



CITY OF BRENTWOOD, MO

Parks & Recreation Master Plan

October 2024



Acknowledgments



CITY OF BRENTWOOD, MISSOURI

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Executive Summary

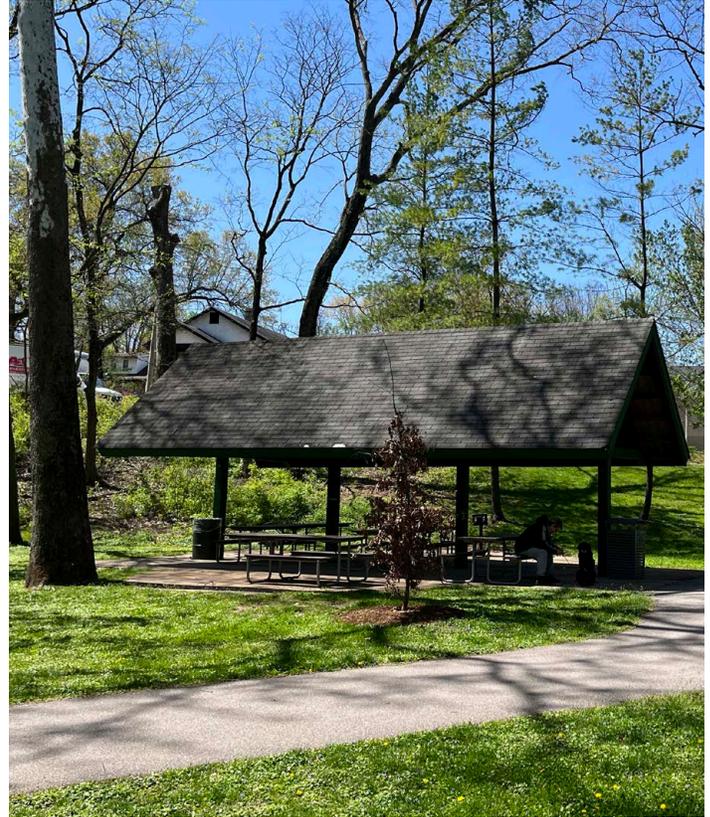


Introduction

Every master plan has an identity and foundation that is unique to the community and the point in time that the plan and process are completed. For the City of Brentwood in the summer of 2023 this is a time of transition and excitement with the Brentwood Bound project nearing completion, the addition of a new park property at Mount Calvary, and several planning documents which compliment parks and recreation being completed since the last master plan in 2015.

This plan represents a vision for the Parks and Recreation Department rooted in needs and desires expressed by the community, parks staff and city leadership and framed by the successes of the department following the 2015 Master Plan and the balance of investing in the existing parks and facilities while incorporating approximately 45 acres of additional parkland into the system.

The request for qualifications issued by the City of Brentwood identified the intent of this plan to, “drive City long-range planning, direct decision-making and redevelopment of the parks, facilities, open space, and recreation system over the next ten (10) years.” This purpose along with the department Vision and Mission statements became a point of reference when developing goals for the master plan. The City of Brentwood Parks and Recreation Department Vision and Mission statements area:



MISSION

The mission of Brentwood Parks and Recreation is to provide exceptional spaces and opportunities for a sustainable future that best serve the evolving needs of our community.

VISION

Pursuing innovation and stewardship to sustain and enrich a thriving park and recreation system that is the reason why people want to live and play in Brentwood.

Goals and Objectives

The Brentwood Parks and Recreation Master Plan process identifies five overarching goals and objectives to guide recommendations for the City’s parks and recreation system. One goal focuses on the existing system, one prioritizes community engagement and providing equitable and inclusive opportunities, one looks at the future and the additional parkland that has been added to the system, and two that look forward for an overall understanding of the parks and recreation system identity and how this plan can be realized. Those goals and objectives are:

- **Develop comprehensive understanding of existing park facilities and amenities**
- **Prioritize the needs of the community and incorporate feedback and engagement opportunities throughout the planning process**
- **Identify and plan for new park/undeveloped park property**
- **Provide future-forward, holistic understanding of park system**
- **Develop comprehensive plan to guide the future park improvements (10 year vision)**

Process & Timeline

1 INVENTORY & ENGAGEMENT

April - November 2023 / continuous

- Project Kick-off Meeting and Park Tours
- Community Meeting #1
- In-Person Engagement Event
- Community Profile
- System Inventory & Analysis
- Public Works Committee Meeting #1
- Data Collection & Analysis Summary
- Social Media & Website
- Stakeholder Meetings
- Statistically Valid Survey (Aug -Nov 2023)

2 NEEDS ASSESSMENT

January - March 2024

- Needs and Opportunities Assessment
- Public Works Committee Meeting #2
- Community Meeting #2
- In-Person Engagement Event
- Assessment Review Meeting

3 RECOMMENDATIONS

April - June 2024

- Draft Recommendations
- Park Draft Master Plans - Graphic
- Public Works Committee Meeting #3
- Community Meeting #3

4 ACTION / FINAL PLAN

August 2024

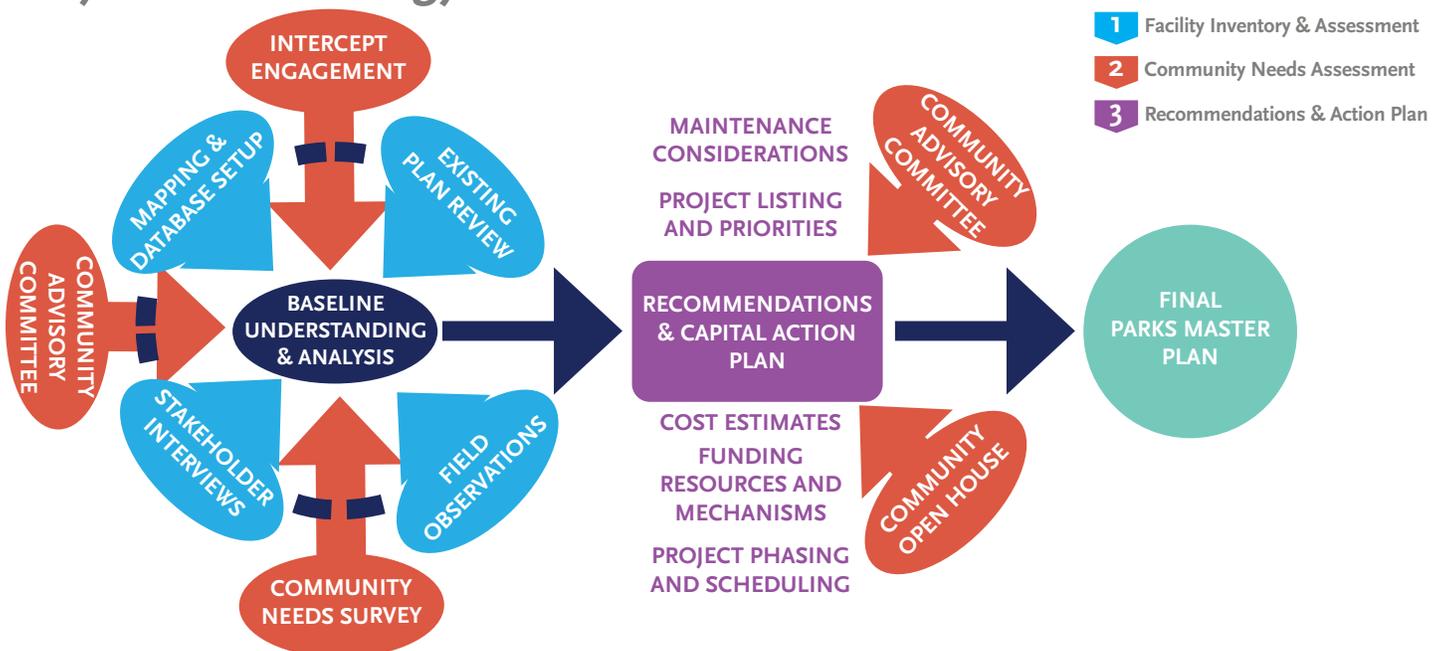
- Draft / Final Action Plan
- Final Master Plan Documents
- Final Plan Presentation - City Council

The planning process was organized into four phases comprised of five tasks five phases the phases. Each phase built on the previous phases and refined the focus of the planning process and recommendations development. The phases are identified below with a brief description.

- **Inventory and Engagement** - This initial phase of the master plan process focused on collecting information about the parks and recreation system. The team focused on developing an understanding of the existing system along with the perception and desires of the community. This was accomplished through meetings, park tours, review of existing planning documents, data collection and mapping and the statistically valid community survey.
- **Needs Assessment** - The planning team focused on identifying the key needs and opportunities from the information obtained. An online engagement tool, along with a market analysis and comparison of national and regional benchmarks were used. Review of these findings with parks department and city leadership established a foundation for master plan recommendations.
- **Recommendations** - Draft and final recommendations were created for the Parks and Recreation system and department. These were shared with staff, city leadership and community, and refined based on the input received.
- **Action Plan** - The final phase focused on an approach to implementation of the master plan and creating the final master plan document. The phase included a presentation to City Council. The focus at this phase shifts from a master planning effort to implementation of the master plan recommendations

The methodology diagram below depicts how the action items in each phase this process refine each step to the final master plan.

Project Methodology



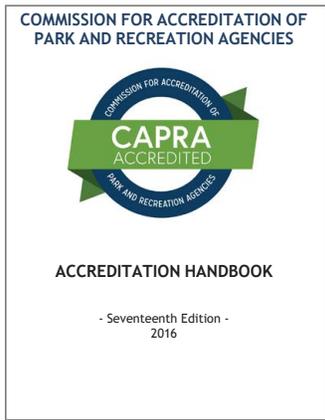
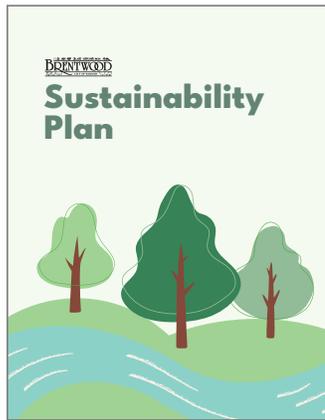
Sustainability Integration / CAPRA

The City of Brentwood Parks and Recreation Department is committed to providing high quality parks and recreation opportunities that align with the goals of the Brentwood Sustainability Plan. By developing system strategies that meet the Sustainability Plan Goals, the Brentwood Parks and Recreation Master Plan will identify recommendations that enable sustainable outcomes for the Brentwood community.

This document will also provide support to the Brentwood Parks and Recreation Department's CAPRA (Commission for Accreditation of Park and Recreation Agencies) Accreditation application.

“The City of Brentwood defines sustainability as meeting the current environmental social and economic needs of our community without compromising the ability of future generations to meet their needs.”

How the City's parks and recreation system is maintained, improved, and rejuvenated over time will have a great impact on achieving the goals of the City's sustainability plan.



Sustainability Plan Goals	Parks and Recreation System Strategies
Transportation	Encouraging and promoting walking and cycling as a mode of travel.
Community Development, Engagement & Education	Promoting and providing a venue for sustainable education, events, and projects.
Planning and Policy	Incorporating energy efficient building standards into park structures and facilities, and incorporating BMPs into site development.
Municipal Operations	Ensuring all residents have access to parks, recreation facilities, and open space. Utilizing native plantings and increasing urban tree canopy.
Economic Development	Creating high quality parks that help enhance economic vitality.
Arts and Culture	Using City park land and recreation facilities as a venue to expand arts and cultural events.

Past Document Review & Integration

As part of the Master Plan process, the design team reviewed previous planning documents to understand prior needs and goals for the City of Brentwood and the Brentwood Parks and Recreation system. By evaluating common themes and ideas from these documents, priorities and outstanding efforts were identified and noted in future recommendations for Brentwood.

The following plans were reviewed:

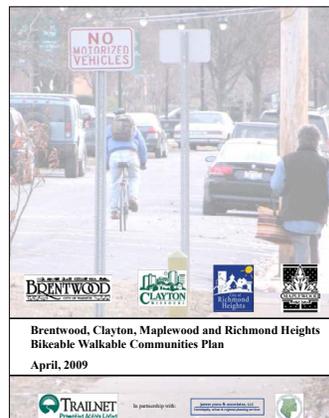
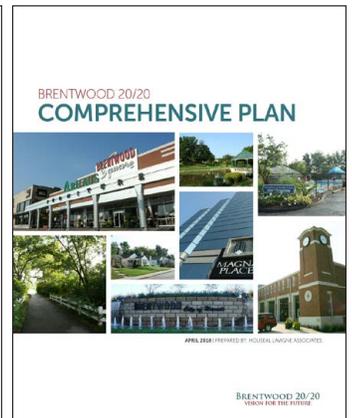
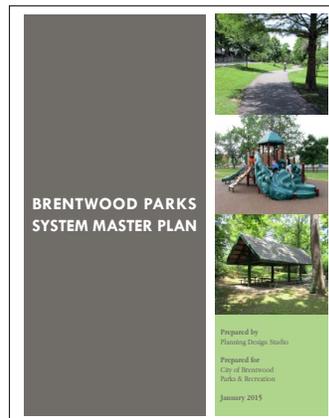
Brentwood Parks System Master Plan (January 2015)

Brentwood 20/20 Comprehensive Plan (April 2018)

Brentwood, Clayton, Maplewood and Richmond Heights Bikeable Walkable Communities Plan (April 2009)

2018-2022 Show Me the Missouri Outdoors - The Statewide Comprehensive Outdoor Recreation Plan for Missouri

Key information and takeaways from review of the previous planning documents is noted in the Inventory section of this master plan report.

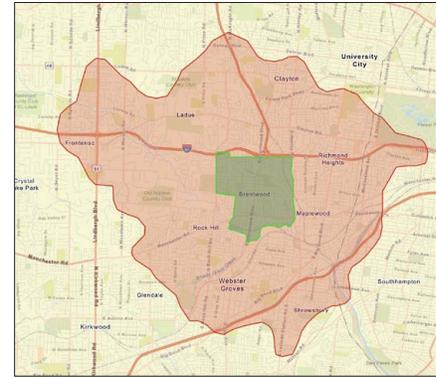


Data Collection and Facility Inventory

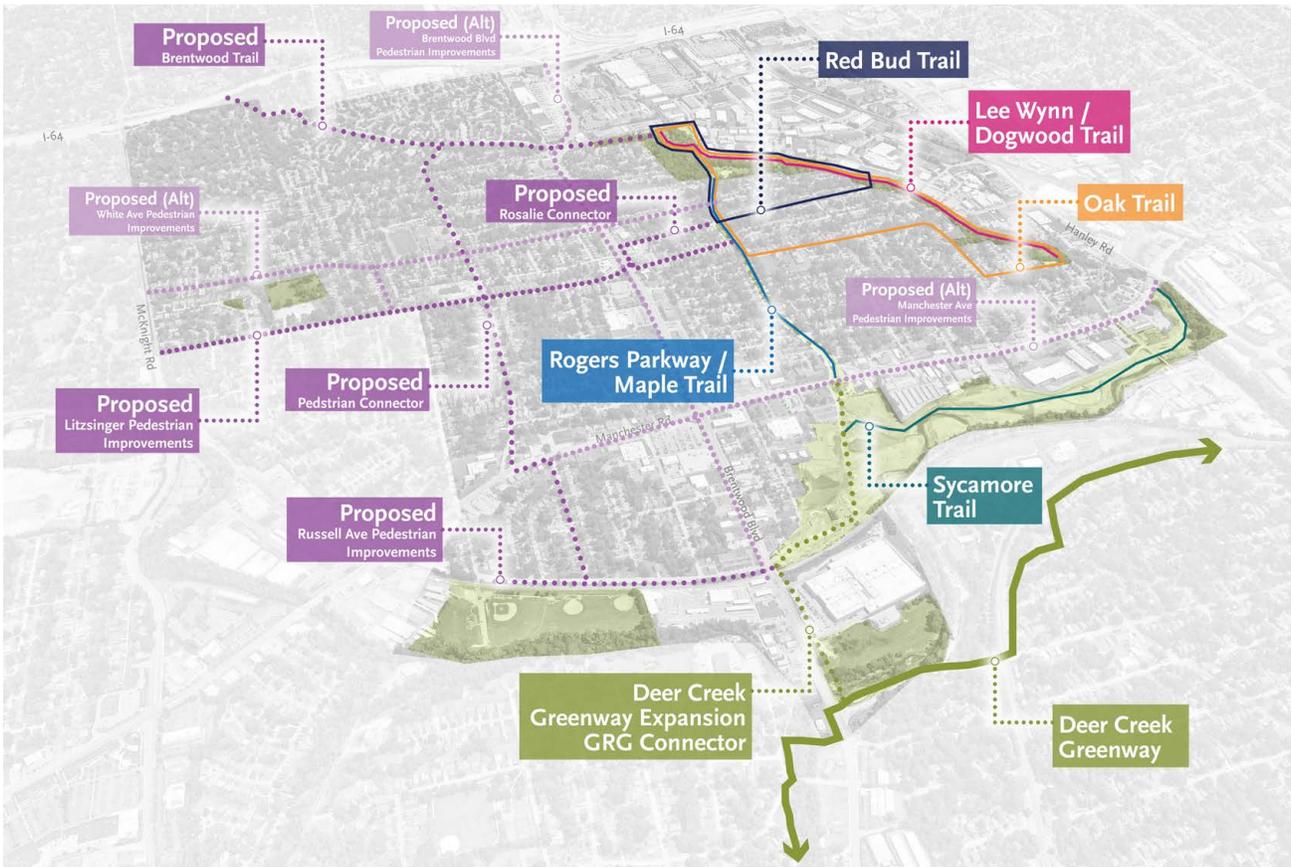
Extensive data collection, inventorying of existing conditions, and analysis was performed by the planning team to build a comprehensive understanding of the existing Park System conditions and features. This effort included facility tours and visits with Parks Department staff, mapping of indoor and outdoor park facilities, study of community demographics, study of market conditions, and analysis of operational and programming data for the Parks System.

More detail on the data collection, inventory, and analysis performed by the team is provided in the Inventory and Needs Assessment sections of this report.

Service Area Map



- Green Filled Boundary – Primary Service Area (Brentwood, MO)
- Red Filled Boundary – Secondary Service Area (5-Minute Drive)



Community Engagement and Feedback

- 1 ONLINE PRESENCE (Social Media and Project Website)**
- 2 STAKEHOLDER MEETINGS**
- 3 STATISTICALLY REPRESENTATIVE COMMUNITY SURVEY**
- 4 IN-PERSON ENGAGEMENT EVENTS (INTERCEPT ENGAGEMENT)**
- 5 COMMUNITY ENGAGEMENT MEETINGS (Open House Format)**
- 6 PUBLIC WORKS COMMITTEE MEETINGS**

Utilizing community engagement and feedback provided by the community to assist in crafting the recommendations of the master plan is a critical goal and component of the planning process.

The planning team used several engagement tools, indicated on the left side of this page, to obtain feedback throughout the process. The various engagement tools were used to ensure a wide variety of user groups, demographics, and stakeholders could be reached and provide feedback throughout the process.

A large quantity of information was obtained, analyzed, and used by the planning team to develop recommendations and action plan items for this master plan. Some key results and statistics from the community engagement efforts are noted below and described in more detail in the Community Needs Assessment section of this report.



309 City Residents Completed the Statistically Representative Survey

200+ Individuals Responded to Initial Online Feedback Survey



Intercept Engagement at Brentwood Park Grand Opening and Brentwood Playground Opening.

3 Open House Format Community Meetings Held



Stakeholder Meetings Held with 7 Different Groups



Plan Progress Presented at Public Works Committee and Board of Alderman Meetings

Recommendations and Capital Action Plan

Feedback from the Community and information gathered from the Needs Assessment were used to develop recommendations for the following Focus Areas and to develop the guiding themes / value statements shown on the right side of this page.

EXISTING AND UNDEVELOPED PARKLAND

System-wide opportunities to improve or add amenities within existing parks and to incorporate amenities on undeveloped parkland owned by the City. Concept plans developed for proposed park improvements.

TRAILS AND CONNECTIVITY

These recommendations are intended to bring together the recent park development and long-range planning, along with community input from this planning process and identify goals for continued development of trails and connectivity within Brentwood.

PROGRAMMING AND EVENTS

Programming and special events are a core service provided by the City. These recommendations focus on supporting current programming and allowing for planned expansion of program and events offerings provide by the City.

FACILITIES

These recommendations focus on potential improvements to the Community Center to better support programming, events, and operations of the Parks Department.

OPERATIONS

Recommendations related to budgeting / revenue generation for the department, maintenance of existing and planned parkland and amenities, and department staffing.

While the recommendations provide guidance of what improvements should be made to the park system, the Capital Action Plan section of this report seeks to identify how and when these improvements should be implemented over time. Each recommendation includes the following information:

- **Category** - summarize the focus of each recommendation (i.e. Growth, Reinvest, Partnership, Etc.)
- **Community Values** - values of the Parks and Recreation Department that are advanced by the recommendation
- **Timeline** - the anticipated window of time when the recommendation would likely be identified for implementation.
- **Funding Source** - the most likely primary funding source for the specific recommendation (i.e. Grants, Capital Funds, etc.)
- **Primary Responsibility** - the entity most likely needed to lead the process to move a recommendation forward. (i.e. City Administration, Parks Department, etc.)

In addition to the information above, high level cost estimates were developed for Park specific proposed improvements/ recommendations.

IMPROVE HEALTH & FITNESS:
(Community Health and Wellness)

INCREASE DESIRABILITY / VALUE:
(Quality Parks System)

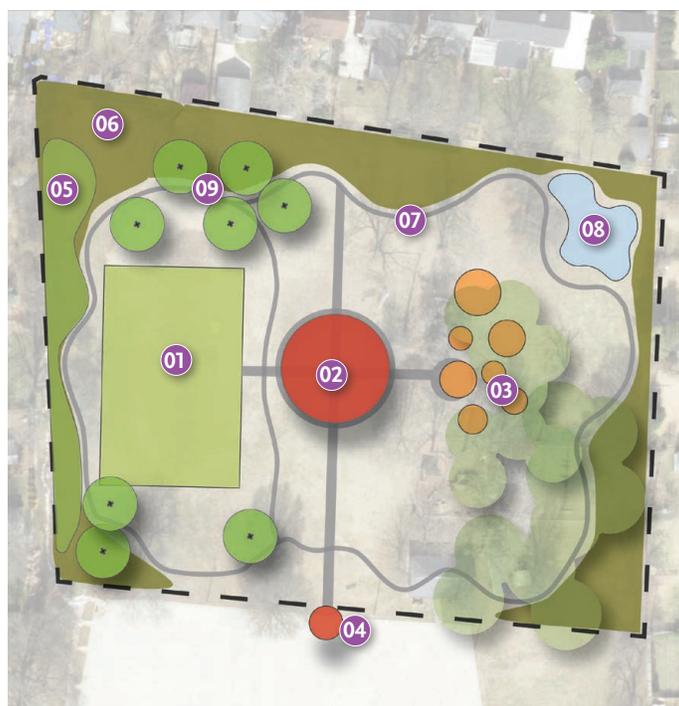
CONTINUED LEVEL OF CARE:
(Professionalism)

EMBRACE SUSTAINABILITY:
(Environmental Stewardship)

ACCESS FOR ALL: *(Customer Service)*

INNOVATIVE WHILE PRACTICAL:
(Innovative)

Snippet of Mount Calvary Park Concept Plan



Conclusion

This Master Plan document provides the City of Brentwood with a comprehensive review of the current state of the City’s Park System and provides a detailed road map for recommended improvements over the next 10+ years.

As seen from the results of engagement efforts during the planning process, most residents are satisfied with the efforts that the City has taken since the previous master plan to improve the conditions and maintenance of the Park system. This is a great success, and it is recommended with this master plan to maintain the level of care of the park system that the residents desire.

The various engagement efforts undertaken throughout the planning process were successful in reaching a broad range of individuals, user groups, and in obtaining meaningful feedback. This feedback served as a foundational component for the development of the various recommendations included in this report.

This plan includes concepts for improvements to both existing parkland as well as new undeveloped parkland such as the newly acquired Mount Calvary park space. The goal of these concepts is to serve as a framework for the continued development, further design, and implementation of the proposed improvements. As time passes from the adoption of this plan, unforeseen changes and opportunities may present itself that would warrant the need to revisit or alter the concepts shown herein. This plan should be viewed with flexibility to allow for working with the unknowns that may be presented, while also working toward the vision and values expressed by the community throughout this planning process.

With the adoption of this plan the City is ready to toward the continued improvement and maintenance of a wonderful community park system for years to come.



Park and Facility Inventory and Assessment

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Introduction

This phase of the master planning process focused on understanding the current Brentwood Parks and Recreation system and facilities. This inventory and analysis is used by the design team to better understand what amenities and programs are being offered within the existing park spaces, to assess the conditions of existing park assets, and to determine opportunities for improvements to the various parks within the City.

The focus of this inventory and assessment is on existing parks, trails, and indoor facilities including the community center, ice rink, and structures in the parks.

The existing parks facilities inventory and assessment has been conducted by collecting previous planning data from the City, creating inventory and analysis maps through the use of GIS (Geographic Information Systems), and conducting site visits to existing parks to observe and document existing conditions.

The findings of this document will help the design team determine the needed improvements within the parks and help with prioritization of those improvements within a capital improvements plan for the parks.



Park	Acres	Facilities & Amenities
Brentwood Park	36 Acres	Indoor/Outdoor Pavilion; Restrooms; Water Fountains; Paved Trails; Great Rivers Greenway Connector; Amphitheater; Water Play; Destination Playground
Brentwood Sports Complex	13.5 Acres	Playground; Baseball Fields; Bleachers; Restrooms; Concessions; Picnic Area; Open Space/Soccer practice field; Parking; Water fountains
Brentwood Wetland Arboretum	7.5 Acres	Stormwater Management; Improved Water Quality; Riparian Corridor Restoration; Tree Planting; Trails; Educational Opportunities
Broughton Park	0.3 Acres	Playground; Picnic Area; Paved Walkway; Trash; Unprogrammed Open Space
Hanley Park	4.4 Acres	Basketball Court; Benches; Unprogrammed Open Space; Sculptures; Sand Volleyball; Restrooms; Water Fountains; Picnic Area; Dog Park; Trash; Parking
McKnight Park	0.3 Acres	Unprogrammed Green Space; Trash Receptacles
Memorial Park	15.5 Acres	Playgrounds; Picnic Areas; Sculpture; Skate Rink; Restrooms; Water Fountain; Grill; Trash Receptacles; Trails; Woodland Restoration; Stream; Parking
Oak Tree Park	8 Acres	Playground; Picnic Area; Basketball Hoop; Trails; Grill; Water Fountain; Unprogrammed Open Space; Parking
Rogers Parkway	4 Acres, 1/3 Mile	Paved Trail; Benches; Trash Receptacles; Water Fountain; Unprogrammed Open Space; Playground; Street Crossings
Community Center	--	Ice Rink; Office Space; Flex Space/Meeting Rooms; Teaching Kitchen

UNDEVELOPED PARK PROPERTY

416 Hanley Industrial Park	0.3 Acres	Unprogrammed Open Space; Parking
2456 Louis Ave Park	0.6 Acres	Unprogrammed Open Space; Sidewalks; Trails
Mount Calvary Park	4 Acres	Unprogrammed Open Space; Parking; Trash Receptacles

TOTAL PARK ACREAGE 86 Acres

TOTAL PARKS 12 (9 developed, 3 undeveloped)

Existing Plan Reivew

Brentwood Parks System Master Plan (January 2015)

Goals of the previous master plan documents were focused on the following:

- Providing direction for recommended improvements to existing park properties, while also allowing flexibility for achieving the plan vision.
- Maintain a balance of active, passive, and open recreational space.
- Preserving existing tree canopy in the City and reforesting the park system.
- Developing opportunities for bike and pedestrian connections throughout the City.
- Develop a plan that is focused on sustainability.

This plan was developed from feedback from the community obtained thru stakeholder interviews and community input meeting.

Recommendations developed from this plan included that following:

- Identification of the need for additional park space in the western portions of the City both north and south of Manchester Rd.
- Recommendations for maintenance and improvements to existing parks.
- Concepts for incorporating trails throughout the City thru off-street trail enhancements and GRG trail connections.

The need for improved maintenance of existing park facilities to ensure quality park space was a focus of this plan and was successfully acted upon by the parks department following the adoption of this plan.

Brentwood 20/20 Comprehensive Plan (April 2018)

This plan was developed to serve as a 15 to 20 year guide for land use, development, capital improvements, and growth throughout the City.

Parks, recreation, and green space was a focus area identified in the comprehensive plan.

Engagement workshops conducted provided the following feedback on parks, recreation, and green space.

- Lack of updated parks, green space, playgrounds, and recreation.
- Desire for enhanced parks, green space, trails, and bike paths.
- Items noted for action included creating more trails, lighted trails, upgrading park system using easements, eradicating invasive species, and increasing greenways.

Key objectives for parks, open space & environment were identified in the plan as follows:

- Establish and maintain accessible, high quality parks and recreation facilities for all of Brentwood's residents to enjoy.
 - Connect existing and proposed trails with Shady Creek / Deer Creek Greenway.
 - Incorporate public artwork into Brentwood's trail system.
 - Establish a complete, interconnected pedestrian and bicycle trail network throughout Brentwood.
 - Work with Parks and Recreation Department to identify grants and secure alternative funding for parks, open space, trail segments, trail connections, and other recreation amenities for the community.
 - Work with the Parks and Recreation Dept. to install wayfinding signage along trails and greenways to improve access to Brentwood's outdoor recreation.
 - Work with the Parks and Recreation Dept. to provide mini park on the west side of Brentwood Blvd. at Litzsinger Rd.
 - Develop a partnership with the Brentwood School District to explore additional improvements and joint school grounds and indoor facilities.
- Ensure the preservation, protection, and enhancement of the City's tree population and flood plain to minimize flooding, promote environmental stewardship, and maintain healthy, diverse ecosystems.
 - Monitor and enforce zoning, development, and other appropriate regulations to protect and maintain floodplains, flood prone areas, wetlands, remnant natural areas, mature native tree stands, and other environmentally sensitive landscape elements.
 - Work with the Parks and Recreation Department to install environmental education and interpretive signage throughout the community in locations with natural and environmental assets.

- Minimize the amount of impervious surface created by new development to reduce long-term contributions to stormwater runoff.
- Encourage and promote native landscaping around perimeter of stormwater detention facilities.
- Establish policies and best practices to ensure that development and infrastructure projects do not represent a threat to wooded areas to maintain and enhance the City's existing tree population.
- Continue the ongoing maintenance of City trees.

Brentwood, Clayton, Maplewood and Richmond Heights Bikeable Walkable Communities Plan (April 2009)

- This plan was developed to enhance transportation, recreation, and fitness infrastructure in Brentwood, Clayton, Maplewood, and Richmond Heights.
- Several key goals and objectives were identified in the plan including the following overall goals:
 - Develop Bike/Pedestrianways as a Functional Element in Brentwood, Clayton, Maplewood, and Richmond Heights's Transportation and Recreation System.
 - Establish Programs to Effectively and Safely Use the Bike-Ped System.
- The plan identified recommendations for bike/ped facility components including off-street trails and on-street bikeways.

2018-2022 Show Me the Missouri Outdoors - The Statewide Comprehensive Outdoor Recreation Plan for Missouri

- This plan (also known as SCORP) provides insight on issues and trends commonly facing state and recreations providers.
- The plan identifies priority areas for focusing future funding and partnership efforts for the future of outdoor recreation in Missouri.
- The following goals were identified in the plan:
 - Expand recreational opportunities that serve multiple generations and user types; that target underserved populations such as youth, older adults, and communities of color; and that incorporate universal design principles and provide recreational facilities for users with physical or developmental disabilities.
 - Expand Missouri's trail system and promote trails as a critical component to engaging in an active and healthy lifestyle. Expansion should be encouraged where fiscally reasonable, recognizing that trail managers have finite resources for development, maintenance, operation, and liabilities.
 - Leverage Land and Water Conservation Fund (LWCF) grant financing to replace obsolete recreational facilities, address security issues, and encourage longterm sustainability of projects.
 - Connect youth to the outdoor world through environmental education, stewardship opportunities, and project based learning.
 - Promote the health and community benefits of the outdoors through partnerships, messaging, and programming.
 - Promote and identify grant and other funding opportunities that expand outdoor recreation facilities and activities.
 - Continue data collection, research efforts, and spatial analysis to identify areas of greatest recreation need.

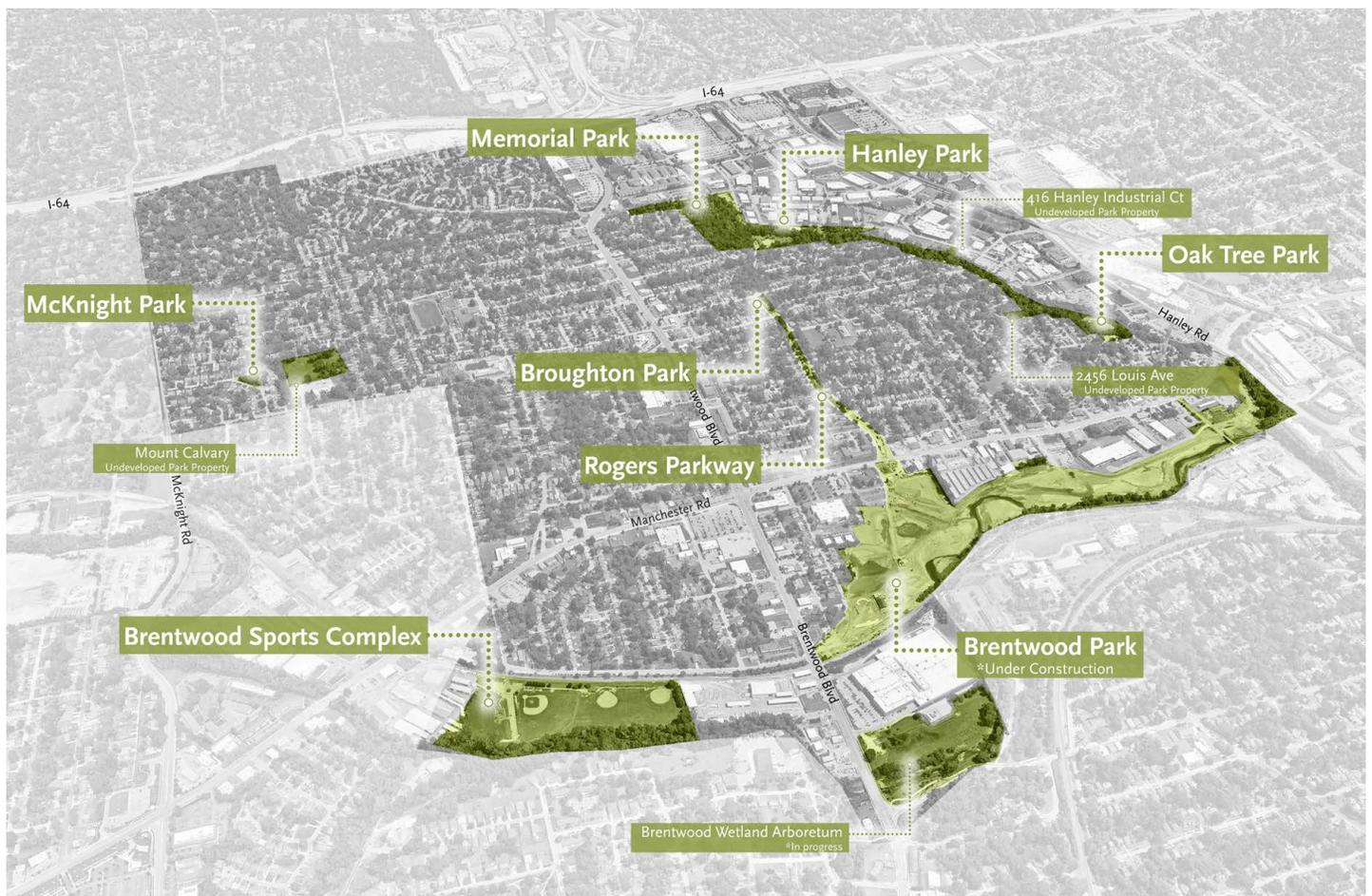
Brentwood Parks System Overview

PARK SYSTEM CHARACTERISTICS

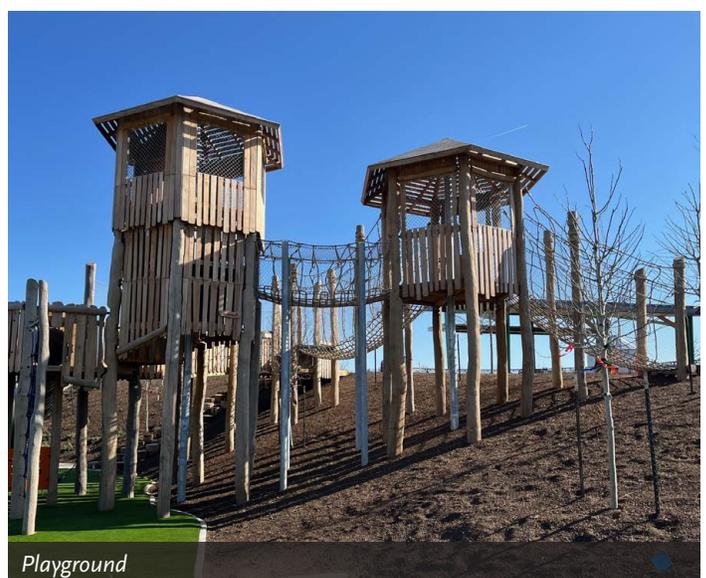
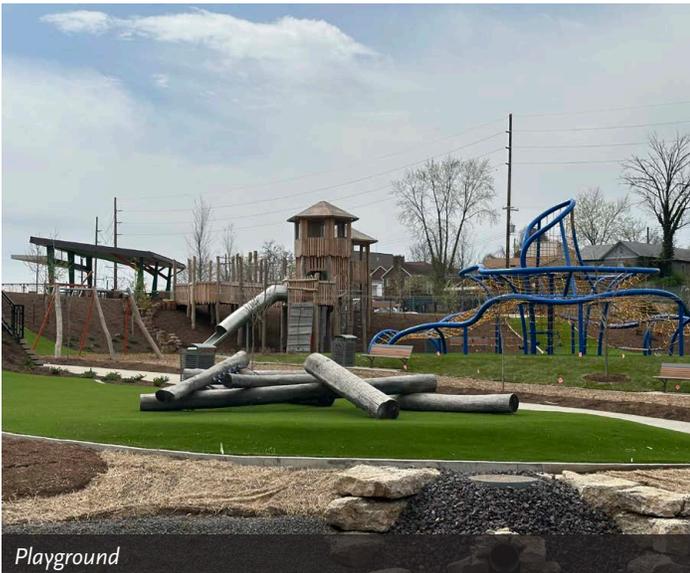
The Brentwood Parks and Recreation System includes a wide variety of park types and amenities distributed throughout the community. The map on below shows the locations of the various parks and trail corridors within the Brentwood system. The table on the previous page provides a description with each park's size (acreage) and key facilities and amenities present within the park.

PARC (The Parks and Recreation Cooperative)

In 2003, a cooperative agreement between the City of Brentwood and neighboring cities Richmond Heights and Maplewood was established to jointly service parks and recreation needs between the three communities. Residents of these three communities may utilize each community's facilities including Brentwood Ice Rink, the Maplewood Family Aquatic Center, and The HEIGHTS community center at resident rates. This cooperative agreement also includes various programming and facility rentals for residents of the three communities.



Parks Existing Conditions



Brentwood Park



INVENTORY

- 36 acres
- Destination Playground
- Indoor/Outdoor Pavilion
- Restrooms
- Water Fountains
- Paved Trails
- Great Rivers Greenway Connector
- Amphitheater

OPPORTUNITIES

- Connection to existing trail network
- Variety of programming
- Community events / gathering
- Increased visitorship
- Location
- Green space / connection to nature
- Flood mitigation
- Community asset / development

CHALLENGES

- Traffic / parking issues
- Overcrowding
- Vandalism
- Maintenance / long-term upkeep
- Geese
- Flooding
- Lack of shade until trees grow to maturity
- Cost / Funding

Brentwood Sports Complex



Restrooms, Water Fountain, Bleachers



Traffic Circle



Infield



Grassy Slope, Drainage Ditch



Batting Cages



Parking



INVENTORY

- 13.5 acres
- Youth soccer field
- Softball diamonds (2)
- Baseball diamond
- Batting cage
- Pavilion & restrooms
- Playground
- Bleachers
- Picnic Area
- Open Space
- Parking
- Water fountains

OPPORTUNITIES

- Variety of programming
- Community events / gathering
- Increase visitorship
- Improve connection to existing trail network
- Add new concession stand
- Update existing restrooms, fountains, and pavilion
- Provide lighting as needed to promote park safety and security
- Provide shaded seating

CHALLENGES

- Fields in very poor condition
- Maintenance / long-term upkeep
- Area prone to flooding and erosion
- Safety
- Current access is limited

Photographic Inventory - Brentwood Sports Complex



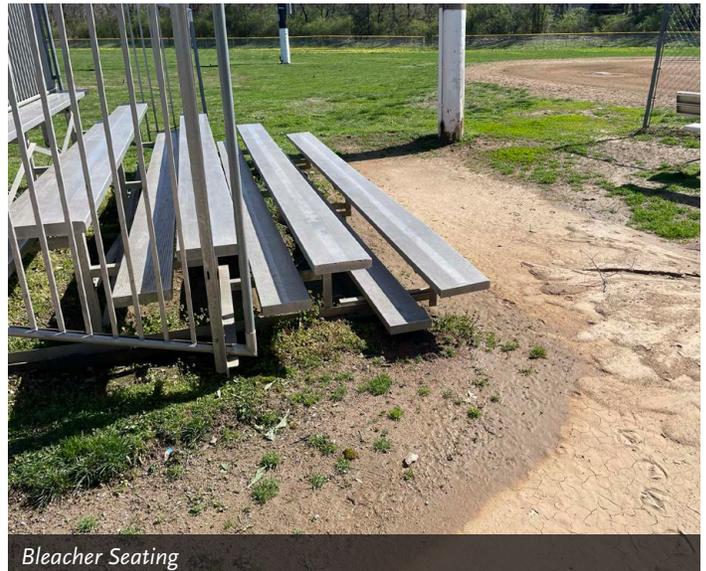
Ball Field



Concessions Building



Path between Fields



Bleacher Seating



Shaded Hillside



Green Space with Picnic Bench & Soccer Goal



Creek Crossing & Path to Playground



Open Green Space - Soccer Field



Playground



Slide



Wooden Press Box



Dugout

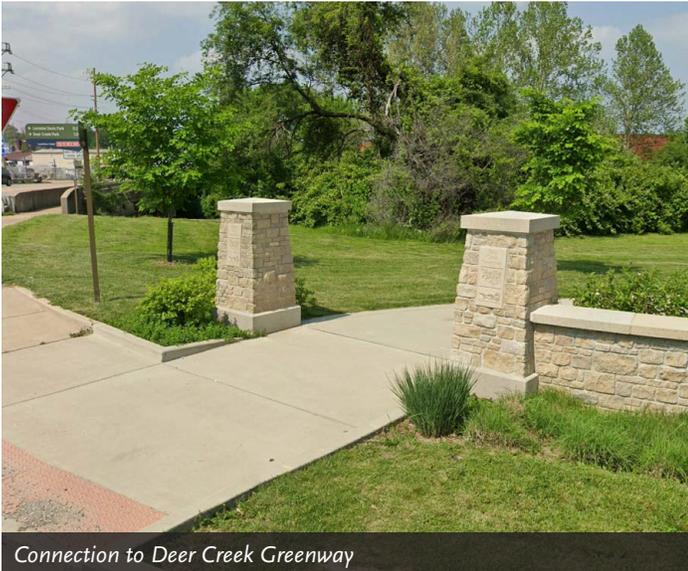
Brentwood Wetland Arboretum



View Looking Southeast into Wetland



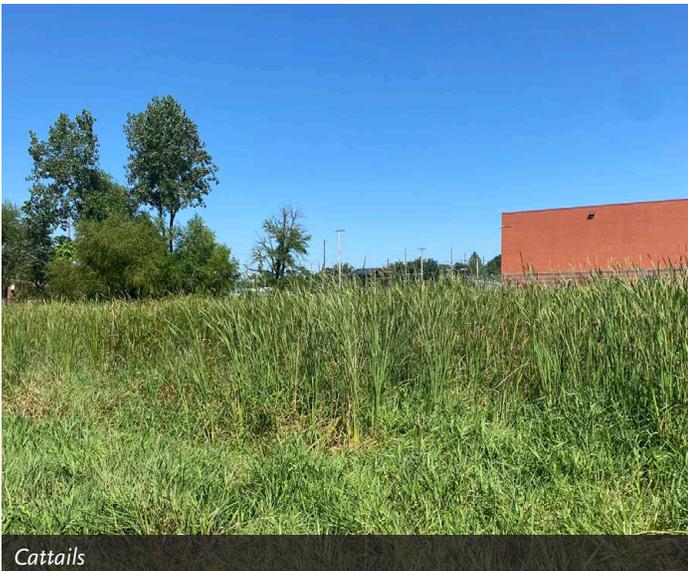
Vegetation



Connection to Deer Creek Greenway



Creek Edge



Cattails



Wetland Area Looking East



INVENTORY

- 7.5 acres (Under Construction)
- Stormwater Management
- Improved Water Quality
- Riparian Corridor Restoration
- Tree Planting
- Trails
- Educational Opportunities

OPPORTUNITIES

- Improve wildlife habitat and ecosystem health by controlling invasive species and restoring native vegetation
- Education / Sustainability focused passive park with a focus on riparian and wetland environments
- Potential to incorporate outdoor classroom space, pavilions, boardwalks, and trails
- Trail connections directly adjacent to project site
- Opportunity to expand and certify site as an accredited arboretum

CHALLENGES

- Heavily infested with hard to control invasive species
- Prone to flooding and erosion
- Site serves as a corridor for major utilities
- Site access challenging due to topography surrounding the perimeter of the site

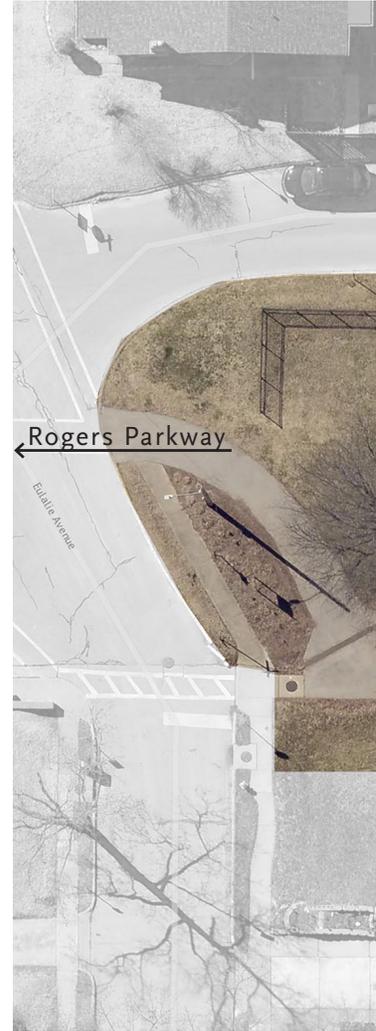
Broughton Park



Picnic Area & Playground



Paved Walkway



Playground - Concrete Edging - Wood Chip Surfacing



Swings with Wood Chip Surfacing



Shaded Benches



Open Green Space, Entry Signage



INVENTORY

- 0.3 acres
- Pavilion
- Playground
- Asphalt Trails
- Benches
- Trash Receptacles
- Unprogrammed Open Space

OPPORTUNITIES

- Connect to existing trail network
- Proximity to neighborhood, school, and library
- Small pocket park
- Community gathering space
- Update play equipment with more age diverse equipment
- Provide lighting as needed to promote park safety and security
- Replace wood chips/ mulch surfacing
- Provide more seating

CHALLENGES

- No drinking fountains/restrooms
- Lots of mud/runoff after rains
- Size

Hanley Park



Paved Pathway with Accessible Bench



Pathway along Basketball Courts



Sand Volleyball Courts



Entry Pathway



Dog Park Entry



Picnic Area



INVENTORY

- 4.4 acres
- Brentwood Dog Park
- Sand volleyball courts with lights (2)
- Pickleball with lights (2)
- Pavilion & restrooms
- Basketball Court with lights
- Benches
- Unprogrammed Open Space
- Sculptures
- Water Fountains
- Picnic Area
- Trash Receptacles
- Parking

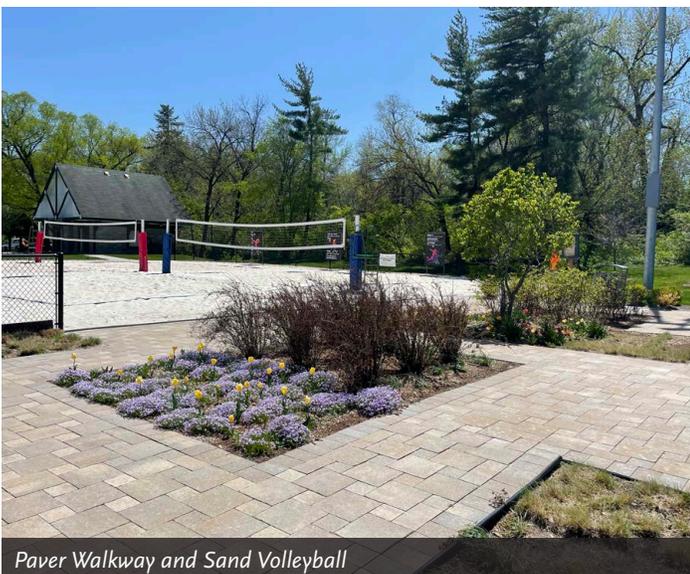
OPPORTUNITIES

- Connection to existing trail network
- Variety of programming
- Improve water fountains
- Provide play area for younger children
- Additional parking
- Provide more shaded seating areas

CHALLENGES

- Lack of desired programming
- Facilities/maintenance lacking
- Area prone to flooding and erosion

Photographic Inventory - Hanley Park





Open Lawn & Picnic Area



Pathway & Sculpture



Planting Bed



Dog Park



Paved Walkway



Parking & Picnic Area

McKnight Park



Street Island, Turf Lawn



Fairy Garden



Open Lawn Space



Entry Signage and Dog Waste Bags



Lawn @ Adjacent Housing



Open Lawn Space



INVENTORY

- 0.3 acres
- Unprogrammed Green Space
- Trash Receptacles

OPPORTUNITIES

- Proximity to neighborhood
- Green space / connection to nature, naturescaping
- Currently unused, open to new programming
- Provide seating options

CHALLENGES

- Size
- No current programming
- Underutilized
- Limited program opportunities with size and proximity to homes

Memorial Park



Asphalt Parking with Dumpster



Trail Entry - Paved



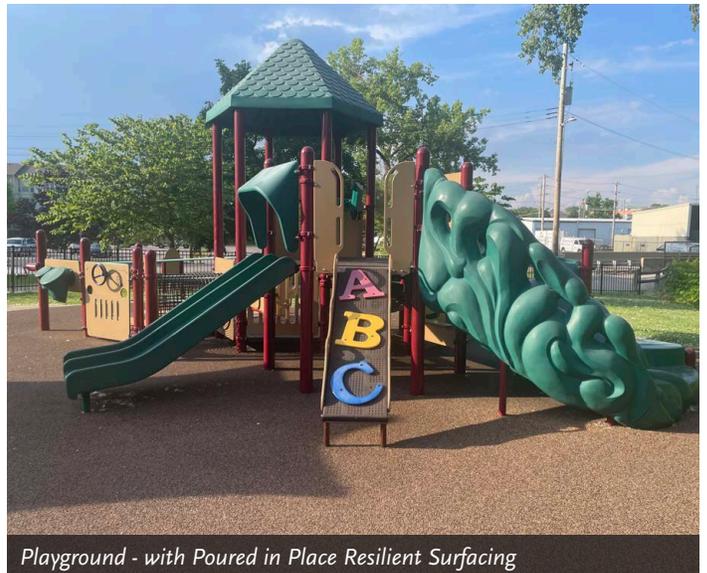
Trail Bridge Entry



Creek Crossing - Stone Bridge Below



Skate Rink



Playground - with Poured in Place Resilient Surfacing



INVENTORY

- 15.5 acres
- Pavilion #1 (seats 75)
- Pavilion #2 (seats 40)
- Inline skating rink
- Toddler playground
- Youth playground
- Restrooms
- Drinking fountains
- Hiking trails
- Asphalt trails
- Picnic Areas
- Sculpture
- Grill
- Woodland Restoration
- Stream
- Parking

OPPORTUNITIES

- Connection to existing trail network
- Green space / connection to nature
- Create active recreation for users
- Proximity to neighborhoods
- Secluded / quiet
- Community gathering space / events
- Provide additional play and recreational programming
- Open bathrooms for longer periods of time
- Replace mulch surfacing
- Provide adequate lighting for safety

CHALLENGES

- Lack of diverse programming
- Aging infrastructure
- Safety
- Heavily utilized by YMCA camps in summer
- Size

Photographic Inventory - Memorial Park



Paved Walkway to Playground



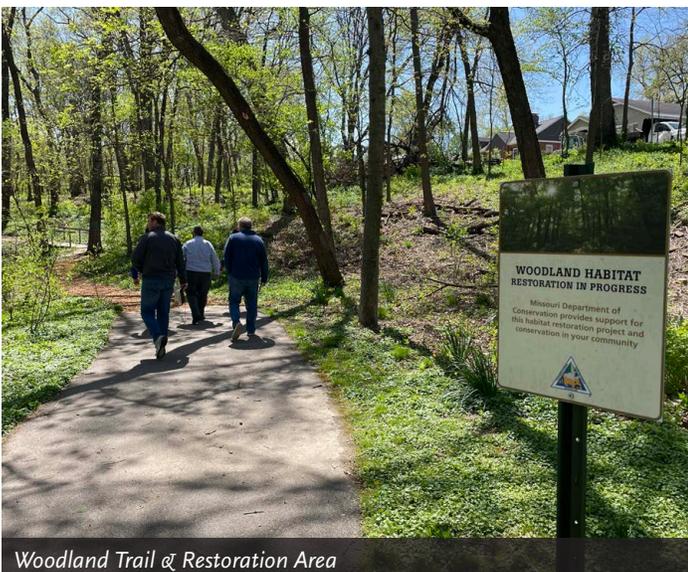
Picnic Area with Grill



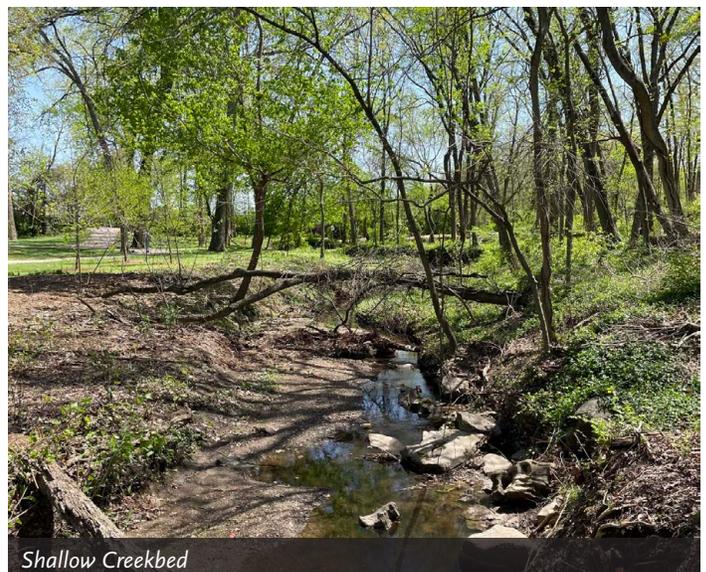
Paved Path over Bridge



Paved Pathway to Picnic Area



Woodland Trail & Restoration Area



Shallow Creekbed



Woodland Trail



Nature Trail - Wood Chip Surfacing



Natural Creek



Stone Steps



Stone Bridge



Wooden Bridge

Oak Tree Park



Woodland Trail - Wood Chip Surfacing



Woodland Path Entry



Restroom Building with Shrubs & Trash Receptacle



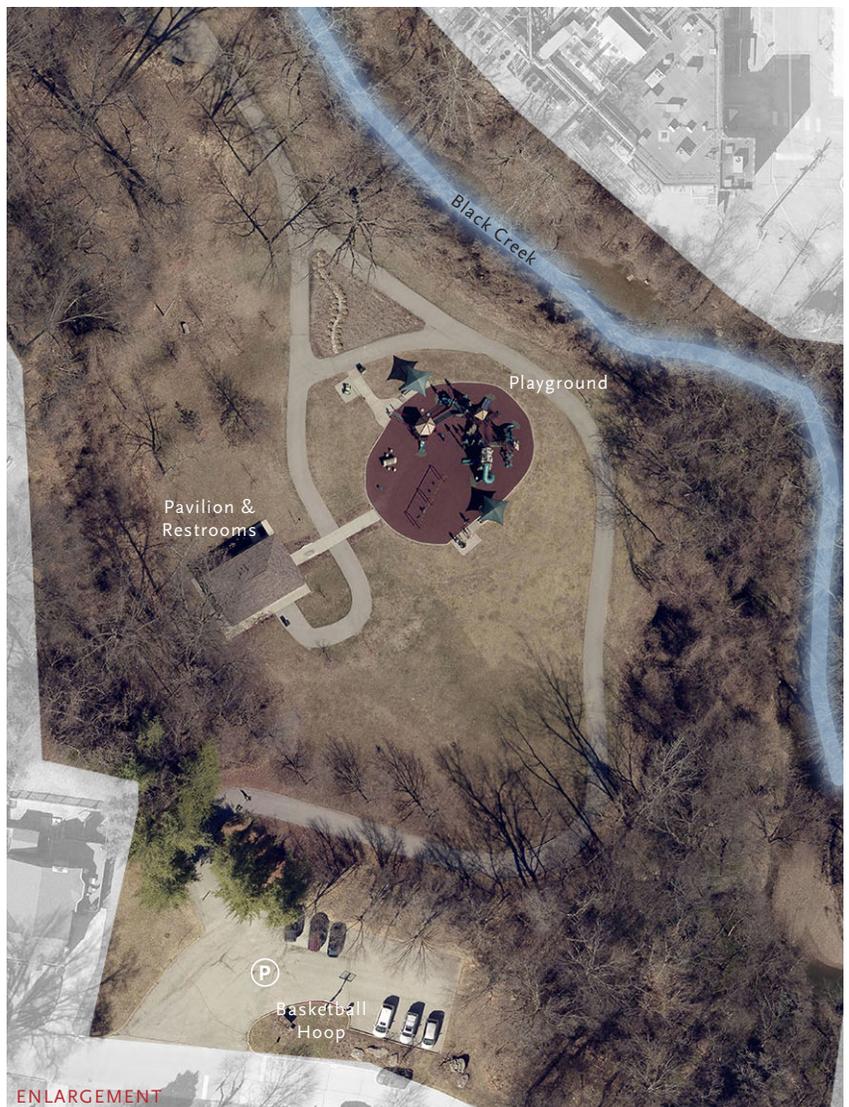
Pollinator Garden



Parking Lot Basketball Hoop



Park Overview



INVENTORY

- 8 acres
- Pavilion & restrooms
- Playground
- BBQ grill
- Asphalt pathway
- Wooded Nature Trails
- Picnic Area
- Basketball Hoop
- Water Fountain
- Unprogrammed Open Space
- Parking

OPPORTUNITIES

- Connection to existing trail network
- Variety of programming
- Improve restroom / water fountain facilities
- Increase signage
- Provide more shaded seating
- Buffer noise from industrial park
- Provide access to creek / nature

CHALLENGES

- Noise pollution
- Lack of shade
- Accessibility from south parking lot
- Lack of visibility

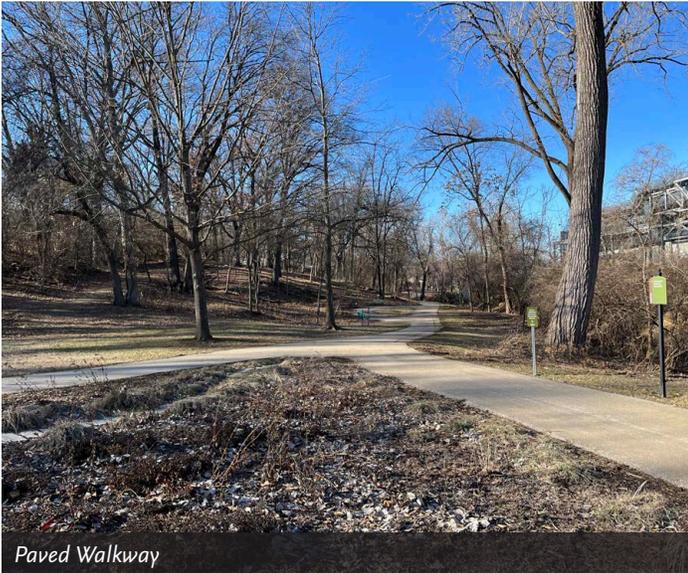
Photographic Inventory - Oak Tree Park



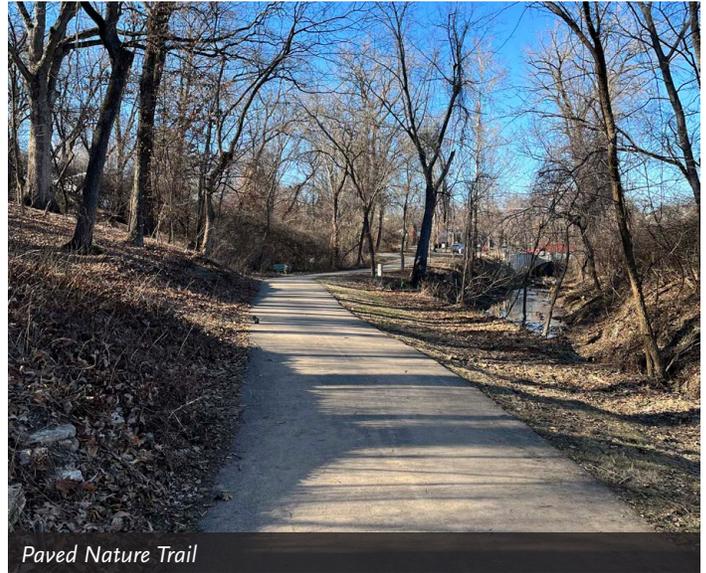
Entry Signage & Basketball Hoop



Concessions / Restroom Building



Paved Walkway



Paved Nature Trail



Planting Bed & Path to Playground



Playground - with Poured in Place Resilient Surfacing



Slide and Climbing Structure



Playground Swings



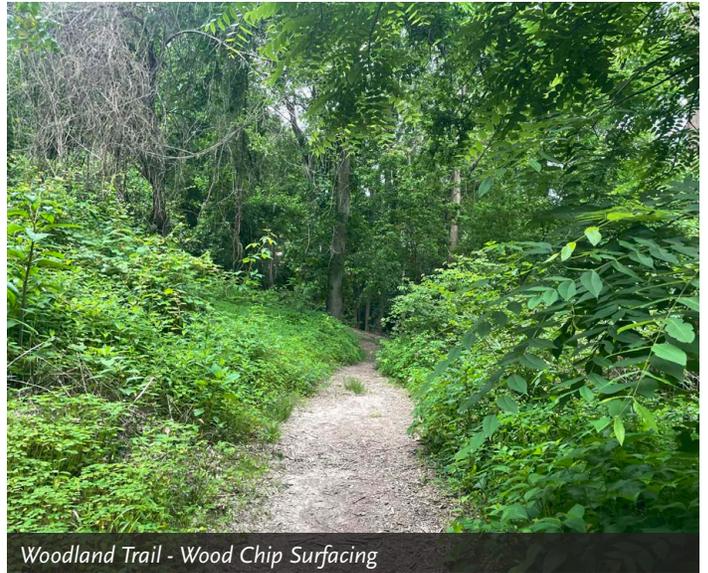
Neighborhood Trail Entry



Seating Along Nature Trail



Stone Steps



Woodland Trail - Wood Chip Surfacing

Rogers Parkway



Pedestrian Crossing



Paved Walkway, Painted Storm Drains



Brentwood Park

Manchester Ave

Future Connection to Brentwood Park



Paved Walkway, Street Access



Water Fountain



Trash Receptacles and Signage



Adjacent Playground



INVENTORY

- 0.4 acre linear park
- Asphalt Trails
- Benches
- Trash Receptacles
- Water Fountain
- Unprogrammed Open Space
- Street Crossings

OPPORTUNITIES

- Connection to existing trail network
- Provide recreation and fitness options
- Provide water fountains
- Provide adequate lighting for safety
- Improve landscaping / connection to nature
- Provide more shaded seating
- Clearly delineate lane markings
- Create a unique user experience

CHALLENGES

- Limited water access
- Overdevelopment
- Safety concerns due to inadequate lighting
- Maintain trail surface and landscaping

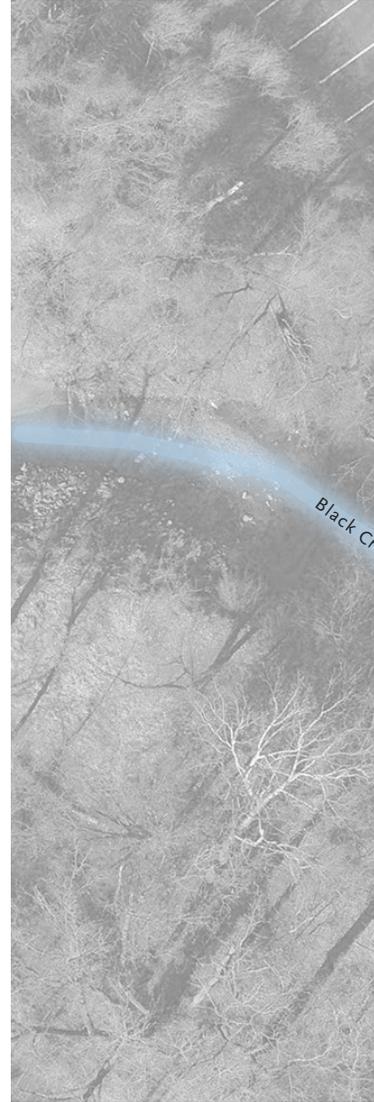
416 Hanley Industrial Park



Unused Green Space



Turf Lawn



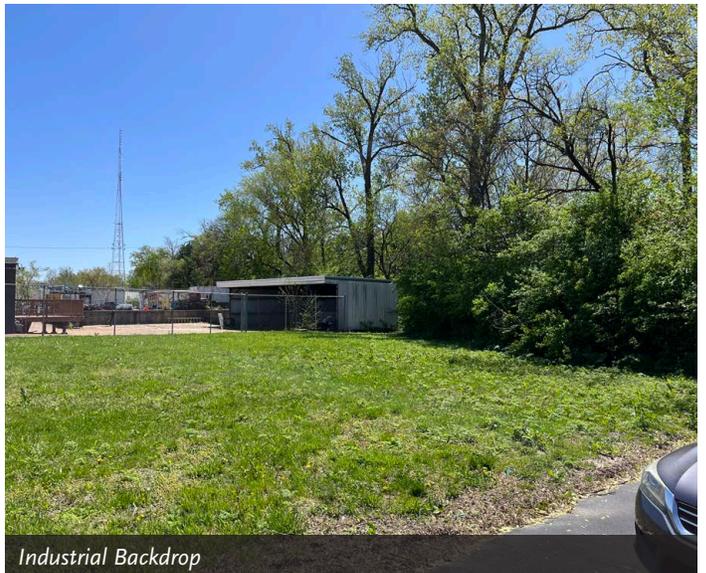
View from Adjacent Lot



Street View



Adjacent Parking Lot



Industrial Backdrop



INVENTORY

- 0.3 acres
- Unprogrammed Open Space
- Parking

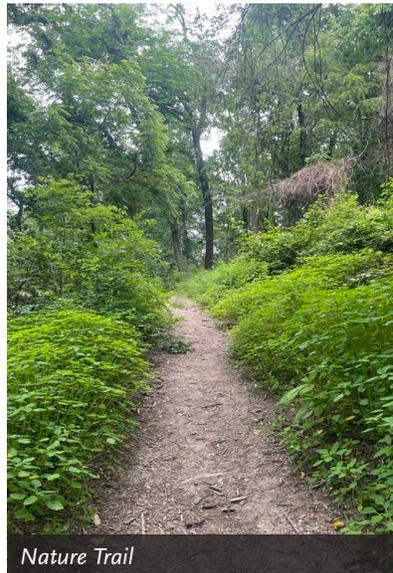
OPPORTUNITIES

- Potential connection across Black Creek to existing greenway
- Opportunity to provide something new for the city
- Currently unused open space
- Open to new programming (dog park, skate park, sport courts, etc)
- Green space / connection to nature
- Opportunity for a shared use agreement to gain parking access

CHALLENGES

- Current access / lack of trail connections / no parking
- Overdevelopment / loss of green space
- Lack of desired programming
- Underutilized / little public awareness
- Flooding
- Adjacent to industrial park
- Isolated
- Lack of aesthetic appeal

2456 Louis Ave Park





INVENTORY

- 0.6 acres
- Unprogrammed Open Space
- Sidewalks
- Trails

OPPORTUNITIES

- Connection to Oak Tree Park
- Proximity to neighborhood
- Opportunity to provide something new for the city
- Currently unused wooded space
- Green space / connection to nature

CHALLENGES

- Current access / lack of trail connections
- Maintenance / invasive plant encroachment
- Disturbing residents / privacy
- Overdevelopment

Mount Calvary Park



Stormwater Swale, Gravel Edges



Drainage with Stone Retaining Wall



Open Lawn Space with Backstop and Degraded Bench



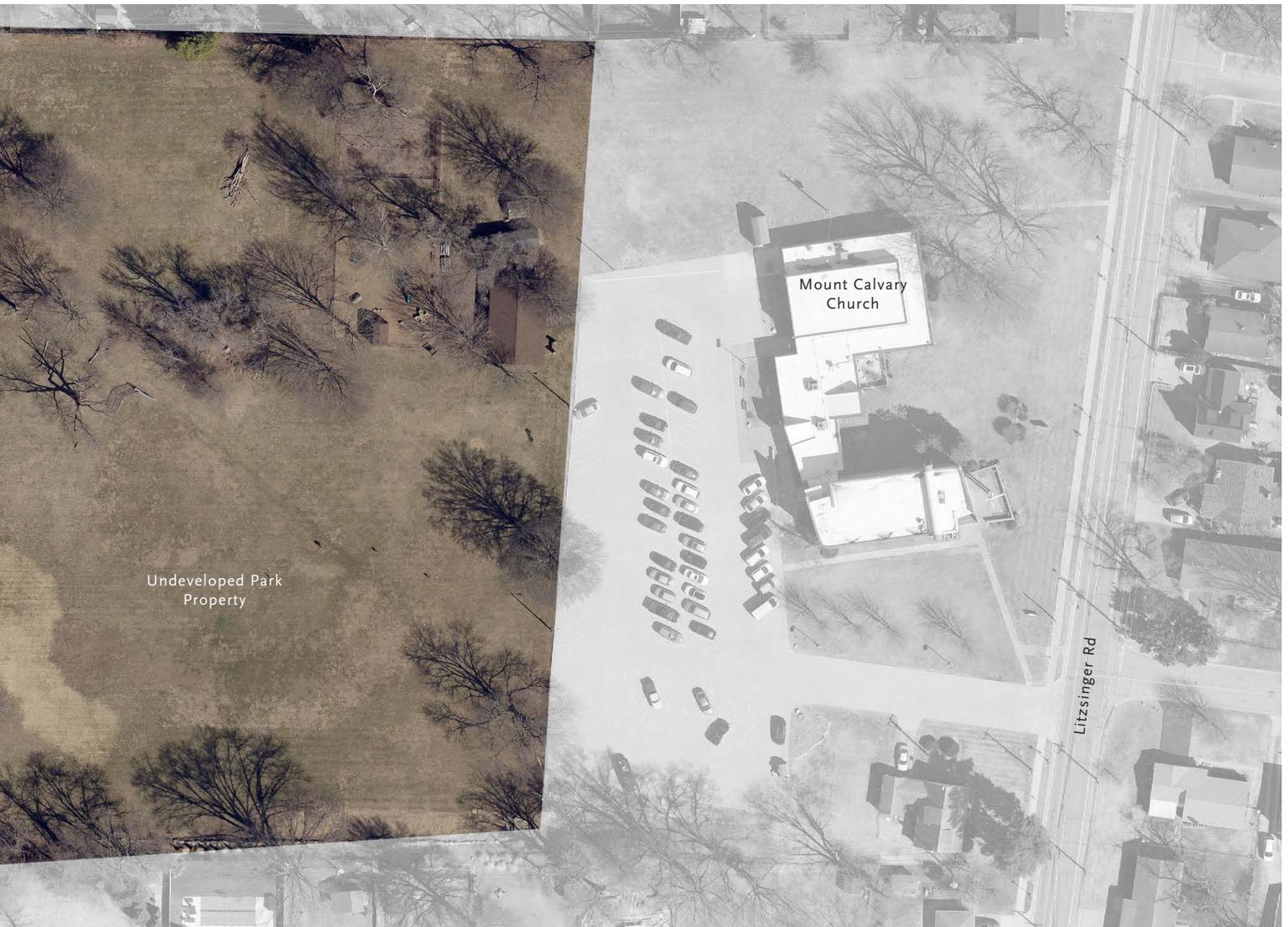
Unprogrammed Open Space



Parking with Curb Cuts



Dog Waste Station



INVENTORY

- 4 acres
- Unprogrammed Open Space
- Parking
- Trash Receptacles

OPPORTUNITIES

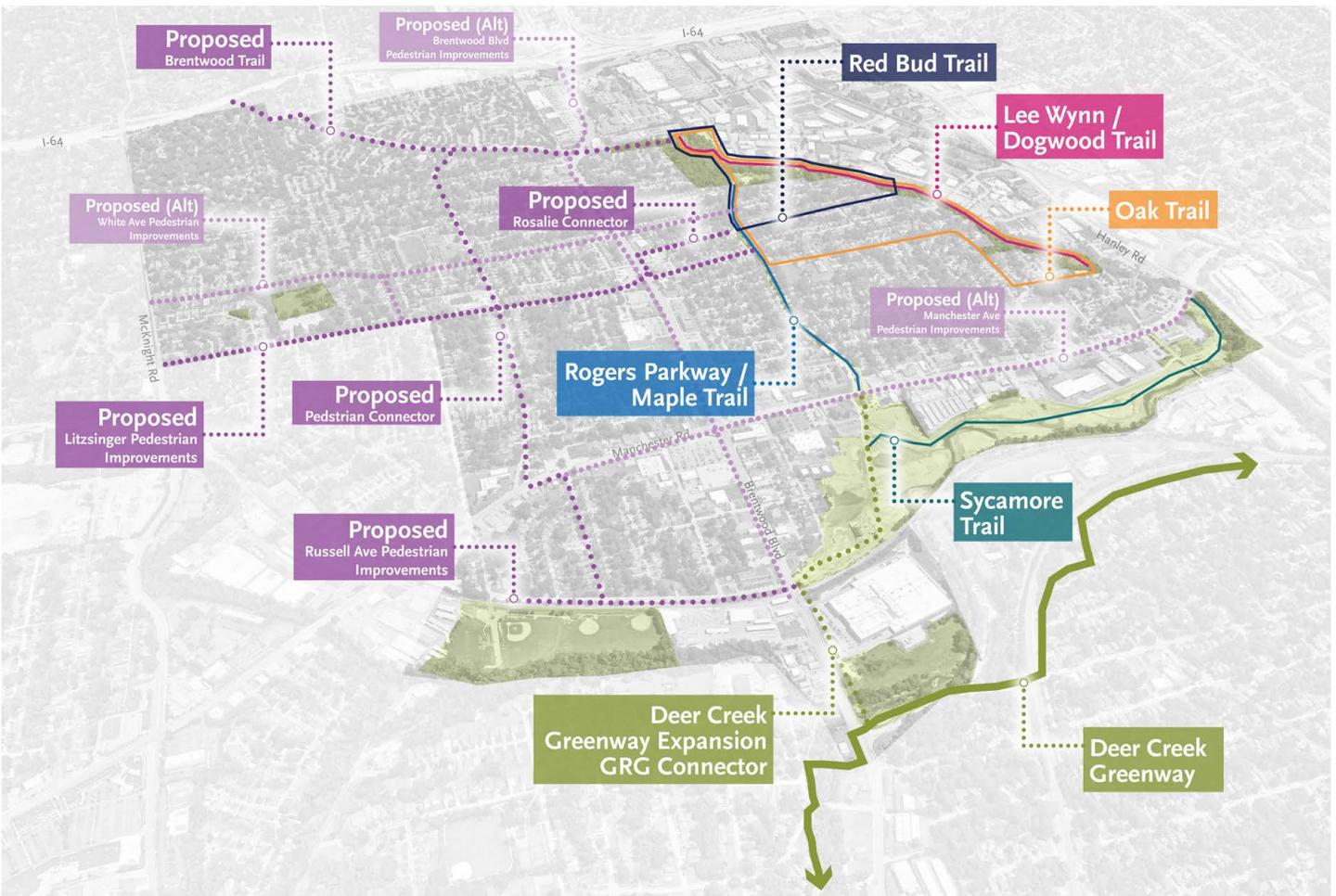
- Utilize currently unused space
- Proximity to neighborhoods
- Provide variety of programming
- Preserve green space / connection to nature
- Provide safe access / connection to existing trail network
- Consider all ages

CHALLENGES

- Underutilized
- Overdevelopment
- Maintenance / cleanliness
- Access / lack of connectivity

Brentwood Trails

Trail Name	Type / Status
Red Bud Trail	Paved Trail / Existing
Dogwood Trail	Paved Trail / Existing
Oak Trail	Paved Trail / Existing
Maple Trail	Paved Trail / Existing
Rosalie Connector	Proposed Trail / Pedestrian Improvements
High School Dr. Connector	Proposed Trail / Pedestrian Improvements
Brentwood Trail	Proposed Trail / Pedestrian Improvements
Litzsinger Rd. Pedestrian Connector	Proposed Trail / Pedestrian Improvements
Brentwood Park Trail	Newly Constructed Trails within Brentwood Park
Deer Creek Greenway Connector	Under Construction Trail Connector between Brentwood Park and the Existing Deer Creek Greenway
Sycamore Trail	Newly Constructed Trail within Brentwood Park



Parks Buildings and Structures

As a component of the Parks and Recreation Masterplan for the City of Brentwood, the SWT team undertook an inventory and physical analysis of the existing buildings operated by the Parks and Recreation department. A survey of the existing facilities focused on the physical condition of each building along with current use and current operations. This assessment will serve as a foundation in determining how well the buildings currently serve their intended use and identification of adaptability to serving future needs. Other elements reviewed as part of the survey will help determine building operational, efficiencies, sustainability and maintainability.

Current Brentwood Parks and Recreation Department buildings/structures include:

- City of Brentwood Community Center / Ice Rink
- Memorial Park: Octagon Park Support Building; Open Air Pavilion
- Hanley Park: Park Support Building; Open Air Pavilion
- Oak Tree Park: Park Support Building / Pavilion
- Broughton Park: Open Air Pavilion
- Brentwood Sports Complex: Park Support Building; Open Air Pavilion
- Brentwood Park: Park Support Building / Pavilion



City of Brentwood Community Center

City of Brentwood Community Center / Ice Rink

Background:

The Brentwood Community Center and Ice Rink is a one-story structure consisting of approximately 41,786 GSF. The building is comprised of two distinct components, the Ice Rink which makes up the west side of the building is 30,532 GSF and the Community Center located on the east side of the structure is 11,254 GSF. The public complex is operated by the Brentwood Parks and Recreation Department whose offices are located within the Community Center.

The complex sits on 2.82 acres of land located at 2505 South Brentwood Boulevard. A parking lot occupies the area between the building and Brentwood Boulevard to the east. A concrete plaza buffers the Community Center / Ice Rink complex from the parking lot. The plaza leads patrons to two separate building entries, one dedicated to the Ice Rink and the other to the Community Center. The finished floor elevation of the Community Center is approximately 5' – 3" above the finish floor elevation of the Ice Rink. As a result, the Community Center entry is also 5'-3" higher than the Ice Rink entry.

Commercial property is directly south of the recreation center, a bank to the north and residential property to the west. Brentwood Boulevard runs north/south along the east edge of the property. The south elevation of the Community Center is currently 6' from the south property line and the west elevation is 6' from the west property line. It is important to note that current building setbacks required in the Brentwood zoning regulations include 10' side yard building setbacks, 25' front yard building setback and 50' rear yard building setback.

Since its inception, the Community Center and Ice Rink complex has consistently served the citizens of Brentwood well, while also drawing from neighboring communities throughout the region. The facility was completed in 1975 and had seen minor renovations until a major renovations in 2015.

- A planning study was undertaken in 2008/2009 to consider a proposed new community center for the City of Brentwood. As a part of the study, a cursory survey of the existing community center and ice rink was undertaken, considering both the physical and programmatic aspects of the facility. The assessment included a review of the existing construction documents to help identify the cause of major floor slab settlement issues within the facility. Three years prior to the 2008/2009 study, the uneven concrete floor slabs were mud jacked, but the settling continued. It was determined that existing sink holes, which were capped during the 1974-1975 construction, had likely failed at some point resulting in the slab settlement problem.
- In 2011 a comprehensive building analysis was developed for “determining the long-term viability of the existing Brentwood Recreation Complex.” The assessment included analysis of: Building systems and structural integrity; building code compliance; building repair or replacement; opinion of probable costs. The findings of this assessment recommended the existing facility be completely updated and included two options for expansion of the complex.
- In 2015 the City of Brentwood moved forward with the design and construction of a complete renovation of the community center and ice rink complex. Renovations included upgrades to the structural system including installation of new micro-piles and structural floor slabs, a completely new ice refrigeration system and HVAC equipment, increase in locker room size, upgraded ADA compliant toilet rooms, refurbished meeting rooms and offices as well as a new control desk and teaching kitchen. The original entry plaza was expanded providing a more attractive, accessible and inviting entry into the Community Center and Ice Rink.

Assessment of existing conditions

Because of the 2015 renovations to the Community Center and Ice Rink the physical condition of the facility is in very good condition. All systems have been updated and the building has been brought into alignment with current building codes, as well as ADA guidelines. As a result, this facility analysis will primarily focus on the programmatic and operational aspects of the existing Community Center / Ice Rink complex.

Exterior Assessment

Parking Lot

The parking lot, located between the Community Center / Ice Rink, currently contains 128 parking spaces (114 standard stalls, 10 accessible parking stalls and 4 EV recharging stations).

Challenges:

- When all three activity spaces in the Community Center are being utilized at the same time during hockey season (November – January), the parking lot can be near capacity.

Plaza

The entry plaza was expanded during the 2015 renovation to provide a stronger buffer between the parking lot and Community Center / Ice Rink facility. New signage was added to reinforce the two distinct building entries of the Community Center and the Ice Rink. Because entry to the Ice Rink is 5' – 3" lower than the Community Center, the added plaza pavement accommodates a more gradual grade transition from the parking lot. The enlarged entry plaza provides an expansive area for outdoor events. Another benefit of the entry plaza expansion was the coalescing of 10 accessible parking spaces at the front of the complex, providing easy access into the building. The enlarged plaza also provides program space in the way of the entry plaza in general along with a specific courtyard space adjacent to Multipurpose Room A.

Challenges:

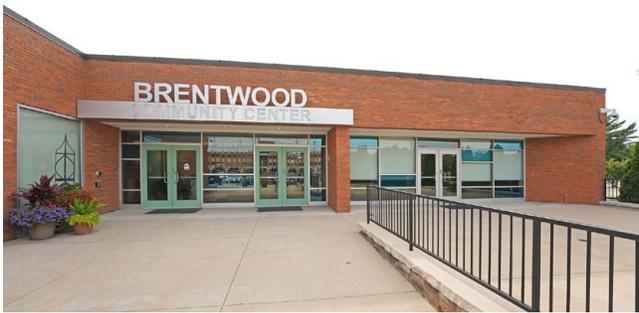
- Because the Plaza faces Brentwood Boulevard, the outdoor space can be quite loud when road traffic is present.
- Wayfinding to the correct entry can be challenging. Because the Ice Rink entry is further from the parking lot and at a lower elevation, it is often overlooked by newcomers. People unfamiliar with the complex often come into the Community Center lobby looking for access to the ice rink.

Building exterior

Aside from a small amount of efflorescence visible on the two-sided brick beams at the southeast corner of the building, the exterior is in very good condition. A TPO roof was installed in 2014 and covers the entire facility. During the renovation a drop ceiling over the ice rink was removed.

A horizontal row of small 1½” diameter holes running completely through the exterior wall were discovered along the north, upper wall of the ice arena, approximately 5’ below the roof line and approximately 6’ o.c. The holes appear to be remnants from anchor bolts that had been removed but the holes never filled in. Presuming the pressure inside the Ice Rink is slightly negative, these holes are likely drawing cold, damp air into the building just below the interior metal deck ceiling along the north end of the Ice Rink and contributing to the peeling paint observed along the northern edge of the decking adjacent to the north exterior wall.

- The west, south, and east exterior walls should also be checked for holes that may have been left after the previous renovations.



Community Center Entry



Ice Rink Entry

Community Center Assessment

The Brentwood Community Center currently contains the Department of Parks and Recreation Administration offices. Additional elements within the community center include: entry lobby/lounge, 3 multiuse activity rooms, a full teaching kitchen, a separate catering kitchen, public restrooms, storage room, mechanical equipment rooms and an outdoor plaza.

Entry Lobby / Lounge (1,148 SF)

The building Entry Lobby contains the control desk, small lounge area, public toilets, and access to the Community Center Administration offices and the Multipurpose Rooms. There is a controlled access point to the Ice Rink bleachers. The lobby also provides direct access to Multipurpose Room A. There are currently 30 security cameras located throughout the building which can be monitored from the control desk.

Attributes:

- Clearly visible and welcoming location.
- Connected directly to admin suite.

Challenges:

- Control Desk has very limited visual connection to primary circulation spine as well as individuals entering the building from entry plaza.
- Security of receptionist could be a concern given proximity to front door.

Administration Office Suite (1,976 SF)

The Brentwood Community Center contains the Department of Parks and Recreation Administration offices. Within this office suite there are 6 open office cubicles, the Directors office, 220 SF conference room, copy room, break room, coat closet, 90 SF storage room and IT room. The front entry desk is directly connected to the admin suite. Currently 5 of the 6 cubicles are occupied by staff, leaving 1 cubical available for growth, or other purposes.

Attributes:

- Abundance of natural light from the east and north.
- Inviting and flexible office space.
- Adjacency to lobby.

Challenges:

- Small amount of area available for growth.
- Lack of privacy in open office area can be an issue if some positions require more privacy.
- Conference Room can only be used by staff due to location.
- A portion of the Conference Room is utilized for storage overflow.
- Storage is inadequate for needs.



Entry / Lobby



Administration Offices



Conference Room

Multipurpose Rooms A, B & C

Multipurpose Room A (999 SF), Demonstration Kitchen (398 SF)

Multipurpose Room A is directly off the entry lobby and can hold up to 60 people (banquet style). The room contains a drop-down projection screen with ceiling mounted projector and a fully equipped Demonstration Kitchen. The room has an abundance of natural light with east facing windows and direct access to an outdoor patio. The flooring is a high-grade strip vinyl with ceramic tile in the kitchen area and is in good condition.

Activities:

- Primary use is for private meetings and events.

Attributes:

- Direct access off of lobby.
- Very clean and fully updated space.
- Teaching Kitchen - highly visible from the lobby.
- East windows providing an abundance of natural light.

- Drop down projection screen.
- Connection to outdoor patio.

Challenges:

- While highly visible from the lobby, the demonstration kitchen is primarily used to support the rental functions in the room with very little use as a teaching / demonstration component.
- Limited Storage

Multipurpose Room B (1,341 SF)

This room is divisible into two spaces (north and south) of equal proportions by means of operable wall panels. As a single space the room can hold 72 people (banquet style). When the room is divided, each subdivided room holds 36 people. Countertop space and storage area is provided for each of the subdivided rooms.

A separate entry from the corridor is also provided for each of the two subdivided rooms. There is a small coat closet near the north end of the room. A door at the south end of the space provides direct connection between Multipurpose Room B and the Ice Rink. The south room is connected directly to the Gallery Kitchen (Catering Kitchen) which also has a pull down screen. Flooring product unknown, but it appears the intent was for a vinyl floor with a thin shock pad below.

Activities:

- Room(s) is used for events and programs as well as ice related functions.
- Programs offered include Tae Kwando, Fit Diva, and fitness and dance classes.
- Because the space is innerconnected to the back side of Ice bleachers it can be used for Ice related functions as well.

Attributes:

- Countertops and storage available on each side of room divider.
- Door connects the ice rink and multipurpose room with windows providing a visual link between the two.
- Southernmost room connects directly to the Gallery Kitchen (catering kitchen) and has a pull down screen.
- Northernmost room has mirror for fitness classes.
- Windows along the west elevation overlooking ice rink.

Challenges:

- Floor is not durable enough to withstand heavy equipment. Damaged areas observed.
- Lack of storage space.
- The narrow and long proportion of the room is not ideal.
- Flooring product does not adequately support the planned uses of the space.

Multipurpose Room C (1,350 SF)

This room is well proportioned and has a seating capacity of 90 person (banquette style). The space connects to a small (61 SF) storage room. Features include drop-down Projection Screen; access to Galley Kitchen (via hallway); access to Courtyard Lawn. Current flooring is made up of 12"x12" Vinyl tile.

Activities:

- Large parties, events, or group meetings.
- Used often for Re-Pass events.

Attributes:

- Access to outdoor greenspace.
- Natural light from the east and south.
- Largest capacity of the three multipurpose rooms.
- Location provides a level of privacy.

Challenges:

- Lack of storage.
- Largest capacity, yet furthest from the public toilets.

General Multipurpose Room Challenges:

- The three meeting rooms, ranging from 999 SF to 1,340 SF in size are the core elements of the Community Center. Yet they are relatively small, and storage is limited. This greatly limits the types of programs and rental activities that can occur within the facility.
- Staff receives requests for event space capable of holding 100 or more people at least once a month.



Multipurpose Room A



Multipurpose Room B



Multipurpose Room C

Galley Kitchen (143 SF)

Kitchen contains a Microwave, Refrigerator / Freezer, large countertops, and storage cabinets. The room offers direct access to the primary corridor as well as Direct access to the south end of Meeting Room B. This kitchen is primarily used as support for rental functions in multipurpose rooms B and C.

Attributes:

- Connection to corridor provides access from any space.
- Good amount of space for a catering kitchen.

Public Restrooms

The Men's and Women's public restrooms are located just off the entry lobby. These two spaces were completely upgraded during the 2015 renovations. Finishes and fixtures have been updated and the restrooms are now fully compliant with ADA accessibility guidelines.

Challenges:

- Location of the Restrooms is not centralized to the three multipurpose rooms. Multipurpose Room C is the largest activity space within the Community Center, yet furthest from the public toilets. When all rooms in the Community Center are in use, the toilets rooms can get congested.

Storage Room (114 SF)

The primary dedicated storage room is accessed off the east-west corridor across from the Gallery Kitchen entry. This storage room serves all three multipurpose rooms, and is particularly well positioned between Multipurpose rooms B and C. Storage needs for rooms A and B are met by this storage room, however, the storage amount is inadequate for all three multipurpose rooms.

Attributes:

- Centralized location.

Challenges:

- Room is too small to adequately serve the Community Center.

Ice Rink Assessment

The second primary entry to the complex is to the indoor ice rink. This portion of the facility houses the indoor ice arena, bleacher seating, warming room, vending area, small party room, hockey locker/shower rooms, skate rental/control desk, staff office area, public restrooms, storage room, Zamboni garage / ice melting area and ice refrigerant equipment.

Ice Arena

A full dasher board system encloses the NHL sized ice rink (85' X 200') and includes team benches and penalty boxes. A large score board is on the south end of the arena. Dasher boards along the team benches have ice level vision panels designed to accommodate Sledge (sled) Hockey. Even though the event was very popular, there has only been one Sledge hockey game played in the renovated rink. All ice equipment and piping was completely replaced during the 2015 renovations. The ice sheet is set up over a sand base with a below grade heating system underneath.

Activities:

- Glow Skates every Friday night. Glow-in-the-dark line paint with overhead black lights.
- Programs and sessions offered include: public skating, free style, learn to skate, adult learn to skate.
- The facility is home to the St. Louis Rockers youth hockey organization.
- Also home to the St. Louis Skating Club, a member club of US Figure Skating.
- Glow in the dark paint on ice surface for Galactic Glow Party events.
- The rink is host to other events as well.
- Have allowed wheelchairs on the ice, and have hosted a Blind Hockey event that was popular.



Ice Arena - looking North

Attributes:

- The ice arena is a highly functional, highly utilized, and well maintained facility that has been updated to serve the community for many years to come.

Bleachers

Elevated bleachers with a seating capacity between 360 – 390 spectators runs along the eastern side of the rink. The bleachers can be accessed from the warming room by means of stairs or wheelchair lift. Direct access is also available to the upper level of the bleachers by entering from the Community Center.

Challenges:

- The level area behind the bleachers (920 SF) is currently under utilized.



Thermal infiltration at Metal Deck



Bleacher Seating

Warming Room / Vending (1,316 SF)

The warming room is an inviting space at the entry to the ice complex. Bench seating is provided, and can accommodate approximately 72 people. The space provides good viewing of the ice rink from Warming Room / Corridor. A space for two vending machines is provided at the west end of the Warming Room, while ticketing, Skate Rental, and a small staff office are located along the north side. Entry to the Ice Arena is through doors located along the south side of the space.

Attributes:

- Inviting space accommodates a wide range of users.
- Ample viewing into the Ice Arena.

Challenges

- Opposing locations of entry doors, ticketing, warming room / rink entry, relative to the check-in desk creates some control issues within the facility.
- Push-pad door operator takes a beating. Automatic doors with touchless opening pad might be more appropriate for building access.

Party Room (236 SF)

A small party room is located just off the corridor running along the north side of the ice rink. The location provides easy access to both the warming room and ice arena. The room contains a counter with base cabinets and a hand sink. The maximum occupant load is 18 people.

Activities:

- Birthday Party rental room (very popular).

- Referee changing room, and female changing room.

Challenges:

- Birthday parties are very popular and there is limited space for events.
- Room capacity is on the low side holding only 15 to 18 people.

Locker Shower Rooms

There are four decent sized team locker rooms. Each pair of locker rooms shares a toilet / shower area. Locker rooms are adequately sized for hockey teams.

Challenges:

- Shower rooms currently have gang showers.
- A good deal of circulation (221 SF) is required to get to northern most team locker / shower rooms.

Skate Rental (242 SF) / Control Desk (110 SF)

Skate rental is located along the north side of the warming room. The room contains storage for approximately 525 pairs of ice skates (stored on three Becker skate racks), and a skate sharpening machine. The Skate Rental counter provides a barrier into the skate rental area and shares a desk with Ticketing / Control. The design of the service counter is extremely tight. Not enough space has been provided to allow circulation behind someone seated at the ticketing counter. Visibility of the warming room is good as is visibility of the entry doors. However, when the warming room is full of activity, it is difficult to monitor everyone coming in through the entry doors.

Challenges:

- The area behind the Ticketing Desk is too constricted for unincumbered circulation. No knee space for staff at the counter as cabinets are full depth.
- The ability of staff to control public access to the ice can be challenging given the location of the ticketing counter relative to the building entry doors and ice arena entry.

Administration Suite (158 SF)

The staff office houses two people in the small open office area.

Challenges:

- Space is extremely tight and doesn't provide for adequate storage.



Party Room



Warming Room



Staff Office Area

Public Restrooms

The Men's and Women's public restrooms are located just off the Warming Room. These two spaces were completely upgraded during the 2015 renovations. Finishes and fixtures have been updated and the restrooms are now fully compliant with ADA accessibility guidelines.

Storage Room (220 SF)

There is an isolated storage room at the northwest corner of the Ice Rink building. Access is from the exterior via a door on the west elevation. The storage room floor is approximately 5' below the Ice Rink floor. The room contains electrical panels, mechanical equipment, storage and a roof access ladder and roof hatch.

Challenges:

- Lacking storage within the rink support space.

Zamboni Room (502 SF)

Contains a heated snow melt pit below steel grates in floor. Large enough to house one gas and one electric resurfacers. Access is from the southeast corner of the rink.

City of Brentwood Outdoor Park Facilities

Overview:

Below is an overview of the buildings and structures that exist within the City of Brentwood public parks system.

Memorial Park

Octagon Building (1,845 NSF)

The Octagon building in Memorial Park is an octagon shaped structure that is primarily used for storage and repair of parks maintenance equipment and tools. A small area is also used for horticulture. The building occupies a site that is a highly visible location off of Strassner Drive. The western half of the building is constructed of concrete block walls with brick veneer, and a wooden roof structure. The eastern half is constructed of wood framing and exterior wood siding. It appears the eastern half was quite possibly an open-air pavilion that was filled in at some point to provide additional indoor space. The building contains two toilet rooms (unheated) for park patrons. Overall, the building is in good condition physically. Programmatically, the building isn't ideally suited for its current use.

Open-Air Wood Pavilion

This open-air wood pavilion can be found in several parks through the city. The large structure has four center columns with wood beams supporting a steeply pitched roof. The structure is in fair condition but is located within a forested area where there is ample shade from trees. These structures are at the stage where maintenance items (roofing, staining, repairing) are required for upkeep.

Open-Air Metal Pavilion

Situated adjacent to the south playground, the pre-engineered metal pavilion appears to be in relatively good condition and well suited for the location.

Challenges:

- The building is in relatively good shape, but the octagon plan configuration is inefficient and challenging to program.
- Open-air pavilion is in a densely wooded area where shade is plentiful.



Octagon Building



Brentwood Sports Complex

Park Support Building (767 GSF)

This support building contains heated, public Men’s and Women’s toilet rooms along with storage (formerly a concessions area). The facility is in relatively good condition given the fact that it is located within the Deer Creek flood plain.

Open-Air Wood Pavilion

The center columned, open-air wood pavilion is also in relatively good condition. The structure is made up of four centered metal support beams with wood column wraps, wood trusses and roof deck. Even though the vertical column supports are wood, the structure appears to be very sound.

Challenges:

- Support Building is in the flood plain. Required a good deal of maintenance to clean up after a flood.
- Open-air pavilion is due for a new roof.



Park Support Building and Open Air Pavilion



Brentwood Sports Complex Levy



Park Support Building

Brentwood Park

Brentwood Pavilion (2,034 GSF) / Restrooms (538 GSF)

The Brentwood Pavilion was completed in 2023 as part of the Brentwood Park redevelopment project. The Pavilion contains two separate components under one roof. The large component includes a 1,060 SF event space, a single user restroom, event storage, park storage, and mechanical equipment room. The second component contains two large restrooms and two single user restrooms rooms. The remainder of the facility consists of covered, open-air, concrete gathering space.

Attributes

- Attractive structure provides valuable indoor and outdoor support space for Brentwood Park including heated restrooms, outdoor sheltered social space with fireplace, indoor event space, and storage.

Challenges:

- With only 935 SF of usable area, the Event Space has a limited capacity of 60 to 80 people, greatly limiting programming opportunities within the facility.



Brentwood Event Pavilion at Brentwood Park



Oak Tree Support Building / Pavilion

Broughton Park

Open-Air Wood Pavilion

This neighborhood Pocket Park also contains a center column open-air pavilion. The pavilion is smaller than similar structures with only three centered columns. The structure is made up of steel tube columns and wood trusses supporting a wooden roof deck and is in overall good condition.

Hanley Park

Park Support Building

Support building contains two toilet rooms, along with a storage / mechanical room. The structure has a covered entry area and drinking fountains. The building is schedule to be torn down and replaced with a new code compliant structure as part of a park upgrade project.

Open-Air Wood Pavilion

The large center column pavilion is scheduled to be demolished as part of the park upgrade project.

Oak Tree Park

Park Support Building (480 GSF) / Open-Air Pavilion (490 GSF)

This relatively new code compliant support building (opened in 2017) contains heated Men's and Women's toilet rooms along with a storage room and Janitors Closet. An extended roof at the front of the building provides covered seating for up to 30 individuals.

Attributes:

- Clean, updated support building and covered gathering area for up to 30 people.

McKNIGHT PARK – NEIGHBORHOOD POCKET PARK

Undeveloped. No physical structures.

ROGERS PARKWAYS

Asphalt Trail - No physical Structures.

Key Takeaways

Common Challenges / Constraints Discovered

Below are a list of common challenges, constraints, and or issues that were observed during site visits to the various parks within the City's system. These items are noted due to their presence and prominence at multiple park locations.

Parks

- Several of the parks are located in flood and erosion prone areas. This presents challenges from the standpoint of maintaining existing facilities. This also presents challenges related to planning and future development of these flood prone park spaces due to limitations on suitable programming, costs of implementation, and permitting restrictions/regulations.
- Many of the City's existing parks are distributed along the south and east perimeter of the City. This leads to limited direct pedestrian access to residential areas in the northern west and western portions of the City. This is further compounded by the presence of major arterial roadways between residential areas and parks spaces.
- Several existing pavilions within the park spaces are show signs of aging and wear and are in need of updates, renovation, or replacement.

Trails

- Most of the existing trails are located along the City's eastern and southern perimeter. Little access to trails on the northern and western portions of the City.
- Manchester Road and Brentwood Boulevard present major barriers between trail connections. Cost / effort to overcome these barriers can be substantial. Improvements made during the Brentwood Bound project with the tunnel at Brentwood Park and crossing improvements at Brentwood Blvd. are great examples of how these barriers can be overcome where other crossing points are desired/needed.

Community Center

- The three meeting rooms, ranging from 999 SF to 1,340 SF in size are the core elements of the Community Center. Yet they are relatively small, and storage is limited. This greatly limits the types of programs and rental activities that can occur within the facility.
- Staff receives requests for event space capable of holding 100 or more people at least once a month.

Common Opportunities Discovered

Below are a list of several common opportunities that were discovered while visiting the parks. These are common opportunities that should be considered while developing the capital improvements plan for parks.

Parks

- Improve pedestrian access and safety of connections to parks from surrounding residential neighborhoods.
- Utilize under developed properties to increase park space availability and distribution across the City.
- Increase diversity of park amenities and programming opportunities with existing parks spaces and under developed park properties.

Trails

- Implement proposed trail and pedestrian improvement connections in portions of the City with less access and limited distribution of existing trails.
- Coordinate trail/pedestrian improvements with street renovations.

Community Center

- Because of the 2015 renovations to the Community Center and Ice Rink, the physical condition of the facility is in very good condition. All systems have been updated and the building has been brought into alignment with current building codes, as well as ADA guidelines.

Ice Rink

- The ice arena is a highly functional, highly utilized and well maintained facility that has been updated to serve the community for many years to come.



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Needs and Opportunities Assessment

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Community and Stakeholder Engagement

Engagement Overview

Brentwood Parks and Recreation staff, stakeholder, and community input is vital in defining needs and opportunities for the parks. This phase of the master planning process gathers information about the Brentwood Community and feedback from the users of parks and amenities within the Brentwood system.

Needs and Opportunities Assessment Inputs:

- Community Demographic & Market Profile
- Community Based Needs Assessment
- Stakeholder Meetings
- Public Engagement
- Previous Study Review

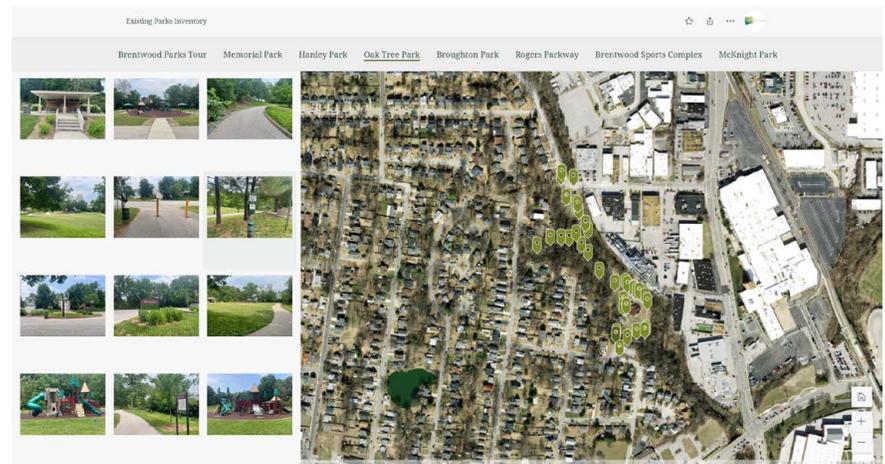
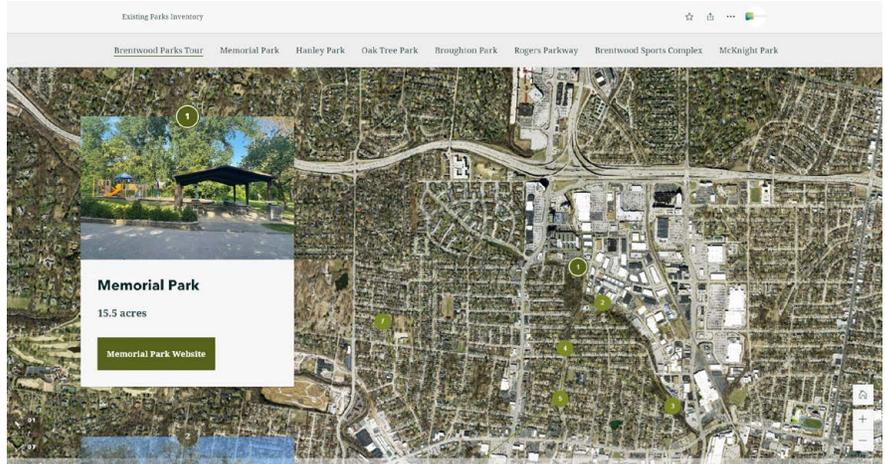
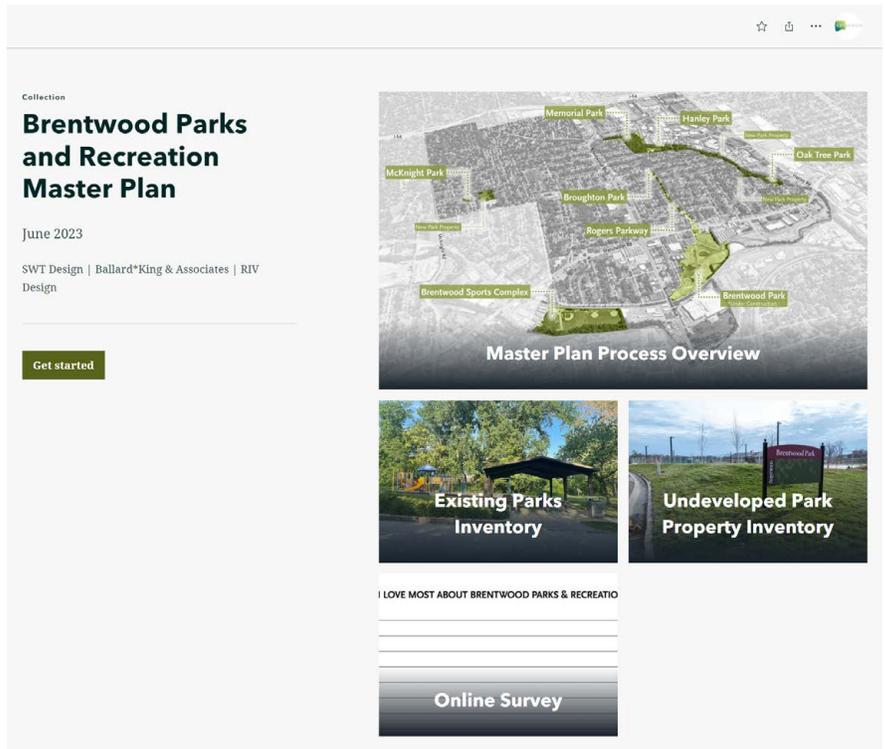
These inputs will complement our analysis findings and guide the development of recommendations and priorities for implementation. Here, our approach is to establish an ongoing and fluid process for communication throughout the planning process.

Below are the key methods used for engaging the community and stakeholders throughout the process.

- 1 ONLINE PRESENCE**
 - Share updates and obtain community input throughout master plan process and supported with City social media and website
- 2 STAKEHOLDER MEETINGS**
 - Meetings with strategic partners and user groups to discuss specific needs and encourage participation.
 - **Include:** *City Management; Recreation Staff; Parks Maintenance Staff; Organizational Partners; User Group; Public Works Committee; BOA*
- 3 STATISTICALLY REPRESENTATIVE COMMUNITY SURVEY**
 - ETC Institute developed and administered input survey to verify and expand upon community and stakeholder input
 - 300 guaranteed responses; four month process starting following Community Engagement Meeting 01 and Stakeholder Meetings
- 4 IN-PERSON ENGAGEMENT EVENTS (INTERCEPT ENGAGEMENT)**
 - Attendance at community events to inform of the master plan and encourage participation - no presentation
 - **Two events:** these will be determined with Parks Team; Parks Team may expand to additional events
- 5 COMMUNITY ENGAGEMENT MEETINGS**
 - Plan focused open house / presentation of progress updates, community input, and face-to-face engagement
 - **Three meetings:** *Data Collection (Phase 1), Needs Determination (Phase 3) and Draft Recommendations (Phase 4)*
- 6 PUBLIC WORKS COMMITTEE MEETINGS**
 - Master plan progress updates / feedback
 - **Two meetings:** *Needs Determination (Phase 3) and Draft Recommendations (Phase 4)*

1 ONLINE PRESENCE

Throughout the master planning process, the consultant team and Brentwood Parks and Recreation department maintained a project website to communicate ongoing progress. At all open house events, visitors were provided with links to this website to learn more and share with their community. This website was updated regularly throughout the master plan process and linked to online surveys for further feedback.



2 STAKEHOLDER MEETINGS

Throughout the master planning process, the consultant team met with various stakeholders to gain insight on operations and goals for the Parks and Recreation Master Plan. These meetings with strategic partners and user groups provided an overview of the master plan process and discussed specific needs for different groups. This included participation from the following:

- City Management
- Recreation Staff
- Parks Maintenance Staff
- Organizational Partners
- User Groups
- Public Works Committee
- Board of Alderman

Recurring Themes:

Opportunities to Expand Marketing and Partnerships (branding, merchandise, etc)

Strong Social Media Communication (engaging community, event promotion, etc)

Strong Connectivity and Walkability (Preserve and Improve) - between parks AND community (greenways, trails, events)

Space and Equipment Needs for O+M (Limited Storage Space, aging equip., etc.)

Dedicated Parks and Rec Staff (Helpful, diversity of skills, responsible)

Expand Awareness of Park and Rec (programming, amenities, sustainability, O+M)

Partnerships to Explore:

Greenstreet

PARC* (with Maplewood, Richmond Heights - equipment sharing)

School districts (how are they using park resources?)

Developers

Secondary Service Providers

Tree Keepers Program / other Horticulturalists (education, outreach, planting)

Private Leagues (athletic organizations)

YMCA*

CYC

Library

Part time staff

Deer Creek alliance (arboretum)

MDC Grants (honeysuckle removal)

Community Conservation Grant (managed forest)

Water conservation fund money

Americorp (honeysuckle)

* = Mentioned by multiple stakeholder groups

3 STATISTICALLY REPRESENTATIVE COMMUNITY SURVEY

OVERVIEW

ETC Institute administered a parks and recreation needs assessment survey for the City of Brentwood during the winter months of 2023. The survey will help determine park, facility, and recreation priorities for the community.

METHODOLOGY

ETC Institute mailed a survey packet to a random sample of households in Brentwood. 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 online at BrentwoodSurvey.org.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Brentwood from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to collect a minimum of 300 completed surveys from residents. The goal was met with 309 completed surveys collected. The overall results for the sample of 309 households has a precision of at least +/-5.4 at the 95% level of confidence.

The major findings of the survey are summarized in the following pages.

BRENTWOOD PARKS AND FACILITIES USE

Use of Parks/Facilities. Most respondents (75%) feel it is “very important” for the City of Brentwood to provide high quality parks, recreation facilities, and programs. The parks/facilities most often used by respondents were Brentwood Park (65%), Memorial Park (60%), and Brentwood Community Center (53%). Respondents most often visit Brentwood Park (44%), Memorial Park (39%), and Oak Tree Park (26%). Over the past year, the types of parks/facilities respondents most often visited were walking, hiking, and biking trails (80%), nature trails (74%), and restroom facilities (46%).

Satisfaction with Parks. Respondents were more satisfied (rating “satisfied” or “very satisfied”) with Oak Tree Park (98%), Lee Wynn Trail (91%), Memorial Park (90%), and Brentwood Ice Rink (90%). Most respondents (90%) said they were either “satisfied” (46%) or “very satisfied” (44%) with the overall maintenance of Brentwood parks. Most respondents (86%) feel City of Brentwood officials should place “high priority” (44%) or “very high priority” (42%) on maintaining the condition of parks, trails, and recreation facilities. Most respondents (92%) feel that there are sufficient parks and green space areas within a 10-minute walk of their residence.

Barriers to Parks and Facilities Use. Respondents most often selected not being interested in what the facilities had to offer (27%), not knowing the location of facilities (24%), and lack of time (24%) as their major barriers to parks and facilities use.

Communication Methods. The highest percentage of respondents (62%) report learning about City of Brentwood parks, facilities, programs, and events via the event guide followed by word of mouth (50%) and the city website (47%). The three methods respondents would most prefer would be the event guide (51%), social media (41%), and the city website (39%).

RECREATION AND SPORTS ACTIVITIES

Organizations Used. The highest percentage of respondents (62%) report using City of Brentwood Parks and Recreation for recreation and sports activities followed by St. Louis County(38%) and PARC (32%).

Program Participation. Forty six percent (46%) of respondents report participating in programs or events offered by the city in the past year. Almost half of these respondents (49%) report participating in 23 programs. Most respondents (94%) rated the overall quality of Brentwood Parks and Recreation programs and events as either “good” (47%) or “excellent” (47%).

Barriers to Participation. Respondents most often selected being too busy/lack of interest (36%), not knowing what was offered (26%), and inconvenient program times (15%) as their major barriers to program and events participation.

Benefits of Parks and Recreation. The highest percentage of respondents (94%) agree that parks and recreation makes Brentwood a more desirable place to live followed by preserving open space and the environment (89%) and increasing property value (84%).

FUNDING AND IMPROVEMENTS

Satisfaction with Value. Most respondents (75%) feel either “satisfied” (46%) or “very satisfied” (29%) with the overall value their household receives from the City of Brentwood Parks and Recreation Department.

Use of New Space. Respondents were asked to rate the importance of six potential amenities that could be added to new property obtained by the department. Respondents thought it would be most important (rated “important” or “very important”) for there to be restrooms (82%), walking/biking trails (77%), and playgrounds (65%). Respondents felt the three amenities most important were walking/biking trails (57%), picnic shelters (42%), and playgrounds (42%).

Importance of Sustainability Actions. Respondents were asked to rate the importance of six sustainability actions the department could take. Respondents thought it was most important (rating “important” or “very important”) to enhance and maintain the urban tree canopy (89%), to have native area/planting (79%), and promote environmental stewardship education (69%). The three actions most important to respondents were enhancing/maintaining the urban tree canopy (62%), native area/planting (53%), and updating building and infrastructure using sustainable design (34%).

Funding Allocation. Respondents were asked to allocate a hypothetical \$100 towards various parks and recreation categories. Respondents put the most funding on average (\$25.73) towards acquisition and development of walking and biking trails followed by \$24.42 towards improvements and maintenance of existing parks, playgrounds, picnic areas, etc. and \$13.64 towards the acquisition of new park land and open space.

PARKS AND RECREATION FACILITIES NEEDS AND PRIORITIES

Facility Needs: Respondents were asked to identify if their household had a need for 32 parks and recreation facilities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities.

The three parks and recreation facilities with the highest percentage of households that have an unmet need:

1. Outdoor swimming pool – 1,233 households
2. Indoor fitness and exercise facilities – 1,171 households
3. Indoor swimming pool – 1,141 households

The estimated number of households that have unmet needs for each of the 30 facilities assessed is shown in the chart on the following page.

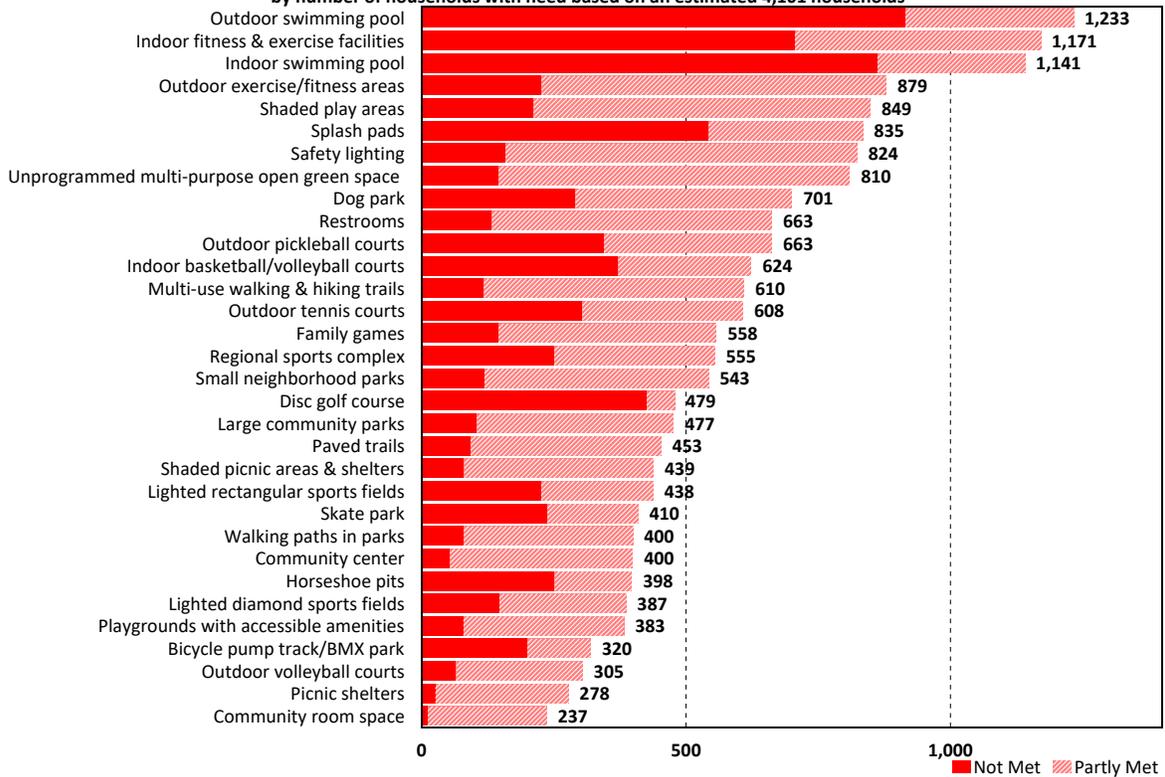
Facilities Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four facilities ranked most important to residents:

1. Multi-use walking and hiking trails (41%)
2. Paved trails (32%)
3. Walking paths in parks (29%)
4. Large community parks (19%)

The percentage of residents who selected each facility as one of their top four choices is shown in the chart on the following page.

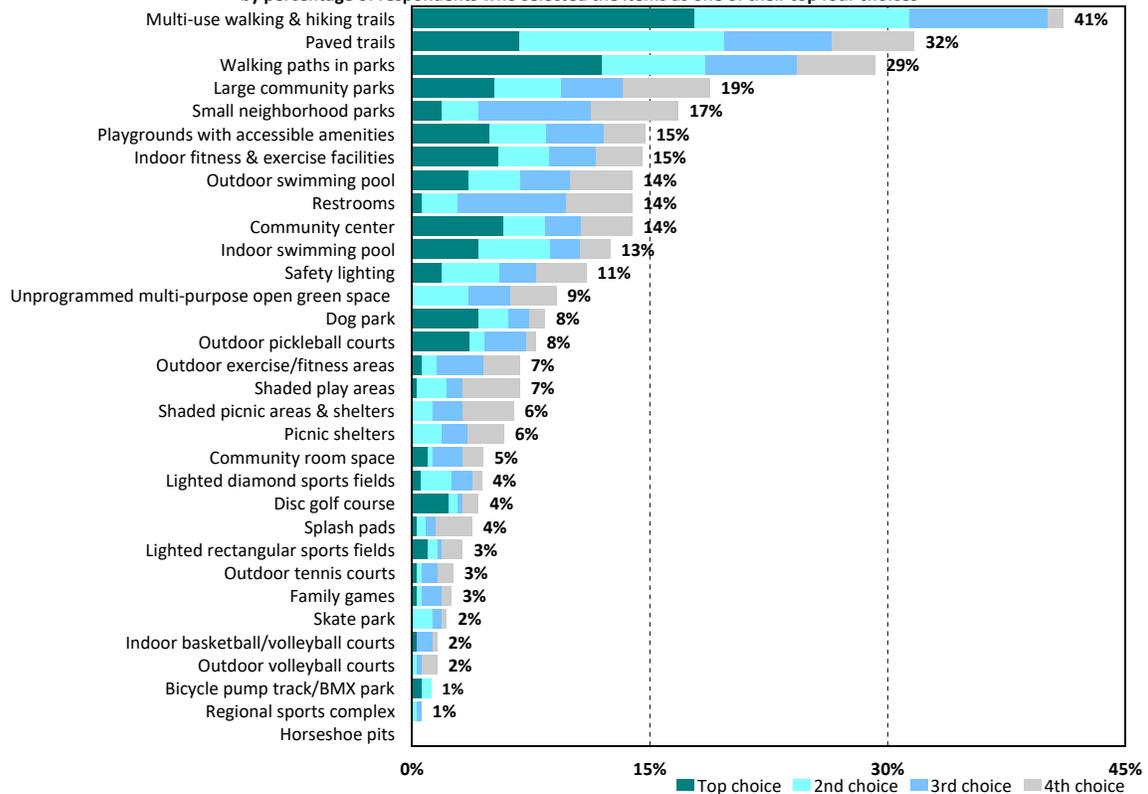
Q16c. Estimated Number of Households Whose Facility/Amenity Needs Are Only "Partly Met" or "Not Met"

by number of households with need based on an estimated 4,101 households



Q17. Facilities/Amenities Most Important to Households.

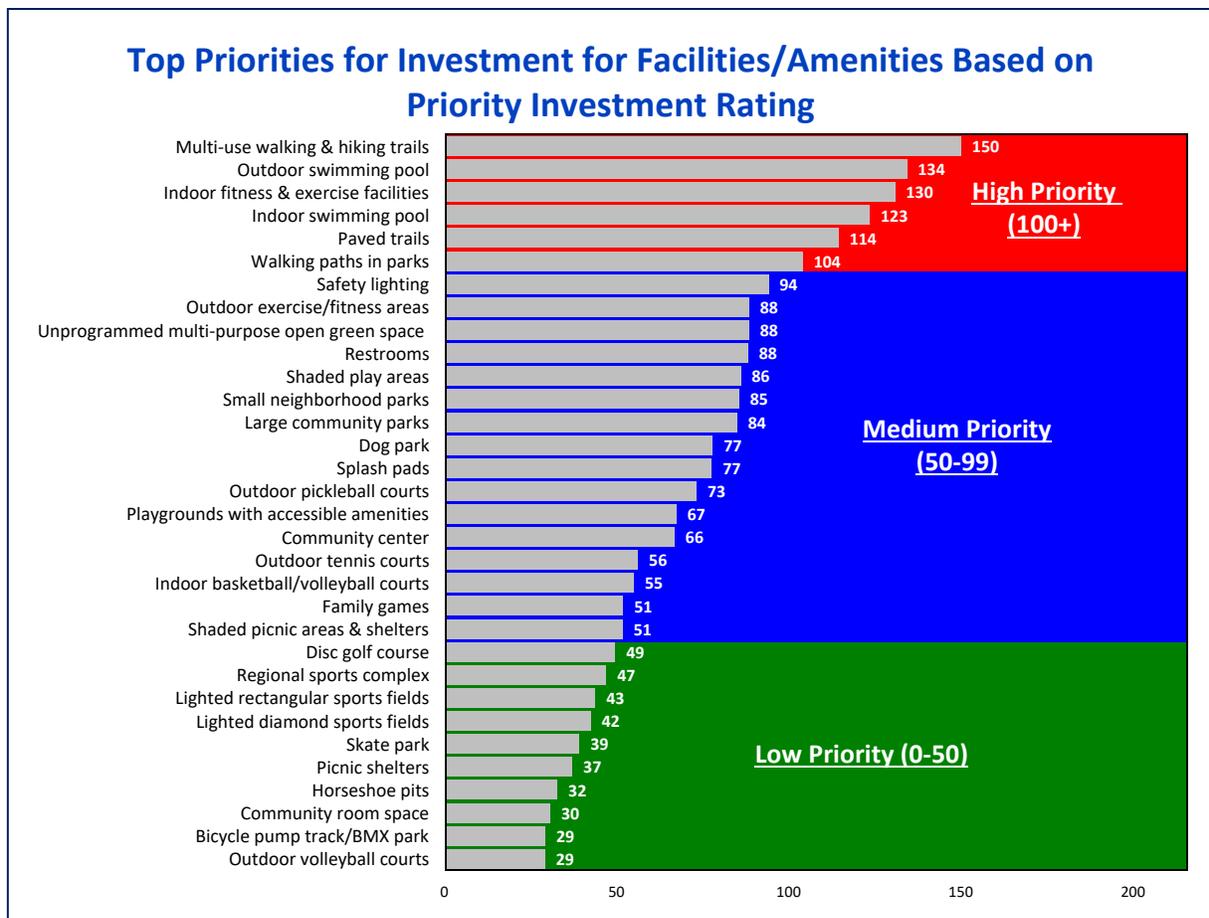
by percentage of respondents who selected the items as one of their top four choices



Priorities for Amenity Investments: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facility. Based the Priority Investment Rating (PIR), the following parks/facilities were rated as high priorities for investment:

- Multi-use walking and hiking trails (PIR=150)
- Outdoor swimming pool (PIR=134)
- Indoor fitness and exercise facilities (PIR=130)
- Indoor swimming pool (PIR=123)
- Paved trails (PIR=114)
- Walking paths in parks (PIR=104)

The chart below shows the Priority Investment Rating for each of the 32 facilities assessed in the survey.

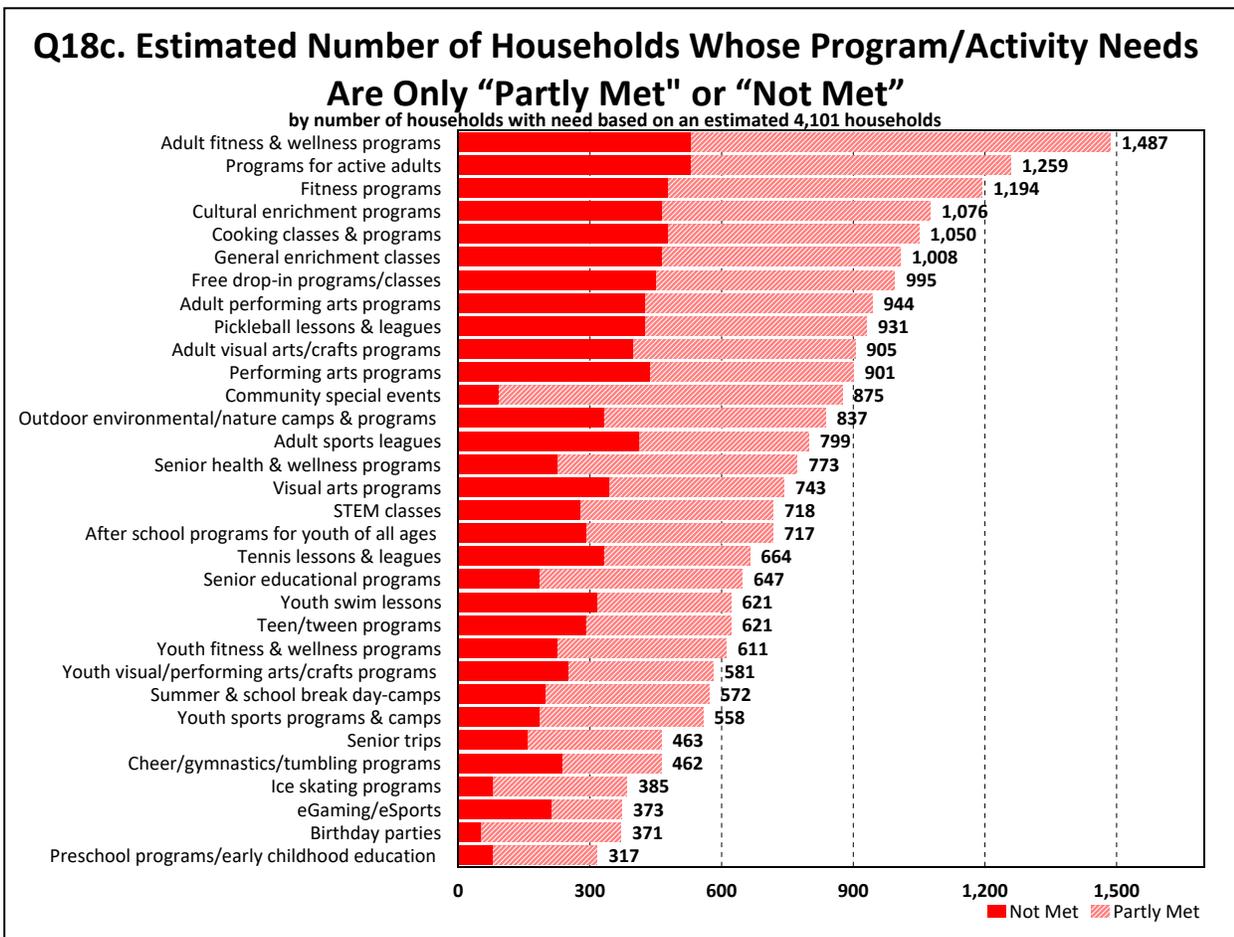


RECREATION PROGRAM NEEDS AND PRIORITIES

Recreation Program Needs: Respondents were asked to identify if their household had a need for 32 recreation programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various recreation programs. The three programs with the highest percentage of households that have an unmet need:

1. Adult fitness and wellness programs (1,487 households)
2. Programs for Active Adults (1,259 households)
3. Fitness Programs (1,194 households)

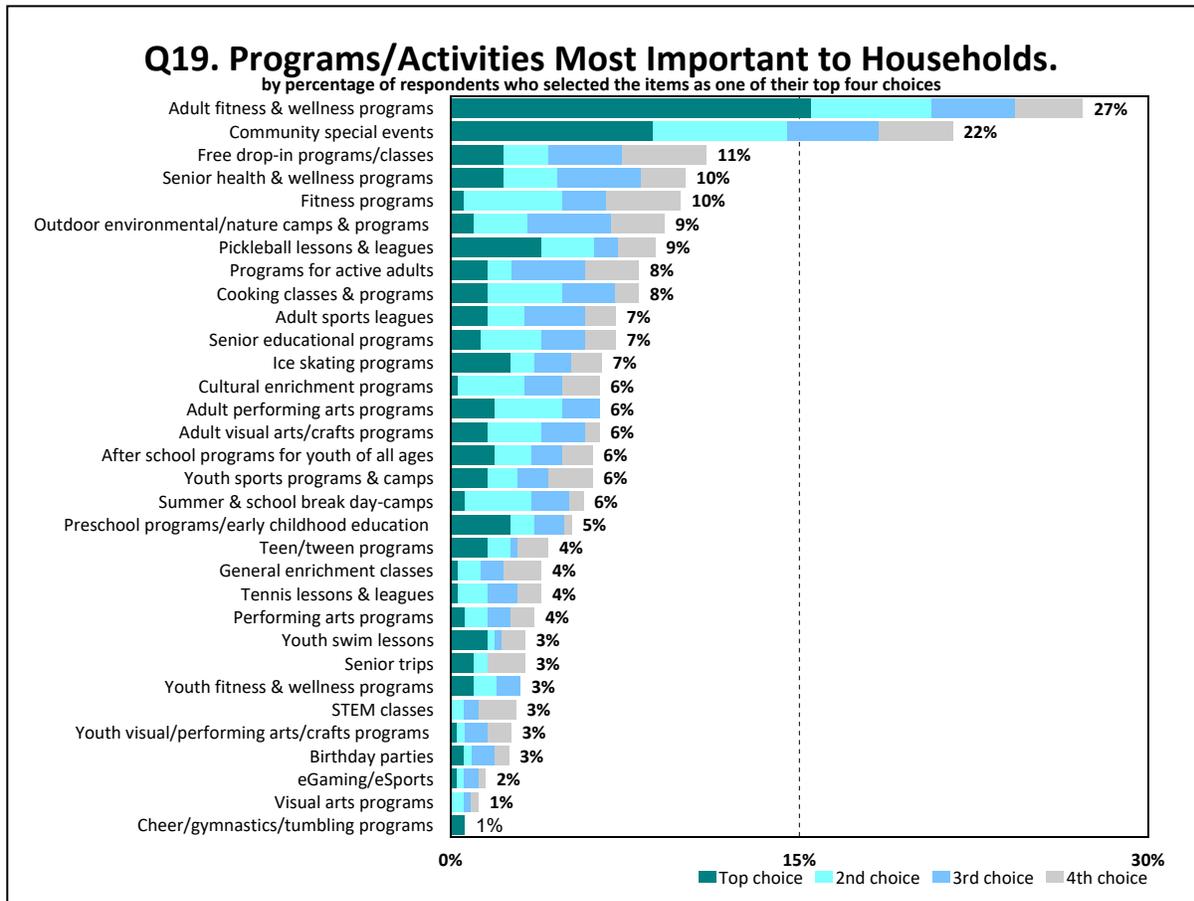
The estimated number of households that have unmet needs for each of the 32 programs assessed is shown in the chart below.



Programs Importance: In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four programs ranked most important to residents:

1. Adult fitness and wellness programs (27%)
2. Community special events (22%)
3. Free drop-in programs/classes (11%)
4. Senior health and wellness programs (10%) and fitness programs (10%)

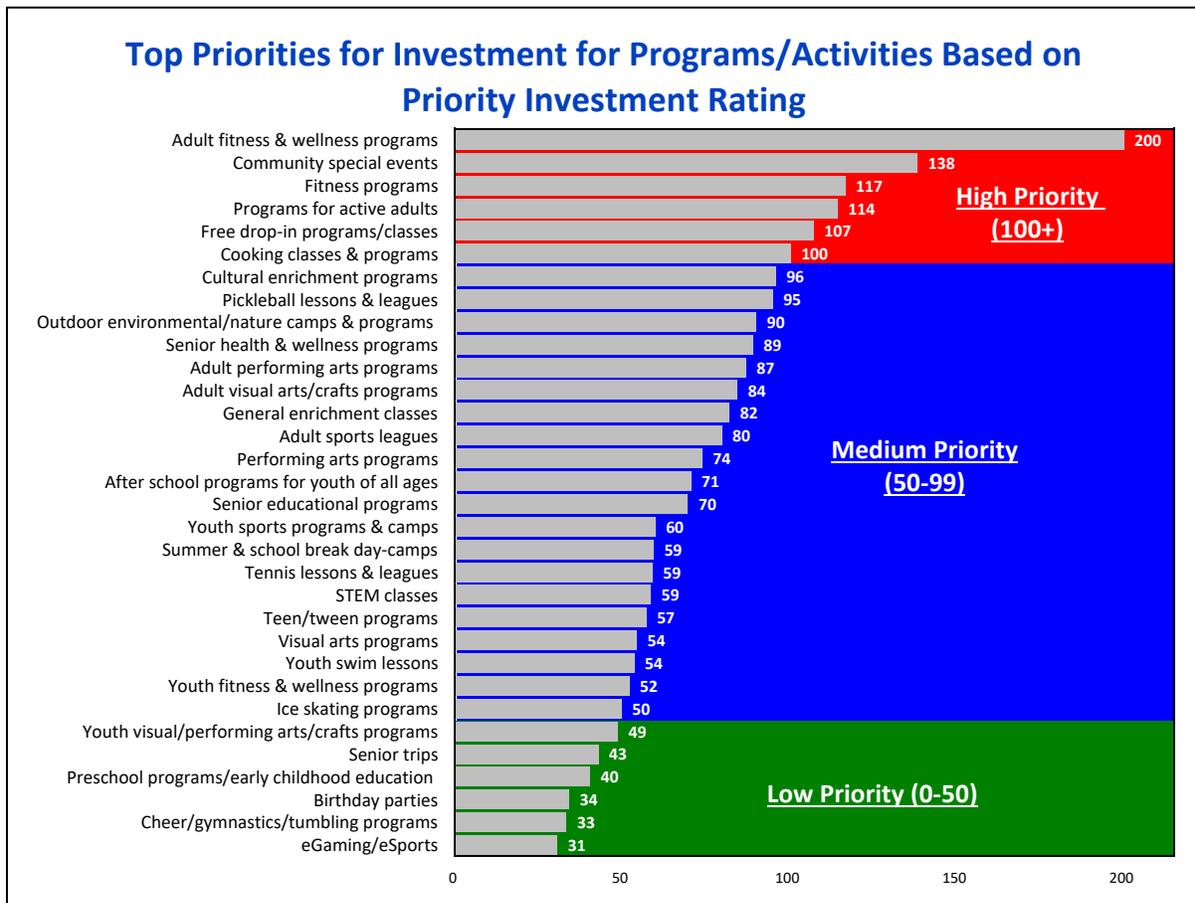
The percentage of residents who selected each program as one of their top four choices is shown in the chart below.



Priorities for Program Investments: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on programs and (2) how many residents have unmet needs for the program. [Details regarding the methodology for this analysis are provided in Section 3 of this report. See appendix] Based the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

- Adult fitness and wellness programs (PIR=200)
- Community special events (PIR=138)
- Fitness programs (PIR=117)
- Programs for active adults (PIR=114)
- Free drop-in programs/classes (PIR=107)
- Cooking classes and programs (PIR=100)

The chart below shows the Priority Investment Rating for each of the 32 programs assessed on the survey.



Statistically Representative Community Survey Key Takeaways

Survey Response Overview

Response Rate

- Target 300 responses (typical for city size of Brentwood)
- 2,000 surveys sent, to achieve target
- Received 309 completed surveys
- The typical response rate for a 5-to-6-page surveys is between 12%-15%
- The response rate for the Brentwood survey was 15.5% - above average
- About 50 people started taking the survey online, but didn't complete it, which is a typical number for a survey of this length
- The overall results for the sample of 309 households has a precision of at least +/-5.4 at the 95% level of confidence
- Reflective of Brentwood population
- Good distribution of household ages - variety of users and needs
- Half of respondents either new residents(0-5 years) or long time residents (31+ years) - variety of input

Brentwood Parks and Facilities Use

Use of Parks/Facilities

- Most respondents (75%) feel it is “very important” for the City of Brentwood to provide high quality parks, recreation facilities, and programs.
- The parks/facilities most often used by respondents were Brentwood Park (65%), Memorial Park (60%), and Brentwood Community Center (53%).
- Respondents most often visit Brentwood Park (44%), Memorial Park (39%), and Oak Tree Park (26%).
- Over the past year, the types of parks/facilities respondents most often visited were walking, hiking, and biking trails (80%), nature trails (74%), and restroom facilities (46%).

Satisfaction with Parks

- Respondents were more satisfied (rating “satisfied” or “very satisfied”) with Oak Tree Park (98%), Lee Wynn Trail (91%), Memorial Park (90%), and Brentwood Ice Rink (90%).
- Most respondents (90%) said they were either “satisfied” (46%) or “very satisfied” (44%) with the overall maintenance of Brentwood parks.
- Most respondents (86%) feel City of Brentwood officials should place “high priority” (44%) or “very high priority” (42%) on maintaining the condition of parks, trails, and recreation facilities.
- Most respondents (92%) feel that there are sufficient parks and green space areas within a 10-minute walk of their residence.

Barriers to Parks and Facilities Use

- Respondents most often selected not being interested in what the facilities had to offer (27%), not knowing the location of facilities (24%), and lack of time (24%) as their major barriers to parks and facilities use.

Communication Methods

- The highest percentage of respondents (62%) report learning about City of Brentwood parks, facilities, programs, and events via the event guide followed by word of mouth (50%) and the city website (47%). The three methods respondents would most prefer would be the event guide (51%), social media (41%), and the city website (39%).

Recreation and Sports Activities

Organizations Used

- The highest percentage of respondents (62%) report using City of Brentwood Parks and Recreation for recreation and sports activities followed by St. Louis County (38%) and PARC (32%).

Program Participation

- Forty-six percent (46%) of respondents report participating in programs or events offered by the city in the past year. Almost half of these respondents (49%) report participating in 2-3 programs.
- Most respondents (94%) rated the overall quality of Brentwood Parks and Recreation programs and events as either “good” (47%) or “excellent” (47%).

Values and Benefits

Satisfaction with Value

- Most respondents (75%) feel either “satisfied” (46%) or “very satisfied” (29%) with the overall value their household receives from the City of Brentwood Parks and Recreation Department.

Benefits of Parks and Recreation

- The highest percentage of respondents (94%) agree that parks and recreation makes Brentwood a more desirable place to live followed by preserving open space and the environment (89%) and increasing property value (84%).

Importance of Sustainability Actions

- Respondents thought it was most important to enhance and maintain the urban tree canopy (89%), to have native area/planting (79%), and promote environmental stewardship education (69%). The three actions most important to respondents were enhancing/maintaining the urban tree canopy (62%), native area/planting (53%), and updating building and infrastructure using sustainable design (34%).

Improvements and Funding

Use of New Space

- Respondents thought it would be most important for there to be restrooms (82%), walking/biking trails (77%), and playgrounds (65%). Respondents felt the three amenities most important were walking/biking trails (57%), picnic shelters (42%), and playgrounds (42%).

Funding Allocation

- Respondents were asked to allocate a hypothetical \$100 towards various parks and recreation categories. Respondents put the most funding on average (\$25.73) towards acquisition and development of walking and biking trails followed by \$24.42 towards improvements and maintenance of existing parks, playgrounds, picnic areas, etc. and \$13.64 towards the acquisition of new park land and open space.

Parks and Recreation Facilities & Program Needs and Priorities

Parks and Recreation Facilities Priorities for Amenity Investments

- Multi-use walking and hiking trails (PIR=150)
- Outdoor swimming pool (PIR=134)
- Indoor fitness and exercise facilities (PIR=130)
- Indoor swimming pool (PIR=123)
- Paved trails (PIR=114)
- Walking paths in parks (PIR=104)

Recreation Program Priorities for Amenity Investments

- Adult fitness and wellness programs (PIR=200)
- Community special events (PIR=138)
- Fitness programs (PIR=117)
- Programs for active adults (PIR=114)
- Free drop-in programs/classes (PIR=107)
- Cooking classes and programs (PIR=100)

General Findings

- Reached target for statistically valid survey, exceeded average completed response rate
- Overall positive view for City of Brentwood Parks and Recreation value provided
- Walking/Hiking trails, restrooms, playgrounds and large community parks are the highest facilities priorities
- Fitness/Wellness (particularly adult), programs and classes, and special events are the highest recreation priorities
- General barriers are lack of time, lack of interest, and not knowing of offerings.
- Communication methods are effective and sustainability remains important.

4 IN-PERSON ENGAGEMENT EVENTS (INTERCEPT ENGAGEMENT)

Prior to open houses, the consultant team joined the Brentwood Parks and Recreation Department at planned events to spread the word and collect feedback for the Master Plan. By meeting people in the community, the team is able to meet and hear directly from community members and park users, and further raise awareness and encourage participation in the master plan process.

Intercept Engagement Event #1

June 2, 2023

- Brentwood Park Grand Opening Celebration
- Design team members inform the public of the upcoming Brentwood Parks Master Plan
- Asks park users and visitors what they love about Brentwood Parks and Recreation, and what could be improved.



Intercept Engagement Event #2

April 6, 2024

- Brentwood Playground Grand Opening Celebration
- Design team members provide progress update on the Brentwood Parks Master Plan
- Asks park users and visitors what they love about Brentwood Parks and Recreation, and what could be improved.



WHAT I LOVE MOST ABOUT BRENTWOOD PARKS & RECREATION IS...

Everything is Walkable!

The TRAILS

We love the trails!
Us, too!

Focus on Families

So many trees!

- WELL MAINTAINED TRAILS
- LOVE REUSE OF PEELLED TREES FOR TRAILS

The trees + walking paths

Beautiful! Thank you!

Most walkable neighborhood in the county!

the skateijs place
AKA ice rink

Love the Goombas PARK

Well maintained trails, both paved and wooded

Oak Tree + Broughton Parks on the trail

Our trails!

I can go there and play w/ my friends and there is lots of cool stuff

BRENTWOOD PARKS & RECREATION COULD BE BETTER IF...

more swings

More wild animals (cheetahs)
- Like (age?)

more trees (shade & climbing)

MORE DOG WATER BOWLS

Soccer Fields needed!!!

Farmer's Market!!!
Yes! Yes!

Keep bathrooms open all year
Yes!

Shady spots for parents to sit

LIVE MUSIC YES!

extend the open bathroom season

Bike Racks needed at ALL parks

More Pickleball courts + add leagues

- LIGHTING BETWEEN ROSAHE + HANLEY RECREATION TRAIL

That Park by the Museum should have fields for the school

extend water fountain season
- more water bottle fillers along path

A REAL DOG PARK!!!
LIKE WHAT WAS BEHIND ACE -
with shade, tables + WATER-bowls

more Golf carts!

More bathrooms open all year please!

open play / pickup sports

More DOG DRINKING FOUNTAINS

More Dog Baggies

Also - DOG WATER Fountains

adult Fitness course

Intergenerational programming / volunteer opportunities

more community events
art fairs
music festivals
food trucks

Sweet dog park, but need more trees!

AD POK RTS

Frisbee Golf?
Maybe split up among several areas like shorter holes.

Repaired Baseball Field

We had a community garden

Spin classes @ Rec Cntr

(Add Go-karts)

Silver Sneakers Renew programs -
Tai Chi
Qigong
Chair Yoga
Sports classes

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5 COMMUNITY ENGAGEMENT MEETINGS

Open House Meeting #1

June 22, 2023
Brentwood Community Center

Open House 01 shares the existing conditions inventory of the parks, trails, programs, and facilities of the Brentwood Parks and Recreation System. Attendees are provided an overview of the master plan process, timeline, and scope. Using post-it notes, visitors are asked to share their experience and opinions on the parks and recreation assets provided by the Brentwood Parks and Recreation Department.

Memorial Park
 PLACE POSTIT NOTES HERE
 TELL US WHY YOU LOVE THIS PARK
 TELL US WHY YOU WOULD LOVE TO SEE THIS PARK

Hanley Park
 PLACE POSTIT NOTES HERE
 TELL US WHY YOU LOVE THIS PARK
 TELL US WHY YOU WOULD LOVE TO SEE THIS PARK

Mount Calvary
 PLACE POSTIT NOTES HERE
 TELL US WHY YOU LOVE THIS PARK
 TELL US WHY YOU WOULD LOVE TO SEE THIS PARK

2456 Louis Ave
 PLACE POSTIT NOTES HERE
 TELL US WHY YOU LOVE THIS PARK
 TELL US WHY YOU WOULD LOVE TO SEE THIS PARK

Brentwood Trails

PLACE A STICKER
 ON THE MAP
 What trail connections, not identified in the existing plan, would you like to see in Brentwood?
 What locations in the existing trails plan or future connections are concerns for conflict with bikes and pedestrians?

WHAT LOCATIONS IN THE TRAILS PLAN OR FUTURE ARE CONCERNS FOR CYCLISTS?

Programs & Athletics
 Existing Offerings:
 • Ice Hockey
 • Volleyball
 • Softball
 • Pickleball

Fitness
 Existing Offerings:
 • Blue Wave Life - Tae Kwon Do
 • Fit/Diva Dance
 • Yoga in the Park
 • Women's Self-Defense Class

Programs
 Existing Offerings (change seasonally):
 • Parents Night Out
 • Parent's Surprise
 • Summer Beats
 • Music in the Park
 • Cross Out Science
 • Uniforms and Dingons
 • The Dots on Compost
 • Star-Spangled Snacks

Senior Programming
 Existing Offerings:
 • MAGIC Bus
 • Public Sessions
 • Brentwood Game Club
 • MAGIC Travelers Day Trips
 • MAGIC Lunch Club
 • Senior Meet-Up

Open House Boards Input - Main Takeaways

WHAT I LOVE MOST ABOUT BRENTWOOD PARKS & RECREATION IS... (13)

- Walkable
- Trails (6)
- Trees (2)
- Beautiful Parks
- Brentwood Park
- I can go there and play with my friends (child)
- Focus on families
- The ice rink (child)

BRENTWOOD PARKS & RECREATION COULD BE BETTER IF... (25)

- Restrooms & water fountains open longer (4)
- More community events (3)
- More dog water bowls/bottle fillers (3)
- More shade and trees (2)
- Safer road crossings along trails
- Bike racks needed at all parks
- Community garden
- Trail lighting
- A real dog park
- Soccer Fields and Improved Ballfields
- Classes/amenities for seniors & adults
- Intergenerational programming
- Volunteer opportunities
- Go-karts (child)
- More swings (child)
- More wild animals (cheetahs) Luke age 7



Online Community Input Form - Main Takeaways

EXISTING PARKS

Overall Positive

- Appreciate existing trails and connections through community
- Range of facilities/programming for all ages and interests
- Open to public feedback
- Sense of community/places to gather
- Conveniently located - close to home
- Maintenance (many are clean and well kept)
- Access to nature
- Safety

Needs Improvement

- Connectivity/ safe pedestrian access (walkability)
- More water fountains/restrooms
- Many suggested amenities (pickleball, age appropriate equipment, soccer fields, splash pads, dog park)
- More shade, rest areas
- Maintenance (vegetation, sports complex, updated facilities, general cleanliness)
- More nature play opportunities
- Community events/awareness
- More lighting
- Parking availability
- Some places have issues with flooding

UNDEVELOPED PROPERTY

Overall Positive

- Additional trail connections
- New amenities / events (playground, water features, amphitheater, food trucks etc.)
- Conveniently located - close to home
- Additional access to nature
- New facilities / clean spaces
- Improved stormwater management
- Community asset / destination

Needs Improvement

- Additional traffic / lack of parking space
- Overcrowding
- Accessibility
- Crime / vandalism / unhoused population
- Lack of desired amenities (bathrooms, water fountains, variety of options besides playground)
- More construction / unwanted development
- Maintenance (current sewage smell, geese/waste, long-term upkeep)
- Potential flooding
- Safety
- Lack of shade
- Cost / funding

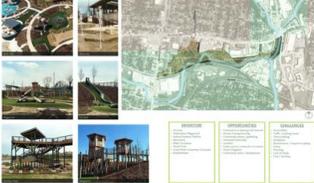
Open House Meeting #2

April 17, 2024
Brentwood Community Center

Open House 02 explores design considerations for the Brentwood Parks and Recreation Department assets, including existing parks, undeveloped park property, trails, facilities, and programs. Attendees are asked to provide feedback on the design considerations and any other comments they have.

Recommendations Focus - Parks

Brentwood Park



DESIGN CONSIDERATIONS	OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none"> Incorporation of a formal stage for outdoor concerts, music, etc. Utilize City owned property along Brackeledge Industrial Ct. for additional park space, potentially as a location for new skate / BMX park. Consider expanding parking capacity for the park. City owned property along Russell west of Brentwood Blvd. could potentially be used to provide additional overflow parking capacity for the park. Improve wayfinding signage to highlight park entry, parking availability, etc. 		

DESIGN CONSIDERATIONS

- Develop feasibility study to determine best approach for long term stormwater management on the park property.
- Consider alternative possible scenarios to consider for site:
 - Maintain as is, accept maintenance challenges and limitations on programming due to flooding.
 - Modify park layout to add stormwater management features (i.e. detention basins and other drainage features). This may require reduction in overall amount of space available for baseball / softball.
 - Consent to a passive use park space similar to what is planned for Brentwood Wetland Arboretum.

TELL US WHAT ELSE YOU WOULD LIKE US TO KNOW ABOUT BRENTWOOD SPORTS COMPLEX?

PLACE POSTIT NOTES HERE

Visit the project website here! 

APRIL 2024 SW DESIGN BALLARD+KING RIV DESIGN

Recommendations Focus - Parks

2456 Louis Ave. (Undeveloped Park Space)



DESIGN CONSIDERATIONS	OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none"> Consider addition of entry features or other amenities, such as gathering space at the small undeveloped park space on Louis Ave. Add native planting areas for pollinators and other wildlife. 		

DESIGN CONSIDERATIONS

- Potential for use as a skate park or pump track.
- Potential for use as an outdoor museum / fitness area.
- Provided shaded area for seating and gathering.
- Consider incorporation of drinking fountain if feasible.

TELL US WHAT ELSE YOU WOULD LIKE US TO KNOW ABOUT 2456 LOUIS AVE?

PLACE POSTIT NOTES HERE

Visit the project website here! 

APRIL 2024 SW DESIGN BALLARD+KING RIV DESIGN

Recommendations Focus - Parks

Brentwood Wetland Arboretum



DESIGN CONSIDERATIONS	OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none"> 1st phase of construction to begin plan in 2024 to remove invasive species from the site and plant trees and restore wetland planting species. Implement future phases of master plan which include amenities such as boardwalk, outdoor classroom spaces, and continued stewardship of the wetland. 		

DESIGN CONSIDERATIONS

- New playground area that is fenced off, needed as part of agreement with the Church.
- Consider the addition of a walking trail with amenity nodes (resting, adult fitness, etc.)
- Correct drainage issues along the west edge of the park.
- Maintain open space for flexible use (open lawn space, youth soccer, event space).
- Addition of pavilion or shaded area.
- Incorporation of restroom facility.

TELL US WHAT ELSE YOU WOULD LIKE US TO KNOW ABOUT BRENTWOOD WETLAND ARBORETUM?

PLACE POSTIT NOTES HERE

Visit the project website here! 

APRIL 2024 SW DESIGN BALLARD+KING RIV DESIGN

Recommendations Focus - Trails and Connectivity



Recommendations Focus

- Trail master plan evaluation / implementation
- Rogers Parkway plan evaluation / implementation
- Connectivity to parks and between parks
- Connections to undeveloped parkland
- Trails within parks
- Connections to regional greenways
- Safety concerns / School access
- Design standards
- Identify and Signage

ADDITIONAL THOUGHTS / CONSIDERATIONS FOR TRAILS AND CONNECTIVITY IN BRENTWOOD

PLACE POSTIT NOTES HERE

Visit the project website here! 

APRIL 2024 SW DESIGN BALLARD+KING RIV DESIGN

Open House Meeting #3

June 4, 2024
Brentwood Community Center

Open House 03 shares the draft recommendations for the Brentwood Parks and Recreation system. The final open house before providing the Master Plan, this is an opportunity to share the suggestions for the future Brentwood Parks and Recreation system and collect feedback on the proposed plans.

Recommendations Focus - Trails and Connectivity

City-Wide Connections

North-South Connection Alignments - North/South

- North-South Trail - McHugh to Brentwood Metro Station**
 - Development of a trail segment through Brentwood High School, Brentwood, Brentwood Middle School, and Brentwood Park.
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
- Central Alignment Road Pedestrian Improvements / Oak Trail**
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
- South-South Connection - Brentwood Center Corridor to Brentwood Metro Station**
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.

City-Wide Connection Alignments - North / South:

- West High School Drive - Brentwood to Brentwood Sports Complex**
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
- Central Rogers Parkway / Maple Trail - Brentwood Park to Brentwood Park**
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
- South-South Connection - Brentwood Center Corridor to Brentwood Metro Station**
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
 - The alignment connects to Brentwood Park, Hill County Family YMCA, and the north end of Rogers Parkway.
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Recommendations Focus - Parks

Brentwood Sports Complex

Concept 01, Concept 02, Concept 03

Visit the project website here! SWTD DESIGN BALLARD+KING RIV DESIGN

Recommendations Focus - Parks

Memorial Park

Concept 01, Concept 02, Concept 03

Oak Tree Park

Rogers Parkway

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Recommendations Focus - Parks

Mount Calvary (New Park Space)

Visit the project website here! SWTD DESIGN BALLARD+KING RIV DESIGN

Community Engagement Key Takeaways

Outreach to the Brentwood community provides critical feedback to guide the recommendations and implementation for the Brentwood Parks and Recreation Master Plan. At each point in the process, community participation was encouraged and sought through various intercept engagement events, open houses, and online surveys. This provided opportunities to update the public on the master plan process and encourage participation in a plan that will benefit community members for years to come.



Market Study

Market Study Overview

A market study has been prepared to assess the demographics of the community, characteristics and market potential for participation in parks and recreation related facilities, amenities, and programming.

Demographic Analysis

Ballard*King & Associates (B*K) as part of a larger project team has been hired by the City of Brentwood, Missouri to complete a parks and recreation master plan. The first step to complete this scope of work is to determine service areas for analysis and recreation/leisure activities.

B*K accesses demographic information from Environmental Systems Research Institute (ESRI) who utilizes 2020 Census data and their demographers for 2023-2028 projections. In addition to demographics, ESRI also provides data on housing, 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:

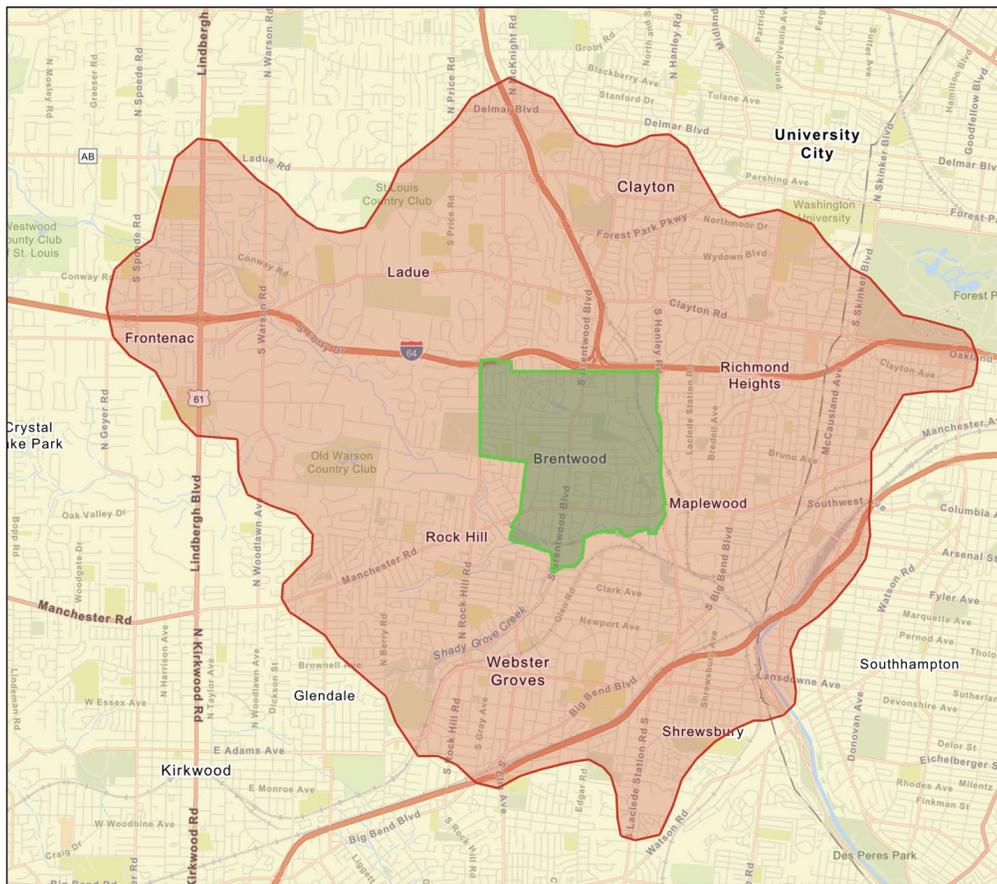
The information provided includes the basic demographics and data for the Primary and Secondary Service Areas with comparison data for the State of Missouri and the United States. The Primary Service Area has been identified as the City of Brentwood, with the Secondary Service Area being an approximate 5-minute drive-time beyond the city boundaries.

Service Area Map

Primary 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 participation, 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.



- Green Filled Boundary – Primary Service Area (Brentwood, MO)
- Red Filled Boundary – Secondary Service Area (5-Minute Drive)

Demographic Summary

The following summarizes the demographic characteristics of the service areas. Please refer to the full market study appended to this report for the additional data, graphics, and information regarding demographics within the service areas.

- The population within the Primary Service Area (8,251) is not such that it would support recreation facilities by itself; however, the Secondary Service Area (92,805) would. B*K typically looks for a population of greater than 50,000 within the primary service area as a key indicator.

- The median age in the Primary Service Area is slightly lower than the State and National numbers. The median age in the Secondary Service Area is similar to the State and National numbers. A lower median age points to young families with children, which are significant participants in recreation and aquatic programs. As such, the median age is a benefit to the project.

- Both the Primary Service Area (20.6%) and the Secondary Service Area (25.07%) have a lower percentage of households with children than both the state and national average of about 30%.

- The Primary Service Area has a higher median household income (\$89,093) than the state of Missouri (\$63,390) and the national average (\$72,603). Income level is important when it comes to price point for programs and services, subsequently the cost recovery level of a facility. The income level suggests that the service areas will be able to support recreation programs and facilities.

Table A – Median Age:

	2020 Census	2023 Projection	2028 Projection
Primary Service Area	35.0	37.9	38.8
Secondary Service Area	37.3	39.8	41.2
State of Missouri	37.8	39.8	40.7
National	37.1	39.1	39.8

Chart A – Median Age:

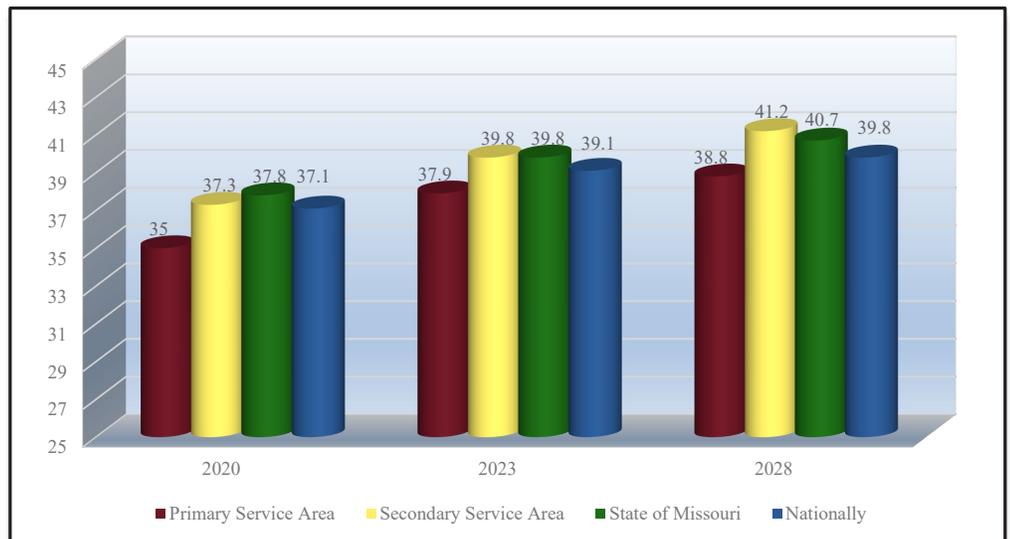


Table B – Households w/ Children

	Number of Households w/ Children	Percentage of Households w/ Children
Primary Service Area	845	20.6%
Secondary Service Area	10,240	25.0%
State of Missouri	-	29.2%
National	-	30.6%

- The age distribution in the City of Brentwood is such that 17.7% is under the age of 18 and 27.3% is over the age of 55 in the Primary Service Area. In the Secondary Service Area, 18.3% are under the age of 18 and 32.0% are over the age of 55. These are two age groups that will be significant users of aquatic programs and services. Additionally, it is projected that the 55+ age categories are projected to increase substantially through 2028.
- The tapestries in both Service Areas generally illustrate populations that have interest in gyms, fitness and fitness center, sports and sporting events, recreation etc. The segments indicate populations that have generally resources to support these interests.

Table C – Median Household Income:

	2023 Projection	2028 Projection
Primary Service Area	\$89,093	\$89,093
Secondary Service Area	\$93,380	\$109,283
State of Missouri	\$63,390	\$73,286
National	\$72,603	\$82,410

Chart C (1) – Median Household Income:

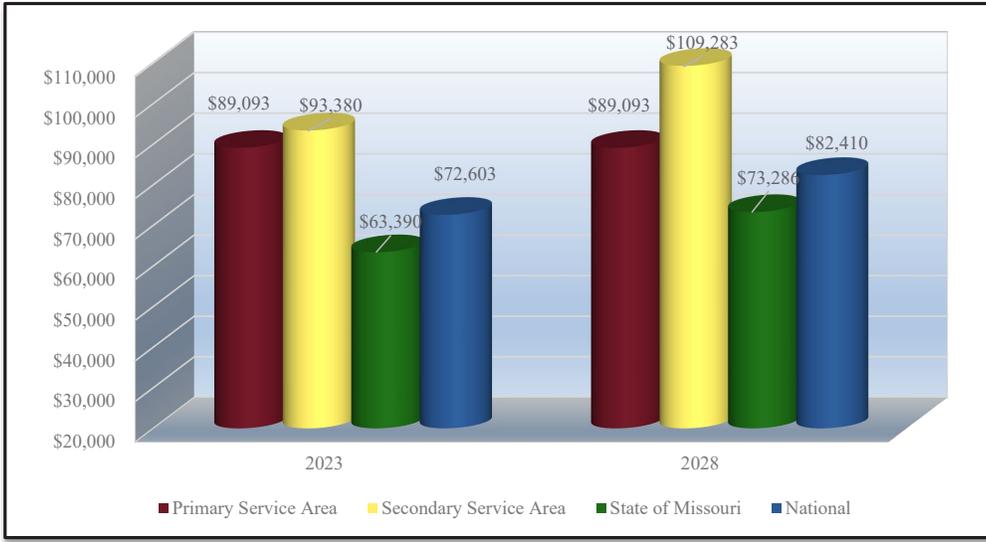


Table H – 2023 Primary Service Area Population Estimates (U.S. Census Information and ESRI)

Ages	2020 Census	2023 Projection	2028 Projection	Percent Change	Percent Change Nat'l
-5	487	405	392	-19.5%	-9.1%
5-17	1,040	1,057	1,024	-1.5%	-8.2%
18-24	643	669	668	+3.9%	-7.7%
25-44	3,079	2,880	2,750	-10.7%	+3.6%
45-54	1,110	988	1,066	-4.0%	-16.5%
55-64	847	962	895	+5.7%	+1.7%
65-74	521	717	775	+48.8%	+61.3%
75+	500	573	641	+28.2%	+51.1%

Table I – 2023 Secondary Service Area Population Estimates (U.S. Census Information and ESRI)

Ages	2020 Census	2023 Projection	2028 Projection	Percent Change	Percent Change Nat'l
-5	4,991	4,125	4,164	-16.6%	-9.1%
5-17	13,162	12,786	12,251	-6.9%	-8.2%
18-24	11,228	10,883	10,826	-3.6%	-7.7%
25-44	26,680	24,821	24,312	-8.9%	+3.6%
45-54	13,161	10,484	10,931	-16.9%	-16.5%
55-64	11,604	11,972	10,795	-7.0%	+1.7%
65-74	5,872	9,916	10,600	+80.5%	+61.3%
75+	7,110	7,819	9,623	+35.3%	+51.1%

Participation Figures

Market Potential Index for Adult Participation:

In addition to examining the participation numbers for various outdoor activities through the National Sporting Goods Association, the 2020 Survey and the Spending Potential Index for Entertainment & Recreation, B*K can access information about Sports & Leisure Market Potential. The information/charts on the following page illustrates participation rates for adults in outdoor activities.

Table P – Market Potential Index (MPI) for Participation in Activities in Primary Service Area

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobic Exercise	612	9.0%	108
Baseball	179	2.6%	102
Basketball	373	5.5%	96
Bicycle Riding	1,116	16.4%	136
Exercise Walking	2,652	39.1%	115
Football (tackle)	175	2.6%	108
Pilates	232	3.4%	122
Running/Jogging	1,041	15.3%	136
Soccer	229	3.4%	107
Softball	108	1.6%	98
Swimming	1,200	17.7%	117
Tennis	352	5.2%	136
Volleyball	195	2.9%	122
Weightlifting	1,215	17.9%	127
Yoga	1,024	15.1%	138

Expected # of Adults: Number of adults, 18 years of age and older, participating in the activity in the 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 some activities is greater than the national number of 100 in all but 2 activities.

Table Q – Market Potential Index (MPI) for Participation in Activities in Secondary Service Area

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobic Exercise	7,326	9.7%	116
Baseball	1,884	2.5%	96
Basketball	4,167	5.5%	96
Bicycle Riding	11,302	14.9%	124
Exercise Walking	29,489	38.9%	115
Football (tackle)	1,836	2.4%	102
Pilates	2,663	3.5%	125
Running/Jogging	10,788	14.2%	126
Soccer	2,306	3.0%	97
Softball	1,157	1.5%	94
Swimming	12,815	16.9%	112
Tennis	4,056	5.3%	140
Volleyball	195	2.9%	122
Weightlifting	12,716	16.8%	119
Yoga	10,704	14.1%	129

Expected # of Adults: Number of adults, 18 years of age and older, participating in the activity in the 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 some activities is greater than the national number of 100 in all but 4 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. The data is collected in one year and the report is issued in June of the following year. This information provides the data necessary to overlay rate of participation onto the Primary and Secondary Area to determine market potential.

B*K takes the national average and combines that with participation percentages of the Service Areas 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 Primary Service Area, then provides an idea of the market potential for outdoor recreation.

Refer to the following pages for participation information within the service areas.

Table R –Participation Rates in the Primary Service Area

Indoor Activities	Age	Income	Region	Nation	Average
Aerobic Exercise	16.0%	16.5%	20.6%	15.8%	17.2%
Baseball	3.5%	5.0%	3.3%	3.7%	3.9%
Basketball	7.6%	7.8%	6.1%	7.6%	7.3%
Bicycle Riding	14.0%	15.5%	15.4%	14.6%	14.9%
Cheerleading	2.1%	1.5%	0.9%	1.0%	1.4%
Exercise Walking	37.2%	40.4%	37.6%	37.3%	38.1%
Exercise w/ Equipment	19.6%	20.8%	15.6%	19.1%	18.8%
Football (tackle)	2.1%	2.5%	3.2%	2.2%	2.5%
Gymnastics	1.6%	2.3%	1.4%	1.8%	1.8%
Hockey (ice)	1.0%	0.8%	2.5%	1.0%	1.3%
Ice/Figure Skating	2.6%	3.2%	3.6%	2.7%	3.0%
Lacrosse	0.8%	0.4%	0.3%	0.8%	0.6%
Pickleball	2.1%	2.7%	3.4%	2.1%	2.6%
Pilates	2.2%	2.3%	1.2%	2.0%	1.9%
Running/Jogging	15.6%	17.6%	13.7%	14.8%	15.4%
Skateboarding	2.0%	2.3%	2.3%	2.1%	2.2%
Soccer	4.4%	5.2%	4.6%	4.6%	4.7%
Softball	3.1%	4.3%	3.6%	3.1%	3.5%
Swimming	15.7%	19.0%	18.1%	16.4%	17.3%
Tennis	4.7%	5.7%	3.1%	4.7%	4.5%
Volleyball	3.7%	4.7%	4.4%	3.8%	4.2%
Weightlifting	13.2%	12.8%	12.1%	12.7%	12.7%
Workout @ Club	10.2%	10.2%	8.8%	9.7%	9.7%
Wrestling	1.0%	0.9%	0.9%	1.0%	0.9%
Yoga	11.0%	10.8%	7.3%	10.4%	9.9%
Did Not Participate	20.4%	18.8%	20.6%	20.6%	20.1%

Age: Participation based on individuals ages 7 & Up of the Service Area.
Income: Participation based on the 2023 estimated median household income in the Service Area.
Region: Participation based on regional statistics (West North Central).
National: Participation based on national statistics.
Average: Average of the four columns.

Table S –Participation Rates in the Secondary Service Area

Indoor Activities	Age	Income	Region	Nation	Average
Aerobic Exercise	15.6%	16.5%	20.6%	15.8%	17.1%
Baseball	3.5%	5.0%	3.3%	3.7%	3.9%
Basketball	7.3%	7.8%	6.1%	7.6%	7.2%
Bicycle Riding	14.1%	15.5%	15.4%	14.6%	14.9%
Cheerleading	2.1%	1.5%	0.9%	1.0%	1.4%
Exercise Walking	37.4%	40.4%	37.6%	37.3%	38.2%
Exercise w/ Equipment	19.2%	20.8%	15.6%	19.1%	18.7%
Football (tackle)	2.1%	2.5%	3.2%	2.2%	2.5%
Gymnastics	1.6%	2.3%	1.4%	1.8%	1.8%
Hockey (ice)	1.0%	0.8%	2.5%	1.0%	1.3%
Ice/Figure Skating	2.6%	3.2%	3.6%	2.7%	3.0%
Lacrosse	0.8%	0.4%	0.3%	0.8%	0.6%
Pickleball	2.1%	2.7%	3.4%	2.1%	2.6%
Pilates	2.0%	2.3%	1.2%	2.0%	1.9%
Running/Jogging	14.6%	17.6%	13.7%	14.8%	15.2%
Skateboarding	2.1%	2.3%	2.3%	2.1%	2.2%
Soccer	4.3%	5.2%	4.6%	4.6%	4.7%
Softball	2.9%	4.3%	3.6%	3.1%	3.5%
Swimming	15.8%	19.0%	18.1%	16.4%	17.3%
Tennis	4.6%	5.7%	3.1%	4.7%	4.5%
Volleyball	3.7%	4.7%	4.4%	3.8%	4.2%
Weightlifting	12.7%	12.8%	12.1%	12.7%	12.6%
Workout @ Club	9.8%	10.2%	8.8%	9.7%	9.6%
Wrestling	1.0%	0.9%	0.9%	1.0%	0.9%
Yoga	10.3%	10.8%	7.3%	10.4%	9.7%
Did Not Participate	21.0%	18.8%	20.6%	20.6%	20.3%

Age: Participation based on individuals ages 7 & Up of the Service Area.
Income: Participation based on the 2023 estimated median household income in the Service Area.
Region: Participation based on regional statistics (West North Central).
National: Participation based on national statistics.
Average: Average of the four columns.

Anticipated Participation Number: Utilizing the average percentage from Table-R above plus the 2020 census information and census estimates for 2023 and 2028 (over age 7) the following comparisons are available.

Table T –Participation Growth or Decline for Indoor Activities in Primary Service Area

Indoor Activities	Average	2020 Population	2023 Population	2028 Population	Difference
Aerobic Exercise	17.2%	1,305	1,322	1,319	14
Baseball	3.9%	294	298	297	3
Basketball	7.3%	551	559	557	6
Bicycle Riding	14.9%	1,127	1,142	1,139	12
Cheerleading	1.4%	105	106	106	1
Exercise Walking	38.1%	2,888	2,926	2,920	32
Exercise w/ Equipment	18.8%	1,422	1,440	1,437	16
Football (tackle)	2.5%	189	191	191	2
Gymnastics	1.8%	134	136	135	1
Hockey (ice)	1.3%	101	102	102	1
Ice/Figure Skating	3.0%	230	233	232	3
Lacrosse	0.6%	43	43	43	0
Pickleball	2.6%	195	198	197	2
Pilates	1.9%	146	148	147	2
Running/Jogging	15.4%	1,168	1,183	1,181	13
Skateboarding	2.2%	166	168	167	2
Soccer	4.7%	356	360	360	4
Softball	3.5%	267	271	270	3
Swimming	17.3%	1,310	1,327	1,324	14
Tennis	4.5%	344	349	348	4
Volleyball	4.2%	315	319	319	3
Weightlifting	12.7%	963	976	974	11
Workout @ Club	9.7%	737	747	746	8
Wrestling	0.9%	72	73	73	1
Yoga	9.9%	749	759	757	8
Did Not Participate	20.1%	1,524	1,544	1,540	17

Note: These figures do not necessarily translate into attendance figures for various activities or programs. The “Did Not Participate” statistics refers to all 58 activities outlined in the NSGA 2022 Survey Instrument.

Anticipated Participation Number: Utilizing the average percentage from Table-S above plus the 2020 census information and census estimates for 2023 and 2028 (over age 7) the following comparisons are available.

Table U –Participation Growth or Decline for Indoor Activities in Secondary Service Area

Indoor Activities	Average	2020 Population	2023 Population	2028 Population	Difference
Aerobic Exercise	17.1%	14,858	14,881	14,998	139
Baseball	3.9%	3,353	3,358	3,385	31
Basketball	7.2%	6,247	6,257	6,306	59
Bicycle Riding	14.9%	12,924	12,943	13,045	121
Cheerleading	1.4%	1,195	1,197	1,206	11
Exercise Walking	38.2%	33,116	33,165	33,427	311
Exercise w/ Equipment	18.7%	16,187	16,211	16,339	152
Football (tackle)	2.5%	2,162	2,165	2,182	20
Gymnastics	1.8%	1,543	1,546	1,558	14
Hockey (ice)	1.3%	1,149	1,150	1,160	11
Ice/Figure Skating	3.0%	2,623	2,627	2,648	25
Lacrosse	0.6%	497	497	501	5
Pickleball	2.6%	2,227	2,230	2,248	21
Pilates	1.9%	1,633	1,636	1,648	15
Running/Jogging	15.2%	13,164	13,183	13,287	124
Skateboarding	2.2%	1,912	1,915	1,930	18
Soccer	4.7%	4,065	4,071	4,103	38
Softball	3.5%	3,018	3,023	3,047	28
Swimming	17.3%	15,034	15,056	15,175	141
Tennis	4.5%	3,916	3,922	3,953	37
Volleyball	4.2%	3,602	3,608	3,636	34
Weightlifting	12.6%	10,915	10,931	11,018	102
Workout @ Club	9.6%	8,359	8,371	8,437	78
Wrestling	0.9%	820	822	828	8
Yoga	9.7%	8,421	8,434	8,500	79
Did Not Participate	20.3%	17,564	17,590	17,729	165

Note: These figures do not necessarily translate into attendance figures for various activities or programs. The “Did Not Participate” statistics refers to all 58 activities outlined in the NSGA 2022 Survey Instrument.

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 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:

- Attending Arts Activities
- Reading Books and Literature
- Consuming Art through Electronic Media
- Making and Sharing Art
- Participating in Arts Learning
- Perceptions of Arts Availability

Attending Arts Activities

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

Music				Rate of Change	
	2008	2012	2017	2008-2012	2012-2017
Jazz	7.8%	8.1%	8.6%	+0.3%	+0.5%
Classical Music	9.3%	8.8%	8.6%	-0.5%	-0.2%
Opera	2.1%	2.1%	2.2%	+0.0%	+0.1%
Latin Music	4.9%	5.1%	5.9%	+0.2%	+0.8%
Outdoor Performing Arts Festival	20.8%	20.8%	24.2%	+0.0%	+3.4%

Plays				Rate of Change	
	2008	2012	2017	2008-2012	2012-2017
Musical Plays	16.7%	15.2%	16.5%	-1.5%	+1.3%
Non-Musical Plays	9.4%	8.3%	9.4%	-1.1%	+1.1%

Dance				Rate of Change	
	2008	2012	2017	2008-2012	2012-2017
Ballet	2.9%	2.7%	3.1%	-0.2%	+0.4%
Other Dance	5.2%	5.6%	6.3%	+0.4%	+0.7%

- Following a sharp decline in overall arts attendance that occurred from 2002-2008, participation rates held steady from 2008-2012, and have increased into 2017.
- Changes in the U.S. demographic composition appear to have contributed to attendance in performing arts attendance. Still, various subgroups of Americans have maintained or increased attendance rates for individual art forms.

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

				Rate of Change	
	2008	2012	2017	2008-2012	2012-2017
Art Museums/Galleries	22.7%	21.0%	23.7%	-1.7%	+2.7%
Parks/Historical Buildings	24.5%	22.4%	28.3%	-2.1%	+5.9%
Craft/Visual Arts Festivals	24.9%	23.9%	23.8%	-1.0%	-0.1%

- Visual arts attendance has declined significantly from 2002 to 2012 although has rebounded in 2017.

Reading Books and Literature

Table X – Reading Activity

				Rate of Change	
	2008	2012	2017	2008-2012	2012-2017
Read any Book, non-required	54.3%	54.6%	52.7%	+0.3%	-1.9%
Literature	50.2%	47.0%	44.2%	-3.2%	-2.8%
Novels and Short Stories	47.0%	45.2%	41.8%	-1.8%	-3.4%
Plays	2.6%	2.9%	3.7%	+0.3%	+0.8%
Poetry	8.3%	6.7%	11.7%	-1.6%	+5.0%

Consuming Art Through Electronic Media

Table Y – Percentage of U.S. Adults Who Used Electronic Media to Consume Books or other Artistic, Arts-Related, and Literary Content Arts: 2017

	Percentage
Used Electronic Media to Consume Artistic or Arts Related Content	74%
Read Any Books Using Electronic Media	23%
Listen to Any Audiobooks	16%

Table Z – Percentage of Adults Who Used Electronic Media to Consume Art in the past 12 Months

	Percentage
Other Music5	65%
Classical Music or Opera	21%
Jazz	20%
Programs Info. About Book Writers	19%
Lain, Spanish, or Salsa	19%
Theater Productions (musical or stage play)6	16%
Paintings, Sculpture, Pottery or Other Visual Art	16%
Dance Performances or programs	14%
Programs and Info. About Visual Arts	14%

Making and Sharing Art

Table AA – Percentage of American Adults Who Made Art in the Last 12 Months: 2017

	Percentage
Any Art	54%
Performing Arts	40%
Visual Arts	33%
Creative Writing	7%

Performing Arts include singing, playing any musical instrument, dancing, or acting. Visual Arts include painting, drawing, sculpting, or making prints, taking photographs, creating films, creating animations, digital arts, making potter, ceramics or jewelry, doing leatherwork, metalwork or woodwork, weaving, crocheting, quilting, knitting or sewing, scrapbooking, etc. Creative Writing includes fiction, nonfiction, poetry or plays.

Table BB – Percentage of American Adults Who Did Performing Arts

	Percentage
Singing	25%
Dancing	24%
Playing Musical Instrument	11%
Creating or Performing Music in Other Ways	3%
Acting	2%
Using Electronic Media to Edit or Remix Music	2%

⁵ Rock, pop, country, folk, rap or hip-hop

⁶ Musicals, plays or information about theatre.

Table CC – Percentage of American Adults Who Did Visual Arts

	Percentage
Taking Photographs	14%
Painting, Drawing, Sculpting, or Making Prints	13%
Weaving, Crocheting, Quilting, Needleworking, Knitting or Sewing	12%
Editing Photographs	10%
Doing Scrapbooking, Origami, or Other Paper-Based Art	7%
Doing Leatherwork, Metalwork, or Woodwork	7%
Creating Films or Videos	5%
Making Pottery, Ceramics, or Jewelry	4%
Designing or Creating Animations, Digital Art, Computer Graphics or Video Games	3%

Table DD – Among Adults Who Made Art, Percentage Who Did So At Least Once a Week

	Percentage
Sing	70.2%
Use Electronic Media to Edit or Remix Music	48.5%
Play Any Musical Instrument	46.6%
Take Photographs	45.2%
Edit Photographs	38.5%
Create or Perform Any Music In Other Ways	37.5%
Creating Writing	34.3%
Design or Create Animations, Digital Art, Computer Graphics or Video Games	32.2%
Weave, Crochet, Quilt, Needlework, Knot or Sew	26.2%
Create Films or Videos	22.9%
Dance	22.6%
Paint, Draw, Sculpt or Make Prints	22.5%
Act	20.8%
Do Leatherwork, Metalwork, or Woodwork	20.6%
Do Scrapbooking, Origami, or Other Paper-Based Art	14.0%
Make Pottery, Ceramics or Jewelry	9.8%

Participating in Arts Learning

Table EE – Percentage of Adults Who Took Formal Art Lessons or Classes in Past 12 Months

	Percentage
Any Type of Art	9.5%
Visual Arts ⁷	3.6%
Music	2.7%
Art History or Appreciation	2.1%
Dance	1.9%
Creative Writing	1.7%
Computer Animation or Digital Art	1.8%
Photography or Filmmaking	1.6%
Acting or Theatre	0.6%

Table FF – Percentage of Adults Who Took Informal Art Lessons or Classes in Past 12 Months

	Percentage
Any Type of Art	17.2%
Music	10.3%
Visual Arts	6.3%
Photography or Filmmaking	5.3%
Art History or Appreciation	4.9%
Dance	3.5%
Creative Writing	3.1%
Acting or Theatre	1.8%
Computer Animation or Digital Art	N/A

Market Study Key Takeaways

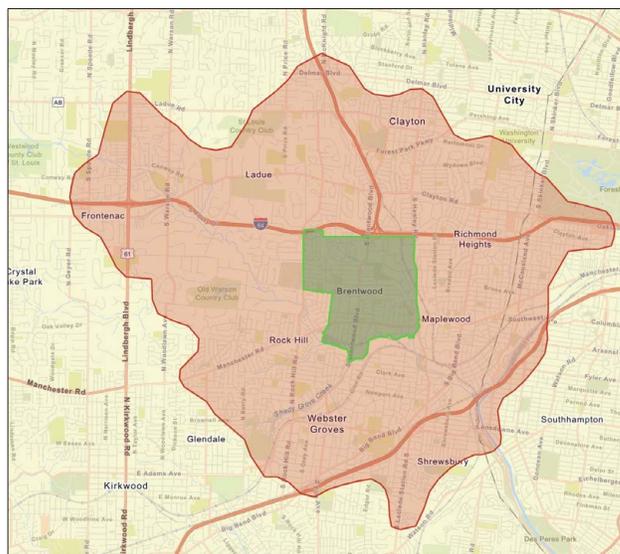
Service Area

- The population within the Primary Service Area (8,251) is not such that it would support recreation facilities by itself; however, the Secondary Service Area (92,805) would. B*K typically looks for a population of greater than 50,000 within the primary service area as a key indicator.

Demographics

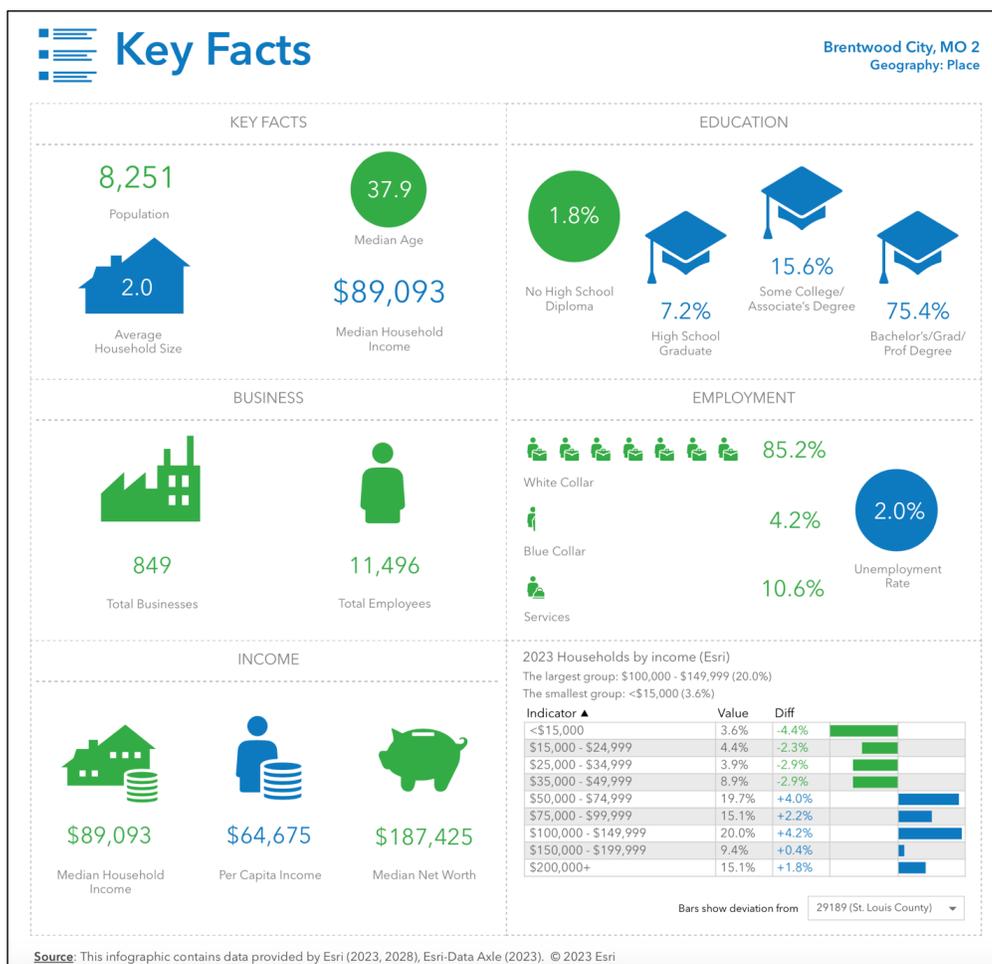
- A lower median age points to young families with children, which are significant participants in recreation programs. As such, the median age is a benefit to the project.
- Higher median household income. Income level is important when it comes to price point for programs and services, subsequently the cost recovery level of a facility. The income level suggests that the service areas will be able to support recreation programs and facilities.
- The age distribution in the City of Brentwood is such that 17.7% is under the age of 18 and 27.3% is over the age of 55 in the Primary Service Area. These are two age groups that will be significant users of aquatic programs and services. Additionally, it is projected that the 55+ age categories are projected to increase substantially through 2028.
- The tapestries in both Service Areas generally illustrate populations that have interest in gyms, fitness and fitness center, sports and sporting events, recreation etc. The segments indicate populations that have the general resources to support these interests.

Service Area Map



Green - Primary Service Area (Brentwood, MO)
Red - Secondary Service Area (5-Min Drive)

Infographic



Level of Service Benchmarking

Overview

The Level of Service (LOS) Benchmarks evaluated Brentwood based on the following criteria:

- Service Area /Walkability
- NRPA Park Metrics

When comparing Brentwood's inventory to other metrics, it appears as though significant need exists. However it is important to recognize that communities are unique and, when making recommendations, qualitative feedback is just as crucial as quantitative metrics. Brentwood residents also benefit from the Parks and Recreation Cooperative (PARC), that shares resources with neighboring communities - Richmond Heights and Maplewood. The needs and desires of the community should influence planning more than population based requirements.

The LOS map shows that all of Brentwood is serviced by the existing parks, particularly the new regional destination - Brentwood Park. Neighborhood parks could address needs in the north areas, and additional connectivity would improve access. Future parks, particularly neighborhood parks, should focus on locating in areas that are currently underserved with park access.

Additional LOS metric charts can be found in the appendix.

Parks and Facilities - Brentwood Inventory

Includes 2020 US Census City Population and Brentwood Amenities

Brentwood Population - 8,251

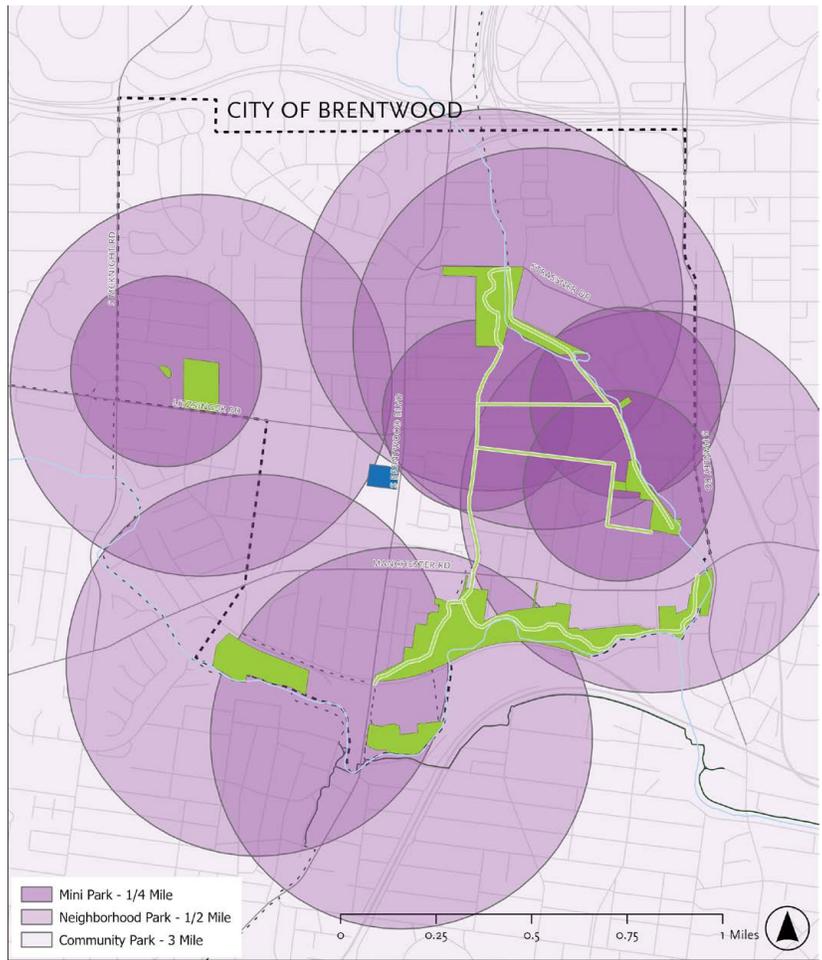
Inventory - Developed Facilities (Parks)						Benchmark Comparison		
Inventory:	Brentwood	Current LOS - Brentwood (8,251)	Recommended Service Levels			Within Benchmark / Below Benchmark	Delta / Potential to Support	
Parks						Lower Quartile	Upper Quartile	Median
Residents per Park (developed parks)	9	916.78	666	2,042	1,225	Within Benchmark	N/A park(s)	
Acres of Park Land per 1,000 Residents	82.9	10.05	6.0	21.1	13.0	Within Benchmark	N/A acre(s)	
Miles of Trail	5.25	5.25	2.00	10.0	4.0	Within Benchmark	N/A mile(s)	
Square Miles (Brentwood)	1.95							
Residents per Square Mile	4231.282051							

Inventory - Developed Facilities (Outdoor)						Benchmark Comparison	
Inventory:	Brentwood	Current LOS - Brentwood (8,251)	Recommended Service Levels			Within Benchmark / Below Benchmark	Delta / Potential to Support
Outdoor Park and Recreation Facilities - Population per Facility						Less than 20,000	All Agencies
Playgrounds	5	1650	2,014	3,759		Within Benchmark	N/A site(s)
Basketball Courts	1	8251	3,729	7,404		Below Benchmark	2 court(s)
Tennis Courts (Outdoor only)	0	0	2,805	5,860		Below Benchmark	3 court(s)
Ballfield (Baseball Youth)	3	2750	3,114	6,863		Within Benchmark	N/A field(s)
Multi-Use Fields	1	8251	3,859	9,177		Below Benchmark	2 field(s)
Dog park	1	8251	11,100	43,534		Within Benchmark	N/A site(s)
Swimming pools (outdoor only)	0	0	9,745	38,635		Below Benchmark	1 site(s)
Skate park	0	0	10,726	53,144		Below Benchmark	1 site(s)

Inventory - Developed Facilities (Indoor)						Benchmark Comparison	
Inventory:	Brentwood	Current LOS - Brentwood (8,251)	Recommended Service Levels			Within Benchmark / Below Benchmark	Delta / Potential to Support
Indoor Park and Recreation Facilities - Population per Facility						Less than 20,000	All Agencies
Community centers	1	8251	8,829	29,494		Within Benchmark	N/A
Recreation centers (including gyms and fitness c	1	8251	9,745	31,215		Within Benchmark	N/A
Senior centers	0	0	14,000	59,727		Below Benchmark	1
Performance amphitheater	0	0	11,100	67,862		Below Benchmark	1
Nature centers	0	0	10,633	120,000		Below Benchmark	1
Aquatic Center	0	0	11,650	53,950		Below Benchmark	1
Stadiums	0	0	9,250	79,866		Below Benchmark	1
Ice rink	1	8251	8,000	53,224		Below Benchmark	1
Teen centers	0	0	14,593	55,494		Below Benchmark	1
Arena	0	0	5,531	79,828		Below Benchmark	2

LOS Map

Mini Park - <1 acre	Acres
Broughton Park	0.3 Acres
McKnight Park	0.3 Acres
416 Hanley Industrial Park	0.3 Acres
2456 Louis Ave Park	0.6 Acres
Neighborhood Park - 1-15 acres	Acres
Brentwood Sports Complex	13.5 Acres
Brentwood Wetland Arboretum	7.5 Acres
Hanley Park	4.4 Acres
Memorial Park	15.5 Acres
Oak Tree Park	8 Acres
Mount Calvary Park	4 Acres
Community Park - 15+ acres	Acres
Brentwood Park	32 Acres
Linear Park	Acres
Rogers Parkway	4 Acres, 1/3 Mile



Parks and Facilities - Brentwood + PARC Inventory

Includes 2020 US Census City Population and Brentwood Amenities

Brentwood Population - 8,251

Inventory - Developed Facilities (Parks)							Benchmark Comparison			
Inventory:	Brentwood	Shared Facilities*	Total	Current LOS - Brentwood (8,251)	PARC Area (25,806 pop.)	Recommended Service Levels (based on PARC population)			Within Benchmark / Below Benchmark	Delta / Potential to Support
						Lower Quartile	Upper Quartile	Median		
Parks										
Residents per Park (developed parks)	9	16	25	916.78	1,032.24	1,203	3,162	2,014	Within Benchmark	N/A park(s)
Acres of Park Land per 1,000 Residents	82.9	47.9	130.8	10.05	197.29	6.0	21.1	11.3	Within Benchmark	N/A acre(s)
Miles of Trail	5.25	0.5	5.75	5.25	4,488.00	5.00	20.0	8.0	Within Benchmark	N/A mile(s)
Square Miles (Brentwood)	1.95	3.85	5.8		4,449.31					
Residents per Square Mile	4231.28		4449.31		5.80					

Inventory - Developed Facilities (Outdoor)							Benchmark Comparison			
Inventory:	Brentwood	Shared Facilities*	Total	Current LOS - Brentwood (8,251)	PARC Area (25,806 pop.)	Recommended Service Levels			Within Benchmark / Below Benchmark	Delta / Potential to Support
						20,000 - 49,999	All Agencies			
Outdoor Park and Recreation Facilities - Population per Facility										
Playgrounds	5	10	15	1650	1720	3,028	3,759		Within Benchmark	N/A site(s)
Basketball Courts	1	2	3	8251	8602	7,117	7,404		Below Benchmark	1 court(s)
Tennis Courts (Outdoor only)	0	4	4	0	6452	5,815	5,860		Below Benchmark	1 court(s)
Ballfield (Baseball Youth)	3	6	9	2750	2867	5,033	6,863		Within Benchmark	N/A field(s)
Multi-Use Fields	1	4	5	8251	5161	7,674	9,177		Within Benchmark	N/A field(s)
Dog park	1	0	1	8251	25806	28,000	43,534		Within Benchmark	N/A site(s)
Swimming pools (outdoor only)	0	1	1	0	25806	25,191	38,635		Below Benchmark	1 site(s)
Skate park	0	1	1	0	25806	32,000	53,144		Within Benchmark	N/A site(s)

Inventory - Developed Facilities (Indoor)							Benchmark Comparison			
Inventory:	Brentwood	Shared Facilities*	Total	Current LOS - Brentwood (8,251)	PARC Area (25,806 pop.)	Recommended Service Levels			Within Benchmark / Below Benchmark	Delta / Potential to Support
						20,000 - 49,999	All Agencies			
Indoor Park and Recreation Facilities - Population per Facility										
Community centers	1	1	2	8251	12903	26,696	29,494		Within Benchmark	N/A
Recreation centers (including gyms and fitness cen	1	1	2	8251	12903	24,380	31,215		Within Benchmark	N/A
Senior centers	0	0	0	0	0	31,199	59,727		Below Benchmark	1
Performance amphitheater	0	0	0	0	0	30,283	67,862		Below Benchmark	1
Nature centers	0	0	0	0	0	32,000	120,000		Below Benchmark	1
Aquatic Center	0	1	1	0	25806	31,645	53,950		Within Benchmark	N/A
Stadiums	0	0	0	0	0	31,000	79,866		Below Benchmark	1
Ice rink	1	1	1	8251	25806	24,838	53,224		Below Benchmark	1
Teen centers	0	0	0	0	0	31,645	55,494		Below Benchmark	1
Arena	0	0	0	0	0	24,626	79,828		Below Benchmark	2

*Shared facilities include offerings in Maplewood and Richmond Heights Parks

Benchmarking - Programs

This section seeks to compare various programs provided by the City of Brentwood with other agencies across the nation using statistics from NRPA 2023 Agency Performance Review metrics as a baseline for comparison. The charts provided below show the percentage of agencies that provide various programming categories and the percentage of agencies that provide various programs that are targeted at specific age and ability groups.

The following pages provide information of various programming and offerings provided by the City of Brentwood. The inventory of programming offered by the City was documented from Summer of 2023 through Winter of 2024 offerings. The programming includes a wide variety of categories, many consistent with programming offered by agencies nationwide. Several programming types that are not provided by the City include aquatics, golf, and e-sports/e-gaming. This is likely due to a number of factors including but not limited to lack of facilities to provide programming or lack of community interest to support the programs.

Also included in the inventory is various rental offerings provided by the City of Brentwood.

FIGURE 6: PROGRAMMING OFFERED BY PARK AND RECREATION AGENCIES (PERCENT OF AGENCIES)

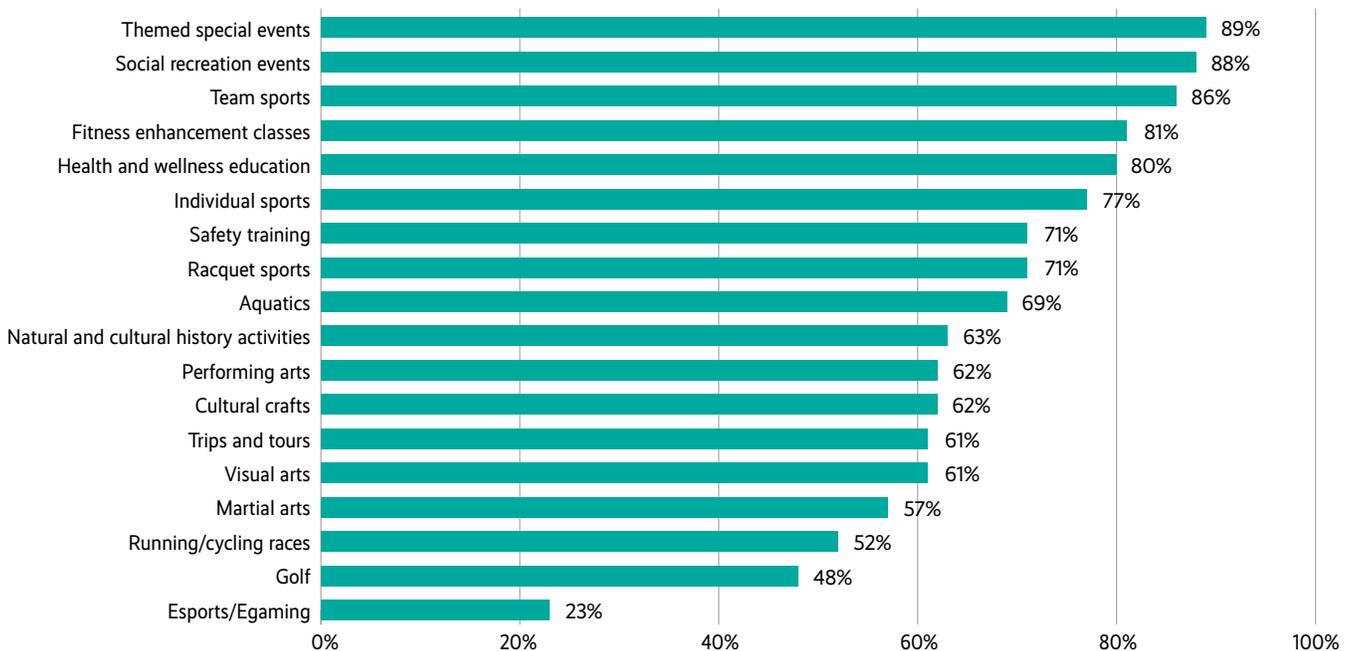
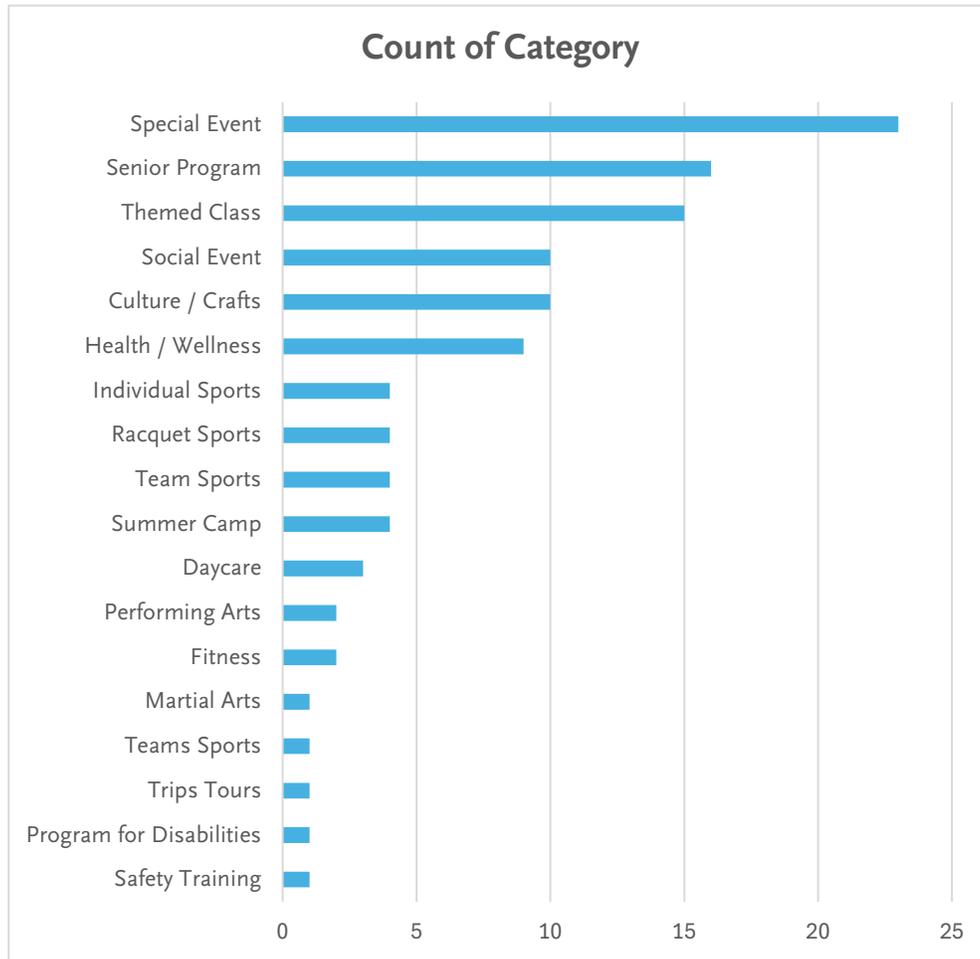


FIGURE 7: TARGETED PROGRAMS FOR CHILDREN, OLDER ADULTS AND PEOPLE WITH DISABILITIES (PERCENT OF AGENCIES BY JURISDICTION POPULATION)

	Percent of Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Summer camp	82%	60%	86%	93%	86%	90%
Specific senior programs	77	61	77	87	84	77
Specific teen programs	65	43	61	77	77	78
Programs for people with disabilities	63	34	55	80	78	81
Science, technology, engineering and mathematics (STEM) programs	58	42	49	68	64	71
After-school programs	53	45	47	53	57	69
Preschool	33	24	32	44	34	33
Before-school programs	19	16	19	21	17	18
Full daycare	7	5	6	11	4	12

SOURCE: NATIONAL RECREATION AND PARK ASSOCIATION - 2023 NRPA AGENCY PERFORMANCE REVIEW



Rentals	Season	Category	Cost (Resident)
Community Center - Room A	Year round	Facility Rental	\$50/hr
Community Center - Room B (Half)	Year round	Facility Rental	\$40/hr
Community Center - Room B (Full)	Year round	Facility Rental	\$25/hr
Community Center - Room C	Year round	Facility Rental	\$40/hr
Community Center - Galley Kitchen	Year round	Facility Rental	\$40 set fee
Brentwood Park Pavilion	Spring - Fall	Facility Rental	\$400/600
Hanley Park Pavilion	Spring - Fall	Facility Rental	\$40
Memorial Park Pavilion	Spring - Fall	Facility Rental	\$40
Oak Tree Park Pavilion	Spring - Fall	Facility Rental	\$40
Field Rentals Brentwood Sports Complex	Spring - Fall	Facility Rental	Start at \$15/hr
Court Rentals (Park Varies)	Spring - Fall	Facility Rental	Start at \$10/hr
Ice Rink Rental	Year round	Facility Rental	Start at \$160/hr
Penguin Party Room	Year round	Facility Rental	Start at \$170
Brentwood Park Ampitheater	Spring - Fall	Facility Rental	\$35

The following pages provides a complete listing of program offerings provide by the City during the analysis period noted previously.

Program Name / Description	Season	Category	Cost
Brentwood Family Campout	Summer	Culture / Crafts	25
Dirt in Compost	Summer	Culture / Crafts	25
Elf on the Shelf Idea Box	Winter	Culture / Crafts	35
Letters to Santa	Winter	Culture / Crafts	Free
Santa's Secret Shop!	Winter	Culture / Crafts	Free
Santa Visits	Winter	Culture / Crafts	25
New Year's Eve Box	Winter	Culture / Crafts	25
Parent-Tot Book Series	Year Round	Culture / Crafts	25
Dr. Seuss Celebration	Spring	Culture / Crafts	15
Bunny Box Pick Up	Spring	Culture / Crafts	30
No School Days (available with before/after care)	Fall - Spring	Daycare	45
Winter Break Camp (With Early and Late Care)	Winter	Daycare	\$185+
Spring Break Camp	Spring	Daycare	\$185+
Yoga in the Park	Year Round	Fitness	25
FitDIVA Dance	Year Round	Fitness	54
Healthcare Decoded	Summer	Health / Wellness	Free
Living with Alzheimer's for Caregivers	Summer	Health / Wellness	Free
Healthy Cooking Demonstration	Summer	Health / Wellness	Free
Healthy Eating on a Budget	Summer	Health / Wellness	Free
Ways to Improve Your Memory	Summer	Health / Wellness	Free
Blue Wave Life – Tae Kwon Do	Year Round	Martial Arts	\$80/month
In Step Dance Programs	Fall - Spring	Performing Arts	30
Ice Rink Winter Performance Bundle & Exhibition	Winter	Performing Arts	65
Magic Bus (Transportation for Disabled and 60+ Years of Age)	Summer	Program for Disabilities	Free
Women's Self Defense	Summer	Safety Training	30
FitDIVA Golden Galz	Year Round	Senior Program	54
Balance Barre- Vitality in Motion	Year Round	Senior Program	Free
Making Memories of Our Lives	Summer	Senior Program	Free
Dementia Friends	Summer	Senior Program	Free
Brentwood Game Club	Year Round	Senior Program	5
Matter of Balance	Summer	Senior Program	35
Magic Travelers	Year Round	Trips Tours	Starting At \$10
Senior Meet Up	Year Round	Senior Program	Free
MAGIC Lunch Club	Year Round	Senior Program	10
Yoga and Meditation	Fall	Health / Wellness	Free
Self-Care and Mindfulness	Fall	Health / Wellness	Free
Leftovers to Tasty Treats	Fall	Senior Program	Free
Senior Sock Hop	Fall	Senior Program	Free
Falls Prevention Bingo	Fall	Senior Program	Free
End of Year Celebration	Fall	Senior Program	Free
Vitality Stretch Yoga – Vitality in Motion	Winter / Spring	Health / Wellness	Free
Cognition and You: Get thinking the brain changer	Winter	Health / Wellness	Free
Senior Art Class	Winter / Spring	Senior Program	35
Qi Gong	Winter / Spring	Senior Program	128
Are you Smarter Than a Scam Artist?	Spring	Senior Program	Free
I'm Too Old to Be Poisoned...Right?	Spring	Senior Program	Free
Puzzles, Pizza and Pilsners	Fall / Winter	Social Event	25
Wine and Paint Night	Fall	Social Event	15
Wine and Whiskey Walk	Fall	Social Event	\$18+
Pickleball Glow & Games	Fall	Social Event	30
Brentwood Holiday Party	Winter	Social Event	Free
Gingerbread House Workshop	Winter	Social Event	25
Adult Clover Hunt	Spring	Social Event	35
Adult Nerf Night	Spring	Social Event	15
Family Trivia Night	Spring	Social Event	25
Unicorns and Dragons	Summer	Special Event	15

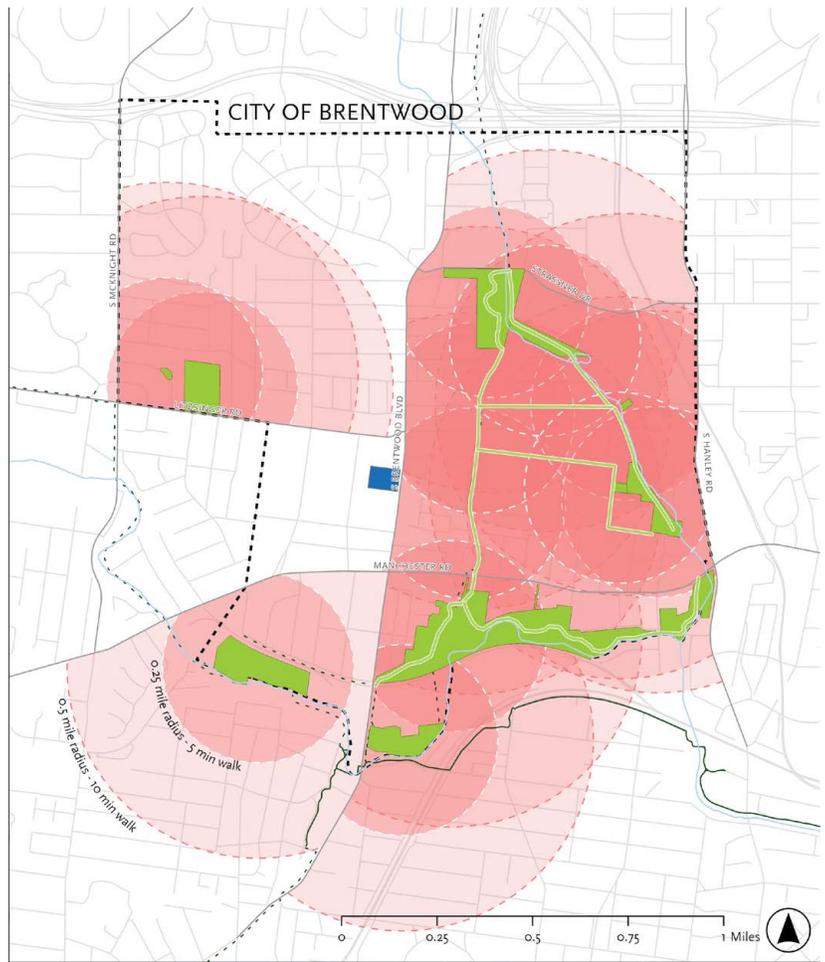
Christmas in July	Summer	Special Event	10
Family Foam Party	Summer	Special Event	Free
Parents Night Out	Year Round	Special Event	25
Brentwood Summer Beats	Summer	Special Event	Free
Movie in the Park	Summer	Special Event	Free
Ice Rink Nerf War: On Ice	Summer	Special Event	12
Figure Skating Summer Exhibition	Summer	Special Event	5
Grand-Par-Tee	Fall	Special Event	12
Brentwood Garage Sale	Fall	Special Event	Free
Pumpkin Carving	Fall	Special Event	15
Party in the Patch	Fall	Special Event	8
A Morning with a Minion	Fall	Special Event	8
Brentwood Days	Fall	Special Event	Free
Ice Rink Halloween Skate	Fall	Special Event	8
Santa Visits the Ice Rink	Winter	Special Event	8
Lucky Leprechaun	Spring	Special Event	25
Pancakes with Pirates and Princesses	Winter	Special Event	12
Community Egg Hunt	Spring	Special Event	Free
Tons of Transportation	Spring	Special Event	Free
Ice Rink National Skate Month	Winter	Special Event	4
Ice Rink Skate with the Bunny	Spring	Special Event	10
Ice Rink Annual Brentwood Spring Ice Show	Spring	Special Event	\$20+
Open Play Pickleball	Spring - Fall	Racquet Sports	Free
Ice Rink Training Sessions	Year Round	Individual Sports	3
Ice Rink Freestyle Sessions	Year Round	Individual Sports	4-5
Ice Rink Stick and Puck Sessions	Year Round	Individual Sports	3
Ice Rink Public Skate Sessions	Year Round	Individual Sports	3
Ice Rink Galactic Glow Skate Public Sessions	Year Round	Social Event	8
Pickleball Fundamentals - Beginner/Novice/Youth	Fall	Racquet Sports	\$70+
Pickleball Skills and Drills - Intermediate/Advanced	Fall	Racquet Sports	99
Pickleball Clinic - Intermediate/Advanced	Fall	Racquet Sports	65
Indoor Volleyball Leagues	Fall - Spring	Team Sports	\$259/team
Paul Zarky Soccer Program (Ages 4-13)	Fall - Spring	Teams Sports	80
Gross Out Science	Summer	Summer Camp	240
B.A.S.I.C (Brentwood Art, Science & Instructed Cooking) Camp	Summer	Summer Camp	225
Wings and Things	Summer	Summer Camp	285
Camp Before / After Care	Summer	Summer Camp	\$60/ Week
Sand Volleyball	Spring / Summer	Team Sports	\$249/team
Softball	Spring / Summer	Team Sports	\$380 to 740/team
Ice Brentwood Hockey Leagues	Year Round	Team Sports	Varies
Parent Surprise	Summer	Themed Class	25
If you Give a Kid a Kitchen	Summer	Themed Class	40
Star Spangled Snacks	Summer	Themed Class	25
Hero's and Heroes	Summer	Themed Class	10
Ice Rink Summer Intensity Class	Summer	Themed Class	40
Ice Rink Figure Skating Boot Camp	Summer / Winter	Themed Class	300
Ice Rink Hockey Skating Skills (Ages 6-12)	Summer	Themed Class	40
Ice Rink Learn to Skate Programs	Year Round	Themed Class	Starting at \$36
Chess Class with St. Louis Chess Club	Fall - Spring	Themed Class	100
Appetizer Cooking Class	Winter	Themed Class	20
Ooey, Goey, Something Chewy	Fall	Themed Class	30
Merry Grinch-mas	Winter	Themed Class	25
Crayola World of Design with Mad Science	Winter	Themed Class	100
Kids Creator Camp	Spring	Themed Class	75
Geocache Class	Spring	Themed Class	20

Walkability

Connectivity and access is essential to a successful park system. This map shows an approximate 10-minute (0.25 mile) and 20-minute (0.5 mile) distance to the park. Though this does not factor in true routes and park edges, this begins to inform areas within the city of Brentwood that may lack easy access to park resources.

This map also shows significant barriers to access, primarily major roads (Manchester Road and Brentwood Boulevard). Improvements made during the Brentwood Bound project with the tunnel at Brentwood Park and crossing improvements at Brentwood Blvd. are great examples of how these barriers can be overcome where other crossing points are desired/needed.

The lighter green lines represent existing Brentwood trails and provide significant connectivity to parks and neighborhoods. However, Brentwood Blvd remains a barrier and limits connectivity for neighborhoods to the east.



Level of Service Key Takeaways

Inventory Findings:

Brentwood Parks

- Number of parks and acres per resident meets NRPA Park Metrics Standards
- Miles of trails meets NRPA Park Metrics Standards

Brentwood Outdoor Facilities

- Playgrounds, Ballfields, and Dog Parks per resident meets NRPA Park Metrics Standards
- Basketball and Tennis Courts, Fields, Pools, and Skate Parks per resident do not meet NRPA Park Metrics Standards
- Fields and Skate Parks per resident meet NRPA Park Metrics Standards when considering PARC amenities and population.

Brentwood Indoor Facilities

- Community Centers, Recreation Centers, and Ice Rinks per resident meets NRPA Park Metrics Standards
- Senior Centers, Amphitheaters, Nature Centers, Aquatic Centers, Stadiums, Teen Centers, and Arenas per resident do not meet NRPA Park Metrics Standards
- Aquatic Centers, Stadiums per resident meet NRPA Park Metrics Standards when considering PARC amenities and population.

Program Findings:

- The programming includes a wide variety of categories, many consistent with programming offered by agencies nationwide.
- Several programming types that are not provided by the City include aquatics, golf, and e-sports/e-gaming. This is likely due to a number of factors including but not limited to lack of facilities to provide programming or lack of community interest to support the programs.

Staffing, Budget, & Funding Findings:

- Number of Full Time Equivalents per resident meets NRPA Park Metrics Standards.
- Budget and Funding metrics typically exceed the standards for park agencies of similar size. Brentwood Park and related improvements significantly impact this comparison.

Needs and Opportunities Assessment

Key Takeaways

The Needs and Opportunities Assessment phase of the master planning process included a thorough investigation of both quantitative and qualitative aspects influencing the Brentwood Parks and Recreation System. Existing conditions, inventory, and market analysis were complemented by community and stakeholder feedback.

The existing conditions inventory and analysis exercise built a fundamental understanding of the Brentwood Parks and Recreation System's current offerings and amenities. This investigation identified gaps in services, condition of existing parks and facilities, and under utilized amenities. Overall, facilities and amenities are frequently used and at risk of under performing, while programs and events are challenged for space and operational support to meet community desires.

Conducting staff and stakeholder interviews, the design team was able to tailor master planning efforts to address feedback received by those most integrated in the Brentwood Parks and Recreation System. This input was critical to developing well-informed and comprehensive recommendations that would directly impact staff members and park stakeholders. The guidance and advice offered during those interviews and community input greatly influenced the following phases of the master planning process.

Perhaps the most important tool for gathering community input was the use of community engagement. The robust approach to community engagement included intercept events, open houses, online feedback forms, and a statistically valid community survey. This strategy expanded outreach to the community and gathered targeted feedback. The Brentwood community was able to share their perception of the Brentwood Parks and Recreation System and provide insight regarding the needs and opportunities for the future.

The market assessment provided a foundation for determining the capacity of improvements to the Parks and Recreation System. By understanding the demographics of the City of Brentwood and service area, the design team was able to draw reasonable conclusions about the potential interest and opportunity for improving the Parks and Recreation System. Age distribution and spending capacity are two significant factors that indicate possible support for improvements, and Brentwood's market assessment indicates that community members would have the interest and means to support a more robust department with offerings that align with their desires and needs.

The design team reviewed previous planning documents to better understand prior efforts, goals, and the evolution of the parks department. Themes of growth, partnership, funding, and inclusivity were frequent throughout the various planning documents, and confirmed much of the feedback received during the community engagement process.

The work completed during the Needs and Opportunities Assessment established a solid foundation for guiding the development of recommendations. This comprehensive understanding of existing conditions and perceptions is essential to identifying and evaluating future efforts that are both effective and well-supported by the community. The following phases will build upon these initial discoveries to develop a complete master plan for the Brentwood Parks and Recreation System.



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SWTDESIGN



Introduction

The following section of the master plan document outlines recommendations developed for the Brentwood Parks and Recreation system. These recommendations were determined using our analysis of existing conditions, an opportunities and needs assessment which includes stakeholder engagement survey and data collection, and feedback generated from various community engagement efforts.

Recommendations developed are categorized into the following focus areas:

- Existing and Undeveloped Parkland
- Trails and Connectivity
- Programming and Events
- Facilities
- Operations

Community Values Applied to Recommendations

A number of themes or value statements can be attributed to the various project recommendations to describe the community benefit that will be provided. These statements were created based on community input and goals for the plan established by the Parks & Recreation Commission.

IMPROVE HEALTH & FITNESS: *(Community Health and Wellness)*

Parks and Recreation provides community opportunities to increase physical and mental health through parks, trails, programming, and events.

INCREASE DESIRABILITY / VALUE: *(Quality Parks System)*

Parks and Recreation improves the quality of life in Brentwood, attracting residents and positively impacting property values.

CONTINUED LEVEL OF CARE: *(Professionalism)*

The focus on maintenance following the 2015 master plan has been a key success. Residents see this heightened maintenance as crucial to the current success of parks and recreation. Clearly defining maintenance expectations is vital for sustaining the current system and any future amenities or facilities.

EMBRACE SUSTAINABILITY: *(Environmental Stewardship)*

A Parks and Recreation System that reinforces the City of Brentwood Sustainability Plan in meeting the current environmental, social, and economic needs of the community without compromising the ability of future generations to meet their needs.

ACCESS FOR ALL: *(Customer Service)*

The benefits of recreation participation should be provided to every resident in the Brentwood area through a parks and recreation system that is accessible to those of all ages and abilities.

INNOVATIVE WHILE PRACTICAL: *(Innovative)*

Define a parks and recreation vision that is uniquely Brentwood and identifies a feasible approach to implementation.

Existing and Undeveloped Parkland

This section focuses on existing and undeveloped parkland to find where opportunities are to improve upon or add amenities for park users.

Based on the needs determination and community input, the following recommendation categories have been established for existing and undeveloped Parkland recommendations:

1.1 Additional Parkland

1.1.1 Special Use Park- Skatepark added to Brentwood Parks and Recreation system. Location to be determined. See park recommendations for potential locations.

1.1.2 New Pocket Park or Playlot – the 2016 plan recommended consideration of two new pocket parks or playlots on the west side of the city, one north of Litzsinger and one south. The Mount Calvary property has addressed parkland north of Litzsinger, but the opportunity for a new park south of Litzsinger and west of Brentwood Boulevard should remain as a strategic expansion of the parks system. While the Mount Calvary park development will provide recreation opportunities, this section of Brentwood remains the only highly populated area of the city requiring residents to cross a collector or principal arterial street to access a park or school property.

1.2 Acquisition to Expand Existing Parks

The City of Brentwood should consider expanding existing parks through the acquisition of adjacent property if the opportunity presents itself. With the density of development within the city, enlarging existing parks will provide the opportunity to expand parkland and leverage existing park infrastructure to support:

- expand existing amenities within the park
- develop new amenities
- enhance connectivity to other parks, neighborhoods, schools, and retail
- conservation of green space and natural resources.

1.2.1 Memorial Park – Brentwood 20/20 Comprehensive Plan identifies the rerouting of Hanley Industrial Court to align with Sgrassner Drive and the acquisition of several properties along the west side of Hanley Industrial Court and convert this land to park, expanding Memorial Park.

1.3 Acquisition for Connectivity

Prioritize acquisition of additional park property for the development of the city-wide trail system and to establish connections to existing parks. Size of the acquisition parcel should not be a determining factor if it will provide an opportunity to develop trails linking parks to neighborhoods, schools, other parks, and the regional trails system. When acquiring parkland for trail access the City of Brentwood should consider easement agreements or long-term lease access for trail development corridors if parcel acquisition is not feasible.

1.4 Improvements to Existing Parks

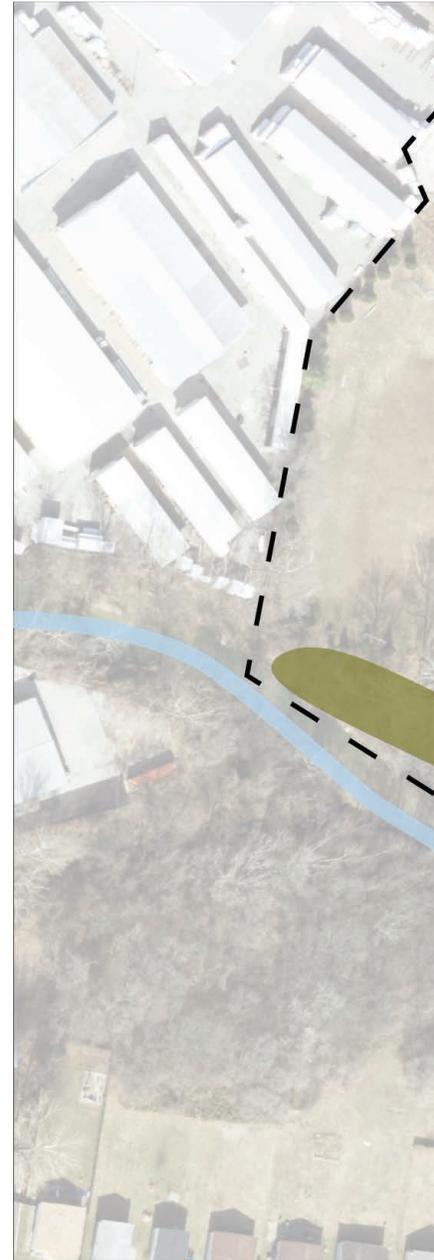
The following pages (108 - 133) provide recommended improvements to existing parkland based upon site specific conditions, context, and/or needs. These recommendations provide more focus on how, where, and what improvements will be made at each park space.

1.5 Undeveloped Parkland

The pages after (134 - 143) provide recommended improvements to undeveloped parkland based upon site specific conditions, context, and/or needs. These recommendations provide more focus on how, where, and what improvements will be made at each park space.

Brentwood Sports Complex - Option 01

KEY	VALUE STATEMENTS
<p>01 Maintain As Is Maintain as is, accept maintenance challenges and limitations on programming due to flooding. Develop feasibility study to determine best approach for long-term stormwater management on the park property.</p>	<p>LC</p>
<p>02 Woodland / Streambank Improvements Consider implementation of native woodland plantings in wooded areas to fill in space left from invasive removal efforts. Continue stewardship and invasive removal efforts as needed.</p>	<p>ID LC ES IP</p>
<p>03 Comfort Station Renovation Once restroom building has reached it usable lifespan, renovate building with to include a family restroom facility and additional storage space. Building renovation to be designed to provide ADA compliant access.</p>	<p>ID LC ES AA</p>





Brentwood Sports Complex - Option 02

KEY	VALUE STATEMENTS
<p>01 Wetland Basin Develop feasibility study to determine best approach for long-term stormwater management on the park property. Consider implementing a basin or other BMPs to distribute stormwater to areas that are less occupied by park users.</p>	<p>ID LC ES IP</p>
<p>02 Multi-Use Field / Event Lawn Maintain open field, Brentwood Days can continue hosting their event at this location. Fields may be prone to periodic flooding. Consider implementing the recommended stormwater management techniques listed.</p>	<p>HF ID LC ES AA IP</p>
<p>03 Ballfield Improvements: Relocation, Infield, Backstop & Dugouts Relocate main ballfield and skinned infield to configuration shown on concept plan. Regrade field as needed to accommodate field adjustments and to reduce flooding. Add covered dugouts and spectator seating areas adjacent to the ballfield, provide ADA compliant access to these features. Install new backstop and fencing.</p>	<p>HF ID LC ES AA IP</p>
<p>04 Comfort Station Replacement Once restroom building has reached its usable lifespan, renovate building with a new comfort station building that includes a family restroom facility and additional storage space. New comfort station building to be designed to provide ADA compliant access. Position new comfort station to be above the base flood elevation.</p>	<p>ID LC ES AA</p>
<p>05 Parking Expansion Improve and expand existing parking to allow for more capacity.</p>	<p>ID LC AA</p>
<p>06 Incorporate Native Planting Zones to Reduce Mowing Convert existing turf areas with native planting areas. If native planting is pursued, a 3-5 year maintenance and management agreement must be included as part of the capital improvements to establish the native landscape.</p>	<p>ID LC ES IP</p>
<p>07 Woodland / Streambank Improvements Consider implementation of native woodland plantings in wooded areas to fill in space left from invasive removal efforts. Continue stewardship and invasive removal efforts as needed.</p>	<p>ID LC ES IP</p>
<p>08 Loop Trail Expanding access with paved loop trails.</p>	<p>HF ID LC ES AA IP</p>
<p>09 Maintenance Shed Provide an indoor storage shed to hold maintenance equipment. Position shed away from the floodplain.</p>	<p>LC</p>





Brentwood Sports Complex - Option 03

KEY	VALUE STATEMENTS
<p>01 Incorporate Native Planting Zones to Reduce Mowing</p> <p>Convert to a passive use park space similar to what is planned for Brentwood Wetland Arboretum. Convert existing turf areas with native planting areas. If native planting is pursued, a 3-5 year maintenance and management agreement must be included as part of the capital improvements to establish the native landscape areas landscape.</p>	<p>ID LC ES IP</p>
<p>02 Wetland Basin</p> <p>Develop feasibility study to determine best approach for long-term stormwater management on the park property.</p>	<p>ID LC ES IP</p>
<p>03 Overlook Pavilion</p> <p>Provide a gathering space furnished with picnic tables and bench seating. Gathering space should be shaded with a solid roof pavilion structure.</p>	<p>ID LC ES AA IP</p>
<p>04 Parking Expansion</p> <p>Improve and expand existing parking to allow for more capacity.</p>	<p>ID LC AA</p>
<p>05 Design / Implement Playground Renovation</p> <p>Prepare design for and implement playground renovation to replace existing equipment and play surfacing. Playground equipment should be geared toward multiple age groups. Utilize unique equipment with high play value such as nature play designs, utilize existing topography in the area to incorporate additional play features.</p>	<p>HF ID LC ES AA IP</p>
<p>06 Improved Stormwater Channel</p> <p>Direct stormwater to flow into the wetland basin through a channel.</p>	<p>LC ES</p>
<p>07 Playground Pavilion</p> <p>Provide a gathering space furnished with picnic tables, bench seating, and restrooms. Gathering space should be shaded with a fabric canopy.</p>	<p>ID LC ES AA IP</p>
<p>08 Woodland / Streambank Improvements</p> <p>Consider implementation of native woodland plantings in wooded areas to fill in space left from invasive removal efforts. Continue stewardship and invasive removal efforts as needed.</p>	<p>ID LC ES IP</p>





Brentwood Wetland Arboretum

KEY

VALUE STATEMENTS

01 Implement Phase 01
1st phase of construction to begin place in 2024 to remove invasive species from the site and plant tree and native wetland planting species.

HF ID LC ES AA IP

02 Future Phases
Implement future phases of master plan which include amenities such as boardwalk, outdoor classroom spaces, and continued stewardship of the wetland.

HF ID LC ES AA IP





Brentwood Park

KEY

VALUE STATEMENTS

<p>01 Design / Implement Stage Incorporation of a formal stage for outdoor concerts, music, etc.</p>	<p>HF ID LC ES AA IP</p>
<p>02 Skate Park Utilize City-owned property along Breckenridge Industrial Ct. for additional park space, potentially as a location for a new skate / BMX park. Utilize existing structures and materials when possible.</p>	<p>HF ID LC ES AA IP</p>
<p>03 Expanded Parking Consider expanding parking capacity for the park. City owned property along Russell west of Brentwood Blvd. (off map) could potentially be used to provide additional overflow parking capacity for the park.</p>	<p>ID LC AA</p>
<p>04 Wayfinding Signage Improve wayfinding signage to supplement park entry (provided by others), parking availability, etc</p>	<p>ID LC AA IP</p>
<p>05 Brentwood Veterans Memorial Design and implement Veterans Memorial.</p>	<p>ID LC AA IP</p>





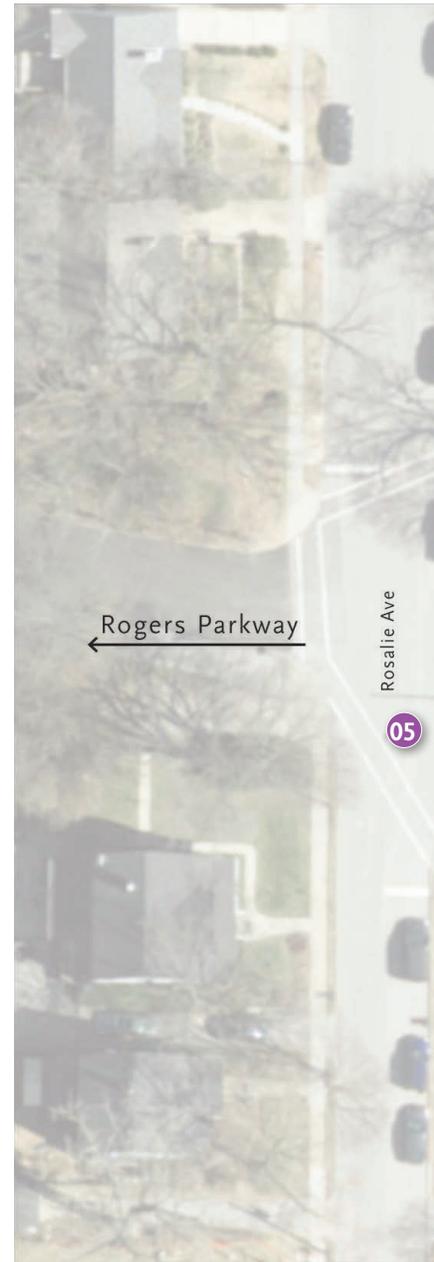
Broughton Park

KEY

VALUE STATEMENTS

- | | |
|--|--------------------------|
| <p>01 Shelter /Comfort Station Installation
Provide a restroom building and required infrastructure to accommodate additional activity added to the park space. Consider implementing a comfort station or pavilion that provides restrooms, covered seating and tables, and drinking fountains.</p> | <p>ID LC ES AA</p> |
| <p>02 Design / Implement Playground Renovation
Prepare design for and implement playground renovation to replace existing equipment and play surfacing. Playground equipment should be geared toward multiple age groups. Utilize unique equipment with high play value, utilize existing topography in the area to incorporate additional play features.</p> | <p>HF ID LC ES AA IP</p> |
| <p>03 Bank Stabilization
Design and implement erosion control strategies to stabilize the slopes along the eastern edge of the park space.</p> | <p>ID LC</p> |
| <p>04 Open Play Lawn
Maintain open lawn space within the park for flexible and unprogrammed use of the park space.</p> | <p>HF ID LC ES AA</p> |
| <p>05 Intersection Safety Improvements
Make modifications/improvements to intersections to improve safety for bike/ped crossings and connectivity. Additional study including traffic analysis required.</p> | <p>ID AA</p> |
| <p>06 Incorporate Successional Tree Plantings
Work with a City Forester to evaluate conditions of existing tree canopy and to prepare plan for successional planting of trees along the west park perimeter.</p> | <p>HF ID LC ES</p> |

Recommendations above are guided by the 2018 Feasibility Study and have been revised to reflect maintaining Mary Ave along the west side of the park.





Rogers Parkway

KEY

VALUE STATEMENTS

<p>01 Existing Trail Improvements</p> <p>Update trail surface to improve conditions, realign trail layout as needed to improve drainage conditions, provide better connectivity, and ensure ADA access.</p>	<p>HF ID LC ES AA</p>
<p>02 Intersection Safety Improvements</p> <p>Make modifications/improvements to intersections to improve safety for bike/ped crossings and connectivity. Additional study including traffic analysis required.</p>	<p>ID AA</p>
<p>03 Stormwater Capture Areas</p> <p>Install stormwater BMPs with naturalized planting areas to help relieve downstream drainage and several as educational space along trail.</p>	<p>ID LC ES IP</p>
<p>04 Incorporate Successional Tree Plantings</p> <p>Work with a City Forester to evaluate conditions of existing tree canopy and to prepare plan for successional planting of trees along the trail.</p>	<p>HF ID LC ES</p>





Hanley Park

KEY

VALUE STATEMENTS

<p>01 Planned Improvements Implement planned improvements for construction of a new comfort station / pavilion to replace the existing pavilion and restrooms. Implement a new parking lot to accommodate park users.</p>	<p>ID LC ES AA</p>
<p>02 Pickleball Add court spaces dedicated to pickleball, by either modifying existing court spaces or added new court space within the park.</p>	<p>HF ID LC AA</p>
<p>03 Dog Park Improvements Rework the layout of the dog park to add more space and amenities (i.e. seating, equipment , water source). Consider modifications to the operation of the dog park to ease operational and maintenance burden on park staff.</p>	<p>HF ID LC AA</p>
<p>04 Dog Park Expansion Expand the layout of the dog park to add more space and amenities (i.e. seating, equipment , water source).</p>	<p>HF ID LC AA</p>
<p>05 Woodland / Stream bank Improvements Consider implementation of native woodland plantings in wooded areas to fill in space left from invasive removal efforts. Continue stewardship and invasive removal efforts as needed.</p>	<p>ID LC ES IP</p>





Memorial Park - Option 01

KEY	VALUE STATEMENTS
<p>01 Parking Lot Renovation / Expansion Improve and expand existing parking to allow for more capacity.</p>	<p>ID LC AA</p>
<p>02 Pavilion Replacement Demolish existing pavilions and rebuild with newer pavilion and comfort station facilities. Provide a new larger outdoor pavilion space suitable to handle up to 100 people for events. Maintain the existing entry drives and curb cuts on Strassner Drive.</p>	<p>ID LC ES AA IP</p>
<p>03 Design / Implement Playground Renovation Prepare design for and implement playground renovation to replace existing equipment and play surfacing. Playground equipment should be geared toward multiple age groups. Utilize unique equipment with high play value, utilize existing topography in the area to incorporate additional play features.</p>	<p>HF ID LC ES AA IP</p>
<p>04 Woodland Improvements Consider implementation of native woodland plantings in wooded areas to fill in space left from invasive removal efforts. Continue stewardship and invasive removal efforts as needed.</p>	<p>ID LC ES IP</p>
<p>05 Bioretention Installation as Required Several projects proposed within the park space are likely to require stormwater mitigation coordination with MSD. Incorporate bioretention and other BMPs as needed and required by coordination with MSD. Designs should consider aligning with Brentwood sustainability goals and provide aesthetic and educational benefit.</p>	<p>ID LC ES IP</p>
<p>06 Renovated Trails Improve nature trails within the park. Consider new surfacing type for better maintenance of the trails.</p>	<p>HF ID LC ES AA IP</p>
<p>07 Rink Lighting Consider the addition of lighting at the existing in-line hockey rink to extend usability/playability of the space.</p>	<p>HF ID LC</p>
<p>08 Expanded Park Space Potential opportunity to convert existing City Vehicle / Storage Lot in expanded park space. Realignment of adjacent trail could allow this potential space to be used for a skate park.</p>	<p>HF ID LC ES AA IP</p>
<p>09 Shelter Replacement Demolish existing shelter and rebuild with newer shelter. Provide a new larger outdoor shelter space suitable to handle up to 50 people for events.</p>	<p>ID LC ES AA IP</p>





Memorial Park - Option 02

KEY	VALUE STATEMENTS
<p>01 Parking Lot Renovation / Expansion Improve and expand existing parking to allow for more capacity.</p>	<p>ID LC AA</p>
<p>02 Pavilion Replacement Demolish existing pavilions and rebuild with newer pavilion and comfort station facilities. Provide a new larger outdoor pavilion space suitable to handle up to 100 people for events. The entry drive and curb cut on the east will shift to align with the curb but across the street. The other entry drive and curb cut on the west will remain the same along Strassner Drive.</p>	<p>ID LC ES AA IP</p>
<p>03 Woodland Improvements Consider implementation of native woodland plantings in wooded areas to fill in space left from invasive removal efforts. Continue stewardship and invasive removal efforts as needed.</p>	<p>ID LC ES IP</p>
<p>04 Design / Implement Playground Renovation Prepare design for and implement playground renovation to replace existing equipment and play surfacing. Playground equipment should be geared toward multiple age groups. Utilize unique equipment with high play value, utilize existing topography in the area to incorporate additional play features.</p>	<p>HF ID LC ES AA IP</p>
<p>05 Bioretention Installation as Required Several projects proposed within the park space are likely to require stormwater mitigation coordination with MSD. Incorporate bioretention and other BMPs as needed and required by coordination with MSD. Designs should consider aligning with Brentwood sustainability goals and provide aesthetic and educational benefit.</p>	<p>ID LC ES IP</p>
<p>06 Renovated Trails Improve nature trails within the park. Consider new surfacing type for better maintenance of the trails.</p>	<p>HF ID LC ES AA IP</p>
<p>07 Rink Lighting Consider the addition of lighting at the existing in-line hockey rink to extend usability/playability of the space.</p>	<p>HF ID LC</p>
<p>08 Expanded Park Space Potential opportunity to convert existing City Vehicle / Storage Lot in expanded park space. Realignment of adjacent trail could allow this potential space to be used for a skate park.</p>	<p>HF ID LC ES AA IP</p>
<p>09 Shelter Replacement Demolish existing shelter and rebuild with newer shelter. Provide a new larger outdoor shelter space suitable to handle up to 50 people for events.</p>	<p>ID LC ES AA IP</p>
<p>10 New Bridge Crossing Implement a trail connection from the parking lot to the small pavilion. This trail crosses over Black Creek and will require a bridge crossing.</p>	<p>ID LC ES AA</p>
<p>11 Shelter / Gazebo Installation Provide a small outdoor shelter space / gazebo suitable to handle up to 30-50 people for smaller events.</p>	<p>ID LC ES AA IP</p>





Memorial Park - Option 03

KEY

VALUE STATEMENTS

<p>01 Parking Lot Renovation / Expansion Improve and expand existing parking to allow for more capacity.</p>	<p>ID LC AA</p>
<p>02 Pavilion Replacement Demolish existing pavilions and rebuild with newer pavilion and comfort station facilities. Provide a new larger outdoor pavilion space suitable to handle up to 100 people for events.</p>	<p>ID LC ES AA IP</p>
<p>03 Design / Implement Playground Renovation Prepare design for and implement playground renovation to replace existing equipment and natural surfacing. Playground equipment should be geared toward multiple age groups. Utilize nature play equipment with high play value, utilize existing topography in the area to incorporate additional play features.</p>	<p>HF ID LC ES AA IP</p>
<p>04 Bioretention Installation as Required Several projects proposed within the park space are likely to require stormwater mitigation coordination with MSD. Incorporate bioretention and other BMPs as needed and required by coordination with MSD. Designs should consider aligning with Brentwood sustainability goals and provide aesthetic and educational benefit.</p>	<p>ID LC ES IP</p>
<p>05 Renovated Trails Improve nature trails within the park. Consider new surfacing type for better maintenance of the trails.</p>	<p>HF ID LC ES AA IP</p>
<p>06 Woodland Improvements Consider implementation of native woodland plantings in wooded areas to fill in space left from invasive removal efforts. Continue stewardship and invasive removal efforts as needed.</p>	<p>ID LC ES IP</p>
<p>07 Rink Lighting Consider the addition of lighting at the existing in-line hockey rink to extend usability/playability of the space.</p>	<p>HF ID LC</p>
<p>08 Expanded Park Space Potential opportunity to convert existing City Vehicle / Storage Lot in expanded park space. Realignment of adjacent trail could allow this potential space to be used for a skate park.</p>	<p>HF ID LC ES AA IP</p>





Oak Tree Park

KEY

VALUE STATEMENTS

- | | |
|---|--------------------|
| <p>01 Accessible Pathway from Upper Parking to park
Install an accessible pathway between designated accessible parking and the existing comfort station. Pathway should be designed to meet ADA guidelines.</p> | <p>HF ID LC AA</p> |
| <p>02 Woodland Improvements
Consider implementation of native woodland plantings in wooded areas to fill in space left from invasive removal efforts. Continue stewardship and invasive removal efforts as needed.</p> | <p>ID LC ES IP</p> |
| <p>03 Connection to Louis Ave
Provide trail connections to Louis Ave to allow neighborhood access to this park.</p> | <p>HF ID LC AA</p> |





McKnight Park

KEY

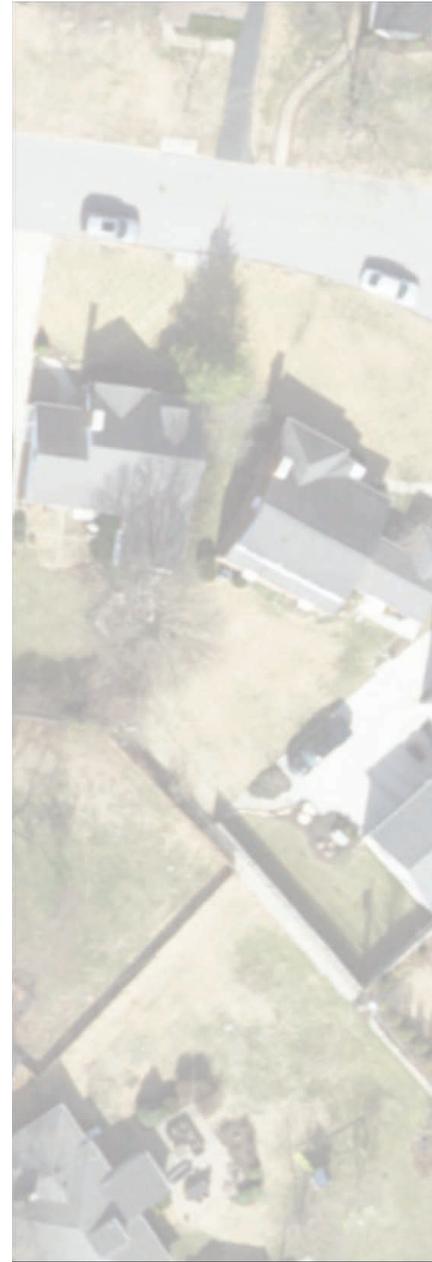
VALUE STATEMENTS

01 Maintain As Is
Limit programming and development of park amenities in this space.

LC

02 Seating
Consider the addition of a seating node with the open space.

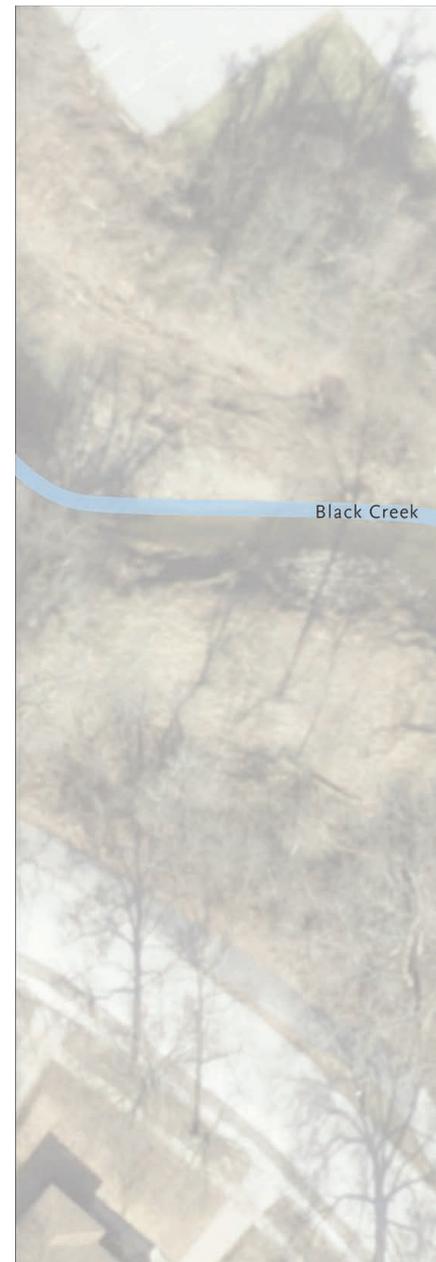
ID LC





Hanley Industrial Court - Option 01

KEY	VALUE STATEMENTS
<p>01 Picnic Patio Paved walk leading to patio with shaded picnic tables.</p>	<p>ID LC ES AA IP</p>
<p>02 Existing Lawn Area Renovation Maintain and improve lawn area to provide unprogrammed passive use space within the park. Improve turf with aeration and overseeding with drought tolerant lawn cultivars.</p>	<p>HF ID LC ES AA</p>
<p>03 Incorporate Native Planting Zones to Reduce Mowing Convert existing turf areas with native planting areas. If native planting is pursued, a 3-5 year maintenance and management agreement must be included as part of the capital improvements to establish the native landscape.</p>	<p>ID LC ES IP</p>
<p>04 Incorporate Successional Tree Plantings Work with a City Forester to evaluate conditions of existing tree canopy and to prepare plan for successional planting of trees along the west park perimeter.</p>	<p>HF ID LC ES</p>



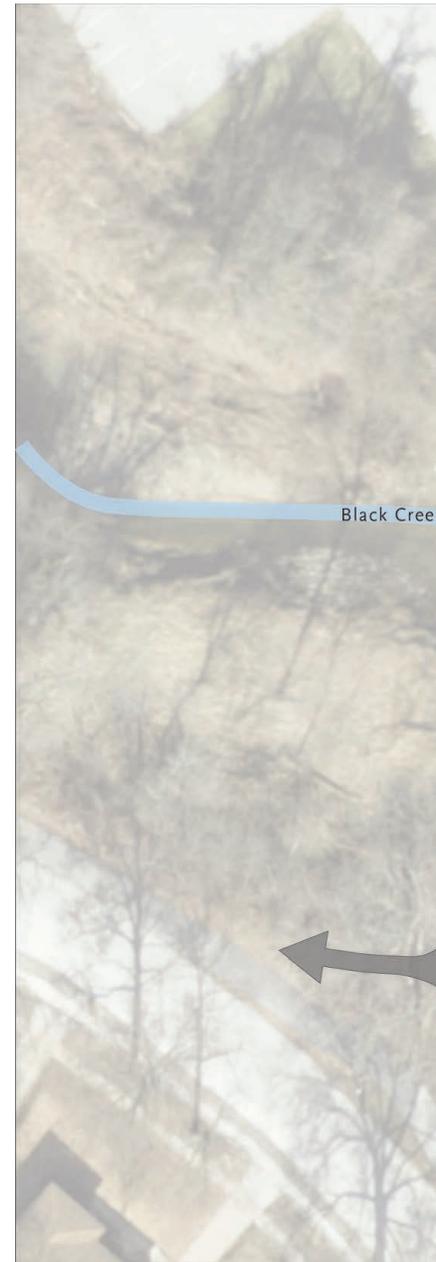


Hanley Industrial Court - Option 02

KEY

VALUE STATEMENTS

- | | |
|--|--------------------------|
| <p>01 Fitness Area w/ Shade Sails
Install fitness equipment station. Utilize equipment that is weather resistant with paved surfacing. Consider implementing shade structures or bordering with trees to provide shade.</p> | <p>HF ID LC ES AA IP</p> |
| <p>02 Provide Shaded Amenity Area / Gathering Space
Provide a gathering space furnished with picnic tables and bench seating. Gathering space should be shaded with a fabric canopy or shelter. Consider incorporation of drinking fountain if feasible.</p> | <p>ID LC ES AA IP</p> |
| <p>03 Incorporate Native Planting Zones to Reduce Mowing
Convert existing turf areas with native planting areas. If native planting is pursued, a 3-5 year maintenance and management agreement must be included as part of the capital improvements to establish the native landscape.</p> | <p>ID LC ES IP</p> |
| <p>04 Incorporate Successional Tree Plantings
Work with a City Forester to evaluate conditions of existing tree canopy and to prepare plan for successional planting of trees along the west park perimeter.</p> | <p>HF ID LC ES</p> |
| <p>05 Creek Crossing and Bridge Connection to Lee Wynn Trail
Create a connection to Lee Wynn Trail by implementing a bridge over Black Creek to increase neighborhood and trail access to this location.</p> | <p>ID LC ES AA</p> |



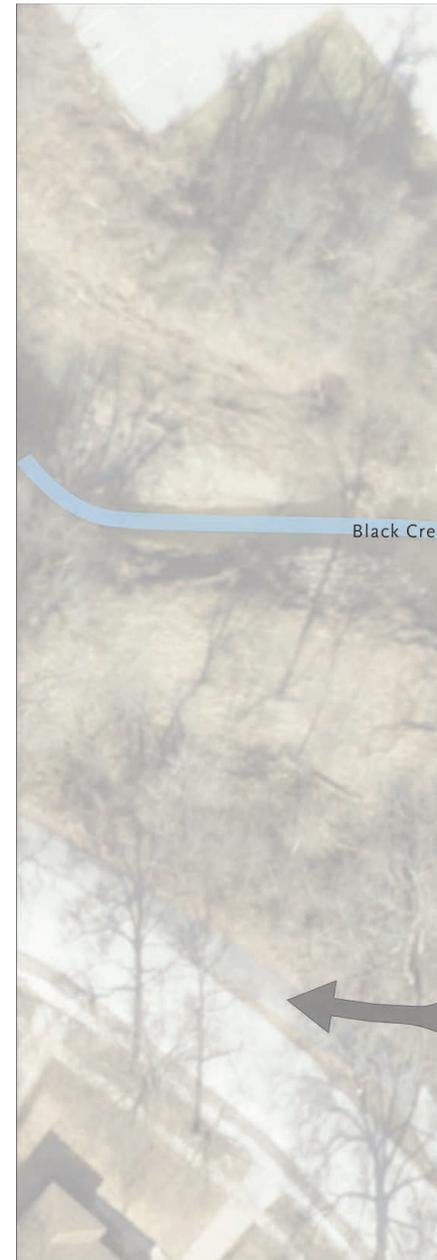


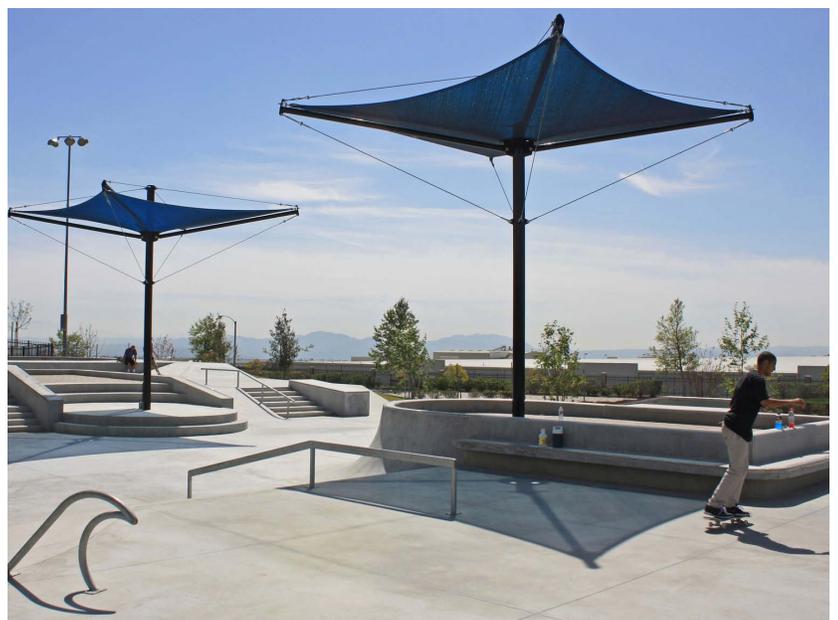
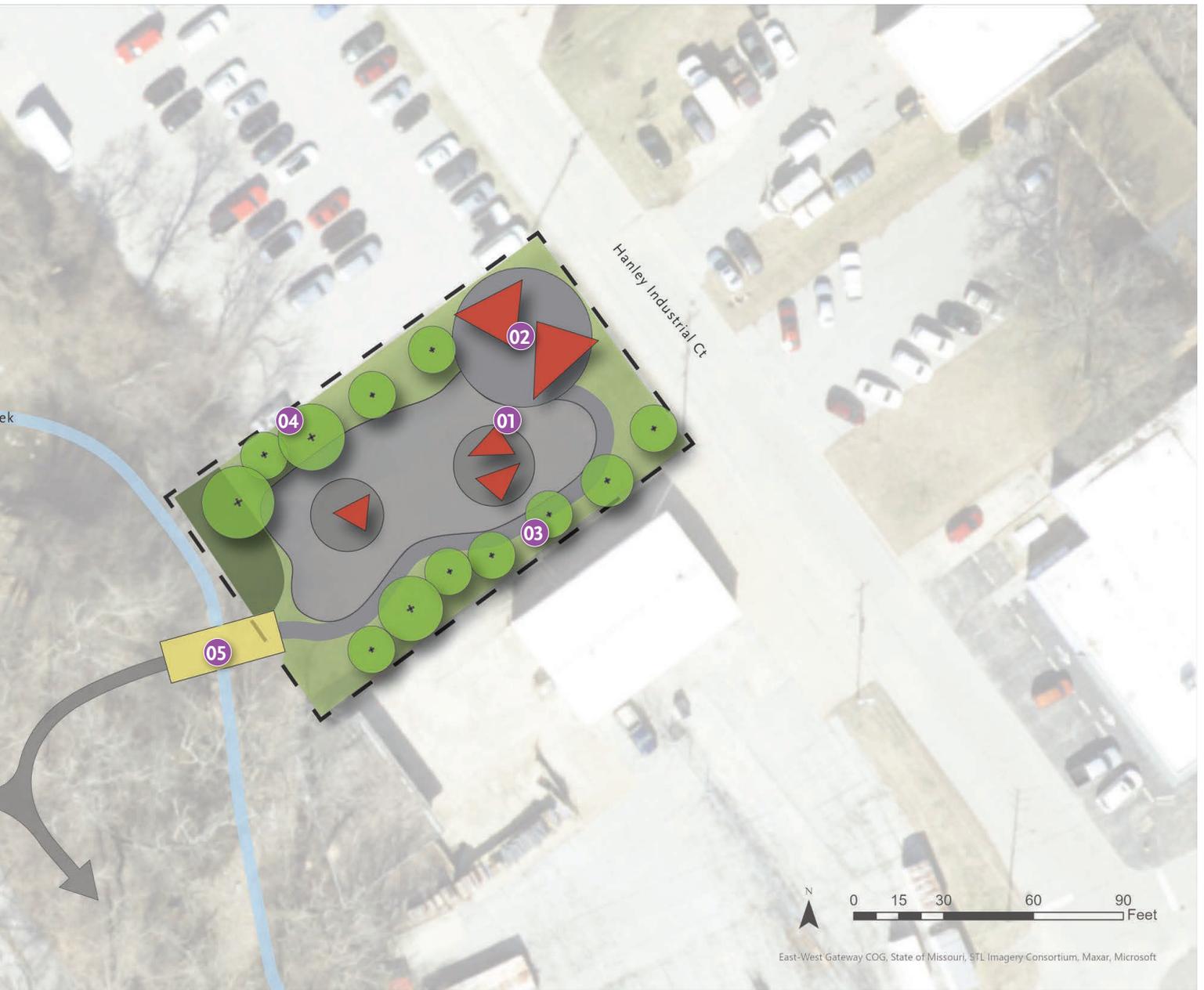
Hanley Industrial Court - Option 03

KEY

VALUE STATEMENTS

- | | |
|--|--------------------------|
| <p>01 Skate Park/Pump Track
Provide skate park and pump track space and shade with a fabric canopy.</p> | <p>HF ID LC ES AA IP</p> |
| <p>02 Provide Shaded Amenity Area / Gathering Space
Provide a gathering space furnished with picnic tables and bench seating. Gathering space should be shaded with a fabric canopy or shelter. Consider incorporation of drinking fountain if feasible.</p> | <p>ID LC ES AA IP</p> |
| <p>03 Incorporate Native Planting Zones to Reduce Mowing
Convert existing turf areas with native planting areas. If native planting is pursued, a 3-5 year maintenance and management agreement must be included as part of the capital improvements to establish the native landscape.</p> | <p>ID LC ES IP</p> |
| <p>04 Incorporate Successional Tree Plantings
Work with a City Forester to evaluate conditions of existing tree canopy and to prepare plan for successional planting of trees along the west park perimeter.</p> | <p>HF ID LC ES</p> |
| <p>05 Creek Crossing and Bridge Connection to Lee Wynn Trail
Create a connection to Lee Wynn Trail by implementing a bridge over Black Creek to increase neighborhood and trail access to this location.</p> | <p>ID LC ES AA</p> |





Louis Ave

KEY

VALUE STATEMENTS

01 **Entry Feature**
Consider addition of entry features or other amenities, such as gathering space at the small unused park space on Louis Ave.

ID LC

02 **Incorporate Native Planting Zones to Reduce Mowing**
Convert existing turf areas with native planting areas. If native planting is pursued, a 3-5 year maintenance and management agreement must be included as part of the capital improvements to establish the native landscape. Prioritize design aesthetics as well as pollinator and wildlife benefit. Consider adding bird houses and other similar elements.

ID LC ES IP

03 **Connection to Oak Tree Park**
Create a trail connection from Louis Ave to Oak Tree Park to allow neighborhood access.

ID LC AA





Mount Calvary

KEY

VALUE STATEMENTS

- | | |
|---|--------------------------|
| <p>01 Flexible Green Use Space
Maintain open space for flexible use (open lawn space, youth soccer, event space). Incorporate backstops into the corner of the field for additional sport programming.</p> | <p>HF ID LC ES AA</p> |
| <p>02 Shelter /Comfort Station Installation
Provide a restroom building and required infrastructure to accommodate additional activity added to the park space. Consider utilizing a pre manufactured restroom building unit for ease of coordination and installation.</p> | <p>ID LC ES AA</p> |
| <p>03 Design / Implement Playground Renovation
New playground area that is fenced off, needed as part of agreement with the Church. Prepare, design for, and implement playground renovation to replace existing equipment and play surfacing. Nestle playground design within the existing tree canopy to preserve mature trees and to provide shade. Playground equipment should be geared toward multiple age groups. Utilize unique equipment with high play value, utilize existing topography in the area to incorporate additional play features.</p> | <p>HF ID LC ES AA IP</p> |
| <p>04 Park Entry Point
Provide site features including park signage and landscape to denote entrance to park space and provide information to park users.</p> | <p>ID LC ES AA IP</p> |
| <p>05 Stormwater Management Improvements
Correct drainage issues along the west edge of the park.</p> | <p>ID LC ES IP</p> |
| <p>06 Park Perimeter Buffer
Incorporate native tree, shrub, and groundcover plantings along perimeter of park space to create a naturalized buffer between park and neighboring residences.</p> | <p>ID LC ES IP</p> |
| <p>07 Loop Trail
Expanding access with paved loop trails. Consider the addition of a walking trail with amenity nodes (seating, adult fitness, etc.).</p> | <p>HF ID LC ES AA</p> |
| <p>08 Bioretention Installation as Required
Several projects proposed within the park space are likely to require stormwater mitigation coordination with MSD. Incorporate bioretention and other BMPs as needed and required by coordination with MSD. Designs should consider aligning with Brentwood sustainability goals and provide aesthetic and educational benefit.</p> | <p>ID LC ES IP</p> |
| <p>09 Incorporate Successional Tree Plantings
Work with qualified consultant to evaluate conditions of existing tree canopy and to prepare plan for successional planting of trees along the west park perimeter.</p> | <p>HF ID LC ES</p> |





Existing and Undeveloped Parkland (cont.)

1.6 PARC

As noted in previous comprehensive planning documents, Brentwood has a strong sense of community, noted as “caring, close-knit, diverse, engaged, and friendly. That strength should be fostered and expanded to include the surrounding communities. In response to the high percentage of respondents to the community survey and open house participants identifying a need for recreation opportunities that are provided to Brentwood residents through the PARC cooperative, the availability of these amenities at resident rates should be messaged clearly and positively. The true strength of PARC is the ability for the three communities to offer residents access to recreation facilities they would not be able to offer on their own. For Brentwood, the following shared amenities were identified as desired or important to the community:

- Indoor Aquatics – The Heights (Richmond Heights)
- Community Center / Fitness Center – The Heights (Richmond Heights)
- Outdoor Aquatics – Maplewood

1.7 Sustainability / Natural Resources

1.7.1 Sustainability Plan Alignment - Future park planning and improvements implementation. Considerations for parks and recreation include:

- Transportation Goals by encouraging and promoting walking and cycling as a mode of travel.
- Community Development, Engagement & Education Goals by promoting and providing a venue for sustainability education, events, and projects.
- Planning and Policy Goals by incorporating energy efficient building standards into park structures and facilities, and incorporating BMPs into site development
- Municipal Operations Goals by ensuring all residents have access to parks, recreation facilities, and open space. Utilizing native plantings and increasing urban tree canopy.
- Economic Development goals by creating high quality parks that enhance economic vitality.
- Arts and Culture goals by using City parkland as a venue to expand arts and cultural events.

1.7.2 Tree Planting Throughout Park System – Existing parks should be evaluated for opportunities to implement canopy and understory tree planting as a foundation for annual tree planting. This tree planting plan can be a capital budget expense, a documented opportunity for grant applications, or a partnership opportunity. Tree selection and planting approach should focus on two key goals:

- Shade – selective planting to provide or increase shade within parks. The additional shade will enhance the visitor experience and elevate the quality of place for parks.
- Successional Planting – within existing parks and woodlands, an approach should be created for canopy and understory tree planting to establish the next generation of tree cover and maintain a healthy and diverse tree planting throughout the parks system.

1.7.3 Turf Conversion and Woodland Understory Management

- Areas of mowed turf not used for programmed or open plan – consider conversion to native or pollinator landscape for reduced long-term maintenance costs and increased biodiversity and passive recreation opportunities.
- Mowed turf areas that experience frequent flooding and are phased out of programmed use – consider conversion of existing turf areas to native planting areas
- If native planting is pursued, a 3-5 year maintenance and management agreement should be included as part of the capital improvements to establish the native landscape areas.
- Woodland invasive honeysuckle removal and management - consider partnership with community organizations to remove honeysuckle and restore woodland habitat. Removal should be part of a regular maintenance schedule to ensure ongoing health of woodland landscapes.

1.7.4 Expand Sustainability and Natural Resource Programming and Partnerships – Along with the focus on integration of sustainable practices and natural resource areas within the parks, the City of Brentwood should explore ways to integrate these elements into recreation and education experiences provided throughout the parks system.

This integration will open opportunities for partnerships offering the programs and in participant groups. This addition to the offerings of the parks and recreation department will expand the impact of the parks system and strengthen relationships to benefit the community.

Recommendations to initiate the expanded programming and partnerships include:

- A nature-based play experience that incorporates natural features and materials to establish play circuits for balancing, climbing, exploring, and connecting with nature. This playground should be designed for all ages and encourage children and adults to play and explore together.
- Nature based day-camp areas and outdoor education classrooms to provide expanded programming opportunities and complement other play experiences. These amenities provide opportunities for partnerships with schools, scout groups, universities and other organizations for program development and participation.
- Small outdoor classrooms can be integrated into existing parks near Brentwood schools for integration into the curriculum.
- Nature-based programming and events can occur in parks across the city.

1.7.5 Implement Natural Resource Management Education and Additional Staffing: As natural resource areas continue to come online at Brentwood Park and throughout the park system, the ability to maintain these areas will be critical to the success of these amenities in enhancing ecosystem services and as passive recreation amenities.

Recommendations to initiate the planning and preparation for natural resource maintenance include:

- Restoration areas should include stewardship services from contractors performing the restoration work. These services should extend for three to five years to ensure establishment of the plant material and allow parks staff to participate in stewardship visits as a transition of care from contractor to parks staff.
- Develop maintenance and management plans for natural resource areas. These plans will provide an understanding of care and resource needs in terms of cost and labor for a successful park amenity.
- Engage agencies including Missouri Department of Conservation and Missouri Department of Natural Resources to assist with evaluation of natural resource areas and potential partnerships or assistance programs for care.

As the quantity of natural resource areas and programming within the parks system continue to grow, the parks department should plan for additional staff to manage and maintain these areas and associated programs. See Recommendations Section - Operations for more information.

1.8 System-wide Identity

A cohesive approach to standard elements within parks and the distribution of events and activities throughout a parks system strengthens the identity of Parks and Recreation within the community, creates a level of comfort for visitors, and streamlines long term park maintenance.

An initial approach to the continued development of identity during the implementation of this master plan focuses on several key areas of standardization and inclusion as identified in the recommendations below.

1.8.1 Standardized Park Signage: A standard for system-wide signage will create a clear identity for residents and guests.

A standard for park entry signage should allow for individuality at each park to express its unique identity, but include standardized elements such as fonts or the use of and location of the City of Brentwood logo to clearly alert visitors that this is a City of Brentwood Park.

Internal park signage can be more standardized in style, type and use throughout the parks. A standardized internal signage package reinforces the City of Brentwood identity, adds a level of consistency and clarity for park visitors and makes the process of replacement or adding signage a streamlined and efficient internal process. This would include vehicular and pedestrian directional signage, amenity locations signage, rules and guidelines signage, etc.

1.8.2 Standardized Site Furnishings: Throughout a parks system there is a series of elements that are reoccurring and support the primary amenities within the parks. These elements are site furnishings, and include items such as benches, trash receptacles, drinking fountains, bicycle racks, and parking lot or pedestrian lighting, etc.

Standardizing these elements across the parks system will reinforce the identity of Brentwood Parks and Recreation and increase efficiency of maintenance within the parks. With a uniform approach to these items throughout the parks system, a set specification for look, color, material, etc. can be established for competitively bidding new and replacement furnishings. By creating a standard, maintenance can be simplified with that ability to keep spare parts on hand that can be used throughout the parks system, and staff become more efficient with a limited variety of furnishing types and manufacturers across the parks systems.

1.8.3 Integration of Public Art throughout the Parks System: sustainability plan, activate parks, unique, and Sculpture on the Move (Creative Communities Alliance)

1.8.4 Distribution of Events and Activities Throughout The Parks System: Each park within a parks system has a unique identity and brings value to the community. Consideration should be given to implementing events or programs at each park in the system that showcases the park amenities. Consideration should be given to the size of the event and the ability for the park to support the number of expected attendees. Events should also be used to promote events at other parks to encourage residents to visit other City of Brentwood parks.

Trails and Connectivity

Introduction

This focus area of recommendations looks at trails and connectivity. Trails and connectivity are currently a strength of the Brentwood community and Parks and Recreation system, and were identified as a high priority by the community in public input.

Recent and current development of Brentwood Park and connections to the Deer Creek Greenway are linking Brentwood to the regional trail network.

Past planning documents have established a framework for continued trail and connectivity infrastructure within the city. These include the 2009 Bikeable Walkable Communities Plan, the 2016 Brentwood Parks System Master Plan, the 2018 Rogers Parkway Enhancement Feasibility Study, the 2018 Brentwood 20/20 Comprehensive Plan, and the 2023 City of Brentwood Sustainability Plan.

The recommendations below are intended to bring together the recent park development and long-range planning, along with community input from this planning process and identify goals for continued development of trails and connectivity within Brentwood. Master Plan Priorities for continued connectivity planning and implementation will be identified and guided by a combination of ongoing development within the City and community input.

2.1 Internal Park Trails

These recommendations establish standards for development and improvements to trails within existing parks, and the incorporation of trails into undeveloped and future parks. The development of internal linear or loop trails will increase accessibility within the parks and provide a foundational recreation amenity within each park that can be used by all in the community.

Recommendations for internal park trails are:

2.1.1 Internal Trails in all Parks: All parks should include a loop or linear trail based on the park size. This trail should prioritize maximizing the trail length, and include connections to entries, parking lots, and amenities.

Where trails are not feasible, or appropriate due to size of the park, provide accessible walks linking park entries, parking, and park amenities.

Trail alignment and access should be planned with visibility and security in mind, this includes signage and lighting.

2.1.2 Accessible Trails: Internal trails should meet ADA and relevant design guidelines. Where all trails cannot meet guidelines, design should prioritize development of one accessible loop or key connections within the park.

2.1.3 Minimum Trail Width Based on Use: Establish standard widths for trails within parks based on the level of use desired for the trail type. These include:

- Minimum five feet (5') wide – sidewalks and connections
- Minimum eight feet (8') wide – loop trails and primary circulation
- Minimum twelve feet (12') wide – multiuse trails

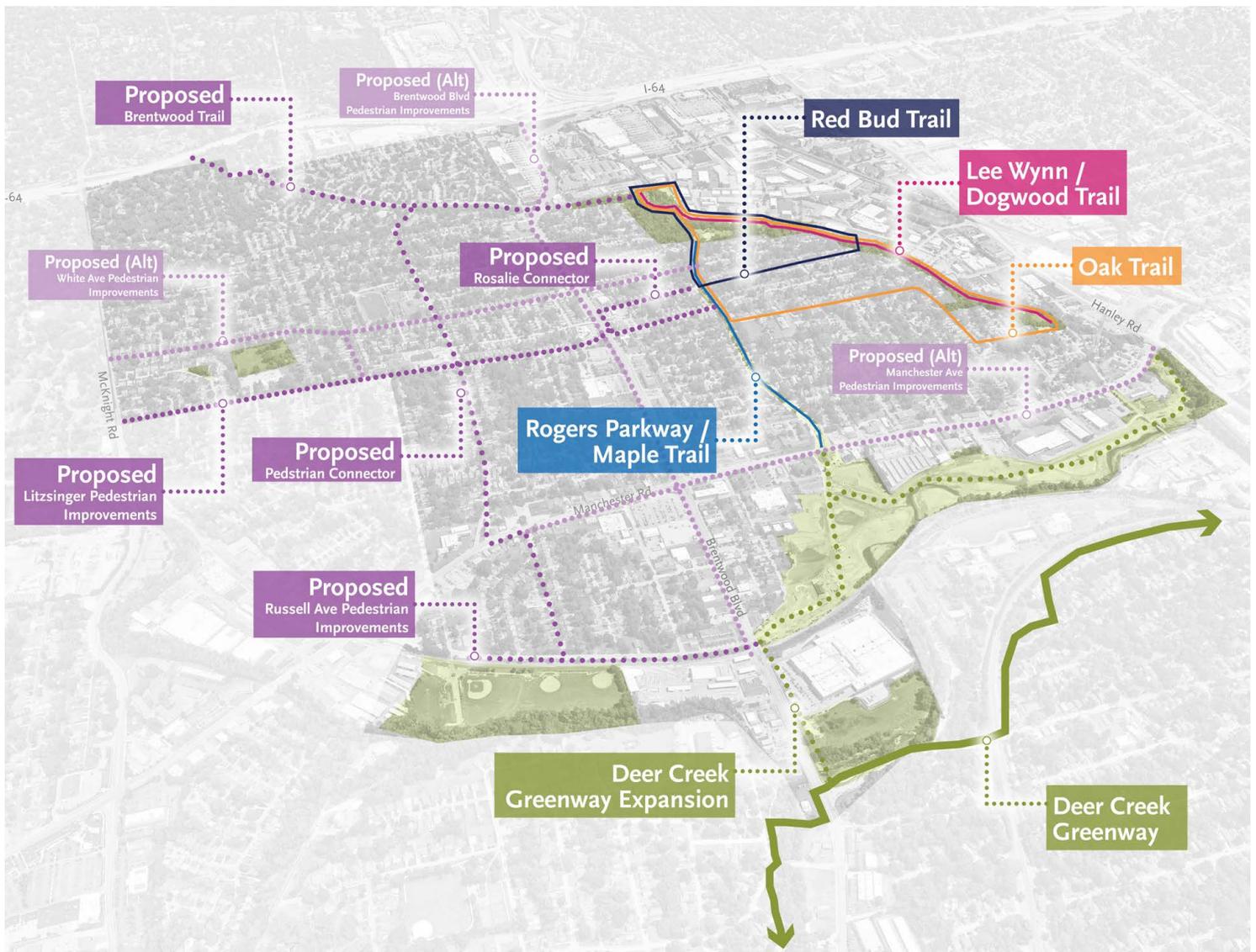
2.1.4 Secondary Trail System: Natural surface and mowed trails may be included as secondary trail systems and education walks through natural resource areas within parks.

2.2 City-wide Connections

The recommendations below include primary trail alignments that would form the backbone of the city-wide trail system. These alignments, including routes that have been identified in previous planning documents, are partially complete or are new alignments that have been identified through this master planning process. Comprised of a combination of off-street trails and sidewalks, the alignments noted below will require further study and design for determination of final alignment, type, and construction feasibility.

2.2.1 Overall Goals: The following goals for trails and connectivity were identified in previous planning documents and hold true for this plan based on community and staff input as well as evaluation by the planning team:

- Trails and connectivity should ensure that parks, schools, and employment centers are well connected to neighborhoods by trails and sidewalks.
- Trails and connectivity should support public transit and provide connections to metro stations and metro bus stops.
- Use trails and connectivity to promote natural resources and educate users on ecological communities and sustainable practices throughout the City of Brentwood.
- Incorporate public art and best management practices (BMPs) in trail and park design.
- Add street trees along sidewalks and pedestrian routes to distinguish from roadways and improve the user experience.



City-wide Connections Map

2.2.2 City-wide Connection Alignments – East / West:

North: Brentwood Trail – McKnight to Brentwood Metro Station

- The proposed alignment: McKnight, Northcote, Eager, Wrenwood, Strassner, Hanley Industrial Ct. to the Metro station.
- This alignment connects to Memorial Park, Mid-County Family YMCA, and the north end of Rogers Parkway.
- This alignment was noted in the Brentwood 20/20 Comprehensive Plan.

Central: Litzinger Road Pedestrian Improvements / Eulalie Ave

- This alignment connects McKnight to the west with the Lee Wynn Trail on the east.
- This alignment connects to Mount Calvary and Broughton Parks
- This alignment connects with Rogers Parkway and Lee Wynn Trails
- This alignment connects with McGrath Elementary School
- Brentwood 20/20 Comprehensive Plan notes conceptual overpass of Brentwood Boulevard at this crossing location.

Central (Alt.): White Avenue – High School Drive to Swim Club Lane

- This alignment would provide a direct connection to Brentwood High School with a signaled crossing of Brentwood Blvd.
- This alignment would require a transition south to Litzinger Road for connection west to McKnight.
- If proposed improvements for Rogers Parkway, including modification for connection of White Avenue, this may be a preferred alignment.

South: Russell Avenue – Brentwood Sports Complex to Maplewood Metro Station

- Deer Creek Greenway improvements include a signaled pedestrian crossing of S. Brentwood Boulevard from Russell to the Deer Creek Greenway in Brentwood Park.
- This alignment connects Brentwood Sports Complex (Brentwood Days), Brentwood Park, and the possible skate park location on Breckenridge Industrial Ct.
- This alignment connects Rogers Parkway (Deer Creek Greenway), Brentwood Boulevard pedestrian improvements, and the Lee Wynn Trail along Block Creek.

South (alt.): Manchester Road Pedestrian Improvements along Existing R/W

2.2.3 City-wide Connection Alignments – North / South:

West: High School Drive – Wrenwood to Brentwood Sports Complex

- This alignment connects Brentwood High School, Brentwood Middle School, and McGrath Elementary School.
- At Manchester, new mid-block pedestrian crossing is +/-350' east of High School Drive at Manderly Drive for connection to Brentwood Sports Complex

Central: Rogers Parkway (Feasibility Study) – Memorial Park to Brentwood Park

- This alignment connects Memorial Park, Hanley Park, Broughton Park, and Brentwood Park.
- This alignment connects Brentwood Trail, Eulalie Ave., and Deer Creek Greenway
- This alignment connects with Mark Twain Elementary School
- Consideration should be given to the level of Rogers Parkway development and the impacts (cost and safety) of implementing at-grade crossings or tunnels and modification to White Avenue proposed in the feasibility study.

Central (Alt.): Brentwood Boulevard Pedestrian Improvements along Existing R/W

East: Lee Wynn Trail (existing) – Memorial Park to Oak Tree Park

- This is an existing trail alignment along Black Creek
- Opportunities to expand the connectivity of this trail alignment with proposed park improvements in this plan.
 - Addition of a pedestrian bridge across Black Creek to 416 Hanley Industrial Court undeveloped park property.
 - Additional trail connection to 2456 Louis Avenue as a trailhead and connection to Oak Tree Park.
- Opportunities to expand the connectivity of this trail alignment with the development of other trail and sidewalk improvements in this Trails and Connectivity section of the master plan.
 - Great Rivers Greenway trail connection to south from Oak Tree Park
 - Eulalie Ave connection

2.3 Trail System Support

This set of recommendations define components of a trailhead and trail identity. These items focus on enhancing trail visibility and user experience.

Recommendations for trail system support include two key elements:

2.3.1 Trailheads: Incorporate trailheads at desired access points along trail routes.

- Trailheads provide gathering locations and identify trail access points.
- Trailheads can be in parks or along external trail routes.
- Typical trailhead amenities in the more urban conditions of Brentwood may include seating, trail information signage, bike racks, and shade.

2.3.2 Signage: A critical component to trailheads and an overall trail system.

- Identity signage at trailheads and along routes denote the trail as part of Brentwood's trail system, or a trail within a specific park.
- Signage/kiosks at trailheads share information and provide trail overview.
- Signage along the trails to identify distance, connections, and access points.
- Educational signage identifying points of interest, historical information, or ecological information along the trail.

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Programming & Events

Introduction

This focus area of recommendations looks at programming and events. The programs offered by Brentwood are valued and desired within the community. The Brentwood Parks and Recreation Department is nearing capacity for the number of programs and events they can offer given current space and staffing capacity.

The recommendations below are intended to bring together the recent park development and long-range planning, along with community input from this planning process and identify goals for continued development of programming and events within Brentwood.

3.1 Expanded Programming

3.1.1 The Department currently uses a blend of City staff (part-time and full-time) and contract staff to deliver programs to the community. That practice should continue.

3.1.2 The Department is nearing capacity for the number of programs that they can offer at the Community Center location due space constraints.

- To ensure that the Department continues to offer programs and services the residents demand, they will need to continually evaluate poor performing programs and replace them with expanded existing programs, or new programs.
- To address the lack of indoor space the Department may consider expansion of the existing Community Center / Ice Rink location. Consolidation into a single point of entry to accommodate both operations would be recommended.
- Consolidation of entries could allow for reconfiguration and/or increased size of rooms in the Community Center.
- Depending on design and reconfiguration it could allow for a second story to the non-ice rink portions of the facility.
- Expansion of these spaces would likely focus on areas for group exercise classes, enrichment classes, and rental space.
- A non-traditional idea for expanding the indoor program space for the Department would be the purchase of the property directly to the south of the existing building. This additional 16,000 square feet could be configured to include a full-size gymnasium and/or other amenities the residents are seeking.

3.1.3 The price point for the programs offered by the Department is consistent with addressing affordability to maximize participation, while at the same time meeting their budgetary goals.

3.2 Special Events

3.2.1 Special events are quite clearly a core service of the Department. The addition of Brentwood Park will likely lead to an increase in the number of special events the Department offers, or a shift of special events from other locations to this location.

3.2.2 As special events increase and/or shift to this location, having the appropriate funding in place to not only administer the event, but set-up and tear-down of the event will be crucial.

3.2.3 Specific to Brentwood Park, the Department will need to pay close attention to the use of the space for special events. If the park, or portions of the park, are continually taken off-line for special events, residents could become frustrated with a lack of availability for drop-in use.

3.3 Brentwood Sports Complex

3.3.1 The complex is currently listed as having a youth soccer field, softball diamonds (2), baseball diamond, batting cage, pavilion and bathrooms.

3.3.2 This location is an asset to the community, however its location adjacent to a stream that floods on a consistent basis makes its playability less than desirable. Additionally, the pavilion and bathrooms are dated and in need of significant repair or complete replacement.

3.3.3 Another challenge with this location is that one of the diamonds serves as the home field for the local high school.

3.3.4 Team sports that involve either a diamond or a rectangle are not what B*K would consider core services of the Department. In contrast “rentals” of indoor spaces (to include ice) and outdoor spaces (pavilions and fields) is a core service.

3.3.5 As the City and Department continue to contemplate the future of this location B*K would recommend the following:

- There needs to be an analysis of the time and resources dedicated to this location. Further, there also needs to be an analysis of whom the direct beneficiary is of said time and resources.
- The cooperative agreement for use of this location by the local high school needs to be reviewed and revised. Revisions should include the level of service that will be provided by the Department and outline usage fees by the high school.

3.3.6 If the Department is going to continue to use this space as sports complex, a decision should be made to focus on either diamonds or rectangles. There is not adequate acreage in that location to accommodate both.

3.3.7 If the location is not going to be used as a sports complex, a plan should be developed to maximize usage of the space by a wide variety of user groups.

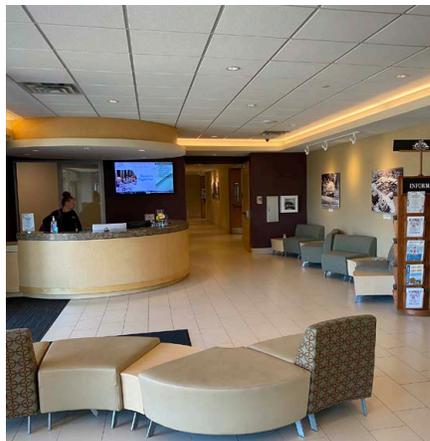
Facilities

4.1 Community Center Renovation

This plan explores potential options to renovate the existing community center with key goals of providing improved functionality, operational support, and allowing for expanded program offerings.

Several conceptual options were developed to explore the ability to alter existing building spaces, expand footprints, and or build up to achieve the key goals noted above.

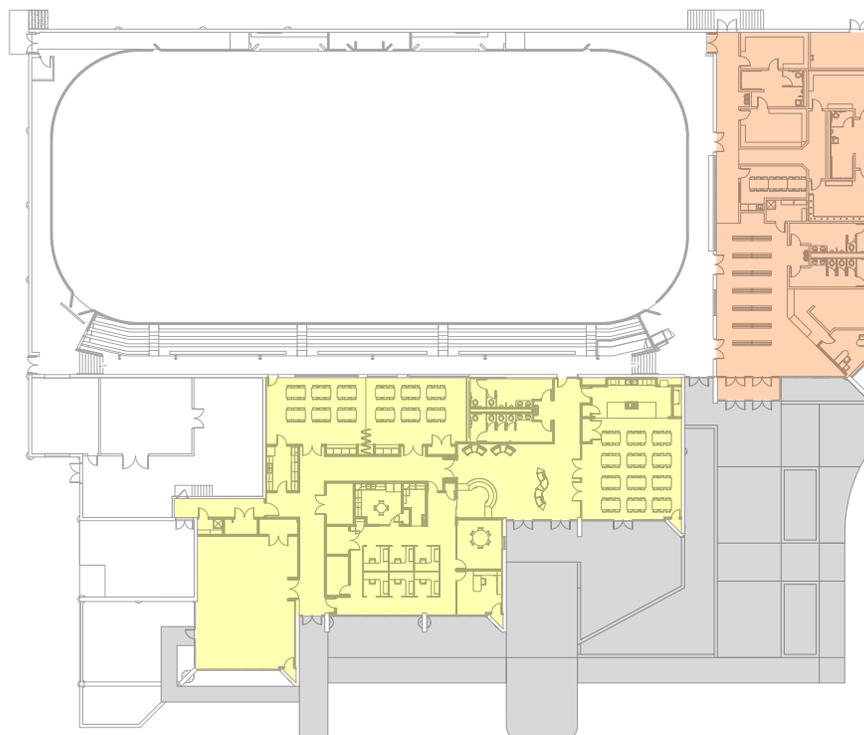
Further study will be required to assess the feasibility and impacts (economics and functionality) of the proposed concepts in more detail. Reference the following pages for more specific recommendations and concept information.



Zoning Diagram - Existing Community Center

- Identifies extent of:
 - 1) Community Center / Admin Offices;
 - 2) Ice Arena Support area;
 - 3) Paved / landscaped Entry Plaza
- Separate building entry locations identified

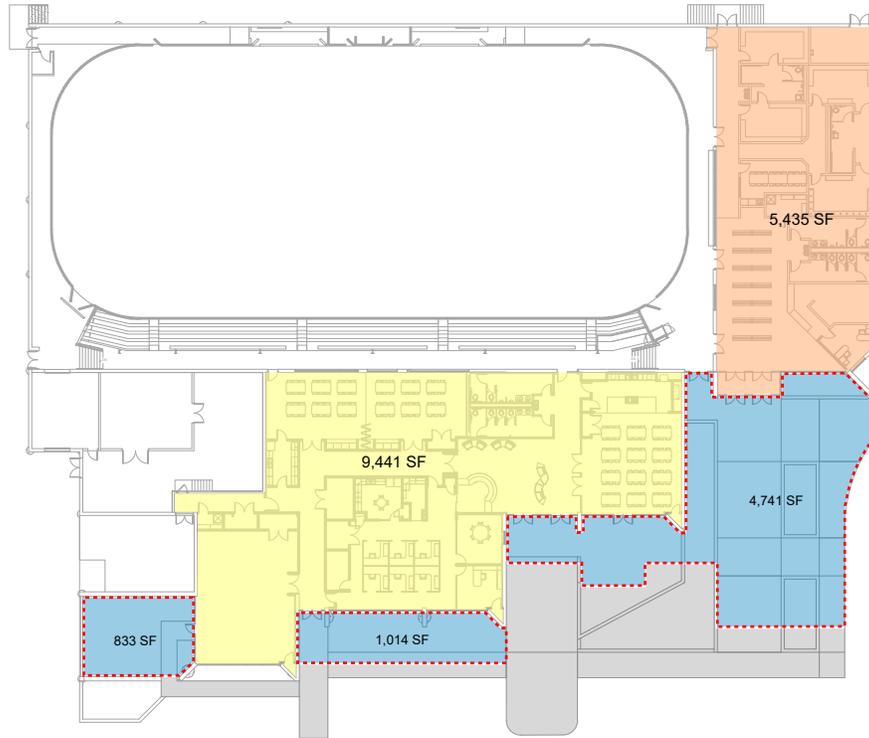
- COMMUNITY CENTER
- ICE RINK
- EXPANSION LIMITS
- OUTDOOR PLAZA



Ground Level Renovation / Expansion Limits

- Potential Renovation Zone - Community Center / Admin; Ice Arena Support Space
- Areas identified as potential for Expansion - Ground Floor
- Maintain Plaza buffer between parking lot and building entry.

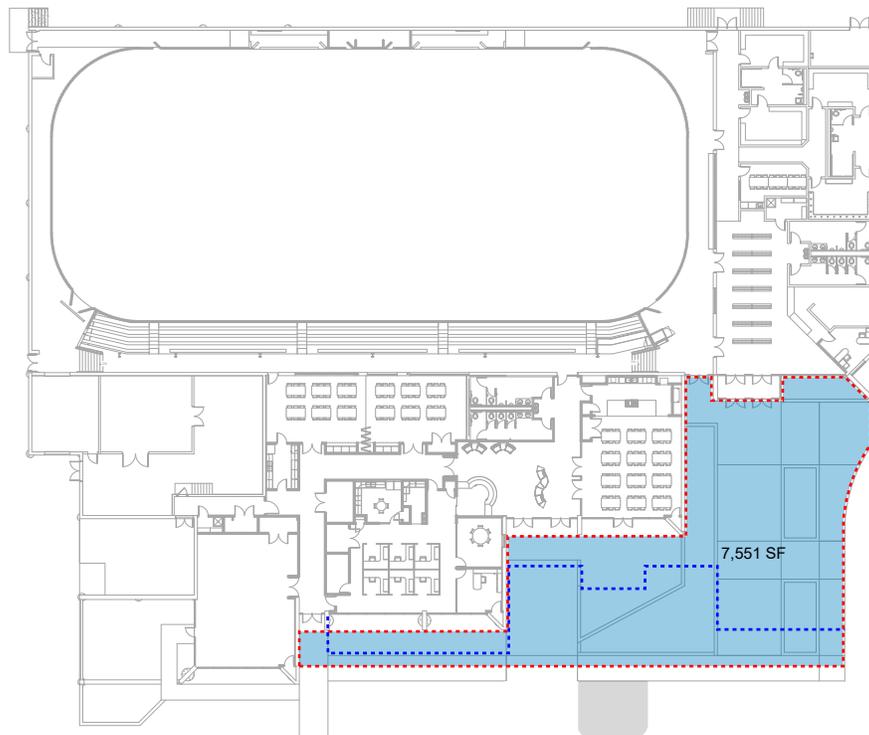
-  COMMUNITY CENTER
-  ICE RINK
-  EXPANSION LIMITS
-  OUTDOOR PLAZA



Second Floor Renovation / Expansion Limits

- Potential Area for Expansion - New Second Floor
- Second Floor addition creates covered entryway at First Floor
- Two Story facade creates opportunity to develop stronger building identity from Brentwood Blvd.

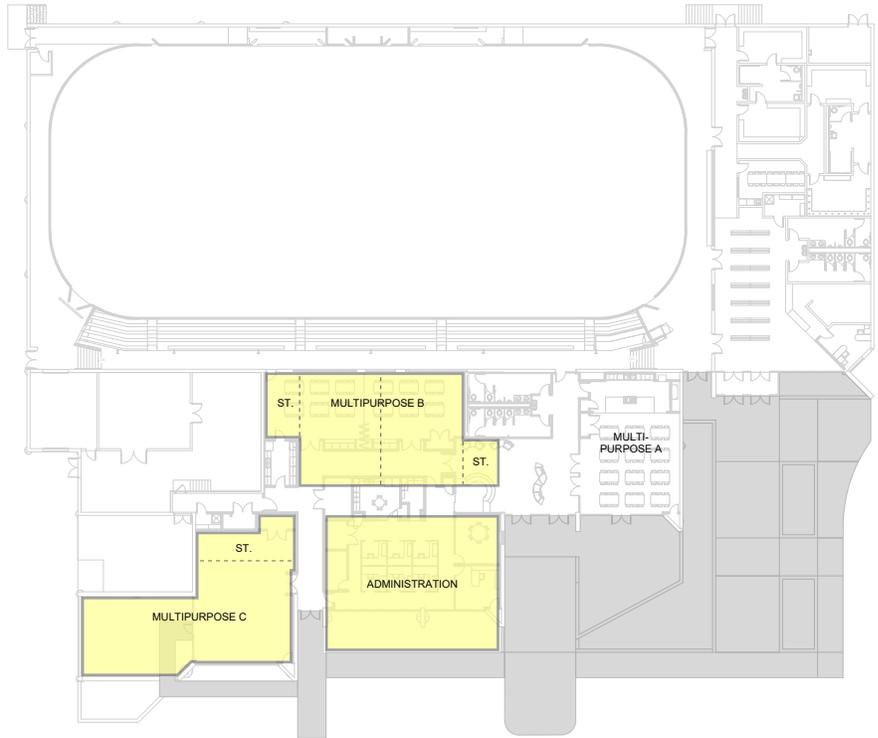
-  COMMUNITY CENTER
-  ICE RINK
-  EXPANSION LIMITS
-  OUTDOOR PLAZA



Design Concept A - Minimal Renovation

- Expansion of Multipurpose Room B, w/ additional storage
- Shift existing Admin area and clean up building circulation
- Expansion of Multipurpose Room C with building addition to south

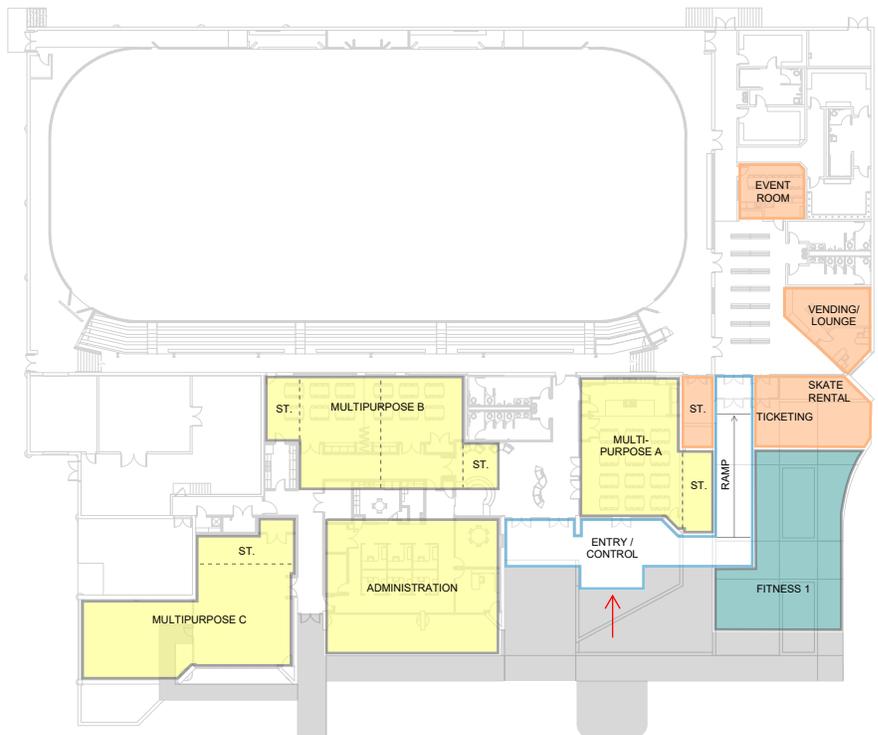
- COMMUNITY CENTER
- ICE RINK
- FITNESS
- OUTDOOR PLAZA



Design Concept B - Renovation / Expansion

- Concept A, plus small expansion to the north with new fitness area and new skate rental / ticketing / skate admin office
- Expansion of skate party room and vending /lounge area
- Single building entry improves way finding and building control

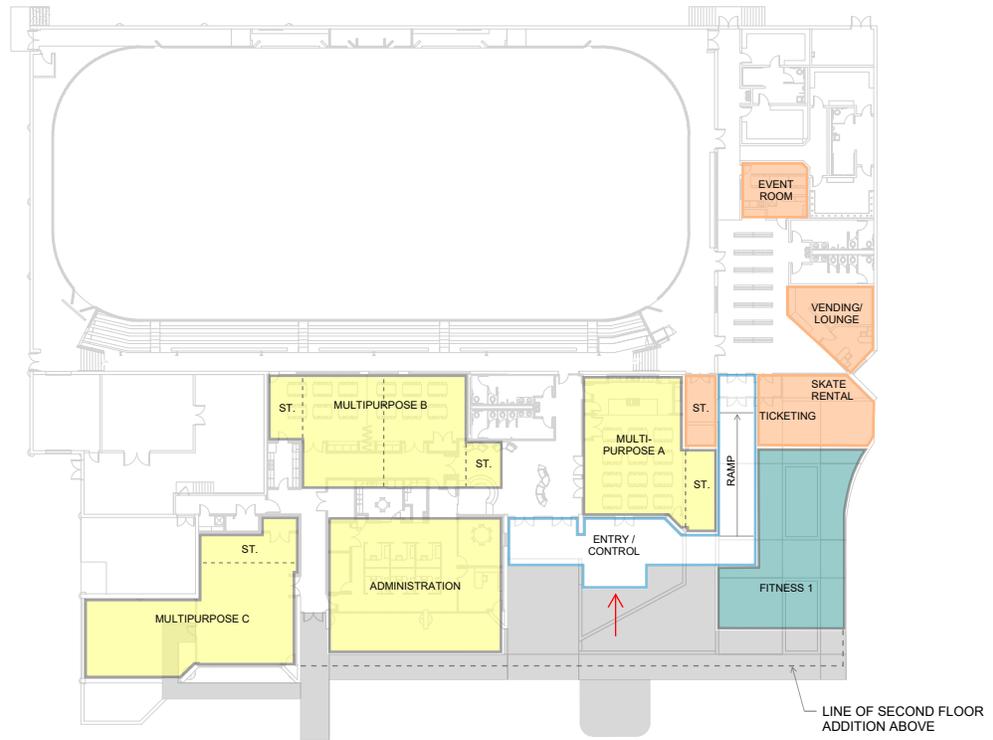
- COMMUNITY CENTER
- ICE RINK
- FITNESS
- OUTDOOR PLAZA



Design Concept C - Ground Floor

- Similar to Concept B with addition of a new Second Floor above
- Provides single building entry with covered entry plaza
- Allows for expanded building programs

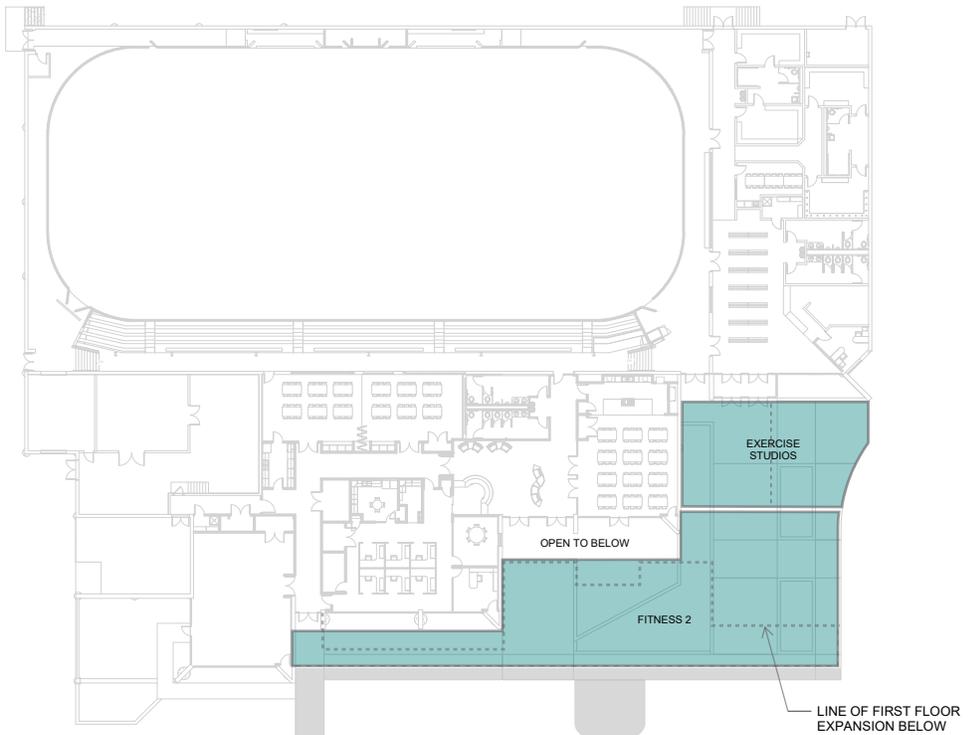
- COMMUNITY CENTER
- ICE RINK
- FITNESS
- OUTDOOR PLAZA



Design Concept C - Level Two

- Upper Level includes new weight/fitness area and exercise studios. Open to two story entrance lobby below
- Two story facade provides opportunity for enhanced building identity

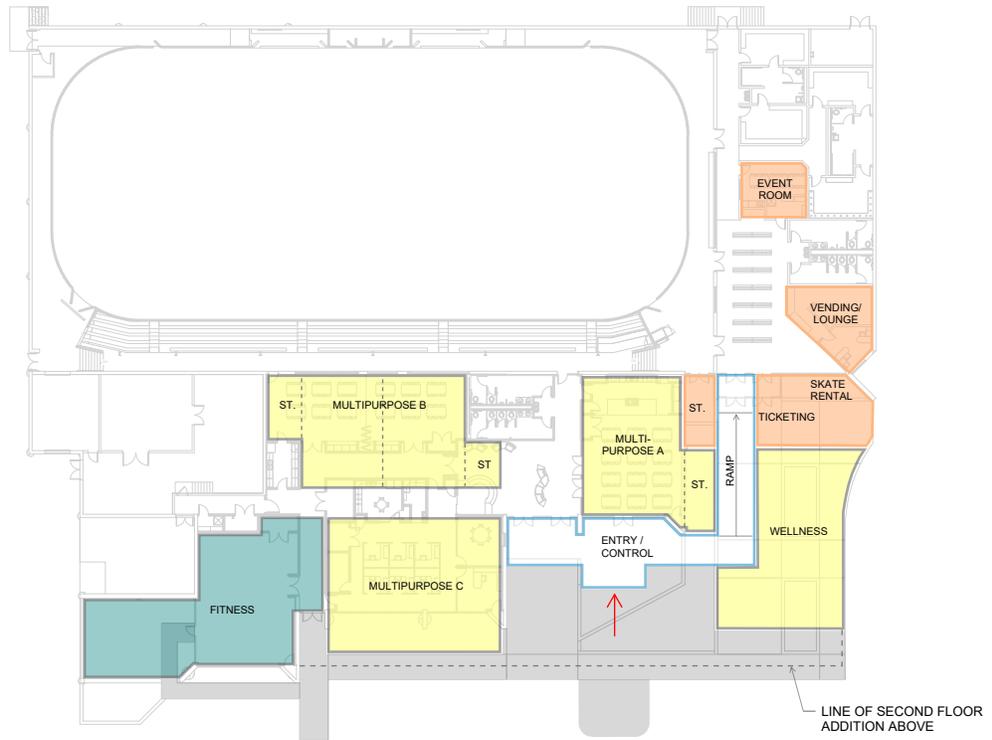
- COMMUNITY CENTER
- ICE RINK
- FITNESS
- OUTDOOR PLAZA



Design Concept D - Ground Floor

- Enhanced Multipurpose Rooms adjacent to building entry
- New 'open plan' weight/fitness zone on south end of floor plan
- Expanded building Storage. New Wellness area in north addition

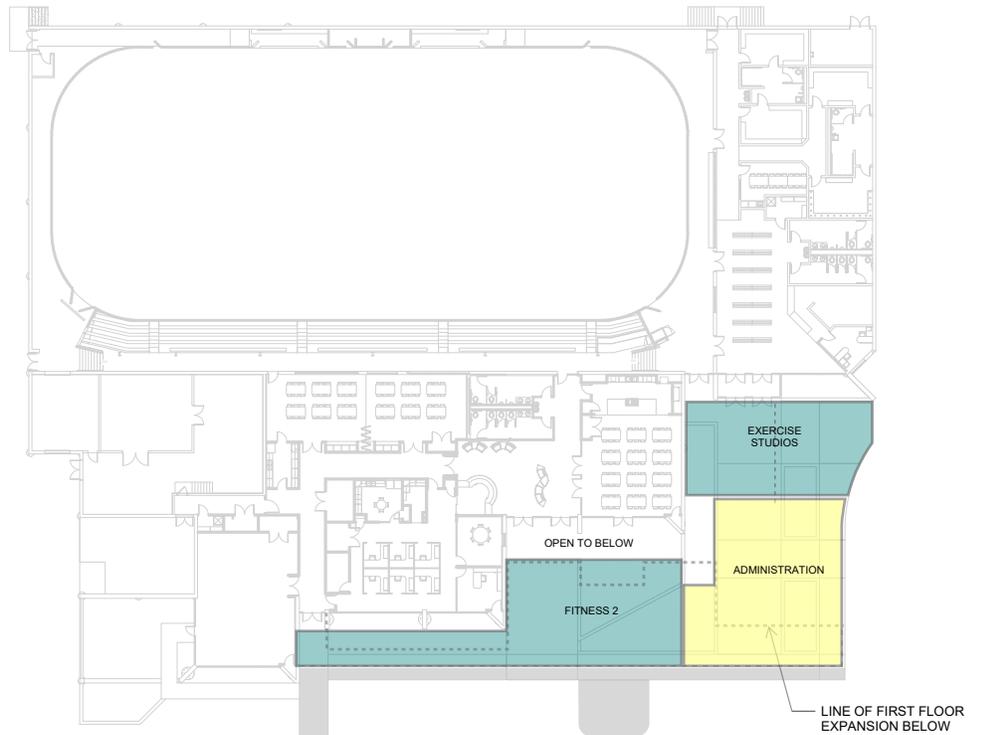
- COMMUNITY CENTER
- ICE RINK
- FITNESS
- OUTDOOR PLAZA



Design Concept D - Level Two

- Administration Suite moved to upper level
- Also includes new weight fitness area / exercise studios

- COMMUNITY CENTER
- ICE RINK
- FITNESS
- OUTDOOR PLAZA



4.2 Outdoor Park Facilities

This plan includes recommendations for park specific built facilities improvements. These recommendations are included as part of existing and undeveloped parkland recommendations. Please refer to previous pages for park specific recommendations.

4.3 Cooperative Use Agreement

4.3.1 It is the opinion of B*K based on feedback received through the ETC survey that many residents are unaware of the shared spaces and facilities with Richmond Heights and Maplewood.

4.3.2 The City and the Department are not in a financial position, nor would B*K recommend duplicating the pool and recreation center services provided.

4.3.3 B*K would recommend that the Department re-emphasize that those opportunities are available to residents and encourage those interested to take advantage of them.

Operations

Introduction

The opening of Brentwood Park is a significant investment in the Park System within the City. As this Park is now online and has become fully operational, the Department is going to need to pay close attention to the resources it demands. Potential financial impacts of the park.

- Require additional staffing to maintain the park at the level expected by the Department, elected officials, and citizens.
- Additional funding required to perform the maintenance required at the park. At the end of FY22 the Park Maintenance budget was \$742,983 and it is proposed to be \$1,198,960 for FY24. This represents a 61.4% increase in funding. The total acreage of parks prior to this location opening was 42.35 acres. The increase to 74.35 acres is a 56.9% increase in acreage, with the park being 43.0% of the total acreage inventory. While the percentages would suggest that this increase may be sufficient, the new park will require a higher level of care in comparison to some of the existing properties.
- There are active elements in the park which will impact the recreation side of the Department's operation. Receipt, processing, and scheduling of reservation requests for the indoor/outdoor pavilion and the amphitheater will have an increased workload.

5.1 Maintain High Level of Care

Providing a high level of care across the park system was a key recommendation of the previous parks master plan. Community surveys conducted with this planning effort show high satisfaction with current maintenance and levels of care provided by Parks Maintenance Staff. This should be maintained moving forward.

Additional planning and analysis may be required to appropriately plan for and allocate funding and resources for expanded park space and program offerings.

5.2 Storage Facilities

Space for storage of equipment, materials, and other items necessary to maintain the park system and provide various programming is a critical need for maintenance and recreation staff.

Opportunities to provide additional storage facilities within existing parks space, a centralized location to store equipment, and additional storage space within the community center should be explored.

5.3 Staffing

The Department is experiencing challenges with regards to recruiting and retaining the part-time seasonal staff. This staffing level provides a wide variety of services in the parks during the summer months, which also happen to be the busiest of the year. If this continues, the Department may choose a combination of the following options.

- Consider converting some of the part-time seasonal staff into one(1) or two(2), Maintenance | FTE position(s).
- Continue to evaluate the responsibilities of various positions and look for opportunities to contract out services.

The addition of various staff members with diverse skill sets should also be explored to meet the varying needs of new parkland development and programming.

5.4 Maintain Key Revenue Streams

The ice rink currently represents \$880,000 in revenue for the Department, or 71.6% of revenue, not including sales tax, debt proceeds, or transfers in. For the Department to continue their financial position, it is imperative that the rink continues to generate revenue of that magnitude. This can be accomplished through a wide variety of programming, special events, and rentals that currently take place. It will be equally important that the rink continues to meet the capital improvement requirements necessary to keep it towards the front of the market.

5.5 Explore Funding Sources

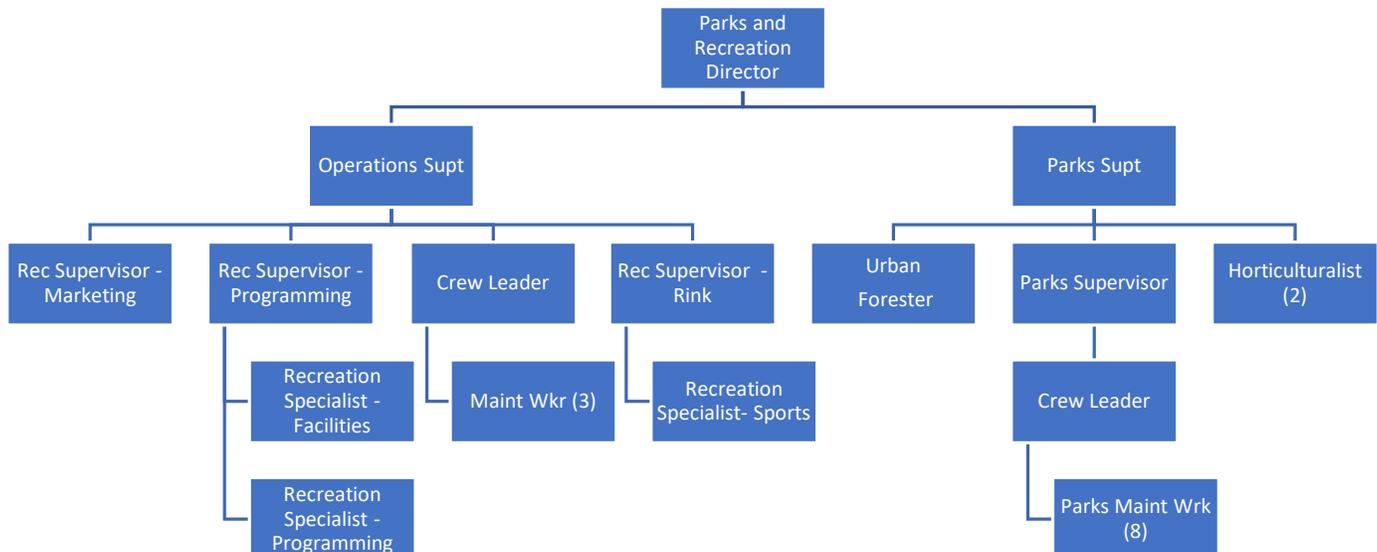
Parks department leadership should work with the finance department and other city leadership to identify adjustments to existing funding and additional funding sources to ensure adequate channels are in place to meet capital and operational associated with the costs of the community desired future of the parks and recreation department. Possible funding sources, some of which are currently in place, or may have been used by the city in the past include:

- **Traditional Funding** – these are continuous/reoccurring funding sources
 - General Fund
 - Revenue Bonds
 - Impact Fees
 - Fees and Sales
 - Taxes
- **Alternative Funding** – these are one-time or special projects funding
 - Philanthropic
 - Donors and Capital Campaigns
 - Volunteers and In-Kind Services
 - Grants
 - Governmental
 - Foundations
 - Partnerships
 - Single Agency
 - Multi-party
 - Marketing Partnership and Sponsorships

Department Staffing:

Positions	2023	2024
Parks & Recreation Director	1	1
Superintendent	2	2
Recreation Supervisor	3	3
Recreation Specialist	2	3
Park Supervisor	1	1
Urban Forester	1	1
Horticulturalist	2	2
Crew Leader	1	2
Maintenance III	1	0
Maintenance II	8	8
Maintenance I	3	3
Total	25	26

Organization Structure (FTE)



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Foundation

The City of Brentwood Parks and Recreation Department has identified Vision and Mission statements and a citywide Sustainability Plan. These documents provide an overlay vision statement that reinforces the role of parks and recreation and provides a guide for future success. These statements establish a home base, or point of reference, for decisions made by the department. These statements are a guide for this master plan and lens through which the Parks & Recreation Department and this master plan can be viewed.

Parks and Recreation - Vision Statement

A vision statement describes the objectives of the Parks Department and the work it does.

“Pursuing innovation and stewardship to sustain and enrich a thriving parks and recreation system that is the reason why people want to live and play in Brentwood”

Parks and Recreation - Mission Statement

A mission statement looks to define how the Parks Department will realize the department vision.

“Provide exceptional spaces and opportunities for a sustainable future that best serve the evolving needs of our community.”

Sustainability Plan - Vision Statement

This vision statement of the City of Brentwood Sustainability Plan reads.

“The City of Brentwood will be a livable, safe and healthy community that promotes the responsible use and conservation of energy and natural resources and benefits the social and economic well-being of the community for the sake of current and future generations.”

Community Values of Parks & Recreation

A number of themes or value statements can be attributed to the recommendations to describe the community benefit that will be provided. These statements were created based on community input and overall goals for the master plan, and align closely with the established Core Values of the Brentwood Parks and Recreation Department. This alignment reinforces the direction of the department and, together with other considerations, can be used to message the community-wide impact that realization of this master plan will have on the future of Brentwood.

These benefits can also be used as reference points for how the recommendations can enhance or support initiatives brought forward by other city planning documents, including the Sustainability Plan and Comprehensive Plan.

IMPROVE HEALTH & FITNESS: *(Core Value: Community Health and Wellness)*

Parks and Recreation provides community opportunities to increase physical and mental health through parks, trails, programming, and events.

INCREASE DESIRABILITY / VALUE: *(Core Value: Quality Parks System)*

Parks and Recreation improves the quality of life in Brentwood, attracting residents and positively impacting property values.

CONTINUED LEVEL OF CARE: *(Core Value: Professionalism)*

The focus on maintenance following the 2015 master plan has been a key success. Residents see this heightened maintenance as crucial to the current success of parks and recreation. Clearly defining maintenance expectations is vital for sustaining the current system and any future amenities or facilities.

EMBRACE SUSTAINABILITY: *(Core Value: Environmental Stewardship)*

A Parks and Recreation System that reinforces the City of Brentwood Sustainability Plan in meeting the current environmental, social, and economic needs of the community without compromising the ability of future generations to meet their needs.

ACCESS FOR ALL: *(Core Value: Customer Service)*

The benefits of participation in recreation should be provided to every resident in the Brentwood area through a parks and recreation system that is accessible to those of all ages and abilities.

INNOVATIVE WHILE PRACTICAL: *(Core Value: Innovative)*

Define a parks and recreation vision that is uniquely Brentwood and identifies a feasible approach to implementation.

EXISTING & UNDEVELOPED PARKLAND



TRAILS & CONNECTIVITY



PROGRAMMING & EVENTS



FACILITIES



OPERATIONS



Action Plan

Introduction

The Action Plan provides an overview of the master plan recommendations, summary of community identified priorities for implementation, and key factors for consideration in establishing an approach to implementation. The Action Plan is organized by the focus areas identified in the Build chapter of this report. These focus areas are:

1. Existing and Undeveloped Parkland
2. Trails and Connectivity
3. Programming and Events
4. Facilities
5. Operations*

**Operations is a combination of recommendations defined by implementation of other sections and internal department focused recommendations. They were not presented for community feedback.*

Each recommendation is supported by key factors that will guide implementation. These factors are important to consider when advancing a recommendation for implementation and determining an approach to implementation. Action Plan Key Factors are:

- **Category** - summarize the focus of each recommendation. These include: *Growth*, = expanding or adding to the existing parks system, *Reinvest* = enhancing current parks and facilities, *Operations* = internal to parks and recreations staffing and procedures, and *Partnership* = focus on strengthening or building relationships.
- **Community Values** - values of the Parks and Recreation Department that are advanced by the recommendation (pg. 168)
- **Timeline** - the anticipated window of time when the recommendation would likely be identified for implementation. These windows of time have been established based on community input, team assessment and anticipated critical path for implementation at the time of the plan. These timelines are flexible as opportunities or factors may occur that would change a specific recommendation timeline. Windows are: *Short-term 1-5 years = ST*, *Mid-term 6-10 years = MT* and *Long-term 11+ years = LT*.
- **Funding Source** - the most likely primary funding source for the specific recommendation as identified in Operations Recommendations 5.5 (pg. 164). Funding Sources are: *Traditional = TRAD* and *Alternative = ALT*
- **Primary Responsibility** - the entity most likely needed to lead the process to move a recommendation forward. While multiple entities will play a part in the total implementation process, the identified entity will be key to seeing it completed. Entities include: *City Administration = CA*, *Department Directors = DD*, *Parks Department Leadership = PL*, *Recreation Services = RS* and *Park Maintenance = PM*.

Along with this key factors matrix, the Action Plan includes a summary of community identified implementation priorities for each focus area. These priorities identify where the community feels the greatest need for investment in the future of the parks system should occur.

The Action Plan is anticipated to be a living document. It is a reference tool to assist the City of Brentwood Parks and Recreation Department with identification of implementation priorities, key contacts for team buildings, and a reference for messaging the goals and approach to implementation.

This document is also a fluid document. Since it represents an approach shaped by current factors and conditions it should be reviewed regularly and updated as needed to acknowledge completed recommendations and changes to key factors or priorities that will impact priorities and recommendations at that time.

A schedule for review of this document could coincide with the CAPRA reaccreditation process.

Budget Analysis

See Appendix for Staffing & Operations Analysis.

1.0 Existing and Undeveloped Parkland

Recommendation	Recommendation Category	Community Values						Timeline	Funding Source	Responsible Party
		HF	ID	LC	ES	AA	IP			
1.0 EXISTING AND UNDEVELOPED PARKLAND										
1.1 Additional Parkland										
1.1.1 Special Use Park	Growth	✓	✓	✓	✓	✓	✓	Short / Med	Trad / Alt.	CA,PL
1.1.2 New Pocket Park or Playlot	Growth	✓	✓	✓	✓	✓	✓	Med/Long	Trad / Alt.	CA,PL
1.2 Acquisition to Expand Existing Parks										
1.2.1 Memorial Park Expansion	Growth	✓	✓	✓	✓	✓	✓	Med/Long	Trad	CA,PL
1.3 Acquisition for Connectivity										
1.3.1 Acquisition for city-wide trail system and connections.	Growth	✓	✓	✓	✓	✓	✓	Short / Med/ Long	Trad	CA,PW,PL
1.4 Improvements to Existing Parks										
1.4.1 Brentwood Sports Complex	Reinvest	✓	✓	✓	✓	✓	✓	Med/Long	Trad / Alt.	PL
1.4.2 Brentwood Wetland Arboretum	Growth	✓	✓	✓	✓	✓	✓	Short/Med	Trad / Alt.	PL
1.4.3 Brentwood Park	Reinvest	✓	✓	✓	✓	✓	✓	Short/Med	Trad / Alt.	PL
1.4.4 Broughton Park	Reinvest	✓	✓	✓	✓	✓	✓	Short	Trad / Alt.	PL
1.4.5 Rogers Parkway	Reinvest	✓	✓	✓	✓	✓	✓	Short/Med	Trad / Alt.	PL
1.4.6 Hanley Park	Reinvest	✓	✓	✓	✓	✓	✓	Short/Med	Trad / Alt.	PL
1.4.7 Memorial Park	Reinvest	✓	✓	✓	✓	✓	✓	Med/Long	Trad / Alt.	PL
1.4.8 Oak Tree Park	Reinvest	✓	✓	✓	✓	✓	✓	Short/Med	Trad / Alt.	PL
1.5 Undeveloped Parkland										
1.5.1 Hanley Industrial Court	Growth	✓	✓	✓	✓	✓	✓	Short/Med	Trad / Alt.	PL
1.5.2 Louis Ave Park Space	Growth	✓	✓	✓	✓	✓	✓	Short	Trad / Alt.	PL
1.5.3 Mount Calvary	Growth	✓	✓	✓	✓	✓	✓	Short	Trad / Alt.	PL
1.5.4 McKnight Park	Growth	✓	✓	✓	✓	✓	✓	Short	Trad / Alt.	PL
1.6 PARC										
1.6.1 Message availability of existing amenities to community members through the PARC.	Partnerships	✓					✓	Short	Trad	PL
1.7 Sustainability / Natural Resource										
1.7.1 Sustainability Plan Alignment	Operations		✓	✓	✓		✓	Short / Med/ Long	Trad / Alt.	PL
1.7.2 Tree Planting Throughout Park System	Growth		✓	✓	✓			Short / Med/ Long	Trad / Alt.	PM
1.7.3 Turf Conversion and Woodland Understory Management	Operations		✓	✓	✓			Short / Med/ Long	Trad / Alt.	PM
1.7.4 Expand Sustainability and Natural Resource Programming and Partnerships	Partnerships	✓	✓		✓	✓	✓	Short	Trad / Alt.	PL, RS
1.7.5 Implement Natural Resource Management Education and Additional Staffing	Operations	✓	✓	✓	✓	✓	✓	Short / Med	Trad / Alt.	PL, RS
1.8 System-wide Identity										
1.8.1 Standardized Park Signage	Operations		✓	✓			✓	Short	Trad	PL,PM
1.8.2 Standardized Site Furnishings	Operations		✓	✓			✓	Short	Trad	PL,PM
1.8.3 Integration of Public Art Throughout Park System	Growth		✓	✓	✓	✓	✓	Short / Med/ Long	Trad / Alt.	PL
1.8.4 Distribution of Events and Activities Throughout the Parks System	Operations	✓	✓	✓	✓	✓	✓	Short / Med/ Long	Trad	RS

Primary Action Items:

- **1.7 Sustainability / Natural Resources** - Focus on the role in the implementation of the City of Brentwood Sustainability Plan while at the same time addressing the community desire for more shade and native landscape throughout the parks system. Implementation of these recommendations can be realized at all scales, expand program and partnership opportunities, and over time reduce the needs for labor intensive maintenance. 1.7.1, 1.7.2, and 1.7.3 are foundational for the other recommendations.
- **1.4 Improvements to Existing Parks** - Focus on additional parking for Brentwood Park and development of the Wetland Arboretum are key improvements to support existing parks. (see 4.0 Facilities for park structures)
- **1.5 Undeveloped Parkland** - The development of the Mount Calvary park property should be prioritized as a new park development. Development may require a phased implementation.
- **1.6 PARC** - Reinforcing the opportunities available to Brentwood residents through the cooperative and working with Maplewood and Richmond Heights to promote the shared amenities to the communities as “theirs” and not an outside amenity. This recommitment to the cooperative would focus on breaking down the perception that each community is lacking in the amenities not located within its boundary.

2.0 Trails and Connectivity

Recommendation	Recommendation Category	Community Values						Timeline	Funding Source	Responsible Party
		HF	ID	LC	ES	AA	IP			
2.0 TRAILS AND CONNECTIVITY										
2.1 Internal Park Trails										
2.1.1 Internal Trails in all Parks	Reinvest	✓	✓	✓	✓	✓	✓	Short/Med	Trad / Alt.	PL
2.1.2 Accessible Trails	Reinvest	✓	✓	✓	✓	✓	✓	Short/Med	Trad / Alt.	PL
2.1.3 Minimum Trail Width Based on Use	Operations			✓	✓	✓	✓	Short	Trad / Alt.	PL
2.1.4 Secondary Trail System	Reinvest	✓	✓	✓	✓	✓	✓	Short/Med	Trad / Alt.	PL
2.2 City-wide Connections										
2.2.1 Overall Goals	Reinvest / Growth	✓	✓	✓	✓	✓	✓	Short/Med	Trad / Alt.	PL,PW
2.2.2 City-wide Connection Alignments – East / West	Reinvest / Growth	✓	✓	✓	✓	✓	✓	Med / Long	Trad / Alt.	PL,PW
2.2.3 City-wide Connection Alignments – North / South	Reinvest / Growth	✓	✓	✓	✓	✓	✓	Med / Long	Trad / Alt.	PL,PW
2.3 Trail System Support										
2.3.1 Trailheads	Reinvest / Growth	✓	✓	✓	✓	✓	✓	Short/Med	Trad / Alt.	PL,PW
2.3.2 Signage	Reinvest / Growth		✓	✓		✓	✓	Short/Med	Trad / Alt.	PL,PW

Primary Action Items:

- **2.1 Internal Park Trails** - Focus on improving and expanding internal trails within Brentwood Parks. Priorities include improvements to the Memorial Park woodland trail, expansion of Oak Tree Park woodland trail and accessible hillside trail from the upper parking to the park amenities, and an accessible loop trail with external connections in the Mount Calvary park property development.
- **2.2 City-wide Connections** - This section contains broad reaching recommendations that require more detailed study and long range implementation, but Brentwood Park and the regional trail connections provide a head start for the overall system. Continued development east/west and north/south from Brentwood Park will provide a backbone with a focus on Russell Avenue and Rogers Parkway. From there additional alignments and key crossings and connections can be implemented.

3.0 Programming and Events

Recommendation	Recommendation Category	Community Values						Timeline	Funding Source	Responsible Party
		HF	ID	LC	ES	AA	IP			
3.0 PROGRAMMING AND EVENTS										
3.1 Expanded Programming										
3.1.1 Maintain / Grow Program Staffing Levels	Growth			✓				Short / Med	Trad	PL, RS
3.1.2 Expand Space(s) to Accommodate Programming and Events	Growth	✓	✓	✓	✓	✓	✓	Med/Long	Trad	PL, RS
3.2 Special Events (Brentwood Park)										
3.2.1 Utilize Brentwood Park to Expand Programming Offerings	Growth	✓	✓	✓	✓	✓	✓	Short	Trad	PL, RS
3.2.2 Assess and allocate funding for setup and tear-down of special events.	Operations	✓	✓	✓	✓	✓	✓	Short	Trad	PL, RS
3.2.3 Monitor use and availability of space within Brentwood Park which is dedicated toward special events.	Operations	✓	✓	✓	✓	✓	✓	Short	Trad	PL, RS
3.3 Brentwood Sports Complex Reprogramming										
3.3.1 Conduct cost/benefit analysis of time and resources dedicated toward maintaining this park for sports.	Operations	✓	✓	✓	✓	✓	✓	Short	Trad	PL
3.3.2 Review and modify as needed existing cooperative agreements for use of this location for sports.	Partnerships	✓	✓	✓	✓	✓	✓	Short	Trad	PL
3.3.3 Conduct feasibility study to analyze potential to reduce flooding impacts within park space and to explore alternative programming / layouts.	Reinvest	✓	✓	✓	✓	✓	✓	Short	Trad	PL

Primary Action Items:

- **3.3 Brentwood Sports Complex** - A more detailed study of this property and its impact on programs, events, partnerships, revenue, and maintenance is important to the future of this park and many other aspects of the Brentwood Parks and Recreation System.

4.0 Facilities

Recommendation	Recommendation Category	Community Values						Timeline	Funding Source	Responsible Party	
		HF	ID	LC	ES	AA	IP				
4.0 Facilities											
4.1 Community Center Renovation											
4.1.1	Conduct study to further analyze feasibility and impacts of potential community center renovations.	Reinvest	✓	✓	✓	✓	✓	✓	Short	Trad	CA,PL,PW
4.1.2	Renovate within existing building footprint to provide better functionality and operational use of space.	Reinvest	✓	✓	✓	✓	✓	✓	Med/Long	Trad	CA,PL,PW
4.1.3	Expand ground level footprint of building to underutilized outdoor space.	Reinvest	✓	✓	✓	✓	✓	✓	Long	Trad	CA,PL,PW
4.1.4	Expand second level of building to provide additional space for programming / operational use.	Reinvest	✓	✓	✓	✓	✓	✓	Long	Trad	CA,PL,PW
4.2 Outdoor Park Facilities											
4.2.1	Renovate / Reconstruct built facilities within existing parks as identified in Park Specific Recommendations	Reinvest	✓	✓	✓	✓	✓	✓	Short / Med / Long	Trad / Alt.	PL
4.3 Cooperative Use Agreement											
4.3.1	Continue shared use of resources and increase awareness of amenities available thru PARC.	Partnerships	✓	✓	✓	✓	✓	✓	Short	Trad	PL,RS

Primary Action Items:

- **4.2 Outdoor Park Facilities** - The priorities for existing parks include pavilions at Memorial Park, replacement of restroom and shelter at the Hanley Park, and shelter/restroom with the development at the Mount Calvary park property.
- **4.1 Community Center Renovation** - Facility renovations require significant planning and design. Due to this timeline, it is important to initiate a more detailed study with a focus on feasibility and programming/space needs in collaboration with 3.1 Expanded Programming and 5.3 Staffing as a foundation for recommendations 4.1.2, 4.1.3, and 4.1.4. Implementation of renovations to the community center is a medium to long term recommendation.

5.0 Operations

Recommendation	Recommendation Category	Community Values						Timeline	Funding Source	Responsible Party	
		HF	ID	LC	ES	AA	IP				
5.0 Operations											
5.1 Maintain High Level of Care											
5.1.1	Maintain High Level of Care	Operations		✓	✓	✓			Short	Trad	PM
5.1.2	Conduct study to analyze and plan for ongoing maintenance within existing and new parkland, resources and funding requirements, etc.	Operations		✓	✓	✓			Short	Trad	PL,PM
5.2 Storage Facilities											
5.2.1	Access space needs for equipment, material, and operational needs. Identify locations for storage space within existing properties and facilities.	Operations		✓	✓	✓			Short/Med	Trad	PM
5.3 Staffing											
5.3.1	Evaluate existing staffing capacities and responsibilities. Identify specific staffing needs and opportunities to outsource work.	Operations			✓				Short	Trad	PL
5.3.2	Considering converting some part-time seasonal staff to full time maintenance positions.	Operations			✓				Short/Med	Trad	PL
5.4 Maintain Key Revenue Streams											
		Operations			✓			✓	Short	Alt	CA/PL
5.5 Explore Funding Sources											
		Operations			✓			✓	Short	Alt	CA/PL

Primary Action Items:

- Maintain the high level of care realized in the parks following the previous master plan. Existing staff and resources are stretched with current park amenities, and Brentwood Park has added significant demand to the department.
- Identify additional staffing and resource needs based on the plan recommendations. No improvements should be considered without the operations and staffing needs included with the capital development costs.
- Provide the foundation for an approach to system-wide maintenance and measuring its value.
- Address the need for physical storage space within the parks and facilities as an integral element in 4.0 Facilities recommendations.
- Engagement of partners and partnerships with a focus on rental agreements and PARC.

Park Priorities

Recommendation priorities and Master Plan Budget Categories have been identified for each park and are summarized on the following pages. They include recommendations that are ranked as high or medium priorities based on community, Parks and Recreation department leadership, community and Public Works Committee input. Additionally, each recommendation includes the value statements for the Brentwood Parks and Recreation System they address with implementation.

When considering action items within the parks system, or future planning for individual parks, these recommendations should be reviewed and used as baselines for next steps in implementing park improvements. By confirming these priorities as foundations for next step implementation, the City of Brentwood can strategically budget and implement improvements to the parks system that meet community needs and desires.

Following this priority recommendations section, we have identified Early Action Items. These Early Action Items identify several key recommendations as catalysts for the transition from a master plan to an implementation plan.

Master planning budgets have been developed based on limited information available on the proposed. Due to the stage of development of proposed improvements, for planning and design is required to develop accurate budget numbers for various projects. As further development of projects progress professional architecture and engineering services, overhead, construction contingency and escalation costs should be accounted for.

Master Plan Budgets for Projects are categorized as follows:

- I - Under \$50,000
- II - Between \$50,000 and \$150,000
- III - Between \$150,000 and \$300,000
- IV - Between \$300,000 and \$600,000
- V - Greater than \$600,000

Brentwood Sports Complex - Option 01

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Maintain As Is	LC		Medium
02 Woodland / Streambank Improvements	ID LC ES IP	I	High
03 Comfort Station Renovation	ID LC ES AA	V	Low

Brentwood Sports Complex - Option 02

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Wetland Basin	ID LC ES IP	V	Medium
02 Multi-Use Field / Event Lawn	HF ID LC ES AA IP	IV	Medium
03 Ballfield Improvements: Relocation, Infield, Backstop & Dugouts	HF ID LC ES AA IP	V	Medium
04 Comfort Station Replacement	ID LC ES AA	V	Medium
05 Parking Expansion	ID LC AA	IV	Medium
06 Incorporate Native Planting Zones to Reduce Mowing	ID LC ES IP	II	High
07 Woodland / Streambank Improvements	ID LC ES IP	I	High
08 Loop Trail	HF ID LC ES AA IP	III	Low
09 Maintenance Shed	LC	III	Medium

Brentwood Sports Complex - Option 03

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Incorporate Native Planting Zones to Reduce Mowing	ID LC ES IP	III	Medium
02 Wetland Basin	ID LC ES IP	V	High
03 Overlook Pavilion	ID LC ES AA IP	III	Low
04 Parking Expansion	ID LC AA	IV	Medium
05 Design / Implement Playground Renovation	HF ID LC ES AA IP	IV	Medium
06 Improved Stormwater Channel	LC ES	II	High
07 Playground Pavilion	ID LC ES AA IP	III	Low
08 Woodland / Streambank Improvements	ID LC ES IP	I	High

Brentwood Wetland Arboretum

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Implement Phase 01	HF ID LC ES AA IP	II	High
02 Future Phases	HF ID LC ES AA IP	V	Low

Brentwood Park

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Design / Implement Stage	HF ID LC ES AA IP	IV	Medium
02 Skate Park	HF ID LC ES AA IP	III	Low
03 Expanded Parking	ID LC AA	II	High
04 Wayfinding Signage	ID LC AA IP	I	Medium
05 Brentwood Veterans Memorial	ID LC AA IP	IV	Low

Rogers Parkway

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Existing Trail Improvements	HF ID LC ES AA	III	Medium
02 Intersection Safety Improvements	ID AA	V	Low
03 Stormwater Capture Areas	ID LC ES IP	III	Medium
04 Incorporate Successional Tree Plantings	HF ID LC ES	I	High

Broughton Park

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Shelter /Comfort Station Installation	ID LC ES AA	V	Medium
02 Design / Implement Playground Renovation	HF ID LC ES AA IP	III	Medium
03 Bank Stabilization	ID LC	II	High
04 Open Play Lawn	HF ID LC ES AA	I	Medium
05 Intersection Safety Improvements	ID AA	TBD	Low
06 Incorporate Successional Tree Plantings	HF ID LC ES	I	High

Hanley Park

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Planned Improvements	ID LC ES AA	V	High
02 Pickleball	HF ID LC AA	II	Medium
03 Dog Park Improvements	HF ID LC AA	II	Low
04 Dog Park Expansion	HF ID LC AA	II	Low
05 Woodland / Streambank Improvements	ID LC ES IP	I	High

Memorial Park - Option 01

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Parking Lot Renovation / Expansion	ID LC AA	III	Medium
02 Pavilion Replacement	ID LC ES AA IP	V	Medium
03 Design / Implement Playground Renovation	HF ID LC ES AA IP	III	Medium
04 Woodland Improvements	ID LC ES IP	I	High
05 Bioretention Installation as Required	ID LC ES IP	II	Medium
06 Renovated Trails	HF ID LC ES AA IP	I	Medium
07 Rink Lighting	HF ID LC	II	Low
08 Expanded Park Space	HF ID LC ES AA IP	TBD	Low
09 Shelter Replacement	ID LC ES AA IP	V	Medium

Memorial Park - Option 02

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01	Parking Lot Renovation / Expansion	ID LC AA	III Medium
02	Pavilion Replacement	ID LC ES AA IP	V Medium
03	Woodland Improvements	ID LC ES IP	I High
04	Design / Implement Playground Renovation	HF ID LC ES AA IP	III Medium
05	Bioretention Installation as Required	ID LC ES IP	II Medium
06	Renovated Trails	HF ID LC ES AA IP	I Medium
07	Rink Lighting	HF ID LC	II Low
08	Expanded Park Space	HF ID LC ES AA IP	TBD Low
09	Shelter Replacement	ID LC ES AA IP	III Medium
10	New Bridge Crossing	ID LC ES AA	III Low
11	Shelter / Gazebo Installation	ID LC ES AA IP	II Medium

Memorial Park - Option 03

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01	Parking Lot Renovation / Expansion	ID LC AA	III Medium
02	Pavilion Replacement	ID LC ES AA IP	V Medium
03	Design / Implement Playground Renovation	HF ID LC ES AA IP	IV Medium
04	Bioretention Installation as Required	ID LC ES IP	II Medium
05	Renovated Trails	HF ID LC ES AA IP	I Medium
06	Woodland Improvements	ID LC ES IP	I High
07	Rink Lighting	HF ID LC	II Low
08	Expanded Park Space	HF ID LC ES AA IP	TBD Low

Oak Tree Park

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01	Accessible Pathway from Upper Parking to park	HF ID LC AA	I High
02	Woodland Improvements	ID LC ES IP	I High
03	Connection to Louis Ave	HF ID LC AA	TBD Medium

McKnight Park

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Maintain As Is	LC		Low
02 Seating	ID LC	I	Low

Hanley Industrial Court - Option 01

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Picnic Patio	ID LC ES AA IP	I	Low
02 Existing Lawn Area Renovation	HF ID LC ES AA	I	Low
03 Incorporate Native Planting Zones to Reduce Mowing	ID LC ES IP	I	Medium
04 Incorporate Successional Tree Plantings	HF ID LC ES	I	High

Hanley Industrial Court - Option 02

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Fitness Area w/ Shade Sails	HF ID LC ES AA IP	II	Low
02 Provide Shaded Amenity Area / Gathering Space	ID LC ES AA IP	II	Low
03 Incorporate Native Planting Zones to Reduce Mowing	ID LC ES IP	I	Medium
04 Incorporate Successional Tree Plantings	HF ID LC ES	I	High
05 Creek Crossing and Bridge Connection to Lee Wynn Trail	ID LC ES AA	III	Low

Hanley Industrial Court - Option 03

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Skate Park/Pump Track	HF ID LC ES AA IP	III	Low
02 Provide Shaded Amenity Area / Gathering Space	ID LC ES AA IP	I	Low
03 Incorporate Native Planting Zones to Reduce Mowing	ID LC ES IP	I	Medium
04 Incorporate Successional Tree Plantings	HF ID LC ES	I	High
05 Creek Crossing and Bridge Connection to Lee Wynn Trail	ID LC ES AA	III	Low

Louis Ave

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Entry Feature	ID LC	I	Low
02 Incorporate Native Planting Zones to Reduce Mowing	ID LC ES IP	I	Medium
03 Connection to Oak Tree Park	ID LC AA	I	Low

Mount Calvary

KEY	VALUE STATEMENTS	MASTER PLAN BUDGET	PRIORITY
01 Flexible Green Use Space	HF ID LC ES AA	II	High
02 Shelter /Comfort Station Installation	ID LC ES AA	V	Low
03 Design / Implement Playground Renovation	HF ID LC ES AA IP	III	High
04 Park Entry Point	ID LC ES AA IP	I	Medium
05 Stormwater Management Improvements	ID LC ES IP	I	Medium
06 Park Perimeter Buffer	ID LC ES IP	II	Low
07 Loop Trail	HF ID LC ES AA	II	Medium
08 Bioretention Installation as Required	ID LC ES IP	II	Medium
09 Incorporate Successional Tree Plantings	HF ID LC ES	I	High

Early Action Items

The identification of Early Action Items is intended to provide the City of Brentwood with initial projects or actions that address plan recommendations or further define/refine longer term recommendations.

The early action items for the Brentwood Parks and Recreation Master Plan focus on a combination of implementation and strategic planning recommendations. Several of these improvements have been discussed prior to this planning effort and, through this master plan process, the need for these early action items were confirmed and have continued to move forward.

Using these Implementation items, the City of Brentwood will transition the master plan from a planning process to an implementation document. The items will demonstrate to the community that this plan is moving forward based on their input and in a way that strengthens the role of parks and recreation with the City of Brentwood and its greater service area.

The planning items set in motion larger opportunities and momentum for improvements to Brentwood Parks and Recreation that will require more strategic planning. By starting these efforts in the short term, they will be positioned for implementation when appropriate.

Early action items, like all the recommendations, are fluid and can be modified based on opportunities or situations that present themselves following the completion of this master plan. These specific projects have been identified as they advance priority areas identified by the community and are viable within current funding and operational structures of the Parks and Recreation Department.

Implementation

- System-wide Tree Planting Plan
- Brentwood Park Parking
- Brentwood Wetland Arboretum Phase One Implementation
- Hanley Park Restroom and Parking Lot Improvements
- Mount Calvary Park Implementation

Planning

- Community Center Renovation Feasibility and Program Study
- Brentwood Sports Complex Master Plan/Engineering Study

