

L to R: Stephanie Carroll, Michael Hogstrom and John Pourciau



## USING TRANSITIONAL DESIGN AND SMART GROWTH TO ADD VALUE TO NEIGHBORHOODS OLD AND NEW

We have an estimated 80 lots on the books for in-fill development in 2015. With the in-fill, we'll follow the spirit of E'tage to add value and galvanize existing, historic



**ONSITE DESIGN +** Development, a two-year-old Baton Rouge residential design and development company, turns the corner in 2015 on its way from a small business to a medium-size business, says owner Mike Hogstrom.

In March, Hogstrom will move his staff and the company from Lobdell Avenue to Wrenwood, an office park on Jefferson Highway, increasing the size of the office from 1,100 to 3,000 square feet. Onsite has design work and development plans in Lafayette; Shreveport; Lake Charles; Charleston, South Carolina; and Raleigh, North Carolina; along with a growing customer list in Baton Rouge.

Hogstrom, 37, grew up in Houston. A graduate of Drury University in Springfield, Missouri, Hogstrom has bachelor's degrees in architecture, architectural history and English literature.

"I traveled. From age 19 to 32, I was in a different office or studio every two years, in the United States and

overseas, in companies of four people to 400 people," he says. He gained experience in planning studios in London and Paris, eventually blending a reverence for classical architecture with the energy of modern design and the principles of smart growth.

Hogstrom had a way of always ending up at a small desk near the boss's office, "drawing, watching how things were put together on the front end, budget, time, money. The real business."

Hogstrom paid attention to key points in FuturEBR in the planning of E'tage Gardens, a 1.4-acre site at Government and Croydon streets in Baton Rouge that Onsite has transformed from an empty parcel into a residential development. As he got to know people and markets in Baton Rouge neighborhoods, it occurred to him that the appreciation of smart growth was something shared by millennials and baby boomers alike.

"They both like traveling and entertaining. They're OK with parking the car

to walk or ride bicycles. They want pedestrian-friendly communities. They're health-conscious. They have progressive lifestyles. They are FuturEBR."

It's strategically critical for Baton Rouge if a smart growth development is in an existing traditional neighborhood. Smart growth increases property values, helps with traffic calming, and promotes neighborhood health and safety. It is a no-brainer, Hogstrom says.

What became E'tage Gardens, a development of eight homes averaging \$450,000 each, was Hogstrom's nod to empty nesters and young families. The one- and two-story houses range in size from 2,000 to 3,000 square feet.

Hogstrom's design of E'tage led him to meetings and conversations with Mid City residents, nearby landowners, elected officials and city-parish planners.

"First, I'm a land planner," he says. "Onsite understands the big box, the raw piece of land; the medium-size box, the lot; and the small box, the house.

neighborhoods across Baton Rouge. Our focus in 2015 is development, community master planning, and, of course, our growing custom home studio."

And there is much work to do. Baton Rouge is approximately 10 years behind most average smart growth cities, Hogstrom says. "We're 20 years behind Austin," he adds.

As Onsite Design + Development starts its third year in Baton Rouge, Hogstrom says the firm has three main objectives: Using 2015 to mature into a medium-sized business; expanding beyond Baton Rouge while serving the company's client base in the Capital City; and emphasizing Onsite's land planning capability.

"We're designing 400 homes a year," Hogstrom says. "We work with at least 20 builders and general contractors in the Baton Rouge area alone. In five years, we will be one of the elite and premier residential designers and community planners in Louisiana." ■

### AT A GLANCE

<b>PRIMARY PRODUCT/SERVICE</b> .....	Custom home designs, residential land planning, smart growth development, mixed-use consultation, master community planning
<b>TOP EXECUTIVES</b> .....	Michael Hogstrom, Stephanie Carroll and John Pourciau
<b>NO. OF EMPLOYEES</b> .....	9
<b>YEAR FOUNDED</b> .....	2006
<b>PHONE</b> .....	(225) 388-5282
<b>WEBSITE</b> .....	onsitedd.com
<b>FACEBOOK</b> .....	facebook.com/OnsiteDesignLLC
<b>EMAIL</b> .....	info@onsitedd.com