



80s- EARLY 2000s

Stabilization of the 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.

1987

Creation of the DDD & Early Master Planning Efforts

The DDD receives its first funding to implement the Baton Rouge 2000 Update upon its completion. Since its inception, the DDD has helped bring billions of dollars in public and private investments to the city.



90s

Riverfront Development



The Riverfront Development Plan proposed aesthetic improvements and other public and private projects that utilized Downtown Baton Rouge's greatest natural asset. Using the terrain of the majestic river, theater-style seating for more than 65,000 people was created.

1998

Plan Baton Rouge



Esteemed planner Andres Duany comes to Baton Rouge and drafts Plan Baton Rouge, an ambitious master plan for downtown built around the concepts of New Urbanism with an emphasis on creating a walkable, live-work-play community.

2006

Hilton Baton Rouge Capitol Center

Hilton Baton Rouge Capitol Center opens on the site of the old Hotel Heidelberg, which had sat vacant and dilapidated for years, becoming the first non-casino hotel to open downtown in decades—leading to the development of several others in the years since.



2008

Creation of the Arts and Entertainment District

Plan Baton Rouge II

The Downtown Baton Rouge Arts & Entertainment District is formed to provide a means for growth and development through arts and entertainment related activities.

Plan Baton Rouge II is developed to build upon the concepts of Plan Baton Rouge, recommending specific residential, commercial, mixed-use, public space and infrastructure developments, as well as strategies for adding housing, improving regional mobility and creating more green space downtown.



2012

DDD Boundary Expansion

Development of North Boulevard Town Square and the Central Green

The borders of the DDD are expanded to include portions of 'Downtown East,' which extends beyond the traditional border of Interstate-10 east to the KC Railroad Line at 14th Street.

The DDD has worked to connect numerous civic and cultural institutions near the River Center and City Hall campuses through a unified system of greenspaces known collectively as the 'Central Green.' This area has been host to over 250 annual events since its components were implemented between 2012-2018.



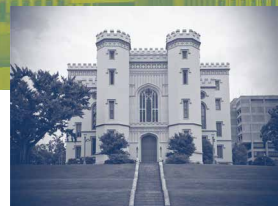
1980

1990

2000

2010

2020



80s & 90s

Restoration of Downtown's Cultural Assets

Recognizing the irreplaceable value of many of our city's oldest and most valued cultural treasures, the DDD joined a group of state and community leaders in soliciting funding for restoration.

1990

State Government Consolidation



Authorized by Act 761 in the 1990 Louisiana Legislative Session the DDD's Capitol Park master Plan called for the consolidation of state offices that had been spread out all over the city. Capitol Park is now a tourist-friendly campus of governmental buildings, cultural exhibits and educational activities.



1994

Riverboat Gambling Aboard the Belle of Baton Rouge Casino / Hollywood Casino (Casino Rouge)



The Shaw Center for the Arts opens, creating a 125,000 square-foot cultural and artistic hub in the heart of downtown. It will catalyze Baton Rouge's emerging Arts and Entertainment District.

2005

Shaw Center for the Arts

2013

Rise of Downtown Residential & Essential Services



The development of more than a dozen multifamily complexes, mostly in old redeveloped office buildings, takes place. The projects add more than 400 new residential units to downtown.

2018

Moving Forward

As downtown grows, the DDD is adapting to the needs of the current downtown community. With 40 projects currently under construction or in planning, the organization will continue to support the steady growth of downtown with initiatives that improve quality of place, create a safe and clean urban environment, and increase business opportunities.

CELEBRATING 30 YEARS OF

PASSION FOR PROGRESS

DOWNTOWN DEVELOPMENT DISTRICT

DOWNTOWN BATON ROUGE IN 2018 BY THE NUMBERS



9,412
Residential
Population



4,858
Occupied
Housing Units



1,175
Hotel
Rooms



65
Restaurants



20
Bars/Lounges



8
Art Galleries



7
Hotels



40
Projects Under
Construction/Planning

LEADERSHIP. VISION. INNOVATION.



DOWNTOWN
DEVELOPMENT
DISTRICT

downtownbatonrouge.org