

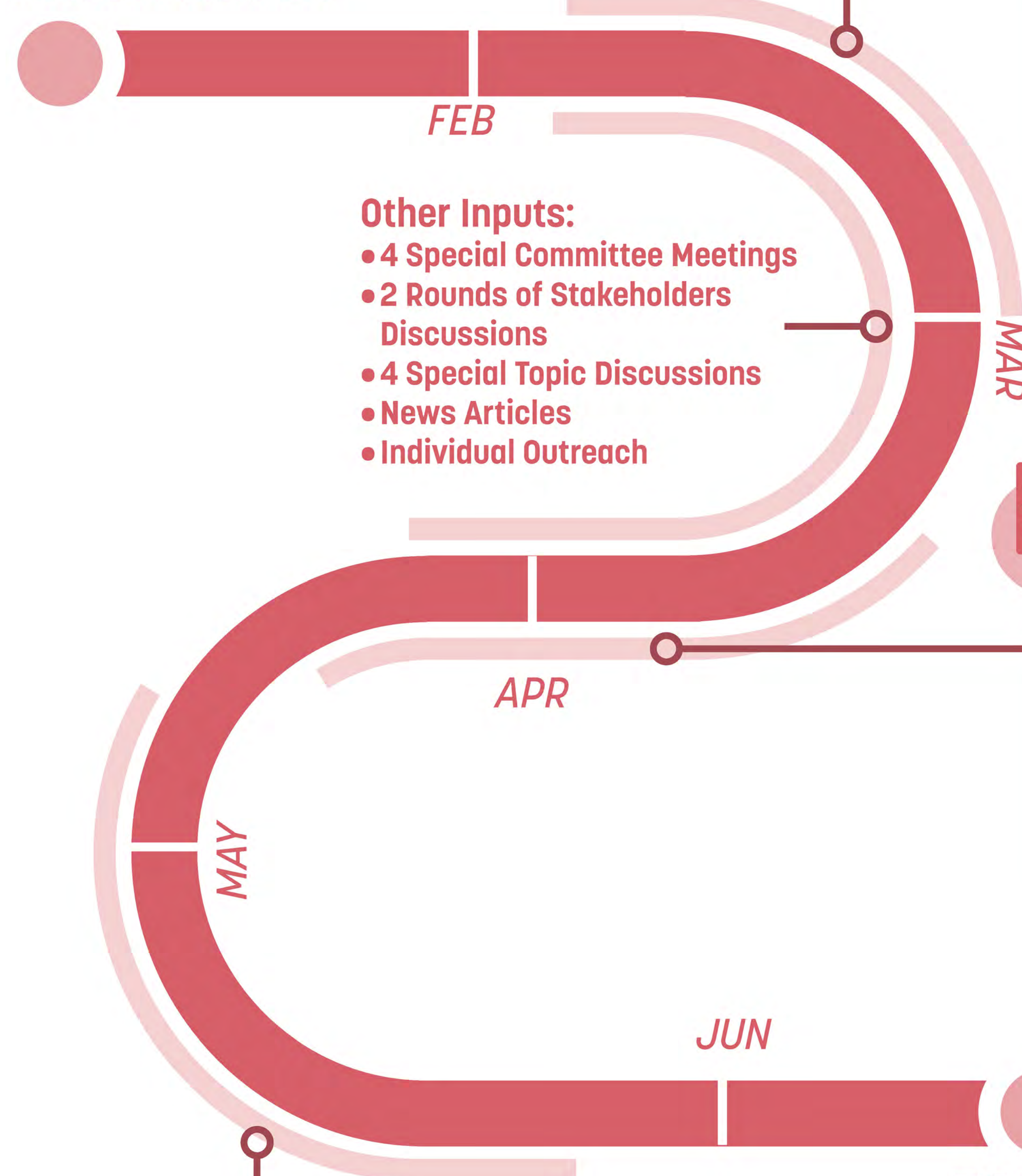
What We Heard

1 ENGAGEMENT PROCESS

Your input is shaping the future of City-Brooks Park. Community feedback and site analysis informed the two design concepts you will see today and pointed to four guiding principles that serve as the foundation for the park's future.

PUBLIC ENGAGEMENT PROCESS

PROJECT KICK-OFF



Other Inputs:

- 4 Special Committee Meetings
- 2 Rounds of Stakeholders Discussions
- 4 Special Topic Discussions
- News Articles
- Individual Outreach

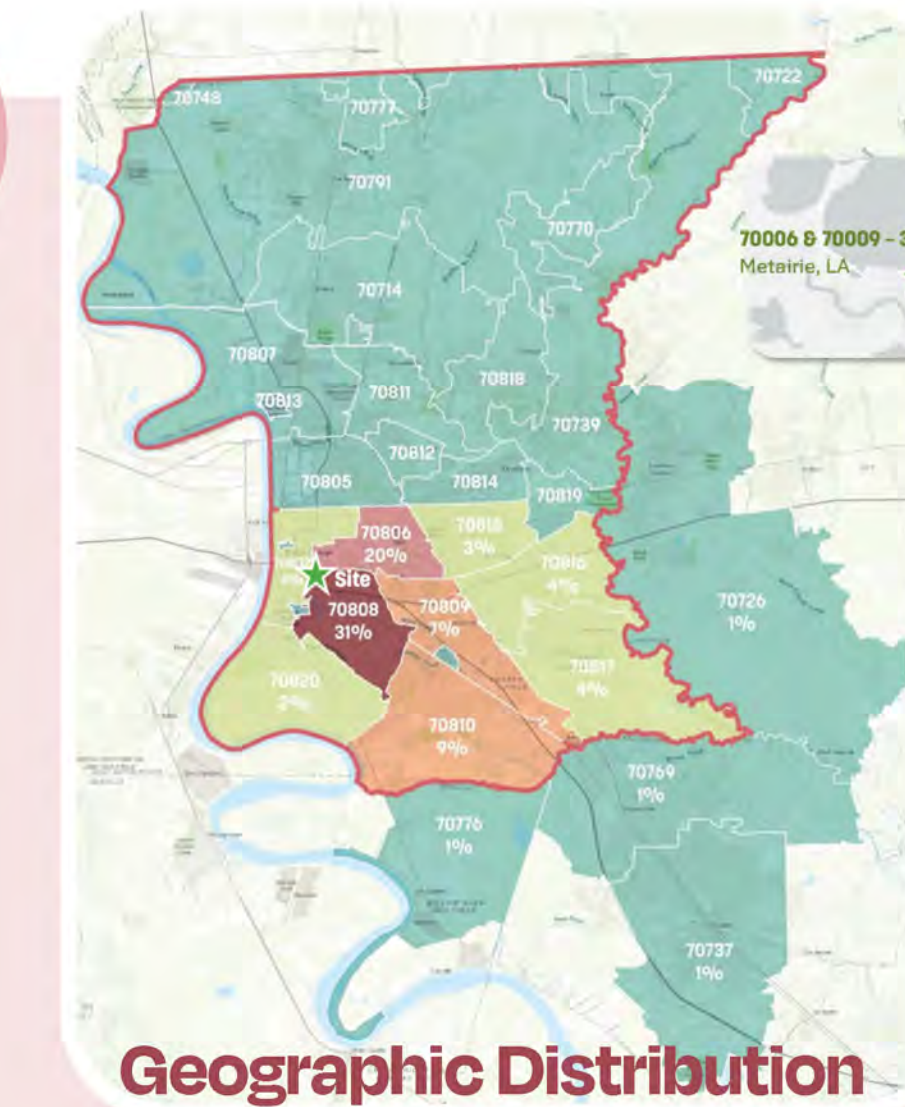


FIRST SURVEY WINDOW

1,084 Survey Results

120 Map Results

Responses were concentrated **east** of the site

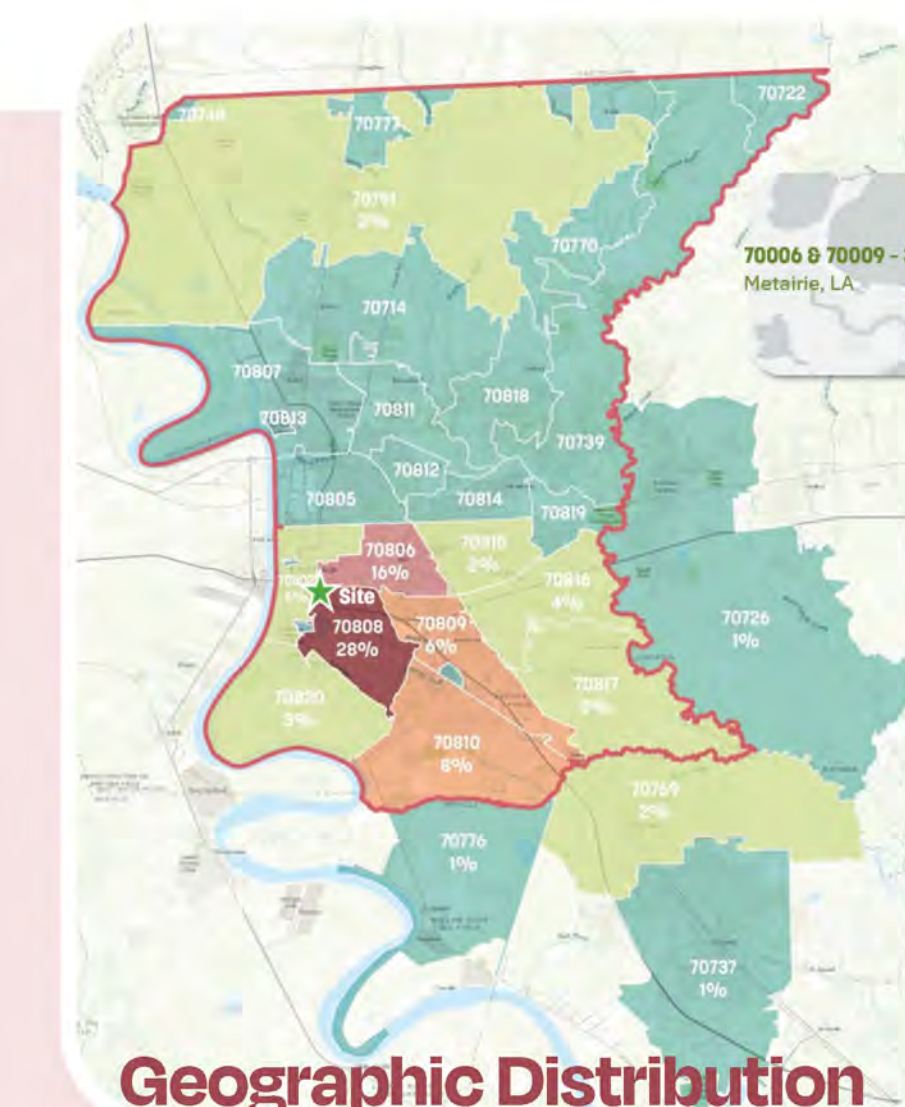


SURVEY EXTENSION

2,067 Survey Results

243 Map Results

Responses were concentrated **east** of the site (too!)



VESTED INTEREST GROUPS

Why did we add these conversations?

Survey feedback provided valuable input, while also revealing gaps in representation. Vested Interest Group conversations helped bring more direct community perspectives into the master plan.



14 Vested Interest Groups conversations:

- Friends of City Park
- Envision Baton Rouge
- Together Baton Rouge
- Forum 225, Strong Towns
- Old South Baton Rouge Economic Redevelopment Group, Garden District Civic Association, Beauregard Town
- Success Labs, Little Rouge Hen, SERVE Louisiana
- Baton Rouge Convention
- Media Group
- Lakeshore HOA
- Councilwoman Coleman
- City Park Patrol HOA
- LSU Community University Partnerships
- BREC & Partner Boards
- LSU Student / future faculty

EMERGING THEMES

Environment

~550
comments in
both surveys

10
VIG
discussions

Connectivity

~600
comments in
both surveys

14
VIG
discussions

Programs

~1,100
comments in
both surveys

14
VIG
discussions

Culture

~530
comments in
both surveys

9
VIG
discussions

Golf

~1,300
comments in
both surveys

13
VIG
discussions



SASAKI

Access the latest information here: <https://www.brec.org/lakesvision>



STATION B

2

ENGAGEMENT SUMMARY

Your input is shaping the future of City-Brooks Park. These boards provide a high-level summary of what we heard through both surveys and Vested Interest Group conversations. Talk with a member of the project team to learn more! Additional engagement materials are also available upon request.

Environment

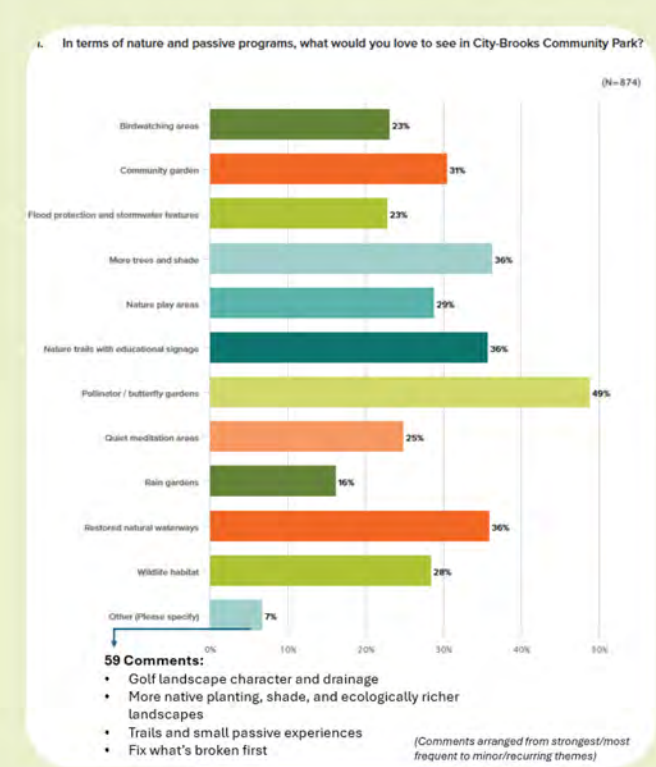
"Access to water is a key attraction and should be a central feature of the park."

Vested Interest Group Participant

Connecting to the waterfront and bayou restoration has been discussed in 10 Vested Interest Group and supported by the participants.

Desire for a stronger connection to water

- ~150** comments in both surveys talked about:
- Better access to the lakes
 - Kayaking / paddleboarding / fishing / boating opportunities
 - Waterfront programs and amenities
- First Survey and Survey Extension



Desired uses in nature/passive programs:

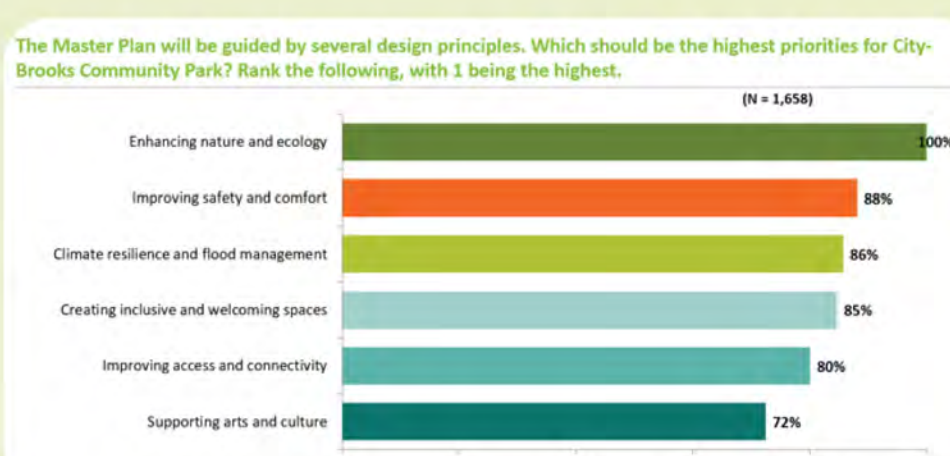
- Pollinator/butterfly gardens
- More trees and shade
- Nature trails with educational signage
- Community garden

First Survey and Survey Extension

"I daily visit the park and enjoy walking my dog along its paths and sitting on the benches, enjoying the moment."

Survey Extension Participant

Support for nature-based passive programs



First Survey and Survey Extension

Enhancing Nature and Ecology ranked #1 and was supported by 100% of survey takers in the design principle question.

"Please don't cut down any trees during renovations. They provide shade, peace, joy"

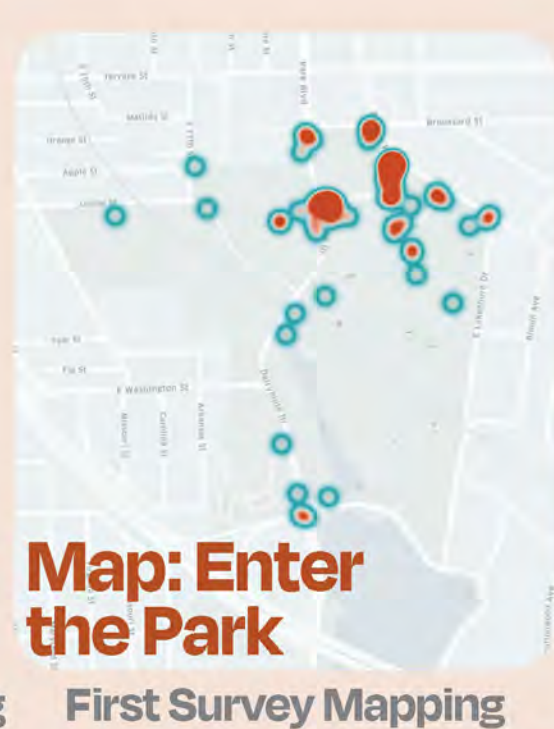
First Survey Participant

"Don't lose the unique character, tranquility, and beauty of the park"

Vested Interest Group Participant

Protect existing landscape character

Connectivity



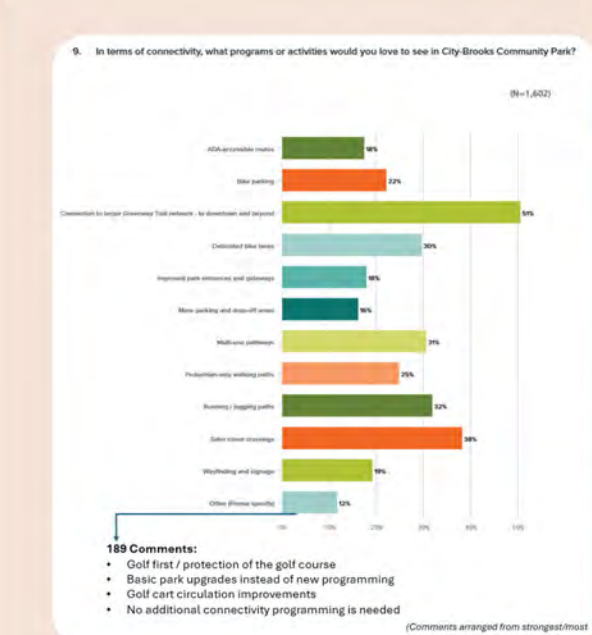
Dalrymple serves as the main gateway of the park while having the most safety concerns.

44% / 38%
First Survey / Survey Extension respondents voted for "safety street crossing" in future connectivity desired uses.

"It's important to improve the underpass to make it more welcoming."

Vested Interest Group Participant

Safety concerns along Dalrymple



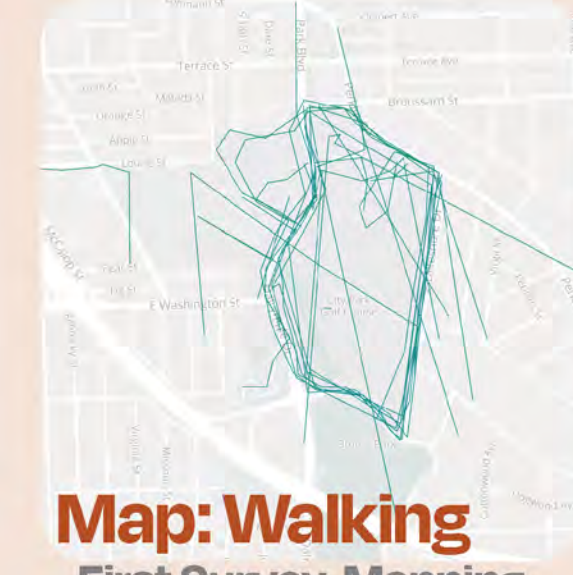
Desired uses in future connectivity:

- Connection to the greenway network
- Running / jogging
- Multi-use pathways
- Dedicated bike lanes

First Survey and Survey Extension

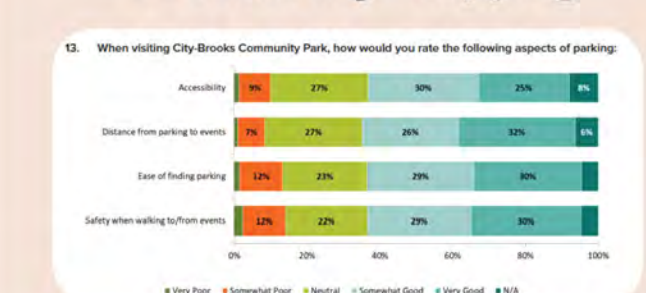
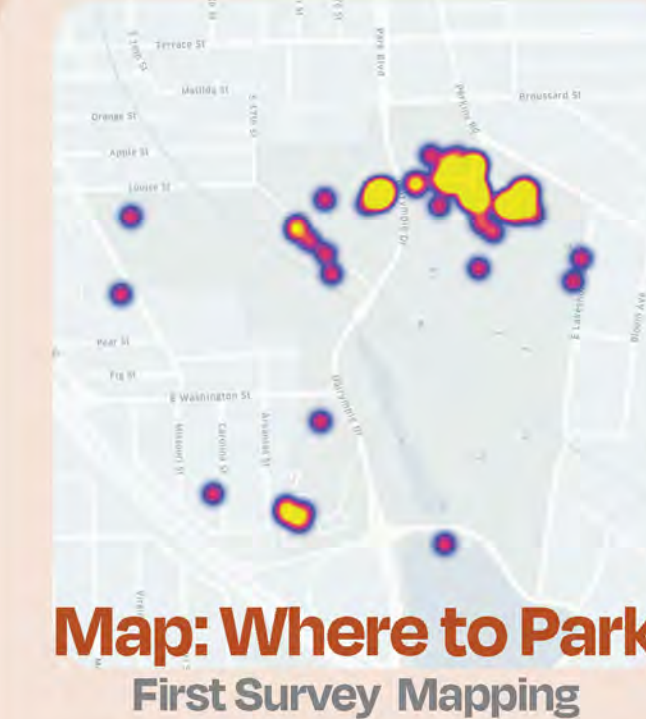
"Improving connectivity should be the first priority."

Vested Interest Group Participant



Most survey takers walk along the park, not within the park.

Ask for better everyday walking and biking connections



Top concern about parking is "safety when walking to / from events"

First Survey and Survey Extension

"The parking is really ok, it's more about safe paths between parking and the activity"

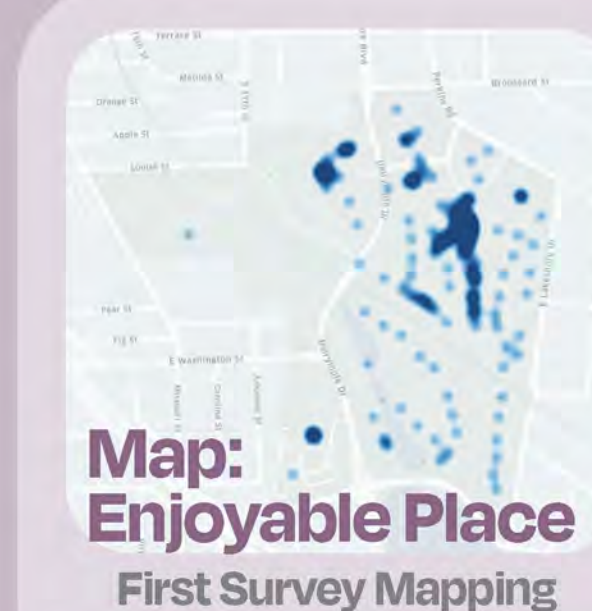
First Survey Participant

"Baton Rouge Gallery events always draw huge crowds and parking runs out."

First Survey Participant

Safer parking and event parking needs

Programs



"The Brooks side of the park is underutilized."

First Survey, Survey Extension and Vested Interest Group Participants

"key amenities, such as the recreation center and full-size pool, should be located on the Brooks Park side to better serve surrounding neighborhoods and support partnerships with local schools."

Vested Interest Group Participants

Existing park activity is unevenly distributed



"It should be an active, amenity-rich park that includes spaces for families, social interaction, and recreation."

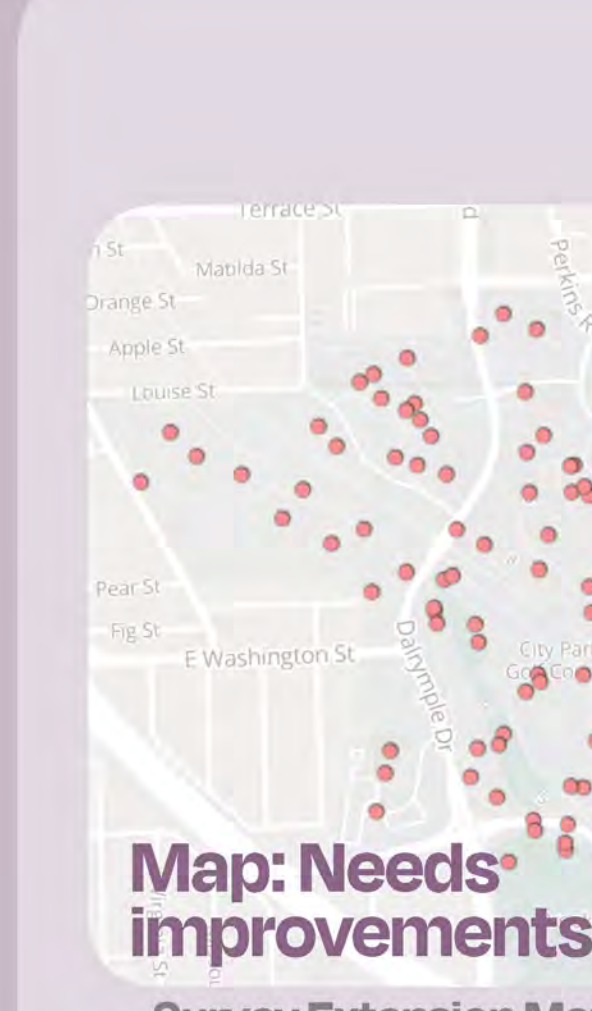
Vested Interest Group Participants

Desired active uses:

- Nine-hole golf course
- Walking / jogging / running loop
- Adventure playground
- Outdoor fitness equipment
- More water play features

First Survey and Survey Extension

More family-friendly and everyday recreation



~200

comments in both surveys talked about:

- Better restrooms
- More seating
- Better lighting
- Clearer signs
- Repair existing amenities

First Survey and Survey Extension

Requests for amenities, comfort, and wayfinding

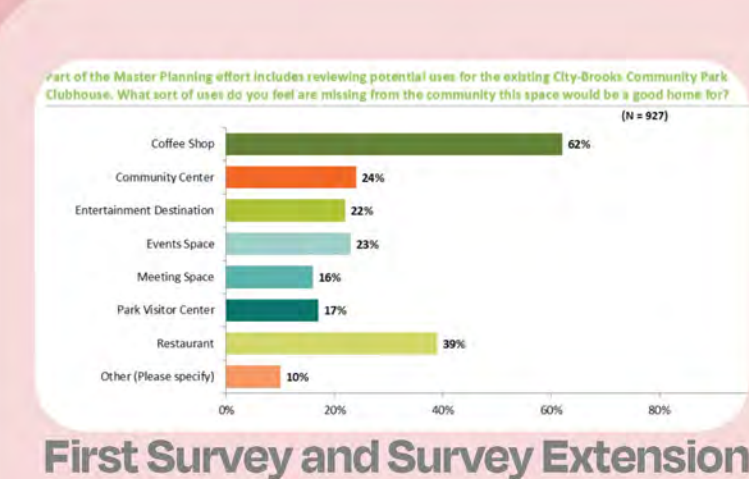


3

ENGAGEMENT SUMMARY

Your input is shaping the future of City-Brooks Park. These boards provide a high-level summary of what we heard through both surveys and Vested Interest Group conversations. Talk with a member of the project team to learn more! Additional engagement materials are also available upon request.

Culture



The top voted desired uses in the Clubhouse are:

- Coffee Shop** (62% / 54%)
- Restaurant** (39% / 21%)

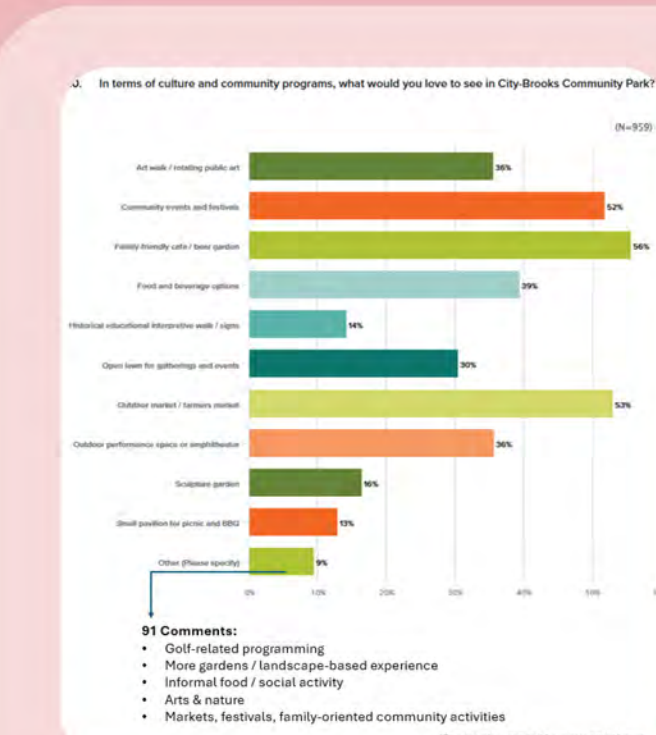
Socializing & Dining is the top choice when "imagine visiting the Clubhouse" First Survey and Survey Extension

Family Friendly is the top choice to make people more likely to visit the Clubhouse First Survey and Survey Extension

"Make this a place for everyone."

Survey Extension Participant

Desire for a more publicly accessible clubhouse



Desired culture & community uses:

- Family-friendly cafe / beer garden
- Community events
- Outdoor market
- Art walk
- Food & beverage

First Survey and Survey Extension

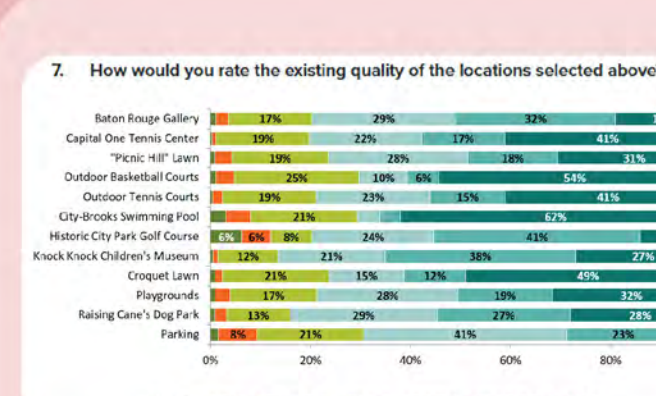
"Opportunities for dining, socializing could activate the waterfront."

Vested Interest Group Participants

"Food trucks and gathering spaces could be in Brooks Park side."

Vested Interest Group Participants

More community-based events and activities



Top satisfied existing programs:

- Golf Course
- Knock knock Children's Museum
- Baton Rouge Gallery

First Survey and Survey Extension

The park should tell the history of Brooks Park, segregation, desegregation, and the lived experiences of the people connected to the site.

A good plan should emphasize and connect its existing destinations.

Vested Interest Group Participants

Connect and enhance existing cultural destinations

Golf

Golf has sparked strong conversations. Looking beyond "keep" or "remove" helps reveal the reasons behind each view, and where common ground may exist.

Keep golf as it is today

Adjust the golf footprint

Remove golf

37% of First Survey respondents

voted for "keep golf as it is today"

52% of Survey Extension respondents

52% / 54% respondents voted for nine-hole golf course in active programs



Map: Enjoyable Place First Survey Mapping Result

"Please keep City Park golf course as is. It is a place to enjoy outdoor activity for so many people from 8 to 80 years old."

First Survey Participant

650 - 700

out of 4,579 open comments across both surveys support "keep the golf as it is" because:

- It is a valued community asset
- It is historic and City Park's legacy
- It needs investment, not removal

"Changing it to a par-three format course is a 'death sentence' for the facility."

Vested Interest Group Participant

"reducing the golf footprint could create safety issues and hurt playability."

Vested Interest Group Participant

27% of First Survey respondents

voted for "Adjust golf areas to create space for additional park program"

20% of Survey Extension respondents

23% of First Survey respondents

voted for "maintain golf while adding other park uses where possible"

18% of Survey Extension respondents

290 - 330

out of 4,579 open comments across both surveys support "adjust the golf footprint" because:

- Make room for more public use
- Keep the land green but more accessible

"A balanced approach could better serve both current users and new audiences."

Vested Interest Group Participant

"Its size pushes walkers, runners and bikers to the edges with vehicular, which is unsafe and not pleasant."

Survey Extension Participant

Most Vested Interest Group (about 70%) support retaining golf while allowing targeted adjustments to the footprint, to improve circulation, safety, waterfront access, and broader park use.

"So annoying how much space is wasted on golf. Using this mapping tool really reinforces my opinion that golf is a terrible use of what should be accessible to everyone."

First Survey Participant



Map: Not Accessible First Survey Mapping Result

260-310

out of 4,579 open comments and 226 Q15 "other" (7%) comments across both surveys support "remove the golf" because:

- The land should serve more people
- Golf is seen as inefficient and resource-heavy

"The park should be evaluated based on its 'highest and best use, and we do not believe that use is a golf course."

Vested Interest Group Participant

"The golf course closed this area to everyone but golfers. Turn the golf course into walking running trails."

Survey Extension Participant

The Design Team recommends a balanced approach: retain golf as a 9-hole executive course, refine its footprint, add complementary uses, and increase inclusive access.



4

GUIDING PRINCIPLES

What are your priorities?

The guiding principles translate community goals into a design framework. Your dots help us understand whether these are the right priorities for the Master Plan. Place a dot on each spectrum to show your level of priority.

Celebrate the Water & Nature Story

- Let Place Lead Form
- Build for Long-Term Stewardship
- Invest in Living Systems
- Design for Baton Rouge's Climate Reality
- Connect People to Nature

Dots go here

disagree ● ————— ● agree

Connect the Park, the Lakes, and the Surrounding Neighborhoods

- Stitch the Park Back Together
- Make the Park a Daily Route
- Design for Big Day & Everyday
- Layer Scales of Experience
- Weave the Park into Baton Rouge

Dots go here

disagree ● ————— ● agree

Create an Inclusive Park for the City and its Neighborhoods

- Make Arrival Intuitive
- Let Activity Create Safety
- Make Comfort Universal
- Signal Care in Every Detail
- Design for Being Seen

Dots go here

disagree ● ————— ● agree

Connect EBR's Heritage with Future Generations

- Create a Park that Belongs to Everyone
- Acknowledge the Full Narrative
 - Honor What Endures
 - Hold Space for Change
- Center Community Memory

Dots go here

disagree ● ————— ● agree

Resilient & Rooted

Dynamic & Connected

Welcoming & Safe

Embracing Heritage & Culture

