

Choctaw Corridor Community Improvement Plan Appendix

Prepared by:
Phillips-Davis Legacy & BROWN+DANOS landdesign, inc.
February, 2011

CIP APPENDIX | Outreach

The following information illustrates outreach methodologies utilized throughout the CIP process as well as the results.

Documents included are the Choctaw Corridor Outreach Strategy, the Choctaw Corridor Stakeholder Interview Summary, the Choctaw Corridor Visioning Workshop Report, and the Choctaw Corridor Alternatives and Implementation Workshop Report. These documents were completed in the spring and summer of 2010.

East Baton Rouge Redevelopment Authority
Community Improvement Plans (CIPs)

Outreach Strategy

Choctaw Corridor

The logo features a large green number '5' with a white outline, positioned to the left of the text 'COMMUNITY IMPROVEMENT PLANS' in a bold, blue, sans-serif font.

(5 CIPs)

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1. Outreach Strategy

Choctaw Corridor

1.1. Media and Public Relations

Press Releases and Public Service Announcements (PSAs)

Press Releases and Public Service Announcements (PSAs) will be released to News, TV and Radio before and leading up to the Choctaw Corridor Visioning and Alternatives and Implementation Workshops. Press Releases and PSAs will be released initially upon confirmation of workshop venues and 1-2 days preceding each workshop, and will be approved by RDA staff before submission. Recommendations for earned media include WAFB TV, WBRZ TV, Fox 44, WVLA TV, The Advocate, The Weekly Press, and all local radio stations, including those broadcast by Citadel, Guarantee, and Clear Channel Communications, with an emphasis on stations with strong listenerships in the urban communities.

Live Radio Interviews

Live radio interviews will be sought during the promotional period with key inner-city programs.

Newsprint Advertisements

Paid advertisements in The Weekly Press will run 1-week prior to community workshops. The advertisement will be ¼-page and in color.

Website

Design of a website for Northdale has begun and research regarding setup is being completed.

E-blast Announcements Dates

E-blasts are an effective way of reaching individuals directly and instantaneously. E-blasts also serve as an effective viral means of communication, as we request recipients to share the information with their respective distribution lists. E-blasts will be drafted by the project team, but will be sent via the RDA's email with the RDA logo attached.

E-blasts will be sent to all contacts on the following dates. All e-blasts will contain a different content message, but will include information on upcoming workshops.

April 22, 2010	Recap of March Workshop Success
May 05, 2010	Informational e-blasts about RDA & Upcoming Workshops
May 14, 2010	Workshop Reminder
May 19, 2010	Workshop Reminder

1.2. Direct Canvassing

Yard Signs

Yard signs are an effective way to create buzz within an area over an upcoming event or project. Yard signs will be placed within the Choctaw Corridor Improvement Plan boundaries to generate interest and let the viewers know how they can learn more details.

A general yard sign bearing the RDA logo and reading: **“Learn about your Community’s Improvement Plan,”** followed by the website and a toll-free number, will be used for all CIP areas and will stay in place for the length of the project. Yard signs will be placed with permission, with the help of community stakeholders.

Of the remaining 50 yard signs, 5 are slated for the Choctaw Corridor. Councilwoman Marcelle is in receipt of 3 yard signs, Lindsey’s Diner has requested 1, and the remaining will be distributed to a business willing to display it in their yard.

Toll-Free Number

Not all residents have access to the internet. A toll-free number will be set up specifically for this project, offering details on upcoming workshops through a pre-recorded message. This message will be changed and updated as the project progresses. The toll-free number will not have a voice messaging system; therefore callers will not be able to leave a message. This number will be displayed on project yard signs and in other promotional materials.

Roadside Banners

While yard signs build an awareness of the project, larger roadside banners will be erected at high traffic intersections 2 weeks prior to CIP workshops, displaying specific workshop dates. These banners will not remain erect throughout the duration of the project, but will only be displayed before each workshop to draw particular attention to the workshop dates.

It is recommended that 6-8 banners be made, with the ability to change workshop dates and details for each workshop. The same 6-8 banners will be used and reused for all CIP areas. Banners will be printed with a permanent logo and catch-phrase, with interchangeable workshop titles, locations, and dates. Therefore, there will be a one-time cost to create the banners, and a lower follow-up cost to update the information for each workshop.

Roadside banners will be erected at the following locations the week of April 26, 2010:

Choctaw Corridor: 2 banners on Choctaw Drive and 1 at Istrouma High School

These banners will not remain erect throughout the duration of the project, but will only be displayed before each workshop to draw particular attention to the workshop dates.

Direct Canvassing Schedule & Costs

Yard signs	<ul style="list-style-type: none"> 4-5 weeks prior to initial workshops, and for length of project 	\$470.00 - \$634.00, for 60 double-sided, 1-color or 2-color chloroplast yard signs (18"x 24")
Toll Free Number	<ul style="list-style-type: none"> For use on yard signs and press releases/PSAs 	\$3.00 to purchase toll-free number
Roadside Banners	<ul style="list-style-type: none"> Erect 2 weeks prior to workshops 	\$84.00 per banner, \$30-\$35 to update information on each banner

1.3. Indirect Canvassing

School Backpacks:

Through coordination with the school board, fliers promoting the community workshops can be placed in student backpacks at the following school the week of May 3, 2010:

Istrouma High School 3730 Winbourne Avenue (CC)
 Dalton Elementary School 3605 Ontario Street (CC)

Church Bulletins and Announcements

Church bulletin write-ups and pulpit announcements will be requested at churches in and around the CIP areas during the week of April 26, 2010. Flyers will also be made available to the following churches:

Greater New Guide Baptist Church		Fairfield Road (CC)
St. Anthony of Padua	2305	Choctaw Drive (CC)
Faith, Hope and Love Worship Center	4055	Choctaw Drive (CC)
Bethel Istrouma AME Church	3809	Winnebago Street (CC)

Community Organizations and Homeowners Associations

Outreach to the following community organizations and homeowner associations will be made via telephone, email or letter, pending RDA approval.

Highland Gardens Association	Ms. Pattie Mason
Homeowners of Fairfield	Ms. Marion DeNova
Making a Positive Impact Together	Mrs. Shawn Collins
Gus Young Non-Violence	Mr. Jerry Johnson

1.4. Outreach Schedule – Visioning Workshops

Choctaw Corridor Workshop – May 18, 2010	
5 Weeks prior	<ul style="list-style-type: none"> • Conduct Stakeholder Interviews • Distribute yard signs
4 Weeks prior	<ul style="list-style-type: none"> • Send out E-blast 1 • Outreach to community organizations and churches
3 Weeks prior	<ul style="list-style-type: none"> • Erect road-side banners with 1-800 number in CIP area
2 Weeks prior	<ul style="list-style-type: none"> • Send out E-blast 2 • Press release to The Weekly Press • Contact churches for inclusion in announcements
1 Week prior	<ul style="list-style-type: none"> • Provide fliers to schools for distribution in backpacks • Press release / PSA 1– pitch stories as needed • Send out E-blast 3 (reminder e-blast) • Paid media in The Weekly Press
Week of Workshops	<ul style="list-style-type: none"> • Send Press Release / PSA 2 (reminder) • Send out E-blast 4 (reminder e-blast) • Conduct workshops

2. Stakeholder Interviews

Choctaw Corridor

Stakeholder interviews for the Choctaw Corridor Community Improvement Area (CIP) will be held the week of April 5th. Due to the large amount of stakeholders who are business owners and the lack of public libraries in the area, interviews will be held at a location convenient for the stakeholder, or at the Franklin Industries office at 1201 Main Street.

2.1. Interviewees

Choctaw Corridor

Denise Marcelle	EBR City Council District 7	Public Official
Tara Wicker	EBR City Council District 10	Public Official
Michael Jackson	Louisiana Representative District 61	Public Official
Rev. Roslyn Satchel Augustine	Bethel Istrouma AME	Ministerial
	Baton Rouge Area Chamber (BRAC)	Business
	Louisiana DOTD	Transportation
Lindsey Lockett	Lindsey's Diner	Business
Robert Dellafiora	Cayard's Inc. Kitchen Supply	Business
	Choctaw Village Shopping Center	Business
Larry Case	Ero Inc.	Business
Rodney Bonvillian	Capitol Ultrasonics	Business
Joseph Whittington	Affordable Automotive Repair	Business

2.2. Interview Format

The Choctaw Corridor CIP project area is largely made up of commercial properties. Due to work schedules and business owners possibly residing in the area, it is possible that some businesses of the Choctaw Corridor area will not attend an evening community workshop.

For this reason, we recommend that stakeholders who are business-related do an abbreviated version of the mapping exercise that will be made available to the workshop attendees. They will also be asked what they believe could improve their business. Stakeholders that are not businesses will be asked the same questions as above. All stakeholders will be invited to participate in the workshops.

Exhibits for stakeholder interviews will include CIP maps and the project schedule.

2.3. Interim Outreach

All CIPs

Per request of the Redevelopment Authority, the consultant team proposes the following to maintain a presence in between workshop dates.

News coverage

An article recapping workshop success, including information on the community's input, will be provided to The Weekly Press for print after Visioning Workshop and prior to the Alternatives and Implementation Workshop. These articles can be associated as a series with the title Community Improvement Plan Update: Scotlandville Gateway (for example).

The Weekly Press printed a Scotlandville update in their April 8th issue, and will print a Zion City & Glen Oaks update in their April 29th issue.

These articles will also be provided to The Advocate.

E-blasts

Three e-blast notices will be sent in between the Visioning and Alternatives workshops:

1. Post-workshop thank you

A "thank you" highlighting major salient points of information gleaned from the first meetings, including a "Did you know?" section at the bottom highlighting a base RDA initiative.

2. Save the date for next round of meetings

Promoting meeting dates for upcoming workshops, including another "Did you know?" section about RDA programs.

3. Reminder about upcoming meetings

Asking folks to help get the word out, including sample flyers for distribution

2.4. Outreach Schedule – Alternatives and Implementation Workshops

Choctaw Corridor Workshop – August 7, 2010	
3 Weeks prior	<ul style="list-style-type: none"> • Send out E-blast 1 • Outreach to community organizations for indirect canvassing opportunities
2 Weeks prior	<ul style="list-style-type: none"> • Erect Road-side Banners in CIP area • Press release to weekly papers • Contact churches for inclusion in announcements/bulletins for next 2 weeks
1 Week prior	<ul style="list-style-type: none"> • Press release/PSA 1 – pitch stories as needed • Fliers in school backpacks • Contact churches for inclusion in announcements • Conduct Direct Canvassing
Week of Workshops	<ul style="list-style-type: none"> • Send Press Release/ PSA 2a (Choctaw Corridor reminder) • Send out E-blast 2a (Choctaw Corridor reminder) • Paid media in The Weekly Press • Conduct Choctaw Corridor workshop

East Baton Rouge Redevelopment Authority
5 Community Improvement Plans (CIPs)

Stakeholder Interview Summary Choctaw Corridor

May 14, 2010

Prepared by:
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“The residents in this community are stuck in the mindset that their community cannot amount to anything greater than what it already is. They feel like the area has always looked like this, so they have no desire to change it. They need motivation.”

-Excerpt from Choctaw Corridor stakeholder interview

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Overview

As part of the Choctaw Corridor Improvement Plan underway by the East Baton Rouge Redevelopment Authority and its consultant Team, Franklin Industries (Franklin), as sub-consultant to Phillips-Davis Legacy & Brown + Danos, conducted 11 stakeholder interviews throughout the months of April and May, 2010.

Franklin interviewed individuals and representatives from both public and private entities, including City-Parish government and business. Stakeholder interviews were conducted as open-ended discussions, allowing the stakeholder to speak freely about the project and the positive or negative implications it may have on themselves or their organization; however, a uniform briefing and list of questions were followed to ensure needed information was captured (see Appendix B). Each interview lasted approximately 45 minutes, with some running longer and some shorter.

Each stakeholder was briefed on the status on the Redevelopment Authority, its mission, and current endeavor to develop improvement plans for 5 underserved areas in north Baton Rouge. Each stakeholder was also presented a map of the project area and a project schedule (see Appendix C).

All stakeholder interviews were conducted by Perry Franklin or Kyla Hall of Franklin Industries with representatives from the RDA present as observers. This report summarizes the results of the Choctaw Corridor stakeholder interviews. The participants chosen in the stakeholder interview process were selected through a joint effort of the Redevelopment Authority and Franklin.

1. Community Values

Stakeholders were asked what the most valuable assets are along the Choctaw Corridor and surrounding areas. Below is a summary of their responses:

- **Businesses.** At least 3 stakeholders commented that the CVS, Family Dollar, and the Auto Store were assets to the Choctaw area. They believed that the presence of these types of businesses increases the potential of more businesses locating in the area.
- **Low traffic, convenient access to downtown.** It was stated that the Choctaw Corridor is easily accessible, coming from any direction, and that the Interstate provides easy access to and from downtown. The low traffic along the Corridor makes for easy navigation.
- **Istrouma Senior High School/St. Theresa.** The school and elderly living center are considered to be assets to the Choctaw area. Istrouma is the only high school in the area, and the St. Theresa Center is the sole elderly community living area. One stakeholder is hopeful that CATS will assign a bus stop near the area.
- **Industrial corridor.** Two stakeholders expressed that the Choctaw Corridor is ideal for warehouse/manufacturing businesses and industrial growth. The concept of an Industriplex similar to that near Siegen Lane in Baton Rouge would work in the Choctaw Corridor.
- **Fire station.** Some stakeholders envision the soon-to-be-built fire station on the corner of Choctaw Drive and Acadian Thruway to be a catalyst for safety and security in the area, 24 hours a day.
- **Low criminal activity.** One stakeholder felt unaffected by criminal activity along the corridor, except for one break-in that was resolved the very same day.
- **The people.** There are hardworking people who bought their homes in the area, and there is a sense of community.
- **The railroad.** One stakeholder commented that the railroad track that runs alongside Choctaw is an advantage for businesses involved with heavy duty freight.
- **Piggly Wiggly.** Not only is the store the closest grocery option for residents near the Corridor, but it is also used for the residents to pay bills. A notary is available there as well.

2. Landmarks

The following were mentioned as landmarks in the Choctaw Corridor area:

- Istrouma High School

3. Areas of Concern

Stakeholders were asked what most troubled them about the Choctaw Corridor. Below is a summary of their responses.

- **Blight and empty buildings.** Several stakeholders referenced the blight and empty/abandoned buildings as the most troublesome aspect of the Choctaw Corridor. They stated the closed, empty, and dilapidated businesses need to be restored to functional use. They attribute low property values to outdated housing and blight, and feel there is a lack of maintenance in the area in relation to private property upkeep, public easements, and building clean-up. They would like to see these buildings remodeled and restored to use as cafés, community/arts facilities, or new business developments. Cleaning up the abandoned buildings and occupying blighted property would stimulate economic growth for the area. One stakeholder stated that the residents lack motivation to upkeep the area, because the area has looked the same way for decades. If the area could be cleaned up and restored to functionality, it would allow the residents of the area to have a more positive outlook on their community.
- **Vo-tech school.** One stakeholder's opinion was that the Vo-tech school does not work with the small businesses in the area, and had a major concern that the school should be more responsive to area residents and area merchants.
- Below are other concerns that were mentioned throughout the stakeholder interviews:
 - The image of Choctaw Drive being associated with crime
 - Residents who are “stuck in the mindset” that the area will always be the same
 - The train runs at odd times daily, runs slow, and disrupts flow of business, and traffic
 - Lack of fresh produce and healthy food options in the area
 - Infrastructure problems
 - Wiring and phone lines (old and few)
 - Drainage and sewage (minor issues)

4. Planning Considerations

Stakeholders were asked what planners should take into account when discussing improvements to the Choctaw Corridor. Below is a summary of their responses.

- **Provide for small business development.** Several stakeholders mentioned that the Corridor is ideal for small business/manufacturing/industrial emergences.
- **Utilize adjudicated and/or dilapidated properties.** There are several abandoned properties along the Corridor that could be used to build community centers or other small businesses.
- **Make the Choctaw Corridor more attractive.** People will care more about it as well as feel safer in the area if the area is cleaned up and maintained. One stakeholder suggested adding sidewalks to the train tracks side of the Corridor. Several stakeholders expressed the need for landscape plantings along the corridor, as well as possible bike paths or jogging paths along the train tracks side of the Corridor.

5. Long-term Vision

Stakeholders were asked what they would like to see when they think about the long-term future of Choctaw Corridor. Below is a summary of their responses.

- **A safer place to work and live.** A police presence would improve the morale of the community. Although there will be a 24-hour presence at the soon-to-be-built fire station at Choctaw and Acadian, a police substation in the area would serve as a catalyst for increased safety and security.
- **Sustainable businesses.** Having sustainable businesses that the community can support was noted as a future goal for the area. Several stakeholders commented that businesses were needed that would provide for jobs for the residents near the Corridor (i.e. manufacturing, grocery stores, pharmacies, dry goods, etc.). It was stated that an “Industriplex” style corridor would be ideal for Choctaw. Also, establishing businesses along the corridor would also support restaurant business along Choctaw, which would serve as a place for other workers along the corridor to commute to for lunch.
- **Drainage and infrastructure improvements.** Improving drainage and repairing potholes in the roads in the area would contribute to the maintenance and safety in the community.

6. Economic Development: Challenges and Aspirations

Stakeholders were asked about the challenges to economic development they see and experience along the Choctaw Corridor, as well as their aspirations for economic development. Below is a summary of their responses.

6.1. Challenges

- **Crime.** Stakeholders believe that the Choctaw Corridor and surrounding area is associated with crime, and business owners are reluctant to establish in the area.
- **Lack of vision.** Some stakeholders feel that since the Corridor is composed of mostly industrial businesses, some business owners are hesitant to establish any commercial businesses that would attract every day consumers to the area.

6.2. Aspirations

Stakeholders were asked if they had any aspirations for growth, and what tools/resources they would need to be more successful. Only one stakeholder expressed wishes of expansion. However all stakeholders felt that they need funds for repairs and upgrades to the visual aspects of their businesses.

One stakeholder envisioned a technical college system that would connect Istrouma High School and train area residents in certain trades. The concept of “dual enrollment” of adults and non-adults would be beneficial to area residents.

It was stated that in order for the area to become more prosperous and for area residents to gain an interest in the area, the solution is for more business owners along the Corridor to employ the area residents.

The following were mentioned by business owners along the corridor as reasons why they maintain their businesses in the area:

- **Sustainability.** Stakeholders’ businesses have been on Choctaw ranging from five years to over fifty years, and they feel their types of businesses fit well on the corridor.
- **Affordable real estate.** Stakeholders feel that their types of business allow them to thrive at the current locations, and that the area allows them to sustain the business at a cheaper rate.
- **Investment.** Regardless of some burglary incidents, one stakeholder is adamant about continuing to build his investment.

7. Safety Concerns

Stakeholders were asked about the safety concerns they have for the Choctaw Corridor area. Crime was an equally mentioned concern, and also tied to the reasons why some businesses have closed. Three business owners along the Corridor mentioned break-ins at their places of business within the past three years. It was mentioned that the crime in the district is the highest in the city, and there is a need for a police substation in the area (there is a misdemeanor office in the area, however they only deal with paperwork, they do not respond to emergencies or complaints). One stakeholder suggested the use of the old fire station building located at the corner of 38th Street and Gus Young as an ideal location for a police substation. Stakeholders reported a general disregard for people's lives and property, noting the elderly in the community fear for their lives just walking from their cars into their homes. One stakeholder attributed his lack of business to high crime rates being associated with his location. Another form of crime that was a cause for concern was murder.

8. Hopes for Choctaw Corridor CIP

Stakeholder expressed hopes of giving the Choctaw Corridor area a new vision and purpose to retain current businesses, and attract new ones. It is also a hope that the Vo-tech school becomes involved with this process in order to train and retain area residents for employment along the Corridor.

Appendix A: Stakeholders Interviewed

- Representative Michael Jackson, District 61 Public Official
- C. Denise Marcelle, EBR Council District 7 Community
- Gwen Hamilton Community
- Larry Case, Ero Inc. Business
- Lindsey Lockett, Lindsey's Diner Business
- Robert Dellafiora, Cayard's Business
- Rick Peterson Business
- Harold Williams Business
- Jay Augustine Education
- Roy Schmidt State
- Reverend Roslyn Augustine Ministerial/Community

Appendix B: Stakeholder Questions

Global questions (all interviewees)

1. Tell us about you or your organization/services/the geographic areas that you serve.
2. What do you value most about the Choctaw Corridor?
3. What are the things that most trouble you about the Choctaw Corridor?
4. What do you think should be taken into account by planners when discussing improvements to the Choctaw Corridor?
5. When you think about the long-term future of the Choctaw Corridor, what do you most want to see happen?
6. What is your vision for economic development on the Choctaw Corridor? Do you feel the area has a competitive advantage?
7. What are the challenges to economic development on the Choctaw Corridor? What kind of actions should the public and private sectors take to address these challenges?
8. What are the top two safety concerns you have for your area?
9. If you could do three things to improve the economic development/redevelopment climate on the Choctaw Corridor, what would they be?
10. What is your hope for this Community Improvement Plan effort? – most desired outcome? Biggest concern?
11. Are there any venues that come to your mind that would be accessible, welcoming and/or familiar to the community in which to hold the community meetings?

Organizational questions (Ministerial, Education, Community, Businesses)

12. What factors about the Choctaw Corridor make your efforts successful?
13. What are the primary challenges for your organization?
14. What are your highest priorities?
15. What are your aspirations for growth? What tools and resources do you need to be more successful?

Business questions (Businesses)

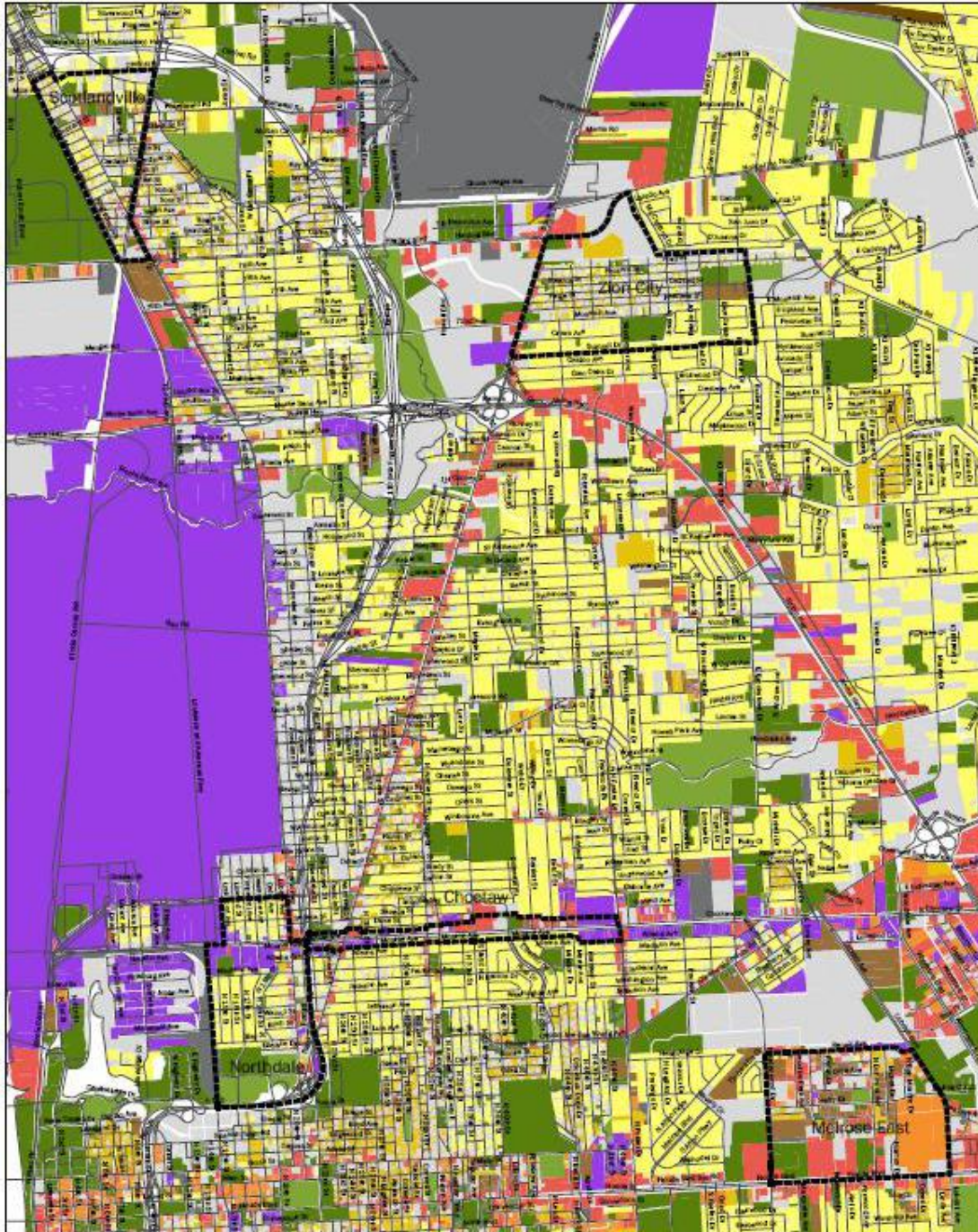
16. What are the challenges you face working along the Choctaw Corridor? (prompts: raising funds?)
17. Attracting and retaining quality staff? Competition among entities for scarce resources?, etc)

Development questions (Businesses, CDCs and some Ministerial)

18. Tell us about the development process here? Cost of development? Securing financing (equity and debt)? Permitting process and timeframes?
19. Have you participated in public-private partnerships? To what extent? If so, have these been beneficial for you? If not, are you open to participating in partnerships?
20. Do you work with local businesses in the community? With the chamber of commerce? Other organizations?

Appendix C: Map and Chart Exhibits

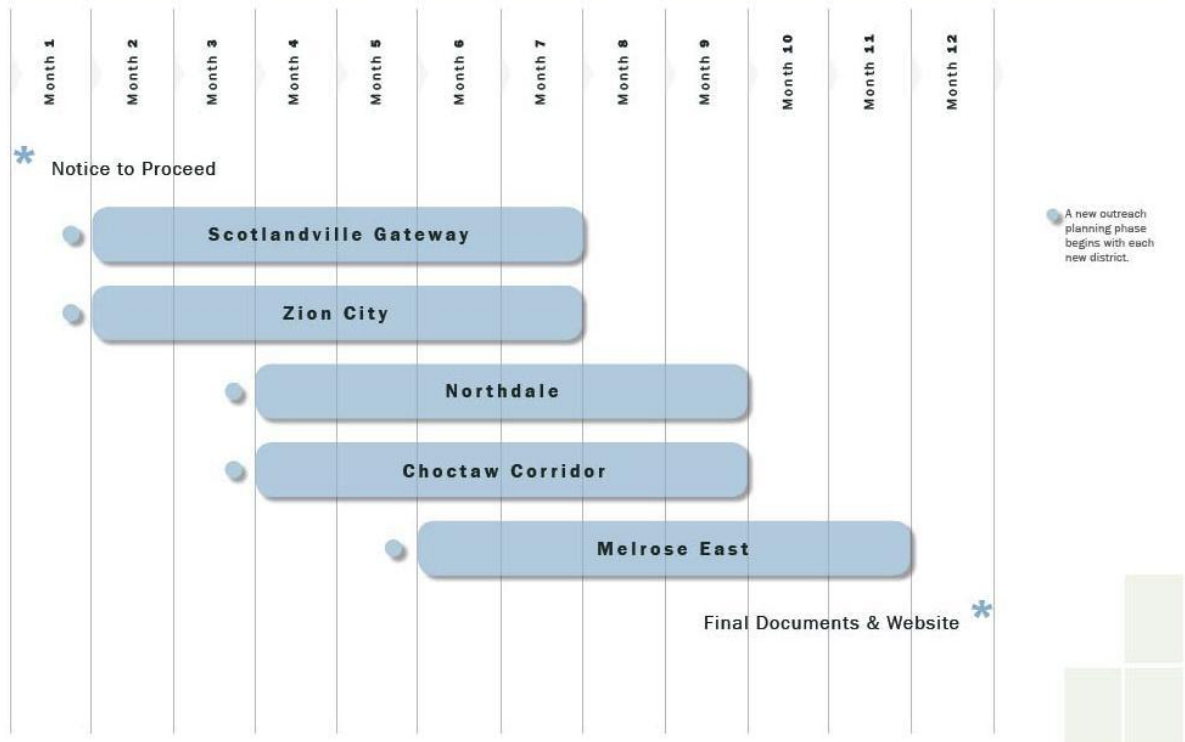
Existing Land Use



Choctaw Corridor Transit Routes



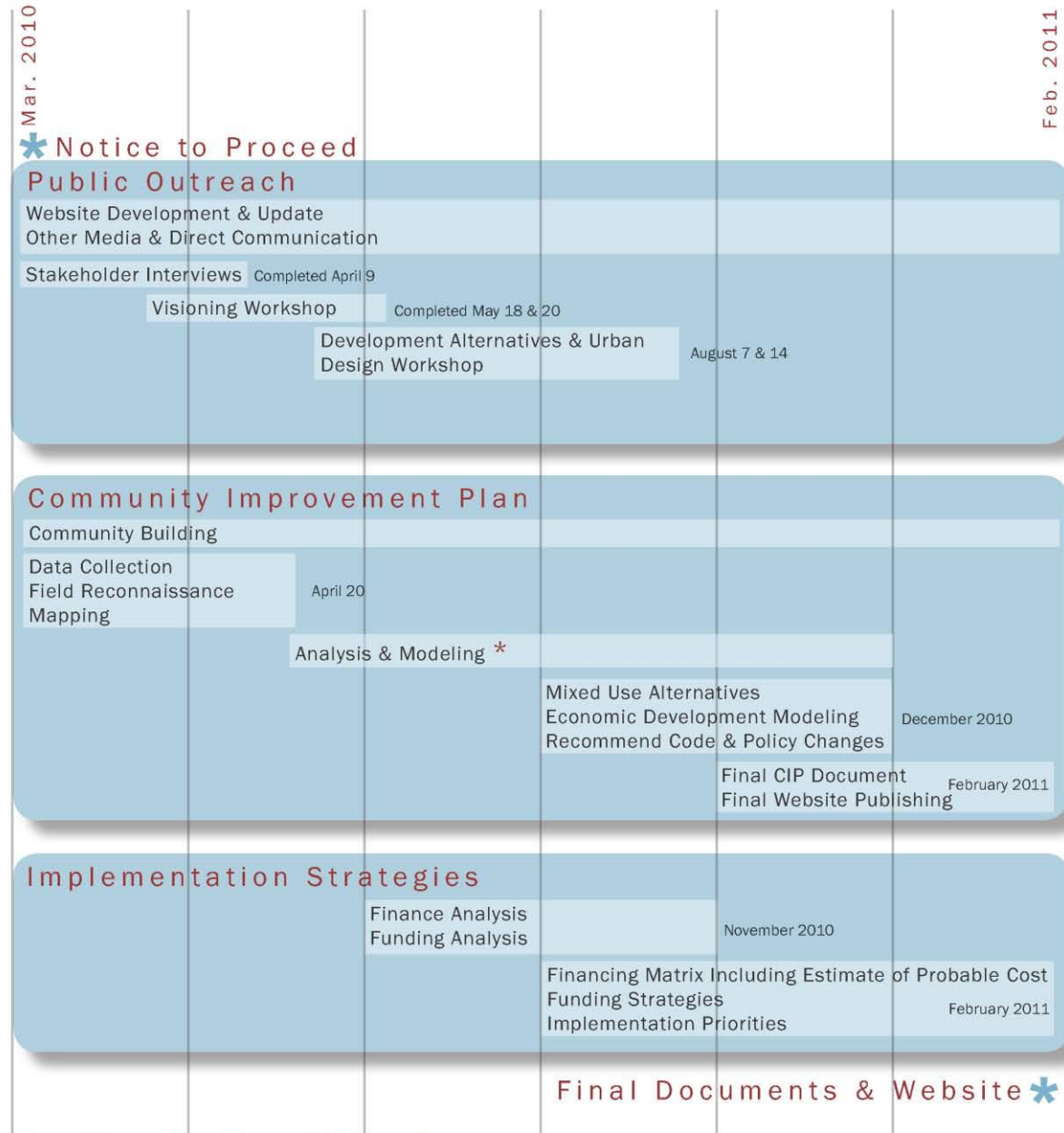
East Baton Rouge Redevelopment Authority



Proposed Timeline: Overall

Community Improvement Plan - 5 Districts within East Baton Rouge Parish

Choctaw Corridor & Northdale



Schedule Status

Community Improvement Plans - 5 Districts within East Baton Rouge Parish

Analysis & Modeling *

- | | | |
|----------------------------|--------------------------------------|---------------------------------------|
| 1. Context Analysis | 5. Uniform Development Code Analysis | 9. Safety & Crime Analysis |
| 2. Land Use Analysis | 6. Brownfields Analysis | 10. Green Space & Recreation Analysis |
| 3. Housing Design Modeling | 7. Transportation Analysis | 11. Market Analysis |
| 4. Economic Analysis | 8. Infrastructure Analysis | |



5 COMMUNITY
IMPROVEMENT PLANS

EAST BATON ROUGE
REDEVELOPMENT
AUTHORITY

Choctaw Corridor Visioning Workshop

Location: Istrouma High School

Time: May 18, 2010 5:30-8:00pm

Prepared by:
Phillips-Davis Legacy & BROWN+DANOS landdesign, inc.
May 28, 2010

■ ■ PHILLIPS-DAVIS LEGACY ■ ■
■ ■ BROWN + DANOS ■ ■ ■ ■
■ ■ a joint venture, inc. ■ ■ ■ ■

Introduction

Presenters:

RDA

Walter Monsour, President & CEO

BROWN+DANOS, Phillips-Davis Legacy

Karen Phillips, FASLA

Dana Nunez Brown, ASLA, AICP, LEED AP

Facilitators:

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Chris Africh, ASLA, Associate

Chris Hall, ASLA, Associate

Austin Evans, ASLA, Associate

Samantha Montoya, Intern

Franklin Industries

Perry Franklin

Kyla Hall

Rachel LeCompte

Trahan Architects

Erik Hermann

David Merlin

RDA

Susannah Bing

Vickie Smith

Mark Goodson

Harold Briscoe

The intent of the Visioning Workshop on May 18, 2010 was to gain public input to develop the Vision for the Choctaw Corridor Community Improvement Plan. First, an introduction regarding the East Baton Rouge Redevelopment Authority's mission and an outline of the 5 CIPs project was given by Walter Monsour and Karen Phillips, followed by a brief description of smart growth principles and an explanation of the first mapping exercise by Dana Brown. Following the presentation, groups discussed assets and challenges within the CIP boundaries and prioritized them to present to the room. A second brief training presentation describing the catalyst projects was given. Choctaw Corridor maps and a series of catalyst project program chips were then provided to the groups and they were invited to participate in a charrette to develop a Visioning Map. Participants worked in six groups, facilitated by consultant Team members, to graphically express ideas and opportunities for the revitalization of the Choctaw Corridor. The Phillips-Davis Legacy - BROWN+DANOS Team will develop the Choctaw Corridor Community Improvement Plan based on public charrette input from each group, technical analysis, collaboration with the RDA, and the Team's expertise and will bring alternative designs to the public in August.



COMMUNITY IMPROVEMENT PLANS

Help Create *Your* **Community's Improvement Plan (CIP)**

Choctaw Corridor Visioning Workshop
Tuesday, May 18, 2010 5:30 pm – 7:30 pm

Istrouma High School - 3730 Winbourne Avenue

Everyone is welcome!

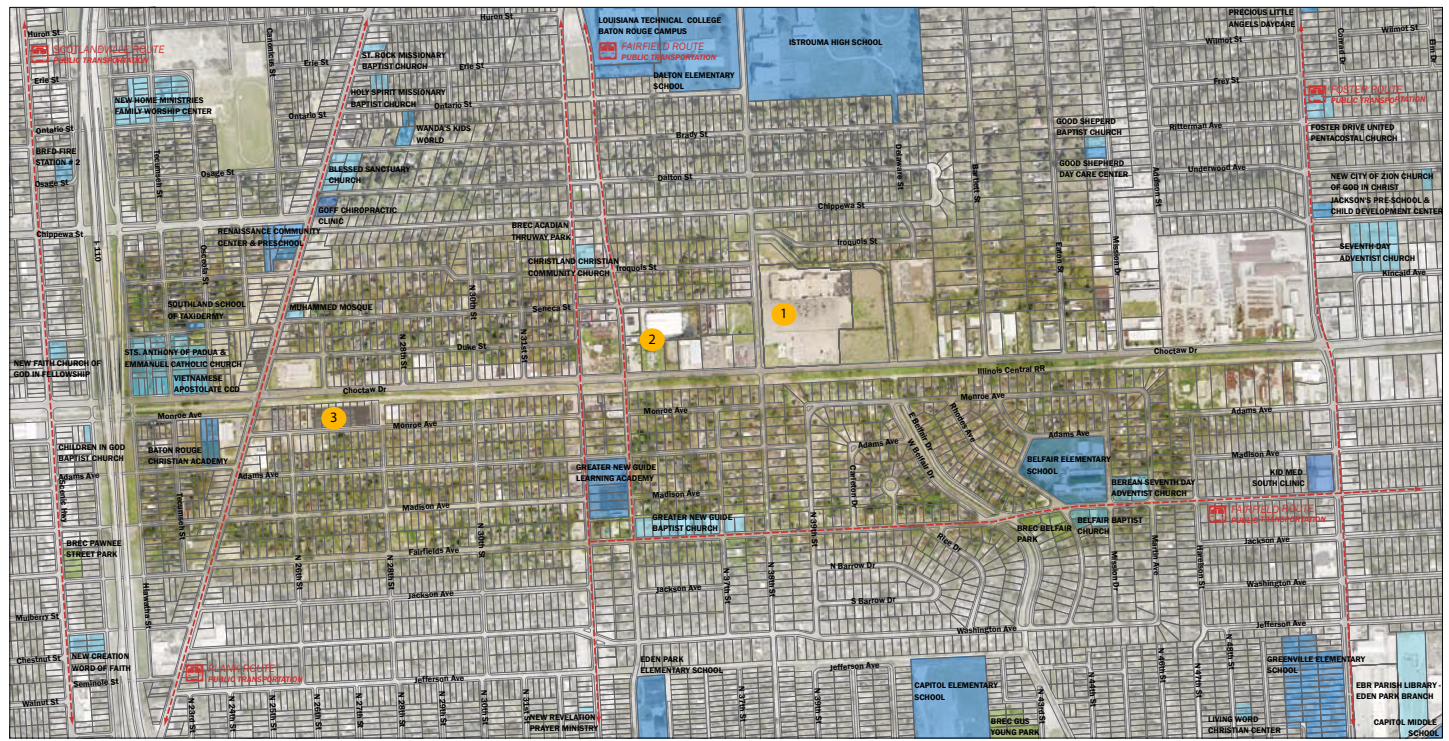
EAST BATON ROUGE REDEVELOPMENT AUTHORITY

Assets & Challenges

- Assets
- Challenges

The purpose of the first mapping exercise was to determine what residents view as the assets and challenges to improvement of the Choctaw Corridor area. Groups were provided maps of the neighborhood and were asked to place blue stickers on areas that they viewed as assets and red stickers on things that they felt were a challenge to the area. Groups were then asked to give a description of each and prioritize the identified assets and challenges for presentation to the group. Facilitators at each table answered questions and kept the dialogue moving. Results of the assets and challenges mapping exercise are presented on the following pages.

Choctaw Corridor Area



- Legend**
- Businesses
 - Library
 - Church
 - Fire Station
 - Police Station
 - Children Center
 - School
 - Medical Service
 - Public
 - Cemetery
 - Park

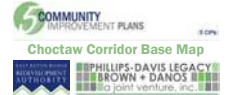


Table 1

Prioritized Assets:

1. Connection to Downtown
2. Churches
3. New Fire Station

Prioritized Challenges:

1. Crime
2. No fresh produce
3. Blight



Table Presenter



Table 1 Assets and Challenges Map

Table 2

Prioritized Assets

- 1. Accessibility
- 2. Public Transportation
- 3. Education

Prioritized Challenges

- 1. Infrastructure
- 2. Security
- 3. Education



Table Presenter

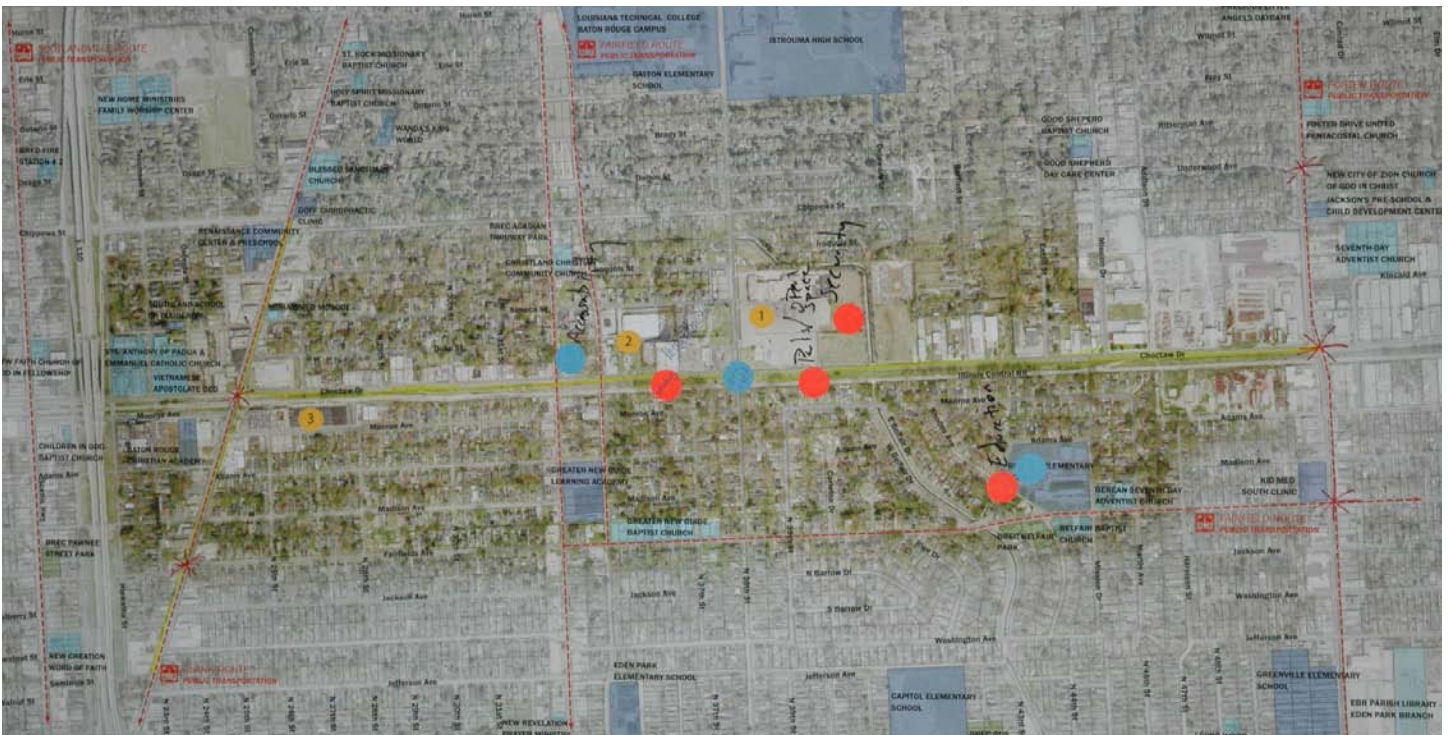


Table 2 Assets and Challenges Map

Table 3

Prioritized Assets:

- 1. Industry
- 2. Pride in community

Prioritized Challenges:

- 1. Crime
- 2. Blight



Table Presenter



Table 3 Assets and Challenges Map



Table Presenter

Table 4

Prioritized Assets

1. Piggly Wiggly Shopping Center
2. Vacant Warehouse
3. Available properties

Prioritized Challenges

1. Crime
2. Blight
3. Police Station



Table 4 Assets and Challenges Map

Table 5

Prioritized Assets:

- 1. Churches
- 2. Schools
- 3. Accessibility

Prioritized Challenges:

- 1. Crime
- 2. Vacancies
- 3. No new businesses



Table Presenter



Table 5 Assets and Challenges Map



Table Presenter

Table 6

Prioritized Assets:

- 1. Vacant property and buildings
- 2. Piggly Wiggly Shopping Center
- 3. New Fire Station

Prioritized Challenges:

- 1. Piggly Wiggly Shopping Center
- 2. No nearby police stations
- 3. Blight



Table 6 Assets and Challenges Map



Group Discussion

Catalyst Projects

Following each group's presentation of its prioritized assets and challenges map, a brief presentation describing catalyst projects was given by Dana Brown. The tables were provided a new map of the Choctaw Corridor area and a series of "chips" each depicting a different program or land use that could be contained within a catalyst project. The groups were asked to place the chips where they would like to see new or revitalized development and then give a specific explanation of the intended use. Facilitators encouraged groups to cluster uses together in an area in order to create a substantial, highly visible improvement and to comply with smart growth principles of mixed use and walkability.





Healthcare - Clinic, Pharmacy



Community Center - Public Services, Recreation



Commercial - Office, Shopping, Dining



Housing - Condo, Apartment



Day Care- Child Care, After School Care, Elderly Care

Visioning Chips Legend

Table 1

Table 1 placed catalyst development throughout the Corridor with public services, daycare, and housing rehab along the central corridor and commercial development at the two nodes at Foster Drive and Plank Road. Specific commercial development programs identified were entertainment options like restaurants, theaters, and an arts district, as well as a place to purchase fresh produce, such as a farmers market. The need to generally rehabilitate housing was identified as well a several senior housing and adult daycare opportunities.



Program Elements:

Housing

- Senior Living
- Single Family Rehabilitation

Commercial

- Movie Theater
- Restaurants
- Farmers Market
- Arts District

Healthcare

- Pharmacy

Day Care

- Child Care
- Adult Daycare

Community Center

- Recreational Center



Table 1 Catalyst Project Map



Table 2

Table 2 focused the majority of development at the intersection of Plank Road and Choctaw, utilizing the existing infrastructure. The group also requested new businesses be brought in to the existing Piggly Wiggly Shopping Center. At the Plank Road intersection, specific requests included retail and dining facilities, public services such as a business incubator, and senior housing of varying degrees.

Program Elements:

Housing

- Small Homes
- Assisted Living
- Independent Living

Commercial

- Shopping
- Restaurants

Healthcare

- After Hours Care

Community Center

- Police Substation
- Community Business Incubator

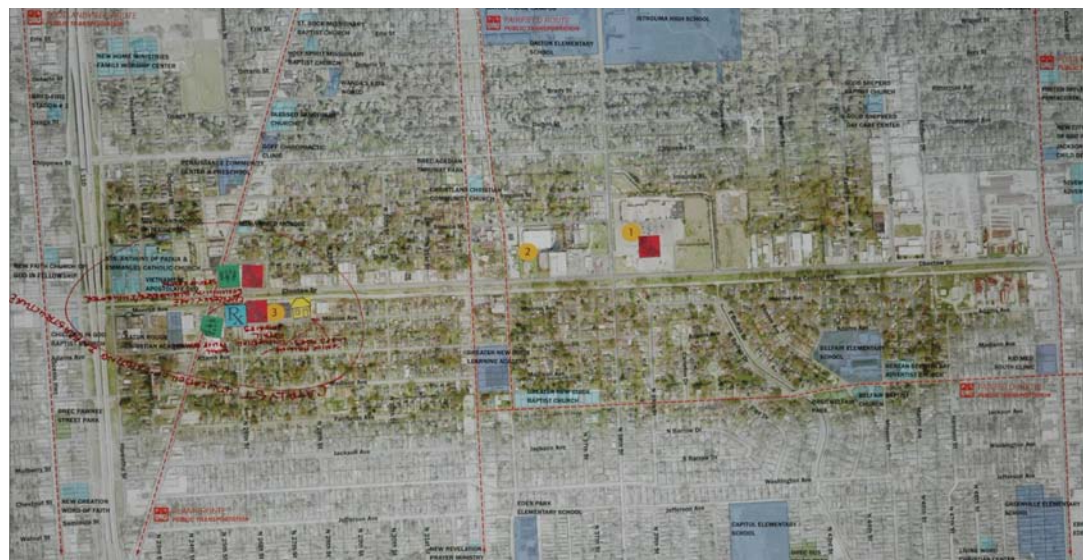


Table 2 Catalyst Project Map

Table 3

Table 3 focused growth and redevelopment opportunities at three nodes along the Corridor: Plank Road at Choctaw, near the existing Piggly Wiggly Shopping Center, and Foster Drive at Choctaw. At each of the locations, they requested rehabilitation of existing buildings as well as development of new buildings. They expressed a need for both big box type stores as well as community owned retail businesses. In addition to the catalytic developments, they believe that a general clean up of the existing properties would spur interest in the Corridor.



Program Elements:

Housing

- Senior Living
- Single Family

Commercial

- Bank
- Gas Station
- Restaurants
- Retail

Day Care

- After School Care
- Elderly Care

Community Center



Table 3 Catalyst Project Map



Table 4

Table 4 views the existing Piggly Wiggly Shopping Center as a primary target for catalytic development. They see the potential to make it the hub of the Choctaw Corridor. Additionally, they would like to see the Eden Park neighborhood revitalized and turned into a “community center” such as River Ranch with small homes, activities, and some commercial opportunities focused on the resident’s of the neighborhood.

Program Elements:

Housing

- Single Family
- Senior Living

Commercial

- Boutiques
- Coffee Shops
- Restaurants
- Deli

Healthcare

- Clinic
- Pharmacy

Day Care

- Child Care

Community Center

- Recreational Center
- Senior Community Center
- Medical Services Center



Table 4 Catalyst Project Map

Table 5

Table 5 expressed a desire to revitalize existing buildings for catalytic development. They specifically identified the buildings at the intersection of Plank Road and Choctaw Drive as well as the existing Piggly Wiggly shopping center near the center of the Corridor. Requested development types include banking, healthcare, retail, restaurants, and entertainment.



Program Elements:

Housing

- Senior Housing
- Student Housing
- Single Family

Commercial

- Shopping
- Restaurants
- Theater
- Bank

Healthcare

- Multiplex Clinic
- Pharmacy
- Urgent Care

Day Care

- Child Care
- Senior Care

Community Center

- Recreation
- Bike Park



Table 5 Catalyst Project Map



Table 6

Table 6 placed catalytic development at the intersection of Plank Road and Choctaw Drive as well as the Piggly Wiggly Shopping Center with a focus on local businesses. Regarding housing, they also expressed a need for single family and multifamily infill development and single family housing rehabilitation.

Program Elements:

Housing

- Multi-family
- Single Family

Commercial

- Shopping
- Banking

Healthcare

- Pharmacy

Day Care

- Child Care
- Senior Care

Community Center

- Recreation

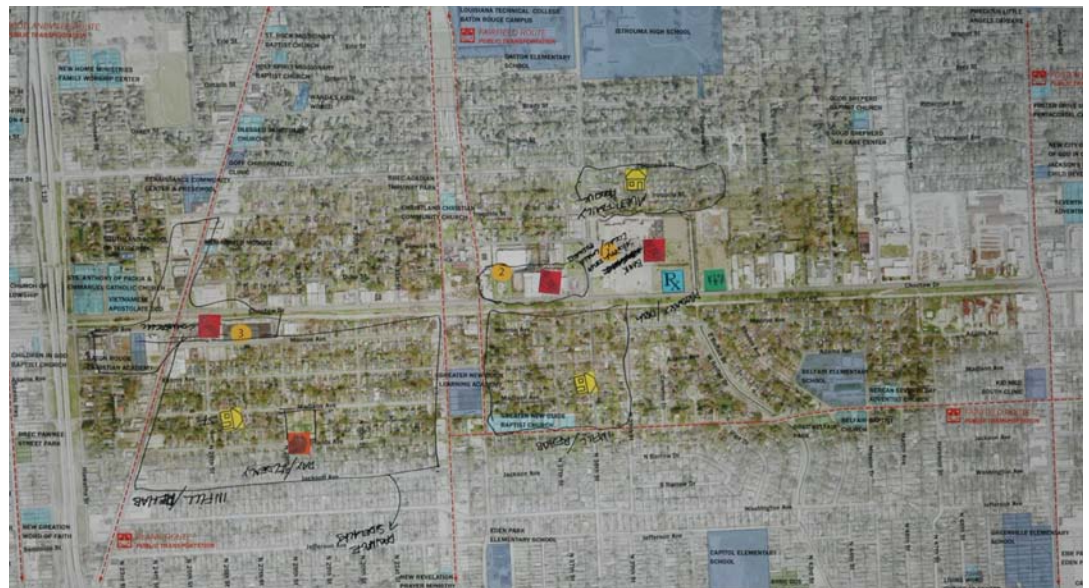


Table 6 Catalyst Project Map



Group Discussions



Assets

Analysis

The Visioning workshop generated interaction and revealed consensus among community members. The six randomly assigned groups identified many of the same assets and challenges. Although various locations were chosen, the themes remained the same with nearly every table identifying the following priorities:

Assets -

- Available land and businesses
- Connection and accessibility

Challenges -

- Blight
- Crime

These challenges should be addressed through the development of catalyst projects and improvements throughout the community that will be proposed in the CIP for Choctaw Corridor while being sure to protect the identified assets.

The catalyst project exercise also revealed the community's similar visions for revitalization. The details of that analysis can be found after the maps on the following pages.



Challenges



Commercial



Community Center



Day Care



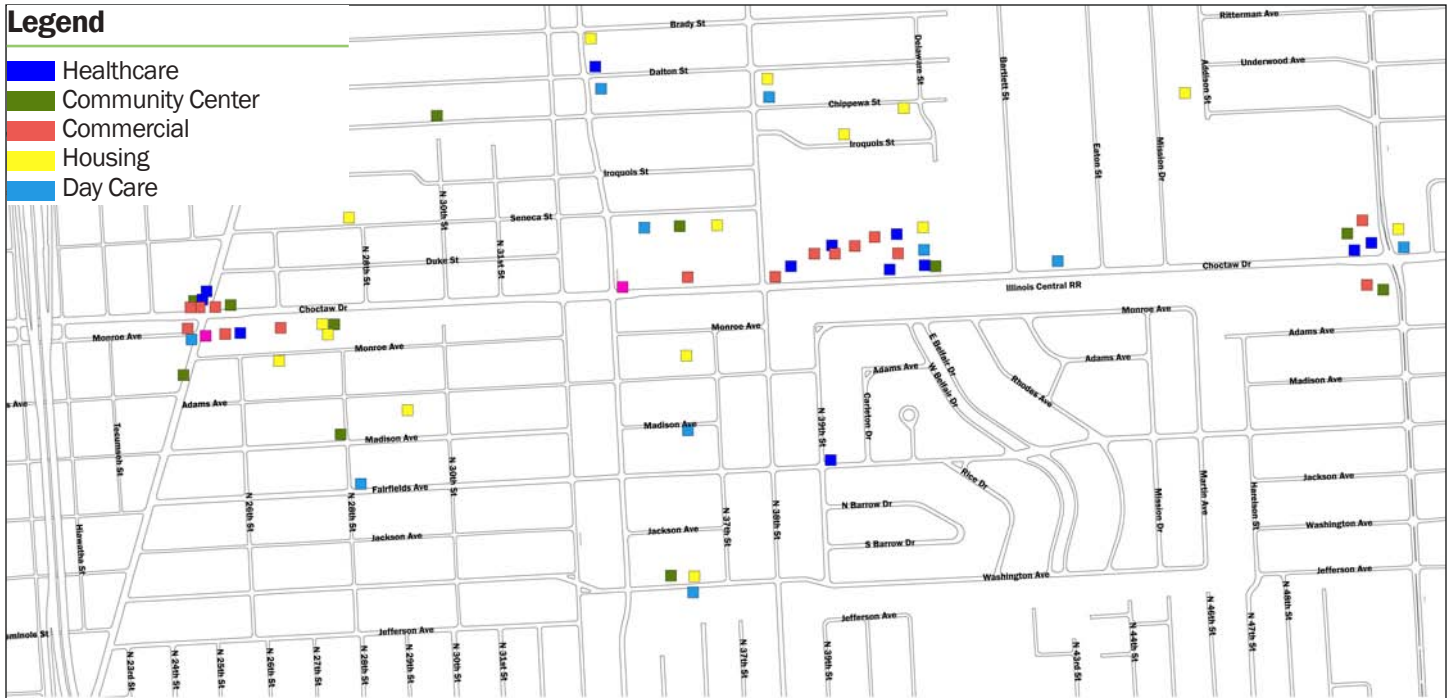
Healthcare



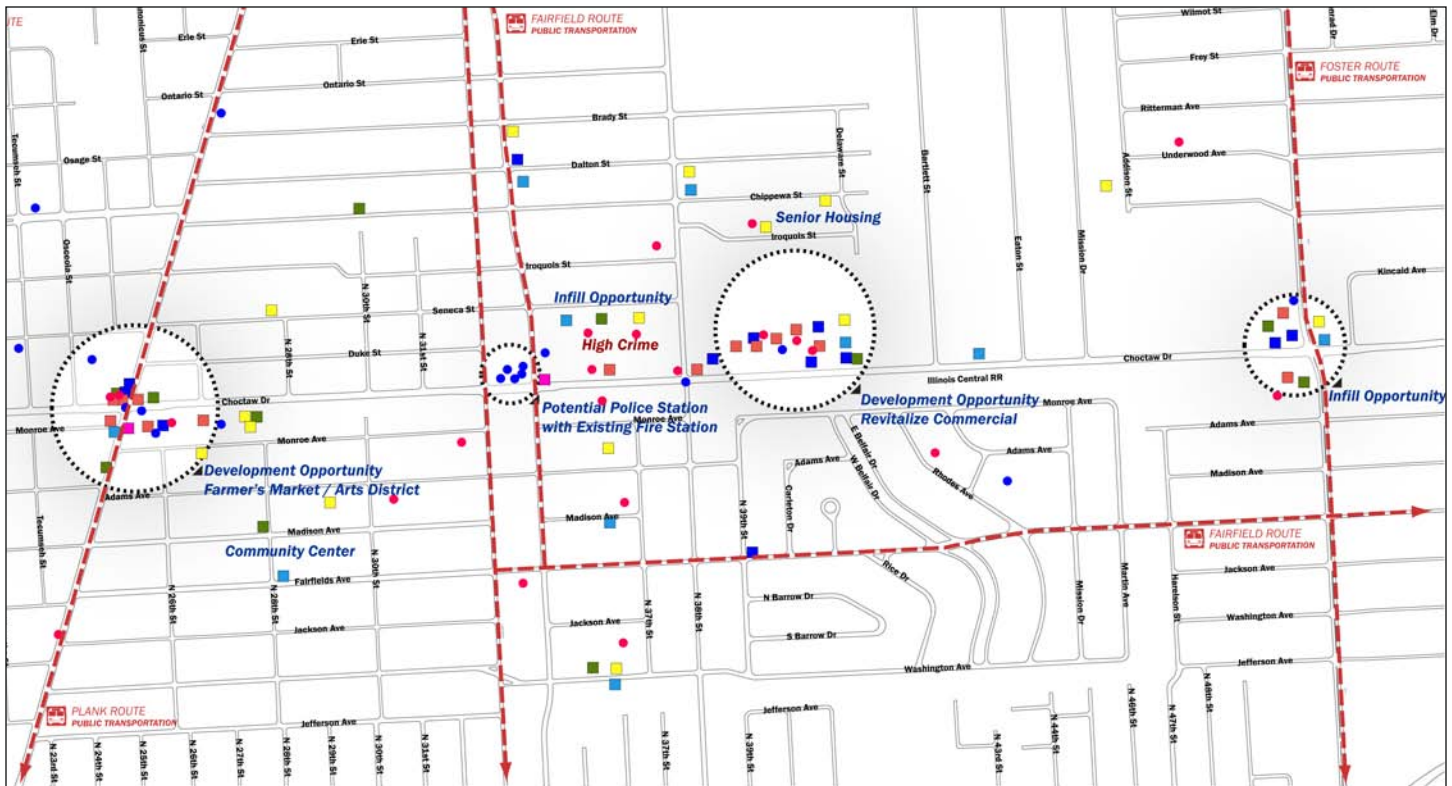
Housing

Legend

- Healthcare
- Community Center
- Commercial
- Housing
- Day Care



Composite Catalyst Map

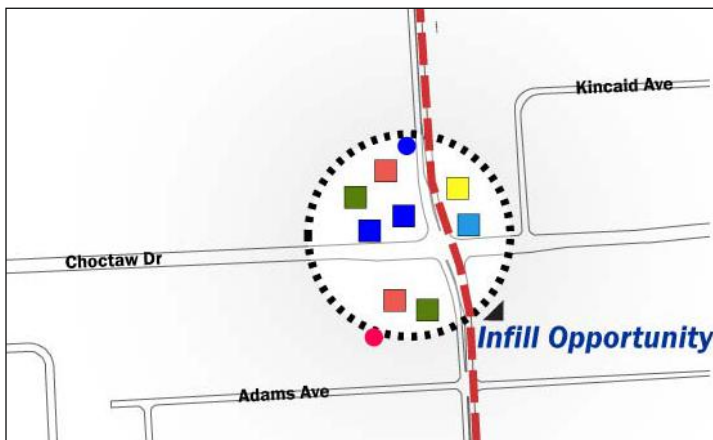
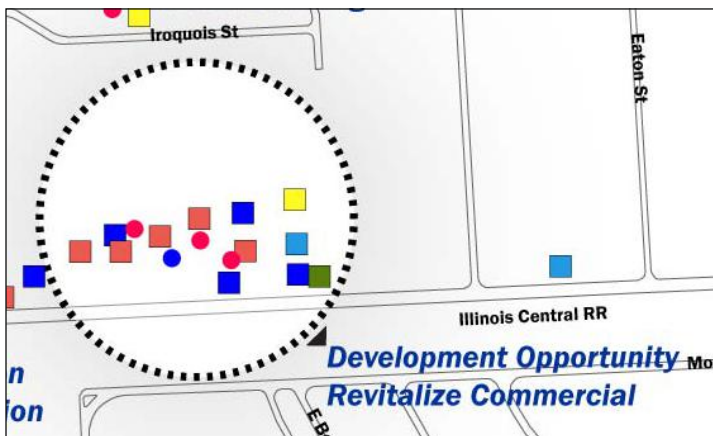


Choctaw Corridor Analysis Map

Choctaw Corridor Visioning Workshop



Analysis of input at the visioning workshop indicated an overwhelming lack of small businesses in the community offering the following: dining, shopping, entertainment, fresh produce, banking, and senior services as well as the need for rehabilitation of both existing housing and businesses. All six of the groups identified two primary areas for catalytic development; the intersection of Plank Road and Choctaw Drive and the existing Piggly Wiggly Shopping Center. Vacant property exists at both locations in the form of buildings as well as empty lots. A third potential location, at the corner of Choctaw Drive and Foster Drive, was identified by half of the groups and also has vacant property available. Analysis of the stakeholder's survey also indicated a desire to bring in new small businesses and manufacturing or industrial businesses. Both residents and stakeholders indicated a general need for the entire corridor to be cleaned up and to have the existing vacant buildings rehabilitated to be brought back in to commerce.





HELP CREATE **YOUR** **COMMUNITY'S** **IMPROVEMENT PLAN (CIP)**

The East Baton Rouge Redevelopment Authority and its consultant team are working to create Community Improvement Plans for five unique and separate districts within East Baton Rouge Parish, including Choctaw Corridor, Melrose East, Northdale, Scotlandville Gateway, and Zion City & Glen Oaks. These revitalization plans will be **community-driven** and provide **action-oriented strategies** to affect the physical environment in ways that improve the **quality of life** for citizens in the targeted communities. These plans will build upon the momentum of other revitalization efforts currently underway.

Choctaw Corridor Visioning Workshop

May 18, 2010

5:30 pm - 7:30 pm

Istrouma High School
3730 Winbourne Avenue

Choctaw Corridor Alternatives & Implementation Workshop

August 7, 2010

9:00 am - 12:30 pm

Istrouma High School
3730 Winbourne Avenue

Refreshments will be provided.

1-877-311-5862
www.ebrra.org

Everyone is invited!



Attendees

Lael Holten
Abe Farless
John Pham
Nathan Nguyen
Joseph C. HENSES
Kydell Alexander
JOHN SHORTER
Brad Medden
Frances Farlow
Crystal Farby
Williamae Miller
MARY JOSEPH
~~J. J.~~
Janet Simmons
Cynthia Simmons
Lorise W. Wilson
Rozelia Douglas
Lael Johnson
DARIAN GARDNER
Jawhal King
LaTania Anderson

Sidni Lloyd-Shorter
Charlotte Moss
Dera Danner
Kathy L. Davenport
Morise Duffin
Harold Porrell Briscoe
M. J. DENOVA
William Smith
Patricia Balthole
Linda Hamilton
Joell Legins
Engere Aped
KEVIN CRYER
Harold Williams
Patsy G. Max
Althea Gardner
Byron Jordan
Gamila Payne
Koslyn Augustine
Jay Augustine
Shallesia Turner



5 COMMUNITY
IMPROVEMENT PLANS



EAST BATON ROUGE
REDEVELOPMENT
AUTHORITY

Choctaw Corridor Alternatives & Implementation Workshop

Location: Martin Luther King, Jr. Community Center

Time: August 7, 2010 9:00 am - 12:30 pm

Prepared by:

Phillips-Davis Legacy & BROWN+DANOS landdesign, inc.

August 30, 2010



PHILLIPS-DAVIS LEGACY
BROWN + DANOS
a joint venture, inc.

Introduction

Presenters:

RDA

Walter Monsour, President
Mark Goodson, Vice President

Phillips-Davis Legacy, BROWN+DANOS

Karen Phillips, FASLA
Dana Nunez Brown, ASLA, AICP, LEED AP

Facilitators:

Phillips-Davis Legacy, BROWN+DANOS

Leigh Lafargue, ASLA, Associate
Christopher Hall, ASLA, Associate
Christopher Africh, ASLA, Associate
Samantha Montoya, Intern
Trisha Brown, Intern

Franklin Industries

Kyla Hall
Rachel LeCompte

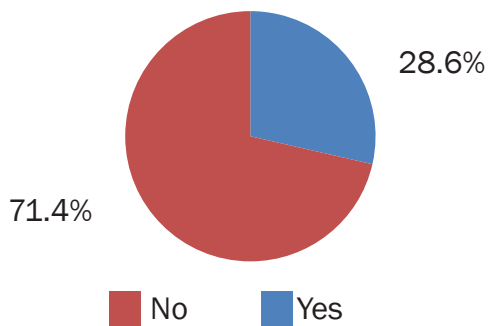
Trahan Architects

David Merlin

RDA

Susannah Bing
Vickie Smith
Harold Briscoe

The intent of the Alternatives & Implementation Workshop on August 7, 2010 was to gain public input on the catalyst area concepts developed by the Phillips-Davis Legacy - BROWN+DANOS Team. The concepts were based on a market assessment and information received from the community at the Visioning Workshop on May 18, 2010. First, an introduction regarding the East Baton Rouge Redevelopment Authority's mission and an outline of the 5 CIPs project was given by Walter Monsour. Karen Phillips followed with a brief description of the process completed up to this point. Following the introductory presentations, Dana Brown revealed the concept plans created for the two identified target areas within Choctaw Corridor. Attendees were given digital voting devices and were asked to vote on the concepts as a whole as well as individual components within each. Their votes were immediately displayed on the screen, which provided input to the team for "on-the-fly" revisions to the preferred concept. After voting was completed, respondents took a brief break to visit agencies of the Resource Fair while the consultant Team made adjustments to the concepts. Finally, attendees reconvened at the tables and were shown an overall vision for the area, and the preferred concepts illustrating their input were revealed. The Team will continue to develop the Choctaw Corridor Community Improvement Plan based on input received at both the Visioning and Alternatives & Implementation Workshops, technical analysis, collaboration with the RDA, and the Team's expertise.



Percentage of respondents who attended the Visioning Workshop on May 18



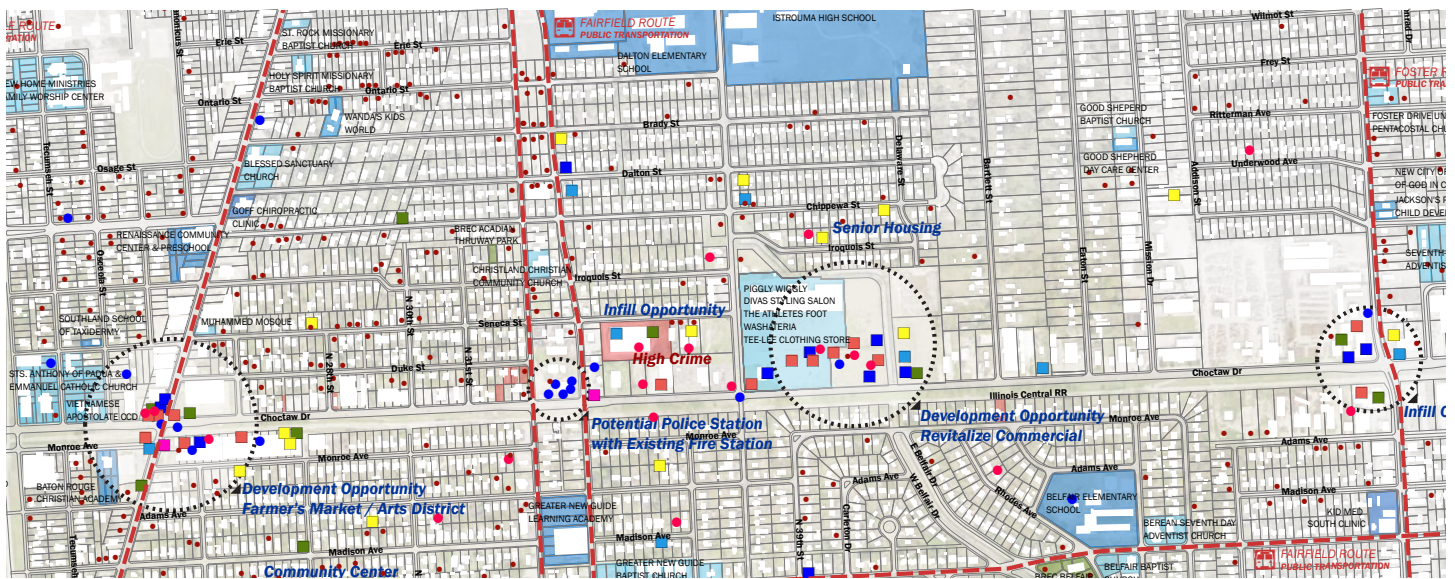
Concepts



Analysis of input received by area residents at the Choctaw Corridor Visioning Workshop identified three potential target areas for future catalyst development. The first area, at the intersection of Plank Road and Choctaw Drive, illustrates that resident desires focus primarily on commercial development that would reuse some of the existing vacant buildings. The second area, near Choctaw Village Shopping Center, shows residents requesting additional commercial opportunities and housing taking advantage of the unused portion of that development's parking lot and the adjacent vacant land. Finally, residents identified the intersection of Foster Drive and Choctaw Drive for a variety of uses including commercial, health care, and community centers. Market assessment of the area and research on property ownership was conducted to determine what types of development could be supported and which location would serve as the most appropriate catalyst. Conceptual designs were developed based on both this analysis and the input from community residents. Two concepts for the area near Choctaw Village Shopping Center were created for presentation to the public.

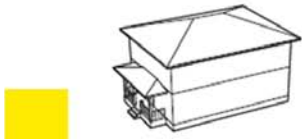


Alternatives & Implementation Workshop
August 7, 2010

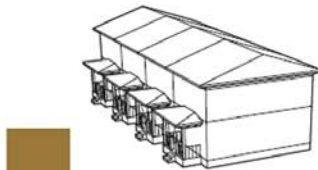


Community Input Analysis

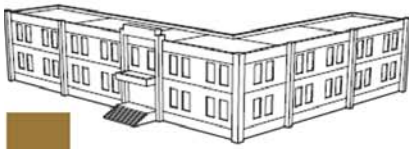
Concept Development Types



Single Family



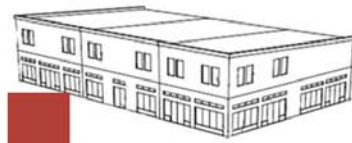
Townhouses



Apartments



Commercial



Mixed Use



Shaded gathering area and seating



Walking trails

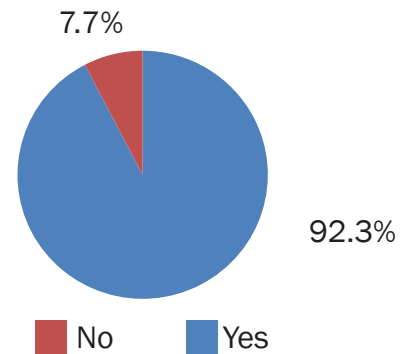
Concept development types distributed for reference at workshop

Concept Development Types

-  Single Family Residential
-  Multi-Family / Apartment
-  Commercial
-  Mixed Use
-  Civic / Public Space
-  Existing Roads
-  Existing Parking
-  Proposed Parking

In each of the concepts that were presented to attendees of the workshop, basic development types were defined. These included those developments set forth in the Louisiana Land Use Toolkit to be appropriate for urban areas including: Single Family, Townhouses, Apartments, Commercial, and Mixed Use. The development types were color coded on the concept plans and printed copies of the “Concept Development Types” flyer, shown on page 4, were placed at each table.

Prior to the detailed descriptions of the two catalyst concepts, attendees were asked if the goals below, collected from the Visioning Workshop, were what they would generally like to see in the Choctaw Village Area.



Identified Catalyst Goals:

- | | |
|-------------------|--------------------|
| Retail Shopping | Recreation Center |
| Restaurants/Cafes | Farmer’s Market |
| Entertainment | Medical Facilities |
| Banking | Townhouses |
| Senior Living | |

Choctaw Village Area Concepts

Choctaw Village Area - Concept A

Concept A focuses on placing a variety of commercial opportunities within the unused parking area of the Choctaw Village Shopping Center. The buildings are placed along Choctaw Drive with parking behind them activating the street and providing a more pedestrian focused development. An extension of Delaware Street would connect the street to the shopping center. Several townhomes as well as a mixed use building were placed along the new street. To the west of the shopping center, a new drive was provided across North 38th Street leading into a senior living facility. Along this new drive, an existing vacant warehouse is suggested for reuse as a community center, as well as two new commercial buildings with frontage on Choctaw Drive. The existing concrete channel, Ward Creek, is shown as being renaturalized to provide better stormwater management and a natural amenity to residents of the area.



- Single Family Residential
- Multi-Family / Apartment
- Commercial
- Mixed Use
- Civic / Public Space
- Existing Roads
- Existing Parking
- Proposed Parking
- Vacant Land / Open Space
- Proposed Green Space



Concept A Illustrations

Choctaw Village Area - Concept B

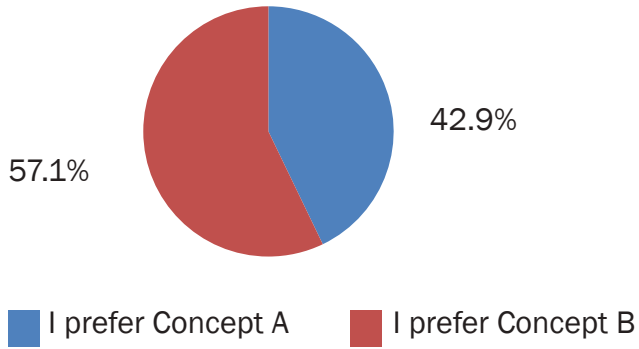
Concept B also places commercial development within the unused parking area of the Choctaw Village Shopping Center but adds a large mixed use building along Ward Creek and provides for shared parking within the development. The extension of Delaware Street shows only townhomes, but still connects the street to the shopping center. The new drive across North 38th Street leads to an assisted living facility and connects to the proposed community center. A mixed use building is shown fronting Choctaw Drive and utilizes a shared parking lot that would service this new development as well as the existing businesses along Acadian Thruway. The renaturalization of Ward Creek is shown in this concept as well.



- Single Family Residential
- Multi-Family / Apartment
- Commercial
- Mixed Use
- Civic / Public Space
- Existing Roads
- Existing Parking
- Proposed Parking
- Vacant Land / Open Space
- Proposed Green Space

Concept B Illustrations

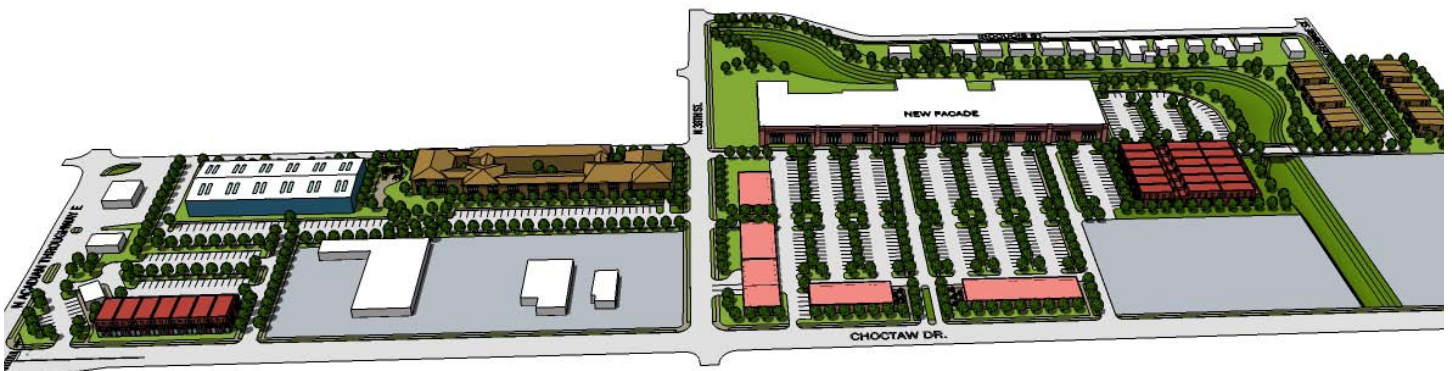
Following a description of both Concept A and B, attendees were asked to vote on their favorite of the two.



Voting Results



Concept A

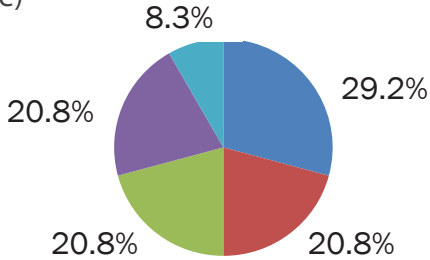


Concept B

Concept A Questions

Question: Within concept A, which of the following elements do you like the most? (choose 2 in order of preference)

- New Green Space
- Senior Independent Living
- Mixed use (retail & residential) development
- Cafe Seating
- Attached Commercial Building

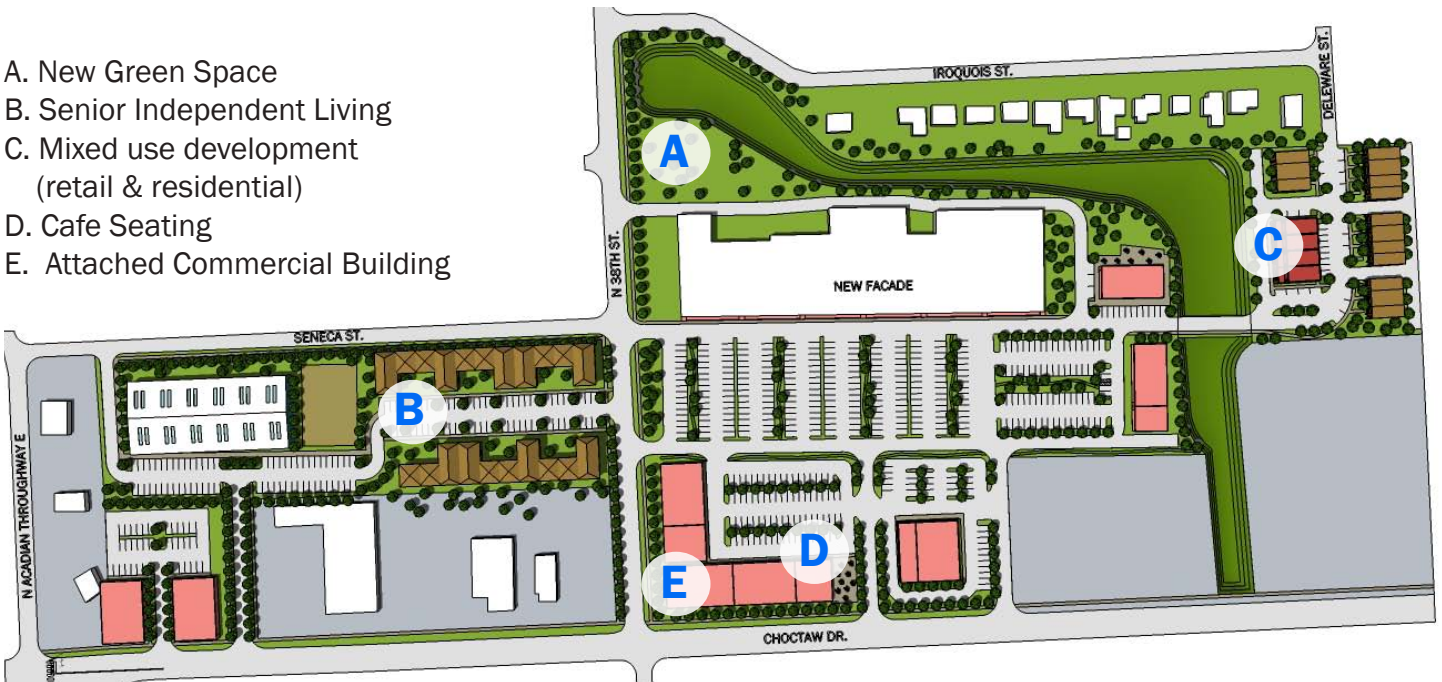


Voting Results



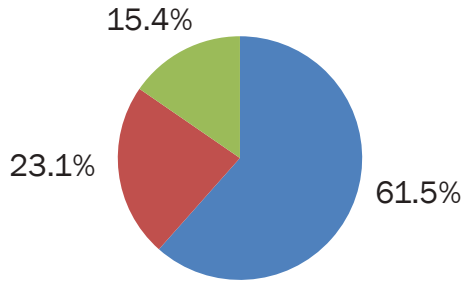
Choctaw Village Area Concept A - Tilt Up

- A. New Green Space
- B. Senior Independent Living
- C. Mixed use development (retail & residential)
- D. Cafe Seating
- E. Attached Commercial Building






Choctaw Village Area Concept A - Plan

Question: New green space is shown at this location on North 38th Street. Do you prefer... (Choose 1)



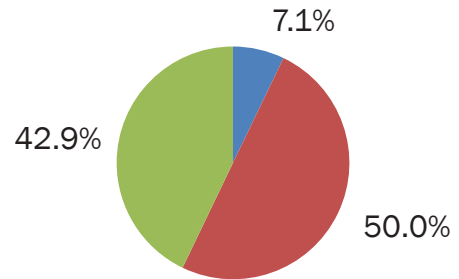
Voting Results

-  Shaded gathering area with walking trails
-  Playground
-  Athletic courts



Choctaw Corridor Alternatives & Implementation Workshop

Question: Townhomes are shown at this location. Do you prefer... (Choose 1)

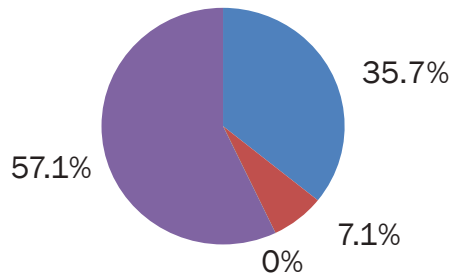


Voting Results

- I like townhomes at this location
- I would prefer single family homes
- I would prefer mixed use (retail and residential)



Question: A mixed use building (retail and residential) is shown at this location. Do you prefer... (Choose 1)



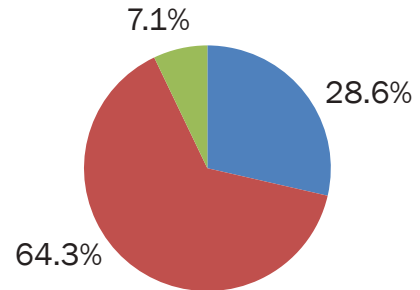
Voting Results

- I like mixed use here
- I prefer a detached commercial building here
- I prefer more townhomes
- I prefer single family homes here



Choctaw Corridor Alternatives & Implementation Workshop

Question: This concept shows a large attached commercial building fronting Choctaw Drive. Do you prefer... (Choose 1)

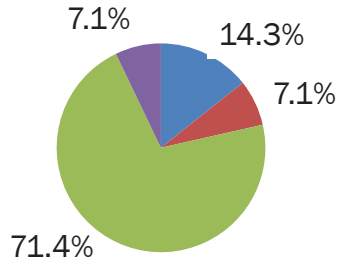


Voting Results





- I like the attached commercial building
- I prefer several smaller commercial opportunities.
- I prefer a mixed use (residential and commercial) building.



Question: This concept shows a green space between the community center and the senior living facility. Do you prefer... (Choose 1)



Voting Results

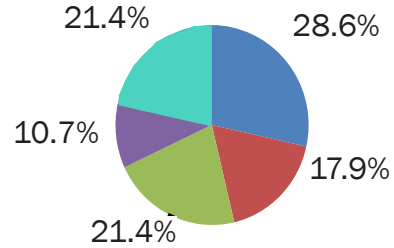
-  I prefer a community garden here
-  I prefer a playground here
-  I prefer a small park with seating
-  I prefer athletic courts at this location



Choctaw Village Area - Concept B Questions

- Mixed Use Buildings
- Parking Away from the Street
- Cafe Seating
- Senior Assisted Living
- Townhomes

Question: Within concept B, which of the following elements do you like the most? (choose 2 in order of preference)



Voting Results



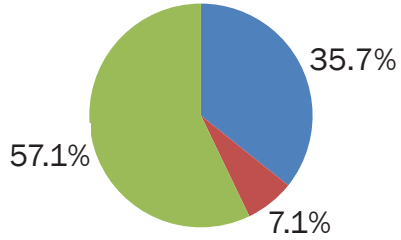
Choctaw Village Area Concept B - Tilt Up

- A. Mixed Use Buildings
- B. Parking away from the street
- C. Cafe Seating
- D. Senior Assisted Living
- E. Townhomes



Choctaw Village Area Concept B - Plan

Question: In this concept, a large mixed use building is shown. Do you prefer... (Choose 1)

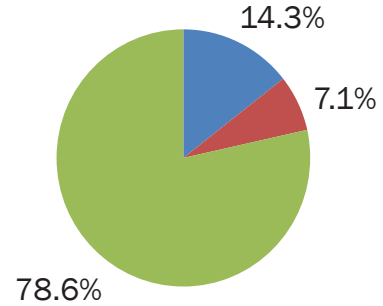


Voting Results

- I like mixed use (commercial & residential) in this location
- I prefer a large commercial building here
- I prefer several smaller commercial buildings here

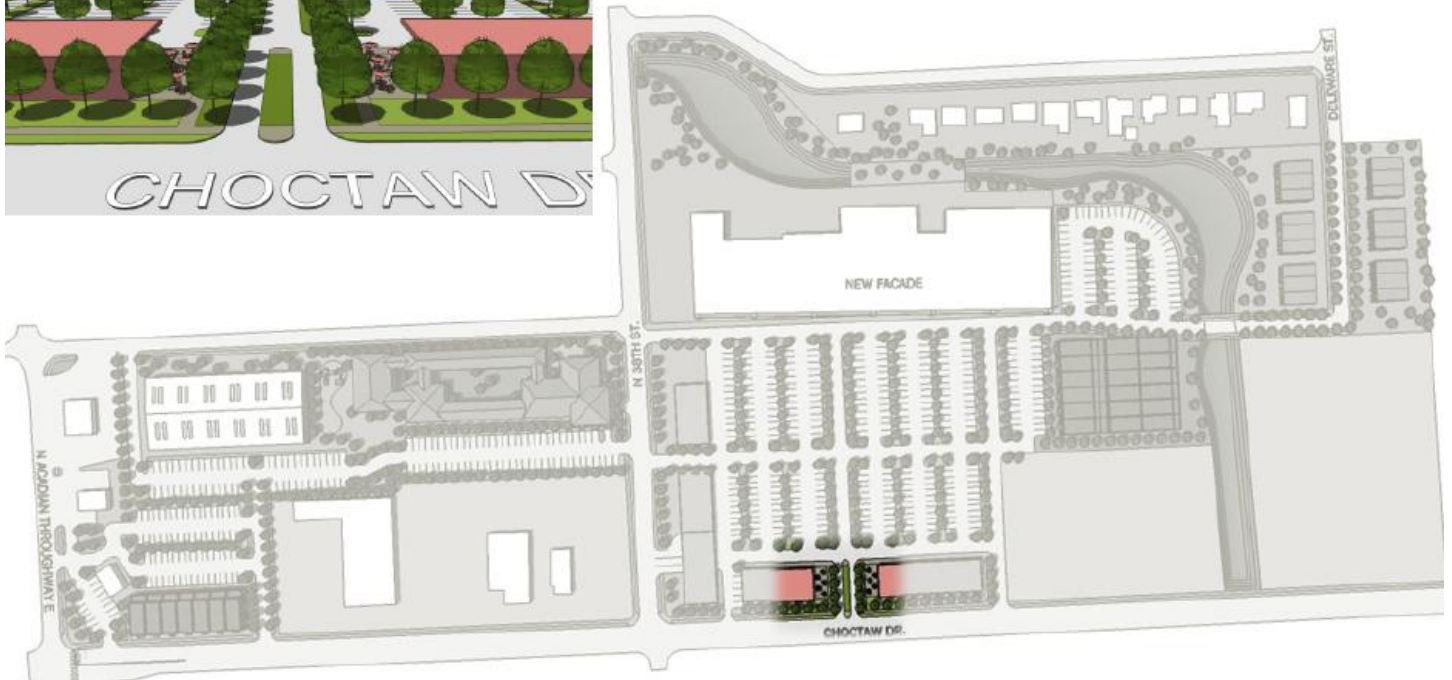


Question: This concept shows cafe seating at the proposed entrance off Choctaw Drive. Do you prefer... (Choose 1)

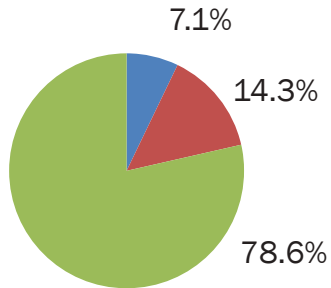


Voting Results




- I like cafe seating here
- I don't want cafe seating
- I prefer cafe seating placed toward the parking lot



Question: A group of attached commercial buildings is shown at this location off of North 38th Street.
Do you prefer... (Choose 1)

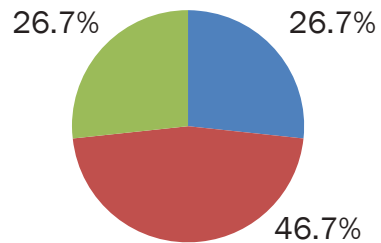


Voting Results

-  I like attached commercial at this location
-  I prefer mixed use (retail & residential) in this location
-  I prefer several smaller commercial buildings here



Question: In this concept, an assisted living facility is shown. Do you prefer... (Choose 1)

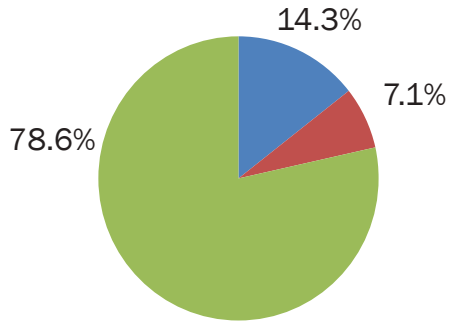


Voting Results




- I like assisted living at this location
- I prefer senior independent living at this location
- I prefer townhomes at this location

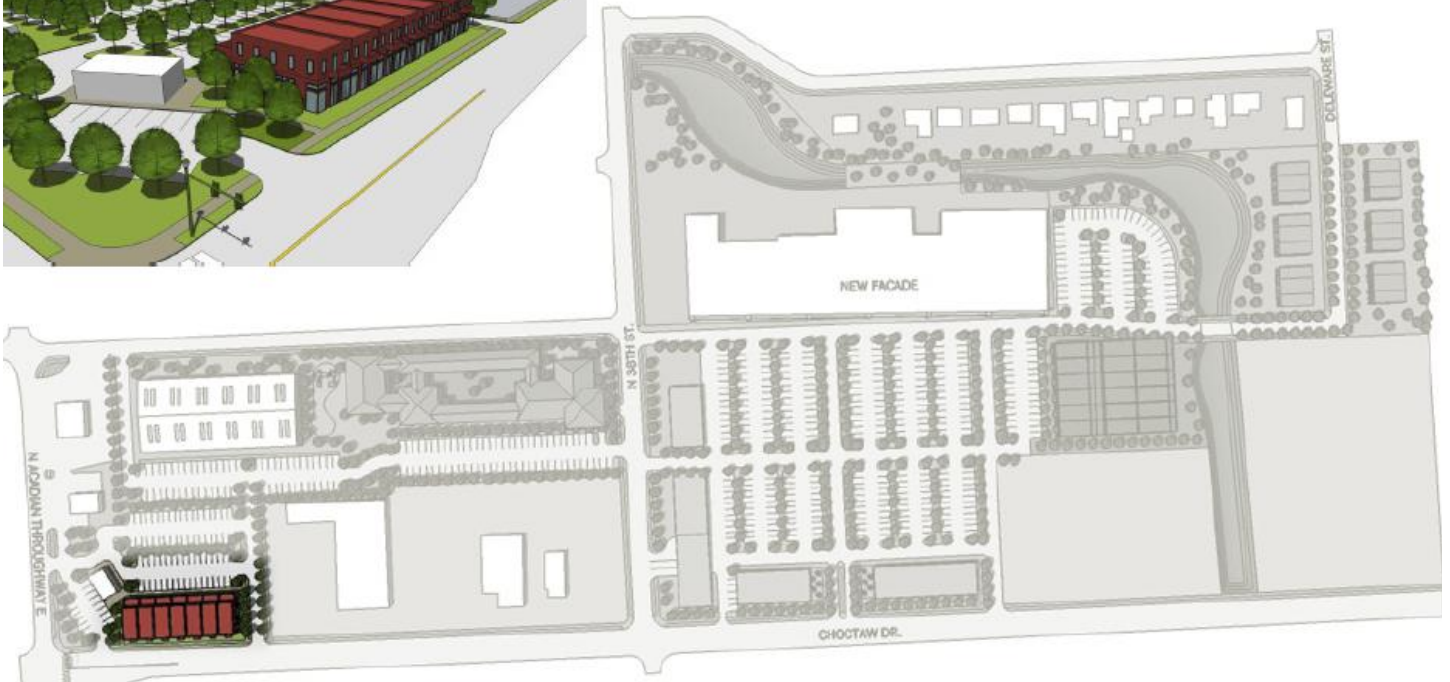


Question: A mixed use building is shown at this location near the corner of Acadian Thruway and Choctaw Drive. Do you prefer... (Choose 1)



Voting Results

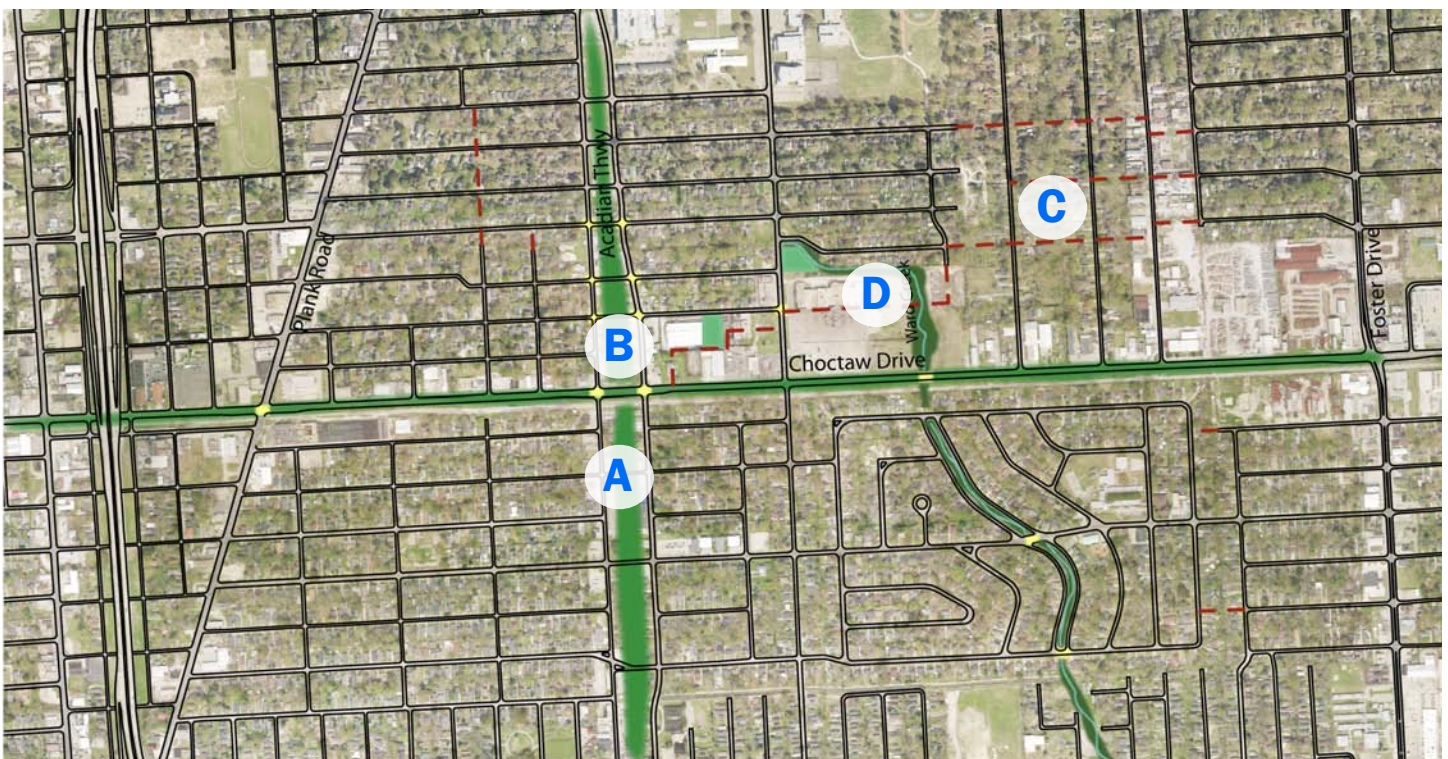
-  I like mixed use at this location
-  I prefer an attached commercial building at this location
-  I prefer several smaller commercial buildings here



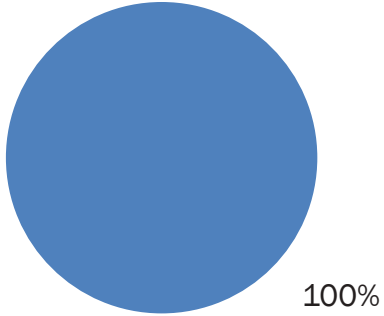
Community Opportunities

A break was provided for attendees to visit the Resource Fair. Following the break, a concept for making connections within the community was presented. It features crosswalks, street beautification and pedestrian enhancement opportunities, renaturalization of Ward Creek, and several new street connections. Attendees were asked a series of questions regarding the elements.

- A. Pedestrian Enhancements
- B. Crosswalks
- C. New Street Connections
- D. Renaturalized Canal



Question: Would you like to have pedestrian enhancements like sidewalks, street lights, and plantings along these major streets?



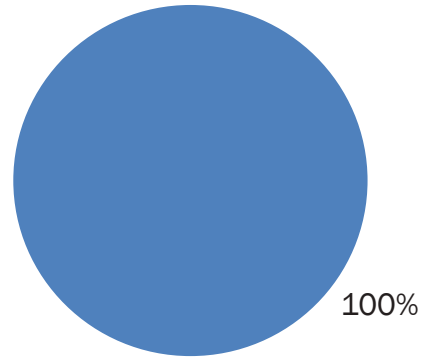
Voting Results

- Yes
- No





Question: Do you think the crosswalks would be helpful to increase the safety of the area?

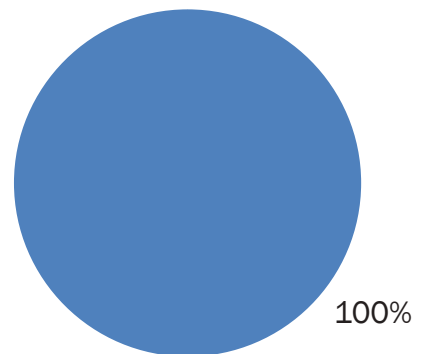


■ Yes
■ No

Voting Results



Question: Do you like the idea of community inspired crosswalks as illustrated on the opposite screen?



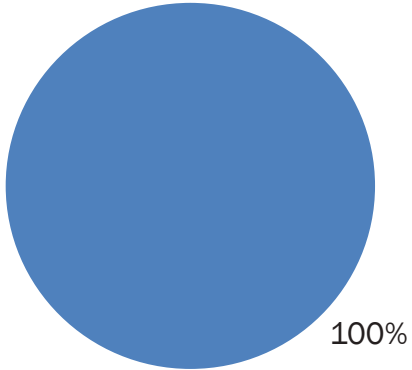
■ Yes
■ No

Voting Results



Crosswalk illustrations

Question: Would you like to see the new street connections made?



Voting Results

Yes

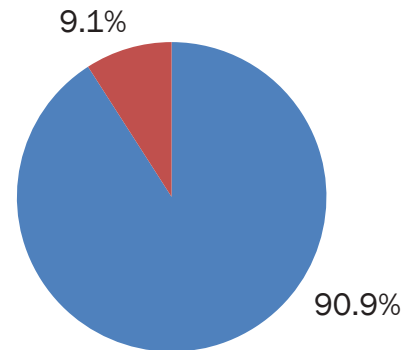
No



Regional Opportunities

Attendees were then shown a map illustrating Regional Connection Opportunities, possible ways to connect the community to the rest of the city.

Question: Would you walk or bike along a greenway connecting area parks?



Voting Results

- Yes
- No



- A. Greenway
- B. Parks
- C. Major Roadways
- D. Pedestrian Enhancements

Preferred Concepts

As workshop attendees answered questions regarding elements of each concept, designers worked to adjust the concepts to fit their responses. While residents took advantage of the resource fair, the adjustments were completed. Following the presentation of community and regional scale connection opportunities, the preferred concept was revealed.



Resource Fair Tables

Resource Fair Participants

- BREC
- Capital Area United Way
- Capital Area Transit (CATS)
- City of Baton Rouge Fire Department
- City of Baton Rouge Police Department
- Department of Public Works
- Office of Community Development
- Human Development and Services
- LACHip
- East Baton Rouge Parish Library
- The Greater Baton Rouge Literacy Coalition
- Baton Rouge Black Chamber of Commerce
- Baton Rouge Area Chamber of Commerce



Design Team Working

Choctaw Village Area Preferred Concept

In the original presentation of Concept A and B for the Choctaw Village area, residents indicated that they generally preferred Concept B. That concept was used as the base concept and adjustments were made regarding specific elements. In the original concept, Delaware Street was extended and townhomes were proposed along it. Respondents overwhelmingly responded against the townhomes, indicating more of a desire for single family housing. The group of commercial buildings within the vacant parking area of the Choctaw Village Shopping Center was originally shown as attached commercial, however when asked their preference in both concept A & B questions, the majority of respondents

stated that they preferred smaller commercial buildings. This adjustment was made, placing green space and seating areas between buildings. While the majority of respondents would like some form of senior housing to be included in the catalyst concept, nearly half preferred independent living facilities over the assisted living that was shown in the original concept B. Finally, the open greenspace that was shown between the senior living facility and the community center was adjusted to show a small park setting with seating areas in response to community input.



Southeast Perspective Tilt-Up



Northwest Perspective Tilt-Up



Preferred Catalyst Concept - Plan

Next Steps

The preferred concepts for the Choctaw Village Area will continue to be refined by the Philips-Davis Legacy - BROWN + DANOS Team. The final designs will be based off of the information received from both the Visioning and Alternatives & Implementation Workshops as well as market assessment, technical analysis, input from the RDA, and the Team's expertise. Additionally, the Team will make recommendations for code or policy changes and funding strategies that may be necessary to provide for the success of the Choctaw Corridor Community Improvement Plan.



Attendees Discussing the Concepts



Attendees Visiting the Resource Fair

CIP APPENDIX | Development Analysis

The following information illustrates analysis completed regarding the development opportunities within the CIP area. Documents included are the Choctaw Corridor Adaptive Reuse and Architectural Analysis Report, the Choctaw Corridor Market Overview, and the Choctaw Corridor Pro-forma Spreadsheets. These documents were completed in the spring and summer of 2010.



5 COMMUNITY
IMPROVEMENT PLANS

EAST BATON ROUGE
REDEVELOPMENT
AUTHORITY



Choctaw Corridor Architectural Survey and Adaptive Reuse Analysis

Prepared by:
Trahan Architects
November 2010

**PHILLIPS-DAVIS LEGACY
BROWN + DANOS**
a joint venture, inc.

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Introduction

In order to make appropriate recommendations for the future physical change and growth of Choctaw Corridor, Trahan Architects conducted and prepared the Choctaw Architectural Survey and Adaptive Reuse Analysis. The review began with a windshield survey conducted in July 2010 in order to examine the existing general conditions of the area. Once a catalyst area was determined via input from the community and analysis by the Team, a more thorough review was conducted in October 2010 observing each building individually noting its physical condition as well as its existing use. Finally, analysis of this information was completed which lead to recommendations for the area as a whole as well as each building within the catalyst area.

Choctaw Windshield Survey Summary

OBSERVED CONDITIONS

Commercial Corridor – As Choctaw Drive is traversed from east to west, the significance of the corridor is immediately understood. Businesses are entrenched on the north side of the street. Some buildings are vacant and some are in disrepair, but investment in the area is apparent. Large scale warehouses and manufacturing facilities indicate this area is vital to greater metropolitan economy. Unfortunately, some of the businesses that once occupied this area have moved out, leaving the corridor in a state of disarray.

Commuting Artery – Choctaw Drive is an arterial road with significant volume. Residence and businesses alike use the corridor on an everyday basis. The high volume of traffic creates opportunities, but at the same time the speed of the traffic creates a disconnect between the user and the built environment.

Empty Facilities – The significance of the commercial corridor is offset by vacancy in the area. Many of the large scale facilities stand empty. These ultimately affect the viability and value of the neighborhood.

Presence of People – The number of consumer-driven businesses create an ever present movement of people. In the Choctaw Village Shopping Center, people not only patronize the existing businesses, but also setup small markets in the parking lot. This is a quality that could be vital to future development.

Disconnect between Commercial and Residential – There is a significant scale change between the commercial and industrial buildings on the north side of Choctaw Drive and the residential neighborhood to the north of these buildings. Single family homes face buildings that occupy one quarter of a square block. These abrupt changes in scale compromise both programmatic elements of the neighborhood.

Accessibility – Choctaw Corridor is situated between an interstate and a major highway. It can easily be accessed by vehicle from downtown, adjacent neighborhoods, and the rest of the city. However, these same vehicular methods of access present challenges for pedestrian movement to and from the corridor.

Deferred Maintenance – Many of the vacant buildings along Choctaw Corridor do not seem to be actively maintained. The viability of putting these buildings back into service is compromised by this deferred maintenance, but opportunities should be evaluated on a case by case basis as not to overlook anything.

EMPIRICAL BOUNDARIES

Choctaw Dr – An inadequate number of crosswalks combined with the speed of traffic along Choctaw Drive creates a barrier between the neighborhoods on either side of the street.

Railroad Line – Lines running along the south side of Choctaw Drive create a physical and visual barrier that further separates adjacent neighborhoods.

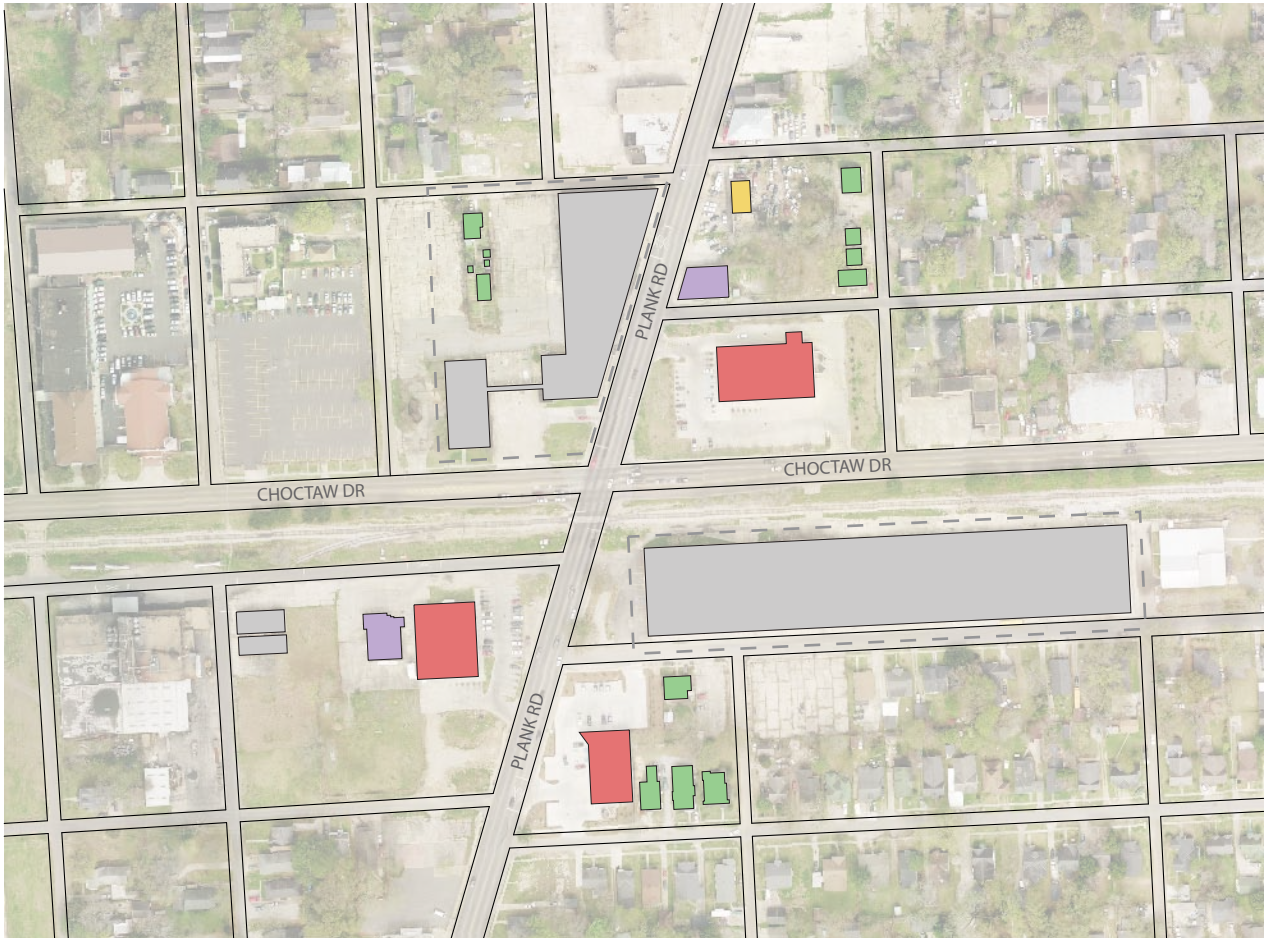
Choctaw Adaptive Reuse General Recommendations

Analysis from the Visioning Workshop indicates people who live in and around the Choctaw Corridor want existing buildings to be reoccupied and would like to see infill projects occupy the abundant amount of vacant land. Programmatically, residents and stakeholders identified dining, shopping, entertainment, fresh produce, banking, and senior services as their priorities. The two sites identified by area residents for potential catalyst projects, the intersection of Choctaw Drive and Plank Road and The Choctaw Village Shopping Center, both have large scale unoccupied buildings in serviceable condition and in the case of Choctaw Village Shopping Center, a larger amount of vacant land.

The industries that once occupied these buildings have moved out of this neighborhood along with the demand for such spaces, so the following adaptive reuse survey focused on unoccupied building and vacant land rather than the reuse of occupied buildings so the existing problems are not exacerbated.

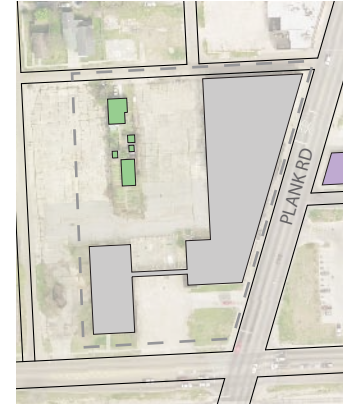
Visual assessment of the buildings recommended for adaptive reuse at both sites (see maps that follow) indicate the large spaces created by buildings of this scale could be converted into markets or entertainments venues. In fact, a portion of the warehousing complex at the northwest corner of the intersection of Choctaw Drive and Plank Road was at one time a theater.

Is there a particular program that can utilize existing spaces and meet the needs of the residences and stakeholders identified in the Visioning Workshop? One possible programmatic solution might be urban agriculture, which is the process of cultivating, processing, and distributing food within an existing urban environment. Vacant land and unused parking in and around the Choctaw Village Shopping Center could be cultivated and the existing vacant buildings could house the processing and distribution of the food. This program would provide access to fresh produce and create demand for support businesses and infrastructure.



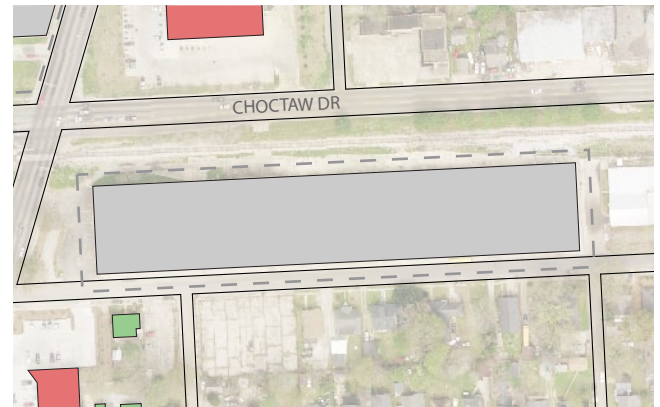
- - reuse site
- retail
- residential
- commercial
- recreational
- religious / educational
- vacant

Intersection of Choctaw Drive and Plank Road



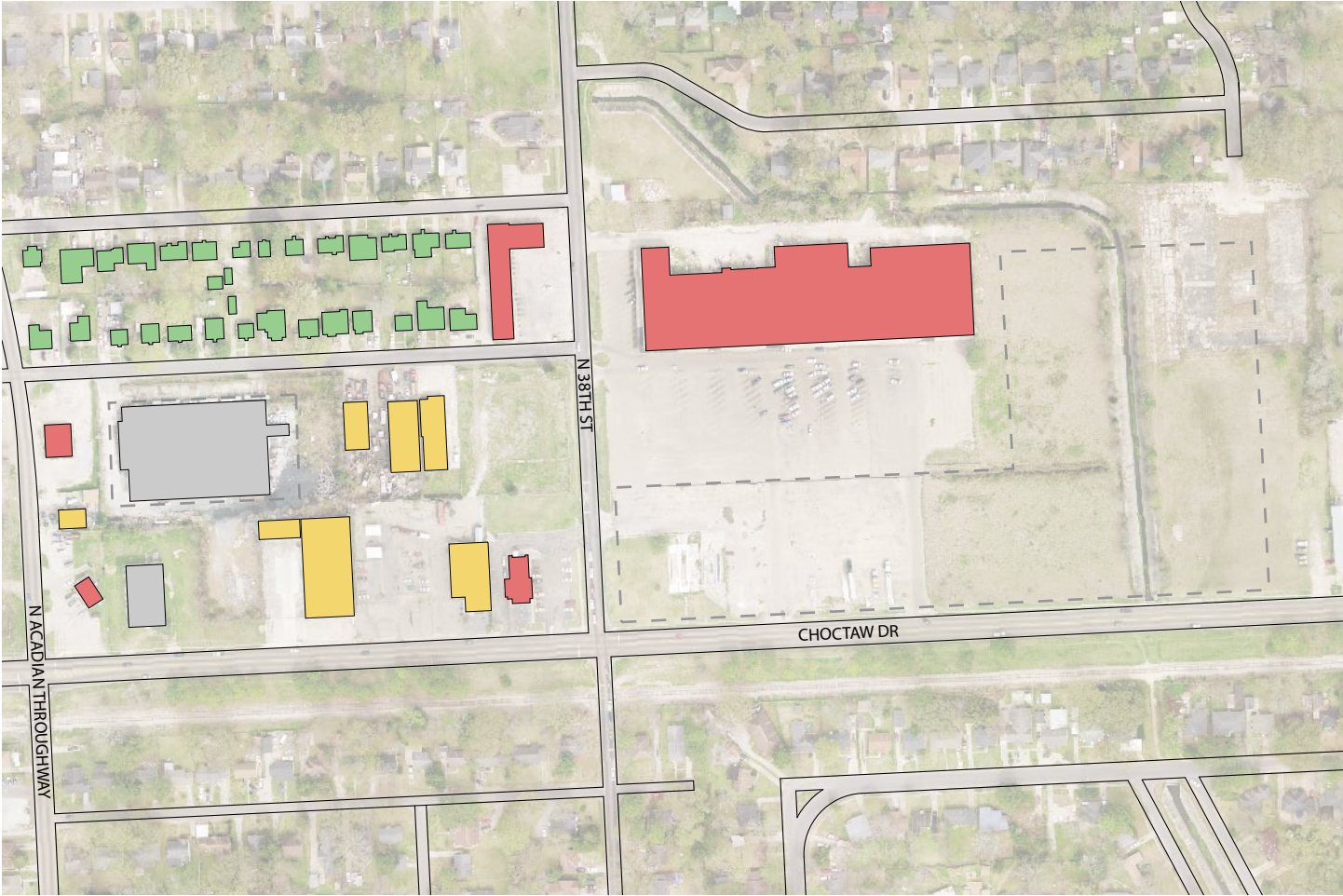
A vacant warehousing complex on the northwest corner of Choctaw Drive and Plank Road could be put back into use as a warehousing facility or is sized to accommodate a variety of commercial or light industry programs. The complex could also be divided into smaller spaces for use

as retail or office space. All of these programmatic uses have their own unique structural, electrical, mechanical, and plumbing requirements that would have to be verified before the building could be put back into use.



A vacant warehousing complex on the southeast corner of Choctaw Drive and Plank Road is sized to accommodate a variety of commercial or light industrial programs. The building could also be converted to into a large scale market. The size of the building is unique in the neighborhood and would probably present

more value if it is kept as continuous space rather than being subdivided into smaller spaces. All of these programmatic uses have their own unique structural, electrical, mechanical, and plumbing requirements that would have to be verified before the building could be put back into use.



- - reuse site
- retail
- residential
- commercial
- recreational
- religious / educational
- vacant

Choctaw Village Shopping Center



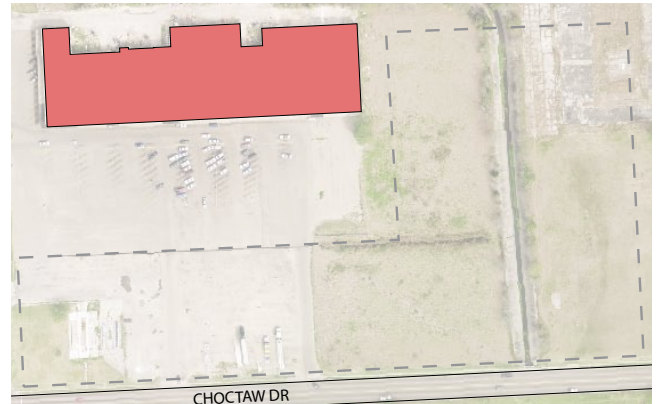
A vacant warehousing complex on the southeast corner of North Acadian Thruway and Seneca Street is sized to accommodate a large scale outdoor market or a manufacturing facility. All of these programmatic uses



have their own unique structural, electrical, mechanical, and plumbing requirements that would have to be verified before the building could be put back into use.



An unused parking lot and vacant land in front of the Choctaw Village Shopping Center could accommodate normative improvements such as commercial, residential or mixed-use programs or a more innovative urban agriculture program (as outlined in the introduction)



could be implemented. All of these programmatic uses have their own unique structural, electrical, mechanical, and plumbing requirements that would have to be verified before the site could be put into use.

Architectural Ranking

Following the Visioning Workshop, information the community provided along with analysis by the Team was used to identify a catalyst area in Choctaw. It is the objective of the architectural ranking to better understand the built environment in this area. Two questions were asked of each structure, “is it apparently architecturally sound and viable for redevelopment?” and “if so, in what capacity?”

Choctaw Village Shopping Center is the site identified via input from residents and analysis by the Team for catalyst development and was examined in October 2010 for the purpose of this survey. In general this is a commercial and light industrial district along an arterial road with single family homes tucked behind. Some of the commercial buildings have fallen into disrepair and others are unoccupied. The opportunity to repair and/or reoccupy the buildings combined with vacant land creates an opportunity for mixed use, commercial, or assisted living redevelopment.

To determine how a building should be addressed, a rating of A, B, or C was given to each one. A rating of “A” indicates the building is in extremely poor condition and should be removed due to safety concerns. A rating of “B” indicates the building is in poor condition but can and should be rehabilitated. In this case, commercial building owners can explore available rehabilitation programs. A rating of “C” indicates the building is viable and any development should retain the building. The catalyst area and each building’s rating is diagrammed in the map to the right. Below is a brief description of each building’s existing use and condition and where viable, its reuse opportunities. The information in this survey is based on visually observed conditions from the exterior of the structures. Prior to any action taken regarding each property, further analysis should be completed.

Choctaw Corridor Architectural Survey and Adaptive Reuse Analysis

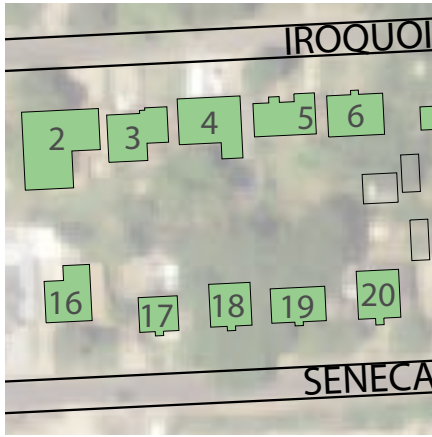


- A - Poor Condition
- B - Fair Condition
- C - Good Condition



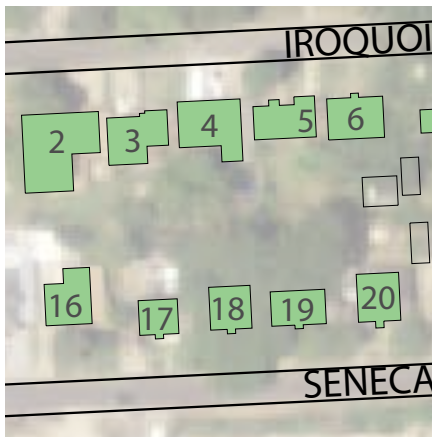
**BUILDING 01
PRIORITY C**

This is a single family residence in good condition. Any development should retain the building.



**BUILDING 02
PRIORITY C**

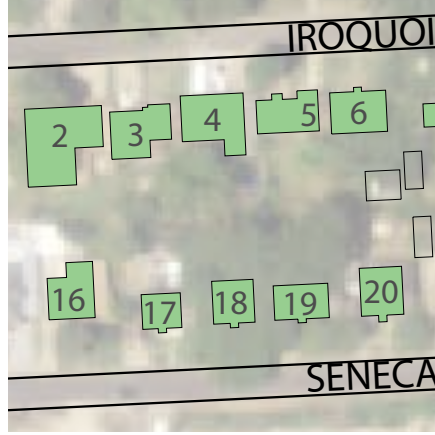
This is a single family residence in fair to good condition. Any development should retain the building.



**BUILDING 03
PRIORITY C**

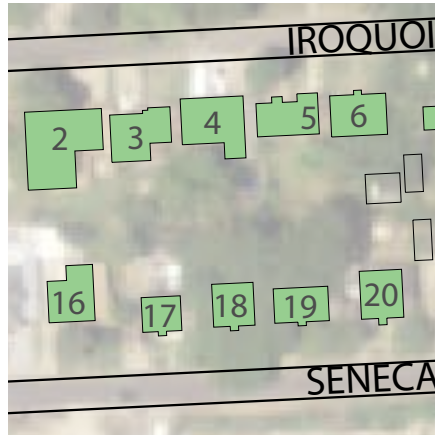
This is a single family residence in good condition. Any development should retain the building.

Choctaw Corridor Architectural Survey and Adaptive Reuse Analysis



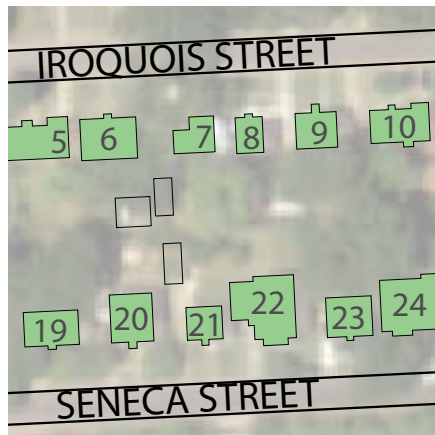
**BUILDING 04
PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



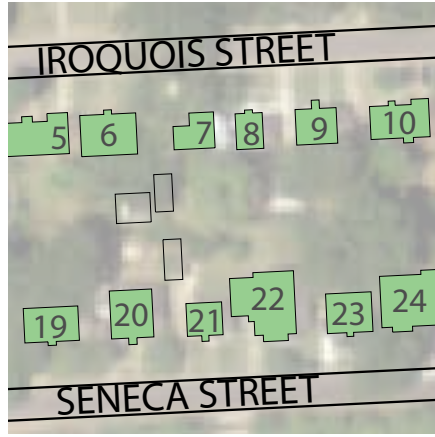
**BUILDING 05
PRIORITY C**

This is a single family residence in good condition. Any development should retain the building.



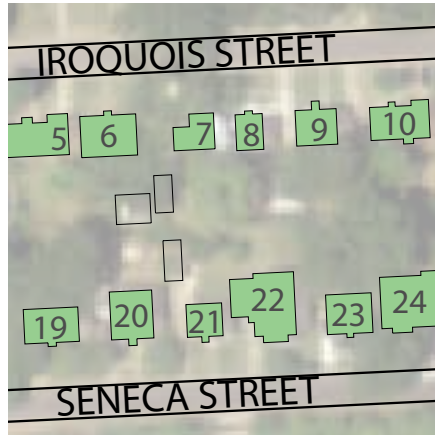
**BUILDING 06
PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



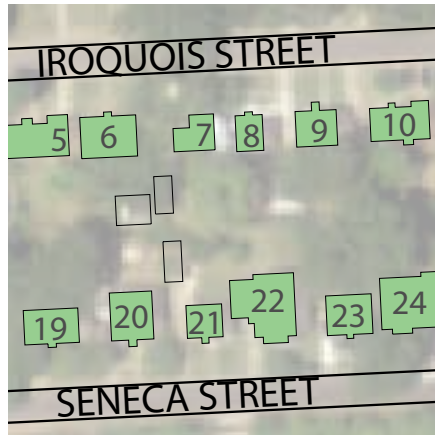
**BUILDING 07
PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



**BUILDING 08
PRIORITY C**

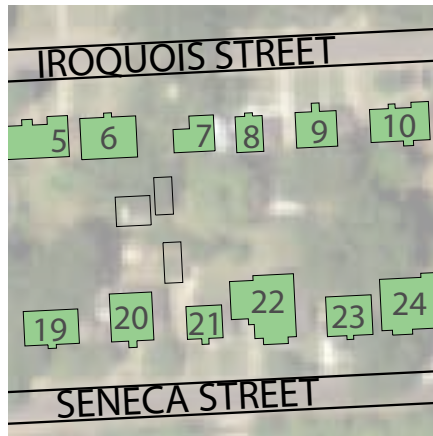
This is a single family residence in fair to good condition. Any development should retain the building.



**BUILDING 09
PRIORITY C**

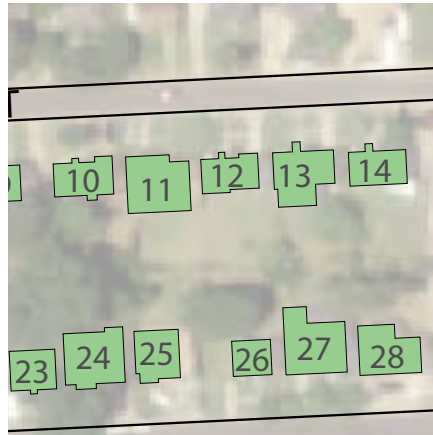
This is a single family residence in fair to good condition. Any development should retain the building.

Choctaw Corridor Architectural Survey and Adaptive Reuse Analysis



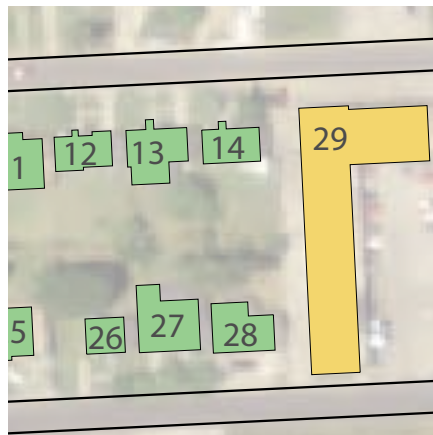
BUILDING 10 **PRIORITY C**

This is a single family residence in good condition. Any development should retain the building.



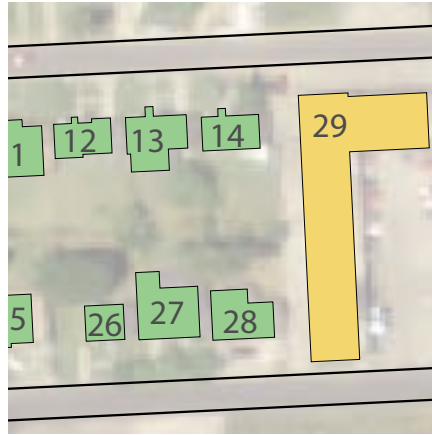
BUILDING 11 **PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



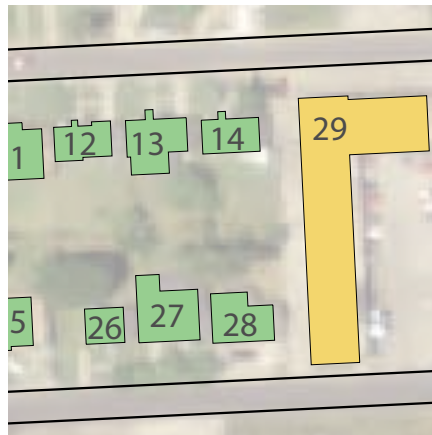
BUILDING 12 **PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



**BUILDING 13
PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



**BUILDING 14
PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



**BUILDING 15
PRIORITY C**

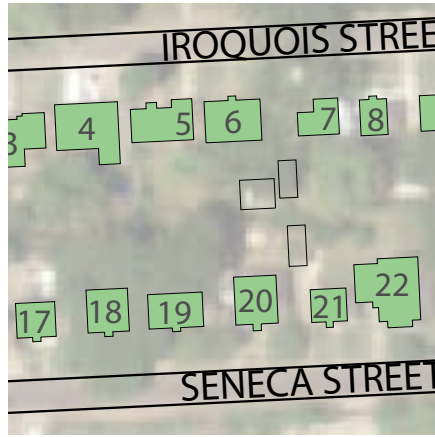
The building is in good condition and appears to be occupied. Its current use is unclear. Further analysis is needed, but any development should plan to retain the building.

Choctaw Corridor Architectural Survey and Adaptive Reuse Analysis



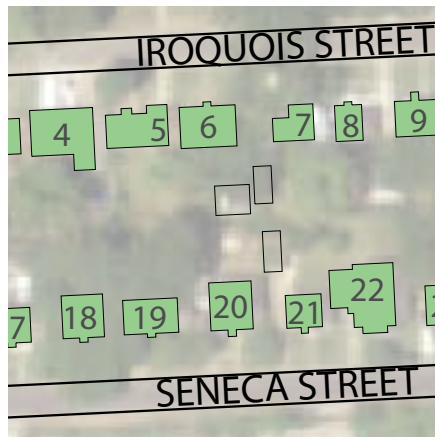
BUILDING 16 **PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



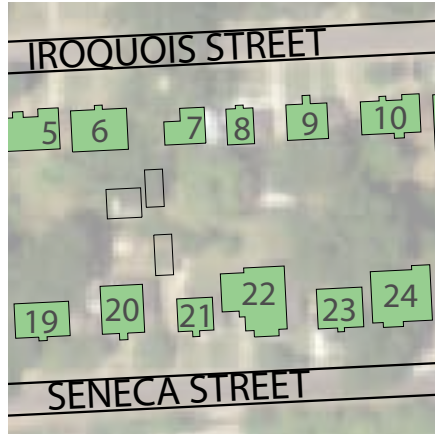
BUILDING 17 **PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



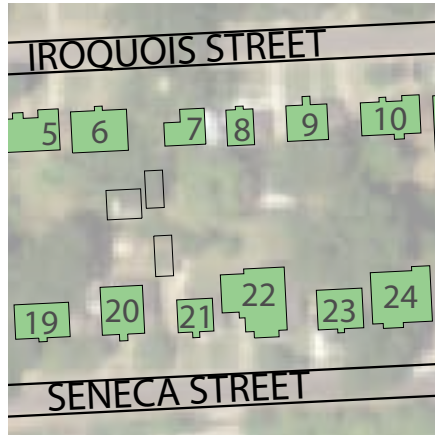
BUILDING 18 **PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



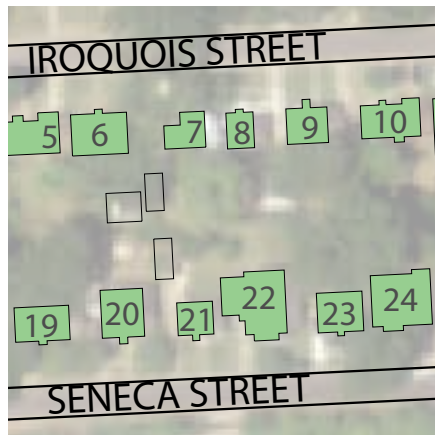
**BUILDING 19
PRIORITY C**

This is a single family residence in good condition. Any development should retain the building.



**BUILDING 20
PRIORITY C**

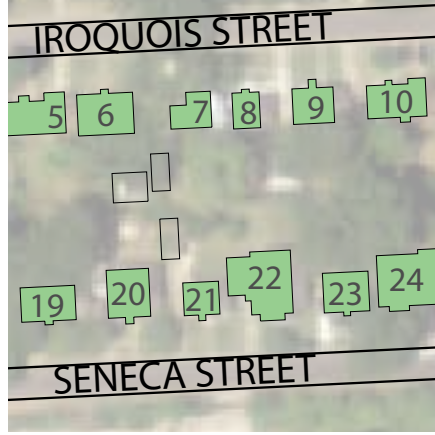
This is a single family residence in good condition. Any development should retain the building.



**BUILDING 21
PRIORITY C**

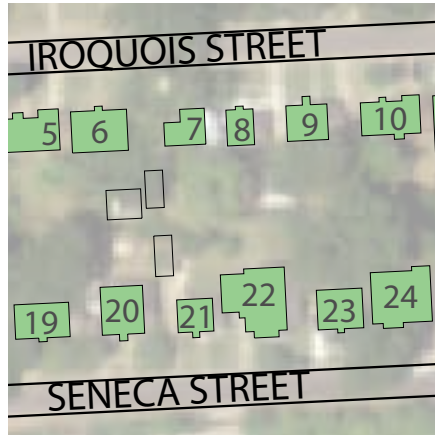
This is a single family residence in fair to good condition. Any development should retain the building.

Choctaw Corridor Architectural Survey and Adaptive Reuse Analysis



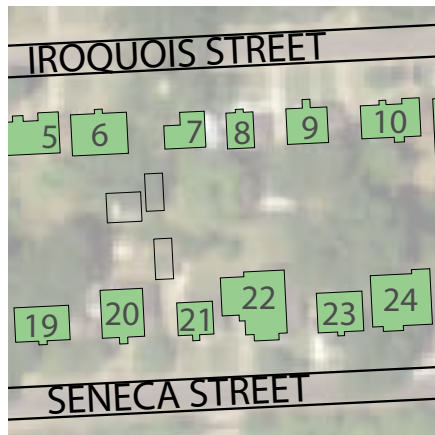
BUILDING 22 **PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



BUILDING 23 **PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



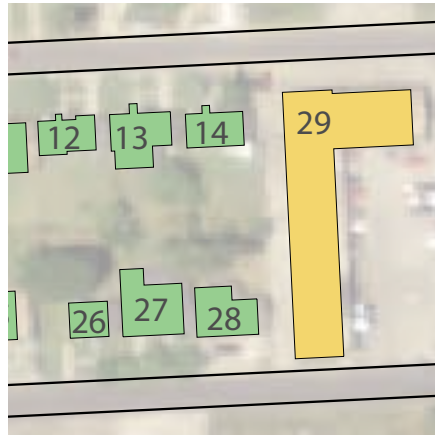
BUILDING 24 **PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



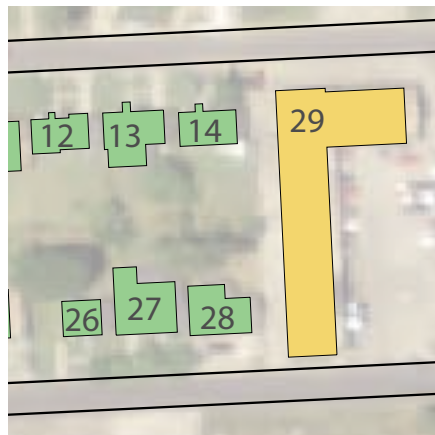
**BUILDING 25
PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



**BUILDING 26
PRIORITY C**

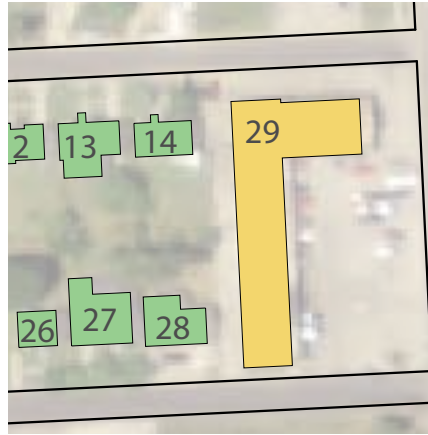
This is a single family residence in fair to good condition. Any development should retain the building.



**BUILDING 27
PRIORITY C**

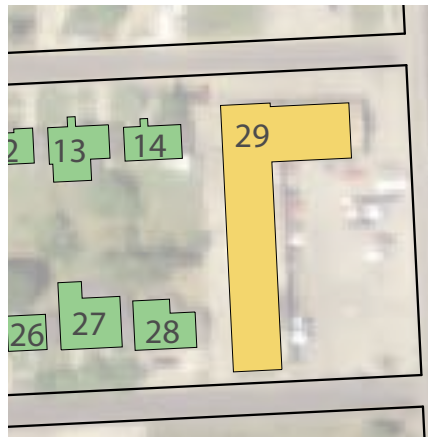
This is a single family residence in fair to good condition. Any development should retain the building.

Choctaw Corridor Architectural Survey and Adaptive Reuse Analysis



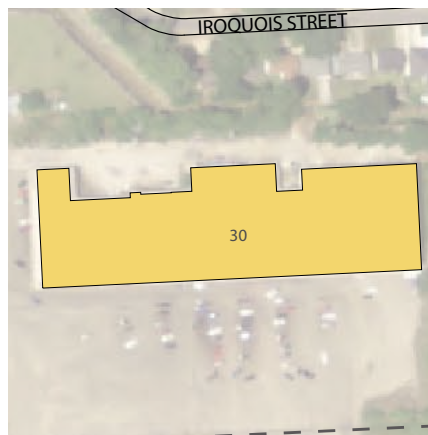
BUILDING 28 **PRIORITY C**

This is a single family residence in fair to good condition. Any development should retain the building.



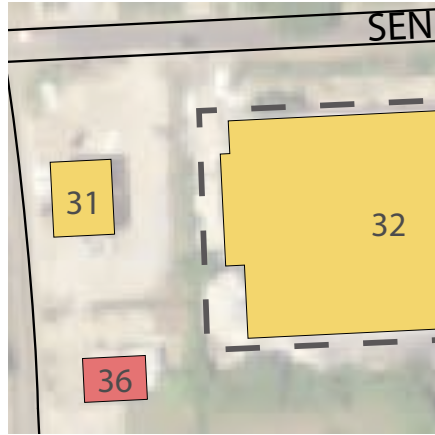
BUILDING 29 **PRIORITY B**

The building is in fair to poor condition and is currently occupied. Its existing use is appropriate for the area and would serve catalytic development well. If a thorough analysis proves this building to be viable, it should be considered a candidate for façade enhancement opportunities.



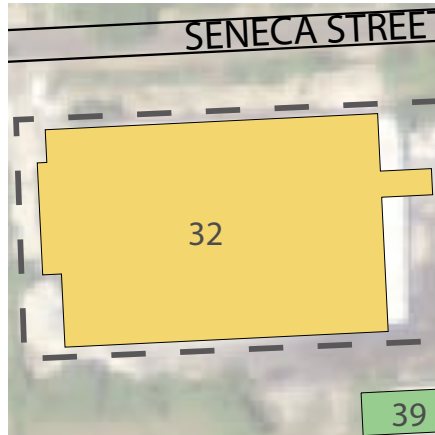
BUILDING 30 **PRIORITY B**

The building is in fair to poor condition and is currently occupied. Its existing use is appropriate for the area and would serve catalytic development well. If a thorough analysis proves this building to be viable, it should be considered a candidate for façade enhancement opportunities.



**BUILDING 31
PRIORITY B**

The building is in fair to poor condition and is currently occupied. Following a thorough analysis to determine the viability of this building, it may be an excellent candidate for façade grants.



**BUILDING 32
PRIORITY B**

The building is in fair condition and is not occupied. Following a thorough analysis to determine the viability of this building appropriate uses could include an outdoor market or a manufacturing facility.



**BUILDING 33
PRIORITY B**

The building is in poor condition and is currently unoccupied. Replacement of this building could be considered in order to reduce blight and create new opportunities for development. Appropriate uses for this site would include assisted living, commercial, or mixed use developments.



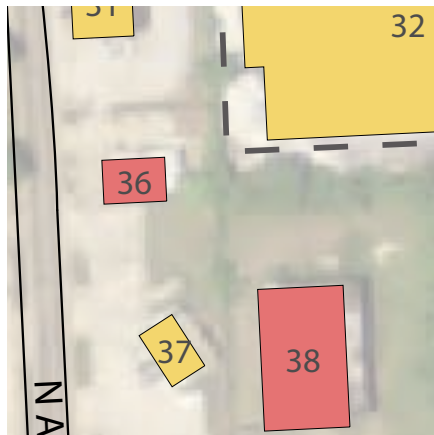
**BUILDING 34
PRIORITY B**

The building is in poor to fair condition and is occupied. If the existing business could be relocated, the land could be converted to a more appropriate use, but if that is not possible, it may be a candidate for façade grants.



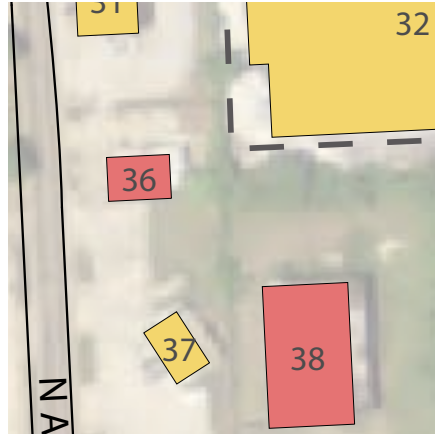
**BUILDING 35
PRIORITY B**

The building is in poor to fair condition and is currently unoccupied. Replacement of this building could be considered in order to reduce blight and create new opportunities for development. Appropriate uses for this site would include assisted living, commercial, or mixed use developments.



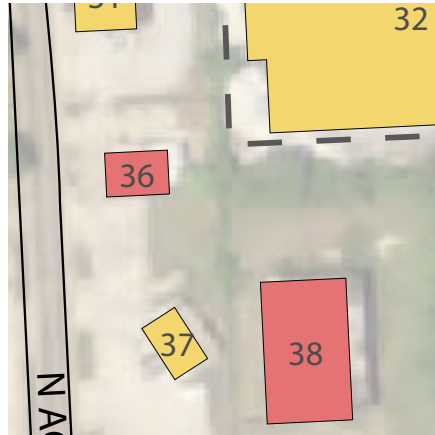
**BUILDING 36
PRIORITY B**

The building is in poor condition and is currently unoccupied. Replacement of this building could be considered in order to reduce blight and create new opportunities for development. Appropriate uses for this site would include commercial or mixed use developments.



**BUILDING 37
PRIORITY B**

This commercial building is in poor to fair condition and is currently occupied. Its condition, combined with poor site planning, would suggest temporarily relocating the business and building a new structure. If this is not possible, a façade grant could be a possibility.



**BUILDING 38
PRIORITY A**

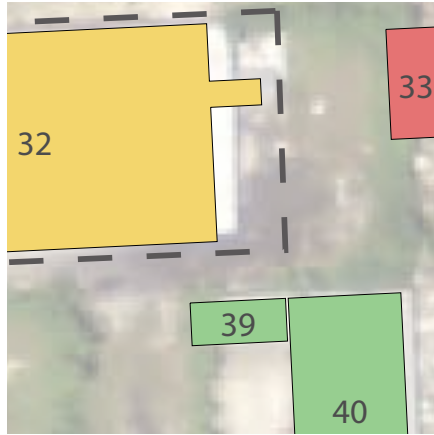
The building is in poor condition and is currently unoccupied. The building appears to have been vacant for an extended period of time and does not seem to have been maintained. It appears not to be viable for reuse at this time. Replacement of this building could be considered in order to reduce blight and create new opportunities for development.



**BUILDING 39
PRIORITY C**

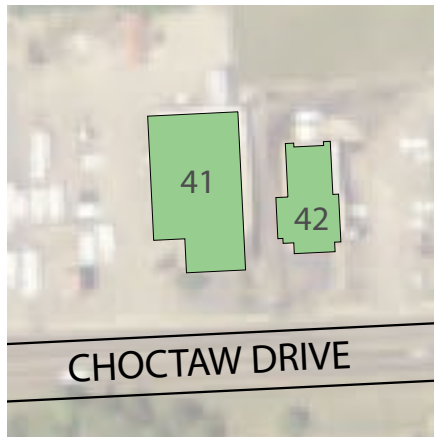
The building is in good condition and its existing land use is appropriate. Any development proposals should retain the building.

Choctaw Corridor Architectural Survey and Adaptive Reuse Analysis



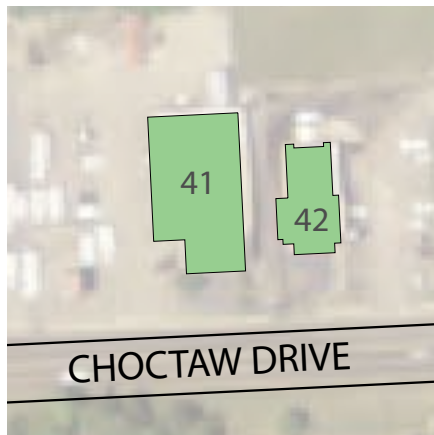
**BUILDING 40
PRIORITY C**

The building is in good condition and its existing land use is appropriate. Any development proposals should retain the building.



**BUILDING 41
PRIORITY C**

The building is in good condition and its existing land use is appropriate. Any development proposals should retain the building.



**BUILDING 42
PRIORITY C**

The building is in good condition and its existing land use is appropriate. Any development proposals should retain the building.



5 COMMUNITY
IMPROVEMENT PLANS



EAST BATON ROUGE
REDEVELOPMENT
AUTHORITY



Market Overview for Choctaw Corridor

Prepared by:
ECONorthwest
October 27, 2010



PHILLIPS-DAVIS LEGACY
BROWN + DANOS
a joint venture, inc.

1. INTRODUCTION

1.1. BACKGROUND

The East Baton Rouge Redevelopment Authority (RDA) has engaged the services of the Brown + Danos consultant Team to assist in creating a series of Community Improvement Plans (CIPs) for five distinct districts in East Baton Rouge Parish: (1) Melrose East, (2) Zion City & Glen Oaks, (3) Northdale, (4) Scotlandville Gateway, and the (5) Choctaw Corridor. ECONorthwest is a sub consultant to the Team and is responsible for discussing factors that affect redevelopment in the 5 CIP areas. In addition, the scope includes preparing financial development pro-formas and recommendations for redevelopment financing and implementation.

The purpose of this document is to provide an overview of the market and discuss the factors that affect redevelopment in the Choctaw Corridor. The report will help facilitate discussion among residents, the RDA, the technical advisory committee, and the consultant Team.

The balance of this document is organized as follows:

- » **Data and methods** describe available data and documents and explain other sources of information used in the market overview.
- » **Framework** provides an overview of the neighborhood and the geographical approximations used for data collection.
- » **Factors that affect redevelopment** include an analysis of the factors that will shape future growth in the Choctaw Corridor.
- » **Implications recommendations** list the implications and recommendations for planning future development in the Choctaw Corridor.

1.2. DATA AND METHODS

This document assesses demographic and real estate market trends. It is not a market analysis for a specific site or use. We reviewed the following available data and documents: 1) Census Bureau: population, household demographics and income, housing ownership and costs, 2) Claritas: demographics and forecasts, 3) Economic census: per capita spending at certain types of stores, 4) Bureau of Labor Statistics 5) Consumer Expenditure Survey: proportion of income spent on certain products.

Growth factors, demographics, and development market trends were assessed by the Team. The Team and the RDA conducted interviews with several entities including developers, brokers, property owners, and other stakeholders.

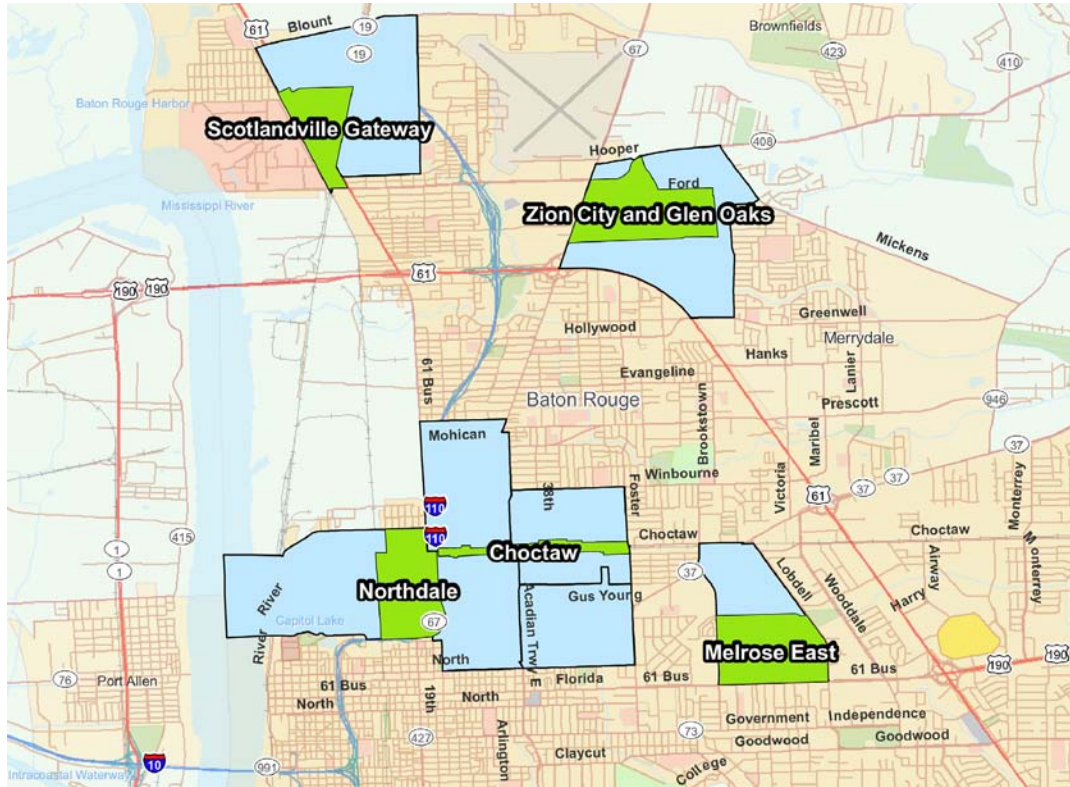
2. FRAMEWORK

2.1. THE STUDY AREA

This document discusses the market in the context of the Choctaw Corridor Community. In some cases, it would be inaccurate to consider a census tract as belonging to one neighborhood because significant portions of the tract are closer to the adjacent neighborhood.

The neighborhood is located in the City of Baton Rouge, which is within East Baton Rouge Parish. The darker green shading approximates the boundaries of the neighborhood while the lighter blue illustrates the census tract boundaries. Exhibit 1 shows the location of the neighborhood relative to surrounding parts of the City and Parish.

Exhibit 1. Vicinity map with census tracts, East Baton Rouge, 2010



Source: ECONorthwest, GIS data provided by BROWN+DANOS landdesign, inc.

A portion of our assessment relies on data from the U.S. Census Bureau, which can be analyzed at different size geographies: (1) state, (2) parish (3) city (4) tracts (5) block groups and (6) blocks. The state, parish, and city geographies are too large to provide accurate information about characteristics of the 5 CIPs. Alternately, block groups and blocks are not large enough to yield necessary information about income and housing. Therefore, we use census tracts for this analysis, as they provide the best available balance of geography and data. Exhibit 1 illustrates the relationship between census tract boundaries and the neighborhood boundaries. Note that although census tracts do not correspond to the exact boundaries of the 5 CIP neighborhoods. Instead of identifying census tracts by number, we use the neighborhood names to refer to the census tracts.

An overview of market factors can help a community prepare for future growth and change. It can assess whether public policies about land use, public facilities, financial incentives, and economic development are compatible with market forces. A market overview can help identify the degree to which likely demand for development matches the underlying ability of the area to provide built space at expected prices to meet that demand. The analysis in this document focuses on market factors that affect the potential

development of residential, commercial, and industrial uses. Many factors can influence the future supply and demand for development in a specific area. Key among them are 1) growth (or decline) in population and employment in the downtown, the city, the surrounding area, and selected neighborhoods, 2) the demographic make up of expected growth, 3) characteristics of employment, 4) location and access to transportation and amenities, (5) availability and affordability of residential units and commercial services, and 6) land use regulations that determine how and where growth will occur. A logical way to get to the specific questions about the type of development that is desirable and possible is to start more broadly with the region, the Parish, and the City. First it is important to have an idea of what type and how much growth has occurred and where new growth is likely to locate. Some rough estimate of the amount and distribution of growth provides a context for our evaluation of specific development issues in selected neighborhoods.

3. FACTORS THAT AFFECT REDEVELOPMENT

The commercial and residential market within the neighborhood must be understood in the context of the City of Baton Rouge, the Parish, and the larger region. This section describes key demographic and market trends that affect redevelopment in the Choctaw Corridor.

3.1. POPULATION GROWTH

Exhibit 2 shows population in the United States, Louisiana, the Baton Rouge MSA, City of Baton Rouge, and the Choctaw Corridor in 1990, 2000, and 2008/2009. Population grew by less than 5% in Louisiana over the 28-year period, adding about 200,000 new residents. Much of the growth in Louisiana after 2000 can be attributed to natural increase, as net out-migration from Louisiana was nearly 300,000 for the decade.¹ Population in the Baton Rouge MSA grew by 0.97% annually between 1980 and 2008, accounting for nearly 90% of population growth in the State over the 28-year period. The City of Baton Rouge grew by 4% between 1990 and 2000, an increase of over 8,000 people. Between 2000 and 2008, the City's population declined by 2% or over 4,000 people. Census tracts representing the Choctaw Corridor decreased by nearly 4,000 people between 1990 and 2009, or about 1% a year, totaling 17% of the area's population.

Statewide population trends were affected by Hurricanes Katrina and Rita in 2005. The region saw an influx of nearly 43,000 evacuees from Hurricanes Katrina and Rita, according to the Louisiana Public Health Institute.² While the population of the Parish grew by 13% between 1990 and 2008, the Parish's share of the regional population growth declined from 61% to 55%.

¹ U.S. Census National and State Population Estimates, Components of Population Change.
<http://www.census.gov/popest/states/NST-comp-chg.html>

² *Migration Patterns: Estimates of Parish Level Migrations due to Hurricanes Katrina and Rita*. Louisiana Public Health Institute.
<http://takecharge.dhh.louisiana.gov/offices/publications/pubs-81/ACT%20242%20of%2003.pdf>

³ Under high migration assumptions, the State forecasts average annual growth of 0.72% in Louisiana and 1.48% in the Baton Rouge MSA. Under low migration assumptions, the State forecasts average annual growth of 0.34% in Louisiana and 0.59% in the Baton Rouge MSA.

The Louisiana State Census Data Center projects population growth by parish over the 2010 and 2030 period. The State developed forecasts under three different sets of in-migration assumptions.³ Exhibit 3 shows the State of Louisiana’s population projections for Louisiana and the Baton Rouge MSA for the 2005-2030 period under middle migration assumptions. The Baton Rouge MSA is forecast to grow at 0.98% annually between 2010 and 2030, which is consistent with the population growth rate in the MSA over 1980-2008 period. Population growth in the Baton Rouge MSA is forecast to account for about 39% of statewide population growth over the 20-year period.

Exhibit 2. Population and population change, United States, Louisiana, Baton Rouge MSA, East Baton Rouge Parish, City of Baton Rouge, Choctaw Corridor, 1990, 2000, and 2008/2009

Year	U.S.	Louisiana	Baton Rouge MSA	East Baton Rouge	City of Baton Rouge	Choctaw
1990	249,464,396	4,219,179	624,709	380,699	219,531	22,389
2000	281,421,906	4,468,976	705,973	412,852	227,818	20,478
2008	304,059,724	4,410,796	774,327	428,360	223,689	18,544*
Change 1990-2008						
Number	54,595,328	191,617	149,618	47,661	4,158	-3,845
Percent	22%	5%	24%	13%	2%	-17%
AAGR	1.11%	0.25%	1.20%	0.66%	0.10%	-0.99%

Source: U.S. Census Population Estimates, Claritas 2009

Note: Baton Rouge MSA includes Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, West Baton Rouge, and West Feliciana parishes.

Note: Choctaw Area shows 2009 Claritas estimates for East Baton Rouge Census Tracts 5, 6.02, 8, 9, and 10.

Exhibit 3. Population projections under middle migration assumptions, Louisiana and Baton Rouge MSA, 2005-2030

Year	Louisiana	Baton Rouge MSA
2005	4,510,170	731,570
2010	4,369,760	793,630
2015	4,477,680	827,460
2020	4,588,310	868,210
2025	4,699,260	914,390
2030	4,813,420	965,440
Change 2010-2030		
Number	443,660	171,810
Percent	10%	22%
AAGR	0.48%	0.98%

Source: State of Louisiana Population Projections. http://www.louisiana.gov/Explore/Population_Projections/

Exhibit 4 shows projected population change over the 2010-2030 period for the nine parishes in the Baton Rouge MSA under middle migration assumptions. Only Ascension and Livingston Parishes are expected to add population over the period.

The key findings for the State forecasts of population growth are:

- » The Baton Rouge MSA will continue to grow at an average annual rate about twice that of Louisiana between 2010 and 2030 but will only account for 39% of statewide growth over the 20-year period. The MSA accounted for 90% of population growth over the 1980 to 2008 period.
- » All population growth in the Baton Rouge MSA is expected to take place in Ascension and Livingston Parishes, which are projected to nearly double in size between 2010 and 2030. The population of East Baton Rouge is projected to decrease over the 20-year period at an annual rate of -0.14%.
- » Growth is occurring in outer parishes, southern parts of East Baton Rouge Parish, and in Central/Zachary. Between 1990 and 2008, the City of Baton Rouge grew by 0.10% annually compared to 0.66% in the Parish as a whole, which suggests that unincorporated areas outside the City of Baton Rouge and other municipalities in the parish grew faster than the City.
- » Slow growth in the City and the Parish suggest that declining populations in North Baton Rouge neighborhoods may continue absent significant changes to policy and economic conditions.

Exhibit 4. Population projections under middle migration assumptions, parishes in the Baton Rouge MSA, 2010-2030

Parish	2010	2030	Change 2010-2030		
			Number	Percent	AAGR
Ascension	109,030	196,140	87,110	80%	2.98%
East Baton Rouge	443,700	421,500	-12,200	-3%	-0.14%
East Feliciana	20,040	17,060	-2,980	-15%	-0.80%
Iberville	30,830	24,640	-6,190	-20%	-1.11%
Livingston	129,420	242,780	113,360	88%	3.20%
Pointe Coupee	22,240	19,380	-2,860	-13%	-0.69%
St. Helena	10,390	8,610	-1,780	-17%	-0.94%
West Baton Rouge	22,720	21,070	-1,650	-7%	-0.38%
West Feliciana	15,260	14,260	-1,000	-7%	-0.34%

Source: State of Louisiana Population Projections, http://www.louisiana.gov/Explore/Population_Projections/

3.2. EMPLOYMENT (EMPLOYEES BY INDUSTRY)

Exhibit 5 shows labor force participation and unemployment in East Baton Rouge Parish and the Choctaw Corridor in 2009. The labor force participation rate was lower in the Choctaw Corridor (56%) than Parish-wide (65%). The unemployment rate in the Choctaw Corridor was 13% compared to 6% in the Parish.



Exhibit 5. Labor force participation and unemployment, East Baton Rouge Parish and the Choctaw Corridor Area 2009

	East Baton Rouge Parish	Choctaw
Population 16+	338,349	13,798
Labor Force	220,749	7,740
Labor Force Participation	65%	56%
Unemployment	13,211	1,025
Unemployment Rate	6%	13%

Source: Claritas 2009

Note: Only population above the age of 16 shown

Exhibit 6 shows relative employment by sector in East Baton Rouge Parish and the Choctaw Corridor in 2009. The major industry sectors in the Choctaw Corridor Area were health care and social assistance, retail trade, and accommodation and food service. These three industries had below-average weekly wages in the Baton Rouge Regional Labor Market in 2009. Choctaw Corridor had a low percentage of residents employed in professional, scientific, and technical services and finance, insurance, and real estate compared to the Parish as a whole. These industries had average- to above-average weekly wages in the Baton Rouge Regional Labor Market in 2009. ⁴

Exhibit 6. Employment by sector, East Baton Rouge Parish, and the Choctaw Corridor Area, 2009

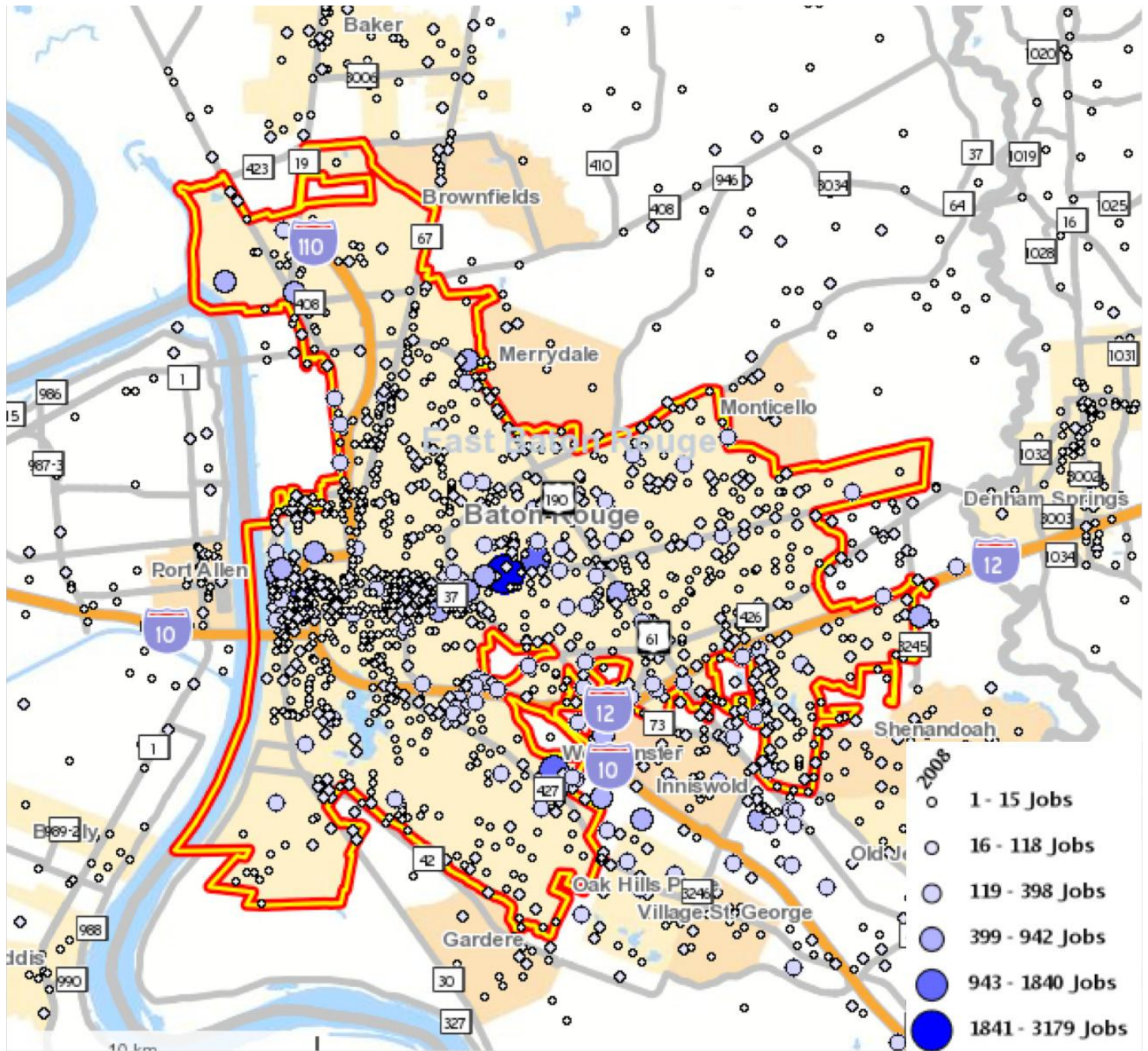
Industry Sector	East Baton Rouge Parish	Choctaw
Agriculture, Forestry, Fishing and Hunting, and Mining	1%	0%
Construction	7%	10%
Manufacturing	10%	9%
Wholesale Trade	3%	3%
Retail Trade	11%	13%
Transportation, Warehousing, and Utilities	4%	5%
Information	2%	2%
Finance, Insurance, Real Estate (Rental & Leasing)	7%	4%
Professional, Scientific, and Technical Services	7%	1%
Management of Companies and Enterprises	0%	0%
Administrative and Support and Waste Management	3%	5%
Education Services	12%	9%
Health Care and Social Assistance	11%	13%
Arts, Entertainment, and Recreation	2%	3%
Accommodation and Food Administration	6%	10%
Other Services (Except Public Administration)	5%	8%
Public Administration	8%	6%
Total Employment	207,225	6,715

Source: Claritas 2009

⁴ Louisiana Workforce Commission, Labor Market Information. http://www.laworks.net/LaborMarketInfo/LMI_MainMenu.asp

Exhibit 7 shows where residents of the City of Baton Rouge worked in 2008. It provides a useful illustration of where major employment centers are located relative to the Choctaw Corridor. The largest employment center in the Parish is located southeast of the Choctaw Corridor along Florida Boulevard, and another large concentration is located downtown to the southwest of Northdale. This area includes the Louisiana State Capitol.

Exhibit 7. Employment centers, City of Baton Rouge, 2008



Source: U.S. Census OnTheMap, <http://lehdmap3.did.census.gov/themap3/>

3.3. DEMOGRAPHIC CHARACTERISTICS

Racial composition

Exhibit 8 shows the racial composition of Louisiana, East Baton Rouge Parish, and the Choctaw Corridor Area in 2009. The population of the Choctaw Corridor Area was 97% African American, roughly two to three times the percentage of Louisiana or the Parish.

Exhibit 8. Black or African American population of Louisiana, East Baton Rouge Parish, and the Choctaw Corridor Area, 2009

	Louisiana	East Baton Rouge Parish	Choctaw
Total Population	4,455,166	434,260	18,544
Black or African American	1,444,782	197,745	18,008
Percent Black or African American	32%	46%	97%

Source: Claritas 2009

Educational attainment

Exhibit 9 shows the highest level of educational attainment for population above the age of 25 in Louisiana, East Baton Rouge Parish, and the Choctaw Corridor Area in 2009. Seventy-two percent of the Choctaw Corridor residents do not have formal education beyond high school, compared to 42% of Parish residents and 57% of Louisiana residents. In contrast, 32% of the Parish and 19% of the State had bachelor's degrees or better, compared to just 8% in the Choctaw Corridor.

Exhibit 9. Highest level of educational attainment, Louisiana, East Baton Rouge Parish, and the Choctaw Corridor Area, 2009

Educational Attainment for Population 25+	Louisiana	East Baton Rouge Parish	Choctaw
Less than 9th grade	9	4	12
9th to 12th grade, no diploma	16	11	28
High school graduate	33	26	32
Some college, no degree	20	24	18
Associate's degree	3	3	2
Bachelor's degree	12	20	5
Graduate or professional degree	7	12	3
Population 25+	2,869,067	266,760	10,967

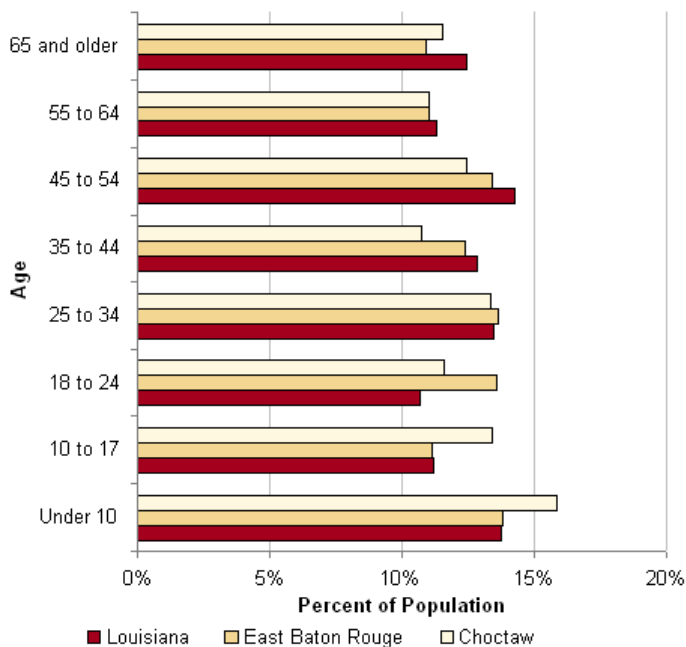
Source: Claritas 2009

Age

Exhibit 10 shows age for residents of Louisiana, East Baton Rouge Parish, and the Choctaw Corridor in 2009. The Choctaw Corridor had a larger proportion of people under the age of 18 (29%) than the Parish or State as a whole (both 25%). Above the age of 18, age categories were fairly similar between the Choctaw Corridor, the Parish, and the State. The Choctaw Corridor had a slightly higher proportion of its population above the age of 64 than the Parish.

The Choctaw Corridor is located in a portion of East Baton Rouge Parish with some of the lowest life expectancy in the State. The life expectancy for residents of Central East Baton Rouge Parish are expected to live 71-74 years, compared to 76-77 in the rest of the Parish and 77-78 in West Baton Rouge Parish.⁵

Exhibit 10. Age in Louisiana, East Baton Rouge Parish and the Choctaw Corridor Area, 2009



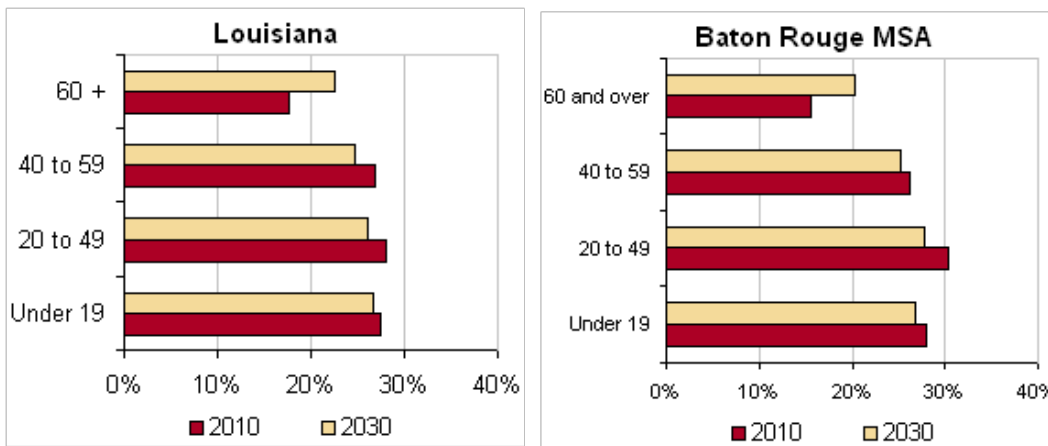
Source: Claritas 2009

Exhibit 11 shows the age composition portion of the State population forecast for Louisiana and the Baton Rouge MSA in 2010 and 2030. The State projects that the greatest growth will be in population over 60 years old, consistent with national trends. The percent of population above the age of 60 is projected to increase over the 20-year period from 18% to 23% statewide and 16% to 20% in the Baton Rouge MSA.

The State forecasts that the fastest growing age group in the region will be people 60 years and older, with the share of people in this age group in the Baton Rouge MSA increasing from 16% to 20% over the 20-year period. As an area with a slightly higher portion of seniors than the Parish as a whole, the Choctaw Corridor is likely to experience similar, if not more pronounced population aging than the MSA.

⁵ Louisiana Human Development Report 2009

Exhibit 11. Age distribution, Louisiana and Baton Rouge MSA, 2010 and 2030



Source: State of Louisiana Population Projections, http://www.louisiana.gov/Explore/Population_Projections/

Income

Exhibit 12 shows per capita income, average household income, and percentage of residents at or below the poverty line in East Baton Rouge Parish and the Choctaw Corridor in 2009. Per capita income in the Choctaw Corridor was 47% of the Parish average. The average household income in the Choctaw Corridor was about \$31,000 compared to the Parish average of over \$61,000. About 33% of families in the Choctaw Corridor lived below poverty, compared to just 13% in the Parish.

Exhibit 12. Per capita income, average household income, and families below poverty, East Baton Rouge Parish and the Choctaw Corridor Area, 2009

	East Baton Rouge Parish	Choctaw
Per capita income	\$ 23,796	\$ 11,151
Average household income	\$ 61,151	\$ 30,941
Families	110,862	4,638
Families below poverty line	14,327	1,534
Percentage of families below poverty	13%	33%

Source: Claritas 2009

Note: Average household income was calculated by dividing aggregate household income in each census tract and dividing by the total number of households. Calculating median income for each census tract was not possible with block group-level data. The Census poverty threshold in 2009 for a family of four was about;\$22,000

3.4. LOCATION AND ACCESS

The Choctaw Corridor has several important locational advantages and disadvantages relative to other communities in the Parish. These are described below.

- » **Proximity to downtown and employment centers.** The Choctaw Corridor is located within close proximity to downtown and other employment centers relative to other neighborhoods in the Parish. The Choctaw Corridor is located northeast of downtown Baton Rouge, which is home to the Capitol,

and numerous employers, cultural institutions, and churches. This location gives the neighborhood an advantage over other areas in the City, as it offers shorter commute distances and access to downtown activity.

- » **Proximity to higher educational institutions.** The neighborhood is situated almost equidistant from Louisiana State University (LSU), Southern University, and Baton Rouge Community College (BRCC), although this neighborhood is closest to BRCC (3.5 miles). This proximity to higher education, technical skills, and job training, in conjunction with proximity to downtown, is a potential advantage for the neighborhood.
- » **Access to medical facilities.** The Choctaw Corridor neighborhood is located within relatively close proximity to Baton Rouge General Medical, which is an amenity for residents and employees.
- » **Access to I-110.** The Choctaw Corridor has relatively convenient access to I-110, which provides direct routes to downtown, employment centers, and commercial services via Chippewa Street and Plank Road. Note that while convenient interstate access exists, the interstate itself presents a significant physical and psychological barrier for the neighborhood: between Choctaw Corridor and adjacent neighborhoods and between Downtown Baton Rouge.
- » **Transit.** The Choctaw Corridor is served by the Capitol Area Transit System (CATS), which operates a bus system throughout the region. Buses do not run on Choctaw Drive, but the area is served by Plank route 41 and Fairfield route 13, which runs both north and south of Choctaw on Winbourne Avenue and Fairfields Avenue, respectively. Route 41 runs about twice per hour between 5:00 am and 10:00 pm on weekdays/Saturdays and once per hour on Sundays. Route 13 runs once per hour on weekdays/Saturdays, with no service on Sunday. ⁶
- » **Access to vehicles.** In 2000, 18% of the Choctaw Corridor did not have access to a vehicle, compared to 9% in East Baton Rouge Parish. ⁷ The amount of travel a household demands is strongly related to the availability of vehicles. According to the Bureau of Transportation Statistics, persons in households with vehicles in 2001 took on average 50% more trips than households that did. Households with income less than \$25,000 were almost 10 times more likely to not have a vehicle than households making above \$25,000. ⁸ A reliable and convenient transit system can help compensate for the lack of access to vehicles.
- » **Proximity to airport.** The Choctaw Corridor is located within close proximity to the Baton Rouge Metropolitan Airport, compared to other neighborhoods in the Parish. This proximity gives the neighborhood a competitive advantage, not only for access to the airport, but also as a potential location for employers seeking convenient airport access (distribution, airport services, logistics, transportation).

3.5. COMMERCIAL SERVICES

Exhibit 15 illustrates the market area around the Choctaw Corridor plan area. For the purposes of this analysis and after discussion with the consultant Team, a center point located at Choctaw Drive and Plank Road was selected. Exhibit 14 shows a 1.0 and 2.0 and 3.0-mile radius.

⁶ CATS route maps. <http://brcats.com/map.htm>

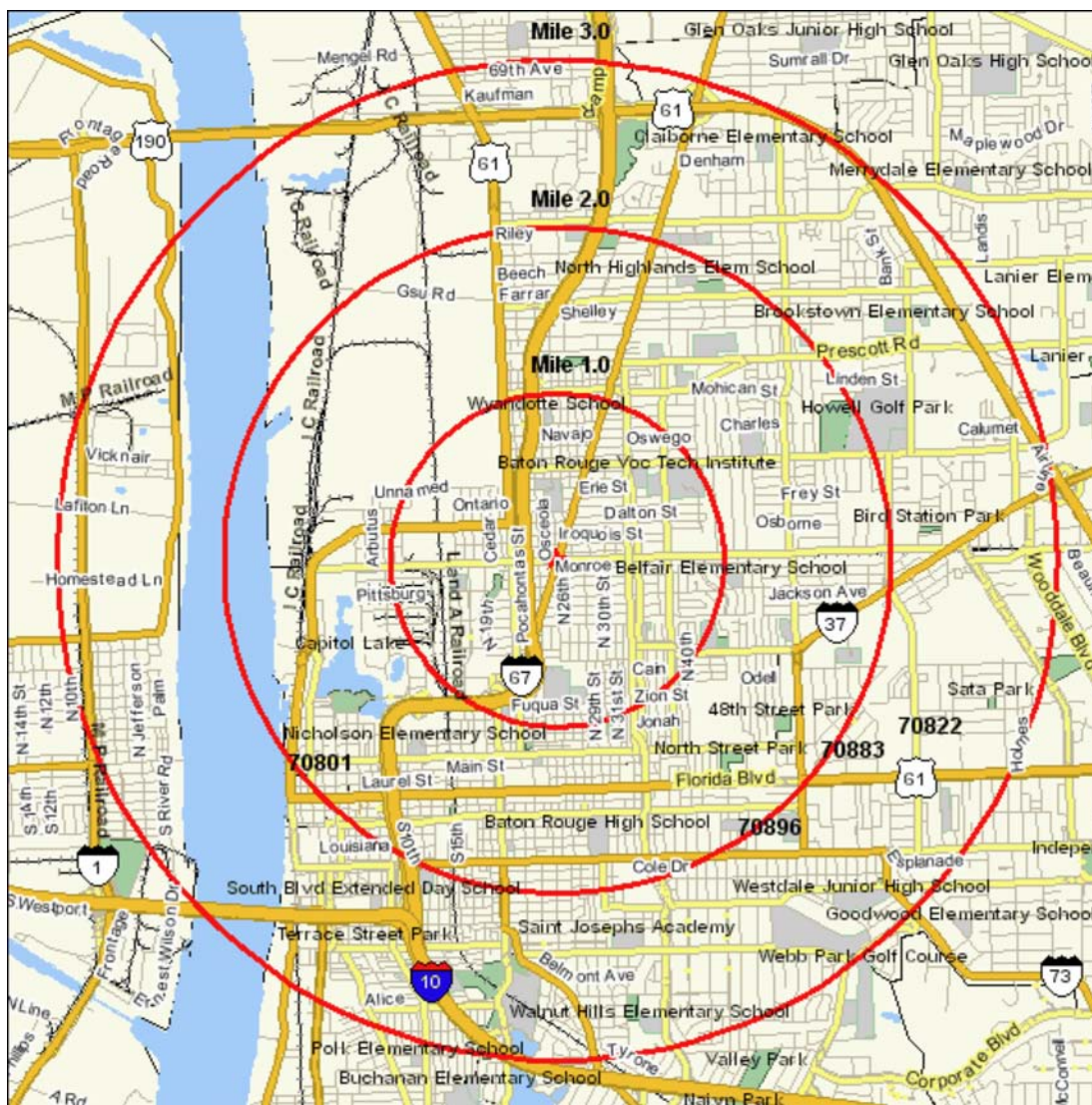
⁷ U.S. Census 2000, H44 Summary File 3

⁸ Bureau of Transportation Statistics.

http://www.bts.gov/publications/transportation_statistics_annual_report/2003/html/chapter_02/vehicle_ownership_and_availability.html

Residents of the neighborhood indicated a desire for commercial services, such as restaurants, coffee shops, banks, gas stations, pharmacies, health care clinics. The Choctaw Corridor contains three small commercial nodes at Plank Road, North 38th Street, and North Foster Drive. The area around the Foret and McCall shopping center (Choctaw/Plank) includes a general merchandise discount store and a pharmacy. Choctaw Village Shopping Center at North 38th Street contains a grocery store and other smaller commercial services (beauty supply, shoe store, fast food). There are numerous convenience stores throughout the neighborhood, while full service grocery stores are located at Choctaw Village Shopping Center at Choctaw and N. 38th (Piggly Wiggly) and on Government Street and Foster Drive (Albertston's) about 3.3 miles away. The next nearest opportunities to access commercial services are located further east of the neighborhood, Choctaw Drive/Airline Highway and Cortana Mall (5-6 miles away) or the Village Shopping Center, located in South Baton Rouge on I-10 (6-7 miles).

Exhibit 15. Market area (1-, 2-, and 3-mile radius from Choctaw Drive and Plank Road)



Source: Claritas, 2010

Exhibit 16 shows the estimated retail demand and supply for selected types of retail stores within a 2-mile radius and a 3-mile radius of the intersection of Choctaw Drive and Plank Road.

The difference between demand and supply represents a rough estimate of the opportunity “gap” or “surplus” available for each merchandise line within the given radius of the plan area. When the demand is greater than the supply, the area is experiencing leakage (i.e., people within the targeted area are spending their money for goods and services elsewhere) and there is a potential opportunity “gap” or an opportunity for more retail sales to take place within the market area. For example, a positive value represents an opportunity gap, while a negative value represents a surplus.

Exhibit 16. Retail sales opportunity gap, selected retail categories, 1- and 2-mile radius from intersection of Choctaw and Plank, 2009

Retail Category	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap
1-mile radius			
Food Service and Drinking Places	\$ 8,308,194	\$ 4,750,234	\$ 3,557,960
Full-Service Restaurants	\$ 3,675,864	\$ 2,805,175	\$ 870,689
Supermarkets, Grocery Stores	\$ 15,326,403	\$ 4,630,859	\$ 10,695,544
Health and Personal Care Stores	\$ 8,283,757	\$ 2,660,617	\$ 5,623,140
Pharmacies and Drug Stores	\$ 7,185,808	\$ 2,046,711	\$ 5,139,097
Clothing and Clothing Accessories	\$ 5,985,705	\$ 869,282	\$ 5,116,423
Family Clothing Stores	\$ 2,322,924	\$ 0	\$ 2,322,924
2-mile radius			
Food Service and Drinking Places	\$ 29,133,082	\$ 37,620,417	- \$ 8,487,335
Full-Service Restaurants	\$ 12,900,583	\$ 17,686,099	- \$ 4,785,516
Supermarkets, Grocery Stores	\$ 48,538,932	\$ 32,983,315	\$ 15,555,617
Health and Personal Care Stores	\$ 25,767,025	\$ 20,152,172	\$ 5,614,853
Pharmacies and Drug Stores	\$ 22,391,582	\$ 16,525,377	\$ 5,866,205
Clothing and Clothing Accessories	\$ 18,826,765	\$ 11,164,893	\$ 7,661,872
Family Clothing Stores	\$ 7,277,370	\$ 4,443,026	\$ 2,834,344

Source: Claritas RMP Opportunity Gap data 1-mile radius and 2-mile radius from the intersection of Choctaw Drive and Plank Road, 2009.

Note: Claritas RMP data is derived from two major sources: the demand data is derived from the Consumer Expenditure Survey. The supply data is derived from the Census of Retail Trade, which is made available by the U.S. Census. Expenditures represent what residents within the radius spend, regardless of where they spend. Retail sales represent what is sold at stores within the 2-mile radius, regardless of where the customers live.

The above indicates there may be modest demand for certain types of commercial services in or near the Choctaw Corridor.¹⁰ These include grocery stores, pharmacies/drug stores, clothing stores, and restaurants. The opportunity gap for foodservice and drinking places exists within the one-mile radius, while it turns into a surplus at the two-mile radius. This indicates that while the immediate neighborhood is experiencing some leakage in restaurant spending, that spending is likely occurring just outside the immediate neighborhood. This indicates possible opportunities for neighborhood oriented restaurants and coffee shops. The opportunity gap for clothing stores exists within both the one- and two-mile radii.

This suggests that residents are shopping for clothes elsewhere in the City, likely at stores that are located within a community/regional shopping center. This does not preclude potential opportunities for small-scale or specialty clothing stores. Foodservice, clothing, and other smaller retail outlets will require critical mass and careful design to increase the likelihood of success.

Exhibit 16 also indicates modest unmet demand for grocery stores, pharmacies, and clothing stores within the one or two-mile radii. The level of consumer demand for these uses, however, is not likely high enough to support a grocery store or pharmacy. For instance, a medium-sized grocery store would be approximately 40,000 to 55,000 square feet in size. At \$200 to \$300 per square foot in sales, a typical grocer of that size would need to generate approximately \$16 million per year. Even if a grocery store were able to capture 100% of the sales leakage, sales would not likely justify a medium to large grocery store. Similarly, a typical pharmacy is 9,000 to 15,000 square feet in size and would need to generate approximately \$5 to \$7 million in sales, which is slightly more than the unmet consumer demand in the one and two-mile radii. Furthermore, note that it is unlikely that 100% of the sales leakage could be recovered for these categories of retail, as there are invariably products and services that residents will continue to seek outside the one or two mile radius, at regional shopping centers (groceries, household goods, clothing, pharmaceuticals).

3.6. HOUSING

Unit type, size, and tenure

Exhibit 18 shows the prevalent household structure types in East Baton Rouge Parish and the Choctaw Corridor in 2009. The Choctaw Corridor had a high proportion of single-unit detached units (86%) compared the Parish (67%). About a third of housing units in the Parish were multifamily, compared to just 13% in the Choctaw Corridor. Less than 4% of residents lived in large apartment complexes (20 or more units) compared to the Parish total of 11%.

Exhibit 18. Units in structure, East Baton Rouge Parish, and the Choctaw Corridor Area, 2009

Units in Structure	East Baton Rouge Parish	Choctaw
Single-unit detached	64%	84%
Single-unit attached	3%	3%
Duplex	2%	4%
3-19 units	16%	5%
20-49 units	3%	1%
50 units or more	8%	2%
Mobile or manufactured	4%	0%
Total Housing Units	186,078	7,911

Source: Claritas 2009

¹⁰ ECO will work with the consulting team and local brokers and developers to prepare financial development proformas for different types of commercial buildings and uses identified here. Our initial research and discussions with brokers/developers suggests that commercial rents in North Baton Rouge are lower than other areas in the Parish and in many cases, not high enough to support the cost of construction. Baton Rouge Trends estimates that rents for all types of retail commercial buildings in the areas north of Choctaw Drive and northeast of Airline Highway averaged \$10-\$14/square foot in the spring of 2010, compared to \$14-\$18/square foot for areas south of I-10 and West of Airline. Local brokers also estimate that existing commercial building rents range from \$2.00 to \$6.00 per square foot. For newer buildings, retail rents average \$10-\$14/square foot (depending site location factors, such as proximity to other shops and a street corner)

Exhibit 19 shows tenure and household size in East Baton Rouge Parish and the Choctaw Corridor in 2009. Fifty-four percent of households in the Choctaw Corridor were owner-occupied, compared to 62% in the Parish. The Choctaw Corridor had a higher proportion of households with 4 people or more (29%) than the Parish (23%). Fifty-two percent of the Choctaw Corridor households had one or two people, compared to 59% in the Parish.

Exhibit 19. Tenure and household size, East Baton Rouge Parish and the Choctaw Corridor Area, 2009

	East Baton Rouge Parish	Choctaw
Owner-occupied	62	54
Renter-occupied	38	46
1-person households	28	27
2-person households	31	25
3-person households	18	19
4-person households	14	13
5-person households	6	8
6-person households	2	4
7- or more person households	1	3
Total Households	168,987	6,683

Source: Claritas 2009

Exhibit 19 suggests that the Choctaw Corridor has slightly larger households than the parish as a whole. The neighborhood has a lower percentage of one and two-person households than the parish as a whole, but both have a slightly higher percentage of three-, four-, and five-person households.

Average sale price of single-family homes Parish-wide was \$197,374 between March 2009 and March 2010 (a 6.5% decrease from the previous year). The average sale price of condominiums and townhouses in the March 2009 to March 2010 time period was \$146,988 (a 25% decrease from the previous year).¹¹

Average rents in the fall of 2009 in East Baton Rouge Parish for multi-unit apartment complexes ranged from \$539 for a studio to \$1,524 for a four-bedroom unit. Rents per square foot average \$0.850/square foot parish-wide. Rents in the north and east parts of the parish were slightly lower: \$402 for a studio, up to \$715 for a four-bedroom unit.¹² If these rents were converted to mortgage payments, the payments would support \$75,000 to \$115,000 sale price for a home.¹³ The average rents per square foot in the northern parts of the parish were \$0.654. Apartment vacancy rates were slightly higher in the northern parts of the parish (6%) than the south and southeastern parts of the parish (4.9%). According to the American Community Survey, the median contract rent in East Baton Rouge Parish was \$588 in 2008, while the median gross rent (contract rent plus utilities) was \$759.

The Choctaw Corridor has experienced a decline in population over the last decade, which impacts current and future demand for housing. If the area were to grow at the same rate or similar rates as the Parish and the Region, the area might see about 1.0% average annual growth, or about 2,985 people over the next 15

¹¹ *Baton Rouge Trends*, 2010. Commercial Investment Division of the Greater Baton Rouge Association of Realtors.

¹² *Baton Rouge Trends*, 2010. Commercial Investment Division of the Greater Baton Rouge Association of Realtors.

¹³ This sale price assumes a mortgage under the following terms: a 30-year, fixed loan at 6.25% interest with 20% for a down payment.



years (from 18,544 to 21,529). At an average of 2.9 persons per household, that is a potential demand for 1,029 units over the next 15 years, or about 69 per year.

If we expand the area to include the population within the 2-mile market radius used for the commercial analysis, an area of about 40,000 people, 15 years of growth at 1% annually would equal about 6,000 people, or possibly 2,000 units in the next 15 years. This would be an average of 133 per year. (For comparison purposes: the number of residential building permits issued in the entire City of East Baton Rouge for the last 5 years was about 800-1,100 per year).

The above discussion is intended only to provide an order-of-magnitude picture of how much growth the area could potentially expect over the next 15 years. It likely overstates the demand for housing. There are a variety of factors that could affect this outcome. In order to slow or reverse the trend of declining population, we would need to assume significant Parish-wide policy changes that will improve secondary education, public safety, and infrastructure. Furthermore, the relatively high percentage of vacant and adjudicated properties could affect demand for new housing units, especially if a significant number of existing vacant homes become inhabited or are rehabilitated.

3.7. LAND OWNERSHIP AND PARCEL SIZE

The Choctaw Corridor contains very few vacant and/or adjudicated properties. Land ownership patterns can be a challenge to redevelopment when existing parcels are small and owned by many different owners. Any mid-to large-scale development will require assembly of smaller parcels into one larger site. When these parcels are owned by a variety of people who may or may not be willing to sell, land assembly can be an impediment.

Availability of vacant land can be an important asset, because that area is more likely to attract new development than areas with less vacant land. Note that many of the vacant parcels are also adjudicated, which can significantly increase the cost and risk associated with redevelopment (RDA control of these parcels creates great opportunities for redevelopment).

3.8. ZONING

City-Parish policy can play a significant role in the revitalization of an area. Regulations do not necessarily have to be a barrier to redevelopment: they can place restrictions on development while helping to ensure that new development achieves the community's goals. Zoning can play a key role in the redevelopment potential of an area. The Choctaw Corridor contains a mix of commercial and industrial zones, and land uses are commercially oriented and do not necessarily reflect existing zoning.

3.9. FINANCIAL INCENTIVES

Similar to zoning, financial incentives offered by the City-Parish can play a significant role in revitalization. Incentives can be put in place to encourage the kinds of development a community wants. In many cases, such development requires public financial support due to market constraints or other factors that limit the feasibility of revitalization projects. Appendix A includes a full description of the various financial resources that may be available.

4. IMPLICATIONS & RECOMMENDATIONS

The challenges facing north Baton Rouge are well documented: Baton Rouge is home to both the highest and lowest levels of human development in the State.¹⁴ Residents in the southern portion of the Parish have highest incomes, educational attainment, and life expectancy. Residents in the northern parts of the Parish have the lowest income, educational attainment, and life expectancy. A resident in the south part of the Parish can expect to live five years longer, earn twice as much, have a bachelor's degree, and be three times less likely to have dropped out of high school than a resident in the north part of the Parish.¹⁵

Our analysis thus far bears out what is described above: The Choctaw Corridor has experienced a decline in population, have fewer employment opportunities, lower incomes, less access to health care, lower rates of homeownership, higher proportion of vacant/adjudicated properties, and lower commercial and residential rents than the rest of the Parish. The advantages and opportunities are perhaps less well known (or articulated). These include: active and involved residents, community and religious organizations, and close proximity to downtown, higher education, and transportation facilities. With the formation of the East Baton Rouge Redevelopment Authority and its focus on north Baton Rouge, the area now has access to significant financial resources.

Though recognized that the Choctaw Corridor faces significant challenges that will require consistent effort at many levels (neighborhood, City, Parish, and state), these recommendations focus on actions that residents and the RDA (and its partners) can take to help the neighborhood achieve its goals for enhancing economic opportunity and revitalization:

- » **Focus on neighborhood scale commercial uses.** For reasons described in Section 3.5, consumer demand may not support large- or medium-scale commercial development. Given the location of the Choctaw Corridor (i.e. within proximity to other shopping opportunities), preliminary recommendations are to focus on neighborhood-scale commercial uses that are designed to serve a relatively small area, such as coffee shops, neighborhood restaurants, and specialty clothing stores.
- » **Consider adaptive reuse of existing industrial buildings.** Existing industrial buildings along the Choctaw Corridor may present opportunities to be adaptively reused for another purpose, such as “high-cube” spaces for light industry, fabrication, small assembly, and other similar uses (i.e. commercial photographers, graphic designers). These spaces are attractive to entrepreneurs, small businesses, and artists seeking space in between an industrial environment and a traditional office building, as well as competitive rents given the close-in location.
- » **Generate critical mass.** Critical mass is essential to the success of neighborhood-scale commercial uses. A critical mass of activity and a mix of uses will provide a focal point to help draw people to a small area. Redevelopment projects that contain a mix of uses, particularly a residential use coupled with commercial uses, can create a convenient central place for residents and customers. Coupling different uses together usually helps each use in the project succeed. Mixed-use does not necessarily

¹⁴ Human development is an index developed by the American Human Development Project that measures a variety of dimensions, including life expectancy, educational attainment, and earnings.

¹⁵ *A Portrait of Louisiana: Louisiana Human Development Report 2009*, American Human Development Project of the Social Science Research Council

have to take the form of a five or ten-story building with apartments above and retail on the ground floor. Mixed-use developments can take on a variety of shapes and forms. For instance, a smaller scale “vertical” mixed-use project may have one to three floors of housing over commercial, or office over retail. A “horizontal” mixed-use project could contain five to ten townhouses that share parking or a courtyard with a restaurant, coffee shop, bank, clothing store, or other commercial use. Mixed-use projects can also incorporate existing buildings that are adapted for new uses.

- » **Activate the corners/create a node.** Activity on four corners at a street intersection provides an opportunity to create critical mass. Corners create the feeling of a “center” that focuses activity and draws in customers. Corners are also the most attractive spaces for commercial tenants and can support the highest rents.
- » **Emphasize connections to downtown.** Proximity to Downtown Baton Rouge is one of the most significant advantages of the Choctaw Corridor. Though physically close to downtown, the neighborhoods are cut off from downtown by the rail lines, Scenic Highway, and Interstate 110. The Choctaw Corridor can take advantage of this proximity and future investments in Downtown by emphasizing connections: (1) beautification/improved pedestrian facilities on Scenic Highway and North 22nd Street and (2) increased activity on both sides of these streets. Activity at or near the overpass crossings increases safety and makes the journey more appealing for pedestrians, drivers, and cyclists.
- » **Focus on converting renters into owners.** The Choctaw Corridor area includes higher percentages of renters than the Parish as a whole. Given this and the relatively modest growth forecast for the neighborhoods, preliminary recommendations are to focus on converting renters into owners, rehabilitating the existing housing stock, and constructing new, affordable housing units at price points that are appropriate for new owners.

4.1. GENERAL RECOMMENDATIONS

- » **Refine a strategy to resolve adjudicated properties.** Vacant and adjudicated properties in the neighborhood will continue to hamper redevelopment efforts unless those properties are assembled by the RDA and disposed of in a strategic manner that brings a mix of uses into the community.
- » **Implement a robust and consistent code enforcement program.** Preliminary analysis, interviews, and workshop feedback suggest that the neighborhood needs additional code enforcement for buildings and parcels that are in dilapidated or unsafe condition. This will help turn the image of the area around for both existing residents and future investors.
- » **Enhance transit links and connections.** Convenient access to a transit network is a key component of revitalization, especially in neighborhoods with less access to vehicles than elsewhere in the Parish. Transit is especially important as a means to provide residents with access to employment opportunities, workforce training, higher education, and medical facilities. .

- » **Leverage public financial resources to stimulate private investment.** This document describes above a number of financial resources available, not only through the RDA, but also through the Parish, the state, and federal programs. These resources can be leveraged to attract private investment in development projects that earn reasonable returns for private investors and provide projects that will enhance and benefit the community. Leveraging can take the form of public investment into infrastructure improvements that are linked to fostering private development and/or direct investment of public funds into a private development project to help make it pencil out.
- » **Implement/facilitate policies that enhance economic opportunity for residents.** In addition to financial resources that may be available for specific (re)development projects, we also recommend that the RDA work with the City-Parish as it develops a long range economic development strategy (FuturEBR) to find areas where residents and the RDA can facilitate or implement additional opportunities and programs that would be focused in 5 CIP neighborhoods. These could include life skills development, workforce training, entrepreneur mentoring, economic gardening, and an enhanced micro-loan program.

Choctaw Corridor Pro Forma Spreadsheet -
 Prototype: Single Family Large Lot

Assumptions / Building value bottom line

About the development

<i>use</i>	<i>square feet</i>
Single Family	1,200
Ground Floor retail	-
Surface parking	-
TOTAL (w/o parking)	1,200

Development costs

<i>item</i>	<i>% assumption</i>	<i>dollars</i>
Site acquisition		\$30,000
New construction		\$98,880
Developer fee (as % of construction)	5%	\$4,944
Soft costs (as % of construction)	30%	\$29,664
Contingency (as % of soft & hard costs)	5%	\$6,427
TOTAL		\$169,915

Choctaw Corridor Pro Forma Spreadsheet - Prototype: Senior Housing

	Scenario 1 (35/65)	Scenario 2 (20/80)	Scenario 3 (no more than 20% public)																																																																																																
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All scenarios reference the same development program. All scenarios reference the same revenue and cost assumptions, but these assumptions can be changed on this page. The key difference in the scenarios is the structure of the financing.</p> </div>	Equity required	dollars	Equity terms	\$2,619,573	term (yrs)	35%	interest rate	7%	Total equity repayment (balloon payment at end of term)	\$4,407,490	Bank loan required	dollars	Bank loan terms:	\$4,864,921	term (yrs)	65%	interest rate	30%	Annual payment	\$392,046	Loan to value ratio	0.39	Debt coverage ratio	2.21	Financing gap	\$0	Equity repayment gap (or surplus)	-\$879,797	<p>Equity</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Equity required</th> <th style="width: 50%;">dollars</th> </tr> </thead> <tbody> <tr> <td>Equity terms</td> <td style="text-align: right;">\$1,496,899</td> </tr> <tr> <td>term (yrs)</td> <td style="text-align: center;">20%</td> </tr> <tr> <td>interest rate</td> <td style="text-align: center;">7%</td> </tr> <tr> <td>Total equity repayment (balloon payment at end of term)</td> <td style="text-align: right;">\$2,518,566</td> </tr> </tbody> </table> <p>Bank loan</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Bank loan required</th> <th style="width: 50%;">dollars</th> </tr> </thead> <tbody> <tr> <td>Bank loan terms:</td> <td style="text-align: right;">\$5,987,595</td> </tr> <tr> <td>term (yrs)</td> <td style="text-align: center;">80%</td> </tr> <tr> <td>interest rate</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>Annual payment</td> <td style="text-align: right;">\$482,519</td> </tr> </tbody> </table> <p>Bottom line</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Loan to value ratio</th> <th style="width: 50%;">0.48</th> </tr> </thead> <tbody> <tr> <td>Debt coverage ratio</td> <td style="text-align: center;">1.80</td> </tr> <tr> <td>Financing gap</td> <td style="text-align: center;">\$0</td> </tr> <tr> <td>Equity repayment gap (or surplus)</td> <td style="text-align: right;">\$375,821</td> </tr> </tbody> </table>	Equity required	dollars	Equity terms	\$1,496,899	term (yrs)	20%	interest rate	7%	Total equity repayment (balloon payment at end of term)	\$2,518,566	Bank loan required	dollars	Bank loan terms:	\$5,987,595	term (yrs)	80%	interest rate	30%	Annual payment	\$482,519	Loan to value ratio	0.48	Debt coverage ratio	1.80	Financing gap	\$0	Equity repayment gap (or surplus)	\$375,821	<p>Equity</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Equity required</th> <th style="width: 50%;">dollars</th> </tr> </thead> <tbody> <tr> <td>Equity terms</td> <td style="text-align: right;">\$1,496,899</td> </tr> <tr> <td>term (yrs)</td> <td style="text-align: center;">20%</td> </tr> <tr> <td>interest rate</td> <td style="text-align: center;">7%</td> </tr> <tr> <td>Total equity repayment (balloon payment at end of term)</td> <td style="text-align: right;">\$2,518,566</td> </tr> </tbody> </table> <p>Bank loan</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Bank loan required</th> <th style="width: 50%;">dollars</th> </tr> </thead> <tbody> <tr> <td>Bank loan terms:</td> <td style="text-align: right;">\$5,987,595</td> </tr> <tr> <td>term (yrs)</td> <td style="text-align: center;">80%</td> </tr> <tr> <td>interest rate</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>Annual payment</td> <td style="text-align: right;">\$482,519</td> </tr> </tbody> </table> <p>Bottom line</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Loan to value ratio</th> <th style="width: 50%;">0.48</th> </tr> </thead> <tbody> <tr> <td>Debt coverage ratio</td> <td style="text-align: center;">1.80</td> </tr> <tr> <td>Financing gap</td> <td style="text-align: center;">\$0</td> </tr> <tr> <td>Equity repayment gap (or surplus)</td> <td style="text-align: right;">\$375,821</td> </tr> </tbody> </table>	Equity required	dollars	Equity terms	\$1,496,899	term (yrs)	20%	interest rate	7%	Total equity repayment (balloon payment at end of term)	\$2,518,566	Bank loan required	dollars	Bank loan terms:	\$5,987,595	term (yrs)	80%	interest rate	30%	Annual payment	\$482,519	Loan to value ratio	0.48	Debt coverage ratio	1.80	Financing gap	\$0	Equity repayment gap (or surplus)	\$375,821
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Choctaw Corridor Pro Forma Spreadsheet - Prototype: Mixed Use (Residential & Retail)

Assumptions / Building value bottom line		Scenario 1 (35/65)		Scenario 2 (20/80)		Scenario 3 (with public loan)	
About the development use square feet Apartments 16,200 Ground Floor retail 25,000 Surface parking 21,000 TOTAL (w/o parking) 41,200		Equity Equity required dollars \$2,153,592 Equity terms assumption 35% term (yrs) 7 interest rate 15% Total equity repayment (balloon payment at end of term) \$3,623,467		Equity Equity required dollars \$1,230,624 Equity terms assumption 20% term (yrs) 7 interest rate 15% Total equity repayment (balloon payment at end of term) \$2,070,553		Equity Equity required dollars \$123,062 Equity terms assumption 2% term (yrs) 7 interest rate 15% Total equity repayment (balloon payment at end of term) \$207,055	
Development costs term dollars Site acquisition \$438,000 New construction \$4,362,687 Developer fee (as % of construction) \$218,134 Soft costs (as % of construction) \$872,537 Contingency (as % of soft & hard costs) \$261,761 TOTAL \$6,153,120		Bank loan Bank loan required dollars \$3,999,528 Bank loan terms: assumption 65% term (yrs) 30 interest rate 7% Annual payment \$322,308		Bank loan Bank loan required dollars \$4,922,496 Bank loan terms: assumption 80% term (yrs) 30 interest rate 7% Annual payment \$396,686		Bank loan Bank loan required dollars \$3,507,278 Bank loan terms: assumption 57% term (yrs) 30 interest rate 7.0% Annual payment \$282,699	
Revenues and expenses source of income/expense \$/SF assumption annual income Residential rent (per month) 1 \$60,000 Retail rent (per year) 14 \$297,500 total revenue \$357,500 Management/operations (as % of revenue) 6.5% \$23,238 STABILIZED NOI \$321,393		Bottom line Loan to value ratio 0.93 Debt coverage ratio 1.00 Financing gap \$0 Equity repayment gap (or surplus) -\$3,500,713		Bottom line Loan to value ratio 1.15 Debt coverage ratio 0.81 Financing gap \$0 Equity repayment gap (or surplus) -\$2,468,449		Second loan Required loan amount dollars \$2,522,779 Second loan terms assumption 41% term (yrs) 30 interest 1% Annual payment (interest only payments for 10 yrs) \$97,753	
Other assumptions Rent increase per year 3% Operating cost increase 3% Vacancy, Yr 1 20% Vacancy, Yr 2 5% Vacancy, Yr 3 and stabilization 2% Cap rate 7.5%		<p>This sheet allows the user to manipulate four development and financing scenarios by changing the variables that are highlighted in BLUE. All scenarios reference the same development program. All scenarios reference the same revenue and cost assumptions, but these assumptions can be changed on this page. The key difference in the scenarios is the structure of the financing.</p>		Bottom line Loan to value ratio 0.82 Debt coverage ratio 1.14 Financing gap \$0 Equity repayment gap (or surplus) \$16,785 IRR 10%			
Bottom line Fair Market Value \$4,285,233 Created value (FMV - costs) (\$1,867,887)							

Choctaw Corridor Pro Forma Spreadsheet - Prototype: Detached Commercial

Assumptions / Building value bottom line		Scenario 1 (35/65)		Scenario 2 (20/80)		Scenario 3 (with public loan)	
About the development	<i>square feet</i>	<i>dollars</i>	<i>assumption</i>	<i>dollars</i>	<i>assumption</i>	<i>dollars</i>	<i>assumption</i>
Ground Floor retail	-	\$464,964	35%	\$265,694	20%	\$66,423	5%
Surface parking	8,370	\$782,312	7	\$447,036	7	\$797,081	7
TOTAL (w/o parking)	8,370		15%		15%		15%
		Total equity repayment (balloon payment at end of term)				Total equity repayment (balloon payment at end of term)	
		\$782,312		\$447,036		\$111,759	
Development costs	<i>% assumption</i>	<i>dollars</i>	<i>assumption</i>	<i>dollars</i>	<i>assumption</i>	<i>dollars</i>	<i>assumption</i>
Site acquisition		\$186,000		\$863,505		\$797,081	
New construction		\$872,114					
Developer fee (as % of construction)	5%	\$43,606	65%		80%		60%
Soft costs (as % of construction)	20%	\$174,423	30		30		30
Contingency (as % of soft & hard costs)	5%	\$52,327	7%		7%		7.0%
TOTAL		\$1,328,469		\$69,587		\$64,234	
Revenues and expenses	<i>\$/SF assumption</i>	<i>annual income</i>					
Residential rent (per month)		\$0					
Retail rent (per year)	12.5	\$88,931					
total revenue		\$88,931					
Management/operations (as % of revenue)	5%	\$4,447					
STABILIZED NOI		\$78,615					
Other assumptions							
Rent increase per year	3%						
Operating cost increase	3%						
Vacancy, Yr 1	20%						
Vacancy, Yr 2	5%						
Vacancy, Yr 3 and stabilization	5%						
Cap rate	7.5%						
Bottom line							
Fair Market Value		\$1,048,203					
Created value (FMV - costs)		(\$280,266)					
Equity							
Equity required		\$464,964		\$265,694		\$66,423	
Equity terms							
term (yrs)	7			7		7	
interest rate	15%			15%		15%	
Total equity repayment (balloon payment at end of term)		\$782,312		\$447,036		\$111,759	
Bank loan							
Bank loan required		\$863,505		\$1,062,775		\$797,081	
Bank loan terms:							
term (yrs)	30			30		30	
interest rate	7%			7%		7.0%	
Annual payment		\$69,587		\$85,645		\$64,234	
Bottom line							
Loan to value ratio		0.82		1.01			
Debt coverage ratio		1.13		0.92			
Financing gap		\$0		\$0			
Equity repayment gap (or surplus)		-\$682,151		-\$459,283			
Second loan							
Required loan amount		\$464,964					
Second loan terms							
term (yrs)	30						
interest	1%						
Annual payment (interest only payments for 10 yrs)		\$18,016					
Bottom line							
Loan to value ratio		0.76					
Debt coverage ratio		1.22					
Financing gap		\$0					
Equity repayment gap (or surplus)		-\$6,675					
IRR		10%					

This sheet allows the user to manipulate four development and financing scenarios by changing the variables that are highlighted in BLUE. All scenarios reference the same development program. All scenarios reference the same revenue and cost assumptions, but these assumptions can be changed on this page. The key difference in the scenarios is the structure of the financing.

CIP APPENDIX | Inventory Data

The following information illustrates data collected in order to inform decisions and recommendations within the CIP area. Documents included are a series of GIS maps, existing street and drainage conditions and types, and CATS ridership information. This information was gathered throughout the CIP planning process.

Existing Street Conditions**Site-Inventory Checklist****Choctaw Corridor**

	STREET	# LANES	SURFACE COMPOSITION	SIDEWALKS YES/NO	TYPE DRAINAGE
1	CHOCTAW DRIVE	4	ASPHALT	YES - NORTH SIDE	STORM DRAINS
2	MONROE AVENUE	2	ASPHALT	NO	DITCHES - BOTH SIDES
3	HIAWATHA STREET	2	ASPHALT	NO	DITCH - EAST SIDE
4	TECUMSEH STREET	2	ASPHALT	YES - BOTH SIDES	STORM DRAINS
5	OSCEOLA STREET	2	ASPHALT	YES - BOTH SIDES	STORM DRAINS
6	PLANK ROAD	4	ASPHALT	YES - BOTH SIDES	STORM DRAINS
7	26TH STREET	2	ASPHALT	NO	DITCH - EAST SIDE
8	28TH STREET	2	ASPHALT	NO	NONE
9	30TH STREET	2	ASPHALT	NO	DITCH - EAST SIDE
10	31ST STREET	2	ASPHALT	NO	DITCHES - BOTH SIDES
11	NORTH ACADIAN THRUWAY	4 DIVIDED	ASPHALT	YES - WEST SIDE	STORM DRAINS
12	38TH STREET	2	ASPHALT	NO	STORM DRAINS
13	39TH STREET	N/A			
14	EAST BELFAIR DRIVE	N/A			
15	RHODES AVENUE	N/A			
16	ADAMS AVENUE	2	ASPHALT	NO	NONE
17	BARTLETT STREET	2	ASPHALT	NO	STORM DRAINS
18	EATON STREET	2	ASPHALT	NO	DITCH - EAST SIDE
19	MISSION DRIVE	2	ASPHALT	NO	STORM DRAINS
20	MARTIN AVENUE	N/A			



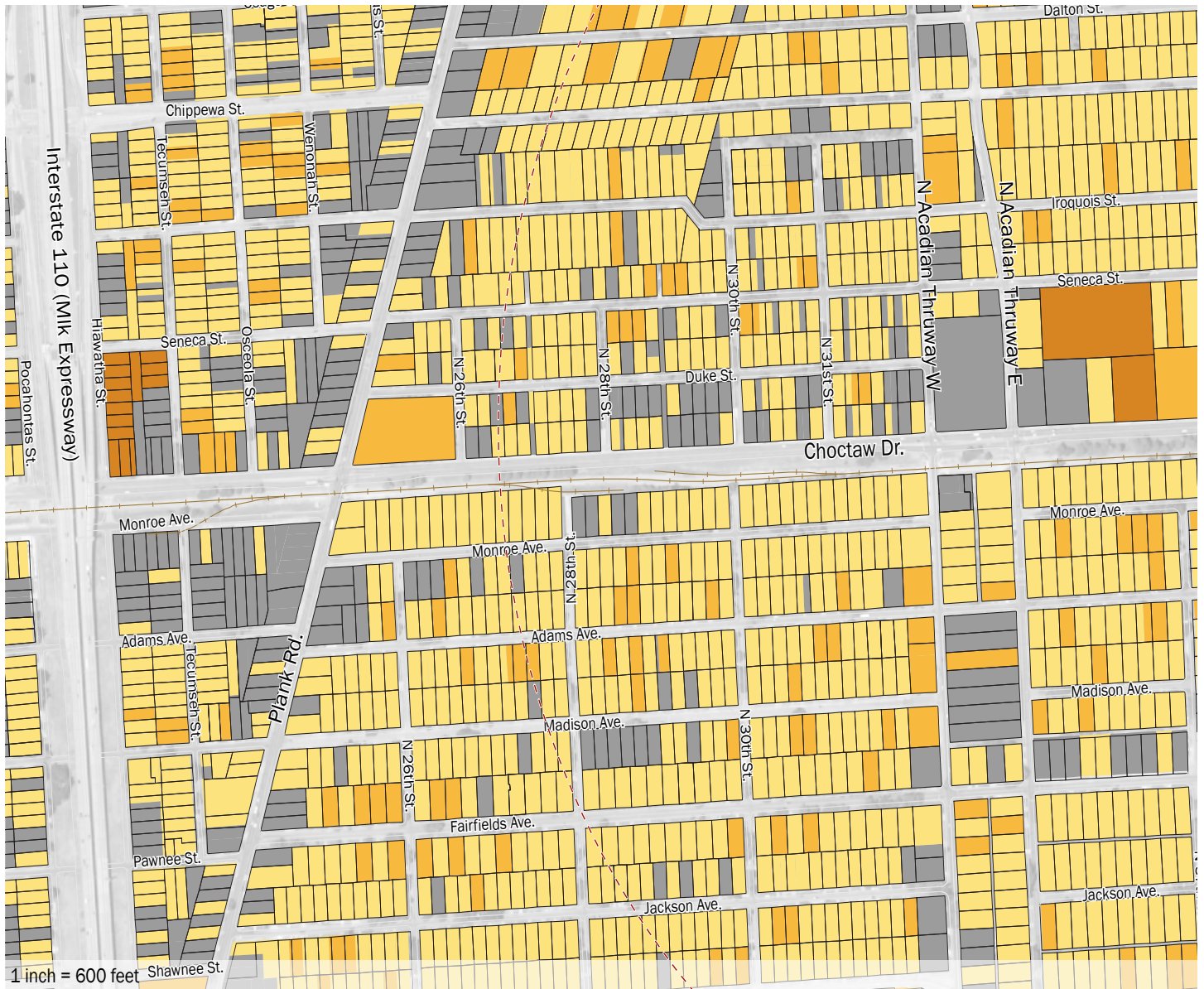
Legend

- Roads
- Railroads
- Streams
- Waterbodies
- Parcels
- Buildings
- Adjudicated Parcels 2010
- RDA Owned Property
- PET - Unoccupied

Parcel Information



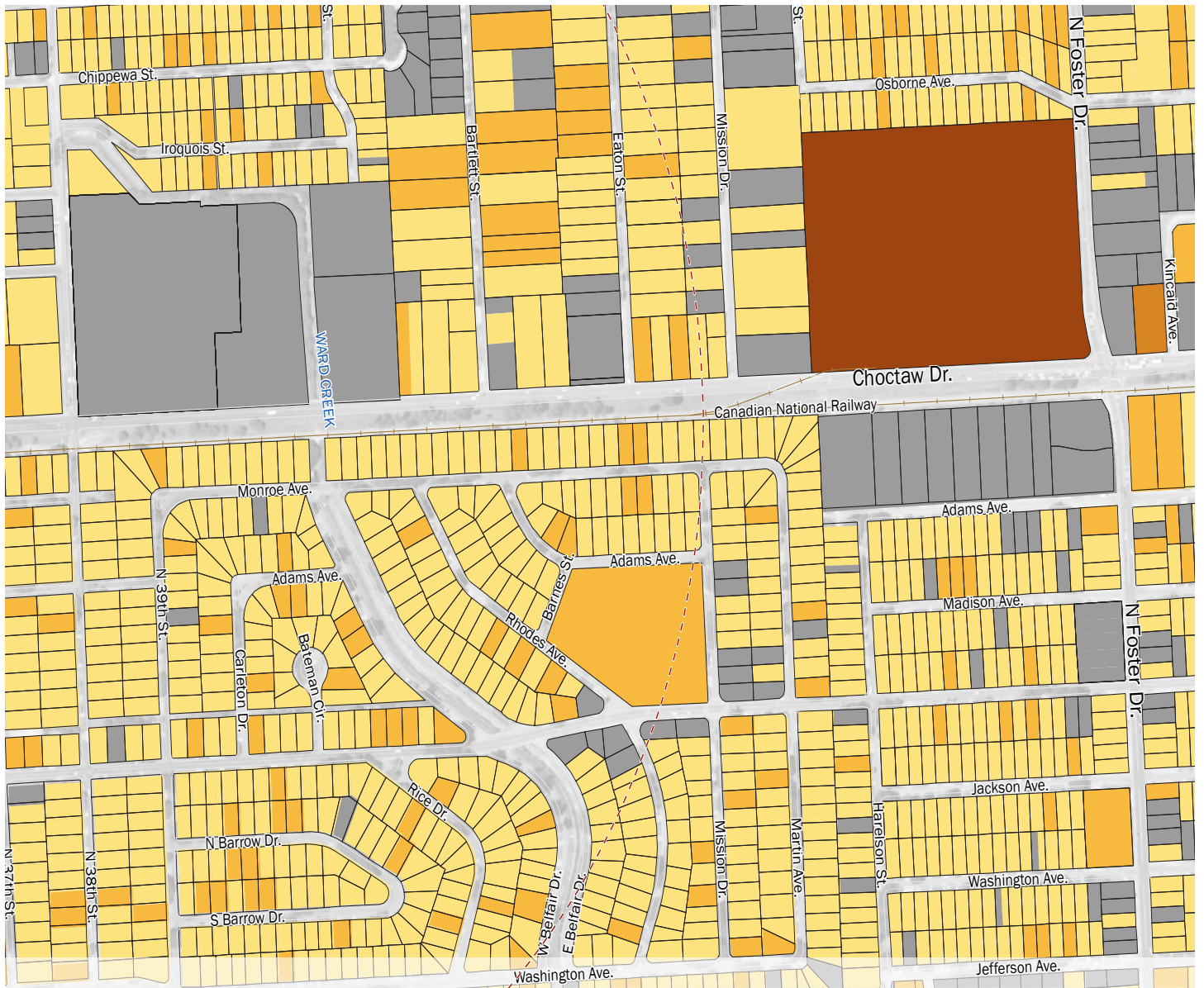
Source: Baton Rouge Redevelopment Authority



Legend

- | | |
|---------------|-----------------------|
| — Roads | Property Value |
| — Railroads | Unknown |
| — Streams | 1 - 35,000 |
| — Waterbodies | 35,001 - 150,000 |
| ▭ Parcels | 150,001 - 459,950 |
| ▭ Buildings | 459,951 - 1,374,100 |
| | 1,374,101 - 2,999,990 |

Property Value

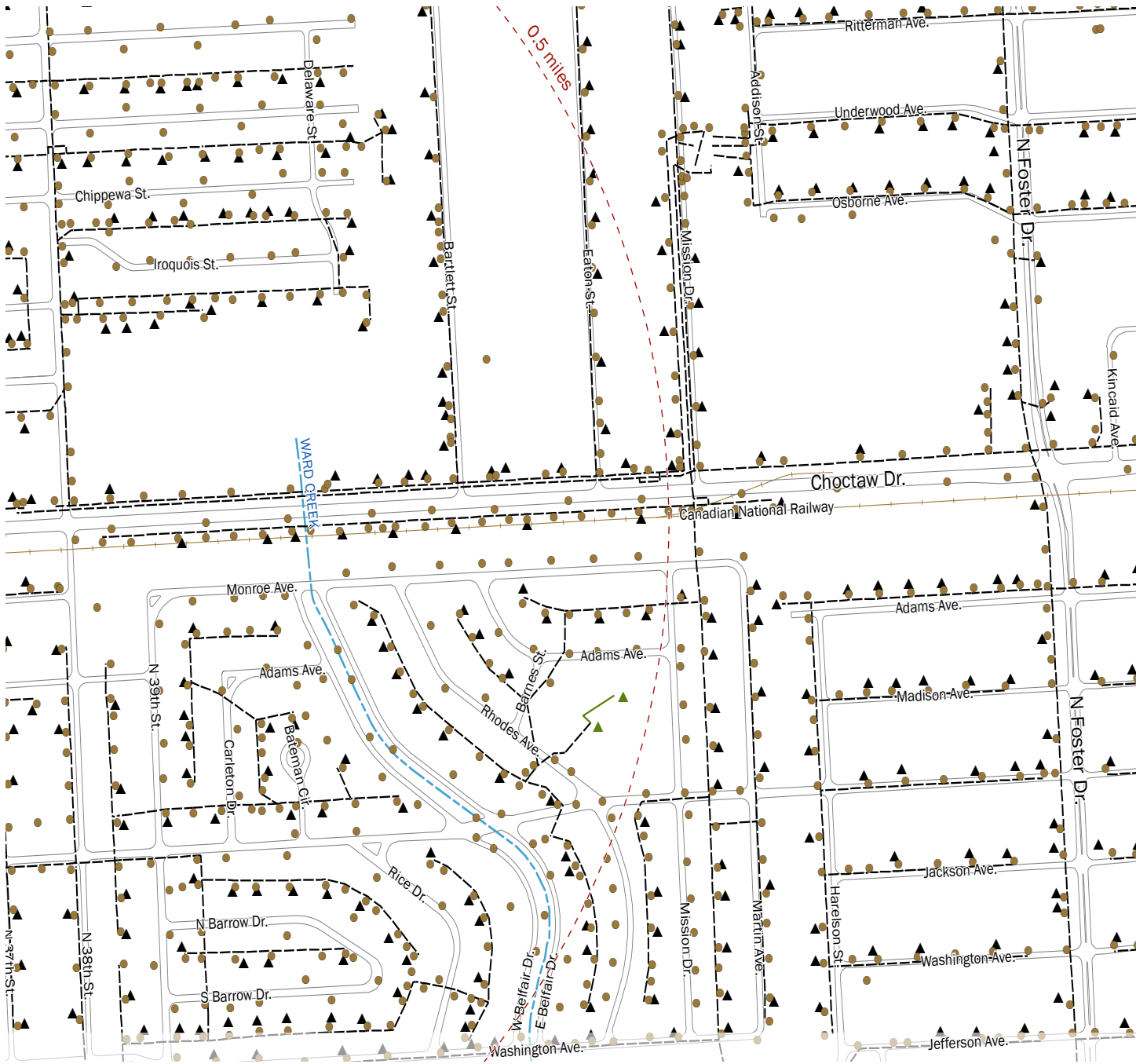


Source: Fregonese Associates August 2010

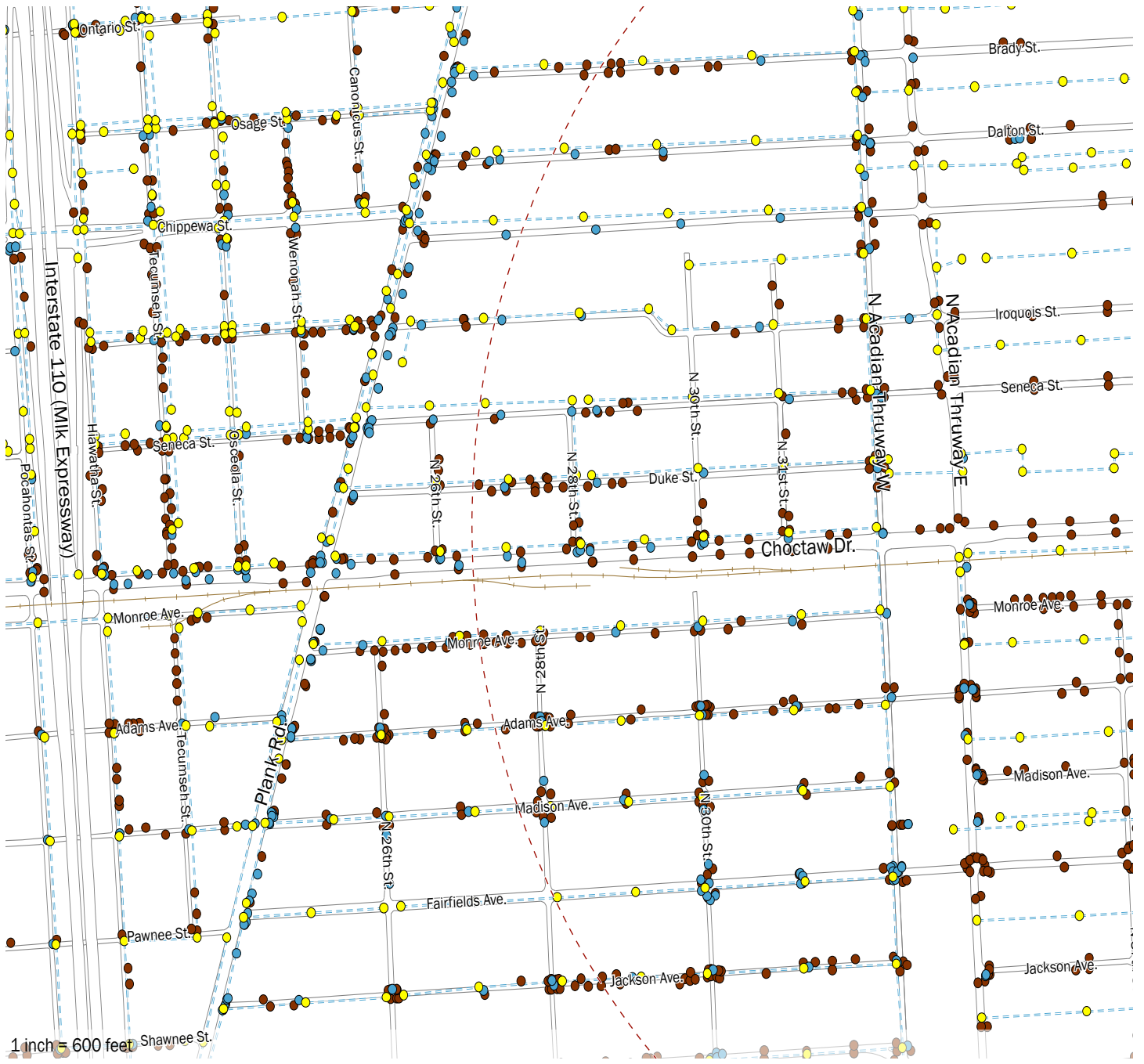


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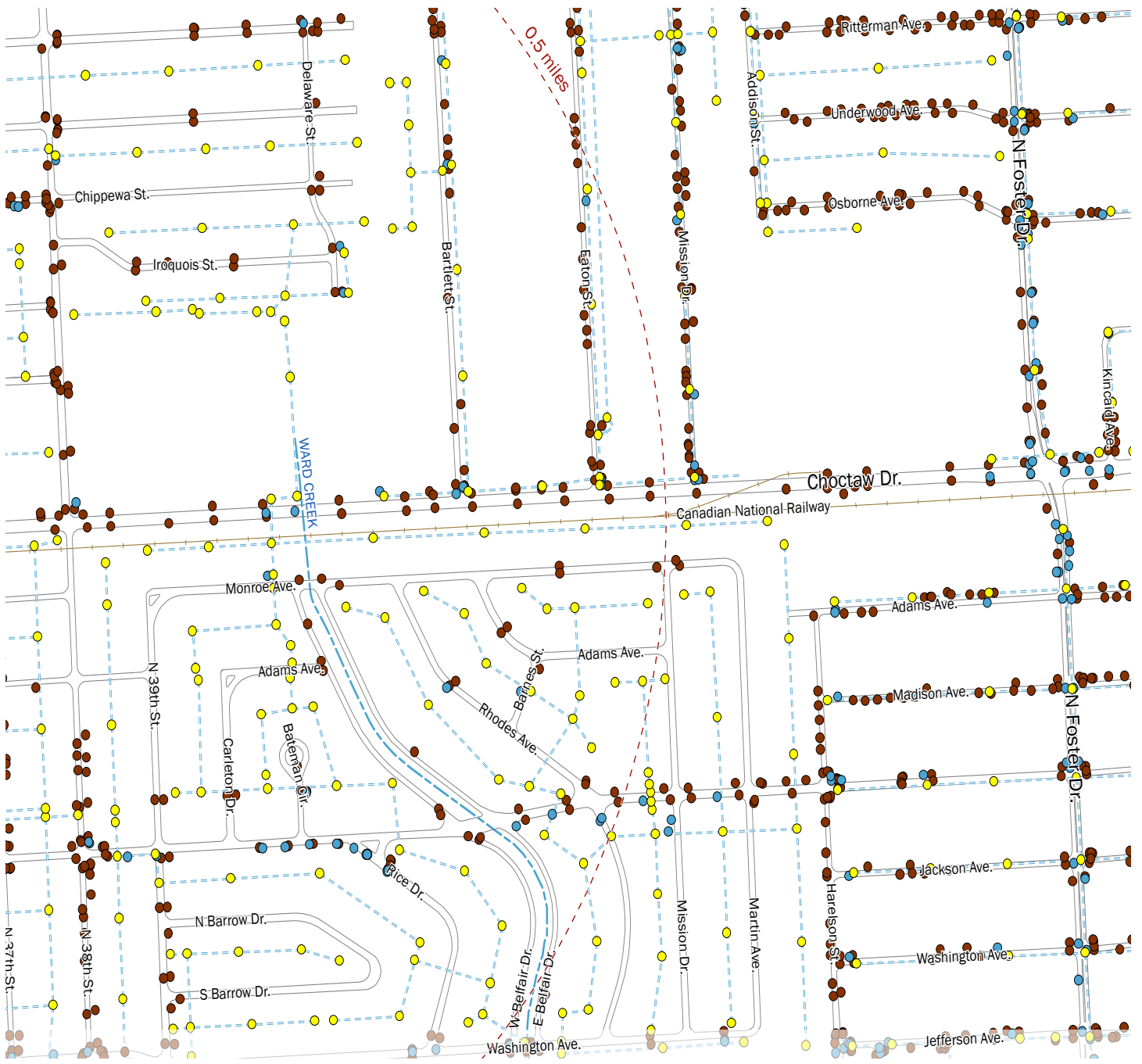
- | | | | |
|---------------|--------------------------|-----------------------|-------------------------|
| — Roads | Entergy Utilities | ● Light Pole | --- Existing Power Line |
| — Railroads | ▲ Existing Transformer | ▲ Phase A Transformer | — Phase A |
| — Streams | ▲ Phase B Transformer | ▲ Phase C Transformer | — Phase B |
| — Waterbodies | | | — Phase C |



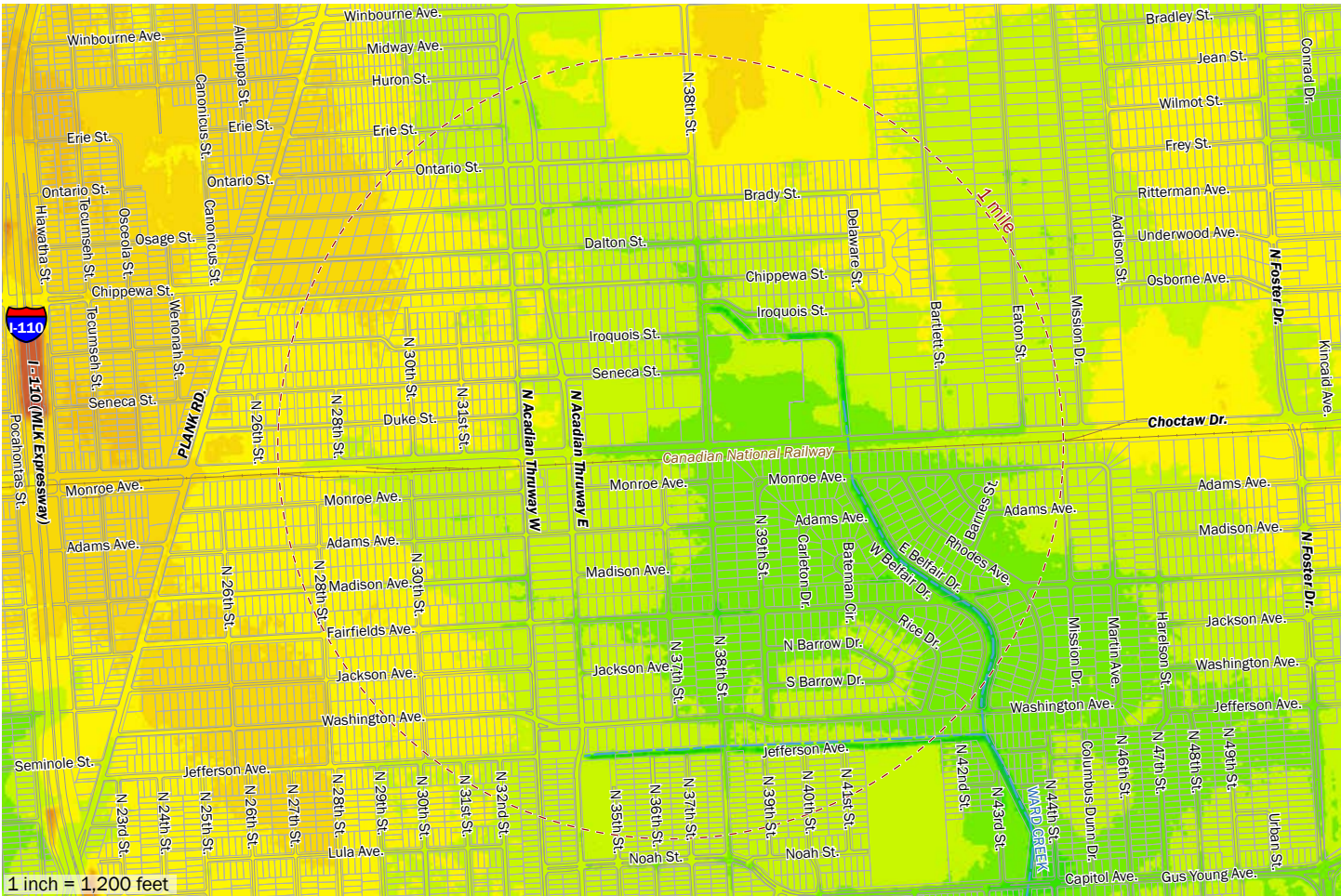
Source: Entergy



Stormwater & Sewer Utilities



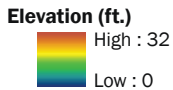
Source: City Parish Planning Commission - August 2009



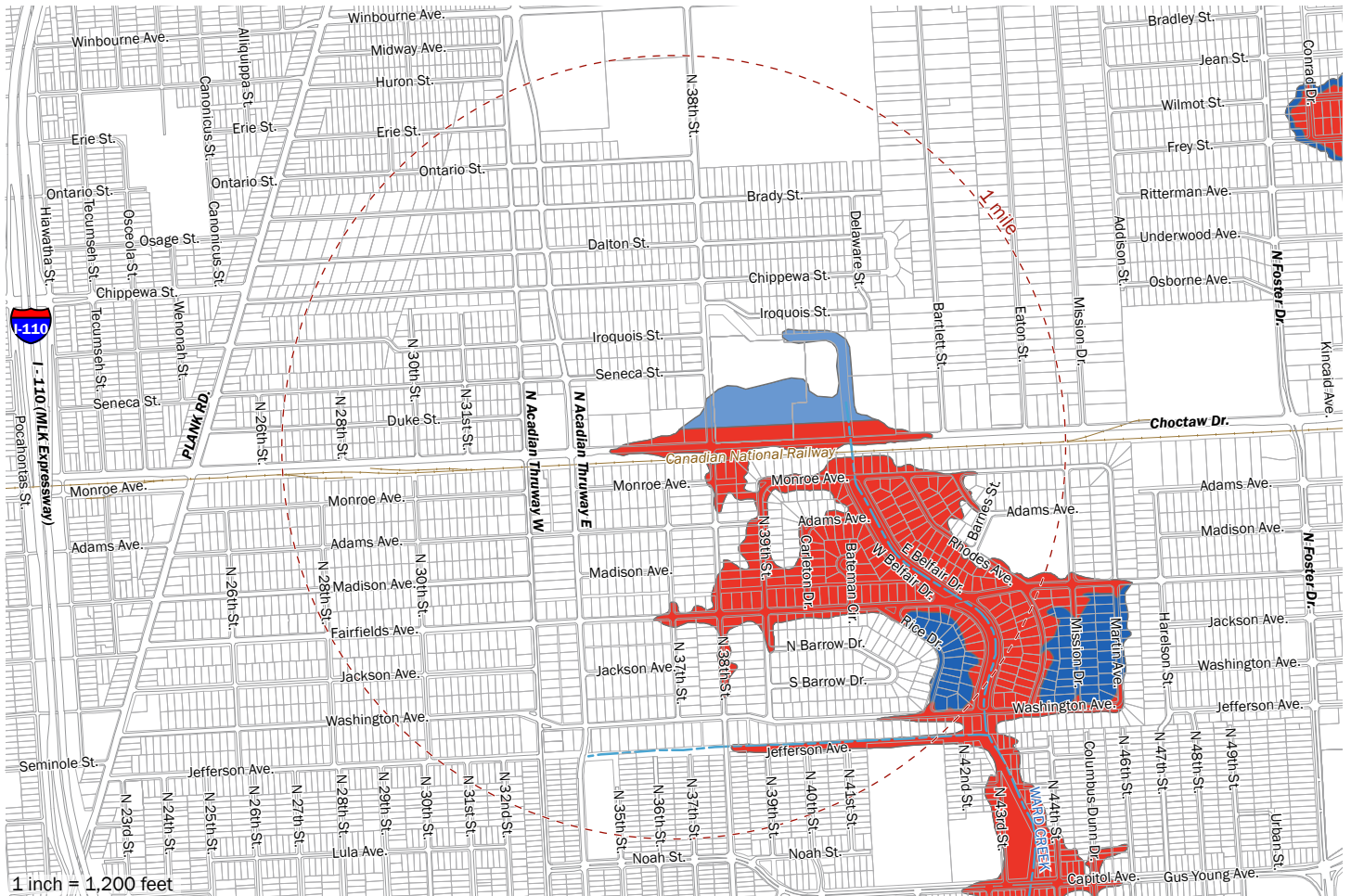
1 inch = 1,200 feet

Legend

- Roads
- Railroads
- Streams
- Waterbodies
- Parcels



Source: LSU Atlas: 5 meter LIDAR Data



1 inch = 1,200 feet

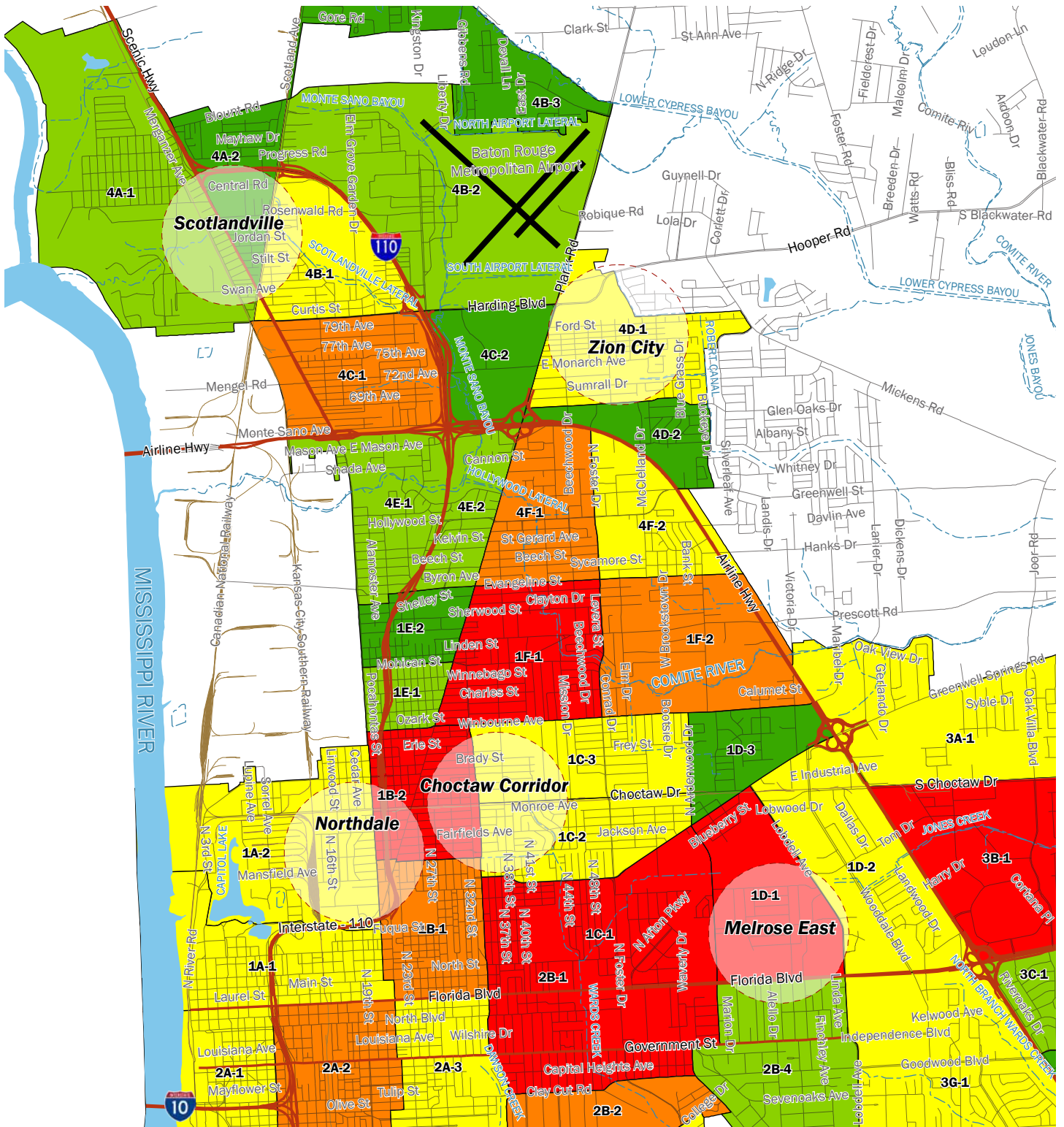
Legend

- Roads
- Railroads
- Streams
- Waterbodies
- Parcels

FEMA Flood Zones

- (X) Minimal Flood Hazard - Outside 500 Year Flood Level
- (AH) 1% Chance of Annual Shallow Flooding
- (AO) Over 1% Annual Chance of Shallow Flooding
- (A) 1% Chance of Annual Flooding
- (VE) 1% Change or Greater of Flooding and Storm Waves
- 2% Chance of Annual Flooding
- (X-Levee) Moderate Flood Hazard Protected by Levee
- (AE) Base Floodplain
- (OW) Open Water
- (D) Possible but Undetermined Flood Hazards

Source: Federal Emergency Management Agency (FEMA) - October 2010



Source: Baton Rouge Police Department

Legend

- Roads
- Railroads
- Streams
- Waterbodies
- Parcels

**Police Districts
Violent Crimes - 2010 February 12-24**

- 0 - 106
- 107 - 193
- 194 - 293
- 294 - 383
- 384 - 603

Fairfield	E. Belfair	0.20												
Fairfield	Carleton	0.11					1							
Fairfield	38th St.	0.06	1											
Fairfield	37th St.	0.18	3							1				
Fairfield*	North Acadian	0.31	1										1	
North Acadian	Gus Young	0.07											1	
North Acadian	Bogan Walk	0.24			2		2							
North Acadian	Zion	0.31					1	1						
North Acadian	North St.	0.15												
North Acadian	Laurel	0.07						1				1		
North Acadian	Florida Blvd.	0.07				1							1	1
North Acadian	Convention	0.11												
North Blvd.	Greta	0.13										1		
North Blvd.	Gottlieb	0.11						1						
North Blvd.	N. Eugene	0.11												
North Blvd.	25th St.	0.09												
North Blvd.	23rd St.	0.10										1		
North Blvd.	22nd St.	0.13												
Terminal*				12	7	4		14		9		17		15
	Total:		30	30	26	15	30	30	23	22	37	35	30	30