

D O W N T O W N
Baton Rouge

development
TOOLKIT

7.14.14



DOWNTOWN
DEVELOPMENT
DISTRICT



DOWNTOWN
DEVELOPMENT
DISTRICT

For more than 25 years, the Downtown Development District has been passionate in its work to initiate, incubate, and support partnerships that develop and enhance downtown Baton Rouge. Guided by community-driven master plans and utilizing economic incentives, the DDD works closely with the private sector and non-profit philanthropic organizations to aid their development and entrepreneurship efforts. These partnerships have accelerated current development to an unprecedented and exciting level and we continue to collaborate with investors about potential development opportunities.

Recent years have brought a variety of exciting downtown events and developments to Downtown Baton Rouge, creating the framework for what is to come. With quality schools, exciting entertainment options, and unparalleled cultural amenities within walking distance, more and more people are starting to realize downtown is the perfect place to live, work, and play.

Economic DATA

An Economic and Cultural Center

Downtown Baton Rouge has an increasingly important role as a regional economic and cultural center; a series of recently completed projects have fueled growth by generating excitement and activity and bringing more people downtown.

The Shaw Center, River Center, cultural and gaming attractions and a growing population of daily workers and residents serve as a base for private developments, including the IBM and 440 on Third developments.

\$2 BILLION
TOTAL INVESTMENT
Since 1987

PRIVATE
\$1.07 Billion

Completed Projects
\$427,350,000

In Progress/Planning
\$652,200,000

PUBLIC/PRIVATE
\$228 Million

Completed Projects
\$123,000,000

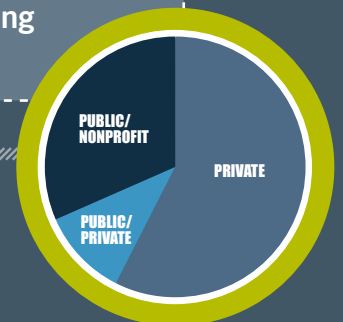
In Progress/Planning
\$105,000,000

PUBLIC/NONPROFIT
\$659 Million

Completed Projects
\$583,619,000

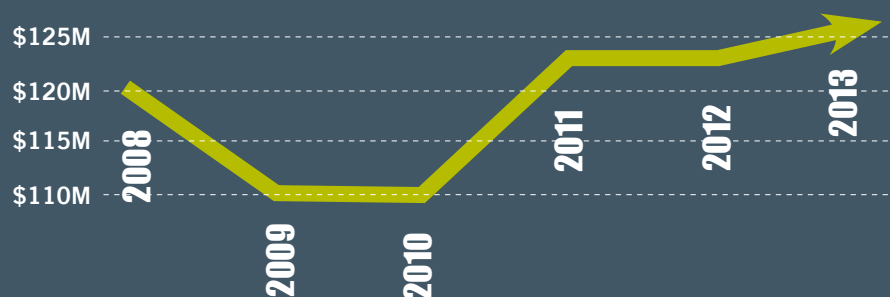
In Progress/Planning
\$75,102,000

**Figures do not reflect all investment in downtown area and are approximate.*



TOTAL ANNUAL REVENUE

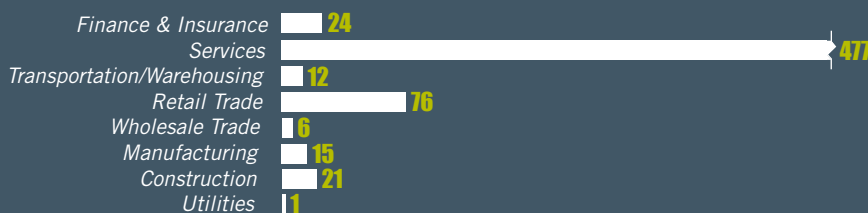
Businesses with DDD



Source: EBR City-Parish Finance Department

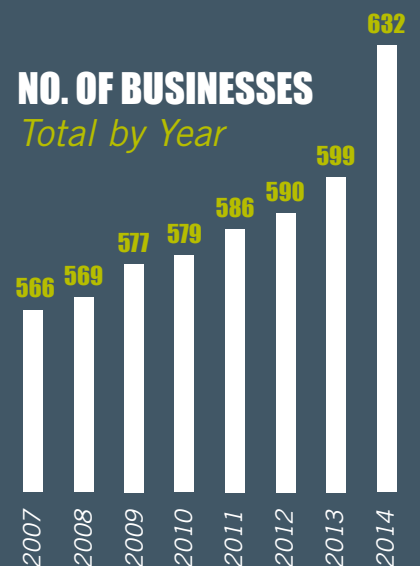
BUSINESSES BY CATEGORY

Businesses within DDD



NO. OF BUSINESSES

Total by Year



Real Estate DATA

RESIDENTIAL UNITS

* Figures from units within the DDD boundary alone

2014

**TOTAL
COMPLETE
UNITS**

1332

**TOTAL
UNITS IN
PIPELINE**

300

AFFORDABLE Based on Individual Family Income

MARKET RATE Avg. annual lease \$11.83 /SF
Avg. Sale \$167/SF

UPSCALE Avg. annual lease \$39/SF - Sale \$316/SF

MULTI-FAMILY

65%

SINGLE-FAMILY

35%

UNDERWAY

191

PLANNED

109

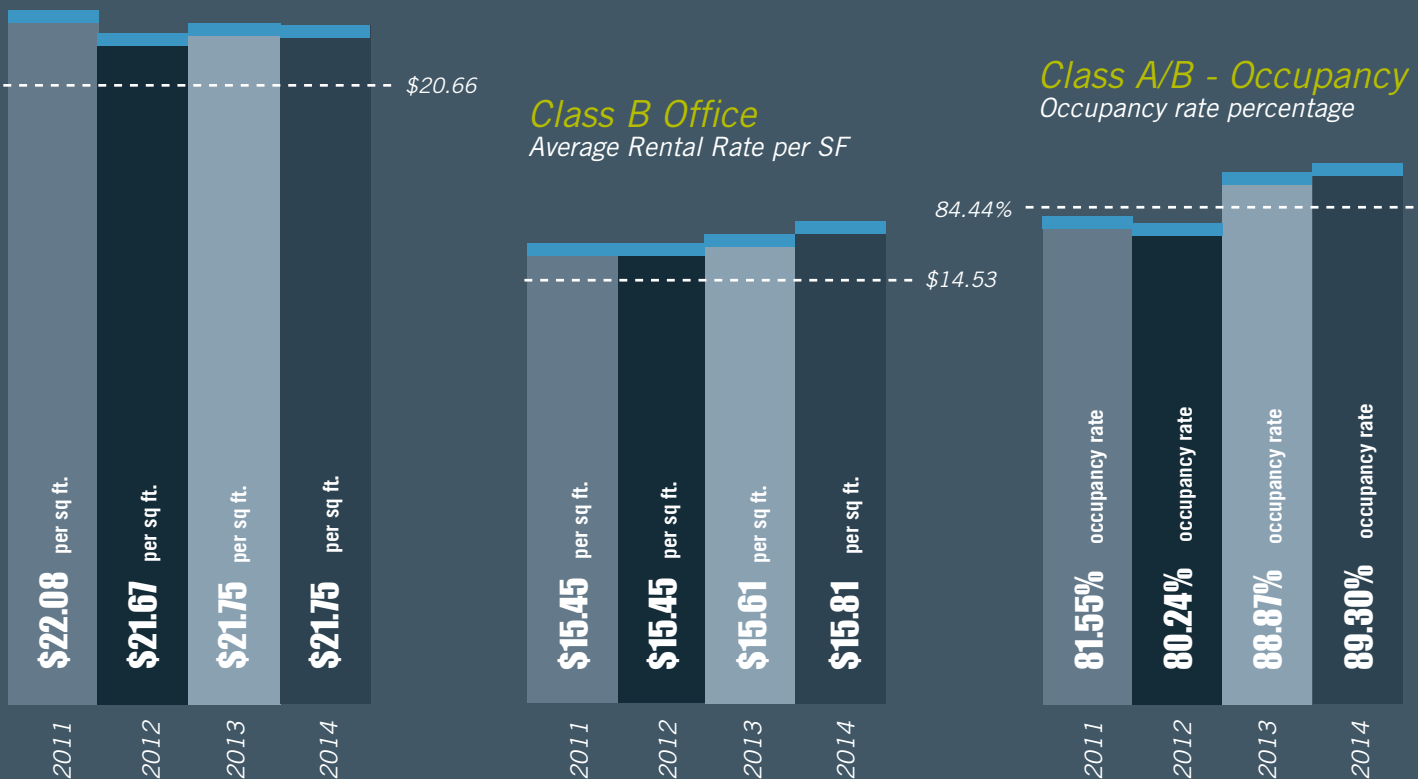
OFFICE SPACE LEASING TRENDS

----- Parish Four Year Average

2011 - 2014

Class A Office Average Rental Rate per SF

Source: Baton Rouge Trends 2014





Over **3 MILLION** tourist per year

ATTRACTIONS * Figures based on estimates obtained from each attraction

LASM - **169,865** annual visitors
USS Kidd - **70,144** annual visitors
LSU Museum of Art - **18,000** annual visitors
Manship Theatre - **35,549** annual visitors
Riverfront Landing Facility - **6,160** annual passengers
Old Governor's Mansion - **4,000** annual visitors
Old State Capitol - **60,000** annual visitors
State Capitol - **113,000** annual visitors
State Museum - **54,000** annual visitors
African American Museum - **3,000** annual visitors
Main Street Market - **571,000** annual visitors
Shaw Center for the Arts - **500,000** annual visitors

EVENT ATTENDANCE * List does not include all downtown events and are estimates

Baton Rouge River Center - **500,000** annual visitors, Over **500** Events
Live After Five Concert Series - **80,000 - 100,000** annual attendance (2 seasons)
Mardi Gras Parades - **280,000**
Baton Rouge 4th of July Fireworks Celebration - **75,000 - 100,000**
Louisiana Earth Day - **45,000** (Top 5 Nationwide)
Sunday in the Park Concert Series (2 Seasons)- **30,000**
Baton Rouge Blues Festival - **8,000**
Fest-For-All - **10,000**
Festival of Lights - **10,000**
Juneteenth Celebrations - **5,000**

ARTS & ENTERTAINMENT/FOOD SERVICES

Restaurants - **61**
Bars/Lounges - **21**
Art Galleries - **8**
Large Concert Venues - **5**



2,200 RESIDENTS Within the Downtown Development District

* Residential figures from 2010 census block data

Within a 2 minute drive of Downtown Density Demographic - **21,638**

Within a 10 minute drive of Downtown Density Demographics - **100,000**

DAILY VISIBILITY

Downtown Workforce - **23,000**

Daily visitors to Downtown for business or pleasure - **140,000**

EDUCATION

Schools within a 2 mile radius of Downtown - **25**

Schools within the Downtown Development District - **10**

- Close proximity to numerous early learning facilities, elementary schools, and high schools
- Centrally located between Southern University, Louisiana State University, and the Baton Rouge Community College Main Campus

GREENSPACES

North Boulevard Town Square

Repentance Park

Lafayette Park

AZ Young Park

Arsenal Park

BREC Convention Street Park

BREC Expressway Park

BREC 7th Street Community Park

Spanish Town Park

Capitol Park

Baton Rouge Mississippi Riverfront

ACCOMODATIONS

4 Hotels

808 Rooms

Downtown DEMOGRAPHICS

CENSUS TRACTS WITHIN THE DOWNTOWN AREA

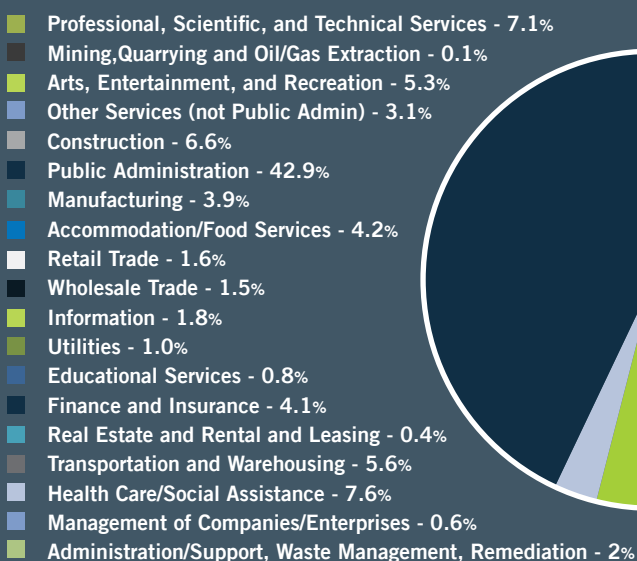
TOTAL RESIDENTIAL POPULATION: 15,598

TOTAL HOUSEHOLDS: 6,716

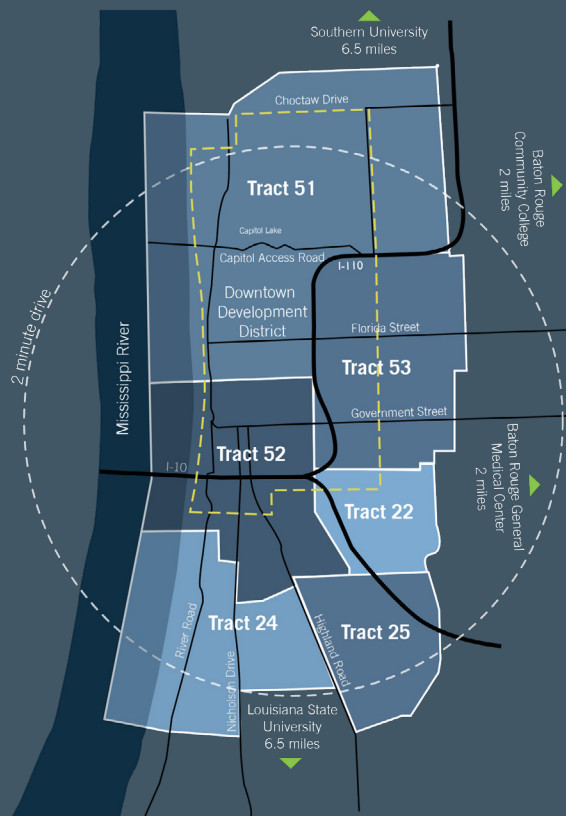
*Figures based the 2012 American Community Survey estimates for the 6 census tracts shown

CENSUS TRACT #	51	52	53	22	24	25	TOTAL
Total Population	2357	2407	2720	1179	2557	3169	14389
Median Age	31	28.9	33	26.7	24.4	30.1	29.5
% HS Educated	77.5	82.5	77.4	82	83	78	79.8
% Higher Degree	28.5	21.7	35.1	18.8	21.6	31.5	27.3
% Popl Labor Force	62	63.7	60.3	65.8	59.4	60.2	61.9
% Unemployment	4.6	13	11.1	0.5	6.9	9.4	7.58
Travel Time to Work (Minutes)	17.5	21.1	16.4	21	16.3	19.6	18.65
Walking to Work (Minutes)	6.6	3.4	5.9	3.6	17.2	9.5	7.7
Mean HH Income	\$42,109	\$40,193	\$43,768	\$28,529	\$21,532	\$41,598	\$36,288
% Poverty Rate	25.8	34.9	37	47.8	56.2	43.8	40.60%
Total Households	1364	782	1038	501	1069	1339	6093

OCCUPATIONS OF DOWNTOWN WORKFORCE



Source: www.Onthemap.ces.census.gov

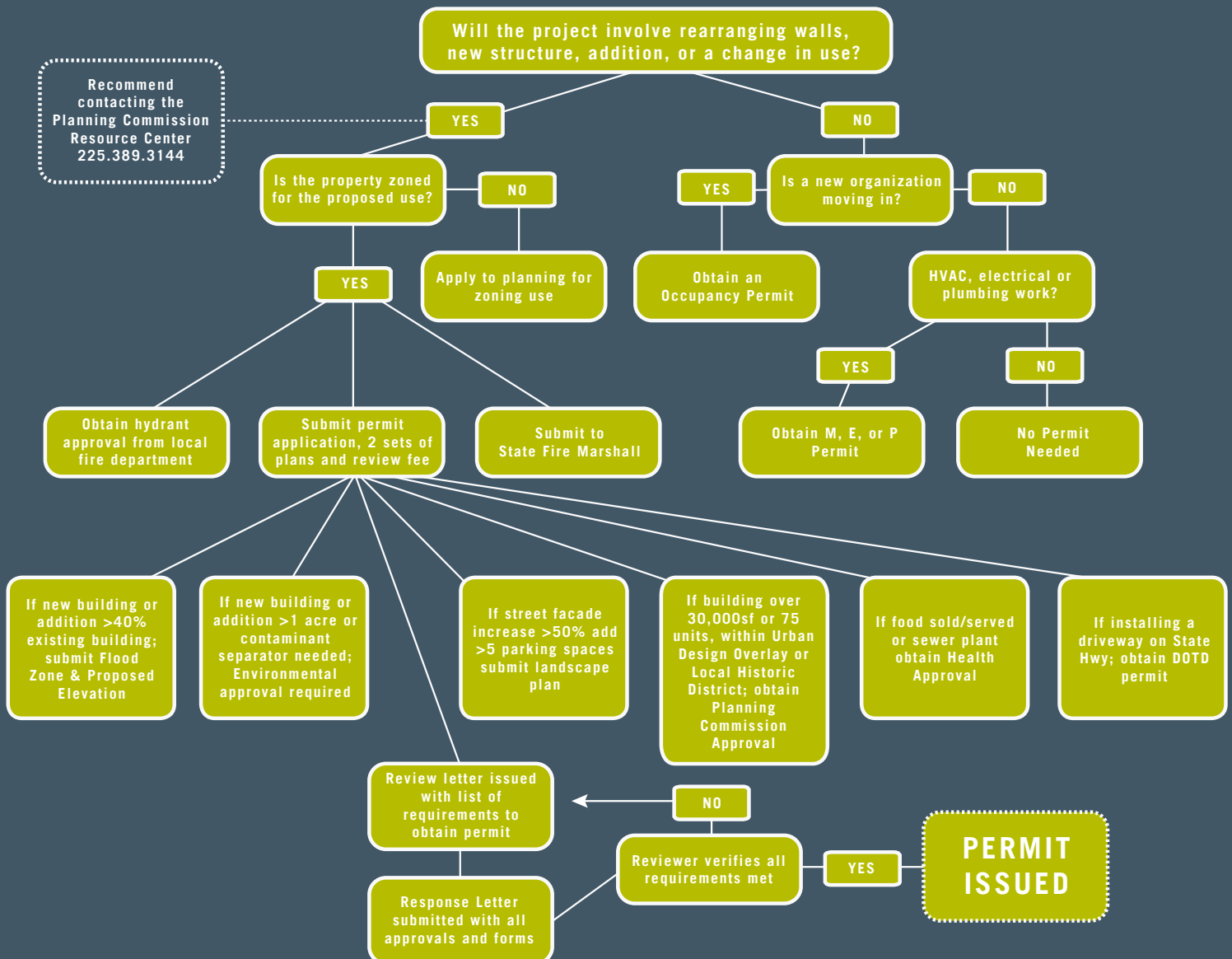


PROCESS TO OBTAIN A COMMERCIAL PERMIT

The flow chart below illustrates the process of obtaining a Commercial Building Permit through the DPW Permit and Inspection Division. This illustrated process does not cover all requirements for every development. We recommend visiting the EBR Planning Commission Resource Center as a starting point after reviewing the Site Plan Review section in this booklet. Exterior improvements such as signage are subject to the Downtown Arts and Entertainment District Guidelines found at downtownbatonrouge.org and at the EBR Planning Commission offices.

Department of Public Works - Permit and Inspection Division

300 North Tenth St. Baton Rouge, LA 70802





EBR Planning Commission Site Plan Review

Site Plan Review is administered by the City-Parish Planning Commission. Site Plan Review involves the examination of certain site and development plans to ensure that structures and uses within East Baton Rouge Parish are properly related to the proposed site and surrounding properties. We recommend visiting the EBR Planning Commission Resource Center as a starting point for development.

Site Plan Review can alleviate problems due to poor design and incompatible land uses. The process establishes a framework where residents, developers, governmental agencies and planning professionals can communicate and resolve issues concerning the proposed site and its surrounding properties. To ensure quality development, Site Plan Review requirements include specifications on structural height, electrical/sewerage utilities, drainage, yard dimensions, traffic circulation, servitude and the location and/or orientation of the building, air conditioning units, loading facilities, and pedestrian walkways in relation to adjacent properties.

EBR Parish Planning Commission

1100 Laurel Street, Suite 104 Baton Rouge, LA 70802
(225) 389-3144 - Office
<http://brgov.com/dept/planning/>

Review Thresholds

The Site Plan Review process now includes two separate “thresholds” for site plan approval. The thresholds are minimum size and development standards that determine if a project must go through Site Plan Review, and which process it must go through. The two thresholds are designed to speed up the application process for building permits on large-scale projects.

First Threshold

All projects equal to or in excess of the following thresholds must be submitted for Site Plan Review on a staff level:

- 1) Projects with 75 residential units, offices, shops, stores or other uses;
- 2) Buildings containing 30,000 square feet or more;
- 3) Additions to buildings of 30,000 square feet or greater in which the addition is 20 percent or more of the aggregate floor area. (If a building is 30,000 square feet, a Site Plan Review is necessary for an addition of 6,000 square feet or greater.)
- 4) Properties located in an Urban Design Overlay District (UDOD).

Second Threshold

The Public Hearing process shall be required when projects equal or exceed the following thresholds for Site Plan Review:

- 1) Projects of 100 residential units, offices, shops, stores or other uses;
- 2) Buildings containing 50,000 square feet or more;
- 3) Additions to buildings of 50,000 square feet or greater in which the addition is 20 percent or more of the aggregate floor area. (If a building is 50,000 square feet, the second threshold is met for an addition of 10,000 square feet or greater.)

Site Plans in Urban Design Overlay Districts (UDODs)

Any site plan, no matter the size, that falls within a UDOD boundary, must obtain Planning Commission staff/Commission approval. In addition to compliance with the Site Plan Checklist, UDOD Site Plans must comply with the corresponding development regulations in which the site plan falls. When conflicting information between the Site Plan Checklist and the UDOD requirements arises, the UDOD regulations will supersede any checklist or UDC regulations covered in the UDOD.

Historic Preservation, Overlay Districts and Downtown Master plans

Some properties within the DDD are listed on the National Historic Register and a demolition ordinance is in place. Spanish Town is also designated a local historic district and is subject to certain design guidelines. Please contact the Downtown Development District for more information. Downtown master plans and overlay districts that are adopted by the Metropolitan Council and serve as a guide for downtown development are also available at downtownbatonrouge.org. The Downtown Arts and Entertainment District is an overlay district and is subject to signage, outdoor seating and other aesthetic guidelines.

Public Notification and Input

In order to gain public input, Planning Commission staff notifies all property owners within 150 feet of Site Plans exceeding the second threshold. Public notification allows for the community to comment on project proposals and for the Planning Commission and its Staff to consider public input for revisions to site plans. This process of public input was chosen by the Site Plan Review Committee as an approach to resolving controversial community issues relative to land use. This process of public notification has had wide and successful use in other major cities.

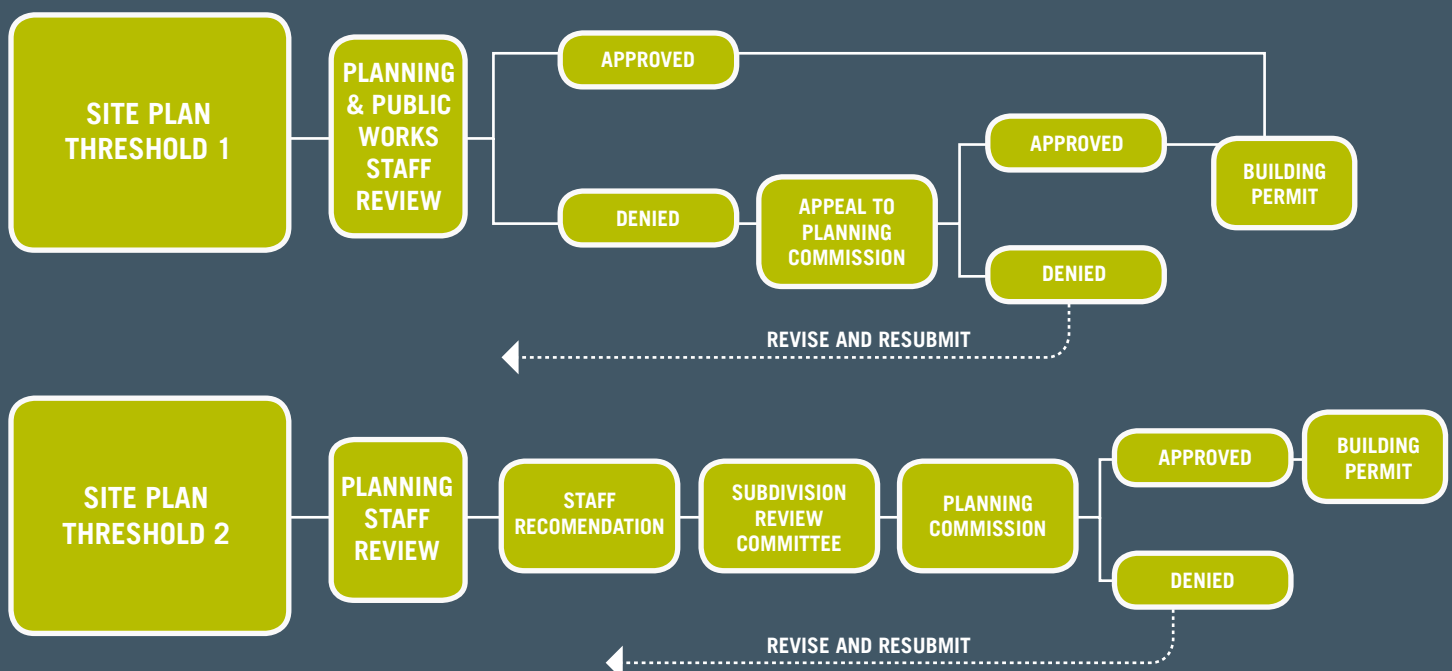
Site Plan Checklist

The Site Plan Checklist was developed by the Site Plan Review Committee with assistance from the Planning Commission Staff, and local engineers and developers who were invited to participate in development of the list. Subject to the Site Plan Checklist requirements are all projects which are equal to or in excess of any of the threshold requirements previously listed. Applicants will be required to provide the requested site plan information in order to assist the Planning Commission Staff in the determination of the project's validity. The Site Plan Checklist guides applicants through the Site Plan Review process by listing all information required on or with site plans. Among required checklist items are a vicinity map, a planning summary, a legal description, drainage impact studies, a stormwater management plan, sewage treatment, existing site features, adjoining property information, proposed plan, circulation/parking, streets, elevations and landscape plan. Guidelines developed by the City-Parish Department of Public Works require a "Limited" or "Comprehensive" Traffic Impact Statement and/or fee, based on the type of development proposed.

Zoning

Zoning, as an ordinance, is the providence of the local governing authority. Metropolitan Council actions reflect recommendations of the Planning Commission and the Office of the Planning Commission. The Unified Development Code describes permitted uses by zoning district. The Office of the Planning Commission maintains maps of the City and Parish as part of the electronic Geographic Information System (GIS), indicating the current official zoning on each parcel of land. These maps are available to the public on the World Wide Web at the Planning Commission Parcel Finder Website, located online at <http://gis.brgov.com/maps/>. Rezoning request should be directly communicated and officially applied for through the City-Parish Planning Commission.

Site Plan Review Process





Downtown CONTACTS

Area Contacts and Information

Downtown Development District

389-5520
www.downtownbatonrouge.org

East Baton Rouge City-Parish: General Information

389-3000
<http://brgov.com/>

Department of Public Works: Requesting Service/Information

Dial 3-1-1 or 389-3090
<http://brgov.com/dept/dpw/311/>

Department of Public Works: Traffic & Engineering

(Road Closures)
<http://brgov.com/dept/dpw/traffic/>

Department of Public Works: Permit & Inspection

389-3205
<http://brgov.com/dept/dpw/inspections/>

Police Department

389-2000
<http://brgov.com/dept/brpd/>

Planning Commission & Historic Preservation

389-3144
<http://brgov.com/dept/planning/>

Assessor's Office

389-3920
<http://ebrpa.org/>

Office of Neighborhood Services

389-3039 Ext 106
<http://brgov.com/dept/neighbors/>

Entergy

Report an Emergency: 1-800-968-8243
Report an Outage or Get Status: Text OUT to 368374
Download the Entergy App at:
<http://entergy.com/>

Baton Rouge Water

925-2011
<http://www.batonrougewater.com/>

Recreation and Park Commission (BREC)

272-9200
<http://www.brec.org/>

Recycling Office

389-5194
<http://brgov.com/DEPT/recycle/>

One Stop Homeless Service Center

153 North 17th Street
388-5800

East Baton Rouge Parish School System

922-5400
www.ebrschools.org

Library Information Service

231-3750 (Main Library)
<http://www.ebrpl.com/>

Baton Rouge Film Commission

382-3563
<http://www.filmbatonrouge.com/>

Downtown Cultural District and Impact Fee Waivers

Downtown Development District (DDD)
389-5520
www.downtownbatonrouge.org

Baton Rouge Economic and Business Development

Baton Rouge Area Chamber
381-7125
<http://www.brac.org/>

Baton Rouge Projects, Initiatives, and Research

Baton Rouge Area Foundation
387-6153
<http://www.braf.org/>

City-Parish Business, Housing, and Economic Development Tax Credits and Incentives

East Baton Rouge Redevelopment Authority
387-5606
<http://ebrra.org/main/>

City-Parish Housing and Community Development Programs

East Baton Rouge City-Parish Office of Community Development (OCD)
389-3039
<http://brgov.com/dept/ocd/>

State Housing, Disaster Recovery, and Community Development Programs

Louisiana Office of Community Development (OCD)
342-7412
<http://www.doa.louisiana.gov/cdbg/cdbg.htm>

State Housing Programs

Louisiana Housing Corporation (LHC)
736-8700
<http://www.lhfa.state.la.us/>

State/Federal Historic Rehabilitation Tax Credits and Tax Abatement

Office of Cultural Development Division of Historic Preservation (LA-CRT)
342-8160
<http://www.crt.state.la.us/hp/>

State Business Expansion, Relocation, Start-Up Tax Credit & Incentive Programs

Louisiana Economic Development (LED)
<http://www.louisianaeconomicdevelopment.com/index/incentives>

Capital Area Transit System (CATS)

389-8920
<http://www.brcats.com/>

Baton Rouge Metropolitan Airport

355-0333
<http://flybr.com/>



Economic INCENTIVES

FEDERAL HISTORIC REHABILITATION TAX CREDIT

The program provides a 20% tax credit for rehabilitation expenditures to a certified historic structure.

- The building must be depreciable property—rental or commercial.
- Restoration must be substantial—exceeding the adjusted basis of the property (purchase price less value of the land) or a minimum expenditure of \$5,000 (if the property has been depreciated.)
- Rehabilitation expenditures that qualify include items directly related to the repair of the structure (architectural fees, engineering fees, paint, wiring, plumbing, roof repair, etc.)
- Tax credit can be carried back one year and forward 20 years.
- If a building is not located within an historic district and was constructed prior to 1936, it may qualify for a 10% tax credit if restoration is substantial—exceeding the adjusted basis of the property (purchase price less the value of the land.)

For additional information on rules and regulations contact Alison Saunders at 225.342.8160.

STATE COMMERCIAL HISTORIC TAX CREDITS

For historic buildings and residences located in a DDD and classified as historically significant by Louisiana Division of Historical Preservation, the state offers a 25% tax credit based on eligible costs or rehabilitation. This includes labor, materials, and related expenses.

- Eligible property includes:
- Residential rental property or nonresidential depreciable property in a DDD
- Listed on the National Register of Historic Places
- Classified as historically significant by the state Department of Culture, Recreation and Tourism
- A credit Cap of five million dollars per taxpayer (or related entity) within any one DDD
- Credits may be carried forward for up to five years and may be sold
- A nominal application fee of \$250 is paid to the State Division of Historic Preservation

For additional information on rules and regulations contact Alison Saunders at 225.342.8160.

STATE HISTORIC REHABILITATION TAX CREDITS-RESIDENTIAL

- *For residences located in a DDD and classified as historically significant by Louisiana Division of Historical Preservation, the state offers a tax credit up to \$25,000 per structure based on eligible costs or rehabilitation.*
- Eligible property includes:
- Owner occupied residential or owner occupied mixed use structure
- Listed on the National Register of Historic Places Classified as historically significant by the state Department of Culture, Recreation and Tourism
- Rehabilitation costs must exceed \$20,000.
- Credits are calculated using a formula based on a percentage of adjusted gross income of the owner-occupant.

For additional information on rules and regulations contact Alison Saunders at 225.342.8160.



Economic INCENTIVES

DOWNTOWN CULTURAL DISTRICT

Exemptions of State and local sales tax on the sale of original, one-of-a-kind pieces of artwork.

- The local sales tax exemption applies to businesses with an established location within the Cultural Product District.
- This does not apply to businesses with no fixed locations within the district, such as businesses that would sell at festivals, fairs or other events held in the district.
- “Works of art” shall mean visual arts and crafts including but not limited to paintings, photographs, sculpture, pottery, and traditional or fine crafts. (The Department of Culture, Recreation and Tourism may determine whether or not an item meets this definition as well as whether the item is “original, one-of-a-kind”)
- The seller must complete a sales tax exemption form (R-1384)

For additional information contact the Downtown Development District at 225.389.5520

5 YEAR PROPERTY TAX ABATEMENT ON IMPROVEMENTS TO STRUCTURES

- When renovation has not yet begun, five-year property tax abatement to improvements to structures is available, with a five-year option for renewal.
- Existing structures in downtown, historic, or economic development district are eligible. Spanish Town and Beauregard Town are included
- Approval must be obtained from the State Board of Commerce and Industry and the East Baton Rouge Metropolitan Council

For additional information on rules and regulations contact Becky Lambert at 225.342.6070. Email: Becky.Lambert@la.gov

ECONOMIC DEVELOPMENT ZONE STATUS

To be eligible for the program, prior notification to the Department of Economic Development is required. An applicant must file an advance notification, with the required \$100 processing fee, on the prescribed form prior to starting construction purchasing or installing equipment. In December of 1995, the DDD received designation as an Economic Development Zone (EDZ). The benefits of an Economic Development Zone are as follows:

A \$2,500 tax credit for each certified new job. A minimum of five new certified jobs (filled with Louisiana residents) must be created by the project within two years from the effective date of the contract. If a certified employee has been receiving payments under the Aid to Families with Dependent Children Program, an additional \$2,500 tax credit may be generated if certain criteria are met.

The tax credits can be used to satisfy state income tax and state franchise tax obligations. The tax credits may be used in the year that they are generated or rolled over for up to 10 years if a business does not have enough Louisiana state tax liability to use all the credits generated in any one year. A rebate of state sales tax on material used to construct or expand a business as well as machinery and equipment used exclusively on the site is also available.

For additional information on rules and regulations contact Jared Smith, Baton Rouge Area Chamber 225.381.7136 Email: jsmith@brac.org

DIGITAL MEDIA & SOFTWARE INCENTIVE

The Digital Media and Software Incentive provides a tax credit of 25% of qualified production expenditures for state-certified digital interactive productions in Louisiana and 35% tax credit for payroll expenditures for Louisiana residents. This Incentive is available to businesses in the digital media and software industry that develop products including video games, simulation/training software and social media applications.

Benefits include:

- 25% tax credit for digital interactive media expenditures made in Louisiana
- A 35% tax credit on payroll expenditures for Louisiana residents
- No annual cap on tax credits
- The tax credit can be sold or applies against Louisiana tax liability

For additional information on rules and regulations contact Jared Smith, Baton Rouge Area Chamber 225.381.7136 Email: jsmith@brac.org



Economic INCENTIVES

NEW MARKET TAX CREDITS (NMTC)

The New Markets Tax Credit (NMTC) program provides investors with federal tax credits for making investments in a wide range of redevelopment projects located in low-income communities.

For additional information contact the Downtown Development District at 225.389.5520

TAX INCREMENT FINANCING (TIF)

TIF is a method to use future gains in taxes to finance current improvements, ultimately increasing the value of surrounding real estate, and new investment. Tax Increment Financing has been used as a subsidy for redevelopment on several Downtown projects. The application of Tax Increment Financing for Downtown development is very project specific.

For additional information contact the Downtown Development District at 225.389.5520

DEVELOPMENT IMPACT FEE WAIVERS

Traffic and sewer impact fees can be waived for eligible downtown development projects. Some restrictions apply.

For additional information contact the Downtown Development District at 225.389.5520

STATE BUSINESS INCENTIVES - BUSINESSES OF ALL SIZES

Enterprise Zone
Quality Jobs
Industrial Tax Exemption
Research & Development Tax Credit
Sound Recording Investor Tax Credit
Digital Interactive Tax Credit
Motion Picture Industry Development Tax Credit
Live Performance Tax Credit
Workforce Development and Training Program
Workforce development: provides pre-employment and on-the-job training.
Economic Development Award Program
Technology Commercialization Credit and Jobs Program

For additional information contact Louisiana Economic Development 225.342.3000

STATE SMALL BUSINESS INCENTIVES

Small Business Loan Program
Micro Loan Program
Contract Loan Program
Bonding Assistance Program
Angel Investor Tax Credits
Mentor-Protégé Tax Credit

For additional information contact Louisiana Economic Development 225.342.3000



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