

RODEO GROUNDS ENGAGEMENT SUMMARY

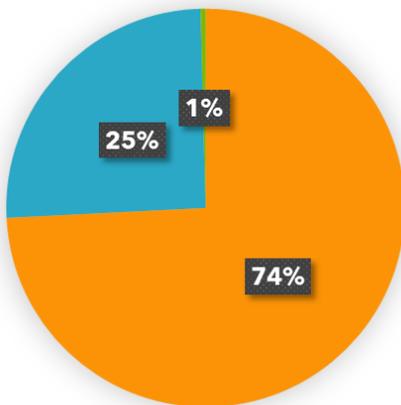
CITY OF BROOKS PUBLIC ENGAGEMENT
JULY - AUGUST 2021

The City of Brooks owns land on 7 Street East that was the site of the old rodeo grounds. The land is mostly vacant, but it is full of potential. The City originally put out a request for proposals from developers to submit ideas for developing this area as a mixed use site combining commercial and medium density residential development. The City did not receive any proposals that met the criteria. Instead, Council decided to expand the options for the site and see what the public was interested in.

In order to engage the public, the City hosted a survey and an open house. The survey was distributed online and available in print form from July 7 to August 5, 2021. 535 people completed the survey and shared their valuable perspectives. In addition, an open house was held on July 20th, 2021 and was attended by 14 people. Below is a summary of what we heard.

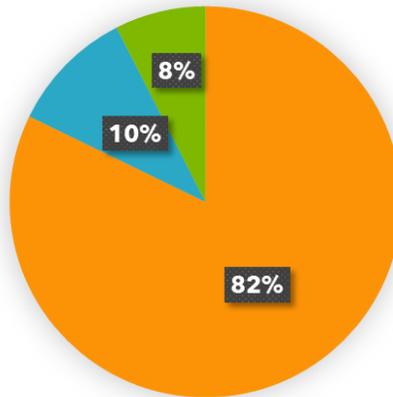
WHO TOOK THE SURVEY?

1. Where do you live?



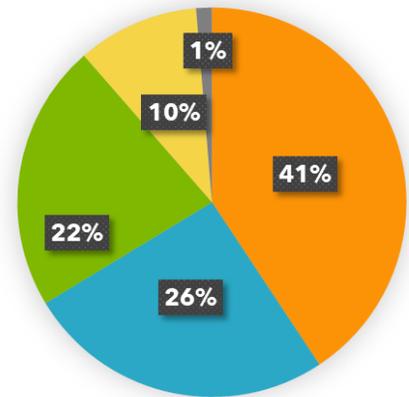
- City of Brooks
- County of Newell
- Other

2. How long have you been living in the area?



- More than 10 years
- 5 to 10 years
- Less than 5 years

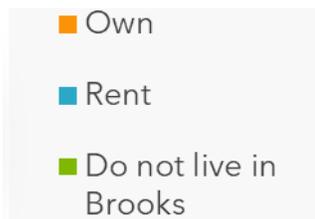
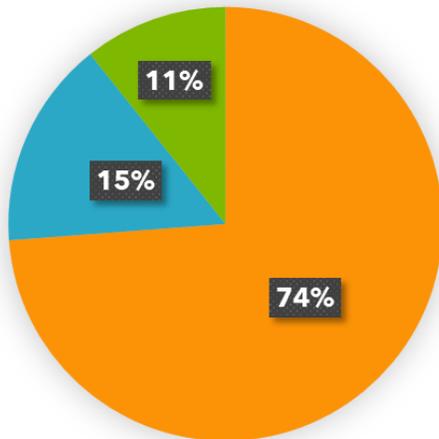
3. How old are you?



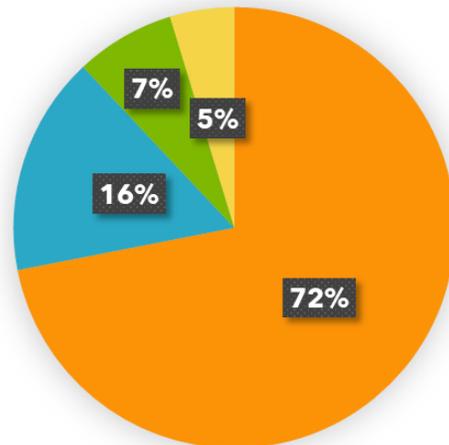
- 30 to 44 years
- 15 to 29 years
- 45 to 59 years
- 60 to 74 years
- Over 75 years

HOUSING OPTIONS

4. Do you own or rent your home in Brooks?



5. Do you think housing would be a good use of the old rodeo grounds site?



6. What kind of home do you currently live in?

79%	HOUSE (SINGLE DETACHED)
7%	DUPLEX, SEMI-DETACHED OR TOWNHOUSE
7%	MANUFACTURED HOME
4%	OTHER (CONDO, TRAILER, ACERAGE, FARM)
2%	APARTMENT BUILDING
1%	SECONDARY SUITE OR DETACHED ACCESSORY DWELLING
0.2%	SENIORS HOUSING

7. What kind of housing would you most like to see developed at the old rodeo grounds site?

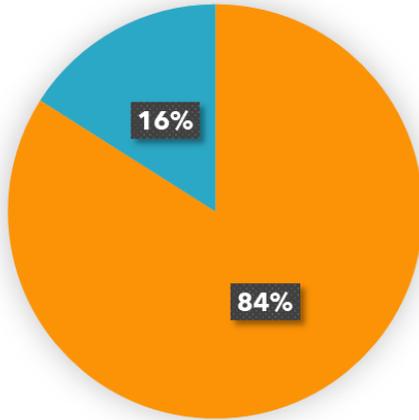
69%	N/A (DON'T WANT HOUSING)
14%	HOUSE (SINGLE DETACHED)
11%	DUPLEX, SEMI-DETACHED OR TOWNHOUSE
9%	OTHER (LOW INCOME HOUSING, TINY HOME, DOG PARK, CAMPGROUND, RETAIL)
8%	SENIORS HOUSING
6%	APARTMENT BUILDING
2%	MANUFACTURED HOME
2%	SECONDARY SUITE OR DETACHED ACCESSORY DWELLING

8. Do you have any comments on housing development on the old rodeo grounds site?

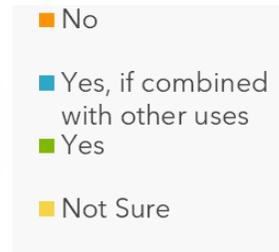
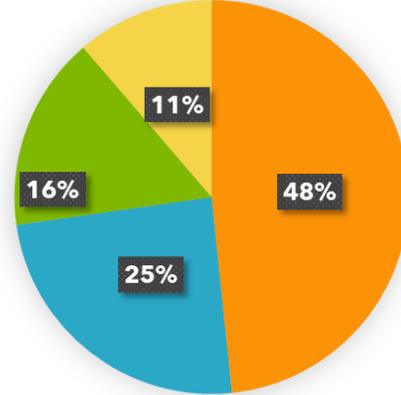
75	comments saying no to housing at the old rodeo grounds site	<p>“I would like to see the space used for an off-leash dog park. The area has a lot of potential to become a great place for the community and their dogs to come together.”</p> <p>“I think we need more recreation areas instead of housing.”</p> <p>“Make apartment complexes. We need more options with cheaper rent.”</p> <p>“The city has many empty lots. In fact, there are several streets on the east side that have only one or two houses. Let’s sell those before more are developed.”</p> <p>“Housing along the golf course is always attractive.”</p>
55	comments suggesting using the area for recreation/green space. Specific suggestions include an outdoor pool, activities geared towards youth/kids, a space for a farmers or flea market, drive-in movie theatre or campground	
35	comments about the location being unsuitable for housing because there is already too many vacant residential properties in the City, the site has too much train and traffic noise, the area is in a flood zone and there are no grocery stores or amenities nearby	
28	comments stating that the area should be used, at least partially, for a fenced dog park	
24	comments suggesting affordable housing in the form of rentals, apartments, lots to build affordable homes on or tiny homes and ideas for mixed use with commercial amenities and walking trails	
12	comments about developing higher end residential in the form of single and semi-detached houses and larger homes along the golf course	
10	comments highlighting problems with existing rental and multifamily areas being low quality and unattractive, as well as concerns with the look of entrances into the City	
6	comments about developing housing that is accessible for senior citizens	
3	comments suggesting a mall as being a good use of the old rodeo grounds site	

COMMERCIAL OPTIONS

9. Do you own or operate a business in Brooks?



10. Do you think commercial development would be a good use of the old rodeo grounds site?



11. Where do you work?

58%	CITY OF BROOKS
15%	OTHER
13%	RETIRED OR NOT CURRENTLY WORKING
11%	COUNTY OF NEWELL
4%	STUDENT

12. What kind of business would you most like to see developed at the old rodeo grounds site?

43%	N/A (DON'T WANT COMMERCIAL)
39%	ENTERTAINMENT AND SERVICE INDUSTRIES (RESTAURANTS ETC.)
29%	SMALL SCALE WALKABLE SHOPS (MAIN STREET STYLE)
17%	OTHER (GROCERY, CONVENIENCE, FARMERS MARKET, RECREATION)
7%	BIG BOX RETAIL
6%	MEDICAL SERVICES

13. Do you have any comments on commercial development on the old rodeo grounds site?

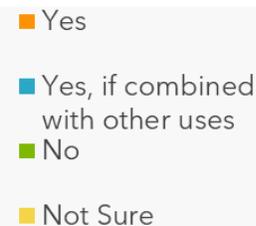
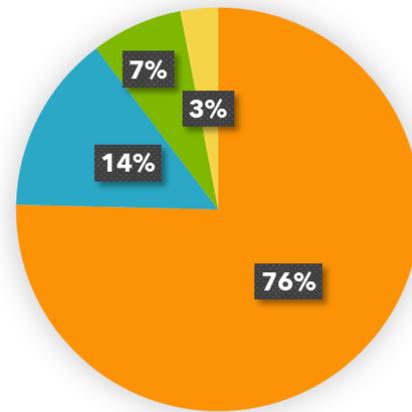
148	comments saying no to commercial development at the old rodeo grounds site	<p>“Focus on making existing commercial areas vibrant. Improve what we have rather than adding another stagnant commercial district.”</p> <p>“I think it would be great to see a park with bike paths, maybe a mini golf course, an outdoor pool, or go carts. Something that would attract tourism.”</p> <p>“I think this area should be multi-use. I would love to see a park space, specifically a true off-leash fenced dog park, plus a combination of walkable pathways and commercial businesses.”</p> <p>“Make it a more relaxed space where youth and elderly alike can walk around. So have cafes, open bars, clothes stores and ice cream parlours.”</p> <p>“A new movie theatre or other entertainment options.”</p>
59	comments suggesting that the site be used for recreation purposes. Specific suggestions included a drive-in theatre, outdoor pool, playpark or general green space, dog park, a site for special events, a community hall or a campground	
26	comments stating that commercial on this site is not a good fit because there are existing vacant commercial spaces in the City, there are better locations for commercial development and the focus should be on supporting existing retail businesses	
24	comments expressing interest in seeing small scale retail developed on the site, with a focus on walkable local shops, restaurants and cafes	
10	comments about it being good to combine residential and commercial together in a mix use site	
10	comments stating that business in this location would be good, that we need new retail and jobs in the City and that commercial development would be a better use of the site than housing	
9	comments about wanting to see big box retail, a mall or other affordable commercial options rather than expensive small retail shops	
8	comments about wanting commercial activities that give people something to do such as a movie theatre or mini-golf	
6	comments about adding a grocery store	
3	comments about adding medical services or a clinic	
1	comment about having a truck stop or industrial style development	

RECREATION OPTIONS

14. What kind of recreation activities do you and/or your family participate in most often in Brooks?

69.7%	WALKING OR BIKING
53.4%	NEIGHBOURHOOD PARKS AND PLAYGROUND EQUIPMENT
52.6%	OUTDOOR RECREATION FACILITIES
39.9%	INDOOR RECREATION FACILITIES
24.6%	GOLFING
15.2%	OTHER (DOG PARK)

15. Do you think recreation/park space would be a good use of the old rodeo grounds site?



16. What kinds of recreation opportunities would you most like to see developed at the old rodeo grounds site?

54%	EVENT SPACE (SUCH AS AN OUTDOOR STAGE OR PUBLIC SQUARE FOR FARMERS MARKETS/FOOD TRUCKS)
46%	OFF LEASH DOG PARK
46%	PASSIVE RECREATION SPACE (SUCH AS WALKING TRAILS AND BENCHES AROUND NATURAL FEATURES OR WETLAND)
26%	PLAYGROUND EQUIPMENT
26%	OTHER (OUTDOOR POOL, BIKE PARK, PICKLEBALL, BOCCE, CLIMBING WALL, MINI GOLF, SOCCER FIELDS, SERVICED CAMPGROUND)
15%	BALL FIELDS
13%	OUTDOOR EXERCISE EQUIPMENT
3%	N/A (DON'T WANT RECREATION SPACE)

17. Do you have any comments on recreation development on the old rodeo grounds site?

72	comments about creating a proper fenced off-leash dog park for at least a portion of the site, with suggestions for improvements including water features, agility courses, benches, walking paths and space for a doggie day care
36	comments suggesting an outdoor pool
29	comments stating general agreement that recreation is the right use for this site with some suggestions that it be multi-purpose recreation
22	comments suggesting the need for some types of sports fields or other sporting activities such as an outdoor rink, BMX bike track or climbing wall
16	comments suggesting some form of walking trail or paths as well as more natural landscaping or gardens
13	comments highlighting the need for family friendly activity space or play equipment
9	comments stating the area should be mixed use, combining recreation with either commercial and/or housing
8	comments suggesting space for entertainment purposes, such as an outdoor stage or drive in theatre
5	comments highlighting the need for campgrounds and event spaces for people to rent for weddings etc.
4	comments suggesting a market space either outdoors or indoors
4	comments about recreation opportunities for people of all ages, accessible to senior citizens and suggestions for exercise equipment or fitness activities
3	comments suggesting space for a community hall

“It would be great if this could be kept as an outdoor space. There are very few with this kind of potential. Off leash dog park with walking trails would be awesome.”

“In summer we don't like to go to the indoor pool. We end up driving a lot to Bassano or Medicine Hat to use theirs.”

“A regional sports park that includes proper soccer pitch or football field with a rubber track would be a great addition.”

“I like the idea of a farmers market space combined with cafes, shops and a dog park.”

“Needs to be a mix of commercial, residential and recreation to make the area a vibrant part of Brooks.”

MIXED USE DEVELOPMENT

Respondents were asked to rate their level of agreement with statements regarding mixed use development and general design principles for future potential development.

18. mixed use development in the form of commercial and residential together should be developed at the old rodeo grounds site.

11%	STRONGLY AGREE
11%	AGREE
20%	NO OPINION
26%	DISAGREE
33%	STRONGLY DISAGREE

20. Parking lots should include trees and other landscaping.

44%	STRONGLY AGREE
36%	AGREE
13%	NO OPINION
5%	DISAGREE
2%	STRONGLY DISAGREE

22. I am comfortable with medium density development (3 to 6 storey buildings).

8%	STRONGLY AGREE
22%	AGREE
21%	NO OPINION
22%	DISAGREE
27%	STRONGLY DISAGREE

19. Parking should be provided behind buildings so that the front of the street is more walkable for people.

22%	STRONGLY AGREE
33%	AGREE
30%	NO OPINION
9%	DISAGREE
6%	STRONGLY DISAGREE

21. Landscaping along all streets is important to create a welcoming pedestrian (walking) experience.

51%	STRONGLY AGREE
34%	AGREE
9%	NO OPINION
1%	DISAGREE
1%	STRONGLY DISAGREE

23. It is important to me that any new housing development includes affordable housing options.

18%	STRONGLY AGREE
19%	AGREE
23%	NO OPINION
16%	DISAGREE
24%	STRONGLY DISAGREE

24. It is important to me that new development strives to reduce environment impact.

26%	STRONGLY AGREE
36%	AGREE
29%	NO OPINION
6%	DISAGREE
4%	STRONGLY DISAGREE

OPEN HOUSE COMMENTS

The following comments were provided by those that attended the Open House on July 20th, 2021.

- Keep at least part of it as a dog park
- It is well used as a dog park
- Would like to see it maintained in the winter so it is safe to walk dogs then
- The land is too valuable to stay a dog park
- Need seniors housing (renal or life lease or garden apts.)
- Not a good location for residential as it is beside industrial, and train tracks, there are no sidewalks and not close to commercial
- There is a fence gap in the southeast corner that dogs can get through onto the golf course that needs to be fixed
- Keep as a dog park and add other recreational elements
- Important that it is fenced
- Add a water feature for dogs
- Playground would be nice too - could take out some of the horseshoe pits and add a playground in there as it is already fenced
- Could locate BAPS (Brooks Animal Protection Society) there and they could have a doggy day care adjacent to the dog park
- Could also have a commemorative forest
- Keep as dog park, but make it attractive for people who don't have dogs too
- Area currently well used, but not well maintained - water not turned on, washrooms not well maintained
- Add water source for drinking and wading, lighting, more shaded areas with shelters and seating, possible natural agility equipment
- Keep the Kinsman building as a venue for people to rent with the possibility of no service camping