A cluster of four green circles of different sizes is positioned above the title text.

Melrose East Community Improvement Plan Appendix

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

CIP APPENDIX | Outreach

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

Documents included are the Melrose East Outreach Strategy, the Melrose East Stakeholder Interview Summary, the Melrose East Visioning Workshop Report, and the Melrose East 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

Melrose East

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1. Outreach Strategy

Melrose East

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 CIP 5 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.

Website

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

Newsprint Advertisements, E-blasts & Interim Publicity

The Melrose East workshops will be advertised via paid ad space in The Baton Rouge Weekly Press, e-blasts from the RDA, and a post-Visioning Workshop update article that is released to The Baton Rouge Weekly Press and The Advocate. 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.

The following page is a proposed publicity schedule for the remainder of the workshops in the Melrose East, Northdale, and Choctaw Corridor CIP project areas:

Schedule for Ads, E-blasts and Update Articles

Date	E-blasts	Articles	Ads
June 15	E-blast Thanks for coming, Scot/ZC can check website, North/CC has August workshop. Mention Melrose Visioning		
June 24	E-blast Content of CIP Update: Choctaw Corridor, highlight Aug 7 workshop	Article CIP Update: Choctaw Corridor	
July 15	E-blast Melrose Visioning next week, read about Northdale Visioning	Article CIP Update: Northdale	Advertisement Melrose Visioning
July 20	E-blast Reminder: Melrose Visioning this Thursday		
July 22	MELROSE EAST VISIONING WORKSHOP		
July 29	E-blast Thanks for coming to Melrose, 2 nd workshop is Oct 2, N/CC workshops next week		Advertisement Choctaw Corridor & Northdale Alternatives & Implementation
Aug 5	E-blast Reminder: Choctaw Corridor this Saturday		Advertisement Choctaw Corridor & Northdale Alternatives & Implementation
Aug 7	CHOCTAW CORRIDOR ALTERNATIVES & IMPLEMENTATION WORKSHOP		
Aug 12	E-blast Reminder: Northdale this Saturday		
Aug 14	NORTHDAL E ALTERNATIVES & IMPLEMENTATION WORKSHOP		
Aug 18	E-blast Thanks for coming, CC/N can check online, one more workshop in Oct		
Sept 9	E-blast Content of CIP Update: Melrose East, 2 nd Melrose Workshop Oct 2	Article CIP Update: Melrose East	
Sept 23	E-blast Melrose Alternatives & Implementation next week		Advertisement Melrose Alternatives & Implementation
Sept 30	E-blast Reminder: Melrose Alternatives this Saturday		
Oct 2	MELROSE EAST ALTERNATIVES & IMPLEMENTATION WORKSHOP		
Oct 6	E-blast Thanks for coming, next steps		

1.2. Community Outreach

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 Melrose East 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.

Twenty-five yard signs are slated for the Melrose East CIP project area, 12 of which were distributed at a community meeting hosted by Councilwoman Donna Collins-Lewis on June 3, 2010. The remaining 13 signs will be made available to stakeholders during the stakeholder interview process, and to community members.

Toll-Free Number

The toll-free number currently orates information about both the Visioning and Alternatives & Implementation Workshops for Melrose East, as well as the dates for the Choctaw Corridor and Northdale Alternatives & Implementation Workshops.

Roadside Banners

Roadside banners will be erected at the following locations the week of June 28, 2010 for the Visioning Workshop, and the week of September 6, 2010 for the Alternatives and Implementation Workshop:

- Lobdell Boulevard & Harry Drive
- North Donmoor Avenue & Renoir Avenue
- North Ardenwood Drive & Harry Drive

School Backpacks:

Through coordination with the school board, flyers promoting the Melrose East Alternatives & Implementation workshop can be placed in student backpacks at the following schools the week of September 20, 2010:

- Melrose East Elementary, 1348 Valcour Drive
- Capital Middle School, 5100 Greenwell Springs Road

Church Bulletins and Announcements

Church bulletin write-ups and pulpit announcements will be requested and flyers will be made available at the following churches in the Melrose East CIP project area:

- Resurrection Life Family Ministry, 722 North Carrollton Avenue
- Victory & Power Ministry, 6943 Titian Avenue
- Greater King David Baptist Church, 7305 Harry Drive
- Ministry of Reconciliation, 6785 Goya Avenue
- New Birth Missionary Baptist, 6465 Renoir Avenue

Direct Mailing to Residents and Businesses

Each rooftop within the Melrose East CIP area will receive a direct mail piece inviting residents to attend both the Visioning and the Alternatives and Implementation Workshops. The mailing will go out 10 days before each workshop.

1.3. Outreach Schedule –Workshops

Melrose East	
Week of June 14	<ul style="list-style-type: none"> ▪ Ensure workshop info is submitted to community calendars ▪ E-blast
Week of June 21	<ul style="list-style-type: none"> ▪ Mail-out to churches ▪ E-blast
Week of June 28	<ul style="list-style-type: none"> ▪ Erect Road-side Banners for Visioning Workshop
Week of July 5	<ul style="list-style-type: none"> ▪ Stakeholder Interviews
Week of July 19 (Visioning Workshop)	<ul style="list-style-type: none"> ▪ Press release with follow-up ▪ Reminder e-blast
Week of July 26 – August 30	<ul style="list-style-type: none"> ▪ Northdale/Choctaw Corridor Alternatives & Implementation Workshops publicity phase. Melrose East Alternatives & Implementation Workshop will be listed in 2 advertisements and 4 e-blasts during this phase
Week of September 6	<ul style="list-style-type: none"> ▪ Mail-out to churches ▪ E-blast ▪ Melrose East Update Article (BR Weekly Press) ▪ Erect Road-side Banners for Alternatives & Implementation Workshop
Week of September 20	<ul style="list-style-type: none"> ▪ Baton Rouge Weekly Press Ad runs ▪ Flyers delivered to schools in Melrose East
Week of September 27 (Alternatives & Implementations Workshop)	<ul style="list-style-type: none"> ▪ Press release with follow-up ▪ Reminder e-blast
Week of October 4	<ul style="list-style-type: none"> ▪ Final e-blast with next steps

2. Stakeholder Interviews

Melrose East

Stakeholder interviews for the Melrose East Community Improvement Areas (CIPs) will be held the week of July 5th. Interviews will be held at a location convenient for the stakeholder, or at the BREC headquarters building at 6201 Florida Boulevard. The following list will be supplemented with three additional individuals by discretion of the RDA.

2.1. Interviewees

Northdale

Donna Collins-Lewis	EBR City Council District 6	Public Official
Evelyn Jackson	Melrose Civic Association	Community
Rev. John Montgomery	Greater King David Baptist Church	Ministerial
Kevin Harger	Baton Rouge Little Theater	Business
Carolyn Martin	Commercial Properties	Business
Jacqui Vines	Cox Communications VP	Business
Scott Rica	Cleggs Nursery	Business
Myrtle Dorsey	First Alpine Baptist Church	School

2.2. Interview Format

The following questions will be posed to Melrose East stakeholders:

1. Tell us about you/your organization/the district you serve.
2. What do you value most about Melrose East?
3. What are the things that most trouble you about Melrose East?
4. What do you think should be taken into account by planners when discussing improvements to Melrose East?
5. When you think about the long-term future of Melrose East, what do you most want to see happen?
6. What are the top two safety concerns you have for your area?
7. If you could do three things to improve the Melrose East area, what would they be?
8. What is your hope for this Community Improvement Plan effort? Most desired outcome? Biggest concern?
9. What are the challenges you face working in the Melrose East area? (question for businesses)

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

Stakeholder Interview Summary Melrose East

July 20, 2010

Prepared by:
Franklin Industries
1201 Main Street, Suite B
Baton Rouge, LA 70809
(225) 768-9060



“People (in District 6) are hungry for hope. A... young man who is a resident... asked me yesterday, ‘Is my life at a standstill?’ There are a lot of good people in District 6!”

-Excerpt from Melrose East stakeholder interview

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Overview

As part of the Melrose East Community Improvement Plan currently 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 13 stakeholder interviews throughout the first two weeks of July 2010.

Franklin interviewed individuals and representatives from both public and private entities, including City-Parish government and business owners. Stakeholder interviews were conducted as open-ended discussions, allowing the stakeholder to speak freely about their community, the project, and the positive or negative implications it may have on themselves or their business/organization. However, a uniform briefing and list of questions were followed to ensure necessary 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 RDA, its mission, and current endeavor to develop community 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 Rachel LeCompte of Franklin, and a RDA representative. This report summarizes the results of the Melrose East stakeholder interviews. The participants chosen in the stakeholder interview process were selected through a joint effort of the Redevelopment Authority and Franklin.

1. Assets

Stakeholders were asked what the most valuable assets are in the Melrose East community and surrounding areas. Below is a summary of their responses:

- **Property owners.** Several of the stakeholders interviewed were property owners within the Melrose East area, both residential and commercial. These property owners teach responsibility amongst their tenants and strategically integrate different income types next door to each other. Property owners who are actively involved with their property maintain a level of upkeep and visual perception helps to prove Melrose East has potential for more positive expansion.
- **Area businesses.** The presence of sustainable businesses in Melrose East shows the area still has a heartbeat. Also, some business owners in the area employ area residents.
- **Resident Opportunity Center (ROC).** The ROC is a facility located in Woodside Manor Apartment Complex, in which approximately 600 Melrose East residents reside. The ROC contains a computer lab where residents can submit job applications, create resumes, and utilize internet access.
- **Greater King David Baptist Church.** One stakeholder expressed that many of her company's employees attend church at Greater King David, and most are not residents of Melrose East.
- **Baton Rouge Community College's Small Business Training Center.** This center serves small businesses and provides training for local development. Students of BRCC have access to this training as well.

2. Challenges

The following were mentioned as being challenges to the Melrose East community:

- **Safety.** Most stakeholders commented on crime being prevalent in the Melrose East area, as well as the lack of crime prevention activities. While a Crime Prevention District for the area has been proposed, some property owners do not favor such a proposal because they feel the property owners who own multiple lots would be heavily taxed, bearing a majority of the cost.
- **Negative perception.** The perception of residents being “trapped” in the area, as well as residents themselves having the same perception. The tenants in the area are not working toward homeownership.
- **Negative reputation.** The nickname of the area, “Mall City,” has a negative connotation and the rest of the city generally associates Mall City with a bad part of town.
- **Lack of leadership.** Two stakeholders commented on the lack of commitment people have to the area. Leaders come into the area and present promising campaigns, but stakeholders feel there is no follow-through. Several of the stakeholders feel as though the city turns a blind eye on the community and allows criminal activities to go unchecked.
- **Housing conditions and/or structure.** Some multi-family property owners in the area do not want or cannot afford to pay for quality property management. Other stakeholders believe the area is home to “privately owned public housing.”
- **Other challenges.**
 - Recently passed legislation based on a “per lot assessment” does not coincide with the property layout of the area.
 - Majority of area residents are under-employed or unemployed, under-educated or uneducated.
 - Greenwell Springs Library is not a user-friendly facility, having limited book availability and poor internet access.

3. Areas of Concern

Stakeholders were asked what most troubled them about Melrose East. Below is a summary of their responses.

- **Blight and vacant lots/buildings.** At least three stakeholders were concerned with the amount of blight and vacant properties in the area. The need for revitalization and re-use of these properties was said to be a major factor in improving Melrose East and to restoring the area to the functional community it previously was. 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 be used as cafés, community/arts facilities, or new business developments.

Cleaning up abandoned or blighted buildings so they could be reoccupied would stimulate economical growth for the area, according to some stakeholders.

- **Disproportioned cost of crime prevention.** While most stakeholders listed crime as one of the major concerns of the area, many property owners felt they would be burdened with most of the funding for a crime prevention district. Historically, police attended Melrose East CDC meetings and patrolled the area on foot, bike, and car. During and after the city's serial killer period, the police patrolling stopped. Types of crime prevalent in the area are burglary, arson, and murder.
- **Underemployed/Unemployed Residents.** Several stakeholders attribute the lack of employment opportunities in the area to the ongoing poverty-stricken environment.
- **Other areas of concern that were mentioned:**
 - Corner stores engaging in illegal activities
 - Low availability of public transportation
 - Majority of tenants are physically and/or mentally impaired
 - Lack of active daily living in the area
 - Graffiti
 - Lighting
 - Half-way houses
 - Mental treatment facilities

4. Planning Considerations

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

- **Security/Crime Prevention District.** Two stakeholders expressed the need for crime patrol and/or surveillance in the area, which would help alleviate some of the criminal activity and provide a sense of security to area residents. One stakeholder explained that he has been in contact with the Baton Rouge Area Foundation to explore the possibility of establishing a foundation or non-profit organization, and to encouraging other businesses in the area to contribute at a level in which they can afford to start an initiative to put out more patrols and have safer streets.
- **Development in Smiley Heights.** Some stakeholders expressed the idea of building single family detached homes for sale in this area. Smiley Heights is composed of some 200 acres that stakeholders feel are ideal for residential and commercial development. Development in Smiley Heights would encourage new people to enter the community, as well as increase traffic flow throughout the area.
- **Community center/activities.** At least three stakeholders felt the area was missing an incubator for community involvement, which leads to the youth having no positive stimulus, adults feeling uninspired to actively contribute to the community, and the elderly having non-active daily lives. A community center would allow for sports, a computer lab, and recreational classes to promote more positive time spent amongst all ages. Also, one stakeholder suggested an annual festival in the area, which would be targeted at the youth and provide information on resources, activities, a health screening, educational activities, etc.
- **Other planning considerations mentioned:**
 - Melrose East “welcome” signage
 - Recreational parks
 - Retail businesses

5. Long-term Vision

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

- **Stability and sustainability.** There is a need for responsible property owners, business owners, and residents. These three components of the area are needed to be in-sync with one another, with the understanding that Melrose East is an opportune area for growth, safety, and redevelopment. By creating a cycle of area business owners employing area residents, area residents supporting area retail businesses, and moving toward homeownership, Melrose East can become a thriving community for both residents and businesses.
- **Safe environment.** Stakeholders feel that restoring policing in the area would greatly decrease the amount of crime that occurs, as well as bring a sense of security back to the residents. Also, stakeholders feel that once Melrose East is no longer perceived as an unsafe place, more business owners will be willing to build in the area given its prime location.
- **Affordable housing.** One stakeholder stated that the introduction of affordable housing to the area would prove beneficial to the overall morale of the community. Townhome-styled housing similar to that being built in New Orleans would attract newcomers, as well as provide the chance to establish new rules and regulations for the area.
- **Arts education.** Creating programs based on arts education, which will capitalize on the street names in the community, i.e., Van Gogh, Monet, Renoir, etc.

Appendix A: Stakeholders Interviewed

- Senator Sharon Weston Broome, District 61
Legislator
- Donna Collins Lewis, EBR City Council, District 6
Public Official
- Evelyn Jackson, Melrose Civic Association
Community
- Jacqui Vines, Cox Communications
Business
- Will Belton, Commercial Properties
Business
- Shirly Patty, A&D Properties
Business
- Scott Ricca, Clegg's Nursery
Business
- Harold Williams
Business
- Lewis Dill, LEWCO
Business
- Dr. Myrtle Dorsey, BRCC
Education
- Catherine Moses
Tenant
- Cathy Toliver
Property Owner
- Kathleen Laborde
Property Owner/Manager

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 Melrose East?
3. What are the things that most trouble you about Melrose East?
4. What do you think should be taken into account by planners when discussing improvements to the Melrose East area?
5. When you think about the long-term future of Melrose East, what do you most want to see happen?
6. What is your vision for economic development on Melrose East? Do you feel the area has a competitive advantage?
7. What are the challenges to economic development on Melrose East? 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 Melrose East, what would they be?
10. What is your hope for this Community Improvement Plan effort? – most desired outcome? Biggest concern?

Organizational questions (Ministerial, Education, Community, Businesses)

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

Business questions (Businesses)

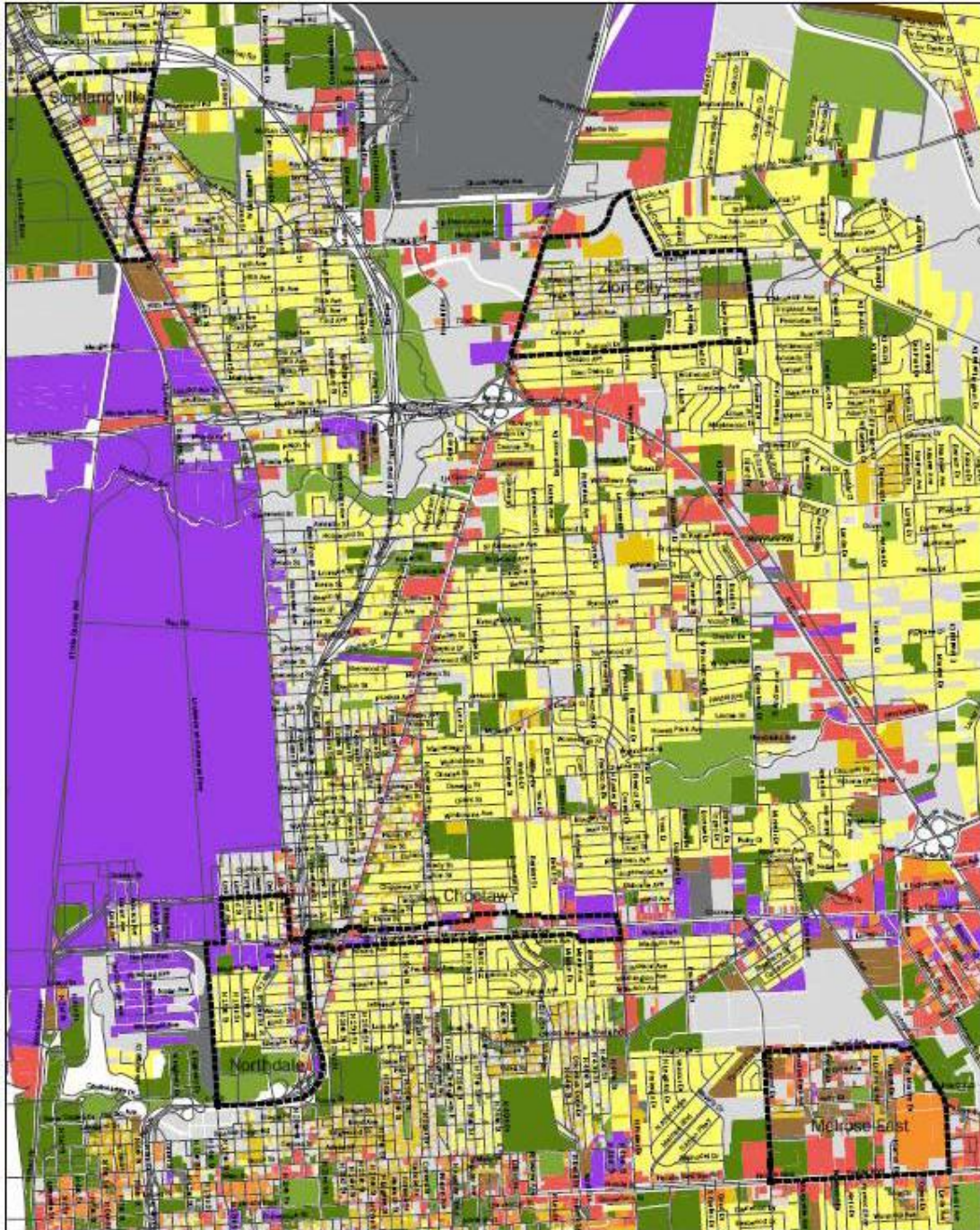
15. What are the challenges you face working along Melrose East? (prompts: raising funds? Attracting and retaining quality staff? Competition among entities for scarce resources?, etc)
16. How do you think your organization contributes to the economic well being of Melrose East?

Development questions (Businesses, CDCs and some Ministerial)

17. Tell us about the development process here? Cost of development? Securing financing (equity and debt)? Permitting process and timeframes?
18. 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?
19. Do you work with local businesses in the community? With the chamber of commerce? Other organizations?

Appendix C: Map and Chart Exhibits

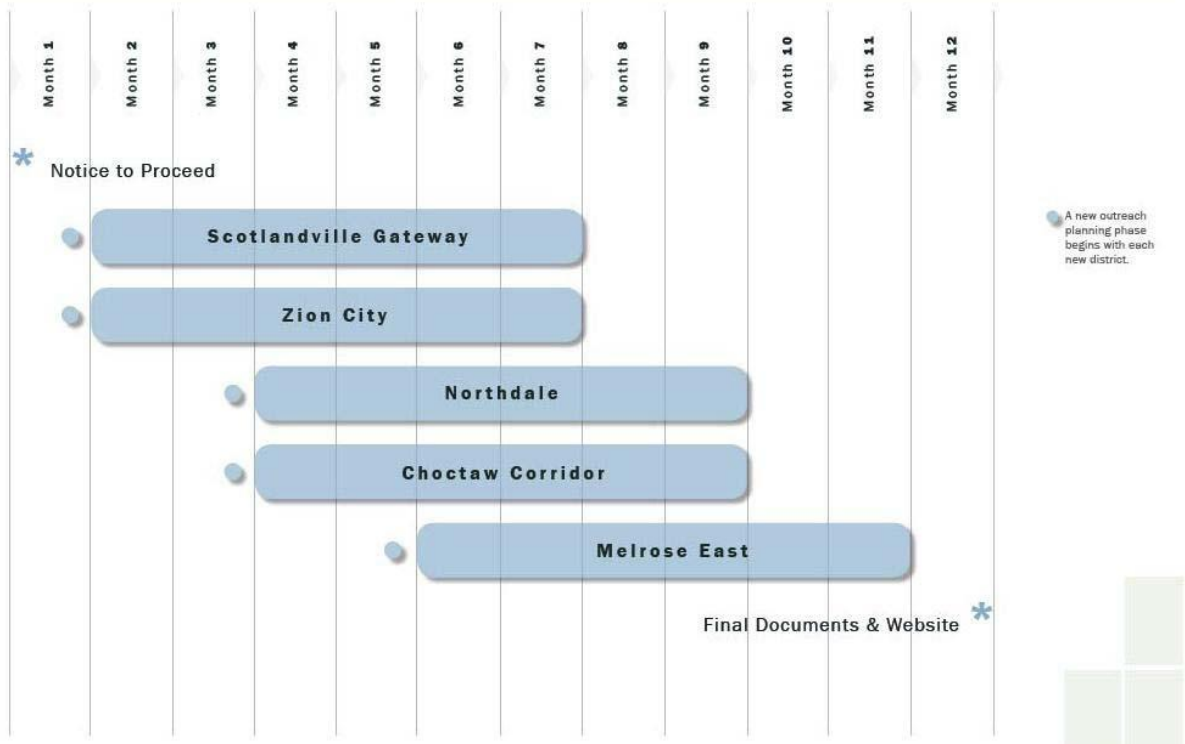
Existing Land Use



Melrose East Public Transit Routes



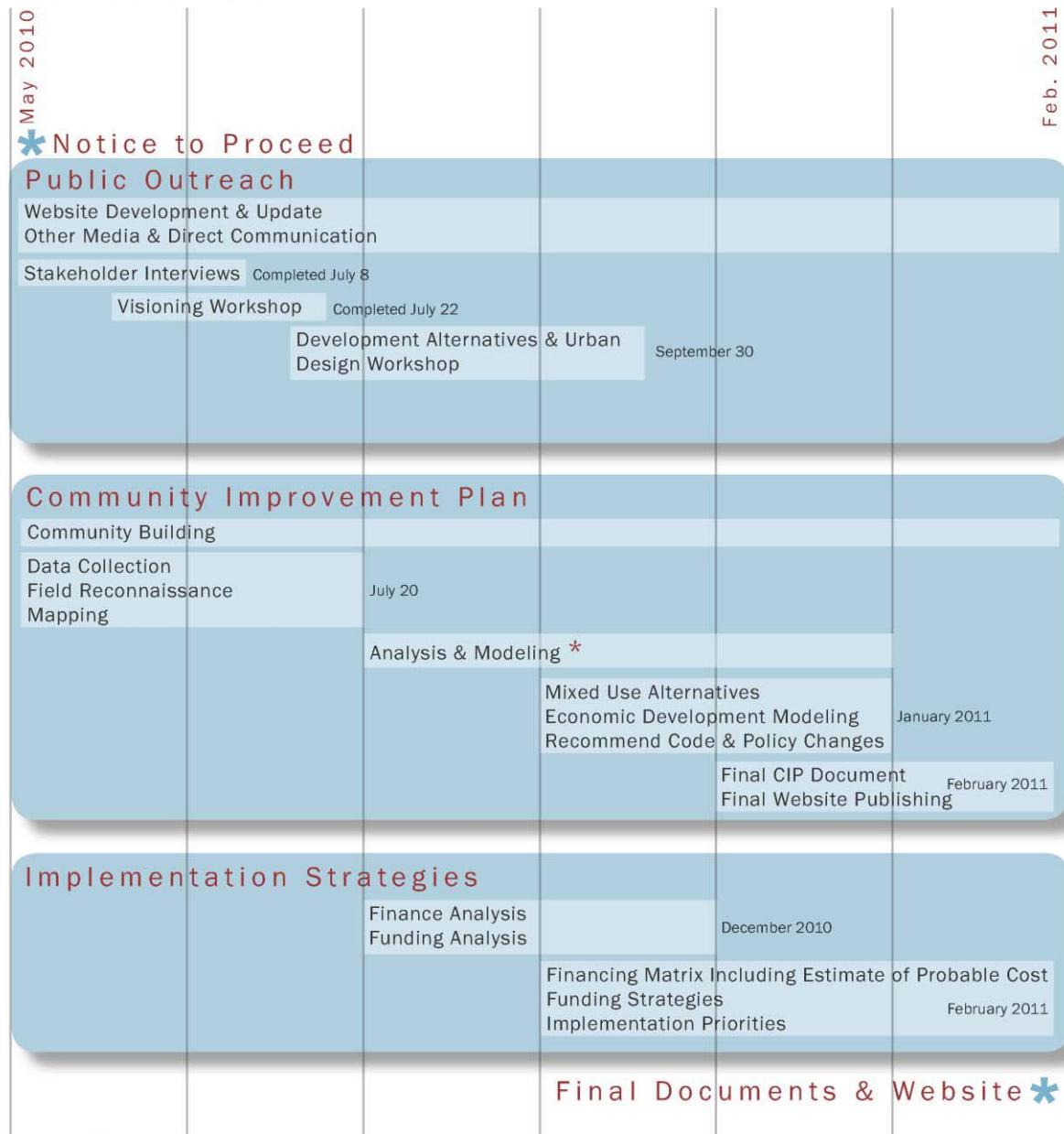
East Baton Rouge Redevelopment Authority



Proposed Timeline: Overall

Community Improvement Plan - 5 Districts within East Baton Rouge Parish

Melrose East



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

Melrose East Visioning Workshop

Location: BREC Headquarters

Time: July 22, 2010 5:30 - 7:30 pm

Prepared by:

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

August 6, 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:

BROWN+DANOS, Phillips-Davis Legacy

Justin Lemoine, ASLA, Senior Associate

Madeline Ellis, ASLA, Senior Associate

Chris Hall, ASLA, Associate

Austin Evans, ASLA, Associate

Trisha Brown, Intern

Franklin Industries

Perry Franklin

Kyla Hall

Rachel LeCompte

Trahan Architects

David Merlin



RDA

Susannah Bing

Vickie Smith

Harold Briscoe

The intent of the Visioning Workshop on July 22, 2010 was to gain public input to develop the Vision for the Melrose East 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. Karen Phillips followed with a brief description of smart growth principles and an explanation of the first mapping exercise was given 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 catalyst projects was given. Melrose East area 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 Melrose East area. The Phillips-Davis Legacy, BROWN+DANOS Team will develop the Melrose East 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 October.



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

Melrose East Visioning Workshop
Thursday, July 22, 2010 5:30 pm – 7:30 pm

BREC Headquarters - 6201 Florida Boulevard

Everyone is welcome!

Melrose East Area



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 Melrose East 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.



Melrose East Table Exercise Map

Table 1

Prioritized Assets:

1. Bon Carre/Cox
2. Lewco/Gerry Lane
3. BREC Saiah Park

Prioritized Challenges:

1. Slum Apartments
2. Blighted Lots
3. Vacant Buildings



Table Presenter



Table 1 Assets and Challenges Map



Table Presenter

Table 2

Prioritized Assets

- 1. Bon Carre
- 2. Sub-station
- 3. Community/Civic Centers
- 4. Churches

Prioritized Challenges

- 1. Slumlords
- 2. Abandoned Property
- 3. Crime
- 4. Lighting



Table 2 Assets and Challenges Map

Table 3

Prioritized Assets:

- 1. Bon Carre
- 2. Location
- 3. Commercial Park
- 4. Churches

Prioritized Challenges:

- 1. Infrastructure/Public Transportation
- 2. Education
- 3. Affordable/Safe Housing
- 4. Predatory Lenders



Table Presenter

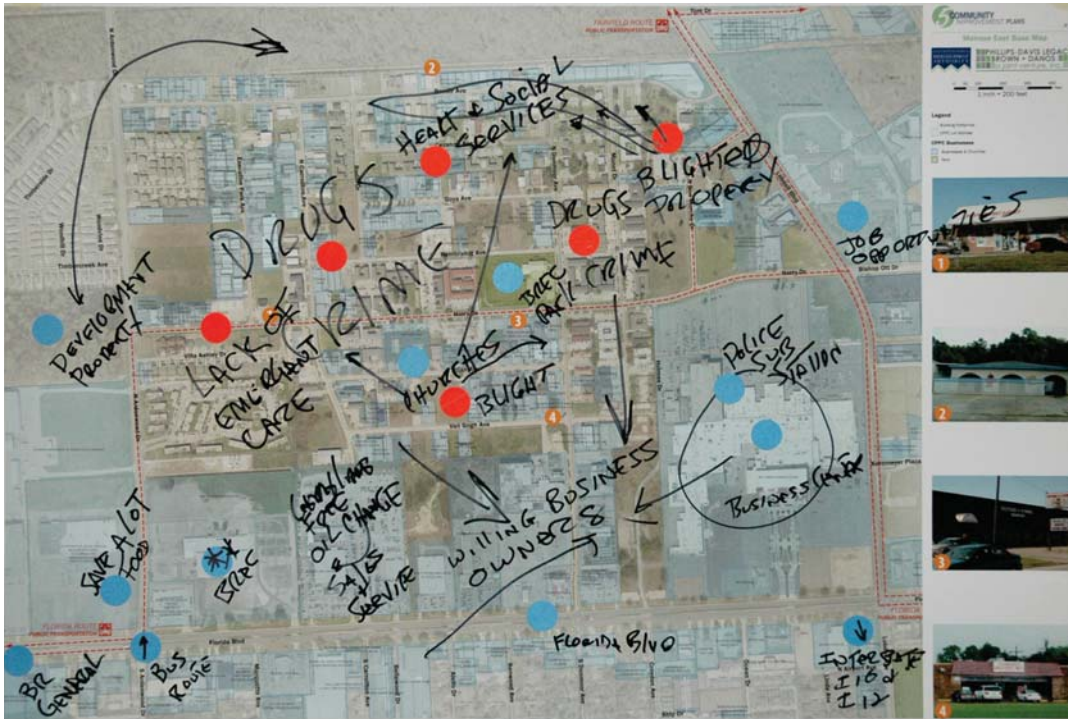


Table 3 Assets and Challenges Map



Table Presenter

Table 4

Prioritized Assets

- 1. Churches
- 2. Businesses
- 3. Involved Property Owners
- 4. Artist Street Names

Prioritized Challenges

- 1. Non-Outreach Churches
- 2. Apathetic Landlords/Property Owners
- 3. Blight



Table 4 Assets and Challenges Map

Table 5

Prioritized Assets:

- 1. Police Substation
- 2. Bus Access
- 3. Businesses Near By

Prioritized Challenges:

- 1. Crime/Drugs
- 2. Blight
- 3. Health/Social Services Facilities



Table Presenter

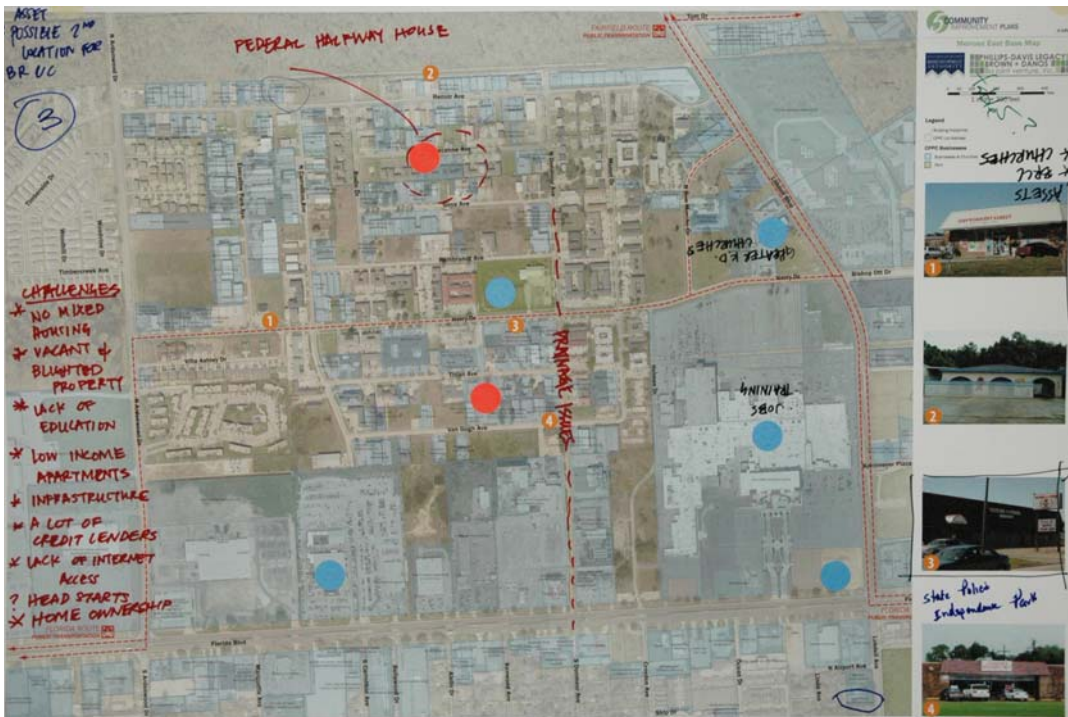


Table 5 Assets and Challenges Map



Table Presenter

Table 10

Prioritized Assets:

- 1. Bon Carre
- 2. Gerry Lane
- 3. BREC
- 4. Lewco

Prioritized Challenges:

- 1. Blight/Beautification
- 2. Security
- 3. Private Sector Redevelopment
- 4. Jobs

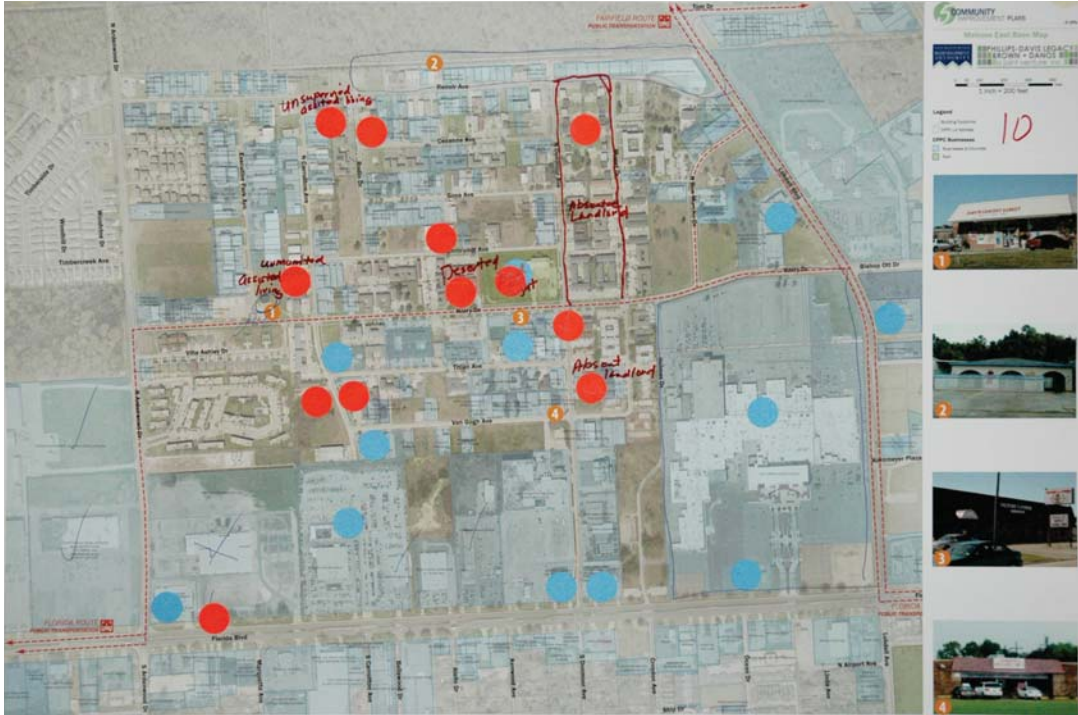


Table 10 Assets and Challenges Map



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 Melrose East 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 commercial catalyst development on the outer boundaries of the neighborhood, along North Ardenwood Drive and Lobdell Road, while placing uses like day care and community centers within the neighborhood.



Program Elements:

Commercial

Shopping
Restaurants

Healthcare

Doctor's office
Pharmacy

Day Care

Adult Daycare
After School Care

Community Center

Recreational Center



Table 1 Catalyst Project Map



Table 2

Table 2 focused new commercial development at the entrances of the neighborhood, along North Donmoor Avenue and Lobdell Boulevard. They would also like to see new single family homes brought into the neighborhood, as well as an elderly care center and an elementary school.

Program Elements:

Housing

Single Family Housing

Commercial

Shopping

Healthcare

Doctor's office

Day Care

Elderly Care
Elementary School



Table 2 Catalyst Project Map

Table 3

Table 3 would like to see grocery and dining opportunities brought into the area, as well as elderly and after school care and a community center with educational programs for both young and old.



Program Elements:

Housing
Single Family

Commercial
Grocery Store
Restaurants

Day Care
Elderly Care
After School Care

Community Center
Educational Programs

Healthcare
Pharmacy
Clinic

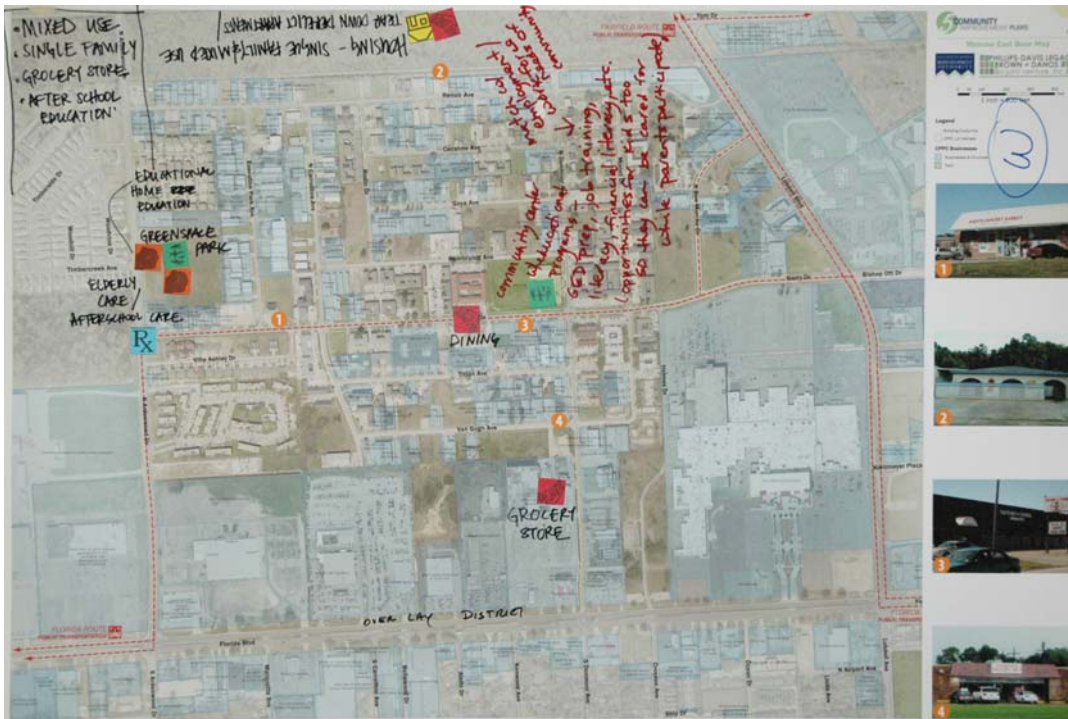


Table 3 Catalyst Project Map



Table 4

Table 4 placed several community services uses near the front of the neighborhood such as art studios, farmers markets, and recreation centers and expressed a desire to see condominium development near the center of the area.

Program Elements:

Housing

- Condominiums
Elderly Housing

Commercial

- Mail Center

Healthcare

- Clinic

Day Care

- Adult Day Care

Community Center

- Recreational Center
Arts Studio
Farmers Market



Table 4 Catalyst Project Map

Table 5

Table 5 focused catalyst development into a clustered, mixed-use area along North Bon Marche Drive with commercial, community services, and healthcare.



Program Elements:

Housing
Single Family

Commercial
Shopping
Restaurants

Healthcare
Pharmacy
Clinic

Day Care
Child Care

Community Center
Recreation



Table 5 Catalyst Project Map



Table 10

Table 10 placed catalytic development primarily near the center of the neighborhood along Harry Drive. Requested uses included a walk-in clinic, educational facilities, and areas for community gardening.

Program Elements:

Commercial

- Shopping
- Offices

Healthcare

- Clinic

Day Care

- Child Care
- Senior Care

Community Center

- Recreation
- Educational Opportunities
- Community Gardening
- Senior Activity Center



Table 10 Catalyst Project Map

Assets
Bon Carre
Churches
Sub Station



Workshop Attendees



Existing Community Assets

Analysis

The Visioning workshop generated interaction and revealed consensus among community members. The eight 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 same priorities.

These challenges should be addressed through development of the catalyst projects while being sure to protect the identified assets.

Challenges

- Blight
- Vacancies
- Crime



Existing Community Challenges

Analysis

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.



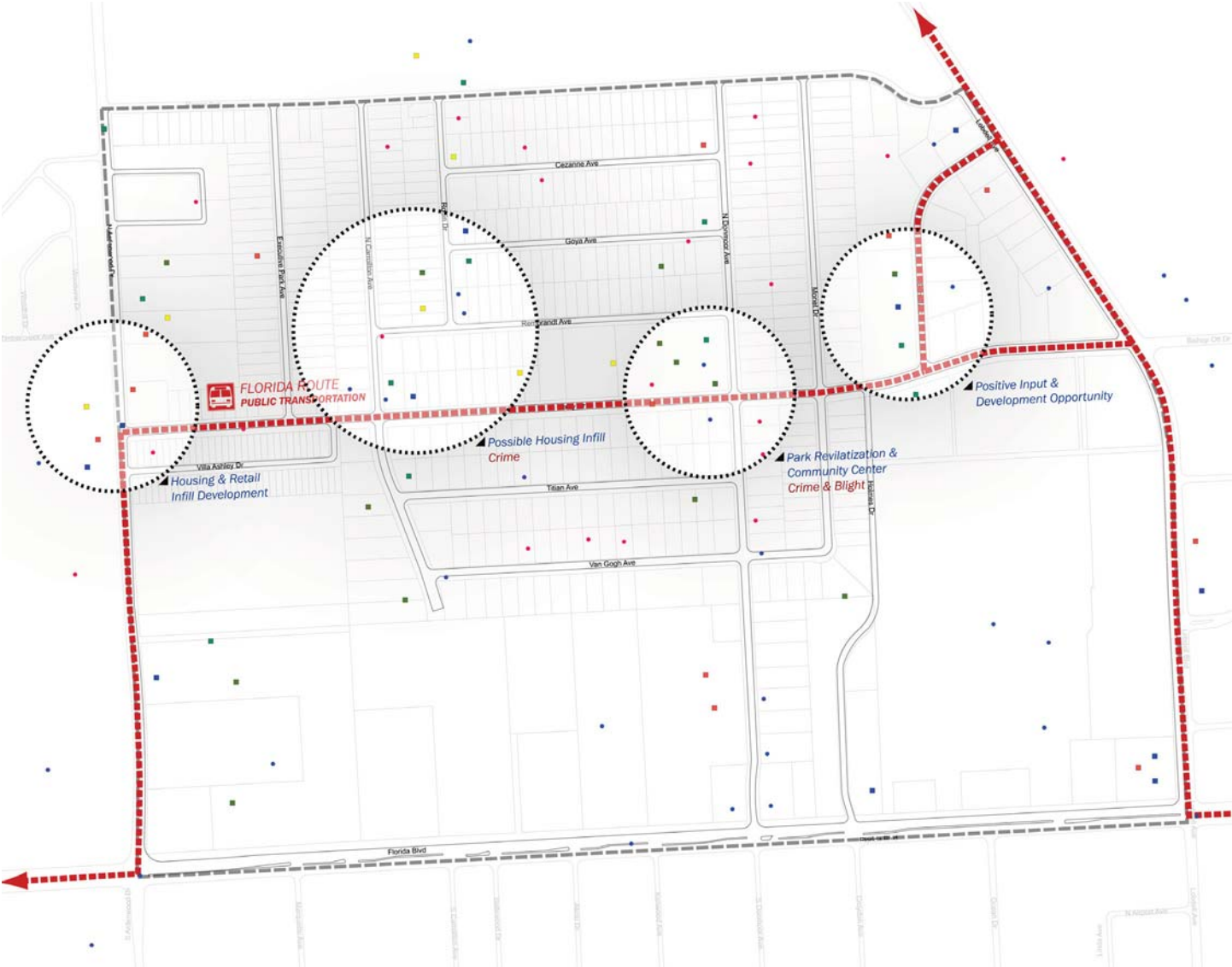
Day Care

Analysis

Legend

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

Analysis of input at the Visioning Workshop indicated an overwhelming lack of small businesses and community and elderly services, as well as the need for rehabilitation of existing housing and businesses. While the general desires of residents were similar, the locations were spread throughout the neighborhood. There appear to be several buildings suitable for adaptive reuse as well as some large areas of vacant property in the neighborhood.



Composite Catalyst Map

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.

Melrose East Visioning Workshop

Thursday July 22, 2010

5:30 pm - 7:30 pm

BREC Headquarters
6201 Florida Boulevard

Melrose East Alternatives & Implementation Workshop

Saturday October 2, 2010

9:00 am - 12:30 pm

BREC Headquarters
6201 Florida Boulevard

Refreshments will be provided.

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

Everyone is invited!



Attendees

TERRELL BROWN
Fred Kimble
Terey Bell
Debbie O'Connor
Ernest Robbins
Morise Duffin
Lloyd Benson II
Jesse Hoggard
Harold Porrell Briscoe
Cvelyn Ware-Jackson
Barbarra Pitts
Laurence Teiges
Pastor Pallei B. Johnson
GREG GRANVILL
PAMELA METOYEN
MICHAEL JACKSON
YONNIE EDWARDS
C. Denise Marcelle

Will Belton
Donna Collins-Lewis
Lad Holton
Donald Cleaver
O Neal Brown
Marie Carroody
Ferry D. Nichols
Jean Marshall
Lewis Dill
Gurt Monte
CAT MOSES
Maurine Carter
MUSTON HAWKIN
Raymond Allmon
VALORIE JACKSON JONES
BILL BRACKMAN
SEAN C. GRIFFIN
PAMELA SMITH
Shirley H. Petty
Melvin Jackson
Arlene Jackson



5 COMMUNITY IMPROVEMENT PLANS



EAST BATON ROUGE
REDEVELOPMENT
AUTHORITY

Melrose East Alternatives & Implementation Workshop

Location: BREC Headquarters

Time: September 30, 2010 5:30 pm - 7:30 pm

Prepared by:
Phillips-Davis Legacy & BROWN+DANOS landdesign, inc.
October 18, 2010



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

Presenters:

Phillips-Davis Legacy, BROWN+DANOS

Karen Phillips, FASLA

Dana Nunez Brown, ASLA, AICP, LEED AP

RDA

Mark Goodson, Vice President

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

Trahan Architects

David Merlin

RDA

Walter Monsour, President

Mark Goodson, Vice President

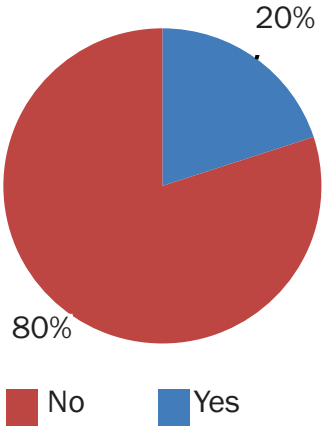
Susannah Bing

Vickie Smith



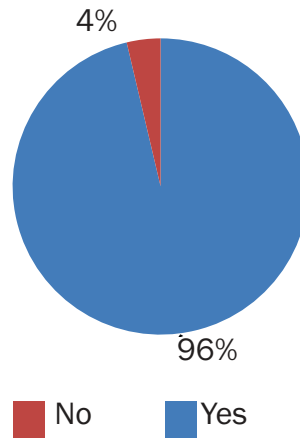
Introduction

The intent of the Alternatives & Implementation Workshop on September 30, 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 July 22, 2010. First, an introduction regarding the East Baton Rouge Redevelopment Authority’s mission and an outline of the 5 CIPs project was given by 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 Melrose East. 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 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 Phillips-Davis Legacy, BROWN+DANOS Team will continue to develop the Melrose East 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 July 22, 2010

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 Melrose East Area.



Identified Catalyst Goals:

- Retail Shopping
- Restaurants/Cafes
- Elderly Care
- After School Care
- Recreation Center
- Farmer's Market
- Medical Facilities
- Pharmacies
- Single Family Housing

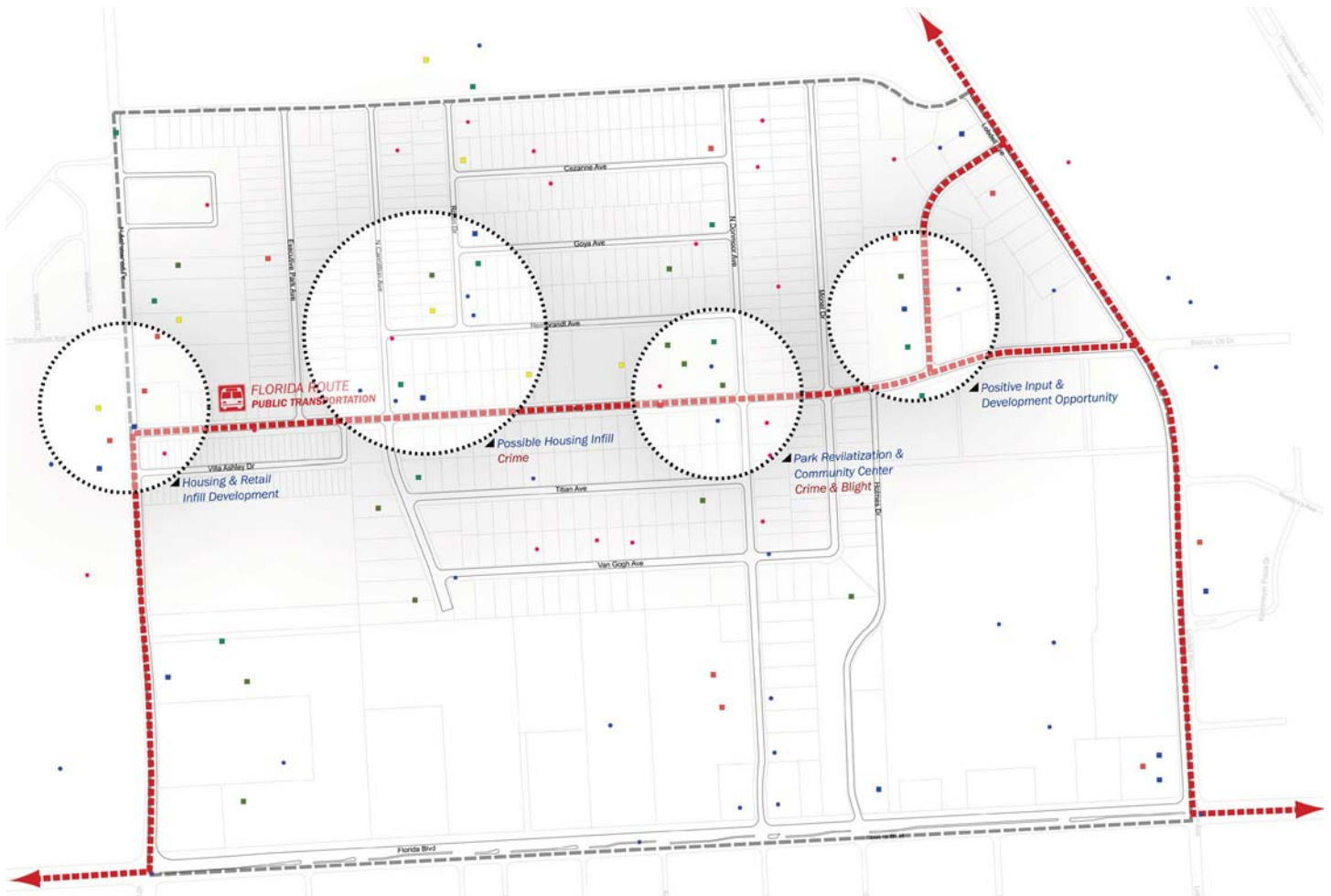


Alternatives & Implementation Workshop - September 30, 2010

Concepts

Analysis of input received by area residents at the Melrose East Visioning Workshop identified several potential target areas for future catalyst development. The areas identified by residents primarily focused new development and community needs along Harry Drive with a focus on commercial development and a variety of housing types. A 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. From this research, two areas were chosen: the corner of North Ardenwood Drive and Harry Drive and North Bon Marche Drive at its intersections with Harry Drive and Lobdell Boulevard. Conceptual designs were developed based on both this analysis and the input from community residents. Two concepts for each of the two catalyst areas were created for presentation to the public.



Community Input Analysis

Concept Development Types



Concept development types distributed for reference at workshop

Concept Development Types

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.

-  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

North Ardenwood Area - Concept A

The North Ardenwood concepts utilize a large parcel of vacant land with frontage on North Ardenwood Drive. Concept A focuses on placing commercial opportunities along North Ardenwood Drive and provides for single family residential development between the commercial and Executive Park Avenue. A shared green space would be between the commercial and residential uses. Additionally, this concept provides for a new vehicular connection to Executive Park Avenue, allowing for greater circulation and linkage between the existing Melrose East development and the proposed new space.



- 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

North Ardenwood Area Concepts

North Ardenwood Area - Concept B

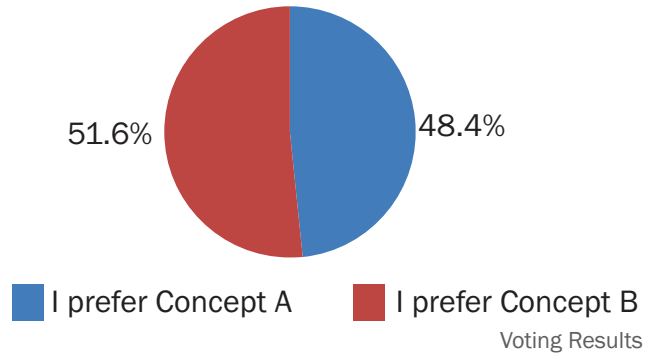
Concept B also places commercial development on North Ardenwood Drive and single family residential beyond it, but also provides for mixed use buildings separating the two. In this concept, the commercial buildings are placed closer to the street, allowing for parking to serve both the commercial and mixed use developments. The shared green space in this concept runs the length of the development, connecting all the various uses and providing for safer pedestrian access to North Ardenwood Drive. The new vehicular connection is still included in this concept connecting North Ardenwood Drive to Executive Park Avenue.



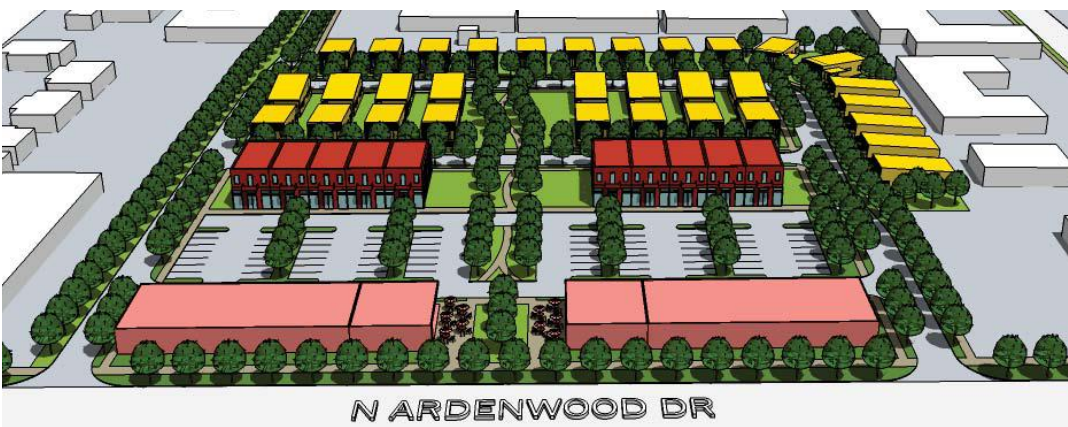
Concept B Illustrations

- 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

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



Concept A

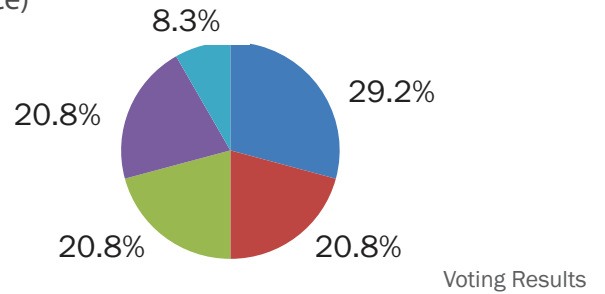


Concept B

Concept A Questions

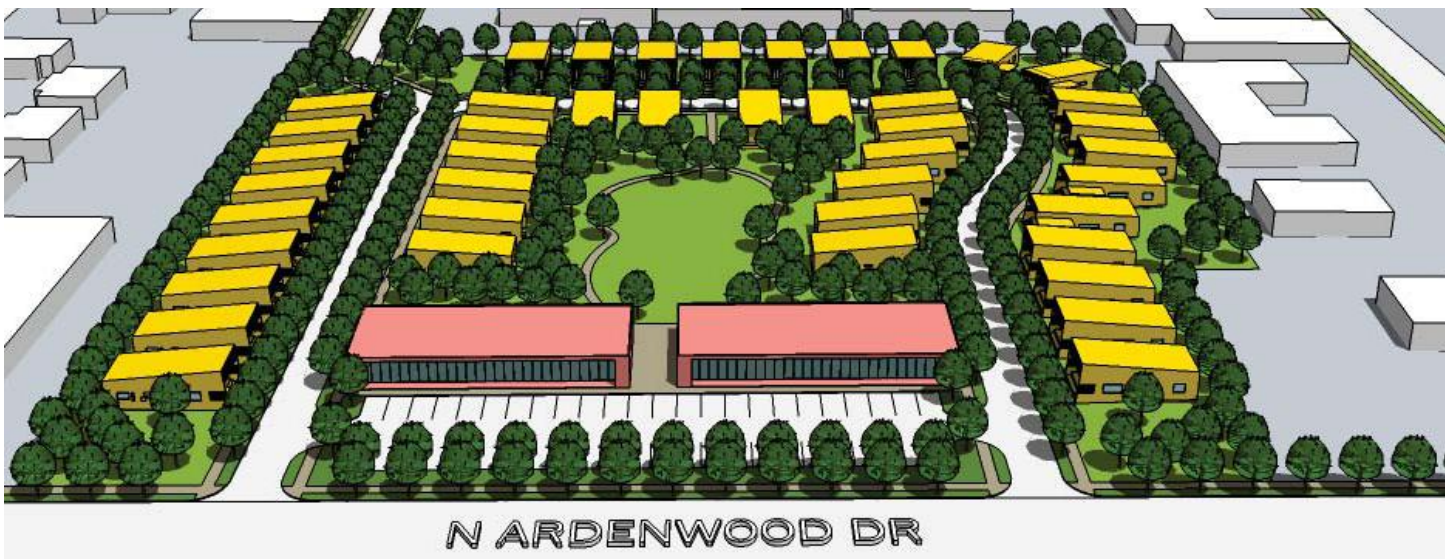


Question: Within concept A, which of the following elements do you like the most? (choose 2 in order of preference)



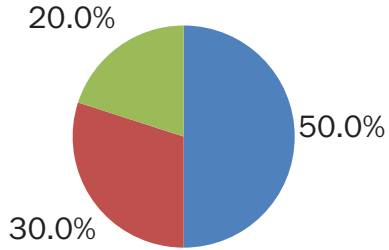
- New Green Space
- New Commercial Buildings
- Single Family Homes
- Buffer from Ardenwood
- Parking fronting the Street

- A. New Green Space
- B. New Commercial Buildings
- C. Single Family Homes
- D. Buffer from Ardenwood
- E. Parking fronting the Street



North Ardenwood Area Concept A - Tilt Up

Question: New green space is shown at this location behind the commercial buildings. Do you prefer...
(Choose 1)



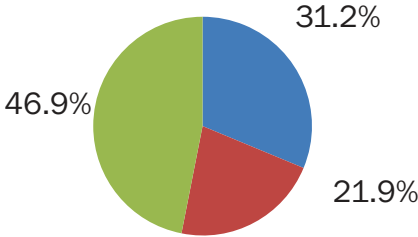
Voting Results

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



Melrose East Alternatives & Implementation Workshop

Question: Single family homes are shown at this location. Do you prefer... (Choose 1)

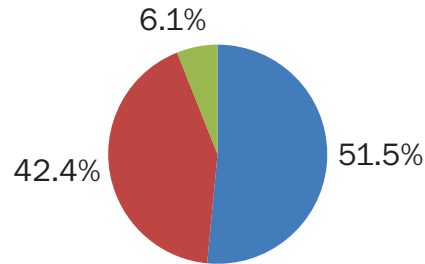


Voting Results

- I like single family homes at this location
- I would prefer townhomes
- I would prefer a combination of single family and townhomes



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



Voting Results

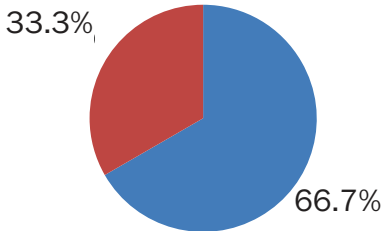
I like commercial here

I prefer more single family homes

I prefer mixed use (retail and residential) at this location



Question: This concept shows the commercial parking lot in front of the buildings. Do you prefer... (Choose 1)



Voting Results

- I like the parking in front of the buildings
- I prefer parking behind the buildings

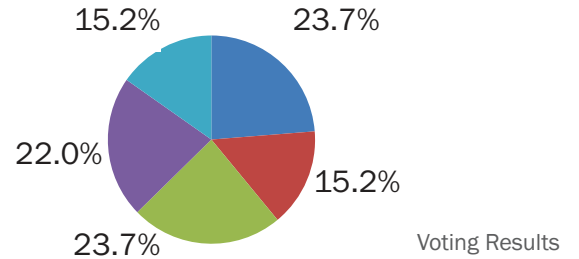




North Ardenwood Area Concept B - Tilt Up

Choctaw Village Area - Concept B Questions

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

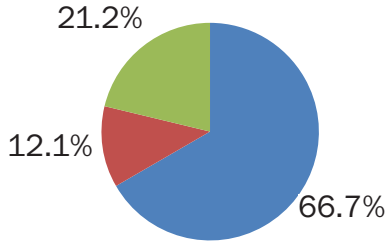


- Mixed Use Buildings
- Parking Away from the Street
- Cafe Seating
- Commercial Buildings
- Single Family Homes

- A. Mixed Use Buildings
- B. Parking away from the street
- C. Cafe Seating
- D. Commercial Buildings
- E. Single Family Homes



Question: In this concept, cafe seating between the two commercial buildings is shown. Do you prefer...
(Choose 1)

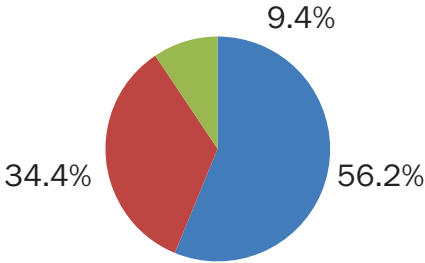


- I like cafe seating at this location
- I don't like cafe seating
- I prefer cafe seating be located elsewhere in the concept

Voting Results



Question: This concept shows two mixed use (commercial & residential buildings between the commercial and single family. Do you prefer... (Choose 1)

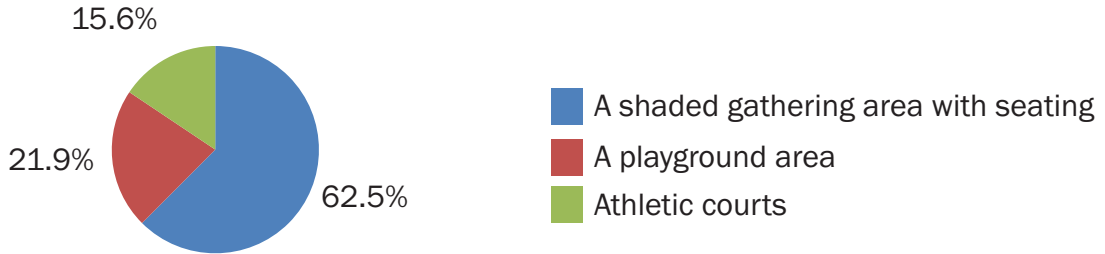


Voting Results

- I like mixed use at this location
- I prefer commercial buildings here
- I prefer more single family homes at this location



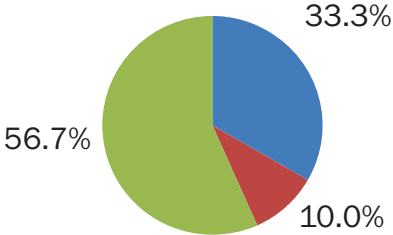
Question: A group of attached commercial buildings is shown at this location off of a proposed new street. Do you prefer... (Choose 1)



Voting Results



Question: In this concept, single family homes are shown. Do you prefer... (Choose 1)



Voting Results

- I like single family homes here
- I prefer townhomes here
- I prefer more mixed use at this location



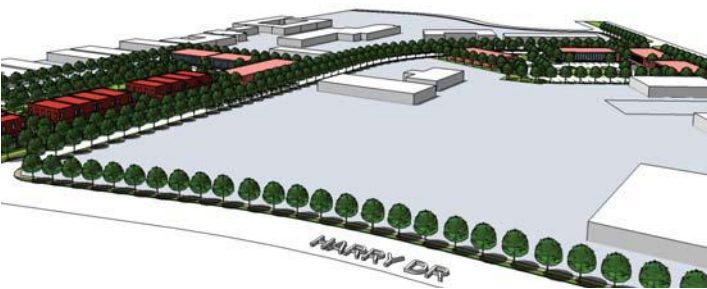


North Bon Marche Area Concepts

North Bon Marche Area - Concept A

The North Bon Marche area concepts show catalyst developments at the intersection of North Bon Marche Drive and Lobdell Boulevard and North Bon Marche Drive and Harry Drive.

Concept A represents commercial development at the intersection of North Bon Marche Drive and Lobdell Boulevard and a combination of mixed use and commercial development at the intersection of North Bon Marche Drive and Harry Drive. Both conceptual plans feature parking placed toward the inside of the development site and provide shared green space.



- 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

North Bon Marche Area - Concept B

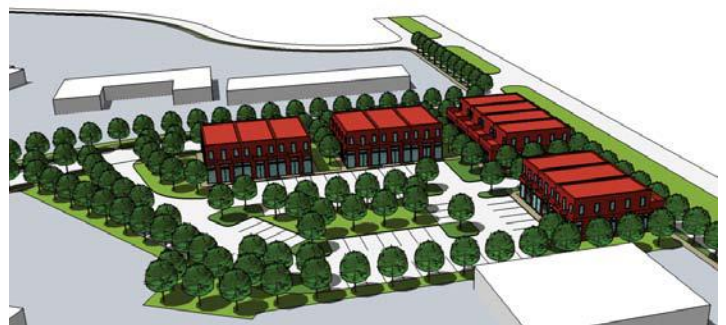
Concept B illustrates a mixed used development at the intersection of North Bon Marche Drive and Lobdell Boulevard and a residential development at the intersection of North Bon Marche Drive and Harry Drive.

The proposed mixed use development allows for internal parking with shared green space in the parking lot and between the buildings.

The proposed residential infill development features single family homes on moderately sized lots, which could provide an opportunity for affordable home ownership to the residents of Melrose East.



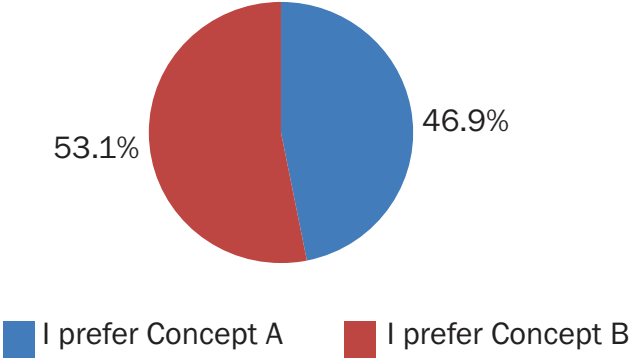
- Single Family Residential
- Multi-Family / Apartment
- Commercial
- Mixed Use
- Civic / Public Space
- Existing Roads
- Existing Parking
- Proposed Parking
- Vacant Land / Open Space
- Proposed Green Space



Concept B Illustrations

Melrose East Alternatives & Implementation Workshop

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



Voting Results

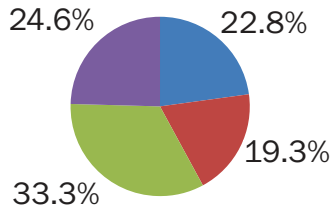


Concept A



Concept B

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



Voting Results

- New Green Space
- New Commercial Buildings
- Mixed-use buildings
- Parking away from the street

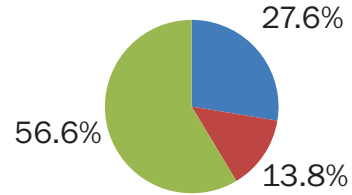
- A. New Green Space
- B. New Commercial Buildings
- C. Mixed-use buildings
- D. Parking away from the street



North Bon March Area Concept A - Tilt Up

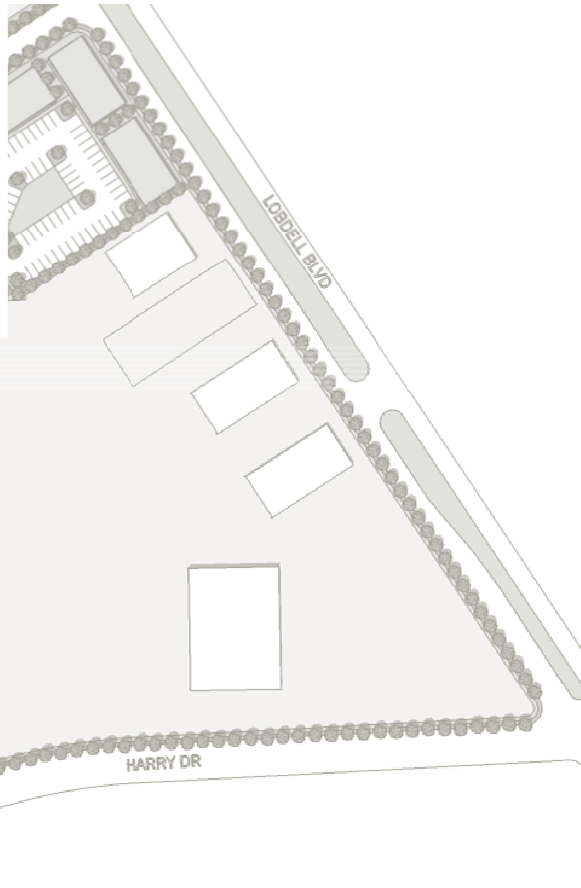
Concept A Questions

Question: A combination of mixed-use and commercial is show at this location. Do you prefer... (Choose 1)

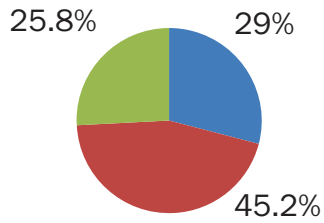


Voting Results




- I like the combination of mixed-use and commercial
- I prefer more commercial buildings
- I prefer more mixed-use buildings



Question: Green space is shown at this location. Do you prefer... (Choose 1)

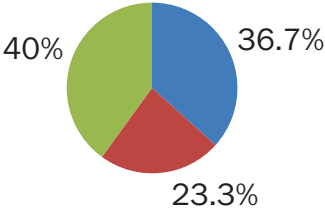


Voting Results

-  A shaded gathering area with seating
-  I prefer cafe seating here
-  I don't like the space between the buildings



Question: A group of detached commercial buildings are shown at this location. Do you prefer... (Choose 1)

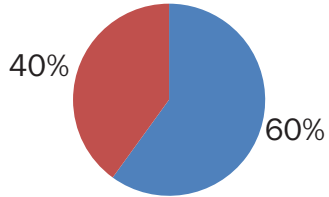


Voting Results

- I like the detached commercial at this location
- I would prefer attached commercial here
- I would prefer mixed-use buildings at this location



Question: This concept shows the commercial parking lot behind the buildings. Do you prefer...
(Choose 1)



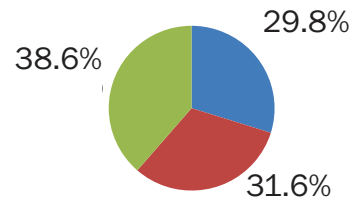
Voting Results

- I like the parking behind the buildings
- I would prefer parking in front of the buildings



Concept B Questions

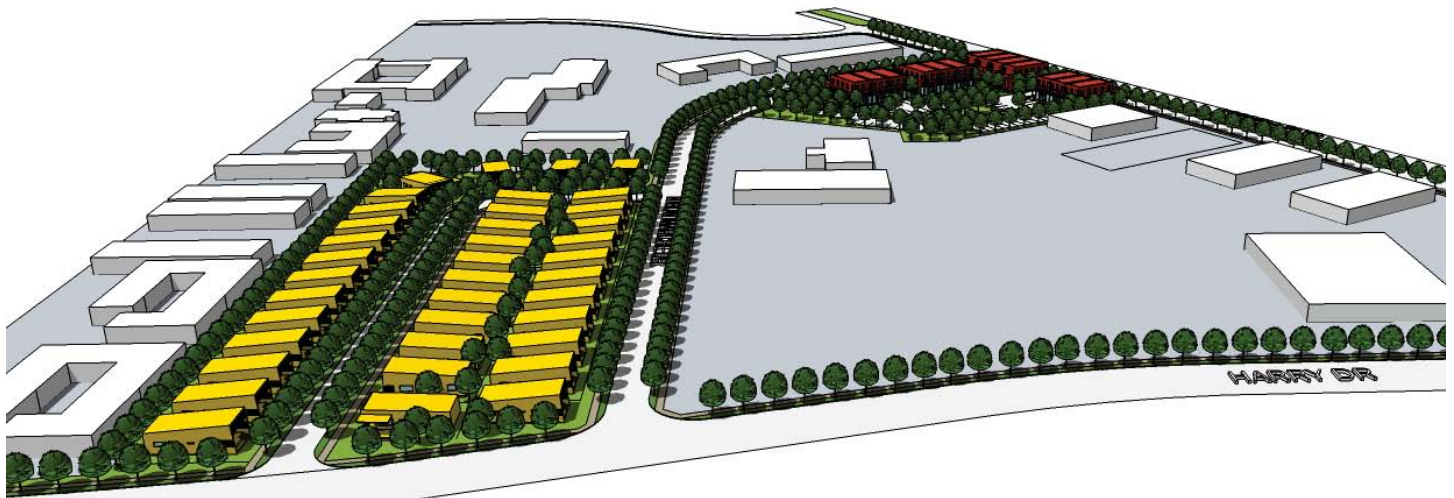
Question: Within concept B, which of the following elements do you like the most? (choose 2 in order of preference)



Voting Results

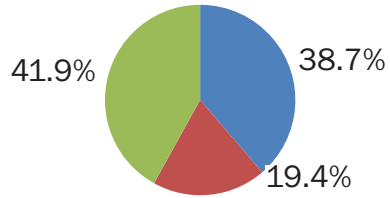
- Single family homes
- Parking away from the street
- Mixed-use buildings

- A. Single family homes
- B. Parking away from the street
- C. Mixed-use buildings






North Bon Marche Area Concept B - Tilt Up

Question: In this concept a cluster of mixed use (retail & residential) is shown. Do you prefer... (Choose 1)

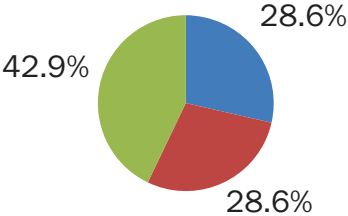


Voting Results

-  I like mixed use in this location
-  I prefer only commercial here
-  I prefer a combination of mixed-use and commercial



Question: This concept shows single family housing at this location. Do you prefer... (Choose 1)



Voting Results

- I like single family here
- I prefer townhomes at this location
- I prefer a combination of single family & townhomes



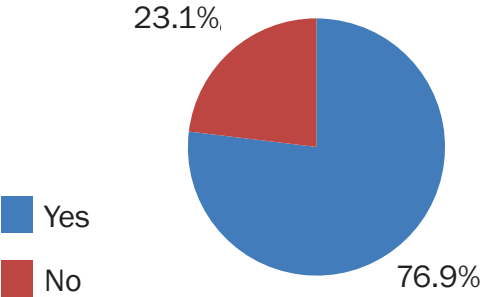
Community Opportunities

A break was provided for attendees to allow time for the design team to make adjustments to the plans. Following the break, a concept for making connections within the community was presented. It features crosswalks, street beautification, pedestrian enhancement opportunities, and several new street connections. Attendees were asked a series of questions regarding the elements.

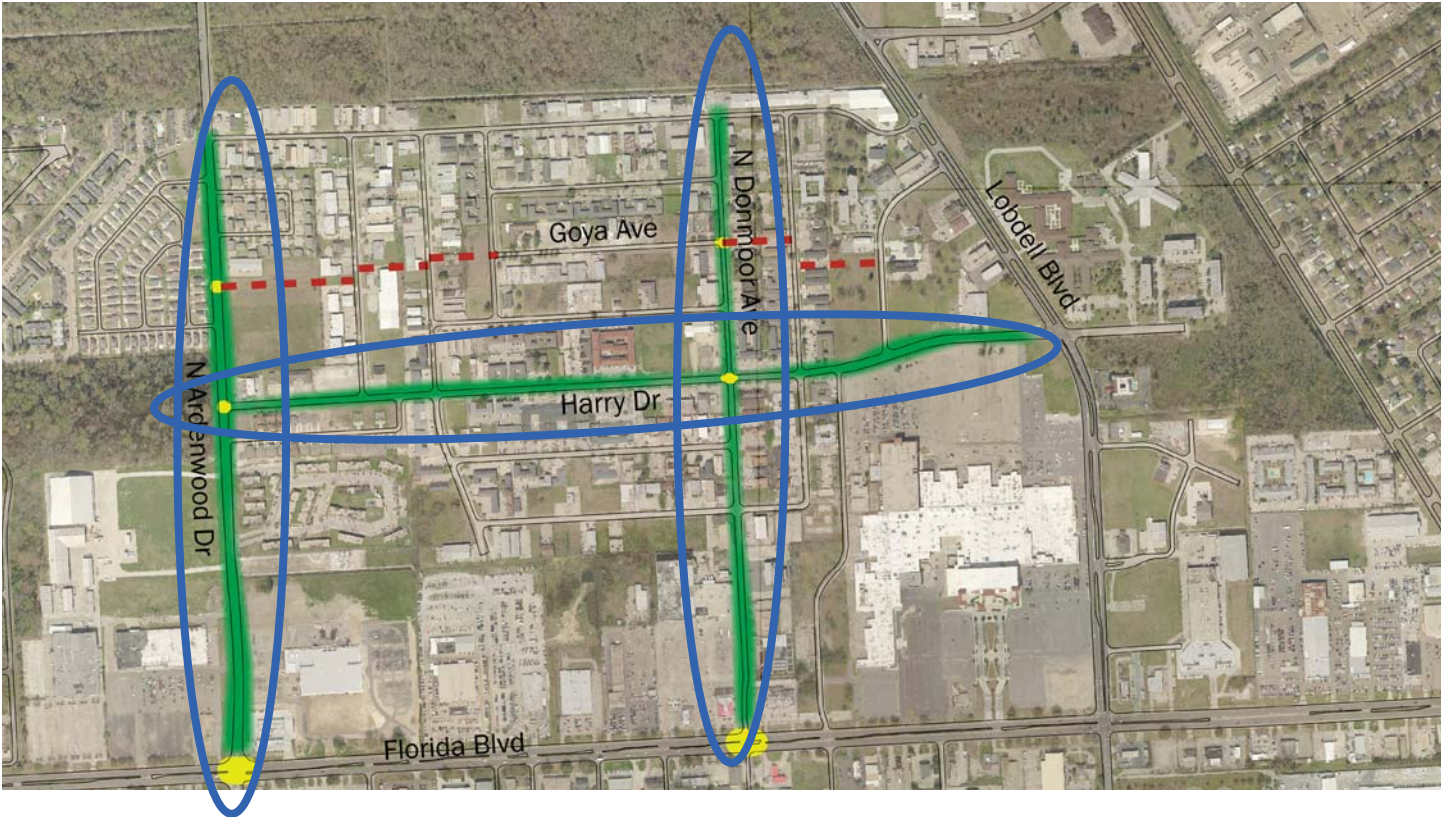
- A. Pedestrian Enhancements
- B. Crosswalks
- C. New Street Connections



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

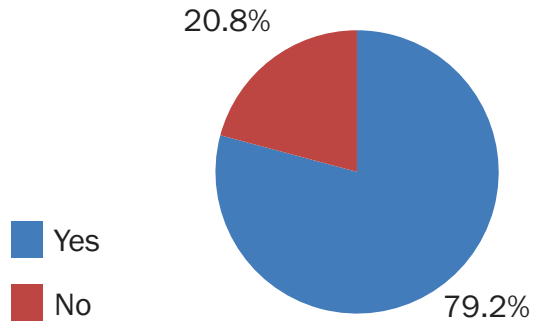


Voting Results





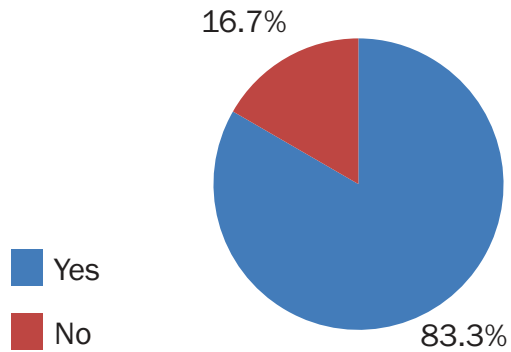
Question: Do you think the crosswalks would be helpful to increase the safety of the area?



Voting Results



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

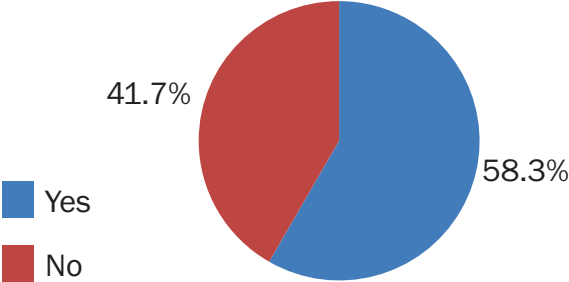


Voting Results



Crosswalk illustrations

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



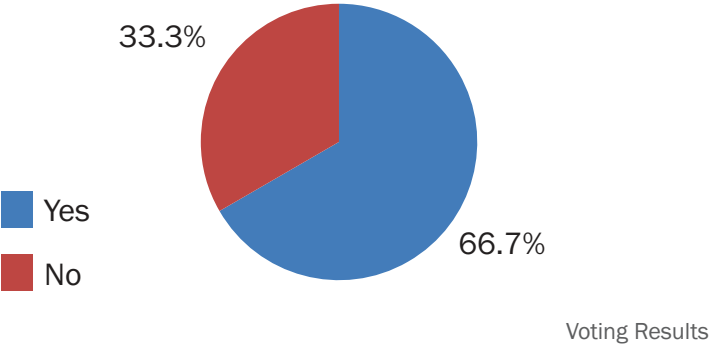
Voting Results



Regional Opportunities

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

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



- 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 enjoyed a brief break, the adjustments were completed. Following the presentation of community and regional scale connection opportunities, the preferred concept was revealed.

Design Team Working





North Ardenwood Preferred Concept

North Ardenwood Area Preferred Concept

In the original presentation of Concept A and B for the North Ardenwood area, residents were fairly evenly split between the two. One of the primary changes to Concept B that residents requested was to move the parking lot that was located behind the commercial buildings to be in front of those buildings. Therefore, Concept A was used as the base concept and modifications were made regarding specific elements. Respondents indicated a desire to keep the combination of commercial and mixed-use buildings. They also indicated that they would like to see cafe seating stay in the concept. While the majority of respondents indicated they liked including single family homes in the new catalyst concept, nearly half requested a combination of single family and townhomes. Additionally, responses showed that residents would like shared green space within the concept to be shaded gathering areas with seating.



North Bon Marche Area Preferred Concept

In the original presentation of Concept A and B for the North Bon Marche area, residents were fairly evenly split between the two. The design team worked with Concept B as the base concept and adjustments were made regarding specific elements. In the original concept, only single family residential was shown at North Bon Marche Drive's intersection with Harry Drive. While residents generally liked this, they indicated a desire to have a combination of townhomes and single family. Additionally, in the concept that originally showed mixed use and commercial at this same intersection, respondents

generally indicated a desire to see more mixed-use than commercial. This combination of answers led the design team to incorporate mixed-use, townhomes, and single family homes within this area. At the intersection of North Bon Marche Drive and Lobdell Boulevard, one of the original concepts showed mixed-use buildings and the other showed commercial. Participant responses indicated their preference of a combination of the two. The design team accommodated this desire, placing commercial buildings along Lobdell Boulevard and mixed-use on North Bon Marche Drive.



North Bon Marche Preferred Concept

Next Steps



The preferred concepts for both the North Ardenwood and North Bon Marche Areas will continue to be refined by the Phillips-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 Melrose East Community Improvement Plan.



CIP APPENDIX | Development Analysis

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

Melrose East Architectural Survey and Adaptive Reuse Analysis

Prepared by:
Trahan Architects
December 2010

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Introduction

In order to make appropriate recommendations for the future physical change and growth of Melrose East, Trahan Architects conducted and prepared the Melrose East Architectural Survey and Adaptive Reuse Analysis. The review began with a windshield survey conducted in September 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 November 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.

Melrose East Windshield Survey Summary

Observed Conditions

Striated Neighborhood – Melrose East has three distinct areas: a commercial band to the south of the neighborhood that fronts Florida Boulevard, a multi-family residential band that runs through the middle of the neighborhood, and a commercial services and manufacturing band that runs across the northern edge of the neighborhood. The bands do bleed into each other, but the striation of the neighborhood is apparent and is a design problem that needs to be addressed.

Programmatically Diverse – In a twelve by eight block area, Melrose East is home to big box retail, large scale commercial, strip shopping centers, stand alone retail, apartments, multi-family residential, single family residential, manufacturing, and commercial services. Having a diverse community program should be a welcomed neighborhood characteristic, but the transitions between disparate programs is so abrupt that it starts to create problems of scale and resident interaction.

Residential Homogeneity – Even though the neighborhood is home to a wide range of programs, the distribution of the residential styles is relatively homogenous. Most of the residential housing stock is four or more unit multi-family. There is some duplex housing on the western side of the neighborhood along Harry Drive, but the number of units is very limited.

Commercial Corridor – The most visible edge of Melrose East along Florida Boulevard is large scale commercial corridor. Scale and type can vary, but these commercial buildings seem to be destination places rather than ones that service the neighborhood.

Vacant Land – There are large areas of vacant land in and around Melrose East. This land could provide the economies of scale needed for private development.

Entrenched Places of Worship – Throughout the neighborhood there are many churches and ministries. According to stakeholder information, not all of them are outreach organizations, but they still provide a means for

community involvement. One church of note is Greater King David Baptist Church on the eastern edge of the neighborhood.

Significant Business Investment – The Bon Carre Business Center and the Lewco manufacturing facility are both significant investments in the neighborhood.

Significant Public Investment – The Recreation and Parks Commission for the Parish of East Baton Rouge (BREC) headquarters is situated on the southwestern corner of the neighborhood. This represents significant investment by the Parish in the neighborhood.

Limited Access Housing Developments – There are two housing developments in the neighborhood that limit access to two locations. This isolates the residences from the rest of the neighborhood and typically prompts criminal activity.

Setbacks – Almost all of the buildings are setback from the street. This creates a disconnect between the building users and what is happening on the street. If people could be reconnected with what is happening on the street, it could promote a safer neighborhood.

Empirical Boundaries

Florida Boulevard - an inadequate number of crosswalks combined with the speed and volume of traffic along Florida Boulevard create a barrier between the neighborhoods on either side of the street.

Renoir Avenue – runs east-west across the northern edge of the site. Currently, the land to the north of the neighborhood is undeveloped, but if something were to be built there, existing buildings would prevent future streets connections to establish any throughways.

Scale of Development – The large scale of the commercial buildings along Florida Boulevard combined with the large scale of the multi-family residential developments fragment the neighborhood.



Housing types not conducive to reuse



Multi-family housing more conducive to neighborhood development

Melrose East Reuse General Recommendations

The Melrose East neighborhood comprises a diverse mix of programmatic elements that have extremely varied success. To the south along Florida Boulevard is a thriving commercial corridor. The northern part of the neighborhood is a seemingly successful manufacturing and commercial services area. In between these two locales is a heavily distressed residential neighborhood.

The information gathered from the Visioning Workshop, stakeholder interviews, and windshield survey identifies three possible factors contributing to the distress. First from a design prospective, the residential stock is homogeneous. It is mostly made up of multifamily housing with a minimum of four units that have similar design elements repeated throughout the neighborhood. This results in clustering of low income families without adequate social or built infrastructure. This issue would not be as apparent if there was any programmatic or typological relief (e.g. mixed use structures or shared green space). The second and third factors are socioeconomic issues; of the existing residential units, the vast majority are rental units and the presence of property owners and continued maintenance is mediocre at best. This seems to be a causality dilemma that is at the root of many of the problems facing the neighborhood.

Integration of these disparate programmatic pieces into a cohesive neighborhood presents a significant design challenge because of the dramatic changes in scale and varied patterns of use. The above observations would suggest an adaptive reuse strategy similar to ones implemented in Scotlandville Gateway, Zion City & Glen Oaks, Choctaw Corridor, and Northdale, but the existing building types do not lend themselves to that strategy. Multifamily housing (pictured to the left) has specific space requirements (repetition of units, ceiling heights, and egress) that are not easily adapted to other uses. Very few successful precedents were found with respect to this type of adaptive reuse, which leads to two options for Melrose East with respect to this Adaptive Reuse Survey:

Option 1 – Large Scale Redevelopment

Reconceptualize the neighborhood while focusing on what is currently successful: commercial use. Observations from the visioning workshop, stakeholder interviews, and windshield survey indicate that this neighborhood might be in such distress that a bottom up approach (catalyst projects) might not be successful. A transient residential population combined with a lack of adaptive reuse opportunities compromises the premise of the approach. The neighborhood and the City Parish might be better served by addressing this neighborhood with a top down approach (development of master plan and its subsequent implementation). Similar projects have been successful throughout the world. Some notable projects are pictured to the left.

Option 2 – Bottom Up Redevelopment

Adopt a similar approach to redevelopment as Scotlandville Gateway, Zion City & Glen Oaks, Choctaw Corridor, and Northdale by using catalyst projects to revitalize the neighborhood. If this approach is used, there are two important issues to address. First, buildings suitable for adaptive reuse are minimal, so new construction might have to be used for catalyst projects. Second, the site of the catalyst projects should address the residential neighborhood. Florida Boulevard is a high speed thoroughfare that is densely populated. The street is primarily used as a means of conveyance, not a means to a Melrose East destination. Any catalyst project on this street would not properly benefit the neighborhood. By siting the catalyst project on secondary arterial routes, the project will be more visible because of slower traffic and will be more accessible to the neighborhood. Projects along Harry Drive would address residences' requests and satisfy design considerations.

There are two potential intersections along Harry Drive that could be catalyst sites. The areas around the intersections of Harry Drive and North Ardenwood Drive (Harry Drive West Site) and Harry Drive and Lobdell Boulevard (Harry Drive East Site) both have enough vacant land and neighborhood proximity to serve as catalyst sites.

Harry Drive West Site

The existing buildings on the Harry Drive West Site do not present any clear opportunities for reuse. All of the buildings are occupied or available as rental space. Utilizing existing rental space is an option, but this limits the scope and program of a project. If any of the buildings to the North of Harry Drive become available in the future, appropriate uses would include commercial, mixed-use, or community services. If any of the buildings South of Harry Drive become available in the future, single family housing or duplex housing would be an appropriate use.

- - reuse site
- retail
- residential
- commercial
- clinic / medical
- religious / community
- vacant

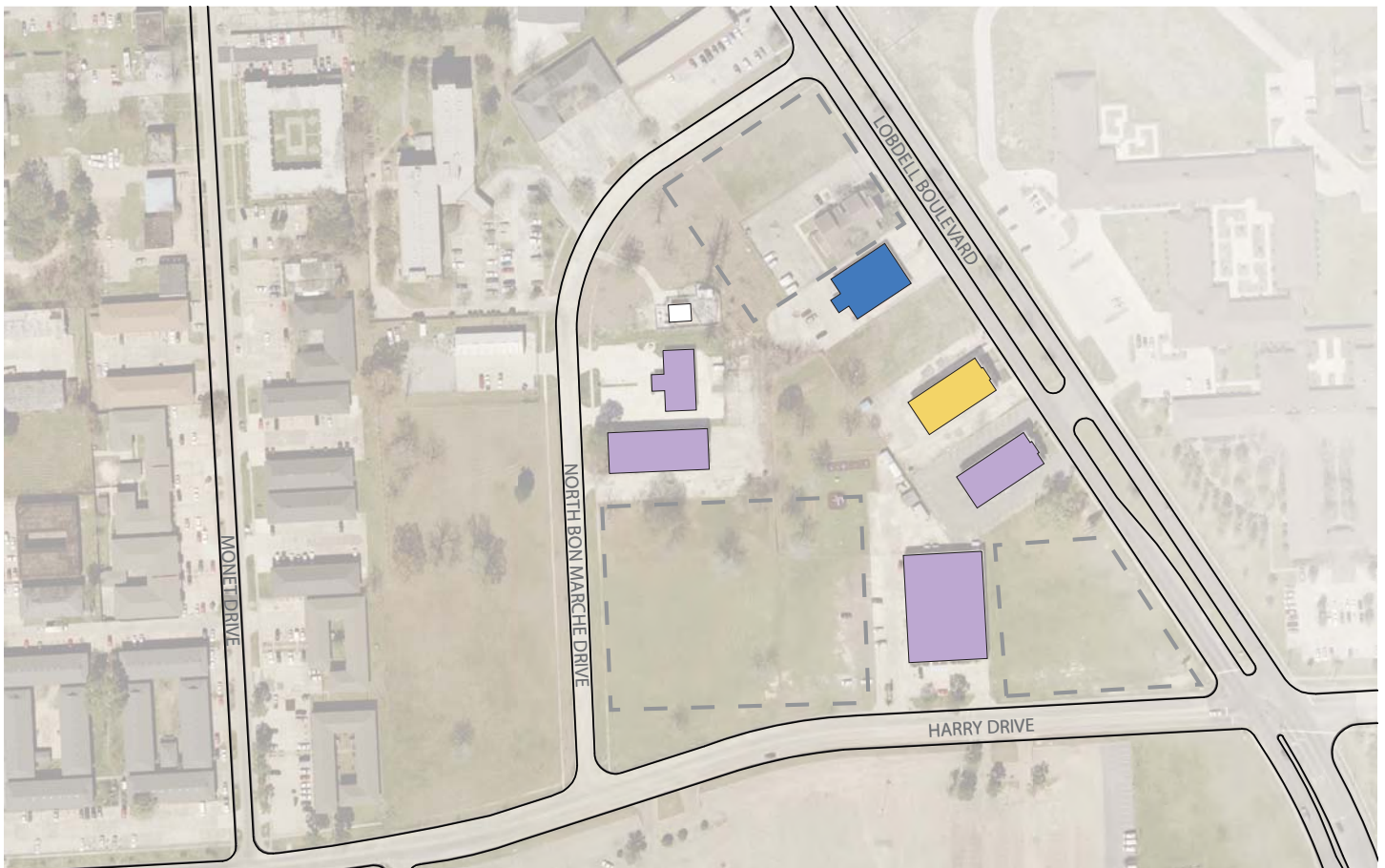


Infill opportunities along Harry Drive West Site

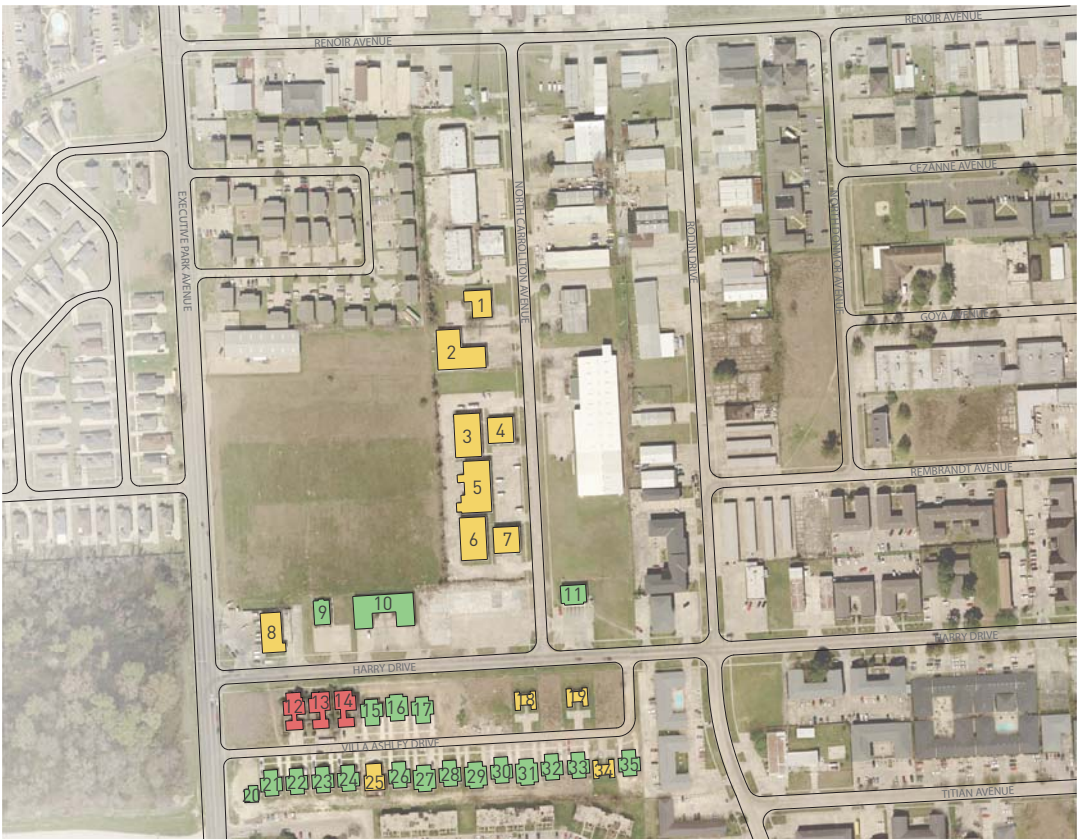
Harry Drive East Site

The existing buildings on the Harry Drive East Site do not present any clear opportunities for reuse. All of the buildings are occupied with appropriate uses. If any buildings were to become available in the future, the use of the building should focus on either supporting the existing religious/community program or taking advantage of the frontage on Lobdell Boulevard by developing commercial usage.

- - reuse site
- retail
- residential
- commercial
- clinic / medical
- religious / community
- vacant



Infill opportunities along Harry Drive East Site



Existing building conditions along Harry Drive West Site



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

Existing building conditions along Harry Drive East Site

Architectural Ranking

Following the Visioning Workshop, information the community provided along with analysis by the team was used to identify two catalyst areas in Melrose East. It is the objective of the architectural ranking to better understand the built environment in these areas. Two questions were asked of each structure: “is it architecturally sound and viable for redevelopment?” and “if so, in what capacity?”

Harry Drive West and Harry Drive East sites, as shown to the left, were identified for catalyst development and were examined in November 2010 for the purpose of this survey. In general this is a striated neighborhood with commercial services and manufacturing to the north, multifamily residential in the middle, and commercial to the south. The northern and southern zones seem to be successful while the residential zone is in significant distress. Opportunities for reuse are minimal because prevailing residential types do not lend themselves to reuse.

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 maintain the building. The catalyst areas and each building’s rating are diagrammed in the maps to the left. 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.



**BUILDING 01
PRIORITY B**

This commercial building is in fair condition and seems to be occupied, but its existing use is unclear. If the use is appropriate, any future development should maintain the building.



**BUILDING 02
PRIORITY B**

This ministry occupies a building in fair condition. The current use is probably not the originally intended use and would benefit from some updating, if a thorough analysis proves this building to be viable.



**BUILDING 03
PRIORITY B**

This is a health clinic that occupies a building in fair condition. The current use is probably not the originally intended use and the lack of adequate windows is a major concern. If a thorough analysis proves this building to be viable, it should be considered a candidate for façade enhancement to accommodate the current use.



BUILDING 04 PRIORITY B

This is a health clinic that occupies a building in fair condition. The current use is probably not the originally intended use and the lack of fenestration is a major concern. If a thorough analysis proves this building to be viable, it should be considered a candidate for façade enhancement to accommodate the current use.



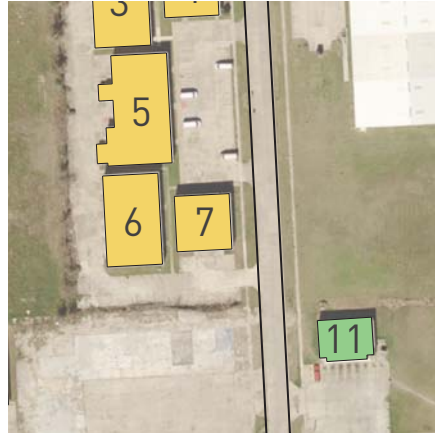
BUILDING 05 PRIORITY B

This is a health clinic that occupies a building in fair condition. The current use is probably not the originally intended use and the lack of fenestration is a major concern. If a thorough analysis proves this building to be viable, it should be considered a candidate for façade enhancement to accommodate the current use.



BUILDING 06 PRIORITY B

This building is in fair condition and is advertised as office space for rent. Given the intended use, the lack of adequate windows is a major concern. If a thorough analysis proves this building to be viable, it should be considered a candidate for façade enhancement.



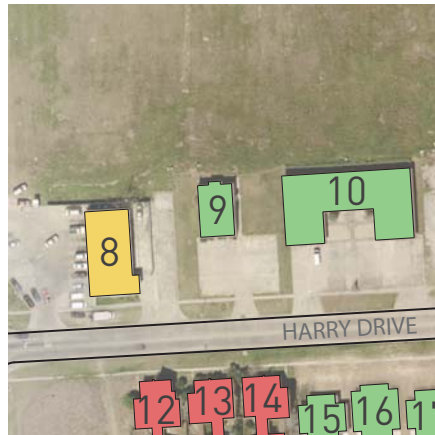
**BUILDING 07
PRIORITY B**

This building is in fair condition and is advertised as office space for rent. Given the intended use, the lack of adequate windows is a major concern. If a thorough analysis proves this building to be viable, it should be considered a candidate for façade enhancement.



**BUILDING 08
PRIORITY B**

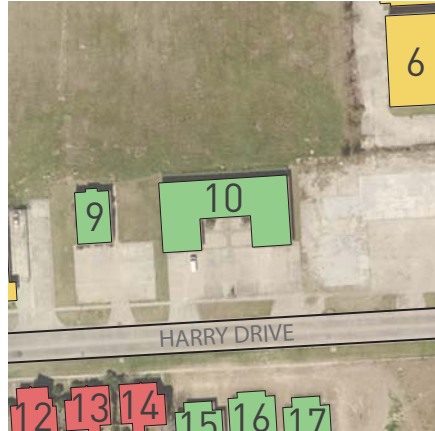
The building is in fair to poor condition and is currently occupied. Its existing retail use is appropriate for the area and would serve catalytic development well. If a thorough building systems analysis proves this building to be viable, it should be considered a candidate for façade enhancement opportunities.



**BUILDING 09
PRIORITY C**

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

Melrose East Architectural Survey and Adaptive Reuse Analysis



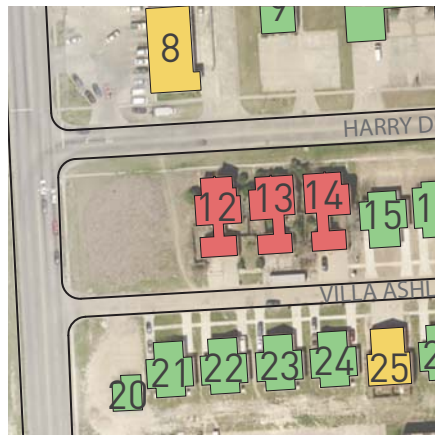
**BUILDING 10
PRIORITY C**

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



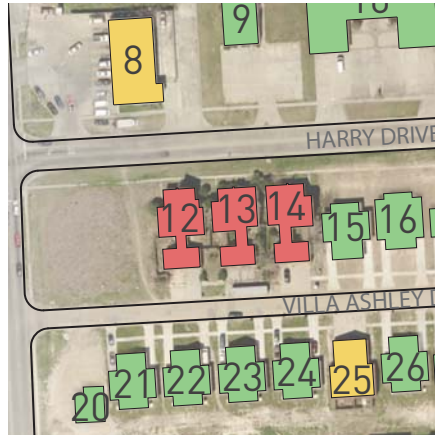
**BUILDING 11
PRIORITY C**

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



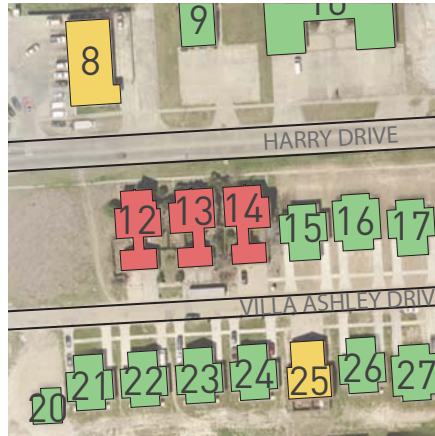
**BUILDING 12
PRIORITY A**

This is a single family residence in poor condition that appears to be unoccupied. The extent of the deferred exterior maintenance is significant. Roof damage and broken windows have exposed the interior to the elements. If further study shows similar conditions throughout the building, replacement of this building could be considered. The site location and surrounding existing uses lend this site to possible future uses such as single family or multifamily residential.



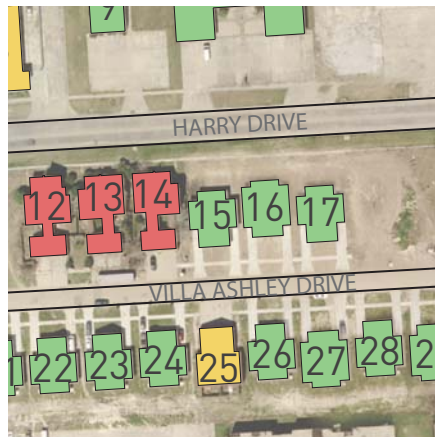
**BUILDING 13
PRIORITY A**

This is a single family residence in poor condition that appears to be unoccupied. The extent of the deferred exterior maintenance is significant. Roof damage and broken windows have exposed the interior to the elements. If further study shows similar conditions throughout the building, replacement of this building could be considered. The site location and surrounding existing uses lend this site to possible future uses such as single family or multifamily residential.



**BUILDING 14
PRIORITY A**

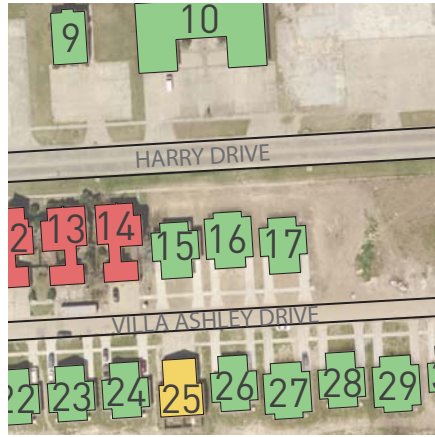
This is a single family residence in poor condition that appears to be unoccupied. The extent of the deferred exterior maintenance is significant. Roof damage and broken windows have exposed the interior to the elements. If further study shows similar conditions throughout the building, replacement of this building could be considered. The site location and surrounding existing uses lend this site to possible future uses such as single family or multifamily residential.



**BUILDING 15
PRIORITY C**

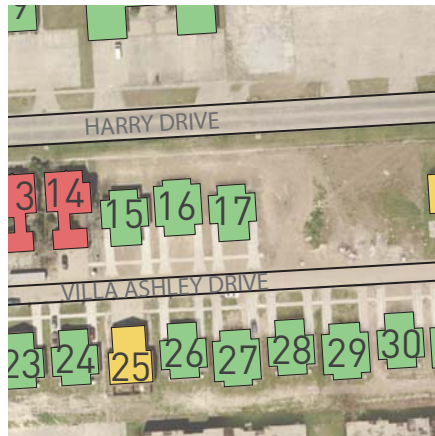
This is a multi-family residence in good condition. Any development should retain the building.

Melrose East Architectural Survey and Adaptive Reuse Analysis



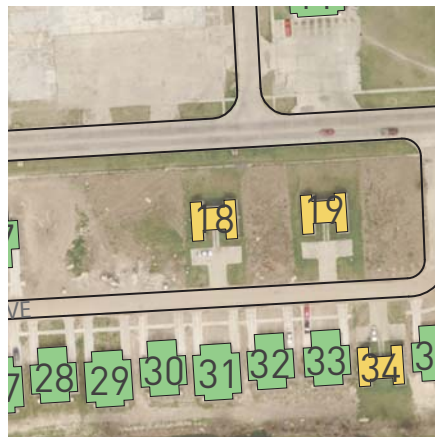
BUILDING 16 **PRIORITY C**

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



BUILDING 17 **PRIORITY C**

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



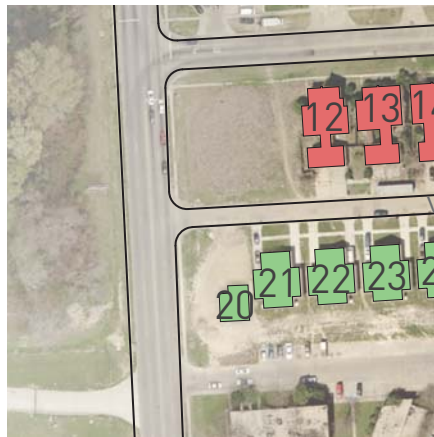
BUILDING 18 **PRIORITY B**

This is a multi-family residence in fair condition. It is occupied which suggests it should be maintained. It appears as though little exterior upgrades have been completed in recent years and this property could be a candidate for rental rehab program.



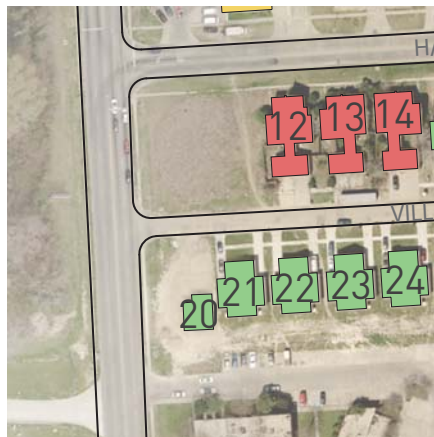
**BUILDING 19
PRIORITY B**

This is a multi-family residence in fair condition. It is occupied which suggests it should be maintained. It appears as though little exterior upgrades have been completed in recent years and this property could be a candidate for façade enhancement.



**BUILDING 20
PRIORITY C**

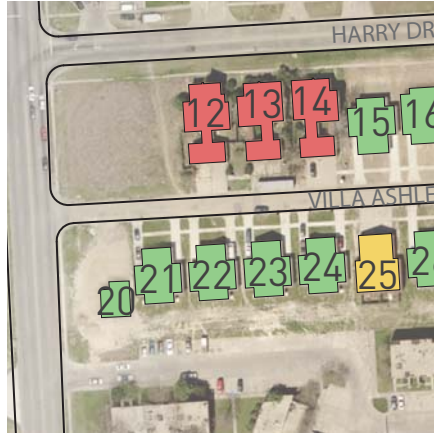
The building is in good condition and is currently in use in a commercial capacity. Any development should maintain the building.



**BUILDING 21
PRIORITY C**

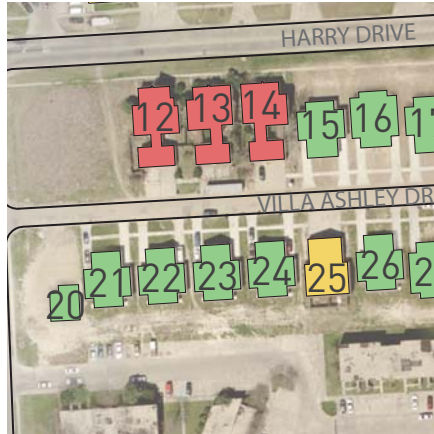
This is a multi-family residence in good condition. Any development should retain the building.

Melrose East Architectural Survey and Adaptive Reuse Analysis



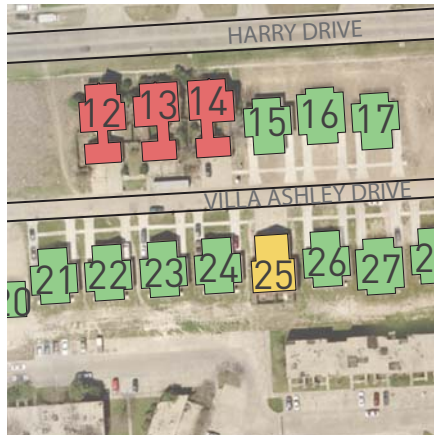
BUILDING 22
PRIORITY C

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



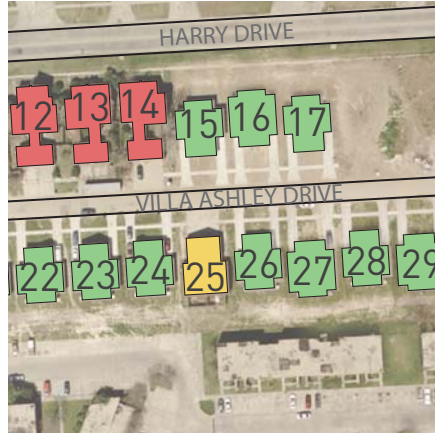
BUILDING 23
PRIORITY C

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



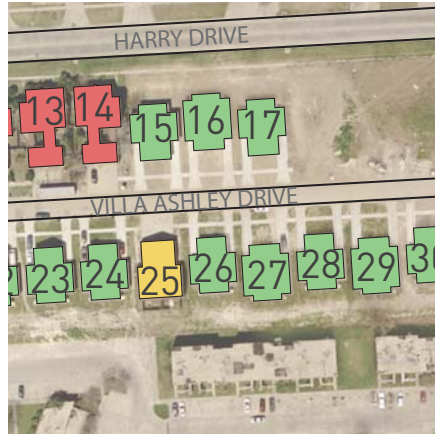
BUILDING 24
PRIORITY C

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



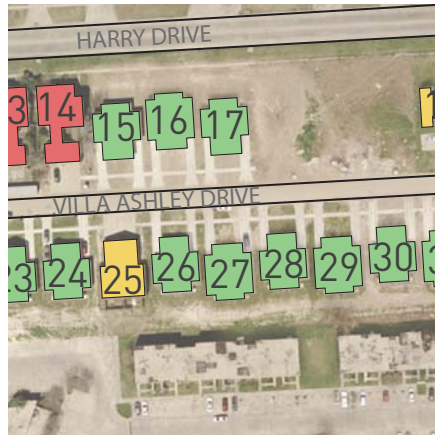
**BUILDING 25
PRIORITY C**

This is a multi-family residence in fair to poor condition that appears to be unoccupied. It appears as though little exterior upgrades have been completed in recent years and this property could be a candidate for façade enhancement.



**BUILDING 26
PRIORITY C**

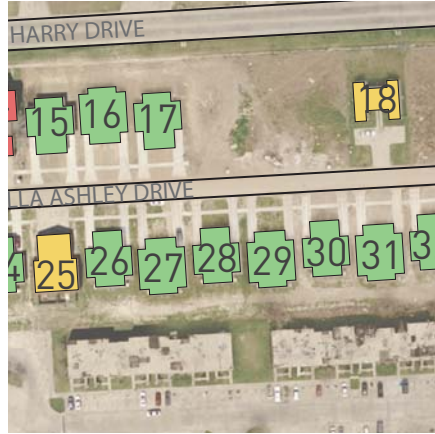
This is a multi-family residence in good condition. Any development should retain the building.



**BUILDING 27
PRIORITY C**

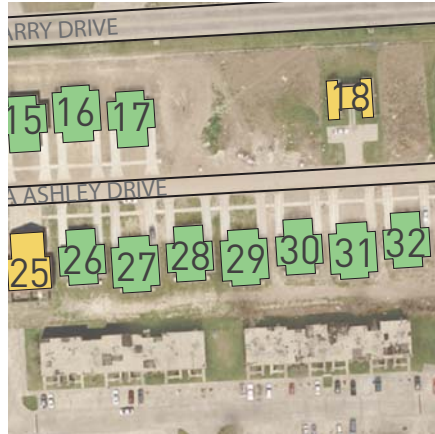
This is a multi-family residence in good condition. Any development should retain the building.

Melrose East Architectural Survey and Adaptive Reuse Analysis



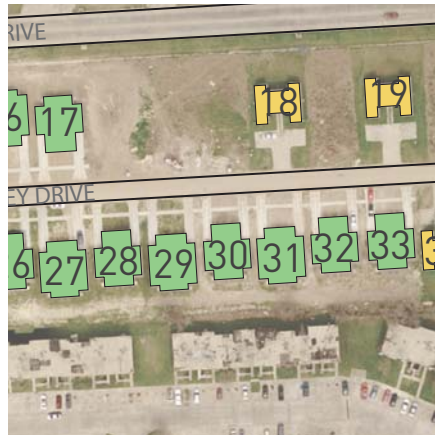
BUILDING 28 PRIORITY C

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



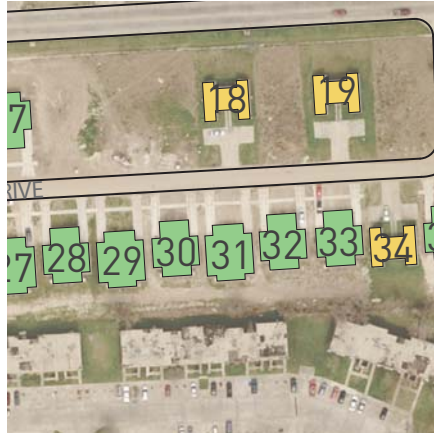
BUILDING 29 PRIORITY C

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



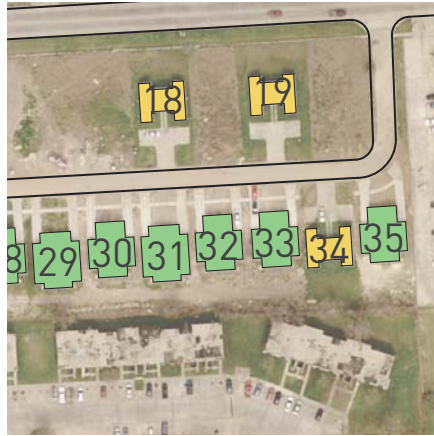
BUILDING 30 PRIORITY C

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



**BUILDING 31
PRIORITY C**

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



**BUILDING 32
PRIORITY C**

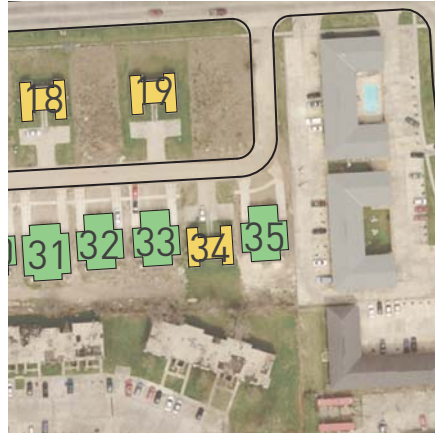
This is a multi-family residence in good condition. Any development should retain the building.



**BUILDING 33
PRIORITY C**

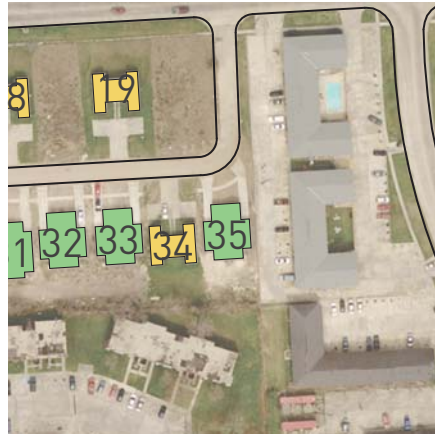
This is a multi-family residence in good condition. Any development should retain the building.

Melrose East Architectural Survey and Adaptive Reuse Analysis



BUILDING 34 PRIORITY B

This is a multi-family residence in fair condition. It is occupied which suggests it should be maintained. It appears as though little exterior upgrades have been completed in recent years.



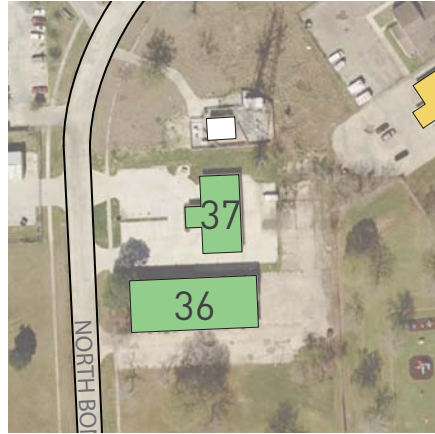
BUILDING 35 PRIORITY C

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



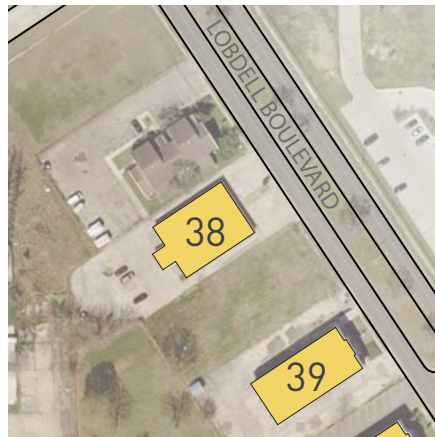
BUILDING 36 PRIORITY C

The building is in good to fair condition and is currently in use as a ministry. Any development should maintain the building.



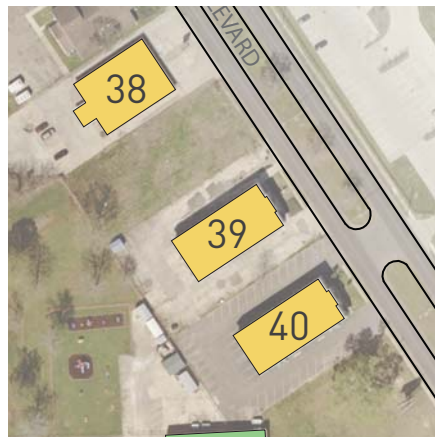
**BUILDING 37
PRIORITY C**

The building is in good condition and is currently in use as a community services facility. Any development should maintain the building.



**BUILDING 38
PRIORITY B**

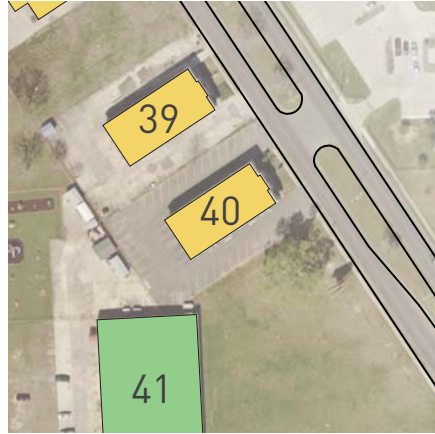
The building is in fair condition and is currently in use as a chiropractic clinic. It is recommended that the building owner be approached regarding the opportunity for façade enhancement funds due to its prominent location.



**BUILDING 39
PRIORITY B**

The building is in fair condition and is currently in use as office space. It is recommended that the building owner be approached regarding the opportunity for façade enhancement funds due to its prominent location.

Melrose East Architectural Survey and Adaptive Reuse Analysis



BUILDING 40 PRIORITY B

The building is in fair condition and is currently in use as the main office for Greater King David Church.



BUILDING 41 PRIORITY C

The building is in good condition and is currently in use as a church. Any development should maintain the building.



5 **COMMUNITY**
IMPROVEMENT PLANS



EAST BATON ROUGE
REDEVELOPMENT
AUTHORITY



Market Overview for Melrose East

Prepared by:
ECONorthwest
January 5, 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 Phillips Davis Legacy-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) Choctaw Corridor, (2) Melrose East, (3) Northdale, (4) Scotlandville Gateway, and the (5) Zion City & Glen Oaks. ECONorthwest is a sub consultant of the Team and is charged with 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 Melrose East. 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 Melrose East 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 Melrose East neighborhood.
- » **Implications recommendations** list the implications and recommendations for planning future development in the Melrose East neighborhood.

1.2. DATA AND METHODS

This document assesses key 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) and Consumer Expenditure Survey: proportion of income spent on certain products.

We assessed growth factors, demographics, and development market trends; conducted a site visit and interviews with developers, brokers, property owners and other stakeholders; and held discussions with the consultant Team and the RDA. A full description of our methodology will be included in the final report.

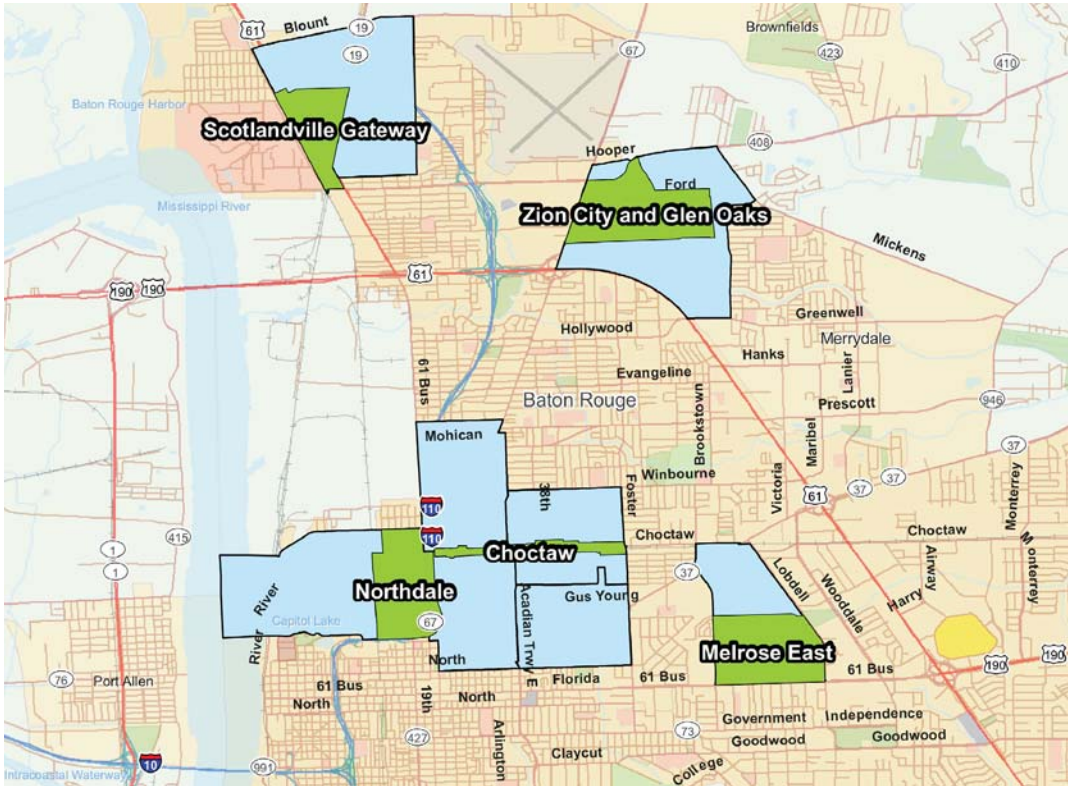
2. FRAMEWORK

2.1. OVERVIEW OF MELROSE EAST

The neighborhood is located in the City of Baton Rouge, which is within East Baton Rouge Parish. Exhibit 1 shows the location of the neighborhood relative to surrounding parts of the City and Parish.

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. We do note that 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.

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



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

2.2. MARKET OVERVIEW

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 makeup of expected growth, 3) type of new employment, 4) cost and availability of land, 5) access to land, 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. We first want 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 Melrose East.

3.1. POPULATION GROWTH

Exhibit 2 shows population in the United States, Louisiana, the Baton Rouge MSA, East Baton Rouge Parish, the City of Baton Rouge, and the Melrose East neighborhood in 1990, 2000, and 2009. Population grew by about 6% in Louisiana over the 28-year period, adding 272,897 new residents. Much of the growth in Louisiana after 2000 can be attributed to natural increase, as net out-migration from Louisiana was about 285,000 between 2000 and 2009.¹ Population in the Baton Rouge MSA grew by 1.22% annually between 1990 and 2009, accounting for nearly 60% of population growth in the State over the 19-year period.

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

Year	U.S.	Louisiana	Baton Rouge MSA	East Baton Rouge	City of Baton Rouge	Melrose East
1990	249,464,396	4,219,179	624,709	380,699	219,531	3,489
2000	281,421,906	4,468,976	705,973	412,852	227,818	3,815
2009	307,006,550	4,492,076	786,947	434,633	225,390	3,865
Change 1990-2008						
Number	57,542,154	272,897	162,238	53,934	5,859	376
Percent	23%	6%	26%	14%	3%	11%
AAGR	1.10%	0.33%	1.22%	0.70%	0.14%	0.54%

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.

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



The City of Baton Rouge grew by 3% between 1990 and 2009, an increase of nearly 6,000 people. Between 2000 and 2008, the City’s population declined by over 2,400 people, or 1% of its year 2000 total. The Census tracts approximating the Melrose East neighborhood increased by nearly 400 people between 1990 and 2009.

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 14% between 1990 and 2009, the Parish’s share of the regional population growth declined slightly.

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. 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.³ 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 the 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 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/

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.

Exhibit 4 shows projected population change over the 2010-2030 period for the nine parishes in the Baton Rouge MSA under middle migration assumptions. Ascension and Livingston are the only parishes 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 without 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 Melrose East in 2009. The labor force participation rate was lower in Melrose East (59%) than Parish-wide (65%). The unemployment rate in Melrose East was 15%, compared 6% in the Parish.



Exhibit 5. Labor force participation and unemployment, East Baton Rouge and Melrose East, 2009

	East Baton Rouge Parish	Melrose East
Population 16+	338,349	2,581
Labor Force	220,749	1,527
Labor Force Participation	65%	59%
Unemployment	13,211	223
Unemployment Rate	6%	15%

Source: Claritas 2009

Exhibit 6 shows relative employment by sector in East Baton Rouge Parish, and Melrose East in 2009. The major industry sectors for residents of Melrose East were accommodation and food services, retail trade, and health care and social assistance. In the Baton Rouge Regional Labor Market in 2009, the average weekly wage in accommodation and food service was less than a third that of the average covered weekly wage for all sectors. The average weekly wage in retail trade was 57% of the average wage. Workers in health care and social assistance earned slightly less than average. Melrose East had nearly three times the share of workers in accommodation and food services than the Parish and nearly one and a half times as many in retail trade. Melrose East had a relatively low number of employees in information and professional, scientific, and technical services, industries with 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 Melrose East, 2009

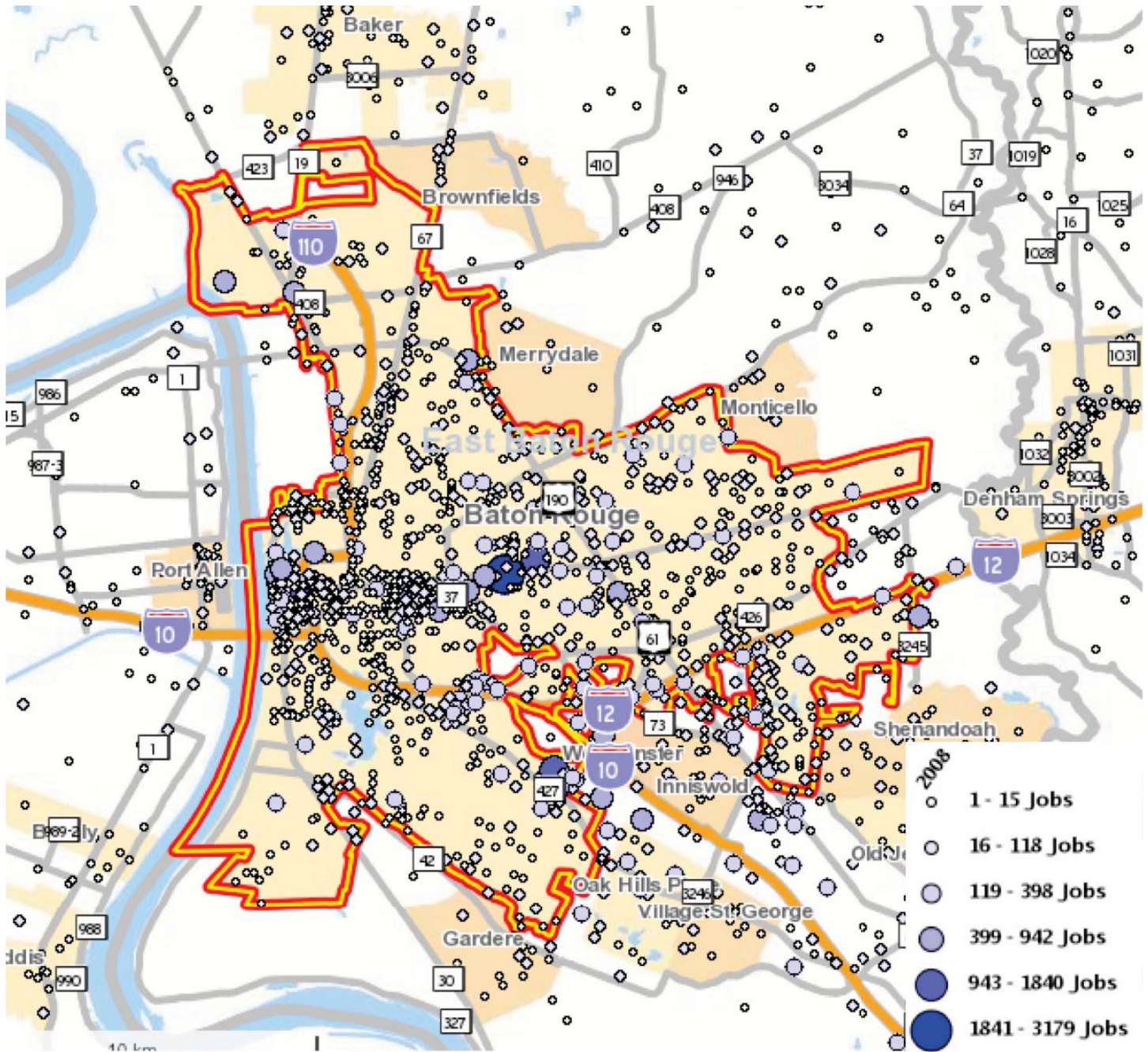
Industry Sector	East Baton Rouge Parish	Melrose East
Agriculture, Forestry, Fishing and Hunting, and Mining	1%	1%
Construction	7%	8%
Manufacturing	10%	9%
Wholesale Trade	3%	2%
Retail Trade	11%	16%
Transportation, Warehousing, and Utilities	4%	3%
Information	2%	1%
Finance, Insurance, Real Estate (Rental & Leasing)	7%	10%
Professional, Scientific, and Technical Services	7%	2%
Management of Companies and Enterprises	0%	0%
Administrative and Support and Waste Management	3%	4%
Education Services	12%	4%
Health Care and Social Assistance	11%	10%
Arts, Entertainment, and Recreation	2%	2%
Accommodation and Food Administration	6%	19%
Other Services (Except Public Administration)	5%	3%
Public Administration	8%	7%
Total Employment	207,225	1,301

Source: Claritas 2009

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

Exhibit 7 shows where residents of East Baton Rouge Parish worked in 2008. It provides a useful illustration of where major employment centers are located relative to Melrose East. There is a concentration of large employers along Florida Boulevard immediately adjacent to Melrose East, including Baton Rouge Community College and multiple hospitals.

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 Melrose East in 2009. The population of Melrose East was 96% black or African American, compared to 46% in the Parish and 32% in the State.

Exhibit 8. Black or African American population of Louisiana, East Baton Rouge Parish, and Melrose East, 2009

	Louisiana	East Baton Rouge Parish	Melrose East
Total Population	4,455,166	434,260	3,865
Black or African American	1,444,782	197,745	3,711
Percent Black or African American	32%	46%	96%

Source: Claritas 2009

Educational attainment

Exhibit 9 shows educational attainment for population above the age of 25 in Louisiana, East Baton Rouge Parish, and Melrose East in 2009. Seventy-one percent of Melrose East adults had no education above high school, higher than the level seen in the Parish (42%) or State (57%).

Additionally, 32% of Parish population and 19% of the State's adults had bachelor's degrees or better, compared to just 8% in Melrose East. Twenty-one percent of Melrose East adults have some college experience or an associate's degree with no higher education, compared to 27% in the Parish and 24% in the State.

Exhibit 9. Highest level of educational attainment, Louisiana, East Baton Rouge Parish, and Melrose East, 2009

Educational Attainment for Population 25+	Louisiana	East Baton Rouge Parish	Melrose East
Less than 9th grade	9%	4%	8%
9th to 12th grade, no diploma	16%	11%	25%
High school graduate	33%	26%	38%
Some college, no degree	20%	24%	20%
Associate's degree	3%	3%	1%
Bachelor's degree	12%	20%	6%
Graduate or professional degree	7%	12%	1%
Population 25+	2,869,067	266,760	1,914

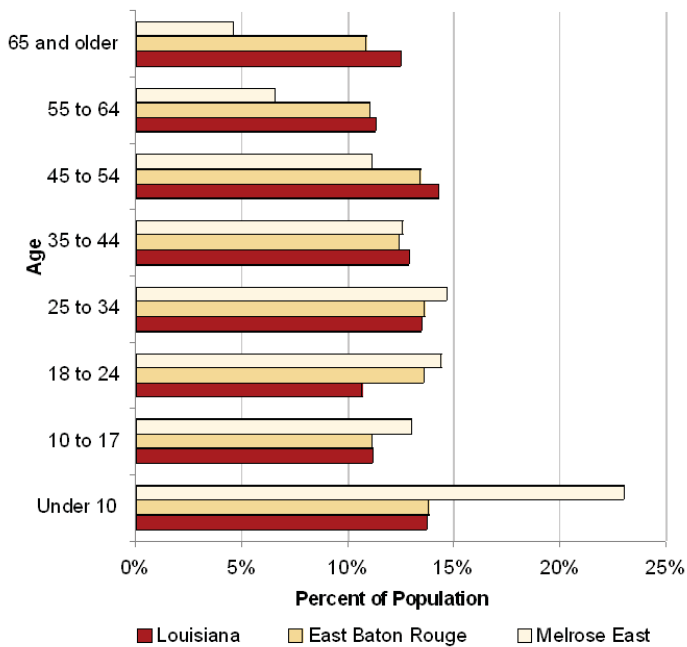
Source: Claritas 2009

Age

Exhibit 10 shows age for residents of Louisiana, East Baton Rouge Parish, and Melrose East in 2009. Melrose East had a larger proportion of people under the age of 10 (23%) than the Parish or State as a whole (both 14%). Only 11% of Melrose East residents were above the age of 55, compared to 22% in the Parish and 24% in the State. In summary, Melrose East has a much higher proportion of children than the Parish and State, a similar proportion within the traditional workforce age range, and a smaller proportion of seniors.

Melrose East 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 Melrose East, 2009

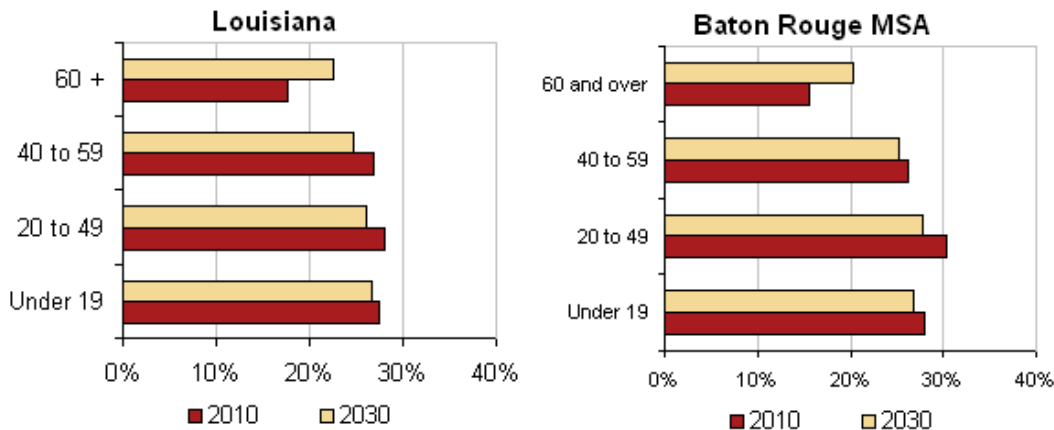


Source: Claritas 2009

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.

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 and percentage of residents at or below the poverty line in East Baton Rouge Parish and Melrose East in 2009. Per capita income in Melrose East was less than a third of the Parish average, probably due to the large percentage of residents under the age of 17 who contribute relatively little income. The average household income in Melrose East was just under \$20,000 compared to the Parish average of over \$61,000. Just under half of the families in Melrose East 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 Melrose East, 2009

	East Baton Rouge Parish	Melrose East
Per capita income	\$ 23,796	\$ 7,711
Average household income	\$ 61,151	\$ 19,751
Families	110,862	867
Families below poverty line	14,327	429
Percentage of families below poverty	13%	49%

Source: Claritas 2009

Note: Average household income was calculated by dividing aggregate household income in the 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.

3.4. LOCATION AND ACCESS

Melrose East has several important locational advantages and disadvantages relative to other communities in the Parish. These are described below.

- » **Proximity to Downtown and Mid-City.** Melrose East is centrally located within the Parish, within close proximity to employment centers in Downtown Baton Rouge and Mid-City. This gives the area a slight advantage (in terms of commute distance) over other areas located close to one or more employment centers.

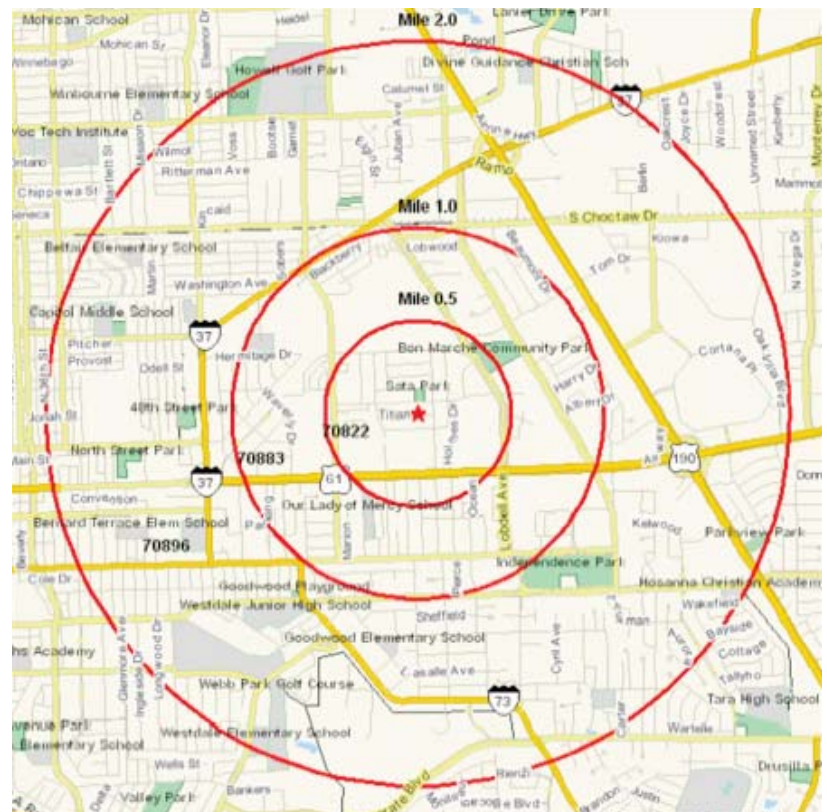
- » **Proximity to Florida Boulevard corridor.** The Florida Boulevard corridor offers a variety of small and large commercial services, as well as medical, educational, and public services. The Louisiana Technology Park is a business incubator focusing on high-tech start up companies co-located at the Bon Carre business center on Florida Boulevard between Lobdell Boulevard and Croydon Avenue. The the Cortana Shopping Center is located approximately 2 miles from Melrose East. The closest grocery stores are Save-a-Lot on Florida Boulevard and Waverly Drive, Piggly Wiggly on Government Street and Community College Drive, Albertson’s on Government Street and Foster Drive, and Wal-Mart at the Cortana Shopping Center.
- » **Proximity to Baton Rouge Community College.** Melrose East is approximately 1.2 miles from Baton Rouge Community College, which provides opportunities for higher/continuing education and job training.
- » **Access to medical facilities.** Melrose East is located about 2 miles from Baton Rouge General Medical Center, located on Florida Boulevard in Mid-City.
- » **Access to highways.** Melrose East offers access to Florida Boulevard and Airline Highway, which provide access to Highways I-10/12 and 110.
- » **Transit access.** Melrose East is served by Route #13 Fairfield, Route #44 Florida, and Route #45 Cortana Express.

3.5. COMMERCIAL SERVICES

Exhibit 13 shows the 0.5, 1, and 2-mile market area around the Melrose East neighborhood. Exhibit 14 shows the estimated retail demand and supply for selected types of retail stores within a one-mile radius of the neighborhood.

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.

Exhibit 13. Retail opportunity market area



Source: Claritas, 2010

Retail opportunity gap data from 2009 show relatively modest opportunities for most types of retail services within a half-mile and one-mile of the neighborhood. Expenditure data indicate opportunities for a small grocery store as well as family clothing, shoes, and sporting goods stores. Given that residents of Melrose East are relatively well-served by a variety of commercial services (as noted in Section 3.4), we would expect to see fewer retail opportunities in the areas around Melrose East. The existing consumer demand for these uses is on the lower end of what would be necessary to support a small to medium-size store and thus we present these opportunities with caution. We also note that the consumer demand information presented here is just one measure among many used in this analysis.

There are two key factors that may contribute to additional demand for commercial services in the neighborhood. The first is that the population of Melrose East has been growing over the last decade. Recent planning efforts on the part of the Parish and the RDA (including this project) include a focus on Mid-City and the Melrose East area, indicating that the population in and around the neighborhood may continue to grow in future years. New residents bring additional demand for services that could be captured within the neighborhood. The second factor is the neighborhood’s proximity to employees who currently seek day-time services outside the neighborhood (restaurants, dry-cleaning, medical services, day-care, etc). For example, the Bon Carre business center, located in the southeast corner of the neighborhood, includes numerous businesses and approximately 4,000 day-time employees. Other facilities, such as the Our Lady of the Lake Elderly Housing Complex (on Lobdell Boulevard, east of Bon Marche Drive), are home to employees and residents. Both of these factors present potential future opportunities for Melrose East to capture some consumer demand among future residents and employees who work in the neighborhood.

Exhibit 14. Retail sales opportunity gap, selected retail categories, 0.5 and 1-mile radius from the intersection of Titan Avenue and Donmoor Avenue, 2009

Retail Category	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap
0 to 0.5 mile radius			
Supermarkets, Grocery Stores	\$ 4,007,860	\$ 2,170,227	\$ 1,837,633
Family Clothing Stores	\$ 623,137	\$ 630	\$ 622,507
Shoe Stores	\$ 303,731	\$ 15,159	\$ 288,572
Sporting Good Stores	\$ 181,903	\$ 64,814	\$ 117,089
Book, Periodical, and Music Stores	\$ 174,855	\$ 881	\$ 173,974
Food Service and Drinking Places	\$ 2,528,315	\$ 58,475,483	- \$ 55,947,168
All Retail	\$ 27,474,511	\$ 165,208,694	- \$ 137,734,183
0 to 1 mile radius			
Supermarkets, Grocery Stores	\$ 14,394,649	\$ 4,914,797	\$ 9,479,852
Family Clothing Stores	\$ 2,148,886	\$ 477,958	\$ 1,670,927
Shoe Stores	\$ 957,947	\$ 1,965,252	- \$ 1,004,305
Sporting Good Stores	\$ 744,904	\$ 8,939,987	- \$ 8,195,083
Book, Periodical, and Music Stores	\$ 685,486	\$ 815,631	- \$ 130,145
Food Service and Drinking Places	\$ 10,479,133	\$ 88,893,058	- \$ 78,413,925
All Retail	\$ 114,184,220	\$ 408,226,666	- \$ 284,042,446

Source: Claritas 2009

3.6. HOUSING

Unit type, size, and tenure

Melrose East is made up of predominantly renter-occupied, multi-family units. This represents a significant contrast with the Parish as a whole, which is made up of predominantly owner-occupied, single-family units.

Exhibit 18 shows the prevalent household structure types in East Baton Rouge Parish and Melrose East in 2009. Melrose About 6% of the housing in Melrose East is detached, single-family housing, compared to 64% single family housing parish-wide.⁶ Approximately 94% of all housing units Melrose East are in multi-family structures, most containing more than 20-units.

Exhibit 18. Units in structure, East Baton Rouge Parish, and Melrose East, 2009

Units in Structure	East Baton Rouge Parish	Melrose East
Single-unit detached	64%	6%
Single-unit attached	3%	1%
Duplex	2%	0%
3-19 units	16%	42%
20-49 units	3%	23%
50 units or more	8%	29%
Mobile or manufactured	4%	0%
Total Housing Units	186,078	2,393

Source: Claritas 2009

Exhibit 19 shows tenure and household size in East Baton Rouge Parish and Melrose East in 2009. Six percent of households in Melrose East were owner-occupied, compared to 62% in the Parish.

Melrose East contains a higher proportion of single person households (36%) than the Parish (28%), a lower proportion of 2-person households (23%) than the Parish (31%), and a slightly higher percentage of 5-, 6-, and 7-person households (12%) than the Parish (10%).

Exhibit 19. Tenure and household size, East Baton Rouge Parish and Melrose East, 2009

	East Baton Rouge Parish	Melrose East
Owner-occupied	62%	6%
Renter-occupied	38%	94%
1-person households	28%	36%
2-person households	31%	23%
3-person households	18%	16%
4-person households	14%	14%
5-person households	6%	7%
6-person households	2%	3%
7- or more person households	1%	2%
Total Households	168,987	1,509

Source: Claritas 2009

⁶ The data do not indicate tenure of the single-family housing units in Melrose East.

The above exhibits show that Melrose East has a higher proportion of renter-occupied units and a higher proportion of large, multi-unit structures than the Parish as a whole and the other four neighborhoods included in the 5 CIP effort. In addition, our review of the Visioning Workshop results as well as discussions with the team and the RDA suggest that the condition of much of the multi-family housing in the neighborhood is a concern to residents.

3.7. 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. Incentives can vary – some are designed to benefit property owners while others are geared toward assisting tenants, and still others impact both. Appendix A includes a full description of the various financial resources that may be available.

4. IMPLICATIONS & RECOMMENDATIONS

The information presented in the previous sections is consistent with what we have learned about Melrose East and through conversations with residents, the consultant Team, brokers, and the RDA. 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.⁷ Residents in the southern portion of the Parish have the 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.⁸

Although Melrose East residents face many similar challenges than the other neighborhoods included in the 5 CIP effort (fewer employment opportunities, lower incomes, less access to health care, less educational attainment, and higher proportion of vacant/adjudicated properties), the neighborhood faces different challenges than other CIP neighborhoods. The neighborhood includes a much higher proportion of renter-occupied, multi-family housing units in relatively poor condition than elsewhere in the Parish. At the same time, Melrose East benefits from active and involved residents, community and religious organizations, close proximity to downtown, higher education/community college, and access to transit. With the focus of the East Baton Rouge Redevelopment Authority on North Baton Rouge and Mid-City—and the FuturEBR master planning project's focus on the Mid-City area, Melrose East may have increased access to more redevelopment and financial resources in the future.

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

⁷ 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.

⁸ *A Portrait of Louisiana*: Louisiana Human Development Report 2009, American Human Development Project of the Social Science Research Council

- » **Position Melrose East to capitalize on FuturEBR implementation strategies.** The Parish is currently undertaking a 20-year Parish-wide planning effort, which may include recommendations to focus on rehabilitation and revitalization of the Mid-City area (which includes Melrose East).
- » **Leverage public financial resources to stimulate private investment.** This document describes 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.
- » **Focus on rehabilitation of blighted/unsafe properties and multi-family structures.** Where these properties can be rehabilitated and improved, efforts through public-private partnerships should be encouraged. Many of the rental properties in Melrose East are publicly-managed or are private properties subsidized through the Section 8 program. Both types of housing are subject to the health/safety standards and enforcement tools implemented by the East Baton Rouge Housing Authority. In situations where structures are so deeply blighted that the economic cost of rehabilitating them is greater than the cost of replacing them, the City, RDA, and other public and non-profit entities should work with the private sector to replace these facilities and ensure that they are well managed and maintained. Improving the condition of the existing housing stock will improve the attractiveness of the neighborhood and also improve the likely success of for-sale housing development.
- » **Capitalize on the neighborhood's central location and proximity to day-time employees.** Melrose East is well-located along the Florida Boulevard Corridor and close to thousands of day-time employees who currently seek many commercial services outside the neighborhood. This location offers the neighborhood an opportunity to capture some of the worker demand by providing convenient access to services, particularly uses that are within walking distance of Bon Carre and that can be safely accessed by pedestrians.
- » **Implement/facilitate policies that enhance education and 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. Melrose East is ideally located to take advantage of training and educational opportunities at Baton Rouge Community College and the Louisiana Technology Park, such as life skills development, workforce training, entrepreneur mentoring, economic gardening, and an enhanced micro-loan program.
- » **Focus on improving safety.** Many residents noted the lack of safety as one of the most critical challenges facing the neighborhood. The success of any revitalization effort will depend in part on the perception and reality of safety in the neighborhood. Implementing or enhancing neighborhood watch programs and community policing programs are examples of successful efforts other cities have employed to improve safety.

- » **Implement a robust and consistent code enforcement program.** Preliminary analysis, interviews, and workshop feedback suggest that Melrose East would benefit from enhanced 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.
- » **Explore opportunities for cooperative business development.** A cooperative is a business owned and controlled by the people who use its services or by the people who work there. Discussions with Team members and community members indicate the presence of a strong community fabric as well as numerous existing small businesses. There may be opportunities to structure various types of cooperative businesses that can improve the viability of small businesses, as well as contribute more employment alternatives for area residents. Developing, for example, a purchasing cooperative, whereby existing and new local small store-owners can take advantage of buying supplies and inventory in bulk, would help reduce their costs and provide more product to area customers. Cooperative assistance programs may be available through the Baton Rouge Community College.

Melrose East Pro Forma Spreadsheet - Prototype: Commercial (North Ardenwood Drive Catalyst)

Assumptions / Building value bottom line		Scenario 1 (35/65)		Scenario 2 (20/80)		Scenario 3 (with public loan)	
About the development	use square feet	Equity	assumption	Equity	assumption	Equity	assumption
Ground Floor retail	17,100	Equity required	\$900,704	Equity required	\$514,688	Equity required	\$102,938
Surface parking	18,900	Equity terms		Equity terms		Equity terms	
TOTAL (w/o parking)	17,100	term (yrs)	7	term (yrs)	7	term (yrs)	7
		interest rate	15%	interest rate	15%	interest rate	15%
Development costs		Total equity repayment (balloon payment at end of term)	\$1,515,454	Total equity repayment (balloon payment at end of term)	\$865,974	Total equity repayment (balloon payment at end of term)	\$173,195
Item	% assumption	Bank loan		Bank loan		Bank loan	
Site acquisition		Bank loan required	\$1,672,735	Bank loan required	\$2,058,751	Bank loan required	\$1,827,142
New construction		Bank loan terms:		Bank loan terms:		Bank loan terms:	
Developer fee (as % of construction)	5%	term (yrs)	30	term (yrs)	30	term (yrs)	30
Soft costs (as % of construction)	20%	interest rate	7%	interest rate	7%	interest rate	7.0%
Contingency (as % of soft & hard costs)	5%	Annual payment	\$134,800	Annual payment	\$165,907	Annual payment	\$147,243
TOTAL							
Revenues and expenses	\$/SF	Bottom line		Bottom line		Bottom line	
source of income/expense	assumption	Loan to value ratio	0.80	Loan to value ratio	0.99	Loan to value ratio	
Residential rent (per month)	\$0	Debt coverage ratio	1.24	Debt coverage ratio	1.01	Debt coverage ratio	25%
Retail rent (per year)	\$188,955	Financing gap	\$0	Financing gap	\$0	Financing gap	\$0
total revenue	\$188,955	Equity repayment gap (or surplus)	-\$1,211,264	Equity repayment gap (or surplus)	-\$779,537	Equity repayment gap (or surplus)	-\$1,141
Management/operations (as % of revenue)	\$9,448					interest	1%
STABILIZED NOI	\$167,036					Annual payment (interest only payments for 10 yrs)	\$24,929
Other assumptions		<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>					
Rent increase per year	3%					Bottom line	
Operating cost increase	3%					Loan to value ratio	0.88
Vacancy, Yr 1	20%					Debt coverage ratio	1.13
Vacancy, Yr 2	5%					Financing gap	\$0
Vacancy, Yr 3 and stabilization	5%					Equity repayment gap (or surplus)	
Cap rate	8.0%					IRR	10%
Bottom line							
Fair Market Value	\$2,087,953						
Created value (FMV - costs)	(\$485,486)						

Melrose East Pro Forma Spreadsheet - Prototype: Commercial (North Bon Marche Drive Catalyst)

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>assumption</i>	<i>dollars</i>	<i>assumption</i>	<i>dollars</i>	<i>assumption</i>	<i>dollars</i>
Use		Equity required	\$961,800	Equity required	\$549,600	Equity required	\$137,400
Ground Floor retail	17,100	Equity terms		Equity terms		Equity terms	
Surface parking	23,100	term (yrs)	7	term (yrs)	7	term (yrs)	7
TOTAL (w/o parking)	17,100	interest rate	15%	interest rate	15%	interest rate	15%
Development costs	<i>% assumption</i>	<i>dollars</i>	<i>dollars</i>	<i>dollars</i>	<i>dollars</i>	<i>dollars</i>	<i>dollars</i>
Site acquisition		\$295,620	\$1,786,199	\$2,198,399	\$1,731,239	\$1,731,239	\$1,731,239
New construction		\$1,872,045					
Developer fee (as % of construction)	5%	\$93,602					
Soft costs (as % of construction)	20%	\$374,409					
Contingency (as % of soft & hard costs)	5%	\$112,323					
TOTAL		\$2,747,999					
Revenues and expenses	<i>\$/SF</i>	<i>annual income</i>	<i>annual income</i>	<i>annual income</i>	<i>annual income</i>	<i>annual income</i>	<i>annual income</i>
source of income/expense	<i>assumption</i>						
Residential rent (per month)		\$0					
Retail rent (per year)	13	\$188,955					
total revenue		\$188,955					
Management/operations (as % of revenue)	5%	\$9,448					
STABILIZED NOI		\$167,036					
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	8.0%						
Bottom line							
Fair Market Value		\$2,087,953					
Created value (FMV - costs)		(\$660,046)					
Equity		Equity		Equity		Equity	
Equity required		Equity required		Equity required		Equity required	
Equity terms		Equity terms		Equity terms		Equity terms	
term (yrs)		term (yrs)		term (yrs)		term (yrs)	
interest rate		interest rate		interest rate		interest rate	
Total equity repayment (balloon payment at end of term)		Total equity repayment (balloon payment at end of term)		Total equity repayment (balloon payment at end of term)		Total equity repayment (balloon payment at end of term)	
		\$1,618,250		\$924,714		\$231,179	
Bank loan		Bank loan		Bank loan		Bank loan	
Bank loan required		Bank loan required		Bank loan required		Bank loan required	
Bank loan terms:		Bank loan terms:		Bank loan terms:		Bank loan terms:	
term (yrs)		term (yrs)		term (yrs)		term (yrs)	
interest rate		interest rate		interest rate		interest rate	
Annual payment		Annual payment		Annual payment		Annual payment	
		\$143,943		\$177,161		\$139,514	
Bottom line		Bottom line		Bottom line		Bottom line	
Loan to value ratio		Loan to value ratio		Loan to value ratio		Loan to value ratio	
Debt coverage ratio		Debt coverage ratio		Debt coverage ratio		Debt coverage ratio	
Financing gap		Financing gap		Financing gap		Financing gap	
Equity repayment gap (or surplus)		Equity repayment gap (or surplus)		Equity repayment gap (or surplus)		Equity repayment gap (or surplus)	
		0.86		1.05		32%	
		1.16		0.94		30%	
		\$0		\$0		7.0%	
		-\$1,378,064		-\$917,053			
<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>							
Second loan		Second loan		Second loan		Second loan	
Required loan amount		Required loan amount		Required loan amount		Required loan amount	
Second loan terms		Second loan terms		Second loan terms		Second loan terms	
term (yrs)		term (yrs)		term (yrs)		term (yrs)	
interest		interest		interest		interest	
Annual payment (interest only payments for 10 yrs)		Annual payment (interest only payments for 10 yrs)		Annual payment (interest only payments for 10 yrs)		Annual payment (interest only payments for 10 yrs)	
		\$879,360		\$879,360		\$34,074	
Bottom line		Bottom line		Bottom line		Bottom line	
Loan to value ratio		Loan to value ratio		Loan to value ratio		Loan to value ratio	
Debt coverage ratio		Debt coverage ratio		Debt coverage ratio		Debt coverage ratio	
Financing gap		Financing gap		Financing gap		Financing gap	
Equity repayment gap (or surplus)		Equity repayment gap (or surplus)		Equity repayment gap (or surplus)		Equity repayment gap (or surplus)	
		0.83		0.83		0.83	
		1.20		1.20		1.20	
		\$0		\$0		\$0	
		-\$21,545		-\$21,545		-\$21,545	
IRR		9%		9%		9%	

**Melrose East Pro Forma Spreadsheet -
Prototype: Single Family**

Assumptions / Building value bottom line

About the development

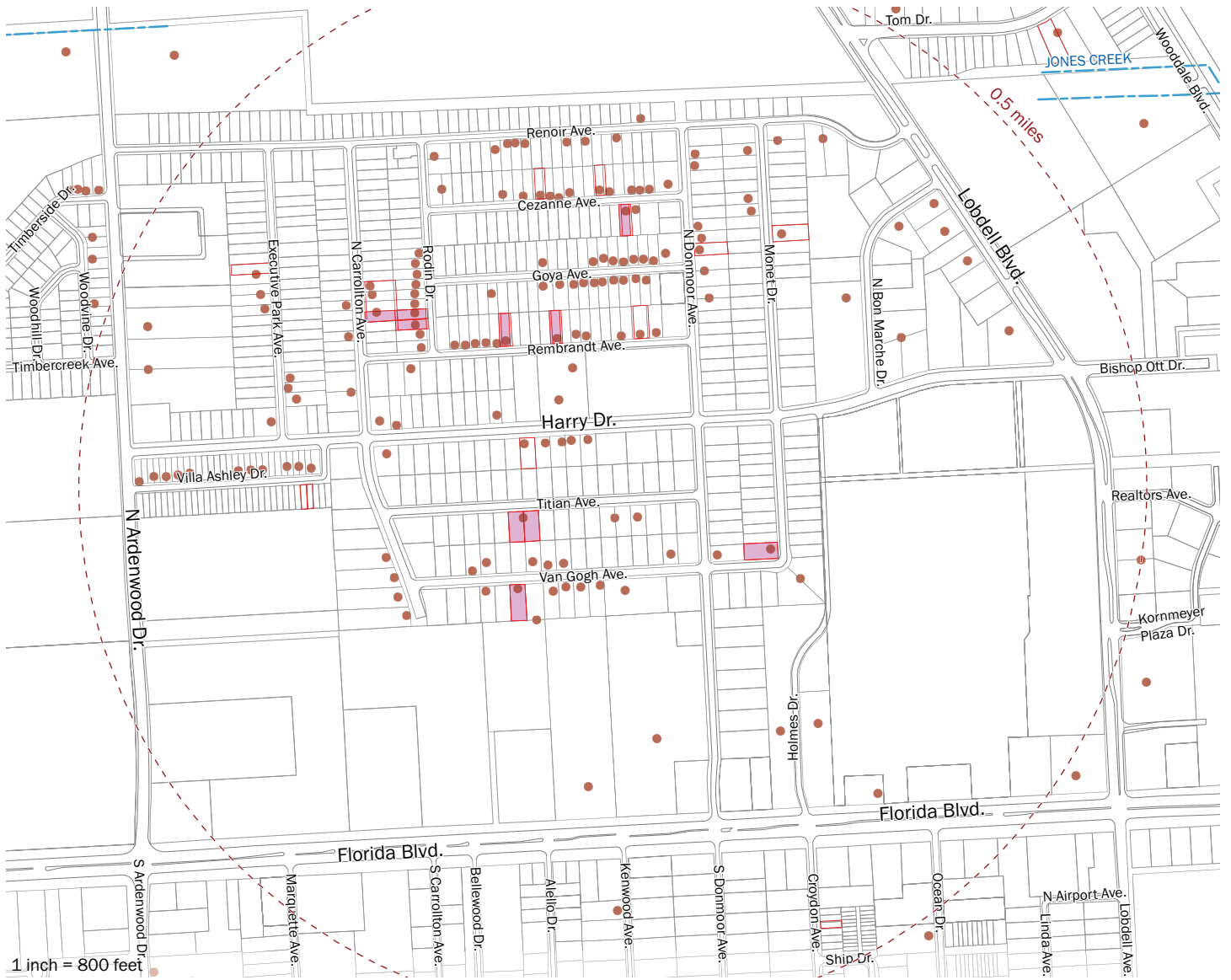
<i>use</i>	<i>square feet</i>
Single Family	1,200
Ground Floor retail	-
Surface parking	-
<i>TOTAL (w/o parking)</i>	1,200

Development costs

<i>item</i>	<i>% assumption</i>	<i>dollars</i>
Site acquisition		\$28,800
New construction		\$98,880
Developer fee (as % of construction)	5%	\$4,944
Soft costs (as % of construction)	20%	\$19,776
Contingency (as % of soft & hard costs)	5%	\$5,933
<i>TOTAL</i>		\$158,333

CIP APPENDIX | Inventory Data

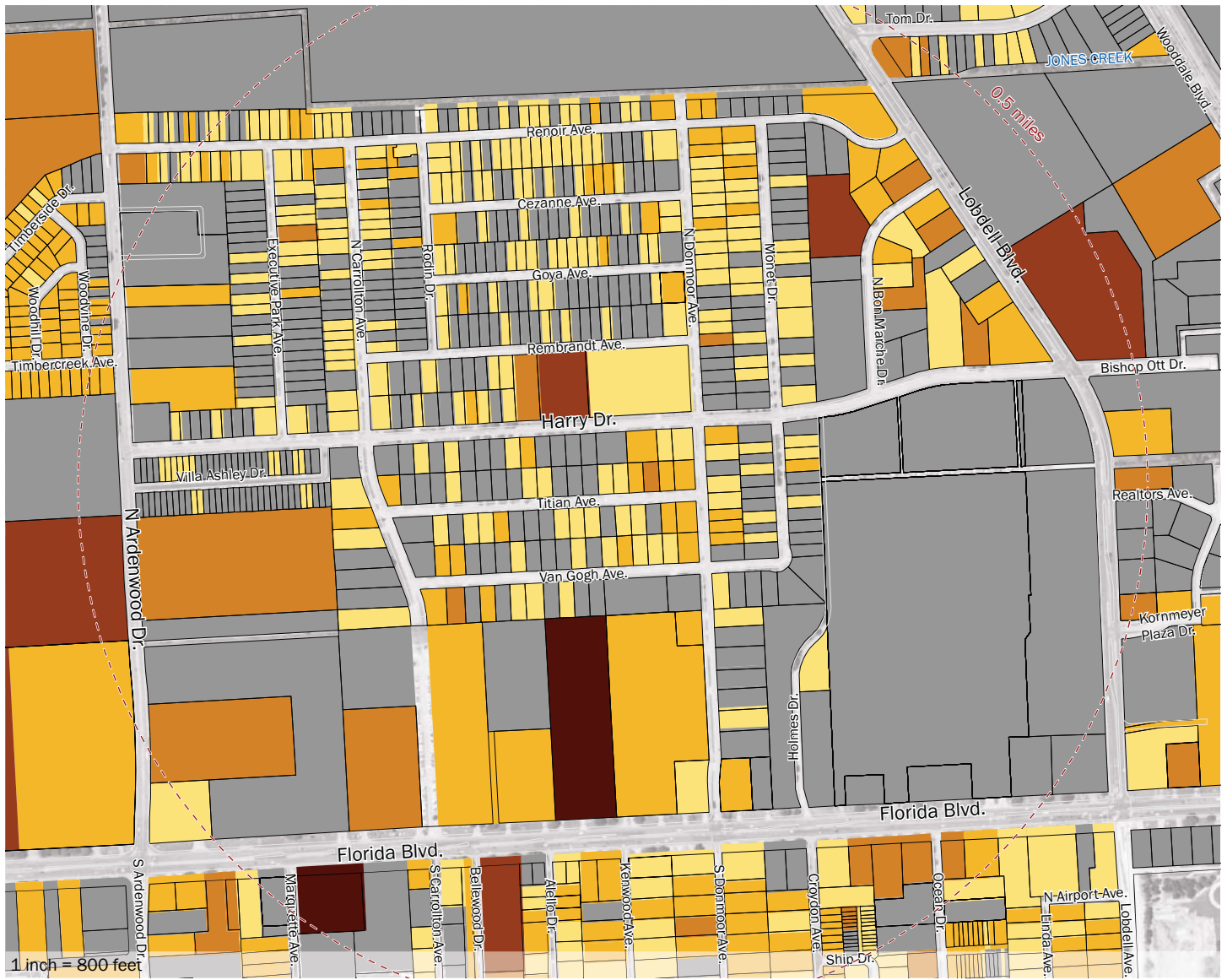
The following information illustrates data collected in order to inform decisions and recommendations within the CIP area. Documents included are a series of GIS maps, existing street and drainage conditions and types, and CATS ridership information. This information was gathered throughout the CIP planning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



Source: Baton Rouge Redevelopment Authority

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

Parcel Information



Legend

- Roads
- Railroads
- Streams
- Waterbodies
- Parcels
- Buildings

Property Value

- Unknown
- 1 - 35,000
- 35,001 - 150,000
- 150,001 - 459,950
- 459,951 - 1,374,100
- 1,374,101 - 2,999,990

Source: Fregonese Associates August 2010



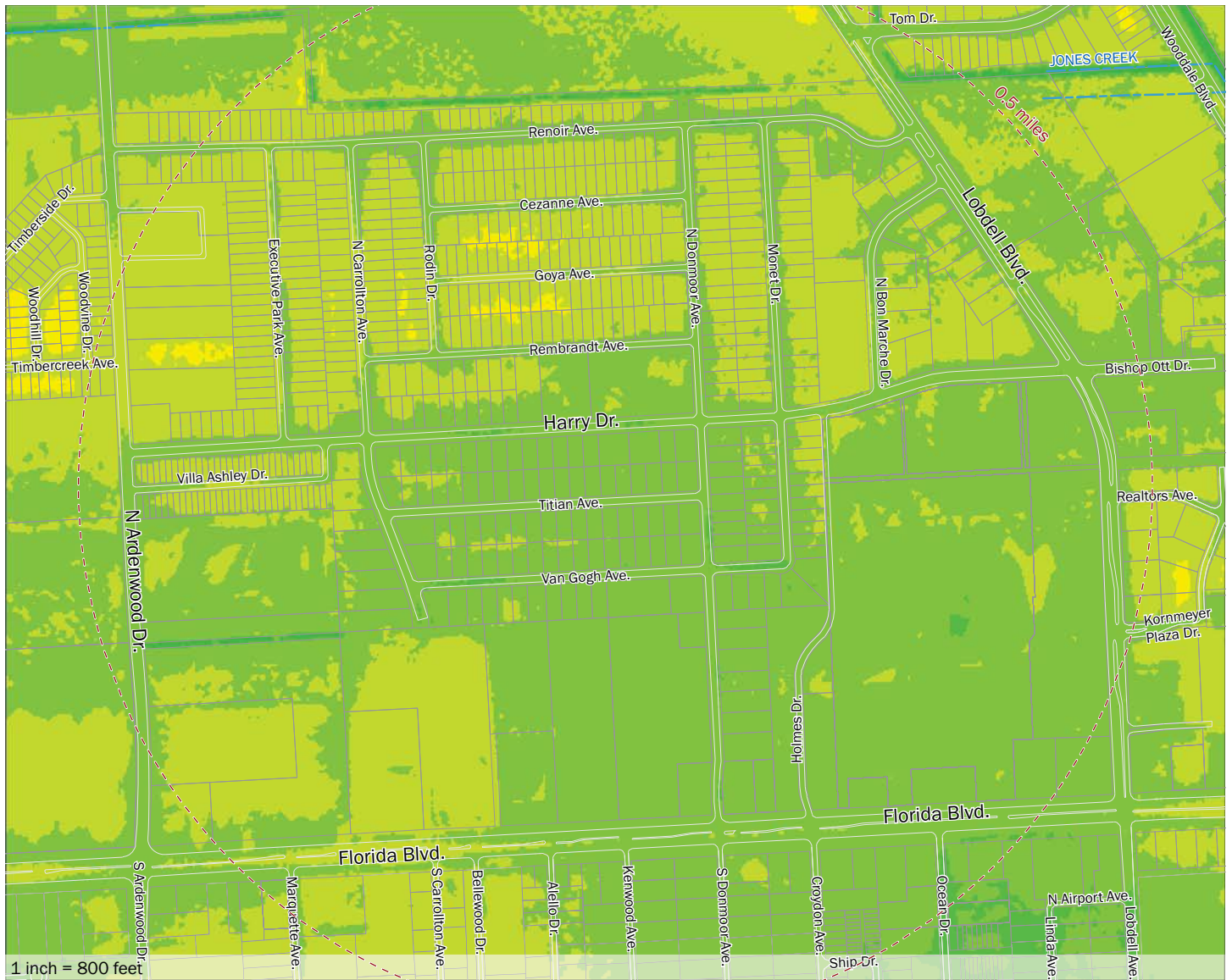
Legend

- Roads
- Railroads
- - - Streams
- Waterbodies

Infrastructure

- Sewer Manholes
- Manholes
- Catchbasins
- - - Sewer Pipes 2010

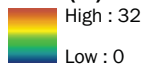
Source: City Parish Planning Commission - August 2009

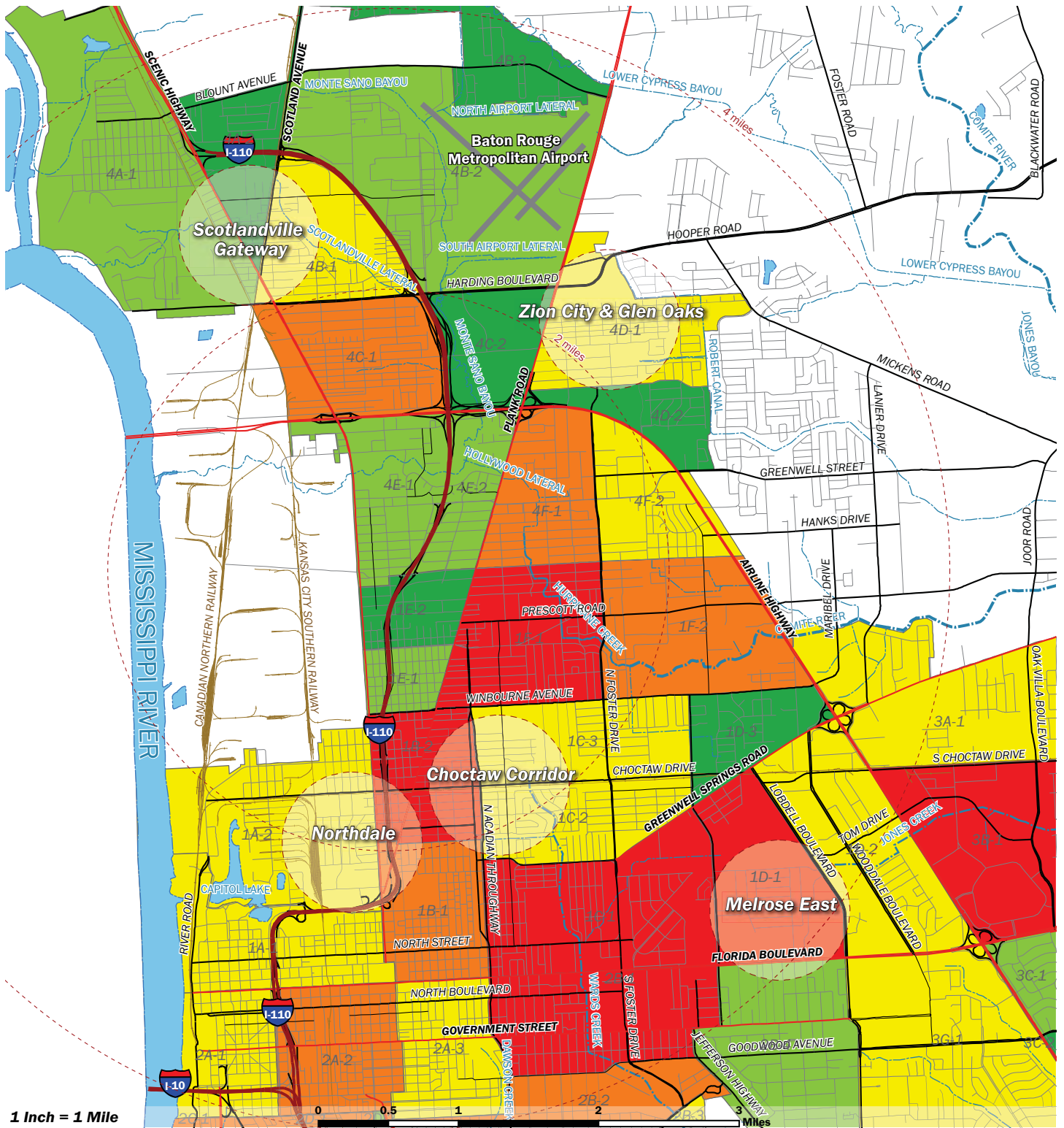


Legend

- Roads
- +— Railroads
- - - - Streams
- Waterbodies
- ▭ Parcels

Elevation (ft.)





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

Cora Dr.	Oak Villa	0.30											
Oak Villa	Florida Service Rd.	0.15											
Florida Service Rd	Mallway	0.06											
Mallway	Cortana	0.27	1										
Cortana	Lowe's	0.27											
Cortana	Walmart	0.27	9	1	3	2	4	1	10		2	2	
Cortana	Florline Blvd	0.14			1		2		6		1		
Florline Blvd	Airline	0.44											
Airline	Florida Blvd	0.09											
Florida Blvd	Airgas	0.30									1		
Florida Blvd	Payless Shoes	0.37	2	1	1			1					
Florida Blvd	Lobdell	0.41											
Lobdell	East Harry	0.18									1		
East Harry	Greater King David	0.09					1					1	
East Harry	Monet	0.17											
East Harry	Windsor Apartment	0.21						1	1	1	2		
East Harry	N. Carrollton	0.23	1	2	1				1	1		1	
East Harry	N. Ardenwood	0.14		1					1		2		
N. Ardenwood	Save a-Lot	0.24			1					1			
N. Ardenwood	Florida	0.23						1					
Florida	Flea Market	0.19											
Florida	Shelter X from BRCC	0.27	1	1			3			1			
Florida	Financial Plaza	0.12											
Florida	Gery lane Enterprise	0.20	1		1								
Florida	N, Beck	0.17	1				1						
Florida	Tuscaloosa	0.13									1		
Florida	Lofaso	0.14					1				1		
Florida	Peanhtree	0.13								2			
Florida	Family Dollar/Big Lot	0.07							1			1	1
Florida	Kernan	0.08	1										
Florida	Connell	0.11		1									
Florida	Gottlieb	0.11											
Florida	N, Eugene	0.30			1		1					2	
Florida	22th			14		7		21			14		7
	Total:		49	49	35	35	59	56	63	57	32	32	