



Foster & Florida

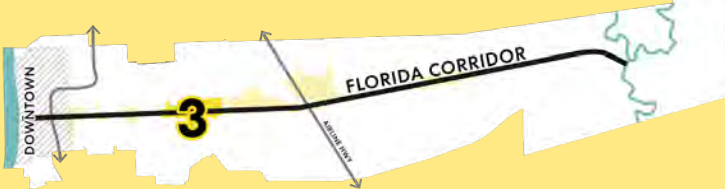
FOSTER & FLORIDA

Ward Creek – Marquette Avenue

Character and Community

Baton Rouge Community College and BREC Headquarters are major anchors in the Foster & Florida Neighborhood Center. In 2023, BRCC enrolled 15,342 students. Although the majority commute to BRCCs various campuses, 53% of students are from East Baton Rouge. Both BRCC and BREC have large green spaces that are visible from Florida Blvd softening the landscape from the driver’s point-of-view. A new community grocer--Rouses Supermarket(corner of Ardenwood and Florida)--opened its doors in 2024 and has become a celebrated new amenity by area residents. One of the few multi-story towers east of I-110 is also in this area, referred to as the Mid City Tower, and is presently under renovation for future office tenants with the potential for ground floor retail.

Neighborhood Center #3: Foster & Florida



Area Character & Destinations



Rouses Market (#5 on Zoning & Assets Map)



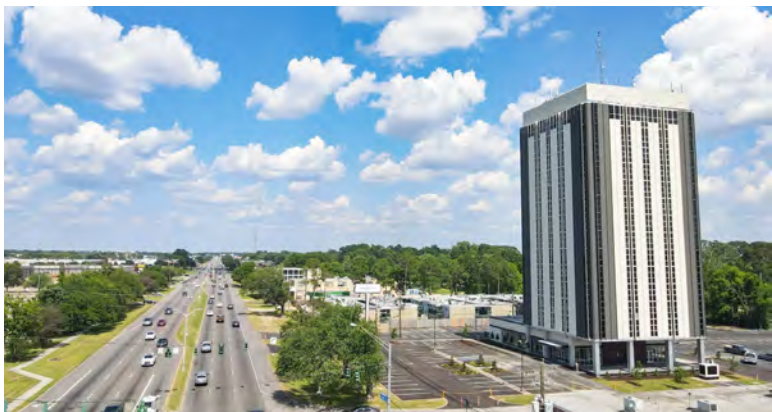
BREC Headquarter (#6 on Zoning & Assets Map)



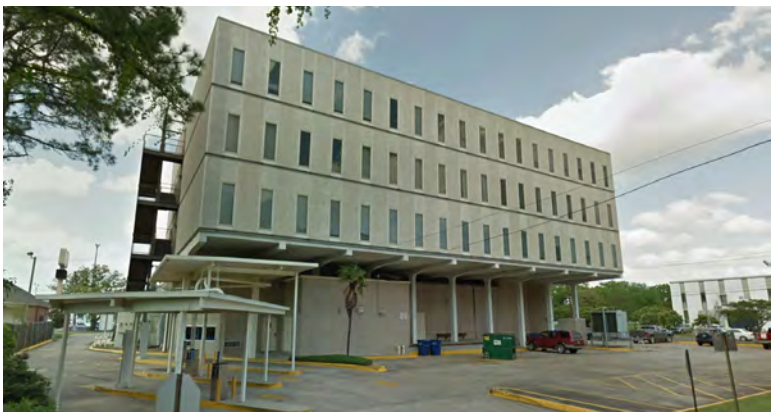
Baton Rouge Community College (#2 on Zoning & Assets Map)



Allied Health Construction (#3 on Zoning & Assets Map)



Mid City Tower (#4 on Zoning & Assets Map)



Louisiana Virtual Charter Academy (#1 on Zoning Assets Map)

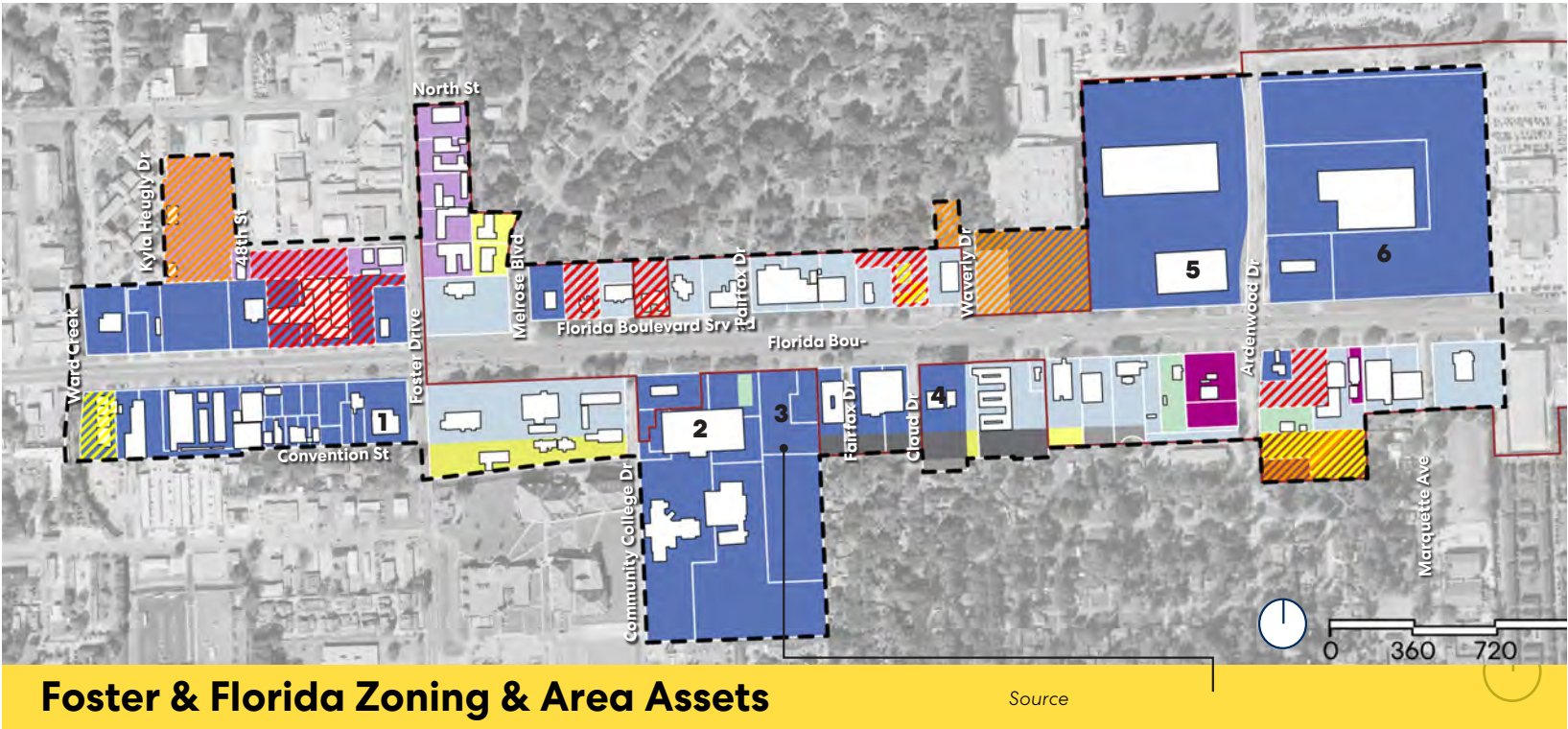
COMMUNITY PERSPECTIVE

Strengths & Challenges

- BRCC’s centrally located and landscaped campus is an asset. BRCC’s growth can spur additional economic development
- BREC’s headquarters is a community asset with large meeting rooms for events and summer camps.
- Thai Pepper and the Piccadilly Cafeteria are local eateries celebrated for their uniqueness in the Baton Rouge food scene, and Rouses Supermarket expanded food options in the area.
- Mid City Tower is a highly visible and unique landmark.
- New housing is planned for the area - D’une Terre will be a 16 lot gated community near Florida Blvd at S. Ardenwood Dr (partially complete by Fall 2024).

Ideas & Needs:

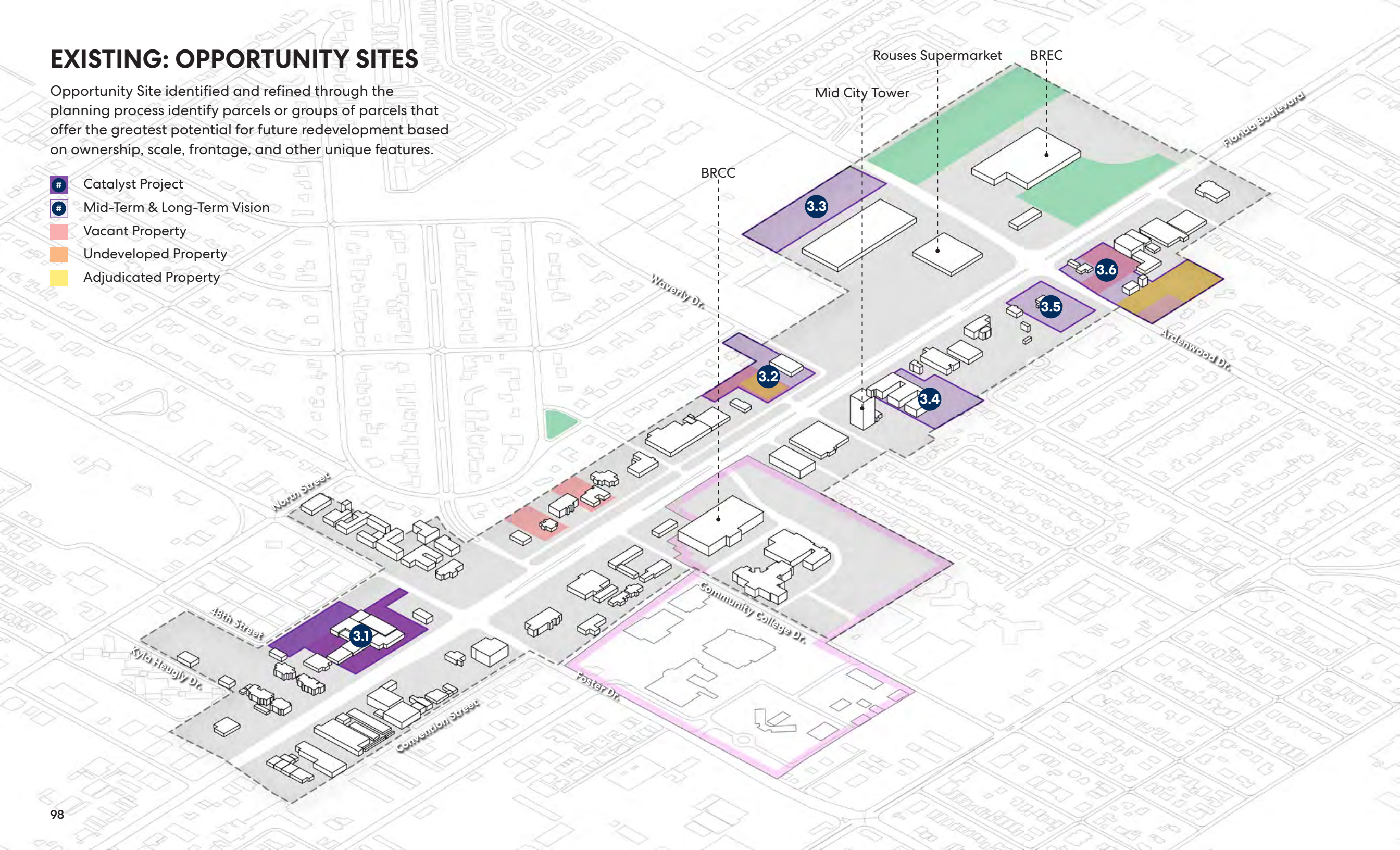
- The CATS Bus route serving BRCC needs safer pedestrian route improvements.
- Commercial / industrial has encroached into Melrose Place neighborhood along Foster Drive. Steel buildings are inconsistent with residential surroundings.
- Need to plan for upcoming growth around this employment center, with workforce housing, commercial amenities, etc.
- Desire to see new retail including food & beverage, sit-down restaurants, with specific mention of a boba tea shop.
- Community would support art studios or a community theater in this area.



EXISTING: OPPORTUNITY SITES

Opportunity Site identified and refined through the planning process identify parcels or groups of parcels that offer the greatest potential for future redevelopment based on ownership, scale, frontage, and other unique features.

- # Catalyst Project
- * Mid-Term & Long-Term Vision
- Vacant Property
- Undeveloped Property
- Adjudicated Property



EXISTING: OPPORTUNITY SITES



3.1 5550 Florida Blvd, LA Resource Center



3.2 5677 Florida Blvd



3.4 5750 Florida Blvd, River Pine Apartments



3.6 6166 Florida Blvd

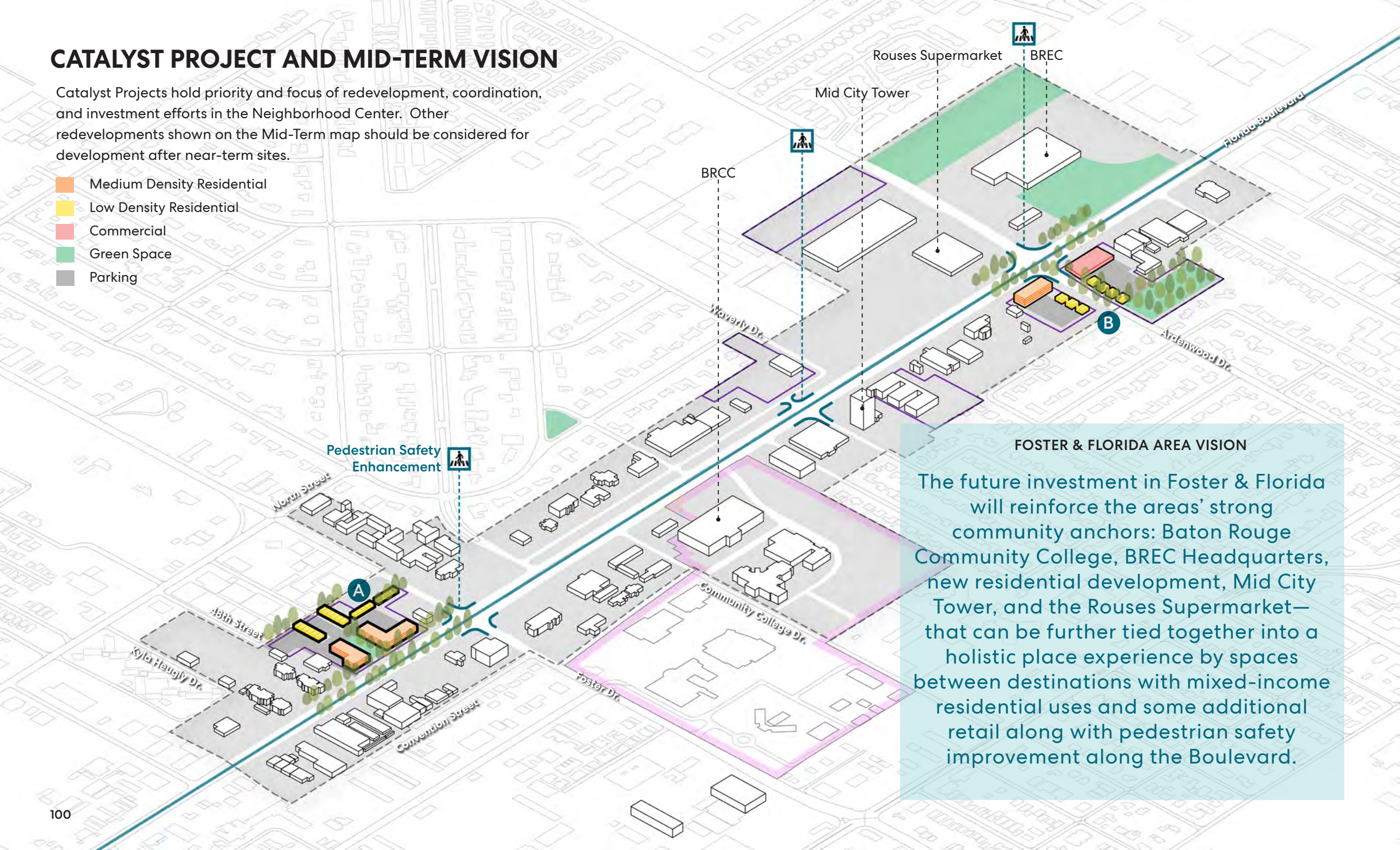
Site	Area (acres)	Parcels (count)	Owner	Description
3.1	4.52	6	Bentbart Tower, LLC	Dilapidated commercial building with surface lots
3.2	2.51	11	multiple	Surface lots with commercial building
3.3	3.28	1	Florida Three, LLC	Vacant lot fronting Ardenwood Dr
3.4	2.75	1	Darren T Price	River Pines Apartments
3.5	1.67	2	M&R Properties Br, LLC	Ponce Imports Car Lot
3.6	4.5	6	multiple	Decommissioned gas station with Taco spot

=assembled area* **Source:

CATALYST PROJECT AND MID-TERM VISION

Catalyst Projects hold priority and focus of redevelopment, coordination, and investment efforts in the Neighborhood Center. Other redevelopments shown on the Mid-Term map should be considered for development after near-term sites.

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking



FOSTER & FLORIDA AREA VISION

The future investment in Foster & Florida will reinforce the areas' strong community anchors: Baton Rouge Community College, BREC Headquarters, new residential development, Mid City Tower, and the Rouses Supermarket—that can be further tied together into a holistic place experience by spaces between destinations with mixed-income residential uses and some additional retail along with pedestrian safety improvement along the Boulevard.

CATALYST PROJECT

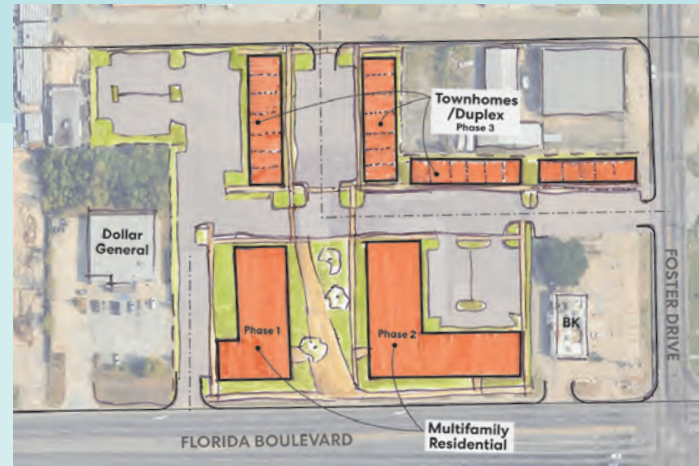


A Catalyst Development: Large Site Redevelopment as Multifamily Housing

This large parcel presents an opportunity to work with a willing developer to build on existing residential development momentum in the nearby area with the Borden Dairy Apartment Complex, currently under construction. Parcels shown are owned by a single owner (Bentbart Tower LLC). The redevelopment opportunity is in between two new retail developments (Dollar General & Burger King). This Catalyst Redevelopment Project is primarily Multifamily Housing in two larger buildings fronting Florida Blvd with a healthy landscaped setback. A small retail establishment, possibly food and beverage, could serve the residents of the building and nearby workers may be suitable as well, activating the ground floor of the building closest to Florida Boulevard. Four Townhome clusters would occupy the rear of the site, with adjacent parking.



Existing



Concept Site Plan



Concept Rendering

MID-TERM CONCEPT



B

Mid-Term Development: Ardenwood Drive Southern Corners

Capitalizing on the celebrated Rouses Supermarket on the northwest corner, BREC offices on the northeast, and D’une Terre (near the southeast corner of Ardenwood and Florida), redevelopment of the southeast and southwest corners of the Ardenwood intersection would fortify this growing node of activity in the Foster & Florida Neighborhood Center. Presently, the southeast corner is vacant and is a higher priority for repositioning.

MARKET GROWTH POTENTIAL

Real Estate Use	Market Capacity	Considerations
Multifamily	High	Market and affordable multifamily can provide additional housing for students and employees of Baton Rouge Community College and add to the residential cluster boosted by Ardendale; investment in Rouses Market makes the area more attractive to future residents and students
Retail	Medium	Affordable ground-floor space for more food/beverage and service-oriented retail could serve college students, surrounding employment, and new Ardendale residents
Office	Low	- The performance of Mid City Tower repositioning can signal if there is opportunity for future office uses in the area - Office space could include small businesses clustering near BRCC or create connection to the nearby McKay Automotive Technology Center and provide workforce opportunities to new Ardendale residents
Hotel	Low	Limited opportunity for hotel market given current context

Source: HR&A

Growth Potential

The presence of Baton Rouge Community College bolsters multifamily and retail potential for the Foster & Florida focus area. Market and affordable multifamily can provide additional housing for students and employees of Baton Rouge Community College and add to the residential cluster boosted by Ardendale. Affordable ground-floor space for more food and beverage and service-oriented retail could serve college students, surrounding employees, and new Ardendale residents. The parcels east of Foster Dr fall within the Cortana Corridor Economic Development District, offering unique access to incentives and funding for acquisition in this area.

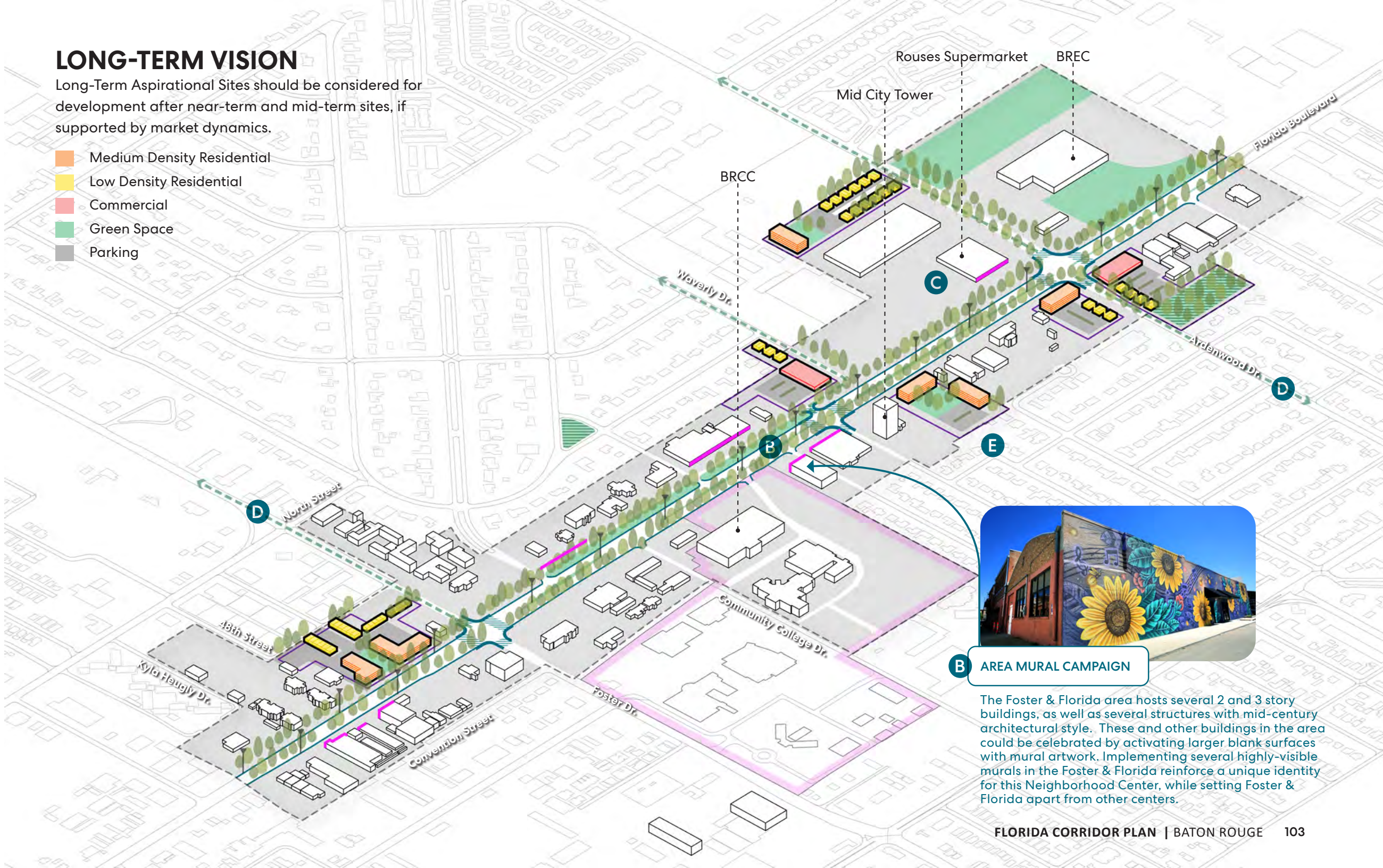
Other Considerations

There are several proposed bicycle improvements for the Foster & Florida neighborhood center. The City of Baton Rouge received a Transportation Alternatives Program (TAP) grant from DOTD for a shared use path on Community College Dr from Florida Blvd to Government Street. This is in addition to multiple improvements proposed through the Pedestrian and Bicycle Master Plan. The plan proposes an off-street trail on North St on the west edge of the neighborhood center, as well as an off-street trail starting at S Foster Dr and traveling through the Baton Rouge Community College campus to S Fairfax Dr and Florida Boulevard. The plan also proposes an unprotected on-street bike lane on S Foster Dr, as well as bike boulevards crossing Florida Blvd at Cloud Dr and S Ardenwood Dr. The bike facility on S Ardenwood Dr continues across Florida as an on-street protected bike lane on N Ardenwood Dr. The plan proposes an off-street sidepath on Florida Blvd heading east into the Bon Carre neighborhood center.

LONG-TERM VISION

Long-Term Aspirational Sites should be considered for development after near-term and mid-term sites, if supported by market dynamics.

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking



B AREA MURAL CAMPAIGN

The Foster & Florida area hosts several 2 and 3 story buildings, as well as several structures with mid-century architectural style. These and other buildings in the area could be celebrated by activating larger blank surfaces with mural artwork. Implementing several highly-visible murals in the Foster & Florida reinforce a unique identity for this Neighborhood Center, while setting Foster & Florida apart from other centers.

PLACEMAKING & ACTIVATION

Not all area improvements require wholesale redevelopment. Lighter touch or smaller scale improvements can make a big impact in terms of quality improvements and perceived safety.

C



Rouse’s Pop-Up Community Amenity

Expanded outdoor picnic area or temporary pickleball courts would further activate the Rouse’s parking lot. Rouse’s ownership is open to future events, programming, and activation around their building.

Temporary Picnic Area at Garema Place, 2017

D



Side Street Traffic Calming

As an Urban Principal LADOTD Arterial, the Florida Corridor is subject to minimum design standards that govern the speed limits and design of the roadway. Intersecting streets where the Parish has more design and policy flexibility are key opportunities to enhance safety and improve connections to future investments in BRT and better walking and biking infrastructure. Side-street traffic calming uses measures like speed bumps or chicanes to reduce vehicle speeds and enhance pedestrian safety.

Denning Drive - Photo y Beth Cassab, Winter Park Voice



Colorful Crosswalks

Crosswalk markings on side-street crossings and across driveways along the Florida Corridor add color and vibrancy to the streetscape and increase visibility of pedestrian pathways.

Chapel Hill, NC Community Arts & Culture Program Crosswalk

DEVELOPMENT CONCEPTS



Future development concepts provide precedent projects from other places that relate or respond to the growth potential in each Neighborhood Center. Future development concepts provide precedent projects from other places that relate or respond to the growth potential in each Neighborhood Center. These concepts may be a relevant consideration for several Opportunities Sites over the long term.

E

Creating strong connections to the BRCC Campus: New and infill development should consider the anchor institution present in this area, BRCC. As possible, integrate use, pathways, and access enhancements to ensure the campus is open and and welcoming to the public and activity on campus can generate foot traffic to surrounding businesses.



George A. Weygand Hall, Bridgewater State University, Bridgewater, Massachusetts

This project negotiates the transition from transportation infrastructure to academic and social space.



Mohawk College David Braley Athletic and Recreation Centre, Hamilton, Ontario ,CA

The facility faces a newly defined outdoor plaza and is distinguished along this edge by a dramatic floor-to-ceiling glass wall extending around the upper-level fitness center and across an integrated bridge connected to the student life building.