

DOWNTOWN *Baton Rouge*

development
TOOLKIT

LOUISIANA NATIONAL BANK

WATERMARK

DOWNTOWN *Baton Rouge*

development **TOOLKIT**

5.1.17

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(Incentives, contacts, permitting
process, maps section)



HELLO



In 2016, the demand to live and conduct business downtown spurred an unprecedented amount of development that continues in 2017.

IBM and 525 Lafayette have opened, and the first two buildings of The Water Campus are complete with two under construction and two additional buildings with plans to break ground in 2017. Third Street is experiencing a renaissance of activity with the opening of Matherne's Market, and the completion of the Commerce Building and Onyx Residences. Watermark Baton Rouge which recently opened, and Courtyard Marriott Hotel currently under construction, bring close to an additional 300 rooms to the market as well in 2017.

Meanwhile, North Boulevard Town Square and Repentance Park have continued to attract international attention, receiving multiple awards for their impact on the transformation of the city's center and ability to attract great events to downtown. The redesign of City Hall Plaza is underway and tentatively set for completion before the year's end.

This downtown development surge is only possible with support from the thousands of people who live, work, and play downtown every day. Thank you! We look forward to continuing a strong 2017.

Davis S. Rhorer
Executive Director



SETTING A SOLID FOUNDATION

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

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

BATON ROUGE 2000

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

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

STATE GOVERNMENT CONSOLIDATION AT CAPITOL PARK

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

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

PRESERVING OUR HISTORY & CULTURAL ASSETS

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

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

RESTORATION RENAISSANCE

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

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

PREVENTING SURFACE LOTS AND DEMOLITION

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

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

parking lots. As a result, ordinances and zoning restrictions are now in place to preserve historic buildings and encourage new parking structures.

CAPITALIZING ON THE RIVERFRONT

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

ENERGIZING BUSINESS AND ENTERTAINMENT

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

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

PLAN BATON ROUGE AND PLAN BATON ROUGE II

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

Image: 1010 Nic



INVEST

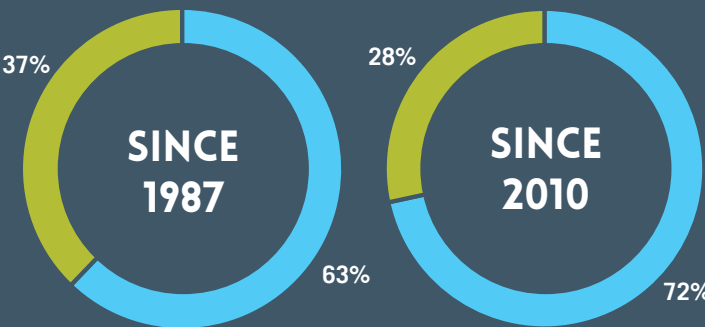
\$2.20 BILLION

TOTAL INVESTMENT SINCE CREATION OF DDD IN 1987

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

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

PRIVATE	PUBLIC
\$1.39 BILLION	\$812 MILLION
Completed Projects	Completed Projects
\$686,050,000	\$645,132,000
Under construction/	Under construction/
Planning	Planning
\$710,808,000	\$166,942,350



\$1.36 billion

INVESTED SINCE 2010

37 projects
CURRENT PROJECTS
UNDER CONSTRUCTION / IN PLANNING

794 units
RESIDENTIAL UNITS IN
PRODUCTION SINCE 2010



MAJOR DEVELOPMENT PROJECTS

SINCE PLAN BATON ROUGE

*Investments Over ~\$10M & Greenspaces

COMPLETED PROJECTS

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

- 1) Belle of Baton Rouge Parking Garage/Expansion
- 2) River Center Expansion
- 3) LASM Planetarium & Space Theatre
- 4) NBTS
- 5) Repentance Park
- 6) 19th JDC
- 7) II City Plaza
- 8) First United Methodist Expansion
- 9) Shaw Center for the Arts
- 10) Watermark Baton Rouge
- 11) Holiday Inn
- 12) Hilton Hotel
- 13) Hotel Indigo
- 14) Commerce Building
- 15) River Road/ Riverfront Improvements Phase I
- 16) IBM
- 17) 525 Lafayette
- 18) Hampton Inn & Suites
- 19) Kress Building
- 20) 440 on Third
- 21) Elysian

PROJECTS IN PLANNING/ UNDER CONSTRUCTION

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

- 1) Water Campus (Ongoing)
- 2) River Center Theatre Improvements
- 3) City Hall Plaza Renovations
- 4) River Center Library
- 5) NBTS Phase II
- 6) Downtown Greenway
- 7) Courtyard by Marriott
- 8) Elysian II
- 9) River Park
- 10) River Road/Riverfront Improvements Phase II
- 11) Lofts @ 6C
- 12) Arkel Development
- 13) Associated General Contractors



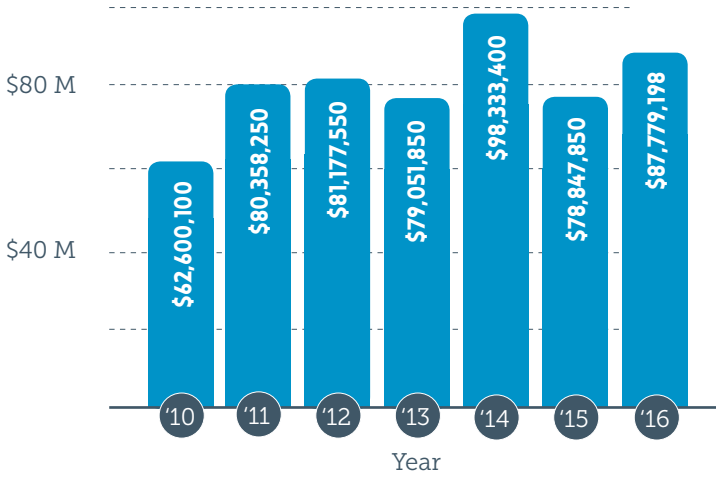
DOWNTOWN PROPERTY VALUES

Downtown shows a steady increase in commercial and residential property values. Demand for office space and residential real estate has increased recent sale prices, as investors respond to the growing attractiveness of downtown. Historic renovation continues in the Central Business District as well as the historic downtown neighborhoods, contributing to this increase in real property values. These values are expected to continue increasing as more exciting and catalyzing projects are announced.

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



FAIR MARKET REAL PROPERTY VALUE
 Residential/Commercial Properties
 within DDD

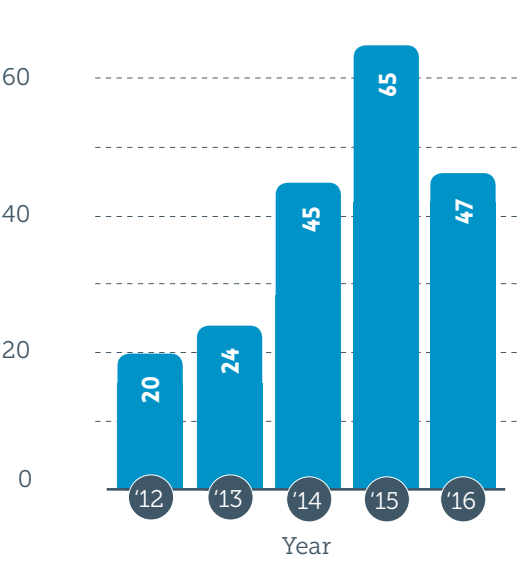


ASSESSED REAL PROPERTY VALUE
 Residential/Commercial Properties
 within DDD

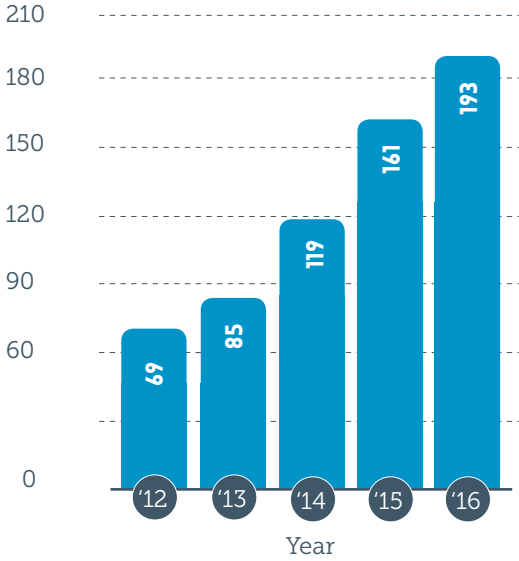
DOWNTOWN CONSTRUCTION ACTIVITY

Downtown shows a steady increase in commercial and residential new construction and improvements. Over the last five years, the total number of construction related permits as reported by the EBR Permit and Inspection Department is over 600; evidence of the continual investments being made within the downtown area. The total number of permits cited includes new and renovation construction, electrical, plumbing, sign, pool, gas, generator, mechanical, demolition, and occupancy permits.

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



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



TOTAL CONSTRUCTION PERMITS
 Total # All Permit Types
 Residential/Commercial



BUSINESS

Source: EBR City-Parish Finance Department

DOWNTOWN AREA COMMERCIAL DATA

Downtown Baton Rouge's commercial activity continues to increase with a total of 571 businesses concentrated in the service industry. State and local employees make up the majority of the daily customer base for downtown businesses, supplemented by 140,000 daily visitors generating over \$90 million in annual taxable sales.

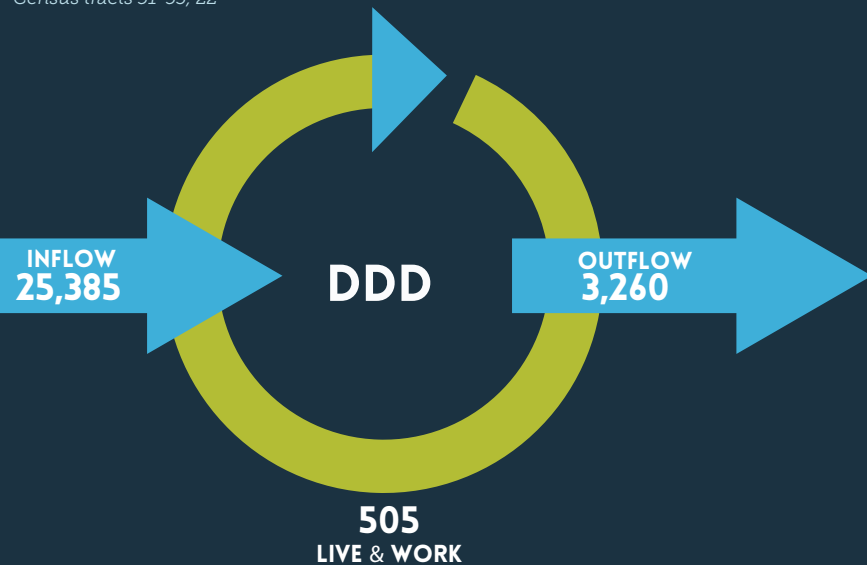
140,000 daily visitors
FOR BUSINESS OR PLEASURE

25,890 jobs
WITHIN THE DOWNTOWN AREA
Census tracts 51-53, 22

571 businesses
WITHIN DEVELOPMENT DISTRICT

INFLOW/OUTFLOW OF WORKERS

Census tracts 51-53, 22



TOP PRIVATE INDUSTRIES

Businesses within DDD

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



WORKER PROFILE

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

DAILY WORKERS
25,890

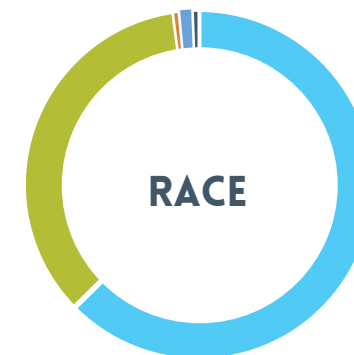
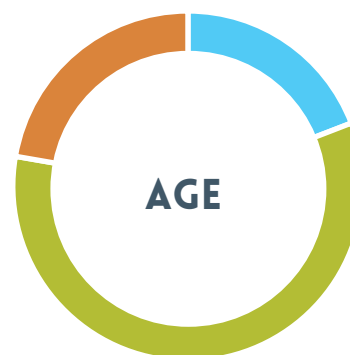
PUBLIC ADMIN.
TOP EMPLOYMENT SECTOR
40%



GENDER

49% Female 51% Male

INFLOW/OUTFLOW
EMPLOYED AND LIVING WITHIN DOWNTOWN **505**
25,385 EMPLOYED DOWNTOWN BUT LIVING OUTSIDE





BUSINESS



Source: 2017 Baton Rouge Trends Report

DOWNTOWN AREA OFFICE MARKET DATA

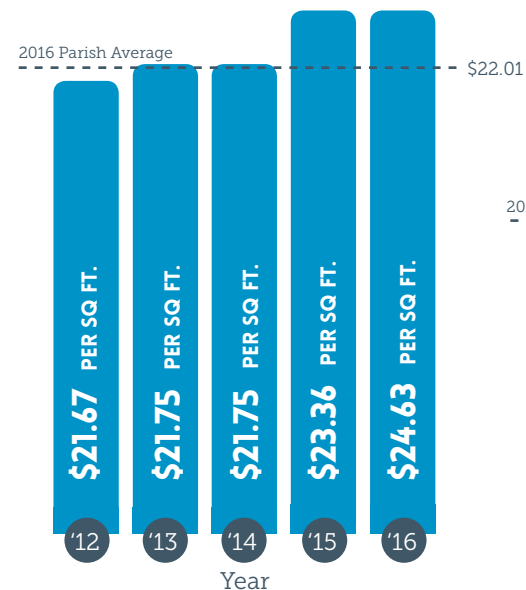
Office occupancies are down slightly as new developments absorb tenants, but class A rates are slightly up. Due to petro-chemical expansion in the region, Baton Rouge has added jobs, and downtown's office market remains strong as the seat of city and state government and commercial center of the city. IBM, 500 Laurel, and the Water Campus have added additional inventory with more supply to be offered by Water Campus in the near future.

Total Class A Inventory
Within the Downtown Area

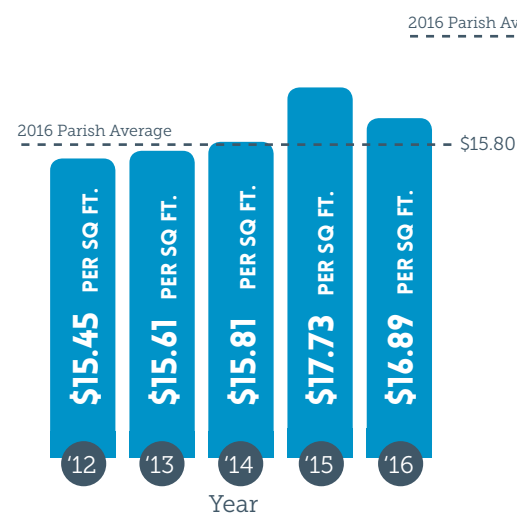
1,548,636^{sf}

Total Class B Inventory
Within the Downtown Area

436,821^{sf}



CLASS A OFFICE
Average Rental Rate per SF



CLASS B OFFICE
Average Rental Rate per SF



CLASS A/B OCCUPANCY
Occupancy rate percentage

OFFICE DEVELOPMENT PROJECTS

SELECT CATALYTIC DEVELOPMENTS

Downtown Baton Rouge has an increasingly important role as a regional economic and cultural center; a series of recently completed projects have fueled growth by generating excitement and activity and bringing more people downtown. With ideal access to the interstate highway systems and the Baton Rouge airport, over 1.5 million tourist per year and daily visibility of over 140,000 people, Downtown is the first choice location for doing business in Baton Rouge. The developments below are among the numerous developments responding to the current demand and adding additional class A office space to the downtown market.

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

IBM

The State of Louisiana, in collaboration with Mayor-President Kip Holden and the Baton Rouge Area Chamber, captured this internationally renowned company with incentives to locate downtown. Complementing this unique partnership is the commitment from Louisiana State University (LSU) to increase computer related graduates, along with riverfront property improvements from The Baton Rouge Area Foundation and Commercial Properties Realty Trusts. The IBM offices are expected to provide over 800 new jobs within the capital region.



WATER CAMPUS

The Water Campus will be the economic and cultural southern anchor of downtown, while strengthening the connection to LSU. The 30 acre campus is located on the Mississippi Riverfront surrounding the old Municipal Dock near the Interstate-10 bridge, and will house The Water Institute of the Gulf, an independent applied research organization focused on developing scientific coastal restoration solutions. The first building was opened in late 2016, with the second planned for late 2017.



II CITY PLAZA

II City Plaza was the first new ground-breaking Class A commercial office building construction in Downtown Baton Rouge in nearly 25 years. A beautiful, twelve story granite, glass and stone structure located at the corner of Convention Street and 4th Street, II City Plaza offers its tenants exceptional quality and prestigious presentation in a convenient location. The II City Plaza development consists of a 12-story class A office building containing approximately 256,000 sq. ft. along with a 700 space parking garage and expansive views of the river and state capitol.



500 LAUREL

Developers Dyke Nelson and David Weinstein announced in December 2014, the renovation of 500 Laurel Street into Class A office space. Responding to the high demand for this type of office space, the team focused their attention on this historical 30,000 square-foot office building located within close proximity to the state office buildings and other nearby office complexes. The building was originally built in the late 1950s as the Union Federal Savings & Loan Building by renowned Louisiana architect A. Hays Town. The \$4.5 million renovations were completed in 2016.



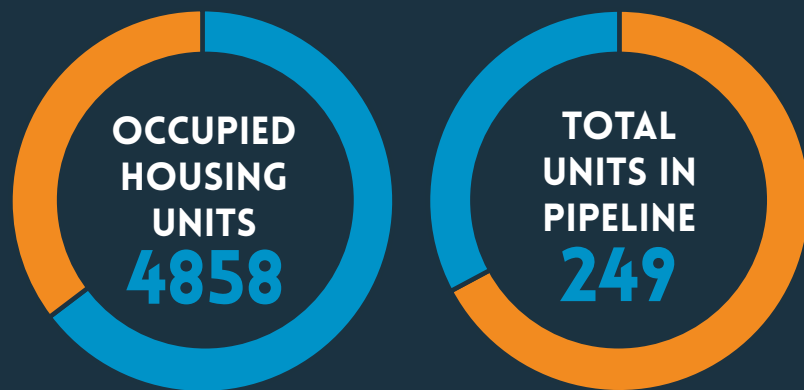


LIVING

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

DOWNTOWN RESIDENTIAL

Demand for downtown living is on the upswing and the private sector is responding with 249 units currently under construction or in planning. Downtown apartment rentals are becoming more accessible as more affordable and market rate options become available. This increase in demand is attributed to an energetic and convenient urban lifestyle desired by young professionals and retirees.



\$158.3million

RESIDENTIAL INVESTMENT LAST 5 YEARS

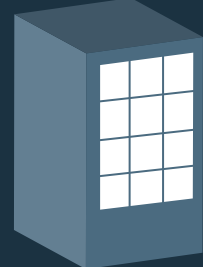
*Census Tracts 51, 52, 53 & 22

HISTORIC SPANISH TOWN

Single Family Home Sales
\$93 - \$177/SF
Lease Rates
\$1.35 AVG/SF



CENTRAL BUSINESS DISTRICT



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

HISTORIC BEAUREGARD TOWN

Single Family Home Sales
\$60 - \$209/SF
Lease Rates
\$1.36 AVG/SF



DOWNTOWN EAST

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



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

RESIDENTIAL DEVELOPMENT PROJECTS

SELECT CATALYTIC DEVELOPMENTS

Downtown is quickly becoming one of the most desirable places to live in Baton Rouge; the residential developments currently underway will bring a total of over 249 additional units to the downtown market. Downtown Baton Rouge is buzzing with new residents and new housing opportunities. From mixed-use buildings on Third Street that have been restored to sleek, sexy new condos to refurbished historic homes in our colorful neighborhoods, there's a myriad of residential living options that offer something for everyone. Below are a few of the many great developments offering residential options.

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

440 ON THIRD

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



COMMERCE BUILDING

Key Real Estate, a New Orleans-based firm, acquired the international style Commerce Building in 2013 and hired the nationally recognized New Orleans architecture firm, Eskew+Dumez+Ripple Architects, to engage the downtown community in the programming of the vacant building previously housing several state offices. This multi-use building includes 93 residential units, a rooftop restaurant & pool, fitness center, on-site covered parking, and bottom floor retail. Construction completion and residential move in took place within the first quarter of 2016.



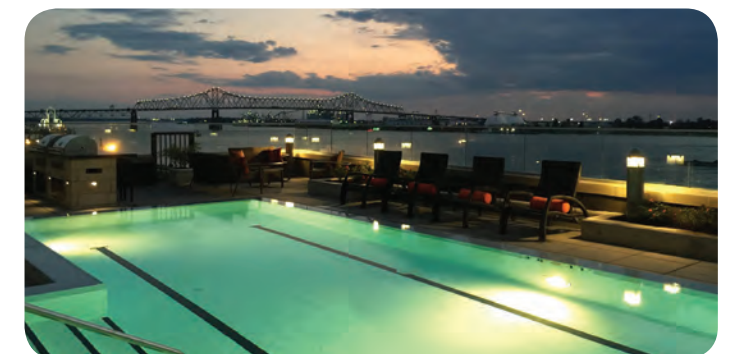
ONYX RESIDENCES

Commercial Properties Realty Trust is invested \$7 million in the construction of a mixed-use development on the corner of Third Street and Convention Street that introduced an additional 28 residential units downtown. The Onyx Residences, conveniently located just a block away from North Boulevard Town Square, will include both one and two bedroom options that range in size from 600-1,100 square feet. The Onyx Building opened in early 2017.



525 LAFAYETTE

525 Lafayette offers not only the energy of Downtown Baton Rouge, but also easy access to the IBM Center and the Capitol, the prestige of high-rise living, and the ease of life on the river. The 85 residential units developed by Commercial Properties Realty Trust at 525 Lafayette give you the elegant and refined lifestyle you desire. With its prestigious address on the banks of the Mississippi, 525 Lafayette is one of Baton Rouge's newest and most exciting downtown address.





LIVING

DOWNTOWN AMENITIES & RECREATION

In addition to Matherne's Market at 440 on Third, a full-service supermarket and deli, downtown recently gained its first pharmacy in over 40 years - helping to support the increase in residential living options. These businesses join retailers such as Bates & Thigpins, and the many shopping opportunities at the Main Street Market.

EDUCATION

- ▶ Schools within a 2 mile radius of Downtown - 26
- ▶ Schools within the Downtown Development District - 11
- ▶ Close proximity to numerous early learning facilities, elementary schools, and high schools
- ▶ Centrally located between Southern University, Louisiana State University, and the BR Community College

GREENSPACES

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

ARTS & ENTERTAINMENT/FOOD SERVICES

- ▶ Restaurants - 61
- ▶ Bars/Lounges - 21
- ▶ Art Galleries, Studios, Markets - 8
- ▶ Large Concert Venues - 5

ESSENTIAL SERVICES

- ▶ Matherne's Market
- ▶ Prescriptions to Geaux
- ▶ Downtown Grocery
- ▶ Charles W. Lamar Jr. YMCA & Anytime Fitness
- ▶ Downtown Library

PARKING

**Figures from within a 2014 Parking Study Area which includes the areas bound by the Mississippi River to the West, 5th Street/St. Charles to the East, South Boulevard to the south, and North Street to the north.*

- ▶ Total Parking Spaces - 8089 (7534 Off-Street / 335 On-Street)
- ▶ Off-Street Parking Utilization - 58%
- ▶ On-Street Parking Utilization - 89%
- ▶ Total Utilization - 60%



RESIDENT PROFILE

**Figures include Census Tracts 22, 51, 52, and 53 - Source: 2011-2015 American Community Survey 5-Year Estimates*

Population

9099

Marital Status



Household Size

2.21 avg.

Gender



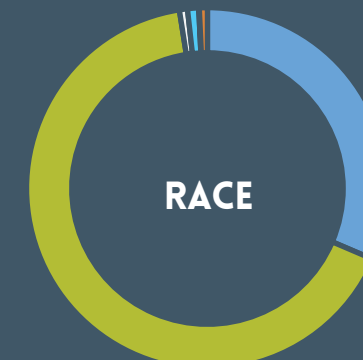
EDUCATION

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



AGE

20% 0-19
33% 20-34
9% 35-44
11% 45-54
15% 55-65
11% 65+



RACE

25% White
70% Black
1% Asian
<1% American Indian
0% Pacific Islander
<1% Other



HOUSEHOLD EARNINGS

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



LIVING



DOWNTOWN NEIGHBORHOODS

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

HISTORIC SPANISH TOWN

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



HISTORIC BEAUREGARD TOWN

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



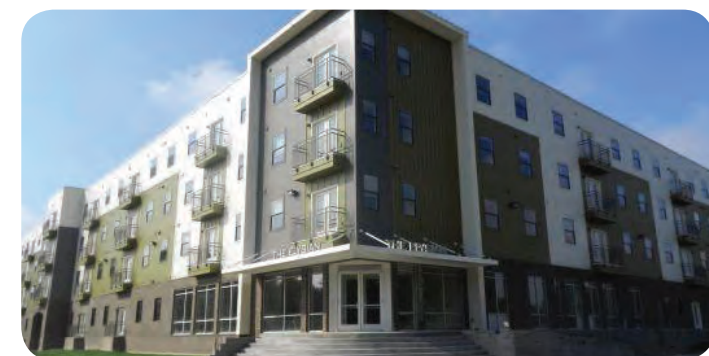
CENTRAL BUSINESS DISTRICT

The residential opportunities in the Central Business District are continuing to grow due to developments responding to the significant desire to live an urban lifestyle in Downtown Baton Rouge. One Eleven, 438 Main Street, 440 on Third, and the Kress are a few of the available places to live in the Central Business District, offering their tenants immediate and walkable access to the many available amenities and workforce opportunities. Due to the increasing demand to live in the Central Business District, over 249 additional residential units are currently underway.



DOWNTOWN EAST

Downtown East, located just east of I-110 and adjacent to Historic Beauregard Town and Historic Spanish Town, is currently experiencing a transformation. Residential, religious, and small warehouse structures, as well as the recreational opportunities within the neighborhood, contribute to the overall character. Spanish Town Park, located in the northern section of the neighborhood, was recently upgraded shortly following the opening of The Elysian, a 100 unit residential development. A second phase, Elysian II, is currently under construction.



CAPITOL VIEW NORTH

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





VISIT

Source: Compiled by DDD. Phone/email communication with attraction/events.

DOWNTOWN TOURISM & EVENTS

With over 1,000 annual events taking place in the downtown area on an annual basis, bringing more than 1.5 million visitors per year, downtown has become the premier place to host an event in the city. Events have been and continue to be a major economic driver of downtown development; a perfect synergistic relationship between businesses, attractions, and guests. Attraction attendance remains steady with many attractions seeing increased attendance.

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

1.5 million
ANNUAL TOURISTS

72 annual riverboat stops
ON THE MISSISSIPPI RIVERFRONT

TOP PUBLIC EVENT ATTENDANCE

Mardi Gras Parades - 280,000
Live After Five Concert Series (2 seasons) - 80,000 - 100,000
Baton Rouge 4th of July Fireworks Celebration - 75,000 - 100,000
Louisiana Earth Day - 10,000 (Top 5 Nationwide)
Sunday in the Park Concert Series (2 Seasons)- 30,000
Red Stick Revelry - 15,000
Fest-For-All - 10,000
Festival of Lights - 10,000
Baton Rouge Blues Festival - 25,000
Louisiana Marathon - 20,000 - 24,000

*All downtown attractions not included

ATTRACTION ATTENDANCE

	2011	2012	2013	2014	2015	2016
Raising Cane’s River Center	375,000	500,000	350,000	350,000	363,610	402,735
Louisiana Arts & Science Museum	169,865	172,929	168,966	167,165	175,195	176,398
USS KIDD	38,375	48,282	48,676	52,551	86,373	79,238
Old State Capitol	82,000	65,000	70,000	60,000	50,000	60,000
LSU Museum of Art	17,522	19,468	17,338	17,323	21,240	24,111
Capitol Park Museum	46,180	53,720	77,865	78,708	67,193	63,941
State Capitol Building	118,506	124,726	117,638	121,167	118,371	71,897
Manship Theatre	28,231	26,256	25,755	27,522	25,239	24,775
Old Governor’s Mansion	12,639	13,815	12,321	14,879	8,110	10,114



DOWNTOWN OUTDOOR EVENT SPACES

TOP PUBLIC RIVERFRONT INVESTMENTS

Downtown Baton Rouge has worked to connect numerous civic and cultural institutions near the River Center and City Hall campuses through a unified system of greenspaces known collectively as the Central Green. Since their completion between 2012 and 2013, North Boulevard Town Square, Galvez Plaza, The Crest Stage, and Repentance Park have been host to over 250 annual events including the popular Live After Five Series as well as small informal gatherings on the lush greenspaces. For more information about the outdoor event spaces and/or to hold an event, please contact Casey Tate (ctate@brgov.com).

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



TOWN SQUARE & THE CREST

North Boulevard Town Square is a spectacular greenspace development that has transformed the disjointed area between North Boulevard and River Road into a lively downtown center where the city’s cultural and civic attractions come together for all to enjoy. Town Square has now become the city’s premier social gathering place — featuring more than an acre of open green space and innovative water features that help cool the landscape and a multitude of high-tech amenities to entertain visitors. North Boulevard Town Square can be reserved for concerts, outdoor dinners, press conferences, and much more.



REPENTANCE PARK

Repentance Park features an arched walkway with fixed seating, fountain and splash-pad with 750 jets, undulating land forms, a great lawn, and tiered steps to sit and enjoy the views of the Mississippi River. The public has embraced Repentance Park since its renovation and has used the park for picnics, sun bathing, and playing ball. During Downtown’s many festivals the space has found its use as a stage and seating area. With its open space and sloped character, Repentance Park is one of the more versatile options for hosting an event.



RIVERFRONT PLAZA & LEVEE GREEN

The riverfront is the western boundary of downtown along the Mississippi River and features a series of walking and biking paths, variable greenspaces ranging from lawns to hardscaped riverbanks and fountains, and historic plazas that are used daily for both active and passive recreation. The Riverfront was historically the front door to the city’s incoming river traffic, and after a period of disuse, is on its way back to being one of Downtown’s major attractions.



CITY HALL PLAZA

Coming 2017 - Currently under construction, the plans call for the removal of underutilized and harsh existing hardscapes in the plaza, replacing them with a large green lawn and shade trees. The redesign will provide better circulation throughout the City Hall and River Center Campuses, and allow the Crest stage to be used from both sides. The City Hall building is also incorporated into the City Hall Master Plan by extending a floating “porch” into the greenspace and closer to the Crest stage.



STAY

DOWNTOWN HOTEL MARKET

Downtown opened three hotels and has recently broken ground on two more in the last five years, which will soon bring the total number of downtown hotels to seven. Downtown's share of the market is increasing as investors realize the destination potential of downtown that separates it from the rest of the Metropolitan Statistical Area (MSA.)

\$107 million
HOTEL INVESTMENT SINCE 2010

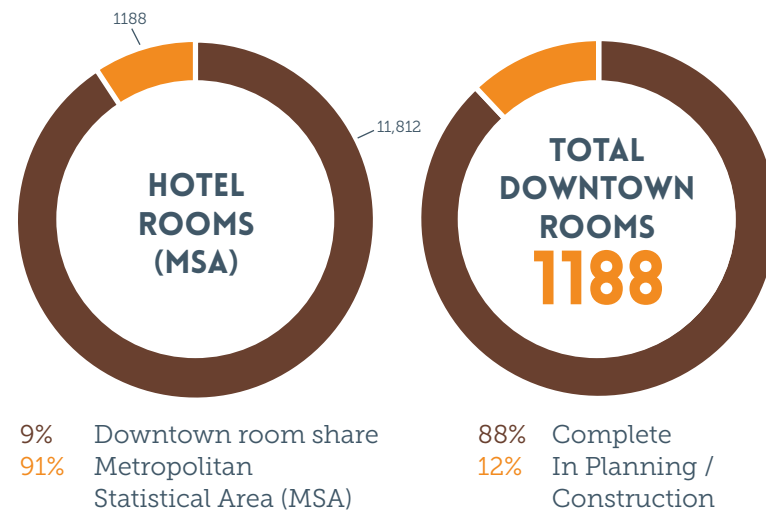
7 hotels
WITHIN WALKING DISTANCE TO
CONVENTION CENTER MEETING SPACES

2016 AVERAGES FOR DOWNTOWN AREA HOTELS	2015
71.2% occupancy rate AVERAGE OCCUPANCY RATE	62.0%
\$88.23 RevPAR REVENUE PER AVAILABLE ROOM	\$89.0
\$123.04 ADR AVERAGE DAILY RATE	\$144.8

Source: Compiled by DDD and downtown hotels sales departments.

DOWNTOWN AREA HOTELS

- Hampton Inn & Suites
137 rooms
- Hilton Baton Rouge Capitol Center
291 rooms
- Holiday Inn Express
88 rooms
- Belle of Baton Rouge Casino Hotel
288 rooms
- Hotel Indigo Baton Rouge Downtown
93 rooms
- Watermark Hotel, Autograph Collection Hotel
144 rooms
- Courtyard Marriot
147 rooms, *under construction



CURRENT / RECENT HOSPITALITY PROJECTS

NEW HOTELS FUELING GROWTH AND EXCITEMENT

The longtime goal to bring 1,200-1,400 hotel rooms to downtown Baton Rouge has become a reality as the effects of a 20-plus year vision to breathe life back into the area continue to thrive. Tax increment financing, Historic Tax Credits, and Restoration Tax Abatement has helped many of these hotels offset the costs of construction, bringing new life to historic buildings and surface parking lots that once sat idle. Hotel investments are helping drive River Center convention business as downtown works to accommodate a demand for a walkable convention experience with easy access to services and entertainment.

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

COURTYARD MARRIOTT

Windsor Aughtry Company, Inc. of Greenville, S.C., announced in the fall of 2014 that they would develop an approximately 85,000 square-foot, eight-story, 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. The development began construction in late 2016.



HAMPTON INN & SUITES

As their first investment in downtown, Windsor Aughtry Company, Inc. opened the 137 room Hampton Inn and Suites in 2013, joining IBM, Hotel Indigo, and the Hilton Hotel in the redevelopment of Lafayette Street. Many of the 137 spacious guest rooms offer breathtaking views of the Mississippi River. The 110,000 square foot hotel offers free hot breakfast daily, free internet, expanded fitness center and business center with meeting rooms.



WATERMARK HOTEL

One of Baton Rouge's first skyscrapers was built in 1926 and was originally the home of Louisiana National Bank. It was purchased by developer Mike Wampold in the spring of 2014. The 12-story and 92,000 square feet art deco building is located on the corner of Convention and Third Street. The building was most recently used to house state offices, but the state announced in 2013 their intention to sell the building. In the spring of 2015, renovation work began on the interior to convert the office building into a 144-room Marriott Autograph Hotel. The hotel opened its doors in late 2016.



HOLIDAY INN EXPRESS

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





RIVER CENTER

Source: Baton Rouge River Center, SMG

BATON ROUGE RIVER CENTER

Located on the banks of the Mississippi River, the newly-expanded Baton Rouge River Center has helped to completely transform Downtown Baton Rouge. The entire complex, including the Arena and Theatre for the Performing Arts, as well as the Exhibition Hall, includes more than 200,000 square feet of renovated space, and incorporates state-of-the-art exhibition, meeting, concession and kitchen facilities. The 70,000 square foot Exhibition Hall can be combined with the existing Arena to create more than 100,000 square feet of contiguous exhibit space.

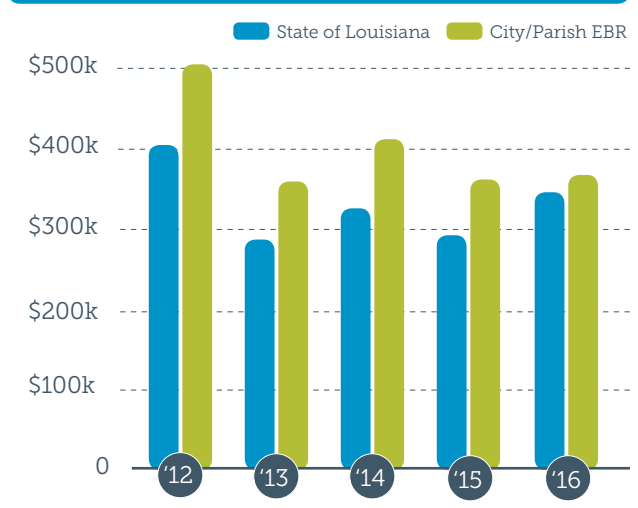
2million
ATTENDEES OVER LAST 5 YEARS

343 actively employed
FULL-TIME & PART-TIME AT THE RIVER CENTER



65% Metro Area Residents
17% Residents <100 Miles
6% Residents 100-200 Miles
13% Residents >200 Miles

STATE & LOCAL SALES TAX COLLECTED



ATTENDANCE BY VENUE

ATTENDANCE:	2012	2013	2014	2015	2016
Arena	181,032	154,314	169,961	160,277	199,229
Ex-Hall	285,062	57,263	50,506	48,596	108,495
Theater	6,830	79,019	84,769	87,151	74,673
Ballroom	41,155	54,767	41,632	64,581	17,126
Meeting Rooms	7,420	6,786	1,534	3,005	1,622
Pelican	0	0	130	0	75
Riverview	0	0	20	0	25
TOTALS	591,499	352,149	348,552	363,610	401,245

NUMBER OF EVENTS BY VENUE

ATTENDANCE:	2012	2013	2014	2015	2016
Arena	124	140	159	138	160
Ex-Hall	188	87	41	43	68
Theater	77	80	72	73	72
Ballroom	52	45	56	77	30
Meeting Rooms	27	41	16	10	15
Pelican	0	0	2	0	1
Riverview	0	0	1	0	1
TOTALS	468	393	347	341	347

MAJOR RIVER CENTER EVENTS

ECONOMIC IMPACTS

The River Center has played host to the biggest names in entertainment including Elton John, The Jacksons, Jeff Foxworthy, Fleetwood Mac, Diana Ross, George Clinton and Parliament Funkadelic, Larry the Cable Guy, Neil Diamond, Barry Manilow just to name a few. The walkability between the Baton Rouge River Center, hotels, restaurants and attractions is a common prerequisite for hosting national conventions and larger events. The economic impact of River Center events on downtown hotels, entertainment venues, restaurants and attractions is enormous when you consider all of the direct and indirect impacts that these large productions create.

LOUISIANA MARATHON

Louisiana Marathon held its 6th race in Baton Rouge during the 2017 Martin Luther King holiday. People from around the country run in to Downtown Baton Rouge...literally. The 6th annual Louisiana Marathon kicked off Friday, January 13 with The Blue Cross Blue Shield of Louisiana Expo at the Raising Cane's River Center. The Expo featured over 62 exhibitors showcasing the latest trends, designs, and advances in running shoes and apparel. The Expo event continues a successful Baton Rouge tradition during the Martin Luther King holiday, bringing in over 10,000 runners from 50 states and around 30 countries.



LARGE ARENA PERFORMANCES

Undeniably the biggest pop star the music industry has ever discovered, Elton John and his band returned to Baton Rouge for the second time in over 20 years in fall of 2016. Over 10,000 seats were completely sold out, and restaurants and bars were full for the largest concert of the year. The Beach Boys, Robert Plant, Cirque du Soleil, Disney on Ice, James Taylor in concert, Sesame Street Live and Monster Jam are among the many exciting events planned for 2017.



US BOWLING CONGRESS

Baton Rouge has been selected to host the 2017 US Bowling Congress Women's Championships and the 2025 Open Championships. The USBC Women's Championships is the world's largest annual participatory sporting event for women, attracting between 30,000-40,000 bowlers annually over 90-120 days. The Open Championships is the world's largest annual participatory sporting event, attracting between 12k and 17k 5-player teams. In 2012, Baton Rouge hosted the event. In total, 59,000 USBC bowlers and 11,600 guests from all over the country visited Baton Rouge for this event.



REGIONAL DANCE AMERICA

Regional Dance America (RDA) is a national association of adjudicated ballet companies comprised of five regional organizations. The southwest region includes LA, AR, TX, OK and NM. The main objective of RDA is to define and maintain the artistic standards of quality to which the regional organizations are held. The association brought in over 1,500 attendees in 2016 and plans to return to BR in 2020.





ABOUT DDD

For close to 30 years, the Downtown Development District has been passionate in its work to initiate, incubate, and support partnerships that develop and enhance Downtown Baton Rouge. Guided by community-driven master plans and utilizing economic incentives, the DDD works closely with the private sector and non-profit philanthropic organizations to aid their development and entrepreneurship efforts.

These partnerships have accelerated current development to an unprecedented and exciting level, and we continue to collaborate with investors about potential development opportunities.

ECONOMIC DEVELOPMENT

The DDD creates strategies for economic development on behalf of downtown stakeholders and the greater community. The DDD provides leadership in policy-making, and assists developers and business owners by providing key market data, demographics and statistics about the downtown area. With a master property database and a finger on the pulse of the downtown real estate market, the DDD can assist developers and businesses in the site selection process, offering information about local permitting processes, economic incentives programs, and important contacts. The DDD also works to promote programs that help to retain existing businesses and attract new ones.

PUBLIC INFORMATION

The DDD office offers a variety of public information such as printed and digital maps, aerial images, and Welcome Guides that contain information on Attractions & Festivals, Restaurants, Merchants, Parking, New Business, and New Residents. All of this information can also be found and retrieved from our newly designed website (launched 2015.) The website (downtownbatonrouge.org) features a new and innovative design; making information more easily accessible to each type of user.

DDD COMMISSION

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

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

DDD STAFF

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

EVENT AND PUBLIC SPACE MANAGEMENT

The DDD has an experienced employee dedicated to providing effective coordination for the hundreds of special event requests each year, while allowing for the protection of public property and safe and equitable access for all park users. The Downtown Development District is the liaison between the downtown business community and the general public, with a primary focus of being a point of contact and resource of information to individuals and organizations that wish to produce special events downtown.

The DDD can assist in navigating the permit and liability process, offering insight and contact information along the way. Our events coordinator can assist in the development of a site plan and help to work out logistics such as vendor placement and sponsor recognition.

For additional information or to start the application process, please contact: **Casey Tate**- Special Events and Marketing Coordinator, ctate@brgov.com, 225.389.5520.



SOCIAL MEDIA AND EMAIL MARKETING

In order to most effectively market the complete Downtown Baton Rouge experience to visitors, residents, developers, and workers; the Downtown Development District sends out weekly development and event related emails to the DDD email list of over 5,500 subscribers. On average, the DDD sends out 46 annual development update related emails and an additional weekly email highlighting the week's top events. These emails are highly read by the subscribers and the average open rate is 30%. Along with marketing emails, the DDD also has a large social media presence. The DDD manages three Facebook accounts including the Downtown Development District page, North Boulevard Town Square page, and the Downtown Greenway page as well as two Twitter handles: DDBatonRouge & TownSquareBR.

QUICK STATS - SOCIAL MEDIA

Downtown Development District (est. 2009) – Over 6500 Likes
North Boulevard Town Square (est. 2012) - Over 1500 Likes
Downtown Greenway (est. 2013) – Over 550 Likes
MovieNightBR (est. 2014) - Over 1000 Likes

QUICK STATS - EMAIL MARKETING

Events List– Over 3436 subscribers
DDD Development Updates/Commission Notices - Over 2323 subscribers
2016 Total Campaigns - 154

CLEAN AND SAFE

As Downtown Baton Rouge continues to see an unprecedented number of visitors and private investment, the need to present downtown as a clean and safe destination is ever increasing. Downtown now hosts over 1000 events, 72 cruise ship stops from three major cruise lines, large conventions and conferences. The DDD works as a liaison between the Downtown Maintenance Committee, the City Parish Department of Public Works and Baton Rouge Police Department to achieve the best visitor experience possible. The Department of Public Works provides frequent trash and litter pick-up and street sweeper services throughout downtown while also providing the required assistance for the many community events. With the growing number of residents, workers, and visitors downtown, the Baton Rouge Police Department is opening an additional downtown precinct and adding more officers in response to this growth. The DDD keeps up an active relationship with these downtown officers to better assist our constituents.

DESIGN RESOURCE CENTER (DRC)

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



RESOURCES

ECONOMIC INCENTIVES

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

5 YEAR PROPERTY TAX ABATEMENT ON IMPROVEMENTS TO STRUCTURES

- When renovation has not yet begun, five-year property tax abatement to improvements to structures is available, with a five-year option for renewal.
- Existing structures in downtown, historic, or economic development district are eligible. Spanish Town and Beauregard Town are included
- Approval must be obtained from the State Board of Commerce and Industry and the East Baton Rouge Metropolitan Council

For additional information on rules and regulations contact Becky Lambert at 225.342.6070. Email: Becky.Lambert@la.gov

ECONOMIC DEVELOPMENT ZONE STATUS

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

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

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

For additional information contact the Downtown Development District at 225.389.5520

NEW MARKET TAX CREDITS (NMTC)

The New Markets Tax Credit (NMTC) program provides investors with federal tax credits for making investments in a wide range of redevelopment projects located in low-income communities.

For additional information contact the Downtown Development District at 225.389.5520

DIGITAL MEDIA & SOFTWARE INCENTIVE

The Digital Media and Software Incentive provides a tax credit of 25% of qualified production expenditures for state-certified digital interactive productions in Louisiana and 35% tax credit for payroll expenditures for Louisiana residents. This Incentive is available to businesses in the digital media and software industry that develop products including video games, simulation/training software and social media applications.

Benefits include:

- 25% tax credit for digital interactive media expenditures made in Louisiana
- A 35% tax credit on payroll expenditures for Louisiana residents
- No annual cap on tax credits
- The tax credit can be sold or applies against Louisiana tax liability

For additional information on rules and regulations contact Jared Smith, Baton Rouge Area Chamber 225.381.7136 Email: jsmith@brac.org

FEDERAL HISTORIC REHABILITATION TAX CREDIT

The program provides a 20% tax credit for rehabilitation expenditures to a certified historic structure.

- The building must be depreciable property—rental or commercial.
- Restoration must be substantial—exceeding the adjusted basis of the property (purchase price less value of the land) or a minimum expenditure of \$5,000 (if the property has been depreciated.)
- Rehabilitation expenditures that qualify include items directly related to the repair of the structure (architectural fees, engineering fees, paint, wiring, plumbing, roof repair, etc.)
- Tax credit can be carried back one year and forward 20 years.
- If a building is not located within an historic district and was constructed prior to 1936, it may qualify for a 10% tax credit if restoration is substantial—exceeding the adjusted basis of the property (purchase price less the value of the land.)

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

STATE COMMERCIAL HISTORIC TAX CREDITS

For historic buildings and residences located in a DDD and classified as historically significant by Louisiana Division of Historical Preservation, the state offers a 25% tax credit based on eligible costs or rehabilitation. This includes labor, materials, and related expenses.

- Eligible property includes:
 - Residential rental property or nonresidential depreciable property in a DDD
 - Listed on the National Register of Historic Places
 - Classified as historically significant by the state Department of Culture, Recreation and Tourism
- A credit Cap of five million dollars per taxpayer (or related entity) within any one DDD
- Credits may be carried forward for up to five years and may be sold
- A nominal application fee of \$250 is paid to the State Division of Historic Preservation

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

STATE HISTORIC REHABILITATION TAX CREDITS-RESIDENTIAL

For residences located in a DDD and classified as historically significant by Louisiana Division of Historical Preservation, the state offers a tax credit up to \$25,000 per structure based on eligible costs or rehabilitation.

- Eligible property includes:
 - Owner occupied residential or owner occupied mixed use structure
 - Listed on the National Register of Historic Places
 - Classified as historically significant by the state Department of Culture, Recreation and Tourism
- Rehabilitation costs must exceed \$20,000.
- Credits are calculated using a formula based on a percentage of adjusted gross income of the owner-occupant.

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



DOWNTOWN CULTURAL DISTRICT

Exemptions of State and local sales tax on the sale of original, one-of-a-kind pieces of artwork.

- The local sales tax exemption applies to businesses with an established location within the Cultural Product District.
- This does not apply to businesses with no fixed locations within the district, such as businesses that would sell at festivals, fairs or other events held in the district.
- “Works of art” shall mean visual arts and crafts including but not limited to paintings, photographs, sculpture, pottery, and traditional or fine crafts. (The Department of Culture, Recreation and Tourism may determine whether or not an item meets this definition as well as whether the item is “original, one-of-a-kind”)
- The seller must complete a sales tax exemption form (R-1384)

For additional information contact the Downtown Development District at 225.389.5520

TAX INCREMENT FINANCING (TIF)

TIF is a method to use future gains in taxes to finance current improvements, ultimately increasing the value of surrounding real estate, and new investment. Tax Increment Financing has been used as a subsidy for redevelopment on several Downtown projects. The application of Tax Increment Financing for Downtown development is very project specific.

For additional information contact the Downtown Development District at 225.389.5520

STATE BUSINESS INCENTIVES - BUSINESSES OF ALL SIZES

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

For additional information contact Louisiana Economic Development 225.342.3000

STATE SMALL BUSINESS INCENTIVES

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

For additional information contact Louisiana Economic Development 225.342.3000



DEVELOPMENT PARTNERS & CONTACTS

Downtown Development District
389-5520
www.downtownbatonrouge.org

East Baton Rouge City-Parish: General Information
389-3000
http://brgov.com/

Department of Public Works: Requesting Service/Information
Dial 3-1-1 or 389-3090
http://brgov.com/dept/dpw/311/

Department of Public Works: Traffic & Engineering
(Road Closures)
http://brgov.com/dept/dpw/traffic/

Department of Public Works: Permit & Inspection
389-3205
http://brgov.com/dept/dpw/inspections/

Police Department
389-2000
http://brgov.com/dept/brpd/

Planning Commission & Historic Preservation
389-3144
http://brgov.com/dept/planning/

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

Office of Neighborhood Services
389-3039 Ext 106
http://brgov.com/dept/neighbors/

Entergy
Report an Emergency: 1-800-968-8243
Report an Outage or Get Status: Text OUT to 368374
Download the Entergy App at:
http://entergy.com/

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

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

Recycling Office
389-5194
http://brgov.com/DEPT/recycle/

One Stop Homeless Service Center
153 North 17th Street
388-5800

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
382-3563
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
387-6153
http://www.braf.org/

City-Parish Business, Housing, and Economic Development Tax Credits
and Incentives
East Baton Rouge Redevelopment Authority
387-5606
http://ebrra.org/main/

City-Parish Housing and Community Development Programs
East Baton Rouge City-Parish Office of Community Development (OCD)
389-3039
http://brgov.com/dept/ocd/

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

State Housing Programs
Louisiana Housing Corporation (LHC)
736-8700
http://www.lhfa.state.la.us/

State/Federal Historic Rehabilitation Tax Credits and Tax Abatement
Office of Cultural Development Division of Historic Preservation (LA-CRT)
342-8160
http://www.crt.state.la.us/hp/

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

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

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



EBR PLANNING COMMISSION SITE PLAN REVIEW

Site Plan Review is administered by the City-Parish Planning Commission. Site Plan Review involves the examination of certain site and development plans to ensure that structures and uses within East Baton Rouge Parish are properly related to the proposed site and surrounding properties. We recommend visiting the EBR Planning Commission Resource Center as a starting point for development.

Site Plan Review can alleviate problems due to poor design and incompatible land uses. The process establishes a framework where residents, developers, governmental agencies and planning professionals can communicate and resolve issues concerning the proposed site and its surrounding properties. To ensure quality development, Site Plan Review requirements include specifications on structural height, electrical/sewerage utilities, drainage, yard dimensions, traffic circulation, servitude and the location and/or orientation of the building, air conditioning units, loading facilities, and pedestrian walkways in relation to adjacent properties.

EBR Parish Planning Commission

1100 Laurel Street, Suite 104 Baton Rouge, LA 70802
(225) 389-3144 - Office
<http://brgov.com/dept/planning/>

REVIEW THRESHOLDS

The Site Plan Review process now includes two separate “thresholds” for site plan approval. The thresholds are minimum size and development standards that determine if a project must go through Site Plan Review, and which process it must go through. The two thresholds are designed to speed up the application process for building permits on large-scale projects.

FIRST THRESHOLD

All projects equal to or in excess of the following thresholds must be submitted for Site Plan Review on a staff level:

- 1) Projects with 75 residential units, offices, shops, stores or other uses;
- 2) Buildings containing 30,000 square feet or more;
- 3) Additions to buildings of 30,000 square feet or greater in which the addition is 20 percent or more of the aggregate floor area. (If a building is 30,000 square feet, a Site Plan Review is necessary for an addition of 6,000 square feet or greater.)
- 4) Properties located in an Urban Design Overlay District (UDOD).

SECOND THRESHOLD

The Public Hearing process shall be required when projects equal or exceed the following thresholds for Site Plan Review:

- 1) Projects of 100 residential units, offices, shops, stores or other uses;
- 2) Buildings containing 50,000 square feet or more;
- 3) Additions to buildings of 50,000 square feet or greater in which the addition is 20 percent or more of the aggregate floor area. (If a building is 50,000 square feet, the second threshold is met for an addition of 10,000 square feet or greater.)

SITE PLANS IN URBAN DESIGN OVERLAY DISTRICTS (UDODS)

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



HISTORIC PRESERVATION, OVERLAY DISTRICTS AND DOWNTOWN MASTER PLANS

Some properties within the DDD are listed on the National Historic Register and a demolition ordinance is in place. Spanish Town is also designated a local historic district and is subject to certain design guidelines. Please contact the Downtown Development District for more information. Downtown master plans and overlay districts that are adopted by the Metropolitan Council and serve as a guide for downtown development are also available at downtownbatonrouge.org. The Downtown Arts and Entertainment District is an overlay district and is subject to signage, outdoor seating and other aesthetic guidelines.

PUBLIC NOTIFICATION AND INPUT

In order to gain public input, Planning Commission staff notifies all property owners within 150 feet of Site Plans exceeding the second threshold. Public notification allows for the community to comment on project proposals and for the Planning Commission and its Staff to consider public input for revisions to site plans. This process of public input was chosen by the Site Plan Review Committee as an approach to resolving controversial community issues relative to land use. This process of public notification has had wide and successful use in other major cities.

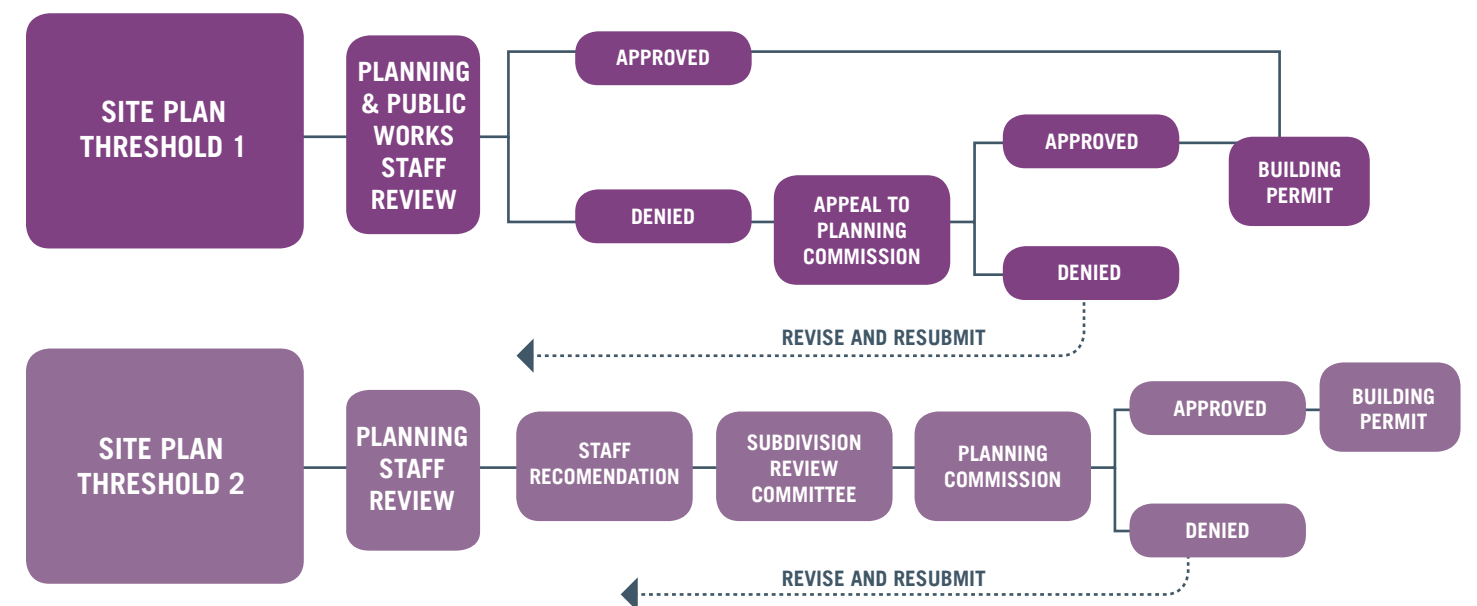
SITE PLAN CHECKLIST

The Site Plan Checklist was developed by the Site Plan Review Committee with assistance from the Planning Commission Staff, and local engineers and developers who were invited to participate in development of the list. Subject to the Site Plan Checklist requirements are all projects which are equal to or in excess of any of the threshold requirements previously listed. Applicants will be required to provide the requested site plan information in order to assist the Planning Commission Staff in the determination of the project's validity. The Site Plan Checklist guides applicants through the Site Plan Review process by listing all information required on or with site plans. Among required checklist items are a vicinity map, a planning summary, a legal description, drainage impact studies, a stormwater management plan, sewage treatment, existing site features, adjoining property information, proposed plan, circulation/parking, streets, elevations and landscape plan.

ZONING

Zoning, as an ordinance, is the providence of the local governing authority. Metropolitan Council actions reflect recommendations of the Planning Commission and the Office of the Planning Commission. The Unified Development Code describes permitted uses by zoning district. The Office of the Planning Commission maintains maps of the City and Parish as part of the electronic Geographic Information System (GIS), indicating the current official zoning on each parcel of land. These maps are available to the public on the World Wide Web at the Planning Commission Parcel Finder Website, located online at <http://gis.brgov.com/maps/>. Rezoning request should be directly communicated and officially applied for through the City-Parish Planning Commission.

SITE PLAN REVIEW PROCESS





RESOURCES

EBR CITY-PARISH PERMITTING & BUILDING CODE

The Department of Public Works is responsible for a wide variety of activities within the Parish including maintenance of streets and roads, maintenance and operation of drainage facilities, sewer collection lines, maintenance and operation of sewer treatment facilities, coordination of environmental activities, building code enforcement, construction inspection and approval, maintenance of public buildings, operation of a central garage, engineering services for construction projects including design and supervision, traffic control device maintenance, traffic control engineering.

DEPARTMENT OF DEVELOPMENT - PERMIT AND INSPECTION DIVISION

300 North Tenth St. Baton Rouge, LA 70802 - (225) 389-3205 Office (225) 389-3249 Fax

EBR PERMITTING APPLICATIONS

All permit forms can be downloaded here: <https://brgov.com/dept/dpw/inspections/>. Permit request and statuses can be monitored and managed at <https://www.mygovernmentonline.org/>. User portal instructions can be found here - <https://brgov.com/dept/dpw/inspections/pdf/CustomerPortalHandout.pdf>

UNIFIED DEVELOPMENT CODE

https://brgov.com/dept/planning/udc/pdf/UDC_2015.pdf

LOUISIANA STATE UNIFORM CONSTRUCTION CODE

The State of Louisiana has mandated statewide enforcement of the various technical codes. For a listing of the currently mandated codes and amendments, please refer to the Louisiana State Uniform Construction Code Council website. <http://lsuccc.dps.louisiana.gov/>

DEPARTMENT OF TRANSPORTATION AND DRAINAGE - TRAFFIC ENGINEERING DIVISION

The Traffic Engineering Division provides safe and efficient movement of traffic in the Parish through the optimal use and maintenance of the most appropriate traffic control devices or equipment. Street and sidewalk closure requests should be directed to this office.

329 Chippewa Street, Suite A - Phone: (225) 389-3246, Fax: (225) 389-7633

DEPARTMENT OF ENVIRONMENTAL SERVICES - WASTE WATER DIVISION

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

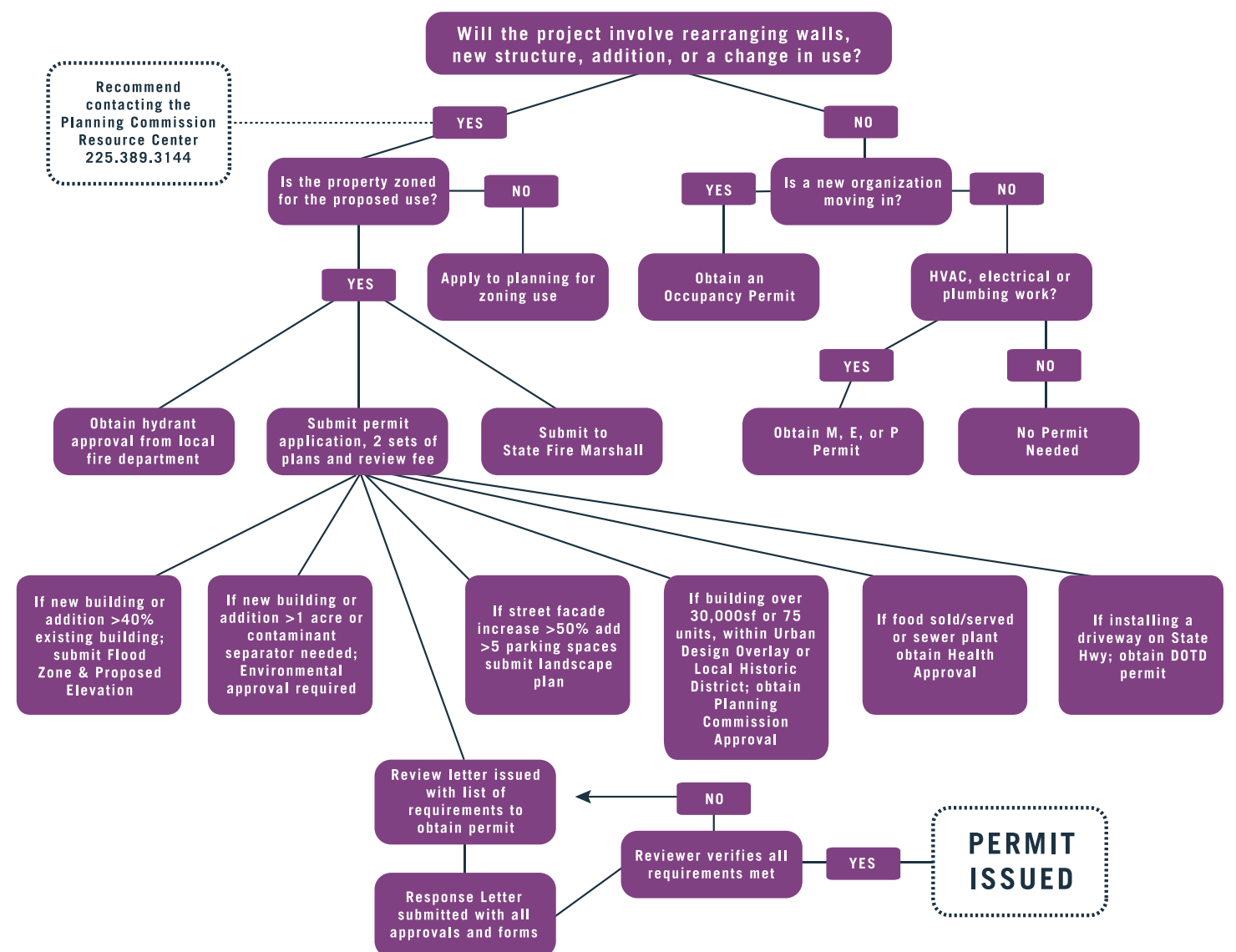
RESIDENTIAL IMPROVEMENTS AND PLAN REVIEW

A summary of the plan review requirements based on the 2012 International Residential Code for One and Two Family Dwellings, Zoning Ordinance and Code of Ordinances can be found here - <https://brgov.com/dept/dpw/inspections/pdf/ResPlanCklist.pdf>

Please verify whether your property is within an historic district which may be subject to historic preservation guidelines and approval.

COMMERCIAL BUILDING PERMIT

The flow chart below illustrates the process of obtaining a Commercial Building Permit through the DPW Permit and Inspection Division. This illustrated process does not cover all requirements for every development. We recommend visiting the EBR Planning Commission Resource Center as a starting point after reviewing the Site Plan Review section in this booklet. Exterior improvements such as signage are subject to the Downtown Arts and Entertainment District Guidelines found at downtownbatonrouge.org and at the EBR Planning Commission offices. Please verify whether your property is within an historic district which may be subject to historic preservation guidelines and approval.





PROJECT APPENDIX

The following section provides additional information on select downtown projects. Project information can also be found within the numerous sections of this document. Information about projects not listed within this section or elsewhere in this document can be obtained by calling the Downtown Development District Office, 225.389.5520.

BELVEDERE TOWNHOMES

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



RIVER CENTER LIBRARY AT TOWN SQUARE

The construction of a New River Center Library is underway 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 of Baton Rouge and Schwartz/Silver Architects of Boston was established to carry out the design of this state of the art facility. The new library will contain more technology and conveniences to cater to the surrounding community as an integral part of the development of the North Boulevard Town Square.



BEAUREGARD QUARTERS

Construction is underway on a new four-story multifamily housing project located in the historic Beaugard Town neighborhood on the corner of Napoleon and America Streets. The development will include 25, one and two bedroom apartment units with garages on the ground floor. Designed to complement the exterior aesthetic of the existing neighborhood, Beaugard Quarters will be located across from the House on the Hill development currently underway. Beaugard Quarters is expected to complete construction by the beginning of 2017.



SALTZ BUILDING

At the end of 2015, developers Helena and Kevin Cunningham announced the renovation of the historic Saltz Building located at 442 Main Street. Built in 1924, the building renovations will include converting the 5,015 square foot space into six market rate one and two bedroom units. The development of this multifamily complex is a direct result of the success the developers experienced next door at 438 Main Street. Historic tax credits are being utilized for the construction expected to begin in 2017.



DUPREE APARTMENTS

Built in 1924 and conveniently located on Spanish Town Road and within walking distance of downtown and the capitol complex, the Dupree Apartments come complete with all new plumbing, electrical, HVAC, granite countertops, hardwood floors, stainless steel appliances, and private balconies offering spectacular views of Spanish Town, Downtown Baton Rouge, and the state capitol complex. The apartments were completed in the summer of 2015 and have been renovated to include one and two bedroom units. For more information visit their website at www.dupreeapartments.com.



MARITIME ONE

The Maritime One Building, located at 101 France Street, was purchased by Darryl Smith, a Hammond investor. The 35,000 square foot, 100 year old building was originally a warehouse and was part of the 1980's Catfish Town retail and restaurant development. It was later converted to office space, most recently housing offices for the Louisiana Department of Economic Development. Offering great views of the Mississippi River, the Maritime One Building is an ideal location for the 24 residential units currently under construction and will open for tenants in 2017.



GRAND LADY

The Grand Lady, located at 310 Convention Street, was purchased by Mark and Debbie Hudson to renovate it back to its original architecture glory. One of the last Victorian homes in Downtown Baton Rouge, The Grand Lady was built in 1905 and the developer focused on preserving the historical details of the house, including the 12-foot ceilings and fireplaces. The \$1.8 million renovations are complete and includes seven residential units comprised of one and two bedroom apartments as well as an efficiency unit.



LOFTS @ 6C

John O. Hearin, a local developer owning several downtown properties and parking lots, has started construction on a 142-unit apartment complex called Lofts @ 6C. The project, located on Sixth Street between Florida and Convention Street, will be a six-story building with one and two bedroom units. The first two floors of the development will be garage space totaling between 250-260 spaces for residents and guests. The remaining upper floors will be comprised of the residential units. Amenities will also include a clubhouse, swimming pool, landscaped courtyards, and approximately 3,000 square feet of commercial space.



HOUSE ON THE HILL

With the goal of mixing classic history and present-day residential design, 12 houses will be either built or renovated within a 1.5 acre site of Beaugard 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.



MATHERNE’S MARKET

Open since January 2015, Matherne’s has already been embraced as a vital part of the fabric downtown. Situated on the ground floor of 440on Third, and built around the old Capital One bank vault, the supermarket has been lauded as a great breakthrough, especially for the store’s design, parking lot configuration, and the quality of the upscale merchandise. Open seven days a week, the introduction of a full sized, urban supermarket has been a massive success in building towards the momentum necessary for Downtown Baton Rouge to take its place as the destination to not only work and play, but live.



CREATIVE BLOC

The Creative Bloc is a collaborative workspace inspired and built for today’s multi-talented professional in need of a work environment that accommodates audio, video, film, design, photography, communications, and graphic arts needs. This unique new space consolidated three historic 1930-1950 retail buildings on the corner of Eighth and Main Streets for a total of 11,500 square-feet. Renovations to achieve this consolidation totaled approximately \$3 million. John Jackson (owner) created and implemented this vision to provide work space that is intentionally designed for members to leverage one another’s talents.



TRADEMARK ON THIRD

The former Latil’s Stationery and Office Supplies building located at 326 Third Street has been renovated by local restaurateur Andy Blouin into a multi-use development that adds to the diversity on Third Street. Blouin and his business partner Sean Malone purchased the 1920s building for \$850,000 to renovate the space into a reception hall and event venue. The second story event space includes a 6,000 square foot banquet and reception hall that is able to accommodate up to 300 people. The space opened in early 2017.



BUTLER BUILDING

The Butler Building, located at 640 Main Street, was renovated into three office spaces totaling approximately 2,400 square feet. Developer Gordon LeBlanc Jr. purchased the old Butler Furniture Building in 2014 for \$530,000. Chenevert Architects has moved from their current space on 315 Third Street into a 5,000 square feet space within the Butler Building, leaving two 1,200 square feet office spaces available for lease. Construction was completed in 2016.



LOUISIANA REALTORS

The Louisiana Realtors is a member-based trade association established to assist its members in the business of real estate in Louisiana. The Louisiana Realtor selected their new headquarters to be within a 93 year old renovated and expanded downtown home on Main Street, formerly known as the Cangelosi House. The Louisiana Realtors held a groundbreaking ceremony on December 4th at 821 Main Street and the association moved into their new facility in the first quarter of 2016. Coleman Partners Architects, LLC created the plans for this renovation project.



1010 NIC

A 18,000 square foot warehouse built in the 1930s, most recently functioning as a distribution center for St. Vincent de Paul, has been renovated and transformed into a contemporary small business center with several art and design related businesses. The property is located on Nicholson Drive near the Mississippi River Bridge and opened in the summer of 2015 with the official open house on October 8th. The property, now referred to as 1010 Nic, is one of the first signs of the improvements to the Nicholson corridor since the announcement of the Water Campus.



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. Two floors were added to the single-story building. The first two floors are leased for office and retail use with the top floor housing a residential condominium with unobstructed views of the river. The development was completed in the middle of 2017.



DOWNTOWN GREENWAY

The Downtown Greenway is a pedestrian and bicycling corridor that links inner city residential neighborhoods to downtown parks, businesses, and cultural attractions utilizing the existing BREC parks, interstate infrastructure, and public right-of-ways. The creation of the Greenway is also intended to spur new investments and redevelopment in the city’s core. The North Boulevard section was completed in late 2016, and the East Boulevard portion will begin construction in late 2017.



TRAM LINK BR

The Nicholson Corridor Tram, a recommendation of the FutureBR master plan, was awarded a \$1.8 million Transportation Investment Generating Economic Recovery (TIGER) grant in the fall of 2014. The proposed route of the tram will connect downtown to LSU, stretching primarily along Nicholson Drive. The 3.1 mile streetcar route will also connect the Water Campus and the Old South Baton Rouge community.



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.





DDD BOUNDARY

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

EXPANSION

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



SCALE: 1"=20,000'



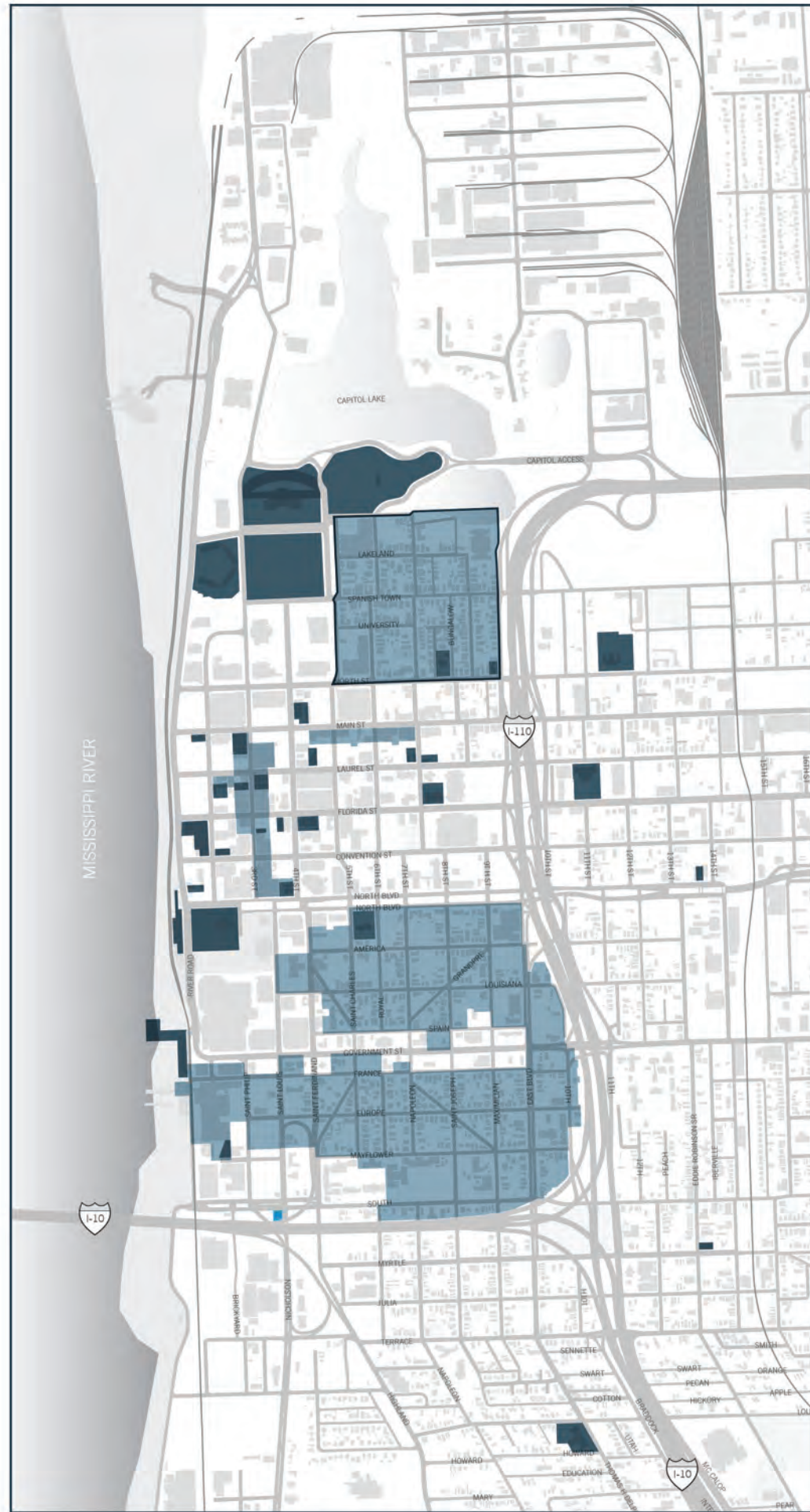
EMPLOYMENT

LEGEND

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



SCALE: 1"=20,000'



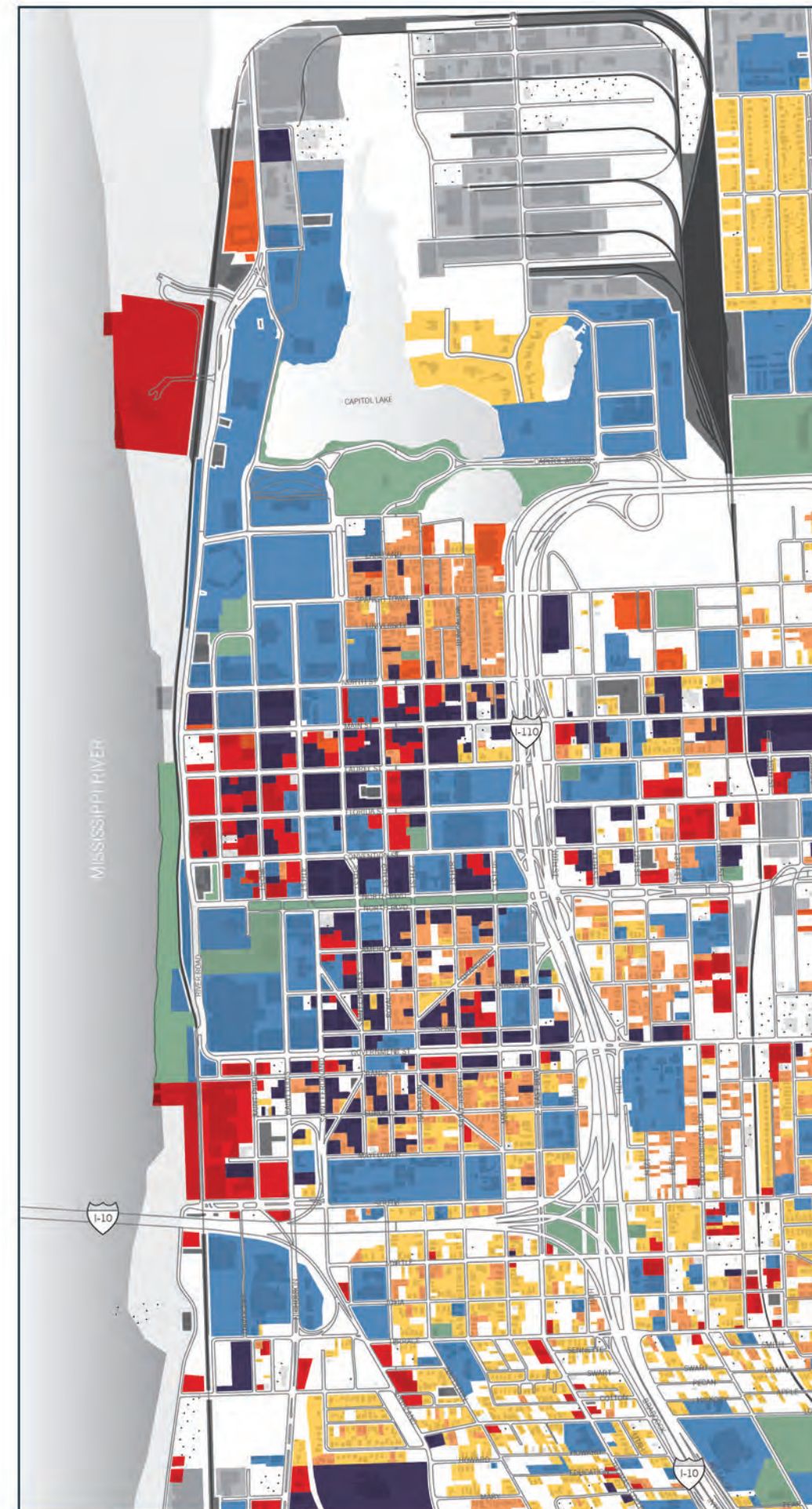
HISTORIC DEVELOPMENT

LEGEND

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



SCALE: 1"=20,000'



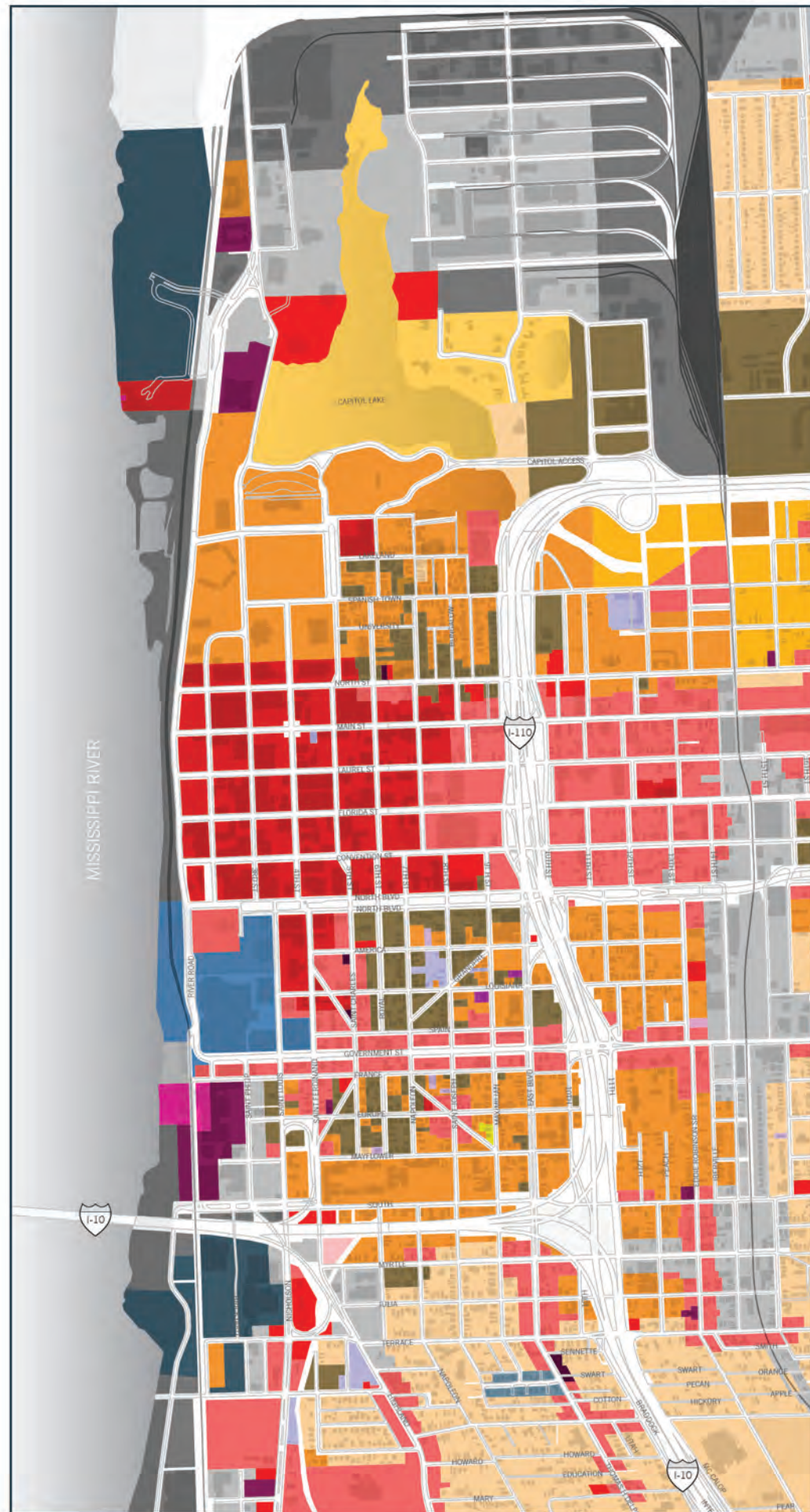
EXISTING LAND-USE

LEGEND

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



SCALE: 1"=20,000'



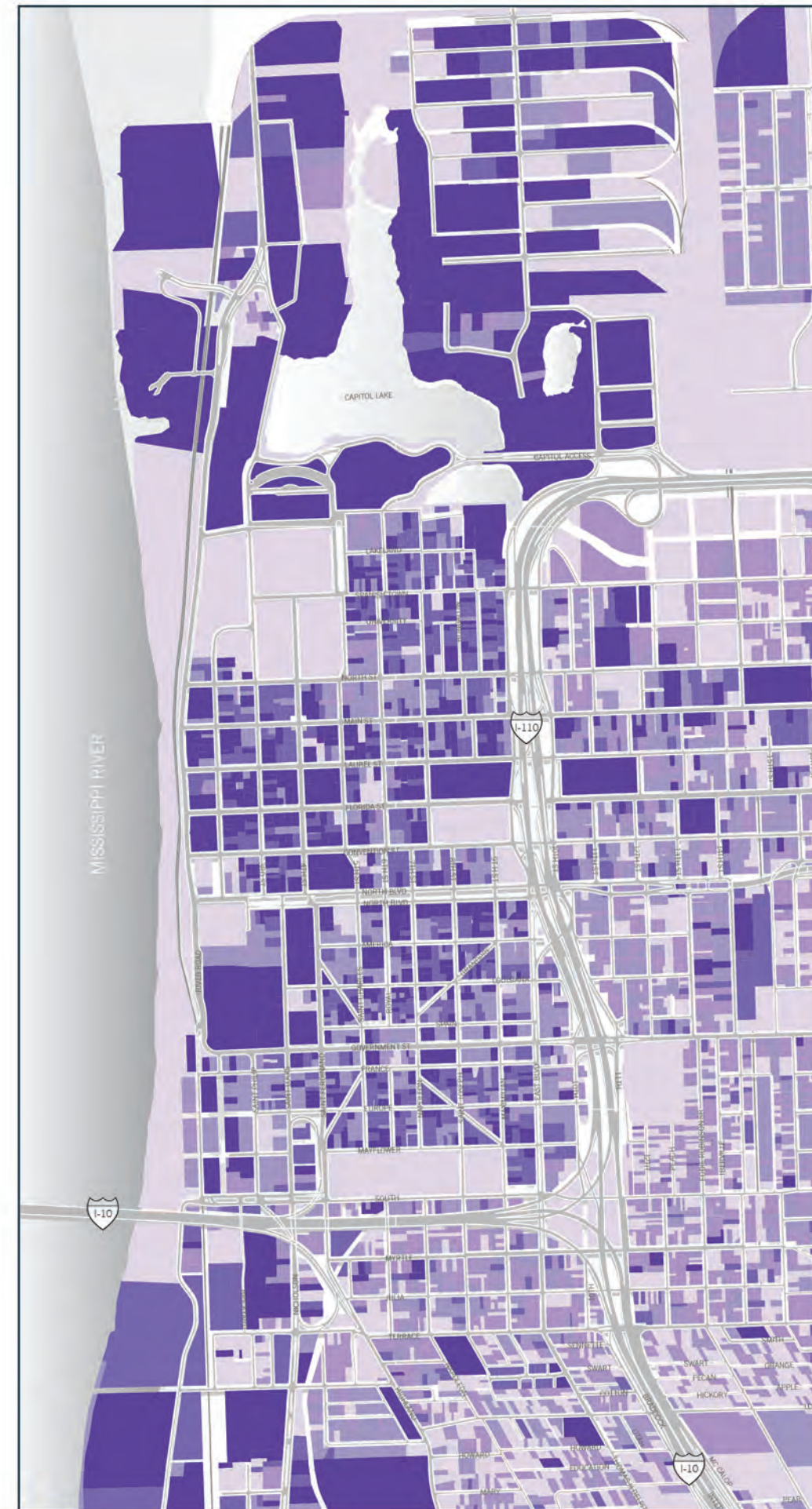
ZONING DISTRICTS

LEGEND

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



SCALE: 1"=20,000'



PARCEL VALUE ASSESSMENTS

LEGEND

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



SCALE: 1"=20,000'



SPECIAL THANKS

We remain dedicated to the development and promotion of Downtown Baton Rouge as we move forward in 2017. We thank all of the countless individuals who support our mission and cause, enabling Downtown Baton Rouge to grow and develop into a place to live, work, and play. They include private developers, public agencies, and non-profit organizations. We are extremely grateful to the partnerships created to make such extraordinary projects happen. Special thanks to the Honorable Mayor-President Sharon Weston Broome and the Metropolitan Council for their continued support of downtown, and to our state leaders for championing our city’s efforts at the state level.

HONORABLE MAYOR-PRESIDENT SHARON WESTON BROOME

EAST BATON ROUGE CITY-PARISH METROPOLITAN COUNCIL

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

DDD COMMISSION

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

STATE OF LOUISIANA

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

DDD STAFF

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



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DOWNTOWN
DEVELOPMENT
DISTRICT



LOUISIANA NATIONAL BANK



WATERMARK