

2019 DOWNTOWN DEVELOPMENT

# TOOLKIT



DOWNTOWN  
DEVELOPMENT  
DISTRICT

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# TOOLKIT

08.07.19

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(Incentives, contacts, permitting process, maps section)



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*The demand for residential, business, and tourism opportunities downtown continues to spur additional projects and programs.*

*The recent opening of the Courtyard Marriott Hotel brings the total hotel rooms available downtown to 1175. Construction continues at the Water Campus with a multi-tenant office building underway and a residential building beginning soon. The Heron is welcoming new tenants, bringing 142 additional residential units to the Central Business District. The increase in hotel and residential developments have also produced a surge in new businesses and amenities.*

*Downtown's public greenspaces continue to play host to several events, attracting thousands of residents, workers, and visitors. City Hall Plaza opened this spring and additional greenspaces and street improvements are underway including the Downtown Greenway, Riverfront Plaza, and River Road.*

*We thank those who live, invest, work, shop, and visit downtown for making this possible. We look forward to continuing a strong 2019!*

Davis S. Rhorer  
Executive Director



# HISTORY

## SETTING A SOLID FOUNDATION

The Downtown Development District (DDD) launched many planning initiatives during the first 15 years of its existence, setting a tone for redevelopment that is evident throughout Downtown Baton Rouge today.

The early days of progress gave hope to many that better days were on the horizon. They also provided a solid foundation on which investments would build to create the thriving 24-hour city that we now call home.

### BATON ROUGE 2000

Recognizing that decades of sprawl had stifled growth and development in our city's center, the City of Baton Rouge, in 1983, initiated the Baton Rouge 2000 plan. This plan established a blue print for downtown's revitalization and the creation of the Downtown Development District. In 1985, the Louisiana Legislature formally

established the DDD, and the organization received its first funding in 1987 when the Baton Rouge 2000 Update, which served as its action plan, was complete. Since its inception, the DDD has helped bring millions of dollars in public and private investments to the city, and today it continues fulfilling its mission to "revitalize the downtown area as a major focal point of Baton Rouge's identity."

### STATE GOVERNMENT CONSOLIDATION AT CAPITOL PARK

The Baton Rouge 2000 update proposed a visionary redevelopment plan for the area around the State Capitol. Authorized by Act 761 in the 1990 Louisiana Legislative Session, the Capitol Park Master Plan called for the consolidation of state offices that had been spread out all over the city. Today, Capitol Park includes the nation's tallest State Capitol building, the historic Pentagon Barracks, and more than a dozen new buildings that emulate the art deco style of the Louisiana State Capitol. Nearly complete, this effort has brought more than 3,000 state workers to the Downtown area and resulted in the creation of more than 2 million square feet of new class "A" office buildings.

Capitol Park is more than just a consolidation of buildings. Through the Capitol Park Interpretive Plan, the area around the State Capitol has been transformed into a tourist-friendly campus of governmental buildings, cultural exhibits and educational activities.

## PRESERVING OUR HISTORY & CULTURAL ASSETS

It was not long ago that many of our city's oldest and most valued cultural treasures were mostly abandoned or in a state of disrepair. Baton Rouge has always been home to unique landmarks such as the Old Governor's Mansion, the Old State Capitol, the Old Arsenal Museum, but until the DDD began raising awareness about the effort to revitalize Downtown, these attractions were not recognized as invaluable cultural assets. For example, as recently as 1991, the Old State Capitol was closed to the public. Recognizing the irreplaceable value of Louisiana's Old State Capitol, a Gothic architectural treasure that stands high on a bluff overlooking the Mississippi River in Downtown Baton Rouge, the DDD joined a group of state and community leaders in rescuing the historic building from demolition.

After decades of neglect, the Old State Capitol required massive reconstruction and has since undergone many changes. In April of 1994, the State completed the first phase of a multi-million dollar preservation project and the 150-year-old statehouse once again opened its doors under the auspices of the Secretary of State.

## RESTORATION RENAISSANCE

Today, more and more Baton Rougeans are moving Downtown and choosing to live at the epicenter of the 24-hour city that is emerging. The DDD began generating this wave of new Downtown residents almost 30 years ago when it initiated the Restoration Renaissance program to promote the benefits of urban living and historic neighborhoods.

By raising awareness about available properties and tax credit incentives for residential restorations, the DDD's Restoration Renaissance program helped to stabilize Baton Rouge's oldest and most historic neighborhoods.

## PREVENTING SURFACE LOTS AND DEMOLITION

It's hard to believe, but it was not long ago that the heart of our city was characterized by gap-toothed streets and surface parking lots, rather than the renovated attractions and pedestrian-friendly streetscapes that bring thousands of visitors and residents Downtown today. This transformation is due in large part to a historic preservation demo ordinance that was championed by the Downtown Development District, Center for Planning Excellence, East Baton Rouge Planning Commission, and The Foundation for Historical Louisiana. The ordinance was adopted by the Baton Rouge Metro Council in 2004.

Recognizing that Downtown Baton Rouge was home to many historic structures that made up the urban fabric of our community, the aforementioned entities began calling for necessary changes to stop

the steady demolition of historic properties to make way for surface parking lots. As a result, ordinances and zoning restrictions are now in place to preserve historic buildings and encourage new parking structures.

## CAPITALIZING ON THE RIVERFRONT

Plans to capitalize on Downtown Baton Rouge's greatest natural asset first came to life in 1990 with the creation of the Riverfront Development Plan. In addition to upgrades that were necessary to stabilize the levee, the plan proposed aesthetic improvements and other public and private projects that would allow the structure to be utilized in a completely different way. Using the natural terrain of the majestic river to create theater-style seating for more than 65,000 people, the Riverfront Development was greeted with great enthusiasm by the community when it opened in 1994, and annual events such as the Fourth of July Fireworks Celebration on the Levee have grown in attendance year after year. The overwhelming success of this development encouraged the DDD to explore further recreational, residential and commercial opportunities for the riverfront.

## ENERGIZING BUSINESS AND ENTERTAINMENT

The Downtown Baton Rouge Arts & Entertainment District was formed in 2008 to provide a means for growth and development through arts and entertainment related activities. The goal was to create a district that had a balance of arts and entertainment and a positive reflection of Baton Rouge.

Found in the heart of Downtown and highlighted by Third Street, the Arts and Entertainment District has galleries, shops, restaurants, nightlife, festivals, and free concert series, all within walking distance, contributing to an enjoyable downtown experience.

## PLAN BATON ROUGE AND PLAN BATON ROUGE II

The Plan Baton Rouge Master Plan continues to be a tremendous asset in the development of Downtown Baton Rouge after completion of over 80 percent of the recommended projects. These accomplishments can be seen throughout downtown and across its skyline. In 2009, Plan Baton Rouge Phase Two, an economically-based urban design vision and implementation plan for the next phase of development in Downtown Baton Rouge was unveiled. Plan Baton Rouge Phase Two builds upon the original Plan Baton Rouge with the overarching goal of making downtown a more vibrant place to live, work, shop, dine, learn and play. The plan recommends alternative development incentives to encourage investments that will support, enhance, and leverage new projects. It recommends specific residential, commercial, mixed-use, public space and infrastructure developments, including strategies for adding housing downtown, improving regional mobility and access, and "greening" downtown.

03

# INVEST

## \$2.3 BILLION

TOTAL INVESTMENT SINCE CREATION OF DDD IN 1987

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

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

<p><b>PRIVATE</b> <b>\$1.47 BILLION</b></p> <p>Completed Projects \$811,800,000</p> <p>Under construction/ Planning \$661,239,000</p>	<p><b>PUBLIC</b> <b>\$835 MILLION</b></p> <p>Completed Projects \$673,874,000</p> <p>Under construction/ Planning \$148,580,000</p>
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## \$1.45 billion

INVESTED SINCE 2010

## 35 projects

CURRENT PROJECTS UNDER CONSTRUCTION / IN PLANNING

## 992 units

RESIDENTIAL UNITS IN PRODUCTION SINCE 2010

## MAJOR DEVELOPMENT PROJECTS

SINCE PLAN BATON ROUGE

\*Investments Over ~\$10M & Greenspaces

### COMPLETED PROJECTS

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

### COMPLETED

- 1) River Center Expansion
- 2) LASM Planetarium & Space Theatre
- 3) North Boulevard Town Square (NBTS)
- 4) City Hall Plaza Renovations
- 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) Holiday Inn
- 12) Downtown Greenway/ North Boulevard
- 13) Hilton Hotel
- 14) Hotel Indigo
- 15) Commerce Building
- 16) IBM / 525 Lafayette
- 17) Hampton Inn & Suites
- 18) 440 on Third

### PROJECTS IN PLANNING/ UNDER CONSTRUCTION

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

- 19) River Road/Riverfront Improvements Phase I
- 20) The Heron Downtown
- 21) LA State Licensing Board for Contractors
- 22) Elysian I & II

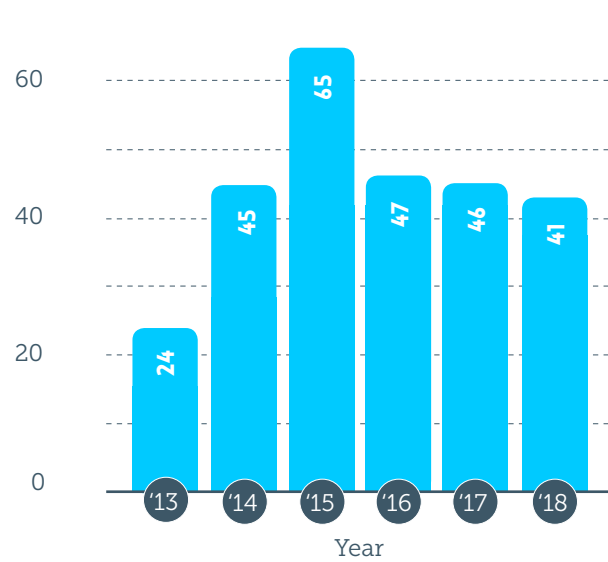
### PLANNING

- 1) Water Campus (Ongoing)
- 2) Spencer Calahan Law Offices
- 3) River Center Theatre Improvements
- 4) River Center Library
- 5) NBTS Phase II
- 6) 111 North Boulevard Residential
- 7) Downtown Greenway / East Boulevard & T.J. Jemison Boulevard
- 8) Chase South Tower
- 9) Rotary Centennial Sculpture
- 10) River Road/Riverfront Improvements Phase II
- 11) Hotel Lincoln
- 12) Downtown Greenway/ Louisiana Connector

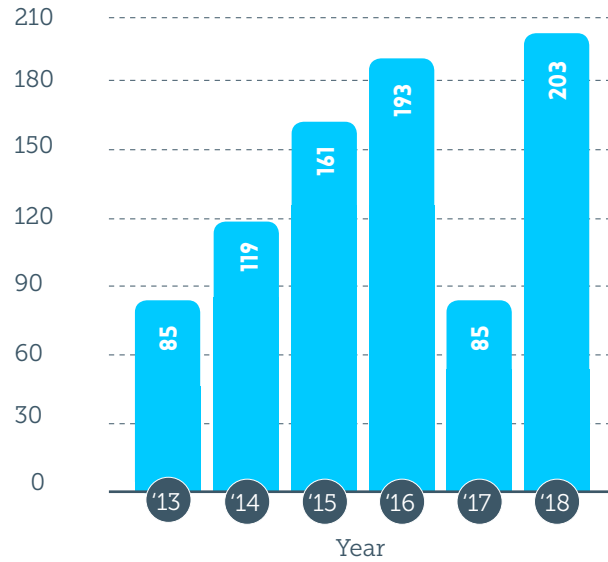
## DOWNTOWN CONSTRUCTION ACTIVITY

Commercial and residential new construction and improvements remained relatively steady in 2018. Over the last five years, the total number of construction related permits as reported by the EBR Permit and Inspection Department is over 750; 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.

Source: EBR City-Parish Permit and Inspection Department/  
EBR City-Parish Information Services Department



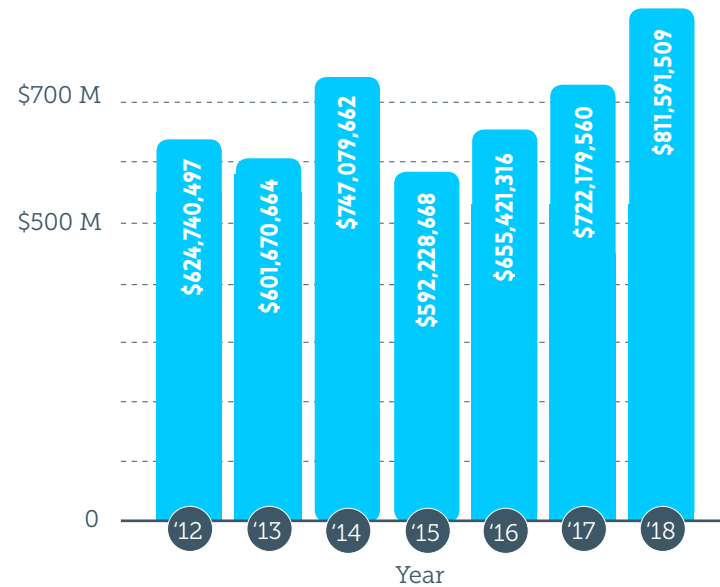
**NEW CONSTRUCTION / REMODEL**  
Total # New Construction/Remodel Permits  
Residential/Commercial



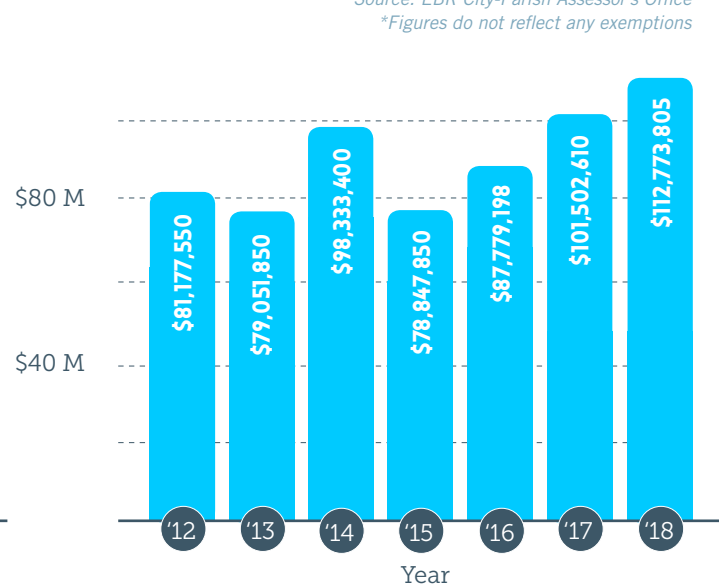
**TOTAL CONSTRUCTION PERMITS**  
Total # All Permit Types  
Residential/Commercial

## DOWNTOWN PROPERTY VALUES

Source: EBR City-Parish Assessor's Office  
\*Figures do not reflect any exemptions



**FAIR MARKET REAL PROPERTY VALUE**  
Residential/Commercial Properties  
within DDD



**ASSESSED REAL PROPERTY VALUE**  
Residential/Commercial Properties  
within DDD



# BUSINESS

Source: EBR City-Parish Finance Department  
US Census

Downtown Baton Rouge's commercial activity continues to increase with a total of 644 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 \$116 million in annual taxable sales.

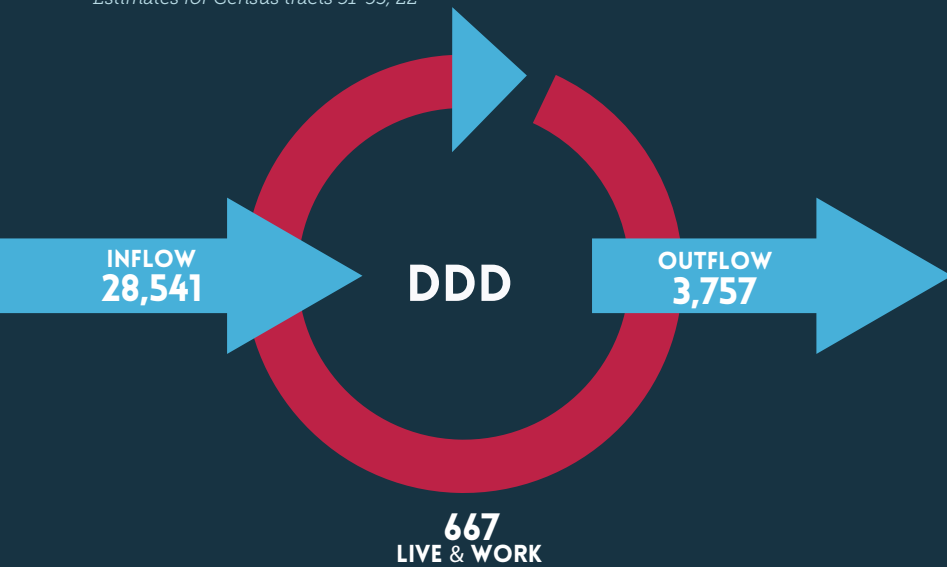
**140,000** daily visitors  
FOR BUSINESS OR PLEASURE

**644** businesses  
WITHIN DEVELOPMENT DISTRICT

**29,208** 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 - 76%
- 2 Retail Trade - 12%
- 3 Finance & Insurance - 4%
- 4 Construction - 3%
- 5 Manufacturing - 2%
- 6 Transportation/Warehousing - 2%
- 7 Wholesale Trade - 1%
- 8 Utilities - < 1%



# WORKER PROFILE

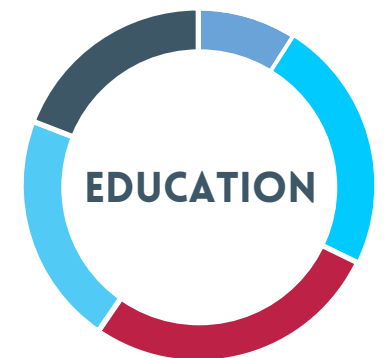
*\*Figures include Census Tracts 22, 51, 52, and 53 - Source: <http://onthemap.ces.census.gov/>*

## DAILY WORKERS

**29,208**

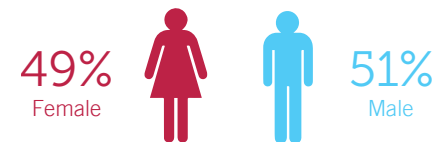
## PUBLIC ADMIN. TOP EMPLOYMENT SECTOR

**40%**



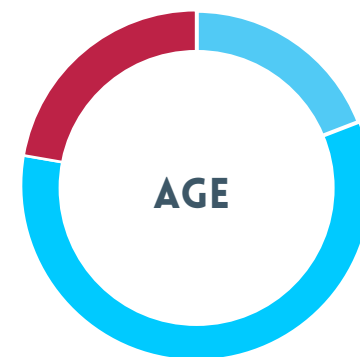
- 9% Less than High School
- 23% High School Grad
- 28% Some College
- 21% Bachelors Degree or Higher
- 19% Attainment not Available

## GENDER

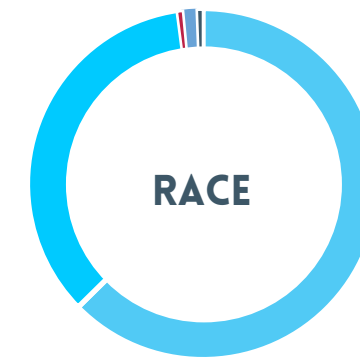


## INFLOW/OUTFLOW

EMPLOYED AND LIVING WITHIN DOWNTOWN **667**  
EMPLOYED DOWNTOWN BUT LIVING OUTSIDE **28,541**



- 19% Age 29 or Younger
- 59% Age 30-54
- 22% Age 55 or Older



- 63.3% White
- 34.4% Black or African-American
- 0.3% American Indian or Alaska Native
- 1.5% Asian
- 0.6% Two or More Race Groups



- 11% \$1,250 per month or less
- 30% \$1,252 - \$3,333 per month
- 59% More than \$3,333 per month



# OFFICE



Source: 2019 Baton Rouge Trends Report

Class A occupancy stayed level from 2018 to 2019 with a slight decrease in price PSF. Several corporate relocations to downtown are expected to increase occupancy in 2019. The high-profile acquisition of the Chase South Tower planned as residential will decrease the overall office inventory.

**Total Class A Inventory**  
Within the Downtown Area

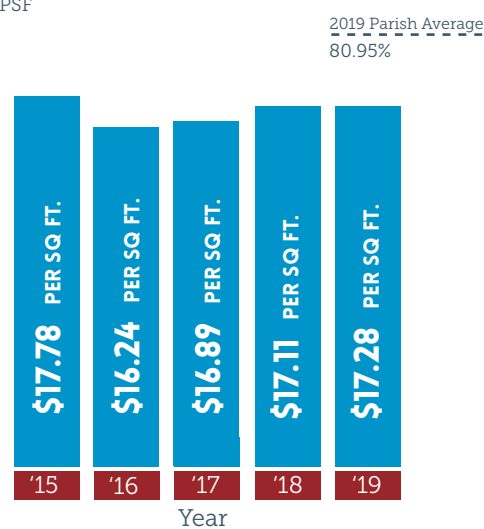
**1,587,346**<sup>sf</sup>  
82.93% Occupancy

**Total Class B/C Inventory**  
Within the Downtown Area

**410,521**<sup>sf</sup>  
85.44% Occupancy



**CLASS A OFFICE**  
Average Rental Rate per SF



**CLASS B/C OFFICE**  
Average Rental Rate per SF



**CLASS A/B/C OFFICE**  
Occupancy rate percentage

## OFFICE DEVELOPMENT PROJECTS

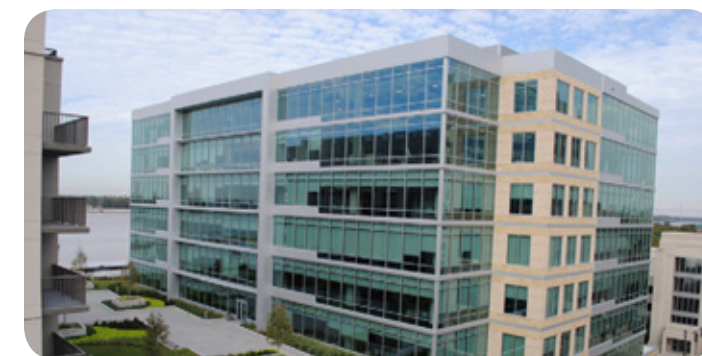
### SELECT CATALYTIC DEVELOPMENTS

Downtown Baton Rouge has an increasingly important role as a regional economic and cultural center; a series of recently completed projects have fueled growth by generating excitement and activity and bringing more people downtown. With ideal access to the interstate highway systems and the Baton Rouge 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 developments that have or will add additional 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 Mayor-President Kip Holden and the 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 Trusts. The IBM offices are expected to provide over 800 new jobs within the capital region.



#### WATER CAMPUS

The Water Campus seeks to be the economic and cultural southern anchor of downtown, while 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 building was opened in late 2016 and two additional in 2017. An office building is under construction and a residential building is expected to begin construction soon.



#### II CITY PLAZA

II City Plaza was the first new ground-breaking Class A commercial office building construction 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 and expansive views of the river and state capitol.



#### 500 LAUREL

Developers Dyke Nelson and David Weinstein announced in December 2014, the renovation of 500 Laurel Street into 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

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

\*Figures include Census Tracts 22, 51, 52, and 53 - Source: 2013-2017 American Community Survey 5-Year Estimates

### \$182.5 million

RESIDENTIAL INVESTMENT SINCE 2010

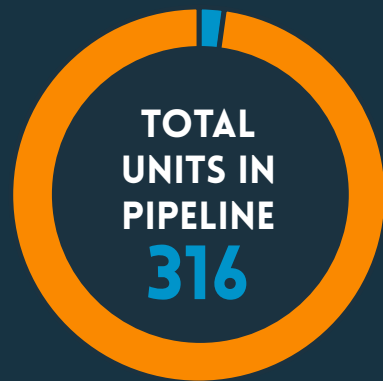
\*Census Tracts 51, 52, 53 & 22

Demand for downtown living is on the upswing and the private sector is responding with 316 units currently under construction or in planning. Downtown apartment rentals are becoming more accessible as more affordable and market rate options become available. This increase in demand is attributed to an energetic and convenient urban lifestyle desired by young professionals and retirees.



65% Renter Occupied  
34% Owner Occupied

\*Census Tracts 51, 52, 53 & 22  
2013-2017 ACS Survey



4% Under Construction  
96% In Planning

### Population

## 9298

### Household Size

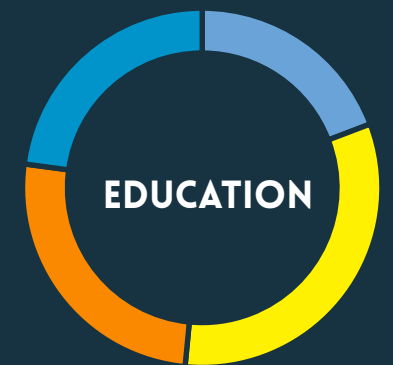
## 2.23 avg.

### Marital Status

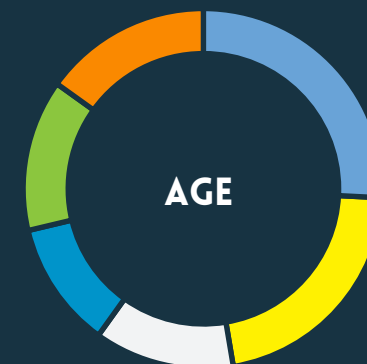
18% Married 81% Single

### Gender

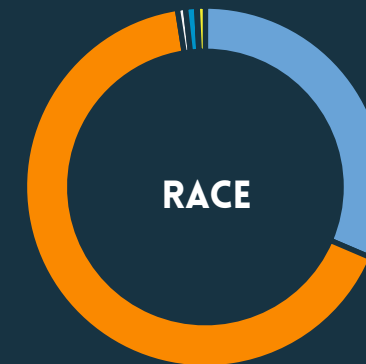
49% Female 51% Male



20% Less than High School  
32% High School Grad  
27% Some College  
21% Bachelors Degree or Higher



20% 0-19  
31% 20-34  
11% 35-44  
10% 45-54  
14% 55-65  
11% 65+



27% White  
70% Black  
1% Asian  
<1% American Indian  
0% Pacific Islander  
<1% Other

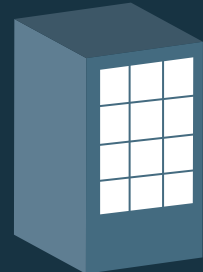


31% Under \$14,999  
14% \$15,000-\$24,999  
14% \$25,000-\$34,999  
13% \$35,000-\$49,999  
11% \$50,000-\$74,999  
16% Over \$75,000

**HISTORIC SPANISH TOWN**  
Single Family Home Sales  
\$93 - \$177/SF  
Lease Rates  
\$1.35 AVG/SF



**CENTRAL BUSINESS DISTRICT**  
Lease Rates \$1.84 AVG/SF  
*\*Affordable units are excluded and available based on family income  
Condo Sales Data Currently Not Available*



**HISTORIC BEAUREGARD TOWN**  
Single Family Home Sales  
\$60 - \$209/SF  
Lease Rates  
\$1.36 AVG/SF



**DOWNTOWN EAST**  
Single Family Home Sales  
\$24 - \$40/SF  
Lease Rates  
\$0.76 AVG/SF



Source: Compiled by DDD. Based on MLS sales April 2016-April 2017 and April 2017 available residential lease rates



## RESIDENTIAL DEVELOPMENT PROJECTS

### SELECT CATALYTIC DEVELOPMENTS

Downtown is quickly becoming one of the most desirable places to live in Baton Rouge; the residential developments currently underway will bring a total of over 300 additional units to the downtown market. Downtown Baton Rouge is buzzing with new residents and new housing opportunities. From mixed-use buildings on Third Street that have been restored to sleek, sexy new condos 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 offering residential options.

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

#### 440 ON THIRD

A group of investors led by David Weinstein and Dyke Nelson acquired the Capital One Bank building at 440 on Third Street, renovated the interior, and renamed the multi-use development 440 on Third. The renovation construction costs total approximately \$12 million to convert the interior as a multi-use facility with residential units, offices, and bottom floor retail. The building includes bottom floor 16,000 square-foot retail space now occupied by Matherne's Supermarket, a full service grocery store, which opened in January 2015.



#### COMMERCE BUILDING

Key Real Estate, a New Orleans-based firm, acquired the international style Commerce Building in 2013 and hired the nationally recognized New Orleans architecture firm, Eskew+Dumez+Ripple Architects, to engage the downtown community in the programming of the vacant building previously housing several state offices. 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.



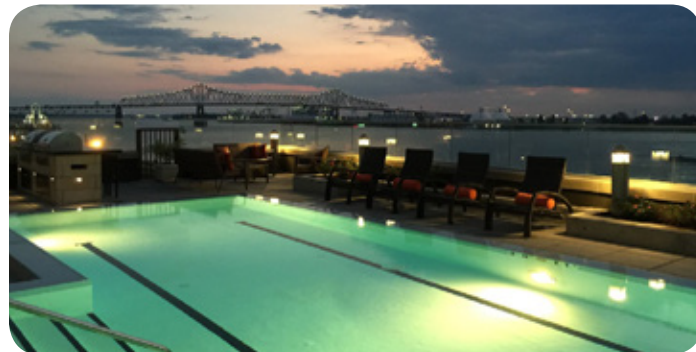
#### THE HERON DOWNTOWN

John O. Hearin, a local developer owning several downtown properties and parking lots, has completed construction on a 142-unit apartment complex called The Heron Downtown. The project, located on Sixth Street between Florida and Convention Street, is a six-story building with one and two bedroom units. The first two floors of the development include garage space totaling between 250-260 spaces for residents and guests. The remaining upper floors are comprised of residential units. Amenities also include a clubhouse, swimming pool, landscaped courtyards, and approximately 3,000 square feet of commercial space.



#### 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 is one of Baton Rouge's newest and most exciting downtown addresses.



## DOWNTOWN AMENITIES & RECREATION

In addition to Matherne's Market at 440 on Third, a full-service supermarket and deli, downtown has gained its first pharmacy in over 40 years and a walk-in health and wellness clinic - helping to support the increase in residential living options. 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 - 26
- ▶ Schools within the Downtown Development District - 11
- ▶ 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

- ▶ North Boulevard Town Square
- ▶ Repentance Park
- ▶ Baton Rouge Mississippi Riverfront
- ▶ Downtown Greenway
- ▶ City Hall Plaza
- ▶ Lafayette Park
- ▶ AZ Young Park
- ▶ Arsenal Park
- ▶ BREC Convention Street Park
- ▶ BREC Expressway Park
- ▶ BREC 7th Street Community Park
- ▶ Spanish Town Park
- ▶ Capitol Park

### ARTS & ENTERTAINMENT/FOOD SERVICES

- ▶ Restaurants - 52
- ▶ Bars/Lounges - 20
- ▶ Art Galleries, Studios, Markets - 8
- ▶ Large Concert Venues - 6

### ESSENTIAL SERVICES

- ▶ Matherne's Market
- ▶ Downtown Healthcare and Wellness
- ▶ Prescriptions to Geaux
- ▶ Downtown Grocery
- ▶ Charles W. Lamar Jr. YMCA & Anytime Fitness
- ▶ 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 - 8089 (7534 Off-Street / 335 On-Street)
- ▶ Off-Street Parking Utilization - 58%
- ▶ On-Street Parking Utilization - 89%
- ▶ Total Utilization - 60%



## DOWNTOWN NEIGHBORHOODS

The Downtown Development District is comprised of five unique, architecturally vibrant neighborhoods: Historic Spanish Town, Historic Beauregard Town, Central Business District, Downtown East, and Capitol View North.



### HISTORIC SPANISH TOWN

For more than two hundred years, this national and local Historic District founded in 1805, known as Spanish Town, has illustrated the various changes of Baton Rouge's development. Although many people see Downtown Baton Rouge as one unit, the city is really a series of separate neighborhoods that have grown together over time. Although older than Baton Rouge, few original homes of Spanish Town survived the Civil War, and today, the prevailing architectural styles reflect the early 20th Century when Spanish Town was a thriving university community.

### HISTORIC BEAUREGARD TOWN

The neighborhood is a designated National Historic District founded in 1806 by retired military officer and New Orleans mercantile businessman Elias Toutant Beauregard. Captain Beauregard had extensive land holdings in Baton Rouge, and envisioned a town laid out in the grand manner of European cities with plazas, formal gardens and public buildings. A plan drawn by French engineer and surveyor Arsene LaCarriere La Tour featured public squares, plazas and pleasure gardens; a convent, hospital, college, a coliseum, cemetery and a cathedral.

### CENTRAL BUSINESS DISTRICT

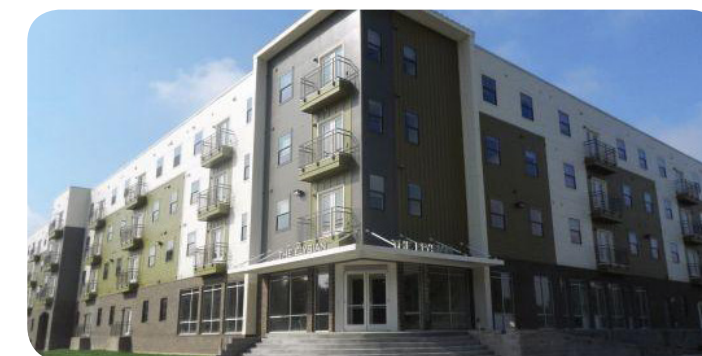
The residential opportunities in the Central Business District are continuing to grow due to developments responding to the significant desire to live an urban lifestyle in Downtown Baton Rouge. One Eleven, 438 Main Street, 440 on Third, The Heron Downtown, and the Kress are a few of the available places to live in the Central Business District, offering their tenants immediate and walkable access to the many available amenities and workforce opportunities. Due to the increasing demand to live in the Central Business District, over 182 additional residential units are currently underway.

### DOWNTOWN EAST

Downtown East, located just east of I-110 and adjacent to Historic Beauregard Town and Historic Spanish Town, is currently experiencing a transformation. Residential, religious, and small warehouse structures, as well as the recreational opportunities within the neighborhood, contribute to the overall character. Spanish Town Park, The Elysian (100 residential units), and the Elysian II (100 residential units) are recent developments that have enhanced the area. In 2018, a portion of the area was designated a National Historic District, known as the Eddie Robinson Sr. Historic District.

### CAPITOL VIEW NORTH

The Capitol View North neighborhood is located north of Historic Spanish Town, the Louisiana state office buildings, and Capitol Park. The neighborhood offers stunning views of the Louisiana State Capitol, Mississippi Riverfront, and the Capitol Lakes. Capitol View North includes several multi-family apartment units and condominiums including Lake Tower Apartments and River Palms. It also includes several single-family homes east of the Capitol Lakes, including the Louisiana Governor's Mansion.





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 has become 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. Attraction attendance remains steady with many attractions seeing increased attendance.

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

**1.5** million  
ANNUAL TOURISTS

**106** annual riverboat stops  
ON THE MISSISSIPPI RIVERFRONT

**TOP PUBLIC EVENT ATTENDANCE**

- Mardi Gras Parades - 280,000
- Live After Five Concert Series (2 seasons) - 80,000 - 100,000
- Baton Rouge 4th of July Fireworks Celebration - 75,000 - 100,000
- Sunday in the Park Concert Series (2 Seasons)- 30,000
- Red Stick Revelry - 15,000
- Fest-For-All - 10,000
- Festival of Lights - 10,000
- Baton Rouge Blues Festival - 25,000
- Louisiana Marathon - 20,000 - 24,000

*\*All downtown attractions not included*

ATTRACTION ATTENDANCE	2012	2013	2014	2015	2016	2017	2018
Raising Cane's River Center	500,000	350,000	350,000	363,610	402,735	355,354	308,283
Louisiana Arts & Science Museum	172,929	168,966	167,165	175,195	176,398	178,910	171,858
USS KIDD	48,282	48,676	52,551	86,373	79,238	57,725	44,290
Old State Capitol	65,000	70,000	60,000	50,000	60,000	60,000	60,000
LSU Museum of Art	19,468	17,338	17,323	21,240	24,111	24,000	24,350
Capitol Park Museum	53,720	77,865	78,708	67,193	63,941	67,373	77,026
State Capitol Building	124,726	117,638	121,167	118,371	71,897	66,850	77,486
Manship Theatre	26,256	25,755	27,522	25,239	24,775	26,547	29,000
Old Governor's Mansion	13,815	12,321	14,879	8,110	10,114	9,950	9,000

**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 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 and 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 playing ball. 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 to Riverfront Plaza that have transformed the areas within and adjacent to the plaza and dock area. CARBOS'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 enhancements include; native and wildflower planting areas, additional security lighting, sound system, concrete repairs, and ADA improvements. The project was completed in the summer of 2019.



**CITY HALL 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 also incorporated into the City Hall redesign by extending a floating "porch" into the greenspace and closer to the Crest stage.

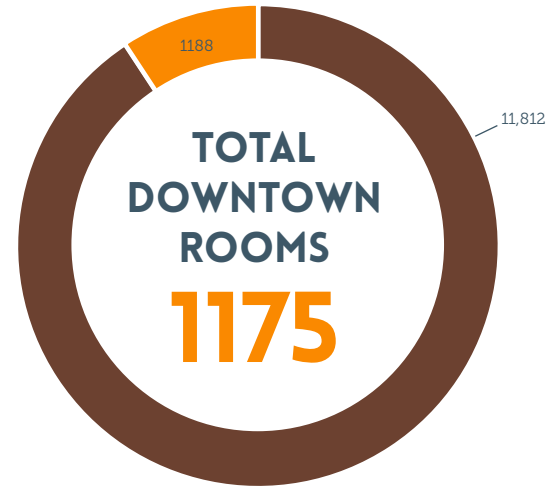
# STAY



With the recent opening of the Courtyard Marriott, Downtown now has seven hotels and 1175 rooms within walking distance to the River Center. Downtown's share of the market is increasing as investors realize the destination potential of downtown that separates it from the rest of the Metropolitan Statistical Area (MSA.)

**\$107 million**  
HOTEL INVESTMENT SINCE 2010

**7 hotels**  
WITHIN WALKING DISTANCE TO  
CONVENTION CENTER MEETING SPACES



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

Source: Compiled by DDD and downtown hotels sales departments.

## DOWNTOWN AREA HOTELS

- Hampton Inn & Suites  
137 rooms
- Hilton Baton Rouge Capitol Center  
290 rooms
- Holiday Inn Express  
88 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

## 2019 AVERAGES FOR DOWNTOWN AREA HOTELS

January 2019 - June 2019

**64.8%** occupancy rate  
AVERAGE OCCUPANCY RATE

**\$72.89** RevPAR  
REVENUE PER AVAILABLE ROOM

**\$112.42** ADR  
AVERAGE DAILY RATE

## CURRENT / RECENT HOSPITALITY PROJECTS

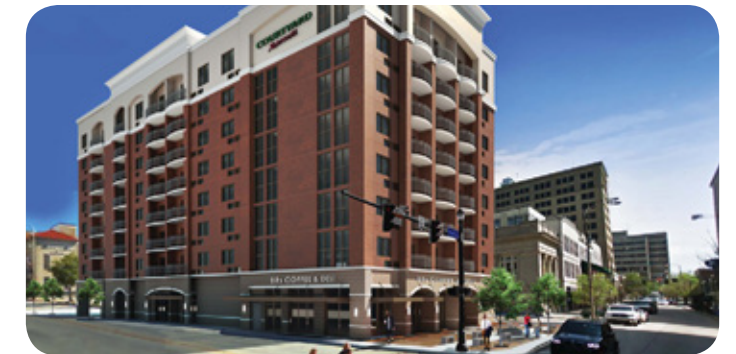
### NEW HOTELS FUELING GROWTH AND EXCITEMENT

The longtime goal to bring 1,200-1,400 hotel rooms to downtown Baton Rouge has become a reality as the effects of a 20-plus year vision to breathe life back into the area continue 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 as downtown works to accommodate a demand for a walkable convention experience with easy access to services and entertainment.

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 development began construction in late 2016 and was completed in 2018. The bottom floor features a Starbucks.



### 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

One of Baton Rouge's first skyscrapers was built in 1926 and was originally the home of Louisiana National Bank. It was purchased by developer Mike Wampold in the spring of 2014. The 12-story and 92,000 square feet art deco building is located on the corner of Convention and Third Street. The building was most recently used to house state offices, but the state announced in 2013 their intention to sell the building. In the 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.



### HOLIDAY INN EXPRESS

The renovation of the three-story Baton Rouge Savings and Loan Building (BRSLA) on the corner of North Boulevard and St. Ferdinand Street converted the original bank building to a boutique style Holiday Inn Express. The building, originally built in 1956, was purchased in December of 2013 by Pravin G. Patel, owner of Super Hospitality Owner LLC., and renovated at the total cost at \$12 million. The building was included on the national historic register of historic places and utilized state and federal rehabilitation tax credits for its renovation which was completed in July 2015.





# RIVER CENTER

Source: Raising Cane's River Center, SMG

## RAISING CANE'S RIVER CENTER

Located on the banks of the Mississippi River, the newly-expanded 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, and incorporates state-of-the-art exhibition, meeting, concession and kitchen facilities. The 70,000 square foot Exhibition Hall can be combined with the existing Arena to create more than 100,000 square feet of contiguous exhibit space.

**1.77 million**  
ATTENDEES OVER LAST 5 YEARS

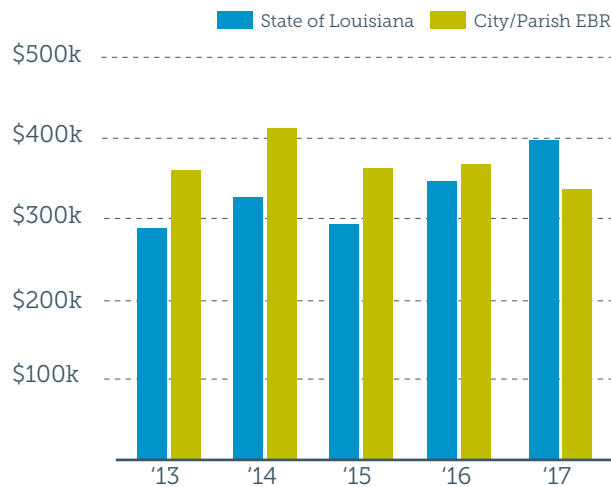
**312** actively employed  
FULL-TIME & PART-TIME AT THE RIVER CENTER



### ATTENDEES RESIDENCY

- Metro Area Residents
- Residents <100 Miles
- Residents 100-200 Miles
- Residents >200 Miles

### STATE & LOCAL SALES TAX COLLECTED



### ATTENDANCE BY VENUE

ATTENDANCE:	2014	2015	2016	2017	2018
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
Pelican	130	0	75	0	0
Riverview	20	0	25	0	0
<b>TOTALS</b>	<b>348,552</b>	<b>363,610</b>	<b>401,245</b>	<b>355,354</b>	<b>308,283</b>

### NUMBER OF EVENTS BY VENUE

ATTENDANCE:	2014	2015	2016	2017	2018
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
Pelican	2	0	1	0	0
Riverview	1	0	1	0	0
<b>TOTALS</b>	<b>347</b>	<b>341</b>	<b>347</b>	<b>402</b>	<b>295</b>

## 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, 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.

### LOUISIANA MARATHON

Louisiana Marathon held its 8th race in Baton Rouge in 2019. The Louisiana Marathon is so much more than a run, it is a culturally rich festival that celebrates both running and the unique and festive culture that defines the city. The marathon kicked off Friday, January 18 with the Louisiana Expo at the Raising Cane's River Center. The Expo featured over 60 exhibitors showcasing the latest trends, designs, and advances in running shoes and apparel. The Expo event continues a successful Baton Rouge tradition, bringing in over 10,000 runners from 50 states and around 30 countries.



### LARGE ARENA PERFORMANCES

Undeniably one of the biggest Country Music stars in 2018, Luke Combs performed a memorable show at the Raising Cane's River Center Arena. Over 10,000 seats were completely sold out, and the downtown restaurants and bars were full for the largest concert of the year. Bob Seger and the Silver Bullet Band, Grammy winning singer Lauren Daigle, and Paw Patrol Live are among the many exciting events planned for 2019.



### SKATING ON THE RIVER

The Raising Cane's River Center once again magically transformed the arena into a "Winter Wonderland" just in time to create holiday memories for over 9000 people. Ice Skating on the River, a holiday tradition, kicked off the season with an Opening Night session. For one night only, the Coca-Cola Santa Truck was at the Raising Cane's River Center, spreading the joy of the season. "Ice Skating on the River has been a Baton Rouge tradition for many years. It is a great way for families to have fun and celebrate the joys of the holiday season while creating wonderful winter memories," said Michael Day, General Manager of the Raising Cane's River Center.



### HOLLYDAYS

Presented by the Junior League of Baton Rouge, Hollydays is a 4 day holiday market that features over 200 unique vendors from around the United States. Going into their 36th year, Hollydays has been led by a group of Junior League volunteers focused on the philanthropic work to benefit community programs. Over the 4 days of the market, the River Center's more than 7,000 square foot exhibition hall plays host to thousands of shoppers. These shoppers frequent the downtown bars and restaurants throughout the week.





Image: From left to right - W. Sayal, C. Tate, D. Rhorer, M. Olinde, G. Vicknair.

## ABOUT DDD

For over 30 years, 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.

## 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](http://www.downtownbatonrouge.org).

## DDD COMMISSION

- » SCOTT HENSGENS | Chairman
- » MELANIE C. MONTANARO | Vice Chairman
- » ERIC DEXTER | Treasurer
- » FRAN GLADDEN | Secretary
- » GORDON S. LEBLANC, JR.
- » CHERYL MCCORMICK
- » RIC KEARNY

\*Meets on the second Tuesday of each month at numerous downtown locations. Sign-up for email notices on our website.

## DDD STAFF

- » DAVIS S. RHORER | Executive Director
- » GABRIEL VICKNAIR, CLED | Assistant Executive Director
- » WHITNEY HOFFMAN SAYAL, AICP | Development Project Director
- » CASEY TATE | Special Events & Marketing Coordinator
- » MARY OLINDE | Administrative Assistant

## 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 of 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, 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- Special Events and Marketing Coordinator**, [ctate@brla.gov](mailto:ctate@brla.gov), 225.389.5520.

## SOCIAL MEDIA AND EMAIL 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 46 annual development update 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 30%. Along with marketing emails, the DDD also has a large social media presence. The DDD manages three Facebook accounts including the Downtown Development District page, North Boulevard Town Square page, and the Downtown Greenway page as well as two Twitter handles: DDBatonRouge & TownSquareBR.

### QUICK STATS - SOCIAL MEDIA

Downtown Development District (est. 2009) – Over 8000 Likes  
 North Boulevard Town Square (est. 2012) - Over 1500 Likes  
 Downtown Greenway (est. 2013) – Over 800 Likes  
 MovieNightBR (est. 2014) - Over 1000 Likes

### QUICK STATS - EMAIL MARKETING

Events List– Over 3182 subscribers  
 DDD Development Updates/Commission Notices - Over 2240 subscribers  
 2018 Total Campaigns - Over 150

## 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 100 cruise ship stops from three major cruise lines, large conventions and conferences. The DDD works as a liaison between the Downtown Maintenance Committee, 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 is opening an additional downtown precinct and adding more officers in response to this growth. The DDD keeps up an active relationship with these downtown officers to better assist our constituents.

## DESIGN RESOURCE CENTER (DRC)

The Design Resource Center's mission is to unite the design community with the public by creating a common ground for students, professionals, residents, and business owners to engage one another in design discussions focused on the promotion of commerce and culture in Downtown Baton Rouge. The center ultimately informs citizens on the direction of Baton Rouge as outlined in Plan Baton Rouge II, Future BR and other adopted master plans. Real estate developers, students from the local design schools, as well as professional planning and architecture organizations have utilized the space to meet, hold presentations, and/or showcase and discuss project ideas for Downtown Baton Rouge. Contact Mary Olinde, [molinde@brla.gov](mailto:molinde@brla.gov) or 225-389-5520 to reserve the DRC for your next meeting.



# RESOURCES

## 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 Gabriel Vicknair at the DDD, [gvicknair@brla.gov](mailto:gvicknair@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 to improvements to structures is available, with a five-year option for renewal.
- Existing structures in downtown, historic, or economic development district are eligible. Spanish Town and Beauregard Town are 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 225.342.6070. Email: [Becky.Lambert@la.gov](mailto:Becky.Lambert@la.gov)*

### ECONOMIC DEVELOPMENT ZONE STATUS

To be eligible for the program, prior notification to the Department of Economic Development is required. An applicant must file an advance notification, with the required \$100 processing fee, on the prescribed form prior to starting construction purchasing or installing equipment. In December of 1995, the DDD received designation as an Economic Development Zone (EDZ). The benefits of an Economic Development Zone are as follows:

A \$2,500 tax credit for each certified new job. A minimum of five new certified jobs (filled with Louisiana residents) must be created by the project within two years from the effective date of the contract. If a certified employee has been receiving payments under the Aid to Families with Dependant Children Program, an additional \$2,500 tax credit may be generated if certain criteria are met.

The tax credits can be used to satisfy state income tax and state franchise tax obligations. The tax credits may be used in the year that they are generated or rolled over for up to 10 years if a business does not have enough Louisiana state tax liability to use all the credits generated in any one year. A rebate of state sales tax on material used to construct or expand a business as well as machinery and equipment used exclusively on the site is also available.

*For additional information contact the Downtown Development District at 225.389.5520*

### 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

The Digital Media and Software Incentive 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 on tax credits
- 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.

*For additional information on rules and regulations contact Donnie Miller, Baton Rouge Area Chamber 225.381.7136 Email: [dmiller@brac.org](mailto:dmiller@brac.org)*

## 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 an 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.)

*For additional information on rules and regulations contact Alison Saunders at 225.342.8160.*

## 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 20% 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

*For additional information on rules and regulations contact Alison Saunders at 225.342.8160.*

## 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. The program encourages economic development in historically underutilized business zones - "HUBZones" - through the establishment of preferences.

SBA's HUBZone program is in line with the efforts of both the Administration and Congress to promote economic development and employment growth in distressed areas by providing access to more federal contracting opportunities.

The Economic Development Zone Status is administered by the Small Business Administration. HUBZone offers eligibility assistance on Tuesdays, and Thursdays from 2-3pm ET via toll free number. 1-888-858-2144 access code 5540055#. Participants influence the topics by their questions. HUBZone staff facilitates the discussion by providing the answers and introducing specific topics as time allows. This format offers the opportunity to learn how to maintain eligibility to decrease the possibility of an initial application being declined or being decertified after obtaining the HUBZone certification. If you are seeking status information, need help in resolving technical difficulties, or need individualized assistance, please email [hubzone@sba.gov](mailto:hubzone@sba.gov).

*For assistance contact the Downtown Development District at 225.389.5520*

## FEDERAL OPPORTUNITY ZONES

The Opportunity Zones program is a brand new federal program aimed at encouraging long-term, private capital investment in America's low-income urban and rural communities with new tax incentives.

The primary attraction for investing in Opportunity Zones is deferring and lowering federal taxes on capital gains. For a qualified Opportunity Zones investment, capital gains taxes may be deferred the first five years; after Year 5, taxes may be canceled on 10 percent of the original capital gains investment and deferred for the remainder; in Year 7 through Year 10, taxes may be canceled on 15 percent of the original capital gains investment, and the remainder may be deferred through 2026; for Opportunity Zones investments lasting longer than 10 years, investors are exempt from capital gains taxes on the Opportunity Zones investment itself, in addition to the other benefits for capital gains carried into the investment.

Louisiana secured U.S. Department of the Treasury certification for 150 lower-income census tracts to be Opportunity Zones. To attract new investment to underdeveloped areas, the federal government created the Opportunity Zones Program as part of the Tax Cuts and Jobs Act of 2017. Eligible investments will be those made for ownership of business real estate, capital and other assets by a partnership or a corporation formed for the purpose of investing in qualified Opportunity Zones property.

*For additional information contact the DDD at 225.389.5520, phone: (202) 653-0406, or e-mail: [OpportunityZone@cdfi.treas.gov](mailto:OpportunityZone@cdfi.treas.gov)*

## DOWNTOWN CULTURAL DISTRICT

*Exemptions of State and 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 Cultural Product 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*

## 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

Enterprise Zone  
Quality Jobs  
Industrial Tax Exemption  
Research & Development Tax Credit  
Sound Recording Investor Tax Credit  
Digital Interactive Tax Credit  
Motion Picture Industry Development Tax Credit  
Live Performance Tax Credit  
Workforce Development and Training Program  
Workforce development: provides pre-employment and on-the-job training.  
Economic Development Award Program  
Technology Commercialization Credit and Jobs Program

*For additional information contact Louisiana Economic Development 225.342.3000*

## STATE SMALL BUSINESS INCENTIVES

Small Business Loan Program  
Micro Loan Program  
Contract Loan Program  
Bonding Assistance Program  
Angel Investor Tax Credits  
Mentor-Protégé Tax Credit

*For additional information contact Louisiana Economic Development 225.342.3000*

## DEVELOPMENT PARTNERS & CONTACTS

**Downtown Development District**  
389-5520  
[www.downtownbatonrouge.org](http://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 Maintenance**  
389-3458  
<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/>

**Office of Neighborhood Services**  
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**  
389-5194  
<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](http://www.ebrschools.org)

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

**Baton Rouge Film Commission**  
382-3563  
<http://www.filmbatonrouge.com/>

**Downtown Cultural District and Impact Fee Waivers**  
Downtown Development District (DDD)  
389-5520  
[www.downtownbatonrouge.org](http://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  
387-6153  
<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

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, servitude 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 now includes two separate “thresholds” for site plan approval. The thresholds are minimum size and development standards that determine if a project must go through 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, offices, shops, stores or other uses;
- 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.)
- 4) Properties located in an Urban Design Overlay District (UDOD).

#### 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, offices, shops, stores or other uses;
- 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 URBAN DESIGN OVERLAY DISTRICTS (UDODS)

Any site plan, no matter the size, that falls within a UDOD boundary, must obtain Planning Commission staff/Commission approval. In addition to compliance with the Site Plan Checklist, UDOD 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 UDOD requirements arises, the UDOD regulations will supersede any checklist or UDC regulations covered in the UDOD.

### 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 also designated a local historic district and is subject to certain design guidelines. 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 also available at [downtownbatonrouge.org](http://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 notifies all property owners within 150 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. This process of public notification has had wide and successful use in other major cities.

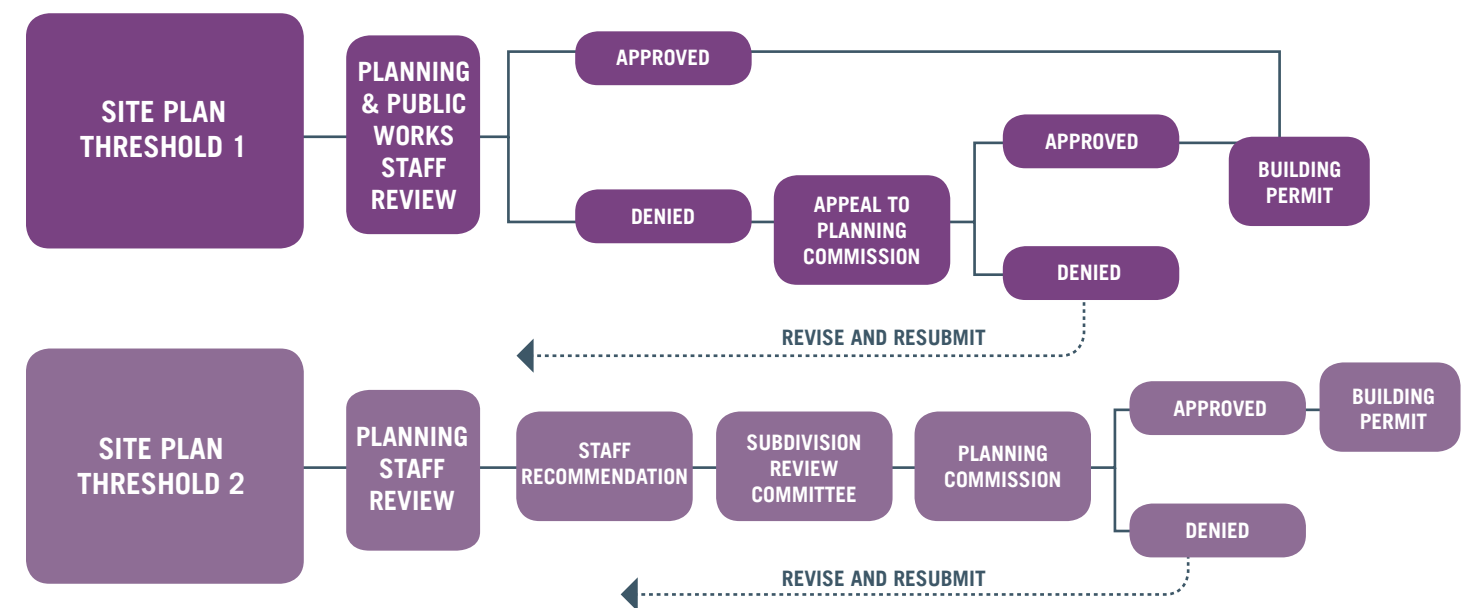
### SITE PLAN CHECKLIST

The Site Plan Checklist was developed by the Site Plan Review Committee with assistance from the Planning Commission Staff, and local engineers and developers who were invited to participate in development of the list. 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.

### ZONING

Zoning, as an ordinance, is the providence of the local governing authority. 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.

### 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 (225) 389-3249 Fax

### EBR PERMITTING APPLICATIONS

All permit forms can be downloaded here: <https://www.brla.gov/458/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.brla.gov/DocumentCenter/View/801/Customer-Portal-Guide-PDF?bidId=>

### 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

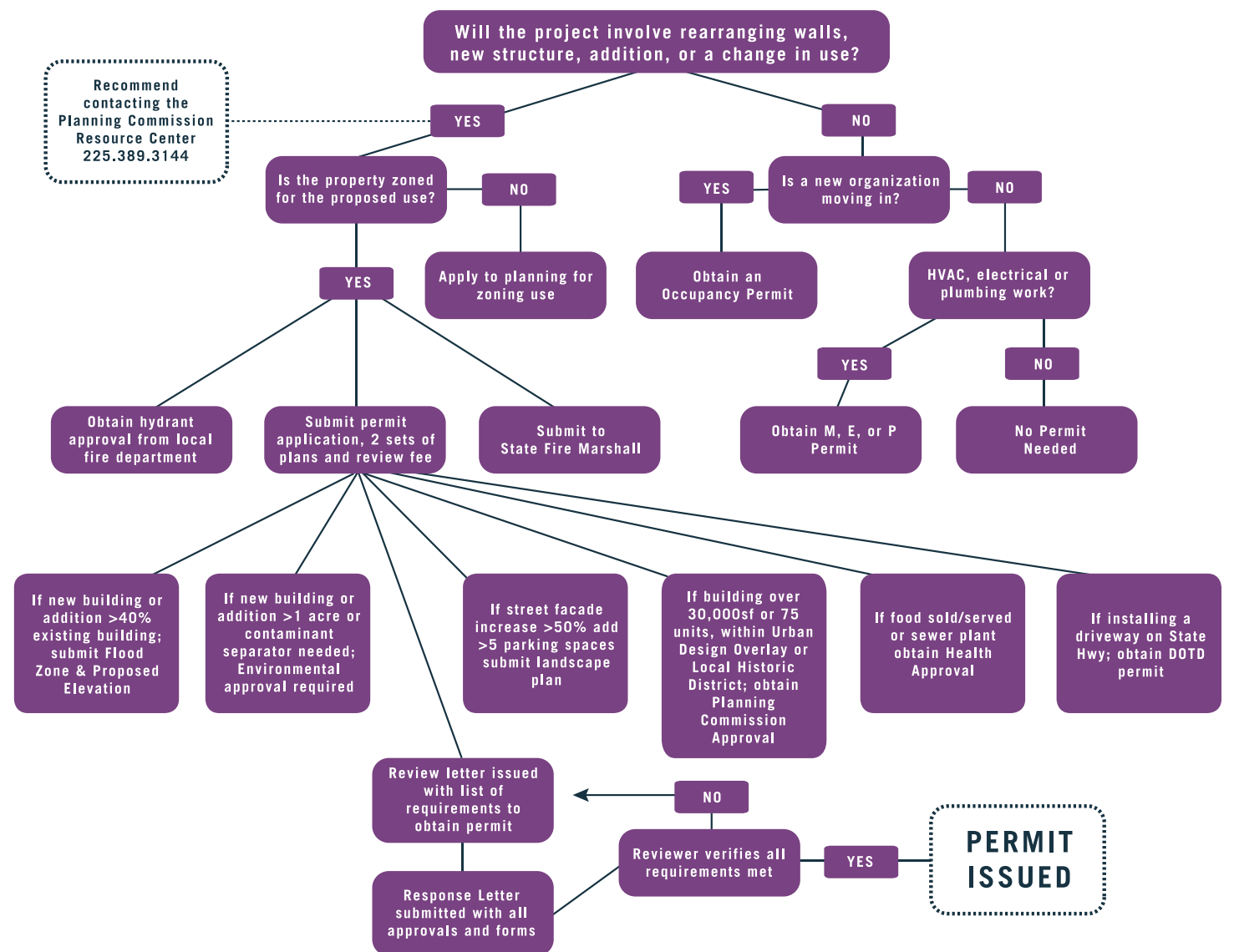
The Department of Environmental Services Wastewater Division is responsible for all sewer activities including sewer cave-ins, stoppages and backups. Note that sewer permits start with the inspections division. Phone: (225) 389-4858

## RESIDENTIAL IMPROVEMENTS AND PLAN REVIEW

A summary of the plan review requirements based on the 2012 International Residential Code for One and Two Family Dwellings, Zoning Ordinance and Code of Ordinances can be found here - <https://www.brla.gov/579/Residential-Permit-Inspection-Info>  
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 DPW 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](http://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 select 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 AT TOWN SQUARE

The construction of a New River Center Library is underway with an allocated \$19 million to demolish the previous structure, and replace it with a new, approximately 45,000 square-foot, modern library. A joint venture of Washer Hill Lipscomb Cabaniss Architecture of Baton Rouge and Schwartz/Silver Architects of Boston was established to carry out the design of this state of the art facility. The new library will contain more technology and conveniences to cater to the surrounding community as an integral part of the development of the North Boulevard Town Square.



### PASSENGER RAIL

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



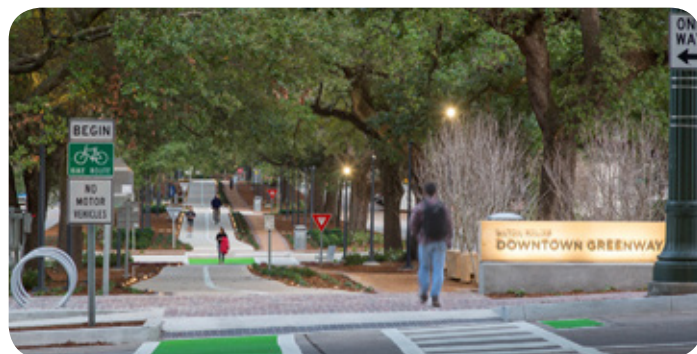
### THE CREST

The Crest, a \$1 million engineering and sculptural icon, is the result of joint effort comprised of Trahan Architects, Covalent Logic, the Downtown Development District, and the Mayor's Office. The Crest connects North Boulevard Town Square and the City Hall campus while also functioning as a support for electrical systems required for concerts. The suspended truss system is able to be disassembled when not in use. The Crest was completed in September 2013 and has since received three prestigious contractor awards and one public space award from the International Downtown Association.



### 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. The creation of the Greenway is also intended to spur new investments and redevelopment in the city's core. The North Boulevard section was completed in late 2016, and the East Boulevard portion is expected to be complete by spring 2020. Grants have been approved or are pending for the Louisiana Connector, connecting the Greenway to the Government Street bike lanes underway.



### ROTARY CENTENNIAL PROJECT

The Baton Rouge Rotary chose the Florida Riverfront Access Point for the location of its Centennial Project, utilizing \$350,000 privately raised funding to construct a pinnacle sculpture piece marking the rotary's centennial anniversary. World renowned artist Pho Shu Wang was selected to design a sculpture that is visible from the Mississippi River Bridge. A sensor, located in the river, measures the speed of the current and the height of the river and converts the data frequencies to a singing sound within the sculpture that visitors are able to interact with. The project is expected to be installed at the end in 2019.



### RIVER ROAD IMPROVEMENTS

Recent, major developments along River Road including IBM currently lack surrounding bicycle and pedestrian amenities that would improve the safety and experience of travelers north of Florida Street. Several projects are underway that will bring these amenities to River Road and connect the developments to the surrounding destinations and businesses. Work is complete on the west side of River Road; the project is part of the overall state road transfer program to the City-Parish. A grant has also been procured to enhance the pedestrian facilities on the east side of River Road.



### BIKE SHARE

Baton Rouge received a technical assistance grant from EPA to investigate the feasibility of a bike share program, a program ideal for short distance trips providing users the ability to rent and return a bicycle to and from stations strategically placed throughout the city. Gotcha Mobility, LLC. was selected as the vendor to implement the bike share program in 2018. Baton Rouge Bike Share is expected to begin in the summer of 2019 and will serve the Downtown, North Baton Rouge, and LSU areas initially with expansion goals for Mid City and the Health District in future phases.



### THE ELIAS

Construction has finished in the summer of 2018 on a new four-story multifamily housing project located in the historic Beaugard Town neighborhood on the corner of Napoleon and America Streets. The development includes 25, one and two bedroom apartment units with garages on the ground floor. Designed to complement the exterior aesthetic of the existing neighborhood, The Elias is located across from the House on the Hill development currently underway.



### HOTEL LINCOLN

The historic Hotel Lincoln, known as a marquis hotel that hosted African-American guests in Baton Rouge during the period of segregation in the south, was purchased by developer Solomon Carter. It hosted famous African-American musicians and has been abandoned since the 1980s. Plans are to convert the historic building into apartments with a ground floor restaurant. This development plans to utilize historic rehabilitation tax credits and is expected to begin construction in 2020.



## ELYSIAN II

Gulf Coast Housing Partnership has finished constructing the second phase of the residential development known as the Elysian II, a mixed-income apartment complex at the intersection of North 13th Street and Spanish Town Road. The Elysian II brings 100 additional units downtown, 51 affordable units and 49 market rate. The total cost of the project is \$17.2 million and financing assistance was received from the East Baton Rouge Redevelopment Authority. Construction began in 2018.



## BELVEDERE TOWNHOMES

The Belvedere Townhomes are four riverfront luxury townhomes on Main and Lafayette, located adjacent to 525 Lafayette. \$5.5 million has been invested in the creation of these high end townhomes offering additional living options to Downtown Baton Rouge residents. Finalizing construction, the townhomes sit on a quarter-acre lot, are four stories, and range in size from 3,500 to 5,000 square feet.



## 111 NORTH BOULEVARD

Local developer and architect, Trey Trahan has proposed a unique development located at the corner of North Boulevard and River Road. Trahan Architects has released several conceptual renderings that showcase an iconic 'pencil' building design that was inspired by the constrained dimensions of the 2,185 square foot site. The 26-story building would feature one unit per floor luxury condominiums. In addition, the condominiums would include floor-to-ceiling windows on three sides. Trahan has been discussing his vision with local realtors to market the project and build interest. Plans also include covered parking and an art gallery.



## ONYX DEVELOPMENT

Commercial Properties Realty Trust has invested \$7 million in the construction of a mixed-use development on the corner of Third Street and Convention Street that introduced an additional 28 residential units downtown. The Onyx Residences, conveniently located just a block away from North Boulevard Town Square, includes both one and two bedroom options that range in size from 600-1,100 square feet. The development also includes ground floor retail space occupied by Iberia Bank and Regal Nails. The Onyx Building opened in early 2017.



## MATHERNE'S MARKET

Open since January 2015, Matherne's has already 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 live.



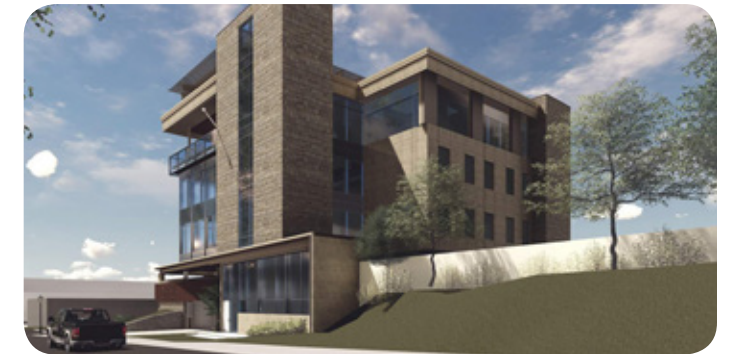
## ELECTRIC DEPOT / RED STICK SOCIAL

Construction is complete on Phase One of the \$20 million redevelopment of the site previous occupied by Entergy on Government Street. Red Stick Social, a entertainment venue with bowling and food, opened in the spring of 2019. Positioned just east of Downtown East, the site is strategically located to become a catalyst for development, including a passenger rail connecting Baton Rouge to New Orleans. Phase Two is expected to include residential units, eateries, and retail.



## SPENCER CALAHAN

Baton Rouge attorney, Spencer Calahan, and his team is constructing a five-story downtown office complex. The office complex cost is approximately \$11 million and is located at the intersection of St. Louis Street and South Boulevard. The building features a heliport, covered terrace, two levels of parking, and three floors of office space. Construction is expected to be complete by the fall of 2019. The building is prominently located downtown, along Interstate 10 at the base of the Mississippi River Bridge.



## CHASE SOUTH TOWER

Mike Wampold, a local developer with several projects located in Baton Rouge, purchased the Chase South Tower in 2018. The Chase Tower is located in the heart of the Central Business District and was originally built in the 1960s, making the building eligible for Historic Tax Credits to assist with renovation costs. Wampold plans to convert the building to a mixed-use development with retail, residential, and office space. The development is expected to bring an additional 140-150 residential units to downtown's core. Amenities will include a rooftop pool and health club/fitness center.



## LA LICENSING BOARD FOR CONTRACTORS

The Louisiana State Licensing Board for Contractors (LSLBC) has constructed its new headquarters at the corner of 6th and North Street. Designed by Remson Haley Herpin Architects, the approximately \$6 million, 28,000 square-foot building extends the downtown pedestrian experience by returning a previous surface parking lot into commerce. The project was complete in the early summer of 2019 and was constructed by Ratcliff Construction. The LSLBC protects the public from incompetent and fraudulent acts of a contractor while promoting the integrity of the construction agency.



## BATON ROUGE AREA CHAMBER

For over 50 years, BRAC has been located at 564 Laurel Street, a building in need of updating and repairs. The facility was renovated in 2018 and was designed by WHLC Architecture. It houses the Center for Economic Development, a modern business center located in the heart of downtown. A center where visionaries can meet to brainstorm, problem solve, and chart new directions for business in the Baton Rouge region.





## DDD BOUNDARY

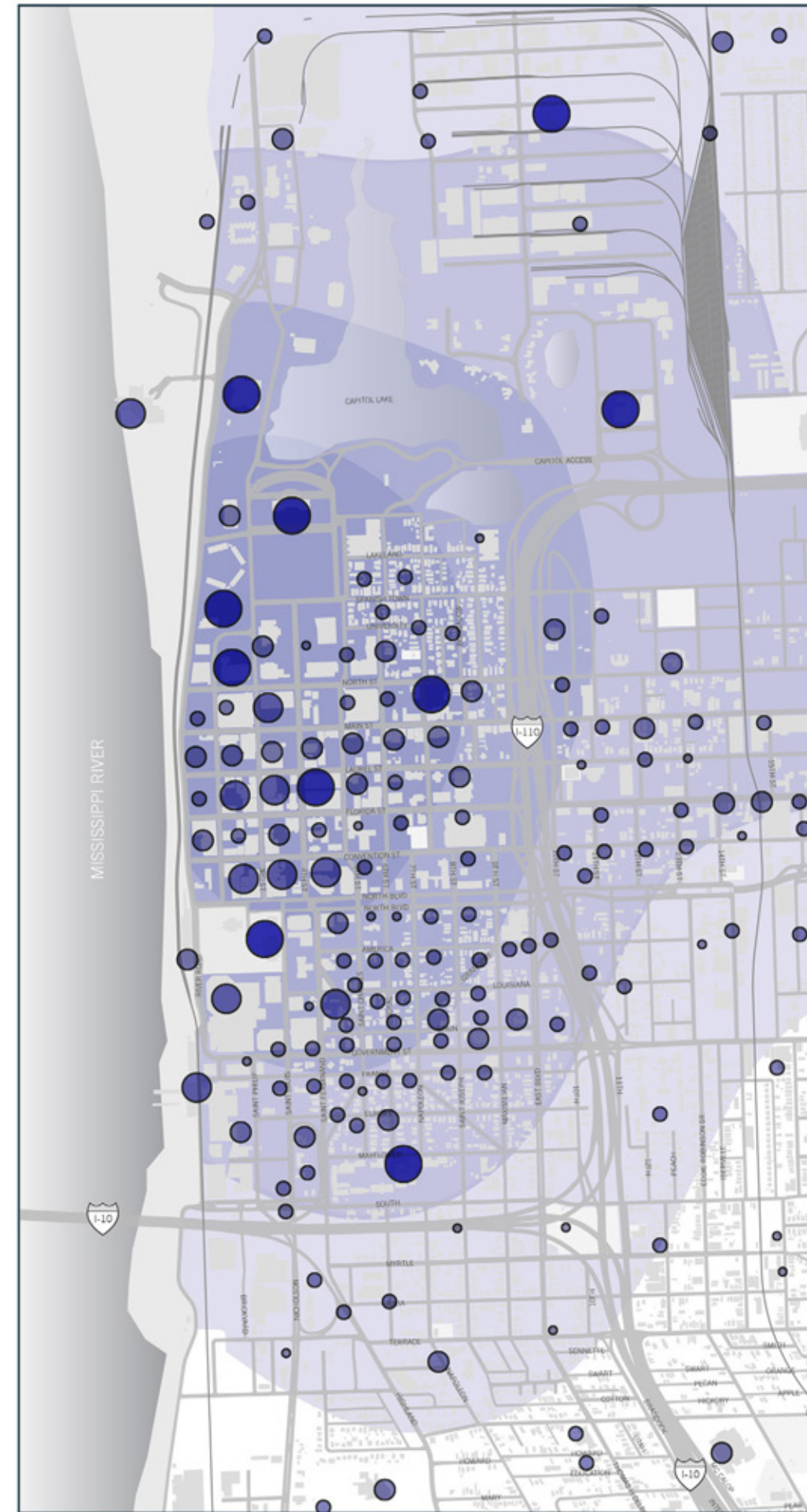
West boundary at the Mississippi River immediately south of the Old Municipal Dock site, east to River Road, east to Terrace Avenue, east to Nicholson Drive, north to Myrtle Avenue, east to Kansas City Line Railroad (eastern boundary), north along railroad to Choctaw Drive, west along railroad, following 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'



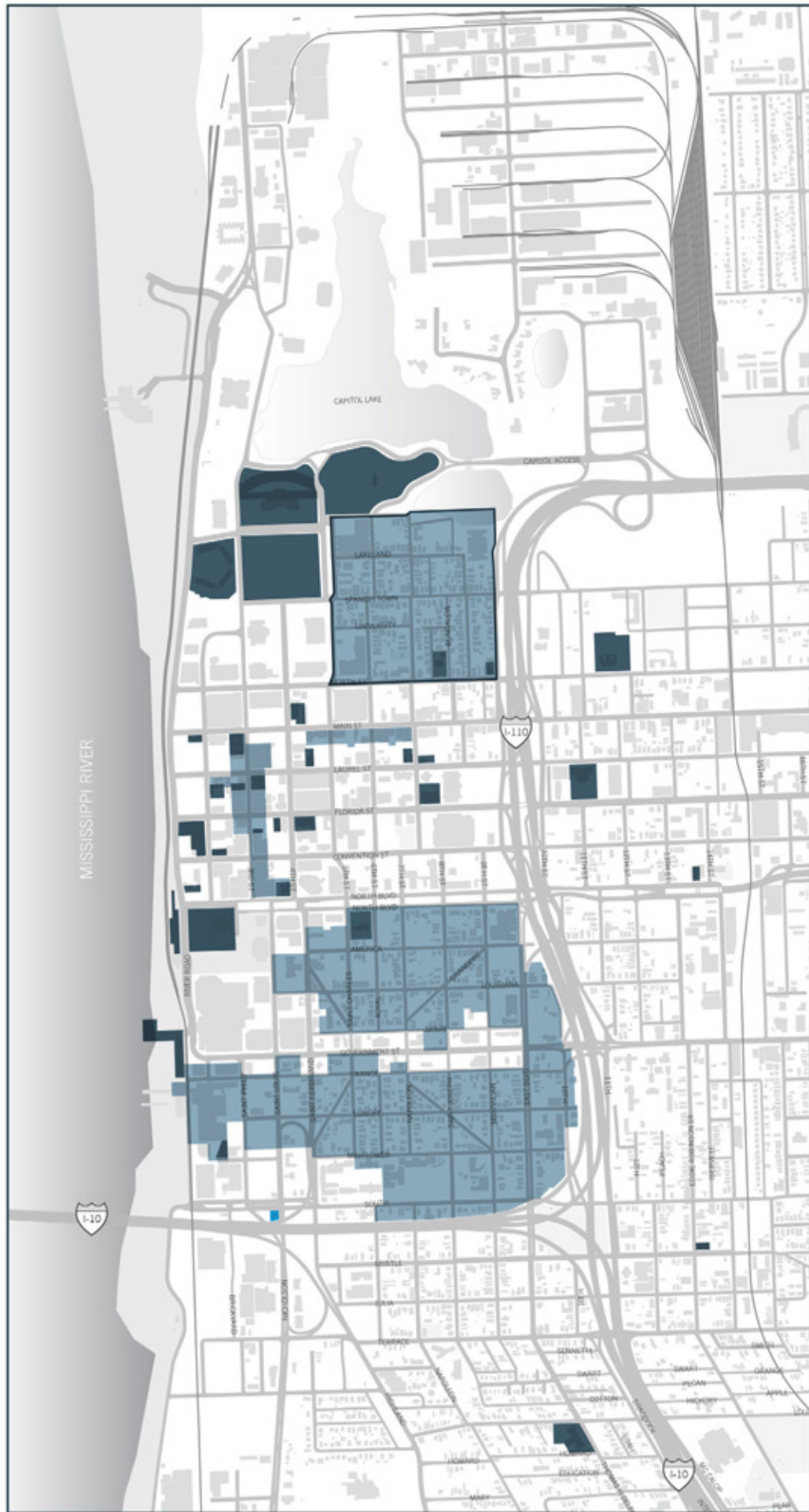
## EMPLOYMENT

### LEGEND

- 16,000-25,000 Jobs/Sq. Mile
- 9000-15,999 Jobs/Sq. Mile
- 4000-8999 Jobs/Sq. Mile
- 1,000-3999 Jobs/Sq. Mile
- 937-2284 Jobs
- 60-296 Jobs
- 297-936 Jobs
- 5-59 Jobs



SCALE: 1"=20,000'



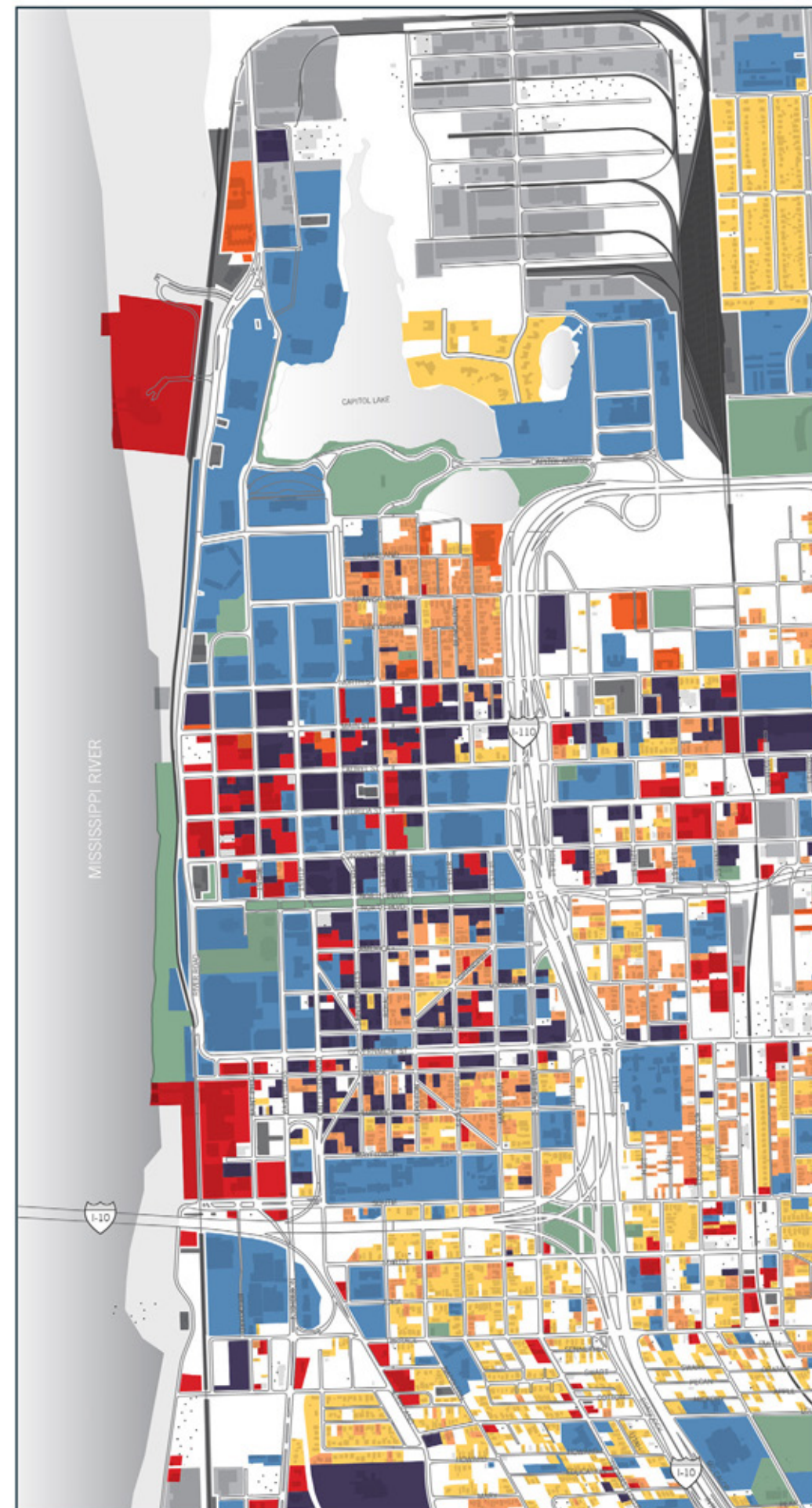
## HISTORIC DEVELOPMENT

### LEGEND

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



SCALE: 1"=20,000'



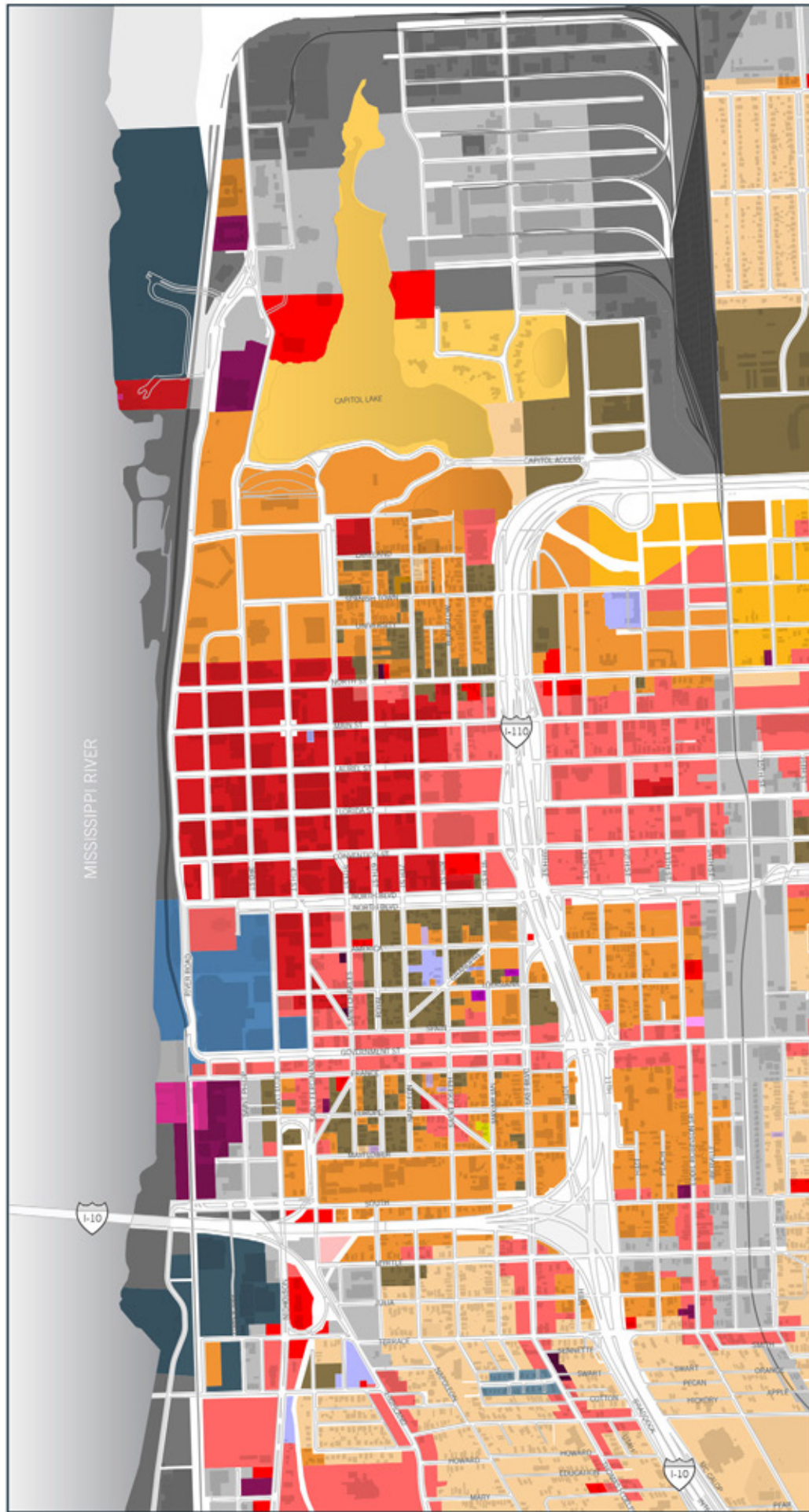
## EXISTING LAND-USE

### LEGEND

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



SCALE: 1"=20,000'



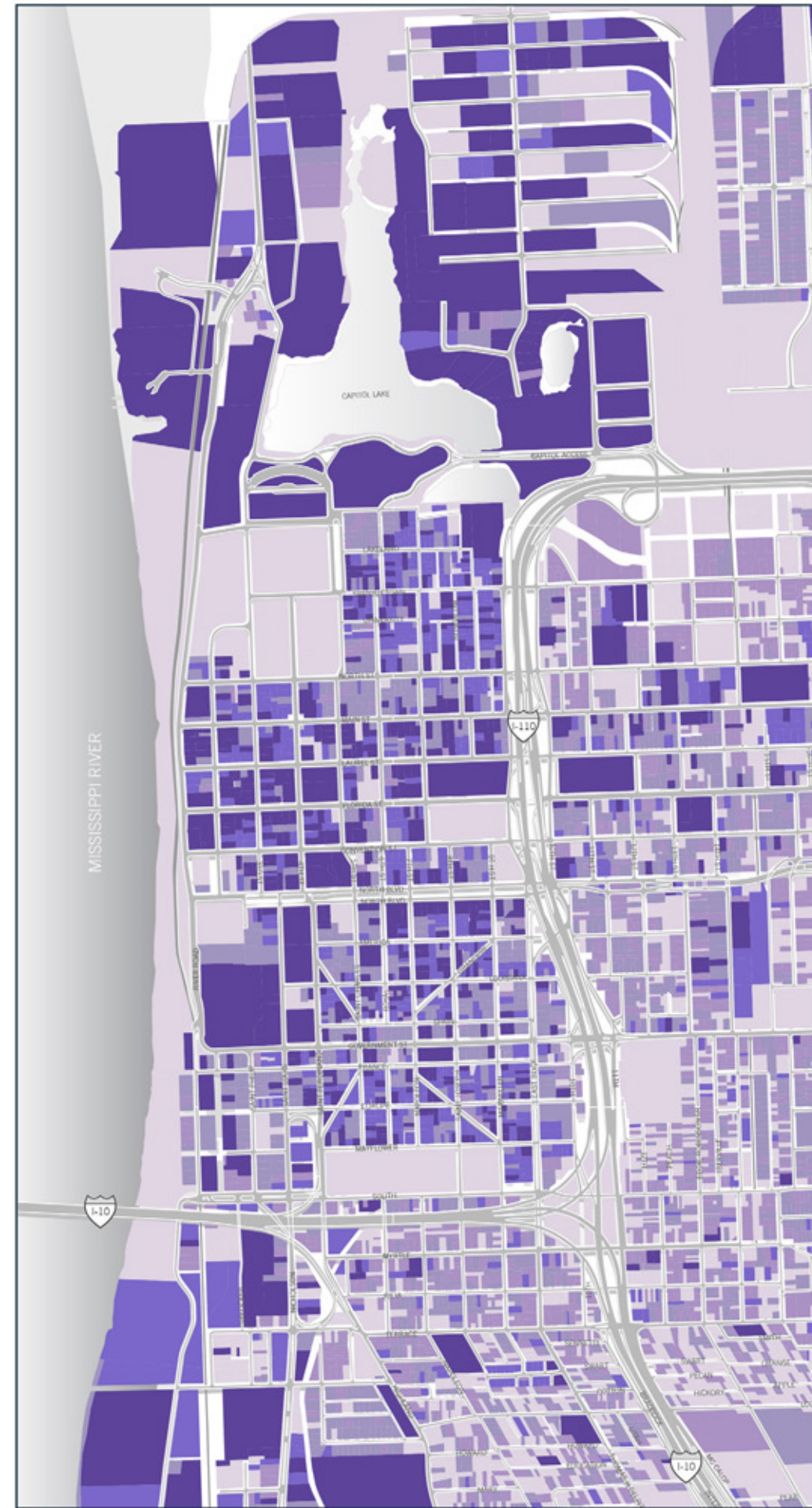
## ZONING DISTRICTS

### 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

- » TRAE WELCH | District 1
- » CHAUNA BANKS | District 2
- » CHANDLER LOUPE | District 3
- » SCOTT WILSON | District 4
- » ERIKA L. GREEN | District 5
- » DONNA COLLINS-LEWIS | District 6
- » LAMONT COLE | District 7
- » DENISE AMOROSO | District 8
- » DWIGHT HUDSON | District 9
- » TARA WICKER | District 10
- » MATT WATSON | District 11
- » BARBARA FREIBERG | District 12

#### DDD COMMISSION

- » SCOTT HENSGENS | Chairman
- » MELANIE C. MONTANARO | Vice Chairman
- » ERIC DEXTER | Treasurer
- » FRAN GLADDEN | Secretary
- » CHERYL MCCORMICK
- » GORDON LEBLANC
- » RIC KEARNY

#### DDD STAFF

- » DAVIS S. RHORER | Executive Director
- » GABRIEL VICKNAIR, CLED | Assistant Executive Director
- » WHITNEY HOFFMAN SAYAL, AICP | Development Project Director
- » CASEY TATE | Special Events & Marketing Coordinator
- » MARY OLINDE | Administrative Assistant

#### STATE OF LOUISIANA

- » JOHN BEL EDWARDS | Louisiana Governor
- » JAY DARDENNE | Louisiana Commissioner of Administration
- » REPRESENTATIVE PATRICIA HAYNES SMITH | LA District 67
- » SENATOR YVONNE COLOMB | Senate District 14





WATERMARK



DOWNTOWN  
DEVELOPMENT  
DISTRICT