

ROLLING REQUEST FOR PROPOSALS: PLANK & SCENIC CORRIDORS



July 17, 2025

PUBLIC NOTICE

Notice is hereby given that Build Baton Rouge (BBR), the East Baton Rouge Redevelopment Authority, is seeking proposals from interested parties for the development of site(s) along or near Plank Rd., Scenic Hwy., and adjacent communities. Proposals can be submitted to info@buildbatonrouge.org.

Copies of the Request for Qualifications & Proposals may be obtained online from www.buildbatonrouge.org.

DEADLINE FOR SUBMISSION: NOT APPLICABLE

THIS RFP ACCEPTS ROLLING SUBMISSIONS

BBR RESERVES THE RIGHT TO CANCEL ANY AND ALL SOLICITATIONS AND TO ACCEPT OR REJECT, IN WHOLE OR IN PART, ANY AND ALL PROPOSALS FOR ANY REASON OR TO REDEVELOP THE PROJECT BY OTHER MEANS AT BBR'S SOLE DISCRETION. BBR IS NOT RESPONSIBLE FOR ANY COSTS INCURRED IN THE DRAFTING OR DEVELOPMENT OF THIS PROPOSAL, INCLUDING BUT NOT LIMITED TO ANY PROFESSIONAL OR MATERIAL COSTS INCURRED.

EXECUTIVE SUMMARY

Issuing Agency: Build Baton Rouge (BBR)

RFP Release Date: July 17, 2025

Proposal Due Date: N/A – Accepting Rolling Submissions for partnership

Development Goals:

- Deliver high-quality, equitable redevelopment aligned with the *Imagine Plank Road* plan
- Support transit-oriented development and long-term affordability
- Activate vacant land for housing, services, or local economic development
- Complement planned BRT and infrastructure investments

Available Incentives (if applicable):

- Land or ground lease, or in limited situations, sale
- Predevelopment coordination
- Technical assistance
- Potential access to local/state/federal funds

Selection Process:

Competitive evaluation based on experience, financial readiness, community impact, and alignment with corridor plans. Finalists may be invited to interviews or presentations.

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1 INTRODUCTION

1.1 ABOUT BUILD BATON ROUGE

Build Baton Rouge (BBR)'s mission is to eliminate blight, catalyze investment in disinvested neighborhoods, and promote equitable economic development across Baton Rouge. As a mission-driven public agency, BBR collaborates with public, private, and nonprofit sectors to strategically acquire and reposition underutilized properties. Through initiatives like our community land bank, planning efforts, and site-specific redevelopment strategies, BBR aligns local investment with community priorities, including affordable housing, commercial revitalization, and public infrastructure improvements.

1.1.1 Legal Authority and Governance

BBR is the official redevelopment authority for East Baton Rouge Parish, established under Louisiana Revised Statute 33:4720.151. This law declares the remediation of slums and blight a public purpose and empowers BBR to undertake housing, commercial, infrastructure, and other projects to improve economic and social conditions. Under this authority, BBR is a special district and political subdivision with parish-wide jurisdiction to carry out redevelopment plans and enter partnerships in pursuit of these goals. BBR has the legal authority to acquire, develop, and dispose of property to support equitable redevelopment and neighborhood revitalization. This RFP is issued pursuant to BBR's statutory powers to solicit proposals and engage in real estate transactions on behalf of the public interest.

BBR is governed by a five-member Board of Commissioners appointed by the Baton Rouge Area Foundation (BRAf), Baton Rouge Area Chamber (BRAC), and the Mayor-President whose appointees are confirmed by the Metropolitan Council. The Board provides strategic and fiduciary oversight of BBR's activities. The Mayor-President and Council also provide broader public accountability as representatives of the consolidated City-Parish government.

1.1.2 Enabling Legislation

The East Baton Rouge Redevelopment Authority (d/b/a Build Baton Rouge) is enabled by Louisiana Revised Statutes Title 33, Chapter 13-I (the East Baton Rouge Redevelopment Act). This law declares the remediation of slums and blight a public purpose and empowers BBR to undertake housing, commercial, infrastructure, and other projects to improve economic and social conditions. Under this authority, BBR is a special district and political subdivision with parish-wide jurisdiction to carry out redevelopment plans and enter partnerships in pursuit of these goals.

The Imagine Plank Rd was adopted by the City Parish as the recognized master plan for the Plank Rd Corridor and serves as the officially adopted district plan guiding how BBR funds and efforts are directed toward the statutory goal of economic revitalization within the defined corridor.

1.2 PROJECT OVERVIEW

Build Baton Rouge (BBR), the redevelopment authority for East Baton Rouge Parish, invites qualified developers, nonprofits, and mission-aligned partners to submit proposals for equitable development partnerships within the Plank Road and Scenic Highway corridors and surrounding neighborhoods, including but not limited to North Baton Rouge and Scotlandville. This solicitation is intended to be a rolling Request for Proposal (RFP). There is no formal deadline or fixed selection schedule. Proposals will be reviewed on a periodic basis, and BBR may initiate discussions with proposers whose projects align with strategic priorities and site opportunities.

BBR is actively seeking development partners who share our commitment to community-centered investment, affordability, and long-term neighborhood revitalization. This RFP allows potential partners to present new project concepts across a variety of potential properties, both BBR-owned and non-BBR-owned, that contribute to corridor and neighborhood transformation.

BBR will consider proposals across multiple categories, including affordable housing, commercial and mixed-use development, community-serving facilities, and catalytic infrastructure. Project locations should be within or adjacent to the Plank Road or Scenic Highway corridors, and priority may be given to projects aligned with adopted planning documents, such as the Imagine Plank Road Plan or future strategic plans adopted by the City-Parish.

1.3 ALIGNMENT WITH CORRIDOR PLANS

Depending on the project's location, proposals should align with the relevant corridor plan:

- **Imagine Plank Road:** For projects within the Plank Road Corridor, consult the Imagine Plank Road Plan, focusing on equitable transit-oriented development, community wealth building, and cultural preservation. (Link: https://buildbatonrouge.org/wp-content/uploads/2020/02/Imagine-Plank-Road_Summary_2019.11.01_web.pdf)
- **Scotlandville Corridor Plan:** For projects in the Scotlandville area, refer to the *Scotlandville Community Plan* (2022) and related master planning efforts. This strategy emphasizes reconnecting residential neighborhoods with Southern University, catalyzing mixed-use housing, enhancing multimodal transportation, including trails and campus linkages, and guiding public and private investment in support of community cohesion. (Link: <https://www.suscotlandvilleplan.com/> and https://city.brla.gov/gis/ldast/PA-18-22_PLANS.pdf)
- **FUTUREBR:** As the City–Parish’s updated comprehensive plan (adopted 2024), *FUTUREBR* offers parish-wide policy guidance across land use, housing, transportation, economic development, and environmental resilience. Projects aligned with *FUTUREBR* reinforce parish goals such as equitable housing choice, complete streets, and neighborhood design standards. (Link: <https://www.brla.gov/662/FUTUREBR>)

- **Scotlandville Parkway Master Plan / BREC Greenways:** Developed by BREC in collaboration with public and community partners, this corridor plan outlines multi-mile greenway restoration along Scotlandville Parkway. It incorporates trail connectivity, ADA-compliant amenities, flood resilience, and recreation assets—all reinforcing safe active-transportation, public health, and equitable access. (*Link: https://www.brec.org/assets/PlanningandEngineering/Greenways/20231103_Scotlandville-Corridor-MP_ES.pdf*)

All submissions must demonstrate both vision and feasibility, incorporating principles of equitable development, financial sustainability, and design excellence.

1.4 GEOGRAPHIC AND SITE FLEXIBILITY

This RFP does not designate a specific site. Instead, it invites developers to propose sites of interest within the focus area or request additional information about BBR-owned or partner-controlled parcels.¹

Upon request, BBR may share available property details or maps; however, proposers may be required to sign a Non-Disclosure Agreement (NDA) to access sensitive or preliminary site-specific data.

BBR may also facilitate introductions to potential landowners, partner agencies, or additional stakeholders to help projects move forward if aligned with strategic goals.

¹ Respondents are responsible for confirming zoning compliance with the City-Parish Planning Commission, including participating in any required public processes to amend zoning. BBR reserves the right to approve, not approve, or later rescind its approval of any request by the developer to amend the zoning if it is not aligned with community goals or does not respond adequately to community concerns.

BBR staff requests that respondents maintain open communication during any change of use or zoning process. Where possible and practicable, and where such efforts align with BBR's organizational priorities or responsibilities, BBR staff may support the applicant through this process. Developers should make every effort to include BBR staff in any meetings with City-Parish Planning and Zoning staff or other local officials related to zoning or land use changes.

2 NEIGHBORHOOD AND MARKET CONTEXT

2.1 CITY-PARISH OVERVIEW

Baton Rouge is Louisiana's capital city and the economic and governmental center of the state. The Baton Rouge metropolitan area spans nine parishes and is anchored by East Baton Rouge Parish, the most populous in the state. The City of Baton Rouge and East Baton Rouge Parish operate under a consolidated government structure featuring a Mayor-President and Metropolitan Council, commonly referred to as City-Parish government. The parish includes four incorporated cities—Baton Rouge, Baker, Central, and Zachary—and several unincorporated areas.

2.1.1 Population

According to the US Census Bureau's July 2024 Data:

- East Baton Rouge Parish had approximately 453,000 residents.
- East Baton Rouge Parish's racial composition was approximately 43.4% white and 46.7% Black, 4.2% Hispanic, and 3.2% Asian.
- Median household income was approximately \$63,075.
- Approximately 20.0% of individuals in the parish lived below the poverty line.

2.1.2 Community Assets

Baton Rouge is home to several major educational institutions including Louisiana State University (LSU), Southern University, and Baton Rouge Community College. The Port of Greater Baton Rouge ranks as the 10th-largest port in the nation by tonnage, and the ExxonMobil refinery in North Baton Rouge is the fourth largest in the country and twelfth largest in the world.

These institutions contribute to a strong industrial base along the Mississippi River stretching from Baton Rouge to New Orleans. Despite the scale of the petrochemical industry, the largest regional employer is state government, followed by LSU and the healthcare industry. Together, the public sector, higher education, and industry form a robust platform for economic activity and targeted reinvestment in corridors such as Plank Road.

2.2 NEIGHBORHOOD OVERVIEW: PLANK ROAD CORRIDOR

The Plank Road Corridor in North Baton Rouge is a historically significant area that has experienced decades of disinvestment. Once a thriving commercial hub, the corridor now faces challenges such as high vacancy rates, limited access to essential services, and infrastructure deficits. Despite these challenges, the community remains resilient, with ongoing efforts to revitalize the area through strategic planning and investment.

In 2019, Build Baton Rouge (BBR) initiated the Imagine Plank Road plan, aiming to transform the corridor into a vibrant, equitable, and connected community. The plan emphasizes transit-oriented development, affordable housing, and the activation of vacant land to meet community needs.

Recent initiatives, such as the Erie Street Eco Park developed in partnership with BREC, exemplify the commitment to enhancing quality of life in the corridor.



2.2.1 History of Plank Road

Plank Road has long been a vital corridor in Baton Rouge, serving as a major commercial and transportation route since the early 20th century. Originally named for the wooden planks that once lined its path, the corridor became a hub of Black homeownership, commerce, and civic life during the mid-1900s. The area developed in conjunction with the growth of the Standard Oil refinery (now ExxonMobil), which provided economic opportunity for many North Baton Rouge residents.

Over time, disinvestment, suburban outmigration, and infrastructure neglect contributed to the corridor's economic and physical decline. Despite these challenges, the corridor retains a rich cultural legacy and significant development potential, particularly when anchored by its historic identity and emerging transit infrastructure.

2.2.2 Transportation Access

Plank Road serves as a major north-south artery in Baton Rouge, with access to several bus routes operated by the Capital Area Transit System (CATS). The corridor carries high daily traffic volumes, making it a strategic location for commercial development and transit-oriented investment. However, it lacks consistent pedestrian and bicycle infrastructure, limiting safe and convenient mobility options for residents.

The City Parish of East Baton Rouge, though, has initiated projects to enhance streetscapes, drainage, and public utilities along Plank Road, signaling a commitment to revitalizing the area.

2.2.3 Recent or Future Investments

Significant investments and initiatives in the Plank Road Corridor include:

- ***Pending* Villas at Mohican:** A new 58-unit mixed-income housing development located at the intersection of Mohican Street and Plank Road. This project represents a multimillion-dollar investment supported by \$1.5 million in Low-Income Housing Tax Credit (LIHTC) financing from the Louisiana Housing Corporation and \$2 million from the City-Parish of East Baton Rouge. The development will provide new affordable and market-rate rental units along a key stretch of the corridor.
- **Erie Street Eco Park:** A collaborative project between BBR, BREC, NYO Co-City Program, Exxon, and Republic Services, this upcoming park aims to provide green space, recreational opportunities, and environmental education for residents. Ground on this park broke in October 2024 and construction is ongoing.



- **Bus Rapid Transit (BRT)**

To address transportation gaps and modernize transit infrastructure, the City-Parish and Build Baton Rouge are implementing the Plank-Nicholson Bus Rapid Transit (BRT) system through the MOVEBR program and a partnership with Capital Area Transit (CATs). BRT is designed to provide enhanced bus service in key corridors by reducing travel times and improving passenger amenities. The Plank Road segment represents a \$15 million federal investment and a \$53.6M investment in total and is a cornerstone of this system, which will include:

- Frequent, reliable service
- Specially designed stations and buses with unique branding
- Real-time arrival and schedule displays
- Level boarding platforms for accessibility and efficiency
- Improved station lighting
- Enhanced pedestrian and bicycle connections to stations
- Bicycle parking and amenities at select stops

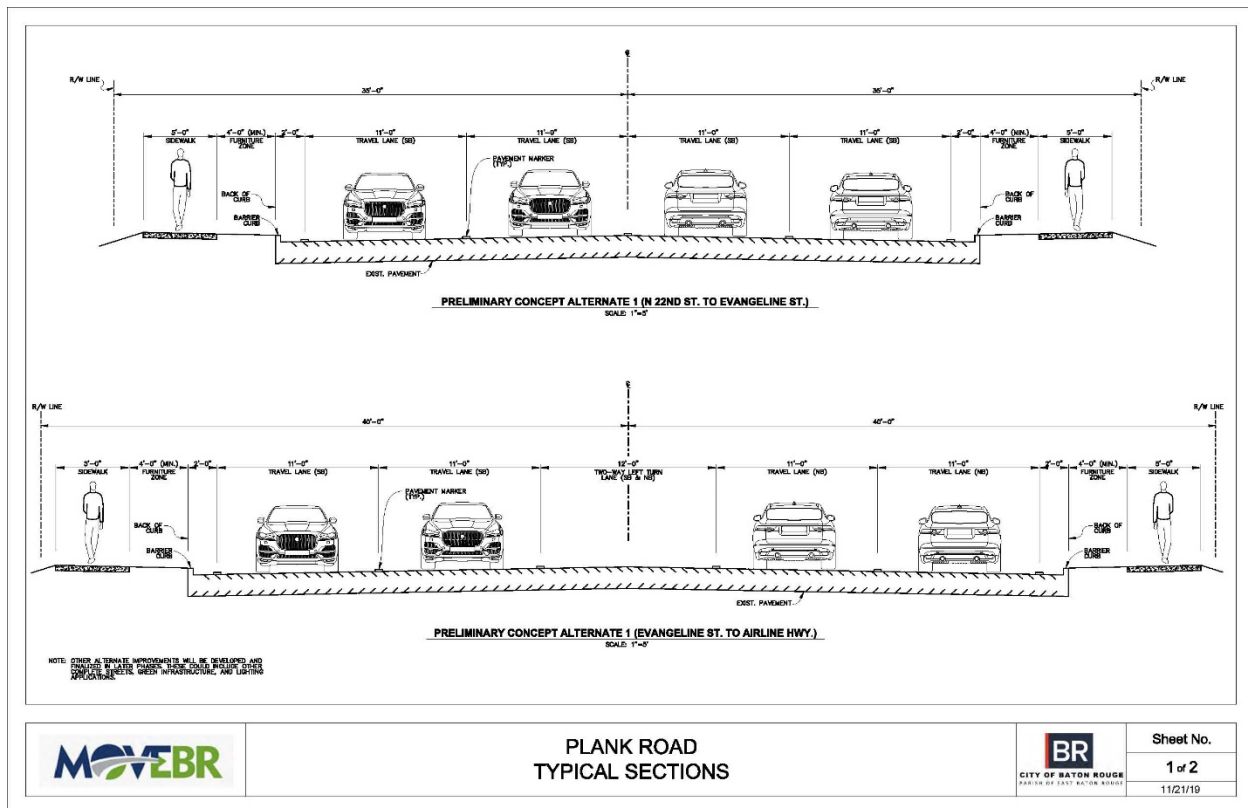
This investment is expected to significantly improve mobility and catalyze additional reinvestment and economic activity along the corridor. More information is available at: <https://movebr.brla.gov/brapid>



- **MOVEBR's "Restoring Plank Road":**

Complementing the BRT transit infrastructure, the "Restoring Plank Road" MOVEBR project is currently under construction. This comprehensive infrastructure initiative includes roadway repaving, curb and sidewalk replacement, new Americans with Disabilities Act

(ADA)-compliant ramps, upgraded drainage infrastructure, and improved lighting. Together, these projects represent an unprecedented public investment in the corridor aimed at improving safety, accessibility, and economic vitality. More information is available at: https://movebr.brla.gov/assets/documents/concept-reports/finalized-enhancement/plank_concept-report_11-21-19-web.pdf



These investments are part of a broader strategy to stimulate economic growth, improve living conditions, and foster a sense of community in the Plank Road area.

2.3 NEIGHBORHOOD OVERVIEW: SCOTLANDVILLE AND THE SCENIC HIGHWAY CORRIDOR

Scotlandville is one of Baton Rouge's most historic and culturally rich communities. Located in North Baton Rouge along the Mississippi River and Scenic Highway, it is home to Southern University and A&M College, the nation's largest Historically Black College and University (HBCU) by enrollment. Once an independent municipality, Scotlandville was annexed into Baton Rouge in the mid-20th century, yet it retains a strong local identity rooted in Black heritage, academic excellence, civic engagement, and cultural pride.

2.3.1 Historical Legacy and Community Strength

Scotlandville played a central role in shaping Black leadership and education in Louisiana and the broader South. For generations, it has been a hub of Black homeownership, professional

advancement, and cultural activism. The presence of Southern University continues to anchor the neighborhood, offering educational opportunity and a sense of place that spans generations.

Despite its strengths, Scotlandville—like many majority-Black neighborhoods—has endured the consequences of disinvestment, industrial encroachment, and systemic exclusion from citywide planning and infrastructure investment. The community faces challenges such as high vacancy, aging housing stock, flood vulnerability, and fragmented connections to jobs and amenities. However, recent planning and organizing efforts have laid a foundation for a community-driven resurgence.

2.3.2 Public Investments and Opportunity

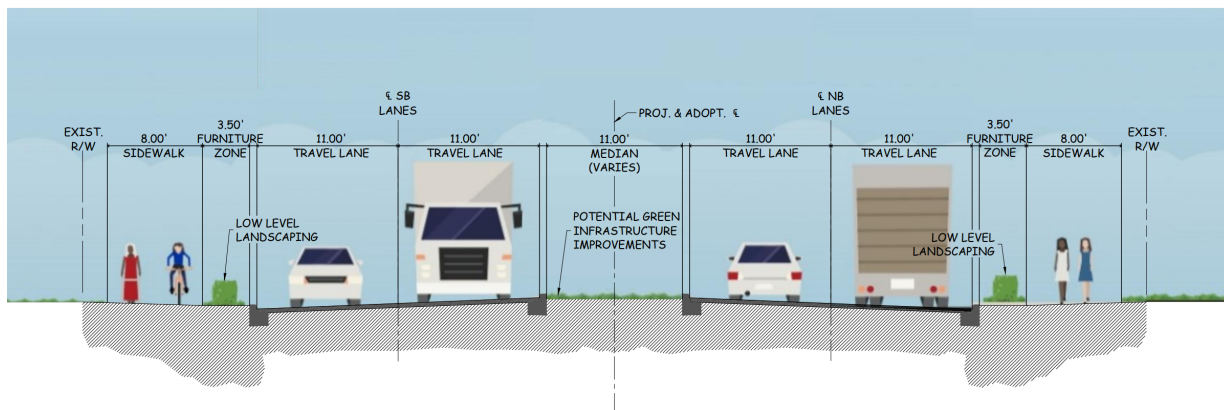
A series of coordinated public investments are helping lay the groundwork for equitable development in Scotlandville and along Scenic Highway. These initiatives reflect a growing alignment between resident priorities, institutional leadership, and government resources aimed at neighborhood transformation.

MOVEBR: Scenic Highway Corridor Improvements

The Scenic Highway Corridor Improvements Project, part of the parish-wide MOVEBR infrastructure program, is transforming the corridor into a safer, more accessible, and multimodal transportation route. Planned improvements include:

- Roadway resurfacing and drainage upgrades
- ADA-compliant sidewalks and pedestrian crossings
- Bus stop enhancements and lighting
- Traffic signal upgrades and landscaping

SCENIC HIGHWAY ENHANCEMENTS:



These enhancements will support walkability, improve public safety, and create a more inviting environment for reinvestment. Scenic Highway’s visibility and connectivity—linking downtown, Scotlandville, Southern University, and the airport—make it a high-opportunity corridor for mixed-use and community-serving development.

More at: [MOVEBR – Scenic Hwy Project](#)

Cadence: A Southern University Innovation Community

Southern University is leading a major campus-adjacent redevelopment initiative called **Cadence**, a mixed-use innovation district focused on economic development, student housing, research partnerships, and public engagement. Located near Harding Boulevard and Scenic Highway, Cadence aims to:

- Develop modern housing and live-work spaces
- Attract innovation-focused businesses
- Create civic and cultural spaces tied to Southern’s legacy



The project builds on the momentum of the Scotlandville Plan and positions the university as a catalytic anchor for neighborhood revitalization. Cadence signals a new era of university-community partnership and investment in North Baton Rouge.

More at: www.cadencesubr.com

BREC's Scotlandville Parkway and Greenway Restoration

BREC, in collaboration with Southern University and local stakeholders, is advancing the multi-phase **Scotlandville Parkway Master Plan**—a greenway restoration effort that transforms the former railroad corridor into a continuous trail system. Features include:

- Multi-use trails and bike paths
- Flood-resilient and shaded infrastructure
- Playgrounds, gathering areas, and outdoor fitness equipment
- Stormwater management and green infrastructure

This linear park serves as a recreational, environmental, and cultural spine through Scotlandville, supporting wellness, connectivity, and long-term resilience. The greenway also strengthens pedestrian links between neighborhoods, schools, and employment centers.

More at: [BREC Scotlandville Parkway](#)



Together, these investments establish a powerful foundation for community-centered redevelopment. Proposals aligned with these efforts—particularly those that enhance walkability,

improve housing choice, support small businesses, and honor the cultural heritage of Scotlandville—will be viewed favorably under this RFP.

2.4 CONCLUSION

The Plank Road and Scenic Highway corridors represent two of Baton Rouge’s most promising areas for equitable, place-based reinvestment. Both corridors are anchored by deep cultural roots, strategic infrastructure investments, and community-driven plans that articulate a bold vision for inclusive growth.

Along **Plank Road**, a legacy of Black commerce and civic life is being reactivated through transit investments like the Plank-Nicholson Bus Rapid Transit line, affordable housing projects like the Villas at Mohican, and catalytic public amenities such as Erie Street Eco Park. The Imagine Plank Road Plan serves as a roadmap for mixed-use development, neighborhood revitalization, and equitable mobility that connects residents to opportunity.

In **Scotlandville**, the Scenic Highway corridor is being transformed by complementary efforts—from the MOVEBR corridor upgrades and BREC’s greenway restoration to Southern University’s innovation district, Cadence. These initiatives build on the community’s own vision, as outlined in the Scotlandville Community Plan, to reconnect neighborhoods, expand economic opportunity, and elevate cultural identity.

Together, these corridors form the spine of North Baton Rouge’s reinvestment strategy. They offer high-visibility sites, strong institutional anchors, and supportive public policies to guide redevelopment. Yet just as important, they offer the chance to address decades of underinvestment with a new model—one rooted in equity, community voice, and long-term resilience.

Build Baton Rouge invites proposals that align with this momentum and contribute to a shared future: one where historic neighborhoods thrive, local residents benefit, and Baton Rouge grows in a way that is inclusive and just.

3 PROGRAM OBJECTIVES

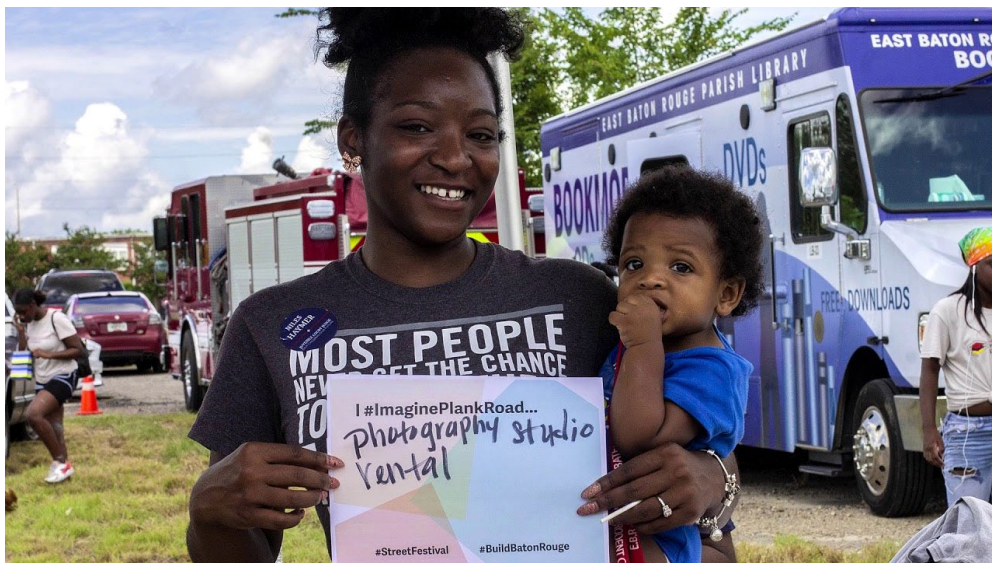
Build Baton Rouge (BBR) seeks to advance several core goals through redevelopment partnerships. These objectives reflect the agency's commitment to sustainable equitable growth, public benefit, and neighborhood-driven outcomes. At the heart of these objectives are the community's vision for their neighborhood and priorities for their community. Build Baton Rouge also considers data, historic development patterns, financial feasibility, and the needs of future EBR residents when defining project goals.

3.1 HISTORICAL CONTEXT AND COMMITMENT TO EQUITY

The Plank Road and Scenic Corridors have been deeply shaped by decades of underinvestment, racial segregation, and exclusionary planning practices. Originally a center of Black homeownership, small business, and community life, the area suffered through redlining, urban renewal displacements, and infrastructure neglect. Over time, this led to concentrated poverty, high vacancy, and gaps in access to essential services.

Build Baton Rouge recognizes these structural inequities and views redevelopment as an opportunity to reverse this legacy. This RFP is part of BBR's broader mission to deliver investments in neighborhoods that have been historically overlooked—and to do so in a way that centers residents, preserves cultural identity, and fosters long-term affordability and prosperity.

Projects submitted under this RFP will be evaluated in part based on how they advance equity both in outcomes (e.g., affordability, amenities, business inclusion) and process (e.g., community engagement, contracting).



3.2 BBR PROJECT GOALS

BBR seeks proposals that will:

- Reflect design excellence and sustainability
- Demonstrate strong financial feasibility
- Contribute to long-term neighborhood stabilization and economic mobility
- Comply with all applicable federal, state, and local funder requirements currently known or that may arise throughout the development process

Below are potential project goals for future partnerships:

Example 1: Affordable Housing – Multi-Family

- Deliver new or rehabilitated rental units for households at or below 80% AMI
- Meet LIHTC, HOME, CDBG, or other affordability period and compliance standards
- Include a mix of unit sizes and accessibility features
- Integrate on-site supportive services or community amenities

Example 2: Affordable Housing – Homeownership

- Deliver affordable for-sale units for low- to moderate-income households
- Utilize subsidy tools like soft second mortgages or down payment assistance
- Partner with housing counseling agencies to support buyers
- Prioritize first-time homebuyers and neighborhood residents

Example 3: Commercial Development

- Activate ground-floor or standalone space for retail, healthcare, food access, or small business use
- Support minority- and women-owned businesses through leasing strategies
- Deliver job creation opportunities for LMI individuals
- Consider community ownership or cooperative models where feasible

Example 4: Public Facility or Infrastructure

- Provide a space for neighborhood-serving civic use (e.g., library, childcare, health clinic, recreation center)
- Incorporate green infrastructure, pedestrian connectivity, or resilience measures
- Respond directly to documented gaps in neighborhood access to services

Example 5: Mixed-Use Development

- Combine affordable housing with commercial, nonprofit, or public use
- Activate street frontages and improve walkability
- Distribute affordability and amenities throughout the site
- Maximize impact through layered financing and diverse community partnerships

All proposals should be grounded in clear, achievable goals that reflect community priorities and the capacity of the development team.

3.3 COMMUNITY VISION AND PRIORITIES

Any proposed redevelopment effort should reflect the priorities and values of the community. Previous engagement activities and neighborhood input have identified a broad range of community goals, including:

- Access to affordable and mixed-income housing
- Safety improvements such as exterior lighting
- Development that enhances neighborhood value and perception
- A community resource center or flexible space for neighborhood use
- Grocery store or healthy food access
- Childcare and early learning opportunities
- Workforce development and job training programs
- Access to medical services such as a primary care physician and pediatrician
- Education-related facilities or programming
- After-school programming or safe, enriching spaces for youth
- Opportunities for small and minority-owned businesses
- Community-serving retail and amenities
- High-quality urban design that reflects neighborhood character
- Pedestrian connectivity, including sidewalks and bike lanes, transit access, green infrastructure and shaded infrastructure to support walkability and comfort

If the developer has conducted community or stakeholder engagement as a part of their project, please indicate that in your proposal.



3.4 IMAGINE PLANK ROAD PLAN

The Imagine Plank Road Plan, adopted by the City-Parish of East Baton Rouge, is a comprehensive community revitalization strategy developed by Build Baton Rouge in close partnership with neighborhood residents, stakeholders, and public agencies. As the first formally adopted community plan for North Baton Rouge, it provides a roadmap for equitable redevelopment anchored in transit, housing, culture, and infrastructure investment.

The plan outlines a bold vision for transforming the corridor into a walkable, vibrant, and inclusive destination that builds on the cultural and historical strengths of the community. Key priorities identified in the plan include:

- Transit-oriented development that enhances mobility and connects residents to jobs and services
- Activation of vacant land for mixed-use and community-benefit projects
- Expansion of affordable and mixed-income housing
- Strengthening access to healthy food, parks, and healthcare
- Investment in streetscape, drainage, lighting, and pedestrian infrastructure

The Imagine Plank Road Plan is not only a community-driven visioning document, it is also a strategic tool that can be used to attract public and private investment. Because it is a formally adopted plan of the City-Parish, it can support applications for federal and state funding, tax credits, and philanthropic support by demonstrating that proposed projects align with local priorities and long-range planning efforts.

Respondents are strongly encouraged to review the Imagine Plank Road Plan and align their proposals with its strategies and recommendations. The plan is publicly available here: [Imagine Plank Road](#).





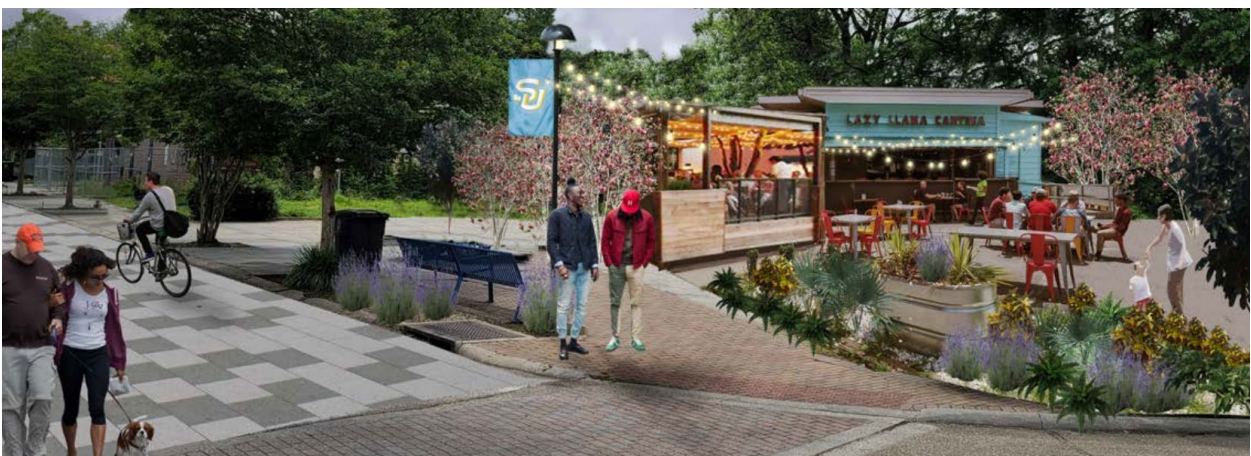
3.5 THE SCOTLANDVILLE COMMUNITY PLAN

Adopted in 2022, the **Scotlandville Community Plan** is the first comprehensive, community-led master plan for the area in over 60 years. It reflects more than a year of outreach, focus groups, and collaboration with neighborhood leaders, students, faith institutions, and residents. The plan establishes a roadmap for reconnecting neighborhoods, strengthening cultural identity, and fostering equitable reinvestment.

Key goals include:

- **Reconnecting Scotlandville to Southern University** through new trails, signage, and community spaces
- **Encouraging mixed-use development** along Scenic Highway and key intersections
- **Improving transit access and multimodal connectivity**, including new sidewalks, bike lanes, and trail linkages to the Scotlandville Parkway and BREC greenway system
- **Catalyzing economic growth** through support for local businesses, job training hubs, and targeted redevelopment
- **Protecting and celebrating culture**, including through public art, historic preservation, and the creation of community landmarks

More information is available at www.suscotlandvilleplan.com and https://city.brla.gov/gis/ldast/PA-18-22_PLANS.pdf.



4 INCENTIVES AND FINANCING OPPORTUNITIES

If BBR owns properties relevant to the submitted proposal, BBR may offer property(ies) for sale, through a long-term ground lease, or through a negotiated lease agreement in exchange for the selected developer's adherence to specific redevelopment goals and public benefit requirements. Respondents should clearly outline their preferred ownership structure (e.g., fee simple acquisition or leasehold interest) and proposed acquisition terms in their proposal.

If BBR does not own properties relevant to the submitted proposal, BBR may offer support in property assemblage and land acquisition. BBR acquired properties are subject to all federal, state, and local laws and regulations.

The developer is encouraged, where applicable and reasonable to ensure the viability of the development, to pursue competitive public and private funding sources to finance the project. These may include, but are not limited to:

- **Low-Income Housing Tax Credits (LIHTC)** through the Louisiana Housing Corporation (LHC). This program provides federal tax incentives for the development of affordable rental housing. LIHTC projects will be subject to affordability thresholds and compliance monitoring. More information is available at: <https://www.lhc.la.gov/low-income-housing-tax-credit-lihtc-program>
- **HOME Investment Partnerships Program, Community Development Block Grant (CDBG), Emergency Solutions Grant (ESG)**, or other local housing subsidy programs administered by the City-Parish. More information is available at: www.brla.gov/communitydevelopment
- **New Markets Tax Credits (NMTC)** and other federal or philanthropic programs that support community and economic development
- **Opportunity Zone investment**, if the site is located within a designated zone
- **CDFI Below Market Rate Loan Funding** through a BBR partnership with TruFund Financial Services and the JP Morgan Chase Advancing Cities grant.

Where available, BBR may provide support letters for public financing applications and will coordinate with local agencies to help advance qualifying projects.

All financing strategies must account for long-term compliance obligations and affordability restrictions consistent with program guidelines.

5 PROPOSAL SUBMISSION

5.1 SUBMISSION REQUIREMENTS

Interested developers are requested to submit a concise but comprehensive **Proposal Package**. The response should include sufficient information to allow BBR to evaluate the developer's qualifications, understand the project concept, and gauge how it aligns with the Imagine Plank Rd Plan. Respondents must include a complete and organized application packet. Incomplete submissions may be deemed non-responsive.

At a minimum, the submission must contain the following elements:

5.1.1 Project Concept and Methodology

- Respondents should identify what type of project(s) they are interested in pursuing (referencing the categories in Section 4 or specific sites from the Plan).
- Explain the vision for the project: its components and uses, how it addresses community needs, and how it ties into the Plan's vision for the corridor.
- If the respondent has a particular site in mind, identify it and note any site control or knowledge of ownership (if applicable).
- Outline the methodology or approach for planning and executing the project – for instance, discuss community engagement plans, design and construction approach, and any innovative techniques or partnerships you would employ.
- Preliminary design concept and architectural renderings or massing studies
- **Critical:** Demonstrate how the proposal supports or advances the Imagine Plank Rd's and Scotlandville Community Strategic Plan's recommendations and goals (*e.g.*, improving infrastructure, providing affordable housing, creating jobs, *etc.*). The response should convince reviewers that the developer has a thoughtful approach to aligning the project with public objectives.

5.1.2 Experience and Capacity:

- Narrative description of the development team's qualifications and experience with similar public-private partnerships or similar project scales.
- Identify the project lead/principal as well as architects, engineers, contractors, financial partners, or consultants (if known at this stage) who are part of the team. Summarize each member's relevant experience and role in the project.
- List of completed and active projects that are comparable to the Project Concept, including for each:
 - Name and location
 - Number of residential or commercial units

- Total development cost
- Funding sources and amounts
- Team member responsibilities
- References with contact information
- Documentation of how the proposal meets threshold requirements, including relevant licenses, registrations, insurance, and relevant certifications:
 - Certification of Acceptance of RFEI Terms
 - Conflict of Interest Certification
 - Non-Collusion Certification
 - Certification Regarding Lobbying

5.1.3 Project Feasibility and Financial Strength

- Provide a high-level development budget range or investment estimate for the concept. include preliminary thoughts on the project's financial structure, for example:
 - Anticipated total development cost
 - Any private funding
 - Any expectation of public participation or funding (TIF, tax credits, grants).
- Please provide a pro forma that includes:
 - Funding sources and uses
 - Financial analysis that supports operation (20-year for residential, 15-year for commercial)
 - Square footage by use
 - Unit count, bedroom mix, and affordability levels, or any planned commercial or community-serving space
- Provide an overview of the financial capacity of the development entity. This may include:
 - A statement of the developer's ability to secure financing (debt and equity) for the project
 - Examples of successfully financed projects of similar scale
 - Anticipated funding sources (private capital, bank loans, tax credits, *etc.*)
 - Identification of any private capital or equity the developer intends to contribute
- Last three years of tax returns, audited financial statements, or relevant financial documentation for the development entity and its affiliates

5.1.4 Timeline and Preliminary Schedule:

- Provide an estimated timeline or development schedule for the project concept, recognizing that this is a preliminary proposal. Indicate the expected phases (*e.g.*, due diligence/planning, design, permitting, construction, and occupancy) and how long each phase might take.
- If the respondent is interested in multiple project components, outline a possible sequencing or priority among them. Also note any critical milestones or dependencies (for instance, reliance on public infrastructure improvements or regulatory approvals).

5.1.5 Community Engagement & Impact

- The proposal should indicate either:
 - A. The designation of BBR as the lead on community engagement responsibilities (requires the reservation of a program fee for BBR's staff time in the budget), OR
 - B. A Community Engagement Plan, including
 - How your engagement builds on prior outreach or aligns with existing community feedback
 - List of anticipated community partners and their roles
 - Narrative on how the proposed design fits the character, scale, and identity of the surrounding neighborhood
- Plans for sustainability, resilience, and third-party certification targets (*e.g.*, Enterprise Green Communities, LEED, FORTIFIED)

5.1.6 Alignment with Community Priorities, Equity and Inclusion

- Narrative detailing how the project advances affordability, economic opportunity, or services aligned with neighborhood needs
- Description of any community amenities proposed (*e.g.*, grocery, childcare, healthcare, workforce development)
- Explanation of how the project supports the vision and recommendations of relevant neighborhood plans or planning studies
- Plan for Contracting with Minority- and Woman-Owned Businesses (M/WBEs)
- Certification of commitment to Davis Bacon and Section 3 compliance, if required by federal funding invested in the development.

5.2 THRESHOLD REQUIREMENTS

To be considered responsive, proposals must meet the following minimum requirements:

5.2.1 Public Benefit (Required)

- A minimum of 20% residential units are affordable to households at or below 80% AMI for at least 5 years; OR
- Creation of a minimum of 10 full-time equivalent jobs for low- to moderate-income individuals or individuals that live within 5 miles of the project for a minimum of 5 years; OR
- A project that provides community assets such as medical services, childcare, fresh food access, or other neighborhood-serving amenities for a minimum of 5 years.

5.2.2 Funding Compliance (Required)

- All proposals must comply with applicable requirements from any identified funding sources (federal, state, or local), including but not limited to:
 - U.S. Department of Housing and Urban Development (HUD)
 - Louisiana Housing Corporation (LHC)
 - City-Parish funding sources such as CDBG, HOME, ESG, or bond allocations
- Compliance includes, where applicable, compliance with the National Environmental Policy Act of 1969 (NEPA) (42 U.S.C. 4321). By submission of an application, the respondent acknowledges and agrees that from and after the date of submission of its application for this property, **no “choice-limiting” activities** may be undertaken with respect to the project until a Notice to Proceed or equivalent letter has been issued by BBR.

5.2.3 Organizational Capacity and Experience (Required)

- Respondents must demonstrate relevant development experience, especially with projects involving public-private partnerships and federal, state, or local funding.
- The development team must show evidence of financial capacity to carry the project from award through completion.
- Respondents should highlight their experience managing compliance, procurement, and reporting requirements typical of public funding sources.

5.2.4 Funding Availability

- Projects must demonstrate their ability to fund a reasonable share of project costs either through access to financing, equity, or subsidies the respondent has secured.

Please ensure the submission is well-organized and addresses each of the above requirements. Brevity is appreciated (e.g., the main narrative excluding resumes or appendices might be ~15 – 20 pages), but the content should be sufficiently detailed to demonstrate the respondent's

qualifications and vision. **All submissions should be clear and easy to read**, with any supporting documents (charts, images, *etc.*) labeled and referenced. Electronic PDF format is preferred for ease of distribution and review.

5.3 EVALUATION CRITERIA

All proposals will be evaluated based on the overall quality and completeness of the submission, the feasibility of the project, and the degree to which it aligns with the goals of Build Baton Rouge and the needs of the surrounding community. Each submission will be scored according to the criteria below, with a maximum possible score of 100 points.

Responses will be evaluated by BBR and possibly other advisors/partners. Evaluation will be qualitative; no explicit scoring rubric is announced at the date this RFP was released, but the factors below will guide our assessment. **BBR reserve the right to accept or reject any or all submissions** and to ultimately choose the path that is in the best interest of the Corridor's redevelopment and the public. This RFP is non-binding, and participation or ranking in this stage does not guarantee any award or contract. It is nonetheless a critical step for firms to demonstrate their suitability for a potentially significant partnership opportunity.

The evaluation of the Expressions of Interest will be based on the following primary criteria:

5.3.1 Project Concept and Methodology (20 points)

- Clarity and creativity of the project vision
- Alignment with the area plan recommendations
- Identification of potential site(s) and project type(s)
- Methodological approach to planning, design, and implementation
- Use of innovative or community-centered development strategies

5.3.2 Experience and Capacity (25 points)

- Relevant experience with comparable public-private or community-based development projects
- Qualifications of development team members and organizational structure
- Demonstrated ability to manage complex, compliance-driven projects
- Quality and relevance of project portfolio and references

5.3.3 Project Feasibility and Financial Strength (25 points)

- Preliminary development budget and investment logic
- Likelihood of securing needed financing
- Financial capacity and stability of the respondent
- Indication of the ability to identify and secure funding for the development, whether private or subsidy

5.3.4 Development Timeline (10 points)

- Realism and clarity of development phases and schedule
- Awareness of dependencies (infrastructure, permitting, financing, etc.)
- Identification of key milestones and project sequencing (if applicable)

5.3.5 Community Engagement & Impact (10 points)

- Clear plan for inclusive, transparent, and accessible community engagement OR partnership with BBR for outreach
- Alignment with community feedback and design that fits neighborhood character
- Inclusion of sustainability, resilience, and third-party certification goals

5.3.6 Equity, Inclusion, and Alignment with Community Priorities (10 points)

- Extent to which project advances affordability, access to services, or economic opportunity
- Inclusion of community-serving amenities (e.g., grocery, childcare, workforce development)
- Commitment to M/WBE participation and Section 3 compliance
- Alignment with neighborhood plans or relevant planning studies

Evaluation Area	Points
Project Concept and Methodology	20
Experience and Capacity	25
Project Feasibility and Financial Strength	25
Development Timeline	10
Community Engagement & Impact	10
Equity, Inclusion, and Alignment with Priorities	10

Total	100
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5.4 SUBMISSION PROCESS AND CONTACT INFORMATION

5.4.1 Submission Format

Submit proposals electronically via info@buildbatonrouge.org. Please provide all required information in a clear, organized manner. Begin the document with a cover page identifying the developer/team name and primary contact information. If the response includes multiple files (*e.g.*, a main narrative and separate appendices or financial statements), clearly label each file.

5.4.2 RFP Coordinator – Contact Person

For questions or additional information, contact:

Kendra Hendricks
 Sr. Planning Coordinator
 Build Baton Rouge
khendricks@buildbatonrouge.org
 Website: www.buildbatonrouge.org

This individual will serve as the point of contact for all inquiries and communications regarding the RFP. **All questions or requests for clarification** should be directed to the contact person in writing (preferably via email) by the question deadline specified. Please reference the specific RFP section or topic in your inquiry to ensure a prompt and relevant response. As noted in Section 8, questions and answers will be compiled and shared with all prospective respondents to maintain fairness.

5.4.3 After Submission

Upon receipt of each submission, an email confirmation will be sent by the RFP Coordinator to the designated point of contact. If you do not receive confirmation within 2 business days of submitting, please reach out to verify that your submission was received.

All submissions will be treated as property of BBR and will not be returned. As mentioned, the content may be subject to public records law, and the agencies are not responsible for any proprietary information that is not properly marked or that cannot be legally protected.

6 TERMS AND CONDITIONS

These Terms and Conditions apply to all proposals submitted in response to any Request for Qualifications or Proposals (RFQ/RFP/RFEI) issued by Build Baton Rouge (BBR), the Redevelopment Authority of East Baton Rouge Parish. These provisions reflect procurement practices used by BBR and the City-Parish, incorporating applicable local, state, and federal requirements.

Because BBR is a political subdivision of the State of Louisiana, any development partnership or transaction arising from this RFP/RFQ/RFEI must adhere to all applicable laws and regulations governing public sector procurement and redevelopment projects.

6.1 PROPOSAL GENERAL CONDITIONS

6.1.1 Costs of Proposal Preparation

All costs incurred in the preparation and submission of a proposal, including travel, interviews, site visits, legal expenses, or any other cost, are solely the responsibility of the respondent and will not be reimbursed by BBR under any circumstances.

6.1.2 Proposal Ownership and Use

BBR reserves the right to use any or all information presented in a proposal, whether or not the proposal is accepted. Submission of a proposal constitutes the respondent's consent to such use.

6.1.3 Reservation of Rights

BBR reserves the right to:

- Accept or reject any and all proposals, in whole or in part, for any reason.
- Cancel, amend, or reissue this RFQ/RFP/RFEI/RFEI at any time without liability.
- Waive informalities or minor irregularities in the proposal process.
- Require clarifications or additional information from any respondent.
- Negotiate final terms and conditions with the selected respondent.
- Award multiple or no contracts.

6.1.4 Proposal Validity

Proposals shall be valid for a minimum of 120 days after submission unless otherwise specified in writing. Respondents may withdraw their proposal during this period by submitting written notice to BBR. Withdrawal becomes effective upon BBR's receipt of the written notice.

6.1.5 Addenda and Modifications

BBR may issue written addenda to clarify, amend, or modify the RFQ/RFP/RFEI/RFEI. It is the responsibility of the respondent to monitor for and comply with all issued addenda.

6.1.6 Communication Restrictions

To avoid the appearance or reality of unfairness in the procurement process, no additional support, technical assistance, or communication will be provided to respondents outside of the scheduled events or formally issued addenda included in the procurement timeline.

BBR may contact respondents to request clarifying information regarding their submissions. Such requests and all responses must be made in writing.

6.1.7 Confidentiality and Public Records

BBR are subject to Louisiana's Open Meetings Law and Public Records Law (R.S. 44:1 et seq.). Key decisions regarding this RFP or subsequent selection will occur in noticed public meetings of the BBR Board. Respondents should be aware that information submitted may become subject to public disclosure under the Public Records Act. If certain parts of your submission are confidential or proprietary, please clearly mark those portions. The agencies will endeavor to respect legitimate confidential business information to the extent allowed by law, but absolute confidentiality cannot be guaranteed. In general, the name of respondent entities and the substance of proposals may be discussed in public meetings. By participating in this process, respondents consent to these transparency requirements.

6.1.8 Funding Disclaimer

Award of any contract resulting from this RFQ/RFP/RFEi is subject to funding availability and applicable federal and/or state agency approval.

6.2 QUALIFICATIONS COMPLIANCE

6.2.1 Conflict of Interest

BBR and its officials are subject to the Louisiana Code of Governmental Ethics (La. R.S. 42:1101 et seq.) and related statutes. Respondents must ensure that no conflicts of interest exist in their potential involvement. Disclosure of any potential ethical conflicts is required. For example, if any member of the development team has a family or business relationship with a BBR board member, employee, or public official with influence over the project, that relationship must be disclosed and may require recusal or other mitigation. All interactions between the public agencies and private developers will be conducted with integrity and transparency. Respondents should not offer anything of value to public officials or engage in any behavior that would violate ethics laws. By submitting a response to this RFP, the developer certifies that it will comply with the Louisiana Code of Ethics and all relevant conflict-of-interest rules. BBR reserves the right to disqualify any respondent if a conflict of interest is discovered that cannot be adequately addressed.

6.2.2 Non-Collusion Certification

By submitting a response, the respondent certifies that the proposal is genuine and not made in the interest of or on behalf of any undisclosed person, firm, or corporation; that the respondent has not directly or indirectly induced or solicited any other proposer to put in a false or sham proposal; and that the respondent has not colluded or conspired to influence the procurement process.

6.2.3 Registration and Good Standing

Respondents must be registered with the Louisiana Secretary of State, in good standing with the City-Parish, and eligible to do business in Louisiana. BBR may disqualify any respondent found to be debarred or suspended from federal or state contracts.

Respondents or their team members who are debarred, suspended, or otherwise not in good standing with HUD, the City of Baton Rouge, the State of Louisiana, or BBR are ineligible to participate.

6.2.4 Licenses and Insurance

Respondents must carry, at minimum:

1. \$1 million in general liability insurance
2. Auto insurance (if applicable)
3. Workers' compensation (as required by law)
4. Proof of insurance must be provided prior to contract execution. Subcontractors must carry equivalent insurance or be listed under the respondent's coverage.

6.2.5 Indemnification

The selected respondent shall indemnify and hold harmless BBR and the City-Parish from and against all claims, damages, losses, and expenses, including attorney's fees, arising out of or resulting from any acts or omissions related to the performance of work under this agreement.

6.2.6 Certification Regarding Lobbying

For federally funded projects, respondents must submit a Certification of Lobbying Activities in accordance with 24 CFR Part 87.

6.2.7 Cybersecurity & Data Privacy

If handling sensitive or regulated data, respondents must demonstrate their ability to comply with applicable federal and state privacy and cybersecurity requirements, including implementing appropriate safeguards.

6.3 LEGAL AND COMPLIANCE CONSIDERATIONS

Because BBR and CCEDD are public entities or political subdivisions of the State of Louisiana, any development partnership or transaction arising from this RFEI must adhere to **all applicable laws and regulations** governing public sector procurement and redevelopment projects. Respondents should be aware of the following considerations and be prepared to comply:

6.3.1 Public Procurement Laws

The solicitation of development partners may be subject to Louisiana's public procurement statutes and local government contracting policies. This RFEI is an informal step to identify interested parties and **does not constitute a formal solicitation for bids or proposals**. However, subsequent phases (such as a Request for Proposals or the negotiation of a development agreement) will conform to any procurement requirements mandated by Louisiana law. For example, if the project

involves the transfer of public property or funds, the process may need to comply with the **Louisiana Public Bid Law** (La. R.S. 38:2211 *et seq.*) or other competitive selection rules. BBR and CCEDD are committed to a fair, transparent selection process – all respondents will be kept on equal footing in accordance with state and local procurement regulations. In your RFEI response, please acknowledge your understanding that **compliance with public procurement law is required**, and that additional information or steps (*e.g.* public notices, competitive negotiations, *etc.*) may be needed later to finalize any partnership.

6.3.2 Public-Private Partnerships and Cooperative Endeavors

BBR is explicitly authorized to enter into cooperative endeavor agreements and partnerships with private entities to accomplish its redevelopment objectives. Any development agreement resulting from this solicitation will likely take the form of a **Cooperative Endeavor Agreement (CEA)** or similar public-private partnership arrangement. Such agreements in Louisiana must have a clear public purpose and comply with constitutional and statutory requirements (*e.g.*, La. Const. Art. VII, §14 on public funds usage). The respondent should be willing to work within the legal frameworks for CEAs, which may include approvals by governing boards or councils, adherence to procurement of construction services, and performance measures to ensure public benefit. If selected to move forward, developers may be asked to provide additional disclosures or documentation to facilitate required legal reviews (for instance, demonstrating that any public assistance or incentives are justified by the public benefits of the project).

6.3.3 Regulatory Approvals and Zoning

Development projects will need to comply with City-Parish zoning and land development regulations. Respondents should anticipate working within the local planning approval process (Planning Commission, Metropolitan Council zoning approvals, permits, *etc.*). Also, any construction will need to comply with building codes, environmental regulations, and other applicable laws. While this RFEI does not require detailed permitting analysis, an understanding of the regulatory context will strengthen your submission.

6.3.4 Ethics and Conflict of Interest

As public bodies, BBR and CCEDD and their officials are subject to the Louisiana Code of Governmental Ethics (La. R.S. 42:1101 *et seq.*) and related statutes. Respondents must ensure that no conflicts of interest exist in their potential involvement. **Disclosure of any potential ethical conflicts is required.** For example, if any member of the development team has a family or business relationship with an BBR or CCEDD board member, employee, or public official with influence over the project, that relationship must be disclosed and may require recusal or other mitigation. All interactions between the public agencies and private developers will be conducted with integrity and transparency. Respondents should not offer anything of value to public officials or engage in any behavior that would violate ethics laws. By submitting an EOI, the developer certifies that it will comply with the Louisiana Code of Ethics and all relevant conflict-of-interest rules. BBR and CCEDD reserve the right to disqualify any respondent if a conflict of interest is discovered that cannot be adequately addressed.

6.3.5 Open Meetings and Public Records

BBR and CCEDD are subject to Louisiana's Open Meetings Law and Public Records Law. Key decisions regarding this RFEI or subsequent selection will occur in noticed public meetings of the respective boards. Respondents should be aware that information submitted may become subject to public disclosure under the Public Records Act. If certain parts of your submission are confidential or proprietary, please **clearly mark those portions**. The agencies will endeavor to respect legitimate confidential business information to the extent allowed by law, but absolute confidentiality cannot be guaranteed. In general, the name of entities submitting EOs and the substance of proposals may be discussed in public meetings. By participating in this process, developers consent to these transparency requirements.

In summary, **all participants must adhere to Louisiana law throughout this process**. The RFEI and any follow-up activities will be conducted in a manner that is compliant with state statutes and reflective of best practices for public accountability. Respondents are encouraged to consult their legal counsel if needed to ensure they can meet these requirements. BBR and CCEDD will also provide guidance on specific legal or procedural requirements as the process advances (for example, instructions for the RFQ/RFP/RFEI stage, if one is issued, or CEA negotiation parameters). Our goal is to form partnerships that not only achieve the Corridor's redevelopment goals but also uphold the highest standards of public sector governance.

6.4 PERFORMANCE AND TERMINATION

6.4.1 No Obligation Without Contract

BBR shall not be liable for any costs incurred by a respondent prior to execution of a formal contract. These RFQ/RFP/RFEI documents are not a contract and do not obligate BBR to award funding or enter into any agreement. Any oral or written representation made by any BBR official, employee, or agent shall be non-binding unless incorporated into a formal written agreement.

6.4.2 Survival of Terms

Any terms of this solicitation or any resulting agreement that by their nature should survive termination shall survive, including but not limited to those related to indemnification, confidentiality, access to records, and compliance obligations.

6.4.3 Payment Terms and Invoicing

Any future agreement resulting from this RFQ/RFP/RFEI will enumerate specific payment terms. If funding is offered as part of the project, it is expected that disbursements will be made in whole or in part through a reimbursement-based process. BBR may also apply a retainage of 5% to 10% on all funding administered until completion of contract deliverables and satisfactory project closeout. Invoices submitted for reimbursement must be itemized and include supporting documentation.

6.4.4 Assignment

The awarded contract may not be assigned without prior written approval by BBR.

6.4.5 Dispute Resolution

Any disputes arising under this agreement shall first be attempted to be resolved through good-faith negotiation. If unresolved, the parties agree to pursue mediation before resorting to litigation. Jurisdiction shall lie exclusively in the 19th Judicial District Court for East Baton Rouge Parish, Louisiana.

6.4.6 Force Majeure

Neither party shall be liable for failure to perform caused by events beyond their reasonable control, such as natural disasters, acts of war, terrorism, pandemics, or government mandates, provided that reasonable efforts are made to mitigate impacts.

6.4.7 Subcontractors

The respondent shall remain fully responsible for work performed by subcontractors. All subcontractors must be disclosed in the proposal and are subject to BBR approval.

6.4.8 Deliverables and Ownership of Work Product

All reports, data, drawings, and other materials developed in connection with a contract shall be the property of BBR and may be used without restriction, unless otherwise enumerated in written agreement.

6.5 FEDERAL TERMS AND CONDITIONS

For projects funded in part or in whole by federal sources, including but not limited to CDBG, HOME, ESG, or LIHTC, respondents must comply with the following requirements and clauses. These provisions will be incorporated into any resulting agreement as required by law or funder policy.

6.5.1 Equal Employment Opportunity

Contractors shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, gender identity, or national origin. Contractors must comply with Executive Order 11246 and relevant implementing regulations.

6.5.2 Davis-Bacon and Related Acts

Construction projects using federal, state, or local funding are often subject to Davis-Bacon wage requirements. Respondents must agree to pay wages in accordance with the most current U.S. Department of Labor Wage Decisions and post such notices at the job site. Contractors must comply with all applicable recordkeeping and labor standards requirements.

6.5.3 Section 3 Compliance

Construction projects using HUD funds must comply with Section 3 of the Housing and Urban Development Act of 1968, which promotes economic opportunities for low-income persons and the businesses that employ them. Section 3 requirements apply to both hiring and contracting activities.

6.5.4 Clean Air Act and Federal Water Pollution Control Act

Contracts and subcontracts in excess of \$150,000 must comply with all applicable standards, orders, or regulations issued pursuant to the Clean Air Act and the Federal Water Pollution Control Act.

6.5.5 Contract Work Hours and Safety Standards Act (CWHSSA)

All construction contracts over \$100,000 must comply with CWHSSA requirements, including proper compensation for overtime and recordkeeping.

6.5.6 Byrd Anti-Lobbying Amendment

Respondents must certify that no federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency or member of Congress in connection with this contract.

6.5.7 Debarment and Suspension (2 CFR Part 180)

Contractors and subcontractors must not be debarred, suspended, or otherwise excluded from participating in federally assisted programs. Verification will be conducted through the federal System for Award Management (SAM).

6.5.8 Access to Records and Audits

The contractor must allow access to all records, books, documents, and papers by BBR, HUD, or other authorized representatives for audit or examination purposes. Records must be retained for a minimum of five (5) years after contract closeout.

6.5.9 Domestic Preferences

To the extent practicable, preference shall be given to goods, products, and materials produced in the United States, in accordance with 2 CFR § 200.322.

6.5.10 Use of M/WBE, SEDBE, and Labor Surplus Area Firms

Respondents must make affirmative steps to use minority-owned, women-owned, socially and economically disadvantaged businesses, and labor surplus area firms in accordance with federal procurement requirements and City-Parish policies.

6.5.11 HUD Compliance Provisions

All federally funded projects must incorporate HUD's Compliance Provisions for Direct Grantee Construction and Professional Service Contracts. These provisions may be attached as an exhibit and are mandatory for any HUD-supported activity.

6.5.12 Uniform Relocation Act (URA)

If property acquisition is involved, respondents must comply with the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (URA) and its implementing regulations.

6.5.13 Environmental Review and Choice-Limiting Actions

Compliance with the National Environmental Policy Act of 1969 (NEPA) (42 U.S.C. 4321) is a requirement of this program. If an Environmental Review Record (ERR) has not been completed for the subject property, BBR will coordinate with the selected respondent to obtain the ERR in accordance with 24 CFR Part 58. The ERR will be completed by an approved environmental consultant and, in most cases, the process will be completed in fewer than 90 days.

If any federal funds are contemplated in the proposal, no “choice-limiting” activities—such as property acquisition, demolition, rehabilitation, conversion, repair, construction, leasing, or disposition—may be undertaken from the date of application submission until a Notice to Proceed or equivalent letter has been issued by BBR. Performing a choice-limiting activity without such authorization will disqualify the project from receiving approval or funding. Any purchase agreement executed before receipt of a Notice to Proceed/Environmental Clearance must include a condition that the agreement is contingent on successful completion of the ERR process.

Completion of the environmental review process is mandatory before undertaking any choice-limiting action, even if federal reimbursement is not being sought for that specific activity.

6.6 COMMUNICATION TERMS

6.6.1 Notice and Participation in Public Engagement

Respondents are required to communicate proactively and transparently with BBR staff regarding any public-facing activity related to the project. This includes but is not limited to: community engagement efforts, meetings with stakeholders or elected officials at the local, state, or federal level, and participation in public forums or events. Respondents must provide BBR with advance notice and details of such engagements and BBR can, at their sole discretion, reserve the right to attend or participate in these engagements.

6.6.2 Recognition of BBR

All public communication—including but not limited to press releases, social media posts, event announcements, or promotional materials—must, when applicable and unless otherwise directed, acknowledge BBR’s role in the project. This could include the requirement to use the BBR brand in line with the BBR brand standards.

Signage acknowledging BBR’s role in redevelopment may be required at the project site.

6.6.3 Communication Approvals

BBR reserves the right to review and approve the content or plans for project communications in advance.

6.6.4 Publication and Promotion

Selected respondents agree to participate in reasonable promotional activities and community meetings scheduled by BBR.

7 CONCLUSION

We appreciate your interest in the Plank Road and Scenic Highway corridors and the time taken to prepare a response. This RFP represents an exciting opportunity to partner in the equitable revitalization of two of Baton Rouge’s most historic and strategically important communities. These corridors — anchored by cultural legacy, institutional strength, and transformative public investments — are poised to drive inclusive economic growth and community-led development in North Baton Rouge.

Build Baton Rouge is committed to a transparent, competitive process that will result in the selection of development partners who share our dedication to community impact, design excellence, and long-term affordability. We look forward to reviewing your ideas and working together to shape a future that reflects the aspirations of residents and honors the rich histories of Plank Road and Scotlandville.