



EAST BATON ROUGE
REDEVELOPMENT
AUTHORITY

Northdale Community Improvement Plan Appendix

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



CIP APPENDIX | Outreach

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

Documents included are the Northdale Outreach Strategy, the Northdale Stakeholder Interview Summary, the Northdale Visioning Workshop Report, and the Northdale Alternatives and Implementation Workshop Report.

East Baton Rouge Redevelopment Authority
Community Improvement Plans (CIPs)

Outreach Strategy

Northdale

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1. Outreach Strategy

Northdale

1.1. Media and Public Relations

Press Releases and Public Service Announcements (PSAs)

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

Live Radio Interviews

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

Newsprint Advertisements

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

Website

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

E-blast Announcements Dates

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

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

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

1.2. Direct Canvassing

Yard Signs

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

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

Of the remaining 50 yard signs, 20 are slated for the Northdale area. Yard signs will be made available at the May Health Fair in the Northdale area, as well as to community members and stakeholders willing to display them on their private property.

Toll-Free Number

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

Roadside Banners

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

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

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

Northdale: 1 banner at Madison Avenue Park, 1 at Scenic Highway, and 1 at 17th Street.

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

Direct Canvassing Schedule & Costs

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

1.3. Indirect Canvassing

School Backpacks:

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

Community School for Apprenticeship Learning 1555 Madison Avenue (N)

Church Bulletins and Announcements

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

First Alpine Baptist Church 1855 Chestnut Avenue (N)
New Beginnings Ministries of Baton Rouge 1901 N. 18th Street (N)

Community Organizations and Homeowners Associations

Outreach to the following community organizations and homeowner associations will be made via telephone, email or letter, pending RDA approval. Contact has already been made with the Northdale Civic Association.

Highland Gardens Association
Homeowners of Fairfield
Making a Positive Impact Together
Gus Young Non-Violence

Ms. Pattie Mason
Ms. Marion DeNova
Mrs. Shawn Collins
Mr. Jerry Johnson

1.4. Outreach Schedule – Visioning Workshops

Northdale Workshop – May 20, 2010	
5 Weeks prior	<ul style="list-style-type: none"> • Conduct Stakeholder Interviews • Distribute yard signs
4 Weeks prior	<ul style="list-style-type: none"> • Send out E-blast 1 • Outreach to community organizations and churches
3 Weeks prior	<ul style="list-style-type: none"> • Erect road-side banners with 1-800 number in CIP area
2 Weeks prior	<ul style="list-style-type: none"> • Send out E-blast 2 • Press release to weekly papers • Contact churches for inclusion in announcements
1 Week prior	<ul style="list-style-type: none"> • Provide fliers to schools for distribution in backpacks • Press release / PSA 1– pitch stories as needed • Send out E-blast 3 • Paid media in The Weekly Press
Week of Workshops	<ul style="list-style-type: none"> • Send Press Release / PSA 2 (reminder) • Conduct workshops

2. Stakeholder Interviews

Northdale

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

2.1. Interviewees

Northdale

Tara Wicker	EBR City Council District 10	Public Official
Patricia Smith	Louisiana Representative District 67	Public Official
Yvonne Dorsey	Louisiana Senate District 14	Public Official
Bill Palmer	BREC	Parks
Leola Robertson	Community Leader	Community
Dr. Stella Righteous	New Beginnings Ministries of BR	Ministerial
James Snowden	First Alpine Baptist Church	Ministerial
Melvin George	Stadium Chevron	Business
Principal	Community School for Apprenticeship Learning	School
W. T. Winfield	School Board Member	School
Jonathan C. Augustine	School Board Member	School
Brenda Jackson	Northdale Civic Association	Community
John Smith	Northdale Civic Association	Community

2.2. Interview Format

The Northdale CIP project area is mainly residential. The following questions will be posed to Northdale stakeholders:

1. Tell us about you/your organization/the district you serve.
2. What do you value most about Northdale?
3. What are the things that most trouble you about Northdale?
4. What do you think should be taken into account by planners when discussing improvements to Northdale?
5. When you think about the long-term future of Northdale, 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 Northdale 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 Northdale area? (question for Stadium Chevron)

2.3. Interim Outreach

All CIPs

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

News coverage

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

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

These articles will also be provided to The Advocate.

E-blasts

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

1. Post-workshop thank you

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

2. Save the date for next round of meetings

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

3. Reminder about upcoming meetings

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

2.4. Outreach Schedule – Alternatives and Implementation Workshops

Northdale Workshop – August 14, 2010	
3 Weeks prior	<ul style="list-style-type: none"> • Send out E-blast 1 • Outreach to community organizations for indirect canvassing opportunities
2 Weeks prior	<ul style="list-style-type: none"> • Erect Road-side Banners in CIP area • Press release to weekly papers • Contact churches for inclusion in announcements/bulletins for next 2 weeks
1 Week prior	<ul style="list-style-type: none"> • Press release/PSA 1 – pitch stories as needed • Fliers in school backpacks • Contact churches for inclusion in announcements • Conduct Direct Canvassing
Week of Workshops	<ul style="list-style-type: none"> • Send Press Release/ PSA 2a (Northdale reminder) • Send out E-blast 2a (Northdale reminder) • Paid media in The Weekly Press • Conduct Northdale workshop

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

Stakeholder Interview Summary Northdale

May 14, 2010

Prepared by:
Franklin Industries
1201 Main Street, Suite B
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*"There is enough goodness in this community to be salvaged.
The neighborhood is not too far gone."*

-Excerpt from Northdale stakeholder interview

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Overview

As part of the Northdale Community Improvement Plan underway by the East Baton Rouge Redevelopment Authority (RDA), Franklin Industries (Franklin) provides a critical element as sub-consultant to the Phillips-Davis Legacy & Brown+Danos Team. Franklin conducted 10 stakeholder interviews throughout the months of April and May, 2010.

Franklin interviewed individuals and representatives from both public and private entities, including the City-Parish, business, faith-based organizations, community organizations, and local residents of the Northdale community. Stakeholder interviews were conducted as open-ended discussions, allowing the stakeholder to speak freely about their community and the positive or negative areas they would like to see replicated or improved upon; however, a uniform briefing and list of questions were followed to ensure needed information was captured (see Appendix B). Each interview lasted approximately 45 minutes, with some running longer and others shorter.

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

All stakeholder interviews were conducted by Perry Franklin or Kyla Hall of Franklin Industries with representatives from the RDA present as observers. This report summarizes the results of the Northdale stakeholder interviews. The choosing of participants for the stakeholder interview process was a joint effort of the RDA and Franklin.

1. Community Values

Stakeholders were asked what they considered valuable to the Northdale community. Below is a summary of their responses:

- **Location.** Two stakeholders commented on the Northdale community's central location and it being well positioned to Interstates, downtown, Southern University, and the governmental complex. One stakeholder mentioned that downtown's growth has directly helped his business grow.
- **The people.** Most stakeholders feel the residents of Northdale have overall positive connectivity and share the same hopes of Northdale community revitalization.
- **Memorial Stadium.** The stadium and surrounding park area are considered assets to the community. Many sports teams practice and play games in and around Memorial Stadium. The location of the stadium is considered an asset as well, as it connects North Baton Rouge to South Baton Rouge. There are plans underway to improve and remodel the stadium and surrounding park.
- **The community.** The structure of the community has a neighborhood base and has pleasant landscape plantings throughout the community.
- **The school.** The Community School for Apprenticeship Learning brings children from all over the city, not just the neighborhood.
- **Other assets that were mentioned:**
 - Military base
 - Honeywell
 - Churches
 - Grocery store (on Scenic Highway)
 - Good street connectivity
 - Madison Avenue Park

2. Landmarks

The following places were mentioned as having value, or serving as landmarks, to the Northdale community.

- Pete Golsby Field
- Memorial Stadium
- Community School for Apprenticeship Learning

3. Areas of Concern

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

- **Housing.** At least 2 stakeholders were concerned about poor housing conditions in Northdale. Most of the houses in the community are over 50 years old. Living necessities, such as plumbing, are not state of the art in those homes. Residents feel they cannot afford the upkeep of the houses. Within the past 25 years, home ownership has decreased from ~70% to ~40%.
- **Other concerns.** The Northdale community is not pedestrian friendly due to lack of bicycle paths and pedestrian paths, and sustainability assistance is needed to maintain civic associations, etc. Basic city services (i.e. trash pickup) were described as “random.”

Below is a listing of other concerns mentioned for Northdale:

- Pit Bull breeder in Northdale
- Lack of communication/business relationships between tenants and landlords
- Open ditches in the area that allow for large amounts of rodents, etc.

4. Planning Considerations

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

- **Employ holistic approach.** Stakeholders believe that all area issues should be considered, not just housing restoration and aesthetics, when making community improvements. Planners need to contemplate other issues, such as school and church improvements as well.
- **Beautify Northdale.** Scenic Highway (“The Strip”) should be greened, with bike paths, sidewalks, etc. There is potential for a median along Scenic Highway.

- **Work with businesses in the community.** It is the suggestion of some stakeholders that planners collaborate with organizations such as Honeywell and find out their plans and how they can help contribute to better improvements within Northdale. One stakeholder feels tax credits are needed for businesses in the area.
- **Housing revitalization/development.** Stakeholders would like to see someone restore and develop homes for purchase, rental properties, or apartment complexes. Multi-housing developments are seen as detrimental to the area. People want to see an economically diverse area that includes both middle-income families and low-income families as homeowners.
- **Upgrade BREC Park.** Stakeholders feel that Memorial Stadium and the surrounding area holds great potential for positive community functions and interactions, and that the area needs to be revamped.

5. Long-term Vision

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

- **Safety issues resolved.** All stakeholders would like to see efforts to improve safety measures within the community, so that the residents and visitors can feel more secure coming in and going out of the area.
- **Blight removal.** Most stakeholders want Northdale to be seen as a beautiful, clean, historic place with landscaped areas, attractive housing, sidewalks, covered sewage systems, covered bus stops, and historic markers.
- **Sustainable businesses.** Having local, sustainable businesses that the community can support through patronage and employment.
- **Homeownership increase.** One stakeholder would like to see the homes in the Northdale area become re-occupied properly.

6. Economic Development: Challenges and Aspirations

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

6.1. Challenges

- Reputation as a crime-prone area
- Unsafe infrastructure
- Lack of business owners who have interest in the area

6.2. Aspirations

- Decrease in crime will allow business owners to feel more comfortable starting a business in the area
- Business owners will realize that the Northdale area is a prime location for business
- Employ area residents with area businesses
- Availability for residents to pay bills and take care of other needs within Northdale instead of having to travel long distances

7. Safety Concerns

Stakeholders were asked what their top safety concerns are for the Northdale area. Below is a summary of their responses:

Chemical plant. The emissions from the Honeywell chemical plant have caused residents to leave their homes for a time. Also, stakeholders mentioned they believe the emissions from the plant have affected some women's pregnancies in the neighborhood, and in turn affected their children's mental capacity.

Crime. All stakeholders expressed concern about the crime in the Northdale community. Business owners mentioned that they do not gain much business after dark in the community due to frequently occurring acts of crime. One stakeholder felt there is a divide between the elderly and the young residents in the community, and in turn the young seem to have no regard for others in the community, and that this causes an increase in crime. Crimes prevalent in the Northdale community range from petty crimes to drug dealings, prostitution, murders, and robberies. Crime in the community causes some adults in the area to persuade their elderly parents to move out of the area. One stakeholder was concerned that Northdale has become a "dumping ground."

Other safety concerns mentioned:

- Lack of sidewalks
- Uncovered ditches

8. Hopes for Northdale CIP

Stakeholders were asked what their hopes and concerns for the Community Improvement Plan for Northdale were. Below are some remarks noted from the interviews.

- Businesses surrounding the residential core can be revitalized and offer services and employment to residents
- Area becomes recognized by the city and not forgotten about, as they feel everyone overlooks the area

Appendix A: Stakeholders Interviewed

• Patricia Smith, Louisiana Representative District 67	Public Official
• Tara Wicker, EBR Metro Council District 10	Community
• Bill Palmer, BREC	Community
• Brenda Jackson, Northdale Civic Association	Community
• John Smith, Northdale Civic Association	Community
• Dr. Leola Robinson	Community
• Dujan Johnson, Community School for Apprenticeship Learning	Education
• Reverend James Snowden, First Alpine Baptist Church	Ministerial
• W.T. Winnfield	Education
• Jay Augustine	Education

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 Northdale?
3. What are the things that most trouble you about Northdale?
4. What do you think should be taken into account by planners when discussing improvements to Northdale?
5. When you think about the long-term future of Northdale, what do you most want to see happen?
6. What is your vision for economic development in Northdale? Do you feel the area has a competitive advantage?
7. What are the challenges to economic development in Northdale? 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 in Northdale, what would they be?
10. What is your hope for this Community Improvement Plan effort? – most desired outcome? Biggest concern?
11. Are there any venues that come to your mind that would be accessible, welcoming and/or familiar to the community in which to hold the community meetings?

Organizational questions (Ministerial, Education, Community, Businesses)

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

Business questions (Businesses)

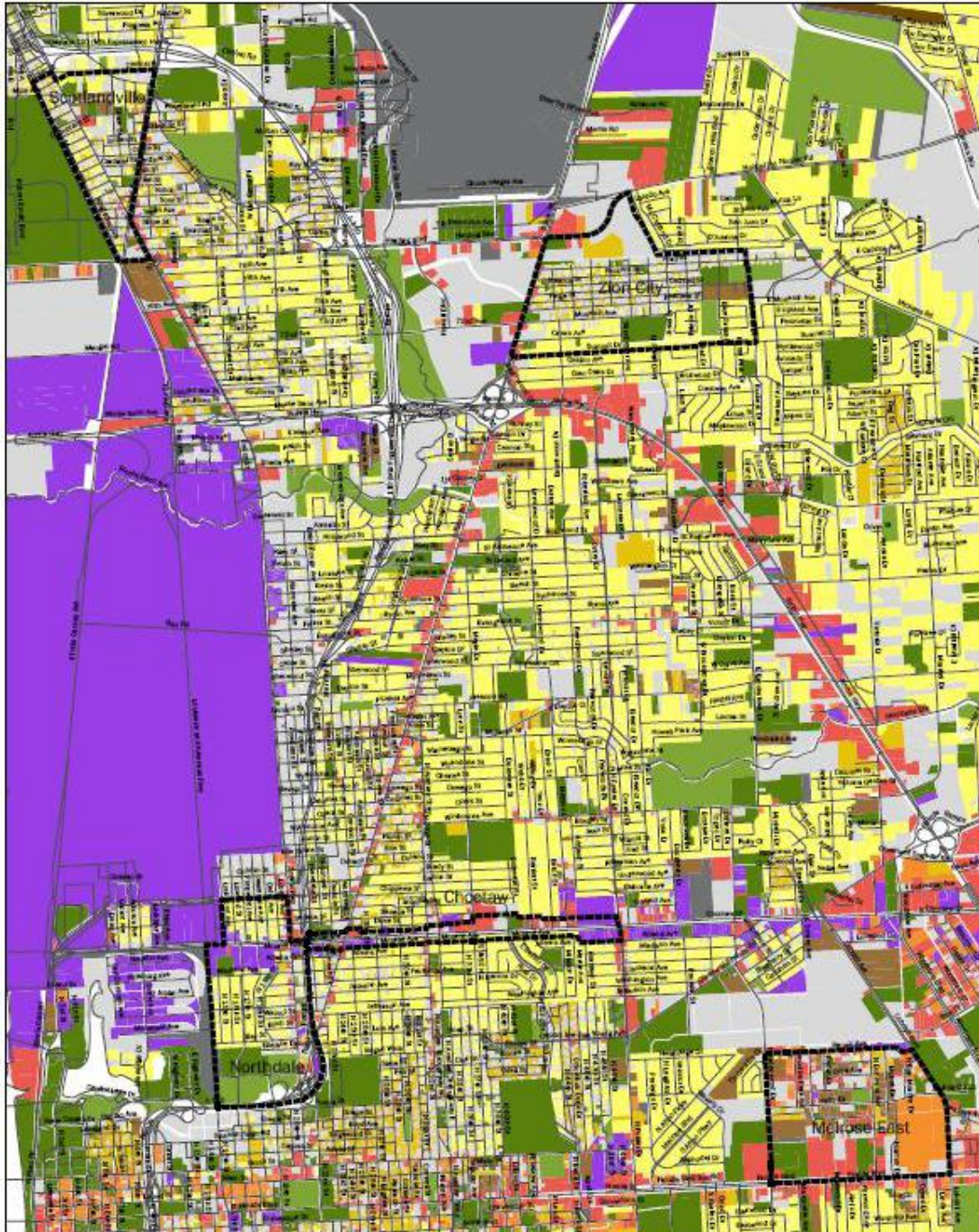
16. What are the challenges you face working in Northdale? (prompts: raising funds? Attracting and retaining quality staff? Competition among entities for scarce resources?, etc)
17. How do you think your organization contributes to the economic well-being of Northdale?

Development questions (Businesses, CDCs and some Ministerial)

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

Appendix C: Map and Chart Exhibits

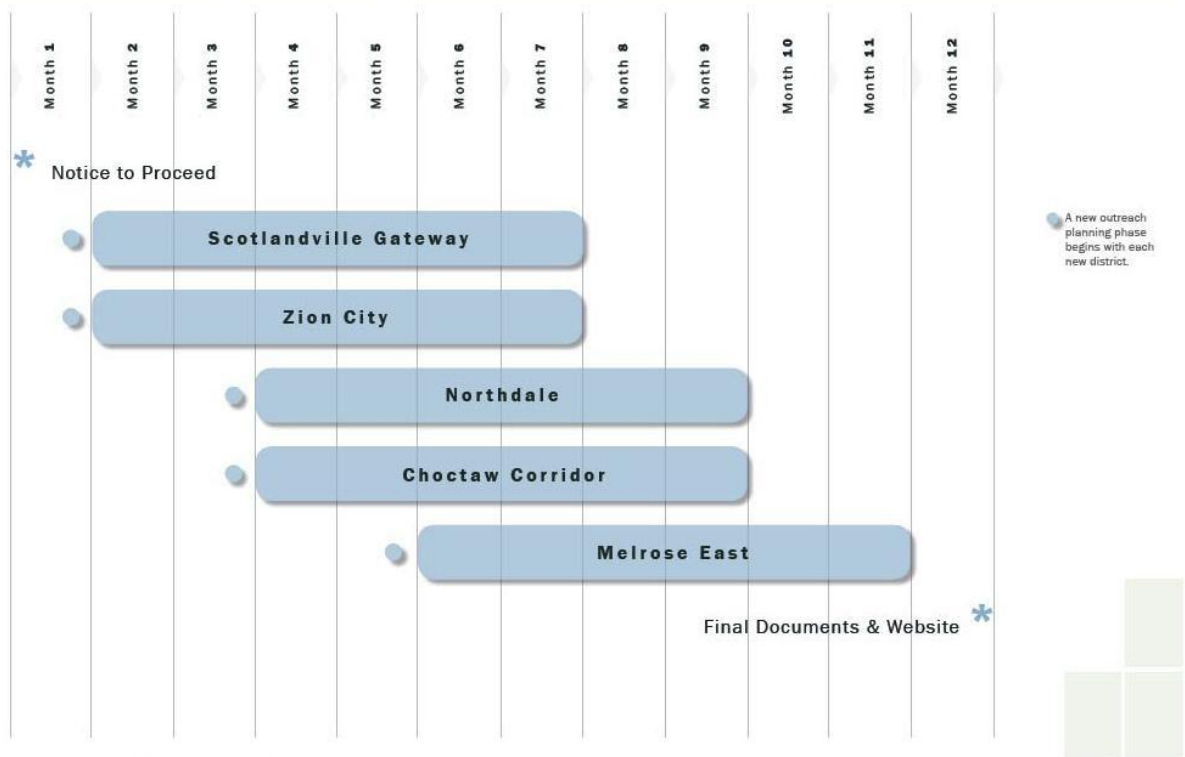
Existing Land Use



Northdale CIP Area



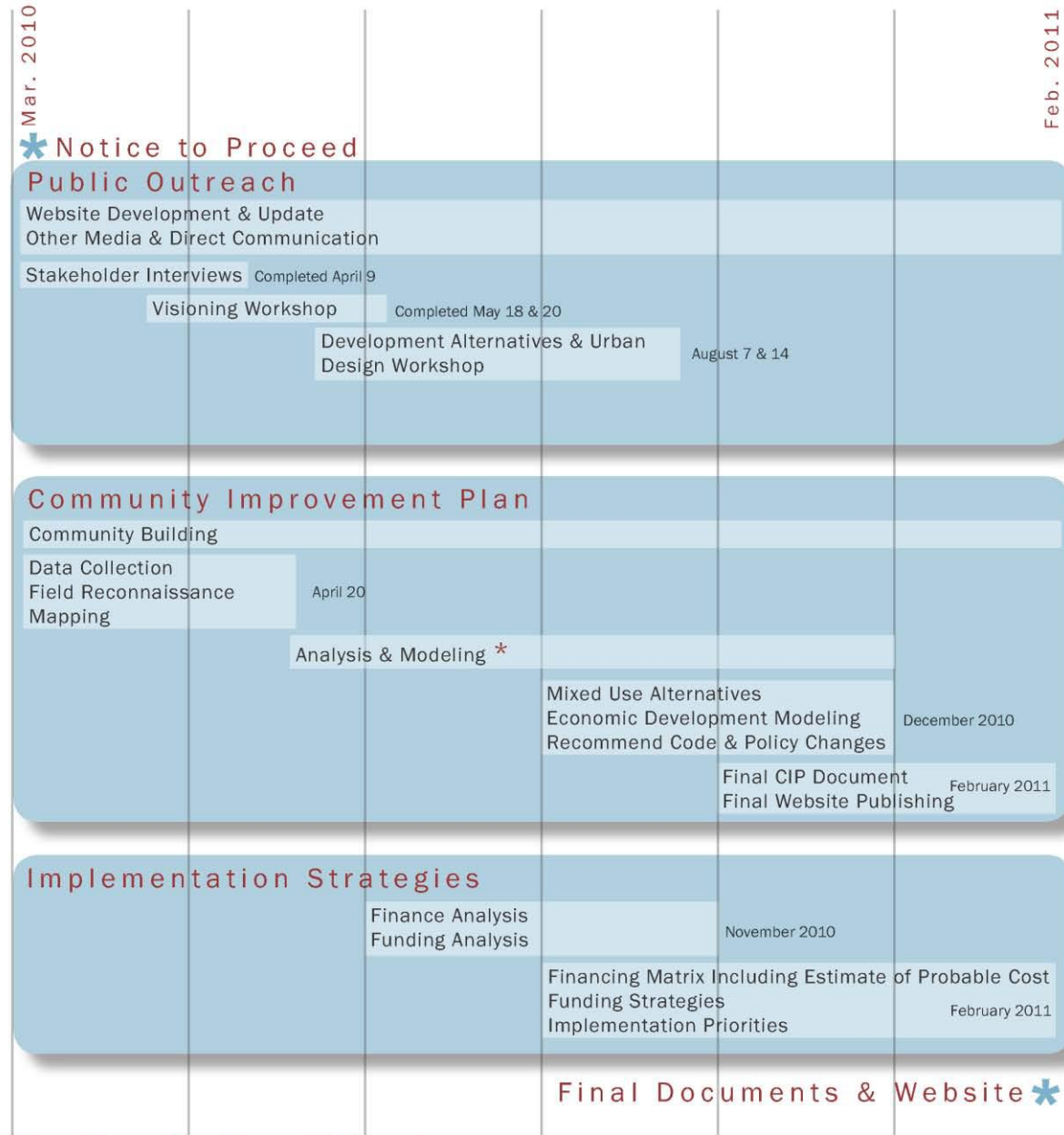
East Baton Rouge Redevelopment Authority



Proposed Timeline: Overall

Community Improvement Plan - 5 Districts within East Baton Rouge Parish

Choctaw Corridor & Northdale



Schedule Status

Community Improvement Plans - 5 Districts within East Baton Rouge Parish

Analysis & Modeling *

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



COMMUNITY IMPROVEMENT PLANS



EAST BATON ROUGE
REDEVELOPMENT
AUTHORITY



Northdale Visioning Workshop

Location: Community School for Apprenticeship Learning

Time: May 20, 2010 5:30 - 7:30 pm

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



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

Introduction

Presenters:

RDA

Walter Monsour, President & CEO
Mark Goodson, Vice President

BROWN+DANOS, Phillips-Davis Legacy

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

Facilitators:

BROWN+DANOS, Phillips-Davis Legacy

Leigh Lafargue, ASLA, Associate
Justin Lemoine, ASLA, Senior Associate
Madeline Ellis, ASLA, Senior Associate
Chris Africh, ASLA, Associate
Chris Hall, ASLA, Associate
Austin Evans, ASLA, Associate
Samantha Montoya, Intern

Franklin Industries

Perry Franklin
Kyla Hall
Rachel LeCompte

Trahan Architects

Erik Hermann
David Merlin

RDA

Susannah Bing
Vickie Smith
Harold Briscoe

The intent of the Visioning Workshop on May 20, 2010 was to gain public input to develop the Vision for the Northdale Community Improvement Plan. First, an introduction regarding the East Baton Rouge Redevelopment Authority's mission and an outline of the 5 CIPs project was given by Walter Monsour and Karen Phillips, followed by a brief description of smart growth principles and an explanation of the first mapping exercise by Dana Brown. Following the presentation, groups discussed assets and challenges within the CIP boundaries, and prioritized them to present to the room. A second brief training presentation describing catalyst projects was given. Northdale 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 Northdale area. The Phillips-Davis Legacy BROWN+DANOS Team will develop the Northdale Community Improvement Plan based on public charrette input from each group, technical analysis, collaboration with the RDA, and the Team's expertise and will bring alternative designs to the public in August.



5 COMMUNITY IMPROVEMENT PLANS

Help Create Your Community's Improvement Plan (CIP)

Northdale Visioning Workshop

Thursday, May 20, 2010 5:30 pm - 7:30 pm

Community School for Apprenticeship Learning - 1555 Madison Ave.

Everyone is welcome!

Assets & Challenges

The purpose of the first mapping exercise was to determine what residents view as the assets and challenges to improvement of the Northdale 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.

- Assets
- Challenges



Northdale Area

Table 2

Prioritized Assets

1. BREC Stadium
2. BREC Park
3. Alpine Baptist Church

Prioritized Challenges

1. Rundown Housing
2. Drainage
3. Ellerslie Drive



Table Presenter

Table 3

Prioritized Assets:

1. Civic Association
2. People
3. School

Prioritized Challenges:

1. Drainage
2. Blighted Property
3. Lack of Police Presence



Table Presenter



Table 4

Prioritized Assets

1. Madison Park
2. Empty Lots
3. Central Location of Northdale Community

Prioritized Challenges

1. Infrastructure
2. Lack of Public Services
3. Vacant Lots



Table Presenter

Table 5

Prioritized Assets:

1. Churches
2. Madison Park
3. Space to Develop near CSAT School

Prioritized Challenges:

1. Roads
2. Crime (15th & 18th)
3. Vacant Lots



Table Presenter

Table 6

Prioritized Assets:

1. Multi-Sports Complex
2. Undeveloped Area at 18th & 20th
3. BREC Center

Prioritized Challenges:

1. Canal Drainage
2. Rail Road
3. Army Base



Table Presenter

Table 8

Prioritized Assets:

1. Access to I-110
2. Churches
3. Park

Prioritized Challenges:

1. Poor Street Lighting
2. Vacant Buildings
3. Rail Lines (Stopped Trains)



Table Presenter

Table 9

Prioritized Assets:

1. Memorial Stadium
2. Close Community
3. School

Prioritized Challenges:

1. Ellerslie Street
2. Businesses
3. Lack of Police Presence



Table Presenter



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 Northdale 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 its 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 placed catalyst development along Scenic Highway, specifically requesting a doctor's office, retail, and an adult daycare center. Within the community, they would like to see housing opportunities on 18th Street.



Senior Living
Single Family Rehabilitation
Single Family Housing

Shopping Restaurants

Doctor's office

Adult Daycare

Recreational Center





Program Elements:

Housing

Affordable Housing

Commercial

Shopping

Market

Offices

Healthcare

Doctor's office

Day Care

Child Care

Table 2

Table 2 focused new commercial development on Scenic Highway near the intersection of Chestnut Street and placed new affordable housing opportunities and a childcare facility within the neighborhood.



Table 2 Catalyst Project Map

Table 3

Table 3 spread new commercial growth along Scenic Highway from its crossing at I-110 to the intersection with Choctaw Drive. In addition to new shopping and dining facilities, they would like to see a general beautification of the street. They placed a community center near the center of the neighborhood and expressed a desire to see the empty lots developed with single family homes.



Program Elements:

Housing

Single Family

Commercial

Bank
Grocery Store
Restaurants
Retail
Sporting Goods

Day Care

Elderly Care

Community Center

Healthcare

Pharmacy
Clinic

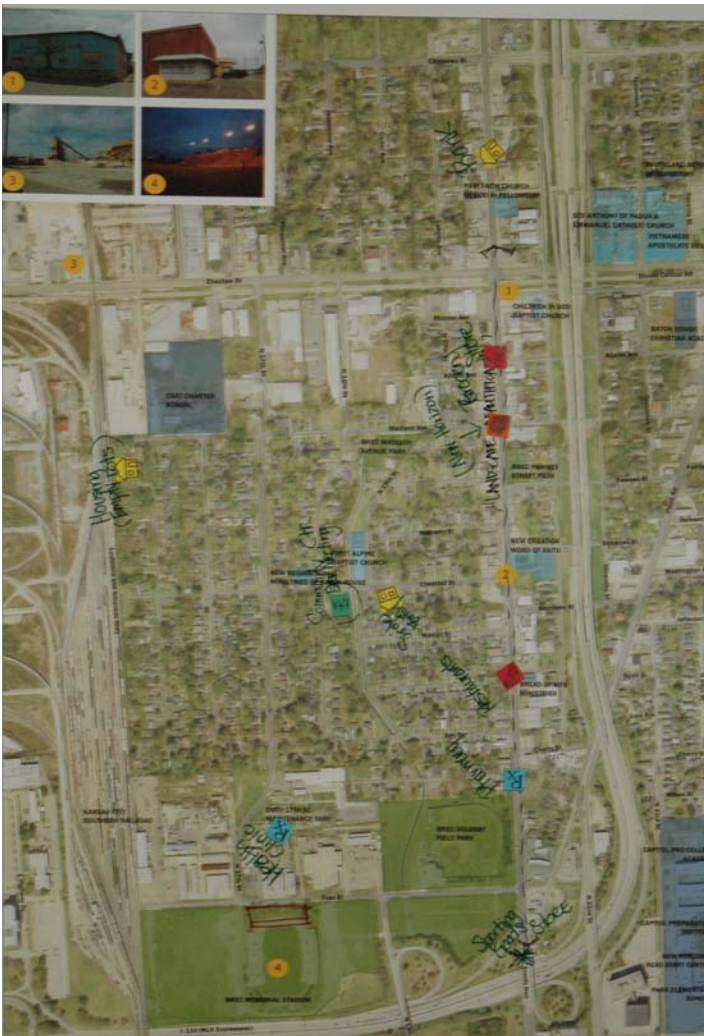


Table 3 Catalyst Project Map



Table 4

Table 4 placed an emphasis on renovating the existing business facilities along Scenic Highway and Choctaw Drive to bring them back to commerce. Within the neighborhood, they would like to see additional housing options and a community center, and would like to incorporate bike lanes along 17th Street and 19th Street to connect to the BREC parks.

Program Elements:

Housing

Single Family

Commercial

Shopping
Restaurants

Healthcare

Clinic
Pharmacy

Day Care

Child Care

Community Center

Recreational Center



Table 4 Catalyst Project Map

Table 5

Table 5 focused commercial development along Scenic Highway between Madison Avenue and Mulberry Street. They would also like additional housing developed along Chestnut Street.



Program Elements:

Housing

Single Family

Commercial

Shopping
Restaurants

Healthcare

Pharmacy
Urgent Care

Day Care

Child Care

Community Center

Recreation



Table 5 Catalyst Project Map



Table 6

Table 6 placed catalytic development at the intersection of Scenic Highway and Foss Street. They would also like to see a small grocery store on Scenic Highway near Mulberry Street, as well as various infill housing types throughout the neighborhood.

Program Elements:

Housing

Multi-family
Single Family
Senior Housing

Commercial

Shopping
Grocery
Offices
Restaurants

Healthcare

Pharmacy

Day Care

Child Care
Senior Care

Community Center

Recreation

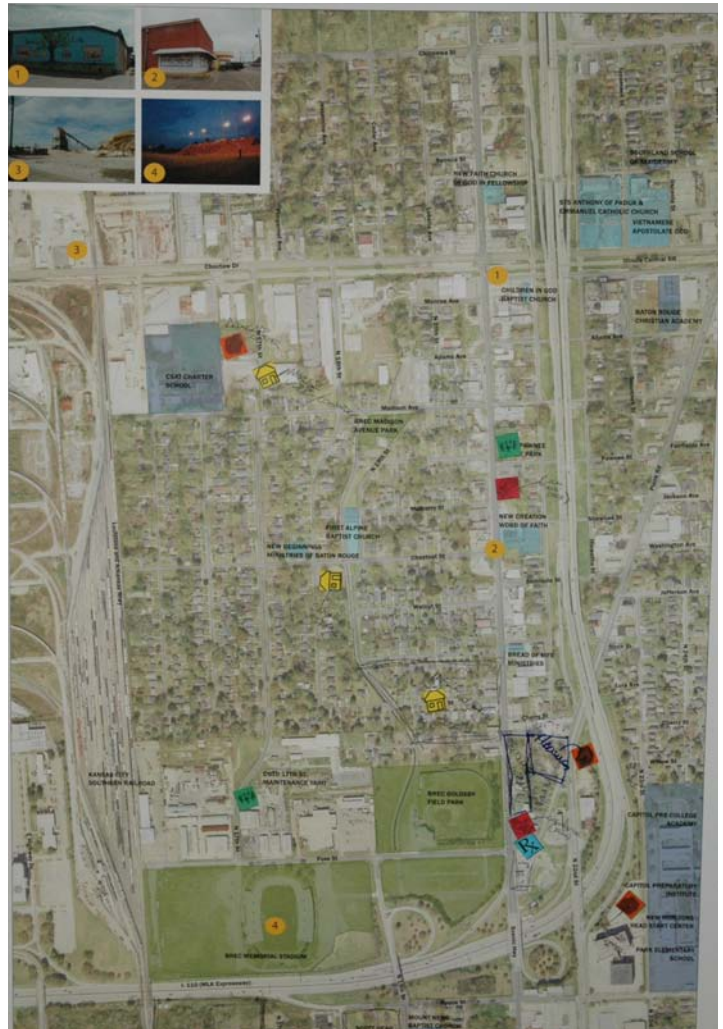


Table 6 Catalyst Project Map

Table 8

Table 8 placed catalytic development at the intersection of Madison Avenue and Scenic Highway and between Scenic Highway and North 22nd Street. Specific development types requested were offices, restaurants, and a movie theater, as well as multi-family and senior housing options.



Program Elements:

Housing

Senior Housing
Single Family
Condos

Commercial

- Shopping
- Restaurants
- Entertainment
- Offices
- Grocery

Healthcare

Pharmacy
Clinic

Day Care

Child Care
Senior Care

Community Center

Recreation

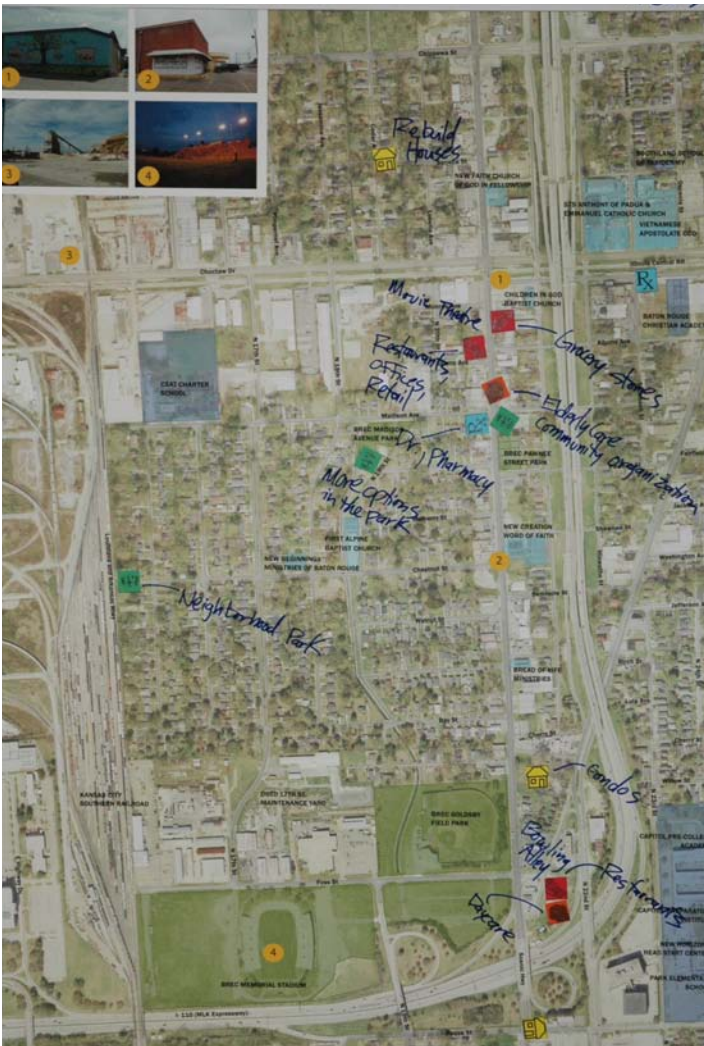


Table 8 Catalyst Project Map



Program Elements:

Housing

Apartments
 Condos
 Townhouses
 Single Family

Commercial

Shopping
Dining
Grocery
Hardware

Healthcare

Pharmacy

Day Care

After school

Community Center

Recreation

Table 9

Table 9 focused commercial development on Scenic Highway near Bay Street, requesting specific elements such as delis, boutiques, and hardware stores. They would also like to see the development of multi-family housing options within the neighborhood.



Table 9 Catalyst Project Map

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 following priorities:

Assets -
Parks
Schools
People

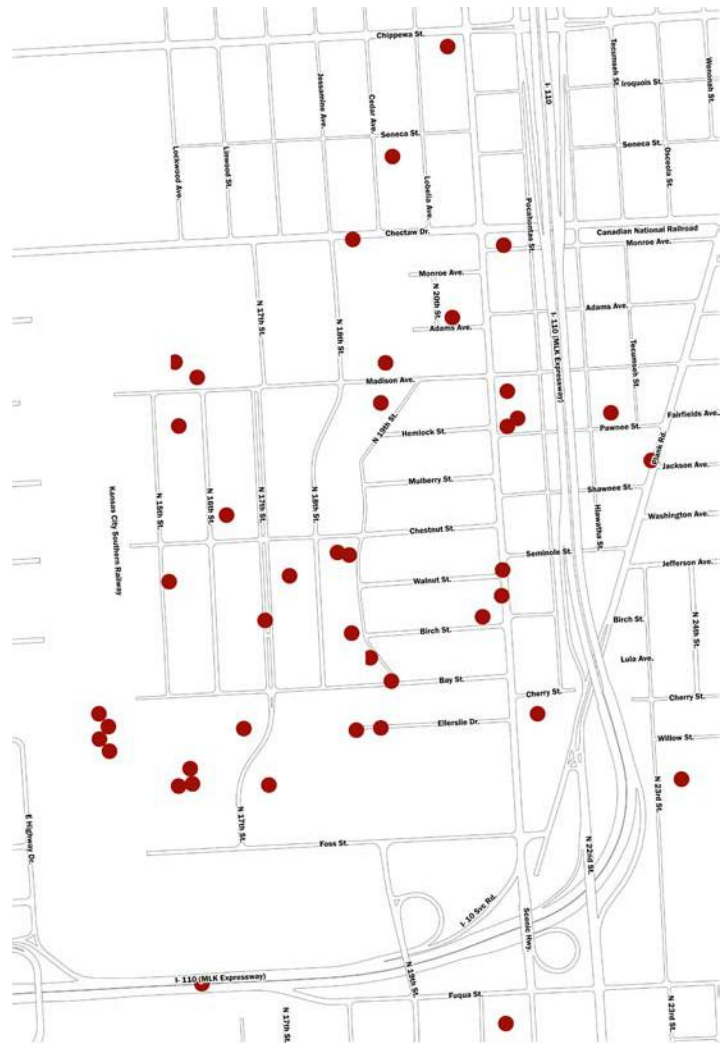
Challenges-
Blight
Infrastructure
Crime

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

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



Assets



Challenges



Commercial



Community Center



Day Care



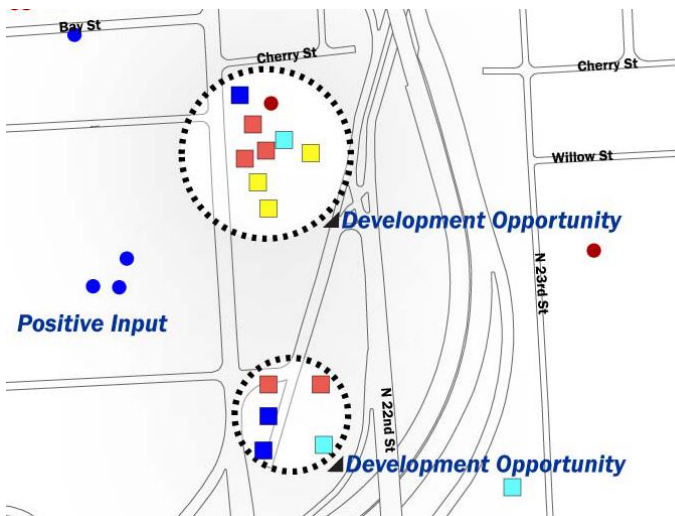
Healthcare



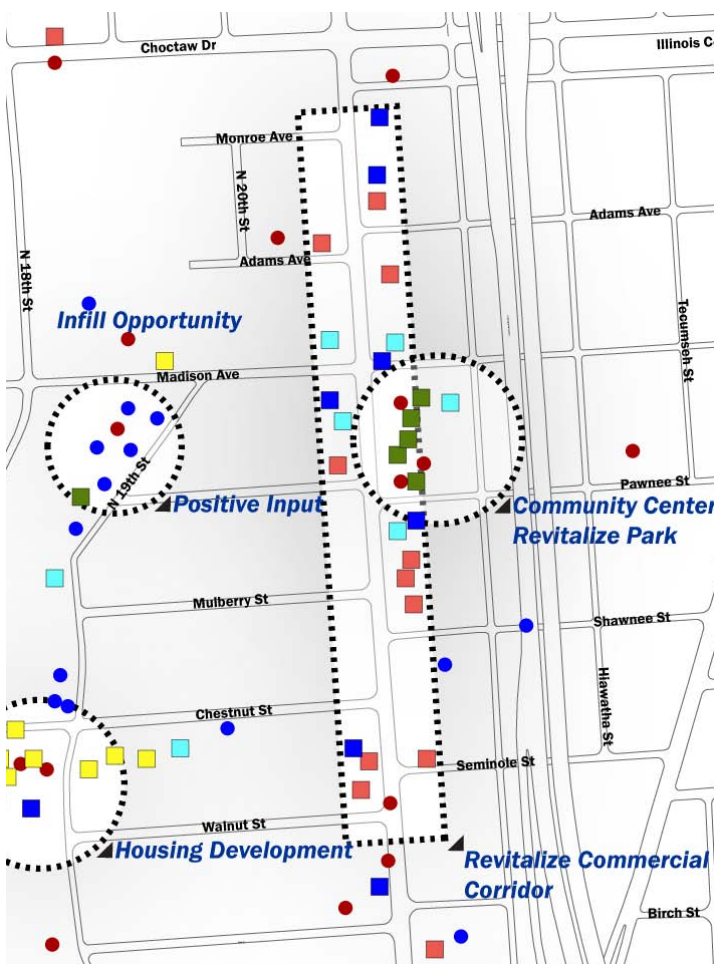
Housing



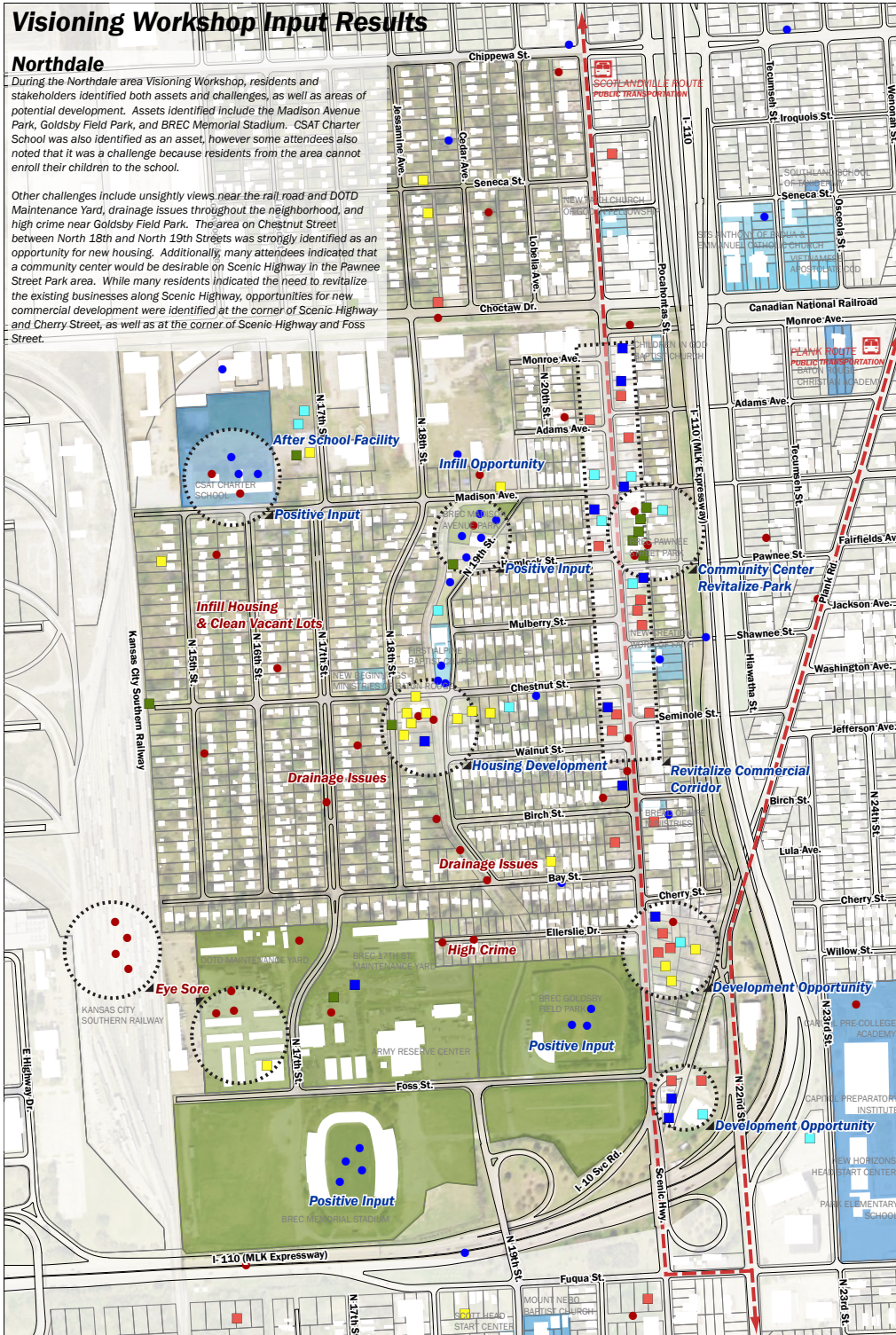
Combined Catalysts



Analysis of input at the Visioning Workshop indicated an overwhelming lack of small businesses offering the following: dining, shopping, and entertainment, as well as the need for rehabilitation of existing housing and businesses. Many of the residents identified two primary areas for catalytic development: Scenic Highway from Choctaw Drive to Chestnut Street and the vacant area between Scenic Highway and North 22nd Street. There appear to be many buildings suitable for adaptive reuse as well as some vacant property in both areas. Residents also expressed the severe need to have much of the existing housing revitalized and the empty lots within the residential section of the neighborhood redeveloped.



Northdale Analysis Map



Attendees

Name
Bertha Rogers
Bobby McKee
Suzette Miron
J'val
BUSTER BARRS
SHIRLEY HARTON
Morise Duffin
Alviana Howard
Harold Dorrell Briscoe
Luelle St. Anne
Lurinda Young
Charles Johnson
Thomas Goise
Shelia Montgomery
Ledwice Montgomery
Luebride Hamilton
MATTHEW FURTER
Lelma Pitts
Wilda Bryant
Barbara Dupree

Name
Wanda A. Henry
Jamie Harris
Angela Perkins
Keisha Green
Laura Green
Brad Mullen
Emmett Robbins
Trina Perkins
Karen L. Schaffer
ISLAMIYAH
Alicia Allen
Monique R. Johnson
Bobby McKee Jr
Tommy Gipsen
Angela Veal
Derwin Veal

Name
Edna Perry
TOMMY GREEN
Barbara Bedford
Trina Perkins
Brenda Jackson
Myse Payne
Bill Palmer
Tora Wicker
Derwin Veal
Linda M. Rogers
Beth Brooker
Barbara Pitts Riley
JAKE HOLINGA
Det. J. J. J. J.
Bertha H. Wilson
Rannah Gray



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.

Northdale Visioning Workshop

May 20, 2010
5:30 pm - 7:30 pm
Community School for Apprenticeship Learning
1555 Madison Avenue

Northdale Alternatives & Implementation Workshop

August 14, 2010
9:00 am - 12:30 pm
Community School for Apprenticeship Learning
1555 Madison Avenue

Refreshments will be provided. 1-877-311-5862 Everyone is invited!
www.ebrra.org





5 COMMUNITY IMPROVEMENT PLANS



EAST BATON ROUGE
REDEVELOPMENT
AUTHORITY

Northdale Alternatives & Implementation Workshop

Location: Louisiana Workforce Commission

Time: August 14, 2010 9:00 am - 12:30 pm

Prepared by:

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

August 30, 2010



Presenters:

Phillips-Davis Legacy, BROWN+DANOS

Karen Phillips, FASLA

Dana Nunez Brown, ASLA, AICP, LEED AP

Facilitators:

Phillips-Davis Legacy, BROWN+DANOS

Leigh Lafargue, ASLA, Associate

Christopher Hall, ASLA, Associate

Christopher Africh, ASLA, Associate

Samantha Montoya, Intern

Trisha Brown, Intern

Franklin Industries

Kyla Hall

Rachel LeCompte

Trahan Architects

David Merlin

RDA

Walter Monsour, President

Susannah Bing

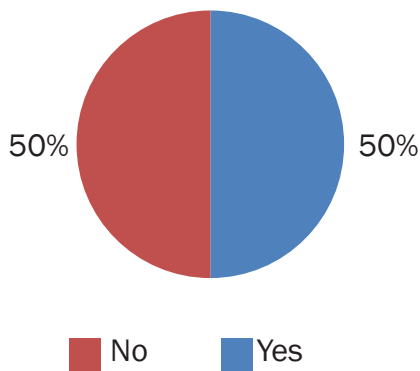
Vickie Smith

Harold Briscoe



Introduction

The intent of the Alternatives & Implementation Workshop on August 14, 2010 was to gain public input on the catalyst area concepts developed by the Phillips-Davis Legacy - BROWN+DANOS Team. The concepts were based on a market assessment and information received from the community at the Visioning Workshop on May 20, 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 by a brief description of the process completed up to this point. Following the introductory presentations, Dana Brown revealed the concept plans created for the identified target area within Northdale. Attendees were given digital voting devices and were asked to vote on the concepts as a whole as well as individual components within each. Their votes were immediately displayed on the screen, which provided input to the Team for "on-the-fly" revisions to the preferred concept. After voting was completed, respondents took a brief break to visit agencies of the Resource Fair while the Team made adjustments to the concepts. Finally, attendees reconvened at the tables and were shown an overall vision for the area, and the preferred concept illustrating their input was revealed. The Team will continue to develop the Northdale Community Improvement Plan based on input received at both the Visioning and Alternatives & Implementation Workshops, technical analysis, collaboration with the RDA, and the Team's expertise.



Percentage of respondents who attended the Visioning Workshop on May 20



Alternatives & Implementation Workshop - August 7, 2010

Concepts

Analysis of input received by area residents at the Northdale Visioning Workshop identified two potential target areas for future catalyst development. The first area is a portion of Scenic Highway between Choctaw Drive and Walnut Street, and the second is the area bordered by Cherry Street, North 22nd Street, the MLK Expressway, and Scenic Highway. At both locations resident desires focus primarily on commercial development as well as some health care and housing opportunities. Market assessment of the area and research on property ownership were conducted to determine what types of development could be supported and which location would serve as the most appropriate catalyst. Conceptual designs were developed based on both this analysis and the input from community residents. Two concepts for the second identified catalyst area were created for presentation to the public.



Community Input Analysis

Concept Development Types



Concept development types distributed for reference at workshop

Concept Development Types

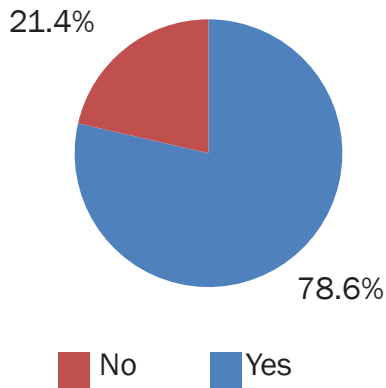
In each of the concepts that were presented to attendees of the workshop, basic development types were defined. These included those developments set forth in the Louisiana Land Use Toolkit to be appropriate for urban areas including: Single Family, Townhouses, Apartments, Commercial, and Mixed Use. 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
-  Multi Use
-  Civic / Public Space
-  Existing Roads
-  Existing Parking
-  Proposed Parking

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 Plank & Scenic Catalyst Area

Identified Catalyst Goals:

Retail Shopping
Restaurants/Cafes
Entertainment
Pharmacy
Clinics
Offices
Small Grocery
Housing



Scenic & Plank Area Concepts

Scenic & Plank Area - Concept A

Concept A focuses on placing a variety of commercial opportunities on the vacant land south of Bellvale Avenue. Buildings are oriented toward both Scenic Highway and Plank Road with parking between. A small commercial building sits in the center of the proposed new development, serving to obstruct the view of the existing cell phone tower. A heavily planted buffer separates these new commercial opportunities from the existing residences to the south of the property. At the end of Plank Road, a mixed-use development is shown with a large commercial anchor. The new commercial building would replace the two existing commercial buildings at that location. Areas of open space are provided between the mixed-use buildings.



- 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

Scenic & Plank Area - Concept B

Concept B also places commercial development on the vacant property south of Bellvale Avenue, but orients it toward that street with parking placed between the proposed development and the existing residential area to its south. At the end of Plank Road, new mixed use buildings are proposed with parking placed between them. The two existing commercial buildings remain in this concept, but new parking is provided for them.

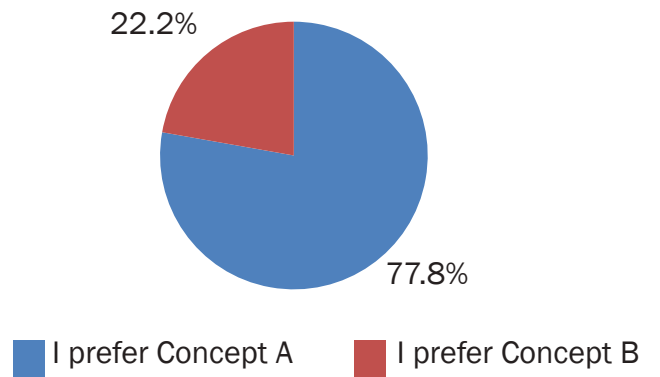


- Single Family Residential
- Multi-Family / Apartment
- Commercial
- Mixed Use
- Civic / Public Space
- Existing Roads
- Existing Parking
- Proposed Parking
- Vacant Land / Open Space
- Proposed Green Space

Concept B Illustrations

Northdale 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



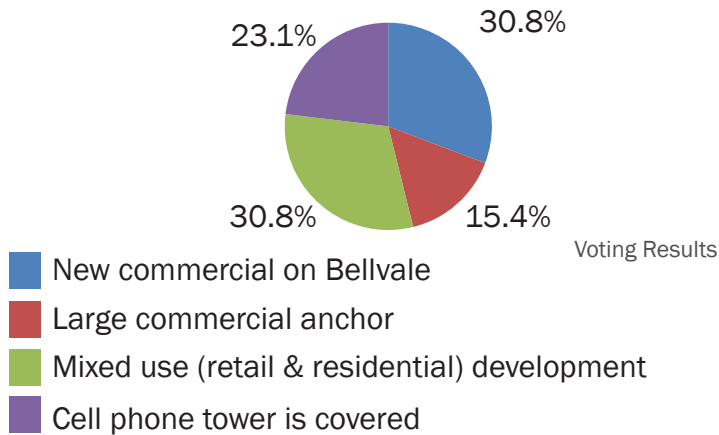
Concept A



Concept B

Concept A Questions

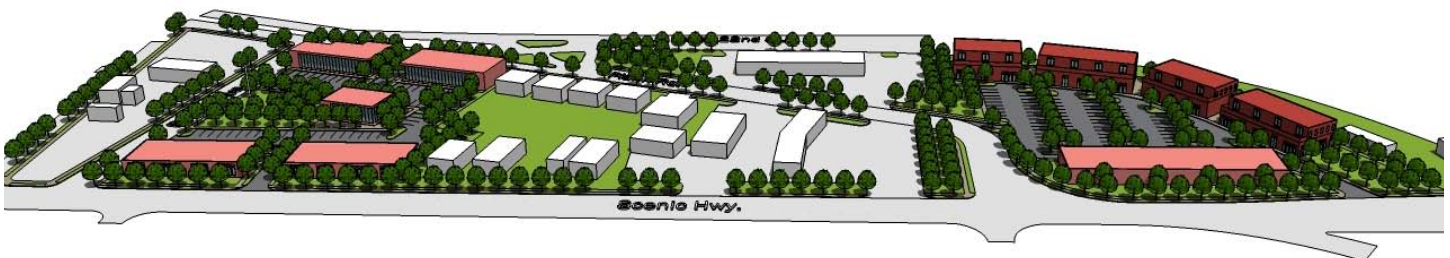
Question: Within concept A, which of the following elements do you like the most? (choose 2 in order of preference)



- A. New commercial on Bellvale
- B. Large commercial anchor
- C. Mixed use (retail & residential) development
- D. Cell phone tower is covered

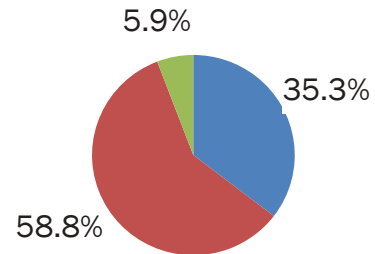


Scenic & Plank Area Concept A - Plan



Scenic & Plank Area Concept A - Tilt Up

Question: A cluster of commercial buildings is shown at this location on Bellvale Avenue. Do you prefer... (Choose 1)



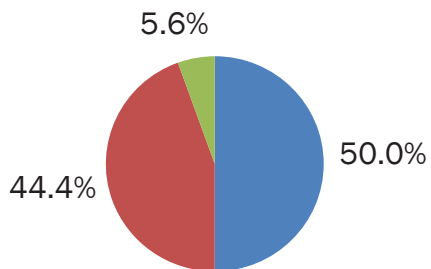
Voting Results

- I like the commercial buildings here
- I would prefer mixed-use (retail & residential) at this location
- I would prefer apartments at this location



Scenic & Plank Area Concept A - Commercial Cluster

Question: A grouping of mixed-use buildings are shown here between North 22nd Street and Scenic Highway. Do you prefer... (Choose 1)



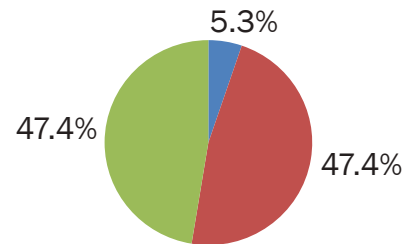
Voting Results

- I like mixed-use at this location
- I would prefer commercial here
- I would apartments at this location






Scenic & Plank Area Concept A - Mixed-Use Buildings

Question: Between the buildings, open courtyard space is shown. Do you prefer... (Choose 1)



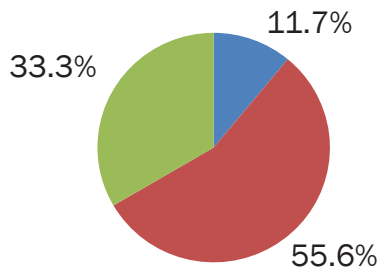
Voting Results

-  I like open courtyards
-  I prefer cafe seating between buildings
-  I prefer planted green space between the buildings



Scenic & Plank Area Concept A - Open Space Courtyards

Question: This concept shows a large commercial building fronting Scenic Highway. Do you prefer...
(Choose 1)



Voting Results

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



Scenic & Plank Area Concept A - Large Commercial Building



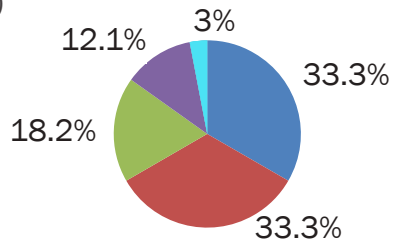
Residents ready to vote



Residents discussing the concepts

Scenic & Plank Area - 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

- Mixed Use Buildings
- Parking Away from the Street
- Reuse of existing commercial
- Large commercial buildings on Bellvale Ave.
- Parking between homes and new commercial

- A. Mixed Use Buildings
- B. Parking away from the street
- C. Reuse of existing commercial
- D. Large commercial buildings on Bellvale Ave.
- E. Parking between homes and new commercial

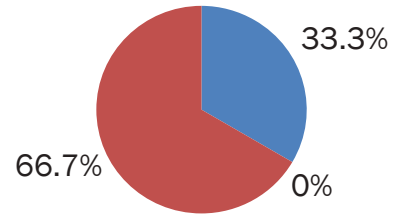


Scenic & Plank Area Concept B - Plan



Scenic & Plank Area Concept B - Tilt Up

Question: In this concept, two large commercial buildings are shown. Do you prefer... (Choose 1)



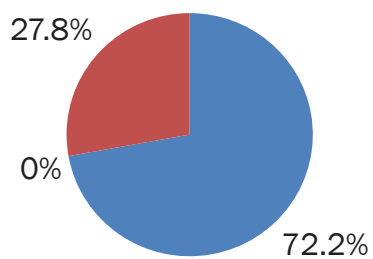
Voting Results

- I like the large commercial at this location
- I prefer mixed use (retail & residential) here
- I prefer apartments at this location



Scenic & Plank Area Concept B - Commercial Buildings

Question: This concept shows mixed use buildings at this location. Do you prefer... (Choose 1)



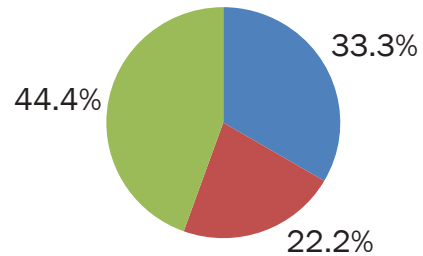
Voting Results

- I like mixed use at this location
- I prefer only commercial here
- I prefer apartments at this location



Scenic & Plank Area Concept B - Mixed-Use Buildings

Question: This concept shows the reuse of the two existing commercial buildings on Scenic Highway. Do you prefer... (Choose 1)



Voting Results

- I like reusing these buildings
- I prefer to replace these with new commercial
- I prefer to replace these with new mixed-use (retail & residential)



Scenic & Plank Area Concept B - Building Reuse

Community Opportunities

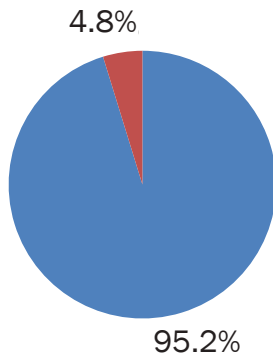
A break was provided for attendees to visit the Resource Fair. Following the break, a concept for making connections within the community was presented. It features crosswalks, street beautification and pedestrian enhancement opportunities, renaturalization of the existing drainage canal, and several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

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



Northdale potential public space improvements

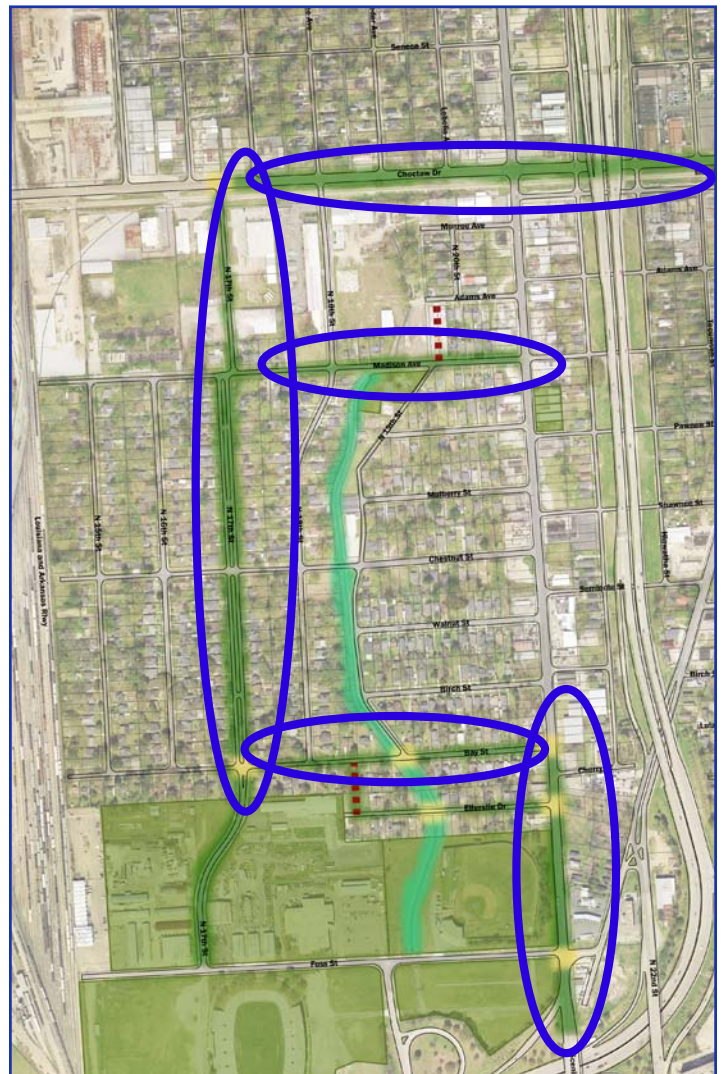
Question: Would you like to have pedestrian enhancements like sidewalks, street lights, and planting along these major streets?



Voting Results

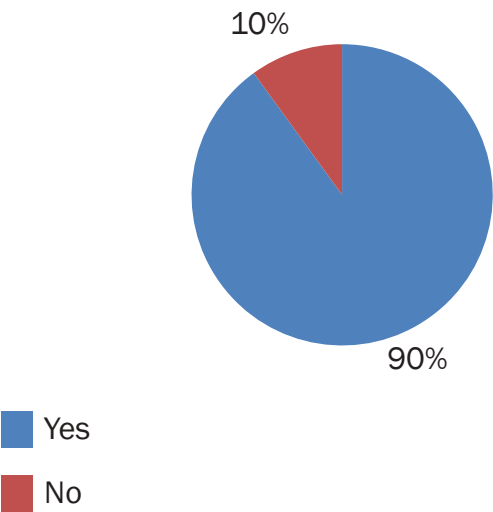
Yes

No



Northdale potential street improvements

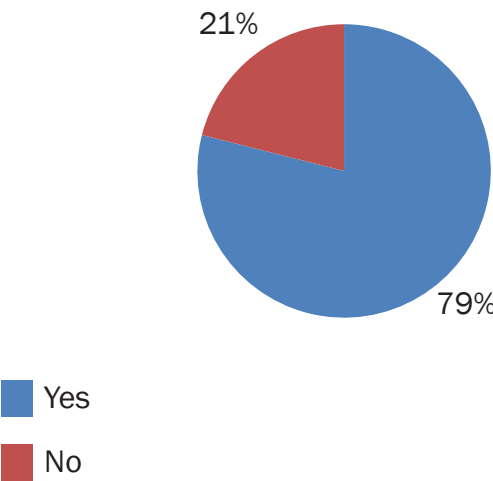
Question: Do you think the crosswalks would be helpful to increase the safety of the area?



Voting Results



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

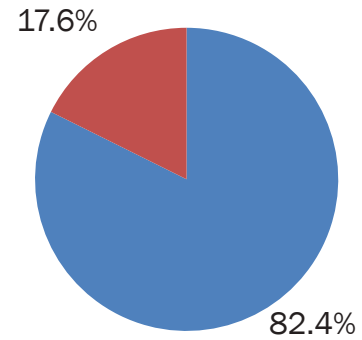


Voting Results



Crosswalk illustrations

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



Voting Results

Yes

No



Northdale potential street connections

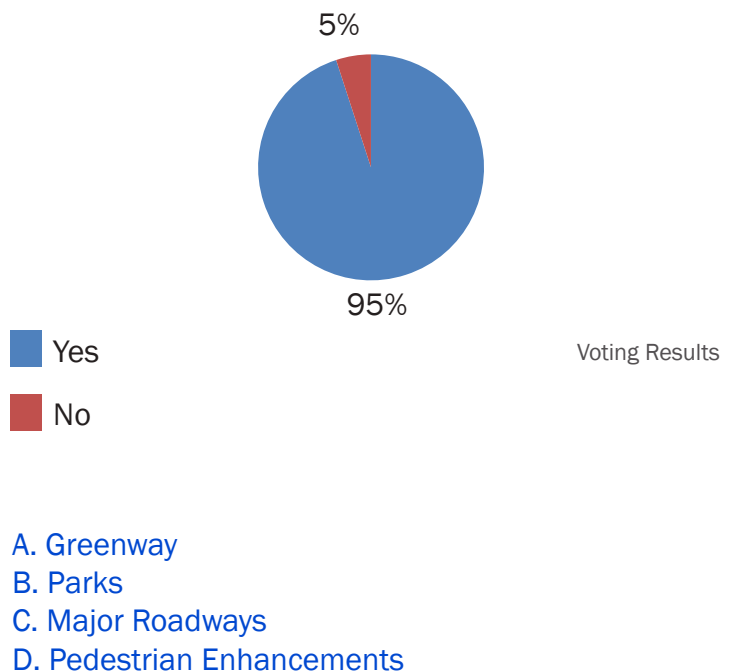
Regional Opportunities

Attendees were then shown a map illustrating Regional Connection Opportunities, possible ways to connect the community to the rest of the city. Following a description of the map and proposed connections, James Anderman of the Downtown Development District presented his agency's plans for the "Downtown Greenway" connection of Memorial Stadium to City Park.



Northdale regional connections

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



Preferred Concepts



Resource Fair Table

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



Design Team Working

Resource Fair Participants

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

Scenic & Plank Area Preferred Concept

In the original presentation of Concepts A and B for the Scenic & Plank area, residents indicated that they generally preferred Concept A. That concept was used as the base concept and adjustments were made regarding specific elements. In the original concept, the development south of Bellvale Avenue was shown with only commercial buildings. While slightly less than one third of residents said that they liked commercial at this location, more than half indicated that they would like to see mixed use buildings within the proposed development. This lead the design team to incorporate both commercial and mixed use on the property. At the end of Plank Road in the original Concept A, a large commercial anchor was shown replacing the two

existing commercial buildings. While respondents were in favor of replacing the older buildings, they indicated that they would prefer smaller commercial opportunities over one large one. The team replaced the large anchor with three smaller buildings featuring planted courtyards between them. Just as in the area to the north, resident votes were divided between keeping this area with just commercial or incorporating mixed-use buildings. Again, a combination of the two was provided. Finally, the open courtyards that were shown between buildings in the original Concept A were replaced with a combination of planted greenspace and café seating in response to community input.



Northdale preferred concept plan



Northdale preferred concept - tilt up

Next Steps

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



Resource Fair Table

CIP APPENDIX | Development Analysis

The following information illustrates analysis completed regarding the development opportunities within the CIP area. Documents included are the Northdale Adaptive Reuse and Architectural Analysis Report, Northdale Market Overview, and the Northdale Pro-forma Spreadsheets.

Northdale Architectural Survey and Adaptive Reuse Analysis

Prepared by:
Trahan Architects
November 2010

Introduction

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

Northdale Windshield Survey Summary

OBSERVED CONDITIONS

A Neighborhood in Transition - When driving through Northdale, an observer quickly comes to understand the patchwork nature of this neighborhood. Areas of blighted residential units are scattered throughout the area, while it also contains promising commercial hubs and well-developed residential zones.

Diverse Neighborhood – With diversity also comes potential. In a relatively small area, Northdale is home to a football stadium, a baseball field, a significant commercial corridor, a residential neighborhood, large scale businesses, and a military installation. The transition between these pieces is abrupt and in some cases it is difficult to understand the diversity of the neighborhood because of physical and visual barriers.

A Peninsula Neighborhood – Northdale is surrounded on three sides by infrastructure. To the west is a train yard that runs the length of the neighborhood from north to south. To the south and east it is bounded by the interstate. In addition, Northdale's northern boundary is an arterial highway. These boundaries isolate Northdale from the surrounding community.

Sustainable Model – The commercial corridor along Scenic Hwy is of a scale and in such close proximity to the existing residential stock that it fulfills many of the fundamental ideas of smart growth. The needed businesses are not in place currently, but the infrastructure exists.

Significant Businesses – Businesses like Turner Industries have facilities in Northdale. The relationship of this business and others to the residential neighborhood is unclear, but common goals can be established to benefit all parties.

Recreational Facilities – There are three major recreational areas in Northdale: Memorial Stadium, Goldsby Field, and Madison Avenue Park. These facilities service not only the neighborhood residents, but also people living outside the area coming into Northdale. There could be some commercial opportunities associated with these assets.

Vacant Buildings – Vacant residential and commercial buildings are a concern in Northdale. Vacancy could affect adjacent property values.

Accessibility – Even though Northdale is isolated from its surroundings there is easy vehicular access to the interstate and Choctaw Drive.

EMPIRICAL BOUNDARIES

Interstate – I-110 creates the south and east boundaries of Northdale. Even though it is elevated on the eastern edge, this infrastructure creates a boundary between Northdale and its neighbors.

Bay Street – The north south streets in the residential part of Northdale stop at Bay Street. The only street that allows access to BREC facilities to the south is 17th Street.

Dead-End Street – Eilerslie Drive is a dead-end street that is only accessible from Scenic Highway. Its isolation creates opportunities for illegal activity.

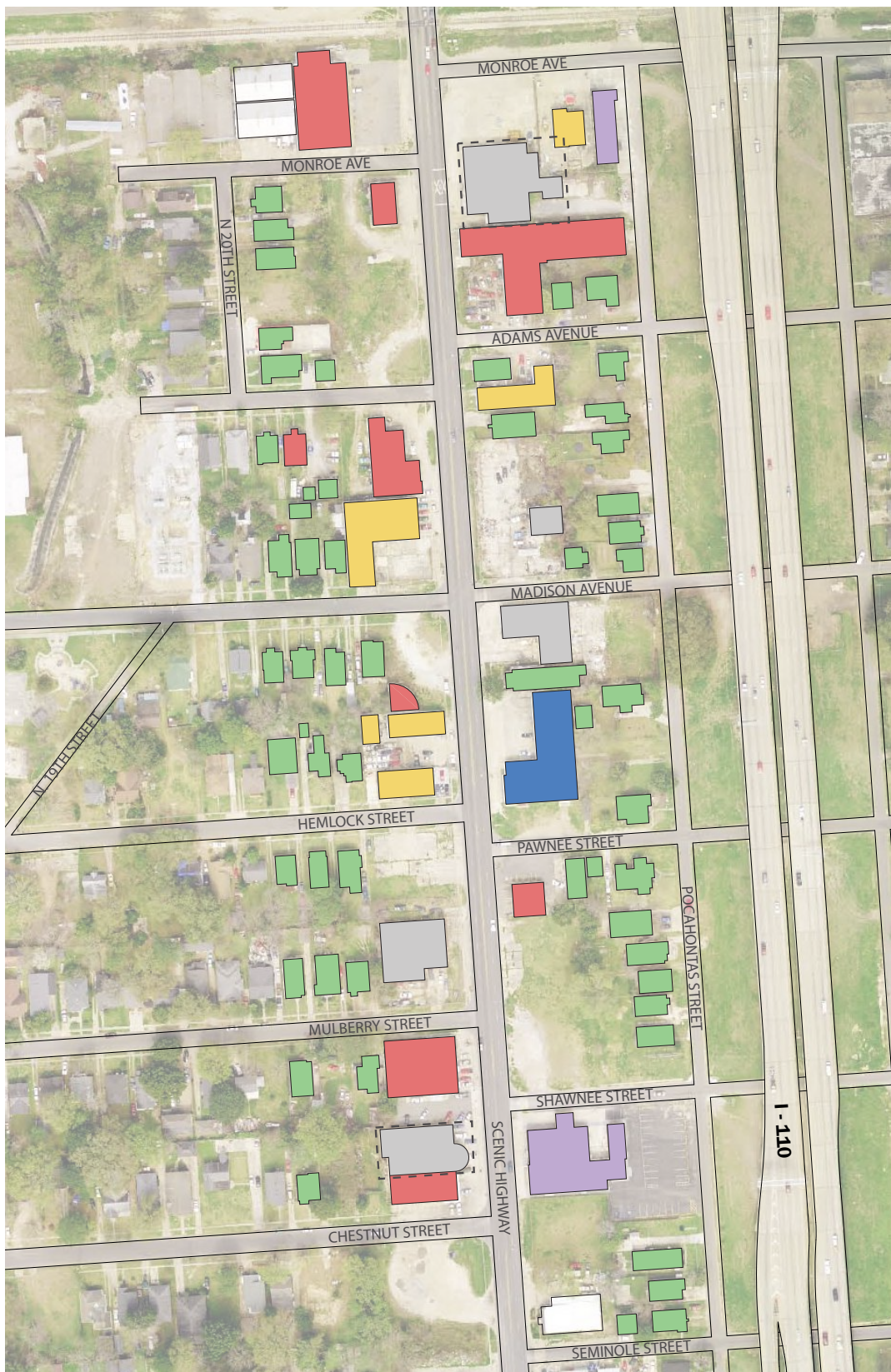
Rail Yard – The western boundary of the Northdale is a rail yard. There is currently no way to traverse this infrastructure.

Northdale Adaptive Reuse General Recommendations

Analysis from the Visioning Workshop indicates residents and stakeholders would like to see more small businesses along Scenic Highway. The two sites identified by residents and stakeholders as potential catalyst projects, Scenic Highway between Monroe Avenue and Seminole Street, and Scenic Highway between Cherry Street and Foss Street, have few unoccupied buildings in suitable condition for reuse.

In particular, the site along Scenic Highway between Cherry Street and Foss Street does not have any building suitable for reuse. Open space on the north side of the site and a vacant building on southeast corner of Scenic Highway and Foss Street do not have any apparent adaptive reuse qualities, but do present opportunities for catalyst projects.

The site along Scenic Highway between Monroe Avenue and Seminole Street does have two vacant buildings that after visual assessment are suitable for reuse (see map below). In addition, there are two other vacant buildings that do not seem suitable for reuse after visual assessment, but further assessment could find appropriate reuse possibilities.



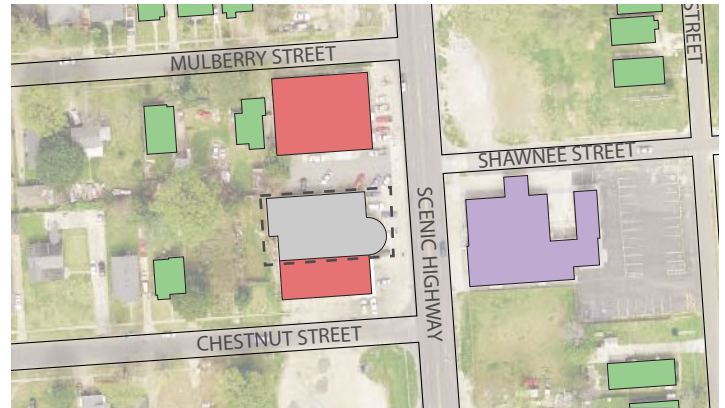
- reuse site
- retail
- residential
- commercial
- recreational
- religious / educational
- vacant

Infill opportunities along Scenic Highway

Scenic Highway Between Monroe Avenue and Seminole Street



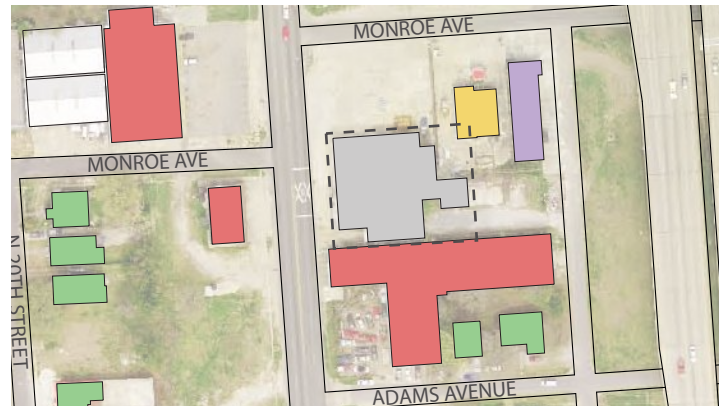
A vacant building attached to an existing convenience store at the intersection of Scenic Highway and Chestnut Street is sized to accommodate a variety of retail types, community oriented services, small scale health services,



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



A vacant building at the intersection of Scenic Highway and Monroe Avenue is sized to accommodate a variety of commercial services, offices, or food services. All of these programmatic uses have their own unique structural,



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

Scenic Highway Between Bellvale Street and Foss Street

The existing buildings on Scenic Highway between Bellvale Street and Foss Street do not present any clear opportunities for reuse. The residential buildings are either occupied or in significant disrepair. The gas stations appear to be operating normally, however, the vacant and retail buildings to the south are sized and configured for specific programming making them unfeasible for reuse. The vacant land to the north appears to be the best site for a catalyst project.



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

Infill opportunities along Scenic Highway and Plank Road

Architectural Ranking

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

Scenic Highway between Bellvale Street and Foss Street is the site identified for catalyst development and was examined in October 2010 for the purpose of this survey. In general this is a transitional zone from limited access interstate to arterial highway. The commercial program reflects the intersection's characteristics in the form of gas stations. The high volume of traffic creates an opportunity for either mixed-use or commercial development.

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 structural condition and should be removed due to safety concerns. A rating of "B" indicates the building is in fair 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 area and each building's rating is diagrammed in the map 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.

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



Architectural conditions assessment



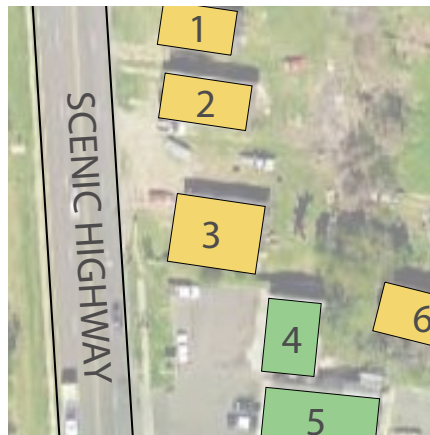
BUILDING 01 PRIORITY B

This is a single family residence in poor to fair condition. It is currently occupied so any development should retain the building. However, if the property becomes available at a future date, a more appropriate site use would be mixed-use or commercial occupancy. The existing structure does not lend itself to this type of reuse.



BUILDING 02 PRIORITY B

This is a single-family residence in poor to fair condition. It is currently occupied so any development should retain the building. However, if the property becomes available at a future date, a more appropriate site use would be commercial occupancy. The existing structure does not lend itself to this type of reuse.



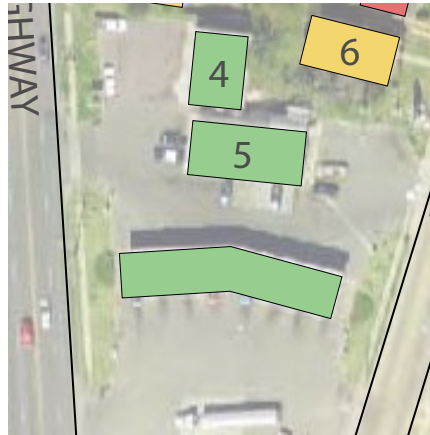
BUILDING 03 PRIORITY B

This is a single family residence in poor to fair condition. It is currently occupied so any development should retain the building. However, if the property becomes available at a future date, a more appropriate site use would be mixed-use or commercial occupancy. The existing structure does not lend itself to this type of reuse.



**BUILDING 04
PRIORITY C**

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



**BUILDING 05
PRIORITY C**

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



**BUILDING 06
PRIORITY B**

This is a single-family residence in poor to fair condition. It is currently occupied so any development should retain the building. However, if the property becomes available at a future date, a more appropriate site use would be commercial occupancy. The existing structure does not lend itself to this type of reuse.



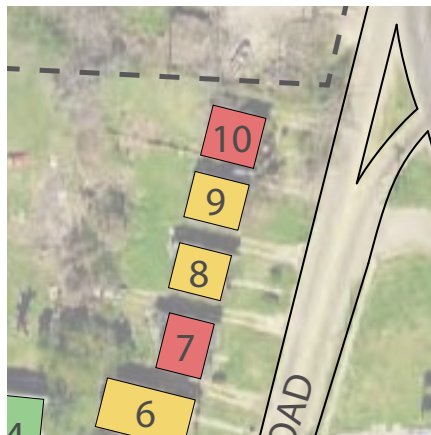
BUILDING 07 PRIORITY A

This is a single-family residence in poor condition that appears to be unoccupied. Replacement of this building could be considered in order to reduce blight and create new opportunities for development. The site location, surrounding existing uses, and proposed future surrounding uses lend this site to possible future uses such as mixed-use or commercial.



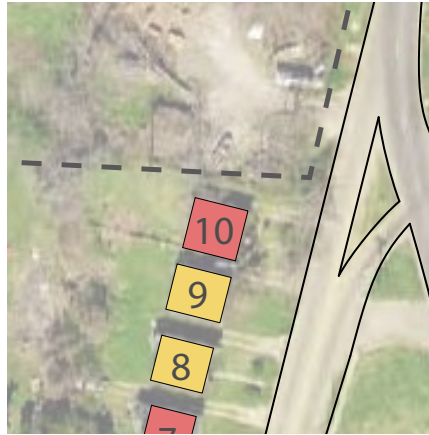
BUILDING 08 PRIORITY B

This is a single-family residence in poor to fair condition. It is currently occupied so any development should retain the building. However, if the property becomes available at a future date, a more appropriate site use would be mixed-use or commercial occupancy. The existing structure does not lend itself to this type of reuse.



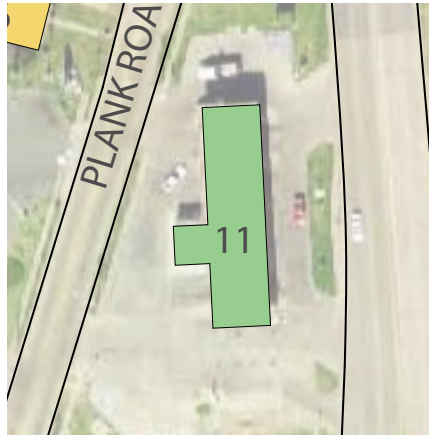
BUILDING 09 PRIORITY B

This is a single-family residence in poor to fair condition. It is currently occupied so any development should retain the building. However, if the property becomes available at a future date, a more appropriate site use would be mixed-use or commercial occupancy. The existing structure does not lend itself to this type of reuse.



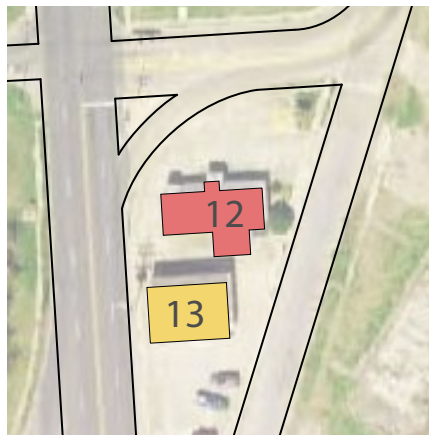
**BUILDING 10
PRIORITY A**

This is a single-family residence in poor condition that appears to be unoccupied. Replacement of this building could be considered in order to reduce blight and create new opportunities for development. The site location, surrounding existing uses, and proposed future surrounding uses lend this site to possible future uses such as mixed-use or commercial.



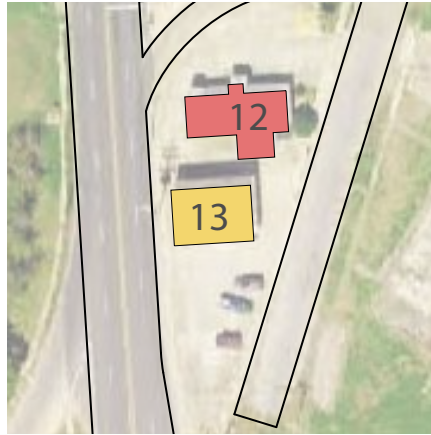
**BUILDING 11
PRIORITY C**

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



**BUILDING 12
PRIORITY A**

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



BUILDING 13
PRIORITY B

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



COMMUNITY IMPROVEMENT PLANS



EAST BATON ROUGE
REDEVELOPMENT
AUTHORITY



Market Overview for Northdale

Prepared by:
ECONorthwest
October 27, 2010



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

1. INTRODUCTION

1.1. BACKGROUND

The East Baton Rouge Redevelopment Authority (RDA) has engaged the services of the Phillips-Davis Legacy and Brown + Danos Team to assist in creating a series of Community Improvement Plans (CIPs) for five distinct districts in East Baton Rouge Parish: (1) Melrose East, (2) Zion City & Glen Oaks, (3) Northdale, (4) Scotlandville Gateway, and the (5) Choctaw Corridor. ECONorthwest is a sub consultant to the Team, and is charged with discussing factors that affect redevelopment in the 5 CIP areas. In addition, our 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 Northdale. The report will help facilitate discussion among residents, the RDA, the technical advisory committee, and the consultant Team.

The balance of this document is organized as follows:

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

1.2. DATA AND METHODS

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

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

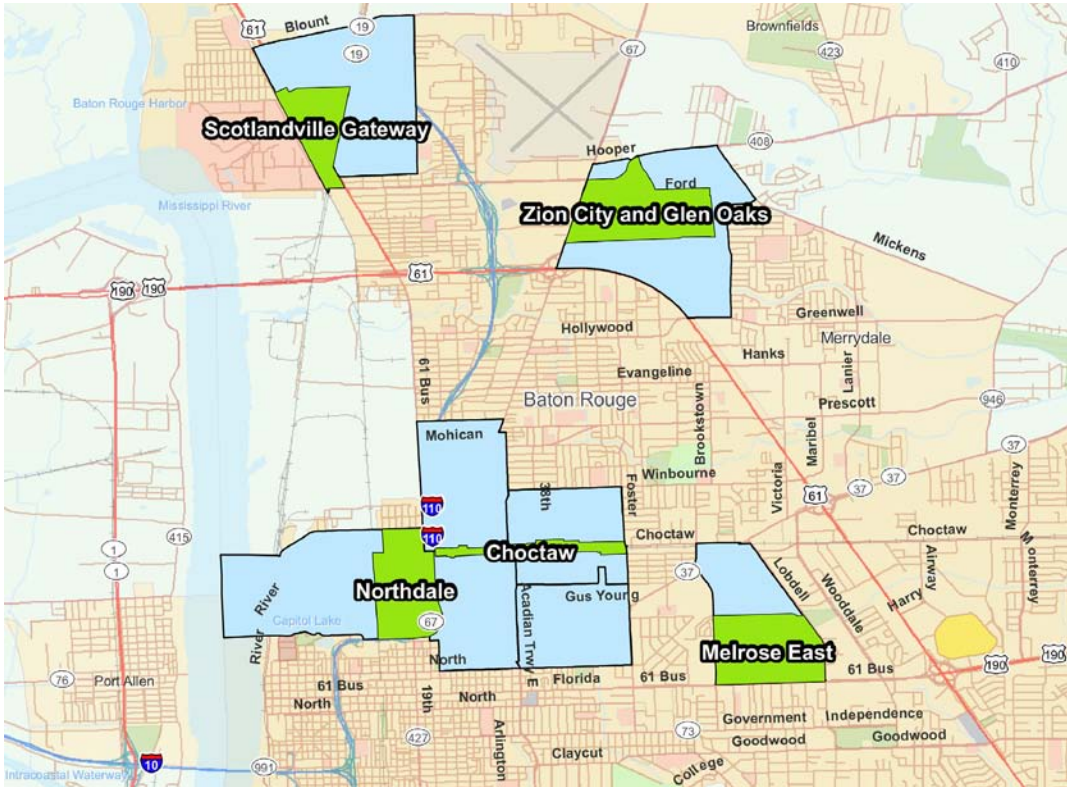
2. FRAMEWORK

2.1. THE STUDY AREA

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

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

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



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

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

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

development of residential, commercial, and industrial uses. Many factors can influence the future supply and demand for development in a specific area. Key among them are 1) growth (or decline) in population and employment in the downtown, the city, the surrounding area, and selected neighborhoods, 2) the demographic make up of expected growth, 3) characteristics of employment, 4) location and access to transportation and amenities, (5) availability and affordability of residential units and commercial services, and 6) land use regulations that determine how and where growth will occur. A logical way to get to the specific questions about the type of development that is desirable and possible is to start more broadly with the region, the Parish, and the City. 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 Northdale.

3.1. POPULATION GROWTH

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

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

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

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

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

The Louisiana State Census Data Center projects population growth by parish over the 2010 and 2030 period. The State developed forecasts under three different sets of in-migration assumptions.³ Exhibit 3 shows the State of Louisiana's population projections for Louisiana and the Baton Rouge MSA for the 2005-2030 period under middle migration assumptions. The Baton Rouge MSA is forecast to grow at 0.98% annually between 2010 and 2030, which is consistent with the population growth rate in the MSA over 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 2. Population and population change, United States, Louisiana, Baton Rouge MSA, East Baton Rouge Parish, City of Baton Rouge, Northdale, 1990, 2000, and 2008/2009

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

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

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

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

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

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

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

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

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

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

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

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

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

3.2. EMPLOYMENT (EMPLOYEES BY INDUSTRY)

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



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

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

Source: Claritas 2009

Note: Only population above the age of 16 shown

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

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

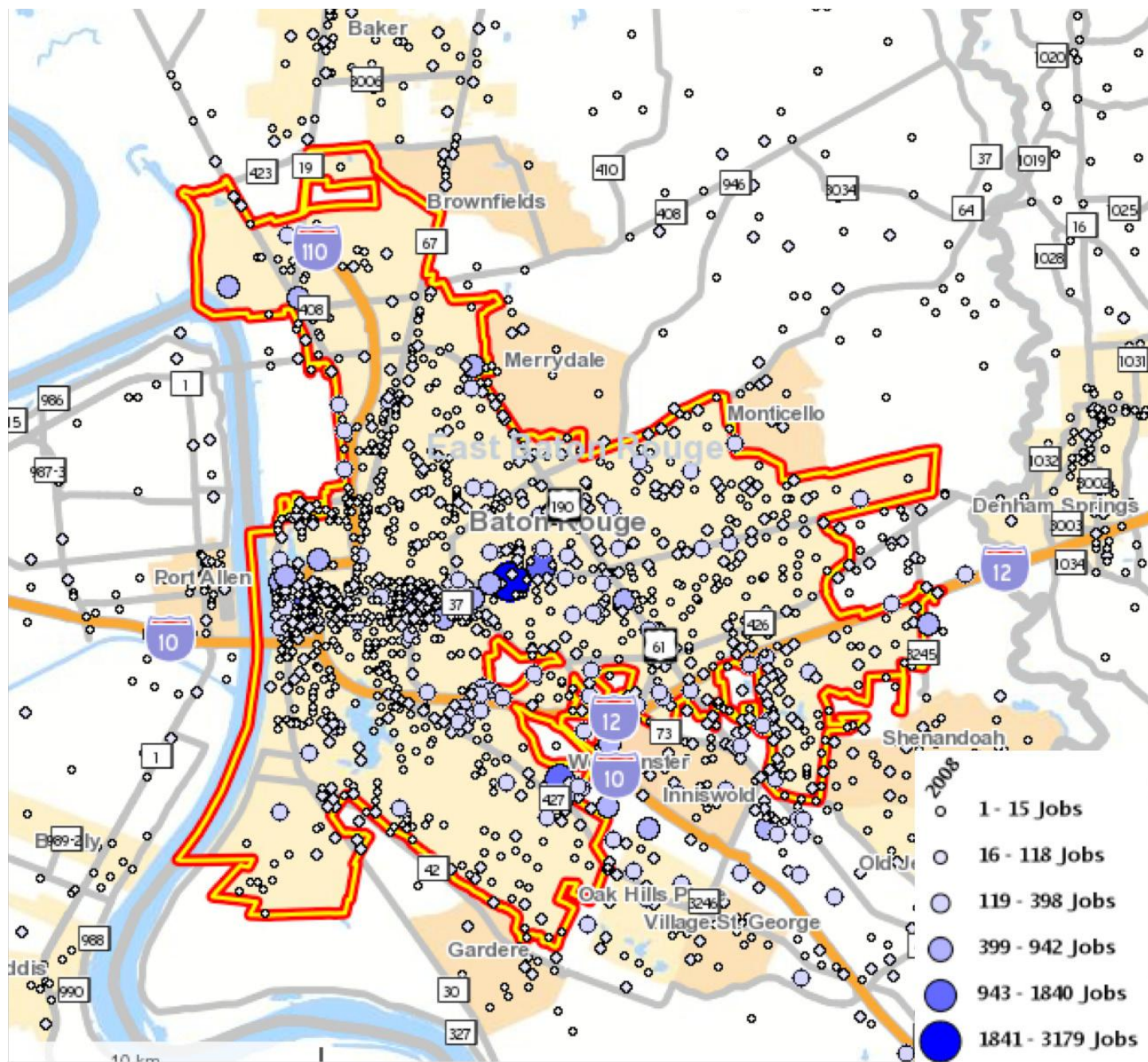
Industry Sector	East Baton Rouge Parish	Northdale
Agriculture, Forestry, Fishing and Hunting, and Mining	1%	0%
Construction	7%	10%
Manufacturing	10%	9%
Wholesale Trade	3%	3%
Retail Trade	11%	13%
Transportation, Warehousing, and Utilities	4%	5%
Information	2%	2%
Finance, Insurance, Real Estate (Rental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

Source: Claritas 2009

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

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

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



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

3.3. DEMOGRAPHIC CHARACTERISTICS

Racial composition

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

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

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

Source: Claritas 2009

Educational attainment

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

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

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

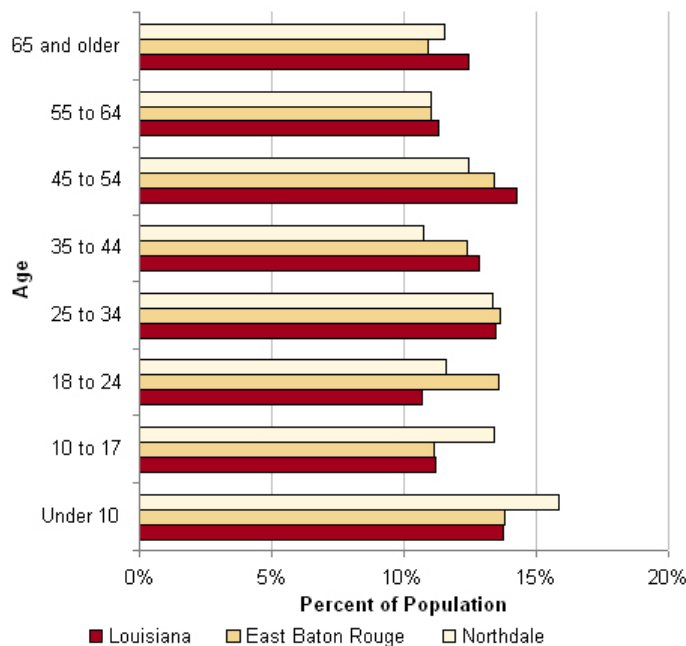
Source: Claritas 2009

Age

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

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

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

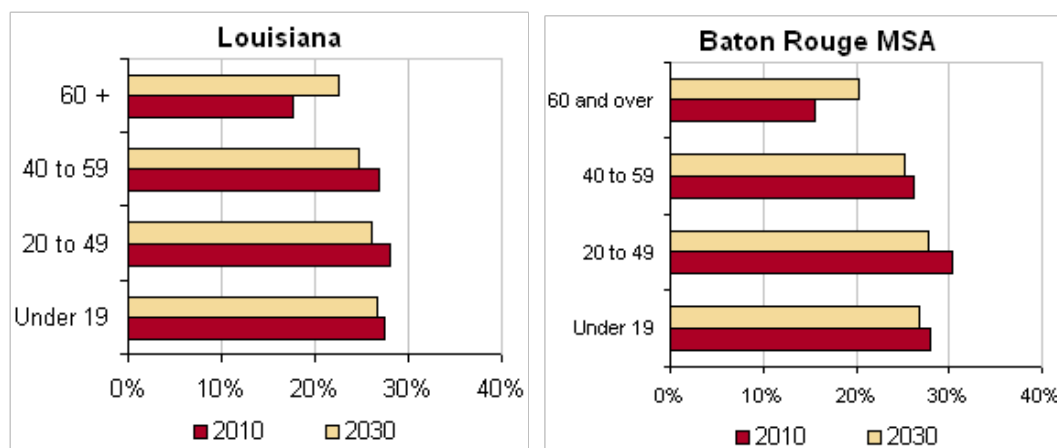


Source: Claritas 2009

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

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

⁵ Louisiana Human Development Report 2009

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

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

Income

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

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

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

Source: Claritas 2009

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

3.4. LOCATION AND ACCESS

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

- » **Proximity to downtown and employment centers.** Northdale is located within close proximity to downtown and other employment centers relative to other neighborhoods in the Parish. Northdale is located directly north of downtown Baton Rouge, which is home to the Capitol, and numerous

employers, cultural institutions, and churches. This location gives the neighborhood an advantage over other areas in the City, as it offers shorter commute distances and access to downtown activity. Though technically within walking distance of downtown, the highway and rail yards located on the south and western edges of Northdale represent a significant barrier to pedestrians and drivers.

- » **Proximity to higher educational institutions.** The neighborhood is situated almost equidistant from Louisiana State University (LSU), Southern University, and Baton Rouge Community College (BRCC), although the neighborhood is closest to BRCC (3.5 miles). This proximity to higher education, technical skills, and job training, in conjunction with proximity to downtown, is a potential advantage for the neighborhoods.
- » **Access to medical facilities.** The Northdale neighborhood is located within relatively close proximity to Baton Rouge General Medical, which is an amenity for residents and employees.
- » **Access to I-110.** Northdale has relatively convenient access to I-110, which provides direct routes to downtown, employment centers, and commercial services via Chippewa Street and Plank Road. We do note that while convenient interstate access exists, the interstate itself presents a significant physical and psychological barrier for the neighborhood between Northdale and Downtown Baton Rouge.
- » **Transit.** Northdale is served by the Capitol Area Transit System (CATS), which operates a bus system throughout the region. Northdale is served by the Scotlandville Route 10.⁶ Routes 10 runs about twice per hour between 5:00 am and 10:00 pm on weekdays/Saturdays and once per hour on Sundays.
- » **Access to vehicles.** In 2000, 17% of households in Northdale did not have access to a vehicle, compared to 9% in East Baton Rouge Parish.⁷ The amount of travel a household demands is strongly related to the availability of vehicles. According to the Bureau of Transportation Statistics, persons in households with vehicles in 2001 took on average 50% more trips than households that did. Households with income less than \$25,000 were almost 10 times more likely to not have a vehicle than households making above \$25,000.⁸ A reliable and convenient transit system can help compensate for the lack of access to vehicles.
- » **Proximity to airport.** Northdale is located within close proximity to the Baton Rouge Metropolitan Airport, relative to other neighborhoods in the Parish. This proximity gives both neighborhoods a comparative advantage, not only for access to the airport, but also as a potential location for employers seeking convenient airport access (distribution, airport services, logistics, and transportation).

3.5. COMMERCIAL SERVICES

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

Residents of the neighborhood indicated a desire for commercial services such as restaurants, coffee shops, banks, gas stations, pharmacies, and health care clinics. Northdale contains few existing commercial outlets. The area around the Foret and McCall shopping center (Choctaw/Plank) includes

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

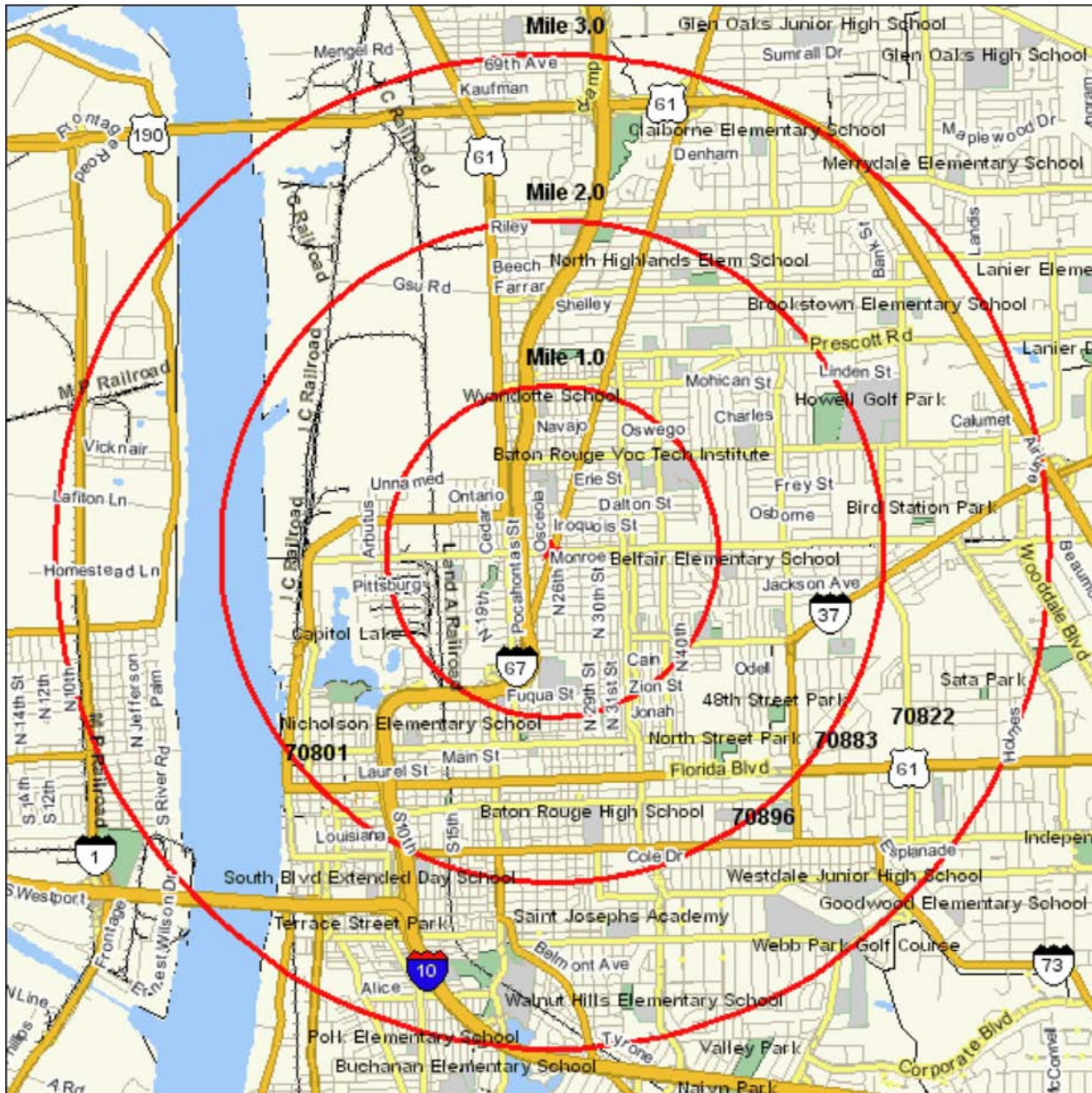
⁷ U.S. Census 2000, H44 Summary File 3

⁸ Bureau of Transportation Statistics.

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

a general merchandise discount store and a pharmacy. Choctaw Village Shopping Center at North 38th Street contains a grocery store and other smaller commercial services (beauty supply, shoe store, fast food). There are numerous convenience stores throughout the neighborhood, while full service grocery stores are located at Choctaw Village Shopping Center at Choctaw Drive and N. 38th (Piggly Wiggly) and on Government Street and Foster Drive (Albertston's) about 3.3 miles away. The next nearest opportunities to access commercial services are located further east of the neighborhood, Choctaw Drive/Airline Highway and Cortana Mall (5-6 miles away) or the Village Shopping Center, located in South Baton Rouge on I-10 (6-7 miles).

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



Source: Claritas, 2010

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

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

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

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

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

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

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

community/regional shopping center. This does not preclude potential opportunities for small-scale or specialty clothing stores. Foodservice, clothing, and other smaller retail outlets will require critical mass and careful design to increase the likelihood of success.

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

3.6. HOUSING

Unit type, size, and tenure

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

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

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

Source: Claritas 2009

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

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

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

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

Source: Claritas 2009

Exhibit 19 suggests that the Northdale Area has slightly larger households than the parish as a whole. Both neighborhoods have a lower percentage of one and two-person households than the parish as a whole, but both have a slightly higher percentage of three-, four-, and five-person households.

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

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

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

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

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

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

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

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

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

3.7. LAND OWNERSHIP AND PARCEL SIZE

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

Availability of vacant land can be an important asset, because that area is more likely to attract new development than areas with less vacant land. The relatively high number of vacant lots gives both neighborhoods short-term comparative advantage over areas with fewer vacant lots—however, note that many of the vacant parcels are also adjudicated, which can significantly increase the cost and risk associated with redevelopment (RDA control of these parcels creates great opportunities for redevelopment).

3.8. ZONING

City-Parish policy can play a significant role in the revitalization of an area. Regulations do not necessarily have to be a barrier to redevelopment: they can place restrictions on development while helping to ensure that new development achieves the community's goals. Zoning can play a key role in the redevelopment potential of an area. Northdale contains a mix of residential, commercial, and light industrial zones.

3.9. FINANCIAL INCENTIVES

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

4. IMPLICATIONS & RECOMMENDATIONS

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

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

Though we recognize that Northdale 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:

- » **Focus on neighborhood scale commercial uses.** For reasons described in Section 3.5, consumer demand may not support large- or medium-scale commercial development. Given the location of Northdale (i.e. within proximity to other shopping opportunities), our preliminary recommendation is to focus on neighborhood-scale commercial uses that are designed to serve a relatively small area, such as neighborhood restaurants and specialty clothing stores.
- » **Generate critical mass.** Critical mass is essential to the success of neighborhood-scale commercial uses. A critical mass of activity and a mix of uses will provide a focal point to help draw people to a small area. Redevelopment projects that contain a mix of uses, particularly a residential use coupled with commercial uses, can create a convenient central place for residents and customers. Coupling different uses together usually helps each use in the project succeed. Mixed-use does not necessarily have to take the form of a five or ten-story building with apartments above and retail on the ground floor. Mixed-use developments can take on a variety of shapes and forms. For instance, a smaller scale “vertical” mixed-use project may have one to three floors of housing over commercial, or office over retail. A “horizontal” mixed-use project could contain five to ten townhouses that share parking or a courtyard with a restaurant, coffee shop, bank, clothing store, or other commercial use. Mixed-use projects can also incorporate existing buildings that are adapted for new uses.

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

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

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

4.1. GENERAL RECOMMENDATIONS

- » **Refine a strategy to resolve adjudicated properties.** The large number of vacant and adjudicated properties in the neighborhood will continue to hamper redevelopment efforts unless those properties are assembled by the RDA and disposed of in a strategic manner that brings a mix of uses into the community.
- » **Implement a robust and consistent code enforcement program.** Preliminary analysis, interviews, and workshop feedback suggest that both neighborhoods need additional code enforcement for buildings and parcels that are in dilapidated or unsafe condition. This will help turn the image of the area around for both existing residents and future investors.
- » **Enhance transit links and connections.** Convenient access to a transit network is a key component of revitalization, especially in neighborhoods with less access to vehicles than elsewhere in the Parish. Transit is especially important as a means to provide residents with access to employment opportunities, workforce training, higher education, and medical facilities.
- » **Leverage public financial resources to stimulate private investment.** This document describes above a number of financial resources available, not only through the RDA, but also through the Parish, the state, and federal programs. These resources can be leveraged to attract private investment in development projects that earn reasonable returns for private investors and provide projects that will enhance and benefit the community. Leveraging can take the form of public investment into infrastructure improvements that are linked to fostering private development and/or direct investment of public funds into a private development project.

- » **Implement/facilitate policies that enhance economic opportunity for residents.** In addition to financial resources that may be available for specific (re) development projects, we also recommend that the RDA work with the City-Parish as it develops a long range economic development strategy (FuturEBR) to find areas where residents and the RDA can facilitate or implement additional opportunities and programs that would be focused in 5 CIP neighborhoods. These could include life skills development, workforce training, entrepreneur mentoring, economic gardening, and an enhanced micro-loan program.

Northdale Pro Forma Spreadsheet - Prototype: Attached Commercial

Assumptions / Building value bottom line			Scenario 1 (35/65)			Scenario 2 (20/80)			Scenario 3 (with public loan)		
About the development			Equity			Equity			Equity		
use	square feet		assumption	dollars		assumption	dollars		assumption	dollars	
Ground Floor retail	10,815	-	35%	\$560,665		20%	\$320,380		5%	\$80,095	
Surface parking	10,850		7			7			7		
TOTAL (w/o parking)	10,815		15%			15%			15%		
				Total equity repayment (balloon payment at end of term)	\$943,331			Total equity repayment (balloon payment at end of term)		\$134,762	
Development costs			Bank loan			Bank loan			Bank loan		
Item	% assumption	dollars	assumption	dollars		assumption	dollars		assumption	dollars	
Site acquisition		\$309,000		\$1,041,235		80%	\$1,281,519		70%	\$1,121,329	
New construction		\$986,946									
Developer fee (as % of construction)	5%	\$49,347									
Soft costs (as % of construction)	20%	\$197,389									
Contingency (as % of soft & hard costs)	5%	\$59,217									
TOTAL		\$1,601,899		\$83,909							\$90,364
Revenues and expenses			Bottom line			Bottom line			Second loan		
source of income/expense	\$/SF	annual income									
Residential rent (per month)		\$0									
Retail rent (per year)	13	\$119,506									
total revenue		\$119,506									
Management / operations (as % of revenue)	5%	\$5,975									
STABILIZED NOI		\$105,643									
Other assumptions			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								
Rent increase per year	3%										
Operating cost increase	3%										
Vacancy, Yr 1	20%										
Vacancy, Yr 2	5%										
Vacancy, Yr 3 and stabilization	5%										
Cap rate	7.5%										
Bottom line			Bottom line								
Fair Market Value		\$1,408,574	Loan to value ratio 0.80								
			Debt coverage ratio 1.17								
			Financing gap \$0								
			Equity repayment gap (or surplus) -\$6,171								
			IRR 10%								

Northdale Pro Forma Spreadsheet - Prototype: Detached Commercial with Less Parking

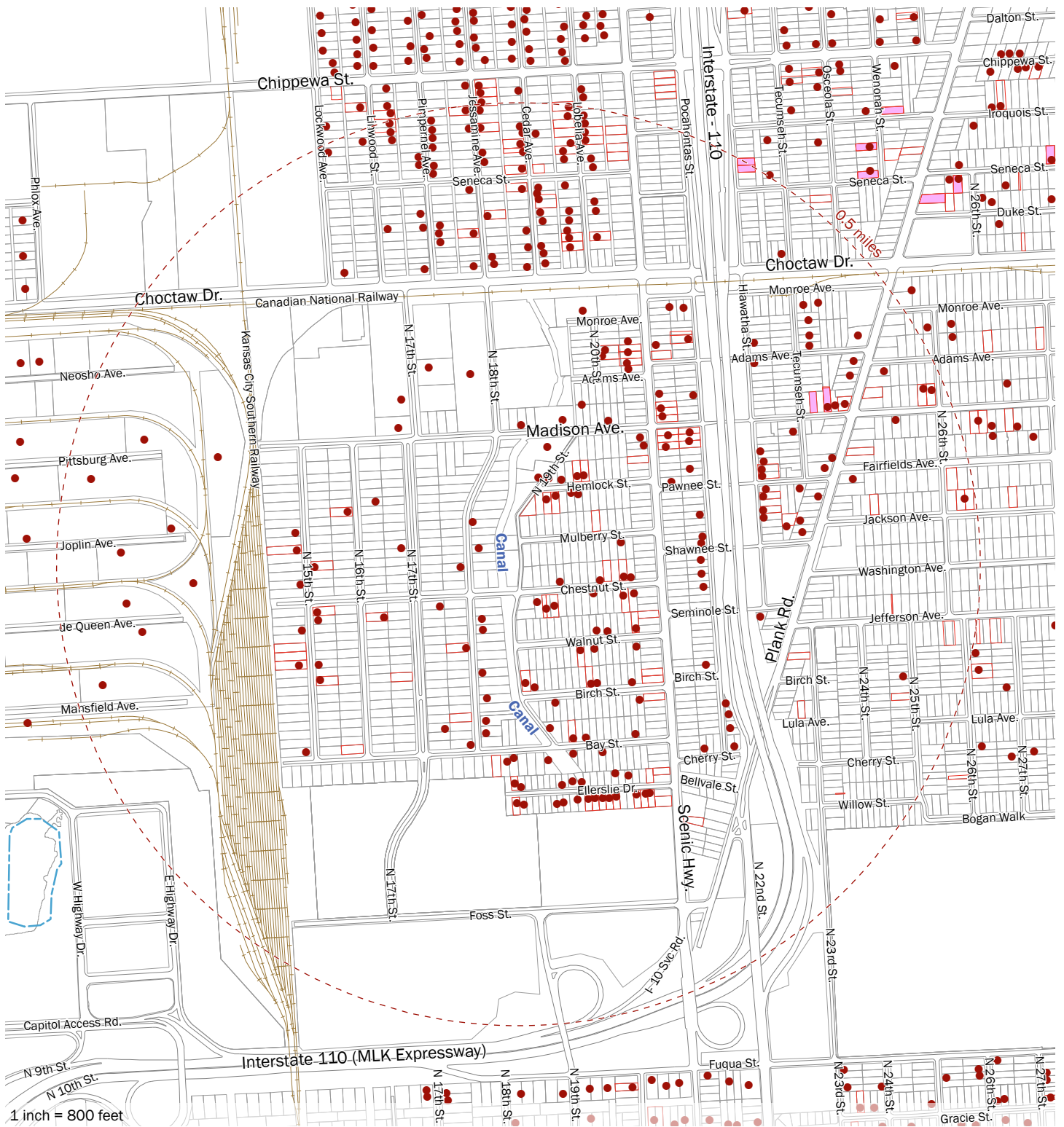
Assumptions / Building value bottomline line		Scenario 1 (35/65)		Scenario 2 (20/80)		Scenario 3 (with public loan)	
About the development		Equity		Equity		Equity	
use	square feet	assumption		assumption		assumption	
Ground Floor retail	-	35%		20%		10%	
Surface parking	6,000	7		7		7	
TOTAL (w/o parking)	6,000	15%		15%		15%	
Development costs		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)	
		\$486,976		\$278,272		\$139,136	
Bank loan		Bank loan required		Bank loan required		Bank loan required	
		\$537,517		\$661,559		\$578,864	
Bank loan terms:						Bank loan terms:	
term (yrs)		30		30		30	
interest rate		7%		7%		7.0%	
Annual payment		\$43,317		\$53,313		\$46,649	
Bottom line		Loan to value ratio		Loan to value ratio		Loan to value ratio	
		0.65		0.80		20%	
Debt coverage ratio		1.43		1.16		20%	
Financing gap		\$0		\$0		Second loan terms	
Equity repayment gap (or surplus)		-\$326,617		-\$187,886		term (yrs)	
						30	
						interest	
						Annual payment (interest only)	
						payments for 10 yrs	
						\$6,409	
Other assumptions		Bottom line		Bottom line		Bottom line	
Rent increase per year	3%	Loan to value ratio		Loan to value ratio		Loan to value ratio	
Operating cost increase	3%	Debt coverage ratio		Debt coverage ratio		Debt coverage ratio	
Vacancy, Yr 1	20%	Financing gap		Financing gap		Financing gap	
Vacancy, Yr 2	5%	Equity repayment gap (or surplus)		Equity repayment gap (or surplus)		Equity repayment gap (or surplus)	
Vacancy, Yr 3 and stabilization	5%					-\$13,678	
Cap rate	7.5%					IRR	
						10%	
Bottom line		Fair Market Value		Fair Market Value		Fair Market Value	
		\$827,424		\$827,424		\$827,424	
		Created value (FMV - costs)		Created value (FMV - costs)		Created value (FMV - costs)	
		\$476		\$476		\$476	

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

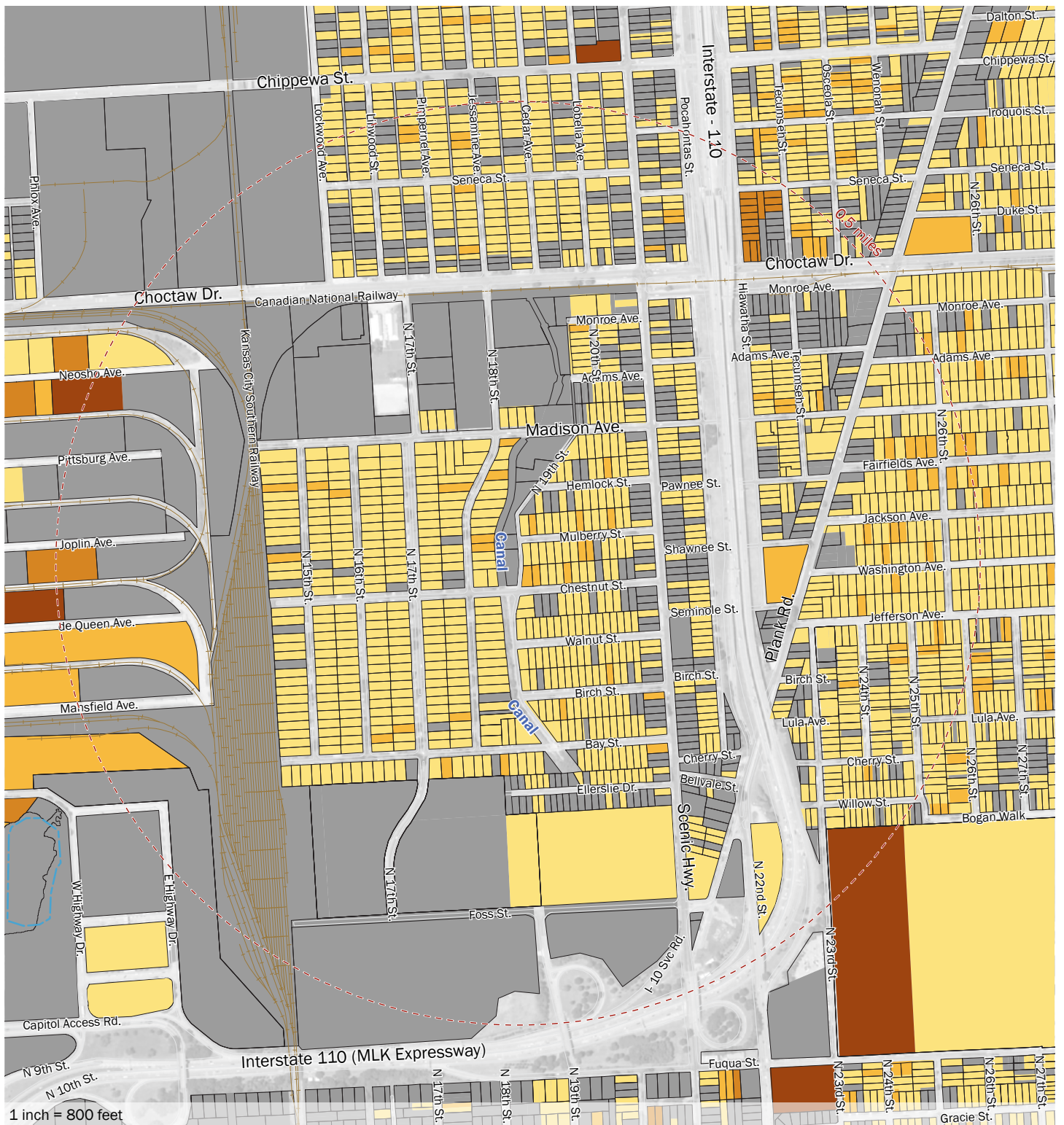
CIP APPENDIX | Inventory Data

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

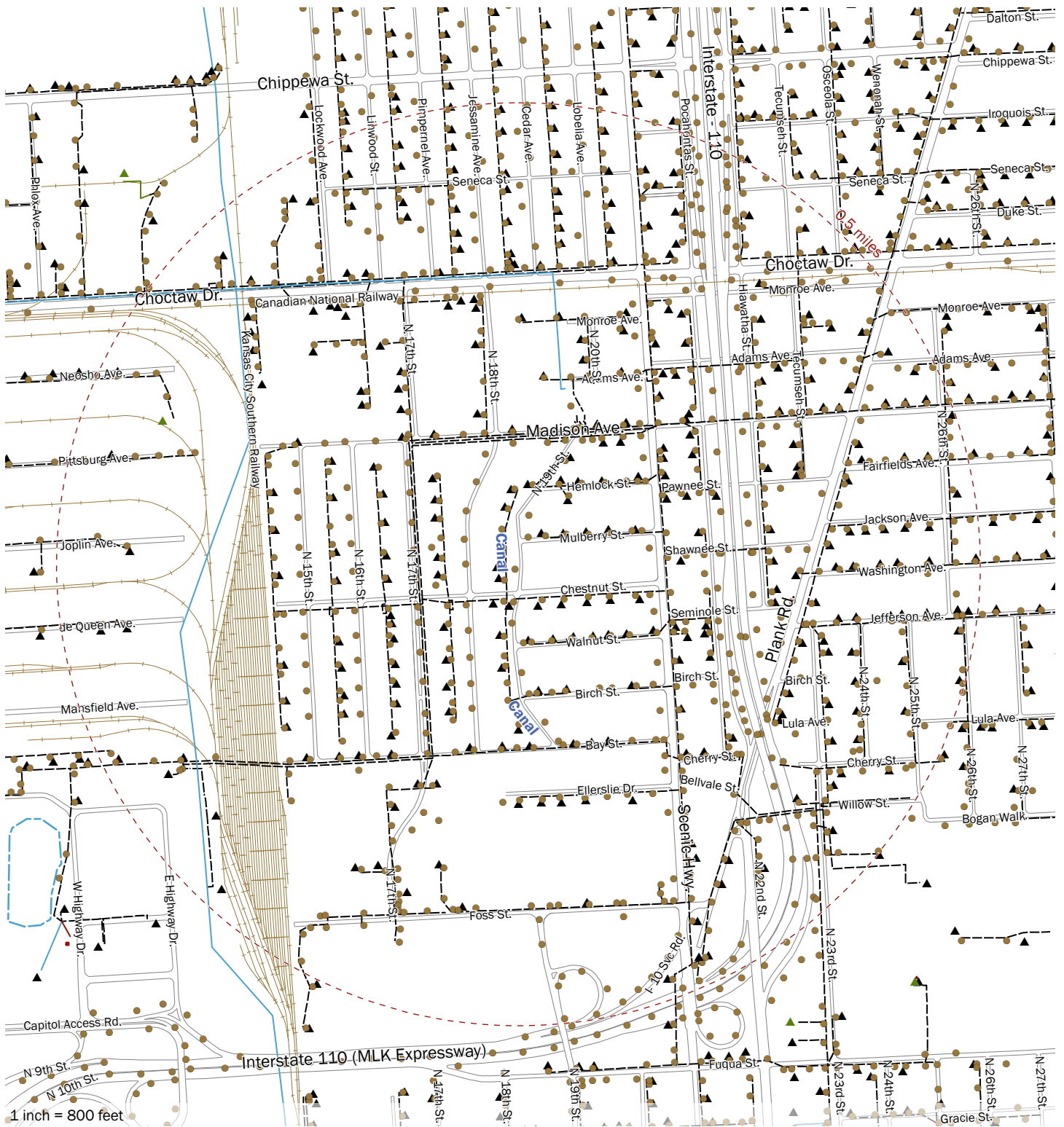
Existing Street Conditions					
Site-Inventory Checklist					
Northdale Community					
	STREET	# LANES	SURFACE COMPOSITION	SIDEWALKS YES/NO	TYPE DRAINAGE
1	NORTH 15TH STREET	2	ASPHALT	NO	DITCHES - BOTH SIDES
2	NORTH 16TH STREET	2	ASPHALT	NO	STORM DRAINS
3	NORTH 17TH STREET	2	ASPHALT - DIVIDED STREET NORTH OF MADISON	NO	DITCH - WEST SIDE
4	NORTH 18TH STREET	2	ASPHALT	NO	STORM DRAINS
5	NORTH 19TH STREET	2	ASPHALT	NO	STORM DRAINS
6	NORTH 20TH STREET	2	ASPHALT	YES - BOTH SIDES	NO
7	SCENIC HIGHWAY	4	ASPHALT	YES - BOTH SIDES	STORM DRAINS
8	LOBELIA AVENUE	2	ASPHALT	NO	NO
9	CEDAR AVENUE	2	ASPHALT	NO	NO
10	JESSAMINE AVENUE	2	ASPHALT	NO	DITCH - WEST SIDE STORM DRAINS - EAST
11	PIMPERNELL AVENUE	2	ASPHALT	NO	PARTIAL DITCH - WEST SIDE
12	LINWOOD AVENUE	2	ASPHALT	NO	STORM DRAINS
13	SENECA STREET	2	ASPHALT	NO	NO
14	CHOCTAW DRIVE	4	ASPHALT	YES - NORTH SIDE	STORM DRAINS
15	MONROE AVENUE	2	ASPHALT	NO	NO
16	POCAHONTAS STREET	2	ASPHALT	NO	NO
17	HEMLOCK STREET	2	ASPHALT	YES - BOTH SIDES	NO
18	MULBERRY STREET	2	ASPHALT	YES - BOTH SIDES	STORM DRAINS
19	CHESTNUT STREET	2	ASPHALT	NO	DITCHES - BOTH SIDES STORM DRAINS
20	WALNUT STREET	2	ASPHALT	YES - BOTH SIDES	STORM DRAINS
21	BIRCH STREET	2	ASPHALT	YES - SOUTH SIDE	STORM DRAINS
22	ELLERSLIE DRIVE	2	ASPHALT	YES - BOTH SIDES	NO
23	FOSS STREET	2	ASPHALT	NO	NO
24	SHAWNEE STREET	2	ASPHALT	NO	STORM DRAINS
25	SEMINOLE STREET	2	ASPHALT	NO	NO
26	MADISON AVENUE	2	ASPHALT	NO	DITCHES - BOTH SIDES
27	BAY STREET	2	ASPHALT	NO	DITCHES - BOTH SIDES
28	CHERRY STREET	2	ASPHALT	NO	NO
29	BELLVALE STREET	2	ASPHALT	NO	NO
30	LOCKWOOD STREET	2	ASPHALT	NO	NO
31	ADAMS STREET	2	ASPHALT	NO	DITCH - SOUTH SIDE
32	PAWNEE	2	ASPHALT	NO	DITCHES - BOTH SIDES



Parcel Information



Property Value



Legend

- Roads
- Railroads
- Streams
- Waterbodies

Entergy Utilities

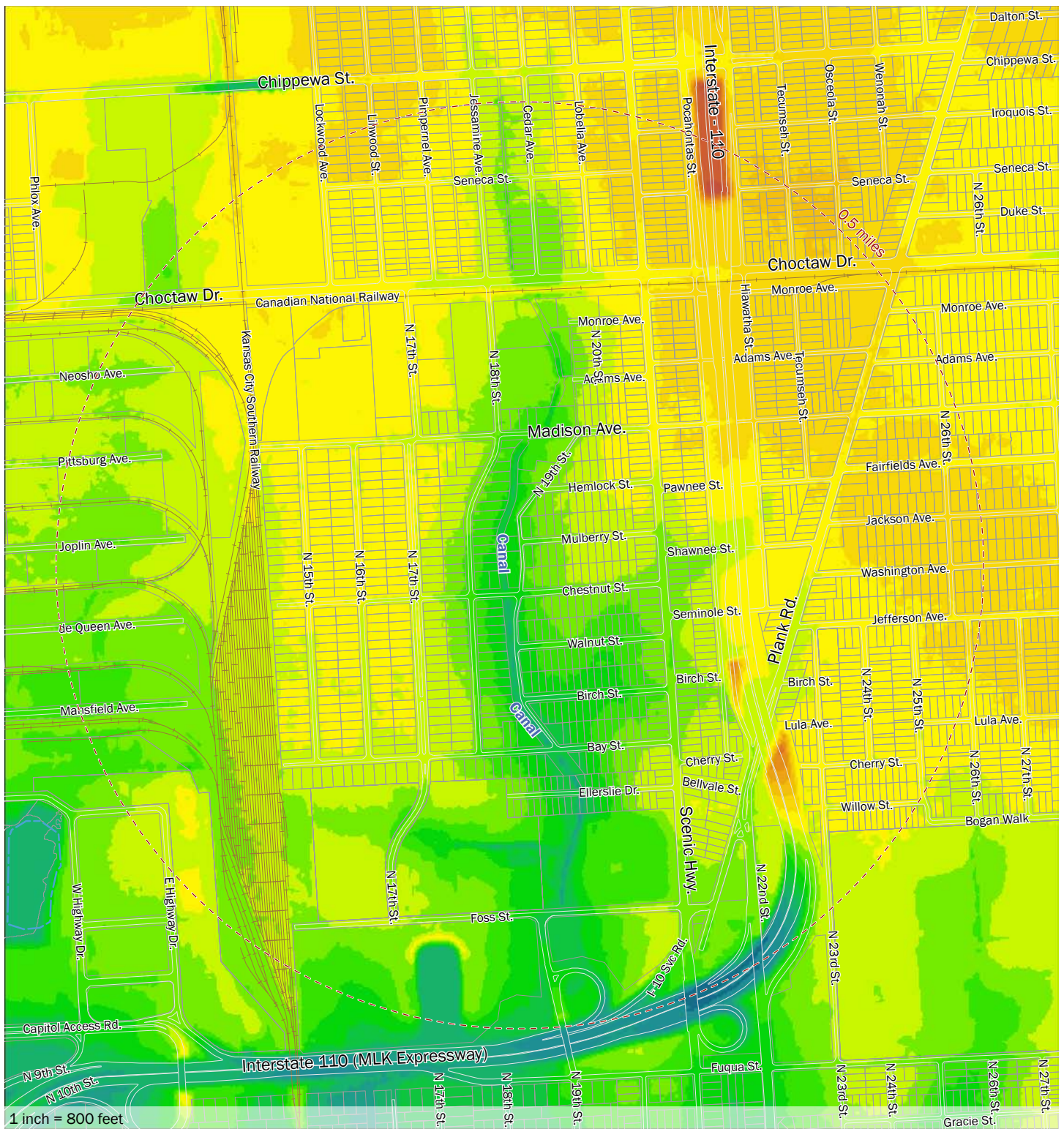
- Light Pole
- ▲ Existing Transformer
- ▲ Phase A Transformer
- ▲ Phase B Transformer
- ▲ Phase C Transformer
- Existing Power Line
- Phase A
- Phase B
- Phase C

Source: Entergy

Electrical Utilities



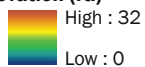
Stormwater & Sewer Utilities



Legend

- Roads
- Railroads
- Streams
- Waterbodies
- Parcels

Elevation (ft.)

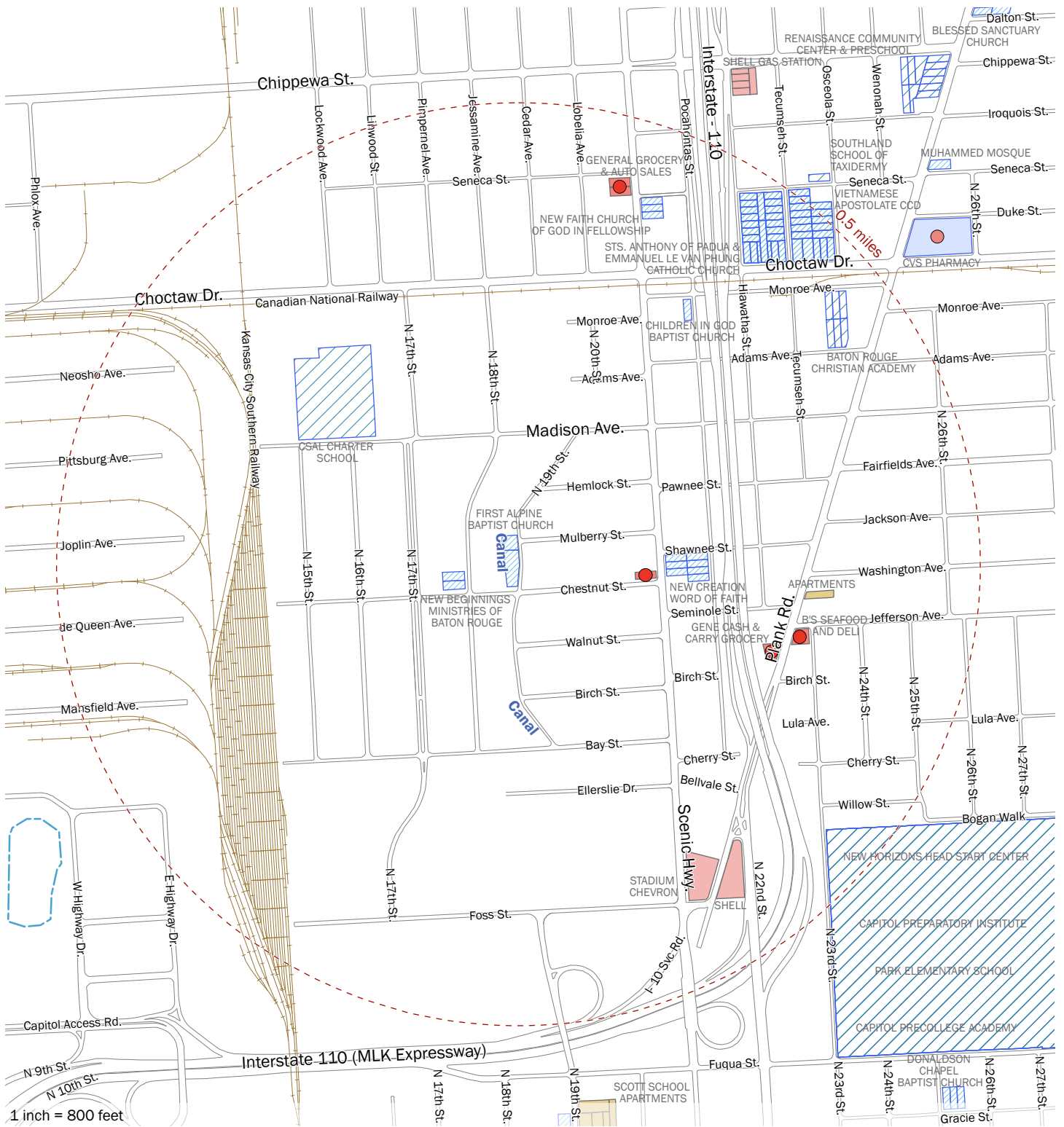


Source: LSU Atlas: 5 meter LIDAR Data

Elevation

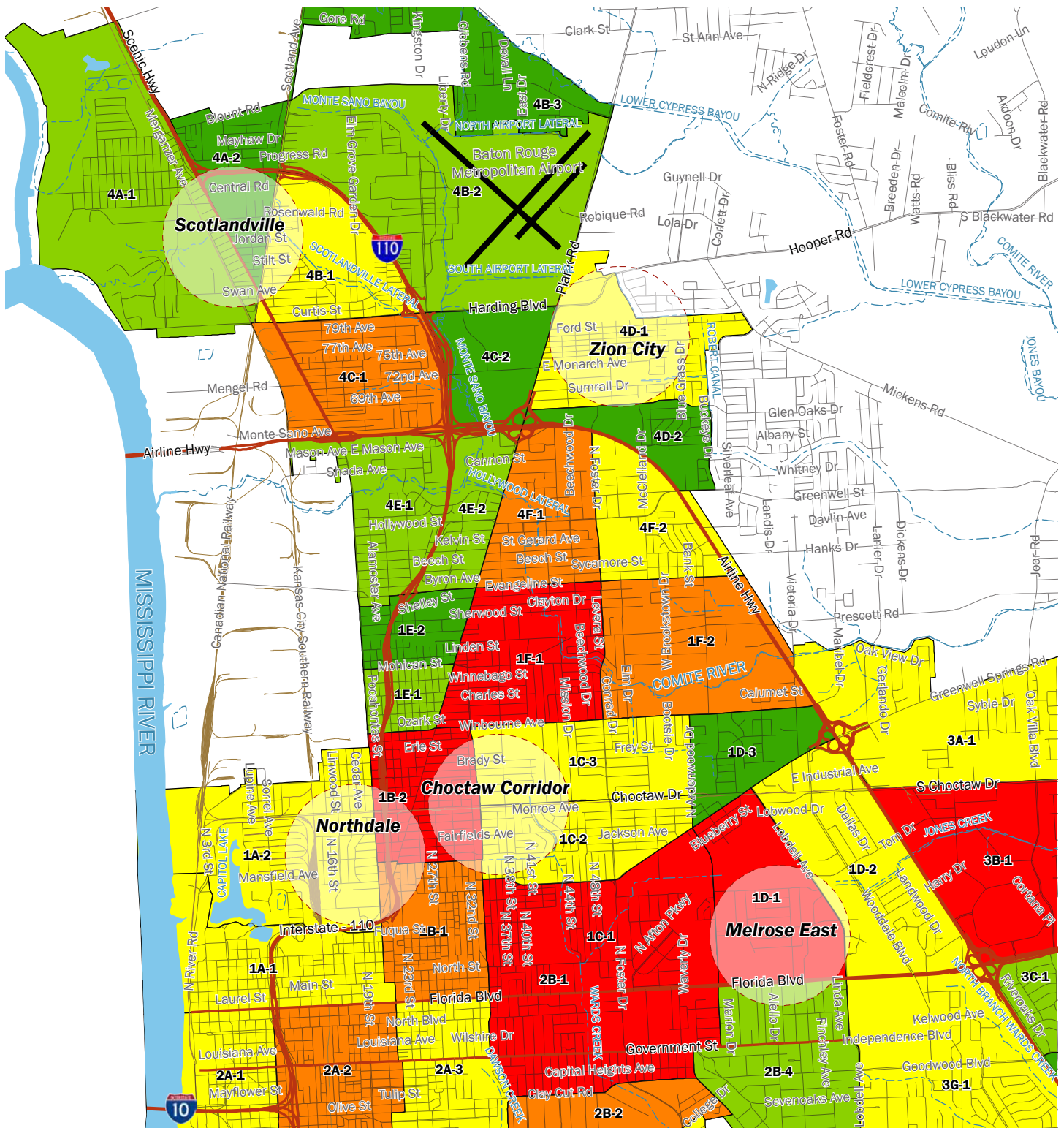


FEMA Flood Zones



Source: City Parish Planning Commission - August 2009

Community Resources



Source: Baton Rouge Police Department

Legend

- Roads
- Railroads
- Streams
- Waterbodies
- Parcels

Police Districts

Violent Crimes - 2010 February 12-24

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

Scotlandville (Route 10)

			10/17/2009		10/22/2009		10/26/2009		10/21/2009		10/31/2009	
			6:31am		8:30am		10:55am		11:58am		12:45pm	
Primary Street	Cross Street	Mileage	ON	OFF	ON	OFF	ON	OFF	ON	OFF	ON	OFF
Terminal*		0.06	11		8		17		13		16	
N. 22nd St.	North St.	0.29			1							
North St.	Scenic Hwy.	0.07										
Scenic Hwy.	Gayosa	0.08					1					
Scenic Hwy.	Spanish Town	0.07						1		3		
Scenic Hwy.	Gracie	0.07										
Scenic Hwy.	Fuqua	0.07										
Scenic Hwy.	Exxon Station	0.18										
Scenic Hwy.	Bellvale	0.15										
Scenic Hwy.	Shawnee	0.24					1			1		
Scenic Hwy.	Pawnee	0.07										
Scenic Hwy.	Madison	0.07										
Scenic Hwy.	Adams	0.07										
Scenic Hwy.	Monroe	0.07										
Scenic Hwy.	Choctaw	0.02										
Scenic Hwy.	Seneca	0.08								1		
Scenic Hwy.	Iroquis	0.07										
Scenic Hwy.	Chippewa	0.08										
Scenic Hwy.	Ontario	0.13										
Scenic Hwy.	Erie	0.07										
Scenic Hwy.	Winbourne	0.12										
Scenic Hwy.	Calumet	0.13							1			
Scenic Hwy.	Wyandotte	0.14										
Scenic Hwy.	Mohican	0.20										
Scenic Hwy.	Weller	0.06										
Scenic Hwy.	Dayton	0.18										
Scenic Hwy.	Cable	0.14										
Scenic Hwy.	Galvez	0.26									1	
Scenic Hwy.	Iberia	0.12										
Scenic Hwy.	Lorraine	0.06										
Scenic Hwy.	Hollywood	0.19										
Scenic Hwy.	Shada Ave.	0.40						1				
Scenic Hwy.	Mason	0.15										
Scenic Hwy.	Kaufman	0.24						1		1		
Scenic Hwy.	68th	0.10										
Scenic Hwy.	70th	0.10										
Scenic Hwy.*	72th	0.10			1			1				
Scenic Hwy.	74th	0.11						1	1	2		1
Scenic Hwy.	77th	0.13					1	4				
Scenic Hwy.	78th	0.09				2			1	2		
Scenic Hwy.	Harding Blvd.	0.16										
Scenic Hwy.	Curtis	0.07										
Scenic Hwy.	Fairchild	0.06									1	
Scenic Hwy.	Scotland Ave.	0.09				1						
Scotland Ave.	Swan	0.04				1		1	1	2		3
Scotland Ave.	Robin	0.11										
Scotland Ave.	Stilt	0.11										
Scotland Ave.	Oriole	0.11										
Scotland Ave.	Fraternity	0.12										
Scotland Ave.	Rosenwald	0.10			2	2						4
Scotland Ave.	Scott Magnet School	0.23										
Scotland Ave.	Progress	0.21										
Scotland Ave.	Stanocola	0.22										2
Scotland Ave.	Bus Shelter	0.19		1		1	3		1	2		
Blount Rd.	Tallow	0.51										
Blount Rd.	Catherine	0.12										
Blount Rd.	Bertha	0.11					1			1		
Blount Rd.	Scenic Hwy.	0.13										
Blount Rd.	Kingfisher	0.06										

			10/17/2009		10/22/2009		10/26/2009		10/21/2009		10/31/2009	
Blount Rd.	Ave C	0.05										
Blount Rd.	Ave D	0.05	1									
Blount Rd.	Ave E	0.05										
Blount Rd.	Ave F	0.06			2	3		1				
Blount Rd.	Ave G	0.06										
Blount Rd.	Ave H	0.06										
Blount Rd.	Ave I	0.06										
Ave I	Elmer	0.13			1				1			1
Ave I	Woodcock	0.13										
Ave I*	Woodpecker	0.12		5			3	1				
Woodpecker	Ave G	0.11							1			
Woodpecker	Ave F	0.06										
Woodpecker	Ave E	0.05										
Woodpecker	Ave D	0.06					2	1	1			
Woodpecker	Merganzer	0.22										
Merganzer	Mills	0.13	1	3								1
Mills	Scenic Hwy.	0.13		1	1		1					
Scenic Hwy.	Avocet	0.05					1				4	
Scenic Hwy.	Bob White	0.10					1		1			
Scenic Hwy.	Mallard	0.10			1		1					
Scenic Hwy.	Kitty	0.15										
Scenic Hwy.	Marsh	0.10									1	1
Scenic Hwy.	Swan	0.21			2		1		2			
Scenic Hwy.	Fairchild	0.12										
Scenic Hwy.	Curtis	0.06										
Scenic Hwy.	Police Station	0.02										
Scenic Hwy.	Harding Blvd.	0.03									2	1
Scenic Hwy.	79th	0.09					2					
Scenic Hwy.	78th	0.08									1	
Scenic Hwy.	77th	0.09										
Scenic Hwy.	74th	0.13			4		1		1			
Scenic Hwy.*	72nd	0.11									3	
Scenic Hwy.	Goudchaux	0.28			1							
Scenic Hwy.	Mason	0.27						1				
Scenic Hwy.	Shada Ave.	0.15										
Scenic Hwy.	Hollywood	0.07										
Scenic Hwy.	Lorraine	0.19										
Scenic Hwy.	Galvez	0.19										
Scenic Hwy.	Evangeline	0.13		1								
Scenic Hwy.	Dayton	0.27										
Scenic Hwy.	Weller	0.18										
Scenic Hwy.	Mohican	0.06			1							
Scenic Hwy.	Calumet	0.33										
Scenic Hwy.	Winbourne	0.13										
Scenic Hwy.	Ontario	0.19										
Scenic Hwy.	Chippewa	0.13					1					
Scenic Hwy.	Seneca	0.14				1						
Scenic Hwy.	Choctaw	0.08										
Scenic Hwy.	Monroe	0.05										
Scenic Hwy.	Adams	0.06										
Scenic Hwy.	Madison	0.06		1								
Scenic Hwy.	Mulberry	0.11										
Scenic Hwy.	Chestnut	0.06										
Scenic Hwy.	Birch	0.12										
Scenic Hwy.	Bay	0.06									1	
Scenic Hwy.	Ellerside	0.05										
Scenic Hwy.	Foss	0.13										
Scenic Hwy.	Fuqua	0.18										
Scenic Hwy.	Spanish Town	0.15										
Scenic Hwy.	North St.	0.15										
Scenic Hwy.	Main St.	0.35										
Terminal*				1		14	7			7		15
	Total		13	13	25	25	28	28	24	25	30	29

RIDERSHIP INFORMATION

Plank Road (Route 41)

			10/29/2009		11/1/2009		10/22/2009		10/22/2009		10/20/2009	
			8:40am		8:45am		9:40am		10:52am		12:40pm	
Primary Street	Cross Street	Mileage	On	Off	On	Off	On	Off	On	Off	On	Off
Terminal*		0.28	14		6		15		6		15	
22nd	Main St.	0.07										
22nd	North St.	0.12			1							
22nd	Edgewood	0.10										
22nd	Gracie	0.07										
22nd	Fuqua	0.27										
22nd	Bellvale	0.21										
Plank Rd.	Jefferson	0.18										
Plank Rd.	Fairfield	0.23			1							
Plank Rd.	Choctaw	0.10										1
Plank Rd.	Seneca	0.13										
Plank Rd.	Chippewa	0.11	1	2		1			1			
Plank Rd.	Brady	0.26	2					1				1
Plank Rd.*	Winbourne	0.17		1							1	1
Plank Rd.	Oswego	0.11					1					
Plank Rd.	Wyandotte	0.09						1			1	1
Plank Rd.	Winnebago	0.11	2							1		
Plank Rd.	Mohican	0.08							3			
Plank Rd.	Weller	0.09										
Plank Rd.	Prescott	0.09										
Plank Rd.	Dayton	0.11					2					2
Plank Rd.	Sherwood	0.06	1	1				4				
Plank Rd.	Clayton	0.14								1		
Plank Rd.*	Evangeline	0.13										
Plank Rd.	Sycamore	0.13		1		2		4				
Plank Rd.	Lorraine St.	0.08	1	2				1				4
Plank Rd.	St. Gerard	0.14				1		1		2		
Plank Rd.	Hollywood	0.16								1		
Plank Rd.	Vaughn	0.06										
Plank Rd.	Rite Aid	0.09										1
Plank Rd.	McDonald's	0.07		1					2	3		1
Plank Rd.	Fruit Stand	0.62										
Airline Hwy.	Beechwood	0.18		1								
Airline Hwy.	Foster Dr.	0.17										
Airline Hwy.	Winchester	0.23										
Airline Hwy.	McClelland	0.07										
McClelland	Maplewood	0.18	1									
McClelland	Bingo Hall	0.12						1				
McClelland	Glen Oaks	0.20										
Glen Oaks	Ash	0.12										
Glen Oaks	Blue Grass	0.15									1	1
Glen Oaks	Buckeye	0.11										
Glen Oaks	Buttonwood	0.07		1								
Glen Oaks	Silverleaf	0.12	1	1			1			1		
Silverleaf	Poinsettia	0.12										
Silverleaf	Maplewood	0.09										
Silverleaf	Vineyard	0.15										
Silverleaf	W. Rio	0.07										
Silverleaf	Greenwell	0.21	1			1						
Greenwell	Meadowbrook Apts.	0.09										
Greenwell	Quida Mae	0.05	1	2				5				
Greenwell	Airline Hwy	0.08								1		
Airline Hwy.*	E.K.L. Hospital	0.29	8	7	3	1	2	1	1	2	3	4
Airline Hwy.	McClelland (Circle K)	0.10										
Airline Hwy.	Bingo Hall	0.30	2									
Airline Hwy.	Foster Dr. (Fruit Stand)	0.18										
Airline Hwy.	Metro Aire Shop Center	0.04		1								

Primary Street	Cross Street	Mileage	On	Off	On	Off	On	Off	On	Off	On	Off
Plank Rd.	Dawson Dr.	0.33			1							
Plank Rd.	Greenwell	0.12	2									
Plank Rd.	Amarillo St.	0.07		1								
Plank Rd.	Hollywood	0.06					1					
Plank Rd.	Riley St.	0.10									1	
Plank Rd.	Tony's Seafood	0.14										
Plank Rd.	Del Vlage (Bus Shelter)	0.12	2		1		2					
Plank Rd.	Byron	0.07					1					
Plank Rd.*	Evangeline	0.14	1				1		1		4	
Plank Rd.	Police Station	0.18	1		1		1		4		1	
Plank Rd.	Dayton	0.14		1				1				
Plank Rd.	Linden	0.12										1
Plank Rd.	Mohican	0.20		2	1							
Plank Rd.	Wyandotte	0.10	2	1	2							1
Plank Rd.	Oswego	0.17										
Plank Rd.*	Winbourne	0.08			1					1	1	
Plank Rd.	Huron	0.12					1				1	
Plank Rd.	Ontario	0.07							1			
Plank Rd.	Osage	0.07										
Plank Rd.	Chippewa	0.15	2					1				
Plank Rd.	Seneca	0.09							1			
Plank Rd.	Choctaw	0.10							1			
Plank Rd.	Adams	0.15							1	2	1	
Plank Rd.	Pawnee	0.11								1		
Plank Rd.	Washington	0.27	2									
Plank Rd.	Bellvale	0.27							1		1	
22nd	Fuqua	0.07		1								
22nd	Gracie	0.14										
22nd	Gayosa	0.08										
22nd	North St.	0.07										
22nd	Main St.	0.28										
Terminal*				20		10		7	7			12
	Total		47	47	17	17	28	28	30	16	31	31