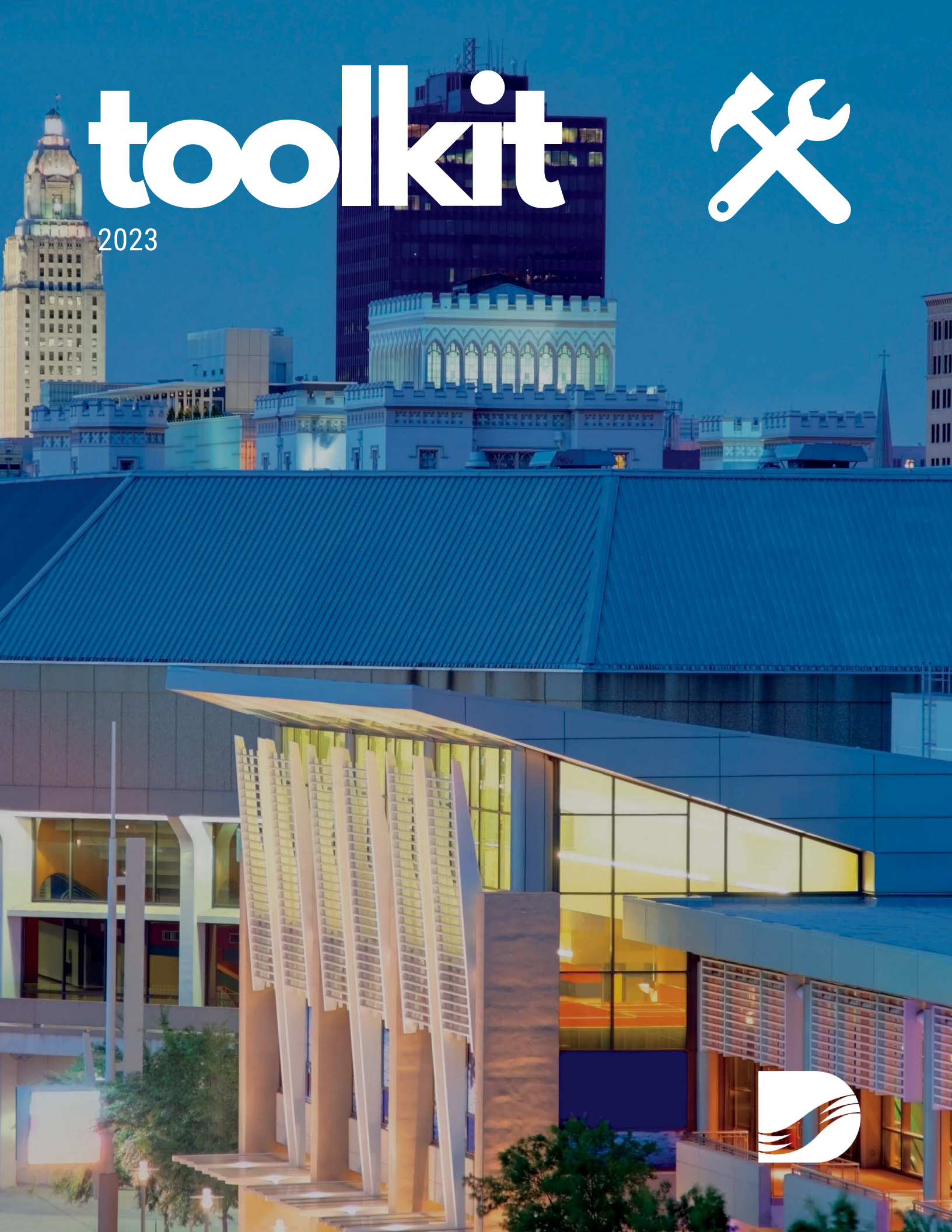


toolkit

2023





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(Incentives, contacts, permitting
process, maps section)



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Downtown Baton Rouge continues to see growth and opportunity in our business, residential, and tourism sectors.

The recent opening of the Rivermark Centre brings an additional 150 residential units available downtown and the demand continues with the announcement to construct an additional 200 units at the 617 North Boulevard property. Progress also continues with several residential developments completed or underway in Downtown East. Riverfront development is also intensifying with large scale projects planned or underway at the Queen Casino, Belle of Baton Rouge Casino, and the Water Campus. Riverboat dockings have also increased, welcoming Viking Cruise Lines in 2023.

Downtown's public greenspaces continue to play host to several events, attracting thousands of residents, workers, and visitors. Additional greenspaces and street improvements are underway including the Downtown Greenway at Louisiana Avenue and River Road.

We thank those who live, invest, work, shop, and visit downtown for making this possible. We look forward to continued progress in 2023!

Whitney Hoffman Sayal
Executive Director

DDD & DOWNTOWN BATON ROUGE:

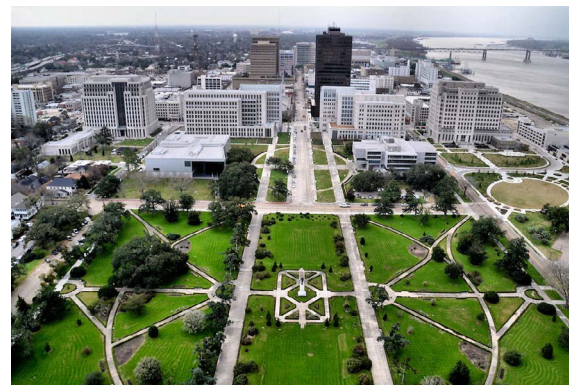
A TIMELINE

Present – 2023

Downtown has seen an incredible amount of progress over the years - made possible by the DDD and many valued stakeholders. Under new leadership, the DDD will develop a strategic plan in 2023 to define the direction of continued progress!

1983

Community stakeholders initiate the creation of Baton Rouge 2000, a master plan to revitalize downtown and spur the creation of the DDD.



1985-1987

In 1985, the Legislature officially creates the DDD. An update to Baton Rouge 2000 is completed in 1987. Davis Rhorer is named the DDD Executive Director.



1990

The Capitol Park Master Plan recommends the consolidation of state offices downtown. The Baton Rouge Riverfront Plan proposes improvements on the levee and public/private projects.



1998

Plan Baton Rouge, an ambitious downtown master plan focusing on New Urbanism principles is created.



2005

The Shaw Center for the Arts opens in the heart of downtown, becoming a cultural and artistic hub, as well as a catalyst for surrounding projects.



2006

Hilton Baton Rouge Capitol Center opens on the site of the old Heidelberg Hotel, having sat vacant and dilapidated for years. This was the first of many other hotels in the Central Business District.



1980

1985

1990

1995

2000

2005

2010

2015

2020

2023



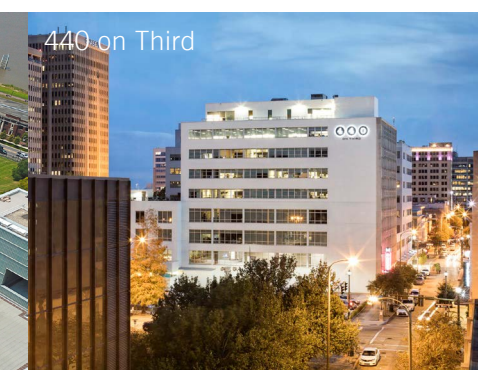
2008

The Downtown Baton Rouge Arts and Entertainment District is created to foster growth and development through the arts and events.



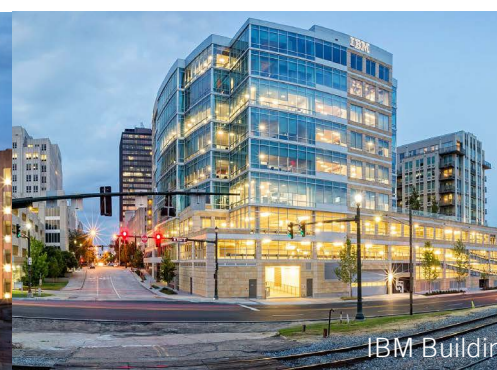
2009

Plan Baton Rouge II is developed to build upon the concepts of Plan Baton Rouge. It recommends specific developments and strategies for adding housing, improving accessibility, and creating more green space.



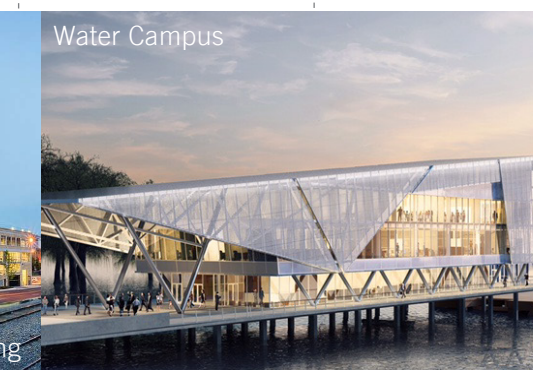
2010-2015

Several underutilized buildings in the Central Business District are converted to multi-use developments adding significant residential growth. Matherne's, a full-service supermarket, also opens.



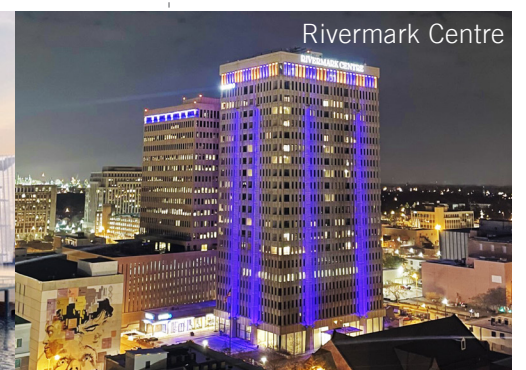
2012-2014

The IBM building, a private/public partnership and mixed-use complex on the riverfront, is built and features an office center and residential complex. The borders of the DDD are expanded in 2012, with taxing approved in 2016.



2015

Construction begins on the Water Campus, a research based public-private project.



2018-2022

Residential demand downtown continues to grow, outpacing demand in other areas of our region. The Rivermark Centre, a luxury residential development, opens in 2022 in the heart of the Central Business District.



INVEST

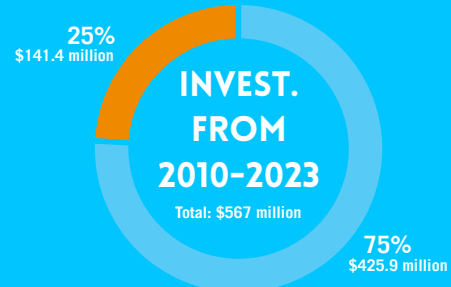
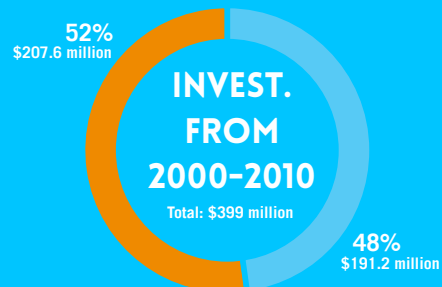
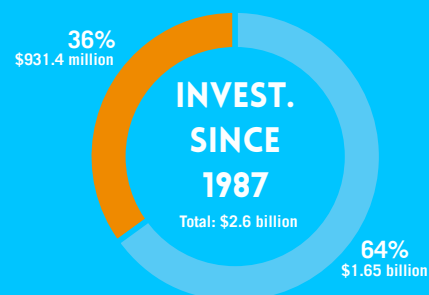
\$2.6 BILLION

TOTAL INVESTMENT SINCE CREATION OF DDD IN 1987

COMPLETED: 1.6 BILLION • IN PLANNING: 1 BILLION

Downtown Baton Rouge serves as an important role as a regional economic and cultural center; a series of recently completed projects have fueled growth by generating excitement and activity, bringing more people downtown.

Public Projects Private Projects



*Total investment figure includes completed projects and anticipated costs of projects in planning or under construction.

\$1.45 billion

INVESTED SINCE 2013

29 projects

CURRENT PROJECTS UNDER CONSTRUCTION / IN PLANNING

1037 units

RESIDENTIAL UNITS IN PRODUCTION SINCE 2013



MAJOR DEVELOPMENT PROJECTS

SINCE PLAN BATON ROUGE

*Investments Over ~\$10M & Greenspaces

COMPLETED PROJECTS

- RESIDENTIAL
- OFFICE
- MIXED-USE
- HOTELS
- GREENSPACES
- OTHER

COMPLETED

- 1) Rhorer Plaza
- 2) LASM Planetarium & Space Theatre
- 3) North Boulevard Town Square Phase I & II
- 4) River Center Theatre
- 5) Repentance Park
- 6) 19th JDC
- 7) II City Plaza
- 8) Shaw Center for the Arts
- 9) Watermark Baton Rouge
- 10) Courtyard by Marriott
- 11) River Center Library
- 12) Downtown Greenway-North Boulevard & TJ Jemison
- 13) Hilton Hotel
- 14) Hotel Indigo
- 15) Commerce Building
- 16) IBM / 525 Lafayette
- 17) Hampton Inn & Suites
- 18) 440 on Third
- 19) River Road/Riverfront Improvements Phase I
- 20) The Heron Downtown
- 21) LA State Licensing Board for Contractors

PROJECTS IN PLANNING/ UNDER CONSTRUCTION

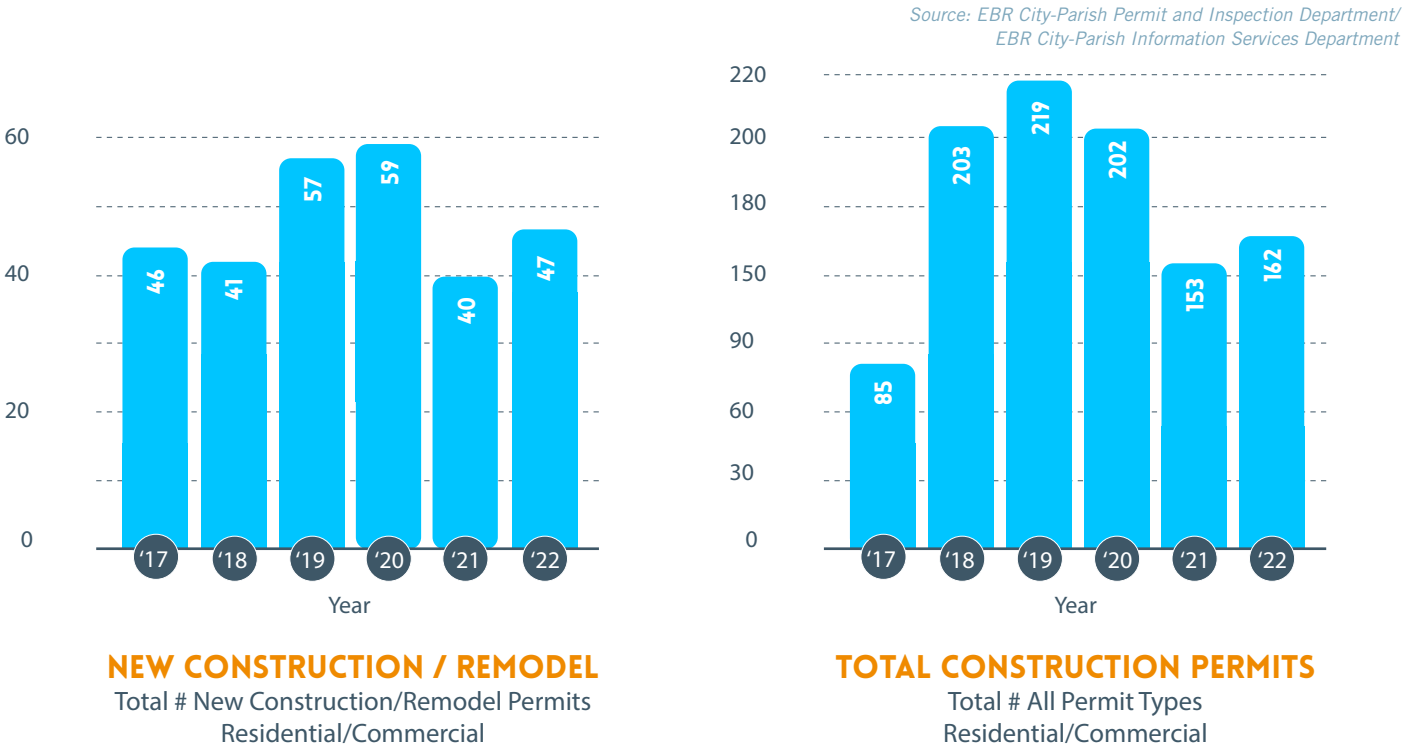
- RESIDENTIAL
- OFFICE
- MIXED-USE
- HOTELS
- GREENSPACES
- OTHER

PLANNING

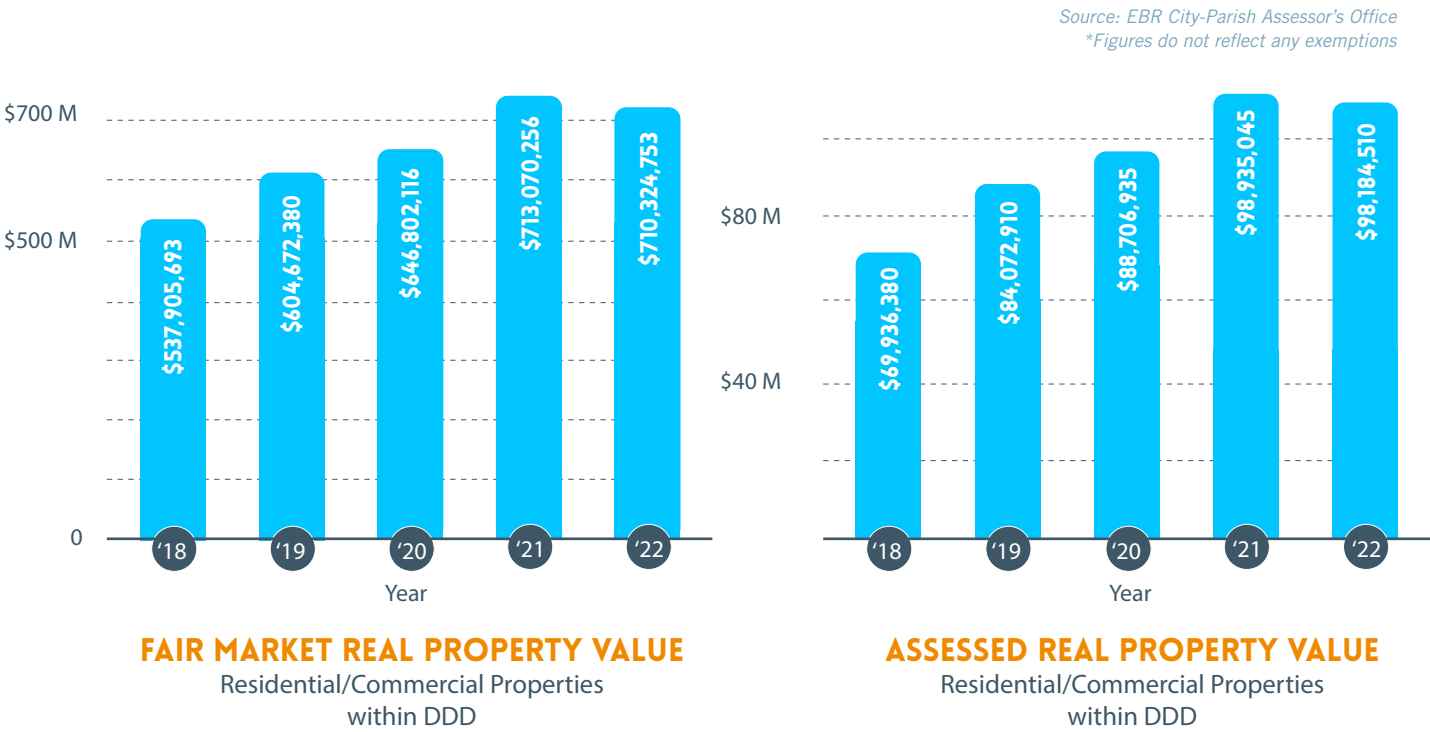
- 22) Elysian I & II
 - 23) Rivermark Centre I & II
 - 24) Rotary Sculpture
 - 25) Spencer Calahan Law Offices
 - 26) LABI
 - 27) Cary Saurage Center for the Arts
- 1) Water Campus (Ongoing)
- 2) Origin Hotel
- 3) The Heron II
- 4) Spanish Town Condominiums
- 5) 263 Third Street
- 6) Belle of Baton Rouge
- 7) Hollywood/ Queen Casino
- 8) River Road/Riverfront Improvements Phase II
- 9) Hotel Lincoln
- 10) Downtown Greenway/ Louisiana Connector
- 11) River Center Improvements

DOWNTOWN CONSTRUCTION ACTIVITY

Commercial and residential new construction and improvements remained relatively steady during the pandemic. Over the last five years, the total number of construction related permits, as reported by the EBR Permit and Inspection Department, is over 1100; evidence of the continual investments being made within the downtown area. The total number of permits cited includes new and renovation construction, electrical, plumbing, sign, pool, gas, generator, mechanical, demolition, and occupancy permits.



DOWNTOWN PROPERTY VALUES





BUSINESS

Source: EBR City-Parish Finance Department
US Census

Downtown Baton Rouge’s commercial activity continues to increase with a total of 671 businesses concentrated in the service industry. State and local employees make up the majority of the daily customer base for downtown businesses, supplemented by 140,000 daily visitors generating over \$110 million in annual taxable sales.

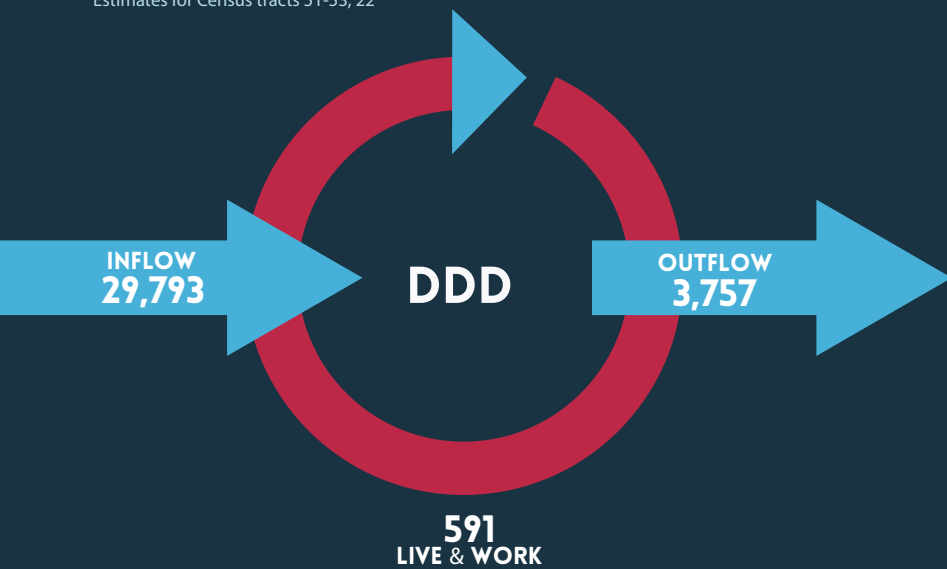
140,000 daily visitors
FOR BUSINESS OR PLEASURE

671 businesses
WITHIN DEVELOPMENT DISTRICT

30,384 jobs
WITHIN THE DOWNTOWN AREA
Estimates for Census tracts 51-53, 22

INFLOW/OUTFLOW OF WORKERS

Estimates for Census tracts 51-53, 22



TOP PRIVATE INDUSTRIES

Businesses within DDD

- 1 Services - 32%
- 2 Construction- 11%
- 3 Transportation/Warehousing - 7%
- 4 Information - 7%
- 5 Finance & Insurance - 4%
- 6 Manufacturing - 2%
- 7 Wholesale Trade - 1%
- 8 Real Estate/Rental/Leasing - < 1%
- 9 Retail Trade - < 1%
- 10 Utilities - < 1%



WORKER PROFILE

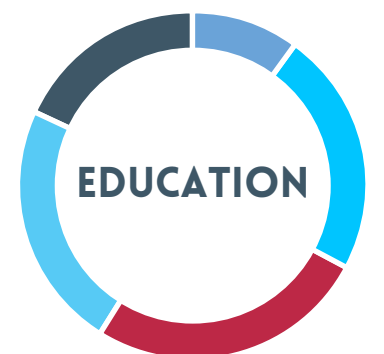
*Figures include Census Tracts 22, 51, 52, and 53 - Source: <http://onthemap.ces.census.gov/>

DAILY WORKERS

30,384

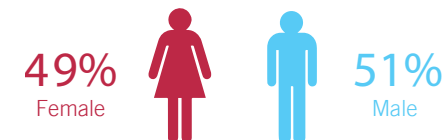
PUBLIC ADMIN. TOP EMPLOYMENT SECTOR

34%



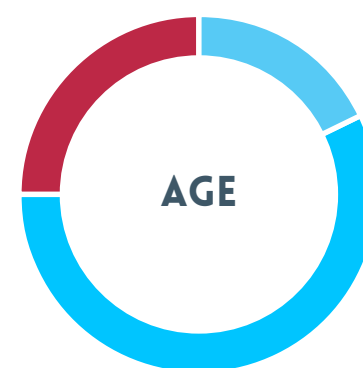
- 10% Less than High School
- 23% High School Grad
- 26% Some College
- 23% Bachelors Degree or Higher
- 18% Attainment not Available

GENDER

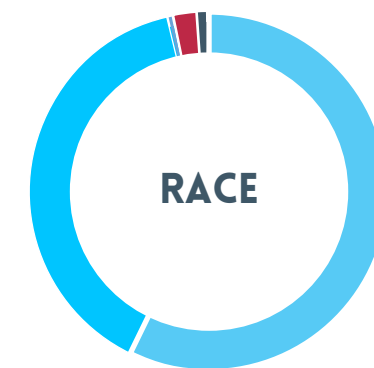


INFLOW/OUTFLOW

EMPLOYED AND LIVING WITHIN DOWNTOWN **591**
EMPLOYED DOWNTOWN BUT LIVING OUTSIDE **29,793**



- 18% Age 29 or Younger
- 58% Age 30-54
- 25% Age 55 or Older



- 57.6% White
- 39.0% Black or African-American
- 0.3% American Indian or Alaska Native
- 2.1% Asian
- 0.9% Two or More Race Groups



- 13% \$1,250 per month or less
- 23% \$1,252 - \$3,333 per month
- 64% More than \$3,333 per month



OFFICE

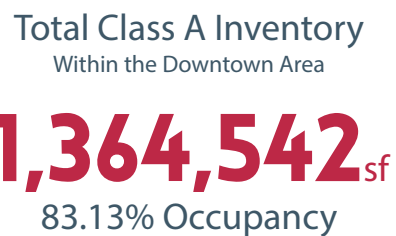


Source: 2022 Baton Rouge Trends Report

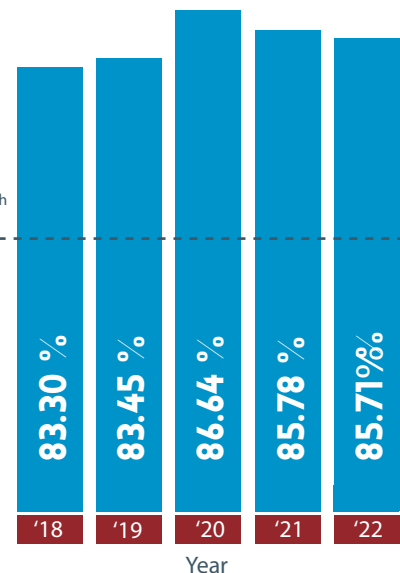
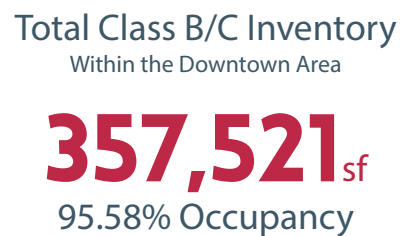


CLASS A OFFICE
Average Rental Rate per SF

Class A occupancy and PSF stayed level from 2019-2022, while occupancy rates in Class B/C improved. The conversion of II Rivermark Centre, formerly known as Chase South Tower, decreased the overall office inventory and added to residential availability. Companies continued to locate downtown, welcoming Placid Refining and HNTB in 2023.



CLASS B/C OFFICE
Average Rental Rate per SF
2022 Parish Average \$16.34



CLASS A/B/C OCCUPANCY
Occupancy rate percentage

OFFICE DEVELOPMENT PROJECTS

SELECT CATALYTIC DEVELOPMENTS

Downtown Baton Rouge serves an important role as a regional economic and cultural center; a series of recently completed projects have fueled growth by generating excitement and activity, bringing more people downtown. With ideal access to the interstate highway systems and the Baton Rouge Metropolitan Airport, over 1.5 million tourists per year, and daily visibility of over 140,000 people, downtown is the first choice location for doing business in Baton Rouge. The developments below are among the numerous additions of class A office space to the downtown market.

Featured projects only. Additional project information can be found within the Resources section.

IBM

The State of Louisiana, in collaboration with the EBR City-Parish and Baton Rouge Area Chamber, captured this internationally renowned company with incentives to locate downtown. Complementing this unique partnership is the commitment from Louisiana State University (LSU) to increase computer related graduates, along with riverfront property improvements from the Baton Rouge Area Foundation and Commercial Properties Realty Trust. IBM, along with other businesses in the building, have added an increased worker presence downtown.



WATER CAMPUS

The Water Campus is the economic and cultural southern anchor of downtown, strengthening the connection to LSU. The 30 acre campus is located on the Mississippi Riverfront, surrounding the old Municipal Dock near the Interstate-10 bridge, and houses The Water Institute of the Gulf, an independent applied research organization focused on developing scientific coastal restoration solutions. The first phase of the campus has been completed with several offices and a new residential building. Ultimately, the Campus will have up to 1.6 million square feet of public, private, and commercial space.



II CITY PLAZA

II City Plaza was the first new ground-breaking Class A commercial office building constructed in Downtown Baton Rouge in nearly 25 years. A beautiful, twelve story granite, glass and stone structure located at the corner of Convention Street and 4th Street, II City Plaza offers its tenants exceptional quality and prestigious presentation in a convenient location. The II City Plaza development consists of a 12-story class A office building containing approximately 256,000 sq. ft. along with a 700 space parking garage, offering to tenants expansive views of the river and state capitol.



500 LAUREL

Developers Dyke Nelson and David Weinstein renovated 500 Laurel Street into a Class A office space. Responding to the high demand for this type of office space, the team focused their attention on this historical 30,000 square-foot office building located within close proximity to the state office buildings and other nearby office complexes. The building was originally built in the late 1950s as the Union Federal Savings & Loan Building by renowned Louisiana architect A. Hays Town. The \$4.5 million renovations were completed in 2016 and Business First Bank is currently occupying the space.





LIVING

RESIDENT PROFILE

\$224.6million
RESIDENTIAL INVESTMENT SINCE 2013

*Census Tracts 51, 52, 53 & 22

Demand for downtown living continues and the private sector is responding with 316 units currently under construction or in planning. This increase in demand is attributed to an energetic and convenient urban lifestyle desired by young professionals and retirees. Recently completed II Rivermark Centre brings 150 additional units downtown and plans are underway with an additional 142 units at 617 North Boulevard.

DOWNTOWN NEIGHBORHOODS

The Downtown Development District is comprised of unique, architecturally vibrant neighborhoods. Historic Spanish Town and Historic Beauregard Town, the oldest Baton Rouge neighborhoods, are comprised primarily of single family housing, while Downtown East and the Central Business District have seen a surge of multi-family developments.



Source: Compiled by DDD. Phone/email communication with property owners/developers.



78% Renter Occupied
22% Owner Occupied
*Census Tracts 51, 52, 53 & 22
2021 ACS Survey

75percent
OF RESIDENTIAL RESPONDENTS
WANT MORE HOUSING DOWNTOWN

Source: 2023 DDD Strategic Plan Survey

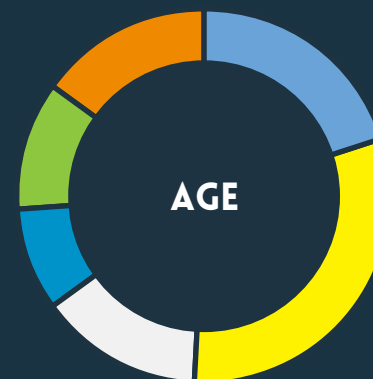
40percent
OF DOWNTOWN WORKER RESPONDENTS
WANT TO LIVE DOWNTOWN

Source: 2023 DDD Strategic Plan Survey

*Figures include Census Tracts 22, 51, 52, and 53 - Source: 2021 American Community Survey 5-Year Estimates

Population
10,509

Household Size
2.32 avg.

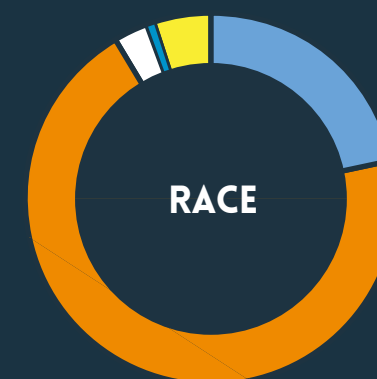


20% 0-19
31% 20-34
14% 35-44
9% 45-54
11% 55-65
15% 65+

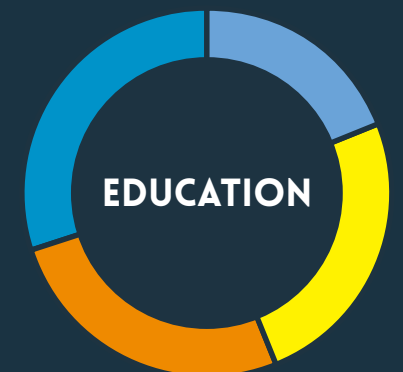
Marital Status



Gender
50% Female 50% Male



22% White
70% Black
3% Asian
<1% American Indian
0% Pacific Islander
5% Other



19% Less than High School
25% High School Grad
26% Some College
30% Bachelors Degree or Higher



27% Under \$14,999
12% \$15,000-\$24,999
9% \$25,000-\$34,999
12% \$35,000-\$49,999
19% \$50,000-\$74,999
21% Over \$75,000

RESIDENTIAL DEVELOPMENT PROJECTS

SELECT CATALYTIC DEVELOPMENTS

Downtown has become one of the most desirable places to live in Baton Rouge; the residential developments currently underway will bring a total of approximately 300 additional units to the downtown market. Downtown Baton Rouge is buzzing with new residents and new housing opportunities. From mixed-use buildings that have been converted from office space to sleek new apartments, to refurbished historic homes in our colorful neighborhoods, there’s a myriad of residential living options that offer something for everyone. Below are a few of the many great developments that are offering residential options.

Featured projects only. Additional project information can be found within the Resources section.

RIVERMARK CENTRE

Mike Wampold, a local developer with several projects located throughout Baton Rouge, converted one of the former Chase Towers office buildings to 150 residential units. The buildings are located in the heart of the Central Business District and were originally built in the 1960s. Renamed to Rivermark Centre I and II, the 21-story southern building has been converted from a 333,000 square-foot office building into a mixed-use development with retail, residential, and a full service Chase Bank.



COMMERCE BUILDING

New Orleans architecture firm, Eskew+Dumez+Ripple Architects, redesigned the former office space last occupied by several state offices and engaged the downtown community in the programming of the vacant building. This multi-use building includes 93 residential units, a rooftop restaurant & pool, fitness center, on-site covered parking, and bottom floor retail. Construction completion and residential move in took place within the first quarter of 2016.



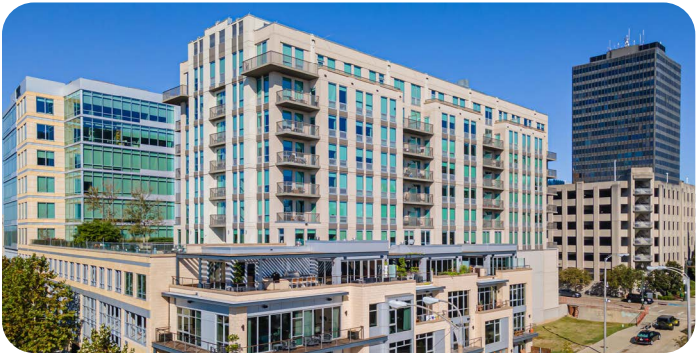
THE HERON II DOWNTOWN

The much-anticipated “Heron II” development project is underway at the approved demolition site of 617 North Boulevard, promising another addition to DTBR’s modern urban living experience. Similar to the Heron I Downtown, this mixed-use complex will incorporate residential units, retail spaces, and recreational areas, all designed with community in mind. Located in the heart of Downtown Baton Rouge, the new building positions residents in the center of urban life with quick access to the Downtown Greenway and other green spaces.



525 LAFAYETTE

525 Lafayette offers not only the energy of Downtown Baton Rouge, but also easy access to the IBM Center and the Capitol, the prestige of high-rise living, and the ease of life on the river. The 85 residential units developed by Commercial Properties Realty Trust at 525 Lafayette give you the elegant and refined lifestyle you desire. With its prestigious address on the banks of the Mississippi, 525 Lafayette offers some of the best views of the river and downtown skyline.



DOWNTOWN AMENITIES & RECREATION

In addition to Matherne’s Market at 440 on Third, a full-service supermarket and deli, downtown has a local pharmacy, Prescriptions to Geaux, that just celebrated a successful 10 years downtown. The grocery and pharmacy, along with the many other amenities listed below, support the increase in residential living options and the desirability to live downtown. These businesses join retailers such as Bates & Thigpins, and the many shopping opportunities at the Main Street Market.

EDUCATION

- ▶ Schools within a 2 mile radius of Downtown - 25
- ▶ Schools within the Downtown Development District - 9
- ▶ Close proximity to numerous early learning facilities, elementary schools, and high schools
- ▶ Centrally located between Southern University, Louisiana State University, and the BR Community College

GREENSPACES

- ▶ AZ Young Park
- ▶ BREC Convention Street Park
- ▶ BREC Expressway Park
- ▶ BREC North 14th Street Park
- ▶ BREC 7th Street Park
- ▶ BREC Spanish Town Road Park
- ▶ Capitol Gardens
- ▶ Downtown Greenway
- ▶ Galvez Plaza
- ▶ Lafayette Park
- ▶ North Boulevard Town Square
- ▶ Repentance Park
- ▶ Rhorer Plaza
- ▶ Riverfront Plaza
- ▶ Veteran’s Memorial Park

ARTS & ENTAINMENT/FOOD SERVICE

- ▶ Restaurants - 47
- ▶ Bars/Lounges - 17
- ▶ Art Galleries, Museums, Markets - 14
- ▶ Large Concert Venues - 5
- ▶ Theatres - 6
- ▶ Monuments - 3
- ▶ Public Art - 121

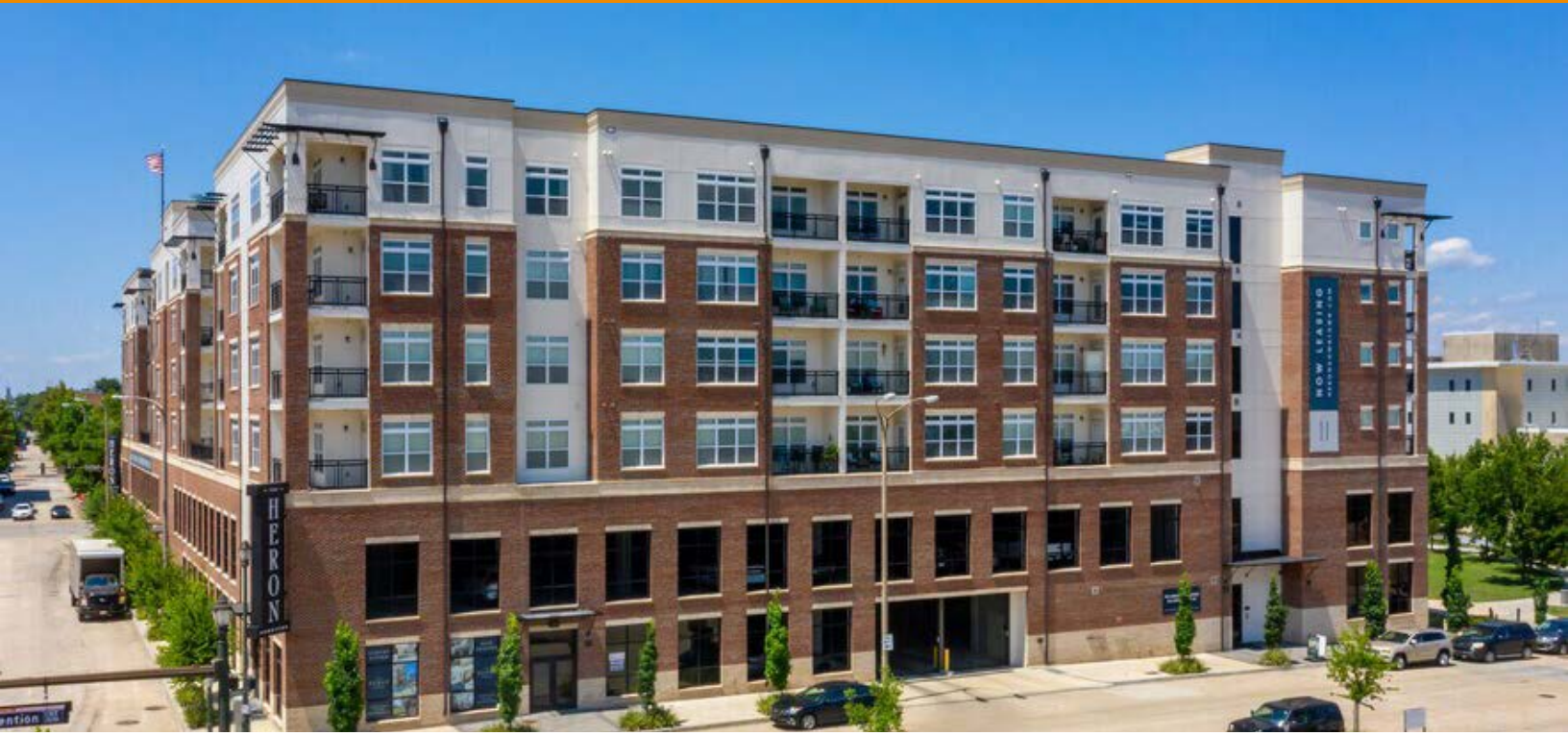
ESSENTIAL SERVICES

- ▶ Matherne’s Market
- ▶ Downtown Physical Therapy
- ▶ Prescriptions to Geaux
- ▶ Downtown Grocery
- ▶ Charles W. Lamar Jr. YMCA, Anytime Fitness, and Nardfit Elite
- ▶ Downtown Library

PARKING

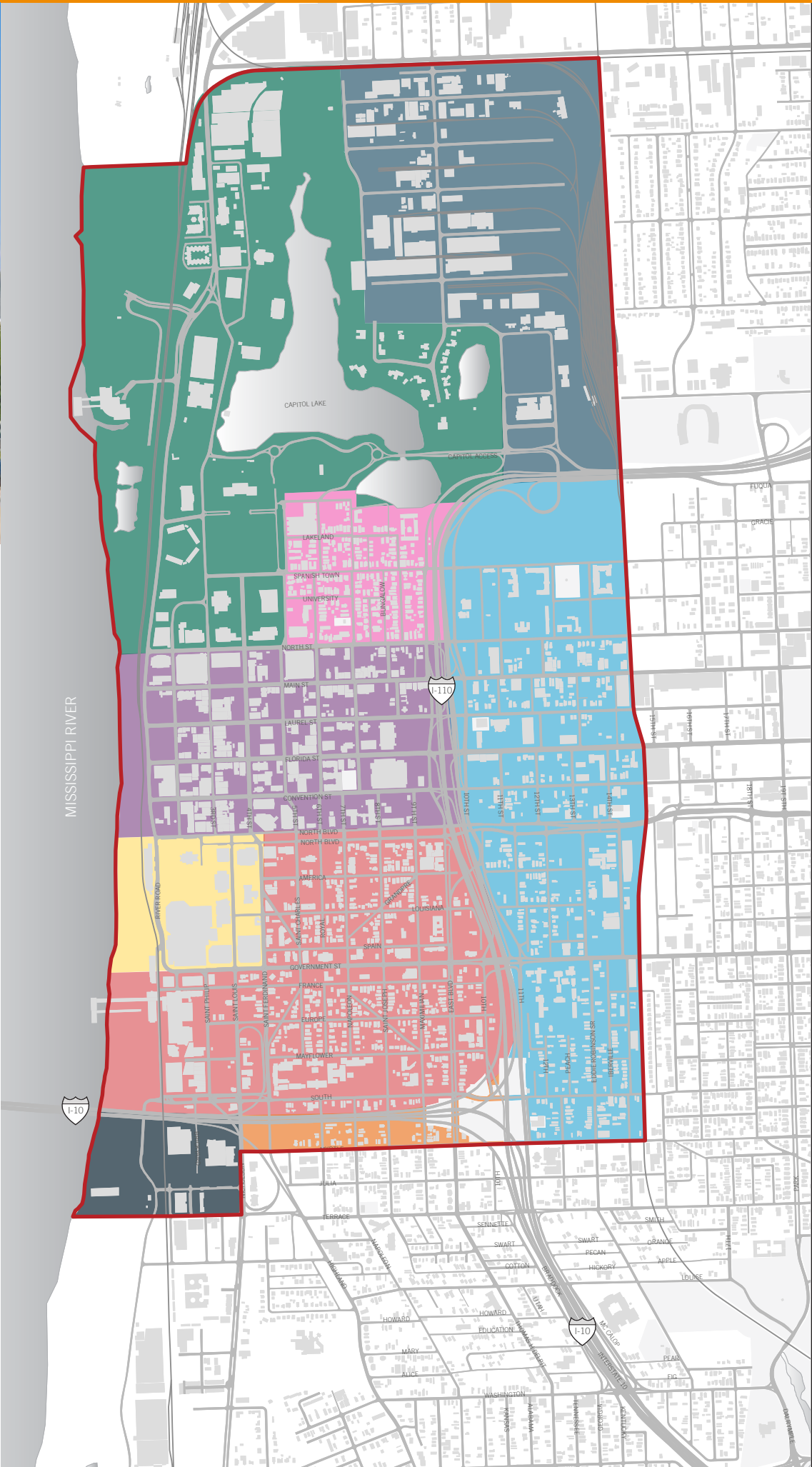
**Figures from within a 2014 Parking Study Area which includes the areas bound by the Mississippi River to the west, 5th Street/St. Charles to the east, South Boulevard to the south, and North Street to the north.*

- ▶ Total Parking Spaces - 8,089
 - ▶ Public Off-Street - 3,828
 - ▶ Private Off-Street - 3,706
 - ▶ On-Street Parking - 555



DOWNTOWN NEIGHBORHOODS

The Downtown Development District has several unique, architecturally and culturally vibrant character areas/neighborhoods. These include Historic Spanish Town, Historic Beauregard Town, Central Business District, Downtown East, the Capitol Area, Industrial Park, City Center, Myrtle, and Water Campus.



DOWNTOWN CHARACTER AREAS & NEIGHBORHOODS

LEGEND	
Capitol Area	<div></div>
Industrial Park	<div></div>
Spanish Town	<div></div>
Downtown East	<div></div>
Central Business District	<div></div>
City Center	<div></div>
Beauregard Town	<div></div>
Myrtle	<div></div>
Water Campus	<div></div>

Capitol Area - The capitol area of Downtown Baton Rouge serves as the vibrant heart of Louisiana's capital city. It encompasses the majestic State Capitol building and a thriving mix of government buildings, businesses, cultural institutions, and entertainment venues.

Industrial Park - The industrial park of Downtown Baton Rouge features a diverse range of industrial facilities and businesses and is full of opportunity. It serves as a center for manufacturing, distribution, and logistics, featuring locally-owned Manda Meats and several other large companies.

Spanish Town - Spanish Town is a historic and eclectic neighborhood located in Downtown Baton Rouge. Known for its colorful and historical houses, it is the oldest neighborhood in Baton Rouge established in 1805.

Downtown East - Downtown East of Downtown Baton Rouge refers to the area located to the east of Interstate 110. This neighborhood has focused revitalization projects underway including residential, commercial, and entertainment.

Central Business District - The Central Business District (CBD) of Downtown Baton Rouge is the bustling commercial and financial center of the city. It is home to numerous high-rise office buildings, government offices, banks, hotels, and retail establishments.

City Center - The City Center of Downtown Baton Rouge encompasses the core area where our civic institutions and cultural attractions converge. This area features the Central Green, a series of public greenspaces that connect these attractions and institutions.

Beauregard Town - Beauregard Town is a historic neighborhood located in Downtown Baton Rouge, known for its charming architecture and tree-lined streets. The neighborhood's architectural beauty and historic significance make it a popular destination for visitors and locals interested in experiencing the rich history and southern charm of Baton Rouge.

Myrtle - This area is located just south of Beauregard Town on Myrtle Street. The historic Lincoln Theatre is located on this corridor which welcomed performances from famous African American musicians and served as a community hub with a pharmacy, barbershop, dentist office, laundromat, and offices.

Water Campus - The Water Campus is at the southern end of the downtown and features a mix of research facilities, offices, and residences. The Water Campus region serves as a hub for scientific advancements and collaborations aimed at addressing the challenges and opportunities related to water resources in the region.



Source: Compiled by DDD. Phone/email communication with attraction/events.

With over 1,000 annual events taking place in the downtown area on an annual basis, bringing more than 1.5 million visitors per year, downtown is the premier place to host an event in the city. Events have been and continue to be a major economic driver of downtown development; a perfect synergistic relationship between businesses, attractions, and guests.

1,000 annual events
FESTIVALS, RACES, PARADES & CONCERTS

1.5 million
ANNUAL TOURISTS

133 annual riverboat stops
ON THE MISSISSIPPI RIVERFRONT

TOP PUBLIC EVENT ATTENDANCE

Mardi Gras Parades - 280,000
Live After Five Concert Series (2 seasons) - 50,000
Baton Rouge 4th of July Fireworks Celebration - 75,000
Sunday in the Park Concert Series (2 Seasons)- 20,000
Red Stick Revelry - 15,000
Festival of Lights - 10,000
Baton Rouge Blues Festival - 25,000
Louisiana Marathon - 20,000 - 24,000

ATTRACTION ATTENDANCE

	2015	2016	2017	2018	2019	2021	2022
Raising Cane’s River Center	500,000	350,000	350,000	363,610	402,735	355,354	308,283
Louisiana Arts & Science Museum	175,195	176,398	178,910	171,858	174,642	*18,147	*47,998
USS KIDD	86,373	79,238	59,537	44,290	47,403	32,369	40,145
Old State Capitol	50,000	60,000	60,000	60,000	53,101	25,000	42,000
LSU Museum of Art	21,240	24,111	24,000	24,350	22,937	15,907	21,485
Capitol Park Museum	67,193	63,941	67,373	77,026	74,402	23,320	34,229
State Capitol Building	118,371	71,897	66,850	77,486	73,886	6,875	28,506
Manship Theatre	25,239	24,775	26,547	29,000	48,686	24,025	35,410

*All downtown attractions not included
* 2020 Data not included due to pandemic
* Prior to 2020, LASM tracked “program participants”, who may attend multiple programs at the museum on the same day, rather than individual visitors. Now, LASM tracks individual visitors rather than “program participants.”

DOWNTOWN OUTDOOR EVENT SPACES
TOP PUBLIC RIVERFRONT INVESTMENTS

Downtown Baton Rouge has worked to connect numerous civic and cultural institutions near the River Center and City Hall campuses through a unified system of greenspaces known collectively as the Central Green. Since their completion between 2012 and 2019, North Boulevard Town Square, Galvez Plaza, The Crest Stage, Repentance Park, City Hall Plaza, and Riverfront Plaza have been host to over 250 annual events including the popular Live After Five Series as well as small informal gatherings on the lush greenspaces. For more information about the outdoor event spaces and/or to hold an event, please contact Casey Tate (ctate@brla.gov).

Featured projects only. Additional project information can be found within the Resources section.



TOWN SQUARE & THE CREST

North Boulevard Town Square is a spectacular greenspace development that has transformed the disjointed area between North Boulevard and River Road into a lively downtown center where the city’s cultural and civic attractions can come together for all to enjoy. Town Square has now become the city’s premier social gathering place — featuring more than an acre of open green space with innovative water features that help cool the landscape and a multitude of high-tech amenities to entertain visitors. North Boulevard Town Square can be reserved for concerts, outdoor dinners, press conferences, and much more.



REPENTANCE PARK

Repentance Park features an arched walkway with fixed seating, fountain, and splash-pad with 750 jets, undulating land forms, a great lawn, and tiered steps to sit and enjoy the views of the Mississippi River. The public has embraced Repentance Park since its renovation and has used the park for picnics, sun bathing, and play. During downtown’s many festivals the space has found its use as a stage and seating area. With its open space and sloped character, Repentance Park is one of the more versatile options for hosting an event.



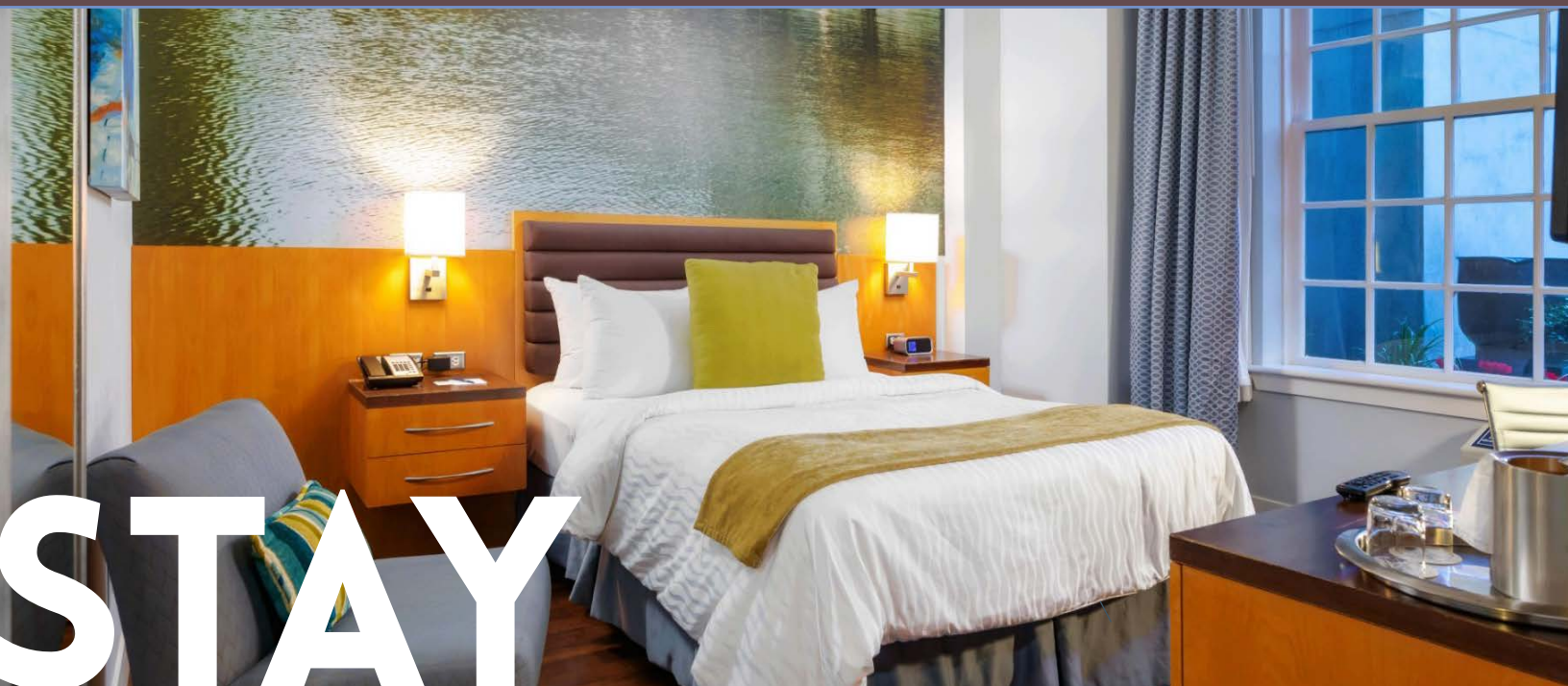
RIVERFRONT PLAZA & LEVEE GREEN

CARBO Landscape Architecture designed enhancements for Riverfront Plaza that have transformed the areas within and adjacent to the plaza and dock area. CARBO’s design intent was to decrease maintenance and provide accessible individual spaces within the gardens that can be used for events and/or riverboat reception. Some of the improvements include; native and wildflower planting areas, additional security lighting, sound system, concrete repairs, and ADA improvements.



RHORER PLAZA

Completed in May of 2018, the redesign of City Hall Plaza dealt with the removal of underutilized and harsh existing hardscapes in the plaza, replacing them with a large green lawn and shade trees. The redesign improves circulation throughout the City Hall and River Center Campuses, and allows the Crest Stage to be used from both sides. The City Hall building is incorporated into the redesign by extending a floating “porch” into the greenspace and closer to the Crest Stage. The plaza was renamed to Rhorer Plaza in 2021 after long time Executive Director Davis Rhorer.



STAY

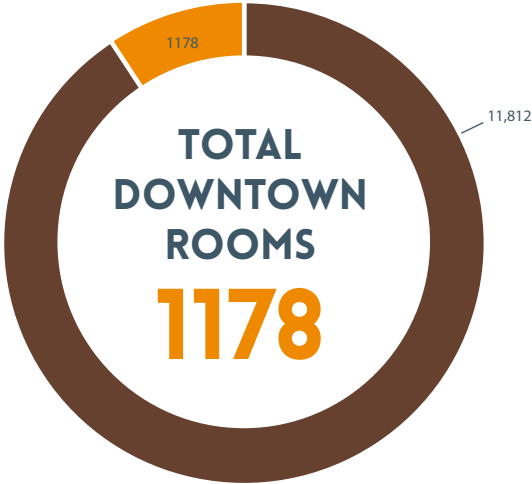
Downtown now has seven hotels and 1178 rooms within walking distance to the River Center. Visitors are attracted to downtown’s walkability, area attractions, and nearby amenities. Downtown’s hotel occupancy and RevPAR numbers remain higher than the overall hotel market in East Baton Rouge.

\$117million
HOTEL INVESTMENT SINCE 2010

7hotels
WITHIN WALKING DISTANCE TO
CONVENTION CENTER MEETING SPACES

DOWNTOWN AREA HOTELS

- Hampton Inn & Suites
137 rooms
- Hilton Baton Rouge Capitol Center
290 rooms
- Origin Hotel
91 rooms
- Belle of Baton Rouge Casino Hotel
288 rooms
- Hotel Indigo Baton Rouge Downtown
93 rooms
- Watermark Hotel, Autograph Collection Hotel
144 rooms
- Courtyard Marriott
135 rooms



9% Downtown room share
91% Metropolitan Statistical Area (MSA)

Source: Compiled by DDD and downtown hotels sales departments.

2023 AVERAGES FOR DOWNTOWN AREA HOTELS
January 2023 - June 2023

71% occupancy rate
AVERAGE OCCUPANCY RATE

\$105.89 RevPAR
REVENUE PER AVAILABLE ROOM

\$149.09 ADR
AVERAGE DAILY RATE

FEATURED HOSPITALITY PROJECTS
NEW HOTELS FUELING GROWTH AND EXCITEMENT

The longtime goal to bring 1,200-1,400 hotel rooms to downtown Baton Rouge is now a reality as the effects of a 20-plus year vision to breathe life back into the area continues to thrive. Tax increment financing, Historic Tax Credits, and Restoration Tax Abatement has helped many of these hotels offset the costs of construction, bringing new life to historic buildings and surface parking lots that once sat idle. Hotel investments are helping drive River Center convention business and attracting guests visiting Baton Rouge for business and leisure.

Featured projects only. Additional project information can be found within the Resources section.

COURTYARD MARRIOTT

Windsor Aughtry Company, Inc. of Greenville, S.C., announced in the fall of 2014 that they would develop an approximately 85,000 square-foot, eight-story, 135-room Courtyard by Marriott Hotel at the epicenter of Downtown’s Third Street Corridor, 260 Third Street. The Downtown Courtyard by Marriott’s specific Third Street location pays homage to the Hotel Istrouma, Baton Rouge’s first downtown hotel formerly at the same Third Street location. The hotel also features a Starbucks on the ground floor facing Third Street.



HAMPTON INN & SUITES

As their first investment in downtown, Windsor Aughtry Company, Inc. opened the 137 room Hampton Inn and Suites in 2013, joining IBM, Hotel Indigo, and the Hilton Hotel in the redevelopment of Lafayette Street. Many of the 137 spacious guest rooms offer breathtaking views of the Mississippi River. The 110,000 square foot hotel offers free hot breakfast daily, free Internet, expanded fitness center and business center with meeting rooms.



WATERMARK HOTEL

Originally the home of Louisiana National Bank and one of Baton Rouge’s first skyscrapers, the hotel was built in 1926 and was purchased by developer Mike Wampold in the spring of 2014. The 12-story and 92,000 square foot art deco building is located on the corner of Convention and Third Street. The building was most recently used to house state offices, but in spring of 2015, renovation work began on the interior to convert the office building into a 144-room Marriott Autograph Hotel. The hotel opened its doors in late 2016.



ORIGIN HOTEL

The Origin Hotel is slated to open in 2023 and will contain approximately ninety-one rooms. It sits on North Boulevard near the 19th JDC and is undergoing a renovation. Through modern interior design and amenities, the Origin Hotel will bring a contemporary touch to a classic building that dates back to 1956. The hotel will also have three top-floor suites overlooking canopies of Live Oak trees on the Downtown Greenway.





RIVER CENTER

Source: Raising Cane's River Center, SMG

RAISING CANE'S RIVER CENTER

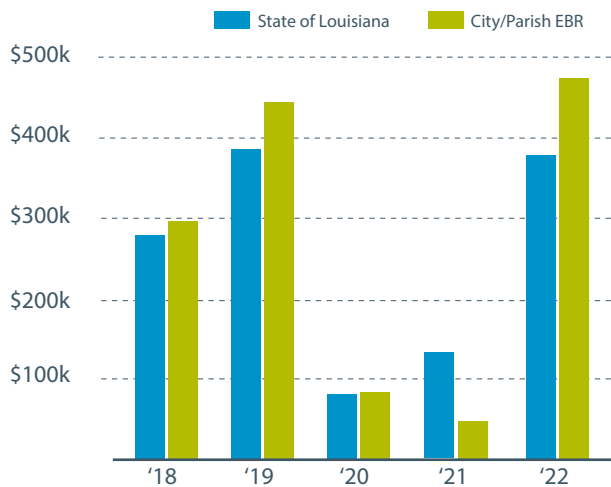
Located on the banks of the Mississippi River, the Raising Cane's River Center has helped to completely transform Downtown Baton Rouge. The entire complex, including the Arena and Theatre for the Performing Arts, as well as the Exhibition Hall, includes more than 200,000 sf of renovated space. The 70,000 sf Exhibition Hall can be combined with the existing Arena to create more than 100,000 square feet of contiguous exhibit space. Additional improvements are underway as Baton Rouge prepares to welcome a new hockey team in 2023.



ATTENDEES RESIDENCY

Metro Area Residents - 58%
Residents <100 Miles - 22%
Residents 100-200 Miles - 6%
Residents >200 Miles - 14%

STATE & LOCAL SALES TAX COLLECTED



1.17million
ATTENDEES OVER LAST 5 YEARS

286actively employed
FULL-TIME & PART-TIME AT THE RIVER CENTER

ATTENDANCE BY VENUE

ATTENDANCE:	2018	2019	2020	2021	2022
Arena	169,961	160,277	199,229	138,778	135,502
Ex-Hall	50,506	48,596	108,495	114,275	88,575
Theater	84,769	87,151	74,673	71,927	57,816
Ballroom	41,632	64,581	17,126	25,658	21,834
Meeting Rooms	1,534	3,005	1,622	4,716	4,556
TOTALS	348,402	363,610	401,145	355,354	308,283

NUMBER OF EVENTS BY VENUE

ATTENDANCE:	2018	2019	2020	2021	2022
Arena	159	138	160	118	137
Ex-Hall	41	43	68	157	54
Theater	72	73	72	78	71
Ballroom	56	77	30	30	26
Meeting Rooms	16	10	15	19	7
TOTALS	344	341	345	402	295

MAJOR RIVER CENTER EVENTS

ECONOMIC IMPACTS

The River Center has played host to some of the biggest names in entertainment, including: Elton John, The Jacksons, Jeff Foxworthy, Fleetwood Mac, Diana Ross, George Clinton and Parliament Funkadelic, Larry the Cable Guy, Neil Diamond, and Barry Manilow. The walkability between the Baton Rouge River Center to surrounding hotels, restaurants and attractions is a common prerequisite for hosting national conventions and larger events. The economic impact of River Center events on downtown hotels, entertainment venues, restaurants and attractions is enormous when you consider all of the direct and indirect impacts that these large productions create.

RIVER CENTER THEATRE

Post Architects, a local architectural firm, and the New Orleans based firm HMS Architects redesigned the existing River Center Theatre with a renovation budget of \$19 million. The original theatre was built in 1977 and had minor improvements to the facility since that time, making it part of the strategic plan developed for the larger River Center complex. Funding for the project originated from state sales tax rebate funds and construction was completed in 2022. New plantings enhance the exterior area around the River Center Theatre, a sculpture garden featuring works by Ivan Mestrovic has been updated, and an ADA drop-off area was added for guests.



LARGE ARENA PERFORMANCES

The Raising Cane's River Center Arena in Downtown Baton Rouge has become a prominent venue for hosting large-scale performances and events. Over the course of 2022 and 2023, the arena showcased an array of top-notch performances, attracting music lovers from near and far. Among the standout events were concerts by Cody Johnson, Koe Wetzel, Parker McCollum, and Charlie Wilson. These top events left an indelible mark on the local music scene and solidified the Raising Cane's River Center Arena as a premier destination for large-scale performances.



SKATING ON THE RIVER

The Raising Cane's River Center magically transforms the arena into a "Winter Wonderland" during the holiday season to create memories for thousands of people each year. Ice skating on the River is an annual holiday tradition that typically kicks off in December. It is a fun-filled holiday event for all ages and can include skating lessons for beginners.



RIVER CENTER HOCKEY

After more than 21 thousand tickets sold across three scrimmage games combined, hockey is officially returning to Baton Rouge in October of 2023. The new team will be part of the Federal Prospects Hockey League – starting with a three-year contract that includes 28 games. Fans will have a chance to decide the name of the team via online voting. Wayne Hodes, general manager at Raising Cane's River Center, said that there are already new lockers in the locker rooms and a new scoreboard will be installed during the summer.





Image: From left to right:
C. Tate, U. Crest, W. Hoffman Sayal,

ABOUT DDD

The Downtown Development District has been passionate in its work to initiate, incubate, and support partnerships that develop and enhance Downtown Baton Rouge. Guided by community-driven master plans and utilizing economic incentives, the DDD works closely with the private sector and non-profit philanthropic organizations to aid their development and entrepreneurship efforts. These partnerships have accelerated current development to an unprecedented and exciting level, and we continue to collaborate with investors about potential development opportunities.

DDD COMMISSION

- » ERIC DEXTER | Chairman
 - » JUDE MELVILLE | Vice Chairman
 - » PRESCOTT BAILEY | Treasurer
 - » PATRICK MICHAELS | Secretary
 - » SCOTT N. HENSGENS
 - » MELANIE C. MONTANARO
 - » GARY JUPITER
- *Meets on the second Tuesday of each month at numerous downtown locations. Sign-up for email notices on our website.

DDD STAFF

- » WHITNEY HOFFMAN SAYAL, AICP | Executive Director
- » CASEY TATE | Assistant Executive Director
- » UTE CRESS | Administrative Assistant
- » MORGAN LEWIS | Design & Marketing Coordinator
- » CAROLINE ROBERTSON | Intern
- » HOUSTON TULLIS | Intern

ECONOMIC DEVELOPMENT

The DDD creates strategies for economic development on behalf of downtown stakeholders and the greater community. The DDD provides leadership in policy-making, and assists developers and business owners by providing key market data, demographics and statistics about the downtown area. With a master property database and a finger on the pulse of the downtown real estate market, the DDD can assist developers and businesses in the site selection process, offering information about local permitting processes, economic incentives programs, and important contacts. The DDD also works to promote programs that help to retain existing businesses and attract new ones.

PUBLIC INFORMATION

The DDD office offers a variety of public information such as printed and digital maps, aerial images, and Welcome Guides that contain information on Attractions & Festivals, Restaurants, Merchants, Parking, New Business, and New Residents. All of this information can also be found and retrieved on our website - www.downtownbatonrouge.org.

EVENT AND PUBLIC SPACE MANAGEMENT

The DDD has an experienced employee dedicated to providing effective coordination for the hundreds of special event requests each year, while allowing for the protection of public property and safe and equitable access for all park users. The Downtown Development District is the liaison between the downtown business community and the general public, with a primary focus for being a point of contact and resource of information to individuals and organizations that wish to produce special events downtown.

The DDD can assist in navigating the permit and liability process, while offering insight and contact information along the way. Our events coordinator can assist in the development of a site plan and help to work out logistics such as vendor placement and sponsor recognition.

For additional information or to start the application process, please contact: **Casey Tate**, ctate@brla.gov, 225.389.5520.

SOCIAL MEDIA AND MARKETING

In order to most effectively market the complete Downtown Baton Rouge experience to visitors, residents, developers, and workers; the Downtown Development District sends out weekly development and event related emails to the DDD email list of over 5,500 subscribers. On average, the DDD sends out approximately 50 annual development related emails and an additional weekly email highlighting the week’s top events. These emails are highly read by the subscribers and the average open rate is around 30%. Along with marketing emails, the DDD has hired a social media management company to increase the visibility of Downtown Baton Rouge through its social media platforms. The DDD is active on Facebook, Instagram, LinkedIn, and Twitter social media accounts.

CLEAN AND SAFE

As Downtown Baton Rouge continues to see an unprecedented number of visitors and private investment, the need to present downtown as a clean and safe destination is ever increasing. Downtown now hosts over 1000 events, over 130 cruise ship stops from three major cruise lines, large conventions and conferences. The DDD works as a liaison between the City Parish Department of Public Works and Baton Rouge Police Department to achieve the best visitor experience possible. The Department of Public Works provides frequent trash and litter pick-up and street sweeper services throughout downtown while also providing the required assistance for the many community events. With the growing number of residents, workers, and visitors downtown, the Baton Rouge Police Department dedicates the 5th District officers to downtown. The DDD keeps up an active relationship with these downtown officers to better assist our constituents.

PROJECT MANAGEMENT

Project management in the DDD office in is a primary duty that drives the successful execution of various initiatives. We navigate a diverse range of projects, such as infrastructure development, urban revitalization, special programming, and community engagement efforts. With a keen understanding of stakeholder needs and a strategic approach, we plan and oversee the entire project lifecycle, from inception to completion. We collaborate closely with the interdisciplinary teams, overseeing timelines, budgets, and resources, ensuring seamless coordination and alignment with organizational goals and downtown stakeholders. Examples of projects led by the DDD include the Central Green, which includes North Boulevard Town Square, Repentance Park, Riverfront Plaza, River Road, and the Downtown Greenway by leveraging our expertise, adaptability, and effective communication skills, we play a pivotal role in shaping downtown’s future and fostering growth in Downtown Baton Rouge.



ECONOMIC INCENTIVES

A wide range of federal, state, and local economic incentives are available for downtown development. The DDD staff keeps a finger on the pulse of all economic incentives to provide this much needed information to new businesses and developers. For more information, contact the DDD office, ddd@brla.gov or 225-389-5520.

5 YEAR PROPERTY TAX ABATEMENT ON IMPROVEMENTS TO STRUCTURES

- When renovation has not yet begun, five-year property tax abatement on improvements to structures is available, with a five-year option for renewal.
- Existing structures in downtown, historic, or economic development districts are eligible. Spanish Town and Beauregard Town are also included
- Approval must be obtained from the State Board of Commerce and Industry and the East Baton Rouge Metropolitan Council

For additional information on rules and regulations contact Becky Lambert at Phone: 225.342.6070. Email: blambert@la.gov

ENTERPRISE ZONE TAX CREDIT

The Enterprise Zone, or EZ program is a jobs incentive program that provides Louisiana income and franchise tax credits to a new or existing business located in Louisiana creating permanent new full-time jobs, and hiring at least 50% of those net new jobs from one of four targeted groups. The benefit provides:

- Either a one-time \$3,500 or \$1,000 tax credit for each net new job created.
- A rebate of state sales and use taxes paid on qualifying materials, machinery, furniture, and/or equipment purchased or a 1.5% refundable investment tax credit on the total capital investment, excluding tax exempted items. The rebate shall not exceed \$100,000 per net new job.

The EZ program is administered by Louisiana Department of Economic Development. *For additional information contact Joyce Metoyer at Phone: 225.342.0485. Email: joyce.metoyer@la.gov*

NEW MARKET TAX CREDITS (NMTC)

The New Markets Tax Credit (NMTC) program provides investors with federal tax credits for making investments in a wide range of redevelopment projects located in low-income communities.

For additional information contact the Downtown Development District at 225.389.5520

DIGITAL MEDIA & SOFTWARE INCENTIVE PROGRAM

The Digital Media and Software Incentive Program provides a tax credit of 18% of qualified production expenditures for state-certified digital interactive productions in Louisiana and 25% tax credit for payroll expenditures for Louisiana residents. This Incentive is available to businesses in the digital media and software industry that develop products including video games, simulation/training software and social media applications.

Benefits include:

- 18% tax credit for digital interactive media expenditures made in Louisiana
- A 25% tax credit on payroll expenditures for Louisiana residents
- No annual cap and no minimum requirement
- Tax credit can be applied to state income tax liability and the state will refund any overages OR applicants can opt for 85% of the value earned as a rebate any time during the year.

The EZ program is administered by Louisiana Department of Economic Development. *For additional information contact Eric Burton Phone: 225.342.5340 Email: eric.burton@la.gov*

FEDERAL HISTORIC REHABILITATION TAX CREDIT

The program provides a 20% tax credit for rehabilitation expenditures to a certified historic structure.

- The building must be depreciable property—rental or commercial.
- Restoration must be substantial—exceeding the adjusted basis of the property (purchase price less value of the land) or a minimum expenditure of \$5,000 (if the property has been depreciated.)
- Rehabilitation expenditures that qualify include items directly related to the repair of the structure (architectural fees, engineering fees, paint, wiring, plumbing, roof repair, etc.)
- Tax credit can be carried back one year and forward 20 years.
- If a building is not located within a historic district and was constructed prior to 1936, it may qualify for a 10% tax credit if restoration is substantial—exceeding the adjusted basis of the property (purchase price less the value of the land.)

The Historic Tax Credit Program is administered by Louisiana Department of Culture, Recreation, and Tourism. *For additional information on rules and regulations contact Andrea McCarthy at Phone: 225.342.8160. Email: amccarthy@crt.la.gov*

STATE COMMERCIAL HISTORIC TAX CREDITS

For historic buildings located in a DDD and classified as historically significant by Louisiana Division of Historical Preservation, the state offers a 25% tax credit based on eligible costs or rehabilitation. This includes labor, materials, and related expenses. Eligible property includes:

- Residential rental property or nonresidential depreciable property in a DDD
- Listed on the National Register of Historic Places
- Classified as historically significant by the state Department of Culture, Recreation and Tourism
- A credit cap of five million dollars per taxpayer (or related entity) within any one DDD
- Credits may be carried forward for up to five years and may be sold
- A nominal application fee of \$250 is paid to the State Division of Historic Preservation

The Historic Tax Credit Program is administered by Louisiana Department of Culture, Recreation, and Tourism. *For additional information on rules and regulations contact Andrea McCarthy at Phone: 225.342.8160. Email: amccarthy@crt.la.gov*

SMALL BUSINESS ADMINISTRATION HUB ZONES

The Historically Underutilized Business Zones (HUBZone) program was enacted into law as part of the Small Business Reauthorization Act of 1997. The program falls under the auspices of the U.S. Small Business Administration and encourages economic development in historically underutilized business zones - “HUBZones” - through the establishment of preferences.

To successfully qualify and gain certification as a HUBZone small business, an organization must meet all the following criteria:

- Have a principal office located in a HUBZone
- 35% of business employees live in a HUBZone
- Qualify for Small Business Status and is not currently part of the HUBZone small business program
- At least 51% owned by U.S. citizens, a Community Development Corporation, and Agricultural Cooperative, a Native Hawaiian Organization, or a Native American Tribe.

For additional information, visit the Small Business Administration (SBA) website or Email: hubzone@sba.gov

OPPORTUNITY ZONES

Opportunity Zones are a community development program established by Congress in the Tax Cuts and Jobs Act of 2017. This new federal capital gains tax incentive program is designed to drive long-term investments to low-income communities. The new law provides a federal tax incentive for investors to re-invest their capital gains into Opportunity Funds, which are specialized vehicles dedicated to investing in designated low-income areas.

There are 150 census tracts in Louisiana that are qualified opportunity zones. These low-income tracts were nominated by Gov. John Bel Edwards and certified by the Secretary of the Treasury. Louisiana's 150 tract recommendations were determined based on a strategic review of feedback from local, state and federal elected officials; economic and community development organizations; private developers; private equity firms; non-profit organizations; churches; and individuals. LED's review and comprehensive analysis considered the following factors:

- the potential for development based on known certified sites, tracts of land, or buildings within the eligible census tract
- proximity to regional assets (ports, airports, industrial parks, tech parks, colleges and universities, etc.)
- opportunities to leverage other designations such as NMTC or Enterprise Zones
- that coverage included a mix of tracts - some with high potential for economic development and others with high potential for community development (e.g. affordable housing, redevelopment, mixed use real estate, and any other types of quality of place enhancements)
- the end goal to ensure a fair and balanced distribution of zones across each of the eight economic development regions of the state
- the end goal to ensure adequate coverage in both rural and urban areas.

For additional information contact the Downtown Development District at 225.389.5520

DOWNTOWN CULTURAL DISTRICT

Exemptions of local sales tax on the sale of original, one-of-a-kind pieces of artwork.

- The local sales tax exemption applies to businesses with an established location within the Downtown Culture District.
- This does not apply to businesses with no fixed locations within the district, such as businesses that would sell at festivals, fairs or other events held in the district.
- “Works of art” shall mean visual arts and crafts including but not limited to paintings, photographs, sculpture, pottery, and traditional or fine crafts. (The Department of Culture, Recreation and Tourism may determine whether or not an item meets this definition as well as whether the item is “original, one-of-a-kind”)
- The seller must complete a sales tax exemption form (R-1384)

For additional information contact the Downtown Development District at 225.389.5520 or Francesca Vega at the Louisiana Department of Culture Recreation and Toursim. Phone: 225.342.8161 or Email: fvega@crt.la.gov

TAX INCREMENT FINANCING (TIF)

TIF is a method to use future gains in taxes to finance current improvements, ultimately increasing the value of surrounding real estate, and new investment. Tax Increment Financing has been used as a subsidy for redevelopment on several downtown projects. The application of Tax Increment Financing for downtown development is very project specific.

For additional information contact the Downtown Development District at 225.389.5520

STATE BUSINESS INCENTIVES - BUSINESSES OF ALL SIZES

LED FASTSTART
Enterprise Zone
Angel Investor Tax Credit
Industrial Tax Exemption
Research & Development Tax Credit
Sound Recording Investor Tax Credit
Digital Interactive Media and Software Program
Entertainment Job Creation Program
Live Performance Production Program
Music Job Creation Program
Sound Recording Program
Restoration Tax Abatement

STATE SMALL BUSINESS SPECIAL PROGRAMS

Bonding Assistance Program
Mentor-Protégé Program
Small and Emerging Business Development Program
State Small Business Credit Initiative
Step Grant
Veteran Initiative
Rural Entrepreneurship Initiative
CEO Roundtables
Strategic Research
Hudson Initiative
Louisiana Contractors Accreditation Institute
Louisiana Veterans First Business Initiative

For additional information contact Louisiana Economic Development 225.342.3000

DEVELOPMENT PARTNERS & CONTACTS

Downtown Development District
389-5520
www.downtownbatonrouge.org

East Baton Rouge City-Parish: General Information
389-3000
http://brla.gov/

Department of Public Works: Requesting Service/Information
Dial 3-1-1 or 389-3090
http://311.brla.gov

Department of Public Works: Traffic & Engineering (Road Closures)
389-3246
https://www.brla.gov/282/Traffic-Engineering

Department of Public Works: Permit & Inspection
389-3205
https://www.brla.gov/458/Permits-Inspections

Department of Public Works: Maintenance
389-3158
https://www.brla.gov/416/Maintenance

Police Department
389-2000
https://www.brla.gov/203/Police-Department

Planning Commission & Historic Preservation
389-3144
https://www.brla.gov/648/Planning-Commission

Assessor's Office
389-3920
http://ebrpa.org/

Neighborhood Revitalization
389-8680
https://www.brla.gov/664/Office-of-Neighborhoods

Entergy
Report an Emergency: 1-800-968-8243
Report an Outage or Get Status: Text OUT to 368374

Baton Rouge Water
925-2011
http://www.batonrougewater.com/

Recreation and Park Commission (BREC)
272-9200
http://www.brec.org/

Recycling Office/Environmental Services
389-4865
https://www.brla.gov/890/Recycling-Office

One Stop Homeless Service Center
153 North 17th Street
388-5800

Visit Baton Rouge
383-1825
https://www.visitbatonrouge.com/

East Baton Rouge Parish School System
922-5400
www.ebrschools.org

Library Information Service
231-3750 (Main Library)
http://www.ebrpl.com/

Baton Rouge Film Commission
382-3562
http://www.filmbatonrouge.com/

Downtown Cultural District and Impact Fee Waivers
Downtown Development District (DDD)
389-5520
www.downtownbatonrouge.org

Baton Rouge Economic and Business Development
Baton Rouge Area Chamber
381-7125
http://www.brac.org/

Baton Rouge Projects, Initiatives, and Research
Baton Rouge Area Foundation
387-6126
http://www.braf.org/

City-Parish Business, Housing, and Economic Development Incentives & Programs
Build Baton Rouge - The Redevelopment Authority of EBR Parish
387-5606
https://buildbatonrouge.org/

State Housing, Disaster Recovery, and Community Development Programs
Louisiana Office of Community Development (OCD)
342-7412
http://www.doa.louisiana.gov/cdbg/cdbg.htm

State Housing Programs
Louisiana Housing Corporation (LHC)
763-8700
http://www.lhc.la.gov

State/Federal Historic Rehabilitation Tax Credits and Tax Abatement
Office of Cultural Development Division of Historic Preservation (LA-CRT)
342-8160
https://www.crt.state.la.us/cultural-development/index

State Business Expansion, Relocation, Start-Up Tax Credit & Incentive Programs
Louisiana Economic Development (LED)
http://www.louisianaeconomicdevelopment.com/index/incentives

Capital Area Transit System (CATS)
389-8920
http://www.brcats.com/

Baton Rouge Metropolitan Airport
355-0333
http://flybtr.com/

EBR PLANNING COMMISSION

Site Plan Review is administered by the City-Parish Planning Commission. Site Plan Review involves the examination of certain site and development plans to ensure that structures and uses within East Baton Rouge Parish are properly related to the proposed site and surrounding properties. We recommend visiting the EBR Planning Commission Resource Center as a starting point for development.

Site Plan Review can alleviate problems due to poor design and incompatible land uses. The process establishes a framework where residents, developers, governmental agencies and planning professionals can communicate and resolve issues concerning the proposed site and its surrounding properties. To ensure quality development, Site Plan Review requirements include specifications on structural height, electrical/sewerage utilities, drainage, yard dimensions, traffic circulation, access and the location and/or orientation of the building, air conditioning units, loading facilities, and pedestrian walkways in relation to adjacent properties.

EBR Parish Planning Commission
1100 Laurel Street, Suite 104 Baton Rouge, LA 70802
(225) 389-3144 - Office
<https://www.brla.gov/648/Planning-Commission>

REVIEW THRESHOLDS

The Site Plan Review process includes two separate “thresholds” for site plan approval. The thresholds are minimum size and development standards that determine if a project must go through Planning Commission Site Plan Review, and which process it must go through. The two thresholds are designed to speed up the application process for building permits on large-scale projects.

FIRST THRESHOLD

All projects equal to or in excess of the following thresholds must be submitted for Site Plan Review on a staff level:

- 1) Projects with 75 residential units
- 2) Buildings containing 30,000 square feet or more;
- 3) Additions to buildings of 30,000 square feet or greater in which the addition is 20 percent or more of the aggregate floor area. (If a building is 30,000 square feet, a Site Plan Review is necessary for an addition of 6,000 square feet or greater.)

SECOND THRESHOLD

The Public Hearing process shall be required when projects equal or exceed the following thresholds for Site Plan Review:

- 1) Projects of 100 residential units
- 2) Buildings containing 50,000 square feet or more;
- 3) Additions to buildings of 50,000 square feet or greater in which the addition is 20 percent or more of the aggregate floor area. (If a building is 50,000 square feet, the second threshold is met for an addition of 10,000 square feet or greater.)

SITE PLANS IN OVERLAY DISTRICTS (UDODS) AND CENTRAL BUSINESS DISTRICT (CBD)

Any site plan, no matter the size, that meets the applicability thresholds and falls within an overlay boundary, must obtain Planning Commission staff/Commission approval. In addition to compliance with the Site Plan Checklist, CBD Site Plans must comply with the corresponding development regulations in which the site plan falls. When conflicting information between the Site Plan Checklist and the CBD requirements arises, the CBD regulations will supersede any CBD regulations covered in the CBD.

HISTORIC PRESERVATION, OVERLAY DISTRICTS AND DOWNTOWN MASTER PLANS

Some properties within the DDD are listed on the National Historic Register and a demolition ordinance is in place. Spanish Town is designated as a local historic district and is subject to certain design guidelines as well. Please contact the Downtown Development District for more information. Downtown master plans and overlay districts that are adopted by the Metropolitan Council and serve as a guide for downtown development are available at downtownbatonrouge.org. The Downtown Design Overlay District, comprised of the Central Business District area, is subject to signage, outdoor seating and other aesthetic guidelines.

PUBLIC NOTIFICATION AND INPUT

In order to gain public input, Planning Commission staff advertises and notifies all property owners within 300 feet of site plans exceeding the second threshold. Public notification allows for the community to comment on project proposals and for the Planning Commission and its Staff to consider public input for revisions to site plans. This process of public input was chosen by the Site Plan Review Committee as an approach to resolving controversial community issues relative to land use and has had a wide and successful use in other major cities.

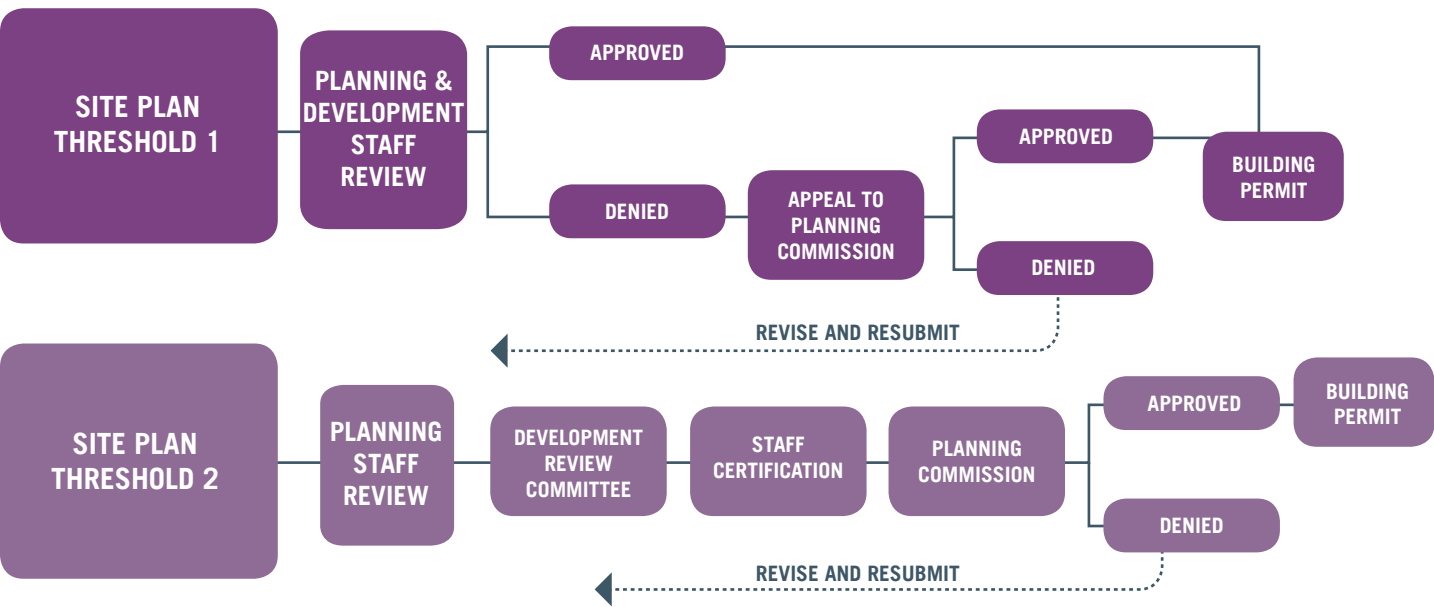
SITE PLAN CHECKLIST

The Site Plan Checklist provides simple access to regulations of the UDOD. Subject to the Site Plan Checklist requirements are all projects which are equal to or in excess of any of the threshold requirements previously listed. Applicants will be required to provide the requested site plan information in order to assist the Planning Commission Staff in the determination of the project’s validity. The Site Plan Checklist guides applicants through the Site Plan Review process by listing all information required on or with site plans. Among required checklist items are a vicinity map, a planning summary, a legal description, drainage impact studies, a stormwater management plan, sewage treatment, existing site features, adjoining property information, proposed plan, circulation/parking, streets, elevations and landscape plan. Guidelines developed by the City-Parish Department of Public Works require a “Limited” or “Comprehensive” Traffic Impact Statement and/or fee, based on the type of development proposed.

ZONING

Zoning, as an ordinance, is the providence of the local governing authority, after public input. Metropolitan Council actions reflect recommendations of the Planning Commission and the Office of the Planning Commission. The Unified Development Code describes permitted uses by zoning district. The Office of the Planning Commission maintains maps of the City and Parish as part of the electronic Geographic Information System (GIS), indicating the current official zoning on each parcel of land. These maps are available to the public online at <https://data-ebrgis.opendata.arcgis.com/>. Rezoning requests should be directly communicated and officially applied for through the City-Parish Planning Commission. Some zoning districts allow for limited and conditional uses requiring stipulations in order to proceed with a development and obtain building permits.

SITE PLAN REVIEW PROCESS





EBR CITY-PARISH PERMITTING & BUILDING CODE

The Department of Public Works is responsible for a wide variety of activities within the Parish including maintenance of streets and roads, maintenance and operation of drainage facilities, sewer collection lines, maintenance and operation of sewer treatment facilities, coordination of environmental activities, building code enforcement, construction inspection and approval, maintenance of public buildings, operation of a central garage, engineering services for construction projects including design and supervision, traffic control device maintenance, traffic control engineering.

DEPARTMENT OF DEVELOPMENT - PERMIT AND INSPECTION DIVISION

300 North Tenth St. Baton Rouge, LA 70802 - (225) 389-3205 Office

EBR PERMITTING APPLICATIONS

All Permit & Inspection Information can be located here: <https://www.brla.gov/2688/Permits-Inspections>. Permit request and statuses can be monitored and managed at <https://www.mygovernmentonline.org/>. User portal instructions can be found here - <https://www.mygovernmentonline.org/MyGovernmentOnlineCustomerPortalInstructions.pdf>

UNIFIED DEVELOPMENT CODE

<https://www.brla.gov/706/Unified-Development-Code>

LOUISIANA STATE UNIFORM CONSTRUCTION CODE

The State of Louisiana has mandated statewide enforcement of the various technical codes. For a listing of the currently mandated codes and amendments, please refer to the Louisiana State Uniform Construction Code Council website. <http://lsuccc.dps.louisiana.gov/>

DEPARTMENT OF TRANSPORTATION AND DRAINAGE - TRAFFIC ENGINEERING DIVISION

The Traffic Engineering Division provides safe and efficient movement of traffic in the Parish through the optimal use and maintenance of the most appropriate traffic control devices or equipment. Street and sidewalk closure requests should be directed to this office.

329 Chippewa Street, Suite A - Phone: (225) 389-3246, Fax: (225) 389-7633

DEPARTMENT OF ENVIRONMENTAL SERVICES - WASTE WATER DIVISION

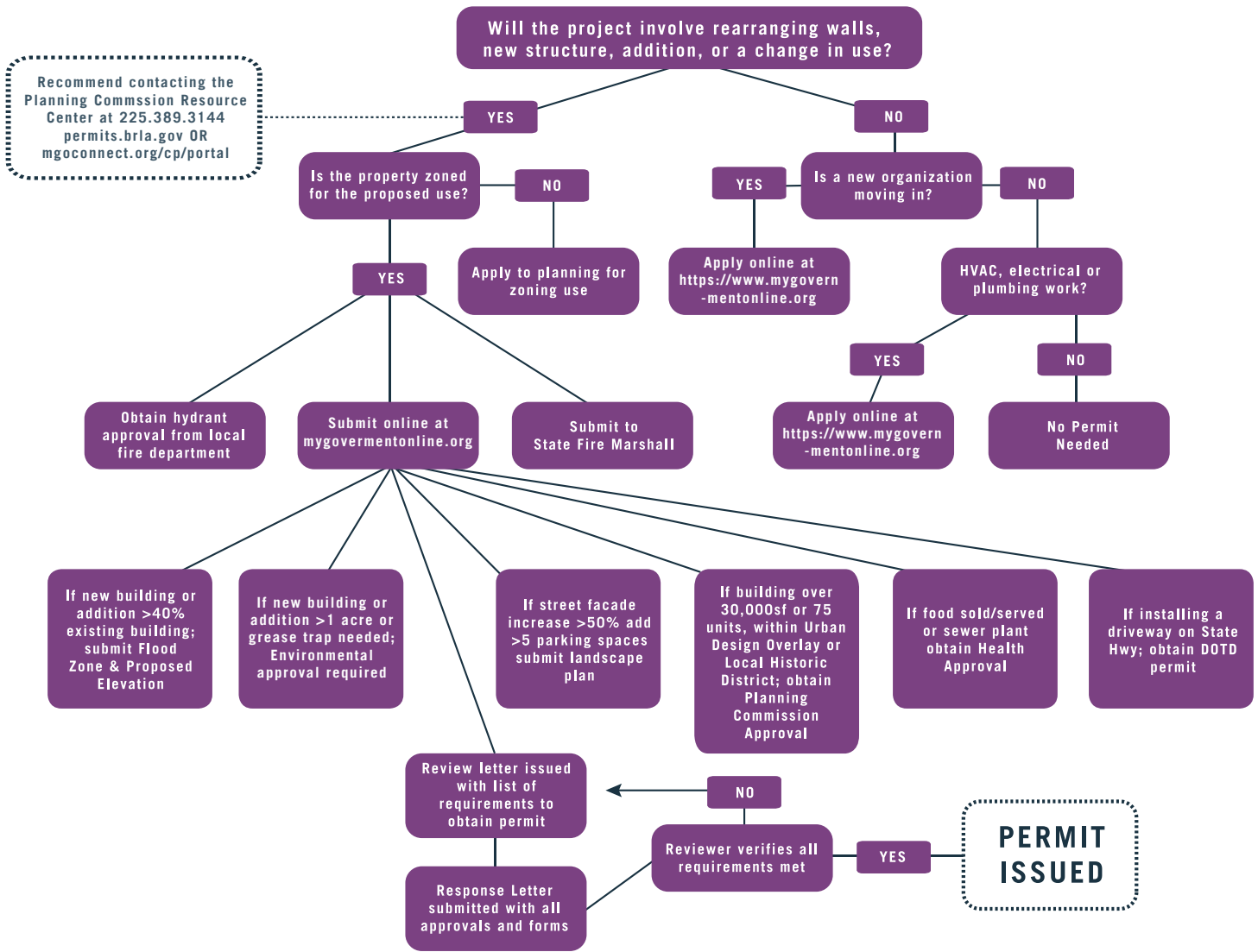
The Department of Environmental Services Wastewater Division is responsible for all sewer activities including sewer cave-ins, stoppages and backups. Note that sewer permits start with the Inspections Division. Phone: (225) 389-4858

RESIDENTIAL IMPROVEMENTS AND PLAN REVIEW

A summary of the plan review requirements based on the 2021 International Residential Code for One and Two Family Dwellings, Zoning Ordinance and Code of Ordinances can be found at - <https://www.brla.gov/2688/Permits-Inspections>. Please verify whether your property is within an historic district, which may be subject to historic preservation guidelines and approval.

COMMERCIAL BUILDING PERMIT

The flow chart below illustrates the process of obtaining a Commercial Building Permit through the Development Department Permit and Inspection Division. This illustrated process does not cover all requirements for every development. We recommend visiting the EBR Planning Commission Resource Center as a starting point after reviewing the Site Plan Review section in this booklet. Exterior improvements such as signage are subject to the Downtown Design Overlay Guidelines found at downtownbatonrouge.org and at the EBR Planning Commission offices. Please verify whether your property is within an historic district which may be subject to historic preservation guidelines and approval.



PROJECT APPENDIX

The following section provides additional information on several downtown projects. Project information can also be found within the numerous sections of this document. Information about projects not listed within this section or elsewhere in this document can be obtained by calling the Downtown Development District Office, 225.389.5520.

RIVER CENTER LIBRARY

The River Center Library at Town Square in Baton Rouge is a vibrant hub of knowledge and community engagement. Nestled in the heart of the city, this architectural marvel stands as a testament to the importance of education and literature. The library boasts a vast collection of books, magazines, and digital resources, catering to the diverse interests of its visitors. With its inviting atmosphere and state-of-the-art facilities, the River Center Library serves as a haven for avid readers, researchers, and learners of all ages. Additionally, it hosts regular literary events, meeting spaces, workshops, and book clubs.



PASSENGER RAIL

A passenger rail from Baton Rouge to New Orleans is currently being explored as an option for future mass transit and is projected to decrease congestion between the two cities. Two stations are currently being considered for the Baton Rouge area including Downtown East and the Health District. HNTB is currently projecting the cost to be between \$250 and \$400 million. New developments and transportation systems are also being considered as part of the project, with other stops planned for Gonzales, LaPlace, and New Orleans.



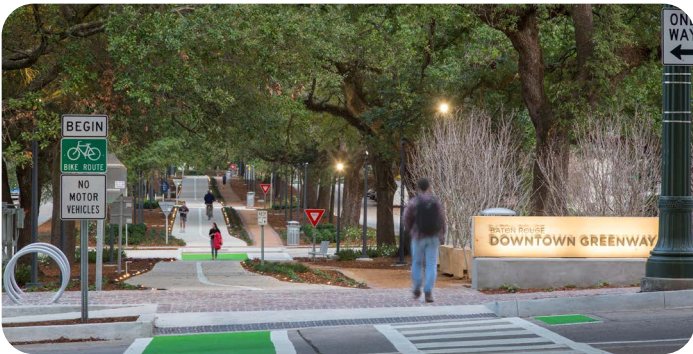
CENTRAL GREEN

The Central Green is a unified system of green spaces near the City Hall complex, Old State Capitol, North Boulevard Town Square and the Mississippi River levee. The Central Green was a recommendation of Plan Baton Rouge II, the master plan for downtown, and has been in the works for several years. The \$4.9 million project was supported by funds generated by state sales tax rebates. The park is a popular spot for outdoor concerts, art exhibitions, and community events, providing a vibrant backdrop for cultural festivities, surrounded by a harmonious blend of modern architecture and historic landmarks.



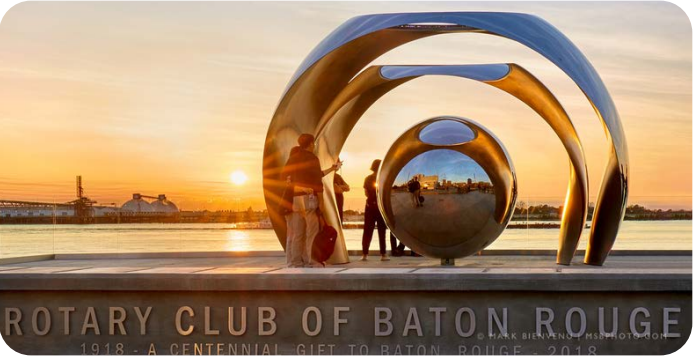
DOWNTOWN GREENWAY

The Downtown Greenway is a pedestrian and bicycling corridor that links inner city residential neighborhoods to downtown parks, businesses, and cultural attractions, utilizing the existing BREC parks, interstate infrastructure, and public right-of-ways. Additionally, creation of the Greenway was envisioned as a way to spur new investment and redevelopment in the city's core. The North Boulevard section was completed in late 2016, with the East Boulevard portion following completion in spring 2020. The Louisiana Connector, connecting the Greenway to the Government Street bike lanes is expected to be completed end of 2023.



ROTARY CENTENNIAL SCULPTURE

The Baton Rouge Rotary privately raised over \$350,000 of funding to construct a pinnacle sculpture piece marking the rotary's centennial anniversary. After a world-wide search for an artist to design and construct a piece of art, world-renowned artist Pho Shu Wang was selected to design the 14-foot-high stainless-steel spherical sculpture named "Sing the River." It is located along the 13.1 mile Mississippi Levee Trail and attracts thousands of tourists annually, making it a premier Baton Rouge and riverfront destination. Its lighting can also be programmed to change colors according to seasons and city events/celebrations.



BIKE AND PEDESTRIAN

A pedestrian path on the east side of River Road between Florida Street and the state office buildings to the north has been planned and integrated with the recently installed streetscape adjacent to the IBM complex. These improvements include street trees, sidewalks, crosswalks, and pedestrian signals. The project is funded through the Louisiana Department of Transportation and Development Transportation Alternatives Program.



CARY SAURAGE COMMUNITY ARTS CENTER

The Cary Saurage Community Arts Center is a 12,000+ square foot creative space for artists and arts organizations to meet, work, and create. With a black box, recording studio, visual artists studios, exhibition gallery, conference rooms, and rooftop terrace, CSCAC is the first building of its kind in the region. Cary Saurage is a native of Baton Rouge and a long time supporter of the arts, not only in his home city, but across the world. In 1994, he established the Cary Saurage Fund at the Baton Rouge Area Foundation. Since that time, he has supported 37 local arts organizations, numerous individual professional artists and local museums.



RIVER CENTER THEATRE

Post Architects, a local architectural firm, and the New Orleans based firm HMS Architects redesigned the existing River Center Theatre with a renovation budget of \$19 million. The original theatre was built in 1977 with minor improvements altering in the preceding years, making it part of the strategic plan developed for the larger River Center complex. Funding for the project originates from state sales tax rebate funds with construction completing in 2022. Since opening, several events have been held in the new space.



HOTEL LINCOLN

The historic Hotel Lincoln, which hosted African-American guests in Baton Rouge during segregation in the south, was purchased by developer Anthony Kimble. Famous African-American musicians including Nat King Cole, James Brown, and Aretha Franklin stayed at the hotel in its heyday. The 12,000 square-foot building has been abandoned since the 1980s, but the developer plans to convert the building into 12 apartments and two retail spaces. The building was placed on the National Historic Register, qualifying it for federal historic tax credits to help finance the redevelopment.



THE QUEEN BATON ROUGE

The Queen Baton Rouge Casino, formerly known as Hollywood Casino, is under construction with more than 700 slot machines, unique food and beverage areas, 18 table games, and more. The renovations and name change are part of a comprehensive brand transformation that embodies the completion of an estimated \$85 million project that also includes moving the casino to land and increasing the total footprint to more than 100,000 square feet.



ORIGIN HOTEL

The Origin Hotel is under construction and will contain approximately ninety-one rooms. The hotel sits on North Boulevard near the 19th JDC. Through modern interior design and amenities, the Origin Hotel will bring a contemporary touch to a classic building that dates back to 1956 and was likely the first drive-through bank in the state. The hotel will also have three top-floor suites overlooking canopies of live oak trees on the Downtown Greenway.



BELLE OF BATON ROUGE

The Belle of Baton Rouge received approval from the Louisiana Gaming Control to move the casino land-side from the riverboat. The first phase of the \$35 million renovations will begin with the hotel renovating and reopening 90 of its 288 rooms. The Belle of Baton Rouge will move the 16,500 square foot gambling floor into the casino atrium, with 316 slot machines and 14 gaming tables. The casino will also open a cafe, oyster bar, bistro pizza, a small bowling area, and an event area in the atrium space.



WATER CAMPUS

The Water Campus is a reflection of the vision for the redevelopment of the Mississippi Riverfront, illustrated in the recommendations of Baton Rouge's master plans. The public-private development is a collaboration of the LA Department of Economic Development, Baton Rouge Area Foundation, the City of Baton Rouge, The Water Institute of the Gulf, Louisiana State University, and other coastal research institutions. Campus facilities, totaling more than \$50 million, contain the Coastal Protection and Restoration Authority's offices, LSU Center for River Studies, and the Center for Coastal & Deltaic Solutions.



MATHERNE'S MARKET

Open since January 2015, Matherne's has been embraced as a vital part of the fabric downtown. Situated on the ground floor of 440 on Third, and built around the old Capital One bank vault, the supermarket has been lauded as a great breakthrough, especially for the store's design, parking lot configuration, and the quality of the upscale merchandise. Open seven days a week, the introduction of a full sized, urban supermarket has been a massive success in building towards the momentum necessary for Downtown Baton Rouge to take its place as the destination to not only work and play, but also live.



BREC SPORTS ACADEMY

BREC is improving the site around Memorial Stadium and creating a new home for the Sports Academy, currently located on Laurel Street. WHLC Architecture developed conceptual and schematic plans showcasing desired improvements including a recreation center featuring basketball courts, an elevated track, fitness center, lobby, boxing ring, and several program spaces. The project will also include a safe room developed for emergency events using BREC and Community Development Block Grant funding.



BUS RAPID TRANSIT

Bus rapid transit (BRT) now runs through Downtown Baton Rouge after being instated with \$15 million in federal grant funding. This funding was provided through the Better Utilizing Investments to Leverage Development (BUILD) program. The 9-mile BRT corridor will provide a new transit route connecting educational institutions, the Water Campus, the Downtown Central Business District, medical facilities, commercial businesses and residential neighborhoods along Plank Road, Florida Street and Nicholson Drive. The \$53.6 million BRT project will be funded through federal grants, DOTD, CATS, and the MOVEBR program.



RIVERMARK CENTRE

Mike Wampold, a local developer with several projects located throughout Baton Rouge, has renovated the former Chase Towers located at 451 Florida Street. The buildings are located in the heart of the Central Business District and were originally built in the 1960s. Renamed to the II Rivermark Centre, the building has been converted from a 333,000 square-foot office building into a mixed-use development with retail, residential, and a full service Chase Bank. The development includes over 160 - 1, 2, and 3 bedroom residential units and offers a pool, private balconies, meeting space, and many other high-end amenities. Rivermark is now leasing.



PLACID REFINERY

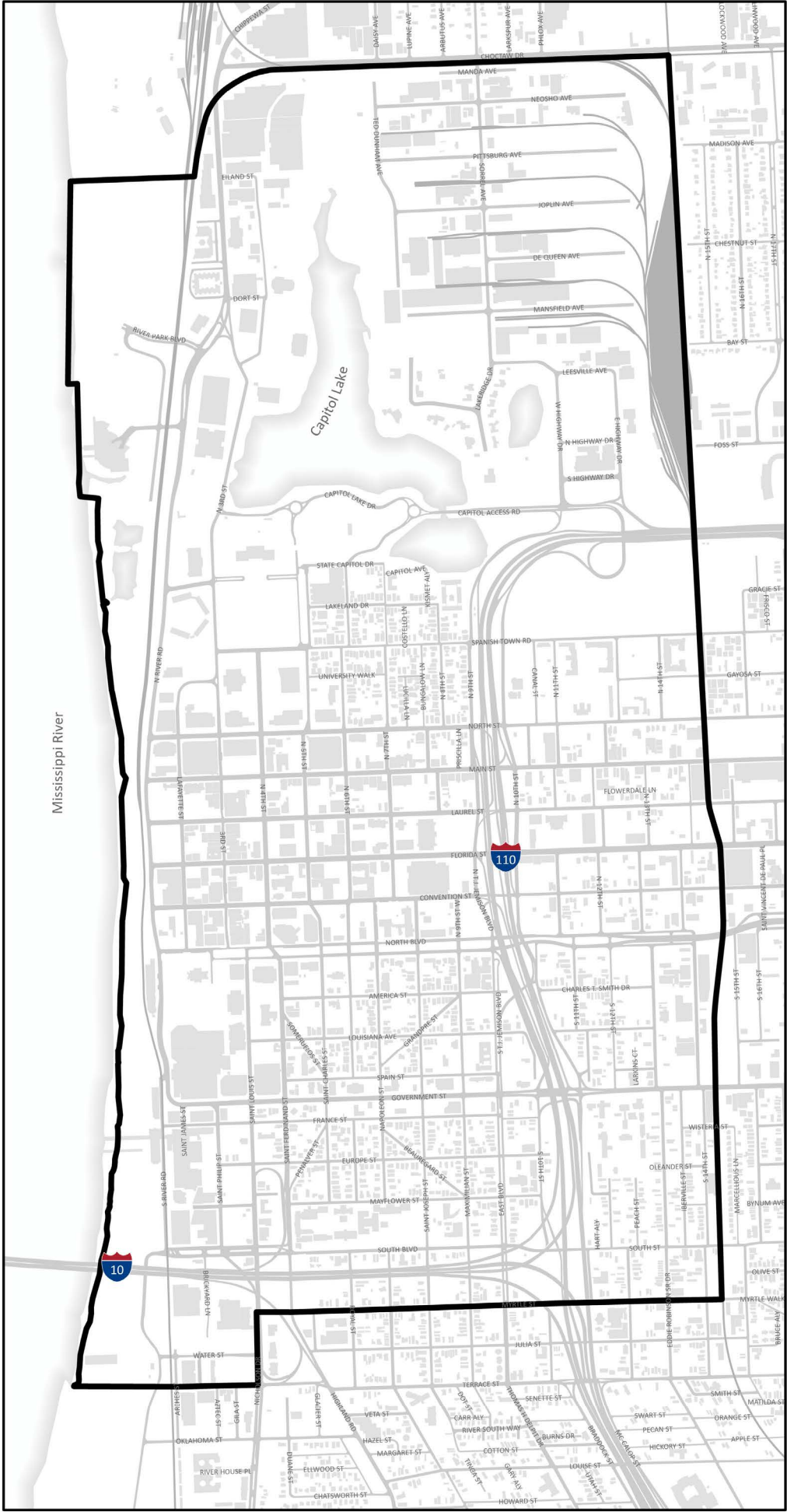
Port Allen-based Placid Refining Company has purchased the 402 North 4th Street office building and parking lot in Downtown Baton Rouge for nearly \$4.8 million. The refinery is set to undergo a significant upgrade, aimed at enhancing its capacity and technological capabilities. The company expects to create 20 new direct jobs, and retain all 215 current positions at the Port Allen facility. The Louisiana Economic Development estimates the project will result in 88 new indirect jobs, for a total of 108 new jobs in the Capital Region.



RIVERFRONT

The Baton Rouge Riverfront serves as a vibrant centerpiece of Downtown Baton Rouge, offering a diverse range of experiences and fostering a sense of community pride. Visitors can now enjoy jogging and biking trails, picnic areas, and open spaces for relaxation or organized events. The DDD works to continue the improvement of green spaces along the riverfront. Improvements made include lighting, landscaping, enhanced accessibility, and fountain upgrades.



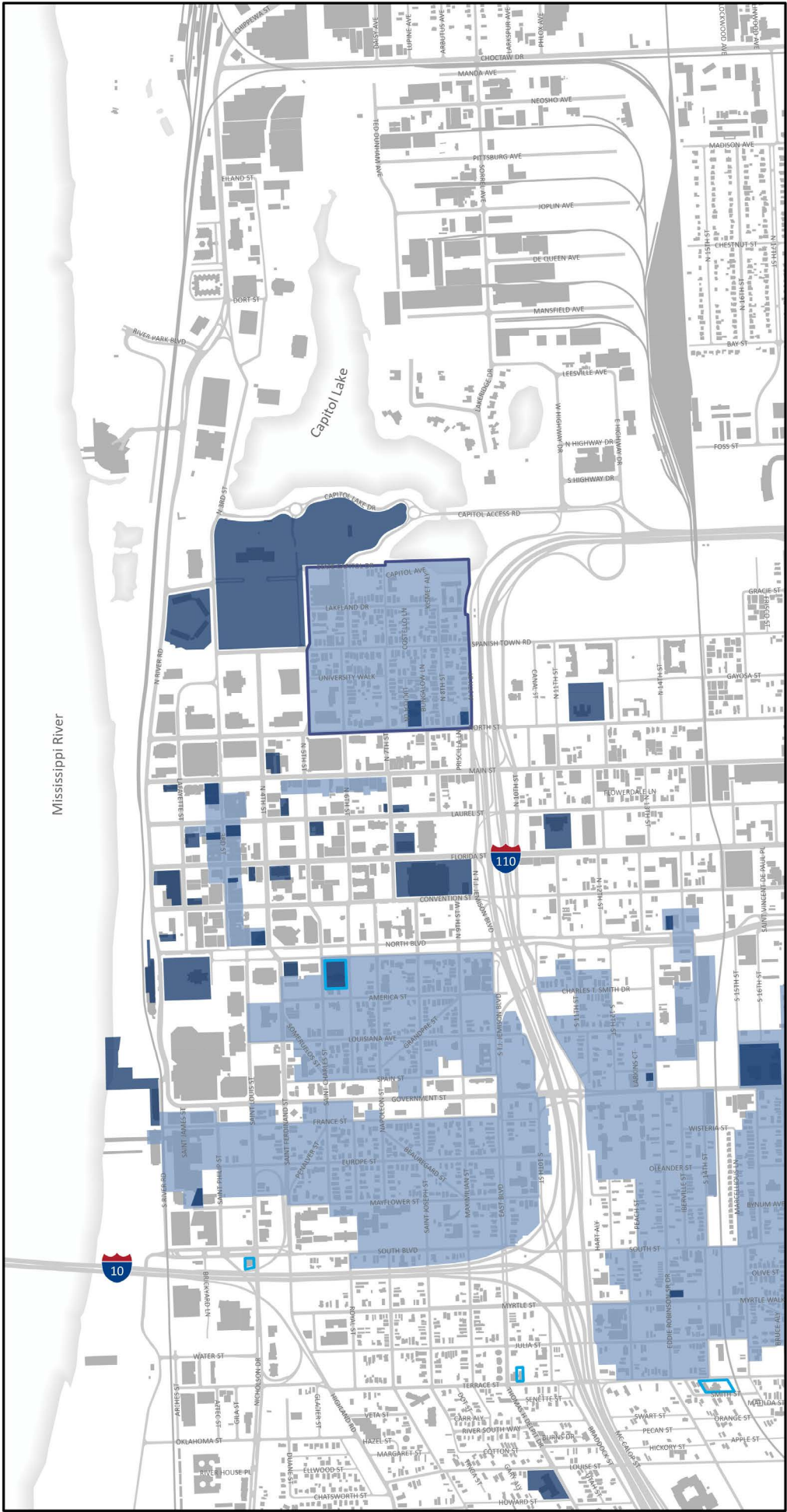


DDD BOUNDARY

West boundary at the Mississippi River immediately south of the Old Municipal Dock site, east to River Road, east to Terrace Avenue, east to Nicholson Drive, north to Myrtle Avenue, east to Kansas City Line Railroad (eastern boundary), north along railroad to Choctaw Drive, west along railroad, following southern curve of railroad near River Road, south on railroad, west to river at Eiland Street (north boundary of River Park development site), south along Mississippi River back to southern edge of Old Municipal Dock site.

EXPANSION
As an implementation item of our 2012 Strategic Plan and Plan Baton Rouge II, it was recommended that the downtown extend its geographical reach to the neighborhoods surrounding downtown. The expansion calls for an area plan that will focus on residential neighborhood revitalization and an employment center north of the State Capitol Building. Legislation was passed in 2012 that expanded the Downtown Development District boundary and was approved by voters in the Fall of 2015.

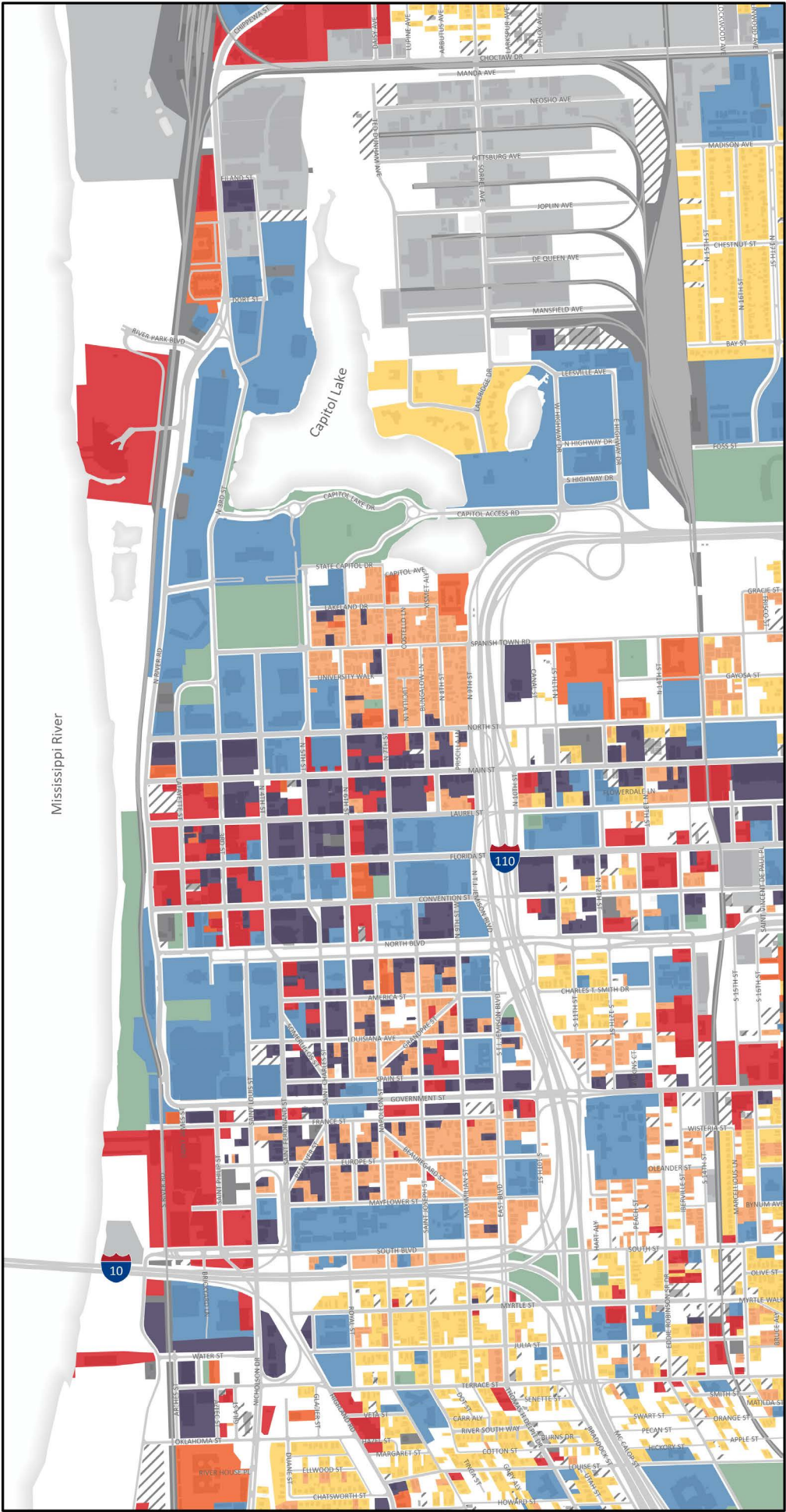
SCALE: 1"=20,000'



HISTORIC DEVELOPMENT

- LEGEND**
- National Historic Districts
 - National Historic Landmarks
 - Local Historic Districts
 - Local Historic Landmarks

SCALE: 1"=20,000'



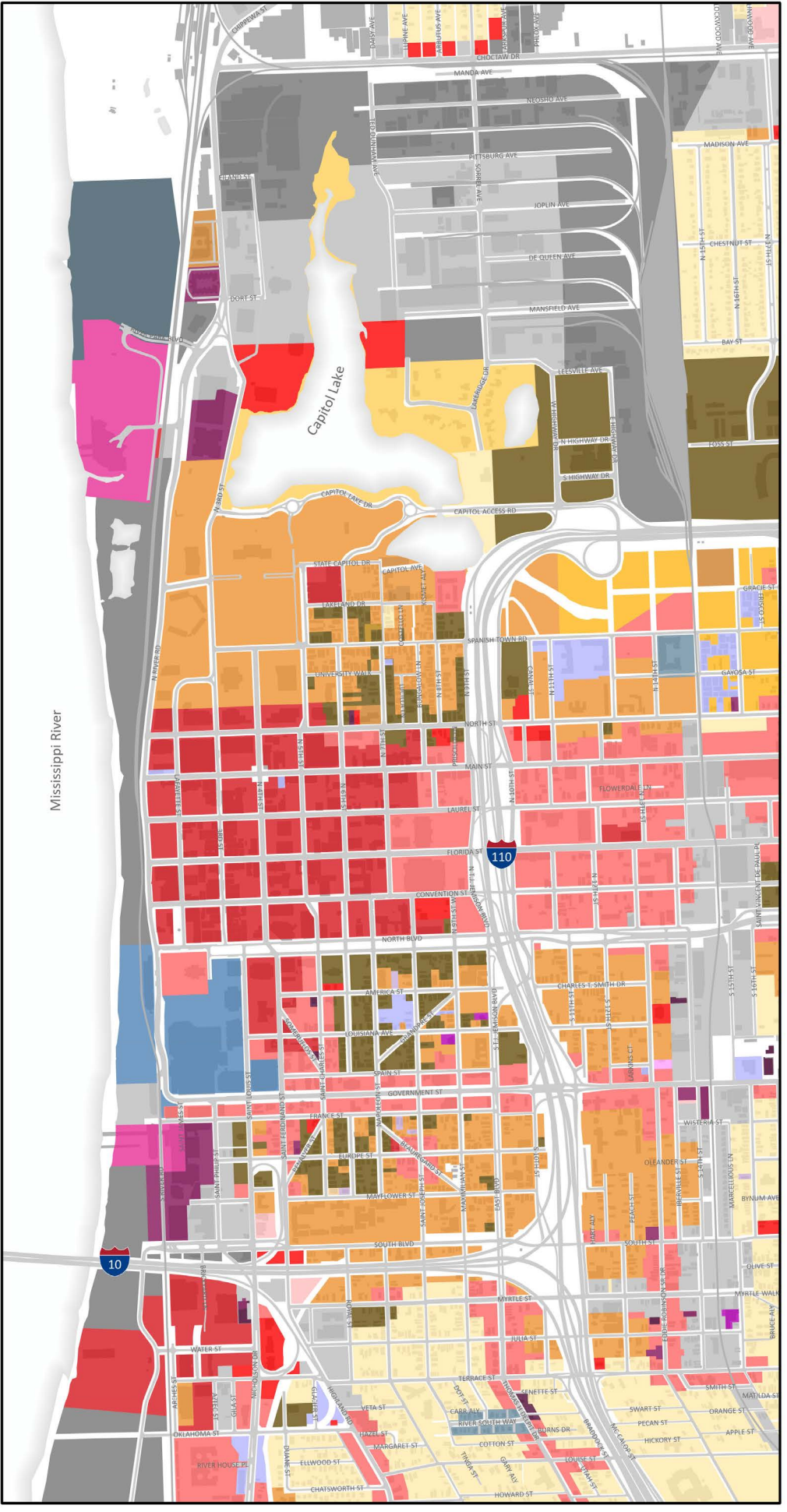
EXISTING LAND-USE

LEGEND

- Commercial
- High Density Residential
- Industrial
- Institutional
- Low Density Residential
- Medium Density Residential
- Office
- Greenspace
- Undeveloped
- Utilities
- Vacant



SCALE: 1"=20,000'



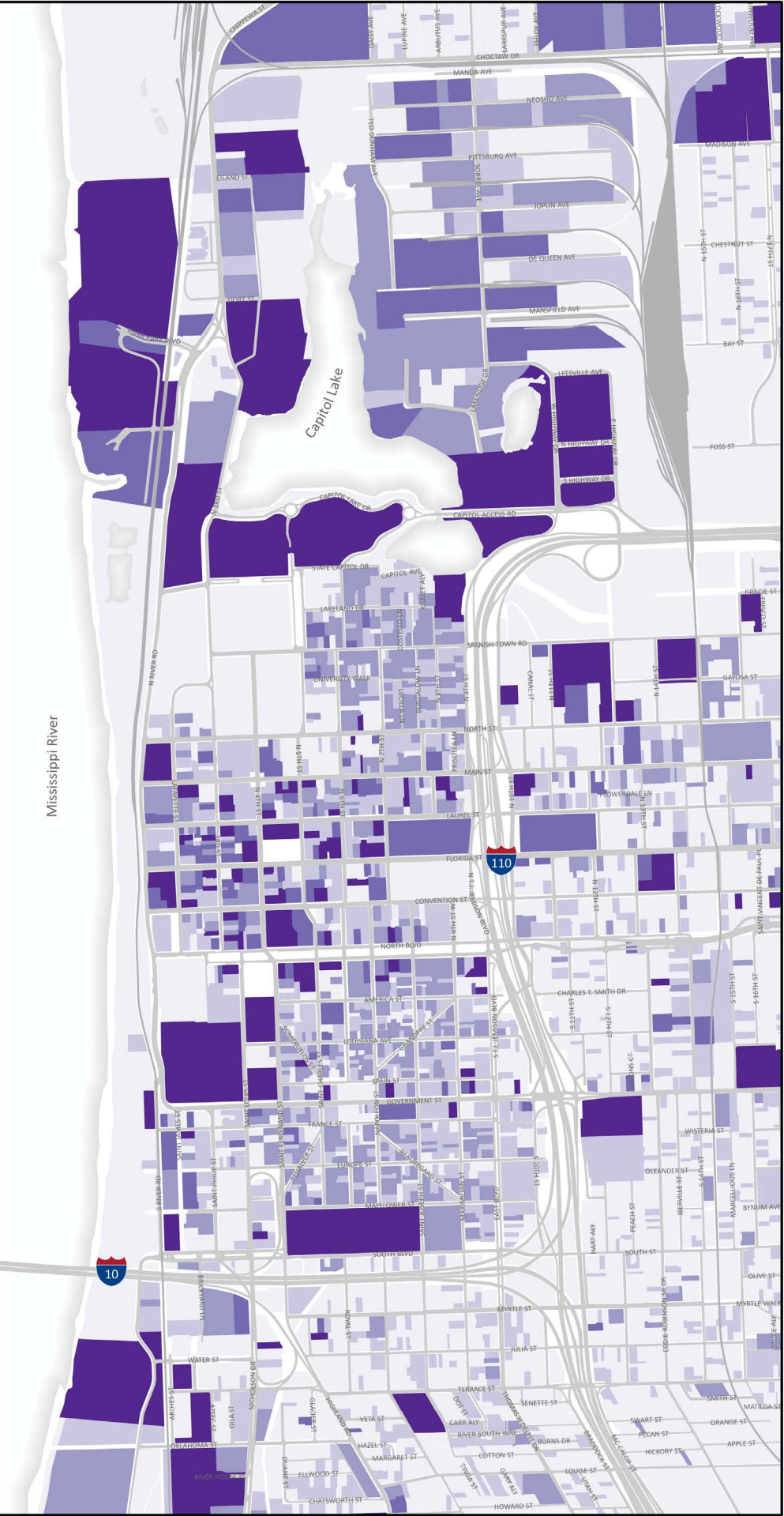
ZONING DISTRICTS

LEGEND

- PUD
- SPUD
- NO
- NC
- M2
- M1
- LC2
- LC1
- ISPUD
- GU
- GOL
- CG
- C-AB-2
- C-AB-1
- C5
- C2
- C1
- B1
- B
- A5
- A4
- A2
- A1
- A2.9
- A3.3
- A2.9
- A2.5



SCALE: 1"=20,000'



PARCEL VALUE ASSESSMENTS

LEGEND

- \$0 - \$4000
- \$4000 - \$17,500
- \$17,500 - \$62,500
- \$62,500 - \$161,333
- \$161,333 - \$586,081



SCALE: 1"=20,000'



SPECIAL THANKS

We remain dedicated to the development and promotion of Downtown Baton Rouge as we move forward. We thank all of the countless individuals who support our mission and cause, enabling Downtown Baton Rouge to grow and develop into a place to live, work, and play. They include private developers, public agencies, and non-profit organizations. We are extremely grateful to the partnerships created to make such extraordinary projects happen. Special thanks to the Honorable Mayor-President Sharon Weston Broome and the Metropolitan Council for their continued support of downtown, and to our state leaders for championing our city's efforts at the state level.

HONORABLE MAYOR-PRESIDENT SHARON WESTON BROOME
EAST BATON ROUGE CITY-PARISH METROPOLITAN COUNCIL

- » BRANDON NOEL | District 1
- » CHAUNA BANKS | District 2
- » ROWDY GAUDET | District 3
- » AARON MOAK | District 4
- » DARRYL HURST | District 5
- » CLEVE DUNN JR. | District 6
- » LAMONT COLE | District 7
- » DENISE AMOROSO | District 8
- » DWIGHT HUDSON | District 9
- » CAROLYN COLEMAN | District 10
- » LAURIE ADAMS | District 11
- » JENNIFER RACCA | District 12

DDD COMMISSION

- » ERIC DEXTER | Chairman
- » JUDE MELVILLE | Vice Chairman
- » PRESCOTT BAILEY | Treasurer
- » PATRICK MICHAELS | Secretary
- » SCOTT N. HENSGENS
- » MELANIE C. MONTANARO
- » GARY JUPITER

DDD STAFF

- » WHITNEY HOFFMAN SAYAL, AICP | Executive Director
- » CASEY TATE | Assistant Executive Director
- » UTE CRESS | Administrative Assistant
- » MORGAN LEWIS | Design & Marketing Coordinator
- » CAROLINE ROBERTSON | Intern
- » HOUSTON TULLIS | Intern

STATE OF LOUISIANA

- » JOHN BEL EDWARDS | Louisiana Governor
- » JAY DARDENNE | Louisiana Commissioner of Administration
- » LARRY SELTERS | LA District 67
- » CLEO FIELDS | Senate District 14

