



Renewing Old South Baton Rouge



Old South Baton Rouge Neighborhood and Economic Revitalization Strategy

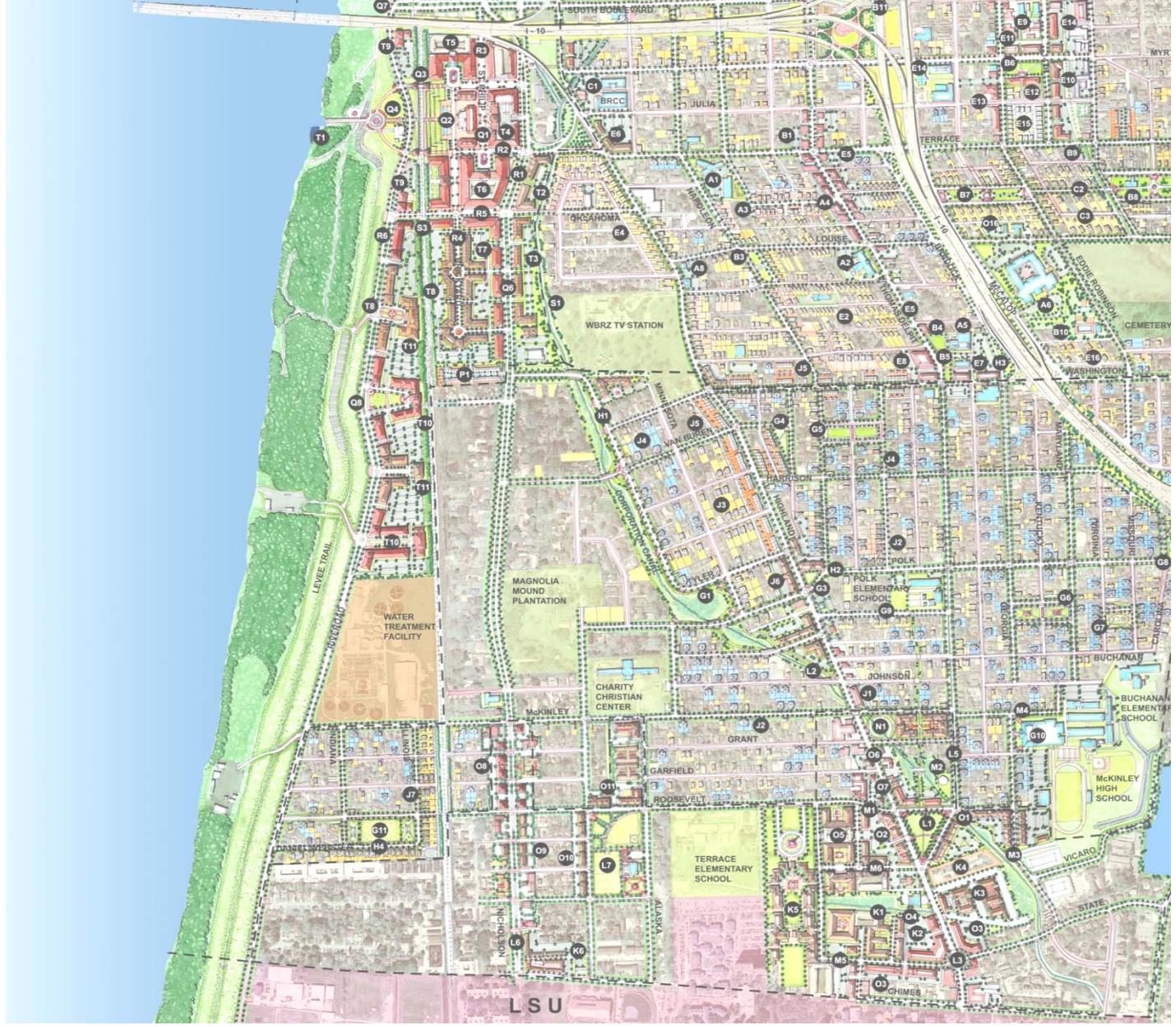
CENTER FOR PLANNING EXCELLENCE &
BATON ROUGE AREA FOUNDATION

MARCH 13, 2009

"Taking Ownership of the Future"



- 1998** Downtown revitalization plan
- 1999** Downtown plan implementation
- 2002** HOPE VI grant application
- 2003** \$18.6 million HOPE VI grant secured
- 2005** Strategic Planning Process for Old South BR launched
- 2006** Strategic Plan unveiled and implementation begins
- 2007** Creation and Incorporation of Neighborhood Partnership Board
- 2008** IMPLEMENTATION



The Plan



*Baton Rouge
Area Foundation*

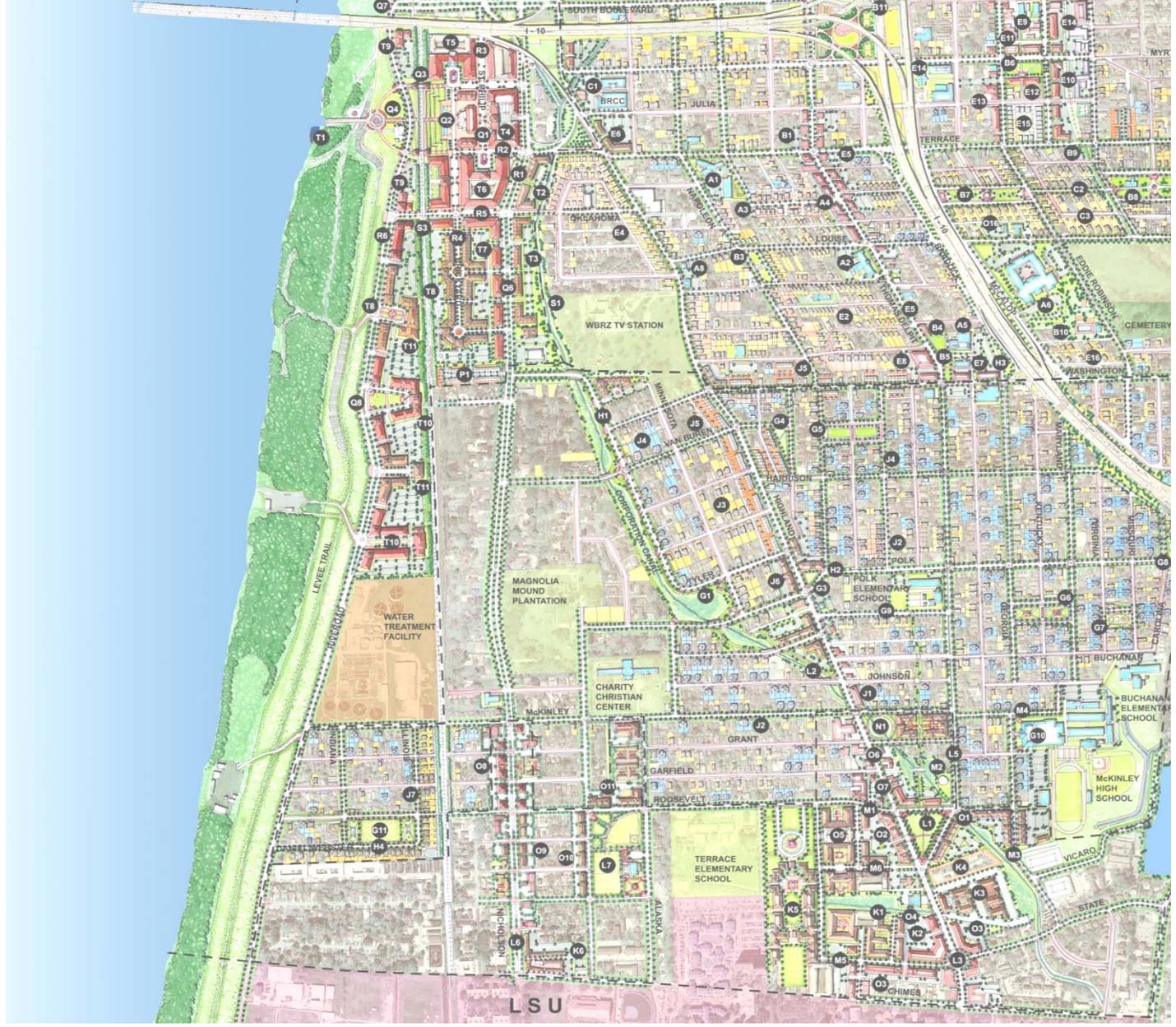


The Team

- **Strategic Planning Process for Old South BR launched...**
 - RKG Associates
 - EDSA
 - Asset Property Disposition (Jesse Wiles)
 - SSA Consultants
 - Rev. Jennifer Jones-Bridgett
 - Henry Moore

A successful Strategic Plan:

- **Connect the Dots:** Create a cohesive vision that leverages and coordinates the many investments in OSBR.
- **Public Process:** The cohesive vision should result from meaningful **community engagement** with OSBR residents, business people, and other stakeholders.
- **Strengthen and Attract:** Establish a framework for implementing the Strategic Plan in a way that first serves and strengthens the **existing population** but also attracts **new investors** to the community.



Process



*Baton Rouge
Area Foundation*



- Visual survey of the Community - **Field Observations**
- Getting to know Old South Baton Rouge's strengths – **Public Interaction and meetings**
- **Analysis** of Neighborhood Conditions
- Emerging “**Potential Areas of Focus**” Framework Plan
- Areas of highest revitalization **need!**
- **Strategic Vision** Plan for Old South Baton Rouge
- Parallel Strategic Action **Plan Strategies**

Process

ELEMENTS OF NEIGHBORHOOD VISION PLAN

Community Engagement

The Process Elements of Neighborhood Vision Plan

- ❑ **Steering Committee (3 Meetings)**
 - Co-Chairs: Mayor “Kip” Holden, Chancellor Sean O’Keefe, John Spain
 - 27 Community Leaders and Business People
- ❑ **Leadership Committee (5 Work Sessions)**
 - 20 OSBR Leaders & Life-Long Stakeholders
- ❑ **Capacity Building Workshops (4 Workshops)**
 - 24 OSBR Residents Training in Neighborhood Organizing
- ❑ **Public Meetings with Break-Out Sessions (4 Meetings)**
 - Over 350 Participants at 1st Meeting
 - Average of 250 Participants at all Meetings
- ❑ **Business Community (Neighborhood Walk)**
 - Gained Perspective from over 100 Area Businesses
- ❑ **Ministerial Community (3 Meetings)**
- ❑ **School Principals (1 Meeting)**



Field Observations

COMMUNITY RESOURCES

The Process Elements of Neighborhood Vision Plan

Observations:

- ❑ **67 Mapped** Resources with the potential to keep growing!!!!
 - ❑ Churches /Religious Centers
 - ❑ Civic Uses (Police & Fire)
 - ❑ Community Centers
 - ❑ Historic Sites
 - ❑ Municipal Sites
 - ❑ Active and Passive Parks
 - ❑ Schools
 - ❑ Open Spaces
 - ❑ Hope VI Sites





Field Observations

Current Conditions

The Process Elements of Neighborhood Vision Plan

Good Condition Housing



Moderate Condition Housing



Poor Condition Housing



Vacant Housing
Vacant Parcels

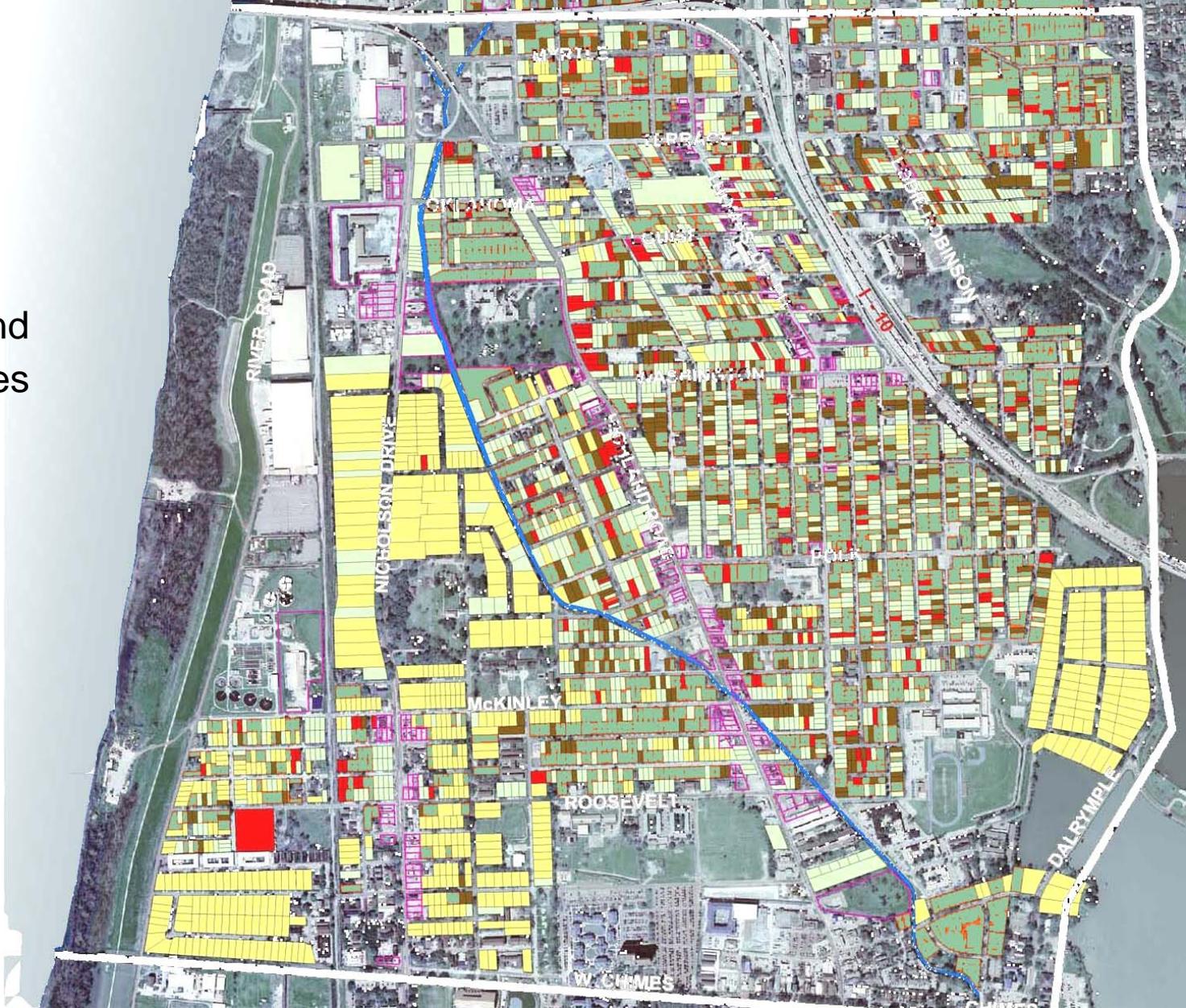


Commercial Properties





2227 vacant land
965 vacant structures



 vacant land
 vacant structure

401 adjudicated properties



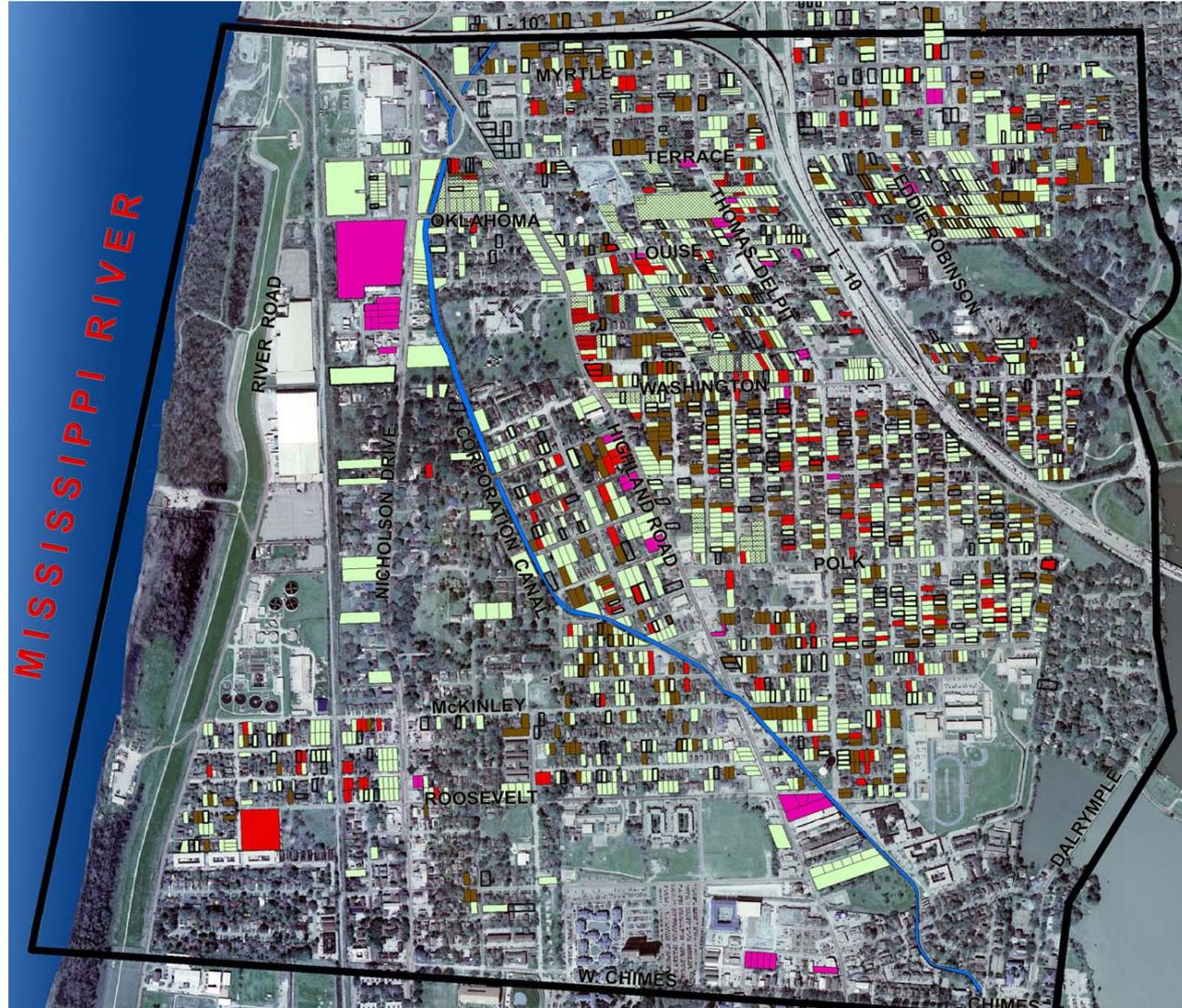
 adjudicated

Field Observations

POTENTIAL INFILL / REHABILITATION SITES

Areas of Focus

- *Poor Condition Housing*
- *Vacant Housing*
- *Vacant Parcels*
- *Adjudicated Properties*
- *Vacant Commercial Properties*
- *Hope VI Sites (Cross-Hatched)*





Enhancement of overall **public landscape** and **community design**



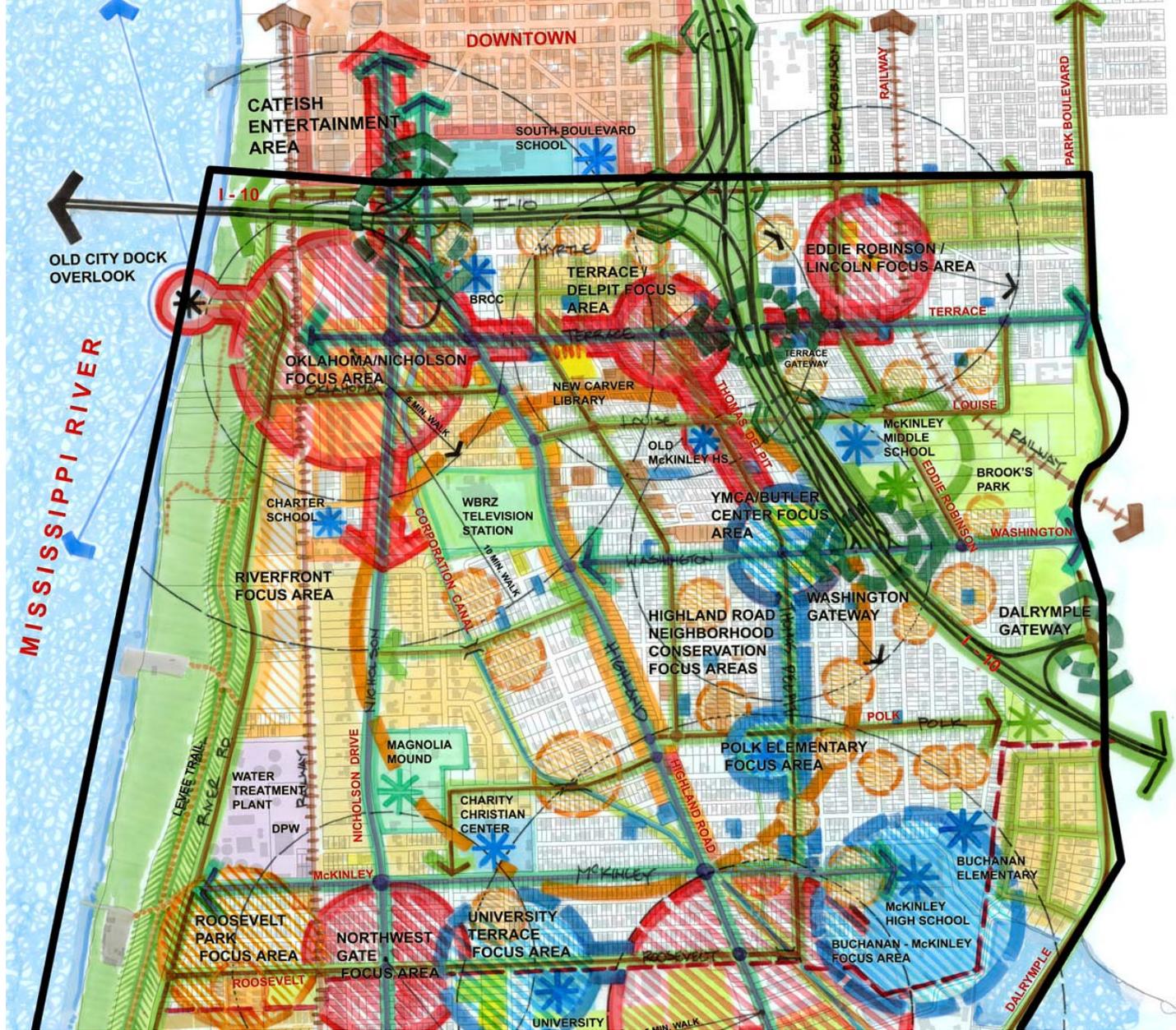
Update the systems for **safer auto, bicycle** and **pedestrian movement**

Improvements to public **facilities** and **infrastructure**

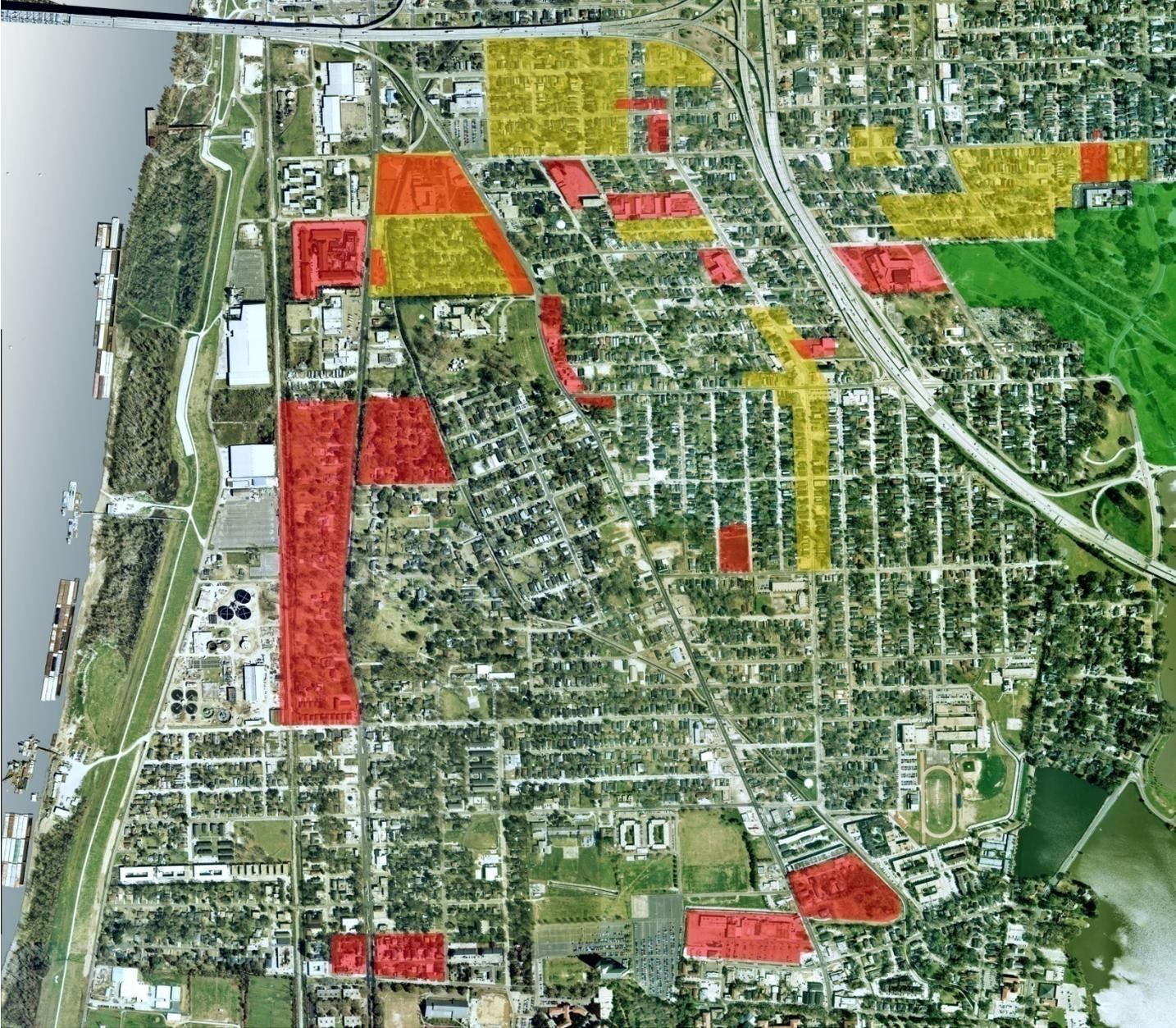
Identify the opportunities for **economic/private development** and related **changes to historic land-use patterns**



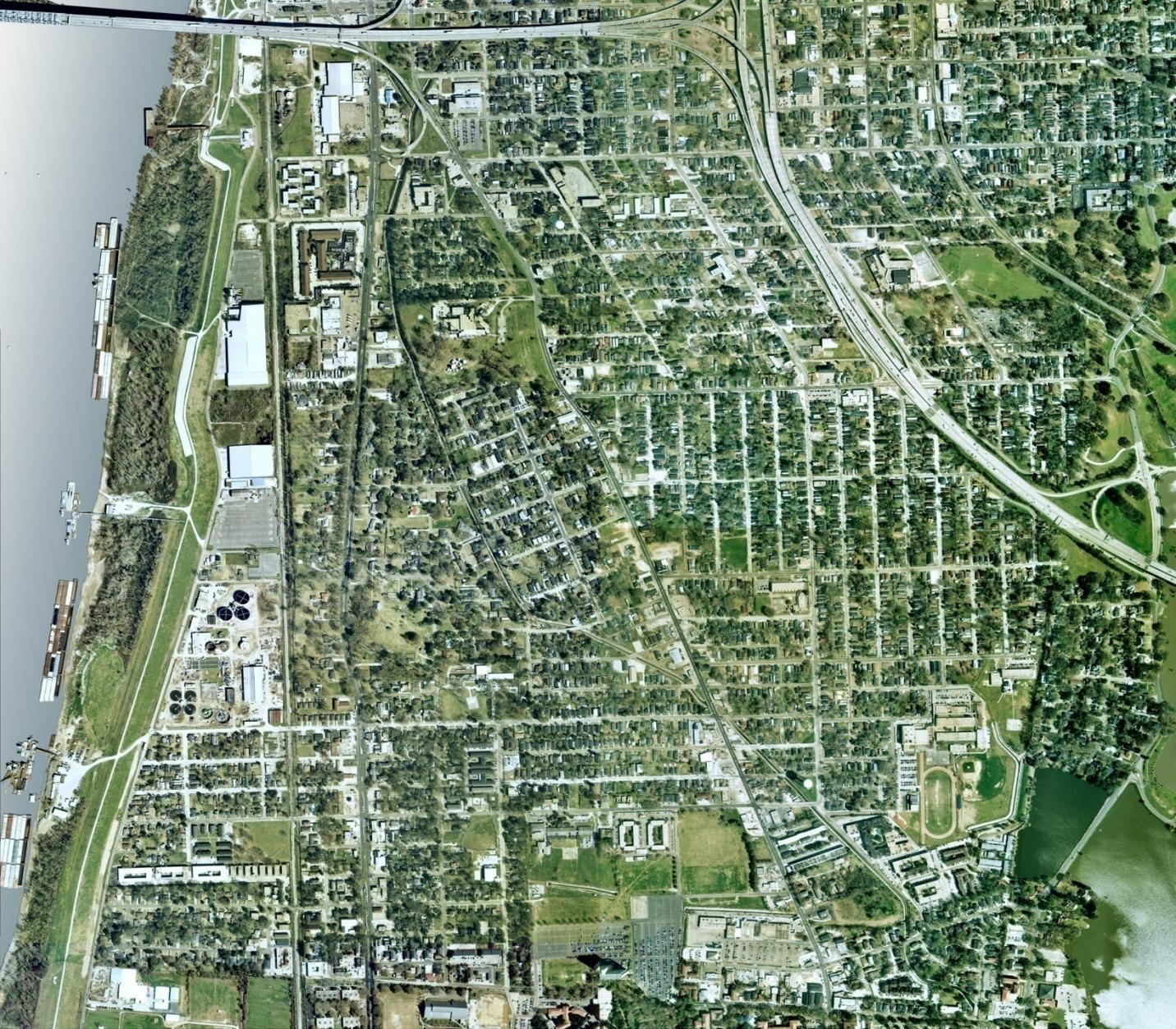
GOAL



Focus



Project Development Areas



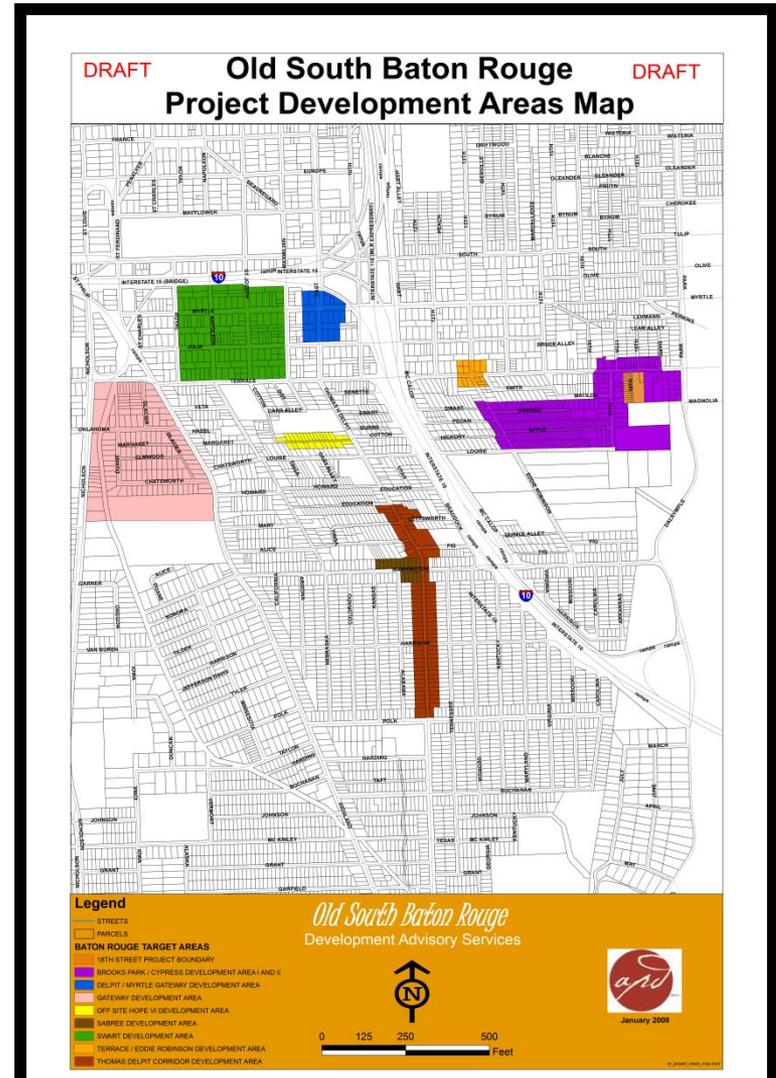
Strategy

Revitalization in Action

Old South Baton Rouge

Project Development Areas

- Brooks Park / Cypress
- Delpit / Myrtle Gateway
- Highland Gateway
- Off Site Hope VI
- Washington/Delpit Development
- Swart Development
- Terrace / Eddie Robinson
- Thomas Delpit Corridor





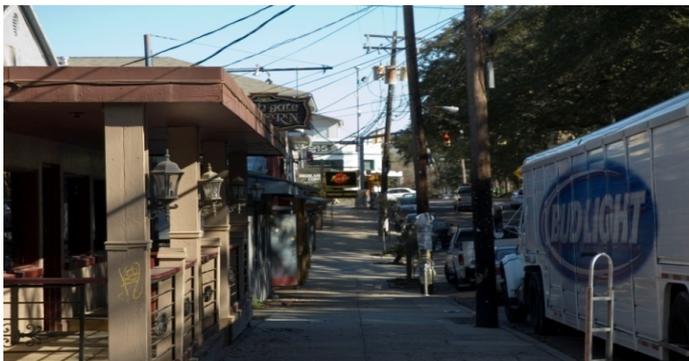
Guiding Principles of Project Development Area Implementation



Regulatory Framework

Guiding Principles

- Land Use Amendments
- Urban Design Overlay Districts
 - Nicholson Drive Corridor
 - Highland North Gates



Guiding Principles

- Neighborhood Community Nonprofit Organization
- Community-based review of development projects
- Equity partnerships with existing property owners



Establishing
Partnerships

Guiding Principles

- ❑ Public Sector Development Assistance Agencies
- ❑ Community Organizations
- ❑ Private Sector Lenders, Investors, and Developers
- ❑ Regional and National support organizations





Targeted
Phasing
Strategy

Guiding Principles



- Establish priority areas for neighborhood improvement, targeted rehab, new construction and public improvement projects
- Collaboration with implementation agencies, CDCs, and private developers
- Identify responsible parties for implementation and funding

Guiding Principles

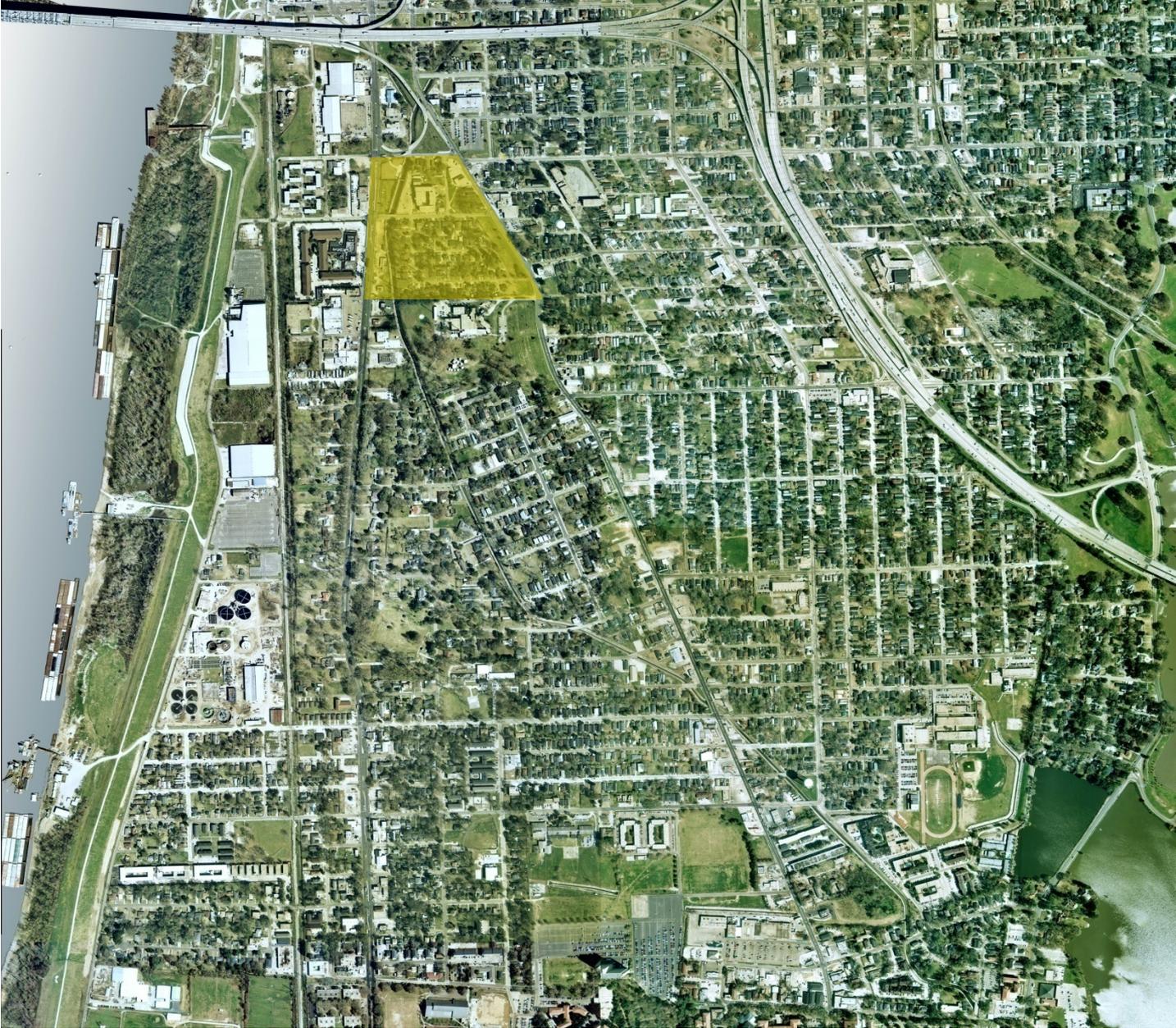
- Housing Rehabilitation -Homeowner rehabilitation assistance
- Façade Improvements for commercial properties
- Acquisition of vacant lots & buildings - Adjudicated properties
- **Affordable Infill Construction**
- Historic Preservation and new construction compatibility
- Create opportunities for small business ownership and rehabilitation



Historic Character, Lot Size
& Safety



Price Range/ Construction
Cost/Market Value



Gateway

Project Development Areas



Highland

Terrace

**Old South Baton Rouge
Revitalization in Action**
A partnership between the City of Baton Rouge and the Old South Baton Rouge Revitalization Authority. The project is a public-private partnership between the City of Baton Rouge and the Old South Baton Rouge Revitalization Authority. The project is a public-private partnership between the City of Baton Rouge and the Old South Baton Rouge Revitalization Authority.



Existing Conditions

- Commercial/Occupied
- Commercial/Occupied/Good
- Commercial/Occupied/Fair
- Commercial/Vacant
- Good/Occupied
- Fair/Occupied
- Poor/Occupied
- Poor/Vacant
- Deteriorated/Occupied
- Deteriorated/Vacant
- Dilapidated/Vacant
- Vacant Land



Development Strategy

Projections

- ❑ 5 New Infill Single-family Detached
- ❑ 16 New Attached Townhomes
- ❑ 2 Vacant Homes
- ❑ 28 Renovate Occupied Homes

NICHOLSON/HIGHLAND GATEWAY DEVELOPMENT AREA

Old South Baton Rouge Development Advisory Services

The map shows a triangular development area bounded by Nicholson Street to the west, Highland Street to the east, and the HOPE VI site to the south. Key features include: New Infill Single-family Homes (top left), Mixed Income Development (top center), Activity Node (top right), Restored Vacant Homes (left side), Pocket Parks (bottom left), Pedestrian Connection to Parks/Neighborhoods (bottom left), WBR2 TV Station (bottom center), Renovated Existing Occupied Homes (bottom right), Vehicular Connection to Retail/Commercial (right side), New Attached Townhomes (right side), and VETA (right side). Streets shown include OKLAHOMA, MARGARET, ELWOOD, CHATSWORTH, HAZEL, VETA, and CHATSWORTH.

Project Profile

The Nicholson/Highland Gateway Development Area builds on the HOPE VI development site located north of Old South and the beautiful WBR2 TV Station grounds located to the south. The former Filene's department store site, which is located to the west of this development area, has been cleared and plans are underway for the site to be developed as low-rise upper-income rental housing. This development area will feature the renovation of single-family detached homes on the interior of this site.

Developers interested in this project area will be able to build on its proximity to the planned development activity located immediately adjacent to the Nicholson/Highland Gateway Development Area. The townhomes will feature garages accessed from the rear along Glacier and is complemented by the stable neighborhood to the immediate west of Glacier. Many of the homes in the development area need only minor repairs and there is a general sense of neighborhood pride that is reflected in the maintenance of the majority of existing homes.

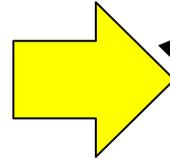
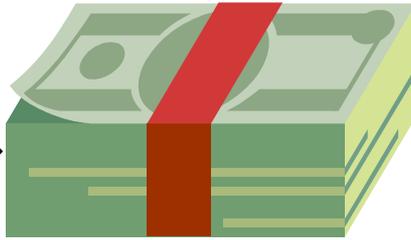
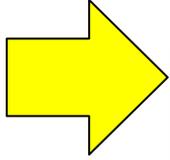
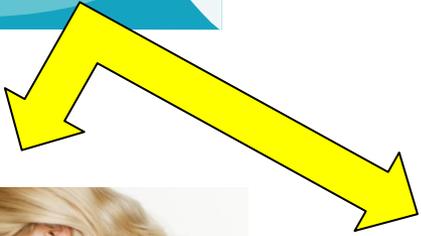
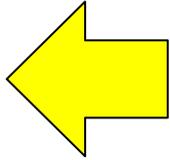
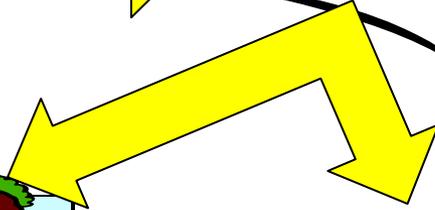
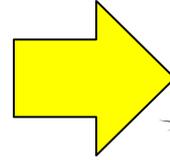
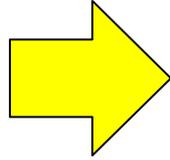
Project Description

- Five (5) new infill single-family homes
- sixteen (16) new attached townhomes w/ garages on this off-Glacier
- Restore two (2) vacant homes
- Renovate twenty-eight (28) occupied homes
- Mixed Income Development – consisting of single-family homes built as part of the OSBR/HOPE VI Project and private developer

This Development Area contains parcels that should yield approximately 8 new infill single-family townhomes for owner occupants. With its easy commute to downtown Baton Rouge, this site should be attractive to moderate-to-mid income buyers interested in townhome living. The Old South Baton Rouge Partnership Board, a community based, non-profit organization, is committed to work with the City's Community Development Department to help identify funding to support the renovation of occupied homes that are located nearby. They will ensure that families living in the development area have homes that complement new investment efforts, and that these families have an opportunity to participate in the area's growth and development.

Single-family infill

Attached Townhomes

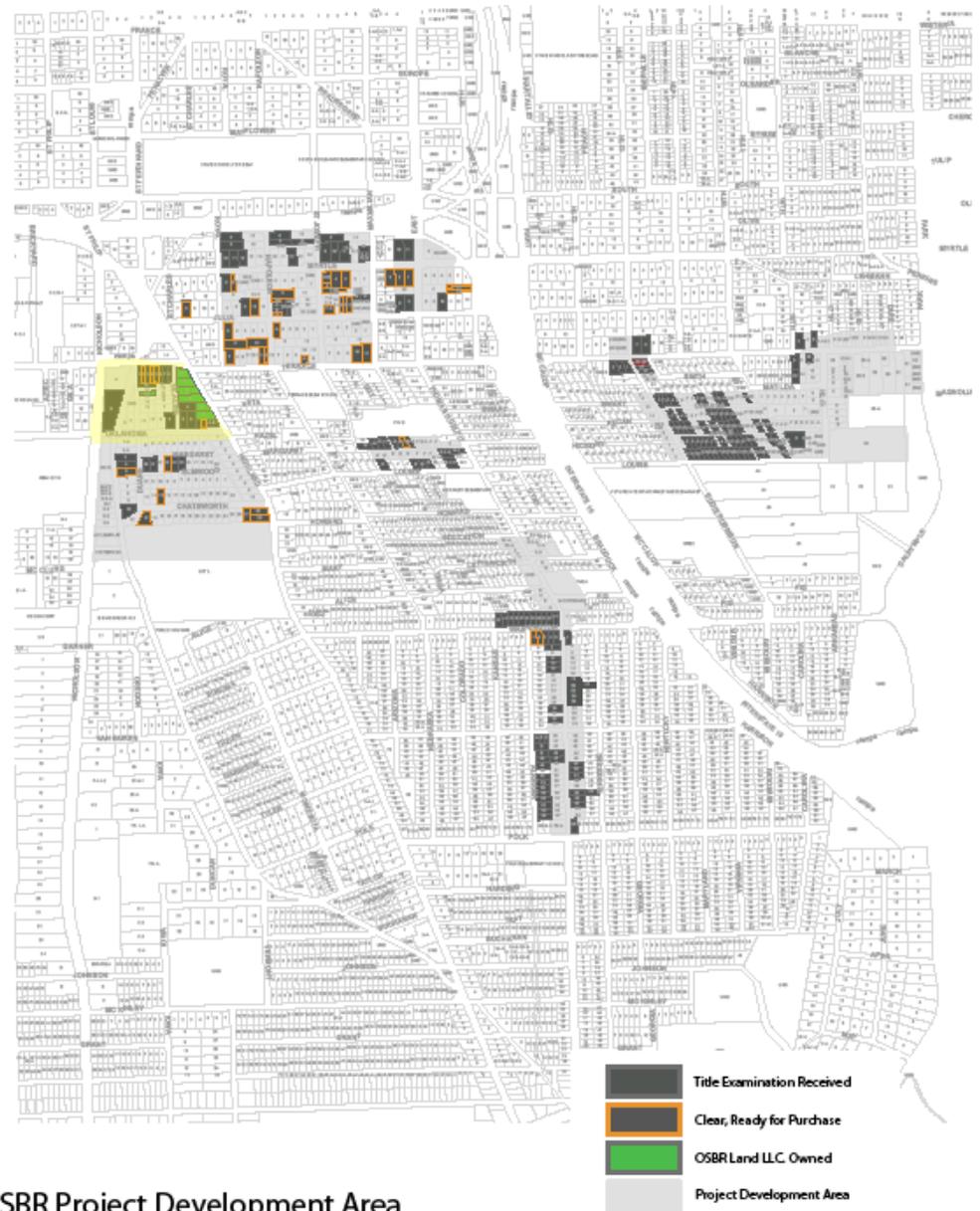


The Process



Inventory

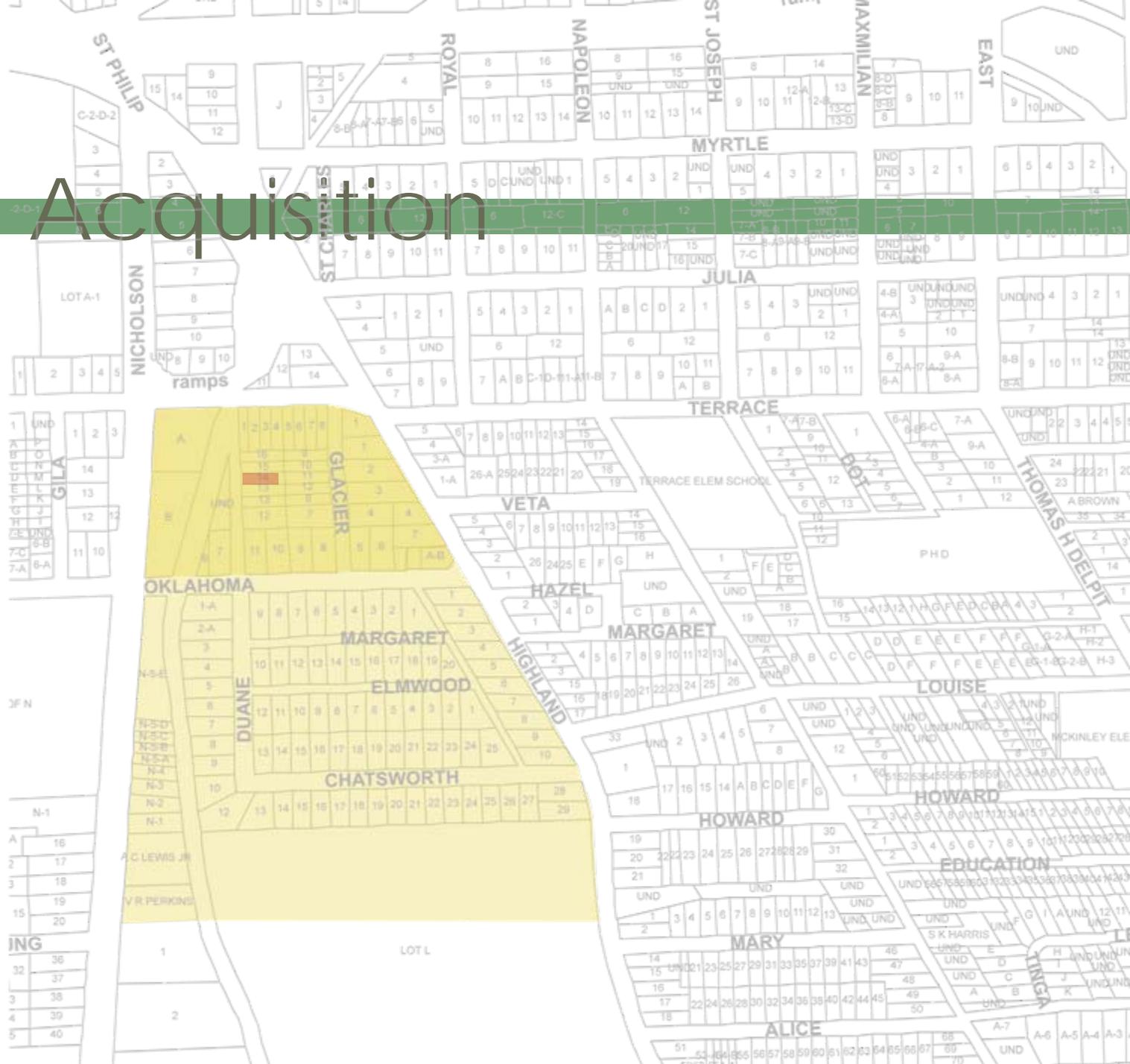
- Title Abstracts
- Title Examinations



OSBR Project Development Area
Property Title Examination Inventory

Land Acquisition

□ Lot 14





Land Acquisition

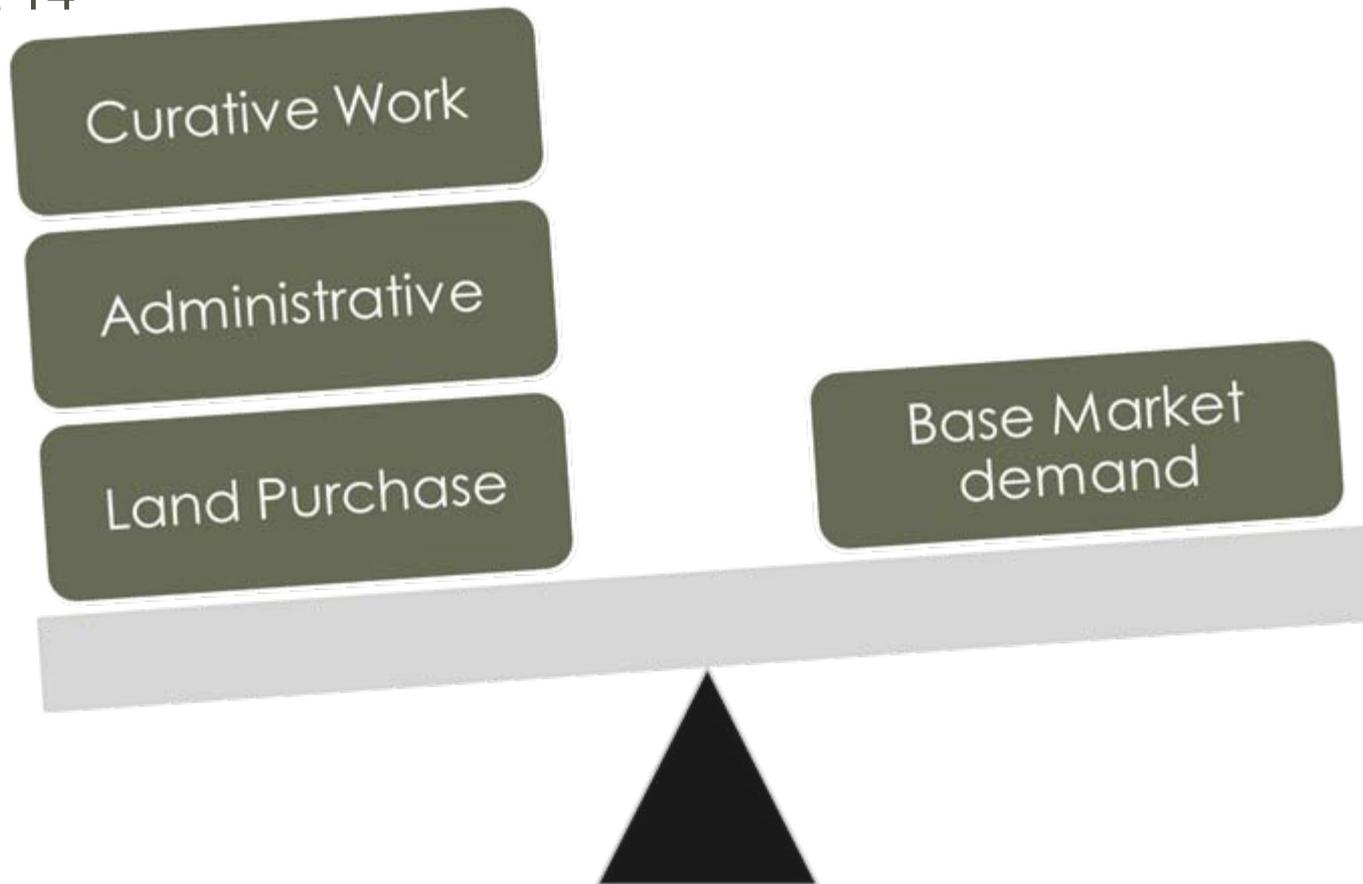
Lot 14

Curative Work	\$ 30,000.00
Administrative Fee	\$ 10,000.00
Land Purchase	\$ 6,000.00
	\$ -46,000.00



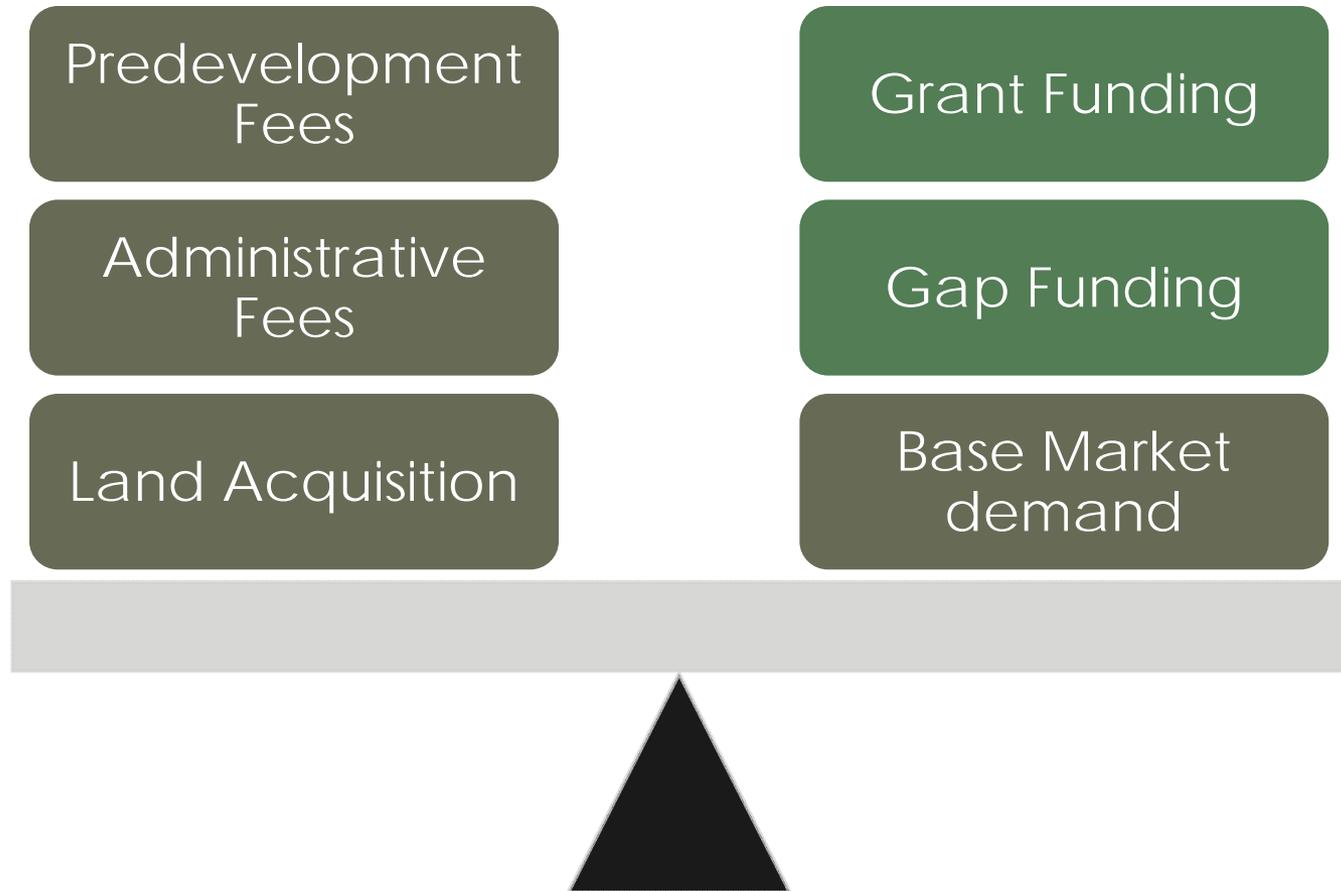
Land Acquisition

□ Lot 14



Land Acquisition

□ Lot 14



Development



Massing Diagram

Program Component	Amount	Parking Ratio	Parking Required
Retail	9,000 SF	1 sp per 300 SF	30 spaces
Hard Lofts	12 Units	1.25 sp per unit	15 spaces
Stacked Flats	23 Units	1.25 sp per unit	29 spaces
Tuck-under Garage Townhome	4 Units	2 car garage	N/A - Self-parked
Townhome	6 Units	2 car garage	N/A - Self-parked
Detached House	10 Units	2 car garage	N/A - Self-parked

Parking	
Off-Street Parking Provided	44 spaces
On-Street Parking Provided	30 spaces
Total Parking Provided	74 spaces
Total Parking Required	74 spaces

55 Units - 11.3 DU/AC



Hard Loft
800-1200 SF



Standard Flat
800-1200 SF



Tuck-under Garage Townhome
1800-2000 SF



Townhome
1500-2500 SF



Detached House
1500-2500 SF

Master Plan Concept 'A'

Old South Baton Rouge
Baton Rouge, LA
5 January 2009
3115781

GLATTING JACKSON KERCHER ANGLIN
we plan and design livable communities

125 North Orange Avenue
Orlando, Florida 32801
P (407) 843-4512
F (407) 839-1700
www.glattling.com

Development



Massing Diagram

Program Component	Amount	Parking Ratio	Parking Required
Retail	15,000 SF	1 sp per 300 SF	50 spaces
Hard Lofts	40 Units	1.25 sp per unit	50 spaces
Stacked Flats	-0-	1.25 sp per unit	-0-
Tuck-under Garage Townhome	13 Units	2 car garage	N/A - Self-parked
Townhome	7 Units	2 car garage	N/A - Self-parked
Detached House	9 Units	2 car garage	N/A - Self-parked

Parking	
Off-Street Parking Provided	78 spaces
On-Street Parking Provided	24 spaces
Total Parking Provided	102 spaces
Total Parking Required	100 spaces

69 Units - 14.2 DU/AC



Hard Loft
800-1200 SF



Standard Flat
800-1200 SF



Tuck-under Garage Townhome
1800-2100 SF



Townhome
1500-2000 SF



Detached House
1500-2500 SF

Master Plan Concept 'B'

Old South Baton Rouge
Baton Rouge, LA
3 January 2009
215721

GLATTING JACKSON KERCHER ANGLIN
we plan and design livable communities

120 North Orange Avenue
Gibsonville, NC 28741
P: (877) 843-4552
F: (405) 676-1700
www.gkaj.com

Development



Massing Diagram

Program Component	Amount	Parking Ratio	Parking Required
Retail	15,000 SF	1 sp per 300 SF	50 spaces
Hard Lofts	36 Units	1.25 sp per unit	45 spaces
Stacked Flats	6 Units	1.25 sp per unit	8 spaces
Tuck-under Garage Townhome	13 Units	2 car garage	N/A - Self-parked
Townhome	0	2 car garage	N/A - Self-parked
Detached House	10 Units	2 car garage	N/A - Self-parked

Parking	
Off-Street Parking Provided	79 spaces
On-Street Parking Provided	25 spaces
Total Parking Provided	104 spaces
Total Parking Required	103 spaces

65 Units - 13.4 DU/AC



Hard Loft
800-1200 SF



Standard Flat
800-1200 SF



Tuck-under Garage Townhome
1800-2000 SF



Townhome
1500-2000 SF



Detached House
1500-2500 SF

Master Plan Concept 'C'

Old South Baton Rouge
Baton Rouge, LA
5 January 2009
21157261

GLATTING JACKSON KERCHER ANGLIN
we plan and design livable communities

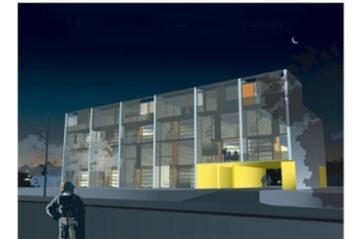
130 North Orange Avenue
Orlando, Florida 32801
P: (407) 843-4552
F: (407) 639-1390
www.glattling.com

Development



Old South Baton Rouge
Residential Development
04-14-09 Preliminary Image Studies - page 1
Coleman Partners Architects, LLC

Development



Old South Baton Rouge
Residential Development
04-14-09 Preliminary Image Studies - page 2
Coleman Partners Architects, LLC

Partnerships

Partnerships Throughout the Community

- LSU CHANCELLOR'S OFFICE
- TITLE COMPANIES & ATTORNEY SERVICE
- PARISH ATTORNEY'S Office
- MAYOR-PRESIDENT'S Office
- OFFICE OF COMMUNITY DEVELOPMENT
- CPPC (City Parish Planning Commission)
- SOUTHERN UNIVERSITY Law School
- LSU Landscape Architecture Program
- LSU CUP (Community University Partnership)
- LSU MBA
- LSU College of Art & Design

Partnerships

Funding Partnerships

- Baton Rouge Area Foundation
- Pennington Foundation
- East Baton Rouge Mortgage Finance Authority
- NeighborWorks America
- EPA
- East Baton Rouge Redevelopment Authority
- JP Morgan Chase
- Capital One
- Fannie Mae

Old South Baton Rouge

Revitalization in Action

Questions

Susan M Ludwig, *Director of Redevelopment*



planningexcellence.org
225.267.6300