

An aerial photograph of a riverfront development site. In the background, a city skyline is visible, featuring a prominent tall building with a spire. A large bridge spans the river in the distance. The middle ground shows a large, mostly empty parking lot and some industrial structures. The foreground is dominated by a large area of land with patches of dirt, grass, and trees, indicating a construction or development site. A blue horizontal line is drawn across the middle of the image, and a stylized white 'N' logo with blue outlines is positioned in the center of the foreground.

# RIVER PARK





# THE MCENERY COMPANY

## OFFERING MEMORANDUM

### CONTACTS:



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NEW ORLEANS, LA 70112  
504-274-2701 | MCENERYCO.COM**



# OFFERING OVERVIEW

**Address:** 100-200 River Park Blvd, Baton Rouge, LA 70802

**List Price:** \$14,750,000 | \$456,656 Per Acre | \$10.48 Per SF

**Site Description:** +/- 32.30 Acres with 1,846 linear feet of frontage on the East Bank of the Mississippi River in Downtown Baton Rouge. Located in a Qualified Opportunity Zone. Largely cleared and stabilized site with excellent development capacity.

**General Comments:** Rare opportunity to acquire a large development tract on the Mississippi River. Situated on high ground with no view obstruction from the levee, this incredible property is in the heart of Downtown Baton Rouge directly across from the State Capitol Building, immediately adjacent to Hollywood Casino Baton Rouge on the south, Exxon Baton Rouge on the north, and just north of the IBM Baton Rouge Client Innovation Center.

Downtown Baton Rouge has experienced a significant resurgence in recent years with budding downtown residential occupancy, and new hotel development.

The offering is 32.3 acres of land with 1,846 linear feet of frontage on the Mississippi River, and is located in a Qualified Opportunity Zone. There is incredible density permitted under an existing Planned Unit Development. The River Park Development concept includes a large entertainment district with indoor and outdoor performance venues, approximately 500 hotel rooms, 1,100 multi-family units, 400,000 square feet of retail space and up to 600,000 square feet of office space.

**Zoning:** There is incredible density permitted under an existing Planned Unit Development (PUD). The proposed River Park Development concept originally included approximately 500 hotel rooms, 1,100 multi-family units, 400,000 square feet of retail space and up to 600,000 square feet of office space.



































# PROPERTY OUTLINES



\*Outline to be used for reference only and not in place of official survey\*





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# AERIAL VIEW







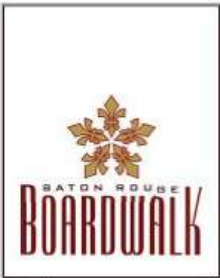
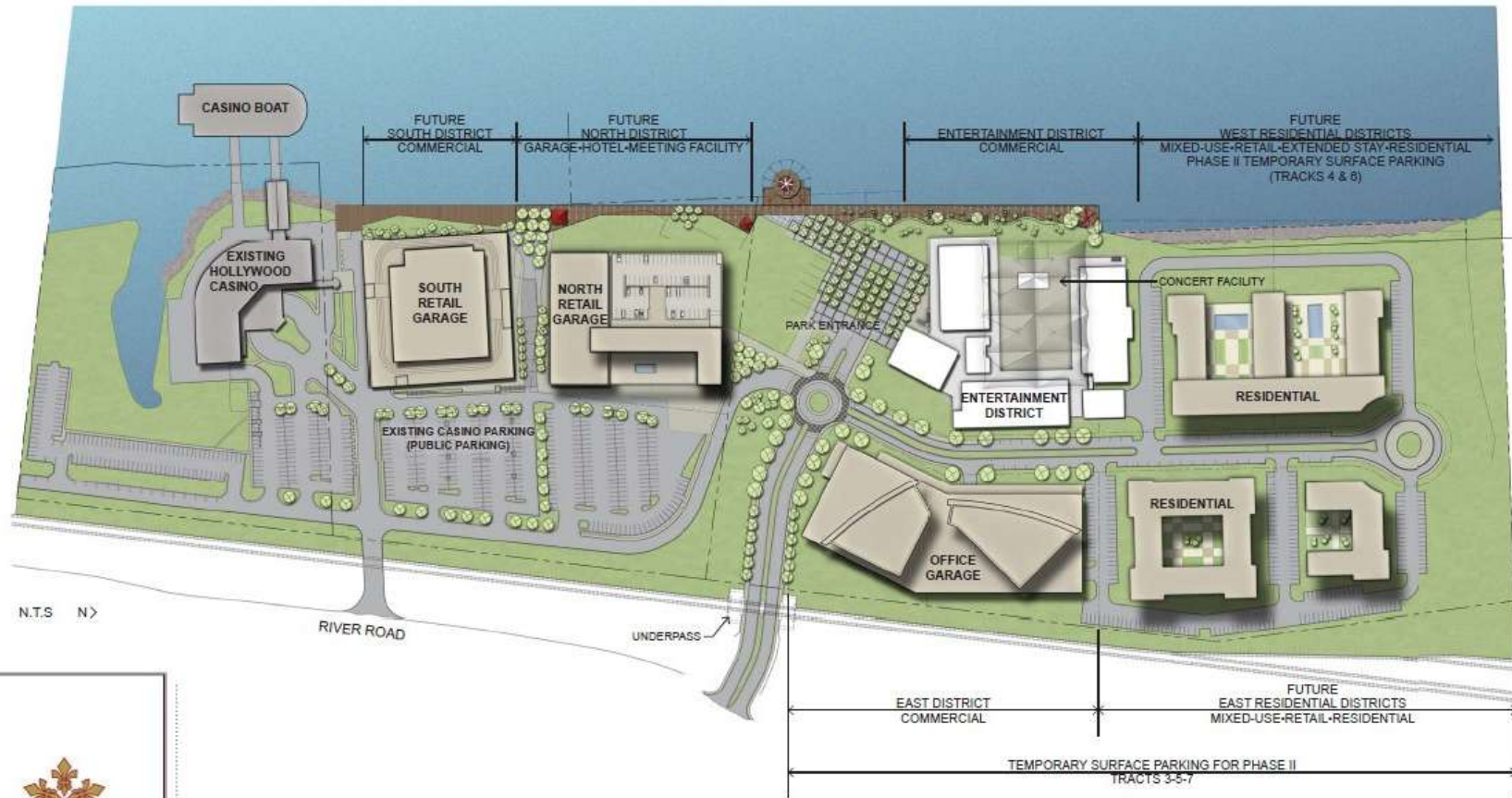






# RENDERINGS

## PHASE II MASTER PLAN



Developed by  
River Park Development, LLC

PHASE II MASTER PLAN - ENTERTAINMENT DISTRICT & ADDITIONAL PROPERTY (TRACTS 3 THRU 7)

9.27.12

HA HOLDEN ARCHITECTS



















# POINTS OF INTEREST

Exxon

HOLLYWOOD  
*Casino*

INTERSTATE 10

Governor's  
Mansion

Louisiana State  
Capital

Memorial  
Stadium

CAPITAL LAKE

Central Business  
District

CITY PLAZA

RIVER CENTER  
*Baton Rouge*

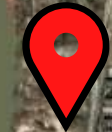
DOWNTOWN

NORTH BLVD

BELLE  
OF  
BATON ROUGE  
CASINO · HOTEL

USS KIDD  
VETERANS MUSEUM

MISSISSIPPI  
RIVER



IBM

INTERSTATE 10





## DISCLOSURE AND CONSENT TO DUAL AGENT DESIGNATED AGENCY



This document serves three purposes:

- It discloses that a real estate licensee may potentially act as a disclosed dual agent who represents more than one party to the transaction.
- It explains the concept of disclosed dual agency.
- It seeks your consent to allow the real estate agent to act as a disclosed dual agent.

A LICENSEE MAY LEGALLY ACT AS A DUAL AGENT ONLY WITH YOUR CONSENT. BY CHOOSING TO SIGN THIS DOCUMENT, YOUR CONSENT TO DUAL AGENCY REPRESENTATION IS PRESUMED. BEFORE SIGNING THIS DOCUMENT, PLEASE READ THE FOLLOWING:

The undersigned designated agent(s) \_\_\_\_\_  
(Insert name(s) of licensee(s) undertaking dual representation)  
and any subsequent designated agent(s) may undertake a dual representation represent both the buyer (or lessee)  
and the seller (or lessor) for the sale or lease of property described as \_\_\_\_\_  
(List address of property, if known)

The undersigned buyer (or lessee) and seller (or lessor) acknowledge that they were informed of the possibility of this type of representation. The licensee(s) will undertake this representation only with the written consent of ALL clients in the transaction.

Any agreement between the clients as to a final contract price and other terms is a result of negotiations between the clients acting in their own best interests and on their own behalf. The undersigned buyer (or lessee) and seller (or lessor) acknowledge that the licensee(s) has explained the implications of dual representation, including the risks involved. The undersigned buyer (or lessee) and seller (or lessor) acknowledge that they have been advised to seek independent advice from their advisors or attorneys before signing any documents in this transaction.

### WHAT A LICENSEE CAN DO FOR CLIENTS WHEN ACTING AS A DUAL AGENT

- Treat all clients honestly.
- Provide information about the property to the buyer (or lessee).
- Disclose all latent material defects in the property that are known to the licensee(s).
- Disclose financial qualifications of the buyer (or lessee) to the seller (or lessor).
- Explain real estate terms.
- Help the buyer (or lessee) to arrange for property inspections.
- Explain closing costs and procedures.
- Help the buyer compare financing alternatives.
- Provide information about comparable properties that have sold so that both clients may make educated decisions on what price to accept or offer.

### WHAT A LICENSEE CANNOT DISCLOSE TO CLIENTS WHEN ACTING AS A DUAL AGENT

- Confidential information that the licensee may know about the clients, without that client's permission.
- The price the seller (or lessor) will take other than the listing price without permission of the seller (or lessor).
- The price the buyer (or lessee) is willing to pay without permission of the buyer (or lessee).

You are not required to sign this document unless you want to allow the licensee(s) to proceed as a dual agent(s), representing BOTH the buyer (or lessee) and the seller (or lessor) in this transaction. If you do not want the licensee(s) to proceed as a dual agent(s) and do not want to sign this document, please inform the licensee(s).

By signing below, you acknowledge that you have read and understand this form and voluntarily consent to the licensee(s) acting as a dual agent(s), representing BOTH the buyer (or lessee) and the seller (or lessor) should that become necessary.

_____ Buyer or Lessee	_____ Seller or Lessor
_____ Date	_____ Date
_____ Buyer or Lessee	_____ Seller or Lessor
_____ Date	_____ Date
_____ Licensee	_____ Licensee
_____ Date	_____ Date

## Customer Information Form

### What Customers Need to Know When Working With Real Estate Brokers or Licensees

*This document describes the various types of agency relationships that can exist in real estate transactions.*

**AGENCY** means a relationship in which a real estate broker or licensee represents a client by the client's consent, whether expressed or implied, in an immovable property transaction. An agency relationship is formed when a real estate licensee works for you in your best interest and represents you. Agency relationships can be formed with buyers/sellers and lessors/lessees.

**DESIGNATED AGENCY** means the agency relationship that shall be presumed to exist when a licensee engaged in any real estate transaction, except as otherwise provided in LA R.S. 9:3891, is working with a client, unless there is a written agreement providing for a different relationship.

- The law presumes that the real estate licensee you work with is your designated agent, unless you have a written agreement otherwise.
- No other licensees in the office work for you, unless disclosed and approved by you.
- You should confine your discussions of buying/selling to your designated agent or agents only.

**DUAL AGENCY** means an agency relationship in which a licensee is working with both buyer and seller or both landlord and tenant in the same transaction. Such a relationship shall not constitute dual agency if the licensee is the seller of property that he/she owns or if the property is owned by a real estate business of which the licensee is the sole proprietor and agent. A dual agency relationship shall not be construed to exist in a circumstance in which the licensee is working with both landlord and tenant as to a lease that does not exceed a term of three years and the licensee is the landlord. Dual agency is allowed only when informed consent is presumed to have been given by any client who signed the dual agency disclosure form prescribed by the Louisiana Real Estate Commission. Specific duties owed to both buyer/seller and lessor/lessee are:

- To treat all clients honestly.
- To provide factual information about the property.
- To disclose all latent material defects in the property that are known to them.
- To help the buyer compare financing options.
- To provide information about comparable properties that have sold, so that both clients may make educated buying/selling decisions.
- To disclose financial qualifications to the buyer/lessee to the seller/lessor.
- To explain real estate terms.
- To help buyers/lessees arrange for property inspections
- To explain closing costs and procedures.

**CONFIDENTIAL INFORMATION** means information obtained by a licensee from a client during the term of a brokerage agreement that was made confidential by the written request or written instruction of the client or is information the disclosure of which could materially harm the position of the client, unless at any time any of the following occur:

- The client permits the disclosure by word or conduct.
- The disclosure is required by law or would reveal serious defect.
- The information became public from a source other than the licensee.

By signing below you acknowledge that you have read and understand this form and that you are authorized to sign this form in the capacity in which you have signed.

Buyer/Lessee:	Seller/Lessor:
_____	_____
By: _____	By: _____
Title: _____	Title: _____
Date: _____	Date: _____
Licensee: _____	Licensee: _____
Date: _____	Date: _____

