Background Briefing Materials for Baton Rouge Riverfront Charrette

4-24-1990

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Background Briefing Materials
for
Baton Rouge Riverfront Charrette
April 24-25, 1990
Baton Rouge, Louisiana

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SECTION 1

OVERVIEW

- Downtown Baton Rouge Map
- Location and Weather
- Major Events in the Baton Rouge Area
LOCATION AND WEATHER

GEOGRAPHICAL LOCATION: Baton Rouge is located in South Louisiana on the east bank of the Mississippi River, approximately 70 miles west of New Orleans, accessible by Interstates 10, 12 and 55.

WELCOME CENTRES: The State of Louisiana has Welcome Centres located on I-10 West at the Louisiana/Mississippi state line; I-55 South, north of Kentwood and US 61 South, north of St. Francisville.

WEATHER: Baton Rouge's general climate classification is subtropical. Summer temperatures are consistently warm beginning in the latter part of May and continuing through the middle of September. Winters are usually very mild except for occasional cold air invasions which normally last for about two days. Because of the mild weather, outdoor activities are planned year round. Spring and Fall are always very pleasant with cool nights and warm sunny days. Precipitation is reasonably well distributed and ample throughout the year.

MONTHLY NORMS

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MAJOR EVENTS
IN THE BATON ROUGE AREA

The following is a listing of annual events held in the Baton Rouge Area. The dates listed, in some cases, are approximate but exact information can be obtained by calling the Baton Rouge Area Convention and Visitors Bureau at 504-383-1825. When planning itineraries, please consider these events to "spice up" your Baton Rouge vacation.

FEBRUARY

Krewe of Mystique Parade - From Independence Park, West on Florida Blvd. to Rebel Shopping Center and return, Baton Rouge, LA.
LSU Open Livestock and Championship Rodeo - Parker Agricultural Center, LSU, Baton Rouge, LA.
Annual Festival of Contemporary Music Louisiana State University, Baton Rouge, LA.

MARCH

Audubon Pilgrimage - St. Francisville, LA - An intimate tour of the homes and gardens in the Plantation Country of West Feliciana Parish. Folk dancing, carriage rides and arts and crafts shows.
Feliciana's Festival Weekend - Jackson and Clinton, LA - Antiques show and sale, arts and crafts sale in historic Clinton and candlelight tours through homes of East Feliciana Parish.

APRIL

Ponchatoula Strawberry Festival - Ponchatoula, LA - Arts and crafts exhibits, live bands, dancing entertainment, strawberry picking, eating and cooking activities.
River City Blues Festival - Baton Rouge, LA - A festival to preserve the early blues and the roots and branches of that musical form which have developed over the years.

Cajun bonfires are built to light the way for Papa Noel during Christmas!

Louisiana Balloon Festival & Air Show - Hammond, LA - Hot air balloon races and spectacular air shows. Lots of food and souvenirs.

MAY

The Great Amite River Catfish Festival - Denham Springs, LA - Continuous entertainment, dancing, lots of arts and crafts displays. Catfish prepared in any way you like.
Breaux Bridge Crawfish Festival - Breaux Bridge, LA - (first weekend in May) The streets are filled with arts and crafts, live entertainment, wonderful Cajun food prepared to everyone's liking. Crawfish, boudin, etoufee, gumbo, etc.

Fest For All - Baton Rouge, LA - Festival for everyone! Featuring a children's pavilion, exhibits displaying arts and crafts, jewelry, paintings, food and much, much more.

“Brown Bag” - Fest-For-All variety entertainment, Lafayette Park, North Blvd., Baton Rouge, LA.

JUNE

Jambalaya Festival - Gonzales, LA - A sampling of Louisiana's unique jambalaya dish, along with music and crafts.

JULY

Freedom Fest - Annual Fourth of July celebration - Baton Rouge, LA. River Road at North Blvd., Fireworks on the Mississippi River at dusk.
Mount Hope Plantation House - Celebrates with hot dogs and homemade ice cream, 8151 Highland Rd., Baton Rouge, LA.

Baker Heritage Festival - Five mile run, parade, music all day, performing arts, crafts, games and food. Museum grounds, Baker, LA.

August

Annual Louisiana Shrimp and Petroleum Festival - Parade, Outdoor mass, Blessing of the fleet. Boat races, fireworks, street parade. Morgan City, LA.

SEPTEMBER

Festivals Acadiens - Lafayette, LA - Multiple celebrations of the unique aspects of the Cajun mystique. Music, food, crafts and the arts of French Louisiana.

Foundation for Historical Louisiana Annual Antique Show and Sale - Baton Rouge, LA.

OCTOBER

Donaldsonville Sunshine Festival and Great River Rally - Donaldsonville, LA - Display of Sports Car Club of America, rally-sprint classic car show, 5k runs and fun runs. Fireworks, carnival, arts and crafts and entertainment.

Bastille Day Celebration - Music, food, dancing. Catholic mass in French, Baton Rouge, LA.
Angola Prison Rodeo - Angola, LA - a traditional prison rodeo complete with food, fun, and arts and crafts made by the prisoners.


International Acadian Festival - sponsored by Plaquemine Knights of Columbus Council 970. Plaquemine, LA.

Annual Fall Crafts Festival - Old State Capitol Grounds, Baton Rouge, LA.

Autumn Heritage Weekend - Last weekend in October. Art, food and entertainment in Clinton and Jackson, LA. 683-5594 for more information.

Annual Potpourri Festival - Second weekend in October. Arts and crafts, Port Allen, LA.

The Greater Baton Rouge State Fair - The last two weeks in October and the first week in November. Fairgrounds on Airline Hwy., Baton Rouge, LA.

NOVEMBER

Destrehan Plantation Autumn Festival - 999 River Road, Destrehan, LA.

DECEMBER

19th Century Christmas at Nottoway Plantation - White Castle, LA - Candlelight tours of the plantation home.

Bonfires on the Levee - Lutcher, Gramercy, LA. - A Cajun tradition on Christmas Eve along the Mississippi River.

Annual Christmas Bonfire Party - Oak Alley Plantation, Vacherie, LA.

Magnolia Mound Plantation Christmas Open House - 2161 Nicholson Dr., Baton Rouge, LA.

West Feliciana Historical Society Christmas in the Country Event - St. Francisville, LA.

Ante-bellum Christmas Tour - Jackson and Clinton, LA., 654-6858 for more information. ☐
SECTION 2
BACKGROUND DATA

• Downtown Riverfront Development Plan
• Newspaper Articles:
  Downtown Development: "Baton Rouge Makes Strides"
• "Baton Rouge 2000 Update - A Development Program for the Downtown Development District"
DOWNTOWN RIVERFRONT DEVELOPMENT PLAN
BATON ROUGE, LOUISIANA
People who frequented Baton Rouge's Third Street (now Riverside Mall) during the early '50s today bemoan the loss of what Dr. Fritz Wagner calls a "living, breathing downtown area."

Chairman of the University of New Orleans School of Urban and Regional Studies, Wagner trains urban planners and public administrators who fan out across the country to help revitalize America's failing downtown area.

The textbook definition of a thriving downtown area, said Wagner, "is one bustling with activity, with lots of people on and around the streets. It's safe and alive, with a good mix of businesses that are doing well financially. The area is clean, vibrant, and transportation systems work well with buses or some kind of shuttle. You can get into the central business district easily at peak activity times.

"Concerts," he continued, "are held on a regular basis. City services -- like fire and police -- are good. Parking laws are enforced. There are a number of places open for lunch."

So far, so good for Baton Rouge.

But then Wagner leveled the clincher. "I would say that economic viability would be the main factor in the health of a downtown area. If you don't have a strong mix of retail businesses, with anchor stores, you're probably not going to draw enough people downtown to make it economically viable. If that's the case, then you've got to figure out ways to revitalize." Such is the predicament of today's Riverside Mall, which thrives from 9 to 5 then takes a long siesta until the next work day.

It's not an unfamiliar scenario, since it's one shared by cities coast to coast. When Ozzie and Harriet bought a house in the suburbs, so did the rest of America.

The freeways of the '50s, built with federal funds to enable cross-country military transport, fostered decentralization of cities. And then came the malls which, with suburbanization, enticed both shoppers and residents from downtown areas. Most professional business people swam with the current.
Unfounded Fears

Left behind was what Baton Rouge saw in parts of downtown in the '60s and '70s -- decaying, ill-kept areas, with commercial properties and historic homes being moved to other parts of the city, replaced by the inevitable attorney's parking lots.

Accompanying the deterioration, said Wagner, were the often undeserved reputations of downtown areas. "Fear of crime, more than anything else, is still driving people out of downtown areas," he said. "It might be a misconception, but people believe it. Both blacks and whites believe central cities are violent, not safe, and fearsome. Many are afraid to go there during the daytime. It's crazy, but that's the reality."

Wagner said that urban planners have no foolproof formula for revitalization, since every city has its own particular set of problems.

But experts have seen, he said, that partnerships between the public and private sectors are often the cornerstones of successful revitalization attempts.

"Everything is private sector-driven," he said. "Sometimes the public and private sectors are in collision, sometimes not. But they need each other. They're in it together. It all interrelates. The well-being of downtown relates to the overall well-being of the community.

"Leaders," he added, "must be bold, forward thinkers who realize this. And they have to enlist the help of corporate structures. One universal response has been leadership through downtown development districts. That's probably the most helpful, healthful first step cities can take."

Wagner listed some proven keys to successful revitalization but noted that "downtown problems are like cancer. If you get in early with treatment, the prognosis is hopeful. If you wait too long, the condition could be terminal. If it's terminal, the whole city suffers."

Creating excitement and commitment is the first step in treatment, he said. "You do TV spots, art shows and more festivals so people can reexperience what downtown might have been like before. City government can offer free parking during off-peak hours, add police and improve service.

"But," he said emphatically, "you have to be careful not to alienate the rest of the community, which might object to what seems like favoritism. You've got to educate the entire city so that it sees the importance of a thriving downtown area."

Shreveport's Story

Shreveport, which has taken its downtown problems by the horns, is not yet bullish, but it's getting there, says Bruce Kevil, executive director of the Shreveport Downtown Development District. The city has put virtually all of Wagner's ideas into action.

According to Kevil, Shreveport suffered a '50s decentralization pattern identical to that of other cities. But, like Baton Rouge, its major
banking institutions opted to stay downtown. Now, along with the First Methodist Church and some other major companies, the banks are downtown's "anchor." Unlike Baton Rouge, downtown Shreveport has "no residents to speak of," said Kevil.

The Shreveport DDD, staffed in 1980, comprises a seven-member board made up of bank presidents, developers and business people. It yields a budget of some $320,000 per year, gained from a four-mill tax.

"Our DDD has discovered that when you are motivated, you can motivate others, and you'll get change," said Kevil. "Synergism and leadership begin to happen when you set an agenda and business and city leadership take responsibility for projects.

"But," he pointed out, "people need to understand that a DDD is not a classic city government organization. Our job is to be innovative -- a catalyst for change."

Innovative change is what the Shreveport DDD has wrought. Because people felt that crime was high, Kevil's groups talked the city into hiring nine mounted policemen. The DDD pays the salaries of two and covered the initial costs of uniforms, saddles and general rigging for all nine.

Kevil organized a networking system with the city's Central (Police) Station and tracks crime reports to determine crime patterns in order to concentrate walking police in the worst areas.

Recently, customers were being discouraged from frequenting five riverfront restaurants due to harassment from teenagers "cruising" the area. The DDD met with the restaurant owners and hired supplemental police officers to take care of the problem. The merchants then decided to form an association. Kevil helped them draw up their bylaws.

Larger scale projects have caused more visible activity.

"We spent hundreds of thousands of dollars to change out the street-lights downtown. We extended the area around the Courthouse, planted seasonal flowers and constructed benches for seating. Four festivals take place there now."

Sidewalk standards were created, and a $13 million dollar urban street scape project promises to pass muster on the city's next bond issue.

Serendipity

At least one project had an unexpected spin-off effect, he said. The historic Strand Theatre, which Kevil fondly calls "the gilded cage" for its ornate plasterwork, was in disrepair until a group of artists began renovating it with Urban Development Action Grant monies. Halfway through, the artists came up $2 million short of funds for completion. The DDD appealed to banks and utility companies, which invested directly to finish it.
Upon completion, Shreveport's symphony and opera moved to the Strand, leaving the city's municipal auditorium unused. The Louisiana Hayride, which had moved to the suburbs, then decided to move back to its original, traditional location, the municipal auditorium. To the city's delight, the live television and radio shows are scheduled to hit the airwaves in mid-June, via a satellite owned by the nearby First Methodist Church.

The renowned Red River Revel Festival already takes place downtown, but interest in the area quickened when Holiday in Dixie, a seven-day event decided to go downtown on a temporary basis. When revenues jumped -- due to its new location on Shreveport's scenic river -- the festival stayed.

"People are coming back," said Kevil, "and they are seeing that downtown is the heart of the community." Kevil does a talk show on a local radio station to make sure the community gets that message.

In the last 10 years, he noted, $193.7 million worth of construction or renovation has taken place in downtown Shreveport. An entrepreneurial retail spirit is gaining force, he said, nudged by the DDD's revolving loan account, which offers loans at low rates.

But Kevil admits that, so far, retailers are not moving back to the downtown area, primarily because malls are only five minutes away. "Downtown retailers are mom-and-pop operations, and they can't come to meetings," he said. "And regionally, sales are down. We realize that retail sales will never be a big draw to downtown. We've seen some success, but malls are a good mousetrap."

The Local Angle

In Baton Rouge, downtown residents and businesses have different perspectives on what hinders success and what would help revitalize the area. But they all agree on what makes downtown Baton Rouge worth saving.

"Our downtown is the center of city, state and federal government," pointed out Ben Taylor, whose family has considerable property downtown. "Secondly, all the major banks in the city have their offices downtown -- and they're building on that commitment. There are also other financial institutions -- brokerage houses and savings and loans. Downtown is the city's cultural center for performing arts and festivals. We have the Centroplex Arena for trade shows and so forth. And there are plenty of places to eat and shop."

Taylor ticked off a long list of attributes. "We are the gateway to West Baton Rouge -- eventually people will move back and forth more across the bridge. Downtown has the most built-in infrastructure, with the most power, electricity and gas. When you develop in downtown, you don't have to run lines.

"It's the oldest part of the city, the highest part -- which means no flooding," he continued. "And it's the first and usually only place visitors want to come. They measure the whole city by the downtown area."

Taylor's list sounds like Wagner's textbook definition of a thriving downtown area. "It is thriving," insisted Taylor. "Downtown has one of the
lowest crime rates in the city. And it has the lowest office space vacancies of any place in the city. It's a viable, livable, working downtown. There are 20 restaurants within walking distance of my offices. I call that viable.

"We've got our problems," he added. "But we're better off than a lot of places."

What are some of those problems?

Many agree with Taylor that the perception of downtown as a high crime area is misguided. But while he dismisses complaints about parking ("People kick and squeal over 50 cents," he said), it's a problem for at least two other people.

Joan Cange, who for the past two years has owned the City News Stand (a downtown institution since 1915) said, "I don't see any crime, but people who frequent our store at Sherwood and Coursey do complain about downtown parking problems. There are parking lots, but they're expensive. People don't like the meters. There is 20-minute parking in front of our store, but a lot of people have been ticketed.

"If we had multi-level parking downtown," she continued, "people would come. A boat dock and all those things are wonderful, but until you can handle the people, you're in another boondoggle."

Cange noted that European tourists have commented on and been impressed by the cleanliness of downtown. One German tourist told her Baton Rouge was probably the "nicest-kept city" he visited in America. She called it quaint and historic.

The Big Picture

Fred Kimball, owner of the Paddle-wheel Restaurant (located in the American Bank Building), said parking is not as much a problem as it was a few years ago. "But we do have people constantly putting money in meters rather than parking in the lots. That discourages dining sometimes."

Like many others, Kimball is seeing a distinct upturn in business. But he still detects a decided "lack of bodies downtown. What would attract people here would be some anchor stores, which I don't see happening."

"The festivals and arts events," he noted, "are drawing people downtown, but it's a one-time shot. I don't see what else people can do to support the area."

Anchor stores were also mentioned by Jenni Peters, Baton Rouge's well-known runner, a Spanish Town resident and an LSU teacher of retail management. "You look at some of the other cities that have revitalized, and what you see are strong retailing areas," she said. "Until more retailers -- particularly anchor stores -- come in, I don't think downtown will be revitalized.

"It's a shame Catfish Town didn't work out," she said. "It was a step in the right direction. It brought Baton Rougeans downtown and would have changed people's conceptions of it. Now, there's little reason for them to
come down here."

Others voiced disappointment in the failure of Catfish Town, but they also had high hopes for its conversion into office spaces. Ben Taylor noted that the buildings, at least, did get renovated.

Peters said she doesn’t expect more retailers to move downtown because activity is currently confined to working hours, even though some 1,500 registered voters live downtown and some 40,000 people are in the area daily.

"It's an athlete's utopia," she said, laughing. "When the state workers go home, it's a great running area, with some of the nicest places in town free of traffic.

"But still, what we need for revitalization of a major downtown development company that will come here and develop well-planned retail mix of stores that would draw people."

Susan Turner agrees, but she also wants to see more residents downtown. An LSU landscape architecture teacher who, with her family, has invested a lot of money in the restoration of six older downtown homes, Turner lives in one of the homes because she believes in neighborhoods and neighbors, she said.

"I like the diversity here -- the ethnic neighborhoods with strong roots," she said. "This is a more humane way to live, not being caught in traffic all the time.

"But I also believe in mixed use -- retail, commercial and residential. The problem is, you can't encourage residential use without using incentives. Too many buildings are still being removed by lawyers for parking lots. We need creative solutions through design. And grocery stores within walking distance of Beauclair Town. And neighborhood parks."

Going Home

Turner thinks high-density housing could draw more residents, which would in turn draw more businesses. "The horse-and-buggy tour makes me feel good," she added. "It's getting people into the neighborhoods. I don't think crime is a problem, but we could use a higher profile of police to help change people's attitudes about downtown."

Changing the attitudes of Baton Rougians was the refrain of all the people interviewed for this article. Ben Taylor said that, though crime is not a real problem downtown, the local DDD is increasing police patrols and is currently installing halogen street lamps to offset the perceived problem. "It can't hurt," he said. "Any crime is a problem."

Taylor's only real complaint about the downtown area, a concern also voiced by others, was the failure of absentee and indifferent landlords to maintain their property. But the DDD, he said, is working with the city to enforce ordinances for at least minimum upkeep.

The owners of Latil's Stationery and Bates & Thigpen, two of Baton Rouge's oldest businesses, have virtually no complaints about downtown
Baton Rouge. "We're in a preferred position," said Billy Bates, "because our customer base is right here. Like Latil's, we sell well and offer a bigger variety than the chain stores. And we give service, so our business is consistent."

But Bates, like Gay Boudreaux of Latil's, did mention high hopes for a riverside dock, which he said would bring in more tourists. He also said downtown needs a good hotel. "I'd love to see the Capitol House reopened," he urged. "Conventions bring in so much money. Louisiana hasn't gotten enough of it."

"People fail to realize what an asset the river is," said Boudreaux. "Downtown Baton Rouge is beautiful. There's a certain nostalgia about it. People who used to visit downtown now come back and say, 'Oh, it's so wonderful.'"

Bates, president of the Downtown Merchants Association, focused the spectrum of opinions with some good, basic business sense.

"It takes time for a city to revitalize," he said simply. "We're not bursting at the seams with customers, but every time we get visitors, they always pick up something. It all adds up. You just have to sell well."

SPECIAL FEATURE: Photo
NAMED PERSONS:
Wagner, Fritz; Kevil, Bruce; Taylor, Ben; Cange, Joan; Kimball, Fred; Peters, Jenni

COMPANY NAMES:

CLASSIFICATION CODES:
1120 (Economic policy & planning); 1200 (Social policy)

DESCRIPTORS:
Central business districts; Urban development; Economic development; Southwest; Local government agencies
Baton Rouge

2000 UPDATE

A DEVELOPMENT PROGRAM
FOR THE
DOWNTOWN DEVELOPMENT DISTRICT

APPROACHING THE CAPITOL
APPENDIX A
REAL ESTATE RESEARCH CORPORATION MARKET UPDATE

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Chapter I
OVERVIEW OF BATON ROUGE

Baton Rouge is Louisiana's state capital and second largest city. Close to one-seventh of the state's population, 544,000 people, live in the four-parish Baton Rouge metropolitan area. At the center of this area, the city itself lies within the parish of East Baton Rouge. The two jurisdictions (i.e., City of Baton Rouge and Parish of East Baton Rouge) have a combined city-parish form of government and account for 72% of the metro population.

The Economy

Like many other southern Louisiana cities, Baton Rouge has been severely hurt by the decline of the oil and gas industry in the last three years. And like New Orleans, the port of Baton Rouge on the Mississippi River has been set back by a decline in exports from the Midwest--though it is still the fifth busiest port in the country.

The decline of the oil industry has had two serious implications for the state of Louisiana. In addition to the loss of oil-related jobs, the state will miss the considerable tax revenues it had received from the extraction of oil and gas--and upon which it had become very dependent. The presence of state government and two large public universities, Louisiana State University and Southern University, has tempered the economic downturn, but state budget cuts have slowed the growth of state employment and, in some divisions, resulted in layoffs.

The Baton Rouge unemployment rate has been in double digits for two years and was recently reported to be 11.9%. This is 4.6% points above the U.S. rate, but 2.8% points below the state's unemployment rate of 14.7%. Last month's decline in the unemployment rate has been attributed to a decrease in the number of people seeking employment and the departure from the area of some of the unemployed. Total employment of the nonagricultural labor force is shown in Figure 1. The effects of oil-price decline and resultant layoffs can be seen between 1984 and 1985. There was a further reduction in the workforce between 1985 and 1986, but it is important to note that this was less severe. Some economists believe that employment decline in the Baton Rouge metro area has abated.

Changes in the composition of the local economy over the last six years can be seen in Figure 2--employment by category and year. A reduction in manufacturing, including the local chemical industry, began in 1981. A list of major Baton Rouge manufacturing firms (Table 1) indicates the area's current industrial mix. The loss of employment in construction predates the decline of the oil industry. Transportation, generally...
Greater Baton Rouge Labor Market Area: Non-Agricultural Employment by Category and Year

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**Figure 1**
Greater Baton Rouge Labor Market Area
Total Employment (in thousands)

**Figure 2**
Greater Baton Rouge Labor Market Area
Non-Agricultural Employment by Category and Year (in thousands)
Compared with the economic prosperity of 1950 and 1960, Baton Rouge in 1986 has a more diversified economy that more closely mirrors the industrial mix of the nation. Of particular note is the increase in off-farm employment.

The particular area of study for this report is downtown Baton Rouge, which is bounded on the north by the state capital complex, on the south by the Mississippi River bridge, and on the east and west by Interstate 10 and the Mississippi River. This gives the prospects related to employment in finance, insurance, and real estate, the elements of the Baton Rouge's 1986 industrial mix are favorable for downtown, since most employment in this area is related to services and government and it therefore offers some
dependability.

Population

The state and the metropolitan area gained population through the 1970s and 1980s but have lost population in the last years. The city of Baton Rouge lost 1,606 persons in 1986 (1.1%) during a period when it had been projected, before the decline of the oil industry, to grow by 3%. Much of the loss was to other parts of the metropolitan area, but the fact is now clear that the moderately rapid annual population increases experienced during the 1970s and early 1980s (e.g., 1.6% yearly since 1980) are over for a time.

The residential sections of the downtown are poorer than the parish as a whole, less well educated, and declining in population—possibly because a number of the houses have been turned into offices. The 1986 population of the downtown is estimated to be about 2,000, which is down 15% from the 1980 census figure for that area. There are two distinct residential areas in the downtown. The larger in terms of population, Spanish Town, tends to have smaller household sizes than the parish as a whole, but about the same percentage of families below the poverty line. Beaurgard Town has at least twice the parish's percentage of minority households and households below the poverty line. In the 1980 census, the median household income for both areas was half that of the parish as a whole. In 1986 the parish's median household income is estimated to be $20,490. Although it is believed that the residential mix in both areas of the downtown is becoming more diversified, there is little recent data to document the speed or extent of this trend.

Source: Baton Rouge Chamber of Commerce.
The Baton Rouge office market has just completed a period of intense growth. Over the last three years, 30% more space has been added, but rental rates have dropped by an estimated 14%. Rental absorption has tapered to 15% of the quoted rate, and the city-wide vacancy rate has remained between 15% and 37%.

Annual net absorption of new space in the metropolitan Baton Rouge market peaked at 25,000 square feet in 1985, largely as the result of gentrification. Because of high interest rates, construction has not kept up with demand in the early '80s despite a rapidly growing economy. However, absorption dropped to 44,000 in 1986 and is expected to drop further in '87. Despite a widespread perception that office space absorption has tapered off completely, RERC estimates annual absorption at 250,000-300,000 square feet in 1987 and for the next three to five years. This rate is well below 1986 absorption, and with approximately two million square feet of space currently vacant, the market is not expected to reach a 6% vacancy rate for five to seven years.

Because of the slow leasing market, ownership of many office developments has reversed from developers to lenders. As a result, nearly every major lender in town now has a leasing division to lease the foreclosed properties.

The major users of rental office space in Baton Rouge are the state, petroleum and chemical concerns, and financial companies. To date, government employment has been rising by 2% annually, but banking employment, which accounts for approximately 16% of the office market, declined last year by 18%. Banking and government are particularly important to the downtown market. Half of the rental office space downtown is occupied by the city's five major banks and by government agencies. Although close to 75% of the state's Baton Rouge office space is outside of the downtown, much of the remaining downtown space is occupied by companies that need to be close to the banks and government offices.

The city can be divided into the six submarkets shown on Figure 1. Now that the dust has settled on the city's growth spurt, major trends affecting the downtown office market can be seen more clearly:

1. In Baton Rouge, as in many other southern cities that have grown in the last 15 years, the suburban submarkets have grown the most. Downtown's percentage of total market office space declined from 35% to 25% between 1984 and 1986.
1986. This can be shown in Figure 1, which shows the total
market and its various submarkets and in Figure 1 which shows
the total space in each submarket.

- The downtown vacancy rate, estimated at 22% in the first
  quarter of 1987, is consistently lower than the suburban
  rates. This is partly because of the fact that as space is
  added and absorbed in the suburbs, vacancies are fractionally
  high, while the downtown hasn't added much new product in
  three years. These relationships can be seen in Table 2.

- Downtown office tenants prefer buildings over 25,000 square
  feet in size; suburban tenants do not. In the downtown sub-
  market, office buildings over 25,000 square feet had a 1986
  vacancy rate of 12%, compared with 28% citywide. In the
  building size category of 11,000 to 25,000 square feet the
downtown vacancy rate was 42% in contrast to 29% citywide.

- Average rents were highest in the downtown submarket.

- Since 1984 the downtown has experienced a decline in the
  amount of office space occupied. One major law firm and
  other businesses that had rented downtown exclusively have
  moved to prestigious suburban office parks.

- New financial institutions coming to Baton Rouge have, in
  almost every case, located their local headquarters outside
  of the downtown. However, the five institutions that
dominate the city's financial landscape continue to keep
their headquarters downtown. One, LNB, will soon complete
construction on a 211,000-square-foot building.

- The LNB Building and a small office building known as
  Grassown constitute the only office space added in the
  principal downtown office area within the last five years
  (with the exception of some conversion of retail space to
  office).

- Conversions of houses to office space in the Beauvoir Town
  residential district have added small mixed-use office space for
  lawyers near the courthouse, but the rate of these
  conversions has slowed to a trickle.

**Recommendations**

If the downtown office market is to grow, it must do so by
emphasizing the strengths that it has and diversifying the
employer base. The principal advantages are access to the
financial community and government and proximity to the
airport. The principal advantages of the suburban space are:
less expensive rents, better parking facilities, proximate
retail, and housing close by. Unless those advantages are
matched through downtown housing, reduced rent in some
properties, better parking facilities for visitors and
employees, and service retail and restaurants, then additional
downtown office development may be unsuccessful.

**ERF**
Table 2: Summary Characteristics of Office Market by Area and Year

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<th>Area and year</th>
<th>Total square feet</th>
<th>Change in total square feet</th>
<th>Total unoccupied square feet</th>
<th>Change in unoccupied square feet</th>
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<th>Average occupancy percentage</th>
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Source: Louisiana State University Real Estate Research Institute.
lowed the current pace in the local economy via hotel room occupancy. That local business leaders has realized the concept of a downtown office incubator. Based on our overview of the existing situation, such a program could function to:

1. **Identify Space** - Work with existing property owners, lenders, and public officials to identify potential downtown commercial space, its condition, and costs.

2. **Establish a Space Pool** - Assemble and offer a cross-section of inexpensive downtown space to potential start-ups of new downtown businesses. A brochure incorporating a description of available downtown space could be provided.

3. **Establish Incentives** - Determine rent, decorating, parking, tax incentives to assist new businesses in surviving difficult start-up periods. Package public and private resources to provide necessary financial support.

4. **Provide Technical Support** - Establish a process to provide technical support to new downtown business development in areas such as marketing, finance, management, staffing, training, etc. Involve existing business support groups such as local academic institutions, chamber of commerce, etc.

The concept outlined above is similar to what municipalities have traditionally provided at a suburban industrial park (i.e., subsidized space, financing, and technical assistance). Given the reality that most new jobs will occur in office settings, the recommended process merely transfers the concept to downtown. By working with various owners of existing vacant space, a single entity could assist new businesses in finding a potential location in downtown. With a space pool, all owners would share both the risk—the likelihood of many new businesses failing—and the potential for an occasional success. A business that benefited from the incubator program (i.e., through lower rent and technical assistance) and selected a permanent downtown location would not be asked to reimburse the program for initial financial assistance.

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**Chapter III**

**THE HOTEL MARKET**

The Baton Rouge hotel market, and that of the larger Gulf Coast area, is currently in a depressed condition. This is due to three factors:

1. Overbuilding of hotels in the region, as in the nation at large.
3. The decline in the Gulf Coast economy caused by the depressed oil industry.

In response to attractive economic potential and readily available construction financing, the hospitality industry has created a tremendous amount of new product throughout the nation over the last few years. This has led to concern about overbuilding throughout the industry. In the Baton Rouge market, the recent addition of more than a thousand hotel rooms has brought the total to an estimated 9,600 rooms. While this has had the positive effect of giving Baton Rouge excellent hotels in nearly every segment of the market, overall occupancy rates in the market were a low 50% in 1985, down from 51% in 1984.

In any city, the hotel market is segmented by location, price, and service. Hotel facilities are located to intercept the traveler en route to other cities or are convenient to particular destinations in that city. Most of Baton Rouge's hotels are clustered around exits of Interstate Highways 10 and 12; others are close to the state capital. The Hilton and the Embassy Suites, serving the high end of the market, have enjoyed above-average levels of occupancy, estimated to be 60%. Less expensive hotels have not fared as well and are engaged in a price-discounting competition.

Hotels in the subject downtown area would not be likely to capture many travelers en route to other cities; access from the interstates to the downtown is not as good as it is farther south and east along the interstates, at College Drive and similar exits. Hotel patronage in the downtown is more likely to comprise travelers visiting offices, the Centroplex convention center, and downtown tourist attractions. However, Baton Rouge is not so large a city that travelers can't stay in a hotel outside of the downtown and still visit sites or do business downtown with a minimum of travel time.

To date, the downtown has only one hotel—an older 137-room Travelodge with room access via exterior balconies. This facility competes with other inexpensive hotels in the city rather than convention-grade hotels. It is reportedly being
The idea of a convention center hotel may still be a good one. A hotel within a block or two of the convention center would certainly increase use of the center, particularly if the hotel included additional meeting and exhibition space. The experience with successful convention centers has shown that an attached Class-A hotel (probably 250 rooms or more) is a very desirable feature. People operating conventions prefer a facility to serve as the headquarters hotel and allow for easy access and amenities (i.e., bar, restaurant, etc.). However, the hotel would need more than convention center demand to be successful. A feasibility study for the Marriott indicated that just about a third of the hotel's business would come from convention center use.

The currently closed Capitol House is an 11-story building with 289 rooms in two wings, one built in 1967 and the other in 1968. Once one of the city's premier hotels, the hotel would now require substantial renovation to compete successfully. The structure occupies a full block facing the river. It is surrounded on three sides by parking lots and a largely vacant retail district. Reportedly, the failure of the hotel resulted from poor management and an outdated physical facility. There have been inquiries about reopening the hotel partially or entirely as some use other than a hotel, and several national hospitality organizations have shown interest. But nothing has passed the initial discussion stage.

The Ramada-Prince Murat, built in 1968, underwent a $3.5 million renovation in 1984. The 306-room facility with convention facilities is half a mile south of the downtown and serves both the downtown and the nearby Louisiana State University. Occupancy at the Prince Murat, an estimated 54%, is better than the citywide average.

The Inn on the Lake was built in 1963 and underwent a $5 million renovation in 1983. Containing 321 rooms and convention facilities, it is one quarter of a mile north of the State Capitol complex and serves downtown and government related business travelers. The Inn closed in June 1985 but reopened recently and in July will complete the renovation of a convention facility adjacent to the hotel.

Riverview Suites, with 144 four-room suites, is just over a quarter mile north of the State Capitol. The facility was originally built as a condominium complex and is not marketed very widely.

We conclude that there is sufficient demand for a major franchise, quality lodging facility in the downtown. However, such a facility would be economically marginal without public support. This conclusion was reached because of the following factors:

- If further business development is planned for the downtown, a quality lodging facility would be needed to serve it.
- Use of the Centoplex convention center would increase if such a facility were nearby.
- The closing of the Capitol House has left an opening in the tourist and group travel trade.

A new downtown hotel should be located conveniently to the Centoplex and the business district. A riverside site would bring more activity to the waterfront.
The Public Sector

The Federal Courts building in Baton Rouge is presently inadequate, and it is understood that a new facility may be built. Undoubtedly, the best location would be one closer to the other governmental functions in the City-Parish center. We believe there are two very good locations in that area: the best would be the southwest corner of North Boulevard and Ferdinand Street, a site currently occupied by an older City-Parish office building; a second choice would be a point along the west side of Riverside Mall between the two retail nodes.

If the courts move to the North Boulevard and Ferdinand site, City-Parish offices would have several relocation options, including occupying vacant space in Catfish Town and rehabilitating some of the older retail buildings along Riverside Mall for offices.

Several studies have been done for the expansion of State office space in Baton Rouge, but it now appears that because of the recent economic downturn such construction is not imminent. However, should there be any State office expansion in Baton Rouge, we believe it should be viewed as an opportunity to further bolster the downtown office market.

Tourism and Recreation

Tourism is beneficial to the economy of cities like Baton Rouge in many ways: the service employment that comes from hotels, restaurants and convention facilities; the restaurants and recreational facilities that could not be supported by the local population alone but are possible because of the extra business brought by tourists; and the sense of identity provided by landmarks and tourist interest.

Baton Rouge is moderately attractive to the tourist market, but its features are overshadowed by nearby New Orleans, one of the country's largest tourist attractions. The failure of Catfish Town was due in part to its proximity and in some cases similarity to the expanding collection of New Orleans tourist attractions.

Baton Rouge tourism can benefit from closeness to New Orleans by better use of the city's major link, the Mississippi River. All of the Baton Rouge tourist attractions are in the downtown within three blocks of the river. Every year, replicas of the old riverboats come up to Baton Rouge loaded with passengers from New Orleans. To date, this traffic has not benefited Baton Rouge for a variety of real and perceived reasons. The potential offered by the expanding river tourism activity should be further explored.

Recommendations

We believe that consideration should be given to the construction of a suitable dock facility for river boats from New Orleans and for excursions that could start from Baton Rouge and go to New Orleans and back. Attention should be given to the current scale of these activities, the near-term potential, and what it is that Baton Rouge has to offer these potential customers.

Other improvements to the waters edge, principally a linear park stretching from Catfish Town to Capitol Lake, would encourage further development of all uses in the downtown by creating a comfortable, attractive amenity around which offices, a hotel, and housing could be developed. The linear park could include hiking and biking paths, a small band shell, and sufficient parking to make it easy for downtown workers and other residents of Baton Rouge to stop by in the evenings and weekends. Street improvements to those streets linking the riverfront park with the retail and office nodes of the downtown would encourage use of the park during the day.

As we mentioned earlier, a wide range of events or activities could be coordinated in and around Catfish Town to attract people to the area and entertain the local population. According to information we obtained, the levee between Catfish Town and the river is privately owned. The same owner also owns several blocks of property along River Street opposite the stretch of the levee between North Boulevard and North Street. Development of the linear park across from these properties is likely to increase their value; thus the City-Parish should negotiate for the right to continue the public access and linear park in along the levee between Catfish Town and the river.
### BATON ROUGE COMPETITIVE OFFICE SPACE MARKET OVERVIEW

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<th>Type/Location</th>
<th>Occupancy Percent</th>
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<td>Total Vacant Total Vacant Total Vacant</td>
<td>Compound Annual Growth Rate</td>
<td>Percent of Total Market 1982</td>
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<td>CBD</td>
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<td>34%</td>
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<td>Class A Space Total</td>
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**SOURCE:** Comprehensive Realty Services, Inc., Baton Rouge Chamber of Commerce, Laventhal & Horwath

### NONAGRICULTURAL EMPLOYMENT BY INDUSTRY FOR THE BATON ROUGE SMSA 1975-1990

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<td>Contract Construction</td>
<td>19,775 25,800 25,200 22,100 48,700</td>
<td>1,205 5.4 1,490 4.7 12.3 12.8 12.3 10.7 13.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation, Communication and Utilities</td>
<td>7,775 10,600 10,800 10,400 14,600</td>
<td>565 6.4 400 3.3 4.8 5.3 5.2 5.1 4.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade</td>
<td>32,675 44,100 46,200 46,700 67,380</td>
<td>2,285 6.1 2,328 4.3 20.3 21.9 22.5 22.6 22.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finance, Insurance and Real Estate</td>
<td>8,975 11,200 12,200 12,000 17,430</td>
<td>445 4.5 623 4.3 5.6 5.6 5.9 5.8 5.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service and Misc</td>
<td>22,750 33,700 35,400 37,100 50,760</td>
<td>2,190 8.1 1,706 4.2 14.1 16.7 17.2 18.0 17.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government (including Hospital and Education)</td>
<td>45,575 49,300 48,000 51,000 70,690</td>
<td>725 1.5 2,130 3.7 28.3 24.4 23.4 24.7 23.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>161,200 201,800 205,400 206,500 295,410</td>
<td>8,120 4.6% 9,361 3.9% 100.0% 100.0% 100.0% 100.0% 100.0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**NOTES:**

1. 1990 employment projection by Louisiana State Department of Labor.
2. Government related Hospital and Education employees have been transferred from the Service and Miscellaneous category to the Government category to maintain consistency among industry categories.

**SOURCES:** U.S. Department of Labor, Louisiana Department of Labor, Laventhal & Horwath
### MARKET SUPPLY INUA

#### EXISTING SUPPLY

- Total existing supply: 92,690 sq. ft.
- Less Occupied Sq. Ft: 89,530

**EXISTING AVAILABLE**: 2,160 sq. ft.

#### ADDITIONS TO SUPPLY

- Under Construction
  - 0 sq. ft.
- Proposed
  - 0 sq. ft.
- Market Supportable
  - 0 sq. ft.

**TOTAL ADDITIONS TO SUPPLY**: 0 sq. ft.

#### LESS Adjustment for Vacancy (5%)

- 4,615 sq. ft.

**EXCESS SUPPLY PRIOR YEAR**: 0 sq. ft.

**TOTAL SUPPLY ADJUSTED**: 0 sq. ft.

### MARKET DEMAND INUA

#### SUPPORTABLE ANNUAL NUA

- New Demand
  - 13,641 sq. ft.
- Expansions
  - 0 sq. ft.

**TOTAL SUPPORTABLE NUA**: 13,641 sq. ft.

#### UNMET DEMAND PRIOR YEAR

- 0 sq. ft.

**LATENT DEMAND**: 0 sq. ft.

**TOTAL DEMAND**: 13,641 sq. ft.

#### DEMAND LESS SUPPLY

- 3,210 sq. ft.

---

### OFFICE MARKET

#### PROJECTED MARKET OCCUPANCY

<table>
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<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total NUA occupied - Jan. 1</td>
<td>89,530</td>
<td>87,685</td>
<td>92,530</td>
<td>101,096</td>
<td>109,964</td>
<td>118,836</td>
<td>127,702</td>
<td>136,577</td>
</tr>
<tr>
<td>Add: Projected Absorption</td>
<td>-1,846</td>
<td>4,845</td>
<td>8,566</td>
<td>8,870</td>
<td>8,870</td>
<td>8,870</td>
<td>8,870</td>
<td>8,870</td>
</tr>
<tr>
<td>Total NUA occupied - Dec. 31</td>
<td>87,685</td>
<td>92,530</td>
<td>101,096</td>
<td>109,964</td>
<td>118,836</td>
<td>127,702</td>
<td>136,577</td>
<td>145,448</td>
</tr>
<tr>
<td>Total NUA available</td>
<td>92,300</td>
<td>97,400</td>
<td>114,900</td>
<td>126,900</td>
<td>136,900</td>
<td>146,900</td>
<td>159,900</td>
<td>166,900</td>
</tr>
<tr>
<td>Market Occupancy %</td>
<td>95.00</td>
<td>95.00</td>
<td>87.99</td>
<td>86.20</td>
<td>86.81</td>
<td>86.93</td>
<td>87.61</td>
<td>87.15</td>
</tr>
</tbody>
</table>

Source: Laventhol & Horwath

The comments and assumptions contained in this report are an integral part of this projected statement.
### PROJECTED RETAIL SALES
**EAST BATON ROUGE PARISH**
**1983-1995**
**1 S 1983)**

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Households</td>
<td>1357</td>
<td>1394</td>
<td>1432</td>
<td>1470</td>
<td>1509</td>
<td>1548</td>
<td>1588</td>
<td>1628</td>
<td>1667</td>
<td>1707</td>
<td>1747</td>
<td>1788</td>
<td>1829</td>
</tr>
<tr>
<td>Retail Sales per Household ($M)</td>
<td>1300</td>
<td>1300</td>
<td>1300</td>
<td>1300</td>
<td>1300</td>
<td>1300</td>
<td>1300</td>
<td>1300</td>
<td>1300</td>
<td>1300</td>
<td>1300</td>
<td>1300</td>
<td>1300</td>
</tr>
<tr>
<td>Total Retail Sales ($ millions)</td>
<td>1765</td>
<td>1813</td>
<td>1862</td>
<td>1910</td>
<td>1958</td>
<td>2006</td>
<td>2054</td>
<td>2102</td>
<td>2150</td>
<td>2198</td>
<td>2247</td>
<td>2295</td>
<td>2343</td>
</tr>
</tbody>
</table>

**Annual Increase in Total Retail Sales ($ millions):**

<table>
<thead>
<tr>
<th>Category</th>
<th>1983-1995</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>10.08</td>
</tr>
<tr>
<td>Eating &amp; Drinking</td>
<td>3.74</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>7.01</td>
</tr>
<tr>
<td>Furniture &amp; Appliance</td>
<td>2.50</td>
</tr>
<tr>
<td>Automotive</td>
<td>8.93</td>
</tr>
<tr>
<td>Drugs</td>
<td>1.06</td>
</tr>
<tr>
<td>Other Retail</td>
<td>14.69</td>
</tr>
<tr>
<td>Total</td>
<td>48.00</td>
</tr>
</tbody>
</table>

### PROJECTED SUPPORTABLE SQUARE FEET
**EAST BATON ROUGE PARISH**
**1983-1995**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Supportable Retail Square Feet in Retail Market</td>
<td>15600</td>
<td>16222</td>
<td>16660</td>
<td>16922</td>
<td>17507</td>
<td>18228</td>
<td>18910</td>
<td>19620</td>
<td>20340</td>
<td>21070</td>
<td>21790</td>
<td>22520</td>
<td>23250</td>
</tr>
</tbody>
</table>

**Average Supportable Retail Sales per Square Foot ($):**

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>17.01</td>
<td>17.56</td>
<td>18.11</td>
<td>18.66</td>
<td>19.21</td>
<td>19.76</td>
<td>20.31</td>
<td>20.86</td>
<td>21.41</td>
<td>21.96</td>
<td>22.51</td>
<td>23.06</td>
<td>23.61</td>
</tr>
<tr>
<td>Eating &amp; Drinking</td>
<td>17.01</td>
<td>17.56</td>
<td>18.11</td>
<td>18.66</td>
<td>19.21</td>
<td>19.76</td>
<td>20.31</td>
<td>20.86</td>
<td>21.41</td>
<td>21.96</td>
<td>22.51</td>
<td>23.06</td>
<td>23.61</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>17.01</td>
<td>17.56</td>
<td>18.11</td>
<td>18.66</td>
<td>19.21</td>
<td>19.76</td>
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<td>21.41</td>
<td>21.96</td>
<td>22.51</td>
<td>23.06</td>
<td>23.61</td>
</tr>
<tr>
<td>Furniture &amp; Appliance</td>
<td>17.01</td>
<td>17.56</td>
<td>18.11</td>
<td>18.66</td>
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<td>21.41</td>
<td>21.96</td>
<td>22.51</td>
<td>23.06</td>
<td>23.61</td>
</tr>
<tr>
<td>Automotive</td>
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<td>17.56</td>
<td>18.11</td>
<td>18.66</td>
<td>19.21</td>
<td>19.76</td>
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<td>20.86</td>
<td>21.41</td>
<td>21.96</td>
<td>22.51</td>
<td>23.06</td>
<td>23.61</td>
</tr>
<tr>
<td>Drugs</td>
<td>17.01</td>
<td>17.56</td>
<td>18.11</td>
<td>18.66</td>
<td>19.21</td>
<td>19.76</td>
<td>20.31</td>
<td>20.86</td>
<td>21.41</td>
<td>21.96</td>
<td>22.51</td>
<td>23.06</td>
<td>23.61</td>
</tr>
<tr>
<td>Other Retail</td>
<td>17.01</td>
<td>17.56</td>
<td>18.11</td>
<td>18.66</td>
<td>19.21</td>
<td>19.76</td>
<td>20.31</td>
<td>20.86</td>
<td>21.41</td>
<td>21.96</td>
<td>22.51</td>
<td>23.06</td>
<td>23.61</td>
</tr>
<tr>
<td>Total</td>
<td>17.01</td>
<td>17.56</td>
<td>18.11</td>
<td>18.66</td>
<td>19.21</td>
<td>19.76</td>
<td>20.31</td>
<td>20.86</td>
<td>21.41</td>
<td>21.96</td>
<td>22.51</td>
<td>23.06</td>
<td>23.61</td>
</tr>
</tbody>
</table>

Source: Eastonhol & Hanson

The data presented is based on historical retail sales trends and projected future growth.
## SUMMARY OF SHOPPING CENTERS BY TYPE FOR BATON ROUGE

<table>
<thead>
<tr>
<th>Type of Center</th>
<th>Number of Centers by Type</th>
<th>Square Feet of Gross Leasable Area</th>
<th>Number of Centers at 100 Percent Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>3,460,000</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td>806,678</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>1,426,418</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>5,736,091</td>
<td>21</td>
<td></td>
</tr>
</tbody>
</table>

Total Square Feet Located in Downtown: 434,000

Downtown area as a Percent: 70%

Notes:
2. 47 percent of the centers are 100 percent occupied

SOURCE: Dollars and Centers of Shopping Centers, 1982
Lavenhol & Horwath

## HOUSING STOCK CHARACTERISTICS FOR SELECTED AREAS IN 1970 AND 1980

<table>
<thead>
<tr>
<th></th>
<th>Total Units</th>
<th>Owner Occupied</th>
<th>Renter Occupied</th>
<th>Total Occupied Units</th>
<th>Percent Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent of Total Occupied</td>
<td>Number</td>
<td>Percent of Total Occupied</td>
<td></td>
</tr>
<tr>
<td>East Baton Rouge Parish</td>
<td>88,936</td>
<td>66.4%</td>
<td>27,411</td>
<td>33.6%</td>
<td>81,460</td>
</tr>
<tr>
<td>1970</td>
<td>133,489</td>
<td>62.4%</td>
<td>46,772</td>
<td>37.6%</td>
<td>124,346</td>
</tr>
<tr>
<td>City of Baton Rouge</td>
<td>56,385</td>
<td>58.6%</td>
<td>21,184</td>
<td>41.4%</td>
<td>51,131</td>
</tr>
<tr>
<td>1970</td>
<td>84,027</td>
<td>54.0</td>
<td>36,118</td>
<td>46.0</td>
<td>78,581</td>
</tr>
<tr>
<td>Downtown Study Area</td>
<td>1,756</td>
<td>24.5</td>
<td>1,047</td>
<td>75.5</td>
<td>1,373</td>
</tr>
<tr>
<td>1980</td>
<td>1,500</td>
<td>14.0</td>
<td>1,099</td>
<td>81.0</td>
<td>1,357</td>
</tr>
</tbody>
</table>

SOURCE: U.S. Bureau of the Census
## Population Growth Trends for Selected Areas

<table>
<thead>
<tr>
<th>Year</th>
<th>Baton Rouge SMSA</th>
<th>East Baton Rouge Parish</th>
<th>City of Baton Rouge</th>
<th>Downtown Study Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>375,628</td>
<td>285,167</td>
<td>165,963</td>
<td>3,338</td>
</tr>
<tr>
<td>1980</td>
<td>494,151</td>
<td>366,164</td>
<td>219,419</td>
<td>2,379</td>
</tr>
<tr>
<td>Projected</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1985</td>
<td>554,586</td>
<td>405,362</td>
<td>247,047</td>
<td>2,058</td>
</tr>
<tr>
<td>1990</td>
<td>616,721</td>
<td>444,076</td>
<td>272,950</td>
<td>1,498</td>
</tr>
</tbody>
</table>

### Compound Annual Growth Rate

<table>
<thead>
<tr>
<th>Period</th>
<th>Baton Rouge SMSA</th>
<th>East Baton Rouge Parish</th>
<th>City of Baton Rouge</th>
<th>Downtown Study Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970-1980</td>
<td>2.8%</td>
<td>2.5%</td>
<td>2.8%</td>
<td>(3.3)%</td>
</tr>
<tr>
<td>1980-1985</td>
<td>2.3</td>
<td>2.1</td>
<td>2.4</td>
<td>(2.9)</td>
</tr>
<tr>
<td>1985-1990</td>
<td>2.1</td>
<td>1.8</td>
<td>2.0</td>
<td>(6.2)</td>
</tr>
<tr>
<td>1980-1990</td>
<td>2.2</td>
<td>1.9</td>
<td>2.2</td>
<td>(4.5)</td>
</tr>
</tbody>
</table>

### Average Annual Increase

<table>
<thead>
<tr>
<th>Period</th>
<th>Baton Rouge SMSA</th>
<th>East Baton Rouge Parish</th>
<th>City of Baton Rouge</th>
<th>Downtown Study Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970-1980</td>
<td>11,852</td>
<td>8,100</td>
<td>5,346</td>
<td>(96)</td>
</tr>
<tr>
<td>1980-1990</td>
<td>12,257</td>
<td>7,791</td>
<td>5,353</td>
<td>(88)</td>
</tr>
</tbody>
</table>

**Notes.**
2. Population projections for 1985 and 1990 for the Baton Rouge SMSA and East Baton Rouge Parish were developed by the University of New Orleans for the Louisiana State Planning Office. Population projections for all other areas were obtained from the Planning Commission of the City of Baton Rouge and Parish of East Baton Rouge.

**Sources.**
- U.S. Bureau of the Census
- Planning Commission of the City of Baton Rouge and Parish of East Baton Rouge
- University of New Orleans
- Laventhal & Horwath
<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>180859</td>
<td>180918</td>
<td>181063</td>
<td>181205</td>
<td>181343</td>
<td>181484</td>
<td>181625</td>
<td>181766</td>
<td>181907</td>
<td>182048</td>
<td>182189</td>
<td>182330</td>
<td>182471</td>
<td>182612</td>
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<tr>
<td>Population in Groups</td>
<td>8014</td>
<td>8164</td>
<td>8314</td>
<td>8464</td>
<td>8614</td>
<td>8764</td>
<td>8914</td>
<td>9064</td>
<td>9214</td>
<td>9364</td>
<td>9514</td>
<td>9664</td>
<td>9814</td>
<td>10098</td>
</tr>
<tr>
<td>Population in Households</td>
<td>377840</td>
<td>381510</td>
<td>385180</td>
<td>388850</td>
<td>392520</td>
<td>396190</td>
<td>399860</td>
<td>403530</td>
<td>407200</td>
<td>410870</td>
<td>414540</td>
<td>418210</td>
<td>421880</td>
<td>425550</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.85</td>
<td>2.87</td>
<td>2.89</td>
<td>2.91</td>
<td>2.93</td>
<td>2.95</td>
<td>2.97</td>
<td>2.99</td>
<td>3.01</td>
<td>3.03</td>
<td>3.05</td>
<td>3.07</td>
<td>3.09</td>
<td>3.11</td>
</tr>
<tr>
<td>Total Units Required</td>
<td>132099</td>
<td>135769</td>
<td>139439</td>
<td>143109</td>
<td>146779</td>
<td>150449</td>
<td>154119</td>
<td>157789</td>
<td>161459</td>
<td>165129</td>
<td>168799</td>
<td>172469</td>
<td>176139</td>
<td>179809</td>
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<td>139439</td>
<td>143109</td>
<td>146779</td>
<td>150449</td>
<td>154119</td>
<td>157789</td>
<td>161459</td>
<td>165129</td>
<td>168799</td>
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<td>176139</td>
<td>179809</td>
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<tr>
<td>Annual Units Required</td>
<td>78589</td>
<td>22577</td>
<td>22785</td>
<td>23000</td>
<td>23215</td>
<td>23430</td>
<td>23645</td>
<td>23860</td>
<td>24075</td>
<td>24290</td>
<td>24505</td>
<td>24720</td>
<td>24935</td>
<td>25150</td>
</tr>
<tr>
<td>Owner Occupied</td>
<td>51500</td>
<td>1413</td>
<td>1444</td>
<td>1476</td>
<td>1508</td>
<td>1540</td>
<td>1572</td>
<td>1604</td>
<td>1636</td>
<td>1668</td>
<td>1700</td>
<td>1732</td>
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<td>1796</td>
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<tr>
<td>Renter Occupied</td>
<td>27089</td>
<td>22577</td>
<td>22785</td>
<td>23000</td>
<td>23215</td>
<td>23430</td>
<td>23645</td>
<td>23860</td>
<td>24075</td>
<td>24290</td>
<td>24505</td>
<td>24720</td>
<td>24935</td>
<td>25150</td>
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<tr>
<td>Total</td>
<td>132099</td>
<td>36714</td>
<td>37222</td>
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<td>40778</td>
<td>41286</td>
<td>41794</td>
<td>42302</td>
<td>42810</td>
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</table>

Source: Laventhal & Howarth

The comments and assumptions contained in this report are an integral part of this projected statement.
### Median Home Values for Selected Areas in 1970 and 1980

<table>
<thead>
<tr>
<th>Area</th>
<th>1970</th>
<th>1980</th>
<th>Percent Change</th>
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</thead>
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<tr>
<td>East Baton Rouge Parish</td>
<td>$17,800</td>
<td>$36,400</td>
<td>217%</td>
</tr>
<tr>
<td>City of Baton Rouge</td>
<td>17,400</td>
<td>52,800</td>
<td>203%</td>
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<tr>
<td>Downtown Study Area</td>
<td>15,238</td>
<td>36,670</td>
<td>140%</td>
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</tbody>
</table>

**Source:** U.S. Bureau of the Census

### Housing and Household Characteristics by Downtown Study Area Districts in 1980

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Housing Units</th>
<th>Total Occupied Units</th>
<th>Percent Vacant</th>
<th>Percent Owner Occupied</th>
<th>Median Value Owner Occupied Units</th>
<th>Median Family Income (1979)</th>
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</thead>
<tbody>
<tr>
<td>Central Business District</td>
<td>145</td>
<td>114</td>
<td>21.4%</td>
<td>18.4%</td>
<td>$47,500</td>
<td>$10,625</td>
</tr>
<tr>
<td>Capitol Complex</td>
<td>—</td>
<td>—</td>
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<tr>
<td>Centoplex</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Catfish Town</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Beauregard Town</td>
<td>535</td>
<td>439</td>
<td>17.9%</td>
<td>35.0%</td>
<td>32,000</td>
<td>8.125</td>
</tr>
<tr>
<td>Spanish Town</td>
<td>886</td>
<td>804</td>
<td>9.3%</td>
<td>10.3%</td>
<td>46,400</td>
<td>14.926</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1,596</td>
<td>1,357</td>
<td>13.3%</td>
<td>19.0%</td>
<td>36,640</td>
<td>—</td>
</tr>
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</table>

**Source:** U.S. Bureau of the Census

Liventhol & Hewarth
### POPULATION AGE DISTRIBUTION FOR SELECTED AREAS 1980

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Baton Rouge SMSA</th>
<th>East Baton Rouge Parish</th>
<th>Downtown Study Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14 years</td>
<td>25.7%</td>
<td>24.6%</td>
<td>8.8%</td>
</tr>
<tr>
<td>15-24 years</td>
<td>2.2</td>
<td>23.1</td>
<td>22.5</td>
</tr>
<tr>
<td>25-44 years</td>
<td>29.2</td>
<td>29.4</td>
<td>34.0</td>
</tr>
<tr>
<td>45-64 years</td>
<td>15.9</td>
<td>16.0</td>
<td>13.3</td>
</tr>
<tr>
<td>65 years and older</td>
<td>7.0</td>
<td>6.9</td>
<td>21.4</td>
</tr>
<tr>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>

**Median Age**

- Baton Rouge SMSA: 26
- East Baton Rouge Parish: 26
- Downtown Study Area: 36

**SOURCE:** U.S. Bureau of the Census  
Laventhol & Horwath
SECTION 3

DEMOGRAPHIC DATA

• Greater Baton Rouge Population Trends and Projections
• Demographic and Income Trends and Projections
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Ascension Parish</td>
<td>37,068</td>
<td>50,086</td>
<td>58,012</td>
<td>64,175</td>
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<tr>
<td>Livingston Parish</td>
<td>36,511</td>
<td>58,806</td>
<td>72,030</td>
<td>83,062</td>
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<tr>
<td>West Baton Rouge</td>
<td></td>
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<tr>
<td>Parish</td>
<td>16,864</td>
<td>19,086</td>
<td>20,390</td>
<td>22,022</td>
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<tr>
<td>Iberville Parish</td>
<td>30,764</td>
<td>32,159</td>
<td>33,205</td>
<td>34,292</td>
</tr>
<tr>
<td>East Feliciana Parish</td>
<td>17,657</td>
<td>19,015</td>
<td>20,113</td>
<td>20,881</td>
</tr>
<tr>
<td>West Feliciana Parish</td>
<td>10,761</td>
<td>12,186</td>
<td>13,652</td>
<td>12,652</td>
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<tr>
<td>Pointe Coupee Parish</td>
<td>22,002</td>
<td>24,045</td>
<td>24,300</td>
<td>26,213</td>
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<tr>
<td>St. Helena Parish</td>
<td>9,937</td>
<td>9,827</td>
<td>10,333</td>
<td>10,166</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>181,564</td>
<td>225,210</td>
<td>252,035</td>
<td>273,463</td>
</tr>
<tr>
<td><strong>Growth Rate</strong></td>
<td>2.18</td>
<td>1.42</td>
<td>4.16</td>
<td></td>
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</table>

* Projected.

Source: Greater Baton Rouge Chamber of Commerce and Harrison Price Company.
### DEMOGRAPHIC TRENDS: 1980-89-94

**Baton Rouge, LA: Center of Town**

50.0 Mile Ring

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POPULATION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Group Quarters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOUSEHOLDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Person</td>
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<td></td>
</tr>
<tr>
<td>2 Person</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-4 Person</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5+ Person</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Avg Hshld Size</td>
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</tr>
<tr>
<td><strong>FAMILIES</strong></td>
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</tr>
<tr>
<td><strong>RACE: White</strong></td>
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</tr>
<tr>
<td>Black</td>
<td></td>
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</tr>
<tr>
<td>Amer. Indian</td>
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</tr>
<tr>
<td>Asian/Pacific Islander</td>
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</tr>
<tr>
<td>Other*</td>
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<td></td>
<td></td>
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<tr>
<td><strong>SPANISH/HISPANIC</strong></td>
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<tr>
<td><strong>AGE: 0 - 5</strong></td>
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</tr>
<tr>
<td>6 - 13</td>
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<td>14 - 17</td>
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<tr>
<td>18 - 20</td>
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<td>25 - 34</td>
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</tr>
<tr>
<td>35 - 44</td>
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<td></td>
</tr>
<tr>
<td>45 - 54</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55 - 64</td>
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</tr>
<tr>
<td>65 +</td>
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</tr>
<tr>
<td><strong>Median Age</strong></td>
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</tr>
<tr>
<td>MALES</td>
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</tr>
<tr>
<td>0 - 20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 - 44</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45 - 64</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>65 +</td>
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<tr>
<td><strong>FEMALES</strong></td>
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<tr>
<td>0 - 20</td>
<td></td>
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</tr>
<tr>
<td>21 - 44</td>
<td></td>
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<td>45 - 64</td>
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<td></td>
</tr>
<tr>
<td>65 +</td>
<td></td>
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<tr>
<td><strong>HOUSING UNITS</strong></td>
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</tr>
<tr>
<td>Owner-Occupied</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Renter-Occupied</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*1980 other race modified to current Census Bureau definition

Source: 1980 Census, Jan. 1, 1989 UDS Estimates

Urban Decision Systems/PO Box 25937/Los Angeles, CA 90025/(800) 633-9568
### Income 1980-89-94

**Baton Rouge, LA: Center of Town**

*50.0 Mile Ring*

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>862,580</td>
<td>951,132</td>
<td>999,011</td>
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<tr>
<td>In Group Quarters</td>
<td>26,676</td>
<td>28,506</td>
<td>29,668</td>
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<td>Per Capita Income</td>
<td>$6,539</td>
<td>$9,423</td>
<td>$10,646</td>
</tr>
<tr>
<td>Aggregate Income ($Mil)</td>
<td>5,640.6</td>
<td>8,964.7</td>
<td>10,635.0</td>
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<td>Households</td>
<td>27,5103</td>
<td>32,2014</td>
<td>34,5797</td>
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<tr>
<td>By Income:</td>
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<tr>
<td>Less than $5,000</td>
<td>46,379</td>
<td>40,480</td>
<td>33,828</td>
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<td>$5,000 - $9,999</td>
<td>41,994</td>
<td>38,705</td>
<td>32,869</td>
</tr>
<tr>
<td>$10,000 - $14,999</td>
<td>37,736</td>
<td>35,870</td>
<td>37,028</td>
</tr>
<tr>
<td>$15,000 - $19,999</td>
<td>33,902</td>
<td>31,309</td>
<td>32,300</td>
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<td>$20,000 - $24,999</td>
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<td>28,558</td>
<td>28,203</td>
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<td>$25,000 - $29,999</td>
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<td>25,372</td>
<td>25,898</td>
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<td>$30,000 - $34,999</td>
<td>19,278</td>
<td>25,798</td>
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<tr>
<td>$35,000 - $39,999</td>
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<td>21,285</td>
<td>23,278</td>
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<td>$50,000 - $59,999</td>
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<td>$75,000 - $99,999</td>
<td>24,22</td>
<td>7,100</td>
<td>11,376</td>
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<tr>
<td>$100,000+</td>
<td>2,434</td>
<td>6,798</td>
<td>10,520</td>
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<tr>
<td>Median Household Income</td>
<td>$16,579</td>
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<td>Average Household Income</td>
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<td>Families</td>
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<td>By Income:</td>
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<tr>
<td>Less than $5,000</td>
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<td>23,394</td>
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<td>19,550</td>
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<td>17,962</td>
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<td>20,239</td>
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<tr>
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</tr>
<tr>
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<td>28,289</td>
<td>31,749</td>
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<td>$50,000 - $59,999</td>
<td>4,348</td>
<td>15,953</td>
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<td>$60,000 - $74,999</td>
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<td>11,412</td>
<td>17,519</td>
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<td>$75,000 - $99,999</td>
<td>2,215</td>
<td>6,520</td>
<td>9,986</td>
</tr>
<tr>
<td>$100,000+</td>
<td>2,109</td>
<td>6,142</td>
<td>9,305</td>
</tr>
<tr>
<td>Median Family Income</td>
<td>$19,618</td>
<td>$26,897</td>
<td>$30,249</td>
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<tr>
<td>Average Family Income</td>
<td>$22,695</td>
<td>$31,397</td>
<td>$34,282</td>
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</tbody>
</table>

Source: 1980 Census, Jan. 1, 1989 UDS Estimates (INFX)

Urban Decision Systems/PO Box 25953/Los Angeles, CA 90025/(800) 633-9568
### DEMOGRAPHIC TRENDS: 1980-89-94

**Baton Rouge, LA: Center of Town**

**100.0 Mile Ring**

--- | --- | ---
**Population** | 3196263 | 3409144 | 3520797
  In Group Quarters | 63112 | 68283 | 71058
**Households** | 1067837 | 1208434 | 1277794
  1 Person | 226487 | 268865 | 292441
  2 Person | 298266 | 358809 | 398797
  3-4 Person | 364729 | 427161 | 455537
  5+ Person | 178238 | 153599 | 141151
**Avg House Size** | 2.93 | 2.76 | 2.70
**Families** | 807621 | 895697 | 931506
**Race:**
- White | 2199617 | 2209105 | 2317592
- Black | 961327 | 1065602 | 1115209
- Amer. Indian | 9166 | 34890 | 22837
- Asian/Pacific Islander | 20119 | 76583 | 50127
- Other* | 6033 | 22964 | 15031
**Spanish/Hispanic** | 82072 | 104823 | 115633
**Age:**
- 0 - 5 | 326097 | 354343 | 343953
- 6 - 13 | 438281 | 435907 | 461037
- 14 - 17 | 252891 | 206295 | 203693
- 18 - 20 | 197809 | 163829 | 156299
- 21 - 24 | 251914 | 233260 | 22837
- 25 - 34 | 528153 | 638167 | 606368
- 35 - 44 | 344708 | 475413 | 543897
- 45 - 54 | 298443 | 312027 | 372062
- 55 - 64 | 263853 | 256349 | 254743
- 65+ | 293731 | 333555 | 357337
**Median Age** | 27.3 | 29.9 | 31.2
**Males:**
- 0 - 20 | 612805 | 589307 | 593573
- 21 - 44 | 554220 | 672953 | 688020
- 45 - 64 | 265352 | 270562 | 300640
- 65+ | 117253 | 134367 | 145123
**Females:**
- 0 - 20 | 602272 | 571067 | 571409
- 21 - 44 | 570555 | 673887 | 683656
- 45 - 64 | 296944 | 297814 | 326164
- 65+ | 176478 | 199189 | 212214
**Housing Units**
- Owner-Occupied | 665641 | 774449 | 816647
- Renter-Occupied | 382196 | 433985 | 461147

*1980 other race modified to current Census Bureau definition

Source: 1980 Census, Jan. 1, 1989 UDS Estimates (DTA)
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POPULATION</strong></td>
<td>3196263</td>
<td>3409144</td>
<td>3520797</td>
</tr>
<tr>
<td>In Group Quarters</td>
<td>63112</td>
<td>68283</td>
<td>71058</td>
</tr>
<tr>
<td><strong>PER CAPITA INCOME</strong></td>
<td>$6548</td>
<td>$9656</td>
<td>$10951</td>
</tr>
<tr>
<td><strong>AGGREGATE INCOME ($Mil)</strong></td>
<td>20930.3</td>
<td>32917.7</td>
<td>38556.4</td>
</tr>
<tr>
<td><strong>HOUSEHOLDS</strong></td>
<td>1067837</td>
<td>1208434</td>
<td>1277794</td>
</tr>
<tr>
<td>By Income</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Less than $5,000        | 191163      | 149720    | 120261     | 9.4
| $5,000 - $9,999         | 174392      | 153930    | 147538     | 11.5
| $10,000 - $14,999       | 152609      | 140976    | 144321     | 11.3
| $15,000 - $19,999       | 136710      | 123558    | 123996     | 9.7
| $20,000 - $24,999       | 123455      | 111957    | 110517     | 8.6
| $25,000 - $29,999       | 94557       | 97664     | 99337      | 7.8
| $30,000 - $34,999       | 64326       | 95008     | 91477      | 7.2
| $35,000 - $39,999       | 39943       | 75360     | 84504      | 6.6
| $40,000 - $49,999       | 42143       | 105688    | 126730     | 9.9
| $50,000 - $59,999       | 17399       | 59586     | 81844      | 6.4
| $60,000 - $74,999       | 13033       | 43604     | 67795      | 5.3
| $75,000 - $99,999       | 9078        | 26346     | 41172      | 3.2
| $100,000 +              | 8911        | 25041     | 38304      | 3.0
| **Median Household Income** | $15533      | $21609    | $24650     |
| **Average Household Income** | $19406      | $27240    | $30174     |
| **FAMILIES**            | 807621      | 895697    | 931506     |
| By Income               |             |           |            |
| Less than $5,000        | 95036       | 74749     | 62075      | 6.7
| $5,000 - $9,999         | 118179      | 91612     | 86011      | 9.2
| $10,000 - $14,999       | 113127      | 95319     | 90215      | 9.7
| $15,000 - $19,999       | 111210      | 87644     | 87271      | 9.4
| $20,000 - $24,999       | 106778      | 87101     | 80002      | 8.6
| $25,000 - $29,999       | 84979       | 79303     | 75196      | 8.1
| $30,000 - $34,999       | 58867       | 81524     | 74071      | 8.0
| $35,000 - $39,999       | 36883       | 64864     | 70823      | 7.6
| $40,000 - $49,999       | 38685       | 94032     | 106501     | 11.4
| $50,000 - $59,999       | 15795       | 53909     | 71043      | 7.6
| $60,000 - $74,999       | 11818       | 39316     | 59413      | 6.4
| $75,000 - $99,999       | 8221        | 23635     | 35257      | 3.8
| $100,000 +              | 8042        | 22688     | 33628      | 3.6
| **Median Family Income** | $18413      | $25720    | $29002     |
| **Average Family Income** | $22047      | $30821    | $33622     |

Source: 1980 Census, Jan. 1,1989 UDS Estimates (INFX)
SECTION 4

TOURISM

• Estimated Annual Visitation to Baton Rouge
• Baton Rouge Hotel/Motel Accommodations
• Tourism Comparison
• Conventions Held in 1989
• Baton Rouge Hotel/Motel Occupancy Survey 1988 and 1989
<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Hotel/Motel Rooms</td>
<td>4,852</td>
</tr>
<tr>
<td>Estimated Average Annual Occupancy</td>
<td>56.0%</td>
</tr>
<tr>
<td>Total Occupied Rooms Per Night</td>
<td>2,717</td>
</tr>
<tr>
<td>Total Annual Occupied Room Nights (365)</td>
<td>991,749</td>
</tr>
<tr>
<td>Estimated Average Hotel/Motel Party Size</td>
<td>2</td>
</tr>
<tr>
<td>Total Annual Visitor Nights</td>
<td>1,983,498</td>
</tr>
<tr>
<td>Average Length of Stay (Days)</td>
<td>3</td>
</tr>
<tr>
<td>Total Visitors in Hotel/Motels</td>
<td>661,166</td>
</tr>
<tr>
<td>Percent Overnight in Hotels/Motels</td>
<td>67.0%</td>
</tr>
<tr>
<td>Annual Overnight Visitors</td>
<td>986,815</td>
</tr>
</tbody>
</table>

Source: Harrison Price Company.
# BATON ROUGE HOTEL AND MOTEL ACCOMMODATIONS

**1989-90**

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alamo Plaza Motel</td>
<td>97</td>
</tr>
<tr>
<td>Baton Rouge Hilton</td>
<td>305</td>
</tr>
<tr>
<td>Bellemont Hotel</td>
<td>313</td>
</tr>
<tr>
<td>Best Western Inn - Airport</td>
<td>186</td>
</tr>
<tr>
<td>Budgetel Inn</td>
<td>102</td>
</tr>
<tr>
<td>Comfort Inn</td>
<td>108</td>
</tr>
<tr>
<td>Countryard by Marriott</td>
<td>149</td>
</tr>
<tr>
<td>Days Inn-East</td>
<td>233</td>
</tr>
<tr>
<td>Econo Lodge-West</td>
<td>68</td>
</tr>
<tr>
<td>Embassy Suites Hotel</td>
<td>224</td>
</tr>
<tr>
<td>The General Lafayette</td>
<td>137</td>
</tr>
<tr>
<td>Hampton Inn Hotel</td>
<td>142</td>
</tr>
<tr>
<td>Hampton Inn Hotel</td>
<td>122</td>
</tr>
<tr>
<td>Holiday Inn-East</td>
<td>200</td>
</tr>
<tr>
<td>Holiday Inn-South</td>
<td>339</td>
</tr>
<tr>
<td>Howard Johnson-East</td>
<td>116</td>
</tr>
<tr>
<td>Hotel Name</td>
<td>Rooms</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>La Quinta Motor Inn</td>
<td>142</td>
</tr>
<tr>
<td>2333 South Acadian Thwy</td>
<td></td>
</tr>
<tr>
<td>Lagniappe Inn</td>
<td>50</td>
</tr>
<tr>
<td>710 Lobdell Ave.</td>
<td></td>
</tr>
<tr>
<td>Monarch Inn</td>
<td>150</td>
</tr>
<tr>
<td>10920 Mead Road</td>
<td></td>
</tr>
<tr>
<td>Quality Suites of Bluebonnet Center</td>
<td>120</td>
</tr>
<tr>
<td>9138 Bluebonnet Blvd.</td>
<td></td>
</tr>
<tr>
<td>Ramada Hotel</td>
<td>292</td>
</tr>
<tr>
<td>1480 Nicholson Dr.</td>
<td></td>
</tr>
<tr>
<td>Red Roof Inns</td>
<td>109</td>
</tr>
<tr>
<td>11314 Boardwalk</td>
<td></td>
</tr>
<tr>
<td>Regal Inn</td>
<td>181</td>
</tr>
<tr>
<td>9901 Gwenadele Ave.</td>
<td></td>
</tr>
<tr>
<td>The Residence Inn</td>
<td>80</td>
</tr>
<tr>
<td>5522 Corporate Blvd.</td>
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<tr>
<td>Riverview Suite Hotel</td>
<td>138</td>
</tr>
<tr>
<td>2045 Riverside North</td>
<td></td>
</tr>
<tr>
<td>Rodeway Inn-University</td>
<td>150</td>
</tr>
<tr>
<td>2445 South Acadian Thwy</td>
<td></td>
</tr>
<tr>
<td>St. Francis Hotel on the Lake</td>
<td>99</td>
</tr>
<tr>
<td>Highway 61 St. Francisville</td>
<td></td>
</tr>
<tr>
<td>St. Francisville Inn</td>
<td>8</td>
</tr>
<tr>
<td>118 N. Commerce St.</td>
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</tr>
<tr>
<td>Sheraton Baton Rouge Hotel</td>
<td>290</td>
</tr>
<tr>
<td>4728 Constitution Ave.</td>
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</tr>
<tr>
<td>Shoney's Inn</td>
<td>202</td>
</tr>
<tr>
<td>9919 Gwenadele Ave.</td>
<td></td>
</tr>
</tbody>
</table>

**Total** 4,852

Source: Baton Rouge Convention and Visitors Bureau and Harrison Price Company.
### TOURISM COMPARISONS
1988 TO 1989

<table>
<thead>
<tr>
<th></th>
<th>WALK-INS</th>
<th>INQUIRIES</th>
<th>BOOKINGS</th>
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</thead>
<tbody>
<tr>
<td><strong>JAN. 1988</strong></td>
<td>1600</td>
<td>1076</td>
<td>8</td>
</tr>
<tr>
<td><strong>JAN. 1989</strong></td>
<td>2227</td>
<td>1315</td>
<td>43</td>
</tr>
<tr>
<td><strong>FEB. 1988</strong></td>
<td>3882</td>
<td>1019</td>
<td>10</td>
</tr>
<tr>
<td><strong>FEB. 1989</strong></td>
<td>4382</td>
<td>1392</td>
<td>12</td>
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<tr>
<td><strong>MARCH 1988</strong></td>
<td>8748</td>
<td>1971</td>
<td>9</td>
</tr>
<tr>
<td><strong>MARCH 1989</strong></td>
<td>6393</td>
<td>2588</td>
<td>5</td>
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<tr>
<td><strong>APRIL 1988</strong></td>
<td>10,511</td>
<td>7039</td>
<td>55</td>
</tr>
<tr>
<td><strong>APRIL 1989</strong></td>
<td>12,525</td>
<td>7965</td>
<td>55</td>
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<tr>
<td><strong>MAY 1988</strong></td>
<td>12,655</td>
<td>4786</td>
<td>20</td>
</tr>
<tr>
<td><strong>MAY 1989</strong></td>
<td>9,823</td>
<td>6029</td>
<td>7</td>
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<tr>
<td><strong>JUNE 1988</strong></td>
<td>6157</td>
<td>6222</td>
<td>16</td>
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<tr>
<td><strong>JUNE 1989</strong></td>
<td>5647</td>
<td>9953</td>
<td>37</td>
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<tr>
<td><strong>JULY 1988</strong></td>
<td>5194</td>
<td>1849</td>
<td>12</td>
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<td><strong>JULY 1989</strong></td>
<td>6195</td>
<td>2419</td>
<td>8</td>
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<tr>
<td><strong>AUGUST 1988</strong></td>
<td>4821</td>
<td>1235</td>
<td>2</td>
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<tr>
<td><strong>AUGUST 1989</strong></td>
<td>7837</td>
<td>1264</td>
<td>12</td>
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<tr>
<td><strong>SEPT. 1988</strong></td>
<td>3093</td>
<td>767</td>
<td>3</td>
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<tr>
<td><strong>SEPT. 1989</strong></td>
<td>5779</td>
<td>506</td>
<td>6</td>
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<tr>
<td><strong>OCT. 1988</strong></td>
<td>3421</td>
<td>1211</td>
<td>5</td>
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<tr>
<td><strong>OCT. 1989</strong></td>
<td>3606</td>
<td>638</td>
<td>15</td>
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<tr>
<td><strong>NOV. 1988</strong></td>
<td>4252</td>
<td>1040</td>
<td>0</td>
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<tr>
<td><strong>NOV. 1989</strong></td>
<td>6063</td>
<td>778</td>
<td>20</td>
</tr>
<tr>
<td><strong>DEC. 1988</strong></td>
<td>3055</td>
<td>1032</td>
<td>10</td>
</tr>
<tr>
<td><strong>DEC. 1989</strong></td>
<td>1979</td>
<td>642</td>
<td>4</td>
</tr>
</tbody>
</table>

**TOTALS**

<table>
<thead>
<tr>
<th></th>
<th><strong>WALK-INS</strong></th>
<th><strong>INQUIRIES</strong></th>
<th><strong>BOOKINGS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1988</td>
<td>67,389</td>
<td>29,247</td>
<td>150</td>
</tr>
<tr>
<td>1989</td>
<td>72,456</td>
<td>35,489</td>
<td>184</td>
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</table>
### Conventions Held in 1989

<table>
<thead>
<tr>
<th>Month</th>
<th># of Conv. Held</th>
<th># of Delegates</th>
<th>Direct $ Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>21</td>
<td>11,695</td>
<td>$3,683,925</td>
</tr>
<tr>
<td>February</td>
<td>31</td>
<td>10,745</td>
<td>3,384,675</td>
</tr>
<tr>
<td>March</td>
<td>37</td>
<td>13,720</td>
<td>4,321,800</td>
</tr>
<tr>
<td>April</td>
<td>40</td>
<td>14,715</td>
<td>4,635,225</td>
</tr>
<tr>
<td>May</td>
<td>25</td>
<td>16,940</td>
<td>5,336,100</td>
</tr>
<tr>
<td>June</td>
<td>21</td>
<td>11,765</td>
<td>1,235,325</td>
</tr>
<tr>
<td>July</td>
<td>22</td>
<td>14,775</td>
<td>4,654,125</td>
</tr>
<tr>
<td>August</td>
<td>27</td>
<td>12,065</td>
<td>3,800,475</td>
</tr>
<tr>
<td>September</td>
<td>29</td>
<td>12,080</td>
<td>3,805,200</td>
</tr>
<tr>
<td>October</td>
<td>32</td>
<td>11,165</td>
<td>3,516,975</td>
</tr>
<tr>
<td>November</td>
<td>31</td>
<td>14,070</td>
<td>4,432,050</td>
</tr>
<tr>
<td>December</td>
<td>6</td>
<td>3,300</td>
<td>1,039,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>322</strong></td>
<td><strong>147,035</strong></td>
<td><strong>$43,845,375</strong></td>
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</table>
# PATON ROUGE HOTEL/MOTEL OCCUPANCY SURVEY

January - December, 1988

<table>
<thead>
<tr>
<th>Month</th>
<th>Average City-Wide Occupancy</th>
<th>Average City-Wide Daily Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>48.3%</td>
<td>$37.26</td>
</tr>
<tr>
<td>February</td>
<td>59.3%</td>
<td>$36.75</td>
</tr>
<tr>
<td>March</td>
<td>68.7%</td>
<td>$39.70</td>
</tr>
<tr>
<td>April</td>
<td>60.4%</td>
<td>$39.32</td>
</tr>
<tr>
<td>May</td>
<td>61.7%</td>
<td>$40.11</td>
</tr>
<tr>
<td>June</td>
<td>59.1%</td>
<td>$42.16</td>
</tr>
<tr>
<td>July</td>
<td>56.3%</td>
<td>$40.85</td>
</tr>
<tr>
<td>August</td>
<td>59.2%</td>
<td>$41.10</td>
</tr>
<tr>
<td>September</td>
<td>52.8%</td>
<td>$41.31</td>
</tr>
<tr>
<td>October</td>
<td>68.0%</td>
<td>$41.62</td>
</tr>
<tr>
<td>November</td>
<td>55.0%</td>
<td>$41.74</td>
</tr>
<tr>
<td>December</td>
<td>38.0%</td>
<td>$40.49</td>
</tr>
</tbody>
</table>
## BATON ROUGE HOTEL/MOTEL OCCUPANCY SURVEY

January - October, 1989

<table>
<thead>
<tr>
<th>Month</th>
<th>Average City Wide Occupancy</th>
<th>Average City Wide Daily Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>45%</td>
<td>$37.87</td>
</tr>
<tr>
<td>February</td>
<td>54.3%</td>
<td>$43.37</td>
</tr>
<tr>
<td>March</td>
<td>56.1%</td>
<td>$37.84</td>
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<tr>
<td>April</td>
<td>65.9%</td>
<td>$42.70</td>
</tr>
<tr>
<td>May</td>
<td>60%</td>
<td>$44.99</td>
</tr>
<tr>
<td>June</td>
<td>53.2%</td>
<td>$41.65</td>
</tr>
<tr>
<td>July</td>
<td>57%</td>
<td>$43.52</td>
</tr>
<tr>
<td>August</td>
<td>58%</td>
<td>$43.58</td>
</tr>
<tr>
<td>September</td>
<td>51%</td>
<td>$43.47</td>
</tr>
<tr>
<td>October</td>
<td>63%</td>
<td>$46.84</td>
</tr>
</tbody>
</table>
SECTION 5
GREATER BATON ROUGE TRAFFIC COUNTS

- Traffic Counts
Traffic counts are based on an average 24-hour period. State highway traffic counts are updated annually by the Louisiana Department of Transportation and Development. City and parish road traffic counts are updated biennially by the City-Parish Department of Public Works. For further details, contact the Chamber's Economic and Industrial Development Division.

1989 STATE HIGHWAYS

STATE HIGHWAY TRAFFIC COUNTS

2. 10,710  5. 6,770  8. 86,070  11. 28,480  14. 6,770  17. 3,710
3. 23,480  6. 20,800  9. 64,420  12. 13,150  15. 8,110  18. 10,180

State Counts have been adjusted for axle factors.
Source: Louisiana Department of Transportation and Development
SECTION 6

ATTRACTIONS

• Map of Sightseeing Points
• Attractions
• Attendance Generated at Attractions
• Text Material Regarding Selected Attractions
USE THIS MAP WHEN DRIVING - TO - THRU - or FROM - THE DOWNTOWN AREA.
SIGHTSEEING POINTS ARE NUMBERED IN SEQUENCE FOR A WALKING TOUR.

SKETCH MAP - DOWNTOWN BATON ROUGE, La.
DESIGNED AND DRAWN BY J. F. KING
**ATTRACTIONS**

In short, Baton Rouge is rolling out a hospitable red carpet for visitors. And often that carpet leads to the wide Mississippi, still the path to some of the most colorful attractions and history in Southern Louisiana.**

—NEWS HERALD

**OLD ARSENAL MUSEUM**
Formerly a Powder Magazine - is located amid the formal gardens of the Louisiana State Capitol Complex. Standing in contrast to the skyscraper capital and an Indian Mound, the architecturally significant building dates back to the early 1800's and is listed on the National Register of Historic Places. (504) 387-2462

**ASHPODEL VILLAGE**
A small enclave of restored buildings used for office and shops. Overnight guest rooms, architectural replicas. Each with private bath, air conditioned. Pool. Woods for walking to plantation house. Accessible to handicapped with help. R.R. 2, Box 89 (Highway 68), Jackson, LA 70748 (504) 654-6868

**AUDUBON STATE COMMEMORATIVE AREA**
19th Century plantation living can be seen in Oakley, the home of artist naturalist John James Audubon, created many of his famous bird paintings. P. O. Box 546, LA 956, St. Francisville, LA 70775. (504) 342-8111

**BLYTHEWOO PLANTATION**
Blythewood is a Greek Revival plantation home located in the Amite city limits. The house is located on a 10 acre spread next to a spring-fed lake. 300 Elm Street, Amite, LA 70422. (504)

**COHN MEMORIAL ARBORETUM**
16 acre tract of rolling terrain covered by more than 250 varieties of native and adaptable trees and shrubs each labeled for identification. Foster Road, just off Comite Drive. (504) 775-1006

**COOL DEEP SWAMP TOUR**
Experience beautiful cypress swampland in Louisiana as you travel Bayou L'Acadiane (Blind River). Alligators and egrets. Satisfaction guaranteed! P.O. Box 85, Burnside, LA (504) 473-3007.

HOURS: Tours by reservation daily
ADMISSION CHARGED
COMPLETE TOUR: 2-3 hours

**DESTREHAN PLANTATION**
Circa 1877, Destrehan Plantation is the oldest plantation home left intact in the lower Mississippi Valley. An antique Gift Shoppe and picnic area beneath four ancient oaks on the plantation grounds are features available for the enjoyment of our guests. P.O. Box 5, River Road, Destrehan, LA 70041, (504) 764-9314.

HOURS: Daily 10-4, Closed major holidays
ADMISSION CHARGED
COMPLETE TOUR: 30 minutes

**DINO TREK - LSU Museum of Geoscience.**
The Museum of Geoscience at LSU offers daily, Saturday, 10 am-1 pm.

**FROG TOWN**
A small collection of over 700 species of frogs and toads around the world. Located on the second floor of the National Museum of Natural History.

**GREENWOOD PLANTATION**
Circa 1830-Greek Revival style with 28 columns surrounding the house. Considered the South's finest example of classic colonial. The original house was burned and has been restored to its original grandeur. Rt. 1, Box 181, St. Francisville, LA 70775, (504) 655-4475.

HOURS: Wed.-Sat., 10-4; Sun. 1-5.
ADMISSION CHARGED
COMPLETE TOUR: 45 minutes

**HOUmas HOUSE PLANTATION**
The Greek Revival Mansion, built in 1840, was completely restored in the 1940's and furnished with period Louisiana antiques. Accessible to handicapped only on first floor. Rt. 1, Box 181 (LA 942 in Burnsville), Convent, LA 70723.

ADMISSION CHARGED
COMPLETE TOUR: 30-40 minutes

**GLYNNWOOD PLANTATION HOME**
Glynnwood was built in 1868. The beautiful plantation home has 7 bedrooms, 4 1/2 bathrooms and a library. Highway 416, Glynn, LA 70736, (504) 627-4194

HOURS: Mon.-Fri., 10-3, or by appointment
ADMISSION CHARGED
COMPLETE TOUR: 45 minutes

**GREATR BATON ROUGE ZOO**
More than 500 animals from 6 continents live in natural settings on the 140 acre wooded area. Thomas Road, one mile east of LA 19. (504) 775-3877.

HOURS: Daily, 10-5; Summer, 10-5, Weekdays; 10-6, Weekends.
ADMISSION CHARGED, Free to all Sat., 10-12 noon.
COMPLETE TOUR: 2 hours

**HOUmas HOUSE PLANTATION**
The Greek Revival Mansion, built in 1840, was completely restored in the 1940's and furnished with period Louisiana antiques. Accessible to handicapped only on first floor. Rt. 1, Box 181 (LA 942 in Burnsville), Convent, LA 70723.

ADMISSION CHARGED
COMPLETE TOUR: 30-40 minutes

**LOUISIANA ARTS & SCIENCE CENTER/FORMER GOVERNOR'S MANSION**
Bout in 1930 by Governor Huey P. Long, now furnished with fine Louisiana antiques with each room dedicated to the memorabilia of a particular Louisiana governor. 502 North Boulevard at St. Charles Street, (504) 346-9463.

HOURS: Sun. 10 a.m. - 4 p.m., Mon. 1-4 p.m.
ADMISSION CHARGED
COMPLETE TOUR: 45 minutes

**LOUISIANA ARTS & SCIENCE CENTER/PLANETARIUM**
This unique Zeiss projector creates an illusion of the night-time sky and celestial bodies. North Blvd. at St. Charles Street, (504) 346-9463.

HOURS: June-Aug., Tue.-Fri., 2 p.m., Sat.-Sun., 2 & 3 p.m. Sept.-May, Sat.-Sun., 2 & 3 p.m.

**LOUISIANA ARTS & SCIENCE CENTER/ RIVERSIDE**
This former railway station now houses permanent and changing exhibits in art, history and science. Mississippi River observation deck adjacent to the museum. North Boulevard and River Road, (504) 346-9463
Madewood Plantation, a Greek Revival mansion, is only one of the graceful estates along the Great River Road.

HOURS: Tues.-Fri., 10 a.m.-3 p.m. Sat., 10 a.m.-4 p.m. Sun. 1 p.m.-4 p.m.
ADMISSION CHARGED
COMPLETE TOUR: 1-1/2 hours

LOUISIANA GOVERNOR'S MANSION
Built in 1963 in modified Greek Revival style as a replica of one of the state's plantation mansions. 1001 Capital Access Road, Baton Rouge, LA 70802. (504) 342-5855.
HOURS: Mon.-Fri., 10-11:30 and 1-4. Reservations necessary.
ADMISSION FEE: Free
COMPLETE TOUR: 15 minutes

LOUISIANA STATE CAPITOL-VISITOR INFORMATION CENTER
Completed in 1932, this 34 story building overlooks the Mississippi River. Steps commemorating the 50 states lead to its entrance; magnificent marble and bronze work is inside, an observation deck on the 27th floor provides a panorama of the surrounding area. State Capitol Drive. (504) 342-7317.
HOURS: Daily, 8-4:30; Tower/Gift shop closes at 4 p.m.
ADMISSION FEE: Free
COMPLETE TOUR: 1 hour

LOUISIANA STATE UNIVERSITY
The park-like campus, established in 1860, includes the Anglo-American Art Museum, the Museum of Geoscience, the Union Art Gallery, historic Indian Mounds, the Greek theatre, Tiger Stadium, the LSU Union and other points of interest. 1-5 miles south of downtown Baton Rouge, between Highland Road and Nicholson Drive. (504) 388-3202
HOURS: Call for hours
ADMISSION FEE: Free

LSU HILLTOP ARBORETUM
The rolling terrain of the 12 acre site is landscaped with a variety of interesting and unique native trees and plants, all labeled for identification. 11855 Highland Road, Baton Rouge, LA 70810. (504) 344-5467
HOURS: Open Mar., Apr., May, Oct. and Nov. - Every Tuesday from 8-3:30, for guided tours. ADMISSION FEE: Free. Donations accepted. Appointments are advisable. COMPLETE TOUR: 1-1/2 hours

LSU RURAL LIFE MUSEUM
An outdoor complex of 19th century buildings of the rural South. Many were moved from plantation sites, some from outlying areas of Louisiana and others are faithful copies of typical plantation buildings. All are appropriately furnished. The compound includes an overseer's house, blacksmith shop, open kettel sugar mill, plantation commissary and church. Essen Lane at 11-10 (504) 765-2437.
HOURS: Mon.-Fri., 8:30-4
ADMISSION CHARGED
COMPLETE TOUR: 1-2 hours

MADEWOOD PLANTATION
Circa 1840, Madewood is a 21-room, white-columned Greek Revival mansion which was designed by Henry Howard, a noted architect from Ireland. Rt. 2, Box 478, Hwy. 308, Napoleonville, LA 70790. (504) 369-7151.
HOURS: 10:30-Daily; Closed Christmas and Thanksgiving Days
ADMISSION CHARGED
COMPLETE TOUR: 35 minutes

McGEE'S ATCHAFALAYA BASIN TOURS
Tours of the Atchafalaya Swamps. Boats driven by experienced and French speaking guides. Featuring the "Swampland Expressway" - that segment of Interstate-10 which crossed the Atchafalaya Basin. This structure was said to be an impossible engineering and construction feat due to the basin's soft and soggy earth. Rt. 5, Box 689, Breaux Bridge, LA 70517 (318) 228-8519 or (318) 228-2354.
HOURS: 9 a.m.-7 p.m., 3 p.m.-5 p.m.
ADMISSION CHARGED
COMPLETE TOUR: 30 minutes

MAGNOLIA MOUND PLANTATION
A house museum accredited by the American Association of Museums, representing the early nineteenth century in southern Louisiana, in the Federal style with a prominent collection to Louisiana-made furnishings. 2161 Nichabon Drive, Baton Rouge, LA 70802 (504) 343-4955.
HOURS: Tue.-Sat., 10-4; Sun., 1-4; closed Mondays and major holidays
ADMISSION CHARGED
COMPLETE TOUR: 45 minutes

MILBANK
Jackson's first commercial building. Original bank for the Clinton Port Hudson Railroad. A massive antebellum mansion with irresistible charm. Milbank published Jackson's first newspaper, a copy is on display. Accessible to handicapped. 102 Bank Street, Jackson, LA 70746. (504) 634-5901.
HOURS: Daily 10-4
ADMISSION CHARGED
COMPLETE TOUR: 30 minutes

THE MYRTLES PLANTATION
Built between 1796 and 1851, the house is noted for the ornamental ironwork on its long, wide verandas and its intricate interior work. Noted as America's most haunted house. Overnight accommodations available. P.O. Box 387 (U.S. 61), St. Francisville, LA 70775. (504) 635-6277
HOURS: Daily, 9-5; Closed Christmas Day
ADMISSION CHARGED
COMPLETE TOUR: 45 minutes

NOTTOWAY PLANTATION
The largest plantation home in the South, has been known as the White Castle of Louisiana since its 1839 completion. P. O. Box 160 (LA 1-River Road), White Castle, LA 70788. (504) 346-8263.
HOURS: Daily 9-5; Closed on Christmas Day

(Daylight savings only), Daily
ADMISSION CHARGED
COMPLETE TOUR: 1-1/2 hours

McHUGH HOUSE MUSEUM
A restored Victorian house featuring period furnishings, clothing and objects demonstrating small town life from the turn of the century to the 1950's. 4524 Virginia Street, Zachary, LA 70791. (504) 634-1912.
HOURS: Call 654-9087 for appointment
ADMISSION CHARGED
COMPLETE TOUR: 20 minutes
OAK ALLEY PLANTATION

OLD BOGAN FIRE STATION
The Arts & Humanities Council of Greater Baton Rouge is housed in this fire station, built in 1924. The Council displays changing art exhibits on the second floor and historic fire-fighting equipment on the first floor. 427 Laurel Street, Baton Rouge, LA 70801. (504) 344-8558. HOURS: Mon.-Fri., 9-5.30. ADMISSION FEE: Free. COMPLETE TOUR: 30 minutes - 1 hour. WEST INFORMATION CENTER

OLD STATE CAPITOL
This 1853 building is a French Regency style with iron railings and columns. It was once the state capitol and now houses the Louisiana State Museum on the Grounds. 2013 St. Charles St., Baton Rouge, LA 70801. (504) 342-6111. HOURS: Mon.-Sat., 9-4:30. ADMISSION FEE: Free. COMPLETE TOUR: 45 minutes.

PARLANGE PLANTATION
Parlane was built in 1750 by the Marquis Vincent de Ternant on a grant of land on the River Rice from the French Crown. Operates today as a working plantation of sugar cane and cattle. Parlane is one of the few plantations owned, operated and lived in by 7th generation of the Parlane family members. Reminders of past generations are throughout. Rt. 1, Box MTA, New Roads, Hwy. 1 at Hwy. 78, LA 70760. (504) 638-8410. HOURS: 9-5 daily. ADMISSION CHARGED. COMPLETE TOUR: 1 hour.

PENTAGON BARRACKS
The barracks were built in 1823-24 to quarter U.S. Army personnel servicing the post of Baton Rouge; housed many famous military men, including President Zachary Taylor. Original site of Louisiana State University now opened as the制定 Complex Information Center and Gift Shop. State Capitol Drive at River Road. (504) 342-1866. ADMISSION FEE: Free. COMPLETE TOUR: 45 minutes.

PORT HUDSON STATE COMMEMORATIVE AREA
The site of significant Civil War battles. The commemorative area is 643 acres of winding paths with an area created to be accessible to the handicapped. 756 West Plain - Port Hudson Road (High St), Zachary, LA 70791. (504) 342-8111. HOURS: April 1 - Sept., 9 a.m. - 7 p.m., Oct. 1 - March 31; 9 a.m. - 5 p.m. Closed major holidays. ADMISSION FEE: Free. COMPLETE TOUR: 1 - 3 hours.

PROPONIQUITY
Circa 1809, Propinquity, located in the Historic District of St. Francisville, is a Spanish Colonial Townhouse featuring many fine antiques. The grounds feature beautiful cannelmus, statuary, assorted trees, plants and the largest Catalpa tree in Louisiana. P.O. Box 516, St. Francisville, LA 70775. (504) 635-6540. HOURS: 10 a.m. - 4 p.m. ADMISSION CHARGED.

ROSEDAWN PLANTATION

ST. JAMES EPISCOPAL CHURCH
This church was completed in 1889 in the Gothic Revival architectural style and President Zachary Taylor's home was one of the congregational founders. 208 North 4th Street, Baton Rouge, LA 70801. (504) 387-5141. HOURS: Anytime.
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**ATTRACTIONS IN LOUISIANA**

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1 Type of Attractions Code:

C = State Commemorative Areas
F = Fairs and Festivals
M = Museums
P = Plantations
R = Riverboats
S = Swamp Tours
T = Race Tracks
Z = Zoos
G = General Interest Attractions

Source: Harrison Price Company.
The building itself is listed in the National Register of Historic Places.

The building was planned as early as 1835. Historical documents show the foundation was laid in 1838, and it is believed the building was completed in the same year. It is the third of four powder magazines built for the U.S. Army in the Baton Rouge garrison. The rectangular building is of locally made, hand-pressed brick, overlaid with plaster. The walls are 54 inches thick, and the roof is four feet thick. The stone facing around the doors came from Baltimore, the slate for the roof from New York. The brick wall surrounding the building is ten feet tall.

The large bell mounted outside of the entrance to the History Museum is of silver and steel, over copper. The wording on the bell indicates it was cast by G. W. Coffin: Buckeye Bell Foundry of Ohio in 1848.

It was originally on the Steamboat Catherine, which caught fire and was beached on the river bank in front of "The Cottage," an antebellum plantation home south of Baton Rouge. Later, the bell was used on the S.S. Slack Barrett, until that boat went out of commission, at which time the bell was given to the owners of "The Cottage." When that home was destroyed by fire, the bell and the bricks used to pave the yard inside of the wall surrounding the Museum were brought here from the ruins.

Since its opening to the public in 1962, the Louisiana History Museum has been visited by more than a million people, from every State in the Union and from 63 foreign countries.

Upon leaving the Arsenal, pass through the gates and turn to the right to visit the Revolutionary War cannons.
(12) ARTS & SCIENCE CENTER, RIVERSIDE

The station was built by the Yazoo & Mississippi Valley Railroad in 1884, the first railroad to be constructed north along the Mississippi as competition to the packet boats hauling cotton between Vicksburg and New Orleans.

Eventually, the Yazoo & Mississippi Valley Railroad became a part of the Illinois Central Gulf Railroad, which abandoned passenger service and presented the station to the Arts & Science Center for their use as a museum.

A visit to this complex on the river front will be of interest to children of all ages. The station now houses cultural, historical, and scientific exhibits, sculpture by Ivan Mestrovic, and an operating scale-model train layout. Some exhibits are permanent; others are changed as often as four times a year. The River Overlooks, outside of the depot, parked on the side track, will be found a steam railroad train consisting of an engine, U.S. Mail and baggage car, day coach, diner, and observation-parlor car. The engine was purchased by the City, and the cars were donated by the railroads. At a cost of $500,000 the City restored the train, with appointments and furnishings as employed in earlier days.

Open 10 A.M. to 5 P.M. Tuesday through Saturday: 1 P.M. to 5 P.M. Sunday; closed Monday.

Upon leaving the Arts & Science Center, pause to appreciate the imposing view of the OLD STATE CAPITOL, at the top of the terraced landscape inside of the unusual cast iron fence. This will be visited later. Turn right and use the water fountain ramps to reach the top of the Mississippi River levee. View and visit the

(13) USS KIDD

A Destroyer, Fletcher Class. Named for Rear Admiral Isaac C. Kidd, killed aboard his flagship USS Arizona at Pearl Harbor December 7, 1941 in the Japanese attack. The “Kidd” earned eight Battle Stars during service in World War II and the Korean War. It was launched February 25, 1943 and commissioned April 23, 1943. After years of outstanding naval service it was decommissioned June 19, 1964 and berthed in Philadelphia. In 1980 the Navy donated her to the State of Louisiana for development as a naval memorial. She arrived in Baton Rouge May 21, 1982 and, after extensive repairs and the building of a holding dock, was dedicated August 27, 1983.

The ship rests on a unique floating “cradle,” the only one of its kind in the world, which permits the ship to be exhibited completely out of water when the River is at its low stages.

The “Kidd” was home to 300 men. The crew called themselves the “Pirates of the Pacific” and paid a New York artist $400.00 to paint a picture of a pirate on the forward stack.

(Open for tours daily. Admission charged.) (See photo, Page 69.)

Upon leaving the “Kidd,” visit the Louisiana Naval War Memorial Museum and then proceed to

(14) CATFISH TOWN

At the turn of the century the present area was the site, mainly, of many wholesale warehouses supplying goods by rail and river. This is now known as CATFISH TOWN HISTORICAL RIVERFRONT MARKETPLACE, opened July 4, 1984 with more than 80 specialty shops and restaurants, constituting a charming and interesting renovation of 7½ blocks of Baton Rouge's downtown riverfront. Entertainment is free of charge. Artists and entertainers are hired by the developers to sing, dance, and display their crafts. This is a $21 million rejuvenation project backed by the City-Parish Government and private developers, working together.

(15) THE OLD STATE CAPITOL BUILDING

Upon leaving Catfish Town, walk up the steps, or drive up the hill, but continue the tour at the top of the steps where the two lions guard the front entrance.

When climbing the steps, note the azalea shrubs in bloom. They flower the year around, which is a strange botanical behavior for them, as they normally bloom for only about six weeks in February and March.

Proceed left a few steps from the lions and note the

GINGKO TREE: Although successfully raised in the northern part of the United States, it is rare in the South, perhaps because the branches are brittle and unable to withstand high winds. It is a native of China and Japan, where it is considered sacred and used primarily for landscaping around temples and shrines. Its unusual leather-like leaves are shaped like miniature fans. It is said that in the fall, after the leaves have yellowed, they seem to descend all at once in a golden shower.
(20) LOUISIANA ARTS & SCIENCE CENTER
(THE OLD GOVERNOR'S MANSION)

At 502 North Boulevard, between St. Charles Street and Royal Street, the former Governor's Mansion, built in 1830, during Huey Long's tenure in office, is now an "Historic House Museum." It is in the National Register of Historic Places. The stuccoed Georgian edifice, which cost $150,000, replaced a frame Victorian structure in use during the previous 50 years.

Many visitors have the feeling they have seen this building before—there is something familiar about it. As the story goes, Huey Long wanted to become acquainted with the plan of the White House in Washington before going there as President, so he chose a duplicate of the White House as Thomas Jefferson originally designed it.

When the State moved out to occupy the present Mansion in 1962, this building was turned over to the city for use. Shortly afterward, the city assigned it to the Junior League, who proceeded to establish the Louisiana Arts & Science Center. This beautiful building has been dedicated to all the Governors of the State who served during the 1930-62 period and called the Mansion "home" while serving in office.

A collection of Bernardo de Galvez memorabilia is on permanent display.

Open 10 A.M. to 5 P.M. Tuesday through Saturday; 1 P.M. to 5 P.M. Sunday; closed Monday.

Also here is

(21) THE PLANETARIA

In 1966 the largest planetarium in the South was added to the rear of the Center. This $265,000 project has a 60-foot dome, the same size as that of the McDonald Planetarium in St. Louis, 50% larger than Houston's, and only ten feet smaller than the famed Hayden Planetarium in New York.

It will seat 248 persons.

The main planetarium instrument was built, equipped, and installed by Carl Zeiss, Inc. of New York and West Germany. The projector, costing $113,300, gives a simulation of the appearance of the universe in the apparent motion of planets, past, present, and future. The auxiliary equipment needed cost $25,000 or more.

Lively educational programs of interest to all are presented here daily.

(22) BEAUREGARD TOWN

Return to the car. If parked behind the Arts & Science Center, exit the parking lot onto Royal Street. Turn right for a short side trip through Beauregard Town. Go to the second intersection and turn left onto Louisiana Avenue. Go to the third intersection and turn right onto Maximillian Street. Go to the second intersection and turn right onto Government Street. Caution: Drive slowly while reading about Beauregard Town.

This was a planned community laid out in the grand European manner of town design. The date was 1806. The man was Elias Beauregard. Across the river was the United States. This side was Spanish Territory. The original plans were so impressive that at one time it was rumored that Emperor Napoleon Bonaparte considered escaping to this spot from Elba Island. The plan included hospitals, public buildings, town hall, theater, markets, college, Ursuline Convent, customs house, barracks, and King's Store. Four diagonal streets would radiate from the center square to the four corners of the design. A cathedral would be the center of the completed town.

Many of the houses in Beauregard Town are typical early cottages. In the late 19th century they were decorated with "gingerbread" type of wood ornamentation achieved with lathe and the newly-invented jigsaw. The various styles of architecture give the area a distinctively quaint flavor. A number of lawyers and small businesses are buying these houses and restoring them, giving this section the nice, clean, new-old appearance sought by Elias Beauregard.

The names of some of the north-south streets are preceded by "Saint," such as Charles, Ferdinand, Philip, and Joseph. This is presumed to be due to an error of a sign painter, who read the Spanish abbreviation "Sr." (sahor) as "St." (saint). Many of the streets in this section, including Napoleon and Maximillian, were named for kings of Europe of earlier days.

Continue west 6 blocks on Government Street to St. Philip Street, which is at the bottom of a one-block steep incline. Turn left. You are now driving south. Let the street take you under the I-10 bridge and onto Nicholson Drive.
which was excavated just 40 miles north of the city of Baton Rouge, indicating the history of the area dates back 12,000 years.

Exiting from the main entrance, directly ahead is one of the nation's most modern and functional libraries. It has space for 2,500 readers, and currently contains over 1,000,000 books and 2,000,000 historical items in its Department of Archives. It is open to the public and well worth a visit.

Return to the car. Drive to the west end of the parking lot and exit. While waiting for traffic on Dalrymple, the building ahead, across the street, houses the School of Music on the left of center and the School of Dramatic Arts on the right of center. Down through the middle is a modern theater serving both as a laboratory.

Turn left onto Dalrymple Drive. On the right is an open-air natural amphitheater seating 3,500 spectators for musical programs during the warmer weather and for the Easter Sunrise Service.

Next on the right is the old Gymnasium-Auditorium.

Rounding the curve, on the left are two authentic Indian burial mounds. Anthropologists believe the mounds were erected 2,000 years ago by the Marksville people, mound-building Indians who cultivated fields and raised livestock through much of south central Louisiana.

Immediately on the right is the Huey Long Memorial Field House, containing among other athletic facilities an Olympic-sized swimming pool, planned by Huey Long as the largest pool in the country at the time of its construction, in the early 1930s.

Next on the right is the School of Journalism. It was moved here piece by piece from its previous location on the present State Capitol grounds, where it was the Alumni Memorial Hall.

At the bottom of the hill look to the right, to see the $11.5 million basketball court. Prepare to park near this building.

THE ASSEMBLY CENTER

When the LSU Tigers commenced play in the Assembly Center in the 1971-72 season, it marked the beginning of a new era in LSU basketball. After 35 years of competition in the John M. Parker Agricultural Center, the Tigers opened play here on the sharp tartan-
suraced arena. The building has every modern convenience.

Seating 14,527 spectators, this impressive structure competes with Tiger Football Stadium as the most commanding edifice on the LSU campus. Everything about it is distinctive. Each seat is upholstered and styled in purple and gold. The scoreboard is as efficient as any in the world. The facilities are of the finest in the nation.

Park here for a few minutes, because just beyond the Assembly Center is

THE CAGE OF MIKE THE TIGER

Here is the home of Mike III, a 500-pound live Bengal tiger. In the 1930s LSU students bought a live tiger for their mascot, and named it "Mike" for Mike Chambers, the respected athletic trainer. Since that time LSU has had three "Mikes." The tiger makes his appearance in a special, wheeled cage prior to each home football game, sparking student spirit and stirring the hearts of the fans in Tiger Stadium.

Beyond Mike's cage, about ten feet west, is the Bernie Moore Track Stadium.

THE BERNIE MOORE TRACK STADIUM

There is a gate in the hedge about 30 feet north of the tiger's cage. Go through the gate to see the nation's finest track and field area, complete with a permanent concrete stadium. Walk on and feel the artificial turf in the infield. It resembles the indoor-outdoor carpet used in patios, except that the foundation and grading costs much more. See the hump down the middle? The infield doubles as a practice football field when needed.

The University Athletic Department is unusual in that the Track & Field Coach sponsors and administers track meets on various weekends which are OPEN TO ALL COMERS. All ages from 8 to 80 are welcome and actually compete in any event they choose. It is not limited to LSU personnel.

On the north edge of the field is the new
LSU FIELD HOUSE

This is a modern structure of 100,000 square feet for tennis, track and field games, football and baseball practice, and many other uses.

The Field House has been selected by the U.S. Department of Energy for the installation of a $345,000 solar energy powered system to produce enough energy to heat the building when outside temperatures are above 50°F. Heat from the sun is collected by 309 solar collector panels mounted on the roof. The hot water is stored in a 10,000 gallon hot water tank until needed.

Return from the field, past the tiger's cage. Across the street from the cage (south) is the imposing Tiger Football Stadium.

THE LSU TIGER FOOTBALL STADIUM

"Death Valley" is well-known from experiences by folks from Colorado to Notre Dame to Florida. It seats 75,750 rabid fans at each of the six or seven home games each year. Tickets go on sale April 1 and are generally sold by April 10. Only the Louisiana cities of New Orleans, Baton Rouge, Shreveport, and Lafayette have a larger population than does Tiger Stadium at a Saturday home game.

This is an actual kettle in which Étienne de Bore first granulated sugar, in 1795, on his sugar cane plantation, now the site of City Park in New Orleans. Prior to the discovery of granulation, sugar was always in syrup form. After the discovery, sugar could be packaged in dry form. That was the beginning of the sugar-refining industry as it is known today.

Behind the kettle is the sugar factory, a unique instructional laboratory and research center for the Louisiana sugar industry. The Audubon Sugar School, as it is called, is recognized throughout the world as the finest and perhaps the only sugar school in existence. Every sugar factory in the world has at least one LSU sugar school graduate on its staff. (See Page 66, The "Sugar Bowl of America.")

Next, on the right, almost across the street, is

THE SCHOOL OF AEROSPACE STUDIES & MILITARY SCIENCE

This is the oldest of all the schools and colleges on the campus. It dates back to 1860, when the University was founded as the "Military Seminary of Learning" at Pineville, La., in the northern part of the State.

The first President, in those days known as the Superintendent, was William Tecumseh Sherman, who resigned in 1860 to become the Union general of "March to the Sea" fame.

LSU is still known as the "Ole War Skule." Its students who major in Military Science and graduate are commissioned as Second Lieutenants in the Army or Air Force, the same as at West Point. (This is not to be confused with ROTC.) LSU School of Military Science numbered more of its graduates as officers in World War II than did West Point or Annapolis.

The two brass cannons flanking the entrance were used at Fort Sumter, the opening battle of the Civil War. They were presented to the
Continue ahead and take the left fork (where street divides). On the right is a series of girls’ dormitories.

Continue ahead around the cafeteria and meeting room for the girls. Ahead are dormitories for men and women. In the center is the Freshman Complex.

Turn left (left U-turn) through the parking lot on the left. Retrace the route back to the main campus.

Turn left at the traffic signal onto Farm Road. Turn right at Intersection. On the left is the campus of the School for the Deaf. The building on the near left corner is a School for the Deaf classroom. Turn left on Swan Ave. On the left is their dormitory.

At the next intersection, to the left, is the School for the Blind. The next group of buildings on the left is the Laboratory School.

Turn right through the dome roadways.

Turn left at the dead end onto Harding Boulevard.

Return to Scenic Highway (US 61) just beyond the overpass.

Refer back to the City-Wide Map.

Turn left onto Scenic Highway, and after four intersections turn right on Scotland Avenue (La. 19) along the south side of the railroad tracks.

Proceed past the Scotlandville High School (on the right). Farther along on the left is EXXON Chemical Company Plastics Plant.

Turn left onto Thomas Road (La. 423). About a mile ahead, on the left is

THE GREATER BATON ROUGE ZOO

There is ample parking in the large paved parking lot.

The Greater Baton Rouge Zoo is operated by the Baton Rouge Recreation & Park Commission.

The Zoo is open from Monday through Friday from 10:00 A.M. to 5:00 P.M. and on Saturday and Sunday from 10:00 A.M. to 6:00 P.M. Admission charges: Children 6 years and under, free; from 7 to 17 years, $2.50; over 18 years, $5.00.

The Zoo was opened in March 1970 on 140 acres of heavily wooded land.

It is one of 54 zoos in the country accredited by the American Association of Zoological Parks & Aquariums and one of the 53 zoos approved by the U.S. Department of Agriculture for the importation of animals.

There are more than 675 animals from four continents, and it is still growing. Here are found tigers, monkeys, lions, leopards, jaguars, elephants, baboons, ostriches, wallabies, porcupines, anteaters, tapirs, and native animals such as foxes, skunks, raccoons, and wolves.

Upon leaving the Zoo, return to Thomas Road. Turn left (east) and proceed several miles to Plank Road (La. 67). Proceed straight ahead on what is now Comite Drive another half mile to Foster Road. Turn right. The entrance to the Arboretum is immediately on the left.

THE COHN ARBORETUM

The Cohn Memorial Arboretum is a unique 16-acre tract with extensive plantings of native trees, shrubs, and flowers. Originally, the Cohn property contained more than 100 varieties of plants. That number has been more than doubled. Each specimen is labeled for identification.

The natural beauty of the setting can only serve the purpose for which the land was donated: “the preservation and enhancement of the trees and shrubs and wildlife on its premises, for the enjoyment and edification of all who may visit it.”

A greenhouse for the growing and exhibition of rare and exotic plants provides an interesting spot for students, flower club enthusiasts, and novice gardeners.

There is a visitor's center, and a lake for wildlife. The walkways lead to an observation platform for better viewing.

Benches have been located along the wide, paved walkways that meander through the rolling terrain.

Visitors will also enjoy the display building, erected in the style of and with the furnishings of a typical early Louisiana farm cabin.

On leaving the Arboretum, turn right onto Foster Road and immediately turn left onto Comite Drive. Proceed to Plank Road (La. 67) about half a mile.

If the destination is north of the city on US 61 to St. Francisville, Natchez, Vicksburg, and so on, proceed straight ahead on Thomas Road, which will dead end at US 61. Turn right.
INTRODUCTION

Baton Rouge, a river town near the mouth of the Mississippi Valley, is the Petro-Chemical Center of the world, the educational center of the South, the Capital City of Lovely Louisiana, and the seat of a Parish government totaling 387,000 people.

Its history had its humble beginnings 12,000 years ago, about 10,000 B.C. What is now the city of Baton Rouge was once inhabited by large animals—mastodons, elephants, giant sloths, buffalo (or bison), horses, and, oddly enough, camels.

By the year A.D. 1, Indians were on the early scene, and the first factory was established in the Baton Rouge area. The Junior Archaeological Society Museum points out that the American Indians were then manufacturing tools and weapons from native chert.

In 1682, Robert Cavalier, Sieur de la Salle, was the first tourist from the north to visit Baton Rouge. Traveling from Green Bay, Wis., with a large party, he descended the Mississippi River and claimed the whole valley for France.

On March 17 (St. Patrick's Day), 1699, Pierre le Moyne, Sieur d'Iberville, with his French explorers, were the first tourists from the south and the first to record visiting the exact spot. By canoe, they had traveled 240 miles up the Mississippi from the Gulf of Mexico, the hard way, against the 13-mph current. The site was noted because it was the first high ground or bluff on the river north of the Gulf. Two Indian tribes, the Houmas and the Bayou Goulas, were using the clearing on the bluff as a hunting ground. Animal skins and fish were hung on a cypress tree in the clearing, with their blood staining the pole. Noting this, d'Iberville designated on his small map "Le Baton Rouge" (baton for stick and rouge for red). If the English translation were used, therefore, Baton Rouge would be known today as "Red Stick," La. Also, in relation to the name, a Choctaw Indian tribe of this area is called "Istrouma," which translates into "red pole."

Baton Rouge is the farthest inland deep-water port on the Mississippi and the Gulf, the second largest seaport in Louisiana, the third largest grain port in the nation, and ranks fourth in the nation in general cargo.

Located at the head of the longest harbor in the world. 240 miles, it provides the first opportunity for river barges from the north to transfer cargo to seagoing ships. Here also rail and truck shipments terminate to become trans-shipments to world ports.

By virtue of its pipelines, Baton Rouge ranks as the leading energy-producing center of the United States. It is a concentration point for pipelines bringing in the oil and gas and brine for the petro-chemicals made from it for transporting finished and intermediate products to the market. In the Mississippi Valley, southeastern, east coast, and New England areas.

French, Spanish, English, West Florida, Republic, United States of America, Independent Louisiana, The Confederate States of America, and, again and again, United States of America.

Baton Rouge was incorporated as a city on January 16, 1817, following the end of the War of 1812. In 1819 consolidation was established, with all able-bodied men over 21 years of age required by City Ordinance to spend the last Saturday of each month working on street maintenance.

Three major battles were fought here. On September 21, 1779, the British were defeated in the only American Revolutionary War battle fought in the State of Louisiana. The second battle, on September 22, 1810, resulted in the defeat of the Spanish by an army of 300 men raised by Feliciana Parish plantation owners. The immediately established a republic, the Republic of West Florida, with its capital located in St. Francisville, La. The third battle was on Aug. 5, 1862, when the Confederates failed in an attempt to recapture Baton Rouge from the Federal forces occupying the city. Later in the month the North vacated the area. However, it was reoccupied in December of 1862 and retained possession of the city until the end of the Civil War.

A tour of Baton Rouge should start at the Louisiana State Capitol Building in downtown Baton Rouge. Since it is the nation's tallest and most beautiful State Capitol Building, it is advisable to see it when visiting Louisiana. However, the tour may start at any point desired.

Four special maps are included herein. Refer to the maps frequently.

1. City-Wide Map
2. Downtown Map
3. LSU Campus Map
4. Southern University Campus Map

Drive to the Capitol grounds in downtown Baton Rouge (check the map). Park car on east side of the building (away from the river). Try the side road in the garden, one block east of the Capitol. This will be near (4) on the Downtown Map.

Walk to the front of the Capitol Building. The numbers "(1)" and so on in this script are keyed to the Downtown Map for convenience.

(1) LOUISIANA STATE CAPITOL

Begin your visit of the Capitol Building at the foot of the front stairs.

The building was started during Governor Huey P. Long's administration, and was completed after 14 months, in March 1932, at a cost of only $5,000,000. The architectural firm was Weisse, Dreyfuss & Seiferth. The contractor was the George A. Fuller Company.

The building, designed as a working office building, provides approximately 250,000 square feet of floor space on 36 floors.

The Capitol and its grounds occupy the former site of the Louisiana State University campus. The building is surrounded on a 26-acre formal landscaped area. A broad, smooth, concrete walkway encircles the grounds.
THE BACK OF THE STATUE BASE, the only instance in the United States of a memorial monument with the inscription so placed. (See view on page 56.)

Inscription (rear of monument) reads:

Huey Pierce Long, 1893-1935
Governor 1928-32
United States Senator 1932-35

Here lies Louisiana's great son, Huey Pierce Long, unconquered friend of the poor, who dreamed of the day when the wealth of the land would be spread among all the people.

"I know the hearts of the people, because I have not colored my own. I know when I am right in my own conscience. I have one language. Its simplicity gains pardon for my lack of letters. Fear will not change it. Persecution will not change it. It cannot be changed while people suffer."

—Huey Pierce Long
United States Senate March 5, 1935

Now return to the front of the Capitol and go right, down the incline to the cross street.

Before crossing the street, notice the Louisiana Insurance Commission Building on the far right corner.

Cross to the left corner.

An historical marker reads:

ARSENAL MUSEUM. This building erected c.1835 as a powder magazine for a U.S. Army Post and Arsenal which used this area from 1810-1885, except in 1861-1862, when held by the Confederacy. In 1962 this building was restored and the Museum established.

A few steps farther on is the sidewalk through the garden leading to the old Arsenal. Attention is called to a possible side trip here. About 100 feet to the right, along the inside of the curb hedges are the grandchildren of the ELM TREE under which Washington first took command of the American Army. The two trees stand above their markers, the first reading:

Washington first took command of the American Army under the grandparent of this elm at Cambridge, Mass., July 3, 1775. Raised and given by Maryland D.A.R., marked by Louisiana D.A.R., this tree is planted as part of the 200th anniversary of the birth of George Washington, 1732-1932.

The next marker to the east reads:

This tree, a grandchild of the George Washington elm, is planted to honor the memory of the Louisiana men and women who gave their lives in the Korean War of the United Nations. Heirome Gaines Chapter N.S.D.A.R.

Follow the walk to the replica of the Liberty Bell, which may be rung by visitors.

LIBERTY BELL

In 1950, to give momentum to a drive to sell Savings Bonds, the United States Government had 53 replicas of the Liberty Bell cast, exact as to dimensions, bell tone, and inscription of the original, the only difference being that the "crack" was painted on the surface.

A bell was given to each of the 48 states, Alaska, Hawaii, and Puerto Rico, with one going to former President Harry S. Truman and now in the Truman Library at Independence, Mo., the 53rd one going to the District of Columbia, where it was placed at the Treasury Building's west entrance.

Brass, bronze, and steel manufacturers of the nation furnished metals for the bells, and a trucking firm donated vehicles to transport them to their destinations.

The governors of the states were given leave to place the bells where desired, most being located near capitol grounds.

Inscribed on the surface of the Liberty Bell are the words "Pass and Stow." It is thought these are the names of the craftsmen who cast the bell, John Pass and John Stow.

(3) THE OLD ARSENAL AND LOUISIANA HISTORY MUSEUM

Pass through the formal rose garden and enter the Arsenal Building to relive Louisiana history. This is a unique museum with the theme "Under Ten Flags." Glass-enclosed areas, each depicting a phase of Louisiana's colorful past, are placed around the walls.

Among the many exhibits may be seen an architect's scale model of the buildings which composed the U.S. Army garrison on these grounds, as it was in 1840.

Some of the exhibits which contain life-sized mannequins in authentic attire show d'Iberville, Bienville, Evangeline, and Confederate General Richard Taylor writing a letter (authentic); "cassette" girl of the Ursuline Convent in New Orleans; the DeSoto exhibit; and Philemon Thomas, Military Leader of the West Florida Rebellion.

The Louisiana Purchase case shows the three signers of the Purchase Agreement. On the background wall is a map showing the 13 States which were later carved from the territory. (See Page 64, for information on the Louisiana Purchase.)

On a wall is a large, century-old painting of Louisiana's only United States President, Zachary Taylor, astride his beloved horse, Whitey.

There is also a valuable collection of ancient firearms, heirloom quilts, household appliances of a century ago, and miniature furniture from drummers' samples of a hundred years past.

There are authentic records of interest to history buffs.
SECTION 7
SHOPPING CENTER DATA

• Journal Article: "Shopping Centers Show Scars, but the Prognosis is Hopeful"
• Newspaper Article: “Downtown’s Deliverance Resurrecting the Heart of the City”
• Newspaper Abstract: "Baton Rouge Catfish Town Up for Sale"
• Wall Street Journal Article: "Cities, Developers Seek New Approaches as Festival Markets Lose Some Luster"
The retail business in Baton Rouge has been locked in a life-or-death struggle for the last three or four years. Many retailers have fallen by the wayside in the 1980s, leaving behind plummeting rental rates, foreclosed mortgages and a raft of all-but-vacant shopping centers.

East Baton Rouge Parish building permit records show that in 1985 there were 150 permits issued to retailers to build or finish out space. Remarkably, only 16 permits were issued last year, a decrease of almost 90 percent. This discrepancy contrasts sharply even with figures for the feeble residential market in Baton Rouge, which only suffered a loss of about 50 percent over the same period.

But some indicators show that the ordeal may be ebbing. The East Baton Rouge Tax Assessor's records show an increase of about 6 to 7 percent in sales taxes collected from retailers over the past 12 to 15 months -- a possible indication of better times and better management.

However, even with the hope of better conditions, many battles scars remain. Marginal centers have returned to their lenders, and better centers have had to reduce rental rates drastically in order to remain competitive.

"The bleeding has stopped. We don't have a good patient yet, but he's stabilized," developer Jim Maurin said of the city's retail shopping markets. Maurin is president of Maurin-Ogden, developers of retail centers in a broad arc along the Gulf Coast.

"There's more leasing activity now than there was a year ago, but steps are cautious and more measured," Maurin said.

Much of the recent retail activity comes from national and regional chains that feel the state's economic conditions have bottomed out. Many of these companies consider the depressed economy an opportunity to enter the Baton Rouge market before it begins its long-awaited recovery.

Some of the businesses most successful in capturing local customer dollars are the larger discount stores such as Wal-Mart, Home Depot, Drug Emporium, Children's Palace and Toys 'R Us, Maurin said.

Everybody's Got to Eat

Surprisingly, fast-food chains have thrived in the city's depressed
market. In fact, the economy has actually stimulated sales for food companies.

Jim Maurin explained that many fast-food companies have negotiated lower, locked-in rates for prime lots during the crunch. Developers of shopping centers are selling "out-parcels" along the busy thoroughfares at the front of their developments to the widest imaginable variety of fast-food eateries.

"My company has had more deals with fast-food companies in the last three years than in the 10 previous years combined," Maurin said. "People are so dependent upon (fast food). Our culture makes us unique. South Louisiana, national stats show, has a higher level of consumption of (meals outside the home) than anywhere else."

If there is an upturn around the corner, many former players won't be around to see it. Many "mom-and-pop" stores have been forced out of business during the bad times, some never to return again.

"A lot of small businesses are gone for good. They've been hurt over these rough times, and now their place has been taken over by out-of-town companies," David Treppendahl, commercial consultant for C.J. Brown Realtors, said.

C.J. Brown President Hardy Swyers echoed his observation: "Stores like K-Mart, Wal-Mart and Sam's Discount Warehouses are hurting the 'mom-and-pops' who are trying to compete. They can't compete when (the larger stores) buy at wholesale prices."

Thinking Smaller

In addition to facing pressing competition from Goliath-sized retailers, the smaller operations are finding it hard to get development loans. Banks are often unwilling to take on the risk in providing small retailers the minimum capital needed to re-enter the market. "Today, not only do small retailers not have the $20,000 to $40,000 beginning capital to start a business, but the banks have made it difficult. They have dried up their credit," said Jim Maurin.

Retailers fortunate enough to have weathered the economic storm of the last 24 to 36 months are now hailed as seasoned professionals.

Maurin explained that many savvy tenants have survived by downsizing, specializing in a narrower range of merchandise and reducing overhead. Some tenants have been bold enough to press landlords for rent reductions and other concessions during lease renewals. Maurin added that many of these surviving retailers will have resources to expand their businesses as the economy improves.

Mayer Co. Clothiers, located at 5830 S. Sherwood Forest Blvd., is an example of the small-retailer success story. After three and a half years of hanging on, the men's clothing retailer has increased its inventory by three times its previous stock, added 2,800 square feet of retail selling space to its original store and opened an adjacent women's clothing store. Owner Jim Mayer credits his success to his previous business experience in
the depressed economy in the Arkansas Delta of the Mississippi River south of Memphis.

"When we moved here, Baton Rouge was considered bulletproof because of its strong economy. (Economic depression) had never happened here before, so why should anyone have expected it? Business as usual just caught many people sleeping this time. I knew how to react, and I've done what it takes to survive in this economy," Mayer said.

Mayer, who also runs a consulting company, said his style is to run a very lean business regardless of the prevailing economic conditions. He cuts labor costs by personally working on his sales floor six days a week.

If retailers have learned some difficult lessons through adversity, what have the developers and managers of retail projects gleaned from the past five years?

According to Maurin, one example of a lesson learned is an acknowledgement of the nationwide failure of the "two-story retail center." Afton Villa, on South Sherwood Forest Boulevard, is a local example of these double-decker retail ghost towns. Despite the center's attractive detail and good location, it houses only a few tenants.

Another local center, Hammond Aire Mall, was unable to lease space in its two-story "Galleria" until its recent contract with Taylor Office Supply. The local office supply company agreed to occupy the entire 32,000-square-foot corner building.

"This will completely change the perception of the whole mall," Casey Broussard of Balcor Property Management said. "We won't have that big, black pimple on the pretty girl's face."

Dragging Anchor

Unanchored centers -- shopping centers without major supermarkets or department stores -- have also proven unsuccessful. Small enclosed malls, such as Esplanade at Corporate and College Drive, have perennially struggled because they can't house large anchors, in Jim Maurin's opinion. "Esplanade failed (as a development) even during good times," he said, even though some retailers have done very well in the location.

Esplanade is planning major renovations and a name change, Judith Frantz, a spokesperson of Esplanade Mall Management said. This will give the mall its third makeover in the past decade. About 40 percent of the mall is empty at present -- an improvement from its previous performance, she said.

Baton Rouge also boasts an example of still another failing phenomenon of the '80s: Catfish Town, Baton Rouge's erstwhile festival marketplace. With some exceptions, the festival marketplace concept has struggled in metropolitan areas and collapsed in many smaller cities. Such retail centers are inordinately costly and require a constant flow of heavy tourist traffic, Maurin said.

But Catfish Town isn't throwing in the towel yet. Rudy Aguilar of Aguilar and Associates Real Estate, managers of Catfish Town, explained
that his company has taken a sophisticated marketing approach to the center. "In cooperation with the Downtown Development District and with the assistance of Elizabeth Woodside of the LSU Marketing Department, we surveyed 500 community and business leaders for suggestions about Catfish Town," said Aguilar. "From the survey, we determined that Catfish Town should be an office complex by day and an entertainment center at night and on weekends. But we still plan to have up to 30-percent retail to support the office tenants -- things like an office supply store, a drugstore, a newsstand and several restaurants."

Aguilar added that the survey had recommended not changing the name because of its recognition and historical significance.

But rather than risk more failures with new ideas, Jim Maurin said most developers will return to the successes of the '60s for the next decade.

The 1960s saw the advent of the large food and department stores and the heavily anchored malls. Maurin said that at present, 60 to 65 percent of the retail space in malls is occupied by large anchors, with the balance being occupied by smaller retailers. But Maurin predicts a resurgence of malls with 80-percent big anchors in the 1990s.

Above the Storm

Cortana Mall, developed by Mall Properties Inc. of New York, is an example of the successful heavily-anchored mall concept. Cortana has remained very active, as well as productive, during hard times. The mall's big anchors -- Maison Blanche, Dillard's, J.C. Penny, Sears, Mervyn's and Service Merchandise -- attract the bulk of their more-than-600,000 annual customers.

"We have all the big department stores, and we keep adding and changing the specialty shops. I think we've been keeping our eye on what is important. And we've also had the benefit of others' misfortune," said Richard Steinberg, executive vice president of Mall Properties Inc.

However, Steinberg said Cortana is no longer sufficient to meet the demands of Baton Rouge residents, an idea which is the basis for the company's new construction of Siegen Mall, to be located at Siegen Lane and I-10.

"We felt way back that there was a need for a new shopping center," Steinberg said. Although plans for construction were put on the drawing board several years ago, progress has been hampered by poor highway and drainage conditions, he said, adding that the delay was not caused by the economy.

"These kind of projects are too large to really worry about the present economy. (The malls) have to be developed to withstand these types of things," Steinberg said.

Maison Blanche will be the mall's first major tenant. D.H. Holmes also agreed to build a new store in the mall, but Dillard's -- which recently acquired Holmes -- has not announced whether it will honor the Holmes
agreement. If Dillard's closes the Holmes store in Bon Marche Mall to relocate in Siegen Mall, reality experts predict the demise of the struggling discount mall. Bon Marche, Baton Rouge's first enclosed mall, is on Florida Boulevard scarcely a mile from Cortana.

"If they close the (Bon Marche) Holmes store, it will kill the mall. It would be detrimental to attracting any other tenants," Hardy Swyers said.

Another retail trend predicted by Jim Maurin for the '90s is the redevelopment of older properties. He said locations likely to see rehabilitation in the near future are Sherwood Forest at I-12, College Drive and Florida Boulevard. Maurin explained that these areas are still active and are proven retail sites on existing major arteries.

Also, sites considered ripe for new development include the Hooper Road corridor, Siegen Lane corridor and the Burbank area south of Louisiana State University, Maurin said. Heavy traffic from people going to and from work and their convenience to residential areas make these areas prime targets for retail development.

SPECIAL FEATURE: Photo
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Revitalizing downtown Baton Rouge will take more than planting trees and hanging banners.

Those with a stake in the future of downtown recognize that substance is more important than style as Red Stick bears down on the turn of the century.

And the individuals and groups who are counting on downtown's once again coming to life—either for their own or the community's benefit—are looking to four projects (two construction-oriented, two real-estate-related) to determine if they can provide the impetus for real urban renewal in Baton Rouge. The projects include:

* The construction of a $20-million federal building at the corner of North 9th Street and Florida Street.

* The construction of a $1.5-million Mississippi River Dock near the Riverside Centroplex complex.

* The assumption of all of Catfish Town property management by Rudy Aguilar and his associates.

* The Downtown Development District's $1-million, low-interest loan program for new retailers on Riverside Mall.

The Long Haul

Anchored by state and federal government, financial institutions and media and profession offices, the downtown workplace is abuzz during the weekday.

But at night and on the weekends—barring a major concert, tractor pull or street festival—it is a ghost town, inhabited only by the 2,000 or so people who must work during the off-hours and a sprinkling of visitors, bar patrons and nearby residents.

Retailers who once flourished in what was considered the heart of the city have left completely or sprawled to the suburbs along with the population. A retailer counting on customers' driving downtown for a shopping bargain the malls can easily beat knows he faces a no-win situation.
Baton Rougeans do, however, have to conduct business downtown, be it legal, financial or government related. Businessmen and government officials are hoping the four developments are something positive to build on.

"They're all positive (developments)," said Bill Little, president and CEO of the Greater Baton Rouge Chamber of Commerce. "But how effective they are remains to be seen."

"When I first took this job a year ago, the perception was: Nothing is going to happen; downtown is dead," said Davis Rhorer, executive director of the Downtown Development District. He now thinks that perception is changed, and the four projects "will have a major impact downtown."

That's in addition to other positive downtown happenings, Rhorer said, including the downtown discount card with 51 participating merchants, the upcoming renovations to the old city hall and plans to examine the best use for the old auto-hotel, owned and abandoned by the state, at the corner of Convention Street and Lafayette Street.

Signs of Encouragement

"The character of Baton Rouge is downtown," said Rudy Aguilar, surveying Catfish Town from his new offices in the largely deserted development. "We have one of the largest assets in the world in the (Mississippi) River. The dock, the courthouse, the loan program—all of those things are positive and good for us."

Aguilar's challenge is to make use of the River and every other available asset in attracting tenants for Catfish Town, whose much-ballyhooed opening and well-publicized failure is perhaps the epitome of the "downtown-is-dead" perception.

The story of Catfish Town's unsuccessful bid as a "festival marketplace" is well documented. Aguilar believes the concept didn't work for two reasons. "First, festival marketplaces have a tough time in medium-sized cities. Second, we were hit by the economy going downhill."

There are encouraging signs, including figures in a 1987-1988 Howard, Needles, Tammen and Bergendoff study that showed 127,000 people entering and departing downtown during the 12-hour period from 6:30 a.m. to 6:30 p.m. That engineering firm, by the way, has its offices in Catfish Town.

Aguilar's property management company, The Aguilar Group Inc., moved into Catfish Town in January after being hired by National Asset Bank, a spinoff of Allied Bank of Houston, to market the property. Allied Bank, a subsidiary of First Interstate Bank Corp., took the project (once valued at $28 million) back from the original developers in a dation (developer shorthand for dation en paiement, a Louisiana term describing the act of giving a property back to the lender as payment of the property's debt).

When Catfish Town initially went back to its lender, it was represented by Sizeler Real Estate, a specialist in "troubled properties." First Interstate replaced Sizeler with Aguilar, who declined to comment on the reasons for the change. Aguilar, who has done consulting work
previously for FIBC, said the holding company simply told him "help us get
the thing successful." One reason he feels the project will now fly is
because "we don't have that financing to deal with."

And last month, an FIBC subsidiary, First Interstate Mortgage Special
Assets, hired Aguilar's group to manage One and Two Maritime Plaza, known
as Catfish Town I. That's in addition to the 13 buildings in the main
plaza, known as Catfish Town II. He currently has 30 percent occupancy, or
53,000 square feet out of 170,000 square feet leased to eight tenants,
including his company in Catfish Town II.

In Catfish Town I, the state Department of Economic Development is
housed in One Maritime Plaza and is currently expanding, Aguilar said. His
primary concern now is 42,000 unoccupied square feet in Two Maritime Plaza,
which has been vacated by Jacobs Engineering's move into the old
Professional Centre on Essen Lane. "We're still talking to several
prospects," he said.

Aguilar said he moved his offices to Catfish Town "because it's very
difficult for you to sell something you don't believe in. We like the
environment here." Managing both properties, he said, is important "for
coordination purposes."

First Things First

His plan is to turn the development into a "festival workplace" that
showcases Louisiana business. That entails filling the project with 70
percent office tenants and 30 percent retail tenants. Aguilar figures that
if all goes well, more than 560 people would be working in Catfish Town.

"That would support a couple of restaurants. But the idea is to bring
retail in that would support and complement (office tenants)," Aguilar
said.

He envisions the retail outlets to include fast food, a Cajun
restaurant, groceries and an office supply store, among others.

However, the priority is on filling the office space, and Aguilar is
offering Class B digs for $8 a square foot, negotiable, with full service
management excluding janitorial services. Retail rates, which originally
went for $12-$15 a square foot, will be handled on a case-by-case basis.

For perspective, Trammell Crow leasing agent Guy Mackey said Class B
office space in Sherwood Oaks Office Park, where his office is located,
goes for about $11 to $12.50 a square foot. Class A office space, such as
at the Premier Tower downtown, was leased in the $14-to-$16-per-square-foot
range, and $13.50-to-$15-per-square foot at Jacobs Plaza on Essen Lane.

Looking for Benefits

"Each market defines its own Class A and B space," Mackey said, and
sometimes the lines can become blurred. "It's such a subjective thing.
Generally, Class B is a comfortable environment, not too plush or
overbearing."

Mackey also reminded that amenities provided by the property manager
mean a lot. And more importantly in the case of Baton Rouge, "downtown is a different animal from the suburban market."

Aguilar is well aware of that in pointing out the benefits of Catfish Town. "It's a very pleasant environment working here by the River, and we have incredibly good security," Aguilar said. He said the development also offers plenty of parking and government and other business offices are within walking distance.

Light manufacturing is a possibility because of the warehouse space at Catfish Town. "We will be refining from retail to office" with a $1.3 million budget over five years, Aguilar added. He's already spent about $50,000 to renovate the second floor of the Pilot House for a reception hall.

Currently, with the help of the DDD, Aguilar is polling some business and community leaders on what they think Catfish Town should be. He expects a 10 to 20 percent response that will be tabulated into a statistical analysis. "The focus is to get the community involved. We see (Catfish Town) as an asset to the whole city."

Preliminary indications from early results show people " want to see Catfish Town revived as either an office area or for arts and entertainment, which is basically what we're talking about," he said.

In his brief tenure managing Catfish Town II, Aguilar said he has come up with six prospects, although most of them are already located elsewhere downtown, including the Convention and Visitors Bureau and the Baton Rouge Symphony. "It's a question of musical chairs," he said. "We have to change the perception of high rent and poor security. This is a long-range redevelopment."

Other Alternatives

The Aguilar group also hopes to attract attention to the development by conducting its own special events with food and music to coincide with other downtown festivals, such as the Fourth of July Celebration.

Little agrees that Catfish Town is eye-pleasing architecturally, but thinks the office/retail mix should be closer to 85-15. "I think Catfish Town has a future as an office and light, clean manufacturing center," he said. "It is obviously not suited for a pedestrian retail mall."

"If anybody can (revive Catfish Town), Rudy can do it," added Rhorer. "I think the problem you had before was you didn't have the right retail mix for the locals. He can only expect the retail to survive from those offices down there. I think he made a real strong statement when he moved his office there."

Another prospect that has been mulled is the Louisiana Business and Technology Center at LSU. Aguilar said the business incubator has 15,000 square feet now at LSU and needs at least 45,000. Moving fledgling companies to Catfish Town and keeping them there would fit in nicely with his "Louisiana showcase" theme.

"We would cut them a good deal because we'd hope to keep a few of them
here," he said.

However, BTC Director Charlie D’Agostino said that’s not a possibility anytime soon. The BTC, now operated by Control Data, has an agreement with LSU on the space it now occupies and is currently seeking more space at an adjacent warehouse on campus for manufacturing. Additionally, LSU assumes control of the program next Jan. 1.

"I know at one time when the Chamber was involved, they had looked at leasing Catfish Town space," D’Agostino said. Any move now would be up to LSU, he said, and that would only be a possibility "if the expansion was not possible on campus or if they were looking for a business location rather than an academic location."

Take a Look Around

But Aguilar has other hopes for Catfish Town based on the construction of a $1.5 million dock at the nearby Riverfront Plaza extending 300 feet into the Mississippi River. Rhorer said the Delta Queen Steamboat Co. said its increased stops at the dock would hike passengers debarking at Baton Rouge from 15,000 a year to 24,000, with an estimated revenue enhancement of $1.5 million annually. "They can certainly expect some overflow into Catfish Town," he said.

Another plus is the project is being paid for by the federal government, with the Louisiana Public Facilities Authority chipping in $100,000 for the cost of lighting.

Both Little and Rhorer noted the need for a new dock due to the sparse exit way for riverboat passengers that had been in place at Capital Marine at the foot of North Street. The passengers, generally upper income and elderly, had to walk down a gangway to the rocky parking area and up over the levee. "There was no incentive to even get off the boat," Rhorer said.

That situation took another twist two months ago when Capital Marine moved its operations barge downstream, leaving no landing. Rhorer said the state Department of Transportation and Development agreed to supply an old ferry landing barge at the site until the new dock is built.

The new dock, with spiral ramps accessible when the river rises and lowers to any level, is a five-story, all-steel project designed by Clements, Blanchard and Associates and will be built by Coastal Bridge Construction. The project should be finished in a year, Rhorer said.

Meanwhile, he said the DDD already has a $125,000 grant from the U.S. Urban Mass Transit Administration for visitor information kiosks that will be placed at the dock and in downtown, as well 22 informational pylons for shuttle bus times. The DDD is also seeking an additional $95,000 from the National Endowment for the Arts for a national design competition to beautify the river side of the levee.

Rhorer said the U.S. Army Corps of Engineers will raise the crown of the levee two feet in 1990 and also plans a concrete apron on the river side. The design competition would attempt to make the apron attractive, perhaps with steps like an amphitheater, as well as functional, he said.
Little likes the idea of a dock, although he's hesitant about the current project and its cost. He's also not quite sure of the economic impact the passengers will have on downtown.

"There is business there, but I have no way to gauge the numbers," he said. Noting the profile of the passengers, he added, "They've acquired what they want, and they don't want to spend any money. There are certainly not an abundance of choices down there, anyway."

New Space for the Feds

The other construction project, the new federal building, is a $20-million job that is expected to consolidate 14 federal agencies and some 500 employees near the existing Federal Courthouse and the downtown U.S. Post Office, Rhorer said. "It offers an impressive entryway into downtown and will have a direct impact on support services such as restaurants, utilities and retailing."

U.S. District Court Judge John V. Parker said many of the employees moving to the new structure will come from the old Federal Courthouse, which will remain in federal service a half a block away.

In his observation, the judge said the building "probably will attract some new federal agencies," including, perhaps, a branch office of the Corps of Engineers. Other offices elsewhere in Baton Rouge, including the Internal Revenue Service which last year moved to Bluebonnet Boulevard, are also likely to come downtown.

Parker said the building, under the auspices of the General Services Administration, will be built with court functions in mind. There will be about 100,000 square feet of usable space out of a 145,000 square-foot total and anywhere from 65,000 square feet to 80,000 square feet should be used for the court. Security measures and the number of courtrooms per floor will determine the exact design, he said, which could put the building in the three- to five-story range.

Incidentally, Parker may keep his offices in the old courthouse. "I hate moves," he said. "But no firm decision has been made.

"It's an exciting concept," Parker said of the new building. "(Making an attractive entrance to downtown) is certainly the objective we have in mind. It will be compatible to Louisiana architecture and, of course, we will maintain the green space."

Baton Rougians will see and feel the impact of the new federal building, Little said, because of the number of people who will work there and conduct business there daily. From his perspective, the project will also save the loss of federal jobs downtown that might have gone elsewhere in the city.

A Slow Process

Little is critical of the way the situation involving obtaining land for the building from BREC Victory Park was handled, saying provisions for property should have been made long ago. The federal building was moved up the priority ladder in Washington
primarily by U.S. Sen. J. Bennett Johnston, he said, and a failure to construct the building could have cost Baton Rouge and the state immeasurable intangible losses in the political pecking order.

"It takes years to put this sort of thing together," the chamber executive said. "We were looking a gift horse in the mouth, yet we had ineptness and a lack of attention to the business at hand."

The GSA selection of an architect for the project will occur shortly and the design is expected to take until June 1990, according to preliminary GSA scheduling, Parker said. The same schedule has the building finished by November 1992, he said. "That's entirely too long for me," the judge said, adding he hopes to persuade the GSA to speed the process.

A Retail Mecca?

The fourth project is the $1-million loan program put together by the DDD, downtown property owners and Ambank, Baton Rouge Bank, City National Bank, Hibernia National Bank, Premier Bank and Sunburst Bank.

The idea is to entice new retail business targeted in the Baton Rouge 2000 study to 22 properties in a five-block area of Riverside Mall, bordered by North Street and North Boulevard, through low-interest loans ranging from $25,000 to $100,000.

According to Barry Braticht, Premier's vice president in charge of the business loan department, the loans are very attractive because the interest rate, which is tied to the 91-day Treasury Bill rate plus a half a percent, adjusted quarterly, making it about 9.5 percent as of February, some 3.5 percent below typical business loan rates.

"The DDD's intent is to make this a retail mecca for the city," said Rhorer. The loans are available for working capital, inventory financing, equipment purchases, furniture and fixtures, leasehold improvements, facade renovations and signage. Additionally, Rhorer said, the DDD will provide up to $1,000 for loan closing expenses, and the property owners may offer rent subsidies.

"We've gotten a number of inquiries from people out-of-state, including some who left Baton Rouge," Rhorer said. He said two art galleries—Southern Images Third Street Gallery (its second downtown location) and Her Mother is Daybreak, Her Father the Yellow Ski of Sunset, featuring "native American" art—have agreed to move to Riverside Mall since the program was announced in December, although they are not participating in the loans. "The more retail we get, the better it is for business, the better for support services," Rhorer said.

"It's important that we have 24-hour life down here," he said. "But we're dealing with a perception of downtown (being unsafe). Downtown is really a lot safer than some other parts of Baton Rouge."

However, Rhorer admits that, "retailing by far is the toughest thing to handle down here."

Little points to a lack of residential life, particularly high-rise
apartments or condominiums, as a hindrance to new retail activity. "Few river cities have taken advantage of river for living."

"I don't foresee a great number of small shops returning to downtown in the near future," he said. "The only way it works is when you do it in a concerted effort of shopkeepers."

"I don't think our market's going to be ready for (high rise living) for some time," speculated Bill Scheffy, senior vice president at Premier Bank who was involved in setting up the DDD loan program. "At the right time, under the right circumstances, you're going to see some residential development.

"For businesses to locate, they want to be near a market," Scheffy said. "The market is people who live here, people who work here and people who come to conduct business. There's got to be a real business need (for retailers) to be there. If there's not a real business need, programs like this are not going to work."

No Takers

"The Baton Rouge community is certainly in need of retailers in the central business district," commented Braucht, a member of the DDD loan committee along with representatives of the other participating banks. But, Braucht said, "the loan committee has yet to meet. We have not gotten the first application whatsoever. That's really disappointing."

Kyle Waters, the loan committee chairman and the vice president and manager of the commercial banking department at Hibernia, said there have been inquiries about the program, although some from those such as retailers already downtown-who are not eligible-that don't fit the Baton Rouge 2000 target characteristics.

"When it was first announced, I got at least 10 phone calls about it," he said. "I talked to a couple of people who didn't fit. They weren't retail, per se."

Waters pointed out that a loan marketing task force, including the bankers, will be calling on target prospects soon to provide some added incentive for the four-month old program. "I'm not concerned that we don't have anything in hand yet."

Whether the loan program works as is or is expanded to include other businesses and other downtown areas remains to be seen. But as those involved in that and the other three developments well know, for the future of downtown Baton Rouge, it's the substance that counts.

SPECIAL FEATURE: Photo

NAMED PERSONS:
Rhorer, Davis; Aguilar, Rudy

COMPANY NAMES:
Aguilar Group Inc, Baton Rouge, LA, US, SIC:6512,

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Catfish Town: A 'festival marketplace' struggles to survive.

Baton Rouge Business Report  April, 1986  p. 23,25+1

LA: Catfish Town marketplace will attempt to attract local residents to patronize its shops. The shopping complex has been troubled by a sluggish economy, negative publicity and a poor retail mix among its shops. Many of the shops in the marketplace are first-time business owners and many are run by managers and owners who are new to the festival marketplace concept. Catfish Town was 100% leased when it opened in 1984, but is currently operating with 35% vacant space. The facility's annual sales is at about $180/sq feet or $9.27 million for the period 6/85 to 6/86, which compares favorably with national averages but does not include the vacant space. Owners of the marketplace have hired Intershop HFA Management (Dallas, Texas) to lease the available space. The shopping complex has also been affected by the addition of more than 1 million square foot of retail space in the Baton Rouge area in 1985, according to developer J Dodson. In addition, negative publicity related to hints of political patronage, has impacted the center's success. Contributing to Catfish Town's troubles is the lack of professional management that understood festival marketplace operations and the absence of a great number of people to shop at the center.

PRODUCT: *Stores in Shopping Centers (5200150)
EVENT: *Marketing Procedures (24)
COUNTRY: *Louisiana (1522)
Cities, Developers Seek New Approaches As Festival Markets Lose Some Luster

By ROGER LOWENSTEIN

Staff Reporter of The Wall Street Journal

As Festival Markets Lose Some Luster

Cities have been swept by a wave of festival marketplaces. But there are signs that the trend is peaking—or at least that marketplaces of the future won't look quite like those of today.

Many of these white wine and shopping arcades, like Rouse Co.'s Harborplace in Baltimore, have been very successful. But some are struggling: a few have failed.

And with festival marketplaces now in more than a dozen cities—including Flint, Mich., and Toledo, Ohio—the novelty is wearing thin. So developers are starting to tinker with the basic formula. Many are reluctant to create new such markets, because they require extensive hands-on management, they have long start-up loss periods, and many of the choicest sites have been claimed. Some cities, meanwhile, are considering whether other types of urban attractions would better serve as magnets.

"The concept of a festival is to have experiences that are unique to your community," says Lewis Goodkin, a Fort Lauderdale, Fla., real-estate analyst. "These things can be overdone."

Indeed, among other cities, Dallas, New York, Norfolk, Va., Tampa, Fla., and Washington have festival markets. New Orleans has two. Markets are soon to open in Atlanta, Hartford, Conn., Miami and Jacksonville, Fla.

Generating Spirit

The theory of these markets is that if people are drawn together they will whip up an urban spirit—and spend money in the process. Usually located on waterfronts, the arcades feature dizzying selections of restaurants and edibles, as well as impulse shopping that includes ready-to-wear fashions, card shops and trinkets.

But the stores depend more on local merchants than do suburban malls, and they don't have anchor stores, like Macy's or Sears, to induce locals to return. Thus they need a lot of visitors.

Richard Gordon, a Hartford developer, couldn't lease all the space in a Hartford joint venture with Enterprise Development Co. (Enterprise is run by James Rouse, founder and retired chairman of Rouse Co.), "I'm not sure that a festival marketplace is double everywhere," Mr. Gordon says.

The Terminal, in Cincinnati, has been unsuccessful, partly because it is situated too far from downtown. Toledo's Portside, which opened in 1984, got off to a rough start, losing nearly half its tenants, although it seems to be making a comeback. The problem, a city official says, was that the stores targeted tourists, and this is not a tourist town.

And in Tampa, merchants at Harbor Island say their shops at times are eerily empty. The market is one-quarter vacant, and some tenants are well behind in rent.

Moving Toward Malls

Many of the troubled markets are likely to be saved by becoming more like conventional malls. Mr. Gordon is having more success on the Hartford project with "more upscale retail and less of the T-shirts and cutsey stuff." In Tampa, Enterprise bailed out the previous manager and promises a different mix of stores. "What you need is five or six exclusive dress shops," a local developer says. "If it's just a festival market, the local people have nothing to come back for."

One new direction may be shopping centers with enough market touches, such as food courts, to give a "festival feeling." Denver, Cincinnati, Seattle and other cities are building or have built "specially retail centers" that blend the mall and marketplace forms. In Philadelphia, Mr. Rouse and his nephew William Rouse are developing Liberty Place. 2.4 million square feet of office space, a hotel, lots of restaurants and a wide range of shopping. It will be decidedly more upscale than a festival market. Mr. Rouse says, "but we hope to give it a festival feeling."

Another likely direction is more entertainment. In Dallas, the recently opened West End Marketplace combines a festival market with nightclubs for jazz, disco, piano bar, and rhythm and blues.

Walt Disney Co. and Mr. Rouse's Enterprise Development are working on a new generation of urban centers that they hope will combine Disney's flair for fun and Rouse's marketplace expertise—probably by having more entertainment and less shopping than festival markets.

Some Rejections

Some cities are saying no to marketplaces in their present form. By a 2-to-1 margin, voters in St. Petersburg, Fla., rejected a 1984 market proposal. Joggers, peneckers and others apparently wanted to keep the waterfront parkland green.

In Chicago, the City Council killed a plan for a Rouse marketplace on Navy Pier, putting into Lake Michigan. Irene Scherr, who manages the pier for the city, says there was a feeling that such prime public space should be oriented more toward entertainment and less toward shopping. In addition, she says, there was concern that "this thing is sort of a fad."

The suggestion plainly disturbs Mr. Rouse, the guru of festival markets. "This isn't a fad," he says. "We're trying to restore an old form"—retailing and a festive atmosphere in center cities. People go to a mall to shop, he says; at festival markets, "the attraction is the spirit."

But increasingly, cities are considering other ways to generate spirit, like libraries or zoos, or combining such attractions with elements of festival markets. Atlanta, for instance, is considering a combination botanical garden, natural history museum and refurbished zoo. And San Juan Capistrano, Calif., commissioned a library as a downtown anchor, next to an 18th-century Spanish mission.

"Every city needs a gathering place," says Robert McNulty, president of Partners for Livable Places, a Washington consultant to cities. "But not every city needs a Harborplace."
SECTION 8
SELECTED RESTAURANT DATA

- Restaurant Guide
S-SS THE ASCOT CLUB- 711 Jefferson Hwy, Goodwood Village, B.R., LA 70806, (504)924-4540. Open: Mon. 4 pm-till; Tues-Fri, 11 am-till; Sat. 6 pm-till; Sun. closed. Menu includes steaks, fish and chicken in an Old English Pub atmosphere. MC, V, personal checks.

S-SSS HORDERLIN'S RESTAURANT- Hwy 16 - Old Ferry Landing, French Settlement, LA. 70733, (504)968-9314 or (504)968-3804. Open: Wed-Thurs, 5-8:30 pm; Fri-Sat, 5-10 pm; Sun. 11 am-8:30 pm. Type of menu: Seafood, steaks and creative dishes with Louisiana flair. AE, MC, V.

SS BRUNET'S CAJUN RESTAURANT- 135 Flannery Rd, B.R., LA 70815, (504)272-6226. Open: Mon-Thurs, 11:00 am-9:30 pm; Fri-Sat, 11:00 am-10:00 pm. Type of menu: Seafood and Cajun dishes. Rustic environment specializing in authentic Cajun dishes with live Cajun music on weekends. AE, MC, CB, V.


S THE CABIN RESTAURANT- LA 44 at LA 22, P.O. Box 85, Burnsise, LA 70738, (504)737-3007. Open: Mon-Wed, 7 am-3 pm; Thurs. 7 am-9 pm; Fri-Sat, 7 am-10 pm; Sun. 7 am-6 pm. Type of menu: Cajun River Road-style seafood, crawfish, steaks. AE, MC, V. Bus groups welcome.

S CAFE LOUISIANE- 2246 S. Acadian Thruway, B.R., LA 70808, (504)343-2148. Open: Mon-Sat, 11 am-10 pm; Sun. 12-9 pm. Type of menu: Seafood restaurant offering a variety of dishes in a casual atmosphere. Take out orders and catering available. Patio dining. AE, MC, V.

S-SS CHALEY BRANDT RESTAURANT- 7655 Old Hammond Hwy, B.R., LA 70809, (504)927-6040. Open: Tues-Sat, 5:30-10 pm; Wed & Thurs lunch 11:30 am-2 pm. Type of menu: Continental. Swiss country inn featuring continental food. Rated 4 Star by Mobil Guide. AE, MC, V.
S POPEYEN FAMOUS FRIED CHICKEN® - Call for various locations and hours of operation, (504)357-0097. Type of menu: Spicy and mild fried chicken.

SS RAFFERTY'S HOLiDAY INN SOUTH* - 9910 Airline Hwy, B., R., LA 70816, (504)924-7021. Open: 6 am-10 pm; 7 days a week; Early Typen 6-11 am for breakfast. Sunday Brunch 11 am-2 pm. Type of menu: Seafood, steak, Creole cuisine. AE, MC, CB, V, DC.

S S R A F F E R T Y'S HOLIDAY INN NORTH* - 9910 Airline Hwy, B., R., LA 70816, (504)924-7021. Open: 6 am-10 pm; 7 days a week; Early Typen 6-11 am for breakfast. Sunday Brunch 11 am-2 pm. Type of menu: Seafood, steak, Creole cuisine. AE, MC, CB, V, DC.

S K R A P I L K A GACION* - 2 locations: 7110 Airline Hwy, B., R., LA 70805, (504)356-2361. Open: Lunch, Mon-Fri, 11:30 am-2 pm; Dinner, Mon-Thurs, 5-10 pm; Fri-Sat, 11:30 am-10:30 pm; Sun, 11-2 pm. Type of menu: Seafood, steaks, homemade potato salad, fresh cole slaw and Papinah's own BBQ sauce. Personal checks accepted.

S S T H E V I L L E R E S TA U R A N T * - 8464 Airline Hwy, B., R., LA 70807, (504)925-2511. Open: Tues-Thurs, 6-10 pm; Sun: 11 am-2 pm, 5-9 pm. Type of menu: Italian cuisine, including steaks and seafood. AE, MC, CB, V, DC.

S Z E E T E E G A R D E N S R E S TA U R A N T * - 2904 Perkins Rd, B., R., LA 70808, (504)346-1291. Open: Lunch, Wed-Fri, 11-2:30 pm; Dinner, Mon-Sat, 4:30-11 pm. Type of menu: American, seafood, Cajun. Neighborhood restaurant pub with a full bar, wine by the glass and a complete menu. AE, MC, V.

L A G N I P A P E:

S A F T E R N O O N T E A A T H R I S E M I D A N T I Q U E S - 14007 Perkins Rd, B., R., LA 70810, (504)929-9565. Open: Tues-Sat, 12 noon-4 pm. Type of menu: Three courses in traditional English tea room. MC.

S F R E M B R U S S E L S - 1056 College Dr (Village Square Shopping Center) B., R., LA 70808, (504)924-1748. Open: Mon-Thurs, 10 am-10 pm; Fri-Sat, 10 am-11 pm; Sun, 11 am-10 pm. Type of menu: Desserts, gourmet ice cream, frozen yogurt, handmade chocolates, pralines. AE, MC, V.

S Z A C K S F A M O U S F R O Z E N Y O G U R T * - 4520 S. Sherwood Forest Blvd (Lake Sherwood Shopping Center) B., R., LA 70816, (504)292-8638. Open: Mon-Thurs, 11 am-10 pm; Fri-Sat, 11 am-11 pm; Sun, 12-10 pm. Type of menu: Frozen yogurt. #1 Frozen Yogurt shop in America Entrepreneur Magazine. Personal checks accepted.

Note that you have sampled the flavors of Baton Rouge, why not take a little home with you!

R I V E R- R O A D R E C I P E S C O. JUNIOR LEAGUE OF BATON ROUGE, 5280 Corporate Blvd, B., R., LA 70808, (504)924-0300. Open: Mon-Fri, 9 am-2 pm. Publisher and distributor of two cookbooks: River Rd. Recipes and River Rd. Recipes II : A Second Helping. These are the best selling community cookbooks in the nation.

T H E S E A F O O D S H O P P E - 12740 Florida Blvd, B., R., LA 70815, (504)272-1898. Market Hours: Mon-Thurs, 9 am-7 pm; Fri-Sat, 9 am-7:30 pm; Sun, 10 am-6 pm. Deli hours: Mon-Sat, 11 am-2 pm. Featuring fresh seafood market and deli offering po'boys and seafood lunches.

T O U P S S E A F O O D - 5130 Government St, B., R., LA 70806, (504)926-4713. Open: Tues-Sat, 9 am-6 pm. Closed Sun. & Mon. Offering a variety of fresh Louisiana seafood. Specializing in crawfish and crabs in season. Retail and wholesale. We also ship nationwide.

B a t o n R o u g e A r e a
Convention and Visitors Bureau
P. O. Drawer 4149
Baton Rouge, LA 70821
504-383-1825
Among all the different things Baton Rouge has to offer, our renowned cuisine remains a favorite among visitors. Prepared Southern, French or Creole, the diversity of dining is unsurpassed... from fast food to five star, Cajun to continental, red beans to redfish... it is truly the flavour of Baton Rouge you can taste.

This Restaurant Guide has been provided compliments of the Baton Rouge Area Convention & Visitors Bureau. We hope you enjoy the culinary delights of our city and area.
SECTION 9
BATON ROUGE OFFICE SPACE

• Report on Baton Rouge Office Space for 1989

The Real Estate Report has attempted to inventory the leasable office space in the city of Baton Rouge and put that information into listing form. The city has been divided into six major business sectors and then mapped to show key streets.

Some of the buildings listed may not have any space for lease currently, but were included to present an overall view of the city's commercial space development.

Excluded from the listings are office/warehouses, individual condominiums and retail shopping facilities.

The information included in this directory is gathered directly from the individuals listed as rental contacts. No attempt was made to independently verify information provided by those contacts. However, the information was deemed to be as complete and accurate as possible as of July 1, 1989. It is inevitable that some commercial space has been overlooked, but no omission was intentional.

These listings are intended only to be a general guide as to the amount of space available in the Baton Rouge area and the rental rates being quoted for those spaces. Errors in transcription may have occurred.

How to use the directory

Building Name/Address: Most of the buildings in the survey are listed by their building name or, if no name is used, by street address.

Rental Contact: This heading provides information on whom to contact for additional information. In some cases, owners may manage the building and lease space. Or owners may contract with a management company to oversee maintenance and handle space negotiations.

Total Square Feet/Number of Floors: Total square footage and number of floors refer to the actual size of the building. Some of the buildings listed use a portion of the space for the owner's purposes and lease the rest. In some buildings, the total square footage is available for lease.

Rental Rate: This is a negotiable figure. Pricing per rental square foot. Rates represent a fair estimate of value, with other influential factors such as market competition and amenities included.

Amenities: Some buildings include the price of parking, janitorial service, and utilities in the rental rate. This column of information briefly identifies the amenities a renter might expect when looking for office space. To find out the entire list of the amenities, it is best to call the rental contact.

Since 1982 Wampold Companies has developed and presently manages over 1.2 million square feet of quality commercial and multifamily real estate representing in excess of $800.000.000 in debt and equity financing in Louisiana. These properties include:

Plantation Village
Bridgeland
Riverwalk
Sugar Ridge
Park Place
Bayou
Bryant
Stream Point
Willow Wood Village

WAMPOLD COMPANIES

Real Estate Report 55
<table>
<thead>
<tr>
<th>Building Street Address</th>
<th>Rental Contact Phone</th>
<th>Total Sq. Ft. # of Floors</th>
<th>Rentable Sq. Ft./ Lsgt. Bldg.</th>
<th>Rental Range Per Sq. Ft.</th>
<th>Rent Includes</th>
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<td>Acadian Courts 2354 South Acadian</td>
<td>Patricia Tudor 926-3131</td>
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<td>Frank Cesi 383-4761</td>
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<table>
<thead>
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<th>Building Street Address</th>
<th>Rental Contact Phone</th>
<th>Total Sq. Ft./# of Floors</th>
<th>Rentable Sq. Ft./Lgst. Blck.</th>
<th>Rental Range Per Sq. Ft.</th>
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**Our Commitment... Downtown Baton Rouge**

We're the Downtown Development District, a group long dedicated to keeping our city's true business, cultural, residential and government locale vibrant and successful. Our aim is simple - to offer something for everyone. And through our many goals and efforts, we're well on our way. But we need you to do one thing — get involved. Let us help you. You'll find you've known it all along.

**DOWNTOWN DEVELOPMENT DISTRICT**

251 Florida St. Suite 314

Baton Rouge, La. 70801

504-389-5520

60 Real Estate Report
SECTION 10

COMPARABLE WATERFRONT REDEVELOPMENT PROJECTS

• Fort Lauderdale Beach Redevelopment Area
• Cleveland Flats
• Granville Island
• Charles Center Inner Harbor
FORT LAUDERDALE BEACH REDEVELOPMENT AREA

Fort Lauderdale, Florida

September 25-30, 1988
A Panel Advisory Service Report
ULI—the Urban Land Institute
1090 Vermont Avenue, N.W.
Washington, D.C. 20005
FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

BACKGROUND

Ever since Southeast Florida became a tourist destination, Fort Lauderdale has been regarded as one of the region’s best beaches. Made famous by the movie Where the Boys Are, Fort Lauderdale has been the college student’s Spring Break capital of the world—the beach spot is legendary.

Unfortunately, the Spring Break college crowd grew increasingly rowdy during the 1980s, exceeding the city’s abilities to accommodate this large number of students. As a result, in 1985, the city decided to regulate the Spring Break through the enactment of new laws and better enforcement of existing laws. With the departure of the students, however, the existing seediness and urban neglect grew more evident. The influx of dollars into the local economy came to an end and large numbers of the area’s young people began cruising the Route A1A strip. An increase in crime and the area’s general property deterioration has continued the rapid decline. Today, Fort Lauderdale recognizes that the beach has deteriorated to a point where not only the strip but the entire city and county suffer from a negative image. Tourism has declined and residents no longer visit their beach.

Nonetheless, the beach remains a major asset for all the residents of Fort Lauderdale and Broward County and could once again become the symbol for the entire region. One interviewee clearly stated the community’s desire when he said that Fort Lauderdale should offer “the world’s finest beach experience.” Fort Lauderdale is at a critical stage in its development and faces a series of urgent questions with respect to the future of the beach. Development patterns in other urban areas would seem to indicate that, without active intervention, the beach will continue to deteriorate.

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DEVELOPMENT POTENTIAL

INTRODUCTION

An evaluation of the development potential of the 33-acre redevelopment area must obviously begin by acknowledging Fort Lauderdale’s fine climate, spectacular oceanfront views, and access to the Intracoastal Waterway as well as the redevelopment site’s proximity to downtown, the airport, Port Everglades, and premier residential areas of a fast-growing region. All these factors point to a strong opportunity for mixed-use development. Defining a more precise development program for the area, however, requires a broad perspective on general development conditions in Southeast Florida—with particular attention to the changing role of tourism—and a more detailed consideration of individual development markets for various uses. This section of the report provides the panel’s insights in these issues, with the goal of creating an overall development program for the redevelopment area.
THE CHANGING ROLE OF THE BEACH

While no doubt helped by the success of popular movies in the 1960s, Fort Lauderdale Beach emerged as the Spring Break headquarters for college students from across the country. The simple postwar development pattern of small seaside motels, punctuated by larger tourist properties and limited developments of other types, was well suited to the relatively simple demands of the student market. While other areas in Southeast Florida, such as Miami Beach, concentrated on attracting an affluent international clientele, Fort Lauderdale Beach was characterized by small businesses catering to a moderate and budget market. As the Spring Break phenomenon evolved, many beach businesses experienced highly cyclical earnings, often accounting for most of their annual revenues in a six- to eight-week period.

During its westward expansion of the 1970s and 1980s, Broward County's economic base diversified and its population grew to include greater numbers of year-round residents than in the past. According to some, the new residents exhibited little interest in the ocean and the beach. During the same period, the popularity of Spring Break grew to the point where, in the mid-1980s, the city decided to redirect its tourism policies and thereby not encourage or advertise for student visitors. The decline of Spring Break over the last three years is witness to the impact of these policies. Over time and through a series of public policy actions, the city and region effectively turned their backs to the beach.

Other factors are also responsible for the shifting role of tourism in Broward County and, hence, the importance of the beach. First, airline deregulation has brought restructured fares and routes that have made a wider range of tourist destinations more accessible to a broader population. Many Caribbean destinations, for example, are now highly competitive with Florida vacation spots. Second, Central Florida has emerged as the state's leading tourist destination. Third, national and international resort developers have refined their product to offer a much more diverse and sophisticated resort experience. The newest resorts offer a tremendous range of activities and a sometimes extraordinary degree of opulence, typically in a self-contained enclave. These self-contained enclaves can offer a degree of amenity and control not generally possible in the Fort Lauderdale area.
Clearly, the redevelopment area must be viewed in this competitive context. The Birch/Las Olas site, by contrast, is an integral part of a major urban concentration. Accordingly, it offers a different range of opportunities and development possibilities. Obviously, it must work with other, supporting elements in the beach area, the city, and the region. While some beach hotels currently show strong occupancies, rates generally remain relatively low. Retail activity is limited in its scope and target market, although some retailers reportedly show strong sales performance. More importantly, however, Fort Lauderdale Beach currently caters to a reasonably limited portion of both the local population and the tourist market. In the central beach area, this lack of diversity, coupled with longstanding problematic behavior patterns, has contributed to social ills that have discouraged reinvestment and accelerated the cycle of physical decay.

Despite the problems noted, Broward County and the city of Fort Lauderdale offer a number of important positive attributes. The proposed Broward County Convention Center and supporting elements at Port Everglades, such as hotels and a shopping center, will offer a significant stimulus to the visitor market. The Riverwalk and the Arts and Sciences District should reinforce the rebounding downtown area. New, major infrastructure improvements—notably the airport and the I-595 corridor—will continue to support growth in the county. And Fort Lauderdale offers a remarkable environmental quality, with an orientation to the water that unifies and brings focus to the entire community.

Within this broader context, any redevelopment plan for the study area must account for more immediate supply and demand issues. The following summarizes current market conditions for each major land use and presents the panel's analysis of development opportunities for the redevelopment area.

**HOTEL MARKET OVERVIEW**

Based on both its interviews with knowledgeable market sources and its reviews of previous research and market studies, the panel determined that the countywide hotel market is highly competitive. The supply of rooms is growing at a significant rate despite relatively level demand, and room rates are lagging behind inflation. Hotel managers have maintained reasonable occupancies by, in some cases, cutting rates drastically. A number of factors, however, will likely boost both occupancy and rates over the next several years.

According to Laventhol & Horwath, consultants, the Broward County hotel market currently contains some 569 properties that account for approximately 29,000 rooms. The supply of rooms is expected to show a net increase of about 1,000 per year through 1995, with a trend toward larger properties already apparent. Figure I presents the major properties in Fort Lauderdale that serve the tourist and meetings market.
In addition, the proposed Northport project at the Broward County Convention Center will contain 700 or more rooms in two hotels. Significant hotel concentrations also exist in the Cypress Creek area, serving a largely commercial market. Proposed projects of particular relevance to the panel's assignment include the major renovation of the 1,100-room Diplomat Hotel in Hollywood, a 500-room property proposed at Galt Ocean Mile, and at least two "world class" oceanfront resort projects of major significance within the Southeast Florida region.

In 1987, market occupancy was estimated at 59.7 percent, down 3.5 percent from 1986, a decrease largely attributable to the decline in Spring Break visitors. During the same period, the average room rate increased just slightly (0.9 percent) to $64.

The market remains seasonal, with reports of occupancy in January averaging 85 percent and dropping to 50 percent in July. Sources report that the season in Fort Lauderdale runs from October to March. A review of performance data provided by Lavenhol & Horwath for the five largest properties shows average annual occupancies ranging from 50 percent to approximately 75 percent, with average rates ranging from around $52 to a reported high of $130. Several hotels along the beach report that a significant market segment of from 7 percent to 15 percent is comprised of European guests. Market sources report that the declining dollar has clearly been a factor in the recent attraction of European and Latin American visitors to Fort Lauderdale, especially during the summer.

An analysis performed for the Broward County Convention Center projects an increase in market occupancy from 61 percent to 67 percent between 1988 and 1995. The study takes into account additional supply as well as growing demand from a range of market segments and projects a 42 percent increase in the average room rate during the same period. (It should be noted, however, that the study included all properties licensed in the county and therefore subject to the room tax as well as all campground properties.)
HOTEL DEVELOPMENT POTENTIAL

The success of any hotel proposed for the redevelopment area will depend in large measure on the effectiveness of the city, county, and region's efforts to market Fort Lauderdale to a broader range of market segments. The panel supports the objective of enhancing Fort Lauderdale Beach's appeal to the visitor market (the market represented by those now attracted strongly to Central Florida). The addition of the Broward County Convention Center at Port Everglades will, in the panel's view, have a limited but positive impact on hotel properties in the beach market area.

The panel recommends that the first phase of the parcel's redevelopment include two hotels of approximately 275 rooms each, oriented to the following target markets:

- The visitor market representing approximately 50 percent to 60 percent of annual room nights.
- The group meetings market representing groups not large enough to use the proposed convention center. This market will require meeting space of approximately 15,000 square feet and approximately 150 committable rooms. It should account for approximately 15 percent of the proposed hotels' market.
- The international tourist market representing approximately 15 percent of the market. This market segment will require effective marketing targeted to Scandinavians, Germans, Britons, and, to a lesser extent, Latin Americans.
- The commercial market representing a relatively small 5 percent of the hotel's market.

The panel further recommends the construction of the two hotels as all-suite properties, thereby appealing to the widest possible range of markets. The proposed size—275 rooms—will attract a broad market.

The hotels should offer moderate room rates, with competitive group and corporate rate discounts. The panel expects that attainable rates, in current dollars, will run approximately $95 per night in season and $50 per night during the shoulder seasons.

The success of the proposed hotels depends on two key factors. The first is the degree to which Fort Lauderdale can capitalize on its appeal to international visitors. As mentioned above, several beachfront properties are currently successful in marketing to foreign visitors. Foreign visitors may be more favorably disposed to hold Fort Lauderdale in higher esteem as a resort destination than visitors who observed the city's decline.

The second key factor is the extent to which a new hotel property can quickly penetrate the conference and smaller meetings business. Even though several competitive facilities exist, the proposed hotels will need to draw on the support uses and amenities associated with the proposed redevelopment project if they are to distinguish themselves within the meetings market.

The panel cannot emphasize strongly enough that a proposed hotel program is viable only in the context of a larger redevelopment effort. This effort, which is described throughout the report, transcends the boundaries of the 33-acre study area. Under current market conditions, the study area by itself will not support a major hotel development program. The panel believes, however, that a well conceived mixed-use project can help catalyze and focus a broader range of public and private actions over the long term.
The retail sector has undergone significant changes during the past decade and will likely continue to change dramatically during the next decade. The mass market for undifferentiated goods and services is disappearing. The great middle market—those millions of consumers who in the postwar era acquired millions of identical products—has been redistributed. The result is market segmentation along lines of household rather than family structure, lifestyle rather than work style, shifting roles during the life cycle (as opposed to one role throughout life), per capita rather than family income, levels of education and technological competency, and values and attitudes.

Specialty centers and highly focused convenience centers represent one approach to satisfying the needs of new consumer groups. Such shopping centers have successfully responded to new market segments and achieved popularity by fulfilling a role no longer satisfied by traditional shopping centers.

Changes in the basic family structure have been at the heart of changing market segmentation. While the basic family unit has by no means disappeared, alternative living arrangements and lifestyles have grown increasingly more important. The household rather than the family has become the significant basic living unit. The increasing popularity of alternative lifestyles has brought a vast increase in single-person households, unrelated individuals sharing a housing unit, and single-parent households. In the 1950s, the typical American family of a working father, a homemaker mother, and two children accounted for 70 percent of all households. Today, only 12 percent of all households follow the traditional pattern. Of the 1.5 million new households formed in 1983, one-half were formed by singles. Married couples now account for 50 percent of all households, as compared to 70 percent in 1970.

A number of major market segments are emerging and must be considered in analyzing the potential for the redevelopment area’s tenant mix. The segments include the following:

**SINGLES**
A large increase in the number of adults living alone has resulted from several factors, including the maturing of the baby boom generation, couples marrying at an older age, and an increase in the divorce rate. Studies by the Census Bureau forecast that the number of single Americans will continue to grow for several years. By 1990, it is estimated that nearly one-half of all households will be nontraditional—men and women living alone.

**SENIORS**
The seniors group, contrary to popular opinion, is not small and poor. Many of the nation’s seniors are relatively affluent and enjoy a substantial amount of disposable income. As a large consumer group, seniors do not stop buying retail goods because their children have grown and left home; rather, retirees’ buying habits simply change as their needs change.
BABY BOOMERS
The baby boom generation (those born between 1947 and 1964) will total almost 87 million persons by the period 1990-1995, representing more than one-third of the population. At that time, they will be in the peak of their consuming years for goods and services. Since baby boomers typically have fewer children and have them later in life, they represent increased potential for discretionary spending. Currently, they are identified as a primary market for quality goods and services.

AFFLUENT HOUSEHOLDS
The number of affluent households has increased dramatically in the past decade and will likely continue to expand in the future. These increases can be attributed to several factors, including maturation of the baby boom generation, rising educational levels, increases in the number of two-income households, and the growth of small business ownership.

RETAIL CONCEPT
The panel’s review and analysis of the surrounding trade area demographics, existing retail uses, planned new retail expansions, and successful national trends suggests that the redevelopment site presents an opportunity for a concentrated restaurant and entertainment complex accompanied by some specialty retail uses and small-scale service operations. The proposed retail structure is a restaurant and entertainment complex initially containing approximately 108,000 square feet but suitable to expand by another 50,000 to 100,000 square feet over the next five to 10 years. Such a complex provides the sufficient critical mass to create an impact, assuming that the mix is focused in terms of quality and price orientation and that the design provides high tenant visibility. Further, patrons must see the complex as its own entity rather than as part of a more dominating development. Finally, the complex must function well (i.e., no blind spots, easy access, good pedestrian flow, etc.) in order to appeal to its target market.

TENANT MIX
The proposed tenant mix represents tenants who, in combination with one another, will create newness and excitement in the area and, consequently, draw residents and visitors to the site. The proposed price orientation is upper-moderate to better (not high end). Retailers will target customers in the 25 to 45 age group, although many operations will appeal to those customers (both residents and visitors) on both ends of the age spectrum with an average annual household income of $40,000 plus.

The tenant mix should include 70,000 square feet of restaurants and entertainment establishments and should feature quality ethnic restaurants, an excellent seafood restaurant, cafes, an Italian restaurant perhaps with singing waiters, a quality dinner theater patterned after the Burt Reynolds Jupiter, a scenario dinner club, a piano bar, a variety of comedy and cabaret clubs, and a saloon similar to Church Street Station in Orlando (see Figure 2). The restaurant and entertainment segment must appeal strongly to the residents and visitors from both a content and convenience standpoint by offering wide variety in one location.
The specialty retail should absorb approximately 25,000 square feet and include quality resort wear, jewelry, special interest tenants such as a specialty book store, beach gear shop, yachting shop, nature shop, etc; unique gift shops such as Donnetelle pottery, quality arts and crafts from Florida, and International Newsstand, etc. In addition, the panel proposes 4,500 square feet of service operations that might include a fast photo, dry cleaners, etc., and 8,600 square feet of retail located at the proposed marina that includes a marine store, food store, yachting clothing, etc.

In summary, the scale of the proposed restaurant and entertainment complex, the focus of the tenant mix, and a well-designed facility will create a market niche and a sense of place for the proposed mixed-use complex.

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HOUSING MARKET CONDITIONS

The panel recognizes that the beach revitalization plan and the recent rezoning generally discourage further residential development along the oceanfront. The stated rationale for this position is that the existing residential concentration at the northern part of the beach is a more appropriate focus for housing redevelopment efforts. Present city policy allows for housing in the redevelopment area. However, it appears that it is not being actively encouraged. The panel believes that housing deserves serious consideration in the redevelopment area due to the area’s strong housing market and housing’s generally positive influence as a major element in a mixed-use project.

Housing is, in fact, the dominant use throughout the entire beach redevelopment area. The housing generally consists of two- to four-story apartment buildings, a small number of detached residences, and several high-rise towers. Contained within the redevelopment area's boundaries is the Leisure Beach Condominium. Two larger, newer condominium towers, The Venetian, is adjacent to the study site. Although the market for high-rise condominiums throughout Southeast Florida is generally soft, market sources indicate strong support for quality moderate-density for-sale housing located on premium waterfront sites.

The redevelopment site offers several advantages for waterfront housing. Across the Intracoastal Waterway from the Birch/Las Olas parking lot, for example, lie some of Fort Lauderdale’s most desirable neighborhoods composed of single-family residences that border canals. In fact, the view of fine residential neighborhoods across the water figures strongly in Fort Lauderdale’s image as the “Venice of America.” In the panel’s view, a mid-rise residential development of four to six stories, if properly designed and marketed, could easily extend this residential ambience to the east side of the Intracoastal. Further, residential development could help mitigate the impact of the redevelopment area on neighborhoods to the west. In addition, market indicators show sufficient strength for upscale residential development that will support reasonably strong land values. Importantly, residential development should be sufficient to produce the critical mass that will both help turn around the area’s image and maximize the benefits to other potential uses, notably retail.

The high-amenity housing units would be oriented toward the Intracoastal Waterway. Expected density would range up to 40 units per acre. Target markets would include affluent childless couples, single professionals working downtown, and older couples moving from a detached single-family home. Based on comparable projects, market sources indicate a potential waterfront price premium of up to 25 percent to 30 percent.
MARINA DEVELOPMENT
POTENTIAL AND SUPPORTING USES

In addition to the primary uses described above, the panel has considered the development potential for an expanded marina on the site. Fort Lauderdale has long been recognized as one of the world's foremost concentrations of yachting activity. According to the panel's briefing materials, 83.4 miles of navigable waterways in Fort Lauderdale support some 30,000 registered boats in the county. Appropriately, the city has used much of the frontage along the Intracoastal Waterway for boat docking, providing an important source of revenues to the city. Other major marinas in the beach area include Pier 66 and Bahia Mar. Bahia Mar is the largest single marina facility in the area at 350 slips. Current estimates put the total number of existing and proposed boat slips within the beach area at 454.

The panel views a potential marina as an activity generator along the waterfront that would be market-supportable in its own right while adding value to inland areas of the site. Based on interviews and reviews of market data and materials, the panel concluded that there is no shortage of marina slip demand. In addition, the regulatory climate for marina development, once extremely problematic in Florida, has reportedly relaxed somewhat in the past two years as a result of new research into the impacts of marina development on water quality. Assuming that a wide range of technical and regulatory issues can be satisfactorily addressed, the panel sees marina development on the site limited only by reasonable design capacity. For the purposes of the analysis, a marina facility of approximately 150 to 200 slips appears reasonable and would provide a significant concentration of activity, maximizing the efficiency of development and operations.

Again, the panel's view toward a marina facility is governed largely by the perceived strength of market demand, a relative lack of constraints, and the benefits such a facility would confer on the remainder of the development area. Obviously, a marina should fit into the city, county, and state's overall assessment of boating, environmental, and other public resources and needs.
OFFICE DEVELOPMENT POTENTIAL

In the panel's view, the redevelopment site is not a natural office location. However, as in many mixed-use projects, other uses at the site may, in effect, generate sufficient demand to support offices. An office building would benefit other uses and would meet the needs of a strong, if narrow, market segment. The panel believes that a modest office building in the redevelopment area would be attractive to a range of smaller tenants, including marina-related uses such as yacht financing, brokerage, and insurance. Other candidates could include design professionals, financial and real estate services, and similar concerns.

Las Olas Boulevard is a four-lane roadway with left turns, provided at intersections with Seabreeze, Almond, and Route A1A. It also offers three connections to the west across the Intracoastal Waterway via the Seventeenth Street Causeway, Las Olas Boulevard, and Sunrise Boulevard.

Except for peak weekend conditions, operations on Route A1A and Las Olas Boulevard appear to be satisfactory, with no known safety problems. Current daily traffic volumes on Route A1A in this area total about 25,000 to 35,000 vehicles. Through traffic, with neither origin nor destination in the central beach area, probably comprises 30 percent to 40 percent of the daily traffic volume.

Broward County Transit operates two transit routes within the redevelopment area. Approximately 600 passengers board daily in the central beach area. Even though most transit patrons are probably area employees, ridership increases by about 15 percent during the peak visitor season. In addition to these public transit routes, the "Voyager" provides charter shuttle and tour services for visitors.

TRAFFIC SYSTEMS

The redevelopment area is served by two minor arterials: Route A1A running north and south along the beachfront and Las Olas Boulevard running west from the beachfront across the Intracoastal Waterway. Route A1A is a four-lane, two-way roadway with a center left-turn lane at certain intersections. It provides diagonal parking on the beach side only and a narrow sidewalk on the west side. The sidewalk is five to seven feet wide with an effective pathway width of as little as two feet, after deducting for utility poles and trash receptacles. On Friday and Saturday nights in particular, Route A1A experiences two serious problems. First, "cruising" reduces speeds to a crawl, especially in the southbound lanes; and, second, the narrow sidewalk cannot accommodate the heavy weekend pedestrian traffic.

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The city, with state funding, is planning improvements for the Route A1A corridor. The current preliminary plans would create one-way paired streets between Route A1A's current intersection with Seabreeze on the south and Bayshore on the north, with Route A1A providing two northbound lanes. Two southbound lanes would be provided on a new route using Bayshore, Birch, and a connection on new rights-of-way to Seabreeze. With this scheme, southbound traffic would turn right on Bayshore and then left on Birch. Earlier planning completed for the central beach revitalization plan indicates that this routing will provide adequate capacity for projected traffic volumes, including that associated with the redevelopment site, the Northport development, and other growth expected in the central beach area. Because of a break in continuity to the south and the existence of developed areas to the north, through traffic on Route A1A is not expected to increase.

In the comprehensive traffic analysis that will be part of the recommended redevelopment site and central beach area DRIs, the panel recommends that additional alternatives be considered by the city for the Route A1A corridor. The panel supports the city's intent to move ahead with improvements to the Route A1A corridor and endorses the city's commitment to redevelop the beachfront. Moreover, the panel, recognizing that the correct plans were prepared in a context that differs from the present environment, has identified the following problems with the current plans:

- The use of one-way streets conveys the wrong message for the redevelopment area. When visitors see a long-established roadway network modified with one-way streets, they assume the city applied an inexpensive, expedient solution to a traffic problem.
- The transition for southbound traffic at Bayshore requiring two 90-degree turns is undesirable.

The panel has considered the following factors important for the development of this area:

- The transportation system should enhance the quality of existing public facilities.
- Because of the area's orientation to visitors, the traffic network should be simple and easy to understand.
- To the extent possible, the system should offer choices in the variety of travel modes, as well as operational schemes tailored to seasonal and weekly patterns and redundant paths.
- A level of activity, including some congestion, is important in maintaining vitality. Even some cruising is fine as long as it does not dominate and deny others access to the beachfront.
On the other hand, the beach offers a variety of attributes that can be used to establish a basis for redevelopment.

- The beach is an urban beach that enjoys the advantages of a nearby major city in a major market.
- Its greatest appeal is to adults. The beach’s potential value lies in its relation to other resort areas, other destinations in Florida, and perhaps a spin-off relationship to the market demand generated in and around Orlando.
- The beach has a segmented international appeal. Many travelers interviewed by the panel during the study were foreign visitors to the beach. They were delighted with their experience and have expressed their compliments.
- The beach is a place for local residents. The several local residents that use the beach expressed a strong appreciation for it.

ULI considered a variety of ways to reverse the beach’s currently negative image and to help the beach regain its visibility, thereby encouraging increased use of the beach.

Cruising takes the beach away from the public, particularly on weekends. In recognizing the effects of cruising, the city has spent a great deal of time and money on new plans and designs for Route A1A to improve traffic flow and discourage the disruptive activities of the community’s youth. The panel reviewed and commends the planning and design efforts and believes that the capital appropriations will help transform Route A1A. However, as will be discussed later in this report, the panel recommends modifications to that plan to allow for closing the road on the beachfront for special community events and perhaps to all but pedestrians on the weekends. As a management tool that complements redesign, a road closing program could be used as an option with other methods to curb cruising and return the beach to the community.
The panel recommends that the city make every effort to make the beach a public place. Use restrictions that are prevalent and communicate "no, no, no" to the public should be lifted. The beach should be zoned for a variety of alternative uses for the enjoyment of residents and visitors. The panel recommends an increase in public walkways to improve the access and proximity of the public to the beach. Further, the beaches should be used seven days a week, day or night, safely and comfortably by all.

The panel recommends that the city keep the beach impeccably clean and maintained at all times. While the panel is not suggesting that the beach is perceived by the market and the community as unclean, it offers such a recommendation to ensure that nothing detracts from residents' and visitors' enjoyment. The panel recommends the development of a new public marina that provides for both hourly and daily dockage off of the Intracoastal Waterway. This recommendation is made to ensure public access from the Intracoastal Waterway to the beach, planned improvements to the beach, area restaurants, and other features. In addition, the panel recommends the development of regularly scheduled water taxi service as a primarily leisure-time activity to connect the Performing Arts Center, the Riverwalk, Convention Center, restaurants, shopping, and the beach.

To overcome the beach's negative image, the community must create a safe and hospitable gathering place, a place to stage community events, a place where the public is invited to relax and enjoy the environment, a place to see and be seen. If the community is successful in creating a pleasing environment, it will create an opportunity to invite visitors and tourists to Fort Lauderdale to use its hotels and to enjoy its attributes. The panel believes that the research is clear that the most frequent and attractive users of the newly revitalized and expanded beach are both single and married adults. However, the community should look to create an area where it can attract multiple users.

As previously explained, the kind of development that the panel recommends in support of a new, positive image and the creation of a market niche includes hotels, restaurants and entertainment, specialty shops, dinner theaters, a marina, office building, and residential condominiums. While the panel already dealt with the potential markets, it now turns to the sequencing of the market elements as critical in creating a successful development.
The panel envisions the ultimate development of three hotels that would account for a total of 925 rooms in two phases as the first major development activity. The third hotel would be developed during the second phase, market conditions permitting. During the first phase, two hotels ranging in size from 225 rooms to 250 rooms would be good candidates for development. Smaller hotels are easier to market and are less dependent on major convention and business meetings. Furthermore, the panel suggests the development of all-suite hotels to capture the extended-stay market. The hotels should also include limited but well appointed public space.

As a more aggressive program, the phase two hotel development program would target the development of a somewhat larger hotel in the over-300-room range with more emphasis on meetings. The meetings market will grow as a result of the convention center and the promotional activities of the Greater Fort Lauderdale Convention and Visitors Bureau. A meetings hotel should not, however, undergo development until a more solid market is clearly established.

Restaurants should vary in size from 3,500 square feet to 7,000 square feet and range in caliber from “sit-down table-cloth” restaurants similar to Casa Vecchia, an excellent beach restaurant, to other contemporary concepts such as upscale hamburger restaurants acceptable to a young adult population. Specialty shops should include such retail establishments as men’s and women’s resort wear, swimwear, hat and visor shops, jewelry, beach gear, crafts, etc., all of which are detailed and allocated by space in an earlier section of this report. The marina, as mentioned earlier, should provide for as many spaces as possible, with accommodations for large 65- to 80-foot yachts, medium-sized boats in the 40- to 60-foot range, smaller boats in the 20- to 40-foot range and, finally, smaller pleasure craft and outboards. There is the possibility of expansion of the marina. The daily dockage and the access offered by the marina should help create a major link with the Intracoastal Waterway and ocean for Fort Lauderdale.

The office element should include no more than 30,000 square feet of space developed on a nonspeculative basis. Creative tenants such as designers, architects, and local law practices should be solicited to occupy an interesting and exciting space with a great degree of personality.

Finally, the recommended condominium phase should be developed to include up to 550 units. Phase one would include approximately 250 units with an upper-moderate price orientation, targeting the condominium and associated amenities in the $350,000 to $400,000 range. Sales of the upper level properties would fall in the $800,000 plus range.
CREATION OF A NEW ENVIRONMENT

There is a significant opportunity to create an environment that is special and unique and that will make a statement for and about Fort Lauderdale. The panel recommends emphasis upon the subtropical environment and natural beauty of Fort Lauderdale—expansive views of the water, open spaces, lush landscaping, terraces. Elements of the natural environment should be established and become a critical design element. The area should offer fun and excitement and remain conducive for gatherings. The area is, after all, an urban beach that should accommodate both public areas and the private open areas of the hotels and condominiums. Overall, the environment should first be a place where local citizens can enjoy themselves and relax. It must also be a place where tourists can mix in and where the same visitors and tourists can have the privacy and seclusion of an appropriately designed and affordable hotel.

COMMUNICATION MANAGEMENT

The panel recommends two broad strategies for communicating the revitalization and redevelopment of Fort Lauderdale Beach. The first strategy is directed toward the community at large. The city should undertake a public relations effort when appropriate to indicate clearly to the public that cruising is no longer acceptable. "We have a clean, safe, active beach that is open seven days and seven nights a week. We have more than ample parking to allow for easy access to the beach." The second communication strategy should be directed to the travel industry. The panel stresses that the travel industry must recognize that the Fort Lauderdale community welcomes visitors to its beach. The same communication and publicity programs that are in place for the community at large can and should be used for the travel industry. The travel industry communication strategy should also be targeted to Central and Southeast Florida as well as to the Caribbean. This new marketing concept should help promote Fort Lauderdale Beach and encourage its continued development. In addition, the panel recommends that Fort Lauderdale increase marketing to international tours and packages. Cruise ship patrons and convention and meeting participants represent an equally important market.
The panel maintains that the use of urban design guidelines in the beach district is of great importance. Properly conceived, urban design guidelines can ensure a desired standard of quality and harmony, while allowing ample opportunity for individual creativity and the delight of architectural variety. The beach district presents certain obvious opportunities for integrating design features. For example, a distinctive pedestrian promenade extending from Atlantic Boulevard and the Intracoastal Waterway provides a strong central theme opportunity. Uniform geometry, paving, artscaping, and landscaping will integrate all the elements. A strong unifying theme will permit opportunities to introduce variety and interest in the form of small plazas where people can walk and rest while enjoying the ocean view.
Distinctive street lighting should certainly be considered as a means for promoting not only a beachfront image, but for introducing a common theme throughout the entire beach district. It could be used to lead people from interior centers of attraction to the beach along preferred pedestrian routes. Moreover, it would reinforce the feeling of connection with the beach even when pedestrians are out of sight of the ocean. Standards for the quality, types, and colors of materials to be used at the lower two or three stories of new buildings would further enhance design quality and harmony. However, the city should take care to avoid undue restriction so as not to interfere with opportunities for individual creativity. Obviously, the use of well-considered setbacks or the withholding of them, combined with guidelines for heights and setbacks, can be used to create the desired street-level effects. The city should devote particular attention to guidelines that control the quality of uses in the beach district.
APPROPRIATE DESIGN CONSIDERATIONS TO FULFILL POTENTIAL

As the panel began its assignment, it was impossible to ignore the importance of Fort Lauderdale Beach past and present in the context of not only the beaches of Florida, but the beaches of the world. Southeast Florida has for many years been considered one of the major destination beach resorts for visitors from the United States, Europe, and, more recently, other parts of the world. If the redevelopment area were a piece of raw land that the founders and present occupants of Fort Lauderdale created out of a swamp, the panel would see one of the rare opportunities to tie an inland waterway directly to the ocean. Though previous and present development makes a utopian scheme unrealistic, the community must not lose sight of the real value of this precious piece of land. Accordingly, the panel considered what can be called a “utopian” scheme for the site and then modified that scheme to reflect present conditions and the site’s future possibilities.

Considering the 33-acre site in the context of Southeast Florida, the total Fort Lauderdale area, and the 425-acre beach revitalization area, the redevelopment site is both important in its own right and as the symbolic entrance to the beach from downtown Fort Lauderdale via the Las Olas Bridge. The beach must be tied to the other major elements in the city and requires a symbolic presence, through the creation of a statement at the end of Las Olas Boulevard where it intersects with Route A1A. To create that symbolic presence, the panel believes it is important to enlarge the redevelopment area by incorporating the former Holiday Inn located on the south side of Las Olas Boulevard into the redevelopment area.

For the site to make its presence felt on the beach, the panel believes it is important to reduce the impact of the wall created by Route A1A in its present configuration. Though the panel considered removing Route A1A from the east side of the site entirely, it believes that the design guidelines developed to date reduce the roadway’s impact. Bridging Route A1A with terraces and walkways will contribute to the continuity that must be developed between use on the site and the beach itself.

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Viewed in isolation, the site presents several unique design and development opportunities. The relationship of the beach to the Intracoastal Waterway offers the opportunity to create a direct tie between the beach and the waterway. Such an opportunity is rare among sites in any part of Southeast Florida. A strong link can be achieved by developing a pedestrian spine that ties residential uses on the western (Intracoastal Waterway) side of the site to hotel and public uses on the eastern (beach) side of the site.

A strong theme built around architectural elements and site amenities should be carried out throughout the site with lighting, landscaping, water features, and site furniture. The theme should support an urban village design concept through consistent interaction among buildings, circulation systems, service elements, and site amenities.

In conclusion, the redevelopment site should present an identifiable image that will draw people as will the convention center, the downtown, the Riverwalk, the Performing Arts and Discovery Centers, the Swimming Hall of Fame, and other important sites in Fort Lauderdale yet to be built. In becoming the symbolic gateway to the beach, the site, as well as other important developments, should be tied together to form a matrix of catalytic points that create a framework for future development of the Fort Lauderdale area.
NEW ZONING REGULATIONS AND THEIR IMPACT

The panel reviewed the final draft of the Design Guidelines for Fort Lauderdale Beach Revitalization, dated July 13, 1988. The guidelines must be viewed in the context of the work of the panel and the proposed creation of a beach redevelopment authority. The panel has proposed a general theme for beach redevelopment against which the city's design guidelines should be evaluated. The theme, by building on the design guidelines, will become a catalyst for the future growth of Fort Lauderdale Beach. It is important that the guidelines are integrated into an overall plan. It is the panel members' experience that many parts of a plan are often prepared independently of one another. It is now the community's responsibility to draw together the independent parts to ensure that the future is based on a consistent vision of what Fort Lauderdale Beach can be. It is important that the proposed beach redevelopment authority analyze all the current codes for their appropriateness, amend the codes where necessary, and, finally, establish the code enforcement procedures that will ensure that the beach is upgraded as planned.

ADDITIONAL PLANNING CONSIDERATIONS

In looking at the total revitalization area, the panel believes that continual upgrading and positive evolution of all sites within the ocean beach area are essential in recasting the public's perception of Fort Lauderdale Beach. The 33-acre site can be successful only if it becomes a catalyst for other redevelopment and the long-term improvement of the entire redevelopment area.

In conjunction with the upgrading of the area, the beach itself must be replenished and widened. The reef reconstruction should be continued, thereby reinforcing the vital role reefs play in enhancing the water-related resources of Fort Lauderdale. By continuing beach improvements and reinforcing opportunities for water-related activities and uses, Fort Lauderdale Beach will, over the long term, regain its position among the great beaches of the world.

The panel members and a number of interviewees suggested several possible uses for the beach areas of the 33-acre site, including a major tennis center, a maritime exhibit center, an aquarium, and a variety of specialty hotels and family-oriented activities. The city should evaluate these and other options and develop a total urban design plan that will allow the appropriate uses to be integrated over the next 10 to 20 years.
CONCEPT PLAN
THE CONCEPT PLAN

The panel has developed a concept plan that draws together general planning principles and practical factors to create a vision for the redevelopment area and its context. That vision re-makes the site into Broward County's only "Ocean to Intracoastal Urban Beach Village." The panel recommends this theme as the driving force on which facility, architectural, and site design decisions should be based.

Even though the beach village will feature resort facilities, Fort Lauderdale Beach is much more than Southeast Florida's typically isolated destination resort. The whole village with its concentration of entertainment, hotels, and public and private amenities will be the attraction. But the primary amenities are the beach and the Intracoastal water-fronts. Linking the two water-fronts will enhance the shoreline's natural beauty and induce higher quality development. A public gathering place—the "Village Square"—will become the heart of the beach district. The village, in turn, will become the primary focus of the Fort Lauderdale and Broward community and will establish the beach's new golden era reminiscent of its romantic past of the 1950s and 1960s.

The plan, focused on a true and direct link between the Intracoastal Waterway and the sea, depends on the following:

- A public Las Olas village streetscape for pedestrians and cars, culminating at the Village Square with gathering space and entertainment and restaurant uses.
- A semipublic above-grade pedestrian promenade linking the beach, private hotel amenities, residential uses, and the Intracoastal waterfront.

The major use components of the plan include:
- Two all-suite hotels clustered around an extensive amenity pool and gardens with structured parking and with on-beach hotel cabanas.
- One phase II hotel.
- Entertainment uses, theme restaurant, and retail establishments, focused around the Village Square, including clubs and dinner theater, restaurants and food establishments; special interest shops (beach and yacht gear), gifts, services, and tour travel.
- Phase II retail (theaters).
- Residential uses including phase I (250 condominiums), phase II (150 condominiums), and phase III (150 condominiums).
- Office (30,000 square feet).
- Parking for 3,500 spaces, including the replacement of the 650 public spaces and the spaces lost on Route A1A.
- Marina retail.
- Marina designed for 250 slips.
- Plaza, promenades, and gardens.

When this concept is realized, the revitalized heart of the city will bring Fort Lauderdale and the county back to the sea.
TRANSPORTATION SYSTEM CONCEPT

Based on the panel’s analysis and in accordance with its recommended design concept, the panel recommends the following traffic alternatives to the current conditions and plans:

- Provide a new four-lane roadway on the Seabreeze/Birch alignment (similar to the city’s current planned alignment for a southbound one-way route). Such an alignment should provide a smoother transition back to the existing alignment in the vicinity of Sebastian and Alhambra. The four-lane roadway would become the main traffic-carrying street and would provide left-turn lanes as required at important intersections. An 80-foot right-of-way would be required.

- The existing Route A1A should be maintained for local access. It would provide one lane in each direction with wide pedestrian promenades on both sides and would become a recreational resort street.

The panel recognizes that the four-lane Birch/Seabreeze solution will be more expensive but acknowledges the recommendation as a long-range solution that offers several important advantages. Specifically, these advantages are summarized as follows:

- The vitality and interest of traffic along the beachfront can be maintained at a level that does not constitute a barrier between the beach and the development to the west. One option calls for only two lanes on the Birch/Seabreeze alignment, particularly in light of revised traffic projections. Further, a two-lane road would reduce the right-of-way required. Any decision to support such an option may represent a policy decision to limit traffic growth and to discourage through traffic.

- If necessary to discourage cruising and encourage other activities, the beachfront road can be closed on Friday and Saturday evenings.

- If appropriate for the level of activity, a shuttle train could operate on this beachfront roadway.

- Throughout the central beach area, parking should ideally be located between the ocean and the Intracoastal Waterway, away from the valuable beach and waterway edges. In practice, of course, parking arrangements will be tempered by the realities of land availability, cost, and walking distance. The redevelopment area should provide approximately 3,500 parking places based on shared-use principles. These requirements include peak period replacement of the Birch/Las Olas parking lot as summarized in Figure 3.
At the time that the city (or proposed authority) is preparing the DRIs, it should check parking requirements based on local conditions. Such a review should focus particularly on the parking requirements for restaurant and entertainment facilities.

- The transit system should incorporate bus stops for the Broward County transit system along the new four-lane route and stops for a beach shuttle along the beachfront road. In addition, specific and aggressive actions by the public and private sectors should be taken to encourage employee use of transit. Increased employee dependence on transit would have the double benefit of reducing traffic volume and the amount of needed parking.

Figure 3
PRELIMINARY ESTIMATE OF PARKING REQUIREMENTS
(Phase I & II Development)

<table>
<thead>
<tr>
<th>TIME OF DAY</th>
<th>Hotel</th>
<th>Restaurant/Entertainment</th>
<th>Retail</th>
<th>Marina</th>
<th>Residential</th>
<th>Subtotal</th>
<th>Birch/Las Olas</th>
<th>Replacement</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 a.m.</td>
<td>325</td>
<td>425</td>
<td>275</td>
<td>25</td>
<td>600</td>
<td>1650</td>
<td>150</td>
<td>0</td>
<td>2200</td>
</tr>
<tr>
<td>7:00 p.m.</td>
<td>700</td>
<td>1450</td>
<td>275</td>
<td>25</td>
<td>950</td>
<td>3400</td>
<td>150</td>
<td>0</td>
<td>3550</td>
</tr>
<tr>
<td>11:00 p.m.</td>
<td>925</td>
<td>1025</td>
<td>50</td>
<td>25</td>
<td>1000</td>
<td>3025</td>
<td>0</td>
<td>0</td>
<td>3025</td>
</tr>
</tbody>
</table>
The panel recommends a pre-feasibility study of the potential for a water taxi to connect the redevelopment area on the Intracoastal Waterway with the Performing Arts Center and the Broward County Convention Center at Northport. The panel understands that earlier attempts to develop water taxi service have generally failed. While respectful of those attempts, the panel believes that the presence of the convention and performing arts center may help make taxi service appealing and could enhance the image and marketability of the redevelopment area. Ideally, then, taxis should be smaller boats operating either on demand or on a frequent schedule, perhaps every 10 minutes. A prefeasibility study need not be a major, expensive effort. Rather, it should focus on ruling out such fatal flaws as cost, comfort, or service.

IMPLEMENTATION STRATEGY

Before undertaking any redevelopment activities, the city should first continue its dialogue with the Las Olas By The Sea Assembly Limited Partnership and other private sector groups seeking to assemble the property for redevelopment. The panel recommends that the city allow six months for a private sector group to secure the commitment of a minimum of 70 percent of the affected property owners.

Concurrently, the city should begin the process of adopting a comprehensive redevelopment plan, thereby removing the shadow of uncertainty that has tended to stymie both public and private reinvestment in the area. The plan should be comprehensive and set the public policy tone, direction, and priority for subsequent action plans. The city should enlist broad-based support from both the public and private sectors. The actual process of formulating the plan can also serve as a consensus-building exercise among stakeholders, diverse interests, and the various constituent bodies in the Fort Lauderdale area. The panel strongly urges the city to reach a consensus on the comprehensive redevelopment plan before developing specific urban design guidelines for the site.
REDEVELOPMENT PLAN AND FINANCING

Once a comprehensive plan is approved, the mayor and city commissioners should take the lead in building consensus for the redevelopment plan for the Route A/A/Las Olas corridor. The mayor and the city commissioners should create a beach redevelopment authority with implementation, maintenance and security, and promotional responsibilities, thereby consolidating control to the maximum extent possible under one organization. This authority would provide oversight control throughout the implementation process.

The creation of a beach redevelopment authority would ensure that the plan is implemented expeditiously and properly. The authority's responsibilities would include selection of a property developer, negotiation of a development agreement, planning coordination, design control, and the other myriad details inherent in completing any major real estate project. The redevelopment authority should be fully empowered to proceed with the recommendations in the redevelopment plan.

The city, along with the proposed redevelopment authority and affected property owners, must establish a framework for financing the redevelopment plan concurrently with the development of the design guidelines. The panel feels that the city should invest directly in the area in order to preserve and enhance the property. Accordingly, the panel suggests that the city provide up-front capital for the initial seed work needed in the revitalization area. The city's initial investment will help ensure that the project is "for real" and that the city fully supports it. The initial capital funds should be used to pay for the development of design guidelines and the hiring of necessary financial consultants to explore the various financing programs available, such as tax increment financing, general obligation bonds, a beach-front enterprise fund (zone), federal subsidies, special taxing district, and similar types of financing mechanisms. The city's commitment will become a catalyst for the plan and will enable the redevelopment authority to package the financing needed to complete this important program.
IMPLEMENTATION PLAN

The city and the Las Olas Partnership asked the panel to comment on the following issues:

Public/private sector linkage—how effective?

The panel feels that community input is the glue that holds redevelopment projects together. Therefore, the panel recommends that the city continue its discussions with the Las Olas By The Sea Assembly Limited Partnership and encourage other interested groups to come forward to enable the private sector to create a plan of action with as little governmental assistance as possible. To realize the development potential of the site, the linkage process should be completed within a reasonable period of time. The panel recommends, as mentioned previously, that six months should be sufficient for the private sector to secure firm commitments from at least 70 percent of the affected landowners before moving forward.

What public and private resources are needed to implement the program?

The city administration and its various departments already have sufficient responsibilities and should not be expected to administer a new program without additional assistance and guidance. While the city commission can create the required mechanism, it currently lacks a clear consensus to do so. Although specific consultants could be employed to facilitate the redevelopment process, the panel recommends that the city rely on a public/private sector team to render assistance. This public/private group can be expected to discharge its obligations pro bono and should include areawide staff officials of public agencies as well as various private sector professionals who can assist the redevelopment authority staff.

The Intracoastal Waterway looking north from the Las Olas Boulevard Bridge.

What public policy changes and private actions are needed?

The city should adopt a specific program to implement the proposed redevelopment program. The mechanism for implementing the program should be put in place immediately as the private sector attempts to assemble the property. Specifically, the city, through its creation of a beach redevelopment authority, should undertake the following:

- Complete the requirements necessary to designate the area as blighted.
- Create a community redevelopment plan that specifies the densities permitted within the Las Olas By The Sea assemblage. The panel strongly recommends that the comprehensive plan include a flexible zoning ordinance that sets forth allowable densities and provides some limited amount of trade-off from one use to another, depending upon the market forces at the time development occurs.
Conduct public hearings on the plan to ensure community participation.

Approve the plan or amendments thereto immediately upon completion of the public hearings.

Use powers of eminent domain for condemnation in the event the private sector property owners have been unable to reach an accord.

Undertake a site-specific Development of Regional Impact (DRI) study as the basis for the rule making and procedures necessary for implementation under the existing statutes affecting redevelopment in the state of Florida. The panel further feels that the site-specific DRI should be incorporated into an areawide DRI.

What is a suitable timetable?

Time is of the essence. Rapid progress will help maintain enthusiasm and develop momentum. The pace of the schedule should be as fast as review procedures and legal requirements permit. The panel believes the following schedule will provide a realistic timetable for input, review, and final decision making at each step of the development process:

- Undertake private sector land assembly—six months.
- Create beach redevelopment authority—six months (note: this program can run concurrently with the private sector effort).
- Process DRI—12 to 18 months.
- Issue Request for Proposal (RFP)—three months.
- Negotiate redevelopment agreement with developer—six months.
- Exercise powers under quick take provisions of eminent domain—six months.
- Prepare site before selected developer begins construction—12 months.
- Begin construction.

The panel believes this to be an achievable, realistic target. If rigidly honored, the schedule will result in the redevelopment of the property within the near term.

What is a reasonable work program over the next 18 months?

The panel advises the city to assume an aggressive posture in dealing with the parking lot in terms of the deed from the state. The approximately 650 spaces in the existing city parking lot and the additional parking spaces required by the development must not derogate the use and enjoyment of the site. For that reason, the panel urges that the city immediately commence negotiations with the state to settle the various questions surrounding the parking lot. The panel suggests that the city carefully document the lot's current use and create a program of use for the parking lot that ties in with the site development plan and reflects public needs. At the same time, the state should amend the deed to allow for proposed uses.
When should the city use eminent domain?

The panel recommends that the city immediately secure its rights in taking property under eminent domain. The panel feels that such a taking should be used only as a last resort but is nevertheless a valid tool in property acquisition. As mentioned above, the panel feels that the city should prepare an RFP, select a developer, and execute a development agreement before exercising its powers under eminent domain. Only then should the city move forward to acquire those parcels necessary to complete the assembly.

What factors should guide the city’s choice of a developer?

The panel believes that the development of the redevelopment area is a particularly complicated undertaking. While the developer selection process should be as broad as possible, the beach redevelopment authority should establish minimum financial and experience qualifications for potential developers. Until the intensity of uses has been determined and the theme of the development agreement determined, the city should not finalize the criteria for selecting a developer.

What are the alternatives to private assembly?

As stated earlier, the panel feels the alternative to private assembly is a city taking of property under Fort Lauderdale’s rights of eminent domain.

What timing is advisable for a community redevelopment plan?

The panel believes that the community redevelopment plan should be created within six months of the appointment of a beach redevelopment authority.

Who has responsibility for ongoing funding?

The city should fund the beach redevelopment authority and charge it with developing a financing program to carry the agency through the approximate four- to five-year process required to put the property into a developable state for a developer.

CONCLUSIONS

Commitment of both city officials and the community are the cornerstone of any plan to support the redevelopment of the Las Olas By The Sea property. Current community leaders and the city administrators have indeed given a high priority to this area and, with the Las Olas By The Sea Assembly Limited Partnership, are providing necessary momentum to develop a new community action plan. To implement this plan, though, the Fort Lauderdale Beach redevelopment area must remain a high priority for both present and future leaders in the immediate community as well as for the city of Fort Lauderdale.

Public facilities, access to the beachfront, and a meaningful redevelopment program are the key to revitalizing the entire beachfront area. The natural beauty of the beaches is an asset that few American cities possess. If the city takes advantage of this potential, it will catalyze the process of beachfront renewal which, in turn, will enhance the city of Fort Lauderdale and complement the downtown revitalization already underway.
CLEVELAND FLATS

Everyone who travels to Cleveland should make a point of visiting The Flats. The district, originating at West 10th Street, just west of Cleveland's Public Square, was once known as a heavy industrial center at the mouth of the Cuyahoga River. Even then, it held a certain mystique for Clevelanders, with big ships entering the river from Lake Erie and the resulting concomitant of sailor bars.

The mystique of the district remains, but the bars have gone from sailor to upscale, and entertainment, dining, shopping and exploring opportunities have kept pace. But entertainment is only part of the flavor of the Flats. Industry is still a major force here and provides a unique dual personality to the area.

The story of The Flats and an exploratory visit might hold particular interest for Erie area residents because it is a prime example of an inner-city, waterfront reclamation plan that worked.

With its increasingly clean river twisting through an area rich in bridges, barges, boats and people, it has emerged as the city's primary entertainment district. Converted warehouses line the river's banks and house more than two dozen restaurants and nightclubs, historic bars, shops and art studios. The $65 million Nautica development, covering 25 acres on the Cuyahoga's west bank includes restaurants; a nightclub; picnic facilities; Nautica Stage, a 4,000 seat amphitheater which features the Cleveland Ballet, jazz, rock and pop concerts and regional cultural series; office and retail space; as well as 500 riverfront dock spaces. It includes Shooters on the Water, a Florida-inspired marinera style restaurant (which, incidentally, had the highest gross in the country for July and August for the last two years) and Club Coconuts, a three story, 18,000 square foot night club.

Plans have been unveiled for the $20 million conversion of two former industrial buildings into a 100,000-square-foot shopping, dining and entertainment complex on the east bank.

Nightclubs and restaurants range from Circus, an upscale strip joint, to Sammy's, one of the finest gourmet eateries in town, and The Watermark, boasting a riverside patio and sophisticated menu. For a guaranteed lively evening, bar-hopping through the Flats will unearth entertainment for every taste: rock, reggae, country, jazz and after hours. Some of the nightspots, like D'Poo's and Fagans, maintain private boat docks for the recreational sailors who frequent the river.

During the daylight hours, after exploring the shops and the riverbank, consider one of the riverboat or water taxi tours of the river and lakefront.

From the banks or from a boat, be sure to notice the bridges of the Flats. Many are examples of vanishing breeds. The Conrail or "Iron Curtain Bridge," built in 1947, spans the mouth of the Cuyahoga River and is raised with cables and counterweights; the Center Street Bridge, built in 1901, is the last remaining swing bridge on the Cuyahoga; the Eagle Avenue Bridge and Viaduct is the oldest Cleveland lift bridge; and the Hope Memorial and Carnegie High Level Bridge, built in 1932, features pylon figures sculpted by Henry Hering, that symbolize the development of road transportation.

While strolling the riverbanks, take time to stop at Heritage Parks I and II. In 1981, the Women's City Club founded River's Bend Parks Corporation to promote activity in the Flats and to educate students and adults as to the pioneer life of Cleveland. At Heritage Park I, on the east bank, you can step back into history in the area where the city's founder, Moses Cleaveland, landed July 22, 1796 and visit the replica log cabin of Lorenzo Carter, the first permanent settler.

The Flats-Oxbow Association, named to identify the area where oxbow-shaped bends mark the Cuyahoga River's flatslands, is a local, non-profit development corporation. According to Executive Director Genevieve Ray, it serves as the link between The Flats and Cleveland city government.

The association was started by local business people in 1976, according to Ray, and until a few years ago functioned with a part-time staff. In 1986, a community-long range development plan for the Flats was drawn up. This catapulted the association into hiring a full-time staff quickly, whose job it would be to oversee its implementation. The massive redevelopment that has occurred, says Ray, is a direct result of private, individual initiative, and the concurrent growth of the association and the district.

"It is most important that the Flats not be portrayed as a dead industrial area." Ray emphasized. "Industry makes the river a richer place. The various uses of the area complement each other and build on each other's strengths. Six hundred acres of bars and hotels is not what the association has in mind."

Nautica is the major development transforming the west side of the Cuyahoga into a year-round, mixed-use waterfront project. It is a joint venture between JRM, Inc. and Robert Corn & Associates.

Paul Ertel, projects manager for JRM, and Ray agree that one of the most important factors in the future of The Flats will be housing. Zoning changes are currently in progress to allow apartments, condos and mixed income housing, assuring a balanced population.

Three years ago, Nautica premiered Phase I with the opening of the Sugar Warehouse, housing Shooters and Club Coconuts, a half-mile boardwalk and the Nautica Stage. Phase II will include the historic Powerhouse, renovated to hold three restaurants, retail boutiques and offices; the Coast Guard Station with a boaters' restaurant on the first floor, and a full service, tableside preparation facility in a glass-enclosed cube on the rooftop; Phase III, scheduled for completion in five to six years, holds plans for residential facilities and a 150 to 200 room suite-style hotel.

"We have become a catalyst, showing that you can invest money and have it happen," says Ertel. "We've been doing it six years and are still here and growing."
Cleveland's historic riverfront, commonly called the Flats, is the site of the city's hottest center of dining, entertainment and recreation. Once the hub of Cleveland's manufacturing, the Flats is now being revived into exciting restaurants, stores, parks and condominiums that retain the special character of the area.

The diversity of the Flats adds to its appeal for all ages and groups. Many restaurants feature waterfront views and patios for summer meals and cocktails, as well as places for guests to dock their boats. And to meet every taste and mood, the cuisine ranges from simply elegant to elegantly simple. Cleveland's finest dining is offered in the Flats, as well as casual tavern fare and camaraderie. For those who feel like dancing, there's a wide variety of nightclubs—live or recorded music—choose from '50s themes, contemporary, jazz or rock 'n' roll.

With its relaxing river, converted warehouses and labyrinth of bridges, the Flats has a unique backdrop for its popular blend of nightlife and relaxation. Its charm has made it a favorite year-round attraction for visitors to Cleveland and its residents as well. You haven't been to Cleveland if you haven't experienced the Flats!

Cuyahoga River scene, circa late 1950's
Courtesy of Cleveland Public Library

THE HAUSHEER BUILDING
HOME OF THE WATERMARK

When the Watermark Restaurant opened in September, 1985, it continued a tradition of serving visitors to the Flats that was begun in 1854. The building where Watermark is located today was originally the home of Hausheer & Sons Co., a ship provisioning business established by butcher Louis H. Hausheer around 1854. He provided groceries and supplies to sailing schooners and sidewheelers that plied the Great Lakes.

The brick, Italianate building contains four bays and features cast iron columns on the ground floor, ornate window hoods, and bracketed cornices.

Hausheer & Sons Co. was a well-established firm that was on all the marine charts of the Great Lakes. It also had a colorful history. The basement beneath the office was a hiding place for slaves on the underground railway. And, during Prohibition, the ships coming from Canada often carried more than just iron ore.

Hausheer & Sons was taken over by Beacon Marine Supply in 1961 becoming Beacon & Hausheer Marine Co., that operated a ship's chandlery in a portion of the Hausheer Building until 1986, when it moved to Lakewood, Ohio.

From 1951 to 1978, the Hausheer Building was leased to various tenants, including State Fish Company and Portuguese fishermen who followed the perch and walleye runs in Lake Erie.

In 1976, Sam Sel purchased the Hausheer Building and began its renovation in 1981. In the fall of 1985, a fresh seafood restaurant called Watermark opened to the public—bringing the Hausheer Building full circle again.

WATERMARK
RESTAURANT
1250 Old River Road • 241-1600
- Sophisticated Seafood
- River Patio
- Fine Wine & Spirits
- Live Music
- Condo Views

Cleveland's Dining and Entertainment Center

THE CLEVELAND FLATS

Courtesy of

WATERMARK
The Flats
by the Cuyahoga River

1. Park Restaurant
catered seafood and river patio
2. on the River
3. Surf Shop
and beachwear
4. Stars Cruises
5. Pride of Cleveland
6. Wheel dining cruise and water taxis
7. Bar-B-Q and Lounge
8. BBQ and chicken
9. on the River
10. Restaurant and lounge
11. Ingers River Club
12. Dining and sports bar
13. Sandwich Shop
14. Ght sandwiches and pizzas
15. In Beach Club
16. Energy nightclub
17. 36th Street and
18. Lounge
19. Surfside Bar
20. Tenth Street Market & Cafe
City grocery & European cafe
21. Sammy's
Award-winning cuisine
22. Shorty's Delux Diner
50's nostalgia dining
23. Heritage Park
Public park on the Cuyahoga's East Bank
24. Splash
Electric dance floor with D.J.
25. Aquilon
New-age nightclub
26. Flat Iron Cafe
Traditional Irish Cafe
27. Jim's Steak House
Traditional riverfront restaurant
28. Flats Oxbow Association
Land Development Corporation office
29. Heritage Park
Public park on the West Bank
30. Nautica Stage
Summer outdoor amphitheater
31. Powerhouse (Opening fall 1989)
Restaurants and retail stores
32. Nautica Boardwalk
Boardwalk with fast food and retail outlets
33. Star of Nautica
Boarding for dining/cruise boat
34. Club Coconuts
High-tech nightclub
35. Shooters
Casual dining on the water
36. Cleveland's P.M. on the Boardwalk
Restaurant and river bar
37. Harbor Inn
170 varieties of beers and dart club
April 1986 Plan Update

Granville Island Office
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Vancouver, B.C. V6H 3R9
Telephone: (604) 684-1561

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2.0 Objectives of the Plan
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7.0 Public Transit and Rail
8.0 Programmed Activities
9.0 Development Character
1.0 GRANVILLE ISLAND'S MISSION
1.1 The redevelopment of Granville Island was initiated by the Government of Canada in 1972 to create, foster and maintain a unique urban oasis in the heart of Vancouver. It is designed to attract local residents and visitors to meet, explore and experience, all year round, a variety of cultural, recreational, educational, commercial and industrial activities. The Island's special ambience has been created through joint public, private and non-profit enterprise in a cost effective manner to ensure that the on-going operation of the Island is covered by revenues from its tenants. The development is respectful of its heritage as a waterfront industrial precinct, committed to its current excellence and mindful of its ultimate promise.
1.2 This report is prepared as an update to the original plan prepared in 1977. The official document filed with the City of Vancouver to guide the development is known as the Reference Document for Granville Island, False Creek—Area 9, dated 1 February 1978 and amended in April 1978. It is the intention of this 1986 plan to blend the key elements of the Reference Document with the reality of development as it currently exists on the Island.
2.0 OBJECTIVES OF THE PLAN
2.1 To maintain variety in the land uses and the activities on Granville Island.
2.2 To maintain an environment that will be attractive and accessible to people of all ages and incomes.
2.3 To emphasize in the activities, the buildings and open spaces the maritime experience of False Creek.
2.4 To retain the industrial character of the Island by recycling existing buildings wherever feasible, and ensuring that any new building or infill development is compatible with this intended character.
2.5 To extend the normal definition of public open space to acknowledge the nature of an ‘urban park’ comprised of many street-oriented uses and activities.
2.6 To reinforce the pedestrian environment throughout the Island by providing a rich diversity in both the design and the activities of streets and open spaces.
2.7 To provide public access to the water’s edge except in areas where existing buildings or heavy industry extend over the tidal area.
2.8 To respect the need for people’s direct access by private automobile as part of the Island’s ambience.
2.9 To explore and maintain alternative means of access to and from the Island as a way of reducing the negative impact of excessive vehicular traffic and parking.
2.10 To limit the extent of retail to those uses that are of a market type (food, children’s and maritime) and those arts, crafts and cottage industry types where sales are confined to goods produced on the premises.
3.0 **THE SITE**

Granville Island is comprised of 15.2 hectares (37.6 acres) of land area and 2.1 hectares (5.3 acres) of tidal water area representing a major public land holding in close proximity to downtown Vancouver. Situated between the Burrard and Granville Bridges it is well located to the marinas and aquatic activities of both False Creek and English Bay.

3.1 The following table summarises the amounts of built and open areas targeted for in the Plan.

<table>
<thead>
<tr>
<th>3.1.1 Land Area</th>
<th>15.21 Hectares/37.6 Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Roads</td>
<td>1.25 hectares/ 3.1 acres</td>
</tr>
<tr>
<td>ii) Open Parking</td>
<td>1.42 hectares/ 3.5 acres</td>
</tr>
<tr>
<td>iii) Ponds</td>
<td>0.40 hectares/ 1.0 acres</td>
</tr>
<tr>
<td>iv) Public Open Space</td>
<td>6.07 hectares/15.0 acres</td>
</tr>
<tr>
<td>v) Leased Open Area</td>
<td>1.21 hectares/ 3.0 acres</td>
</tr>
<tr>
<td>vi) Buildings</td>
<td>4.86 hectares/12.0 acres</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3.1.2 Water Area</th>
<th>2.14 Hectares/ 5.3 Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Floating Structures</td>
<td>0.61 hectares/ 1.5 acres</td>
</tr>
<tr>
<td>ii) Open Water Area</td>
<td>1.53 hectares/ 3.8 acres</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3.1.3 Overall Crown Grant</th>
<th>17.30 Hectares/42.9 Acres</th>
</tr>
</thead>
</table>
4.0 THE MIX OF USES

The key to success at Granville Island is the creation of a diverse and exciting environment for the public through a wide cross section of uses.

4.1 The following table represents the amount of space for each typical land use that will be achieved in the implementation of the plan. Also shown is what exists today and the balance to ultimate build-out.

<table>
<thead>
<tr>
<th>Use</th>
<th>Proposed</th>
<th>Existing</th>
<th>Balance to Build Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Industrial</td>
<td>10,220 m²/11,000 SF</td>
<td>6,060 m²/6,500 SF</td>
<td>4,160 m²/4,500 SF</td>
</tr>
<tr>
<td>ii) Arts and Crafts</td>
<td>9,300 m²/10,000 SF</td>
<td>3,250 m²/3,500 SF</td>
<td>6,040 m²/6,500 SF</td>
</tr>
<tr>
<td>iii) Institutional</td>
<td>11,150 m²/120,000 SF</td>
<td>10,960 m²/118,000 SF</td>
<td>180 m²/2,000 SF</td>
</tr>
<tr>
<td>iv) Maritime</td>
<td>8,360 m²/90,000 SF</td>
<td>8,360 m²/90,000 SF</td>
<td></td>
</tr>
<tr>
<td>v) Community and Recreation</td>
<td>3,250 m²/35,000 SF</td>
<td>1,210 m²/13,000 SF</td>
<td>2,040 m²/22,000 SF</td>
</tr>
<tr>
<td>vi) Market</td>
<td>4,650 m²/50,000 SF</td>
<td>4,650 m²/50,000 SF</td>
<td></td>
</tr>
<tr>
<td>vii) Performing Arts</td>
<td>4,180 m²/45,000 SF</td>
<td>3,250 m²/35,000 SF</td>
<td>930 m²/1,000 SF</td>
</tr>
<tr>
<td>viii) Restaurants and Entertainment</td>
<td>4,650 m²/50,000 SF</td>
<td>4,550 m²/49,000 SF</td>
<td>90 m²/1,000 SF</td>
</tr>
<tr>
<td>ix) Retail</td>
<td>3,440 m²/37,000 SF</td>
<td>3,440 m²/37,000 SF</td>
<td></td>
</tr>
<tr>
<td>x) Office</td>
<td>5,110 m²/55,000 SF</td>
<td>5,110 m²/55,000 SF</td>
<td></td>
</tr>
<tr>
<td>xi) Residential</td>
<td>1,110 m²/12,000 SF</td>
<td>1,110 m²/12,000 SF</td>
<td></td>
</tr>
<tr>
<td>xii) Hotel</td>
<td>2,600 m²/28,000 SF</td>
<td>2,600 m²/28,000 SF</td>
<td></td>
</tr>
<tr>
<td>xiii) Temporary</td>
<td>10,600 m²/114,000 SF*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Covered Parking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>xiv) Other Temporary</td>
<td>2,700 m²/29,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>68,000 m²/732,000 SF</td>
<td>66,700 m²/718,000 SF</td>
<td>14,600 m²/157,000 SF</td>
</tr>
</tbody>
</table>

*Existing buildings housing interim uses will be used to accommodate the balance of development to build out.

**Residential will be loft or mezzanine space, or new infill construction.

4.2 The following represents the water use that will be achieved in the implementation of the plan in comparison to what exists.

<table>
<thead>
<tr>
<th>Use</th>
<th>Proposed</th>
<th>Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Floathouse Residential</td>
<td>14 units</td>
<td>14 units</td>
</tr>
<tr>
<td>ii) Barge (community and recreational)</td>
<td>280 m³/3,000 SF</td>
<td>280 m³/3,000 SF</td>
</tr>
<tr>
<td>iii) Private Moorage</td>
<td>250 berths</td>
<td>250 berths</td>
</tr>
<tr>
<td>iv) Public Moorage, limited time</td>
<td>15 berths</td>
<td>15 berths</td>
</tr>
</tbody>
</table>
5.0 PUBLIC OPEN SPACE

5.1 Public open space on Granville Island can be defined as the area at grade that provides free access to the pedestrian at all times of day and night. This includes spaces that may be occupied by other uses at various times. For example, the operating boatyard on the water side of the Maritime Market affords an opportunity to the public to view the activity of boats being hauled out and worked on. Granville Island offers this unique opportunity in Vancouver where most of our open spaces are of a more passive nature.

5.2 In some instances spaces can be used for multiple functions. For example, a parking area may be cleared out for a special event or recreational use.

5.3 The public open spaces of the Island are linked to provide an attractive and continuous environment for pedestrians and bicyclists. Connections are made to other areas in False Creek through various points where the Island meets the south shore.

5.4 All public open spaces are developed and maintained by the Granville Island Office. Users and tenants of the Island are encouraged to animate public open spaces adjacent to their building. Through this type of tenant involvement the diversity and variety afforded the pedestrian is greatly enhanced.

The illustration opposite defines the land area that is devoted to public use in the streets and open spaces of the Island as distinct from the areas used for the circulation and parking of cars.
6.0 CIRCULATION AND PARKING

6.1 Vehicular access to Granville Island for private and service vehicles is on Anderson Street under the Granville Bridge. Other streets on the Island that provide access to buildings and parking areas are Johnston, Cartwright, Duranleau and Old Bridge Streets. In addition, there are a number of narrow laneways that lead from the streets to waterfront areas which are principally used for pedestrian and fire access traffic.

6.2 Buildings are generally serviced directly from streets and there is no requirement for individual loading bays within developments. Loading zones are set aside on streets for short term parking of service vehicles.

6.3 Provision is made in the design of the streets for pedestrians, bicyclists, vehicles and on-street parking with due regard to the safety and separation of each. It is important to note, however, that to a large degree the ambience of the streets of Granville Island is created by the conscious mix of these various modes. Full access to the streets gives the pedestrian dominance and the car is more the intruder.

6.4 It is intended that approximately 1,500 parking spaces will be provided in a dispersed pattern throughout the Island or in other adjacent areas in False Creek. The use of alternative modes of access to the Island will be encouraged.

The following diagram illustrates the disposition of parking and vehicular routes throughout the Island.
7.0 PUBLIC TRANSIT AND RAIL

7.1 Public transportation is provided to Granville Island through the B.C. Transit routes #50 and #51. These routes interconnect with other bus lines that run on the Granville and Cambie Street corridors.

7.2 The opportunity exists to access Granville Island by alternative means. Elevators from the Granville Street Bridge could connect people to additional bus routes and to the north shore of False Creek. A people mover to off-island parking locations would not only augment the parking need but provide a system that would be an attraction unto itself. Ferry service is encouraged to connect the Island to a variety of points in False Creek.

7.3 Rail trackage on Granville Island has been retained to accommodate a variety of activities. Box cars and cabooses are seen to be ideal enclosures for small tenancies and offer another means of animating street spaces. The rail trackage on Anderson and Johnston Streets has been designed to accommodate rolling stock and may become part of a special transit system to connect to other parts of the City. A street railway and tram system provides a unique attraction to draw people to the Island as well as to transport them there.
8.0 PROGRAMMED ACTIVITIES

8.1 Granville Island seeks out and encourages tenants who can undertake programmed events or expose their work activities to the public to the fullest extent possible.

8.2 The Granville Island Office will take leadership in the co-ordination of visual and performing arts programming on the Island. Subsidies may be provided to encourage or enable programmed events to be undertaken to ensure that the existing or new facilities are utilized to the fullest extent possible.

8.3 All of the foregoing are geared towards a maximisation of the ambience and animation in the streets and open areas of the Island. Through this type of programming the Island will take on a more festive and culturally based orientation.
9.0 DEVELOPMENT CHARACTER

9.1 The industrial character of the Island is the singular quality that makes the Island distinct from other character areas in the City. The design of buildings and open spaces must interpret this character through contemporary detailing.

9.2 The following principles should be adhered to in the development of new and renovated structures on the Island.

• building activities should be visually accessible to the public, day and night.
• large existing doorways provide excellent viewing areas to inside activities.
• ground floor uses should encourage public interaction.
• less public uses like offices should be on second and third floors.
• uses for buildings should be selected such that they benefit from the size and shape of the existing structure.
• where buildings project over the water, public access should be encouraged through them. Where new buildings are built on piles, public access should be provided around them.
• recycled and new buildings should reflect the industrial qualities of Granville Island through the use of metal or stucco siding, heavy timber, large doors, multi-paned industrial windows and skylights.
• colour and graphics should be selected to reinforce the industrial vocabulary of the Island.
• tenants are encouraged to make use of the basic elements of the street hardware system to support a multiplicity of activity.
Building activities that one can see, day and night.
2. Retention of large doorways

3. A public ground floor
4. Less public uses on upper floors

5. Uses that "fit" individual buildings
6. Public access through buildings

7. Public access at the water's edge
8. Retaining the industrial qualities of Granville Island
9. Use of industrial colours and graphics
10. Tenant and public use of the street hardware system
Introduction

Charles Center, Baltimore's full-scale urban renewal project in the very heart of the Central Business District, is now complete. The 33-acre project occupies a strategic sector of downtown. Boundaries are Saratoga Street on the north, Charles Street on the east, Lombard Street on the south, and Hopkins Place and Liberty Street on the west.

The cost of developing Charles Center is estimated at $200,000,000, most of which represents private investment. Public expenditures of about $35,000,000 created a setting which has attracted large scale development by private enterprise.

Facilities

Charles Center provides new office buildings, apartments, a hotel, a legitimate theatre, commercial and specialty retail space, transit depots, public parks, walkways and underground parking garages.

The total size of the facilities is as follows:

- 2,000,000 sq. ft. of net rentable area in office buildings;
- 652 apartment units;
- 430,000 sq. ft. of net rentable area in facilities for retailing, retail services, and related commercial activities;
- 1,500 tenant parking spaces;
- 2,500 public parking spaces;
- 700 hotel rooms;
- 1,600-seat legitimate theatre.

Five older structures in the Charles Center area have remained, and have been extensively renovated. They are the Lord Baltimore Hotel, the Baltimore Gas and Electric building, the Fidelity Building, the Baltimore and Ohio Railroad Building, and the Eglin parking garage.
Related Projects

Charles Center lies at the hub of a network of other major projects. Facing the southern portion of Charles Center across Hopkins Place is the Civic Center, a $14,000,000 structure opened in 1962, which combines a 10,000-seat sports arena and coliseum with 100,000 square feet of exhibition space.

Two blocks west of the Civic Center lie four University of Maryland urban renewal projects, which are creating a downtown campus for the University's professional schools.

Directly north along Charles Street, the "Fifth Avenue" of Baltimore, lies the Mount Vernon area, where the cultural center of old Baltimore is being rehabilitated and restored under the urban renewal program.

West and north of Charles Center lies the heart of the pre-war downtown shopping district. Since 1979, the City has been transforming this area, known as Market Center, by stabilizing and upgrading the existing retail elements and by attracting people through improved access and parking, new housing and office development, and other amenities. Major accomplishments include the refurbishing and expansion of the historic Lexington Market; the opening of the Lexington Market Metro Station; and the construction of a major office and retail complex by the David H. Murdock Company.

South and east of Charles Center lie the Inner Harbor projects, where the City is building a major new downtown residential and commercial area with office buildings, apartments, and a new waterfront park and marina with cultural, educational and recreational facilities. (A separate fact sheet is available on the Inner Harbor program.)

Development of the Project

The Charles Center concept was first presented to the City of Baltimore in the form of a proposal by the Committee for Downtown and the Greater Baltimore Committee in March, 1958. Later that year, the City agreed to undertake the project in the context of the urban renewal program.

A special session of the state legislature authorized an urban renewal bond issue, which was approved by the voters as a referendum. An Urban Renewal Plan was prepared and approved by the City Planning Commission, the Board of Estimates, and ultimately the City Council, final action being taken in March, 1959.

Since June 1, 1959 the execution of the Project has been supervised by the City Department of Housing and Community Development, acting through Charles Center- Inner Harbor Management, Inc. Ground was broken for the first building – One Charles Center – in August, 1961. Other buildings have followed in rapid succession. As of 1984 the last site has been sold, with completion of the entire project expected in 1986.
Charles Center — Development Completed or Underway

Area 1-2 — Two Charles Center — Charles A. Mullan and Thomas Mullan, Jr., trading as Charles Tower Partnership, are the developers of a residential and shopping complex, which includes 400 apartment units in two award-winning towers, a public underground parking garage for 600 cars, a 600-seat movie theatre, and commercial and retail space.

Conklin and Rossant of New York are the architects for the complex, which was completed in the summer of 1968. The design of the public plaza above the underground garage, called Charles Plaza, was executed by the local architectural firm of RTKL, Inc.

In the fall of 1985 a specialty marketplace developed by the Enterprise Development Company of Columbia and Streuver Brothers and Eccles of Baltimore opened in Charles Plaza. Architect for the project is Cho, Wilkes and Benn of Baltimore.

Area 3A — Fidelity Building Annex — The Fidelity and Deposit Company of Maryland completed a new annex on this lot in 1968, to accommodate the air conditioning equipment and servicing facilities for the Fidelity office building and provide retail store frontage along Charles Street and Charles Plaza. Jamison and Marcks of Baltimore were the architects.

Area 3B — Park Charles — III B Housing Associates Limited Partnership is the developer of a residential tower (252 units) together with approximately 95,000 square feet of office space and parking for 135 cars. Architects for the project, which opened in the spring of 1986, are Winsor/Faricy, Inc. of St. Paul Minnesota.

Area 4 — Baltimore Gas & Electric Building addition — The Baltimore Gas and Electric Company constructed a new 150,000 square foot building, which was completed in 1966, adjacent to their existing headquarters tower at Lexington and Liberty Streets. Architects were Richter, Cornbrooks, Mathai, Hopkins, Inc. of Baltimore.

Area 5 — First American Building — Liberty Associates and the Manekin Corporation have completed a 140,000 square foot office building with 10,000 square feet of retail space. Architects for the twelve-story tower, which opened in January 1984, are Richter, Cornbrooks, and Gribble of Baltimore.

Area 6 — Fayver Park—Under Garage — Following a competition based on land price, Fayver Parking Company was the developer of an underground parking garage for 550 cars, completed in November, 1968. The architect was the H. K. Ferguson Company of Cleveland. Above the garage, the City has constructed an oval-shaped public square known as Center Plaza. Architects for Center Plaza are RTKL, Inc. 6A and 6B are two small parcels of land, which have been developed by the City as integral parts of Center Plaza.
Area 7 - One Charles Center — Mies van der Rohe was the architect, and Metropolitan Structures, Inc., of Chicago, the developer of the first building in Charles Center. One Charles Center is a 24-story dark glass and duranodic aluminum tower containing 275,000 square feet of office space and 30,000 square feet of retail space. Two basement levels are devoted to servicing and 120 parking spaces. Since completion in October, 1962, it has been widely hailed by architectural critics as a masterpiece of design.

Area 8A — Hamburger's Building — Hamburger's apparel store, a long established firm located in the Charles Center area at the time the plan was adopted, celebrated the opening of its new building in October, 1963. Designed by the local firm of Tyler, Ketcham, and Myers, the three-story, buff-colored brick and glass building spans a portion of Fayette Street and joins the plaza of One Charles Center.

Area 8B — Vermont Federal Building — The new home office building of Vermont Federal Savings and Loan Association, located on the site it had occupied for a number of years prior to the announcement of the Charles Center Plan, opened for business in September, 1964. Edward Quigley Rogers, a local architect, designed the seven-story glass and stainless steel building which lies to the west of Hamburger's.

Area 9-10-11 — Omni International Hotel — In 1967, a 23-story tower containing 350 rooms and over 200 parking spaces was constructed on a lot opposite the Civic Center, representing the first of two stages of hotel development. The second tower, containing 250 guest rooms, plus meeting and display rooms, was started in March, 1972. William A. Tabler of New York was the architect for Phase I of the Hotel. Idea Associates of Chicago designed the second tower, which was completed in 1974. An additional 220 rooms were completed in 1981.

Area 12 — Mercantile Trust Building — Following an architectural design competition, British-American Properties, Inc. was chosen to develop a major office building containing 350,000 square feet of office and retail space and underground parking for 375 cars. Architects for the structure were Peterson and Brickbauer, of Baltimore, and Emery Roth and Sons of New York. Principal tenant of the building is the Mercantile Safe Deposit and Trust Company, for whom the building is named. The building was completed in 1970.

Area 13 — George H. Fallon Federal Office Building — An $18,700,000 Federal Office Building, designed by three local architectural firms — Nes, Campbell and Partners, Fenton and Lichtig, and the office of James R. Edmunds, Jr. — was completed in the summer of 1967. The 17-story granite and aluminum tower contains 460,000 square feet of office space, as well as underground servicing and parking for 180 government vehicles.
Area 14 — Down Under Parking Garage — Following a design competition in which nine qualified developers submitted proposals, the Joseph Meyerhoff Corporation of Baltimore was chosen as the successful developer of a four-level, self-service underground parking garage for 800 cars. Designed by the H.K. Ferguson Company of Cleveland, the facility was completed in the spring of 1966. A public square, called Hopkins Plaza, including a fountain and extensive groves of trees, was completed on the surface above the garage by the City in 1967. The architects of the square were RTKL, Inc.

Area 15 — Morris A. Mechanic Theatre — a local theatre owner, Morris A. Mechanic, selected this site for an 1,600 seat legitimate theatre, which is part of a building complex containing 40,000 square feet of retail and commercial space and underground parking for 210 cars. John M. Johnsen of New Canaan, CT, was the architect for this striking concrete structure, which opened in January, 1967.

Area 16A — Sun Life Building — The Sun Life Insurance Company of America, a long-established Baltimore institution, completed a new home office building on this site in April, 1966. Architects for the 12-story granite and glass tower were Warren A. Peterson of Baltimore and Emery Roth and Sons of New York. The building contains 110,000 square feet of office space, with underground parking for 50 cars.

Area 16B — Charles Center South — Following a design competition, RTKL, Inc. were selected as architects for a major office building containing approximately 310,000 net square feet of office space, and tenant parking for a minimum of 75 cars. Developers of the office building are 16B Associates, a group of Baltimore and Washington, D. C. investors. Construction was completed in September, 1975.
Baltimore's Inner Harbor Redevelopment Program
INNER HARBOR PROJECT I
SITE PLAN
KEY TO ILLUSTRATIVE SITE PLAN
INNER HARBOR PROJECT 1

1. U. S. F. & G. Headquarters
2. IBM Building
3. The Gallery at Harborplace, Hotel, Office, Retail, Parking
4. News American Building
5. Inner Harbor Center & Garage
6. McKeldin Square
7. World Trade Center
8. U. S. F. Constellation
9. C & P Telephone Co. Headquarters
9A. Hyatt Regency Hotel & Garage
10. McCormick & Company
11. Harborplace
12. Harbor Court Apartments, Retail, Parking
13. John L. Deaton Medical Nursing Center
14. Christ Church Harbor Apartments
15. Christ Lutheran Church
16. Science Center
17. Rash Field
18. Marina
19. Federal Hill
20. Nursing Center Expansion
21. Baltimore Copper Paint Company Building
22. Rusty Scupper
23. Flower Garden
INNER HARBOR WEST
SITE PLAN
1. Future Commercial Building
2. Marriott Hotel
3. Holiday Inn
4. Future Building
5. Wilkens Square
6. 250 West Pratt Office Building & Garage
7. Days Inn
8. Federal Courthouse & Office Building
9. Equitable Bank Center
10A. Festival Hall
10B. Baltimore Convention Center
11. Otterbein Church
12. Sheraton Hotel & Garage Complex
13. Harbor Walk Housing
14. Otterbein Homesteading Area
15. Pratt Street Boulevard
16. Future Garage & Office Building
17. Federal Reserve Building
18. Future Commercial Building
The revitalization of downtown Baltimore began in 1959, with the development of the prize-winning Charles Center urban renewal project. Charles Center consists of a unified complex of office buildings, apartments, hotels and a theatre connected by pedestrian plazas, walkways and retail shops.

At a total development cost of approximately $200,000,000, the 33-acre project was completed in 1986. Fifteen major new buildings are in use including two labeled by Architectural Forum as "among the outstanding U.S. architectural works of the 1960's". As a result of the success of Charles Center, the City undertook the redevelopment of 240 acres surrounding the historic Inner Harbor, where the City originated. A 30-year program for redevelopment of this huge area was unveiled in 1964. Stretching to the south and east of Charles Center, the Inner Harbor Projects are adding residential, social and cultural facilities as well as major hotel and office buildings to the center of the City. The new structures are solidifying Baltimore's reputation as an urban center of distinction, charm and vitality.

Inner Harbor Project I

(See site plan and key attached)

The first stage of the program, Inner Harbor Project I, contains approximately 95 acres of land along three sides of the harbor basin. The boundaries of Project I are Gay Street on the east, Lombard Street on the north, Charles and Hanover Streets on the west, and Key Highway on the south.

Public expenditures of $61,600,000 have been committed for acquiring and clearing the land and preparing it for new development - thus creating the new environment needed to attract massive private investment. The public funds include Federal Grants amounting to $47,300,000 and $14,300,000 in City bond issues approved by the City voters.
Development Opportunities

Inner Harbor Project I has provided a wide range of development opportunities. The City and Federal governments have invested millions of dollars in shoreline improvements to transform the water's edge with parks and promenades to attract office workers, visitors and tourists.

Major office buildings, apartments, and luxury hotels are rising around the harbor basin along two broad boulevards, Pratt and Light Streets. Between the boulevards and the water, there are low pavilion structures housing restaurants, shops, theatres and other attractions. The bulkhead has been rebuilt as a public wharf for excursion boats, water taxis, pedal boats, and visiting ships.

Development - Completed, Proposed, or to be Determined
(See site plan and key attached)

1. The United States Fidelity and Guaranty Company has constructed a 40-story home office building at the northwest corner of Pratt and Light Streets. The building contains 460,000 square feet of office space and underground parking for 175 cars, with a large public plaza developed around the office tower. Architect for the building is Vlastmil Koubek of Washington, D.C.. The building was occupied in late fall of 1973.

2. A major office building for the IBM Corporation, containing 320,000 square feet of floor area and a garage for 700 cars, was completed in the spring of 1975. Pietro Belluschi of Portland, Oregon and Emery Roth and Sons of New York are architects for the structure.

3. The Rouse Company in 1988 completed a multi-use project of 1,200,000 square feet, containing a 622-room luxury Stouffers Hotel, retail space, office space and parking for 1150 cars. Zeidler Roberts of Toronto are architects for the project, which is called The Gallery at Harborplace.

4. Inner Harbor Center, an office building containing 150,000 square feet of office and retail space, was completed in 1982. Cadillac Fairview Shopping Centers (U.S.) Limited of New York was the developer in a general partnership known as CF/RTKL Associates.

The architectural firm of RTKL, Inc. of Baltimore designed the facility and is a major tenant. In 1975, a 625-car garage structure was completed at Pratt and Gay Streets and in April, 1982 the garage was expanded to a total of 1,310 spaces.
6. McKeldin Square. The City has constructed a major public square, featuring a fountain with a multi-tiered cascading waterfall, designed by Wallace, Roberts and Todd of Philadelphia. It is connected by overhead walkways to the Hyatt Regency Hotel and Harborplace and serves as the gateway to the Inner Harbor shoreline. The square is named after the late Theodore R. McKeldin, Mayor of Baltimore from 1943 to 1947, and from 1963 to 1967 and Governor of Maryland from 1951 to 1959.

7. The Maryland Port Administration has constructed a World Trade Center, containing 300,000 square feet of office floor area, and featuring a public observation deck on the 27th floor. I.M. Pei and Associates of New York and the local firm of Richter, Cornbrooks, Matthai, Hopkins, Inc. are architects for this facility located on a dramatic site at the water's edge. The building opened in 1977.

8. At Constellation Dock on Pratt Street, the U.S.F. Constellation, oldest fighting warship of the Navy, is undergoing extensive renovation and serves as a picturesque reminder of the significance of Baltimore's harbor in the nation's history. The new pier was completed in the fall of 1972. Wallace, Roberts and Todd of Philadelphia are architects for Constellation Dock, the bulkhead and the shoreline parks and promenades.

9. In the spring of 1977, Constellation Place Associates completed a headquarters office building now occupied by the C & P Telephone Company of Maryland. The building contains 290,000 square feet of office space, 30,000 square feet of retail space, and 175 parking spaces. RTKL, Inc. of Baltimore are the architects.

9A. A 500-room luxury Hyatt Regency Hotel with parking for approximately 650 cars, has been developed by the Pritzker Interests of Chicago, and it is connected to the Convention Center and shoreline by pedestrian overpasses. Architects are A. Epstein & Sons, Inc. of Chicago and the local firm of RTKL, Inc. It opened in 1981.

11. The Rouse Company has completed a festival marketplace of small shops and eating places in 2 glass-enclosed pavilions on a 3.1 acre site along the north and west shores. Called Harborplace, the pavilions opened in July, 1980 and are in operation year-round. Architect is Benjamin Thompson and Associates of Boston.

12. The David H. Murdock Development Corporation is the developer of a luxury complex known as Harbor Court, with 173 high-rise condominiums; an exclusive 200-room hotel; 60,000 square feet of commercial space; and parking for 900 cars. Architects for the project, which was completed in 1986, are Arnold Savrann and Leo Daly Associates of Omaha, Nebraska.

Nearby, are 288 apartments for the elderly, known as the Christ Church Harbor Apartments, which opened in 1974. Don M. Hisaka and Associates of Cleveland are the architects.

The two major facilities are linked by a public plaza with underground parking for 420 cars.

16. The Maryland Science Center, built in 1976 by the Maryland Academy of Sciences, features exhibition space, meeting rooms, a science museum, and a 150-seat planetarium. The offices of Edward Durrell Stone and the local firm of Nes, Campbell and Partners are the architects. The Academy presents a full schedule of public education and recreational activities for school children and adults. A new addition to the Science Center, completed in the summer of 1986, includes a harbor-oriented visitor entrance; expanded exhibit space; and improved visitor circulation. A second addition, completed in 1987, was an IMAX Theatre, seating 422.

17. The City has constructed a prize-winning 6-acre park at the foot of Federal Hill. An international flower garden, inaugurated in 1985, covers a portion of the space. The adjacent area is used for a variety of public activities including concerts, art exhibits, and children's programs.

18. A marina containing slips for 158 visiting and locally-owned private boats has been developed at the foot of Federal Hill. Kenneth Wilson of Baltimore is the operator of the marina.

19. Federal Hill, one of the historic landmarks of the City will be preserved as a public park and scenic outlook.

22. The Borel Restaurant chain has developed a Rusty Scupper Restaurant located at the east end of the marina. It opened in March, 1982. An adjacent garage was completed in 1984.
Inner Harbor West (See site plan and key attached)

The second stage in the program to redevelop the City's historic harbor area, called Inner Harbor West, involves a 68-acre site located south of Charles Center and west of Inner Harbor Project I. It features urban high and low-rise housing for moderate and middle-income persons, parking, major office buildings, hotels and the Baltimore Convention Center and Festival Hall in the blocks lining the Pratt Street boulevard immediately south of Charles Center.

Harkins Development Incorporated of Silver Spring, Maryland and the National Corporation for Housing Partnerships of Washington, D.C., with Louis Sauer Associate of Philadelphia, architects, developed the first phase of the Inner Harbor West residential area. A 199-unit high-rise structure for the elderly called Hanover Square Apartments opened in 1980. Construction of the next phase, 275 low-rise units of market housing, were completed in 1987. (Site plan # 13)

The Otterbein Church, which was built in 1785 and is the oldest church in the City, is located at Conway and Sharp streets. The restoration of this historic landmark and the landscaping of its urban setting have been completed. (Site plan # 11)

South of the Otterbein Church in a 3-block area bounded by Barre, Hanover, Sharp and Hughes Streets, the City has sold more than 100 houses for $1 to purchasers who have agreed to live in them and restore them in accordance with project standards. This is the Otterbein Homesteading area. (Site plan # 14)

The Federal Government completed a courthouse and office building in the block at the northwest corner of Pratt and Hanover streets in the fall of 1976. Architect for the Edward A. Carmatz Federal Building is the local firm of RTKL, Inc. (Site plan # 7)

The Federal Reserve Bank of Richmond completed a new branch bank on an 8-acre site west of the Otterbein Homesteading area bounded by Sharp, Hill, and Conway Streets and the new I-95 interstate highway in November, 1982. Architect for the 280,000 square foot office building is Hellmuth, Obata and Kassabaum, Inc. of St. Louis (Site plan # 8)
Ackerman and Company of Atlanta has constructed a major office building, which was occupied by the Equitable Trust Company in 1980. Called Equitable Bank Center, it is located at the southwest corner of Charles and Lombard Streets. Architects are Toombs, Amisano and Wells of Atlanta. A 150,000 square foot office tower addition was completed late in 1988. (Site plan # 8)

The Baltimore Convention Center, containing 142,000 square feet of exhibition space and 41,000 square feet of meeting room space, has been constructed on a site bounded by Pratt, Charles, Camden and Sharp Streets. Architects were Naramore, Bain, Brady and Johansen of Seattle, together with CSD Associates, Inc. of Baltimore. The Convention Center opened in August, 1979 and completed an expansion in 1986. (Site plan # 10B)

Festival Hall, the City's new exhibition center for ethnic festivals and other community events, opened in July 1985. Located on West Camden Street across from the Convention Center, it contains 52,000 square feet of space and was designed by CSD Associates, Inc. of Baltimore. (Site plan # 10A)

A 350-room Baltimore Marriott Hotel located at the northwest corner of Pratt and Eutaw Streets, opened in 1985. An additional 200 rooms will be completed early in 1990. CSD Associates, Inc. of Baltimore are the architects. The City of Baltimore has completed a 700-car parking garage adjacent to the hotel. (Site plan # 2)

A 250-room Days Inn Hotel opened in the fall of 1984 at 100 Hopkins Place. Developer is the Days Inns of America. Architect is Winford Lindsay Associates of Lawrenceville, Georgia. Adjacent to the hotel is a 600-car parking garage. (Site plan # 6)

Cabot, Cabot and Forbes of Boston and Diversified Investment Associates of Baltimore are developers of a 350,000 square foot office building at 250 West Pratt Street. Skidmore, Owings, and Merrill of Washington, D.C. are architects of the structure which opened in 1986. (Site plan # 6)

A 350-room Sheraton Hotel has been developed at Charles and Conway streets by Baltimore Harbor Center Limited Partnership. Donald N. Coupard Associates of Rockville, Maryland, are architects for the facility, which opened in 1985. (Site plan # 12)

Wilkens Square is an office and retail complex created inside and around the 1871 cast-iron front Wilkens-Robins Paper Co. building located at 308 W. Pratt Street. Developed by Stone and Associates, with RTKL Associates Inc. as architects, the 70,000 square foot facility includes the conversion of the old loft building and the construction of a 5-story addition that will partially envelop it. Completion is expected in 1989.
Inner Harbor East

The National Aquarium in Baltimore, designed by the Cambridge Seven Associates, architects for the New England Aquarium in Boston, is located on Pier 3, Pratt Street. Opened in August, 1981, it is an audio-visual experience of the world of water featuring over 5,000 marine creatures, sharks and seals, as well as a tropical rain forest. A 300-seat auditorium is used for lectures and audio-visual presentations. In March 1987 ground was broken on Pier 4 for a new marine mammal complex, which is scheduled for completion in 1990.

Nearby on Pier 4, the Chart House Restaurant has restored two old warehouses behind the Power Plant as a steak and seafood restaurant.

The Power Plant, which formerly supplied power for the City's street-car system and steam to heat and cool downtown office buildings, has been recycled by the Six Flags Corporation of Los Angeles. The distinctive building opened in 1985 and is presently used for evening entertainment.

Harrison's at Pier 5, a 70-room inn and maritime complex featuring a 325-seat family style restaurant and 900 sq. ft. of retail space is being developed by Harkins Associates of Silver Spring, Md. and the Harrison Organization of Tilghman Island. Cope, Linder Associates of Philadelphia are the architects. Completion is expected in the summer of 1989.

A 2,000-seat concert pavilion, designed by Future Tents of New York, occupies the southern edge of Pier 6 and is used for summer entertainment.

Scarlett Place

Scarlett Place, located at Pratt Street near Jones Falls Boulevard, is a mixed use development containing 146 luxury condominium apartments; a 243-car garage; and 68,000 square feet of offices and shops. It was substantially completed in 1988. The project's name derives from the former Scarlett Seed Company building, a seven-story, turn-of-the-century brick warehouse that has been converted to office use. Architects are Meyers and D'Aleo of Baltimore. The developer is Scarlett Harbor Associates.
In 1989, Harlan/KDC Associates of New York announced that construction would begin in the fall on a 30-story office tower known as Commerce Place. Located on a site bounded by Redwood, South, and Baltimore Streets, the building will have as its major tenant RTKL Inc. of Baltimore, who also designed the 500,000 sq. ft. structure.

**Municipal Center**

The Municipal Center Urban Renewal Area lies on the eastern side of the Central Business District and contains the offices of local government, as well as handsome older buildings once associated with the maritime, commerce and banking industries in the city. Renewal activity in the area is designed to preserve and enhance this appealing commercial neighborhood.

Along the 400 block of East Baltimore Street, the City's traditional adult entertainment area, private owners have undertaken a major exterior facelift to improve the once seedy image of the "Block".

The Brokerage, a development of Market Place Associates, represents the recycling of 290,000 square feet of office and retail space in turn-of-the-century buildings located along Market and Water Streets. New development includes a 300-car parking garage, and Bennigan's and Dominique's Restaurants.

Nearby, at Market Place and Lombard Streets, Harbor Park Limited Partnership has developed Harbor Park, a 9-cinema, 700-car garage complex. Land Design/Research of Columbia, Maryland, is architect for the facility which opened late in 1985.

Following a nationwide competition, the City chose a joint venture of McCourt Company of Boston and the local firm of Luskin's, Inc. to recycle the 82 year old Fish Market building east of the Brokerage. The project has restored the exterior of the historic market and filled the interior with restaurants, bars, and cabarets with a Baltimore theme. Opryland of Nashville, Tennessee is the manager of the facility which opened in 1988.

In 1984, the Garrett Building, built in 1913 by one of Baltimore's most famous business families, was restored by its owners and chief tenants, the law firm of Gordon, Feinblatt, Rothman, Hoffberger and Hollander. It is located at the corner of Redwood and South Streets.

The Rivoli Office Building, located at Gay and Fayette Streets, is a 332,000 square foot facility for municipal employees, designed by RTKL Inc. of Baltimore. It was completed in 1988.
The Custom House Garage, planned at 414 Water Street, will contain 1050 spaces. It is being developed by LaSalle Partners of Washington and Chicago and designed by Vlastimil Koubek of Washington, D.C. Completion is expected in 1990.

In 1984, Baltimore Federal Financial completed a new headquarters building, located at Commerce and Lombard Streets. It contains 315,000 square feet of office space and parking for 175 cars. Architects are Donald N. Coupard Associates of Rockville, Maryland.

Holocaust Memorial

At Gay and Water Streets, the Baltimore Jewish Council, in conjunction with the City of Baltimore and the Baltimore Community College, has erected a memorial park to the victims of the Holocaust. It was dedicated in November, 1980.

Financial District

In June, 1977 a renewal plan was approved for the Financial District which is bounded by Saratoga Street on the north, Charles Center on the west, Inner Harbor Project I on the south, and the Municipal Center on the east. The plan is intended to take advantage of the opportunities created by a new subway station at Baltimore and Calvert Streets and to assure that new development is compatible with the ongoing redevelopment of adjacent downtown areas.

Late in 1982, the International Hospitality Group of Columbia, Maryland started conversion of a former Minit Garage at Calvert and Lombard Streets into a luxury hotel of approximately 190 executive suites. Known as The Brookshire, the hotel opened in the spring of 1984. Meyers and D'Aleo of Baltimore are the architects.

In the 200 block of East Lombard Street, recycling of existing buildings includes the Jewelers Building, the home office building and a new addition for Herget and Company, and a new office for First American Bank.

Nearby, construction was completed in 1987 of the Redwood Tower, a 210,000 square foot office building developed by W. Scott Toombs of New Canaan, Conn. and L.F. Property Investment Company. The 16-story glass and steel structure has been built in the air space above the Edison Garage on Water Street and the Vickers Building at 225 E. Redwood Street which was built soon after the Baltimore fire of 1904. Architect for the building is RTKL, Inc. of Baltimore.
A new headquarters building for the Signet Bank has been completed at St. Paul and Baltimore Streets by the Trammel Crow/Union Bank Limited Partnership. RTKL, Inc. of Baltimore are architects for the 375,000 square foot office building, which contains retail space and a 225-car garage. It was completed in the spring of 1986.

A new office building at St. Paul and Baltimore Streets, known as 6 St. Paul Centre, was completed in 1986. The structure contains 390,000 square feet of office space, with some retail space and parking for 80 cars. The Hillier Group of Princeton, New Jersey are architects for the project.

The first phase of St. Paul Plaza, a 950 space garage, located at the corner of St. Paul and Lexington Street, opened in June 1986. Developer is David Kornblatt of Baltimore. Donald W. Coupard of Rockville, Maryland, is architect for the structure. The second phase, a 260,000 square foot office building, will be completed in 1989.

A new headquarters building for the Bank of Baltimore is located at Baltimore and Calvert Streets will open in the summer of 1989. Developers of the 330,000 square foot structure, which contains parking for 246 cars, are Calvert Baltimore Ltd. RTKL Inc. of Baltimore are the architects.

Selection of Developers

Developers are selected in accordance with their ability to fulfill the City's basic objective for the Inner Harbor project. Developers are normally selected by competitive methods unless one developer offers some benefit to the City which no other developer can provide. In all cases, the selection process involves detailed consideration of each developer and his qualifications and the character of the development proposed.

Interested individuals should direct their inquiries to:

Charles Center-Inner Harbor Management, Inc.
1444 World Trade Center
Baltimore, Maryland 21202
(301) 837-0862

April/1989
FACT SHEET

Baltimore's Inner Harbor
Shoreline Attractions

BALTIMORE CITY
KURT L. SCHMOKE, MAYOR
DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
CHARLES CENTER - INNER HARBOR MANAGEMENT, INC.
KEY TO THE INNER HARBOR SHORELINE ATTRACTIONS

1. Aquarium
2. Ceremonial Landing, Skipjack MINNIE V
3. Chart House Restaurant
4. Christ Church Harbor Apartments
5. Constellation Dock U.S. FRIGATE CONSTELLATION
   Harbor Tours & Excursions
   Cruise Boat Landing
6. Constellation Place & Shops
7. Federal Hill
8. Finger Plaza
9. Gallery at Harborplace
10. Harborplace
11. Harbor Court Hotel, Apartments & Shops
12. Harrison’s Pier 5
13. Hyatt Regency Hotel & Restaurant
14. Inner Harbor Carousel
15. Inner Harbor Flower Garden
16. Inner Harbor Marina & Rusty Scupper Restaurant
17. International Pavilion & Play Sculpture
18. McCormick & Company
19. McKeldin Square
20. Maritime Museum, Submarine TORSK
    & Lightship CHESAPEAKE
21. Maryland Science Center & IMAX Theatre
22. Pier 5 Concert Pavilion
23. Power Plant
24. President Street Station
25. Promenade
26. Public Wharf (Visiting Ships)
27. Public Works Museum & Streetscape
28. Rash Field
29. Scarlett Place
30. Small Boat Rentals
31. World Trade Center & Observation Deck

+ Water Taxi
P Public Parking
PUBLIC SHORELINE ATTRACTIONS

Baltimore's Inner Harbor

Baltimore was founded in 1729 along the shores of the historic Inner Harbor, which soon became a major center of maritime commerce. Today, 240 acres surrounding the harbor basin are being redeveloped by the city to establish the Inner Harbor as a dramatic gateway to the Central Business District.

A basic concept of the Plan is the return of the shoreline to public use. In planning the transformation of the shoreline, prime consideration has been given to providing land on the water's edge for recreational, educational and cultural facilities serving the leisure-time enjoyment of the citizens of Baltimore and visitors to the area. 6,500 public and private parking spaces ("P" on the plan) are being provided in the area shown on the attached key to the shoreline attractions.

On the following pages are outlined various shoreline and maritime activities which either have been developed or are in the process of development.

(The paragraphs are lettered to correspond to the key plan on the preceding page.)

1. AQUARIUM. The National Aquarium in Baltimore, designed by the Cambridge Seven Associates, architects for the New England Aquarium in Boston, is located on Pier 3, Pratt Street. Opened in August 1981, it is an audio-visual experience of the world of water, featuring over 5,000 marine creatures, sharks and seals, as well as a tropical rain forest. A 300-seat auditorium is used for lectures and audio-visual presentations. In March 1987, ground was broken on Pier 4 for a new Marine Mammal complex scheduled for completion in the spring of 1990.

2. CEREMONIAL LANDING. Located west of Constellation Dock is a broad flat stair bordering the water's edge, permitting ceremonial barges and other vessels to pick up and discharge officials and their parties. It is the scene of various symbolic ceremonies, where an audience can assemble in boats as well as on the scene.

MINNIE V This restored 1906 oyster-dredging Chesapeake Bay skipjack is available for tours from May through September.

The Water Taxi, a small barge which carries people from place to place within the Inner Harbor, may be boarded from the Ceremonial Landing as well as other stops located on the site plan.
3. **Chart House Restaurant.** A first-class steak and seafood restaurant is located in the restored warehouse building adjacent to the Power Plant on Pier 4.

4. **Christ Church Harbor Apartments.** The 290-unit Christ Church Harbor Apartments for the elderly provide a spectacular view of the Inner Harbor development.

5. **Constellation Dock.** Was constructed by the City as the permanent home of the U.S. Frigate Constellation, oldest warship of the U.S. Navy and one of the region's major tourist attractions. Built in Baltimore in 1797, the Constellation is undergoing continuous restoration and serves as a picturesque reminder of Baltimore's maritime tradition. Visitors are welcome aboard daily for a small admission fee.

6. **Constellation Place.** Features a headquarters building for the C & P Telephone Company of Maryland, as well as retail space. An upper level concourse leads through the shopping arcade and connects with the Shoreline by an overpass spanning Light Street. Constellation Place also connects with the concourse level of the Convention Center, located immediately across Charles Street to the west.

7. **Federal Hill.** Once the site of Civil War fortifications, is one of the City’s oldest historic landmarks. Preserved as a public park, it is now a scenic outlook which provides the finest vantage point for viewing the Inner Harbor and all of downtown Baltimore. The hillside also provides natural spectator seating, when large crowds are attracted by events on Rash Field and on the water.

8. **Finger Piers.** Located at the southern end of the Public Wharf, are designated to accommodate commuter craft, charter boats, and other medium-sized visiting craft. There is also a shuttle service aboard the Baltimore Defender and Guardian to Fort McHenry, birthplace of the "Star Spangled Banner" and Baltimore’s foremost tourist attraction.

The *Clipper City*, a replica of an 1854 topsail schooner and the largest Tall Ship licensed to carry passengers in the United States, is available for charter during the pleasant months of the year.

*Lady Maryland.* This 72-foot replica of an 1880 Chesapeake Bay pungy schooner, was completed in the summer of 1986. It is being used by Maryland students as a floating classroom for field trips on bay ecology, American history, and other topics.
9. GALLERY AT HARBORPLACE. A mixed-use project of 1,200,000 square feet, containing a 622 room luxury Stouffers Hotel; 140,000 square feet of upscale retail shops; a headquarters for Legg Mason, investment banking firm, and parking for 1150 cars. The Rouse Company is the developer for the project, which opened in late 1987.

10. HARBORPLACE. The Rouse Company has developed a complex of approximately 135 specialty shops, restaurants, and other consumer attractions in 2 pavilions along the north and west shores of the harbor basin.

11. HARBOR COURT HOTEL, APARTMENTS, AND SHOPS. An exclusive 200-room hotel; 165 luxury condominium apartments; shops; and a parking garage with 900 spaces opened in late summer 1986.

12. HARRISON'S PIER 5. A 70-room inn and maritime complex featuring 350-seat family style restaurant; and a raw bar is under construction on Pier 5. Completion is expected in the summer of 1989.

13. HYATT REGENCY HOTEL. A 500-room luxury convention hotel with parking for 650 cars opened in the fall of 1981. It contains cocktail lounges overlooking the water, night club entertainment, a ballroom, and meeting rooms of varying sizes.

14. INNER HARBOR CAROUSEL. An antique carousel adjacent to the Maryland Science Center provides old-fashioned family entertainment.

15. FLOWER GARDEN. In 1985, the City inaugurated an international flower garden on an acre of land at Rash Field. Planted with shrubs, annuals, and perennials, it blooms from spring through fall. A memorial to the crew of the Pride of Baltimore, who perished at sea in 1986, is the centerpiece of the garden.

16. INNER HARBOR MARINA Has been developed with slips for 158 visiting and locally owned private pleasure boats.

RUSTY SCUPPER RESTAURANT And a fuel pier and parking for 200 cars, complete the services available to boaters.
17. INTERNATIONAL PAVILION AND PLAY SCULPTURE Are on an open-sided shelter with a hugh fireplace. Broad steps provide an inviting spot for viewing the Inner Harbor and for get-togethers of all kinds. Picnic facilities and a sculpture playground are to be found adjacent to the Pavilion. The play equipment consists of sections of trees carved to resemble boats and other natural elements.

18. MCCORMICK BUILDING The Rouse Company purchased the former headquarters of the spice firm and is planning new development for the site.

19. MCKELDIN SQUARE. Serves as the gateway to the Inner Harbor project. A large fountain provides the centerpiece for the area, while trees, shrubs and other greenery provide a parklike setting. Designer of the fountain and square was Thomas A. Todd of Wallace, Roberts, and Todd in Philadelphia. Pedestrian bridges connect the Square to the Inner Harbor shoreline promenade and the Hyatt Regency Hotel.

20. MARITIME MUSEUM. Located temporarily at Pier 3 Pratt Street, consists of two vessels which are open to the public as tourist attractions throughout the year:

Submarine Torsk. Known as the "Galloping Ghost of the Japanese Coast", this submarine sank the last two Japanese warships in World War II.

Lightship Chesapeake. Built in Charleston, S.C. in 1930, the ship has served as a navigation aid off the Delaware and Maryland coasts, as well as a floating environmental study site. It is now de-commissioned but remains fully operational.

21. MARYLAND SCIENCE CENTER. Built in 1976 by the Maryland Academy of Sciences, it features exhibition space, meeting rooms, a science museum, and a 150-seat planetarium. The Academy presents a full schedule of public education and recreational activities for school children and adults.

A new addition to the Science Center, completed in the summer of 1986, includes a harbor-oriented visitor entrance; expanded exhibit space; and improved visitor circulation. A second addition, an IMAX Theatre seating 422, opened in 1987.

22. PIER SIX CONCERT PAVILION. A 2000-seat concert pavilion occupies the southern edge of Pier 6 and is used for summer entertainment.

23. POWER PLANT. At the turn of the century, the Power Plant supplied power for the City's streetcar system and steam to heat and cool downtown office
buildings. When these uses became obsolete, Six Flags of California was selected to recycle the structure. It is presently used for evening entertainment.

24. PRESIDENT STREET STATION. One of the most historic buildings in Baltimore, this was the site of the first bloodshed of the Civil War. The City plans restoration of the station as a museum and tourist attraction.

25. PROMENADE. A wide area for strolling and sitting, paved with brick in the Baltimore tradition, circles the harbor at the water's edge. More than any other facility, the promenade symbolizes the return of the water's edge to use by, and enjoyment of, the public. Along the promenade, small parks and plazas provide opportunities for sculpture, playgrounds, kiosks, vendors and other attractions.

26. PUBLIC WHARF. Stretching along the northern portion of the western bulkhead, it provides a fully equipped working quay where visiting ships can tie up. Frequently large foreign and domestic vessels such as the elegant Tall Ships of Operation Sail hold open house for visitors from ashore.

27. PUBLIC WORKS MUSEUM AND STREETSCAPE. Eastern and East Falls Avenues. Located in the copper-roofed 1912 Eastern Avenue Pumping Station, the museum features exhibits, media presentations, and an art gallery depicting engineering history. The outdoor Streetscape Sculpture demonstrates the inner workings of a City street.

28. RASH FIELD. A prize-winning 6-acre park at the foot of Federal Hill is used for a variety of public activities including concerts, art exhibits, and children's programs.

29. SCARLETT PLACE. A mixed use development containing 146 luxury apartments; a 243-car garage; and 68,000 square feet of office and shops opened early in 1989.

30. SMALL BOAT RENTALS. To the east and west of the World Trade Center, boat rental services featuring sailboats, pedal boats, and electric powered boats, are available for hire.

31. WORLD TRADE CENTER AND OBSERVATION DECK. A keystone of the Inner Harbor Plan, has been developed by the Maryland Port Administration of the State Department of Transportation. The 32-story pentagonal office tower rises 430 feet above the water. The entire 27th floor is devoted to the top of the World Exhibit Center and Public Observation Deck affording a panoramic view of the entire port and the region beyond. Officials and guests may board launches for Port and Harbor tours at the promenade on the water side of the building.


P. PUBLIC PARKING may be found at the sites marked "P" surrounding the harbor basin.

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