

2019





2019

DOWNTOWN DEVELOPMENT DISTRICT

Development Year Book **2019**

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Introduction

For over 30 years, the Downtown Development District (DDD) works to initiate, incubate, and support partnerships that develop and enhance the District, using community-driven master plans and economic incentives to aid private-sector and nonprofit philanthropic organizations in their development and entrepreneurship efforts. These partnerships have produced unprecedented momentum and excitement for the future of Downtown.

The DDD continues to celebrate and build upon the accomplishments of Plan Baton Rouge, Plan Baton Rouge II, the Riverfront Master Plan, and Future BR. A major recommendation of Plan Baton Rouge II, as well as Future BR, is to increase downtown housing opportunities and provide a variety of housing types to attract more residents and strengthen continued investment. Downtown is quickly becoming one of the most desirable places to live in Baton Rouge; the residential developments currently underway will bring over 300 additional residential units downtown. Progress is escalating in the Central Business District with both the Louisiana Licensing Board for Contractors and the Louisiana Association of Business and Industry relocating their headquarters downtown. Development is also increasing in Downtown East with the announcements of the Hotel Lincoln mixed-use development, Elysian III residences, and Valencia Park residences. Construction continues at the Water Campus with an office building recently completed and a residential building currently under construction. Complementing these developments are the public greenspaces being implemented by the DDD as part of Plan Baton Rouge II's Central Green concept.

New Businesses



New Businesses

POWER ENGINEERS is a global consulting firm specializing in the delivery of integrated solutions for their clients. POWER Engineers offers complete multidisciplinary engineering, environmental and program management services. It is located in One American Place.

SPANISH TOWN MARKET is located in the historic neighborhood of Spanish Town in Downtown Baton Rouge serving breakfast, lunch, and dinner. The business has recently changed management and is a frequented neighborhood spot for food and socializing.

T & T CAFE is not an ordinary cafe. They serve sushi, coffee, milk tea, salads, smoothies, dessert, and breakfast. They strive to give customers the best by paying careful attention to every detail. Located at 320 Third Street.

WEILER PLASTIC SURGERY offers a wide range of cosmetic procedures and reconstructive options in an unhurried and comfortable atmosphere. Located at 240 Laurel Street, they offer patients a comprehensive, lifelong approach to confidence and beauty.

ELIFIN REALTY is a commercial real estate brokerage located at 640 Main St, Suite A. They help businesses, investors, and our community flourish by offering real estate brokerage services and representing tenants, landlords, sellers, and buyers.

DOWNTOWN EAST SOCIAL RIDE features a slow-paced social ride exploring the history of the buildings located in Downtown East. Typically the ride starts and ends at the Electric Depot on Government Street. Events are frequently posted on Facebook.

BASIN MUSIC HALL is Baton Rouge's newest live music venue featuring national, regional, and local acts. Located at 336 Third Street, the two-story space is ideal and available for private parties big or small.

ENJOY BR - FOOD TOURS connects visitors to Downtown Baton Rouge's past, present and future through tours that are fun, informative, and entertaining. The company has recently added food tours in addition to the popular art and walking tours.

ROMPH & POU AGENCY is located at 412 4th Street Suite 10 and provides outstanding marketing service through achieving positive marketing results, maintaining an impeccable reputation, focusing on the client's customers, and pursuing new methods of advertising.

SQUEAKY PETE'S features DJs on the weekends playing a blend of country music and special requests. It is located at 326 Third Street and also features large TV screens featuring all the big sport games.

PLANT SHOP AT OUTSIDE STIMULI located at 207 Florida Street, this plant shop has a purpose. Offering indoor plants and working to improve life in Baton Rouge, this business opened in late 2019.

CAJUN FITNESS is located at 440 N 3rd St Suite 201 B and is a local independent fitness center that offers the best in programming, services and products giving members the absolute best opportunity to achieve, maintain, and enjoy healthy living.

CAMBRIA SOLUTIONS specializes in enabling government transformation for achieving better results. They deliver IT and business innovation and have over 50 employees located at One American Place.

WLFT - TV provides local Original Entertainment Television for the greater Baton Rouge area. They strive to offer as much local original television as possible and are located at 334 Third Street.

SHAMROCK MARINE provides launch services to vessels on the Mississippi River at their South Boulevard Trailhead location. They give customers convenient options and make it easier to get crew and supplies to and from their boats, reducing their risk.

LAZ PARKING was recently selected by the City-Parish to manage the east and west River Center Parking Garages as well as City Hall's parking areas. The company plans to renovate and restore the garages and provide a safe, clean atmosphere for patrons.

GLO RESOURCES specializes in the improvement of the lives of high-performing businesses and employees by connecting talent to opportunity, promoting the safety of every individual, and defending employers against undue risks. Located at 509 St. Louis St.

MAREX SERVICES is a maritime logistics service provider recognized in the industry as the team that puts innovation and efficiency at the forefront of every project. The company is located at 442 Government Street.

SADAF CAFE is located just adjacent to North Boulevard Town Square. It offers Greek and Lebanese food as has recently changed management.

ROLY POLY is a deli and sandwich shop located at 327 North Boulevard. It has recently changed management and specializes in catering and delivery for the entire downtown area.

GARDEN CAFE COURTHOUSE is located in the 19th JDC Courthouse and opened in the winter of 2019. The Garden Café is a study friendly space where you can experience a variety of soups, salads, sandwiches, hot & cold beverages, and desserts.

JONES WALKER is a local law firm that has completed its long-planned relocation from the Essen Lane corridor to the heart of downtown in the City Plaza building on North Boulevard. The firm brings 85 employees and will occupy 45,000 sq ft in the City Plaza building.

DOWNTOWN NEIGHBORHOOD HEALTH is a Primary Care and Walk-In clinic that sets itself apart by offering patients many other services under on roof such as Botox, Fillers, IV Hydration and Dentistry. Located at 307 Third Street.

LOUISIANA SCHOOL BOARD ASSOCIATION purchased a building at 620 Florida Street to move its operations into. Plans include a training center in the building for school board members, school superintendents, and central office staff.

RED STICK SOCIAL is located in the newly renovated Electric Depot and opened in the spring of 2019. It is a premier entertainment venue and popular social gathering spot featuring bowling and food.

CITY ROOTS COFFEE BAR is local coffee house with character specializing in small-batch roasting and hand-crafted coffee beverages, including sparkling lattes, nitro-coffees and ice-cream based alternatives. It is the newest vendor located in the Electric Depot.

AQUACULTURE SYSTEMS TECHNOLOGIES, LLC. (AST) located at 2120 N 3rd St features a variety of different filtration products utilizing Bead Filter Technology. These products can handle a wide range of filtration needs and span a variety of industries including aquaculture and fish hatchery systems, home koi ponds, wastewater filtration, and many more.

New Developments



The Water Campus

The Water Campus is a reflection of the vision for the redevelopment of the Mississippi Riverfront, illustrated in the recommendations of Baton Rouge's master plans. Orchestrated by a unique collaboration involving the Louisiana Department of Economic Development, Baton Rouge Area Foundation (BRAf), the City of Baton Rouge, The Water Institute of the Gulf, Louisiana State University, and other coastal research institutes.

The Water Campus is the economic and cultural southern anchor of downtown, strengthening the connection to LSU. The 30 acre campus is located on the Mississippi Riverfront surrounding the old Municipal Dock near the Interstate-10 bridge and houses The Water Institute of the Gulf, an independent applied research organization focused on developing scientific coastal restoration solutions. Campus facilities, totaling more than \$50 million in private and public investments, contain the Coastal Protection and Restoration Authority's offices, LSU Center for River Studies, and the Center for Coastal & Deltaic Solutions. A multi-tenant office building on Brickyard Lane has recently been completed and a residential development is currently under construction.

IBM & 525 Lafayette

State officials Governor Jindal and Secretary Moret, in collaboration with the EBR City-Parish, and the Baton Rouge Area Chamber attracted this internationally renowned company with incentives to locate downtown and increase the economic viability of Baton Rouge. Complementing this unique partnership is the commitment from Louisiana State University (LSU) to increase computer related graduates, along with riverfront property improvements from The Baton Rouge Area Foundation and Commercial Properties Realty Trust. The riverfront property contains the IBM facility as well as 85 residential units within a residential complex known as 525 Lafayette. IBM began occupying the office tower in the spring of 2015 and plans to increase their number of employees to 800 in 2018-2019. 525 Lafayette residential units began leasing in 2016.

The IBM announcement has amplified the downtown development stage, adding to the recent surge of development including another riverfront property returning to commerce, technological employment centers investing in downtown, young entrepreneurs converging to catalyze additional community interest and investment, additional public greenspaces connecting downtown cultural and civic attractions, and residential opportunities.

More information about this project can be found on their websites: <http://www.ibm-louisiana.com/jobs/> & <http://525lafayette.com/>



Belvedere Townhomes

The Belvedere Townhomes are four riverfront luxury townhomes on Main and Lafayette Streets, located adjacent to 525 Lafayette. \$8.5 million was invested in the creation of these high end townhomes offering additional living options to Downtown Baton Rouge residents. Completing construction in 2018, the townhomes sit on a quarter-acre lot, are four stories, and range in size from 3,500 to 5,000 square feet. All four units were pre-sold.

Chase South Tower

Mike Wampold, a local developer with several projects located throughout Baton Rouge, announced in 2018 his purchase and plans to renovate the Chase South Tower located at 451 Florida Blvd. The Chase Tower is located in the heart of the Central Business and was originally built in the 1960s, making the building eligible for Historic Tax Credits to assist with the renovation costs.

Chase South Tower is a 333,000 square-foot office building that Wampold plans to convert 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 Central Business District. Current plans include a variety of apartment sizes ranging from one-bedroom to large three-bedroom units with rental rates expect to be \$1.60 to \$2 per square foot. Amenities will include a rooftop pool and a health club/fitness center. Renovation to the upper 10 stories to luxury apartments is expected to begin in 2020.



The Elias

The Elias, a \$3 million four-story multifamily housing project located in the historic Beauregard Town neighborhood on the corner of Napoleon and America Streets was completed in 2018. 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.



Onyx Residences

Commercial Properties Realty Trust invested approximately \$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 offers amenities such as SMART Home technology, fiber-based Internet provided by CenturyLink, and DirectTV service and balconies overlooking the street are included. The property also includes 5,600 square feet of retail space on the ground level which house Iberia Bank and Regal Nails.

More information about this project can be found on their website: <http://www.onyxresidences.com>.



Commerce Building

5th Floor Company, 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.

The developers received state and federal historic rehabilitation tax credits as well as a U.S. Department of Housing & Urban Development loan to finance the \$30 million historical restoration multi-use project. Construction was completed in 2016 on the eight-story, 180,000 square-foot building located on the corner of Laurel and Third Streets. This multi-use building includes 93 residential units, a rooftop pool, fitness center, on-site covered parking, and Salad Station. The residential units comprised in the building are one, two, and three bedroom ranging from 603 to 1,500 square feet.

More information on this project is available at www.thecommercebldg.com.



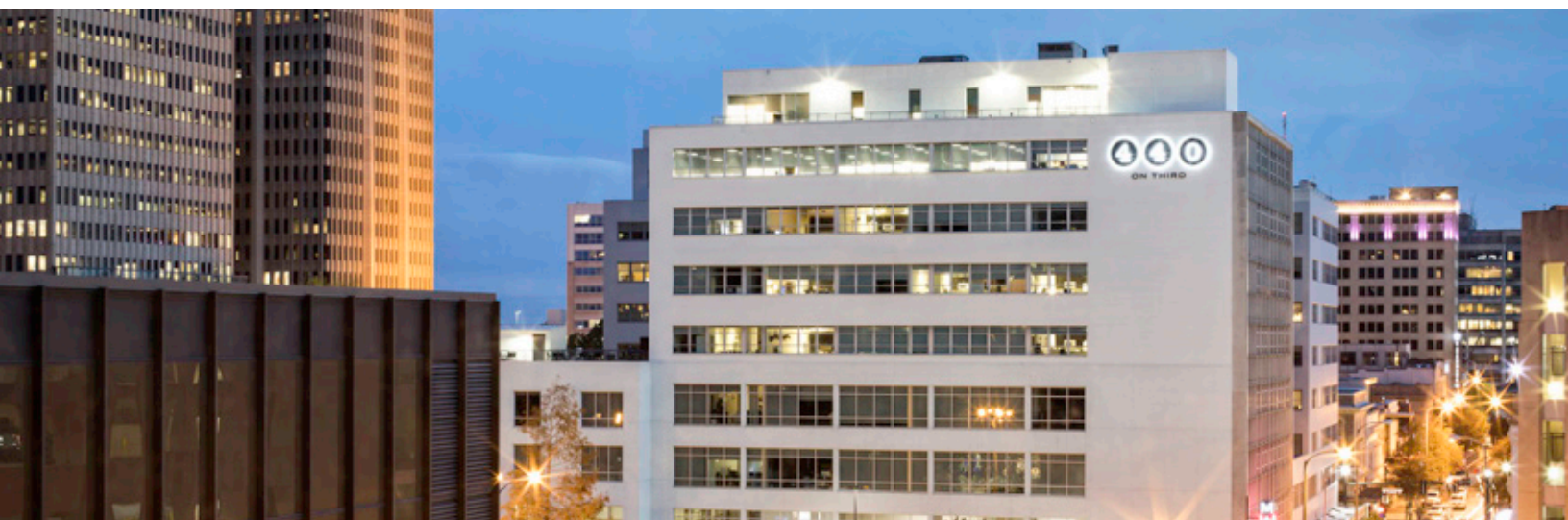
House on the Hill

With the goal of mixing classic history and present-day residential design, 15 houses will be either built or renovated within a 1.5 acre site of Beauregard Town known as House on the Hill. Susan Turner and Scott Purdin have acquired the property to complete this development bordered by America Street, Napoleon Street, St. Joseph Street, and Louisiana Avenue. The development will offer a mix of two bedrooms, three bedrooms, and studios. Plans also include a community greenhouse and kitchen with gardening space available to each resident. Utility lines have been installed and parking has been built. The community kitchen and rental units are expected to begin construction in 2020. The new, larger units designated for homeownership will be built as negotiated with the buyers.



Elysian II & III

Gulf Coast Housing Partnership, the lead developer on the Elysian I and II, mixed-income apartment complexes on Spanish Town Road between 11th Street and 13th Street, announced in 2019 their plans to develop the Elysian III. The Elysian III will bring 42 additional units to Downtown East, 50% affordable units and 50% market rate. Construction is expected to begin in early 2020 and will be located at 750 Canal Street at the corner of Spanish Town Road. Planning is also underway for the Elysian IV. Improvements to the adjacent Spanish Town Park were also completed by BREC in the spring of 2016.



440 On Third

In 2015, Developers David Weinstein and Dyke Nelson renovated the old Capital One Bank Building at the corner of Third Street and Main Street, known currently as 400 on Third. The approximately \$12 million project was converted into a multi-use facility with 65 residential units, offices, and bottom floor retail. The apartments include one and two bedroom options and have available on site parking. Commercial tenants include USAgencies and the full-service grocery store Matherne's Supermarket. The development also includes 28 parking spaces dedicated to supermarket patrons which are accessed from Fourth Street.



210 Laurel Street

Developer Prescott Bailey purchased the building at 210 Laurel Street in the summer of 2015 for \$432,000 from the Louisiana Fraternal order of Police. Local architect Norman Chenevert designed the three story building with a total project cost of \$2 million. Completed in 2017, the first two floors are for office and retail use with the top floor housing a residential condominium that has unobstructed views of the river. The building is fully leased with Jeffrey Carbo Landscape Architects occupying the ground floor space and Emergent Method occupying the second floor. The Lemoine Company oversaw the construction of the modern building comprised of a combination of steel panels and fiber cement panels.



Lincoln Hotel

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 in 2017 by developer Solomon Carter. It has hosted famous African-American musicians including Nat King Cole, James Brown, and Aretha Franklin. The 12,000 square-foot building has been abandoned since the 1980s, but the developer plans to convert the building into apartments with a ground floor restaurant. The building has been placed on the National Historic Register in August of 2018, qualifying it for state and federal historic building tax credits to help finance the redevelopment. Construction is expected to begin in 2020.

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 is comprised of garage space totaling between 250-260 spaces for residents and guests. Approximately 3,000 square feet of commercial space is located on the ground floor with the remaining upper floors comprised of residential units.

The apartments at The Heron Downtown have natural cues that calm the senses and allow residents to unwind at ease. Spacious, sunlit floor plans boast wood grain floors; kitchens are elegantly outfitted with energy efficient appliances and imported granite countertops. All apartments feature private covered balconies, large walk-in closets, and in-unit washers and dryers. Other amenities include a clubhouse, swimming pool, landscaped courtyards, and access to the adjacent BREC Convention Street Park.



Valencia Park

Renaissance Neighborhood Development Corporation, a subsidiary of Volunteers for America Southeast Louisiana, is developing a 122-unit apartment complex intended to house veterans in need of affordable housing. The 2.56 acre project site is bordered by Spanish Town Road, 14th Street, Gayosa Street, and 15th Street. The project is projected to cost \$22 million and has received a \$5.7 million Community Development Block Grant from the Louisiana Housing Corporation. Plans for the development include a community space, and outdoor pavilion, and improved walkways. Chenevert Architects, along with Humphreys & Partners Architects is designing the project and construction is expected to begin in early 2020.



Watermark Baton Rouge

One of Baton Rouge's first skyscraper, built in 1926, was originally the home of Louisiana National Bank. It was purchased by developer Mike Wampold in the spring of 2014 and converted into an upscale hotel with two restaurants. The 12 story art deco building, located on the corner of Convention and Third Street, completed construction in 2016, converting the office building into a 148 room Marriott Autograph. The Watermark Baton Rouge also features two premier restaurants on the bottom floor. The Gregory, featuring vintage murals painted by Angela Gregory, offers refreshing culinary takes on Louisiana classics, while Milford's on Third, a New York style deli focuses on local and family tradition.

Courtyard by Marriott

Windsor Aughtin Company, Inc. of Greenville, S.C., has completed an approximately 85,000 square-foot, eight-story, 147-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.

Designed by Bounds and Gillespie Architects, PLLC., the hotel takes advantage of downtown's skyline along Third Street and Florida Street, as well as south to LSU, with approximately 35% of the rooms equipped with balconies. The completion of this \$23.6 million investment completes four contiguous blocks of urban streetscape and complements the current diversity of the historic Third Street corridor. It also creates a cohesive urban streetscape and houses downtown's first Starbucks on the ground level. Construction began in the fall of 2016 and was completed in the fall of 2018.



Mentorship Academy

The Mentorship Academy is a downtown high school located on the corner of Fourth Street and Florida Street. As its enrollment has accelerated over the past few years to over 530 students, the school administration expanded its physical campus to include additional classroom space for the 2019 school year at 323 Florida Street. The school operates with a project-based STEM and art curriculum that emphasizes learning outside of the classroom.



Arts Council of Greater Baton Rouge

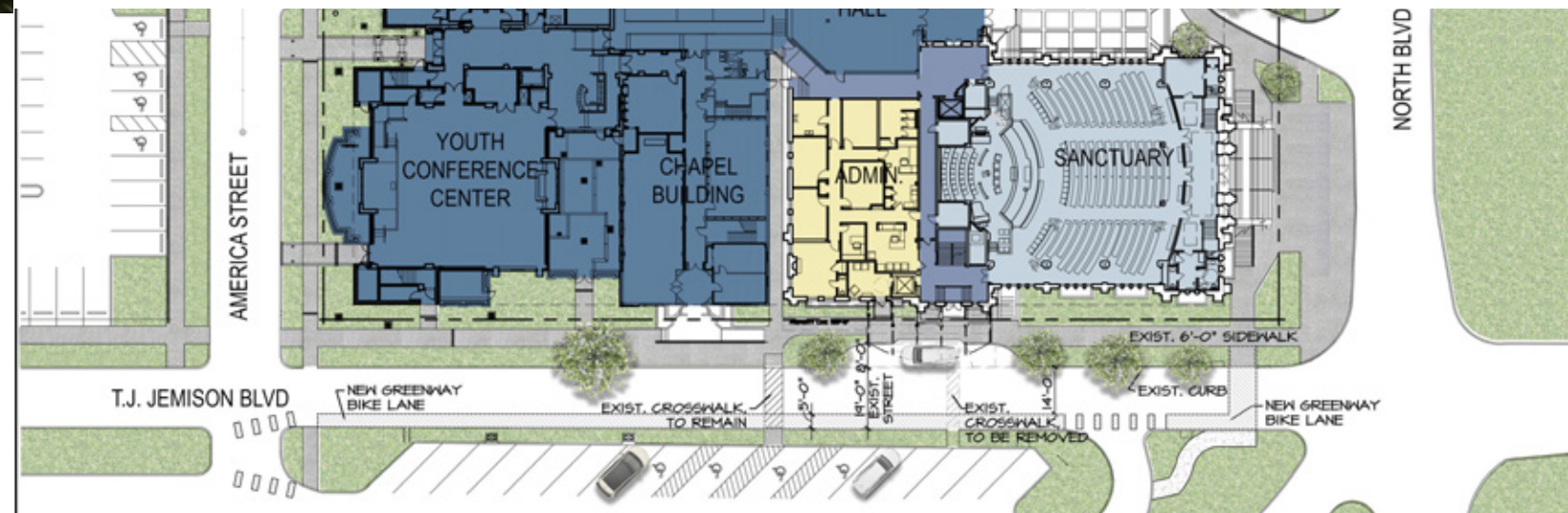
In 2019, the Arts Council of Greater Baton Rouge (ACGBR) acquired the “Triangle Building” on St. Ferdinand Street that formerly housed the District Attorney’s office. ACGBR plans to renovate the space to include a community art space, recording studio, rehearsal spaces, artist workshops, roof top patio, and gallery with a total estimated cost of \$2.6 million.

The ACGBR, currently located in the historic firehouse at 427 Laurel Street, is currently running a capital funding campaign to raise the funding to renovate the building located at 233 St. Ferdinand. Once the building is renovated, the move will allow the Arts Council to be a resource center for the arts, centrally located in the heart of downtown. Conceptual plans and renderings of the renovation have been completed by Ritter Maher Architects to promote the fund raising campaign. Current funds raised total approximately \$2 million.



St. James Episcopal Church

St. James Episcopal Church is a welcoming, downtown congregation with a mission to serve Christ through worship, fellowship, education, and outreach. The church opened in 1844 as the first Episcopal Church in Baton Rouge and the fourth in Louisiana. The St. James Episcopal Day School began in 1950, educating students in pre-kindergarten to fifth grade. In 2019, the school renovated a building on the corner of 5th and Florida to house a 2-3 year old preschool. A covered drop off area was also constructed as part of the project.



First United Methodist Church

Since the first worship service held in the First United Methodist Church sanctuary on Easter Sunday in 1926, four generations of families have gathered at 930 North Boulevard to worship. The First United Methodist Church has recently renovated their sanctuary with approximately \$3.5 million in member donations to include a new chancel, flooring, acoustics, lighting, organ, and a sprinkler system to the entire building. The renovations are expected to be complete in early 2020 and include a new entrance with an elevator on the east side of the church at T.J. Jemison Boulevard.



BRAC

564 Laurel Street has been the home of the Baton Rouge Area Chamber (BRAC) for over 50 years and has been a part of the organization's identity. However, its previous condition was in need of updating and repairs. The recently renovated facility, designed by WHLC Architecture, now houses the Center for Economic Development. The Center for Economic Development is a modern business center located in the heart of downtown. A hub where entrepreneurs from the private sector can gather to determine growth plans and new innovations. A center where visionaries can meet to brainstorm, problem solve and chart new directions for business in the region. Construction of the Center was completed in the fall of 2018.

Louisiana Business & Industry

Louisiana Business and Industry (LABI) serves its broad membership by working towards the singular goal of fostering a climate for economic growth through consistently championing the principles of the free enterprise system. LABI sets the standard for advocacy, providing policymakers with the information and perspective necessary to advance sound public policy that supports strong economic growth. LABI is Louisiana's official state chapter for the U.S. Chamber of Commerce and the National Association of Manufacturers.

Originally, LABI began its organization downtown in 1975 at the old Heidelberg/Capitol House Hotel, currently known as the Hilton Baton Rouge Capitol Center. For the past few years, LABI has focused efforts on moving back downtown to increase business access to the legislature. In the fall of 2019, LABI announced moving its headquarters downtown to 500 Main Street. The building is currently undergoing extensive renovation to accommodate the organization, designed by Eskew Dumez Ripple of New Orleans and constructed by Faulk & Meek of Baton Rouge. The renovations are expected to be completed in early 2020.



500 Laurel Street

Originally built in the 1950s as the Union Federal Savings & Loan Building by renowned Louisiana architect A. Hays Town, this building was renovated in 2016 by developers Dyke Nelson and David Weinstein. The \$4.5 million renovation consists of Class A office space, currently serving as Business First Bank's headquarters. State and federal historic tax credits provided financial assistance to complete the interior and exterior renovation of this historic downtown building.



River Center Theatre

Post Architects, a local architectural firm, and the New Orleans based firm HMS Architects were chosen in early 2016 to redesign the existing Raising Cane's River Center Theatre with a renovation budget of \$18 million. The original theatre was built in 1977 and has had little improvements to the facility since that time, making it part of the strategic plan developed for the larger River Center facility years ago. Design funding for the project originates from state sales tax rebate funds and construction is expected to be complete at the end of 2020. Improvements to infrastructure related items and reconfiguration of the interior seating, lobby, and theatre areas are part of the project scope. Schematic designs for the Mestrovich Sculpture Court and surrounding site have been completed by Reed Hilderbrand LLC.

Downtown Library @ Town Square

The vision of the New River Center Library began in 2004 with an allocated \$19 million to demolish the current outdated structure, and replace it with a new, approximately 45,000 square-foot, modern library. A joint venture of Washer Hill Lipscomb Cabaniss Architecture (WHLC) of Baton Rouge and Schwartz/Silver Architects of Boston was established to carry out the design of this state of the art facility.

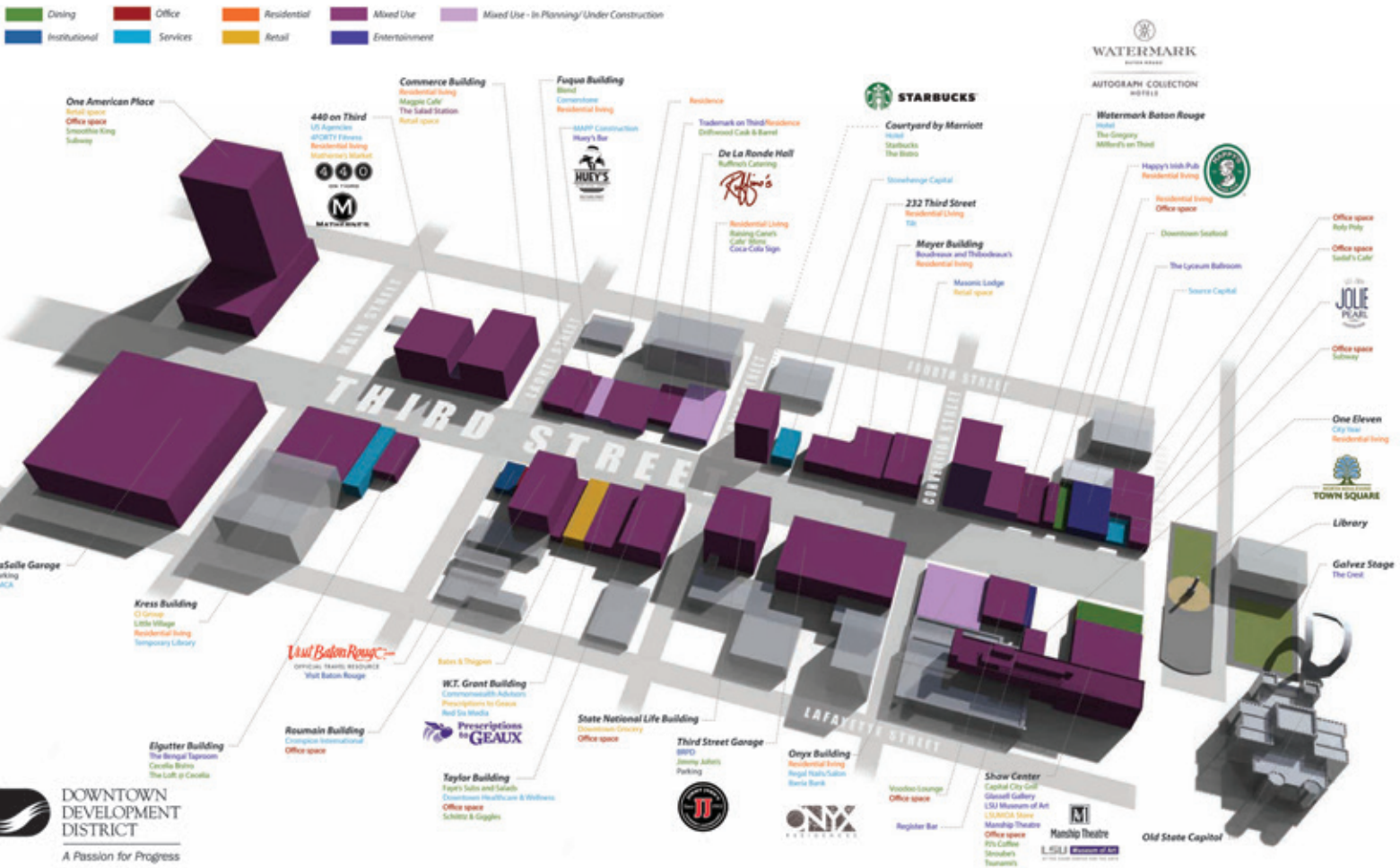
The new downtown library will be the centerpiece of North Boulevard Town Square and the Central Green - a place where our City's civic and cultural attractions come together. It's four floors will encompass approximately 50,000 square feet of dynamic spaces for student, families, and professionals, as well as more technology and conveniences to cater to the surrounding community. The project will also feature several meeting rooms and a spectacular roof top terrace and green screen with views of the surrounding city skyline. Buquet & LeBlanc were awarded the construction contract that began in late 2016. The library is currently under construction and expected to be complete in the spring of 2020.



River Center Branding

SMG and Raising Cane's agreed to an approximately \$4 million deal that now brands the City-Parish's entertainment center as the Raising Cane's River Center. Raising Cane's will maintain these branding rights to the River Center until 2026. The funding, earmarked to revitalize the River Center and attract well-known performers, is allocated to implement new digital signs and renovations to the ballroom and arena. In the winter of 2017, large-scale, exterior signage was installed to identify the new brand of the River Center and showcase Raising Cane's as a corporation dedicated to the enhancement of the Baton Rouge community.

Diversity of Development on Third Street



Rotary Sculpture

The Florida Riverfront Access Point is one of several redesign projects aimed at connecting downtown to the Mississippi River and accommodating the increasing amount of bicycle and pedestrian activity. The Rotary Club of Baton Rouge chose this site for the location of its Centennial Project, utilizing privately raised funds to construct a pinnacle sculpture piece marking the Rotary's centennial anniversary. World renowned artist Po Shu Wang was selected to design a sculpture visible from the Mississippi River Bridge with the largest sphere standing 14 feet tall. A sensor, located in the Mississippi 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. The sculpture was donated to the City-Parish in December 2019.

Third Street Diversity

In 1950, Third Street was the heart not only of Downtown but of Baton Rouge. After a hard decline, the Third Street corridor has re-emerged as the place to live, work, and play in Baton Rouge. New retailers and developments along Third Street are bringing more residents downtown than ever before, fulfilling a long-term vision for the city's center that's been in the works for more than two decades. Featuring many of the city's best restaurants, music venues, and bars, Third Street is already thriving with nightlife and entertainment options. But new investments in residential developments and essential services, such as a grocery store and a pharmacy, are helping to make downtown more livable.

In total, there are more than two dozen startups and small businesses downtown that are owned and operated by young entrepreneurs. This exciting spirit of youthful entrepreneurship is yet another reason why it is a great time to be downtown. The area is thriving day and night. New restaurants and bars provide a vast array of entertainment options, while new hotels, retailers and service based businesses provide convenience and shopping opportunities. Third Street was awarded by the Louisiana Chapter of the American Planning Association in 2018 as a 'Great Street.'



Photo credit: The Advocate

Riverboat Visits Soar

The 2020 riverboat schedule was recently released by Visit Baton Rouge, and there are over 140 stops planned at the downtown riverfront dock. A substantial increase in boat stops over the past few years now averages 2 boats per week to our great city. Each boat carries approximately 300 tourists. The tourists are offered bus and walking tours of Baton Rouge when they arrive in the city.



Electric Depot

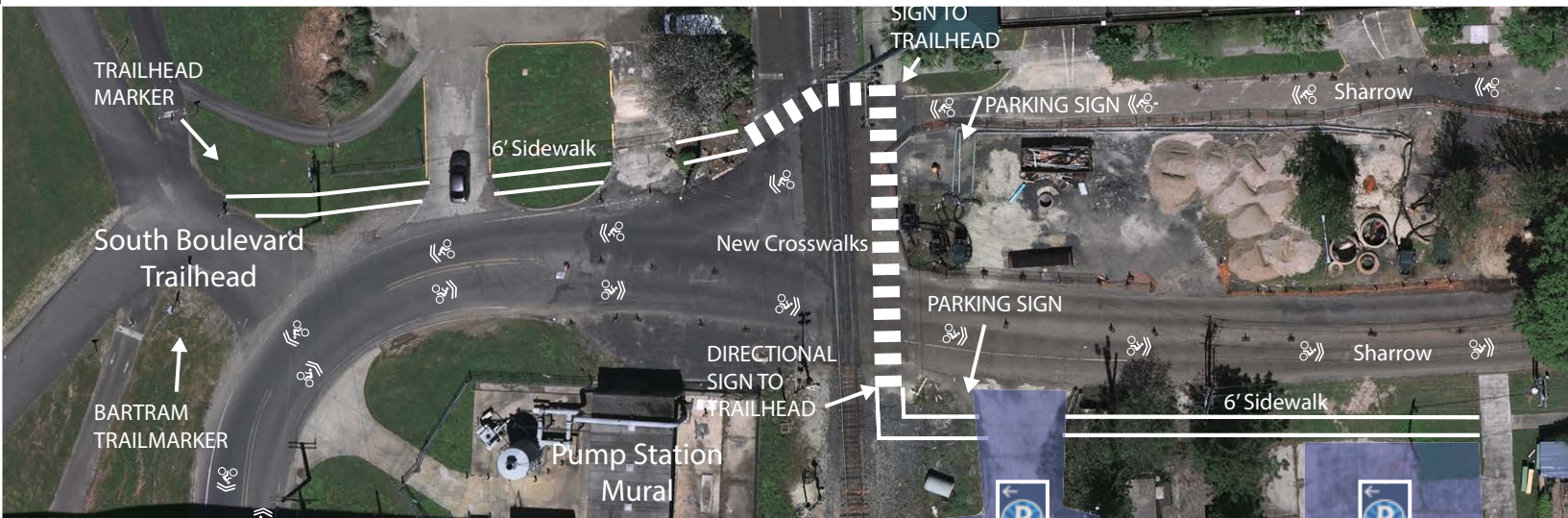
Construction has been completed on Phase I of the redevelopment of the site previous occupied by Entergy on Government Street. The East Baton Rouge Redevelopment Authority (RDA) secured ownership of the property and remediated the existing buildings through brownsfield remediation grant funding. The RDA contracted with Weinstein Nelson Development to lead the revitalization efforts of this \$20 million project.

Known as the “Electric Depot” several tenants have committed to join the unique mixed-use site. Positioned just east of Downtown East, a recently incorporated area of the Downtown Development District, the site is also strategically located east of the Kansas City Railway at 14th Street and is expected to become a catalyst for development in the heavily traveled area between Mid City and downtown. Red Stick Social, a bowling alley and entertainment center, opened in the spring of 2019, and City Roots Coffee Bar opened in the winter of 2019. More tenants are expected to open soon and 16 modern apartments ranging from 650 to 900 sq. ft. are also completed and available for lease.



Spencer Calahan Offices

Baton Rouge attorney, Spencer Calahan, and his team broke ground on a five-story downtown office complex in December 2017. The approximately \$11 million office complex is nearly complete and located at the intersection of St. Louis Street and South Boulevard. The building features a helipad, covered terrace, two levels of parking and three floors of office space. The building is prominently located downtown, along Interstate 10 at the base of the Mississippi River Bridge.



South Boulevard Improvements

The Downtown Development District and the East Baton Rouge City Parish Transportation & Drainage Department have developed a plan to increase bicycle and pedestrian user safety at the intersection of South Boulevard and River Road. A current lack of sidewalks and crosswalks at this intersection creates unsafe conditions for users accessing the Mississippi River Levee Trail from South Boulevard, and for users of the levee trail wishing to exit on the South Boulevard Trailhead and explore the southern end of downtown. Six-foot wide sidewalks, large crosswalk markings, and bicycle sharrow signs are expected to be installed in 2020.



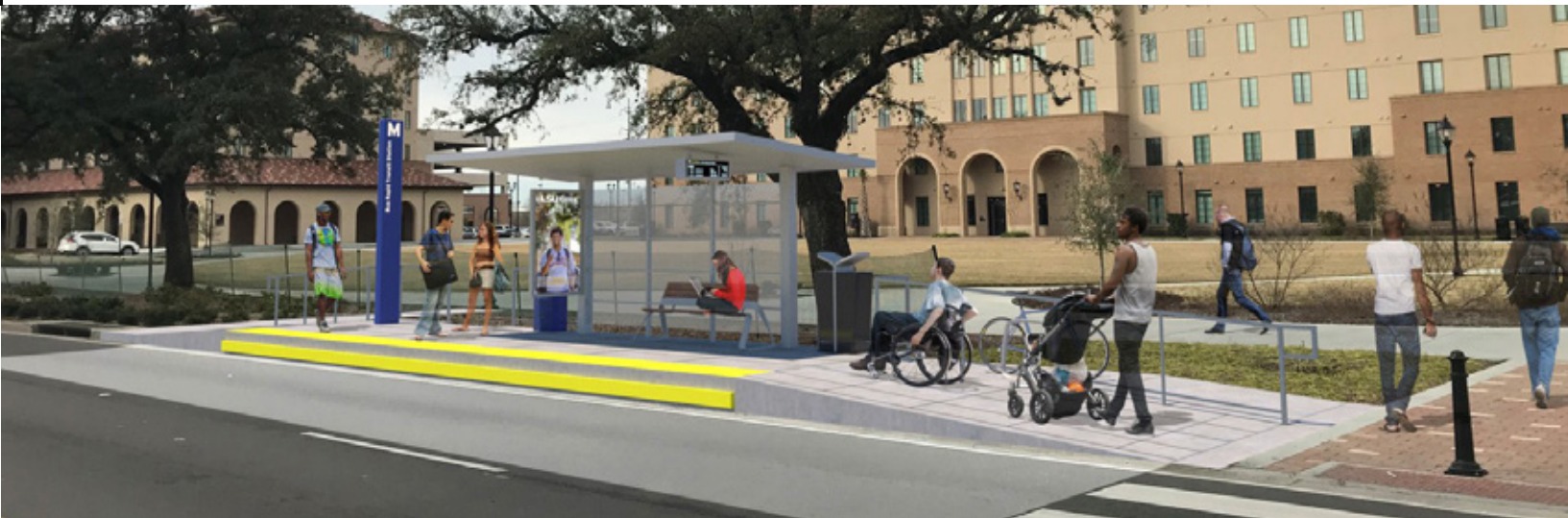
Associated General Contractors

A \$1.6 million renovation of the Louisiana Associated General Contractors offices located on the corner of 7th Street and Laurel Street has finished construction in 2019. Located adjacent to the Louisiana State Licensing Board for Contractors, the two organizations will share an adjoining parking lot. The Louisiana Associated General Contractors is the only statewide, full-service construction trade association representing nearly 800 general contractors, subcontractors, suppliers, and service firms throughout the country. The association promotes skill, responsibility, and integrity through construction and serves to enhance the quality of life for those who live, work, or travel in Louisiana.

LSA Licensing Board for Contractors

The Louisiana State Licensing Board (LSLBC) was created in 1956 by Act 233 of the Legislature (La. R.S. 37:2150-2192). The mission and purpose of this agency is the protection of the general public from incompetent and fraudulent acts of a contractor, while promoting the integrity of the construction industry.

The LCLBC constructed its new downtown headquarters at the corner of 6th and North Street, previously a surface parking lot. 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 into commerce. Ratcliff Construction completed the project in the summer of 2019. The development is located adjacent to the Louisiana Associated General Contractors office on the corner of 7th Street and Laurel Street.



Bus Rapid Transit

A bus rapid transit (BRT) line connecting Plank Road to Nicholson Drive with stops along north Baton Rouge, downtown, and LSU's campus has been approved to receive \$15 million in federal grant funding through the Better Utilizing Infrastructure to Leverage Development (BUILD) program. BRT delivers fast, reliable, comfortable, and cost effective service. The design and engineering work is expected to begin in 2020 and HNTB Corporation will lead the efforts with oversight by the City-Parish and CATS. The BRT line will feature transit statuses with real time information and level boarding. A new transfer center is also planned along Airline Highway.



Gotcha Bike Share

In 2015, Baton Rouge received a technical assistance grant from the EPA's Building Blocks for Sustainable Communities program to investigate the feasibility and logistics of a bike share program, a transportation 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. In November 2018, the Baton Rouge Bike Share Business and Implementation Plan was completed and spurred the implementation of Bike Share in downtown, Louisiana State University, and Southern University in 2019. Gotcha Bike Share was awarded the contract with the City-Parish and currently has approximately 500 bikes and 50 stations installed across the city. Subsequent phases are planned to expand into Mid City and the Health District.



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 determining overall cost, projected to be between \$260 million and \$400 million. Commercial buildings used for residential, retail, and/or office use, as well as loops for CATS services and bike-sharing and pedestrian routes are also being discussed as long-term outcomes of the project. Other stops are also being planned in Gonzales, LaPlace, and New Orleans.



Historic Survey: Beauregard Town

Beauregard Town, one of two historic neighborhoods downtown, is currently conducting a historic survey of the buildings and homes in the neighborhood through a grant acquired by the EBR City-Parish Planning Commission. The neighborhood was designated a national historic district in 1980 and is updating the survey to determine the possibility of becoming a local historic district. If the neighborhood pursues local historic district designation, it would join two other local districts in EBR Parish, Spanish Town and Drehr Place. The survey is expected to be completed in 2020.



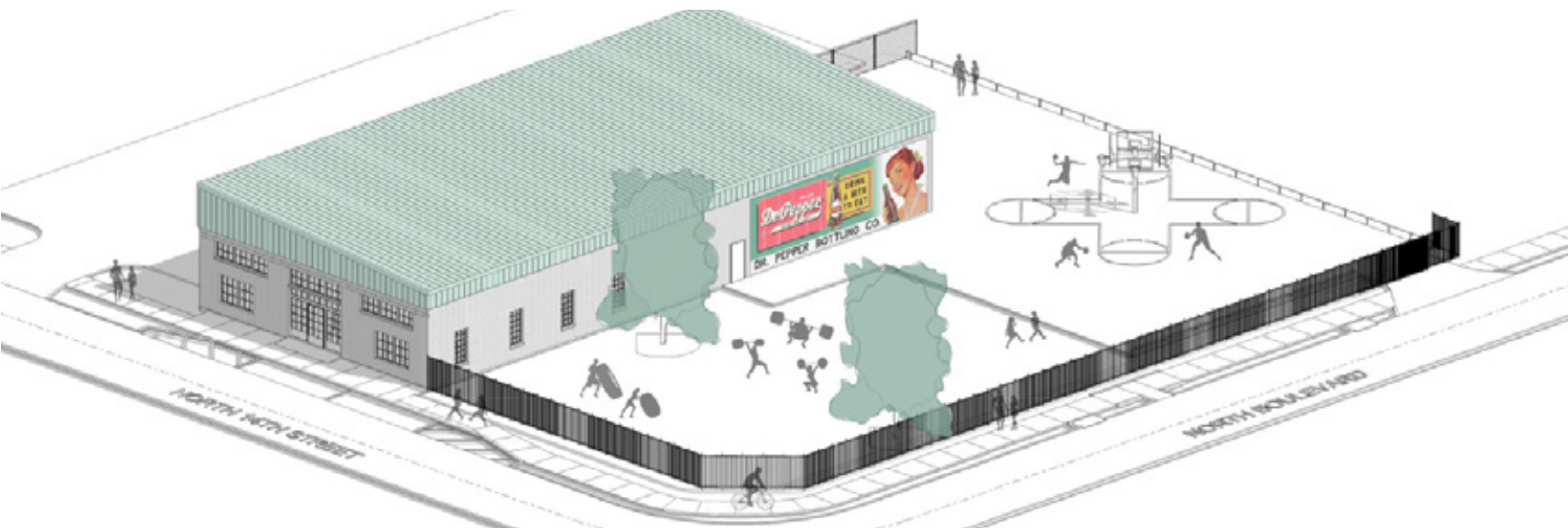
Eddie Robinson Sr. Historic District

Dyke Nelson, a local architect and developer, has worked to establish a new historic district in the Downtown East area. The approximate boundaries of the district are I-110, North Boulevard, Park Boulevard, and Terrace Street, with some areas adjacent to these borders excluded. As an established historic district, property owners can receive federal tax credits to assist in renovating approved structures. Dyke Nelson has developed several downtown and Mid City properties including 440 on Third, 500 Laurel, and the Electric Depot. The Eddie Robinson Historic District was approved in 2019.



BREC Sports Academy

BREC is exploring the possibility of improving Memorial Stadium and its surrounding site, as well as the Sports Academy currently located on Laurel Street. WHLC Architecture was hired to study the area and develop conceptual designs showcasing the possibility of such improvements. A recreation center is proposed as part of the development and also includes basketball courts, an elevated track, fitness center, lobby, boxing ring, and several program spaces. Its proposed location near the I-110 corridor would provide an opportunity for the facility to become a community focal point. BREC is currently evaluating the feasibility of the project and researching available funding sources.



North 14th Street Park

BREC's North 14th Street Park is currently finishing renovations that include new/repared windows and doors, painting, fencing, and a reconfigured basketball court. A exterior mural is also being explored as part of the project. The renovation cost is approximately \$130,000. The park is located in Downtown East near the railroad track featuring a recreation center with a boxing ring and workout equipment.

DDD Projects



Marketing & Attraction

In order to most effectively market the complete Downtown Baton Rouge experience to visitors, residents, and workers; the Downtown Development District has launched a new website. The contents of the website include: Discover Downtown, Live Here, Do Business, and Get Around. The website was updated in the fall of 2019 and was redeveloped by TILT. The new website focuses on a new, innovative design, as well as making information more easily accessible to each type of user.

In addition to the website, the Downtown Development District created a Development Toolkit to provide developers and investors key market data and statistics about the downtown area and activities. The toolkit outlines numerous permitting processes, provides important contact information, and gives a snapshot into current downtown demographics. All available local and state economic incentives are also outlined within the document that is available on our website and in our complete marketing packets. In addition, the DDD has welcome guides including Attractions and Festivals, Residential, Business, and Parking.

The Central Green

Over several years, DDD 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. In total, the Central Green boasts over 11 acres of accessible, contiguous public greenspace. The Central Green has become a premier regional destination, hosting hundreds of annual events on the lush greenspaces, ranging from large concert series that attract thousands of attendees to small informal gatherings.

The realization of the Central Green began as a primary recommendation of the community-driven master plan, Plan Baton Rouge II. The planning team, led by Chan Krieger Sieniewicz Urban Design and Planning and Hildebrand & Associates, recommended barrier, prioritizing accessibility, increasing tree canopy and permeable surfaces, and creating a series of outdoor “living rooms” surrounded by a variety of cultural destinations. The subsequent implementation of the plan focused on removing concrete, changing surrounding road systems to accommodate pedestrians and bicycles, and replacing hardscape surfaces with expansive green spaces. North Boulevard Town Square, Repentance Park, City Hall Plaza, and Riverfront Plaza are all components of the Central Green. The Central Green has become the unifying connective tissue linking our civic and cultural attractions together.



Repentance Park

Repentance Park, a component of Plan Baton Rouge II's Central Green concept, was designed to provide a venue for large events and serve as a component of the southern anchor of the Arts & Entertainment District. It was planned and designed by Reed Hilderbrand and Associates, Reich Associates, and Susan Turner Associates Landscape Architects to connect the Louisiana Arts and Science Museum, River Road, Old State Capital, Convention Center, City Hall, Galvez Plaza, and Town Square. The dramatic landform carefully transitions users between the drastically different elevations at the eastern and western edges of the site. Daily activities and popular events, such as the Blues Festival, have utilized the open, flexible space since its opening.

Repentance Park has added a new energy to the area and provides improved accessibility for pedestrians visiting the City Hall and the River Center campus. Over 750 interactive fountain jets have been implemented in the space to provide a family friendly atmosphere that initiates child play and adult enjoyment. Construction for the \$3.5 million project was completed in April 2013 by Group Industries. With a budget of approximately \$187,000, the park's greenspace was also extended west in 2016, shortening the crosswalk length across to and from Repentance Park and the Louisiana Art & Science Museum.



North Boulevard Town Square

Whether gathered together for a large parish-wide event or stopping to relax in the middle of a hectic day, citizens of Baton Rouge have an amazing place to be – North Boulevard Town Square, the Heart of Baton Rouge. North Boulevard Town Square, located in the Arts & Entertainment District, has been a focal point, continuously displaying significant community events to users of the space. Over 250 annual special events have utilized the space while inquiries and requests continue to be placed daily. Town Square has received 9 state, national, and international awards since its opening.

North Boulevard Town Square Phase I and the redesign of Galvez Plaza, design by was completed in the spring of 2012. The \$7.3 million development was designed by the joint venture design team Brown+Danos Land Design and Joseph Furr Design Studio and constructed by Arrighi Construction, LLC. Phase II includes corridor improvements along St. Phillip Street and North Boulevard, with ongoing beacon programming, event logistics, and landscape maintenance managed by the DDD. Construction of NBTS Phase II was complete at the end of 2019 and additional signage was installed in the summer of 2018.



Photo credit: Tim Hursley



Photo credit: Mark Bienvenu

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.

As part of the Riverfront Master Plan, Plan Baton Rouge II, and North Boulevard Town Square, a special-event stage was created to provide a venue for large events in the heart of downtown. This project furthers implementation of Plan Baton Rouge II, building upon the Central Green concept - a unified system of greenspaces linking the area's cultural attractions with the City Hall and River Center Campuses. Additional lighting for the Crest was coordinated with the City Hall Plaza project in 2018.

City Hall Plaza

The renovation of City Hall Plaza removed underutilized and harsh existing hardscapes in the plaza and replaced them with a large green lawn and shade trees. The redesign provides better circulation throughout the City Hall and River Center Campuses, and allows the Galvez Stage to be used from both sides. Reed Hilderbrand Associates, Inc. with sub-consultants: Reich Associates; Trahan Architects; Forte and Tablada, WHLC Architects, Jeffrey L. Bruce and Company LLC., Assaf Simoneaux Tauzin & Associates, Inc., Water Management Consultants and Testing, Inc.; and Lam Partners, Inc. designed and planned the space.

The finished space improves ADA accessibility, covers the opening above the parking north of The Crest stage, and features an open greenspace that allows views and access from both sides of the stage. City Hall was also incorporated into the City Hall Master Plan by extending a floating "porch" into the greenspace and closer to The Crest stage. Construction was complete in the spring of 2018 and the space has received four local and state awards since its opening.



Louisiana Avenue Connection

The Downtown Development District has proposed additional design and infrastructure improvements at Louisiana Avenue, connecting the Downtown Greenway to the Government Street bike lanes via Eddie Robinson Sr. Drive. The Louisiana Connector will connect currently disjointed sidewalks, bicycle sharrows, ADA compliant crosswalk improvements, wayfinding signage, and streetscape amenities to create a pleasant and safe traveling experience for bicyclists and pedestrians. The DDD has secured grant funding from the Transportation Alternatives Program and is pending grant approval from the Safe Routes to Public Places Program to implement the project.

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 Downtown Greenway received design and planning assistance from the EPA's Greening America's Capitals program and the Capital Area Finance Authority. Design Workshop was selected to complete the final design utilizing the approximately \$3 million in grant funding acquired.

Construction was completed on the first components of the Downtown Greenway in 2015 at BREC's **Expressway Park** and the Myrtle Street Connector to the Lincoln Theatre. The **North Boulevard** section was completed in 2016 and features a separated 10' urban bicycle path and 5' pedestrian garden path, median crossings, specialty pavement, curb ramps, seating areas, lighting, sculpture, water fountains, bicycle racks, and lush landscaping. Construction on the **T.J. Jemison / East Boulevard** portion of the Downtown Greenway is expected to be complete in the beginning of 2020 and includes bicycle and pedestrian paths, lighting, and landscaping from Expressway Park to North Boulevard.



East Boulevard / T.J. Jemison Boulevard

The second phase of the 2.75 mile Downtown Greenway is under construction along East Boulevard/TJ Jemison Boulevard. This phase of the Downtown Greenway will connect the recently constructed phase one portions along North Boulevard and Expressway Park. The project features a 10' foot wide bicycle and pedestrian path as well as new lighting, shade trees, landscaping, trash receptacles, benches, and entry signage. The construction is expected to be complete in the beginning of 2020.



Photo credit: Mark Bienvenu



Riverfront Access @ Florida St.

The Florida Street Riverfront Access point was completed in 2015 and provides a bicycle and ADA compliant access point to the riverfront at Florida Street and River Road. The \$1.1 million project was designed in house by DPW with input from Susan Turner Associates, WHLC Architects, Reed Hildebrand, and Reich Associates. A multi-use path along River Road connects LASM and Town Square to the new access point, better linking downtown to the Mississippi River and LSU via the levee bike path. The new access point is a safe and welcoming amenity for tourists and residents, and has already attracted various groups of people and performers for large and small events. Crosswalk improvements along River Road were also included for the intersections of North Boulevard, Convention Street, and Florida Street.

In early 2016, the DDD installed Adirondack river viewing chairs, and shade umbrellas to complement the amount of public activity that the space attracts. The Rotary Club of Baton Rouge also chose this location to place a sculpture by a world renowned artist in celebration and acknowledgment of their 100 year anniversary.

Riverfront Wayfinding

A 4.31 mile stretch of the levee bike path extends from the end of the downtown promenade just north of the I-10 Mississippi River Bridge and continues south past Skip Bertman Drive at LSU down to Farr Park. The 15 foot wide path includes separate lanes for both bicycles and on-foot visitors as well as lighting, seating and water fountains. The path's northern end terminates at the one mile riverfront promenade in Downtown Baton Rouge. The DDD has installed several types of wayfinding signage along this pathway, including the recent installation of wayfinding signage along the riverfront highlighting the nearby cultural and civic attractions.

The Levee Loop is a set of two marked trails along the riverfront promenade; a .5 mile and 1.5 mile circuit aimed at promoting health, community use, and active interaction with the Mississippi River. Signs with calorie burn information are located along the loops, and call out some of the major features users can expect to see along the routes.



Desoto Park Nature Trail

The 20-acre footprint of the batture area historically known as ‘DeSoto Park’ presents a range of eco-tourism and recreational opportunities as a natural celebration of the Mississippi River and the batture wildlife habitats that it creates. By constructing simple hiking trails with interpretive and wayfinding signage, a new riverfront attraction can be created and used for nature exploration, bird watching, bike riding, photography, picnicking, wildlife and plant educational programs, and other nature based activities. The park will provide visitors with an opportunity to experience the river’s edge in its natural state. Pedestrian access via the existing City/Parish ROW over the CN Railroad at North Street, as well as public parking at the Welcome Center, offers some of the infrastructure needed for safe access to the park space.

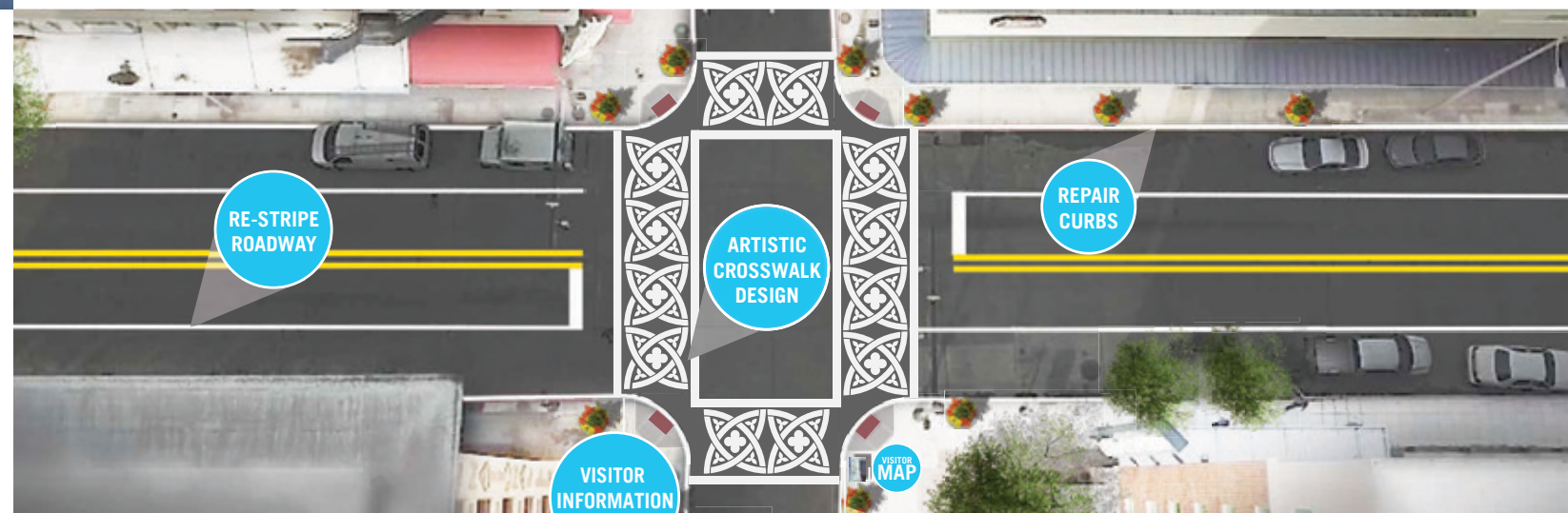
The DDD has begun the conceptual work toward the development of this trail system and other improvements, though a sustainable model for the management of this riverfront attraction will be necessary to achieve long-term success. The DDD will seek partnerships that can emerge between various entities such as the City of Baton Rouge, State of LA, BREC, and local/regional naturalist and trail seeking groups.



Yazoo Plaza

The pedestrian and cyclist portion of the Florida Riverfront Access project on the east side of the LASM building connects to the redesigned Yazoo Plaza by Suzanne Turner Associates at the northern end of LASM. In addition to being a new urban greenspace, Yazoo Plaza seamlessly connects North Boulevard Town Square, Repentance Park, and the multi-use path along River Road.

Surrounded by a grove of trees in a park like setting, the plaza provides a space for visitors to relax and enjoy the surrounding downtown views. The project is located at the intersection of North Boulevard and River Road and includes low maintenance plant materials, seating areas, and hardscape paths. Bistro tables and chairs were placed in the flexible space for users to enjoy in 2017 and upgraded lighting is expected to be added to the space in 2020.



Third & Florida St. Intersection

The intersection of Florida Street and Third Street is perhaps the most prominent intersection in the Arts & Entertainment District. Both corridors are vibrant urban streets with a healthy mix of shops, restaurants, hotels, and apartments. Most recently, the Courtyard Marriott was constructed at this intersection in a previous surface parking lot. The DDD and the City Parish have partnered to enhance this intersection with an artistic crosswalk application expected to be implemented in the beginning of 2020. Other recent improvements to this intersection include potted plants and downtown marketing/visitor information on the State National Life building.



Riverfront Murals

As part of many recent improvements to the riverfront, three murals have been installed in 2019. One mural was installed as part of a partnership between the DDD and Visit Baton Rouge, located on the pedestrian stairs at Riverfront Plaza. The second mural was installed on a riverfront wall adjacent to the levee; it is entitled 'Chromatic Currents' and abstractly depicts the flowing nature of the Mississippi River. The third mural was installed on a parking lot retaining wall along Lafayette Street between Laurel and Main Street. All three murals have become popular picture taking locations. The wall murals were a partnership between the DDD and Walls Project painted by the artist Marc Fresh.

River Road Bike & Pedestrian Paths

Recent, major developments along River Road including IBM/525 Lafayette currently lack surrounding bicycle and pedestrian amenities that would improve the safety and experience of travelers. Several projects have recently been construction or are currently underway that bring these amenities to River Road and connect the developments to the surrounding destinations and businesses.

Duplantis Design Group is currently contracted to plan and design the pedestrian path on the east side of River Road between Florida Street and the State Buildings to the North, integrated with the recently installed streetscape adjacent to the IBM complex. These improvements will include street trees, sidewalks, crosswalks, and needed pedestrian signals. Bike and pedestrian paths extending north of the Riverfront Access Point at Florida Street on the west side of River Road were constructed in 2018. This project also included road improvements to River Road as part of the State to City-Parish road transfer project. The east side of River Road is expected to begin construction in 2020.



Riverfront Dock Shade Sails

Post Architects designed a functional shade structure that covers approximately 3,000 square feet of the Riverfront Dock, costing approximately \$160,000. The tensile shade structure provides shade and rain protection for downtown riverfront patrons, providing a pleasant site for small events and gatherings to celebrate and enjoy the Mississippi River. The translucent panels are illuminated with LED lighting at night, creating an exciting attraction that not only accommodates users, but also showcases Baton Rouge's riverfront to travelers on the I-10 bridge.



Riverfront Plaza

Originally built in 1984, Riverfront Plaza is a classic water garden style public space, a signature of the particular era in which it was designed. The plaza offers an ADA accessible entry to the riverfront near the dock, but was in need of renovation to rectify numerous maintenance items neglected for a number of years. Approximately \$750,000 was appropriated for this project from the state sales tax rebate funding dedicated to Riverfront Master Plan improvements.

CARBO Landscape Architecture redesigned the areas within and adjacent to the plaza and dock area to improve aesthetics while decreasing regular maintenance needs, and further defining individual spaces within the gardens that can be used for events and/or riverboat reception. Some of the enhancements include; upgraded event space, all new plantings, ‘no-mow’ wildflower planting areas, additional security and decorative lighting, educational and welcome signage, sound system, updated irrigation, concrete repairs, and ADA and bicycle accessibility improvements. The renovations were completed at the end of 2019.

Community Events

Downtown residents and guests enjoy over 1,500 annual events including parades, races, and large events such as the popular Live After Five concert series. Many of these events take place in the recently implemented public greenspaces, North Boulevard Town Square, City Hall Plaza, and Repentance Park. The Downtown Development District strategically implemented these spaces as downtown master plan recommendations in order to spur investment and provide a constant stream of attractions and activity.

In addition to implementing these unique public spaces, the DDD also manages all aspects of these greenspaces such as the beacon programming, assistance with event logistics, and maintaining the landscape in order to enhance the public’s downtown experience. The DDD, functioning as a liaison between event coordinators and City-Parish departments, also reviews event applications and assists in required permitting processes. Event information is also available and marketed through various DDD outlets including emails, social media, the North Boulevard Town Square Media Beacon, and website calendars. The Special Event Procedures and Guidelines Handbook, available online or in our office, was developed and is maintained as an overview to the logistics and processes in event coordination.

For more information on the event related resources provided by the DDD, visit www.downtownbatonrouge.org



Design Resource Center

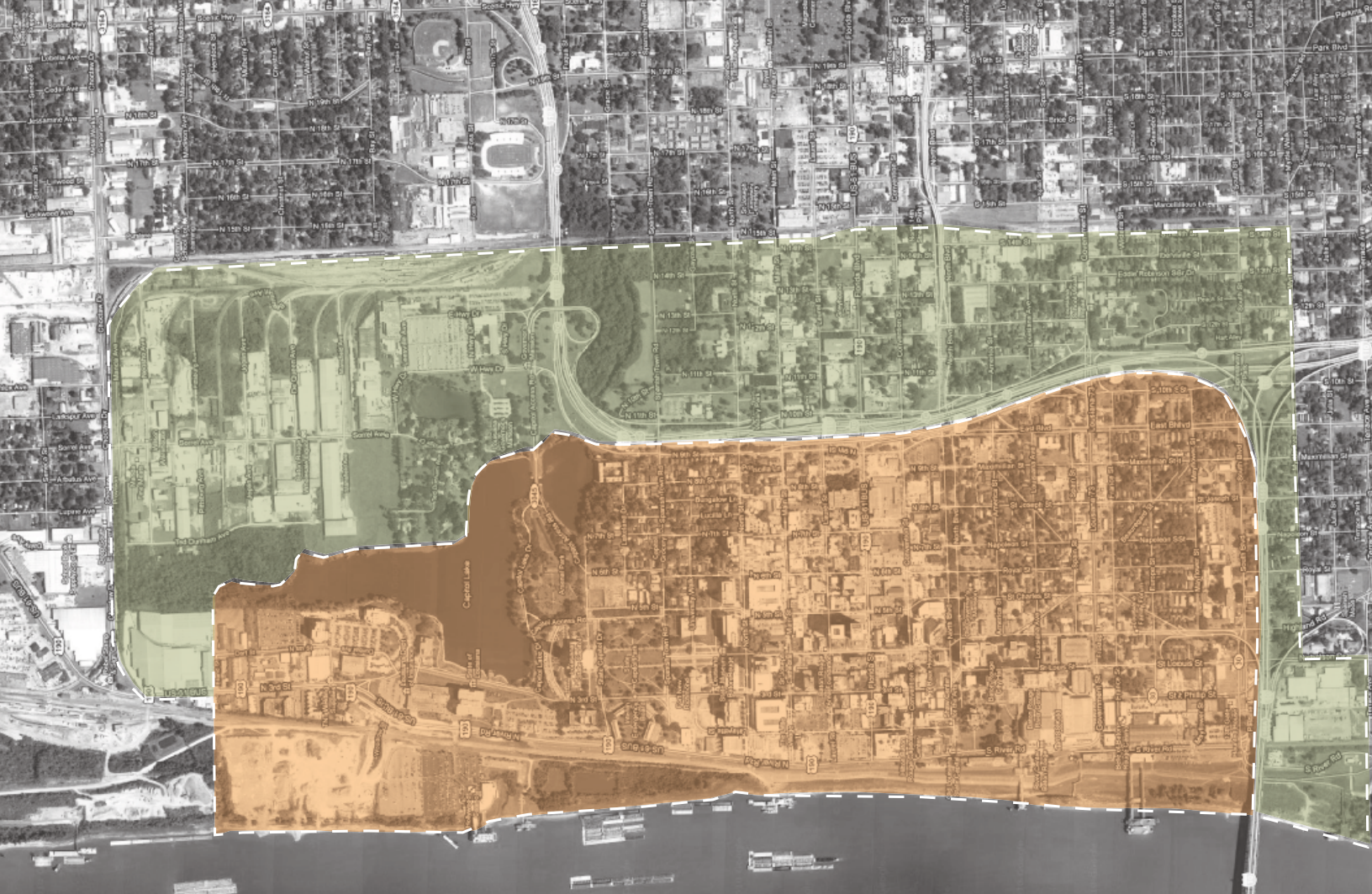
The Design Resource Center's mission is to unite the design community with the public by creating a common ground for students, professionals, residents, and business owners to engage one another in design discussions focused on the promotion of commerce and culture in Downtown Baton Rouge. The center ultimately informs citizens on the direction of Baton Rouge as outlined in Plan Baton Rouge II, Future BR and other adopted master plans.

Students from the LSU School of Landscape Architecture and Architecture, Southern University, Mentorship Academy, and Rhode Island School of Design have utilized the space to showcase and discuss project ideas for Downtown Baton Rouge. Professional organizations including the Louisiana Chapter of the American Planning Association, Louisiana Chapter of American Society of Landscape Architects, Louisiana Chapter of American Institute of Architects, Baton Rouge Chapter of the Urban Land Institute, and many others have also used the space for design discussion and education meetings.

Downtown Maintenance

The mission of the Downtown Maintenance Committee is to enhance the built and natural environment by increasing the effectiveness and efficiency of maintenance resolutions through the development of ordinances, educational campaigns, enforcement procedures, and volunteer/funding activities compatible with the current dynamic and condition of the Downtown Development District.

Four subcommittees of the Maintenance Committee were established to focus on several goals. The Ordinance Subcommittee updated the sidewalk café ordinance in 2016 and the Central Business District waste ordinance in 2018 to promote ADA accessibility as well as clean, sanitary streetscape conditions. The Education Subcommittee has developed several campaigns that award citizens and businesses that embody exemplary maintenance and anti-litter principles. The Enforcement Subcommittee works directly with DPW representatives to review the City-Parish's 3-1-1 citizen complaint and request system. The Volunteer Subcommittee identifies volunteer and funding opportunities to aid in these efforts.



DDD Boundary 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. The newly expanded area began contributing to the DDD tax base in 2017.

The western boundary of the expansion is at the Mississippi River immediately south of the Old Municipal Dock and including the Water Campus, with its eastern most boundary is the Kansas City Line Railroad. Its northern boundary is Choctaw Drive and extends west along the railroad towards the river. With an increase in the residential population and number of annual events, the Baton Rouge Police Department plans to increase patrols downtown, including the new Downtown East portion.



Parking Strategy

In 2016, the Metropolitan Council approved \$100,000 to hire Fregonese and Associates to expand upon the parking analysis study conducted in 2014 by AECOM. Baton Rouge has about 1,800 public parking spaces downtown and another 2,700 private parking spaces, but is not currently collecting their expected revenue. Of those 1,800 public spaces, 970 are on the street and 540 are metered. The consultant recommended hiring a parking management company to oversee the ticketing, operations, and management of a comprehensive parking program downtown.

LAZ Parking was selected in 2019 to manage the River Center Parking Garages as the consultants suggested as part of the parking study. The study also suggested upgrading the city's outdated parking meters with modern machines that accepted credit card and phone payments. Implementation of the new meters is expected in 2020.

Recognitions



Organization & Project Recognition

2019 Davis Rhorer - LA Chapter of the American Planning Association, Partners in Planning
 2019 City Hall Plaza - Associated Builders and Contractors, Inc. National Chapter, Excellence in Construction Pyramid Award
 2019 Downtown Greenway - LA Chapter of the American Society of Landscape Architecture, President's Award of Excellence
 2019 City Hall Plaza - LA Chapter of the American Society of Landscape Architecture, Honor Award
 2018 Power of Implementation Award to Davis Rhorer by the Center for Planning Excellence.
 2018 City Hall Plaza - Associated Builders and Contractors, Inc. Pelican Chapter, Excellence Award
 2018 City Hall Plaza - Baton Rouge Growth Coalition - Good Growth Award
 2018 Historic Third Street - LA Chapter of the American Planning Association, Great Street
 2018 Central Green - LA Chapter of the American Planning Association, Implementation
 2017 Certificate of Commendation for 30 years of Leadership from the EBR Office of Mayor President
 2017 Yazoo Plaza at The Louisiana Art & Science Museum - LA Chapter of the American Society of Landscape Architecture, Merit Award
 2016 River Road Project - Baton Rouge Growth Coalition - Good Growth Award
 2016 DDD Toolkit - International Downtown Association - Merit Award, Marketing
 2015 River Road Project - LA Chapter of the American Planning Association, Louisiana Great Places
 2015 River Road Project - International Downtown Association - merit Award, Public Spaces
 2014 The Crest - National Engineering News Record "Best of the Best" Landscape/Urban Development Category
 2014 Repentance Park - LA Chapter of the American Society of Landscape Architecture, Merit Award
 2014 The Crest at Galvez Plaza - Engineering News-Record, LA & TX Region - Best Project, Landscape/hardscape/Urban Design
 2014 The Crest at Galvez Plaza - International Downtown Association - Merit Award, Public Spaces
 2014 The Crest & Repentance Park - Associated Builders and Contractors, Inc., Pelican Chapter
 2014 The Crest & Repentance Park - Associated Builders and Contractors, Eagle Award (national)
 2014 The Crest - The Associated General Contractors of America (national)
 2014 The Crest at Galvez Plaza - Baton Rouge Growth Coalition Good Growth
 2014 North Boulevard Town Square - LA Chapter of the American Planning Association - Louisiana Great Places
 2013 Repentance Park - International Downtown Association, Public Spaces
 2013 Downtown Development District 25 Years - International Downtown Association, Leadership & Management
 2013 North Boulevard Town Square - LA Chapter of the American Society of Landscape Architecture, Honor Award
 2012 North Boulevard Town Square - ENR TX/LA, Best Hardscape Urban Development Project
 2012 North Boulevard Town Square - The United States Conference of Mayors, Merit Award, City Livability
 2012 North Boulevard Town Square - International Downtown Association Merit Award, Public Spaces
 2012 North Boulevard Town Square - Baton Rouge Growth Coalition Good Growth, People's Choice Award
 2012 North Boulevard Town Square - Associated Builders & Contractors, Excellence in Construction
 2012 North Boulevard Town Square - LA Chapter of the American Society of Landscape Architecture, Planning
 2012 North Boulevard Town Square - Municipal Association for Economic Development
 2011 Downtown Greenway - International Downtown Association, Planning
 2010 Greening of Downtown - International Downtown Association, Planning
 2009 Arts & Entertainment District - International Downtown Association, Leadership & Management
 2008 Wayfinding Signage - International Downtown Association, Outstanding Achievement



Special Thanks

We remain dedicated to the development and promotion of Downtown Baton Rouge as we move forward in 2020. 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 the continued support of this vision.

Honorable Mayor-President Sharon Weston Broome

Chief Administrative Officer Darryl Gissel

East Baton Rouge City-Parish Metropolitan Council

Trae Welch	District One
Chauna Banks	District Two
Chandler Loupe	District Three
Scott Wilson, Pro Tempore	District Four
Erika L. Green	District Five
Donna Collins-Lewis	District Six
LaMont Cole	District Seven
Denise Amoroso	District Eight
Dwight Hudson	District Nine
Tara Wicker	District Ten
Matt Watson	District Eleven
Barbara Freiberg	District Twelve

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Melanie C. Montanaro	Vice Chairman
Eric Dexter	Secretary
Fran Gladden	Treasurer
Prescott Bailey	
Madeline Brown	
Jude Melville	

DDD Staff

Davis Rhorer	Executive Director
Gabriel Vicknair	Assistant Executive Director
Whitney Hoffman Sayal	Development Project Director
Casey Tate	Development Project Director
Mary Olinde	Administrative Assistant
Austin Carbo	Intern



DOWNTOWN
DEVELOPMENT
DISTRICT

