



# Ballpark Community Council Meeting

August 16, 2023



# Process



## COMMUNITY VISIONING PROCESS

A mix of broad, targeted, and deliberative opportunities for residents and area stakeholders to discuss pertinent issues, provide feedback, and collaborate to identify:

**existing positives | challenges + issues | aspirations**

## BALLPARK NEXT GUIDING PRINCIPLES

The information gleaned from the Community Visioning process will create:

**guidelines | values | objectives**

These Guiding Principles will inform the next steps of the development process and vision for the Smith's Ballpark site.



# PHASE 1: August-September



**CONNECT  
+ PLAN**  
Understand community's preferred methods; Set schedule for upcoming engagement + visioning process.



**BUILD ON  
COMMUNITY FEEDBACK**  
Incorporate Ballpark Community Council Ideas Doc, Design Competition Themes, & the Ballpark Station Area Plan.



**THINK  
BIG**  
Perform nationwide research on stadium adaptive reuse, redevelopment, and best practices.



**GET  
THE FACTS**  
Gather data and analyze existing conditions and possibilities for the existing Smith's Ballpark site.



**PARTNER  
UP**  
Incorporate Ballpark NEXT Legacy Fund partnership information and opportunities.

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# PHASE 2: October-November



**CONNECT  
+ PLAN**  
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# PHASE 3: December-January



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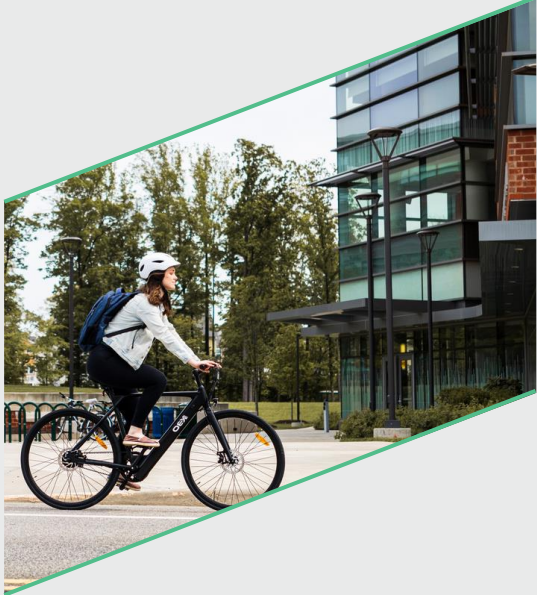
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## BALLPARK NEXT GUIDING PRINCIPLES

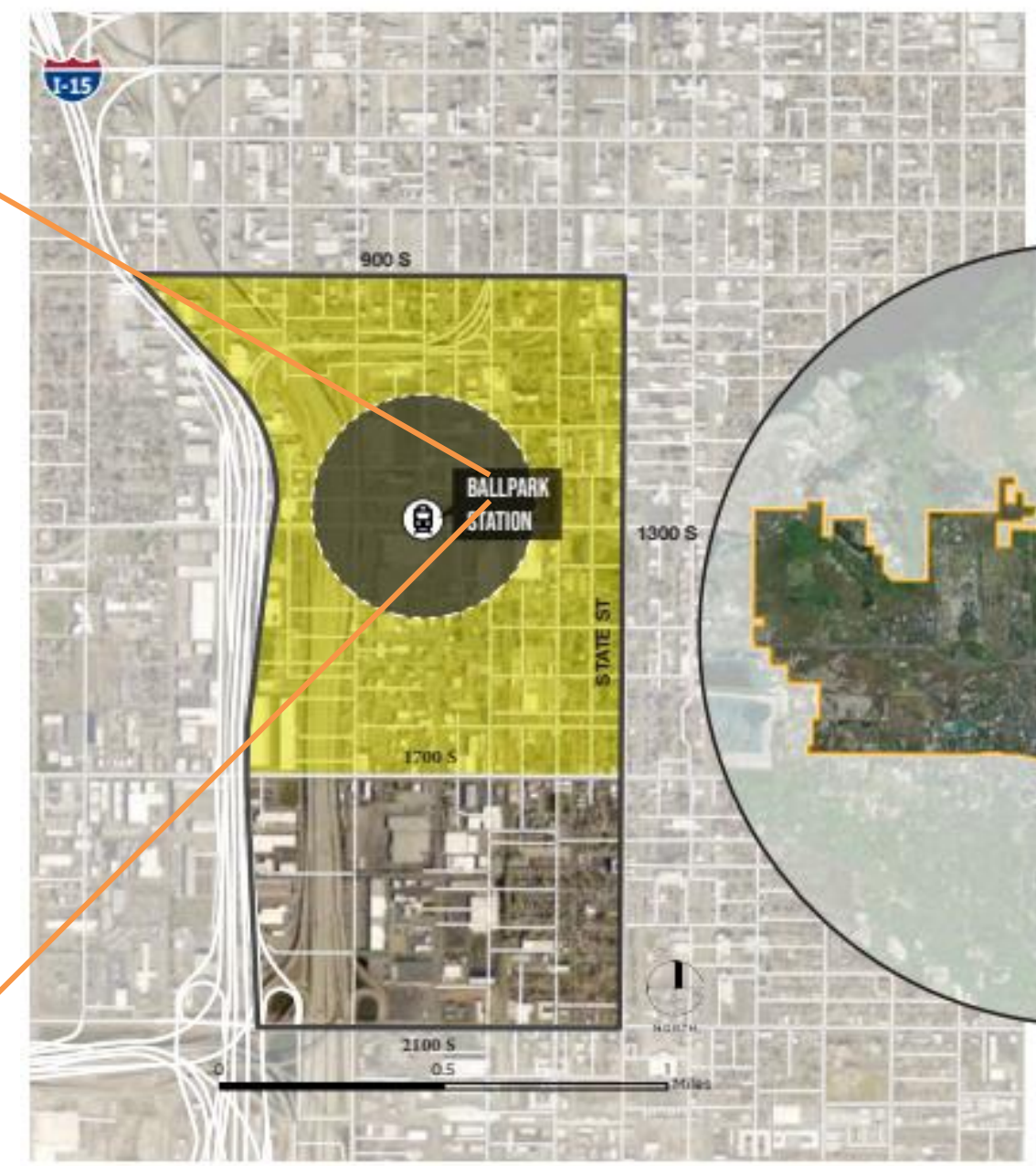
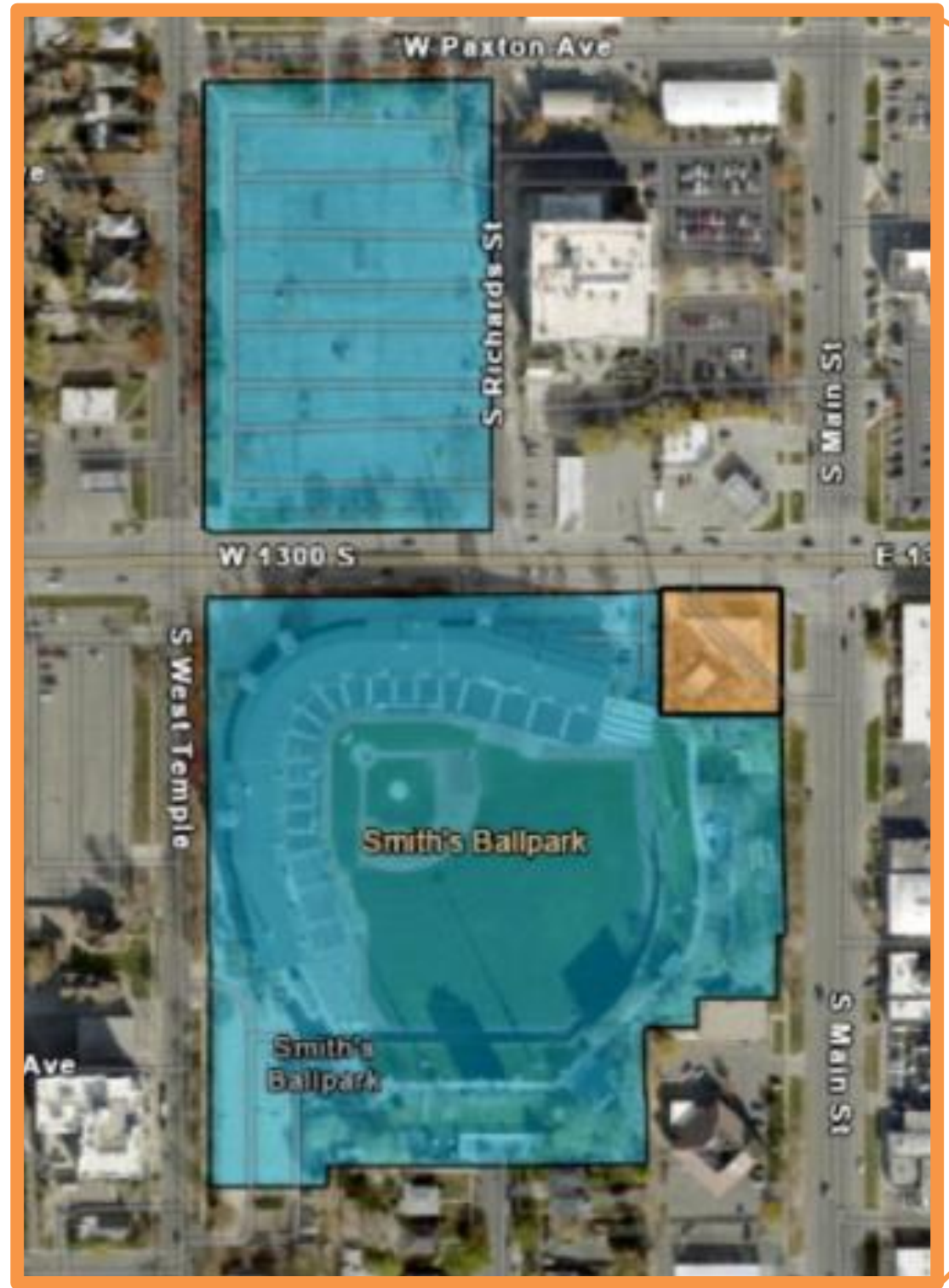
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# BACKGROUND



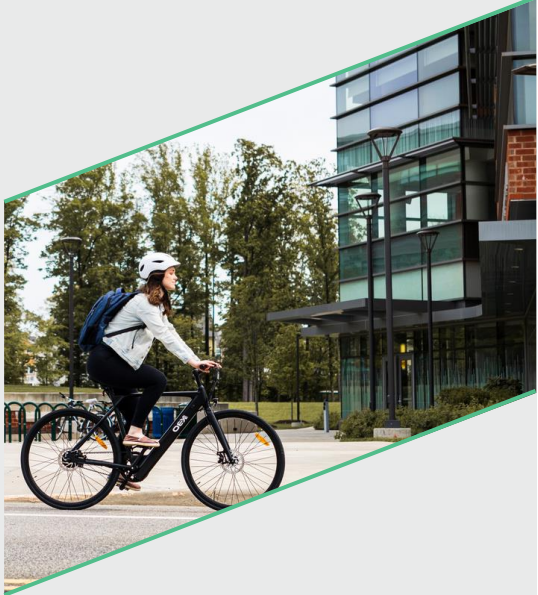
## LEGEND

-  Heart of the Neighborhood
-  Ballpark Station Area
-  Ballpark Neighborhood Boundary



# Ballpark SAP Goals

- GOAL:** Take advantage of current development opportunities, existing services, and amenities to enhance neighborhood livability
  - GOAL:** Create a dense urban environment and entertainment zone around the Ballpark.
  - GOAL:** Increase connectivity in the station area.
  - GOAL:** Increase urban design quality
- 
- GOAL:** Improve safety.
  - GOAL:** Enhance social vibrancy.
  - GOAL:** Increase affordability and attainability of housing for current and future residents



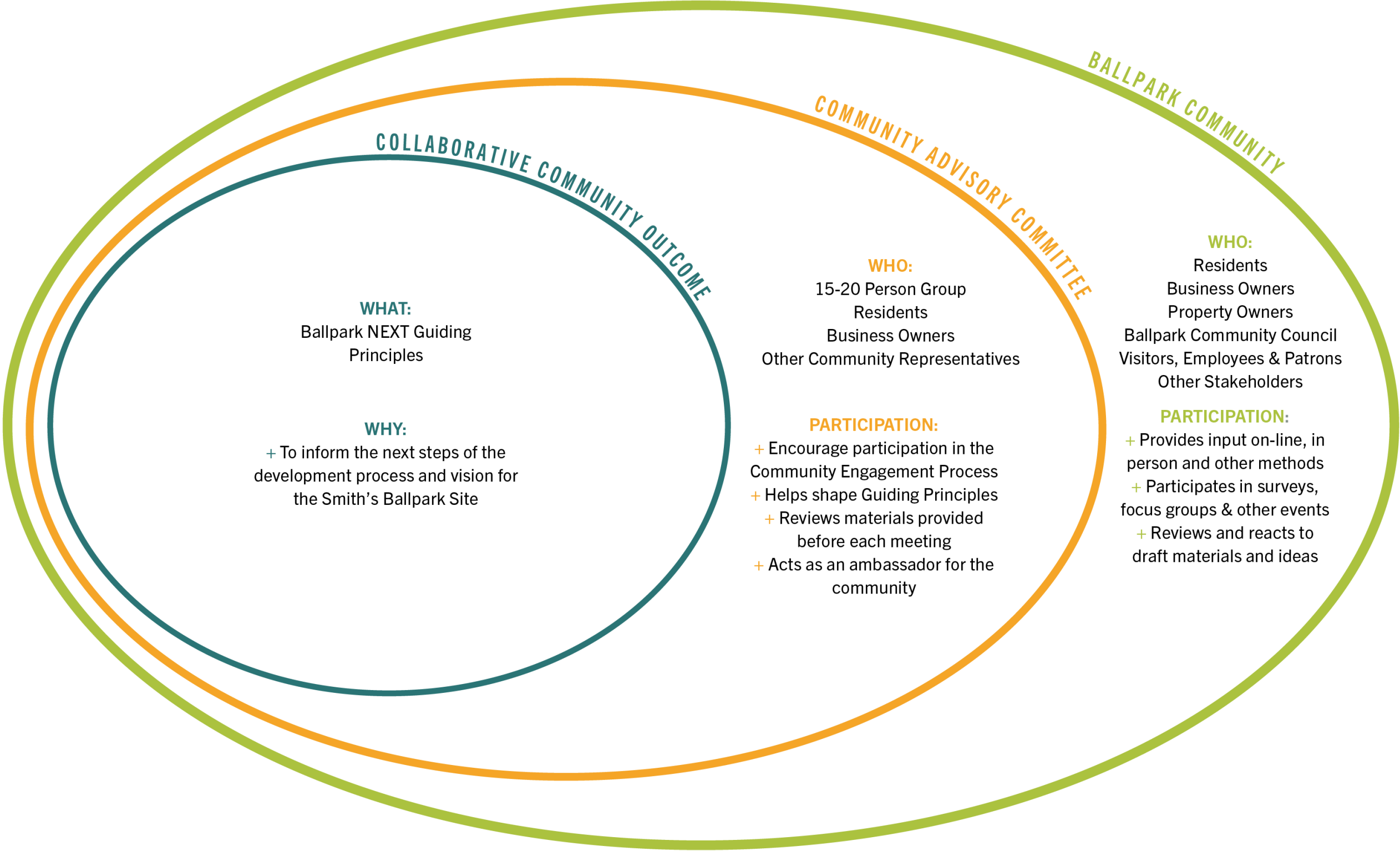
# BACKGROUND

2020-2021	Ballpark Station Area Plan
2020-2021	Study of the Existing Stadium and Infrastructure
2023 March	Ballpark NEXT Design Competition
2023 June	Ballpark NEXT Engagement Preferences Survey
2023 August	Ballpark NEXT Community Visioning Process



# ROLES AND RESPONSIBILITIES

BALLPARK NEXT COMMUNITY VISIONING



# ENGAGEMENT ROAD MAP

BALLPARK NEXT COMMUNITY VISIONING  
AUGUST-DECEMBER

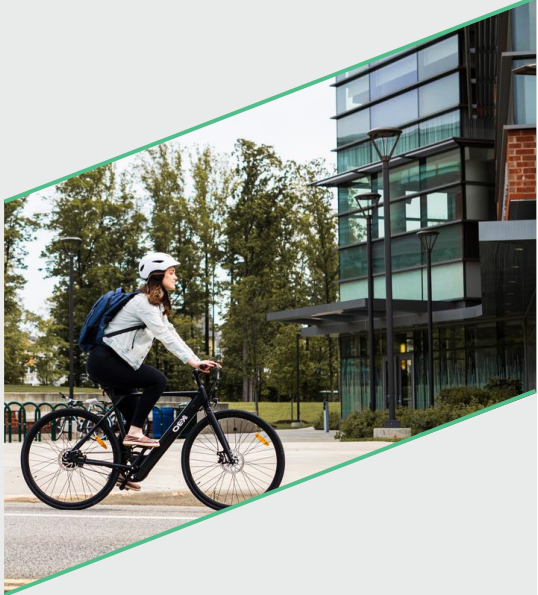


**Ballpark Community Council Session:**  
Launch Community Visioning Process, including Engagemnet Road Map, website, social pinpoint, and answer questions

**Kensington Street Festival:**  
Collect in-person feedback  
August 19, 2023

**Ballpark Community Advisory Committee:**  
Steward the outreach into the community, review input on Community Event #1

**Ballpark Community Advisory Committee:**  
Provide input on community priorities and the draft guiding principles



# SCHEDULE

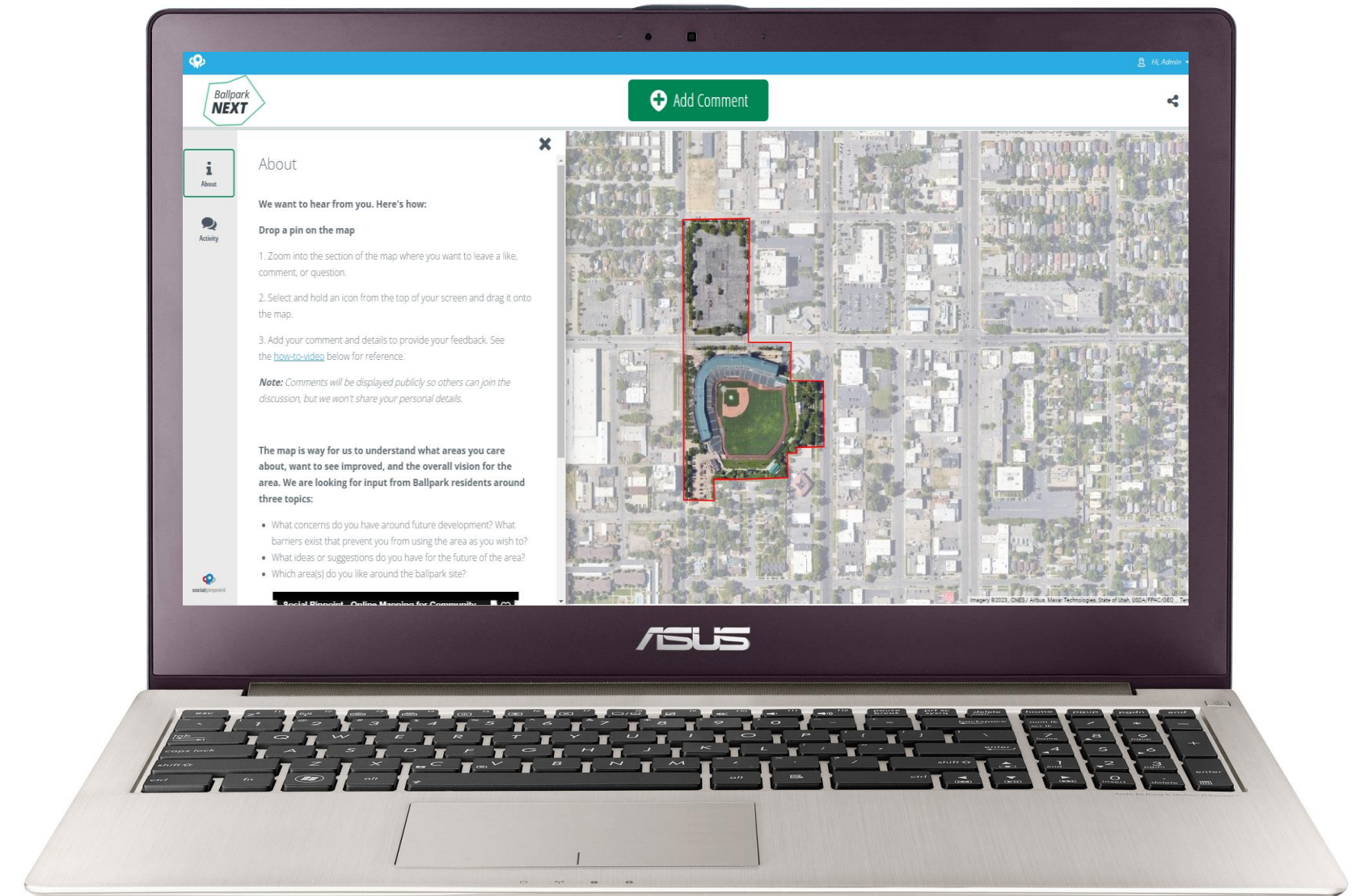
## Public Engagement

- **Web-Based**
  - Website
  - Social Pinpoint
  - Web-based surveys
- **In-person**
  - Stakeholder Meetings
  - Surveys at key locations
  - Open Houses (2)
  - Community Events



# WEBSITE

- Website kickoff **STARTS TODAY!**
- Find information about the process
- Utilize interactive map to collect ideas and identify common themes
- Revised and updated throughout the project



[www.engageballpark.org](http://www.engageballpark.org)

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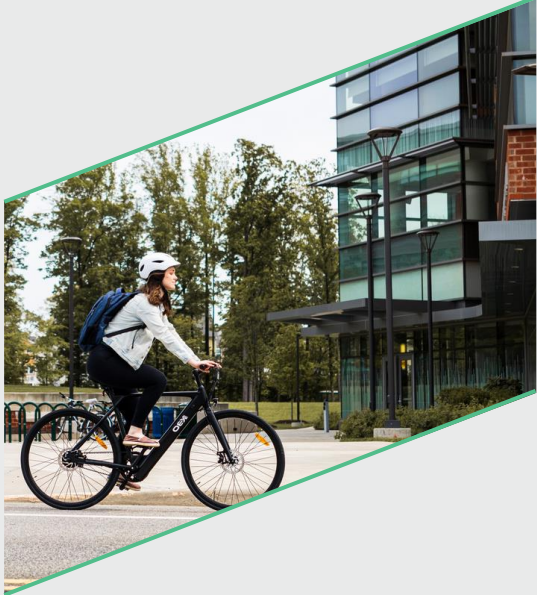
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# Questions and Answers

