



WELCOME!

To the Greenwood Park + Baton Rouge Zoo Master Plan Launch

Today is about you! We want to hear your ideas for the future of Greenwood Park and Baton Rouge Zoo and what they can do for your community.

This meeting is an “Open House” format. That means you can explore the stations at your own pace. There will be a repeated presentation throughout the time. Members of the master planning team will be stationed around the room to answer any questions.



Get a stamp at all 5 stations for a small reward and a chance to win a prize!

TODAY'S OPEN HOUSE HAS 5 STATIONS TO EXPLORE:

1

Greenwood + BR Zoo Today

Learn about the neighborhood uses, roads, and overall context surrounding the park and zoo today.

2

Greenwood + BR Zoo 101

Do you know what birds you can see at the park? What year the zoo opened? Find out the answers at this station.

3

What Do You Want To Do at Greenwood Park?

Take your turn at the gameboard and tell us what programs you want to see at Greenwood Park.

4

Greenwood + BR Zoo Community Instagram

Pick out your favorite images that describe your ideal character for the park and zoo.

5

Map Your Greenwood + BR Zoo

Who? What? When? Where? Why? Tell us about how you use Greenwood Park + BR Zoo today through an interactive survey.

Introduction

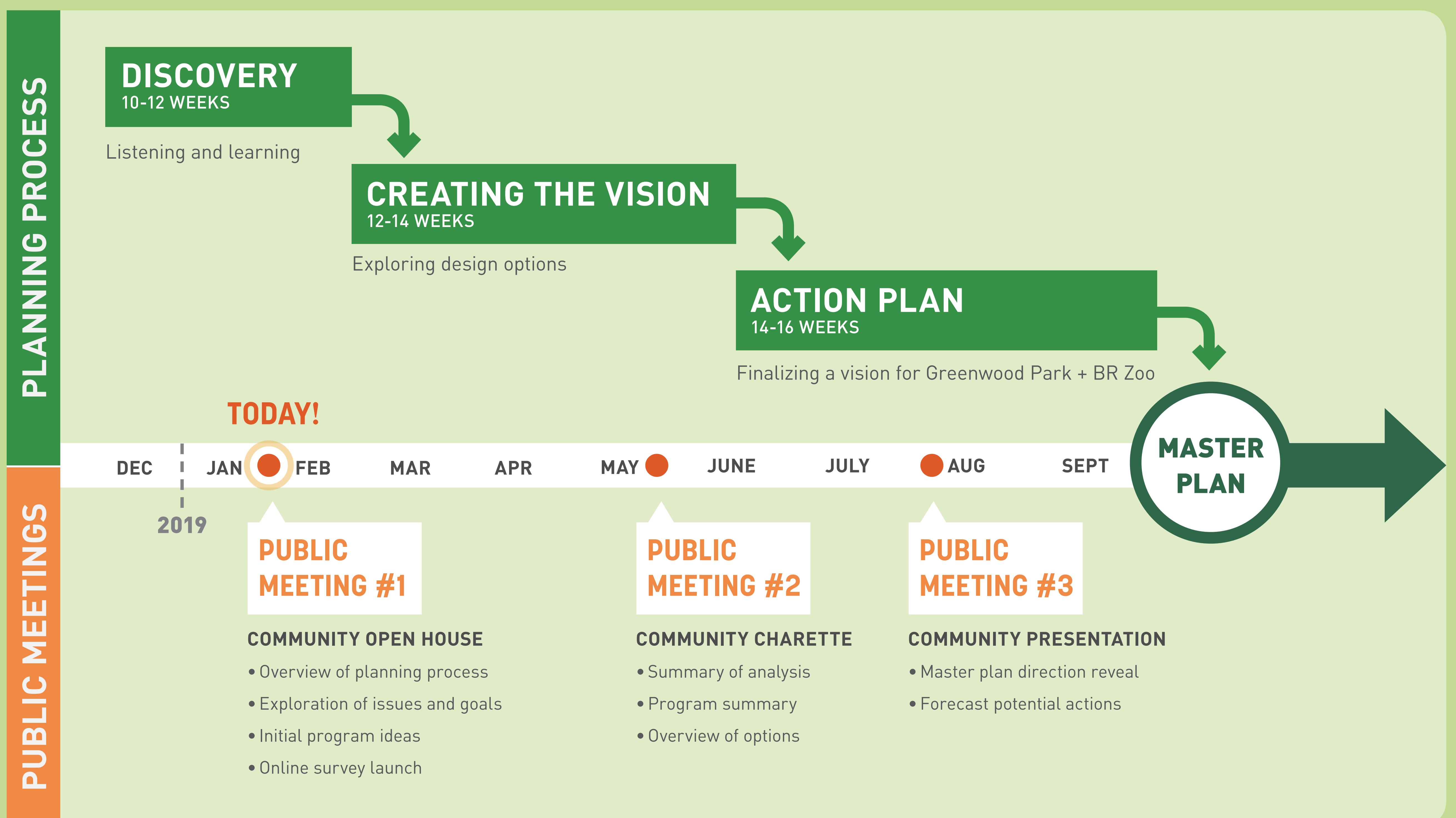
WHO IS INVOLVED IN THE MASTER PLAN?



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?





LAVEY LANE

Entrance



Dumas Memorial
Golf Course

Greenwood
Lake



The Waterfront



Playground



Disc Golf Course



Tennis Center

Dog Park



BREX'S
BATON ROUGE
ZOO



J.S. Clark
Golf Course



Soccer Fields



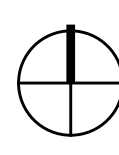
Playground

Entrance

Entrance

THOMAS ROAD

GIBBENS RD.



0' 600' 1200' 6000'

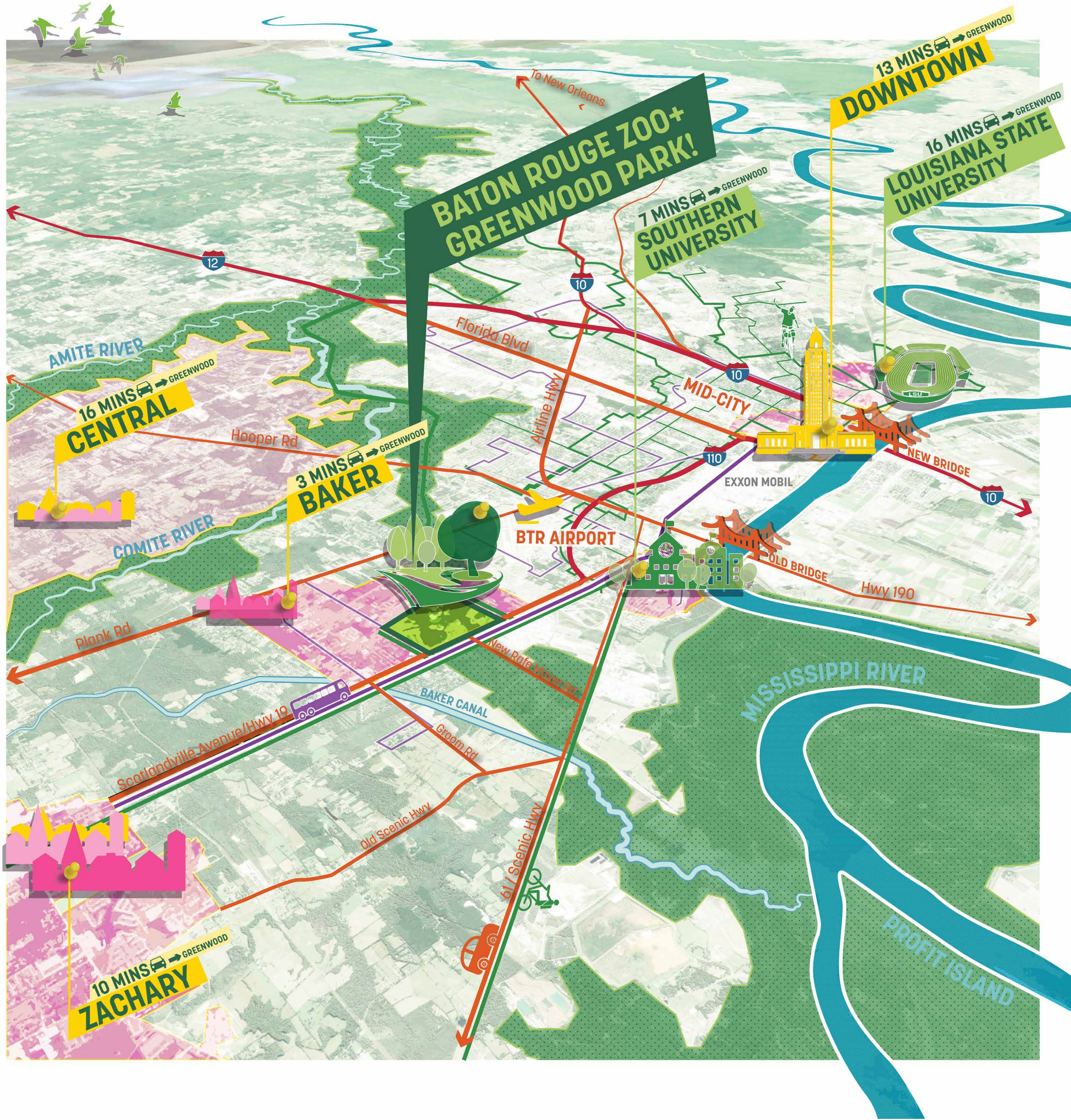
-  Core Master Plan Area
-  Greenwood Park
-  Baton Rouge Zoo

1

**GREENWOOD +
BR ZOO TODAY**

A Zoo + Park for Everyone

The Baton Rouge Zoo and Greenwood Park are conveniently located at a central location offering an amazing amenity for Baton Rouge, Baker, Zachary, and Central residents. Excellent transportation, ecological, and cultural connections make Greenwood Park and Baton Rouge Zoo an opportunity to create a truly regional destination for all of East Baton Rouge and surrounding areas.



Parish Context

SURROUNDING USES



- BREC Parks
- City of Baker
- 100-Year Floodplain
- School
- Recreation Center
- Community Center

KEY TAKEAWAY

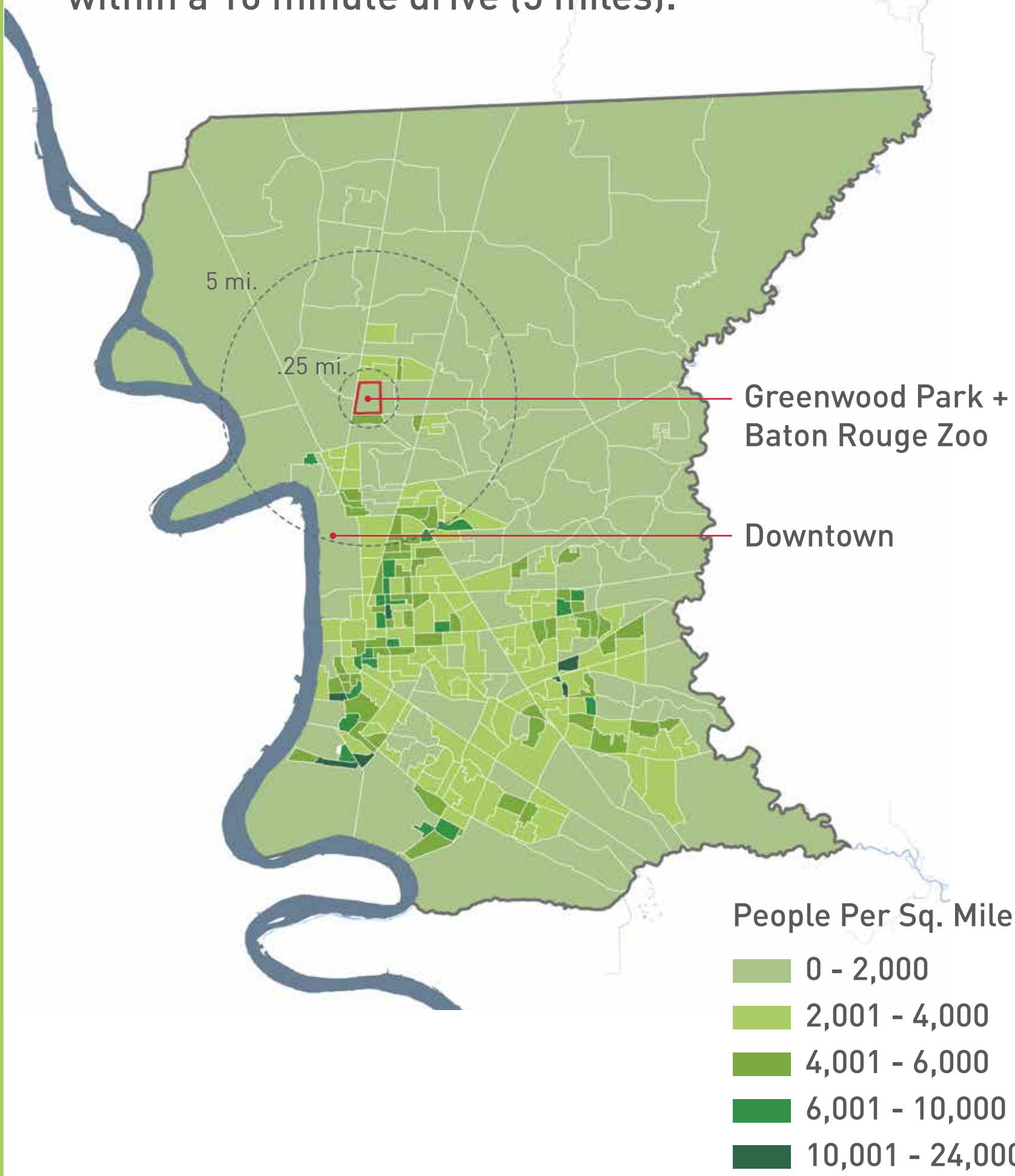
The Greenwood Park and Baton Rouge Zoo area is the largest public open space/special use facility in the northern region of East Baton Rouge Parish. It is an exciting opportunity to create a park and zoo

that serves as both a community amenity, as well as a regional destination. This project can spark new economic and cultural opportunities for the surrounding neighborhood.

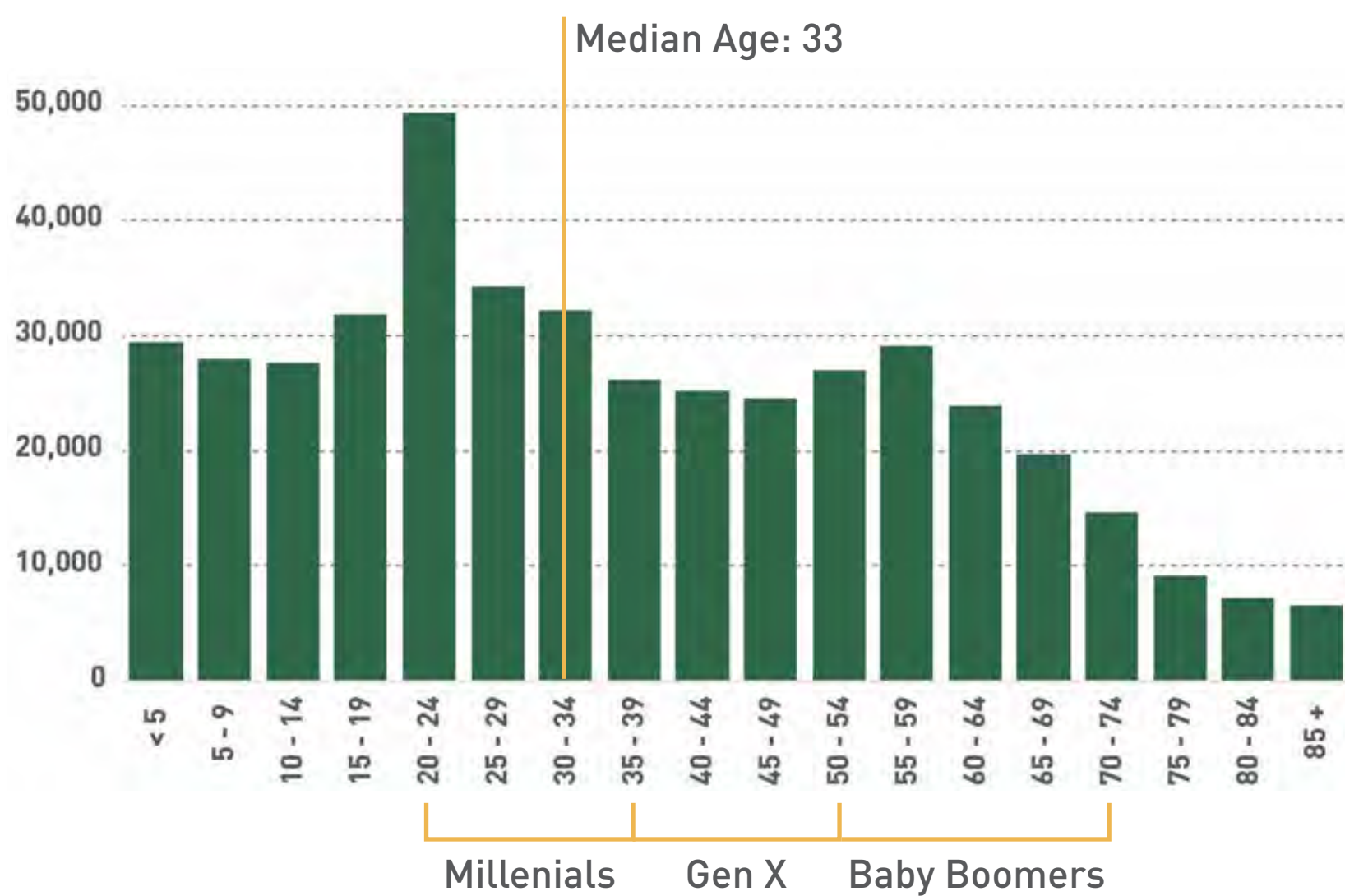
EBR PARISH SNAPSHOT

Population Density

The park and zoo can have a wide reach! There are 4,500 people who live within a 10 minute walk (0.25 mile), and 64,600 people who live within a 10 minute drive (5 miles).

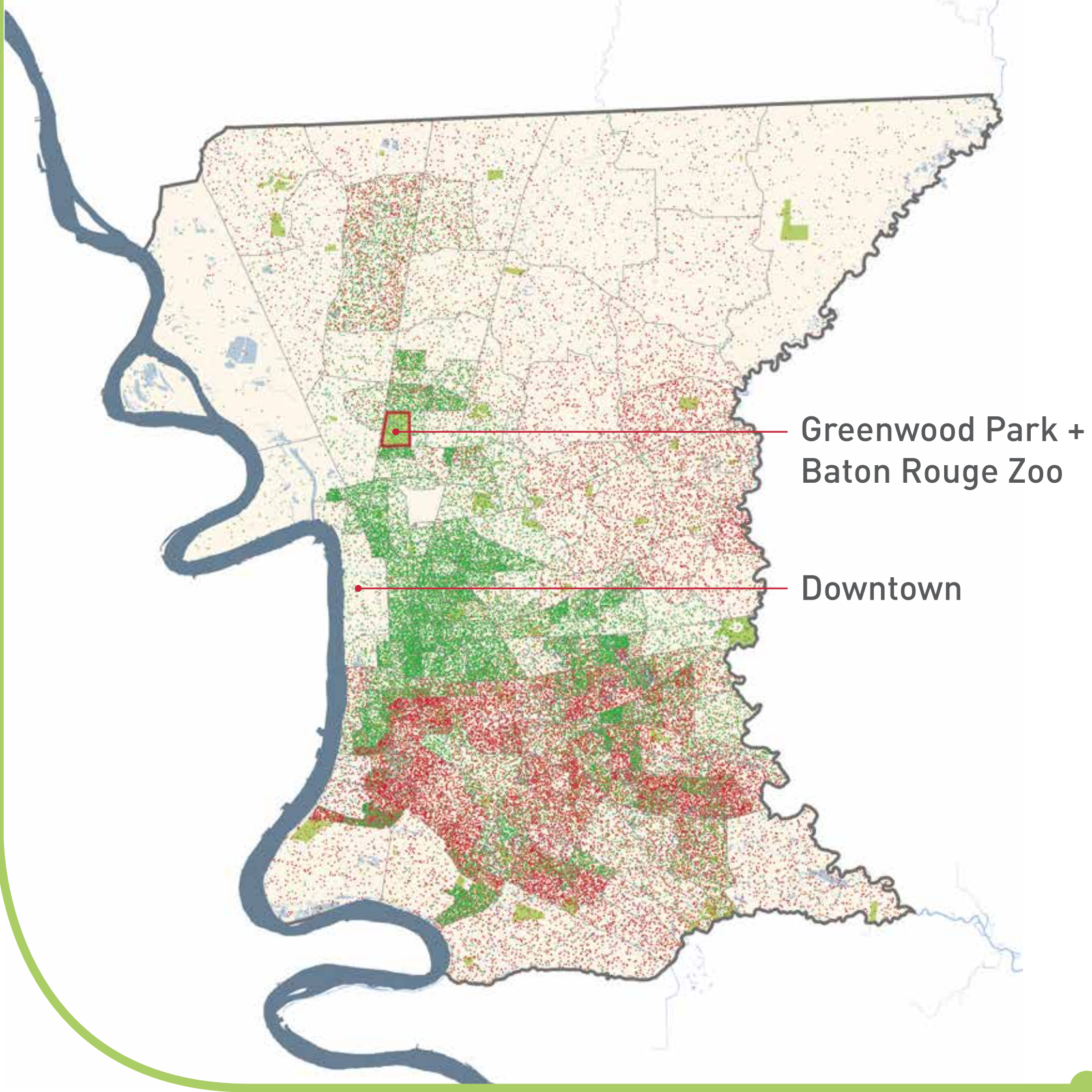


Age



Race

- Black
- White
- Asian/Pacific Islander
- Other



Access and Circulation

GETTING TO BR ZOO + GREENWOOD PARK



Car

The park and zoo are less than a 15 minute drive for visitors coming from downtown or Zachary. Scotlandville Highway's connection to major highways allows for regional access.



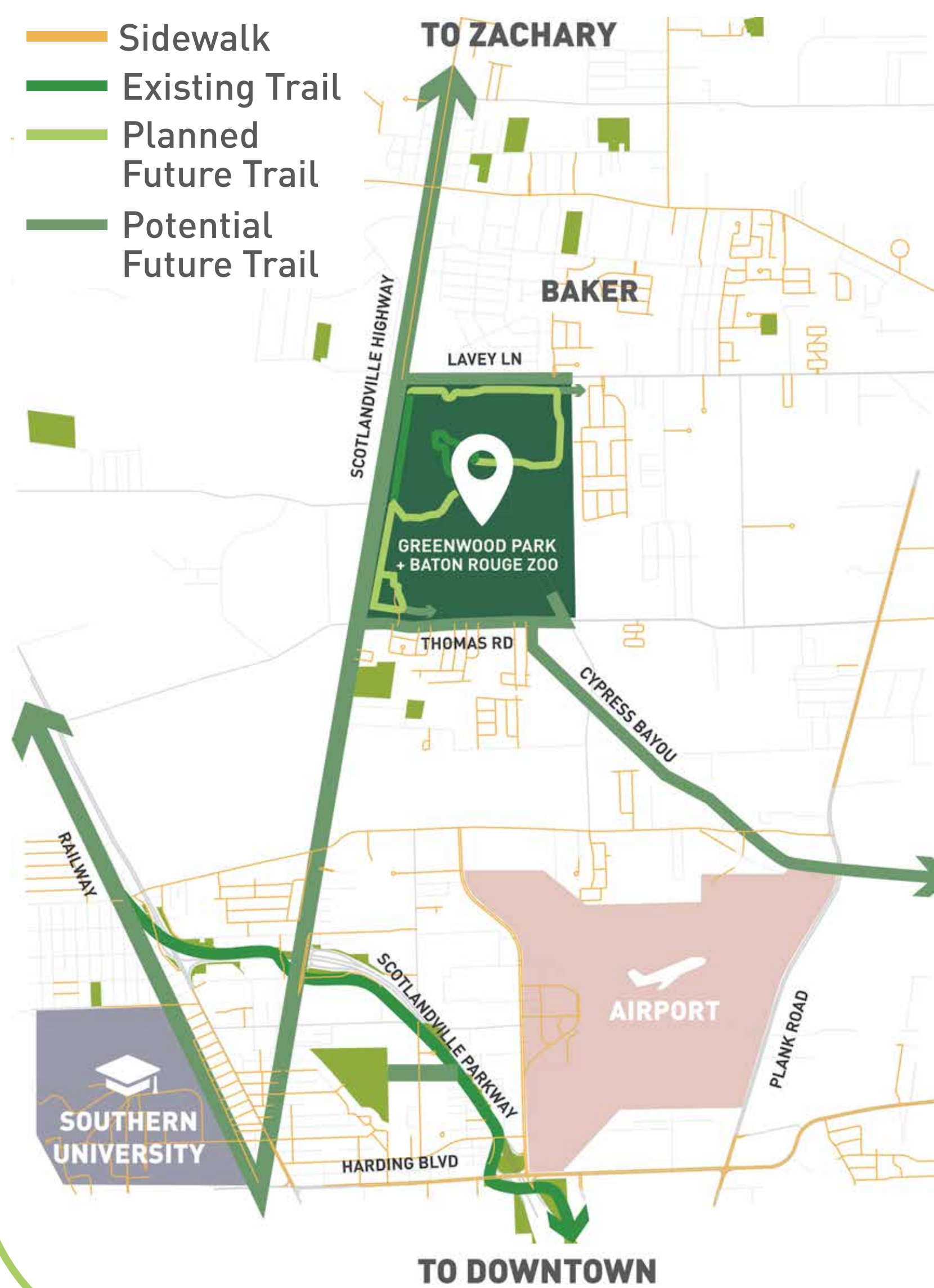
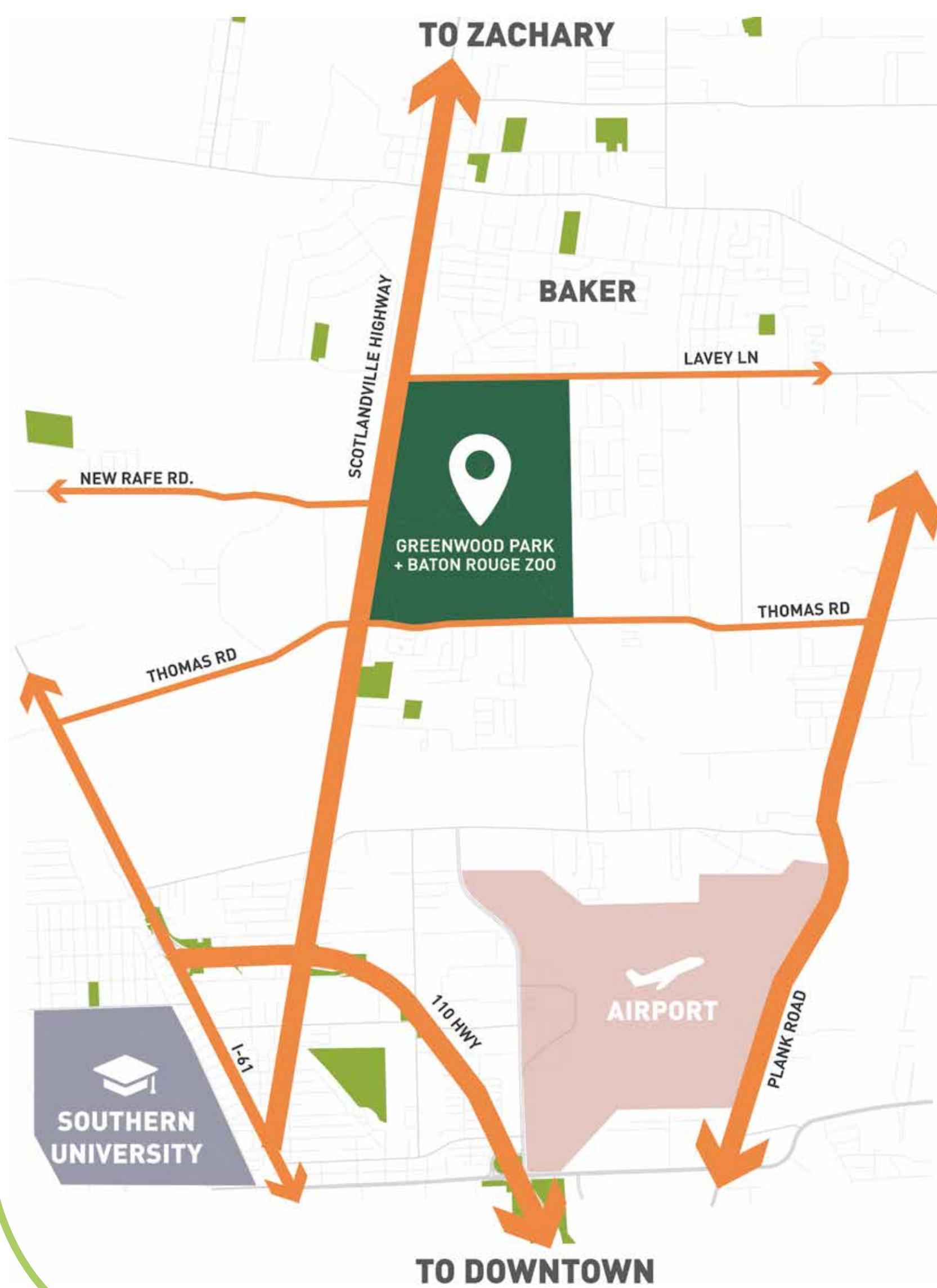
CATS Bus

Bus 52 connects Baker's residential neighborhoods to the northern side of the park. Bus 70 Connects students and downtown residents to the park's entrance on Scotlandville Highway.

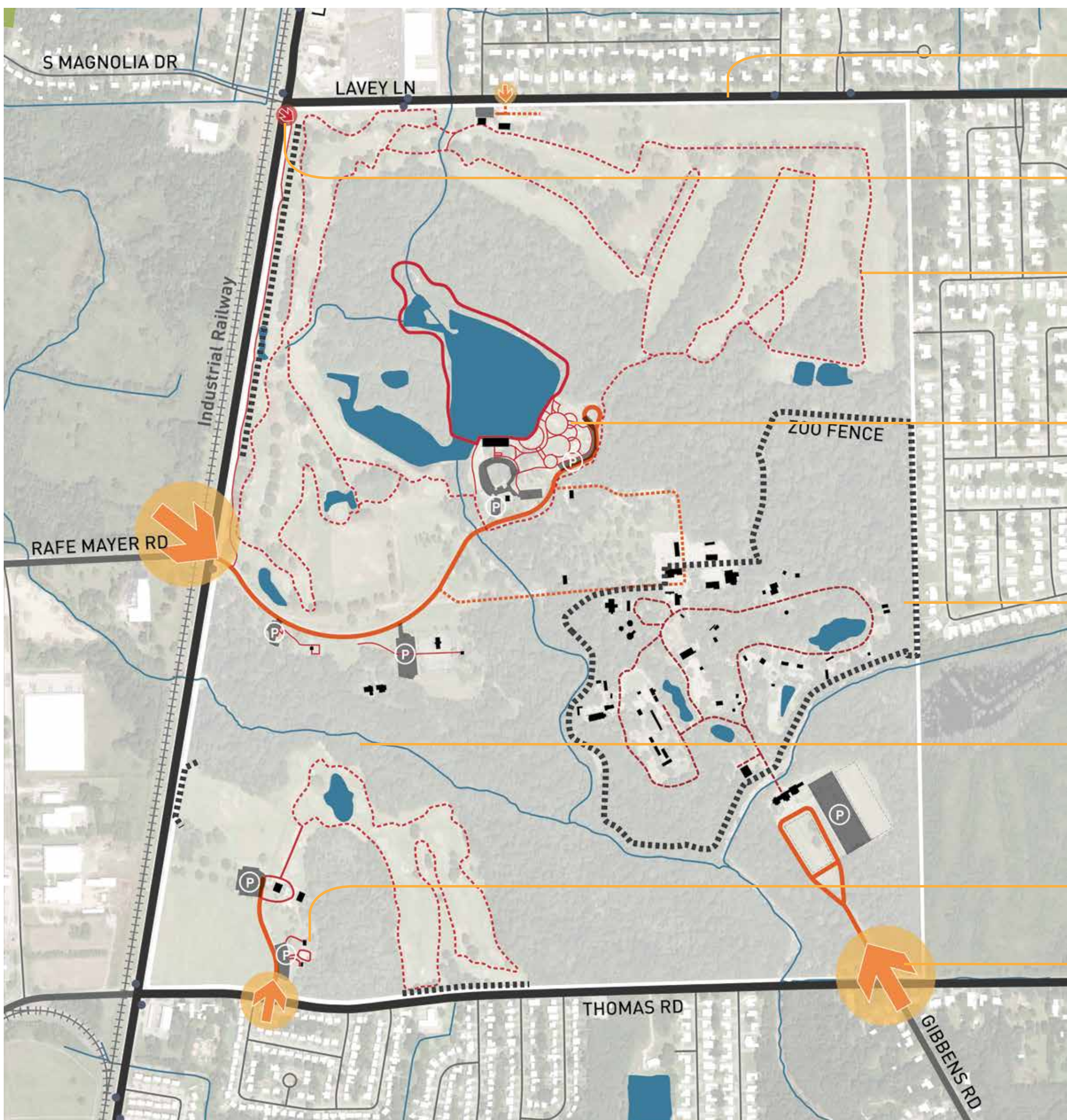


Trails and Sidewalks

Current walking/bicycle access to the park is very limited. However, there are numerous proposed and potential opportunities that could connect the park to the surrounding community and the larger parish trail network.



GETTING AROUND BR ZOO + GREENWOOD PARK



- Limited pedestrian and bicycle facilities along the edges of the park
- Virtually no pedestrian access into the park from surrounding neighborhoods
- Lack of accessible circulation in large portions of the park
- Main public space is isolated from community
- The zoo requires a hard boundary due to security requirements
- Natural features restrict pedestrian/cyclist circulation throughout the park
- Lack of connections between various program elements of the park
- Limited visibility of zoo entrance

- Car Entry
- Pedestrian Entry
- Parking
- Overflow Parking
- Vehicular Circulation
- Service Access
- Pedestrian Circulation
- Paid Access Circulation
- Fence Line
- Water

KEY TAKEAWAY

The park and zoo are well connected to the larger network of roads, routes, and trails throughout East Baton Rouge, but there are missing links into and through the park that limit this access.



Neighborhood Edge



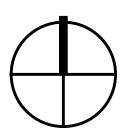
EDGE CONDITIONS

Park Edge Conditions

- Golf Course or Driving Range
- Zoo Entrance
- Community Sports Fields
- Unmaintained and Unprogrammed Forest
- Hatch Denotes Edge with Fencing

Neighborhood Edge Conditions

- Naturalized/ Public Undeveloped Land
- Undeveloped Private Land
- Rear/Side-yard Residential
- Front-yard Residential
- Commercial Lands
- Industrial Lands
- Hatch Denotes Land Separated by Train Line



0' 500' 1000' 2000'

12 EDGE TYPES

Opportunities



Commercial - Golf



Natural - Golf



Front Yard Residential - Golf



Rear/Side-yard - Golf



Rear/Side-yard - Unprogrammed Forest



Rear/Side-yard - Zoo Forest

- New Development Along Edges
- New Sidewalks and Bike Paths

- Ecological Connections
- Trail Access

- Greater Pedestrian Connections
- Community Based Program

- New Pedestrian Connections
- Potential Development Opportunity

- New Pedestrian Trail Connection
- Conservation Zones

- Ecological Connections
- Hydrological Connections



Private Undeveloped - Zoo Forest



Naturalized - Unprogrammed Forest



Front Yard Residential - Forest



Front Yard Residential - Community Program



Industrial Lands - Community Program



Naturalized - Golf

Opportunities

- Redevelopment Potential
- Hydrological Connection

- Ecological Connections
- Trail Access

- Greater Pedestrian Connections
- Community Based Program

- Greater Pedestrian Connections
- Community Based Program

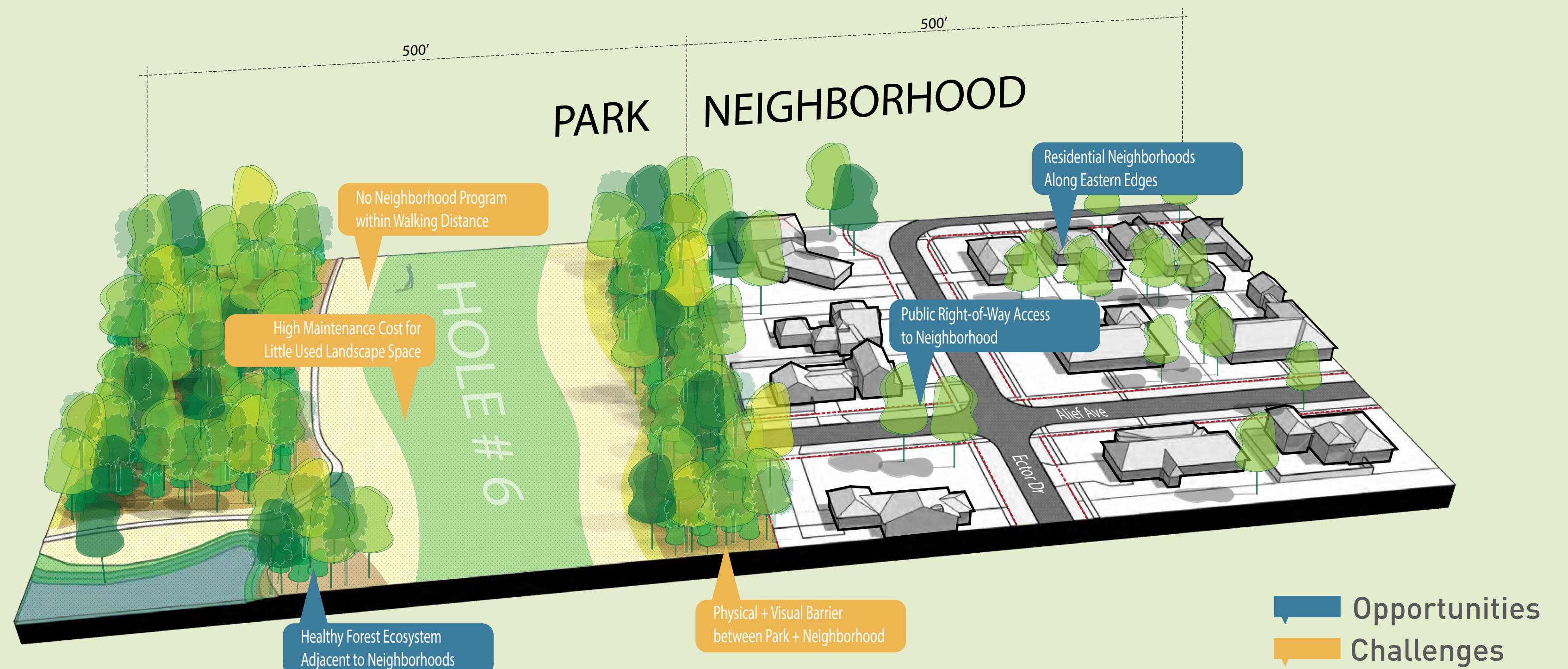
- Redevelopment Potential
- Sound Buffering

- Great Pedestrian Connections
- Sound Buffering

Neighborhood Edge

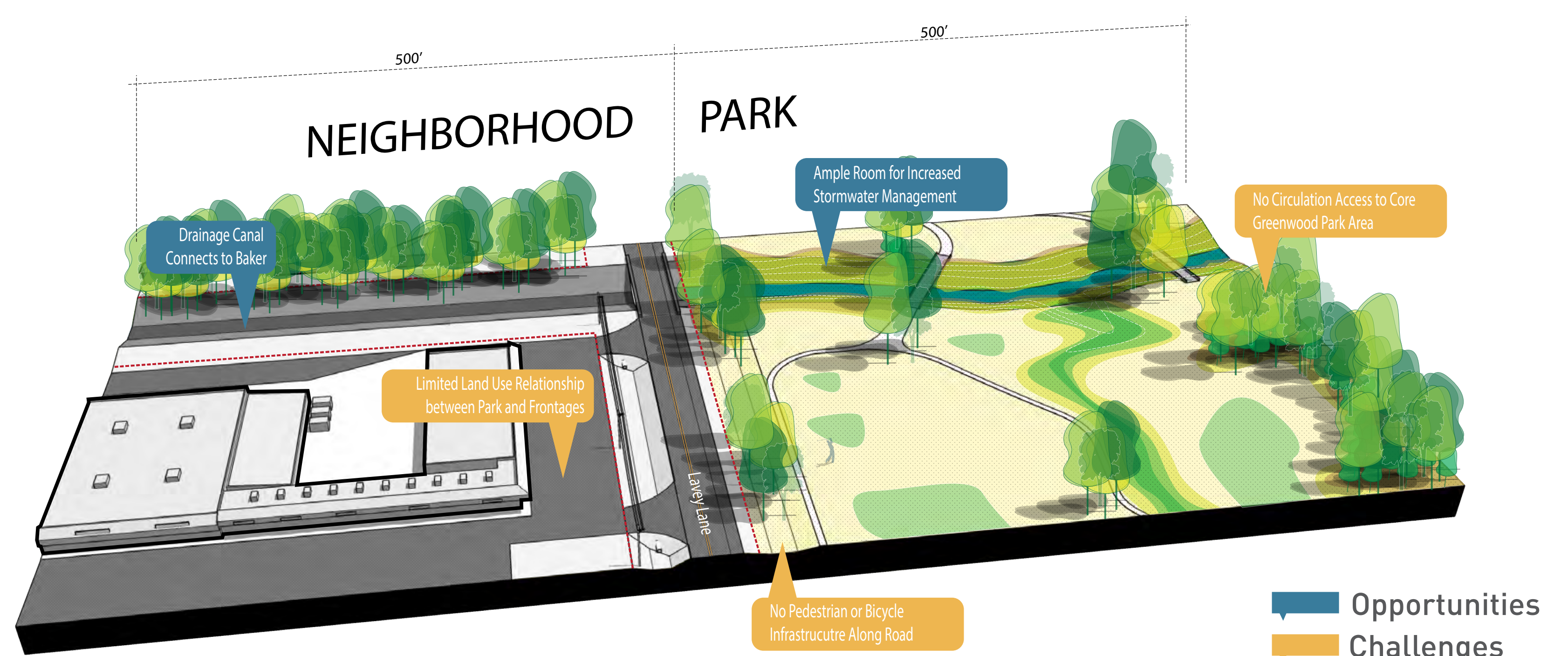
1 EASTERN EDGE

There are several opportunities to create new connections from the neighborhoods into the park at key moments providing the ability to walk and bike to the park. Additionally, new community program and trails could be added closer to where people live.



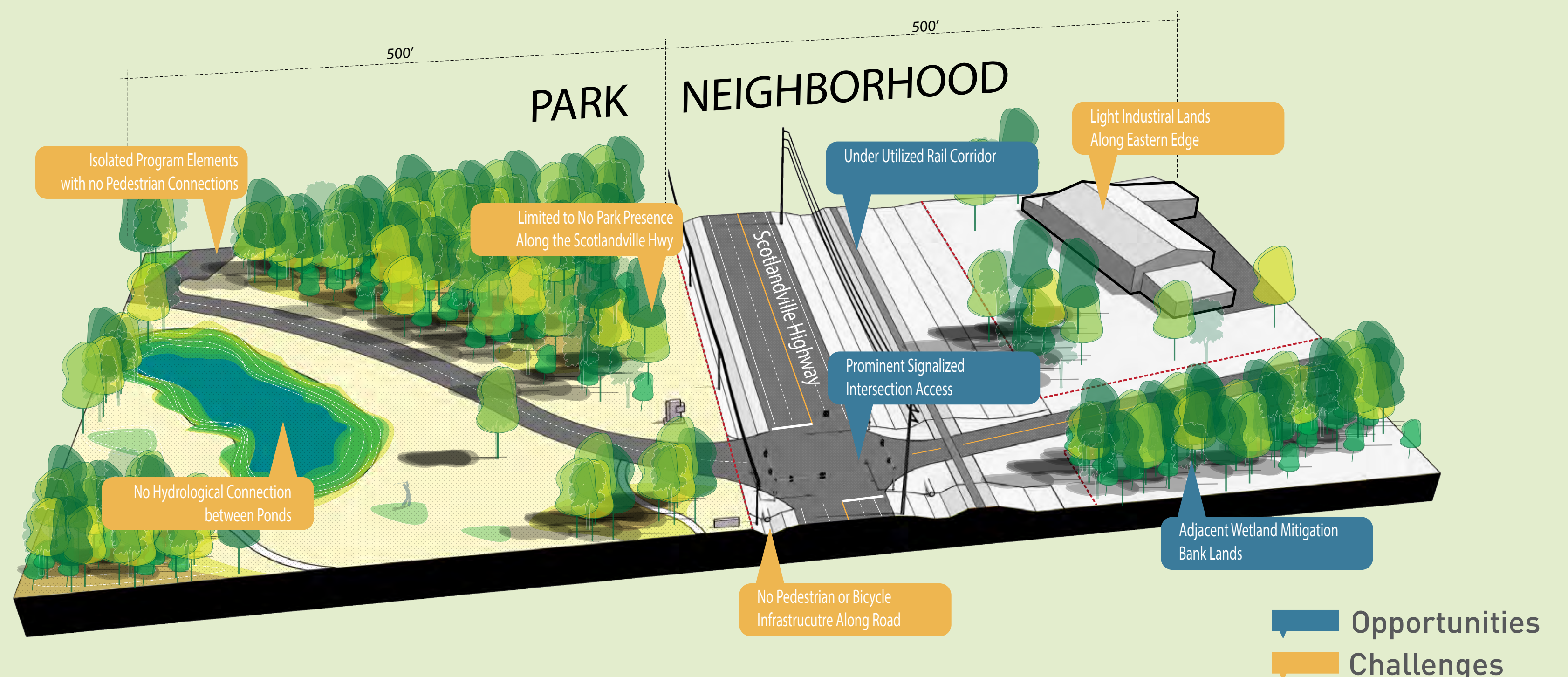
2 NORTHERN EDGE

The northern park edge has opportunities for new pedestrian infrastructure along Lavey Ln and connections into the adjacent neighborhoods. Additionally, expanded community programming, trails and stormwater management could take place here.



3 WESTERN EDGE

The main vehicular access road to the park could be more celebrated as an entrance to the zoo and park. Additionally, a great park presence could be created along the length of Highway-19 through increased pedestrian and bike connections.



4 SOUTHERN EDGE

Active sports facilities could receive upgrades to make them more usable and comfortable. Additionally, a stronger relationship between the park and the adjacent neighborhood could be created through pedestrian improvements and redevelopment.



Snapshot of BR Zoo Today

TYPICAL CONDITIONS

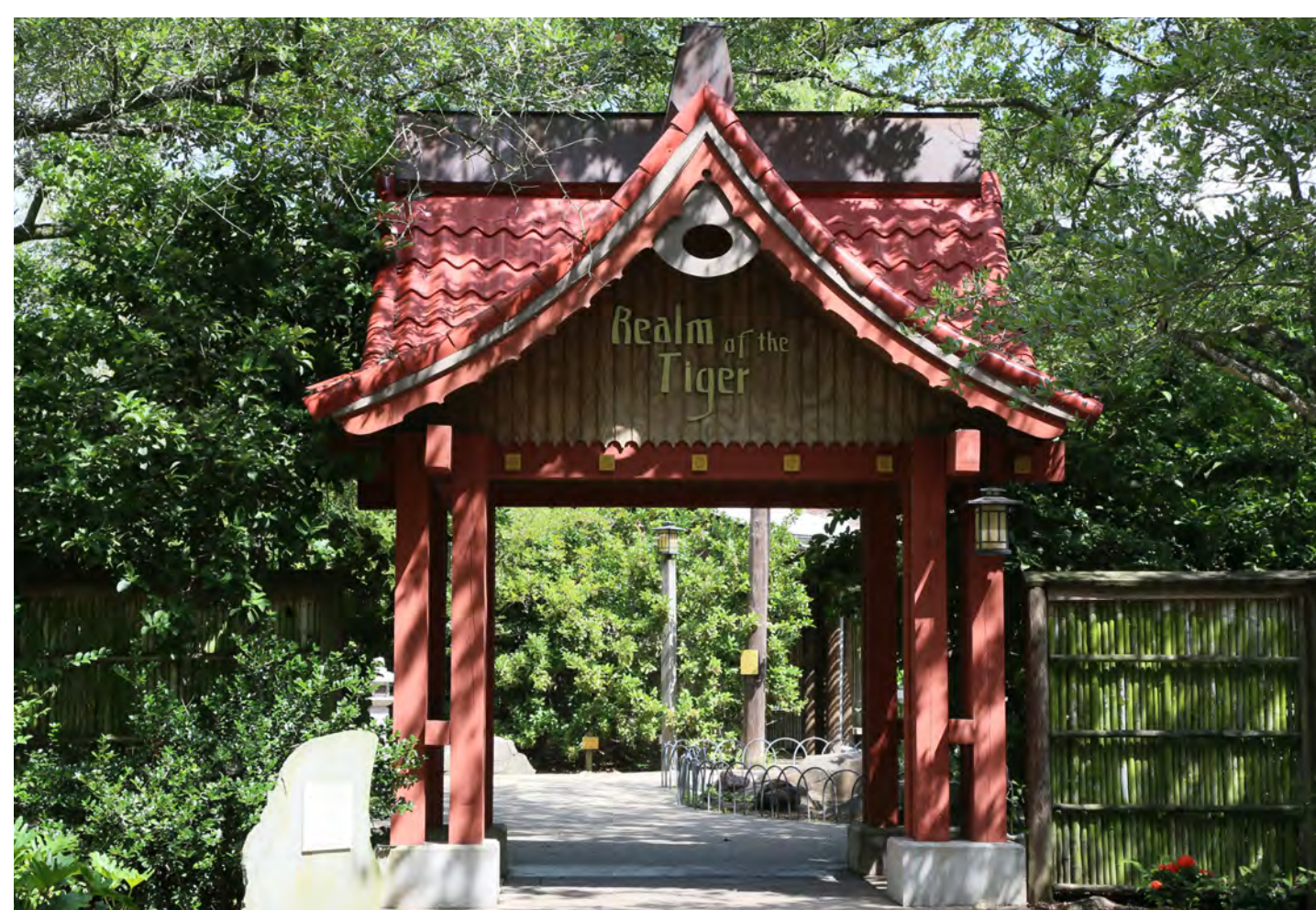
The Baton Rouge Zoo first opened to the public in early 1970. In the nearly 50 years since then, it has undergone only one major modernizing exhibit renovation. Comparatively, most premiere zoos undergo major renovations or improvements every 3-4 years to stay competitive and appealing to visitors. Many of the original design principles at the zoo are no longer representative of contemporary zoo design. That being said, the zoo has done an admirable job maintaining the grounds and animal welfare with the finances available to it.



MOST RECENT IMPROVEMENT



Before



After

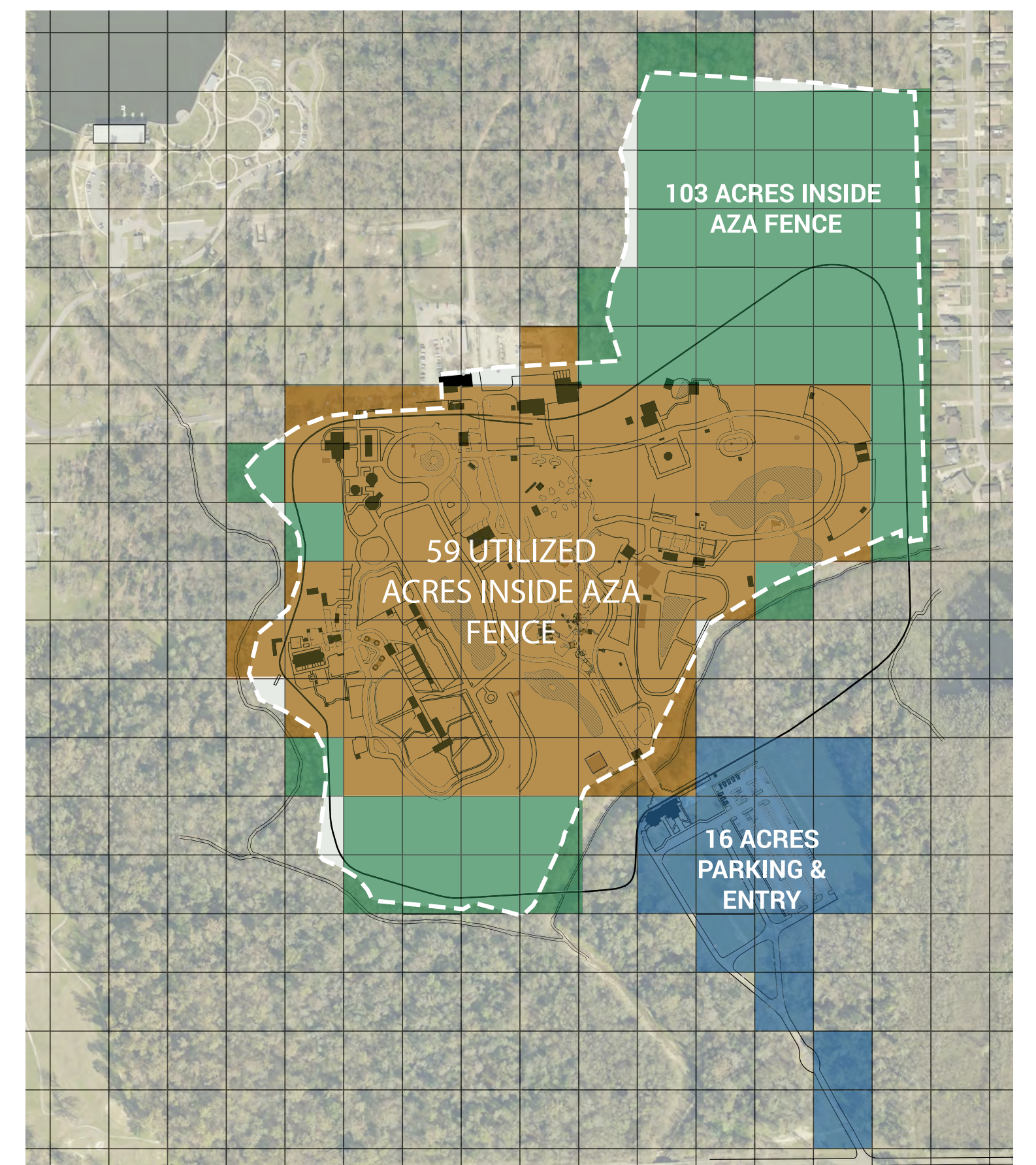
KEY TAKEAWAY

At nearly 50 years old, much of the zoo feels dated. With proper funding and design, the zoo has shown it can provide guests with a more engaging and contemporary zoo experience.



After

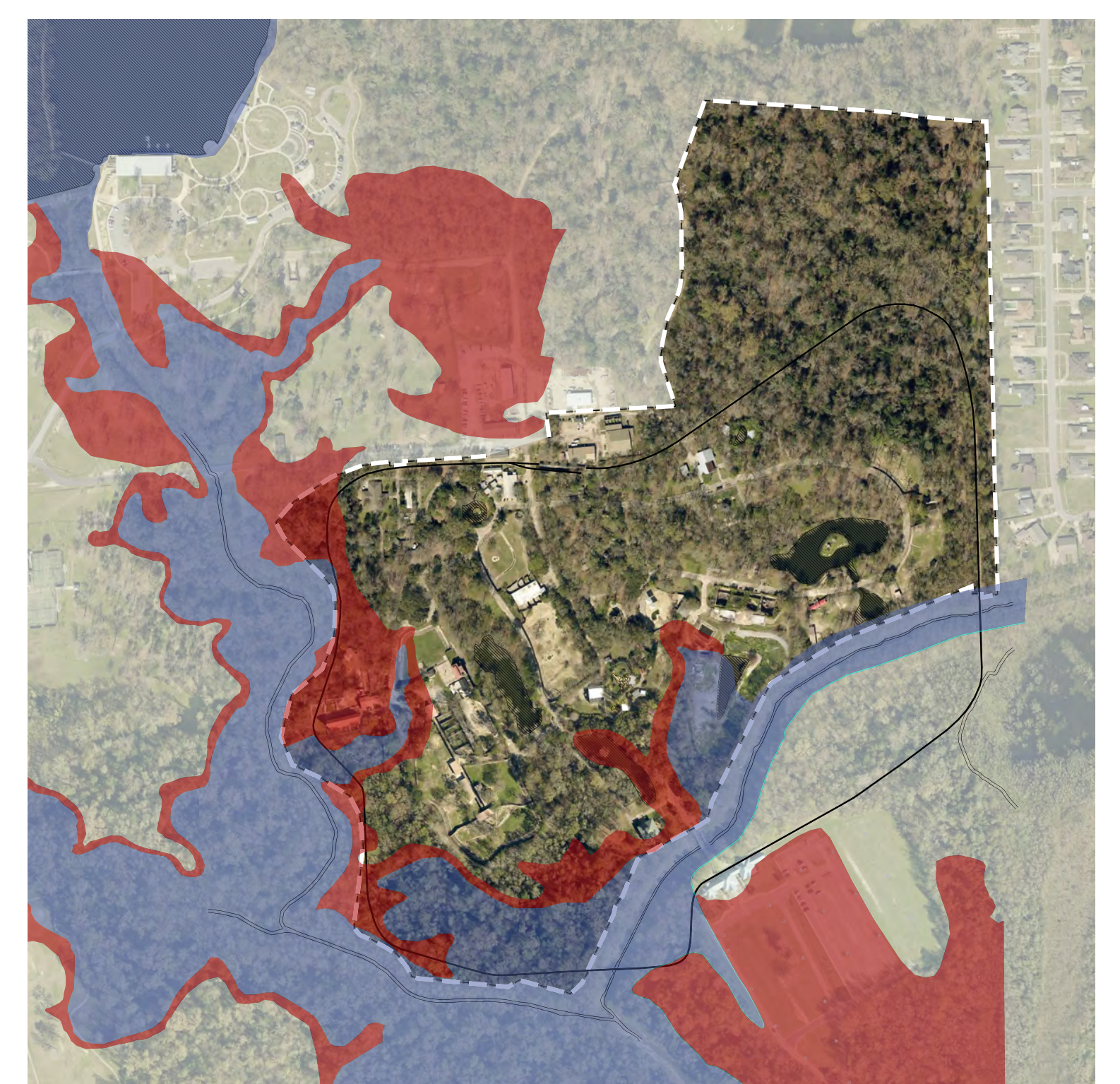
SITE ANALYSIS



Utilized Acres



Circulation



Hazard Zones

2

**GREENWOOD +
BR ZOO 101**

History

1940 - 1950

FROM ARTILLERY TO PLAYGROUNDS

1940-1945 - MILITARY USE

During WWII, what is now known as Greenwood Park was the Harding Field Ordnance Area and used for storing bombs and ammunition used in aircraft.



Clearing trees to create the Harding Field Ordnance Area, current day Greenwood Park. (Source: Louisiana Digital Library)



A view from Harding Field (now the Baton Rouge Airport) towards the ordnance area, which is where Greenwood Park is today. (Source: Louisiana Digital Library)

1948 - LAND PURCHASED BY PARK COMMISSION

The land for the park is purchased by the Recreation and Parks Commission for \$18,000.

At 663 acres, the new park was one of the largest parks in the country!

About 100 acres of the park's southwest corner was segregated, with the city's black residents only allowed access to this portion of the park.

The rest of the park was used for children's day camps (limited only to white residents) and leased for grazing for livestock.

2005 - 2011

BECOMING A RECREATION PARK

2005 - MAJOR IMPROVEMENTS PLANNED

Following BREC's Imagine Your Parks vision plan, major improvements are planned for Greenwood Community Park.

2007 - A PLAN FOR THE PARK

A master plan is developed for the park, which emphasizes the development of an activity hub by the lake.



Conceptual sketches for Greenwood Park's lakefront, from the 2007 Master Plan. (Source: Reich Associates)

2011 - GRAND RE-OPENING

The grand re-opening of Greenwood Community Park reveals major improvements to the park, including The Waterfront building, lakefront amphitheater, remodeled tennis center, boardwalk, playground, spray pad, dog park, and nature trail.

1940

1950

1950 - 1970

ESTABLISHING GREENWOOD PARK



Celebrating the opening of the J.S. Clark Memorial golf course on December 21, 1954. (Source: Morning Advocate)

1954 - GOLF COURSE OPENS

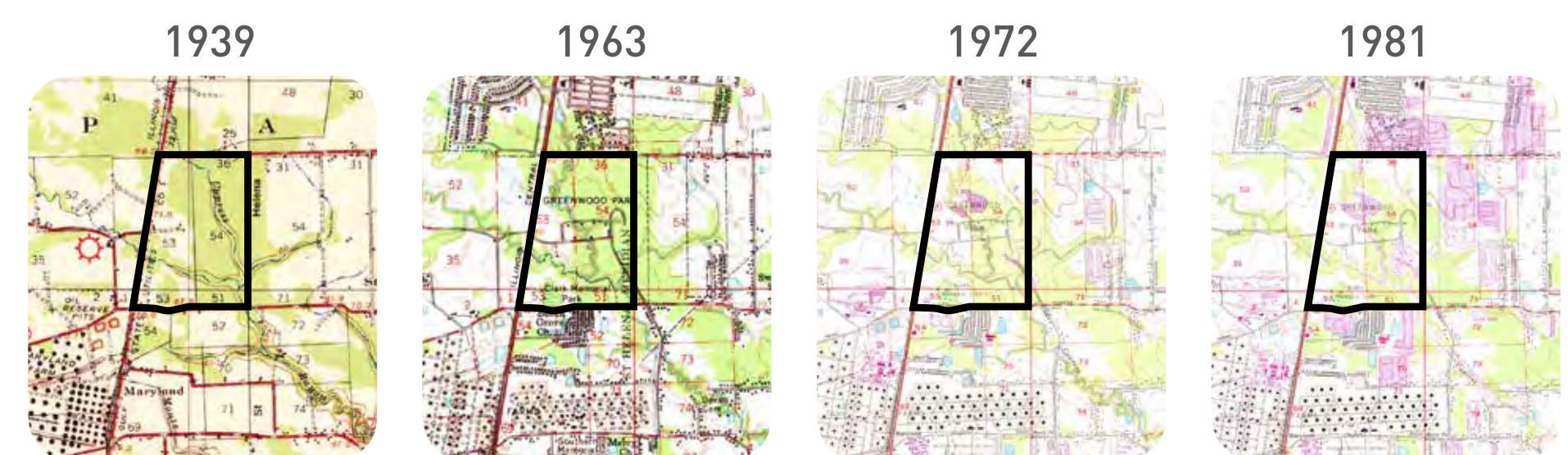
Catalyzed by the activism of black residents following an event where black men were refused entry to the exclusively white City Park Golf Course, a 9-hole golf course is opened at Greenwood Park.

J.S. Clark Memorial Park was the first course in Baton Rouge open to black golfers.

1960

1959 - LAKE EXCAVATION BEGINS

The excavation of the lake begins at Greenwood Park. The lake is expanded throughout the park's history -- you can see the lake growing in maps over the years:



(Source: USGS)

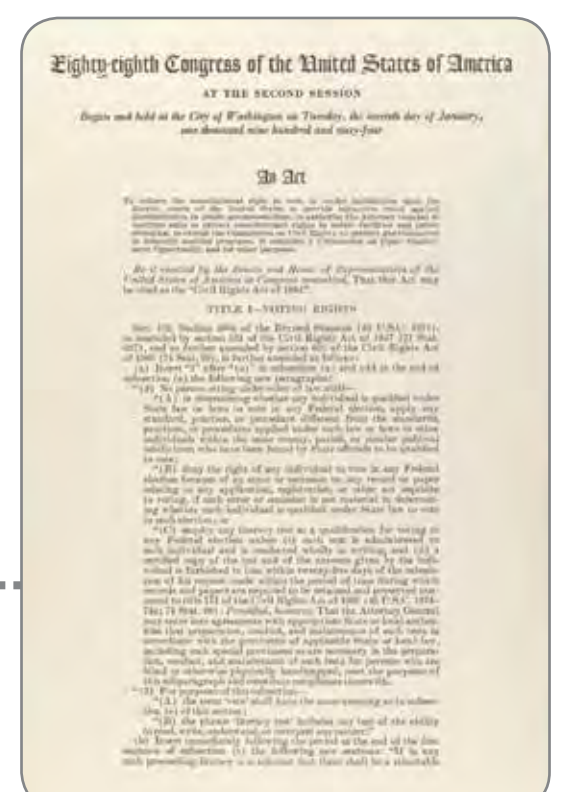
1970

1963 - SECOND GOLF COURSE OPENS

9-hole course Greenwood Golf Course opens. (A second 9 holes was completed in 1967, and the course was renamed Woody Dumas Memorial Golf Course in 1993.)

1964 - PARK IS DESEGREGATED

Following the Civil Rights Act of 1964, which prohibits racial segregation in public spaces, the segregated areas of Greenwood Community Park are combined.



The Civil Rights Act

1980

1990

1970 - THE ZOO OPENS

Grand opening of the first phase of the zoo, as an integrated facility.



Elephant and train at the Baton Rouge Zoo, 1970. (Source: Louisiana State Library.)

2000

2010

2017 - TODAY

WRITING THE NEXT CHAPTER

2017 - STARTING TO REIMAGINE GREENWOOD

Through the "Reimagined Greenwood Park" process led by BREC, the East Baton Rouge Parish Community begins to express their desires and concerns for the future of Greenwood Community Park.

2018 - MASTER PLAN ANNOUNCED

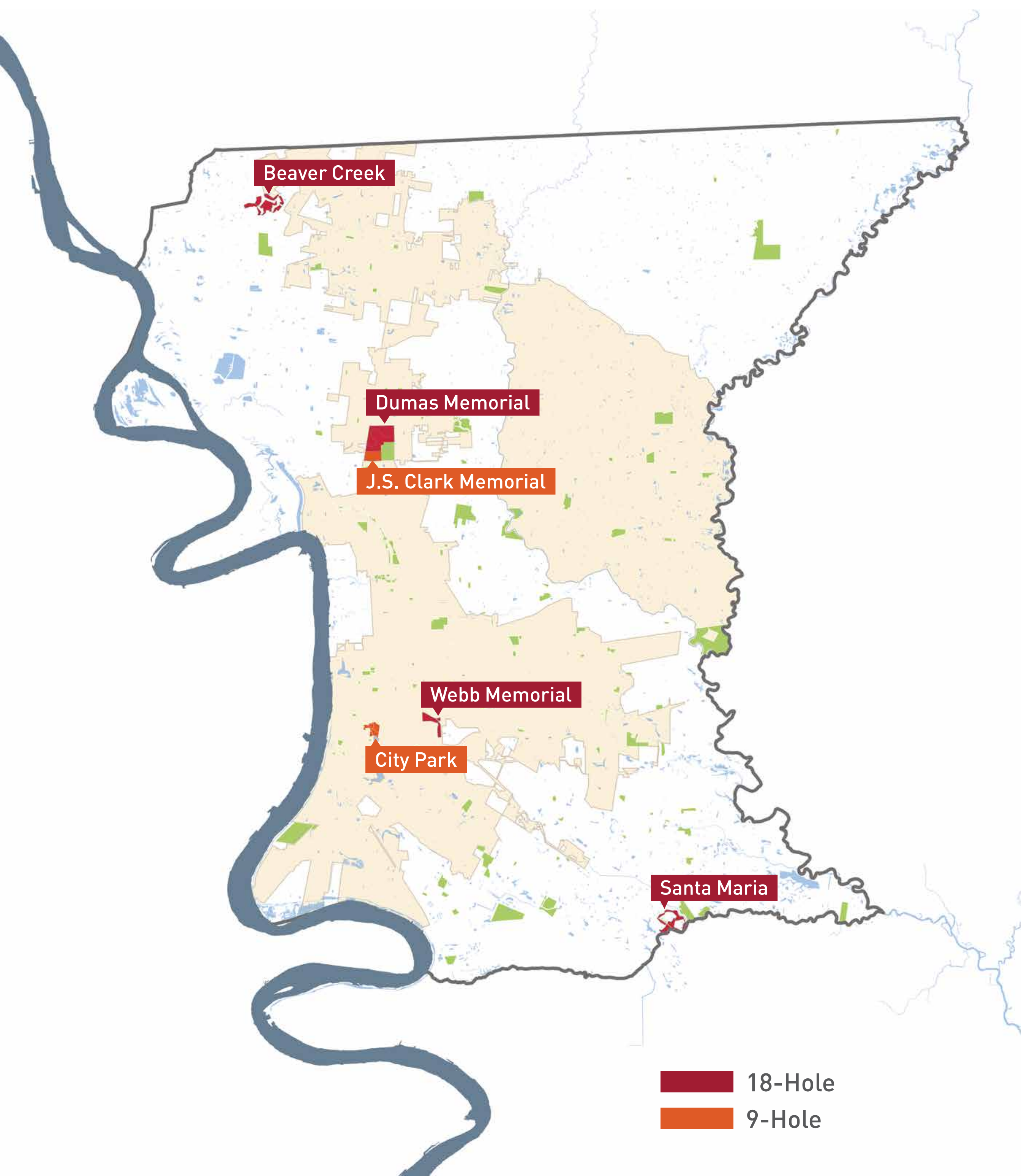
BREC announces plans to kick off a master plan for Greenwood Community Park and the Baton Rouge Zoo, with the Baton Rouge Zoo maintained at its current location.

2019 - TODAY!

Kick-off of the master plan for Greenwood Park and Baton Rouge Zoo!

Golf Courses

BREC GOLF



In December 2014, a financial study and review of operations for all BREC golf courses was presented by the National Golf Foundation.

This report by the National Golf Foundation recommended combining Woody Dumas Memorial and J.S. Clark golf courses for greater efficiency and pointed out that the current facilities duplicate services.

The report also identified major facility infrastructure issues at Dumas Golf Course, especially related to irrigation and drainage, and estimates that the golf course needs at least \$850,000 in improvements to become marketable. Current estimates for these improvements are over \$1,000,000.

DID YOU KNOW?

J.S. Clark Memorial Park hosts the Baton Rouge chapter of The First Tee.

The First Tee's mission is to impact the lives of young people by improving educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.



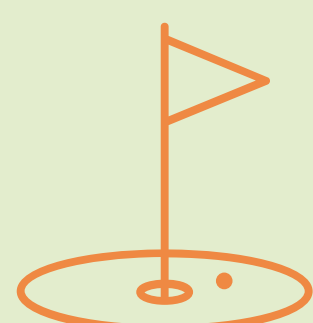
(Source: The First Tee of Baton Rouge Website)

KEY TAKEAWAY

From 2013 to 2017, Dumas Golf Course required \$2,374,986 in operating subsidies from BREC, that averages \$474,997 per year. J.S. Clark required a 5-year subsidy of \$690,390, or \$138,078 per year.

BY THE NUMBERS

Findings from the 2014 study of BREC golf courses:



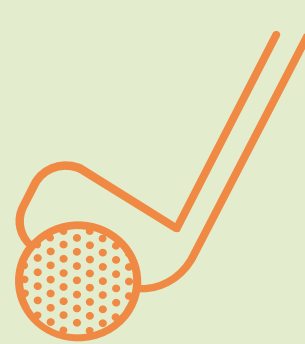
189

of holes of golf in EBR Parish



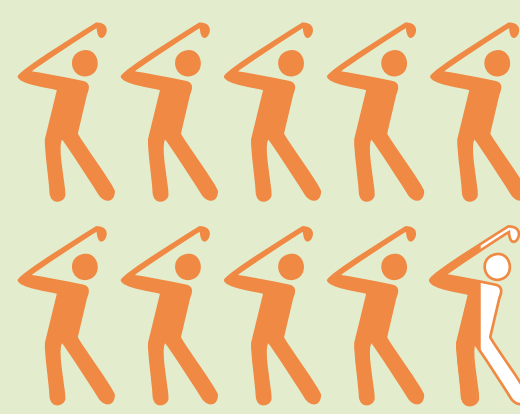
12,134

of rounds of golf played at Dumas Memorial in 2018



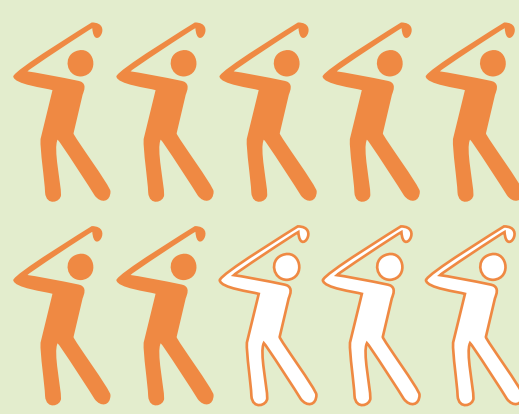
3,518

of rounds of golf played at J.S. Clark Memorial in 2018



94%

% of golfers who use BREC's golf courses who are male



70%

% of golfers who use BREC's golf courses who are over 50



2

of footgolf courses in EBR Parish (J.S. Clark Memorial + City Park)



-\$474,997

average annual loss from operations for Dumas Golf Course between 2013 and 2017



-\$138,078

average annual loss from operations for J.S. Clark Golf Course between 2013 and 2017



\$27

weekday fee for golf and cart rental at Dumas Memorial



\$26

weekday fee for golf and cart rental at J.S. Clark

Ecology

GREENWOOD'S DIVERSE ECOSYSTEMS

BENEFITS ISSUES

Invasive Species

Invasive species are not naturally found in the region, but rather have been introduced by people. Some invasive species can grow quickly and spread causing damage to natural ecosystems and causing maintenance problems. In Greenwood, invasive plants include the Chinese Tallow and Water Hyacinth.

Native Species

Native plants are those that occur naturally in the region and offer many environmental and human benefits. Greenwood is home to several different types of micro-ecosystems.

Programmed Park Space

- Recreation + Fitness + Community
- Limited Ecological Function
- Urbanized Runoff

Bayous

- Habitat + Recreation
- Flooding + Erosion

Riparian Wetlands

- Wildlife Habitat
- Flood Storage + Water Cleansing
- Birding
- Invasive Species

Greenwood Park Lake

- Water Recreation + Fishing
- Flood Storage
- Sedimentation
- Eutrophication (less oxygen in the water, which is negative to water health)

Herbaceous Wetlands

- Wildlife Habitat
- Flood Storage + Water Cleansing
- Birding / Amphibian Breeding Pools
- Invasive Species

Bottomland Hardwood Forest

- Wildlife Habitat
- Flood Storage + Water Cleansing
- Birding
- Invasive Species

Upland Forest (Beech-Magnolia)

- Wildlife Habitat
- Birding
- Habitat Fragmentation
- Invasive Species

SPECIES FOUND IN GREENWOOD

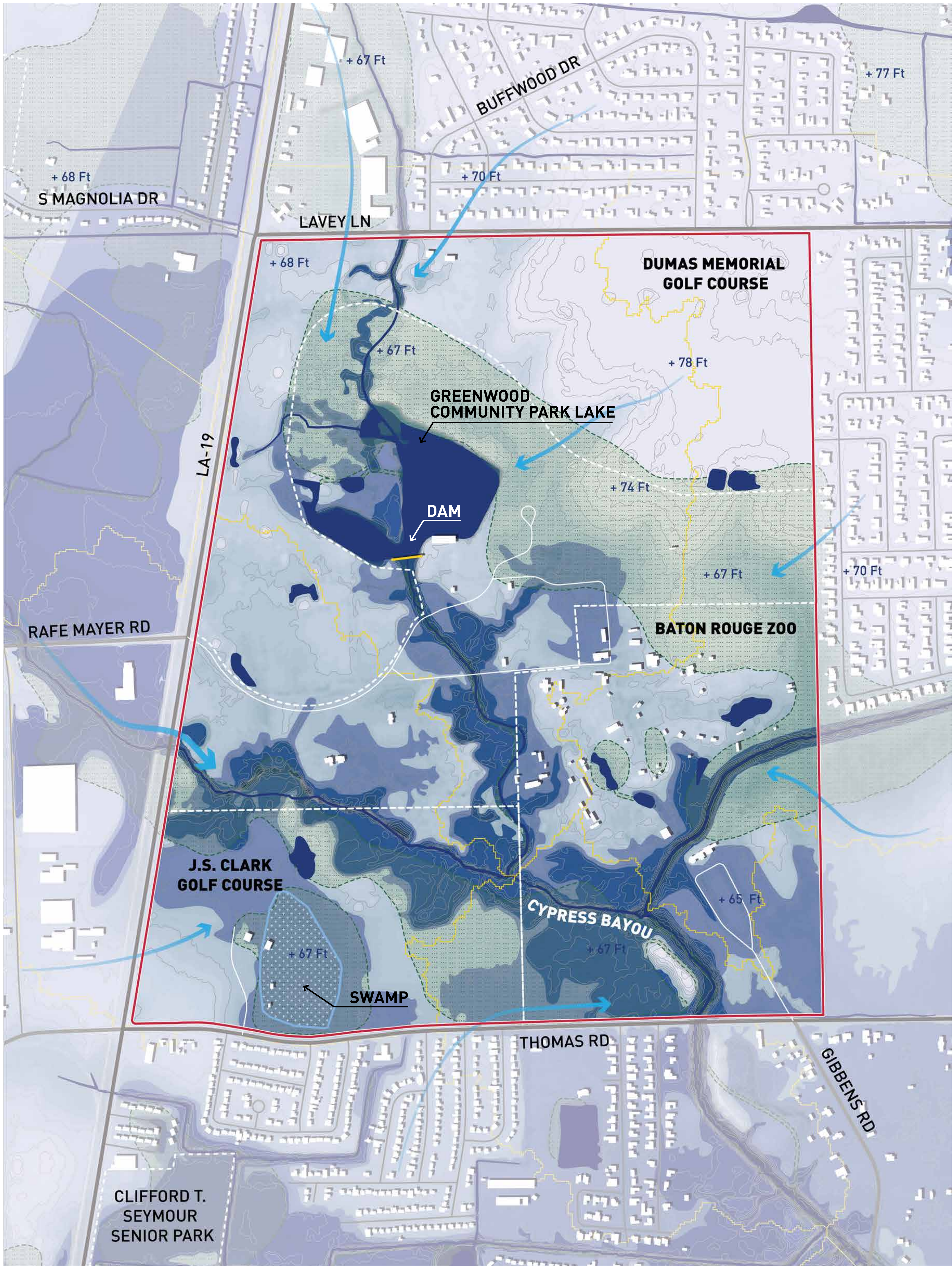
Did you know?

In Baton Rouge, Greenwood Park is one of the best places for **birding**. Beyond that, you can observe even more! This is just a **small sampling** of what people have seen in Greenwood. Try to find them on your next visit!



Hydrology

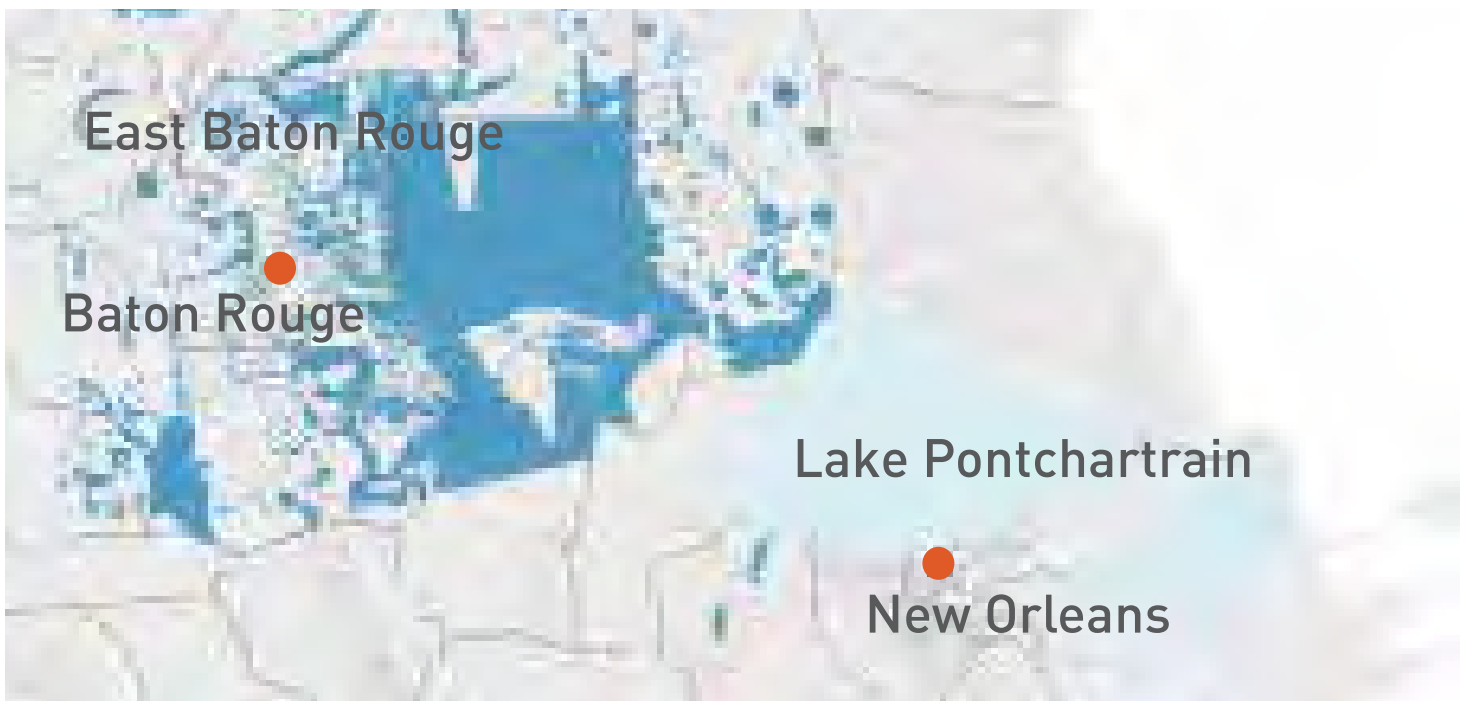
FLOOD RISK



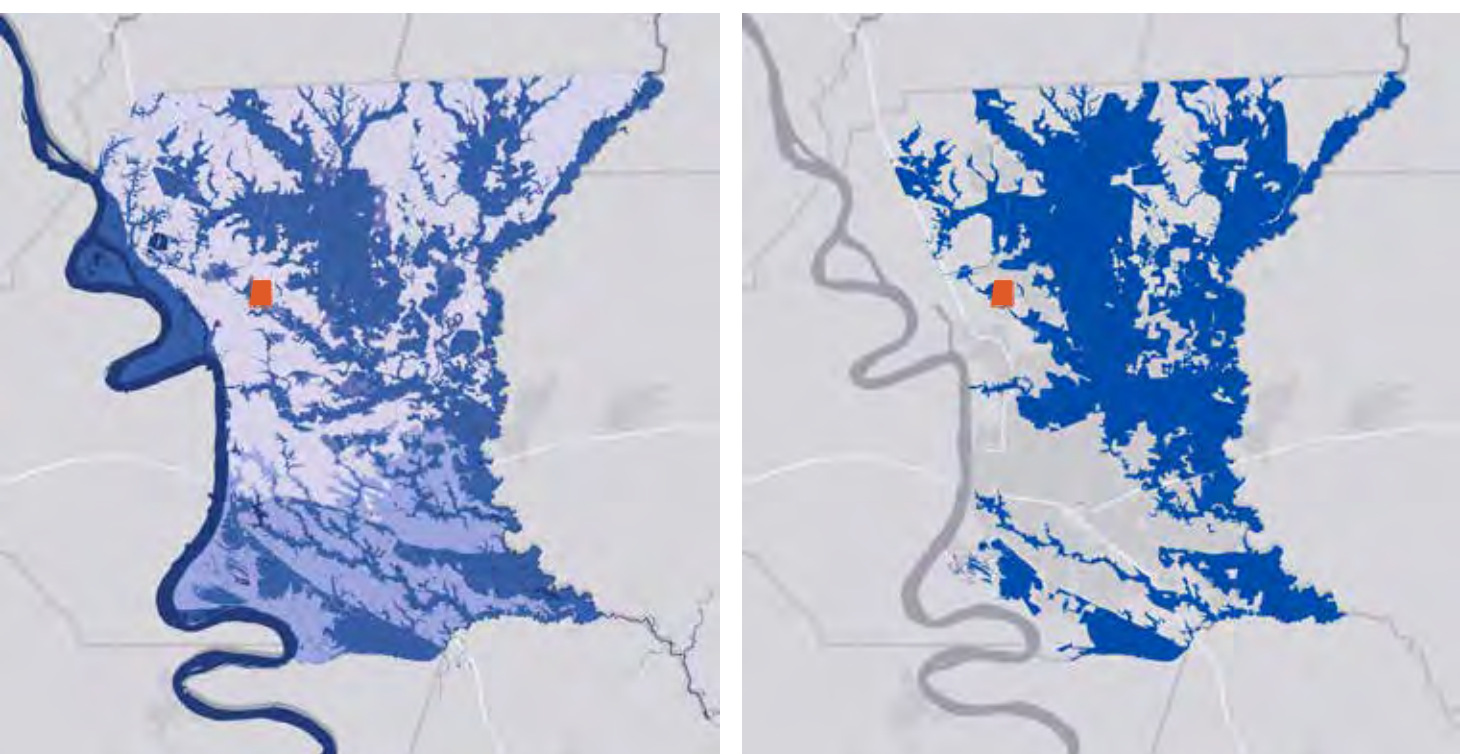
REGIONAL

HYDROLOGY

Regional Flood Influence



Extent of 2016 Flood



- FEMA Flood Plain Map
 - Waterbody
 - 100-Year Floodplain
 - 500-Year Floodplain
 - Area Protected by Levee
 - Area without Flood Risk
- 2016 Flood Influence Map
 - Baton Rouge Flood Area in 2016

The 2016 Flood resulted from a “1,000-year” rainstorm that fell over 2 days. The heavy rain overwhelmed local creeks and drainage. All the water flowed into large rivers like the Amite, Comite and Tangipahoa. The overflowing rivers caused widespread flooding.

It is possible to reduce future flooding by creating areas to temporarily hold water when it rains. These **Flood Storage Areas** can temporarily fill with water in a rainstorm. When heavy rains subside, the water can be slowly released back into creeks, streams, and local infrastructure. An added benefit of flood storage areas is that they also improve **Local Biodiversity** by providing a welcoming home to local wildlife and birds.



Greenwood Park Water Level in 2016 Flood

KEY TAKEAWAY

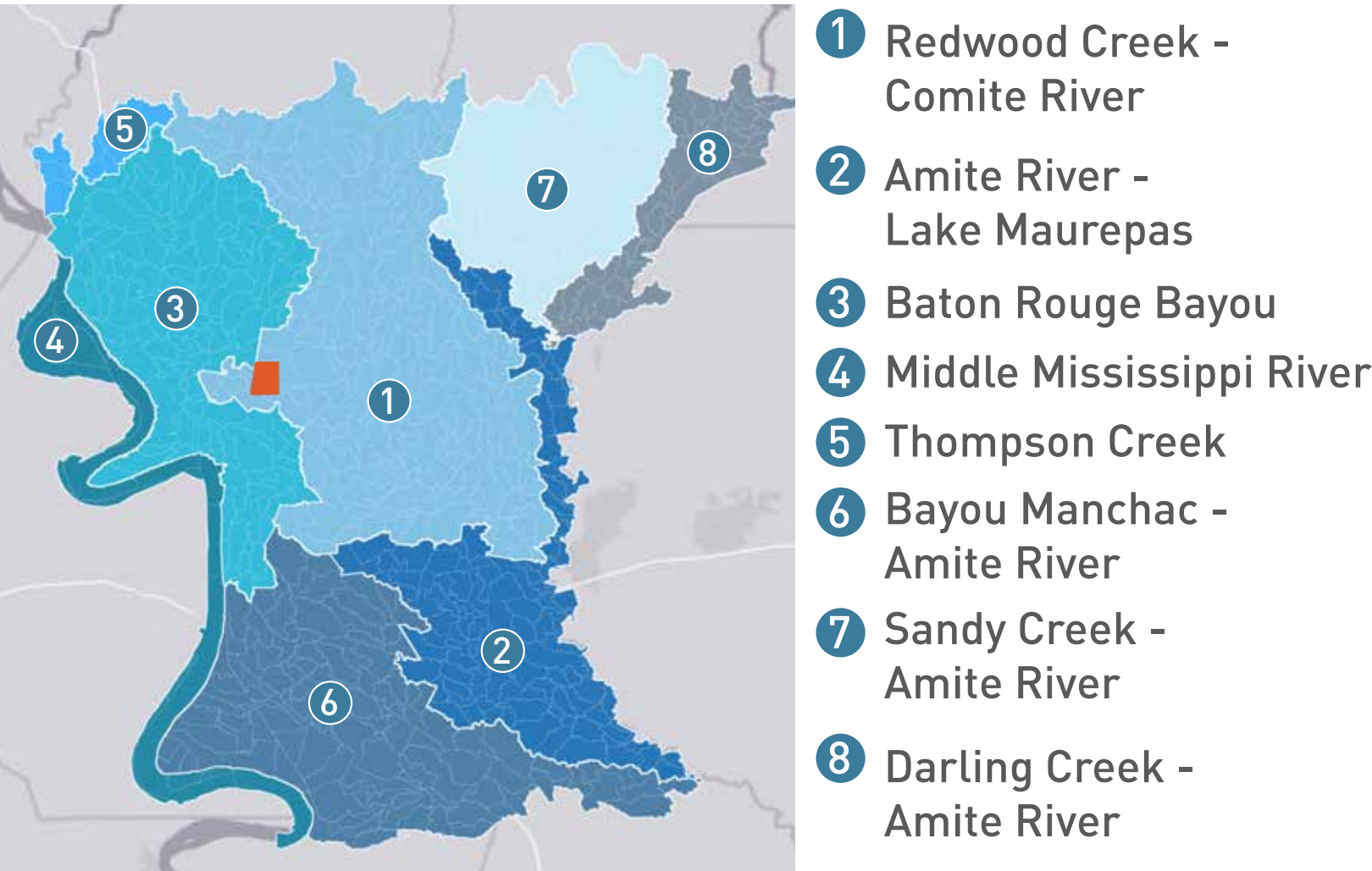
Greenwood Park and Baton Rouge Zoo are partially located in a floodplain and receive runoff from adjacent land. There is potential to help with flood storage and water cleansing for the community nearby and downstream within its watershed.



- Watershed
- Stormwater flow
- Wetland Zone defined by National Wetlands Inventory*
Wetland systems hold water but also clean and filter it. Forested areas can hold more water than unforested areas.
- Waterbody
- 100-Year Flood Plain
1% Chance of flooding each year.
- 500-Year Flood Plain
0.2% Chance of flooding each year.

* Wetland areas shown are from the National Wetlands Inventory and based on aerial photography. On-the-ground delineation will be necessary to determine the extents of jurisdictional wetlands.

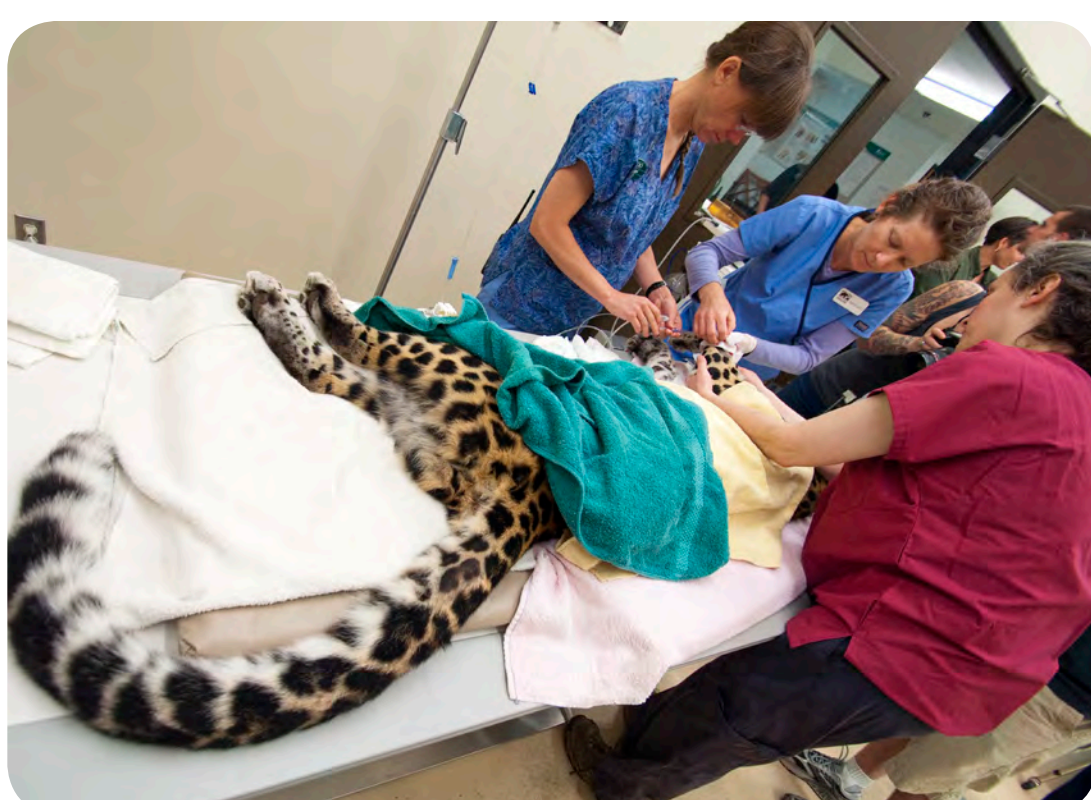
Regional Watershed



Watershed defines the area where rainfall drains to a particular waterbody. Greenwood is located within the Redwood Creek - Comite River Watershed, and can impact the downstream within this watershed in terms of water quality and runoff volume.

What Makes a Modern Zoo?

ATTRIBUTES



Iconic and culturally unique facilities

- that promote fun learning experiences focused on conservation
- that accommodate a variety of uses during the day and after hours
- that appeal to the community as destination event centers

Exciting and immersive exhibits

- that display a diverse animal collection with dignity
- that are organized zoogeographically or bioclimatically, as in nature
- that contain seamlessly embedded visitor service facilities

Logical master planning and organization

- with a dramatic entry sequence that navigates visitors to the zoo
- with adequate parking for daily and high peak visitation
- with an iconic, comprehensive entry complex to welcome visitors
- with facilities that are laid out to respond to proper visitor pulsing
- with animal and visitor needs and enhancements properly balanced
- with clearly organized circulation hierarchies to assist navigation
- with multi-modal circulation such as trams, trains and other vehicles
- with service zones clearly separated from the visitor experience

Dedication to conservation and animal welfare

- by maintaining accreditation from the AZA
- by exceeding standards for modern animal health and management facilities
- by providing a safe environment with a secure perimeter
- by educating visitors about our natural world and its inhabitants

KEY TAKEAWAY

By meeting and exceeding common industry standards and modern trends, the Baton Rouge Zoo could be comparable to some of the nation's best zoos.

ACCREDITED BY THE
**ASSOCIATION
OF ZOOS &
AQUARIUMS**



World Association of
Zoos and Aquariums
WAZA | United for
Conservation



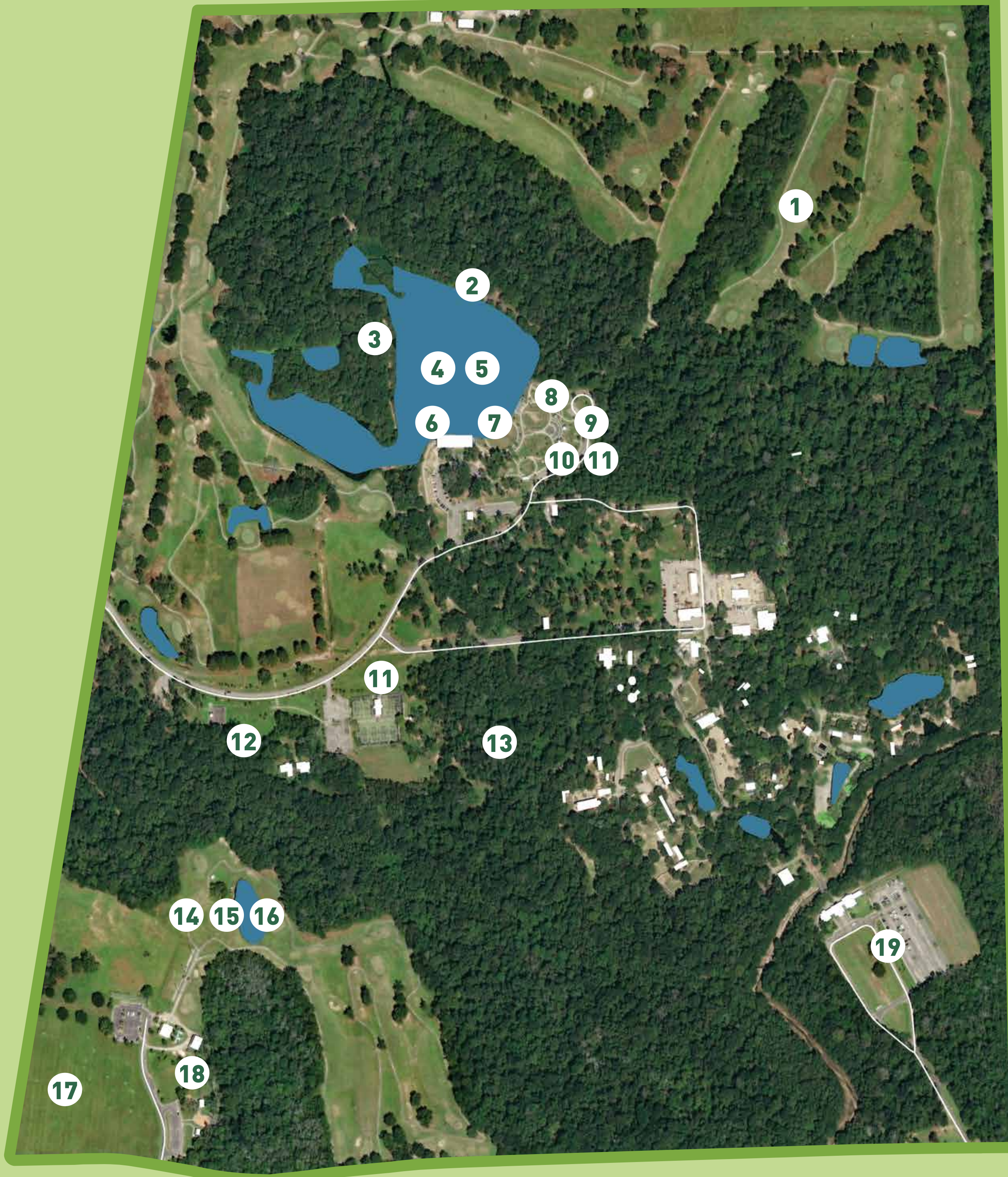
United States
Department of
Agriculture

3

**WHAT DO YOU
WANT TO DO AT
GREENWOOD?**

Park Program

EXISTING AMENITIES AT GREENWOOD PARK



- ① 18-Hole Golf Course
- ② Lakeside Deck
- ③ Lake Trail
- ④ Boat Rentals (Kayak/Canoe/Paddleboard)
- ⑤ Fishing
- ⑥ Waterfront Building (Cafe/Event Space)
- ⑦ USO Amphitheater
- ⑧ Senior Fitness Playground
- ⑨ Splashpad
- ⑩ Playground
- ⑪ Tennis Center
- ⑫ Dog Park
- ⑬ 18-Hole Disc Golf Course
- ⑭ 9-Hole Golf Course
- ⑮ Driving Range
- ⑯ Footgolf
- ⑰ Soccer Fields
- ⑱ Playground
- ⑲ Zoo

THE FUTURE GREENWOOD PARK

As part of the “Reimagined Greenwood Park” process in 2017, BREC conducted a survey that received 724 responses.

The top programs chosen were:

- 1. Adventure Playground
- 2. Water Park
- 3. Fishing and Paddling Lake
- 4. Conservation Area/Nature Trails
- 5. Camping Area
- 6. Zip Line

With the decision to keep the Baton Rouge Zoo in its current location and the kick-off of a new master plan process, we want to know what programs are your top choices for the future Greenwood Park.

What activities are part of your perfect day at the future Greenwood Park? Tell us on the gameboard • - - - - -

TAKE YOUR TURN AT THE GAMEBOARD:

1

Take 15 gumballs



2

Use the gumballs to vote for the programs and activities you want to see at the future Greenwood Park.

4

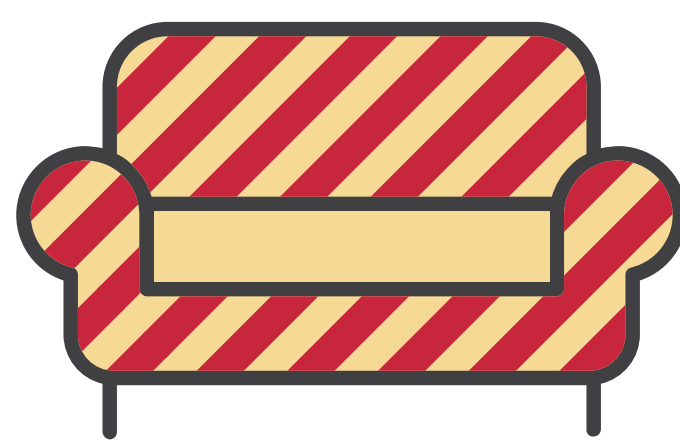
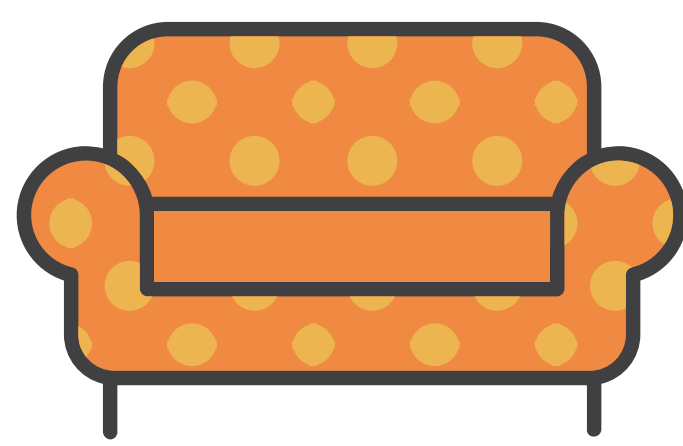
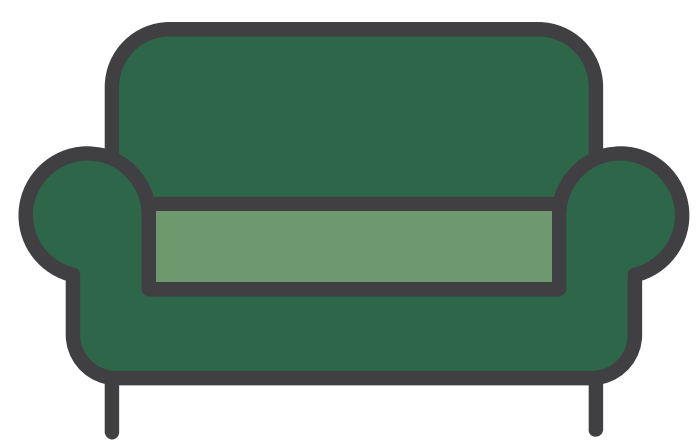
**GREENWOOD
+ BR ZOO
COMMUNITY
INSTAGRAM**

Community Instagram

YOUR FUTURE EXPERIENCE

At Station 3 you told us about the programs and activities you wanted at the park and zoo. This station is all about the park and zoo's **character**.

Imagine picking out a couch for your living room:

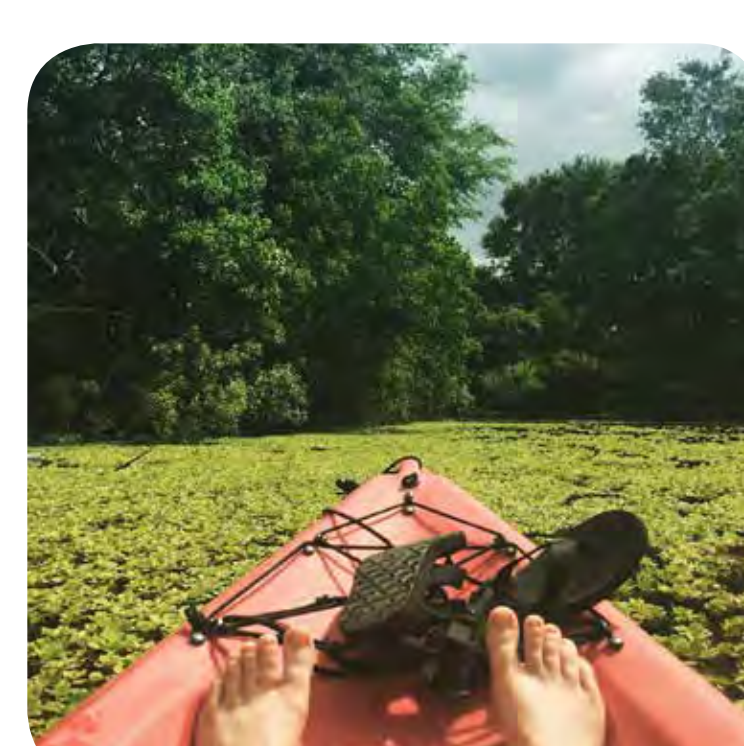
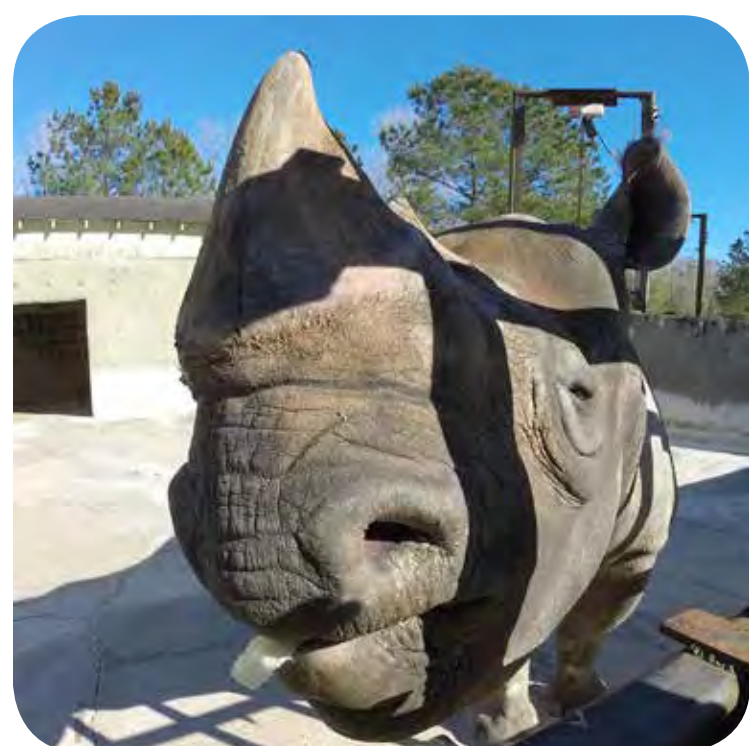
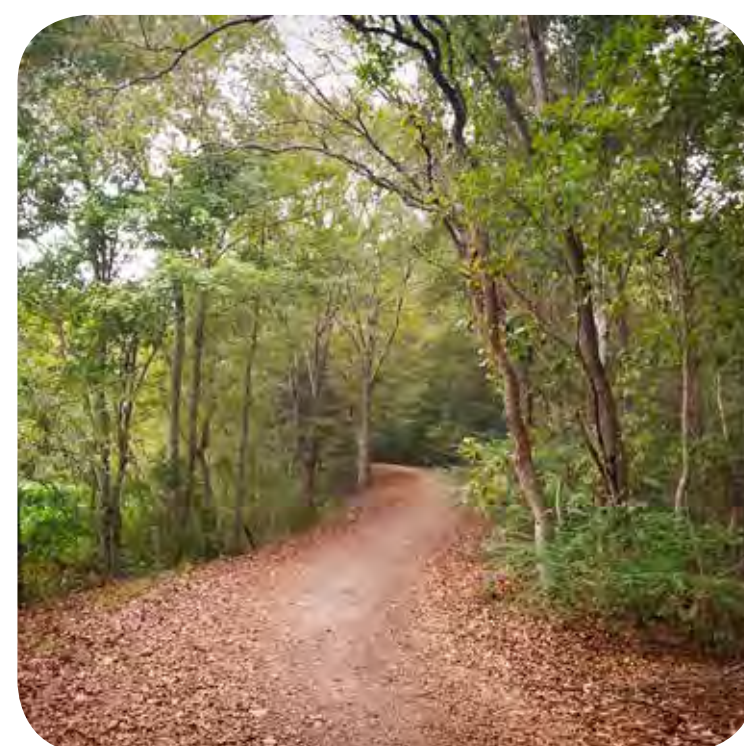


All three couches provide a comfy seat, but they each have a different style and character.

What kind of character do you want the future Greenwood Park and Baton Rouge Zoo to have?

What is the character of the park and zoo today?
Here are some snapshots you've captured on Instagram!

📍 Greenwood Park + Baton Rouge Zoo

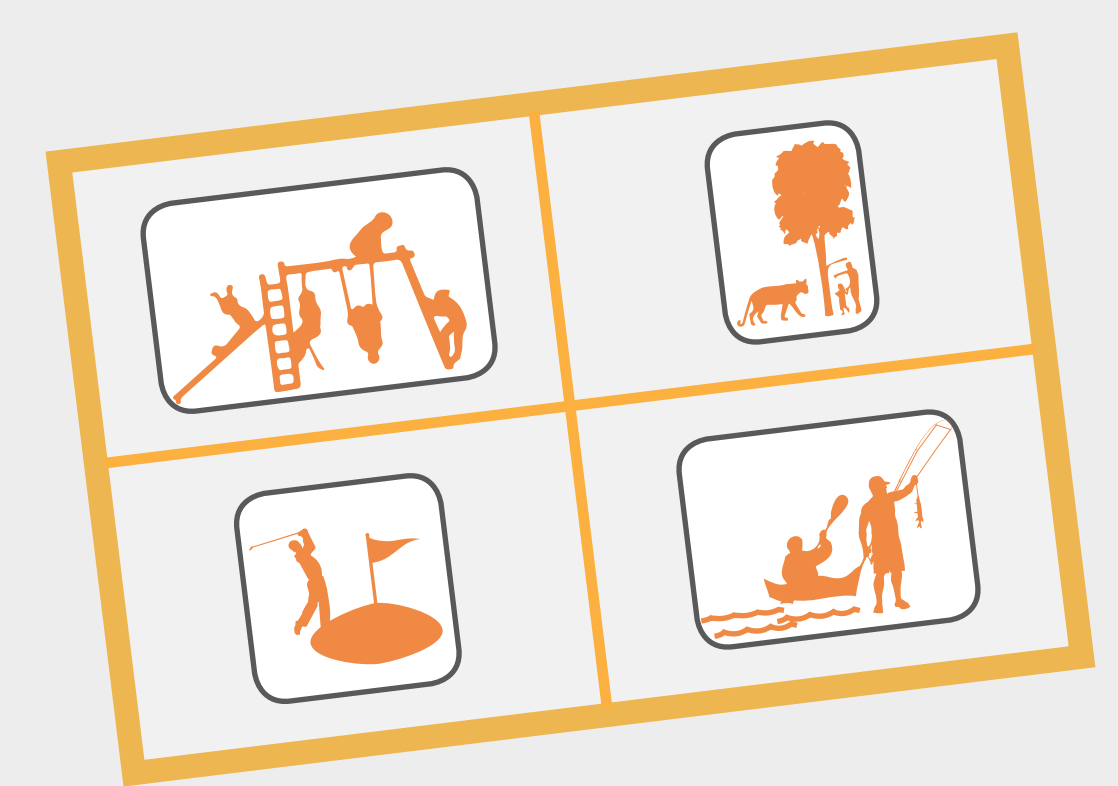


SHARE YOUR IDEAS



1

Grab a personal board



2

Pin 4 images that capture your ideal experience



3

Share your picks! Take a photo of your board

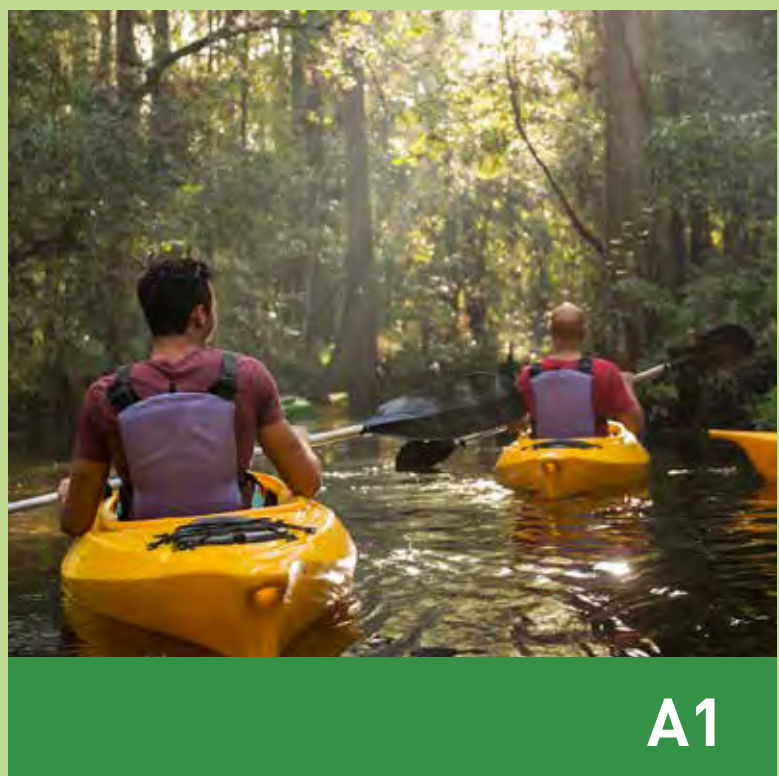
#MyBRzoo
#MyGreenwood



4

Keep gathering inspiration
- tag other images on social media with #MyGreenwood

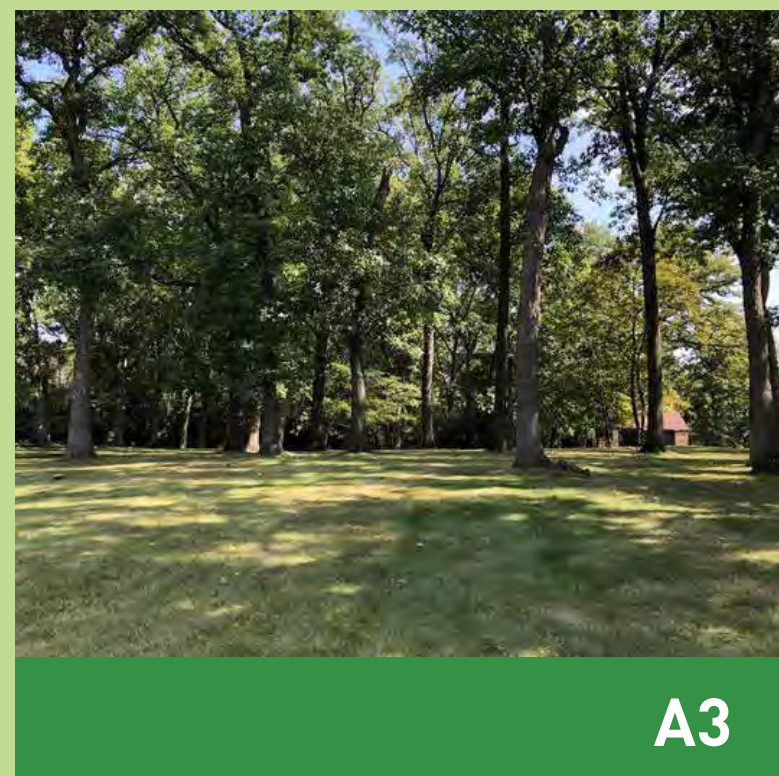
Park Character



A1



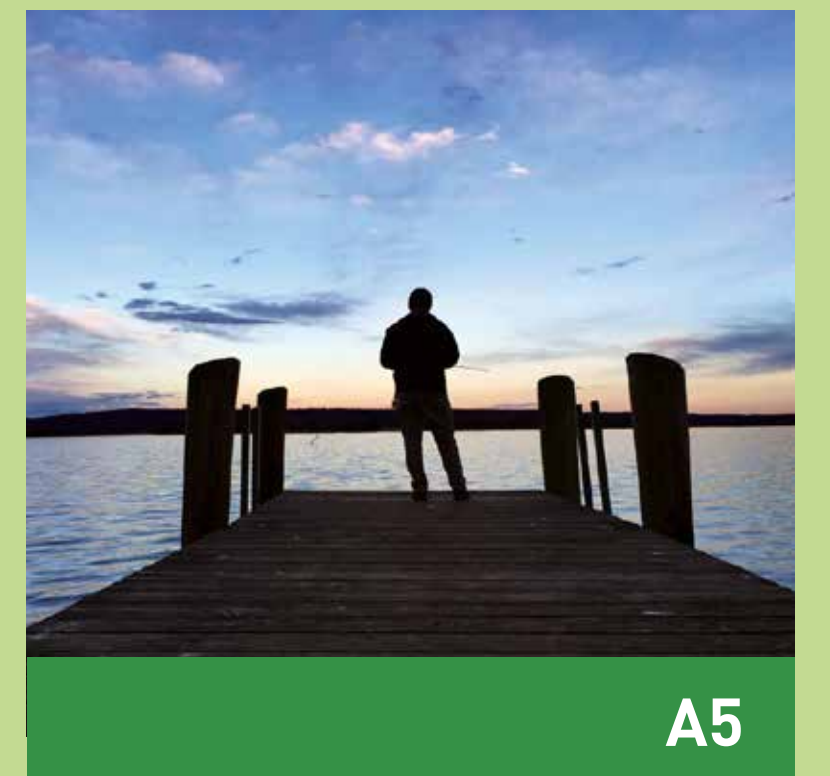
A2



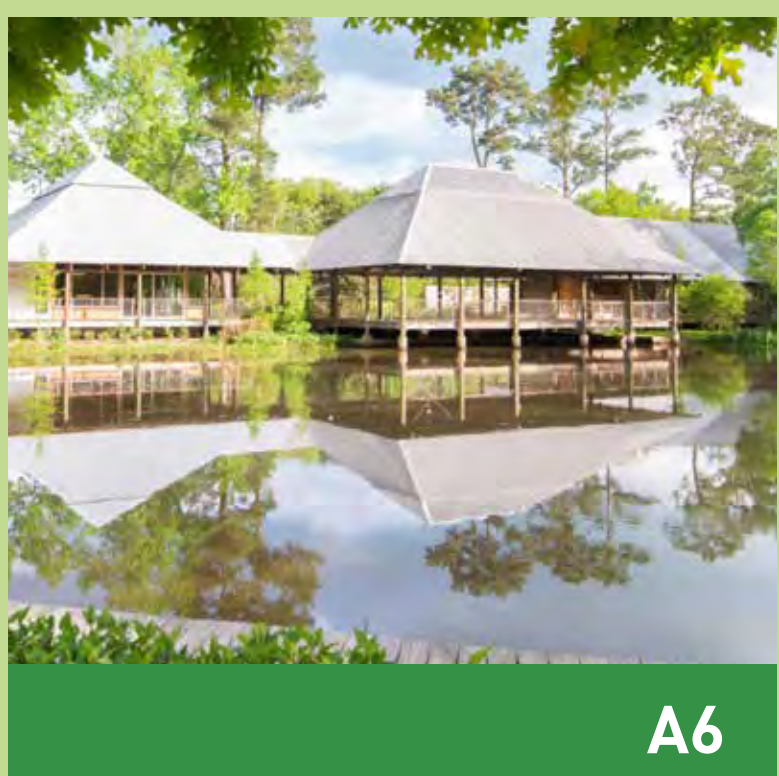
A3



A4



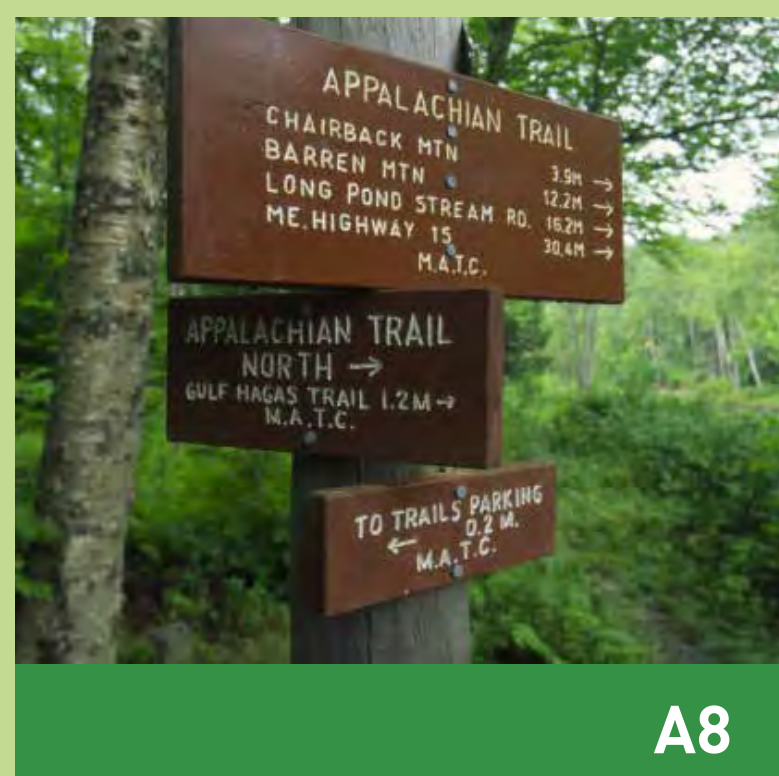
A5



A6



A7



A8



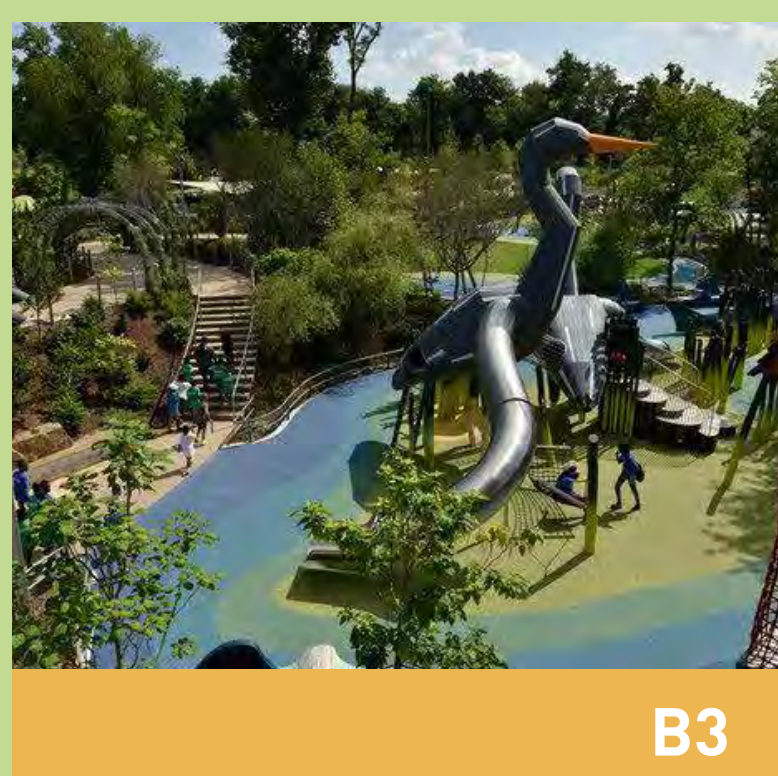
A9



B1



B2



B3



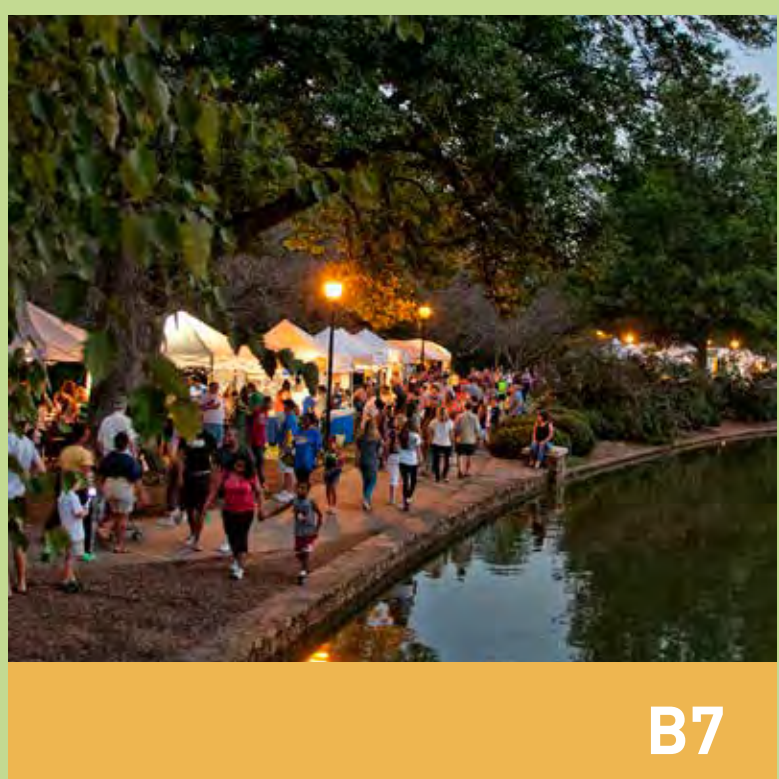
B4



B5



B6



B7



B8



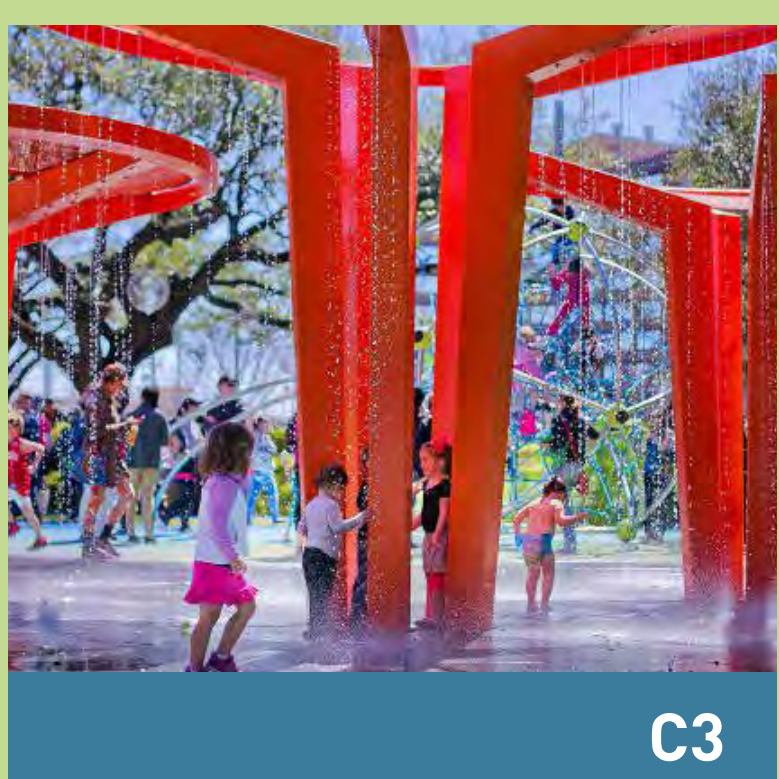
B9



C1



C2



C3



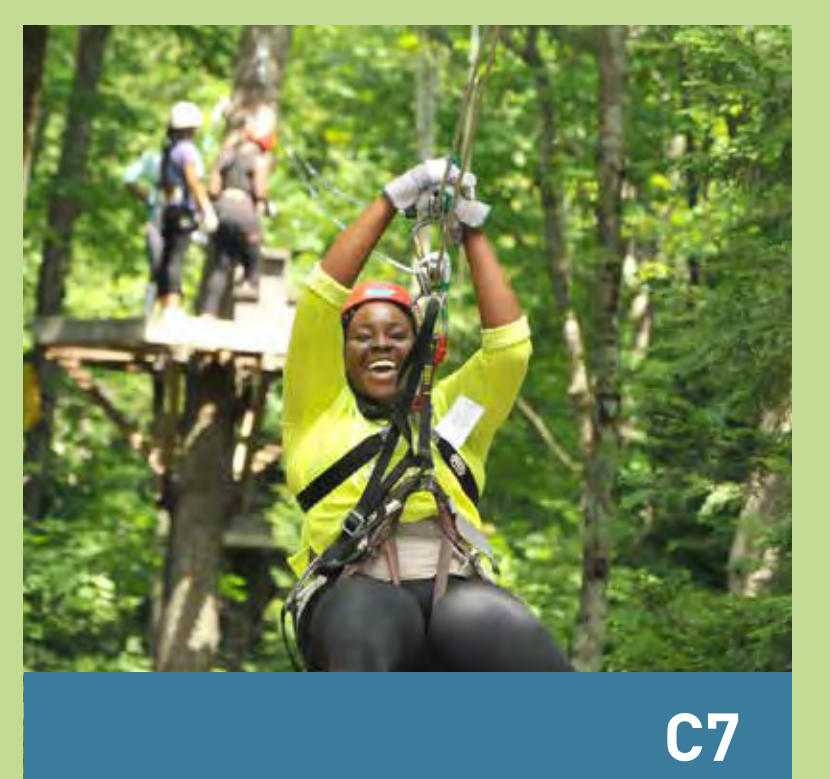
C4



C5



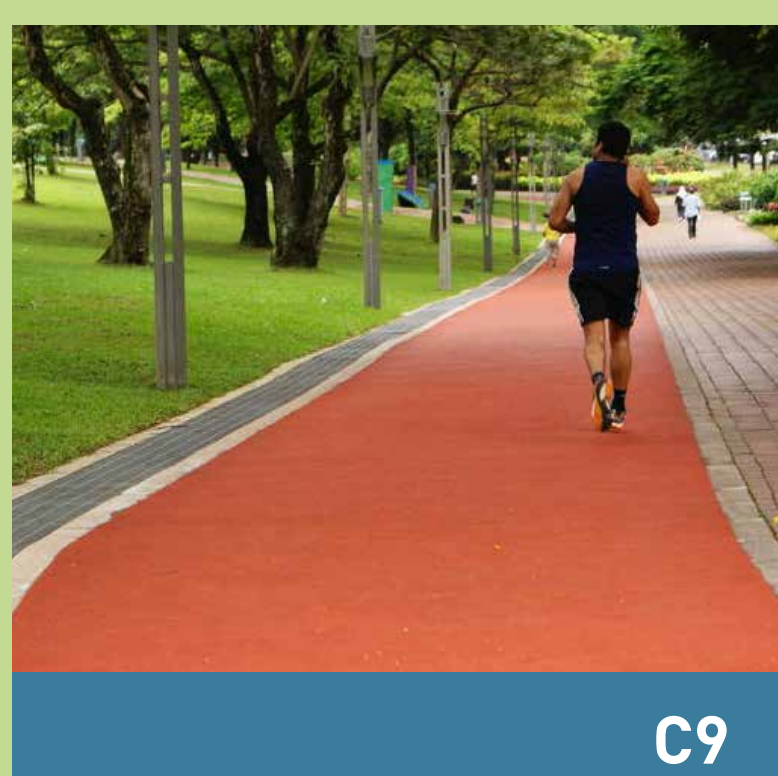
C6



C7



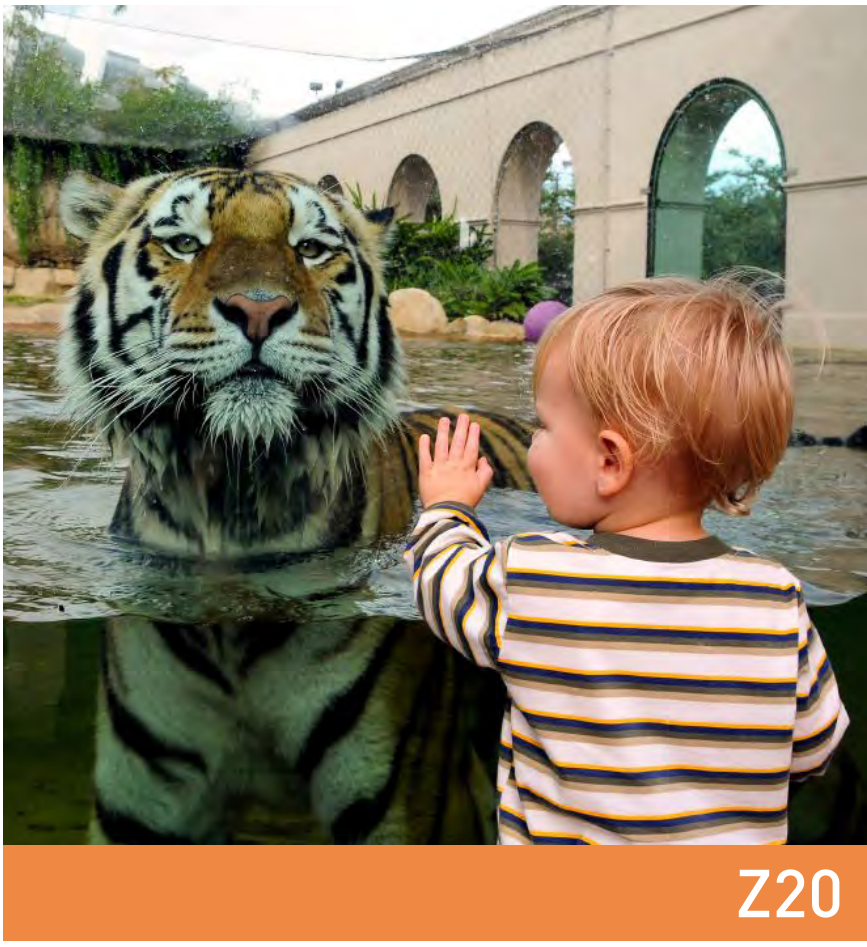
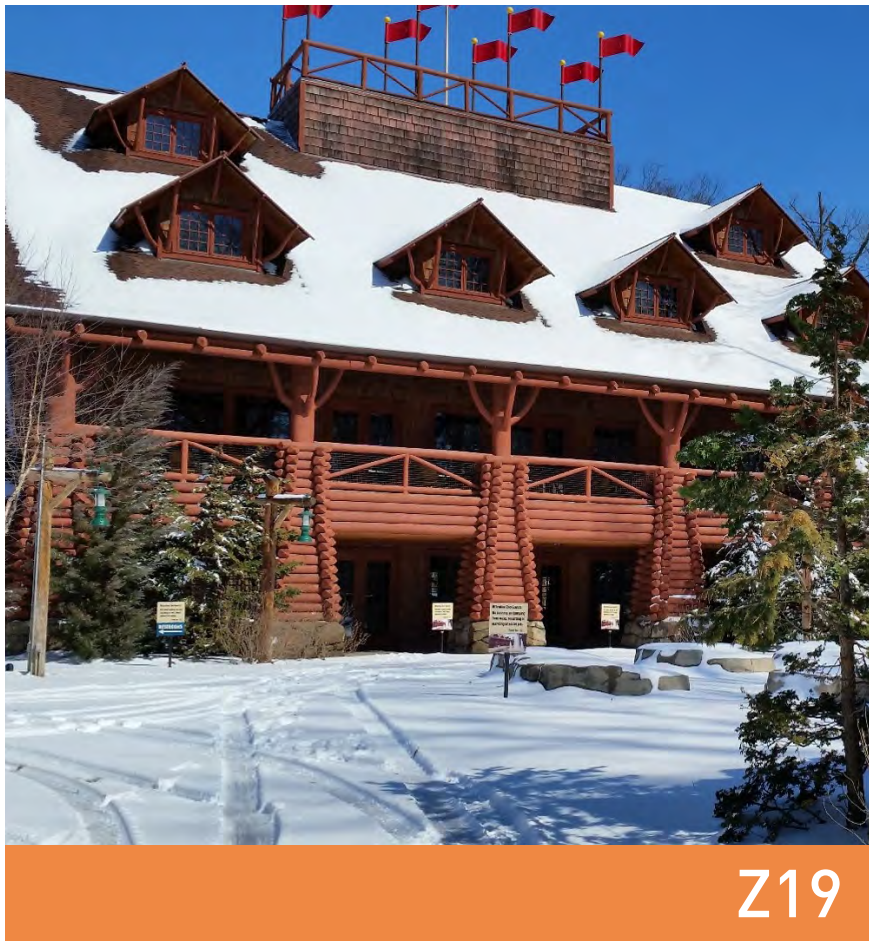
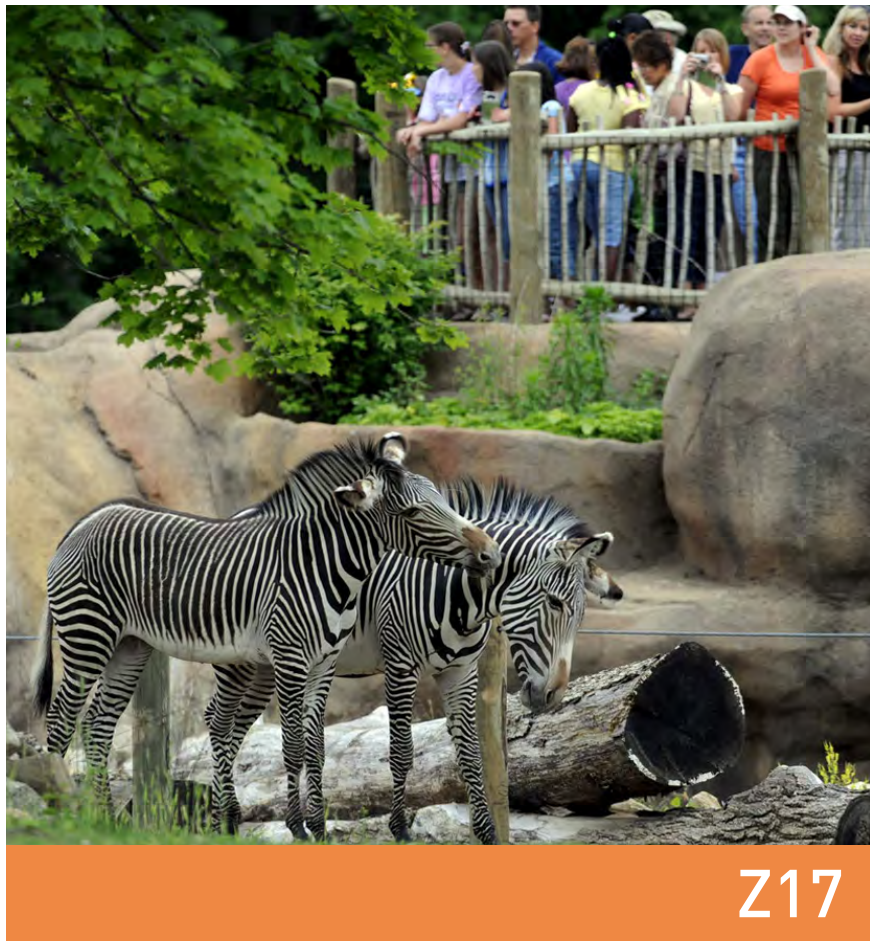
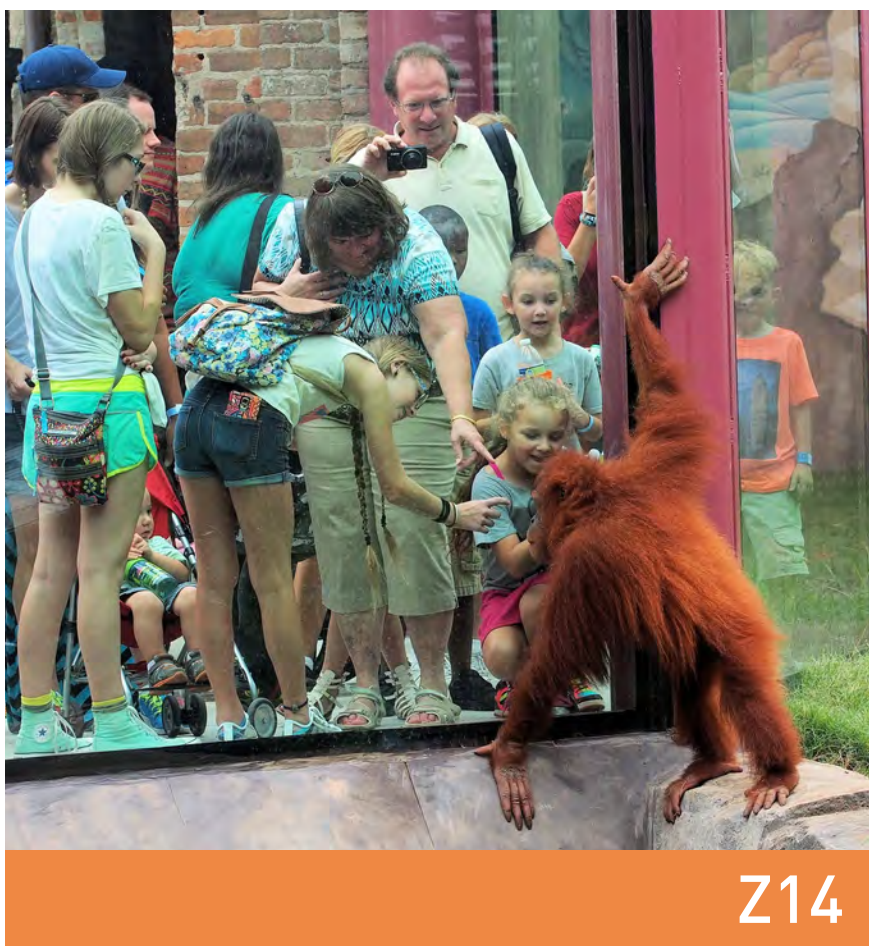
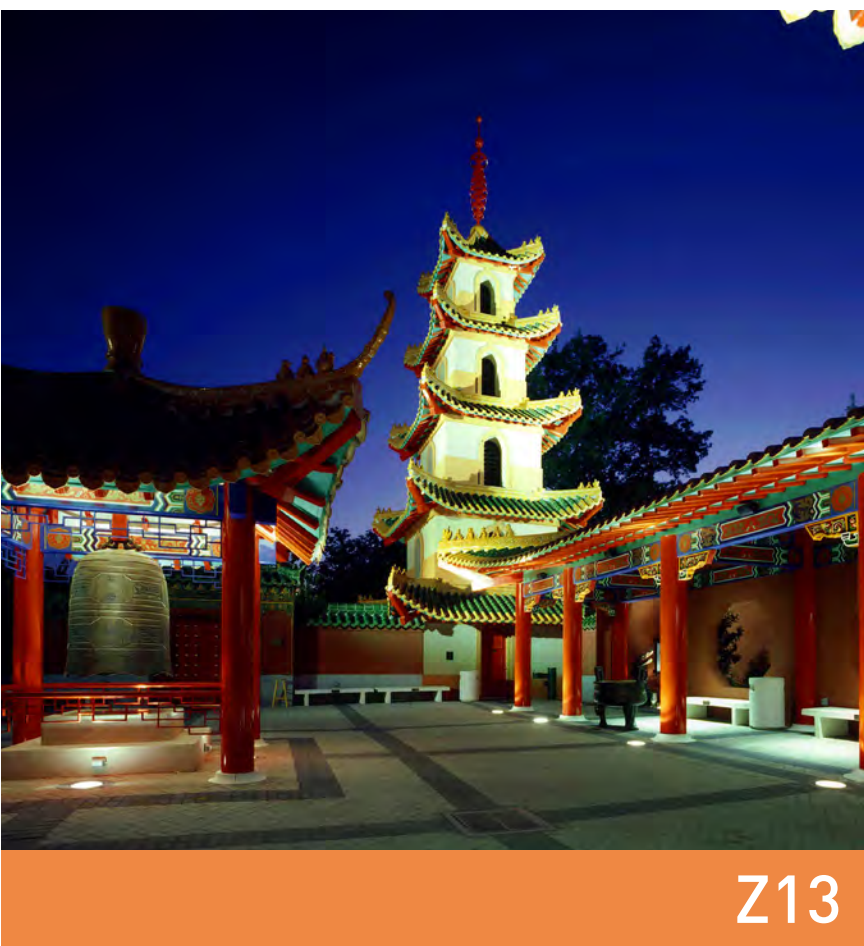
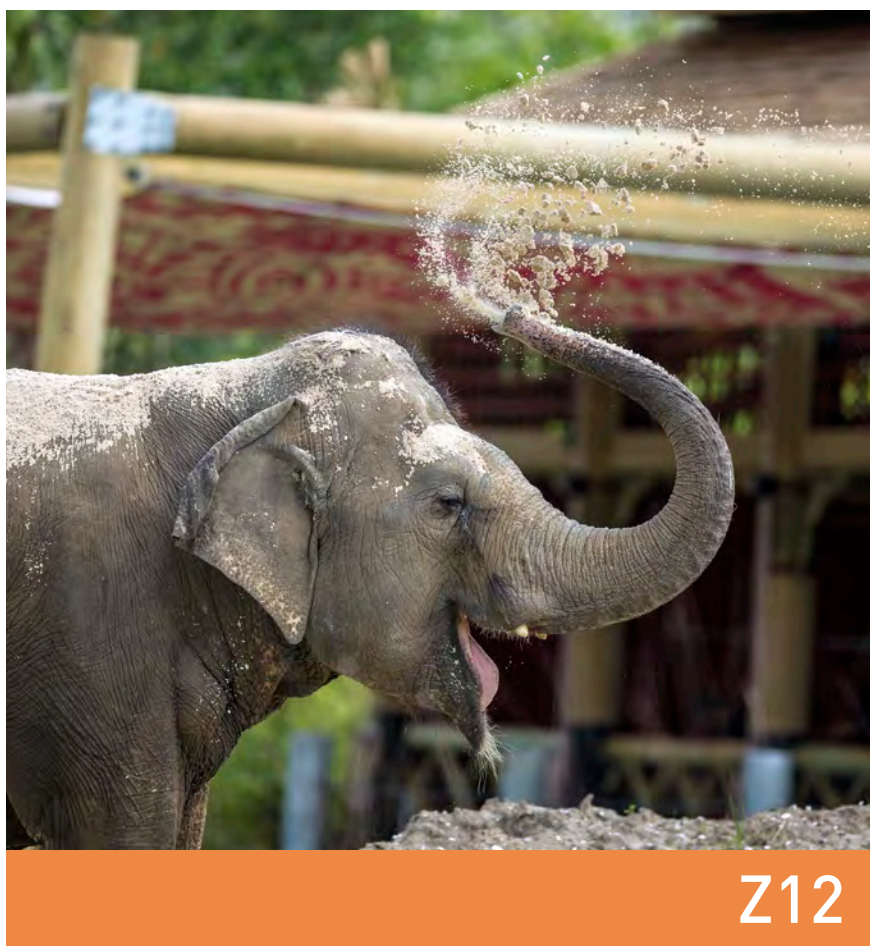
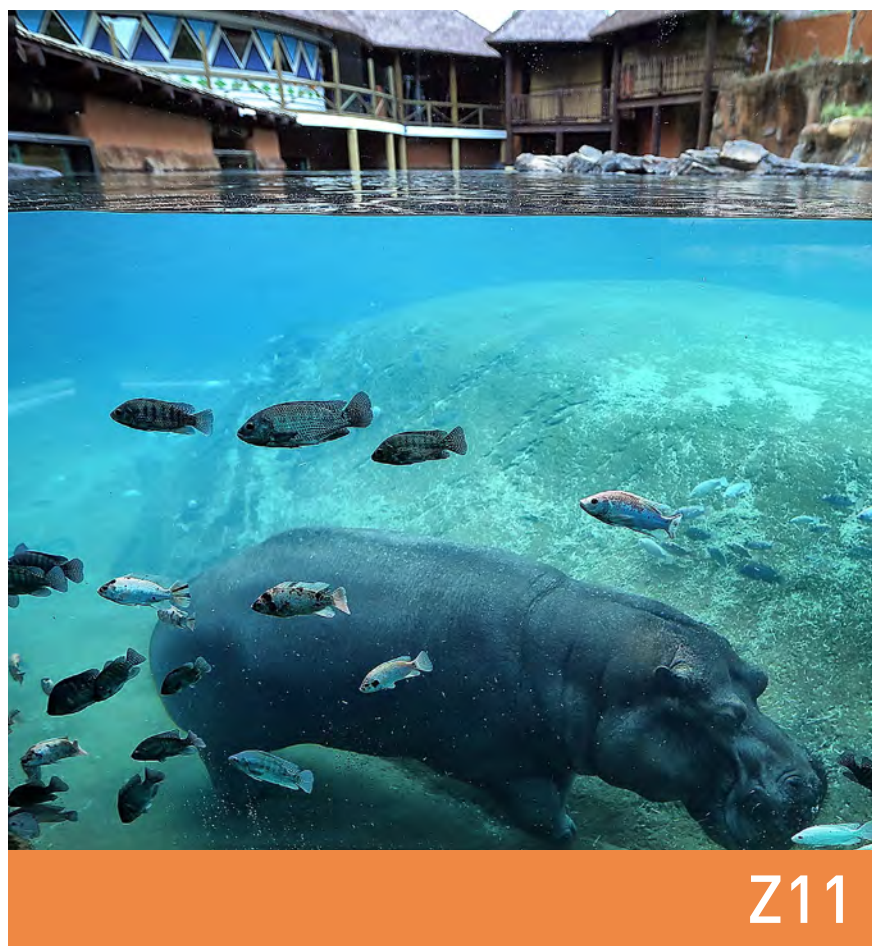
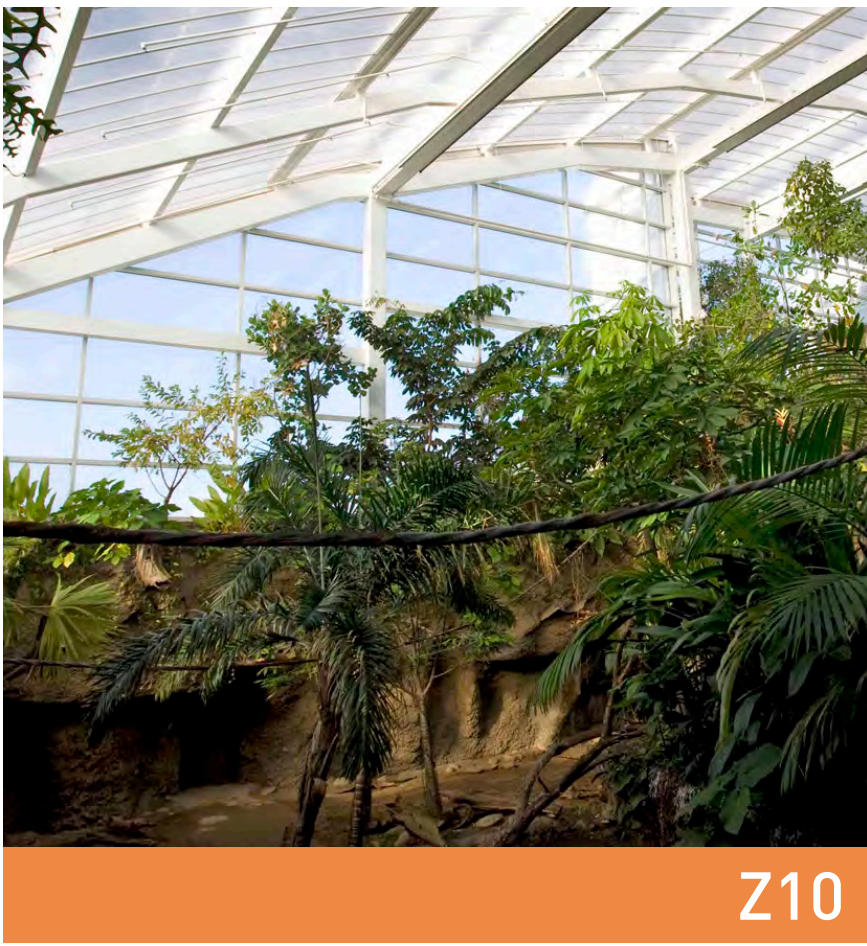
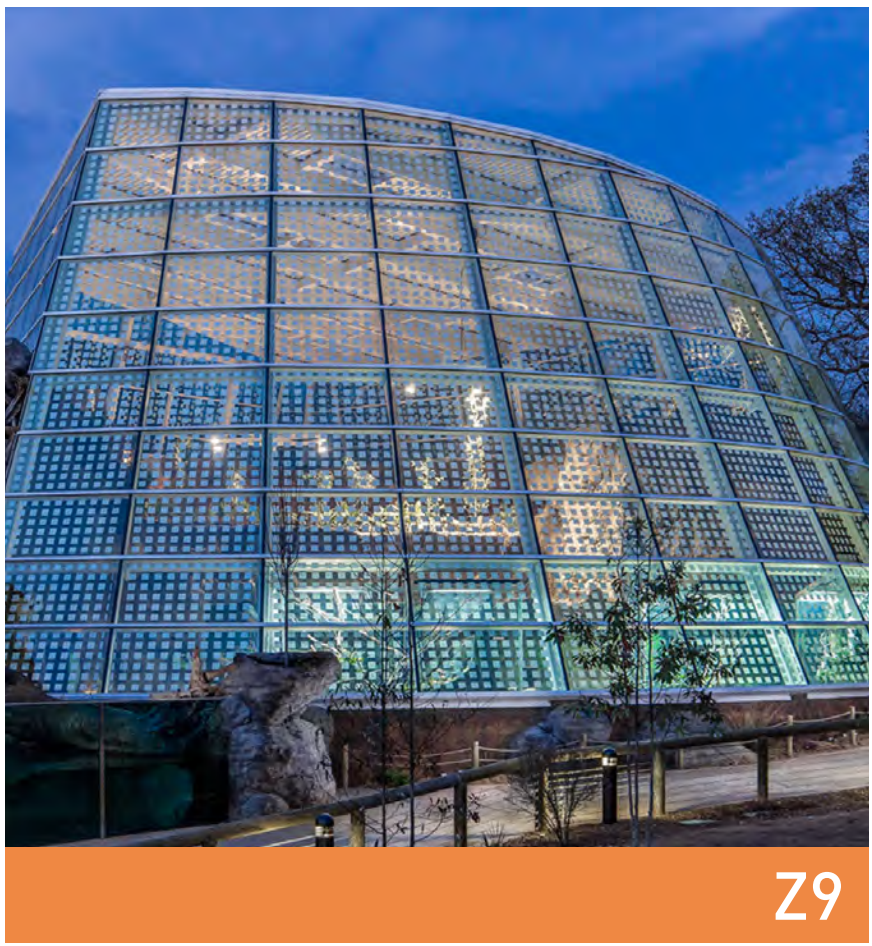
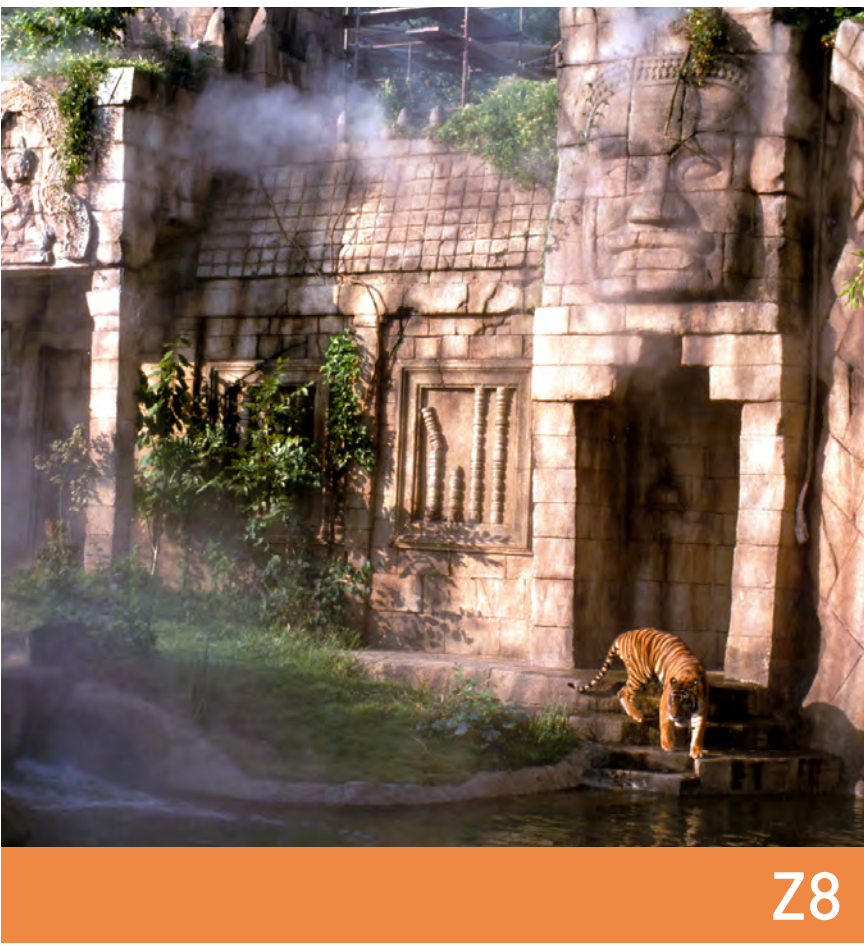
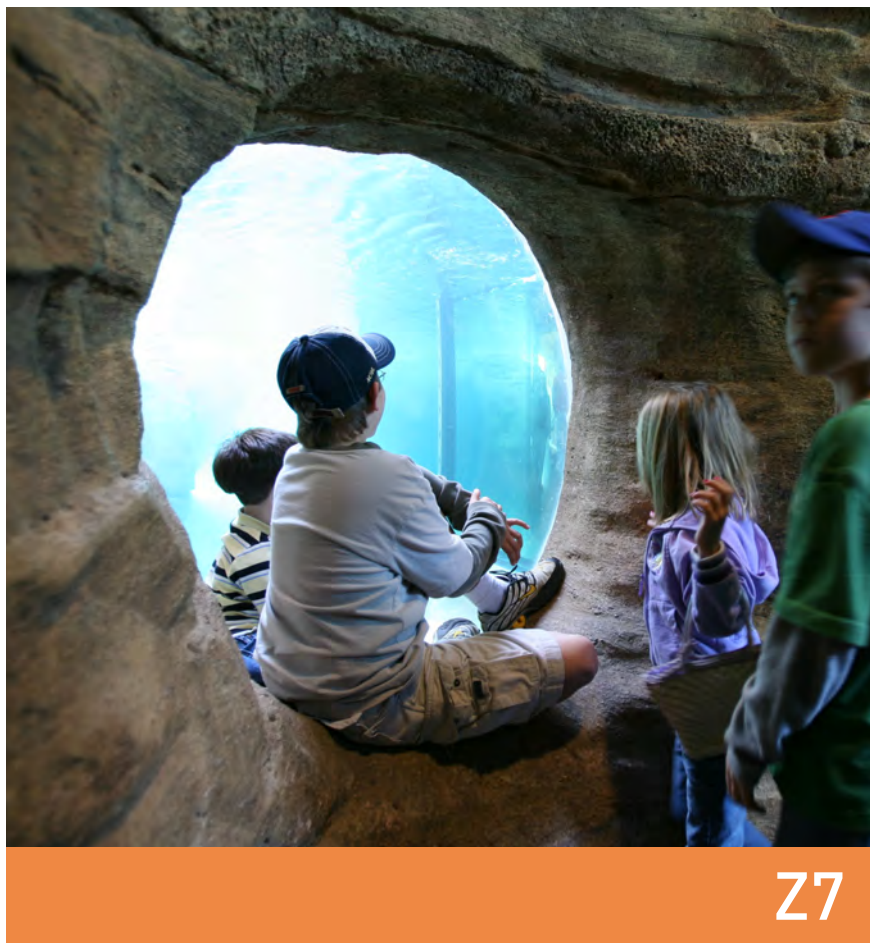
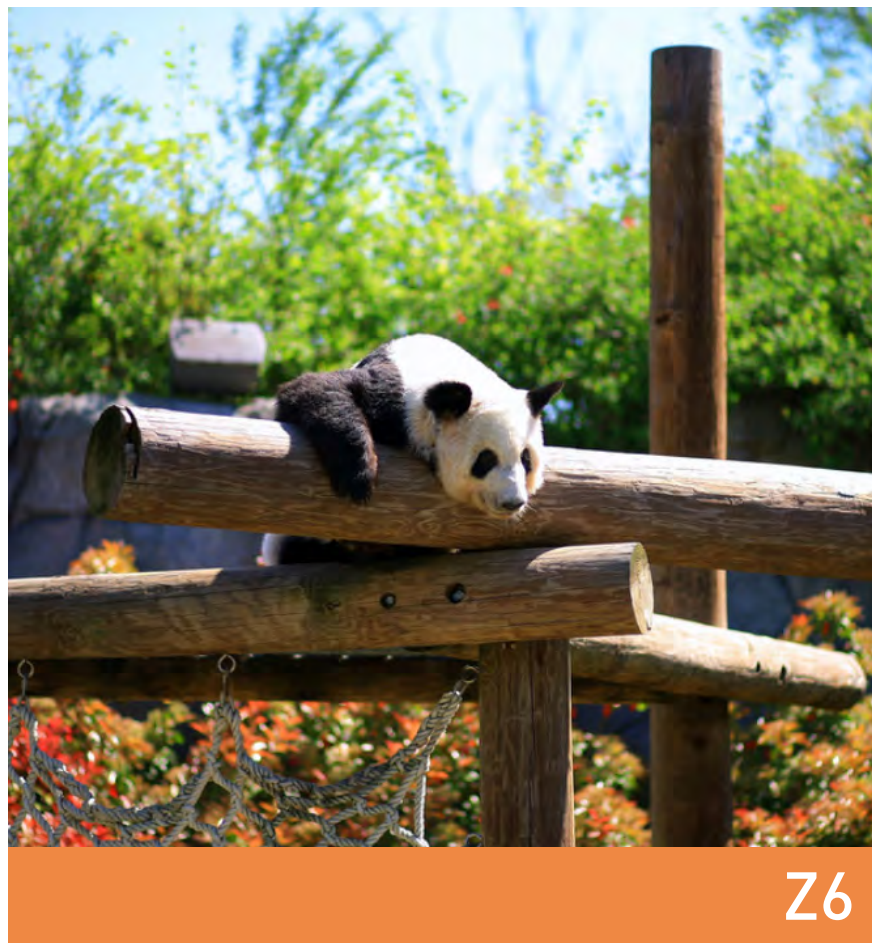
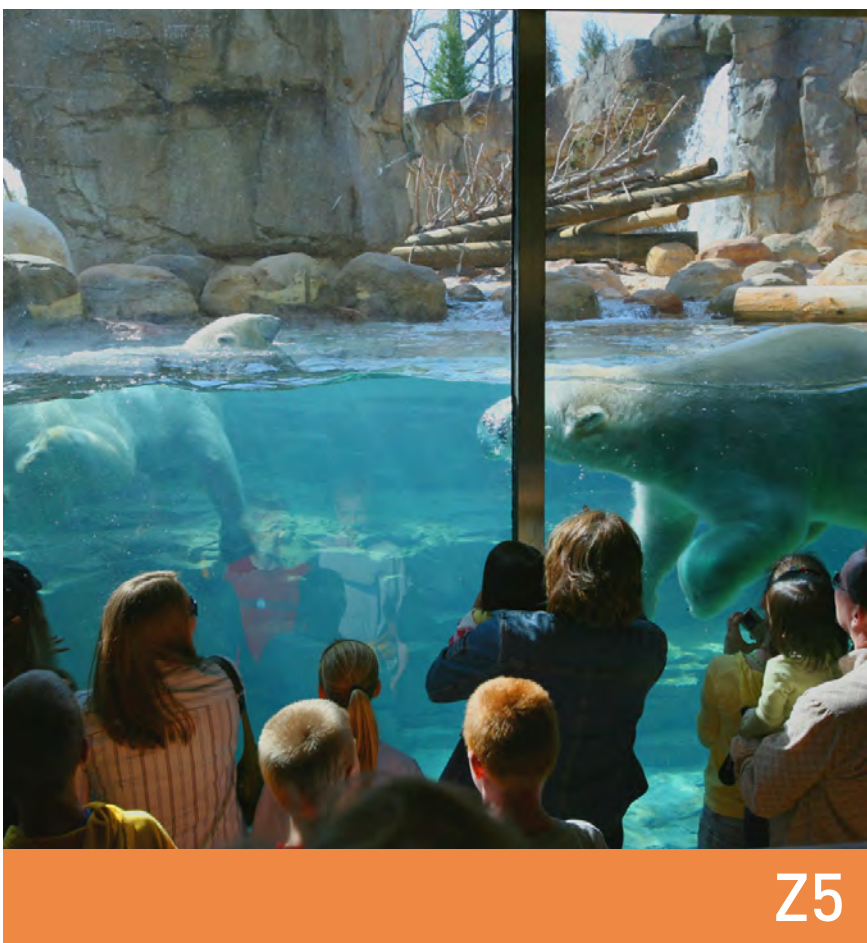
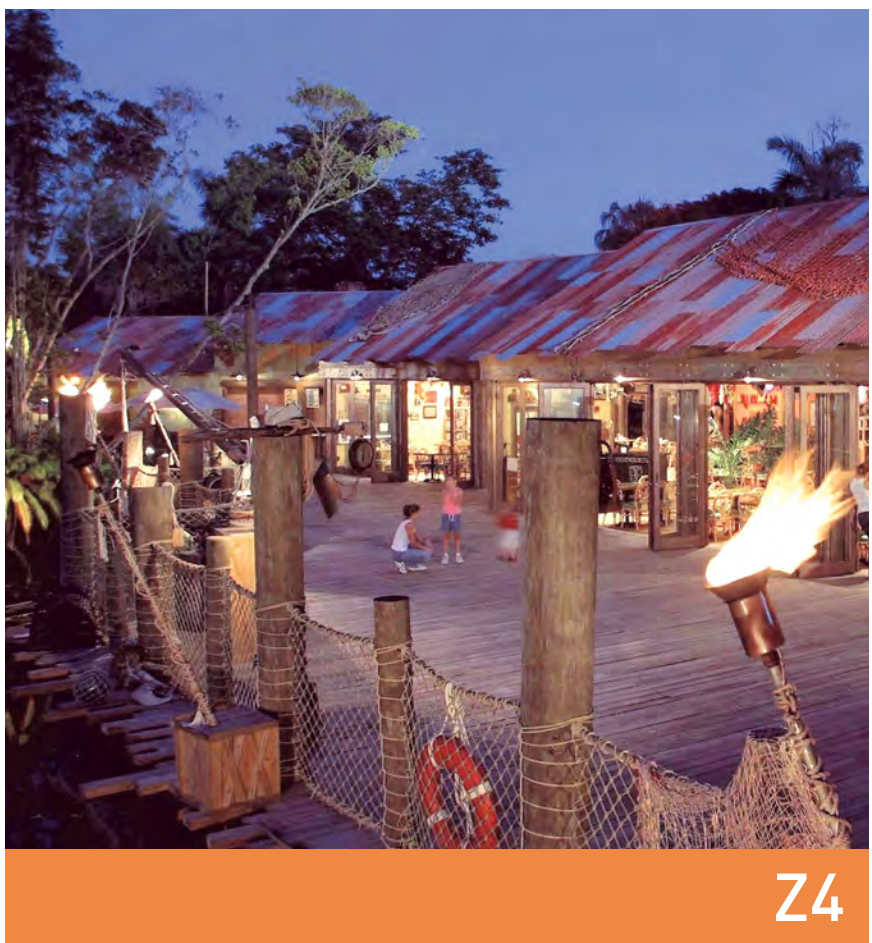
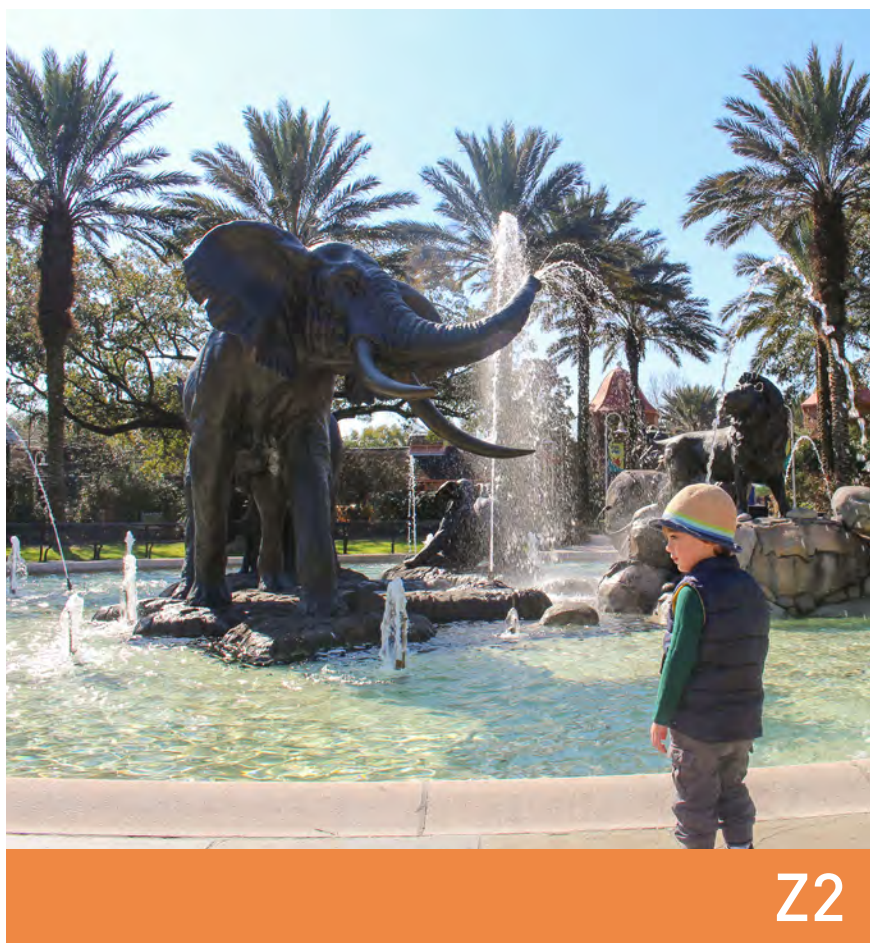
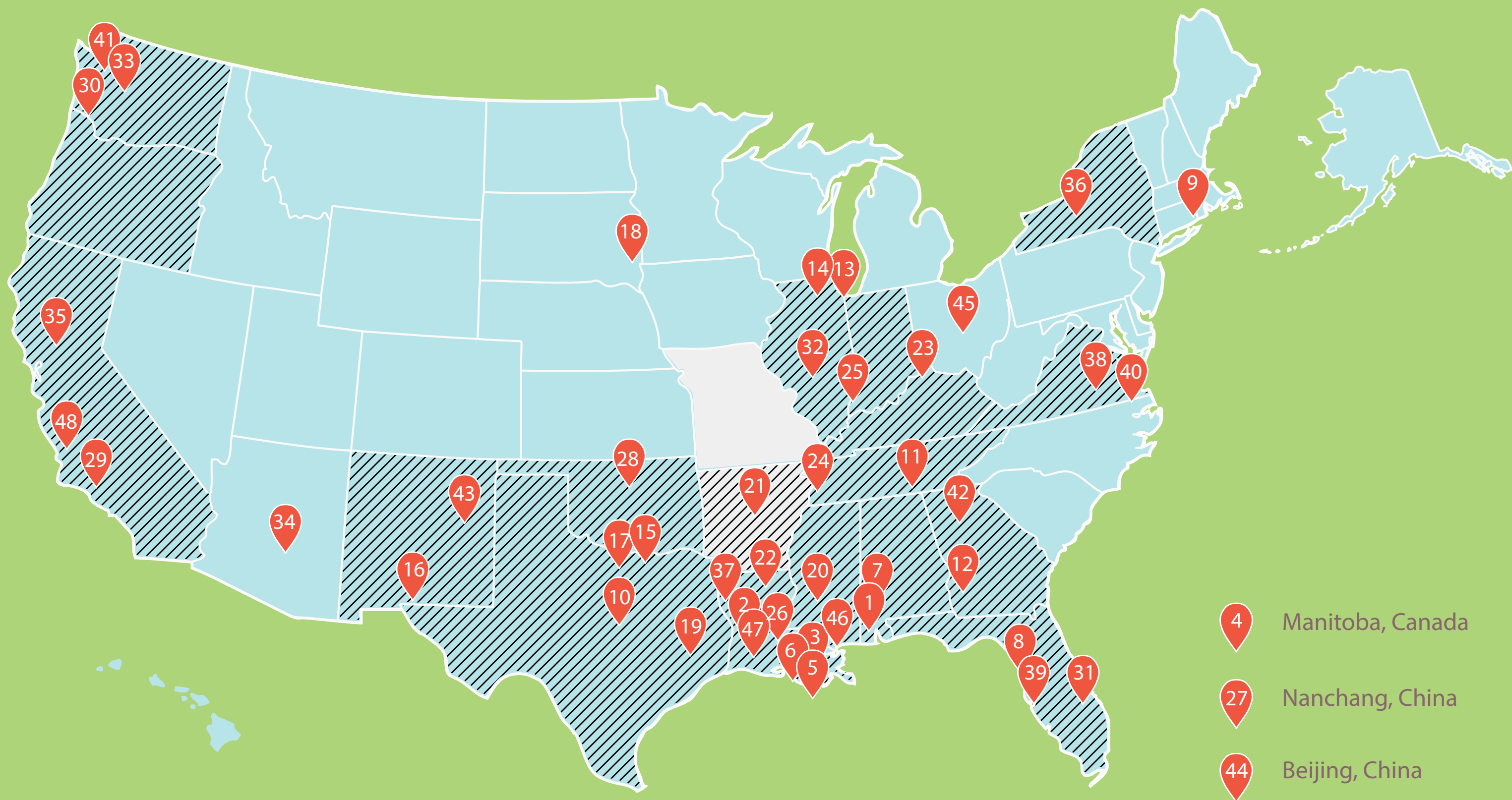
C8



C9

#MyGreenwood #MyBRzoo

Zoos Designed by TDCL





**DROP OFF YOUR
PASSPORT HERE!**

5

**MAP YOUR
GREENWOOD +
BR ZOO**

Want to answer these questions later? Or know someone who couldn't make it to this meeting?

**TAKE THE SURVEY ONLINE:
tinyurl.com/Greenwood-ZooSurvey1**

Have a question?

Let us know by filling out a card at the check-in table.