



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

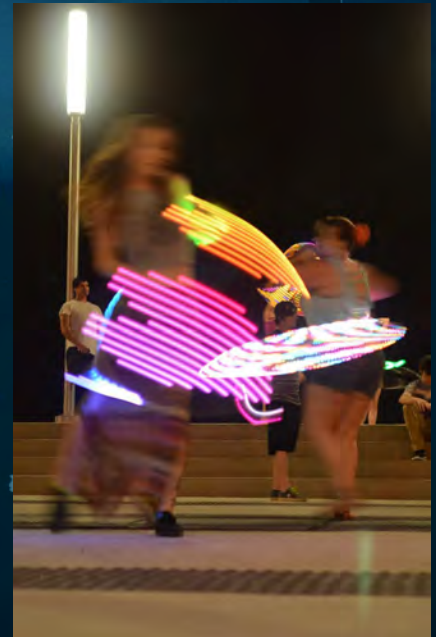
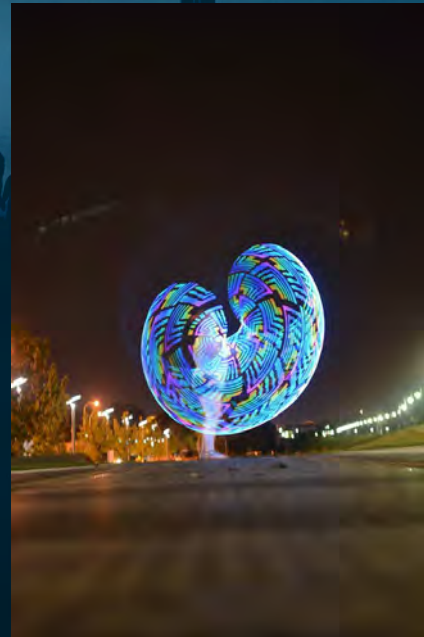
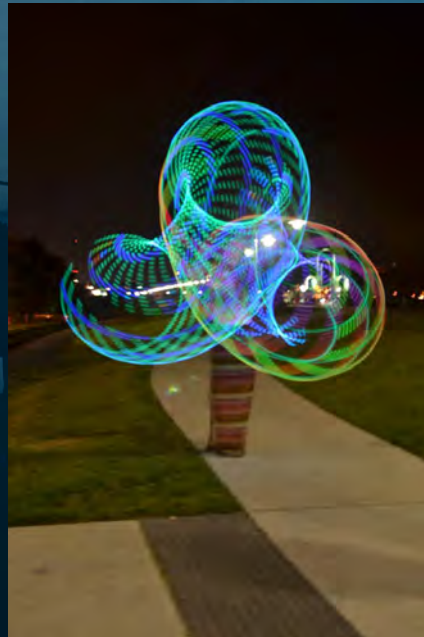
Connecting the **Greenway & Levee Trail**

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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