

NO

O

NO

OO

DOWNTOWN DEVELOPMENT YEARBOOK

DOWNTOWN DEVELOPMENT DISTRICT
Development Year Book
 2018

247 Florida Street
 Baton Rouge, LA 70801
 225.389.5520
www.downtownbatonrouge.org

Table of Contents
 04 INTRODUCTION
 05 - 07 NEW BUSINESSES
 08 - 35 NEW DEVELOPMENTS
 36 - 56 DDD PROJECTS
 57 - 58 RECOGNITIONS
 59 - 60 SPECIAL THANKS



Introduction

For 30 years, the Downtown Development District (DDD) has been passionate in its work to initiate, incubate, and support partnerships that develop and enhance Downtown Baton Rouge. The DDD and Downtown Baton Rouge's accomplishments have been recognized by other downtowns pursuing similar success; representatives and leaders from both Jackson, Mississippi and Lafayette, Louisiana have visited to learn from and study Downtown Baton Rouge.

The DDD continues to celebrate and build upon the accomplishments of Plan Baton Rouge, Plan Baton Rouge II, the Riverfront Master Plan, and Future BR. A major recommendation of Plan Baton Rouge II, as well as Future BR, is to increase downtown housing opportunities and provide a variety of housing types to attract more residents and strengthen continued investment. Downtown is quickly becoming one of the most desirable places to live in Baton Rouge; the residential developments currently underway will bring over 500 additional residential units downtown. Complementing these developments are the public greenspaces being implemented by the DDD as part of Plan Baton Rouge II's Central Green concept. The DDD also works directly with public, private, and non-profit sector partners in the support of successful developments that enhance downtown.

New Businesses



THE SALAD STATION

New Businesses

STARBUCKS, has opened its first location downtown within the Courtyard by Marriott development. Opening in the summer of 2018, the establishment is located on the prominent corner of Florida Street and Third Street.

THE BENGAL TAPROOM, is a sports bar and grill that is located in a 3,000-square-foot space at 421 Third Street. The Bengal Taproom offers a great place to view sports on TV and also offers a full food menu.

CECILIA CREOLE BISTRO, is a full service restaurant offering a traditional Creole menu. The restaurant was developed by the team that created Jolie Pearl, The River Room, and Kalurah Street Grill.

LOFT @ CECILIA, Above Cecilia Creole Bistro, a 6,000-square-foot private event space called The Loft at Cecilia is available for receptions, luncheons and corporate parties.

CENTER FOR COASTAL & DELTAIC SOLUTIONS, The 34,000 square-foot building designed by architects, Coleman Partners and Perkins+Will, consists of office spaces on the second floor while also housing a 6,000 square-foot conference center on the third floor. The Estuary Conference and Event Venue plays host to academic conventions, research conferences, as well as serve as an event venue for corporate events and private receptions. The first floor is a shared co-working space known as Waterworking.

BOUDREAUX & THIBODEAUX'S, recently purchased by a new owner and upgraded, Boudreaux & Thibodeaux's is now a full service restaurant offering a traditional Creole menu.

DRIFTWOOD CASK & BARREL, features an easy-going atmosphere with thoughtfully-paired food and drinks. Guests are invited to sit down and relax, have a drink, a few bites, and stay a while.

ENJOY BATON ROUGE, is offering walking tours of Downtown Baton Rouge lasting approximately 90 minutes. Featuring many of downtown's attractions, including the Old State Capitol and New State Capitol.

CHOW MAIN, has recently opened in the Galvez Garage on the corner of Fifth and Main Street. The new restaurant serves hot and cold Asian fusion options influenced by authentic Asian dishes.

VINFORMATIX is a new software company located at 801 North Blvd. The company's specialty is turning complicated technical problems into user-friendly solutions.

NOURA HOLISTIC THERAPIES, “Noura” Kaye Skakri, the owner of the wellness business, has moved to the One Heart Yoga Center on St. Joseph and Spain streets. Noura offers skin care, massage therapy and yoga classes, among other things.

RUSTIC HOUSE FURNITURE located the historic Northside Motor Exchange building, Rustic House Furniture is a company originating in Madisonville and has plans to expand the furniture business throughout south Louisiana.

19TH STREET HOSTEL will be located in the soon to be renovated Baptist Church at North 19th Street and Spanish Town Road. The owner is currently seeking private partners and grants to help fund construction costs.

THREE SIXTY EIGHT MEDIA located in Downtown East at 212 S. 14th Street, Three Sixty Eight Media specializes in web design, brand and strategy, and video production.

CHEF CELESTE EVENT SPACE & CULINARY INSTITUTE Chef Celeste opened an event space for small gatherings this fall at 520 Spain Street. In addition, she is planning a culinary school aimed at people who are looking to make a change in their lives located on Government Street.

RECALIBRATED STRENGTH & CONDITIONING located on the corner of Sixth Street and Main Street, Recalibrated Strength and Conditioning offers an experience that is not only effective via excellent coaching, but welcoming and motivating to those who are truly interested in becoming a better version of themselves.

4 FORTY FITNESS located in the 440 on Third development, 4 Forty Fitness has a team of specialists in the field of training, therapy, and nutrition. Their goal is to empower and educate individuals to live a more active, balanced, and revitalized lifestyle.

FRANZ BORGHARDT LAW FIRM specializing in traffic tickets, criminal defense, and civil rights violations, the Franz Borghardt Law Firm is headquartered in Beauregard Town at 301 St. Ferdinand.

THE SALAD STATION, located in the Commerce Building on Third Street, the Salad Station offers excellent customer service, family + farming atmosphere, fresh local ingredients, and pay by the pound concept.

KIDZ KAROUSEL is now located in the old First Steps Daycare on Main Street. Kidz Karousel fosters an age appropriate atmosphere and curriculum that will help your child grow emotionally, mentally, socially, and spiritually.

RED STICK SOCIAL will be located in the Electric Depot development on Government Street. It will include state of the art bowling, live music, indoor and outdoor seating, food prepared in a full-service kitchen as well as meeting and group rooms.

THE REGISTER BAR is the former Roux House bar located on Third Street. The nightclub features live music and offers a wide selection of whiskey and bourbon. The Register will also host regular events designed to introduce patrons to new whiskeys and wines.

COMPOSE is a communication design firm providing video production for online or broadcast, graphic design and web design. The firm is located in the 440 on Third development and blends design and technology with attention to detail and execution to create creative solutions.

New Developments



The Water Campus

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

The Water Campus is the economic and cultural southern anchor of downtown, strengthening the connection to LSU. The 30 acre campus is located on the Mississippi Riverfront surrounding the old Municipal Dock near the Interstate-10 bridge and houses The Water Institute of the Gulf, an independent applied research organization focused on developing scientific coastal restoration solutions. Campus facilities, totaling more than \$50 million in private and public investments, contain the Coastal Protection and Restoration Authority's offices, LSU Center for River Studies, and the Center for Coastal & Deltaic Solutions. The Center for Coastal & Deltaic Solutions is an iconic glass building extending into the Mississippi River and celebrated a ribbon cutting in December 2017. It functions as the headquarters equipped with research facilities, displays, event space, and a collaborative work space known as 'Waterworking.' A multi-tenant office building is also currently under construction and a residential development is expected to begin soon.



IBM & 525 Lafayette

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

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

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



Chase South Tower

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

Chase South Tower is a 333,000 square-foot office building that Wampold plans to convert to a mixed-use development with retail, residential, and office space. The development is expected to bring an additional 140-150 residential units to downtown's Central Business District. Current plans include a variety of apartment sizes ranging from one-bedroom to large three bedroom units with rental rates expect to be \$1.60 to \$2 per square foot. Amenities will include a rooftop pool and a health club/fitness center. Renovation to the upper 10 stories to luxury apartments is expected to begin in the first half of 2019.



111 North Boulevard

Local developer and architect, Trey Trahan has proposed a unique development located at the corner of North Boulevard and River Road. Trahan Architects is a global architecture firm rooted in New Orleans and founded on the belief that the mindful design of everyday spaces can elevate human experience and promote peaceful co-existence. His proposed development at 111 North Boulevard is an innovative approach to the use of the small site.

Trahan Architects has released several conceptual renderings that showcase an iconic 'pencil' building design that was inspired by the constrained dimensions of the 2,185 square foot site. The 26-story building would feature one unit per floor luxury condominiums. In addition, the condominiums would include floor-to-ceiling windows on three sides. The projected cost of each unit would be more than \$2 million. Trahan has been discussing his vision with local realtors to market the project and build interest. Plans also include covered parking and an art gallery space as part of the development.



Belvedere Townhomes

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



Onyx Residences

Commercial Properties Realty Trust invested approximately \$7 million in the construction of a mixed-use development on the corner of Third Street and Convention Street that introduced an additional 28 residential units downtown. The Onyx Residences, conveniently located just a block away from North Boulevard Town Square, includes both one and two bedroom options that range in size from 600-1,100 square feet. Rents range from \$1,600 to \$2,500 a month and amenities such as SMART Home technology, fiber-based Internet provided by CenturyLink, and DirectTV service and balconies overlooking the street are included. The property also includes 5,600 square feet of retail space on the ground level which house Iberia Bank and Regal Nails.

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



The Elias

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



Maritime One

The Maritime One Building, located at 101 France Street, was purchased by Darryl Smith, a Hammond, Louisiana 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. Construction is complete and all units are occupied.



Commerce Building

5th Floor Company, a New Orleans-based firm, acquired the international style Commerce Building in 2013 and hired the nationally recognized New Orleans architecture firm, Eskew+Dumez+Ripple Architects, to engage the downtown community in the programming of the vacant building previously housing several state offices.

The developers received state and federal historic rehabilitation tax credits as well as a U.S. Department of Housing & Urban Development loan to finance the \$30 million historical restoration multi-use project. Construction began in November 2014 on the eight-story, 180,000 square-foot building located on the corner of Laurel and Third Streets. This multi-use building includes 93 residential units, a rooftop pool, fitness center, on-site covered parking, Magpie Cafe, and Salad Station. The residential units comprised in the building are one, two, and three bedroom ranging from 603 to 1,500 square feet.

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



Saltz Building

Developers Helena and Kevin Cunningham announced that they will be renovating 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 considered to help finance the project.



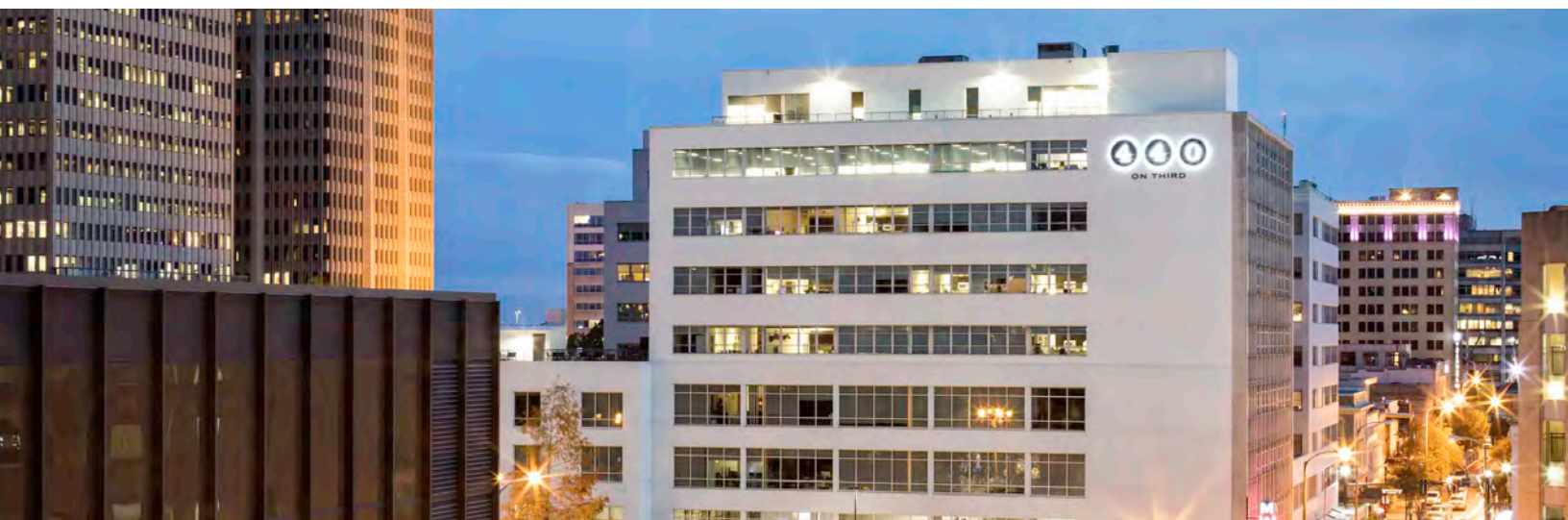
House on the Hill

With the goal of mixing classic history and present-day residential design, 15 houses will be either built or renovated within a 1.5 acre site of Beauregard Town known as House on the Hill. Susan Turner and Scott Purdin have acquired the property to complete this development bordered by America Street, Napoleon Street, St. Joseph Street, and Louisiana Avenue. The development will offer a mix of two bedrooms, three bedrooms, and studios. Plans also include a community greenhouse and kitchen with gardening space available to each resident. Utility lines have been installed and parking has been built. The community kitchen and rental units are expected to begin construction in 2019. The new, larger units designated for homeownership will be built as negotiated with the buyers.



Elysian II

Gulf Coast Housing Partnership, the lead developer on the Elysian, a mixed-income apartment complex at the intersection of North 13th Street and Spanish Town Road, announced in late 2015 their plans to develop the Elysian II. The Elysian II will bring 100 additional units downtown, 51 affordable units and 49 market rate. The total cost of the project is \$17.2 million and received financing assistance from the East Baton Rouge Redevelopment Authority. Construction began in 2018 and is expected to be completed in the spring of 2019. Improvements to the adjacent Spanish Town Park were also completed by BREC in the spring of 2016.



440 On Third

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



210 Laurel Street

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



The Heron

John O. Hearin, a local developer owning several downtown properties and parking lots, introduced the 142-unit apartment complex vision to the downtown community early in 2016. The project, located on Sixth Street between Florida and Convention Street, is a six-story building with one and two bedroom units. The first two floors of the development is comprised of garage space totaling between 250-260 spaces for residents and guests. The remaining upper floors is comprised of residential units. Amenities also include a clubhouse, swimming pool, landscaped courtyards, and access to the adjacent BREC Convention Street Park. Construction of the multi-use development began in the fall of 2016 and is currently welcoming new tenants.



Deville Apartments

The Deville Apartments represent the ideals of Mid-Century Modern architecture. The apartments received a \$2.5 million renovation. Collis Temple, Jr., owner and contractor, engaged Dyke Nelson as the architect leading the design of the apartment complex with a total of 30 apartments. The original building was built in 1956 by A.C. Lewis and highlights several notable architectural features of the era including a 17,000 square foot glass front paneled main building.



Courtyard by 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.

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



Watermark Baton Rouge

One of Baton Rouge's first skyscraper, built in 1926, was originally the home of Louisiana National Bank. It was purchased by developer Mike Wampold in the spring of 2014 and converted into an upscale hotel with two restaurants. The 12 story art deco building, located on the corner of Convention and Third Street, began interior renovation work in the spring of 2015 to convert the office building into a 148 room Marriott Autograph. The Watermark Baton Rouge also features two premier restaurants on the bottom floor. The Gregory, featuring vintage murals painted by Angela Gregory, offers refreshing culinary takes on Louisiana classics and Milford's on Third is a New York style deli focusing on local and family tradition.



Lincoln Hotel

The historic Hotel Lincoln, known as a marquis hotel that hosted African-American guests in Baton Rouge during the period of segregation in the south, was purchased in 2017 by developer Solomon Carter. It has hosted famous African-American musicians including Nat King Cole, James Brown, and Aretha Franklin. The 12,000 square-foot building has been abandoned since the 1980s, but the developer plans to convert the building into apartments with a ground floor restaurant. The building has been placed on the National Historic Register in August of 2018, qualifying it for state and federal historic building tax credits to help finance the redevelopment. Construction is expected to begin in 2019.



Louisiana Realtors

The Louisiana Realtors is a member-based trade association established to assist its members in the business of real estate in Louisiana. In May 2013, their headquarters on Bennington Avenue was destroyed by fire. Since that time the association began looking for new place near the downtown area. 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. Coleman Partners Architects, LLC created the plans for this renovation project.



Valencia Park

Volunteers of American has announced a 122-unit apartment complex intended to house veterans in need of affordable housing. The 2.56 acre project site is bordered by Spanish Town Road, 14th Street, Gayosa Street, and 15th Street. The project is projected to cost \$21 million and has received a \$5.7 million Community Development Block Grant from the Louisiana Housing Corporation. Plans for the development include a community space, and outdoor pavilion, and improved walkways. Chenevert Architects, along with Humphreys & Partners Architects is designing the project and Milton J. Womack Inc. General Contractors is expected to begin its construction in 2019.



500 Laurel Street

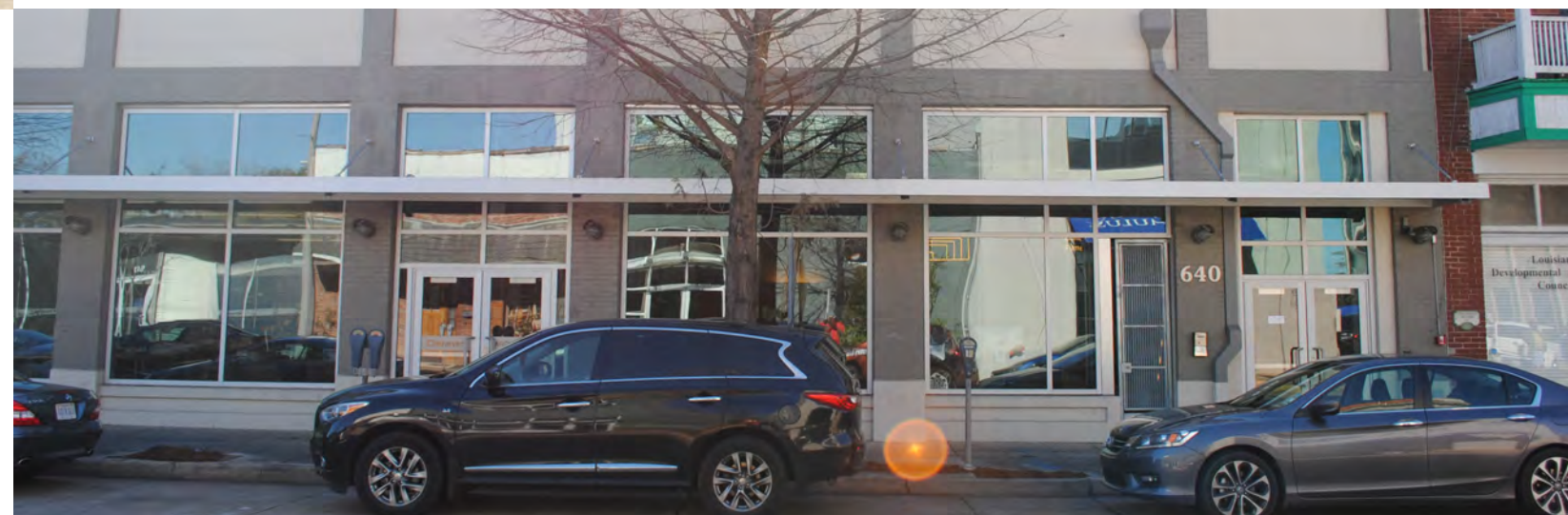
Developers Dyke Nelson and David Weinstein announced in December 2014, the renovation of 500 Laurel Street into Class A office space. Responding to the high demand for this type of office space, the team focused their attention on this historical 30,000 square-foot office building located within close proximity to the state office buildings and other nearby office complexes. Also within close proximity to this building and the northwest quadrant of the Downtown Development District, other renovation projects have recently been completed or are in the renovation process.

The building was originally built in the late 1950s as the Union Federal Savings & Loan Building by renowned Louisiana architect A. Hays Town. State and federal historic tax credits provided financial assistance to complete the interior and exterior renovation of this historic building. The \$4.5 million renovations are complete and Business First Bank located its headquarters in the building upon its opening.



BRAC

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



Butler Building

The Butler Building, located at 640 Main Street, was renovated into three office spaces totaling approximately 7,400 square feet. Developer Gordon LeBlanc Jr. purchased the old Butler Furniture Building in 2014 for \$530,000. Chenvert Architects, lead architect for the renovations of the Butler Building, relocated from their current space on 315 Third Street into a 5,000 square feet space within the space.



River Center Theatre

Post Architects, a local architectural firm, and the New Orleans based firm HMS Architects were chosen in early 2016 to redesign the existing Raising Cane's River Center Theatre with a renovation budget of \$18 million. The original theatre was built in 1977 and has had little improvements to the facility since that time, making it part of the strategic plan developed for the larger River Center facility years ago. Design funding for the project originates from state sales tax rebate funds with plans to begin construction in spring 2019. Improvements to infrastructure related items and to reconfiguration of the interior seating, lobby, and theatre areas are part of the project scope. Improvements to the Mestrovich Sculpture Court and surrounding site are currently being designed.

Downtown Library @ Town Square

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

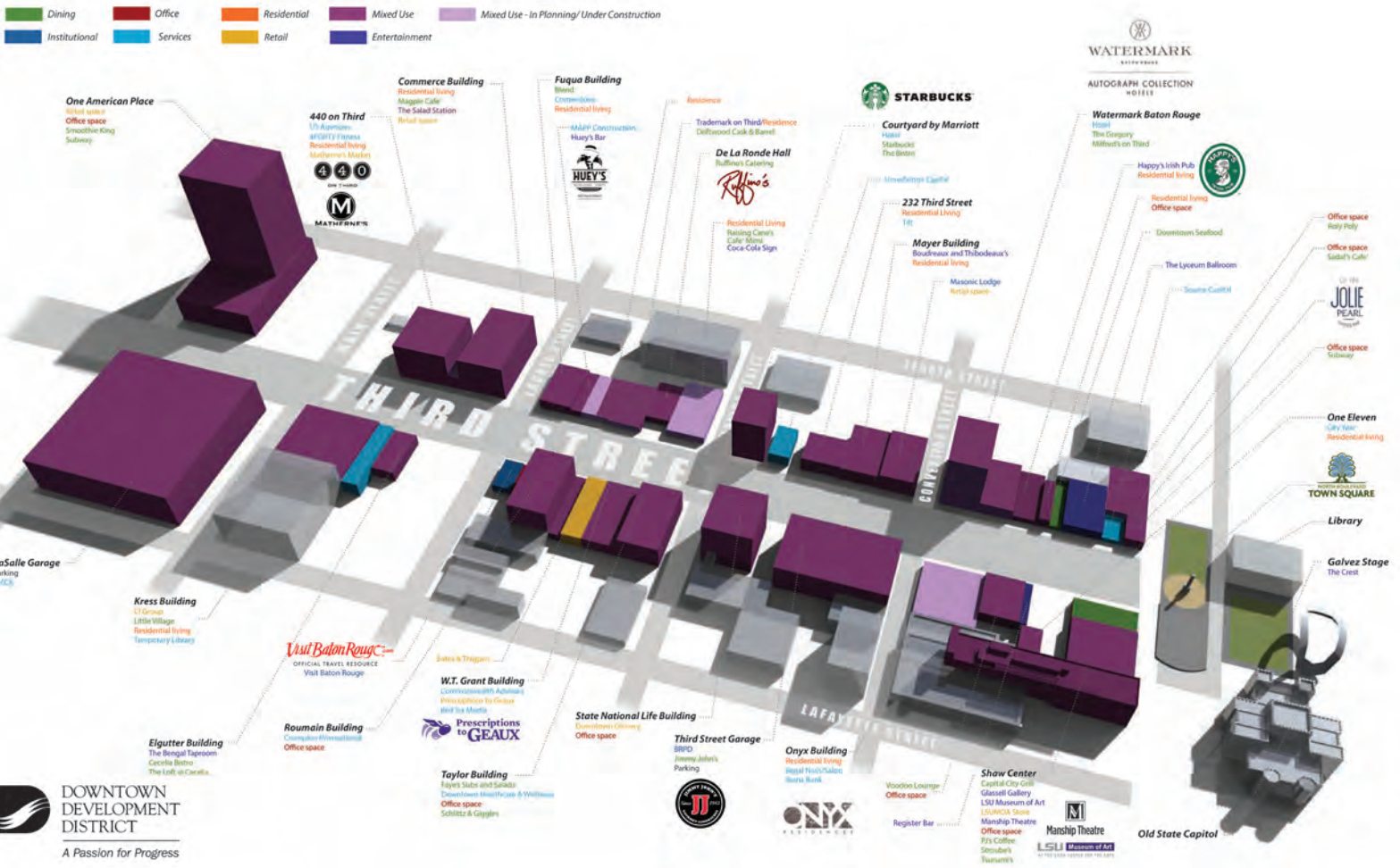
The new downtown library will be the centerpiece of North Boulevard Town Square & the Central Green - a place where our City's civic and cultural attractions come together. It's four floors will encompass approximately 50,000 square feet of dynamic spaces for student, families, and professionals, as well as more technological and conveniences to cater to the surrounding community. The project will also feature several meeting rooms and a spectacular roof top terrace and green screen with views of the surrounding city skyline. Buquet & LeBlanc were awarded the construction contract that began in late 2016 for a total of \$14.6 million. The library is currently under construction.



River Center Branding

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

Diversity of Development on Third Street



Rotary Sculpture

The Florida Riverfront Access Point is one of several redesign projects aimed at connecting downtown to the Mississippi River and accommodating the increasing amount of bicycle and pedestrian activity. The Baton Rouge Rotary chose this site for the location of its Centennial Project, utilizing \$350,000 of privately raised funding to construct a pinnacle sculpture piece marking the Rotary's centennial anniversary in 2018. World renowned artist Po Shu Wang was selected to design a sculpture that will be visible from the Mississippi River Bridge with the largest sphere standing 14 feet tall. A sensor, located in the Mississippi River, measures the speed of the current and the height of the river and converts the data frequencies to a singing sound within the sculpture that visitors are able to speak back to by speaking or pressing buttons.



Photo credit: The Advocate

Third Street Diversity

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

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

Riverboat Visits Soar

The 2019 riverboat schedule was recently released by Visit Baton Rouge, and there are over 100 stops planned at the downtown riverfront dock. A substantial increase in boat stops over the past few years now averages 2 boats per week to our great city. Each boat carries approximately 300 tourists. The tourists are offered bus and walking tours of Baton Rouge when they arrive in the city. Viking cruise line is expected to enter the market in 2020.



Forte & Tablada

Forte & Tablada announced in the spring of 2016 their plans to relocate to the bustling downtown area. Founded in 1961, Forte & Tablada, Inc. is a consulting engineering and land surveying firm specializing in civil, structural, environmental, and electrical engineering and land surveying. The engineering and surveying firm purchased the vacant lot at 1029 North Blvd with plans to develop a facility housing their employees on the site. The site is adjacent to Interstate I-110 with convenient access to all of downtown's amenities. Construction is expected to begin in 2019.

Electric Depot

Construction work is underway on the \$20 million redevelopment of the site previously occupied by Entergy on Government Street. The East Baton Rouge Redevelopment Authority (RDA) has spent the past few years securing ownership of the property and remediating the existing buildings through brownfield remediation grant funding. The RDA contracted with Weinstein Nelson Development to lead the revitalization efforts of this project.

Known as the "Electric Depot" several tenants have committed to join the unique mixed-use site. Positioned just east of Downtown East, a recently incorporated area of the Downtown Development District, the site is also strategically located east of the Kansas City Railway at 14th Street and is expected to become a catalyst for development in the heavily traveled area between mid city and downtown. Red Stick Social, a bowling alley and entertainment center, will be part of the first phase of construction. Subsequent construction phases are planned to include apartments and other amenities. The project is expected to be complete the first phase of the redevelopment project by the spring of 2019.



Arkel Development

Arkel Constructors announced in early 2016 their intention to renovate the entire 1000 block of Florida Street. The renovations were completed in the late summer of 2016 and primarily included cosmetic upgrades. Arkel's headquarters are located within the 16,000 square foot former Schaffer & Associates building. The Division of Administrative Law, an independent agency in the Department of Civil Service, along with four courtrooms are also located in the building.



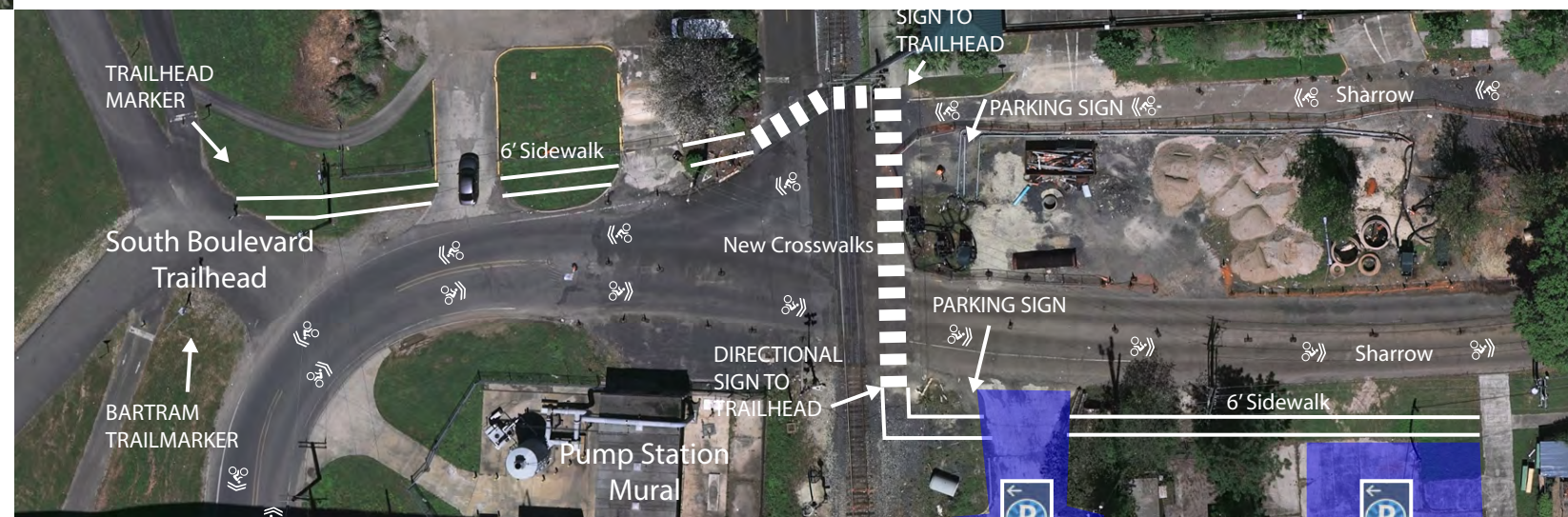
Spencer Calahan Offices

Baton Rouge attorney, Spencer Calahan, and his team broke ground on a five-story downtown office complex in December 2017. The office complex is projected to cost \$11 million and will be located at the intersection of St. Louis Street and South Boulevard. The building will feature a helipad, covered terrace, two levels of parking and three floors of office space. Construction is expected to be complete in the summer of 2019. The building will be prominently located downtown, along Interstate 10 at the base of the Mississippi River Bridge.

North Boulevard Lighting

The East Baton Rouge City-Parish has updated the lighting along North Boulevard from 10th Street to 19th Street to increase visibility and security. The previous lighting fixtures were replaced with LED fixtures, lowering the energy costs associated with the existing, aged fixtures. In addition, lighting upgrades will be installed under the North Boulevard underpass structure. The installation began in the fourth quarter of 2017 and was completed in the spring of 2018.

Several community organizations and City-Parish departments are also in the process of developing strategies that would assist the homeless population that congregates beneath the North Boulevard underpass structure. The Capital Area Alliance for the Homeless has created this consortium of entities, united in the desire to direct the homeless population to appropriate housing, job, and medical resources that are needed to assist them in creating a secure and stable future within the Baton Rouge community. This consortium began meeting in 2017 and is actively working to assist the homeless in the area.



South Boulevard Improvements

The Downtown Development District and the East Baton Rouge City Parish Transportation & Drainage Department have developed a plan to increase bicycle and pedestrian user safety at the intersection of South Boulevard and River Road. A current lack of sidewalks and crosswalks at this intersection creates unsafe conditions for users accessing the Mississippi River Levee Trail from South Boulevard, and for users of the levee trail wishing to exit on the South Boulevard Trailhead and explore the southern end of downtown. Six-foot wide sidewalks, large crosswalk markings, and bicycle sharrow signs are expected to be installed in 2019.



Associated General Contractors

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



Passenger Rail

A passenger rail from Baton Rouge to New Orleans is currently being explored as an option for future mass transit that is intended to decrease congestion between the two cities. Two stations are currently being considered in the Baton Rouge area including Downtown East and the Health District. HNTB is currently studying the locations and determining overall cost, projected to be between \$260 million and \$400 million. Commercial buildings used for residential, retail, and/or office use, as well as loops for CATS services and bike-sharing and pedestrian routes are also being discussed as long-term outcomes of the project. Other stops are also being planned in Gonzales, LaPlace, and New Orleans.



Licensing Board

The Louisiana State Licensing Board for Contractors (LSLBC) is constructing its new headquarters at the corner of 6th and North Street. Designed by Remson Haley Herpin Architects, the approximately \$6 million, 28,000 square-foot building will extend the downtown pedestrian experience by returning a previous surface parking into commerce. Ratcliff Construction is the contractor selected to complete the project and is expected to finish construction in the summer of 2019. The mission and purpose of the LSLBC is to protect the general public from incompetent and fraudulent acts of a contractor while promoting the integrity of the construction agency.



Historic Survey: Eddie Robinson

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



BREC Sports Academy

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



North 14th Street Park

BREC's North 14th Street Park is currently undergoing renovations that will include new/repared windows and doors, painting, fencing, and a reconfigured basketball court. A exterior mural is also being explored as part of the project. The \$130,000 project is currently obtaining construction permits from the City-Parish and is expected to complete construction in the spring of 2019. The park is located in Downtown East near the railroad track and features a recreation center with a boxing ring and workout equipment.

DDD Projects



Marketing & Attraction

In order to most effectively market the complete downtown Baton Rouge experience to visitors, residents, and workers; the Downtown Development District has designed and released updated welcome guides. The contents of the welcome guide include: Attractions & Festivals, Restaurants, Merchants, Parking, New Business, and New Residents.

In addition to the welcome guides, the Downtown Development District created a Development Toolkit to provide developers and investors key market data and statistics about the downtown area and activities. The toolkit outlines numerous permitting processes, provides important contact information, and gives a snapshot into current downtown demographics. All available local and State economic incentives are also outlined within the document that is available on our website and in our complete marketing packets. In addition, the DDD website is being redeveloped by TILT. The new website focuses on a new, innovative design, as well as making information more easily accessible to each type of user.

Repentance Park

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

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



Photo credit: Tim Hursley

North Boulevard Town Square

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

North Boulevard Town Square Phase I and the redesign of Galvez Plaza, design by was completed in the spring of 2012. The \$7.3 million development was designed by the joint venture design team Brown+Danos Land Design and Joseph Furr Design Studio and constructed by Arrighi Construction, LLC. Phase II will include corridor improvements along St. Phillip Street and North Boulevard, with ongoing beacon programming, event logistics, and landscape maintenance managed by the DDD. Signage for Town Square has been also been approved for \$30,000 to promote wayfinding within the space and improve event logistics. Construction of NBTs Phase II began in the fall of 2018 and additional signage was installed in the summer of 2018.

The Crest

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

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



City Hall Plaza

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

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



The Central Green

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

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



Louisiana Avenue Connection

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

Downtown Greenway

The Downtown Greenway is a pedestrian and bicycling corridor that links inner city residential neighborhoods to downtown parks, businesses, and cultural attractions utilizing the existing BREC parks, interstate infrastructure, and public right-of-ways. The creation of the Greenway is also intended to spur new investments and redevelopment in the city's core. The Downtown Greenway received design and planning assistance from the EPA's Greening America's Capitals program and the Capital Area Finance Authority. Design Workshop was selected to complete the final design utilizing the approximately \$3 million in grant funding acquired.

Construction was completed on the first components of the Downtown Greenway in 2015 at BREC's **Expressway Park** and the Myrtle Street Connector to the Lincoln Theatre. The **North Boulevard** section of the greenway is complete and it features a separated 10' urban bicycle path and 5' pedestrian garden path, median crossings, specialty pavement, curb ramps, seating areas, lighting, sculpture, water fountains, bicycle racks, and lush landscaping. Construction is expected to begin on the **East Boulevard** section in the second quarter of 2018, following final LA Department of Transportation & Development approval.



East Boulevard / T.J. Lemmon Boulevard

The next phase of the 2.75 mile Downtown Greenway will soon be under construction along East Boulevard/TJ Lemmon Boulevard. This phase of the Downtown Greenway will connect the recently constructed phase one portions along North Boulevard and Expressway Park. The project features a 10' foot wide bicycle and pedestrian path as well as new lighting, shade trees, landscaping, trash receptacles, benches, and entry signage. The bidding process for this project is currently underway and construction is expected to begin in the spring of 2019.



Photo credit: Mark Bienvenu



Riverfront Access @ Florida St.

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

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

Riverfront Wayfinding

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

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



Desoto Park Nature Trail

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

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



Yahoo Plaza

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

Surrounded by a grove of trees in a park like setting, the plaza provides a space for visitors to relax and enjoy the surrounding downtown views. The project is located at the intersection of North Boulevard and River Road and will include low maintenance plant materials, seating areas, and hardscape paths. The plaza provides a flexible space for the frequent and large groups of school children to safely congregate before, after, or for lunch during their field trips to the museum. Bistro tables and chairs were placed in the flexible space for users to enjoy in 2017.



Lafayette & Florida St. Improvements

Lafayette Street was conceived as the primary pedestrian spine linking the new Visitor Center and the Old State Capitol, and will become a vibrant urban street with a healthy mix of shops, restaurants, hotels, and apartments. In response to developments such as the IBM, 525 Lafayette, the Hampton Inn, and the Historic Tessier Building renovation, portions of Lafayette Street and Florida Street received funding in the amount of \$300,000 for streetscape improvements. Lafayette and Florida Street now offer a pleasant pedestrian experience for those traveling to nearby businesses and attractions such as the Hilton, Hotel Indigo, Shaw Center for Performing Arts and the new Courtyard Marriott.



Bike Share Plan

In 2015, Baton Rouge received a technical assistance grant from the EPA's Building Blocks for Sustainable Communities program to investigate the feasibility and logistics of a bike share program, a transportation program ideal for short distance trip providing users the ability to rent and return a bicycle to and from stations strategically placed throughout the city. Baton Rouge Bike Share is planned to roll out in the spring of 2019 and will serve the Downtown, North Baton Rouge, and LSU areas initially with expansion goals for Mid City and the Health District in future phases. The Baton Rouge Bike Share Business and Implementation Plan was released publicly in November and can be downloaded at www.braf.org/bikeshare. Follow Baton Rouge BikeShare on Facebook at @BatonRougeBikeShare for updates as this project progresses.

River Road Bike & Pedestrian Paths

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

Duplantis Design Group is currently contracted to plan and design the pedestrian path on the east side of River Road between Florida Street and the State Buildings to the North, integrated with the recently installed streetscape adjacent to the IBM complex. These improvements will include street trees, sidewalks, crosswalks, and needed pedestrian signals. Bike and pedestrian paths extending north of the Riverfront Access Point at Florida Street on the west side of River Road were constructed in 2018. This project also included road improvements to River Road as part of the State to City-Parish road transfer project. The east side of River Road is expected to begin construction in 2019.



Riverfront Dock Shade Sails

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



Riverfront Plaza

Originally built in 1984, Riverfront Plaza is a classic water garden style public space, a signature of the particular era in which it was designed. The plaza offers an ADA accessible entry to the riverfront near the dock, but is in need of renovation to rectify numerous maintenance items that have been neglected for a number of years. Recent improvements to the transit shelter and additional wayfinding have been implemented.

CARBO Landscape Architecture has created plans to enhance the areas within and adjacent to the plaza and dock area. These opportunities include ways to improve aesthetics while decreasing regular maintenance needs, and further defining individual spaces within the gardens that can be used for events and/or riverboat reception. Some of the enhancements include; upgraded event space, shade trellises for riverboat and daily visitors, 'no-mow' wildflower planting areas, River Road tree plantings, steel edging to define the railway space, additional security lighting, concrete repairs, sound system, and ADA improvements. Construction is expected to be completed in the spring of 2019.



Community Events

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

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

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



Design Resource Center

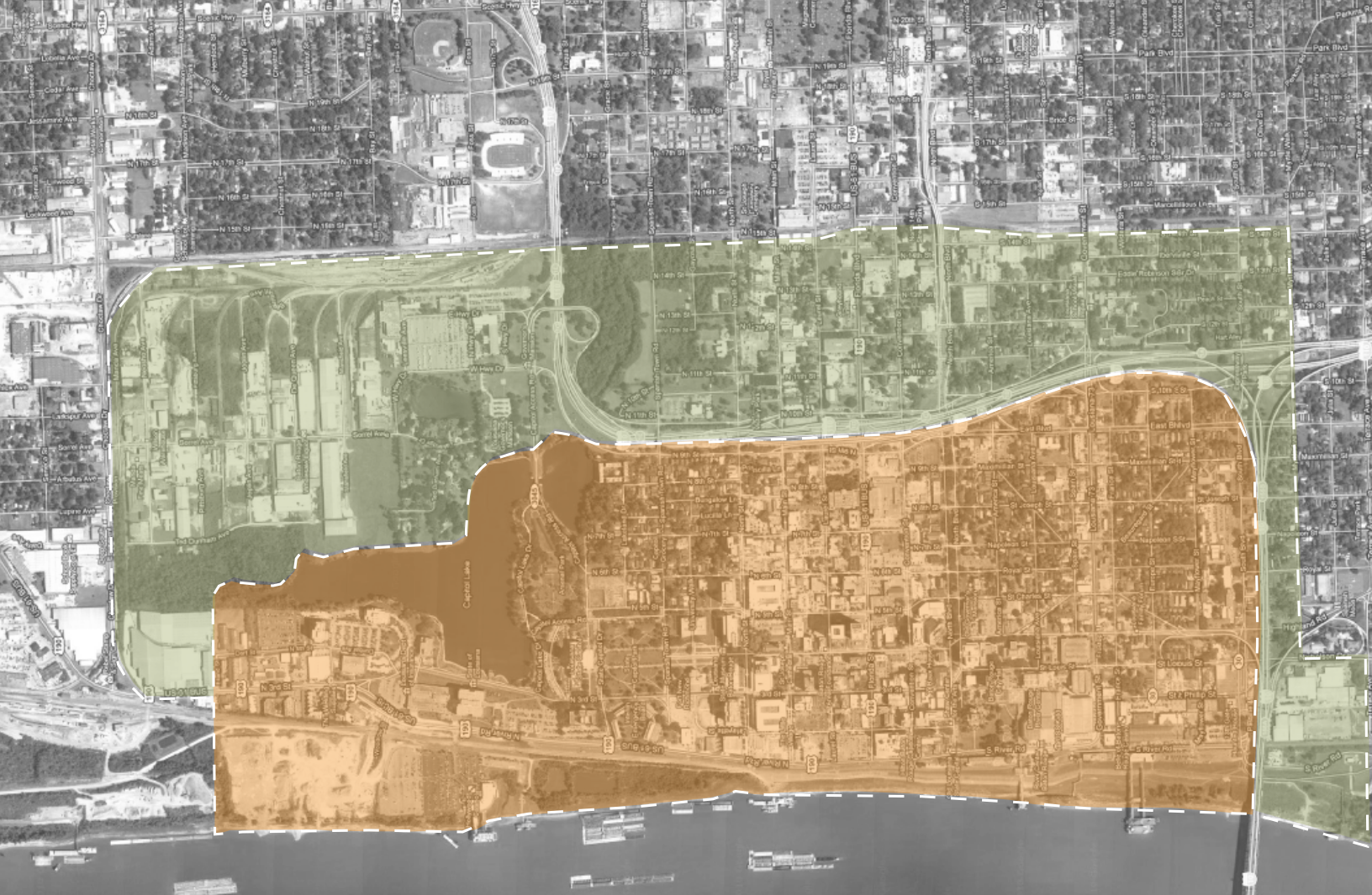
The Design Resource Center's mission is to unite the design community with the public by creating a common ground for students, professionals, residents, and business owners to engage one another in design discussions focused on the promotion of commerce and culture in Downtown Baton Rouge. The center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

Students from the LSU School of Landscape Architecture and Architecture, Southern University, Mentorship Academy, and Rhode Island School of Design have utilized the space to showcase and discuss project ideas for Downtown Baton Rouge. Professional organizations including the Louisiana Chapter of the American Planning Association, Louisiana Chapter of American Society of Landscape Architects, Louisiana Chapter of American Institute of Architects, Baton Rouge Chapter of the Urban Land Institute, and many others have also used the space for design discussion and education meetings. The center is also currently being used for the Downtown Maintenance Committee, an initiative focused on the enhancement of the built and natural environment by increasing the effectiveness and efficiency of maintenance resolutions through the development of ordinances, educational campaigns, enforcement procedures, and volunteer/funding activities compatible with the current dynamic and condition of the Downtown Development District.

Downtown Maintenance

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

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



Boundary Expansion

As an implementation item of our 2012 Strategic Plan and Plan Baton Rouge II, it was recommended that the downtown extend its geographical reach to the neighborhoods surrounding downtown. The expansion calls for an area plan that will focus on residential neighborhood revitalization and an employment center north of the State Capitol Building. Legislation was passed in 2012 that expanded the Downtown Development District boundary and was approved by voters in the Fall of 2015. The newly expanded area began contributing to the DDD tax base in 2017.

The western boundary of the expansion is at the Mississippi River immediately south of the Old Municipal Dock and including the Water Campus, with its eastern most boundary is the Kansas City Line Railroad. Its northern boundary is Choctaw Drive and extends west along the railroad towards the river. As creating an implementation strategy for this expansion is crucial to its successful redevelopment, the Downtown Development District is currently seeking funding sources for planning strategic areas of the district.



Parking Strategy

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

The study also suggested upgrading the city's outdated parking meters with modern machines that accepted credit card and phone payments. Implementation of the new meters is expected in 2019.

Recognitions



Organization & Project Recognition

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



Special Thanks

We remain dedicated to the development and promotion of downtown Baton Rouge as we move forward in 2019. We thank all of the countless individuals who support our mission and cause, enabling downtown Baton Rouge to grow and develop into a place to live, work, and play. They include private developers, public agencies, and non-profit organizations. We are extremely grateful to the partnerships created to make such extraordinary projects happen. Special thanks to the Honorable Mayor-President Sharon Weston Broome and the Metropolitan Council for the continued support of this vision.

Honorable Mayor-President Sharon Weston Broome

Chief Administrative Officer Darryl Gissel

East Baton Rouge City-Parish Metropolitan Council

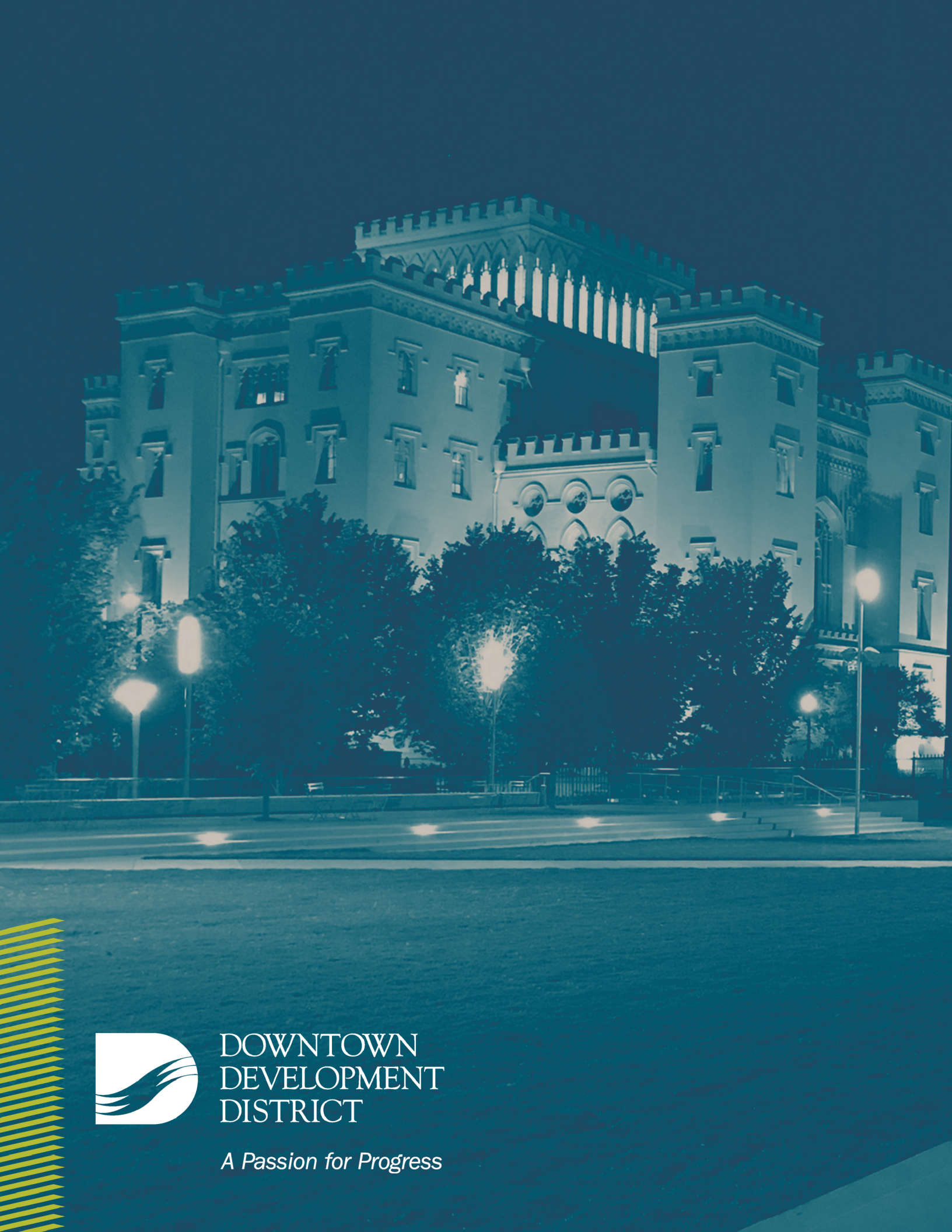
Trae Welch	District One
Chauna Banks-Daniel	District Two
Chandler Loupe	District Three
Scott Wilson, Pro Tempore	District Four
Erika L. Green	District Five
Donna Collins-Lewis	District Six
LaMont Cole	District Seven
Denise Amoroso	District Eight
Dwight Hudson	District Nine
Tara Wicker	District Ten
Matt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

DDD Commissioners

Ric Kearny	Chairman
Scott Hensgens	Vice Chairman
Gordon LeBlanc	Secretary
Melanie C. Montanaro	Treasurer
Eric Dexter	
Fran Gladden	
Cheryl McCormick	

DDD Staff

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



DOWNTOWN
DEVELOPMENT
DISTRICT

A Passion for Progress