

PLAN BATON ROUGE

THE FIRST RETAIL BLOCK ON THIRD STREET



LINER BUILDING MASKING THE CENTROPLEX



TYPICAL LINER BUILDING ON THIRD STREET



THE PLAZA ON LAUREL STREET



SQUARE AT THE CENTROPLEX



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EXECUTIVE SUMMARY

For one week, starting June 26, 1998, hundreds of residents of Baton Rouge, came out - not to stop a highway, not to stop a high-rise. They came to participate in a planning charrette devoted to the future of Downtown. *Plan Baton Rouge* is the product of that effort and of the months of hard work examining the ideas generated during that exciting week.

HOW TO USE THIS PLAN

Plan Baton Rouge is not just a document. It is a new way of approaching urban planning and development, one that conceives of public action as an evolving process. That process began months prior to the charrette and will continue for years to come. Its aim is to identify action that will maximize further private investment.

The printed text that follows is a snapshot of its status as of the end of 1998, updated in June 2002, that sets forth the actions, designates responsibility, and identifies sources of funding that are necessary for *Plan Baton Rouge* to achieve its objectives. The document includes administrative actions, changes in government procedure, legislation, proposals for public action and proposals for private development. Some are completed, underway or will be executed over the coming months. Others will have to wait until conditions permit their implementation. One thing is certain: they will all change and change many times over the life of *Plan Baton Rouge*.

THE COMPONENTS OF THE PLAN

The proposals presented in this document affect the *Districts* and *Neighborhoods* that make up Downtown Baton Rouge, the

revitalized *Corridors* that will reconnect them, and the *Area In General*. Some are already being implemented. Others will take years to bring to fruition. Together they constitute a detailed blueprint that will shape the future of Baton Rouge. They include:

DISTRICTS: Districts are places that are specialized for one primary use or activity. The Districts are Baton Rouge Landing, specialized for visitors, the Old State Capitol, specialized for culture and education, the State Capitol District, and the Central Business District, specialized for entertainment and retail.

THE CATFISH TOWN DISTRICT: This District is a visitor destination. It encompasses the glazed Atrium at Baton Rouge Landing, the Naval Museum, the Centroplex, the Louisiana Arts and Science Museum, the Riverfront Plaza, and the two municipal parking garages. It is centered on the curve of River Road, a situation that contributes to its failure to coalesce into a successful visitor destination. The redesign of this high-speed curve into a traditional square would restore pedestrian continuity and form a setting for the Columbus Memorial. [Curve has been redesigned.]

There exists an immediate opportunity, perhaps the last, to achieve this redesign. Three buildings are about to be added to this district: a conference center, a hotel, and a planetarium, one on each side of the curve. The building activity thus generated could include the improvement of the existing buildings and the creation of the square.

THE OLD STATE CAPITOL DISTRICT: This District includes the Old State Capitol and the Auto Hotel with an extension eastward on North Boulevard. This district is anchored by the educational and cultural aspects of the newly renovated Old State Capitol. It will be expanded by a renovation and addition to the Auto Hotel to become an arts condenser for the disparate organizations in Baton Rouge. A second building may provide a focus for the arts. There is sufficient open land to accommodate buildings for interested and appropriate organizations. The imminent refurbishment of the adjacent Heidelberg Hotel will add to the vitality of this district.

PLAN BATON ROUGE

THE STATE CAPITOL DISTRICT: Although not officially part of this report, the existing State Capitol Complex Master Plan is an important contributor to the revitalization of the Downtown. It supports the Downtown by sharing use of two proposed garages on North Street: the East Garage and the West Garage. These important parking resources make possible the development of the Central Business District, as well as the Seventh Street Corridor. It is envisioned that this is a “holding” chapter to be completed by the planners of the State Capitol Complex Master Plan in compatible format so that Baton Rouge will have a single reference for all of its Downtown plans.

THE CENTRAL BUSINESS DISTRICT: This is to be the principal retail and entertainment district of the Downtown. It is anchored by the west capitol parking garage, on a trajectory that delivers pedestrians south onto Third Street, concluding at the Auto Hotel on Lafayette Street. The parking garage itself is designed to be lined with shopfronts that “bridge” pedestrian continuity from the State campus to Third Street. A principal destination for this trajectory must be a multiplex cinema that will support restaurants, bars, cafes and nightlife in general. Shops, including national tenants, will follow. The commercial possibilities of the Central Business District are supported by the Gibbs Commercial Study. (See Commercial Development.)

CORRIDORS: Corridors are linear elements connecting destinations effected by the pedestrian traffic between them. The corridors identified in the plan are the Downtown Parks Corridor that provides access to the Mississippi River, the Riverfront Parkway Corridor, and the Seventh Street Corridor to unify the residential areas Downtown.

THE DOWNTOWN PARK CORRIDOR: This trajectory stretches from Catfish Town/Baton Rouge Landing to the State Capitol. It is an open space plan that incorporates the new square at Catfish Town, the refurbished Lafayette Park, a new plaza at the termination of Laurel Street, and the park to be built across from the Pentagon Barracks. These squares, plazas and parks provide accessibility to the river from the Downtown. This trajectory includes the transformation of River Road itself from a highway to a drive, making it easier to cross and more pleasant to walk along.

THE RIVERFRONT PARKWAY CORRIDOR: This is an ambitious and well-conceived master plan that has been partially executed. It should be completed as designed with one exception: the redesign of Riverfront Plaza. This change is

discussed in the Catfish Town/Baton Rouge Landing District section CTD-4.

THE SEVENTH STREET CORRIDOR: This trajectory emerged out of a request by the residents of Spanish Town and Beauregard Town to create a connection between their two neighborhoods, one that would enhance and secure their presence in the Downtown as well as provide useful goods and services for residents. Napoleon and Seventh Street were selected as the only ones that connect the hearts of both communities. The trajectory would start within Beauregard Town with the restoration of Royal Square (on Government Street), and move along Napoleon Street, which in this sector is in excellent condition. Crossing from North Boulevard to Seventh Street, a series of interventions are necessary to mask the existing parking lots. It is necessary to create a square on Convention Street to rectify the slight misalignment of the two streets. Then a retail core should be developed that is essential to both neighborhoods at the corner of Main, anchored by the adjacent East state parking garage. This trajectory would cross Spanish Town and terminate with a new park to be managed by BREC.

The two residential neighborhoods within the Downtown have no other common center.

Several options were explored to connect Spanish Town and Beauregard Town. Those along the highway were too unpleasant to walk along. Sixth Street was blocked by the new fire station at Beauregard Town, and is too far to the west from the heart of Spanish Town. The best connection is the combination of Napoleon and Seventh Streets. These are virtually the same street, but not exactly aligned. The disjunction provides the opportunity to create a square at the approximate center of this trajectory.

NEIGHBORHOODS: Neighborhoods are areas that are primarily residential with small-scale commercial components. The Neighborhoods are Beauregard Town and Spanish Town.

THE BEAUREGARD TOWN NEIGHBORHOOD: Beauregard Town has unique difficulties, including traffic patterns that expose its heart to regional traffic and strip commercial development. Several of these problems may be corrected immediately at a very low cost. Others, like the recovery of Government Street from strip commercial, can begin with the restoration of the Royal Square. A proposed management system fulfills the need to maintain standards, and the creation of a completely new zoning code that supports existing building types, replacing the current suburban code that inadvertently makes compatible building types illegal.

THE SPANISH TOWN NEIGHBORHOOD: Spanish Town is subject to traffic stress, but to a lesser extent than Beauregard Town. Its codes must be rewritten, ideally to be identical to those of Beauregard Town, for ease of administration. Peculiar to Spanish Town, however, is the threat posed by its proximity to the State Capitol Grounds - less by the state buildings, which are responsibly controlled by the Capitol Master Plan, than by the high land value created by proximity. This neighborhood includes two large open parcels where it is possible to build very destructive buildings. The development of these sites must be negotiated or they should be purchased for a park.

GENERAL:

COMMERCIAL DEVELOPMENT: This part of the report consists of a qualitative evaluation of the existing retail, restaurant, and entertainment uses in Downtown Baton Rouge, and proposes a supportable retail strategy for the future.

The findings of this report identify the Downtown as presently economically underdeveloped and, with proper management and leasing efforts, capable of supporting an additional 300,000 square feet of retail and restaurant establishments, capturing an additional \$54 million in annual revenue. It is recommended that the commercial growth primarily occupy Third Street between Main and North Boulevard. Additional service retail and a Public Market are recommended at Main Street between River Road and Seventh Street. The commercial growth is recommended to occupy new infill buildings and existing buildings that are presently vacant or underutilized.

Also detailed in this report are a variety of visual and practical merchandising steps for the central business district to pursue. Recommendations include improvements to streetscape, lighting, parking, signage, traffic and tenant mix. These recommendations recognize that any downtown expansion or renovation

must be designed to reinforce Baton Rouge's unique historical and architectural characteristics.

TRANSPORTATION: Transportation improvements will play a significant role in Downtown Baton Rouge reemergence as an entertainment and business destination, bordered by neighborhoods of increasing value.

The transportation improvements all represent a rebalancing of priorities. Currently, a single objective, traffic flow, dominates traffic patterns, at the expense of the downtown's commercial and residential viability. Plan Baton Rouge's improvements place a higher value on the livability of the streets for all users, and a correspondingly lower value on the single goal of moving as much traffic as rapidly as possible. In most cases, dramatic improvements in pedestrian viability will result from only the slightest increases in automotive travel times.

INFILL HOUSING: This section of the Plan deals with the issues of affordable infill housing and the recommended use of liner buildings. A series of building types is provided to be used in appropriate locations for infill housing in Downtown Baton Rouge.

CODES: The current zoning code is inappropriate for Downtown Baton Rouge.

It imposes setback, yard, and parking requirements derived from suburban practice that make it difficult to build new structures that are compatible with existing buildings, particularly in Beauregard Town and Spanish Town. It also imposes often unreasonable, expensive, and incompatible requirements on new residential development within the rest of Downtown.

There is a need for a new Zoning Ordinance that enables new construction in Beauregard and Spanish Towns to be in character with the existing neighborhood and establishes requirements for the rest of the downtown that are consistent with efficient, predictable and profitable redevelopment.

A generalized ordinance is provided as “The New Code”. It must be redrafted in legally binding language and submitted to the City Planning Commission and the Metro Council for approval of a Special Zoning District. The Code Development subcommittee will carry out the recommendations of the Codes In General section by drafting a legally binding document in collaboration with the Planning Commission.

IMPLEMENTATION: This section summarizes the responsibility and the timing for the implementation of each proposed project in the report.

STREETSCAPE: This report consists of recommendations to provide pedestrian amenities in the districts, corridors, and neighborhoods of Downtown Baton Rouge. The recommendations are based upon the principles of New Urbanism and the findings of a street-by-street analysis of the existing conditions of the Downtown streetscape. The findings of the street-by-street analysis are documented in the Transportation Section and the Streetscape Pattern Book. The recommendations for a pedestrian-oriented streetscape address the issues of pedestrian scale; district, corridor, and neighborhood identity; and wayfinding.

As these proposals are implemented Downtown Baton Rouge will resume its traditional role as the vital center of the Parish and the active Capitol of Louisiana. Third Street, once again, will be a thriving retail destination. Residents will be coming Downtown to go to the movies and to purchase local produce at the public market. Tourists will be lodged in downtown hotels. The expanded State Capitol District will bring thousands of additional people Downtown. Together with the residents of Spanish Town, Beauregard Town, and affordable new rehabilitated downtown housing, they will restore a lively pedestrian environment morning, noon and night.

THE NEXT STEPS

A number of major projects set forth in this document are already underway. Others will be initiated during the coming months. It is crucial to focus public support for those that remain to be executed. Consequently, *Plan Baton Rouge* will issue regular progress reports highlighting recent achievements, tracking the status of unfinished proposals, and identifying major projects for future action. But whatever the opportunities for implementation may be, you will find the blueprint for further action among the pages that follow.

NOTES ON THE STRUCTURE OF THE PLAN

This plan is organized under headings that reflect the physical reality of the Downtown. These are Districts, Corridors, and Neighborhoods. In addition, there are General Sections that pertain to the Downtown as a whole.

Districts are places that are specialized for one primary use or activity. The Districts are Catfish Town/Baton Rouge Landing District, specialized for visitors, the Old State Capitol, specialized for culture and education and the Central Business District, specialized for entertainment and retail.

Corridors are linear elements connecting destinations effected by the pedestrian traffic between them. The corridors identified in the plan are the Downtown Parks Corridor that provide access to the Mississippi River, and the Seventh Street Corridor to unify the residential areas Downtown.

Neighborhoods are areas that are primarily residential with small-scale commercial components. The Neighborhoods are Beauregard Town and Spanish Town.

Two preexisting plans are outside of the presentation of Plan Baton Rouge but not beyond its scope: the Corridor created by the Riverfront Parkway Plan and the District designed as the State Capitol Park Master Plan. Both have been integrated with this plan for the synergy that they contribute. There are headings reserved within this document for these plans to be formatted to form a single document to guide the development of the Downtown.

This plan is a complex undertaking involving several consultants. The report, while integrated, was written in sections by the various consultants and the attempt is made to retain the particular character of each. In the event of errors, omissions, or finding the need of further elucidation, each consultant is the contact of first recourse.

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Galina Tahchieva (for drawings and coordination)
(305) 644-1023

NOTES ON THE MAKING OF THE PLAN

This master plan for the Downtown of Baton Rouge arose from a widespread aspiration to improve the heart of the City. The Planning and Development Committee of the Baton Rouge Area Foundation was joined by Forum 35 to develop the initiative to create a new downtown plan based on the principles of New Urbanism. As representatives from throughout the community were added to the committee, the new committee was renamed the New Urbanism Sub Committee. Cordell Haymon, Jonathan Greer, and Linda Clark were instrumental in leading this group.

The planning process was funded by substantial donations from the City of Baton Rouge, the State of Louisiana, and the Baton Rouge Area Foundation.

It was formalized by a Steering Committee that included Mayor Tom Ed McHugh, State Commissioner Mark Drennen, Mr. Andrew Baqué, Mr. Brent Bruser, Mr. Troy Bunch, Councilwoman Lorri Burgess, Ms. Maxine Cormier, Mr. Hans Dekker, Mr. Allen Eskew, Mr. Jonathan Greer, Mr. Cordell Haymon, Representative Raymond Jetson, the Reverend Jennifer Jones, Mr. Jimmy Lyles, Ms. Ellen Miller, Mr. Raymond “Skipper” Post, Ms. Jennifer Eplett Reilly, Mr. Claude Reynaud, Mr. Davis Rhorer, Dr. Press Robinson, Ms. Meg Ross, and Ms. Suzanne Turner.

The Steering Committee retained a team of consultants that included Duany Plater-Zyberk & Company for town planning, Glatting Jackson Kercher Anglin Lopez Rinehart, Inc. for transportation studies, Gibbs Planning Group for retail studies, Mr. Alexander Garvin for economic implementation and Ms. Ferrill Ann Coates for streetscape design. The logistics of the planning process were organized and coordinated by Ms. Elizabeth “Boo” Thomas and Ms. Marguerite “Meg” Ross.

The consultants were ably assisted by Ms. Alison Lipe, Mr. Jeff Fluhr, Mr. Denny St. Romain, Ms. Mary Olinde, Mr. Donald Broussard, Mr. Deron L. Brown and Mr. Joseph St. Martin of L.S.U. and by the volunteers Ms. Alice Greer, Ms. Gretchen Simm, Ms. Krystal Mathews, Ms. Caroline Alvarez, Ms. Mary Kay Brown, Ms. Gypsie Bryan, Ms. Linda Davies, Ms. Rachel DiResto, Ms. Beth Ferachi, Ms. Janis Gandy, Ms. Liz Gibbens, Ms. Kelly Greer, Ms. Brownie Jeffries, Ms. Gayle Landry, Ms. Carla Meaux, Ms. Susan Rolfs, Ms. Ashley Shelton, and Ms. Jeanie Whitehurst.

The preparation of the plan was a public and participatory pro-

cess, which took place from June 26th. to July 2nd. 1998 at the Old State Capitol Building. Special thanks are due to the Old State Capitol leadership and staff: Ms. Mary Louise Prudhomme, Ms. Nancy Chesson, Ms. Janice Newton, Mr. Sailor Jackson, and Mr. Chad Beard. A special word of thanks to Davis Rhorer and his staff at the Downtown Development District, Jeff Fluhr, Denny St. Romain, and Mary Olinde, for providing the excellent research and documentation required prior to and during the entire planning process.

NOTES ON THE STRATEGY OF THE PLAN

The citizens, in public meeting, identified many needs and desires for the Downtown. The following are representative:

- Improve the image of Downtown as the common center of the city.
- Encourage municipal and state regulators to become proactive rather than procedural.
- Capitalize on work already in progress.
- Emphasize the identity of individual neighborhoods within the Downtown.
- Establish the Downtown as a cultural center.
- Retain and maintain historical landmarks.
- Streamline the permitting process for building and renovation.
- Create an ongoing forum for citizens to discuss and control their destiny.
- Emphasize the Downtown's status as the State Capital.
- Promote Downtown as the place to showcase Baton Rouge to visitors.
- Expand the areas of historic preservation.
- Present the Downtown as a focus for civic pride.
- Create a "sense of place" Downtown.
- Confirm the city and state alliance in support of Downtown.
- Celebrate diversity.
- Promote Downtown as the city's spiritual, cultural, and economic center.
- Make use of existing infrastructure.
- Create a 24-hour city: a place for living, working, shopping and recreating.
- Take advantage of the Mississippi River.
- Create a pedestrian experience in contrast to the suburban surroundings.
- Set an example for planning beyond the Downtown.
- Promote the economic impact of urban revitalization.
- Maintain a focus on the needs of Downtown residents.
- Focus on history and heritage as a marketing theme.
- Showcase the regional architectural style.

The planning team filtered these needs and desires through the discipline that every recommended public sector action be able to generate a continuous and sustained private sector reaction.

While no plan can hope to completely fulfill such an ambitious set of aspirations, the planners submit that the cooperative spirit of the City government, particularly that of Mayor Tom Ed McHugh and his staff, the vision of the State government

under Commissioner Mark Drennen, and the sheer energy of the participating citizens suggest that many of these can be reached. The plan presented is a guide for a rare period of opportunity in the history of Baton Rouge.

Plan Baton Rouge is intended for gradual implementation, but there is reason to forecast a very quick start, as there are many current projects available for assignment to concentrated locations. Catfish Town/Baton Rouge Landing will soon have a new planetarium, a new hotel and a new convention center. The Old State Capitol District will build on the success of the Old State Capitol renovation, the Auto Hotel renovation and the Heidelberg Hotel renovation. The Central Business District will see the construction of the new Third Street Parking Garage and several live theaters.

Also encouraging is the positive result of the Commercial Development Study, and the assessment of the Transportation Planning Study, indicating that simple, inexpensive changes could produce dramatic results. To these positive indications must be added the outpouring of support evidenced during the participatory planning phase. Against the prospect of success, however, must be set the competing needs of the struggling neighborhoods within sight of the Downtown as well as the general lack of urban consciousness of the suburban majority of Baton Rouge.

No city can be revitalized immediately in its entirety. The attempt to do so would only disperse whatever human and economic energy is available.¹ Within the Downtown, Plan Baton Rouge intends to make improvements by concentrating first on the sectors that are most fertile for development. The success of these as economic, social, and cultural achievements will weave out along a newly refurbished streetscape to complete the healing of the fabric of

the Downtown. The policies, techniques, and markets thus created can then transcend the highways that ring the Downtown, bringing their benefits to the neighborhoods beyond.

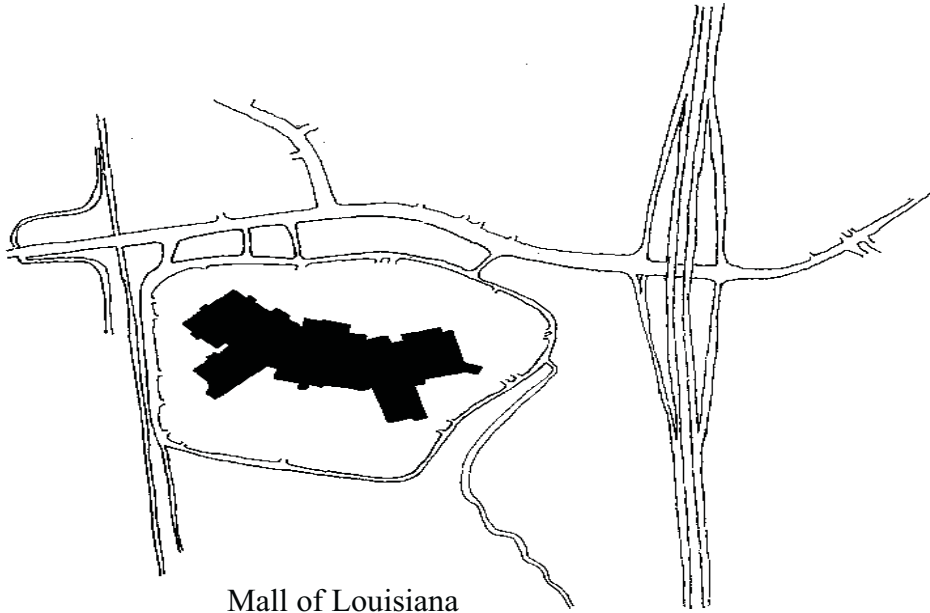
Planning should begin to determine the next area of the community to benefit from the experience and knowledge gained through the Plan Baton Rouge process. A task force should be appointed to develop criteria to select the next area for planning and redevelopment.

The recommendations of this Master Plan are not immutable. While this document reflects the best advice of the planning team, it is likely to contain errors and omissions that must be corrected as they are identified. It will also need to be updated over time to reflect the acceptance or rejection by the Planning Commission and the Metro Council, as well as the projects completed and opportunities newly identified. It should also include the Riverfront Development Plan and the State Capitol Park Master Plan in preparation by other consultants.

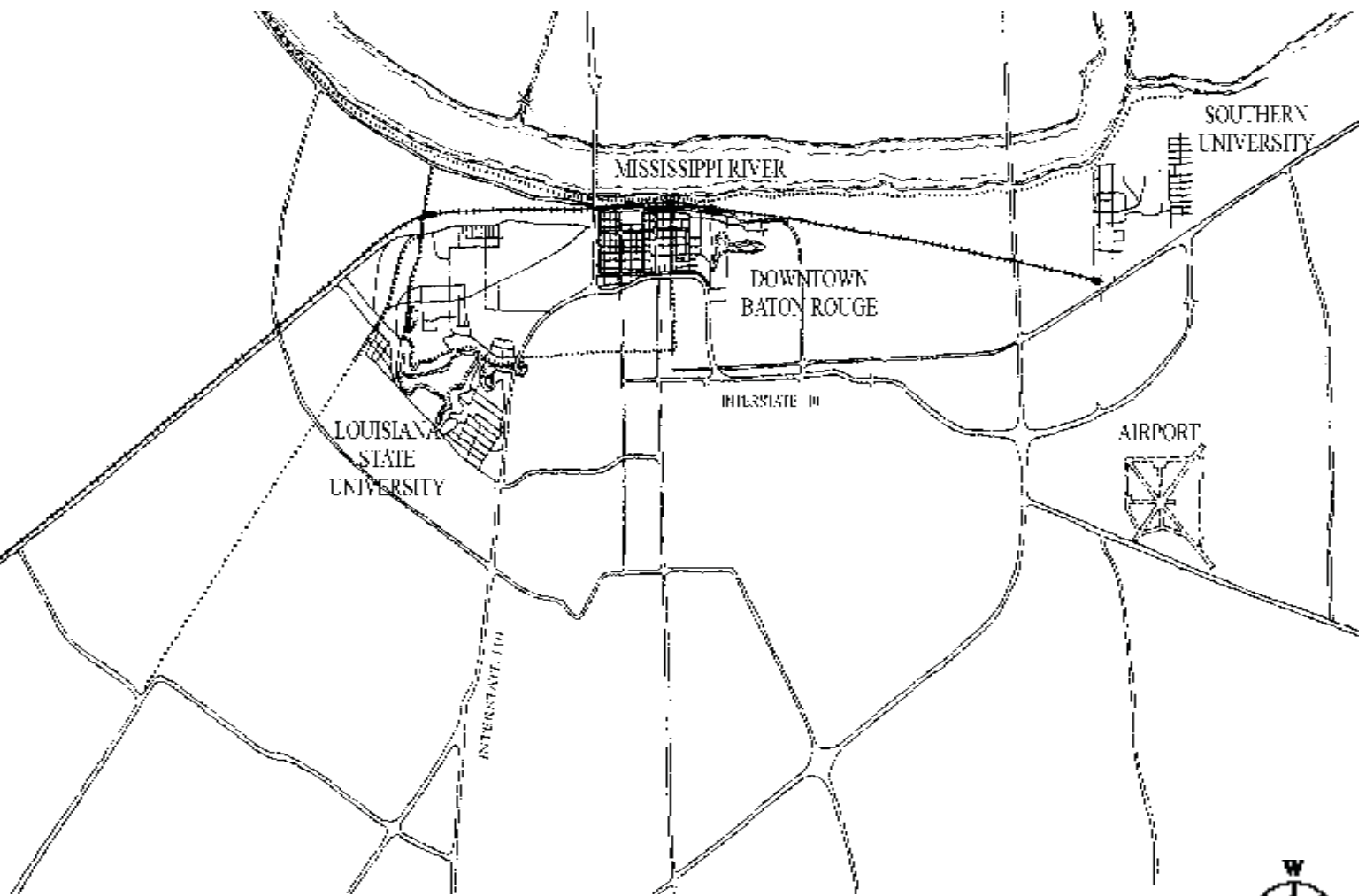
To this end, the entire document has been provided to the Steering Committee in an open disk format. The binding method is also adapted to ongoing changes. In this way, the Master Plan should remain current over the decade of its projected implementation.

Modifications to the Plan must be carefully considered, particularly the removal of recommendations. Within each section of the Plan, project recommendations are not listed in order of priority. Some of the recommendations may seem impossible under current circumstances, usually due to an absence of consensus or of resources, they are nevertheless an ideal that should not be eliminated.

Currently there are 22,000 state, city, and private company workers in the Downtown every day. An additional 3,000 state workers will be Downtown when the new state office buildings are completed. The Downtown Development District estimates that as many as 100,000 people travel to Downtown each day to do business or to visit. There are approximately 2,000 permanent residents Downtown.



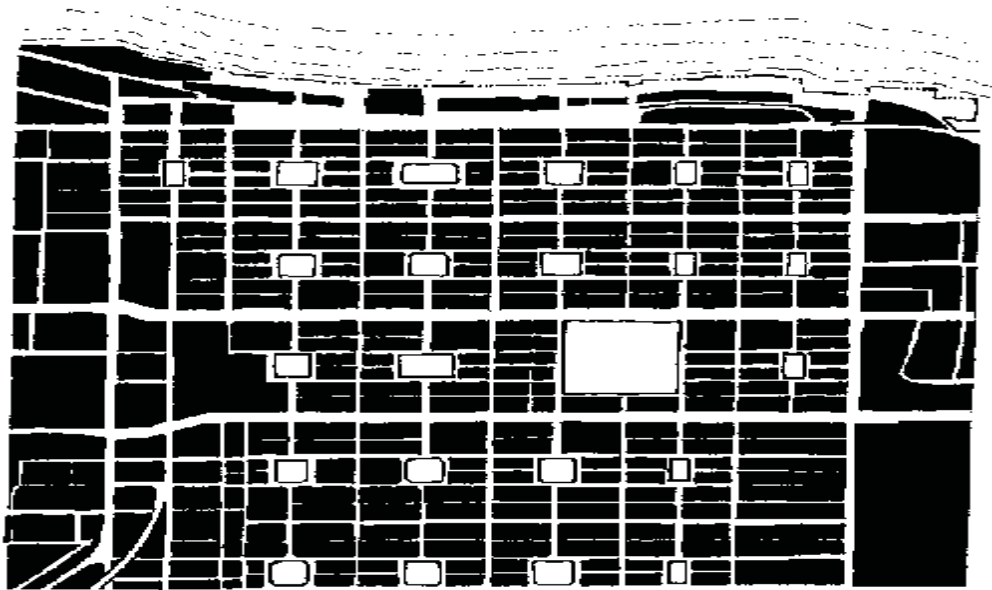
Mall of Louisiana



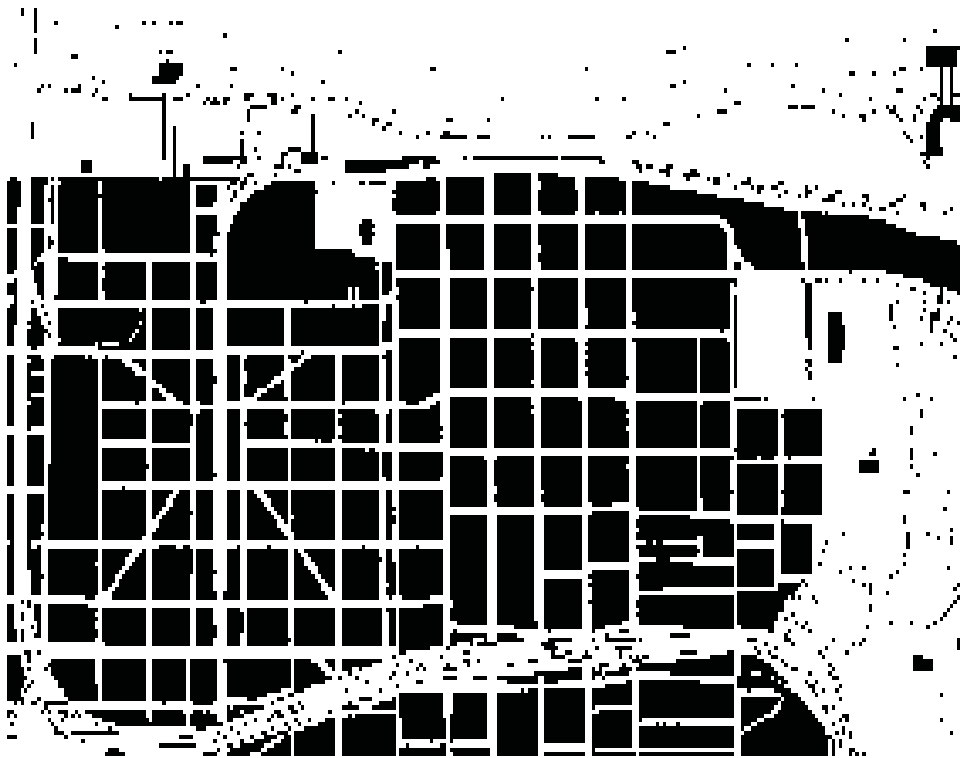
DOWNTOWN BATON ROUGE IN ITS REGIONAL CONTEXT



PLAN BATON ROUGE



SAVANNAH




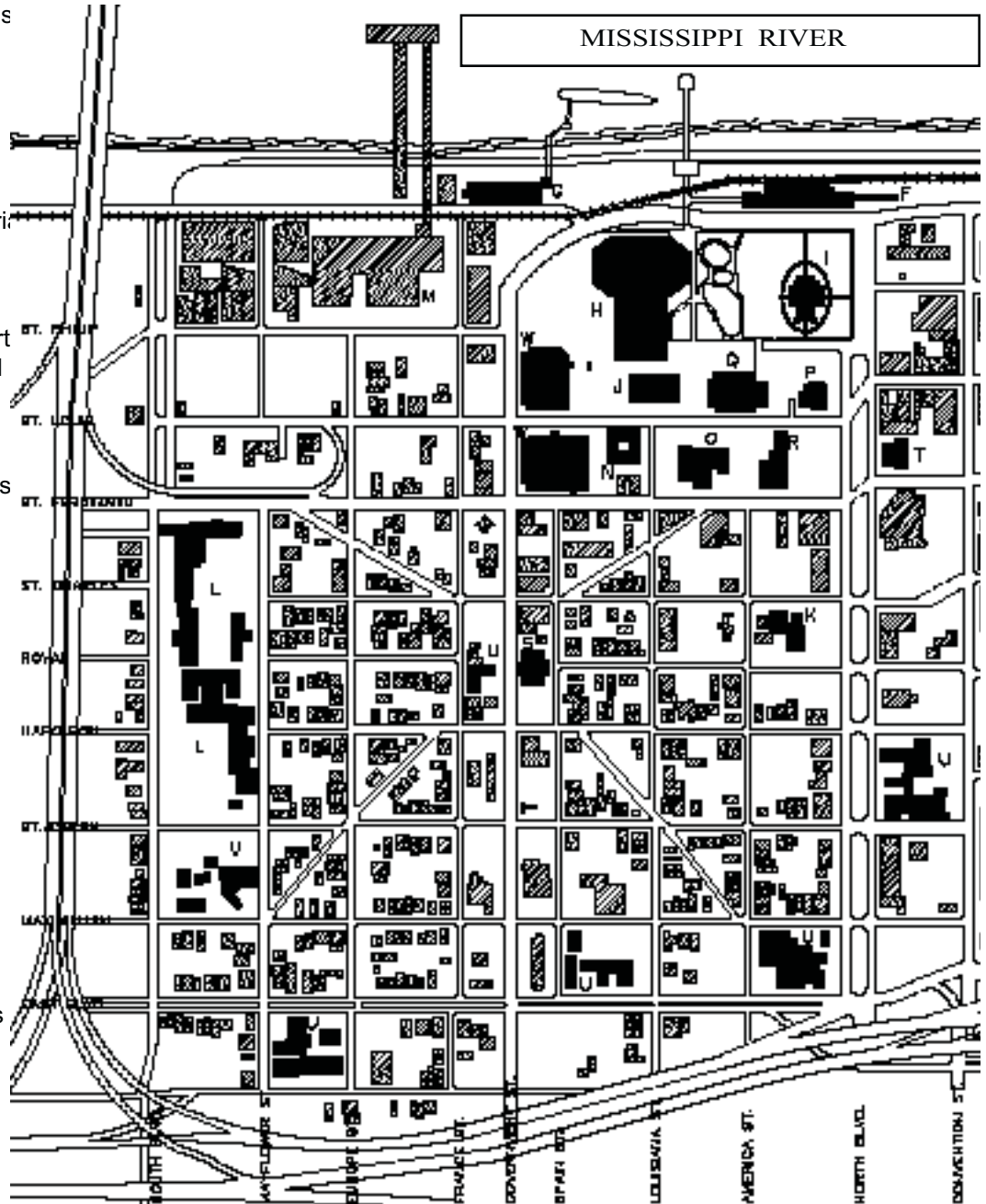
DOWNTOWN BATON ROUGE



EXHIBIT B

- A State Administration Buildings
- B Louisiana State Capitol
- C Arsenal Museum
- D Post Office
- E Federal Court House
- F Louisiana Arts and Science Center
- G Louisiana Naval War Memorial Museum
- H Centroplex
- I Old State Capitol
- J Theater for the Performing Art
- K Old Governor's Mansion and Museum
- L Baton Rouge Police Station
- M Old Bogan Fire Station
- N 300 Louisiana (Old Attorney's Building)
- O City Courthouse
- P Centroplex Library
- Q Governmental Building
- R Municipal Building
- S Fire Station
- T City Club
- U Churches
- V Public Squares
- W Centroplex Garages

-  Existing Private Buildings
-  Existing Civic Buildings



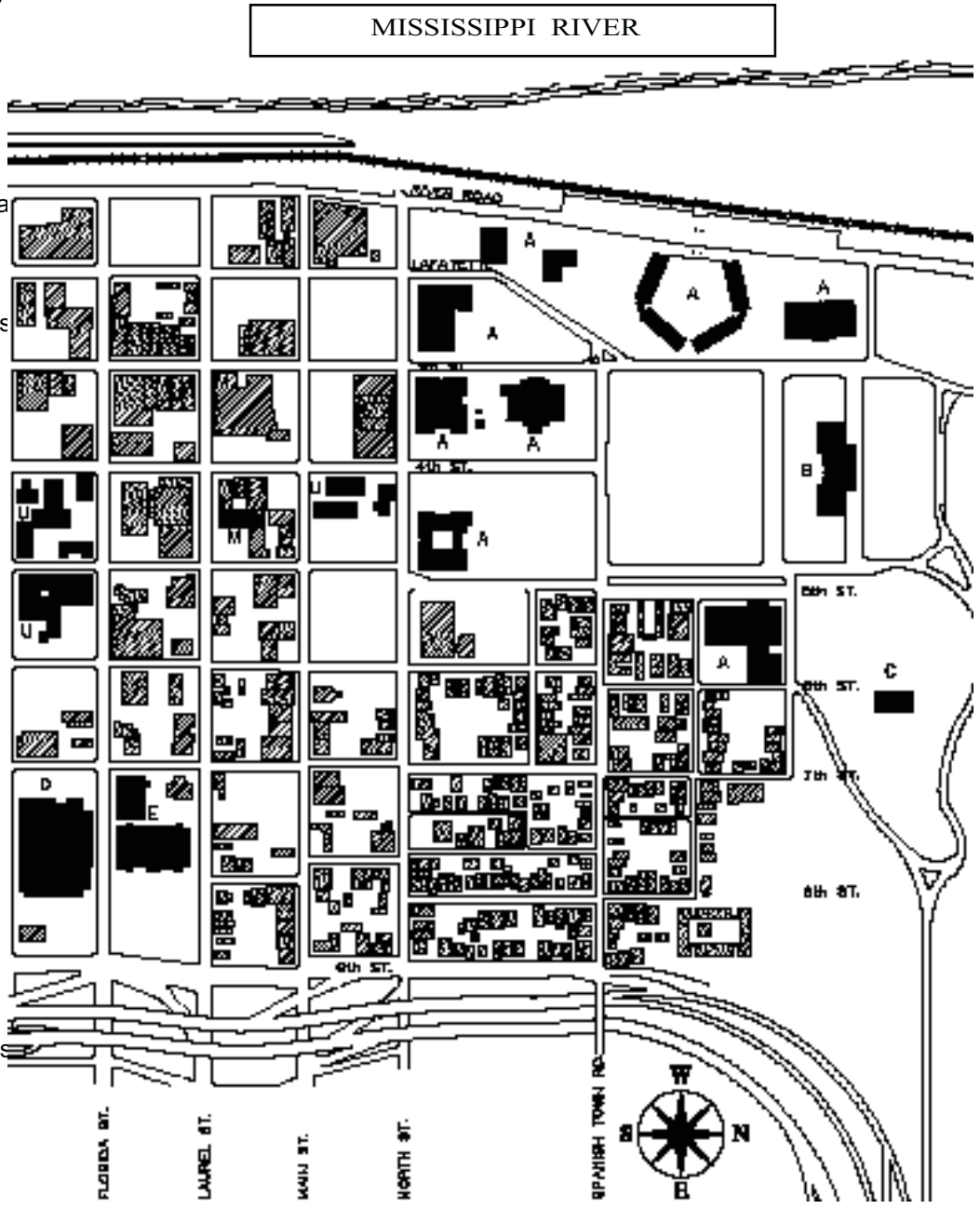
EXISTING CONDITIONS: CIVIC BUILDINGS



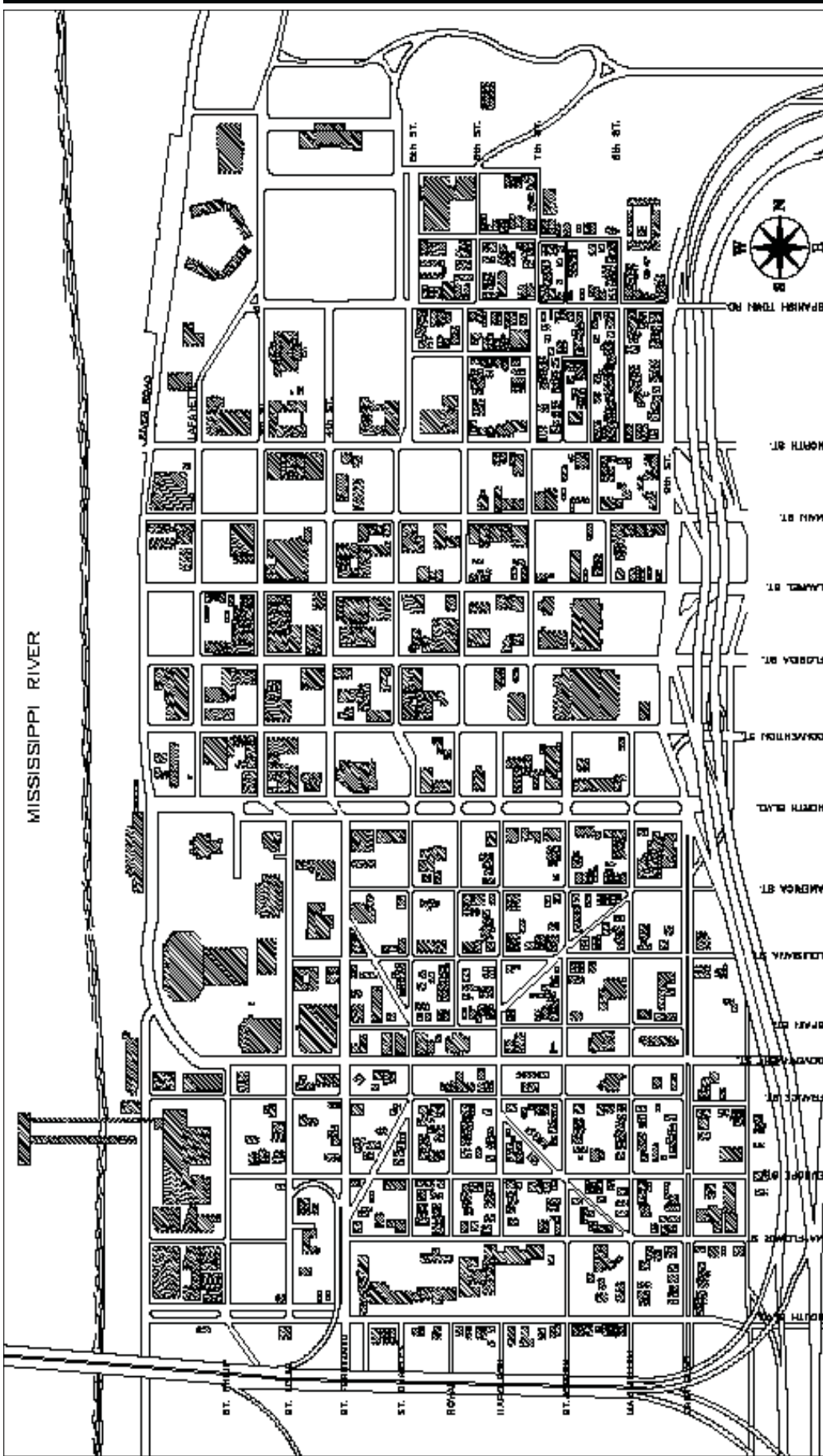
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-  Existing Private Buildings
-  Existing Civic Buildings



EXISTING CONDITIONS: CIVIC BUILDINGS



FRONTAGE QUALITY
Type A - Good
Type B - Adequate
Type C - None

BATON ROUGE LANDING / CATFISH TOWN DISTRICT

CTD-1

Project Name: Square at the Centroplex

[Square will not be built due to space requirements for Convention Center Expansion at Centroplex].

Observation: River Road fragments Baton Rouge Landing into several weak destinations for visitors, rather than the one strong place that the statistics show it can be.

Discussion: While River Road must generally be rebalanced to allow pedestrian access (see Transportation), its design at the curve of Government Road is of particular importance as this portion constitutes the center of Baton Rouge Landing. The visitors to the many tourist destinations of this district, including the Centroplex, the two museums, and the USS Kidd rarely visit the adjacent facilities. River Road, rather than being a place of gathering, keeps them as separate destinations. It is difficult to cross and unpleasant to walk along. The most thorough solution is to replace the high-speed curve by a right angle intersection controlled by a street light. This will slow the traffic considerably and force it to pause periodically for the flow of pedestrians. This intersection should be further developed into a square, to give a common front to all of the principal buildings. The southern leg of this square would place a road adjacent to the two brick buildings at the forecourt of the atrium, improving their commercial viability, as they are currently invisible behind Columbus Park. The eastern leg of the square would serve as a high capacity bus drop-off for the convention facilities, eliminating the need for the existing drop off that so unpleasantly widens River Road at Repentance Park. The statue of Columbus would be relocated to the maritime plaza.

Recommendation: Secure a planner/landscape architect/architect to study and to prepare technical drawings that will implement the square as shown in Exhibit A. Integral to this project is the elimination of the existing passenger drop-off on River Road. A suitable landscape is to be designed for the square, resilient to crowds and as a setting for the square at the Centroplex.

Responsibility: Downtown Development District

CTD-2

Project Name: Square at the Centroplex Hotel

Observation: The design proposed for the new hotel lobby will direct activity away from the rest of the atrium and from the Downtown.

Discussion: The hotel lobby and its porte-cochere currently face directly away from the atrium and northward onto the proposed service alley of the Convention Center. Both the hotel and the atrium are masked by the two brick buildings to the north. An access road should be built between the two brick buildings as the hotel drop-off. The lobby of the hotel should be adjacent to the atrium. This will direct activity to the facility.

Recommendation A: Closely supervise the design of the proposed hotel, in particular that of the lobby. Ascertain that the location of the principal entrance will be adjacent to the atrium. Make this a condition of the development order. [Recommendation implemented].

Responsibility: Downtown Development District

Recommendation B: Secure a civil engineer to study and prepare technical drawings for an access road from the Square at the Centroplex to the atrium, its terminus to be the forecourt of the hotel lobby. This drop-off should incorporate bus accessibility.

Responsibility: Downtown Development District

[Recommendation implemented. St. James Street was re-opened in January 2001].

CTD-3

Project Name: The Atrium Renovation

Observation: The new atrium is not successful commercially.

Discussion: While the design of the new glass structure is extremely handsome and appropriate, the interior design of this mall is counterproductive to successful retailing. Several fundamental principles are ignored. There is no clear, simple passage throughout the atrium. It is blocked on one side by unnecessary landscaping, and on the other by the impenetrable seating area of the Argosy Belle Restaurant. Furthermore, the distance between the two sides is too wide, preventing them from acting as a cross-shopping unit. Both of the problems can be corrected by clearing out impediments and constructing a "liner" building at the center, between the two columns. This strategy narrows the passage (splitting

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it in two and adding additional commercial space). An appropriate aesthetic should be derived from the brick warehousing original to the place.

Recommendation: Redesign the interior of the atrium, as shown in Exhibit A. Do this in conjunction with the construction of the new hotel. The modifications, once completed, should be professionally merchandized and leased.

Responsibility: Downtown Development District

[Sheraton Baton Rouge Convention Center Hotel is using atrium for lobby and hotel functions].

CTD-4

Project Name: Riverfront Plaza Renovation

Observation: The existing Riverfront Plaza hosts very little activity while constraining useful improvements to the park.

Discussion: This plaza is a type of facility commonly built in the 1970's that has been prone to failure. In Miami, the similar Bicentennial Park is being demolished. The monumental sculpture and the flat area at the top of the levee should be kept, but the unused steps and bridge should be removed. A small cafe or kiosk should be built adjacent to the plaza for festivals or special times (or perhaps sunsets) when the plaza provides an exceptional view. This is the only location, other than the future park at the Capitol Park, where it is possible to be *comfortably* beside the river. The planetarium to be built in its proximity, is allowed greater freedom of design by the removal of the steps presumably to better define the new Square at the Centroplex. The newly liberated land should be restored to a simple slope and landscaped as a naturalistic park. The Corps of Engineers has a general policy that may not permit trees on a levee. However, at this sector the levee is particularly wide and an exception might be secured for the appropriate species of tree. The southernmost portion of this area should be reserved for a symmetrical expansion of the successful Naval War Museum, its whole to be centered on Government Street as its western terminus. A site should also be reserved for a transit station, to contain much-needed public restrooms and drinking fountains. (See Transportation)

Recommendation: Redesign the Riverfront Plaza, leaving only the monumental sculpture, the flat plaza and the pier. Remove the bridge over River Road. This project should be prepared in conjunction with the design of the proposed planetarium. Reserve a site for a transit station. Detail the restored slope as a park. The Riverfront Development Plan will require adjust-

ment to reflect this change.

Responsibility: Downtown Development District.

[Riverfront Plaza will be studied as part of the Visitor Amenity Package.]

CTD-5

Project Name: Centroplex Liner Buildings

Observation: The Centroplex provides an exceedingly hostile facade to River Road, discouraging pedestrian activity.

Discussion: The ground level of the Centroplex is a blank wall overhung by an unpleasant bulk. As the setback between this wall and River Road exceeds 60 feet, it is possible to insert a thin one-story liner building dedicated to shops and restaurants. This liner building should stay clear of the Centroplex entrances at the corners, which should be redesigned to be more attractive. The architectural style of this liner building should be harmonious with, albeit more delicate than, the 70's modernism of the existing building.

Recommendation: Design and build the liner buildings as part of the projected renovation and expansion of the Centroplex. Potential tenants are the Baton Rouge King Fish, Baton Rouge Bombers, souvenir shops etc.

Responsibility: Downtown Development District

CTD-6

Project Name: Robert Reich Park

Observation: Baton Rouge Landing and the Centroplex have no effective connection to the center of the Downtown to the north.

Discussion: A pedestrian connection can be effected along the sidewalks of a rebalanced River Road. This can turn uphill into the Downtown along the renovated Lafayette Park (The Old State Capitol District). Another trajectory across Repentance Park is possible by modifying the edge of the parking podium (so called plaza) of the Governmental Building. An improvement is possible by leaving an open path, or by adding a proper arcade to the edge of the podium. A thorough rebuilding of the podium may be effected someday in the process of constructing a new building at the site available between the Centroplex Library and the Governmental Building.

As Repentance Park is a singularly unattractive name, it should be reassigned to the new walk at the edge of the podium (Re-

BATON ROUGE LANDING / CATFISH TOWN DISTRICT

pentance Walk). The park should be renamed Robert Reich Park, the designer of the park and the founder of the Landscape Architecture Program at L.S.U. Additional, though indirect, passage may be secured by opening an additional gate through the fence surrounding the grounds of the Old State Capitol, leaving the historic fence in place.

Recommendation: Modify Repentance Park by creating a connecting path or arcade at the top of the slope and by opening a gate in the fence that surrounds the Capitol. Change the name to Robert Reich Park.

Responsibility: Downtown Development District

CTD-7

Project Name: Government St. Garage Upgrade

Observation: The two parking garages on Government Street are avoided by people who have a choice.

Discussion: These garages are an unpleasant experience and seem to be dangerous places. If these garages are to contribute to the Downtown, these recommendations are important. Grills blocking the view from the outside should be removed or redesigned, as visual supervision enhances safety. The enclosed stairwells, elevators, and bridges retain urine smells and must be pressure cleaned weekly. Spaces reserved for visitors should be closest to the entry while employees should use the less convenient spaces.

The garages have a rather somber look both inside and out, which becomes an insidious gloom by the evening hours. While this is a fundamental design flaw that cannot be corrected, much can be achieved by interior paint and good lighting. There is a justified concern that paint may not be properly maintained, particularly after rain intrusion. It is still necessary to pressure-clean these structures both inside and out. This will lighten them considerably.

Lighting improvements are not optional if the garages are ever to be voluntarily used. The exterior of these structures should be skillfully lit as a soft glow from sources across the streets. The interior should be lit by modern fixtures (full-spectrum light reflecting off the ceiling), not by the yellow sodium fixtures currently in place. This system, while more expensive, will create an inviting glow as seen from the outside through the horizontal openings, not unlike an office building.

Recommendation: Pressure clean the garages inside and out.

Institute an ongoing pressure cleaning schedule for the stairways and bridges. Change parking policy to reserve the places closest to the entrance for periodic visitors. Modify the security screens at the perimeter to a type with greater transparency. Install an interior and exterior lighting scheme following a trial design at the State West Garage. The crosswalk from the garages should be greatly improved.

[DPW has completed cleaning the stairwells and removed obstructions from the front of the Garages. They are in the process of upgrading the lighting for both garages.]

Responsibility: Department of Public Works

CTD-8

Project Name: Centroplex Expansion

Observation: A 100,000 square foot convention center will be added to the existing Centroplex.

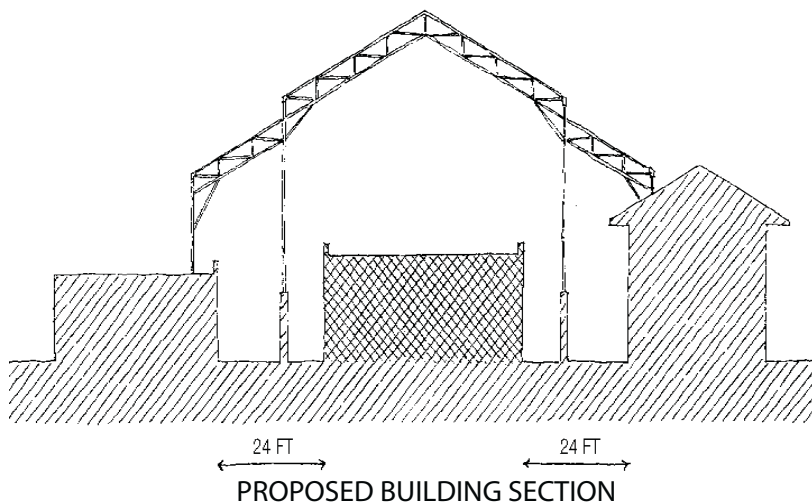
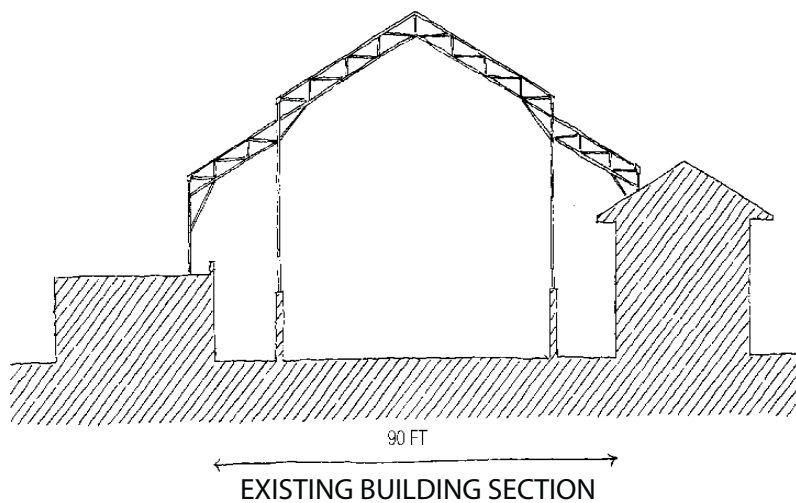
Discussion: This new building will add vitality to the Catfish Town District and will be a major factor in revitalizing the area, linking the current and new developments and adding 24-hour activities.

Responsibility: Department of Public Works, Office of the Mayor, Downtown Development District

[Post Architects, Washer Hill & Lipscomb, and LMN Architects (Seattle) were selected to design the 150,000 square foot expansion (70,000 square feet of exhibition space). Bid documents were distributed in July 2002. See Exhibit B.]

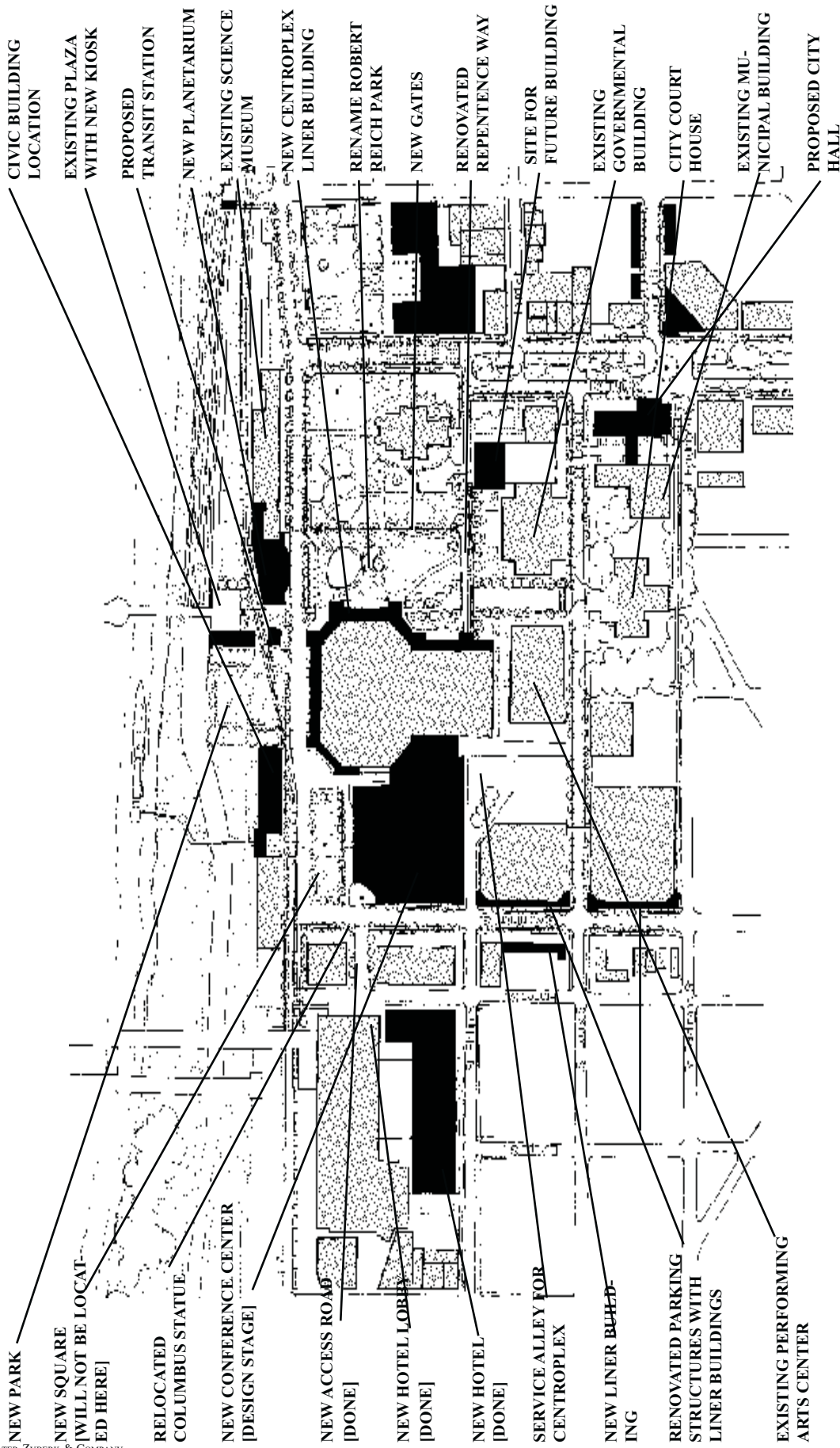
PLAN BATON ROUGE

EXHIBIT A



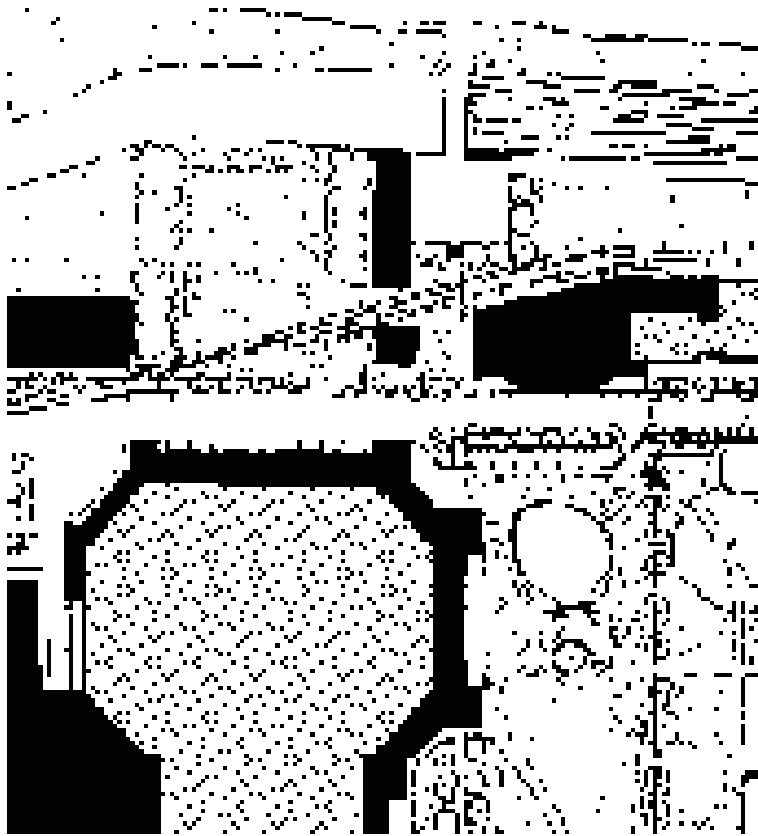
ATRIUM MODIFICATION AT CATFISH TOWN (Sheraton Baton Rouge Convention Center Hotel)

BATON ROUGE LANDING / CATFISH TOWN DISTRICT



BATON ROUGE LANDING / CATFISH TOWN DISTRICT

PLAN BATON ROUGE



LINER BUILDING MASKING THE CENTROPLEX AND
EXTENSION OF THE LASC MUSEUM

BATON ROUGE LANDING / CATFISH TOWN DISTRICT



VIEW OF THE LINER BUILDING MASKING THE CENTROPLEX TAKEN FROM THE LASC MUSEUM

PLAN BATON ROUGE

EXHIBIT B



Renderings of the proposed Centroplex Expansion



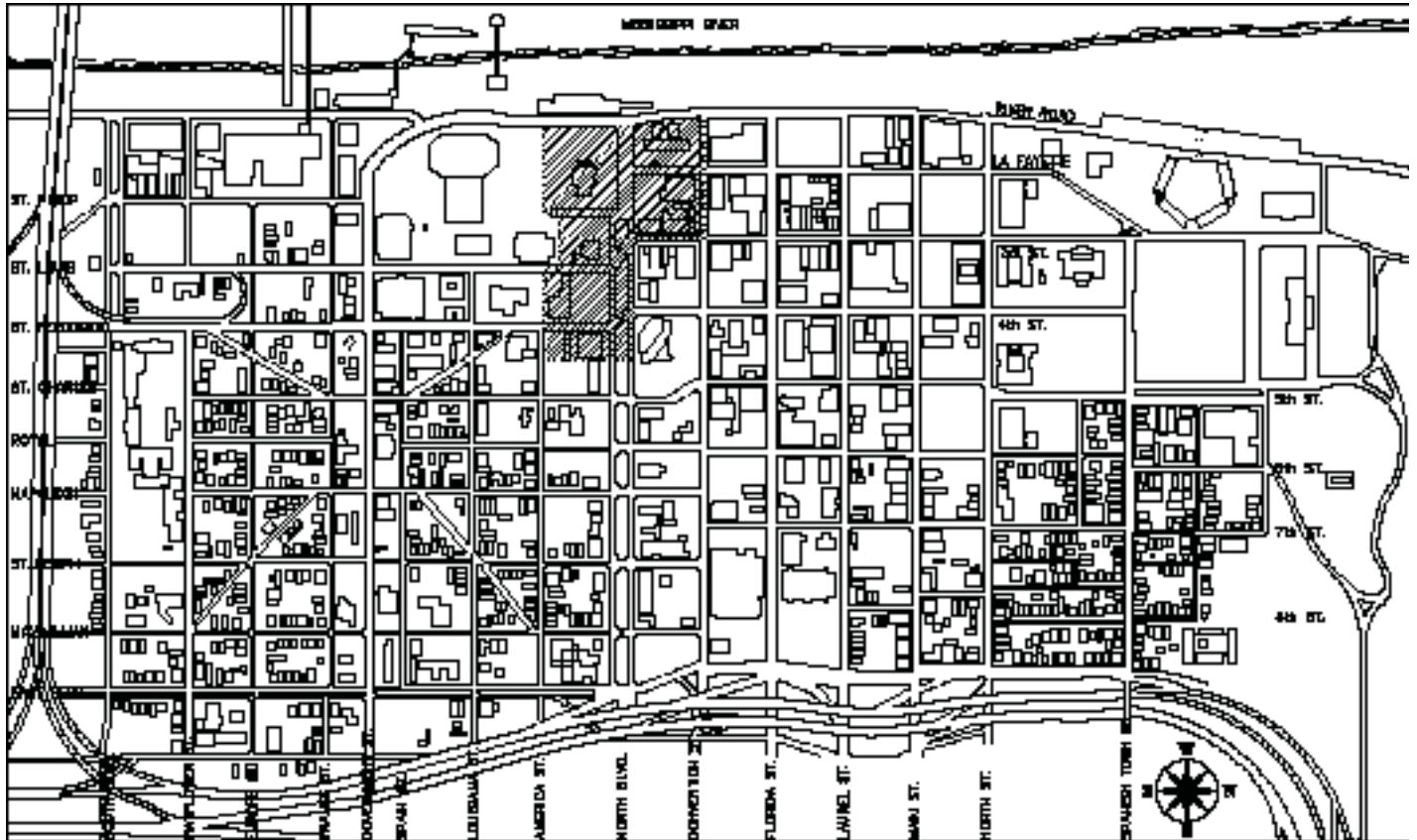
BATON ROUGE LANDING / CATFISH TOWN DISTRICT



**Renderings of the proposed Centroplex Expansion
interior lobby and reception area**



RIVER ROAD REALIGNMENT



OLD STATE CAPITOL DISTRICT

SUMMARY:

This District includes the Old State Capitol and the Auto Hotel with an extension eastward on North Boulevard. This district is anchored by the educational and cultural aspects of the newly renovated Old State Capitol. It will be expanded by a renovation and addition to the Auto Hotel to become an arts condenser for the disparate organizations in Baton Rouge. A second build-

ing may provide a focus for the arts. There is sufficient open land to accommodate buildings for interested and appropriate organizations. The refurbishment of the adjacent Heidelberg Hotel will add to the vitality of this district.

OSCD-1

THE OLD STATE CAPITOL DISTRICT

Project Name: The New City Hall

Observation: Baton Rouge does not have a city hall.

Discussion: The Governmental Building on St. Louis Street is bureaucratic in appearance and incapable of providing a symbol for the Mayor's Office as a focus of civil leadership. The building is shared by the Mayor's administration and the courts. The Mayor's quarters are currently lodged in three of the ten stories, more anonymously than such an office should be.

As there is a need for additional district court space, it should be accommodated within the Mayor's current three stories — not in a judicial annex. Rather than splitting the functions, the court should take the entire building and a new city hall created.

The Mayor's Office should be accommodated in its traditional site, which is the correct location symbolically for the City Hall of Baton Rouge. This is on North Boulevard at the termination of Fourth Street, as an axial reciprocal to the State Capitol. This site is now the parking lot in front of the Department of Public Works. The City Hall could be easily connected by a corridor leading back to the existing Department of Public Works building, and by a bridge to the very suitable office building now available to the east. With these as "back office", the new City Hall would only need to accommodate the rooms of symbolic significance: the mayor's office, council chamber, council offices, lobby, meeting rooms, and the like. This new building could therefore be constructed relatively economically. Although the construction of a new city hall would not require that this building be vacated, the Department of Public Works could move to the Post Office lot at the eastern end of North Boulevard.

Recommendation: Arrange for the use of the Mayor's current quarters within the Governmental Building by the projected expansion of the court already in the building. Purchase 101 St. Ferdinand, (Pelican Homestead), renovate it, and use for temporary offices until such time as the City Hall next door is complete. Connect the buildings with a bridge.

Responsibility: Office of the Mayor and Plan Baton Rouge

OSCD-2

Project Name: Auto Hotel Arts and Cultural Cultural Center

Observation: The existing Auto Hotel is a building of remarkable character. It attracts the claims of several worthy organizations.

Discussion: This now vacant building is under ownership by the State of Louisiana. It is a loft building with tall ceilings,

big, elegant windows, a usable rooftop, and a large unusual ramp at its center. It has a desirable Bohemian character rare in Baton Rouge. It must not be unduly gentrified, as this type of space is attractive to artists. Since this character is difficult to achieve with a new construction, the claims by arts groups should take precedence.

The Auto Hotel itself should retain its rough finishes, including perhaps its paint and signage, with most of the walls receiving only pressure cleaning. The windows should be restored, not replaced. Those that are damaged on the facades should be rebuilt by cannibalizing those on the south party wall. The ramp should be retained to provide a continuous spiral art gallery like that of the Guggenheim Museum. The roof garden should be available for sculpture and/or gatherings. The "gallery ramp" at the windowless core of the building is unsuitable for habitable uses. This type of light renovation would constitute a substantial savings relative to a conventional renovation. The perimeter of the building however is appropriate for artists' studios or small offices for arts organizations. There are many art organizations currently dispersed throughout the parish that are not creating a synergy. The Downtown is the natural location for such organizations. Most studios should be leased, but others made available to visiting artists, historians, craftspeople, lecturers, and scholars, on programs determined by the various arts organizations, and the universities. (Seaside has had such a program for years. There is also precedent for this in the Andron or city guest houses of the Greek city-states.) This program, while not unprecedented in academia, would be a first for an American municipality.

The eastern (windowless) portion of the first floor of the Auto Hotel can be made available for a children's theater. The western and northern edge of the first floor should be

PLAN BATON ROUGE

reserved for restaurant and cafe use, providing activity to the park and serving the visitors to the Old State Capitol.

The roof of the building could be rented to private individuals and organizations as it is one of the few roof terraces in the city that can take the live load of 200 psf (approx.) required for public assembly.

Recommendation: Clean and waterproof the Auto Hotel immediately. Take the proposed design shown on Exhibit B as a guideline to program the entities into the building. Secure retail businesses for the first floor spaces and a managing entity for the roof terrace. Once the space allocation is determined, commission the architectural drawings for the renovation.

Responsibility: State Commissioner of Administration.

[Jerry Campbell and Associates completed Phase I renovations of the Auto Hotel for the State of Louisiana in 2001.]

OSCD-3

Project Name: Site Assembly

Observation: The block of the Auto Hotel is too important to be allowed to develop randomly and should be purchased for the Arts and Cultural Center complex or other appropriate civic use.

Discussion: Two other major claimants for the Auto Hotel are the State Capitol Center for Political and Government History (CPGH), in need of classrooms and display areas, and the Recreation and Parks Commission (BREC) in need of active recreation facilities. Use by these organizations however would tend to erase the character of this building.

A new building worthy of facing the State Capitol at the corner should match the massing of the Auto Hotel. This may be used partially or entirely by the CPGH. The Planetarium may be sited here in the event that the site by the railroad tracks is unfeasible. A theater would also be a suitable tenant.

A single-story building of more utilitarian character may be built unseen between and behind these two for BREC.

Recommendation: Secure through condemnation or purchase the lots that lie between the Auto Hotel and North Boulevard. Reserve the site for the civic buildings.

[The State of Louisiana has acquired five additional properties on the Auto Hotel Block. See Exhibit B. Schwartz/Silver Architects, Eskew+, and Jerry Campbell and Associates are collaborating on a

master plan for the entire block incorporating the Auto Hotel, Performing Arts Theater and the LSU Museum of Art.]

Responsibility: Plan Baton Rouge

OSCD-4

Project Name: Lafayette Park Renovation

Observation: Lafayette Park is currently in disarray, awaiting a meaningful role.

Discussion: This sliver of a park lies between Lafayette Street and the Baton Rouge Water Works. The park should be redesigned and extended in three directions. The four mature oak trees and the ancient water tank should be carefully preserved. Within Lafayette Park, the existing, abandoned fountain should be removed and replaced by another of the flush-pavement type that has no bowl to retain water, only underground jets.² These function as summer playgrounds for children. They are fascinating for adults to watch and, when in disrepair, they look like a pavement rather than a derelict fountain.³

[BREC has agreed to incorporate Lafayette Park into Auto Hotel Block Plan.]

(a) To the east, incorporate a vacated Lafayette Street. This connection would attach the park to the Auto Hotel with the restaurant and cafe envisioned at its base creating the active edge that supports the park.

[Lafayette Street will not be closed.]

(b) The Water Works site should be surrounded by elegant street walls to mask the industrial aspects from the pedestrian experience that connects Baton Rouge Landing to the rest of Downtown.

(c) To the south, the portion of North Boulevard that is directly in front of the Old State Capitol should be repaved as a continuous extension of the Lafayette Park accessible only by buses. Other traffic would be diverted by a turnaround already provided by the last island. The remainder of North Boulevard to the west (the sloped portion) would become a head-in parking lot.

[North Boulevard will not be blocked off.]

Recommendation: Prepare a design to refurbish the existing Lafayette Park, extending it to overlap Lafayette and North Boulevard. In conjunction with the Water Works, extend the park towards the river with a lightweight wooden deck. A new pavement-type fountain should replace the currently abandoned one. This work should be done in conjunction with the renovation of the Auto Hotel.

THE OLD STATE CAPITOL DISTRICT

Responsibility: Plan Baton Rouge and Downtown Development District

[Lafayette Park will be completely refurbished as part of the Arts Block. Plan Baton Rouge has received a very generous donation to build the Robert F. and Ruth S. Nichols Fountain in loving memory of Robert F. Nichols from his wife, Mrs. Ruth Nichols Calhoun.]

²As seen in *Celebration, FL Chattanooga, TN and West Palm Beach, FL*

³This fountain could memorialize the achievements of the Water Works in the manner that the aqueducts of Rome were celebrated by grand fountains at their point of arrival into the city.

OSCD-5

Project Name: The CPGH Building

[Because the LSU Museum of Art and the Doug Man-ship Sr. Performing Arts Theater will be located on this block, the CPGH Building will not be located here.]

Observation: The State Capitol Center for Political and Governmental History (CPGH) may need additional quarters to expand its programs.

Discussion: Of the two buildings that may be built on the sites to the south of the Auto Hotel, this discussion concerns the first, the State Capitol Center for Political and Government History, for an extension of its programs.

The following programs are envisioned in this extension of the Old State Capitol: (a) An interpretive theater to teach Louisiana history and government. Currently the CPGH is in partnership with the Playmakers of Baton Rouge, performing in the Old State Capitol. Students learn the history of Louisiana by watching the plays and benefit from participating in their production. (b) The Classroom – offering teachers the opportunity to teach a curriculum that relates to exhibits displayed in the Old State Capitol; (c) A Gallery for Louisiana youth projects and history fairs.

Recommendation: Retain an architect to program sketch a new building to accommodate the extension of the educational programs of CPGH. This location directly enfronts the Old State Capitol and the building should be civic in character. Alternately, these functions may be programmed into the Auto Hotel.

Responsibility: State Commissioner of Administration

OSCD-6

Project Name: The BREC Building

[Because the LSU Museum of Art and the Doug Man-ship Sr. Performing Arts Theater will be located on this block, the BREC Building will not be located here.]

Observation: Recreations and Park Commission (BREC) is in search of a new facility Downtown.

Discussion: The second of the buildings that may be built to the south of the Auto Hotel would be located behind and between these two buildings. The building should be specifically designed to accommodate the sports and recreational program of BREC, replacing the one lost at Victory Park. This building could be located within the center of the block, utilitarian in character. BREC is endeavoring to replace its principal facility in Victory Park, demolished in 1989 for the parking lot of the new Court House. BREC has not been compensated for the approximately \$5M loss of Victory Park.⁴ Although there is no firm agreement, an implied commitment exists on the part of state and local government to assist BREC in acquiring a new Downtown facility. The following program is envisioned by BREC for this facility:

(a) A history day camp for children, similar to those at Magnolia Mound Plantation; (b) A children's activity area, including day care playrooms and an indoor playground; (c) An indoor track, weight room, fitness room, locker and changing room, restrooms and showers, and several multi-purpose rooms.

PLAN BATON ROUGE

The day-care center and high-quality, affordable gymnasium are important contributions at this location as they mirror the similar programs of the YMCA at the West garage.

Recommendation: Retain an architect to program and sketch a building to accommodate a gymnasium, day camp and day care center for BREC. This building is located between the CPGH Building and the Auto Hotel.

Responsibility: Plan Baton Rouge

History: Victory Park once served the population of Baton Rouge as the principal public park. In 1919 the people of Baton Rouge passed a bond issue for \$100,000 for improvements in the park, which occupied the old Louisiana State Prison State property. The amenities included a pergola, flower beds, memorial fountain, fishpond, and bandstand, and later a public pool and bath house. In the 1950's BREC built a recreation center. The 8-acre park was heavily used, offering concerts and dances. Over time, the park was taken for non-recreational land uses, such as the old library, post office, and old court house. Interstate I-110 took the eastern end in the early 1960's. In 1989 the park had dwindled in size to 2.4 acres. At that time, BREC, without compensation, relinquished the last portion for the new Federal Court House and parking lot.

OSCD-7

Project Name: Eastern end of North Boulevard

Observation: North Boulevard is the most elegant and important civic thoroughfare of Baton Rouge. It could be the City's equivalent to the State Capitol grounds, but it is not yet conceived as such.

Discussion: North Boulevard is the site for some of the City's most important institutions, among which should be the City Hall. To fulfill its symbolic role, several corrections are necessary to the streetscape. Currently flanked by the handsome United Methodist Church on the south, the eastern end is flanked on the north by the virtually unused parking lot of the Post Office. This lot should be bought or traded for a less prominent one. It is a possible location for the Department of Public Works, as it would have excellent access to the highway leading to all parts of the city.

Recommendation: Purchase through negotiation the site of the Post Office parking lot on North Boulevard. Reserve it for a suitable civic building, perhaps the Department of Public Works or Nineteenth Judicial Courthouse.

Responsibility: Plan Baton Rouge

OSCD-8

Project Name: Western End of North Boulevard

Observation: North Boulevard is the most elegant and important civic thoroughfare of Baton Rouge. It could be the City's equivalent to the State Capitol grounds, but it is not yet conceived as such.

Discussion: The western end of the median should conform to the geometrics of the parkway rather than to the diagonal geometry of traffic flow.

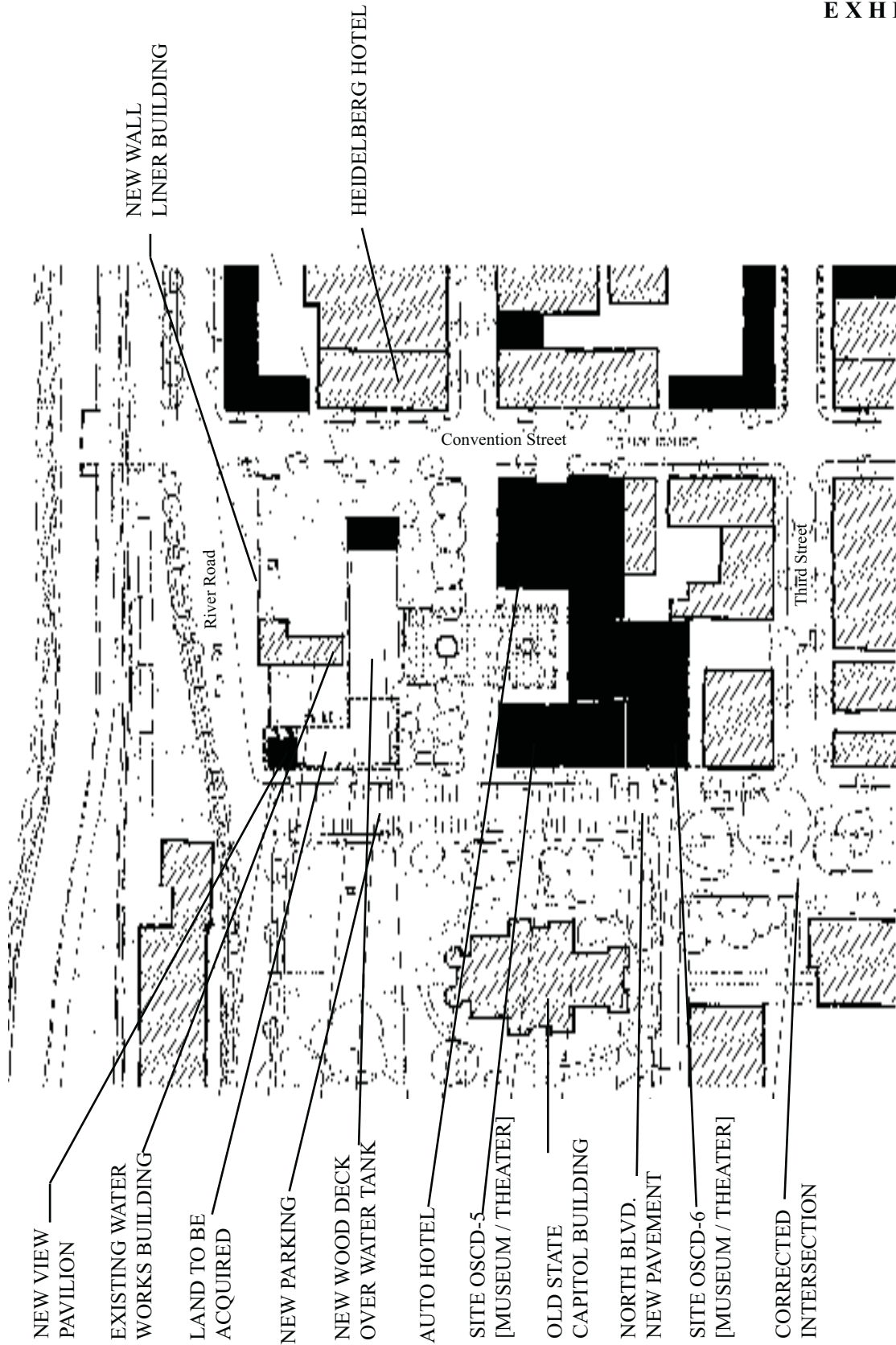
Recommendation: Reconfigure the Boulevard's median at its western end.

Responsibility: Plan Baton Rouge and Downtown Development District

[DPW is coordinating North Boulevard improvements with the River Road upgrade. DPW is currently installing curb-cuts along North Boulevard.]

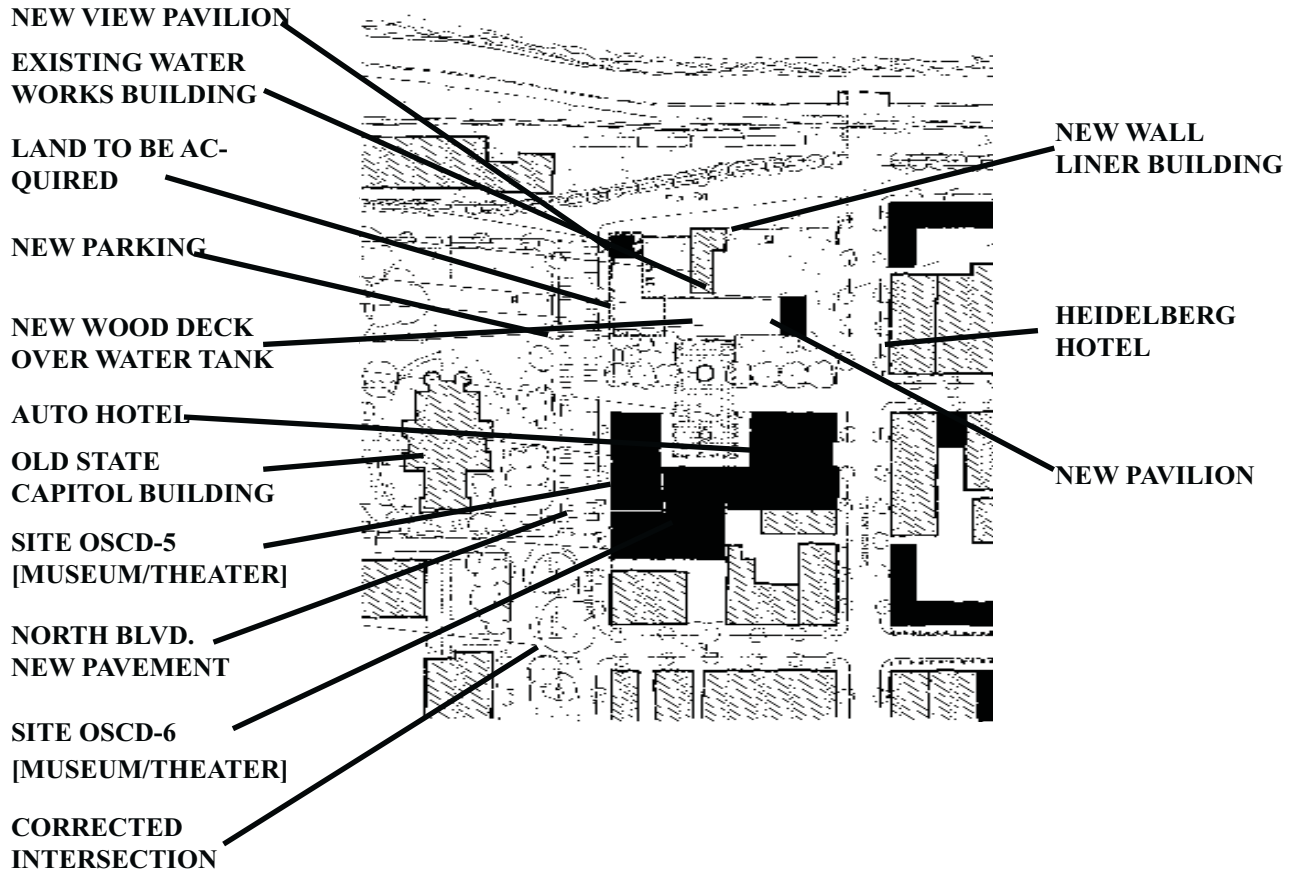
THE OLD STATE CAPITOL DISTRICT

EXHIBIT A



PLAN BATON ROUGE

EXHIBIT A



A View of Lafayette Square from Embankment

THE OLD STATE CAPITOL DISTRICT

EXHIBIT B



Arts Block Site Plan



Existing/Refurbished Auto Hotel - 2002

Proposed Arts Block



Arts Block Plaza



Entrance from Third Street

Images Courtesy of Schwartz/Silver Architects

THE OLD STATE CAPITOL DISTRICT



Arts Block Lobby Area



**LSU Museum of Art
Gallery Space**



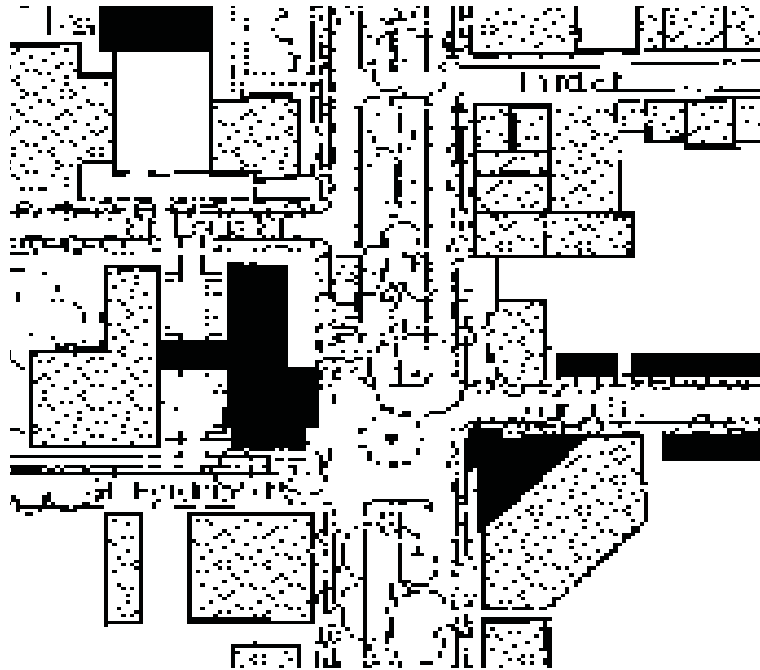
Auto Hotel Rooftop Cafe



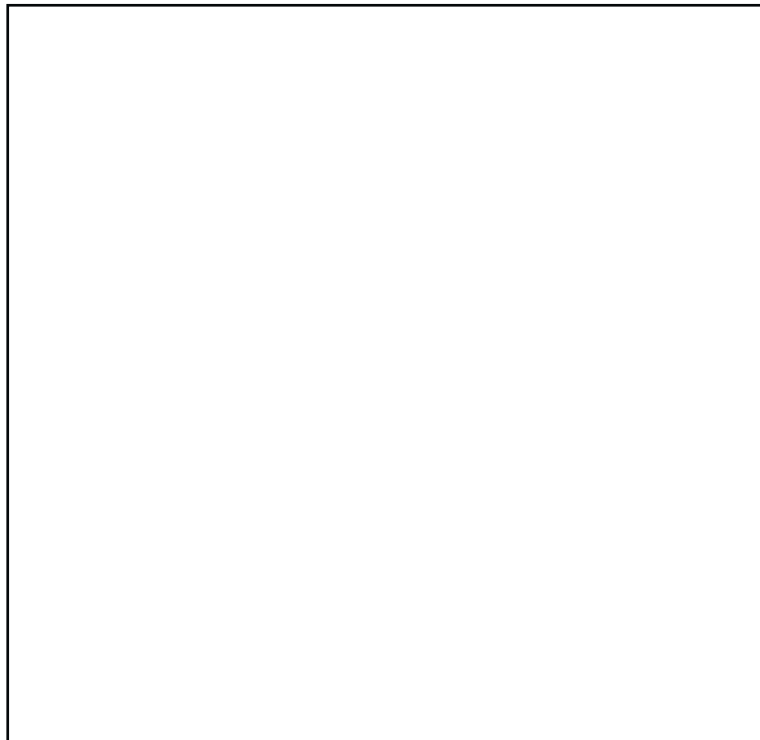
**Doug Manship Sr. Performing Arts Theater
300-seat theater**

PLAN BATON ROUGE

EXHIBIT D

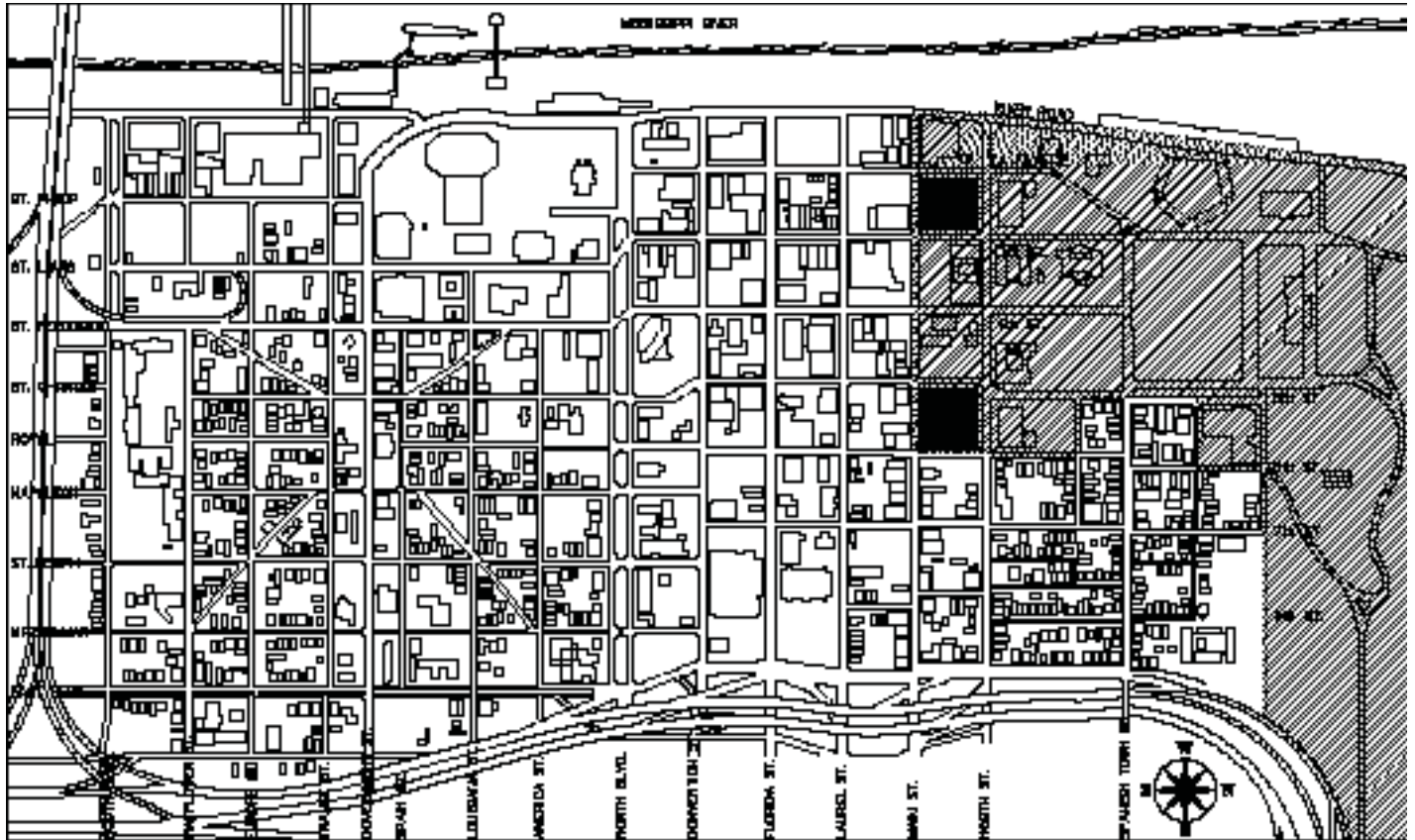


PROPOSED CITY HALL



RENDERINGS OF NEW CITY HALL

THE STATE CAPITOL DISTRICT



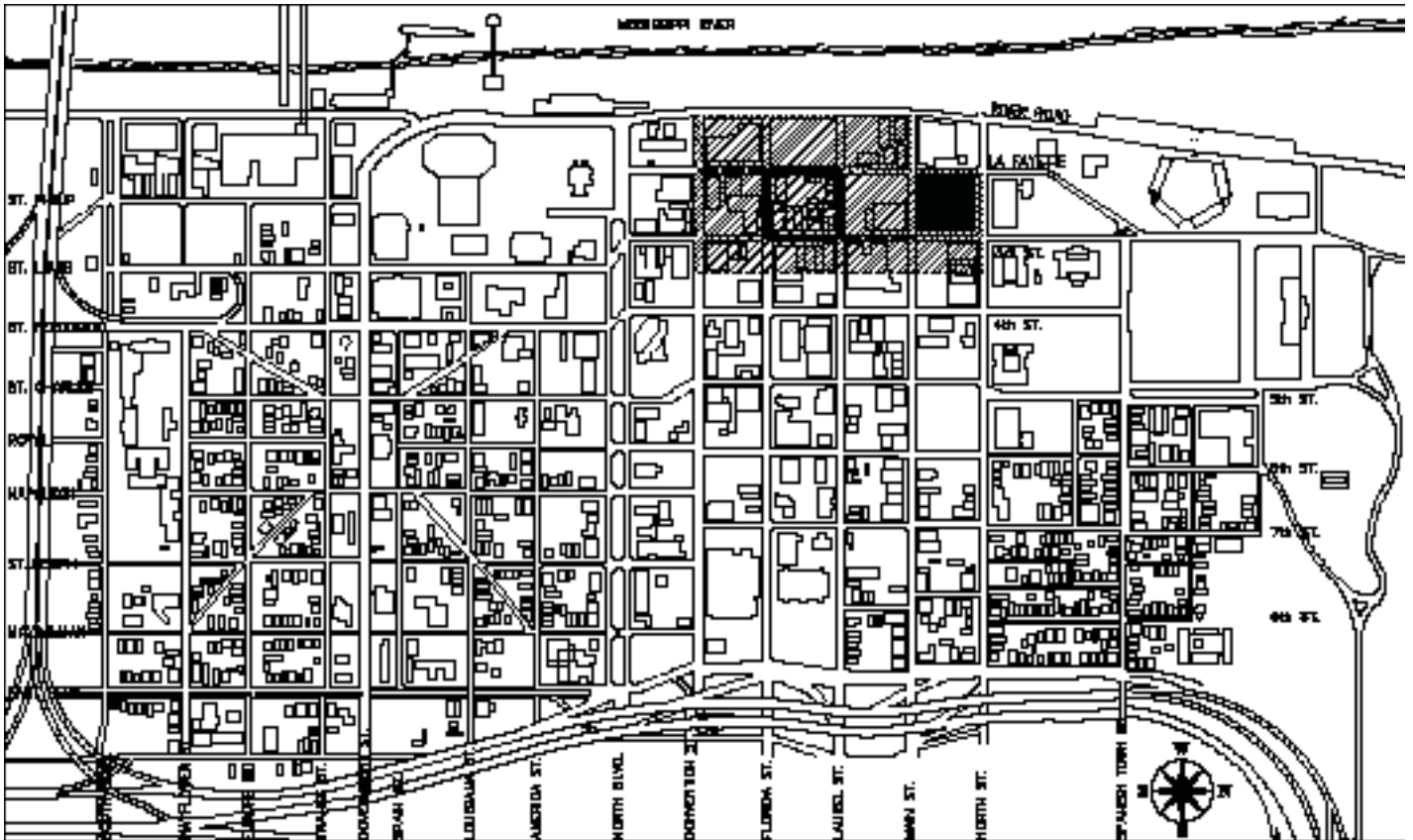
STATE CAPITOL DISTRICT

SUMMARY:

Although not officially part of this report, the existing State Capitol Complex Master Plan is an important contributor to the revitalization of the Downtown. It supports the Downtown by sharing use of two proposed garages on North Street: the East Garage [Galvez] and the West Garage [LaSalle]. These

important parking resources make possible the development of the Central Business District, as well as the Seventh Street Corridor. It is envisioned that this is a “holding” chapter to be completed by the planners of the State Capitol Complex Master Plan in compatible format so that Baton Rouge will have a single reference for all of its Downtown plans.

PLAN BATON ROUGE



CENTRAL BUSINESS DISTRICT

SUMMARY:

This is to be the principle retail and entertainment district of the Downtown. It is anchored by the west parking garage [LaSalle], on a trajectory that delivers pedestrians south onto Third Street, concluding at the Auto Hotel on Lafayette Street. The parking garage itself is designed to be lined with shopfronts that “bridge” pedestrian continuity from the State campus to

Third Street. A principal destination for this trajectory must be a multiplex cinema that will support restaurants, bars, cafes and nightlife in general. Shops, including national tenants, will follow. The commercial possibilities of

the Central Business District are supported by the Gibbs Commercial Study. (See Commercial Development)

CBD-1

Project: Merchandizing the Storefronts

THE CENTRAL BUSINESS DISTRICT

Observation: Third Street is the historic retail street of the Downtown. It has lost this function.

Discussion: The disappearance of retail from Third Street is a phenomenon of the 1960's. It was the result of several policies. First was the granting of planning permission to create urban sprawl, including new shopping centers and shopping malls, all subsidized by the construction of streets and highways. Second was the misguided attempt to retrofit Third Street as a pedestrian mall, involving a disruption from which the shops never recovered. Third was the perceived lack of parking in the Downtown. However, the Gibbs study estimates that there is a market for 150,000 to 300,000 sq. ft. of commercial in the Downtown.

Recommendation: Implement the merchandizing plan proposed in the Gibbs Report. This will require the formation of a merchants' association that includes both owners and tenants. It may require the contracting of a specialized professional to proactively recruit prospective merchants.

Responsibility: Downtown Development District

[Plan Baton Rouge has funded a facade grant program in 2001 that matches private funding up to \$2500 per project for facade improvements along Third Street. Also, the DDD has formed an Entertainment District Committee to discuss establishing an entertainment district within a targeted area downtown.]

CBD-2

Project Name: The West [LaSalle] Parking Garage

Observation: As retail returns there will be a need for additional parking.

Discussion: The State Capitol Master Plan has clearly located a parking garage of 2000 cars at the corner of Main and Third Streets. Its design delivers pedestrians with equal ease to the State buildings and to the shop fronts on Third Street. The state has agreed to make this parking available in the evenings. This is a crucial component of a commercial revival.

The parking garage incorporates well-designed shopfronts at the base along Third and Main Streets. Along Third Street these shopfronts should be made available to the YMCA. This program at this location will tend to keep state employees in the Downtown after hours⁵.

The design of this garage is expected to include the latest advances in lighting, to be subsequently implemented in the city's

existing Government Street garages.

Recommendation A: All recommendations have been incorporated and the project is close to ground-breaking.

Recommendation B: Locate a YMCA that provides child care and a health club in the building of the new West Parking Garage.

Responsibility: State Commissioner of Administration and Downtown Development District

[The Charles W. Lamar Jr. YMCA opened on January 23, 2001. May 1, 2002, there are memberships.]

⁵Note that another exercise club also with child care is proposed at Lafayette Park by BREC. These should have different price points, the BREC version being less expensive than the YMCA.

CBD-3

Project Name: The Movie Palace

Observation: There is no anchor for Third Street retail district now that department stores are gone.

Discussion: The modern anchor for a Downtown retail is the multiplex cinema. This strategy is a proven one. The best site for such a facility is on the parking lot(s) between Third and Lafayette between Laurel and Main Streets. An entrance lobby to the cinemas at the corner of Laurel and Third should activate the surrounding shopfronts, as this is roughly the midpoint of Third Street. In the event of failure to secure this site, a secondary option is available in the parking lot between Florida and Convention Streets with the entrance still on Third. Cinema patrons will activate entertainment venues early on such as restaurants, galleries, bars. Subsequently, if under proper management, core retail can be incubated. These merchants and operators must be proactively identified, professionally leased, and professionally managed.

PLAN BATON ROUGE

A willing theater operator must be identified and a lease arrangement must be negotiated. It is conceivable that the theaters (not the lobby) be elevated to maintain the existing parking upon which several local commercial leases are based.

Recommendation: Negotiate a lease arrangement with a cinema operator. This will require a package of financial incentives. It will also require intricate negotiations with the owners of the parking lots. Failing in these, there is a backup site that, being more distant from the parking, is better as an anchoring function but more difficult to accept by the cinema operator.

Responsibility: Plan Baton Rouge & Downtown Development District.

CBD-4

Project Name: The Community Performing Arts Theater

Observation: There is a theater currently planned for the Downtown.

Discussion: The block on North Street currently available between River Road and Lafayette is not a good site for such buildings as it is isolated from the commercial activity on Third Street, and would not share patrons with other retail entertainment venues on Third. Furthermore, this small block would result in buildings that are highly visible from all sides requiring proper finishes on all sides, an excessive expenditure.

The larger of the envisioned theaters should be a utilitarian “black box” (of concrete block or metal), best imbedded at the center of a block where it is invisible. It should be accessed through one of the existing shopfronts on Third Street. This would have three positive consequences: a considerably lower cost, the refurbishment of a currently abandoned building, and the delivery of patrons to Third Street in support of the retail. A suitable building as front to the large theater has been identified on the west side of Third Street between Laurel and Florida.

Recommendation: For the larger theater, secure a long-term option to purchase the indicated building on Third Street. Retain an architect to do a feasibility study (this has been done since the charrette). Engage in fund raising activity.

Responsibility: Plan Baton Rouge and Downtown Development District

[The Douglas L. Manship Sr. Performing Arts Theater is part of the Arts Block. Theater Project Consultants, Inc. and Webb Management Services, Inc. have completed a comprehensive feasibility study

which verifies the need for a 300-seat theater at this location. Groundbreaking is scheduled for 4th quarter 2002.]

CBD-5

Project Name: The Sidewalk Galleries

Observation: It is said that the climate is too hot and too rainy to be appealing to shoppers walking along unsheltered sidewalks.

Discussion: Although this was not a consideration in the heyday of Third Street, higher standards have been set by suburban retailers. If shade and rain protection are necessary, the new code (See Codes in General) suggests metal galleries over the sidewalks on all new construction, and encourages it on existing ones. These would also effectively serve to mask some of the more unsightly buildings. The Hibernia Bank facade, for example, would not necessarily require top-to-bottom renovation if it were masked from the pedestrian by an arcade.

On a related matter, the open parking lots on Third Street create hostile gaps on the pedestrian trajectory. They must be masked by liner buildings. (This is further discussed in Infill Housing).

Recommendation: Encourage the building of metal galleries over the sidewalks of Third and Lafayette Streets through an enabling code and financial incentives.

Responsibility: Downtown Development District

CBD-6

Project Name: Community Police

Observation: There is no police precinct in Downtown, and the existing jurisdictions divide the Downtown at Florida Street.

Discussion: A new precinct is not warranted for the Downtown but a police post staffed by bicycle police would be the most efficient and citizen-friendly way to make urban pioneers feel safe venturing Downtown.

Recommendation: A staff of bicycle police should set up a post in a visible part of the Downtown, perhaps in a storefront near Third Street and Laurel.

Responsibility: Downtown Development District

[The DDD has two uniformed bicycle police officers. The addition of the State’s bicycle patrol has provided

THE CENTRAL BUSINESS DISTRICT

increased coverage.]

CBD-7

Project Name: The Mid-Day Option

Observation: State office workers have a half-hour lunch break, so they have no opportunity to venture Downtown at mid-day.

Discussion: The short lunch hobbles the commercial revitalization. In effect, these workers occupy traffic capacity and parking Downtown without participating in other activities. Workers may not be willing to leave later at the end of the day because of a longer lunch. However, the state can give its workers the choice to take a longer lunch and leave half an hour later. Staggered departure times would also reduce traffic pressure on the thoroughfares.

Recommendation: The State should offer its workers the choice of a half-hour or one-hour lunch. These two options should be presented as equal alternatives.

Responsibility: State Commissioner of Administration

[Currently state employees are allowed to choose a 30-minute, 45-minute, or 1-hour lunch break.]

CBD-8

Project Name: Outdoor Dining Policy

Observation: Restaurants in the Downtown are not allowed to provide sidewalk dining.

Discussion: This once widespread prohibition is being gradually eliminated everywhere. The health dangers that were envisioned are nonexistent. There should be no limits whatsoever placed on sidewalk and patio tables. The restoration of outdoor dining, impossible in suburban shopping centers, contributes to pedestrian life.

Recommendation: Eliminate the limits to outdoor dining by combing through the codes and regulations for provisions that prevent it.

Responsibility: Downtown Development District and ABC Board

[The DDD wrote an Outdoor Dining Ordinance which the Metro Council approved in April 2001 that allows food to be served outdoors throughout the DDD.]

CBD-9

Project Name: Phantom Gallery

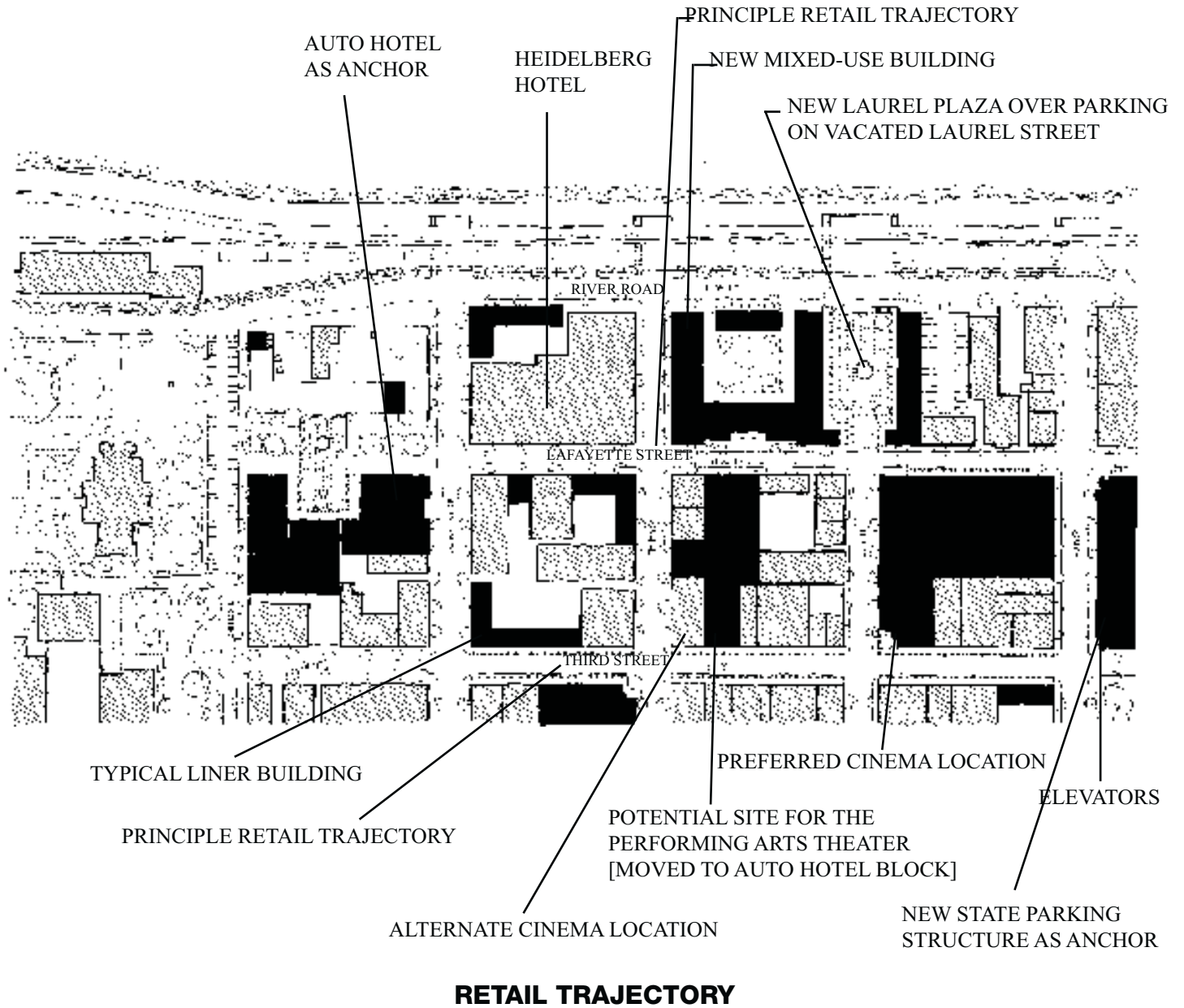
Observation: The Phantom Gallery Program is an asset to the Downtown. It should be continued.

Discussion: The Phantom Galleries help to make Third Street look less vacant than it is. A similar technique of masking inactivity is also employed in malls and shopping centers.

Recommendation: The Phantom Gallery Program should be continued until appropriate uses of buildings are developed.

Responsibility: Arts Council

[The Phantom Gallery Program continues to operate successfully.]



RETAIL TRAJECTORY

THE CENTRAL BUSINESS DISTRICT



THE PROPOSED CINEMA AND THEATER ON THIRD STREET



A VIEW OF THE PROPOSED CINEMA BLOCK ON THIRD ST. AND MAIN ST.

THE CENTRAL BUSINESS DISTRICT

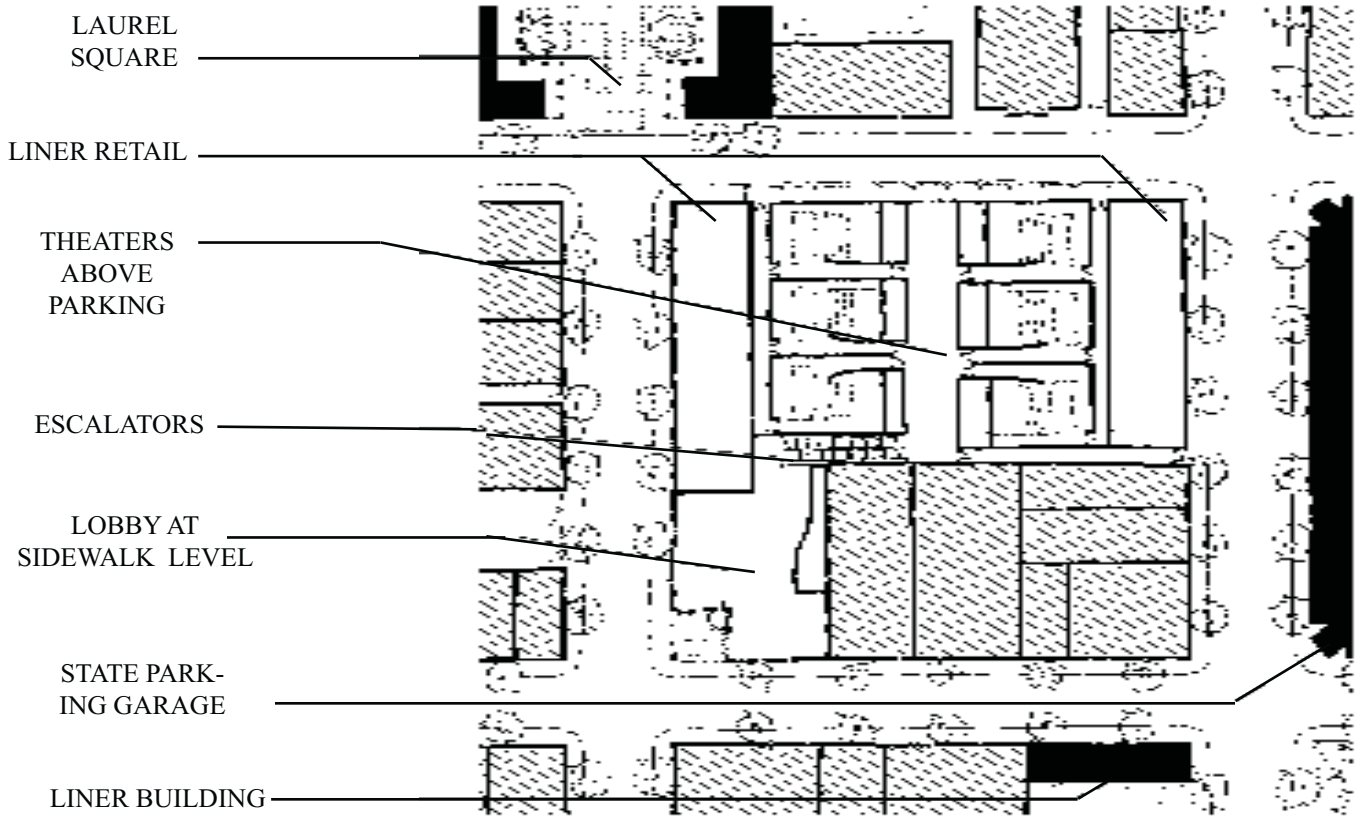


THE PROPOSED LINER BUILDINGS

A VIEW OF THE PROPOSED LINER BUILDINGS ON THIRD ST. SEEN FROM THE WEST STATE GARAGE



THE CENTRAL BUSINESS DISTRICT



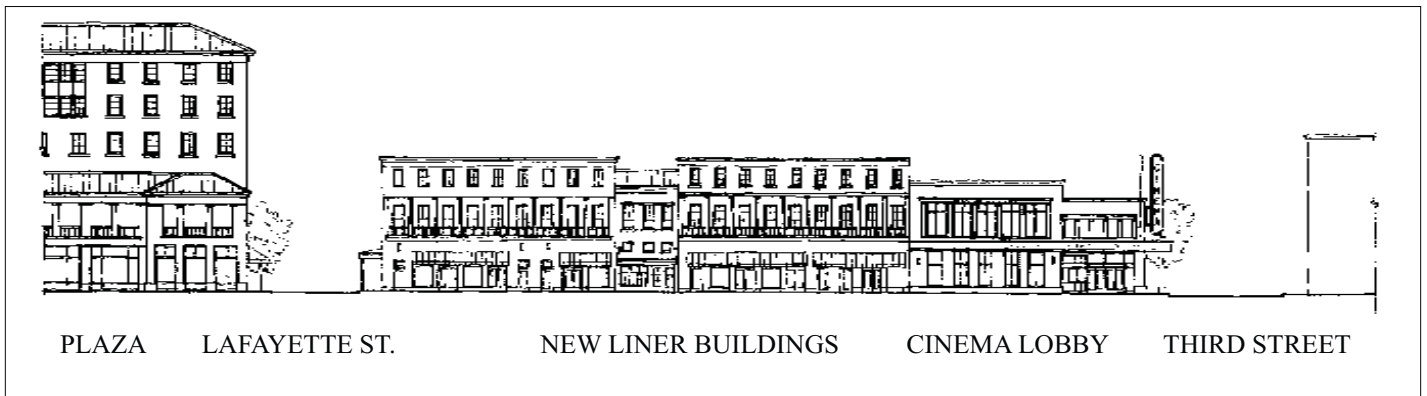
DETAIL OF PROPOSED CINEMA ON THIRD ST.

PLAN BATON ROUGE

EXHIBIT D



FACADES ALONG THIRD ST.

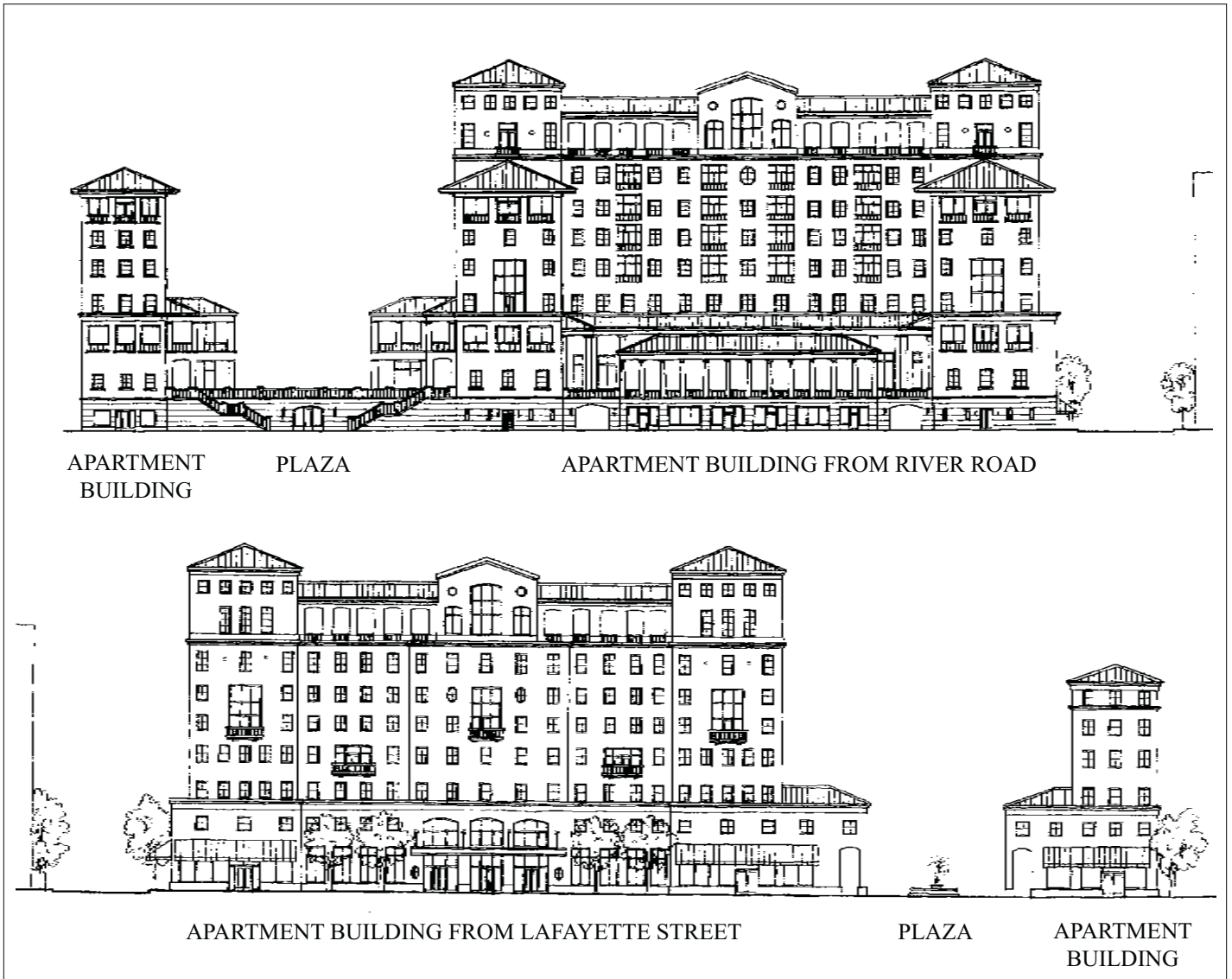


FACADES ALONG LAUREL ST.

THE CENTRAL BUSINESS DISTRICT

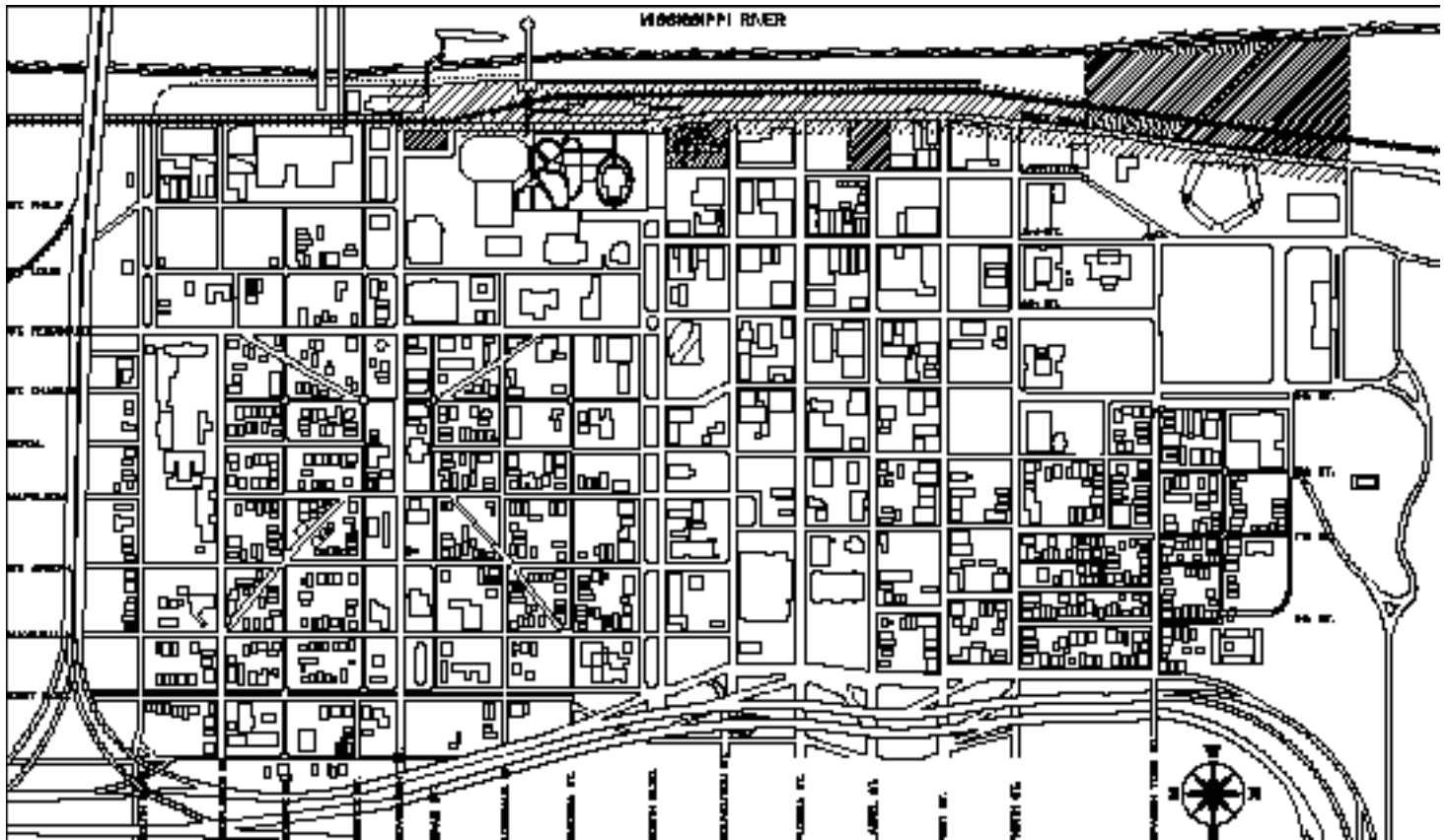


PLAN OF THE NEW BUILDING AND PLAZA AT THE RIVER AND LAUREL ST.



ELEVATIONS OF THE NEW BUILDING AND PLAZA AT THE RIVER AND LAUREL ST.

THE DOWNTOWN PARKS CORRIDOR



DOWNTOWN PARKS CORRIDOR

SUMMARY:

This trajectory stretches from Catfish Town to the State Capitol. It is an open space plan that incorporates the new square at Catfish Town, the refurbished Lafayette Park, a new plaza at the termination of Laurel Street, and the park to be built across

from the Pentagon Barracks. These squares, plazas and parks provide accessibility to the river from the Downtown. This trajectory includes the transformation of River Road itself from a highway to a drive, making it easier to cross and more pleasant to walk along.

PLAN BATON ROUGE

DPC-1

Project Name: River Road Redesign

Observation: The River Road acts as a barrier separating the Downtown from its river.

Discussion: The physical design of River Road, while less obstructive than the elevated highways found along the banks of many urban rivers, nevertheless is an impediment to pedestrian crossing. There are several reasons: First is the road's high-speed highway-style geometrics; the second is the presence of the dual railroad tracks; and the third is the steep slope of the embankment.

The problem of geometrics is discussed in Traffic in General. The basic remedy is to transform the highway into a parkway by converting the two outer driving lanes into parking lanes. This change would slow down the traffic, yielding a more pedestrian friendly environment, as well as providing much-needed parking. The streetscape, now raw and treeless, must be lined with trees. The downtown must access the river from new parks at the higher level of Lafayette Street. These are discussed under the sections on the Lafayette Park and Laurel Plaza. The resulting four points of river access constitute a system of places, perfectly spaced to be within walking distance of every sector of the Downtown.

Recommendation: Redesign River Road to be more hospitable to pedestrians. See Transportation in General.

Responsibility: Plan Baton Rouge and Downtown Development District

[The city and state agreed to redesign and provide funding to remove the high-speed curve. The new 20-mph curve is completed, but the additional on-street parking will be added after building construction is completed - SEE EXHIBIT B.]

DPC-2

Project Name: Square at the Centroplex

This new square is discussed in Catfish Town District section CTD-1.

DPC-3

Project Name: Lafayette Park

This new square is discussed in Old State Capitol District section OSCD-4.

DPC-4

Project Name: Laurel Plaza

Observation: The Downtown does not have effective visual access to the river. Laurel Street provides an opportunity to create a place where the river can be viewed.

Discussion: The Mississippi River has a mystical attraction to residents of Baton Rouge. It is capable of providing an anchor for the retail, somewhat less effective than the cinemas, but nevertheless of consequence. Even if River Road could be easily crossed, a view of the river must be secured from the east side of River Road. At the termination of Laurel Street there are building sites available on both sides of the street. The city should vacate the street at this last block and donate it to adjacent owners on the condition of a joint development of a publicly accessible plaza. This space would be at the elevation of the Lafayette Street overlooking the embankment to the river. The sides of this plaza would be made available to restaurants and bars.

Recommendation: Engage the landowners on either side of Laurel Street in a discussion for the joint development of a plaza over a vacated Laurel St. with the assigning of ownership as an incentive.

Responsibility: Downtown Development District

[The developer for Riverside Condominiums has agreed to incorporate this concept if feasible.]

DPC-5

Project Name: Batture Park [DeSoto Park]

Observation: Batture Park [DeSoto Park] is currently under design as part of the State Capitol District.

THE DOWNTOWN PARKS CORRIDOR

Discussion: The land mass slated for Batture Park [DeSoto Park] is the largest one remaining along the shores of the Mississippi in proximity to the Downtown. At first sight, it seems evident that its design should be conceived to make use of its potential capacity as a venue for gatherings.

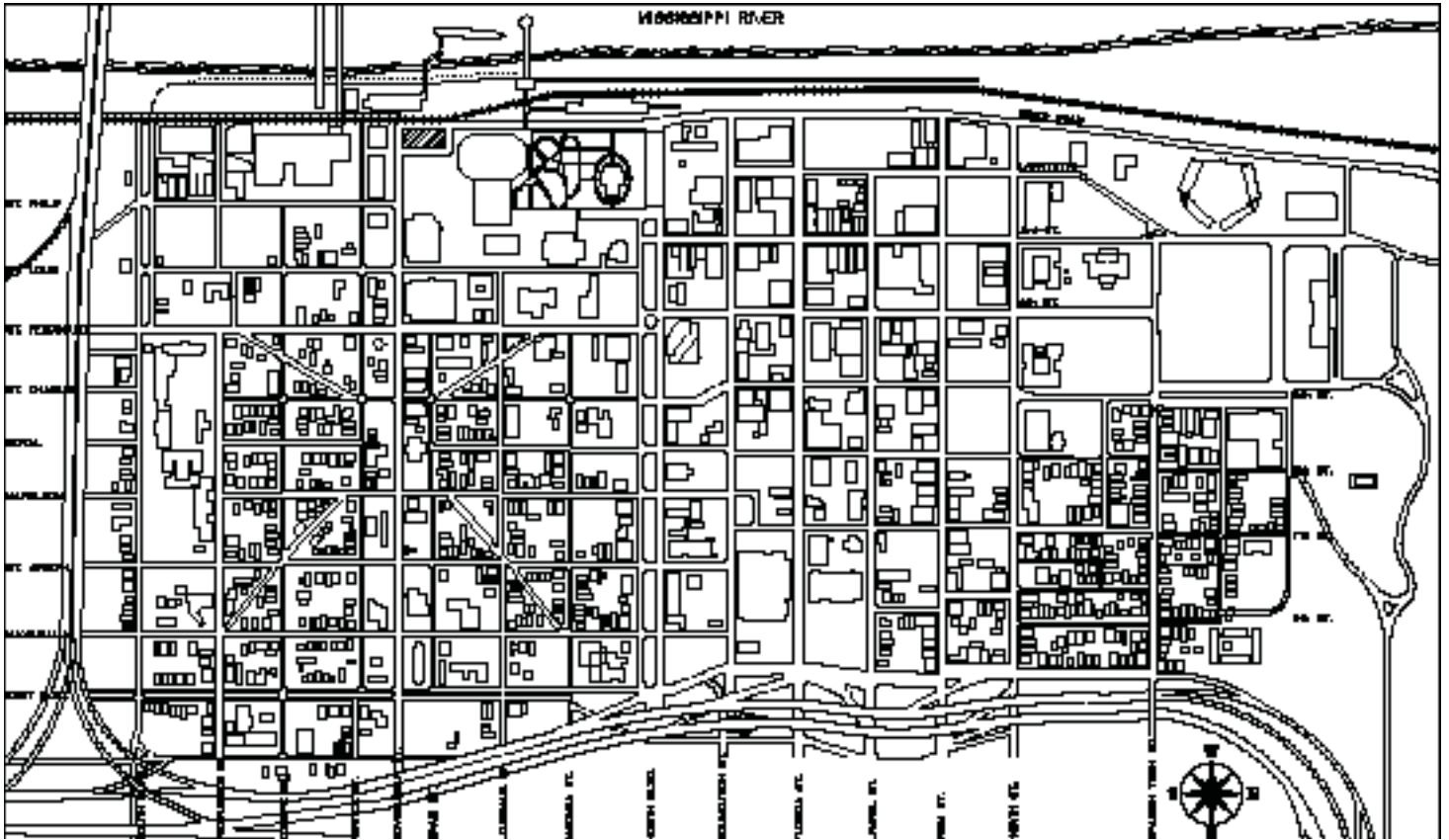
However, for festivals, it is not particularly well located relative to the commercial elements of the Downtown that would stand to benefit. The alternative design as a large naturalistic park may fare no better than the other similar parks on the Capitol grounds that are currently under-utilized. Public space in America, to be effective must have its activity supported by building at its edges.

As an ecological park demonstrating the ecology of the Mississippi, it has some promise if associated with the public education curriculum. This should be explored as it is compatible with the historical sub-text of the State Capitol Master Plan.

Recommendation: Follow the design of the State Capitol Master Plan.

[Michael Van Valkenburgh provided a concept design for the riverfront park in cooperation with State Capitol architects. At the request of State Division of Administration, Plan Baton Rouge facilitated a Charrette in late February 2002 to determine programming for the riverfront park. The charrette design team included Eskew+, Suzanne Turner, Audubon Institute and the Waterfront Center. The process yielded exciting plans which are being developed. - SEE EXHIBIT C]

PLAN BATON ROUGE



PROPOSED SQUARE AT THE CENTROPLEX



THE FIRST CIVIC PLACE: SQUARE AT THE CENTROPLEX

NOT IMPLEMENTED

THE DOWNTOWN PARKS CORRIDOR

EXHIBIT B



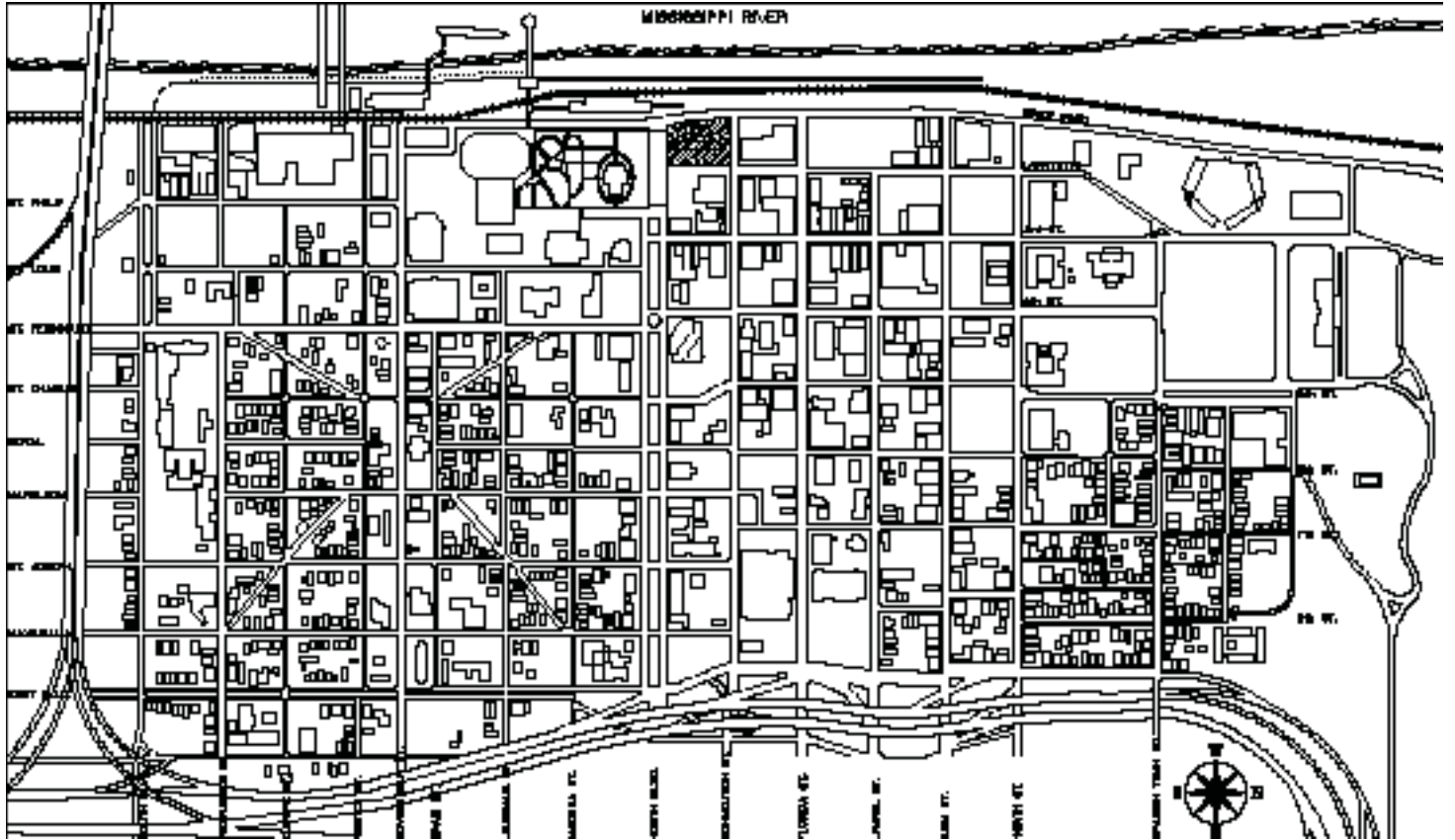
River Road Realignment - Completed May 2002

EXHIBIT C



Rendering of Proposed DeSoto Park

PLAN BATON ROUGE



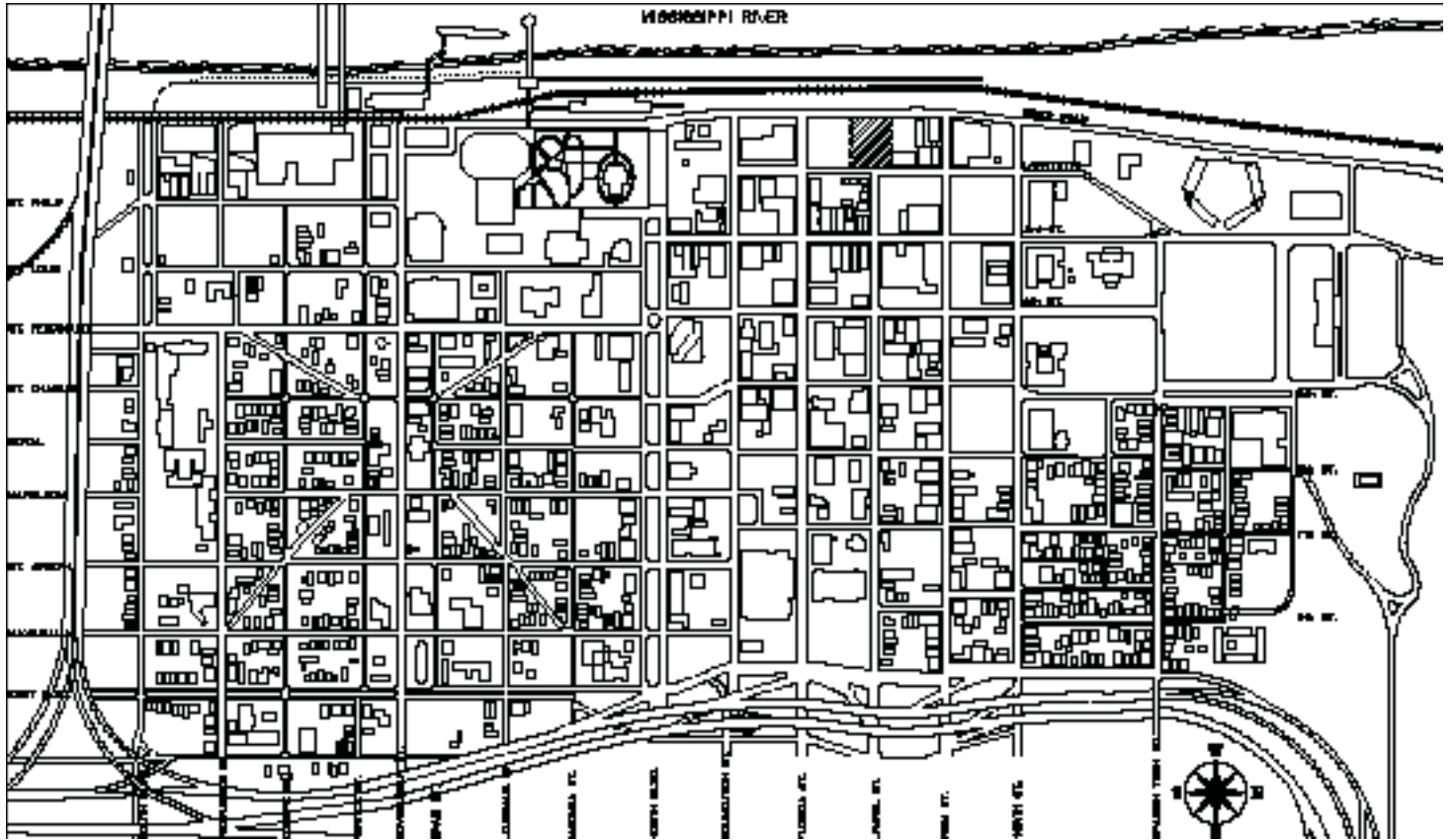
LAFAYETTE PARK AT THE RIVER

THE DOWNTOWN PARKS CORRIDOR



THE SECOND CIVIC PLACE: LAFAYETTE PARK

PLAN BATON ROUGE



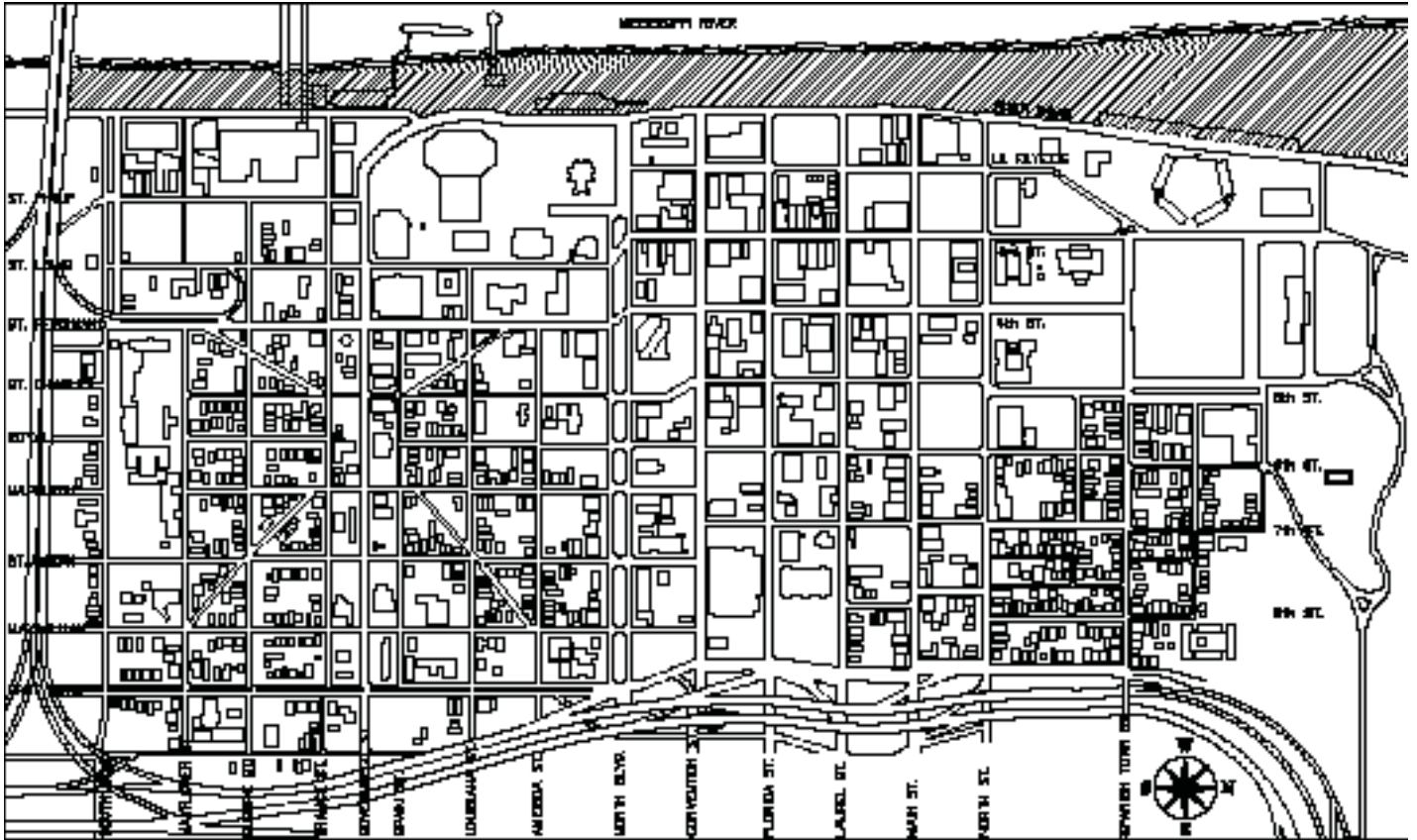
LAUREL ST. PLAZA AT THE RIVER

THE DOWNTOWN PARKS CORRIDOR



THE THIRD CIVIC PLACE: LAUREL ST. PLAZA

THE RIVERFRONT PARKWAY CORRIDOR



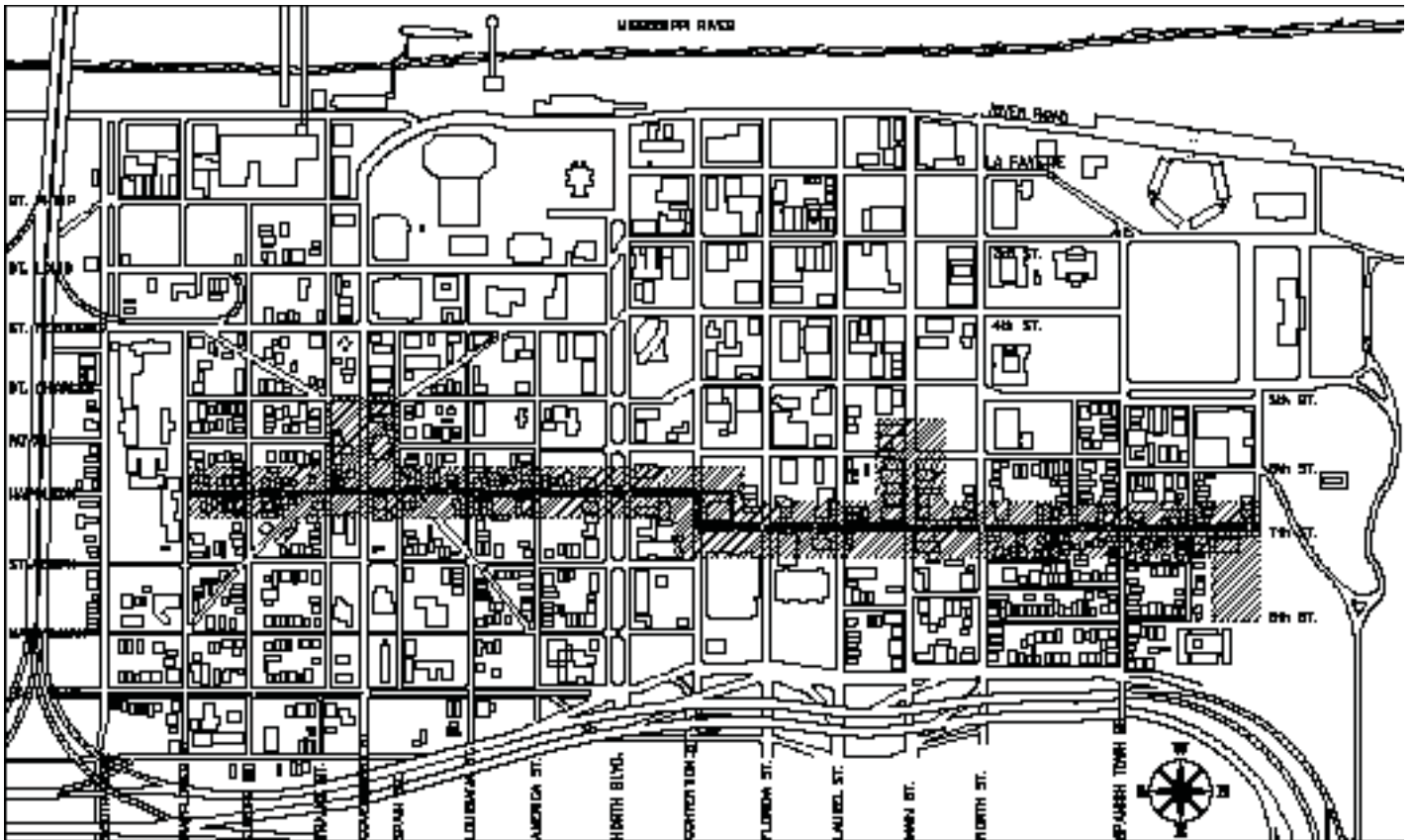
RIVERFRONT PARKWAY CORRIDOR

SUMMARY

This is an ambitious and well-conceived master plan that has been partially executed. It should be completed as designed with one exception: the elimination of Riverfront Plaza, a place that does not work. This change is discussed in the Catfish Town District section CTD-4.

This section is held open to incorporate the existing Baton Rouge Riverfront Development Plan into this comprehensive Plan Baton Rouge Master Plan.

THE SEVENTH STREET CORRIDOR



SEVENTH STREET CORRIDOR

SUMMARY

This trajectory emerged out of a request by the residents of Spanish Town and Beauregard Town to create a connection between their two neighborhoods, one that would enhance and secure their presence in the Downtown as well as provide useful goods and services for residents. Napoleon and Seventh Street were selected as the only ones that connect the hearts of both communities. The trajectory would start within Beauregard Town with the restoration of Royal Square (on Government Street), and move along Napoleon Street, which in this sector is in excellent condition. Crossing from North Boulevard to Seventh Street, a series of interventions are necessary to mask the existing parking lots. It is necessary to create a square on Convention Street to rectify the slight misalignment of the two streets. Then a retail core must be developed that is essential to both neighborhoods at the corner of Main, anchored by the adjacent East [Galvez] state parking garage. This trajectory would cross Spanish Town and terminate with a new park to be managed by BREC.

The two residential neighborhoods within the Downtown have

no common center.

Several options were explored to connect Spanish Town and Beauregard Town. Those along the highway were too unpleasant to walk along. Sixth Street was blocked by the new fire station at Beauregard Town, and is too far to the west from the heart of Spanish Town. The best connection is the combination of Napoleon and Seventh Streets. These are virtually the same street, but not exactly aligned. The disjunction provides the opportunity to create a square at the approximate center of this trajectory.

This trajectory described from south to north begins with Napoleon at its inception at the police station. It passes Royal Square of Beauregard Town along its edge, the middle being cut off by the aforementioned fire station. Napoleon, although off-center with the square, is nevertheless the effective centroid of this neighborhood. (The reclamation of

PLAN BATON ROUGE

Royal Square is discussed in The Beauregard Town Neighborhood.) Napoleon Street has good spatial definition on both sides, except for the potentially destructive condition of the large unbuilt plot on the corner of America and Napoleon. This site, subject to current zoning laws, could be badly overdeveloped. After crossing North Boulevard, the trajectory becomes ill-defined spatially, because of parking lots on both sides. These require liner buildings. Napoleon then terminates at the unused Postal Credit Union building. This property should be purchased by condemnation, the building demolished and its site converted to a square that neatly shifts the northward trajectory onto Seventh Street. Liner buildings must be erected on all sides of the square. Fortunately, the layout of the surrounding parking lots are perfectly aligned for liner buildings with minimal disruption. Beyond the square, Seventh Street is again effectively defined spatially except that the two small parking lots near Laurel should be provided with streetwalls for they are too small for liner buildings.⁷ The intersection on Main Street is virtually intact on three corners. The buildings on the south side should be merchandized to provide the necessary neighborhood retail for both neighborhoods. At North Street, another liner building is required on the southeast corner. Further north, Seventh Street again acquires good spatial definition provided by the existing houses. Seventh Street should terminate at the Capitol Park pavilion to signal the existence of this wonderful park, currently under utilized.

⁷Note that the axis of Seventh Street looking back to the south, aligns perfectly with the rear entrance of the First Presbyterian Church.

[Three hundred trees were planted in October 2000 on the Seventh Street Corridor in honor of the late Charles P. Manship whose boyhood home was on the corner of Florida Street and Seventh Street. Baton Rouge Green installed the plantings that will provide shade and color during the four seasons. The City of Baton Rouge and the Department of Public Works removed concrete and prepared the beds for the tree plantings which were designed by the Louisiana Chapter of the American Society of Landscape Architects. The project won an award in 2001 from The Louisiana Urban Forestry Council for promoting urban forestry in Baton Rouge with "The Capital City Enhancement Masterplan."]

SSC- 1

Project Name: Seventh Street and the Post Office Square

Observation: There are many gaps along the edges of this

corridor that tend to destroy its pedestrian quality.

Discussion: These liner buildings are necessary on the Napoleon & Seventh Corridor and they may also be useful on gaps elsewhere, particularly on the open parking lots on the Third & Lafayette corridors.

Project A: Seventh Street

Recommendation A: Acquire the vacant Postal Credit Union building through condemnation. Design and develop it into a square defined by liner buildings.

Responsibility: Downtown Development District

Project B: Post Office Square

Recommendation B: Encourage the construction of liner buildings along Seventh Street through a variety of means, including persuasion. Following the construction of the first set of liner buildings by Hibernia Bank (on its parking lot on Third Street) this will become easier to do.

Responsibility: Downtown Development District

SSC-2

Project Name: The Main Street Shops and Public Market

Observation: Shopping in the neighborhoods is inadequate.

Discussion: Neighborhood life is premised on most ordinary needs being available within walking distance of home. Retail plays an important role here and should include at least a neighborhood grocery, video store, neighborhood restaurant, automatic teller machine, local post office/police post, as well as a bakery and a walk-in clinic. The best location for these is the intersection of Main and Seventh Streets. There are several reasons supporting this location: 1. This location holds a series of under-utilized commercial buildings suitable for these purposes. 2. This location is on the exit trajectory for state employees where they may conveniently shop on the way home. 3. The second state parking garage will soon be built nearby, which will bring customers by on the way to their cars. 4. This location is

THE SEVENTH STREET CORRIDOR

along the trajectory that connects the Beauregard and Spanish Town neighborhoods.

Project A: The Main Steet Shops

Recommendation A: Professionally merchandise the empty retail at the intersection of Seventh and Main.

Responsibility: Downtown Development District

Project B: The Public Market

Recommendation B: Integrate a Public Market in the design of the State's East [Galvez] Parking Garage on Main and Sixth Street.

Responsibility: State Commissioner of Administration

[Immediately following the *Plan Baton Rouge* charrette, the Baton Rouge Economic and Agricultural Development Alliance, (BREADA) the organization which developed the Red Stick Farmers' Market, helped to form a committee to investigate the feasibility of a public market in the proposed Galvez Garage. This group evolved into the Public Market Working Group.

Nancy Duncan Porter, a consultant with Projects for Public Spaces, was hired by *Plan Baton Rouge* to provide guidance about the design and programming for the public market. The Public Market Working Group then developed the program for the public market which was the basis for the Public Market business plan. The business plan was presented to the BREADA Board in November 2000 and was approved by the Baton Rouge Area Foundation Planning and Development Board in March 2001. BRAF provided the start-up funds to hire a market director and initial funds for operations. Sandy Saye was hired in July 2001 as the first director of the public market: *Main Street Market*. The market will open October 2002.]

SSC-3

Project Name: BREC Day Camp

Observation: In Spanish Town there is a seven-acre site that

is the finest wooded property in the Downtown.

Discussion: These untended woods, currently used by rather pastoral street people, should be purchased by or for the Parks Department. In combination with the Lafayette Park Recreation Building, this purchase would complete the compensation due to BREC for the elimination of Victory Park in 1989. Its best use is for a BREC Day Camp.

Recommendation: Purchase this site through condemnation and grant it to BREC for development.

Responsibility: Plan Baton Rouge

SSC-4

Project Name: Street Name Restoration

Observation: This trajectory, which is assembled from three streets-Napoleon, Seventh, and Lake Park Road-lacks the civic identity it deserves.

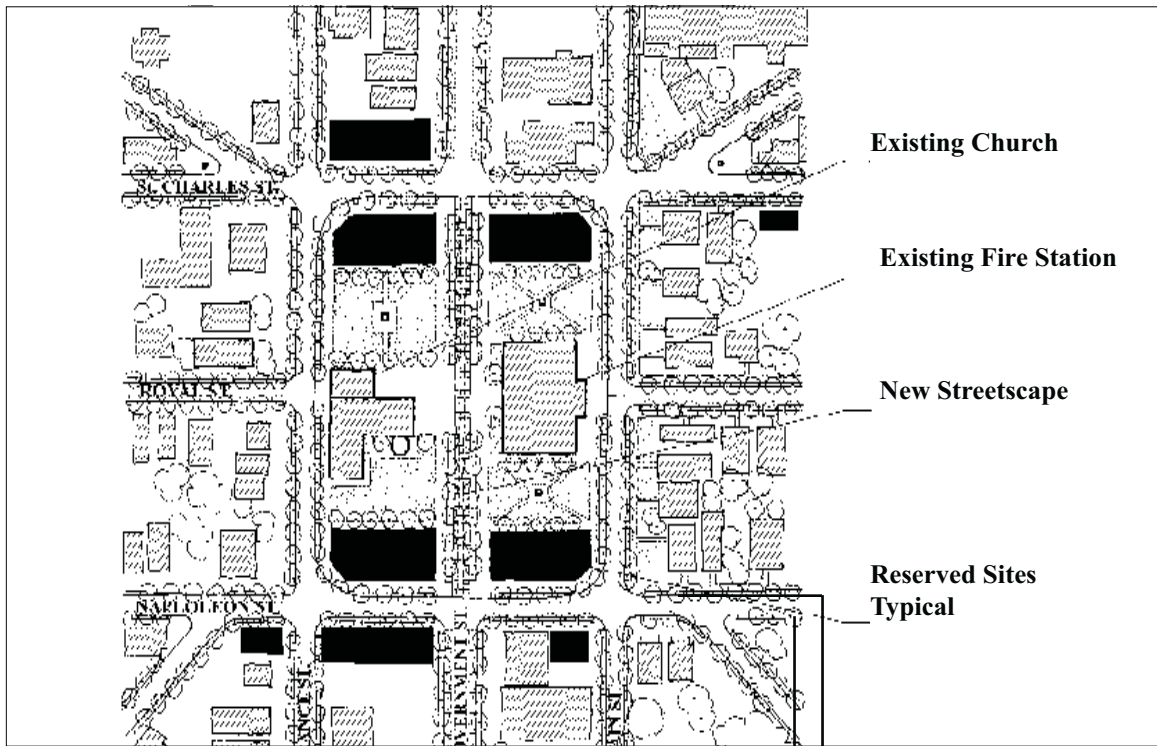
Discussion: To establish identity, these three street names may be replaced by their historical name of St. Francis Street, reestablishing their importance and coherence. Alternately, this street may be renamed its other historical name, Lake Park Road, as a symbol of its finest asset, the lake at its northern termination.

Recommendation: Replace the three street names with the historic "St. Francis Street" or some other name to be agreed by the residents of both neighborhoods. Change the signage.

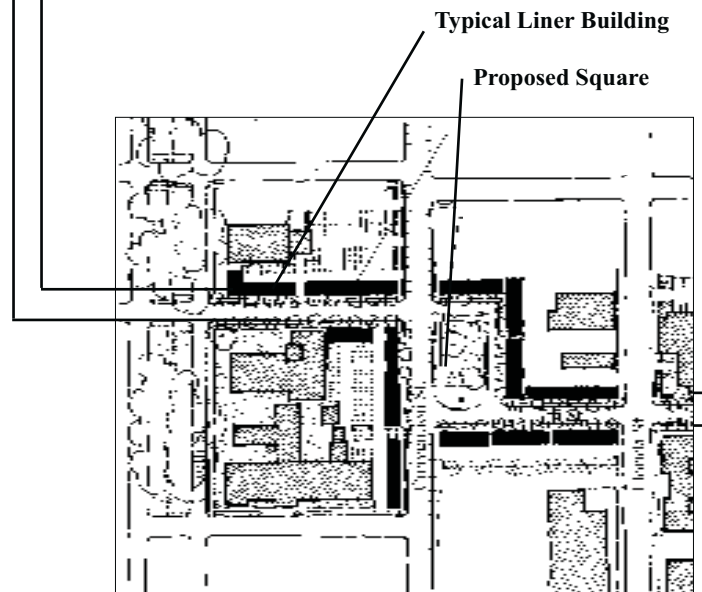
Responsibility: Downtown Development District

[Historic Spanish Town Civic Association has selected certain streets for name changes and submitted a request to the Department of Public Works to install new signs.]

PLAN BATON ROUGE



BEAUGARD SQUARE IMPROVEMENTS

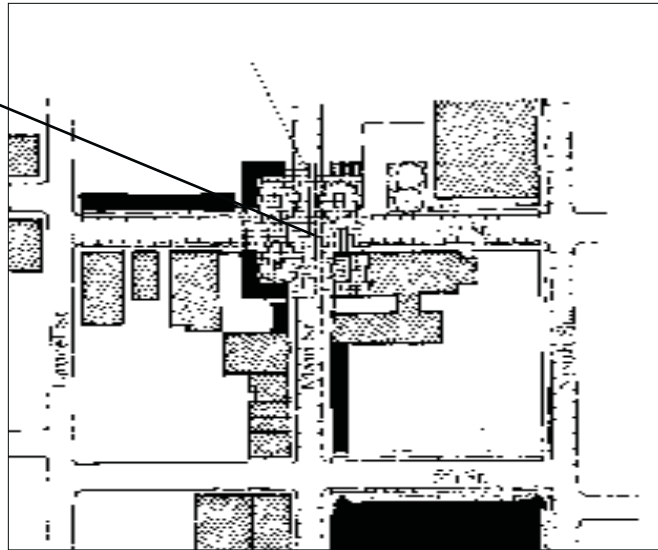


**PROPOSED SQUARE ON 7TH STREET
ON 7TH STREET**

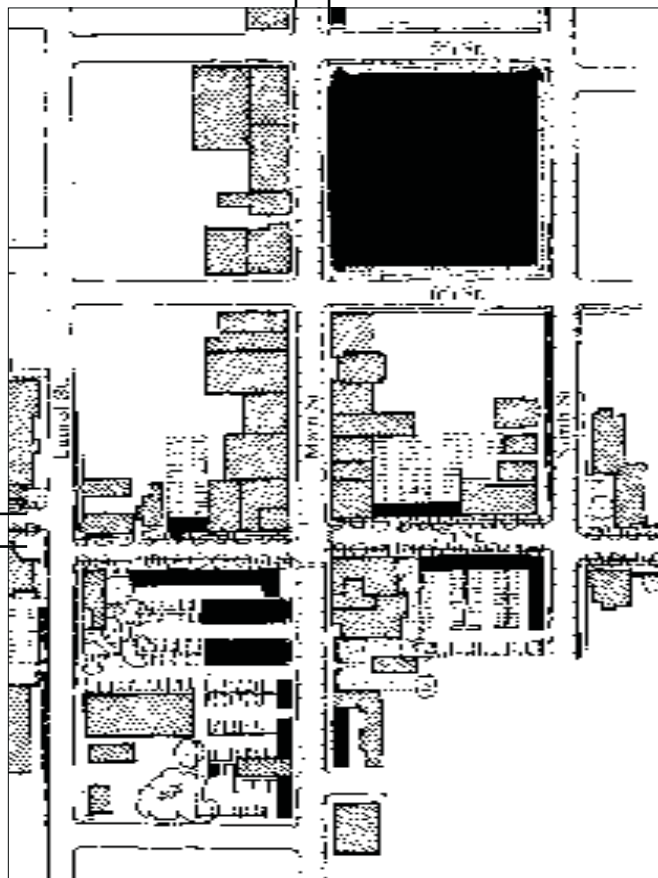
THE SEVENTH STREET CORRIDOR

EXHIBIT A

Redesign of Implied Square

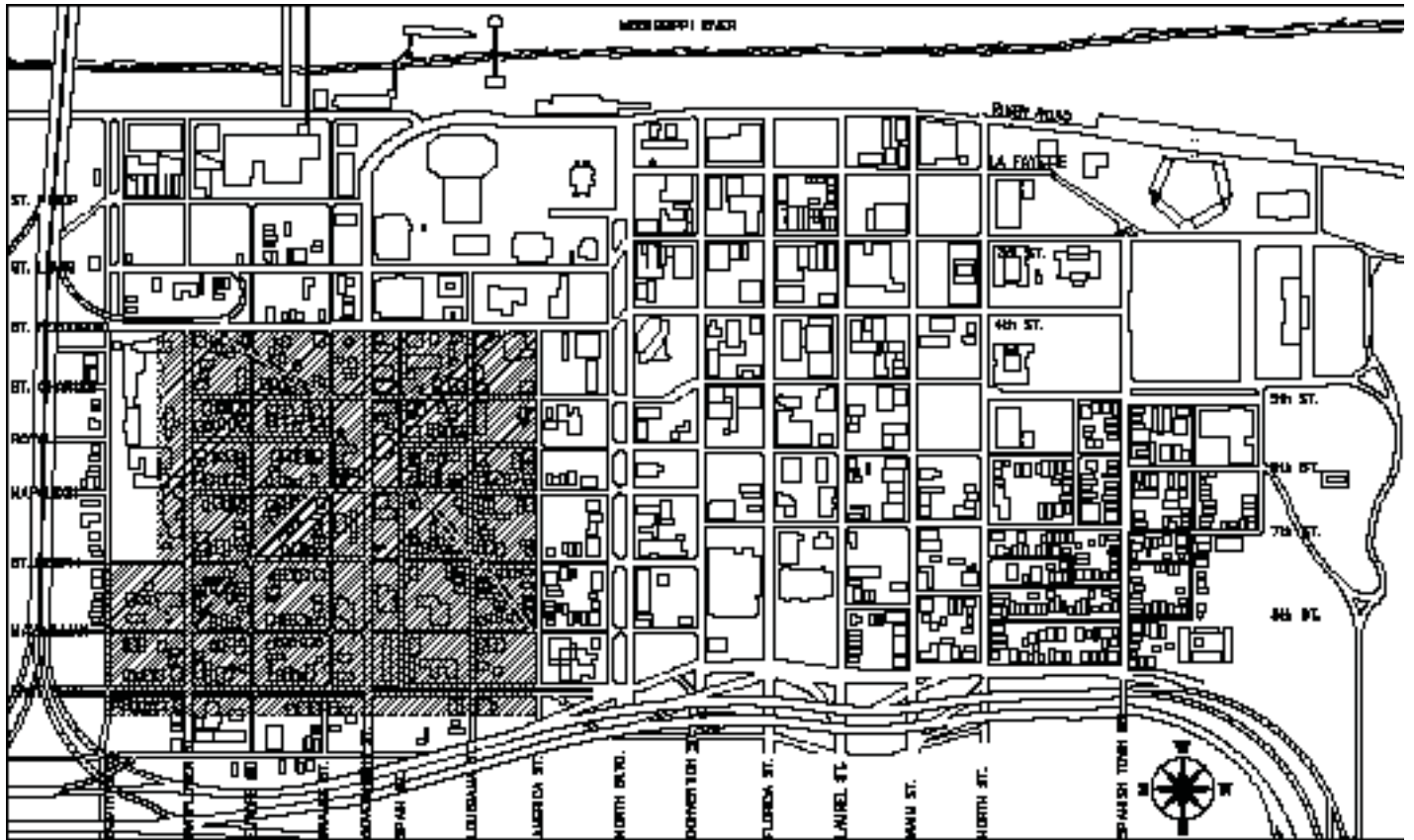


GRAS TOWN PLAZA IMPROVEMENTS



PROPOSED SHOPPING STREET ON 7TH AND MAIN ST.

PLAN BATON ROUGE



BEAUREGARD TOWN NEIGHBORHOOD

SUMMARY:

Beauregard Town has unique difficulties, including traffic patterns that expose its heart to regional traffic and strip commercial development. Several of these problems may be corrected immediately at a very low cost. Others, like the recovery of Government Street from strip commercial, can begin with

the restoration of the Royal Square. A proposed management system fulfills the need to maintain standards, and the creation of a completely new zoning code that supports existing building types, replacing the current suburban code that inadvertently makes compatible building types illegal.

BTN-1

THE BEAUREGARD TOWN NEIGHBORHOOD

Project Name: Government Street Correction

Observation: Government Street at the heart of Beauregard Town has the design characteristics of an out-of-date commercial strip.

Discussion: Four lanes for speeding traffic, no on-street parking, no trees, small sidewalks, long distance signage, and buildings behind parking lots all combine to make this street a visual blight. What once united the north and south halves of the neighborhood now separates them. Alternate routes of traffic (South Boulevard and North Boulevard) do not relieve traffic that is now focused on Government Street. The I-10 Government Exit U-turn is not quite effective in bringing cars to South Boulevard. Cars back up on Government Street during Centroplex events, due to slow access to the Centroplex parking garages, and also because the northern access to these garages is not explicit.

Recommendation: Widen the sidewalks on Government Street at Royal Square to include tree planters and narrow lanes slightly. Place a sign on the U-Turn ramp for the Centroplex as well as for the Convention Center. On the highway, advertise the North Boulevard Exit as also serving the Centroplex to increase use of the northern garage entries. Curve the corner where South Boulevard meets the traffic coming south from the U-Turn.

Responsibility: Plan Baton Rouge, Downtown Development District and Metro Council

[Signage improvements will be implemented through a Visitor Amenity Package and Interstate Sign replacement.]

BTN-2

Project Name: East Boulevard Correction I

Observation: Traffic on East Boulevard is too fast.

Discussion: The traffic lanes of East Boulevard are the correct width, but people do not park along them frequently enough to slow down passing cars.

Recommendation: Add additional landscaping to the median towards its outer edges, encroaching upon the roadway. Stripe the parking area.

Responsibility: Baton Rouge Green

See Transportation

BTN-3

Project Name: East Boulevard Correction II

Observation: Traffic on East Boulevard ends up trapped in a parking lot.

Discussion: East Boulevard is continuous to the south, but through passage north has been blocked by the highway on-ramp. The problem is not that the road ends this way, but that people expect it not to end. This elegant boulevard deserves a graceful celebration at its northern terminus.

Recommendation: Convince the First Methodist Church to erect a gateway at the entrance to its parking lot. This gateway is to be centered upon the northbound lane of East Boulevard.

Responsibility: Plan Baton Rouge, Downtown Development District and Metro Council

See Transportation

BTN-4

Project Name: East Boulevard Correction III

Observation: East Boulevard is an elegant thoroughfare blighted by a number of parking lots along its edges.

Discussion: The street needs spatial definition to be successful, but the parking lot owners do not want to lose parking spaces. The solution is to lease the edges of their lots free to developers to build liner housing.

Recommendation: Encourage liner buildings on these lots.
Note: This strategy can and should be used throughout Beauregard Town.

Responsibility: Plan Baton Rouge and Downtown Development District

See Infill Buildings

PLAN BATON ROUGE

BTN-5

Project Name: Beauregard Playground

Observation: Residents need a neighborhood park for their children.

Discussion A: South Boulevard Elementary has a playground that is kept locked and under used. The school does not want outsiders causing trouble, but this is a civic institution and should be willing to share the playground in exchange for maintenance from the city.

Recommendation A: Improve the school playground to serve both students and neighborhood residents. Give a key to residents, and employ BREC to provide maintenance necessitated by neighborhood usage. The residents have suggested a park design with benches grouped and scattered, winding paths, and shade trees.

Discussion B: There is a large lot (64' x 200') on Mayflower Street between Napoleon and Joseph Streets with a \$250,000 lien on it from the FDIC. It is under city control, and will necessarily remain empty for a long time.

Recommendation B: Negotiate a write down from the FDIC. Turn the designated lot into a sitting and play area for residents. If this happens, the adjacent air-conditioning unit for the Police Barracks must be wrapped in a sound-deadening wall.

Discussion C: There is a curving U-turn on-ramp between St. Louis and St. Ferdinand Streets, just south of Europe Street, that is unnecessary. Pending a study confirming the geometry, this ramp could be removed. The turnaround could instead take place on Europe or Mayflower Street (which can now connect through). This area would then become available for a park.

Recommendation C: Pending a study confirming the geometry, remove the U-turn ramp, connect Mayflower as a through street, and create a park on the ramp site.

Discussion D: The front yard of the Police Department between Royal and Napoleon Street could be available if the fence was pushed back. This site does not impose a security risk for the police barracks.

Recommendation D: Replace the existing fence with two small segments of fence coplanar with and connecting the three buildings. The area in front then becomes available to BREC as a community park.

Responsibility: Plan Baton Rouge and Downtown Development District

BTN-6

Project Name: St. Ferdinand Street Correction

Observation: St. Ferdinand Street is a dangerous high-speed road, with four lanes all heading south. Northward traffic is diverted into the neighborhood at Penalvert, confusing drivers. Somerulos Street consists of two one-way streets encountering each other at a baffling intersection at Louisiana Street.

Discussion: The Downtown's old comprehensive one-way traffic retrofit has proved to be a failure. One-way streets speed up traffic at the expense of pedestrians, and confuse and frustrate visitors. Just as one-way traffic has been discredited and eliminated in other city cores, it should be eliminated here.

Recommendation: Reduce St. Ferdinand Street to one lane in each direction, with parking along both sides. If this creates excessive congestion, the parking can be prohibited during rush hours. Once St. Ferdinand Street is converted to two-way, the diverter can be removed at Penalvert, and Somerulos can run northward for its entire length. (See below)

Responsibility: Downtown Development District and Metro Council

See Transportation

[The Baton Rouge Downtown Transportation Plan recommends that two-way operation be implemented on St. Ferdinand between North Boulevard and Penalvert Street. The diverted island at Penalvert Street will have to be removed.]

BTN-7

Project Name: St. Louis Street Correction

Observation: Cars drive too fast on St. Louis and St. Philip Streets.

Discussion: St. Louis is three lanes wide in one direction. St. Philip is two lanes wide. Reverting these streets to two-way with parking on one side would calm traffic, provide less confusing paths for visitors, and provide overflow parking.

Recommendation: Revert St. Philip and St. Louis to one travel

THE BEAUREGARD TOWN NEIGHBORHOOD

lane in each direction, with the additional lanes for parking. Parking can be eliminated during rush hours with signage if necessary.

Responsibility: Downtown Development District and Metro Council

See Transportation

[The Baton Rouge Downtown Transportation Plan concluded that the morning peak hour traffic volumes prevent St. Louis from being converted to two-way.]

[When the Baton Rouge Downtown Transportation Plan was presented to the public, the residents of Beauregard Town expressed opposition to changing the streets to two-way.]

BTN-8

Project Name: Maximillian Street Correction

Observation: Cars drive too fast on Maximillian, St. Joseph, and St. Charles Streets.

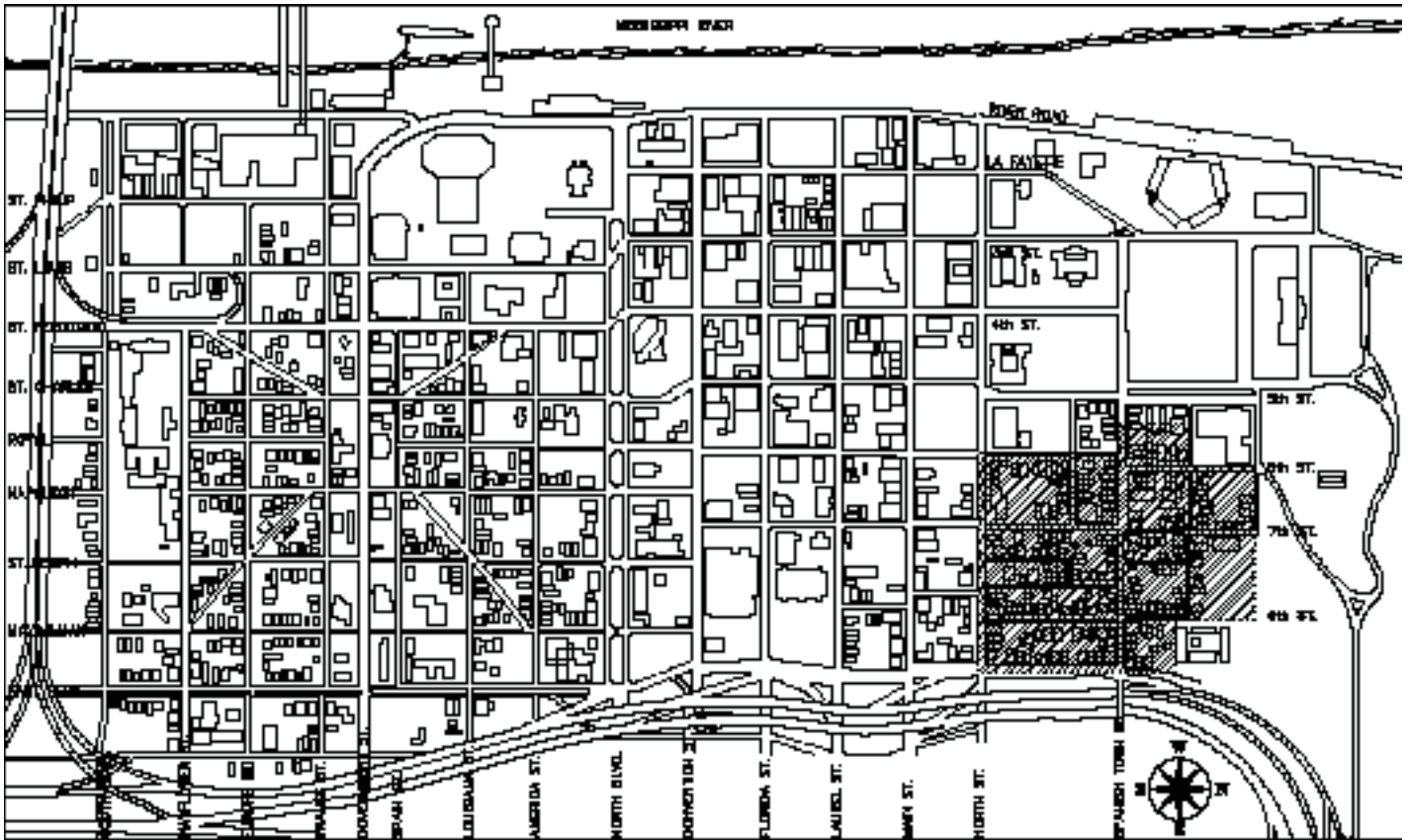
Discussion: See the above discussion. The solution is to eliminate the one-way system in Beauregard Town. All of the local streets have a 24' pavement, which is the standard traditional American street width. In residential neighborhoods, this width accommodates traffic both ways, and parking on one side. Napoleon Street currently corresponds to this configuration. Ideally, cars do not always park on the same side of the road, creating a traffic-calming weave trajectory.

Recommendation: Revert all Beauregard Town streets to two-way. Remove all parking restrictions, except at corners. Neither mark nor forbid parking on these streets; just allow it to happen naturally.

Responsibility: Downtown Development District and Metro Council

See Transportation

PLAN BATON ROUGE



SPANISH TOWN NEIGHBORHOOD

SUMMARY:

Spanish Town is subject to traffic stress, but to a lesser extent than Beauregard Town. Its codes must be rewritten, ideally to be identical to those of Beauregard Town, for ease of administration. Peculiar to Spanish Town, however, is the threat posed by its proximity to the State Capitol Grounds — less by the state buildings, which are responsibly controlled by the Capitol

Master Plan, than by the high land value created by proximity. This neighborhood includes two large open parcels where it is possible to build very destructive buildings. The development of these sites must be negotiated or they should be purchased for a park.

STN-1

Project Name: Predictability

THE SPANISH TOWN NEIGHBORHOOD

STN-3

Observation: Property owners in proximity to the State Capitol tend to not preserve or renovate their existing buildings because they anticipate that the state will claim their property through eminent domain or that investors will purchase it at an elevated price.

Discussion: Current elected state officials have given their assurances that there are no current plans to condemn more private property in Spanish Town, but the action of future officials cannot be predicted. The State cannot unequivocally declare that it will not expand its campus in perpetuity.

Recommendation: Based on scope and breadth of State Capitol Master Plan, the State would not expand beyond its current boundaries to correspond with Plan Baton Rouge's initiatives. The State could issue preservation easements to purchase the development rights from the owners. These would be similar to those used to retain open space in perpetuity, or devise some other long term guarantee that it will not claim any more residential areas of Spanish Town.

Responsibility: Plan Baton Rouge and Downtown Development District

STN-2

Project Name: Costello Lane Correction

Observation: Curbs on tight street corners in Spanish Town are crushed by garbage and other trucks.

Discussion: The worst instance is at the southern end of Costello Lane, where both corners are crushed. A roll-over curb is needed that would be unpleasant for cars to drive over, but usable and resistant to trucks.

Recommendation: As curbs are scheduled for repair, the city should replace these curbs with a roll-over design made of three inch 90-psi blocks.

Responsibility: Downtown Development District and Office of the Mayor.

See Transportation

[The Baton Rouge Downtown Transportation Plan recommends the damaged curbs on Costello Lane be repaired when other road repairs are done in Spanish Town.]

Project Name: North Street Correction

Observation: Traffic on North Street moves at a speed that is noxious to Spanish Town residents.

Discussion: Four lanes in one direction guarantees the high speed.

Recommendation: Revert to one lane each way with parking both sides. Post signs outlawing parking during rush hours only.

Responsibility: Downtown Development District and Office of the Mayor

[The Baton Rouge Downtown Transportation Plan did not recommend changing North Street to two-way because of the cost of reconfiguring the ramp from I-110 northbound.]

STN-4

Project Name: Spanish Town Road Correction

Observation: Traffic on Spanish Town Road is too fast for residents.

Discussion: The single most important complaint by residents of Spanish Town is the speed of the vehicles that take this road to exit the Capitol Complex. This is one of the places where traffic calming devices are warranted, as a wide road delivers traffic to this point with great momentum. A stop sign has been installed at the Seventh Street intersection, but further measures are necessary.

Recommendation: Construct a chicane at the entrance to Spanish Town Road just east of Fifth, and mark parallel parking alternating from side to side, along with a posted speed limit of 25 MPH. To divert as much traffic as possible, a sign should be posted before the chicane indicating that a left turn leads to Interstate 110 via the Capitol Lake Drive.

PLAN BATON ROUGE

Responsibility: Downtown Development District and Office of the Mayor

[The Baton Rouge Downtown Transportation Plan recommends installing a deflector at the entrance to Spanish Town Road. Signage could also be used to divert traffic to Fifth Street to Capitol Access Road for access to I-110. The Spanish Town Civic Association does not want to implement this traffic-calming technique.]

STN-5

Project Name: Ninth Street Correction

Observation: Traffic on Ninth Street is fast and perceived to be dangerous.

Discussion: The three existing one-way lanes are never congested, and vehicles are therefore constantly weaving. Cars in the narrow right lane encroach the center lane dangerously. Since the right lane is exit-only, vehicles often cut left with little warning. Residents find it difficult and perilous to exit their driveways.

Recommendation: Reduce the road to two lanes by adding on-street parking to the right. This necking down can be emphasized with bulb-outs, especially at the commencement of the parking lanes at the north. The curb north of Spanish Town Road should be built outward to slow cars down from their highway speed.

Responsibility: Downtown Development District and Office of the Mayor

[The Baton Rouge Downtown Transportation Plan recommends curbside parking on the west side of Ninth Street between Spanish Town Road and Main Street. DOTD must grant permission because Ninth Street is a state highway. The Historic Spanish Town Civic Association heartily endorses this recommendation.]

STN-6

Project Name: Bungalow Lane Correction

Observation: People drive too fast on Bungalow Lane.

Discussion: Commuters and others use Bungalow Lane to cut through. The current configuration is a single 15 ft. travel lane, which encourages speeding. Because cars speed, the City has not allowed residents to build garages from which cars can back

onto the Lane. Bungalow Lane is the same width as Lucilla Lane, which has parking on one side. Since Bungalow Lane should only handle local traffic, it would benefit from the same arrangement.

Recommendation: Allow parking on one side of Bungalow Lane. Allow residents to construct garages from which residents back directly out onto the roadway. To further slow traffic and create a more scenic environment, it may be possible to remove the asphalt pavement to reveal bricks below.

Responsibility: Downtown Development District and Office of the Mayor

[The Baton Rouge Downtown Transportation Plan recommends parking on one side of Bungalow Lane.]

STN-7

Project Name: Senior Citizens' Park

Observation: Baton Rouge Recreation and Parks Commission has not completed the Senior Citizens' Park.

Discussion: To be truly useful the park should serve not only the elderly, but neighborhood families as well. The elderly usually enjoy the activity of children at play.

Recommendation: BREC should prioritize the completion of this park, adding a pavilion for sheltered sitting, raised planters for elderly gardening, and children's play equipment.

Responsibility: Spanish Town Civic Association

[Ribbon cutting for the completed Senior Citizens' Park was held June 1999.]

STN-8

Project Name: State Capitol Park Plan

Observation: New State buildings will be built directly across the street from residential lots in Spanish Town. The East State Office Building [Galvez Building] may harm the residential context of Spanish Town to its east. The same is true of any building which replaces the decrepit Insurance Building.

Discussion: Spanish Town buildings should not be dwarfed by new buildings, exposed to surface parking lots, or subjected to additional commuter traffic. The design of these buildings and their parking will have a profound effect on the quality of life of Spanish Town residents.

THE SPANISH TOWN NEIGHBORHOOD

Recommendation: The east buildings must be designed to locate surface parking hidden below or at midblock or so that it is invisible to the east. This parking should be accessed only from the west. These buildings must mirror their neighbors across the street to the east, not as large towers behind deep setbacks, but as low buildings against the street, stepping upward, further back from the street.

Responsibility: Spanish Town Civic Association

[The Galvez Building (East State Office Building) is under construction; completion is scheduled for June 2003.]

STN-9

Project Name: State Capitol Park Plan

Observation: The State's new East [Galvez] garage may destroy pedestrian quality on Fifth, Sixth, Main and North streets.

Discussion: Pedestrians, given a choice, will not walk past the blank walls of a parking garage. Not every street must participate in the pedestrian network, but Main Street has important pedestrian potential. It must be fronted with habitable space.

Recommendation: For the sides that enfront Main, the parking garage must be faced with a habitable component, preferably a public market at the first floor level.

Responsibility: State Commissioner of Administration and Downtown Development District

[Main Street Market will be located on the Fifth Street side of the Galvez Garage. There will also be four retail pods, three on Main Street and one on North Street.]

STN-10

Project Name: State Capitol Park Plan

Observation: The Insurance Building parking lot has closed its western entrances, causing all traffic to travel on Sixth Street. Many commuters from this lot speed home on Spanish Town Road.

Discussion: Flooding has forced the closure of the two Fifth Street entrances. This is the State's responsibility to repair them. The building is currently undergoing renovations, and is not expected to be demolished for 5 years.

Recommendation: Repair the flooding problems and reopen western entrances of the insurance building. The eastern entrances may have to be temporarily closed to retrain drivers to use the other entries.

Responsibility: State Commissioner of Administration

[Flooding has been eliminated and west entrances have been reopened.]

STN-11

Project Name: Arsenal Park Dog Run

Observation: The residents of Spanish Town have nowhere to let their dogs run off the leash.

Discussion: The creation of a dog-run area within Arsenal Park will be a convenience and a courtesy to Downtown residents, increasing use to the park and reducing loitering.

Recommendation: The State should consider designating a limited area of the park as a dog run. The best place would be a location where loitering is currently a problem.

Responsibility: Spanish Town Civic Association

STN-12

Project Name: Arsenal Park Pavilion

Observation: There is a missed opportunity at the north end of Seventh Street; it terminates unacknowledged at Capitol Park.

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Discussion: Seventh Street should become an important corridor link to Beauregard Town and deserves a dignified terminus. The park as a visible destination will increase pedestrian traffic and discourage loitering.

Recommendation: Create a pavilion at the north end of Seventh Street.

Responsibility: Spanish Town Civic Association and Downtown Development District

STN-13

Project Name: Traffic Noise Attenuation

Observation: Highway noise is a significant nuisance to Spanish Town residents.

Discussion: Air displacement by speeding vehicles, in addition to the noise caused by empty trucks bottoming out on a bump, bring down the value of the neighborhood. Fortunately, a stand of trees hides the highway from view but this does not reduce the noise pollution.

Recommendation: A sound-attenuation wall should be built between the highway and the stand of trees for the length of Spanish Town. This wall should not damage the existing stand of trees, nor should it be taller than them.

Responsibility: Plan Baton Rouge and Downtown Development District

[The Baton Rouge Downtown Transportation Plan recommends installation of a sound attenuation wall but did not identify sources of funding to implement this recommendation.]

STN-14

Project Name: Special Project Site 1

Observation: The owner of the property on the southeast corner of North Street and Seventh is planning to expand his headquarters to the diagonally opposite corner of the block.

Discussion: It is legal by code to place a building behind a corner parking lot, blighting that intersection. The owner may secure a C-5 upzoning, but intends to negotiate a compromise. It was possible to design an office building that would meet his needs while presenting a pedestrian friendly face to the street. There are two designs (depending on whether or not he acquires a next-door lot) that would be in violation of current zoning (due

to illogical suburban setback requirements) but are compatible with the proposed new code. These include 5 ft. setbacks on all sides, parking hidden behind a wall, occupied frontage along the length of North Street, and a 2 ½-story building with the opportunity for apartments within an attic. Some of the parking requirement would be met on site, with the remainder purchased or leased from lots or garages nearby.

Recommendation: Include as a part of the plan the permit of a building with the characteristics described in the special project.

Responsibility: Downtown Development District

See Site 1

[The Planning Commission changed Land Use for this property in the Sub Area meetings. Petroleum Service Inc. will move ahead with construction plans, but has also purchased an additional office building on the corner of 8th and Main Street. Renovations began in October 2001.]

STN-15

Project Name: Special Project Site 2

Observation: Three-fourths of the block bordered by Sixth, Seventh, Lakeland, and State Capitol Streets is owned by two families. The proximity of this site to the State Capitol may result in the demolition of the existing houses.

Discussion: A skyscraper has been designed for this site, but current A-4 zoning would allow only 4 stories. The best solution is to save the critical houses while allowing a large, but low and compatible office building to face towards the State buildings.

Recommendation: A design can be developed to accomplish approximately 115,000 sq. ft. of building, while preserving the houses facing Lakeland. The parking can be partially handled on-site in a masked 3-story parking garage. Additional parking, if necessary, may have to be leased off site, or the building would be smaller. The owners should be persuaded

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to build a structure compatible with the historic district.

Responsibility: Downtown Development District

STN-16

Project Name: Special Project Site 3

Observation: There is a site facing Lake Park with the possibility of being developed as an apartment tower.

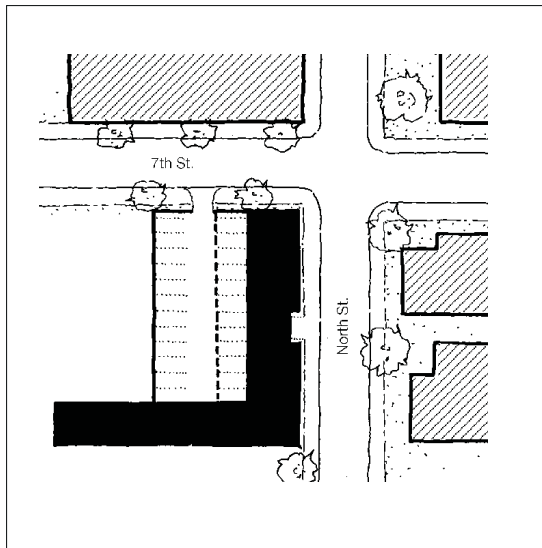
Discussion: The area between Capitol Lake and Capitol Avenue is naturally beautiful forested area. A responsible low-rise development involves spreading the program into a

3-story village with a 5-story corner tower in the best location for park views. Parking is accommodated in a midblock lot masked by townhouses. Against the lake, larger townhouses frame a passage to a small square on the water. The plan was met with interest by the owners who may decide to build.

Recommendation: A better alternative is to purchase these woods by condemnation for all the citizens of Baton Rouge. Baton Rouge Recreation and Park Commission can absorb it as part of the Victory Park restitution.

Responsibility: Downtown Development District

See Site 3



SITE 1

CHARACTERISTICS:

32-space walled parking lot hidden from 7th Street

7500 Sq. ft. per floor on two floors

5-ft. setbacks to north, east, west

L-shaped ground floor connecting back to existing structure

Upper story overlapping northern parking row

Parking lot concealed behind building streetwall



SITE 3

CHARACTERISTICS:

Two new single family houses to match existing

12 Townhouses @2250 s.f. (3 story)

13 garage townhouses @1500 s.f. (3 story)

24 Tower units @ 900 s.f. (in 6 story tower)

70 parking spaces in 2 story garage

PLAN BATON ROUGE

BOTH NEIGHBORHOODS

Project Name: Parking Policy

Observation: In much of Spanish Town and some of Beauregard Town, residents have difficulty finding on-street parking near their houses and businesses.

Discussion: Capitol visitors have few places to park on the Capitol grounds, and overflow east into Spanish Town. Law offices and other related businesses tend to create parking problems in northern and central Beauregard Town. Residents, business owners, and their guests want to park close to their buildings. A Resident Only parking sticker policy would allow these neighborhoods to better serve their citizens. Each home or business owner / renter could obtain a sticker for their car and mirror-tag passes for guests. Certain blocks could be marked “Resident Parking Only,” and non-subscribing cars would be ticketed. The revenue from infractions will pay for the administration of the policy if it is efficiently managed.

Recommendation: A Resident Only parking policy should be initiated for all of Spanish Town and Beauregard Town. It would be available by election on a street-by-street basis. The inconvenience of applying for passes annually should prevent residents from engaging in this program if it is unnecessary. Like all such programs, this one should be implemented and then assessed for effectiveness at one year.

Responsibility: Downtown Development District

[The DDD is researching successful parking policies from other municipalities to determine feasibility and legality for the two historic neighborhoods.]

BN-2

Project Name: Streetscape in General

Observation: Brick streets and sidewalks lay underneath the asphalt of many streets. Residents would like to have them back.

Discussion: The removal of the asphalt and the maintenance of bricks are not something that the residents can expect the city to pay for. However, property values are likely to rise on streets where the brick is exposed.

Recommendation: On a block-by-block basis, owners may elect to incur the expense, and have their asphalt streets restored to brick (where the brick is intact).

Responsibility: Downtown Development District and Plan Baton Rouge

BN-3

Project Name: Streetscape in General

Observation: Tree roots are damaging sidewalks. Some sidewalks are on private property, and owners are not motivated to make repairs.

Discussion: Some sidewalks are on private property because the road was widened (at the owners’ expense) to overlap existing property lines. Property owners lack the means and motivation to repair them regularly. This constitutes a disincentive for living Downtown.

Recommendation: The city should fix these and all broken sidewalks.

Responsibility: Downtown Development District and Plan Baton Rouge

BN-4

Project Name: Streetscape in General

Observation: Utility poles multiply because unused ones are not removed.

Discussion: While a minor complaint, as it is merely aesthetic, this would be unacceptable in a (competing) suburban residential area.

Recommendation: Pressure the utility companies to remove these poles.

Responsibility: Downtown Development District and Plan Baton Rouge

[The Historic Spanish Town Neighborhood has identified unused poles and submitted a request for removal to DPW and Entergy.]

BN-5

Project Name: Streetscape in General

Observation: Some street names have been changed from their original names.

Discussion: Many citizens still remember the old names. Historic Preservation involves all aspects of the past, not just the physical artifacts.

Recommendation: At the request of the residents (put to a

BOTH NEIGHBORHOODS

local vote), Spanish Town and Beauregard Town should be able to reinstitute street names.

Responsibility: Downtown Development District and Plan Baton Rouge

[Historic Spanish Town Civic Association has voted to put dual names (new and historic) on some street signs on a trial basis.]

BN-6

Project Name: New Code

Observation: It is possible to acquire variances without the neighbors having a chance to comment.

Discussion: For whatever reason, the current public notification requirements are not effective.

Recommendation: Establish a system whereby all variance requests are advertised consistently and neighbors on the block are notified by mail.

Responsibility: Downtown Development District

BN-7

Project Name: New Code

Observation: A Historic Preservation Ordinance is being considered for Beauregard Town.

Discussion: It is not easy to offer recommendations on the proposed ordinance written by the Beauregard Town Historic District and Landmark Commission as it is a document that has not been presented to the property owners nor to the Metro Council. However, it is worth stressing that such an ordinance may be the best hope to maintain its historic character, since Beauregard Town is lacking in other mechanisms to do so. If this ordinance is to be effective, the process of approval must be simple and brief; it should not add more than two weeks of time to a building that meets its requirements. Also, the requirements must be reasonable and not precious, such that those who wish to use historic buildings in novel ways, or construct new buildings of unique character, do not find their paths blocked (this would be contrary to those counter productive historic preservation ordinances that grew out of the Charter of Venice. The discredited modernist mandate to force all new construction to manifest its contemporary nature is destructive to historic cities.) New buildings and additions to older buildings must be allowed — and indeed encouraged — to blend in seamlessly

with the traditional fabric.

Recommendation: Ascertain that Beauregard Town has a succinct effective and efficient Historic Preservation Ordinance. The new code may render it unnecessary.

Responsibility: Downtown Development District and Plan Baton Rouge

[Beauregard Town, in partnership with the Foundation for Historical Louisiana, will hold meetings to receive comments from the public.]

BN-8

Project Name: New Code

Observation: Houses converted to offices are habitually accompanied by the tearing down of adjacent buildings in order to provide parking.

Discussion: On-street parking must be sufficient to this need. The on-site parking requirement of the code should be revised and limited to certain locations beside or behind buildings. The on-site parking requirements must be waived for those who preserve historic buildings.

Recommendation: Include these provisions in the New Code.

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Responsibility: Downtown Development District and Plan Baton Rouge

See Codes in General

BN-9

Project Name: Parking Meters

Observation: Parking meters in the south half of Be-auregard Town are often unnecessary, and some are missing in places where they are necessary, such as on Spain Street.

Discussion: Parking meters are unwelcome on streets that do not receive overflow parking from commercial uses, but on others they are beneficial, to prevent unproductive parking.

Recommendation: There should be a block-by-block program by which property owners elect to have meters and their timing.

Responsibility: Downtown Development District
See Transportation

[The Baton Rouge Downtown Transportation Plan has recommended relocation, removal, and addition of parking meters throughout downtown.]

COMMERCIAL DEVELOPMENT

SUMMARY

This report consists of a qualitative evaluation of the existing retail, restaurant, and entertainment uses in Downtown Baton Rouge, and proposes a supportable retail strategy for the future.

The findings of this report identify the Downtown as presently economically underdeveloped and, with proper management and leasing efforts, capable of supporting an additional 300,000 square feet of retail and restaurant establishments, capturing an additional \$54 million in annual revenue. It is recommended that the commercial growth primarily occupy Third Street between Main and North Boulevard. Additional service retail and a Public Market are recommended at Main Street between River Road and Seventh Street. The commercial growth is recommended to occupy new infill buildings and existing buildings that are presently vacant or underutilized.

Specifically, the recommended supportable tenants for the Downtown area include (Exhibit A):

Department Store	150,000 SF
Public Market	15,000 SF
Drug / Convenience Stores	20,000 SF
Arts / Crafts / Antiques	20,000 SF
Restaurant / Bar	17,000 SF
Personal Services	2,500 SF
Coffee / Bagel Shops	3,900 SF
Music	2,000 SF
Office Supply	15,000 SF
Book Store	18,000 SF
Ice Cream Parlor	1,000 SF
Apparel	18,000 SF
Fashion Footwear	5,000 SF
Fast Food	3,000 SF
Health Club	10,000 SF

A number of factors affect the ability of the Downtown to absorb this new retail activity. Many existing structures in the study area are in need of repair or renovation to better utilize their commercial street level space and develop uses for upper floors. Current traffic patterns harm shopping due to confusing access routes into and around the city, as well as poor signage. In addition to encouraging shoppers to travel to Downtown, increasing housing opportunities within the study area is essential. A larger population of people living in the Downtown area will support increased retail while returning Baton Rouge to a twenty-four hour city.

Also detailed in this report are a variety of visual and practical merchandising steps for the central business district to pursue. Recommendations include improvements to streetscape, lighting, parking, signage, traffic and tenant mix. These recommendations recognize that any downtown expansion or renovation must be designed to reinforce Baton Rouge's unique historical and architectural characteristics.

[A Market Assessment and Merchandising/Leasing Strategy for Downtown Baton Rouge was prepared by H. Blount Hunter Retail and Real Estate Research in February 2000. The purpose of the analysis was to connect the design elements of Plan Baton Rouge with the dynamics of existing and potential market support for retail, restaurant, entertainment and related uses.]

ISSUES

The issues to be addressed in this retail market analysis of Downtown Baton Rouge include the following:

- Downtown Baton Rouge is comprised of five land use types: Residential, Riverboat Gaming, Commercial, Government, and Convention/Tourist, generating five different patron segments. How can each of these be best attracted?
- What trade areas can merchants expect to serve in Downtown?
- What retail types, restaurant and entertainment components are currently supportable in Downtown?
- What are the retail tenant types, store sizes and sales forecasts for the supportable components?

METHODOLOGY

To address the questions outlined above, Gibbs Planning Group (GPG) employed the following methodology:

- *Location Evaluation.* A thorough evaluation of the locational characteristics of the retailers and restaurants in Downtown Baton Rouge.
- *Competitive Inventory.* An inventory of competitive retail to Downtown Baton Rouge. The competitive evaluation included observations and comments concerning site characteristics, tenant mix, consumer appeal, price points, merchandising and presentation. (See Appendix B: Competitive Profile)
- *Population and Demographic Characteristics.* A defi-

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inition of trade areas that are currently being served by Downtown Baton Rouge. For these trade areas, GPG collected the most recent population estimates and future population projections for the defined trade areas, and the most recent demographic characteristics such as median household income, income distribution, median age, occupational characteristics and average household size. (See Appendices C - E)

- *Expenditure Potential Determination.* Using GPG's proprietary models of expenditure potential and other sources, the expenditure potential for various retail/restaurant/entertainment uses within the trade area were calculated. This data was used to generate supportable square footages for each retail category, which were compared to the actual square footages provided in Downtown Baton Rouge. This comparison determined which categories of commercial use were under- or over-stored within the district.
- *Retail Void Analysis.* Based on the results of the Competitive Inventory, the Population and Demographic Characteristics, and the Expenditure Potential Determination, a retail void analysis was conducted. The purpose of this void analysis was to compare the supportable square footage for each retail category with the actual square footage provided.
- *Supportable Retail / Restaurant / Entertainment Components and Estimated Sales Potential.* Based on the results of the Void Analysis, GPG identified which additional retail/restaurant/entertainment types can be supported in Downtown Baton Rouge, forecasting sales for these retail types and making recommendations as to specific operators, where appropriate. (See Exhibit A: Recommended Retail Mix)

This study is based upon the following assumptions:

- The population and demographic data collected is accurate and reliable.
- New residential developments in the Downtown area will increase the population by approximately 2,000 persons.
- The economic conditions of the Baton Rouge market will remain constant.

The conclusions expressed in this report are based upon analysis of the present facts and circumstances. To the extent that these facts or circumstances change, or new assumptions are warranted, then re-evaluation is warranted. The likelihood of such change increases over time.

For the purposes of study, Downtown Baton Rouge has been defined as approximately one square mile, bordered by the Mississippi River, two Interstates and the State Capitol complex.

Trade

There are three trade areas that should be served by a vibrant retail/restaurant/entertainment district located in Downtown Baton Rouge. The primary, secondary and tertiary trade areas of Downtown Baton Rouge are defined as 1 mile, 5 mile and 14 mile sectors respectively.

- *Primary Trade Area* The primary trade area is defined as Downtown Baton Rouge. The residential population for the primary trade area is estimated at only 2,000 persons. However, the worker population drives the market potential for the primary trade area. There are an estimated 17,000 permanent workers located in Downtown Baton Rouge. According to the City of Baton Rouge, an additional 100,000 visitors conduct business on a daily basis in Downtown. Plans for new residential developments in Downtown will increase the population level by approximately 2,000 persons. Our forecasts and recommendations anticipate this population increase. The median household income of the primary trade area resident is estimated at a low income level of only \$17,300. We expect this income level to increase with the development of the anticipated new housing. [There are three multi-family residential projects being considered currently.]
- *Secondary Trade Area* The secondary trade area is roughly defined as the remainder of the City of Baton Rouge and the area just west of the Mississippi River. The boundaries are approximately defined as Airline Highway to the east, Ryan Field to the north, Louisiana State University to the south and Route 415 to the west. As with the primary trade area, the secondary trade area residents tend to be lower income, with a median household income estimated at \$22,000. There are approximately 111,700 persons who live within this trade area. This population level is expected to decline through the year 2002.
- *Tertiary Trade Area* The tertiary trade area is defined as the remainder of metropolitan Baton Rouge. The consumer base that Downtown must attract resides within the tertiary trade area. The tertiary trade area has a population of approximately 312,000 persons and is expected to increase to nearly 341,000 persons by the year 2002. Unlike the primary and secondary trade areas, the tertiary

MARKET CHARACTERISTICS

COMMERCIAL DEVELOPMENT

trade area has considerable wealth. The median household income is estimated at \$43,000, or nearly fifty percent higher than the state average of \$21,949 (1991 US Census Data).

Customer Segments

Downtown Baton Rouge has the opportunity to serve distinct and significant customer segments. These customer segments are 1) Worker Population, 2) Residential Population and 3) Tourist / Visitor Population.

- *Worker Population* The worker population base located in Downtown Baton Rouge is significant. There is a very large concentration of white-collar employees who work permanently in Downtown Baton Rouge. Most of these are employed by the State Capitol and ancillary businesses, such as legal services. As mentioned, there are an estimated 17,000 employees working in Downtown Baton Rouge, and an additional 100,000 persons who conduct business in the Downtown area on a daily basis.

[There are 20,000 downtown employees on 2001.]

- *Residential Population* With an appropriate critical mass of retail and restaurant establishments in Downtown, we would anticipate an expansive trade area. As such, we have defined a total trade area that encompasses most of Metropolitan Baton Rouge. The total trade area (primary, secondary and tertiary trade areas combined) population is estimated at 390,650 persons. It is the tertiary trade area that offers the greatest potential in terms of retail sales for Downtown Baton Rouge.
- *Tourist/Visitor Population* The Belle of Baton Rouge Casino and Casino Rouge attract approximately 1.3 million persons per year to Downtown Baton Rouge. However, many of these people are visiting only the casinos and nothing else. With a better mix of retail tenants, the Downtown will convert some of these visitors into shoppers, but the conversion rate will not be high. The casino is a self-contained operation designed to keep people gambling, not shopping elsewhere.

[Belle of Baton Rouge is now Argosy Casino. Admission fees collected by the city indicate that approximately 1.2 million patrons visit each casino annually.]

- *Competition* Although Downtown Baton Rouge has three

distinct consumer segments, it faces relatively strong and strengthening competition. In particular, the new Mall of Louisiana attracts the entire Baton Rouge market. Additional retail along the Interstate 10 and Airline Highway corridors also competes with Downtown. Currently, these locations are outpacing the Downtown largely by default. Given the limited amount and quality of retail located in Downtown Baton Rouge, consumers do not have much of an alternative to shopping in these suburban centers.

EXISTING CONDITIONS

Physical Structure

The Downtown block structure is composed of a regular grid pattern, creating approximately 320ft x 320ft blocks. The core area is eight blocks long running east-west between the Mississippi River and Interstate 10, and five blocks wide running north/south between Beauregard Town and Spanish Town (North Boulevard and North Street respectively).

Tenant Mix and Land Ownership

The CBD shopping district is currently comprised of core retail, including men's apparel, arts and crafts shops and restaurant/food operators. Additionally, the Third Street district has intermittent office space; however it is currently dominated by vacant storefronts and surface parking lots.

The largest landowners in the study area are various public/government agencies. These include local, state and federal government office buildings. The second largest land use is the collective properties owned by area churches. Churches with extensive property holdings exist on Fourth Street, Main Street, Convention Street and North Boulevard. In addition, there are eight other major landowners (Hearin Brothers, Hartley/Vey, Taylor, Dean Properties, B.R. Realty, Hart, Senkovskaia and various banking institutions). The balance of the Downtown CBD property belongs to individual landowners. (See Appendix F: Current Land Ownership)

Church Development Restrictions

Ten churches are located in the Downtown area -- five in the CBD alone -- and these churches currently enjoy strong, active congregations. In addition to the church buildings themselves, the churches have become major land holders, owning entire city blocks at Fourth and Florida, Fourth and Main, Fifth and Convention, Government and East Boulevard, and North Boulevard and Seventh Street.

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Although these properties are not directly on Third Street or the proposed entertainment districts, they do have a significant impact on the proposed redevelopment. Currently, local and state law does not allow any liquor licensees within three-hundred feet of church property. When this law is interpreted in its strictest sense (300' from perimeter of property rather than 300' door to door), it precludes restaurants and bars from being established in nearly fifty percent of the developable CBD, and over eighty percent of Third Street between North Boulevard and Main Street. (See Appendix G: Church Distribution) In the past, waivers to this limit have been granted.

Commercial Zones

Five commercial zones currently exist within the study area. They include;

- *Beauregard Town* – Largely residential, with supporting services and restaurants along North Boulevard and Government Street
- *Spanish Town* – Primarily residential, with limited commercial development. Currently, there is a successful small neighborhood market at Seventh Street and Spanish Town Road.
- *Third Street Corridor* – Two disconnected blocks of commercial activity exist on Third Street. Restaurant / entertainment and businesses occupy the block between North Boulevard and Convention, while core retail and offices occupy the block between Florida and Laurel Streets.
- *Main Street* – Sporadic commercial uses exist on Main Street, primarily arts and crafts shops at River Road, changing to banking and offices and a cleaners between Third and Seventh Streets.
- *Catfish Town* – The Catfish Town complex is composed of a 50,000 SF. atrium, which is used as a family entertainment complex related to the Argosy Casino. Adjacent to Catfish Town is the Centroplex Arena and the USS Kidd.

[Catfish Town has been renamed Baton Rouge Landing. Almost half of the atrium has been converted to lobby space and restaurant area for the Sheraton Hotel.]

COMMERCIAL DEVELOPMENT RECOMMENDATIONS

CD-1

Project Name: Unfavorable Traffic Conditions

Observation: Current traffic configurations pose many impediments to shopping Downtown.

Discussion: Shoppers access the CBD primarily by five Interstate 10 exits. Upon exiting the Interstate, shoppers must navigate their way through a series of one-way streets, forcing them to make repeated turns before reaching their destination.

The existing traffic circulation patterns harm the Downtown shopping and business economy in a number of ways, including:

- *Difficult Access:* Exits off of Interstate 10 are poorly marked and difficult to negotiate because of a combination of left-lane and right-lane exits.

- *Poor Signage:* Significant signage indicating “Downtown Shopping” does not exist along the Interstate.

[Visitors' Amenity Package is being developed to improve signage throughout the downtown.]

- *Difficult Way-finding:* Appropriate way-finding signage directing the shoppers through the maze of one-way streets to the shopping district does not exist.

- *Unattractive Routes:* Entry and exit points to the highway, as well as streets such as Florida Boulevard, are bleak and predominately concrete. Shoppers are not directed down attractive or well-landscaped streets on their way to and from the shopping district. Greater emphasis should be given to using attractive roads such as North Boulevard as a major entry route into the shopping district.

[300 street trees were planted on Convention and Main Streets and on Seventh Street Corridor.]

- *One-Way Streets:* One-way streets make it difficult for shoppers to reach their destination. Often shoppers will have to circle several blocks after they have visually located their destination.

[See Baton Rouge Downtown Transportation Plan improvements for Fourth, Seventh, Eighth and Ninth Streets.]

- *Inadequate On-Street Parking:* Upon arriving at their destination, shoppers have limited on-street parking opportunities, particularly on Third Street where there exist only six on-street parking spaces in the entire four-block shopping district.

COMMERCIAL DEVELOPMENT

[See Baton Rouge Downtown Transportation Plan: additional parking was added to Lafayette and Fourth Streets.]

- *Speeding on River Road:* River Road provides a direct access to Catfish Town, LSU, the State Government complex, and other office, entertainment and industrial entities. In its current configuration, it acts as a bypass around the study area, as well as a barrier to pedestrians crossing to the levee and the Mississippi River. Vehicular traffic must be calmed on this thoroughfare for a successful core retail district.

[See River Road Re-Design (DPC-1).]

Recommendation:

- *Entry and Signage:* Essential conditions for the success of the Third Street shopping district include an entrance from Interstate 10 onto Convention Street clearly marked “Downtown Shopping District”. The shoppers must then be immediately routed to North Boulevard as they enter the CBD. The street is already well landscaped, but should be maintained, lighted and have unique signage to identify and draw customers to the Third Street corridor.

[Visitors’ Amenity Package will address this.]

- *Entry Points:* Major improvements must be made to improve the Interstate at the Convention and Main Street exits. The shopper’s first impression of the Downtown must be one of a clean, updated, friendly environment, which will be reflected in their perceived value and quality of merchandise available in the Downtown shopping district. To that end, it is essential that these exits be made green with lush, well maintained landscaping. The areas should also include proper signage and lighting.

[300 Street Tree project is the first step in improvements.]

- *River Road:* GPG recommends on street parallel parking, wide sidewalks, well-marked pedestrian crosswalks and additional traffic signals.

[All of these recommendations are being implemented.]

Responsibility: Downtown Development District

CD-2

Project Name: Insufficient Off-Street Parking

Observation: The Third Street shopping district is currently

lacking sufficient off-street parking for its size.

Discussion: It is served by five surface parking lots. These parking lots are privately owned and operated, with spaces being rented on hourly, daily and monthly bases. A majority of the surface parking lots are the result of buildings that were razed to provide parking for the office high-rises constructed in the 1950’s and 1960’s. Numerous buildings along Third Street, such as the Paramount and Hart Theaters, were destroyed and turned into surface lots simply because their properties generated more revenue as parking than with buildings on them. Despite the amount of parking in these lots, a lack of parking spaces remains a common complaint of shoppers, storeowners and office workers. A majority of the spaces are taken by office workers who arrive in the CBD early in the morning and depart immediately after work, leaving limited parking for daytime shoppers.

Recommendation:

- Short-term on-street metered parallel parking should be returned to Third Street and adjacent streets to add store- front parking and vitality to the shopping district.
- The proposed parking deck at Main and Third Street [La-Salle Parking Garage] should be designed to energize the Third Street shopping district. Liner buildings should be located on the first floor to accommodate either additional shops or an anchor. The stair and elevator tower should be attractively designed and located at the corner of Main and Third Streets, directing patrons into the shopping district. In addition, the first two levels of parking should be signed and regulated to ensure that the parking is reserved for shoppers rather than office workers.

[Design revisions contributed to the attractiveness of the LaSalle Garage. A 10,000 square foot YMCA is located on Third Street, and 2 retail pods will soon be occupied.]

- Existing surface lots should be converted to higher and better uses in accordance with the master plan, adding liner buildings and new stores, and major anchors where indicated. Parking spaces lost in this conversion should be supplied in the new parking deck.

[The lot at Third and Convention has been purchased by the State of LA and will be used for a parking deck to serve Third Street and the Arts Block. Rich and Associates is preparing a finished model for the deck.]

- Two sites should be reserved and purchased for additional

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parking decks when the need arises. (See Introductory Notes Exhibit C)

Responsibility: Downtown Development District

CD-3

Project Name: Expanding the Market

Observation: Downtown has significant untapped consumer potential.

Discussion: The Downtown area has a strong potential for retail, restaurant, and entertainment uses with the implementation of modern management, leasing, and development practices. The Downtown core of Baton Rouge must accomplish the following general goals to succeed as a successful retail, restaurant and entertainment destination:

- Attract a critical mass of supportable retail that includes both national tenants and the individual stores made popular in the Baton Rouge area.
- Appeal to residential consumers in tertiary trade area, particularly south of Baton Rouge, as well as from Port Allen. Identify Baton Rouge as a destination place for these consumers.
- Identify Baton Rouge as a tourist destination and effectively market it to the entire Southern Louisiana region.
- Encourage casino patrons to shop Downtown with a greater frequency.
- Increase the ease to which shopping can be accomplished in Downtown Baton Rouge.
- Encourage Downtown workers to shop at lunch and after work by offering desired merchants. Increasing the governmental lunch hour from 30 to 45-60 minutes would allow workers to patronize shops and restaurants during the day with greater ease.
- Raise the quality and service levels of existing tenants.
- Develop a nightlife for Downtown Baton Rouge.
- Develop distinct theme districts (i.e. “retail row”/“restaurant row”) to encourage cross shopping.

The commercial component of the proposed redevelopment of Downtown Baton Rouge should include a combination of community-oriented and neighborhood-oriented retail. The district should be geared not only to residents of Spanish Town and

Beauregard Town, but to the more than 100,000 government and office workers coming into the city daily, as well as tourists and residents of the secondary and tertiary trade areas.

Given the retail concentrations to the east and south of Downtown Baton Rouge, the commercial district should compliment, not compete with these areas. Therefore it is essential that the proposed tenant mix, as well as the layout of the district, be strategic in attracting consumers to the area. Once there, the shoppers should be directed through the district in a deliberate pattern.

Recommendation: A retail hub should be situated along Third Street between North Boulevard and Main Street. (See Exhibit B: Proposed Tenant Mix) The proposed commercial plan is based on a series of five-minute walks between destinations. That is to say, major anchors should be located within a five-minute walk, or approximately 1000 feet, from each other along Third Street and Main Street. We anticipate that the average shopper will walk approximately 1000 ft. in the Baton Rouge heat to reach an anchor destination.

The following tenant layout, is recommended to direct consumers through the retail district:

- *Anchor Tenants:* Major anchor tenants should be located at the following intersections; Third and Main, Third and Florida, Third and North Boulevard, and Main and Sixth Street.

[The Arts Block will include retail tenants. It is located at Third and North Boulevard.]

- *Tenant Types:* The major anchors located along Third Street should include such businesses as sit-down restaurants, a multi-screen movie cinema, and a department store.
- *Department Store:* We strongly recommend that Downtown Baton Rouge attract a major department store to anchor the retail component. Specifically, we recommend relocating the nearby Dillard’s (Florida Boulevard) to Downtown. We believe relocation would benefit both Dillard’s and Downtown Baton Rouge. We recommend a store size of approximately 150,000 square feet.

[Dillard’s has closed its Mid City location.]

- *Public Market:* The major anchor at Main and Sixth Streets should be a public market and parking deck.

COMMERCIAL DEVELOPMENT

[The 9,000 sq. ft. Main Street Market will be located inside the Galvez Parking Garage.]

- *Core Retail:* Existing and infill core retail should be located between anchors on Third Street to benefit from the pedestrian traffic generated along the five-minute walk between anchors.
- *Neighborhood Services:* Neighborhood services should be located along Main Street between Third and Seventh Streets to capture the traffic generated by the public market. These neighborhood services should include florist, coffee shop and a convenience store.

[A coffee shop is planning to locate in on of the Galvez Parking Garage retail pods.]

- *Government Street:* Neighborhood services should also be located along Government Street to service the residents of Beauregard Town, as well as homeward-bound traffic in the afternoon as office workers leave the CBD.
- *Arts and Crafts:* Artist studios and arts and crafts stores should be located along Lafayette and Main Street between Third and River Rd.
- *Hotels:* The two existing hotels on Lafayette should be renovated and a restaurant anchor tenant located between them in the block between Laurel and Florida Streets.

[The General Lafayette Inn is slated for demolition and will be replaced with 130 luxury condominiums.]

The Capitol House is being evaluated to determine feasibility of restoration.]

- *Tourists:* Tourist-oriented retail should be located along River Road connecting Catfish Town, the Centroplex and the proposed planetarium with the city government complex and the Third Street shopping district.
- *Government Workers:* Additionally, service retail should be located along Government Street between St. Ferdinand and St. Charles Streets to accommodate the workers in the city government complex and private office buildings at the base of Beauregard Town.
- *Implementation:* Implementing the merchandising plan proposed in this Report will require the formation of a merchant's association that includes both owners and tenants. It may require the contracting of a specialized professional to proactively attract, acquire and close with prospective merchants.

Responsibility: Plan Baton Rouge and Downtown Development District

CD-4

Project Name: Filling Retail Voids

Observation: The retail trade is currently underdeveloped and underutilized by all trade areas and demographic groups.

Discussion: The main retail areas that Downtown Baton Rouge has focused on have been: *Arts/Crafts/Antiques, Sit-down restaurants, Business Service/Retail, and Men's Apparel.* (See Appendix H: Current Tenant Mix) In order to create a critical mass of retail space, that Downtown must now attract the retail types below. Please note that GPG only recommends those retail types that were deemed supportable through a Void Analysis.

Recommendation: In addition to a major department store, we recommend the following:

- *A 15,000 square foot Public Market and Farmers Market, such as the Red Stick Farmers' Market (but on a permanent basis) offering quality perishables. This would attract both the nearby residents and the worker population.*

[A 9,000 sq. ft. public market, Main Street Market, will be located in the Galvez Garage. Projected opening date is October 2002.]

- *20,000 square feet of drug/convenience stores, such as Rite Aid or Walgreen's.*
- *20,000 square feet of arts/crafts/antiques, operating in four to six retail stores.*

[Two antique stores have opened.]

- *17,000 square feet of restaurant/bar establishments. A sports bar and grill of 5,000 feet catering to Louisiana State University fans, as well as three sit-down restaurants (with liquor) unique to the area. Some strong New Orleans restaurant operators should be encouraged to open an additional establishment in Downtown Baton Rouge.*

[Red Star Bar opened in December 2000.]

- *3,800 square feet of personal service retailers, specifically a telephone/cellular store and a beauty salon.*

[Atelier Salon opened in 2001.]

- *3,900 square feet of coffee and bagel shops such as CC's,*

PLAN BATON ROUGE

Starbucks and Bruegger's Bagel Bakery. Specifically, we recommend two coffee shops and one bagel shop.

[Joey's Java and Mickey's Coffee Shop have opened, along with Donna Louise's Fudge Kitchen.]

- *A 2,000 square foot tapes/CDs/records retailer* such as Musicland.
- *A 15,000 square foot office supply store* such as Staples, OfficeMax, or Office Depot.
- *An 18,000 square foot book store* such as Barnes & Noble or Borders Books & Music.
- *A 1,000 square foot ice cream parlor.*

[An ice cream shop is scheduled to open in Main Street Market.]

- *18,000 square feet of apparel.* Specifically, we recommend up to three women's apparel stores (12,000 square feet) and two men's apparel stores (6,000 feet).

[The Pointe, a men's apparel store opened in 2001.]

- *5,000 square feet of fashion footwear*, operating out of two stores. We recommend one women's shoe store and one family shoe store.
- *A 3,000 square foot fast-food operation*, such as Burger King or Wendy's.
- *A 10,000 square foot health club*, such as Bally Total Fitness or Powerhouse.

[Charles W. Lamar YMCA opened in LaSalle Garage in 2001.]

Additional retailers are welcome, but the Downtown would be best served by the above uses, as they were identified in the Void Analysis. Unnamed retailers that will be most at risk are those that compete with the big-box and discount retailers in the south end of the City. These retailers' competitive pricing coupled with a large selection, free parking and long operating hours will make it difficult for Downtown to compete.

Responsibility: Plan Baton Rouge and Downtown Development District

CD-5

Project Name: Retail Design and Management

Observation: Downtown retail will only be able to compete against managed retail elsewhere if it is organized and administered with equal skill.

Discussion: There are a number of management techniques that are instrumental in increasing the level and overall quality of shopping. These include:

- Generating storefront design with exciting visual appeal.
- Encouraging storefront circulation through pedestrian and automobile traffic.
- Identifying strategic tenant mixes and working towards building them in the future.
- Improving streetscape, landscape and lighting, which will provide an inviting, clean, and secure shopping environment.
- Ensuring that streets are kept in their cleanest possible form.
- Generating the perception of ample and convenient parking.
- Creating standardized shopping hours that are competitive with the regional malls.
- Attaining excellence in marketing, advertising, leasing, and management.
- Making an on-foot police presence a common sight in Downtown.

In addition, number of rules govern successful retail district design. These include:

- Commercial development should be located along the busiest streets and intersections.
- Traffic-dependent retailers should be located on the home-bound side of Main Street.
- Commercial development should be located on both sides of the street to establish a shopping district identity, to promote cross shopping, and to create a viable and complementary tenant mix.
- Commercial development should be located on real (vehicular) streets that provide many connections to the adjacent neighborhoods.

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- There must be metered on-street parking, preferably parallel, in front of all shops and restaurants.
- The commercial town center should have an overall parking ratio of five cars per 1000 SF of first floor retail. The majority of the parking should be located behind buildings on block interiors.
- The commercial town center should be adjacent to a small (approximately 1/4 acre) central plaza, green, or gathering place.
- The primary shopping street should have two to three anchor type stores/amenities (approximately 20,000 SF) as well as a blend of other civic and community uses.
- The commercial development should be multi-storied when possible, with a combination of residential and office on the upper floors.
- The highest density residential development should be adjacent and highly accessible to the commercial area via roads and sidewalks.
- Traffic through the commercial district should move efficiently but slowly, allowing for well-marked and easily accessible pedestrian crossings.
- When possible, shopping streets should have their vistas terminated on retail or civic buildings to create a distinct identity.

Recommendation: The organization and management of Downtown retail should adhere as closely as practicable to the rules and techniques listed above.

Creating a unique shopping atmosphere that gives the customer a reason to come, Downtown will be the foundation of Downtown Baton Rouge's retail success. This atmosphere can be created by using existing architecture, street design, and enhanced management techniques. Downtown Baton Rouge must continue to focus upon its unique assets of architecture, history, and sense of community. Coupled with a strong retail selection, this approach could create an entertainment draw that expands far beyond the existing primary trade area.

Responsibility: Plan Baton Rouge and Downtown Development District

CD-6

Project Name: The Public Market / Supermarket

Observation: The potential for a Public Market located in Downtown Baton Rouge exists.

Discussion: The primary, secondary and tertiary trade population as identified in this report will support a 15,000 sf Public Market. Sales may approach \$6,750,000 annually in the first full year of the project's operation. Located as an anchor at Main, Fifth, and North Streets, the Public Market would provide an important connection between the CBD and Spanish Town.

The primary trade area, composed of Spanish Town, Beauregard Town, as well as the daily office workers, will account for most of the day-to-day sales of the proposed Public Market. The worker (or daytime population) will utilize the Public Market before or on the way to work, during lunch time, and en-route home from the office. They will account for the convenience-oriented sales from the market and utilize the market primarily during the week.

Shoppers in the secondary trade area will account for a larger portion of the weekend sales and will shop at the proposed Public Market on a less frequent basis than the residents and the daytime population in the primary trade area. The overall success of the Public Market will be based on shoppers from both the primary and secondary trade areas. In addition, we may expect a significant number of additional shoppers from the tertiary trade area and beyond the specific trade areas, particularly on weekends as the Market matures.

Currently Baton Rouge Economic & Agricultural Development Alliance (BREDA) has successfully operated a Saturday and Tuesday Farmer's Market at the municipal parking lot at St. Louis Street and North Boulevard since November 1996. The Saturday "Red Stick Farmers' Market" operates in the following ways:

- It is held every Saturday, rain or shine, throughout the year.
- Fifty-six vendors participate seasonally, with a cap of thirty vendors per Saturday.
- The current vendor fee is \$10 per space per day.
- Vendors gross revenue per day ranges between \$200 and \$2500 per vendor.

A pilot weekday Red Stick Farmers' Market was opened at the Maison Blanche in mid-city during April, 1998. Though less busy than the Saturday morning market, it demonstrated that there was a weekday base of both farmer and consumer support. Closed in July for the Summer, the Tuesday Red Stick Farm-

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ers' Market will now reopen Downtown on Lafayette Street in October, 1998. City-Parish officials have approved a regular street closure for the market. The Tuesday market will remain a seasonal market until the farmers are able to supply it on a year-round basis.

Public Market / Supermarket

What, exactly, is a public market? This study and the USDA define the differences between a Public Market and a supermarket as follows:

A Public Market is a group of independent food growers selling their seasonal products directly to the public on a limited basis in an open setting. The open setting can and should include a covered canopy to protect against rain and sun and to offer the market a sense of place. The Market's vendors should be limited to high quality growers offering the highest quality fresh foods and specialty products.

A supermarket and a Public Market can be contrasted as follows:

Supermarket:	Public Market:
One owner-retailer	Multiple retailers and vendors
No competition inside building	Competition between vendors
One shopper entry/exit	Multiple shopper entries/exits
Aisles with shelves	Stalls with merchants
Low ceilings, high shelves	High ceilings, low stalls
Shoppers pull own items	Merchant pulls items
Extensive marketing campaign	Limited but regular marketing
Linear organization of goods	Random organization of goods
Commercial exterior character	Civic/public exterior character
Expensive interior finishes	Simple interior grade finishes
Uniform artificial light	Assisted daylight
Tile Floor	Concrete floor
Hidden delivery & processing	Open delivery & processing
Central check-out lanes	Multiple points of purchase
Extensive 7-day-a-week hours	Limited 7-day-a-week hours

Note: For the purposes of this study, a Farmers' Market is a type of Public Market whose business hours are limited to one

or two days per week and whose vendors may rotate on a regular basis depending upon the growing season. In addition, the Farmers' Market's activities may be limited to the late spring or early fall. This study concludes that the Public and Farmers' Market activities will be complimentary and that the two markets should be located near or adjacent to each other.

[The 9,000 sf Main Street Market is scheduled to open in October 2002 in the Galvez Garage. Its director was hired in July 2001.]

Recommendation:

Factors for Public Market Success

It is important to recognize that a combination of location, style and the perceived quality of the Public Market will be critical to its success. In order to be successful, the Public Market should maintain the following standards:

- Offer perishables that are perceived to be the best quality, the largest variety, and the best value to the consumer.
- Open for business *fully* tenanted. The first impression of the Market's earliest visitors must be that it offers a large number of unique vendors selling a wide assortment of quality fresh foods and products.
- Be open seven (7) days a week, with all vendors observing the Public Market hours.
- Staff for all the Public Market's vendors will be very knowledgeable about the use and preparation of the products they are selling and will be friendly, professional, and outgoing. This level of service will help to reinforce the Market as a place offering value, quality, and service.
- Locally produced fruits, vegetables, meats, poultry and dairy products, etc. give the market its identity and should be the foundation of the market.
- The opening of the Public Market will be supported by an aggressive marketing and advertising campaign, which will continue on a regular and weekly basis to gain consumer recognition.
- Parking at the proposed market will be adequate and inexpensive at all times. If the Public Market is developed as part of the new State parking deck, adequate parking should be available at all times that the market is open, including during office hours.
- The market and its vendor stalls will be kept clean at all times and display cases will be well maintained.

COMMERCIAL DEVELOPMENT

Site and Building Design Guidelines

A well-designed building and site will allow for the proposed Public Market to reinforce its unique selection of goods and services, as well as its overall level of quality and value. This study recommends that the Public Market have the following characteristics and amenities:

- Easy vehicular access from I-110, Third Street, and the Government complexes.
- The building and signage shall be visible from both directions on Main Street, as well as Sixth Street.
- The building and attached parking deck shall have an authentic exterior design to reflect the existing and historical character of Baton Rouge.
- The building shall have multiple pedestrian access points oriented towards Spanish Town, Beauregard Town and Third Street.
- The building shall have store display windows along sidewalks.
- The building shall be well lighted with natural and artificial light sources.
- The buildings shall have wide aisles between vendors.
- The vendors shall be provided with proper utility services (electrical, plumbing, HVAC, etc.)
- 10% - 20% of the vendor booths shall be provided with full tenant improvements and fixturing.
- The vendors shall have their primary storage away from their sales areas (in basement or common storage).
- The vendor booths shall allow free standing displays to be no more than approximately five feet tall to preserve the open character of the Market.
- The Public Market shall have a parking ratio of approximately 4 cars per 1000 s.f. net building area.
- The lower levels of the attached parking structure should be posted to restrict general Baton Rouge CBD workers from parking at the Public Market. Also, the Public Market shoppers should be given a coupon for free or discounted parking.
- The Public Market should contain the current Farmer's Market, transferred from its existing location.

Location and Organization

The Public Market has a realistic opportunity for success at the Main Street and Sixth Street location. The proposed Public Market (combined with the re-location of the Farmer's Market) along with the other recommended Third Street redevelopment, would add a unique destination to Downtown Baton Rouge. In addition, the proposed Public Market would help to make the existing and new housing development in Spanish Town and Beauregard Town more attractive.

This study recommends that the Public Market offer 15,000 to 20,000 square feet of retail space to consist of:

- 1,500 – 2,000 square feet of fresh meats (minimum of three vendors) offering a mixture of fresh beef, lamb, pork and veal. It is also recommended that at least one of the vendors offer specialty meat products such as (but not limited to) beefalo, buffalo, emu, venison, rabbit, and sausages.
- 1,000 – 1,200 square feet of fresh poultry and eggs (minimum of three vendors) offering not only chicken and eggs, but geese, turkey, and specialty items, such as Cornish hens, pheasant, and quail.
- 800 – 1,000 square feet of fresh seafood (minimum of two vendors) offering whole fish, as well as steaks and filets, shrimp, crabs, lobsters, mussels, clams, crawfish, and seafood salads.
- 1,800 – 2,000 square feet of fresh produce (minimum of three vendors) offering a wide variety of products including fruit and vegetables, as well as homemade salad dressings, and prepared salads.
- 2,000 – 2,400 square feet of bakery products including at least two bread vendors and two specialty vendors offering a variety of cakes, pies, danish, cheesecakes, cream puffs, canolis, bagels, and cookies.
- 1,000 – 1,500 square feet of delicatessen and cheese vendors (minimum of three vendors) offering a wide variety of international deli meats and cheeses, sandwiches, prepared salads, soups, crackers and condiments.
- 400 – 600 square feet of natural foods offering a variety of organic produce, as well as a wide selection of vitamins and personal care products.
- 1,200 – 1,500 square feet of ethnic foods (a minimum of two vendors), such as Cajun, Hispanic, Asian, Italian, and/or French, offering a variety of groceries and spices, as well as prepared foods for consumption.

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- 400 – 500 square feet of spices, coffees, and teas, offering products in bulk as well as for consumption.
- 600 – 900 square feet of floral vendors (minimum of two vendors) offering fresh cut flowers, live plants, gardening needs, and bird accessories.
- 600 – 1,000 square feet of wine vendors offering a variety of wines and imported and microbrewery beers.
- 4,000 – 4,500 square feet of casual sit-down family restaurants serving breakfast, lunch, and dinner.
- 500 – 1,000 square feet of miscellaneous vendors (minimum of three) offering quality craft products.

Two to three of these vendors should be leased to leading national specialty bagel shops, food markets, or coffee houses. A few such national businesses will help to set high standards for the market's visual merchandising as well as to offer some recognizable and "trusted" brand names to the market. These vendors should be encouraged to display their national brand names to help give the market (and themselves) credibility to first-time and out-of-town visitors.

Responsibility: Plan Baton Rouge and Downtown Development District

CD-7

Project Name: Adjusting the Dry Areas

Observation: Law prevents the service of alcohol in proximity to churches.

Discussion: The rule that forbids serving alcohol closer than 300 ft. from a religious institution is an arbitrary, archaic and largely ineffective instrument to control civil behavior. The high number of churches in proximity to Third Street hobbles its development as a locus for restaurants and entertainment. The outline of the sector permitting alcohol service should coincide with the Central Business District.

Recommendation: Create a special exemption to the rule by allowing all buildings enfronting Third street to serve alcoholic beverages.

Responsibility: Plan Baton Rouge

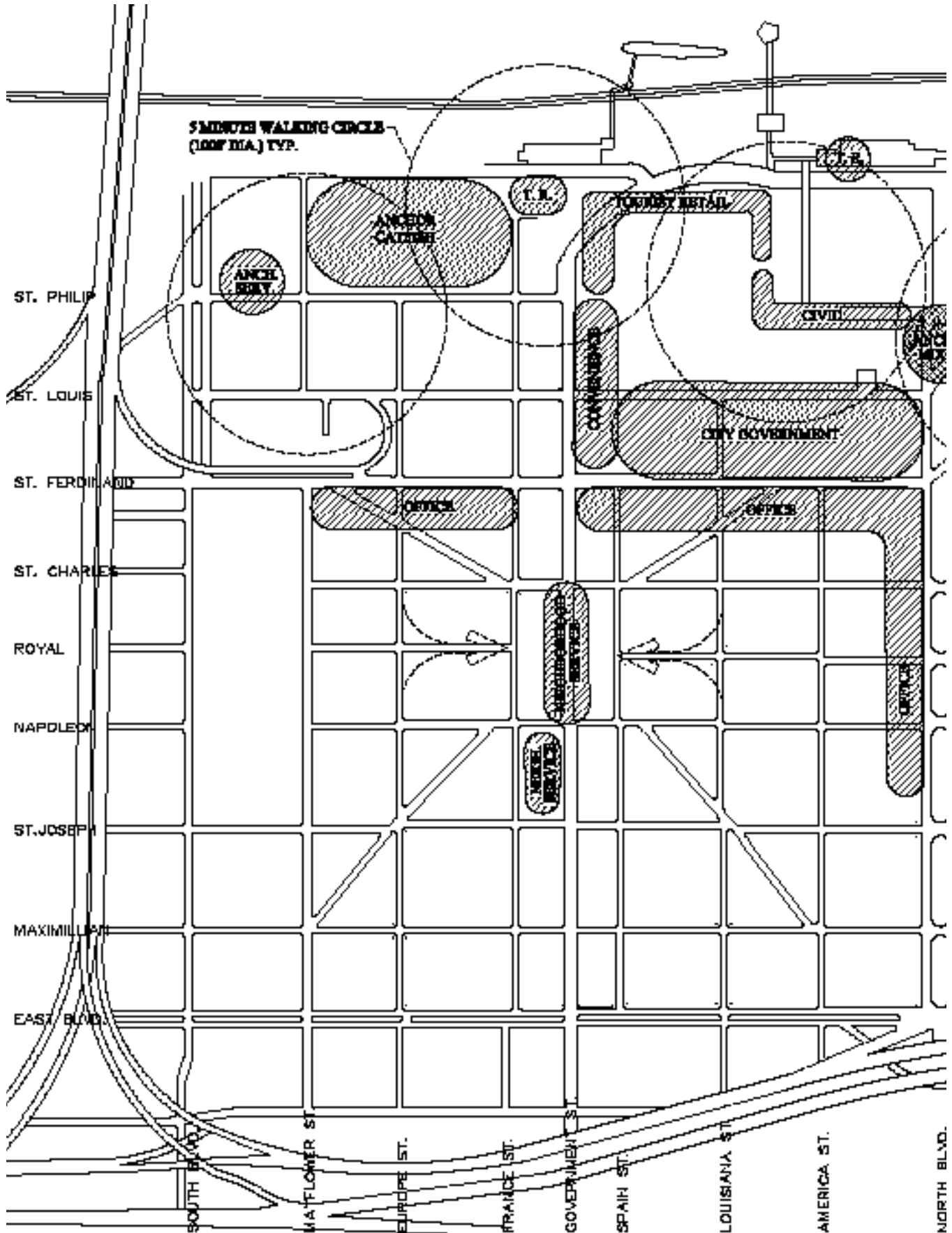
[Waivers have been obtained when needed.]

COMMERCIAL DEVELOPMENT

EXHIBIT A: RECOMMENDED RETAIL MIX

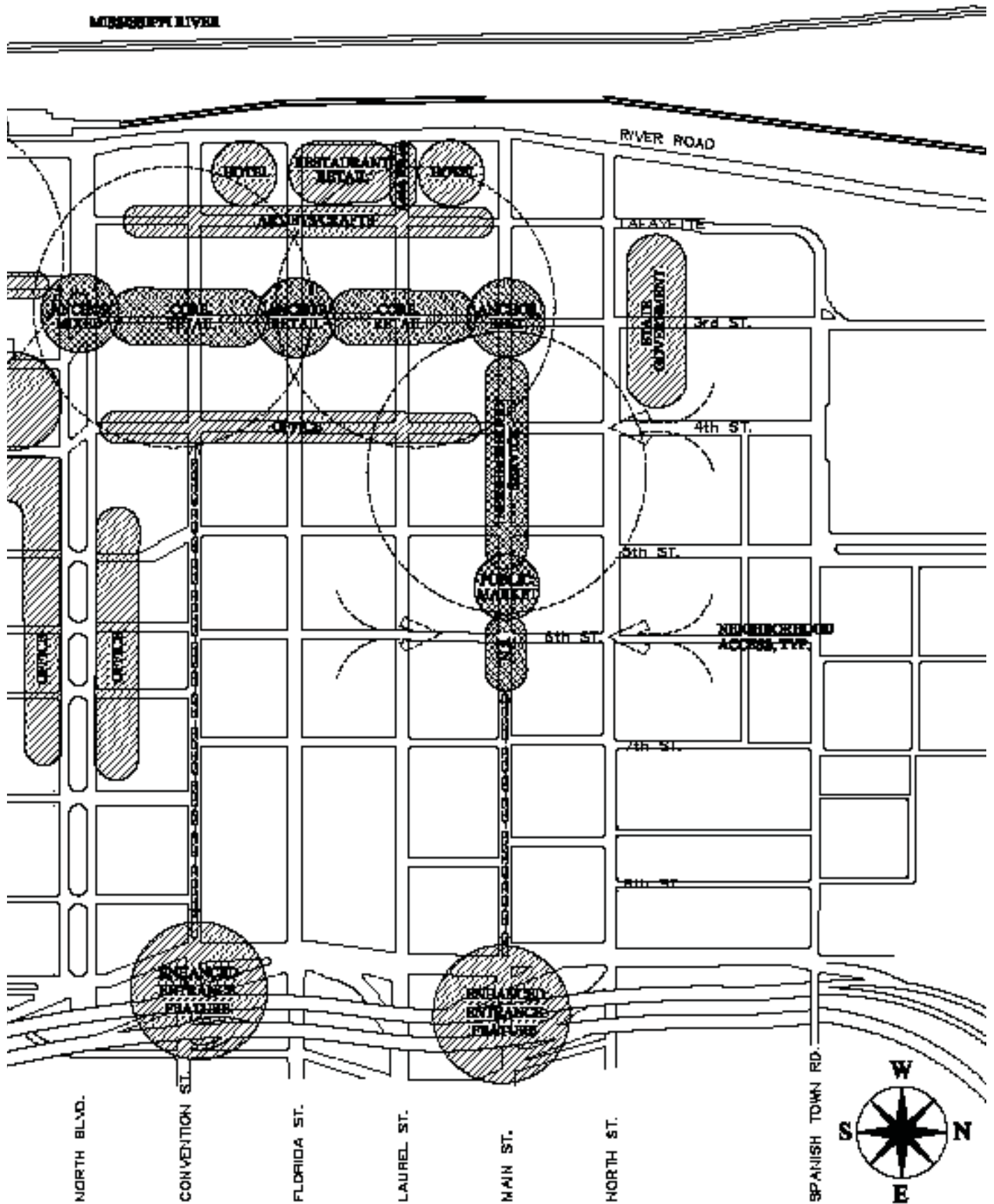
RECOMMENDED RETAIL MIX						
DOWNTOWN BATON ROUGE, LOUISIANA						
Assumes: An additional 2,000 persons living in the downtown area.						
Real Estate Category	Estimated Finaly Square Feet	Recommended Estimated Square Feet	Estimated Number of Franchises	Estimated Sales	Sales Per Square Feet	Total Supportable Square Feet
DEPARTMENT STORES	0	150,000	1	\$28,250,000	\$175	150,000
DEPARTMENT STORES/DEPT	0	15,000	1	\$8,150,000	\$450	15,000
FOODSERVICE STORES	2,000	0	0	\$0		2,000
DEPARTMENT STORES	0	20,000	2	\$4,500,000	\$225	20,000
DEPARTMENT STORES	19,300	20,000	4 to 8	\$2,000,000	\$110	99,300
DEPARTMENT	5,900	5,000	1	\$1,825,000	\$225	10,900
DEPARTMENT STORES	48,200	12,000	9	\$9,900,000	\$275	59,200
PERSONAL SERVICES	1,900					9,900
Barbershop		1,500	1	\$97,500	\$225	
Beauty Salon		1,000	1	\$140,000	\$140	
DEPARTMENT STORES	2,000	9,900	9	\$1,072,500	\$275	5,900
DEPARTMENT STORES	0	2,000	1	\$220,000	\$110	2,000
AUTOMOBILE PARTS	11,000	0	0	\$0		11,000
DEPARTMENT STORES	11,200	15,000	1	\$9,150,000	\$250	28,200
DEPARTMENT STORES	500	13,000	1	\$9,130,000	\$210	13,500
DEPARTMENT STORES	300	1,000	1	\$175,000	\$175	1,300
DEPARTMENT STORES	2,500	8,000	2	\$1,020,000	\$130	3,500
DEPARTMENT STORES	0	12,000	9	\$1,300,000	\$150	12,000
DEPARTMENT STORES	300	0	0	\$0		300
DEPARTMENT STORES	0	5,000	2	\$225,000	\$105	5,000
DEPARTMENT STORES	8,500	9,000	1	\$1,050,000	\$250	9,500
DEPARTMENT STORES	0	10,000	1	\$500,000	\$50	10,000
TOTAL	119,900	3,009,000	30 - 32	\$28,993,000	\$193	414,300

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COMMERCIAL DEVELOPMENT

EXHIBIT B - PROPOSED TENANT MIX



PLAN BATON ROUGE

In proposing and developing a retail strategy for Baton Rouge, it is essential to understand why the downtown developed as it did, and why retail was located on Third Street.

Baton Rouge is the capital of Louisiana and sits on the eastern bank of the Mississippi, 230 miles upstream from the Gulf of Mexico. Originally settled by explorers and traders, Baton Rouge quickly established itself as an important port along the Mississippi. By 1805, two residential towns were established within Baton Rouge, Spanish Town and Beauregard Town. As a result, a small commercial district developed between the two towns along the bank of the Mississippi.

By 1850 Front Street (currently known as River Road) was a vital walking riverfront. Commerce developed along Front Street and the perpendicular Main Street, linking Spanish Town to the Military barracks closer to the river. A neighborhood market was located at North Boulevard and Third Street, which served Beauregard Town. By this time the wharf at the river moved from the base of Main Street to the base on Florida Street. Interestingly, the relocation of the wharf to Florida Boulevard established Florida Boulevard as a major retail corridor. Even a century later, Florida Boulevard continues to be the center of retail development with the Bon Marche Mall and the Mall at Cortana.

As the rail lines arrived in Baton Rouge in the 1880's, commerce moved to Third Street and continued east on Main, leaving Front Street to develop as an industrial corridor. Residential development began to fill in on Second (currently Lafayette Street). By 1900, Third Street was the center of the retail activity, due in large part to its higher elevation, as the levees were not yet constructed. At this time, the wharf was located at the base of Main Street, along with a ferry dock connecting Baton Rouge to Port Allen and the western United States.

Between 1950 and 1965, the Third Street retail corridor was at its peak. Shoppers were able to walk along the covered arcades to such shops as Sears, J. C. Penny's, Daltons, Kress, and Rosenfield's department stores. The Paramount, Hart, and Louisiana theaters were the entertainment anchors of the day, and restaurants such as Piccadilly Cafeteria drew both shoppers and office workers. Above the storefronts, residential apartments and offices filled the second, third, and fourth floors.

Third Street retail began to decline in the late 1960's and 1970's as consumers moved away from the Central Business District. Delmont Village developed along Plank Road north of the city in 1960, and with it, retail districts began to leave downtown Baton Rouge and develop around the new neighborhoods. In the 1960's retail made a significant shift out of the CBD and settled east along Florida Boulevard to the Bon Marche Shopping Center. Florida Boulevard continued to prosper for the next twenty-five years attracting strip plazas, big box retailers and the Mall at Cortana in 1976.

By the mid 1980's, nearly all major retailers had left the CBD.

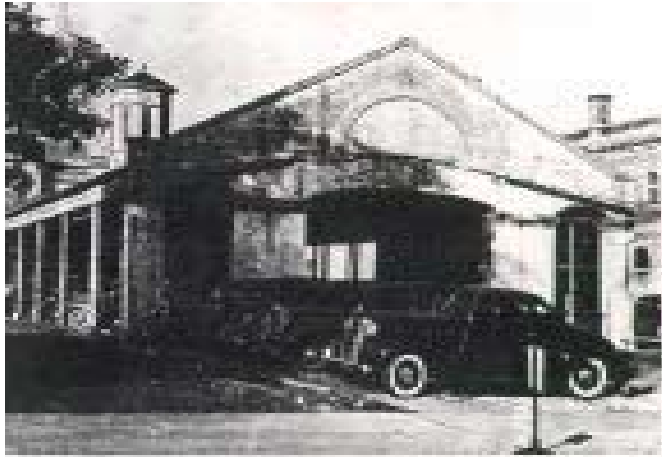


The retail trade along Third Street peaked in the 1950's. Major tenants included four department stores, three cinemas and many restaurants.

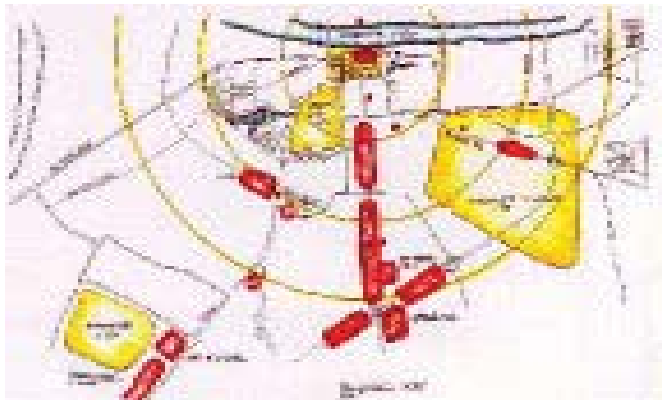
COMMERCIAL DEVELOPMENT

APPENDIX A: HISTORICAL COMMERCIAL DEVELOPMENT

The population continued to shift and move south along Interstate 10, with it followed the retail centers at College Drive. Most recently, the shift continues to move south away from the downtown with office parks developing at Essen Lane and the new Mall of Louisiana at Interstate 10 and Bluebonnet.



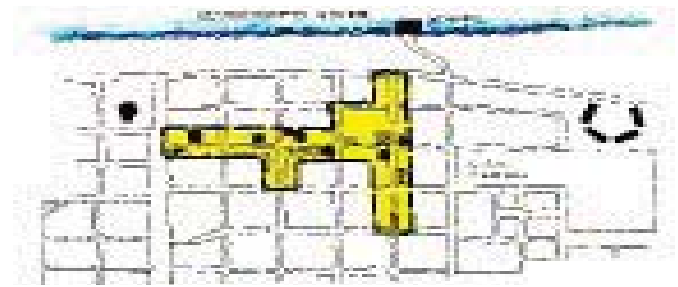
A farmers market located at North Blvd. served the residents of Beauregard Town until the 1950's.



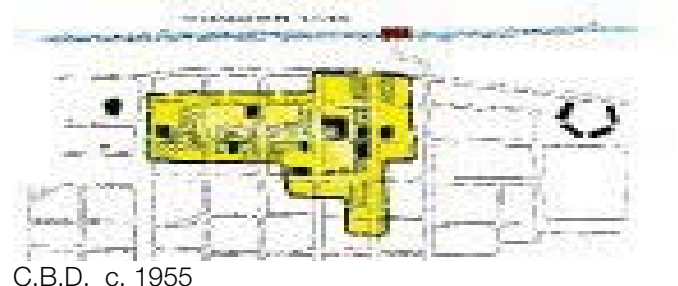
Retail centers moved away from the downtown following residential movement along major roads and interstates.



C.B.D. c. 1855



C.B.D. c. 1900



C.B.D. c. 1955



C.B.D. c. 1998

The retail districts of downtown Baton Rouge began at Front and Main Streets, migrated to Third Street, and then dispersed to the surrounding areas leaving a depleted CBD.

PLAN BATON ROUGE

APPENDIX B: COMPETITIVE PROFILE

COMPETITIVE PROFILE					
DOWNTOWN BATON ROUGE, LOUISIANA					
Map Code	Name/Location	Total GLA (square feet)	Anchor Tenants	Anchor GLA	Comments
H1	Rice Hatch Hall Florida Blvd. & Lebrun Sub. River Rouge, LA	192,000	The Rice Hatch Dillard's Horseshoe Mall	157,000 100,000	Very old mall with many vacancies; cannot compete with malls further east.
H2	Hall of Commerce Blinn Hwy. & Florida Blvd. River Rouge, LA	1,500,000	Dillard's J.C. Penney Parklane Hercule's Sears	150,000 210,000 210,000 70,000 210,000	Traditional mall with 6-7 anchors; relatively busy mall since the opening of The Mall of Louisiana.
H3	Commerce Square Blinn Hwy. & Florida Blvd. River Rouge, LA	500,000	Baby Superstore Booked Office Computer City Lo-ris Walmart	— 15,000 — — 121,000	
H4	Commerce & the Plaza Blinn Hwy. & Old Commerce Hwy. River Rouge, LA	400,000	Burlington Coat Factory Marshalls Sub Mall	70,000 2,700 20,000	Relatively strong center; poor parking and layout.
H5	Hall of Louisiana Bibberson Road & I-10 River Rouge, LA	1,000,000	Dillard's Parklane McRae's Sears	200,000 200,000 157,000 100,000	Strongest mall in market; somewhat overbuilt in market.
H6	Slayer Lane Huber Plaza Slayer Lane & I-10 River Rouge, LA	110,000	Lo-ris Sears Walmart	127,000 111,000 121,000	
H7	Dillard's Florida Blvd. & N. 15th River Rouge, LA	200,000 (Sales Area)			Free-standing department store; substantial work will be done in specific downtown.
H8	Chilcote		Sumas & Noble Orsay's Liz		New center with 3 anchors.

COMMERCIAL DEVELOPMENT

APPENDIX C: POPULATION AND DEMOGRAPHIC CHARACTERISTICS

TABLE 1

Census Tract	1999 Population (pop)	2002 Population (pop)	1999 Households (hh)	2002 Households (hh)	Vacant Seasonal Housing Units	Persons Per Household	Total Median Age
Primary Trade Area Totals	1,071	795	661	617	2	1.6	37.03
Secondary Trade Area Totals	111,348	101,994	42,644	40,738	76	2.68	33.27
Tertiary Trade Area Totals	311,807	340,534	119,112	130,153	246	2.66	32.11
Total Trade Area	300,648	402,666	150,413	157,812	310	2.68	33.60

TABLE 2

Census Tract	Median Household Income (\$)	Per capita Income (\$)	% of Households with Income < \$10,000	% of Households with Income < \$20,000	% of Households with Income < \$30,000	% of Households with Income < \$40,000	% of Households with Income < \$50,000	% of HHs	% of HHs with Children	% of HHs with 2+
Primary Trade Area Totals	17,202	17,303	64.2%	10.3%	7.2%	11.4%	8.4%	49.8%	54.4%	1.9%
Secondary Trade Area Totals	21,939	14,938	54.7%	11.9%	11.9%	11.9%	10.2%	29.5%	75.7%	0.8%
Tertiary Trade Area Totals	42,975	29,089	30.9%	10.7%	15.7%	29.4%	19.2%	75.4%	22.7%	1.8%
Total Trade Area	37,922	20,934	38.7%	10.9%	15.1%	21.0%	18.9%	61.7%	38.3%	1.9%

PLAN BATON ROUGE

APPENDIX D: PRIMARY TRADE AREA DOWNTOWN DEMOGRAPHICS

DESCRIPTION	TOTALS
POPULATION	
2000 PROJECTIONS	7%
1997 ESTIMATED	1,116
1990 CENSUS	1,207
1980 CENSUS	2,179
DIFFERENCE 1980 - 1990	-12.87%
HOUSEHOLDS	
2000 PROJECTIONS	271
1997 ESTIMATED	614
1990 CENSUS	291
1980 CENSUS	1,257.66
DIFFERENCE 1980 - 1990	-16.66%
1997 ESTIMATED POPULATION BY RACE	
WHITE	41.66%
BLACK	29.19%
ASIAN & PACIFIC ISLANDER	1.6%
HISPANIC ORIAN	13.3%
OTHER RACES	6.17%
OWNING UNITS	
OWNERS OCCUPIED	16.7%
RENTER OCCUPIED	41.51%
1990 DISTRICT RESIDENTS RENT	1.66
1997 EST. HOUSEHOLDS BY INCOME	
\$150,000 OR MORE	6.7%
\$100,000 TO \$149,999	2.92%
\$75,000 TO \$99,999	1.67%
\$50,000 TO \$74,999	11.66%
\$25,000 TO \$49,999	7.16%
\$25,000 TO \$24,999	16.87%
\$15,000 TO \$24,999	18.27%
\$5,000 TO \$14,999	11.71%
UNDER \$5,000	19.18%
1997 EST. F. HOUSEHOLD WEALTH	
\$28,166	
1997 EST. F. RENTER HOUSEHOLD WEALTH	
\$17,262	
1997 EST. F. OWNER HOUSEHOLD WEALTH	
\$17,164	

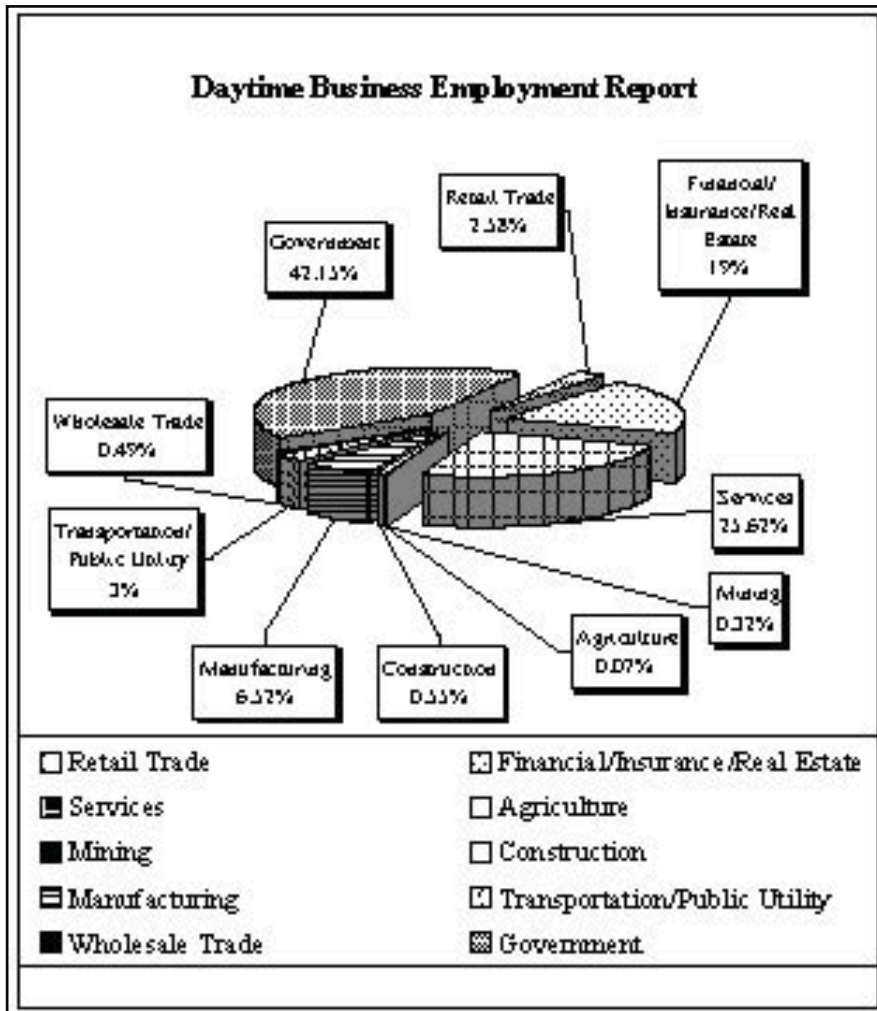
COMMERCIAL DEVELOPMENT

APPENDIX E: DAYTIME BUSINESS EMPLOYMENT REPORT

BUSINESS EMPLOYMENT BY TYPE	NUMBER OF BUSINESSES	NUMBER OF EMPLOYEES	EMPLOYEES BUSINESSES
TOTAL BUSINESSES	111	1669	18.9
RETAIL TRADE	68	416	6.1
HOUSEWARE/FURNITURE STORES	2	5	2.5
GENERAL MERCHANDISE STORES	1	1	1.0
FOOD STORES	1	11	11.7
AUTO DEALERS/REPAIR AND SERVICE STORES	2	16	8
APPLIANCE AND ELECTRONICS STORES	6	19	3.2
FLORAL FLORIST/POULTRY SUPPLIERS	7	16	2.3
BOOK AND GENERAL MERCHANDISE	28	277	9.9
MISCELLANEOUS RETAIL STORES	6	71	11.7
PLANNING/REPAIR/RENTAL STORES	4	1167	17.7
REPAIR, SERVICE AND MAINTENANCE	0	100	14.3
REPAIR PARTS SUPPLIERS AND SERVICE	4	11	2.7
REPAIR AND SERVICE SUPPLIERS	7	11	1.6
REPAIR STORES - TRUCK-RELATED	2	101	16.6
SERVICES	22	266	12.1
HOTEL AND LODGING	1	12	12.0
PERSONAL SERVICES	9	71	7.9
BUSINESS SERVICES	7	26	3.7
REPAIR/REPAIR AND MAINTENANCE	9	76	8.4
REPAIR SERVICES	6	69	11.5
LEGAL SERVICES	10	151	15.1
REPAIR/REPAIR SERVICES	4	21	5.3
SOCIAL SERVICES	2	27	13.5
OTHER SERVICES	7	77	11.0
OFFICE TYPE	1	11	11.0
REPAIR	6	51	8.5
REPAIR/REPAIR	4	32	8.0
REPAIR/REPAIR	4	106	26.5
REPAIR, REPAIR/REPAIR/REPAIR	2	15	7.5
REPAIR/REPAIR/REPAIR	6	12	2.0
REPAIR/REPAIR	2	77	38.5
REPAIR/REPAIR/REPAIR	1669	18.9	
REPAIR/REPAIR/REPAIR	211	2.1	

PLAN BATON ROUGE

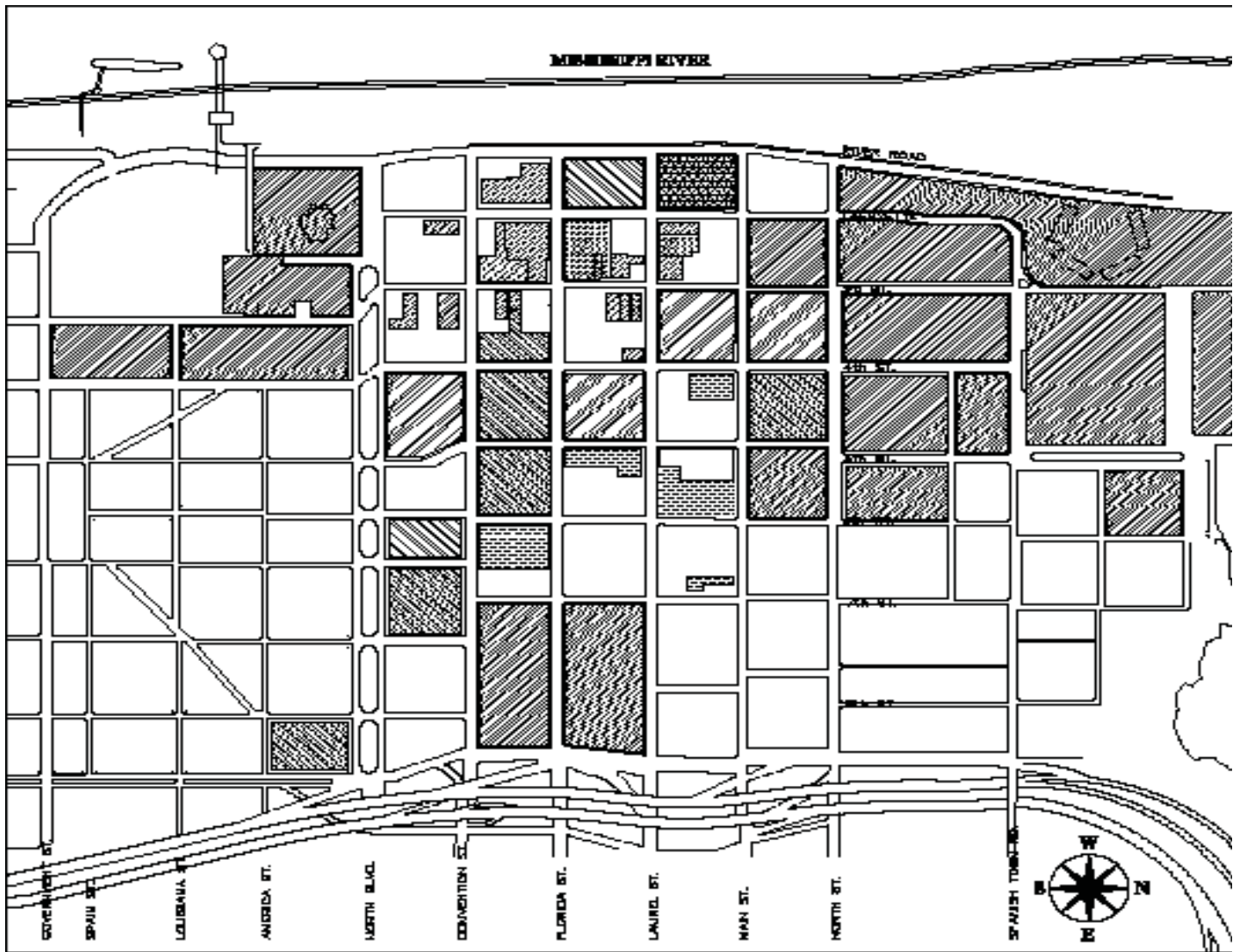
APPENDIX E: DAYTIME BUSINESS EMPLOYMENT REPORT



Retail Trade	430
Financial/Insurance/Real Estate	3167
Services	4266
Agriculture	11
Mining	53
Construction	52
Manufacturing	1026
Transportation/Public Utility	443
Wholesale Trade	37
Government	7017

COMMERCIAL DEVELOPMENT

APPENDIX F: CURRENT LAND OWNERSHIP

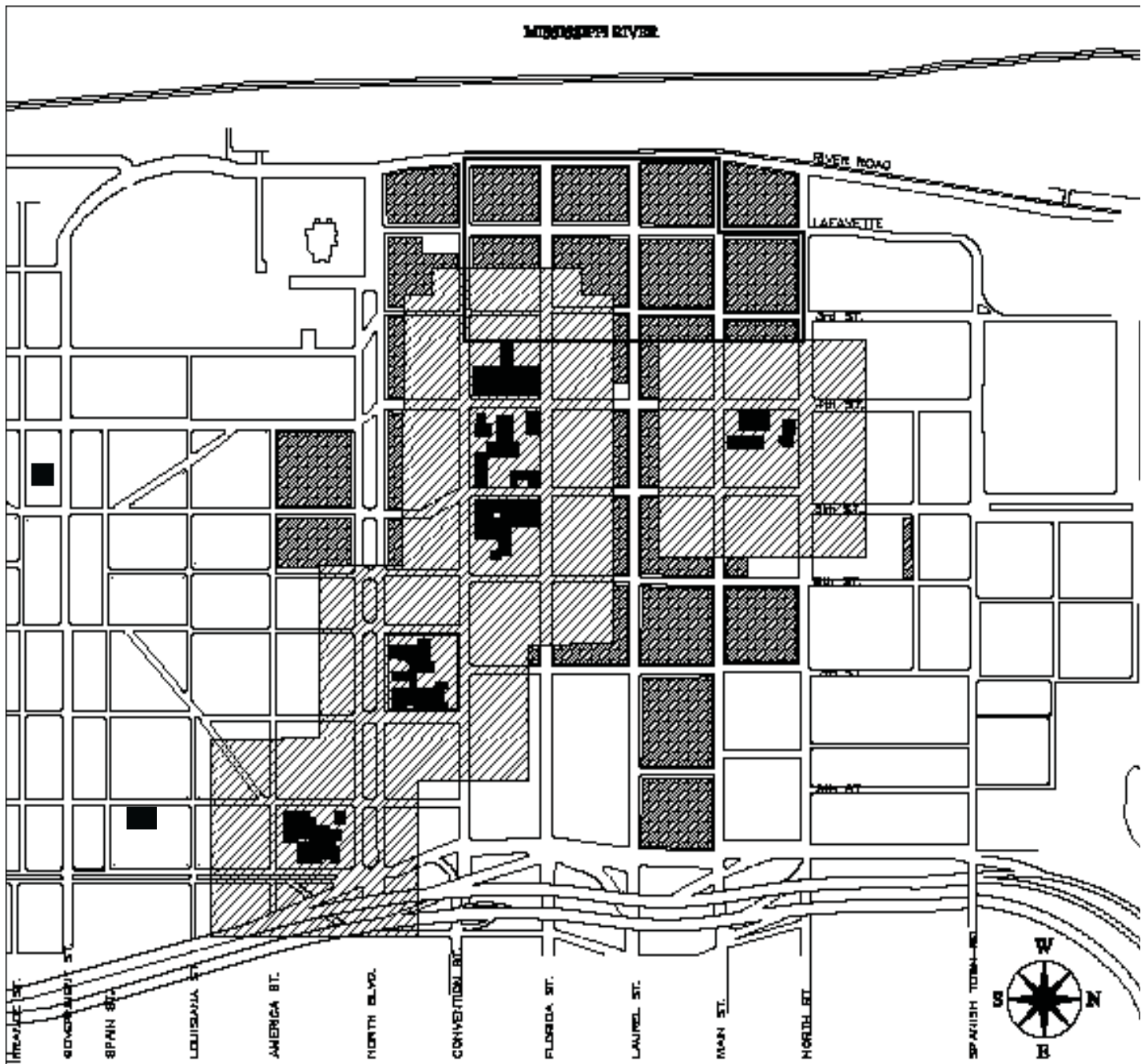


MAP TO BE CORRECTED BY D.D.D.

Banking	
B.R. Realty	
Churches	
Dean Properties	
Hart	
Hartley / Vey	
Hearin Properties	
Public / Government	
Senkovskakia	
Taylor	

PLAN BATON ROUGE

APPENDIX G: CHURCH DISTRIBUTION

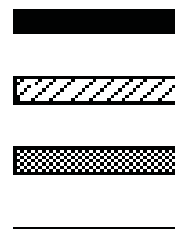


Churches

Areas within 300 feet of church property
(Restricted from serving alcohol on premises)

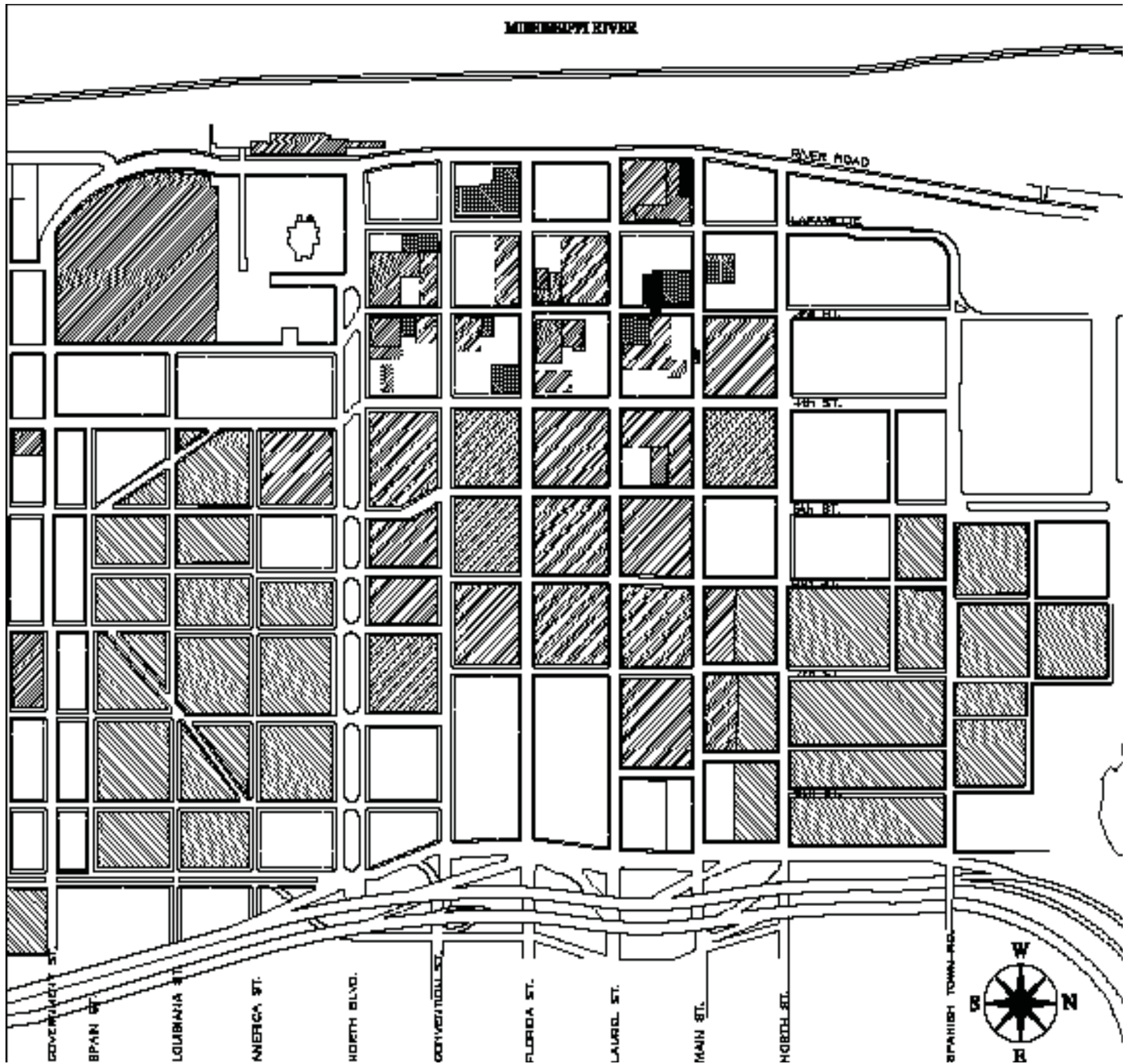
Area of unrestricted development opportunity

Central Business District Boundary



COMMERCIAL DEVELOPMENT

APPENDIX H: CURRENT TENANT MIX



MAP TO BE CORRECTED BY D.D.D.

- Arts and crafts 
- Churches 
- Core retail 
- Food / Restaurant / Entertainment 
- Offices 
- Public / Government 
- Residential 
- Vacant 

PLAN BATON ROUGE

TRANSPORTATION

SUMMARY

Transportation improvements will play a significant role in Downtown Baton Rouge reemergence as an entertainment and business destination, bordered by neighborhoods of increasing value.

The transportation improvements all represent a rebalancing of priorities. Currently, a single objective, traffic flow, dominates traffic patterns, at the expense of the downtown's commercial and residential viability. These improvements place a higher value on the livability of the streets for all users, and a correspondingly lower value on the single goal of moving as much traffic as rapidly as possible. In most cases, dramatic improvements in pedestrian viability will result from only the slightest increases in automotive travel times.

The improvements detailed below can be summarized as follows

- T-1 Implement a livable traffic program in the Downtown neighborhood of Spanish Town.
- T-2 Implement a livable traffic program in the Downtown neighborhood of Beauregard Town.
- T-3 Reclaim Government Street as a neighborhood focus rather than an arterial street, and gain further use of South Boulevard as an important Downtown access route.
- T-4 Restore two-way traffic on Main Street and North Street, to improve access to the two large planned state parking garages and also to reduce traffic impacts on the southern border of Beauregard Town. Eventually, restore most Downtown streets to two-way use.
- T-5 Reclaim River Road, converting an oversized and battered arterial highway into a community asset.
- T-6 Gain more use of the attractive but underused Capitol Access Road, and connect it to a full network of streets on the north side of the Capitol.
- T-7 Add full mobility to the ramps on Interstate-110, making full entry/exit into Downtown possible at all ramp locations.
- T-8 Reconfigure the streetscapes of Third Street to include two-way traffic and parking.
- T-9 Add parallel parking lanes within the roadway of streets with excess traffic capacity.

T-10 Promote alternative transportation through high quality bicycle connections, and an internal jitney loop throughout Downtown.

T-11 Advance conceptual plans for transit use of Downtown's rail alignment.

T-12 Investigate the possibility of regional rail service to surrounding towns and cities.

These improvements are summarized in Exhibit A: Transportation Improvements Overview. Exhibit B - D concern the specific projects described below in greater detail. Exhibit E, Thoroughfare Modifications, summarizes recommended changes on a street-by-street basis.

[The State of Louisiana and the City of Baton Rouge funded a comprehensive study of the transportation needs in downtown. The Baton Rouge Downtown Transportation Plan, completed in September 2001, reviewed the strategies in *Plan Baton Rouge* and made recommendations based on their research.]

T-1

Project Name: Spanish Town Livability

Observation: Spanish Town's location immediately adjacent to Downtown, in conjunction with some higher-speed street configurations, causes it to be victimized by "cut-through" traffic.

Discussion: Spanish Town lies directly between Interstate-110 and the Capitol Complex, and some travel between these points seeks to cut through the Spanish Town neighborhood. The residential character of Spanish Town cannot withstand this traffic. The size of the Capitol Complex and its parking needs pose a constant threat to Spanish Town, as evidenced by the parking deck intended to front on Fifth Street. This garage now opens its vehicular access towards the residential neighborhood on Sixth Street, causing further traffic concerns.

Many of the following recommendations are also discussed in the Spanish Town Section of this Plan.

Recommendation A: Install a vehicle deflector at the entrance to Spanish Town Road at Fifth Street. Place a sign at this corner indicating that a left turn leads to Interstate-110 via Capitol Lake Drive. Post a speed limit of 25 mph.

TRANSPORTATION

[The Baton Rouge Downtown Transportation Plan recommends the installation of a vehicle deflector to slow eastbound traffic entering the residential section of Spanish Town Road. The Historic Spanish Town Civic Association has not approved this recommendation.]

Recommendation B: Install pedestrian crosswalks paved in textured materials on all approaches to the Fifth Street/Spanish Town Road intersection.

Recommendation C: Reconfigure on-street parking on Spanish Town Road to alternate between the north and south sides of the street every block or so, causing motorists to deflect their travel path and therefore reduce their speed. A bulb-out protecting the parked cars should be installed at the southeast corner of Spanish Town Road and Seventh Street, to further slow traffic.

[The Baton Rouge Downtown Transportation Plan agrees with this recommendation, but the Historic Spanish Town Civic Association has not approved this recommendation.]

Recommendation D: Restrict access during the morning peak period (7:00 AM to 10:00 AM) from North Street westbound into Eighth Street northbound and into Seventh Street northbound, thus eliminating a source of cut through traffic generated by Capitol Complex employees.

[The Baton Rouge Downtown Transportation Plan did not recommend restricted access into the Spanish Town neighborhood to reduce traffic.]

Recommendation E: Reduce Ninth Street to two lanes between North Street and Spanish Town Road, by placing curb-side parking in the western-most lane. A bulb-out protecting the parked cars should be installed at North Street. This will reduce the speed of Ninth Street traffic and increase the separation between moving traffic on Ninth Street and pedestrians and homes.

[The Baton Rouge Downtown Transportation Plan does recommend parking in the west side of Ninth Street. Information was submitted by DPW to State DOTD in April 2002 for approval to implement this recommendation.]

Recommendation F: Restore two-way traffic on Main Street and North Street, which will reduce speeds on the arterial streets bordering Spanish Town and reduce the incentive to use Spanish Town Road outbound in the evening peak period. (See also Project T-4)

[The Baton Rouge Downtown Transportation Plan does not recommend two-way on Main or North Streets because of anticipated traffic volumes from the new state parking garages.]

Recommendation G: Close the parking deck entrance on Sixth Street (entering as well as exiting) and reopen the access point on Fifth Street as originally designed. This requires correcting storm water and grading problems in the garage.

[The parking deck improvements as suggested in the Plan have been implemented by the State of Louisiana.]

Recommendation H: Allow parking on one side of Bungalow Lane, and allow residents to build garages from which cars may back out onto the lane. These changes will give Bungalow Lane the same characteristics and safety as Lucilla Avenue.

[The Baton Rouge Downtown Transportation Plan recommends the addition of curbside parking on Bungalow Lane. The Historic Spanish Town Civic Association has not approved this recommendation.]

The full list of Recommendation above should be implemented to resolve the neighborhood traffic problems. A final Recommendation (I) addresses a separate issue, the damage caused to Spanish Town street corners by turning trucks.

Recommendation I: Trucks frequently have difficulty in completing turns at the tight corners of some intersections. These intersections should be refitted with the specially designed "Spanish Town Corner". This corner, constructed of a brick paving designed to withstand truck loadings and dropped to an elevation just above the gutter, will readily accommodate the rear wheels of turning trucks in a damage-free manner, while also meeting ADA requirements.

These improvements are summarized in Exhibit B: Spanish Town Traffic Improvements.

[The Baton Rouge Downtown Transportation Plan recommends curb repairs throughout Spanish Town.]

Responsibility: Office of the Mayor

T-2

Project Name: Beauregard Town Livability

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Observation: Beaugard Town's locational asset — its proximity to Downtown — is also its chief liability with respect to traffic issues.

Discussion: Beaugard Town lies squarely between Interstate-110 and the travel attractors in the southern part of Downtown such as the Centroplex, the Catfish Town Casino and most public buildings. Government Street, running through the center of Beaugard Town, is the major arterial street connecting these points.

The traffic strategy for the reclamation of Beaugard Town incorporates two major initiatives: (1) The transition of Government Street from its current role as traffic dominated arterial street to an eventual role of neighborhood centerpiece and (2) the pursuit of a broad program of traffic-calming measures on the residential streets within Beaugard Town.

Many of the following recommendations are also discussed in the Beaugard Town section of this Plan.

Recommendation A: Restore two-way traffic on all streets within Beaugard Town, thereby reducing vehicular speeds, reducing vehicle miles of travel, and decreasing the number of turning movements within the neighborhood. For all local residential streets, allow parking to occur unrestricted, on either side of the street, with no marked parking areas. This traditional technique results in scattered parking, which slows traffic.

[Beaugard Town Civic Association did not want to change the majority of their streets to two-way. The Baton Rouge Downtown Transportation Plan recommended additional parking along St. Joseph and Maximillian Streets and this was completed in April 2002. The Baton Rouge Downtown Transportation Plan recommended that Royal Street should be converted to two-way.]

Recommendation B: Restore two-way traffic to St. Ferdinand Street, thereby eliminating the forcing of northbound traffic from St. Ferdinand Street onto Penalvert Street, St. Charles Street and Somerulos Street northbound. It is possible that this rather circuitous one-way pair was intended to discourage the use of St. Ferdinand Street as a major north-south arterial. However, this result was never achieved, and instead the one-way pairing has resulted in the diversion of through trips into the center of Beaugard Town.

[The Baton Rouge Downtown Transportation Plan recommends the restoration of two-way traffic on St.

Ferdinand Street (Priority Project approval). DPW is scheduled to complete this by Summer 2002.]

Recommendation C: Remove the diverter island at the intersection of St. Ferdinand Street and Penalvert Street, since it is no longer needed with these streets functioning as two-way streets. If there is a desire to prevent the "V turn" from St. Ferdinand southbound onto Penalvert or from St. Ferdinand northbound onto Somerulos, this objective can be accomplished simply through a "No Left Turn" or "No Right Turn" sign respectively.

[The Baton Rouge Downtown Transportation Plan recommends the removal of the diverter island at St. Ferdinand and Penalvert Streets when St. Ferdinand is converted to two-way. This is projected to be completed by the end of 2002.]

Recommendation D: Remove the bulbouts on Somerulos, since these are no longer needed with the street in two-way operation.

[The Baton Rouge Downtown Transportation Plan recommends the removal of the bulb-outs on Somerulos Street when St. Ferdinand is converted to two-way.]

Recommendation E: In restoring St. Louis Street and St. Philip Streets to two-way traffic, place metered parking on one side of each street (on the eastern side of St. Louis, and the western side of St. Philip). If rush hour traffic is a problem, mark "no parking" in the St. Louis parking lane from 7-9 AM, and in the St. Philip parking lane from 4-6 PM.

[The Baton Rouge Downtown Transportation Plan does not recommend parking on the east side of St. Louis Street nor does it recommend parking on St. Phillip Street.]

Recommendation F: Remove the ramp-like street segment that accommodates the sweeping clockwise U-turn from St. Louis Street northbound onto the southbound Interstate-10 ramp, intended to speed traffic out of the Downtown. This freeway-like feature is out of place in Downtown. Its function, can be performed perfectly adequately by Europe Street and France Street. Once this sweeping turnaround is eliminated, it may also be possible to reopen Mayflower Street between St. Louis and St. Ferdinand.

[The Baton Rouge Downtown Transportation Plan does not recommend the removal of the U-turn ramp

from northbound St. Louis street to southbound to I-10. The ramp minimizes the impact of trucks accessing the interstate from south of downtown.]

Recommendation G: In order to slow speeders on East Boulevard, mark its continuous parallel parking spaces with fresh paint, and place additional Crepe Myrtles in the median encroaching the roadway.

[The Baton Rouge Downtown Transportation Plan recommends the re-stripping of on-street parking on East Boulevard.]

These Improvements are summarized in Exhibit C: Beaugard Town Traffic Improvements

Responsibility: Downtown Development District and Office of the Mayor

T-3

Project Name: Government Street Reclamation

Observation: Government Street, a four-lane arterial street bisecting the heart of Beaugard Town, is universally regarded as an automobile oriented artery.

Discussion: The alignment of Government Street midway between two blocks in the Beaugard Town street grid (France Street and Spain Street) results in a series of blocks that are only one property in depth. While a major entry point for most visitors to Downtown (particularly to the Centroplex and the Catfish Town Casino), Government Street is a blighted and unappealing driving experience. Although geographically in the center of the community, it not only fails to serve as a community focus, but to the contrary, serves as a community divider.

The long-term strategy is the reclamation of Government Street as a community focus, stage by stage.

Recommendation A: The first stage of the reclamation of Government Street should be through the reassertion of the historic town square, originally bordered by St. Charles Street on the west, Spain Street on the north, Napoleon Street on the east and France Street on the south. Starting with these two blocks, Government Street should be narrowed to 40' in width and resurfaced with a distinctive paving material, in conjunction with the placement of on-street parking on both sides of the street. If these parking lanes create a problem for rush-hour traffic, mark "no parking" in the westbound lane from 7-9 AM,

and in the eastbound lane from 4-6 PM. Sidewalks shall be widened to include regular trees in planters. This reclaimed section of Government Street will then become the highly visible prototype for further reclamation to both the east and the west. The position of this two block section on a slight topographical crest assures it the highest visibility of any point along Government Street.

In earlier stages, through traffic will continue to regard Government Street as a continuous arterial street but one with a different design speed and thereby a different travel behavior through the historic town square section between Napoleon Street and St. Charles Street. As the reclamation of Government Street continues to the east and west, it can be expected that some traffic will circumvent the center of the "town square" through the use of Spain Street or France Street. This pattern of traffic flow would then begin to resemble the traditional "courthouse square" with traffic proceeding around a civic feature with many intersecting streets joining the pattern at that point.

[The Baton Rouge Downtown Transportation Plan does not recommend the rebuilding of the historic town square on Government Street due to the significant volume of traffic on Government.

The Baton Rouge Downtown Transportation Plan does recommend pedestrian traffic improvements: pedestrian crossing striping and a mid-block pedestrian crossing at or near Napoleon Street.]

Recommendation B: An important complement to the reclamation of Government Street would be the elimination of the sweeping fifty-mile-per-hour curve at the connection between Government Street (LA 73) and River Road (LA 30) adjacent to the Civic Center. This change would restore a normal looking urban street pattern to this out-of-place suburban road feature. It would also allow normal turning movements into the entertainment/casino area along River Road. Further, it would provide more usable area for Centroplex expansion. The resulting small square surrounded by the four quadrants of turning movements would be an attractive location for public space, both highly visible and capable of being well used by Civic Center and Catfish Town visitors.

[The construction of the re-design of River Road has been completed.]

Recommendation C: A further complementary action to the

PLAN BATON ROUGE

South Boulevard as a major Downtown access route. This use of South Boulevard has always been intended, but has not been fully realized in detail. Some further actions that would help transform South Boulevard into an important and well-used Downtown access route include the reconfiguration of the South Tenth Street/South Boulevard intersection to favor movement from South Tenth Street onto South Boulevard westbound. This intersection should be improved through streetscape and traffic control devices into an appealing route for entry into downtown. Road signs, informal “trailblazer” signs, and dissemination of preferred route information by the Catfish Town Casino and Centroplex can also further increase the use of South Boulevard as an alternative to the use of Government Street.

[The Baton Rouge Downtown Transportation Plan does not recommend that South Boulevard be converted to a major access route at this time.]

Responsibility: Downtown Development District and Office of the Mayor

T-4

Project Name: Main and North as Two-Way Streets

Observation: As in many downtowns, the one-way street network in Downtown Baton Rouge presents a confusing situation for the occasional and even regular visitor to navigate.

Discussion: Baton Rouge is not alone in having been botched by the anti-urban one-way traffic formulas of the 1960’s. One-way streets are particularly hostile to the occasional visitor to Downtown, often allowing him to see his destination forcing him to recirculate through the system to ultimately get to it. An ancillary effect of one-way streets is that many businesses located along one-way streets are invisible to the pass-by motorist. The prevalence of one-way streets in a downtown setting can also diminish the value of the parking capacity of the Downtown, by making some lots difficult for motorists to locate and access. One-way streets generate more travel and turning movements than two-way streets, and their crossings are also particularly hostile to pedestrians, as cars drive considerably faster.

If Downtown Baton Rouge is to become, a cultural and entertainment center for the region, the unchallenged movement of commuter traffic must no longer be the first priority. Most if not all of the one-way streets in the Downtown should be converted back to two-way traffic, gaining back much of the livability of

the neighborhood with only slight delays for the motorist.

Recommendation: Eventually most if not all of the Downtown’s one-way streets should be returned to two-way movement. A logical first step in this process would be the conversion to two-way operation of the Main Street / North Street one-way pair. In conjunction with this conversion, the two outer travel lanes of North street should be made into metered parking lanes. If rush hour traffic proves to be a problem, mark “no-parking” in the westbound lane from 7-9 AM and in the eastbound lane from 4-6 PM. The Main Street / North Street couplet comprises a major entry and exit route for Downtown workers as it bisects the State Capitol Complex and the business center of the Downtown. The expansion of the Capitol Complex and construction of the State Parking Garages will increase the importance of these roads as a primary Downtown east-west axes. With both of these roadways as two-way facilities, motorists will be able to access the riverfront and other uses around the Capitol from either Main Street or North Street, adding mobility within this corridor. Also, during the morning and afternoon peak-hours, inbound traffic from Interstate-110 will not be focused solely on North Street; conversely, outbound afternoon traffic will not have to rely entirely on Main Street to get back to Interstate-110 and points east of Downtown.

From an implementation standpoint, restriping will be the only physical modification required for the conversion of Main and North Streets; the signal heads for the movement not currently allowed are still in place from the time when these streets were two-way previously. Only minor modifications to the entry/exit ramps at Interstate-110 will be required to restore full directional access to Main Street and North Street from the freeway. The required modifications are detailed in Exhibit B.

As a second phase of the Downtown’s one-way to two-way conversion, we recommend the conversion of the following: Lafayette Street, Laurel Street, Convention Street, and Seventh Street (south of North Street). The City may feel that a more comprehensive study is necessary to confirm our larger assessment that downtown streets be restored to two-way movement, and we recommend that this study be undertaken shortly.

In conjunction with the conversion of any or all Downtown streets to two-way traffic, it is important that traffic signal cycles remain short. No traffic signal in the Downtown, should have a cycle greater than 70 seconds in length.

Responsibility: Downtown Development District and Office

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of the Mayor

[The Baton Rouge Downtown Transportation Plan does not recommend changing Main Street to two-way because it would cause congestion headed eastbound at peak hours. The Transportation Plan does not recommend changing North Street to two-way because of the cost of reconfiguring the ramp from I-110 northbound.]

T-5

Project Name: River Road Reclamation

Observation: River Road is currently configured as a high-speed four-lane roadway that effectively severs downtown from the levee and river. Sidewalks are nonexistent, and there are no designated at-grade crossings for pedestrians over its entire length. Traffic volumes, even in the peak hour, do not warrant the number of lanes or width of the existing roadway. As a result, high vehicular speeds are encouraged, compromising the safety of those few pedestrians who do attempt to cross River Road, and giving the impression that this roadway is “for motor vehicles only.”

Discussion: River Road has been traditionally characterized as an important truck route, carrying commercial traffic between the refineries along Chippewa Road and points south of Downtown, and for limestone trucking as well. However, this assertion is not supported by data. A comparison of travel routes from the Government Street/Interstate-110 interchange to a location along Chippewa Road shows that the route utilizing Interstate-110 actually saves time, in the range of 14 seconds, over the route that includes the subject segment of River Road. The route utilizing Interstate 110 took 5 minutes and 56 seconds, while the route utilizing River Road took 6 minutes and 10 seconds.

Recommendation A: The roadway should be reclaimed for the pedestrian and other modes of travel. The livability of the roadway should be increased through aesthetic and geometric improvements. An important first step in this reclamation will be turning the two outer travel lanes into parking lanes. If rush hour traffic proves to be a problem, mark “No Parking” in the northbound lane from 7-9 AM and in the southbound lane from 4-6 PM. In addition, provide pedestrian crosswalks at the existing signalized intersections and locate new signals at appropriate locations, such as between the new Capitol Complex

and the proposed Riverside Park. Streetscaping, special lighting treatments, and the provision of sidewalks along the entire length of River Road will restore livability to this important amenity, and will invite pedestrians and motorists alike to experience the river.

[River Road has already been redesigned. The other recommendation will be implemented when construction of the Centroplex Expansion is complete.]

Recommendation B: This increased livability can then be extended southeast through the realignment of the River Road/Government Street intersection. As proposed, this existing curved transition would be converted into a signalized “T” intersection at a 90-degree angle. By realigning and signaling this intersection, traffic speeds will be reduced in this area, and proper pedestrian crosswalks may be provided between the Centroplex and uses along the river such as the Catfish Town area, the USS Kidd, and the Louisiana Arts and Science Center.

[The construction of the re-design of River Road has been completed.]

Responsibility: Downtown Development District, Office of the Mayor and Plan Baton Rouge

T-6

Project Name: Capitol Access Road Improvements

Observation: The Capitol Access Road (LA 3045) provides a high capacity and very scenic means of access between Interstate-110 and the northern part of the Capitol grounds.

Discussion: Unfortunately, this means of access is not well used; few motorists take advantage of this free flowing and pleasing entry to the Capitol grounds. As a result, other access routes between Interstate-110 and the Capitol (Main Street, North Street, etc.) are burdened with unnecessarily large volumes of traffic.

The major goal for the North Capitol Access Road is to gain more use of the existing road. This objective can be reached through a series of small incremental measures to the Capitol Access Road and its connecting streets. (See Exhibit B)

Recommendation A: Convert Capitol Access Road to two-way operation throughout. At present, the road splits into one-way operation about mid-way between Interstate-110 and the Capitol. No meaningful traffic or aesthetic purpose is served by this one-way operation. Nor is the one-way operation needed to attain a desired level of circulation. Existing roadway width is

PLAN BATON ROUGE

adequate to permit immediate conversion to two-way traffic.

[The Baton Rouge Downtown Transportation Plan does not recommend conversion to two-way because the geometrics of the road were not designed for two-way operation.]

Recommendation B: Better connect Capitol Access Road to Riverside Drive North. There has been some discussion of severing the connection between Capitol Drive and Riverside Drive North. In the interests of mobility and access in the North Capitol region, exactly the opposite should be done: the relationship between Capitol Access Road and Riverside Drive North should be improved by providing a two-way intersection between the two streets and by enhancing the appearance of this connection to a level comparable to that existing on Capitol Drive to the east.

Recommendation C: Improve the appearance (and therefore the attractiveness as an access route) of Riverside Drive North. At present, this street appears to be a causeway which is not at all harmonious with the beautiful waterfront treatment of the nearby Capitol Access Road. Riverside Drive North should be brought to the same level of parklike landscaping already present on Capitol Access Road. This improvement will help raise Riverside Drive North to the stature of an important entry road into the Capitol grounds, providing an alternative access that is much more in the character of the Capitol. This improvement to Riverside North will also provide a worthy setting to the State office building, presently located in a sterile environment along the waterfront.

[With the construction of the Claiborne Building, landscape improvements are being implemented on Riverside Drive North.]

These improvements are summarized in Exhibit B: Capitol Access Road.

Responsibility: Office of the Mayor and State Commissioner of Administration

T-7

Project Name: Interstate 110 Ramp Improvements

Observation: The entry and exit ramps to and from Interstate-110 in Downtown Baton Rouge were designed to facilitate the one-way street system, allowing for expedient movement of commuter motorists into and out of Downtown in the morning and afternoon.

Discussion: As streets Downtown are returned to two-way operation, these ramps must be reconstructed to allow movements in all directions. A typical example of the current configuration is the Florida Boulevard off-ramp from Interstate-110 northbound. The motorist is routed off of the freeway toward the Downtown core, only to be shunted to the east, away from Downtown destinations. These situations, evident at all locations identified in Exhibit A, should be corrected through the reconstruction of the ramps. Signalization of these reconstructed ramp terminals can be accomplished through synchronization with the adjacent signals, preserving vehicular progression along the surface streets Downtown. Reconfiguration of the curved ramps to a 90-degree intersection with the surface street should correct the current mobility deficiency.

Recommendation: The Interstate-110 ramps at North Street, Florida Street, and Convention Street should be reconfigured to allow for two-direction access from the intersected surface street.

Responsibility: State Commissioner of Administration

[The Baton Rouge Downtown Transportation Plan said these changes would be costly but actual costs have not been determined.]

T-8

Project Name: Third Street Improvements

Observation: Retail generally fares poorly on one-way streets and on streets with no parallel parking. Third Street currently suffers from both of these conditions.

Discussion: The solution, in addition to restoring two-way traffic (already discussed), is to widen the street slightly to 27 feet, which will allow two travel lanes and one parking lane. The parking lane should be located in the southbound direction, on the path home from work.

Recommendation: Widen Third Street by 3 feet between North Boulevard and Main Street, and add metered parking along its western edge. The resulting 8 feet sidewalks, to be covered with galleries, matches the standard New Orleans configuration. In conjunction with this curb replacement, it makes sense to eliminate the current suburban-style S-curve.

Responsibility: Downtown Development District and Office of the Mayor

[The Baton Rouge Downtown Transportation Plan suggests new reconfiguration of Third Street to

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provide additional on-street parking. This recommendation would require approval by Third Street merchants.]

T-9

Project Name: Additional Parking Lanes

Observation: In addition to those already mentioned, a number of other Downtown streets provide greater traffic capacity than is demanded of them. These streets can be used to provide additional parking either by converting one or both of their curbside lanes into parking lanes, or by squeezing an additional parking lane into the roadway. In this latter instance, the introduction of an additional lane serves to bring the travel lanes down to a standard urban width, which will help to control speeding.

Recommendation: Convert the two outer lanes of Fourth Street to metered parking lanes. If rush hour traffic proves to be a problem, mark "No Parking" in the northbound lane from 7-9 AM and in the southbound lane from 4-6 PM. Convert Convention Street and Lafayette Street from three lanes (two travel, one parking) to four lanes (two travel, two parking).

Responsibility: Office of the Mayor

[The Baton Rouge Downtown Transportation Plan recommends converting Fourth Street to two travel lanes with a middle turning lane and a parking lane on the east side. This Priority Project was completed in March 2002.

Lafayette Street will remain one-way but the east travel lane was converted to parking in February 2002, leaving one travel lane with parking lanes on the east and west sides (first Priority Project to be completed).

Convention Street is to remain one-way.]

T-10

Project Name: Alternative Transportation Modes

Observation: Downtown livability requires attention to modes of travel other than the long-dominant private vehicle access.

Discussion: Traffic pressures on Downtown roads would be reduced considerably through the introduction of viable bicycle, jitney and transit routes within the downtown.

Recommendation A: North Boulevard should be designated as a major bicycle path, and the path should extend along the riverfront through the length of Downtown Baton Rouge. Both of these bicycle path elements are major components of the planned regional bicycle system.

[The Baton Rouge Downtown Transportation Plan recommends that North Boulevard be designated as a major bicycle path.

DPW contracted with Reich Associates and Perez Associates to design the bicycle path on the levee connecting downtown with LSU. DPW received TEA-21 funding for this project. Construction is scheduled to begin in Spring 2003.]

Recommendation B: A transit jitney loop should be operated through the Downtown, connecting Spanish Town, Beauregard Town, the Capitol grounds and the institutional and commercial part of Downtown. This transit service, operated at frequent intervals and using small vehicles would serve all of the numerous travel demands for circulation within Downtown. These travel demands include trips by Downtown residents to retail and personal business destinations, travel by Downtown employees between contract parking spaces and places of employment, travel by Capitol employees to all of the daytime destinations within Downtown, and extension of the radius of destinations accessible to the occasional visitors (State Capitol, Casinos and Civic Center) to Downtown.

These improvements and project T-11 below, are summarized in Exhibit D: Alternative Transportation Systems.

Responsibility: Downtown Development District and Office of the Mayor

[Capitol Transportation Corporation (CTC) has provided additional bus service downtown along Florida Street (Gold Line) and Highland Road (Purple Line).

Capital Region Planning Commission (CRPC) and Capitol Transportation Corporation are very interested in providing a shuttle system within the downtown. Downtown employers are also interested in possibly subsidizing this service.

The Baton Rouge Downtown Transportation Plan recommends phasing in the operation of a Downtown Shuttle service based on the demand level (see Chapter Six of the Study for a more detailed explanation).]

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T-11

Project Name: Baton Rouge Light Rail

Observation: The railroad tracks running along the riverside through Downtown present a long-term opportunity for transit service to Downtown Baton Rouge, and for service between non-downtown locations along the route

Discussion: Most proposed transit systems involve tremendous capital expenditures on the purchase of rights-of-way and equipment. Not only do passenger revenues fail to cover debt service on these capital costs, but they rarely cover operating costs. In contrast, purchasing the use of this existing right-of-way would be an inexpensive way to bring light rail to Baton Rouge. The installation of at-grade station stops, pedestrian access, and the provision of compatible, already-manufactured railroad cars would also present a limited cost. However, potential passenger safety issues must be investigated. The only new right-of-way required would be a short run from Southern University to the Baton Rouge Airport. Stops could be created at the airport, Southern University (10,000 students, faculty, and employees), the State Capitol (and Casino Rouge), the Centroplex (and the Louisiana Arts & Science center, the new planetarium, USS Kidd, Catfish Town, and Belle of Baton Rouge), The Bottoms, L.S.U. (37,000 students, faculty, and employees), and Brightside Lane. In Downtown Baton Rouge, the old Illinois Central Station is given over to use as the Arts and Science Center, so two new stops would need to be constructed.

None of the stops need to be elaborate structures. In many instances, an “open-air” facility would be appropriate with an adjacent loading platform. The Downtown facilities may require more elaborate design because of their symbolic importance as gateways, justified by their heavier use. A parking lot at each location would be required, except at the Downtown, which would be receiving passengers who have parked in locations outside the area.

Recommendation: Commission a “quick-and-dirty” consultant study identifying the potential market issues, safety issues, costs, possible alternative routes, and possible operators for such a transit line.

Special Project: Obtain budgetary approval from the DDD, Plan Baton Rouge, the City and/or State government for the study.

Responsibility: Plan Baton Rouge, Office of the Mayor, Chamber of Commerce and Downtown Development District

[The GBR Chamber of Commerce and *Plan Baton*

Rouge hosted meetings with industrial plants (including Exxon) to enlist their cooperation and participation. The Chamber has had a series of meetings to study light rail connectors, high-speed rail service, and rail connections with New Orleans.

The Baton Rouge Downtown Transportation Plan concludes that there is potential for a light rail system to connect Downtown to other activity areas but this potential can only be realized if the transit system is part of the long-range vision for Baton Rouge which includes transit as an alternative to highway access. Providing this kind of transit connectivity within the area will depend on developing the support for it in the impacted communities. A study to identify the potential market issues, costs and possible operators of such service is warranted.]

T-12

Project Name: Regional Rail Service

Observation: Baton Rouge can eventually restore regional rail service to important supporting towns and cities.

Discussion: In cooperation with the Louisiana Department of Transportation and Development, there should be two round-trips per day from Baton Rouge to New Orleans. Two railroads run into Baton Rouge: the Illinois Central Railroad and the Kansas City Southern Rail Lines. Prior to 1969 both companies ran passenger trains connecting Baton Rouge with New Orleans, and other Louisiana towns and cities. The city could enter into agreement with both railroads and Amtrak to re-institute commuter rail service.

As with any plan of transportation, there are costs involved; but, the cost would be less than new road construction, as the tracks already exist.

Numerous station stops may need to be constructed in the city, its suburbs, and small towns around Baton Rouge -- towns such as Baker, Zachary, Denham Springs, Walker, Gonzales, and others. The public who use the trains daily could pay their fares monthly. Government employees could receive special fares.

Recommendation: This use of the railroad right-of-way is a long-term proposition dependent on factors beyond the scope of the current Downtown study. The Downtown plan,

however, recognizes the potential of this rail alignment for serving Downtown in various ways, and invites the more advanced study of the adaptive reuse of the rail line.

Responsibility: Office of the Mayor and Chamber of Commerce

[The Louisiana DOTD completed an extensive study of the feasibility of restoring passenger rail service to Baton Rouge. DOTD's *Louisiana Passenger/Commuter Rail Service Master Plan* (Draft Final Report, May 1998) examined the possibilities for *intercity* rail connections between Baton Rouge and New Orleans. The study identified a demand for potential commuter travel that could be captured by a passenger rail service.]

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As the motorist approaches Downtown Baton Rouge from north or south on Interstate-110, the signage for the exits does not clearly communicate the downtown destination. Signs indicate street names only; for instance, the occasional visitor may not realize that the exit which reads “Exit 1D, North Street” is an exit directly into the downtown area.

All signs along Interstate-110 which provide access to Downtown should be modified to indicate that, by taking one of these

exits, a freeway motorist will access Downtown Baton Rouge. The following is a list of proposed modifications to the existing sequence of signs along the freeway approach. These modifications will make it much easier for motorists on Interstate-110 to find their downtown destinations.

[LA DOTD has scheduled Interstate sign replacement for 2003 using the suggestions listed below.]

APPROACH FROM I-110 NORTHBOUND

Sequence Number	Existing Sign Text	Proposed Sign Text	Proposed Additional Signs
1	Exit 155B I-110 North Business District Metro Airport	Exit 155B I-110 North Downtown Baton Rouge Metro Airport	
2			Downtown Baton Rouge Next 5 Exits
3	Exit 1A LA 73 Government St Centroplex	Exit 1A Downtown Baton Rouge LA 73 / Government St. Centroplex	
4	Exit 1B Convention St Business District	Exit 1B Downtown Baton Rouge Convention St. Centroplex	
5	Exit 1C Business 61 & 190 Florida St	Exit 1C Downtown Baton Rouge Business 61 & 190 Florida St	
6			Downtown Baton Rouge Next 2 Exits
7	Exit 1D North St	Exit 1D Downtown Baton Rouge North St	
8	Exit 1E Capitol Access Rd Dept. of Transportation & Development	Exit 1E State Capitol & Departments Capitol Access Rd.	

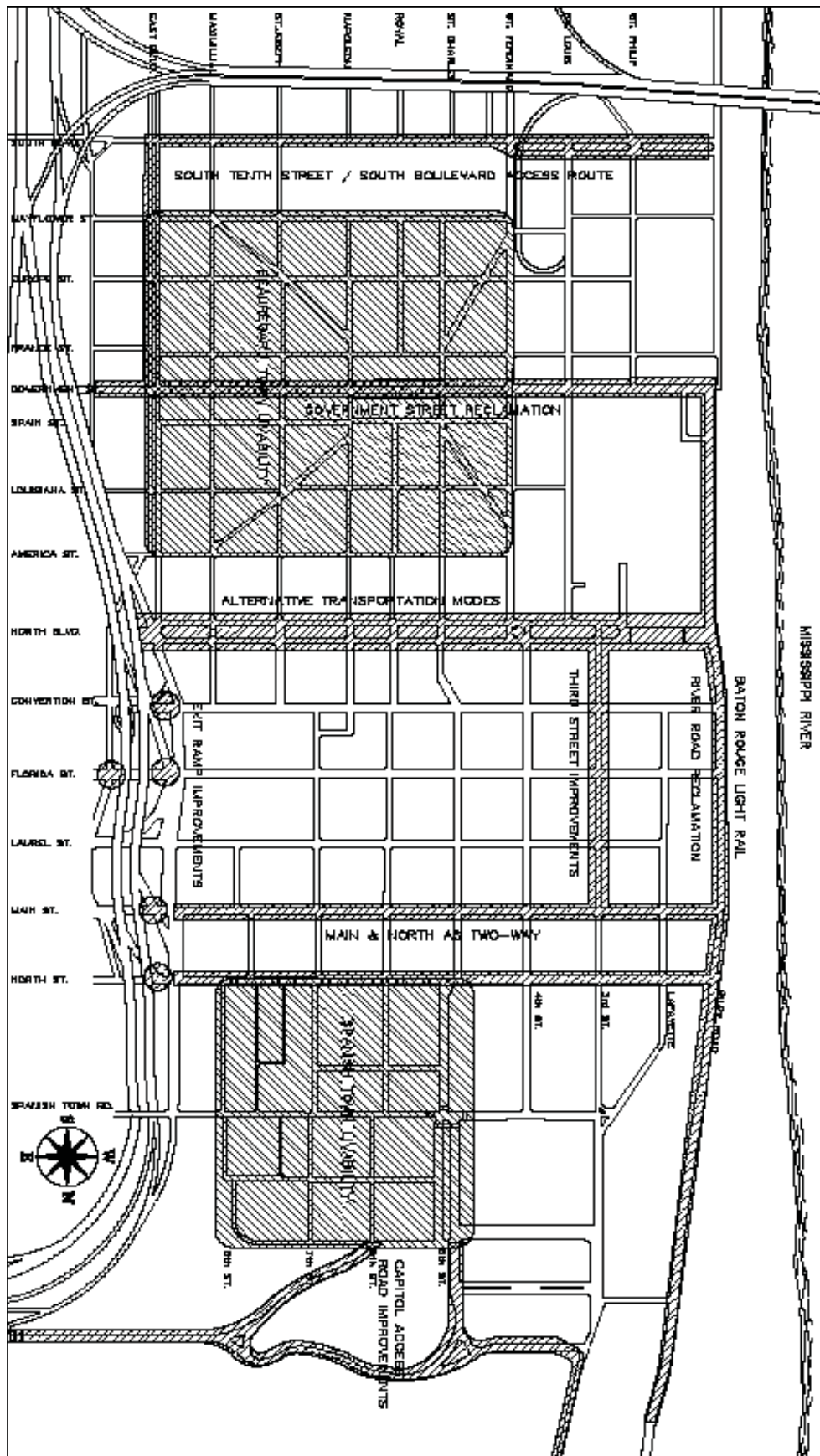
TRANSPORTATION

APPROACH FROM I-110 SOUTHBOUND

Sequence Number	Existing Sign Text	Proposed Sign Text	Proposed Additional Signs
1			Downtown Baton Rouge Next 4 Exits
2	Exit 1F Capitol Access Rd Dept of Transportation & Development	Exit 1F State Capitol & Departments Capitol Access Rd	
3	Exit 1G N. Ninth St Business District	Exit 1G Downtown Baton Rouge N. Ninth St.	
4			Downtown Baton Rouge Next 2 Exits
5	Exit 1H Laurel St	Exit 1H Downtown Baton Rouge Laurel St	
6	Exit 1A LA 73 Government St Centroplex	Exit 1A Downtown Baton Rouge LA 73 / Government St Centroplex	

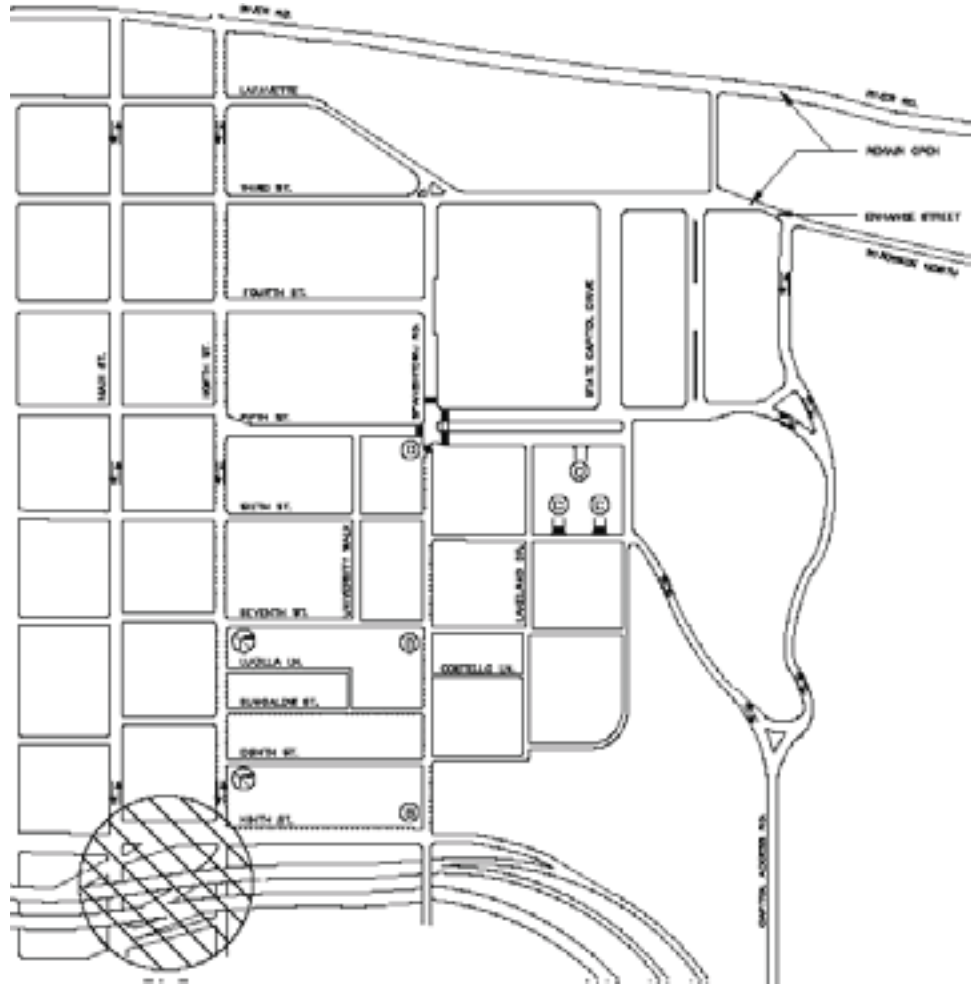
PLAN BATON ROUGE


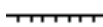






EXHIBIT A: TRANSPORTATION IMPROVEMENTS OVERVIEW



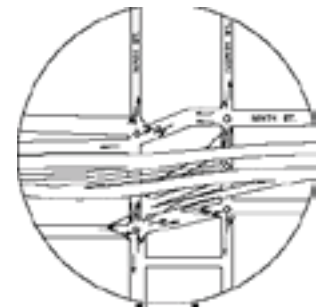
TRANSPORTATION

EXHIBIT B: SPANISH TOWN TRAFFIC IMPROVEMENTS



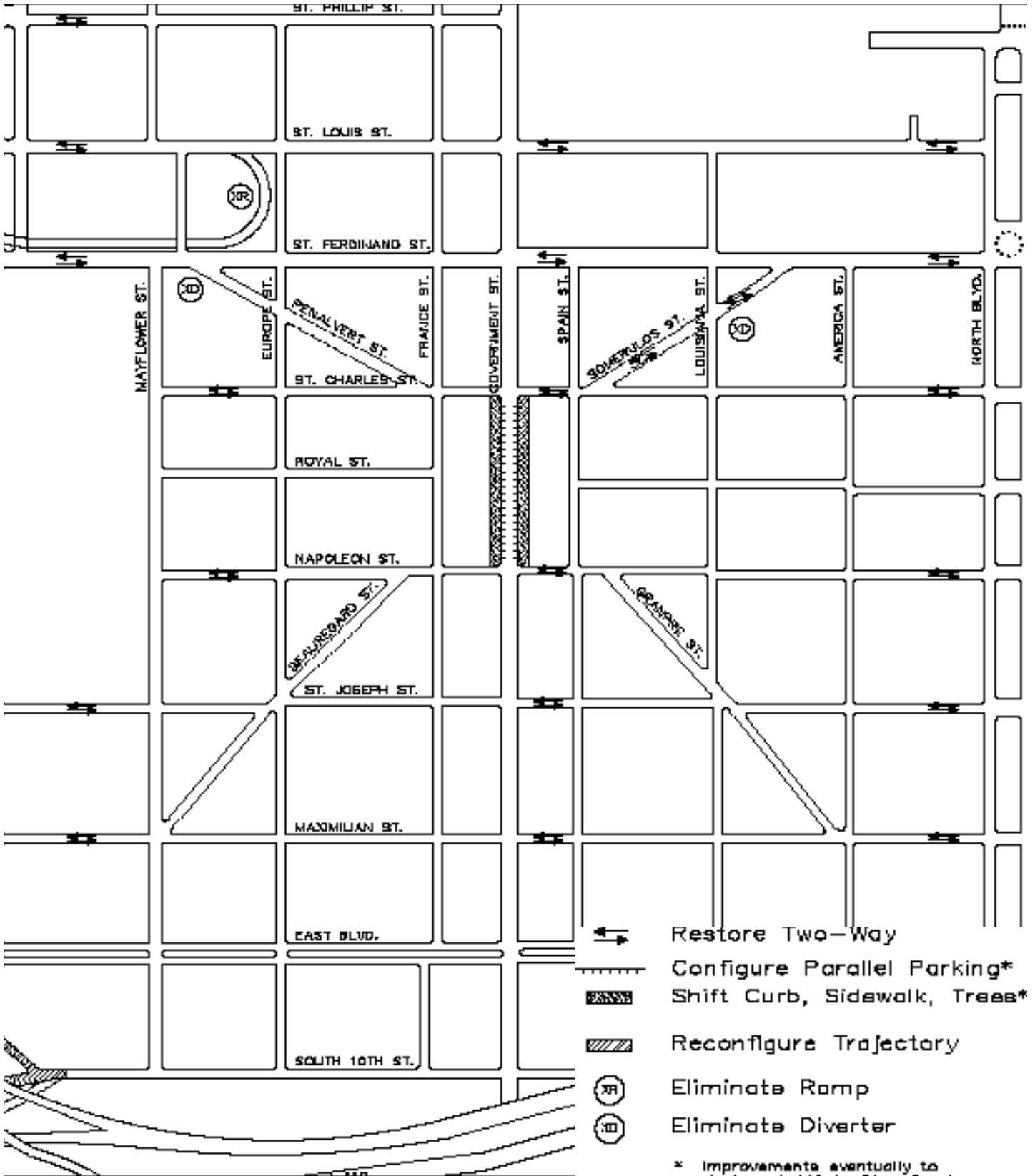
-  Restore Two-Way
-  Configure Parallel Parking*
-  Install Crosswalk
-  No Right Turn 7-9 AM
-  Install Deflector
-  Install Bulb-Out
-  Open Parking Entrance
-  Close Parking Entrance

* If necessary, mark appropriate lanes on North street and Main Street as "No Parking" during rush hours only (7-9 AM inbound, 4-8 PM outbound).



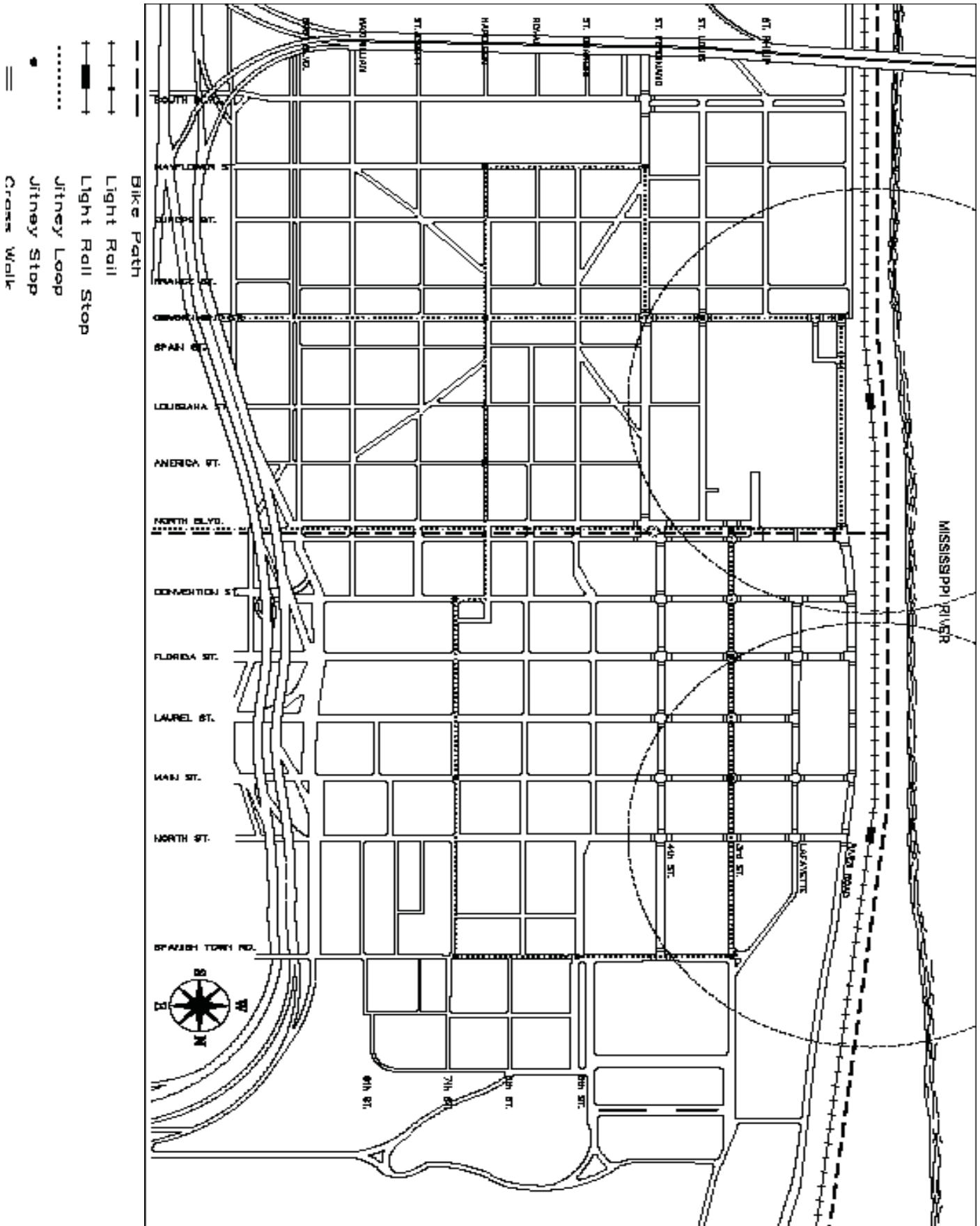
PLAN BATON ROUGE

EXHIBIT C: BEAUREGARD TOWN TRAFFIC IMPROVEMENTS



TRANSPORTATION

EXHIBIT D: ALTERNATIVE TRANSPORTATION SYSTEMS



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EXHIBIT E: THOROUGHFARE MODIFICATIONS I



Bungalow Lane

	Existing Conditions	Proposed Changes
Type		
Movement		Slow
Number of Traffic Lanes		
Direction of Traffic Lanes		
Parking Lanes		Parking one side
R.O.W. Width		
Pavement Width		
Sidewalk Width		
Planting Width		
Other		
Tree Pattern		
Tree Type	Pine, Riser Birch, Elm and Water Oak	

* If rush-hour traffic proves to be a problem, mark inbound parking lane as "No Parking" 7-9 AM, and mark outbound parking lane as "No Parking" 4-6 PM.

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Capitol Access Road

	Existing Conditions	Proposed Changes
Type		
Movement		Free
Number of Traffic Lanes		
Direction of Traffic Lanes		Two way
Parking Lanes		
R.O.W. Width		
Pavement Width		
Sidewalk Width		
Planting Width		
Other		
Tree Pattern		
Tree Type		

* If rush-hour traffic proves to be a problem, mark inbound parking lane as "No Parking" 7-9 AM, and mark outbound parking lane as "No Parking" 4-6 PM.

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Convention Street



East Boulevard

Existing Conditions	Proposed Changes
Commercial	
Speed	Free
Two Lanes	
One way	Two way (Phase II)
Parking one side	Parking both sides
70 ft. Row	
44 ft. pavement	
9 ft. sidewalks	
4 ft. planters	
Regular tree spacing	
Pistachio, Winged Elm	Winged Elm as the signature tree
Ash, Crepe Myrtle	

Existing Conditions	Proposed Changes
	Free
	Marked parking both sides
Red Crepe Myrtle	Plant Live Oak

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Europe Street

Type
Movement
Number of Traffic Lanes
Direction of Traffic Lanes
Parking Lanes
R.O.W. Width
Pavement Width
Sidewalk Width
Planting Width
Other
Tree Pattern
Tree Type

Existing Conditions	Proposed Changes
Residential	
Free	
Two lanes	
Two way	
Parking both sides	
53 ft. ROW	
25 ft. pavement	
8 ft. sidewalks	
6 ft. planters	
Irregular tree spacing	
Crepe Myrtle, Hackberry	At west end near Catfish
Elm, Ash	Town, add Sycamore to
	those existing to form
	an allee entrance

* If rush-hour traffic proves to be a problem, mark inbound parking lane as "No Parking" 7-9 AM, and mark outbound parking lane as "No Parking" 4-6 PM.

PLAN BATON ROUGE



Florida Street

Existing Conditions	Proposed Changes
Commercial	
Speed	Free
Two lanes	
Two way	
Parking both sides	
64 ft. ROW	
44 ft. pavement	
6 ft. sidewalks	
4 ft. planters	
	I-110 NB-Florida St. connection
Regular tree spacing	
Savannah, Crepe Myrtle	American Elm as the
Magnolia, Live Oak	signature tree



Fourth Street

Existing Conditions	Proposed Changes
Commercial	
Speed	
Four lanes	Two lanes *
Two way traffic	
No parking	Parking both sides*
64 ft. ROW	
44 ft. pavement	
6 ft. sidewalks	
4 ft. planters	
Regular tree spacing	Bald Cypress as the
Cypress, Winged Elm	signature tree. Enlarge
	size of tree grate laterally
	to accommodate Cypress.

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Government Street

Type
Movement
Number of Traffic Lanes
Direction of Traffic Lanes
Parking Lanes
R.O.W. Width
Pavement Width
Sidewalk Width
Planting Width
Other
Tree Pattern
Tree Type

Existing Conditions	Proposed Changes
Commercial	
Speed	Free
Four lanes	Two lanes*
Two way	
No Parking	Parking both sides*
64 ft. ROW	
44 ft. pavement	40 ft. pavement
Varies	10 ft. sidewalks
N/A	
	Start b/t Napoleon & St. Charles
Rare	Regular sidewalk planters
Magnolia, Crepe Myrtle, Holly	Plant Magnolia Grandiflora

* If rush-hour traffic proves to be a problem, mark inbound parking lane as "No Parking" 7-9 AM, and mark outbound parking lane as "No Parking" 4-6 PM.

PLAN BATON ROUGE



Lafayette Street



Laurel Street

Existing Conditions	Proposed Changes
Commercial	
Speed	Free
Two lanes	
One way	Two way (Phase II)
Parking one side	
53 ft. ROW	
33 ft. pavement	
6 ft. sidewalks	
4 ft. planters	
	Close b/t N. Blvd. & Convention St.
Regular tree spacing	
Tulip Poplar	Tulip Poplar as the
Bradford Pear	signature tree

Existing Conditions	Proposed Changes
Commercial	
Speed	Free
Two lanes	
One way	Two lanes (Phase II)
Parking both sides	
64 ft. ROW	
44 ft. pavement	
5 ft./ 7 ft. sidewalks	
4 ft. planters	
	Close b/t Lafayette & River Rd.
Regular tree spacing	
Live Oak, Winged Elm	Tulip Poplar as the
Magnolia, Crepe Myrtle	signature tree
Tulip, Poplar, Sycamore	

TRANSPORTATION



Main Street

Type
Movement
Number of Traffic Lanes
Direction of Traffic Lanes
Parking Lanes
R.O.W. Width
Pavement Width
Sidewalk Width
Planting Width
Other
Tree Pattern
Tree Type

Existing Conditions	Proposed Changes
Commercial	
Speed	Free
Two lanes	Two normal, Three peak*
One way	Two way
Parking both sides	Parking both sides*
64 ft. ROW	
44 ft. pavement	
6 ft. sidewalks	
4 ft. planters	
Regular tree spacing	
Bradford Pear, Live Oak Magnolia, Ash, Maple, Pine	American Elm as the signature tree

* If rush-hour traffic proves to be a problem, mark inbound parking lane as "No Parking" 7-9 AM, and mark outbound parking lane as "No Parking" 4-6 PM.

TRANSPORTATION



River Road

Type
Movement
Number of Traffic Lanes
Direction of Traffic Lanes
Parking Lanes
R.O.W. Width
Pavement Width
Sidewalk Width
Planting Width
Other
Tree Pattern
Tree Type

Existing Conditions	Proposed Changes
Commercial	Institutional
Speed	Free
Four lanes	Two lanes*
Two way	
No Parking	Parking both sides*
Unknown ROW	
46 ft. pavement	
N/A	
N/A	
N/A	Regular tree spacing
N/A	A variety of trees are recommended for River Road

* If rush-hour traffic proves to be a problem, mark inbound parking lane as "No Parking" 7-9 AM, and mark outbound parking lane as "No Parking" 4-6 PM.

PLAN BATON ROUGE

EXHIBIT E: THOROUGHFARE MODIFICATIONS V



Seventh Street

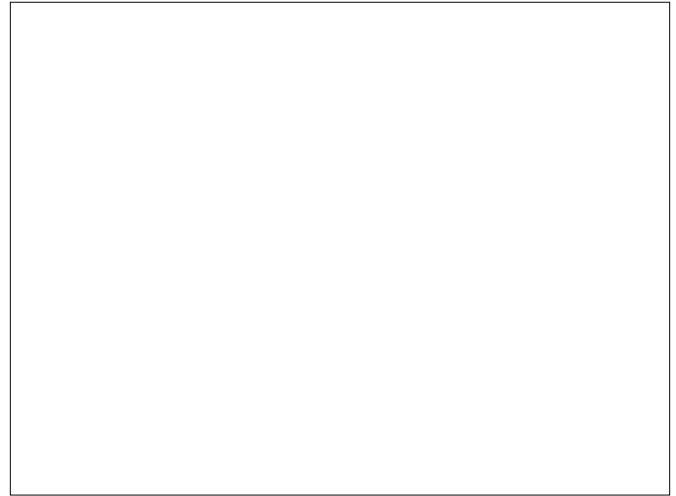
Existing Conditions	Proposed Changes
Commercial	
Speed	
Two lanes	
One way	Two way (Phase II)
Parking both sides	
53 ft. ROW	
33 ft. pavement	
6 ft. sidewalks	
4 ft. planters	
N. 7th Street	
Regular tree spacing	Continue Green Ash as the signature tree in the commercial area



Somerulos Street

Existing Conditions	Proposed Changes
	Free
	Two way
Red Crepe Myrtle	American Elm

TRANSPORTATION



St. Ferdinand

	Existing Conditions	Proposed Changes
Type		
Movement		
Number of Traffic Lanes		
Direction of Traffic Lanes		Two way
Parking Lanes		
R.O.W. Width		
Pavement Width		
Sidewalk Width		
Planting Width		
Other		
Tree Pattern		
Tree Type	Mature Live Oak, Red Crepe Myrtle, Cypress near Parking Garages	Magnolia Grandiflora

* If rush-hour traffic proves to be a problem, mark inbound parking lane as "No Parking" 7-9 AM, and mark outbound parking lane as "No Parking" 4-6 PM.

TRANSPORTATION



Third Street

Type
Movement
Number of Traffic Lanes
Direction of Traffic Lanes
Parking Lanes
R.O.W. Width
Pavement Width
Sidewalk Width
Planting Width
Other
Tree Pattern
Tree Type

Existing Conditions	Proposed Changes
Commercial	
Speed	Free
Two lanes	
One way	Two way
No parking	Parking west side
53 ft. ROW	
24 ft. pavement	27 ft. pavement
sidewalk varies	8 ft. sidewalks under galleries
4 ft. planters	
	Restore straight alignment
Regular tree spacing	Trees between galleries
Crepe Myrtle	Willow Oak

* If rush-hour traffic proves to be a problem, mark inbound parking lane as "No Parking" 7-9 AM, and mark outbound parking lane as "No Parking" 4-6 PM.

INFILL HOUSING IN GENERAL

INFILL HOUSING IN GENERAL

IHG-1

Project Name: Affordable Housing

Observation: There is considerable demand for affordable housing in Downtown Baton Rouge.

Discussion: The federal tax credit program provides the State of Louisiana with an annual allocation of tax credits for developers who set-aside at least 20% of the apartments in their projects for persons earning less than 50% of the area's median income. The sale of such tax credits can provide a sizable portion of the equity required to cover the gap between project development cost and the mortgage. Last year the State's allocation was about \$4.5 million. This is expected to increase to \$6.5 million in 1999. Developers need an incentive to seek tax credit sites in Downtown Baton Rouge. Setting aside a small portion of these tax credits exclusively for use in Downtown Baton Rouge would provide this incentive.

Recommendation: Get the Louisiana State Housing Finance Agency to set aside 2% of its tax credit program for Plan Baton Rouge every year for the next three years. This will be sufficient to allow developers of small infill projects (along 7th Street) to build market-rate apartments that can be absorbed by the market, while simultaneously putting affordable apartments up for rent.

Special Project: Negotiate a 3-year set-aside of 2% of the state's federal tax credit allocation for Plan Baton Rouge with the Louisiana State Housing Finance Agency.

Responsibility: Various

[As noted in the *Plan*, Historic Spanish Town and Beauregard Town are valuable assets that cannot be underestimated. Many initiatives in the *Plan* are designed to protect the integrity of the two historic neighborhoods. But it is crucial to increase the number of residential units in downtown, both upscale and mixed income. The issue of affordable housing in or adjacent to downtown has been the subject of meetings with Congressman Richard Baker, Baton Rouge Area Foundation, Local Initiatives Support Corporation, Housing Authority of East Baton Rouge, Office of Community Development, and Mid City Redevelopment Alliance, CALEB Community Development Corporation and LSU School of Architecture. A Residential Task Force has met numerous times to hear presentations from New Orleans developers, non-profit banking entities, and local community development corporations. Richard Preis' planned mixed-use development on the site of

General Lafayette Inn will significantly increase residential density downtown.

IHG-2

Project Name: Liner Buildings

Observation: There are many open sites used for parking throughout the downtown.

Discussion: Pedestrians will not willingly walk past open parking lots, and yet the construction of buildings that would define the street spatially have the double negative consequences of eliminating valuable parking and increasing the parking need. Although large new buildings are desirable and ultimately feasible, as the Downtown becomes more valuable, these are for a later phase. As a holding measure, on a 10-20 year window, it is necessary to construct liner buildings wherever possible to mask these parking lots. Liner buildings are exceedingly thin residential buildings, no wider than a row of parking stalls, that retain the parking below while creating apartments above. They hide the parking lots while providing inhabited windows that are the "eyes of the street". The most effective way to keep public spaces safe is by overlooking them with windows 24 hours a day. (See: Newman, Oscar: Defensible Space). Liner buildings eliminate very few of the existing parking places while shading them, theoretically increasing the income from their lease.

Where empty lots may be available for regular small buildings rather than liners, several designs are proposed based on the urban housing traditions of Louisiana. These would be compatible with the existing urban fabric in the manner proposed by the new code. There is also a variety of liner buildings. Some are specifically designed for corner conditions and others for mid-block sites. Some are elaborate, being three stories high with galleries over the sidewalks. These are appropriate for important locations such as Third Street or the New Post Office Square. Liner buildings may also be progressively less expensive, such as simple lofts over parking, or in extreme circumstances, a structure that is no more than a good-looking garage. Some liner buildings may be dedicated to commercial use rather than parking at the first story. This

PLAN BATON ROUGE

is envisioned to fit under the balconies of the Centroplex facing River Road. But in all circumstances, the detailing of all liner buildings should include a punch-out panel on the first story to allow an easy conversion from parking to commercial.

Recommendation: Plan Baton Rouge to facilitate investigation of feasibility of liner building projects.

Responsibility: Private sector

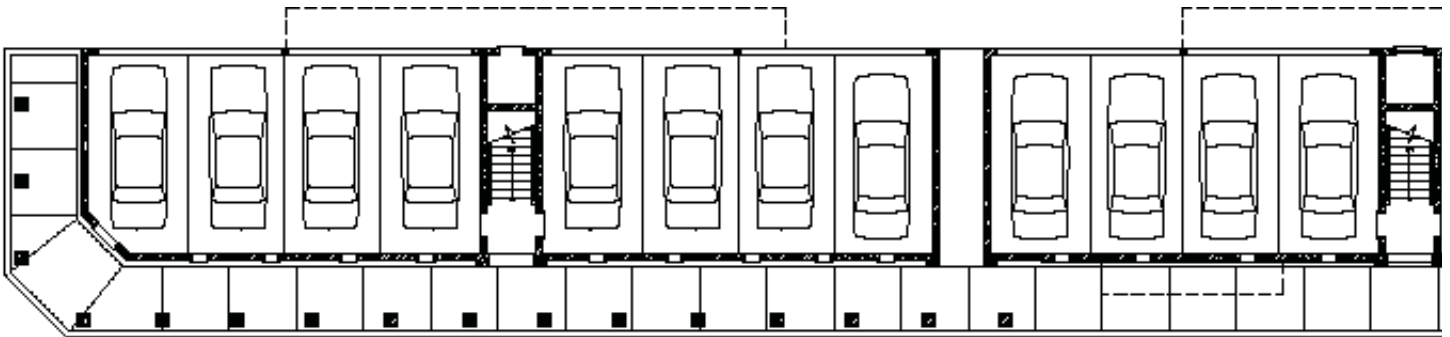
[Hibernia National Bank investigated the use of liner buildings on its parking lot at Third and Main. The project was not feasible.]

INFILL HOUSING IN GENERAL

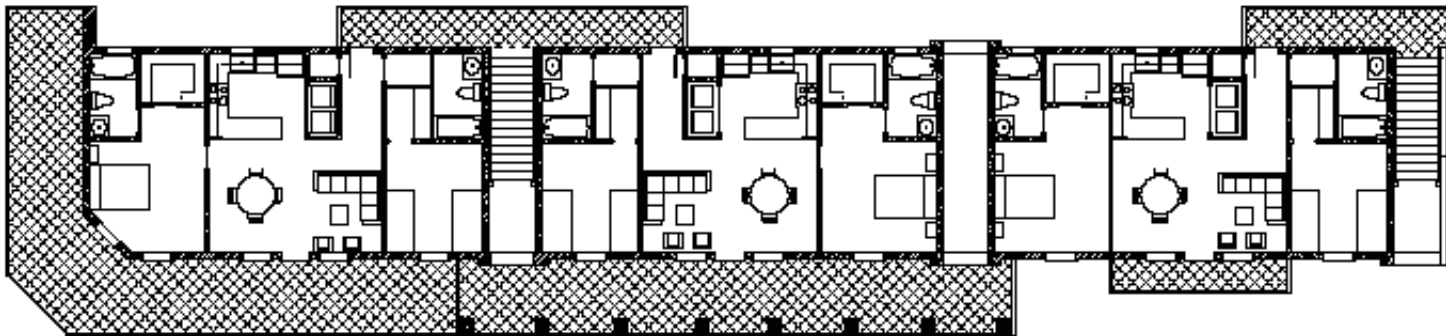
EXHIBIT A

TYPICAL LINER BUILDING

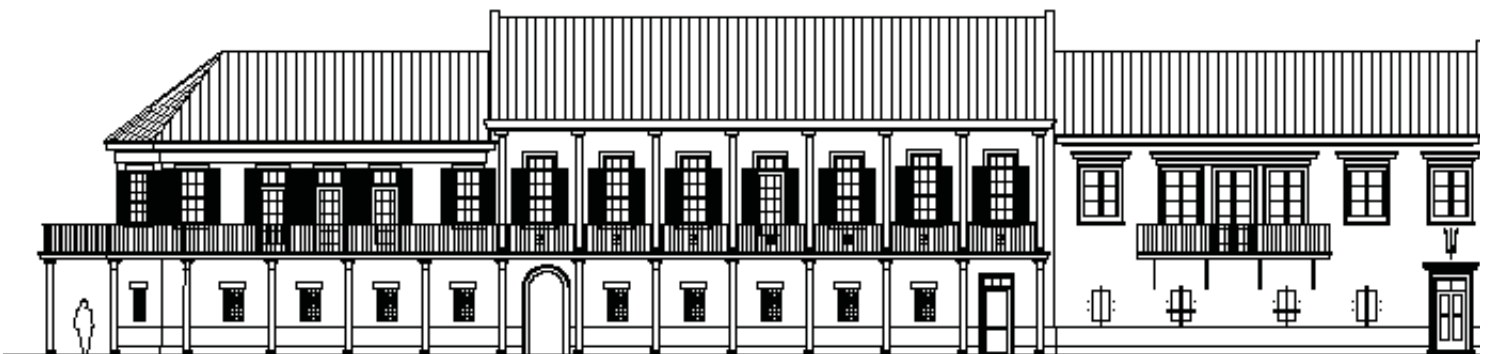
2 BR / 900 SF



FIRST PARKING STORY



UPPER RESIDENTIAL STORY



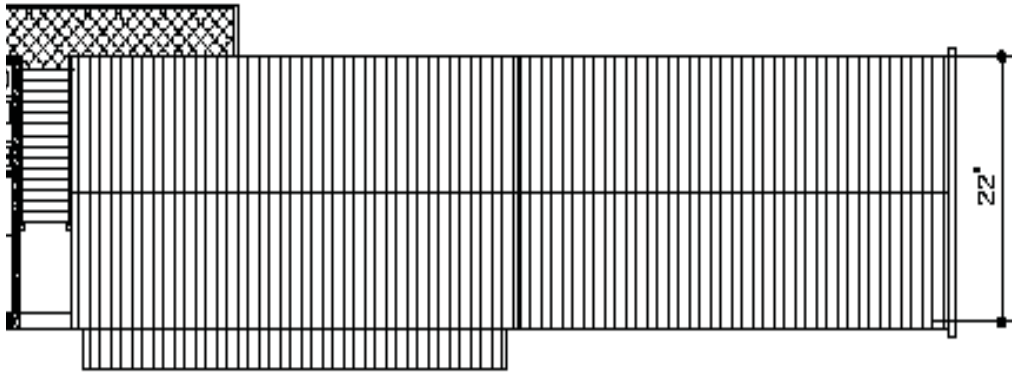
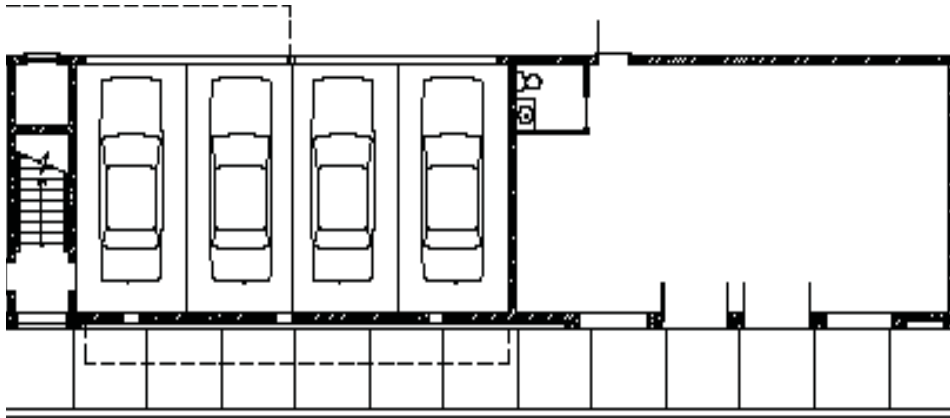
CORNER CONDITION WITH
A SINGLE GALLERY

MORE EXPENSIVE WITH
A DOUBLE GALLERY

LESS EXPENSIVE VERSION
WITHOUT A GALLERY

PLAN BATON ROUGE

EXHIBIT A
TYPICAL LINER BUILDING
2 BR / 900 SF



INEXPENSIVE VERSION
MASKING A PARKING LOT

INEXPENSIVE
SHOPFRONT

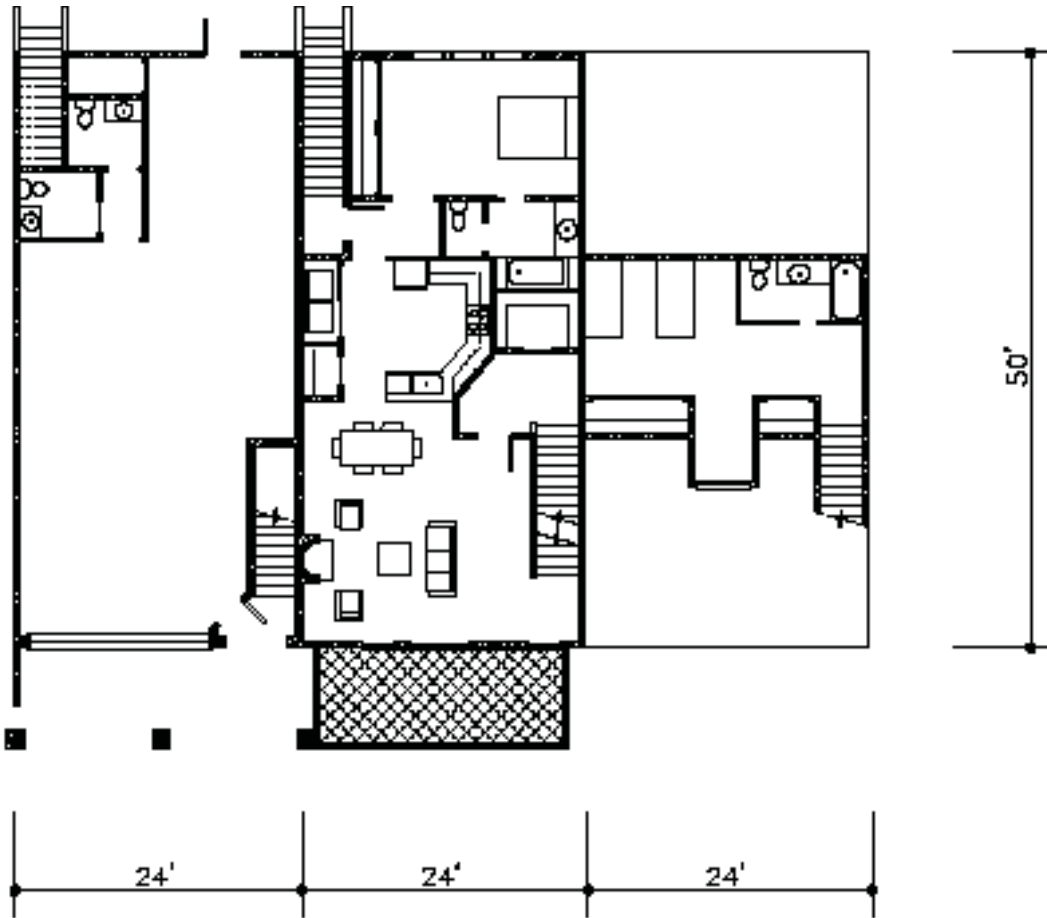
INFILL HOUSING IN GENERAL

EXHIBIT B

LIVE WORK UNIT FOR A 24 FT WIDE LOT

2 BR / 1,500 SF

SHOP / 1,200 SF

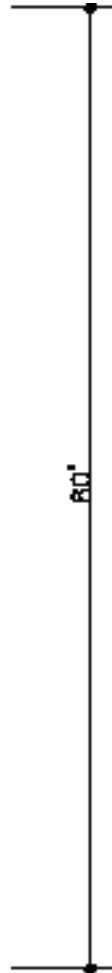
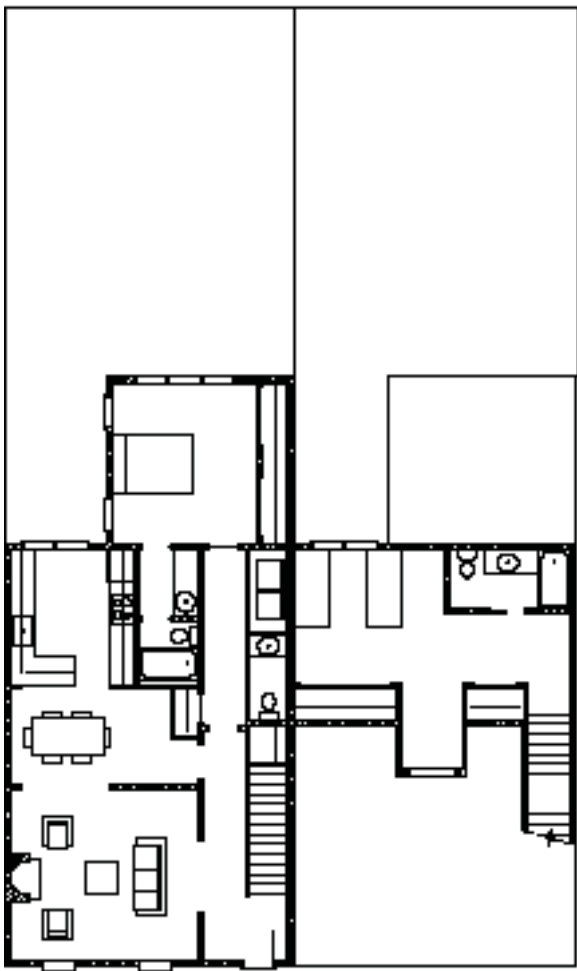


PLAN BATON ROUGE

EXHIBIT C

INEXPENSIVE TOWNHOUSE FOR A 24 FT WIDE LOT

2 BR / 1,300 SF

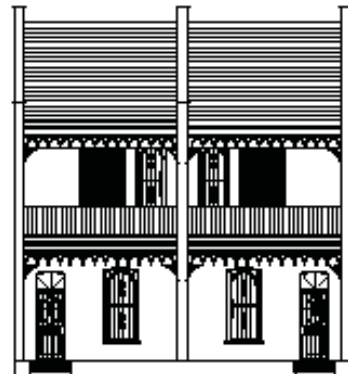
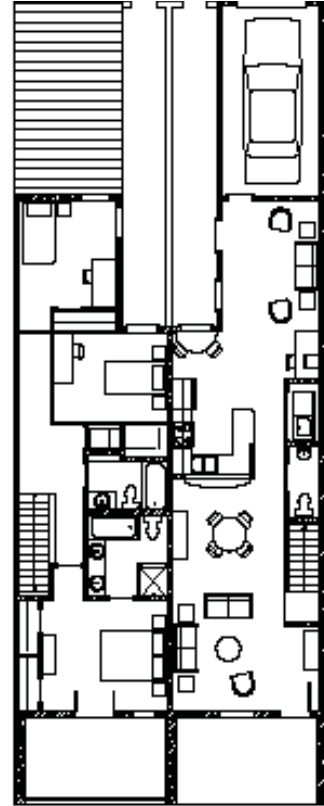
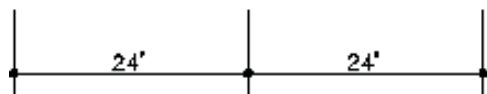
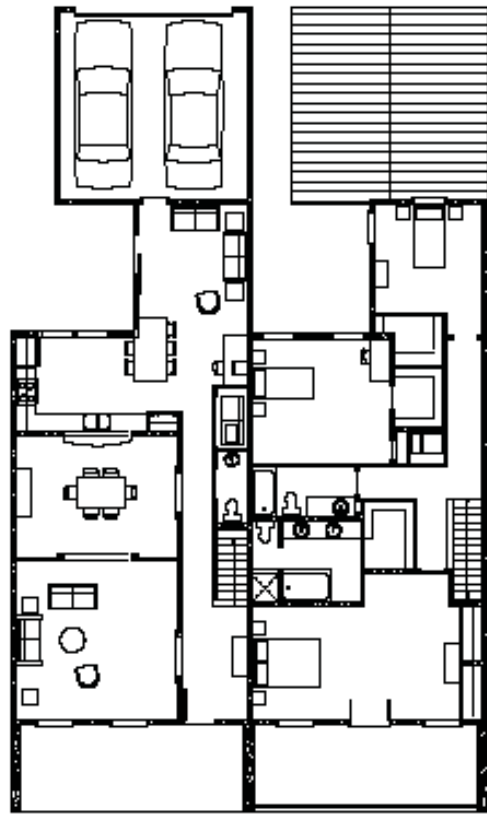


INFILL HOUSING IN GENERAL

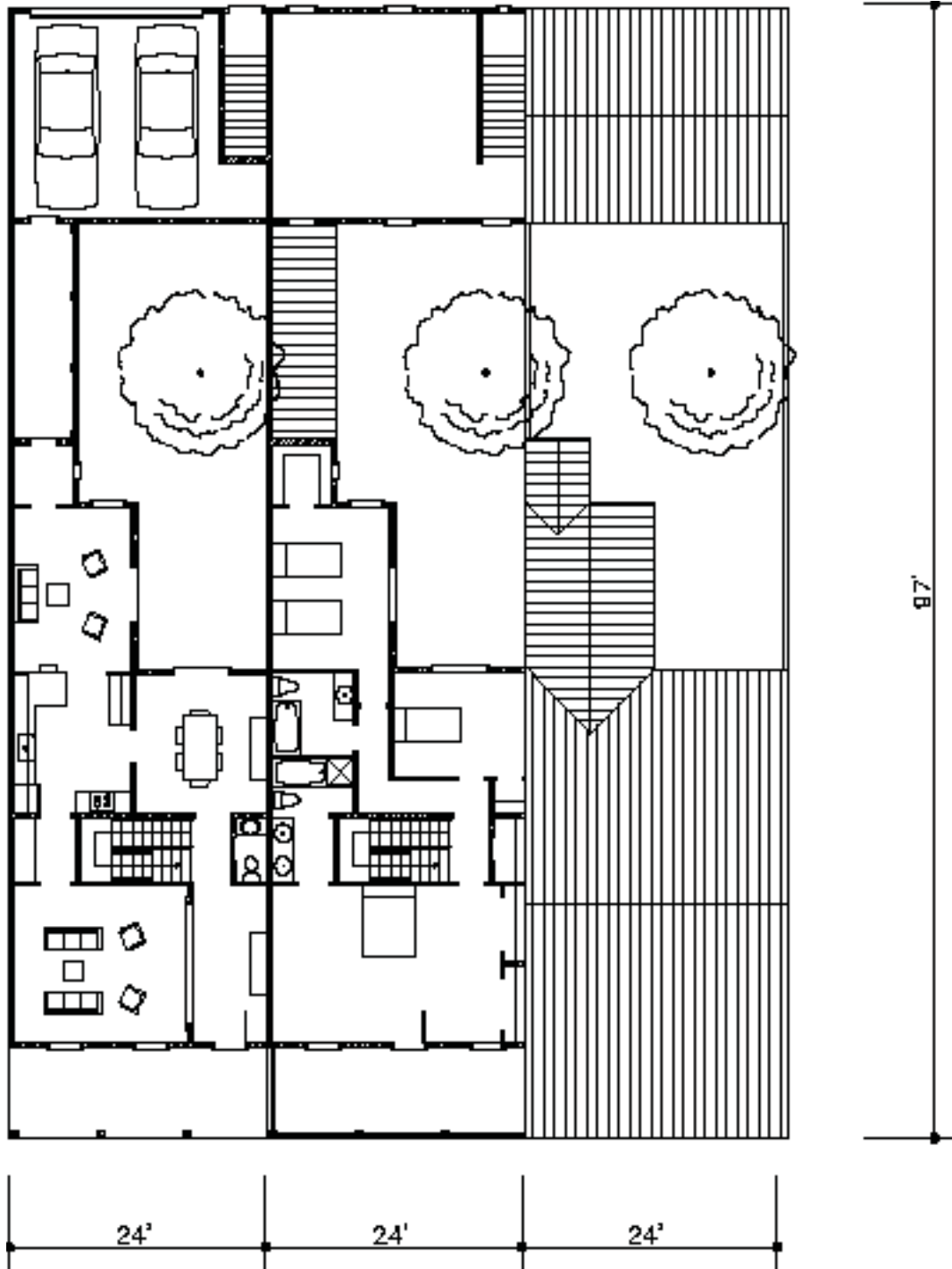
EXHIBIT D

LESS EXPENSIVE TOWNHOUSE FOR A 24 FT & 16 FT WIDE LOTS

3 BR / 2,000 SF



PLAN BATON ROUGE



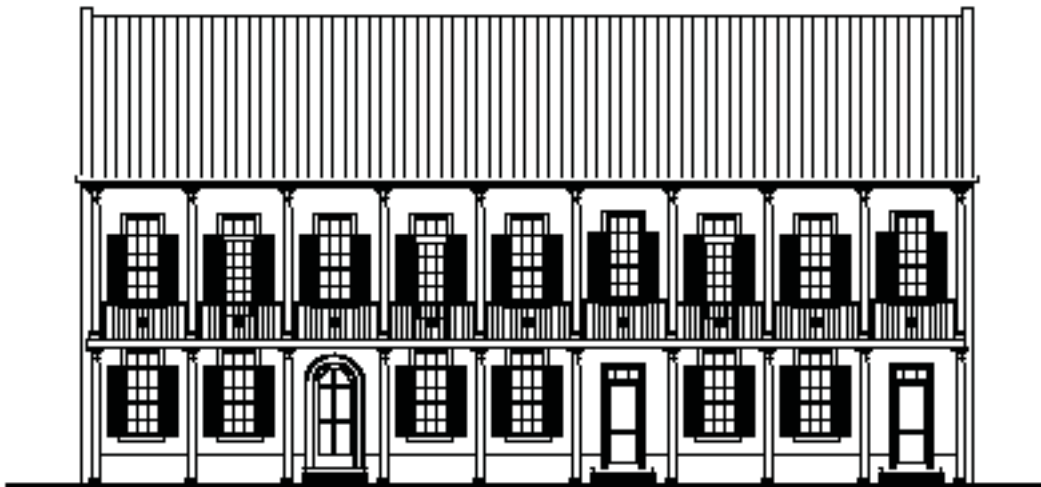
INFILL HOUSING IN GENERAL

EXHIBIT E

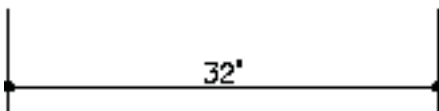
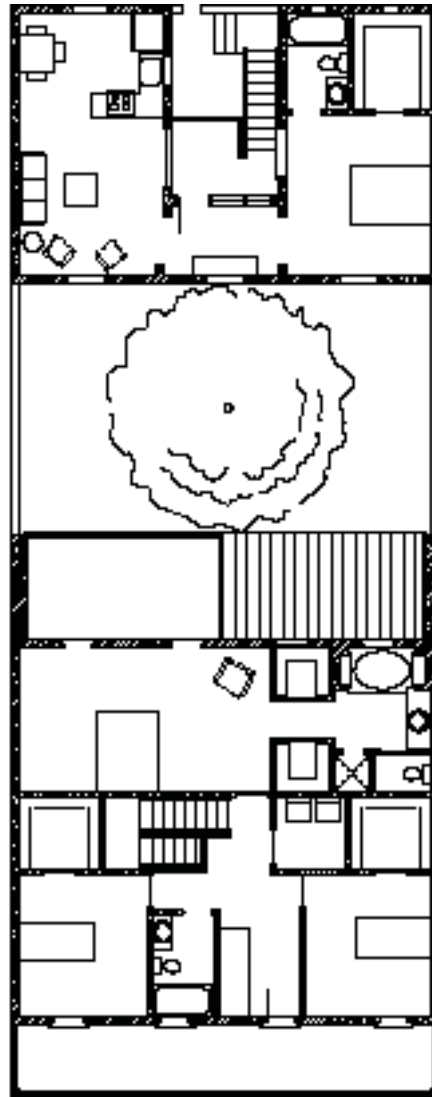
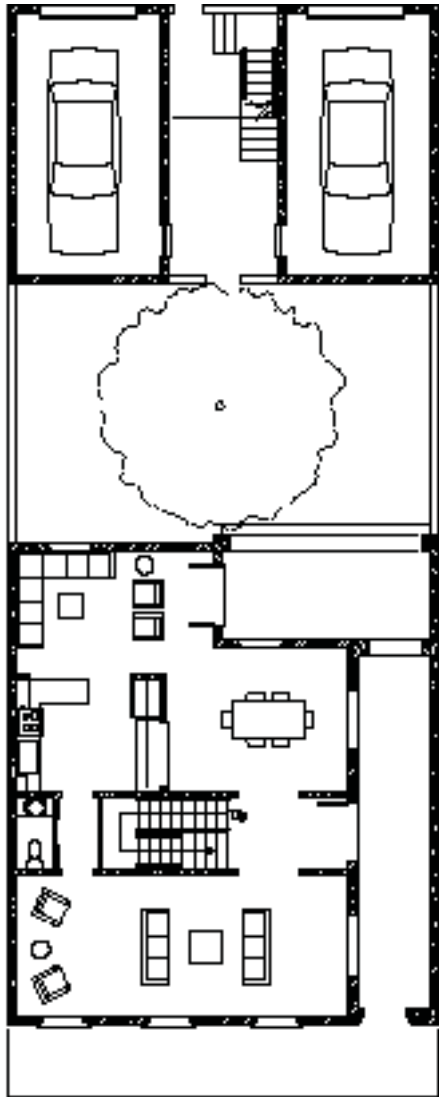
MORE EXPENSIVE TOWNHOUSE FOR A 24 FT WIDE LOT

3 BR / 2,000 SF

GARAGE / 400 SF



PLAN BATON ROUGE



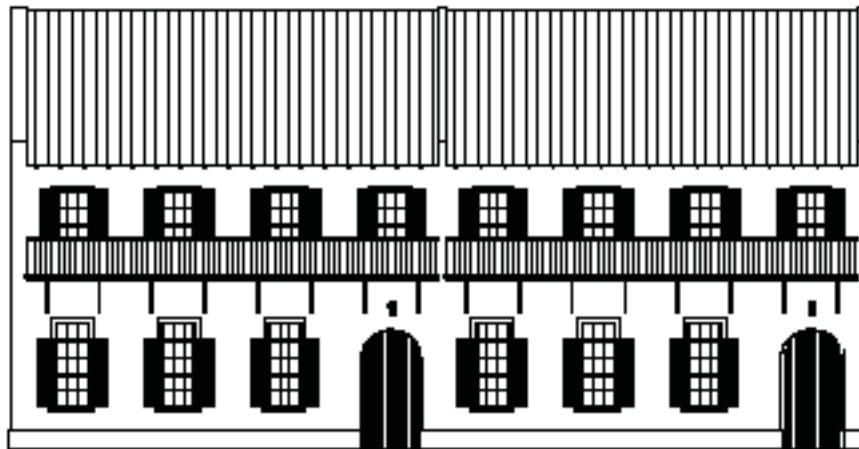
INFILL HOUSING IN GENERAL

EXHIBIT F

MORE EXPENSIVE TOWNHOUSE FOR A 32 FT WIDE LOT

3 BR / 2,400 SF

APARTMENT / 500 SF



PLAN BATON ROUGE

CODES IN GENERAL

INTRODUCTION

The current zoning code is inappropriate for Downtown Baton Rouge.

It imposes setback, yard, and parking requirements derived from suburban practice that make it difficult to build new structures that are compatible with existing buildings, particularly in Beauregard Town and Spanish Town. It also imposes often unreasonable, expensive, and incompatible requirements on new residential development within the rest of Downtown.

There is a need for a new Zoning Ordinance that enables new construction in Beauregard and Spanish Towns to be in character with the existing neighborhood and establishes requirements for the rest of the downtown that are consistent with efficient, predictable and profitable redevelopment.

A generalized ordinance is provided as “The New Code”. It must be redrafted in legally binding language and submitted to the City Planning Commission and the Metro-Council for approval of a Special Zoning District. The Code Development subcommittee will carry out the recommendations of the Codes In General section by drafting a legally binding document in collaboration with the Planning Commission.

[The *Plan Baton Rouge* Steering Committee has approved the Central Business District (CBD) section of the Code and transmitted those changes to the Mayor-President in April 1999. After the Planning Commission staff and DPW submitted the suggestions, the Codes Committee proposed revisions to the Planning Commission. The Metro Council approved the following revision in October 2000: 1) designation of the Central Business District boundaries; 2) elimination of set-back requirements in the Central Business District; 3) parking may not be located between the street and building facade unless screened with a six foot (minimum) masonry wall.]

CIG-1

Project Name: Simplified Approval Procedure

Observation: The approval process for new construction and rehabilitation is confusing and unnecessarily time-consuming.

Discussion: Entrepreneurs, especially the small builders who

are most likely to build or renovate the buildings in Downtown do not have the time, money or expertise to make their way through a complicated approval process.

Recommendation: Adopt a simplified approval procedure for all construction in the Downtown. Designate a construction approval facilitator for coordinating the Government Agencies as a single-source interaction with the applicant.

Special Project: The Mayor should appoint a facilitator for all demolition, construction and rehabilitation permits within the Downtown Zones, to be coordinated by the Downtown Development District Office.

Responsibility: Downtown Development District

[After studying this issue, it was determined that this could be best handled by additional staff at the DDD. The Historic Spanish Town Civic Association supports this recommendation.]

CIG-2

Project Name: New Code / Rehabilitation of Buildings

Observation: For the rehabilitation of buildings to play a part in the revitalization of the Downtown, the various codes which apply to older buildings must not impose unnecessary expense or processing burdens.

Discussion: Existing buildings that were built to comply with earlier codes or built prior to the existence of any codes are often still safe and sound. These buildings can remain in use without any improvements, but are required to be upgraded to meet code requirements (many of which provide very little safety improvement) simply because the owner chooses to renovate the building. These code requirements impose standards devised for new construction and add unnecessarily to the time and expense of rehabilitating existing buildings. Consequently, property owners often avoid renovating their buildings. The State of New Jersey has adopted a “Rehabilitation Subcode” to deal with this problem, by reducing the disincentives to renovation.

Recommendation: Adopt a Rehabilitation Subcode.

Special Project: Draft a Rehabilitation Subcode, with enabling legislation, and obtain Metro-Council approval.

Responsibility: Plan Baton Rouge

[A task force was formed to compare East Baton Rouge’s codes with those of the State of New

CODES IN GENERAL

Jersey. Few changes are necessary but a one-stop shop to streamline the process would be extremely helpful. The Mayor's Planning and Development Task Force study of this issue resulted in changes which will streamline the application process for the entire parish. The Historic Spanish Town Civic Association approves of this recommendation.]

CIG-3

Project Name: New Code / Historic Houses

Observation: Many old houses are deemed condemned, deteriorated, uninsurable, and/or a liability problem.

Discussion: To prevent these historic buildings from being torn down, several strategies are possible:

1. Integrate to the code provisions for Historic Preservation.

[The Historic Spanish Town Civic Association supports this recommendation but wants a definition of "Historic Preservation".]

2. Allow historic houses on large lots to build additions and ancillary structures towards the rear of their lots to provide additional rental income. This technique is only feasible for some houses.

[The Historic Spanish Town Civic Association does not support this recommendation - they request more study.]

3. Rewrite the code so that retention of the existing buildings constitutes the most valuable use of the land. Zoning allowances approximating existing ones offer a disincentive to tear-downs.

[The Historic Spanish Town Civic Association wants more clarification of "most valuable use".]

4. Forbid on-site parking for commercial use in the neighborhoods to deter tear-downs due to the desire for parking lots. An effective provision would be to make parking lots illegal without a special variance.

[The Historic Spanish Town Civic Association supports this recommendation.]

5. Establish a mechanism encouraging and coordinating the relocation of undesired houses to empty lots.

[The Historic Spanish Town Civic Association supports this recommendation.]

Recommendation: Some or all of the above measures may be warranted.

Responsibility: Plan Baton Rouge

CIG-4

Project Name: New Code / Setbacks

Observation: The provision of the existing code that allows new buildings to maintain the same setbacks as their neighbors (U.D.C. 11.503) seems to be sustained sporadically, or voided in the case of subdivided lots.

Discussion: The historic fabric in Spanish Town and Beauregard Town has front setbacks as short as 6 ft. Yet new buildings are required to have setbacks of 20 ft. by the ordinance. This is a suburban condition having no place in these neighborhoods. Also, since porches are not permitted to encroach upon the setback, they are effectively discouraged (a non-encroaching porch takes away from buildable interior area).

Recommendation: Establish flexible setbacks in the new ordinance.

Responsibility: Plan Baton Rouge and Downtown Development District

[The Metro Council approved the following amendment to the UDC in October 2000: "Within the Central Business District there are no minimum front setbacks (yards), no minimum side yards, and no minimum rear yards".]

PLAN BATON ROUGE

CIG-5

Project Name: New Code / Overpricing of Properties

Observation: Lots near commercial or state properties are valued at higher prices in anticipation of more intensive use. This keeps the lots empty and encourages more tear-downs.

Discussion: The prices of empty lots on America Street for example, are so high that compatible single-family fabric is unlikely to occur. One lot, approximately 150' square, is on the market for \$300,000. This rules out the construction of the four houses that would match the older fabric. The presumption is that proximity to the Central Business District will allow a much more intensive use. Existing zoning makes this presumption realistic.

Recommendation: For empty lots there are building types which allow higher density but which are still compatible with the existing fabric. A code is necessary that allows rowhouses, live/works, apartments and offices in traditional building types, with parking on-street and at the rear.

Responsibility: Plan Baton Rouge

[The Historic Spanish Town Civic Association would support this recommendation after careful study.]

CIG-6

Project Name: New Code / Historic Reconstruction

Observation: Historic reconstruction is hindered where lots have been consolidated.

Discussion: An instance of this phenomenon involves the placement of two houses on Maximillian Street on a site that, according to the historical pattern, should have held four houses. Because the lots had been consolidated, it was impossible to re-subdivide the properties into lots conforming to the historic fabric.

Recommendation: The zoning code must allow lots to be subdivided as-of-right to match the historic patterns around it. Typically, the original layout subdivision requires lots as small as 16 ft. and 32 ft. wide.

Responsibility: Plan Baton Rouge

[This was adopted in October 2000.]

CIG-7

Project Name: New Code / Signage

Observation: The current city-parish sign ordinance was conceived for the highway strip and is not appropriate to pedestrian environments.

Discussion: Signs are allowed to be too big, and required to be further from the right-of-way than possible (15 ft.) given the historic setbacks.

Recommendation: A separate sign ordinance must be passed for residential-scale properties in Spanish Town and Beauregard Town.

Responsibility: Plan Baton Rouge and Downtown Development District

[The Historic Spanish Town Civic Association would like to implement this recommendation as stated.]

CIG-8

Project Name: New Code / Surface Parking

Observation: The surface parking lots are destructive to the pedestrian quality of Downtown.

Discussion: The off-street parking requirement is antithetical to urbanism, creating open parking lots and leading to "dingbat" solutions in which buildings sit on stilts above large parking lots.

Recommendation: Require on-site parking in the first layer to be masked by building. (See Downtown Zones/ Parking Requirement).

Responsibility: Downtown Development District

[The Metro Council approved the following amendment to the UDC in October 2000: "In the Central Business District parking may not be located between the street and the building facade, unless such parking is screened with a masonry wall with a minimum height of six feet". The Historic Spanish Town Civic Association says this recommendation is non-applicable to Spanish Town.]

CIG-9

Project Name: New Yard Maintenance Standards

Observation: Standards regarding yard maintenance, trash placement, etc. are either inadequate or unenforced.

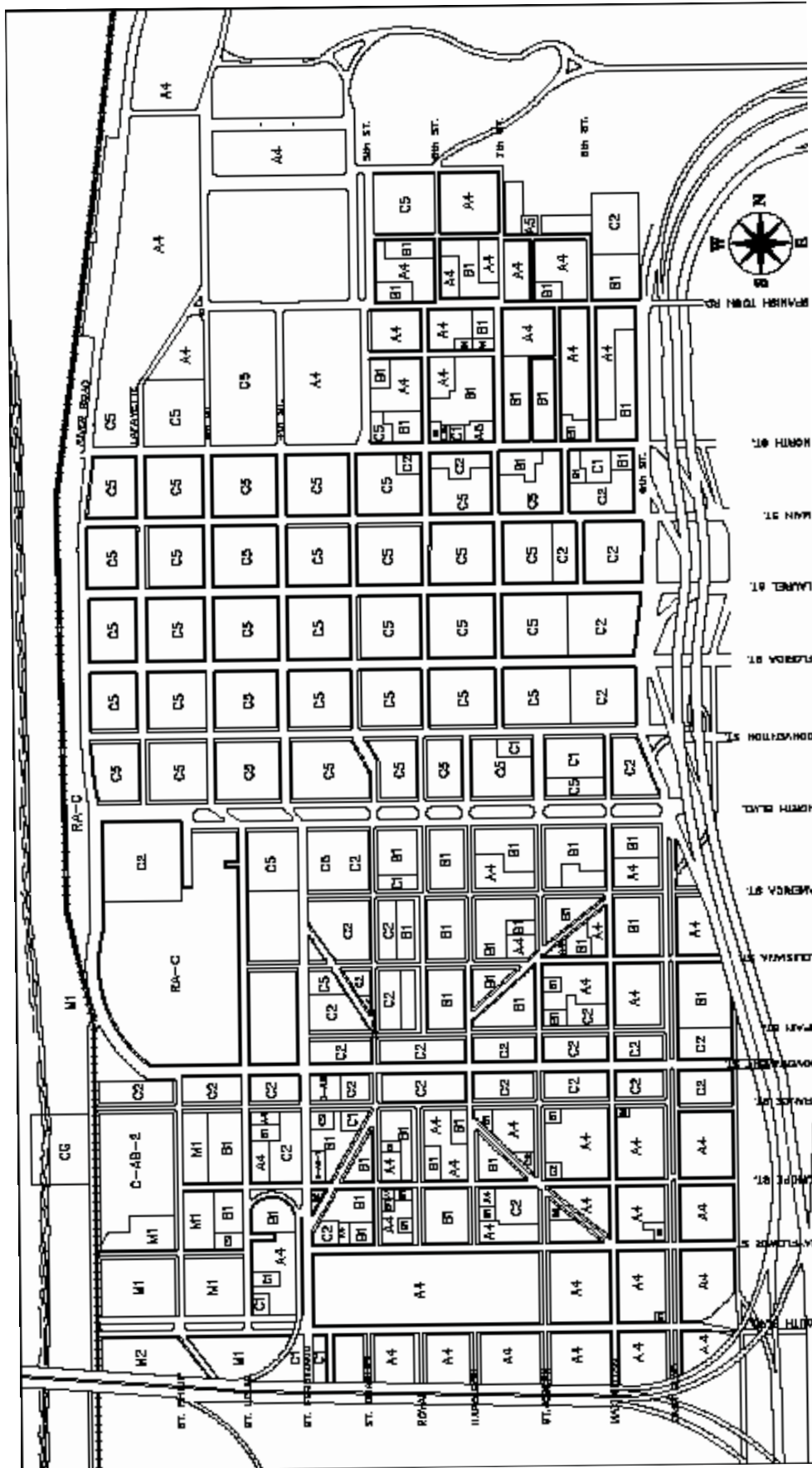
Discussion: The list of potential violations and the method of enforcement must be updated. In the event of an infraction an effective fine, must be immediate, as with a parking ticket. The solution is to create a similar system, administered by a meter-maid. The fine should be light, but must rise over time if the violation is not corrected.

Recommendation: Adopt the Management and Maintenance Standards and a “parking ticket” style violation system should be established.

Responsibility: Downtown Development District

[The Historic Spanish Town Civic Association does not support this recommendation. Peer pressure is adequate.]

PLAN BATON ROUGE



The letters (A), (B), (C), (D), and (E) are references in the Unified Development Code.

CURRENT DOWNTOWN ZONING - see map on following page

CODES IN GENERAL

CURRENT DOWNTOWN ZONING

(Chart corresponds to map on previous page)

<u>Zoning District</u>		<u>Minimum Lot Width (ft.)</u>	<u>Minimum Lot Area (ft²)</u>	<u>Minimum Lot Area per Family (ft²)</u>
A4	General Residential	100	6,000	1,000
A5	High Rise Apartment	100	12,000	500
B1	Transition	50	6,000	1,500
C1	Light Commercial	60	7,500	1,500
C2	Heavy Commercial	60	7,500	1,500
C-AB	Alcoholic Beverage	60	7,500	1,500
CG	Commercial Gaming	60	7,500	None
C5	Business	None	6,000	None
M1	Light Industrial	100	15,000	1,500
M2	Heavy Industrial	100	15,000	N/A
RA-C	Public Facilities	Subject to Planning Commission Approval - Sec. 8.214		

<u>Zoning District</u>		<u>Front Yard Setback</u>	<u>Side Yard Setback</u>	<u>Rear Yard Setback</u>	<u>Height Limit</u>	<u>Residential Land Use Category</u>
A4	General Residential	20	5 (D)	25	45 ft.- 4 in.	High Density R
A5	High Rise Apartment	10 (C) (E)	50 (E)	50 (E)	75 ft.- 6 in.	High Density R
B1	Transition	20 (C)	5	25	45 ft.- 4 in.	High Density R
C1	Light Commercial	10 (A) (C)	None (A) (B)	None	45 ft.- 4 in.	High Density R
C2	Heavy Commercial	10 (A) (C)	None (A) (B)	None	None	High Density R
C-AB	Alcoholic Beverage	10 (A) (C)	None (A) (B)	None	None	High Density R
CG	Commercial Gaming	10	None	None	None	High Density R
C5	Business	None	None	None	None	High Density R
M1	Light Industrial	25	None (B)	None	None	High Density R
M2	Heavy Industrial	25	None (B)	None	None	No R
RA-C	Public Facilities	Subject to Planning Commission Approval - Sec. 8.214				No R

The letters (A), (B), (C), (D), and (E) are references in the Unified Development Code.

ESTABLISHMENT OF THE NEW CODE

The existing Zoning Map makes use of eleven zoning categories for the Downtown (see Current Downtown Zoning). These zoning techniques, derived from postwar suburban practice, do not serve well the traditional urban fabric of the Downtown.

Over the years, the existing code has become increasingly complicated. It now requires simplification if development is to be easy and predictable; two very real incentives for developers.

The proposed Code consists of four documents: (1) The Regulating Plan, which is a map allocating the new zoning categories. (2) The Urban Regulations which are the central set of instructions keyed to the Regulating Plan. The Urban Regulations refer to the (3) Use Standards, Parking Strategy, and Frontage Standards and the (4) Architectural Standards. There are also a set of Management Standards that should be applied to new buildings and retroactively to all.

The proposed Code establishes two overall zones: a Downtown Zone and a Neighborhood Zone as well as several Special Districts. These zones are derived from the observation of the existing physical fabric together with a rationalization of the current zoning map.

- The Downtown Zones are sectors currently of higher density that are primarily commercial. These generally correspond to the old central business district.
- The Neighborhood Zones are sectors currently of lower density that are primarily residential. These generally correspond to Beauregard and Spanish Towns.
- The Special Districts are sectors so specialized that they cannot be coded. The design of buildings within them must be negotiated. These districts are the State Capitol Park; the Visitors District anchored by the Centroplex and the Old State Capitol; the police campus district and the Federal Buildings District.

The Downtown zones include three subcategories: the Downtown Center, the General and the Edge. The Neighborhood zones include: Neighborhood Center and Neighborhood General. These modulate a variety of specific requirements. The Downtown Center Zones are the most dense while the Downtown Edge Zones are the least dense and therefore assigned to the transition areas of the Neighborhoods.

DOWNTOWN ZONES

The provisions of this code apply to the “A” Streets as shown on the Regulating Plan and “B” streets except as otherwise exempted under urban regulations. Such projects shall be processed by the Facilitator. All other projects, may be held to a lesser standard by the Planning Commission.

Demolitions: Demolition and substantial modifications of existing structures (excluding rehabilitation), must be approved by the Planning Commission. Demolition of buildings for the purpose of creating surface parking lots shall be categorically forbidden and variances shall not be available.

Rehabilitation: Existing buildings and premises that have at any time received a building construction permit from the City of Baton Rouge shall not be required to be upgraded to current Building Code Standards at the time of renovation, so long as the present use is maintained or reduced from commercial to residential. Existing buildings with nonconforming uses may remain indefinitely until substantial rehabilitation.

Lot Width: The minimum width of lots shall be 16 ft. Lots that have been consolidated may be again subdivided. The lot depth may retain its existing dimension without prejudice.

Front Building Setback: There shall be no minimum front setback for buildings at DG and DE Zones and zero setbacks shall be required at DC Zones unless visibility is impaired. Buildings at D Zones may overlap the sidewalks with galleries and shall do so where shown on the Regulating Plan.

Other Building Setbacks: There shall be no minimum setbacks to the sides or rear of buildings. At special districts, setbacks shall match adjacent frontage and reciprocate side and rear setbacks.

Maximum Building Height: The maximum height of buildings shall be 12 stories at DC Zones, 6 stories at DG Zones, and 4 stories at DE Zones.

Building Use: The uses that buildings may accommodate shall be as shown in the Use Standards. Civic Uses are permitted anywhere and Prohibited Uses nowhere.

Parking Requirements: The parking required for each use is shown in the Use Standards. Parking shall be located at or behind the second layer, except at retail frontages where parking on the first level must be relegated to the third layer in order to allow depth for retail. Liner buildings created specifically to mask parking are exempted from the layering requirement.

Building Frontage: Buildings shall enfront the street with one or several of the frontages shown in the Frontage Standards except that a gallery over the sidewalk is required where shown on the Regulating Plan.

Architectural Syntax: New buildings and additions to existing buildings shall share the syntax with other buildings on the street in regards to the material and color of the wall and roof; the type and slope of the roof and the proportion of the fenestration and the ratio of void (glass) to solid (wall) of the facades. In the absence of comparables and for signage, the Architectural Standards shall apply.

CODES IN GENERAL

URBAN REGULATIONS

NEIGHBORHOOD ZONES

The provisions of this code apply to the "A" Streets as shown on the Regulating Plan. Such projects shall be processed by the Facilitator. All other projects, may be held to a lesser standard by the Planning Commission.

Demolitions: Demolition and substantial modifications of existing structures (excluding rehabilitation), must be approved by the Planning Commission. Demolition for the purpose of creating parking shall be categorically forbidden and variances shall not be available.

Rehabilitation: Existing buildings and premises that have at any time received a building construction permit from the City of Baton Rouge shall not be required to be upgraded to current Building Code Standards at the time of renovation, so long as the present use is maintained or reduced from commercial or multifamily to residential.

Lot Width: The minimum width of lots shall be 16 ft. at NC Zones and 32 ft. at NG Zones. Lots that have been consolidated may be again subdivided into lots no less than 32 ft. wide. The lot depth shall be a minimum of 60 ft. except that existing dimensions may be retained. The maximum lot width shall be 64 ft.

Front Building Setback: There shall be no minimum front setbacks for buildings at NC Zones. The minimum front setback at NG Zones shall match one or the other of the neighboring structures. In the absence of an immediately neighboring structure, the front setback shall be between 12 and 20 ft.

Other Building Setbacks: There shall be no minimum setbacks to the sides of buildings at NC Zones. The minimum side setback at NG Zones shall be 5 ft. except that townhouses are permitted to dispense with the setback at lot lines internal to the project. Rear setbacks shall be a minimum of 25 ft. Where NC abuts NG, there shall be setback requirements.

Maximum Building Height: The maximum height of buildings shall be five stories at NC Zones and three stories at NG Zones.

Building Use: The uses which buildings may accommodate shall be as shown in the Use Standards. Civic Uses are permitted everywhere and Prohibited Uses nowhere.

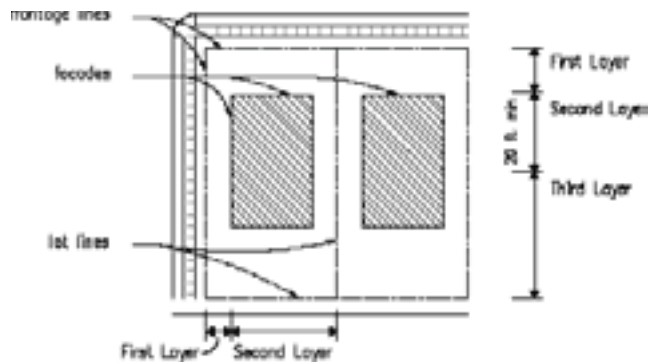
Parking Requirements: The parking required for each use appears under the Use Standards. Parking shall be located at or behind the second layer except that cars may be parked on the driveway of single-family houses.

Building Frontage: Buildings shall enfront the street with one or several of the frontages shown in the Frontage Standards except that a porch is required for lots 32 ft. wide or more.

Architectural Syntax: New buildings and additions to existing buildings shall adhere to the other buildings on the street in regards to the material and color of the wall and roof; the type and slope of the roof and the proportion of the fenestration. In the absence of comparables, and for signage, the Architectural Standards shall apply.

Definitions

- *A and B Grid:* A zoning system by triage which assigns frontages of superior and inferior pedestrian character to alternating thoroughfares. This system assumes that certain building types intrinsically create inferior pedestrian experiences (drive-throughs, convenience parking, service stations). Rather than ban them altogether, the A and B street grid segregates them to different thoroughfares. This strategy, which emulates a street and alley system, maintains selected streetscapes at a high standard rather than compromise all the streetscapes somewhat. "A" streets must meet the provisions of this code. "B" streets are exempt from the frontage, parking locus and architectural syntax standards.
- *Architectural Syntax:* The Visual harmony of a building with its neighbors, justified by the documentation of architectural precedent in the proximity of the proposed building.
- *Building Height:* The height of a building measured in stories. The maximum height of a story shall be 13 ft. clear. Basement raised less than 4 ft. and attics inhabited within the roof slope shall not count as stories.
- *Elevation:* The perimeter surface of a building. Elevations are subject to setback and height restrictions.
- *Facade:* The elevation(s) of a building set parallel to a frontage line. Facades define the public space and are subject to assigned frontage types.
- *Frontage Line:* Those lot lines which coincide with a thoroughfare right-of-way, or a tract intended for public open space.
- *Gallery Frontage:* Lot lines required to provide a covered gallery spanning the sidewalk.
- *Lot Line:* The boundary which legally and geometrically describes the edges of a lot or a tract. For the purposes of town planning, such lines appear graphically. Codes often reference lot lines as the baseline for setbacks.
- *Parking Layers:* The depth of the lot behind which open parking is permitted. The first Layer: The area between the frontage line and the facade. The second Layer: The area behind the front facade and the rear lot line. The third Layer: The area starting 20 ft. behind the front facade and the rear lot line. In the absence of a building, the facade shall be replaced by a streetwall.
- *Streetwall:* A structure used in lieu of facade to mask parking. A streetwall shall consist of a masonry wall between four and six feet high in the materials specified in the



Architectural Standards. By special exception, a streetwall may be a clipped evergreen hedge.

- *Retail Frontage: Lot lines required to provide a Storefront making the ground floor available for retail use.*
- *Setback: The area of the lot to be kept clear of structures except that galleries, balconies and open porches are permitted to encroach into the front setback.*
- *Shared Parking: A policy wherein day/night or weekday/holiday schedules allow for the use of parking places by more than one building. There is a 25% reduction of the parking requirement by a shared parking policy.*
- *Terminated Vista: The visual composition at the axial termination of a thoroughfare. The building at the terminated vista is required to respond to the axis by an articulation of the facade.*
- *Townhouse: A single family house placed on its own lot sharing at least one common wall with an adjacent townhouse. The parking for a townhouse must be at the rear of the lot.*

Zoning	Lot Width	Front Bldg Setback	Side Bldg Setback	Rear Bldg Setback	Bldg Height	Parking Layers
DC-Downtown Center	16 ft. min	0 ft. req	0 min	0 min	12 story max	2nd & 3rd layer
DG-Downtown General	16 ft. min	0 ft. min	0 min	0 min	6 story max	2nd & 3rd layer
DE-Downtown Edge	16 ft. min	0 ft. min	0 min	0 min	4 story max	2nd layer
NC-Neighborhood Center	16 ft. min	0 ft. min	0 min	25 min	5 story max	2nd layer
NG-Neighborhood General	16 ft. min	12 ft. min - 20 ft. max	5 min	25 min	3 story max	2nd layer
SD-Special Districts	Negotiated	Negotiated	Reciprocal	Reciprocal	12 story max	2nd layer

SD - Special District

The buildings associated with visitors, including the Old State Capitol and the city government.

DC - Downtown General

The general medium-density fabric of the downtown.

DE - Downtown Edge

The buffer areas to the more delicate neighborhood fabric.

SD - Special District

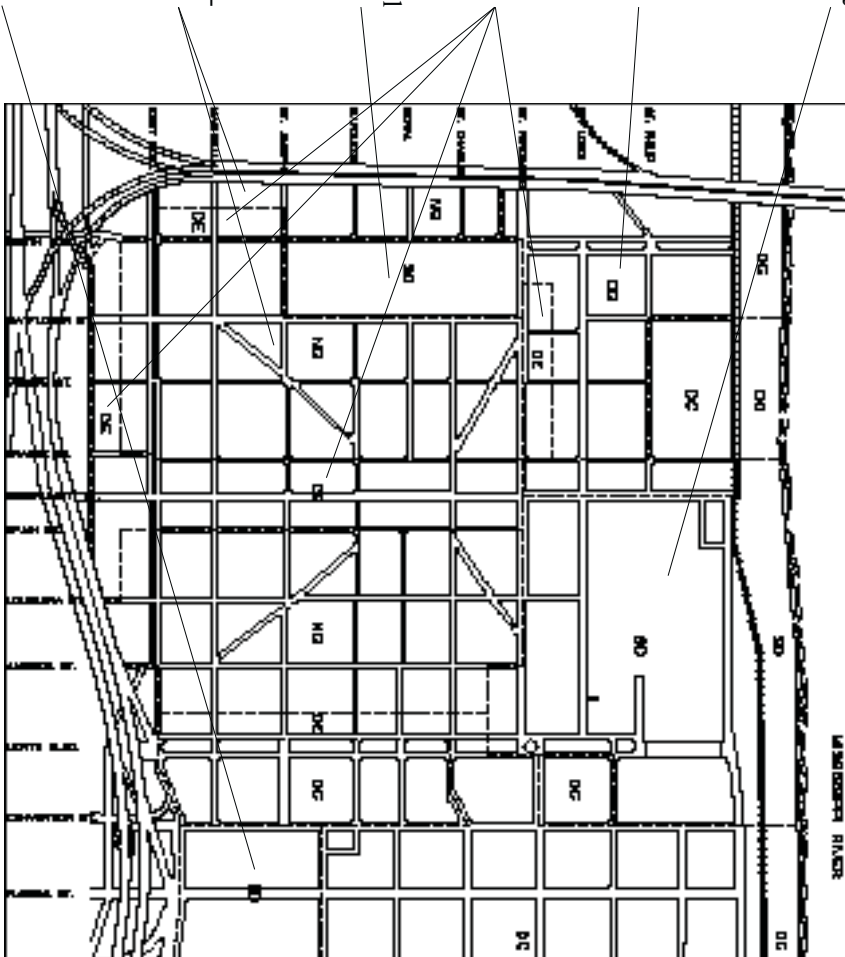
The special building types associated with police and school campus.

NG - Neighborhood General

The general fabric of Beauregard Town, principally residential.

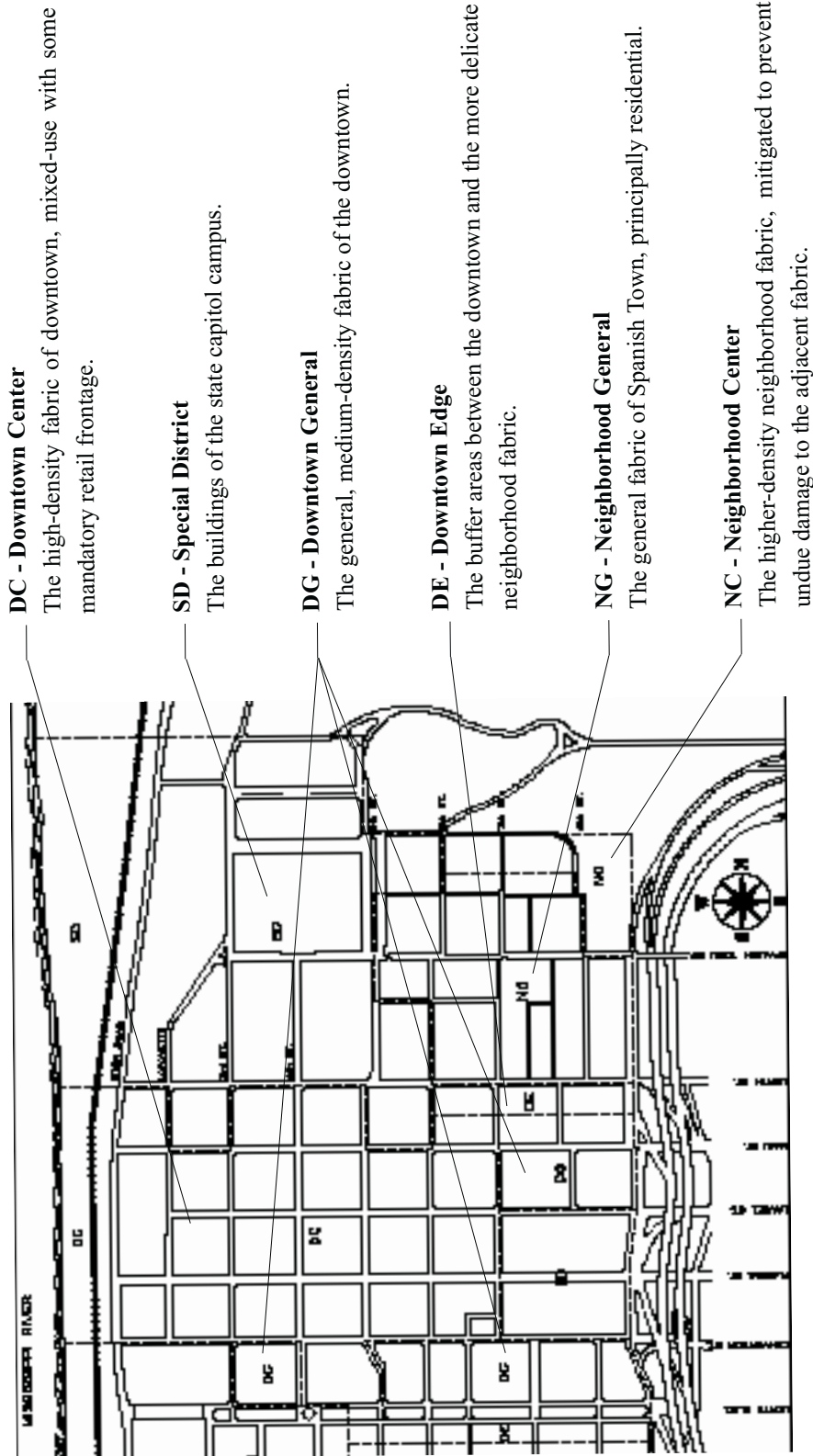
SD - Special District

The buildings associated with the Federal Government.



PLAN BATON ROUGE

ALLOCATION OF ZONING




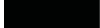






CODES IN GENERAL

Refer to map on opposite page

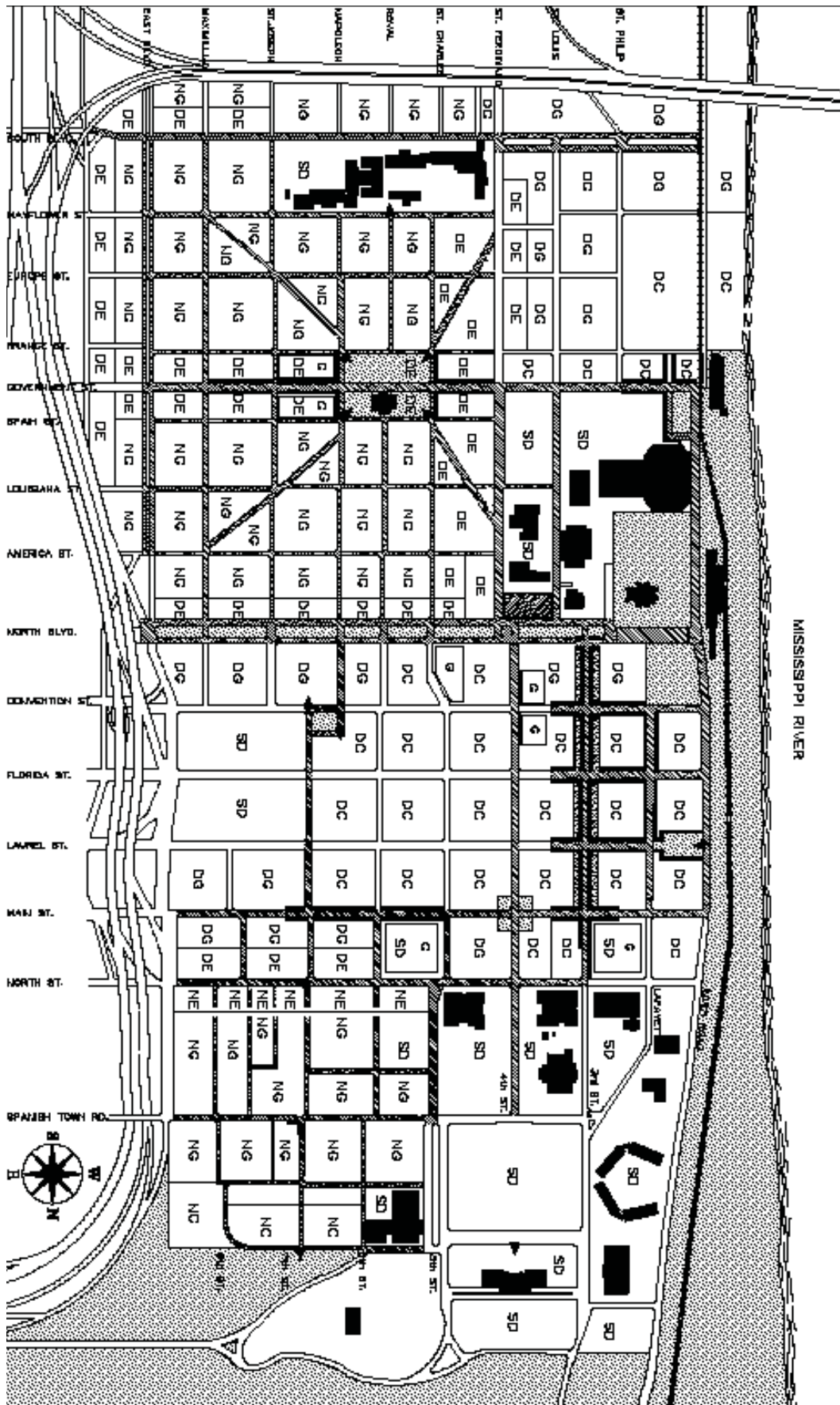
Definitions

- *A and B Grid: A zoning system by triage which assigns frontages of superior and inferior pedestrian character to alternating thoroughfares. This system assumes that certain building types intrinsically create inferior pedestrian experiences (drive-throughs, convenience parking, service stations). Rather than ban them altogether, the A and B street grid segregates them to different thoroughfares. This strategy, which emulates a street and alley system, maintains selected streetscapes at a high standard rather than compromise all the streetscapes somewhat. "A" streets must meet the provisions of this code. "B" streets are exempt from the setback, frontage and architectural syntax requirements.*
- *Gallery Frontage: Lot lines required to provide a covered gallery spanning the sidewalk.*
- *Retail Frontage: Lot lines required to provide a Storefront making the ground floor available for retail use.*
- *Terminated Vista: The visual composition at the axial termination of a thoroughfare. The building at the terminated vista is required to respond to the axis by an articulation of the facade.*

	A Streets (Primary)
	B Streets (Support)
	Retail Frontage Required
	Gallery Frontage Required
	Existing Civic Buildings
	Civic Building Reservation
	Parking Garage Reservation
	Special Landscape Area
	Terminated Vista

Zoning	Lot Width	Front Bldg Setback	Side Bldg Setback	Rear Bldg Setback	Bldg Height	Parking Layers
DC-Downtown Center	16 ft. min	0 ft. req	0 min	0 min	12 story max	2nd & 3rd layer
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NG-Neighborhood General	16 ft. min	12 ft. min - 20 ft. max	5 min	25 min	3 story max	2nd layer
SD-Special Districts	Negotiated	Negotiated	Reciprocal	Reciprocal	12 story max	2nd layer

PLAN BATON ROUGE



REGULATING PLAN

CODES IN GENERAL

DEFINITION

Residential

Premises available for long-term human habitation by means of ownership and rental, but excluding short-term letting of less than a month's duration.

Lodging

Premises available for short-term human habitation, including daily and weekly letting.

Office

Premises available for the transaction of general business, but excluding retail sales and manufacturing activity.

Retail

Premises available for the commercial sale of merchandise and prepared foods, but excluding manufacturing activity.

Manufacturing

Premises available for the creation, assemblage, and repair of artifacts including their retail sale except when such activity creates adverse impacts.

NEIGHBORHOOD GENERAL

Residential: The number of dwellings is restricted to two within a principal building and one within an ancillary building, and by the requirement of one assigned parking space for each dwelling. Both dwellings shall be under single ownership, sharing a single set of utility connections. The habitable area of the ancillary dwelling shall not exceed 500 ft² (e.g.: freestanding houses & rowhouses).

Lodging: The number of bedrooms available for lodging is restricted to one within an ancillary building, and by the requirement of one assigned parking space for each leasable bedroom in addition to the parking requirements for dwelling (e.g.: guest cottage).

Office: The area available for office use is restricted to an ancillary building, and by the requirement of one assigned parking space for each 250 ft², in addition to the parking requirement for each dwelling (e.g.: home occupation).

Retail: Retail use is forbidden within residential buildings.

Manufacturing: Manufacturing uses are forbidden.

NEIGHBORHOOD CENTER

Residential: The number of dwellings is limited by the requirement of 1.5 assigned parking spaces for each dwelling, a ratio which may be reduced according to the shared parking standard (e.g.: apartment buildings & rowhouses).

Lodging: The number of bedrooms available for lodging is limited by the requirement of one assigned parking space for each bedroom, in addition to the parking requirement for each dwelling. Food service may be provided only before 11 am (e.g.: bed & breakfast inn).

Office: The area available for office use is limited to the first story of the principal building and/or to the ancillary building, and by the requirement of one assigned parking space for each 250 ft², in addition to the parking requirement for each dwelling (e.g.: home office).

Retail: The area available for retail use is limited to the first story of buildings at corner locations not abutting NG. The specific use shall be further limited to neighborhood store, child care, or limited food service seating no more than 40 patrons at one time. The parking requirement shall be negotiated according to the specific activity (e.g.: child care or coffee house).

Manufacturing: The area available for manufacturing use is limited to 500 ft² within the first story of the ancillary building. Artifacts shall not be stored in the yard. There shall be no parking requirement assigned to this use (e.g.: home workshop, artist studio, woodcraft, furniture refinishing, bicycle repair, and pottery making).

DOWNTOWN CENTER, GENERAL AND EDGE

Residential: The number of dwellings is limited by the requirement of 1.5 assigned parking spaces for each dwelling, a ratio which may be reduced according to the shared parking standard (e.g.: apartment buildings & rowhouses).

Lodging: The number of bedrooms available for lodging is limited by the requirement of one assigned parking space for each bedroom, a ratio which may be reduced according to the shared parking standards. Food service may be provided at all times (e.g.: boarding house or hotel).

Office: The area available for office use is limited by the requirement of one assigned parking space for each 250 ft² of gross office space, a ratio which may be reduced according to the shared parking standards (e.g.: corporate office).

Retail: The area available for retail use is limited by the requirement of one assigned parking space for each 250 ft² of gross retail space, a ratio which may be reduced according to the shared parking standards (e.g.: shopfront, store).

Manufacturing: The area available for manufacturing use is limited to the building and a contiguous yard to its rear circumscribed by a solid masonry wall no less than 8 ft. high. The parking requirement shall be negotiated according to the specific manufacturing activity (e.g.: warehouse).

CIVIC

Not for profit organizations: Usually dedicated to Religion, Arts and Culture, Education, Government, Social Service and Transit.

PROHIBITED

Drive-through commercial where patrons remain in automobiles, except service stations, book and video drops, and banking facilities.

Vending machines, except within buildings.

Detached signs and billboards.

"Big-Box" retail with parking lot on the street frontage.

Industrial enterprises emanating noise, vibration, or smell beyond the boundary of its site.

Commercial Kennels and animal husbandry.

Prisons except as accessories to police stations.

Terminals for large scale transportation except bus terminals.

Depots for large scale storage or distribution of goods.

Scrap Yards for the processing, storage and disposal of waste materials, excepting recycling collection centers.

Automotive sales. Service and repair are permitted.

Golf Course and other large open spaces including nurseries.

Mineral Extraction or mining.

Cell phone towers

Labor pool buildings, halfway houses, & food pantries

Landfills & Dumps

Adverse Impacts in General: the negative consequences of a use on adjacent lots, usually as a result of noise, vibration, odor, pollution, or socioeconomic disruption. Consequences confined to the lot boundary are not considered to create

PARKING POLICY

Introduction:

This parking policy is necessarily complex as it must respond precisely to a variety of pre-existing conditions.

This Parking Policy consists of several interrelated techniques. They are derived from the experience of the planning discipline, particularly that of the retail industry then modified in response to the existing situation in Baton Rouge.

Parking is the principal determinant of the form of the modernist city. (Although massive parking accommodation does not *cause* the low density of suburban sprawl, it is one of its contributing elements). It is also the principal cause of the decay of the traditional downtown. The Pedestrian quality, the mixed-use nature of the traditional downtowns and the opportunities to use public transit reduce the need for parking which is required in suburbia. The physical difference between the traditional and the modernist city is manifested in the increased gaps between buildings and the resulting decline of the spatial definition that is a prerequisite for pedestrian quality.

To require parking by code from the traditional building stock is problematic as the lot sizes and the disposition of the buildings usually prevent it in significant numbers. The shortage of parking potential would be a stranglehold on rehabilitation.

Having no parking requirement however is not a good policy. New buildings can easily “soak up” the available parking, starving the supply for others.

Some aspects of this policy seem to be difficult to implement, but they are necessary if Plan Baton Rouge is to succeed. It is advisable to hasten their implementation to stabilize the investment situation downtown as soon as possible. A management entity shall be appointed to develop and implement a long-range parking plan as part of the Downtown Development District. Municipal Parking Reserve (See Definition V-4.9) should be established to include the surplus of parking spaces not used by employees in the City and State parking garages.

As in all things pertaining to cities, a balance must be achieved. This draft is a first proposal.

Observations:

- Parking is the determinant of density. More than any other code constraint, parking determines the size and shape of a building. Parking has significant economic implications; thus,

controlling it may be construed as a downzoning.

- Currently in the downtown, without parking required by code, and without height limit nor setback constraints, the size of any new building is theoretically infinite. It is therefore difficult to develop a parking strategy that is not construed as a downzoning.
- Substantial parking is currently supplied by the public sector in state and city parking decks as well as by on-street parking. A portion of this parking is assigned to specific government agencies, but most of it is available for general use. The state currently has a program to build parking decks; the city does not.
- Some parking is currently supplied by the private sector in parking decks and surface parking lots. Most is assigned to one or another building as a condition of its lease; it is therefore unavailable for general use.
- A few parking lots are run as businesses. The “parking business”, as scarcity ensues with the implementation of PBR, will tend to purchase existing buildings for demolition. But even so, the private sector is unlikely to assure the needed parking supply in the long term.
- Suburban businesses can provide free parking in quantity. That is their main advantage over downtown.
- Surface parking lots are currently viable as urban land has low value. Parking decks become economically justified only when urban land regains higher values. This will surely happen.
- Parking is not currently required by code. But prospective tenants will expect “their” parking even if the code does not require it.
- Many of the existing buildings downtown do not have the prospect of providing parking for themselves either financially or physically. This hinders their marketability and hence their potential rehabilitation.
- Parking should not be required of existing buildings as a condition of their rehabilitation. However, lending institutions may require parking even if the code does not.
- The absence of a parking requirement by code creates the potential that a single, new, large building will consume *all* the general-use parking on the streets and in the public parking decks.
- It may not be possible to limit overall building size, but parking policy can provide incentives for desirable redevelopment,

such as the construction of smaller buildings and the renovation of existing ones.

- Larger lots are much more efficient for parking decks. The quest for such lots is an incentive for demolition of existing structures. The larger buildings that result will tend to undermine the pedestrian scale of the urban fabric.
- Parking for office use may be shared with residential use, but not with retail. As downtown consists primarily of office use, additional residential accommodation is the most efficient use of the parking stock already in existence. Parking policy can be an incentive for the construction of residential buildings to balance the mix.
- It is neither necessary nor desirable that parking be adjacent to, nor linked internally to the building which it serves. It is in fact beneficial to pedestrian activity if parking is provided at some distance to the building(s) which it serves.
- To require a walk from parking to a destination will be perceived as a burden only if the pedestrian experience is unpleasant. Excellent frontages are a condition of successful remote parking.
- Parking when visible from a frontage, degrades the pedestrian experience. The exception is the single-family house where driveway parking is acceptable. Parking should be masked on those frontages that constitute the most important pedestrian trajectories.
- Jitneys will alleviate the parking shortage (only) somewhat by bringing persons from parking at locations otherwise undesirable because of distance.
- Fines for infractions are for purposes of management, not to be structured as punitive, nor conceived as a funding source. Such policies will turn customers away from downtown.
- Parking downtown must compete with free parking in the suburbs. Meters are for the management of the length of stay of parking. They are not to be conceptualized as a source of revenue.
- The existing municipal parking decks are perceived to be unpleasant and perhaps unsafe. Something must be done, as they are being underutilized.
- Currently, public parking structures are underutilized, and yet there is a perceived shortage of parking. This is due to the uncomfortable experience of using them and the mediocre pe-

destrian experience on the trajectory from the garages to the destinations.

- There is an untapped capacity on the streets as new parallel parking results from the traffic calming policies. This may be “assigned” as an incentive to reward desired development.
- Residential areas in proximity to commercial ones tend to have their on-street parking taken by employees and clients of the commercial and government enterprises. This is unpleasant and inconvenient for them.
- There is no overall management of parking, coordinating the state, the city and the private sector. There is not even a conception of a Municipal Parking Reserve that rationalizes existing and projected municipal garages.
- While an authentic scarcity of parking (as opposed to a perceived scarcity) would be evidence of the successful implementation of PBR, this inevitable condition should be mitigated by policy.
- The private sector has a limited ability to provide parking. Parking must continue to be provided as infrastructure by the city and the state. Providing infrastructure for stationary cars is no different than providing it for moving ones.
- A parking strategy does not imply only the adequate provision of parking, but the use of parking to affect development in specific ways. The general intention is to encourage development such that the empty lots are built

upon. Parking should be not only a requirement but an incentive.

- Parking, while always somewhat destructive to the urban fabric, has the greatest negative impact in single-use sectors. Where the day/night and weekday/weekend activity differs, parking supply may be reduced. There should be sufficient such mixed-use so that workplace parking during the day can be used for entertainment and residential uses at night.
- The location of parking can have substantial negative and positive effects. The negative effects are all associated with the frontages. When parking impinges on the street frontage, either as an open lot or as an unbuffered structure, it drastically undermines the pedestrian's experience.
- A parking reserve would make parking available to developers at variable cost as an incentive to certain building types.

Recommendations:

• **Recommendation A:** Allocate parking as a determinant of building configuration. A parking reserve should be created and made available to developers at variable cost as an incentive to certain building types. There should be four classes of buildings prescribed by code.

a. **Renovated Building:** When building use is changed from office to residential and/or retail use, parking places may be purchased from the Municipal Parking Reserve at one half the cost of its construction. A renovated building is defined as a building in office use that would have at least 50% of its gross area put to residential or retail use.

b. **Liner Building:** A building newly constructed to mask an existing parking lot. A liner building would be granted credit for the lost spaces and the required number of parking places from the Municipal Parking Reserve at no cost until an allocation of 200 places is exhausted. A liner building is defined as a shallow habitable structure not exceeding three (3) stories, the first of which remains as parking.

c. **Small building:** A building newly constructed on a lot standing empty. A small building may purchase parking places from the Municipal Parking reserve currently at one half the cost of their construction. A small building is defined as a structure having no more than three stories and not to exceed 6000 sq.ft. per floor. For area dedicated to residential use, parking places

may be purchased at one quarter of the cost.

d. **Large Building:** A building newly constructed on a lot standing empty and exceeding three (3) stories must provide deck parking for its needs. Alternatively, the required parking may be purchased from a Municipal Parking reserve at full cost of development. A large building is defined as a structure having no more than eight stories dedicated to commercial use in addition to the mandatory retail frontage, but no limit to the number of stories dedicated to residential use. No building shall be higher than the base of the tower lantern of the State Capitol.

• **Recommendation B:** Open parking lots on important pedestrian trajectories (A-streetscapes) should be acquired by condemnation and their allocation transferred to municipal parking structures. Surface parking lots on A- streetscapes shall construct liner buildings or be purchased by the municipality. The parking associated with leases may be transferred to a municipal parking garage.

• **Recommendation C:** Existing parking garages on A-streetscapes shall provide retail or service-oriented frontages at their first floor level.

• **Recommendation D:** Parking to the rear of buildings (or behind liner buildings) can be inconvenient. Signage must be excellent and the passages front-to-back must be carefully designed.

• **Recommendation E:** Locations for future parking garages are designated on the Regulating Plan but precise locations will require further study. The construction of parking garages should be considered as infrastructure, using the power of eminent domain usually marshaled for utility and thoroughfares to secure these sites in good time. See Exhibit A

[[Parking Initiatives for Downtown Baton Rouge Report](#) by Mark Bunnell, January 2001, identified 8 potential sites for parking decks.]

• **Recommendation F:** The most conveniently located parking places are those with the shortest walk to destinations. These should be reserved for short-term users such as shoppers and persons with appointments. In parking garages the lower spaces should be reserved for clients and customers. The rest should be for employees (long-term parking). On street, short meter settings and free parking should be in front of stores.

• **Recommendation G:** Residential sectors in proximity to commercial ones must be provided with a policed parking sticker

system for their on-street parking.

[The Downtown Development District is researching successful parking policies from other municipalities to determine feasibility and legality for the two historic neighborhoods.]

- **Recommendation H:** New surface parking lots created by demolition should not be allowed.

- **Recommendation I:** Assigned commercial parking places are inefficient and should be discouraged unless the need is proven.

[Rich and Associates is evaluating the over abundance of loading zones in the CBD.]

- **Recommendation J:** All municipal parking facilities must be made available for use at night.

- **Recommendation K:** Modify the existing parking structures as follows: 1. Pressure clean the interiors, including the parking surface and the stairwells. Pressure clean the stairwells where necessary once a week. 2. Paint the ceilings white. 3. Uplight the ceilings with fluorescent or metal halide lights. 4. Wash the exterior of the garages with floodlights. 5. Confine all-day parking for employees to the upper levels, reserving the areas nearest the exit for the quick in-and-out customers, clients and citizens on city business. 6. Have a roving patrolperson who is visible and helpful for each pair of garages. 7. Provide signage for the parking structures at the Highway, before and at the appropriate exit. Then provide directional signage as necessary *before* the entry to the structure. The decision of where to park is made early.

[DPW has removed shrubs to increase safety. Bids are being taken to clean the 2 decks plus to add lighting.]

- **Recommendation L:** The City and State shall allow free parking for employees in garages to reduce the conflict with residential neighborhoods.

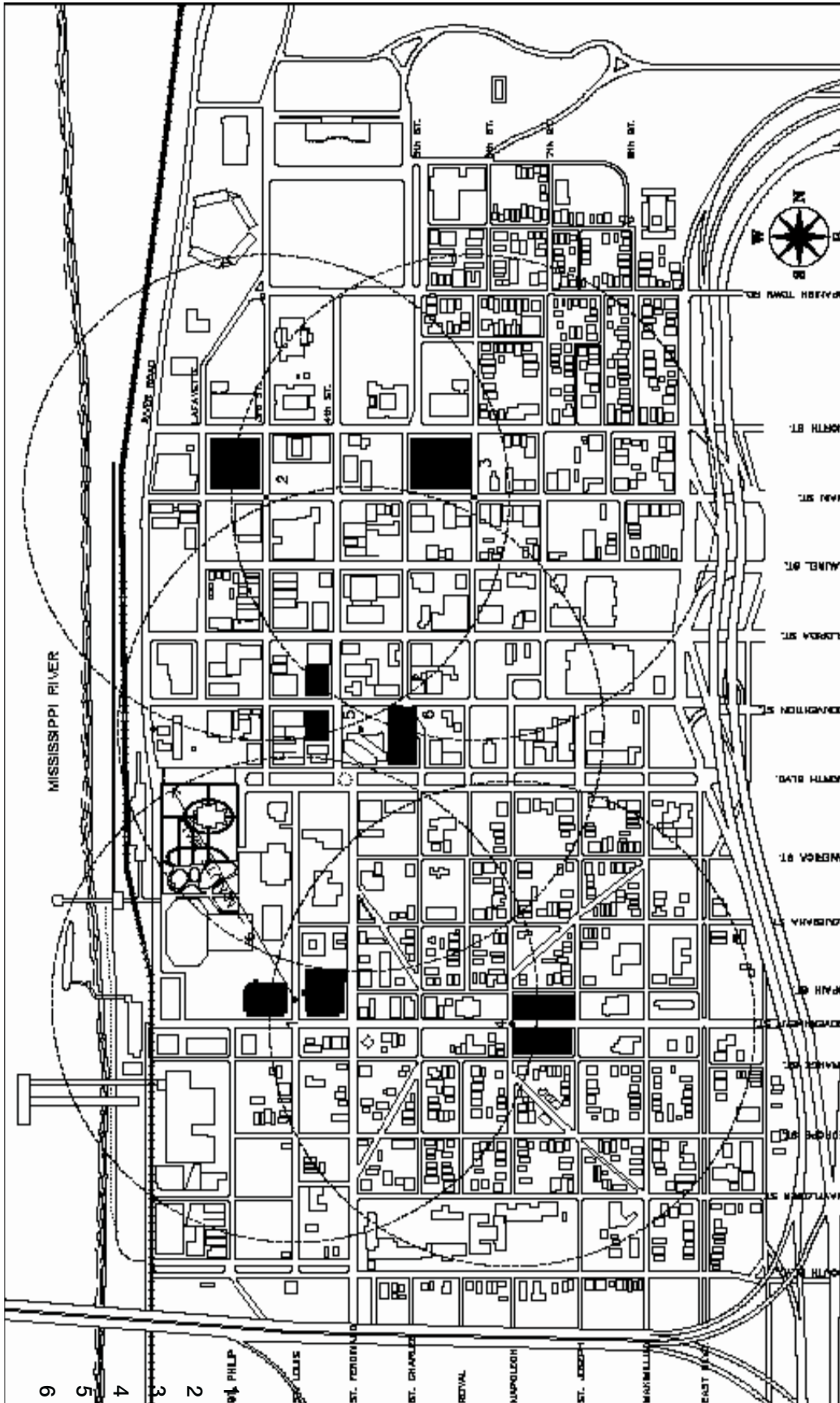
- **Recommendation M:** The State currently requires all state building leases in the downtown to provide parking for employees within 800 feet. Change this distance to 1320 feet (a quarter of a mile).

Definitions:

- *Municipal Parking Reserve: The supply of parking from all sources that is under municipal management. The parking reserve includes: 1-All on-street parking on commercial frontages, 2-All on-street parking newly created by traffic-calming policies, 3-All state and city parking garages and parking lots, 4-All private commercial parking garages and parking lots at their off hours. The purpose of the Parking Reserve is to enable the most efficient use of the parking supply through management and incentive in the support of the redevelopment of the Downtown.*

CODES IN GENERAL

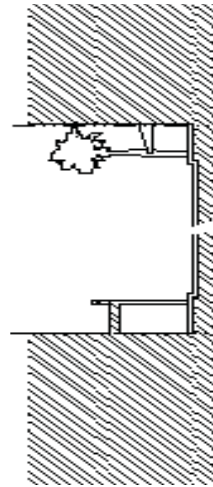
EXHIBIT A



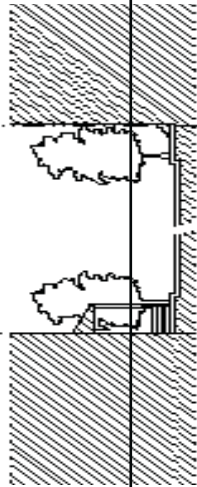
PARKING GARAGE CATCHMENT AREAS

- Existing West Government Street Parking Garages
- Projected West State Parking Garage
- Projected East State Parking Garage
- Reserved East Government Street Parking Garages
- Reserved Fourth Street Parking Garages
- Reserved Fifth Street Parking Garage

PLAN BATON ROUGE



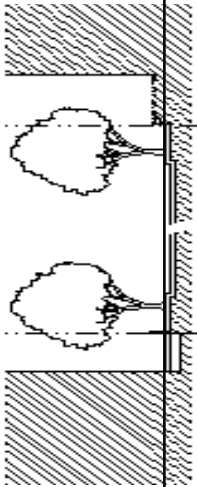
only when the sidewalk is fully absorbed within the gallery so that a pedestrian cannot bypass it. An easement for private use of the right-of-way is usually required. To be useful, the gallery should be no less than 12 ft. wide.



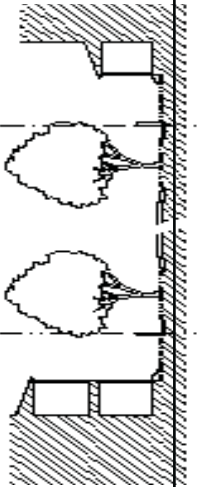
easement may be necessary to accommodate the encroaching stoop. This type may be interspersed with the Shopfront.



above, because a continuous excessive setback is boring and unsafe for pedestrians. Trees within the forecourts should be placed with their canopies overhanging the sidewalks.



passerby standing.



porch should be no less than 8 ft. wide. There is a great variety of porches.



at such a distance. Common Lawns are suitable frontages for higher speed thoroughfares, as the large setback provide a buffer from the traffic.

Gallery and Shopfront

The facade is aligned at the frontage line with the entrance at sidewalk grade. This type is conventional for retail frontage. It is commonly equipped with a cantilevered shed roof, an awning or an attached gallery. The absence of privacy created by the ground floor at sidewalk grade precludes residential use on the ground floor. This type is indicated for retail use, but

Stoop

The facade is aligned close to the frontage line with the ground story elevated from the sidewalk securing privacy for the windows. This type is suitable for ground floor residential uses at short setbacks with rowhouses and apartment buildings. An

Forecourt

The facade is aligned close to the frontage line but a portion of it is set back. The forecourt thus created is suitable for gardens, vehicular drop-offs, and utility off-loading. This type should be used sparingly and in conjunction with the two frontage types

Dooryard

The facade is set back from the frontage line with an elevated garden or terrace. This type can effectively buffer residential quarters from the sidewalk, while removing the private yard from public encroachment. The terrace is suitable for restaurants and cafes as the eye of the sitter is level with that of the

Porch and Fence

The facade is set back from the frontage line with an encroaching porch appended. The porch should be within a conversational distance of the sidewalk while an optional fence at the frontage line maintains the demarcation of the yard. To be useful, the

Common Lawn

The facade is set back substantially from the frontage line. The front yard thus created should remain unfenced and be visually continuous with adjacent yards. The ideal is to simulate buildings sitting in a common landscape. A front porch is not warranted, as social interaction from the enfronting thoroughfare is unlikely



FRONTAGE STANDARDS

WALLS

MATERIAL

Walls shall be in brick, stone, stucco; wood clapboard, drop siding, board and batten; or Hardiplank lapsiding.

Streetwalls shall be in brick or stucco or an evergreen hedge as a special exception.

Clapboard and siding shall be painted; brick may be painted.

Arches and piers shall be brick, stone, or stucco.

Posts shall be wood.

Stoops shall be made of wood, brick, stone or concrete.

Undercrofts shall be enclosed with horizontal wood boards, wood louvers, or framed wood lattice. Lattice shall be installed within wood frame.

Garden Walls shall be stucco or brick.

Fences along frontages and in front yards shall be made of wood pickets or iron sections. Fences at all other yards may be made of wood boards. Wood fences may have stucco, brick, or stone columns.

Wood, if visible shall be painted or stained with an opaque stain, except walking surfaces, which may be left natural.

CONFIGURATION

Walls shall show no more than two materials above the basement or undercroft. Materials shall change along a horizontal line, with the heavier material below the lighter.

Stucco shall be cement with smooth sand-finish.

Trim shall be highest grade lumber; and shall be 3.5 inches to 6 inches in width at corners and around openings, except at the front door which may be any size or configuration.

Arches and Piers of masonry shall be no less than 12 inches x 12 inches in plan.

Posts shall be no less than 6 inches x 6 inches.

Arcades shall have vertically proportioned openings.

Streetwalls shall be minimum 8 inches in thickness with a projecting cap. Streetwalls shall be 4 ft. to 6 ft. in height.

Fences at frontages shall be 4 ft. to 6 ft. in height. Side fences and garden walls shall be up to 6 ft. in height.

ELEMENTS

MATERIAL

Chimneys shall be brick, stone, or stucco.

Flues may be galvanized or painted metal.

Porches and galleries shall have their columns, and posts made of wood, fiberglass, iron, cast metal, or precast concrete. Porch enclosures are not permitted at frontage locations.

Porch Screen frames shall be made of wood.

Decks shall be wood and located in rear yards only.

Signs shall be made of painted wood or metal.

Awnings shall have a metal armature covered with canvas membrane open to the sides.

Railings shall be made of wood; cast metal may be used in the Center Zones.

Equipment including HVAC, utility meters, clotheslines, satellite dishes, play equipment, hot tubs, shall be permitted at rear yards, and flat roofs behind parapets.

Front Walks shall be brick or concrete to match the sidewalk.

CONFIGURATION

Chimneys shall be capped. Visible chimneys shall extend to the ground.

Porches shall have vertically proportioned openings.

Railings shall have horizontal top and bottom rails centered on the balusters. The openings between balusters shall not exceed 4 inches. Bottom rails shall be raised above the level of the floor.

Balconies which cantilever shall be visibly supported by structural brackets. Balconies shall not exceed 3 ft. in depth.

Signs attached to buildings shall be integral to the storefronts, no larger than 3 ft. in height by any length, and shall be externally illuminated.

Pedestrian Signs may be attached perpendicular to the facade extending up to 4 ft. from the frontage line and shall not exceed 2 ft. in height.

Storefronts and Signage shall be painted a single background gloss color. Letters may be any color.

Awnings shall be sloping rectangles. Awnings shall not have side or bottom soffit panels. Awnings shall not be internally backlit.

Panelized Materials, including keystones and quoins shall be permitted only by special approval.

ROOFS

MATERIAL

Roofs, when sloped, shall be clad in slate, galvanized metal or fiberglass shingles.

Gutters, downspouts and projecting drainpipes shall be made of copper, galvanized metal, or painted aluminum in white or same color as building.

Flashing shall be galvanized metal or copper.

CONFIGURATION

Principal Roofs shall have a symmetrical gable or hip with a slope between 6:12 and 8:12, or if flat, shall have a horizontal parapet wall no less than 2 ft. high.

Ancillary Roofs (attached to walls of the principal building) may be sheds sloped no less than 2:12.

Eaves shall be continuous. Eaves which overhang less than 1 ft. shall have a closed soffit. Eaves which overhang more than 1 ft. shall have exposed rafters.

Rafter Tails shall not exceed 6 inches in depth at the tip.

Gutters shall be profiled at closed soffits and half-round at exposed eaves.

Dormers shall be habitable, placed a minimum of 3 ft. from side building walls with gable or shed roofs.

Roof Penetrations, including vent stacks, shall be placed on the rear slope of the roof. Roof penetrations shall be finished to match the color of the roof.

Skylights shall be flat and mounted only on the rear slope of the roof.

OPENINGS

MATERIAL

Windows shall be made of wood, aluminum, or vinyl clad and glazed with clear glass.

Doors (including garage doors) shall be painted or stained.

Storefront inserts shall be made of wood or metal.

CONFIGURATION

Windows shall be rectangular single, double, triple-hung, or operable casement types. Windows shall be with a vertical or square proportion, except that transoms may be oriented horizontally. Multiple windows in the same rough opening shall be separated by a 4 inches min. post. The centerline of the window sash shall align within the centerline of the wall (flush mounted windows shall not be permitted).

Muntins shall be true divided panes or fixed on the interior and exterior surfaces. Panes shall be of square or vertical proportion.

Bay Windows shall have a minimum of 3 sides and shall extend to the floor inside and to the ground outside, or be visually supported by structural brackets.

Storm Windows and Screens, if provided, shall cover the entire window area.

Doors (except garage doors) shall be side hinged (no sliders) at frontages.

Garage Doors at frontages shall be a maximum of 9 ft. wide.

Shutters shall be sized and shaped to match the associated openings.

CODES IN GENERAL

MANAGEMENT & MAINTENANCE STANDARDS

GENERAL

All zones of the downtown are provided with mandatory Urban and Architectural codes. The two neighborhood zones, Beauregard Town and Spanish Town are also provided with these Standards for Management and Maintenance. These neighborhood zones shall be divided into two subzones (I & II), each of which is subject to some of these provisions. The decision to belong to one or another of these categories shall be determined by the vote of the citizens on a street-by-street basis.

The City-Parish Planning Commission reserves the right to adjust these provisions from time to time.

All existing buildings within the Subzone I shall conform to these provisions within two years of the passage of these standards. Subzone II shall conform within five years.

[Historic Spanish Town Civic Association is opposed to this.]

Subsequently constructed buildings and those moved into the Zones shall conform to these provisions. Existing buildings undergoing improvement shall comply with these provisions at the time that a permit is granted. State, city, church and institutional properties are not exempt. Buildings destroyed by fire or acts of nature shall be rebuilt according to these provisions.

No building can be torn down without a demolition permit.

Buildings in violation of these standards shall be fined. If the fine is unpaid, liens shall be placed accordingly.

These provisions shall be enforced by the Baton Rouge Police Department, with the power to levy fines similar in character to traffic citations.

Where the owner proves economic hardship, the buildings may be exempted from certain of these provisions by the City-Parish Planning Commission. These exemptions are available only for single family houses occupied by the owner.

OCCUPANCY STANDARDS

Existing single-family buildings of 2,000 ft² habitable area or less currently in single-family uses, shall remain in single-family use.

The maximum number of apartments within a building shall be the habitable area of the building divided by 400 ft². Habitable area is defined as the enclosed building area excluding porches, garages, and basements.

Each apartment shall include a bathroom (toilet, sink and bathing facility), a kitchen and a sleeping area.

Parked automobiles and other vehicles shall not be used as places of residence or business.

[Historic Spanish Town Civic Association supports the above recommendations.]

MAINTENANCE STANDARDS

Paint shall be maintained and damage to buildings, including natural decay, shall be repaired. (Subzone I only)

Front yards, side yards, and alleys shall be kept clean and free of debris.

Building materials, appliances, tools, trash, or boxes shall not be stored on front porches or open carports, even if neatly arranged and covered.

Trash containers shall be stored only behind the building façade in the side or rear yards.

Parking shall not be permitted between the sidewalk and the front façade, except in a driveway.

Inoperable vehicles including those without a current license shall not be parked in front or side yards.

Trucks, boats, and campers shall be parked in rear and side yards.

Buses and semi-trucks shall not be parked anywhere in these zones except when making deliveries.

Shopping carts shall be stored only in the parking lot of the businesses that own them.

Each structure shall have at least one working light fixture, activated by a light sensor in the front of the building, preferably within a porch. (Subzone I only)

Lawns shall be mowed before exceeding a maximum height of six inches. (Subzone I only)

[Historic Spanish Town Civic Association supports the above recommendations.]

MANAGEMENT STANDARDS

Buildings exceeding four apartments should have one apartment occupied by a *designated owner's representative*.

[Historic Spanish Town Civic Association does not agree with this.]

Rentals shall be offered under a written lease. Rents shall be due biweekly or monthly, not daily.

Inns shall be allowed by special permit and subject to annual renewal.

Owners of multi-family buildings should not knowingly lease the premises to known drug users or drug sellers, prostitutes, or people engaged in criminal activities. (Subzone I only)

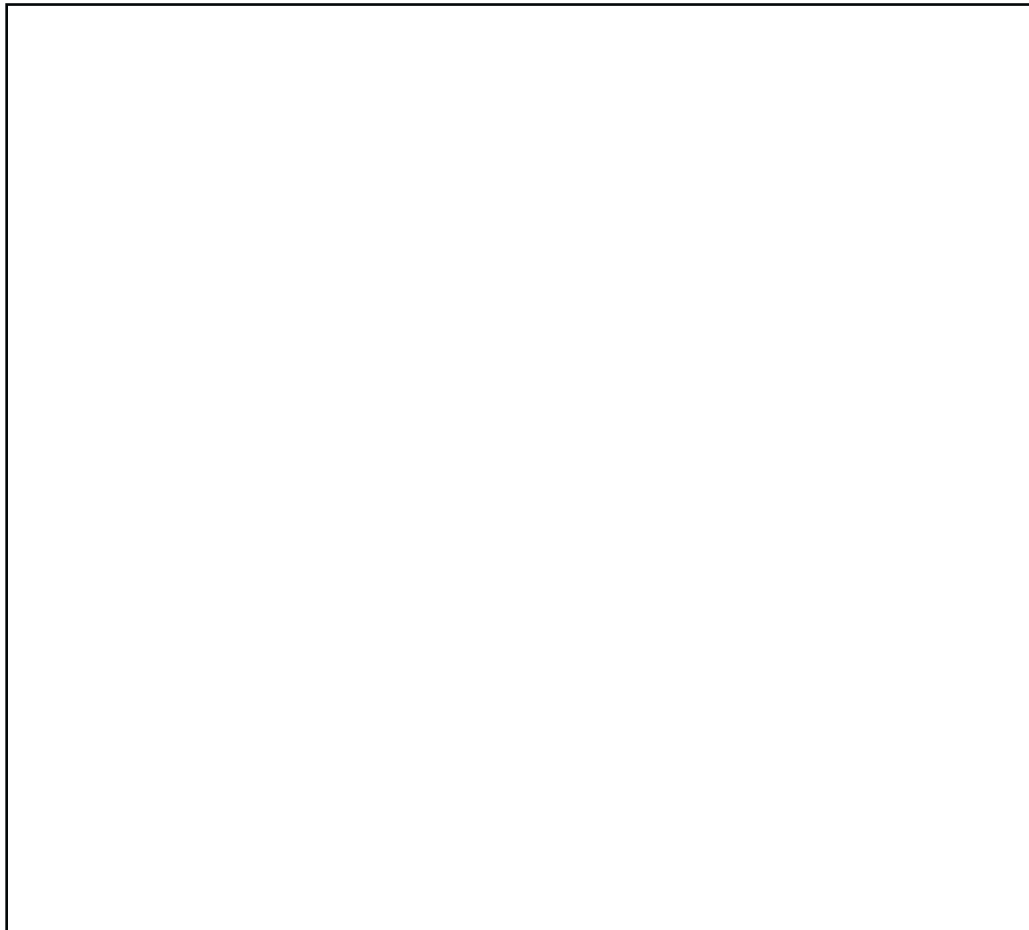
[Historic Spanish Town Civic Association supports the above recommendations with one exception.]

PLAN BATON ROUGE

LANDSCAPE PLAN

The Landscape Plan was revised by the Louisiana Chapter of the American Society of Landscape Architects during a charrette held at their Spring 1999 meeting.

INSERT PHOTO OF 300 TREES



STREETSCAPE IN GENERAL

STREETSCAPE IN GENERAL

SUMMARY:

This report consists of recommendations to provide pedestrian amenities in the districts, corridors, and neighborhoods of Downtown Baton Rouge. The recommendations are based upon the principles of New Urbanism and the findings of a street-by-street analysis of the existing conditions of the Downtown streetscape. The findings of the street-by-street analysis are documented in the Transportation Section and the Streetscape Pattern Book. The recommendations for a pedestrian-oriented streetscape address the issues of pedestrian scale; district, corridor, and neighborhood identity; and way finding.

Overall Recommendations for Streetscape:

A. Define a Pedestrian Way

Visitors will be interested in recreation, entertainment, education, and inspiration. They will want to know about Baton Rouge's unique features and how to find them easily. A pedestrian way must be provided and enhanced with safe and inviting places for both quiet and social activity. The Pedestrian Way should connect both existing and proposed features, and guide visitors through the districts corridors in a pleasant sequence. Pedestrian street furnishings should be located along the way as well.

Provide Safe Crossings: It is essential for safely marked pedestrian crossings to be installed at intersections where the Pedestrian Way crosses district streets. Pedestrian crossings should be located at traffic lights. Pedestrian crossings can be made safer by marked crosswalks, curb bulbs, and medians. Examples of each of these are found in the Pattern Book.

[The Baton Rouge Downtown Transportation Plan recommends paving crosswalks with textured materials at the Fifth Street/Spanish Town Road intersection and striping crossings on the Government Street Corridor to improve pedestrian safety. The Transportation Plan also recommends amid-block pedestrian crossing of Government Street at or near Napoleon Street with a push-button activation pedestrian signal. DPW has approved 3 pedestrian crosswalks across River Road at the Centroplex. DPW will also study other pedestrian crossings as new signals are installed.]

Paving: It is recommended that the pedestrian way be paved with a distinctive paving surface that is safe, universally accessible and consistent throughout Downtown. Sidewalks should be 8' wide if space is available.

Public Transit: The Capitol Transportation Corporation (CTC) provides bus service to Downtown on Route 14 and Route 9. Route 14, the Capitol Shuttle, travels between the CTC terminal to Downtown, The State Capitol, Sorrel Street, and the Centroplex. Route 9 provides bus service from Thomas Delpit Drive. Bus stops are located at most street corners along both routes. Additional bus shelters are needed in anticipation of the additional pedestrian traffic. Buses operate between 6:00 A.M. and 7:00 P.M. CTC is planning to add additional routes, daily hours, and weekend service.

The Jitney Loop: There was a system of street cars that serviced Downtown workers and residents. The Transportation section (see page V-2.9) has suggested that the route be restored.

Bikeways: Proposals for bikeways are contained in the Horizon Plan. In the Statewide Bicycle Pedestrian Plan, top priority was given to the construction of a two way 10' bike path on top of the Mississippi River levee. Bike racks should be located in strategic locations throughout the Downtown to coordinate with the suggested bike routes. The implementation of the Downtown part of the East Baton Rouge Parish Bicycle Pedestrian Plan should be included in the streetscape planning for Downtown. (A copy of this plan is available from the Planning Commission)

[Capitol Region Planning Commission (CRPC) contracted with Urban Systems to study the feasibility of extending bike paths along the River Road or along the levee. Using this information, Fred Raiford, DPW Director, was successful in getting a grant from the Corps of Engineers and TEA-21 to construct the bike trail connecting downtown with LSU. In the Fall of 2001, DPW hired Reich Associates and August Perez & Associates to design the bike path. A preliminary design proposal was submitted for public comment on February 27, 2002. Construction is scheduled to begin Spring 2003.]

Walking Map: A walking map of the entire Downtown should be developed which highlights the features and attractions of the districts, corridors, and neighborhoods.

[The Downtown Development District has maps of downtown points of interests, CTC bus routes, and bike rack locations available on their website: www.ci.baton-rouge.la.us/dept/ddd/.]

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B. Create Pedestrian Scale

Pedestrian scale refers to those dimensions of external spaces that seem comfortable to the human eye and are in proportion to the human body. Pedestrian scale is created along the streetscape by the provision of furnishings that are the right size for people and appropriate for their activities. Benches, water fountains, trash receptacles, shelters, trees and landscaped areas, and attractive signs will attract visitors.

Street Furnishings: Benches should be strategically located throughout the districts, corridors, and neighborhoods along the Pedestrian Way. Trash receptacles and pedestrian street lamps should be installed near benches. For recommended brands and examples of furnishings, see the Pattern Book.

[Design and installation of street furnishings, lighting, and signage was submitted as part of the DPW grant proposal. TEA-21 funding is also a possibility. The Downtown Merchants Association installed new benches, trash receptacles and bike racks on Third Street and in other strategic locations throughout downtown.]

Lighting: Lighting is an important safety feature. Install pedestrian lighting along the Pedestrian Way at appropriate intervals. Light sources should be relatively low to the ground to remain in scale with the human body and to provide light beneath the street tree canopy. When the pedestrian's sense of security is a primary consideration, low mounting height with close spacing and vertical illumination pattern is the most effective approach.

[DPW has installed decorative lightposts on River Road and Government Street along the newly redesigned curve.]

Signage: Design a uniform signage system to clearly mark places and features in the districts, corridors, and neighborhoods. The Downtown Development District shall coordinate all new signage in Downtown.

[A Visitors' Amenity Package is being developed for the Downtown Development District.]

Street Trees: Specific street trees will be suggested for each of the districts, corridors, and neighborhoods; thus, the species may change.

[300 trees were planted along Seventh, Convention and Main Streets through a donation by Paula G. Manship in memory of her late husband, Charles

Manship. Baton Rouge Green planted the trees in collaboration with the Department of Public Works of the City of Baton Rouge in fall of 2000. During a design charrette conducted by the Louisiana Chapter of the American Society of Landscape Architects, the species and planting plan were determined as part of the award-winning Capitol City Enhancement Masterplan.]

Screened Parking: Surface parking lots have a negative impact on the pedestrian environment. Screen parking lots with a streetwall or, by special permission, with a clipped evergreen hedge (see Codes in General, page 88). Shade trees should be provided on green islands in surface parking lots, one for every 20 spaces. A list of recommended hedges, ground covers, and native shade trees can be found in the Pattern Book.

Shelters and Public Restrooms: Locate shelters, public restrooms, and drinking fountains along the Pedestrian Way.

C. Enhance District Identity

Distinctive Entrances: An entrance gives a place dignity and importance. Vehicular and pedestrian entrances announce the transition from one type of place to another. Entrances can be created with tree plantings, a different paving pattern, an arch over the street, or a well-designed sign. Examples of entrances can be found in the Pattern Book and the "Transit and Information Referral System Study" for Downtown Baton Rouge designed by Emerson & Associates.

[Capitol Park Interpretive Plan identifies major entries to Capitol Park.]

Defined Edges: Using street trees, banners, and signage, strengthen the edges of each district, corridor, and neighborhood.

STREETSCAPE IN GENERAL

Signs and Banners: Signs, banners, and a logo were designed for Downtown in the “Transit and Information Referral System Study”. The consistent use of the logo on signs and banners will enforce the identity of each geographic area. Logos will have to be developed for new designated areas for Plan Baton Rouge.

Holiday Lighting: Enhance the current holiday light program on North Boulevard and the Centroplex to ultimately light the entire Catfish Town District, the Old State Capitol District, the CBD, and State Capitol Park.

[Private companies have contributed towards enhancing the holiday lighting that currently exists.]

Sense of Place: A crucial quality of a sense of place for people is a landscape that is visually coherent with its life and activities. There should be some sense of what makes each place different from other places. Native trees contribute to the sense of place. The Mississippi River is a strong and important natural feature, which could contribute strongly to the sense of place Downtown. Regional architecture and landscape design are recommended to enhance a district’s sense of place. Civic Art should be incorporated in the districts, corridors, and neighborhoods in collaboration with the Arts Council and Create Baton Rouge.

[The State of Louisiana has passed legislation which assigns “One Percent for Art” for all newly constructed state buildings.]

SIG-1

Project Name: Catfish Town/Baton Rouge Landing District Streetscape Improvements

Observation: Although Catfish Town/Baton Rouge Landing has many appealing features, the district does not offer an atmosphere of hospitality to people.

Discussion: There are very few amenities for pedestrians in Catfish Town/Baton Rouge Landing District.

Several lanes of fast traffic on River Road, St. Philip Street, and St. Louis Street discourage pedestrians. There are no traffic lights or marked places for pedestrians to cross the street. River Road and St. Philip Street do not have street trees. Although Baton Rouge’s climate is very hot, there are no drinking fountains or public garden fountains for refreshment from the heat. In addition there are no public restrooms. There is no designated

way for visitors to the Catfish Town District to walk to the various existing and proposed attractions. Neither is Catfish Town District connected to other districts, corridors, or neighborhoods by a pedestrian way.

Catfish Town/Baton Rouge Landing needs to be emphasized as a district that is specialized for visitors. The addition of pedestrian amenities will create a place of hospitality for people.

Recommendations:

A. Define a Pedestrian Way

Provide Safe Crossings: Pedestrian crossings are recommended for the following intersections: Square at the Centroplex, Government Street and St. Ferdinand, and Government Street and St. Louis. The Pedestrian Way will be a distinctive pattern to be compatible with the old brick existing on France street.

[As part of the Centroplex Convention Center Expansion, 3 pedestrian crosswalks are planned.]

Paving: Sidewalks should be 8' wide depending on available space.

Bikeways: The completion of a bike path on the levee from Catfish Town/Baton Rouge Landing to the proposed Batture Park is recommended. Bike racks should be located in Catfish Town/Baton Rouge Landing near the Atrium and the Centroplex.

[The State of Louisiana is planning to connect the bike path through the DeSoto Park. Casino Rouge has been contacted about extending the bike path through its property.]

B. Create Pedestrian Scale

Street Trees recommended for Catfish Town/Baton Rouge Landing District are: South Boulevard: Tulip Poplar *Liriodendron tulipifera*, River Road: Live Oak *Quercus virginiana* allee, St. Philip Street: Tulip Poplar *Liriodendron tulipifera*, North Boulevard: Live Oak *Quercus virginiana* in front of proposed city hall.

C. Enhance District Identity

Distinctive Entrances: Entrances to the Catfish Town/Baton Rouge Landing District should be created for the intersections of St. Ferdinand and Government, and St. Ferdinand and South Boulevard.

Defined Edges: South Boulevard is an edge to Catfish Town, of the Downtown District, and of Beauregard’s old plan for

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Beauregard Town. At present it is a weak edge. Strengthen the edge of South Boulevard and Catfish Town with Signature Trees planted on both sides and in the median. Create a greenway of evergreen and deciduous trees under the bridge approach in the large empty parking lot. Street trees are recommended for St Philip : Tulip Poplar *Liriodendron tulipifera* , and South Boulevard: Live Oak: *Quercus virginiana*. The other edges of Catfish Town District, the Mississippi River, and North Boulevard are strong.

Signs and Banners: The “Transit and Information Referral System Study” should include Catfish Town/Baton Rouge Landing as a visitors’ center. The consistent use of the logo on signs and banners in the district would help create a strong identity.

SIG-2

Project name: Old State Capitol District Streetscape Improvements

Observation: The Old State Capitol District has all the right ingredients to become a center for Louisiana history, culture and the arts. However, there is not a designated pedestrian way around, and outdoor furnishings and pedestrian street amenities are needed.

Discussion: The Old State Capitol District is one of the most beautiful places in Baton Rouge. The presence of the Old State Capitol on the River gives a sense of history and permanence to the place. People are attracted by the fine architecture, the open spaces and the proximity to the Mississippi River.

With existing attractions and proposed additions, the Old State Capitol District is positioned to become an important destination for both residents of Baton Rouge and visitors to the city.

Recommendations:

A. Define a Pedestrian Way

The Pedestrian Way should continue from the intersection of Repentance Walk and North Boulevard into the Old Capitol District.

Provide Safe Crossings: Pedestrian crossings to be installed at intersections where the Pedestrian Way crosses district streets. It is best to locate pedestrian crossings where there is also a traffic light. Pedestrian crossings are recommended for the following intersections: Fourth and North Boulevard, St.Louis and North Boulevard, St.Ferdinand and North Boulevard, Old State Capitol to Visitors’ Center, North Boulevard and River Road, River Road

and Convention, and Convention and Lafayette.

[As part of the Arts Block, a major pedestrian crossing is planned at River Road and Convention Street to connect the Arts Block with the Louisiana Arts And Science Museum.]

B. Create Pedestrian Scale

Street Furnishings: A new interactive fountain is proposed for Lafayette Park. Movable tables and chairs should be provided for the Lafayette Park Plaza.

[Ruth S. Nichols Calhoun donated funds to build the Robert F. and Ruth S. Nichols Fountain in memory of her husband across from Lafayette Park. BREC has agreed to collaborate with the landscape architects for the Arts Block. The Arts Block plaza’s interactive fountains will be designed flush with the surface, allowing water to pass through without accumulating. The water sprays can be choreographed with music and lights to provide constantly changing experiences.]

Street Trees recommended for Old Capitol District are: North Boulevard , Live Oak *Quercus virginiana*, Third, Convention, Winged Elm *Ulmus alata*; River Road, Live Oak *Quercus virginiana*; and Live Oak added in front of new City Hall.

C. Enhance District Identity

The following features are recommended to strengthen the identity of the Old State Capitol District.

STREETSCAPE IN GENERAL

Distinctive Entrances: Pedestrian entrances to the Old Capitol District should be created for the intersections of Repentance Walk and North Boulevard, and Lafayette and Convention, and at the intersection of River Road and North Boulevard.

Defined Edges: North Boulevard will provide a strong edge, as does the Mississippi River levee. Convention Street with the renovated Heidelberg Hotel and the renovated Auto Hotel Arts and Culture Center will provide strong edges as well.

Sense of Place: The architecture of the Old State Capitol and the topography of the Terrace Escarpments are important elements of the District's sense of place and should be emphasized in the design of the streetscape.

Civic Art: Projects designed around the theme of the Louisiana history, culture, and the arts should be incorporated into the design of the pedestrian way in Old State Capitol District. Downtown schools and churches to incorporate related art projects into the process of designing the Pedestrian Way.

SIG-3

Project Name: Central Business District Streetscape Improvements

Observation: Downtown once had an active retail center. Baton Rouge citizens would like to see that happen again. Third Street still has the basic structure of a retail street from its earlier success as a retail center.

Discussion: Downtown workers need places to go for lunch with good food and atmosphere. Outdoor dining would be very much appreciated by office workers who spend most of their day indoors. Restaurants with a river view, casual dress, Louisiana food, and live music could undoubtedly draw people from all over the city. English Pubs, with good food, character and atmosphere similar to George's on Perkins Road have wide appeal. The Mid-day Lunch and proposed change in outdoor dining policy should open many new doors for retail and entertainment.

Recommendations:

A. Define a Pedestrian Way

The Pedestrian Way should continue from the intersection of Lafayette and Convention into the Central Business District. From there the Pedestrian Way will follow the retail trajectory set forth in Gibb's commercial section of the plan, circling the block of Florida, Lafayette, Laurel, and Third, then continuing on to the new state parking garage on Main Street.

Identify Parking: The new [LaSalle] West State Parking Garage will place people in the center of the Central Business District on the corner of Third and Main.

[The new YMCA in the LaSalle Garage has energized Third Street.]

Provide Safe Crossings: Pedestrian crossings are recommended for the following intersections: Convention and Lafayette, Florida and Lafayette, Florida and Third, Laurel and Lafayette, Main and Lafayette, Laurel and Third, and Main and Third.

B. Create Pedestrian Scale

Street Furnishings: New benches facing the street should be installed at intervals along Third Street.

[Downtown Merchants Association installed new benches on Third Street.]

Landscaping Design: Planter boxes or hanging baskets with annuals and perennials should be located on the street edge of the galleries.

Street Tree: The street tree recommended for Third Street is Willow Oak: *Quercus phellos*. Street Trees for other District streets are: Lafayette, Tulip Poplar: *Liriodendron tulipifera*; Convention: Winged Elm, *Ulmus alata*; and Main, American Elm: *Ulmus americana*.

C. Enhance District Identity

The organization of the Central Business District as a special district for entertainment and retail will revitalize Third Street's original character.

Distinctive Entrances: Entrances to the Central Business District should be created for the intersections of North Boulevard and Third, Main and Third, Florida and river Road, and Main and River Road.

Defined Edges: The edges of the retail and entertainment part of the Central Business District are Lafayette Street, Convention Street, Third Street, and Main Street. Lafayette will be strengthened by the renovation and addition of hotels and mixed-use developments. Third will have a strong identity as a retail center and Convention and Main will serve as connectors between the two.

Park: The CBD location for the park is Laurel Street Plaza.

Nomenclature: Baton Rouge downtown streets were once named after Saints. Baton Rouge, like River cities all over the United States, adopted the generic pattern of naming streets according to their distance from the river. A return to the more historic

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street names of Saints would be distinctive, communicate the character of the city, and enhance district identity. For a list of historic names see The Streetscape Pattern Book.

SIG-4

Project Name: Downtown Parks Corridor Streetscape Improvements

Observation: The Mississippi River is a significant natural asset in Downtown Baton Rouge. As a place of recreation and renewal the River has great appeal for people.

Discussion: The proximity of Downtown to the River allows several thousand people pedestrian access to the levee. In addition, many more have visual access daily from their office buildings.

The creation of the Downtown Parks Corridor will provide a place of rest and relaxation for downtown workers and a destination for other Baton Rouge residents and visitors to Downtown as well.

Recommendations:

A. Define a Pedestrian Way.

Identify Parking: Limited parking for the Downtown Parks Corridor will be available in the new LaSalle Parking Garage and on-street parking will be available on River Road and adjacent streets .

Provide Safe Crossings: Provide bulbing and distinctively painted crossings at traffic lights and intersections between Government Street and North Boulevard, and from the Pentagon Barracks to Batture Park. In addition, all intersections crossing River Road between North Blvd. and North St. should have marked crosswalks.

Paving: There is an attractive pedestrian walkway on top of the levee that extends from the Argosy Casino to the terminus of Laurel Street. As part of the Pedestrian Way, it should be extended to connect with the proposed DeSoto Park. This segment of the Pedestrian Way should accommodate bicycles as well. Another segment of the Pedestrian Way is part of the proposed Bikeway system. Another segment of the Pedestrian Way should be located on River Road connecting the proposed plazas.

B. Create Pedestrian Scale

Street Furnishings: Continue the pattern established on top

of the levee with dark green iron benches, light standards and trash receptacles. A pavilion with a drinking fountain and restrooms should be provided in the Downtown Parks Corridor in DeSoto Park.

Street Trees: A variety of street trees are recommended for River Road.

C. Enhance District Identity

The following features are recommended to strengthen the identity of the Downtown Parks Corridor.

Distinctive Entrances: Vehicular entrances should be created for the Downtown Parks Corridor on River Road at DeSoto Park.

[See Capitol Park Interpretive Plan.]

Defined Edges: The edges of the Corridor are River Road, the Mississippi River, Baton Rouge Landing District and DeSotoPark in Capitol Park.

Parks: Parks proposed for the Corridor are the Square at the Centroplex, Riverside Park, Lafayette Park, Laurel Street Plaza, and DeSoto Park.

Civic Art: Art projects designed around the theme of “The River and the City “ should be incorporated into the design of the Pedestrian Way in the Downtown Parks Corridor through a partnership with the Arts Council and Create Baton Rouge.

[See One Percent for Art plan.]

STREETSCAPE IN GENERAL

SIG-5

Project Name: Seventh Street Corridor Streetscape Improvements

Observation: The two neighborhoods Downtown do not have a pedestrian link to each other, to basic services or to other downtown districts and corridors.

Discussion: At the request of residents of both neighborhoods, Napoleon and Seventh Street is proposed as the pedestrian corridor connecting Beauregard Town with Spanish Town with a proposed neighborhood shopping district on Main Street. It is recommended that the Pedestrian Way follow this designated street.

Recommendations:

A. Define a Pedestrian Way.

The Seventh Street Corridor can be connected to the Pedestrian Way from Catfish Town along France Street to Napoleon, and from Spanish Town Road to Seventh Street. Connections to the Riverfront, to the Old State Capitol, to State Capitol Grounds, to Catfish Town, to Downtown, and to Third are also provided by the Pedestrian Way.

[The Charles Manship Memorial Planting has enhanced Seventh Street Corridor.]

Identify Parking: On-street parking is available for neighborhood residents and their visitors. The Galvez Parking Garage will be located close to the Seventh Street Corridor for additional parking at designated hours.

Provide Safe Crossings: Provide Safe Crossings at intersections of Napoleon, Government, North Boulevard, Convention, Florida, Main and North Street, and Spanish Town Road.

B. Create Pedestrian Scale

Street Furnishings: Benches donated by individuals, churches, and other organizations for the Seventh Street Corridor could include a plaque with the donor's name and some inscription. This would increase neighborhood awareness of neighborhood resources.

Signs and Banners: A logo should be designed for the Seventh Street Corridor and banners with the logo should be installed on the light posts along the Corridor.

Landscaping Design: Landscape design should be consistent with neighborhood and district character and be compatible with existing vegetation. The Signature Tree recommended for Seventh Street Corridor is Green Ash: *Fraxinus pennsylvanica*. Proposals of the LSU Landscape Architecture Graduate School for a "New Town" between the two neighborhoods with urban forest restoration plantings should be given further consideration.

C. Enhance District Identity

The following features are recommended to strengthen the identity of the Seventh Street Corridor.

Entrance: Entrances to the Corridor should be created by Lake Park and by the Police Headquarters on Mayflower. The neighborhood park on Mayflower should serve as an appropriate entrance for the south end of the Corridor. Entrances can be created with tree plantings, a different paving pattern, an arch over the street, or a well-designed sign. A pavilion with restrooms and a drinking fountain should be constructed at the terminus of Lake Park and will become the pedestrian entrance to the Corridor from the North.

SIG-6

Project Name: Beauregard Town Streetscape Improvements

Observation: The original plan for Beauregard Town is a fine example of the application of Traditional Neighborhood Development planning principles, as responsive to the basic needs of people today as it was 200 years ago. Although its integrity has been compromised, the structure of the original plan is still intact.

Discussion: The original plan of Beauregard Town should be emphasized by giving attention to its structural components. The structural components are: 1) The neighborhood edges or boundaries of the three boulevards (South Boulevard, East Boulevard, and North Boulevard) and the Mississippi River; 2) the central square, called Royal Square and the proposed Cathedral; 3) the diagonal streets and the plazas to which they connect; 4) the streetscape grid pattern in which the lots and residences were located; and 5) Government Street.

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Recommendations:

A. Define a Pedestrian Way

Beauregard's original plan set forth a pedestrian way within the neighborhood. In the plan, Beauregard reserved a place for a church or a cathedral to be built on Royal Square in the center of the neighborhood. The Cathedral was the central feature of Beauregard Town to which all other features were connected. The church was directly connected to other important civic organizations by the diagonal streets. This direct connection was made from the church to the government building, from the church to the hospital, from the church to the college, and from the church to the convent. The physical linking of these institutions represented the belief in the importance of their interdependent relationships in community life. In addition Beauregard planned three boulevards for a way to give pedestrians access to the Mississippi River. The pedestrian way around the neighborhood should follow Beauregard's original plan.

Provide Safe Crossings: Provide Safe Crossings at intersections of South Boulevard and St. Louis, South Boulevard and St. Ferdinand, South Boulevard and East Boulevard, East Boulevard and Government Street, East Boulevard and North Boulevard, North Boulevard and Seventh, and North Boulevard and Fourth Street.

[The Baton Rouge Downtown Transportation Plan suggests a pedestrian crossing near Napoleon (Seventh Street) on Government.]

B. Create Pedestrian Scale

Signage: All features along the Pedestrian Way should be clearly marked with signs.

C. Enhance District Identity

Neighborhood identity would be enhanced by restoration of the integrity of Beauregard's original plan. A vehicular entrance should be designed for the intersection of Government and East Boulevard, and the intersection of Government and St. Ferdinand. A pedestrian entrance should be created at the corner of France Street and St. Ferdinand.

Edges: It is very important to clearly identify and strengthen the edges of Beauregard Town. Emphasize the original edges of the three boulevards and the River. These edges should be developed as part of the Pedestrian Way in the same

manner as North Boulevard. Live Oak could be repeated in medians to complement the existing ones on South Boulevard and East Boulevard.

Distinctive Paving: Install a distinctive paving pattern on the streets surrounding Royal Square, on Government Street, on the diagonal streets, and the streets connecting to the original plazas of the Beauregard Plan.

SIG-7

Project Name: Spanish Town Streetscape Improvements

Observation: Spanish Town is an historic residential neighborhood with great urban character.

Discussion: Spanish Town is a well defined neighborhood of 14 large and small blocks covering an area of approximately 50 acres. Quality housing of various sizes exist in close proximity. North Street, the neighborhood's southern edge is lined with historic houses dating back to the 1830's. Vegetation throughout the neighborhood is lush and rich in variety. Sidewalks are shaded by a variety of native trees: Live Oak, Magnolia, Pine, Hackberry, and Cypress. The encroachment of state buildings into the neighborhood and traffic problems associated with state workers threaten the quality of life for the residents.

Recommendations:

A. Define a Pedestrian Way

The Pedestrian Way should connect the neighborhood with existing and proposed features on either side of Spanish Town, with Beauregard Town, and with Downtown shopping, with the Old Capitol District, and Catfish Town.

Provide Safe Crossings: Provide Safe Crossings at intersections of North Street and Seventh Street, Spanish Town Road and Seventh Street, and Fifth and Spanish Town Road, the intersection of the Pedestrian Way crossing State Capitol Drive, and Main and North Street.

B. Create Pedestrian Scale

Street Furnishings: A Pavilion will be provided in Lake Park at the end of at the terminus of the Seventh Street Corridor. A drinking fountain and restrooms should be provided at the pavilion. Benches, trash receptacles, and picnic tables should be provided around the lake.

STREETSCAPE IN GENERAL

C. Enhance District Identity

The following features are recommended to strengthen the identity of the Spanish Town Neighborhood.

Entrance: This neighborhood probably does not need an entrance for vehicles, given its small scale. Entrances for pedestrians should be created at the corner of Fifth Street and University Walk.

Edges: It is very important to clearly identify and strengthen edges of Spanish Town. The northern edge will become a park and will be strengthened by the addition of the Seventh Street pavilion. North Ninth Street at the Interstate would benefit from a denser greenway screen between the street and the Interstate.

Signs and Banners: Distinctive signs and historical markers should be used to identify historic houses, streets, and plants in the neighborhood.

for Art program to be dedicated to public art from the construction of all new state buildings. To date, the program has not been funded.]

SIG-8

Project Name: Public Art

Observation: Baton Rouge has few works of public art.

Discussion: Public art enriches the lives of citizens, increases access to the arts and helps to create a sense of place. A number of cities such as New Orleans, Seattle, Miami, Dallas and Austin have established public art programs which have helped to define their identity and create community pride. Even smaller cities, such as Shreveport and Monroe have begun to recognize the importance of public art in downtown development. Downtown Baton Rouge would benefit from additional public art. Murals, sculptures and design elements can help to improve the pedestrian experience, create an exciting, high quality retail environment and are an inexpensive way to beautify the city.

Recommendations: Encourage the creation of more public art downtown. Baton Rouge should examine the possibility of adopting a Percent For Art program whereby one percent of capital improvement projects is dedicated for the creation and acquisition of public art.

Responsibility: Arts Council of Greater Baton Rouge

[The State of Louisiana has adopted a One Per Cent

PLAN BATON ROUGE

IMPLEMENTATION IN GENERAL

IMPLEMENTING THE PLAN

Throughout the Plan Baton Rouge charrette and during the weeks that followed the authors of this document have carefully adjusted specific designs to make sure that each proposal was appropriate to its location and could accommodate the activities set forth in the plan. The proposals were then examined to be sure that at the right time they would be attractive to investors and could obtain private financing, or would meet the requirements for funding from parish, state, or federal programs. The charrette process itself and the review procedures established by Steering Committee have insured that the plan will have widespread public support.

Now the Metro Council government will have to vote to adopt Plan Baton Rouge in principle and other organs of state and city will have to vote on specific items set forth in the plan. This formal public review process requires leadership. We recommend that the mayor hire an individual to manage the public review process for the plan and any of its components that may require later action by government boards and commissions.

Property owners and developers will have to be encouraged to follow the plan's recommendations. Fortunately, Baton Rouge already established the Downtown Development District to coordinate and assist property owners, developers, and merchants. It is the obvious entity to continue doing that for the downtown development projects set forth in Plan Baton Rouge.

Market-driven development has a momentum generated by the need to make a return on any investment. The public actions proposed in Plan Baton Rouge do not have the benefit of this momentum. Somebody needs to generate demand for action or nothing happens. Where municipal agencies are involved, that is the mayor's responsibility. In other cases action will be required from quasi-independent entities, like the Recreation &

Park Commission, or agencies of the State of Louisiana, like the Housing Finance Agency. We propose that the mayor designate the Downtown Development District, which, with the mayor's guidance and direction, would provide the momentum needed for implementation of public action.

This document includes a wide array of proposals that cannot be brought into existence quickly. Daniel Burnham, the author of America's first truly comprehensive plan, the 1909 Plan of Chicago, wrote that when "particular portions of the plan shall be taken up for execution, wider knowledge, longer experience, or changes in local conditions may suggest better solutions." We can expect the same for Plan Baton Rouge. In some cases those refinements will be made by individual property owners. In other instances those refinements will be made by the public agency responsible for the project. But in all cases, the project that emerges will not be precisely as shown in the plan. Consequently, we propose that the Steering Committee meet on a regular basis to review progress and insure consistency with the plan.

We also propose that every year on the anniversary of the date of the adoption of the plan, the Steering Committee issue a "Progress Report" and adopt a one year "Action Plan." The Progress Report would track the status of all the proposals listed in Plan Baton Rouge and highlight the achievements of the previous year. The Action Plan would identify those projects that should be executed during the coming 12 months and establish the milestones necessary for their execution.

Plan Baton Rouge is not just a document. It is a process that began months prior to the charrette that generated the actions it proposes. For it to be successfully implemented, that process will have to continue for years to come. This document sets forth the actions, designates responsibility, and identifies the sources of funding that are necessary for its implementation.

IMPLEMENTATION IN GENERAL

EXPLANATION OF THE FORMAT

The Acronym refers to the full text on the Master Plan (i.e. “STN-13 Spanish Town Neighborhood 13”)

The Project Name refers to the shorthand or nickname for the project. If the handle doesn’t “take” with use, it can be changed.

The Product describes prosaically the intended result. This is sometimes difficult to pin down succinctly.

The Responsibility belongs to the activating entity. Ideally this is a person that picks up the phone to make it happen. This person is accountable and if things do not move forward he/she must be replaced. The Master Plan gives the highest level of responsibility to the Downtown Development District in this role.

The Implementing Agent actually does the work.

The Feasibility Analysis can range from optional to the retention of an elaborate consultancy.

The Initial Financing is not always necessary but may cover the feasibility analysis or a person to do some serious legwork.

The Project Financing is the real cost of implementation. The recommended sources require a vision of the Downtown seen as a whole: private and public cooperation as well as a broad definition of infrastructure.

Timing is determined by sequence, urgency and feasibility. All projects are intended for completion within the decade ending in the year 2008. Those marked Priority One: Immediate action. Priority Two: To be initiated within the first two years. Priority Three: Undertaken within the first five years.

KEY

P1 PRIORITY ONE: IMMEDIATE ACTION

P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS

P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

B.R.E.C. RECREATION AND PARK COMMISSION FOR THE

PARISH OF EAST BATON ROUGE

C.G.B.R. CHAMBER OF GREATER BATON ROUGE

D.D.D. DOWNTOWN DEVELOPMENT DISTRICT

D.O.T.D. STATE DEPARTMENT OF TRANSPORTATION AND

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S.T.A. SPANISH TOWN CIVIC ASSOCIATION

PLAN BATON ROUGE

CTD-1

Project Name: Square at the Centroplex

Product: New Public Square

Responsibility: D.D.D.

Implementing Agent: D.P.W.

Feasibility Analysis: D.P.W.

Initial Financing: Plan Baton Rouge

Project Financing: C.P.F.

Timing: P 1

CTD-2

Project Name: Square at the Centroplex, New Hotel

Product: New Hotel

Responsibility: D.D.D.

Implementing Agent: Argosy Gaming

Feasibility Analysis: Argosy Gaming

Initial Financing: Argosy Gaming

Project Financing: Hotel construction budget

Timing: P 1

CTD-3

Project Name: The Atrium Renovation

Product: Reconfigured and Renovated Building

Responsibility: D.D.D.

Implementing Agent: Argosy Gaming

Feasibility Analysis: Argosy Gaming

Initial Financing: Argosy Gaming

Timing: P 3

CTD-4

Project Name: Riverfront Plaza Renovation

Product: New Public Plaza

Responsibility: D.D.D. and Allen Eskew

Implementing Agent: D.P.W.

Feasibility Analysis: D.P.W.

Initial Financing: D.P.W.

Project Financing: The Planetarium and Naval War Museum construction budgets

Timing: P 3

CTD-5

Project Name: Centroplex Liner Buildings

Product: New Retail Structure

Responsibility: D.D.D.

Implementing Agent: Centroplex

Feasibility Analysis: Centroplex

Initial Financing: Centroplex

Project Financing: Retail lessors entering into long-term leases with Centroplex

Timing: P 2

IMPLEMENTATION IN GENERAL

THE CATFISH TOWN DISTRICT

CTD-6

Project Name: Robert Reich Park
Product: Reconfigured Public Open Space
Responsibility: D.D.D.
Implementing Agent: B.R.E.C.
Feasibility Analysis: B.R.E.C.
Initial Financing: B.R.E.C.
Project Financing: C.P.F.
Timing: P 3

CTD-7

Project Name: Government St. Garage Upgrade
Product: Improve existing garage
Responsibility: D.P.W.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: D.P.W.
Project Financing: C.P.F.
Timing: P 1

CTD-8

Project Name: Centroplex Expansion
Product: New Convention Center
Responsibility: D.P.W., O.M., and D.D.D.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: D.P.W.
Project Financing: C.P.F. and S.C.B.
Timing: P 1

KEY

P1 PRIORITY ONE: IMMEDIATE ACTION
P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS
P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

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PLAN BATON ROUGE

OSCD-1

Project Name: The New City Hall
Product: New Public Facility
Responsibility: M.O. & P.B.R.
Implementing Agent: D.P.W.
Feasibility Analysis: P.B.R.
Initial Financing: P.B.R.
Project Financing: C.P.F.
Timing: P 2

OSCD-2

Project Name: Auto Hotel Arts and Cultural Center
Product: Cultural Center in a Renovated Building
Responsibility: S.C.A.
Implementing Agent: S.C.A.
Feasibility Analysis: S.C.A.
Initial Financing: S.C.A.
Project Financing: S.C.B.
Timing: P 1

OSCD-3

Project Name B: Site Assembly
Product: Land Bank
Responsibility: P.B.R.
Implementing Agent: S.C.A.
Feasibility Analysis: S.C.A.

Initial Financing: S.C.A.
Project Financing: S.C.A.
Timing: P 1

OSCD-4

Project Name: Lafayette Park Renovation
Product: Renovated and Expanded Park
Responsibility: P.B.R. & D.D.D.
Implementing Agent: B.R.E.C.
Feasibility Analysis: B.R.E.C.
Initial Financing: B.R.E.C.
Project Financing: B.R.E.C. and the B.R. Water Co.
Timing: P 1

OSCD-5

Project Name: The CPGH Building
Product: New Museum
Responsibility: S.C.A.
Implementing Agent: S.C.A.
Feasibility Analysis: S.C.A.
Initial Financing: S.C.A.
Project Financing: S.C.B.
Timing: P 3

OSCD-6

IMPLEMENTATION IN GENERAL

THE OLD STATE CAPITOL DISTRICT

Project Name: The B.R.E.C. Building

Product: New Recreation Facility

Responsibility: P.B.R.

Implementing Agent: B.R.E.C.

Feasibility Analysis: Architect

Initial Financing: B.R.E.C.

Project Financing: B.R.E.C.

Timing: P 3

OSCD-7

Project: Eastern End of North Boulevard

Product: Site Assembly 2

Responsibility: P.B.R.

Implementing Agent: D.P.W.

Feasibility Analysis: D.P.W.

Initial Financing: D.P.W.

Project Financing: C.P.F.

Timing: P 3

OSCD-8

Project: Western End of North Boulevard

Product: Streetscape Improvement

Responsibility: P.B.R. & D.D.D.

Implementing Agent: D.P.W.

Feasibility Analysis: D.P.W.

Initial Financing: D.P.W.

Project Financing: C.C.B

Timing: P 3

KEY

P1 PRIORITY ONE: IMMEDIATE ACTION

P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS

P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

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S.T.A. SPANISH TOWN CIVIC ASSOCIATION

PLAN BATON ROUGE

CBD-1

Project Name: Merchandizing the Storefronts

Product: Merchandizing Program

Responsibility: D.D.D.

Implementing Agent: D.M.A.

Feasibility Analysis: Unnecessary

Initial Financing: Unnecessary

Project Financing: D.M.A. ongoing dues

Timing: P 1

CBD-2

Project Name: The West Parking Garage

Product: Ground Level Tenants

Responsibility: S.C.A. & D.D.D.

Implementing Agent: S.C.A.

Feasibility Analysis: S.C.A.

Initial Financing: S.C.B.

Project Financing: S.C.B.

Timing: P 1

CBD-3

Project Name: The Movie Palace

Product: New Multiplex Cinema

Responsibility: P.B.R. & D.D.D.

Implementing Agent: Cinema Developer

Feasibility Analysis: P.B.R.

Initial Financing: P.B.R.

Project Financing: B.R.A.F. & the cinema operator

Timing: P 1

CBD-4

Project Name: The Community Performing Arts Theater

Product: New Theater

Responsibility: P.B.R. & D.D.D.

Implementing Agent: S.C.A.

Feasibility Analysis: S.C.A.

Initial Financing: S.C.A.

Project Financing: Federal and State grants to supplement a local fund raising campaign.

Timing: P 1

CBD-5

Project Name: The Sidewalk Galleries

Product: Streetscape Improvement

Responsibility: D.D.D.

Implementing Agent: D.D.D.

Feasibility Analysis: D.D.D.

Initial Financing: P.B.R.

Project Financing: Building owners and tenants through grants and tax abatement. (Federal ISTEAG Grant)

Timing: P 1

IMPLEMENTATION IN GENERAL

THE CENTRAL BUSINESS DISTRICT

CBD-6

Project Name: Community Police
Product: Improved Public Safety
Responsibility: D.D.D.
Implementing Agent: O.M.
Feasibility Analysis: O.M.
Initial Financing: Unnecessary
Project Financing: Transfer of Existing Resources
Timing: P 1

CBD-7

Project Name: The Mid-Day Option
Product: Altered Lunch Hours
Responsibility: S.C.A.
Implementing Agent: S.C.A.
Feasibility Analysis: S.C.A.
Initial Financing: Unnecessary
Project Financing: Unnecessary
Timing: P 1

CBD-8

Project Name: Outdoor Dining Policy
Product: Eliminating Legislative Restriction
Responsibility: D.D.D.
Implementing Agent: D.D.D. & Alcohol & Beverage Control Board
Feasibility Analysis: Unnecessary
Initial Financing: Unnecessary
Project Financing: Unnecessary
Timing: P

CBD-9

Project Name: Phantom Gallery
Product: Art Displays In Empty Stores
Responsibility: D.D.D.
Implementing Agent: Arts Council
Feasibility Analysis: Unnecessary
Initial Financing: Unnecessary
Project Financing: Unnecessary
Timing: P 1

KEY

P1 PRIORITY ONE: IMMEDIATE ACTION

P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS

P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

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S.T.A. SPANISH TOWN CIVIC ASSOCIATION

PLAN BATON ROUGE

DPC-1

Project Name: River Road Redesign
Product: Improved Roadway
Responsibility: P.B.R. & D.D.D.
Implementing Agent: D.P.W. & D.O.T.D.
Feasibility Analysis: D.P.W. & D.O.T.D.
Initial Financing: D.P.W. & D.O.T.D.
Project Financing: S.C.B.
Timing: P 1

DPC-2

Project Name: Square at the Centroplex
(See CTD-1)

DPC-3

Project Name: Lafayette Park
(See OSCD-4)

DPC-4

Project Name: Laurel Plaza
Product: New Public Square
Responsibility: D.D.D.
Implementing Agent: Property Owners
Feasibility Analysis: P.I.
Initial Financing: P.I.
Project Financing: P.I. (at the time of building construction)
Timing: P 2

DPC-5

Project Name: Batture Park
Product: New Public Park
Responsibility: S.C.A.
Implementing Agent: S.C.A.
Feasibility Analysis: S.C.A.
Initial Financing: S.C.A.
Project Financing: S.C.B.
Timing: P 3

IMPLEMENTATION IN GENERAL

THE DOWNTOWN PARK CORRIDOR

KEY

P1 PRIORITY ONE: IMMEDIATE ACTION

P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS

P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

B.R.E.C. RECREATION AND PARK COMMISSION FOR THE
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S.T.A. SPANISH TOWN CIVIC ASSOCIATION

PLAN BATON ROUGE

SSC-1

Project Name: Seventh Street and Post Office Square

Project A: Seventh Street Project

Product: Improved Streetscape

Responsibility: D.D.D.

Implementing Agent: D.D.D.

Feasibility Analysis: P.B.R.

Initial Financing: Various

Project Financing: Acquisition and redevelopment subsidized with City Parish funds or CDBG funds. Housing financed with the State of Louisiana Housing Finance Agency bonds, sale of federal low income tax credits and developer equity.

Timing: P 2

Project B: Post Office Square

Product: Improved Streetscape

Responsibility: D.D.D.

Implementing Agent: D.D.D.

Feasibility Analysis: P.B.R.

Initial Financing: Various

Project Financing: C.P.F.

Timing: P 2

SSC-2

Project Name: The Main Street Shops and The Public Market

Project A: The Main Street Shops

Product: Renovated Buildings

Responsibility: D.D.D.

Implementing Agent: P.I. (Property Owners)

Feasibility Analysis: D.D.D.

Initial Financing: Various

Project Financing: Retail Tenants

Timing: P 2

Project B: The Public Market

Product: Facility within Parking Garage

Responsibility: S.C.A.

IMPLEMENTATION IN GENERAL

THE SEVENTH STREET CORRIDOR

KEY

Implementing Agent: S.C.A.
Feasibility Analysis: B.R.A.F.
Initial Financing: S.C.B.
Project Financing: S.C.B.
Timing: P 2

SSC-3

Project Name: B.R.E.C. Day Camp
Product: New Recreational Center
Responsibility: P.B.R.
Implementing Agent: B.R.E.C.
Feasibility Analysis: B.R.E.C.
Initial Financing: B.R.E.C.
Project Financing: B.R.E.C.
Timing: P 3

SSC-4

Project Name: Street Name Restoration
Product: Improved Streetscape
Responsibility: D.D.D.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: C.P.F.
Project Financing: F.F. (TEA 21 Funds)
Timing: P 3

P1 PRIORITY ONE: IMMEDIATE ACTION
P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS
P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

B.R.E.C. RECREATION AND PARK COMMISSION FOR THE PARISH OF EAST BATON ROUGE
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B.R.A.F. BATON ROUGE AREA FOUNDATION
C.P.F. CITY PARISH FUNDS
F.F. FEDERAL FUNDS
P.I. PRIVATE INVESTMENT
S.C.B. STATE CAPITAL BUDGET OR FUNDS
D.M.A. DOWNTOWN MERCHANTS ASSOCIATION
H.B.A. HISTORIC BEAUREGARD ASSOCIATION
S.T.A. SPANISH TOWN CIVIC ASSOCIATION

PLAN BATON ROUGE

BTN-1

Project Name: Government Street Correction

Product: Road Improvement

Responsibility: P.B.R. & M.C.

Implementing Agent: D.P.W.

Feasibility Analysis: State D.O.T.D.

Initial Financing: State D.O.T.D.

Project Financing: State D.O.T.D.

Timing: P 2

BTN-2

Project Name: East Boulevard Correction I

Product: Streetscape Improvements

Responsibility: Baton Rouge Green

Implementing Agent: Baton Rouge Green

Feasibility Analysis: -

Initial Financing: Baton Rouge Green

Project Financing: Baton Rouge Green

Timing: P 3

BTN-3

Project Name: East Boulevard Correction II

Product: Road Improvement

Responsibility: P.B.R, M.C. & D.D.D.

Implementing Agent: D.P.W.

Feasibility Analysis: D.P.W.

Initial Financing: D.P.W.

Project Financing: C.P.F.

Timing: P 3

BTN-4

Project Name: East Boulevard Correction III

Product: Liner Buildings

Responsibility: P.B.R. & D.D.D.

Implementing Agent: P.B.R.

Feasibility Analysis: P.I.

Initial Financing: P.I.

Project Financing: P.I.

Timing: P 3

BTN-5

Project Name: Beauregard Playground

Product: A New Playground

Responsibility: P.B.R. & D.D.D.

Implementing Agent: B.R.E.C.

Feasibility Analysis: B.R.E.C.

Initial Financing: B.R.E.C.

Project Financing: B.R.E.C.

Timing: P 3

BTN-6

IMPLEMENTATION IN GENERAL

THE BEAUREGARD TOWN NEIGHBORHOOD

KEY

Project Name: St.Ferdinand Street Correction
Product: Road Improvement
Responsibility: D.D.D. & M.C.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: D.P.W.
Project Financing: C.P.F.
Timing: P 1

BTN-7

Project Name: St. Louis Street Correction
Product: Road Improvement
Responsibility: D.D.D. & M.C.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: D.P.W.
Project Financing: C.P.F.
Timing: P 1

BTN-8

Project Name: Maximilian Street Correction
Product: Road Improvement
Responsibility: D.D.D. & M.C.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: D.P.W.
Project Financing: C.P.F..
Timing: P 1

P1 PRIORITY ONE: IMMEDIATE ACTION
P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS
P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

B.R.E.C. RECREATION AND PARK COMMISSION FOR THE PARISH OF EAST BATON ROUGE
C.G.B.R. CHAMBER OF GREATER BATON ROUGE
D.D.D. DOWNTOWN DEVELOPMENT DISTRICT
D.O.T.D. STATE DEPARTMENT OF TRANSPORTATION AND DEVELOPMENT
D.P.W. DEPARTMENT OF PUBLIC WORKS
M.C. METRO COUNCIL (REQUIRING A VOTE)
O.M. OFFICE OF THE MAYOR
P.B.R. PLAN BATON ROUGE
P.C. PLANNING COMMISSION (REQUIRING A VOTE)
P.D. PLANNING DEPARTMENT
S.C.A. STATE COMMISSIONER OF ADMINISTRATION
S.C.P. STATE CAPITOL PARK PLAN
B.R.A.F. BATON ROUGE AREA FOUNDATION
C.P.F. CITY PARISH FUNDS
F.F. FEDERAL FUNDS
P.I. PRIVATE INVESTMENT
S.C.B. STATE CAPITAL BUDGET OR FUNDS
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S.T.A. SPANISH TOWN CIVIC ASSOCIATION

PLAN BATON ROUGE

STN-1

Project Name: Predictability
Product: Legal Instruments
Responsibility: P.B.R. & D.D.D.
Implementing Agent: S.C.A.
Feasibility Analysis: S.C.P.
Initial Financing: S.C.A.
Project Financing: S.C.A.
Timing: P 1

STN-2

Project Name: Costello Lane Correction
Product: Road Improvements
Responsibility: O.M. & D.D.D.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: D.P.W.
Project Financing: C.P.F.
Timing: P 2

STN-3

Project Name: North Street Correction
Product: Road Improvements
Responsibility: O.M. & D.D.D.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: D.P.W.
Project Financing: C.P.F.
Timing: P 2

STN-4

Project Name: Spanish Town Road Correction
Product: Road Improvements
Responsibility: O.M. & D.D.D.
Implementing Agent: D.P.W.

Feasibility Analysis: D.P.W.
Initial Financing: D.P.W.
Project Financing: C.P.F.
Timing: P 1

STN-5

Project Name: Ninth Street Correction
Product: Road Improvements
Responsibility: O.M. & D.D.D.
Implementing Agent: D.P.W. & D.O.T.D.
Feasibility Analysis: D.P.W. & D.O.T.D.
Initial Financing: D.P.W. & D.O.T.D.
Project Financing: S.C.B.
Timing: P 2

STN-6

Project Name: Bungalow Lane Correction
Product: Road Improvements
Responsibility: O.M. & D.D.D.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: D.P.W.
Project Financing: C.P.F.
Timing: P 2

STN-7

Project Name: Senior Citizens' Park
Product: Usable Open Space
Responsibility: S.T.C.A.
Implementing Agent: B.R.E.C.
Feasibility Analysis: B.R.E.C.
Initial Financing: B.R.E.C.
Project Financing: B.R.E.C.
Timing: P 1

IMPLEMENTATION IN GENERAL

THE SPANISH TOWN NEIGHBORHOOD

STN-8

Project Name: State Capitol Park Plan

Product: Information

Responsibility: S.T.C.A. & D.D.D.

Implementing Agent: S.C.A.

Feasibility Analysis: S.C.P.

Initial Financing: S.C.A.

Project Financing: S.C.B.

Timing: P 1

STN-9

Project Name: State Capitol Park Plan

Product: Building Design

Responsibility: S.C.A.

Implementing Agent: S.C.A.

Feasibility Analysis: S.C.P.

Initial Financing: S.C.A.

Project Financing: S.C.B.

Timing: P 1

STN-10

Project Name: State Capitol Park Plan

Product: Parking Garage Repair

Responsibility: S.C.A.

Implementing Agent: S.C.A.

Feasibility Analysis: S.C.A.

Initial Financing: S.C.A.

Project Financing: S.C.B.

Timing: P 1

STN-11

Project Name: Arsenal Park Dog Run

Product: Park Improvement

Responsibility: S.T.A.

Implementing Agent: S.C.A.

Feasibility Analysis: S.C.A.

Initial Financing: S.C.A.

Project Financing: S.C.B.

Timing: P 1

STN-12

Project Name: Arsenal Park Pavilion

Product: Park Improvement

Responsibility: S.T.A. & D.D.D.

Implementing Agent: S.C.A.

Feasibility Analysis: S.C.A.

Initial Financing: S.C.A.

Project Financing: S.C.B.

Timing: P 1

STN-13

Project Name: Traffic Noise Attenuation

Product: Sound Attenuation Walls

Responsibility: P.B.R. & D.D.D.

Implementing Agent: D.P.W. & DOTD

Feasibility Analysis: D.O.T.D.

Initial Financing: D.O.T.D.

Project Financing: F.F.

Timing: P 1

STN-14

Project Name: Special Project Site 1

Product: Building Design

Responsibility: D.D.D.

Implementing Agent: Private Sector

Feasibility Analysis: Private Sector

Initial Financing: Private Sector

Project Financing: Private Sector

Timing: None

PLAN BATON ROUGE

BN-1

Project Name: Parking Policy

Product: Management

Responsibility: D.D.D.

Implementing Agent: D.D.D.

Feasibility Analysis: D.D.D.

Initial Financing: None

Project Financing: None

Timing: P 1

BN-2

Project Name: Streetscape In General

Product: Streetscape Improvement

Responsibility: D.D.D. & P.B.R.

Implementing Agent: D.P.W.

Feasibility Analysis: D.P.W.

Initial Financing: D.P.W.

Project Financing: P.I.

Timing: P 3

BN-3

Project Name: Streetscape In General

Product: Streetscape Improvement

Responsibility: D.D.D. & P.B.R.

Implementing Agent: D.P.W.

Feasibility Analysis: D.P.W.

Initial Financing: D.P.W.

Project Financing: C.P.F.

Timing: P 3

BN-4

Project Name: Streetscape In General

Product: Streetscape Improvement

Responsibility: D.D.D. & P.B.R.

Implementing Agent: D.P.W.

Feasibility Analysis: D.P.W.

Initial Financing: Entergy

Project Financing: Entergy

Timing: P 2

BN-5

Project Name: Streetscape In General

Product: Streetscape Improvement

Responsibility: D.D.D. & P.B.R.

Implementing Agent: D.P.W.

Feasibility Analysis: D.P.W.

Initial Financing: D.P.W.

Project Financing: C.P.F.

Timing: P 2

BN-6

Project Name: New Code

IMPLEMENTATION IN GENERAL

BOTH NEIGHBORHOODS

Product: Code Provision
Responsibility: D.D.D.
Implementing Agent: P.C.
Feasibility Analysis: P.C.
Initial Financing: None required
Project Financing: C.P.F.
Timing: P 1

BN-7

Project Name: New Code
Product: Code Provision
Responsibility: D.D.D. & P.B.R.
Implementing Agent: M.C.
Feasibility Analysis: P.C.
Initial Financing: None required
Project Financing: C.P.F.
Timing: P 1

BN-8

Project Name: New Code
Product: Code Provision
Responsibility: D.D.D. & P.B.R.
Implementing Agent: M.C.
Feasibility Analysis: P.C.
Initial Financing: None required
Project Financing: C.P.F.
Timing: P 1

BN-9

Project Name: Parking Meters
Product: Management
Responsibility: D.D.D.
Implementing Agent: P.D. & D.P.W.
Feasibility Analysis: P.D.
Initial Financing: None
Project Financing: None
Timing: P 1

KEY

P1 PRIORITY ONE: IMMEDIATE ACTION

P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS

P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

B.R.E.C. RECREATION AND PARK COMMISSION FOR THE
PARISH OF EAST BATON ROUGE

C.G.B.R. CHAMBER OF GREATER BATON ROUGE

D.D.D. DOWNTOWN DEVELOPMENT DISTRICT

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D.P.W. DEPARTMENT OF PUBLIC WORKS

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S.T.A. SPANISH TOWN CIVIC ASSOCIATION

PLAN BATON ROUGE

CD-1

Project Name: Unfavorable Traffic Conditions

Product: A Comprehensive Adjustment

Responsibility: D.D.D.

Implementing Agent: D.P.W.

Feasibility Analysis: D.P.W.

Initial Financing: D.P.W.

Project Financing: C.P.F. & S.C.B.

Timing: P 1

CD-2

Project Name: Insufficient Off-Street Parking

Product: A Comprehensive Adjustment

Responsibility: D.D.D.

Implementing Agent: D.P.W.

Feasibility Analysis: D.P.W.

Initial Financing: D.P.W.

Project Financing: C.P.F. & S.C.B.

Timing: P 1

CD-3

Project Name: Expanding the Market

Product: Centralized Retail Management

Responsibility: P.B.R. & D.D.D.

Implementing Agent: D.D.D.

Feasibility Analysis: D.D.D.

Initial Financing: P.B.R.

Project Financing: F.F. & P.I.

Timing: P 1

CD-4

Project Name: Filling Retail Voids

Product: Centralized Retail Management

Responsibility: P.B.R. & D.D.D.

Implementing Agent: D.D.D.

Feasibility Analysis: D.D.D.

Initial Financing: P.B.R.

Project Financing: F.F. & P.I.

Timing: P 1

CD-5

Project Name: Retail Design and Management

Product: Centralized Retail Management

Responsibility: P.B.R. & D.D.D.

Implementing Agent: D.D.D.

Feasibility Analysis: D.D.D.

Initial Financing: P.B.R.

Project Financing: F.F. & P.I.

Timing: P 1

CD-6

Project Name: The Public Market / Supermar-

IMPLEMENTATION IN GENERAL

COMMERCIAL DEVELOPMENT

ket Product: Centralized Retail Management

Responsibility: P.B.R. & D.D.D.

Implementing Agent: D.D.D.

Feasibility Analysis: D.D.D.

Initial Financing: P.B.R.

Project Financing: F.F. & P.I.

Timing: P 1

CD-7

Project Name: Adjusting the Dry Areas

Product: Variance to Local Ordinance

Responsibility: P.B.R.

Implementing Agent: M.C.

Feasibility Analysis: P.C.

Initial Financing: None necessary

Project Financing: None necessary

Timing: P 1

KEY

P1 PRIORITY ONE: IMMEDIATE ACTION

P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS

P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

B.R.E.C. RECREATION AND PARK COMMISSION FOR THE
PARISH OF EAST BATON ROUGE

C.G.B.R. CHAMBER OF GREATER BATON ROUGE

D.D.D. DOWNTOWN DEVELOPMENT DISTRICT

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S.T.A. SPANISH TOWN CIVIC ASSOCIATION

PLAN BATON ROUGE

T-1

Project Name: Spanish Town Livability
Product: Comprehensive Road Improvements
Responsibility: O.M. & D.D.D.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: P.B.R.
Project Financing: C.P.F. & F.F.
Timing: P 2

T-2

Project Name: Beauregard Town Livability
Product: Comprehensive Road Improvements
Responsibility: O.M. & D.D.D.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: P.B.R.
Project Financing: C.P.F. & F.F.
Timing: P 2

T-3

Project Name: Government Street Reclamation
Product: Comprehensive Road Improvements
Responsibility: O.M.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: P.B.R.
Project Financing: F.F.
Timing: P 3

T-4

Project Name: Main and North as Two-Way Street
Product: Comprehensive Road Improvements
Responsibility: O.M. & D.D.D.

Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: P.B.R.
Project Financing: F.F.
Timing: P 2

T-5

Project Name: River Road Reclamation
Product: Comprehensive Road Improvements
Responsibility: O.M., D.D.D., & P.B.R.
Implementing Agent: D.P.W. & D.O.T.D.
Feasibility Analysis: D.P.W. & D.O.T.D.
Initial Financing: P.B.R.
Project Financing: S.C.B. & F.F.
Timing: P 1

T-6

Project Name: Capitol Access Road Improvements
Product: Comprehensive Road Improvements
Responsibility: O.M. & S.C.A.
Implementing Agent: S.C.A.
Feasibility Analysis: D.O.T.D.
Initial Financing: S.C.A.
Project Financing: S.C.B. & F.F.
Timing: P 3

T-7

Project Name: Interstate-110 Ramp Improvements
Product: Comprehensive Road Improvements
Responsibility: S.C.A.
Implementing Agent: D.O.T.D.
Feasibility Analysis: D.O.T.D.
Initial Financing: S.C.A.
Project Financing: S.C.B. & F.F.
Timing: P 3

IMPLEMENTATION IN GENERAL

TRANSPORTATION

KEY

- P1** PRIORITY ONE: IMMEDIATE ACTION
P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS
P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

- B.R.E.C.** RECREATION AND PARK COMMISSION FOR THE PARISH OF EAST BATON ROUGE
C.G.B.R. CHAMBER OF GREATER BATON ROUGE
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S.T.A. SPANISH TOWN CIVIC ASSOCIATION

T-8

Project Name: Third Street Improvements
Product: Comprehensive Road Improvements
Responsibility: O.M. & D.D.D.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: P.B.R.
Project Financing: C.P.F. & F.F.
Timing: P 1

T-9

Project Name: Additional Parking Lanes
Product: Comprehensive Road Improvements
Responsibility: O.M. & D.D.D.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: P.B.R.
Project Financing: C.P.F. & F.F.
Timing: P 1

T-10

Project Name: Alternative Transportation Modes
Product: Feasibility Study
Responsibility: O.M. & D.D.D.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: F.F.
Project Financing: S.C.B. & F.F.
Timing: P 2

T-11

Project Name: Baton Rouge Light Rail
Product: Feasibility Study
Responsibility: P.B.R., D.D.D., O.M. & C.G.B.R.
Implementing Agent: D.P.W.
Feasibility Analysis: D.P.W.
Initial Financing: B.R.A.F.
Project Financing: S.C.B. & F.F.
Timing: P 3

PLAN BATON ROUGE

IHG -1

Project Name: Affordable Housing

Product: A variety of housing

Responsibility: Various

Implementing Agent: Various

Feasibility Analysis: Various

Initial Financing: P.B.R.

Project Financing: Various

Timing: P 2

IHG -2

Project Name: Liner Buildings

Product: Housing improving streetscape

Responsibility: P.I.

Implementing Agent: Various

Feasibility Analysis: Various

Initial Financing: P.B.R.

Project Financing: Various

Timing: P 2

IMPLEMENTATION IN GENERAL

INFILL HOUSING

KEY

P1 PRIORITY ONE: IMMEDIATE ACTION

P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS

P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

B.R.E.C. RECREATION AND PARK COMMISSION FOR THE
PARISH OF EAST BATON ROUGE

C.G.B.R. CHAMBER OF GREATER BATON ROUGE

D.D.D. DOWNTOWN DEVELOPMENT DISTRICT

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S.T.A. SPANISH TOWN CIVIC ASSOCIATION

PLAN BATON ROUGE

CIG-1

Project Name: Simplified Approval Procedure

Product: Processing based on facilitator

Responsibility: D.D.D.

Implementing Agent: P.C. & M.C.

Feasibility Analysis: P.D.

Initial Financing: Unnecessary

Project Financing: Existing resources

Timing: P 1

CIG-2

Project Name: New Code / Rehabilitation of Buildings

Product: New Code Provision

Responsibility: P.B.R.

Implementing Agent: P.C. & M.C.

Feasibility Analysis: P.D.

Initial Financing: Unnecessary

Project Financing: Existing resources

Timing: P 1

CIG-3

Project Name: New Code / Historic Houses

Product: New Code Provision

Responsibility: P.B.R.

Implementing Agent: P.C. & M.C.

Feasibility Analysis: P.D.

Initial Financing: Unnecessary

Project Financing: Existing resources

Timing: P 1

CIG-4

Project Name: New Code / Setbacks

Product: New Code Provision

Responsibility: D.D.D. & P.B.R.

Implementing Agent: P.C. & M.C.

Feasibility Analysis: P.D.

Initial Financing: Unnecessary

Project Financing: Existing resources

Timing: P 1

CIG-5

Project Name: New Code / Overpricing of Properties

Product: New Code Provision

Responsibility: P.B.R.

Implementing Agent: P.C. & M.C.

Feasibility Analysis: P.D.

Initial Financing: Unnecessary

Project Financing: Existing resources

Timing: P 1

CIG-6

IMPLEMENTATION IN GENERAL

CODES

Project Name: New Code / Historic Reconstruction
Product: New Code Provision
Responsibility: P.B.R.
Implementing Agent: P.C. & M.C.
Feasibility Analysis: P.D.
Initial Financing: Unnecessary
Project Financing: Existing resources
Timing: P 1

CIG-7

Project Name: New Code / Signage
Product: New Code Provision
Responsibility: D.D.D. & P.B.R.
Implementing Agent: P.C. & M.C.
Feasibility Analysis: P.D.
Initial Financing: Unnecessary
Project Financing: Existing resources
Timing: P 1

CIG-8

Project Name: New Code / Surface Parking
Product: New Code Provision
Responsibility: D.D.D. & P.B.R.
Implementing Agent: P.C. & M.C.
Feasibility Analysis: P.D.
Initial Financing: Unnecessary
Project Financing: Existing resources
Timing: P 1

CIG-9

Project Name: New Yard Maintenance Standards
Product: New Administrative Procedure
Responsibility: D.D.D. & P.B.R.
Implementing Agent: P.C. & M.C.
Feasibility Analysis: P.D.
Initial Financing: Unnecessary
Project Financing: Existing resources
Timing: P 1

KEY

P1 PRIORITY ONE: IMMEDIATE ACTION
P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS
P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

B.R.E.C. RECREATION AND PARK COMMISSION FOR THE PARISH OF EAST BATON ROUGE
C.G.B.R. CHAMBER OF GREATER BATON ROUGE
D.D.D. DOWNTOWN DEVELOPMENT DISTRICT
D.O.T.D. STATE DEPARTMENT OF TRANSPORTATION AND DEVELOPMENT
D.P.W. DEPARTMENT OF PUBLIC WORKS
M.C. METRO COUNCIL (REQUIRING A VOTE)
O.M. OFFICE OF THE MAYOR
P.B.R. PLAN BATON ROUGE
P.C. PLANNING COMMISSION (REQUIRING A VOTE)
P.D. PLANNING DEPARTMENT
S.C.A. STATE COMMISSIONER OF ADMINISTRATION
S.C.P. STATE CAPITOL PARK PLAN
B.R.A.F. BATON ROUGE AREA FOUNDATION
C.P.F. CITY PARISH FUNDS
F.F. FEDERAL FUNDS
P.I. PRIVATE INVESTMENT
S.C.B. STATE CAPITAL BUDGET OR FUNDS
D.M.A. DOWNTOWN MERCHANTS ASSOCIATION
H.B.A. HISTORIC BEAUREGARD ASSOCIATION
S.T.A. SPANISH TOWN CIVIC ASSOCIATION

PLAN BATON ROUGE

SIG-A1

Project Name: Overall Recommendations for Streetscape, Crosswalks

Product: Safe Crossings for Pedestrians throughout Downtown

Responsibility: P.B.R. & D.D.D.

Implementing Agent: D.P.W.

Feasibility Analysis: D.D.D.

Initial Financing: P.B.R.

Project Financing: C.P.F.

Timing: P 1

SIG-A2

Project Name: Overall Recommendations for Streetscape, Bikeways

Product: Bikeways

Responsibility: P.B.R. & D.D.D.

Implementing Agent: Various Agencies

Feasibility Analysis: P.D.

Initial Financing: F.F.

Project Financing: F.F.

Timing: P 1

SIG-A3

Project Name: Overall Recommendations for Streetscape, Walking Map

Product: Walking Map

Responsibility: P.B.R. & D.D.D.

Implementing Agent: D.D.D.

Feasibility Analysis: D.D.D.

Initial Financing: C.P.F.

Project Financing: C.P.F.

Timing: P 2

SIG-B1

Project Name: Overall Recommendations for Streetscape, Street Furnishings, Lighting, Signage

Product: Enhanced Pedestrian Experience

Responsibility: D.D.D. & P.B.R.

Implementing Agent: D.P.W.

Feasibility Analysis: D.D.D.

Initial Financing: P.B.R.

Project Financing: C.P.F., TEA 21, S.C.B., & F.F.

Timing: P 1

SIG-B2

Project Name: Overall Recommendations for Streetscape, Street Trees

Product: 300 Street Trees

Responsibility: P.B.R. & Baton Rouge Green

Implementing Agent: D.P.W.

Feasibility Analysis: P.B.R., Baton Rouge Green, & A.S.L.A.

Initial Financing: Baton Rouge Green

Project Financing: Various

Timing: P 1

SIG-C1

IMPLEMENTATION IN GENERAL

STREETSCAPE IN GENERAL

Project Name: Overall Recommendations for Streetscape,
Signs and Banners

Product: Signs and Banners

Responsibility: D.D.D.

Implementing Agent: D.P.W.

Feasibility Analysis: D.D.D.

Initial Financing: C.P.F.

Project Financing: C.P.F.

Timing: P 1

SIG-8

Project Name: Public Art

Product: Public Art

Responsibility: Arts Council

Implementing Agent: Arts Council

Feasibility Analysis: Arts Council

Initial Financing: None

Project Financing: Private donations or Percent for Art
Program

Timing: P 2

KEY

P1 PRIORITY ONE: IMMEDIATE ACTION

P2 PRIORITY TWO: INITIATE WITHIN TWO YEARS

P3 PRIORITY THREE: INITIATE WITHIN FIVE YEARS

B.R.E.C. RECREATION AND PARK COMMISSION FOR THE
PARISH OF EAST BATON ROUGE

C.G.B.R. CHAMBER OF GREATER BATON ROUGE

D.D.D. DOWNTOWN DEVELOPMENT DISTRICT

D.O.T.D. STATE DEPARTMENT OF TRANSPORTATION AND
DEVELOPMENT

D.P.W. DEPARTMENT OF PUBLIC WORKS

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