

TRANSFORMATIVE
DEVELOPMENT UPDATE
AUGUST 2015

DOWNTOWN DEVELOPMENT DISTRICT

Development Update

2015

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Table of Contents

02	INTRODUCTION
03 - 05	DDD SNAP SHOT
06 - 07	NEW BUSINESSES
08 - 27	NEW DEVELOPMENTS
28 - 49	DDD PROJECTS
50 - 51	RECOGNITIONS
52	SPECIAL THANKS



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Introduction

For more than 27 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 recently been recognized by other downtowns pursuing similar success, as Dustin Barnes from the Jackson MS Clarion-Ledger put it, "for Jackson, Mississippi [the Downtown Development District] means the new gold standard when comparing downtown development."

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; over 300 additional residential units will be completed in 2015 and 2016 within the Central Business District alone. 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.

A series of thin, light blue wavy lines that originate from the left edge and curve upwards and to the right, creating a sense of movement and flow.

DDD Snapshot

\$2 BILLION TOTAL INVESTMENT

Since 1987

**Figures do not reflect all investment in downtown area and are approximate.*

TOTAL ANNUAL REVENUE

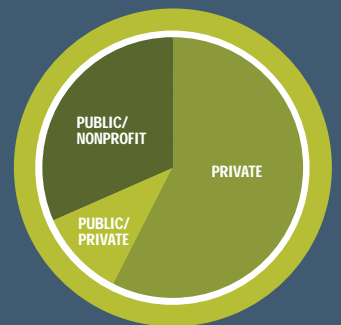
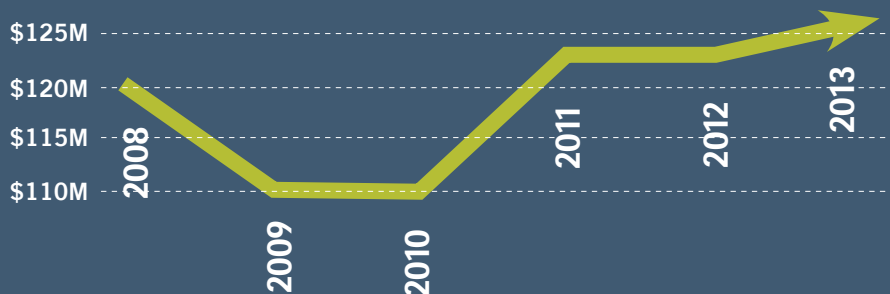
Businesses with DDD

Completed Projects

\$427,350,000

In Progress/Planning

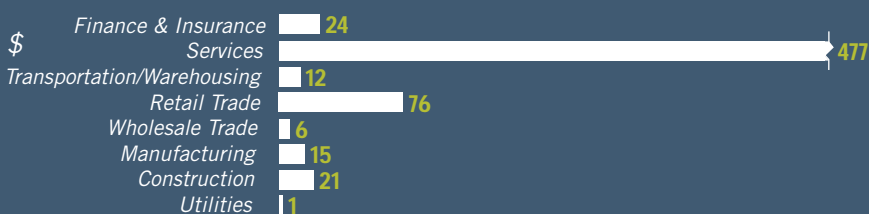
\$652,200,000



Source: EBR City-Parish Finance Department

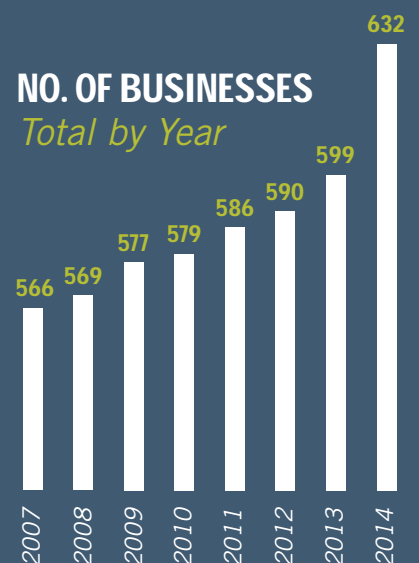
BUSINESSES BY CATEGORY

Businesses within DDD



NO. OF BUSINESSES

Total by Year



OFFICE SPACE LEASING TRENDS

Class A Office Average Rental Rate per SF

----- Parish Four Year Average

2011 - 2014

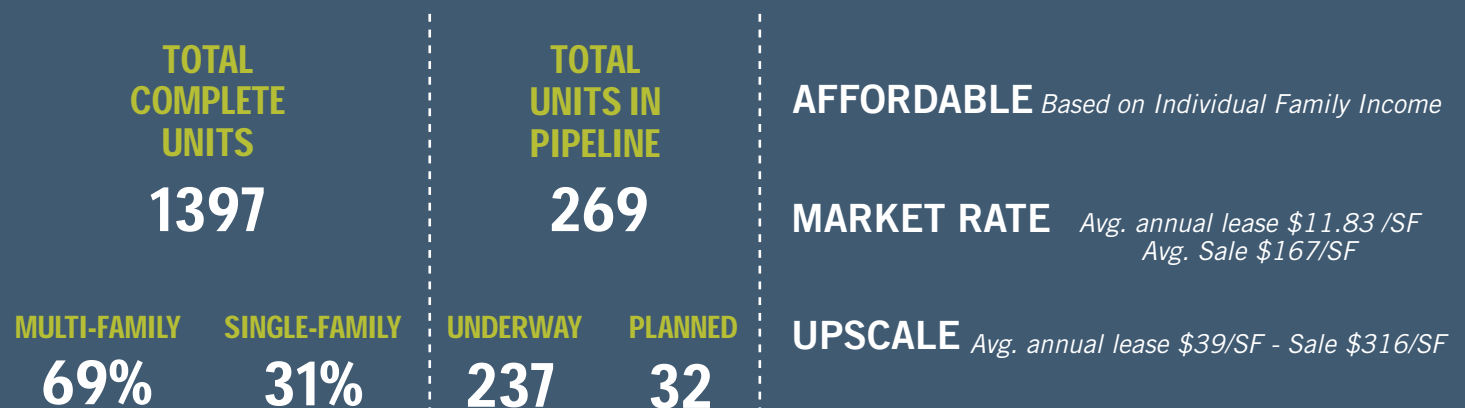
Source: Baton Rouge Trends 2014



RESIDENTIAL UNITS

* Figures from units within the DDD boundary alone

2015





New Businesses

ART & DESIGN CENTER, the Art & Design Center is a creative component of the Walls Project, a non-profit organization responsible for many creative initiatives downtown. The center is an interactive space for the organization's artists and the overall Baton Rouge community.

ATKINS ENGINEERING, a global engineering firm, Atkins Engineering has opened an office at 445 North Blvd. Atkins Engineering specializes in coastal restoration and municipal projects.

BRICKYARD SOUTH, located at 174 South Blvd. Brickyard South is a new dive bar co-owned by Andrew Bayard and Metro Councilman John Delgado. Before opening in September the bar was renovated by adding additional seating and a covered outdoor patio.

BUSINESS FIRST BANK, relocating its headquarters to the historic 500 Laurel St. Building, a six-story structure in the heart of downtown that was designed in 1955 by the late A. Hays Town, the headquarters will house 65 employees once the renovations are complete in 2016.

CHRIST IN THE CITY, a nondenominational, storefront ministry geared to meet the needs of downtown. Located at 320 Third St., downstairs from Ruffino's Catering, the four-room ministry center is open from 7am to 7pm Monday through Friday.

CONTEMPORAIN, located in 1010 Nic, Contemporain is a contemporary art gallery representing local, regional, emerging, and mid career artists showcasing paintings, sculpture, and glass-works.

CORDON ROUGE, boasting a menu which includes freshly made French & regional French cuisine alongside local favourites, Cordon Rouge's future downtown location will be in the heart of activity on Third Street.

COSI BELLA HAIR STUDIO, Cosi Bella is a full service hair studio located at 240 Laurel Street Suite 201. Cosi Bella specializes in hair and airbrush make-up services for any occasion; weddings, prom & homecoming, family photos, or just a special night out!

DENICOLA'S, located in 1010 Nic, Denicola's Upholstery offers all types of upholstery for residential, commercial, industrial, and public sector clients, including owners/inheritors of bungalows and backyards, banks, bars, and even boats.

DOWNTOWN DAIQUIRI, located at 602 Main St. Downtown Daiquiri is downtown's self proclaimed newest hot spot for the mature crowd.

The lounge has a stage in the center as well two bars, with one for daiquiris and beer and the other for liquor.

DRAFT HOUSE, a tap room at the corner of Third and Laurel Streets that offers 95 beers on draft. Draft House has the largest beer selection downtown and is open Tuesday - Sunday.

IBERIABANK, located in the Onyx building on the corner of Convention St. and Third St., this will be IberiaBank's ninth location in Baton Rouge and will follow the model of their newly built Alabama bank which the company calls the 'branch of the future'.

JEANNIE FREY RHODES PHOTOGRAPHY, located in 1010 Nic, Jeannie Frey Rhodes has specialized in black and white photography since 1997. She focuses on reality, documenting people, places and events through spontaneity over staging.

KEAN'S THE CLEANER, located in the Onyx building on the corner of Convention St. and Third St., Kean's is the cleaner that locals have always trusted for their blend of stringent quality, customer service and convenience.

MATHERNE'S, Matherne's Supermarket is Downtown Baton Rouge's first full service grocery store in nearly 50 years. Matherne's is the ground floor tenant for the mixed-use development, 440 on Third.

MERCER SUPPLY COMPANY, located in 1010 Nic, Mercer Supply Co. is a modern barbershop & mercantile for those weekend rabble-rousers with a weekday reputation to uphold.

MONOCHROME, located in 1010 Nic, Monochrome Contemporary Furniture specializes in contemporary home decor and includes a lifestyle design center showcasing furnishings, lighting, accessories and linens.

NOELIE HARMON, located in 1010 Nic, Noelle Harmon is relocating from Perkins and aims to provide our community with extraordinary products that are uniquely designed and made with consciousness.

ONE HEART YOGA, located in a two-story, 3,100 square-foot office at 340 St. Joseph St. It includes multiple rooms, including a kitchen, that will allow for more private yoga tutelage and expanded massage therapy offerings.

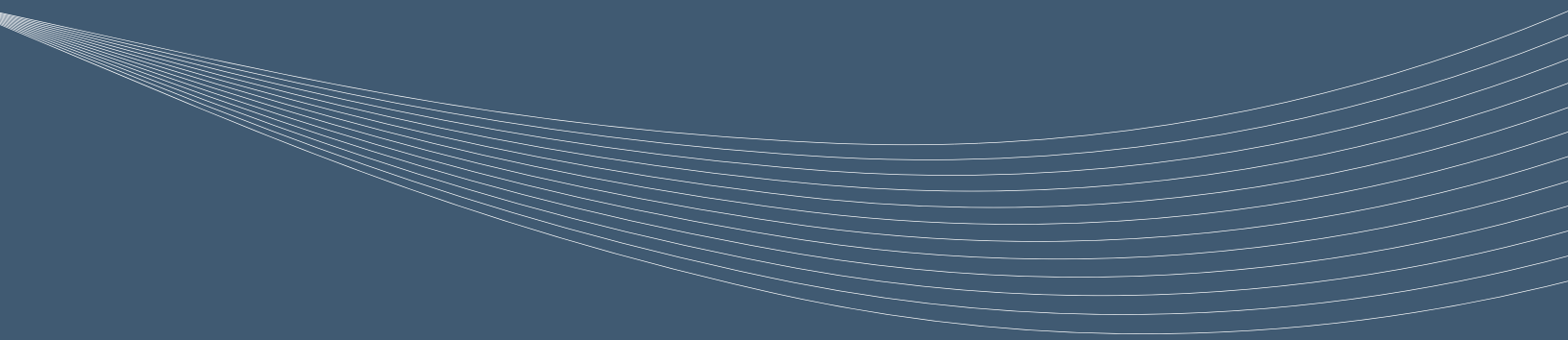
REGAL NAILS, located in the Onyx building on the corner of Convention St. and Third St., Regal Nails intends to bring innovations, new products, new services and the latest trends to its franchise system to promote and enhance the salon experience.

SPOTTER'S, a restaurant serving healthy dishes such as wraps, salads, and smoothies will be open seven days a week. Located at 521 Third Street and adjacent to the YMCA, Spotter's mirrors the hours of operation of the downtown YMCA.

THE FRONT DOOR, located in 1010 Nic, The Front Door architecture firm has over two-thousand homes completed in fourteen states, including 1010 Nic, and brings years of experience to every job.

THE OFFICE, located 421 N. 3rd St., The Office Bar is returning to downtown in July. Known for its great bar and location, it attracts a diverse crowd and is a great option for anyone.

RED STICK SPICE CO., specializing in high quality, locally made spice blends, oils, and vinegars, Red Stick Spice Co. now operates a satellite location at The Main Street Market. It is open Monday through Saturday and carries a selection of their most popular seasonings.



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 (BRAAF), the City of Baton Rouge, The Water Institute of the Gulf, Louisiana State University, and other coastal research institutes.

The Water Campus will be the economic and cultural southern anchor of downtown, while strengthening the connection to LSU. The 30 acre campus will be 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. Campus facilities, totaling approximately \$50 million in private and public investments, will contain the Coastal Protection and Restoration Authority's offices, the Coastal Education and Research Facility's public education exhibits, and the River Modeling Center's dynamic Mississippi River simulator. The official groundbreaking of the first building, the Center for River Studies, was held in February 2015 and is estimated at \$16 million. The Center for River Studies, located at 100 Terrace Street, will house the 90 x 120 foot Mississippi River full-scale model comprised of over 200 panels simulating the river water's movement.



IBM & 525 Lafayette

State officials Governor Jindal and Secretary Moret, in collaboration with Mayor-President Kip Holden, 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 is projected to contain the IBM facility as well as 85 residential units within a residential complex known as 525 Lafayette. The location of the IBM offices in Downtown Baton Rouge will provide over 800 new jobs within the capital region. The groundbreaking for this project took place in September 2013 and IBM began occupying the office tower in the spring of 2015. 525 Lafayette residential units are expected to be complete in the fourth quarter of 2015.

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/>



Onyx Residences

Commercial Properties Realty Trust is currently investing \$7 million in the construction of a mixed-use development on the corner of Third Street and Convention Street that will introduce 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. Rents will range from \$1,600 to \$2,500 a month and amenities such as fiber-based Internet provided by CenturyLink, DirectTV service and balconies overlooking the street will be included. The property will also include 5,600 square feet of retail space on the ground level which will house IberiaBank, Kean's Fine Dry Cleaning, and Regal Nails.

The groundbreaking ceremony for this residential project located in the heart of the arts and entertainment district took place on September 15, 2014. The Onyx Building is currently under construction and is expected to open in early 2016. More information about this project can be found on their website: <http://www.onyxresidences.com>.



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 totaled approximately \$12 million to convert the interior into a multi-use facility with residential units, offices, and bottom floor retail. The building includes a bottom floor, 16,000 square-foot retail space now occupied by a full service grocery store, Matherne's Supermarket, officially open since January 2015. The top two floors are dedicated to office space and are currently occupied by USAgencies.

The 1950's eight-story, 114,000-square-foot building offers spectacular panoramic views of Downtown Baton Rouge and the Mississippi River. There are 65 one and two bedroom residential units available for rent ranging from \$809 – \$1364 per month complete with over 100 available parking spaces. Of particular note are the 28 parking spaces dedicated to supermarket patrons which are accessed from Fourth Street. More information about the development can be found at www.440onthird.com



Baton Rouge Townhomes

The Baton Rouge Townhomes are five riverfront, luxury townhomes on Main and Lafayette, which have been built as a collaboration with the IBM development. The townhomes are slated to be on the very high end of available options to new downtown Baton Rouge residents. The townhomes sit on a quarter-acre lot, will be four stories, and will range in size from 3,500 to 5,000 square feet.



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 Dupree Apartments opened in July of 2015. For more information visit their website at www.dupreeapartments.com



Maritime One

The Maritime One Building, located at 101 France Street, was recently 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.



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 will be complete in the second quarter of 2015 and will include seven residential units comprised of one and two bedroom apartments as well as an efficiency unit. Lease rates are estimated to be \$1,700 per month for the one bedroom units, \$2,700 for the two bedroom units, and \$1,200 per month for the efficiency unit.



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 will include 93 residential units, a rooftop restaurant & pool, fitness center, on-site covered parking, and bottom floor retail. One, two, and three bedroom residential units ranging from 603 to 1,500 square feet will be available for rent upon completion; pre-leasing is expected to begin in the fourth quarter of 2015. Construction completion and residential move in is expected within the first quarter of 2016. More information on this project is available at www.thecommercebldg.com.



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. The Louisiana Realtors held a groundbreaking ceremony on December 4th at 821 Main Street and the association is expected to move into their new facility in the fourth quarter of 2015. Coleman Partners Architects, LLC created the plans for this renovation project.



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 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. Site work is expected to begin in the third quarter of 2015.



Walls Project

The Walls Project leverages private and public resources to create innovative and sustainable public art projects with the mission to stimulate the creative arts economy by delivering public art works that inspire urban and rural beautification, dialogue, and unity. The Walls Project board acts as a nucleus for a group of 50+ driven leaders, building owners, and artists to transform urban landscapes. It recently opened its new Art & Design Center on the street level floor of the Chase Building.

The Walls Project has installed 8 artworks in the downtown area with a total investment of over \$170,000, the most recent of which is located at Mentorship Academy on the northwest corner of Florida Street and Fourth Street. Mural artist Eddie Mendieta entitled the piece, “On the Shoulders of Giants” and it is intended to evoke an image of the Academy’s students. The three young faces are surrounded by their thoughts of the periodic table, DNA helices, and more STEM imagery circulating around them.



Lafayette House

The Lafayette House is a \$2.5 million new construction project that will be located near the corner of Lafayette and Laurel Streets next to the recently renovated Tessier Building. The Tessier Building, featuring residential and office space, is recognized as the oldest building in Baton Rouge. Its Spanish Colonial architectural style building has high ceilings, wood floors, and the original cast-iron gallery fencing. Both buildings were designed by DNA – an architectural firm specializing in capturing historic Downtown Baton Rouge with a modern feel for downtown living. The Lafayette House will be comprised of twenty, one bedroom luxury residential units and is within walking distance to restaurants and shopping as well as North Boulevard Town Square. Construction is expected to commence in the fourth quarter of 2015.



Matherne's Supermarket

Open since the spring of 2015, Matherne's has already been embraced as a vital part of the fabric downtown. Situated on the ground floor of 440 on 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, one of Downtown Baton Rouge's young entrepreneurs, created and implemented this vision to provide work space that is intentionally designed for members to leverage one another's talents.

Open since the fall of 2014 with an open house event during the early part of 2015, this collaborative space offers professional members a fully equipped video and sound production studio, editing suites, media servers, office spaces, a large green space and patio, and much more. Many different types of memberships are available, depending on the specific need of each tenant. For more information about this project visit www.thecreativebloc.org



Holiday Inn Express

The renovation of the three-story Baton Rouge Savings and Loan Building (BRSLA) converted the original bank building into a boutique style Holiday Inn Express. The building, originally built in 1956 was included on the national historic register of historic places and utilized state and federal rehabilitation tax credits for its renovation. The 88-room Holiday Inn Express offers its customers close proximity to North Boulevard Town Square and many restaurants. Historical elements on the exterior and interior of the hotel were preserved during the renovations and are accentuated by the updated modern decor. The hotel held an official ribbon cutting ceremony on July 14, 2015 and unveiled the fully restored carillon, the musical instrument that historically chimed in sync with the exterior clock.



Watermark Baton Rouge

One of Baton Rouge's first skyscraper was built in 1926 and was originally the home of Louisiana National Bank. It was recently purchased by developer Mike Wampold in the spring of 2014. The 12 story art deco building is located on the corner of Convention and Third Street and currently offers over 92,000 square-foot of office space. 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, interior renovation work began on the interior to convert the office building into a 148 room Marriott Autograph Hotel.



Courtyard by Marriott

Windsor Aughtin Company, Inc. of Greenville, S.C., announced in the fall of 2014 that they will develop an approximately 85,000 square-foot, eight-story, 135-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 will include an entry plaza area that will take 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 \$22 million investment would complete four contiguous blocks of urban streetscape and complement the current diversity of the historic Third Street corridor. It would also create a cohesive urban streetscape and bring additional retail opportunities to hotel patrons as well as Downtown workers, residents, and guests. In addition, 45 permanent jobs as well as 125 construction and 30 service related jobs are expected as part of this development.



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 are financially assisting the complete interior and exterior renovation of this historic building. The \$4.5 million renovations are expected to be complete in the fourth quarter of 2015 and Business First Bank has announced its headquarters in the building upon its opening.



River Center Library @ Town Square

The design and construction of a New River Center Library will soon be 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 and the re-establishment of downtown as the center point of East Baton Rouge Parish.

The River Center Library will join other Downtown Baton Rouge attractions and architectural assets that are unified by the Central Green, introduced in Plan Baton Rouge II. The Central Green is a unifying system of greenspaces that include the recently implemented North Boulevard Town Square and Repentance Park. Other assets amongst the Central Green include the Old State Capitol, 19th Judicial Courthouse, LASM, City Hall Plaza, River Center, and Shaw Center for Performing Arts. The River Center Library is expected to begin construction in the first quarter of 2016.



Capitol Park Roadway Plans

The reconfiguration and construction of the streets and parking areas around the Louisiana State Capitol have been completed to enhance the pedestrian/visitor experience, improve traffic flow, and enhance security. Streets are also being converted from one-way to two-way in order to increase the flow and options for auto travel. A public plaza was also constructed directly in front of the capitol building steps to allow cohesive, safe pedestrian flow to and from the capitol building and grounds. The majority of the \$4.3 million improvements have been completed during the second quarter of 2015.



Nicholson Corridor Tram

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 River District, a proposed mixed-use development, the Water Campus, and the Old South Baton Rouge community. The total design plan is projected to total approximately \$2.76 million, which is covered by the TIGER grant and a local match that was approved by the metropolitan council in the summer of 2015.



Rotary Project

Louisiana's capital city is now nationally and internationally recognized as a destination where people come from all over the world to work, live, and play. The Rotary Overlook and Sculpture project is an opportunity for the Baton Rouge Rotary to celebrate the Rotary club's history and the surge of recent investments that have made downtown such a destination. The Florida Street Riverfront Access Point is strategically located as the apex connecting the Levee Bike path, the Downtown Greenway, the Levee Bike Path Extension, and the multi-use path along River Road that will connect the Central Green to the levee.

Due to the network of transportation systems intersecting at this point the design collaborative realized the potential and need for the access point to extend beyond basic accessibility and to include an overlook at this destination point for tourists and citizens to pause and enjoy the sweeping views of the Mississippi River. The proposed Rotary Overlook and Sculpture will complete the design concept for the Florida Street Riverfront, providing a destination and art installation for visitors and citizens of Baton Rouge to enjoy and experience the mighty Mississippi River that has defined the city. Three finalists have been selected and will be traveling to Baton Rouge for the final selection process in the third quarter of 2015.



1010 Nic

The old 18,000 square foot warehouse on Nicholson Drive near the Mississippi River Bridge will soon be housing several design and arts related businesses. The property, referred to as 1010 Nic, is one of the first signs of the improvements slated to come to the Nicholson corridor due to the imminent arrival of the Water Campus. The currently slated tenants include The Front Door, the firm responsible for the building's redesign; Monochrome, a contemporary furniture store; Contemporain, a new art gallery; Denicola's, a furniture refinishing and upholstery business; Noelle Harmon, an eco-friendly apparel boutique; Jeannie Frey Rhodes Photography; and a new men's hair salon called Mercer Supply Company.



Downtown Police Precinct

Downtown will get a new police precinct in the basement of City Hall, 222 St. Louis St., in what is now a vacant space near the Clerk of Court's office. The Baton Rouge Police Department currently has a substation on Third Street in the heart of downtown, which is staffed with two officers and has limited hours. This new precinct will be staffed by several officers and will be open 24 hours a day, providing Downtown Baton Rouge constant security.



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 with approximately \$200 million in private investment. 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, have made downtown a vibrant, convenient place to live.

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. Come live, work and play with us.



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 currently being redeveloped by Covalent Logic and is scheduled to be launched in the third quarter of 2015. The new website will focus 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.

Over 750 interactive fountain jets have been implemented in the space to provide a family friendly atmosphere that initiates child play and adult enjoyment. Repentance Park has added a new energy to the area and provides improved accessibility for pedestrians visiting the City Hall and River Center campuses. Construction for the \$3.5 million project was completed in April 2013 by Group Industries. Daily activities and popular events, such as the Blues Festival, have utilized the open, flexible space since its opening.



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 now 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 200 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 and signage installation is expected in the fourth quarter of 2015.



Photo credit: Tim Hursley

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 five prestigious contractor awards, a Baton Rouge Growth Coalition Good Growth Award, 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. \$50,000 has also been allocated to light The Crest and is being designed in coordination with the City Hall Plaza Project.



City Hall Plaza

The renovation of City Hall Plaza will utilize \$310,000 to plan and design 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 Galvez Stage to be used from both sides. Reed Hilderbrand Associates, Inc. with sub-consultants: Reich Associates; Trahan Architects; Forte and Tablada, Jeffrey L. Bruce and Company LLC; AssafSimoneaux Tauzin & Associates, Inc., Water Management Consultants and Testing, Inc.; and Lam Partners, Inc. were selected to design and plan the space.

Schematic design discussions have focused on improving ADA accessibility, covering the opening above the parking north of The Crest stage, and creating an open greenspace that allows views and access from both sides of the stage. City Hall is also incorporated into the City Hall Master Plan by extending a floating “porch” into the greenspace and closer to The Crest stage. Final design plans are near completion.



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. Baton Rouge received schematic design assistance in planning the Downtown Greenway through EPA's Greening America's Capitals program. In the fall of 2014, Design Workshop was selected to complete the planning and design needed to begin construction and utilize the approximately \$3 million in grant funding acquired. Final construction plans for the North Boulevard and East Boulevard portions are expected to be completed in the third quarter of 2015.

Construction began on the first component of the Downtown Greenway at BREC's Expressway Park in the summer of 2014 and an official ribbon cutting was held in May of 2015 following the monthly DDD commission meeting. This collaborative project between the Downtown Development District/City Parish and BREC was made possible by the FHWA Recreational Trails Program. The greenway transects through the park as a 10' wide, 700 linear foot bicycle and pedestrian path. In addition, trailhead facilities, bike racks, accessible ramps, and connections to the park's amenities are part of the project. Walk-Ons Restaurant & Bistro also sponsored and refurbished the basketball court and held a ribbon cutting in July 2015.



Riverfront Access @ Florida St.

A new Florida Street Riverfront Access point has finished construction and provides a bicycle and ADA compliant access point to the riverfront at Florida Street and River Road. 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.

The \$1.1 million project designed in house by DPW with input from Susan Turner Associates, WHLC Architects, Reed Hildebrand, Reich Associates, and the DDD is expected to hold an official ribbon cutting in the third quarter of 2015. The Rotary Club of Baton Rouge is also holding a design competition to incorporate an art installation in celebration and acknowledgment of their upcoming 100 year anniversary in 2018.



Levee Loop

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.

As a part of the continued development of the amenities present at the downtown riverfront, 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. As the riverfront continues to expand the DDD intends to continue providing active engagement and attractions to fully take advantage of the Mississippi River's presence.



Lafayette & Florida St. Improvements

Lafayette Street is 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 were approved for funding in the amount of \$300,000 for streetscape improvements. The recent developments will be connected by a cohesive, pleasant pedestrian experience to other nearby businesses and attractions such as the Hilton, Hotel Indigo, and the Shaw Center for Performing Arts.

Reich Associates, a local Landscape Architecture firm is in the process of finalizing the construction plans that will include street tree plantings and bulb-outs, paved crosswalks, tree grates, and lighting. The Walls Project is also in the process of designing parking lot screening to improve the pedestrian experience past surface parking lot areas. Construction is expected to begin on these improvements in the fourth quarter of 2015.



Yazoo Plaza

The multi-use path portion of the Florida Riverfront Access project on the west side of River Road connects to the redesigned Yazoo Plaza by Suzanne Turner Associates at the northern end of Louisiana Art & Science Museum. 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 will also provide 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.



Bike Share Plan

Working off of an EPA grant, Downtown Baton Rouge is in the process of investigating the feasibility and logistics of a bike share plan. In many cities across the United States, bike shares are great ways not only to promote an active lifestyle that is visitor friendly, but it is also a good opportunity for residents and students to utilize the system for transportation to events, urban venues, workforce opportunities, and more. Bikes in the programs typically have built-in lights, bells and locks, and because people use credit cards to check out the bikes, they can be charged if they don't return them.



Downtown Bike Racks

Throughout downtown residents and visitors can find a growing number of bike friendly businesses and amenities. In order to better accommodate the increasing bike traffic, DDD and the Capital Region Planning Commission (CRPC) have partnered in a grant that will provide approximately 70 additional bike racks strategically located along major points of interest and access. These racks are formed specifically to facilitate a bike friendly downtown while maintaining the strong level of aesthetic that has come to be expected with downtown's growing developments.



River Road Bike Path

\$150,000 has been allocated to plan the extension of the existing Levee Bike Path to extend the reach of the Downtown Greenway and service upcoming riverfront developments including River Park and the IBM block project. The location of these major development projects are currently lacking bicycle and pedestrian amenities that would improve the safety and experience of traveling throughout the downtown area.

Plans for bike paths extending north of the Riverfront Access Point at Florida Street are also being considered as part of the expected transfer of River Road from the State to the City-Parish in the downtown area. A public meeting was held by the Louisiana Department of Transportation and Development to gain public input about the proposed bike paths. Construction is expected to begin in the first quarter of 2016.



River Road @ Repentance Park

While designing Repentance Park, consultants also suggested replacing the existing service drive with additional park space and a staging area for a safer, seamless crossing to and from Louisiana Art & Science Museum. A budget supplement allocated \$187,000 towards River Road Improvements at Repentance Park to fund these improvements and Reed Hilderbrand was selected in the summer of 2014 to complete the design.

Many projects along River Road are currently either in the planning or construction phase, all with a focus to improve the safety and experience of this scenic, historic road. The improvement of River Road at Repentance Park will significantly contribute to these goals by shortening the crosswalk length across River Road to and from Repentance Park and LASM. Families and children visiting the surrounding attractions will have a more pleasant and safe experience in this area. Construction began in the second quarter of 2015 and is expected to be completed in the fourth quarter.

LIGHTING IMPROVEMENTS



Underpass Parking

Parking under I-10 and I-110 around the downtown area has been available to residents and workers for many years, but with the increasing demand for downtown parking, the Downtown Development District is pursuing improvements and upgrades that will attract more users. Over 540 parking spaces have been identified at 440 between Laurel Street and Louisiana Avenue, and 100 at South Boulevard. The proposed improvements include clean parking lines, innovative safety lighting, wayfinding signage, and potentially a CATS bus stop. Parking striping has been initiated by the City-Parish Department of Public Works and Traffic Engineering Division and a lighting demonstration was conducted in the spring of 2015..

\$250,000 has been allocated as part of this overall Riverfront Gateway Lighting and Signage Project. The Downtown Development District is currently designing wayfinding signage that will help direct users to major downtown attractions and researching lighting techniques that enhance the safety and experience of these parking areas.



Residential Façade Grants

The purpose of the Downtown Residential façade Improvements Grant Program is to encourage and assist property owners in the restoration and enhancements of their residential properties. Grants are available for up to \$500 per residence and can be used for a variety of façade improvements that are visible from the public right of way. Homeowners are encouraged when possible to make improvements that restore the structure's original character.

All property owners located within the Downtown Development District boundaries are eligible for the grant. Applicants submit an improvement budget, preliminary sketches, and color photographs of each property with their application and the materials are reviewed by the Downtown Development District and the Design Review Committee. Fifteen homes in the Beauregard Town and Historic Spanish Town neighborhoods have been awarded funding that assisted in their restoration projects. For more information, contact the Downtown Development District at 225.389.5520 or visit www.downtownbatonrouge.org.



Riverfront Dock Expansion

Downtown Baton Rouge has long been a destination for river and cruise boats, playing host to the American Queen, Mississippi Queen, and American Eagle. As the capital city, riverboat visitors begin by exiting the boats onto the dock and continue onto Riverfront Plaza before traveling to all of Downtown Baton Rouge's attractions and destinations. Viking Cruise Ships is also interested in adding Baton Rouge to one of its destinations, requiring a modification to the docking facilities due to the large size of the ships. A modification of the existing Riverfront Dock in order to accommodate multiple river boat operations and provide a landing area for passengers disembarking is planned. Grace Hebert Architects, APAX + Moffatt & Nichol, A Joint Venture, has been selected to design the expansion.



St. Ferdinand & St. Louis

The two-waying of St. Louis and St. Ferdinand Streets was recommended by several downtown master plans. In addition to the positive affect of converting both streets to a two-way system on the surrounding public developments it ties more downtown streets together, allows traffic to enter into the downtown area unimpeded by diverting traffic out of Beauregard Town, and strengthens the connection between downtown, Old South Baton Rouge, and LSU. These street conversions, along with streetscape improvements, and improved entrances into the River Center garages were complete in the first quarter of 2015 with a total project cost of approximately \$1 million.



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. Future improvements to City Hall Plaza and the Riverfront Plaza stage are currently being developed 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



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 gone unaddressed for a number of years. The DDD recently teamed up with DPW to pressure wash the fountains, add landscape plants at the entries and exits, and install wayfinding signage. Recent improvements to the transit shelter near the plaza have also been made to accommodate riverboat guests and Capital Area Transit bus riders.

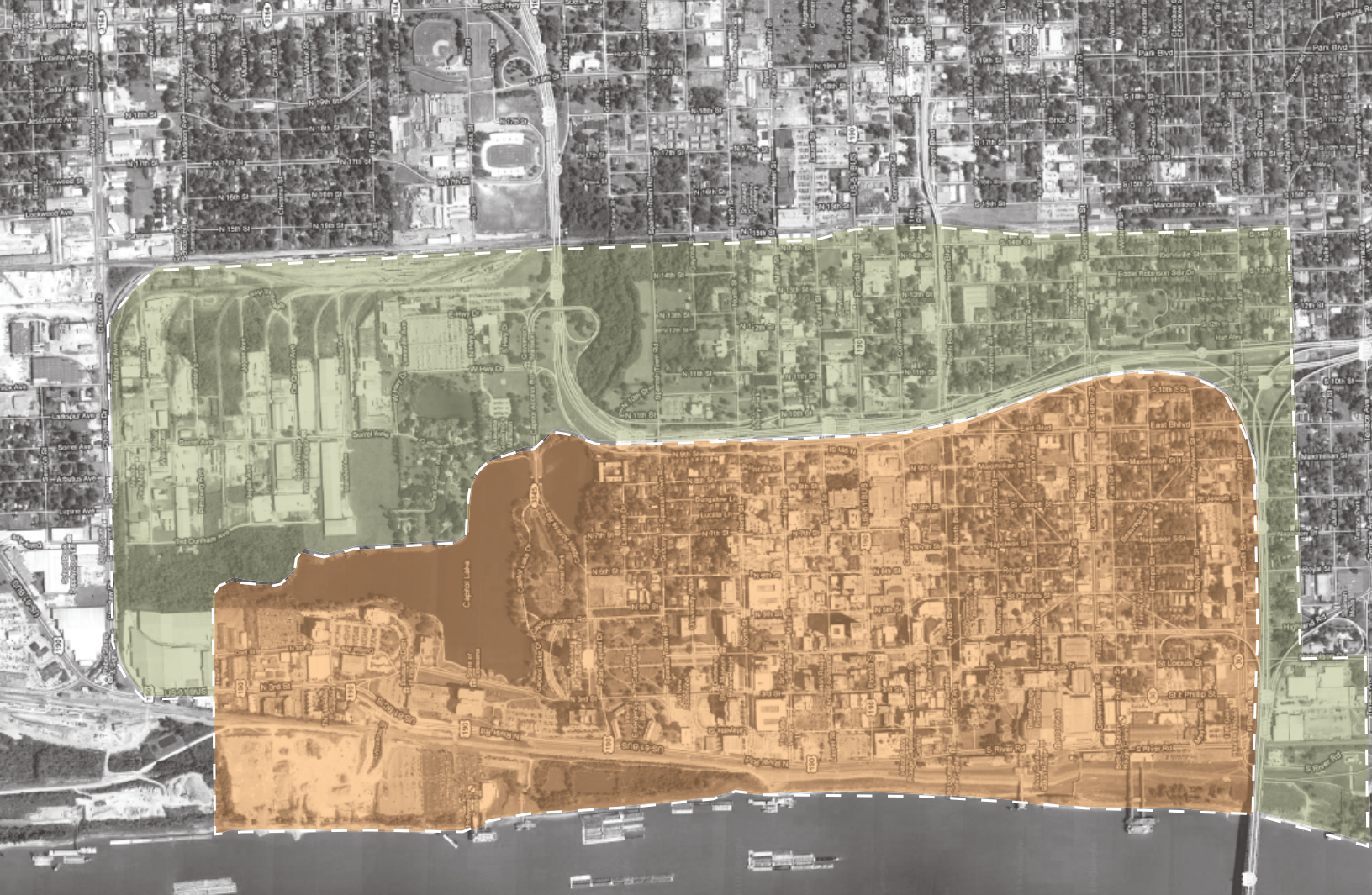
\$250,000 has been allocated to include security and pedestrian lighting, irrigation, audio equipment for public announcements, and ADA access improvements. Future improvements to the Riverfront Plaza area also include the Riverfront Stage area between the USS KIDD and Riverfront Plaza.



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 School of Architecture, 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 resolving issues relating to construction, sanitation & debris, graffiti & noise, and parking lots.



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.

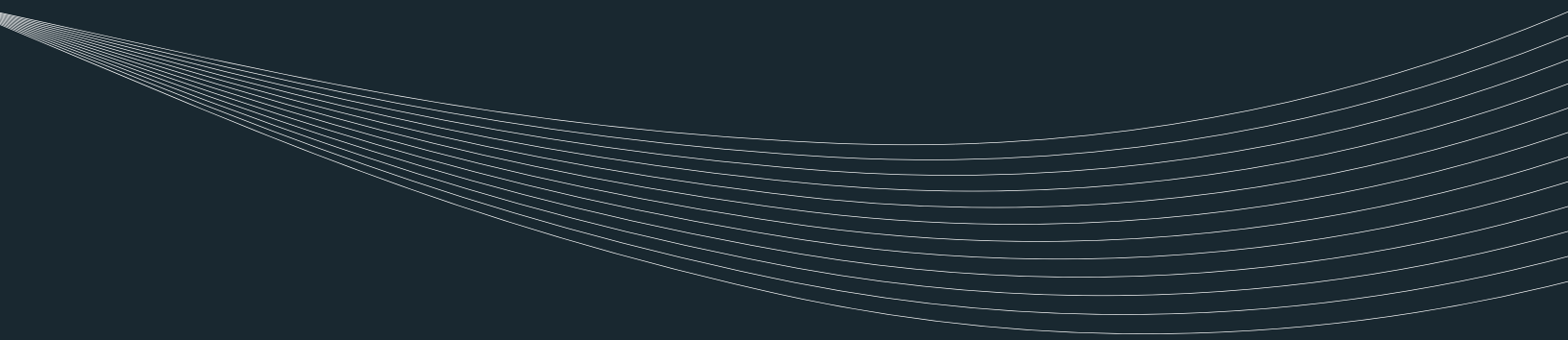
The western boundary of the expansion is at the Mississippi River immediately south of the Old Municipal Dock, with its eastern most boundary is the Kansas City Line Railroad. Its northern boundary is Choctaw Drive and extends west along the railroad towards the river. As creating an implementation strategy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



Parking Study

The 2014 Parking Study, conducted by AECOM, was finalized in the July 2015 and it measured existing and anticipated demand for parking in Downtown Baton Rouge. The study area was approximately 43 blocks in size and is bounded on the west by the Mississippi River's eastern bank, North Street and South Boulevard on the north and south, and North 5th/St. Charles Streets on the east.

The study utilized a parking demand model to update inventories of existing and anticipated downtown development and parking supply, and reexamine current downtown parking demand characteristics expressed in terms of occupancy and distribution. Final recommendations included encouraging street parking turnover and effectively utilizing existing garages for multiple purposes.



Recognitions

7
AWARDS
CREST

1
AWARD
DOWNTOWN
WAYFINDING
SIGNAGE

1
AWARD
DOWNTOWN
GREENWAY

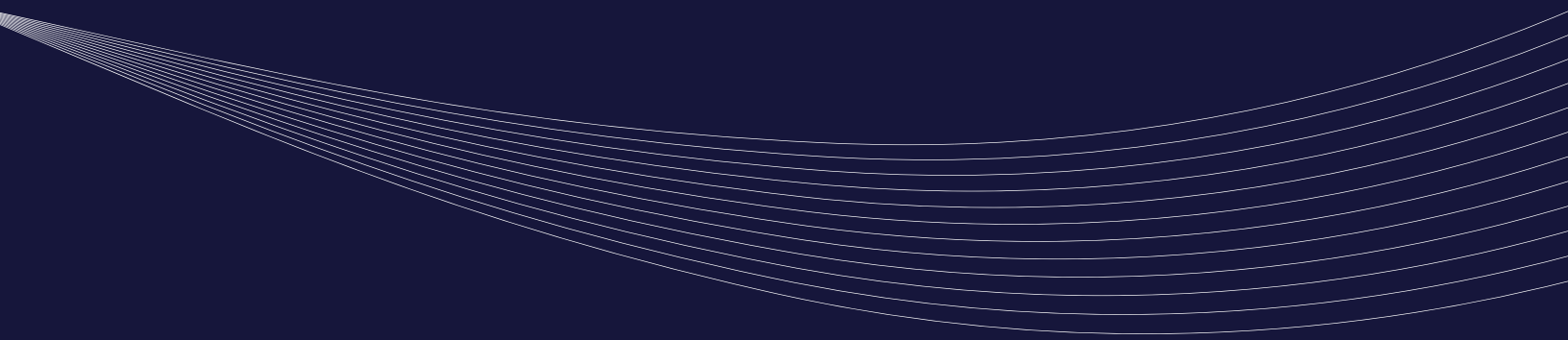
9
AWARDS
TOWN
SQUARE

3
AWARDS
DDD
LEADERSHIP
& PLANNING

4
AWARDS
REPENTANCE
PARK

Organization & Project Recognition

2014 The Crest – National Engineering News Record “Best of the Best” Landscape/Urban Development Category
 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 - Great Street in Louisiana
 2014 Repentance Park - LA Chapter of the American Society of Landscape Architecture, Merit Award
 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



Special Thanks

We remain dedicated to the development and promotion of downtown Baton Rouge as we move forward in 2015. 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 Melvin “Kip” Holden and the Metropolitan Council for the continued support of this vision.

Honorable Mayor-President Melvin “Kip” Holden

East Baton Rouge City-Parish Metropolitan Council

Trae Welch	District One
Chauna Banks-Daniel	District Two
Chandler Loupe	District Three
Scott Wilson	District Four
Ronnie Edwards	District Five
Donna Collins-Lewis	District Six
C. Denise Marcelle	District Seven
Buddy Amoroso	District Eight
Joel Boe	District Nine
Tara Wicker	District Ten
Ryan Heck	District Eleven
John Delgado	District Twelve

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Ric Kearny	Vice Chairman
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Scott Hensgens	Secretary
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Melanie C. Montanaro	
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Gabriel Vicknair	Assistant Executive Director
Whitney JH Cooper	Development Project Director
Casey Tate	Development Project Director
Mary Olinde	Administrative Assistant
Daniel Hernandez	Student Intern

