



Bon Carre

BON CARRE

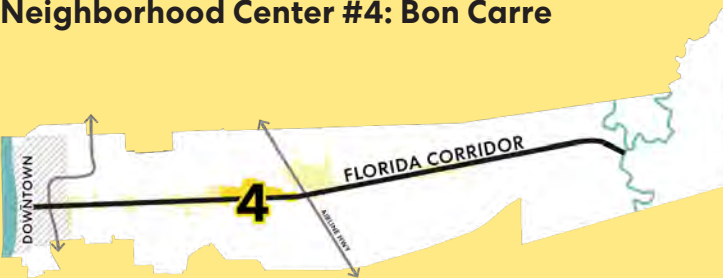
Marquette Avenue – Airline Highway (US

Character and Community

The Bon Carre Neighborhood Center falls completely within the Cortana Corridor Economic Development District. This section of the corridor is anchored by Bon Carre, the retail center-turned-office park occupying a large and visible site. Although Bon Carre is the major anchor in this focus area, it is not fully tenanted, and the new owners have not established a masterplan for the property as a whole. The redeveloped former mall has the largest building footprint and collection of parcels in the area. There are several vacant parcels long the west side of Bon Carre.

There are several restaurants lining the south side of the Florida Corridor, and several nearby community destinations. Liberty Lagoon Water Park (111 Lobdell Ave) and Independence Park, Library and Theater (7711 Goodwood Blvd) are major community destinations in the nearby area to the south of Florida Boulevard. The East Baton Rouge Career and Technical Education Center and BRCC Automotive Tech Center are nearby to the north of Florida Blvd, accessed via Lobdell Boulevard. There is an opportunity to enhance connections to these surrounding neighborhood assets.

Neighborhood Center #4: Bon Carre



Area Character & Destinations



Bon Carre (#3 on Zoning & Assets Map)



A.C. Lewis YMCA (Temp) (#1 on Zoning & Assets Map)



Kased's International Halal Market (#8 on Zoning & Assets Map)



BASIS Baton Rouge Primary Mid City Campus (#7 on Zoning & Assets Map)



Texas Club (#2 on Zoning & Assets Map)



Collegiate Baton Rouge High School (#9 on Zoning & Assets Map)

COMMUNITY PERSPECTIVE

Strengths & Challenges

- BREC's Liberty Lagoon is water park in the parish; very heavily used during the summer.
- La Morenita Latin grocery, Podnuh's BBQ, Clegg Nursery, and Cullen Babyland are unique retailers and favorites of the community. Theater Baton Rouge and the YMCA are community assets. (Note this is a temporary YMCA location. It will return to S Foster Drive.)
- North of the neighborhood center is the "Renoir Cultural District."
- The Texas Club is a popular entertainment venue having a long history here.

Ideas & Needs:

- Need for a plan for growth around this Bon Carre employment center, with workforce housing, commercial amenities, etc.
- Desire retail food & beverage vendors, and a grocery or supermarket. Food Truck Spaces with monthly meet-ups could be a benefit to the community.
- Desire for additional community-centered entertainment venues in the area.
- Area charter schools could benefit from shared ballfields on a large currently vacant tract.

Existing Assets

1. A.C. Lewis YMCA (Temp)
2. Texas Club
3. Bon Carre
4. Podnuh's BBQ
5. Capital park Bar & Grill
6. PoBoy USA
7. BASIS Baton Rouge Primary-Mid City
8. Kased's International Halal Market
9. Collegiate Baton Rouge (high-school)



Existing Zoning

- C1 - Light Commercial
- C2 - Heavy Commercial
- M1 - Light Industrial
- LC2 - Light Commercial 2
- LC3 - Light Commercial 3
- C-AB-1/2 - Commercial Alcoholic Bev
- A4 - General Residential
- HC1 - Heavy Commercial 1
- Vacant Property
- Undeveloped Property
- Adjudicated Property
- CCEDD Boundary

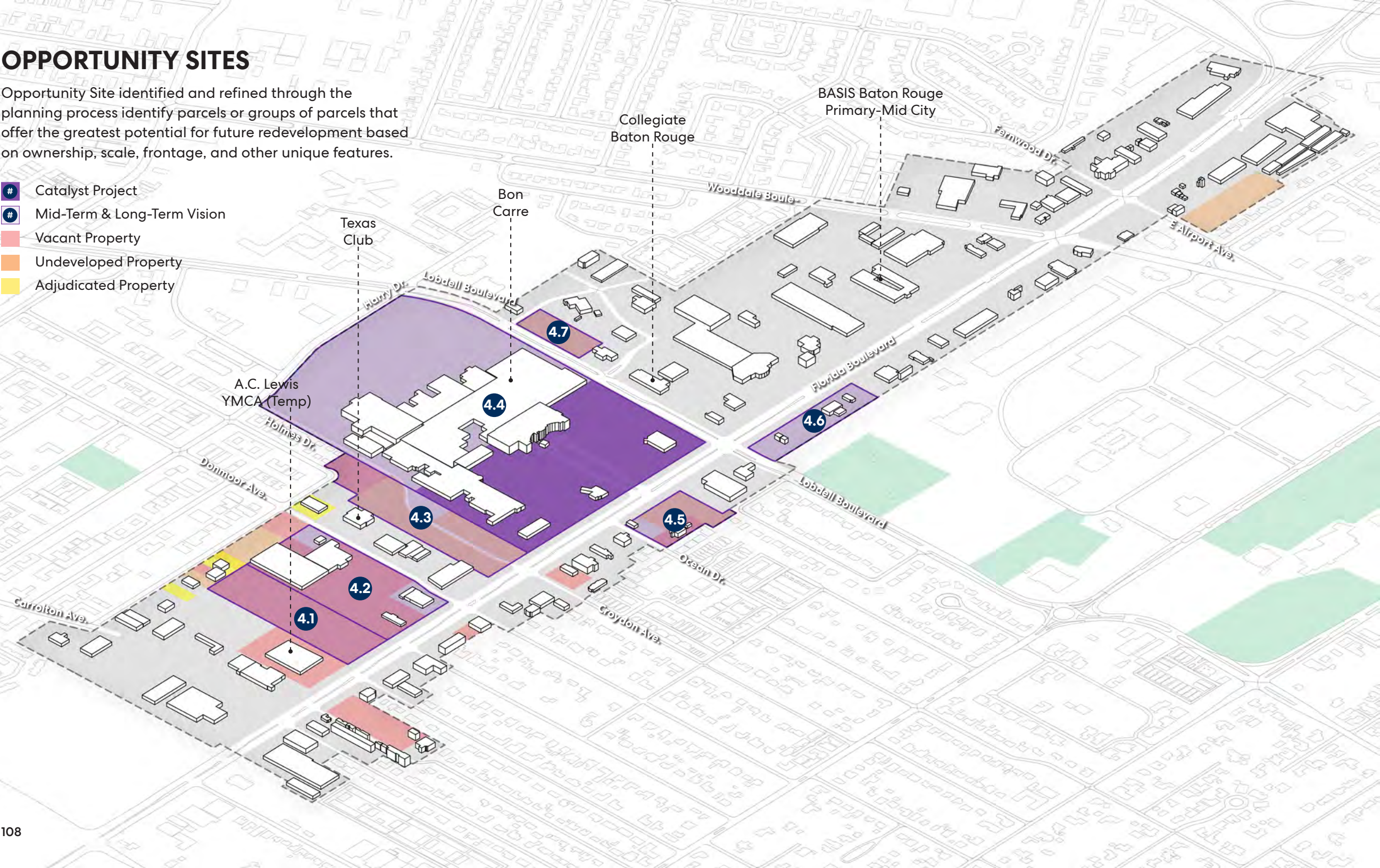
Bon Carre Zoning & Area Assets

Source

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



4.1 6815 Florida Blvd



4.2 6989 Florida Blvd



4.4 7300 Florida Blvd



4.7 626 Lobdell Blvd

Site	Area (acres)	Parcels (count)	Owner	Description
4.1	6.86	1	Our Lady of the Lake Hospital, INC	Apartments under construction
4.2	10.9	3	multiple	
4.3	7	5	BCBC Land, LLC	Vacant parcels along Holmes Dr
4.4	45.91	9	multiple	Bon Carre Business Center
4.5	3.06	4	multiple	Vacant parcels and surface lot
4.6	3.42	9	multiple	Collection of small business and surface lot
4.7	4.59	4	multiple	Vacant parcels along Lobdell Blvd

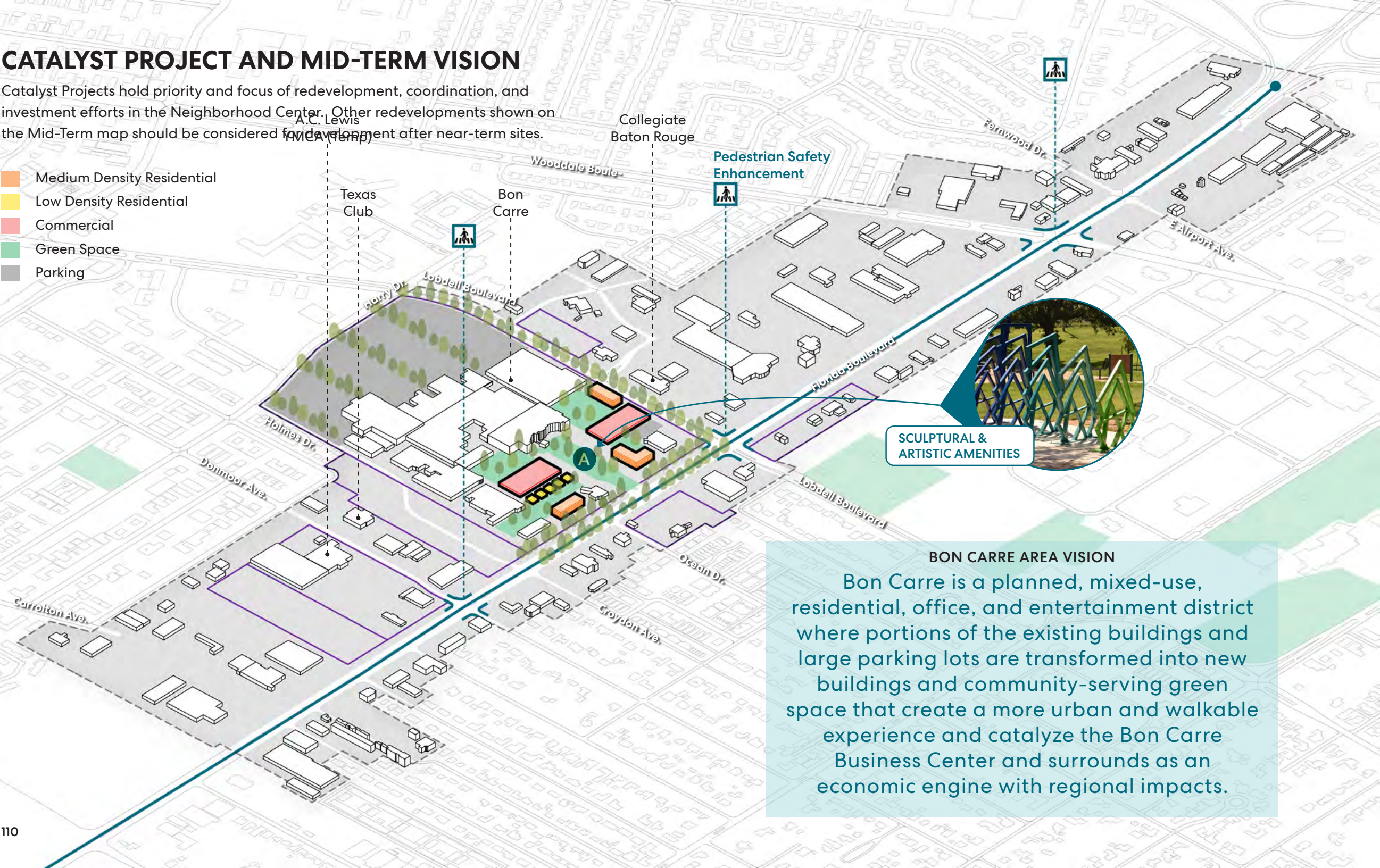
**=assembled area*

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



SCULPTURAL & ARTISTIC AMENITIES

BON CARRE AREA VISION

Bon Carre is a planned, mixed-use, residential, office, and entertainment district where portions of the existing buildings and large parking lots are transformed into new buildings and community-serving green space that create a more urban and walkable experience and catalyze the Bon Carre Business Center and surrounds as an economic engine with regional impacts.

CATALYST PROJECT



A Activate the Bon Carre Campus Edge

Activate and renovate Bon Carre, drawing in new companies, industries, and public or institutional partners. Implement high-visibility grounds improvements along the Bon Carre Business Center campus edge fronting Florida Boulevard Consider pedestrian scale lighting, uplighting on heritage trees on the property, sculptural bike parking, and bold wayfinding. Challenges include the size of the site (very large, at 46 acres) and engaging the existing owner in master planning for the area. Acquisition of lots fronting Florida Boulevard.



Street Trees & Night Lighting

Street trees enhance large roadways by providing shade, reducing heat and noise pollution, and improving air quality. Bon Carre’s frontage has existing trees. Colorful uplighting of mature trees can bring impactful activation to Florida frontage.

MARKET GROWTH POTENTIAL



Real Estate Use	Market Capacity	Considerations
Multifamily	Medium	Many 2-story apartment complexes exist directly behind Bon Carre. In the longer term, adding multifamily on site at Bon Carre could help activate the property and make it more attractive for additional office tenants
Retail	Medium	- While supported by a few restaurants already, there is potential for a stronger food & beverage concentration to support employees in Bon Carre and visitors to Texas Club and Theatre Baton Rouge - Opportunity to support small business and entrepreneurship by developing small, flexible office space and providing institutional programming - Need for large anchor tenant and/or public or institutional investors to drive further private interest
Office	Low/Medium	
Hotel	Low	Limited opportunity in near term for hotel market given current context and anchors

Source: HR&A

Growth Potential

A large anchor tenant or investment from a public or institutional partner could drive further private interest in Bon Carre and surrounding vacant sites. There is an opportunity to expand small, flexible office space offerings to support small businesses and entrepreneurs. Adding multifamily development could help activate the property and make it more attractive for future office tenants. The wide lanes and deep building setbacks typify this suburban and auto-oriented portion of the Corridor and hinder the coherence of a central destination. Infill development at Bon Carre that activates the frontage along Florida Blvd could catalyze Bon Carre’s place as the central nucleus of this neighborhood center. Reimagining the next chapter of the Bon Carre (formerly Bon Marche) site is the key to unlocking the regional impact of this neighborhood center.

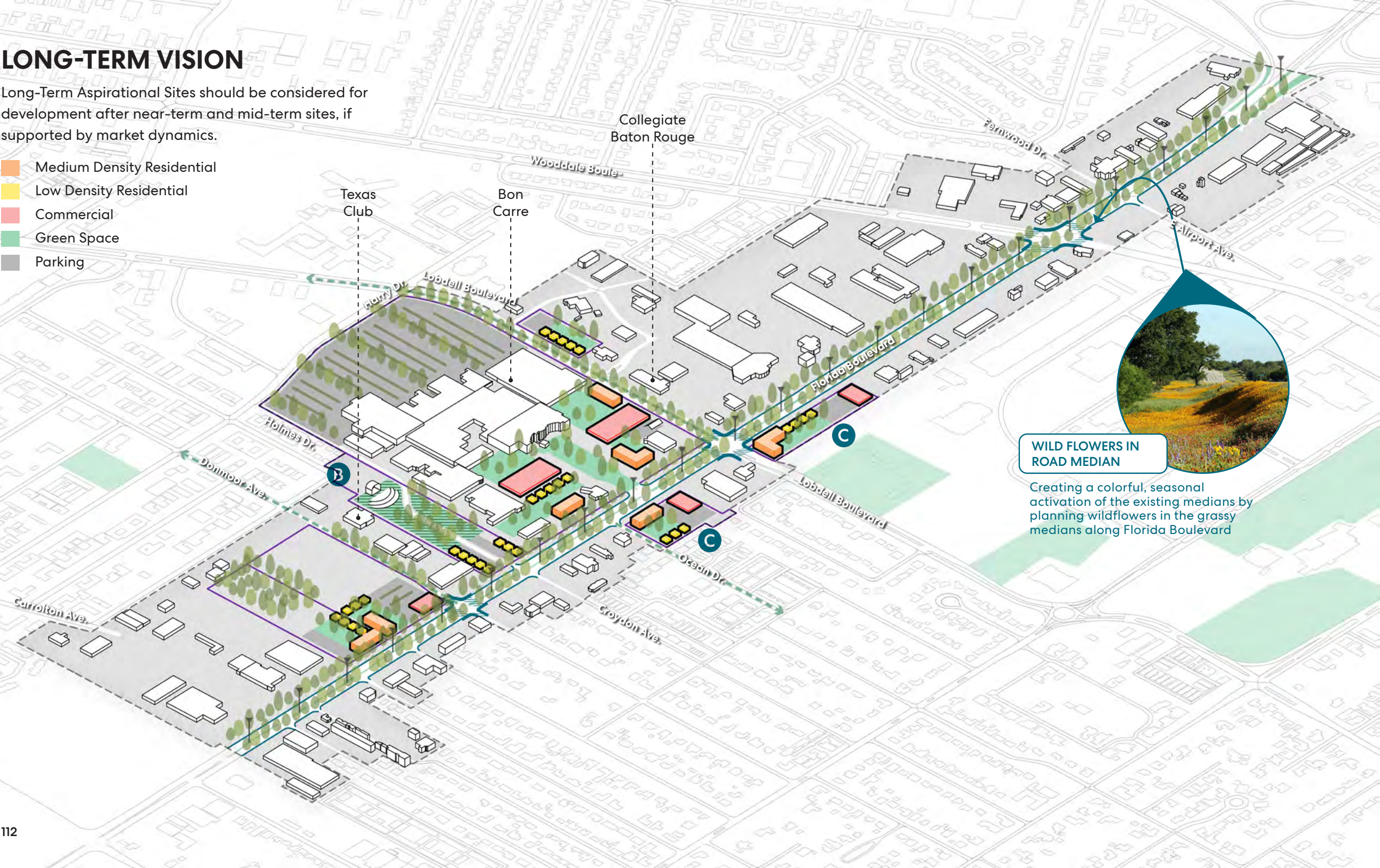
Other Considerations

There are multiple proposed bike lane facilities that run through this neighborhood center from the Bicycle and Pedestrian Master Plan. The sidepath beginning in the Foster & Florida neighborhood center at S Fairfax Dr travels along Florida Blvd and continues right on S Wooddale Blvd, continuing on E Airport Ave to Independence Park. The plan also proposes a multi-use path on Lobdell Blvd starting at Choctaw Dr, crossing Florida Blvd and also ending at Independence Park. North on Wooddale Blvd, the plan proposes an on-street protected bike lane connecting with the sidepath on Florida Blvd and ending at Jones Creek, where there is a proposed off-street trail heading eaStreet

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



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. Placemaking and programmatic initiatives offer opportunities to increase activity in public spaces and place and respond to community needs before private development picks up.

- B Texas Club - Outdoor Concert Space:** The Texas Club is an institution in Baton Rouge. Work with the owner to expand programming into an outdoor space adjacent to the building, beginning with events and exploring creation of a permanent outdoor concert space. Parcels adjacent to Texas Club are all vacant or underutilized and controlled by a single owner, BCBC Land, LLC.



The Texas Club Indoor Venue

The Texas Club (456 N Donmoor Ave) is an active live music venue currently booking shows in their indoor event space.

Photo: Texas Club website



Parking Lot Venue

Outdoor space for live music with picnic tables or lawn chair seating.

Outdoor music venue,
Meanwhile Brewery Austin, TX

DEVELOPMENT CONCEPTS



- C Small- and Medium-scale infill Sites:** The existing peripheral and underutilized parking lots of the Bon Carre can be transformed into a mix of entertainment-focused commercial, and residential living. Many 2-story apartment complexes exist directly behind Bon Carre. In the longer term, adding multifamily on site at Bon Carre could help activate the property and make it more attractive for additional office tenants.



OKC Neighborhood & Innovation District Plan, Oklahoma City, OK

Henrietta Foster Center is an old YMCA building redeveloped to serve as a multi service destination where small business owners and entrepreneurs can find assistance



ACC Highland Mall Redevelopment, Austin, TX

ACC transformed an aging mall in Austin into a college campus and regional workforce training center, which anchors planned mixed-use development with apartments, retail, office, and hotel space



Churchill Tech Park, Jefferson Parish, LU

Technology and business park located in Jefferson Parish goes beyond a tech park and provides multifamily residential, mixed used development and spaces for social gathering

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