Office of the Planning Commission

City of Baton Rouge and Parish of East Baton Rouge
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Phone (225) 389-3144 Fax (225) 389-5342

Ryan L. Holcomb, AICP
Planning Director

May 7, 2026

TO: Metropolitan Council

THROUGH: Ryan L. Holcomb, AICP, Planning Director

FROM: Jasmine Thomas, AICP, Planning Manager JPT

SUBJECT: **PA-2-26** Plan Baton Rouge III Small Area Plan

Application Summary			
Applicant	Eric Dexter, Vice President of Baton Rouge Area Foundation (BRAF)	**Submittal Date**	March 5, 2026
Code Section(s)	FUTUREBR Elements: Community Design and Neighborhoods		
Areas Affected	The downtown historic core of Baton Rouge, generally bounded by the Mississippi River on the west; Oklahoma Street, Nicholson Drive, and Myrtle Avenue on the south; the Canadian Pacific Kansas City railroad corridor on the east; and Choctaw Drive and an adjacent rail spur extending toward North 3rd Street and the Eiland Street corridor on the north, returning to the Mississippi River (Council District 10-Coleman)		
Planning Commission Meeting Date	May 18, 2026	**Metropolitan Council Meeting Date**	June 17, 2026
Request			
Summary of Change	This will adopt Plan Baton Rouge III and amend the Community Design and Neighborhood Element of FUTUREBR to reflect adoption of the plan as an official small area plan. Plan Baton Rouge III identifies land use, transportation, economic development, cultural, health and safety action to enhance the character of the downtown core while respecting the area's role in development and history of Baton Rouge.		
Findings			
Planning Commission staff recommends approval, considering consistency with the comprehensive plan and the public engagement process utilized by applicant throughout 2025-2026			

Background

- FUTUREBR calls for the creation and adoption of small area plans as a vehicle to further refine the Vision of FUTUREBR throughout the City-Parish
- **Plan Baton Rouge I**
  - Adopted in 1999
- **Plan Baton Rouge II**
  - Adopted in 2009

- BRAF initiated development of the plan in 2025, hiring Sasaki as the lead consultant, to build upon:
  - The successes established by Plan Baton Rouge I and II and decades of progress to reposition downtown as the region's civic, economic, and cultural heart
- BRAF, along with local project sponsors, held multiple community events promoting development of the plan throughout 2025-2026
- This amendment will formally adopt Plan Baton Rouge III, providing a basis for redevelopment, revitalization, and continued implementation of downtown Baton Rouge

Case History- Area

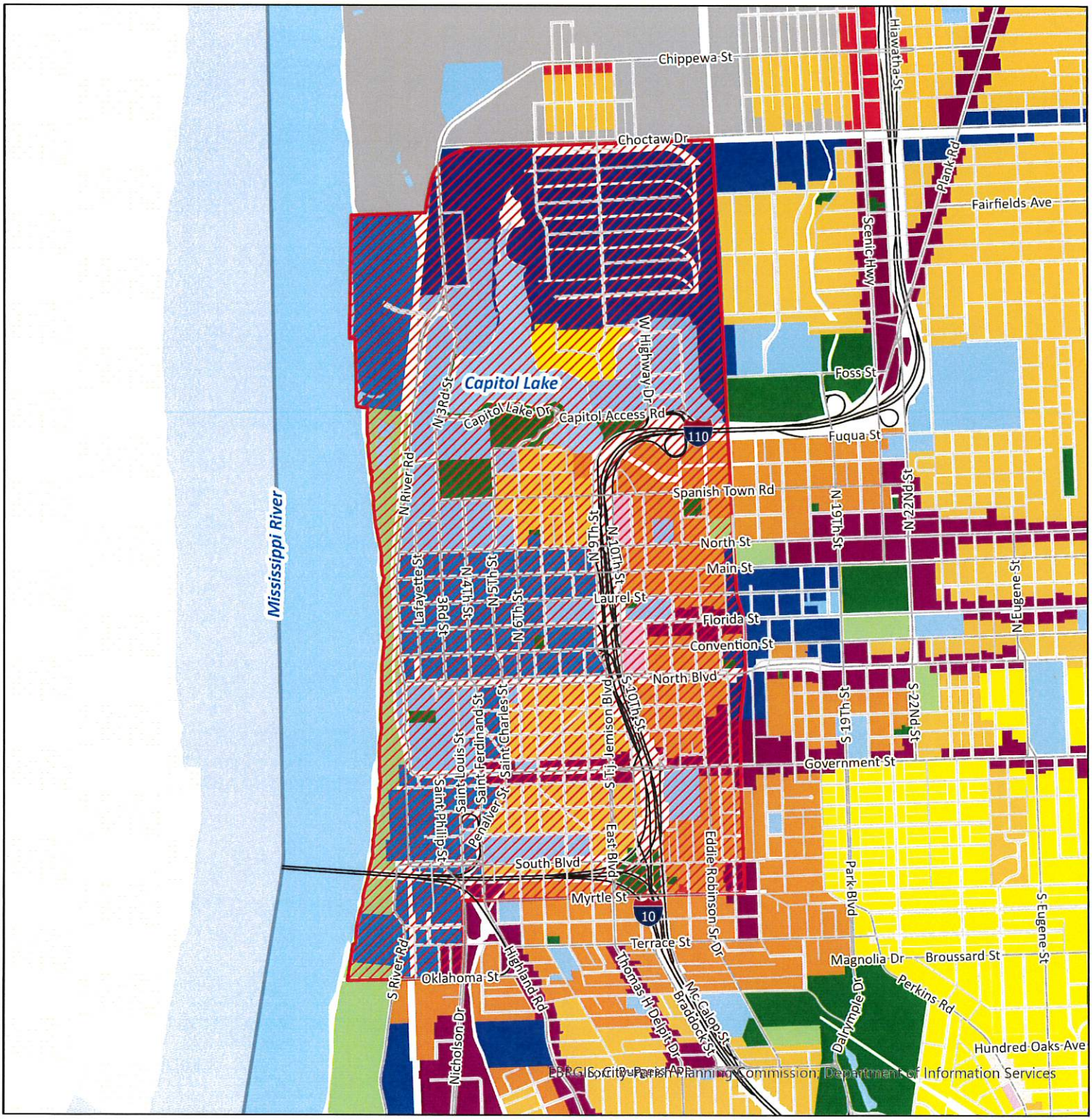
- **PA-3-25** 2024 East Baton Rouge Parish Bike and Pedestrian Master Plan Update
  - Approval recommended by the Planning Commission on June 16, 2025
  - Approved by the Metropolitan Council on July 16, 2025
- **PA-6-24** Florida Corridor Small Area Plan
  - Approval recommended by the Planning Commission on August 19, 2024
  - Approved by the Metropolitan Council on September 18, 2024
- **PA-2-20** Imagine Plank Road Small Area Plan
  - Approval recommended by the Planning Commission on January 21, 2020
  - Approved by the Metropolitan Council on February 19, 2020

Comprehensive Plan Consistency

- Amendment is consistent with:
  - Community Design and Neighborhoods Action Item 2.1.1: Encourage the building of environments that respect the character of place and support the uniqueness of an area; and,
  - Community Design and Neighborhoods Objective 2.2: Use the small area planning process to prioritize areas where change is desired.
  - Land Use Action Item 1.2.1: Amend the Comprehensive Plan to reflect changes resulting from policy decisions;
  - Land Use Action Item 3.2.1: Focus downtown development on increasing employment, housing, retail, parks, cultural and arts amenities and entertainment to create an active, vibrant urban core;
  - Land Use Action Item 4.2.1: Create a vision for redevelopment that is matched with achievable market conditions and promotes desired infill and redevelopment;
  - Land Use Action Item 5.3.1: Invest in infrastructure upgrades that support development in area where change is anticipated;
  - Economic Development Goal 3: Support employers in key geographic areas;
  - Economic Development Objective 3.1: Enhance public-private partnerships that can focus on revitalizing downtown and other key areas;
  - Economic Development Action Item 3.1.4: Continue to support downtown Baton Rouge to further enhance its role and attraction as an economic development engine;
  - Economic Development Action Item 3.2.1: Continue to implement redevelopment strategies identified in the current Strategic Plan among riverfront property owners, so that both investors/developers and the larger community benefit from the unique, positive role of the Mississippi River;
  - Economic Development Action Item 3.2.2: Consider the creation of a downtown-riverfront urban renewal district to help fund key public improvements and leverage stronger private investment in the area;
  - Housing Action Item 5.1.3: Encourage development in downtown Baton Rouge, the City's inner neighborhoods, and in transportation-efficient locations across the City-Parish

Community Outreach/Notification

- BRAF, along with local project sponsors, conducted multiple public outreach efforts from 2025-2026
- Special presentation to the Planning Commission on November 17, 2025
- BREC notified on March 6, 2026 pursuant to UDC § 3.1.4.D
- Public Notification Cards mailed to property owners within plan area and civic associations including: House on the Hill, Greenville Extension Eden Park Neighborhood, Beauregard Town Civic Association, Hispanic Spanish Town Civic Association, and Standard Heights Property Owners Association on May 1, 2026
- Staff reports will be available to review on May 7, 2026 at http://la-batonrouge.civicplus.com/AgendaCenter/Planning-Commission-12
- Legal Notice was published in the Advocate on May 8, 12 and 14, 2026
- Presentation to the Downtown Development District on May 12, 2026

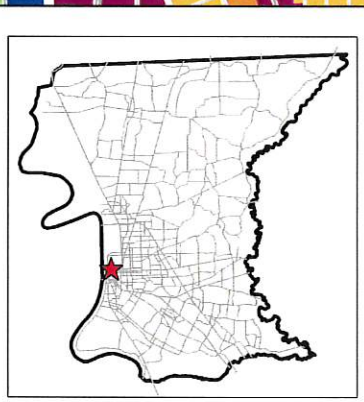


Legend

Current Case

Future Land Use

- Agricultural and Rural
- Residential Neighborhood
- Compact Neighborhood
- Urban Neighborhood
- Neighborhood Center
- Office
- Mixed Use
- Regional Center
- Commercial
- Industrial
- Institutional
- Downtown Core
- Employment Center
- Open Space
- Park
- Hydrography



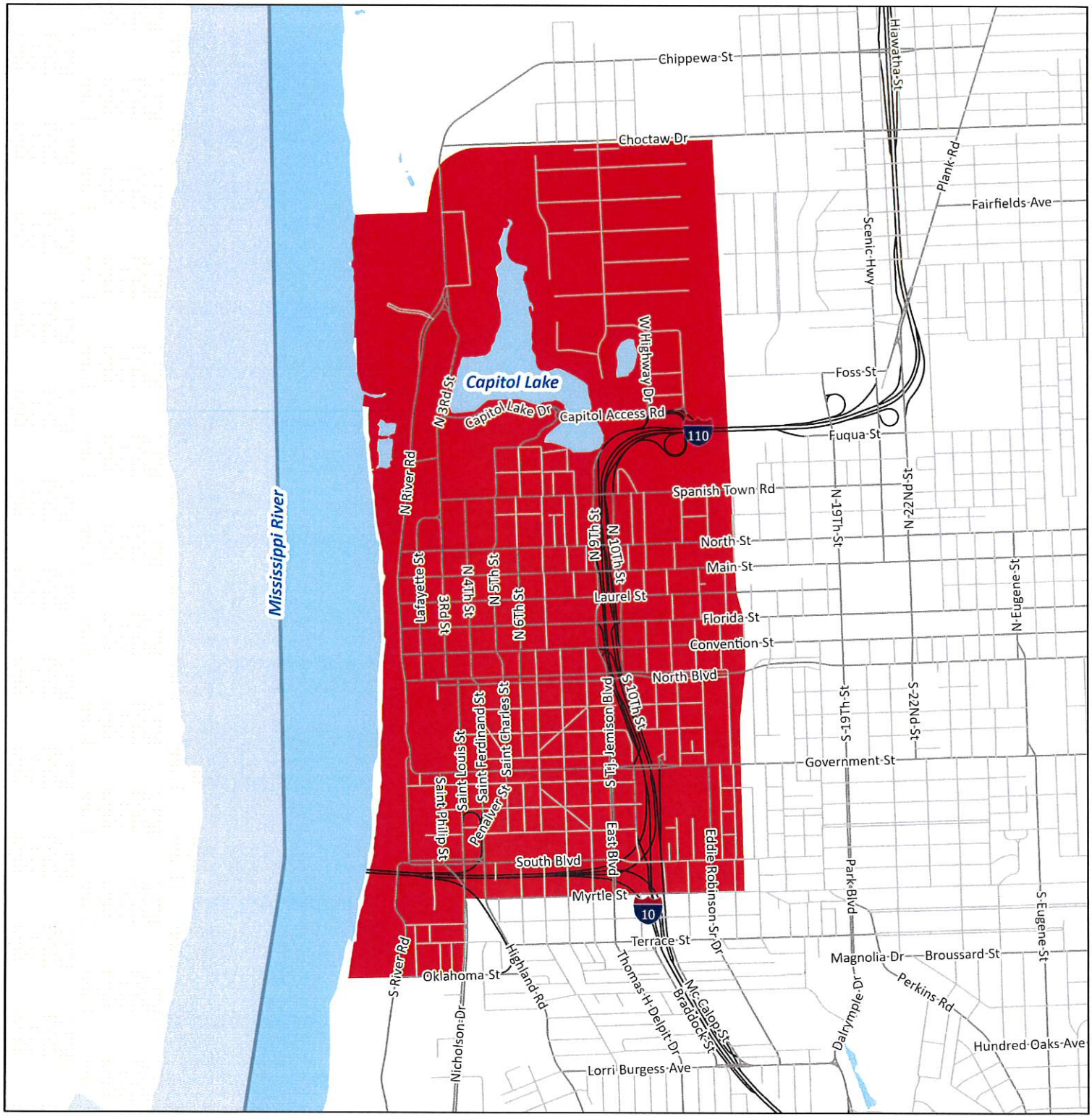
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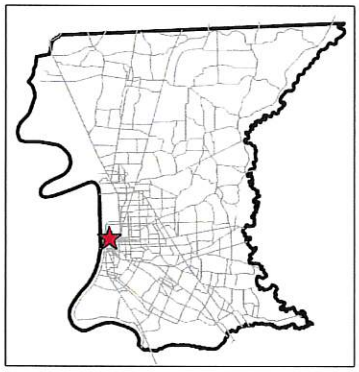
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CITY OF BATON ROUGE
PARISH OF EAST BATON ROUGE
PLANNING COMMISSION



Legend

- Current Case
- Hydrography



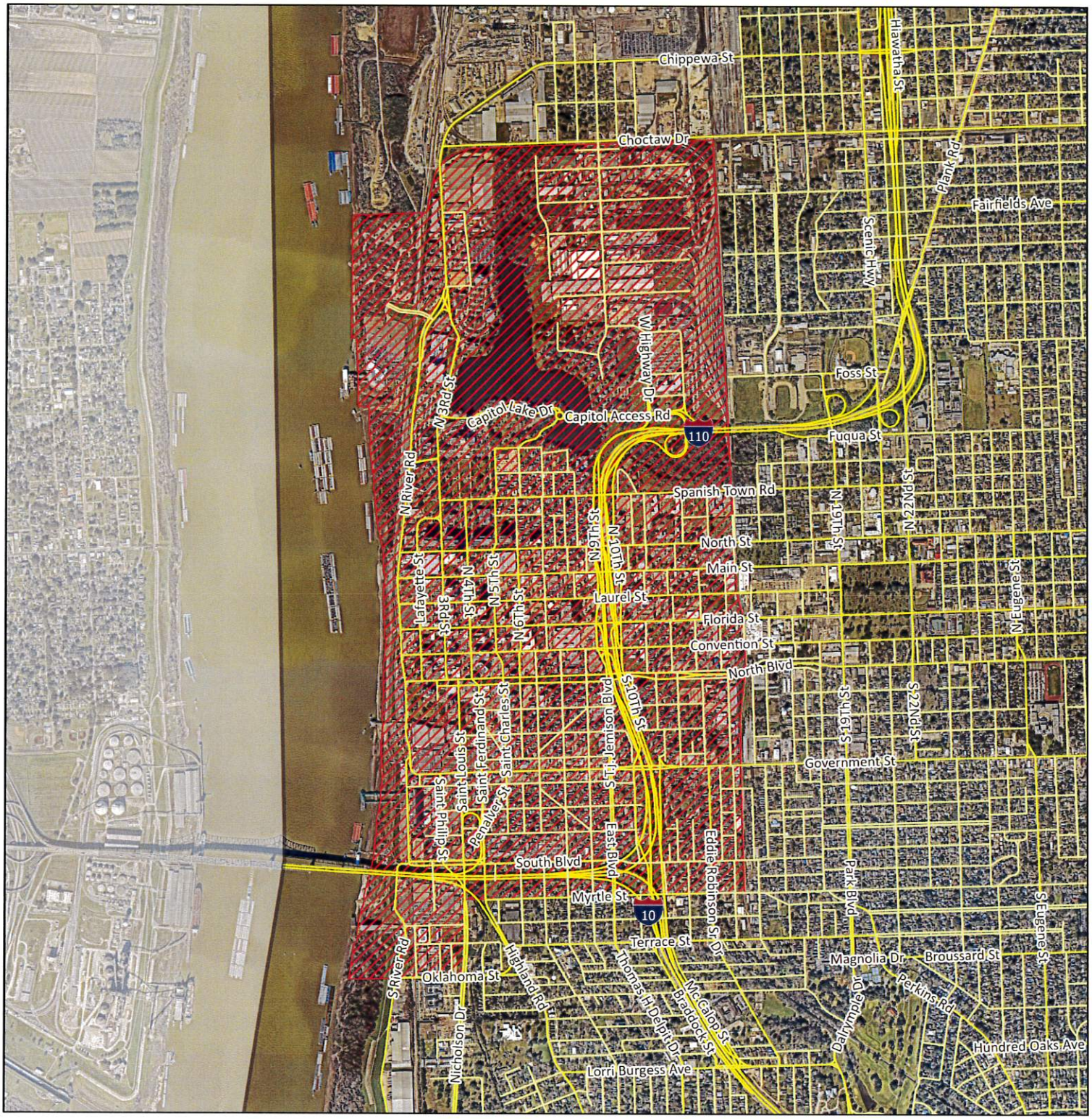
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CITY OF BATON ROUGE
PARISH OF EAST BATON ROUGE
PLANNING COMMISSION



Legend

Current Case



PA-2-26

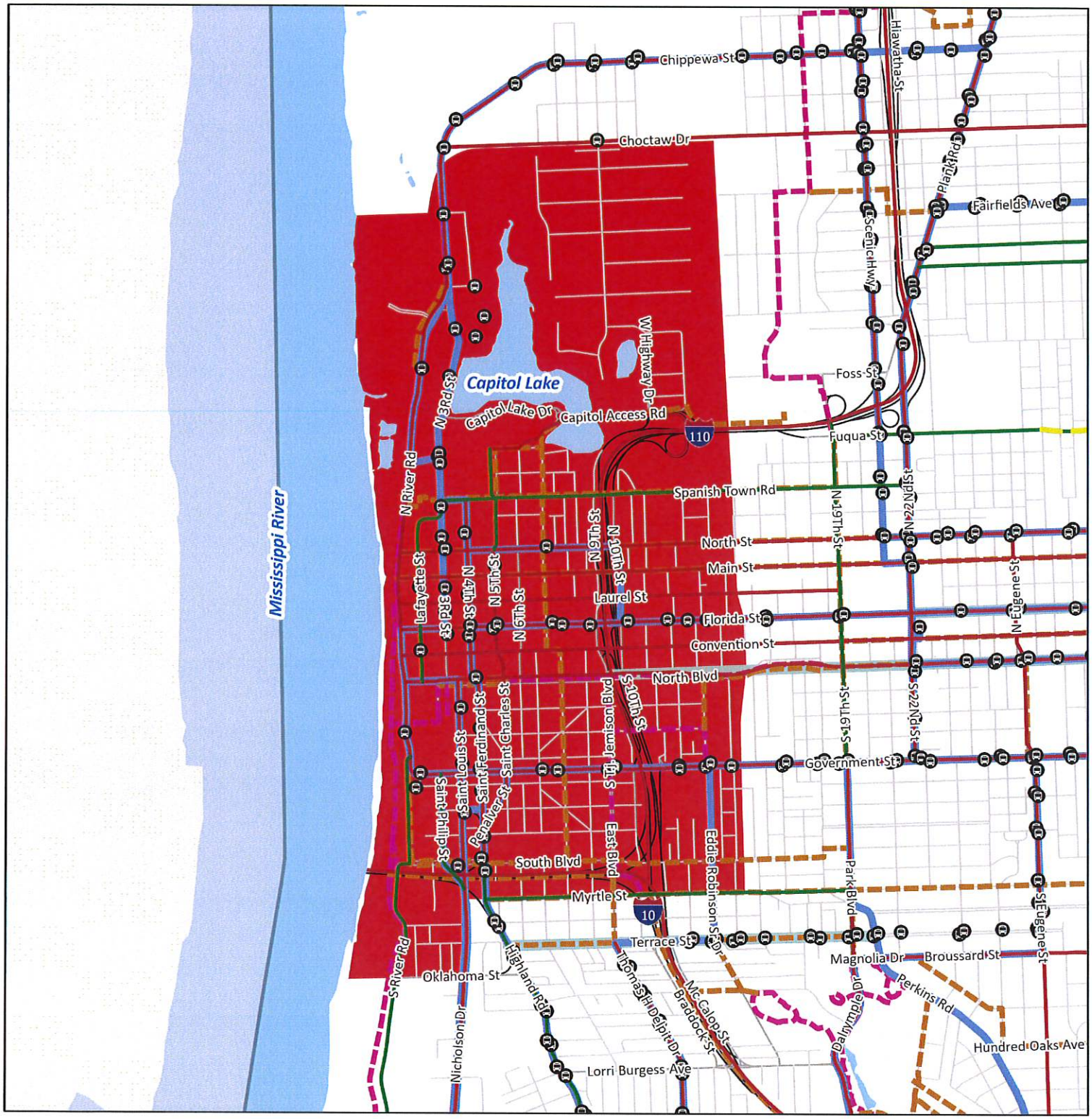
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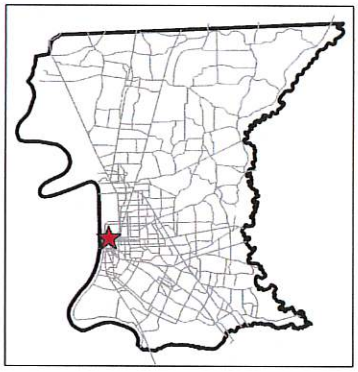
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CITY OF BATON ROUGE
PARISH OF EAST BATON ROUGE
PLANNING COMMISSION



Legend

- Current Case
- MoveBR Projects
- Major Street Plan Completed
- Major Street Plan Additional
- Major Street Plan Future
- Bike/Ped Existing
- Bike/Ped Proposed
- CATS/Tiger Trails
- Bus Stops



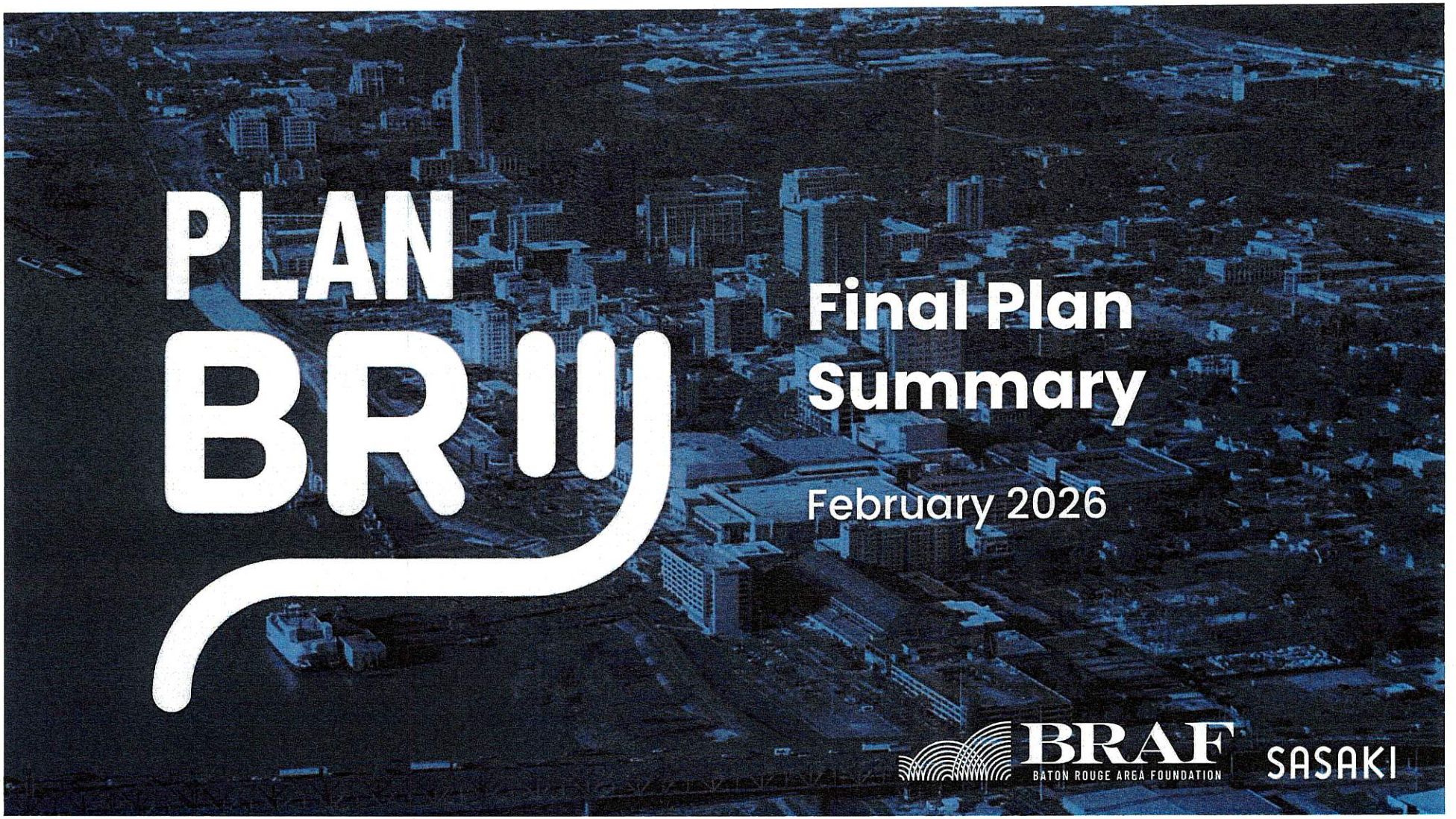
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CITY OF BATON ROUGE
PARISH OF EAST BATON ROUGE
PLANNING COMMISSION


PLAN
BRU
Final Plan
Summary
February 2026
BRAF
BATON ROUGE AREA FOUNDATION
SASAKI


PLAN
BR
An Enhanced and Connected Capitol Lake and Capitol Gardens
A Better Connected and More Legible Civic Spine
New Centers for Business and Innovation
More Complete and Enhanced Downtown Neighborhoods
Robust, Walkable Neighborhood Centers
New Riverfront Sports and Entertainment Destination
New River Access, Destinations, and Amenities
Re-envisioned River Center Complex
Vibrant and Infilled Mixed-use Corridors
New Academic Uses and Housing Downtown
Riverfront Housing and Activation
New Places to Gather and Celebrate

Shaping a Downtown Vision

Developing a downtown master plan for Baton Rouge begins with establishing a clear and shared vision for the future of the city's urban core. This vision is grounded in community values—reflecting local identity, aspirations, and priorities—and shaped through engagement with residents, stakeholders, and civic leaders. Together, these values and the plan vision articulate what downtown Baton Rouge should become and why it matters to the region.

From this foundation, the process advances by translating vision into a set of big ideas. These big ideas define the major themes and opportunities for downtown, such as strengthening its role as the heart of the region, enhancing livability, supporting economic vitality, and reconnecting the city to the Mississippi River. Each big idea provides a clear organizing framework that helps align public and private decision-making.

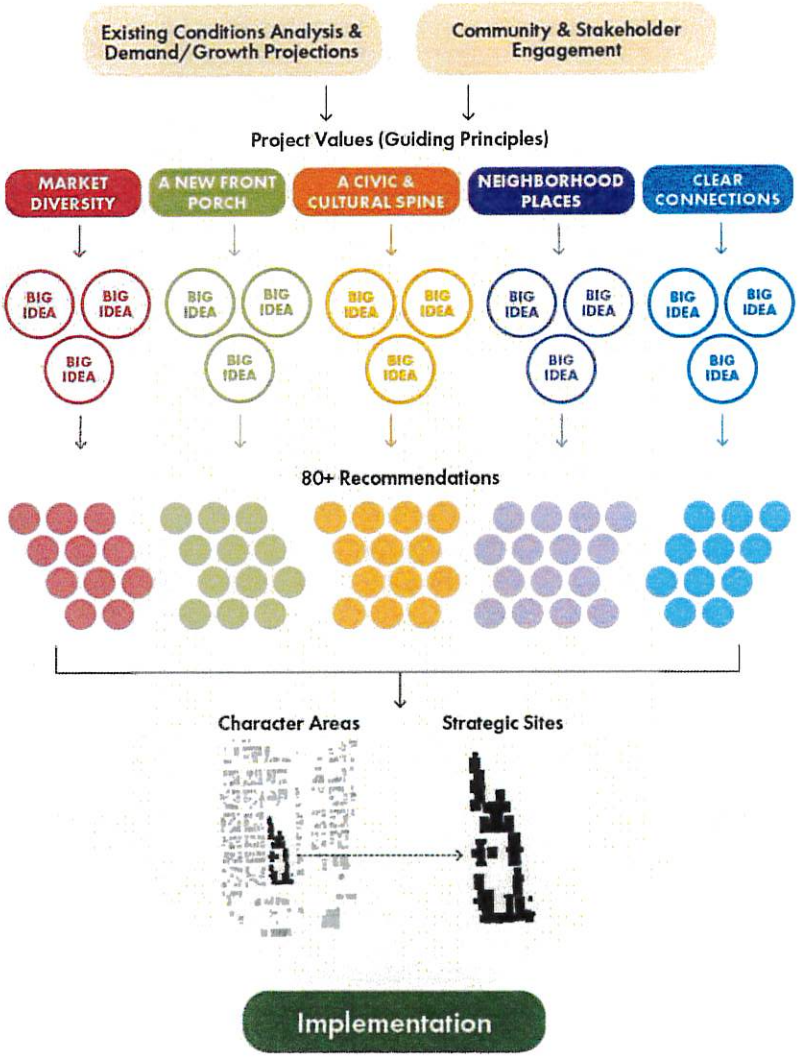
The big ideas are then refined into targeted recommendations that outline how change can occur. Recommendations address policy direction, physical improvements, partnerships, and programs needed to realize the vision. To ensure accountability and momentum, each recommendation is paired with specific action items—practical, implementable steps that identify responsibilities, sequencing, and potential funding approaches.

Finally, the plan is designed to be an implementation tool, not just a vision document. Continuous feedback loops allow lessons from implementation to inform future decisions, ensuring the downtown master plan remains relevant, actionable, and responsive as Baton Rouge evolves.

Chapter 02
Downtown Baton Rouge Today

Chapter 03
Plan Baton Rouge III Vision

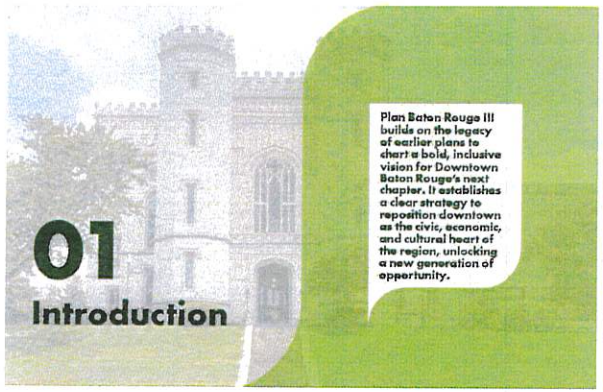
Chapter 04
Implementation Guidance




01
Introduction
Plan Baton Rouge III builds on the legacy of earlier plans to chart a bold, inclusive vision for Downtown
02
Downtown Baton Rouge Today
Plan Baton Rouge III is grounded in a comprehensive site analysis using six
03
Plan Baton Rouge III Vision
Plan Baton Rouge III envisions a future downtown that is bustling with energy,
04
Implementation Guidance
Implementing the vision of Plan Baton Rouge III requires a coordinated and strategic approach. This includes prioritizing actions, marshalling resources, and embarking on catalytic projects that spur increased investment and activation within downtown.

CHAPTER 1

Introduction





What is a Downtown Master Plan?

Why do a Downtown Master Plan?

In 2025, cities like Baton Rouge are benefitting enormously from focused and intentional master planning for their downtowns. Downtowns and city centers remain the primary places where civic identity, economic opportunity, and public life converge. A clear, shared vision is essential to guide investment, coordinate public and private action, and articulate what a city aspires to become amid rapid economic, technological, and demographic change. Downtown master plans establish this vision, defining how historic assets, public spaces, cultural institutions, and employment centers can work together to create a compelling and resilient urban core.

Downtowns also host the destinations that exist nowhere else in a region: state capitols, convention centers, museums, riverfronts, performing arts venues, and signature public spaces. Master planning ensures these assets are connected, visible, and supported by inviting streets, housing, and amenities that encourage residents and visitors to gather, linger, and return. In doing so, downtowns reinforce their role as shared civic living rooms and regional destinations.

From an economic development perspective, a strong downtown attracts employers, talent, visitors, and investment. It supports small businesses, anchors major institutions, and signals confidence to the private market. In an era when cities compete nationally for skilled workers, vibrant downtowns are also critical to combating brain drain. Young professionals and families increasingly seek walkable neighborhoods, authentic places, and opportunities for connection—qualities that are most effectively delivered in well-planned downtown environments.

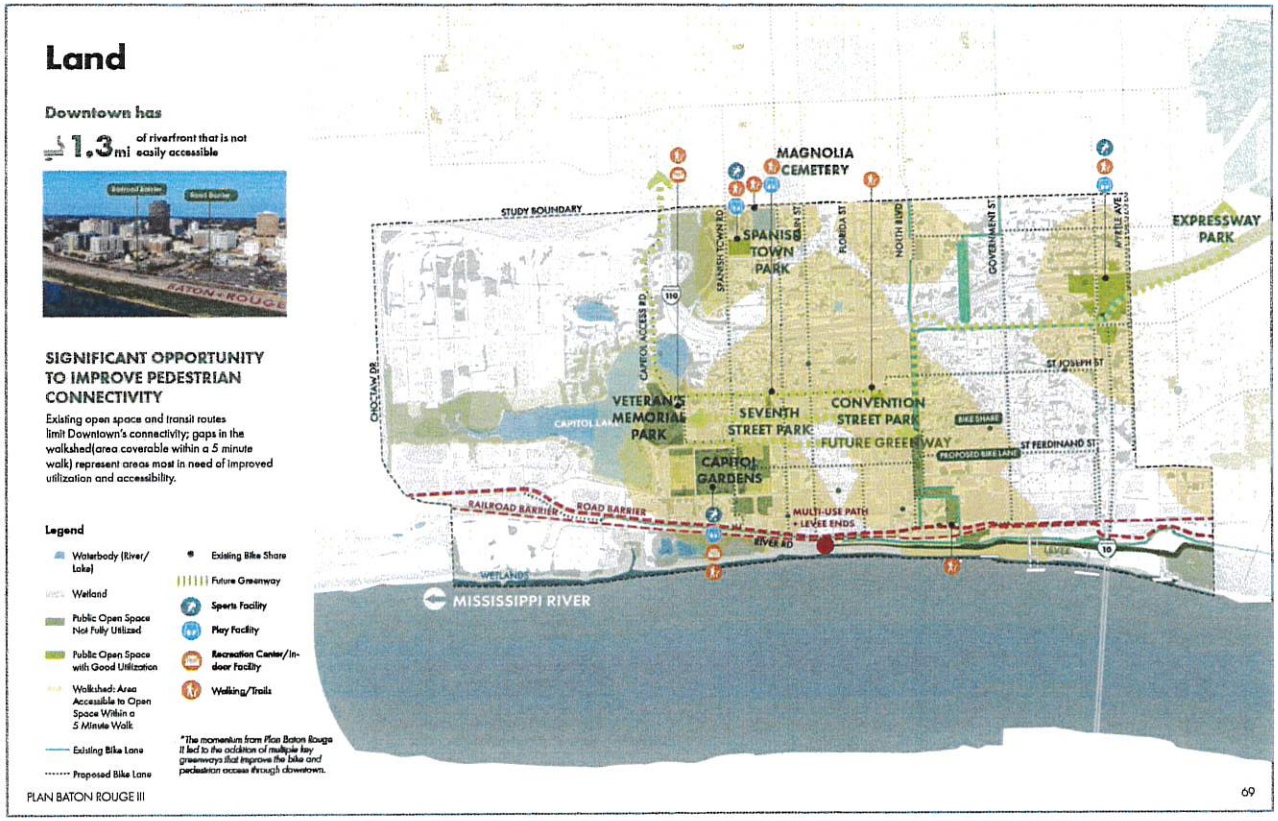
Successful master plans must balance aspiration with realism. They should be visionary enough to inspire action while remaining grounded in current market conditions, infrastructure capacity, and fiscal constraints. Plan Baton Rouge I and II demonstrated this balance, translating bold ideas into tangible outcomes such as revitalized public spaces, catalytic development projects, and renewed private investment. Plan Baton Rouge III builds on this legacy, providing clear, actionable guidance that responds to today's challenges while positioning downtown Baton Rouge for long-term success.

PLAN BATON ROUGE III

CHAPTER 2

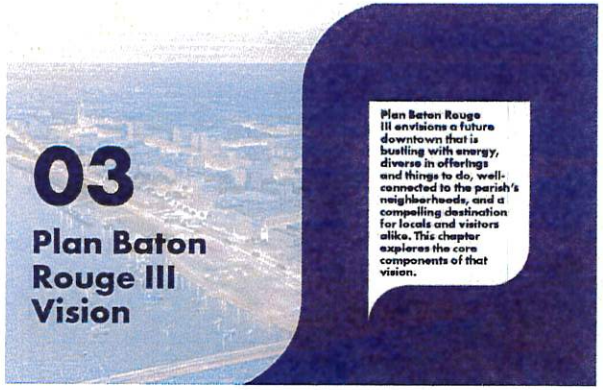
Downtown Baton Rouge Today





CHAPTER 3

Plan Baton Rouge III VIsion



03

Plan Baton Rouge III Vision

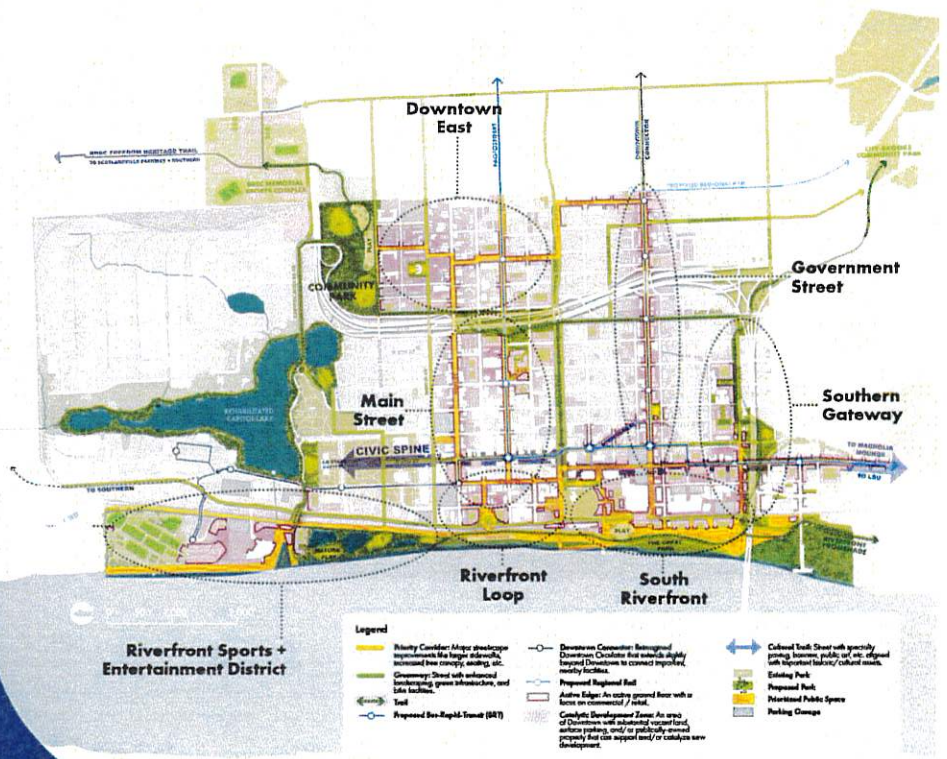
Plan Baton Rouge III envisions a future downtown that is bustling with energy, diverse in offerings and things to do, well-connected to the parish's neighborhoods, and a compelling destination for locals and visitors alike. This chapter explores the core components of that vision.

Character Areas

Downtown Baton Rouge's two and a quarter square miles includes layers of urban design and development shaped over centuries. While downtown generally refers to the area outlined in this plan on this spread, there is no one single downtown. Instead, downtown is a collection of neighborhoods, places, infrastructures, and features. Each neighborhood or sub-area of Downtown Baton Rouge offers a distinct character, defined by a distinctive mix of uses, development forms, height and densities, building vintages, vegetation profiles, and unique places and amenities.

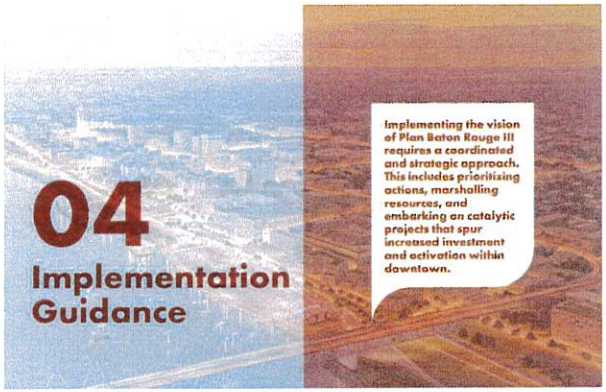
To better understand and develop unique solutions for these different components of downtown, the planning team identified, studied, and proposed frameworks and growth concepts for seven distinct character areas. Some of these character areas are well known already, with distinct identities, such as Downtown East, Main Street, and Government Street. Others are creations of the Plan Baton Rouge III process, bringing together pieces of identifiable areas and new signature projects to compose a memorable and distinctive urban place.

This plan proposes redevelopment, investment, and growth approaches, projects, and priorities for each of these seven character areas and depicts a potential future condition and identity for each. These schemes focus on progressing toward the goals of the Guiding Principles and delivering to Baton Rougeans the downtown they desire.



CHAPTER 4

Implementation Guidance



RECOMMENDATION

R-01

Establish a Riverfront Incentive Overlay District for active ground floors, density & public space

Establish a Riverfront Incentive Overlay District (RIOD) to guide redevelopment along the riverfront requiring active ground floors and public space dedication for river-adjacent development and offer density, height, financial incentives in exchange for public benefits. Establish a Riverfront TIF District.

RECOMMENDATION TYPE
Policy

POTENTIAL LEAD IMPLEMENTER
EBR City Parish , DDD

POTENTIAL PARTNERS
State of Louisiana, BREC, Port of Greater BR, USACE, Riverfront property owners

TARGET IMPLEMENTATION TIMEFRAME
Immediate (year 1)

BENEFITS

Establishing a Riverfront Incentive Overlay District ensures that future riverfront development contributes directly to public access, activation, and long-term stewardship. By pairing active ground-floor requirements with targeted incentives, streamlined permitting, and a dedicated TIF district, Baton Rouge can leverage private investment to deliver a continuous, vibrant, and economically productive riverfront while ensuring public benefit.

ACTION STEPS

A. Activation Phase (6–12 months)

1. Map the Riverfront Incentive Overlay District boundaries and identify priority parcels and redevelopment opportunity sites.
2. Define active ground-floor requirements (e.g., retail, food & beverage, community uses, lobbies with transparency).
3. Define public space requirements and eligible space types.
4. Coordinate early with property owners, Port, and USACE.
5. Initiate legal and financial feasibility analysis for a Riverfront TIF District.

B. Policy Development Phase (12–24 months)

1. Finalize incentive menu (density bonuses, tax abatements, parking reductions).
2. Draft Riverfront TIF District structure, boundaries, and eligible uses.
3. Develop streamlined joint permitting procedures for river-edge improvements.
4. Coordinate overlay standards with Riverfront Conservancy design guidelines.
5. Conduct public review, Planning Commission hearings, and adoption process.

C. Implementation Phase (24–48 months)

1. Apply overlay standards to new riverfront development proposals.
2. Administer incentives, public space dedications, and fee-in-lieu payments.
3. Deploy TIF revenues for riverwalk, plazas, lighting, and maintenance.
4. Monitor development activity, public access delivery, and outcomes.
5. Adjust overlay standards periodically to maintain market feasibility.

COST ESTIMATES & TIMELINE

Phase	Cost Estimate	Duration
Activation	$250,000–$450,000	6–12 months
Policy Development	$400,000–$700,000	12–24 months
Implementation	$300,000–$600,000	24–48 months (first 3 years)
Total	**$950k–$1.75M**	**2–3 years**

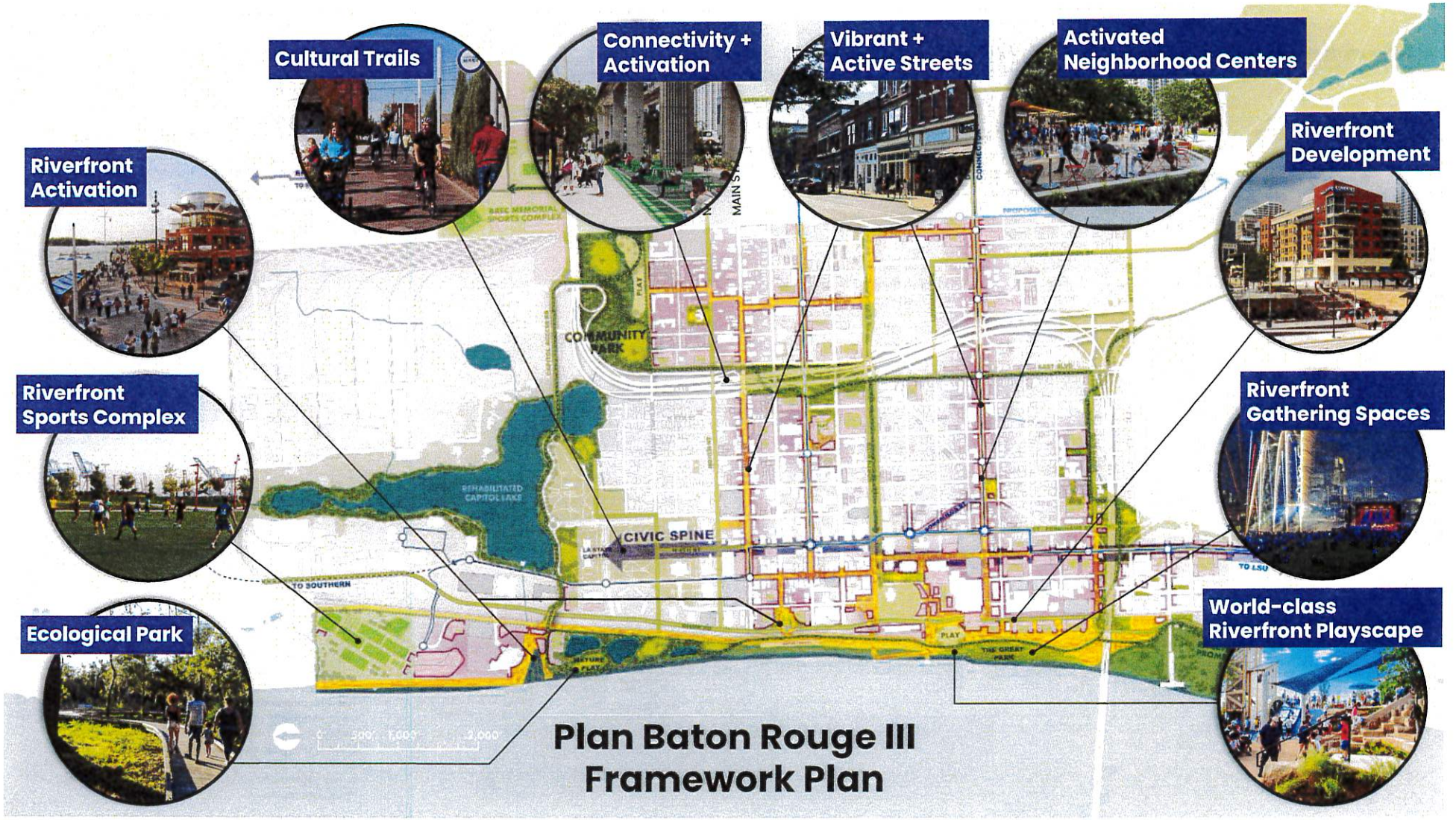
SUCCESS METRICS

Metric	Value	Driver
New Sales Tax Revenue	Indirect	Increased riverfront activity
New Property Tax Revenue	$5M–$15M (long term)	Higher density + land value
New/Enhanced Public Realm	5–15 acres (over time)	Public space dedication + TIF
Converted Space	Market-driven	Incentivized redevelopment
New Residential Units	500–1,500	Density bonuses
New Residents	750–2,000	Riverfront housing growth
New/Relocated Jobs	100–300	Construction + ground-floor uses
New Pedestrian Traffic	+200k–400k annual visits	Continuous activation
Riverfront Developed	1–2 miles	Incentivized frontage
Mobility Corridors Added	Project-dependent	Riverwalk + connectors

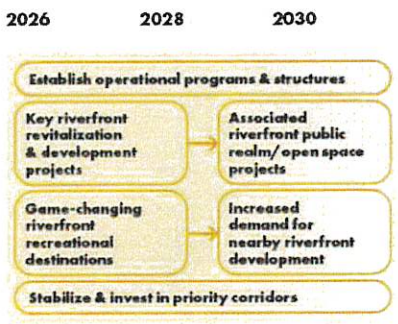
INSPIRATION PROJECT

Waterfront Overlay and Waterfront Park Conservancy – Louisville, KY
Louisville's riverfront demonstrates how incentive zoning, coordinated governance, and reinvestment tools can successfully guide private development while delivering continuous, publicly accessible riverfront spaces and sustained activation.




Cultural Trails
Connectivity + Activation
Vibrant + Active Streets
Activated Neighborhood Centers
Riverfront Activation
Riverfront Development
Riverfront Sports Complex
Riverfront Gathering Spaces
Ecological Park
World-class Riverfront Playscape
COMMUNITY PARK
CIVIC SPINE
REHABILITATED CAPITOL LAKE
TO SOUTHERN
TO LSU
MAIN ST
PLAY
0
500'
1,000'
2,000
Plan Baton Rouge III
Framework Plan

Phased Recommendations



Tier 1: Catalyze

Tier 1 recommendations are recommended for early investment and implementation. These recommendations address the goals and principles of Plan Baton Rouge III head on and their early implementation offers the opportunity to catalyze further investment and demand to realize other plan recommendations.



Tier 2: Grow

Tier 2 recommendations focus on ideas that grow downtown's populations, visitation, and offerings, including projects and programs that increase housing development, strengthening neighborhood centers and corridors, and developing new attractions that appeal to a variety of types of visitors.



Tier 3: Evolve

Tier 3 recommendations are those that call for transformation of corridors, nodes, neighborhoods, and other places throughout the downtown. These projects seek to evolve places to meet the needs of a modern downtown and become more viable following earlier implementation of catalytic and growth-oriented recommendations.

Tier 1: Catalyze

(APPROXIMATELY 0-5 YEARS)

Tier 1 recommendations are those projects that can be transformational to key pieces of the downtown experience, unlock further activation and investment, and are recommended for immediate- and short-term implementation.

These recommendations touch upon each of the five Guiding Principles and reflect both catalytic potential—projects that will energize downtown and spur more development, activation, and investment—and community priorities for the future of downtown.

Catalytic projects are grouped into six primary themes:

DOWNTOWN RIVERFRONT
Development and public realm projects that improve and activate the Mississippi Riverfront, bringing more people, events, and spending to the riverfront.

STUDENT HOUSING HUB
Projects that establish downtown as a center of student life, forging stronger connections between LSU, Southern, and Downtown Baton Rouge.

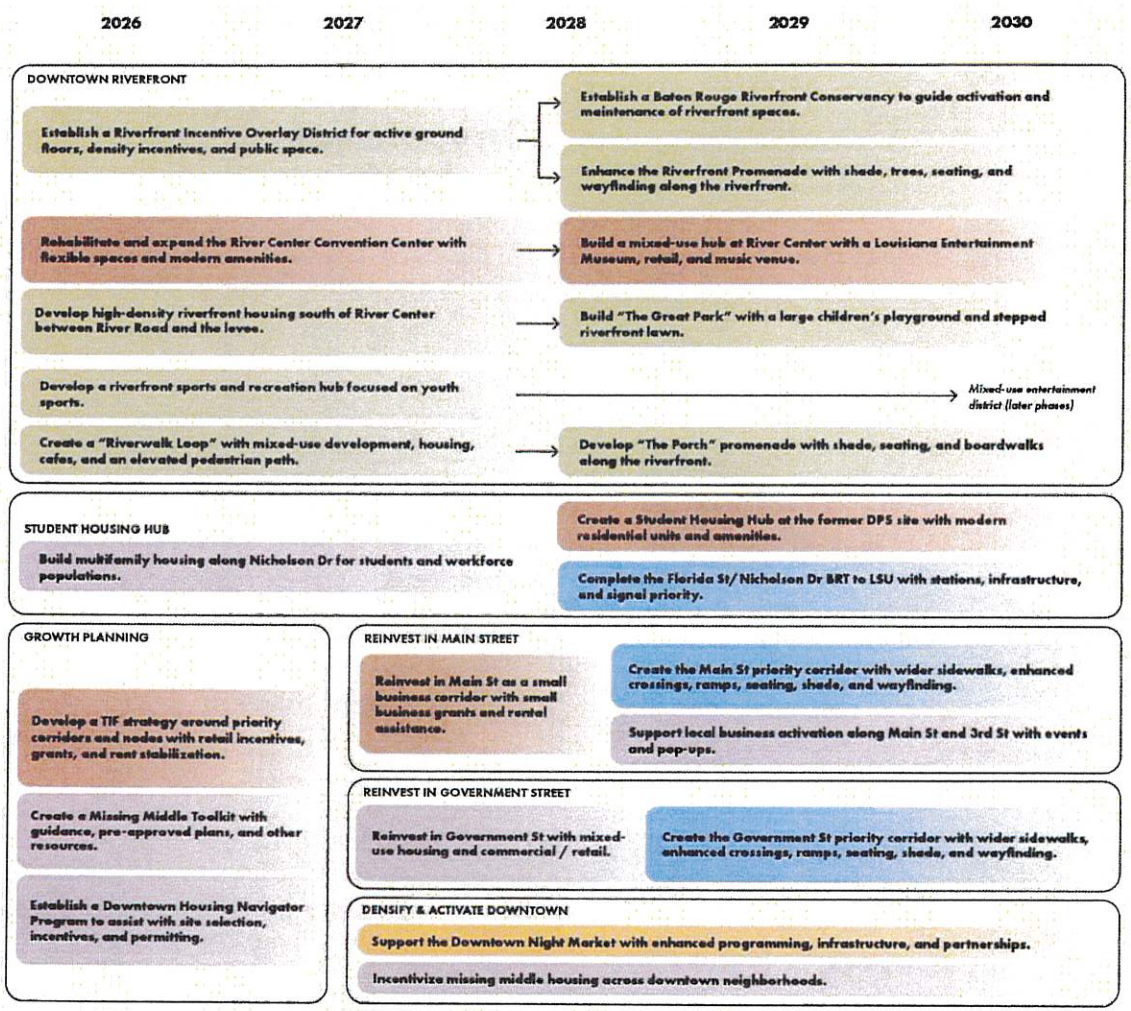
GROWTH PLANNING
Tools and programs that support the goals of growth and investment in downtown.

REINVEST IN MAIN STREET
Projects and programs that focus on re-establishing Main Street as a primary commercial corridor in downtown.

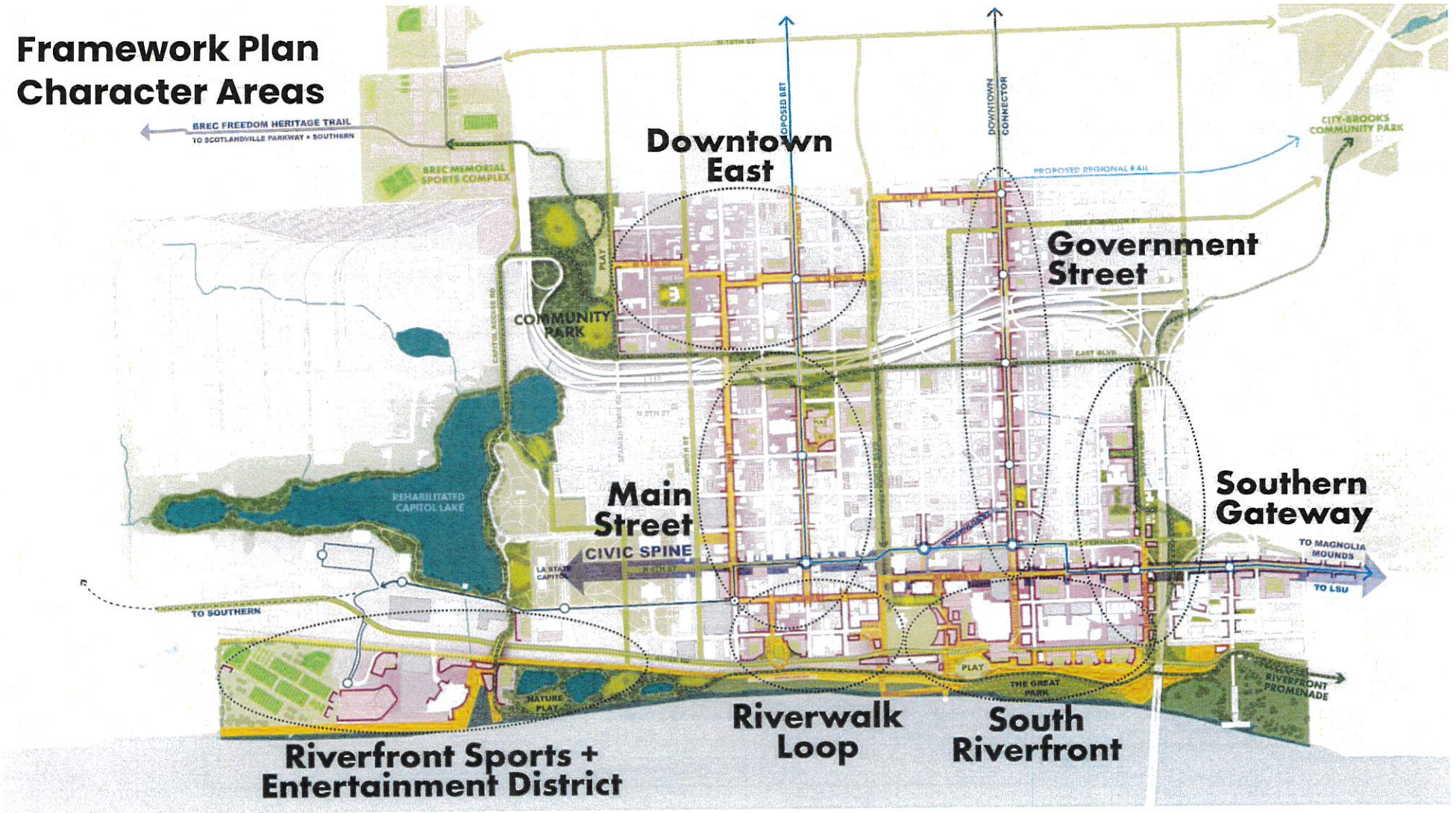
REINVEST IN GOVERNMENT STREET
Projects and programs that focus on revitalizing Government Street as a major connector and mixed-use corridor within downtown.

DENSIFY & ACTIVATION DOWNTOWN
Recommendations that focus on infill development and increased events and activities throughout downtown.

The following pages provide greater conceptual detail and potential paths to implementing these Catalytic recommendations. This includes high-level estimates on implementation timelines, action steps, and cost. These are for understanding scale and level of effort at the planning stage only. More refined and specific estimates should be generated before commencing project work on any recommendation.



Framework Plan Character Areas



Strategic Site Explorations

Plan Baton Rouge III presents a long-term vision for the future of downtown. Accordingly, some recommended projects will take shape in the short term while others will advance years or even decades later. To assist with organizing around immediate- and short-term opportunities, the planning team has identified five strategic sites for more advanced and detailed modeling. These sites were chosen as typical opportunity sites, representing a diversity of proposed program mixes and neighborhood types.

This section includes an exploration of potential paths to redeveloping these sites. These explorations are intended to serve as models for these sites in particular, but also sites throughout the downtown that share similar proposed programming, configurations, and opportunities for transformation in the near term.

For each of the five strategic site explorations, the planning team developed a proposed program mix, a conceptual project funding capital stack, an assessment of any anticipated funding gap, an analysis of various potential funding and implementation tools, and a collection of case studies that convey findings and lessons from similarly situated projects in similar contexts.



Sports + Entertainment Complex

Market Diversity

- M7 Targeted Downtown Development Assistance Team
- M8 Support DDD Development Toolkit

A New Front Porch

- R1 Riverfront Incentive Overlay District
- R2 Baton Rouge Riverfront Conservancy
- R3 Riverfront Promenade Enhancements
- R6 Riverfront Sports and Recreation Destination
- R9 Riverfront Entertainment Destination
- R10 Nature Play at Desoto Park
- R11 Pedestrian Bridge to Capitol Lake

Neighborhood Places

- N6 Downtown Activation Strategy

Civic + Cultural Spine

- C2 Move USS KIDD north next to Queen BR
- C5 Downtown Civic Spine
- C7 Support Live After 5 Series
- C8 Cultural Programming Funding
- C13 Remediate Capitol Lake
- C14 Activate Capitol Gardens
- C15 Downtown Wayfinding Ordinance

Clear Connections

- T5 Downtown Connector
- T16 River Rd Greenway
- T24 Unified Parking System
- T27 State Capitol to Block Step Neighborhood Community Park Greenway
- T30 N 4th St and St Ferdinand St Greenway



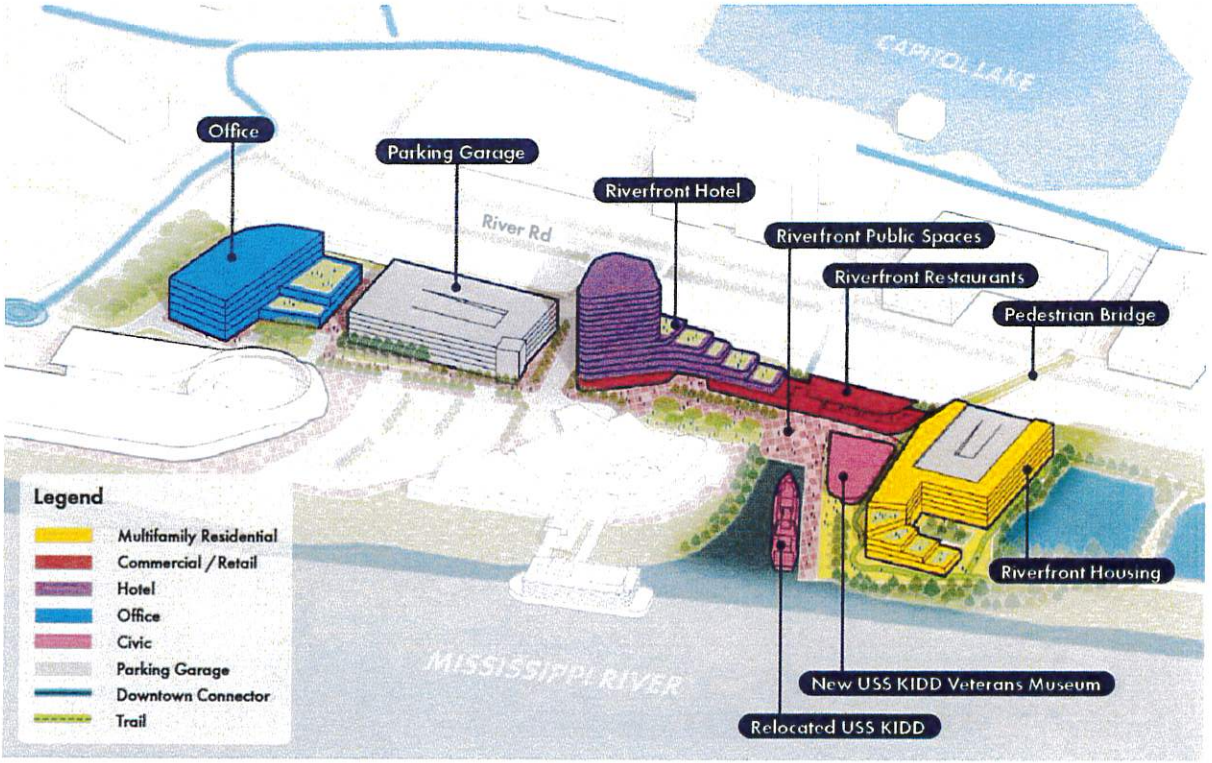
North Riverfront Site

Estimated Construction Cost

$302M – $367M

Conceptual Redevelopment Program

PROGRAM	UNITS/GFA
Residential (multifamily)	200 units
Hotel	250-300 units
Retail	35,000 SF
Parking (structured)	250 residential stalls; 900-1,000 public stalls
Net Developable Area	**230,000 SF**
Park Space/Plaza	7.25 acres
Pedestrian Bridge	600 linear feet




North Riverfront Site

Riverfront Loop

Market Diversity

- M5 TIF Strategy
- M6 Main St Small Business Corridor
- M7 Targeted Downtown Development Assistance Team
- M8 Support DDD Development Toolkit
- M12 Downtown Business Accelerator Program

A New Front Porch

- R1 Riverfront Incentive Overlay District
- R2 Baton Rouge Riverfront Conservancy
- R3 Riverfront Promenade Enhancements
- R7 Riverfront Loop
- R8 The Porch

Neighborhood Places

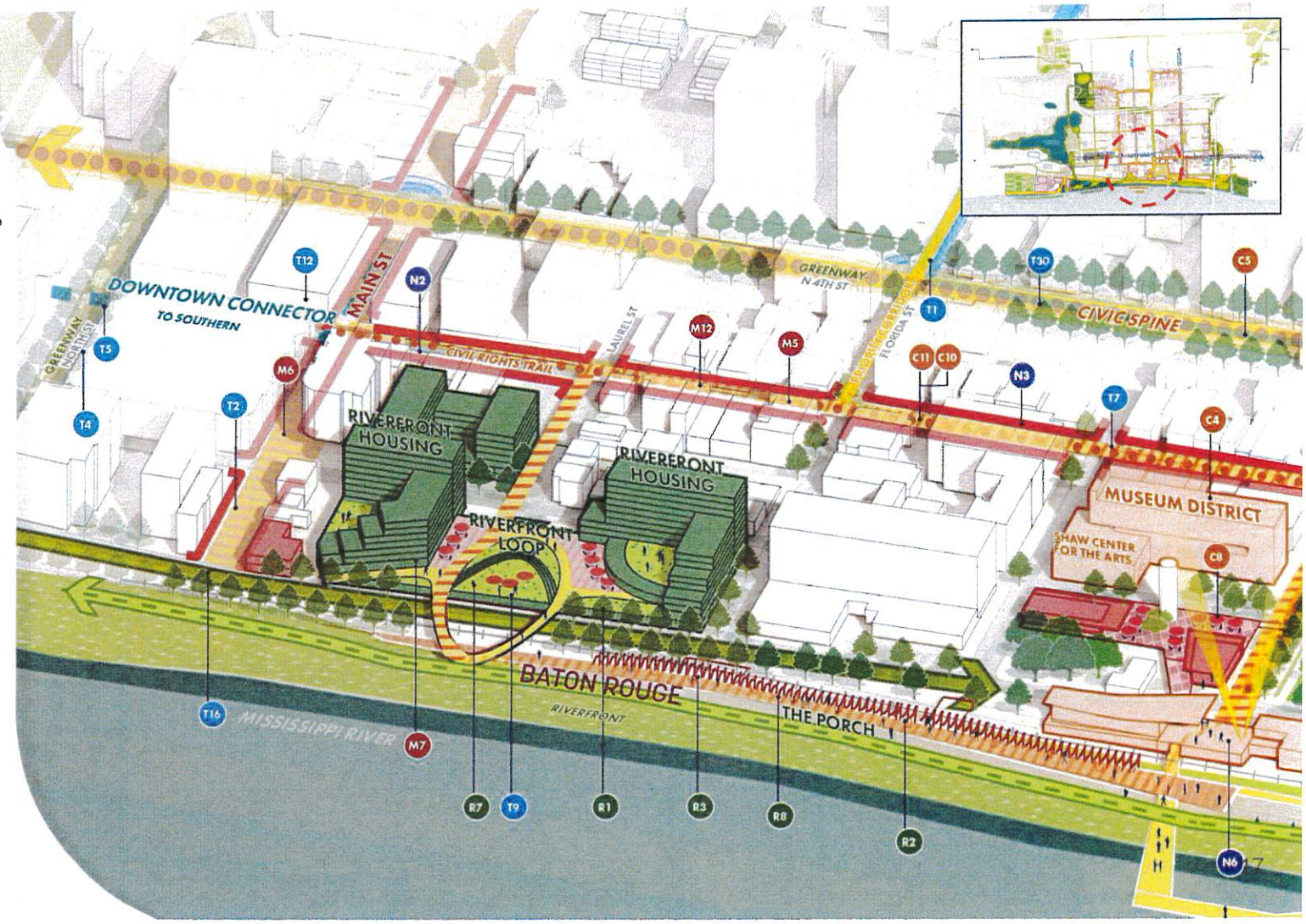
- N2 Downtown Housing Navigator Program
- N3 Local Business Activation
- N6 Downtown Activation Strategy

Civic + Cultural Spine

- C4 Downtown Museum District
- C5 Downtown Civic Spine
- C6 Cultural Programming Funding
- C10 Support Civil Rights Trail
- C11 Support Historic and Cultural Storytelling
- C18 Downtown Wayfinding Ordinance

Clear Connections

- T1 Florida St / Nicholson Dr BRT
- T2 Main St Priority Corridor
- T4 One-way to Two-way Street Conversions
- T5 Downtown Connector
- T7 N 3rd St Priority Corridor
- T9 Remove Laurel St Segment
- T16 River Rd Greenway
- T30 N 4th St and St Ferdinand St Greenway
- T31 North St Greenway



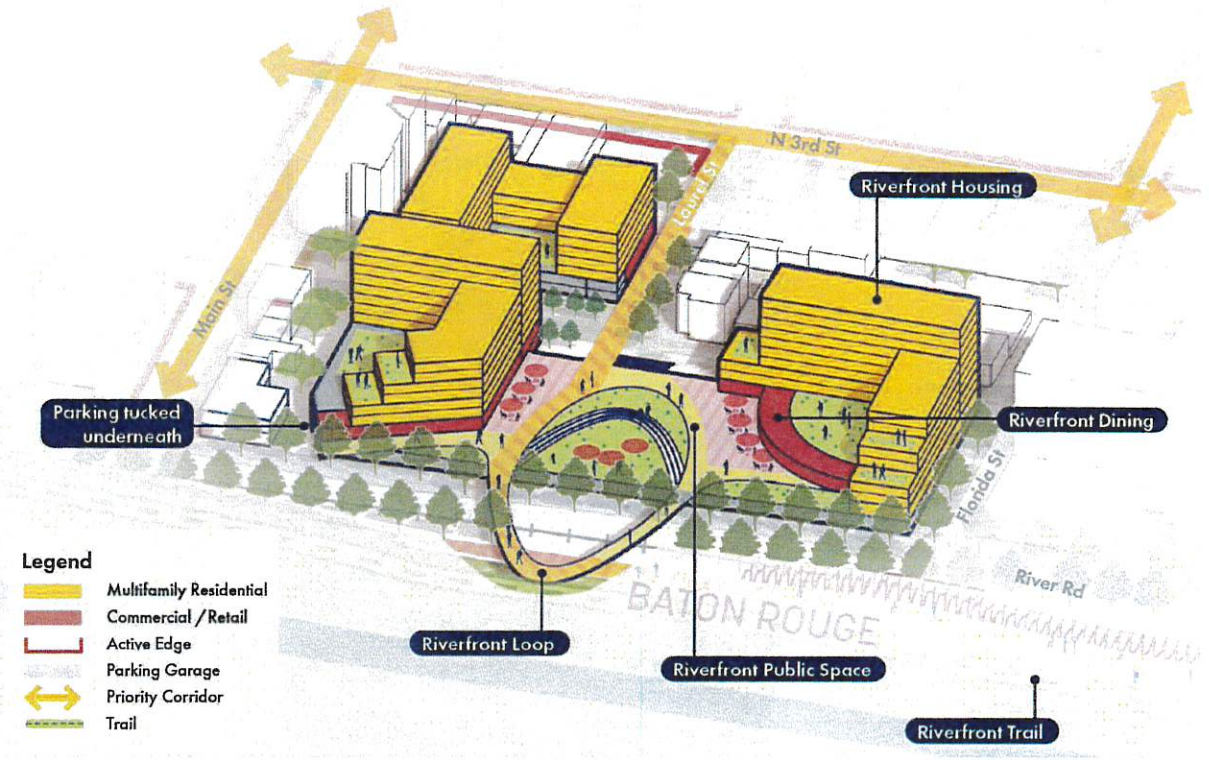
Laurel Street Site

Estimated Construction Cost

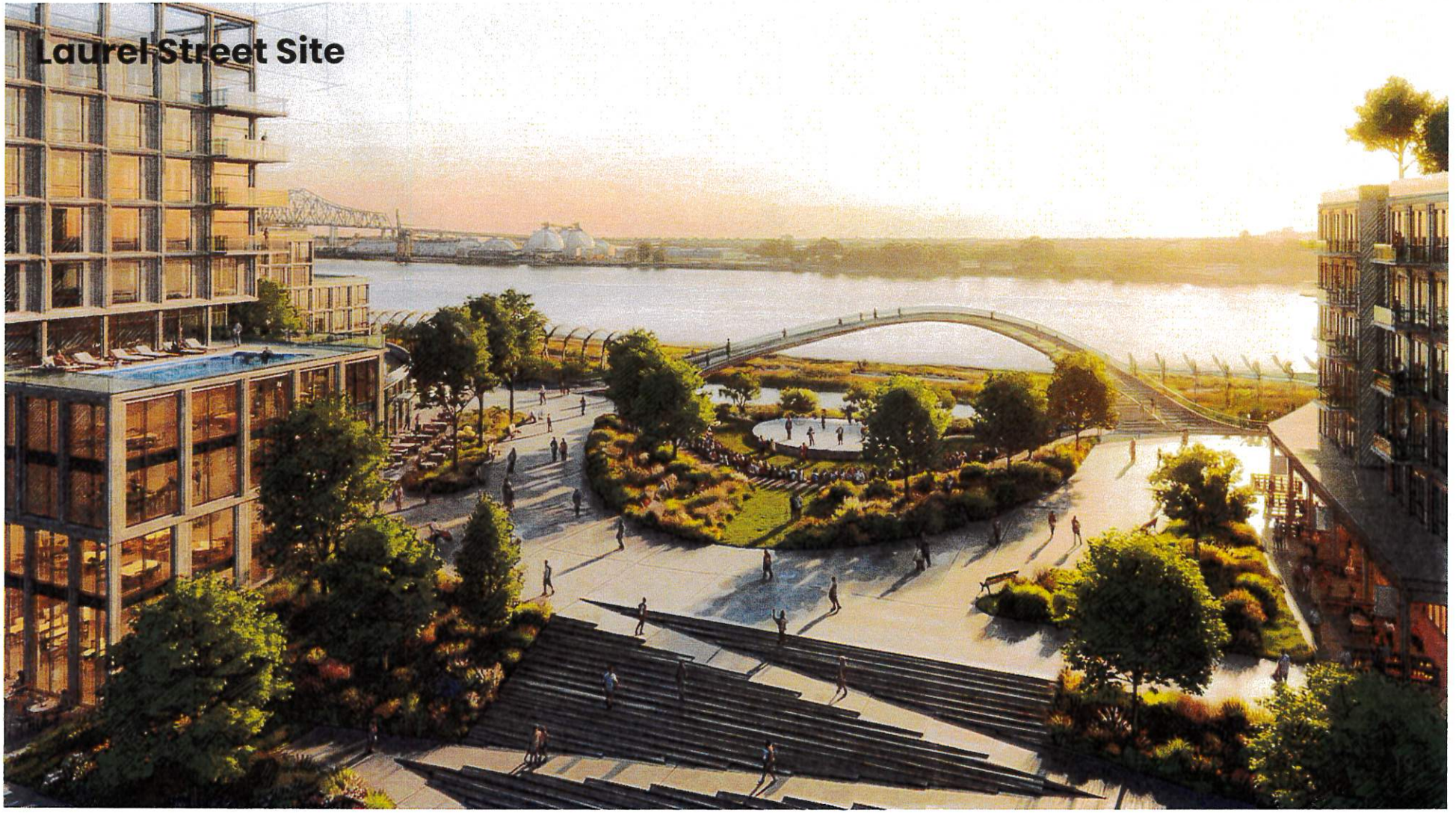
$180M – $200M

Conceptual Redevelopment Program

PROGRAM	UNITS/GFA
Residential (multifamily)	400-450 units
Retail	20,000 SF
Parking (structured)	500 stalls
Net Developable Area	**5.25 acres**
Park Space/Plaza (elevated)	1 acre
Pedestrian Bridge	480 linear feet



Laurel Street Site



South Riverfront

Market Diversity

- M1 River Center Convention Center Expansion
- M2 River Center Mixed-Use Entertainment Hub
- M3 TIF Strategy
- M7 Targeted Downtown Development Assistance Team
- M8 Support DDD Development Toolkit

A New Front Porch

- R1 Riverfront Incentive Overlay District
- R2 Baton Rouge Riverfront Conservancy
- R3 Riverfront Promenade Enhancements
- R4 High Density Riverfront Housing
- R5 The Great Park
- R6 The Porch

Neighborhood Places

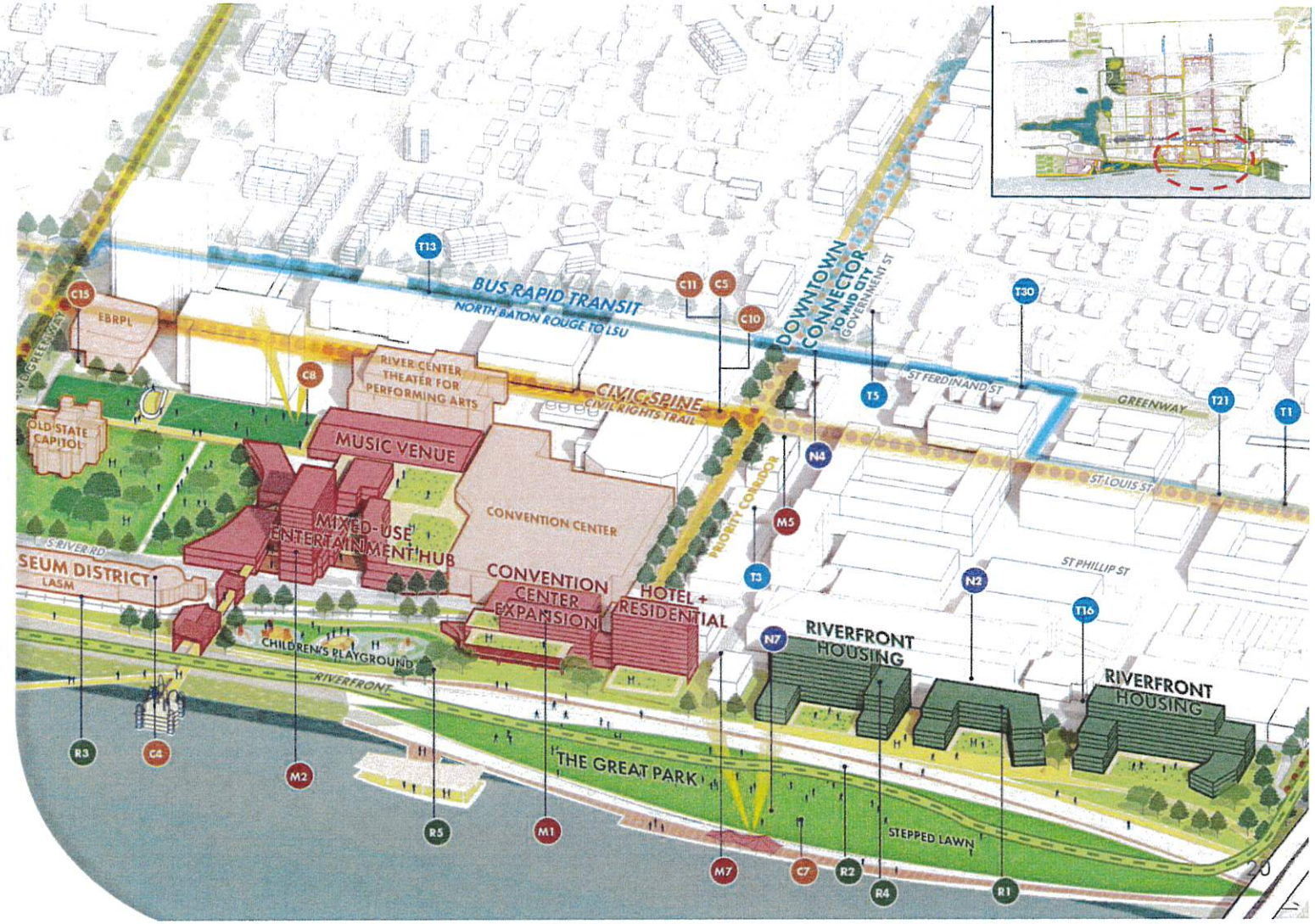
- N2 Downtown Housing Navigator
- N4 Government St Mixed Use Housing Corridor
- N6 Downtown Activation Strategy

Civic + Cultural Spine

- C5 Downtown Civic Spine
- C6 Downtown Museum District
- C7 Support Live After 5 Series
- C8 Cultural Programming Funding
- C9 Downtown Wayfinding Ordinance
- C11 Support Historic and Cultural Storytelling
- C10 Support the Civil Rights Trail

Clear Connections

- T1 Florida St / Nicholson Dr BRT
- T3 Government St Priority Corridor
- T5 Downtown Connector
- T7 N 3rd St Priority Corridor
- T13 Downtown Transit Hub
- T16 River Rd Greenway
- T21 St Louis St to Nicholson Dr Priority Corridor
- T30 N 4th St and St Ferdinand St Greenway



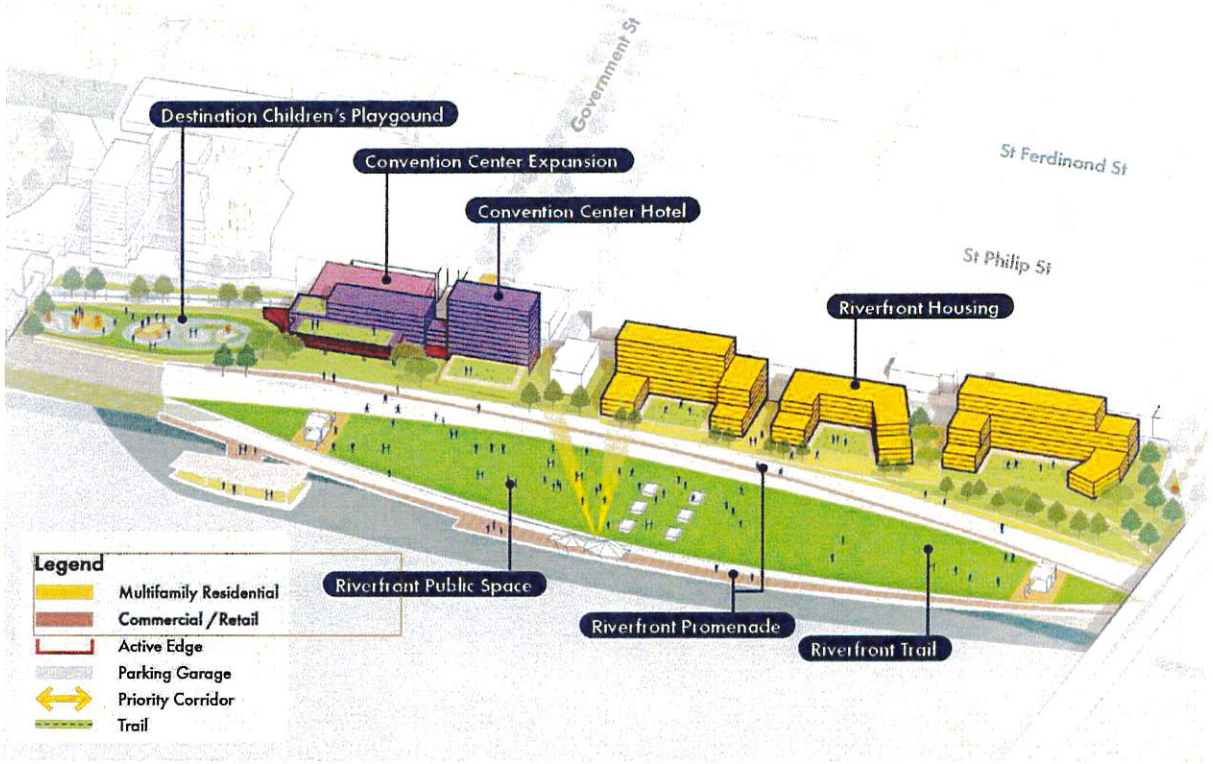
South Riverfront Site

Estimated Construction Cost

$430M – $510M

Conceptual Redevelopment Program

PROGRAM	UNITS/GFA
Residential (multifamily)	450-500 units
Hotel	300-350 keys
Retail	20,000 SF
Convention Center (expansion)	100,000 SF
Parking (structured)	300 stalls
Net Developable Area	5 acres
Park Space/Plaza	19 acres



South Riverfront Site



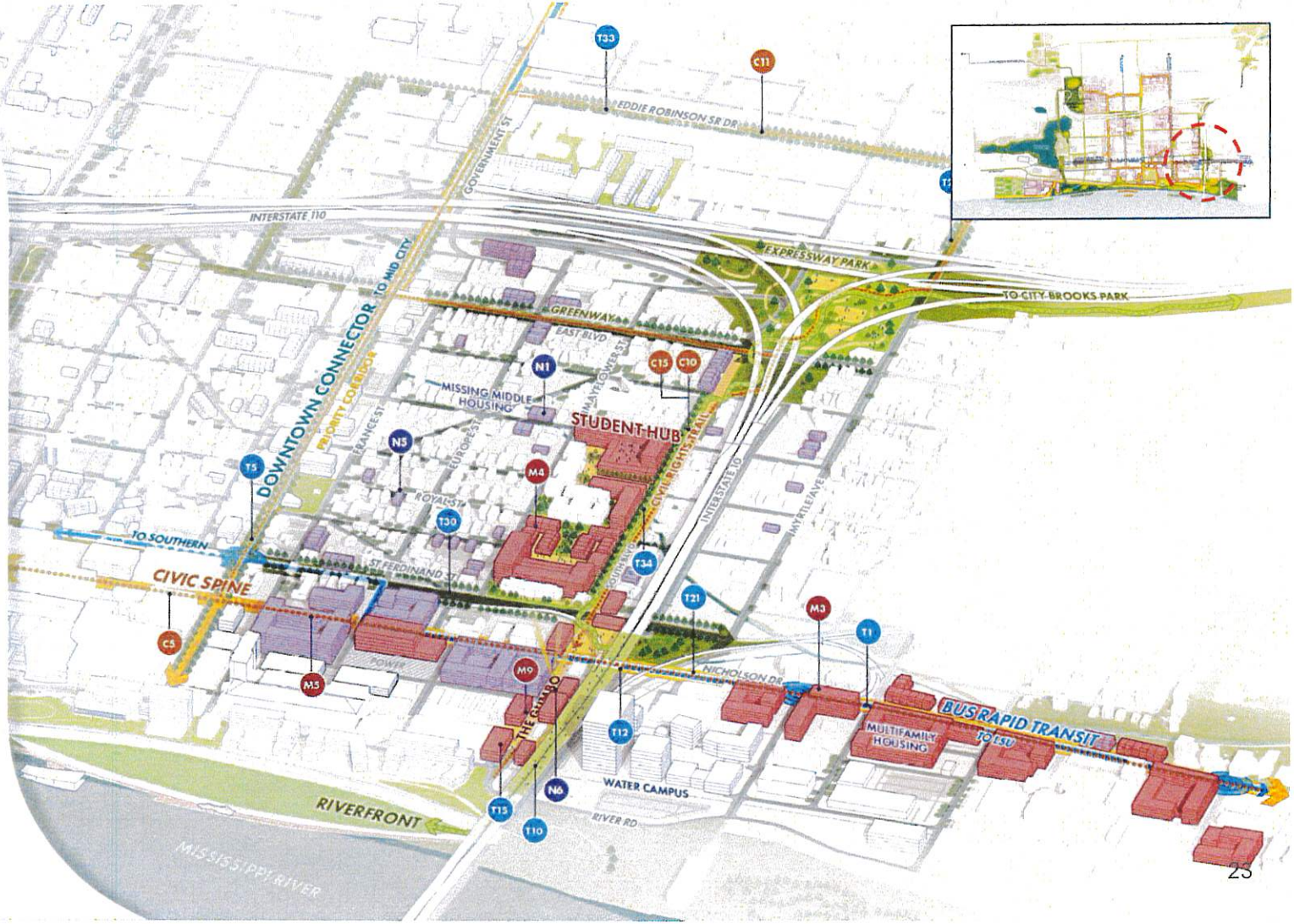
Southern Gateway

Market Diversity
- M4 Student Housing Hub
- M5 TIF Strategy
- M6 Support DDD Development Toolkit
- M7 The GUMBO
- M3 Nicholson Dr Housing

Neighborhood Places
- N1 Missing Middle Housing Toolkit
- N5 Missing Middle Housing Incentives
- N6 Downtown Activation Strategy

Civic + Cultural Spine
- C5 Downtown Baton Rouge Civic Spine
- C6 Civil Rights Trail
- C11 Historic and Cultural Storytelling
- C12 Louisiana Black History Hall of Fame Museum and Culture Center
- C13 Downtown Wayfinding Ordinance

Clear Connections
- T1 Florida St / Nicholson Dr BRT
- T5 Downtown Connector
- T10 Programming Under Interstates
- T12 Nicholson Dr Gateway
- T15 South Blvd Road Diet
- T21 St Louis St to Nicholson Dr Priority Corridor
- T29 Myrtle Ave Greenway
- T30 N 4th St and Ferdinand St Greenway
- T33 Eddie Robinson Sr Dr Greenway
- T34 South Blvd Greenway



South Boulevard Site

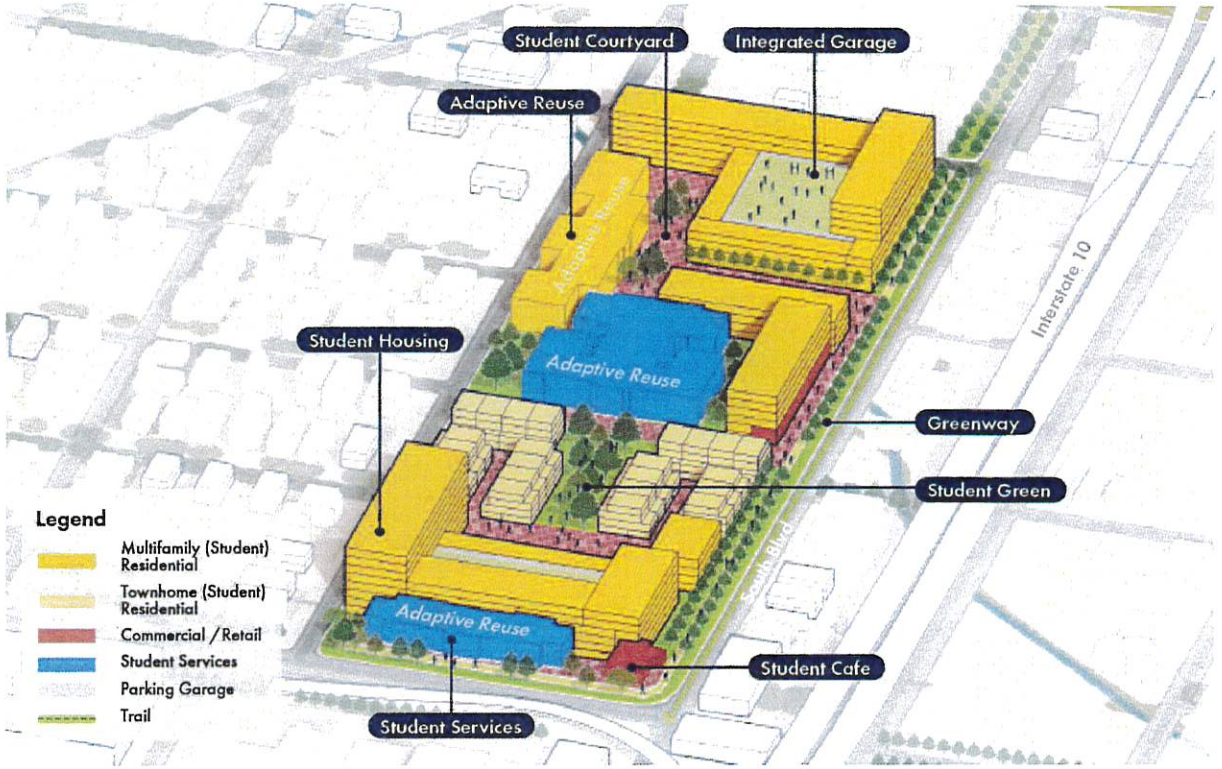
Estimated Construction Cost

$308M – $377M

Conceptual Redevelopment Program

PROGRAM	UNITS/GFA
Residential (townhomes)	35-40 units
Residential (multifamily)	800-900 units
Retail	10,000 SF
Academic	46,300 SF
Parking (structured)	400-500 stalls
Net Developable Area	370,260 SF

Horizontal Development	2.5 acres




South Boulevard Site
LSU

Government Street

Market Diversity

- M1 TIF Strategy
- M7 Downtown Development Assistance Team
- Health and Wellness Hub

Neighborhood Places

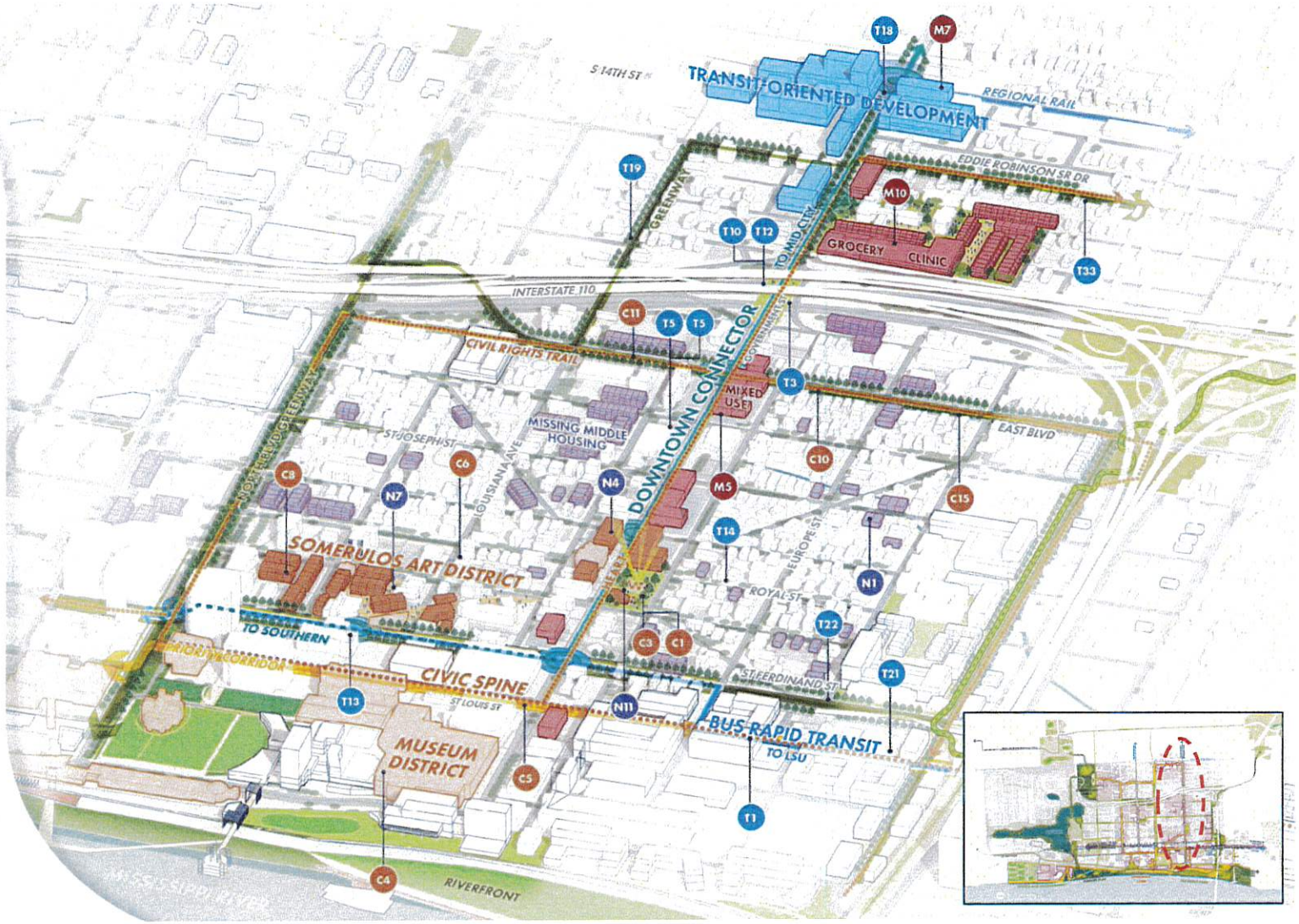
- N1 Missing Middle Housing Toolkit
- N4 Government St Mixed Use Housing Corridor
- N6 Downtown Activation Strategy
- N7 Downtown Neighborhood Programming

Civic + Cultural Spine

- C1 Support the Downtown Night Market
- C2 Beauregard Town Heart
- C4 Downtown Museum District
- C5 Downtown Baton Rouge Civic Spine
- C6 Somerulos Art District
- C8 Cultural Programming Funding
- C10 Civil Rights Trail
- C11 Historic and Cultural Storytelling
- C15 Downtown Wayfinding Ordinance

Clear Connections

- T1 Florida St / Nicholson Dr BRT
- T2 Government St Priority Corridor
- T5 Downtown Connector
- T10 Programming Under Interstates
- T12 Government St Gateway
- T13 Downtown Transit Hub
- T14 Complete Streets Improvements
- T18 S 14th St Priority Corridor
- T19 Louisiana Ave Greenway
- T21 St Louis St to Nicholson Dr Priority Corridor
- T22 Unified Curb Management System
- T30 N 4th St and Ferdinand St Greenway
- T33 Eddie Robinson Sr Dr Greenway



Government Street Neighborhood Hub



Main Street

Market Diversity

- M11 LSU Innovation Park
- M6 Main St Small Businesss Corridor
- M12 Downtown Business Accelerator Program
- M5 TIF Strategy

Neighborhood Places

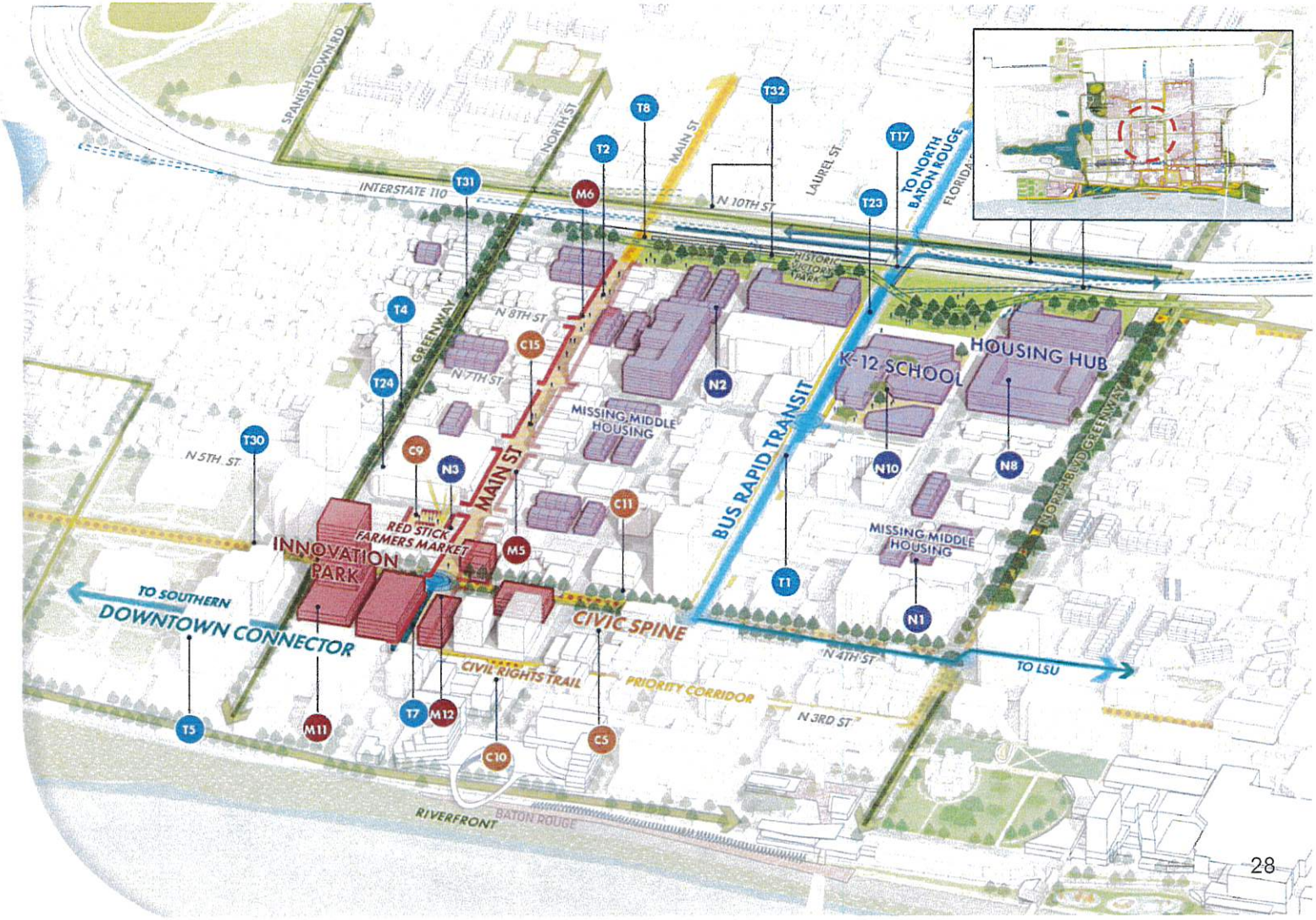
- N1 Missing Middle Housing Toolkit
- N2 Downtown Housing Navigator Program
- N3 Local Business Activation
- N8 Old Post Office Site Housing Hub
- N10 Old Post Office K-12 School

Civic + Cultural Spine

- C5 Downtown Baton Rouge Civic Spine
- C9 Support the Red Sticks Farmers Market
- C10 Historic and Cultural Storytelling
- C11 Downtown Wayfinding Ordinance
- C13 Civil Rights Trail

Clear Connections

- T1 Florida St / Nicholson Dr BRT
- T2 Main St Priority Corridor
- T4 One-way to Two-way Street Conversions
- T5 Downtown Connector
- T7 N 3rd St Priority Corridor
- T8 Main St Gateway
- T10 Programming Under Interstates
- T17 N 10th St Downtown Greenway
- T23 Florida St Gateway
- T24 Unified Parking System
- T25 Remove Select On-Off Ramps
- T30 Florida St Priority Corridor
- T31 N 4th St and Ferdinand St Greenway
- T32 North St Downtown Greenway



Downtown East

Market Diversity

- M6 Main St Small Businesss Corridor
- M8 Support DDD Development Toolkit
- M5 TIF Strategy

Neighborhood Places

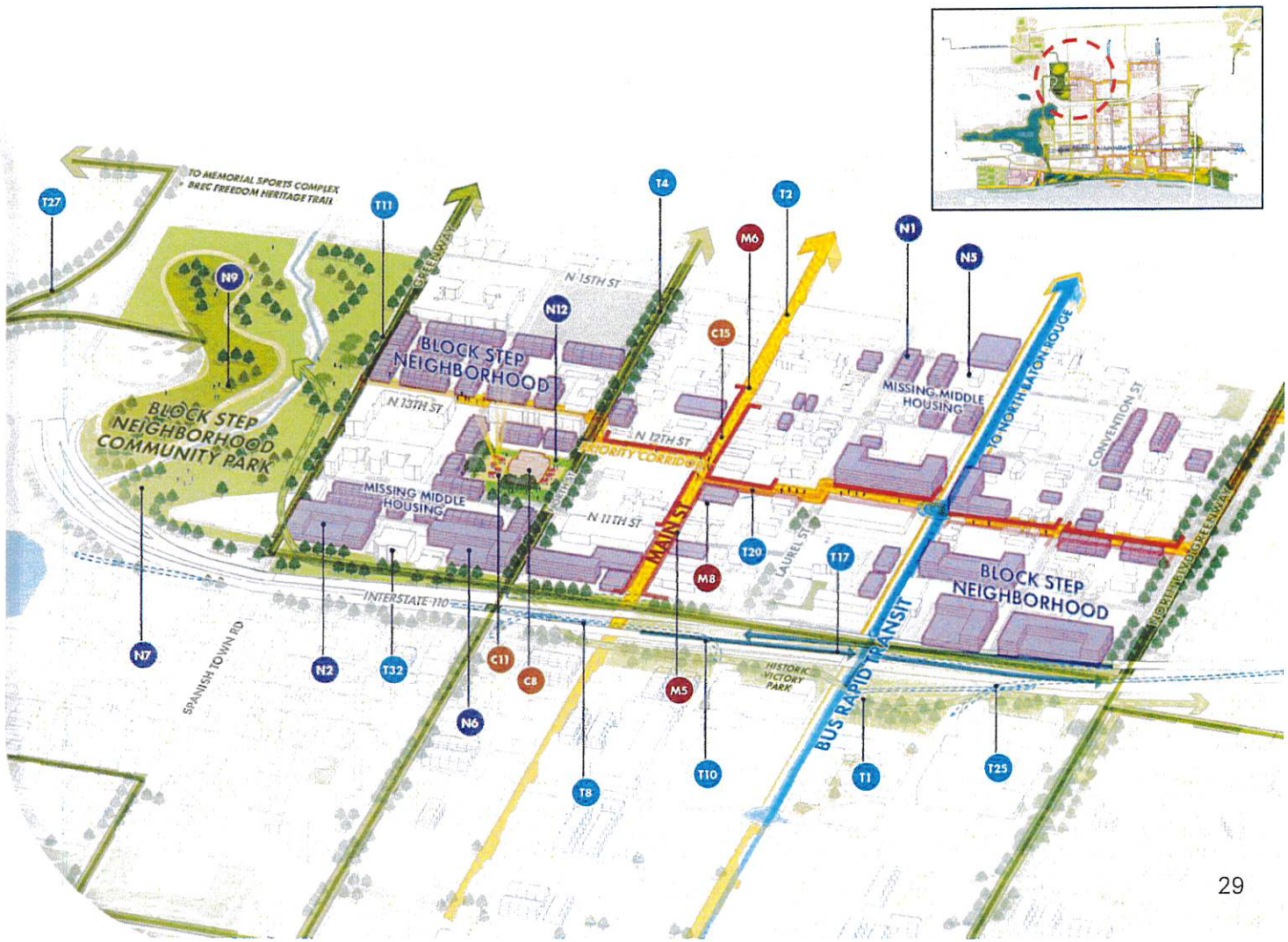
- N1 Missing Middle Housing Toolkit
- N2 Downtown Housing Navigator Program
- N5 Missing Middle Housing Incentives
- N6 Downtown Activation Strategy
- N7 Downtown Neighborhood Programming
- N9 Block Step Neighborhood Housing
- N11 Block Step Neighborhood Community Park

Civic + Cultural Spine

- C8 Cultural Programming Funding
- C11 Historic and Cultural Storytelling
- C15 Downtown Wayfinding Ordinance

Clear Connections

- T1 Florida St / Nicholson Dr BRT
- T2 Main St Priority Corridor
- T4 One-way to Two-way Street Conversions
- T8 Main St Gateway
- T10 Programming Under Interstates
- T11 Spanish Town Rd Greenway
- T17 Florida St Gateway
- T20 Block Step Neighborhood Priority Corridor
- T23 Florida St Priority Corridor



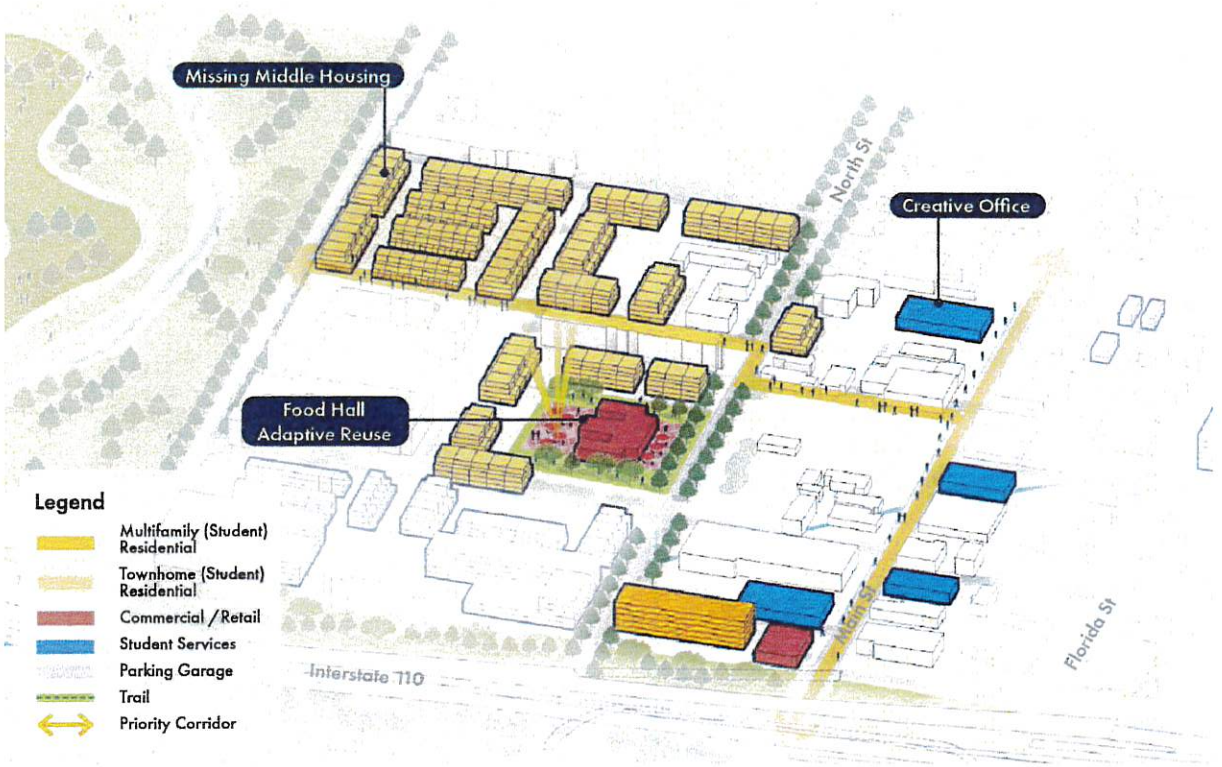
Downtown East Housing Site

Estimated Construction Cost

$170M – $210M

Conceptual Redevelopment Program

PROGRAM	UNITS/GFA
Residential (townhomes)	180 units
Residential (multifamily)	175-200 units
Retail	15,000 SF*
Office (creative)	35,000 SF
Parking (structured)	250 parking stalls
Net Developable Area	**500,000 SF****
Park Space/Plaza	1 acre




Downtown East Site


PLAN BRU
An Enhanced and Connected Capitol Lake and Capitol Gardens
A Better Connected and More Legible Civic Spine
New Centers for Business and Innovation
More Complete and Enhanced Downtown Neighborhoods
Robust, Walkable Neighborhood Centers
Vibrant and Infilled Mixed-use Corridors
New Academic Uses and Housing Downtown
New Riverfront Sports and Entertainment Destination
New River Access, Destinations, and Amenities
A Re-envisioned River Center Complex
Riverfront Housing and Activation
New Places to Gather and Celebrate