



HARVESTON

BATON ROUGE



A vibrant, modern park scene. On the left, a tall water tower with a colorful, abstract pattern of squares and rectangles stands on four white legs. The park is filled with lush green trees and a large, well-manicured lawn. In the foreground, several people are sitting on colorful wooden chairs (yellow, orange, green) on the grass. A concrete path runs through the middle of the park, with more people walking and sitting on a low concrete wall. In the background, a modern building with large windows and a flat roof is visible. The sky is blue with a few white clouds. The overall atmosphere is bright, sunny, and inviting.

Where good grows.

FROM THE DEVELOPER

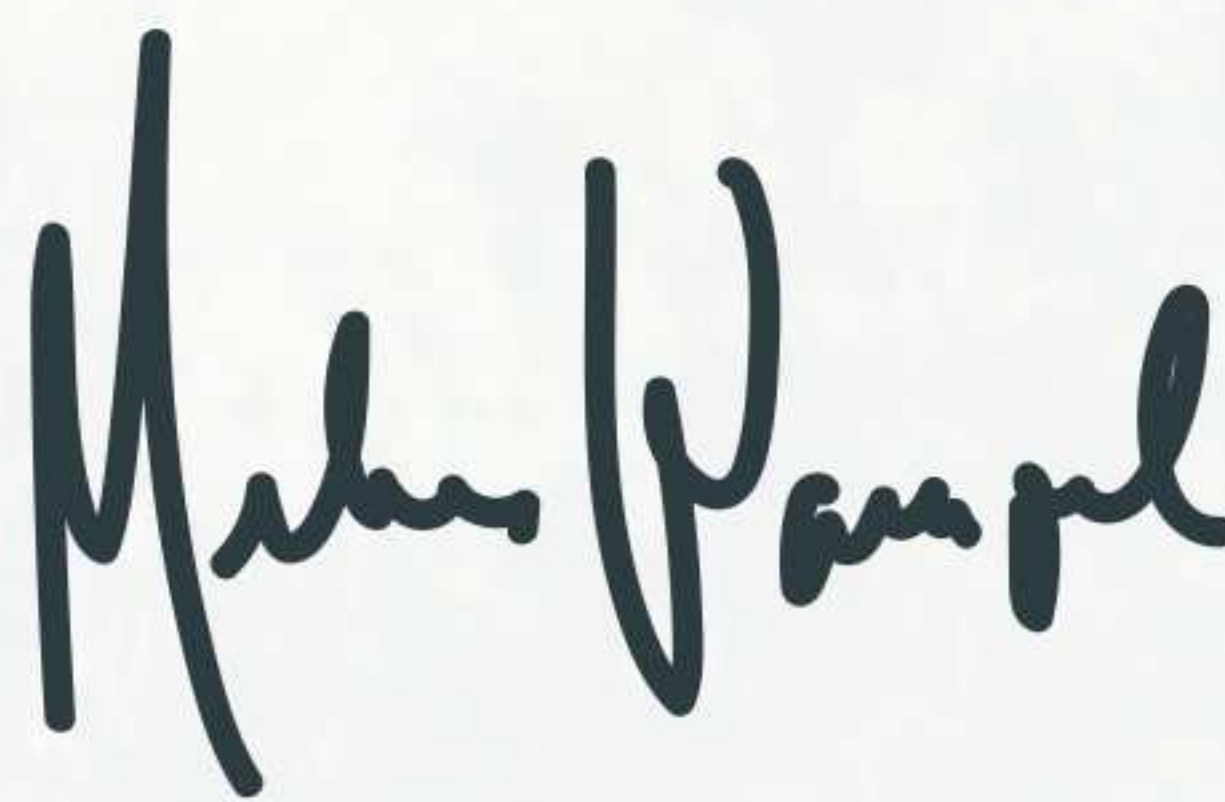
Our vision for Harveston is our vision for Baton Rouge.

We all want a vibrant, safe, beautiful community — where you can truly live among the amenities and community anchors that define your life.

The story of this property follows the trajectory and the rich history of our city — and our mission is to see it become the future of our city.

We believe in the power of Harveston to help shape our collective prosperity. Our design reflects the belief that residential, commercial, and recreational spaces should seamlessly blend, making everyday life more convenient, enjoyable, and connected. With tree-lined streets, inviting parks, local shops, and restaurants just steps from your front door, we've worked to craft a community that encourages a real connection to your neighbors.

This is a place where families, professionals, and retirees alike can enjoy a balanced lifestyle — one that honors the past, embraces the present, and looks forward to a brighter, more sustainable future. We invite you to be a part of this exciting journey and to join us in building a community that's more than just a place to live, but a place to grow, connect, and call home.



Mike Wampold

DEVELOPER



An expansive farm gives rise to a landmark community that redefines the good life.

Harveston is a Traditional Neighborhood Development in South Baton Rouge — featuring single-family, multi-family, and senior housing as well as office space, civic areas, and community amenities such as a wellness center, recreation areas, green spaces as well as retail, hospitality, and entertainment venues.

A community designed to uplift all of Baton Rouge.

Harveston is built on a set of core pillars — each representing a unique aspiration for the community. The pillars serve as a collective North Star for the development and as a commitment to the broader Baton Rouge community.

PILLAR 1

Connection

We connect people to each other and the opportunities that will enrich their lives.

PILLAR 2

Health

We elevate personal wellness and support the pursuit of a better quality of life.

PILLAR 3

Growth

We believe in the power of individuals to reshape society and serve their community.

PILLAR 4

Stewardship

We empower our community to take ownership of the land and their neighborhood.

RESIDENTIAL

The best
place to live in
Baton Rouge.

Harveston offers properties to fit all lifestyles — from multi-family apartments, townhomes, family-friendly custom homes, and active adult and senior living options.

With homes thoughtfully positioned to encourage interaction and a sense of connection, Harveston and its many neighborhoods foster a strong sense of belonging while maintaining the privacy and tranquility. Streets are lined with tree-canopied sidewalks, inviting porches, and green spaces, creating a welcoming atmosphere where neighbors can gather and engage.

Whether you’re seeking a charming cottage, a spacious family home, or a modern townhome, Harveston is the perfect place to provide choices for every lifestyle. Here, you’ll find not just a place to live, but a place to truly thrive— surrounded by a community that values both personal space and meaningful connections.

Residential Availability	Lots/Houses
The Preserve at Harveston	300
The Lakes at Harveston	1,000
Senior Living	240
Other Single-Family Residential*	1,011
Planned Multifamily Units*	1,221
TOTAL	3,232

For more information on living in Harveston:

Cathy Cusimano

225.413.9801 | CCusimano@LatterBlum.com



LIFESTYLE

The best place to
live in Baton Rouge.



Harveston will foster a vibrant, walkable community — filled with world-class amenities.

Unlike conventional suburban developments that often separate residential and commercial spaces, Harveston will integrate shops, offices, and dining options within close proximity to homes — encouraging a mix of uses that promote convenience, interaction, and local economic growth.

The Harveston commercial village is not only essential for providing everyday services to residents, but also serves as a gathering place that strengthens the sense of community, supports small businesses, and reduces traffic — enhancing overall quality of life.

Town Square

Grocery

Outdoor Music Venue

Healthy and Wellness Facility

Early Childhood Development Center

GreatHearts Academy

Multifamily Housing

Active Adult / Senior / Assisted Living

Shopping and Entertainment

Hospitality and Dining

Community Farm

Aquarium

Bike Paths

Nature Trails



MARKET PROFILE



Harveston has been planned to fit at the heart of the Baton Rouge community — creating an entirely new center of gravity for the city.

37,617

TOTAL HOUSEHOLDS (5-MILE RADIUS)

\$80,457

MEDIAN DISPOSABLE INCOME

84,802

LIVE WITHIN
5 MILES

40.4

MEDIAN
AGE

36,487

NUMBER OF
HOUSEHOLDS

356,861

LIVE WITHIN
10 MILES

7,856

HOMES PLANNED
IN HARVESTON

\$128,531

AVERAGE HOUSEHOLD
INCOME

9.44%

POPULATION
GROWTH SINCE 2010

18,000+

NEW RESIDENTS
IN HARVESTON

20%

JOB GROWTH
SINCE 2010

Harvesting good.

The Harveston community is being built to redefine what it means to live the good life. Harveston is an engine to uplift and empower the broader Baton Rouge community to become an enviable place to live, work, and raise a family.

Local Agriculture

Fullness Farm at Harveston is a family farm that grows vegetables, herbs and edible flowers — organically without the use of synthetic fertilizers, herbicides, or pesticides.

The farm is our connection to the past — transforming former agricultural land back into a sustainable source of nutrition and serving as a hallmark of our commitment to stewardship of our land.



Community Service

Harveston supports and is supported by Steadfast — a community organization whose mission is to provide life-changing opportunities for employment, community service, and critical resources.





Education

Great Hearts Harveston is a tuition-free public charter school dedicated to improving education in Baton Rouge.

With a curriculum built upon a classical liberal arts tradition and a revolutionary approach to school itself, Great Hearts cultivates the hearts and minds of students in the pursuit of Truth, Goodness, and Beauty.



The future of Baton Rouge.

Where a good life comes naturally.

Harveston is a community that balances the lifestyle of a vibrant city and the calm of an unspoiled nature preserve .

Our community is built around a deep connection to the natural environment — water, trees, wildlife — all living in harmony with our residents. Harveston offers a holistic lifestyle where you don't have to choose between world-class amenities and a connection to nature. Built with connectivity in mind, Harveston will be a fully walkable community with a wide variety of opportunities to experience the best of life.

Harveston is set to become a crossroads for arts, recreation, hospitality, agriculture, and public spaces — creating a brighter future for all of Baton Rouge.

Single-Family Residential

Harveston will include hundreds of homesites designed for families of all sizes — including smaller scale homes for those looking to downsize in a vibrant community and for those with growing families who want to be close to everything they need for their busy life.

Multi-Family Residential

Harveston will offer a variety of multi-family housing including apartments, condominiums, and townhomes — all set amongst the most activated areas of the community.

Active Adult / Senior Living

The walkability of Harveston is the perfect setting for a world-class active adult and senior living concept — providing an option for empty nesters to settle in an area that will allow them to live a vibrant, convenient, and engaged life.

Commercial Retail

Harveston will include a host of retail centers designed for both active and passive shopping experiences. The community will also feature a full-scale grocery store and the best specialty retailers the city has to offer.

Commercial Office

With an ever-changing work culture, Harveston will offer an opportunity to live near your work and create a more balanced life.

Commercial Hospitality

Harveston will host some of the best and most exciting new restaurants in Baton Rouge — recruiting the hospitality concepts from the best chefs and restaurateurs in the Southeast United States.

Health & Wellness

As one of the key pillars of the community, Harveston will feature a health and wellness anchor that will ensure the community has access to the best healthcare in the city. Opportunities for self-improvement and ...

Civic / Lifestyle

As one of the key pillars of the community, Harveston will feature a health and wellness anchor that will ensure the community has access to the best healthcare in the city. Opportunities for self-improvement and ...







CSRS

LRK

DESIGNWORKSHOP

GRAY GHOST
STUDIOS



FOR MORE INFORMATION:

Ty Gose

225.247.3770

Michael Cashio

225.247.9812



Last Updated: April 2025

©2024 Wampold Companies / Harveston Development Co.

NOT AN OFFICIAL OFFERING PACKAGE. Renderings are for illustrative purposes only. Any pricing and/or availability listed or implied by this website is subject to change. Any area measurements and calculations are approximate and should be independently verified. Data may be subject to transcription and transmission errors. Information herein is provided on an “as is” and/or “as available” basis and may not reflect all real estate activity in the market.