WELCOME TO THE CENTER OF LOUISIANA'S RICH AND VARIED CULTURE

Baton Rouge has blossomed into one of the premier people cities of the New South, yet it clings proudly to its gracious past.

Historic landmarks dot this fertile region along the Mississippi River, where the French explorer Iberville first sighted an Indian encampment in 1699 and gave the town its name. The area’s elegantly restored antebellum mansions still whisper secrets of that golden era before the Civil War. Our many other historic attractions reflect periods of a culture that for more than two centuries has struggled and grown under the rule of ten different flags.

Yet our industries, our river commerce and our architecture reflect a bold commitment to the future. Baton Rouge ranks as the nation’s fourth largest port and is home of the second largest petroleum refinery in the country.

Baton Rouge is a center of government. Here you’ll discover the tallest capitol in the United States, towering over a 27-acre landscape of beautifully manicured grounds. The Old State Capitol nearby is a magnificent Gothic Revival castle situated on a bluff overlooking the Mississippi.

Baton Rouge is the home of two of the South’s leading educational institutions: Louisiana State University and Southern University. Both welcome visitors to their scenic, tree-shaded campuses to see their many outstanding attractions.

Here in Baton Rouge, you’ll taste the splendors of our native Creole cuisine—mouthwatering dishes such as crawfish etoufee, seafood gumbo, jambalaya and shrimp creole. And our entertainment spots and sparkling nightlife will show you what we mean by Louisiana hospitality.

You may want to browse through our quaint antique shops or visit one of our fine shopping malls, including the 10th largest mall in America.

Whatever your lifestyle, you’ll find plenty of things to keep you busy in our city: sightseeing spots...exhibits of art, science and history...museums and galleries...parks and gardens and numerous other attractions.

After you’ve seen our city we think you’ll agree that Baton Rouge is indeed one of America’s extraordinary cities. We welcome you and your family to discover our unique treasures and enjoy our delightful lifestyle.
Baton Rouge is filled with things to see and do.

1. Riverside Baton Rouge. This area along the Mississippi River was the location of the original fort and settlement at Baton Rouge. Today it is the central district for business, government, and finance and it offers a high concentration of historical as well as contemporary attractions. Please consult Riverside map for details.

2. Magnolia Mound Plantation House (216 Nicholson Dr.). This relatively simple settler's cottage was built in the late 1700s and is listed in the National Register of Historic Places. It has been restored and is furnished in the Federal style. Tours available Tues-Sat., 10 a.m.-4 p.m.; Sun., 1 p.m.-4 p.m. Closed Mon. Adults: $1.50. Students, 75c. Children under 12, 50c.

3. Louisiana State University. (5.5 miles south of Downtown B.R. between Nicholson Dr. and Highland Rd.) This beautiful park-like campus is a community within itself with a peak population approaching 30,000 persons. Major attractions include: Anglo-American Art Museum in the Memorial Tower (Mon.-Fri., 9 a.m.-4:30 p.m.; Sat., 9 a.m.-12 noon; 1 p.m.-4:30 p.m.; Sun., 1 p.m.-4:30 p.m.; Campus Information Center), Museum of Natural Science in Foster Hall (Mon.-Fri., 8 a.m.-3:30 p.m.; Sat., 8 a.m.-noon; Sun., 2 p.m.-5:30 p.m.; Museum of Geoscience in Geology Building (Mon.-Fri., 8 a.m.-4:30 p.m.); LSU Union (Mon.-Fri., 7 a.m.-11 p.m.; Sat., 8 a.m.-11 p.m.; Sun., 11 a.m.-11 p.m.); Art Gallery, (Mon.-Sat., 9 a.m.-9 p.m.; Sun., 11:30 a.m.-4:30 p.m.);

4. LSU Rural Life Museum. An outdoor complex of 19th century buildings of the rural South. Many were moved from plantation sites, some from outlying areas in Louisiana and others are faithful copies of typical plantation buildings. All are appropriately furnished. Located on the LSU Burden Research Plantation, the complex includes an overseer's house, blacksmith shop, open kettled sugar mill, plantation commissary and church. Appointment necessary. Phone (225) 765-7651. School groups must be eighth grade or older. Mon.-Fri., 8:30 a.m.-12 Noon and 1 p.m.-4 p.m. No charge. Donation accepted.

5. Corporate Mall (610 at College Dr.) Located in the award-winning Corporate Square development project, this mall offers a wide variety of shopping, dining and entertainment facilities.

6. Bon Marche Mall (Florida Blvd. at Lodell Blvd). Built in 1966 as the first regional shopping center in the area, Bon Marche was expanded and converted into a covered mall in 1974 using an ingenius method of prefabrication engineering. The mall contains some 100 merchants including three major department stores.

7. Cortana Mall (Florida Blvd. at Airline Hwy.). The newest shopping mall in Baton Rouge. Cortana also ranks as the ninth largest in America in terms of square feet of shopping space.

8. Petrochemical Industrial Area (North of downtown B.R. along Scenic Hwy.) This vast petrochemical complex is one of the largest in the world and is the center of such development along the Mississippi in South Louisiana. It is the site of the second largest petroleum refinery in America and includes such corporate giants as Exxon, Ethyl, Univar and Humble.

9. Ryan Airport (4110 at Hardving Blvd.) Served by three major airlines and two commuter airlines. Visitor information is available at the flight insurance counter.

10. Cohn Memorial Arboretum (Foster Rd., just off Comte Dr.) Wide, paved walkways meander through this unique 10-acre area of rolling terrain which is covered by more than 200 varieties of native and adaptable trees and shrubs, not labeled for identification. There is also a greenhouse for the growing and exhibition of rare and exotic plants. Weekdays, 8 a.m.-5 p.m. Weekends, 9 a.m.-6 p.m. Free.

11. Greater Baton Rouge Zoo (Thomas Rd., one mile east of La. 190. More than 200 animals from 2 continents in beautiful, natural settings on 140 acres of heavily wooded land. A zoo train and small train are available for tours. Summer weekdays, 10 a.m.-5 p.m. Summer weekends, 9 a.m.-4 p.m. Winter weekdays and weekends, 10 a.m.-5 p.m. Ages 7-17, $2.50; over 17, $6. Under 6, free. Free to all Sat., 9 a.m.-noon.

12. Southern University. (North of Airline Hwy., just off Scenic Hwy.) The parent campus for the largest predominantly black university system in the United States. Southern has a student population of nearly 9,000. Its scenic 332-acre campus, located in North Baton Rouge on Scott Blvd., is bordered on the west by the Mississippi River. Attractions include the student union and its art gallery, the "Red Stick" monument by sculptor Frank Hayden, the quarters of La Colombe, the Southern jazz museum, and Clark Center, an 8,000-seat covered arena. Black Heritage exhibit series, University Library. Mon.-Fri., 8 a.m.-5 p.m. Free.

13. Town of Port Allen (Directly across the Mississippi River from Baton Rouge) Port Allen was laid out in 1854 and incorporated in 1929. It was named for Henry Watkins Allen, the last Louisiana governor of the Confederate States of America.


15. Port of Baton Rouge (Across the Mississippi River from downtown B.R.) The port is ranked as the fourth largest in America. It is also noted as the farthest inland deepwater port in America and is the point of exchange between ocean-going vessels and inland river towboats.
BE SURE TO SEE THESE RIVERSIDE SIGHTS

1. OLD STATE CAPITOL (North Blvd. and River Road) Built in 1848, 1842 and added to the National Register of Historic Places in 1970, this Gothic Revival castle stands on a bluff overlooking the Mississippi River. Today it houses the Baton Rouge Area Convention and Visitor Bureau, as well as many other offices, is a visitor information center and the J.R. Boswell Museum of History. It is the ideal place to begin your tour of Baton Rouge. Mon-Fri., 10-4 p.m.; Sat., Sun., 1 p.m.-3 p.m. Free.

2. LOUISIANA ARTS AND SCIENCE CENTER RIVERBLUFF (River Road at Old North Blvd.) Home to art exhibits (which rotate every six months), permanent installations, and changing exhibits in art, history, and science. Architectural Attraction House, courtesy tours. The Mississippi and the Mississippi River are among the exhibits. Mon., Tues., Wed., Thurs., Fri., 9 a.m.-5 p.m.; Sat., Sun., 1 p.m.-5 p.m. Free. (Closed Mon.

3. MISSISSIPPI RIVER OBSERVATION DECK (Adjacent to LEAR Riverfront, this elevated overlook offers a view of the Mississippi River and the skyline. Deck connects with a walkway over River Road, joining it to the Riverside Center.

4. RIVERSIDE CENTRE (Government St. at River Road. Baton Rouge's new convention/exhibition center is located near the Mississippi River. It includes a 12,989 sq. ft. area and 10,000 m² of exhibit space. The complex is the site of the new Louisiana River Rouge Municipal Building and will eventually include a 3,000-seat theater and a Parish Library branch.

5. FROUA HOUSE (301 Napoleon Street. Private: 1846. Owner of home, Henry L. Froua. Many adaptations of early homes are nearby in this lower section of Baton Rouge.

6. LOUISIANA ARTS AND SCIENCE CENTER PLANETARIUM (St. Charles St. and North Blvd) One of the few zone projects in the world, this 150,000-seat, fully instrumented observatory is a remarkable example of early 20th-century engineering. Made of wrought iron and glass, it is the only observatory of this kind in the world.

7. St. James Episcopal Church (304 N. 4th St.) Completed 1858 in the Gothic Revival architectural style, the church has three Tiffany glass windows over the altar which are among the most beautiful in the city.

8. Baton Rouge (The Old State Capitol) (304 N. 4th St.) A professional gallery open December through May featuring exhibitions of various mediums including oil, watercolor, charcoal and sculpture. Mon-Fri., 10 a.m.-5 p.m.; Sat., Sun., 2 p.m.-5 p.m. Phone (916) 234-6270.

9. The Kareem Building (324-340 LaFayette St.) Private. These are among the oldest structures in the city. The Mignet de laFayette, returning for a memorial visit to the United States, was entertained here in 1825. From the balcony of Judge Charles Tison's house he addressed the people who had organized a parade in his honor. Today the street still bears his name.

10. The Florence Coffee House (130 Main St.) Built in 1840, it is typical of homes built by merchants who operated businesses on the first floor and lived with their families on the floor above. It is the only complete building in the Riverside area.

11. St. Joseph's Catholic Church (212 North St.) Built in 1853, it is the oldest church in Baton Rouge. The church was donated by Don Antonio de Guerra, who also donated the land on which the church now stands.

12. Pentacron Barracks (Riverdale Mall State Capitol Dr. and Louisiana) Private. Once the site of the post of Baton Rouge, early drawings indicate the existence of a fifth building, although only four remain today. Many famous military men and public figures served the post or visited before the outbreak of the Civil War in 1885. Among them were Lafayette, Zachary Taylor, Joe Grant, Sheridan, Custer, Jefferson Davis, and Lincoln. From 1865 to 1925 the barracks housed cadets attending Louisiana State University. The building now houses state offices.

13. Louisiana State Capitol (State Capital Dr. and Louisiana) Completed in 1932 and rising 18 stories above the Mississippi River, it is the tallest state capitol in the United States. Leading to its entrance are steps commemorating the 1868 battle. The Louisiana House and Senate chambers and Memorial Hall are famous for their magnificent marble and bronze works. An observation deck on the 27th floor provides a breathtaking panorama of the surrounding area. A statue marking the grave of Huey Long, the controversial Louisiana politician who was assassinated in 1935, faces the capitol on 27 acres of formal gardens. Capitol and Observation Deck open daily 8 a.m.-4:30 p.m.

14. Old Arsenal Museum (Just east of the capital building) Historical exhibits of Louisiana under ten flags. Composed in 1830, the arsenal was captured by Confederate troops in 1863 and later captured by U.S. forces. It was used by U.S. troops as a barracks in 1864 and was turned over to Louisiana State University in 1926. Displayed in a museum in 1962, Sun., Tues., Thurs., 9 a.m.-5 p.m.; Mon.-Fri., 10 a.m.-4:30 p.m. Closed Tues. Free.

17. Louisiana Governor's Mansion (1900 Baton Rouge Extension) Completed in 1974 at a cost of about $5 million, the home of Louisiana's governor is an example of modern Greek Revival architecture reminiscent of the early mansions of old Louisiana. For appointment phone 504-399-2299.

18. The Polo Club (213 North St.) A Classical Mode carriage built in 1832 by Antonio Pino. It is one of the few remaining examples of horse-drawn carriages in New Orleans. The porch was added in 1885 by order of the governor of the Spanish District of Florida—thus being the first formal planning of the city.

19. The Stewart-Doughty House (451 North St.) Built in 1848, it is a fine example of the urban mansion prevalent in the mid-19th century. It was constructed by master brick mason Henry Pott. Federal troops occupied the house in the 1860s and it was used as a hospital.

20. The Potts House (315 North St.) This house was built between 1844 and 1850 by master brick mason Nelson Potts, who was active in Baton Rouge from 1846 to 1856. It was the townhouse for many Baton Rouge residents. It contains an interesting collection of antique furniture. Open first weekend of the month 10-5. Daily by appointment. Adults $3.50, Children under $5.50. Phone 504-345-6414.

21. The Warson's House (201 Lamar St.) Also known as the Pentest- diary Building, this structure dates back to 1860-63. The warson and his family lived in part of the building and the office was a printing station for the state penitentiary which was originally just across the street. The structure, Classical Revival in style, is now remodeled and used as offices by a business firm.

All listings assume these legal holidays: New Year's, Easter, Thanksgiving, and Christmas.