



RIVER ROAD: A TRANSFORMATION AND CELEBRATION

OF THE

Mississippi River

Baton Rouge Downtown Development District
Category: Public Spaces

Overview

Key Master Plan Recommendations:

Riverfront Master Plan

Plan Baton Rouge II

New River District Master Plan

Theme: Reconnecting to the Mississippi River & Central Green

Implementation of a more pedestrian friendly River Road by reducing the number of travel lanes, and providing connections to other downtown attractions and investments

Total Cost (2013-2018 investments): \$7.7 million



Florida Street Riverfront Gateway



Multi-use pathway leading to Florida Street Riverfront Gateway

Challenges & Interventions

Improve Baton Rouge **obesity and heart rates**

Provide proper **ADA and bicycle** riverfront access

Improve pedestrian experience along River Road

Encourage **private investment** along riverfront

Transform an historic service road to a **complete street**
and **recreational corridor**

BEFORE



AFTER



Creating the Vision

Design Team: Susan Turner Associates, WHLC Architects, Reed Hilerbrand, Reich Associates, Joseph Furr, DDD, DPW

Interagency coordination (Army Corps, CNRailroad, LA DOTD)

Design charrettes & community **input**

Providing **amenities** for recreation & leisure

Strategic planting of **native riverine tree species**



Roadway reduced by 20' and replaced with Multi-use path and native trees



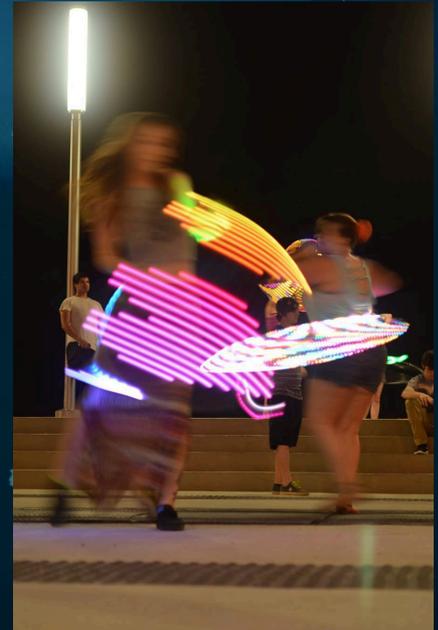
Success

Connecting the **Greenway & Levee Trail**

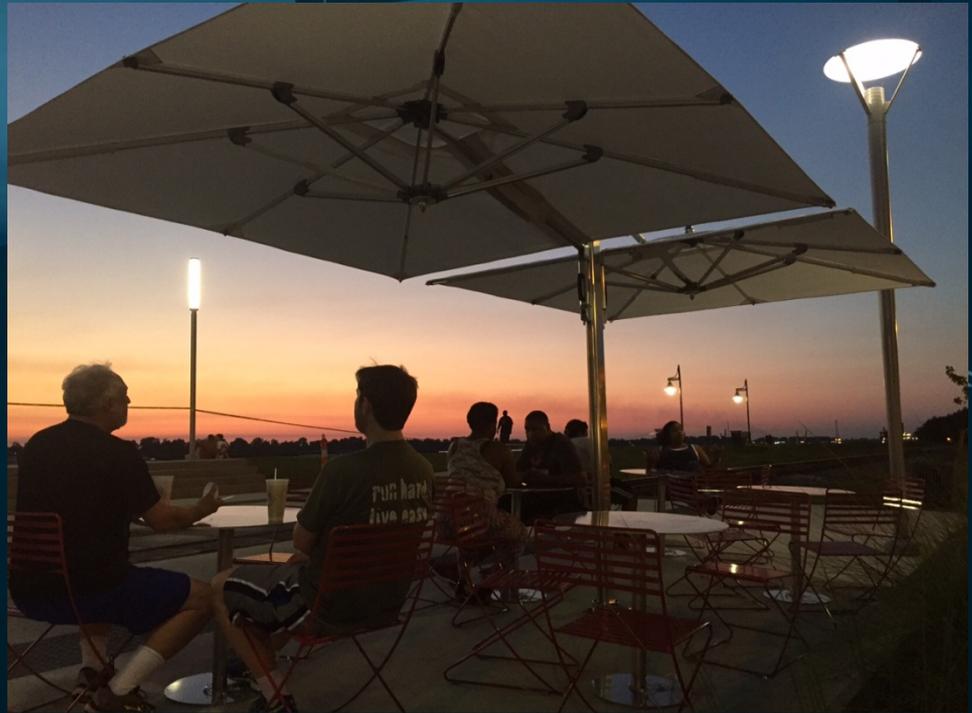
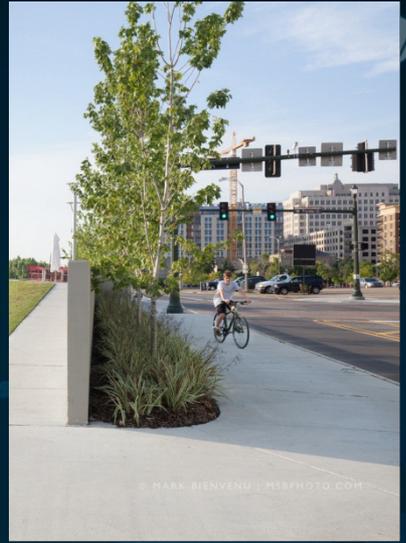
Special event usage / **spontaneous** programming

First **complete street** in BR/ pilot project

Transformation of River Road / reconnect to river



Baton Rouge Fire Guild





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