

toolkit

2025





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As Executive Director of the Downtown Development District, I’m proud to present this year’s Downtown Development Toolkit—a data-driven snapshot of where we stand today and where we’re headed. Downtown Baton Rouge continues to serve as the epicenter of commerce and culture for the region, with steady growth across our business, residential, and tourism sectors. This year’s report incorporates advanced AI-generated cell phone data, providing fresh insights that validate and inform the priorities outlined in our 5-Year Strategic Plan.

Residential demand remains strong, particularly among young professionals and empty nesters, with high occupancy levels across the Central Business District. Our tourism sector leads the parish with the highest hotel room demand and occupancy rates, while the office market continues to show resilience in the post-pandemic landscape. Downtown’s public greenspaces are more active than ever, hosting hundreds of events that draw visitors from across the region. Meanwhile, renewed momentum along the Riverfront is fueling new energy among citizens and civic leaders. We’re especially excited about the launch of Plan Baton Rouge III—a community-driven master plan that will shape the next chapter of our downtown. Grounded in public input and guided by shared vision, this plan will outline our long-term objectives and directly influence the positive trends reflected in this report as projects move from concept to reality.

We remain committed to bold advocacy, strategic planning, and ambitious goals that elevate downtown as a vibrant and inclusive center of life and opportunity. To the residents, business owners, investors, and visitors who bring downtown to life every day—thank you. Your continued support and belief in our potential drive in everything we do, and I look forward to what we’ll accomplish together in the rest 2025 and beyond.

Whitney Hoffman Sayal, AICP
Executive Director



8.3K

FACEBOOK FOLLOWERS



5.8K

INSTAGRAM FOLLOWERS

STRATEGIC PLAN ACCOMPLISHMENTS

- ✓ BYLAWS UPDATE
- ✓ DEVELOPMENT PROJECT DIRECTOR HIRED
- ✓ DESIGN & MARKETING COORDINATOR HIRED
- ✓ NEWSLETTER CONTENT UPDATED
- ✓ 5TH DISTRICT POLICE ENGAGEMENT
- ✓ MARKETING/MYTH BUSTERS
- ✓ LED STREET LIGHTING UPGRADES
- ✓ ALLIED PARTNER ENGAGEMENT
- ✓ UPDATED TOOLKIT W/ PLACERAI DATA
- ✓ INCREASED SOCIAL MEDIA VIDEOS/TUTORIALS
- ✓ QUARTERLY NEIGHBORHOOD MEETINGS
- ✓ INCREASED EVENT ATTENDANCE
- ✓ PLAN BATON ROUGE III IN-PROGRESS
- ✓ 40+ ACTIVE PROJECTS

\$136.5 MILLION
HOTEL INVESTMENT SINCE 2010

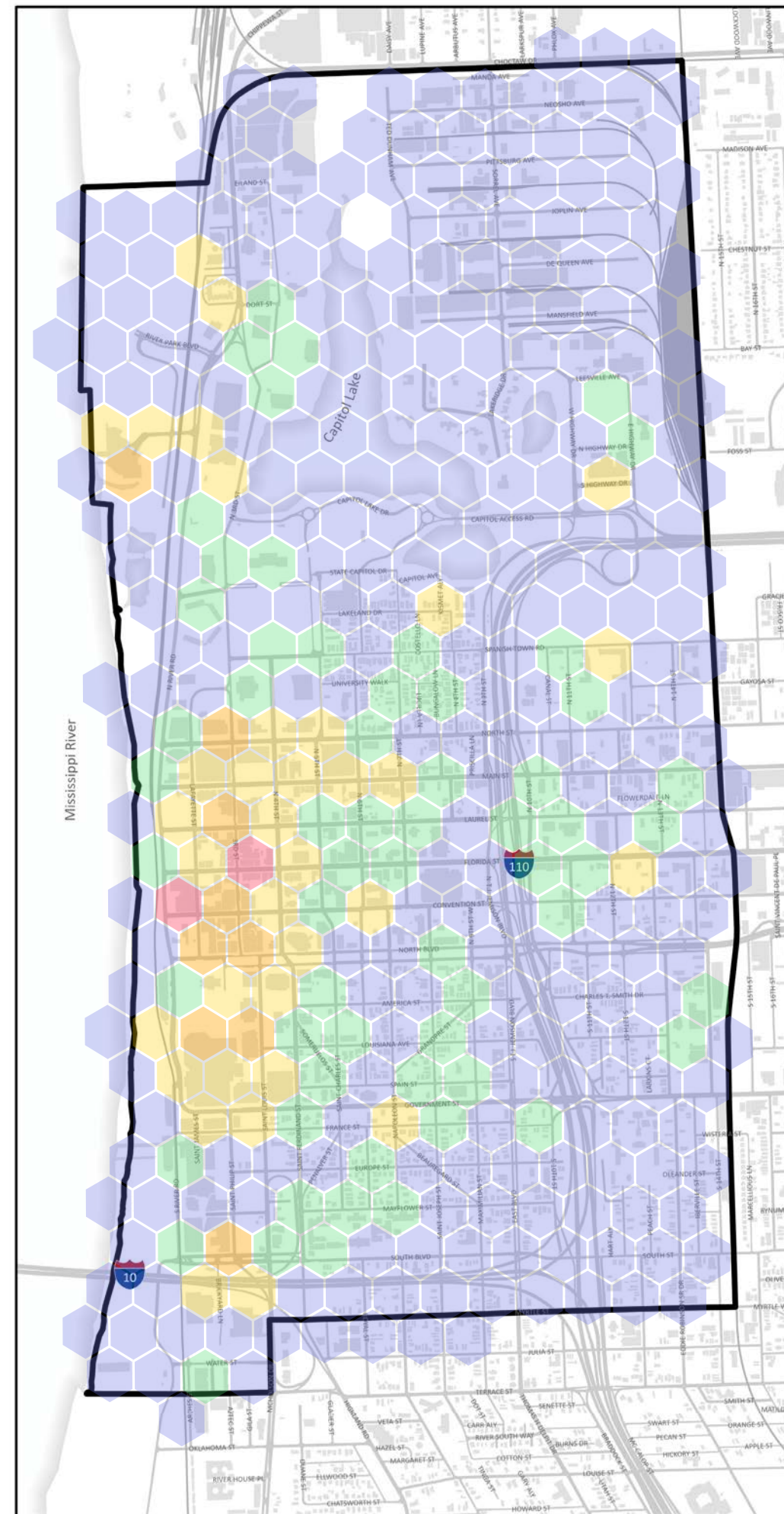
16.4% GROWTH
IN RESIDENTIAL POPULATION 2012-2021
(COMPARED TO 1.6% DECLINE IN CITY)

84 PERCENT
OFFICE OCCUPANCY

94 PERCENT
CBD RESIDENTIAL OCCUPANCY

1,000+ EVENTS
HOSTED PER YEAR

+600K VISITORS
MARDI GRAS SEASON



NUMBER OF VISITS

- 659,042 - 966,416
- 328,832 - 659,042
- 136,616 - 328,832
- 35,629 - 136,616
- <35,629

This heat map depicts how often downtown areas were visited from July 1, 2024 - June 30, 2025. The areas that received the highest number of visitors were around the **Hilton** and **Courtyard** hotels. Events in the **River Center** and **Central Green** areas also brought in a lot of visitors.

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



SCALE: 1:20000



INVESTMENT

\$2.72 BILLION

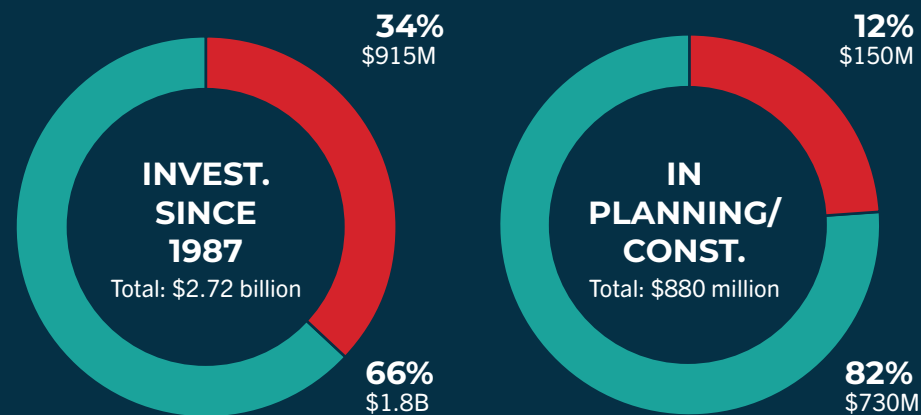
TOTAL INVESTMENT SINCE DDD CREATION IN 1987

COMPLETED: \$1.8 BILLION IN PLANNING: \$880 MILLION

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

Public Projects Private Projects

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



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

\$1.82 BILLION

INVESTED SINCE 2010

DOWNTOWN PROPERTY VALUES ARE

2.5X HIGHER

THAN THE PARISH-WIDE AVERAGE



LAND & VALUE ASSESSMENT

	CBD	DDD	CITY	PARISH
ASSESSED VALUE	\$50.8M	\$105.7M	\$2.7B	\$7.1B
EST. MARKET VALUE	\$375.6M	\$765M	\$22.8B	\$59B
AREA IN SQUARE MILES	0.2	2.2	253	624
EST. MARKET VALUE/SQUARE MILE	+1.9B	\$347.7M	\$90.1M	\$94.5M



MAJOR DEVELOPMENT PROJECTS IN DECADES SINCE 2000

*Investments Over ~\$10M & Greenspaces/Transportation Projects

PROJECT DATES
● 2000-2009
● 2010-2019
● 2020-in progress

MIXED-USE

- 1) Shaw Center for Performing Arts
- 2) 440 on Third/Matherne's
- 3) IBM / 525 Lafayette
- 4) Commerce Building
- 5) Spencer Calahan Offices

HOTEL

- 6) Hilton Hotel
- 7) Hotel Indigo
- 8) Hampton Inn & Suites
- 9) Watermark Baton Rouge
- 10) Courtyard by Marriott
- 11) The Origin Hotel

OFFICE

- 12) I & II City Plaza
- 13) LA State Licensing Board for Contractors
- 14) I Rivermark Centre
- 15) II Rivermark Centre
- 16) LA Association of Business & Industry

GREENSPACE

- 17) Downtown Greenway- North Blvd & TJ Jemison
- 18) Rhorer Plaza
- 19) Repentance Park
- 20) Riverfront Plaza
- 21) North Blvd Town Square Phase I & II
- 22) Downtown Greenway- Louisiana Connector

OTHER

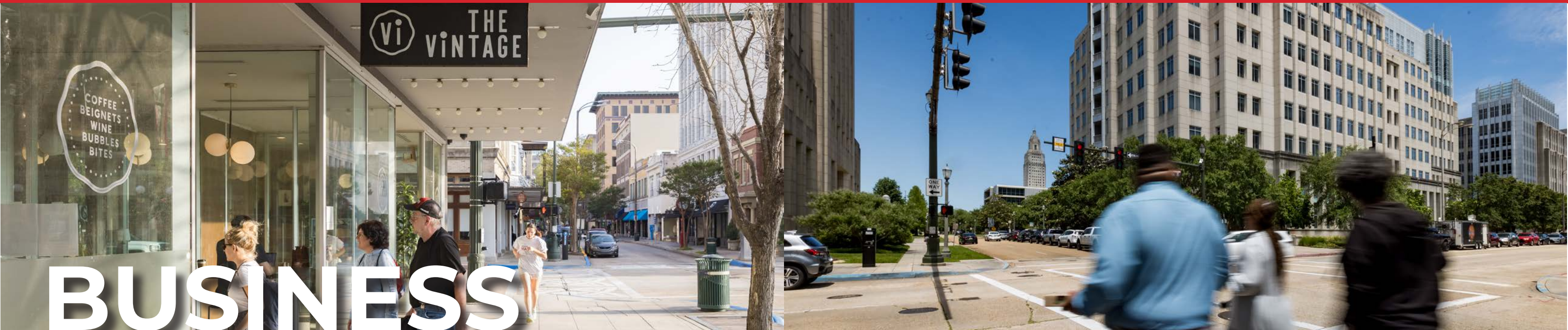
- 23) LASM Planetarium & Space Theater
- 24) 19th Judicial Courthouse
- 25) Water Campus
- 26) Raising Cane's River Center Theater
- 27) River Center Library
- 28) Bally's of Baton Rouge (in construction)
- 29) Queen Casino

TRANSPORTATION

- 30) MOVEBR Enhancements
 - Main Street
 - North Boulevard
 - Laurel/Lafayette Street (in construction)
 - South Boulevard (in planning)
 - Florida Street
 - East Boulevard
- 31) Bus Rapid Transportation (in construction)
- 32) I-10 Widening & Community Enhancements (in construction)
- 33) River Road West Multi-Use Path (in planning)
- 34) River Road East Multi-Use Path (in planning)

RESIDENTIAL

- 35) Elysian I, II, & III
- 36) The Residences at Rivermark
- 37) The Heron Downtown I
- 38) The Heron Downtown II (in planning)
- 39) Spanishtown Condominiums (in pre-construction)
- 40) Valencia Park



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

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

680 BUSINESSES IN DOWNTOWN AREA

Downtown Baton Rouge's commercial activity remains stable with a slight increase of 680 businesses concentrated in the service industry. State and local employees make up the majority of the daily customer base for downtown businesses, supplemented by 25,000 daily visitors generating over \$110 million in annual taxable sales.

16 PERCENT OF CITYWIDE JOBS

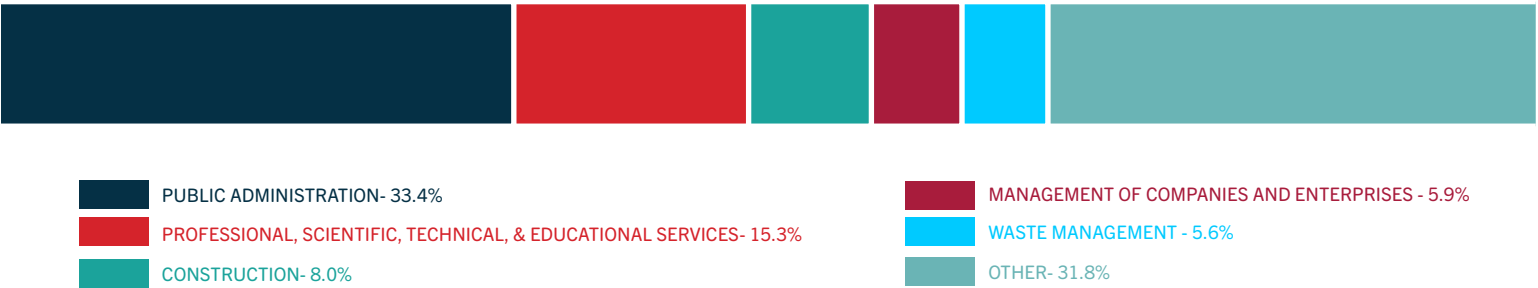
SATURDAY PEAK CUSTOMER WEEKDAY ATTENDANCE

CASINO INVESTMENT OVER \$200 MILLION SINCE 2023

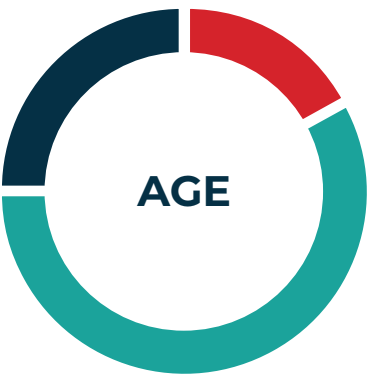
WHAT 500 SURVEY RESPONDENTS WANT DOWNTOWN:

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

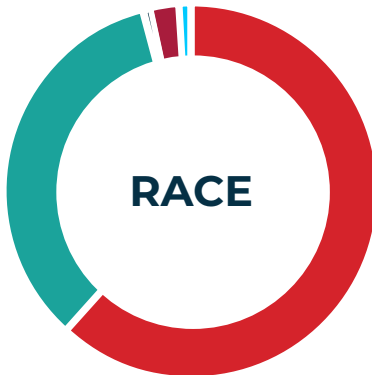
TOP INDUSTRIES DOWNTOWN



29,563 DAILY WORKERS



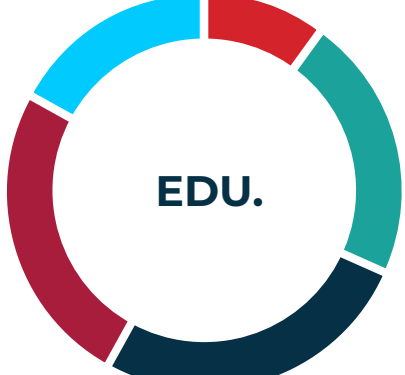
17.0% UNDER 29
58.0% AGE 30-54
25.0% OVER 55



61.7% WHITE
34.3% BLACK OR AFRICAN AMERICAN
0.4% AMER. INDIAN OR ALASKA NATIVE
2.5% ASIAN
1.1% TWO OR MORE RACE GROUPS



10.6% UNDER \$1,250 PER MONTH
20.6% \$1,252-\$3,333 PER MONTH
68.7% OVER \$3,333 PER MONTH



10.2% LESS THAN HIGH SCHOOL
21.5% HIGH SCHOOL DIPLOMA
26.6% SOME COLLEGE
24.8% BACHELORS DEGREE OR HIGHER
16.9% ATTAINMENT NOT AVAILABLE



\$22.00-34.00 PSF

OFFICE BUILDING SALES

From 2024 to 2025, Class A office occupancy experienced a slight overall decline; however, high-end Class A space remains highly sought after, with strong demand continuing in this premium segment. In 2025, Governor Jeff Landry issued a Return to Work order for state employees, reinforcing the presence of the public workforce and bringing more activity back into downtown office buildings. Downtown Baton Rouge's office market remains heavily influenced by the public sector in the central business district.

84 PERCENT

OCCUPANCY RATE

1,390,413 SF

CLASS A INVENTORY (84.70% OCCUPANCY)

99,952 SF

CLASS B/C INVENTORY (66.52% OCCUPANCY)

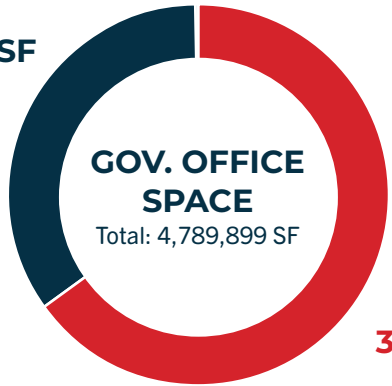
Source: 2024 Greater Baton Rouge Association of Realtors Trends Report, Visit Baton Rouge

OFFICE RENTAL & OCCUPANCY RATES

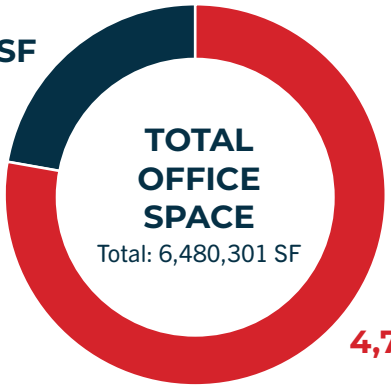


Source: LEHD On the Map (tracts 22, 51, 52, & 53)

1,676,275 SF
CITY



1,690,402 SF
PRIVATE



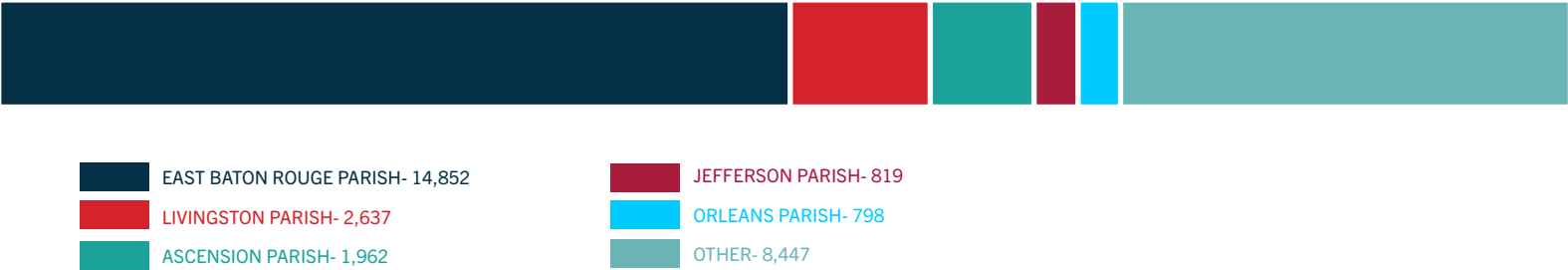
3,113,624 SF
STATE

4,789,899 SF
PUBLIC

KNOWLEDGE IND. GROWTH, 2010-2020

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

TOP WORKER HOME DESTINATIONS





RESIDENTIAL

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

\$288.6 MILLION **16.4% GROWTH**
RESIDENTIAL INVEST. SINCE 2013 **IN RESIDENTIAL POPULATION 2012-2021**
(COMPARED TO 1.6% DECLINE IN CITY)

Downtown Baton Rouge continues to thrive with a notable 16.4% increase in residential population over the past decade. Survey data underscores a robust demand for housing, driven by the appeal of an energetic and convenient urban lifestyle favored by young professionals and retirees alike. The recently completed II Rivermark Centre has added 150 new residential units to downtown, with ongoing plans for an additional 142 units at 617 North Boulevard set to further meet this growing demand.

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

DOWNTOWN NEIGHBORHOODS

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



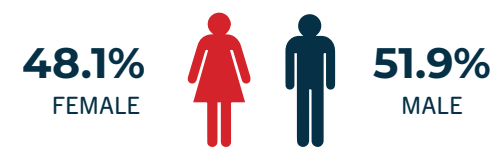
78% RENTER OCCUPIED
22% OWNER OCCUPIED



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

3,831 RESIDENTS **94 PERCENT**
TOTAL DOWNTOWN POPULATION **CBD RESIDENTIAL OCCUPANCY**
AS OF JULY 2025

GENDER

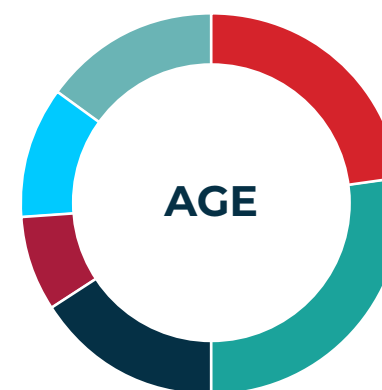


MARITAL STATUS

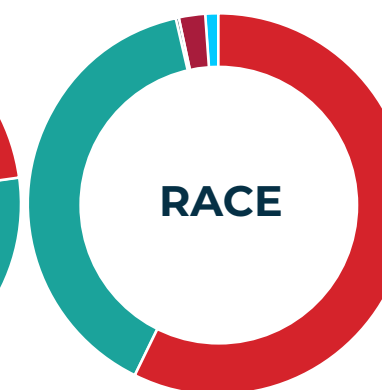


HOUSEHOLD SIZE

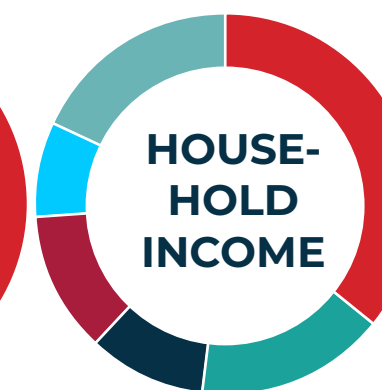
1.67



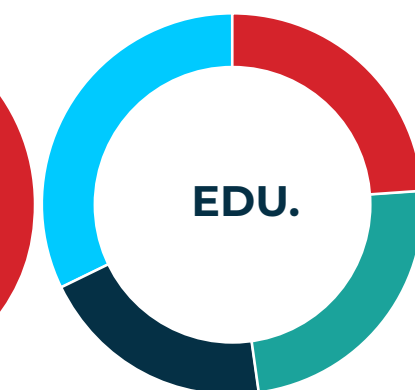
18% UNDER 17
29% 18-34
17% 35-44
10% 45-54
11% 55-64
16% OVER 65



36.8% WHITE
52.6% BLACK OR AFRICAN AMERICAN
4% ASIAN
3% TWO OR MORE RACE GROUPS



20% UNDER \$14,999
11% \$15,000-\$24,999
10% \$25,000-\$34,999
10% \$35,000-\$49,000
16% \$50,000-\$74,999
33% OVER \$75,000



12% LESS THAN HIGH SCHOOL
24% HIGH SCHOOL DIPLOMA
25% SOME COLLEGE
39% BACHELOR'S DEGREE OR HIGHER



Source: Visit Baton Rouge, DDD phone/email communication

HOSPITALITY +

\$136.5 MILLION
HOTEL INVEST. SINCE 2010



Downtown has seven hotels and 1130 rooms within walking distance to the River Center. Visitors are attracted to downtown's walkability, area attractions, and nearby amenities. Downtown's hotel occupancy and RevPAR numbers remain higher than the overall hotel market in East Baton Rouge.



\$158.88

AVG. DAILY RATE (\$50 HIGHER THAN AVERAGE OF THE ENTIRE PARISH)

60.1 PERCENT

AVERAGE OCCUPANCY RATE (4% HIGHER THAN THE AVERAGE OF THE ENTIRE PARISH)

APRIL

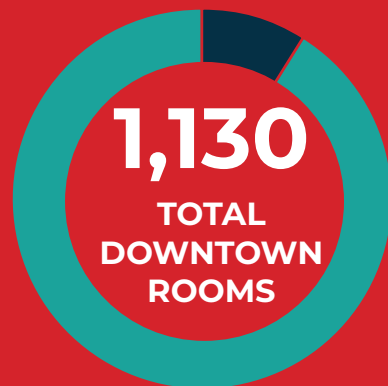
MOST POPULAR MONTH

7 HOTELS

WITHIN WALKING DISTANCE TO CONVENTION CENTER

DOWNTOWN AREA HOTELS

HAMPTON INN & SUITES	137 ROOMS
HILTON BATON ROUGE CAPITOL CENTER	290 ROOMS
ORIGIN HOTEL	89 ROOMS
BALLY'S BATON ROUGE HOTEL	242 ROOMS
HOTEL INDIGO BATON ROUGE DOWNTOWN	93 ROOMS
WATERMARK HOTEL	144 ROOMS
COURTYARD MARRIOTT	135 ROOMS



13% DOWNTOWN ROOM SHARE
87% METROPOLITAN STATISTICAL AREA (MSA)



Source: Visit Baton Rouge, DDD Placer.ai

86 DOCKINGS + 9,733 VISITORS
VISITORS BROUGHT BY RIVERBOAT DOCKINGS IN 2024

660K MONTHLY
VISITORS

AVERAGE, JUNE 2024-MAY 2025

22K DAILY
VISITORS

AVERAGE, JUNE 2024- MAY 2025



ATTRACTION ATTENDANCE	2018	2019	2020	2021	2022	2023	2024
Raising Cane's River Center	303,533	308,869	84,526	174,735	293,740	332,327	406,260
Louisiana Arts & Science Museum	171,858	174,642	41,139	*18,147	*47,998	*49,270	60,000
USS KIDD	44,290	47,403	19,012	32,369	40,145	38,626	NA
Old State Capitol	60,000	53,101	22,000	25,000	42,000	43,000	46,032
LSU Museum of Art	24,350	22,937	*NA	15,907	21,485	21,743	21,529
Capitol Park Museum	77,026	74,402	*NA	**23320	**34229	82,143	100,106
State Capitol Building	77,486	73,886	8,779	6,875	28,506	47,387	43,932
Manship Theatre	29,000	48,686	*NA	24,025	35,410	36,007	33,444

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



GREENSPACE

17 PARKS

AND NATURAL AREAS



53 ACRES

11 ACRES OF OPEN SPACE



Downtown Baton Rouge has worked to connect numerous civic and cultural institutions near the River Center and City Hall campuses through a unified system of greenspaces known collectively as the Central Green. This area has been host to over 100 annual events including the popular Live After Five Series as well as small informal gatherings on the lush greenspaces. For more information about the outdoor event spaces and/or to hold an event, please contact the Downtown Development District office.

\$23M
CENTRAL GREEN SPACE INVESTMENT

1998 Capitol Park \$294,500,000	2011 AZ Young Park \$2,000,000	2012 Galvez Plaza \$2,000,000	2012 Convention St. Park \$250,000
			
2012-2019 North Blvd Town Square \$10,300,000	2019 Riverfront Plaza \$800,000	2019 14th St. Park \$130,000	
			



CENTRAL GREEN MAP

Source: Walk Score (2024) and Tandem Mobility

MOBILITY SCORES	WALK	BIKE	MOBILITY OPTIONS	WALK
Downtown	80	63	Bikeshare Stations	17
Baton Rouge	39	44	Bikes Per Station	>12
			Transit Stops	33

2015 Yazoo Plaza \$200,000	2016 Spanish Town Park \$255,000	2018 Rhorer Plaza \$4,900,000	2012-2018 Central Green \$3,190,000
			
2020 Mestrovic Plaza \$2,000,000	1990-Now Levee/Riverfront \$662,293,199	2014-Now Downtown Greenway \$16,807,750	
			

ARTS +

CULTURE

36 PUBLIC ART

INSTALLATIONS

12 ART VENUES

THEATERS & LARGER VENUES

42 RESTAURANTS, BARS, & CAFES

3 COLLEGE CAMPUSES ADJACENT TO DDD

87 HISTORIC MARKERS

25 SCHOOLS IN 2MI RADIUS OF DOWNTOWN

11 RELIGIOUS INSTITUTES

2 LIBRARIES DOWNTOWN

7 SCHOOLS IN DOWNTOWN AREA

22 CULTURAL ATTRACTIONS



CARY SAURAGE COMMUNITY ARTS CENTER

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

LOUISIANA ART AND SCIENCE MUSEUM



The Louisiana Art and Science Museum features a planetarium with sky shows, films, music shows, and space science galleries.

CAPITOL PARK MUSEUM



Capitol Park Museum maintains two permanent exhibits: Grounds for Greatness: Louisiana and the Nation and The Louisiana Experience: Discovering the Soul of America.

OLD GOVERNOR'S MANSION



"The House that Huey Built" contains a thrilling history of Louisiana and its politics. The mansion hosts many weddings, corporate meetings, and any of your events.

U.S.S. KIDD



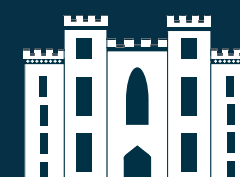
While "The Pirate of the Pacific" is being restored off site, there is currently a full-scale WWI replica trench where you can experience what our soldiers fought from in WWI.

LSU MUSEUM OF ART



LSU Museum of Art maintains exhibitions on regional, American, and European paintings, sculptures, papers, and photography.

LOUISIANA'S OLD STATE CAPITOL



The "Castle on the River" now operates as a museum of political history. It features interactive displays, historical artifacts and guided tours.



EVENTS +

Source: DDD aand Placer Ai

1000+ EVENTS

TOTAL EVENTS DOWNTOWN

+600K VISITORS

DOWNTOWN MARDI GRAS EVENTS

With over 1,000 events taking place in the downtown area on an annual basis, bringing almost 700,000 yearly visitors, downtown is the premier place to host an event in the city. Events have been and continue to be a major economic driver of downtown development; a perfect synergistic relationship between businesses, attractions, and guests.

NIGHT MARKET

12,300 ATTENDANCE

+2K INCREASE FROM 2024

52 FARMERS MARKETS

BREADA Red Stick Farmers Market

2,500 Weekly Visitors

TOP PUBLIC EVENT ATTENDANCE

SPANISH TOWN PARADE	140,000
LOUISIANA MARATHON	110,000+
BATON ROUGE BLUES FESTIVAL	40,000+
LIVE AFTER FIVE CONCERT SERIES	60,000+
4TH OF JULY FIREWORKS CELEBRATION	30,000+
225 FEST	20,000+
FESTIVAL OF LIGHTS	10,000+
NIGHT MARKET	12,000+



RIVER CENTER

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

\$125 MILLION

ECONOMIC IMPACT US BOWLING CONGRESS ASSOCIATION

TOP 5 EVENTS

LADIES R&B KICKBACK FT. DRU HILL, GINUWINE, AND MORE

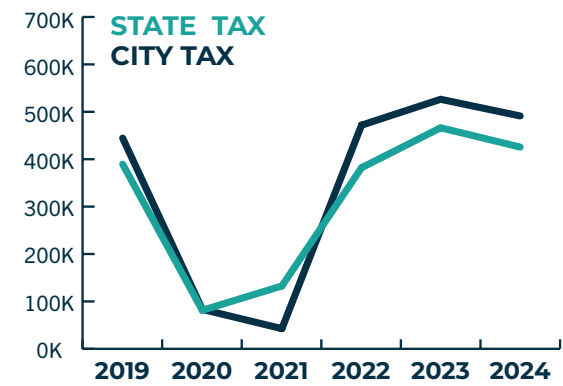
RILEY GREEN WITH TRACEY LAWRENCE AND ELLA LANGLEY

DELTA WATERFOWL DUCK HUNTER EXPO

TEDDY SWIMS

JESSIE MURPH

COLLECTED TAXES



ATTENDANCE BY VENUE	2019	2020	2021	2022	2023	2024
ARENA	151,160	52,270	95,861	139,602	180,131	216,123
EXHIBITION HALL	117,438	23,353	30,035	68,880	59,080	76,353
THEATER	NA	NA	NA	65,826	74,165	91,789
BALLROOM	36,630	8,703	47,531	15,828	13,246	14,901
MEETING ROOMS	3,641	200	1,308	3,604	5,705	6,103
TOTALS	308,869	84,526	174,735	293,740	332,327	405,260

EVENTS BY VENUE	2019	2020	2021	2022	2023	2024
ARENA	113	119	89	158	160	58
EXHIBITION HALL	74	18	13	46	25	31
THEATER	NA	NA	NA	83	54	65
BALLROOM	55	17	68	18	16	19
MEETING ROOMS	14	1	6	40	8	9
TOTALS	256	155	176	345	263	182



5TH DISTRICT

BATON ROUGE POLICE DEPARTMENT

Safety and security are a high priority in the downtown area, patrolled primarily by the Baton Rouge Police Department (BRPD) 5th District officers. Police engagement with the DDD occurs monthly to ensure a safe and secure downtown. The Downtown Development District and BRPD 5th District meet regularly to ensure downtown remains one of the safest areas in Baton Rouge.

ENGAGEMENT

MONTHLY DDD MEETINGS WITH 5th DISTRICT

2.4% PERCENT

OF ALL BRPD CALLS ORIGINATE FROM 5TH DISTRICT (DOWNTOWN)



THIRD STREET & SPANISH TOWN RD

CBD and Downtown East Coming Soon

LED LIGHTING UPDATED IN 2024



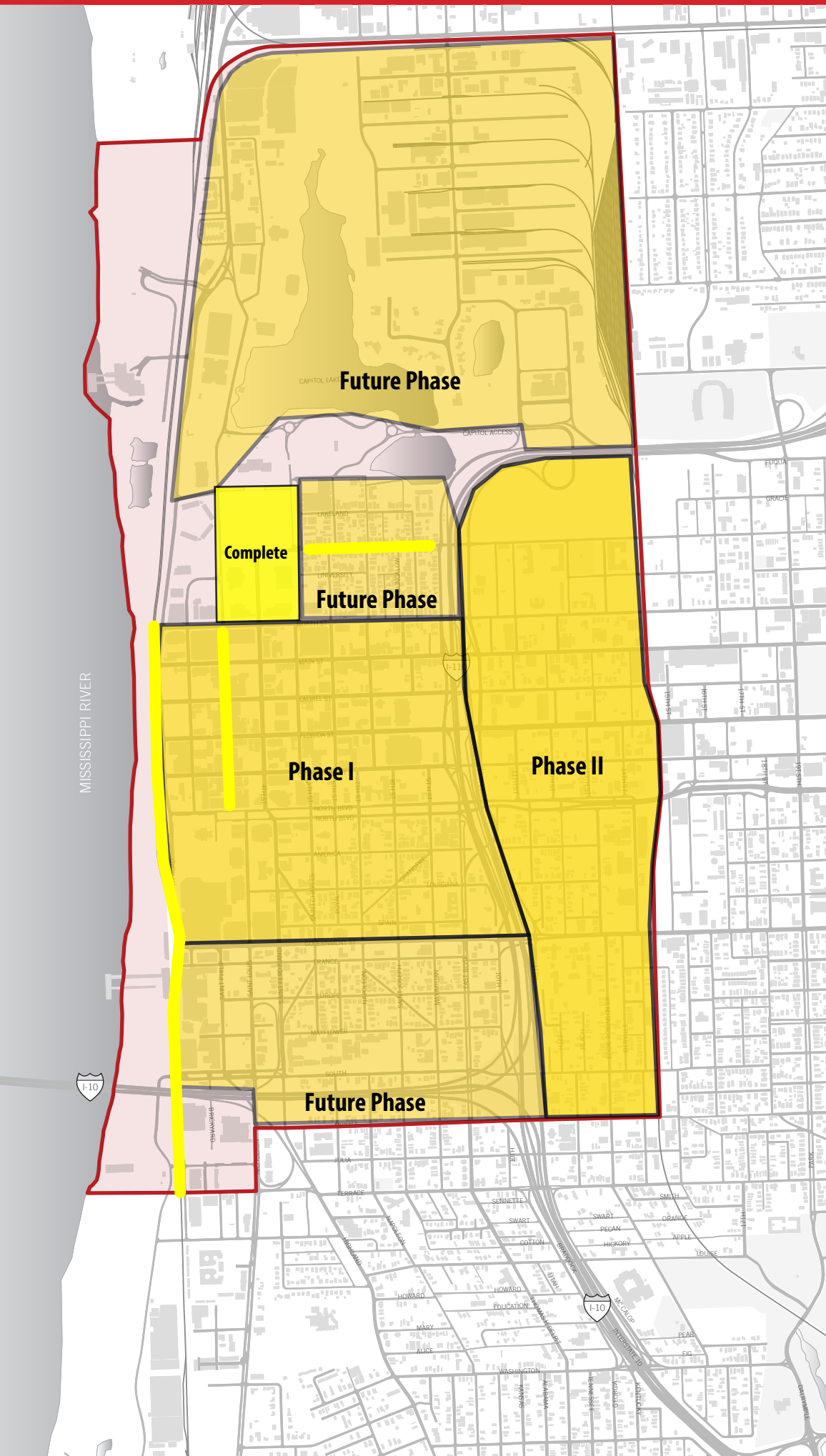
19 SECURITY CAMERAS

FOUR-HEADED OMNIDIRECTIONAL VIEWS



DDD SUPPORTED PATROLS

EXTRA DUTY SECURITY PATROLS SPANISH TOWN, BEAUREGARD TOWN, DOWNTOWN EAST



Downtown Lighting Upgrades

Phase I:

Southern Boundary: Government St.
Northern Boundary: North St.
Western Boundary: River Road
Eastern Boundary: I-110

Phase II:

Southern Boundary: Myrtle St.
Northern Boundary: Spanish Town Rd.
Western Boundary: I-110
Eastern Boundary: 14th St.

Future Phases:

Beauregard Town SOGO
Spanish Town
Industrial Park

Complete:

Third Street: North Boulevard - North Street
Spanish Town Road: 5th Street - 9th Street
Capitol Area
Riverfront & Levee Trail



MAP NTS



PARKING

8,089 SPACES

TO PARK DOWNTOWN

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



METERED ON-STREET PARKING



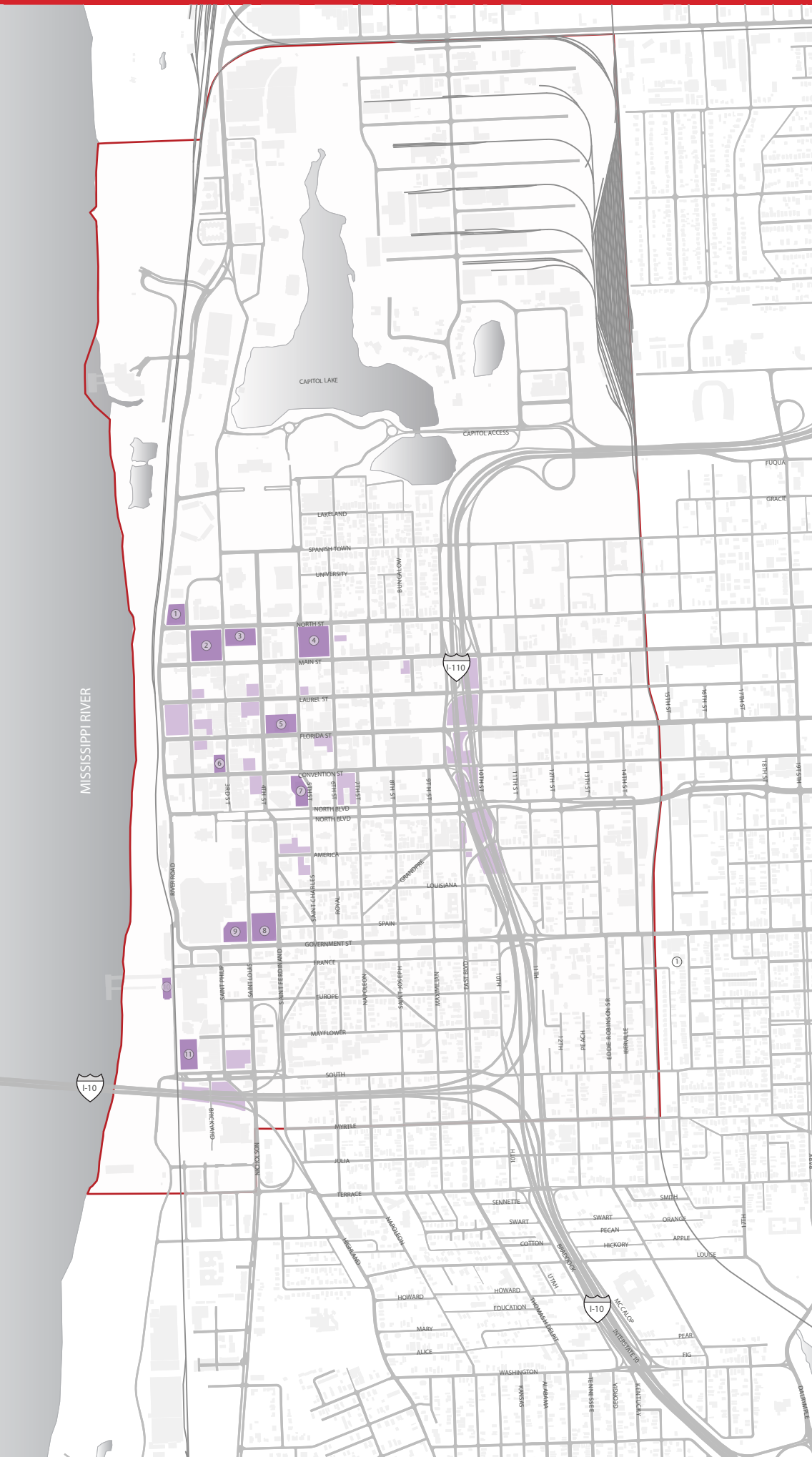
ENFORCED 8AM-6PM MON-FRI
FREE AFTER 6PM DAILY, WEEKENDS, AND HOLIDAYS.
COST \$0.25 PER 15 MINUTES / 2 HOUR MAXIMUM

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

SCAN FOR ALL PARKING
RESOURCES



downtownbatonrouge.org/resources



Downtown Off-Street Parking

- Parking Lots
- Parking Garage

- ① State Welcome Center Garage
- ② LaSalle Garage
- ③ One American Place Parking Garage
- ④ Galvez Garage
- ⑤ Rivermark Centre Garage
- ⑥ 3rd Street Garage
- ⑦ City Plaza Parking Garage
- ⑧ River Center Garage - East
- ⑨ River Center Garage - West
- ⑩ Belle of Baton Rouge - S River Rd Garage
- ⑪ Belle of Baton Rouge - Mayflower Garage



MARKETING



159,443
TOTAL IMPRESSIONS



8.3K
FACEBOOK FOLLOWERS



5.8K
INSTAGRAM FOLLOWERS



528
LINKEDIN FOLLOWERS



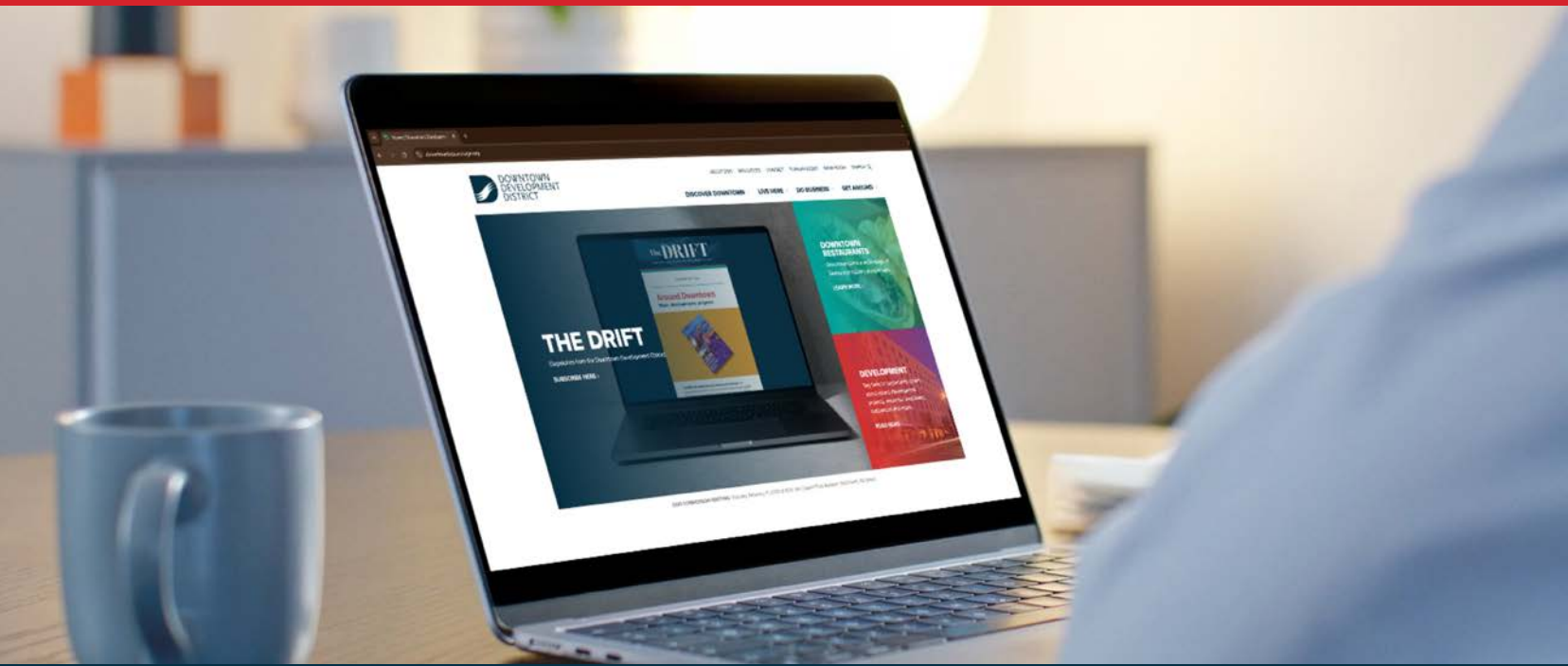
150
NEWS ROOM ARTICLES



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

DDD NEWS ROOM

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



THE DRIFT NEWSLETTER

The Drift newsletter is the ultimate downtown news resource, sharing key updates on events, developments, meeting agendas, and more. With an impressive weekly open rate of over 41%, the newsletter plays a vital role in our strategic marketing efforts by consistently engaging our audience and driving growth across digital platforms. Its continued success highlights the value of keeping our community connected to downtown.



65
TOTAL MARKETING EMAILS SENT
FROM JULY 2024 - JULY 2025

SCAN TO SUBSCRIBE



downtownbatonrouge.org/resources

NEWSLETTER SUBSCRIBERS

3,016
JULY 2024

3,380
CURRENT





RESOURCES

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

5 YEAR PROPERTY TAX ABATEMENT ON IMPROVEMENTS TO STRUCTURES

- NEW MARKET TAX CREDITS (NMTC)**
- DIGITAL MEDIA & SOFTWARE INCENTIVE PROGRAM**
- FEDERAL HISTORIC REHABILITATION TAX CREDIT**
- STATE COMMERCIAL HISTORIC TAX CREDITS**
- SMALL BUSINESS ADMINISTRATION HUB ZONES**
- OPPORTUNITY ZONES**
- DOWNTOWN CULTURAL DISTRICT**
- TAX INCREMENT FINANCING (TIF)**
- CAPITAL AREA FINANCE AUTHORITY**
- Sales Tax Exemption from Construction Materials, Bond Financing, Loans, Payment in Lieu of Taxes Program**

**STATE BUSINESS INCENTIVES -
BUSINESSES OF ALL SIZES**

- LED FASTSTART
- Enterprise Zone
- Angel Investor Tax Credit
- Industrial Tax Exemption
- Research & Development Tax Credit
- High Impact Jobs
- Federal Oppurtunity Zones
- Motion Picture Production Program
- Digital Interactive Media and Software Program
- Entertainment Job Creation Program
- Restoration Tax Abatement
- Incentives Managment System

SCAN FOR MORE DETAILS



downtownbatonrouge.org/resources

**STATE SMALL BUSINESS SPECIAL
PROGRAMS**

- Bonding Assistance Program
- Mentor-Protégé Program
- Small and Emerging Business Development Program
- State Small Business Credit Initiative
- STEP
- Veteran Initiative
- Pathway to Assit Veteran Entrepreneurs
- CEO Roundtables
- Strategic Research
- Hudson Initiative
- Louisiana Contractors Accreditation Institute
- Louisiana Veterans First Business Initiative

For additional information
contact Louisiana Economic Development 225.342.3000

DEVELOPMENT PARTNERS & CONTACTS

Downtown Development District
389-5520
www.downtownbatonrouge.org

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

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

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

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

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

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

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

Assessor’s Office
389-3920
<http://ebrpa.org/>

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

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

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

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

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

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

Mayor’s Office of Homelessness Prevention
389-3100
<https://www.brla.gov/3190/Mayors-Office-of-Homeless-ness-Prevention>

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

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

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

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

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

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

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

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

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

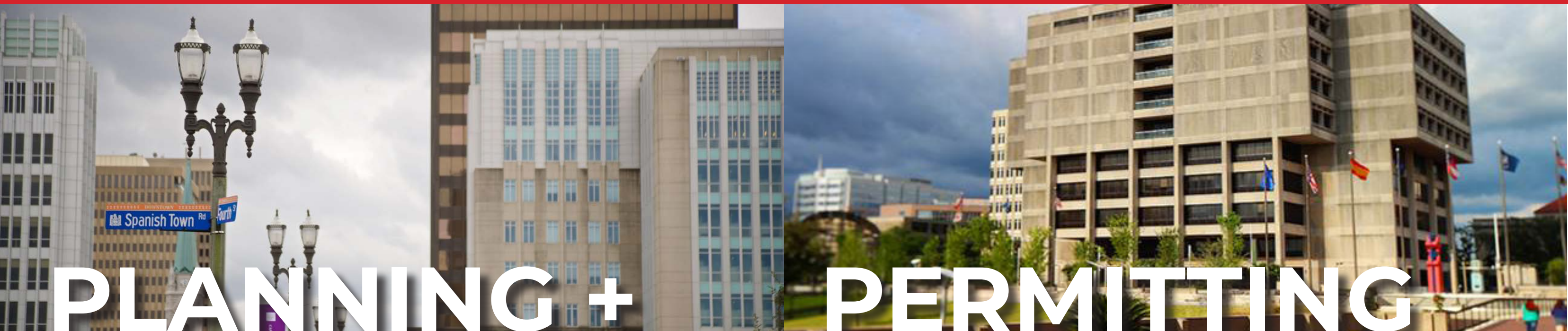
State/Federal Historic Rehabilitation Tax Credits and Tax Abatement
Office of Cultural Development Division of Historic Preservation
342-7009
<https://www.crt.state.la.us/cultural-development/index>

State Business Expansion, Relocation, Start-Up Tax Credit & Incentive Programs - Louisiana Economic Development (LED)
342-3000
<http://www.louisianaeconomicdevelopment.com/index/incentives>

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

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

Capital Area Finance Authority
771-8567
thecafo.org



PLANNING COMMISSION & DEPARTMENT OF DEVELOPMENT

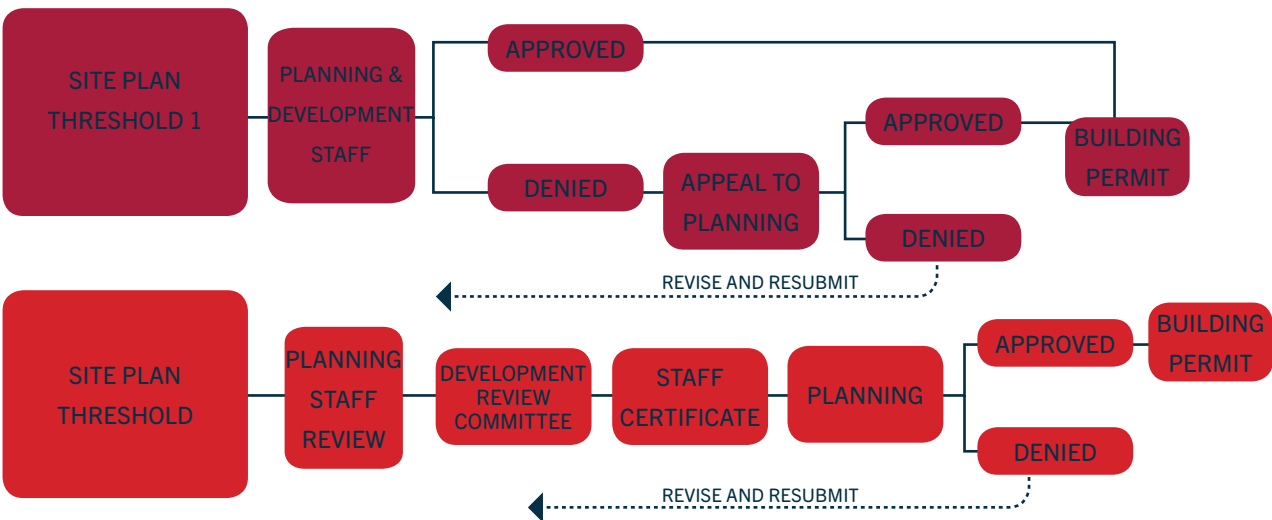
Site Plan Review is administered by the City-Parish Planning Commission and requirements include specifications on structural height, electrical/ sewerage utilities, drainage, yard dimensions, traffic circulation, access and the location and/or orientation of the building, air conditioning units, loading facilities, and pedestrian walkways in relation to adjacent properties. The Department of Development is responsible for construction permit issuance and code enforcement within East Baton Rouge Parish. It also works to reduce blight on vacant and abandoned properties through the issuance of property maintenance. Downtown has several specific requirements for development, established to ensure the downtown character is preserved and enhanced. We recommend visiting the EBR Planning Commission Resource Center, reviewing downtown’s ordinances and boundaries on the DDD website, and meeting with our office as a starting point for development.

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

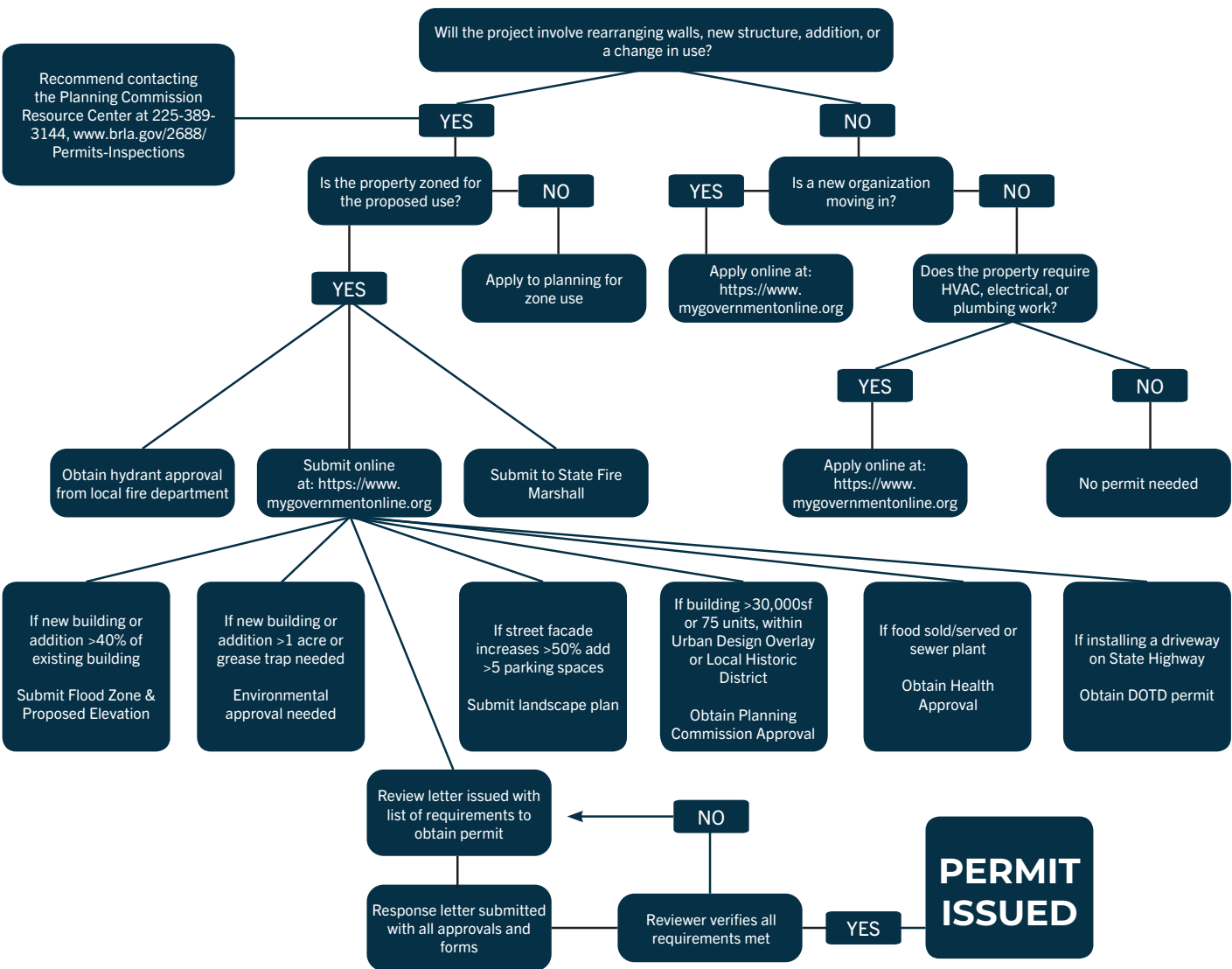
DEPARTMENT OF DEVELOPMENT
Permit and Inspection Division
300 North Tenth Street
Baton Rouge, LA 70802
(225) 389-3160
Rachael Lambert

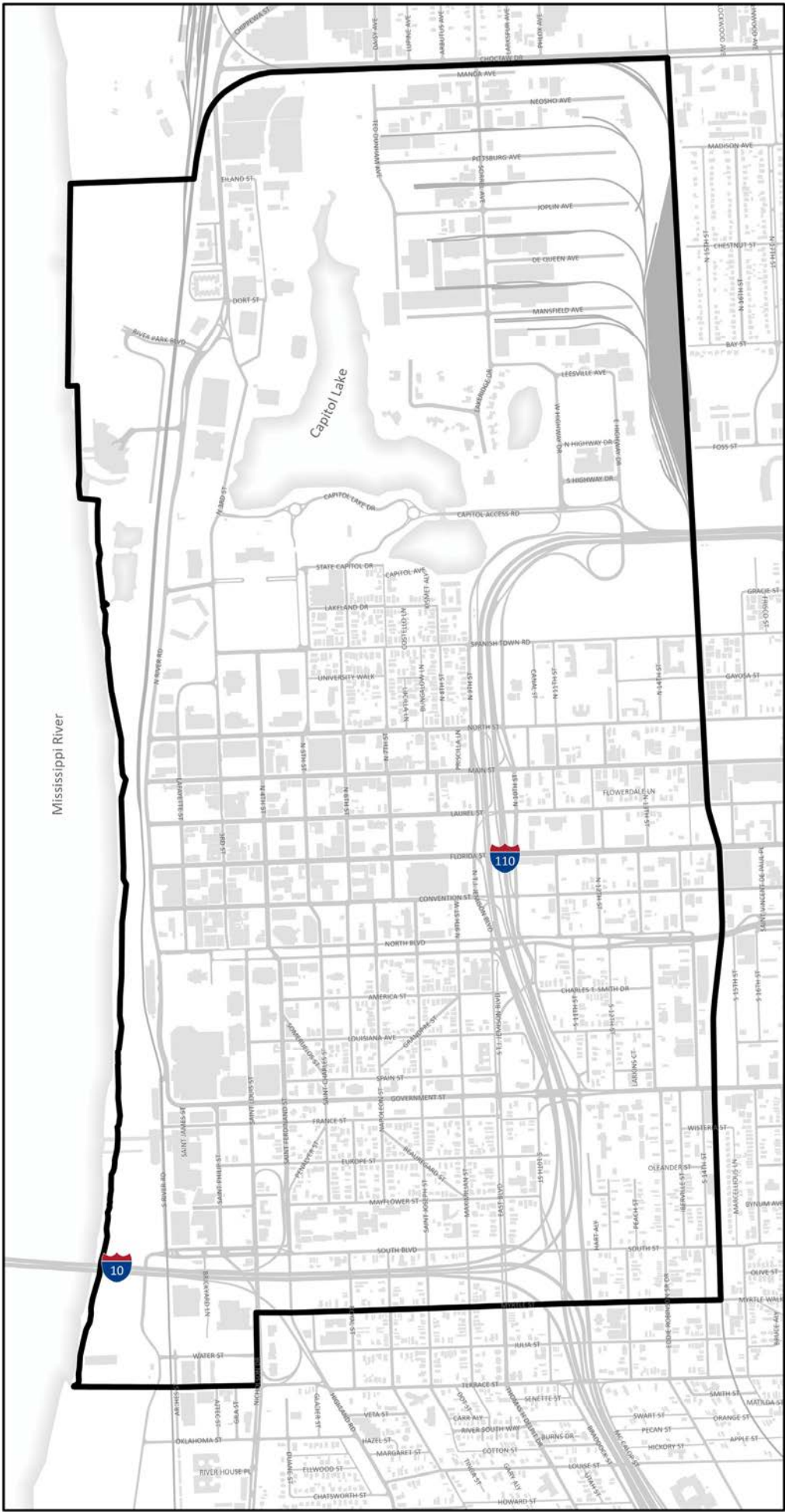
DOWNTOWN DEVELOPMENT DISTRICT
247 Florida Street
Baton Rouge, LA 70802
(225) 389-5520
Whitney Hoffman Sayal

SITE PLAN REVIEW PROCESS



COMMERCIAL BUILDING PERMIT PROCESS



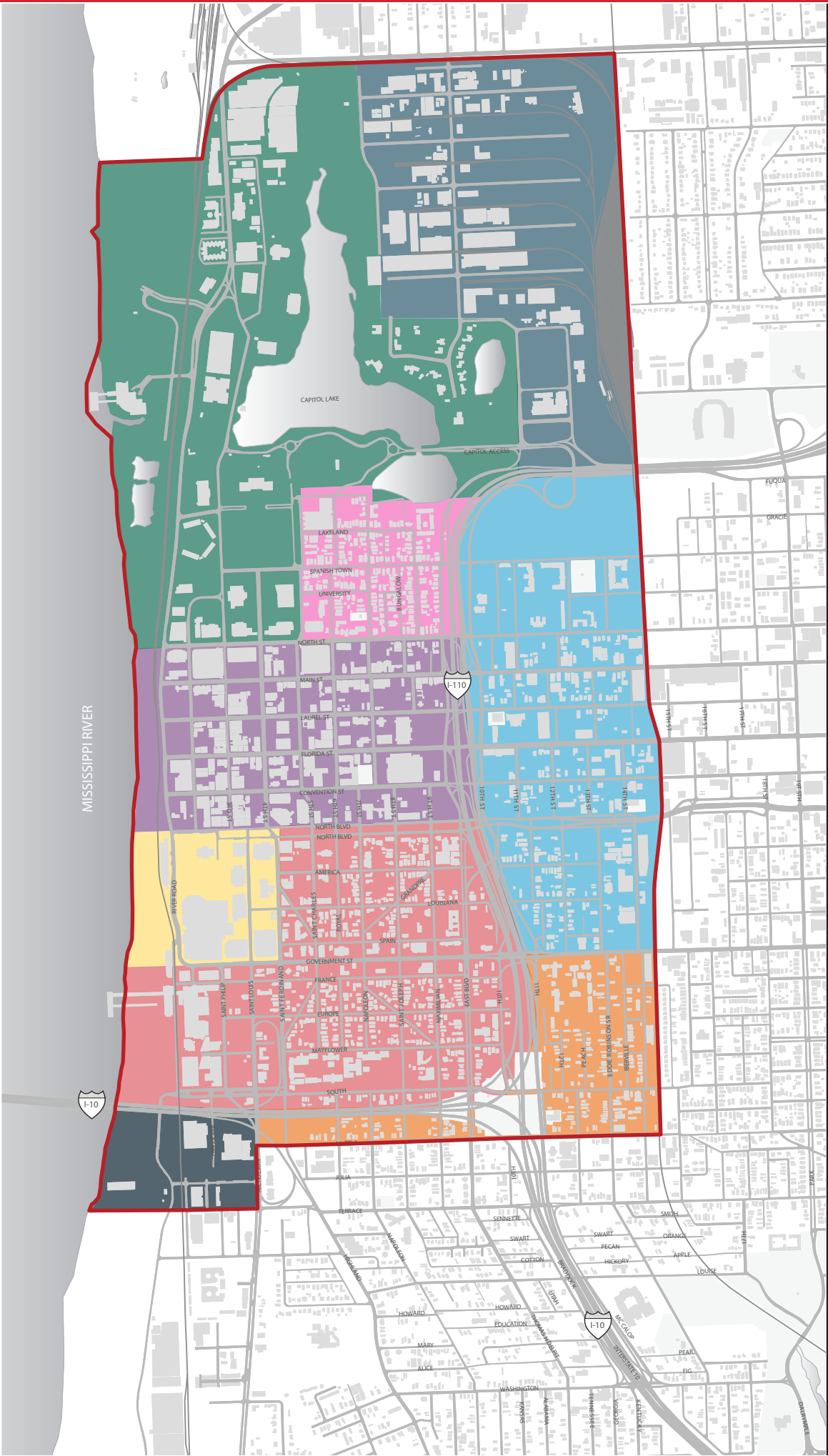


DDD BOUNDARY

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

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

N
SCALE: 1:20000

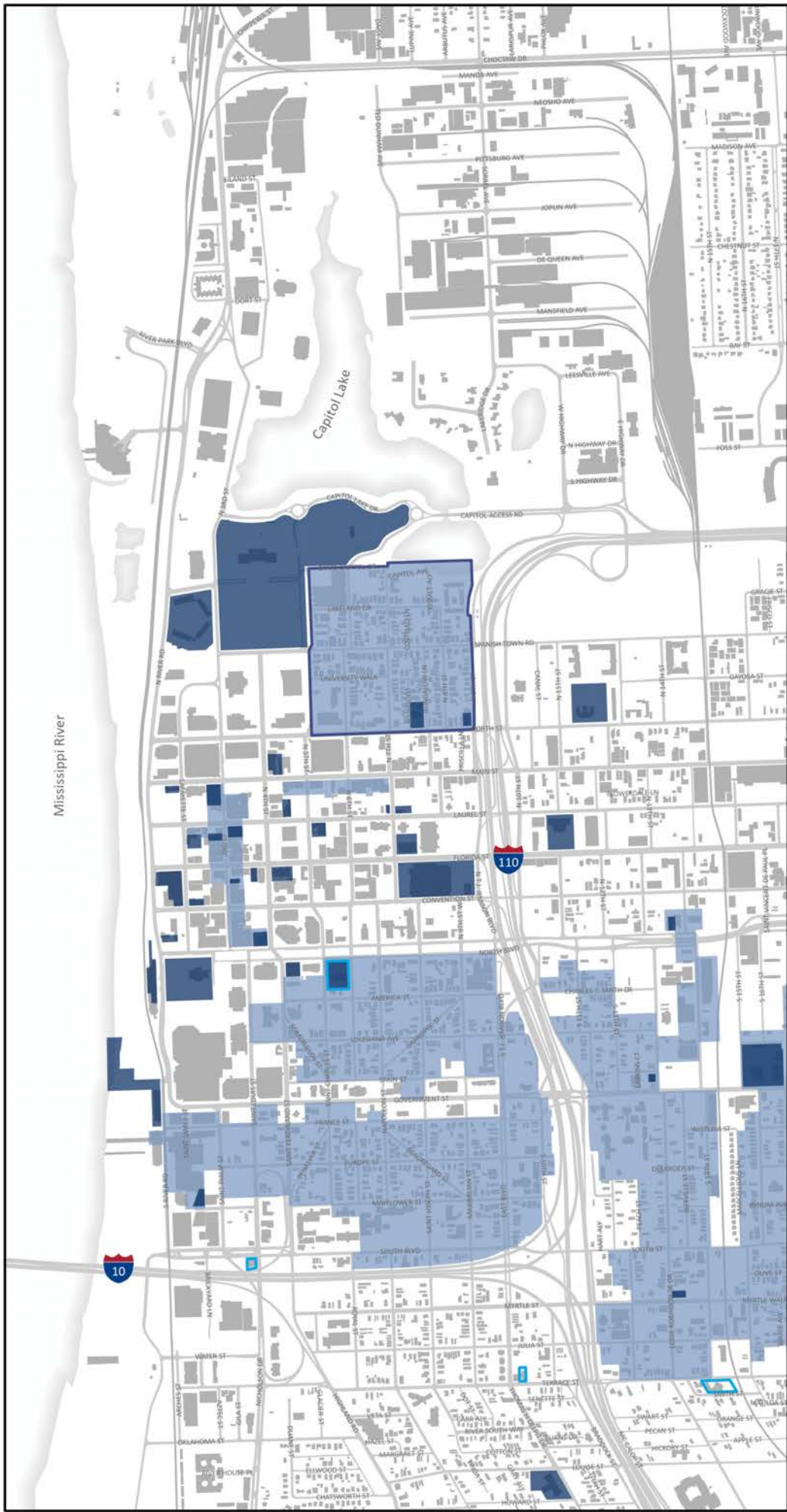


DOWNTOWN CHARACTER AREAS & NEIGHBORHOODS

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

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

N
SCALE: 1:20000



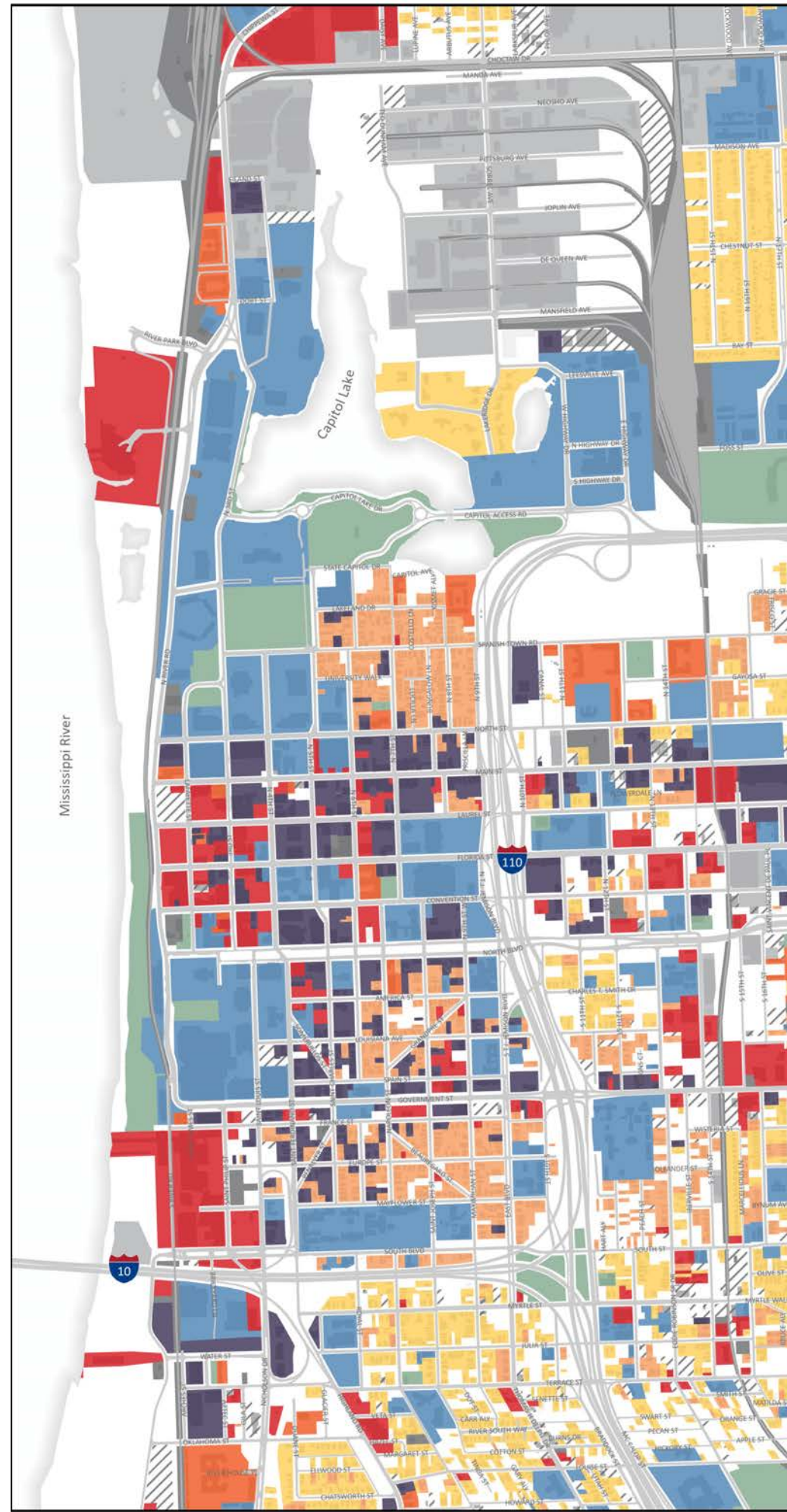
HISTORIC DEVELOPMENT

LEGEND

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



SCALE: 1:20000



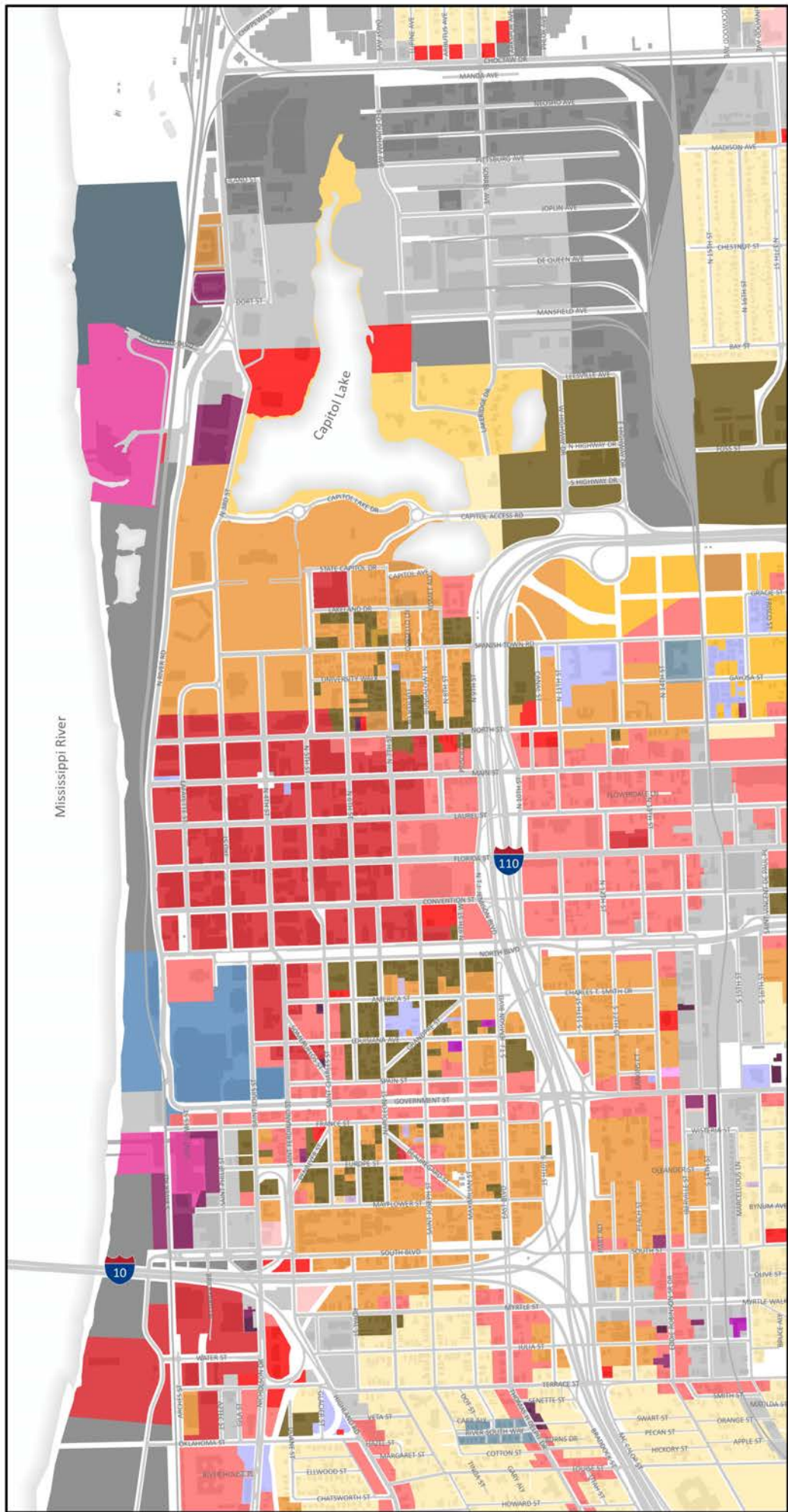
EXISTING LAND-USE

LEGEND

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



SCALE: 1:20000



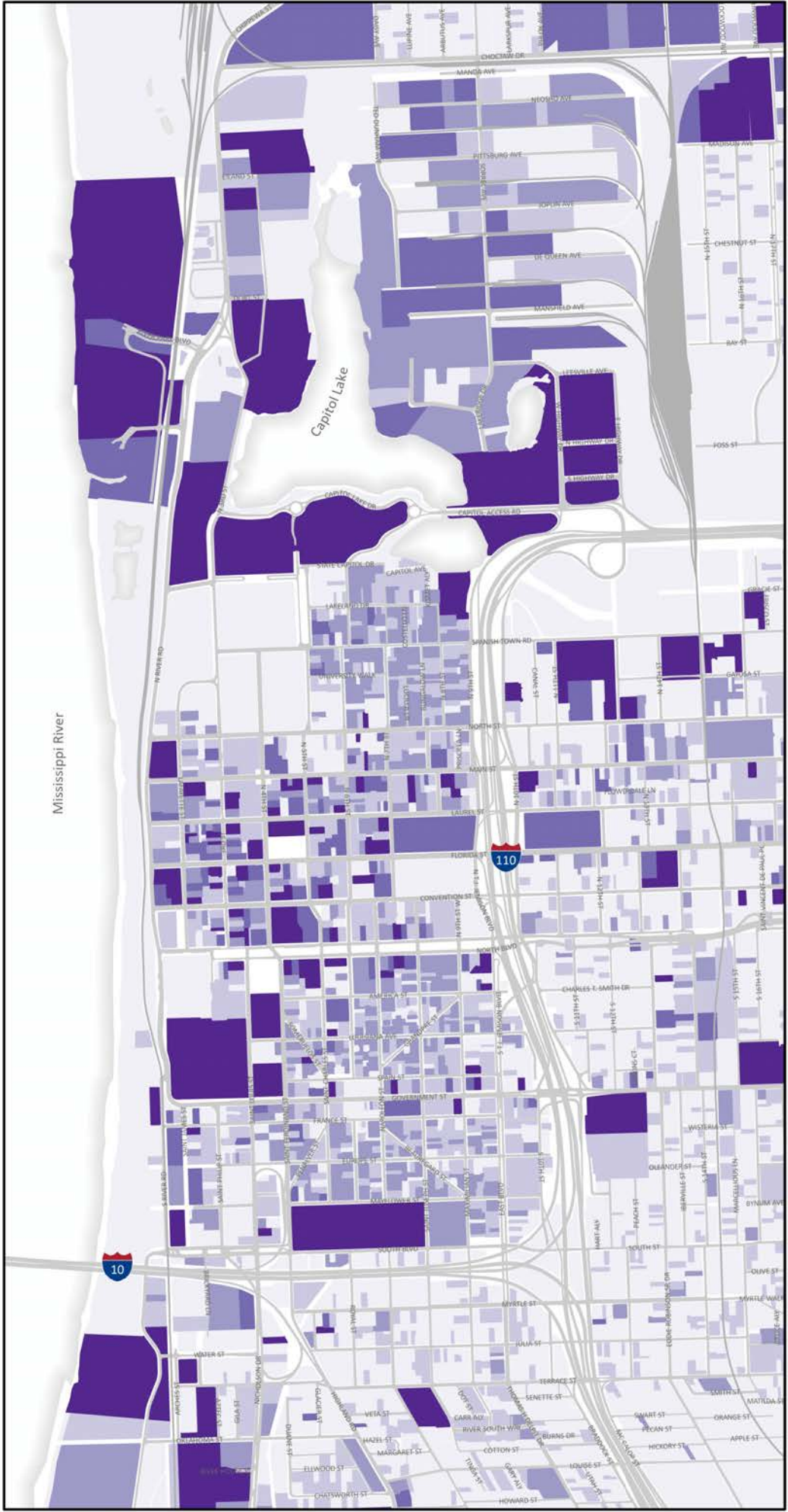
ZONING DISTRICTS

LEGEND

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



S



PARCEL VALUE ASSESSMENTS

LEGEND

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



SCALE: 1:20000



DOWNTOWN
POPULATION
COMPOSITION

Baton Rouge’s Downtown grew over 25% from 2010 to 2020 Census. In the decade the CBD blocks saw a 1,298% increase in residents.

LEGEND		DDD TOTAL
White	●	1,717
Black	●	1,652
Asian	●	86
Other	●	247
ALL		3,711

CAPITOL AREA

White	104	
Black	171	
Other	11	
Total	286	

INDUSTRIAL PARK

White	0	
Black	4	
Other	1	
Total	5	

SPANISH TOWN

White	596	
Black	232	
Other	87	
Total	915	

DOWNTOWN EAST

White	155	
Black	616	
Other	51	
Total	822	

CBD

White	468	
Black	108	
Other	138	
Total	714	

Beauregard Town

White	364	
Black	163	
Other	35	
Total	562	

South Baton Rouge

White	30	
Black	358	
Other	19	
Total	407	

APPENDIX

INVESTMENT

Total Investment.....	DDD
Invested Since 2010.....	DDD
Downtown Property Value.....	Office of the Assessor
Land & Value Assessment.....	Office of the Assessor
Major Development Projects	DDD

BUSINESS

Businesses Downtown.....	EBR Finance
Downtown Jobs.....	EBR Finance
Visitors.....	PlacerAI
Top Industries.....	LEHD on the Map
Worker Profile.....	LEHD on the Map

OFFICE

Price Per Square Foot.....	TRENDS Report
Occupancy Rate.....	TRENDS Report
Class A Occupancy.....	TRENDS Report
Class B/C Occupancy.....	TRENDS Report
Knowledge Industry Growth.....	IDA Report
Worker Home Destination.....	LEHD on the Map

RESIDENTIAL

Residential Investment.....	DDD
Growth Rate.....	US Census
Occupied Housing.....	PlacerAI
Downtown Population.....	PlacerAI
CBD Residential Occupancy.....	DDD
Resident Profile.....	PlacerAI/Census Tracts

HOSPITALITY+ TOURISM

Hotel Investment.....	DDD
Downtown Hotels.....	Visit Baton Rouge
Average Daily Rate.....	Visit Baton Rouge
Average Occupancy Rate.....	Visit Baton Rouge
Most Popular Month.....	Visit Baton Rouge
Docking+ Visitors.....	Visit Baton Rouge
Daily+ Monthly Visitors.....	PlacerAI
Attraction Attendance.....	PlacerAI

GREEN SPACE

Greenspace Timeline.....	DDD
Mobility Scores.....	2023 IDA Report (International Downtown Association)
Greenspace Investment.....	DDD

ARTS+ CULTURE

Public Art.....	DDD/EBR Information Services
Venues.....	DDD/EBR Information Services
Food and Restaurants.....	DDD/EBR Information Services
Historic Markers.....	DDD/EBR Information Services
Religious Institutes.....	DDD/EBR Information Services
Schools.....	DDD/EBR Information Services
Colleges.....	DDD/EBR Information Services
Libraries.....	DDD/EBR Information Services
Musuems.....	DDD/EBR Information Services

EVENT+ RIVER CENTER

Total Yearly Events.....	PlacerAI
Spanish Town Visitors.....	PlacerAI
Night Market Visitors.....	PlacerAI
Red Stick Farmers Markets.....	PlacerAI
Top Public Events.....	PlacerAI
Bowling Economic Impact.....	Raising Cane’s River Center
Top 5 Events.....	Raising Cane’s River Center
Attendance by Venue.....	Raising Cane’s River Center
Event by Venue.....	Raising Cane’s River Center
Collected Taxes.....	Raising Cane’s River Center

SAFETY

Police Officers.....	BRPD
Violent Crime.....	BRPD
Security Cameras.....	BRPD

PARKING

Downtown Parking.....	DDD/EBR Informational Services
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MARKETING

Total Impressions.....	DDD
Social Media Followers.....	DDD
Newsletter.....	DDD

RESOURCES

Tax Credits.....	DDD/LA CRT/LED/CAFA/EBRPC
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PLANNING+ PERMITTING

Process Maps.....	EBR Department of Development /EBR Planning Commission
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MAPS

Boundary	DDD/EBR Information Services
Downtown Character Areas.....	DDD/EBR Information Services
Historic Development.....	DDD/EBR Information Services /Planning Commission

Existing Land Use.....	DDD
Zoning Districts.....	DDD/EBR Information Services /Planning Commission

Parcel Value Assessment.....	DDD/Assessor’s Office /EBR Information Services
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Downtown Population Composition.....	DDD/EBR Information Services /US Census
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ABOUT DDD

The Downtown Development District has been passionate in its work to initiate, incubate, and support partnerships that develop and enhance Downtown Baton Rouge. Guided by community-driven master plans and utilizing economic incentives, the DDD works closely with the private sector and non-profit philanthropic organizations to aid their development and entrepreneurship efforts. Specifically, our office focuses on the following initiatives, guided by our strategic plan and downtown master plans:

WHAT WE DO

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

DDD COMMISSION

- » PATRICK MICHAELS| Chairman
- » GARY JUPITER | Vice Chairman
- » JOSHUA G. HOLLINS | Treasurer
- » PHILIP JORDAN | Secretary
- » ERIC DEXTER
- » SUZANNE TURNER
- » GARY BLACK



DDD STAFF

- » WHITNEY HOFFMAN SAYAL, AICP | Executive Director
- » CASEY TATE | Assistant Executive Director
- » UTE CRESS | Administrative Assistant
- » IBORO UDOH | Development Project Director
- » SCHUYLER OLSON | Design & Marketing Coordinator
- » MAGGIE ADAMS | Intern
- » ABDULLAH-AL-HABIB NABIL | Intern



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

HONORABLE MAYOR-PRESIDENT SID EDWARDS

EAST BATON ROUGE CITY-PARISH METROPOLITAN COUNCIL

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

STATE OF LOUISIANA

- » JEFF LANDRY | Louisiana Governor
- » TAYLOR BARRAS | Louisiana Commissioner of Administration
- » TERRY LANDRY JR. | LA District 67
- » LARRY SELDERS | Senate District 14



LSU
Museum of Art

