

# BATON ROUGE, LA

## Arts & Entertainment District

*Creating a Sense of Place*



## Great Places Award Winner

2010 Louisiana Smart Growth Summit



*A Passion for Progress*

# ARTS & ENTERTAINMENT DISTRICT



Fifteen City Blocks within the Downtown Development District



Condominiums Overlooking Third Street  
*Over 35,000 square feet of new residential development*

Officially established in 2008, the District brings together many of the plans, projects and initiatives that the DDD has led over the past two decades to reposition Louisiana's Capital City as a regional arts and entertainment hub.



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# PAVING THE WAY



Paving the way for the new Arts & Entertainment District

Capitol Park

New Hotels: Sheraton, Hilton and soon to be Hotel Indigo

Shaw Center for the Arts

Restoration Renaissance



Hilton Capitol Center

*One of three new hotels that set the stage for the Arts & Entertainment District*



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# FINANCIAL INCENTIVES



Development Due to Creative Financing

Certified Cultural Product District

Historic Renovation Tax Credits

*Tax credits cover up to 45% of renovation costs for historic homes and buildings in the District.*

Gap Financing Program



Museums & Art Galleries

*Art Sales within the District are now exempt from state and local sales*



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# New Pedestrian Experiences



Streetlight and Streetscape Improvements



Finding your way around Downtown

Greenlight Program

Wayfinding Signage Program

5-Mile Levee-top Bike Path (connecting Downtown to LSU and Farr Park;

also promoting healthy, active lifestyles)



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# NORTH BOULEVARD TOWN SQUARE



Multi-media Beacon Landmark for the Center of the New Town Square



Local Team Developed Town Square Design

Planned with extensive community input

\$8.0 Million Public Investment

New epicenter for cultural events



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*Fountains*

*Outdoor Cafes*

# NORTH BOULEVARD TOWN SQUARE



**Outdoor Festivals Continue to Grow in Baton Rouge**  
*The New Plan Makes Space for Temporary, Pop-up Retail*



**Downtown Visitors Stop and Admire North Boulevard Town Square Design**

Town Square is key to “creating a sense of place” Downtown

Over \$200 million in Projects Planned Around the New Center

Construction planned Winter 2010



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*Dancing at Galvez Plaza*



*Face Painting*

# GREENING DOWNTOWN



Outdoor Green Space Continue to Grow in Baton Rouge



Repentance Park

Galvez Plaza set to open in the Winter of 2011

Repentance Park will select a consultant next week and is set to begin the design phase of the project



Dancing at Galvez Plaza



Face Painting



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# BUILDING A BRAND



The Heart and Pulse of Downtown



Logo Update and Tagline Development

Logo Update

Office Renovation

Tagline

New Stationary

Web Site



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*Our Office Door*

*Project Wall*

# INTERACTIVE & SOCIAL MEDIA



A Consumer-Focused Information Portal



The DDD's Facebook Page with Over 1500 fans  
Web Site and Email Newsletters, Over 15,000 Subscribed Readers.

Downtownbatonrouge.org

Email Newsletter

Weekend Events

Development Initiatives

Development Initiatives

Events Guidelines

Public Comment Portal

Tenant Listings

Facebook

Twitter



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# A NEW MASTER PLAN



Chan Krieger Sieniewicz Led Open Forums



Plan Baton Rouge II Public Presentation

Many local partners and stakeholders came together to create the new master plan:

Arts Council of Greater  
Baton Rouge

City of Baton Rouge  
Baton Rouge Convention  
& Visitors Bureau

Baton Rouge Area  
Foundation

Baton Rouge Area  
Chamber

La. Department of Culture,  
Recreation & Tourism

Historic Spanish Town Civic  
Association

Beauregard Town Civic  
Association

Center for Planning  
Excellence

Forum 35

Downtown Business  
Association



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# OUTCOME & INSTANT IMPACT



New Restaurants & Venues



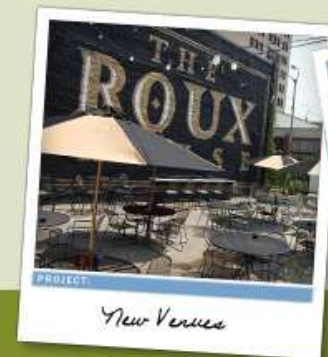
Outdoor Dining Options

28 New Projects

\$236 Million Planned New Investment in the A&E District



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*New Venues*



*New Restaurants*

# CONCLUSION



Strategic Position on the River Founded a City that now Capitalizes on Glorious Views

- Downtown Development District of Baton Rouge serves as a new model for downtown leadership & management
- Focuses on the “Big Picture”
- Plays a central role in shaping and energizing downtown
- Nearly \$2.0 billion invested in downtown, thus far— and many new projects underway now



Three Cranes Simultaneously Developing a New Downtown Baton Rouge



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