



DOWNTOWN VISITORS' AMENITY PLAN

BATON ROUGE, LOUISIANA



DOWNTOWN
DEVELOPMENT
DISTRICT

LOCAL FLAVOR

PLACE • MAKING

VISITOR WAYFINDING

Streetscape Enhancements

Strategic Market Positioning

A WEALTH OF CIVIC TREASURES

Environmental Integration

Transforming the Public Realm

Urban Enrichments

COMPREHENSIVE HISTORICAL STORYLINE Visual Infrastructure

Pedestrian Experience

Celebrating Cultural Heritage

TRANSPORTATION LINKAGES

Community Values

engaging/delightful PUBLIC ART & Vision

CITY PRIDE CITY BRANDING

Tourism/Hospitality Enhancements ECONOMIC GROWTH

User • Friendly Embellishments

VISITOR COMFORTS

Vibrant StreetLIFE

Image Building Elements

RIVERFRONT INTERACTION

Neighborhood Connectivity

Capital City Renaissance

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The Downtown Visitor's Amenity Plan was directed by the Downtown Development District on behalf of the City of Baton Rouge and the State of Louisiana. The primary objective is a conceptual master plan of coordinated amenity improvements to complement the impressive recent developments, plus promote and support the long-term growth, of the Downtown community.

In conjunction with the current rebirth in Baton Rouge's City Center, the Downtown Visitors' Amenity Plan is strategically directed at developing the City's visual identity profile by enhancing its Riverfront Plaza, ease of vehicular access, and pedestrian friendly character. Targeting the major identifying components of the City's visitor landmarks, connective infrastructure, and visual image, the plan identifies aesthetic improvements and conceptual amenity upgrades and additions to significantly strengthen and enrich Downtown's visitor orientation, user experience, and tourist marketability.

Simply put, the key principle of the Amenity Plan is to connect the pieces. Through the Urban Design of signage, lighting, and landscape / streetscape components, the Plan identifies opportunities for enhanced linkages between the Riverside Centropolis Convention Center, Sheraton Baton Rouge Convention Center Hotel, Argosy Casino, U.S.S. Kidd, Riverfront Plaza, Irene W. Pennington Planetarium, Louisiana Arts and Science Museum, Old State Capitol, Shaw Center for the Arts, Entertainment District, Capitol Park, and the Old Governor's Mansion.

These unique landmarks embody a wealth of civic treasures that could collectively benefit from a higher profile of coordination and connectivity to better serve first time tourists, repeat visitors, business travelers, conventioners, and daily users of Downtown Baton Rouge by enhancing a visitor's experience of being welcome and well taken care of.

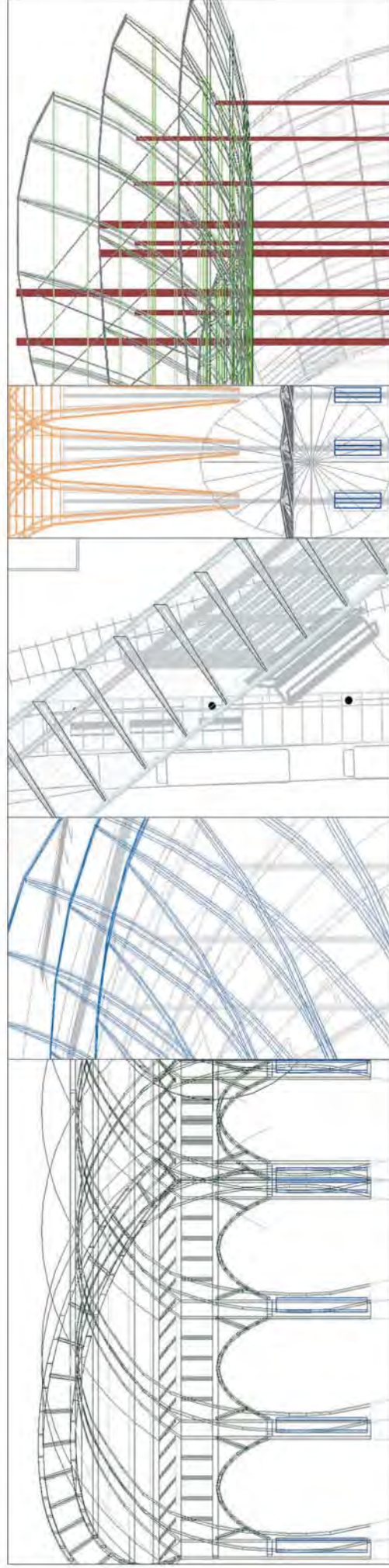
The Study Plan entailed a comprehensive design inventory of the existing visual infrastructure in the City Center. Building upon an analysis of strengths and weaknesses in the current condition of signage, lighting, and landscape, a range of Conceptual Design graphics provide a framework for future detailed design and implementation of strategic image-building elements. The master plan outlines a coordinated signage and information system, specialized lighting to showcase distinct downtown areas, and an integrated network of landscape / streetscape / townscape features.

Each particular component is positioned as a further, value-added investment towards the continued revitalization of Downtown Baton Rouge, by means of sharpening and enriching its distinctive civic identity, urban character, and unique marketing brand. These design recommendations must be closely coordinated with the many public and private endeavors underway to foster a culturally rich, socially engaging, and economically dynamic urban community in which to live, work, and play.

The Concept Plan seeks to build on the vision and momentum of the landmark 1998 Plan Baton Rouge Master Plan, Capitol Park Master Plan, Capitol Park Interpretive Plan, and the Riverfront Master Plan. The project report encompasses the shared ideas, plans, and photographs plus the generous participation of time and assistance of many stakeholders in the Downtown community.

In summary, the Downtown Visitors' Amenity Plan strives to capture the current spirit of Renaissance so pervasive in the people, associations, and institutions of Downtown Baton Rouge.

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Vicinity



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Project Site

5





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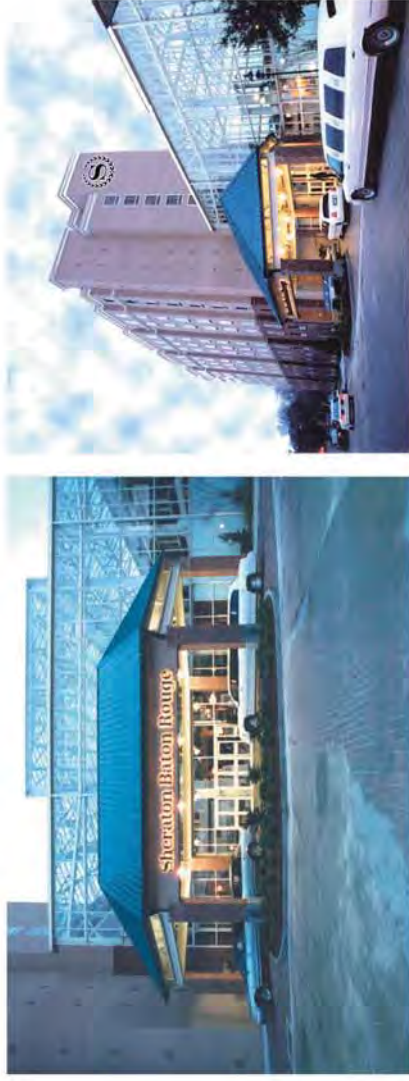
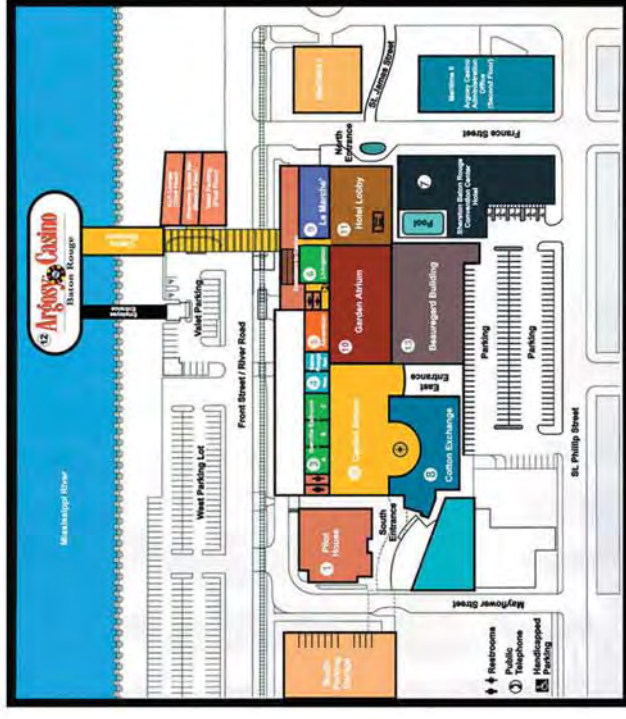
- Signal on Local Road
- Existing Signal on State Route
- X Signal on State Route Planned for Replacement or New Installation



Traffic Signalization

Legend

- | | | |
|----------------------|---|-------------------------|
| 1 Pilot House | 6 Livingston Room | 10 Garden Atrium |
| 2 Capitol Atrium | 7  Hotel Lobby | |
| 3 Iberville Ballroom | Sheraton Baton Rouge | 12 Argosy Casino |
| 4 Baton Rouge Room | 8 Cotton Exchange | |
| 5 Ascension Room | 9 Le Marche' | 13 Beaugregard Building |

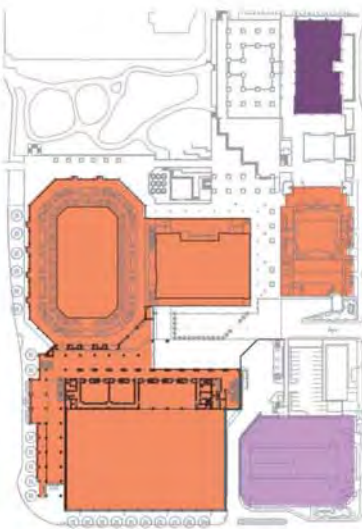


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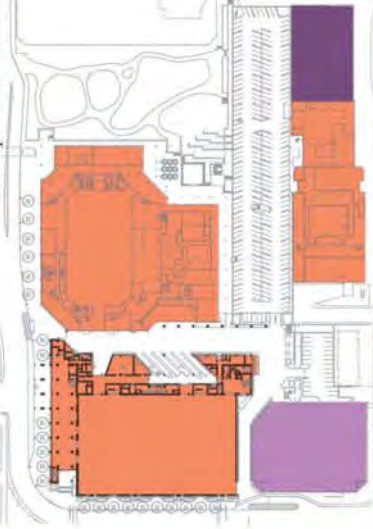
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Sheraton Hotel/ Argosy Casino



Centroplex - Plaza Level



Centroplex - Ground Level



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Centroplex Convention Center

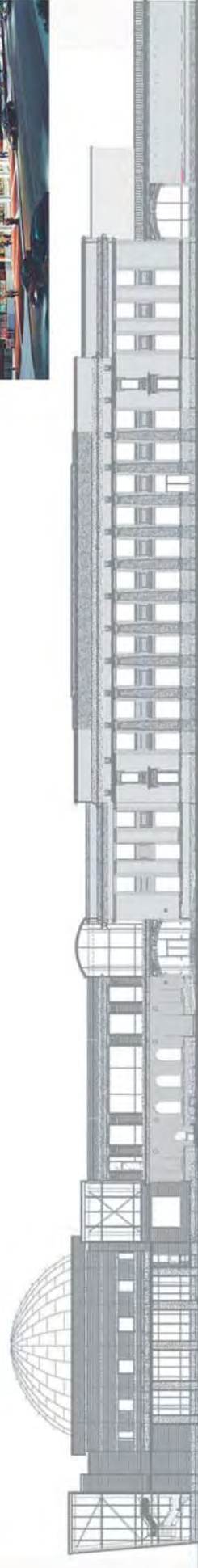
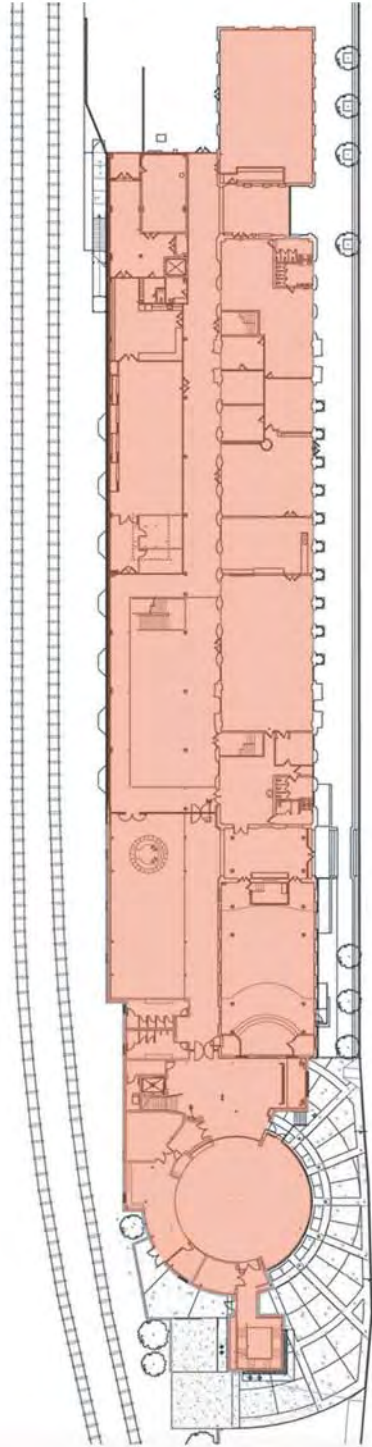


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U.S.S. KIDD
Louisiana Naval War Memorial
& Nautical Historic Center



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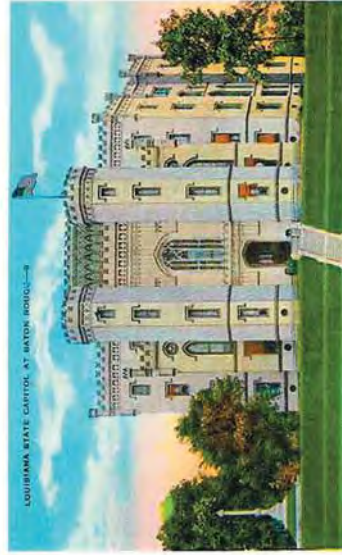
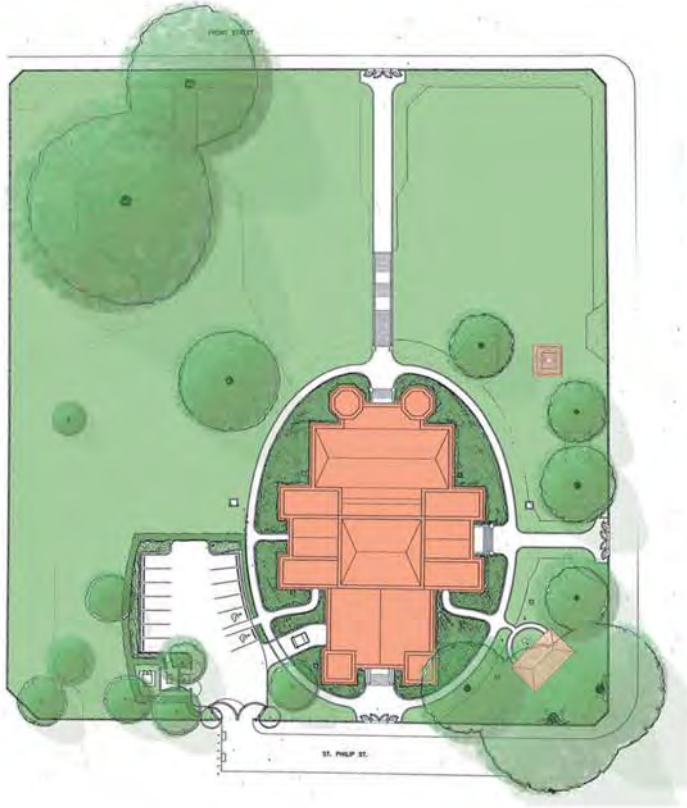
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LASM - Planetarium
Louisiana Art & Science Museum
Irene W. Pennington Planetarium



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Old State Capitol
Center For Political
and Governmental History



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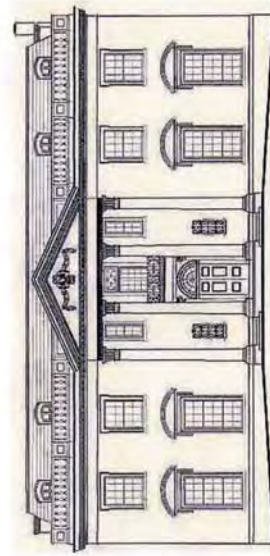
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Shaw Center for the Arts

Arts Council of Greater Baton Rouge
Douglas L. Manship Sr. Performing Arts Theater
Louisiana State University Museum of Art
Louisiana State University School of Art



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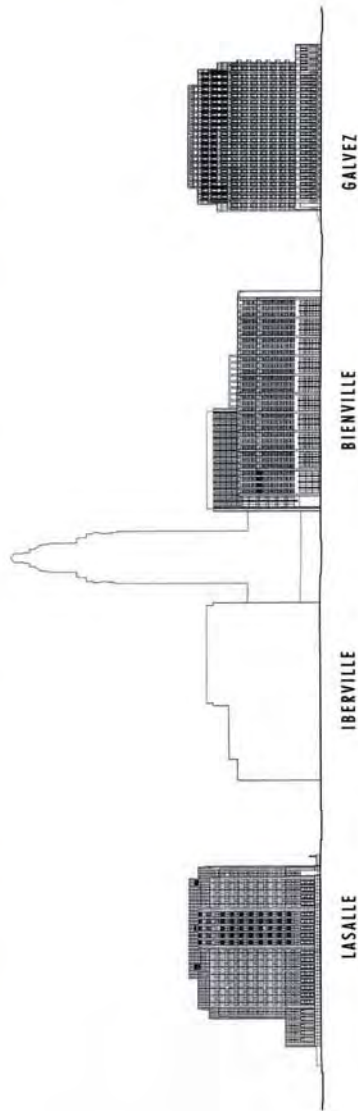
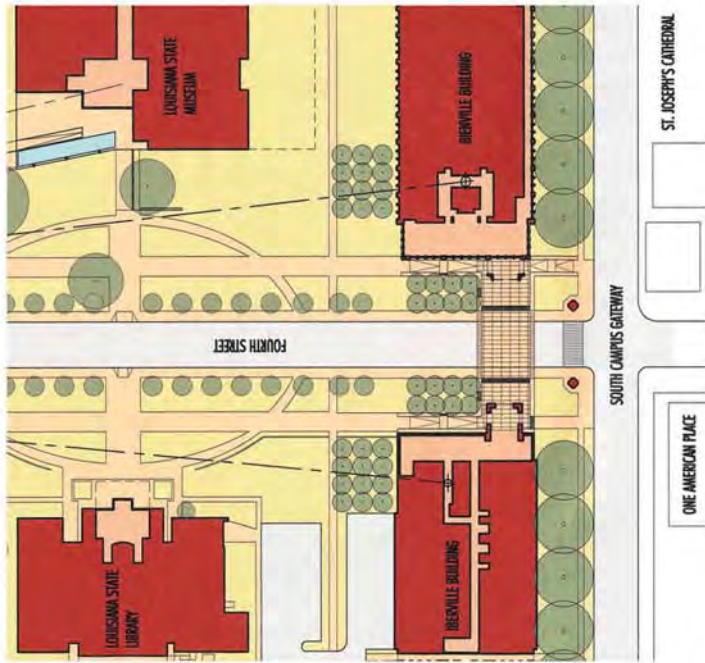
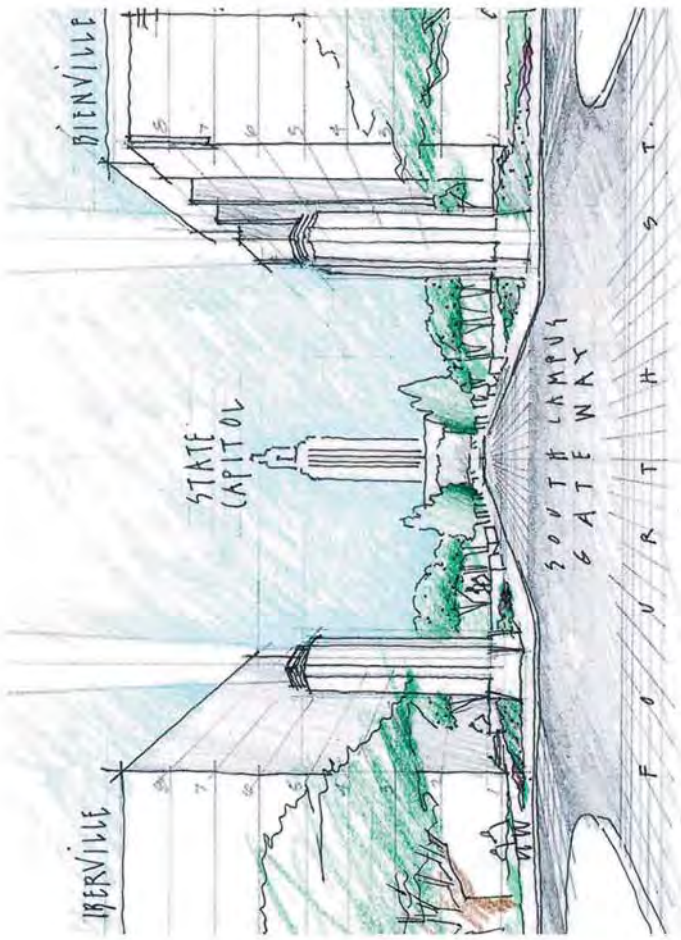
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Old Governor's Mansion
Historic House Museum
Venue for Special Events
Foundation for Historical Louisiana

1930



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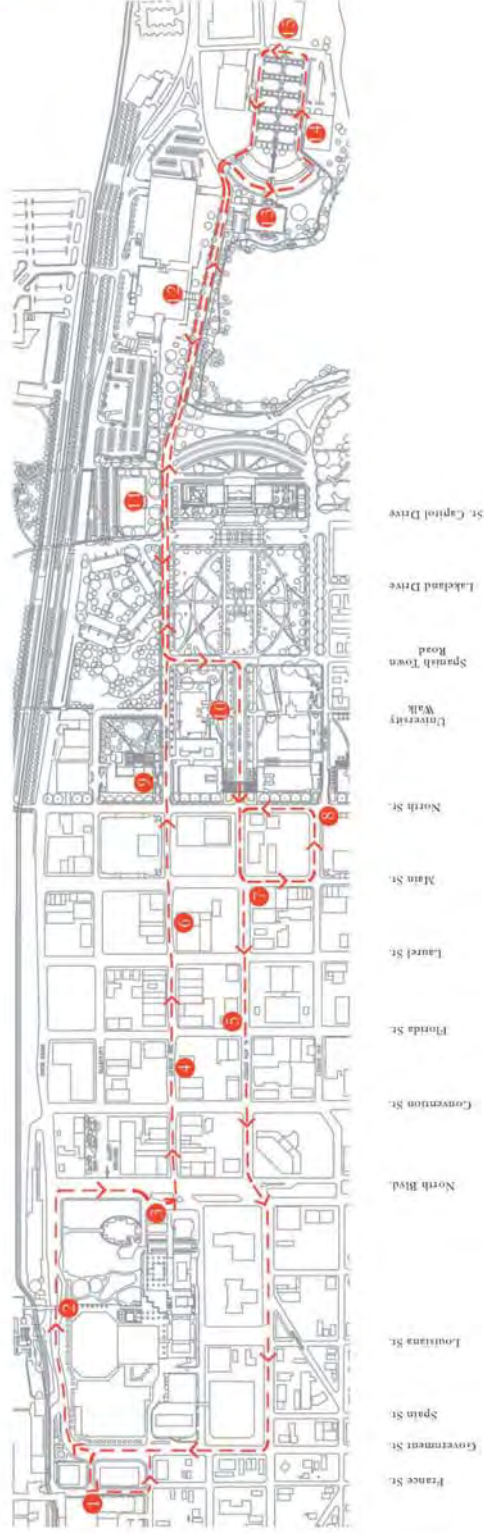


Capitol Park

View South



● Capitol Shuttle Stops



1. Sheraton Hotel
2. Louisiana Arts and Science Museum
3. Old State Capitol
4. 200 Block of Third Street
5. Fourth and Florida Streets
6. 400 Block of Third Street
7. Fourth and Main Streets
8. North and Fifth Streets (Main Street Market)
9. LaSalle Office Building- Department of Revenue
10. Louisiana State Library and State Museum
11. Capitol Annex
12. Claiborne Building- Division of Administration/Board of Regents
13. First Circuit Court of Appeals
14. Poydras Building- Insurance Department
15. Livingston Building- Department of Justice



Transit Shelter Options

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Capitol Shuttle Bus Plan



Community Identity

- Develop Downtown as the prime Town Center, Business Center, Residential Center, and Cultural/Entertainment Center of Baton Rouge.
- Build community pride in unique Downtown landmarks, features, character, heritage, and history.
- Maximize potential as a diverse, dynamic, and people-oriented, urban environment.
- Enhance Riverfront identity, access, and usage.

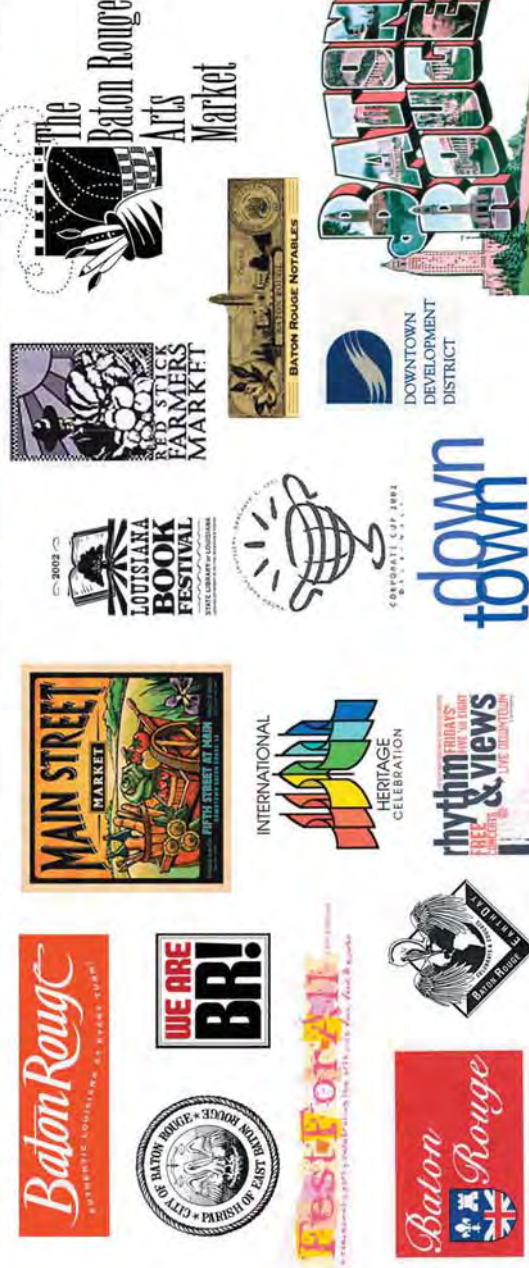
Visitor Experience

- Provide a hospitality-grade, quality image and experience.
- Enrich aesthetic profile of Downtown streetscapes and Riverfront area.
- Connect visitor attractions and amenities into a seamless, coordinated network.
- Increase awareness and appreciation of significant historical sites, structures, events, and figures.

Economic Developments

- Upgrade city infrastructure through value-added amenities.
- Illustrate downtown commitment to quality of life environmental improvements.
- Develop increased street life activity to support further commercial, entertainment, and residential investment.
- Stimulate tourism through a distinctive, well-defined, marketable image.

Guiding Principles



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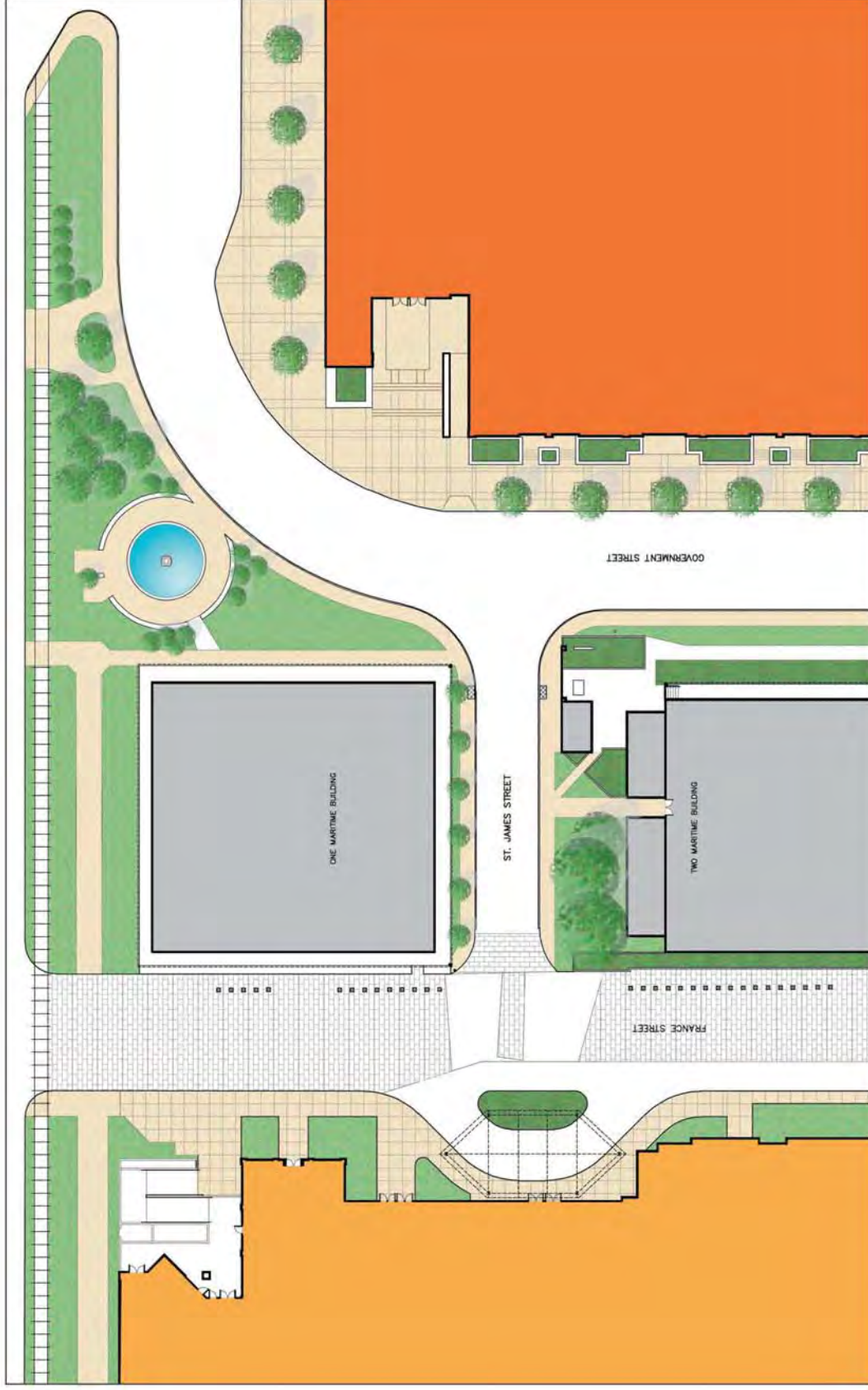
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- ORIENTATION PLAZAS
- GATEWAY
- CROSSROADS
- CROSSWALKS

- Define and clarify Downtown as a dynamic Urban District with a unique sense-of-place.
- Strengthen Downtown plan network by showcasing the following Urban Ordering Elements:
 1. Ceremonially announce vehicular arrival through ENHANCED LANDSCAPE TREATMENTS at major downtown points.
 2. Develop key VISITOR ORIENTATION PLAZAS linking Tour Boat Dock, Riverfront Plaza, Convention Hotel, Centropolis, 3rd Street corridor and Capitol Park.
 3. Ceremonially enhance PIVOTAL CROSSROAD INTERSECTIONS connecting Capitol Park to Downtown and linking North Boulevard, 3rd Street, St. Louis and Centropolis.
 4. Strengthen RIVERFRONT CROSSWALKS through enhancements to pedestrian River Road crossing points.

Urban Ordering Elements



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Existing St. James Street



Street Section- Cannon Alley looking North

DESIGN GUIDELINES

- Develop high-image, gateway icon appropriately scaled to provide a landmark entry on Government Street to transition between mixed-use Hotel/Casino Complex and adjacent Convention Center.
- Incorporate pedestrian signage for orientation, event listings, downtown advertising, and ceremonial, specialty lighting.



Looking South down Cannon Alley



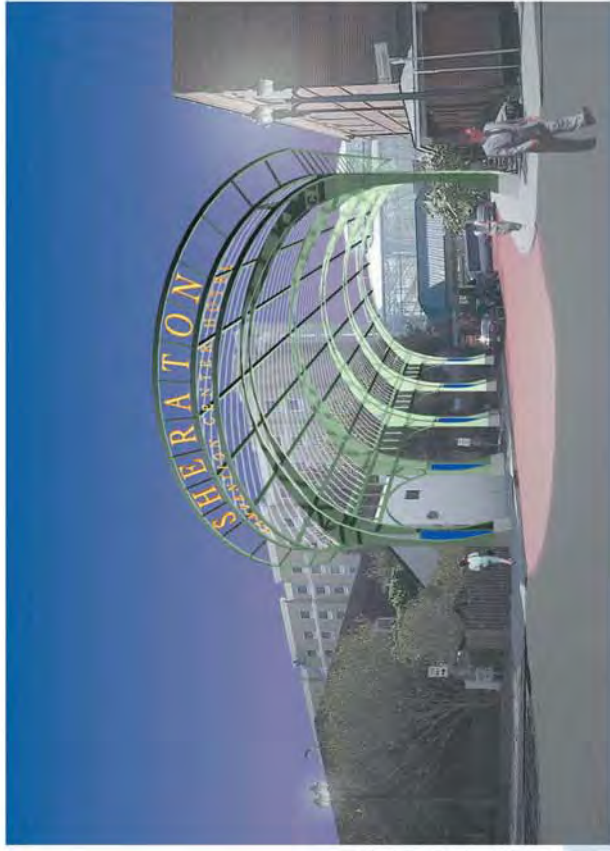
Looking North down Cannon Alley

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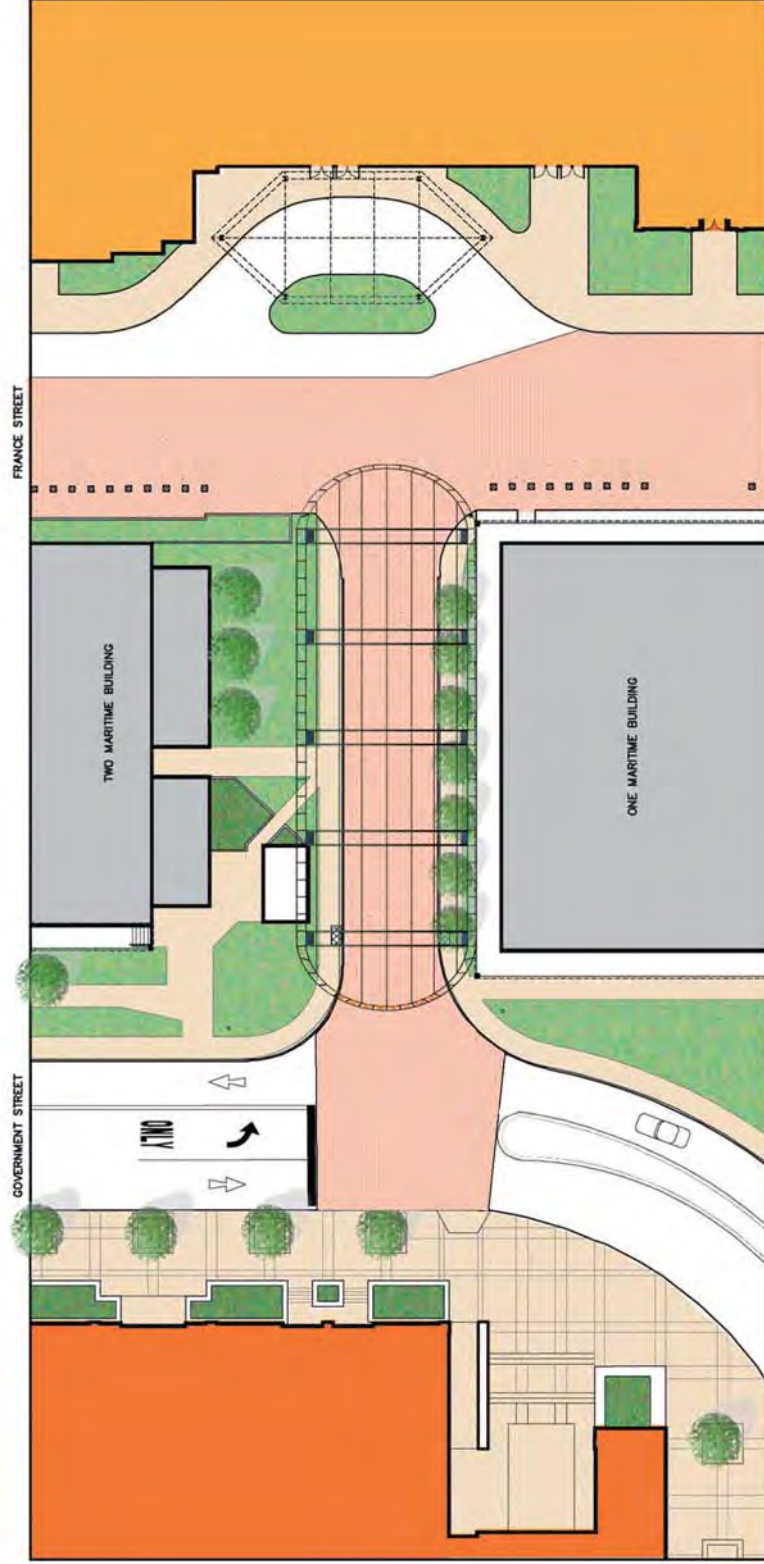
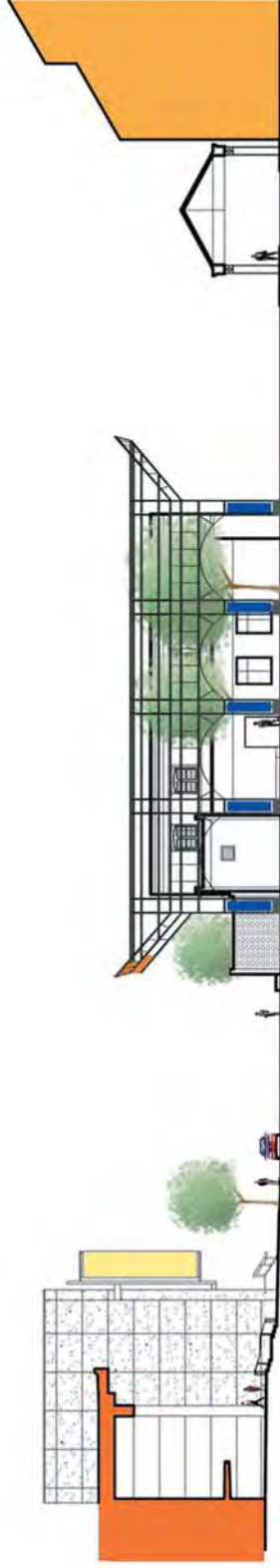


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Proposed St. James Street - A

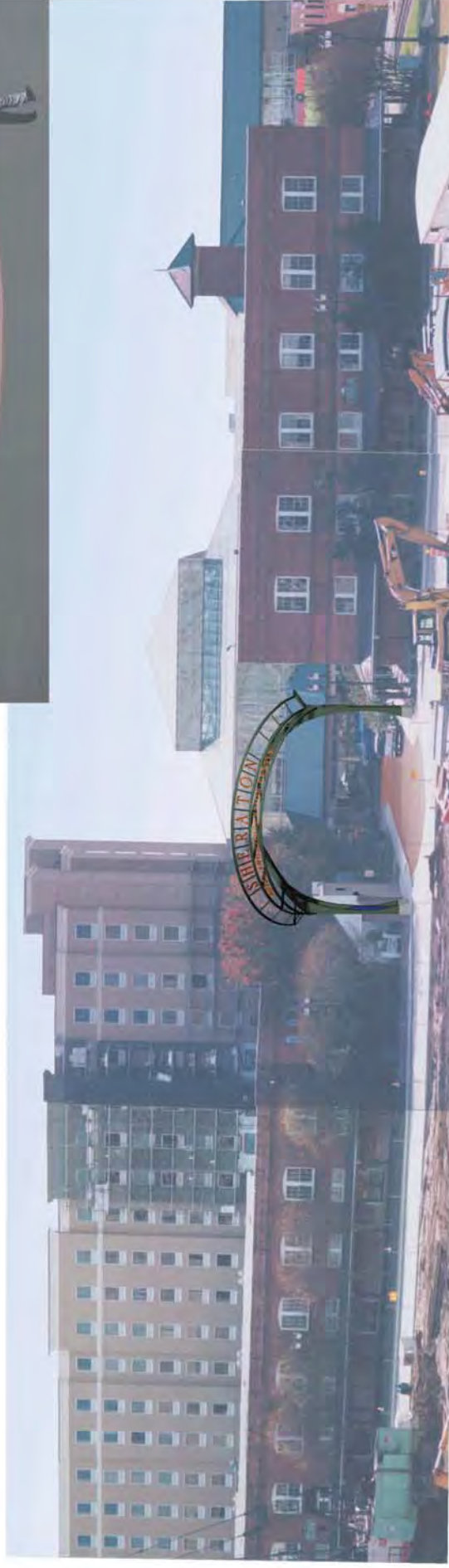
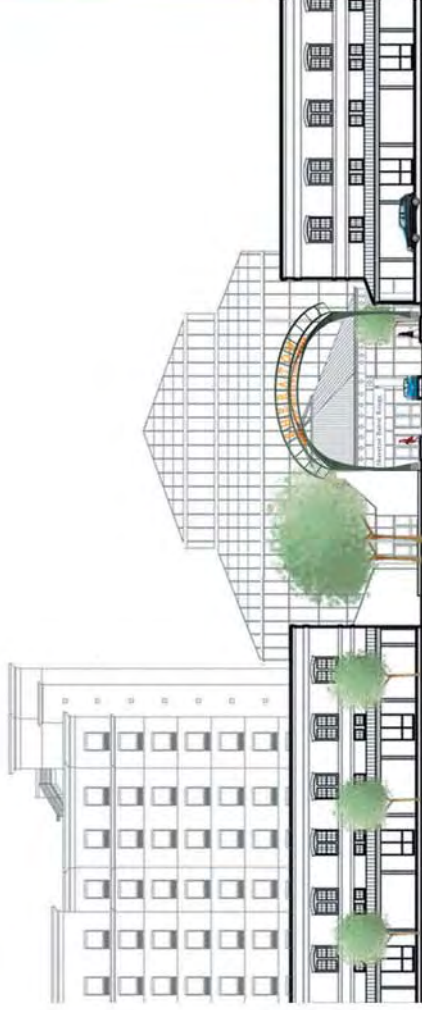
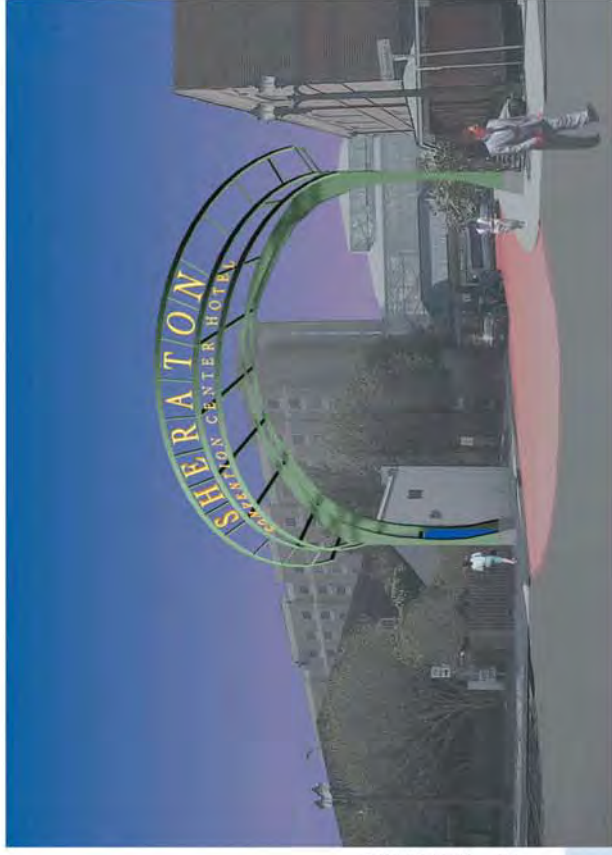


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Proposed St. James Street - A

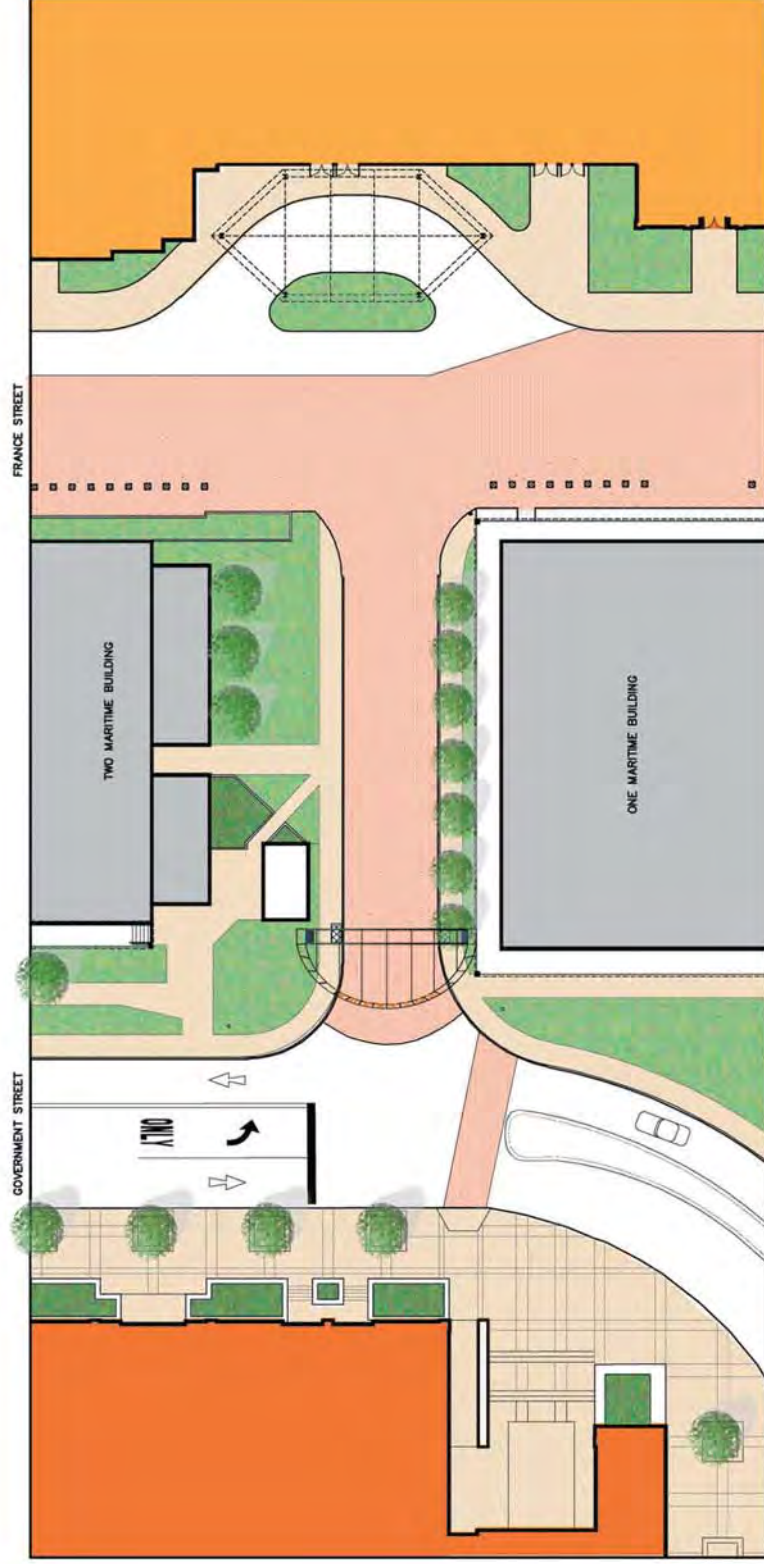


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Proposed St. James Street - B

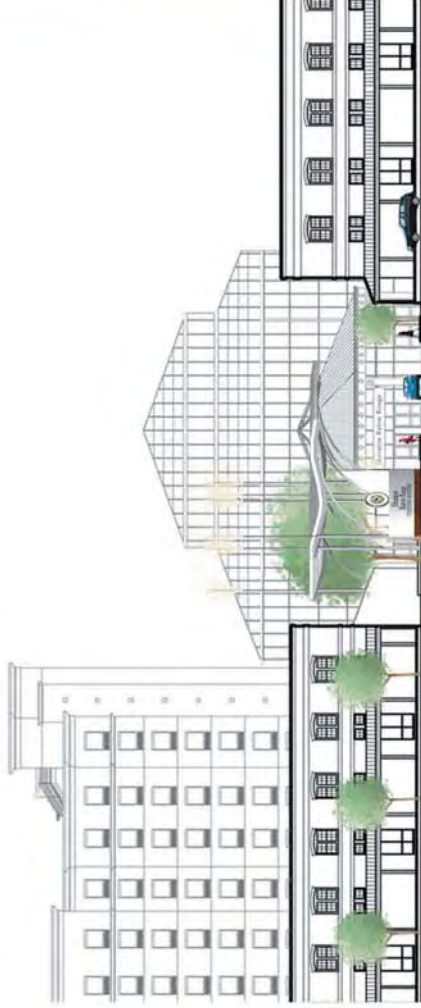


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Proposed St. James Street - B

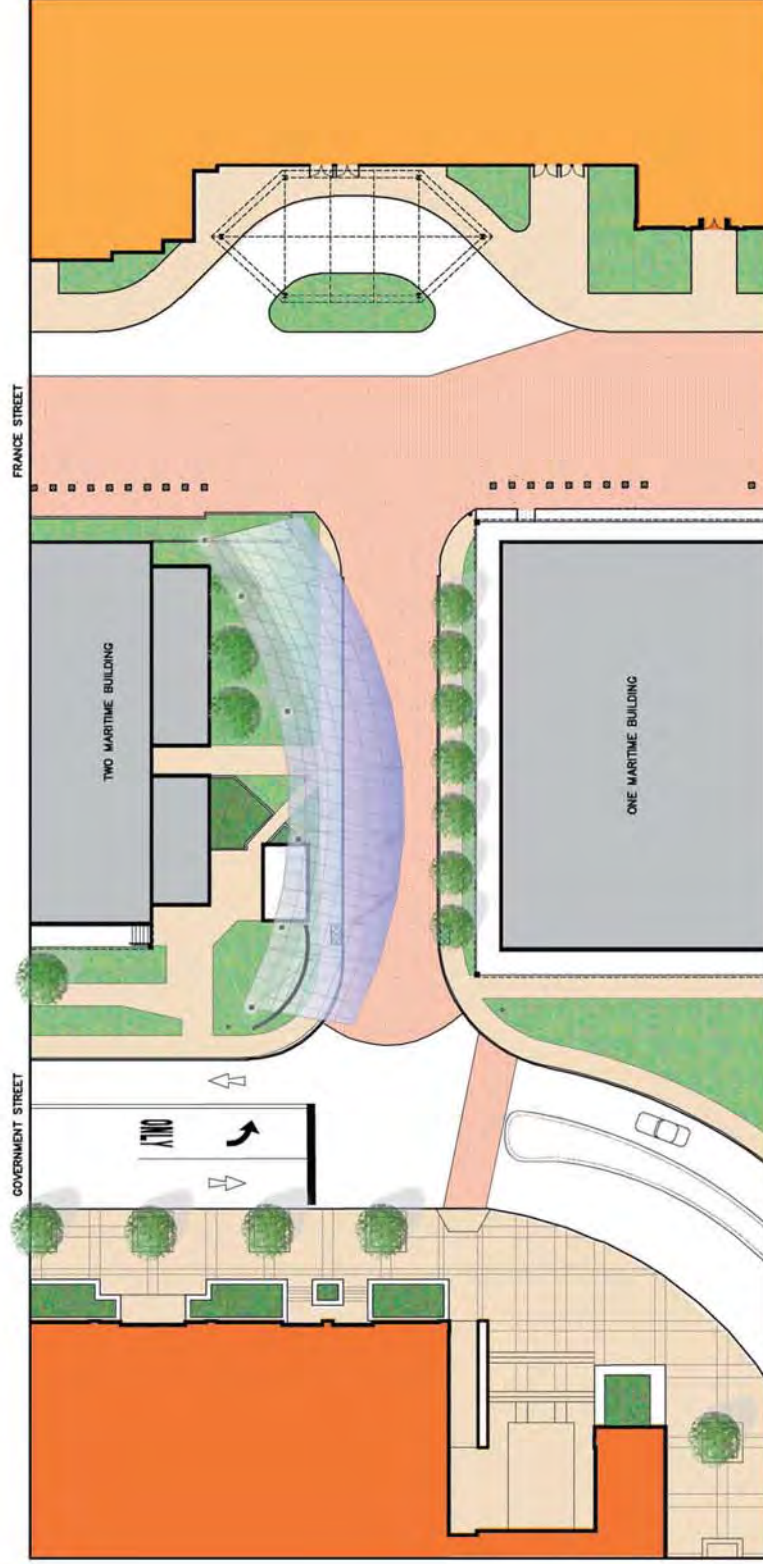


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Proposed St. James Street - C



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Proposed St. James Street - C

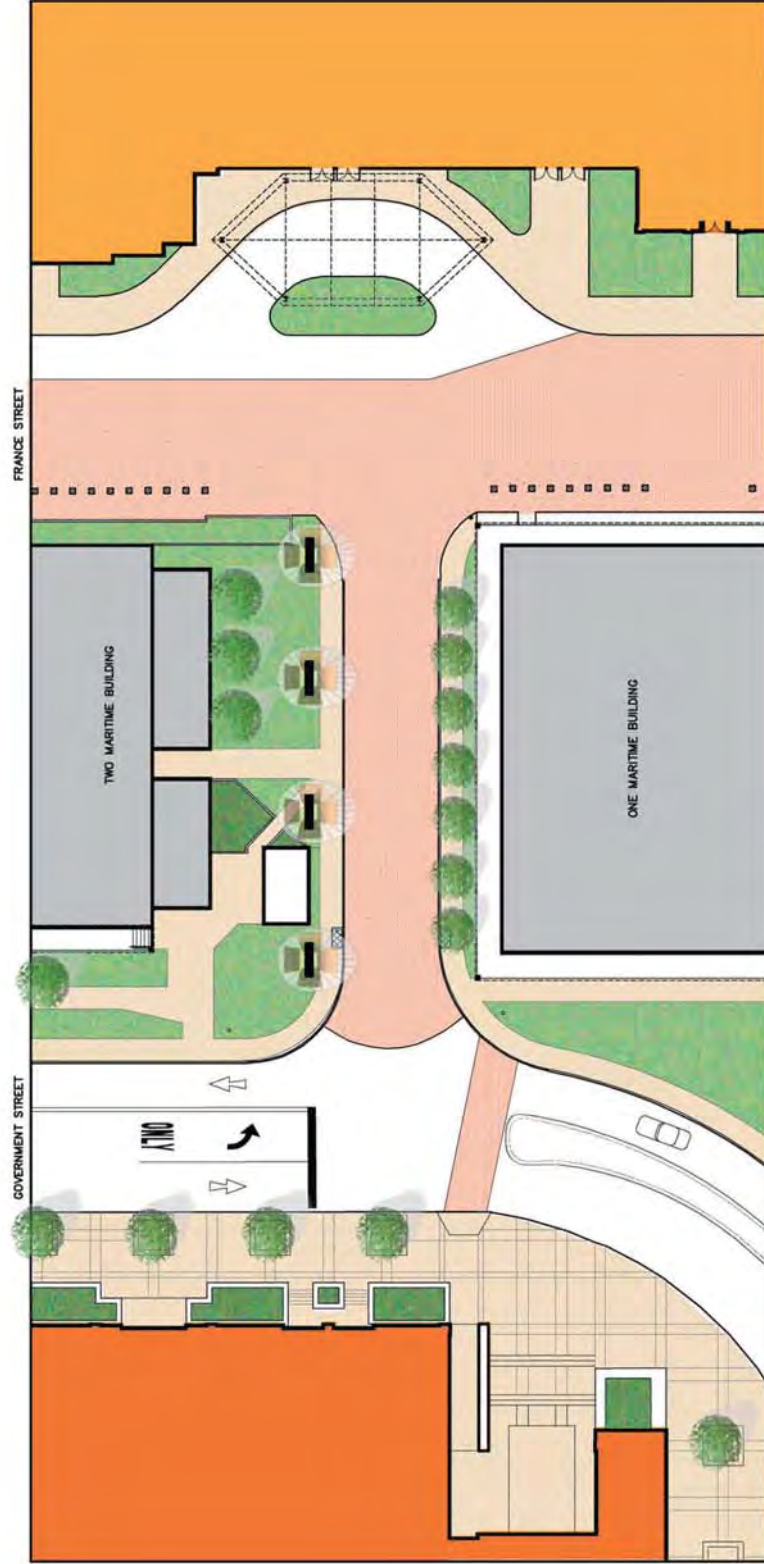


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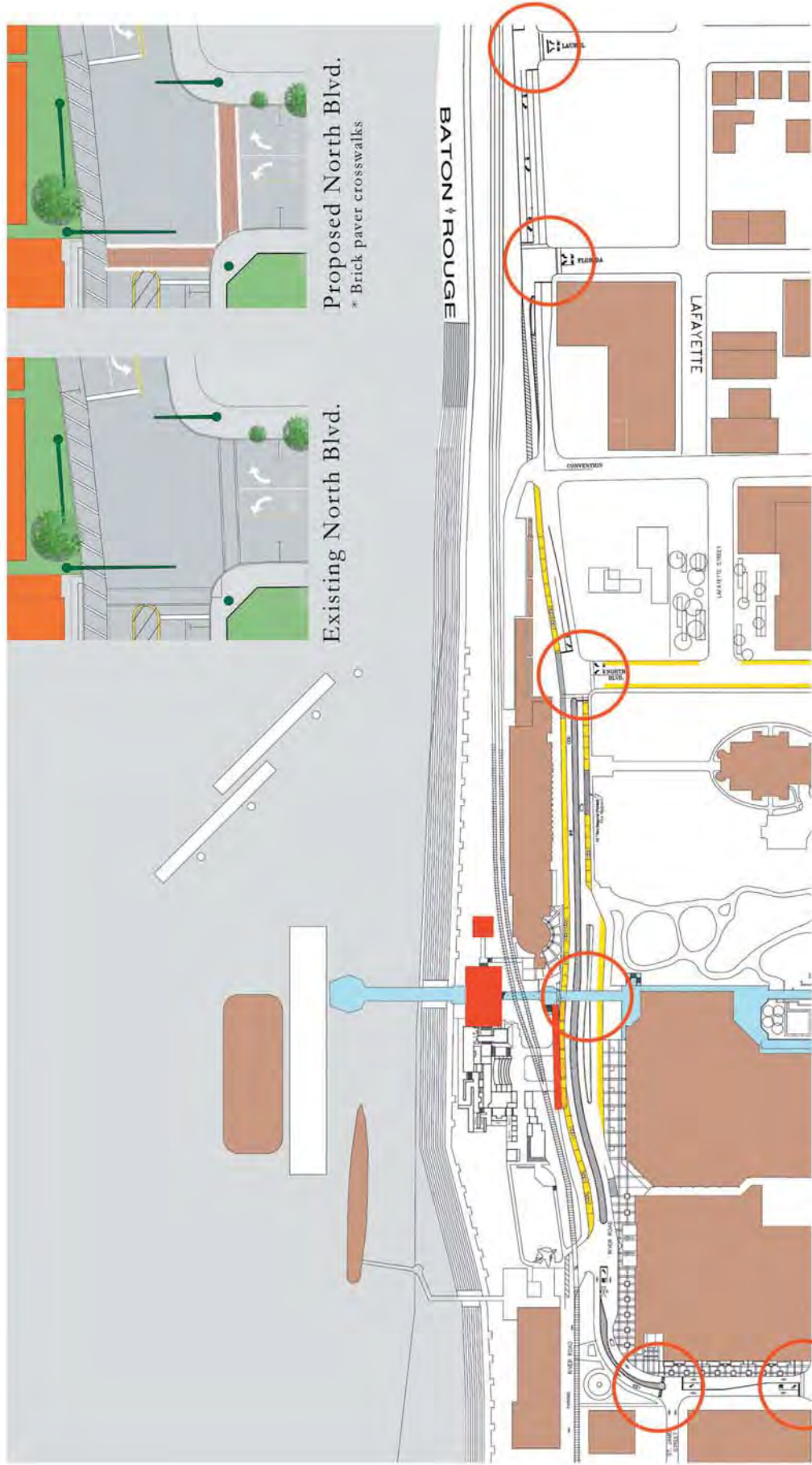
Proposed St. James Street - D



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Proposed St. James Street - D



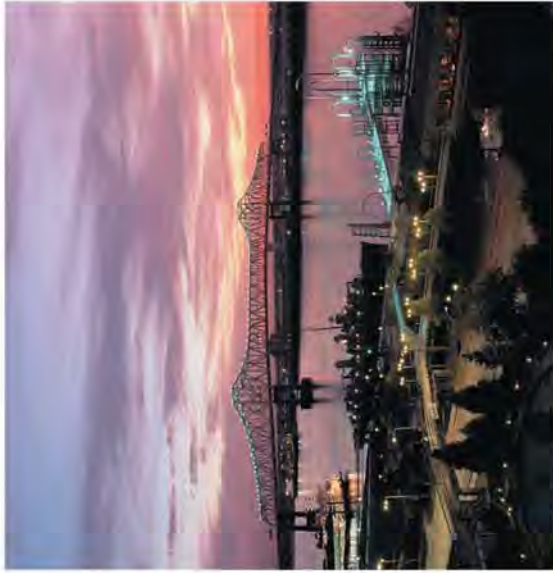
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River Rd. / Government St.

- Crosswalk Intersections
- On-Street Parking
- Proposed Riverfront Plaza Structures
- Pedestrian Circulation



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• Program

Promote the Riverfront Plaza as a rich, multi-component, integrated destination point for visitor orientation, recreation, art, music, history, and cultural events. Provide large, shaded, special event and reception plaza augmenting meeting facilities in Louisiana Art and Science Museum, Convention Center, Convention Center Hotel, and Old State Capitol. Incorporate convenient food/drink/catering facilities, and public restrooms. Revitalize area for greater usage, beauty, and appropriate prominence as the prime Downtown Plaza/Park.

• Visitor Orientation

Transform this prime but underutilized area into an upscale, hospitality-quality tourist Orientation Area, welcoming thousands of visitors annually.

• Receiving Plaza

Create an inviting and dynamic public space themed around its location as a Riverfront "Threshold" to the City. Build upon the existing circulation infrastructure to add a rich mix of ceremonial components, pagentry, lighting, color, signage, art and history.

• Plaza Canopy

One-of-a-kind, grand pavilion gateway to the Capitol City, scaled to the grandeur of the Mississippi River. A signature icon and ceremonial centerpiece to showcase the Downtown Riverfront. A fresh, dynamic, sculptural landmark compatible with upcoming contemporary designs of Convention Center expansion and the Shaw Center for the Arts.

• History

Provide engaging, supplemental, interpretive information through a comprehensive storyline. Increase public awareness and appreciation of the key aspects of the heritage of Downtown Baton Rouge. Bring culture, traditions, and history alive.

• Quality

Establish improved maintenance program

• Parade of Flags

Capitalize on unique Heritage of Governance and Occupation symbolized by a dramatic array of flags and interpretive signage. A prime historic/tourist/educational attraction. A showcase tourist feature of rich interpretive content. Renovate area into a spectacularly scaled, visually striking and memorable Landmark enlivening the city skyline and riverfront presence. A strong City Marketing Identity.

• Landscape

Develop potential for an Urban Horticultural Garden showcasing unique regional plant life, with interpretive signage. Maximize seasonal color.

• Art

Integrate Public Art installations into existing plaza fountains to enliven visual dynamics. Augment fountain jets to entertainingly interact with art pieces

• Materials

Minimize plain concrete paving. Replace with brick or stone paving with distinctive patterning and inset with cast art elements

• Circulation

Buses - Provide proper facility for increased tour and school bus usage, with covered canopy seating area.

• Pedestrian - Bridge

Renovate prime circulation amenity into a Signature Access Landmark. Upgrade finishes and lighting. Maximize location as major visitor vantage point with 360 overview of surrounding attractions. Utilize for large scale, temporary signage mounting, promoting civic and seasonal events. Investigate naming opportunity.

Riverfront Plaza Guidelines

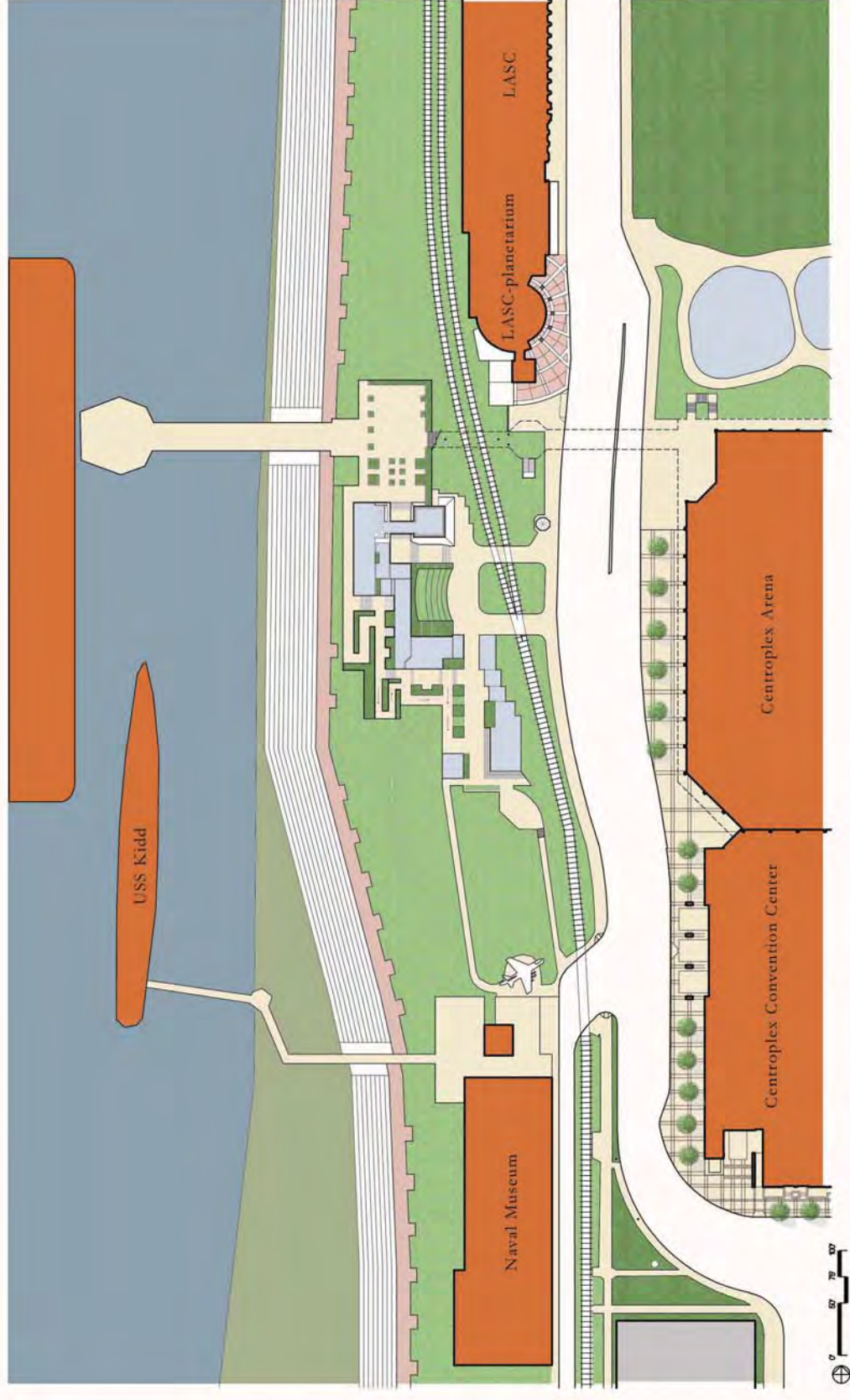


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Riverfront Plaza Survey



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Existing Riverfront Plaza

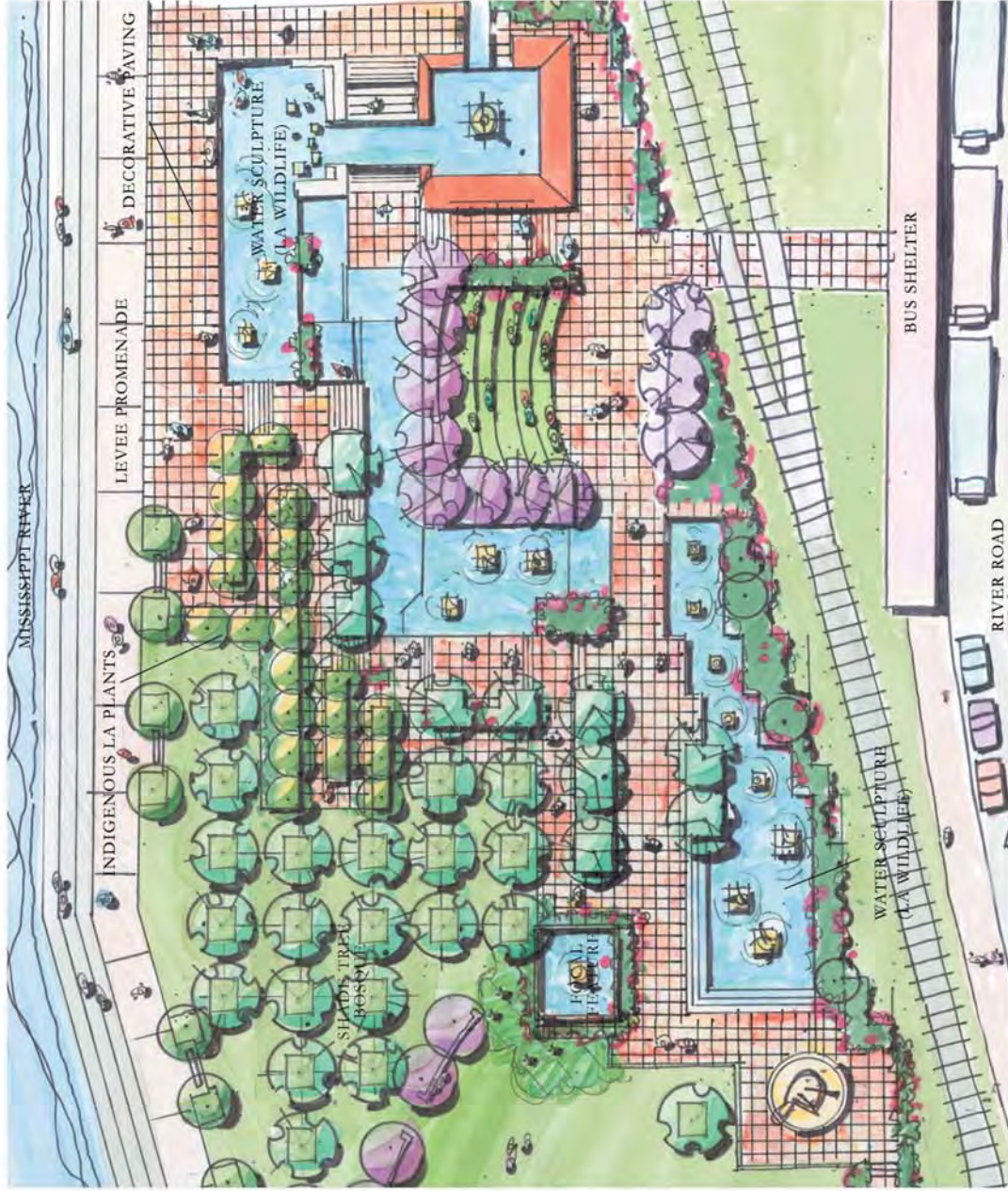


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Riverfront Park



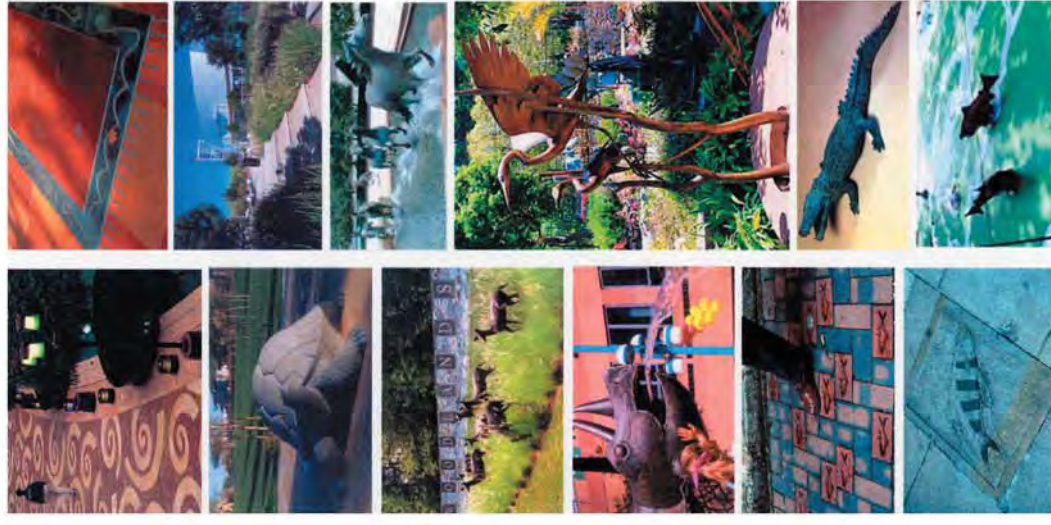
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DOWNTOWN DEVELOPMENT DISTRICT

WASHER, HILL & LIPSCOMB ARCHITECTS

ESKEW+DUMEZ+RIPPLE

REICH ASSOCIATES

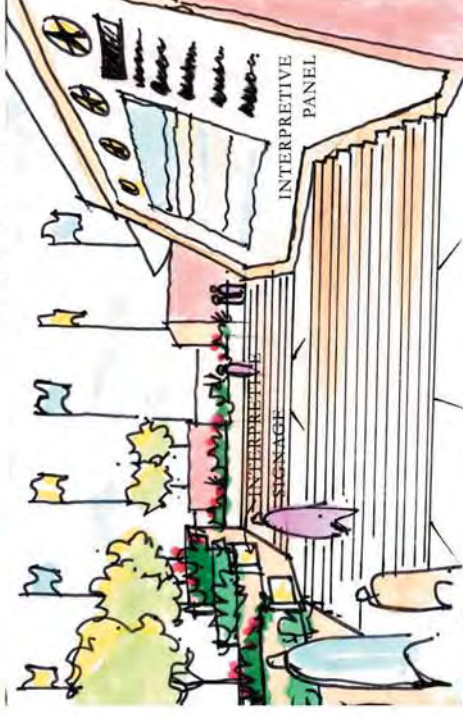


SCULPTURE AND PAVING CONCEPT IMAGES

Riverfront Plaza "Water Park"



EXISTING CONDITIONS
DOWNTOWN VISITORS' AMENITY PLAN
 DOWNTOWN DEVELOPMENT DISTRICT
 WASHER, HILL & LIPSCOMB ARCHITECTS
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CONCEPT DESIGN ENHANCEMENT SKETCHES

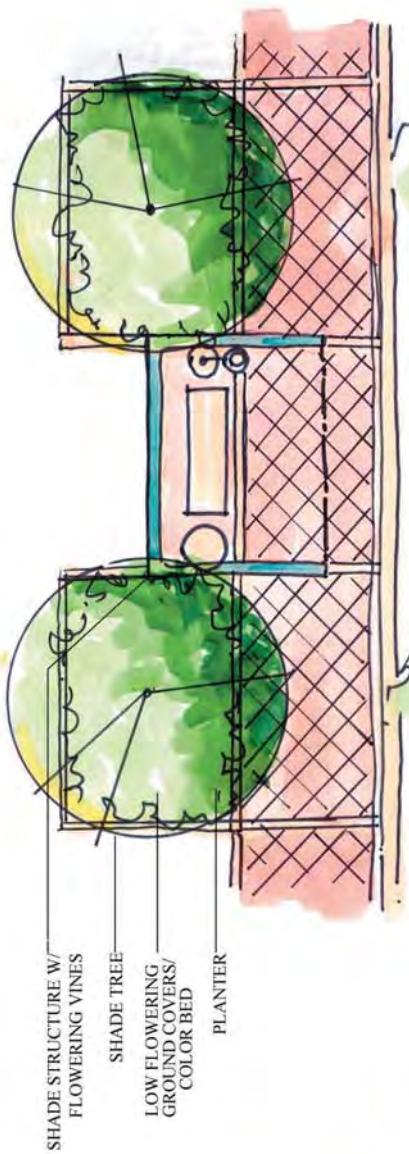
Riverfront Plaza



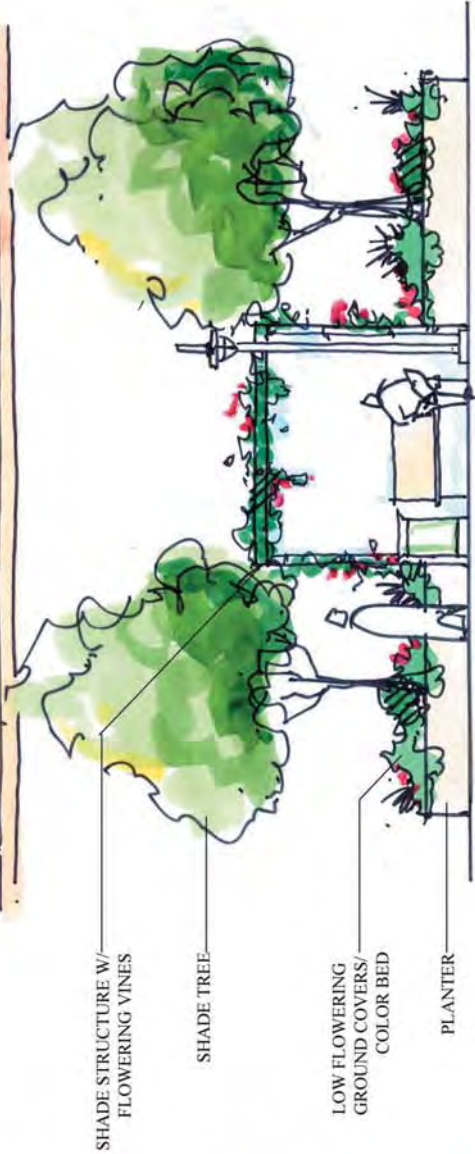
EXISTING VIEW TO FRANCE STREET



PROPOSED LEVEE ACCESS PORTAL AT FRANCE STREET



SHADE STRUCTURE W/
FLOWERING VINES
SHADE TREE
LOW FLOWERING
GROUND COVERS/
COLOR BED
PLANTER



SHADE STRUCTURE W/
FLOWERING VINES
SHADE TREE
LOW FLOWERING
GROUND COVERS/
COLOR BED
PLANTER



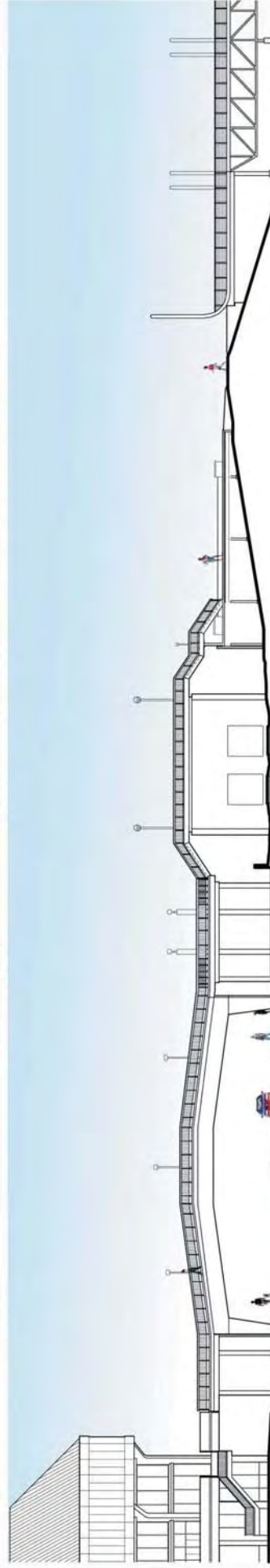
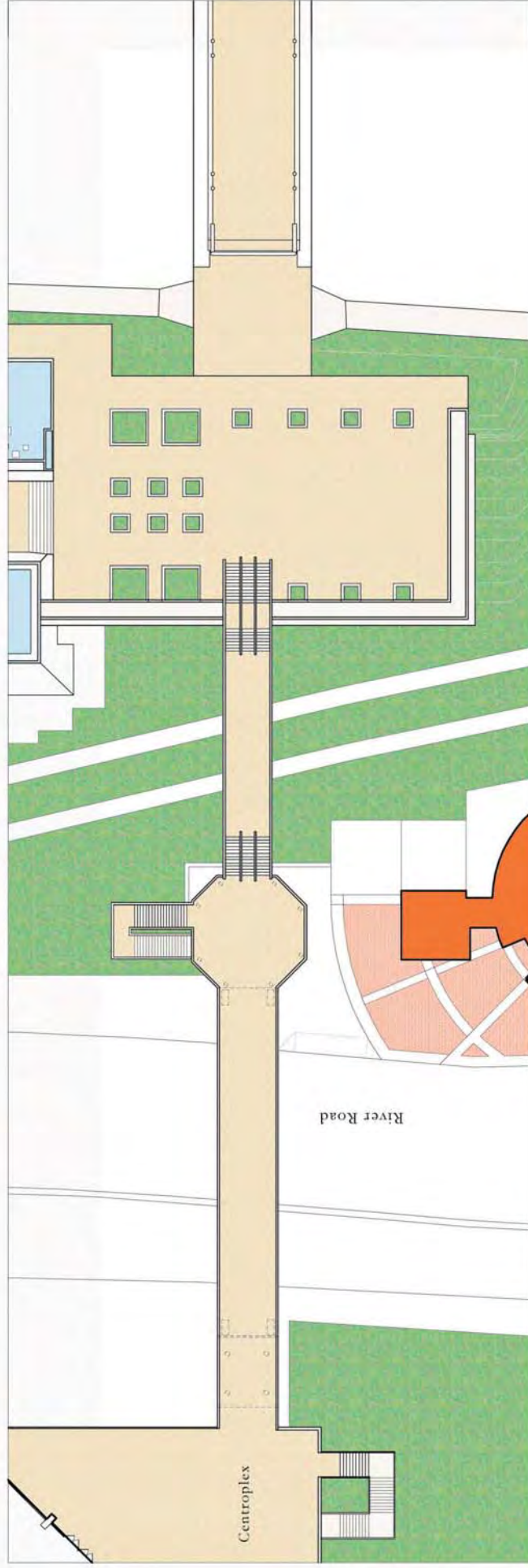
DOWNTOWN VISITORS' AMENITY PLAN

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Riverfront Levee

Seating Area & Access Portal

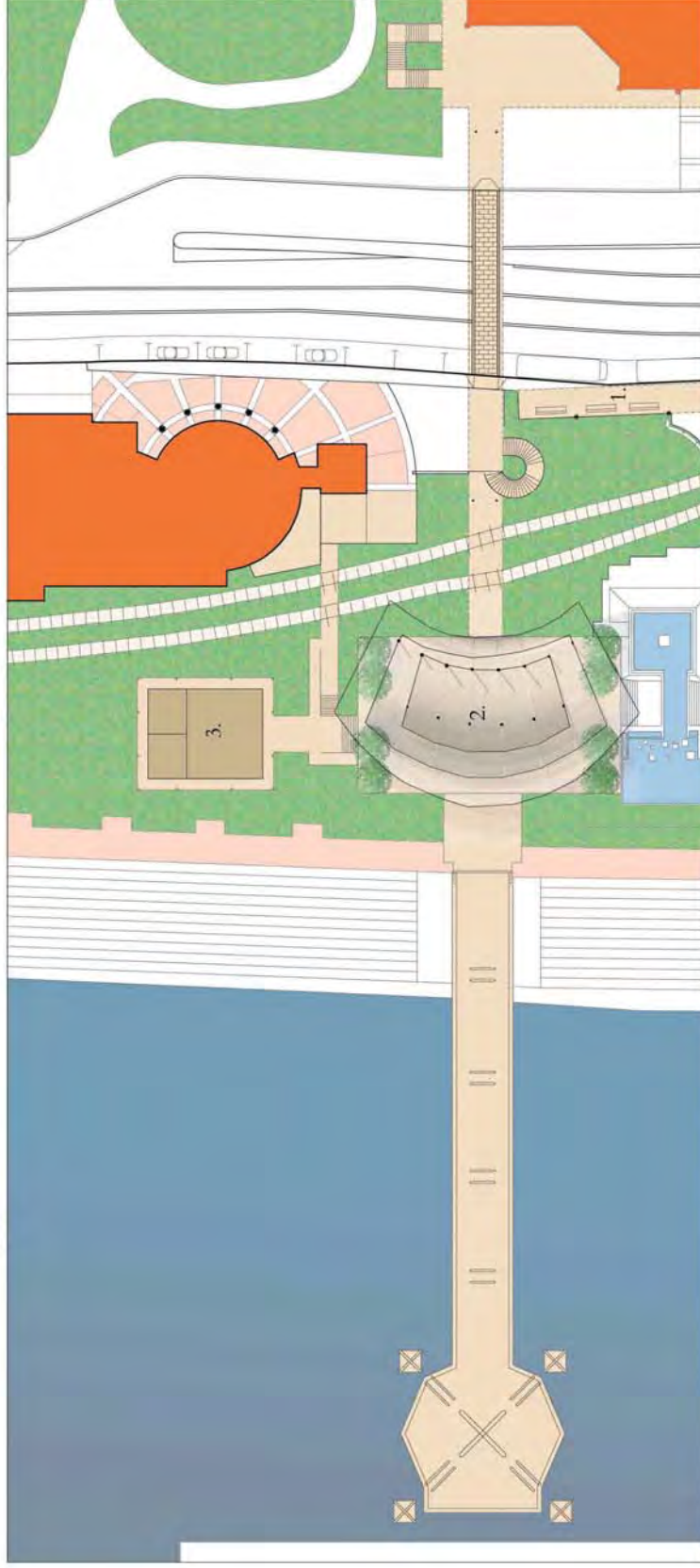
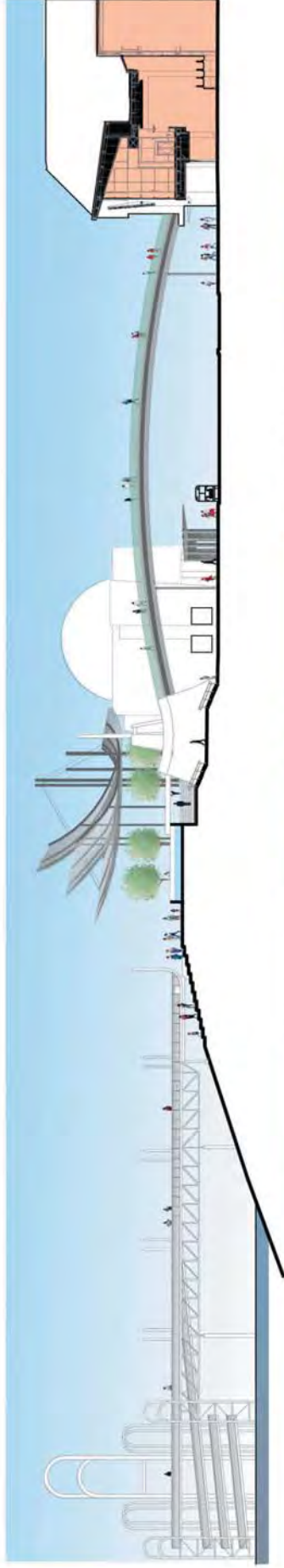


DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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Existing Riverfront Plaza



DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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Riverfront Plaza

1. Riverfront Transit Center/Plaza Gateway
2. Riverfront Plaza Canopy
3. Levee Pavilion - Food, Drinks, R/R

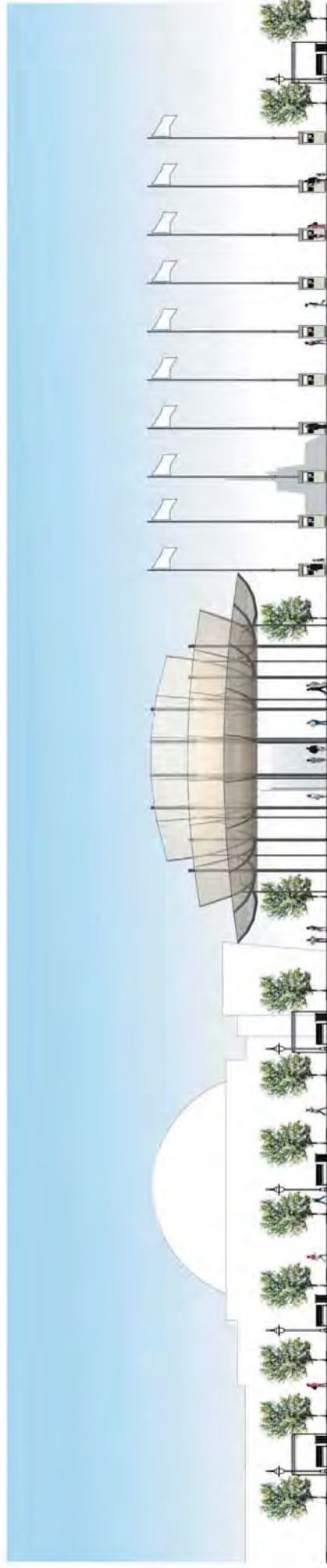


DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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Riverfront Plaza



Proposed Riverfront Plaza



Existing Riverfront Plaza

DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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Riverfront Plaza



DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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Riverfront Plaza



DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

WASHER + HILL & LIPSCOMB ARCHITECTS
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Riverfront Transit Center

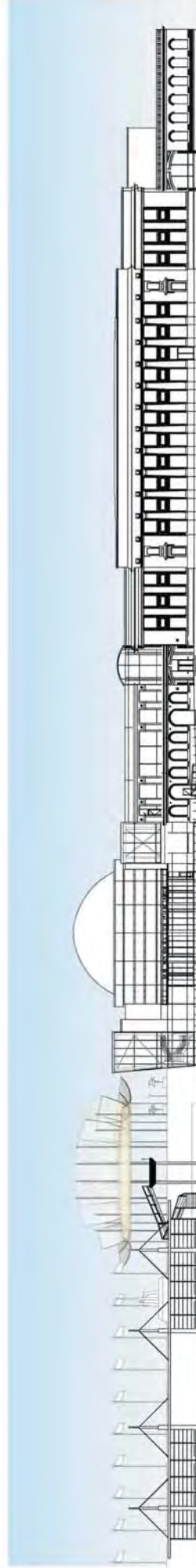
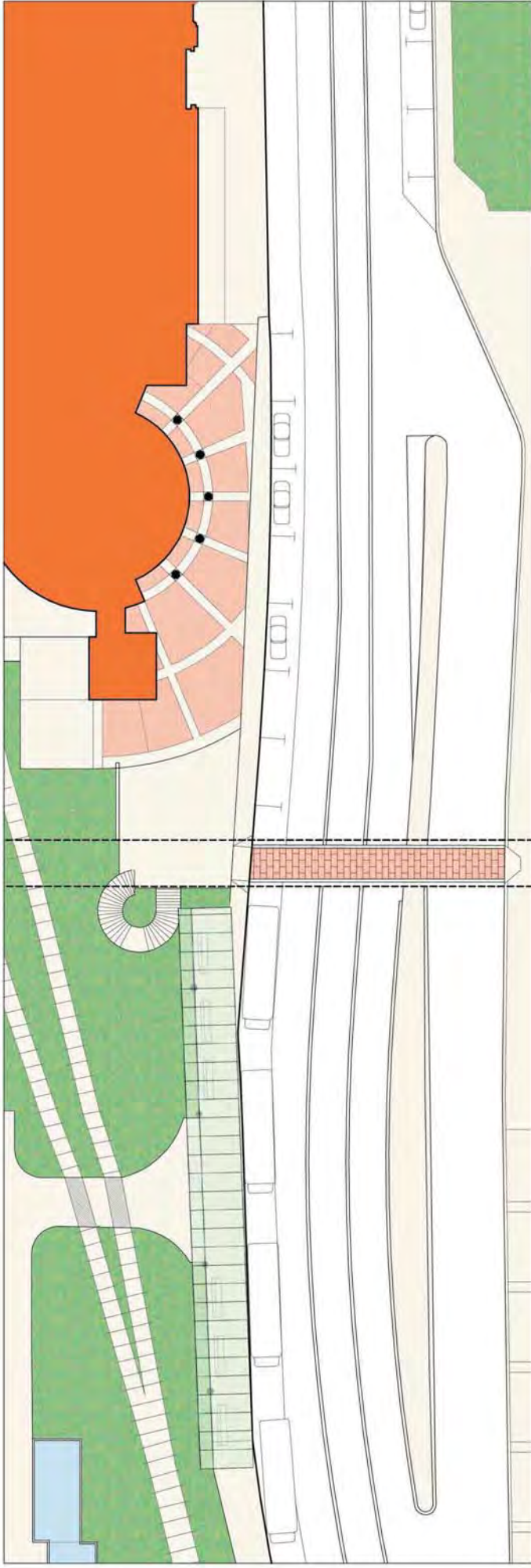


DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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REICH ASSOCIATES

Riverfront Transit Center

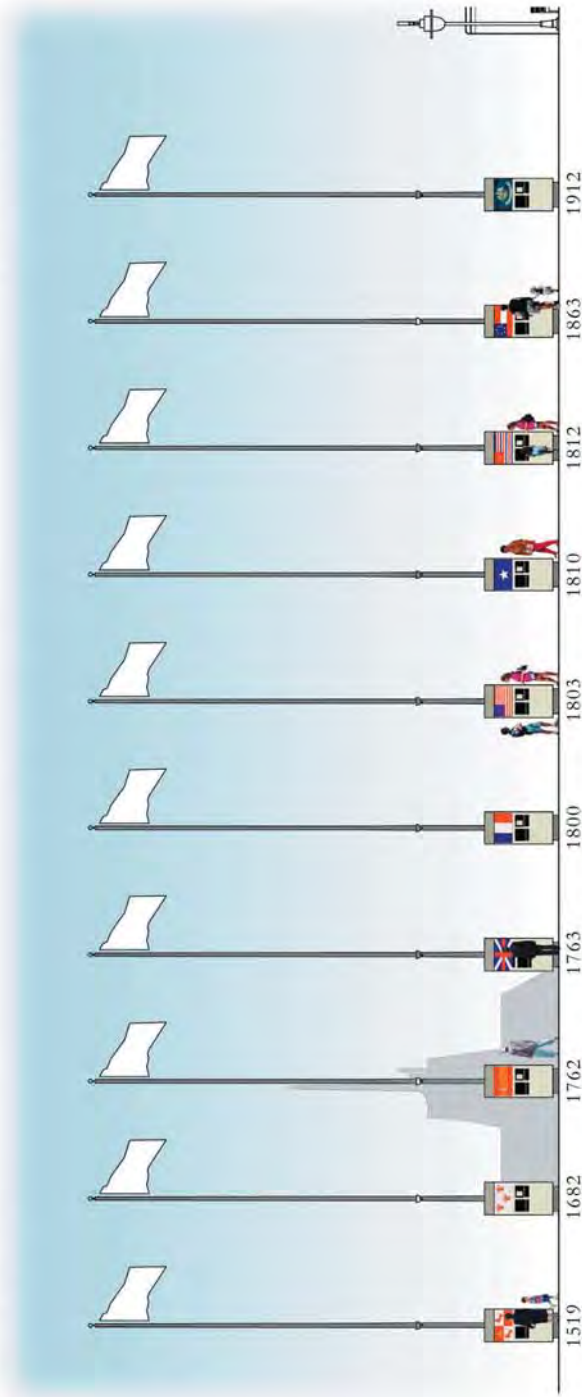
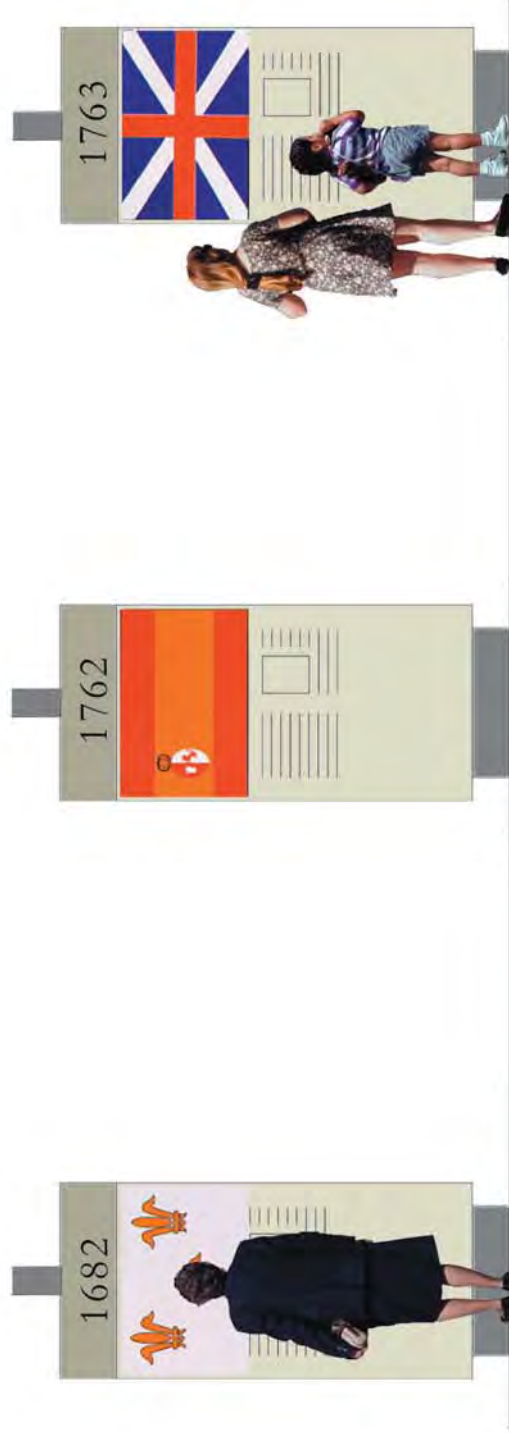


Riverfront Bus Stop

DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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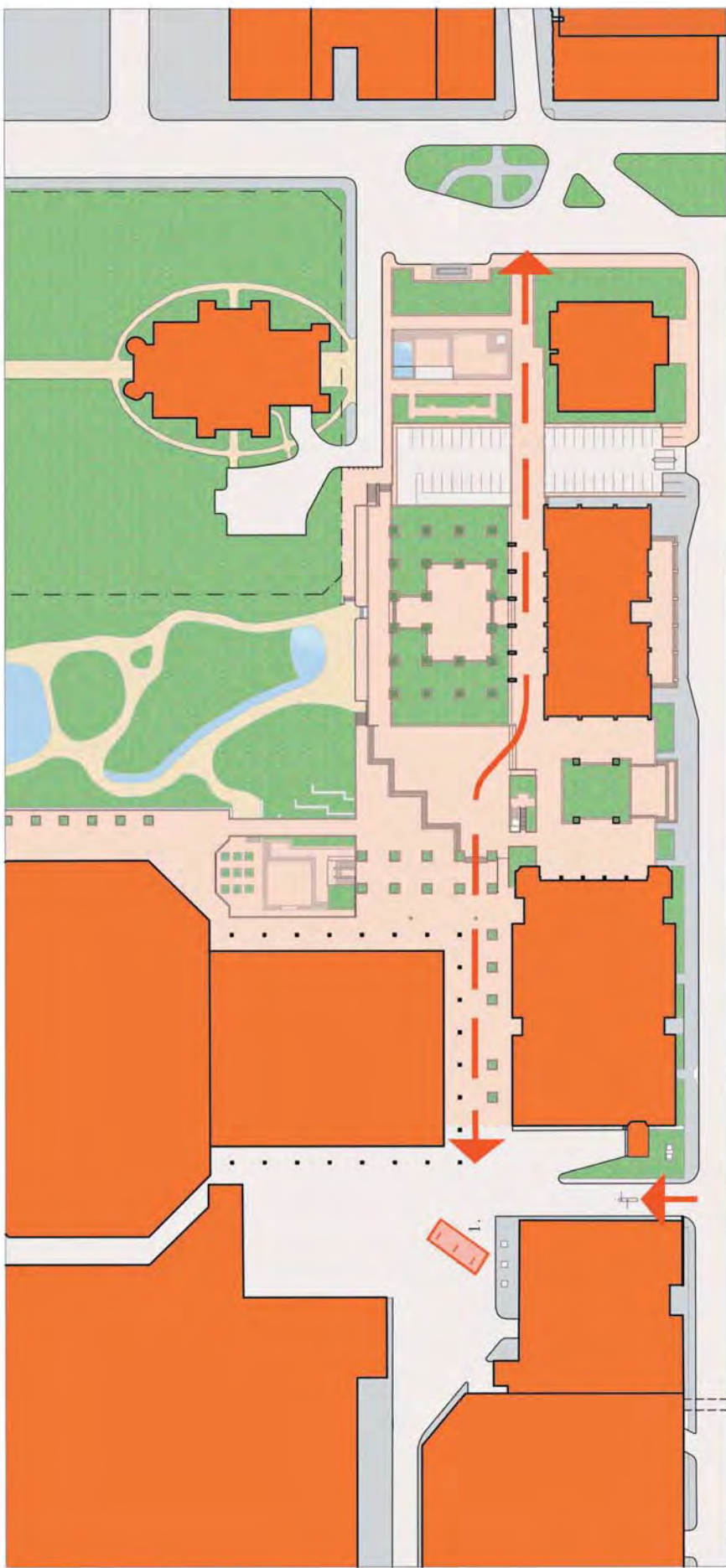
DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

WASHER + HILL & LIPSCOMB ARCHITECTS
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REICH ASSOCIATES



Parade of Flags

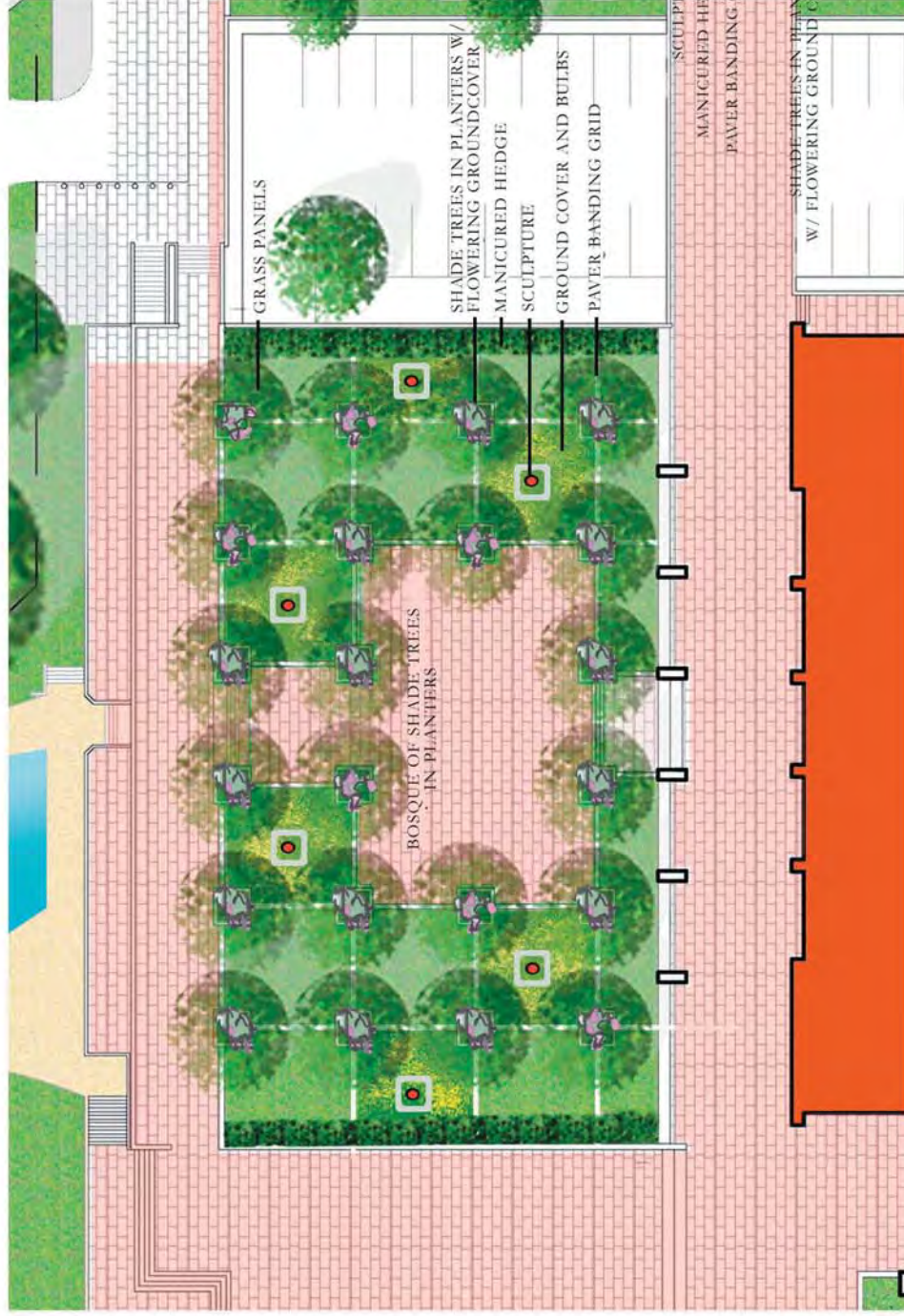


1. As part of a future - phase component of the Centroplex Convention Center Expansion, an Orientation Portal is proposed to provide a visual connection for vehicular access at St. Louis Street and pedestrian access along Centroplex Plaza

DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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EXISTING



CONCEPT IMAGES

DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

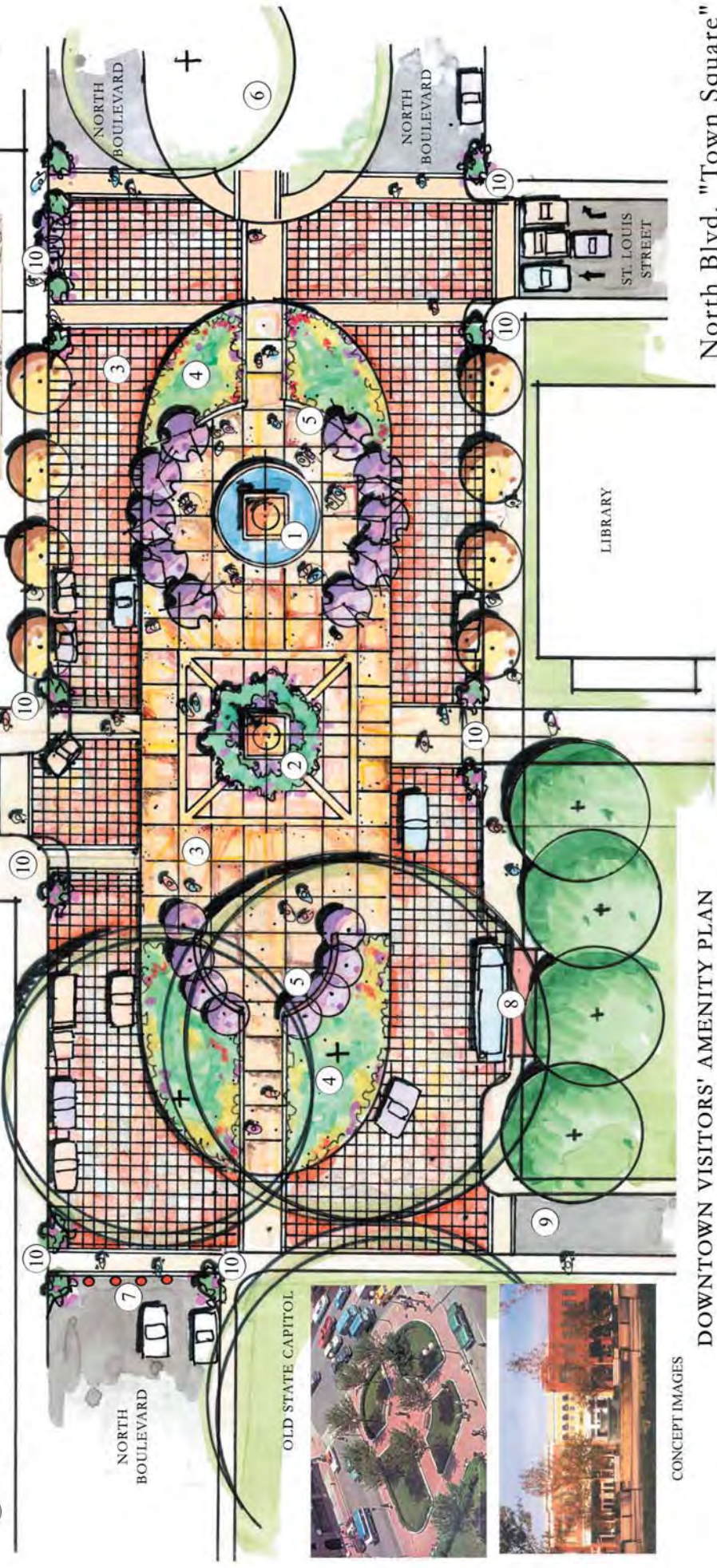
WASHER + HILL & LIPSCOMB ARCHITECTS
ESKEW + DUMIEZ + RIPPLE
REICH ASSOCIATES

LEGEND

- 1 LOW BASIN FOUNTAIN W/ FOCAL FEAT.
- 2 CENTRAL FOCAL FEATURE (TOWER)
- 3 DECORATIVE PAVING
- 4 FLOWERING GROUND COVER
- 5 SEATING BELOW ORNAMENTAL SHADE TREES
- 6 NORTH BLVD. PARKWAY
- 7 REMOVABLE BOLLARDS
- 8 BUS STOP
- 9 ACCESS DRIVE
- 10 CURB EXTENSIONS



CONCEPT IMAGE



North Blvd. "Town Square"

DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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CONCEPT IMAGES



ACTIVITY IMAGES



PLANTING IMAGES

DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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North Boulevard



DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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Third Street Survey



LEGEND

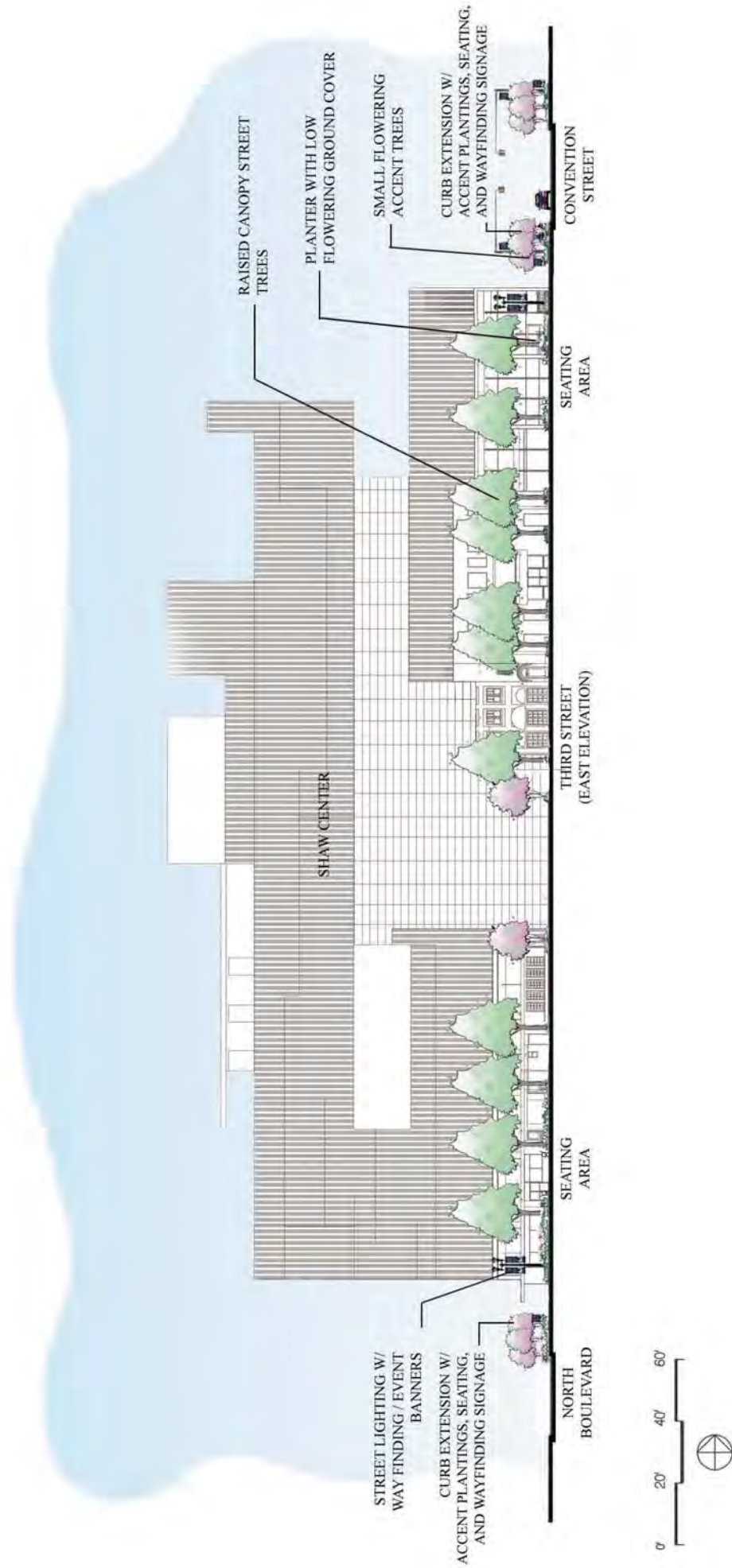
- 1 ACTIVE ZONE
- 2 PASSIVE ZONE
- 3 EXPANDED PLANTER FOR SHADE TREES AND FLOWERING GROUNDCOVER
- 4 SPECIALTY PAVING AT INTERSECTIONS AND CROSSWALKS
- 5 CURB EXTENSIONS FOR ACCENT PLANTINGS / SEATING AND WAYFINDING SIGNAGE
- 6 SEATING AREA
- 7 BUFFER PLANTINGS FOR PARKING LOT AND FUTURE PARKING STRUCTURE



DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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DOWNTOWN VISITORS' AMENITY PLAN

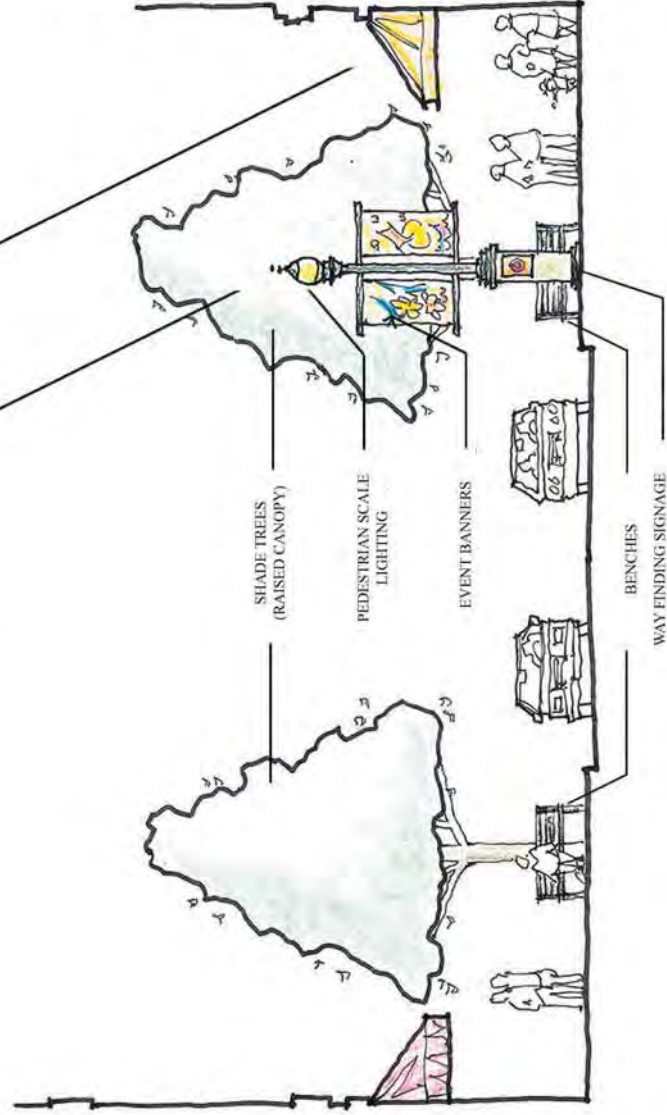
DOWNTOWN DEVELOPMENT DISTRICT

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Third Street East Elevation

ACTIVE ZONE
PEDESTRIAN CIRCULATION
CORRIDOR, MORE AWNINGS
TO CREATE PEDESTRIAN SCALE
AND SHADE

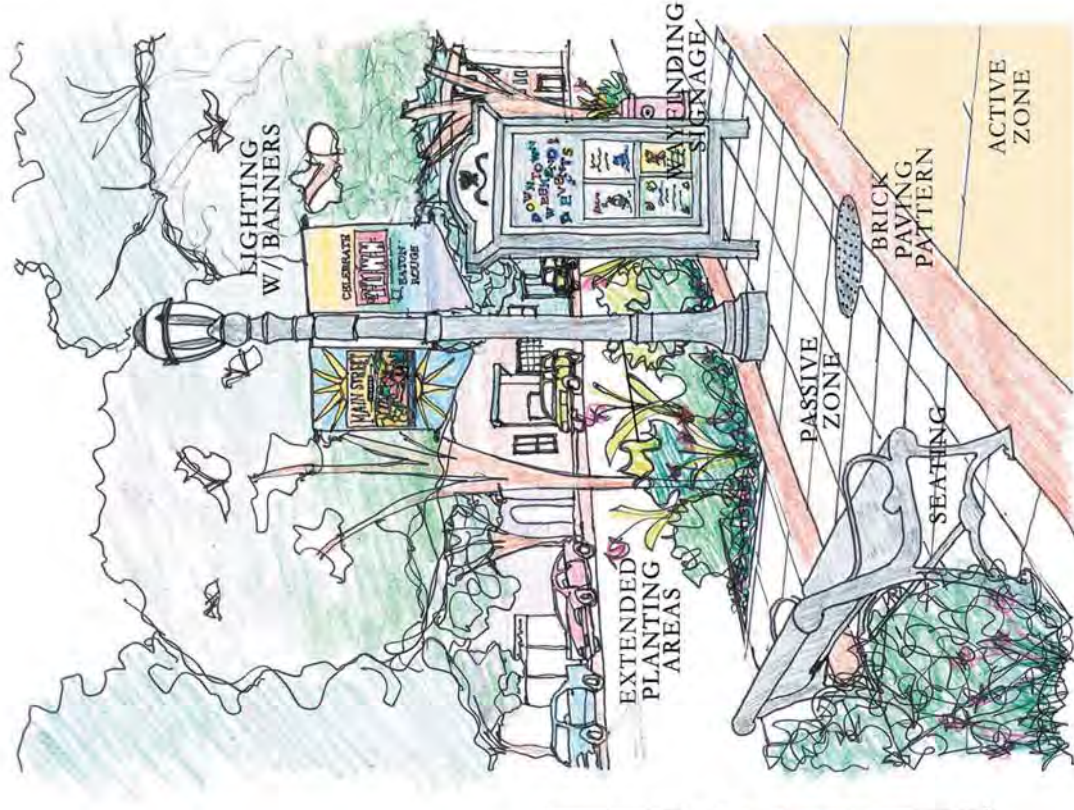
PASSIVE ZONE
CREATE SHADED SEATING
AREAS, PROVIDE PEDESTRIAN
SCALE SITE FURNISHINGS,
LIGHTING, PLANTERS, BANNERS
AND WAY-FINDING SIGNAGE



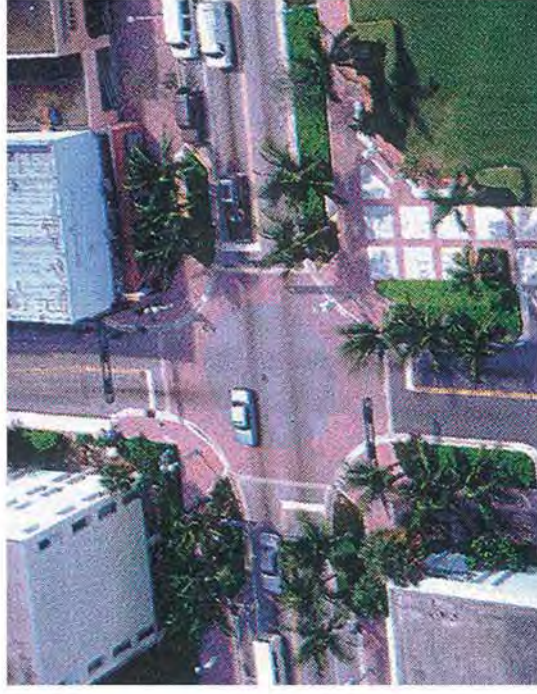
DOWNTOWN VISITORS' AMENITY PLAN

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Passive and Active Zones

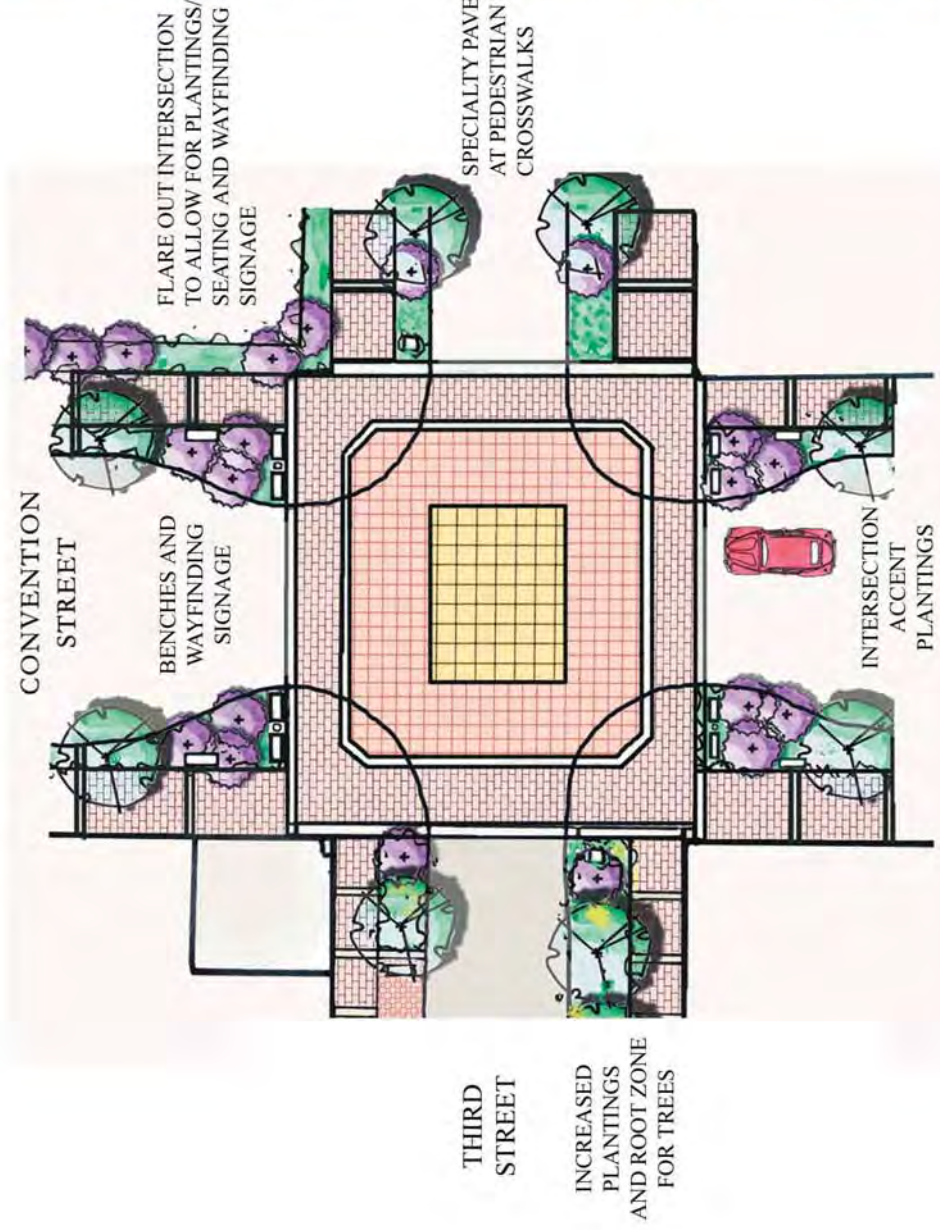


SPECIALTY PAVEMENT
AT PEDESTRIAN INTERSECTION
CROSSWALKS



DESIGN CONCEPT IMAGES

Intersection Paving Detail



DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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Riverside Area Historical Markers

1. Beauregard Town
2. Belisle Building
3. Capital City Press Building
4. Central Fire Station
5. Florence Coffee House
6. Fuqua Hardware Store Building
7. Heidelberg Hotel
8. LA St. Capitol
9. LA St. Capitol (1849-62; 1882-1932)
10. Main Street Historic District
11. Old Louisiana Governor's Mansion
12. Old Post Office
13. Potts House
14. Powder Magazine
15. Spanish Town
16. St. James Episcopal Church
17. St. Joseph Cathedral
18. Stewart-Dougherty House
19. Tessler Buildings
20. The B.R. Water Works Co. Standpipe
21. U.S. Post Office and Courthouse
22. U.S.S. Kidd
23. U.S. Barracks
24. Warden's House- Old LA St. Penn
25. Winans, Fonville Studio
26. Yazoo and Mississippi Valley R.C.D.
- 27.
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- 41.
- 42.
- 43.
- 44.

National Register of Historical Places

1. Beauregard Town
2. Belisle Building
3. Capital City Press Building
4. Central Fire Station
5. Florence Coffee House
6. Fuqua Hardware Store Building
7. Heidelberg Hotel
8. LA St. Capitol
9. LA St. Capitol (1849-62; 1882-1932)
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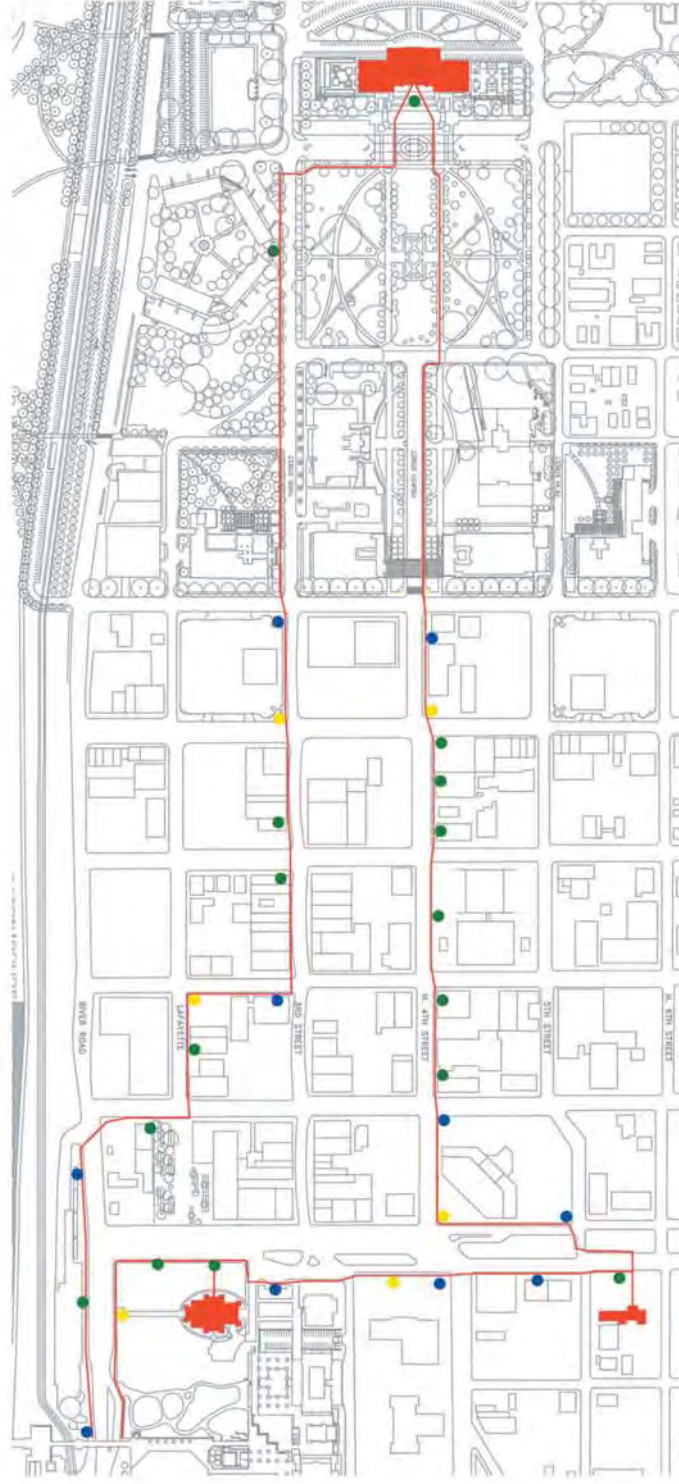
DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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Historical Markers



HERITAGE WALKING TOUR

- Develop clearly marked walking tours of downtown attractions.
 - Increase readily available information through appropriate interpretive content at significant locations.
 - Foster educational atmosphere encouraging research, discovery and enrichment.
- Add further historical markers honoring person or event that shaped particular character of downtown Baton Rouge.
- Develop a range of Walking Tours which focus attention on the following areas of visitor interest:
- Political Tour
 - Civic History Tour
 - Architectural Tour
 - Famous People Tour
 - Art Tour
 - Horticultural Tour



ORNAMENTAL PAVING MARKERS

DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

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Walking Tour



● Proposed downtown public art areas.



1.



4.



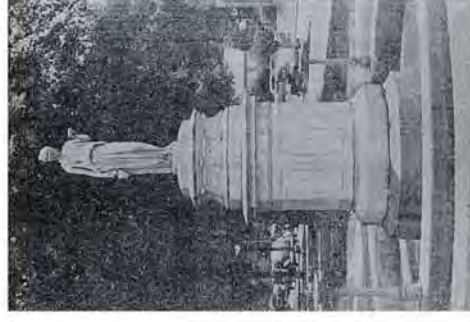
7.

Existing Public Art

1. HEBE SCULPTURE
Thorvaldsen, 1914
2. PIETA
Mestrovic, 1958
3. MIGRATING PEOPLE
Mestrovic, 1950's
4. MARTIN LUTHER KING, JR.
MONUMENT
Silverman, 1996
5. OLIVER POLLOCK MONUMENT
Hayden, 1979
6. OLIVER POLLOCK FOUNTAIN
Hayden, 1979
7. CONFEDERATE MONUMENT
Goodman, 1886
8. MURAL
Humphris, Isaac, Phenev, Suchanek, 1998
9. TIFFANY WINDOW
Tiffany Glass Company, 1909
10. PRODIGAL SON
Mestrovic, 1950's
11. CRUCIFIX
Mestrovic, 1959
12. HOMAGE TO CHRISTOPHER
COLUMBUS
Alessandrini, 1992
13. RED STICK
Hayden

Public Art Enrichments

- Promote Louisiana artists through an expanded program of a wide range of Public Art Installations.
- Enliven the realm of Visual Richness, Visitor Engagement, and Downtown Cultural Identity through a Creative Arts Atmosphere.
- Capitalize on the momentum of the Arts Block Development and Baton Rouge Arts Market along with well-established arts-related agencies and facilities to further engender a thriving, high-profile Downtown Arts Culture.
- Institute a Percent-For-Art program.



1956

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DOWNTOWN DEVELOPMENT DISTRICT

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Downtown Public Art



Interstate Signage



Landmark Directional



Parking Directional



Wayfinding Signage



Parking Identification



District Banners

Interpretive Signage



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DOWNTOWN DEVELOPMENT DISTRICT

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Orientation Kiosk



Landmark Identification

Landmark Parking Identification

Traffic Regulatory

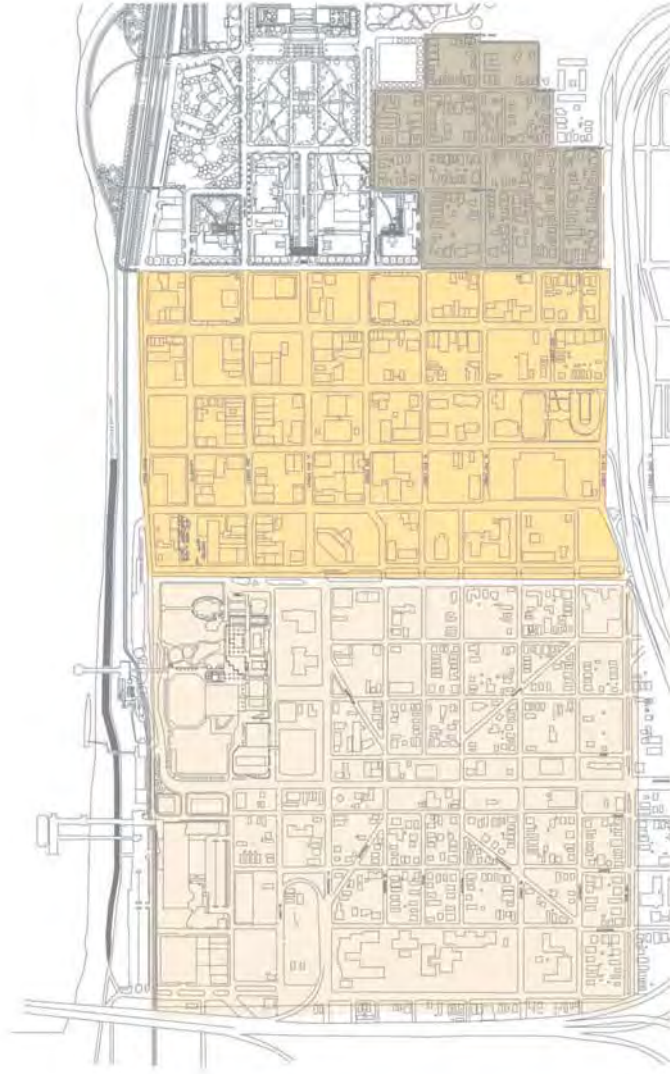
New Centroplex Signage

DOWNTOWN VISITORS' AMENITY PLAN

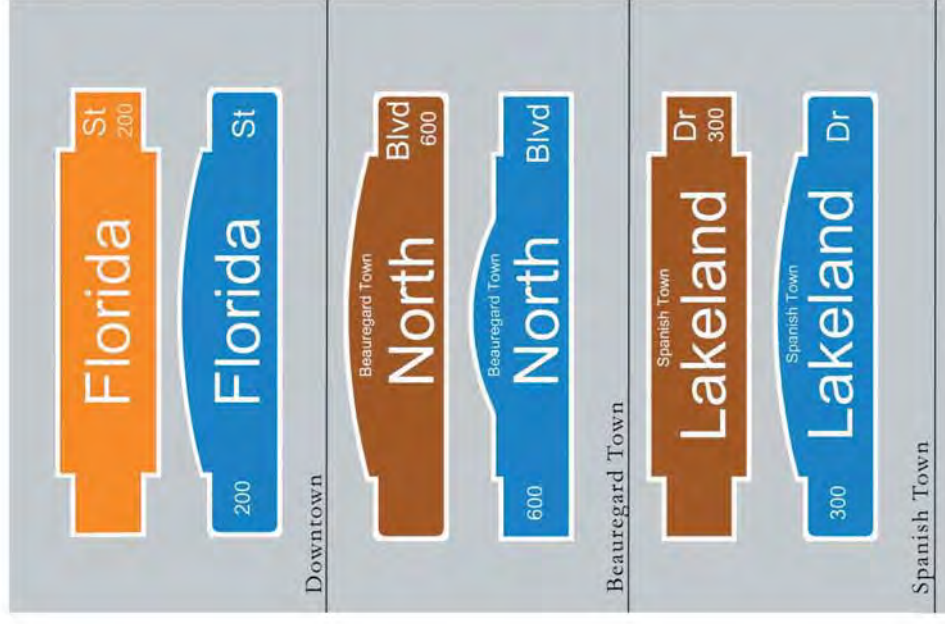
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REICH ASSOCIATES

Signage Survey



Existing Street Signs

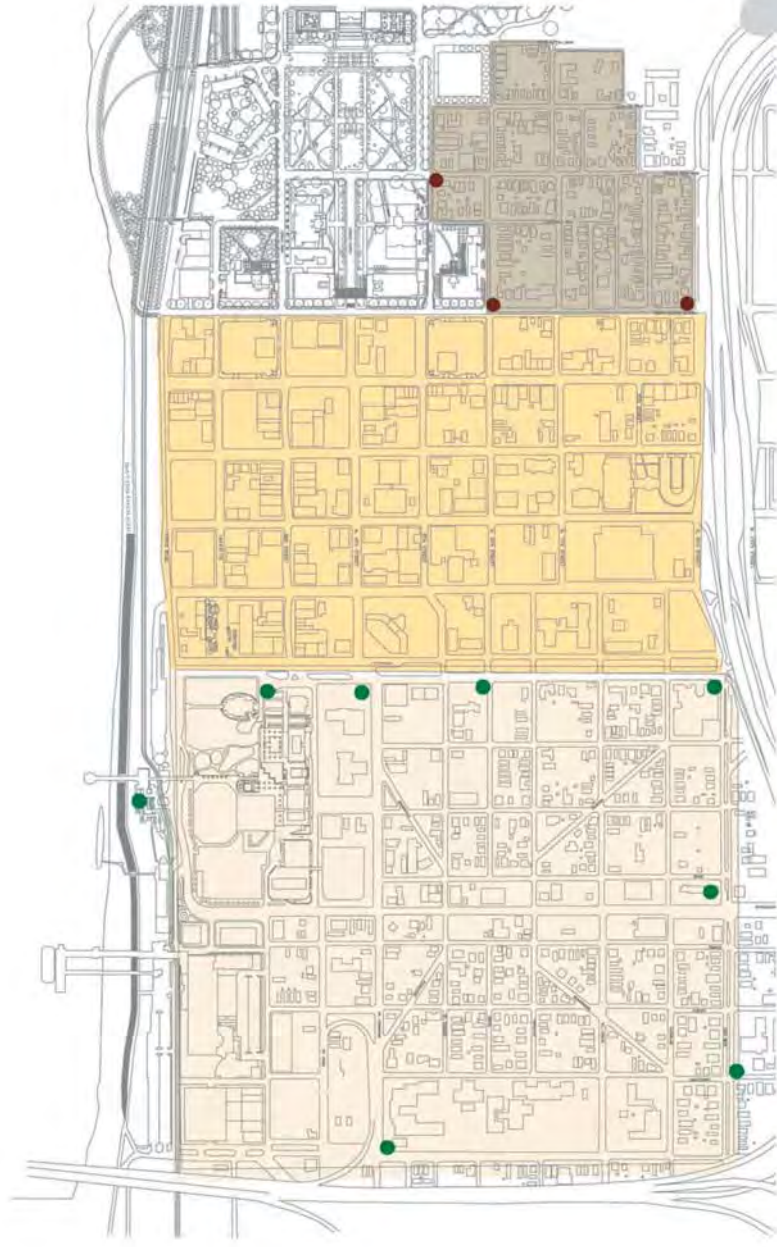


Design Options to meet code guidelines.

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DOWNTOWN DEVELOPMENT DISTRICT

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REICH ASSOCIATES

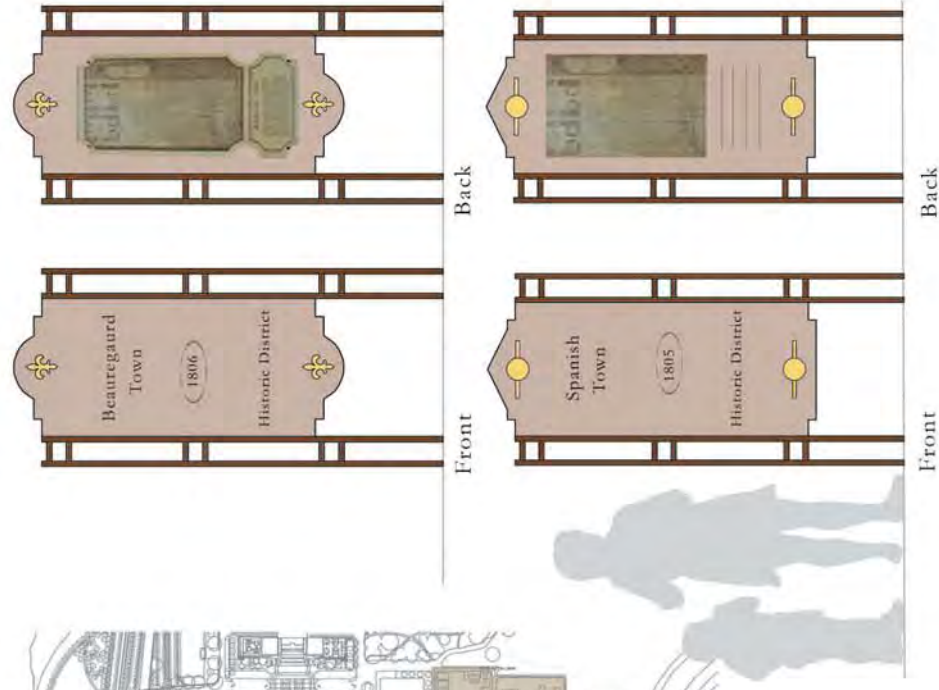


Existing District Signs

DOWNTOWN VISITORS' AMENITY PLAN

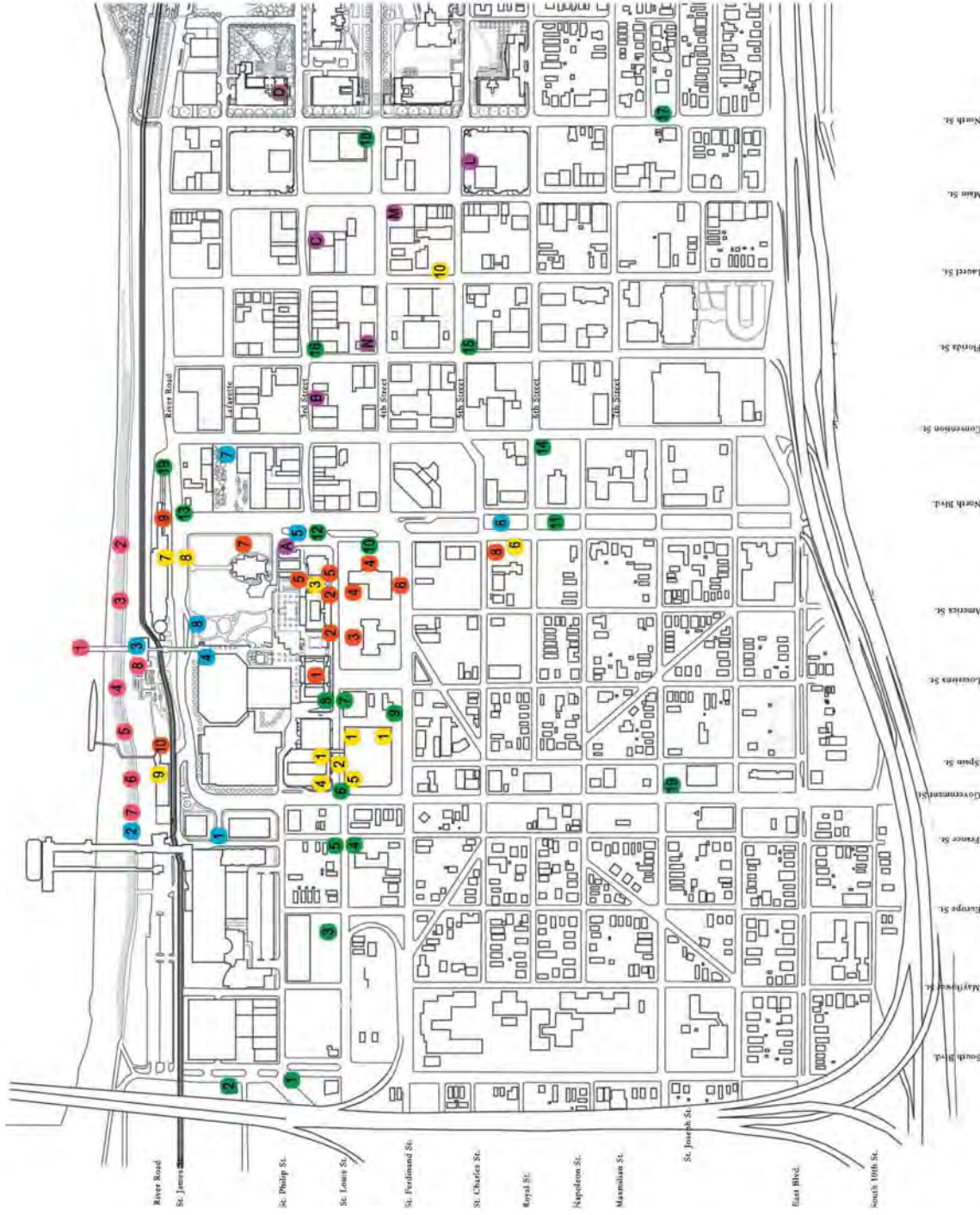
DOWNTOWN DEVELOPMENT DISTRICT

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 ESKEW + DUMEZ + RIPLEY
 REICH ASSOCIATES



Proposed Design Options

Historic District Identities



Legend

- A** Vehicular Wayfinding
- B** Parking Identity
- C** Pedestrian Wayfinding
- D** Shuttle Stop Wayfinding
- E** Interpretive
- F** Landmark Identity

DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

WASHER + HILL & LIPSCOMB ARCHITECTS
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 REICH ASSOCIATES

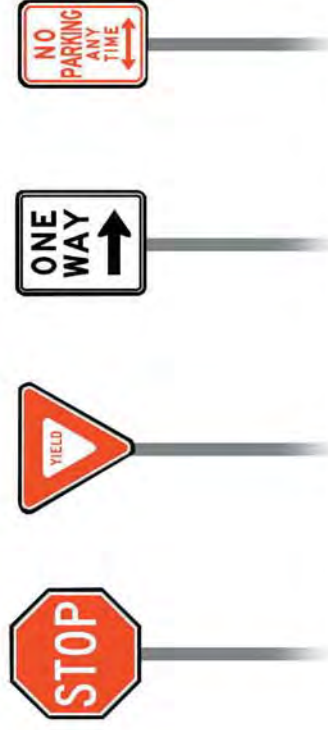
Signage Master Plan



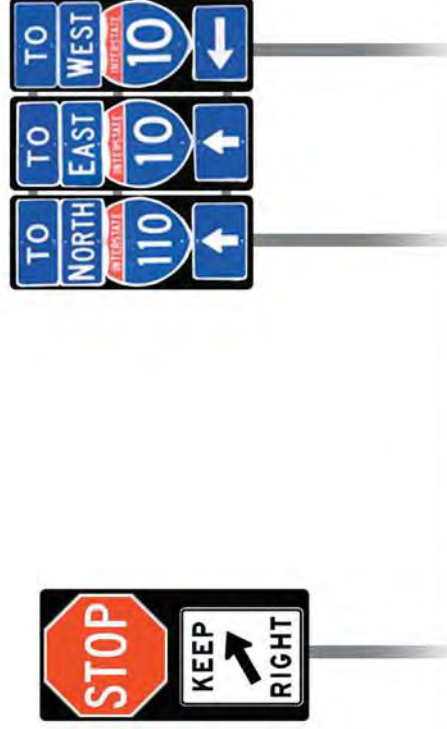
DOWNTOWN VISITORS' AMENITY PLAN

DOWNTOWN DEVELOPMENT DISTRICT

WASHER + HILL & LIPSCOMB ARCHITECTS
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REICH ASSOCIATES

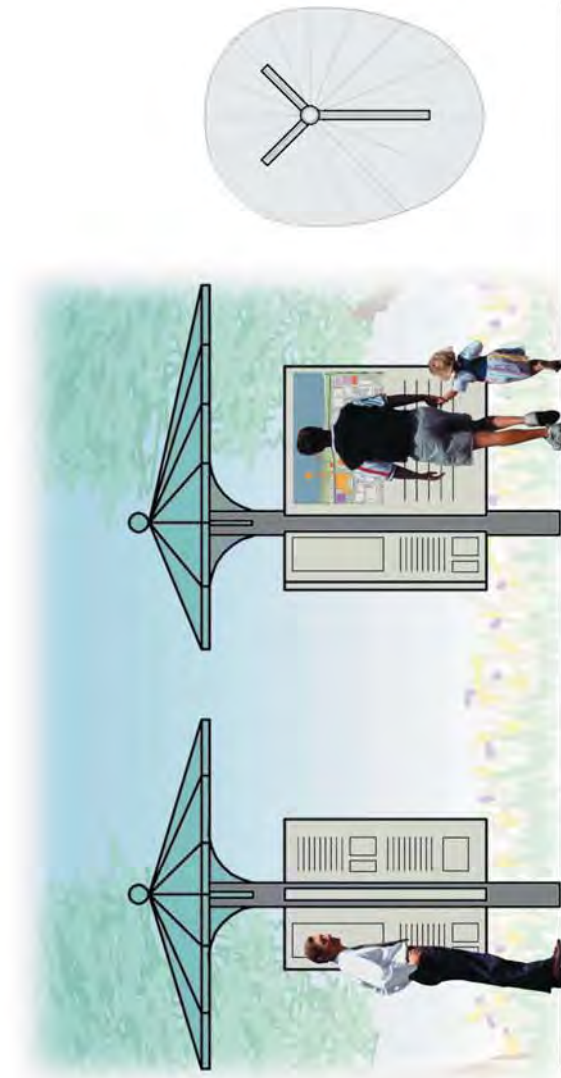


Custom backplates to upgrade standard regulatory signage for distinctive standard specific to Downtown.



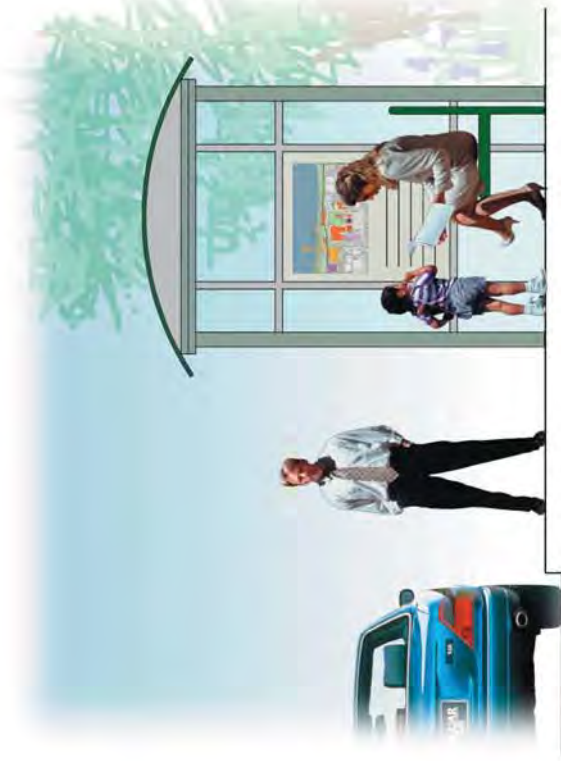
Custom modular backplate to reduce clutter at multiple signage groupings.

Traffic Regulatory Signage



Orientation Kiosk (C1, 3, 5, 6)

- * Wayfinding Map - You-are-here
- * Changeable Downtown Community Board Postings
- * Weekly Downtown Event Listings



Shuttle Stop Wayfinding (D)



F2

Municipal Complex Signage



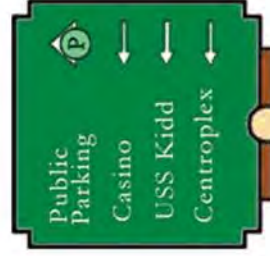
F3



F4



F6



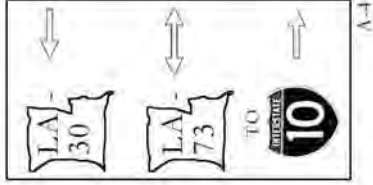
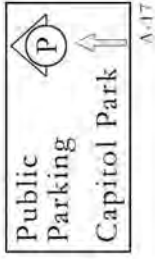
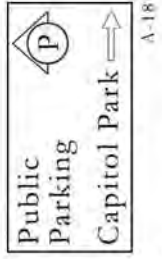
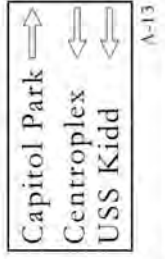
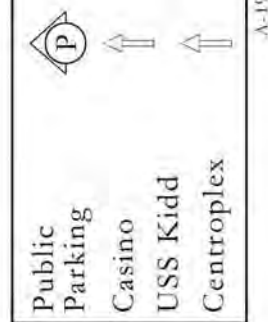
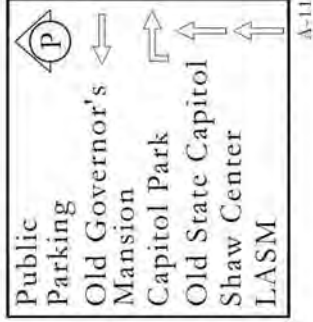
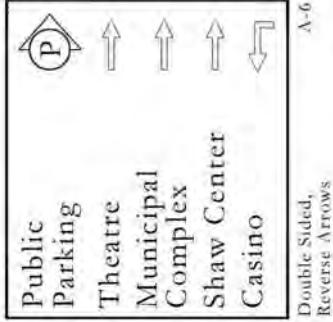
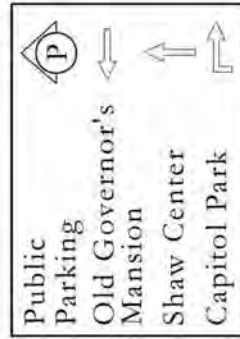
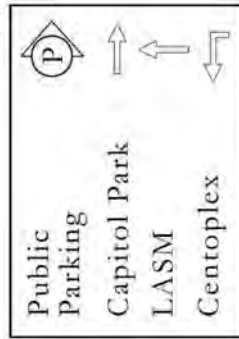
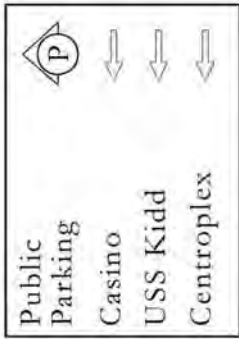
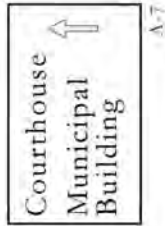
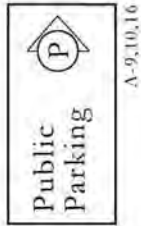
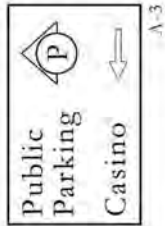
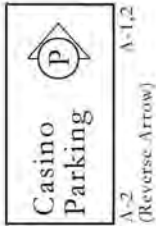
Vehicular Wayfinding (A-14)

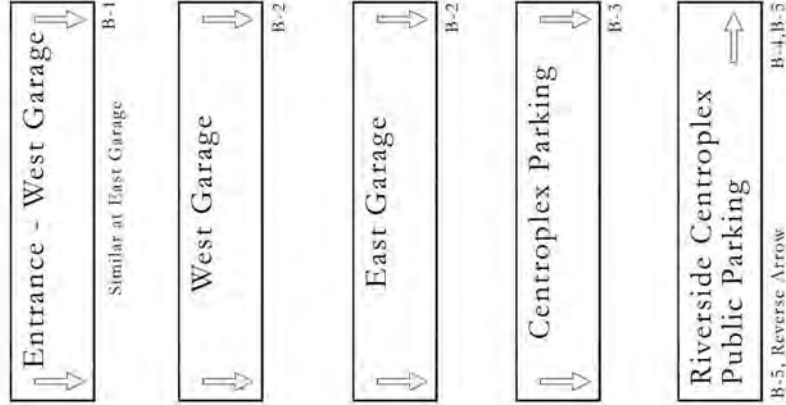
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DOWNTOWN DEVELOPMENT DISTRICT

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Wayfinding Signage





Parking Identity



- E-1 Mississippi River History
- E-2 Mississippi River Commerce
- E-3 Train Depot History
- E-4 Baton Rouge History
- E-5 U.S.S. KIDD
- E-6 Baton Rouge History
- E-7 Riverboat History
- E-8 Horticultural Survey



Interpretive Signage

- F-1 Theatre For Performing Arts
- F-2 East Baton Rouge Parish Governmental Building
- F-3 Municipal Courthouse
- F-4 Municipal Building
- F-5 Centroplex Branch Library
- F-6 East Baton Rouge Sheriff's Office
- F-7 Louisiana's Old State Capitol
- F-8 Louisiana's Old Governor's Mansion
- F-9 Louisiana Art & Science Museum - Irene W. Pennington Planetarium
- F-10 U.S.S. KIDD - Louisiana Naval War Memorial & Nautical Historic Center



Landmark Identity

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1



THE STATE CAPITOL, BATON ROUGE, LOUISIANA.



2

Ferry Landing-1870



2



Third Street, Baton Rouge, La.

2



1

The Red Stick

In March 1699, Pierre le Moyne, sieur d'Iberville and his comrades, exploring the Mighty Mississippi, came upon a pole painted red. This pole served as the boundary marker between the Houma Indians to the north and the Bayagoulas to the south and as a ceremonial device. This site on the banks of the Mississippi would become known as *Baton Rouge*, which is the French term meaning "Red Stick."

It became the state capitol in 1846 and remained so until 1862 at the onset of the Civil War. The capitol changed several times after that and Baton Rouge was designated the permanent capitol in 1879. It has remained so.

2



2

Third Street



2

North Blvd.



Bird's Eye View, Baton Rouge, La.

2

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Interpretive Signage - History
Text and graphic content for Heritage Tour
Markers and Interpretive Signage locations.



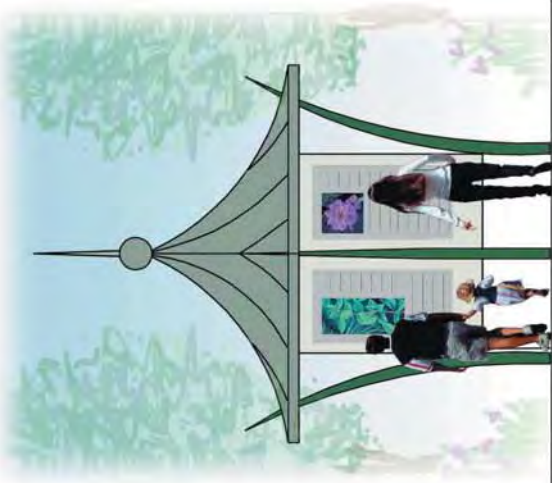
Interpretive Signage



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Interpretive Signage (E-8)
Horticultural Kiosk



Horticultural Marker



Interpretive Signage (E 1-7)
Pedestrian Wayfinding (C 2,4,7,8)



Heritage Tour Marker, re: page 55

Interpretive Signage

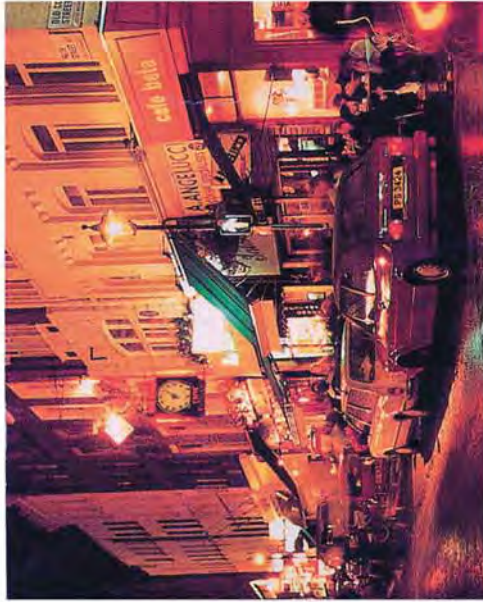


Street Lighting Survey

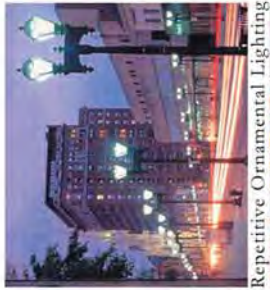
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Storefront/Signage Lighting - 3rd Street



Repetitive Ornamental Lighting



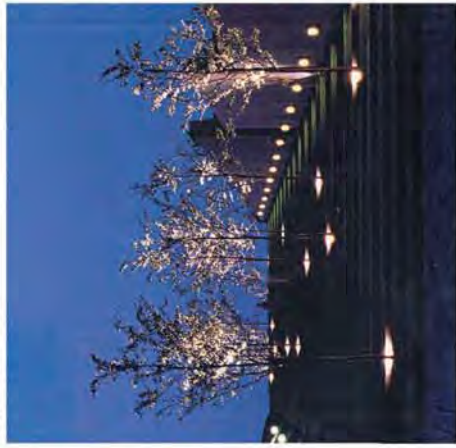
Seasonal Lighting



Tree Canopy Lighting - North Blvd.



Riverfront Plaza



Tree Uplights - Riverfront Plaza / Levee



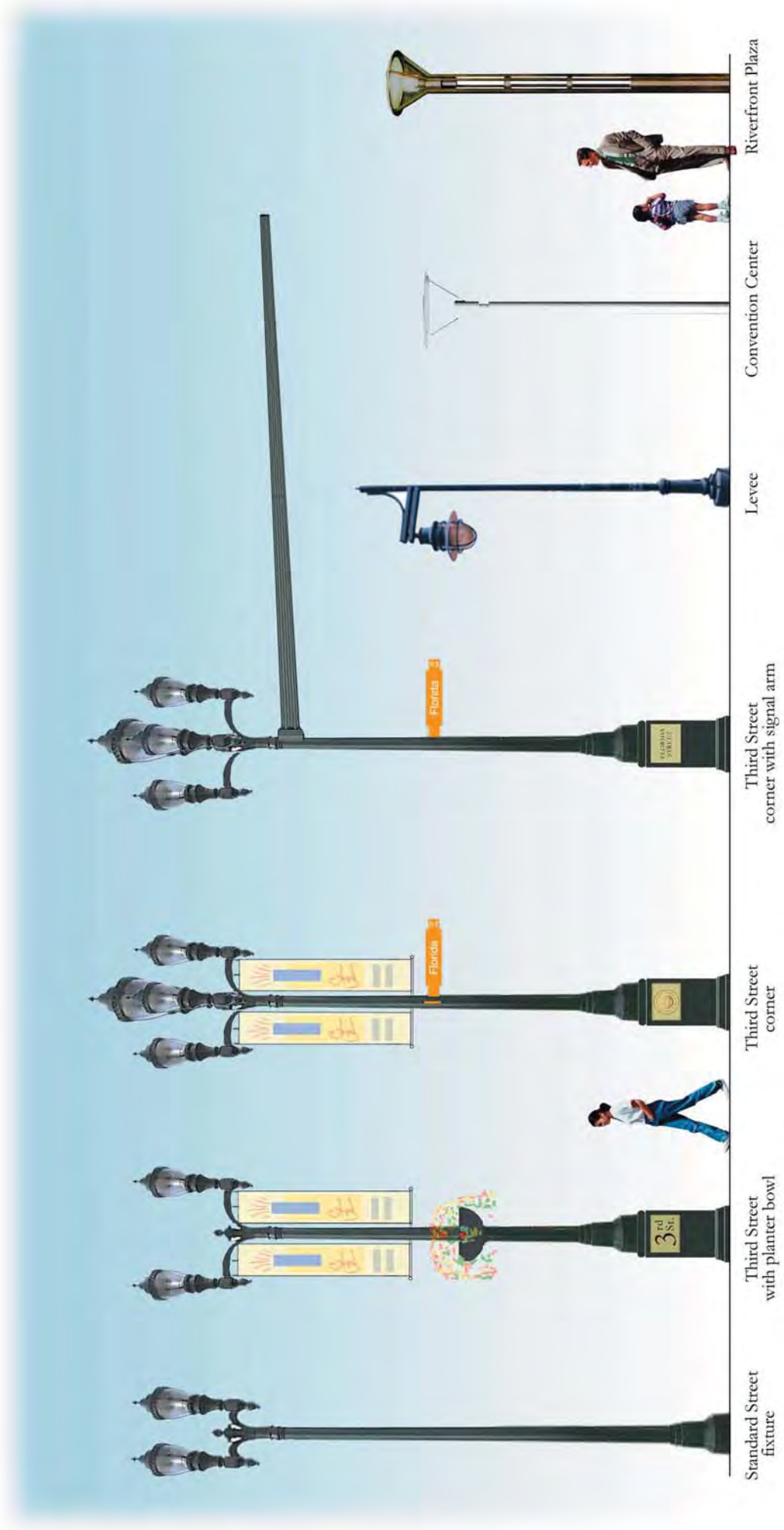
- Provide unique, durable, and attractive fixtures to foster a distinctive sense of Quality throughout downtown.
- Scale and pattern of lighting selected to encourage safe and pleasant vehicular and pedestrian circulation
- Coordinate lighting pattern with new street tree planting layout.
- Lighting levels to meet IES standards
- Select lamp style to limit harsh glare
- Plaza trees to be uplighted with cool tone metal halide fixtures
- Water features illuminated with blue tone filter lights
- Establish Lighting Standards for the following areas.
 - General Downtown Standard
 - Riverfront Levee
 - Centroplex Convention Center
 - Riverfront Plaza
 - 3rd Street Corridor
- Highlight storefronts and building facades for animated variety and color.

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Lighting Guidelines



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x 2



x 16



x 25



x 16



x 2



x 58



x 6



x 16



x 6



x 5

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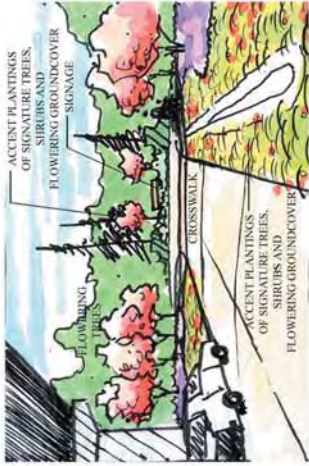
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Bench Survey



EXISTING



PROPOSED

GOVERNMENT STREET GATEWAY
(LOOKING SOUTH)



EXISTING



PROPOSED

NORTH BLVD. GATEWAY
(LOOKING WEST)



PLANT MATERIAL IMAGES

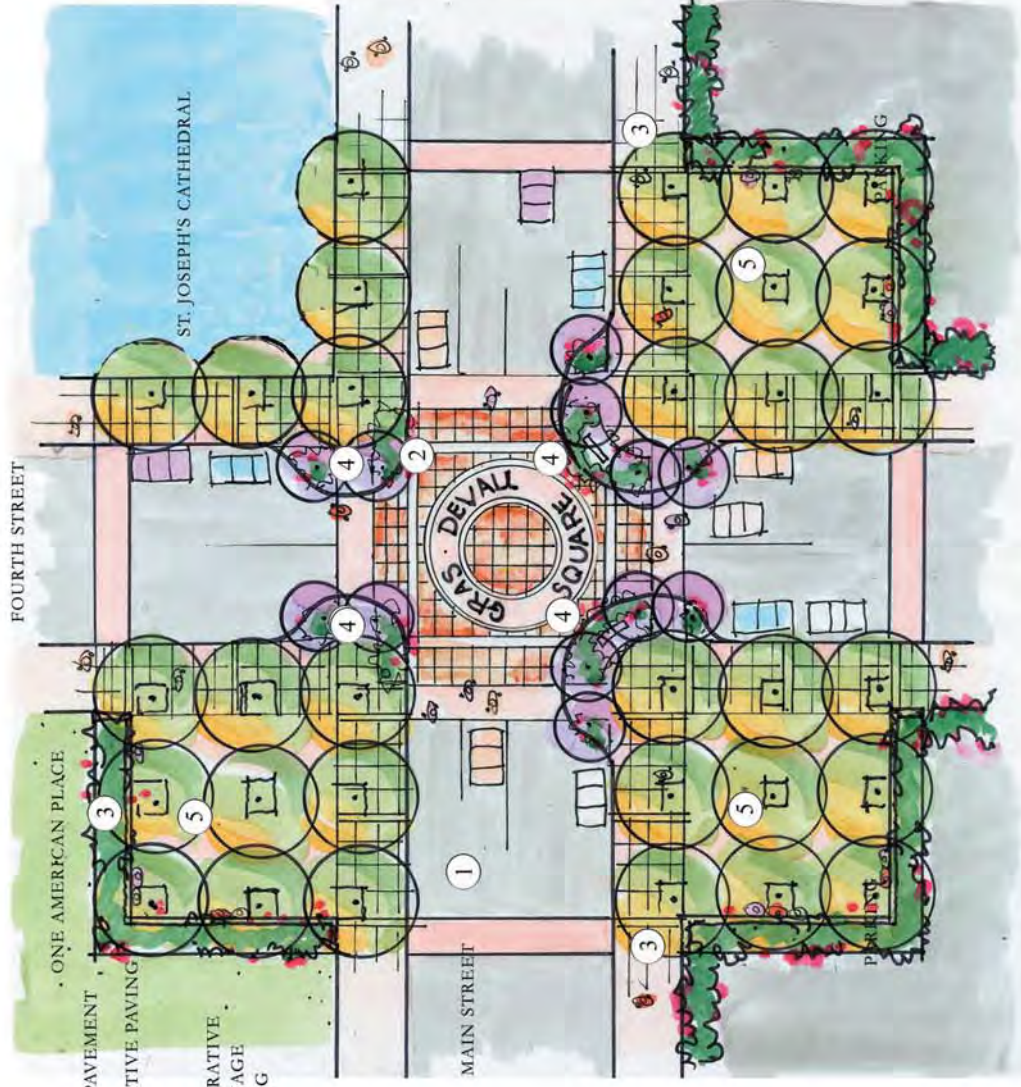
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LEGEND

- ① BRICK PAVER BANDING IN PAVEMENT
- ② DECORATIVE/COMMEMORATIVE PAVING
- ③ BUFFER
- ④ CURB EXTENSION W/ DECORATIVE PAVING/ WAYFINDING SIGNAGE AND LOW ACCENT PLANTING
- ⑤ REFURBISHED PLAZA



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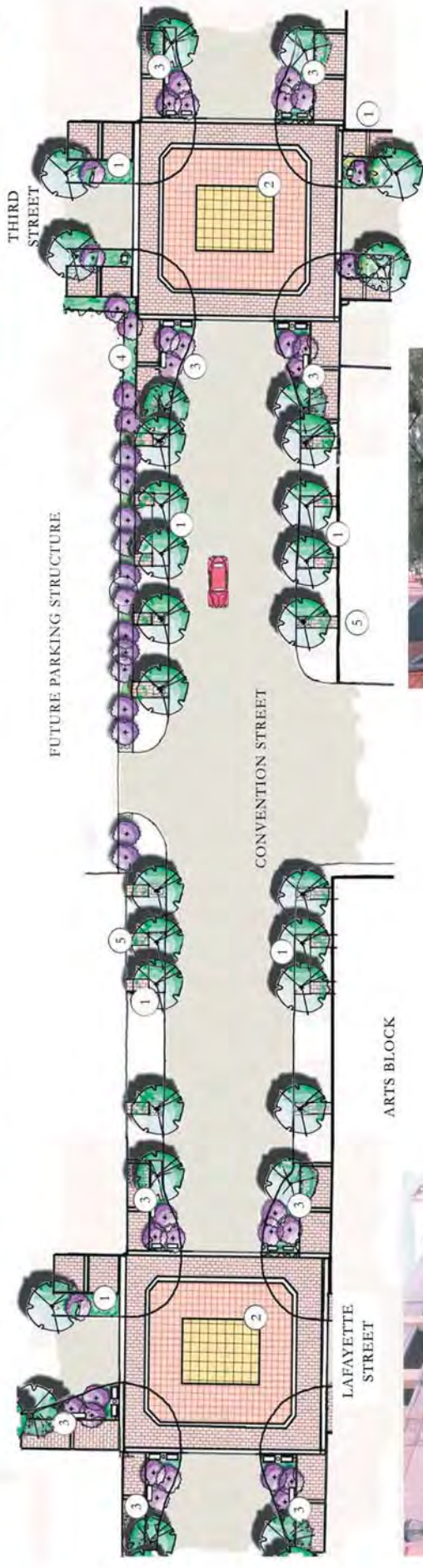


Gras DeValle Square



LEGEND

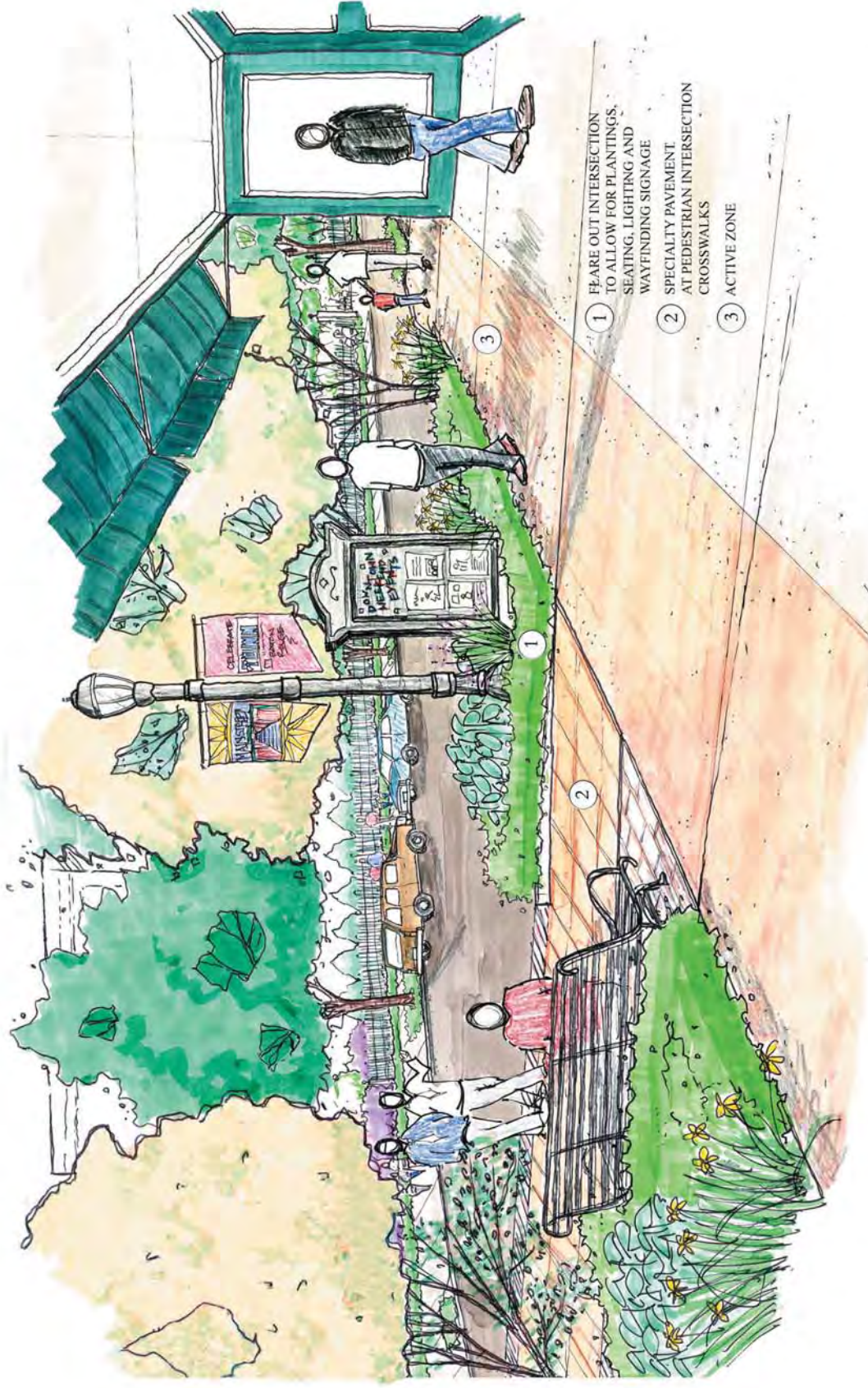
- ① EXPANDED PLANTER FOR SHADE TREES AND FLOWERING GROUNDCOVER.
- ② SPECIALTY PAVING AT INTERSECTIONS AND CROSSWALKS.
- ③ CURB EXTENSIONS FOR ACCENT PLANTINGS / SEATING AND WAYFINDING SIGNAGE
- ④ BUFFER PLANTINGS FOR PARKING LOT AND FUTURE PARKING STRUCTURE.
- ⑤ BRICK ACCENT PAVEMENT BANDS



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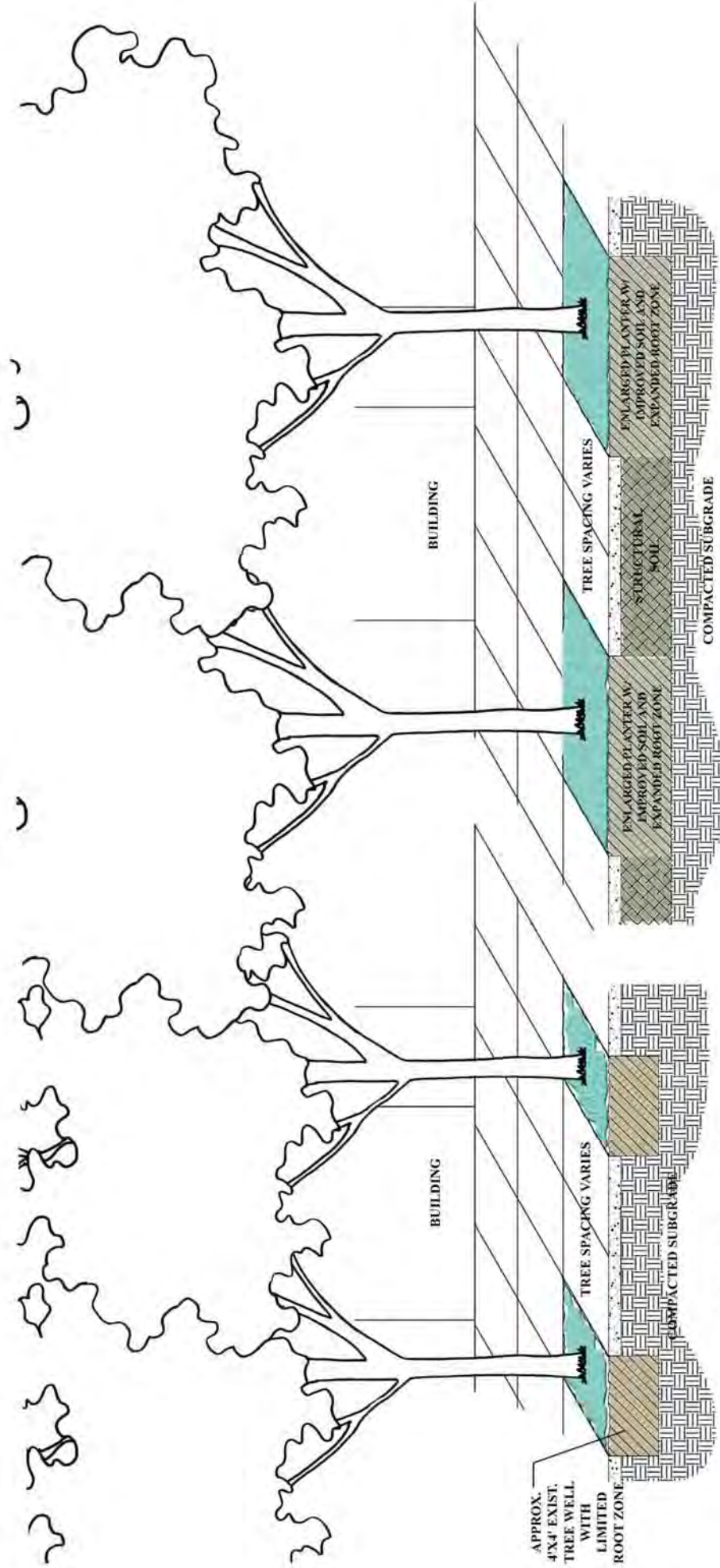


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Mid Block Curb Extension



EXISTING STREET TREE PLANTING CONDITIONS

The existing street tree planting conditions do not allow enough space for the roots of the trees to spread resulting in stunted tree growth. There is also a minimal volume of improved soil for the tree to take its nutrients which also contributes to smaller tree growth.

IMPROVED STREET TREE PLANTING CONDITIONS

Improved street tree planting conditions would encourage the interconnection of the root zone below the concrete, larger volumes of improved soil for nutrient uptake, and larger surface areas of bed for more exposure to sun and rain. These improvements will encourage larger canopies and healthier growth.

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Introduction

The quality of the pedestrian experience is the most fundamental component of a successful downtown. All the diverse elements that make up the urban environment must be planned to create an organized visual image with a sense of vitality, convenience and comfort. Designs for downtown should encourage pedestrian movement, create appealing settings which facilitate social interaction and allow provisions for special activities. Street trees, specialty paving, light fixtures and site furnishings are all important elements of an inviting pedestrian environment and experience and should be of the highest priority and quality. People oriented downtowns depend on streetscapes that create visual richness and continuity, physical and psychological comfort, variety and interest, a sense of human scale and opportunities for special events.

Public spaces and streetscapes need to be designed to create an organized and visible structure that provides for the feeling of safety and security. Unobstructed views from adjacent buildings and along the streets as well as adequate lighting, a high level of maintenance and convenient access are essential components for the user's comfort. The demands of vehicular circulation should not compromise the quality of the pedestrian experience.

The creation of plazas and parks provide important landmarks in the downtown structure. Landmarks can orient the visitor and help to create a sense of identity, permanence and continuity. Public spaces located at central downtown crossroads become visual focal points and the center of activity while providing a positive identifiable element for the surrounding environment. The introduction of public art can help to capture and engage the visitor's attention and add variety and interest to the downtown experience.

Guidelines will need to be developed and followed to allow for the highest quality of maintenance for all the streetscape elements. Proper maintenance is an essential component in a successful downtown environment and the visitor's experience.

Proper planning and design, as well as commitments to make such improvements to the urban fabric will be a catalyst to spur investments in new developments and renovations in the downtown area.

3rd Street Corridor

The design for the 3rd Street corridor incorporates many of the diverse elements that make up the urban pedestrian experience. Specialty pavement has been designed to enrich both the active and passive pedestrian areas. Shade trees with raised canopies have been designed with increased planting areas for additional root zone mass and low color planting to create visual stimulation and interest. Seating areas have been located throughout the passive zones as well as pedestrian scaled lighting and wayfinding signage. Specialty pavement has been designed at all pedestrian crosswalks and intersections to add enrichment and continuity. Curb extensions, where the traffic flows will allow, have been added with accent plantings, seating and wayfinding signage. The strategic location of the seating areas at the pedestrian crosswalks will further engage social interaction. The placement of accent plantings at these curb extensions will provide an identifiable element for the pedestrian's wayfinding experience and add to the vitality and continuity of the streetscape. The curb extensions or "curb bulbs" will also encourage motorists to drive slower, provide a shorter distance for the pedestrian to cross and improve the visibility and safety for the pedestrian and motorist. Midblock curb extensions are utilized around the "Town Square" to accommodate pedestrian crosswalks, accent plantings, wayfinding signage and seating for social interaction. The midblock curb extension can also be incorporated into the peripheral streetscapes for seating and enrichment. The peripheral streets are also designed to accommodate all the components of the 3rd Street corridor with the exception of a reduction in the amount of specialty pavement in the active and passive zones. Where open surface parking lots adjoin the streetscape, provisions have been made for low plantings which screen the ends of vehicles.

Riverfront Park and Plaza

The redesign of the park and plaza provides for an enhanced user experience by redefining and unifying the spaces to improve and encourage pedestrian circulation and use. Pedestrian circulation is designed to flow through the park, plaza and levee promenade. The events field has been reconfigured with a central stage. The perimeter of this area has been defined with plantings along the levee and additional plaza space on the sides and backdrop plantings along the railroad tracks. Repetition and balance of these various elements helps to reinforce the space and complement the adjoining water plaza. Focal features have been incorporated to add visual interest, identity and continuity. A bosque of shade trees with seatwall planters has been incorporated into the design as a transition from the water plaza to the central events field. This area will provide physical and psychological comfort for the visitor on the many hot summer days.

The design for the water plaza section of Riverfront Park creates a more dynamic and exciting experience with the addition of water sculpture which could reflect the native wildlife of Louisiana. The sculptures would be lit at night to increase the visual interest and stimulation. The active water sculpture will help to create a cooling effect for the plaza and engage interaction. The plantings for this water plaza would display materials indigenous to Louisiana to further enhance the visitor's experience. Interpretive panels on the side walls and signs, as well as specialty pavement with inserts can be used at strategic locations to help educate the visitor of some of the many natural wonders of the state.

A strong tie has been created which will lead the visitor from the central transit stop into and through the plaza.

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Levee Top and Access Portal

The levee top design incorporates shade tree planters to add comfort and color. Shade structures with decorative iron panels have also been utilized to add variety and interest. These elements will all help to further define and aid in the comforting effects for the levee promenade.

The access portal at the terminus of France Street and the levee creates a receptive plaza, terraced access and a small levee promenade plaza node at this strategic location. The addition of such access portals along the levee allow a visitor to identify such landmarks and visual focal points to enhance the wayfinding experience.

North Blvd. "Town Square"

The design of the western end of North Blvd. reconfigures the area to conform to the geometries of the parkway and eliminates the diagonal flow of traffic. The plan calls for the creation of a "Town Square" as an essential heart of the downtown area. With the improved pedestrian and traffic flow, the design allows this plaza to become an identifiable central focal for the daily user and visitor as well as a central arrival node for the city. The specialty paving and crosswalks help to define this space. The central plaza with its focal features, landscaping and seating areas provide an inviting pedestrian and special events environment.

North Blvd.

The design of North Boulevard as a unique linear open space helps to create a defined corridor and natural gateway for the downtown area. Improved and expanded seating nodes have been designed as well as open lawn areas to serve as activity nodes for special events. Low color bed plantings have been designed for visual enrichment, variety and continuity. Seating areas and additional pedestrian scaled lighting throughout this live oakallee create a comfortable and convenient setting for social interaction. The openness of this parkway design with its unobstructed views, provides a feeling of safety and security essential for the physical and psychological comfort of the visitor. Curb extensions and specialty pavement at pedestrian intersection crosswalks will add to the enrichment of the pedestrian environment.

Gateways

Gateways have been designed for major access points into the downtown area. Accent plantings of flowering trees, shrubs and groundcovers announce the sense of arrival. The use of common signature trees and wayfinding signage will orient the visitor and create a sense of identity. Curb extensions and pedestrian crosswalks and intersections of specialty pavement will further serve to accentuate the arrival gateways.

Gras Devall Plaza

The design of an appropriate intersection which announces the arrival at this historical place has been planned to incorporate new pedestrian crosswalks, curb extensions, accent plantings and a commemorative street paving design. This will provide an identifiable landmark of historical significance for the downtown area.

A general refurbishing of the existing brick corner plazas, replanting of the tree bosque and upgrading the street furnishings have also been planned.

Plant Materials

The following is a list of recommended street trees compiled from Baton Rouge Green and Plan Baton Rouge.

Green Ash
American Beech
River Birch
Deodara Cedar
Eastern Red Cedar
Chinese Flame Tree
Chinese Fringe Tree
Crape Myrtle
Bald Cypress
American Elm
Cedar Elm
Chinese Elm
Winged Elm
Ginkgo
Burford Holly
East Palatka Holly
Savannah Holly
Waxleaf Ligustrum
Southern Magnolia
Sweetbay Magnolia
Florida Sugar Maple
Cow Oak
Japanese Evergreen Oak
Live Oak
Nuttall Oak
Shumard Oak
Southern Red Oak
Loblolly Pine
Short Leaf Pine
Slash Pine
Spruce Pine
Chinese Pistachio
Tulip Poplar
Formosa Sweetgum
Sycamore
Yaupon
Japanese Yew

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Director, Department of Public Works
Executive Director, DDD
Deputy Commissioner, Plan Baton Rouge
Deputy Commissioner of Administration
Assistant Director, Plan Baton Rouge
Assistant Executive Director, DDD

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- Alan Lewis
- Julie Charvat

Reich & Associates

- Robert "Doc" Reich
- Bill Reich
- Christine Foreman
- Jeff Lombard
- Philip Koske
- Brian Goad

Consultants

- ABMB Engineers – Traffic Engineers
- Evans-Graves - Civil Engineers
- Rugland Aderman – Structural Engineers
- Terri Vidrine – Lighting Design

Credits

- Cover Gulf Coast Aerial Mapping Co.
6. ABMB Engineers
7. Downtown Development District
8. Sheraton Baton Rouge Convention Center Hotel, Argosy Casino, Robert M. Coleman Architects
9. Centroplex Convention Center, Post Architects, Washer-Hill & Lipscomb Architects, LMN Architects
10. U.S.S. Kidd
11. Louisiana Art & Science Museum, Irene W. Pennington Planetarium, Smith-Tipton-Hailey-Parker Architects
12. Old State Capitol Plan - Jerry M. Campbell & Associates
13. Shaw Center for the Arts, Eskeu+Dumez+Ripple, Schwartz Silver Architects, Jerry M. Campbell & Associates
14. Old Governor's Mansion Plan - Jerry M. Campbell & Associates
15. Post Architects, Eskeu+Dumez+Ripple, Washer-Hill & Lipscomb Architects, Holly Smith Architects
16. Photos, Graphics: City of Baton Rouge, DDD, Baton Rouge Area Convention & Visitors Bureau, Arts Council of Greater Baton Rouge, Jane Thomas, Anna Macedo, Grant Dupre, Louisiana Chapter American Planning Association, Main Street Market, Baton Rouge Arts Market, Red Stick Farmers Market, Louisiana Book Festival, Forum 35, CBC L.L.C., Event Design Services
28. Evans-Graves Engineers
29. Baton Rouge Area Convention & Visitors Bureau, DDD
30. DDD
31. DDD, A-K Photography, Marie Constantin
34. Foundation for Historical Louisiana
55. Arts Council of Greater Baton Rouge
56. Outdoor Sculpture Committee, Foundation for Historical Louisiana
58. Centroplex Signage - Post Architects
- 1 - Old State Capitol - Center for Political & Governmental History
- 2 - Foundation for Historical Louisiana

A special thank you to all who generously participated with their time, assistance, and ideas:

- | | | | | |
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| Mike Aderman | Hans Dekker | John Graves | John Pavone | Ken Tipton |
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| Jeff Broussard | Ralph Ellis | Sam Lasavio | Buddy Ragland | Charlotte Wall |
| Nancy Broussard | Natalie Fielding | Dennis McCain | Stephen Rosen | Mark Wingate |
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| Jerry Campbell | Dwight Fox | Jerry Menard | Steve Shurtz | |
| Gayle Carnahan | Kristin Gerac | Janice Newton | Aimee Summerlin | |
| Peggy Davis | Carol Gilas | Virginia Noland | Genny Nadler Thomas | |

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