



Great Feedback at the Second Open House on September 13th

A diverse mix of Ballwin residents and community stakeholders came out to The Pointe recreation center on September 13 for the second of three community open houses during Ballwin’s comprehensive planning process. While viewing display boards with details and illustrations related to results from the community survey conducted over the spring and summer, and other data collection and analysis conducted to date, attendees were able to meet and exchange ideas with representatives from The i5Group, the consultants selected by the city to facilitate and manage the process.

Poster boards throughout the room provided highlights of the recently released Discovery Report, which detailed the results of the community survey, including graphics showing key findings, maps of community assets, and other information gathered over the past six months.

As members of the community learned more about the draft plan categories and key goals, they were able to ask questions and share their perspectives and comments with the planners, including whether anything is missing from the goals and values listed in the Discovery Report and on the display boards.

Another key feature of the open house was an opportunity for planners to get feedback from community stakeholders on whether the process is on track or whether there are concepts or issues that are still missing. Those attending this event registered their assessment of the process so far by “voting” with sticky dots on one of the display boards. All indicated that they thought the process was either “great” or “generally good” at this stage of the process.

If you missed the Open House, you can view all the meeting materials at www.BallwinsBlueprint.com



Above: Picture from the second open house on September 13 at The Pointe.

Below: Draft plan principles of the Ballwin Comprehensive Plan.



Results of the Visual Preference Survey Now Available!

The second open house also served as the launch for the community-wide visual preferences survey. Whereas the previous survey of the community focused on identifying key themes and priority issues to be pursued through the planning process, the visual preference survey focuses more directly on some of the physical features of near or long-term developments that will shape the character of Ballwin in the coming years. With poster boards illustrating a variety of different images related to key issues to be addressed in the plan, from infill housing and mixed-use development to pedestrian and bicycle crossings and community entry markers, attendees recorded their preferences regarding what they did or did not like about the various options.

The visual preference survey was also available online from September 13th to October 10th. Over 340 participants took the survey online. For the online version, participants were able to provide more in-depth comments. They rated the desirability of each image from "Highly Desirable" to "Highly Undesirable". Participants also voted on which image was most preferred among the five shown in each category.

You can download the results of the visual preference survey at www.BallwinsBlueprint.com.



Picture of an attendee at the second open house taking the visual preference survey.

Save the Date!

Open House #3

Thursday, November 29th
5:00 - 7:30pm at The Pointe

Upcoming Schedule

November: Steering Committee Meeting

Thursday, November 29, 2018: Open House #3
5:00 - 7:30pm at The Pointe

Early 2019: Draft Comprehensive Plan

