MONEY MOVES

A001

A002

AS THE CAPITAL CITY OF LOUISIANA, BATON ROUGE IS KNOWN FOR ITS ENTERTAINMENT, GOVERNMENT, CULTURE, AND BUSTLING SUBURBAN AREAS.

HOWEVER, ALL OF BATON ROUGE IS NOT THE PREFERRED ATTRACTION.

NORTH BATON ROUGE IS CURRENTLY SUFFERING THROUGH AN ERA OF ECONOMIC EMIGRATION IN WHICH ITS REMAINING WEALTH IS BEING SLOWLY BEING PUSHED TOWARDS THE SOUTHERN REGION.

NORTH BATON ROUGE IS DYING.

BATON ROUGE, LOUISIANA

A003

SOUTH BATON ROUGE HAS BECOME THE EPITOME OF GROWING CAPITAL VALUES
AS THE NORTH SUFFERS FROM THE OPPOSITE EFFECT.
THE CITY'S NEGLECT TOWARDS DYING NEIGHBORHOODS IS A DIRECT CAUSE OF NORTHERN ECONOMIC EMIGURE AND THE "MONEY MOVEMENT" TOWARDS THE SOUTH.

A004

YES, MONEY MOVES.

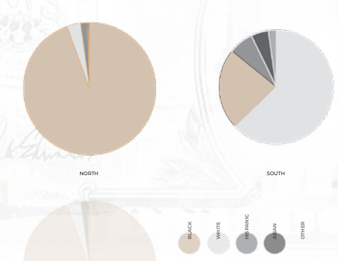
FROM 1990 TO 2020, THE GENERAL WEALTH DISTRIBUTION WAS MIGRATED DOWNWARD TO SOUTH BATON ROUGE, CURRENTLY LEAVING NORTH BATON ROUGE WITH THE **HIGHEST POVERTY RATES IN THE CITY.**

WEALTH DISTRIBUTION

LEFT: BATON ROUGE, 1990
RIGHT: BATON ROUGE, 2020

A005

BATON ROUGE DEMOGRAPHIC, **2018**



A006

NORTH BATON ROUGE IS NOT REPRESENTED IN BATON ROUGE'S RANKS OF WEALTH OR PROSPERITY.

THE SOUTH, HOWEVER, IS QUICKLY GROWING WITH NEW NEIGHBORHOODS AND HEALTHY BUSINESSES.

THE SOUTH IS WHERE THE MONEY IS.
THE SOUTH IS MONEY.

A007

WHAT IS THE CAUSE?

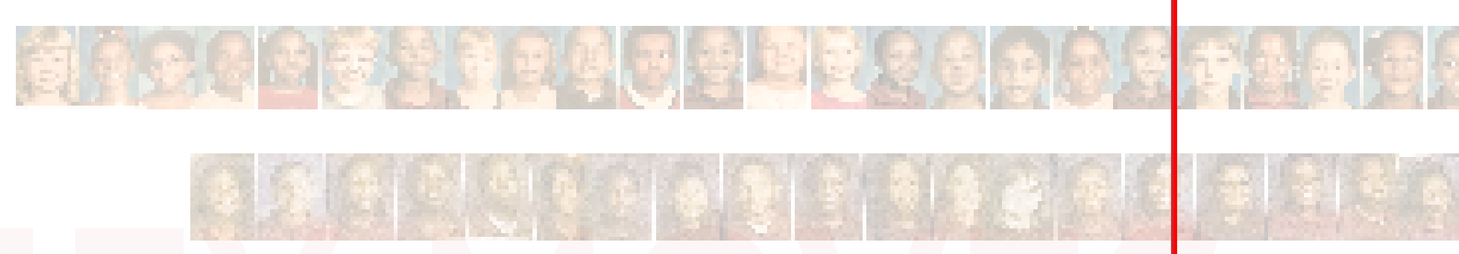
THIS IS AN INVESTIGATION
OF POTENTIAL EVENTS THAT HAVE AIDED IN
DRIVING ECONOMIC MIGRATION.

THIS IS AN INVESTIGATION
LOOKING TO SEE CHANGE FOR NORTH
BATON ROUGE.

A008

FOREST HEIGHTS ACADEMY OF EXCELLENCE, LOCATED IN NORTH BATON ROUGE.

TOP 1ST GRADE, **2008**
BOTTOM 8TH GRADE, **2009**



"WHITE FLIGHT"

A009 EVENTS

A010 EVENTS

NORTH

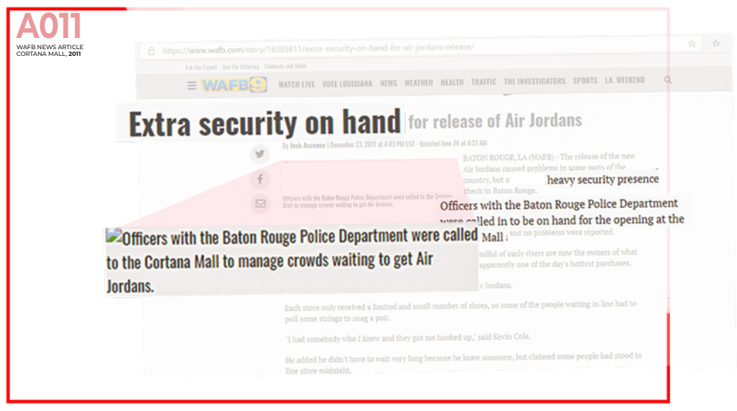
- **CORTANA MALL** STORES BEGIN GOING OUT OF BUSINESS OR RELOCATING IN 2002 DUE TO THE OPENING OF THE MALL OF LOUISIANA
- **WOMEN'S HOSPITAL** CLOSES IN 2010 AND RELOCATES TO SOUTH BATON ROUGE
- **TARA HIGH SCHOOL** BECOMES OVERCRAMMED SCHOOL IN 2009 DUE TO THE CLOSING AND RENOVATION OF LEE HIGH SCHOOL, EXPERIENCES WHITE FLIGHT SOON AFTER

SOUTH

- **LEE HIGH SCHOOL** AFTER RENOVATION COMPLETED IN 2010, BECOMES MAGNET SCHOOL WITH STRICTER SELECTION PROCESSES
- **MALL OF LOUISIANA** OPENS IN 1997, BECOMES ATTRACTION TO TOURISTS AND NEW BUSINESSES
- **WOMEN'S HOSPITAL** NEW LOCATION OPENS IN 2012 AND BRINGS A CLOSE TO NORTH BATON ROUGE LOCATION, BRINGING WITH IT ALL DOCTORS AND DEPARTMENTS

A011

WAFB NEWS ARTICLE
CORTANA MALL, **2011**



A012

MEDIA LANGUAGE AND DICTION AID IN PERCEPTION, LEADING THEIR AUDIENCE TO FEEL OR THINK A CERTAIN WAY.

GOOGLE SEARCH

LEFT: **MALL OF LOUISIANA, 2016**
RIGHT: **CORTANA MALL, 2016**

A013

ACCORDING TO THE "2020 NEW BUSINESSES" MAP, THERE IS A LACK OF NEW BUSINESSES AND DEVELOPING IN SOUTH BATON ROUGE.
THIS IS DUE TO THE MONEY IS BEING SPENT IN NORTHERN AREAS THAN CREATING LESS ECONOMICAL INCOME. THIS IS A DIRECT SET UP FOR CONDITIONAL WEALTH DEPLETION AS THIS TRENDS CONTINUES.

A014

MAYOR KIP HOLDEN, WHO WAS ELECTED IN 2016 AND LEFT OFFICE IN 2020, HAS STATED THAT NORTH BATON ROUGE NEEDS "SOMEONE TO GO OUT AND DO A SELLING JOB FOR THE AREA, TO GO OUT THERE AND PLACES THE BLAME OF THE NORTH'S ECONOMIC DECLINE ON OTHERS.

FOR HIS 11 YEARS IN OFFICE,
HOLDEN HAS CONTINUOUSLY NEGLECTED THE NORTH BATON ROUGE ECONOMIC HEALTH OF NORTH BATON ROUGE.

A015

CALL TO ACTION

BY POSTING THIS PAGE,
WE DECLARE THE FOLLOWING:

WE WILL NOT SUPPORT
THE EXPLOITATION OF
NORTH BATON ROUGE WITH
DISREGARD TO COMMUNITY NEED.

WE ARE NO LONGER INTERESTED IN
MERE VERBAL ACKNOWLEDGEMENT
OF THE PROBLEM.

NORTH BATON ROUGE IS DYING.

THIS IS DEMAND FOR CHANGE.

A016

THIS IS DEMAND FOR CHANGE.

1. IMPROVED FOOD ACCESS
2. STRONGER COMMUNITY ORGANIZATION
3. PARK RENOVATIONS
4. IMPROVED SCHOOL CONDITIONS
5. REFINED TRANSIT STOP CONDITIONS
6. LOW INCOME HOUSING AVAILABILITY
7. ROAD MAINTENANCE IMPLEMENTATION

BATON ROUGE

NEW ORLEANS
DETROIT
CLEVELAND
ATLANTA
LONG BEACH
FLINT
BROOKLYN
PITTSBURGH
ST. LOUIS

DANAI METOYER, ARCH 415, 2020

STATISTICS ATLAS, NORTH BATON ROUGE DEMOGRPAHICS, 2018
NICHE, SOUTH BATON ROUGE RESIDENTS, 2018
THE ADVOCATE, HOW TO REMEMBER KIP HOLDEN AS BATON ROUGE MAYOR, 2016
FOREST HEIGHTS ACADEMY OF EXCELLENCE, 2005 & 2009 YEARBOOK