

IMAGINE PLANK ROAD

Plan For Equitable Development

APPENDIX

November 2019



Build Baton Rouge



aSakura
robinSon

Studio Zewde
WHLC Architecture
Emergent Method
HNTB

Appendix

The Economy of Plank Road

Employment

Approximately 15,000 people work in the Plank Road Corridor (including employees at Southern University and ExxonMobil). Of these, over 13,700 (91%) commute in from outside the Corridor. Meanwhile, over 17,000 Corridor residents leave the area to commute to work.

The presence of large industrial employers ExxonMobil, Albemarle Corp, and Rhodia makes the manufacturing sector the largest employer in the Corridor, supplying over 4,000 jobs (27%).¹

Wage data reveals that nearly 6 of 10 workers in the Study Area earn more than \$40,000 per year - approximately a living wage for a two-adult household. ²

Employment by Industry

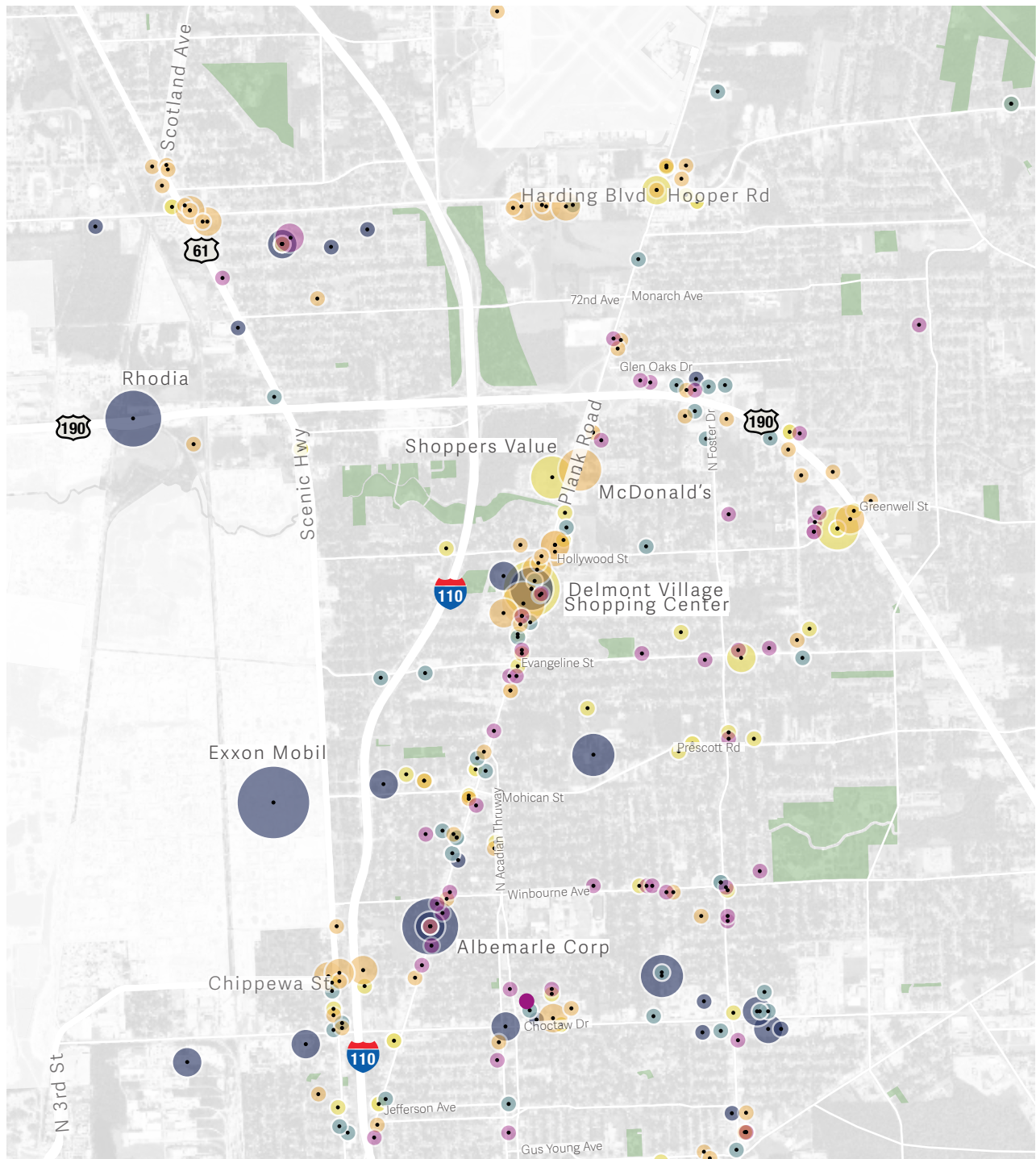
Manufacturing	4,027	26.9%
Construction	1,992	13.3%
Education	1,599	10.7%
Accommodation and Food Services	1,300	8.7%
Public Administration	1,287	8.6%
Retail Trade	1,111	7.4%
Healthcare and Social Assistance	761	5.1%

Wages

\$1,250 per month or less	2,824	18.8%
\$1,251 - \$3,333 per month	3,407	22.7%
More than \$3,333 per month	8,766	58.5%

¹ U.S. Census Bureau. (2019). LEHD Origin-Destination Employment Statistics Data (2002-2015) [computer file]. Washington, DC: U.S. Census Bureau, Longitudinal-Employer Household Dynamics Program [distributor], accessed on April 19 at <https://lehd.ces.census.gov/data/#lodes>. LODES 7.3 [version]

² Glasmeier, Amy (2019) Living Wage Calculator. Cambridge, MA: Massachusetts Institute of Technology, accessed on April 19 at <http://livingwage.mit.edu/>.



Employers

- Manufacturing
- Food and beverages
- Cars, car parts, repair, and maintenance
- Personal care
- Grocery store

Job Count

- 1 - 15
- 16 - 50
- 51 - 120
- 125 - 500
- 501 - 1300

0.5 Miles



Source: Esri Business Analyst

Retail Spending and Supply

Retail market data suggests that some Plank Road businesses attract customers from a wide area, while many residents spend money outside the Corridor to purchase other goods and services.

Retail surplus describes a condition where sales of a good or service within an area exceed the demand generated by area residents. This means retailers must either be attractive enough to bring in consumers from outside of the Corridor—for example, have an established presence in the way Tony's Seafood does—or be convenient to through-traffic—as in the case of gasoline stations. Consumers of surplus goods and services may include regular commuters, such as Corridor workers or churchgoers, or people who come to the Corridor specifically to shop.

Retail leakages occur when the demand for goods or services among residents exceeds their existing supply within an area. For example, the sector with the highest level of leakage in the Plank Road Corridor is General Merchandise Stores, meaning that residents leave the area to shop for general merchandise items. This explains the opening of several “dollar” stores on the Corridor in recent years - they are responding to unmet consumer demand.

Top 5 industries with retail leakages

- 1. General Merchandise Stores (includes dollar stores)**
- 2. Sporting Goods, Hobby, Book & Music Stores**
- 3. Motor Vehicle & Parts Dealers**
- 4. Miscellaneous Store Retailers (includes specialized merchandise such as florists, office supplies, gift, novelty, etc.)**
- 5. Furniture & Home Furnishings Stores**

Top 5 industries with retail surpluses

- 1. Food & Beverage Stores**
- 2. Gasoline Stations**
- 3. Health & Personal Care Stores**
- 4. Food Services & Drinking Places**
- 5. Clothing & Clothing Accessories Stores**

Source: Esri Business Analyst, Retail MarketPlace Profile, data from 2017.

Commercial and Industrial Vacancy and Lease Rates

In 2018, shopping centers in the Baton Rouge area had a vacancy rate of 8.8%. This is lower than the national average of 10%,¹ but the area continues to see a decline in retail shopping spaces, as seen in shopping centers such as Cortana Mall and Mall of Louisiana. At the same time, the Plank Road Corridor has a relatively low lease rate of \$11.68 per square foot², about half the lease rate of \$22 per square foot in the Baton Rouge area. The low lease rate can be an attractive factor for locally-owned and start-up retailers, and investment by the Parish on Plank Road may provide a greater incentive for developers and retailers to move into the area and signal that the area is prime for investments.

The industrial sector in the Plank Road Corridor is performing well, and the average vacancy rate for industrial spaces in the Baton Rouge area is at a low 5.7%. Lease rates in the Plank Road Corridor is comparable to lease rates in the Baton Rouge area as well, at \$8.53 per square foot of industrial space and \$9 per square foot, respectively.

Many of the largest leakages such as books, music, and gifts may be met by online retailers, meaning that even if a brick and mortar retailer were to move into the Corridor, consumers in the area may continue to shop online rather than in local stores. However, while the digital age has allowed consumers to buy in ways which are divorced from geographic limitations, Baton Rouge continues have a significant digital divide. According 2013-2017 American Community Survey 5-Year Estimates, 40% of residents in the Plank Road Corridor study area do not have an internet subscription or a cellular data plan. In 2018, it is estimated that just 22.6% of adult residents in the area made a personal purchase using the Internet (Business Analyst, "Electronics and Internet Market Potential," data from 2018). The digital divide in East Baton Rouge Parish—and its acute manifestation in the Plank Road Corridor study area—should be addressed as an equity issue, as it not only affects residents' ability to purchase goods and services, but hinders their access to vital resources such as online education and training, job search boards, and assistance programs. While the landscape of retail is in fact changing throughout the Parish, stakeholders should continue to search ways to meet the needs of all residents, including those without access to the Internet.

¹ Greater Baton Rouge Business Report, "2018 Real Estate Report"

² Elfin Realty, based on properties for lease in the area.

Existing Land use and architecture

Plank Road is primarily a commercial corridor with a wide range of food, retail, and service businesses. A few single family homes, light industrial, office, and institutional uses, as well as vacant land and buildings, are scattered throughout. Beyond the commercial frontage, most land within the Corridor is low-density residential neighborhoods comprised of single family homes on small lots, dotted with multifamily apartment buildings and neighborhood-serving uses such as schools and small parks.

Commercial buildings are predominantly 1-story structures, with a few 2-stories. Buildings are typically stand-alone, small business entities yielding a unique scale and rhythm to the streetscape. The majority of newer, generic strip centers are towards the north end of Plank Rd.

Many Plank Road buildings are aligned to the adjacent east-west streets yielding a non-parallel orientation to the diagonal Plank Road. Most parcels fronting Plank Road are small, and typically range from 1/10 to ¼ acre, and extend just 100' to 150' from the thoroughfare. These small sizes make it difficult to attract larger tenants that can shoulder the cost of new construction or renovation of existing properties.

Building paint colors are often a bold primary or secondary tones, yielding a visually vibrant character, and should be encouraged on new and restored properties.

The older and more traditional buildings are predominately on the southern and middle portion of Plank Road, with newer development towards the north. Older south end areas have a more historic architectural character, with a few blocks of modest traditional storefront structures forming a good streetscape scale. The older structures are typically closer to the street, providing a positive streetscape scale.

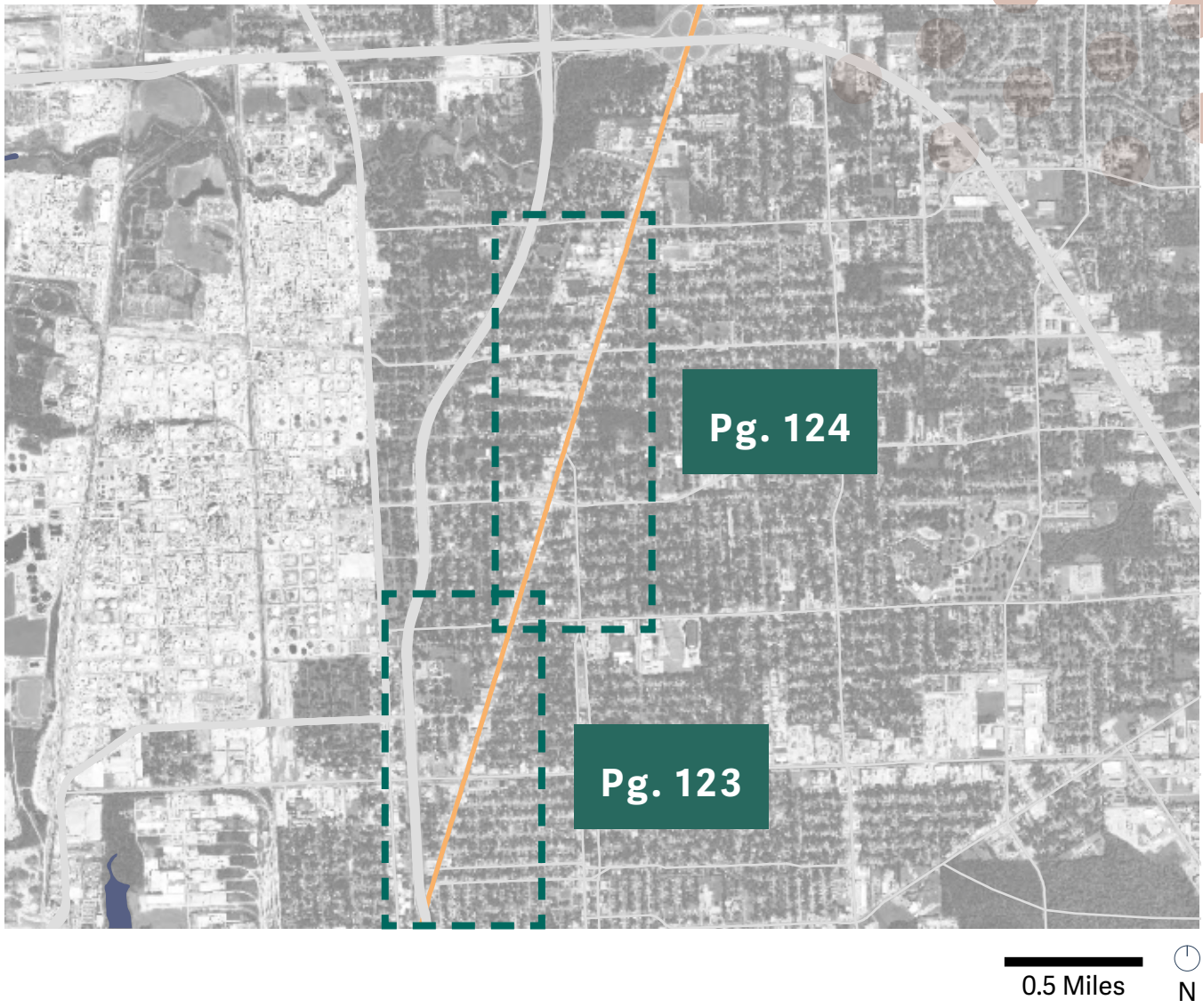
These more historic blocks have the potential to become more walkable areas with sensitive infill development that compliments the storefront structures. Many of the older structures, several in significant disrepair, would benefit from building restoration and façade enhancements.

Historic Building Stock

Numerous buildings have qualities that include strong street presence, good craftsmanship, visual interest, and historical value. To ensure a future with a rich urban character that values its historic and landmark structures, architectural assets with these special qualities can be preserved and even repurposed for the lasting value of the Plank Road Corridor and surrounding neighborhoods.

The most apparent architectural assets along Plank Road exist between Scenic Highway and Hollywood Street. This area has been enlarged on the following pages to show the locations of the selected buildings.

Location of Select Architectural Assets



Architectural Assets in the Southern Portion of the Plank Road Corridor



Architectural Assets in the Northern Portion of the Plank Road Corridor



Preservation of these early building types would honor local architectural history, inform future development patterns, and strengthen positive perceptions of Plank Road's unique qualities.

Two buildings have the traditional treatment of a building name integrated into the façade, which could be further highlighted to honor the history.

- Paul Lombardo 1929, at 1760 Plank Rd.
- Roppoloville 1930 Accardo-Roppolo Gen. Merchandise, at 3968 Plank Rd.

Existing Building Uses

The following sheets provide a representative survey of existing uses in categorical groupings:

- **GENERAL COMMERCIAL:** Ranging from chain stores to specialty product shops to the large Delmont Village center.
- **AUTO CARE:** With 20+ such businesses along Plank, these form a significant streetscape image of entrepreneurial activity.
- **MARKETS:** With ease of parking proximity, these provide a great deal of the grocery offerings. More healthy food sources need to be integrated.
- **SPECIALTY FOOD:** In addition to the more generic fast food chains, Plank Rd. offers more diverse flavor with these local food outlets.
- **FINANCIAL SERVICE:** Ranging from bail bonds to tax & insurance services to a good range of branch banks.
- **WORSHIP / ASSEMBLY:** These many facilities provide for the important social & spiritual aspects of community life.

- **HEALTH & WELLNESS:** A range of service providers to meet the healthcare & fitness needs of the community.
- **CLUBS:** Ranging from sports bar to lounges to juke joints.
- **RESIDENTIAL:** Minimal residential directly on Plank, from single family to work/live. Additional housing diversity could enhance Plank Road's street life and vitality.

Not directly on Plank Road, but a strong component of community services are the following facilities & amenities:

- Cristo Rey Baton Rouge Franciscan High School
- Charles R. Kelly Community Center
- Delmont Gardens Branch Library
- BREC Longfellow Park (improved)
- BREC Evangeline Park (unimproved)

In addition, 3 distinct architectural styles are unique assets along Plank Road. Such historical structures provide valuable character worthy of further enhancement and revitalization.

- **TRADITIONAL STOREFRONT:** Some with awnings and stepped or arched parapet features
- **MODERN MOVEMENT:** Unadorned, straight-edged styling indicative of early modern architecture
- **ART DECO / ART MODERNE:** Decorative features could be enhanced with paint treatments

Building Types



Traditional Storefront



Modern Movement



Art Deco / Art Moderne



Traditional Storefronts of Ropolo & adjacent building with property lines showing infill opportunities

GENERAL COMMERCIAL



Dollar General 1931



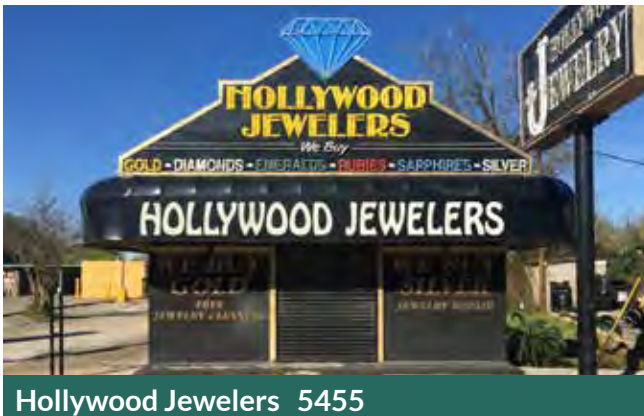
Family Dollar 3887



Delmont Village 5151



CVS Pharmacy 2520



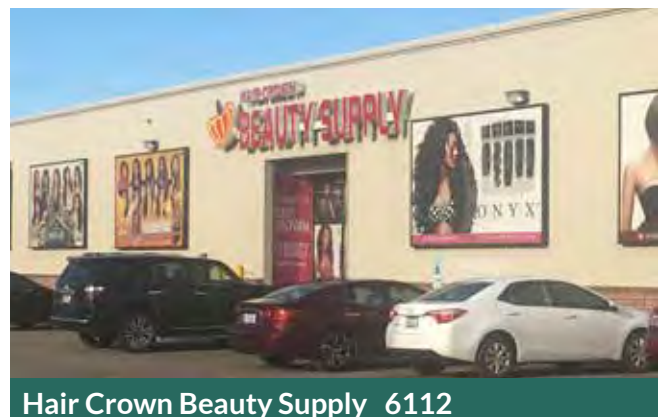
Hollywood Jewelers 5455



Sherwin-Williams 5613



Kelly's Meat Market 7744



Hair Crown Beauty Supply 6112

AUTO CARE



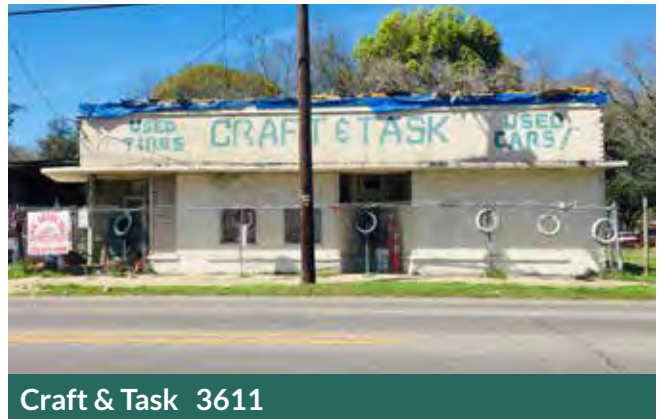
Auto Zone 2344



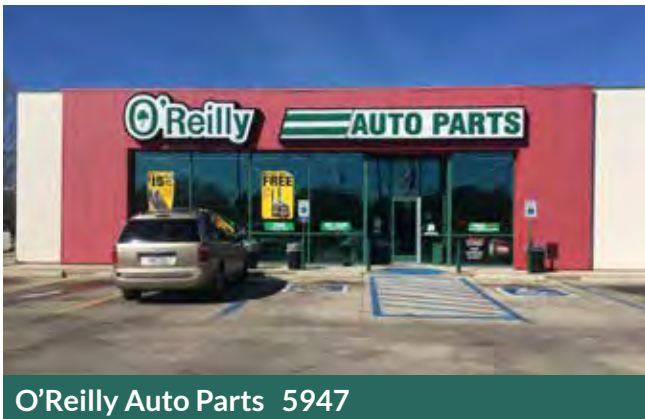
Brothers Auto 2701



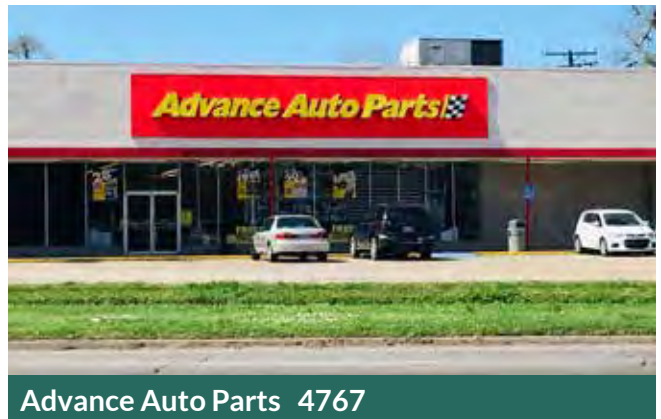
Economic Tires 4360



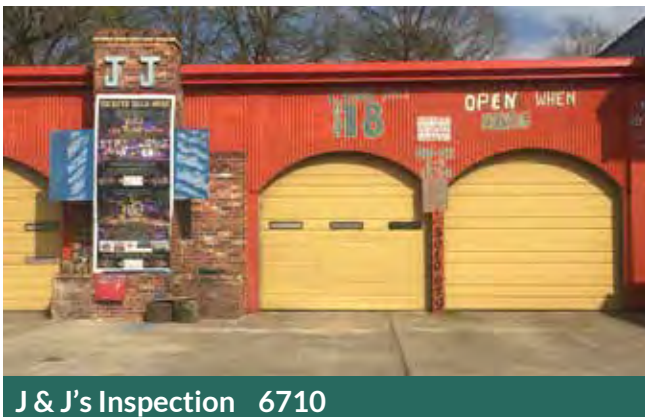
Craft & Task 3611



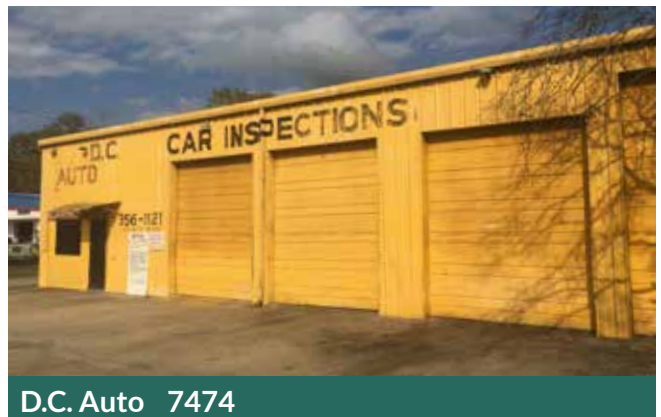
O'Reilly Auto Parts 5947



Advance Auto Parts 4767



J & J's Inspection 6710



D.C. Auto 7474

MARKETS



Ann's Grocery 2004



Carlin's Food Mart 2944



Johnny Jr. Groc. 3401



City Food Mart 4865



Uncle Moe's Food Mart 5557



Premier Grocery 3916



Plank Road Market 5686



EZ Pak N Serve 3800

SPECIALTY FOOD



Tony's Seafood 5215



Jack's Seafood 5467



Roul's Deli 5230



Wing's N More 4506



Hook Fish Chicken 6035



Krispy Kreme 5504



LA Fish Fry Products 5267

FINANCIAL SERVICES



Capital One Bank 5175



Ace Loans 5949



Chase Bank 7979



General Insurance 5930



Region's Bank 5959



Teacher's Credit Union 4836



Central Credit Inc. 4303



Hancock Whitney Bank 2700

WORSHIP / ASSEMBLY



Harvest Time Fellowship 4817



The Renaissance Center 2783



Resurrection Life Church 4261



Fruit of the Spirit Ministries 3338



Muhammad Mosque 2600



Promised Land Baptist Church 7234



St. Gerard Catholic Church 5354

WORSHIP / ASSEMBLY



Praise Temple Church 6268



Living Word Restoration Ministries 6767



Ambassadors for Christ Evangelistic Ministries 3019



Faith City International Ministries 3680



Rhema Christian Center 7850



Redeeming Love Ministries 4226

HEALTH & WELLNESS



Delmont Patient + Urgent Care Clinic 5420



Health Smiles 5842



LA Health & Injury Centers 2832



Plank Road Animal Hospital 7660



Delmont Village 5151



CLUBS



Charcoal Lounge / Ooh Da Sports Bar 4886



Club Raggs 2605



Club La Fete 3505



Sugar Bear Juke Joint 3827



Romeo's Old School Bar 4115



Club Mareco's 5035

RESIDENTIAL



STYLES: TRADITIONAL STOREFRONT



Arthur's Jewelry 5110



Sams' Men's Fashions 5154



2063



Club Illusion 2633



R&R Upholstery 4004



Roppoloville (ca 1930) 3968



S&D Hair Salon 3233



Pendergrass Scales 3221

Signage Character along Plank Road

Signage: Site

In contrast to more generic contemporary site signage styles, Plank Road features a range of unique signs in three basic categories:

- **Special Shapes:** Signage that stands out from the more typical rectangular shape.
- **Graphic Style:** Signage incorporating representational images, or hand-painted.
- **Pricing Info:** Signage featuring detailed services & pricing information.

Promoting this theme of specialty signage will help strengthen the unique visual character of Plank Road. There are many abandoned signs in disrepair that detract from the Corridor image. In addition, standard billboards are in small number and would best be limited to lessen their further visual clutter.

Signage: Building

In contrast to more generic contemporary building signage styles, certain Plank Road buildings feature a range of unique signs in two basic categories. Promoting this theme of specialty signage will help strengthen a unique visual character and cultural expression of Plank Road.

- **Hand Painted:** Graphically distinct signage hand-painted directly on the building façade, yielding a personalized quality.³
- **Collaged Images:** Signage with a cluster of similar images, for food service, auto care or beauty products. Some facades are almost completely covered in multiple signs.

Signage: Mural

Plank Road features a range of art murals incorporated into commercial signage, that animates facades and adjacent spaces. In addition to the hand-painted building signage, these cultural artifacts add a creative, funky flavor unique to the district. Preserving and promoting this theme of streetscape artwork further strengthens the creative expression and cultural character of the Corridor.

³ For the purposes of regulation, Section 16.5.10.B.1.b provides that material painted directly on a wall is not considered a sign.

SIGNAGE: SITE



SIGNAGE: BUILDING



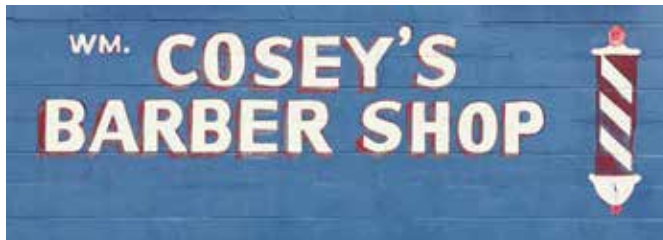
SIGNAGE: ART MURAL



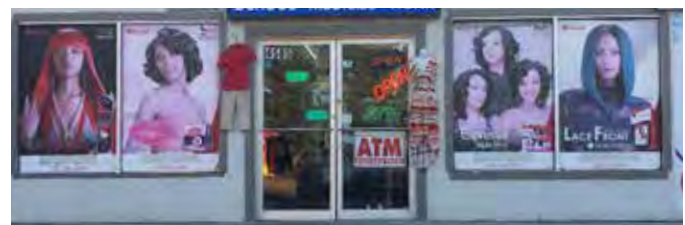
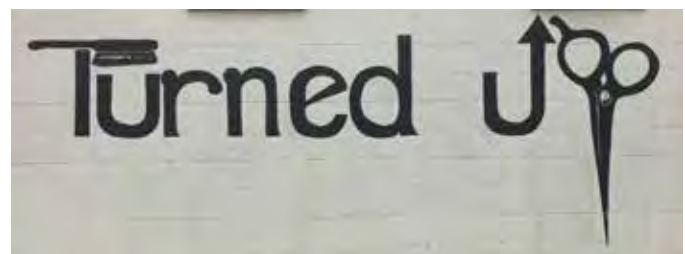
SIGNAGE: SITE



SIGNAGE: BUILDING



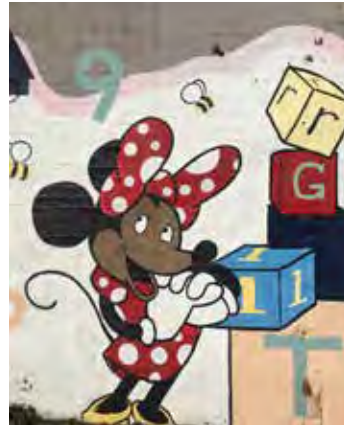
SIGNAGE: BUILDING



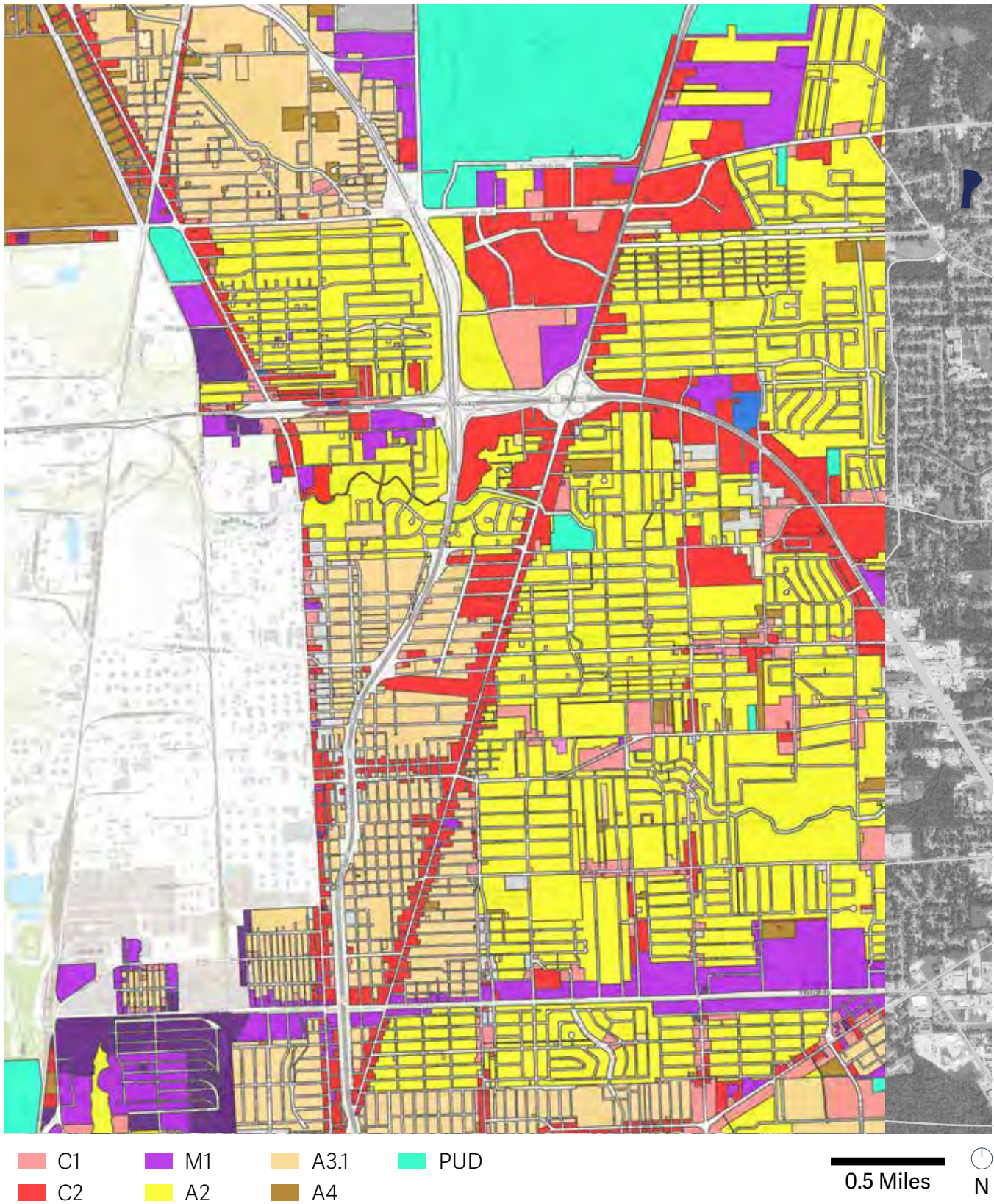
SIGNAGE: ART MURAL



SIGNAGE: ART MURAL



Zoning along Plank Road

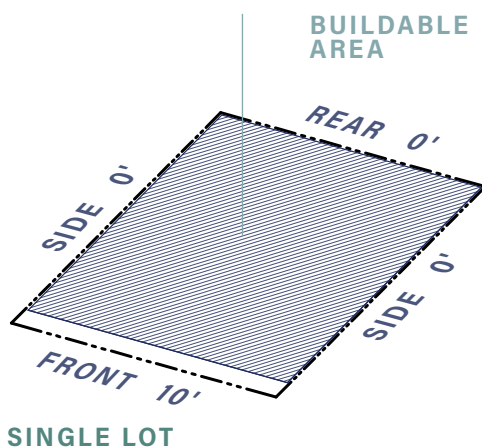


Zoning Synopsis

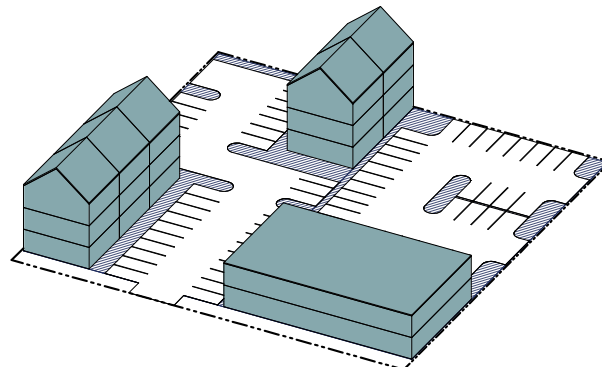
Zoning Maximum Development Diagrams

C1

LIGHT COMMERCIAL



HEIGHT LIMIT: 45' - 4"
RESIDENTIAL UNITS PER ACRE: 29.3

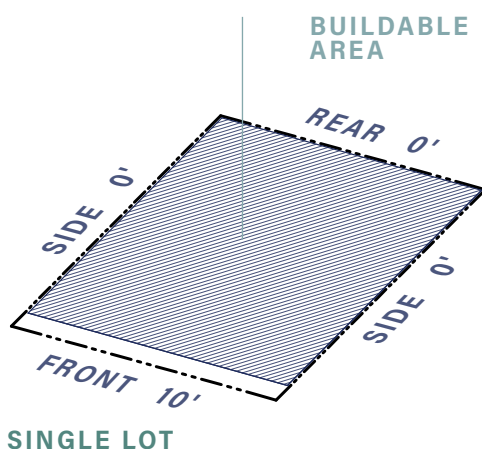


1 ACRE DENSITY EXAMPLE

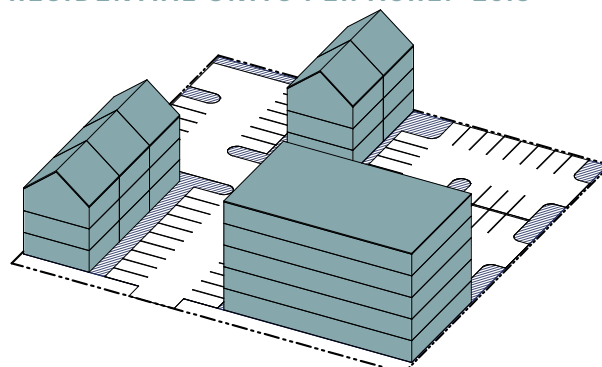
Note: Up to four stories are allowed in the C1 zoning districts

C2

HEAVY COMMERCIAL



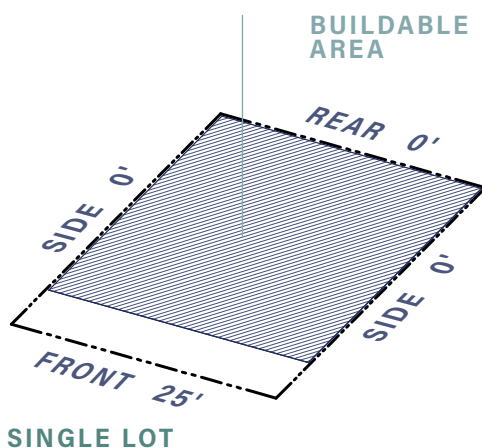
UNLIMITED HEIGHT
RESIDENTIAL UNITS PER ACRE: 29.3



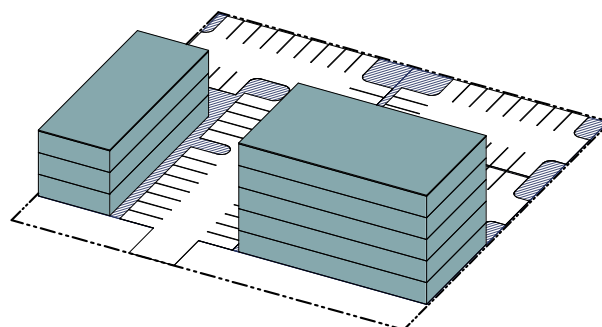
1 ACRE DENSITY EXAMPLE

M1

LIGHT INDUSTRIAL



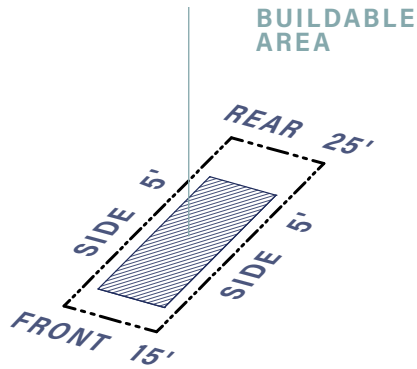
UNLIMITED HEIGHT
RESIDENTIAL UNITS PER ACRE: NONE



1 ACRE DENSITY EXAMPLE

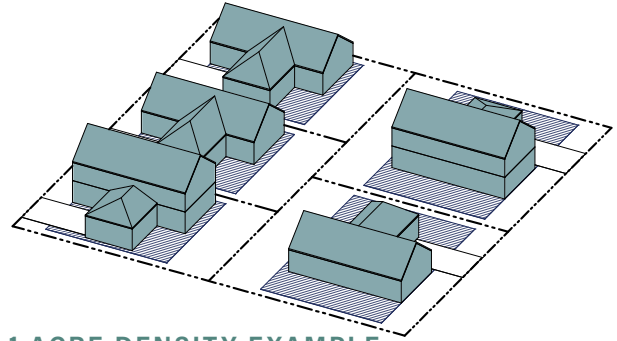
A2

SINGLE FAMILY RESIDENTIAL



SINGLE LOT

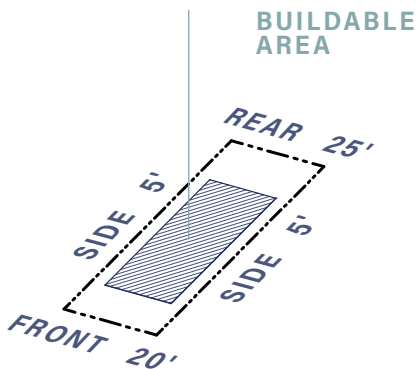
HEIGHT LIMIT: 35' - 2.5"
RESIDENTIAL UNITS PER ACRE: 5.8



1 ACRE DENSITY EXAMPLE

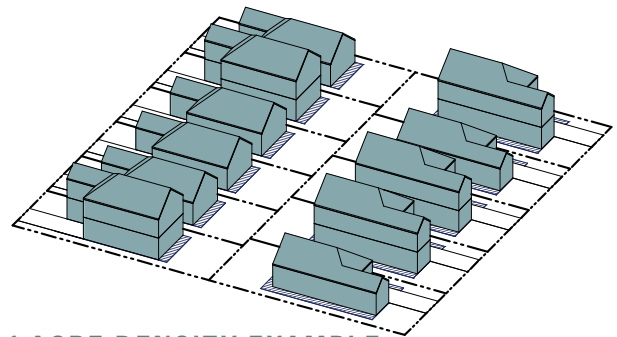
A3

LIMITED RESIDENTIAL



SINGLE LOT

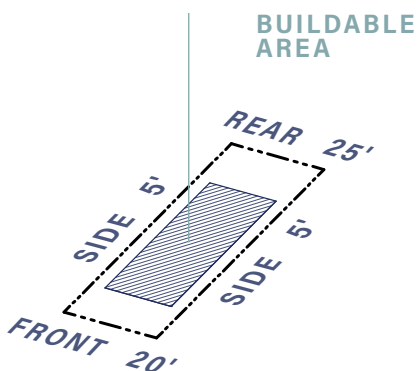
HEIGHT LIMIT: 35' - 2.5"
RESIDENTIAL UNITS PER ACRE: 11.5



1 ACRE DENSITY EXAMPLE

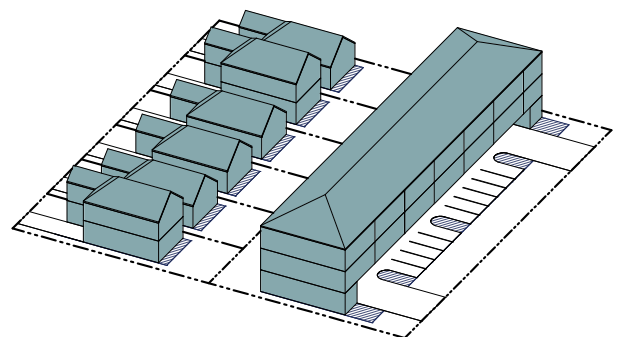
A4

GENERAL RESIDENTIAL



SINGLE LOT

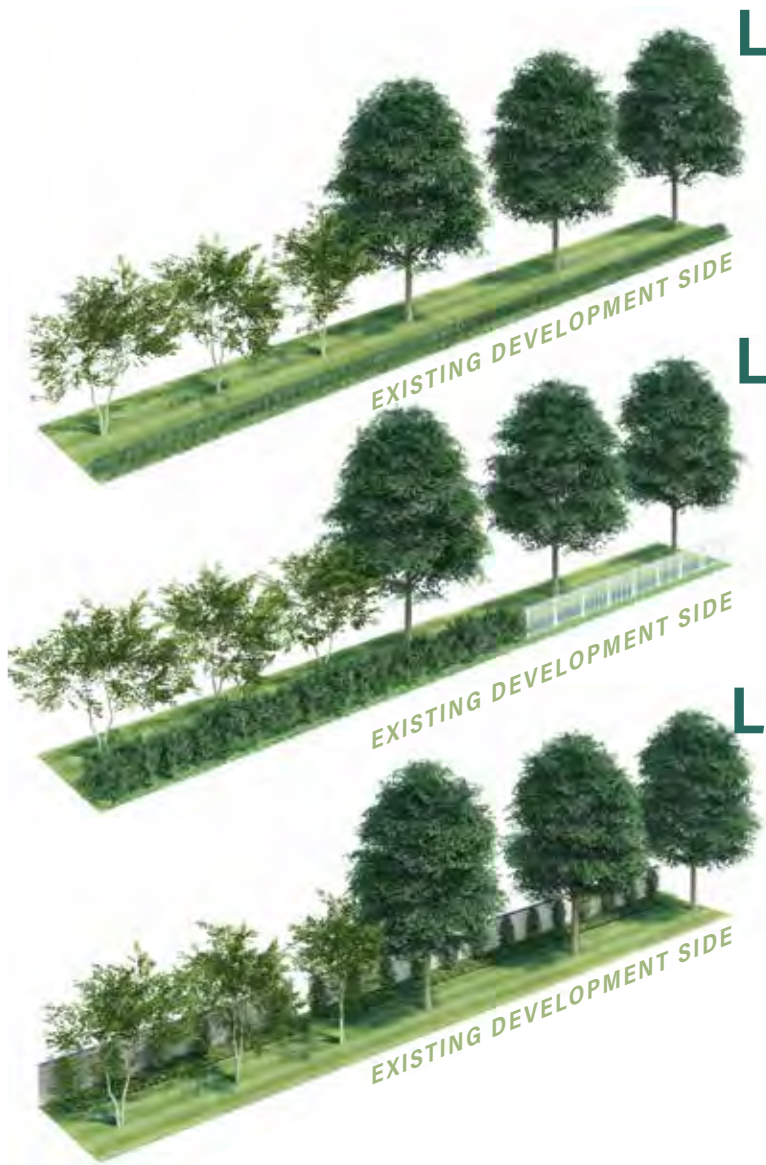
HEIGHT LIMIT: 45' - 4"
RESIDENTIAL UNITS PER ACRE: 43.6



1 ACRE DENSITY EXAMPLE

Note: Up to four stories are allowed in the A4 zoning district.

Landscape Buffer Requirement Diagrams



L2

REQUIREMENTS:

- 3' TALL CONTINUOUS EVERGREEN VEGETATIVE SCREEN, OR A WALL, FENCE OR BERM
- CLASS A TREE PER 40 LINEAR FEET, OR CLASS B TREE PER 20 LINEAR FEET

L3

REQUIREMENTS:

- 6' TALL CONTINUOUS EVERGREEN VEGETATIVE SCREEN, OR A WALL, FENCE OR BERM
- CLASS A TREE PER 40 LINEAR FEET, OR CLASS B TREE PER 20 LINEAR FEET

L4

REQUIREMENTS:

- 6' TALL CONTINUOUS MASONRY WALL
- 6' TALL SHRUB PER 7 LINEAR FEET OF WALL TO BE LOCATED ON THE EXISTING DEVELOPMENT SIDE OF THE WALL (ACCESS TO THIS BUFFER AREA TO BE PROVIDED IN THE WALL DESIGN)
- CLASS A TREE PER 40 LINEAR FEET, OR CLASS B TREE PER 20 LINEAR FEET, OR CLASS C TREE PER 15 LINEAR FEET

TREE CLASSIFICATION SIZE

TRUNK CALIPER AT TIME OF PLANTING / HEIGHT AT TIME OF PLANTING / MATURE HEIGHT

	CLASS "A" TREES	CLASS "B" TREES	CLASS "C" TREES
SINGLE TRUNK	2" / 8' / 40'+	1.5" / 8' / 20'+	1.5" / 5' / 10'+
MULTI TRUNK	1.5" / 10' / 40'+	1" / 8' / 20'+	1" / 5' / 10'+

Baton Rouge Unified Development Code: Chapter 18 - Landscape and Trees

Common Abutting Uses



These are a sampling of abutting uses in the Plank Road Corridor; some situations may be omitted. Where same uses are abutting, no landscape buffer is required. Only the owner of a developing property abutting an existing developed property is required to provide a buffer (Sec 18.3.3.B.1). Double buffers are never required.

Baton Rouge Unified Development Code: Chapter 18 - Landscape and Trees

Park Access

The majority of the study area around Plank Road is within a ten minute walk of a park, however several large areas do not have access to a neighborhood or community park.

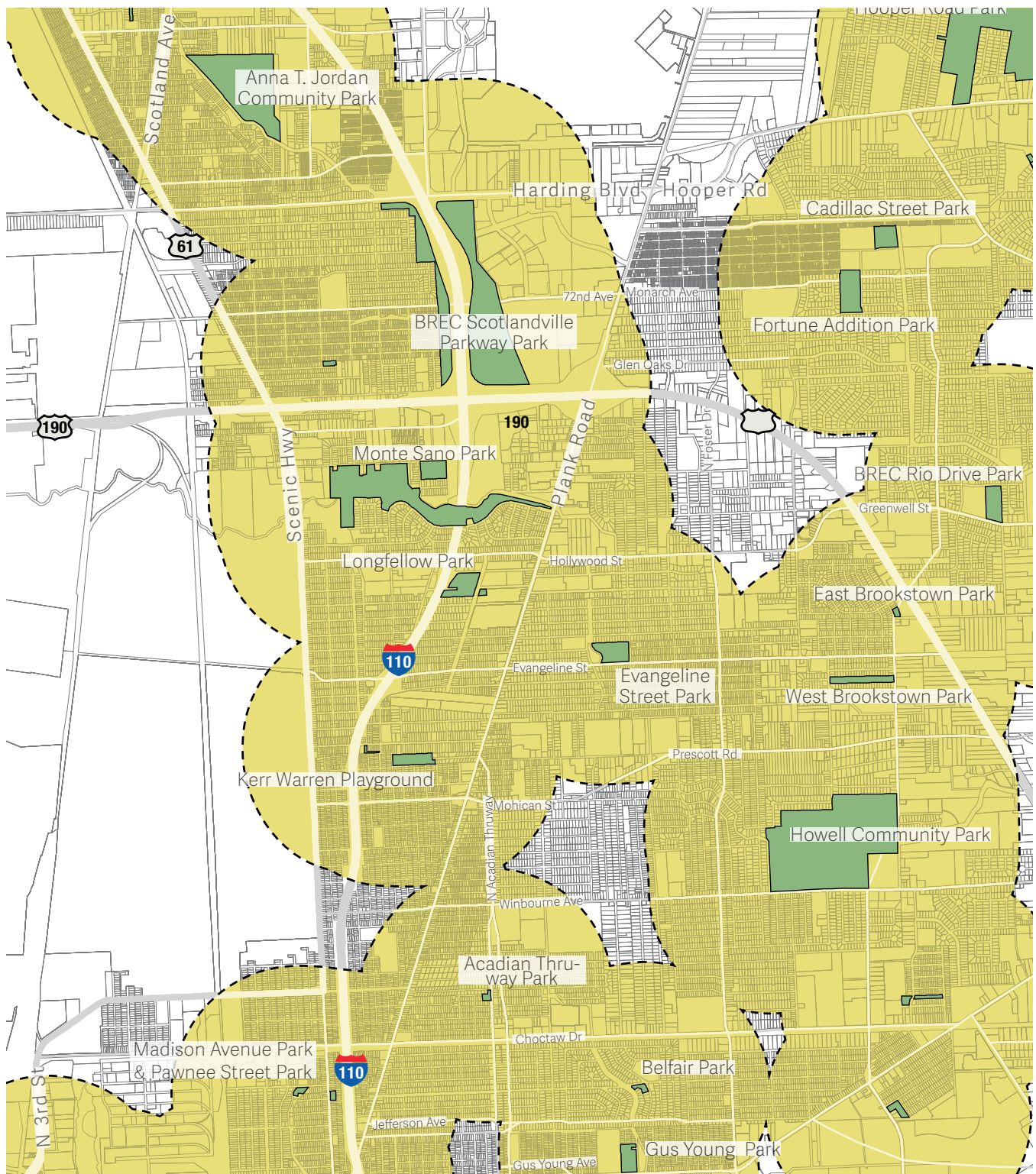
Monte Santo Bayou Park is the only park that can be accessed directly from Plank Road. Most parks are several blocks from Plank Road without clear, safe connections along streets to connect people from Plank Road to the park.

The parks around Plank Road vary greatly in scale from under an acre to over 100 acres, from regional destination parks to small neighborhood parks.

No matter the scale, most parks have the same amenities, namely basketball courts, multi-use fields, playgrounds, and rec centers.

Eight parks are within a 1/2 mile of Plank Road and another ten parks are within the study area. BREC, the agency that maintains and operates the parks within East Baton Rouge Parish, is currently investing in improvements for existing parks, addressing changes in park programming, and providing a new greenway trail connecting Scotlandville to Downtown.

Park Access



10 minute walk to park

Areas within a 10 minute walk

0.5 Miles



PLANK ROAD - PARK PROXIMITY

Park	Size	Distance to Plank Rd	Amenities
Scotlandville Parkway Park	110 acres	miles	Multi-purpose field, basketball court, playground, walking, biking trails
Monte Sano Park	54 acres	miles	Multi-purpose field, basketball court, playground, rec center
Longfellow Park	11 acres	miles	Multi-purpose field, basketball court, playground, rec center
Evangeline Street Park	8 acres	miles	Multi-purpose field, basketball court, playground, walking track
Kerr Warren Playground	5 acres	miles	Multi-purpose field, basketball court, playground, rec center
Acadian Thruway Park*	0.6 acres	miles	Basketball court, playground
Madison Avenue Park	1 acres	miles	Basketball court, playground
Pawnee Street Park	0.8 acres	miles	Basketball court, picnic tables
Anna T. Jordan Community Park	40 acres	miles	Multi-purpose field, basketball court, playground, walking track, rec center, fitness center, pavilions, swimming pool, tennis courts
Hooper Road Park	223 acres	miles	Multi-purpose field, tennis courts, playground, rec center, mountain biking trails
Cadillac Street Park	6 acres	miles	Multi-purpose field, basketball court, playground, rec center
Fortune Addition Park	10 acres	miles	Multi-purpose field, basketball court, playground
Rio Drive Park	6 acres	miles	Multi-purpose field, basketball court, playground
West Brookstown Park	5 acres	miles	Tennis courts, playground
East Brookstown Park	1 acre	miles	Playground,
Howell Community Park*	114 acres	miles	Multi-purpose field, basketball court, playground, walking track, rec center, picnic pavilions, swimming pool, tennis courts, softball field
Belfair Park	1 acre	miles	Rec center, playground, tennis courts
Gus Young Park	4 acres	miles	Rec center, basketball courts, playground, tennis courts, walking track



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