

IN PARTNERSHIP WITH



SCOTLANDVILLE COMMUNITY

STRATEGIC PLAN



A Community of Opportunity

MAY 2022

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Thank you to the residents and members of the business community of Scotlandville who gave their time and input to the development of this plan.

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Additional Participants

Thank you to the many others who supported and collaborated on this effort, including MOVEBR, BREC, Scotlandville Magnet High School students, and Louisiana State University.



EXECUTIVE SUMMARY

Community Vision Statement

The future of Scotlandville is lively, welcoming, and well-connected. The community attracts new residents and businesses and improves connections to the university and neighboring areas. Scotlandville is known for its unique mix of quality housing choices, strong locally owned businesses, effective transportation, and safe and healthy options for walking and biking. The Scotlandville Community thrives as a sustainable mixed-use neighborhood that reflects the culture and community of the past, while offering new housing and jobs for existing and new residents.

Background and Purpose of the Plan

In October 2019, Southern University System Foundation initiated the development of a Southern University Strategic Campus Master Plan (Campus Plan) and Scotlandville Community Strategic Plan (Community Plan). The Campus Plan focuses on improvements to Southern University's physical campus, while the Community Plan focuses on the Scotlandville Community, which surrounds Southern University's main campus.

The purpose of this Community Plan is to strengthen connections between the University and the Scotlandville community with the goal of creating a vibrant mixed-use university neighborhood that provides housing and services to current and future residents, students, faculty, and staff. This Community Plan enhances campus-community partnerships and provides strategies, recommendations, and actions to catalyze revitalization of the Scotlandville Community, with the understanding that the businesses, services, and amenities provided within the community bear a significant impact on the Southern University student and faculty experience.

Scotlandville is an historic African American suburb that has seen disinvestment for decades. Today the area's challenges include its food desert, economic deterioration, limited housing availability and affordability, and a lack of multimodal transportation. This Community Plan engaged residents, students, and stakeholders to develop a Community Vision, goals, and strategies to revitalize the Scotlandville community, improve campus-community connections, provide a framework to spur housing and mixed-use development that supports the University and nearby neighborhoods, create a multimodal transportation system and improved access flow between the university and the community.

The guiding principles established by Scotlandville residents and stakeholders, in any order, are to

- + Strengthen community connections** with Southern University; create business and residential opportunities for students and graduates;
- + Implement community-wide beautification programs** and expand community gathering spaces;
- + Support residential reinvestment and rehabilitations** and provide financial and technical assistance;
- + Enhance corridors** along Scotland Avenue, Scenic Highway, Mills Avenue, and Harding Boulevard to be more walkable and aesthetically pleasing;
- + Focus on retail and commercial uses that serve the neighborhood and university** with emphasis on a grocery store and entrepreneurial businesses;
- + Foster a cohesive, supportive business environment;**
- + Improve entrances, gateways, and connections** between Southern University and the community;
- + Prioritize public infrastructure improvements** to catalyze infill and create a walkable community;
- + Implement projects and programs that support a healthy lifestyle**, including access to healthy foods and fresh produce and that promote physical activity and safe recreation;
- + Shape key catalytic development sites** such as mixed-use centers **with mixed-income housing**.
- + Promote and preserve Scotlandville's cultural identity** in all decision making; and
- + Be a regional showcase for climate resiliency and sustainable development practices.**

Key Challenges, Vision and Recommendations

The Plan addresses five key challenges which are translated into aspirational vision statements describing the desired future, goals, strategies and actions.

1. Thriving Community

Vision: *Scotlandville is a vibrant mixed-use community that provides housing, services, and shopping for existing and new residents, as well as Southern University students, faculty, and staff. Residents are skilled and participate fully in the community's economic expansion.*

- + **Goal 1** Increase educational and workforce training opportunities
- + **Goal 2** Increase opportunities for commercial and residential development

2. Welcoming Neighborhood

Vision: *Housing in Scotlandville is attractive and affordable to households in different stages of life and at varying income levels. There are multiple housing types available and few housing vacancies.*

- + **Goal 1** Encourage a greater variety of housing types that accommodate a broad range of community residents
- + **Goal 2** Address vacant properties and bring them back onto the market
- + **Goal 3** Provide programs and incentives that assist residents with homeownership and neighborhood improvement

3. Community Image and Beautification

Vision: *Scotlandville is visually appealing, attracts businesses, and is known throughout the region for its community pride and quality of life for all Scotlandville residents.*

- + **Goal 1** Implement public art and streetscape improvements to improve the overall look and feel of the community
- + **Goal 2** Improve the look of commercial roads and facilitate safe walking and biking
- + **Goal 3** Improve the public perception of Scotlandville

4. Healthy Community

Vision: *Scotlandville embraces healthy, sustainable practices in all aspects of community life and is a showcase for creating healthy communities.*

- + **Goal 1** Provide projects and programs to reduce food insecurity in Scotlandville
- + **Goal 2** Incentivize green development practices that are sensitive to and reduce negative environmental impacts as Scotlandville undergoes revitalization
- + **Goal 3** Improve the built environment to address root causes of health disparities facing Scotlandville

5. Connecting Scotlandville, Southern University and Beyond

Vision: *Scotlandville and Southern University are aligned and successful in celebrating and honoring their University's and community's rich culture, strengthening the sense of place of North Baton Rouge, which attracts national and international resources to the University and community. Scotlandville and Southern University are physically and programmatically connected to each other, and they are connected to major corridors, downtown, and the region.*

- + **Goal 1** Highlight historic and cultural spaces within Scotlandville
- + **Goal 2** Create partnerships and opportunities for community-university engagement



Summer camp attendees at Jewel J. Newman Community Center touring the model garden at Southern University Ag Center.

Sub-District Recommendations

In addition to the overall, community-wide strategies proposed for Scotlandville, this Plan establishes sub-districts for the area immediately surrounding Southern University. The sub-districts characterize the different uses that exist within these areas and help focus and target strategies to realize the community vision and catalyze redevelopment. The established sub-districts include **Mixed-Use Corridor**, **University Corridor**, **Neighborhood Infill and Stabilization**, **Neighborhood Preservation** and **Neighborhood Mixed-Use**.

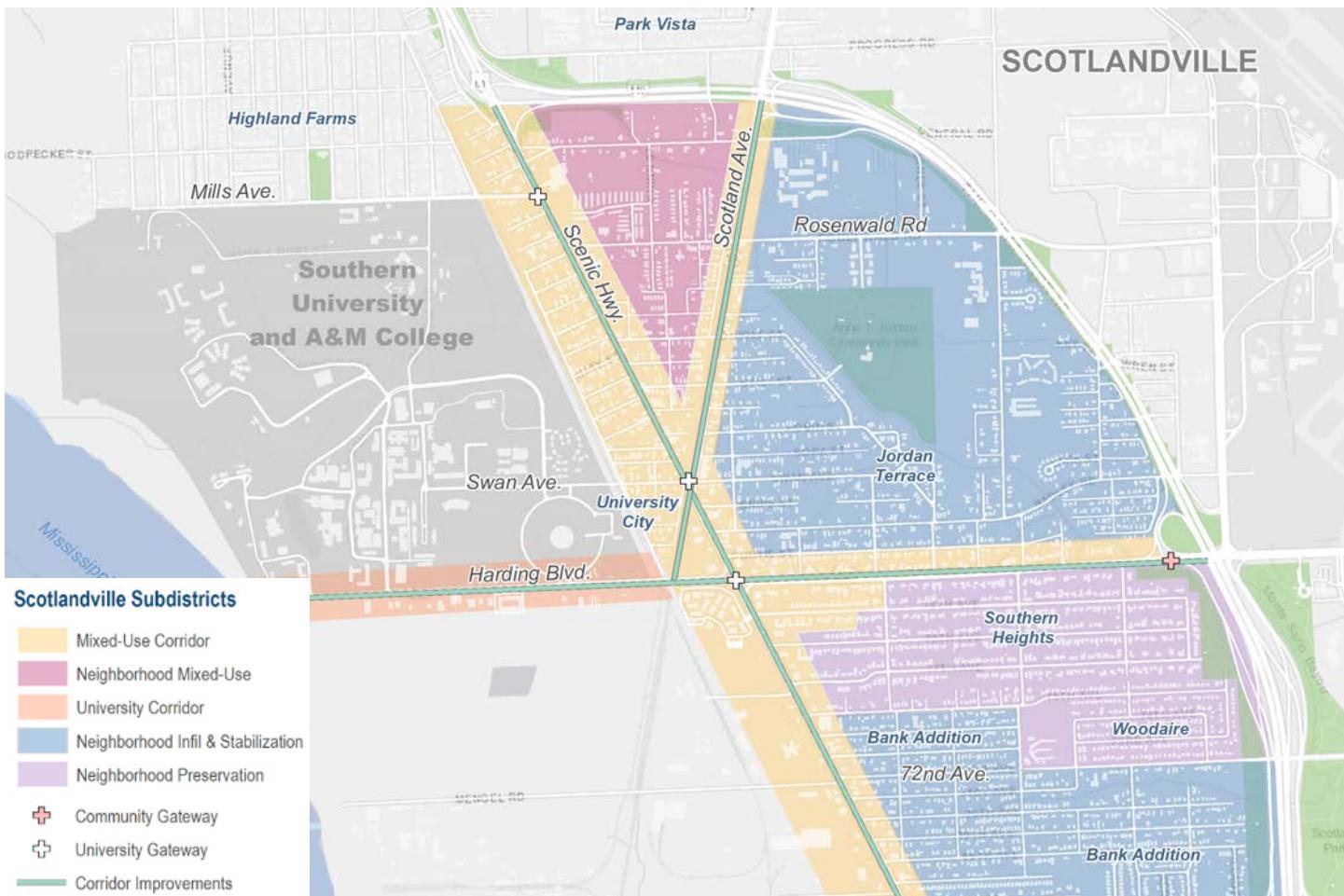
Mixed-Use Corridor Vision

Mixed-use corridors are walkable, pedestrian friendly streets, with a mix of commercial, office, and residential uses and buildings that add to the character of the area. Uses are compatible with adjacent residential uses, working together to create a harmonious streetscape and community. The mixed-use corridors attract residents who wish to live and work within walking distance of a wide variety of services.

PRIORITY ACTION ITEMS

- 1. Strategically invest in commercial projects to catalyze community development**—for example, incentivize a family-friendly restaurant to serve the community and Southern University students, faculty, and staff.
- 2. Identify potential sites** along Swan Avenue, Harding Boulevard, and Scotland Avenue for multifamily housing development.
- 3. Work with the city and state departments of transportation to reduce highway speeds** along the mixed-use corridors to improve walking and biking safety.

Proposed Sub-Districts





- 4. Redevelop vacant buildings and lots** within the mixed-use corridor with a variety of commercial and multi-family residential uses.
- 5. Implement a facade improvement program** along the mixed-use corridor.
- 6. Amend Character Areas** in the East Baton Rouge City-Parish Unified Development Code to require minimal walkability requirements that create a sense of place, continuity and uniformity along walkable mixed-use corridors. Additional Walkable Character Area amendments could include
 - + Aligning frontages of building facades;
 - + Bringing buildings up to the street;
 - + Requiring display windows and doors along street frontages;
 - + Placing parking at the side or rear of buildings; and
 - + Pedestrian-level display windows, signage, lighting and street trees.
- 7. Initiate a new mixed use zoning district** that promotes desired development and eliminates the potential for new heavy commercial or industrial uses along these corridors. Alternatively, amend the Unified Development Code so that existing commercial districts that allow mixed-use development require incompatible commercial and industrial uses—such as tire sales, outdoor storage, etc.—to obtain conditional use permits.
- 8. Consider implementing a Pink Zone program to simplify zoning and building codes** so projects in the Scotlandville area (and other struggling

redevelopment districts) can get going more quickly by making the bureaucratic red tape so light it looks pink. This process would devise tools so that redevelopment takes less time and the resources needed for compliance are reduced. The goal is not to eliminate zoning and development requirements but to ease some of the constraints faced by new projects, like minimum-parking requirements. Health and safety reviews such as environmental impacts and neighborhood adjacency reviews would continue to be required in pink zones.

- 9. Expand Build Baton Rouge land acquisition program** in Scotlandville to provide developable sites for local entrepreneurs.

University Corridor Vision

The University Corridor is a walkable gathering area with a mix of university- and community-serving retail, service, commercial and residential uses that together create a thriving center where students, faculty and staff can find food, restaurants, shops and services needed for daily living. Reinvestment in this corridor also serves as a catalyst for further community development.

PRIORITY ACTION ITEMS

- 1. Acquire existing properties along Harding Boulevard** to develop projects that serve Southern University and the community.
- 2. Implement streetscape improvements in the University District** including wide sidewalks, landscaping, lighting, signage, bike lanes and other pedestrian and beautification amenities.



- 3. Partner with state and federal agencies** to establish a Business Recovery Center, Business Incubator, and Culinary Arts Degree and Training Facility that includes an instructional restaurant and banquet flex space.
- 4. Establish incentives to attract a boutique hotel** in this area to serve the university and community.
- 5. Develop mixed-use housing** for students, faculty, staff and residents.

Neighborhood Infill and Stabilization Vision

All Scotlandville neighborhoods are inviting and well maintained with new compatible housing and enhanced neighborhood services improving the quality of life for existing and new residents. Neighborhoods have a strong identity which increases pride and engenders a feeling of commitment to the area's future.

PRIORITY ACTION ITEMS

- 1. Improve the neighborhood image by highlighting the historic and cultural heritage of the community** to demonstrate the area's importance. Continuing the redevelopment of vacant parcels and existing structures and the replacement of dilapidated retail, commercial and residential buildings will emphasize the area's reinvestment trend.
- 2. Work with the school district and Southern University to support student learning and preparedness** for educational and work training opportunities.
- 3. Make improvements to create a stronger neighborhood identity** and sense of place by design features such as

- + Neighborhood gateway and entrance treatments;
- + Internal neighborhood identification, such as banners, distinctive street signage;
- + Consistent landscape themes and streetscape; and
- + Street sign-toppers or yard-flag programs to promote neighborhood cohesiveness.

- 4. Identify and inventory existing substandard housing units.** Support the repair, upgrade or replacement of structures. Encourage collaboration of nonprofit maintenance and rehabilitation programs. Continue to coordinate services with City-Parish funded programs to maximize the efficiency and visible impact of the neighborhoods.
- 5. Work with Build Baton Rouge to increase its acquisition of properties for the land bank in Scotlandville** and create a partnership between Build Baton Rouge and the Scotlandville CDC to evaluate, design, and implement a residential land bank for eligible properties in Scotlandville.
- 6. Develop a compliance store to assist homeowners with addressing repairs and code-compliance issues.** Operated by nonprofit and for-profit entities, religious institutions, neighborhood and civic associations, and government agencies, compliance stores maintain stocks of supplies and tools donated by local retailers. Individual residents can borrow, rent or purchase supplies to bring their homes into code compliance. The following steps are key to initiating the program
 - + Allocate or explore options to find a space to store supplies and tools;



- + Contact local retailers and seek donations for supplies and tools;
 - + Incentivize neighborhood associations, youth groups, and residents of the community to utilize the supplies and tools in the store; and
 - + Organize and conduct workshops to teach home repair techniques.
- 7. Recruit volunteers** from neighborhood residents, religious institutions, community organizations, and corporations to implement fix-up, paint-up, or clean-up campaigns and corporate repair projects to repair homes occupied by elderly, disabled and indigent.
- 8. Implement a Youth Build and Repair Program** in conjunction with local schools to teach young people how to build new homes and repair older ones. HUD has previously offered competitive grants to cities and non-profit organizations to help high-risk youth aged 16-24 to develop housing construction job skills and to complete their high school education. These efforts can also be funded by industry, trade organizations, high schools and trade schools.
- 9. Organize Adopt-a-Block campaigns** to complement LA DOTD's statewide Adopt-a-Road program where neighborhood groups, residents, scout troops, and businesses adopt key vistas and intersections to maintain and implement beautification projects, such as flower and shrub plantings.
- 10. Verify that adequate zoning is in place** for desired development.
- 11. Expedite development review** to reduce review time and costs.

Neighborhood Preservation Vision

These areas continue to provide stable housing and amenities with infrastructure improvements, compatible infill and supporting services to build on the existing neighborhood amenities.

PRIORITY ACTION ITEMS

- 1. Encourage neighborhood groups and organizations to register with the East Baton Rouge Neighborhood Registry** to promote neighborhood preservation and improvement. Currently registered neighborhoods include Southern Heights, Park Vista, and Perry Place.
- 2. Preserve and enhance neighborhood identity.**
Reinforce and preserve neighborhood character and a strong sense of place.
- 3. Promote energy efficient housing and rehabilitation of existing housing stock.**
- 4. Incorporate artistic elements** and support cultural events on a neighborhood scale to reinforce neighborhood character and identity.
- 5. Incorporate pedestrian oriented elements**, including sidewalks, street trees, pedestrian scale lighting, signage, and embedded art into rights of way and transportation networks.
- 6. Review development applications within neighborhoods for compatibility** with the character of existing neighborhoods.
- 7. Promote housing compatibility among adjacent residential areas** by encouraging complementary design techniques and development standards.



Neighborhood Mixed-Use Vision

Neighborhood Mixed-Use Districts are walkable and connected to the larger community. This self-sustaining community has a mix of housing types, including two- and three-story ground floor commercial and residential buildings, townhomes, apartments, and small-lot, single-family housing as well as a mix of religious, non-profit, retail, office and light commercial uses. Businesses and organizations support surrounding residential households with community services needed for everyday life.

Many of the action items listed in the Neighborhood Infill and Stabilization sub-district (on pages five and six) apply to this area as well.

activity by activating underutilized landmarks and vacant properties in poor condition. While waiting for market conditions to improve and for desired development opportunities to become a reality, owners redevelop their properties by making interim improvements with minimal investment to attract increased client traffic. Land uses such as outdoor markets, festival spaces, community gardens, and well-maintained open space areas can quickly retrofit existing buildings and transform vacant lots into business opportunities.

- 3. Target the area for infrastructure improvements to support future mixed-use development.**

PRIORITY ACTION ITEMS

- 1. Work with the City-Parish to provide incentives for developers to build affordable mixed-income housing** in areas in need of public intervention to spur development. Potential incentives include:
 - + Cost participation funding for infrastructure to support development of affordable single-family housing within new mixed-income subdivisions of 50 or more units;
 - + Use of Section 108 loan funding to participate in the cost of onsite infrastructure normally paid for by the developer; and
 - + Provide rebates for platting, zoning, and permitting.
- 2. Encourage redevelopment of underutilized and vacant properties for interim uses.** Interim land uses can help improve neighborhood image and increase

PART 1



Foreword

This Plan builds on the 2011 Scotlandville Comprehensive Community Development Plan (SCCDP). This initial effort was spearheaded by a partnership between the Scotlandville Community Development Corporation (SCDC), Community Against Drugs and Violence (CADAV), and Community Builders, Inc. (CBI). Community residents and stakeholders participated in designing the SCCDP through walking and windshield surveys, as well as community design charrettes. The input provided through this engagement was developed into the SCCDP through collaboration with the Southern University School of Architecture faculty, students, and staff.

One of the primary goals of the SCCDP was to provide connections among community assets and amenities within Scotlandville, such as to Southern University, the Scotlandville Parkway, the Scotlandville Plaza, and the Jewel J. Newman Community Center, as well as connections among Scotlandville and regional assets, such as the Baton Rouge Metropolitan Airport, the Baton Rouge Zoo, and Harding Boulevard-Hooper Road crossing at Plank Road. Some of these efforts are currently underway, including the Southern University Campus Master Plan, adopted in December 2021, and the Scotlandville Parkway Master Plan, completed in 2022.

INTRODUCTION

Background and Purpose of the Plan

In 2019, the Southern University System Board of Supervisors approved the Southern University and A&M College Strategic Plan—IMAGINE 20K: 2018-2030. This plan provides direction for how Southern University and A&M College should continue to advance by strategically focusing investments in the areas where the university can have the greatest impact. IMAGINE 20K: 2018-2030 presents 10 broad goals to ensure that the university's academic programs prepare Southern University's students to meet the workforce needs of a global, twenty-first century, knowledge-based economy by welcoming the world to the Southern University campus. To accomplish this, IMAGINE 20K includes goals to improve campus life through infrastructural development, increase student enrollment to 20,000 students (10,000 on-campus and 10,000 online students), and expand the university's footprint throughout the city of Baton Rouge and the state

of Louisiana. The strategic plan also includes priorities to support community improvements to meet the needs of local residents and Southern University students, faculty, and staff as well as to build partnerships with the surrounding community to achieve the university's vision.

To achieve the goals outlined in IMAGINE 20K, Southern University and the Southern University System Foundation initiated the development of a Southern University Strategic Campus Master Plan (Campus Plan) and Scotlandville Community Strategic Plan (Community Plan) in October 2019. The Campus Plan implements the recommendations in IMAGINE 20K by focusing on improvements to the physical campus to create even more space for teaching, research, discovery, and learning so that the university has the facilities and resources to continue to contribute new knowledge to the world.

The Community Plan focuses on the Scotlandville Community, which surrounds Southern University's main campus. The purpose of this Community Plan is to strengthen connections between the University and the Scotlandville community with the goal of creating a vibrant mixed-use university neighborhood that provides housing and services to current and future residents, students, faculty, and staff. This Community Plan enhances campus-community partnerships and provides strategies, recommendations, and actions to catalyze revitalization of the Scotlandville Community, with the understanding that the businesses, services, and amenities provided within the community bear a significant impact on Southern University students, faculty, and staff experiences.

Scotlandville is a historic African American suburb that has seen disinvestment for decades. Today the area's challenges include its food desert, economic deterioration, limited housing availability and affordability, and a lack of multimodal transportation. This Community Plan engaged residents, students, and stakeholders to develop a Community Vision, goals, and strategies to revitalize the Scotlandville community, improve campus-community connections, provide a framework to spur housing and mixed-use development that supports the University and nearby neighborhoods, create a multimodal transportation system and improved access flow between the university and the community.

How This Plan Should Be Used

This Community Plan should be considered Scotlandville's blueprint for long-term redevelopment. The Plan should be used by the Metro Council, Planning Commission, City staff, Southern University, nonprofits, businesses, and other stakeholders as a guide to direct future decision-making for Scotlandville and to prioritize decisions on programs and projects based on community preferences.

The Plan includes goals, strategies, and actions based on the community vision statement and guiding principles that reflect stakeholders and residents' core values. The Plan will only succeed at reaching the overall vision if elected officials, private businesses, stakeholders, and nonprofit organizations cooperate to implement it.

Building on Previous Plans

This Community Plan builds on previous planning efforts, including the SCCDP and the Scotlandville Gateway Community Improvement Plan.

The **SCCDP** was developed by the Southern University and A&M College School of Architecture in June 2011 and adopted by the East Baton Rouge City-Parish in 2018 as part of the East Baton Rouge Parish Comprehensive Plan, FUTUREBR. The SCCDP outlined policies, guidelines, and strategies to implement the community's vision over the next twenty years.

The **Scotlandville Gateway Community Improvement Plan** was developed by the East Baton Rouge Redevelopment Authority in February 2011. This plan focused on the Scotlandville Gateway community, located in the center of greater Scotlandville, to guide physical and economic change in the area, building toward the residents' vision for the future.



Plan Framework

This Plan is divided into 13 sections and is presented in two parts. **Part 1 provides background information, the Vision, and recommendations**, and Part 2 includes research and background analysis supporting the recommendations.

PART 1

- 1. The Introduction** provides the Plan's background and purpose, how the plan should be used, a summary of previous plans, key challenges, and the desired outcomes.
- 2. The Community Vision and Guiding Principles** summarize stakeholders' and residents' vision for the future of Scotlandville and the principles by which the Plan recommendations abide to realize the community vision.
- 3. Building on Momentum: Ongoing Initiatives** describes revitalization projects currently underway in Scotlandville, which provide a baseline for this plan's recommendations.
- 4. Community Engagement** describes how the community and stakeholders were involved in the development of the Plan.
- 5. Addressing Key Challenges to Achieve the Vision** discusses the desired plan outcomes, key challenges and recommendations for the overall planning area.
- 6. Sub-District Recommendations** provide an action plan for the five sub-districts within the planning area.
- 7. Implementation and Funding** outlines the next steps that should be taken within a short period of time to address the community's immediate needs and catalyze further development. This chapter also includes a list of potential funding resources to implement the projects recommended in this Plan and lays out an implementation plan checklist.

PART 2

- 8. About Scotlandville** provides a brief history of Scotlandville and a demographic snapshot of the area today.
- 9. The Housing** section provides an in-depth analysis of existing housing and housing needs in Scotlandville.
- 10. Transportation and Mobility** describes the transportation network that serves Scotlandville along with an assessment of pedestrian and bicycle infrastructure.
- 11. Economic Development** summarizes the demographic factors that contribute to economic vitality as well as existing economic development efforts in Scotlandville and relevant programs to address economic development issues.
- 12. Land Use and Zoning** describes how land is used and regulated, property adjudication, and properties that are land banked by Build Baton Rouge.
- 13. Crime and Safety** reviews Scotlandville's crime statistics and addresses its notoriety as a high crime community.

COMMUNITY VISION AND GUIDING PRINCIPLES

Scotlandville Community Vision

Through an iterative community engagement process, community stakeholders worked to develop an overall community vision and guiding principles for Scotlandville. The vision and guiding principles incorporate the themes and goals that were expressed by stakeholders throughout the engagement activities.

The community vision statement below provides an image of the community's future and its desired outcomes, while the guiding principles on the right are the core values that inform community development recommendations and investment decisions. Together, they steer this Plan's recommendations for the revitalization of Scotlandville.

The future of Scotlandville is lively, welcoming, and well-connected. The community attracts new residents and businesses and improves connections to the university and neighboring areas.

Scotlandville is known for its unique mix of quality housing choices, strong locally owned businesses, effective transportation, and safe and healthy options for walking and biking.

The Scotlandville community thrives as a sustainable mixed-use neighborhood that reflects the culture and community of the past, while offering new housing and jobs for existing and new residents.

The guiding principles established by Scotlandville residents and stakeholders, in any order, are to

- + Strengthen community connections** with Southern University; create business and residential opportunities for students and graduates;
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- + Support residential reinvestment and rehabilitations** and provide financial and technical assistance;
- + Enhance corridors** along Scotland Avenue, Scenic Highway, Mills Avenue, and Harding Boulevard to be more walkable and aesthetically pleasing;
- + Focus on retail and commercial uses that serve the neighborhood and university** with emphasis on a grocery store and entrepreneurial businesses;
- + Foster a cohesive, supportive business environment;**
- + Improve entrances, gateways, and connections** between Southern University and the community;
- + Prioritize public infrastructure improvements** to catalyze infill and create a walkable community;
- + Implement projects and programs that support a healthy lifestyle**, including access to healthy foods and fresh produce and that promote physical activity and safe recreation;
- + Shape key catalytic development sites** such as mixed-use centers **with mixed-income housing**.
- + Promote and preserve Scotlandville's cultural identity** in all decision making; and
- + Be a regional showcase for climate resiliency and sustainable development practices.**



BUILDING ON MOMENTUM: ONGOING INITIATIVES

Catalyst Project Highlights

During the development of this Community Plan, community members and organizations initiated a number of transformative projects to revitalize, create opportunities within, and improve the quality of life in Scotlandville. Ranging from community and business investment to streetscape improvements to community beautification—the completion of these initiatives will help to spur further investments and jumpstart redevelopment in Scotlandville. A few project highlights are included in the following pages.

Scotlandville Plaza Development

Scotlandville Plaza, a cherished community space affectionately called The Triangle, is located at the intersection of Swan Avenue, Scotland Avenue, and Scenic Highway. This informally designed space is regularly used by the community for events such as the monthly Scotland Saturdays market and a tree lighting ceremony at Christmas time.

District 2 Councilwoman Chauna Banks, the SCDC, and Build Baton Rouge collaborated to secure partial funding for a plaza pavilion. Building is underway to enhance the community space and accommodate performances and vendors. Additional funding is being sought to complete this community project.

Scotlandville Town Center

Located on the former Shada Plantation site at Scenic Highway (between 77th and 79th Avenues, south of Harding Boulevard) the proposed town center is a mixed-use development including both housing and commercial activities that cater to Scotlandville community residents. The project is being developed through a partnership between Build Baton Rouge and the SCDC. In 2021, the state legislature approved funding for this project and it is currently in early planning stages. Once implemented, it will be an example of community-driven development, capacity building, and self-determination that is representative of the Scotlandville community.



Source: dp+partners, llc. Williams & Williams Architecture

Southern University Alumni Center

The Southern University Alumni Federation is in the process of developing a five-acre parcel of land along Harding Boulevard at Scott's Bluff, near the historic Red Stick' sculpture. This center is proposed to include a ballroom that can be used for public and private events and is envisioned to be a destination within East Baton Rouge Parish.

MOVEBR Scenic Highway Improvements (Harding Boulevard to Swan Avenue)

The MOVEBR Transportation and Infrastructure Improvements Program, implemented by the East Baton Rouge Parish Mayor's Office, was created to improve transportation and traffic congestion within the parish by building new roads and sidewalks, managing traffic, and increasing accessibility in the parish.

One of MOVEBR's priority projects includes improvements to the Scenic Highway corridor from Harding Boulevard to Swan Avenue and is currently in the planning phase. This project proposes to enhance pedestrian, transit, bicycle safety, and mobility by improving the existing corridor to better accommodate the Complete Streets needs in the area, such as connecting existing sidewalks throughout the corridor. Drainage and vehicular turning and improvements are also a priority as well as green infrastructure and railroad crossing improvements.

Scotlandville Plaza Development Concept



Source: Grace Hebert Curtis Architects

Matthews Center for Innovation and Entrepreneurship

The Matthews Center for Innovation and Entrepreneurship is a collaboration between the Southern University System Foundation and Southern University A&M College. The center will be constructed on Harding Boulevard and will nurture the development of entrepreneurial companies, helping them survive and grow during the start-up period when they are most vulnerable. The programs will also provide client companies with business support services and resources tailored to young firms.

Scotlandville Designation on National Register of Historic Places

Community advocates are currently in the process of registering the Scotlandville Community on the National Register of Historic Places. This designation will place Scotlandville on the federal list of sites, buildings, structures, and objects deemed worthy of preservation for their historical significance. Properties listed in the National Register or located within a National Register Historic District may qualify for tax incentives derived from the total value of expenses incurred in preserving the property.

Harding Boulevard Beautification Program

The Harding Boulevard Beautification Program is being spearheaded by the SCDC, which is seeking funds to add trees, landscaping, pedestrian amenities, and art along Harding Boulevard from I-110 to Scenic Highway.

Scotlandville Branch Library Improvements

Improvements to the East Baton Rouge Parish Library - Scotlandville Branch Library are currently underway to update the facility and services.

Baton Rouge Department of Recreation

Baton Rouge Department of Recreation (BREC) is currently implementing the Scotlandville Parkway Master Plan to improve the multi-use path and connect Scotlandville to other parts of the region and downtown. In addition, BREC is installing a new playground at Anna T. Jordan Community Center.

COMMUNITY ENGAGEMENT

One of the tenets of successful planning is broad stakeholder engagement. Involving many stakeholders in the planning process ensures the voices and experiences of those who live, work, and play within the community are heard and reflected in the Plan, as well as provides a sense of community ownership and community-wide support of the Plan and its implementation. Student engagement is especially important for this Community Plan, as they will be the users and beneficiaries of its outcomes.

Through community meetings, stakeholder interviews, and surveys, residents had many opportunities to provide input that forms the content of the Plan. Below is a summary of the community engagement process and the input received during this planning process.

Scotlandville Strategic Plan Stakeholder Committee

The project team worked with neighborhood stakeholders to form a committee at the beginning of the planning process. The purpose of the committee was to provide feedback and serve as a sounding board for the planning project team. The 27-member stakeholder committee represented Southern University students and faculty, community business owners, residents, and other stakeholders.

Due to the COVID-19 pandemic, all neighborhood committee meetings were virtual. Between June 2020 and June 2021, the committee met six times to review research, presentations, surveys, ongoing projects, proposed recommendations, and provide feedback.

Project Website

To provide a central location for information on both planning efforts—the Campus Plan and the Community Plan—a project website (www.suscotlandvilleplan.com) was developed to provide a project overview, survey results, recordings of the stakeholder meetings, meeting presentations, recommendations for the Community Plan, and reference materials.

Engaging Local Students

High School Student Workshops

During May, 2020, the project team held two virtual workshops with eight students from Scotlandville Magnet High School. At the first workshop, students viewed a presentation on community planning and its importance to community development, followed by an overview of the Scotlandville Community Plan project. At the second workshop, participants discussed priority issues and improvements needed in their neighborhood.

LSU Student Design Studio Creates Scotlandville Plaza Concepts

A design studio of third-year students from Louisiana State University's (LSU) School of Landscape Architecture worked with the project team and the neighborhood stakeholder committee to develop conceptual designs for the Scotlandville Plaza. The six students virtually met with stakeholder committee members to gather their initial thoughts for the plaza and took part in a site visit guided by stakeholder committee members. Each student then designed a concept for the plaza to present to the stakeholder committee for feedback and recommendations. After refining their initial concepts, students presented their final plaza designs to the stakeholder committee on December 4, 2020.

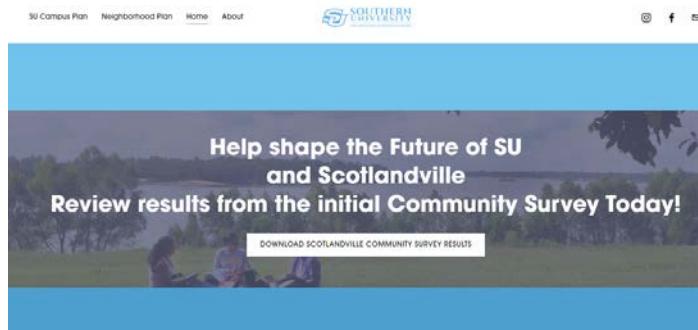
The six conceptual student designs received positive reviews from the stakeholder committee and were used to develop a final conceptual design for the Scotlandville Plaza. This design concept is illustrated in the High Priority: First Actions section of this Plan.



Community-Wide Surveys, Events

Developing Priority Recommendations

At the outset of this planning process, the project team engaged the community via a **Community Needs Survey** to understand the highest priorities for the Plan. The survey was based on the highest needs that were identified in the 2011 SCCDP. The online survey was advertised via flyers, postcards, and email blasts. The survey was open from mid-May 2020 to mid-June 2020 and received a total of 542 responses. A summary of the survey results is provided on the following page.



Using the results from the Community Needs Survey and stakeholder committee input, **priority recommendations** were developed and organized into the following themes.

- + Economic Development
- + Community Beautification
- + Enhancing Community Culture
- + Improving Community Infrastructure
- + Improving the Sustainability/Greening of Scotlandville

Next, a second online survey, the **Priority Recommendations Survey**, asked participants to provide feedback on and prioritize each of the recommendations. It was advertised via email blasts and was open from December 15, 2020 to January 29, 2021. A total of 75 people participated in this survey.

Top Issues Identified in the Community Needs Survey

Community Image	<ol style="list-style-type: none"> 1. Improve beautification around community 2. Bridge the gap between Southern University and Scotlandville 3. Provide Homeowner Improvement Programs
Economic Development	<ol style="list-style-type: none"> 1. Promote development in Scotlandville 2. Develop grocery store 3. Develop a university district that integrates Southern University with Scotlandville
Education	<ol style="list-style-type: none"> 1. Mentor program for youth 2. Develop Programs in the local school to engage youth in community volunteering 3. Alternative means of educating young adults and the elderly
Environmental Issues	<ol style="list-style-type: none"> 1. Neighborhood cleanups/trash, dumping, weeds 2. Odors emitted from the sewage treatment plant 3. Flooding and drainage issues
Housing	<ol style="list-style-type: none"> 1. Renovate vacant properties 2. Lack of alternative housing (for elderly, students, townhomes) 3. Provide homeownership programs
Infrastructure	<ol style="list-style-type: none"> 1. Community upkeep/property maintenance 2. Fix and maintain potholes and streets 3. Improve drainage infrastructure to address flooding issues
Recreation and Entertainment	<ol style="list-style-type: none"> 1. Develop recreational activities that will attract city residents and others to Scotlandville 2. Recreational and community centers that provide entertainment and exercise for all ages 3. Improve community walkability
Safety and Crime	<ol style="list-style-type: none"> 1. Address blight and empty buildings 2. Address high crime and drug rates 3. Improve police-community relationships
Social Policies and Community Awareness	<ol style="list-style-type: none"> 1. Lack of attractive and progressive youth programs 2. Provide adequate elderly services 3. Strengthen and enhance the capacity of community organizations
Transportation	<ol style="list-style-type: none"> 1. Safer routes for Southern University students to engage with the local business community 2. Better/modern public transportation 3. Walkable community with bike access

COMMUNITY NEEDS SURVEY RESPONSES

Who responded?

285 Students
136 Alumni
43 Staff
68 Faculty
27 Others



Zip codes represented:

70805 70812 70808 70814 70816 70769 70714 70806
 70791 70809 70807 70815 70813 70811
 70820 70570 70802 70760 70817 70810

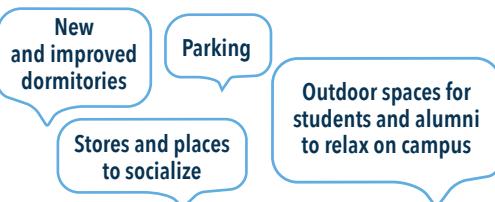
What did they say about the campus?

Three most important campus features:



What new buildings are most needed?

- 40%** Educational buildings
- 22%** Student center
- 22%** Recreation center
- 7%** Library
- 22%** Other



What type of businesses would you like near campus?

- 43%** Grocery store
- 16%** Sit down restaurant
- 8%** Coffee shop
- 5%** Fast food restaurant
- 7%** Shops
- 15%** Other

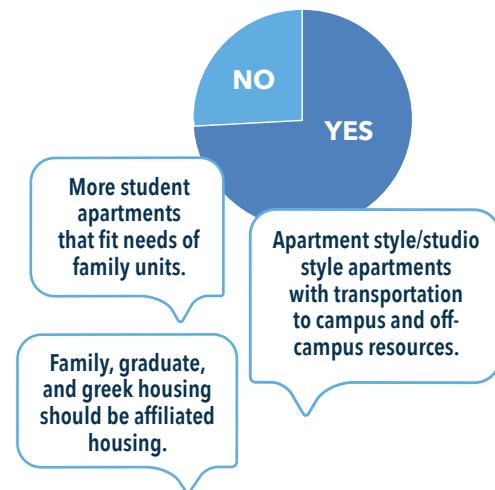


What do you like most about Southern?

- » History and culture
- » Campus atmosphere, size and location
- » Students and people
- » Family atmosphere
- » Location



Would you like more housing options near campus?



Pre-Juneteenth Community Event

Residents and stakeholders had an additional opportunity to provide input by attending the Pre-Juneteenth community event on June 12, 2021 at the Scotlandville Parkway. At this event, the project team presented posters of each of the recommendations and asked participants to place dots to indicate their priorities. The combined results of the online survey and feedback from the community event are presented on the next two pages.

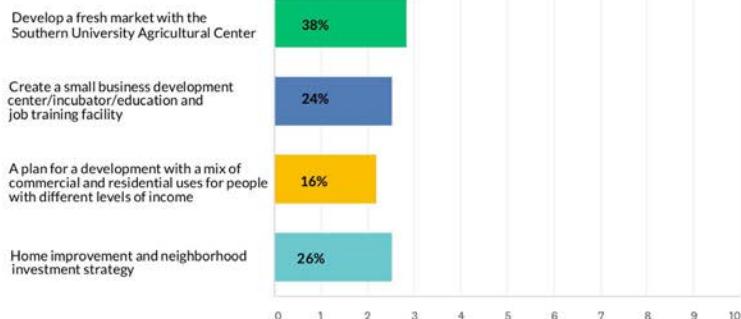
Public Open Houses to Review Draft Plan

A draft of the plan was placed on the project website and emails were sent to previous participants to review the draft plan and provide comments and feedback. These participants were also invited to attend one of two open houses on the draft plan on January 10, 2022 at the Jewel J. Newman Community Center and January 11, 2022, at the Scotlandville Branch Library. At these events, participants reviewed background on the plan, the plan recommendations and gave both written and verbal input. In addition, numerous representatives from homeowner, governmental, and nonprofit organizations gave written input. This input was then incorporated into the plan.



Priority Recommendations Survey Results

Economic Development Initiatives (Online Survey)



ECONOMIC DEVELOPMENT INITIATIVES

FRESH MARKET WITH THE SOUTHERN UNIVERSITY AGRICULTURAL CENTER (SU AG CENTER)



PLACE A STICKER NEXT TO YOUR PREFERRED OPTION

SMALL BUSINESS DEVELOPMENT CENTER/INCUBATOR/EDUCATION AND JOB TRAINING FACILITY



PLACE A STICKER NEXT TO YOUR PREFERRED OPTION

A MIXED-USE COMMERCIAL & RESIDENTIAL DEVELOPMENT FOR PEOPLE OF DIFFERENT INCOME LEVELS



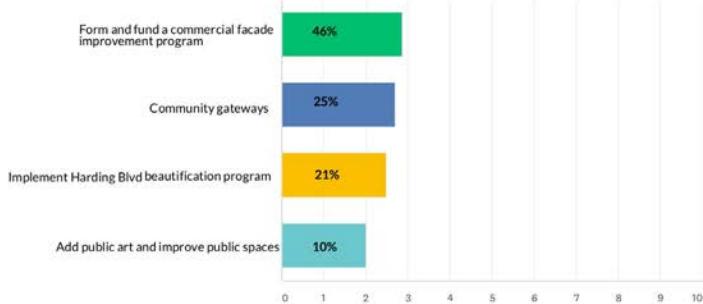
PLACE A STICKER NEXT TO YOUR PREFERRED OPTION

HOME IMPROVEMENT AND NEIGHBORHOOD INVESTMENT STRATEGY



PLACE A STICKER NEXT TO YOUR PREFERRED OPTION

Community Beautification (Online Survey)



COMMUNITY BEAUTIFICATION

COMMERCIAL FAÇADE IMPROVEMENT PROGRAM



PLACE A STICKER NEXT TO YOUR PREFERRED OPTION

COMMUNITY GATEWAYS



PLACE A STICKER NEXT TO YOUR PREFERRED OPTION

HARDING BOULEVARD BEAUTIFICATION PROGRAM



PLACE A STICKER NEXT TO YOUR PREFERRED OPTION

PUBLIC ART AND IMPROVED PUBLIC SPACES IN SCOTLANDVILLE

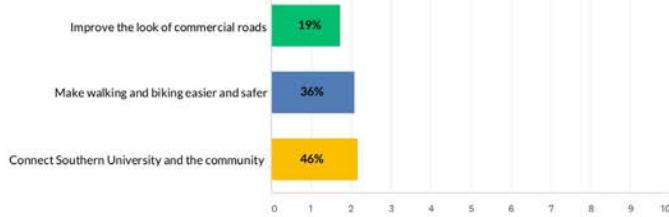


PLACE A STICKER NEXT TO YOUR PREFERRED OPTION



Priority Recommendations Survey Results

Improve Community Infrastructure (Online Survey)



COMMUNITY INFRASTRUCTURE

IMPROVE THE LOOK OF COMMERCIAL ROADS



Improving commercial roads makes the community look more inviting, provides safe crosswalks and appropriately designed public space along streets for people to walk and safely connect. Improving commercial roads includes developing building standards to make it easier and more inviting to walk along the roads. These changes would include requirements to place buildings closer to the roads, putting windows and doors that open onto the road to make it feel safer, and providing more landscaping.

PLACE A STICKER NEXT TO YOUR PREFERRED OPTION



MAKE WALKING AND BIKING EASIER AND SAFER THROUGHOUT THE SCOTLANDVILLE COMMUNITY



Improving infrastructure to allow residents to get around the Scotlandville community comfortably without a car promotes community health by encouraging other ways of travel such as walking and biking. Making walking and biking easier entails placing safe crosswalks, wider sidewalks and bicycle lanes so that people on bicycles can also travel safely. Implementing a community-wide bike-share program to make bicycles more accessible will also increase community biking.

PLACE A STICKER NEXT TO YOUR PREFERRED OPTION



CONNECT SOUTHERN UNIVERSITY AND THE COMMUNITY



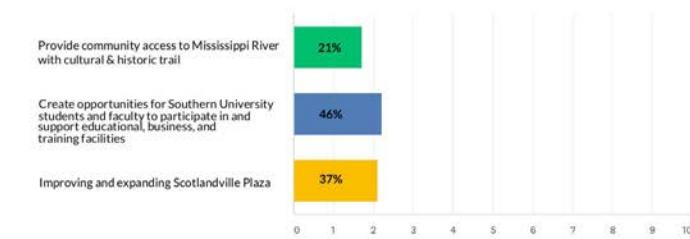
Improving physical connections between Southern University and Scotlandville will provide easier access for students to use Scotlandville business and will increase communications and partnerships between the university and the community.

PLACE A STICKER NEXT TO YOUR PREFERRED OPTION



ENHANCE COMMUNITY CULTURE

Enhance Community Culture (Online Survey)



COMMUNITY ACCESS TO MISSISSIPPI RIVER WITH CULTURAL AND HISTORIC TRAIL



This project would develop a community space that highlights the rich culture and history of Scotlandville. The historical trail would begin along Harling Blvd., with improved pedestrian amenities to make it easier to walk between the river and the university. The trail would include educational, cultural, and historical recreational amenities to create a community attraction that draws residents, neighbors and persons from across the state and nation.

PLACE A STICKER NEXT TO YOUR PREFERRED OPTION



OPPORTUNITIES FOR SOUTHERN UNIVERSITY STUDENTS AND FACULTY TO PARTICIPATE IN AND SUPPORT SCOTLANDVILLE EDUCATIONAL, BUSINESS, AND TRAINING FACILITIES



This plan seeks to strengthen connections between Southern University and the Scotlandville community. One of the strategies to improve these connections is to increase opportunities for SU students and faculty to engage with community facilities, such as its local businesses and by participating in programs offered through community educational and training facilities.

PLACE A STICKER NEXT TO YOUR PREFERRED OPTION



IMPROVING AND EXPANDING SCOTLANDVILLE PLAZA



Scotlandville Plaza is the epicenter of the Scotlandville community. It is a cherished gathering place where community events take place. Improvements to the plaza's design will make it more usable for families and attract more neighborhood events.

PLACE A STICKER NEXT TO YOUR PREFERRED OPTION



ACHIEVING THE VISION

Working Together to Address Key Challenges and Issues

During the community engagement process, residents and stakeholders identified several high-priority issues and challenges facing Scotlandville through community meetings and community needs and recommendations surveys. These challenges are centered on economic development, housing, vacancies and blight, community image, mobility, and connections with Southern University. These challenges are further described in this chapter and are followed by recommendations to achieve the Community Vision.

Implementing the recommendations and strategies presented in this Plan will take a combined effort from a range of stakeholders from the Scotlandville community, Southern University, the business community, community organizations, and the City-Parish. These recommendations will work together to build a sustainable, well-connected community with a strong culture that attracts new residents and supports locally owned businesses while improving connections and ties between Scotlandville and Southern University.

Desired Plan Outcomes

Implementation of the Community Plan recommendations are intended to result in the following outcomes.

- + **Rehabilitation of housing** and neighborhoods in Scotlandville
- + **Expansion of housing types**, including off-campus student housing and infill development
- + **Development of mixed-use housing** along Scotland Avenue, Harding Boulevard, and Swan Avenue
- + **Development of adjudicated properties and increased land banking** within Scotlandville
- + **Improved connections** among Southern University's campus and community amenities
- + **Aesthetic and multimodal corridor enhancements** along Harding Boulevard, Swan Avenue, Scotland Avenue, and Scenic Highway
- + **Identification of development sites and financing strategies** that shape catalytic development
- + **Expansion of community gathering spaces** and enhanced cultural identity

What elements of the Plan are you most excited about?

"Residential, commercial, and training opportunities. Would like to see middle to upscale residential developments to replace abandoned properties."

- community resident



Key Challenges, Vision and Recommendations Summary

The Plan addresses five key challenges which are translated into aspirational vision statements describing the desired future, goals, strategies and actions.

1. Thriving Community



4. Healthy Community



Vision: Scotlandville is a vibrant mixed-use community that provides housing, services, and shopping for existing and new residents, as well as Southern University students, faculty, and staff. Residents are skilled and participate fully in the community's economic expansion.

- + **Goal 1** Increase educational and workforce training opportunities
- + **Goal 2** Increase opportunities for commercial and residential development

2. Welcoming Neighborhood



5. Connecting Scotlandville, Southern University & Beyond



Vision: Housing in Scotlandville is attractive and affordable to households in different stages of life and at varying income levels. There are multiple housing types available and few housing vacancies.

- + **Goal 1** Encourage a greater variety of housing types that accommodate a broad range of community residents
- + **Goal 2** Address vacant properties and bring them back onto the market
- + **Goal 3** Provide programs and incentives that assist residents with homeownership and neighborhood improvement

3. Community Image & Beautification



- + **Goal 1** Highlight historic and cultural spaces within Scotlandville
- + **Goal 2** Create partnerships and opportunities for community-university engagement

Vision: Scotlandville is visually appealing, attracts businesses, and is known throughout the region for its community pride and quality of life for all Scotlandville residents.

- + **Goal 1** Implement public art and streetscape improvements to improve the overall look and feel of the community
- + **Goal 2** Improve the look of commercial roads and facilitate safe walking and biking
- + **Goal 3** Improve the public perception of Scotlandville

1. Thriving Community



Today's Challenges

Many Scotlandville residents still recall the time when Scotlandville had a thriving local economy with businesses that served the community and lively local streets. Unfortunately, over time, these businesses have closed, leaving behind the vacant properties that exist today. Residents would like a focused effort to attract and retain new businesses, preferably businesses that are owned by area residents. As the community is revitalized, building wealth within the community should be an area of focus. The Matthews Center for Innovation and Entrepreneurship, being built on Harding Boulevard across from Southern University, is helping to address this need by providing a number of the economic development tools for local entrepreneurs and businesses.

Thriving Community recommendations, set forth in the following **goals, strategies and actions**, address creating a supportive and cohesive business environment by developing businesses and increasing commercial activity that serves the community and Southern University students, faculty, and staff. These recommendations provide a pathway toward attracting new residents, providing job training, providing multiple housing types that accommodate households of varying income levels, and improving and investing in existing homes and neighborhoods.

Goal 1 Increase educational and workforce training opportunities

Strategy 1.1 Increase community enrollment and participation in business development and entrepreneurship programs offered by Southern University

In the Community Needs Survey, participants identified several needs related to economic development and education in Scotlandville. The highest needs included mentorship programs for youth; promoting and developing more businesses in Scotlandville; including small business training programs; and providing access to skilled workforce training. Southern University offers two programs that aim to grow small businesses and foster entrepreneurship.

EDA University Center at Southern University

The goal of the Economic Development Administration (EDA) University Center at Southern University's College of Business is to expand and revitalize economic development in Louisiana by providing programs that enhance existing businesses and create new venture opportunities with a focus on job creation and workforce



In the future...Scotlandville is a vibrant mixed-use community that provides housing, services, and shopping for existing and new residents, as well as Southern University students, faculty, and staff. Residents are skilled and participate fully in the community's economic expansion.



Business Incubator Case Study

EDA's Public Works and Economic Adjustment Assistance (EAA) Programs provide economically distressed communities and regions with comprehensive and flexible resources to address a wide variety of economic needs. Projects funded by these programs will support work in Opportunity Zones and will support the mission of the Department by, among other things, leading to the creation and retention of jobs and increased private investment, advancing innovation, enhancing the manufacturing capacities of regions, providing workforce development opportunities, and growing ecosystems that attract foreign direct investment. There are no submission deadlines under this opportunity.

Port Arthur, Texas Business Incubator

The Port Arthur Economic Development Corporation recently received EDA funding to create a business incubator facility in conjunction with Lamar University's Culinary Arts Program. The former Port Arthur News Building is currently being renovated with EDA funding and scheduled to open in Spring 2022. The incubator will include an industrial kitchen restaurant and banquet space for Lamar Culinary Arts training; rental space for small business catering and event hosting; a small business incubator and office suites; and a business and disaster recovery center.

development; advancing entrepreneurship and innovation; and promoting international trade.

Small Business Incubator

The Small Business Incubator offers workshops and free consulting services to fuel the establishment and growth of small businesses. The incubator connects business owners and those considering starting a business with resources and tools to help businesses grow. Graduates of the incubator program develop the potential to create jobs, revitalize neighborhoods, and strengthen local and national economies.

ACTION ITEMS

- 1. Work with community organizations to develop financial literacy programs** to improve residents' eligibility to enroll in Southern University's EDA Center for Economic and Entrepreneurial Development.
- 2. Conduct outreach to community residents** to encourage enrollment in the EDA University Center and Small Business Incubator program.
- 3. Collaborate with area middle and high schools** to encourage enrollment in Southern University's business development programs.
- 4. Explore opportunities to provide scholarships** to accepted students who may need assistance enrolling in the EDA University Center and Small Business Incubator program.

Strategy 1.2 Increase opportunities for residents and local business owners to have access to technical assistance, resources, and information for business development.

Developing a facility that provides opportunities for new and existing businesses to reduce financial risk through shared services, rent, administrative support services, and to access management, financial, and technical assistance would provide support to Scotlandville businesses and residents as well as promote economic activity.

ACTION ITEMS

- 1. Work with the Baton Rouge North Economic Development District (BRNEDD), Louisiana Economic Development, Capital Region Planning Commission and Economic Development Administration Regional office** to apply for the American Rescue Plan Act Economic Adjustment Assistance funding to establish a business recovery center/business incubator.

This facility would provide

- ✚ Financial assistance for small businesses impacted by the pandemic or a disaster;
- ✚ Resources for unemployed persons to access employment opportunities and workforce training; and
- ✚ Technical assistance for construction projects such as adaptive reuse projects, building renovations, or new construction.

Strategy 1.3 Develop a community commercial kitchen and culinary training program

A community commercial kitchen and culinary arts training facility would increase resources and amenities in the community. The facility would rent out commercial kitchen space and provide access to equipment and appliances that allow small businesses, caterers, food truck owners, and others to produce food at a high volume. The facility would also have an educational component where caterers and restaurants can train employees or offer cooking classes. The facility can also include banquet space that can be rented for community events. Consideration should be given to using church kitchens, restaurants, or catering facilities no longer in use.

ACTION ITEMS

- 1. Create partnerships and secure funding** to build and operate a shared commercial kitchen that would enable local residents to start and operate small, value-added food businesses such as preparing, marketing, and distributing local dishes throughout the southeast region.



2. Partner with regional educational organizations

such as the Southern University Agricultural Research and Extension Center or the Louisiana Community and Technical College System to help commercial kitchen users develop marketing strategies and business plans.

3. Explore successful development of similar commercial kitchen facilities

in other communities.

4. Assemble a private-public committee

to identify funding, explore potential commercial kitchen sites, and create a development plan, including a preferred development scenario and a schedule for phased development.

5. Centrally locate the facility

so that it is easy to access from multiple parts of North Baton Rouge.

Goal 2 Increase opportunities for commercial and residential development

Strategy 2.1 Identify priority sites for catalytic development

Strategically locating sites for new commercial businesses, community amenities, and infill housing will promote a ripple effect, spurring housing renovation, infill construction, and economic development.

ACTION ITEMS

- 1. Create an inventory of potential development sites**—such as undeveloped, adjudicated, or vacant lots or properties within high-density and commercial zoning—and work with the BRNEDD to publish them on their website to attract businesses and developers to Scotlandville
- 2. Determine whether zoning changes are required for specific sites** to implement high-density multifamily housing or to allow alcoholic beverage serving.
- 3. Work with the BRNEDD and property owners to identify specific development sites** and provide visualizations and prototypes that show potential development opportunities.

Strategy 2.2 Streamline the commercial and residential development process

Getting residential and commercial projects off the ground can be a complex process, from acquiring property and clearing title to getting permit approvals. Streamlining this process can make it easier for developers to identify, acquire, and implement projects and attract further investments.

ACTION ITEMS

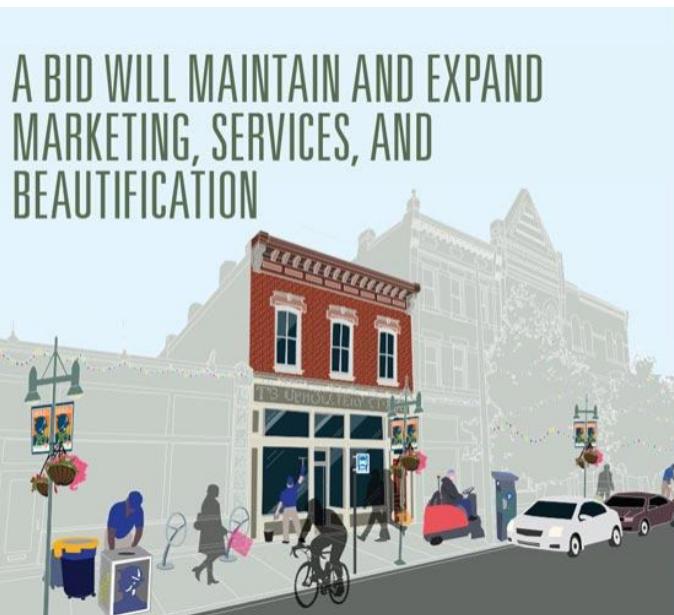
- 1. Request the East Baton Rouge Parish Department of Development to expedite and waive review fee requirements** for commercial and residential development within targeted development areas consistent with this plan.
- 2. Work with the City-Parish to ensure that zoning codes and the permitting system is clear and supportive** and can streamline the redevelopment of Scotlandville.

Strategy 2.3 Encourage partnerships to expand resources and opportunities for development

Creating partnerships to focus investments and provide resources in Scotlandville can create a greater impact on economic growth rather than individual organizations and people working alone. Organizations that already have resources can help provide technical assistance and work with community stakeholders to develop creative solutions and strategies to catalyze economic activity.

ACTION ITEMS

- 1. Convene with the Baton Rouge Area Chamber (BRAC) and BRNEDD to understand the challenges** with implementing existing economic development programs in Scotlandville and explore how to expand them to spur economic growth.
- 2. Collaborate with state, regional, and local economic development organizations to explore business development programs** that could help attract investment in Scotlandville. Potential partners include Louisiana Economic Development, Southern University, Louisiana State University, Baton Rouge Metropolitan Airport, Baton Rouge Community College, and local nonprofit organizations focused on economic development.



In Pittsburgh, Pennsylvania, property owners in the Lawrenceville neighborhood make a small annual investment in the Business Improvement District (BID) that provides for services such as graffiti removal and sidewalk sweeping. The funds can raise additional money to allow for even more improvement to the district. <https://evolveea.com/lawrenceville-bid/>

Strategy 2.4 Develop a Scotlandville Business Improvement District around major corridors (Scenic Highway, Scotland Avenue and Harding Boulevard)

A business improvement district (BID) is usually spearheaded by public-private partnerships that can perform services to improve a community's image (e.g., funding infrastructure and utility improvements) and promote individual businesses. These partners can also work to attract, retain, and expand existing businesses.

ACTION ITEMS

- 1. Work with the City-Parish, Metro Council, and Build Baton Rouge** to establish a BID.
- 2. Develop a board of commissioners** to manage, guide, and represent the BID.
- 3. Develop a BID plan** that specifies and guides improvements, services, and property acquisitions to be carried out within the BID.



2. Welcoming Neighborhoods

Today's Challenges

Scotlandville began as a small rural community; however, with the relocation of Southern University to Scott's Bluff and the opening of nearby industrial plants, it expanded into a sizable, middle-class community, providing primarily single-family housing that catered to employees of these institutions. However, over the past several decades East Baton Rouge Parish's sprawling development pattern resulted in most of the new housing and infrastructure investment occurring in the southern portion of the Parish. Over time, residents have moved out of Scotlandville, leaving behind many vacant lots and adjudicated properties that are poorly maintained and contribute to community blight.

One contributing factor to the large number of vacant properties is affordability, which is a two-fold issue: residents are unable to afford a home, and the housing stock is not attractive to a broad range of residents—young professionals, single people, students, or the elderly. Addressing this issue requires several strategies to assist residents with achieving homeownership.

Welcoming Neighborhood recommendations, set forth in the following **goals, strategies and actions**, address housing affordability--providing a mix of housing types that accommodate a broad range of residents, including students, elderly people, and young professionals--and propose strategies to bring vacant and adjudicated properties back onto the market.

Goal 1 Encourage a greater variety of housing types that accommodate a broad range of community residents

Strategy 1.1 Encourage mixed-use developments that provide commercial and residential uses for people with varying income levels

Mixed-use developments will increase housing diversity in Scotlandville and provide commercial offerings that meet the needs of residents who currently venture outside of Scotlandville for basic services. Having a mixed-use center as an anchor within Scotlandville would also attract other businesses.

ACTION ITEMS

1. **Identify potential sites** along Swan Avenue, Scotland Avenue, Scenic Highway and Harding Boulevard for mixed-use development and market them to potential developers.



In the future...Housing in Scotlandville is attractive and affordable to households in different stages of life and at varying income levels. There are multiple housing types available and few housing vacancies.

- 2. Initiate a new mixed use zoning district that promotes desired development** and eliminates the potential for new heavy commercial or industrial uses along these corridors. Alternatively, amend the Unified Development Code so that existing commercial districts that allow mixed-use development require incompatible commercial and industrial uses—such as tire sales, outdoor storage, etc.—to obtain conditional use permits.
- 3. Work with Build Baton Rouge, local community developers, and stakeholders** to develop a coordinated strategy to provide mixed-use housing and commercial development.



- 4. Provide incentives to implement development projects** such as:
 - ⊕ Ensuring that adequate zoning is in place;
 - ⊕ Providing for expedited development review to reduce review time and costs;
 - ⊕ Providing clear guidelines for renovating historic buildings and brownfield sites;
 - ⊕ Locating public offices in infill locations; and
 - ⊕ Establishing guidelines for corridor development that provide predictability and certainty that future development will be compatible with the investment.
5. Utilize federal and state financing options for mixed-use development implementation. Examples of financing options include Louisiana Housing Finance Agency funding, General Obligation funds, New Markets Tax Credits, and the Housing Trust Fund. Each of these funding sources are described in detail in the Funding Strategies section of this plan.

Strategy 1.2 Support residential infill development with the five-year goal of achieving 300 new units by 2026 and an additional 200 infill units by 2031

Residential infill development refers to the development of new housing on vacant or underutilized land in previously developed areas. Residential infill can provide new single-family or multifamily residences in established neighborhoods while taking advantage of existing infrastructure capacity. For built-out communities like Scotlandville, residential infill can be used to satisfy the demand for additional housing. Infill development can bring new life into existing communities physically, socially, and economically and increase demand for goods and services and boost businesses.

A key to successful infill is improving the neighborhood image by highlighting the historic and cultural heritage of the community and continuing the redevelopment of vacant parcels and existing structures and the replacement of dilapidated retail, commercial and residential buildings.

Existing infill housing in Scotlandville



Tyler Perry housing



Scenic Gardens housing

ACTION ITEMS

- 1. Educate local leadership, stakeholders, and residents** about the benefits of infill development to get buy-in and support
- 2. Encourage developers to review zoning restrictions** that historically discourage infill development to understand opportunities. Regulations that should be reviewed include the following examples.
 - + Parking standards** A reduction in parking requirements is allowed once certain conditions are met. For example, transit availability or tree preservation. (See Chapter 17 of the Unified Development Code). Shared parking and parking credits are also allowed under certain criteria.
 - + Non-conforming lots and uses** According to Chapter 7 of the Unified Development Code, nonconforming lots may be developed to permit conforming uses that have reduced sideyard setbacks, once 90 percent of the lot width is provided. Additionally, existing nonconforming uses can be changed to another nonconforming use once the change is less intense.
 - + Street width requirements** Many current road standards require widths that far exceed the road widths of older communities that were designed under

different standards. Reducing required street widths helps maintain the integrity of the traditional lots while still accommodating automobiles.¹

- 3. Encourage developers to work with the City-Parish** to take advantage of the state Restoration Tax Abatement Program, for infill development for existing structures within economic development and historic districts, as well as opportunity zones. This program provides an up-to 10-year abatement of property taxes on renovations and improvements of existing commercial structures and owner-occupied residences.
- 4. Invest in neighborhood infrastructure** such as basic utility improvements, road improvements, and sidewalks. The City-Parish should assess the capacity of utilities and infrastructure in designated infill areas to ensure that infill development is not burdened with improving more than the development's fair share of infrastructure improvements.
- 5. Work with neighborhood groups (to support grassroots efforts)** and nonprofit organizations to clean up and maintain vacant lots, improve open spaces, create community gardens and gathering spaces, preserve trees, and undertake beautification projects, which will improve the neighborhood image and attract potential homeowners.

¹ April 2006, The Denver Regional Council of Governments: Regulatory Strategies for Encouraging Infill and Redevelopment



Cottage and Cluster Housing Options for Seniors

Senior housing can be provided through the sale of a senior's existing home to a low-moderate income household enabling the senior to use the equity from the sale of their house to buy a cluster housing unit in the city's homebuyer program. The following is an example of a program used in Dallas, Texas, which included the following steps.

- + Housing authority constructs developments of 8 to 12 housing units** built in a cluster housing configuration, 800 to 1,200 square feet with common walls like duplex construction.
- + Senior households purchase the cottage homes.** Prospective buyers either currently own their home with or without a mortgage and are over-housed and willing to purchase the cottage and sell their existing home at market value. Seniors who currently rent could also be eligible as first-time homebuyers.
- + Facilitate the existing home sale and the purchase of the cottage unit** by the eligible senior using the equity from the sale of their existing home.
- + Offer federal or state grant contributions** to cover the difference between the buyer's equity and the market value of the cottage unit, if necessary.
- + Provide first-time homebuyer assistance** in the form of principal reductions, down payments, closing costs, and renovation funding in conjunction with private mortgage financing, which could support low to moderate income families seeking to purchase housing sold by a senior resident.

Strategy 1.3 Continue providing housing for seniors

Providing senior housing will help achieve the goal of providing housing that accommodates a broad range of residents. Senior housing will also make it more affordable for seniors who may be on fixed incomes to age within their community. Long waitlists for senior housing programs can be burdensome to residents in need of housing support.

ACTION ITEMS

- 1. Develop cottage or cluster housing to accommodate seniors.** Cottage or cluster housing provides an opportunity for seniors to own or rent smaller or more appropriately sized housing units instead of maintaining a larger home that can be costly or has more space than they need. These facilities also share maintenance costs which is attractive as people age.
- 2. Provide financial and programmatic assistance to seniors to acquire cottage homes.** The city's Office of Community Development can assist seniors with acquiring cottage homes by facilitating a program that sells a senior person's home to a low-to-moderate income household and the equity from the sale can be used to purchase a cottage home.
- 3. Provide grants to senior homeowners with limited equity** to supplement equity received from the sale of their existing home and the cost difference to acquire the new cluster unit in lieu of providing them a grant for renovation of their existing home.

Goal 2 Address vacant properties and bring them back onto the market

Strategy 2.1 Incentivize redevelopment of vacant properties

In some cases, it may be more lucrative for landowners to sit on vacant land, waiting for prices to rise while paying very little in property taxes rather than selling them for development. In the meantime, community residents must live next to eyesores instead of homes, shops, or vibrant community spaces. This practice also reduces the number of available sites to be developed and artificially drives up land prices. Providing incentives for landowners to develop their properties will encourage redevelopment, turning eyesores into assets while creating jobs in the process.



Existing vacant lot and rendering of potential housing.



ACTION ITEMS

- 1. Consider reevaluating property taxes on vacant land** to reflect their potential value if redeveloped to incentivize development on vacant properties.
- 2. Work with Build Baton Rouge to develop a strategy to aggressively increase its acquisition of vacant and blighted properties** in Scotlandville for inclusion in its land bank and then make it available for redevelopment.
- 3. Initiate code enforcement programs to proactively inspect properties** in designated infill areas to obtain cleanup and compliance, with emphasis on adopting regulatory programs and incentives to motivate more responsible ownership by absentee landlords.
- 4. Establish a program to systematically reuse vacant lots** in ways that contribute to neighborhood stability, such as building community gardens, allowing homeowners to adopt side lots, and using landscape treatments to create attractive, low-maintenance environments.
- 5. Form partnerships with community groups** and other organizations, businesses, and individuals to help maintain land.

Strategy 2.2 Adaptively reuse vacant buildings

Adaptive reuse is the process of converting buildings that have outlived their original purpose to accommodate new and more productive uses. This strategy emphasizes the preservation or rehabilitation of building features over

remodeling or new construction and is more cost effective and energy efficient than sourcing and transporting new building materials.² Developing an adaptive reuse strategy for Scotlandville's vacant buildings, which includes residential and commercial buildings, maintains its historical building stock and enhances community culture.

The City of Baton Rouge is a partner in a regional Revolving Loan Fund that can act as a source of funding for site remediation. This fund can provide low-interest loans to private groups or individuals, or grants to nonprofits and public entities that can serve as gap financing to help a project overcome environmental issues.

ACTION ITEMS

- 1. Develop and make publicly available an inventory of vacant buildings** with potential for reuse within Scotlandville.
- 2. Evaluate existing regulatory, financial, or physical barriers to adaptive reuse projects**, and identify tools to address these challenges. Barriers to adaptive reuse may include potential physical and structural issues; site contamination, which can create additional costs or construction delays; high costs of maintenance and repair due to the age of the property; or code non-conformance. Strategies to address these challenges can include
 - + Participating in the regional Revolving Loan Fund, which provides low-interest loans or grants to nonprofits and public entities to cover site remediation costs, and
 - + Streamlining and expediting the permitting and development review process.

² https://planning-org-uploaded-media.s3.amazonaws.com/publication/download_pdf/PAS-QuickNotes-80.pdf

- 3. Consider establishing an Adaptive Reuse Overlay zoning district** in Scotlandville where adaptive reuse projects in eligible buildings are incentivized.
- 4. Create technical and financial assistance programs** to incentivize the purchase and redevelopment of vacant properties. Examples of assistance include
 - + Tax relief grants or low-interest loans, and
 - + Assisting property owners in navigating the building renovation or rehabilitation process, including identifying existing incentives or identifying existing buildings to rehabilitate.
- 5. Develop and adopt an Adaptive Reuse Ordinance** to incentivize reuse of existing buildings
 - + Eliminate or allow nonconformance with certain development regulations that would make adaptive reuse of eligible buildings infeasible, including such standards related to parking and loading, height, density, floor-area ratio, and open space.
 - + Encourage adaptive reuse projects to provide space for a mix of uses.
 - + Prioritize the review of adaptive reuse projects through interdepartmental coordination.

Modular Housing— a Lower Cost Alternative

These are examples of modular infill housing constructed on vacant lots in the Queensborough Neighborhood in Shreveport, Louisiana. Units feature siding as opposed to traditional brick construction and offer porches like those found on units currently in the neighborhood. Purchase price ranges between \$80,000 and \$110,000.



Goal 3 Provide programs and incentives that assist residents with homeownership and neighborhood improvement

Strategy 3.1 Provide modular housing

Communities are facing a crisis of affordability in the housing industry with difficulty delivering high performance and durable buildings at an affordable cost. Modular housing has become a cost-effective alternative to traditional on-site construction. The components of the building are constructed in a factory and transported and assembled on the lot. These prefabricated buildings offer two primary advantages: predictability and time required for construction. Unlike mobile homes, each modular housing building is required to meet local and national building codes and standards.

ACTION ITEMS

- 1. Identify locations for modular home development.**
- 2. Partner with the Scotlandville Community Development Corporation or other nonprofits** to identify infill lots appropriate for development.
- 3. Secure funding sources to support programs** such as lease purchase development options.

Strategy 3.2 Strengthen and expand home improvement and neighborhood investment initiatives

Home improvement programs provide existing homeowners with resources to make improvements to their homes. Neighborhood investment programs promote compatible residential development on vacant lots within or adjacent to the neighborhood. Neighborhood investment programs can also work to develop or rehabilitate vacant or underutilized existing residential buildings to provide more housing choices, such as small-lot homes or townhomes.

ACTION ITEMS

- 1. Partner with EBR Parish Office of Community Development** to promote and encourage Scotlandville resident participation in its home rehabilitation and other housing improvement programs.

- 2. Conduct a housing conditions assessment** to determine the level of need.
- 3. Develop a resource list of available home improvement grants and programs and their eligibility requirements** that is easily accessible to homeowners. Provide a one-stop shop through the CDC or other nonprofit for up-to-date program support.
- 4. Seek federal, state, and other funding resources for housing rehabilitation.**
- 5. Identify infrastructure needs and sources of funding to support housing rehabilitation** and match support with homeowners in a timely and effective manner.
- 6. Expand on existing self-help initiatives** by developing a compliance store to assist homeowners with repairs and address code-compliance issues, and reduce waitlists and barriers to accessing assistance. Operated by nonprofit and for-profit entities, religious institutions, neighborhood and civic associations, and government agencies, compliance stores maintain stocks of supplies and tools donated by local retailers. Individual residents can borrow, rent, or purchase supplies to bring their homes into code compliance. The following steps are key to initiating the program.
 - + Allocate or explore options to find a space to store supplies and tools.
 - + Contact local retailers and seek donations for supplies and tools.
 - + Incentivize neighborhood associations, youth groups, and residents of the community to utilize the supplies and tools in the store.
 - + Organize and conduct workshops to teach home repair techniques
- 7. Recruit volunteers from neighborhoods, religious institutions, schools, community organizations, and corporations** to implement fix-up, paint-up, or clean-up campaigns and corporate repair projects to repair homes occupied by elderly or disabled people.
- 8. Implement a Youth Build and Repair Program** in conjunction with local schools to teach young people how to build new homes and repair older ones.
 - + HUD has previously offered competitive grants to cities and nonprofit organizations to help high-risk youth, between the ages of 16 and 24, to develop

Examples of Grassroots and Self-Help Community Building Opportunities

Implement fix-up, paint-up, or clean-up campaigns and corporate repair projects. Volunteers from neighborhoods, religious institutions, community organizations, and corporations repair and improve the houses of elderly, disabled and indigent homeowners.

Implement a Youth Build and Repair Program in conjunction with the local school district. Youth Build programs teach young people how to build new homes and repair older ones. HUD once offered competitive grants to cities and nonprofit organizations to help high-risk youth, between the ages of 16 and 24, develop housing construction job skills and to complete their high school education. These efforts are now being funded by industry, trade organizations, high schools, and trade schools.

Hold Events at Compliance Stores where builders, building supply stores, merchants, and celebrities such as radio and television personalities, demonstrate simple, cost-effective ways to make improvements to houses and donate building supplies for use in self-help projects.

Organize Adopt-a-Block and Adopt-an-Intersection campaigns where neighborhood groups, residents, scout troops, and businesses adopt key vistas and intersections to maintain and implement beautification projects, such as flower and shrub plantings and maintenance.

unCommon Construction brings youth from different high schools to join a diverse team to earn hourly pay and school internship credit for building a house in a semester. With the revenue from each project, apprentices also earn a matching Equity Award Scholarship for further education, industry certifications, or the tools needed for long-term employment. Apprentices develop career awareness and exposure, technical and soft skills, and leadership abilities.

housing construction job skills and to complete their high school education. These efforts can also be funded by industry, trade organizations, high schools, and trade schools.

- 9. Organize local Adopt-a-Block campaigns** to complement LA DOTD's statewide Adopt-a-Road program where neighborhood groups, residents, scout troops, and businesses adopt key intersections to maintain and implement beautification projects.

3. Community Image and Beautification

Enhancing community image and improving its appearance can **improve quality of life** for residents, **foster community pride**, **increase property values**, and **attract future investment**.



Community Image and Beautification **recommendations, set forth in the following goals, strategies and actions**, address the enhancement of the Scotlandville community through visual improvements to businesses, streetscapes, and public places using art and amenities—such as trees, signage, and community gateways—to make Scotlandville a pleasant, attractive area for all residents and Southern University students, faculty, and staff.

Goal 1 Implement public art and streetscape improvements to improve the overall look and feel of the community

Strategy 1.1 Develop and implement a commercial façade improvement program

Façade improvement programs provide grant funding and technical and design assistance to incentivize businesses and property owners to improve the exterior appearances of their businesses and storefronts. These improvements promote a positive and inviting image of commercial corridors and help to spur economic development.

In the future...
Scotlandville is visually appealing, attracts businesses, and is known throughout the region for its community pride and quality of life for all Scotlandville residents.



Existing development (left) and rendering of potential façade improvements (right).

The goals of a Façade Improvement Grant Programs are

- + To improve the physical appearance and promote the positive image of Scotlandville;
- + For significantly historic structures, retain and enhance the original architectural character of the buildings;
- + Where appropriate, to facilitate the renovation of structures to respect the original character of buildings through the financing of improvements which are sensitive to historic details and materials;
- + To provide an incentive to fill vacant buildings, especially with quality retail and office uses and mixed-use housing; and
- + To support and expand Scotlandville's tax base, strengthen the area's economic viability by providing financial incentives to improve buildings' exterior appearances and by celebrating the area's individuality, identity, character, and heritage.

ACTION ITEMS

- 1. Support and expand existing** BRNEDD and Build Baton Rouge facade improvement programs.
- 2. Through the SCDC or other nonprofit, bring business and property owners together** to develop guidelines for businesses in order to set a standard for a cohesive strategy in style, color scheme, branding, and overall community image. These guidelines would be implemented through the façade improvement programs.
- 3. Create a broad program** with eligible improvements of various exterior features.
 - + Masonry repairs and tuckpointing
 - + Non-historic facade removal
 - + Repair/replace/preserve (including the exposure and cleaning) historically significant architectural details
 - + Storefront modification or reconstruction
 - + Cornice repair and exterior trim work
 - + Exterior painting and repairs to the finishes of original buildings
 - + Awnings and canopies
 - + Window and door repair or replacement
 - + Permanent exterior signage
 - + Permanent exterior lighting
 - + Repair/replacement of gutters and downspouts
 - + Decking and stairs

- + Window bar removal
- + Parking lots
- + Side and rear building facades where improvements will serve to remove blight
- + Handicap accessibility
- + Landscaping

Strategy 1.2 Place community gateways and signage at key locations throughout Scotlandville

Community gateways are art and signage that serve as a "welcome mat" into a community and are essential for connectivity, wayfinding, and creating a sense of place and community character. Placing gateways at key entrances throughout Scotlandville, including at the intersection of Scenic Highway and Airline Highway and at Harding Boulevard at the I-110 off-ramp will contribute to a distinct sense of place and character for Scotlandville. Signage that highlights community amenities will also contribute to Scotlanville's sense of place and local pride.

ACTION ITEMS

- 1. Incorporate Scotlandville gateway installations along key corridors,** such as Scenic Highway and Harding Boulevard.
 - + Work with the City of Baton Rouge, Arts Council, BREC, and Scotlandville community stakeholders in an iterative process to develop a desired aesthetic appearance for gateway signage, including overall appearance, size, colors, lettering, materials to be used, and potential locations.
 - + Develop a budget and timeline for construction implementation of gateway signage.
 - + Identify funding sources including local businesses, BRNEDD, and foundations.
- 2. Work with community stakeholders and the Arts Council to explore opportunities for signage** within the community to improve wayfinding to amenities, such as the Scotlandville Plaza, Anna T. Jordan Community Park, Jewel J. Newman Community Center, and the Scotlandville Branch Library.
- 3. Work with Southern University to install university gateways at key intersections** along Scenic Highway (Mills Avenue, Swan Avenue, and Harding Boulevard).

Proposed Community and University Gateways



Strategy 1.3 Implement the Harding Boulevard Beautification Program

The Harding Boulevard Beautification Program is an initiative by the Scotlandville Community Development Corporation (SCDC), a local nonprofit organization whose mission is to revitalize Scotlandville, to make aesthetic improvements along the road. Exxon Mobil has provided grant funding to the SCDC to implement these improvements, and the SCDC is currently in the planning stages of implementing this effort. Proposed improvements to Harding Boulevard include adding trees, landscaping, and pedestrian amenities. A design concept of the Human Jukebox" has also been proposed, which envisions 3-D band figures added along the median to represent the Southern University music band.

Implementation of this project will occur in two phases, where Phase 1 will see improvements along Harding Boulevard approximately from the Helene Street intersection to Scenic Highway, and Phase 2 will implement beautification improvements along the rest of Harding Boulevard heading west, up to I-110.

In addition to beautifying the community, this effort serves to strengthen connections between Southern University and the community. Ultimately this program should be implemented between the airport to Southern University.

ACTION ITEMS

- 1. Use the plant palette developed in the 2011 SCCDP or refer to the Baton Rouge Metropolitan Airport drainage and landscape improvements** as a guide for selecting native or well-adapted plants to be used in street beautification for this and other community projects. Choosing plants that perform well will minimize maintenance and promote longevity of beautification efforts.
- 2. Collaborate with SCDC and the Southern University band department** to explore design concepts for the Human Jukebox theme.
- 3. Work with Southern University to install pole banners with Southern University signage** along Harding Boulevard between I-110 and Scenic Highway.
- 4. Continue to look for grant funding opportunities and other resources to implement Phase 2.**

Strategy 1.4 Place public art and improve public spaces throughout Scotlandville

Incorporating public art into community spaces will help to revitalize and define the Scotlandville community, instill community pride, and enhance the community's attractiveness to businesses and residents. Public art projects can be on a large or small scale, which can together work to improve Scotlandville's sense of place.

ACTION ITEMS

- 1. Form cross-sector partnerships** to engage local artists, community members, public- and private-sector organizations, local government, philanthropic organizations, and other nonprofit organizations to encourage buy-in. Identify key, high-visibility locations to demonstrate art installations to generate interest, excitement, and momentum. This program could be used at Scotlandville Plaza.
- 2. Develop a program with local artists and youth that uses art to revitalize and repurpose** vacant lots and blighted properties.
- 3. Pursue creative financing to fund art projects.** Potential financing includes private lenders, philanthropy, low-income housing tax credits, HOME funds, or new markets tax credits.



Solar tree.

Source: designrulz.com

Strategy 1.5 Initiate a community branding campaign

Developing branding that is sensitive to the culture and historical significance of Scotlandville through banners, signage, street furniture, public art, and street sign toppers can emphasize and create a positive identity for Scotlandville and enhance community cohesion.

ACTION ITEMS

- 1. Engage the Arts Council, local artists, students, residents, and stakeholders to conduct a branding charrette** to develop a community tagline and "postcard" image for Scotlandville.
- 2. Develop a community logo** that can be used as bumper stickers, on community publications, benches, or on signage.
- 3. Develop brand elements** such as a specific typeface and a color palette that can be used consistently in all branding materials.
- 4. Use the community brand to strengthen neighborhood identity** and create a sense of place through neighborhood gateways, landscaping, street sign toppers, and yard flags.



Recommended crosswalk investment locations along Scenic Highway.

Goal 2 Improve the look of commercial roads and facilitate safe walking and biking

Strategy 2.1 Incorporate aesthetic design standards in infrastructure improvements

Improving the infrastructure of commercial roads will help Scotlandville look more inviting and help residents to get around more safely and comfortably using non-vehicular modes. Improving commercial roads includes the addition of trees, landscaping, sidewalks that have ADA ramps, crosswalks, and pedestrian signals. It also includes revising building standards to place buildings closer to the street and adding windows and doors that open to the street to be more inviting.

ACTION ITEMS

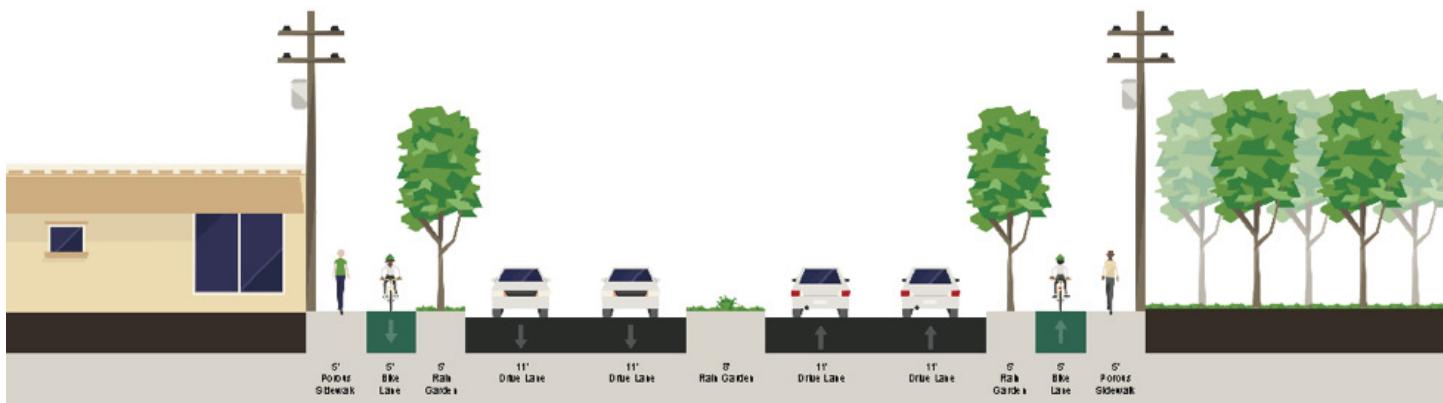
- 1. Incorporate these elements** on all transportation improvements to the greatest extent possible
 - + Street trees
 - + Sidewalks
 - + Crosswalks
 - + ADA accessibility
 - + Community gateways and signage
- 2. Add gates at the railroad crossing at Scotland Avenue and Rosenwald Road.**



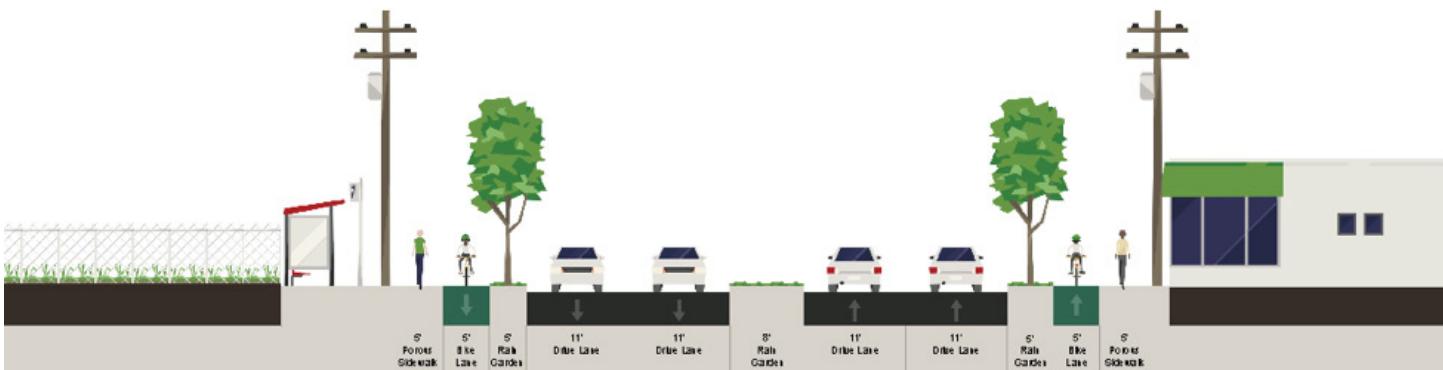
Rendering of Railroad crossing gates at Scotland Avenue and Rosenwald Road.

- 3. Add crosswalks at hotspot intersections** for crashes involving pedestrians.
 - 4. Consider Complete Streets amenities on major corridors throughout Scotlandville**, including Scenic Highway, Scotland Avenue, Harding Boulevard, and 72nd Avenue.
- + Specific recommendations appear below and on the next two pages.

Scenic Highway at Swan Avenue Recommendation: Urban Walkable 4-Lane Roadway



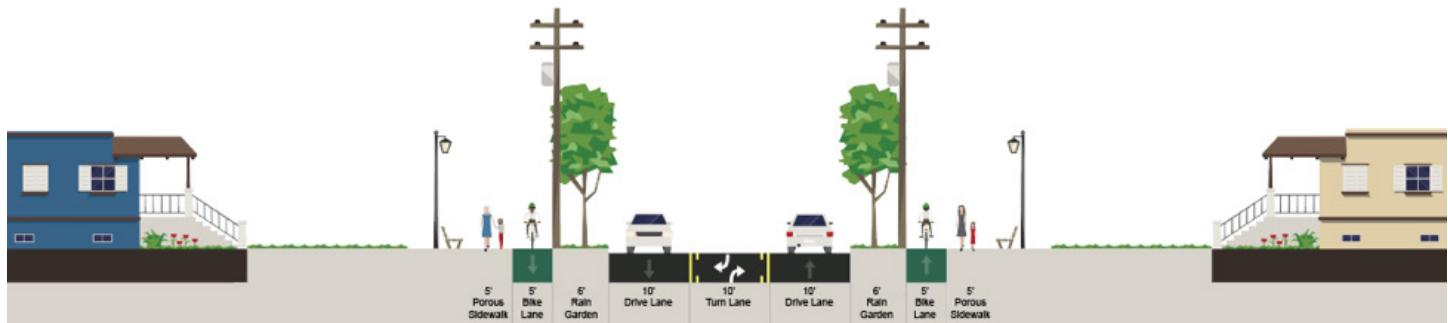
Scenic Highway at 72nd Avenue Recommendation: Urban Walkable 4-Lane Roadway



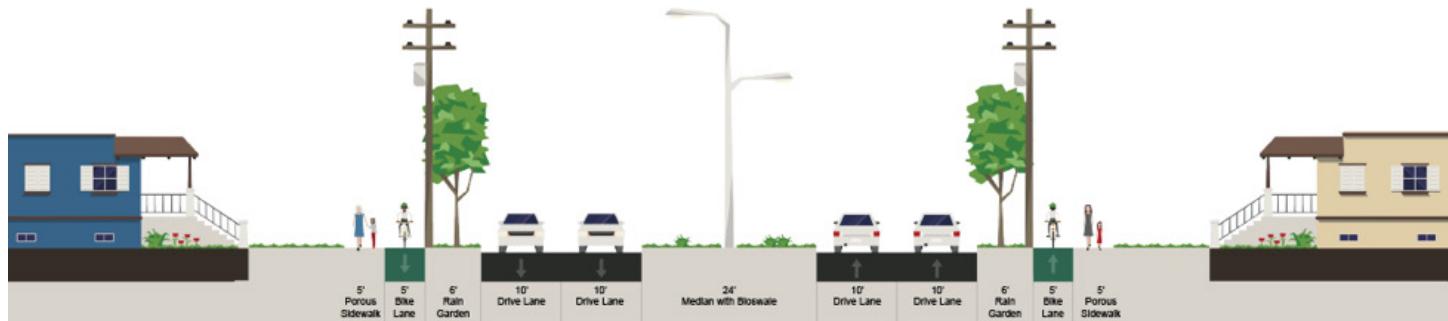
The Urban Walkable Four-Lane incorporates two lanes of traffic in each direction, divided by a median, which can double as a rain garden. The travel lanes would also be buffered by furniture zones, which separate non-motorized travel on the other side. Sidewalk and bike lanes made of permeable pavement provide for non-motorized travel.

Harding Boulevard at Helene Street (facing east)

Recommendation 1: Road Diet - Suburban Walkable/Bikeable Three-Lane Roadway. Harding Boulevard has an average daily traffic count between 11,000 and 14,000 along the segment from I-110 to US 61. A road diet along this road segment, reducing the existing four lanes of traffic to three, would better accommodate pedestrians and bicyclists, while contributing to reduced crashes and speed.

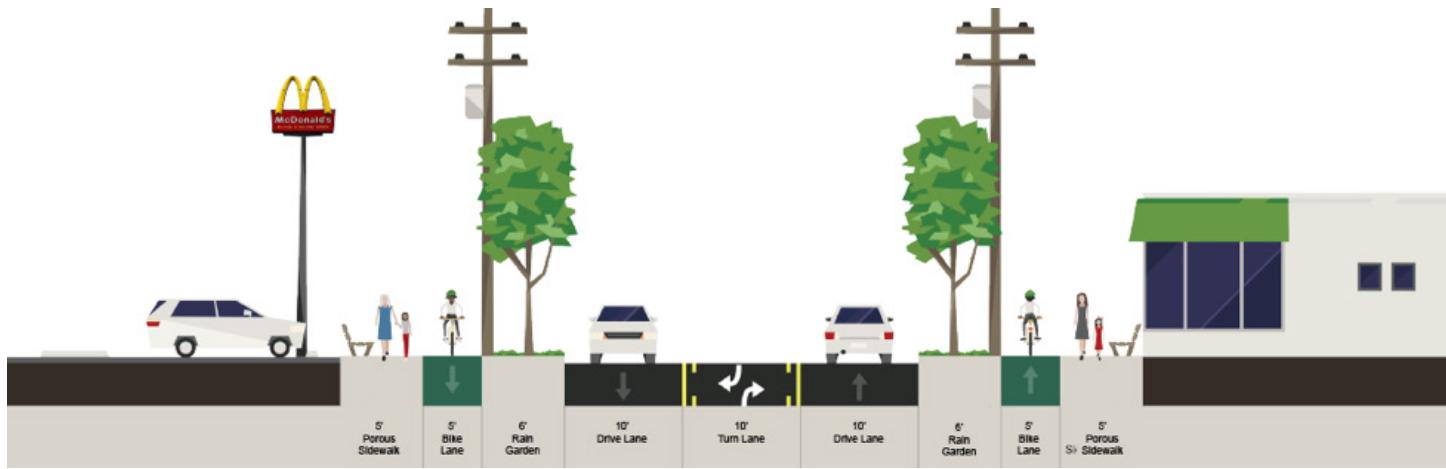


Recommendation 2: Suburban 4-Lane Roadway. This suburban four-lane recommendation maintains four lanes of traffic with a center median to separate traffic and furniture buffer zones on either side to safely accommodate bicycle lanes and pedestrians.

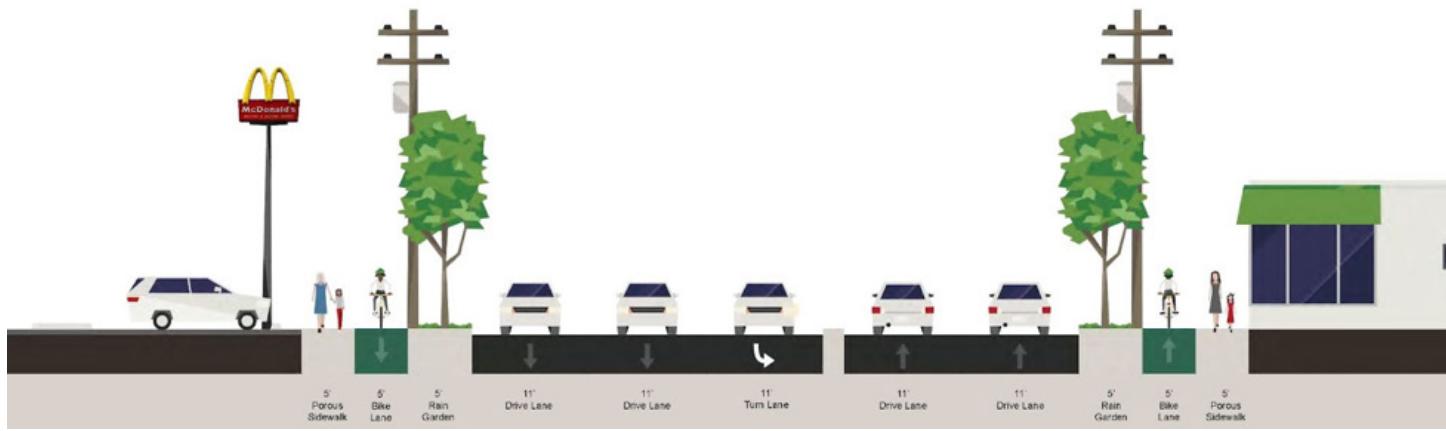


Harding Boulevard at Helene Street (facing west)

Recommendation 1: Road Diet - Urban Walkable/Bikeable Three-Lane Roadway



Recommendation 2: Urban Four-Lane Roadway



Strategy 2.2 Infill commercial corridors with street-oriented buildings and implement streetscape guidelines for Scotland Avenue, Scenic Highway, and Swan Avenue to promote walkability and safety

The Scotlandville Community was once a thriving, independent community with main street corridors tying together strong, stable neighborhoods. Buildings were built up to the street, creating a safe, walkable street front. Reinforcing the main street development pattern is essential to promote walking and biking throughout the community.



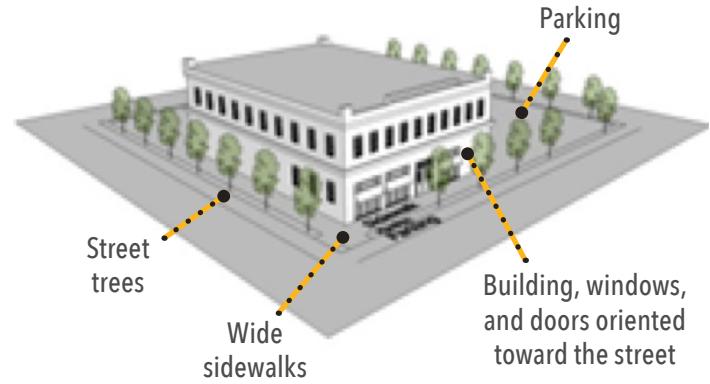
ACTION ITEMS

- 1. Ensure new construction is placed in a manner that better defines the "street wall" and creates a main-street environment.**
- 2. Amend the character areas in the East Baton Rouge City-Parish Unified Development Code to include building standards to increase the walkability of streets. Recommendations include**
 - + Buildings placed closer to the street;
 - + Windows, doors and pedestrian-oriented landscaping provided;
 - + Entrances facing the street; and
 - + Parking to the side and rear of buildings to enhance the pedestrian experience by requiring buffer sidewalks from traffic.
- 3. Encourage pedestrian amenities** including pedestrian lighting, access points, signage and benches.

Strategy 2.3 Implement a proactive, targeted commercial code enforcement program

Code enforcement is used to compel property owners to comply with the City-Parish's health and safety standards and other property standards. There are a number of properties along Scotlandville's major corridors that do not comply with current standards. Addressing these properties through a consistent and systematic approach will help attract new, desirable development along these corridors.

Example of walkable design standards



ACTION ITEMS

- 1. Conduct a survey of properties** to determine extent and type of code violations.



- 2. Develop an enforcement team** of representatives from multiple departments.
- 3. Develop and distribute materials to property owners to ask for voluntary compliance with codes.** Provide a timeline in which additional measures will be taken.
- 4. Identify three of the worst problem properties to target first for compliance.** Once enforcement is achieved, proceed to the next three properties.
- 5. Engage community members, neighborhood groups, and CDCs in the enforcement process.** Community members have a stake in the maintenance of properties and when trained, volunteers can help track violations, notify owners, and provide information to owners about bringing properties into compliance.

Code Enforcement Solutions

From: Texas Problem Properties Toolkit

Philadelphia's Neighborhood Information System is accessible to city staff, community development corporations, and other community-based agencies that have contracts with the city. Certain parts of the system are also available to the public at large. The system tracks a wide array of information related to properties, including the date of purchase, purchase price, tax delinquency status, city code violations, and utility terminations.

Pearland, Texas utilizes volunteers to assist with code enforcement. Volunteers are trained and must commit to at least two hours a week.

In **Louisville, Kentucky**, the Neighborhood Roundtable identifies the ten worst properties in their areas. City inspectors conduct intensified inspections of these properties and generate a before and after report on each property.

In **Atlanta, Georgia**, the city trains dozens of volunteer neighborhood deputies who patrol the neighborhood and send notices of potential code violations to property owners and occupants. If the conditions are not corrected, the deputies refer the case to the city code enforcement department. The program costs just \$80,000 to run, the same cost as hiring two full-time housing inspectors.

The **City of Cleveland, Ohio** employs "housing specialists" who provide counseling and assistance to landlords to help them achieve compliance.

In **Dallas, Texas**, the city prosecutes the vast majority of code violations through an administrative proceeding called the Hearing Officers Court. About 2,000 citations are processed each month through this system.

Goal 3 Improve the public perception of Scotlandville

Strategy 3.1 Improve community safety

While criminal activity in Scotlandville has decreased, Scotlandville still maintains a reputation as a high-crime area. Environmental factors like limited lighting contribute to this perception; residents and students have stated they don't feel safe walking at night due to lack of lighting. Working to change this perception will help to encourage residents and businesses to consider Scotlandville as a viable option to purchase a home or open a business. Improving this perception will also encourage Southern University students to feel safe engaging with the Scotlandville community.

ACTION ITEMS

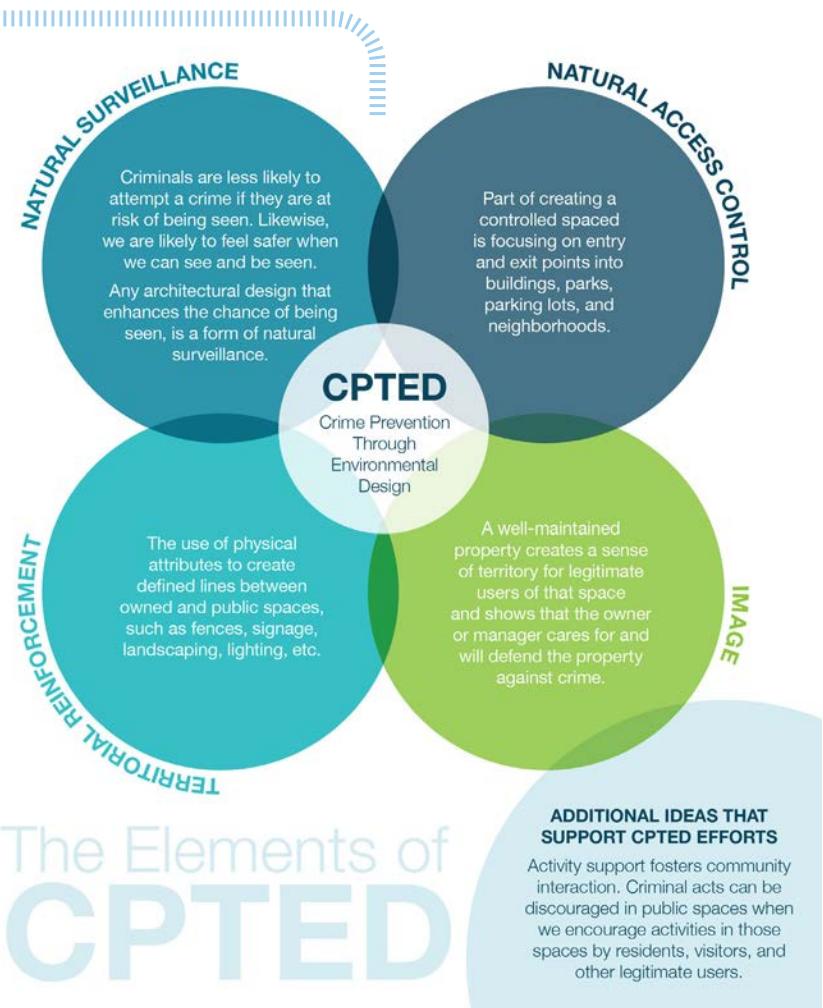
- Work with the Baton Rouge Police Department and local community organizations** to increase police visibility and improve relationships between police and the community.
- Educate and encourage residents to use the 311 program** to report streetlight outages and/or damage.
- Encourage programs and recreational activity for youth** to reduce delinquency.
- Increase community safety through Crime Prevention Through Environmental Design (CPTED) measures**, such as adding pedestrian-scale street lighting, adding seating in common areas, and designing streets to encourage bicyclists and pedestrians.

Crime Prevention Through Environmental Design

Crime Prevention Through Environmental Design (CPTED)

Design (CPTED) is based on this premise: the proper design and effective use of the built environment can lead to a reduction in the fear of crime and crime incidence, and to improvement in the quality of life. Implementing CPTED reduces criminal opportunity and fosters positive social interactions among users of a space. Examples of CPTED activities include

- + **Improving community signage** to indicate where persons can and cannot go;
- + **Educating residents** on CPTED concepts to be implemented on their homes and blocks;
- + **Increasing lighting** for safety;
- + **Increasing traffic controls** to slow traffic;
- + **Implementing crosswalks** and protected crossings;
- + **Utilizing physical designs** such as pavement treatments, landscaping and signage that enable users of an area to develop a sense of ownership; and
- + **Implementing a CPTED based maintenance plan** to help preserve property value and make the community a safer place.



Source: City of Albany, Oregon

Strategy 3.2 Reduce Community Blight

Blight is considered the presence or concentration of vacant, abandoned, dilapidated, underutilized or mis-utilized buildings, spaces, or lots. Blight negatively impacts communities by decreasing surrounding property values, eroding the health of the local housing market, posing safety hazards, and reducing local tax revenue.

In 2019, the Center for Planning Excellence hosted a Blight Workshop that convened local and regional community, municipal and parish leadership to discuss and develop strategies to address community blight. The outcomes from these discussions are documented in Reinvesting in Louisiana: Identifying and Combating the Root Causes of Blight and the community strategies that came out of the workshop are outlined in the following action items.

ACTION ITEMS

- 1. Set customized community goals** that guide a comprehensive approach across all systems from prevention to acquisition and maintenance to reuse of properties.
- 2. Convene a meeting with the City-Parish and Build Baton Rouge** to request that the city take on vacant and adjudicated properties as part of the Build Baton Rouge land bank.
- 3. Inventory and maintain a database of blighted properties** with specific property information such as lot and building size, number of units, and assessed value. This data will provide easy access to information about blighted properties, which can help better understand their background and needs.
- 4. Once the properties are cleared of title, circulate a request to developers.**
- 5. Strengthen code enforcement to address blighted properties** or properties owned by absentee landlords.
- 6. Transform blighted properties into community assets,** which could include the following examples.
 - + Safe, affordable housing
 - + Community green space providing areas for social gathering
 - + Rain gardens providing stormwater management and educational opportunities

- + Pocket parks that also include green space
- + Public art installations

Strategy 3.3 Provide voluntary clean-up opportunities

Outdoor storage and garbage creates an extremely bad image along Scotlandville's corridors. While the community hosts cleanups, additional action and partnerships are needed to improve these areas.

ACTION ITEMS

- 1. Request the Parish to place dumpsters in strategic locations during cleanups** to allow residents and business owners to discard large items (two to four times a year).
- 2. Run a community hand tool program** to provide volunteer groups with equipment to clean up litter, mow grass, and cut vegetation in their neighborhood for weekend cleanup projects or other beautification events.
- 3. Develop and distribute educational materials.**
- 4. Partner with other organizations and businesses for regular cleanups.**
- 5. Facilitate removal of hazardous materials** such as tires, oils, and chemicals.



Neighborhood cleanup event in Henderson, Nevada.

4. Healthy Community



Today's Challenges

The built environment is an important factor that can either encourage or deter physical activity. Scotlandville's current built environment neither encourages safe walking and biking for physical activity and primary means of transportation nor provides easy access to healthy foods.

The current built environment may be contributing to Scotlandville residents' health outcomes and disparities. Strategically improving Scotlandville's built environment can reverse the pattern of lack of investment which has undermined and limited the availability of community assets which support better health outcomes.

In addition, Scotlandville is considered a food desert. Residents have to go outside of the community for fresh food and basic necessities. This circumstance is a major deterrent to attracting new businesses and residents, and providing better food options is the community's number one priority. The grocery store would ideally be located in an area that is easily accessible to residents through various transportation modes (walking, biking, bus transit). Developing a grocery store or alternative methods to consistently provide fresh food to residents will promote overall community health and increase Scotlandville's livability and attractiveness to potential new residents.

Healthy Community recommendations, set forth in the following **goals, strategies and actions**, address providing access to healthy food and services and incorporating green and sustainable practices in all types of development to strengthen Scotlandville as a self-sufficient community that can be an example of best practices throughout the city, state, and region.

Goal 1 Provide projects and programs to reduce food insecurity in Scotlandville

Strategy 1.1 Develop a framework to provide fresh food to Scotlandville residents

The Scotlandville community has long been identified as a food desert—an area where people have limited access to a variety of healthy and affordable food. Not having regular access to healthy food can lead to significant health impacts such as obesity, diabetes, and other preventable diseases. Previous market studies have shown that Scotlandville does not meet the critical mass criteria for number of households and income for most grocery stores to successfully operate within Scotlandville; however, implementation of the strategies listed in this plan will help to make Scotlandville more attractive to potential businesses, including a grocery store. In the interim, a regular service that brings fresh



In the future...
Scotlandville embraces healthy, sustainable practices in all aspects of community life and is a showcase for creating healthy communities.

food to the community would help to meet its needs. There are currently plans for a full grocery store on Plank Road, which will help serve this community. However, an additional fresh market and/or grocery store to serve Scotlandville neighborhoods and the University community should be explored.

ACTION ITEMS

- Conduct a study** to determine the best format to provide Scotlandville residents with consistent and convenient access to affordable fresh food. Potential options include a weekly or monthly farmers' market, a mobile market, a food co-op, or a grocery store.

Strategy 1.2 Work with Southern University to develop a community farmers' market

Southern University's Agricultural Center is an excellent resource for grant funding and relationships with regional growers to vend at the farmers' market. Establishing a relationship with community stakeholders to locate an ideal location and operate the market would help to alleviate the fresh food scarcity in Scotlandville.

ACTION ITEMS

- Coordinate with Southern University Ag Center's Director of Advancement, District 2 Councilperson, and community stakeholders** to inventory and identify potential spaces within Scotlandville to implement the farmers' market.
- Identify potential grant funding opportunities and community partners** to work with Southern University's Ag Center to develop, operate, and maintain the market.
- Continue to build a bank of regional providers** to participate in a weekly market.

Strategy 1.3 Implement a community garden and community composting

Community gardens provide a shared space for residents, youth, and students to engage, collaborate, and learn how to grow food. Community gardens combat food insecurity by providing fresh vegetables and fruit to residents in need.. Composting is the processing of organic material and compliments community gardening by providing material that can be used to improve local soils and support food production. Incorporating composting into



The **Harvestrolley** brings fresh groceries to neighborhoods in Missouri City, Texas. Residents can purchase milk and cheese, fresh meat, fruits, and vegetables, canned goods, dry products and over-the-counter pharmacy items.

Considering How Planning Can Impact Community Health

Healthy People 2030—the fifth iteration of the US Surgeon General's initiative to promote health and prevent disease—organizes the conditions affecting health around where we live, learn, work, and play into five areas: **Healthcare Access and Quality, Education Access and Quality, Social and Community Context, Economic Stability, and Neighborhood and Built Environment.** These conditions are **broadly known as the Social Determinants of Health (SDOH)** and connect a wide array of aspects of our lives to our overall health and well-being. Some important considerations from a planning perspective include **characteristics of the housing stock, the ability to safely walk or bike, access to open spaces that are attractive to encourage people to use them, how places support social connections, and the presence of blighted or abandoned properties.** Each of these has impacts on our mental and physical well-being.

What elements of the Plan are you most excited about?

"Health Initiative—integrate partners such as BREC to provide programming classes to support enhanced recreational capabilities."

- Community Resident

the strategy develops an internal community cycle, where green material is sourced from Scotlandville residents, sent to a composting site, and then, as mature compost, to the community garden. This also adds an educational component about sustainable community practices.

ACTION ITEMS

- 1. Identify vacant lots with suitable conditions** for a community garden and composting site.
- 2. Recruit residents and community members** from churches, schools and community organizations to maintain and operate the garden.
- 3. Develop partnerships between Southern University Ag Center and local farm organizations** to conduct programming, cooking demonstrations, and training residents in cooking and growing healthy food.
- 4. Develop a program to sell excess compost**, such as the Compost NOW (New Orleans Waste) program which drops off compost at libraries on Wednesdays.

Goal 2 Incentivize green development practices that are sensitive to and reduce negative environmental impacts as Scotlandville undergoes revitalization

Strategy 2.1 Incorporate green design practices in public and private development

Green design practices could improve quality of life and reduce living costs for residents. Green development practices include using building and landscape materials that reduce impacts on the environment, limiting impervious surfaces, and increasing green and natural areas to help beautify spaces and manage stormwater. Embedding these practices into Scotlandville development will establish Scotlandville as a self-sustaining community and make it a case study for best practices in community development in the region and the state.

ACTION ITEMS

- 1. Promote the use of green technologies for housing construction, renovation, and rehabilitation** that reduce energy and water consumption and cost for utilities, maintenance, and repair.
- 2. Implement green stormwater infrastructure** to improve stormwater management throughout Scotlandville. These can include rain gardens, bioswales, curb cuts, curb extensions, or stormwater bump-outs.
- 3. Explore funding availability of federal programs** such as Building Resilient Infrastructure and Communities (BRIC), which can be leveraged with local partners such as Entergy to support programs that reduce energy consumption.

Strategy 2.2 Implement a rooftop solar program for scotlandville residents

Rooftop solar programs contribute to lowering carbon emissions, reducing energy poverty, and increasing the resilience of at-risk communities. In Baton Rouge, the average low-income homeowner pays more than one-



The ability to easily access and purchase healthy foods has positive benefits on a person's general health and well-being. The logic being that it is more difficult to maintain a healthy diet if healthy food options are scarce or out of reach. If people are unable to maintain a healthy diet, then they are more likely to experience health concerns such as obesity, diabetes, high blood pressure, and other cardiovascular conditions. A number of barriers can make accessing healthy foods a challenge—affordability, lack of convenient transportation options to get to supermarkets, or lack of supermarkets and other options to purchase healthy food all together. Planning for improved access to healthy foods—through farmers markets, proactively attracting grocery stores, addressing transportation barriers and affordability challenges—can improve the ability to follow a healthy diet and combat negative health impacts.

quarter of their total annual income on their home energy bill; Scotlandville homeowners are paying up to 30 percent. According to the US Department of Energy, the average nationwide utility burden is three percent. Implementing a rooftop solar program can increase job opportunities for community residents.

ACTION ITEMS

- 1. Develop an education campaign** to inform residents and businesses about the benefits of implementing solar solutions and energy efficiency.
- 2. Develop a rooftop solar program to lower carbon emissions** in Scotlandville, reduce energy poverty, and increase community resilience.
- 3. Establish a community solar program** to enable residents unable to install solar panels on their rooftops to subscribe to power generated by solar panels on unused land or other rooftops.
- 4. Encourage participation in the EBR Office of Community Development home weatherization program** to increase eligibility for solar panel installation.
- 5. Adopt a solar ordinance.**

Strategy 2.3 Increase the tree canopy

Increasing the tree canopy throughout Scotlandville will mitigate stormwater runoff, improve air quality, address urban heat, and contribute to community beautification.

ACTION ITEMS

- 1. Partner with Baton Rouge Green** to develop a tree planting campaign throughout Scotlandville.
- 2. Conduct an assessment of appropriate sites for planting trees**, prioritizing major corridors-Scotland Avenue, Scenic Highway, and Harding Boulevard.
- 3. Recruit volunteers from area high schools, Southern University, and other youth organizations** to help with tree planting efforts. Consider offering community service hours for their time.
- 4. Identify funding sources for trees** including area businesses, foundations, and Southern University.
- 5. Determine appropriate agency/agencies to develop a program to maintain trees**, based on tree location. (Possible agencies include BREC, the City-Parish or DOTD)
- 6. Establish an annual tree planting goal.**



Case Study: Solar for All NOLA

The City of New Orleans implemented a **Solar for All NOLA** program in 2020, which **provides rooftop solar panels to all city residents and small businesses to reduce energy costs, increase resiliency, and create jobs**. The program helps low-to-moderate income and fixed-income households install solar by offering a lease for solar panels with energy efficiency upgrades with no down payment or credit requirement. The program also maintains and monitors the system for the homeowner. Eligible homeowners and small businesses who wish to acquire solar systems are offered traditional financing.

Since the program launch, **450 homeowners and businesses have benefitted from solar and more than \$2.4 million in annual savings**, an average of \$532 per household.

Incorporating green design practices

Sustainable stormwater management on campus involves capturing water closer to the source to minimize nuisance flooding, roadway inundation, and the concentration of contaminants in runoff. By employing various management strategies, stormwater becomes an asset and can help improve the aesthetic quality of Southern's campus.

New development and redevelopment on campus should implement low impact development (LID) strategies to manage stormwater on-site before being discharged. Unlike conventional conveyance infrastructure that channels runoff elsewhere through pipes, catchment basins, and curbs and gutters, LID remediates polluted runoff through a network of distributed treatment landscapes.

Roadways, open space, and on-campus buildings provide ample opportunities for managing stormwater. The following list **outlines tools that can be used in a range of different conditions on campus.**

Curb Cuts

Curb cuts are an inexpensive method of diverting stormwater from a roadway. They provide a break in the continuous height of the curb so stormwater on the street is released into an adjacent area where it can be treated and slowly released. These areas are vegetated, providing ecological and aesthetic benefits. Their cost efficiency makes curb cuts a highly recommended tool for the campus.

Permeable Paving

Permeable paving allows stormwater to infiltrate the ground plane and is especially impactful where landscape-based strategies are not feasible. It can be used in a range of contexts like sidewalks or entire roadways, and a wide variety of materials can be used, including loose gravel to pre-made pavers. In areas frequented by pedestrians, pre-made porous pavers should be used to meet ADA requirements. While permeable pavement is effective, it is also costly to install and maintain.

Flow-Through Planters

Flow-through planters are appropriate for denser areas on campus or where water infiltration is not favorable. During and after rain events, these planters allow runoff to filter through a soil base and into an underdrain system. Flow-through planters are very effective, but they are costlier than other stormwater tools and should be used strategically.



Permeable paving

Bioswales

Bioswales are linear, vegetated depressions that collect, treat, and slow stormwater runoff as it moves downstream. They have flexible siting and size allowances, making them one of the most effective and cost-efficient tools in the toolkit for managing stormwater. Existing ditches or medians in a roadway can often be converted to bioswales with slight modifications and planting enhancements.



Bioswale



Flow -through planter



Curb cut

Curb Extensions/Stormwater Bump-Outs

Curb extensions narrow the roadway to create multiple benefits like managing stormwater and increasing the available space for pedestrian amenities plantings, street trees, and furnishings. They use minimal infrastructure, making them a great low-cost, high-impact stormwater management option for the campus.

Rain Gardens

A rain garden is a constructed depression in the landscape that is filled with native shrubs and perennials. It is designed to temporarily hold stormwater and can remove nutrients, chemicals, and sediments from runoff. Like bioswales, they can be scaled up or down depending on the space available and can easily be implemented throughout campus.

Riparian Buffer

Buffers are a simple, inexpensive way to preserve floodplain capacity, improve water quality, and protect local ecologies. They provide a buffer of native plant communities along waterways to filter litter and pollution and prevent development that would compromise stormwater management capacity. Buffer width is based on surrounding context, soil type, size and slope of catchment area, and vegetative cover

Rooftop Catchment

Roof materials play a large role in determining the capacity for rooftop catchment and reuse. Green Roofs (best): Collect rain on-site and slow the release of water, allowing the drainage system to maintain proper function during large rain events. By adding an extra layer onto an existing building, green roofs help reduce heating and cooling cost.

Metal Roofs: Stormwater runoff from a metal roof has very low pollutant levels and excellent rainwater harvesting potential.

Wood Shingle: Depending on the treatment of the wood shingles, toxins may be contained in runoff, making it potentially hazardous to handle.

Membrane System: Petroleum based membranes have high levels of pollutants in runoff.

Asphalt Shingles (worst): Contains high levels of pollutants and sediment; potentially harmful to collect stormwater for reuse.

Cisterns

Cisterns reduce runoff volume and peak flows, allowing water to be stored on-site and reused for irrigation. Typically, cisterns are modular units that can be easily connected to increase storage capacity. Underground and aboveground alternatives are available. Aboveground options are typically less expensive and require less extensive sitework while underground options allow stormwater infiltration.



Curb extensions



Rain garden

Plant Selection Matrix

Selecting plant species that are appropriate for the environmental conditions of Southern's campus is a critical part of successful landscape improvements. The following matrix includes a selection of plants that are generally well-suited to the campus area. The information listed for each plant will help campus maintenance staff and developers determine the best fit for trees, shrubs, perennials, and groundcovers. This is a small selection of plants that are suitable for campus conditions. However, there are other species that are also appropriate. When looking for plants that meet specific needs, this chart demonstrates some plant characteristics to keep in mind.

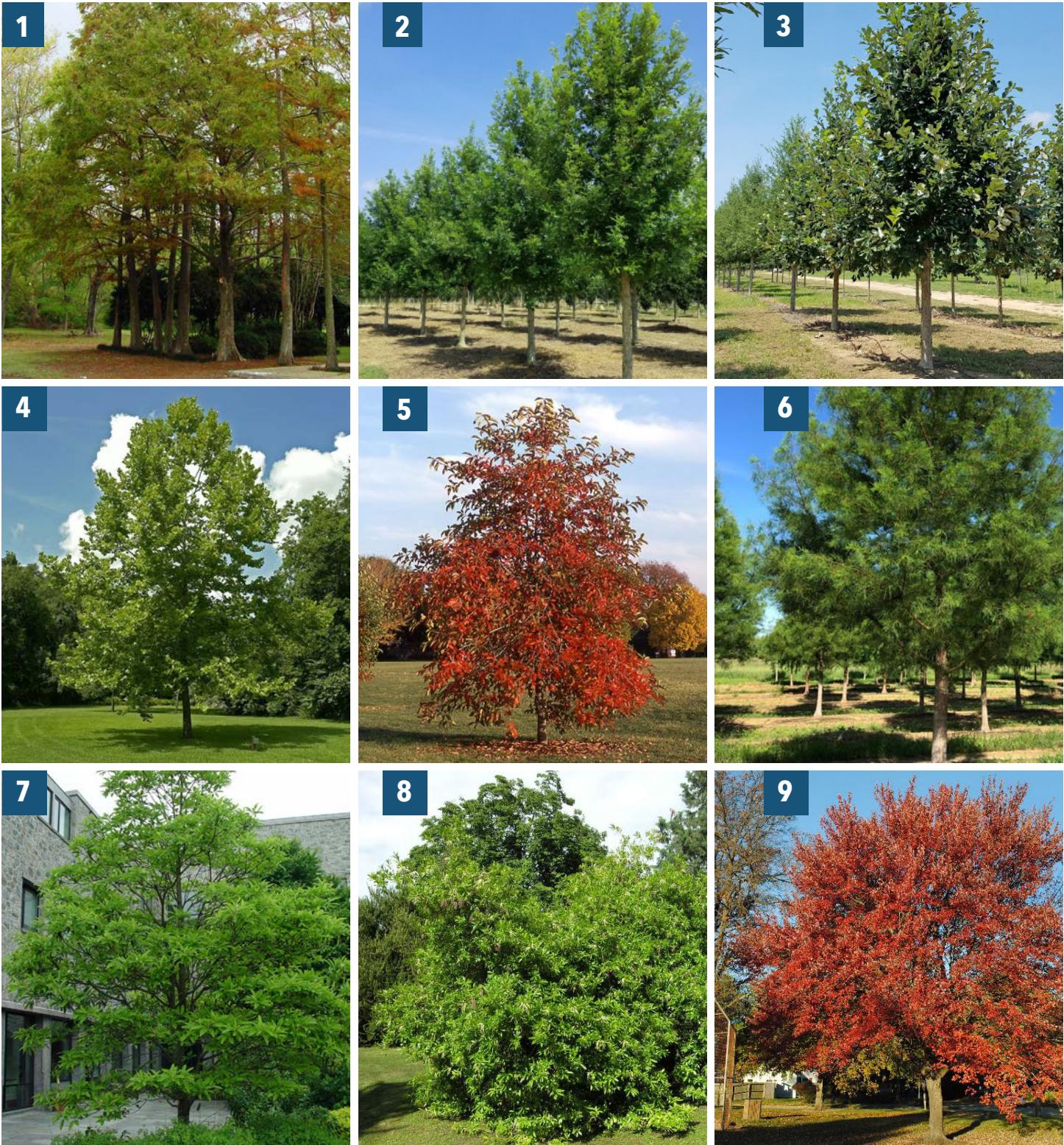


sun/shade	suitable conditions	growth rate (slow, moderate, fast)	appropriate uses	mature size (H' x W')	common name	scientific name	native	picture number
			Tolerant of multiple soil types	2' x 2'	Autumn fern	<i>Dryopteris erythrosora</i>		1
			Attractive pink color in fall	3' x 3'	Gulf Coast Muhly	<i>Muhlenbergia capillaris</i>	✓	2
			Wet areas	2' x 2'	Soft Rush	<i>Juncus inflexus 'Blue arrows'</i>		3
			Good for mass plantings on slopes	3' - 4'	Northern Sea Oats	<i>Chasmanthium latifolium</i>	✓	4
			Adaptable and forms dense clumps	5' x 2'	Royal Fern	<i>Osmunda regalis</i>		5
			Good groundcover foliage for shade in the hot Southeast	3' x 3'	Southern Wood Fern	<i>Dryopteris ludoviciana</i>	✓	6
			Bayous, ditches, continually wet spot	2' x 2'	Spider Lily	<i>Hymenocallis liriosome</i>	✓	7
			Groundcover or low maintenance bed filler	1.5' x 1'	Cherokee Sedge	<i>Carex cherokeensis</i>	✓	8
			Urban tolerant	4' x 1'	Giant Blue Iris	<i>Iris giganticaerulea</i>	✓	9
			Wet, clay soils	3' x 1'	Copper Iris	<i>Iris fulva</i>	✓	10

KEY



sun/shade	suitable conditions	evergreen/deciduous/ perennial	growth rate (slow, moderate, fast)	appropriate uses	mature size (H' x W')	common name	scientific name	native	picture number
				Rounded form with berries and seeds	6' x 6'	Beautyberry	<i>Callicarpa americana</i>		1
				Bright green foliage and flowers 3/4 seasons	5' x 5'	Native Red Hibiscus	<i>Hibiscus coccineus</i>		2
				Salt, drought tolerant	6' x 4'	Inkberry	<i>Ilex glabra</i>		3
				Open, spreading form with spring flowers	8' x 10'	Buttonbush	<i>Cephalanthus occidentalis</i>		4
				Spreading small shrub, showy in spring, fall leaf color	5' x 4'	Virginia Sweetspire	<i>Itea virginica</i>		5
				Dense cluster of fronds	8' x 6'	Dwarf Palmetto	<i>Sabal minor</i>		6
				Wispy evergreen shrub; used for screening	8' x 8'	Southern Wax Myrtle	<i>Myrica cerifera</i>		7
				White, broad flower clusters	6' x 5'	Southern Arrowwood	<i>Viburnum dentatum</i>		8
				Light green foliage with subtle flowers	15' x 10'	Star Anise	<i>Illicium parviflorum</i>		9



sun/shade	suitable conditions	evergreen/deciduous/ perennial	growth rate (slow, moderate, fast)	appropriate uses	mature size (H' x W')	common name	scientific name	native	picture number
☀️	' ⚫ ⚫ ⚫	☁️	➤	Long-lived and good wind barrier, seasonal color	50' x 25'	Bald Cypress	<i>Taxodium distichum</i>	✓	1
☀️	▢ ⚫ ⚫ ⚫	☁️	➤	Extremely tough and urban tolerant, poorly drained areas	50' x 45'	Green Spring Overcup	<i>Quercus lyrata 'dahlonge'a'</i>	✓	2
☀️	' ⚫ ⚫	☁️	➤	Prefers acidic soils, thrives with wet feet	40' x 30'	Sunbreaker Swamp White Oak	<i>Quercus bicolor 'Green Nova'</i>	✓	3
☀️	▢ ⚫ ⚫	☁️	➤	Well-drained soil, messy and not to be placed near pavement	75' x 40'	Sycamore	<i>Platanus occidentalis</i>	✓	4
☀️	▢ ⚫	☁️	➤	Long-lived swamp tree	60' x 40'	Water Tupelo	<i>Nyssa sylvatica</i>	✓	5
☀️	▢ ⚫	☁️	➤	Smaller cypress tree without knees	40' x 25'	Pond Cypress	<i>Taxodium ascendens</i>	✓	6
☀️	▢ ⚫	☁️	➤	Highly adaptive, fragrant flowers in spring	40' x 30'	Sweetbay Magnolia	<i>Magnolia virginiana</i>	✓	7
⛅	▢ ⚫ ⚫	☁️	➤	Showy, clusters of airy, white blooms	20' x 12'	Swamp Titi	<i>Cyrilla racemiflora</i>	✓	8
☀️	▢ ⚫	☁️	➤	Colorful fall foliage, male flowers and red samaras on females	50' x 30'	Swamp Maple	<i>Acer rubrum</i>	✓	9

Strategy 2.4 Address air impacts from industrial uses

Residents experience negative impacts, such as unsavory odors, from the Baton Rouge wastewater treatment plant and other industrial activities in the area. Air quality measures can alleviate some of these impacts and improve quality of life for residents.

ACTION ITEMS

- 1. Meet with the City's Department of Environmental Services** to discuss potential mitigation efforts, such as installation of an air filtration system on the aeration basin to reduce odors from the wastewater plant.
- 2. Work with businesses emitting odors** to address impacts.

Goal 3 Improve the built environment to address the root causes of health disparities facing Scotlandville

Strategy 3.1 Increase comfort and safety while walking and biking throughout Scotlandville

Throughout the engagement process, making Scotlandville a more walkable and bicycle friendly community for residents has been a common request by community residents and stakeholders. Improving walking and biking will also make it easier for Southern University students to engage with the community. However, residents have stated that biking has not been a viable option for getting around, as existing bike trails do not connect to other trails within the City of Baton Rouge or community amenities. Walking is also not a comfortable experience as there are few amenities to protect pedestrians, such as sidewalks, shared roadways, trail areas, or tree canopy.

ACTION ITEMS

- 1. Conduct a sidewalk audit and inventory** where sidewalks and other pedestrian amenities are needed and work with East Baton Rouge Parish Department of Transportation to develop a plan to prioritize

sidewalk improvements and identify funding for implementation.

- 2. Identify key pedestrian routes and develop a crosswalk plan.** Some key locations for high-visibility crosswalk implementation include Scenic Highway at Scotland Avenue as well as near the Scotlandville Branch Library and F.G. Clark Activity Center.
- 3. Create welcoming and pedestrian-protected neighborhood entrances to trails** in parks and through the community.
- 4. Implement proposed bicycle trails in Scotlandville in the 2020 East Baton Rouge Parish Pedestrian and Bicycle Master Plan** to connect with other parish trails and community amenities, enhancing connections between Scotlandville and Baton Rouge.
- 5. Expand the existing community bike-share program—Gotcha Bike Sharing**—to place stations within the Scotlandville community so residents and students have easy access to bicycles and additional mobility.
- 6. Execute an educational campaign about the benefits of walking and biking** to incentivize residents to consider walking or biking. Examples include partnering with a healthcare provider or nonprofit to add markers to the trail system that highlight calories burned, distance walked, or other health benefits. Include the participation of local organizations to implement the campaign.
- 7. Partner with local or regional bike advocacy groups** to provide road safety and bike maintenance lessons so residents can feel comfortable biking.
- 8. Connect Scotlandville to the Plank Road BRT** with efficient, regular service.



Source: Baton Rouge Business Report



Lafitte Greenway FitLot, New Orleans

Source: Fitlot.org

Public/Private Partnerships for Recreational Facilities

Through public-private partnerships, FitLot, a New Orleans-based nonprofit, helps plan, build, and activate outdoor fitness parks that are designed for all ages and abilities, making the benefits of an indoor facility free and accessible to everyone. FitLot has partnered with AARP and other nonprofits to bring active recreational facilities to senior communities. FitLot typically works with community-based groups to install the facility and provide programming for a year and training to continue the community programming by local entities.

Strategy 3.2 Provide well-maintained, active recreational areas and gathering spaces for all ages

Scotlandville currently has three public parks and trails and one nonprofit park facility. These facilities offer a range of amenities for the community and beyond. Additional enhancements that build on the existing improvements will provide a broader range of services to residents.

The Baton Rouge Department of Recreation (BREC) is currently planning significant enhancements to the Scotlandville Parkway facility, ultimately connecting it to downtown Baton Rouge. BREC should continue to work with area residents to incorporate their needs and ideas into the planning process.

ACTION ITEMS

- 1. Consideration should be given to partnering with recreational providers** to provide additional activities at facilities, especially for diverse age groups and populations.
- 2. Identify pocket parks and nature areas** for educational and recreational activities.
- 3. Create activity options, walking paths, etc. on the bluff** and provide access to residents.
- 4. Implement the Scotlandville Plaza improvements as a neighborhood focus area.** Identify additional sites to be used as gathering areas through the neighborhood.
- 5. Collaborate with Southern University on public events** for students and residents (e.g., festival, concerts, outdoor theater)
- 6. Update the Scotlandville Garden Park.**



Scotlandville Recreation Inventory

BREC Parks

- + Anna T. Jordan Community Center and Park
- + Scotlandville Parkway
- + Mills Avenue Park

BREC Facility inventory

- + Three lighted baseball fields
- + BREC pool at Anna T. Jordan Community Park
- + One Tennis Court
- + Mills Avenue Park (Southern Rec Center)
- + Zoo (north of Scotlandville)

Nonprofit / Private Park

- + Scotlandville Garden Park (basketball court)



Strategy 3.3 Maintain existing community infrastructure

Residents have stated that basic maintenance and upkeep of community infrastructure in Scotlandville needs to be improved. On the Community Needs Survey, community upkeep and property maintenance, fixing and maintaining potholes and streets, improving existing drainage infrastructure to address flooding issues, and maintaining lighting all scored upwards of 60 percent as high priorities within Scotlandville. The following action items work to promote consistent upkeep of community infrastructure.

ACTION ITEMS

- 1. Educate and encourage community residents to participate in the citywide 311 program** to report blighted properties and illegal dumping sites.
- 2. Encourage businesses and organizations along Scenic Highway and Scotland Avenue to work with the state DOTD District 61 office** to participate in the Adopt-a-Road program to remove litter and debris from these state roads.

- 3. Develop a partnership with the City-Parish Department of Public Works, Keep Louisiana Beautiful, and community members and students** to establish a community Adopt-a-Road program to aid existing efforts in removing litter from city streets in Scotlandville.
- 4. Develop a litter awareness program** to educate residents about the proper disposal of litter.
- 5. Work with the City-Parish Department of Public Works** to identify and prioritize fixing and maintenance of potholes on community streets.
- 6. Provide free dumpsters for trash collection** four times a year.
- 7. Enforce codes**, especially for businesses with illegal trash and dumping.

5. Connecting Scotlandville, Southern University, and Beyond



Improving and increasing community ties between the Scotlandville community and Southern University has been recognized by both the university and the community as a relationship that would benefit both parties. Based on stakeholder input, **the vision for strong connections includes**

- + Local community amenities and businesses, such as coffee shops, that provide safe and accessible late-night, co-working, and study spots;
- + Recreational spaces that are supported by university students, faculty, and staff;
- + Engagement programs where Scotlandville youth are mentored by SU students;
- + Physical connections such as walkways and paths that enable SU students to safely and easily access the community;
- + Off-campus student housing located in the community; and
- + Enhanced digital access.

Connecting Scotlandville, Southern University, and Beyond recommendations, set forth in the following **goals, strategies and actions**, address highlighting the cultural significance of Scotlandville through identifying and showcasing historical locations, spaces, and monuments within the community.

Goal 1 Highlight historic and cultural spaces within Scotlandville

Strategy 1.1 Improve community access to the Mississippi River Bluff with a historic and cultural trail

Scott's Bluff, located on Southern University's campus, is one of the last undeveloped locations along the Mississippi River and provides opportunities for outdoor recreation and viewing scenic vistas. Although access to the bluff is open to the public, this location is little known by Scotlandville residents or the wider community. Creating a historical trail to the bluff will highlight the history of this location and develop a community amenity that could draw visitors to Scotlandville.

ACTION ITEMS

1. **Place directional signage at key locations** throughout Scotlandville to showcase Scott's Bluff.
2. **Partner with community stakeholders to map out a historical trail** and gather input on culturally significant elements to be included.
3. **Work with Visit Baton Rouge to include the bluff** as part of Baton Rouge city tours.

In the future...

Scotlandville and Southern University are aligned and successful in celebrating and honoring their University's and community's rich culture, strengthening the sense of place of North Baton Rouge, which attracts national and international resources to the University and community. Scotlandville and Southern University are physically and programmatically connected to each other, and they are connected to major corridors, downtown, and the region.

Strategy 1.2 Highlight Scotlandville's historical significance

Scotlandville has a long, rich history in its development from rural farmland to the construction of Southern University to its progression into a stable middle-class, African-American community. Throughout its history, there have been many civic and community leaders and historical events that are largely unknown to the present-day community. Developing a program to highlight these figures and events will enhance Scotlandville's cultural identity, community pride, and strengthen community ties.

ACTION ITEMS

- 1. Establish landmark signage** at sites, buildings, and businesses to highlight their historical significance.
- 2. Use signage and public art to promote local leaders and events** while educating the broader community.
- 3. Collaborate with the Scotlandville Branch Library, local community organizations, and the Art Council** to develop a program to collect stories, photos, audio, text, and video from past and present Scotlandville residents, which can be displayed at the library and community events.

Strategy 1.3 Improve and expand the Scotlandville Plaza

Located at the "V"—the intersection of Scenic Highway, Scotland Avenue, and Swan Avenue—the Scotlandville Plaza is considered the epicenter of the Scotlandville community. Here the community gathers for events such as the Scotland Saturdays monthly market and tailgating for Southern University football games. The plaza serves as the informal gateway into the Scotlandville community. Improvements to enhance the plaza's design, such as landscaping, a pavilion, or a kids' playground, will help to formalize it as a community gathering space, support aesthetic improvements to surrounding businesses, and attract more community events.

ACTION ITEMS

- 1. Develop partnerships between the District 2 councilperson, Build Baton Rouge, local community organizations, and Southern University** to develop an oversight committee for plaza development.

- 2. Hold a community charrette** to consider design options for the plaza.
- 3. Phase improvements to the plaza** giving the most visible and highest-impact improvements the highest priority.
- 4. Identify funding sources and other resources** to develop a formal design concept and construction of improvements.

Scotlandville Plaza concept





Strategy 1.4 Promote and support Scotlandville as a cultural district

On October 1, 2020, the Office of the Lt. Governor and the Department of Culture, Recreation, and Tourism certified Scotlandville as a cultural district. The purpose of this program is to spark community revitalization based on cultural activity through tax incentives, technical assistance, and resources. Outcomes of the program can lead to increased cultural activity, occupancy, commerce, and jobs. The tool kit that districts can use to accomplish these goals includes building strategic partnerships, inclusive cultural planning, creating sustainable environments for artists/makers, planning accessible events and venues, and contributing to the public's awareness of arts and culture, among many other tactics. Other benefits of the program include state historic tax credits for commercial renovation projects and local sales tax exemptions on sales of original art work.

ACTION ITEMS

- 1. Identify a cultural anchor** such as an art institution, art and entertainment business, or an area with art and cultural activities or production.
- 2. Engage in the promotion, preservation, and educational aspects** of Scotlandville's arts and culture.
- 3. Establish a strategic partnership** among Scotlandville stakeholders to support the cultural district.
- 4. Identify a vision** for the district and broader community.
- 5. Provide clear signage, distinctive logos, maps,** and a user-friendly website.
- 6. Plan a marketing and promotion program** to attract visitors, potential residents, and new businesses

Goal 2 Create partnerships and opportunities for community-university engagement

Strategy 2.1 Increase opportunities for Southern University students and faculty to participate in and support Scotlandville educational, business, and training programs

One of the main goals of this plan is to increase and improve ties between Southern University and the Scotlandville community, which would provide mutual benefits to both communities through enhanced teaching and learning and the sharing of knowledge and resources. One strategy to achieve this is to create opportunities for Southern University students and faculty to firmly embed themselves in the community through strong partnerships and mentoring programs that are especially focused on business and job training. These partnerships will create a strong foundation within the community that will enable Scotlandville to sustain itself economically.

ACTION ITEMS

- 1. Work with Southern University College of Business** to market and conduct community outreach for the Southern University Small Business Incubator Program (previously referenced).
- 2. Continue and expand Southern University's Community Service partnership** (student credits for community service). Work with Southern University Office of Student Leadership and Community Engagement as well as the various academic departments to develop a Southern University



strategic community-university engagement program, which identifies existing community partnerships and programs in Scotlandville as well as gaps and opportunities for stronger outreach, engagement, and partnerships.

- 3. Develop a database of Scotlandville community-based organizations** for students to work with for service-learning and internship opportunities.
- 4. Support existing and create new partnerships between the Southern University Service Learning Program and the Scotlandville Community** and continue to engage Southern University students in community and school programs.
- 5. Establish partnership with Southern University College of Education** to assist with early childhood development in local schools.

Strategy 2.2 Improve physical connections between Southern University and Scotlandville

One of the overarching goals of this plan is to improve connections between Southern University and Scotlandville. One way to do this is to improve physical connections so students feel safe engaging with the community to support businesses and participate in community activities.

ACTION ITEMS

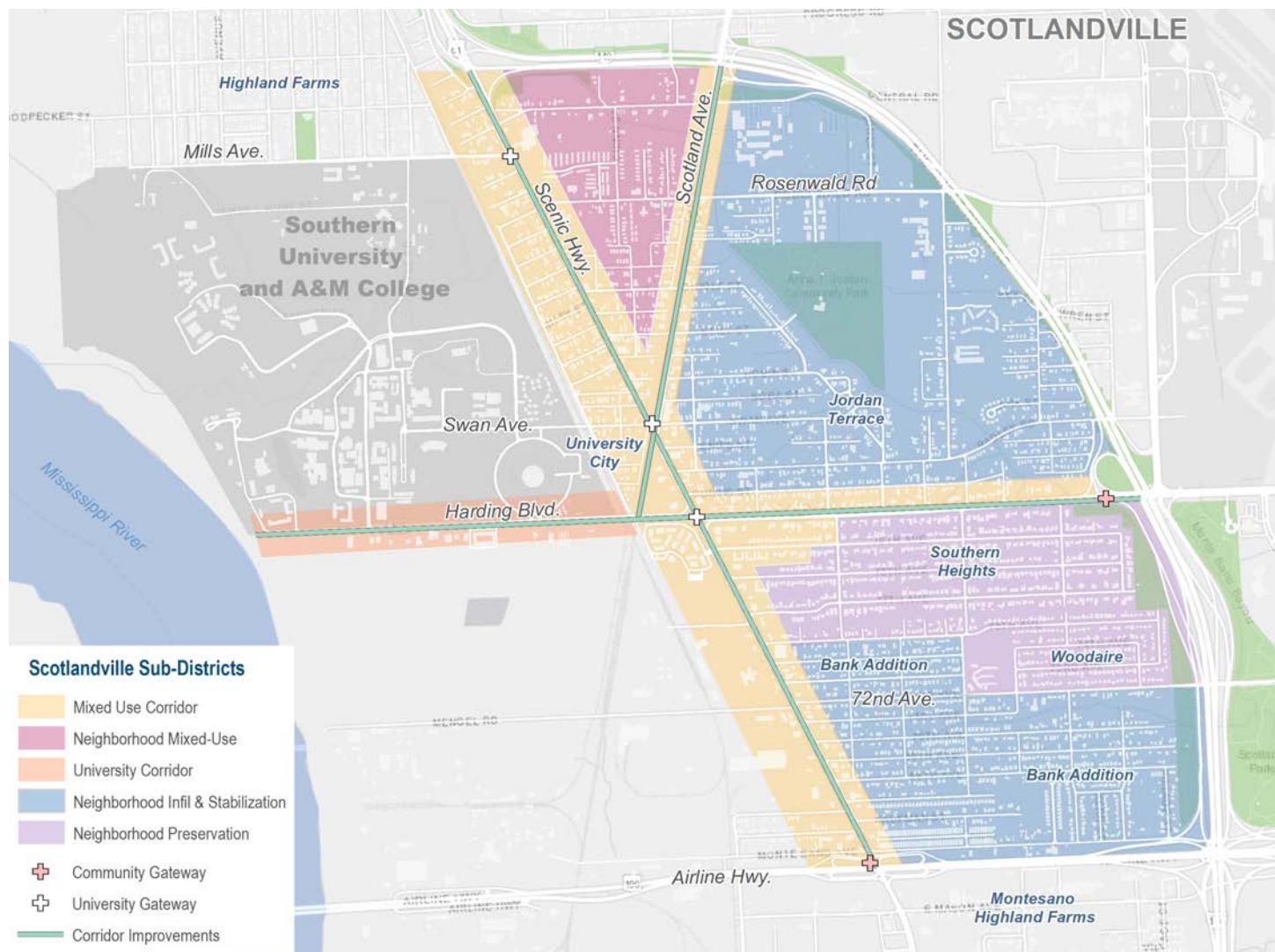
- 1. Revitalize businesses and build on existing streetscape improvements** along the Swan Avenue corridor between Southern University and Scenic Highway.
- 2. Identify crosswalks, pedestrian amenities, and signage needed to make connections more obvious and attractive.** Work with BRNEDD, the City-Parish, Southern University, local businesses, and other stakeholders to fund and implement improvements.

SUB-DISTRICT RECOMMENDATIONS

Supporting a Range of Land Use Characteristics

In addition to the overall, community-wide strategies proposed for Scotlandville, this Plan establishes sub-districts for the area immediately surrounding Southern University. The sub-districts characterize the different uses that exist within these areas and help focus and target strategies to realize the community vision and catalyze redevelopment. The established sub-districts are **Mixed-Use Corridor, University Corridor, Neighborhood Infill and Stabilization, Neighborhood Preservation, and Neighborhood Mixed Use.** A map of the sub-districts is shown below.

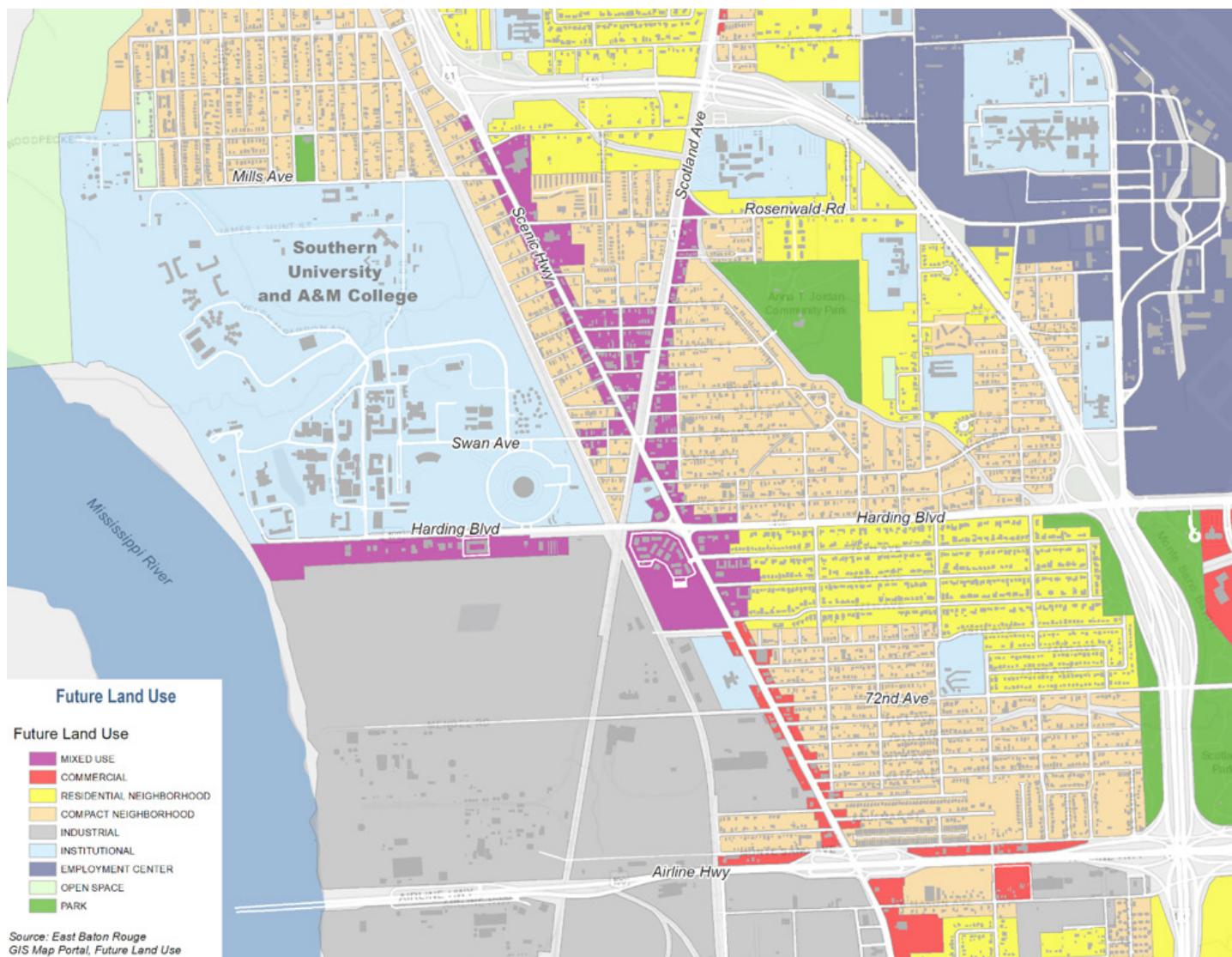
Proposed Sub-Districts



Future Land Use

In December 2018, the City-Parish adopted FUTUREBR, the Comprehensive Plan for East Baton Rouge Parish. This plan includes a future land use map that identifies desired land uses to achieve the East Baton Rouge Vision. These FUTUREBR land uses served as a base and informed the Sub-District Recommendations in further detail.

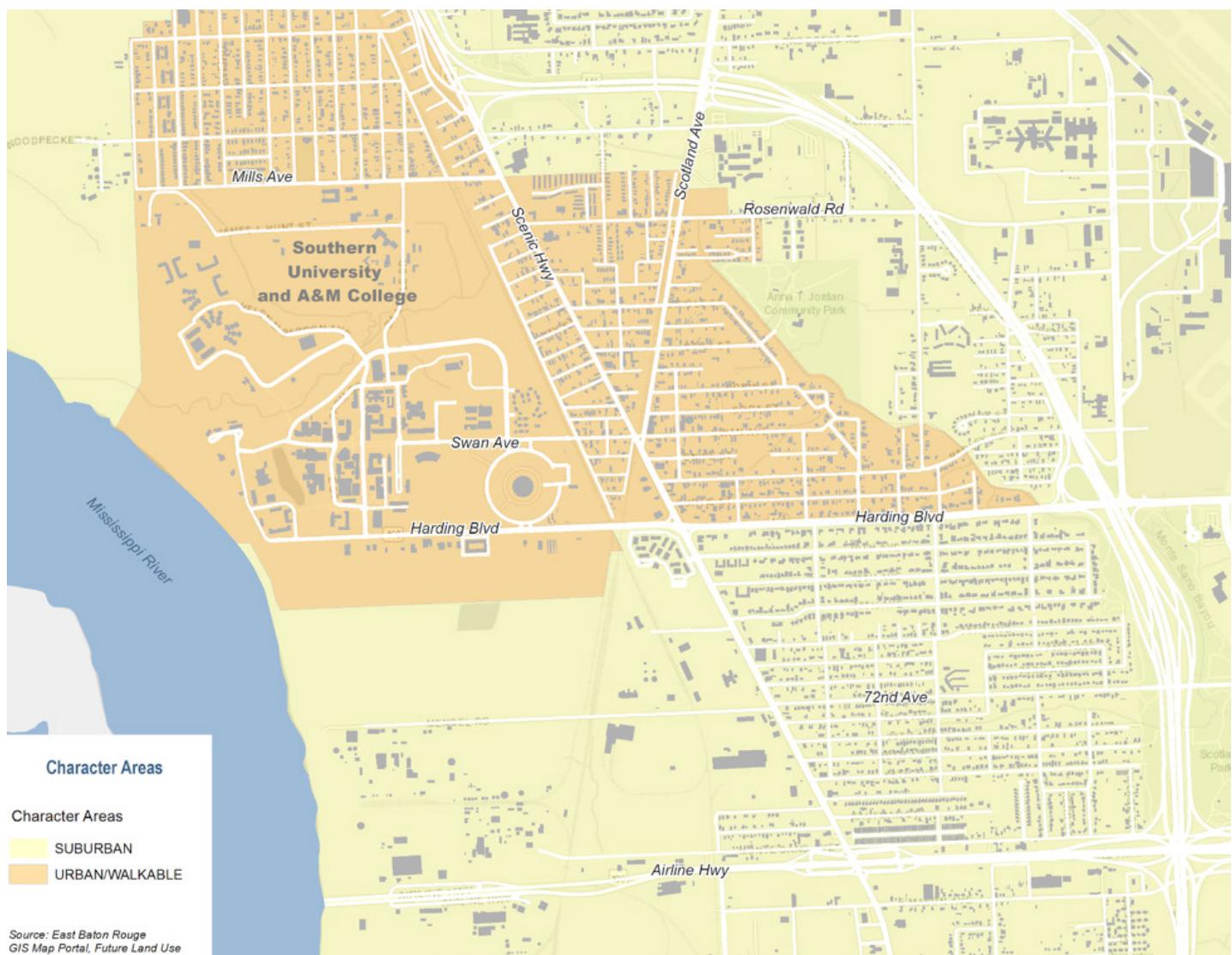
FUTUREBR Land Use



Character Areas

Character Areas reflect the FUTUREBR Comprehensive Plan Vision by creating distinctive neighborhoods that retain the best and most cherished aspects of communities while allowing them to evolve to meet the challenges of future growth. Character areas function similarly to overlay districts, establishing guidelines which sometimes vary development standards within the districts.

East Baton Rouge Character Areas



Mixed-Use Corridor Vision

Mixed-use corridors are walkable, pedestrian-friendly streets with a mix of commercial, office, and residential uses and buildings that add to the character of the area. Uses are compatible with adjacent residential uses, working together to create a harmonious streetscape and community. The mixed-use corridors attract residents who wish to live and work within walking distance of a wide variety of services.

The Role of Mixed-Use Corridor Sub-District

As they exist, Scenic Highway, Scotland Avenue, and Harding Boulevard from Scenic Highway to Helene Street are major thoroughfares that have a broad range of uses including single-family residential housing, automobile services, fast-food restaurants, gas stations, churches, funeral homes, and vacant lots. The intent of this sub-district is to spur development of a mix of retail, office, commercial, and multifamily developments in a pedestrian-friendly environment that is visually appealing to residents, businesses, and visitors alike.

To accomplish desired revitalization, these corridors will require physical improvements and branding to create greater marketability of the neighborhoods and commercial corridors. Corridor brands should demonstrate to the customer, resident, and visitor what to expect along the corridor and introduce the neighborhoods' spirit and desirability as a place to live. These themes should be reflected in public infrastructure, streetscape, and urban design improvements. Banners, signage, street furniture, art, and street sign toppers all

help to emphasize the identity of the corridor and create positive change and image.

PRIORITY ACTION ITEMS

- 1. Strategically invest in commercial projects to catalyze community development**—for example, incentivize a family-friendly restaurant to serve the community and Southern University students, faculty, and staff.
- 2. Identify potential sites** along Swan Avenue, Harding Boulevard, and Scotland Avenue for multifamily housing development.
- 3. Work with the city and state departments of transportation to reduce highway speeds** along the mixed-use corridors to improve walking and biking safety.
- 4. Redevelop vacant buildings and lots** within the mixed-use corridor with a variety of commercial and multi-family residential uses.
- 5. Implement a facade improvement program** along the mixed-use corridor.
- 6. Amend Character Areas** in the East Baton Rouge City-Parish Unified Development Code to require minimal walkability requirements that create a sense of place, continuity, and uniformity along walkable mixed-use corridors. Suggested additional Walkable Character Area amendments include aligning frontages of building facades, bringing buildings up to the street, requiring display windows and doors along street frontages, placing parking at the side or rear of buildings, installing pedestrian-level signage and lighting, and planting street trees.



Mixed-Use Corridor Sub-District Character Areas





- 7. Initiate a new mixed-use zoning district that promotes desired development** and eliminates the potential for new heavy commercial or industrial uses along these corridors. Alternatively, amend the Unified Development Code so that existing commercial districts that allow mixed-use development require incompatible commercial and industrial uses—such as tire sales, outdoor storage, etc.—to obtain conditional use permits.
- 8. Consider implementing a Pink Zone program to simplify zoning and building codes** so projects in the Scotlandville area (and other struggling redevelopment districts) can get going more quickly by making the bureaucratic red tape so light it looks pink. This process would devise tools so that redevelopment takes less time, and the resources needed for compliance are reduced. The goal is not to eliminate zoning and development requirements but to ease some of the constraints faced by new projects, like minimum-parking requirements. Health and safety reviews such as environmental impacts and neighborhood adjacency reviews would continue to be required in pink zones.
- 9. Expand Build Baton Rouge land acquisition program** in Scotlandville to provide developable sites for local entrepreneurs.

University Corridor Vision

The University Corridor is a walkable gathering area with a mix of university- and community-serving retail, service, commercial, and residential uses that together create a thriving center where students, faculty, and staff can find food, restaurants, shops, and services needed for daily living. Reinvestment in this corridor also serves as a catalyst for further community development.

The Role of University Corridor Sub-District

The University District encompasses Harding Boulevard from “the hump” or the intersection of Scenic Highway and Harding Boulevard to Scott’s Bluff along the Mississippi River. This corridor serves as the gateway to Southern University and is an introduction to the campus. This district enhances the connections between the community and Southern University by providing multifamily housing that accommodates students and residents of the Scotlandville community as well as buildings owned and operated by the University that provide services to persons throughout the city and region.

Southern University has already begun the framework to develop this district by strategically placing buildings along this corridor, such as the existing Valdry Center for Philanthropy, the planned Matthews Center for Innovation and Entrepreneurship, and the Southern University Alumni Center. Additional enhancements along this corridor would be university-affiliated buildings, multifamily housing, and commercial and retail services for students and residents. This, with street and landscape improvements and signage, will create a thriving university corridor and can serve as a catalyst for further community development.

University Corridor Planned and Proposed Projects



PRIORITY ACTION ITEMS

1. **Acquire existing properties along Harding Boulevard** to develop projects that serve Southern University and the community.
2. **Implement streetscape improvements in the University District** including wide sidewalks, landscaping, lighting, signage, bike lanes, and other pedestrian and beautification amenities.
3. **Partner with state and federal agencies** to establish a business recovery center, business incubator, and culinary arts degree and training facility that includes an instructional restaurant and banquet flex space.

4. Establish incentives to attract a **boutique hotel** in this area to serve the university and community.
5. **Develop mixed-use housing** for students, faculty, staff, and residents.

Neighborhood Infill and Stabilization Vision

All Scotlandville neighborhoods are inviting and well maintained with new compatible housing and enhanced neighborhood services improving the quality of life for existing and new residents. Neighborhoods have a strong identity, which increases pride and engenders a feeling of commitment to the area's future.

The Role of the Neighborhood Infill and Stabilization Sub-District

The Neighborhood Infill and Stabilization sub-district encompasses the residential communities around Southern University that are largely single-family residential housing. Some of these properties are adjudicated, vacant, or abandoned, which contribute to community blight and discourages potential new residents. Strategies to redevelop these properties and bring them back onto the market—such as providing incentives for redevelopment or providing housing catered to Southern University students—will help to revitalize and stabilize these neighborhoods, making the community more attractive to potential residents, increasing safety, and contributing to the overall viability of Scotlandville.

The residential infill map on the next page illustrates the combined layers of vacant, undeveloped, and adjudicated lots within the project subarea. The highlighted lots are suitable for achieving the goal of 518 units by 2031. Adjudicated lots for the entire study area boundary total 675, while vacant or undeveloped lots total 1,887.

PRIORITY ACTION ITEMS

- 1. Improve the neighborhood image by highlighting the historic and cultural heritage of the community** to demonstrate the area's importance. Continuing the redevelopment of vacant parcels and existing structures and the replacement of dilapidated retail, commercial, and residential buildings will emphasize the area's reinvestment trend.
- 2. Work with the school district and Southern University to support student learning and preparedness** for educational and work training opportunities.



Street topper sign in the Old Lakeway Neighborhood of Lakeway, Texas.
Source: Old Lakeway – Preserving Lakeway's History through its Homes

- 3. Make improvements to create a stronger neighborhood identity** and sense of place by design features such as
 - + Neighborhood gateway and entrance treatments;
 - + Internal neighborhood identification, such as banners, distinctive street signage;
 - + Consistent landscape themes and streetscape; and
 - + Street sign toppers or yard flag programs to promote neighborhood cohesiveness.
- 4. Identify and inventory existing substandard housing units**, and support the repair, upgrade, or replacement of structures. Encourage collaboration of nonprofit maintenance and rehabilitation programs and continue to coordinate services with City-Parish funded programs to maximize the efficiency and visible impact of the neighborhoods.
- 5. Work with Build Baton Rouge to increase its acquisition of properties for the land bank** in Scotlandville and create a partnership between Build Baton Rouge and the Scotlandville CDC to evaluate, design, and implement a residential land bank for eligible properties in Scotlandville.

Neighborhood Infill and Stabilization Recommendations



- 6. Develop a compliance store to assist homeowners with addressing repairs and code-compliance issues.** Operated by nonprofit and for-profit entities, religious institutions, neighborhood and civic associations, and government agencies, compliance stores maintain stocks of supplies and tools donated by local retailers. Individual residents can borrow, rent or purchase supplies to bring their homes into code compliance. The following steps are key to initiating the program.
 - + Allocate or explore options to find a space to store supplies and tools;
 - + Contact local retailers and seek donations for supplies and tools;
 - + Incentivize neighborhood associations, youth groups, and residents of the community to utilize the supplies and tools in the store; and
 - + Organize and conduct workshops to teach home repair techniques.
- 7. Recruit volunteers** from neighborhood residents, religious institutions, community organizations, and corporations to implement fix-up, paint-up, or clean-up campaigns and corporate repair projects to repair homes occupied by elderly, disabled, and indigent homeowners.
- 8. Implement a Youth Build and Repair Program in conjunction with local schools** to teach young people how to build new homes and repair older ones. HUD has previously offered competitive grants to cities and nonprofit organizations to help high-risk youth, between the ages of 16 and 24, to develop housing construction job skills and to complete their high school education. These efforts can also be funded by industry, trade organizations, high schools and trade schools.
- 9. Organize "Adopt-a-Block" campaigns** to complement LA DOTD's statewide Adopt-a-Road program where neighborhood groups, residents, scout troops, and businesses adopt key vistas and intersections to maintain and implement beautification projects, such as flower and shrub plantings.

Neighborhood Preservation Vision

These areas continue to provide stable housing and amenities with infrastructure improvements, compatible infill, and supporting services to build on the existing neighborhood amenities.

The Role of Neighborhood Preservation

The Neighborhood Preservation sub-district includes the Southern Heights and Woodaire communities, both single-family residential communities. Developed as one of the first subdivisions in Louisiana for middle-class African Americans, Southern Heights' first residents were Southern University professors, administrators, and employees as well as city and state employees. The establishment of this community was a representation of the economic strength, educational options, and employment opportunities throughout Scotlandville.

The strategies for this sub-district are intended to maintain and build on the history and stability of these communities and provide a framework that enhances the quality of life for community residents.



Neighborhood Preservation Recommendations



PRIORITY ACTION ITEMS

- 1. Encourage neighborhood groups and organizations to register with the East Baton Rouge Neighborhood Registry,** whose purpose is to promote neighborhood preservation and improvement. Neighborhoods in Scotlandville that are currently registered include Southern Heights, Park Vista, and Perry Place.
- 2. Preserve and enhance neighborhood identity.** Reinforce and preserve neighborhood character and a strong sense of place.
- 3. Promote energy-efficient housing** and rehabilitation of existing housing stock.
- 4. Incorporate artistic elements and support cultural events on a neighborhood scale** to reinforce neighborhood character and identity.

5. Incorporate pedestrian-oriented elements,

including sidewalks, street trees, pedestrian-scale lighting, signage, and embedded art into rights-of-way and transportation networks.

6. Review development applications within neighborhoods for compatibility

with the character of existing neighborhoods.

7. Promote housing compatibility between adjacent residential areas

by encouraging design techniques and development standards that minimize negative impacts between these areas.



Neighborhood Mixed Use Vision

The neighborhood mixed-use district is walkable and connected to the larger community. This self-sustaining community has a mix of housing types, including two- and three-story ground floor commercial and residential buildings, townhomes, apartments, and small-lot, single-family housing as well as a mix of religious, nonprofit, retail, office, and light commercial uses. Businesses and organizations support surrounding residential households with community services needed for everyday life.

The Role of Neighborhood Mix-Use

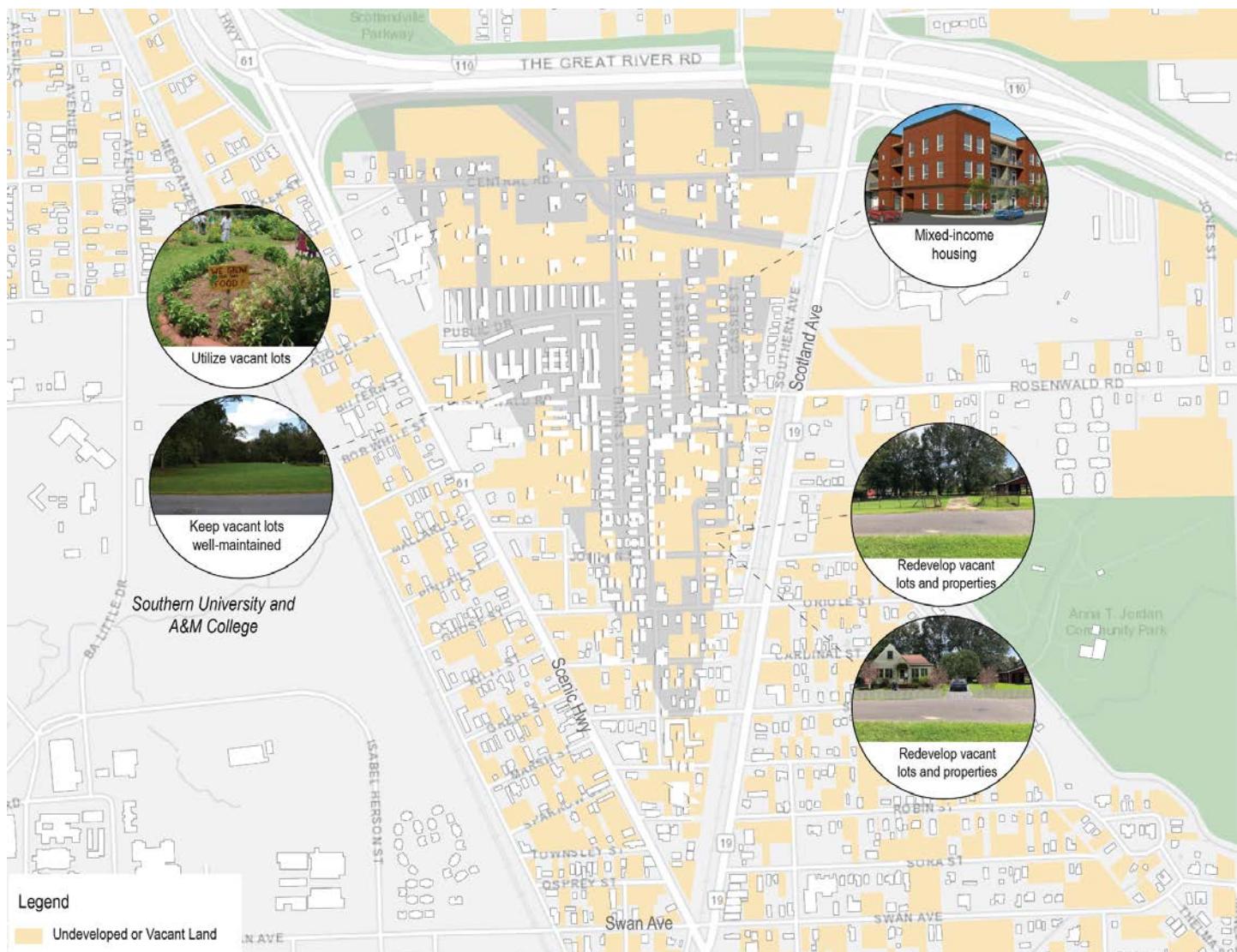
The Neighborhood Mixed Use Sub-district currently has a variety of residential, institutional, service and commercial uses. It also has a large number of vacant or adjudicated lots that provide an opportunity for development. Essential to this district's viability are services and amenities such as safe, walkable infrastructure, connected paths, and shared community greenspace and a local microeconomy that is self-sustaining with strong community connections. Proximity to the Scenic Highway and Scotland Avenue mixed-use corridors will also help support this district.

Many of the action items in the Neighborhood Infill and Stabilization sub-district, as shown in the previous pages, also apply to this area. Additional action items are listed here.

PRIORITY ACTION ITEMS

- 1. Work with the City-Parish to provide incentives for developers to build affordable mixed-income housing** in areas in need of public intervention to spur development. Potential incentives could include the following options.
 - + Cost participation funding for infrastructure to support development of affordable single-family housing within new mixed-income subdivisions of 50 or more units;
 - + Use of Section 108 loan funding to participate in the cost of onsite infrastructure normally paid for by the developer; and
 - + Provide rebates for platting, zoning, and permitting.
- 2. Encourage redevelopment of underutilized and vacant properties for interim uses.** Interim land uses can help improve neighborhood image and increase activity by activating underutilized landmarks and vacant properties in poor condition. While waiting for market conditions to improve and for desired development opportunities to become a reality, owners redevelop their properties by making interim improvements with minimal investment to attract increased client traffic. Land uses such as outdoor markets, festival spaces, community gardens, and well-maintained open space areas can quickly retrofit existing buildings and transform vacant lots into business opportunities.
- 3. Target the area for infrastructure improvements** to support future mixed-use development.

Neighborhood Mixed Use Recommendations



IMPLEMENTATION AND FUNDING

This chapter details the potential partnerships and funding sources from local, state, and federal sources, identifies priority strategic actions, and provides an implementation matrix—together serving as a roadmap to implement the Plan.

Priority Actions

Strategic actions are the first steps that the City-Parish and other stakeholders should take to address pressing issues. They should be undertaken immediately and completed in a short period of time—one to two years. When these implementation measures are initiated and ultimately completed, it will build more momentum toward realizing the vision and demonstrate the potential for additional investment in the area.

FIRST 1 TO 2 YEAR ACTIONS

- 1. Conduct and sponsor demonstration projects to field test and gauge community support** for new space use and design elements.
- 2. Create a detailed inventory of property contacts and buildings available for renovation or adaptive reuse** as well as vacant properties available for development.
- 3. Complete development of the Scotlandville Plaza and increase programming of community events** to draw residents and visitors to celebrate ongoing improvements. Such events will help connect the community and the university and will also help address perception issues.
- 4. Improve the image of the corridors.**
 - + Work with the City-Parish Planning Commission to amend the Unified Development Code.
 - » Amend the Walkable Character Area to include additional building placement standard.
 - » Amend the Heavy Commercial District to require a conditional use permit for heavy commercial and industrial uses such as outside storage and tire sales and storage.
 - + Work with Department of Development to implement a proactive, targeted code enforcement program along corridors to eliminate illegal and nonconforming uses and ensure existing requirements are being met.

Strategic Partnerships

Many of the Plan's strategies and actions will require the continued input and coordination of public, nonprofit, and private sector groups. For this reason, it will be important for the nonprofits, Build Baton Rouge, and the City-Parish to continue working with stakeholders including other governmental agencies, business and neighborhood organizations, Southern University, and many more. This culture of collaboration will position Scotlandville to become the thriving community described in the Vision.

- 5. Build on MOVEBR improvements along Scenic Highway** by implementing additional streetscape improvements including crosswalks, sidewalk improvements, wayfinding signage, and other corridor upgrades to improve walkability and the community image.
- 6. Implement the Harding Boulevard Beautification project** between Scenic Highway and I-110.
- 7. Work with Southern University to prepare residents** to participate in the Matthews Center for Innovation and Entrepreneurship programming
- 8. Develop and implement an infill housing and affordability strategy** with the goal of producing 300 new housing units by 2026 and an additional 200 new housing units by 2031 (methodology for calculating the number of units is described in Housing Projections)
- 9. Work with high schools to increase financial literacy education** for high school juniors and seniors. Recruit lending institutions and real estate professionals to assist in curriculum development and instructors for classes.

Potential Funding Sources

The following funding sources include partnerships, federal resources, and state programs designed to stimulate development through incentives available for local developers or to bolster development through local improvement measures. These opportunities should be considered to work together to achieve desired development goals and community improvements.

Public Private Partnerships (PPP or P3)

Public-private partnerships, or P3, can be a tool for implementing large-scale projects at Southern University or throughout Scotlandville. P3 is a long-term agreement between a public entity and a private-sector company where the private company typically provides capital financing, designs, builds, operates, and maintains the project while the public entity pays a predetermined amount over time to the private-sector partner. P3s are a common tool used by colleges and universities enabling them to build new academic buildings or dormitories, for example, that would otherwise not be possible due to limited funding.

Plan recommendations that can consider P3: Mixed-use housing, commercial developments, and a boutique hotel on Harding Boulevard.

Lease Purchase Housing Finance

Lease purchase or rent-to-own programs help with housing affordability by providing an option for people who would like to purchase a home but may not have funds for a downpayment. Lease purchase programs allow persons to rent a home for a preset amount of time with a portion of the rental payment going toward a down-payment to help purchase the property.

Plan recommendations that can consider lease purchase programs: Infill housing



Two projects that used P3

Radford Court, University of Seattle

- + 399-unit University of Washington married student housing project
- + Allowed for the development of student housing without University debt
- + 2002 AIA Housing PIA Award
- + Saved two years in development process
- + Financing: 63-20 bonds
- + Bond issue: \$53,125,000

Wesley Apartments, Seattle Pacific University

- + 156-bed, 40-unit Seattle Pacific University student housing project
- + Privately built and financed University housing on University-leased land
- + 18 months from concept to occupancy
- + Financing: 501(c)(3) bonds
- + Bond issue: \$10,745,000



Case study: Lease purchase housing

The City of Shreveport, Louisiana, collaborated with Federal Home Loan Bank, Fannie Mae, and local banks to build Shepherd Place, a 22-unit, single-family, new construction and gated subdivision in northwest Shreveport. Families receive up to \$30,000 in subsidies to go toward the principal, down payment, and closing costs and have up to three years to repair their credit and to qualify for the permanent mortgage. If applicants are unable to qualify at the end of three years, they are dropped from the program and any accumulated contributions toward closing costs and down payments are forfeited.

Federal Programs

New Market Housing Tax Credits

The New Markets Tax Credit (NMTC) Program was established by Congress in 2000 to spur new or increased investments into low-income communities. The NMTC Program attracts investment capital to low-income communities by permitting individual and corporate investors to receive a tax credit against their federal income tax return in exchange for making equity investments in financial institutions called Community Development Entities (CDEs). The CDEs are financial intermediaries through which private capital flows from an investor to a qualified business located in a low-income community. Using the capital from these equity investments, CDEs make loans and investments to businesses operating in low-income communities on better rates and terms and more flexible features than the market.

This program has been successful in supporting a wide range of businesses in low-income communities, including food, retail, housing, health, education, and childcare, and has supported businesses by providing access to flexible and affordable financing.

The following are CDEs in Baton Rouge.

- + Stonehenge Community Development, LLC
- + East Baton Rouge Community Development Entity

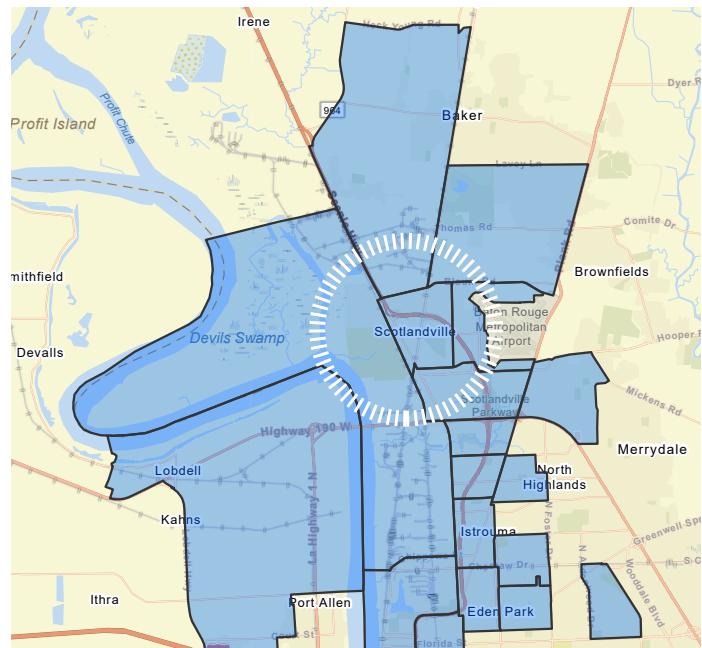
Opportunity Zones

The federal Opportunity Zone program was established by Congress in the Tax Cuts and Jobs Act of 2017 as a community and economic development tool to drive long-term private investment into low-income communities. The program encourages investors with recently realized capital gains to invest in local businesses, real estate, or development projects within Qualified Opportunity Zones in exchange for a reduction in tax obligations. Opportunity Zones can be used in combination with other incentives.

Low Income Housing Tax Credit Financing

The Low-Income Housing Tax Credit Program (LIHTC) was created to incentivize private developers and investors to provide more low-income housing. The program provides a tax incentive to developers to finance construction and rehabilitation of low-income rental housing. To

Louisiana Opportunity Zones



The opportunity zones incentivize private investment by providing certain capital gains tax incentives. For example, "an investor can defer tax on any prior eligible gain to the extent that a corresponding amount is timely invested in a Qualified Opportunity Fund (QOF). The deferral lasts until the earlier of the dates on which the investment in the QOF is sold or exchanged, or December 31, 2026."

qualify for tax credits, the proposed development must involve new construction or substantial rehab of existing units occupied by low-income households. Prospective applicants can apply for housing tax credits to the Louisiana Housing Corporation who administers the program; applications are received and evaluated at least once a year.

Plan recommendations that can consider LIHTC

financing: multifamily and mixed-use housing developments targeted on Harding Boulevard, Swan Avenue, Scenic Highway, and Scotland Avenue.

Housing Trust Fund

The National Housing Trust Fund provides federal grants to states to produce and preserve affordable housing for extremely low- and very low-income households. This program is administered by the Louisiana Housing Corporation through the Louisiana Housing Authority, which works with developers to provide affordable housing throughout the state.

Senior Housing Tax Credit Financing

Needed senior housing developments in Scotlandville can be provided with the help of LIHTC financing. Other opportunities for developing senior housing include adaptive reuse of existing commercial buildings that are marginal or noncontributing assets, or developing vacant land.

Local Foods, Local Places

Local Foods, Local Places was launched in 2014 to address health and environmental concerns at the local level. The program is sponsored by the US Department of Agriculture and the US Environmental Protection Agency (EPA). The award has been used for a variety of local food initiatives including improving access to grocery stores, starting farmers' markets, and funding food-related business enterprises.

Baton Rouge Brownfields Program

The EPA's Brownfields Economic Redevelopment Initiative was created to empower states, federally recognized Indian tribes, local governments, communities, and other stakeholders involved in economic redevelopment to work together in a timely manner to prevent, assess, and safely clean up brownfields in order to facilitate their sustainable reuse.

As part of this initiative, EPA awarded the City of Baton Rouge-Parish of East Baton Rouge funding assistance to establish a Brownfields Assessment Demonstration Pilot. The Brownfields pilot program was the foundation of a dynamic land revitalization program that the City of Baton Rouge-Parish of East Baton Rouge Planning Commission has managed for over 12 years resulting in numerous public-private partnerships that collectively place idle properties back into commerce.

The Baton Rouge Brownfields Program is a member of the South Louisiana Brownfields Coalition Revolving Loan Fund that provides low-interest, short-term financing through loans from private, public, or nonprofit entities for remediation and disposal at contaminated sites in East Baton Rouge Parish. Eligible sites include abandoned or underutilized areas that have real or perceived contamination issues, which can include former gas stations, dry cleaner locations, and industrial business sites.



Case study: Senior housing development using tax credits

The former Aldridge Hotel located in downtown Shawnee, Oklahoma is an example of an obsolete building in the downtown core transforming into senior housing utilizing tax credits as part of its financing. The Aldridge Hotel conversion to senior housing initially began by Central Oklahoma Community Action Agency (COCAA) and was later purchased and developed by ERC Properties to create 44 two-bedroom and 17 one-bedroom apartments for elderly residents. Residents must earn no more than 60% of the area median income to qualify and rents range from \$475 to \$709 per month.

Economic Adjustment Assistance

The Economic Development Administration's American Rescue Plan Economic Adjustment Assistance program makes \$500 million in Economic Adjustment Assistance grants available to American communities. The Economic Adjustment Assistance program is EDA's most flexible program, and grants made under this program are available to help plan, build, innovate, and put people back to work through construction or non-construction projects designed to meet local needs.

Programs and appropriations currently available include competitive grant funding through

- ⊕ Economic and Facilities Recovery funding,
- ⊕ EDA Recovery and Resilience Investment Priorities funding,
- ⊕ 2021 EDA Investment Priorities Collaborative and Regional Innovations, and
- ⊕ Public-Private Partnerships for Tourism and Global Competitiveness funding.

State Programs

Restoration Tax Abatement

The Restoration Tax Abatement program provides up to a 10-year ad valorem property tax abatement on renovations and improvements made on existing commercial buildings and owner-occupied residences located in economic development districts, downtown development districts, historic districts, and opportunity zones. Eligible expenses include labor, engineering, building materials, and machinery and equipment that are integral parts of a structure.

Louisiana Enterprise Zone

The Enterprise Zone is an incentive program that provides tax credits and rebates for businesses that create permanent, net new full-time jobs and hire at least 50 percent of the jobs from four target groups: residents living in the Enterprise Zone, people receiving an approved form of public assistance, people lacking basic skills, or people unemployable by traditional standards. A new local incentive program can piggyback on this state program for projects located within Enterprise Zones.

PILOT Program

Louisiana's Payment in lieu of Taxes (PILOT) program is an incentive given to a private company through a governmental unit (usually a city, parish, port commission or industrial development board) whereby the governmental unit takes title to an economic development project for a term of years, and the project is leased back to the company when the project has actually been built or developed. The company receives the benefits of depreciation, while being responsible for paying maintenance, operation and insurance costs on the project. Since the governmental unit has title to the economic development project, its property is exempt from local property taxes allowing for the contractual structuring of the reduced tax payment. The PILOT payments may not exceed the amount of property taxes that otherwise would have been due.

State Commercial Tax Credits

The State Commercial Tax Credit provides a 20 percent credit for the rehabilitation of income producing historic buildings in certified Cultural Districts such as

the Scotlandville Cultural District. Projects must exceed \$10,000 in qualified rehabilitation expenses, and improvements must be made in accordance with the Secretary of the Interior's Standards for Rehabilitation. This program sunsets on December 31, 2025.

Quality Jobs Rebates

The Quality Jobs program provides up to a 6 percent rebate on annual payroll expenses for up to 10 years, along with either a state sales tax or use tax rebate on capital expenses or a 1.5 percent project facility expense rebate for qualifying expenses. Eligibility is typically only open to businesses within certain employment sectors, those doing at least 50 percent of their business out of state, or those located in a parish that is within the lowest 25 percent of parishes in per capita income. However, this has been expanded during the COVID-19 pandemic to include impacted retail, restaurant, and hotel businesses with fewer than 50 employees.

Digital Interactive Media and Software Program

The incentive program is open to companies that produce digital interactive media products or platforms in Louisiana, including digital media and games, web-based apps, software, and more. The program provides a 25 percent tax credit on qualified payroll for in-state labor and 18 percent for qualified production expenses.

Louisiana Housing Corporation

The Louisiana Housing Corporation administers a variety of programs that assist renters, homebuyers and owners, developers, nonprofit groups, local governments, and other stakeholders in creating safe, affordable, energy-efficient housing.

Implementation Plan

The following matrix serves as a checklist to monitor ongoing implementation of the Plan's recommendations. The matrix provides the Plan's strategies, the timeframe to be completed and the partners that should be involved in implementation of the recommended strategy. The timeframes are divided into **short term** (1-2 years), **medium term** (3 - 5 years), **long term** (5 or more years) and **ongoing**, where no time limit is attached to strategy, but it should be incorporated moving forward.

RECOMMENDATION	DESCRIPTION	TIMEFRAME	PARTNERS
1. Thriving Community			
Goal 1 Increase educational and workforce training opportunities			
Strategy 1.1 (actions on page 26)	Increase community enrollment and participation in business development and entrepreneurship programs offered by Southern University.	Long term	<ul style="list-style-type: none"> » Southern University » EDA University Center at Southern University » Southern University Small Business Incubator » Scotlandville Magnet High School » Scotlandville Middle Pre-Engineering Academy
Strategy 1.2 (actions on page 26-27)	Increase opportunities for residents and local business owners to have access to technical assistance, resources, and information for business development	Long term	<ul style="list-style-type: none"> » BRNEED » Louisiana Economic Development Office » Capital Region Planning Commission » Economic Development Administration Regional Office
Strategy 1.3 (actions on page 27)	Develop a community commercial kitchen and culinary training program	Long term	<ul style="list-style-type: none"> » Southern University Agricultural Research and Extension Center » Louisiana Community and Technical College System » BRNEED
Goal 2 Increase opportunities for commercial and residential development			
Strategy 2.1 (actions on page 27)	Identify priority sites for catalytic development	Short term	<ul style="list-style-type: none"> » BRNEED » Baton Rouge Brownfields Program » Build Baton Rouge » Local developers
Strategy 2.2 (actions on page 28)	Streamline the commercial and residential development process	Medium term	<ul style="list-style-type: none"> » Baton Rouge Department of Development » Baton Rouge Planning Commission

RECOMMENDATION	DESCRIPTION	TIMEFRAME	PARTNERS
Strategy 2.3 (actions on page 28)	Encourage partnerships to expand resources and opportunities for development	Medium term	<ul style="list-style-type: none"> » BRAC » BRNEDD » Louisiana Department of Economic Development » Southern University College of Business » Louisiana State University College of Business » Baton Rouge Metropolitan Airport » Baton Rouge Community College » Local economic development nonprofit organizations
Strategy 2.4 (actions on page 28)	Develop a Scotlandville Business Improvement District (BID) around major corridors (Scenic Highway, Scotland Avenue, and Harding Boulevard)	Medium term	<ul style="list-style-type: none"> » EBR City-Parish Planning Commission » Metro council » Build Baton Rouge

RECOMMENDATION	DESCRIPTION	TIMEFRAME	PARTNERS
2. Welcoming Neighborhoods			
Goal 1 Increase the variety of housing types in Scotlandville to accommodate a broad range of community residents			
Strategy 1.1 (actions on page 29-30)	Encourage mixed-use developments that provide commercial and residential uses for people with varying income levels	medium term	<ul style="list-style-type: none"> » Build Baton Rouge » EBR Planning Commission » EBR Department of Development » Local community developers
Strategy 1.2 (actions on page 31)	Support residential infill development with the five-year goal of achieving 300 new units by 2026 and an additional 200 infill units by 2031	medium term	<ul style="list-style-type: none"> » Local developers » EBR City-Parish Department of Economic Development » Local nonprofits and neighborhood groups
Strategy 1.3 (actions on page 32)	Continue providing housing for seniors	long term	<ul style="list-style-type: none"> » EBR Office of Community Development
Goal 2 Address vacant properties and bring them back onto the market			
Strategy 2.1 (actions on page 33)	Incentivize redevelopment of vacant properties	medium term	<ul style="list-style-type: none"> » Build Baton Rouge » EBR Department of Development » Community groups, nonprofits and area businesses

RECOMMENDATION	DESCRIPTION	TIMEFRAME	PARTNERS
Strategy 2.2 (actions on page 33-34)	Adaptively reuse vacant buildings	medium term	<ul style="list-style-type: none"> » BRNEDD » EBR Brownfields Program » EBR Planning Commission » EBR Department of Development
Goal 3 Provide programs and incentives that assist residents with homeownership and neighborhood improvement			
Strategy 3.1 (actions on page 34)	Provide modular housing	long term	<ul style="list-style-type: none"> » Scotlandville Community Development Corporation
Strategy 3.2 (actions on page 34-35)	Strengthen and expand home improvement and neighborhood investment initiatives	medium term	<ul style="list-style-type: none"> » EBR Office of Community Development » Scotlandville residents » Nonprofits, religious institutions, neighborhood and civic associations » Scotlandville schools

RECOMMENDATION	DESCRIPTION	TIMING	PARTNERS
3. Community Image and Beautification			
Goal 1 Implement public art and streetscape improvements to improve the overall look and feel of the community			
Strategy 1.1 (actions on page 37)	Develop and implement a commercial façade improvement program	short term	<ul style="list-style-type: none"> » BRNEDD » Build Baton Rouge
Strategy 1.2 (actions on page 37)	Place community gateways and signage at key locations throughout Scotlandville	short term	<ul style="list-style-type: none"> » EBR Planning Commission » Arts Council of Greater Baton Rouge » BRNEDD » Southern University » Scotlandville community stakeholders » Local artists
Strategy 1.3 (actions on page 39)	Implement the Harding Boulevard Beautification Program	medium term	<ul style="list-style-type: none"> » Scotlandville Community Development Corporation » ExxonMobil » Southern University » The Human Jukebox Alumni Association » Scotlandville community stakeholders
Strategy 1.4 (actions on page 39)	Place public art and improve public spaces throughout Scotlandville	medium term	<ul style="list-style-type: none"> » Arts Council of Greater Baton Rouge

RECOMMENDATION	DESCRIPTION	TIMING	PARTNERS
Strategy 1.5 (actions on page 40)	Initiate a community branding campaign	medium term	<ul style="list-style-type: none"> » Arts Council of Greater Baton Rouge » Local artists » Scotlandville stakeholders: businesses, students, and residents
Goal 2 Improve the look of commercial roads and facilitate safe walking and biking			
Strategy 2.1 (actions on page 40-41)	Incorporate aesthetic design standards in infrastructure improvements	long term	<ul style="list-style-type: none"> » East Baton Rouge City-Parish Public Works Department » BRAC
Strategy 2.2 (actions on page 44)	Infill commercial corridors with street-oriented buildings and implement streetscape design guidelines for Scotland Avenue, Scenic Highway and Swan Avenue to promote walkability and safety	long term	<ul style="list-style-type: none"> » EBR Planning Commission
Strategy 2.3 (actions on page 44-45)	Implement a proactive targeted commercial code enforcement program	medium term	<ul style="list-style-type: none"> » EBR Department of Development » EBR Planning Commission » Community and neighborhood groups
Goal 3 Improve the public perception of Scotlandville			
Strategy 3.1 (actions on page 46)	Improve community safety	ongoing	<ul style="list-style-type: none"> » EBR City-Parish Police Department » Southern University
Strategy 3.2 (actions on page 47)	Reduce community blight	long term	<ul style="list-style-type: none"> » EBR City-Parish » Build Baton Rouge » EBR Department of Development
Strategy 3.3 (actions on page 47)	Provide voluntary clean-up opportunities	medium term	<ul style="list-style-type: none"> » EBR City-Parish Department of Environmental Services » Scotlandville Community Development Corporation » Local neighborhood groups

RECOMMENDATION	DESCRIPTION	TIMING	PARTNERS
4. Healthy Community			
Goal 1 Provide projects and programs to reduce food insecurity in Scotlandville			
Strategy 1.1 (actions on page 49)	Develop a framework to provide fresh food to Scotlandville residents	short term	<ul style="list-style-type: none"> » Scotlandville CDC » BRNEDD

RECOMMENDATION	DESCRIPTION	TIMING	PARTNERS
Strategy 1.2 (actions on page 49)	Work with Southern University to develop a community farmers' market	short term	<ul style="list-style-type: none"> » Southern University Agricultural Center, Director of Advancement » District 2 Council Person » Scotlandville Community stakeholders
Strategy 1.3 (actions on page 50)	Implement a community garden and community composting	medium term	<ul style="list-style-type: none"> » Southern University Agricultural Center » Community residents and organizations
Goal 2 Incentivize green development practices that are sensitive to and reduce negative environmental impacts as Scotlandville undergoes revitalization			
Strategy 2.1 (actions on page 50)	Incorporate green design practices in public and private development	ongoing	<ul style="list-style-type: none"> » Home Builders Association of Greater Baton Rouge » EBR Planning Commission » EBR Development Department
Strategy 2.2 (actions on page 51)	Implement a rooftop solar program for Scotlandville residents	long term	<ul style="list-style-type: none"> » EBR Office of Community Development » EBR Planning Commission
Strategy 2.3 (actions on page 51)	Increase the tree canopy in Scotlandville	medium term	<ul style="list-style-type: none"> » Baton Rouge Green » Southern University » Scotlandville students and residents » BREC, DOTD, EBR City-Parish (depending on tree location)
Strategy 2.4 (actions on page 60)	Address visual and air impacts from industrial uses	ongoing	<ul style="list-style-type: none"> » Partnership between industry » EBR Environmental Services » Community representatives
Goal 3 Improve the built environment to address root causes of health disparities facing Scotlandville			
Strategy 3.1 (actions on page 60)	Increase comfort and safety while walking and biking throughout Scotlandville	medium term	<ul style="list-style-type: none"> » EBR Dept. of Transportation » BREC » Bicycle advocacy groups » Gotcha Bikes bike-share program
Strategy 3.2 (actions on page 61)	Provide well-maintained active recreational areas and gathering spaces for all ages	ongoing	<ul style="list-style-type: none"> » BREC » District 2 Council Person » Southern University » SCDC
Strategy 3.3 (actions on page 62)	Maintain existing community infrastructure	ongoing	<ul style="list-style-type: none"> » Scotlandville residents » Business owners in Scotlandville » LA DOTD » EBR City-Parish Department of Public Works » Keep Louisiana Beautiful » EBR City-Parish Department of Environmental Services

RECOMMENDATION	DESCRIPTION	TIMING	PARTNERS
5. Connecting Scotlandville, Southern University and Beyond			
Goal 1: Highlight historic and cultural spaces within Scotlandville			
Strategy 1.1 (actions on page 63)	Improve community access to the Mississippi River Bluff with a historic and cultural trail	short term	<ul style="list-style-type: none"> » Southern University » Community stakeholders » Visit Baton Rouge
Strategy 1.2 (actions on page 64)	Highlight Scotlandville's historical significance	medium term	<ul style="list-style-type: none"> » Arts Council of Greater Baton Rouge » Scotlandville East Branch Library » Local community organizations » Scotlandville residents and stakeholders
Strategy 1.3 (actions on page 64)	Improve and expand the Scotlandville Plaza	short term	<ul style="list-style-type: none"> » District 2 Council Person » Build Baton Rouge » Southern University
Strategy 1.4 (actions on page 65)	Create a Scotlandville Cultural District	ongoing	<ul style="list-style-type: none"> » District 2 Council Person » Southern University » Local business owners » Community stakeholders
Goal 2: Create partnerships and opportunities for community-university engagement			
Strategy 2.1 (actions on page 65)	Increase opportunities for Southern University students and faculty to participate in and support Scotlandville educational, business and training programs	medium term	<ul style="list-style-type: none"> » Southern University College of Business » Southern University Office of Student Leadership and Community Engagement
Strategy 2.2 (actions on page 66)	Improve physical connections between Southern University and Scotlandville	long term	<ul style="list-style-type: none"> » Southern University » EBR Department of Transportation » BRNEDD » Community representatives

PART 2

ABOUT SCOTLANDVILLE

History

The Scotlandville community is located in north Baton Rouge, Louisiana. It was developed as an independent, rural community that was home to local farmers and sharecroppers. With the relocation of Southern University and A&M College in 1914 to Scott's Bluff along the Mississippi River and the introduction of several industrial plants, namely the Standard Oil Company (now ExxonMobil) in 1909, the surrounding Scotlandville community became more urbanized as it developed to accommodate African American and white residents including faculty and administrative staff of the university, employees of nearby industry, and other professionals.

As educational and employment opportunities grew and expanded in the community, so did the population. The intersection of Scenic Highway and Scotland Avenue became the local business district and the heart of the community, which supported a thriving, middle-class community.

By the 1960s and 1970s the Scotlandville community had undergone several significant changes. These include the outmigration of white and some middle-class African American households and the annexation of Scotlandville into the City of Baton Rouge. Although now officially part of the City-Parish, annexation came at a time of national recession and limited funds for urban programs and development. As a result, community issues that existed prior to annexation (police and fire protection, drainage, public transportation, and community image) have persisted.

An abridged version of Scotlandville's history is presented here. The 2011 SCCDP provides a detailed description of its rich history and development, which can be found on the City of Baton Rouge government website: <https://www.brla.gov/667/Small-Area-Plans>



Demographic Snapshot

This demographic snapshot describes who lives in Scotlandville today, how the characteristics of community residents compare to the City of Baton Rouge, and how they have changed over time.

Population

Based on US Census Bureau 2019 American Community Survey data, Scotlandville had a total population of 10,138. Overall, during the near 20-year period between 2000 to 2019, Scotlandville's population increased by 1,514 people or 17.6 percent.

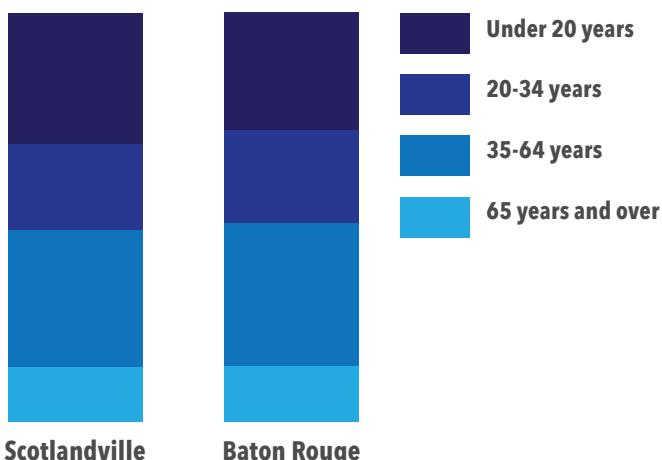
Age

Scotlandville has a fairly young population, where almost one-third (32.0 percent) are persons under 20 years. About 21 percent are between the ages of 20 and 34 years, and one-third are 35 to 64 years. Similar to Baton Rouge, 13.5 percent of Scotlandville's population is elderly.

Race and Ethnicity

Historically founded as an African American community, Scotlandville has remained largely African American with 98.6 percent of residents identifying as Black or African American in 2019. Other races that reside in Scotlandville include White and Hispanic or Latino residents who represent 1.0 and 0.3 percent, respectively.

Age Distribution, Scotlandville and Baton Rouge, 2019



Community Health

Individual health is influenced by a number of social and environmental factors. The conditions that surround where we live, work, and play—from physical development types and patterns, economic factors, social networks, to policy agendas, and access to food and health services—all contribute to how healthy we are. According to the World Health Organization, 30-55 percent of health outcomes are driven by these Social Determinants of Health (SDH).

Analysis of health-related risk behaviors and chronic health conditions data from the CDC Behavioral Risk Factor Surveillance System compared census tracts in Scotlandville against 17 health measures. This analysis revealed that residents of Scotlandville experience a number of health outcome disparities, living 3.5 to 4.9 fewer years than the statewide average of 76.0 years. Health indicators show higher incidence of obesity, high blood pressure, and diabetes for portions of the community. Data also show that the community has greater physical inactivity compared to East Baton Rouge Parish as a whole. The lack of regular physical activity can contribute to or exacerbate these conditions.

Additional investment in community infrastructure that provides improved connectivity between community, recreational, and active transportation assets would provide residents better opportunities for physical activity.



Scotlandville residents gather outside of the JJNCC. Source: JJNCC Facebook

HOUSING

This section discusses existing housing in Scotlandville, including type, homeownership rates, housing conditions, affordability, and future housing needs. Understanding the needs, challenges, and barriers to housing in Scotlandville helps inform strategies that can be used to move Scotlandville toward being a community that comfortably houses and accommodates a broad range of residents.

Housing Type

Scotlandville has a total of 4,322 housing units, 3,438 of which are occupied. The breakdown of housing types in Scotlandville is as follows.

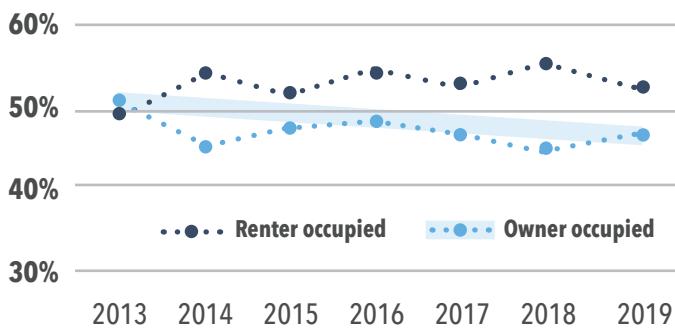


Having such a large proportion of single-family housing limits Scotlandville from attracting different types of people who can support a thriving economy and community. These include young, single professionals; single people; students from nearby Southern University who tend to find off-campus housing near Louisiana State University; and elderly residents who tend to prefer to live in smaller dwellings.

Housing Tenure

Compared to Baton Rouge, which has a 60 percent homeownership rate, Scotlandville's homeownership falls behind. Less than half or 47 percent of housing units are owner-occupied, while 53 percent are rented. As seen in the chart below, although homeownership has had slight fluctuations between 2013 and 2019, there has been an overall 3.7 percent decrease in homeownership during this period.

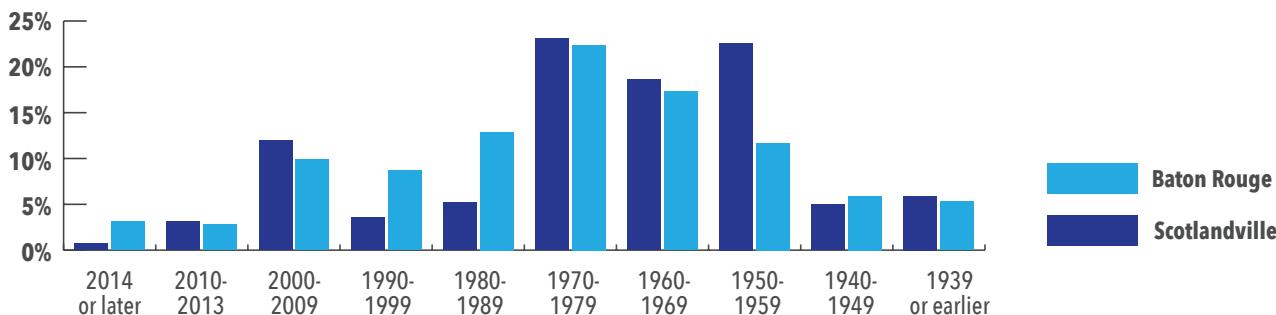
Housing Tenure, 2019



Source: U.S. Census Bureau, 2019 American Community Survey, 5-year estimates



Age of Housing Stock



Age of Housing Stock

Housing that is at least 30 years old is prone to neglect or has not been routinely maintained, which can negatively impact housing conditions. While age does not always indicate diminished housing conditions, correlations often exist. **Within Scotlandville, approximately 75 percent of the housing stock was built prior to 1979, compared to 62 percent in Baton Rouge.** Since 2009, the rate of new housing construction in Baton Rouge and Scotlandville has significantly declined. Between 2000 and 2009, 518 housing units were constructed in Scotlandville, compared to 166 housing units since 2010, a decrease of 67 percent. Meanwhile in Baton Rouge, new housing construction decreased by 40 percent between 2000 and 2009.

With a high proportion of homes built prior to 1980, it is reasonable to assume the housing stock in Scotlandville is likely in need of repairs and updates. These homes can contribute to community blight and would deter people searching for more modern housing from living in Scotlandville.

Having an older housing stock poses additional challenges. According to the Environmental Protection Agency, homes built prior to 1978 have a higher possibility of containing lead-based paints. Lead-based paint can present significant health challenges to both children and adults, such as behavioral problems, learning disabilities, seizures, and even death. Given the high percentage of housing in Scotlandville built prior to 1979, it is important to educate homeowners and residents about the importance of properly managing surfaces that potentially contain lead-based paint and appropriate precautions to take during renovations to reduce health risks.

Housing and Health

The National Center for Healthy Housing outlines conditions associated with housing that impact individual health. Their ten key principles of what makes a home healthy are dry, clean, pest-free, ventilated, safe, contaminant-free, maintained, thermally controlled, accessible, and affordable. These principles highlight the connections between environmental conditions and occupant health. For example, poor indoor air quality can contribute to asthma and other respiratory problems; possible exposure to contaminants such as lead, radon, other chemicals and compounds may result in low birth weight, developmental delays, and chronic health problems such as headaches, joint pain, or high blood pressure; excessive heat or cold within a home can lead to health conditions related to exposure such as heat exhaustion or heat stroke; and mental health impacts and stress from the excessive cost burden of housing). Analyzing the housing stock and tailoring programs and policies addressing an array of housing conditions is a tool to address health disparities that arise in communities.

Housing Value

Median housing values for block groups in Scotlandville range from \$62,300 to \$163,500. In East Baton Rouge Parish, the median housing value is \$194,000; most homes are valued below \$150,000.

78.1%



<\$150,000

17.5%



\$150,000-\$300,000

4.3%



>\$300,000

Developing programs that increase the value and quality of homes within Scotlandville, alongside providing community amenities, such as a grocery store, will help to attract a more diverse range of residents and, in turn, more economic development within Scotlandville.

Housing Vacancy

Scotlandville has a significant number of vacant housing units. Based on the 2019 American Community Survey (ACS) five-year estimates, 884 units or 20.5 percent of the 4,322 housing units in Scotlandville are vacant. A large proportion (64.4 percent) of these vacant units are considered "other vacant." A housing unit is considered other vacant when it is unoccupied for reasons other than the following examples

- + because of foreclosure;
- + the owners do not want to rent or sell;
- + it is involved in legal proceedings;
- + the property needs repair;
- + the owners are absent for six or more months throughout the year; or
- + the property is abandoned, set to be demolished, or condemned.



Twenty percent of vacant properties are available for rent, and 3.8 percent are for sale. Some properties are also rented or are sold but not occupied (11 percent), while seven percent are held for seasonal or recreational use.

The prevalence of vacant properties throughout Scotlandville and their impact on community image has been identified as a key issue by community residents. Build Baton Rouge, created as the Redevelopment Authority of East Baton Rouge Parish, has also developed a strategy to resolve this issue by acquiring vacant and adjudicated properties and facilitating redevelopment. As of May 2021, Build Baton Rouge owned three properties within Scotlandville, one of which currently has plans for redevelopment (See the Adjudicated and Land Banked Properties map on page 124). A strategy to address vacant properties is discussed in the implementation section of this plan.

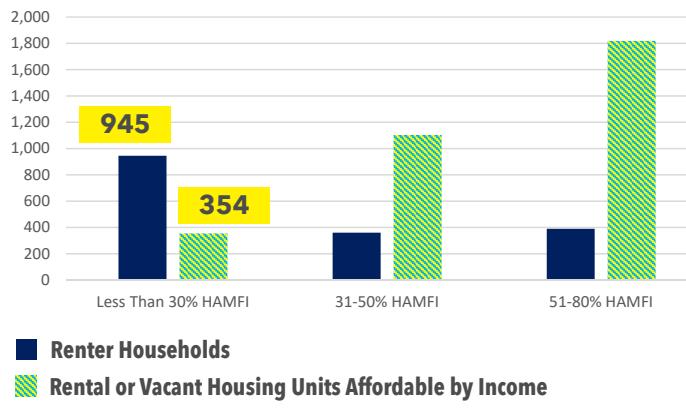
Housing Affordability and Cost Burden

The US Department of Housing and Urban Development's (HUD) eligibility income limits for its housing programs can also be used to understand housing affordability within a community. Income limits are based on Median Family Income (MFI) estimates and Fair Market Rent (FMR) for metropolitan areas. **The 2021 MFI for the Baton Rouge, LA HUD Metro FMR Area, was \$79,300.** Using this MFI, the following income limits are set for household income categories, based on a four person household.

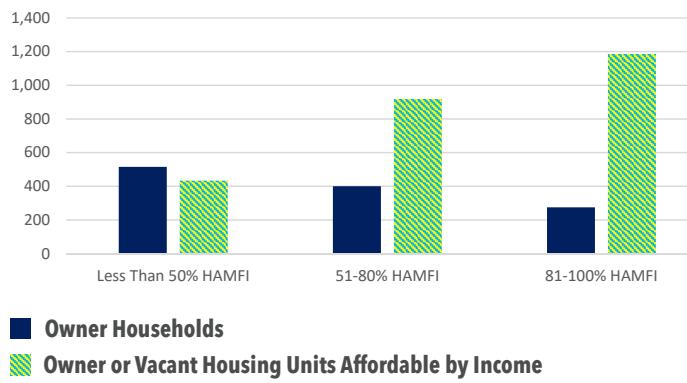
- + **Extremely low:** 0-30 percent of MFI = **\$26,500**
- + **Very low:** 31-50 percent of MFI = **\$39,650**
- + **Low:** 51-80 percent of MFI = **\$63,450**
- + **Moderate:** 81-120 percent of MFI = **\$78,960**
- + **Upper:** 121 percent+ of MFI

Based on these income limits and HUD's 2013-2017 Comprehensive Housing Affordability Strategy (CHAS) data, Scotlandville has a shortage of housing units affordable to extremely low income renter households. As seen in chart on the next page, Renter Households vs. Renter Housing Units, there are 945 extremely low-income renter households in Scotlandville, while there are only 354 units that are affordable to this group. Housing units that are affordable to very low and low income renter households

Renter Households vs. Renter Housing Units



Owner Households vs. Owner Housing Units



are oversupplied, as there are far more units affordable to these households than there are households to rent them.

For owner-occupied households, the shortage of units affordable to extremely low and very low income owner households is significantly less than that of lower-income renter households. There are 515 extremely low and very low income owner households in Scotlandville, and 433 vacant housing units affordable to them. Meanwhile, there is an oversupply of housing units affordable to owner households within low- and moderate-income brackets. These homes would either remain vacant or the households that occupy them would likely be cost burdened (described below).

Overall, there is a significant need for increased housing units that accommodate very low-income renter and owner households and programs that provide a path for homeownership for Scotlandville residents.

Housing Cost Burden

According to HUD, a household is cost burdened if it spends more than 30 percent of its monthly income on housing costs, such as rent or a mortgage payment. Additionally, households spending more than 50 percent of their monthly income on housing costs are considered severely cost burdened.

Cost burdened households tend to experience financial challenges, as these households have little left over after paying their rent or mortgage to go toward essential necessities such as food, clothing, health-care, and transportation. Lower-income families are especially vulnerable, as any unexpected decrease in income can easily lead to eviction. Identifying the number of cost-

burdened households in Scotlandville is necessary in the planning and development of future housing so affordable housing units are provided for these affected households. The tables below show the percentage of renter and owner households that are cost burdened and severely cost burdened by income range, using 2019 ACS, five-year estimate data.

Renter Households

In the table below illustrates how very low-income renter households earning less than \$20,000 experience high rates of cost burden. In Scotlandville, 54 percent of these households are severely cost burdened, spending more

Cost Burden by Income for Renter Households in Scotlandville and Baton Rouge

Household Income	Gross Rent as a % of Household Income	Scotlandville	Baton Rouge
less than \$20,000		1,117	15,591
	30% or more	13%	15%
	50% or more	54%	64%
\$20,000-\$34,999		419	9,673
	30% or more	66%	52%
	50% or more	5%	22%
\$35,000-\$49,999		158	5,390
	30% or more	24%	26%
	50% or more	0%	6%
\$50,000-\$74,999		201	6,060
	30% or more	16%	13%
	50% or more	0%	1%

than 50 percent of their income on rent. Comparatively, in Baton Rouge, 64 percent of these households are severely cost burdened. Renter households earning between \$20,000 and \$34,999 also experience significant cost burden, where 66 percent and 52 percent of these households in Scotlandville and Baton Rouge respectively spend more than 30 percent of their household income on rent. Households earning \$35,000 and above have very low rates of severe cost burden but still experience some cost burden. Providing housing affordable to lower-income households will help to reduce the amount of cost burden experienced in Scotlandville and help improve quality of life for residents.

Owner-Occupied Households

Homeowners in both Scotlandville and Baton Rouge also experience high rates of cost burden. Households earning less than \$20,000 experience the highest rates of cost burden, with 35 percent cost burdened and 23 percent severely cost burdened homeowners in Scotlandville. In Baton Rouge, 24 percent of these households are cost burdened, and 41 percent are severely cost burdened. Similar to renter households, rates of cost burden for homeowners decrease as income increases in both Scotlandville and Baton Rouge.

Cost Burden by Income for Owner Households in Scotlandville and Baton Rouge

Household Income	Gross Rent as a % of Household Income	Scotlandville	Baton Rouge
less than \$20,000		266	5,028
	30% or more	35%	24%
	50% or more	23%	41%
\$20,000-\$34,999		325	5,120
	30% or more	22%	20%
	50% or more	13%	18%
\$35,000-\$49,999		211	4,682
	30% or more	18%	23%
	50% or more	0%	4%
\$50,000-\$74,999		430	6,929
	30% or more	2%	10%
	50% or more	0%	2%

Assisted Housing

Assisted housing is housing that is subsidized usually by HUD or other state and local housing programs. Although assisted housing is administered throughout the City of Baton Rouge, Scotlandville has a disproportionate number of assisted units compared to the rest of the City-Parish.

- + As of 2021, out of the 913 public housing units in Baton Rouge, **409 units or 44 percent were located in Scotlandville.**
- + For the Low-Income Housing Tax Credit (LIHTC) program, which is administered by the state and incentivizes developers to produce affordable housing units to low-income households, **Scotlandville has 306 or 9.5 percent out of the 3,199 LIHTC housing units** in Baton Rouge.
- + **Scotlandville has 547 or 25 percent of the 2,121 Baton Rouge housing units receiving financial assistance** from properties insured or financed by HUD, including Section 202 and Section 811 programs for the elderly or persons with disabilities.
- + Of Baton Rouge's 4,427 housing choice vouchers, **308 vouchers, or seven percent, are provided to Scotlandville residents.** The housing choice voucher program is managed by the East Baton Rouge Housing Authority and assists very low-income families, elderly, and disabled people with affording decent, safe, and sanitary housing by providing participants with subsidies to lease units from private property owners.

Affordable and assisted housing is a proven strategy to provide decent, safe, and affordable housing to low- and moderate-income households. However, concentrating assisted units in one area of a jurisdiction limits lower-income households from gaining access to higher opportunity areas with more, possibly better services, proficient schools, jobs, and transportation. This is supported by the 2020 Baton Rouge Fair Housing Assessment, which concluded that northern and eastern neighborhoods in Baton Rouge tend to have lower access to opportunity.⁴ The Fair Housing Assessment identified several strategies to address these challenges and provide more equitable access to higher opportunity areas in Baton Rouge. Once implemented, these strategies will create more opportunities for Scotlandville residents and

4 City of Baton Rouge, February 2020, City of Baton Rouge and Parish of East Baton Rouge Assessment of Fair Housing Public draft

will encourage housing investments that appeal to and accommodate residents with a broader range of household incomes.

Housing Projections

Estimating the number of housing units by income bracket that would be needed to accommodate Baton Rouge's projected population growth can help estimate the number and type of housing units that would be needed in Scotlandville and can therefore facilitate adequate planning to meet Scotlandville's housing needs.

In 2020, the City of Baton Rouge had 104,145 total housing units. Of these units, 82,097 were occupied, for a vacancy rate of 21 percent. Baton Rouge's 2020 population was 220,248, which is 4.1 percent less than the city's 2010 population of 229,493, (2010 US Census Bureau). Out-migration from the state and repopulation of New Orleans were identified as contributors to population loss in Baton Rouge in LSU's 2019 *Recent Demographic Trends in Louisiana: A State Population Profile* report, which analyzed the state's population trends from 2010 to 2018.

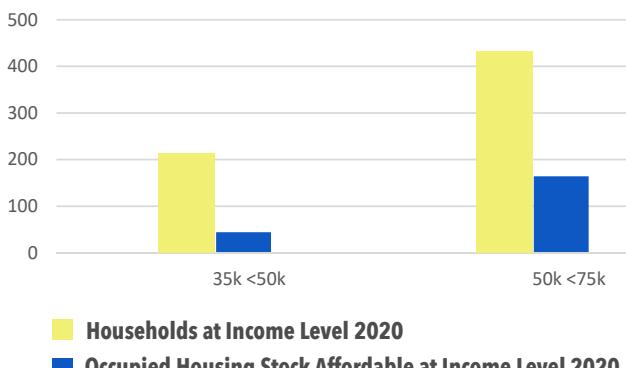
Based on ESRI and ACS Data, by 2025, Baton Rouge is projected to experience a less than one percent population decrease from 220,248 to 220,015 people and an occupied household increase from 82,097 to 82,797 households. Based on these population projections, Baton Rouge is projected to have an

adequate supply of owner-occupied housing by 2025, which will accommodate Scotlandville's future owner households. However, it is projected that 11,429 additional rental units would be needed. Having this gap of rental units can create a housing shortage, which can exacerbate affordability challenges and the number of cost-burdened households.

In Scotlandville, households with income ranges between \$35,000 and \$50,000 and \$50,000 and \$75,000 had the largest gap of available housing units affordable to them. Households earning between \$35,000 and \$50,000 could afford a monthly payment from \$875 to \$1,250 and purchase a home between \$115,000 and \$175,000 without experiencing cost burden. In 2020, there were 44 housing units in Scotlandville with monthly housing cost affordable to the 211 households in the \$35,000 to \$75,000 income range, representing a housing gap of 166 units.

Households earning between \$50,000 and \$75,000 could afford a monthly housing payment from \$1,250 to \$1,875 and purchase a home with a price between \$175,000 and \$275,000. In 2020, there were 164 housing units with monthly housing costs affordable to the 430 households in this range, representing a housing gap of 266 units. Therefore, an estimated 432 housing units would be needed for these combined income groups. Based on housing needs for other income ranges, a 25 percent increase of the 432 units was added, estimating 518 housing units needed in Scotlandville by 2031.

Owner Housing Demand by Income



Owner Housing Affordability



Methodology

The methodology used to project the needed number of housing units in Baton Rouge was based on the projected household growth within specific income brackets (housing units were not projected for income ranges that currently have adequate housing supply; additional units in those ranges were considered surplus). Households in income ranges with surplus housing are assumed to occupy or absorb housing units in lower-income ranges, which could reduce the total projected housing units needed for Scotlandville. A detailed description of the methodology and findings is provided.

Owner and Renter Households by Income

Currently there are 39,176 owner households and 42,921 renter households in the City of Baton Rouge within seven income ranges. As seen in the graph, there are significantly more renter households provided for the lower income categories ranging between \$15,000 to \$35,000; there is a balanced supply of owner and renter housing for incomes ranging between \$35,000 and \$75,000 and significantly fewer rental housing for incomes over \$75,000.

Housing Affordability

Using the ACS gross rent figures, the number of households in each of the seven income ranges spending more than 30 percent of their income on rent was

compared to the number of housing units with rents that are affordable to these households. Similar calculations were completed for owner-occupied housing units, both with and without a mortgage.

Demographic and Housing Estimates Used for Projections

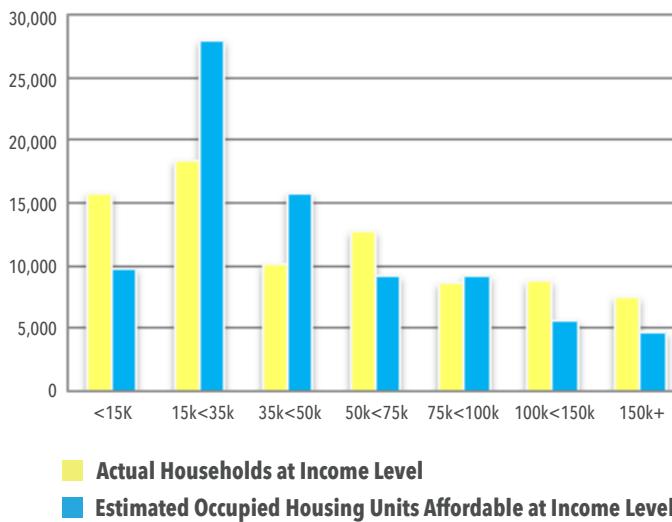
Projections for future housing units were made using the following demographic and housing estimates.

- + Age of the head of household or householder
- + Owner vacancy rate
- + Rental vacancy rate
- + Annual obsolete housing replacement rate
- + National tenure trends and projections from the Housing Commission

Final Projections

Final projections were determined by comparing the current number of households and the number of housing units that are affordable to the households within each income range and the future household demand by income. The analysis is further broken down by owners and renters.

Comparing Household Incomes with Units Affordable at Each Income Level



Port Royal Apartments on Airline Hwy, Baton Rouge, Louisiana.
Source: Realtor.com

Owner Housing Projections

Owner-occupied households in Baton Rouge are projected to decrease from 39,176 in 2020 to 33,953 by 2025. The housing supply for households earning less than \$35,000 is currently significantly higher than the number of households in this income category. In all remaining income categories, the housing supply is less than the housing demand. New housing units that will be needed to meet Baton Rouge's 2025 household demands are not projected, as any surplus housing may be absorbed by households in higher-income categories.

Renter Housing Projections

Renter households in Baton Rouge are projected to increase from 42,921 in 2020 to 48,839 by 2025, with 11,429 housing units needed by 2025 to accommodate this demand. Households earning less than \$15,000 will have the greatest need for housing units that are affordable to this income range. The housing projections have been adjusted to reflect the current rental vacancy rate and annual replacement of obsolete housing units.

The housing demand projections for Baton Rouge take into consideration that the income dispersal of Scotlandville and Baton Rouge residents will not change significantly between 2020 and 2025. Additionally, the projected demand numbers, which are based on

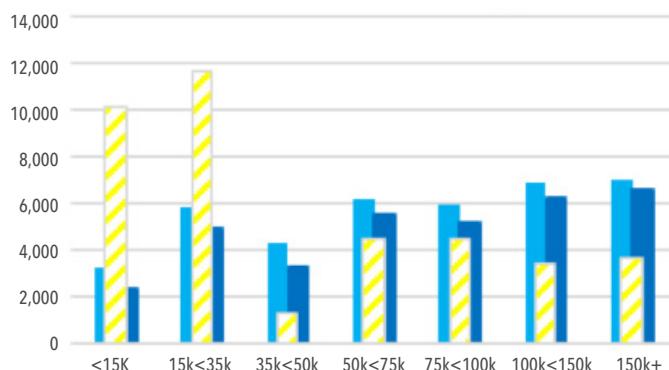
household income, may overstate the number of low- and moderate-income housing units needed for three key reasons

- ⊕ Seniors with assets but low annual incomes may be living in homes that are fully paid for. They may not be able to afford these homes if they had to purchase them today.
- ⊕ Households pay more than 30 percent of their income on housing to live in a given community; these households may feel the added housing cost is worth the benefit of living in the community.
- ⊕ Households may double up in a housing unit so they can afford to live in a desirable community.

There are a variety of moving parts within any given housing market that will affect the demand for housing. In Scotlandville, there is a significantly high number of dilapidated properties (224), adjudicated properties (820), and properties in need of major rehabilitation. These conditions have an inordinate effect on Scotlandville's housing supply.

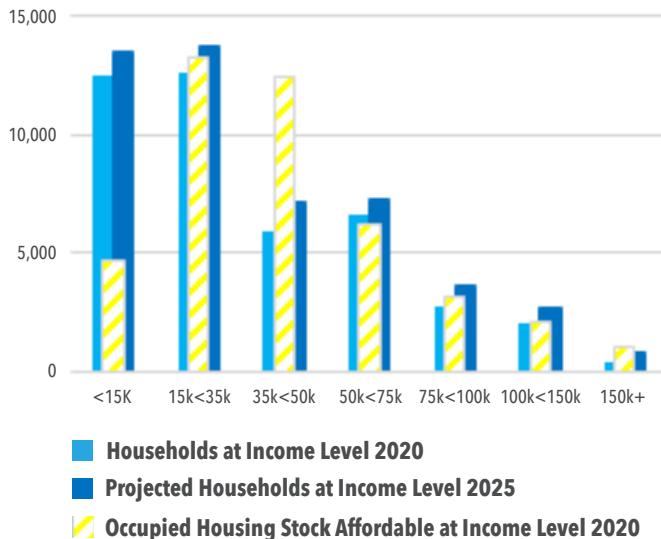
It is important to note that in Baton Rouge there are income ranges with more existing housing units than projected housing units, representing a potential surplus. **Absorption of surplus units by other income ranges may reduce the gap of housing at those income levels.**

2025 Owner Housing Projections



- Households at Income Level 2020
- Projected Households at Income Level 2025
- Occupied Housing Stock Affordable at Income Level 2020

2025 Rental Housing Projections



- Households at Income Level 2020
- Projected Households at Income Level 2025
- Occupied Housing Stock Affordable at Income Level 2020

TRANSPORTATION AND MOBILITY

This section discusses how Scotlandville residents get around the community and identifies opportunities to move toward a well-connected community that provides safe, affordable, healthy, and efficient options for residents to conduct daily activities. Based on the Community Needs Survey, the highest transportation needs within Scotlandville include: safer routes for Southern University students to engage with local businesses, better public transportation, and a walkable community with bike access.

Road Network

Scotlandville is well connected to East Baton Rouge Parish and the region via several major arteries. These arteries include Interstate 110, Scenic Highway (US 61), and Scotland Avenue (LA 19), which are the primary north-south thoroughfares; Harding Boulevard (LA 408), which runs east-west; and Airline Highway (US 190), which forms Scotlandville's southern boundary.

Transit Service

Scotlandville is serviced by the Baton Rouge Capital Area Transit System (CATS), which has six bus routes that serve Scotlandville.

- ⊕ **Route No. 10: Scenic Highway/Southern University**
- ⊕ **Route No. 11: Northside Circulator**
- ⊕ **Route No. 15: Blount Road**
- ⊕ **Route No. 54: Airline Highway North/ Southern University**
- ⊕ **Route No. 70: Baker/Southern University/ CATS Terminal**
- ⊕ **Route No. 80: Southern Shuttle Circulator**

During the COVID-19 pandemic in 2020, the CATS bus transfer station that was located on Southern University's campus had to be relocated, as the campus became a site for testing and vaccinations. CATS relocated this transfer hub to the intersection of Scotland Avenue and Scenic Highway. Initially a temporary change, CATS is now considering making this location a permanent bus transfer facility that would incorporate bus shelters and bus bays. This facility is also proposed to accommodate

a microtransit system that connects the CATS system to specific locations such as the Baton Rouge Metro Airport, ExxonMobil, and Lane Regional Hospital.

Mobility

As stated in the East Baton Rouge Parish 2018 Comprehensive Plan, FUTUREBR, there is a lack of available transportation options throughout the City-Parish. This is the result of historic development that occurred without a unified transportation plan and a focus on minimizing development infrastructure costs. These developments produced one-entrance subdivisions that do not connect to each other or to transit and, limited sidewalks. Based on these development patterns, the automobile became the easiest mode of transportation. A 2008 audit of the parish's streets found that just 40 percent had sidewalks, and a 2011 study found that there were only 15.6 miles of bike lanes and 7.5 miles of bike paths within the parish.

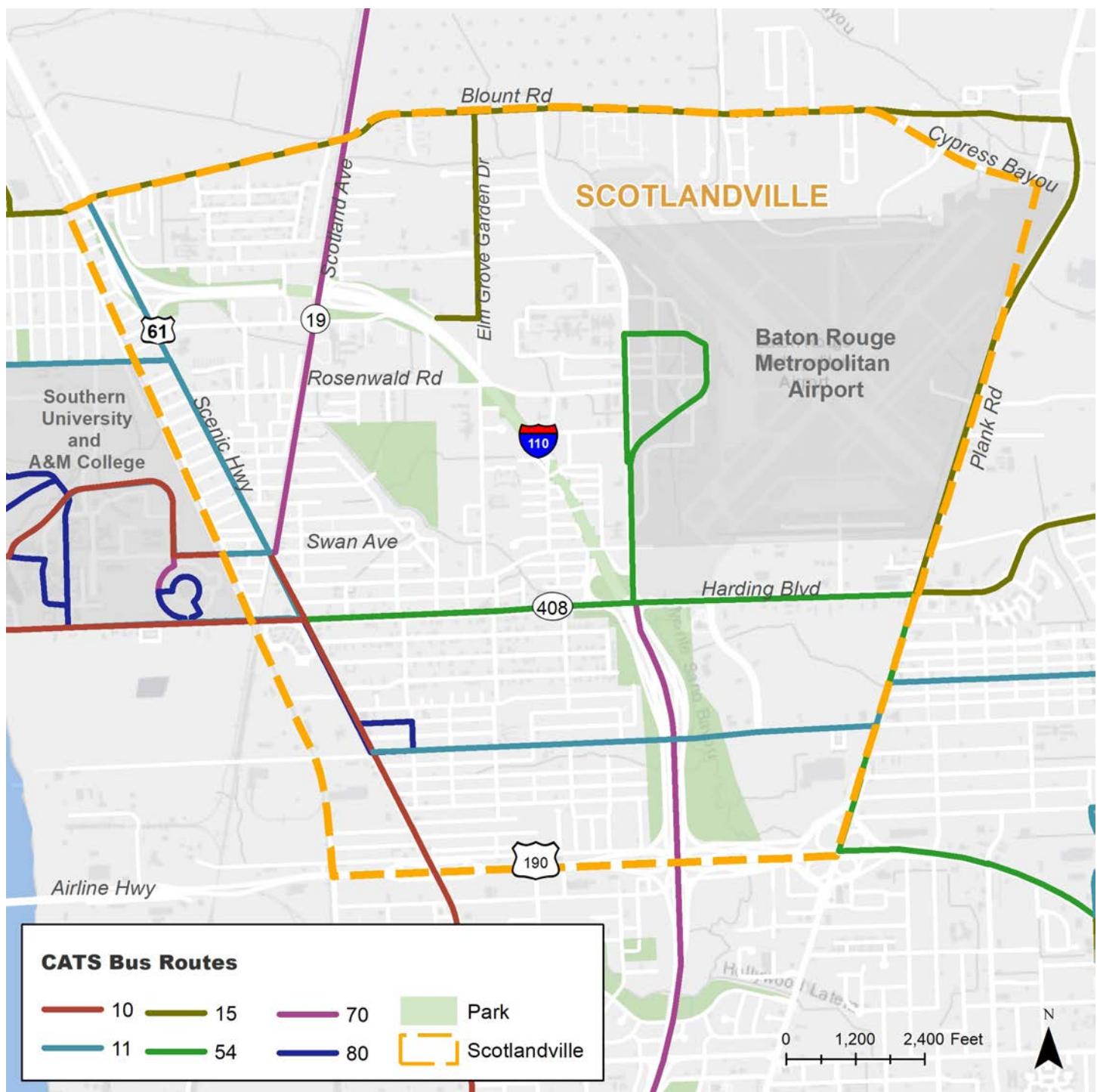
Similarly, Scotlandville is a car-centric community. In 2019, 93 percent of people 16 years and over in Scotlandville drove to work, while 2.4 percent took the bus, and 2.7

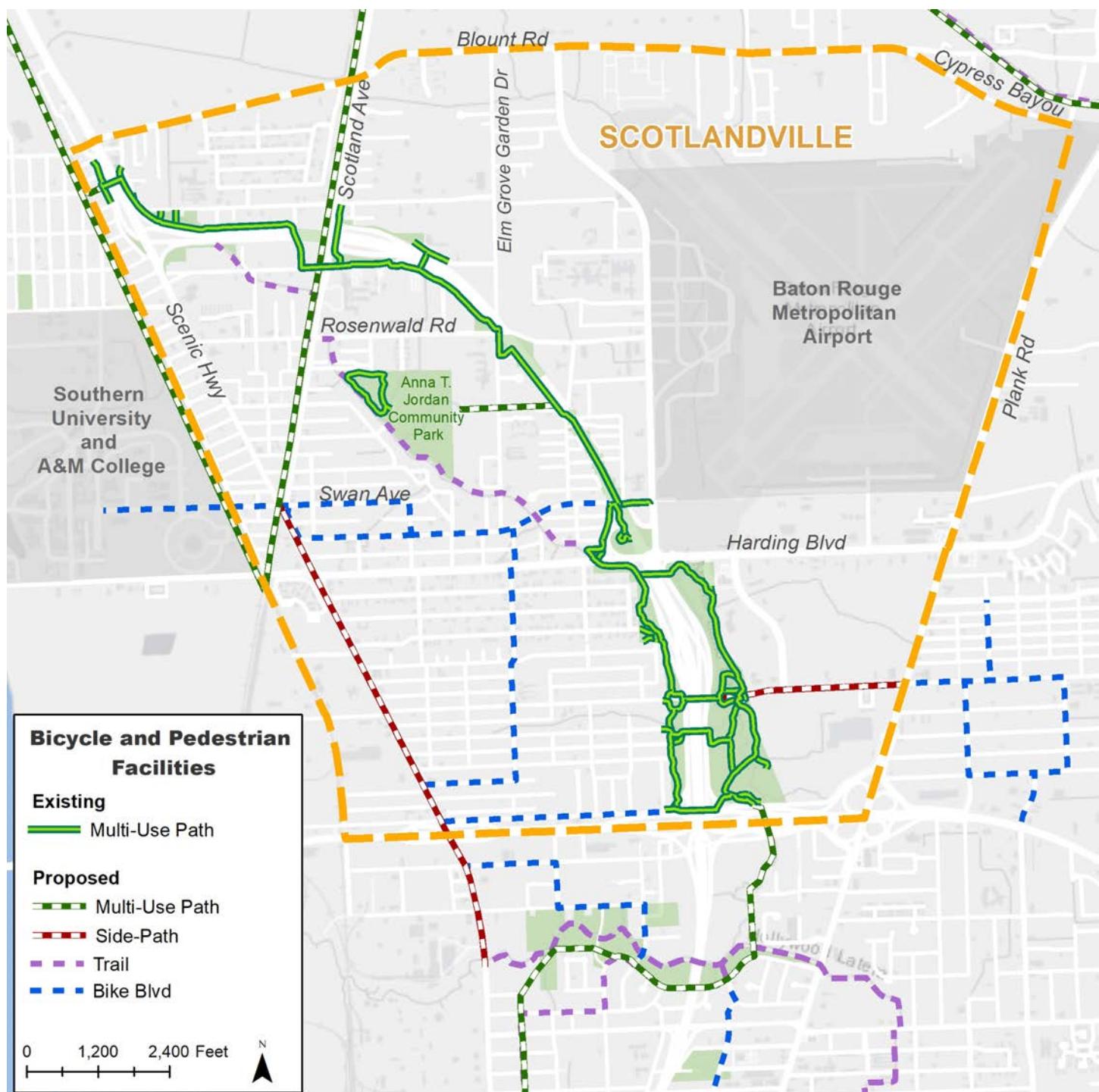
Travel Time to Work for Scotlandville Residents

Travel Time to Work	Percent
Fewer than 15 minutes	16.8%
15 to 30 minutes	51.2%
30 to 45 minutes	13.4%
45 minutes to 1 hour	6.4%
1 hour or more	12.3%

Source: U.S. Census Bureau, 2019 American Community Survey 5-year estimates

CATS Bus Routes in Scotlandville



Bicycle and Pedestrian Facilities

percent walked. Considering that most Scotlandville residents travel fewer than 30 minutes to work, as seen in Table X: Travel Time to Work, these statistics may be indicative of several community needs such as more reliable and efficient bus service and infrastructure improvements to encourage walking and biking.

Connections between Health and Active Transportation

How our neighborhoods are built and designed can promote or discourage physical activity. The CDC notes that **physical inactivity results in negative health conditions such as obesity, diabetes, heart disease, stroke, and other chronic health issues.** In a policy statement on the built environment and active transportation (e.g., biking and walking), the American Heart Association cites that encouraging **active transportation “through policy, systems, and environmental change is one of the leading evidence-based strategies to increase physical activity** regardless of age, income, racial/ethnic background, ability, or disability.”

Encouraging children to walk or bike to school, providing opportunities for people to walk to work, or increasing access to larger trail systems for recreation and transportation needs is a means to mitigate negative health outcomes. A study in the Journal of the American Heart Association found that “adults living in less walkable neighborhoods had a higher predicted 10-year cardiovascular disease risk than those living in highly walkable areas.”⁵

The Community Preventive Services Task Force (CPSTF), an independent, nonfederal group of public health and disease prevention experts, outlines approaches to planning and neighborhood development that support active transportation. These approaches include the provision of infrastructure like sidewalks and bike paths, and encourage a highly connected street grid, access to public transit, mixed-use development, access to open space, and connections to community destinations.

Pedestrian and Bicycle Infrastructure

Improving pedestrian and bike infrastructure throughout Scotlandville has been expressed as a priority, especially to make it easier for Southern University students to engage with Scotlandville residents. Currently, Scotlandville has one 3.6 mile multi-use path, seen in the map below, that runs along the Scotlandville Parkway. Multi-use paths, also known as shared-use paths, or in some cases greenways, are fully separated and independent from the roadway and are shared by bicyclists, pedestrians, and other non-motorized users.⁶ The path extends from Scenic Highway, just south of Blount Road, and runs under an elevated section of Interstate-110, then down to Airline Highway. While this path is a valuable community amenity, the East Baton Rouge Parish Bicycle and Pedestrian Master Plan noted that the trail is broken in several places, and grass has begun to grow over the path. Additionally, the path does not connect to other community amenities or trails and does little to connect Scotlandville with the rest of Baton Rouge via active transportation.

BREC is currently implementing the Scotlandville Parkway Master Plan to improve the Scotlandville Parkway multi-use path and its connections between the neighborhood and other parts of the city. Improvements will include updating the Scotlandville Parkway as a bicycle and pedestrian transportation corridor that extends from Scenic Highway to Airline Highway and connects to a BREC bicycle and pedestrian trail that leads to Spanish Town Road Park, which is currently under design.

According to the East Baton Rouge Parish Bicycle and Pedestrian Master Plan, there are additional multi-use paths, trails, and bicycle paths proposed throughout Scotlandville. Once these facilities are implemented, they will help to improve walkability and bikeability for community residents.

⁵ Association Between Neighborhood Walkability and Predicted 10-Year Cardiovascular Disease Risk: The CANHEART (Cardiovascular Health in Ambulatory Care Research Team) Cohort by Nicholas A. Howell, Jack V. Tu, Rahim Moineddin, Anna Chu, and Gillian L. Booth. Originally published 31 Oct 2019

⁶ Pedestrian and Bicycle Master Plan, East Baton Rouge Parish, March 2020

Sidewalks

Sidewalks promote safe walking for pedestrians, non-vehicular mobility, and healthier communities by increasing opportunities for physical activity. They also provide aesthetic improvements and increase access to amenities and resources. Without dedicated sidewalks there is a higher potential for pedestrian collisions, especially on Scenic Highway and Scotland Avenue, which have limited sidewalks and posted speed limits of 40 miles per hour.

The map on the next page illustrates that there are many streets throughout Scotlandville without sidewalks. In 2019, the East Baton Rouge Parish Mayor's Office implemented the MOVEBR Transportation and Infrastructure Program. This program was created to improve transportation and traffic congestion within East Baton Rouge Parish by building new roads and sidewalks, managing traffic, and increasing accessibility in the parish. The sidewalk improvements identified under this program within Scotlandville include

- + Scenic Highway (Harding Boulevard to Swan Avenue),
- + Elm Grove Garden Sidewalks (Blount Road to Rosenwald Road),
- + 72nd Avenue Sidewalks (I-110 to Plank Road), and
- + 72nd Avenue Sidewalks (Scenic Highway to I-110).

These improvements, along with other pedestrian amenities, will improve walkability throughout Scotlandville and help to promote community health.

Road Safety Analysis

Crash data⁷ from the Louisiana Department of Transportation (DOTD) for 2016 through 2020 was analyzed to determine whether safety improvements for vehicles, bicyclists, and pedestrians were needed to encourage mobility throughout Scotlandville. Scotlandville is bounded by Blount Road and US 190 to the north and south, respectively, and US 61 (Scenic Highway) and LA 67 (Plank Road) to the west and east, respectively. In addition, LA 19 (Scotland Avenue) and Interstate-110 are primary north-south corridors and LA 408 (Harding Boulevard), Blount Road, and 72nd Avenue are primary east-west corridors. These corridors



Groundbreaking of MOVEBR sidewalk construction on 72nd Ave.
Source: move.brla.go

are heavily trafficked, making them good candidates for infrastructure enhancements that improve road safety for all users.

A hot-spot⁸ analysis using DOTD crash data showed that safety investments along these main corridors would be impactful in improving road safety, see page 108. Based on the number and severity of reported crashes, the intersections of LA 408 and LA 67 and LA 408 and Interstate-110 would benefit from safety investments. Other intersections that are recommended for safety improvements include US 61 at US 190, LA 19 at Blount Road, and US 61 at Blount Road.

Professional traffic engineering surveys can help identify specific improvements at these intersections to improve safety. Transportation safety improvements can include:

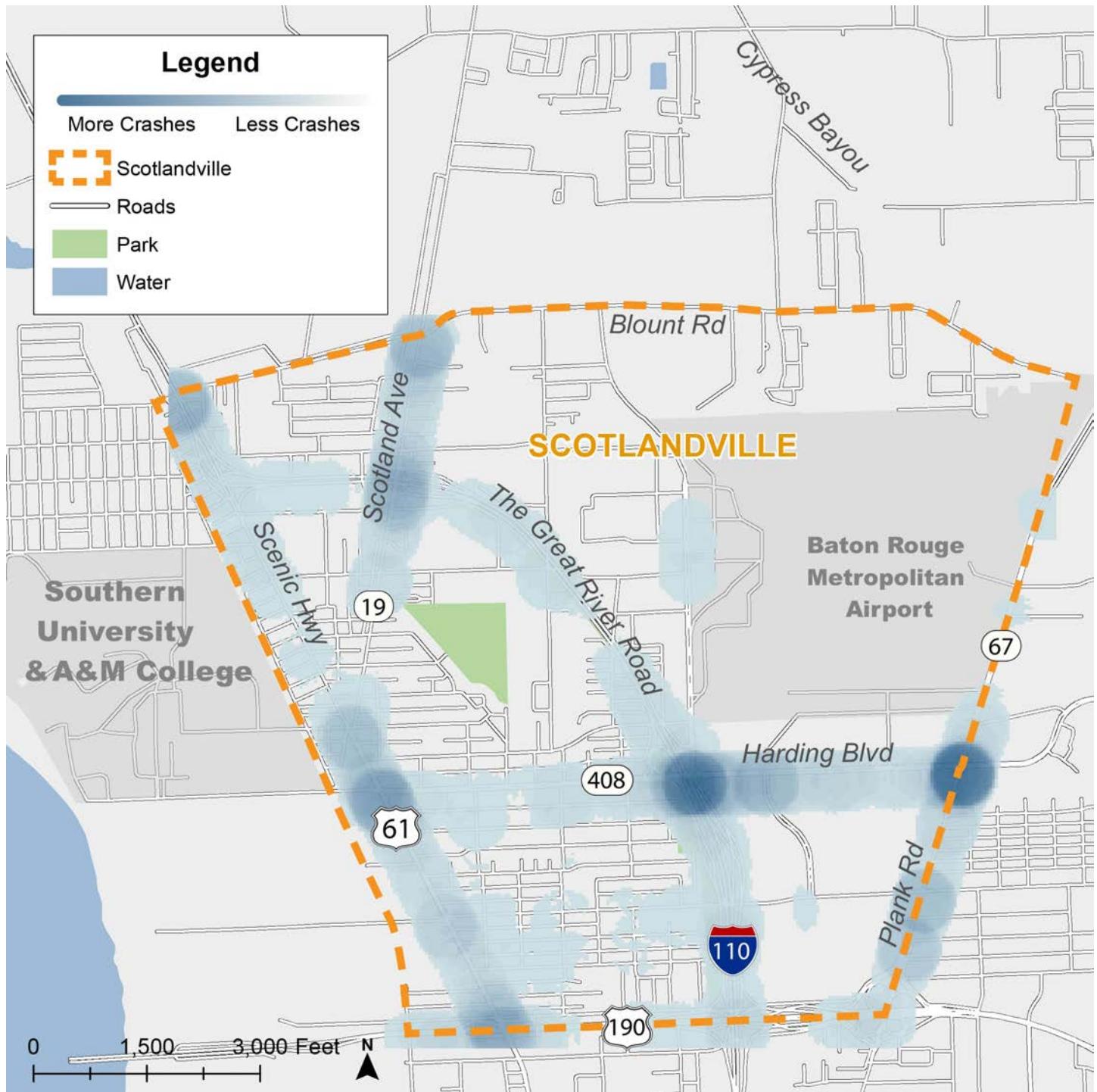
- + Addressing the condition of the roadway itself (such as resurfacing or weather treatments),
- + Traffic control (such as signals),
- + Speed control,
- + Roadway departure safety,
- + Visibility improvements,
- + Reduction of potential conflict points (such as intersections and ingress/egress),
- + Lighting,
- + Safety for vulnerable users (such as pedestrians and cyclists), and
- + Improving the flow of traffic through investments in alternate routes and modes.

⁷ This correspondence and the information contained herein is prepared solely for the purpose of identifying, evaluating and planning safety improvements on public roads which may be implemented utilizing federal aid highway funds; and is therefore exempt from discovery or admission into evidence pursuant to 23 U.S.C. 407.

⁸ A hot spot is a location on the roadway where a high concentration of crashes have occurred.

Existing Sidewalks and MOVEBR Projects

Hot Spot Analysis



This correspondence and the information contained herein is prepared solely for the purpose of identifying, evaluating and planning safety improvements on public roads which may be implemented utilizing federal aid highway funds; and is therefore exempt from discovery or admission into evidence pursuant to 23 U.S.C. 407.



Tree Canopy Assessment

Public Health Benefits

Tree cover, especially in urban areas, provides many health and environmental benefits to residents. Tree cover reduces ambient temperatures, improves air quality, absorbs gaseous pollutants from the air, reduces stormwater runoff, reduces energy costs by providing shade to homes, businesses, and offices, enhances the streetscape by providing beauty and shade, and provides overall social and mental health benefits. Increasing tree cover can also increase home values and attract visitors to the area. The importance of trees has also been recognized at the state level where the Louisiana Statewide Bicycle and Pedestrian Master Plan (DOTD, 2009) listed trees as a top priority for creating pedestrian-friendly, multimodal communities. This tree canopy assessment provides recommendations to help prioritize tree canopy investments in Scotlandville.

The public health benefits of tree cover affect some members of the community more than others. The elderly and young children are generally at greater risk of health issues related to environmental events, such as extreme heat and flooding, in part, because they are less mobile, tend to spend time outdoors near the home (exposing them to environmental conditions at a higher rate), and often require assistance during hazard events.

Communities of color and low-income communities have been historically excluded from political representation and have received less investment than wealthier and white neighborhoods, leaving them vulnerable to hazards and extreme weather due to lack of infrastructure and other resources.

Mapping the Tree Canopy

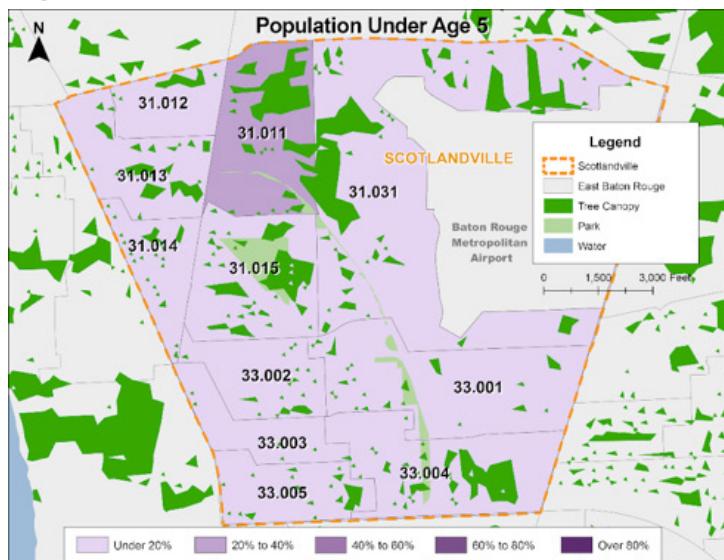
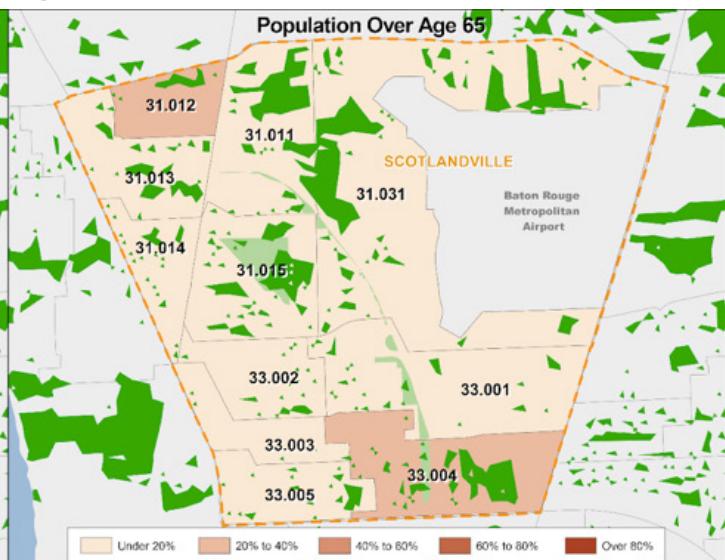
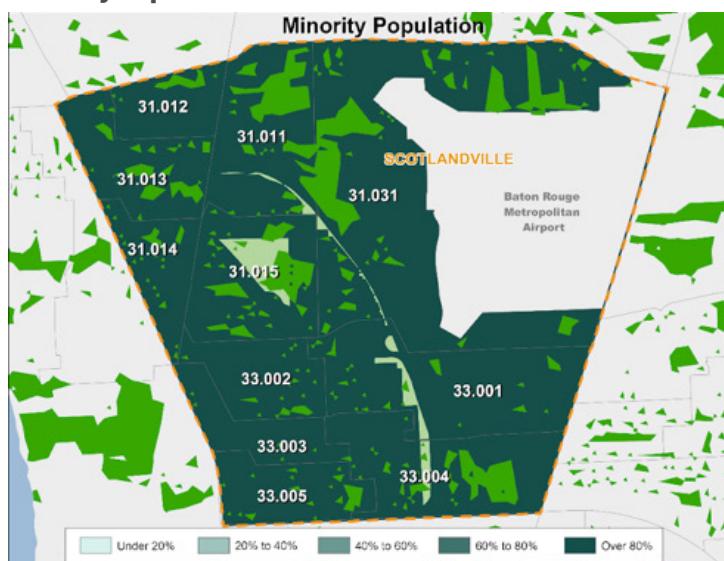
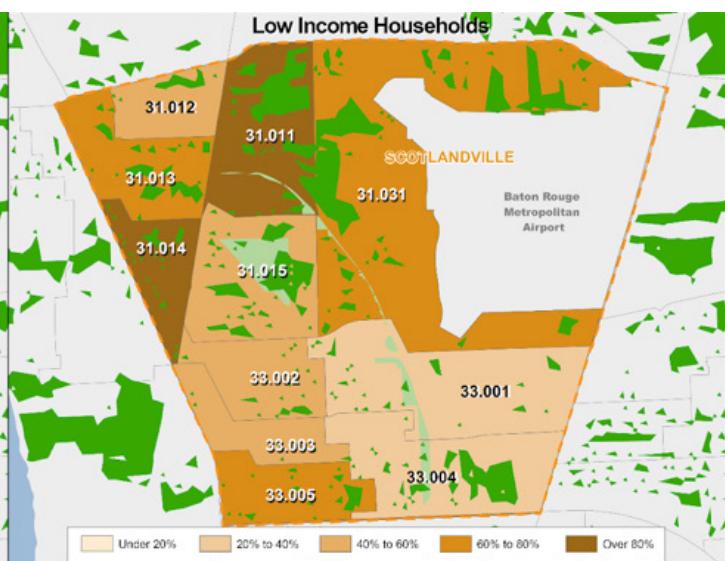
Tree canopy in Scotlandville is mostly sparse with only a handful of well-shaded areas. Using US Census Bureau data, four metrics were used to illustrate the locations of vulnerable populations in Scotlandville in relation to these areas and are mapped on the following page. These metrics include

- ⊕ Population under age 5,
- ⊕ Population over age 65,
- ⊕ Minority status of the population, and
- ⊕ Low-income households.⁹

Scotlandville's population is slightly younger than that of Baton Rouge and is largely made up of people with minority status.¹⁰ Although there are higher concentrations of vulnerable populations in some block groups compared to others, they exist throughout Scotlandville. All block groups, however, are home to populations in which at least 80 percent identify as a minority, and low-income households make up at least 20 percent of all households. The high proportion of people

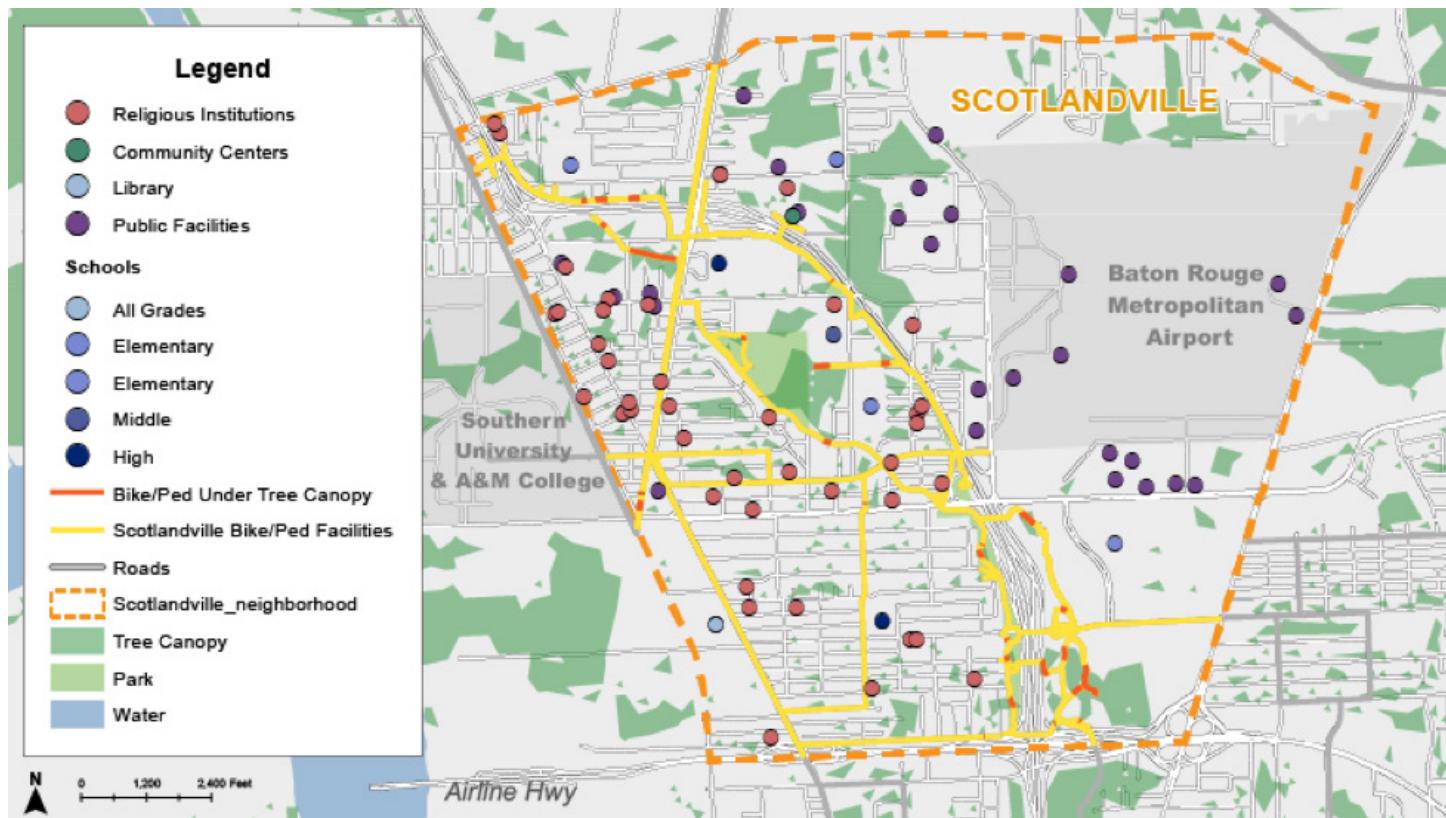
⁹ According to the US Department of Housing and Urban Development (HUD), low-Income Families are those whose incomes do not exceed 80 percent of the median family income. Louisiana's median household income for 2019 (the vintage of the data) was \$49,469 and a household is considered to be low income at less than \$39,999 (rounded to the nearest data bracket).

¹⁰ A person is considered to have minority status if they self-identify as Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian and other Pacific Islander, some other race or two or more races.

Population Under Age 5**Population Over Age 65****Minority Population****Low-Income Household**

Source: U.S. Census Bureau, 2019 American Community Survey 5-year estimates; tree canopy-U.S. Geological Survey, 2016 National Land Cover Database)

Key Destinations within Scotlandville in Relation to the Existing Tree Canopy



who identify as a minority and the concentration of low-income households make Scotlandville a priority area for investments in urban forestry.

The vulnerable population demographic analysis and key destinations within Scotlandville were compared with existing tree canopy data to identify where canopy investments might contribute to quality-of-life by making the area around these destinations more walkable. The destinations included in this analysis were

- + Religious institutions;
- + Community centers;
- + Libraries;
- + Public facilities; and
- + Schools.

As seen above, none of the identified destinations are in tree canopy areas. Likewise, very few of the city's bike or pedestrian facilities have tree cover.

Expanding tree canopy in vulnerable neighborhoods and at strategic destinations such as schools and public facilities would support multimodal transportation and healthy lifestyles. To accomplish this would require collaboration among residents, government agencies, private owners, and state and city departments of transportation and development.



Shaded bike lane in New Orleans, Louisiana. Source: New Orleans homes, neighborhoods, architecture, and real estate | Curbed NOLA

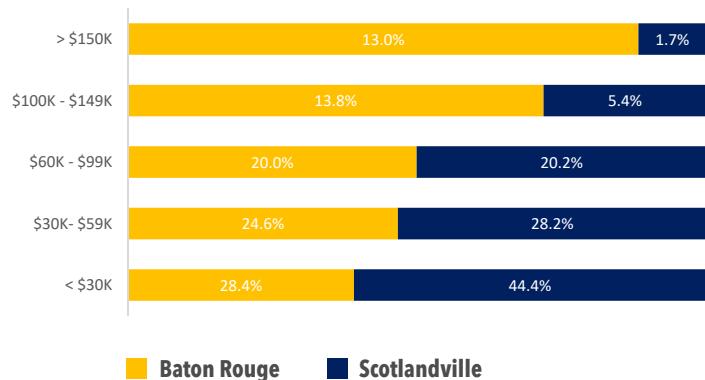
ECONOMIC DEVELOPMENT

Access to education and workforce training is an essential part of an economically viable community. This access helps produce a qualified workforce that is able to take advantage of employment opportunities and earn a living wage, enabling them to sustain themselves, their families, and the local economy. At the same time, strong communities provide a variety of employment opportunities for residents and foster a friendly environment for local businesses that support the community and each other. **This section assesses employment and the business environment in Scotlandville to inform strategies to create educational and employment opportunities for Scotlandville residents.**

Household Income

In 2019, the median household income within Scotlandville was \$36,888, and 44 percent of households had a household income under \$30,000. Having a high proportion of low-income residents within Scotlandville can create challenges to the community's economic and revitalization goals. Developing strategies to attract higher-income households to Scotlandville will help build a more diverse community that can sustain a thriving local economy.

Incomes in Scotlandville and Baton Rouge

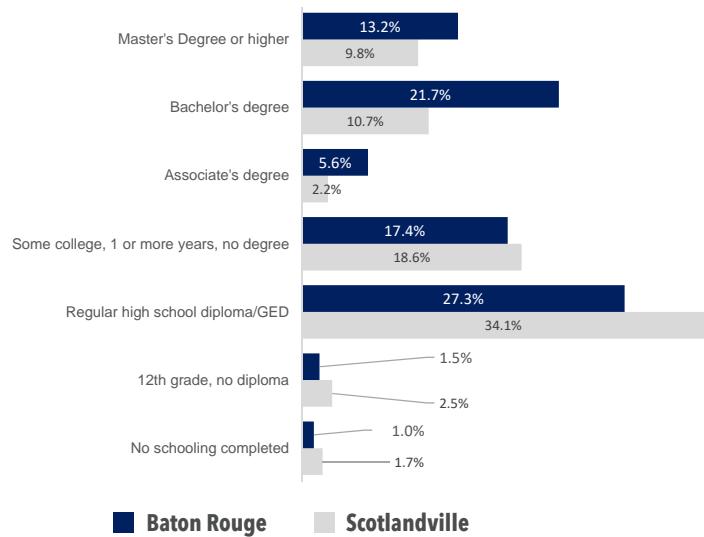


Educational Attainment

Higher levels of educational attainment are vital in developing a highly skilled and productive workforce. Studies have proven the relationship between additional educational attainment and employment opportunities, wage rates, and aggregate economic growth. For example, college-educated workers face lower unemployment and obtain higher wages than their less-educated counterparts.¹¹

Scotlandville residents generally have lower levels of education compared to Baton Rouge residents as a whole (see educational attainment chart on the right). Major community concerns around education include dropout and truancy rates, early childhood development, mentorship for youth, and alternative ways to educate youth/young adults and elderly people. Recommendations in this plan discuss strategies to provide opportunities for workforce training and partnerships with Southern University to prepare students for higher education.

Educational Attainment for Scotlandville and Baton Rouge Residents Over Age 25, 2019



Source: U.S. Census Bureau, 2019 American Community Survey, 5-year estimates

¹¹ Holtz-Eakin, D. and Lee, T. (2019, June). The Economic Benefits of Educational Attainment. American Action Forum. <https://www.americanactionforum.org/project/economic-benefits-educational-attainment/>

Employment

Scotlandville has a civilian labor force of 4,450 people, comprising two percent of the total civilian labor force in Baton Rouge. In 2019, Scotlandville had an unemployment rate of 15 percent, significantly higher than the unemployment rate in Baton Rouge (6.4 percent) and nationwide (5.3 percent). Employed Scotlandville residents are most likely to work in healthcare and social assistance (17.7 percent), retail trade (16.5 percent), or public administration (11 percent).

Broadband Access

In Louisiana, as is nationwide, there is a digital divide—the gaps among individuals, households, businesses, and geographic areas at different socioeconomic levels with regard to both their opportunities to access information and communication technologies and their use of the internet for a wide variety of activities.¹² This situation was exacerbated during the COVID-19 pandemic when, according to the Louisiana Department of Education, as reported by the Council for a Better Louisiana

- + One-third of students have no home access to any kind of internet service;
- + 28 percent have no access to a school-issued or personal laptops or tablets;
- + Nearly 10 percent of teachers do not have the necessary technology, including internet and computers, to do their work from home;
- + 22 percent of students don't even have access to a phone that could be used for conference calls or learning; and
- + 20 parishes have, according to the Center for Rural Innovation, "extremely poor access" to broadband Internet and at least five parishes have almost no broadband access outside of schools, libraries, and some businesses.¹³

Although Scotlandville is well serviced by internet providers, as seen in the 2021 FCC Fixed Broadband Deployment map on the next page, 27.3 percent of households do not have an internet subscription, 22.4 percent do not have internet access, and 16.2 percent do not have a computer.¹⁴ Even if there is internet access in homes, both children and parents in economically disadvantaged families often lack the knowledge or experience to use devices effectively and often can't afford internet service even if it is already available.¹⁵ Having access to the internet can work to level the playing field. It can give businesses and workers access to new markets and provide educational, political, and cultural information to connected individuals across the globe.¹⁶

In October 2021, the Urban Land Institute facilitated a Technical Assistance Panel discussion to explore opportunities to fulfill one of the catalytic project goals of Imagine Plank Road, which is to make the Plank Road corridor a hub for free internet access through 5G broadband infrastructure. Some of the draft recommendations that came out of this panel would also be applicable to the Scotlandville Community to help bridge the digital divide.

- + Offer training programs to improve digital literacy.
- + Increase awareness of available funding for internet service and assist households with taking advantage of existing programs.
- + Explore a partnership with Southern University to extend their broadband coverage up to 15 miles from their campus; the University is eligible for federal grants to fund this effort.

¹² Organization for Economic Co-operation and Development (OECD) glossary of statistical terms <https://stats.oecd.org/glossary/detail.asp?ID=4719>

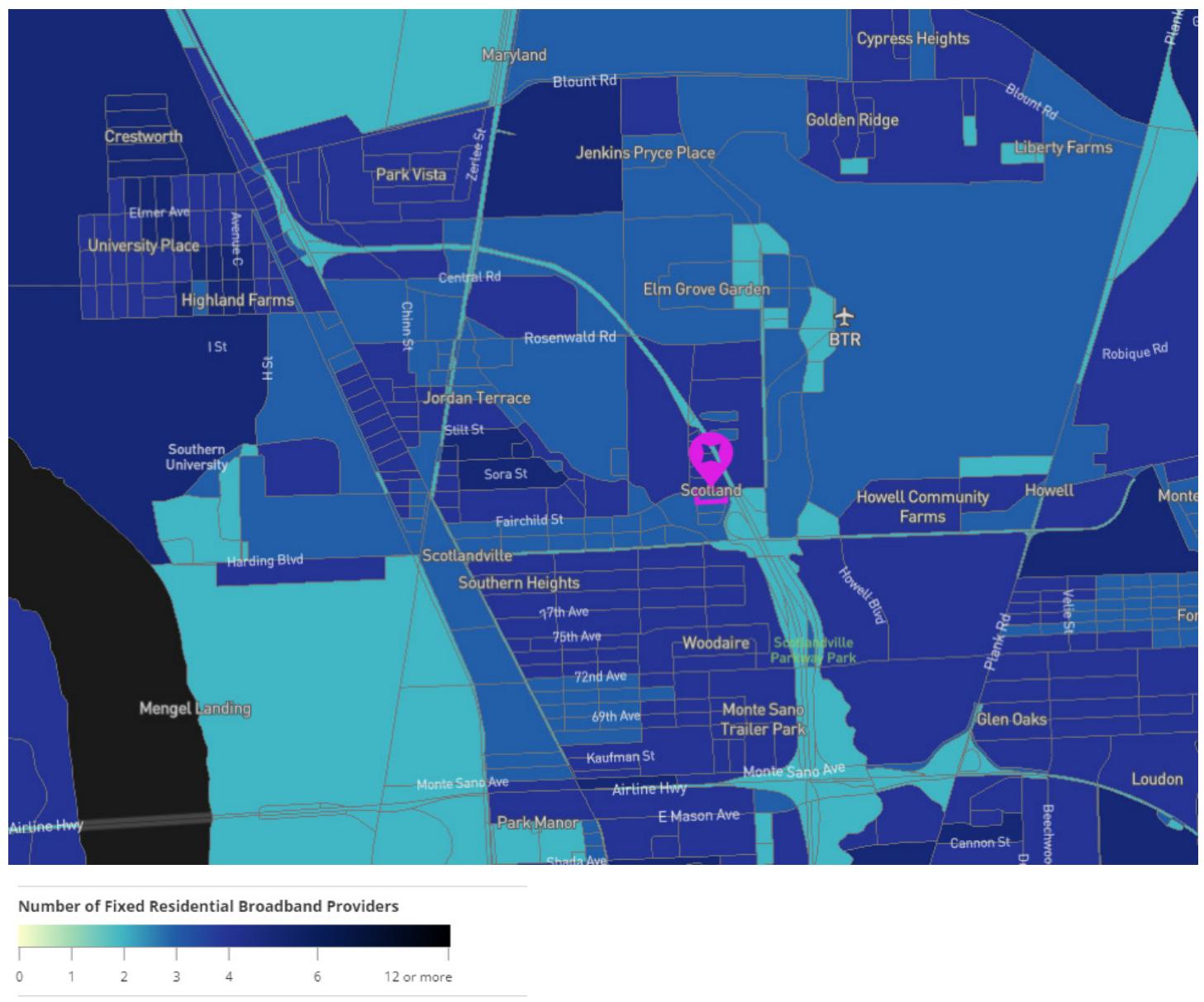
¹³ Council for a Better Louisiana, August 7, 2020, "Bridging the Digital Divide" <https://cabl.org/bridging-the-digital-divide-in-education/>

¹⁴ U.S. Census Bureau, 2019 American Community Survey, 5-year estimates

¹⁵ Council for a Better Louisiana, August 7, 2020, "Bridging the Digital Divide" <https://cabl.org/bridging-the-digital-divide-in-education/>

¹⁶ Driskell, Luke and Wang, Fahui, November 2009, Taylor and Francis Online "Mapping digital divide in neighborhoods: Wi-Fi access in Baton Rouge, Louisiana" <https://www.tandfonline.com/doi/full/10.1080/19475680903271042>

FCC Fixed Broadband Deployment, 2021





Existing Economic Development Efforts in the Area

Major employers in Scotlandville include ExxonMobil, the Baton Rouge Metropolitan Airport, and Southern University and A&M College. While these major employers contribute to community development, community members have expressed they would like more small businesses that serve the community, such as a grocery store, laundromat, or pharmacy. In order to encourage small business development in Scotlandville, there are some community challenges that need to be addressed. For instance, residents noted the perception of high crime rates, overall blight, and making the community more attractive to potential businesses through aesthetic and programmatic improvements, which are addressed in Part 1 of this Plan.

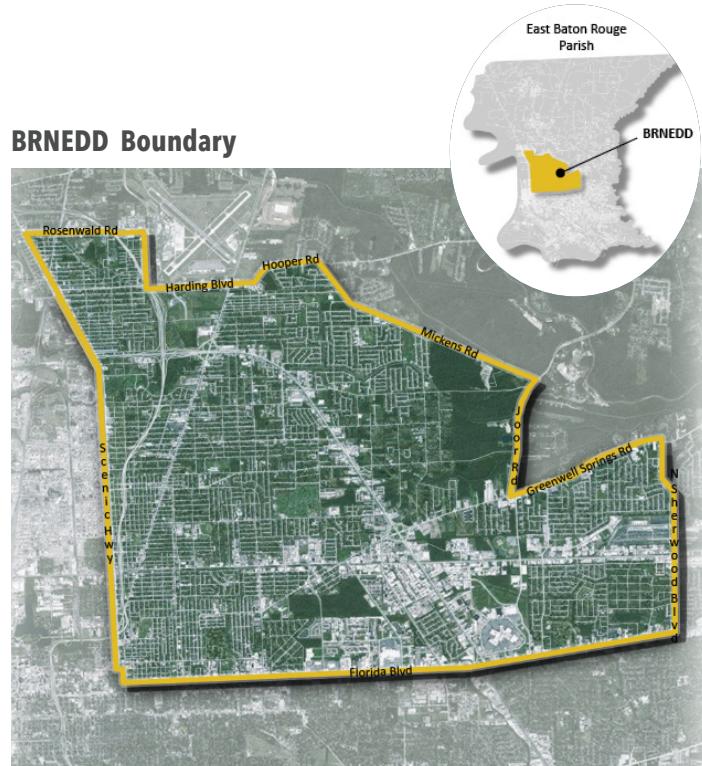
Below are existing organizations, programs, and initiatives that support economic development in Scotlandville.

Baton Rouge North Economic Development District

The BRNEDD is a political subdivision that was created by state legislation for the purpose of developing the area within the district and providing substantial economic activity and employment opportunities.¹⁷ A map of the BRNEDD boundary to the right includes a portion of Scotlandville, which encompasses the area bounded

by Harding Boulevard to the south, Veterans Memorial Boulevard to the east, Rosenwald Road to the north, and Scenic Highway to the west.

The BRNEDD lists sites on its website to assist developers or business owners with locating available sites and buildings. If a developer or business owner is interested in a site, BRNEDD can then help them with incentives from



¹⁷ <https://www.bnedd.com/>

Existing Businesses along Scenic Highway



partner agencies and navigating through the planning and zoning or permitting process. The BRNEDD also oversees several economic incentive programs that are implemented throughout the district.

- + Digital media and software incentives
- + Enterprise Zones
- + Opportunity Zones
- + Federal Historic Rehabilitation Tax Credits
- + New Markets Tax Credits
- + Restoration Tax Abatement Program
- + Tax Increment Financing (TIF)

The BRNEDD recently enacted a Facade and Signage Improvement Program (FSIP). This program is a matching grant program designed to aid enhancements of building fronts in the BRNEDD boundaries. The FSIP is designed to impact properties in need of revitalization, resulting in improved exteriors, visibility, and presentations through signage, lighting, or commercial facade improvements.

Many of these resources can also be found on the Louisiana Economic Development FastLane website, <https://www.opportunitylouisiana.com/business-incentives/fastlane>, which provides a searchable database for incentives data and manages applications for these incentives.

Scotlandville Community Development Corporation

The SCDC is a nonprofit community organization in Baton Rouge whose mission is to be a catalyst for change in Scotlandville through revitalization efforts, such as affordable housing, economic investments, and social development. It works to maximize resources and neighborhood participation to produce an economically sound community.

Initiatives led by the SCDC include

- + Providing assistance to potential homeowners with new and rehabilitation construction, financing assistance, and homebuyer education,
- + Assisting community and government agencies with community development, and
- + Providing services and support to the community.

Community Development and Enhancement

A significant reality facing Scotlandville is reduced federal, state, and local public funding, and less access to private financing needed to address housing and community needs, population loss, and abandoned, vacant, deteriorated and adjudicated properties. Following are examples of economic development efforts that can fill this funding gap. Economic development along commercial corridors is needed both to stimulate quality retail and commercial development but also to increase economic viability of the areas and job creation for residents.

Community Image

Many attributes contribute to a community's image including public safety, street maintenance, clean streets, timely infrastructure improvements, trash collection, brush collection, well-maintained buildings, vacant lots that are regularly mowed and kept free of debris, regular yard maintenance, and a general neighborhood appearance and level of community involvement that suggests people care about their community. Residents must feel safe in their homes and confident that they can conduct their daily routines in the neighborhood without being victimized by crime. These basic attributes tend to shape both the way a community sees itself and how nonresidents entering the community view it as well.

Creating a destination and purpose for revitalizing areas based on a community's distinct character is one way to begin addressing community image. For older areas and aging commercial corridors, branding based on the cultural diversity, historically significant places, people, and businesses that have made the area their homes or places to locate their businesses is important. Branding can also be based on an emerging image of a revitalized community that has replaced its tarnished image with visual evidence of positive change. Sustainable neighborhoods and commercial assets should invite people to live and be entertained there for lifetimes and beckon visitors to return time and time again. These assets generally enjoy a positive image as being clean and safe and offering the necessary amenities in support of a healthy quality of life. Scotlandville's neighborhood brand must demonstrate what to expect and provide a brief visual of the neighborhood's spirit.

Corridor brands should demonstrate to the customer, resident, or visitor what to expect along the corridor and introduce the neighborhood's spirit and desirability as a place to live. Branding themes should be implemented in streetscape and urban design. Banners, signage, street furniture, art, and street sign toppers all help to emphasize the character of the corridor and create positive change and identity.

Partnerships

The Southern University campus is an important asset and anchor to the commercial corridors, and creating jobs continues to be a strong priority.

One successful example of a university-based business incubator is the University of Texas at Arlington's EpiCMavs Partnership - which stands for entrepreneurship, innovation and commercialization. EpiCMavs is a free entrepreneurship program that offers mentoring services, a weekly workshop series lead by entrepreneurs and business owners, a startup mini-accelerator program during the summer and a youth camp for tomorrow's entrepreneurs. EpiCMavs is open to students, faculty, staff, alumni and the North Texas community.

Retail and Business Incubators

Southern University's commitment to supporting the businesses and economic unmet needs of Scotlandville and Baton Rouge includes a small business incubator. The facility could provide an opportunity for new and existing small businesses to reduce financial risk through shared services, rent, administrative support services, and access to management, financial, and technical assistance. The primary goal of a business incubator is to generate income for owners and at the same time to create jobs. Reduction in short-term and permanent investment has reduced the level of business economic activity. Additional risks for Scotlandville include disinvestment, which deters future investment, encourages migration, and reduces economic potential.

Southern University can work in partnership with state and federal agencies to establish a business recovery center, business incubator, and culinary arts degree and training facility that includes an instructional restaurant and banquet flex space. Through the business recovery



Women meeting in business incubator.

center, local employers and small businesses impacted by the pandemic or disaster recovery can communicate with former employees and coordinate reemployment issues.

These multi-tenant incubator facilities with on-site management provide technical assistance to firms designed to leave the program financially viable and freestanding. Business incubator programs usually provide clients with appropriate rental space and flexible leases; shared business services, equipment, and technology support; and assistance in financing for company growth. Programs are designed to train and support local food industry entrepreneurs and businesses.

The existing corridors along Swan Avenue, Scenic Highway, and Harding Boulevard have retail and commercial property that could be converted for incubator and retail space. Based on their location, housing opportunities could be incorporated as part of mixed-use development concepts or located in proximity and within walking distance to the corridors supporting jobs created through the retail and business incubators. Living wages paid by business enterprises will increase the likelihood of finding affordable housing.

Scotlandville Land Acquisition and Land Bank Program

An aggressive land banking program allows the city and Build Baton Rouge to revitalize blighted neighborhoods and create infill housing. Currently, the majority of the property in Baton Rouge's land bank is located in the Plank Road corridor area.

A land bank is a public authority created to efficiently hold, manage, and develop tax-foreclosed property. Land banks act as a legal and financial mechanism to transform vacant, abandoned, and tax-foreclosed property back to productive use. The land bank concept involves acquiring unproductive, vacant, and developable lots for affordable single-family housing development. A land bank helps to reduce unproductive expenditures and increase local government revenues. Usually, for a land bank to acquire or consider a property,

- + The property must have five years or more in back taxes owed;**
- + The total taxes and liens must be greater than the value of the property; or**
- + The purchaser must demonstrate the financial ability to immediately develop the property for affordable housing.**

Build Baton Rouge's Land Bank generally acquires the foreclosure properties from a sheriff's sale, maintains the properties, and assembles parcels for sale to for-profit and nonprofit developers. Land Bank properties are sometimes acquired as donations by property owners, purchases from owners willing to sell property at reduced prices, and surplus city or parish-owned land deemed no longer needed for any public purpose. The Land Bank Program may include the following programs or services.

- + Land transfer programs** provide nonprofit organizations an opportunity to acquire land to build affordable housing. The program could be extended to for-profit organizations for the development of affordable housing at or below market price.
- + Release of nontax liens** provide for the release of nontax municipal liens on privately held property in exchange for development of affordable housing by the owner. Interested parties must apply for consideration and agree to pay the delinquent taxes, penalties, and interest on the property. This includes fines from code enforcement issues and liens that have resulted from demolition of substandard structures.
- + Infrastructure and incentive programs** provide incentives for developers to build affordable and mixed-income housing in specific areas in need of public intervention to attract development. These incentives could include cost participation funding for

infrastructure to support development of affordable single-family housing within new mixed-income subdivisions of 50 or more units. Section 108 loan funding can be applied for to reduce the cost of on-site infrastructure normally paid for by the developer. Other incentives could include fee rebates for platting, zoning, and permitting.

- + Land acquisition and assembly** produce contiguous parcels for redevelopment. Redevelopment plans are often stymied by difficulties in acquiring critical parcels or acreage to make a project feasible. Jurisdictions may consider including a land assembly program that provides responsibility for receiving and maintaining property for future redevelopment in the target areas.

Area Improvement Plans

Specific areas that are targeted for reinvestment and redevelopment should have an area improvement plan prepared to identify public-private partnership opportunities for implementing corridor, housing, and neighborhood plan recommendations. These plans cover a range of implementation recommendations from litter pickup to specific contractual relationships with entities that are involved in housing rehabilitation or development. An area improvement plan identifies physical improvements to support reinvestment, urban design amenities, traffic controls, and street closures. Neighborhood self-help initiatives, such as clean up campaigns and plantings in medians or parkways, public safety initiatives like crime watch, bicycle patrols, and crime prevention workshops, and support services provided by neighborhood associations and social service providers may also be recommended. The development of area improvement plans brings participants together around a shared vision for the neighborhood, identifies specific strategies and tools to be used to improve the area, and sets out community-wide actions that support and facilitate revitalization activities. Model Block Improvement Plans can also be used to target resources to smaller geographies to improve success in transforming areas one block at a time. Other community initiatives include self-help and volunteer programs involving partnerships among the community, residents, civic organizations, business, and industry, working together to affect change. This may include donated resources and donated support.

LAND USE AND DEVELOPMENT

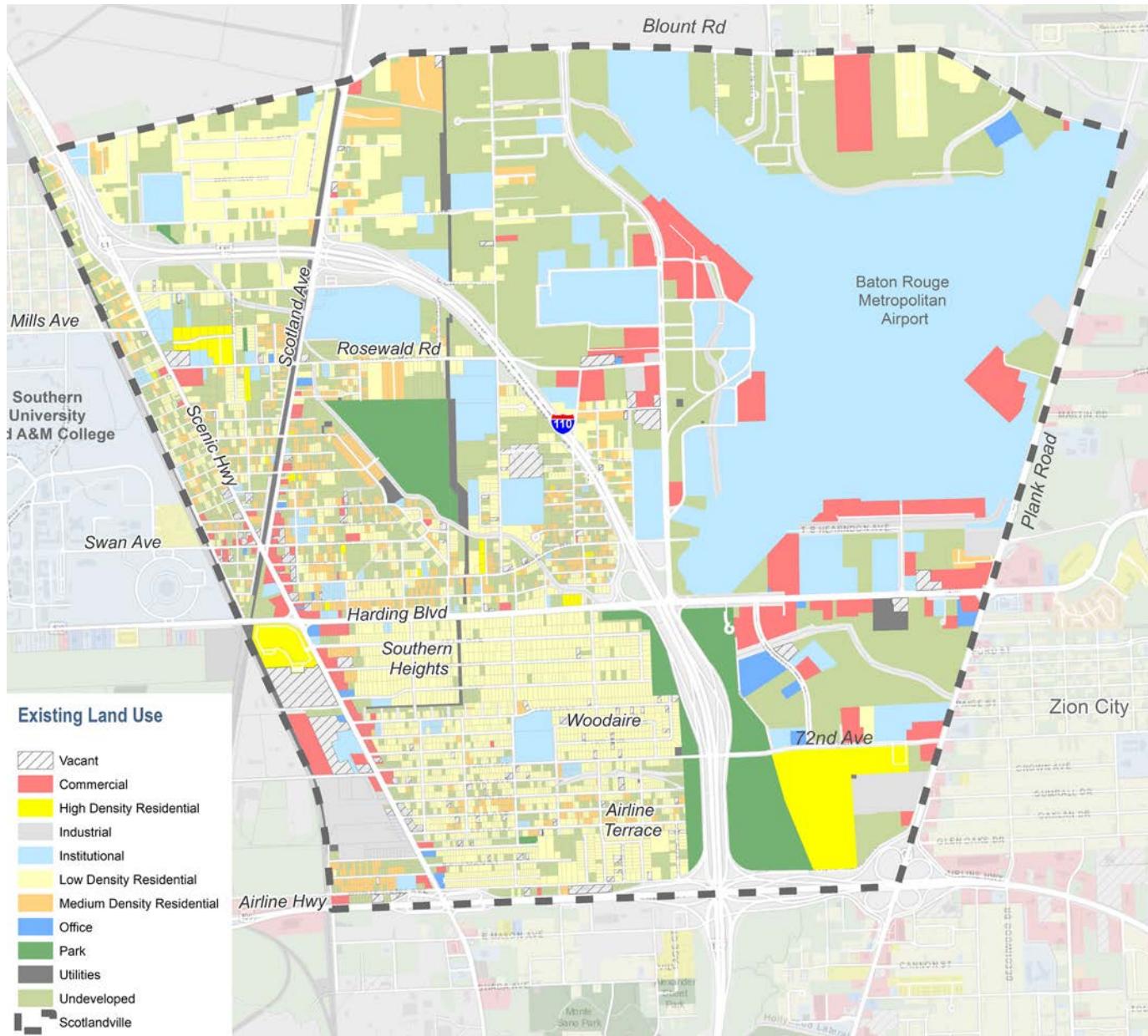
Assessing how an area has developed and its existing zoning can reveal potential opportunities to address community needs, such as higher density housing or relaxed use regulations to encourage small business development. This section reviews development and use regulations in Scotlandville, which can be used to support and ensure Scotlandville maximizes its development potential.

Land Use

Land within Scotlandville comprises approximately 3,046 acres. After institutional land use, which comprises 32 percent of the area and includes the Baton Rouge

Metropolitan Airport, low-density residential is the primary land use, encompassing 17 percent of the area. There are very few medium- and high-density residential uses

Existing Land Use in Scotlandville



which, together, occupy seven percent of Scotlandville. Commercial uses are also limited, representing six percent of the community area, and is concentrated along the Scenic Highway and Scotland Avenue thoroughfares and around the airport. Although this area of Scotlandville is well developed, 28 percent is still undeveloped land, and about 64 acres of land are vacant.

Development

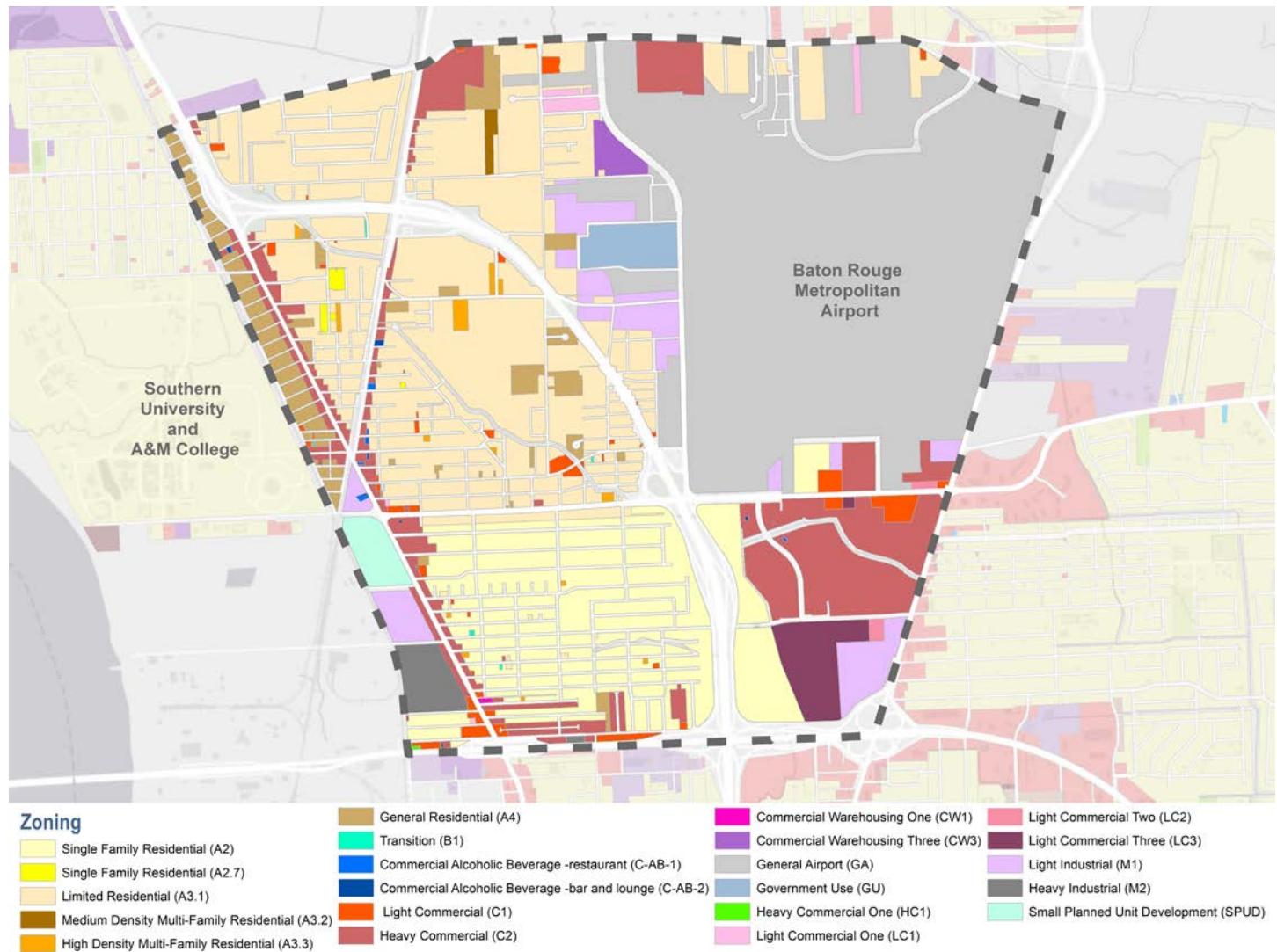
The Unified Development Code regulates what kinds of uses are permitted on specific parcels of land and outlines design and development requirements, such as building height, setbacks, design requirements, landscaping, and other regulations.

Zoning

Zoning districts within Scotlandville include residential, commercial, light commercial, light industrial, heavy industrial, small planned unit development, and government uses. Predominant zoning districts within Scotlandville are summarized on the next page.

Although housing in Scotlandville is largely single family residential, the current zoning provides opportunity to develop higher-density, multifamily developments. However, the many zoning districts within such a small community can pose a challenge for potential investors and developers to navigate; the goal is to easily understand required development standards and regulations. A review of the zoning ordinance to

Zoning



ZONING DISTRICT	PURPOSE
Predominantly Single-Family Residential Districts	
Single Family Residential (A2)	The purpose of A2 is to permit low-density, single-family residential development with a maximum of 5.8 units per acre. Accessory uses normally compatible with surrounding low-density residential development may be permitted.
Single Family (A2.7)	The purpose of A2.7 is to permit low-density, single-family residential with a maximum of 7.3 units per acre. Accessory uses normally compatible with surrounding low-density residential development may be permitted.
Limited Residential (A3.1)	The purpose of A3.1 is to permit medium-density, multifamily residential development and institutional uses of a residential character with a maximum of 11½ units per acre.
Predominantly Multi-Family Districts	
Medium Density Residential (A3.2)	The purpose of A3.2 to permit medium-density, multifamily residential development and institutional uses of a residential character with a maximum of 17.4 units per acre.
High Density Residential (A3.3)	The purpose of A3.3 is to permit high-density, multifamily residential development with a maximum of 29 units per acre.
General Residential (A4)	The purpose of A4 is to permit high-density, multifamily developments with a maximum of 43.6 units per acre and must be located within an Urban/Walkable Character Area or in Regional and Employment Centers.
Commercial Districts	
Light Commercial One (LC1)	The purpose of LC1 is to permit a variety of commercial activities and multifamily residential uses that serve surrounding local areas. Buildings within this district are limited to 15,000 gross square feet of floor area per lot.
Light Commercial Two (LC2)	The purpose of LC2 is to permit a variety of commercial activities and multifamily residential uses that serve surrounding local areas. Buildings within this district are limited to 75,000 gross square feet of floor area per lot.
Light Commercial Three (LC3)	The purpose of LC3 is to permit a variety of commercial activities and multifamily residential uses that serve surrounding local areas. Buildings within this district are limited to 150,000 gross square feet of floor area per lot.
Industrial Districts	
Light Industrial (M1)	The purpose of M1 is to permit light manufacturing, fabricating, processing, and wholesale distribution activities located near or adjacent to roads.
Heavy Industrial (M2)	The purpose of M2 is to permit industrial manufacturing, fabricating, processing, and wholesale distribution located near or adjacent to roads.
Planned Districts	
Small Planned Unit Development (SPUD)	Accomplish a more desirable environment and increase the variety of environments made available to the public by allowing a development that would not be possible under the strict application of the current Unified Development Code.
Inactive Districts (Rezoning of properties to C1 and C2 was not permitted after July, 1999)	
Light Commercial (C1)	The purpose of C1 is to permit retail commercial uses serving the surrounding community.
Heavy Commercial (C2)	The purpose of C2 is to permit commercial uses serving the surrounding region.

Source: City of Baton Rouge Unified Development Code Chapter 8 - Zoning Districts

streamline the districts as they pertain to Scotlandville is recommended to ensure they do not create unnecessary barriers to investment.

Inclusionary Zoning

Inclusionary Zoning creates more balanced housing development and mixed-income communities by ensuring that some portion of new housing development is affordable. This strategy should be considered in Baton Rouge to encourage a mix of incomes where development creates neighborhoods of homogenous home prices and residents of similar incomes. Inclusionary zoning policies can be voluntary or mandatory. Austin, Texas is an example of a city with a voluntary inclusionary zoning policy implemented through its Safe, Mixed-Income, Accessible, Reasonably Priced, and Transit-Oriented (S.M.A.R.T.) housing program. The program provides fee waivers and other incentives on a sliding scale according to the share of affordable units included in new developments.

New Orleans has implemented an inclusionary zoning policy with specific requirements for developers building projects with ten or more rental or for-sale units, which could be new construction, substantial improvement, expansion, mixed uses, or changes in use. Developers must make either five percent or ten percent of the units available to people who earn 60 percent of the area median income (approximately \$42,060 for a family of four) or less by pricing the units to be affordable to households with incomes equal to or below 50 percent of AMI.

Adjudicated Properties

When the previous year's property taxes are not paid by the property owner or become delinquent for any other reason, the East Baton Rouge Sheriff's Office holds a tax sale, and people may bid on these properties and acquire a tax title. If not sold at this tax sale, the property is then adjudicated to the City of Baton Rouge and Parish of East Baton Rouge. Properties that are adjudicated are usually vacant and not maintained, with overgrown lawns and trash dumping contributing to blight within neighborhoods. There are 676 adjudicated properties within Scotlandville, shown on the map on the next page.



Impacts of Vacant and Adjudicated Properties

A study by the Urban Institute in 2017 examined the relationship between urban blight and public health, looking specifically at the impact of substandard housing, abandoned buildings, and vacant lots. Summarizing findings from studies over a 10-15 year period found associations with "violence, higher rates of chronic illness, stunted brain and physical development in children, mass retreat into unhealthy eating and exercise habits, breakdown of social networks and capital" as well as mental health conditions. Consequently, reimagining vacant lots can have a far greater impact than just improving the visual appearance of a neighborhood. It can improve social cohesion, reduce the risk of injury, and have direct health impacts. The Journal of the American Medical Association published a study in 2020 that looked at the impact that cleanup, regular maintenance and landscape improvements had on mental health outcomes, and found that "self-reported feelings of depression and worthlessness were significantly decreased."

Adjudicated and Land-Banked Properties in Scotlandville



Land Bank Properties

Build Baton Rouge (BBR) was created by the Louisiana Legislature in 2007 to rehabilitate or eliminate and prevent the development or spread of slums and blight. BBR acquires vacant, blighted, and distressed properties throughout East Baton Rouge Parish and holds them in its "land bank." The properties are either developed by BBR or are available for development by its community partners. BBR has three land-banked properties within Scotlandville, shown in the map above. The land-banked property south of Harding Boulevard has been slated for redevelopment into the Scotlandville Town Center, which is a proposed mixed-use development that includes housing and commercial activities.

Brownfield Sites

The federal Environmental Protection Agency defines brownfields as abandoned, idled, or underused industrial, and/or commercial facilities where expansion or redevelopment is complicated by real or perceived environmental contamination. Brownfield sites can directly impact public and environmental health due to contamination that can pollute soil, air, and water resources. Remediation through the City of Baton Rouge Brownfields Program can facilitate redevelopment of these sites to maximize Scotlandville's development potential and improve environmental quality.

CRIME AND SAFETY

Crime and Safety briefly describes the long range impact criminal activity has had on the Scotlandville community. This issue was also among the top issues identified in the Community Needs Survey, which included blight and vacant buildings, high crime rates, and improving police and community relationships. Strategies to address these challenges are outlined in Part.

Overcoming Negative Perceptions

Scotlandville historically developed as a stable middle-class, African-American community housing employees of Southern University and, later, employees of nearby industry. However, during the 1960s and 1970s, there was outmigration of the small white population along with middle-class African Americans. This migration significantly impacted Scotlandville's once-thriving local economy and its reputation as a stable middle-class neighborhood. Adding to this perception is the disproportionate concentration of federally funded affordable housing in north Baton Rouge, compared to southern Baton Rouge. As a result of a dwindling middle class and concentrated low-income households, crime increased within Scotlandville, which had several secondary impacts including the closing of businesses that served the community and overall community disinvestment.

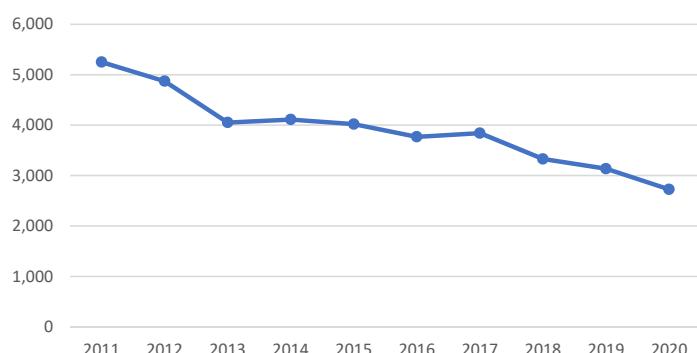
Residents have acknowledged that the rate of criminal activity in Scotlandville was high at one point; however, crime has been on the decline since 2011. The graph to the right illustrates that criminal incidents within the 70807 zip code, which includes Scotlandville, declined by 48 percent (a reduction of approximately 2,500 incidents) between 2011 and 2020.

Although criminal activity is on the decline, Scotlandville's reputation still stands as a high-crime area. Working to change this perception throughout Baton Rouge and the region will instill community pride among Scotlandville residents, increase opportunities for community investment, and attract new residents, students, and businesses.



Representatives of the organization C.H.A.N.G.E. canvassing in Eden Park to stop violence in their community. Source: C.H.A.N.G.E. Facebook

Number of Crime Incidents in 70807 Zip Code, 2011-2020



Source: Open Data BR, Baton Rouge Crime Incidents, 2011-2020



SCOTLANDVILLE COMMUNITY
STRATEGIC
PLAN