

toolkit

2024



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Downtown Baton Rouge serves as the epicenter of commerce and culture in the Baton Rouge region and continues to see growth and opportunity in our business, residential, and tourism sectors. This Downtown Development Toolkit is rooted in data analysis and provides us with crucial insights to direct our efforts moving forward; this year, including detailed insights from cell-phone-generated AI data. Fortunately, the data presented aligns with initiatives already outlined in our 5-year strategic plan.

The increase in residential within the CBD continues to remain at high occupancy levels, particularly evident among young professionals and empty nesters. The tourism market also remains strong, showcasing the highest room rental and occupancy rates within the parish. The office and business market remains stable, despite post-pandemic workforce trends. Our greenspaces continue to host hundreds of events, attracting visitors from around the parish and beyond. Reinvigorated focus and new initiatives on the Riverfront and Capitol Lakes is spurring excitement among citizens and community leaders.

As we continue to push forward, we remain steadfast in our commitment to advocacy, fostering ambitious aspirations, and planning strategically to enhance downtown’s role as a vibrant center of commerce and culture. We thank those who live, invest, work, shop, and visit downtown for making this possible and look forward to continued progress in 2024 and beyond!

*Whitney Hoffman Sayal, AICP
Executive Director*



AT A GLANCE



24 HOUR
POLICE SERVICE

\$135 MILLION
HOTEL INVESTMENT SINCE 2010



8,300
FACEBOOK FOLLOWERS

16.4% GROWTH
IN RESIDENTIAL POPULATION 2012-2021
(COMPARED TO 1.6% DECLINE IN CITY)



3,672
INSTAGRAM FOLLOWERS

88 PERCENT
OFFICE OCCUPANCY

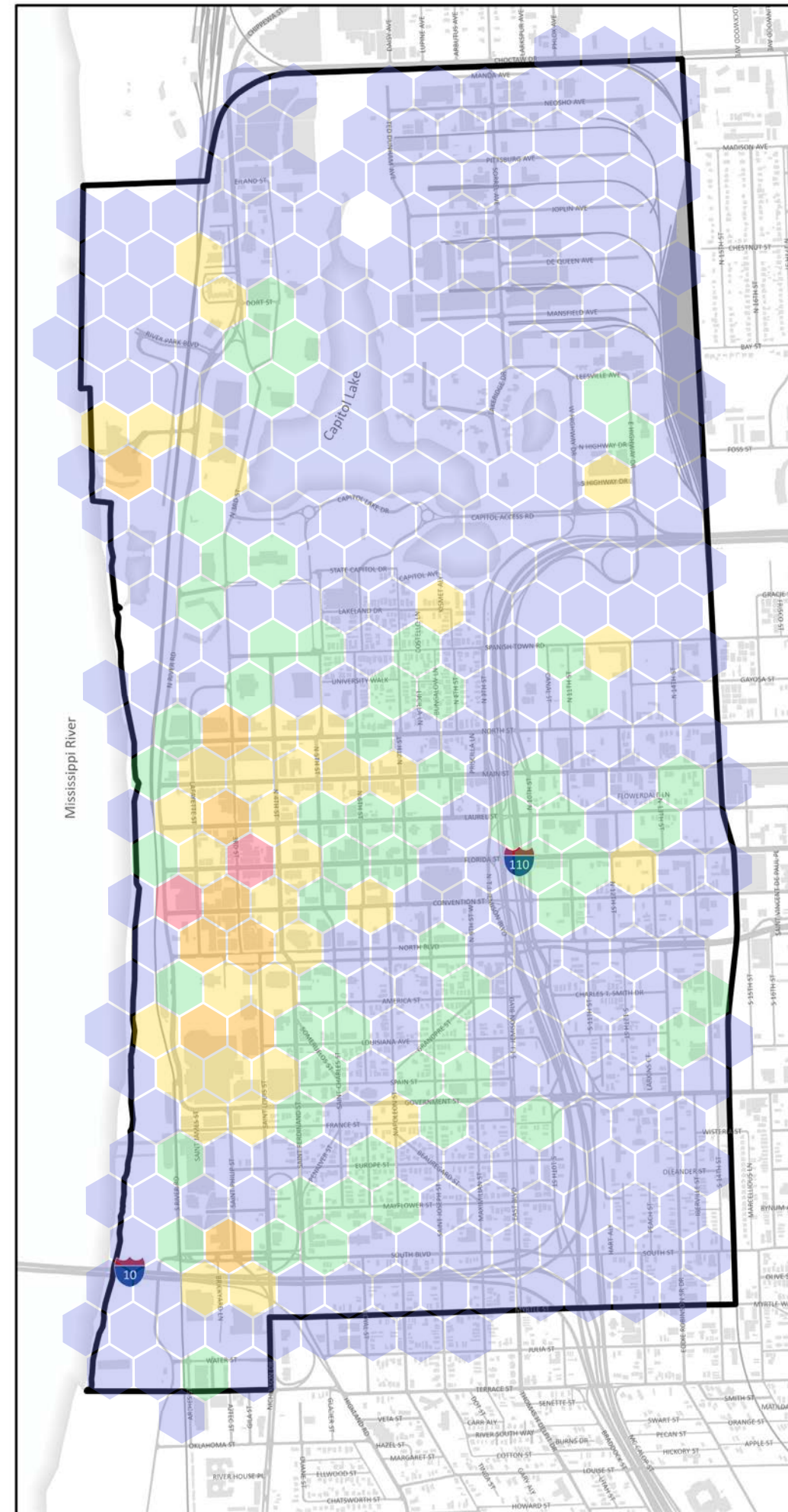
STRATEGIC PLAN ACCOMPLISHMENTS

90 PERCENT
CBD RESIDENTIAL OCCUPANCY

1,000+ EVENTS
HOSTED PER YEAR

130,000 VISITORS
AT SPANISH TOWN MARDI GRAS PARADE,
THE HIGHEST-ATTENDED EVENT OF 2024

- BYLAWS UPDATE
- DEVELOPMENT PROJECT DIRECTOR HIRED
- DESIGN & MARKETING COORDINATOR HIRED
- NEWSLETTER CONTENT UPDATED
- 24 HOUR POLICE SERVICE
- MARKETING/MYTH BUSTERS
- THIRD STREET LED LIGHTING UPGRADE
- ALLIED PARTNER ENGAGEMENT



NUMBER OF VISITS

- 202,351-309,665
- 118,659-202,351
- 55,064-118,659
- 16,715-55,064
- <16,715

This heat map depicts how often downtown areas were visited from October 1, 2023 to March 31, 2024. The areas that received the highest number of visitors were around the **Hilton** and **Courtyard** hotels. Events in the **River Center** and **Central Green** areas also brought in a lot of visitors.

This data was gathered from a new software called PlacerAI, which uses cell phone data and is used to gain valuable information on downtown visitation. The DDD has used this data to determine which areas, events, and times attract visitors most. This software is also used to analyze retail needs and opportunities.



SCALE: 1:20000

6

INVESTMENT

Source: EBR Parish Assessor's Office
*CBD is defined as the area between North St, I-110, North Blvd, & River Rd

\$2.7 BILLION

TOTAL INVESTMENT SINCE DDD CREATION IN 1987

\$1.7 BILLION

INVESTED SINCE 2010

COMPLETED: \$1.6 BILLION IN PLANNING: \$1 BILLION

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.

DOWNTOWN PROPERTY VALUES ARE

2.5X HIGHER

THAN THE PARISH-WIDE AVERAGE

Public Projects Private Projects

Source: Downtown Development District project estimate totals.
*Total investment figure includes completed projects and anticipated costs of projects in planning or under construction.

	CBD	DDD	CITY	PARISH
LAND & VALUE ASSESSMENT				
ASSESSED VALUE	\$49.8M	\$98.2M	\$2,699M	\$6,554M
EST. MARKET VALUE	\$1.25B	\$710.3M	\$19,731M	\$48,584M
AREA IN SQUARE MILES	0.2	2.2	253	624
EST. MARKET VALUE/ SQUARE MILE	-	\$177.6M	\$77.9M	\$77.8M

MAJOR DEVELOPMENT PROJECTS IN DECADES SINCE 2000

*Investments Over ~\$10M & Greenspaces

PROJECT DATES

- 2000-2009
- 2010-2019
- 2020-ongoing

RESIDENTIAL

- 1) Elysian I, II, & III (2014, 2019, & 2021)
- 2) Rivermark Center I & II (2022)
- 3) The Heron Downtown I & II (2019 & ongoing)
- 4) Spanishtown Condominiums (ongoing)
- 38) Valencia Park

OFFICE

- 5) II City Plaza (2009)
- 6) LA State Licensing Board for Contractors (2013)
- 7) LA Association of Business & Industry (2020)
- 8) Cary Saurage Center for the Arts (2021)

MIXED-USE

- 9) Shaw Center for Performing Arts (2005)
- 10) 440 on Third (2015)
- 11) IBM / 525 Lafayette Restaurant (2015 / 2016)
- 12) Commerce Building (2016)
- 13) Spencer Calahan Offices (2019)
- 14) 263 Third Street (2023)

HOTEL

- 15) Hilton Hotel (2006)
- 16) Hotel Indigo (2011)
- 17) Hampton Inn & Suites (2013)

- 18) Watermark Baton Rouge (2016)
- 19) Courtyard by Marriott (2018)
- 20) The Origin Hotel (2024)

GREENSPACE

- 21) Downtown Greenway- North Blvd & TJ Jemison (2016)
- 22) Rhorer Plaza (City Hall Plaza) (2018)
- 23) Repentance Park (2013-2018)
- 24) Riverfront Plaza (2019)
- 25) North Blvd Town Square Phase I & II (2012 & 2019)
- 26) Downtown Greenway- Louisiana Connector (2023)

OTHER

- 27) LASM Planetarium & Space Theater (2003)
- 28) 19th Judicial Courthouse (2010)
- 29) Water Campus (2016)
- 30) Rotary Centennial Sculpture (2019)
- 31) Raising Cane's River Center Theater (2019)
- 32) River Center Library (2019)
- 33) Hotel Lincoln (2020)
- 34) Belle of Baton Rouge (ongoing)
- 35) River Center Improvements (ongoing)
- 36) Hollywood/Queen Casino Improvements (ongoing)
- 37) Lincoln Theatre (ongoing)

7



Source: EBR Parish Finance Office, Placer.ai, LEHD On the Map (tracts 22, 51, 52, &53)



Source: LEHD On the Map (tracts 22, 51, 52, & 53), DDD Retail Survey

BUSINESS

657 BUSINESSES
IN DOWNTOWN AREA

20 PERCENT
OF CITYWIDE JOBS

Downtown Baton Rouge's commercial activity remains stable with a total of 657 businesses concentrated in the service industry. State and local employees make up the majority of the daily customer base for downtown businesses, supplemented by 25,000 daily visitors generating over \$110 million in annual taxable sales.

19% GROWTH

IN PRIVATE JOBS, 2013-2020 (COMPARED TO 8% DECLINE IN CITY)

15% GROWTH

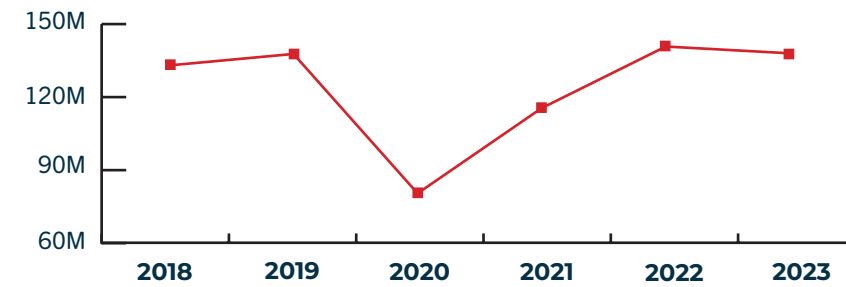
IN PRIMARY JOBS, 2013-2020 (COMPARED TO 6% DECLINE IN CITY)

TOP INDUSTRIES DOWNTOWN



- PUBLIC ADMINISTRATION- 33.9%
- PROFESSIONAL, SCIENTIFIC, TECHNICAL, & EDUCATIONAL SERVICES- 18.9%
- CONSTRUCTION- 7.4%
- TRANSPORTATION / WAREHOUSING- 6.9%
- INFORMATION- 6.2%
- OTHER- 26.7%

TOTAL TAXABLE INCOME



WHAT 500 SURVEY RESPONDENTS WANT DOWNTOWN:

- FINE DINING RESTAURANT
- INTERNATIONAL CUISINE
- BAKERY
- CLOTHING STORE
- HEALTHY RESTAURANT
- ICE CREAM/FROZEN YOGURT
- FAMILY ENTERTAINMENT
- AFTER-HOUR DINING OPTIONS

31,172

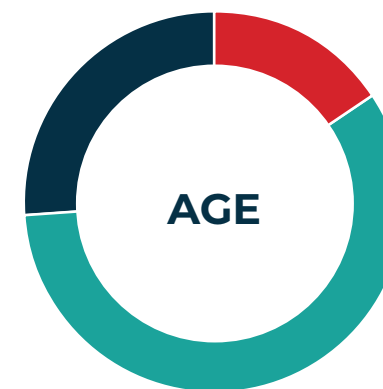
DAILY WORKERS

GENDER

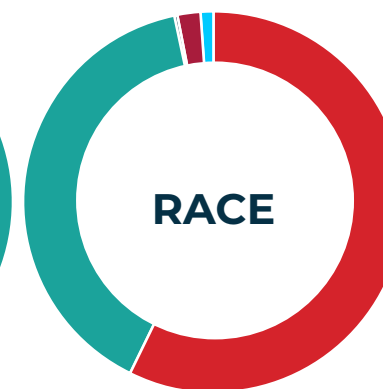
51.3%
FEMALE



49.7%
MALE



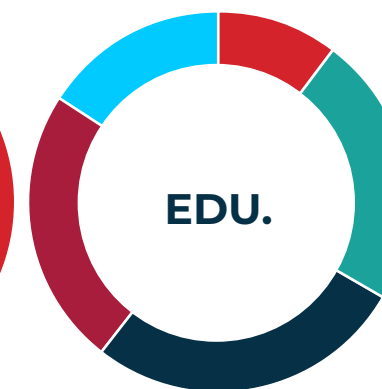
- 15.7% UNDER 29
- 58.2% AGE 30-54
- 26.1% OVER 55



- 57.4% WHITE
- 39.2% BLACK OR AFRICAN AMERICAN
- 0.3% AMER. INDIAN OR ALASKA NATIVE
- 2.1% ASIAN
- 1% TWO OR MORE RACE GROUPS



- 57.4% UNDER \$1,250 PER MONTH
- 39.2% \$1,252-\$3,333 PER MONTH
- 3.4% OVER \$3,333 PER MONTH



- 10.3% LESS THAN HIGH SCHOOL
- 23.2% HIGH SCHOOL DIPLOMA
- 27.2% SOME COLLEGE
- 23.6% BACHELORS DEGREE OR HIGHER
- 15.7% ATTAINMENT NOT AVAILABLE



Source: 2024 Greater Baton Rouge Association of Realtors Trends Report, Visit Baton Rouge

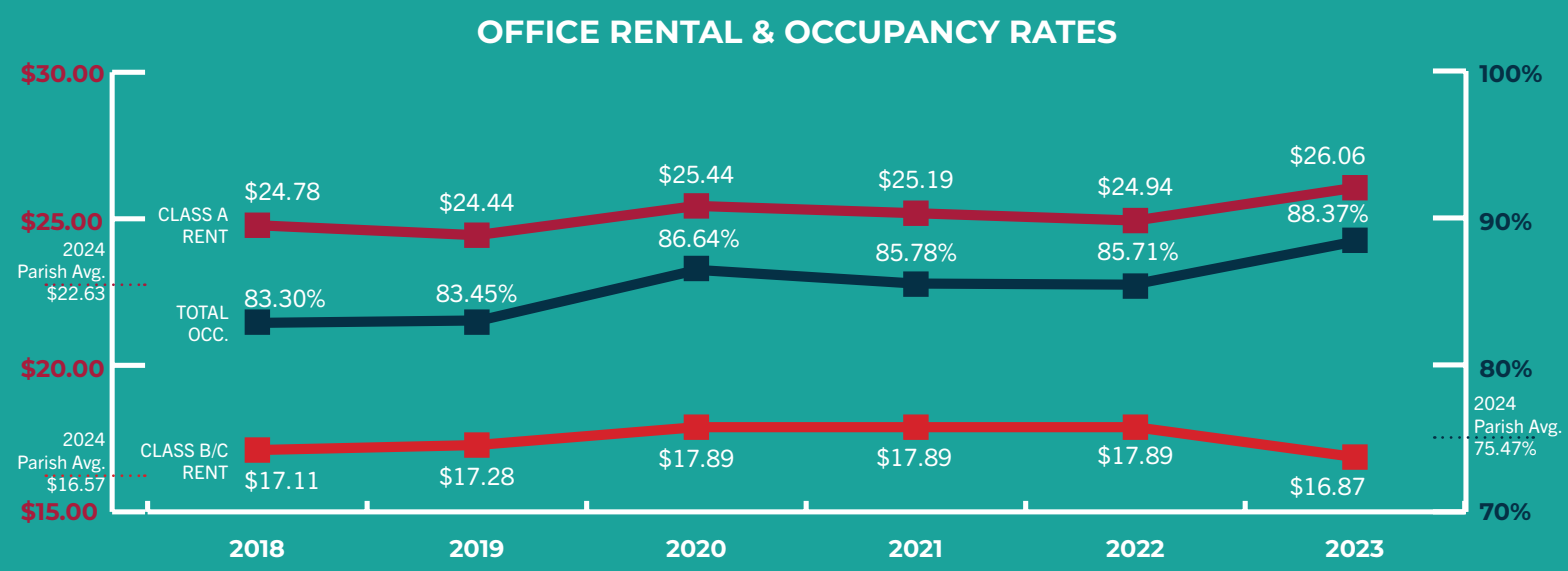
\$9.91-34.00 PSF OFFICE BUILDING SALES

Class A occupancy and PSF rose from 2023-2024, while rental rates in Class B/C slightly fell. The conversion of II Rivermark Centre, formerly known as Chase South Tower, decreased the overall office inventory and added to residential availability. The downtown office space square footage is heavily comprised by the public sector. Both the City of Baton Rouge and State of Louisiana are headquartered in downtown Baton Rouge.

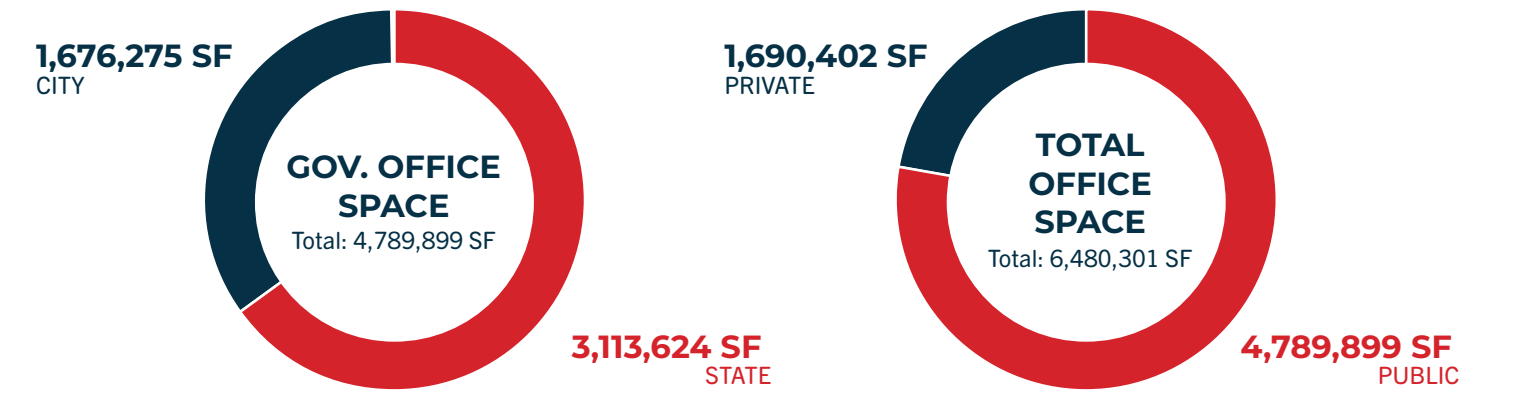
88 PERCENT OCCUPANCY RATE

1,343,970 SF
CLASS A INVENTORY (86.92% OCCUPANCY)

346,432 SF
CLASS B/C INVENTORY (94% OCCUPANCY)



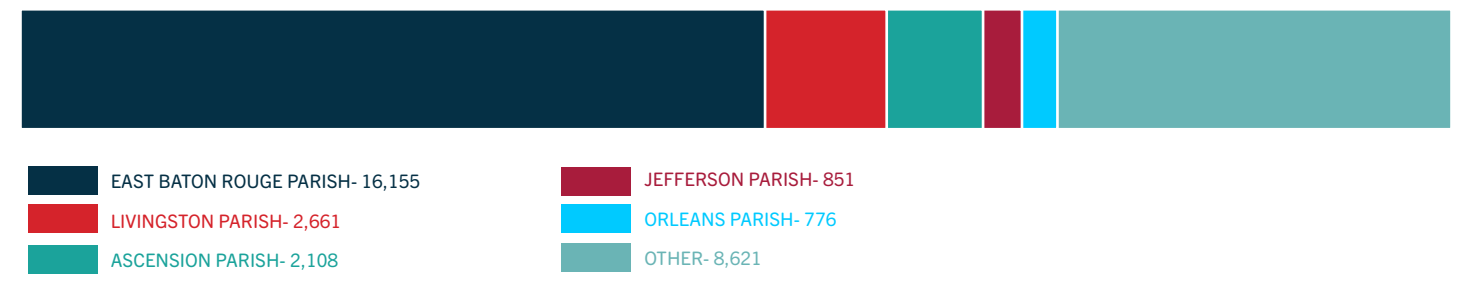
Source: LEHD On the Map (tracts 22, 51, 52, & 53)



KNOWLEDGE IND. GROWTH, 2010-2020

	Finance, Insurance, Real Estate, Rental, & Leasing	Management of Companies & Enterprises	Professional, Scientific, & Technical Services	Information	Health Care & Social Assistance	Total Knowledge Job Change
Downtown	6%	236%	44%	208%	-41%	26%
City	-18%	50%	9%	71%	-12%	-3%
Parish	-10%	12%	13%	17%	16%	10%

TOP WORKER HOME DESTINATIONS





RESIDENTIAL

Source: US Census, DDD Strategic Plan & Residential Surveys (conducted via email/phone)

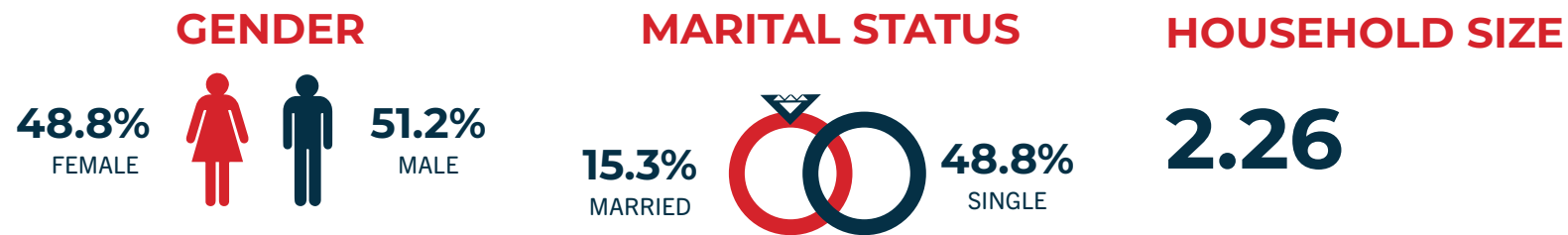
Source: US Census

\$224.6 MILLION **16.4% GROWTH**
RESIDENTIAL INVEST. SINCE 2013 **IN RESIDENTIAL POPULATION 2012-2021**
(COMPARED TO 1.6% DECLINE IN CITY)

10,509 RESIDENTS **90 PERCENT**
TOTAL DOWNTOWN POPULATION **CBD RESIDENTIAL OCCUPANCY**
AS OF JULY 2024

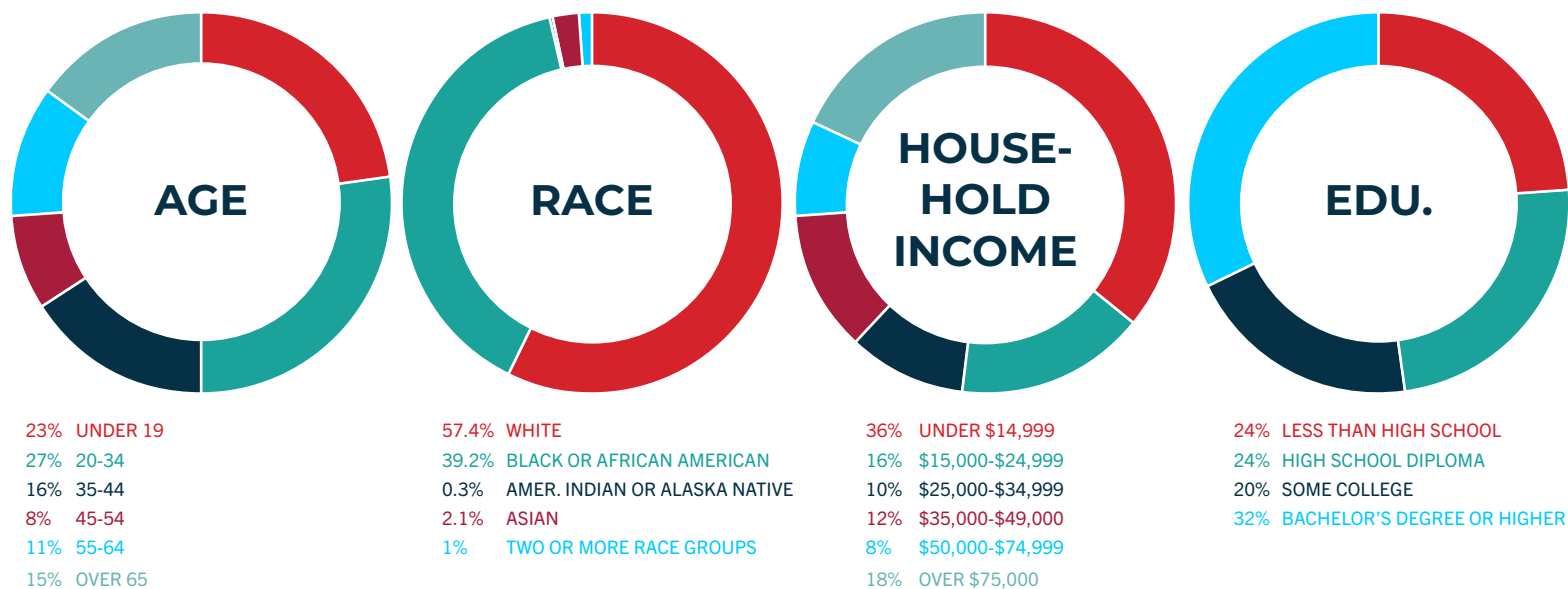
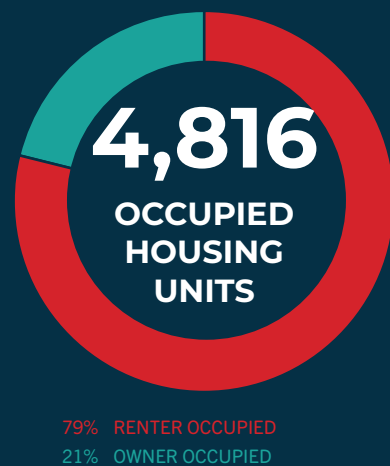
Downtown boasts a 16.4% residential population growth over ten years and survey respondents indicate a strong desire for more housing. This increase in demand is attributed to an energetic and convenient urban lifestyle desired by young professionals and retirees. Recently completed Il Rivermark Centre brings 150 additional units downtown and plans are underway with an additional 142 units at 617 North Boulevard.

75 PERCENT
OF RESIDENTIAL RESPONDANTS WANT MORE DOWNTOWN HOUSING
40 PERCENT
OF WORKER RESPONDANTS WANT TO LIVE DOWNTOWN



DOWNTOWN NEIGHBORHOODS

The Downtown Development District is comprised of unique, architecturally vibrant neighborhoods. **Historic Spanish Town and Historic Beaugard Town**, the oldest Baton Rouge neighborhoods, are comprised primarily of single family housing. **Downtown East and the Central Business District** have seen a surge of multi-family developments. Development interest in **South Baton Rouge and the Capitol Area** has also increased.





HOSPITALITY +

TOURISM

Source: Visit Baton Rouge, DDD phone/email communication

Source: Visit Baton Rouge, DDD Placer.ai

\$135 MILLION

HOTEL INVEST. SINCE 2010

7 HOTELS

WITHIN WALKING DISTANCE TO CONVENTION CENTER

Downtown has seven hotels and 1176 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.

DOWNTOWN AREA HOTELS

HAMPTON INN & SUITES	137 ROOMS
HILTON BATON ROUGE CAPITOL CENTER	290 ROOMS
ORIGIN HOTEL	89 ROOMS
BELLE OF BATON ROUGE CASINO HOTEL	137 ROOMS
HOTEL INDIGO BATON ROUGE DOWNTOWN	93 ROOMS
WATERMARK HOTEL	144 ROOMS
COURTYARD MARRIOTT	135 ROOMS

\$151.59

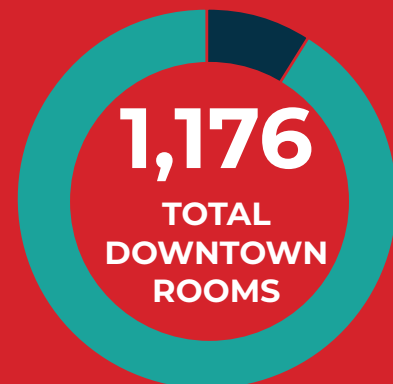
AVG. DAILY RATE (COMPARED TO \$106.35 PARISH AVERAGE)

68.4 PERCENT

AVERAGE OCCUPANCY RATE (COMPARED TO 58.3% PARISH AVERAGE)

MARCH

MOST POPULAR MONTH



9% DOWNTOWN ROOM SHARE
91% METROPOLITAN STATISTICAL AREA (MSA)

171 DOCKINGS + 17,096 VISITORS

VISITORS BROUGHT BY RIVERBOAT DOCKINGS IN 2023

731K MONTHLY

VISITORS AVERAGE, OCT 2023-MAR 2024

25K DAILY

VISITORS AVERAGE, OCT 2023-MAR 2024

ATTRACTION ATTENDANCE	2017	2018	2019	2020	2021	2022	2023
Raising Cane's River Center	355,354	303,533	308,869	84,526	174,735	293,740	332,327
Louisiana Arts & Science Museum	178,910	171,858	174,642	41,139	*18,147	*47,998	*49,270
USS KIDD	59,537	44,290	47,403	19,012	32,369	40,145	38,626
Old State Capitol	60,000	60,000	53,101	22,000	25,000	42,000	43,000
LSU Museum of Art	24,000	24,350	22,937	*NA	15,907	21,485	21,743
Capitol Park Museum	67,373	77,026	74,402	*NA	**23320	**34229	82,143
State Capitol Building	66,850	77,486	73,886	8,779	6,875	28,506	NA
Manship Theatre	26,54	29,000	48,686	*NA	24,025	35,410	36,007

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."



GREENSPACE

17 PARKS

AND NATURAL AREAS



53 ACRES

OF OPEN SPACE



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. This area has 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 the Downtown Development District office.

>\$400M
TOTAL GREENSPACE INVESTMENT



CENTRAL GREEN MAP

Source: Walk Score (2023)

MOBILITY SCORES

Downtown
Baton Rouge

WALK

79
39

BIKE

66
44

MOBILITY OPTIONS

Bikeshare Stations
Bikes
Transit Stops

WALK

16
80
33

1998
Capitol Park
\$294,500,000

2011
AZ Young Park
\$2,000,000

2012
Galvez Plaza
\$2,000,000

2012
Convention St. Park
\$250,000



2012-2019
North Blvd Town Square
\$10,300,000

2019
Riverfront Plaza
\$800,000

2019
14th St. Park
\$130,000

2015
Yazoo Plaza
\$200,000

2016
Spanish Town Park
\$255,000

2018
Rhorer Plaza
\$4,900,000

2013-2018
Repentance Park
\$3,190,000



2020
Mestrovic Plaza
\$2,000,000

1990-Now
Levee/Riverfront
\$662,293,199

2012-Now
Downtown Greenway
\$16,807,750

ARTS +

+

CULTURE

Source: DDD

Source: DDD

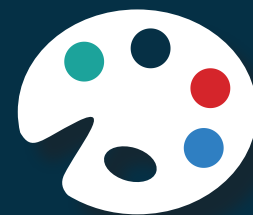
**44 PUBLIC ART
INSTALLATIONS**

**11 ART VENUES
THEATERS & LARGER VENUES**



**65 FOOD SPOTS
RESTAURANTS, BARS, & CAFES**

Downtown Baton Rouge has a premier art scene, with several public art installations, venues, galleries, and events. The Shaw Center for Performing Arts is located in the heart of the Arts and Entertainment District and features the LSU Museum of Modern Art and the Manship Theatre - Baton Rouge's premier non-profit 325-seat theatre for theatre, film, music, dance, and performing arts. Downtown also recently welcomed the Cary Saurage Community Art Center, adding an additional hot spot for all things art.



**20 CULTURAL
ATTRACTIONS**
MUSEUMS, MONUMENTS, GALLERIES, &
ART MARKETS

27 HISTORIC MARKERS

14 RELIGIOUS INSTITUTES

25 SCHOOLS IN 2MI RADIUS OF DOWNTOWN

9 SCHOOLS IN DOWNTOWN AREA

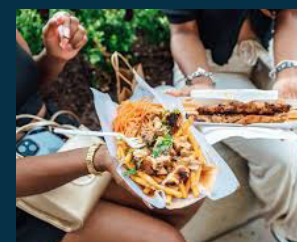
3 COLLEGE CAMPUSES-LSU, SOUTHERN, BRCC

2 LIBRARIES DOWNTOWN



CARY SAURAGE COMMUNITY ARTS CENTER

The Cary Saurage Community Arts Center hosts over 484 unique events including podcasts, gallery openings, weddings, dance events, pottery classes, jazz concerts and more.



FOOD FESTIVALS

Food is culture in Baton Rouge! Downtown is host to a variety of food festival such as Red Beans and Rice Festival, Jambalaya Jam, and "Night Market, an Asian food festival".



EVENTS +

Source: DDD and Placer AI

1000+ EVENTS
TOTAL EVENTS DOWNTOWN

130,000 VISITORS
SPANISH TOWN MARDI GRAS PARADE:
HIGHEST-ATTENDED EVENT OF 2024

With over 1,000 events taking place in the downtown area on an annual basis, bringing more than 700,000 monthly visitors, 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.

10,000+ ATTENDANCE
NEWCOMER: NIGHT MARKET

52 FARMERS MARKETS
BREADA Redstick Farmers Market

TOP PUBLIC EVENT ATTENDANCE

- MARDI GRAS PARADES **300,000+**
- BATON ROUGE BLUES FESTIVAL **125,000+**
- LIVE AFTER FIVE CONCERT SERIES **60,000+**
- 4TH OF JULY FIREWORKS CELEBRATION **30,000+**
- LOUISIANA MARATHON **20,000+**
- 225 FEST **20,000+**
- FESTIVAL OF LIGHTS **10,000+**
- NIGHT MARKET (Newcomer Event) **10,000+**



RIVER CENTER

Source: Visit Baton Rouge, Raising Cane's River Center, SMG
Numbers do not include all private event sales

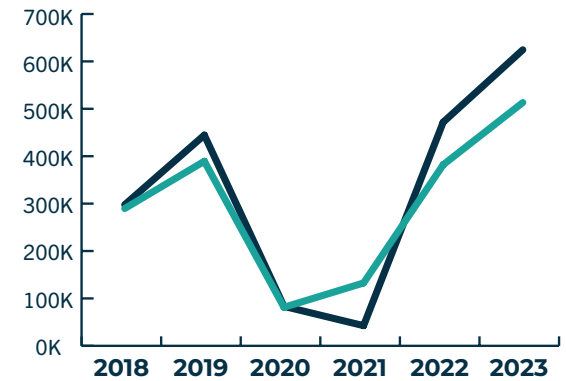
\$8.1 MILLION

ECONOMIC IMPACT INAUGURAL HOCKEY SEASON

TOP 5 EVENTS

- BATON ROUGE ZYDECO INAUGURAL HOCKEY SEASON
- LAUREN DAIGLE
- HARDY & LAINEY WILSON
- KOE WETZEL
- SUMMER BLOCK PARTY W/ JODECI, SWV, & DRU HILL

COLLECTED TAXES



ATTENDANCE BY VENUE

	2018	2019	2020	2021	2022	2023
ARENA	145,779	151,160	52,270	95,861	139,602	180,131
EXHIBITION HALL	88,549	117,438	23,353	30,035	68,880	59,080
THEATER	52,971	NA	NA	NA	65,826	74,165
BALLROOM	17,837	36,630	8,703	47,531	15,828	13,246
MEETING ROOMS	1,397	3,641	200	1,308	3,604	5,705
TOTALS	306,533	308,869	84,526	174,735	293,740	332,327

EVENTS BY VENUE

	2018	2019	2020	2021	2022	2023
ARENA	135	113	119	89	158	160
EXHIBITION HALL	59	74	18	13	46	25
THEATER	64	NA	NA	NA	83	54
BALLROOM	30	55	17	68	18	16
MEETING ROOMS	5	14	1	6	40	8
TOTALS	293	256	155	176	345	263



SAFETY + PARKING

24-HOUR

POLICE SERVICE

Safety and security are a high priority in the downtown area, patrolled primarily by the Baton Rouge Police Department (BRPD) 5th District officers. 24-Hour police presence began in 2023 in response to the growing residential population and the popularity of downtown's night-life activities. The Downtown Development District and BRPD 5th District meet regularly to ensure downtown remains one of the safest areas in Baton Rouge.

23 OFFICERS

DEDICATED TO SERVING DOWNTOWN

<2 PERCENT

OF THE CITY'S VIOLENT CRIMES OCCUR DOWNTOWN

8,089 SPACES

TO PARK DOWNTOWN

There are several downtown parking options including parking garages, surface parking lots, and street parking. Digital parking kiosks have replaced the coin meters; drivers will need a license plate number and credit card/smartphone to pay. Residents, visitors, and workers are encouraged to check out the www.downtownbatonrouge.org/get-around/parking to discover their best parking option and plan ahead for events. If needed, we are happy to assist!

3,828 PUBLIC OFF-STREET
3,706 PRIVATE OFF-STREET
555 ON-STREET
11 GARAGES



THIRD STREET LED LIGHTING

UPDATED IN 2023



19 SECURITY CAMERAS

FOUR-HEADED FOR OMNIDIRECTIONAL VIEWS

METERED ON-STREET PARKING



ENFORCED 8AM-6PM MON-FRI
FREE AFTER 6PM, WEEKENDS, AND HOLIDAYS.
COST \$0.25 PER 15 MINUTES / 2 HOUR MAXIMUM

SCAN FOR ALL PARKING RESOURCES



downtownbatonrouge.org/resources



MARKETING



90,568

TOTAL IMPRESSIONS



8,300

FACEBOOK FOLLOWERS



3,672

INSTAGRAM FOLLOWERS



308

LINKEDIN FOLLOWERS



138

NEWS ROOM ARTICLES



The DDD has a Design and Marketing Coordinator to leverage data and communications to increase positive perceptions of Downtown and establish a brand that appeals to the community and potential investors in Downtown Baton Rouge.

DDD WEEKLY NEWSLETTER

The DDD weekly newsletter, which includes downtown events, development news, meeting agendas, and more, has greatly contributed to our marketing tactics within our strategic plan. This valuable resource has driven significant growth across our digital platforms, highlighting its effectiveness in engaging our audience and promoting our initiatives. The newsletter's success in maintaining our audience's interest underscores its value to our overall strategy and allows people to stay connected with the pulse of our vibrant downtown.



95

TOTAL MARKETING EMAILS SENT: JUNE '23 - JUNE '24

SCAN TO SUBSCRIBE



downtownbatonrouge.org/resources

DDD NEWS ROOM

The DDD News Room is the go-to source for news on Downtown development projects and new businesses. These articles keep the community informed and engaged with the dynamic changes and growth within the district. Additionally, the News Room features the monthly blog "Downtown Breakdown," authored by DDD Executive Director Whitney Hoffman Sayal. These blogs break down data from various reports, studies, and surveys for a digestible 5 minute read.

DDD WEEKLY NEWSLETTER SUBSCRIBERS

3,016

JANUARY 2023

3,516

CURRENT



RESOURCES

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 at ddd@brla.gov or 225-389-5520.

5 YEAR PROPERTY TAX ABATEMENT ON IMPROVEMENTS TO STRUCTURES

ENTERPRISE ZONE TAX CREDIT

NEW MARKET TAX CREDITS (NMTC)

DIGITAL MEDIA & SOFTWARE INCENTIVE PROGRAM

FEDERAL HISTORIC REHABILITATION TAX CREDIT

STATE COMMERCIAL HISTORIC TAX CREDITS

SMALL BUSINESS ADMINISTRATION HUB ZONES

OPPORTUNITY ZONES

DOWNTOWN CULTURAL DISTRICT

TAX INCREMENT FINANCING (TIF)

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

SCAN FOR MORE DETAILS



downtownbatonrouge.org/resources

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/>



PLANNING + PERMITTING

PLANNING COMMISSION & DEPARTMENT OF DEVELOPMENT

Site Plan Review is administered by the City-Parish Planning Commission and 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. The Department of Development is responsible for construction permit issuance and code enforcement within East Baton Rouge Parish. It also works to reduce blight on vacant and abandoned properties through the issuance of property maintenance. Downtown has several specific requirements for development, established to ensure the downtown character is preserved and enhanced. We recommend visiting the EBR Planning Commission Resource Center, reviewing downtown's ordinances and boundaries on the DDD website, and meeting with our office as a starting point for development.

PLANNING COMMISSION

1100 Laurel Street, Suite 104
Baton Rouge, LA 70802
(225) 389-3144
Ryan Holcomb

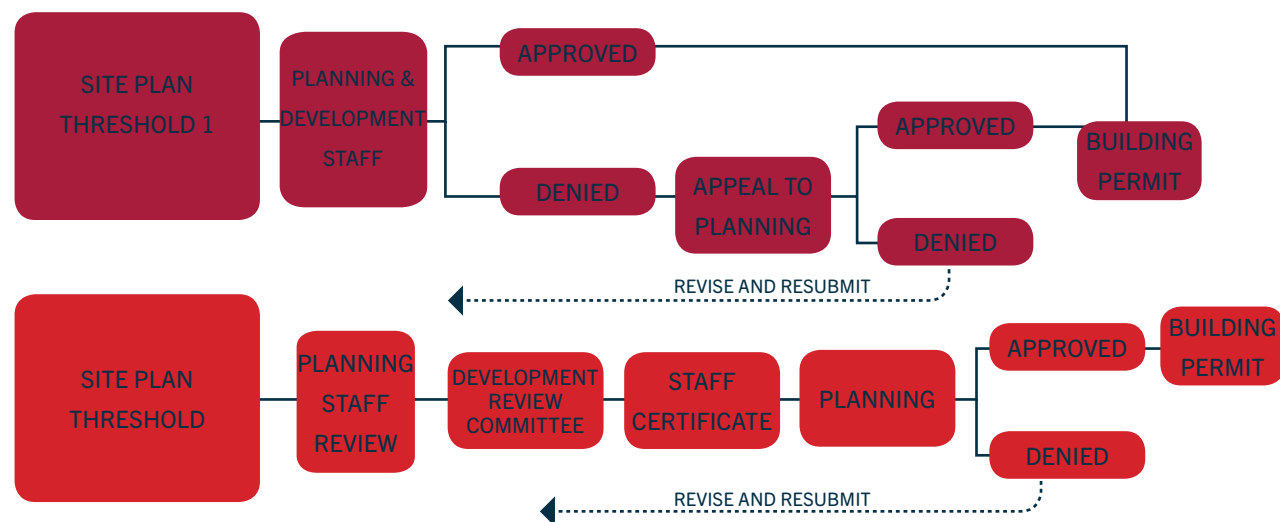
DEPARTMENT OF DEVELOPMENT

Permit and Inspection Division
300 North Tenth Street
Baton Rouge, LA 70802
(225) 389-3205
Rachael Lambert

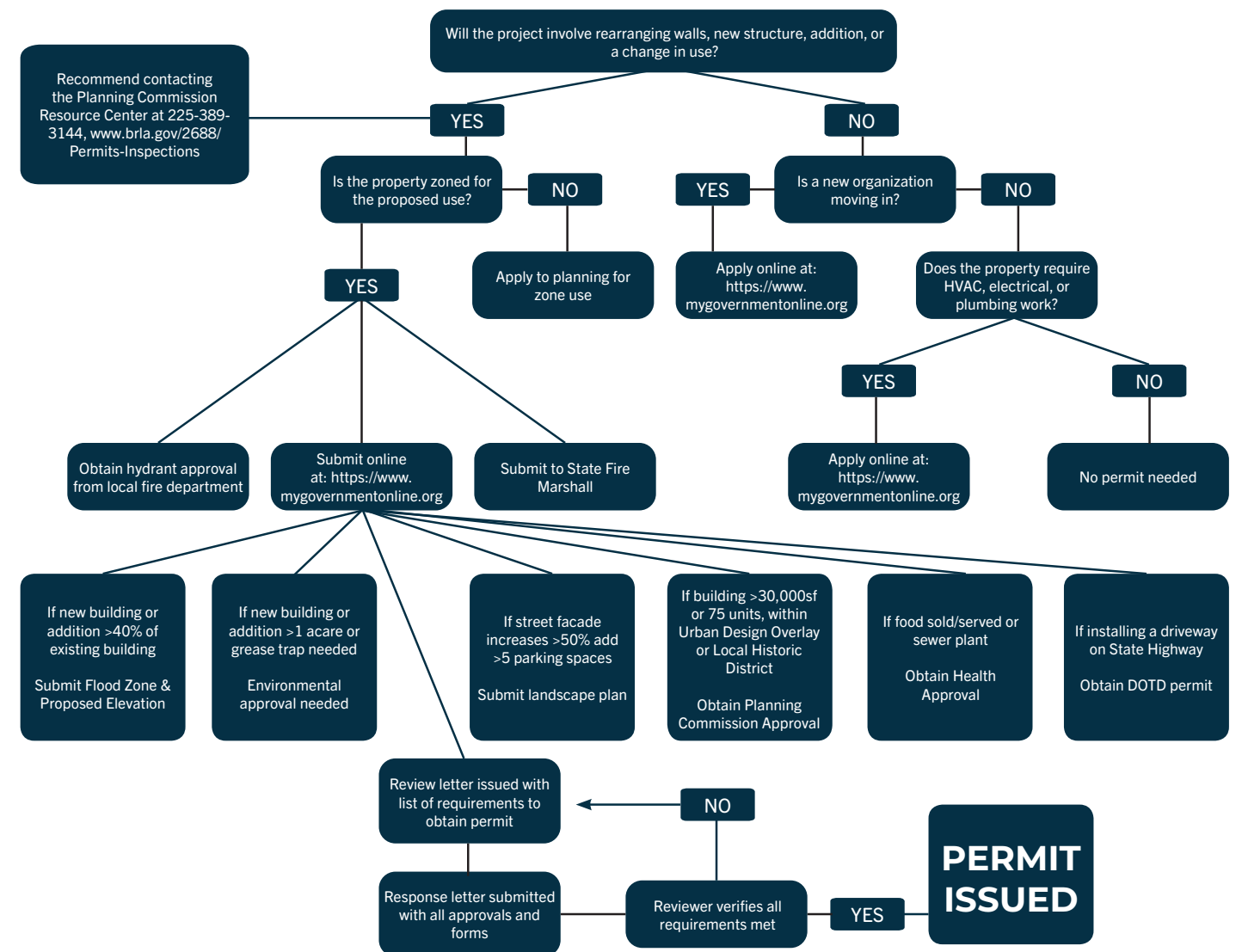
DOWNTOWN DEVELOPMENT DISTRICT

247 Florida Street
Baton Rouge, LA 70802
(225) 389-5520
Whitney Hoffman Sayal

SITE PLAN REVIEW PROCESS



COMMERCIAL BUILDING PERMIT PROCESS





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.



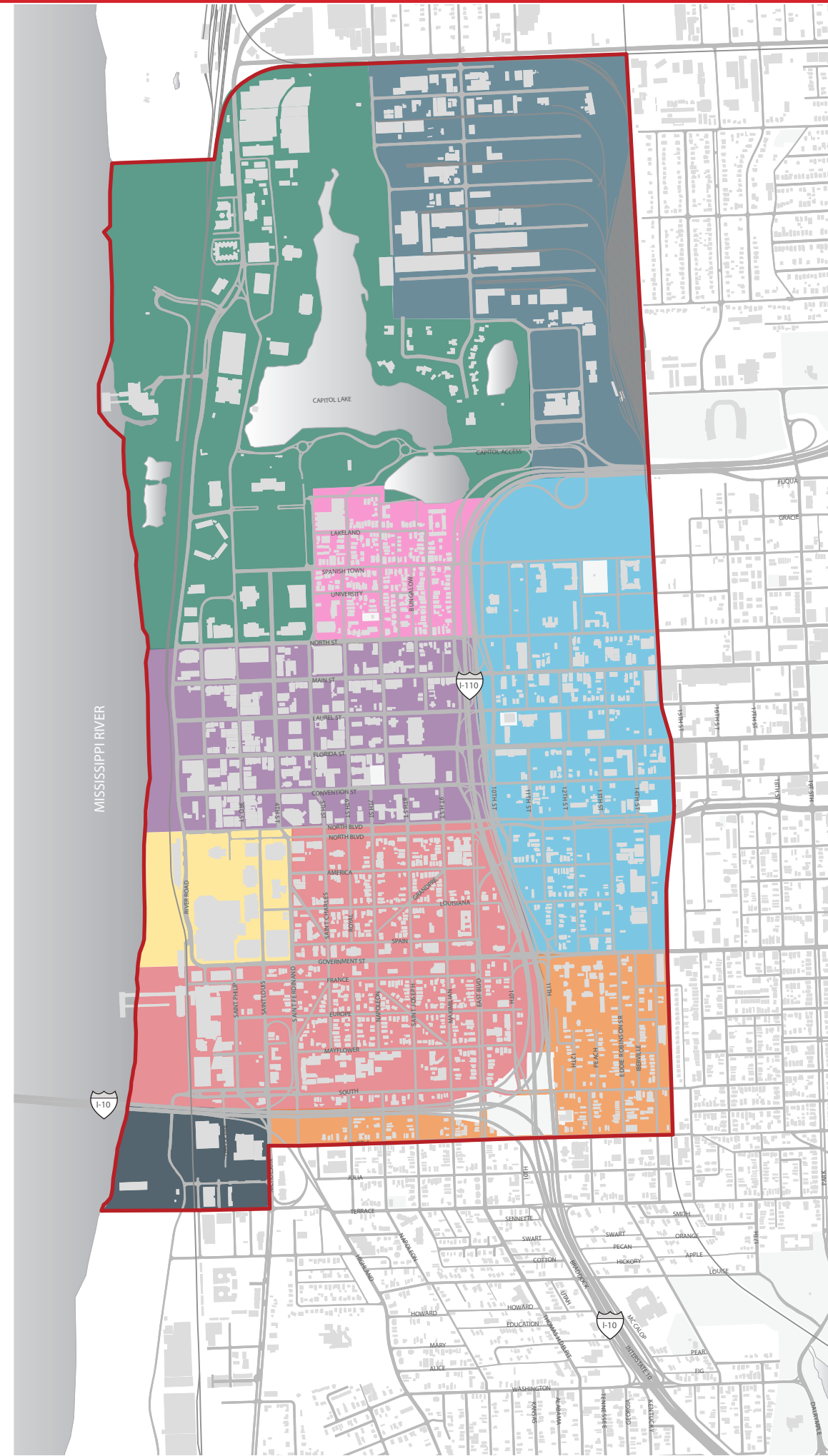
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DOWNTOWN CHARACTER AREAS & NEIGHBORHOODS

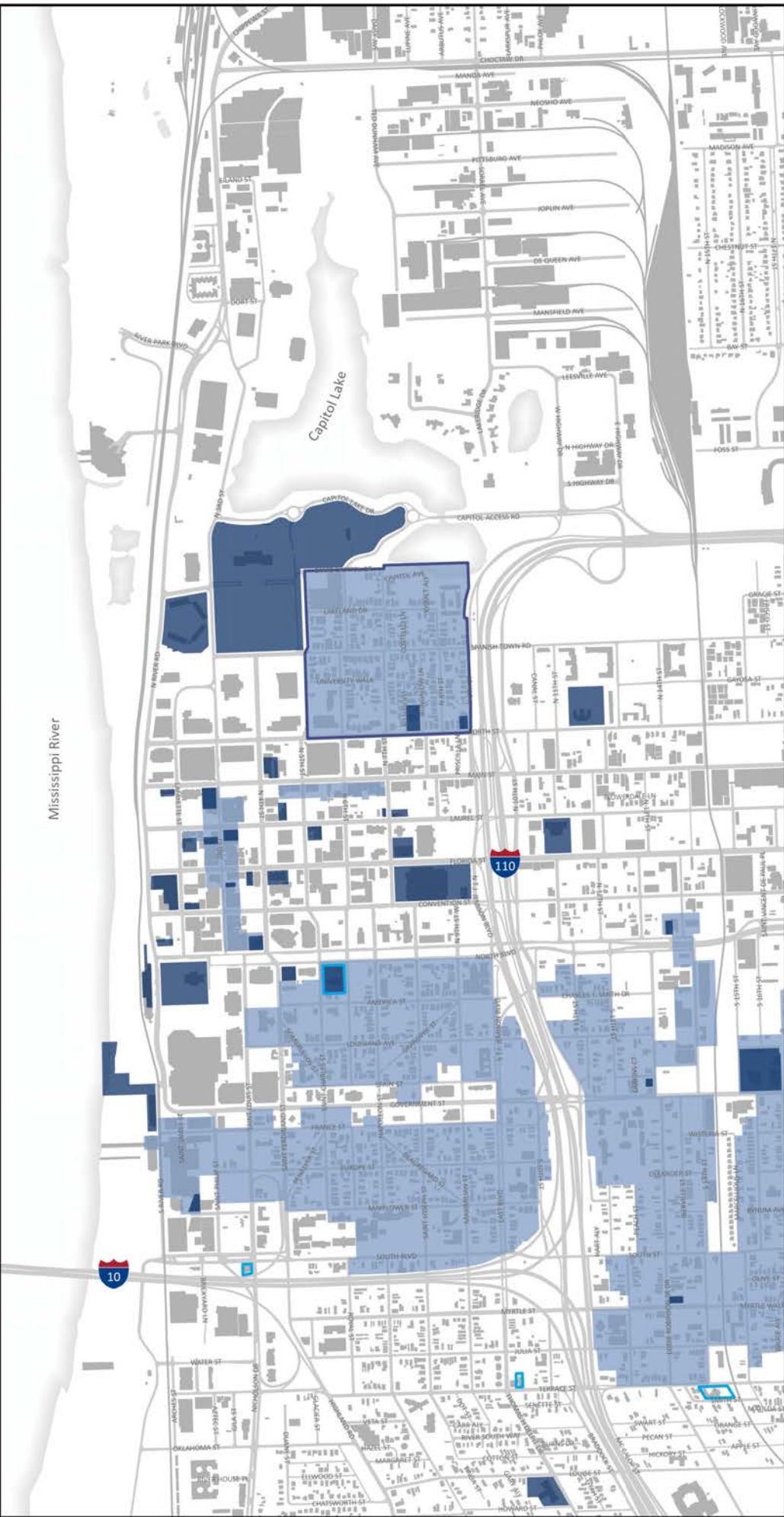
LEGEND

- Capitol Area
- Industrial Park
- Spanish Town
- Downtown East
- Central Business District
- City Center
- Beauregard Town
- South Baton Rouge
- Water Campus

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



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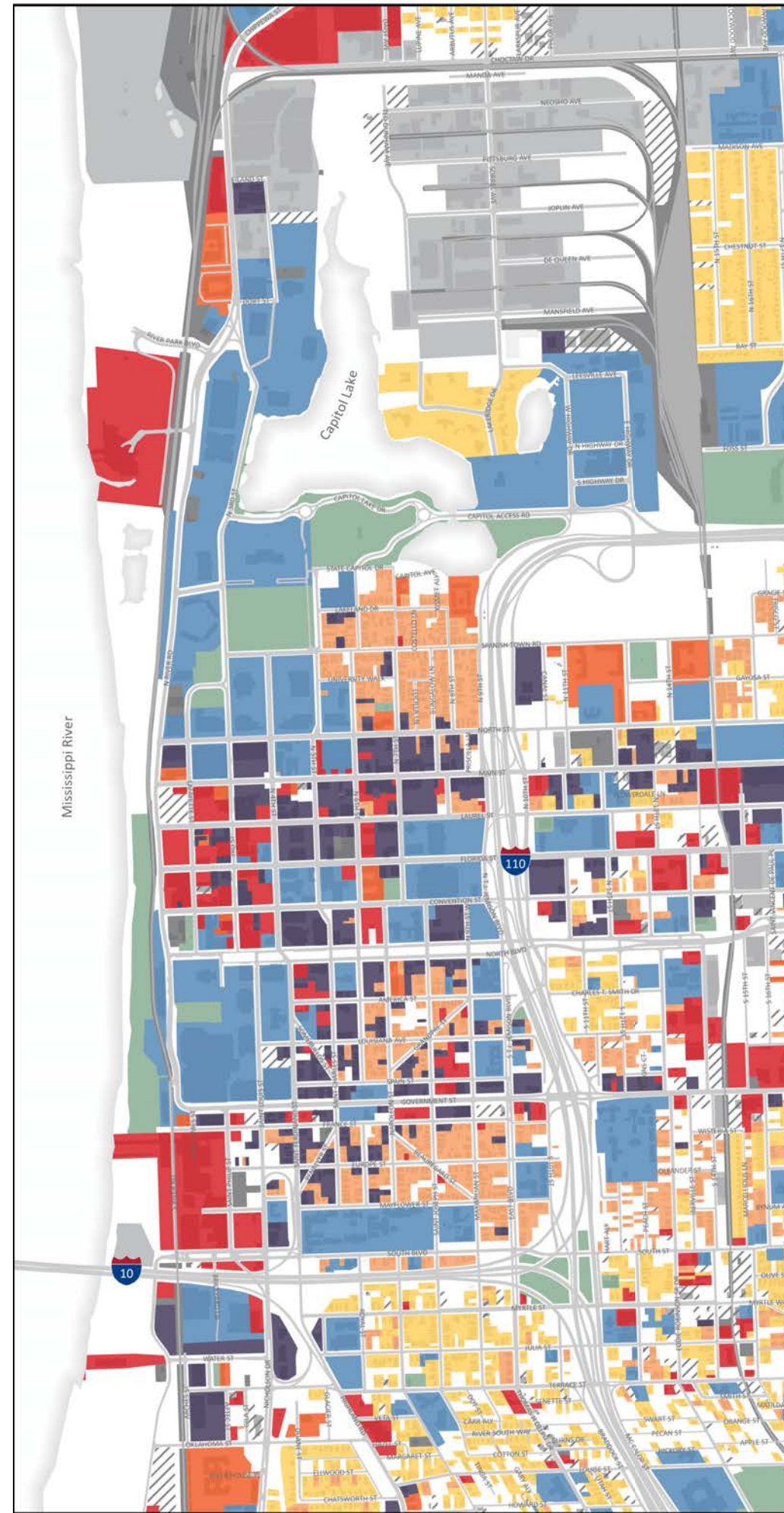
HISTORIC DEVELOPMENT

LEGEND

- National Historic Districts
- National Historic Landmarks
- Local Historic Districts
- Local Historic Landmarks



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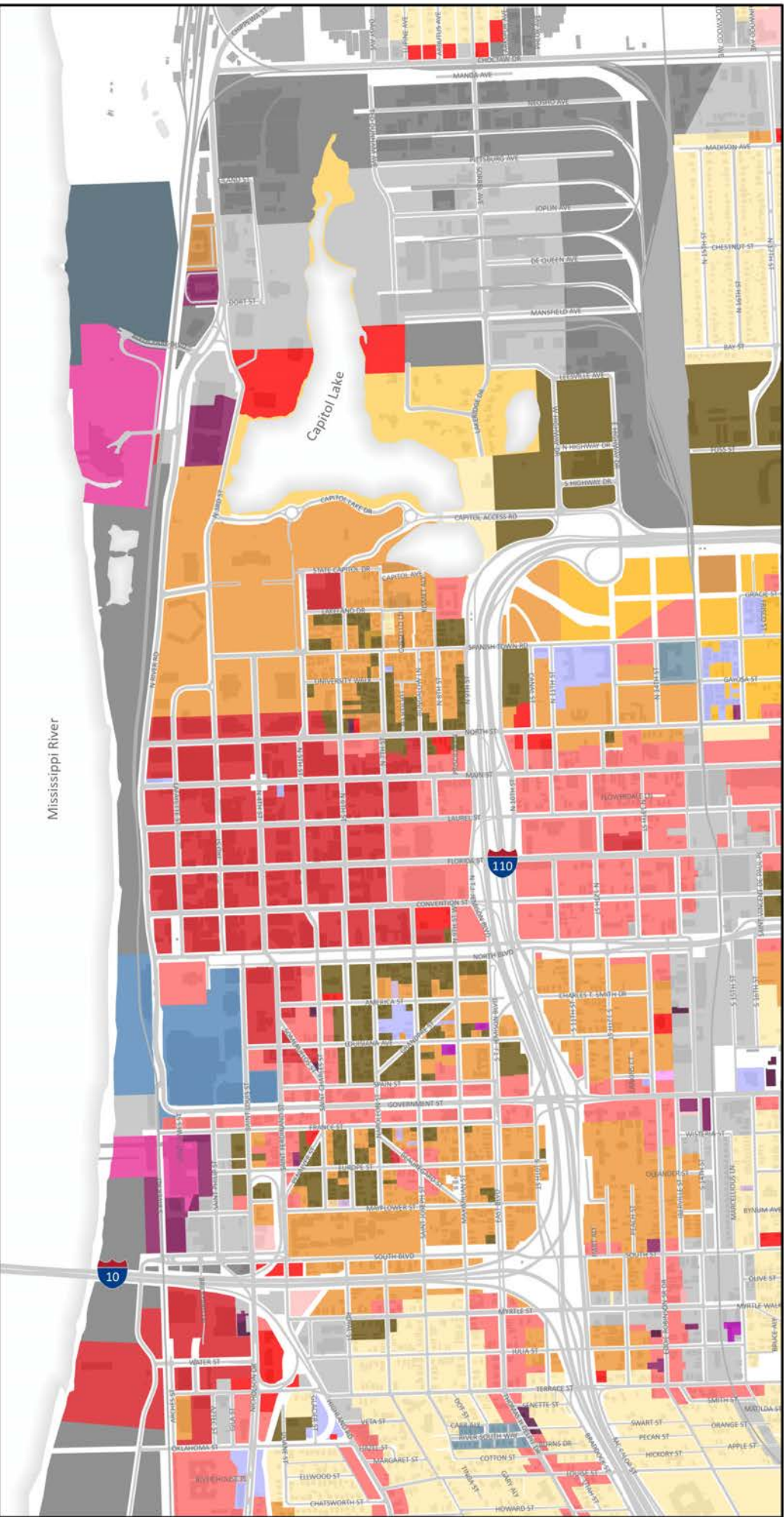
EXISTING LAND-USE

LEGEND

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



SCALE: 1:20000



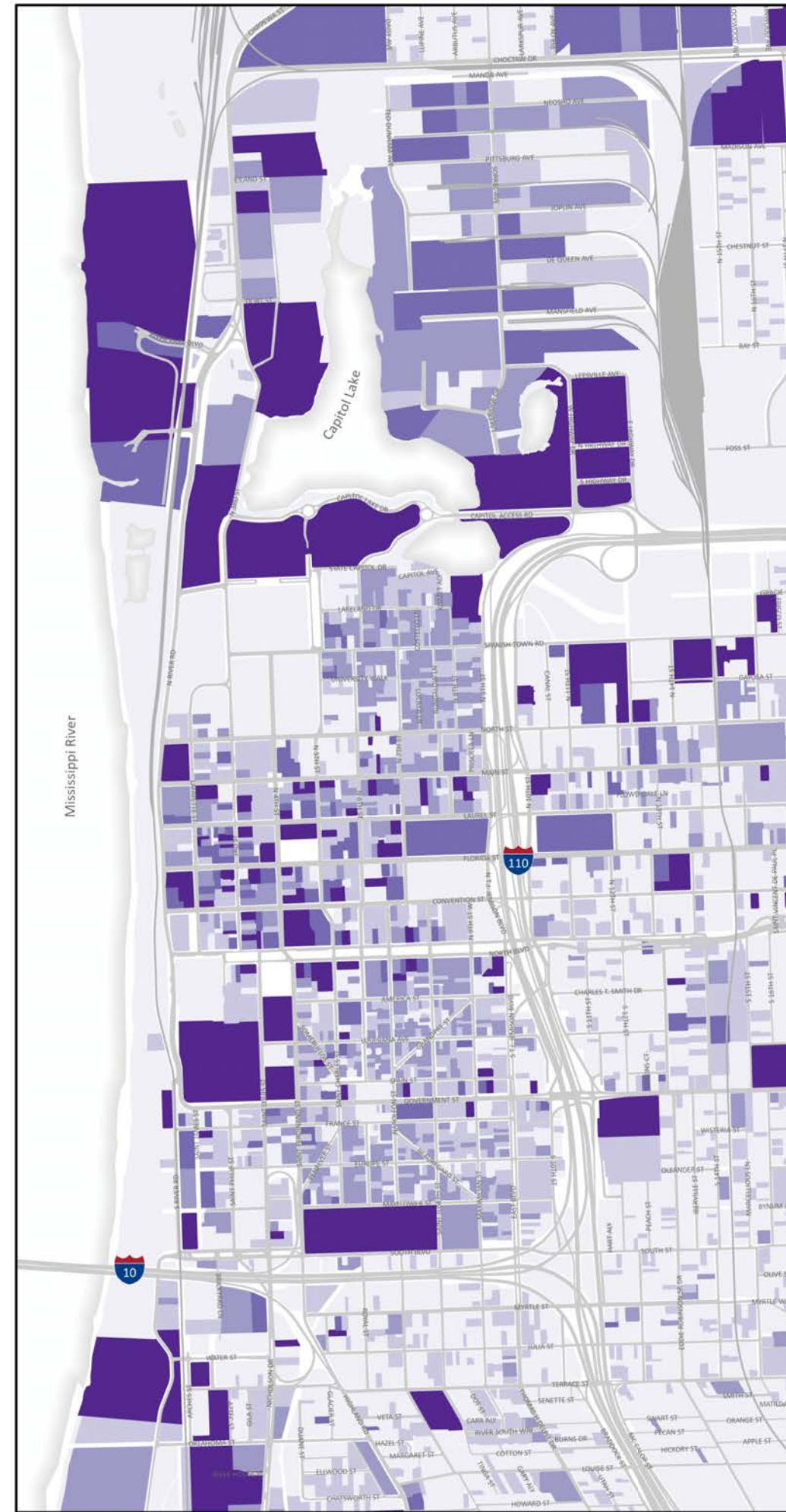
ZONING DISTRICTS

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: 1:20000



PARCEL VALUE ASSESSMENTS

LEGEND

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



SCALE: 1:20000



DDD

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. Specifically, our office focuses on the following initiatives, guided by our strategic plan and downtown master plans:

WHAT WE DO

- ECONOMIC DEVELOPMENT
- STAKEHOLDER ENGAGEMENT/FACILITATION
- GOVERNMENT/STAKEHOLDER LIASION
- DATA COLLECTION & MONITORING
- SOCIAL MEDIA & MARKETING
- EVENT & PUBLIC SPACE MANAGEMENT
- PROJECT MANAGEMENT
- PUBLIC INFORMATION

DDD COMMISSION

- » ERIC DEXTER | Chairman
- » PRESCOTT BAILEY | Vice Chairman
- » PATRICK MICHAELS | Treasurer
- » GARY JUPITER | Secretary
- » PHILIP JORDAN
- » JOSHUA HOLLINS
- » TARA TITONE

DDD STAFF

- » WHITNEY HOFFMAN SAYAL, AICP | Executive Director
- » CASEY TATE | Assistant Executive Director
- » UTE CRESS | Administrative Assistant
- » IBORO UDOH | Development Project Director
- » SCHUYLER OLSON | Design & Marketing Coordinator
- » ETHAN BERGERON | Intern
- » AMANDA RICHTER | Intern
- » GABRIELLA DUVALL | Intern
- » SYDNEY MILLIGAN | Intern
- » HOUSTON TULLIS | Intern



THANK YOU

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

STATE OF LOUISIANA

- » JEFF LANDRY | Louisiana Governor
- » TAYLOR BARRAS | Louisiana Commissioner of Administration
- » LARRY SELDERS | LA District 67
- » CLEO FIELDS | Senate District 14

