



Mid City

MID CITY

N 22nd St – Park Hills Drive

Character and Community

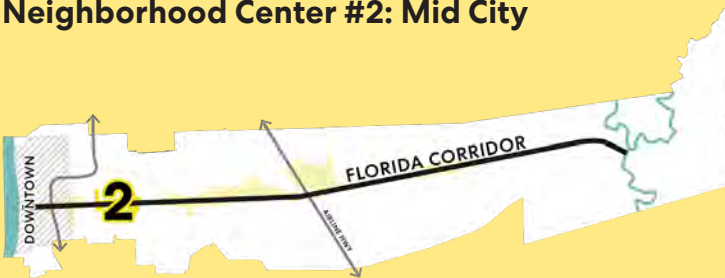
The Mid City Neighborhood Center is anchored by Baton Rouge General Medical Center - Mid City (BRGMC). Several other medical facilities along the corridor support the functions of BRGMC.

Past planning efforts -- including the Mid City Medical Corridor plan -- have fallen short of implementation, but reinforce the need for coordinated improvements in the Mid City area. Partners are raising \$16M to match private commitments in order to acquire land within the corridor; plan, develop and construct new roadways intersections at Florida Boulevard & Acadian Thruway, new parks and green space, and a new park facility; new health and wellness facilities; operations and maintenance of the MCMC; and a master plan to continue the promise of the MCMC as a signature project down Florida Boulevard.

The Baton Rouge Area Foundation and partners have raised over \$1,000,000 to redevelop this section of the Florida Corridor in Mid City. Partners include BREC, the Baton Rouge General Mid City, and area businesses.

Kernan Avenue Park is near the center of this focus area. Improvements are necessary to maintain the existing building and park space.

Neighborhood Center #2: Mid City



Area Character & Destinations



CATS Terminal (#2 on Zoning & Assets Map)



Sacred Hearts Catholic Church (#1 on Zoning & Assets Map)



CareSouth Facility (#6 on Zoning & Assets Map)



Baton Rouge General Hospital-Mid City (#10 on Zoning & Assets Map)



The Bridge Center for Hope (#11 on Zoning & Assets Map)

“After working with community leaders to launch the Bridge Center for Hope, [The Baton Rouge Area Foundation] began conversations with pillars of the nearby community. In a small corridor along Florida Boulevard, you will find an underutilized park, a thriving community health center, a hospital bustling since reopening its emergency room, and local private investors itching to redevelop.”

COMMUNITY PERSPECTIVE

Strengths & Challenges

- Baton Rouge General Hospital & Emergency Facility, and other medical offices and clinics in the vicinity are area assets.
- CATS transit terminal is a hub for East Baton Rouge's public transit.
- There are essential community-serving churches and schools in Mid City.
- The Red Dragon listening room is a cultural and entertainment asset.

Ideas & Needs:

- Need for enhanced pedestrian crossing of Florida at 22nd Street – the CATS terminal.
- Desire for additional food and beverage vendors in this area.
- Consider expanding Kernan Park improvements to include a community center and/or small library or swimming pool to serve neighborhood kids.

Existing Assets

1. Sacred Heart Catholic Church
2. CATS Terminal
3. Patient Plus Urgent Care-Mid City
4. DaVita Mid City Dialysis
5. City of Baton Rouge Fire Station 1
6. Plank Market & Deli 2
7. Care South Facility
8. Care South Facility
9. Care South Pediatrics & WIC
10. Baton Rouge General-Mid City
11. The Bridge Center for Hope



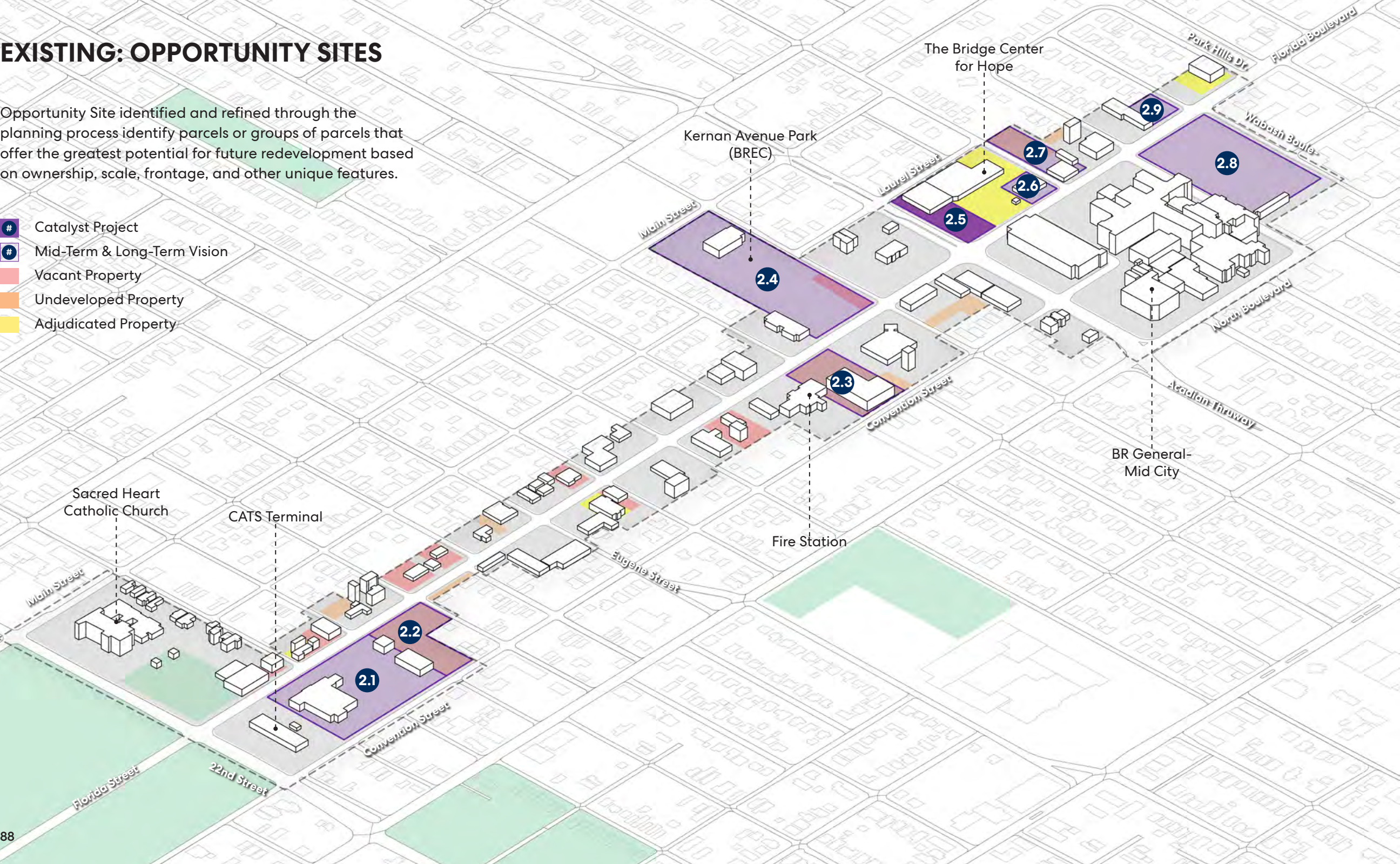
Existing Zoning

- C1 - Light Commercial
- C2 - Heavy Commercial
- M1 - Light Industrial
- A3.1 - Limited Residential
- C-AB-1 - Commercial Alcoholic Bev
- Vacant Property
- Undeveloped Property
- Adjudicated Property

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



2.1 2201 Convention Street



2.4 333 Kernan Ave, Kernan Park



2.5 358 N Acadian Thrwy



2.8 3600 Florida Blvd

Site	Area (acres)	Parcels (count)	Owner	Description
2.1	5.51	1	State of LA and Dept. of Highways	CATS Terminal Site
2.2	1.79	2	Charles Chenier	Vacant parcels around a home
2.3	1.44	1	Capitol City Family Health Center	Vacant parcels with surface lot near Florida Blvd
2.4	4.41	11	multiple	Kernan Park
2.5	0.93	12	Bentbart II, LLC	Vacant Commercial building and surface lot
2.6	0.35	4	Dai V Nguyen	General Auto Repair
2.7	0.79	10	Clean Ride, LLC	Commercial building with vacant parcels along Saguato
2.8	3.45	28	Baton Rouge General Medical Center	BR General Hospital Parking Lot
2.9	0.33	3	General Health System	Vacant surface lots

=assembled area* **Source:

MARKET GROWTH POTENTIAL



Real Estate Use	Market Capacity	Considerations
Multifamily	High	- Housing—both market and affordable—should be a priority to enhance transit-oriented development (TOD) around the CATS Terminal - Senior housing or assisted living could complement health campus presence
Retail	Medium	Development of more multifamily will generate additional retail demand from new residents along the Mid City corridor, which can also support the healthcare workforce and visitors
Office	Medium	- Medical office space could be incorporated in mixed-use buildings, specifically targeted towards supplementing the existing health district - There is an opportunity for colleges/universities to locate in healthcare district for workforce development programs
Hotel	Low	Focus area could capitalize on anchor Baton Rouge General Hospital to attract hotel in the future

Source: HR&A

Growth Potential

Baton Rouge General and CareSouth provide an opportunity to expand medical office space and multifamily housing in Mid City. Development priority should favor transit-oriented development (TOD) centered around the planned BRT station. Building on its existing strong employment center and healthcare anchors, Mid City can capitalize on transit proximity to support more multifamily development for healthcare workers. Both market and affordable housing should be a priority to enhance transit-oriented development around the CATS Bus Terminal. Senior and assisted living could

complement the medical center campus. There is also an opportunity for new retail to support these new residents and workers. Medical office space could be incorporated in mixed-use buildings to meet the needs of the medical anchors, and there may be an opportunity for area colleges/universities to expand their workforce development programs.

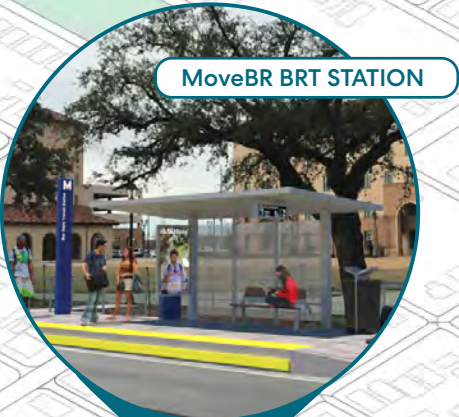
Other Considerations

Mid City is a hot spot for vehicular crashes. Further investment in pedestrian and bike safety infrastructure, particularly along pathways to the area healthcare facilities, is essential. Vacant and under-developed parcels are interspersed throughout the district further contributing to a lack of a ‘sense of place.’ Infill of smaller parcels will need attention in the future. In addition to bike and pedestrian safety improvements through MOVEBR, there is a proposed on-street protected bike lane for Acadian Thruway.

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
- Institutional



MoveBR BRT STATION

Pedestrian Safety Enhancement

The Bridge Center for Hope

BR General-Mid City

Fire Station

Mid City AREA VISION

The Mid City area embraces the values of health and wellness promoted by the local anchor institution Baton Rouge General Hospital, CareSouth, and other area healthcare providers. A range of walk-to-work housing opportunities for healthcare workers are coupled with supporting amenities and retail uses, new medical offices, and greenspaces for all to enjoy.

CATALYST PROJECT



A

Catalyst Project: Acadian Thruway Corner

Investment in the parcels surrounding the Bridge Center including new retail, greenspace, and affordable residential across Seguro Drive (east). Improvements would activate the corner at Acadian Thruway and Florida Blvd with a new retail and cafe space that would serve as a “3rd Place” for the surrounding community. A renovation to the rear retail space directly adjacent to the Bridge Center could be occupied in partnership with the Bridge Center. Programmatic concepts would be contingent on Bridge Center participation and partnership opportunities, but could reinforce or expand Bridge Center services to incorporate recovery through employment approaches with a retail component. The parcel edges fronting Florida on both sides of Acadian Thruway could support an enhanced pedestrian pathway connecting to Kernan Park. Future redevelopment could include a green space. Additional housing should be considered to support development economics for the catalyst project.



Concept Site Plan



Concept Rendering



Existing

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
- Institutional



ART PROGRAM FOR BRT STATIONS

Further enhance BRT Station design with art installations, murals, or artistic elements in the form of lighting, structure, benches, bike parking, or trash receptacle design.

Ogden Utah BRT Station Public Artwork Project. Photo: City of Ogden

Sacred Heart Catholic Church

CATS Terminal

Fire Station

The Bridge Center for Hope

BR General-Mid City

BANNERS & LIGHTING

Enhanced lighting along pedestrian pathways along and within the BRGMC campus. Banner signage and wayfinding elements would bring color and visual interest into the streetscape, and could identify BRGMC, partners, and the Mid City Baton Rouge Cultural District (I-110 to Foster).

CAMPUS WAYFINDING

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.

D Development Opportunity – Mixed-Use Multimodal Center & Mobility Hub: (2201 Convention Street) When the CATS Terminal Maintenance Facility is relocated elsewhere, this site can be redeveloped into an equitable transit-oriented development with mixed-income housing next to the bus/ BRT terminal and across from Sacred Heart Catholic Church.



Neighborhood Mobility Hub
Mobility hubs are access points that offer seamless transit and multimodal connections with features like transit bays, bikeshare, and carshare.

The Florida Corridor is an important gateway to the Baton Rouge transit system connecting riders to North-South routes, the future Plank-Nicholson BRT, and future passenger rail service to New Orleans. Implementing mobility hubs in key locations would improve the experience riding transit and enhance multi-modal transportation options making it easier to walk, bike, or take transit. With the redevelopment of the CATS and Greyhound terminals in Mid City, there is an opportunity to re-envision a modern Mid City mobility hub where riders can easily access a host of transit options, bikeshare, and vendors like food trucks with weather protection and green space to improve the experience while waiting. *Another opportunity for a mobility hub is the Cortana Transit Center adjacent to both Walmart and Amazon, key commercial and employment hubs.*

E Development Opportunity – Enhanced Community Space: Establishing a partnership with BREC and CareSouth , pursue improvements to Kernan Avenue Park to tie into planned Community Center improvements. Consider expanding CareSouth’s facility fronting Florida Boulevard



Emancipation Park, Houston, TX

Houston’s oldest park, originally the sole park accessible to African Americans, has undergone renovation. The project includes revitalized landscapes and playgrounds, the re-purposing of historic buildings, and the addition of a new plaza



Northtown Library and Apartments, Chicago, IL

A new type of community amenity that combines a library with affordable housing for seniors.

F Development Opportunity – Medical Office Mixed-Use: Building a medical office building/clinic adjacent to the hospital with a structured parking ramp to the south.