLA, LEED
senior landscape architect

With more than fourteen years experience working in multi-disciplinary firms and the public sector, Erica has created and developed a variety of public spaces for communities to engage with and enjoy for years to come. She has considerable experience in dealing with all facets of project management, beginning with conceptual design to seeing a project through construction close-out.

Erica's background working in both the private and public sectors, has driven her passion for solving complex design problems and bringing satisfaction to clients by exceeding their expectations with visually attractive landscapes.

EXPERIENCE | 15 Years

education

BACHLOR OF LANDSCAPE ARCHITECTURE
NORTH DAKOTA STATE UNIVERSITY, 2004

PLA | Missouri

affiliations

LEED GREEN ASSOCIATE | 2012
MODOT | LPA Certified | 2019

relevant projects

+ Ewert Pool Study
  Joplin, MO
+ Parks and Recreation Master Plan
  Lansing, KS
+ Stoneridge Master Plan
  Johnson County, KS
+ Cedar Station Park
  Lenexa, KS
+ County Square Master Plan
  Olathe, KS
+ Pleasant Lea Park Master Plan
  Lee's Summit, MO
+ Owens - McCoy House
  Independence, MO
+ Gillham Sprayground*
  Kansas City, MO
+ Omaha Landing Park*
  Omaha, NE
+ South Loop Link Study*
  Kansas City, MO

** Project completed during previous employment*

landworks STUDIO



EXPERIENCE | 2 Years

education

BACHELOR OF LANDSCAPE ARCHITECTURE

IOWA STATE UNIVERSITY, 2019

affiliations

ASLA | Member| 2018

awards

IOWA ASLA | Merit Award | 2019

ANOVA L.A.R.E. Grant| 2020

JOEL WEIKERT, ASLA
landscape designer

Joel is a recent addition to the Landworks Studio team, but by no means a stranger to the office. While studying landscape architecture at Iowa State University, he used a semester away opportunity to intern with Landworks Studio for the majority of 2018. Upon returning to Ames to finish his education, Joel dove heavily into park design, wellness design for aging populations, and horticulture.

Joel is passionate about the opportunities of play coming from our everyday lives. Parks and playgrounds matter, but hints of fun and excitement peppered into our vernacular landscapes are just as important.

relevant projects

+ Parks and Recreation Master Plan
  Lansing, KS
+ Wichita Aquatics Master Plan and Design
  Wichita, KS
+ Johnson County Square Master Plan and Design
  Olathe, KS
+ Family Park Master Plan
  Shawnee County, KS
+ Hyde Park Aquatic Improvements
  St Joseph, MO
+ Community Park
  Jefferson City, MO
+ Pleasant Lea Park Master Plan
  Lee's Summit, MO
+ Kansas City North Community Center Playground
  Kansas City, MO
+ Commercial Street Mall Visioning
  Atchison, KS
+ Kansas City Campus for Animal Care
  Kansas City, MO
+ Cedar Station Park
  Lenexa, KS

landworks STUDIO



EXPERIENCE | 21 Years

education

STATE UNIVERSITY OF NEW YORK, BROCKPORT
MASTERS IN PUBLIC ADMINISTRATION

UNIVERSITY OF MISSOURI
BS PARKS, RECREATION & TOURISM

affiliations

NIRSA

NEW YORK STATE PARKS & RECREATION SOCIETY

MRPA

UNIVERSITY OF MISSOURI | Adjunct Faculty

DARIN BARR
recreation specialist

Darin began his work with Ballard*King & Associates in 2007, prior to joining B*K he worked for 10 years in the recreation field. That in-field experience included work in the municipal, private, and university sectors. During his 13 years with the company he has completed feasibility studies, master plans, operational assessments, and provided management services to client across the country.

Darin is passionate about the parks and recreation industry and enjoys the variety of clients and projects he works with. The master planning process is one that he views as integral to the future success of departments. Not only does it provide direction for an entire department, it gives an agency the opportunity to examine how they currently do business and how that might change in the future. Assisting clients in the master planning process and watching them implement the plan is something Darin finds very fulfilling.

The diversity of Darin's experiences has shaped his unique perspective on programs, facilities, staffing, budgeting, and the operations of parks and recreation departments. Darin's honest approach, attention to detail, and depth of knowledge give client's comprehensive insight to help guide them through their project.

recent / current relevant projects

+ Parks and Recreation Master Plan
  Nixa, MO
+ Johnson County Parks & Recreation Legacy Plan
  Shawnee, KS
+ Collinsville Parks & Recreation Master Plan
  Collinsville, IL
+ Park Master Plan
  Blue Springs, MO
+ Recreation Facility Master Plan
  Summit County, CO

BALLARD*KING & ASSOCIATES LTD
Recreation Planning and Operations Consultants



EXPERIENCE | 36 Years

education

BACHELOR OF ARCHITECTURE
IOWA STATE UNIVERSITY

BACHELOR OF ARTS IN ARCHITECTURE
IOWA STATE UNIVERSITY

Licensed Architect
LEED | AP

affiliations

AIA | Member

ASSOCIATION FOR PRESERVATION TECHNOLOGY

KRPA

MRPA

sfsarchitecture

KERRY NEWMAN, AIA, LEED AP
principal architect

Kerry, a Principal with SFS Architecture, has 36 years of experience collaborating with communities on important development initiatives. His portfolio of work includes 60+ community recreation projects, including the planning and design of multipurpose recreation centers, activity centers, athletic facilities, aquatic centers, parks and other venues. Many of these projects have involved studies to determine the feasibility of projects, master planning to guide their development and referendum support to secure public approval and funding. In addition,

Kerry has worked with several communities to develop park system master plans that provide strategies for meeting the wide ranging recreation needs of each community. Through this experience, Kerry has developed the ability to coordinate among varied stakeholders and interests and guide the group to consensus for final project direction. Evident throughout all of Kerry's work is his drive to create quality public architecture to serve the community. Each project is given the detailed attention required to address the community's unique needs.

relevant projects

+ Memorial Hall Feasibility Study, Joplin, MO
+ Blue Springs Parks Master Plan,
+ Blue Springs, MO
+ Blue Springs Aquatics Study,
+ Blue Springs, MO
+ Maryville Parks Master Plan, Maryville, MO
+ Merriam Parks and Recreation Facilities
+ Master Plan, Merriam, KS
+ Downtown Healthy Campus Planning,
+ Kansas City, KS
+ Downtown YMCA/Community Center
+ Planning Study, Kansas City, KS
+ Milwaukee Public Schools Community Center
+ Feasibility Study, Milwaukee, WI
+ Northland Regional Community Center
+ Feasibility Study, Kansas City, MO
+ Blue Springs Community Center Feasibility
+ Study, Blue Springs, MO
+ Northeast Community Center Feasibility
+ Study and Sports Complex, Kansas City, MO
+ Pleasant Hill Community Center Planning
+ Study, Pleasant Hill, MO
+ Lake Olathe Park, Olathe, KS
+ Cedar Lake Park Master Plan, Olathe, KS



EXPERIENCE | 17 Years

education

BACHELOR OF ARCHITECTURE
UNIVERSITY OF KANSAS

Licensed Architect
LEED | AP
DBIA Certified
NCARB Certified

affiliations

AIA | Member

NATIONAL COUNCIL OF ARCHITECTURAL REGISTRATION BOARDS

DESIGN-BUILD INSTITUTE OF AMERICA (DBIA)

sfsarchitecture

BRIAN GARVEY, AIA, LEED AP

principal / parks and rec specialist

Brian is a Principal at SFS with 17 years of experience spanning all aspects of planning, design and construction. Brian's portfolio of work includes a broad range of project types, with a special emphasis on programming, facility master planning, feasibility studies and design of community parks and recreation facilities. Facilities have included multipurpose athletic courts, synthetic turf fields, aquatics, fitness centers, meeting rooms, event spaces, art galleries, child watch areas, outdoor plazas, amphitheaters and open space, among other amenities. He is accustomed to working with public entities and multi-disciplined teams to execute projects with demanding goals for stakeholder engagement, consensus, program, innovation, value, quality and sustainability.

relevant projects

+ Memorial Hall Feasibility Study, Joplin, MO
+ Blue Springs Parks Master Plan, Blue Springs, MO
+ Blue Springs Aquatics Study, Blue Springs, MO
+ Maryville Parks Master Plan, Maryville, MO
+ Merriam Parks and Recreation Facilities
+ Master Plan, Merriam, KS
+ Downtown Healthy Campus Planning, Kansas City, KS
+ Downtown YMCA/Community Center
+ Planning Study, Kansas City, KS
+ Northland Regional Community Center
+ Feasibility Study, Kansas City, MO
+ Blue Springs Community Center F
+ easibility Study, Blue Springs, MO
+ Lake Olathe Park, Olathe, KS
+ Cedar Lake Park Master Plan, Olathe, KS
+ Linden Square at Gladstone Village Center, Gladstone, MO
+ Wilder Bluff Park, Shawnee, KS
+ Strang Park, Overland Park, KS
+ Rising Star Park Master Plan, Platte City, MO
+ West Park Master Plan, Warrensburg, MO
+ Lenexa Community Center/Senior Center
+ Planning Study, Lenexa, KS
+ Sedalia Community Center, Sedalia, MO
+ Columbia Fieldhouse at Philips Park, Columbia, MO
+ Kirksville Aquatic Center, Kirksville, MO
+ New Community Center + Phase 2 Outdoor
+ Aquatic Center, Excelsior Springs, MO
+ Camdenton Community Center, Camdenton, MO



EXPERIENCE | 18 Years

ETC Institute
725 W. Frontier Circle, Olathe, KS 66061
jason.morado@etcinstitute.com
(913) 254-4514

education

M.B.A., WEBSTER UNIVERSITY, 2009

B.S. IN BUSINESS ADMINISTRATION – MARKETING, AVILA UNIVERSITY 2000

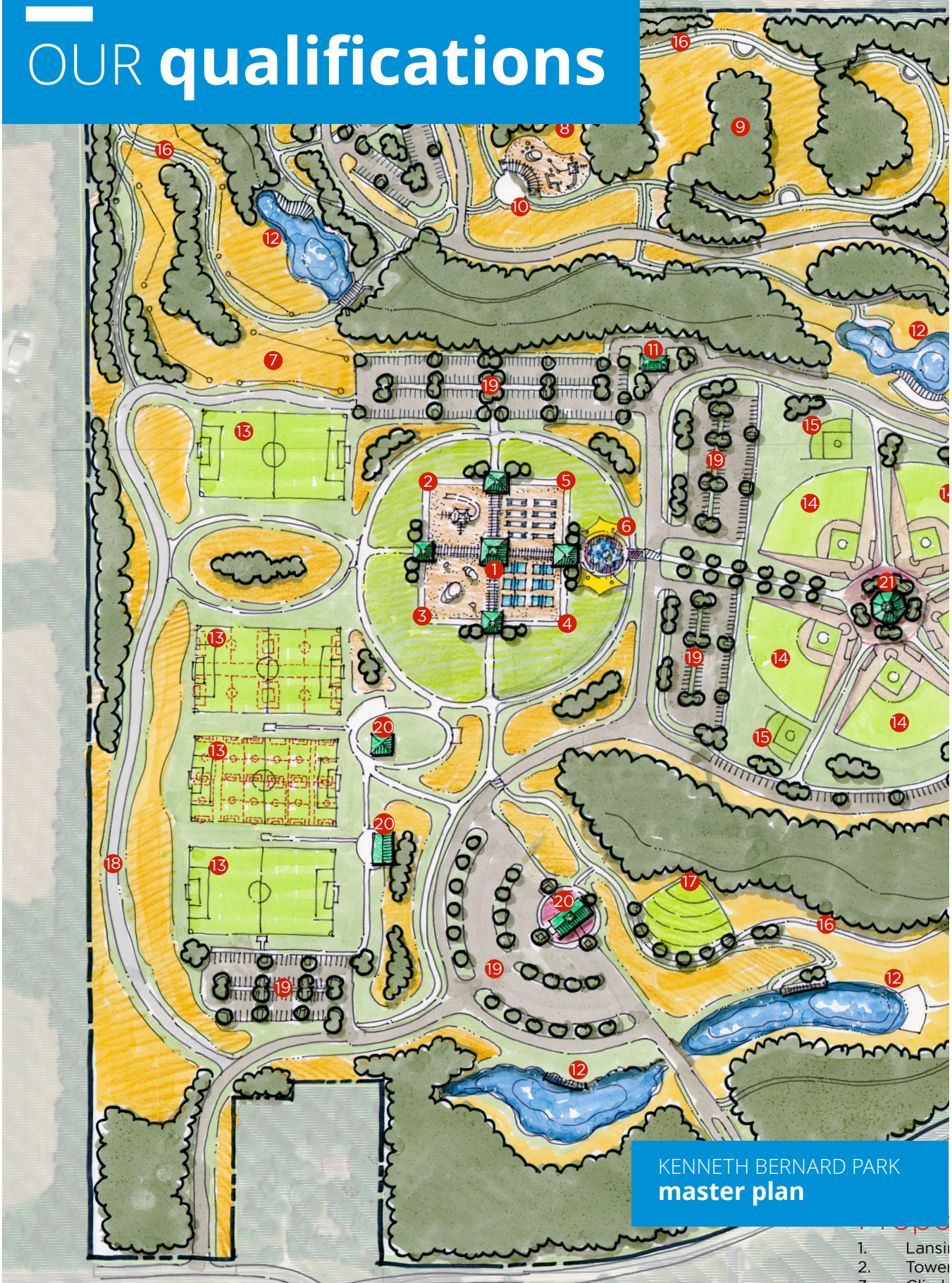
JASON MORADO
director of community research

Mr. Morado has over 18 years of experience in the design, administration, and analysis of community market research. He has served as the project manager on community survey research projects for over 500 local governmental organizations throughout the U.S. Mr. Morado is experienced in all phases of project management of market research studies, including survey design, developing sampling plans, quantitative and qualitative analysis, interpretation of results and presentation of findings. His areas of emphasis include citizen satisfaction surveys, parks and recreation needs assessment surveys, community planning surveys, business surveys, and transportation studies. He has also led the coordination and facilitation of focus groups and stakeholder interviews for a wide range of topics.

relevant projects

- Addison, TX
- Atchison, KS
- Arlington County, VA
- Bensenville, IL
- Cabarrus County, NC
- Camas, WA
- Cedar Hill, TX
- Clayton, MO
- Coral Springs, FL
- Creve Coeur, MO
- Davenport, IA
- Durham, NC
- Durham County, NC
- Elgin, IL
- Enterprise, AL
- Fayetteville, NC
- Gardner, KS
- Greenville, NC
- High Point, NC
- Henderson, NV
- Independence, MO
- Jackson, MO
- Johnston, IA
- Kirkwood, MO
- Las Vegas, NV
- Lawrence, KS
- Manassas, VA
- McAllen, TX
- Meridian, ID
- Mesquite, TX
- Miami, FL
- Missouri City, TX
- Montrose, CO
- Mountain Brook, AL
- Mount Prospect, IL
- Naperville, IL
- Nashville, TN
- Newport, RI
- North Kansas City, MO
- Olathe, KS
- Onslow County, NC
- Oregon City, OR
- Oswego, IL
- Overland Park, KS
- Pinehurst, NC
- Pitkin County, CO
- Plano, TX
- Pleasant Hill, IA
- Prairie Village, KS
- Pueblo, CO
- Raleigh, NC
- Raymore, MO
- Round Rock, TX
- Saint Joseph, MO
- Schertz, TX
- Shawnee, KS
- Shoreline, WA
- Smithfield, NC

OUR **qualifications**



KENNETH BERNARD PARK
master plan

1. Lansi
2. Tower
3. Climb
4. Pickle
5. Cornh
6. Splas

MASTER PLANNING **experience**

In the last 5 years, Landworks Studio has had the privilege of working with over 20 different communities on park and recreation master planning efforts. Through such experience, we have perfected a process which delivers a plan that represents not only the goals and objectives of the City staff, but reflects the collective vision of an entire community. We are able to do this through the efforts of our award-winning professionals on staff at Landworks Studio, as well as our esteemed partners.

Our studio brings diverse expertise to each project with backgrounds in landscape architecture, urban planning and graphic design.

We create cutting edge master plans which:

+ Engage all members of a community through an inclusive, multi-faceted public engagement strategy
+ Capture a city's vision through dynamic graphic techniques and custom branding.
+ Function as a living document with actionable improvements phased across a planning horizon
+ Adhere to a realistic budget
+ Stoke the enthusiasm and pride of a community

We are passionate about what we do and look forward to guiding the City of Joplin through this master plan process.



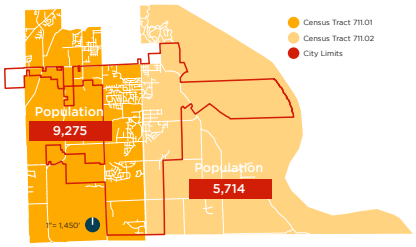




Master Planning Projects Since 2015

- Ewert Pool Study - **Joplin, MO**
- Family Park Master Plan - **Shawnee County, KS**
- Parks and Recreation Master Plan - **Lansing, KS**
- Owens-McCoy Landscape Master Plan - **Independence, MO**
- County Square Master Plan - **Olathe, KS**
- Parks and Recreation Master Plan* - **Maryville, MO**
- Meadowbrook Park Master Plan* - **Prairie Village, KS**
- Pleasant Lea Park Master Plan - **Lee's Summit, MO**
- Parks and Recreation Master Plan - **Bonner Springs, KS**
- Wichita Aquatics Master Plan - **Wichita, KS**
- Police Headquarters and Park Master Plan - **Lawrence, KS**
- Hyde Park Master Plan - **St. Joseph, MO**
- Community Park Master Plan - **Jefferson City, MO**
- North Kansas City Community Center Master Plan - **Kansas City, MO**
- Vision Iola Comprehensive Plan - **Iola, KS**
- Shawnee Town Master Plan - **Shawnee, KS**
- Parks and Recreation Master Plan - **Edgerton, KS**
- Parks and Recreation Master Plan* - **Marshall, MO**
- Parks, Recreation and Forestry Master Plan - **Jefferson City, MO**
- Parks and Recreation Master Plan - **Lindsborg, KS**
- Parks and Recreation Master Plan - **El Dorado, KS**



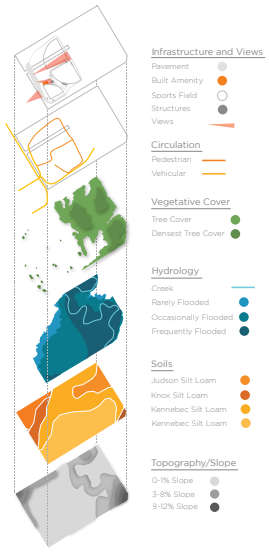


Population

The map above shows Lansing's city limits and the census tracts that are associated with Lansing's demographic data. The U.S Census draws boundaries to use when collecting demographic information about cities and populations, these boundaries shown above are the census tracts surrounding Lansing. The census also has smaller boundaries called block groups that more accurately show where age groups, or most of the population lies, but in this case, Lansing only has census tracts. While there is Lansing specific data, pulled from within the depicted city limits, this doesn't necessarily show where most of the population in Lansing lives. The map above gives a better understanding of where most of the population lives in and around Lansing. The West side, with Highway 7 being the dividing line, has a greater population than the East side, near the Missouri River. This shows that most of the population is growing on the West side of Lansing, rather than the East, allowing the prediction to be made that there will need to be more park service on the more populated side of Lansing. The population data that was used is the 2017 ACS.

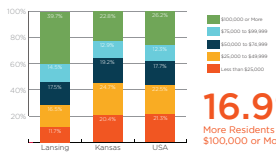
City
Park

This park is the current home of Lansing's baseball, softball and tee-ball facilities. City Park is tucked away behind light industrial buildings to the West, which is the City's maintenance facility, and a trailer park to the South. This park is the only one in the park system that has a built restroom facility, which is located in the center of the park; however, staff has to keep it closed outside of events due to vandalism. Other features include two full sized baseball fields and two small fields, with a concrete walking path around the perimeter and through the center. All of these built elements need upgrades. Situated to the South of the restroom facility is a playground that is also in need upgrading. Currently, only half of the park is being utilized. The other half is covered in vegetation and Sevenmile Creek runs through the park. The area around the creek, and the majority of the Southern portion of the park, is in a floodplain. The parking lot on the West side of the park has drainage issues, where water collects at the entrance and is at parking capacity during games.



Households

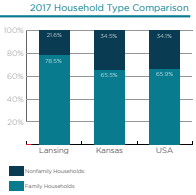
2017 Median Household Income Comparison



16.9%
More Residents that Make $100,000 or More A Year

Lansing does not match the regional and national standard when it comes to median household income. Lansing has far fewer residents making less than $25,000 and far more that are making $100,000 and above. Because of this, Lansing has a smaller middle class making $25,000-$49,999. Every city needs a balance of incomes to create vibrant, inclusive spaces. Park expansions should be considered in lower income areas to ensure that resources are being distributed equitably and to encourage income diversity within Lansing.

2017 Household Type Comparison



Lansing also has a higher amount of family households than that of Kansas and the U.S. However, based on the age distribution, kids tend to be older than 18. This correlates with the majority of adults being between the ages of 35-64. The percentage of family households is high, but with the close proximity to Fort Leavenworth, military families operate as a non-family household with only one available parent. Park recommendations should take into account the needs of both family and non-family households to make Lansing parks usable and enjoyable by all.

78.5%
Of Households are Families

PARKS AND RECREATION

master plan

The City of Lansing hired Landworks Studio to create a parks and recreation master plan to guide their department through the year 2030. The design team developed an extensive public engagement strategy and branding package, performed detailed demographic and site research with graphics, used national benchmarking data and public input to craft recommendations for Lansing's parks and trails. Through this process, the design team was able to deliver a modern, living document to the City.

The public engagement strategy included multiple design charrettes with stakeholders, meetings with the public at different public park events, the creation and mailing of post cards, and a website that hosted project information, including a community survey.

We provided the City with detailed master plans for each park and opinions of probable cost for all proposed improvements. We worked closely with City staff at all levels to craft a realistic suite of funding options, as well as a road map to full implementation.

location
LANSING, KS

client
CITY OF LANSING, KS

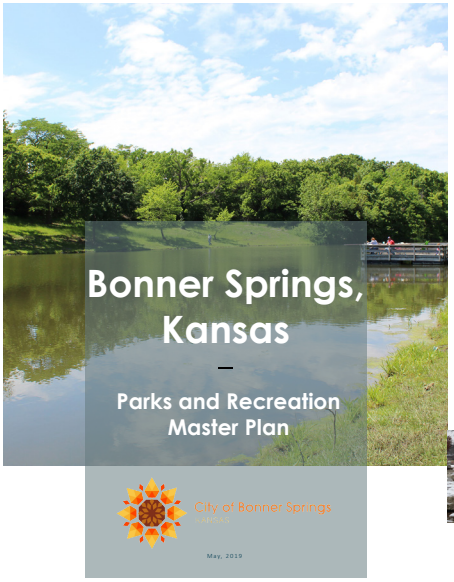
project budget
$100,000

design services
COMPREHENSIVE PLANNING + PUBLIC ENGAGEMENT + BRANDING + PARK MASTER PLANNING

project schedule
2020

Contact Info
Jason Crum
Director of Parks and Recreation
address | 108 S. 2nd Street Lansing, KS 66043
phone | 913-727-2960
email | jcrum@lansing.ks.us

landworks STUDIO



2.34 LIONS PARK

Lions Park is a 17.5-acre park located in the heart of the city. It contains three fully lit baseball fields with concrete dugouts, three separate playgrounds with varying equipment, a concession stand with restrooms, two shelters, a trail system that connects to South Park, and a fenced dog park.



Lions Park contains three ball fields and a variety of other activities, with only one main entrance. The street through the site leads to a dead end, creating connectivity issues, as well as providing very little parking to facilitate the use of these activities. The park could benefit from more parking spaces, as well as a improved circulation at the end of the street within the park. A ravine along the Eastern side of the park has newly installed pedestrian bridges that improve the pedestrian connectivity, as well as leading to an extensive trail network through the steeper topographical sections of the park.





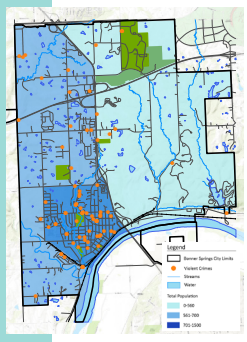






Cost Analysis

North Park	Total
Landscape Architecture - Site Improvements	
Pavements / Surfacing / Ramps	$ 64,540
Sports Fields	$ 91,000
Signage & Wayfinding	$ 25,000
Site Wide Furnishing	$ 65,150
Play Equipment	$ 300,000
Architecture - Site Improvements	
Shelters + Buildings	$838,000
Landscaping and Irrigation	
Plants and Seed	$ 318,000
Civil Improvements	
Parking Areas	$906,000
Electrical Improvements	
Site Lighting	$566,000
Typical Shelter	$ 40,000
Typical Restroom	$ 40,000



2.42 CRIME

Often times parks, or open space can be seen as a place to attract crime. In some instances this can be true. From analyzing all violent crimes in Bonner Springs in 2018, the concentration of crime is based on population and not based on the location of the parks. Almost no crimes were committed within a park. CPTED (Crime Prevention Through Environmental Design) principles should be considered with our park improvements, but no additional measures are necessary at this time, or the foreseeable future.

PARKS AND RECREATION

master plan

The City of Bonner Springs selected Landworks Studio to create a new parks and recreation master plan with a 10-year planning horizon. This process involved conducting a city-wide survey to assess the communities' needs, conducting thorough background research of the City, evaluating existing conditions within the Bonner Springs park system through graphics, and providing conceptual designs for each of the city's 8 park properties. Special consideration was taken with the implementation recommendations, as to work closely with the City's budget.

Through multiple site visits, design charrettes and review sessions with staff, LWS developed an easily readable, visually appealing, parks master plan that provides the City with clear designs and strategies to help guide park and recreation development through the year 2030.

location
BONNER SPRINGS, KS

client
CITY OF BONNER SPRINGS, KS

project budget
$25,000

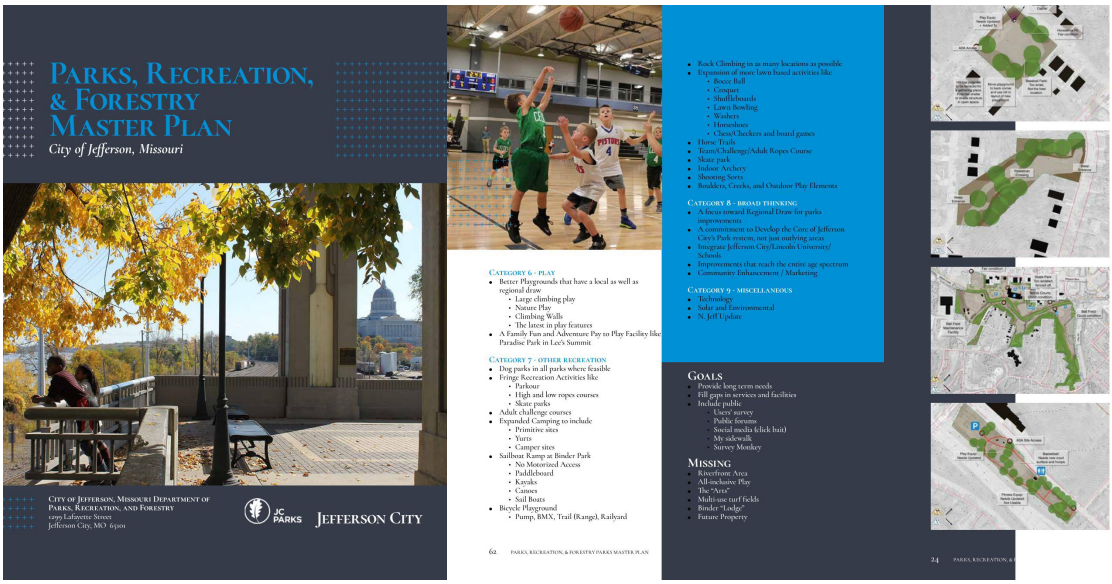
design services
COMPREHENSIVE PLANNING + PUBLIC ENGAGEMENT + PARK MASTER PLANNING + BUDGET MANAGEMENT

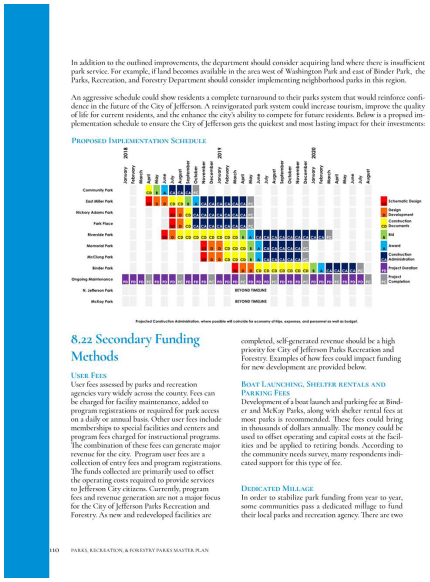
project schedule
2019

Contact Info

Justine Spease
Recreation Manager
address | 200 E. 3rd Street Bonner Springs, KS 66012
phone | 913-422-5321
email | jspease@bonnersprings.org

landworks STUDIO





location
JEFFERSON CITY, MO

client
CITY OF JEFFERSON, MO

project budget
$143,000

design services
COMPREHENSIVE PLANNING + PARK MASTER PLANNING + TRAIL PLANNING + PUBLIC ENGAGEMENT

project schedule
2018

PARKS, RECREATION AND FORESTRY

master plan

Landworks Studio created and helped the City adopt Jefferson's City-Wide Parks, Recreation, and Forestry Master Plan that will guide the City for the next 20 years. The park system includes over 20 parks of various sizes and amenities. The design team facilitated visioning sessions with many community groups and activists, including the Arts Commission, Lincoln University, the Mountain Bike Club, and many private citizens. The master plan included many forms of analysis, such as: Level of service analysis maps, land use maps, demographic research, benchmarking analysis, an implementation matrix, and more.

Landworks Studio completed park assessments and conducted three design charrettes where ideas came to life. The first park based on recommendations made in the planning document, Community Park, designed by Landworks Studio, opened this year.

Contact Info
Todd Spalding
Director of Parks, Recreation, and Forestry
Address |1299 Lafayette Street Jefferson City, MO 65101
phone | 573.634.6488
email | tspalding@jeffcitymo.org



EDGERTON PARKS MASTERPLAN

EDGERTON global racial, local roots. PARKS & RECREATION | landworks STUDIO



PARKS AND RECREATION

master plan

The City of Edgerton, located in southwest Johnson County, is a unique community poised for significant growth. In advance of multi-modal development, city officials understood the need for proper planning by contracting with Landworks Studio to develop their first city-wide parks and recreation master plan. Critical to this plan was the identification of property suitable for additional parkland and trail ROW needed to create and ensure connectivity as the community continues to grow.

The master plan included site analysis graphics, demographic and market research, locational mapping, a robust public engagement strategy, community benchmarking and individual park master plans for each park property.

location
EDGERTON, KS

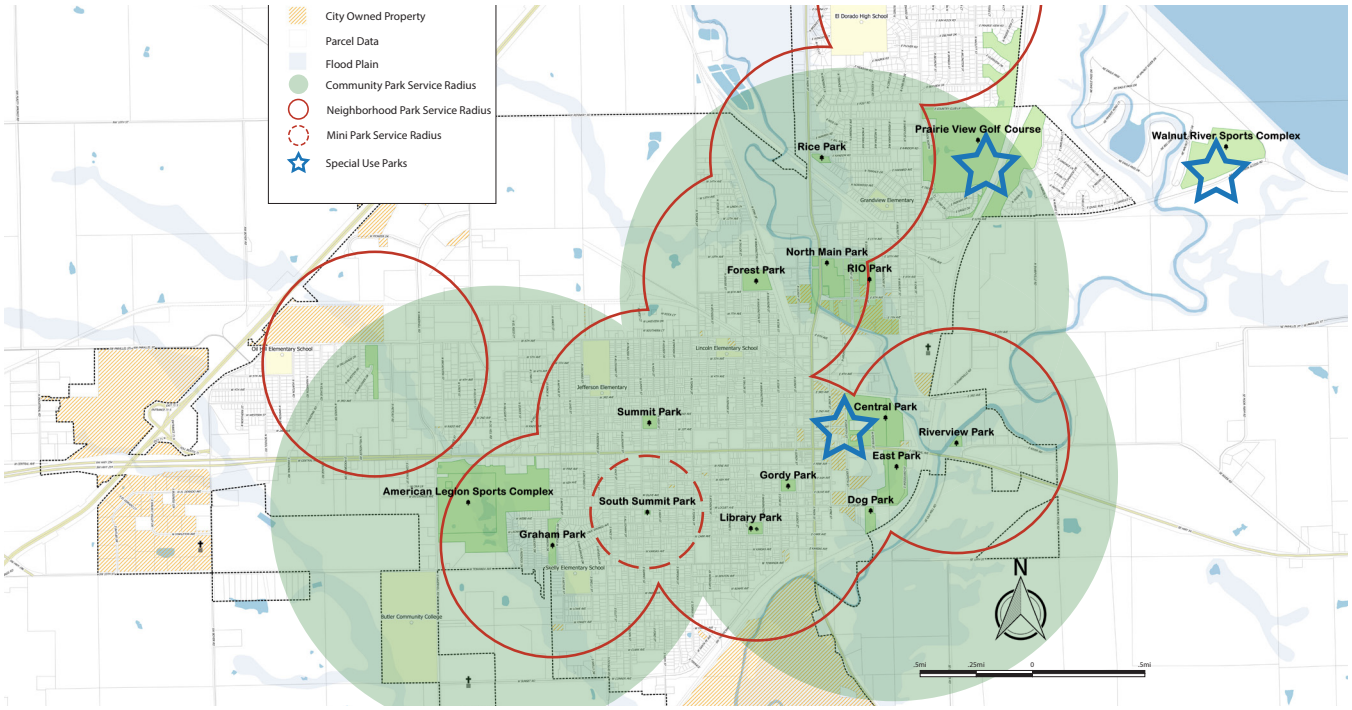
project budget
$70,000

design services
PLANNING + PARKS MASTER PLANS + PUBLIC ENGAGEMENT + TRAILS

project schedule
2016

Contact Info
Beth Linn
City Administrator
address | 404 E. Nelson St. Edgerton, KS 66021
phone |913.893.6231
email | blinn@edgertonks.org

landworks STUDIO



2025 Connect
A LEGACY FOR EL DORADO'S PARKS

PARKS AND RECREATION

master plan



The City of El Dorado hired Landworks Studio to create their first city wide park and recreation master plan. As part of the process, the conceptual design of a key downtown park was included as a revitalization effort. Gordy Park is home to a variety of activities, including an annual parade and races throughout the year. The park property is surrounded by single family homes that may one day be renovated and/or removed for condominium living. Brownstones are another addition the city is considering for this neighborhood.

In addition to the Gordy Park design and 3D rendering, the master plan included level of service maps, site analysis for each park property, demographic research, community benchmarking and City-wide recommendations.

location
EL DORADO, KS

project budget
$90,000

design services
PLANNING + PARKS MASTER PLANS + PUBLIC ENGAGEMENT + BRANDING + RENDERINGS

project schedule
2015

Contact Info
Kevin Wishart
Director of Parks & Recreation
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phone | 316.321.9100
email | kwishart@eldoks.com

landworks STUDIO

RECREATION **experience**

The following is a list of projects B*K has completed or is currently working on in the State of Missouri.

- Aquaport – Maryland Heights
- Affton Ice Arena Economic Assessment – St. Louis
- Ballwin Recreation Master Plan – Ballwin
- Belton Community Center – Belton
- Blue Springs Aquatic Center Feasibility Study – Blue Springs
- Blue Springs Recreation Center Feasibility Study – Blue Springs
- Bowling Green Parks & Recreation System Master Plan – Bowling Green
- Brentwood Community Recreation Center Study – Brentwood
- Camdenton Aquatic Center Study – Camdenton
- Camdenton Community Center Market Study – Camdenton
- Cape Girardeau Aquatic Center Feasibility Study – Cape Girardeau
- Cape Girardeau Parks & Recreation Economic Impact & Feasibility Study – Multi Sport Venue – Cape Girardeau
- Center of Clayton – Clayton
- Chesterfield Ice Arena Evaluation Study – Chesterfield
- Civic Park Community Center Feasibility Study – O'Fallon
- Clayton Shaw Park Ice Rinks – Clayton
- Columbia ARC (Activity Recreation Center – Columbia
- Creve Coeur Ice Arena – Creve Coeur
- Dardenne Prairie Parks & Recreation Master Plan – Dardenne Prairie
- Eureka Recreation Center Design – Eureka
- Eureka Parks & Recreation Master Plan – Eureka
- Excelsior Springs Community Recreation Center Study – Excelsior Springs
- Excelsior Springs Community Center Study Phase II – Excelsior Springs
- Gamber Center – Lee's Summit
- Gladstone Community Center – Gladstone
- Harris Park Community Center – Lee's Summit
- Heman Parks Master Plan – University city
- Jewish Community Center of St. Louis Study – St. Louis
- Joplin Aquatic Benchmark Study – Joplin
- Kearney Aquatic Center Feasibility Study – Kearney
- Lea McKeighan North Park Operational Plan – Lee's Summit
- Legacy Park Community Center – Lee's Summit
- Lemay Community Center Feasibility Study – Lemay
- Marshfield Community Recreation Center Feasibility Study – Marshfield
- Maryland Heights Community Centre Feasibility Study – Maryland Heights
- Maryville Parks & Recreation Master Plan – Maryville
- Mozingo Lake Parks Master Plan – Maryville
- Nixa Recreation & Park Master Plan – Nixa
- Northeast Kansas City Community Center – Kansas City
- North Kansas City Community Center – North Kansas City
- Olivette Ice Arena – Olivette
- Olivette Recreation Center Study – Olivette
- Park Master Plans – Blue Springs
- Platte County Market Study – Platte County
- Pleasant Hill Recreation/Aquatic Center Study – Pleasant Hill
- Raymore Community Center Feasibility Study – Raymore
- REC-PLEX – St. Peters
- Saint Charles County Strategic Plan & Recreation Center Study – St. Charles
- Saint Charles Freedom Center Study – St. Charles
- Sainte Genevieve County Community Center – St. Genevieve
- Schaeffer Aquatic Center – Chillicothe
- Sedalia Community Center Study – Sedalia
- St. Clair Community Center Study – St. Clair
- Sugar Creek Community Center Study – Sugar Creek
- Sullivan Fairground Park Master Plan – Sullivan
- Sunset Hills Community Center & Pool Study – Sunset Hills
- The CENTRE – Rolla
- The Edge Aquatic Center – Ellisville
- The LINC – Jefferson City Lincoln University – Jefferson City
- The Pointe at Ballwin Commons – Ballwin
- The View: Grandview Community Center – Grandview
- University of Missouri Student Recreation Complex – Columbia
- Warrenton Recreation Center Feasibility Study – Warrenton
- Waterfront Park Master Plan – Kansas City
- Webster Groves Recreation Complex – Webster Groves
- Wentzville Parks & Recreation Master Plana – Wentzville
- Wentzville Recreation Center Feasibility Study – Wentzville
- Weiser Gymnasium Renovation Drury University – Springfield



location
BLUE SPRINGS, MO

completion date
JUNE 2020

facility size
13,000 SF (Southwest Park Event Space)
28,000 SF (Righter Park Activity Center)

project owner / reference
City of Blue Springs, Missouri
Dennis Dovel
Director - Parks and Recreation
816.228.0265
ddovel@bluespringsgov.com

SOUTHWEST AND ROSCOE RIGHTER
park master plans

SFS is participating in the development of master plans for two new parks to serve the Blue Springs community: Southwest Park and Roscoe Righter Park. A robust community engagement process, including a statistically valid survey and public meetings, has been utilized to understand the recreational needs/desires of the community and to build consensus for each park's plan. Of note, the team has successfully altered public engagement activities to comply with stay-at-home orders and social distancing mandates brought on by the COVID-19 pandemic.

Southwest Park Concept Master Plan Features

- 13,000 SF event building for up to 350 people, including a conservatory, catering kitchen, office space and other support spaces
- Restroom building, park shelters, open lawn, trails and play structure

Roscoe Righter Park Concept Master Plan Features

- 28,000 SF activity center with indoor/outdoor pickleball courts, a cafe, meeting rooms and rooftop seating
- Park shelters, open lawn, trails and play structure
- Dog park

sfsarchitecture





location
OLATHE, KS

construction value
$15M

completion date
Master Plan: September 2016
Phase 1 Construction: May 2019

facility size
378 Acres (includes 170 water acres)
The Landing/Marina Pavilion: 6,500 SF
Beaver Shelter: 3,755 SF
Beaver Shelter Restrooms: 1,154 SF
Fishing Pavilion: 1,173 SF

project owner / reference
City of Olathe, Kansas
Brad Clay, Deputy Director of Parks and Recreation
100 East Santa Fe Street
Olathe, KS 66061
913/971-8618
bclay@olatheks.org

LAKE OLATHE PARK MASTER PLAN +

improvements

As part of a multidisciplinary design team led by another firm, SFS collaborated on the development of master plans for two of Olathe's premier community parks: Lake Olathe Park and Cedar Lake Park. Through extensive stakeholder and community engagement, the master plans establish a vision for the parks and outline phased improvements.

Following approval of the plan, SFS provided architectural design services for several new park structures at Lake Olathe, including:

- The Landing - Rentable 200-person capacity event space, private dining space (that can also be used as a bridal preparation space), bar, catering kitchen and restrooms.
- Marina + Beach Pavilion - Dual purpose structure providing access to watercraft rental and entrance to beach. The Marina building is primarily for watercraft storage. The Beach building is for admissions, life guard office, concessions and restrooms.
- Beaver Shelter and Restrooms - Renovation of an existing large open air shelter to better unify with the new buildings.
- Fishing Pavilion - Shelter on the water's edge for fishing, fish cleaning and picnicking.

The master Plan for Cedar Lake Park maximizes visitor interaction with the lake, allowing for fishing, boating, and nature exploration along the shoreline. Three vehicular connections and two pedestrian trail connections are included with the plan to accommodate a variety of uses from organized activities to the drop-in recreational user.

sfsarchitecture





location
MERRIAM, KS

completion date
2017 (Master Plan)
2020 (Feasibility Study)

construction value
$26M (estimated)

facility size
64,374 SF (approximately)

project owner / reference
City of Merriam, Kansas
Anna Slocum
Director - Parks and Recreation
IBF Community Center
913.322.5556
annas@merriam.org

PARKS AND RECREATION FACILITIES

master plan

SFS was part of a team that developed a facilities master plan for meeting the recreational needs of the Merriam community. The project included an evaluation of existing community recreational facilities: the Merriam Aquatic Center and adjacent Vavra Park, and the Irene B. French Community Center.

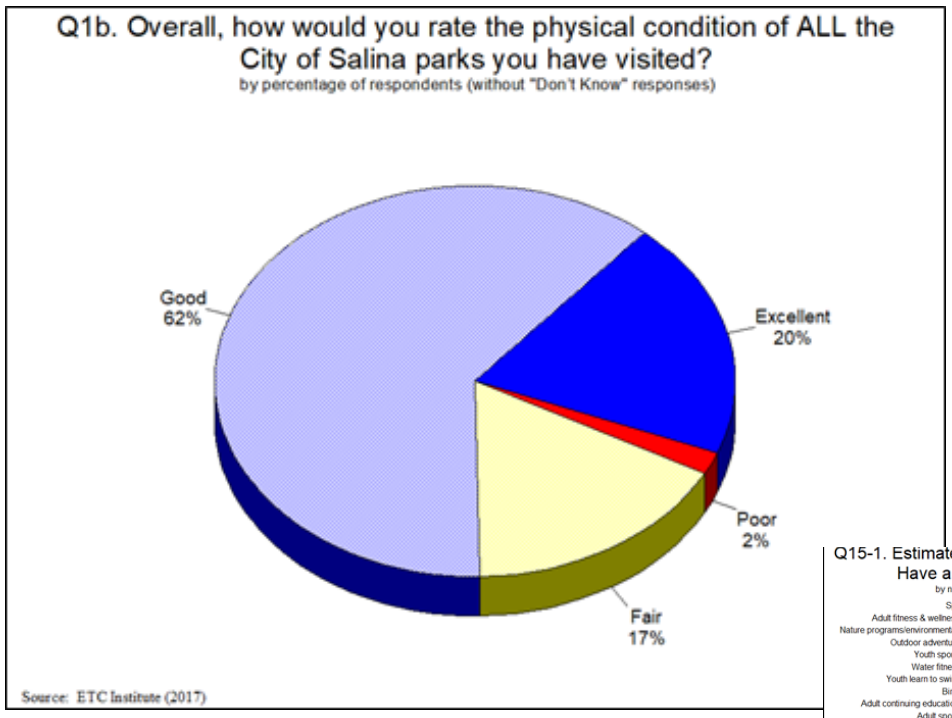
Options for each facility were explored, including modernization to meet current standards and codes, as well as replacement of existing facilities with new amenities. The team engaged the public throughout the planning process in a variety of ways, including a statistically valid survey, public workshops and focus groups.

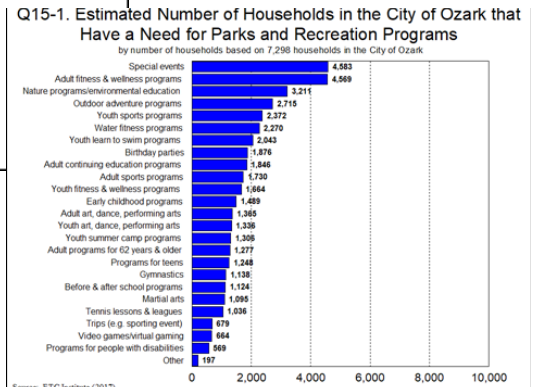
Based on the planning process, the team recommended replacement of the existing facilities with a new complex in Vavra Park featuring a new community recreation center with both indoor and outdoor aquatics.

After exploring the community's interest and ability to provide both indoor and outdoor aquatic amenities as part of the new complex, funding options were explored which ultimately led to a successful referendum with minimal tax increase.

Subsequent to voter approval for funding new construction of a community center, the SFS team was recently engaged to perform a study on the existing historic school building that previously served as a community center.

sfsarchitecture





SALINA PARKS AND RECREATION
needs assessment survey

ETC Institute administered a needs assessment survey for the City of Salina during the summer of 2017. The Salina Parks and Recreation Department is currently developing a Master Plan that will guide the future of parks and recreation services over the next five, 10 and 20 years. The City of Salina has taken a resident-driven approach to guide the plan's development by conducting public workshops, focus groups, and citizen interviews alongside this community interest and opinion survey. The City of Salina will use the survey, and its results, to help better understand the community's priorities for parks, sports facilities, trails, programs, and services.

ETC Institute mailed a survey packet to a random sample of households in the City of Salina. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the City of Salina from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 676 residents completing the survey. The overall results for the sample of 676 households have a precision of at least +/-3.8% at the 95% level of confidence

location
SALINA, KS

PROJECT **approach**



CITY PARK **master plan**

PROJECT **understanding**

Joplin is distinguished by timeless outdoor spaces coupled with a love for the outdoors, and we couldn't be more excited at the opportunity to join you in this master planning effort. Your park system reflects your City's proud history as the cultural hub of the Tri-State region with facilities such as Joe Becker Stadium and Memorial Hall having served your citizens for a century or more. You have an active and diverse population and provide them with a wide array of recreational programming. Your City also offers numerous opportunities to tourists passing through on Route 66 from Grand Falls to Schifferdecker Golf Course and the Family Aquatics Center.

We have spent time learning about your community and are excited to help you create a road map to not just preserve, but propel your park system into the future. We look forward to engaging with your citizens, partners, and elected officials to create a unified vision for Joplin Parks and Recreation. Based on our previous experience on similar projects, we have crafted a team and approach to best execute this parks and recreation master plan. With our team's experience working on the other two Joplin studies, we will be able to craft a creative and innovative vision that reflects the City's forward-thinking approach.

We understand the immense responsibility your City is placing in our hands with this project. Conducting a master plan process for your entire parks and recreation system demands that you take thorough stock of the entire department from the facilities, to staff, to budget. It's also an extremely public process because you must engage all the partners and users within your parks and recreation community and distill their collective vision, creating a consensus for what the system could and should be. We have built a team of experts to handle all facets of this project. Between our shared experience providing master plans for similar-sized communities, as well as our recent experience in Joplin, we bring not only expertise, but great familiarity to this project and your community.

Our approach to this master plan falls into four distinct phases: **Visioning**, **Discovery**, **Analysis + Planning**, and **Approve + Implement**.



PROJECT **approach**

Phase 1 | **Visioning**

We are excited to learn that you are forming a core committee comprised of City staff. Our experience has taught us that this practice leads to a higher rate of project approval.

In our experience, the creation of a "steering" or "core" committee ensures the greatest success and support for the project. This core committee will be involved in all decision making meetings throughout the project.

Setting Early Goals and Objectives

We expect to begin this phase by helping the core committee flesh out a preliminary set of **goals, objectives,** and even **a vision** that will guide this planning effort all the way to completion. This includes goals for the master plan, as well as the **public engagement** for the project. These strategies will be specifically tailored to Joplin and your needs. We typically do this exercise with the core committee. The idea is to begin formulating those key goals that form the cornerstone for this plan and our process.

Detailed Project Schedule

Once we have set goals and objectives, we will develop a **detailed project schedule** with the steering committee to determine the exact dates for deliverables, conduct public meetings, send public engagement materials, and achieve project milestones. For a project such as yours, having the schedule firmly established from the beginning keeps the project on track and ensures better communication and a better product.

Citizen Survey Questions

During this phase we will also formulate the list of **citizen survey questions.** Our team has years of experience conducting statistically valid surveys for park and recreation departments across Missouri, as well as the nation. We will work with the core committee to tailor a list of questions that will get to the heart of your community's needs and desires.

Graphic Standards

We will also spend this time developing the **master plan graphic standards** that will guide the appearance of the documents and public engagement materials. Landworks Studio believes that the graphic appeal of your master plan has a tremendous impact on its success. A plan document that is concise and visually appealing will be read by more citizens and will generate more enthusiasm for the strategies and priorities it promotes. We will work with your staff during this phase to develop the color scheme, typography, branding, and mapping standards that will make this master plan document unique to Joplin. At your request, we can also craft a **custom website** to host information and updates regarding the master plan.



Landworks Studio, SFS Architecture, and Johnson County Parks and Recreation District staff shown developing goals and objectives for the Meadowbrook Park Master Plan.

Community Meeting #1

Lastly, we will conduct **Community Meeting #1** to launch the planning process, create excitement and spread the word to your community. We propose splitting this one meeting into two **pop-up sessions** in different activity centers across the city to reach a broader audience. We want to take advantage of the autumn weather and a period when folks are out and about making the most of the parks system. This engagement activity is as much social as it is informative with the primary goals of getting to interact with members of your parks community, as well as share our process. We expect to make ample announcements via social media. We call this the **"coming soon concept"** and we find that the enthusiasm increases overall participation in future engagement activities.

deliverables in phase 1 include:

+ Preliminary Goals, Objectives, Vision
+ Detailed Project Schedule
+ Citizen Survey Questions
+ Joplin Graphic Standards
+ Custom Website *(by request)*
+ Community Meeting #1

PROJECT **approach**

Phase 2 | **Discovery**

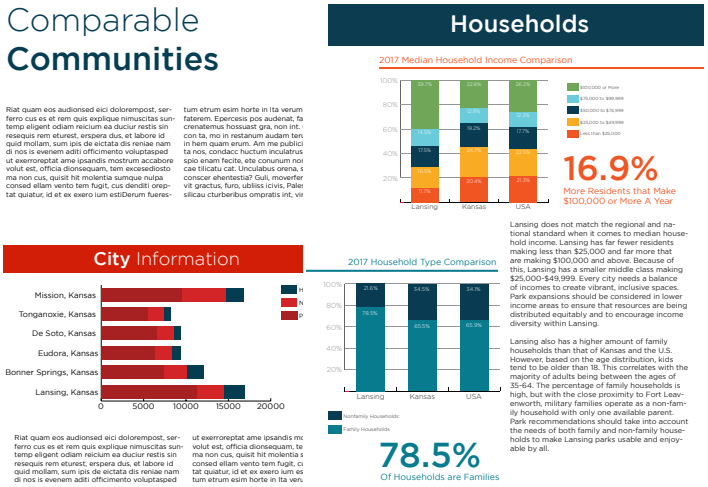
This phase combines digital and boots-on-the-ground techniques to conduct a thorough analysis of your population, parks and recreation department, and citizens' needs and desires.

Launch Citizen Survey

This phase kicks off with the launch of the **citizen survey**. Our team will mail this survey at random to thousands of citizens across your city. Respondents will have the option to complete a paper version of the survey and mail it back in a prepaid envelope or go on-line to complete a digital version of the survey. In order to achieve a statistically valid response, we expect to target as many as 300 respondents. We will compile the data into a preliminary report as described below for review by the core committee. We will follow up with idenitifed stakeholders while the survey is open with more detailed questions.

Demographic Analysis

While your citizens are completing the survey, our team will be busy conducting a **demographic analysis** of your city. We will work with the core committee to outline the parameters for the data to be collected, but would expect to collect the latest U.S. Census data on household size, household income, per capita income, gender, race/ethnicity, age, as well as how they relate to residential growth. We will aggregate the data into a preliminary report, to be provided to the core committee.



Landworks Studio generated these comparable community and demographic assessments for the City of Lansing, Kansas.



Landworks Studio staff shown conducting a community meeting with citizens and parks staff from the City of Lansing, Kansas.

Parks, Programs + Department Assessments

This phase also includes a thorough **inventory** and **analysis of your parks, open space, trails, facilities, programs, funding and management structure**. We will perform assessments of every aspect of your department from its physical assets to its operations to its finances and personnel. We conduct these various assessments through a variety of means: field surveys of all the properties, rigorous comparisons of previous capital operating budgets, personal interviews with staff, etc. We pride ourselves on leaving no stone unturned during this phase of the project and you can expect to see a lot of us in Joplin while we conduct this work.

Preliminary Assessment Report and Community Meeting #2

Once we have closed the community survey and completed all assessments, we will provide the core committee with a **preliminary assessment report** of all collected data, for review. At your request, we can also facilitate **Community Meeting #2** to share the results with your citizens. This meeting would also feature the **launch of Social Pinpoint**, allowing residents the opportunity to engage and propose recommendations on a more detailed level through an online interactive map and comment forum.

deliverables in phase 2 include:

+ Statistically Valid Citizen Survey
+ Demographic Analysis
+ Parks, Programs, + Dept. Assessments
+ Preliminary Assessment Report
+ Community Meeting #2 *(by request)*

PROJECT **approach**

Phase 3 | **Analysis + Planning**

This phase demands innovative thinking and dreaming from the members of our team to both analyze data and formulate creative strategies that lead us towards a draft plan.

Level of Service Analysis

We begin our work in this phase by conducting a **level of service (LOS) analysis**. In this exercise we start to stack up the existing conditions we assessed in Phase 2 against established industry benchmarks as well as the results of your citizen survey.

+ Is your system meeting the benchmarks for facilities and programs established by the National Recreation and Park Association (NRPA)?
+ Is your system meeting the needs of your citizens as indicated by the survey?
+ What are the potential areas of surplus or deficiency?
+ How does the inflow/outflow of population affect your park system?

The answers to these questions help us see how Joplin can best prioritize improvements for the next 10 years. As part of this exercise, we will develop **city parks and facilities** and **comprehensive trails maps** depicting the locations of these assets and the areas they serve.

Benchmarking Comparisons

Similarly, we will conduct **benchmarking comparisons** between Joplin Parks and Recreation and at least 10 similar systems across the nation. We will work with your staff to identify those ten systems, as well as the list of criteria by which we will compare them to Joplin.

Vision, Goals, Objectives

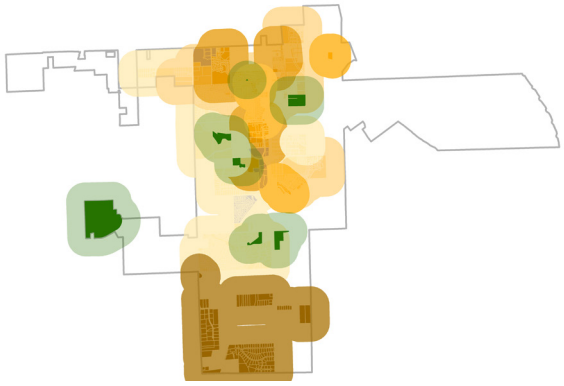
During this phase, we expect to hold a **strategic planning retreat** in order to dream big about your City's park and recreation system. Ideally, this event will run for a full day and include all core committee members and any other staff or board members you deem necessary. Composed of multiple short 1-2 hour brainstorming sessions, our team expects to accomplish the following:

+ Revisit the goals, objectives, and vision discussed in phase 1
+ Break down the assessments and analyses conducted in phases 2 and 3
+ **Identify a more informed vision statement and propose appropriate LOS standards, short-term, and long-term goals and objectives.**

Our team loves to facilitate these retreats because they generate a fun and collaborative atmosphere and allow us to collect face-to-face feedback from our clients in a matter of hours.

Draft Priorities and Recommendations

Lastly, we will provide a **draft executive summary** for what will soon become the final master plan. Based upon the vision, goals, and objectives thus far collected during the project, the report will summarize a concise list of priorities and recommendations for the 10-year planning horizon. These recommendations will be accompanied by a detailed breakdown of projected departmental revenues and expenses. We will deliver this draft executive summary to the core committee at the conclusion of this phase for review, prior to progressing to the final phase. The results from Ewert and Memorial Hall will be incorporated in this phase.



Landworks Studio developed this level of service map based on residential access for Lansing Parks and Recreation Master Plan.

Community Meeting #3

At your request, will hold **Community Meeting #3** where we invite citizens to provide input on the draft priorities and recommendations. For this open house-style meeting, we would target members of the City's Park and Recreation Advisory Board and Capital Improvement Sales Tax Oversight Committee so as to gather as much input as possible ahead of public presentations in Phase 4.

deliverables in phase 3 include:

+ Level of Service Analysis
+ City Parks, Facilities, and Trails Maps
+ Benchmarking Comparisons
+ Strategic Planning Retreat
+ Draft Priorities + Recommendations
+ Community Meeting #3 *(by request)*

PROJECT **approach**

Phase 4 | **Approve + Implement**

During this final phase, we are not only providing you with our final recommendations, we are reaching out to your community and providing you with a "road map" to implement your new master plan.

Phase 4 is as much, if not more, about communicating your vision to the public as it is about completing the document. After weeks spent assessing your City's park and recreation system and collaboratively sharing the analysis, strategies, and vision, this phase of the project demands that we reach out to the public and elected City officials to share our work, collect feedback, and finalize the plan.

Final Priorities and Recommendations

First, we will use feedback provided by the public and core committee during the previous phase to prepare our **final priorities and recommendations**. These items will comprise the executive summary of the master plan. They will reflect the community goals, objectives, and vision developed during the planning process. They will include detailed projected departmental revenues and expenses. They will help the department formulate its 10-year project list for the sales tax renewal.

Final Master Plan

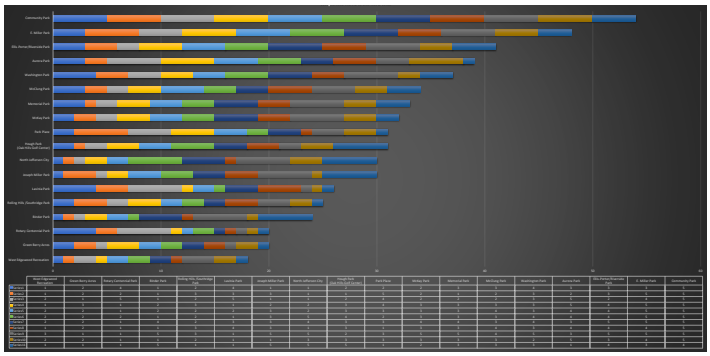
Once we have secured all approvals, we will provide you with any and all requested color hard and digital copies of the **final master plan**. The plan will include the above executive summary as well as: a summary of all assessments and analyses; any supporting charts, graphs, and maps; and a strategic action plan.

Approval Presentations

At the direction of the core committee, we will work to present and earn all necessary approvals from your **Parks Advisory Board, Capital Improvements Sales Tax Oversight Committee, and City Council**. We understand that each of these groups may have comments which require revision and even a second presentation. We also know that each of these bodies meets at varying schedules which range from quarterly to bi-monthly to bi-weekly. We are prepared to work with you from the onset of the project to develop a timely schedule for these presentations. We are prepared to deliver you a master plan which can win the support of the community, serve as a useful tool for the stormwater sales tax renewal in 2021 and guide the City of Joplin into 2030.



Landworks Studio shown presenting final design concepts to the public for the Vison Iola Master Plan.



Landworks Studio created this implementation matrix for the Jefferson City Parks and Recreation Master Plan to help visualize the implementation of proposed park improvements over time.

deliverables in phase 4 include:

+ Final Priorities + Recommendations
+ Final Master Plan
+ Approval Presentations

PROJECT **approach**

Stakeholder and Public Engagement

We recommend using a creative mix of online, physical and in-person methods for effective public engagement during a time of social distancing.



A Comprehensive Approach

Our team is highly skilled at crafting and facilitating engagement strategies that will fit your community's needs and effectively strive towards a community-wide consensus. Our team is familiar with engaging the public during COVID-19 and are prepared to work within your City's social distancing requirements and preferences.

Our approach is centered around offering a variety of ways to interact with the project and express opinions. This allows for a higher rate of consensus to form, as well as ensure a successful project through adoption and completion. We recommend using a combination of online, in-person and physical methods. Some of these activities can be challenging for different age groups, but our approach is designed to allow all community members a opportunity to participate. Our methods are as follows:

Stakeholder Engagement

Stakeholder engagement is just has important as engaging the public. Below is how we plan to interact with you and your stakeholders:

+ **City Staff** - We will communicate regularly with you, engaging in visioning sessions to set goals and objectives with City staff and Stakeholders. Staff will also be an essential group that our team surveys for input.
+ **Stakeholder Groups** - Stakeholder groups will be determined with City staff and will be contacted individually for follow up and interviews.

Online Engagement

Online engagement remains the most versatile method and we recommend always incorporating an online component.

+ **Social Pinpoint** - This additional analysis tool allows for residents to add comments to an interactive map of Joplin to specifically point out areas where they see strengths, weaknesses, opportunities, or threats. It allows analysis to be done is greater detail on where improvements could be made.
+ **Social Media** - We can provide project announcement content that will tap into your existing social media channels. This helps increase overall participation through the project.
+ **Zoom/Microsoft Teams**

Physical Media

ETC administers their survey in printed form to ensure everyone has an equal opportunity to take it.

+ **Statistically Valid Citizen Survey** - ETC will mail the finalized survey to thousands of randomly selected households and will follow up with phone calls to ensure the amount of responses received meet the statistically-valid requirements. Based on Joplin's population, we aim to collect a minimum of 300 responses.

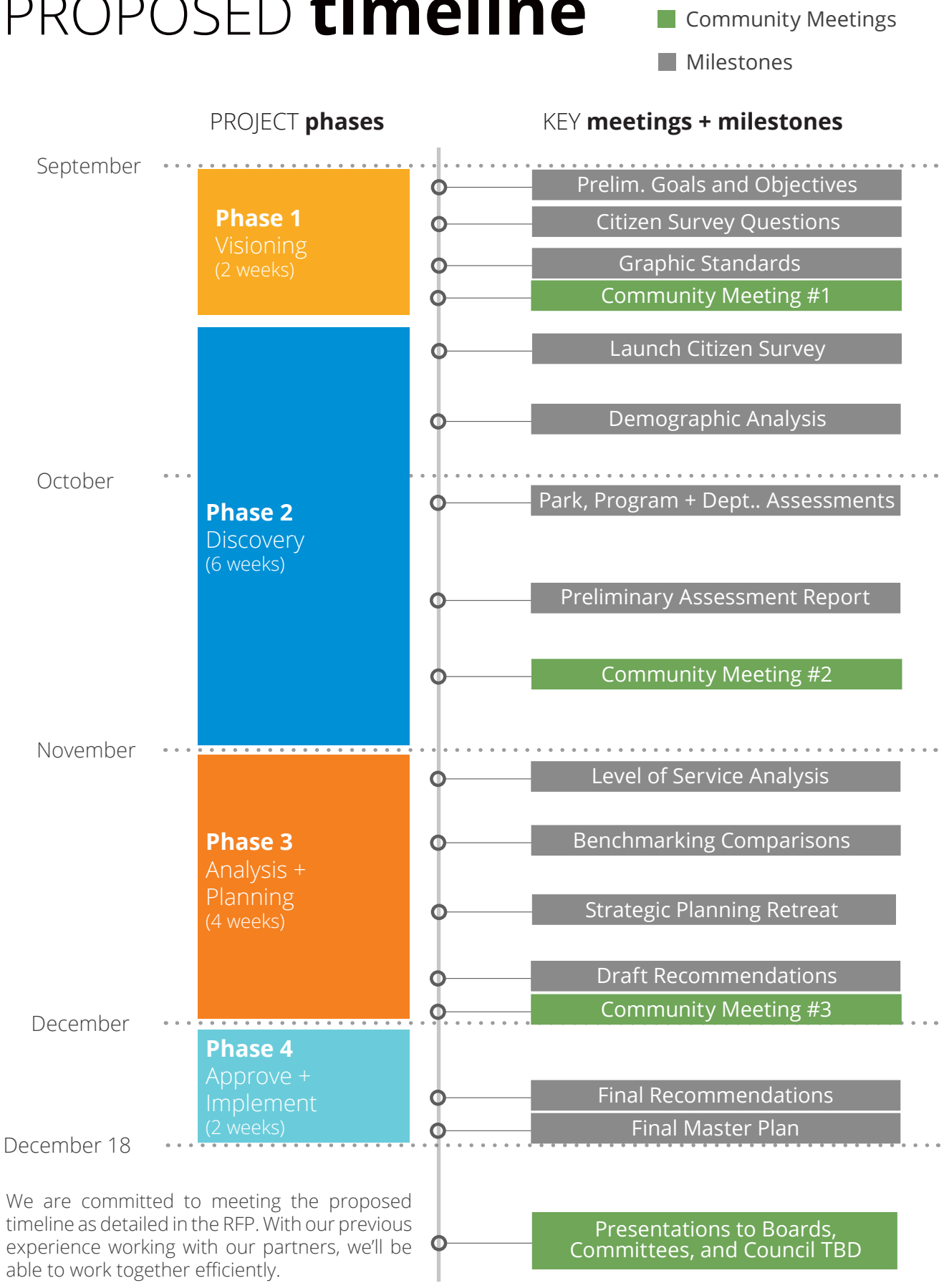
In-Person

In-person engagement is familiar and it allows our team to answer questions and record comments about the project, making it an important piece.

+ **Pop-Up Meetings** - If the social distancing rules allow it, we will conduct small pop-up meetings in the community at local farmer's markets, community events, churches, or neighborhood association meetings to bring awareness to the project and gather input.
+ **Presentations** - As indicated in the RFP, we are prepared to deliver as many as 5 presentations during the final phase of the project.

To ensure everything goes smoothly, our team is equipped to provide step-by-step instructions on how to use and access each activity, or piece of information, and answer any questions. Our team believes that **great public engagement makes a great project**. Our team will work closely with the City to adjust the public engagement approach to fit seamlessly into the surrounding community framework and utilize all existing resources the City has at their disposal.

PROPOSED **timeline**



We are committed to meeting the proposed timeline as detailed in the RFP. With our previous experience working with our partners, we'll be able to work together efficiently.

PROPOSED **fee**

Phase 1 - Visioning		**$23,520**
Meeting	Meeting with Core Committee	
Task 1	Preliminary Goals, Objectives, and Vision	
Task 2	Detailed Project Schedule	
Task 3	Citizen Survey Questions	
Task 4	Graphic Standards	
Meeting	Community Meeting #1	
Phase 2 - Discovery		**$45,760**
Task 1	Launch Citizen Survey	
Task 2	Demographic Analysis	
Task 3	Management Structure Assessment	
Task 4	Funding Analysis	
Task 5	Park, Open Space, Trails, and Facilities Inventory	
Task 6	Programs Analysis	
Task 7	Preliminary Assessment Report	
Phase 3 - Analysis + Planning		**$23,880**
Task 1	Level of Service Analysis	
Task 2	Benchmarking Comparison	
Task 3	City Parks, Facilities, and Trails Maps	
Meeting	Strategic Planning Retreat	
Task 4	Draft Priorities + Recommendations	
Phase 4 - Approve + Implement		**$21,600**
Task 1	Final Priorities + Recommendations	
Task 2	Final Master Plan	
Meeting	Presentation to Parks & Recreation Advisory Board	
Meeting	Presentation to Capital Improvements Sales Tax Oversight Committee	
Meeting	Presentation to City Council	
Add Alternate - Custom Website Development		*$4,880*
Task 1	*Build website devoted to master plan process*	
Task 2	*Update the site as appropriate*	
Add Alternate - Community Meeting #2		*$7,760*
Task 1	*Facilitate in-person community meeting*	
Task 2	*Launch Social Pinpoint software*	
Add Alternate - Community Meeting #3		*$4,240*
Task 1	*Facilitate in-person community meeting*	

*Special Provisions or Notes

This scope and fee estimate is subject to further refinement and discussion with City of Joplin staff should they select the team led by Landworks Studio as their consultant.

TOTAL PROJECT HOURS	688 Hrs
TOTAL SERVICES AND DESIGN FEE TO BILL	**$ 114,760**
+ REIMBURSABLE EXPENSES	$ 3,000
(reimbursable expenses are on a "Not to Exceed" basis and will only be billed as needed)	
Maximum Invoice Amount	**$ 117,760**

WITH ADD ALTERNATES	
TOTAL SERVICES AND DESIGN FEE TO BILL	**$131,640**
+ REIMBURSABLE EXPENSES	$3,000
Maximum Invoice Amount	**$134,640**



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