

Stephanie Carroll and
Michael Hogstrom

**ONSITE
DESIGN LLC.**

BRINGING THE SMART GROWTH ETHOS TO A NEIGHBORHOOD NEAR YOU

ONSITE DESIGN + DEVELOPMENT

AT A GLANCE

PRIMARY PRODUCT/SERVICE:
Custom home designs, residential land
planning, smart growth development,
mixed use consultation, master
community planning

TOP EXECUTIVES:
Michael Hogstrom, Stephanie Carroll

NO. OF EMPLOYEES: 3

YEAR FOUNDED: 2006

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DESIGNER AND DEVELOPER Michael Hogstrom believes Baton Rouge has so much opportunity for Smart Growth, he left his lead design position at a major architecture and engineering firm last year to explore that potential.

Smart Growth is a comprehensive approach to urban planning that creates attractive, affordable neighborhoods with easy access to transportation, schools, workplaces and shops.

This is the concept that successful American cities were founded upon centuries ago.

"I would love to embrace the vision that Mid City Baton Rouge can transition into a strong urban fabric and fulfill its potential as a memorable and identifiable place over the next 20 years," says Hogstrom. "It's about one block at a time and one street at a time—enhancing the streetscape, creating healthy, safe and walkable places where you can live, eat, work and play."

This method of thinking is the cornerstone of FuturEBR, the city's comprehensive development plan. FuturEBR is a roadmap for parishwide improvement and revitalization aimed at better quality of life for residents and an attractive environment to entice and retain productive citizens. While infrastructure, open space, transportation and other municipal services play a role, the majority of the 430-page plan is devoted to land usage issues.

Since he moved to Baton Rouge in 2009, Hogstrom's Onsite Design + Development has collaborated with several local and successful designers and organizations. Formally trained as a developer, land planner and architect, Hogstrom believes the same tenets used in quality community development are essential to neighborhoods—both established and new.

"There is a misconception that resisting Smart Growth design is the best way to preserve the character of a neighborhood," says Hogstrom. "Ultimately, that isolationism and stagnation can lead to urban decay. However, if transition is implemented the right way, it can help to galvanize a historical neighborhood into

a thriving stage." Soon, a microcosm of his firm's design philosophy will be on display at E'tage Gardens in Goodwood, Onsite's first development.

Hogstrom plans to transform an empty parcel at the corner of Croydon and Government streets into eight single-family homes. More than just placing houses on lots, Hogstrom and his design team seek to use architectural elements to create a sense of community. By incorporating responsible, useful and whimsical design elements such as large porches, common green spaces and historical facades, Hogstrom hopes to promote face-to-face social interactions and civic pride. "E'tage Gardens is a FuturEBR Flagship Project and will be a place for homeowners and neighbors to be proud of."

Although the signature project is not expected to be completed until 2014, several of the homes have already been sold.

While Onsite is now working on custom homes in Goodwood, Pollard Estates, Southdowns and Capital Heights, the firm is also managing design projects in Lafayette, Houston, Dallas and Boston. In addition, several of the state's largest builders hired the industrious small firm to provide neighborhood and home plans.

As a three-person firm, Onsite is nimble enough to handle jobs ranging from remodeling a courtyard or a 1,200-square-foot A. Hays Town home to a 5,000-square-foot new traditional or contemporary home.

Onsite's projects reflect Hogstrom's strong neighborhood aesthetic. His unique perspective comes from degrees in architecture and architectural history, as well as experience at design studios in Boston, Princeton, Cambridge, London, Paris, Edinburgh, Houston and Memphis.

Despite his extensive travels, Hogstrom is excited to call the Capital City home. "I like the pace here. I love the people," he says.

"Our goal is to bring experience on 250-plus projects in 25-plus states to the Capital Region. Onsite is about personality and working hard to get things right the first time. Whether you decide to use us or not—we are always here for consultation." #