

# Introduction

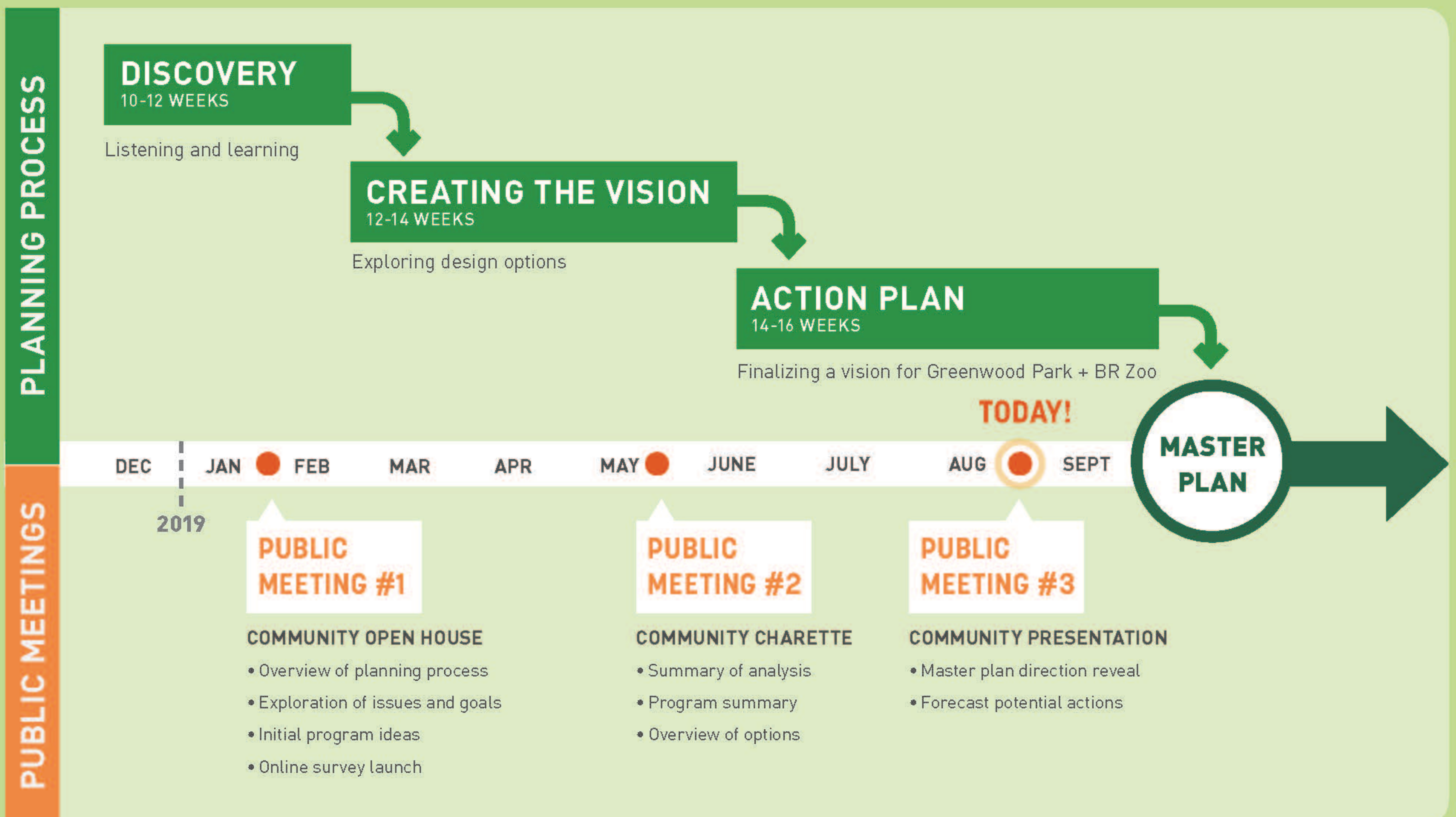
## WHO IS INVOLVED IN THE MASTER PLAN?



Building on previous plans and community input, design consultants for Greenwood Park and the Baton Rouge Zoo will be working with BREC to create an imaginative and grounded vision for the park and zoo as well as economic development strategies for the immediate surrounding area.

You are an important part of our collaborative team. This inclusive master planning process will engage the community of East Baton Rouge Parish all along the way, including deep engagement with the city's leadership, key stakeholders, and the broader community.

## WHAT IS THE MASTER PLAN PROCESS?



For more information please visit: [www.brec.org/greenwoodzoo](http://www.brec.org/greenwoodzoo)

# Greenwood Park and Baton Rouge Zoo Master Plan



HIGHWAY 19

LAVEY LANE

ZOO ENTRANCE

THOMAS ROAD



- |                                     |   |                             |
|-------------------------------------|---|-----------------------------|
| ① Waterfront Building               | ⑫ Stormwater Sediment Pond              | ⑳ Restored Bayou            |
| ② Adventure Playground / Splash Pad | ⑬ Multi-Purpose Court Sports            | ㉑ Parking                   |
| ③ Waterfront Cafe                   | ⑭ In/Outdoor Conference/Rental Facility | ㉒ Bike Pump Track           |
| ④ Picnic Pavilion                   | ⑮ Canopy Walk                           | ㉓ Dog Park                  |
| ⑤ Fish Pier                         | ⑯ Community Garden                      | ㉔ Equestrian Trail          |
| ⑥ Outdoor Concert Venue             | ⑰ Bird Observation Tower                | ㉕ Playground                |
| ⑦ Event Lawn / Overflow Parking     | ⑱ Kayak Launch                          | ㉖ Multi-Purpose Trail       |
| ⑧ Bayou Promenade                   | ⑲ Zipline                               | ㉗ Open Lawn Space           |
| ⑨ Indoor Recreation Facility        | ㉘ Expanded Golf Course                  | ㉙ Public Art                |
| ⑩ Disc Golf                         | ㉚ Improved Driving Range                | ㉛ Repurposed Munitions Shed |
| ⑪ Soccer Fields with Lights         | ㉜ Mini Golf/ Putt-Putt Course           | ㉜ Repurposed Munitions Shed |
|                                     |   | ㉝ Interpretive Landform     |

# Thank you for your feedback!

Your feedback provided the foundation of the design concept you will today. The plan is built from the guiding principles that were established in the visioning phase of this project and moving forward will become the foundation for the realization of the new Greenwood Park.

## MANY CONTRIBUTING VOICES

**1,885**  
SURVEY RESPONSES

**1,306**  
Online Responses

**170**  
Passports  
(Paper Survey)

**409**  
Door-To-Door  
(Scientific  
Survey)

**202**  
MAP RESPONSES

**171**  
Online Map  
Surveys (CoMap)  
Responses

**31**  
Paper Map  
Surveys

**30+**  
STAKEHOLDERS  
MEETINGS

Representing  
Community  
Leaders from  
North Baton  
Rouge and  
Beyond

**228**  
MEETING SIGN-IN'S

**129**  
Meeting 1

**99**  
Meeting 2

**+ 838** FACEBOOK LIVE VIEWS ON BREC'S PAGE; PUBLIC MEETING HIGHLIGHT'S REEL; RESPONSES FROM PREVIOUS SURVEYS AND COMMUNITY MEETINGS AND THOUSANDS OF ONLINE VIEWS

"Bring the community back to nature."

Common Theme  
2019 online survey comments

Top preferred program pick:  
"CONSERVATION AREA / NATURE TRAILS"

2015 Greenwood Park survey

## TOP 5 DESIRED PROGRAMS

include both everyday and destination uses:

2019 online survey and open houses

- ① Paths for Walking/Bicycling
- ② Kid's Adventure Playground
- ③ Water Trails
- ④ Aerial Sports
- ⑤ Wildlife Habitat

**99%**

of respondents get to Greenwood Park by driving

2019 online survey and open houses

"The park and zoo should be better connected."

Common Theme  
2019 online survey comments

"Lets make this a place that Baton Rouge can be proud of."

Common Theme  
2019 online survey and open houses



Picnic Pavilion

Fishing Pier

1

Picnic Pavilion

2

Adventure Playground /  
Splash Pad

3

Waterfront Building & Cafe

4

Existing Playground

Military Shed

Military Shed

Public Art

Equestrian Trail

Bayou Promenade

Parking

6

Event Lawn / Overflow Parking

Military Shed

Restored Cypress Bayou

Zoo Entrance

Recreation Center

5

Sports Facilities: Tennis,  
Pickleball, Futsol, Basketball

Disk Golf Course

ENTR

EDUCATION

GIFT

CONTACT

INTERACTIVE

CAROUSEL

SERVICE/HEALTH

REPTILE  
COMPLEX

BR ZOO

PERFORMANCE  
PAVILION

MEADOW

SASAKI

# HEART OF THE PARK





LAVEY LANE

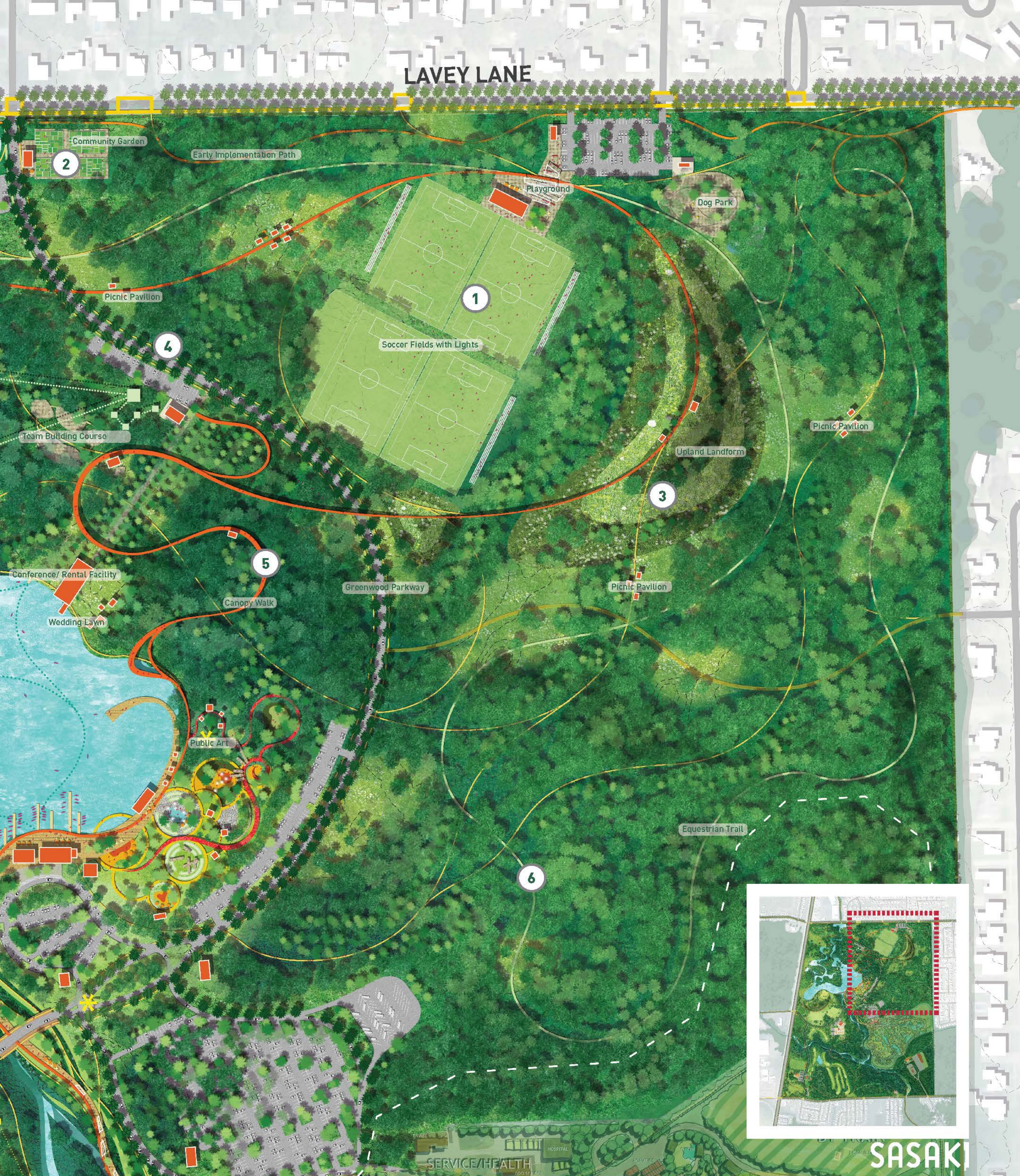


HIGHWAY 19

SASAKI

# BAYOU SIDE





LAVEY LANE

Early Implementation Path

Playground

Dog Park

Community Garden

2

Picnic Pavilion

4

Soccer Fields with Lights

1

Upland Landform

3

Picnic Pavilion

Team Building Course

5

Conference/ Rental Facility

Canopy Walk

Greenwood Parkway

Picnic Pavilion

Wedding Lawn

Public Art

6

Equestrian Trail



SERVICE/HEALTH

HOSPITAL

SASAKI

# SPORTS MEADOW







# CLARK GOLF CORNER



# Implementation

## PHASE 1 IMPLEMENTATION



## GREENWOOD PARK PHASING PLAN



<span style="color: yellow;">■</span> Phase 1	<span style="color: pink;">■</span> Phase 2	<span style="color: blue;">■</span> Phase 3	<span style="color: lightgreen;">■</span> Phase 4
Opening 2022	Opening 2024	Opening 2026	Opening 2029

## WITHIN THE FIRST PHASE, GREENWOOD PARK WILL HAVE...



**A SIGNATURE ADVENTURE PLAYGROUND**



**A BEAUTIFUL PROMENADE ALONG THE BAYOU**



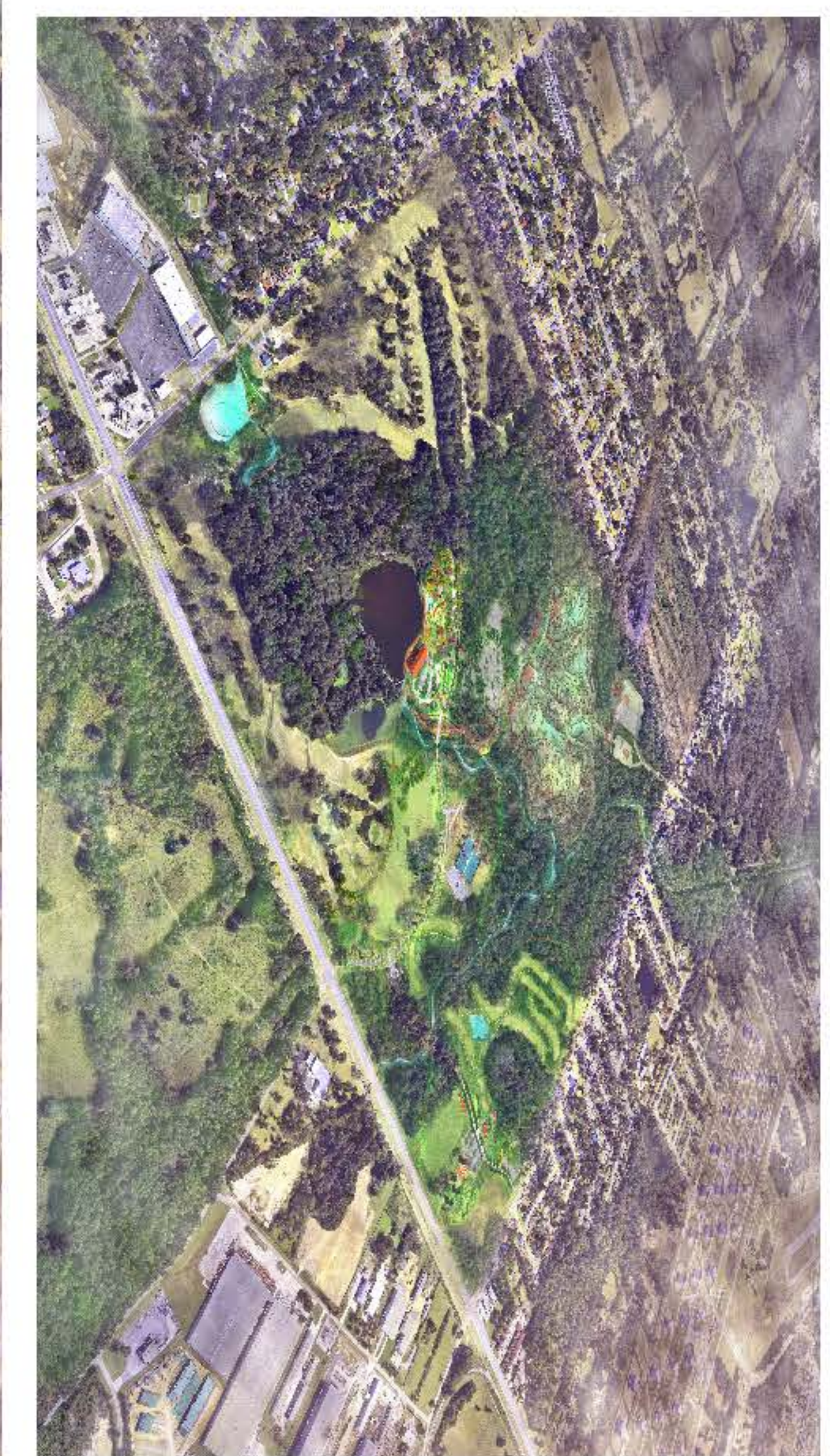
**A GREEN PARKING LOT FOR THE PARK AND BR ZOO**



**A GRAND ENTRANCE INTO THE PARK**

# THE PARK

PHASE 1 BUILD-OUT →



FULL BUILD-OUT OF THE BR ZOO AND GREENWOOD PARK, LOOKING SOUTHEAST

SASAKI

# BAYOU PROMENADE



WALKING ON THE BAYOU PROMENADE TOWARDS THE LAKE AND WATERFRONT BUILDING

SASAKI

# ADVENTURE PLAY



FROM THE CHILD'S EYE IN THE TREE HOUSES, LOOKING DOWN AT THE ADVENTURE PLAYGROUND AND LAKE

SASAKI