



# FLORIDA CORRIDOR PLAN

JUNE 2024

## CONVENING ORGANIZATIONS

The Florida Corridor Plan envisions a comprehensive and vibrant revitalization of the Corridor. This plan is proposed to address decades of decline with a renewed vision and actionable steps for implementation and funding. This Corridor Plan is part of a larger, coordinated focus on the Florida Corridor of which the City-Parish and Build Baton Rouge are just two of many institutional partners. The Florida Corridor Plan is also a product from the Cortana Corridor Economic Development District, a commercial taxing district spurred by the development of the Amazon Fulfillment Center at the site of the former Cortana Mall.

### Project Website and Information

For more information, visit our website:

[www.floridacorridorbr.com](http://www.floridacorridorbr.com)



### Metropolitan Council

#### City of Baton Rouge / Parish of East Baton Rouge

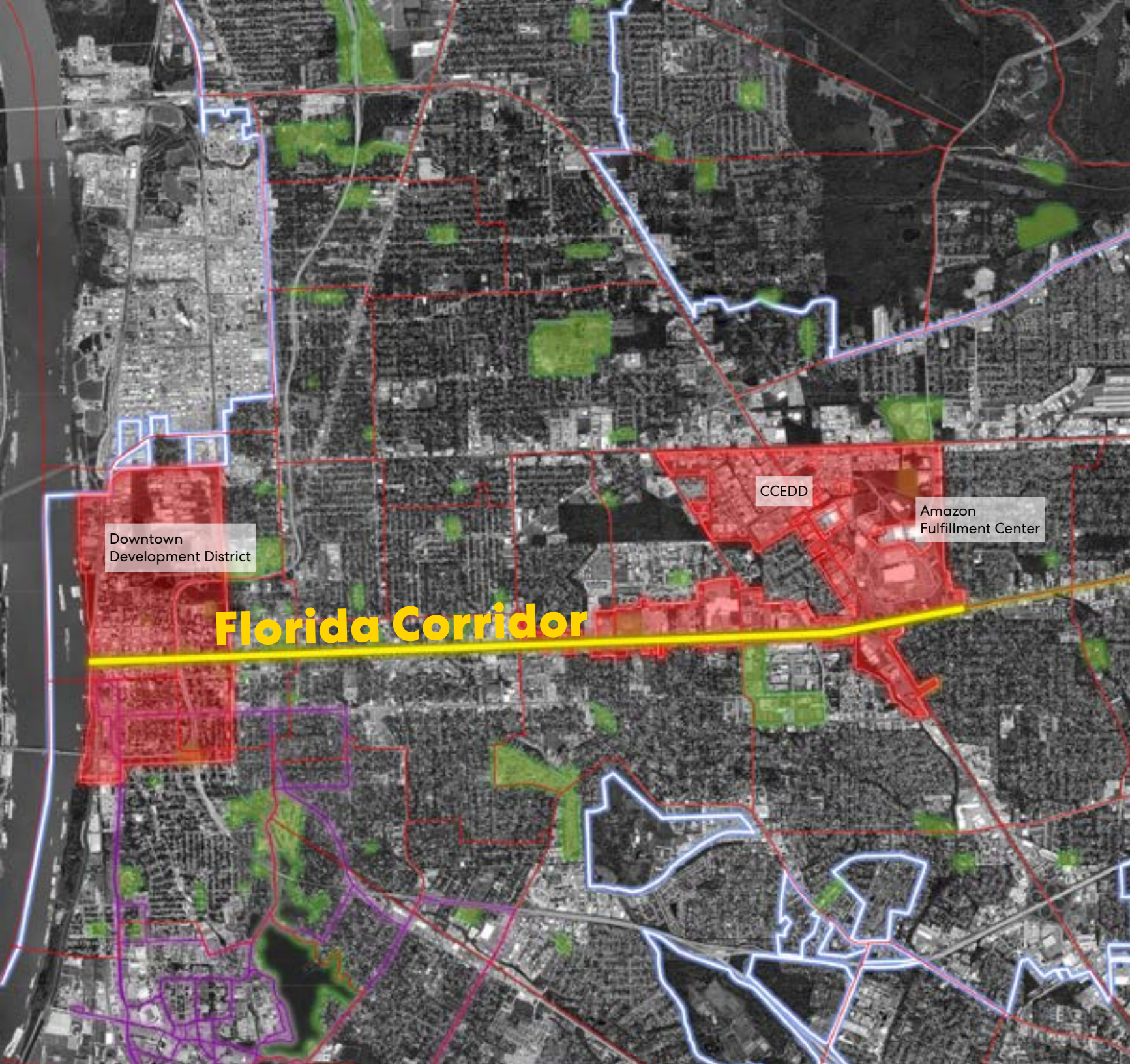
The Metropolitan Council acts as the governing authority for the City and Parish of East Baton Rouge. The legislative branch of the City of Baton Rouge and Parish of East Baton Rouge government is the Metropolitan Council. The Metropolitan Council has twelve members elected from single-member districts. The districts overlap the Baton Rouge city limits and the parish ward lines.



### Build Baton Rouge

Build Baton Rouge was created as The East Baton Rouge Redevelopment Authority by the 2007 Louisiana Legislature and began operations in 2009. It is governed by a five-member Board of Directors and its jurisdiction includes the entirety of East Baton Rouge Parish. Board members are appointed by the City of Baton Rouge/East Baton Rouge Parish Mayor-President, the Baton Rouge Area Foundation, and the Baton Rouge Area Chamber. The Authority was created to *“formulate a workable program or programs for using appropriate private and public resources to eliminate and prevent the development or spread of slums and blight, to encourage needed rehabilitation, and to provide for the redevelopment of slum or blighted areas, or to undertake other feasible parochial activities as may be suitably employed to achieve the objectives of such workable program.”*





### **Cortana Corridor Economic Development District (CCEED)**

The Cortana Corridor Economic Development District (CCEED) is administered by Build Baton Rouge and is governed by a five-member board of directors. The District was created to leverage investments surrounding the Amazon Fulfillment Center and to provide projects that enhance the district for the surrounding communities and to attract and retain jobs. The Florida Corridor Plan is the Cortana Corridor Economic District's first priority project since its formation.

The Downtown Development District (DDD) is a special taxing district that advocates for catalytic growth and vitality in Downtown Baton Rouge from the Mississippi River to the railroad tracks between 14th and 15th Street.



# STATEMENT FROM LEADERSHIP



## Office of the Mayor-President

SHARON WESTON BROOME  
Mayor-President

City of Baton Rouge  
Parish of East Baton Rouge

222 St. Louis Street Post Office Box 1471  
Baton Rouge, Louisiana 70821

225 389-3100  
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To The Esteemed Citizens of Baton Rouge and East Baton Rouge Parish:

The Florida Corridor Plan embodies my administration's focus on improving the quality of life for citizens while building resiliency through infrastructure improvements. The plan's framework encompasses key elements of my vision to grow East Baton Rouge Parish via economic development, infrastructure investment, strengthening quality of life, and prioritizing quality of place. This effort is a direct result of the creation of the Cortana Corridor Economic District, which was established in 2021 in cooperation with Build Baton Rouge, the Baton Rouge Area Chamber, and Metro Council member Cleve Dunn Jr.

The Florida Corridor is an important asset and historical landmark for Baton Rouge. It serves as the primary east-west commuter passage in the heart of Baton Rouge, provides critical connections to Interstate 110 and Airline Highway, and acts as a transit spine for the City-Parish bus network. Thanks to Build Baton Rouge's leadership and service as the redevelopment authority for the City-Parish, the Florida Corridor Plan provides a comprehensive approach to cultivating walkable, 20-minute neighborhoods with more accommodating complete streets by integrating land use, placemaking, and transportation strategies.

The revitalization of the Florida Corridor impacts not only residents and businesses within a one-mile radius, but can also be a major catalyst to spur economic development for the City of Baton Rouge and the broader parish-wide community. Through successful implementation of the Florida Corridor Plan, we have an opportunity to dismantle the idea of this corridor being a dividing line between the north and south, and instead becoming a "Uniting Line" for all of Baton Rouge.

Sincerely,

A handwritten signature in blue ink that reads "Sharon Weston Broome".

Sharon Weston Broome  
Mayor-President





# ACKNOWLEDGMENTS

## Advisory Committee

Ann Trappey, Interim CEO, Baton Rouge Area Chamber

April Hawthorne, Executive Director, Baton Rouge North Economic Development District

Brace B “Trey” Godfrey, III, Senior Vice President of Policy, Baton Rouge Area Chamber

Bradley Brown, Board Member, Cortana Corridor Economic Development District

Camille Manning-Broome, President & CEO, Center for Planning Excellence

Cheri L. Soileau, Interim COO, Capital Area Transit System

Chris Meyer, President & CEO, Baton Rouge Area Foundation

Collis Temple Jr. ,Corridor Property Owner

Corey Wilson, Superintendent, Baton Rouge Recreation and Park Commission

Dr. Sam Cooper, Director, Louisiana Transportation Research Center

Dr. Willie Smith, Chancellor, Baton Rouge Community College

Dr. Mary Moss, Executive Director, The Village Project, Pastor, Community Leader

Ebony Starks, VP Place-Based Initiative, Huey & Angela Wilson Foundation

Edgardo Tenreiro, CEO, Mid City Medical Corridor

Fred Raiford, Director of Transportation, City-Parish Public Works

Helena Cunningham, Consultant, Build Baton Rouge

Jay Colar, Secretary, Cortana Corridor Economic Development District

Jessica Breaux, Senior Manager Economic Development, Amazon

John Fontenot, Department of Transportation and Development

John Spain, Executive Vice President, Baton Rouge Area Foundation

Joyce Derozan, District 6 Representative, Community Leader

Kim Marousek, Director Of Planning, Center for Planning Excellence

Lauren C. Crump, Vice President, Non-Profit Excellence, Baton Rouge Area Foundation

Lisa Reynolds, North Sherwood Forest Association

Lynn Maloney-Mujica, Planning Manager, HNTB

Marlee Pittman, Interim Director, City-Parish of East Baton Rouge

Marlice Sanders, Community Manager, Chase Bank

Orlando Gutierrez, Resident, Representative from the Hispanic Community

Rachel Lambert, Director & Chief Engineer, City-Parish of East Baton Rouge

Rodney Braxton, Chairman, Build Baton Rouge Board, Cortana Economic Development District

Ryan Holcomb, Director, City-Parish Planning Commission

Shervisa Sullivan Battley, Mid City Redevelopment Alliance

Thomasina Joseph, Community Engagement Manager, Mid City Redevelopment Authority

Vincent Latino, City-Parish Public Works

Whitney HoffmanSayal, Executive Director, Downtown Development District

Will Campbell, Treasurer, Build Baton Rouge Board

## Project Management Team

Gretchen Siemers, Vice President, BBR

Kendra Hendricks, Director of Operations and Programs, BBR

## About the Consultant Team

The consultant team is led by Perkins & Will, a global design firm and supported by HR&A Advisors for real estate analysis, finance analysis and economic development advising and implementation strategy. Nelson Nygaard (NN) a subsidiary of Perkins & Will, will provide mobility and transportation planning strategy. Franklin Associates is our local community outreach and engagement consultant. Forte & Tablada is our civil and traffic engineer, bringing relevant experiences and coordinating with their efforts on MovEBR.

# Executive Summary

## OVERVIEW

The Florida Corridor Plan aims to rejuvenate the 12-mile stretch of Florida Street and Florida Boulevard in Baton Rouge, addressing decades of economic decline and a history of racial segregation. The plan is a roadmap for future change along the entire corridor with a specific focus on six “neighborhood center” that are vital to the resilience and vibrancy of the corridor and region. The vision for the corridor is to reinvest in the neighborhoods that connect Baton Rouge while becoming a more resilient place for residents, businesses, and visitors to thrive. Further, this plan capitalizes on existing transportation infrastructure investment that balance vehicular traffic demands with

pedestrian safety and public transport improvements. What if more people who worked along the Corridor chose to live along the Corridor? This project aims to shift the competitive advantage back to the Corridor.

This planning initiative is part of a larger effort involving the City-Parish, Build Baton Rouge, and the Cortana Corridor Economic Development District (CCEDD). Historically, the Florida Corridor served as a significant commuter route, linking over 85,000 residents across 17 neighborhoods. However, it has also been a symbol of racial and economic division, separating less affluent Black neighborhoods to the north from more prosperous White neighborhoods to the south. Recent challenges such as changing retail patterns and auto-centric development have further contributed to the corridor’s decline. The Cortana Corridor Economic Development District (CCEDD), managed by Build Baton Rouge, seeks to reverse this trend by leveraging investments around the recently completed Amazon Fulfillment Center at the former Cortana Mall site to revitalize the corridor.

**“The corridor is also often viewed as a dividing line between north and south Baton Rouge.”**  
**“THE GREAT CHALK LINE”**

## VISION

The Florida Corridor becomes a resilient place where current and future neighborhood residents, businesses, and visitors can thrive.

## GOALS

- FOSTER ECONOMIC DEVELOPMENT
- MAKE THE CORRIDOR MORE RESILIENT
- ADDRESS INEQUALITY IN THE BUILT ENVIRONMENT
- PROMOTE MIXED-USE NEIGHBORHOODS
- ENHANCE PEDESTRIAN SAFETY
- IMPROVE TRANSPORTATION OPTIONS & CHOICE
- IMPROVE COMMUNITY HEALTH

## An Inclusive Planning Process

The inclusive, year-long planning process involved extensive stakeholder engagement with over 4,000 participants through a variety of outreach methods and events held at locations across the Florida Corridor. An overarching project Vision, Goals, opportunities, and needs were established through ongoing collaborative engagement with the corridor communities.

## Corridorwide Strategies & Market Demand

Existing market capacity today and in response to growth projections were analyzed to ensure development recommendations for the Florida Corridor were aligned with real market potential for the area. In the long-term, if the



Corridor can attract 8,000-11,000 new residents, there will be additional demand for restaurants, cafes, and other neighborhood-serving retail stores.

### Growth and Demand Projections<sup>1</sup>

- *New Multifamily Supportable Units through 2033: ~4-8 buildings; 600-1,200 Units*
- *Capture of Total East Baton Rouge Parish Multifamily Renter Pool: 15-33% Capture*
- *10-Year Estimated Retail Demand with New Population Growth: ~20,000 SF*
- *New Supportable Restaurants & Bars Through 2033: ~50,000 SF*
- *New Supportable Miscellaneous Neighborhood Retail Stores\* Through 2033*

Policy and Program recommendations were presented for the Florida Corridor as a whole, presented as an Implementation Matrix. Each Action Item is presented with a Lead, Support, Funding Source, and details related to schedule and sequencing to ensure Build Baton Rouge has the tools and teeth needed to get these catalytic improvements off the ground.

### Neighborhood Centers

An Advisory Committee composed of governmental agencies, civic associations, and community stakeholders guided the project, ensuring that diverse perspectives and representative leadership voices are integrated into the revitalization efforts. Through a series of workshops, the Advisory Committee focused the planning effort around six Neighborhood Centers—defined as “20-minute neighborhoods under the Parish’s comprehensive plan “FUTUREBR.” For each Neighborhood Center, physical context and market analysis identified Opportunity Sites – individual or combined

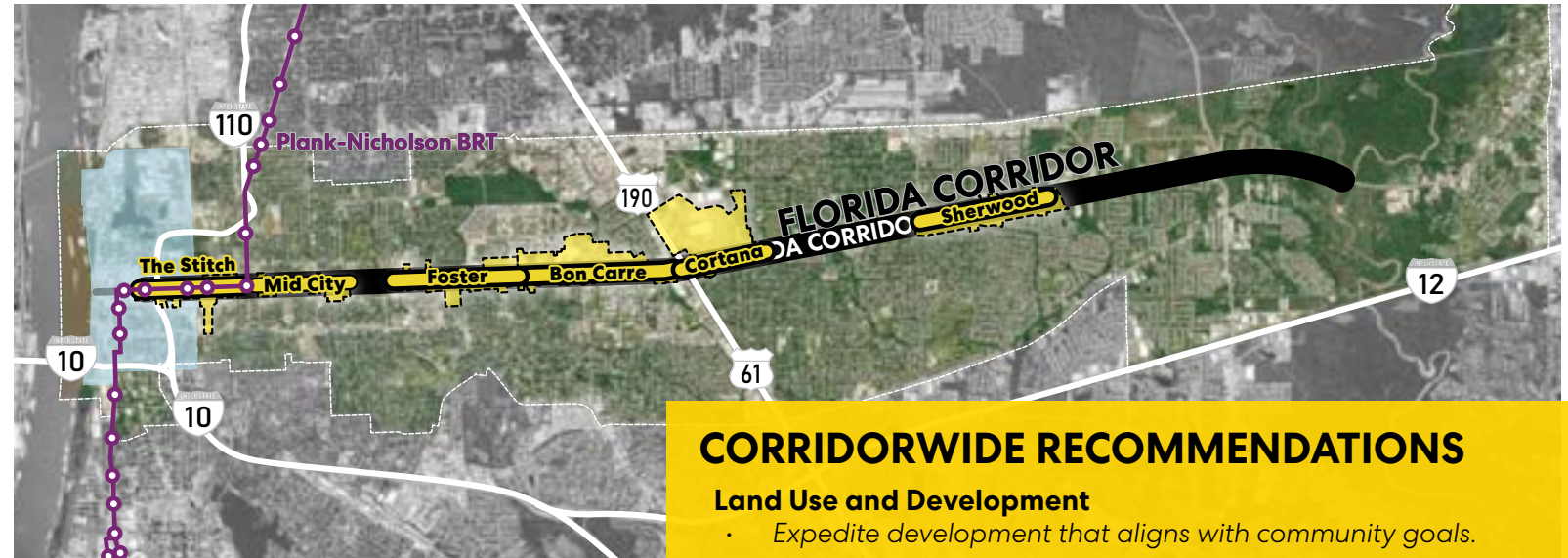
<sup>1</sup> Source: CoStar, ACS 2019 5-Year Data, Esri, HR&A analysis

parcels which presented the greatest potential for future redevelopment projects based on a variety of factors including scale, ownership, and adjacencies.

A distinct area vision, market potential, and redevelopment priorities were defined for each of the Neighborhood Centers, refined through public outreach and engagement with the Advisory Committee and area stakeholders. Improvements in each of these areas were influenced by streetscape improvements and Plank-Nicholson bus rapid transportation (BRT) project funded by the MOVEBR Transportation and Infrastructure Improvements Program, the largest such investment in East Baton Rouge Parish’s history. Within the

set of Opportunity Sites, a Catalyst Project – including both redevelopment and placemaking concepts – is presented in greater detail. These Catalyst Projects were identified as the most likely or impactful projects for near term pursuit by the project team and Advisory Committee.

Considering recent market trends, the three detailed catalytic redevelopment sites along the Florida Corridor can capture a large share of the future market capacity. Existing retail supply generally meets demand across the Corridor; however, in the short-term, intentional small-scale retail can still help activate nodes and support the success of mixed-use developments.



Above: Map of six Neighborhood Centers and Study Area boundary.

Right: Corridorwide recommendations in summary.

## CORRIDORWIDE RECOMMENDATIONS

### Land Use and Development

- Expedite development that aligns with community goals.
- Create a Florida West Zoning Overlay.
- Address blighted properties.

### Placemaking

- Create incentives and programs to enliven public spaces.
- Invest in green infrastructure and tree cover.

### Transportation

- Implement new parking & access management policies.
- Improve safety and reduce speeding on cross streets.
- Expand on the MOVEBR investments for greater impact.

# FLORIDA CORRIDOR NEIGHBORHOOD CENTERS

Considering slow absorption rates and existing vacancy, only a modest demand for new office is likely in the short-term. Thus, the near-term real estate market favors multifamily construction with small-scale retail on the ground floor. The multifamily demand projections should be spread across the three catalyst sites in phases to ensure healthy absorption. If privately led developments move forward in the interim, then those would also capture market demand, which would lower the development assumptions for the proposed catalyst redevelopment sites.

## **The Stitch:** *N 5th Street – N 19th Street*

The I-110 'Stitch' spans the transitional area from the Central Business District to Downtown East across the I-110 Highway. This area, with large vacant parcels and high social vulnerability, is the Corridor's weakest link and greatest potential to catalyze change. Combining workforce development and affordable housing alongside MOVEBR street and BRT investments will foster equitable, transit-oriented development near downtown and Mid City.

## **Mid City:** *N 22nd St – Park Hills Drive*

The Mid City focus area is anchored by Baton Rouge General Hospital with several supporting medical facilities. There are large setbacks on building lots as the Corridor becomes more auto-oriented.

### **Catalyst Project #1: Surface Parking Redevelopment fronting Renaissance Park**



Concept for the redevelopment of the existing underutilized surface park lot fronting Renaissance Park into a multi-phased, mixed-income residential development positioned adjacent to the planned Plank-Nicholson BRT Station at 16th and Florida Street.

### **Catalyst Project #2 Activate I-110 Overpass**



Concept for activation of space underneath I-110 structure. Examples like Parasite Skae Park in New Orleans, LA provide inspiration for active uses in this forgotten space, drawing new activity and creating a connection between the parcels to the east and west.

### **Catalyst Project: Acadian Thruway Corner Redevelopment**



Investment in the parcels surrounding the Bridge Center including new retail, greenspace, and affordable residential across Seguro Drive (east).



**Foster & Florida:** *Ward Creek – Marquette Ave*

The Foster & Florida focus area includes Baton Rouge Community College and the BREC headquarters, and the Mid-City Tower (recently renovated), the Allied Health facility, and the Rouses Supermarket. The Cortana Corridor Economic Development District (CCEDD) begins in this focus area.

**Catalyst Project: Large Site Redevelopment as Multifamily Housing**



This large parcel presents an opportunity to work with a willing developer to build on existing residential development momentum in the nearby area with the Borden Dairy Apartment Complex, currently under construction. This concept proposes Multifamily Housing in two larger buildings fronting Florida Blvd, with Townhomes to the rear.

**Bon Carre:** *Marquette Avenue – Airline Hwy*

The CCEDD continues through the entirety of this focus area, anchored by Bon Carre business center. This area has Liberty Lagoon and Independence Park as an anchor civic use along with suburban-oriented retail centers. It also has several charter schools.

**Catalyst Project: Activate the Bon Carre Campus Edge**

Implement high-visibility grounds improvements along the Bon Carre Business Center campus edge fronting Florida Boulevard. Activate and renovate Bon Carre, drawing in new companies, industries, and public or institutional partners.

**Cortana:** *Airline Hwy – Monterrey Blvd*

The Cortana focus area, which includes the western extents of the CCEDD, includes the Amazon Fulfillment Facility, a redevelopment of the former Cortana Mall.

**Catalyst Project: Employee Amenity Hub at Monterrey Plaza Shopping Center**



This catalyst project is a lower-cost, temporary use opportunity to activate the Monterrey Plaza vacant strip retail center with community-serving temporary uses to create a hub of amenities that benefits proximate Amazon workers.

**Sherwood:** *Sherwood Forest Blvd – Flannery Rd*

The Sherwood focus area is the most residential section of the corridor, yet has the fast speed limits of all the focus areas. This section is the most diverse of the focus areas, with markets and shops to support the Asian and Latino residents of Baton Rouge.

**Catalyst Project: Placemaking gateway and programming at Sherwood Plaza**



Sherwood Plaza's Asian Supermarket and Seafood Restaurant offer a great anchor to build identity in this, the most multi-cultural Neighborhood Center in the study area. Identity-building could take the form of bold gateway signage into the shopping center and culture-driven events.

**Towards Implementation**

The status quo is untenable. By doing nothing, the neighborhoods, Parish, and region will be held back. There ought to be a sense of urgency amongst civic, neighborhood, and institutional leaders to act and implement this plan. Overall, the Florida Corridor Plan represents a strategic initiative to transform a historically divided and neglected area into a vibrant and equitable corridor, fostering sustainable development and improving quality of life for residents in Baton Rouge. The following document outlines the assessment, recommendations, and implementation strategy to make the Florida Corridor a more resilient place for residents, business owners, and visitors to thrive. Our future generations depend on it.

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# 01 Introduction to the Florida Corridor



# Project Context

## Understanding the Florida Corridor

The Study area for this plan follows the 12-mile “Florida Corridor” which includes Florida Street and Florida Boulevard segments reaching from the Mississippi River and Downtown Baton Rouge to the Livingston Parish line. The Florida Corridor serves as the primary east-west commuter corridor in the heart of Baton Rouge and provides critical connections to Interstate 110 and Airline Highway. The corridor connects more than 85,000 people in more than 17 neighborhoods and includes a high amount of retail activity along with existing commercial and civic assets. An LDOT-owned thoroughfare, the corridor is also a transit spine for the City-Parish bus network, supporting seven existing routes as well as the future Plank-Nicholson BRT route.

The study area was selected based on neighborhood and U.S. census tracts boundary areas that border Florida Street/Florida Boulevard extending from Downtown to the East Baton Rouge Parish Line. The corridor transects four City-Parish community areas: Downtown, South, Mid City, and East.



Florida Street in Downtown Baton Rouge



Florida Boulevard at Airline Highway

## The Parish Context

East Baton Rouge Parish is the central parish within the Greater Baton Rouge metropolitan area, home to the City of Baton Rouge, the capital of Louisiana. East Baton Rouge Parish is the most populous parish in Louisiana.

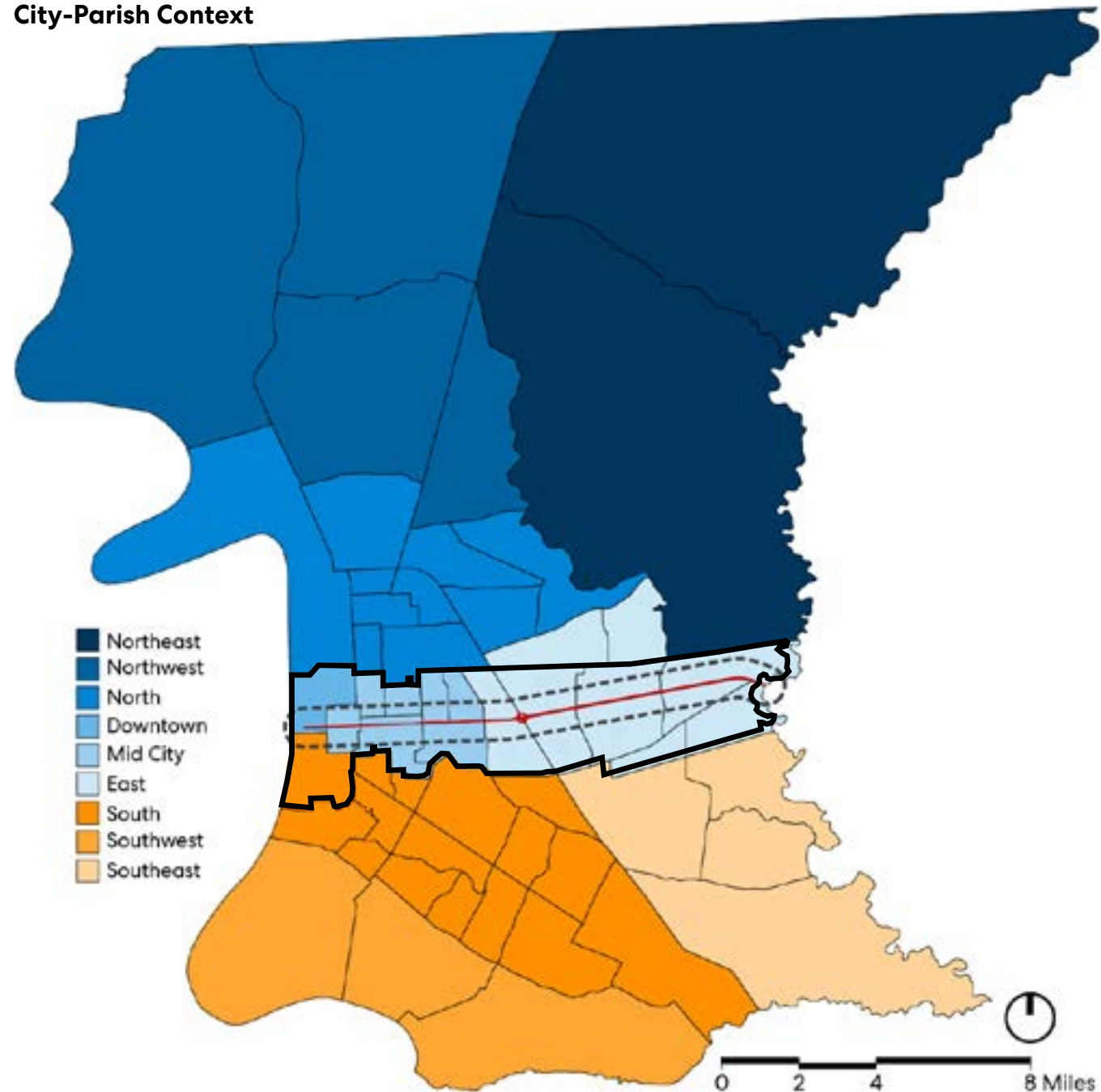
## The Great Chalk Line

The Florida Corridor is the proverbial racial and economic dividing line of Baton Rouge sometimes referred to as, “The Great Chalk Line”. Throughout Baton Rouge’s history, Florida Street/Blvd has been a known point of transition between the historically less affluent neighborhoods to the north where Baton Rouge’s Black communities resided, and the more affluent White neighborhoods to the south. These systemic inequities are still visible in US Census data today and illustrate the spatial scale of persistent racial segregation in Baton Rouge’s history, as depicted in the Study Area showing Population by Race and Ethnicity Map on page 12.

Transportation holds historic significance in Baton Rouge’s segregation history, exemplified by the 1953 Bus Boycott. African Americans, restricted to the back of buses, organized a peaceful boycott, carpooling, walking, or catching rides. This protest pressured the city to reduce whites-only seats and inspired later civil rights actions, highlighting transportation’s pivotal role. The Florida Corridor’s position as a central racial dividing line throughout the area’s history reinforces its’ significant role in the effort to heal this community and repair the urban form moving forward.

The consequences of this historic division have inspired several projects aimed at addressing the ills of the past and creating a resilient, equitable future. The Florida Corridor Plan reflects ideas put forth in FUTUREBR Baton Rouge’s Comprehensive Plan, and reflects transportation projects planned and funded through MOVEBR Transportation and Infrastructure Improvements Program and EmpowerBR Transit Study

## City-Parish Context

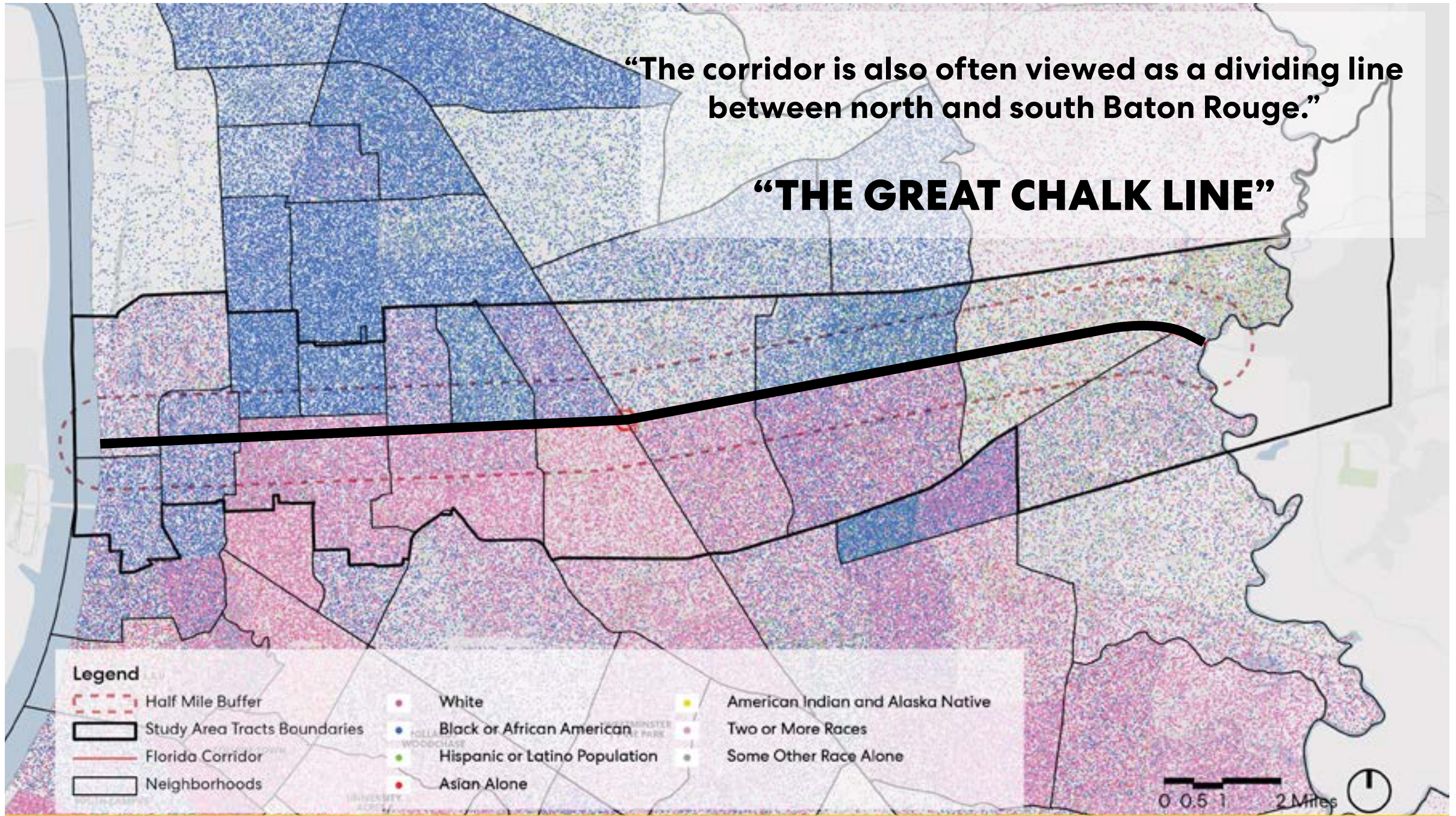


Data Source: *East Baton Rouge Parish Market Segmentation Study*  
UNC Greensboro Center for Housing & Community Studies



“The corridor is also often viewed as a dividing line between north and south Baton Rouge.”

## “THE GREAT CHALK LINE”



Study Area showing Population by Race and Ethnicity

Data Source: Open Data BR <https://data.brla.gov/>

MET/NASA, USGS, EPA, NPS, USDA



(discussed in detail on page 26). The Florida Corridor Plan seeks to position Florida Street and Florida Blvd as a catalyst for equitable community development that will bring the two halves of the parish together, driving progress to repair the urban form fractured along racial lines and build a more equitable future for the City of Baton Rouge.

### **Compounding Challenges for the Corridor**

In more recent years, changing consumer patterns and physical development have compounded the physical decline and dis-investment of properties facing Florida Street/Blvd. Changing retail patterns, transportation choices, and auto-centric landforms have led to the decline of commercial corridors across the country. Online shopping and suburban malls draw consumers away, while car dependency reduces foot traffic in traditional shopping areas, making them less vibrant and economically viable. This shift undermines local businesses and urban vitality.

### **Cortana Corridor Economic Development District (CCEDD) and Cortana Mall Site**

The Florida Corridor Plan is the study commissioned by the Cortana Corridor Economic District's board, and is the first priority project since its formation. The Cortana Corridor Economic Development District (CCEDD) is administered by Build Baton Rouge and is governed by a five-member board of directors. The District was created to leverage investments surrounding the Amazon Fulfillment Center and to provide projects that enhance the district for the surrounding communities and to attract and retain jobs. The CCEDD and Build Baton Rouge is the funder of the corridor plan. This Corridor Plan is proposed to address decades of decline with a renewed vision and actionable steps for implementation and funding.



**CCEDD Boundary and Downtown Development District**



### **District 6 Community Center**

The Center for Planning Excellence (CPEX) is conducting analysis and engagement to inform site selection and design of a new Community Center in District 6 as part of the CCEDD revitalization plan. Construction is anticipated for 2025. Image shows community meeting at with Councilman Cleve Dunn, Jr. (July 2023)



### **Cortana - Amazon Fulfillment Center**

Amazon Fulfillment Center at the site of the demolished Cortana Mall is now projected to open in mid-2024. The \$200 million, 3.4 million-square-foot facility is projected to create 1,900+ jobs starting at \$16.50 an hour.

# FLORIDA CORRIDOR PROFILE

## The Corridor Today

High-level demographics, area character and connectivity, and market characteristics help to put the Florida Corridor in context of greater Baton Rouge.

The Florida Corridor spans 12 miles, crossing 17 neighborhoods with a total population estimate of 85,000 people (2020 Census). There are several major employment centers along the Florida Corridor, including Downtown, Baton Rouge General Medical Center - Mid City, and Bon Carre Business Center (7389 Florida Blvd), and the soon to open Amazon Fulfillment Center (former Cortana Mall site). Of nearly 50,000 jobs along the corridor, 95% of employees are commuting from elsewhere.

Unemployment rates are higher in the western portion of the corridor, with four census tracts experiencing unemployment over 15%, in comparison to the Corridor's overall average unemployment rate of 8.7%.

Within the study Area, 6.9% of parcels are adjudicated (2,741) and 6.7% of parcels are vacant (2,665) (source: *baton rouge tolemi data*). Vacancies and adjudicated properties are concentrated in several neighborhoods toward the western end.

Major institutions along the corridor include Baton Rouge Community College and the Baton Rouge Recreation & Parks (BREC) Administrative Offices. These and other community assets, especially civic, cultural, & faith institutions are a source of strength for corridor neighborhoods and the greater region.

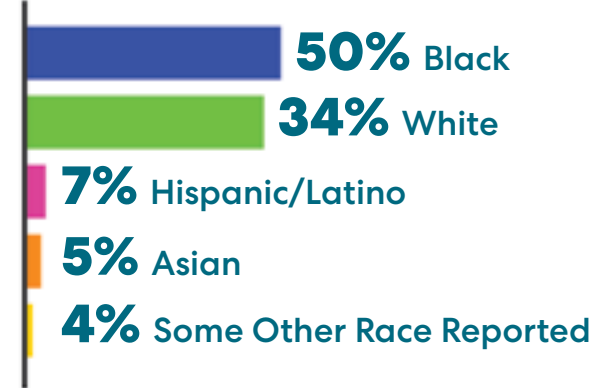
## Corridor Demographics

**85K**  
Population Estimate (2020)

**\$48.4K**  
Median Household Income (2021)

**\$185.5K**  
Median Home Value (2021)

Florida Corridor Study  
Area Population By  
Race / Ethnicity



## Character of the Corridor



Downtown Baton Rouge retail blocks



Interstate 110 elevated highway structure



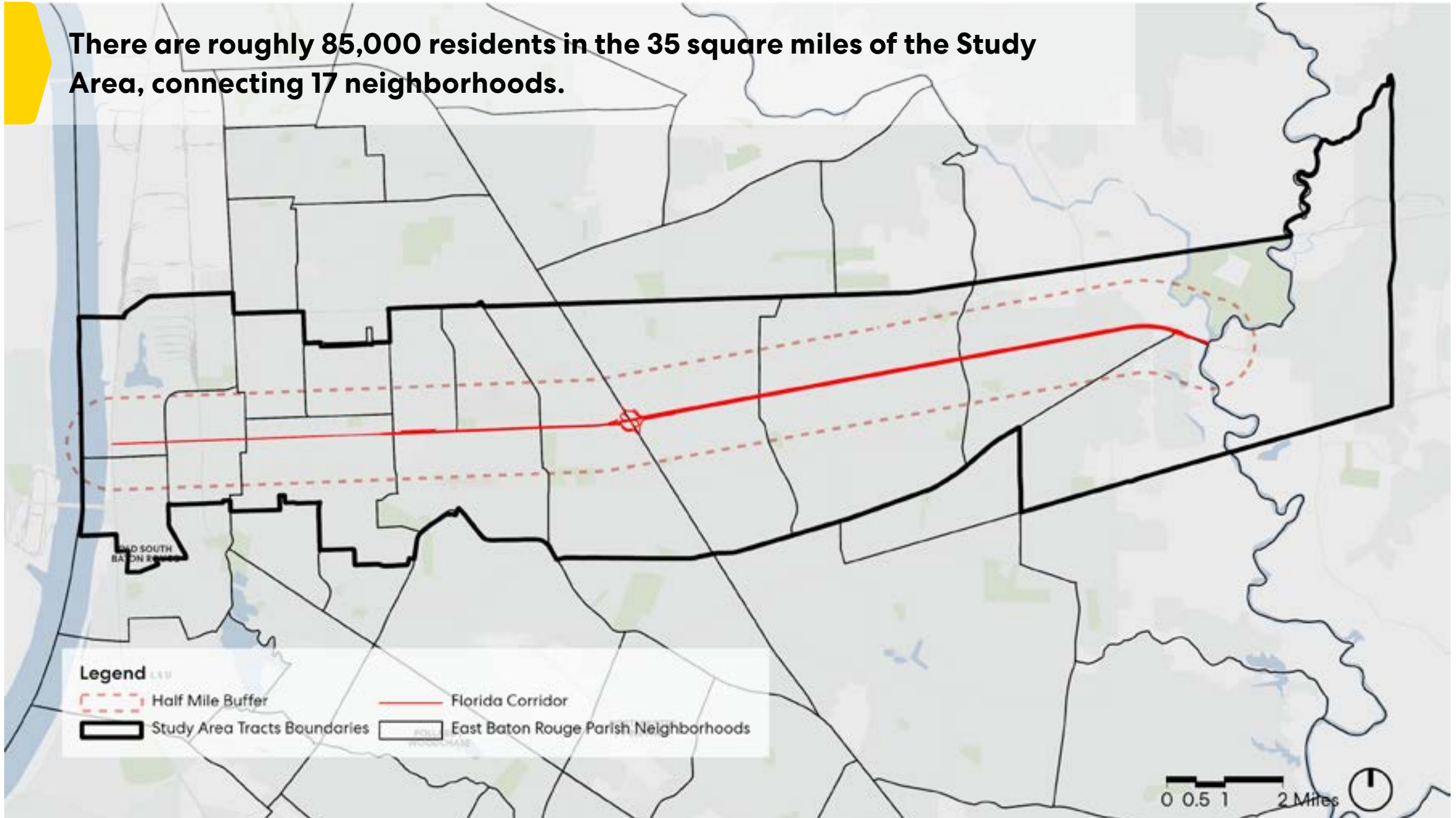
Baton Rouge Recreation & Parks (BREC) Administrative Offices



Eastern end of Florida Blvd, 6-lane roadway section



**There are roughly 85,000 residents in the 35 square miles of the Study Area, connecting 17 neighborhoods.**



## The Study Area

Data Source: Open Data BR <https://data.brla.gov/>

## Existing Land Use

Most of the Florida Corridor area is made up of lower density residential and commercial uses. Most of the parcels fronting Florida Corridor are identified as C-Commercial or O-Office by Land Use designation. 23% of the land within ½ mile of Florida St/Blvd is categorized as low-density residential land use, based on existing land use designations. An additional 20% of the land in this area is categorized as “Undeveloped”. The character of the commercial parcels and buildings fronting Florida St/Blvd include predominantly single-story retail, drive-through food and beverage and strip malls. Most of the commercial and retail uses fronting the corridor are auto-centric in form and site design, with larger building setbacks to accommodate parking lots at the front of the site, multiple access drives, and signage scaled for passing drivers.

## Future Land Use

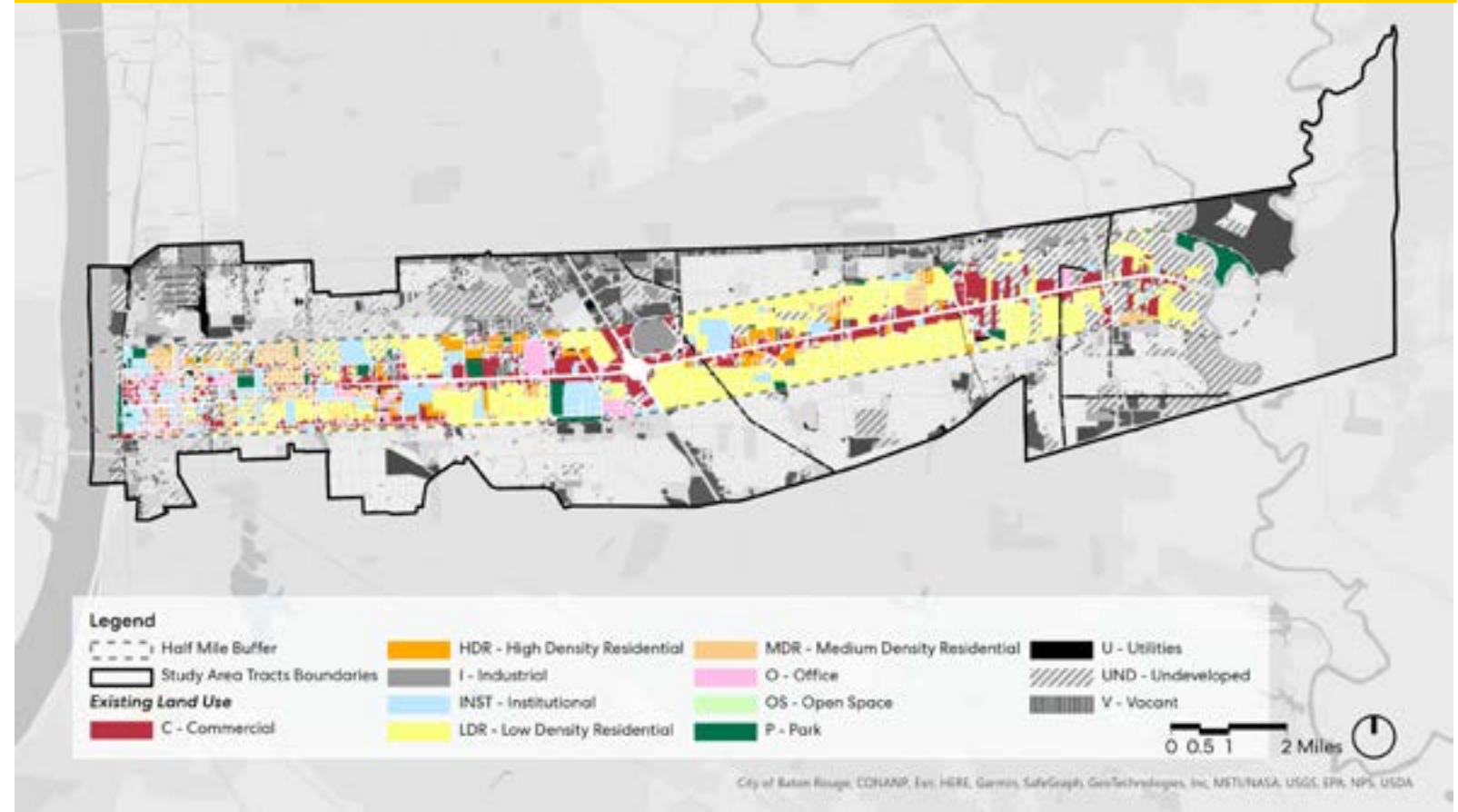
10% of the land within ½ mile of Florida St/Blvd’s Institutional land use, many of which hold corridor frontage, breaking up the retail landscape. Much of the land identified as C-Commercial west of Airline Highway is now considered either Mixed Use or Employment Center land designation based on the Future Land Use Map and new classification created through the FUTUREBR Comprehensive Plan, described in more detail on page 22.

## Zoning & Overlay Districts

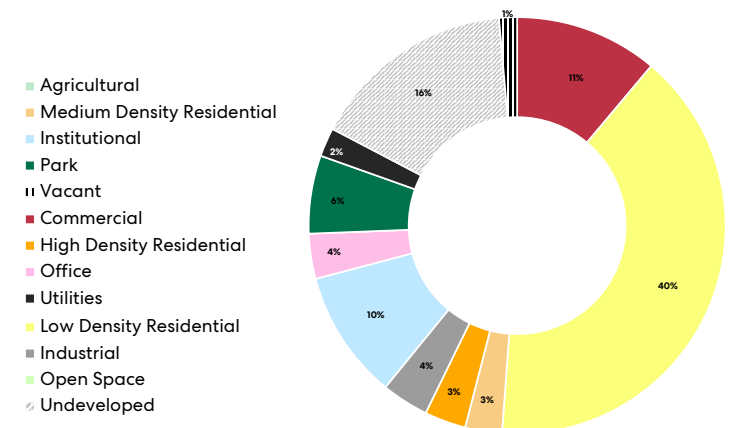
A large majority of properties fronting the Florida Corridor are zoned C1- Light Commercial, C2- Heavy Commercial, and C-AB-1 and 2 – Commercial Alcoholic Beverage. Several parcels are zoned M1-Light Industrial toward the western end of the Corridor, and R-Rural toward the eastern end. Portions of the corridor also fall within two existing zoning overlay districts, the: Florida Corridor Urban Design Overlay District, the Downtown Design Overlay District, and the Old Town Redevelopment Overlay District.

## Existing Land Use

Data Source: Open Data BR <https://data.brfla.gov/>



**23% of the Existing Land Use is low-density residential within half a mile of the Corridor, and 20% of the land use is Undeveloped.**





# TRANSPORTATION PROFILE

## History of Florida Corridor

In the early 20th century Florida St extended from the Mississippi River through the rapidly growing downtown Baton Rouge to the cemeteries at N 22nd St, formerly known as Duggan Lane. As the population of Baton Rouge continued to grow the city limits as well as Florida St began to expand eastward. Around 1910, Florida St was extended to Philips Ave near the current Baton Rouge General Hospital and again in the early 1930's to just west of N Foster, formerly known as Jaybird Ln. In 1937, the Louisiana Highway Commission (currently the Louisiana Department of Transportation and Development, DOTD) began grading and drainage work on the "Baton Rouge Amite Airline Highway". This segment of roadway that was over 10 miles in length would eventually be named Florida Boulevard. When the new roadway was completed in October 1941, the surrounding area was still extremely rural and undeveloped but new construction was beginning to occur along present day Florida Blvd. The Florida Corridor has a strong legacy as the most important east-west connection in the Parish. Like many major roads connecting cities and surrounding areas across North America, it became more auto oriented in 1960's and 1970's, when early homes were razed to build strip malls, pulling many shoppers and workers away from the walkable Downtown.

## Transportation Networks



## Present Day Florida Corridor

Florida Street/Blvd. is a dynamic, multimodal corridor connecting residents and visitors to key government, healthcare, and commercial destinations, but it suffers from high vacancy rates and a lack of placemaking and walkability. The present-day Florida Corridor extends about 12 miles and is designated by DOTD as an Urban Principal Arterial, meaning it connects residential areas to the business district, urban and rural areas, and carries

a significant number of vehicles. It is a major west to east corridor through the city, the main route--aside from I-10 & I-110--into Downtown Baton Rouge. This segment of the roadway in downtown Baton Rouge has been transferred from DOTD to the City of Baton Rouge. The remainder of the roadway from I-110 to the Livingston Parish line is a state route and US Highways 190, Business 190, and Business 61.



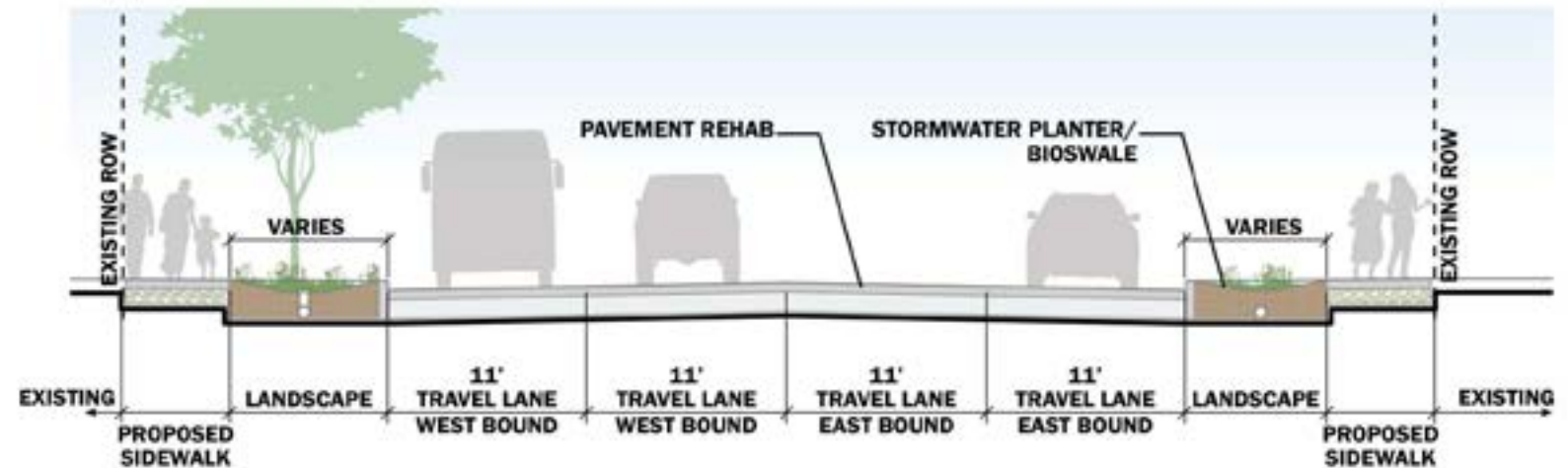
The roadway characteristics and lane configurations change significantly from west to east The Florida St right-of-way includes:

- a 4-lane undivided street with two travel lanes, on-street parking, and sidewalks between the Mississippi River and I-110,
- a 4-lane undivided roadway with wide shoulders (providing intermittent on-street parking) and sidewalks from I-110 to Tuscaloosa Ave,
- a 5-lane roadway with a two-way center turn lane and sporadic sidewalks between Tuscaloosa Ave and N Foster Dr,
- a 6-lane divided roadway with a raised earthen median and intermittent sidewalks between N Foster Dr and Airline Hwy,
- and a 6-lane divided roadway with two way service roads and infrequent sidewalks between Airline Hwy and the Livingston Parish line.

The 4 and 5-lane sections have curb and gutter with subsurface drainage, while the 6-lane sections have paved shoulders and open ditches with some subsurface drainage. There are existing sidewalks along the corridor, mostly in the 4 and 5-lane sections; however, the sidewalks are narrow and disconnected with sporadic ADA compliant features such as curb ramps and designated crosswalks. There are numerous stops for the CATS bus system along the corridor with varying accommodations for riders including covered shelters with benches, benches only, and signs only.

As a key east-west street, the Florida Corridor intersects with several other important streets, including Highway 110 and Airline Highway. The volume of traffic varies with an average daily traffic of approximately 2700 vpd at the Mississippi River, 3900 vpd at I-110, 14,000 vpd at N 22nd

## MOVEBR Proposed Street Section



Source: MoveBR, East Baton Rouge City-Parish Government ([movebr.brla.gov](http://movebr.brla.gov))

St, 27,000 vpd at Foster Dr, 38,000 vpd at Airline Hwy and 19,000 vpd at the Livingston Parish line. The posted speed limit also vary as vehicles traverse from west to east. On the western end the speed limit is 35 mph in the 4-lane sections then changes to 40 mph in the 5-lane section and 50 mph in the 6-lane section between Foster Dr and Sherwood Forest Blvd then 55 mph to the Livingston Parish line.

While the grid supports walkability Downtown, once reaching the I-110 underpass a lack of sidewalks, pedestrian-scale street lighting, and controlled intersections make it difficult and unsafe to walk or roll even short distances. The three intersections with the highest concentration of pedestrian collisions are all in Mid City where density and land use encourage walking but inadequate sidewalks and crossings make it unsafe. Streets with high concentrations of pedestrian collisions also lack

traffic signals or another form of traffic control to stop vehicles and safely allow people to cross. The expressway design of the corridor east of Foster Dr with its wide right-of-way encourages high speeds and makes it difficult to take in the unique character of local businesses.

The Florida Corridor hosts six transit routes, including Route 44 with the highest ridership in the system. Route 44 connects Downtown with the new Amazon center at Airline Highway scheduled to run every 30 minutes. While the Florida Corridor has high transit ridership for the region, only about 1% of workers in East Baton Rouge take transit, which is about one-third of the national average.

# MARKET PROFILE

Increased rental and home prices are creating displacement pressure for the lowest-income households on the Florida Corridor, with over half of renter households being either cost-burdened (30% of income on housing) or extremely cost-burdened (50% of income on housing) per the CDC. Homeownership inequities align closely with the geographic divide: homeownership is highest for residents who are White, higher income, and older. Homeownership has declined over the last decade as home values rise.

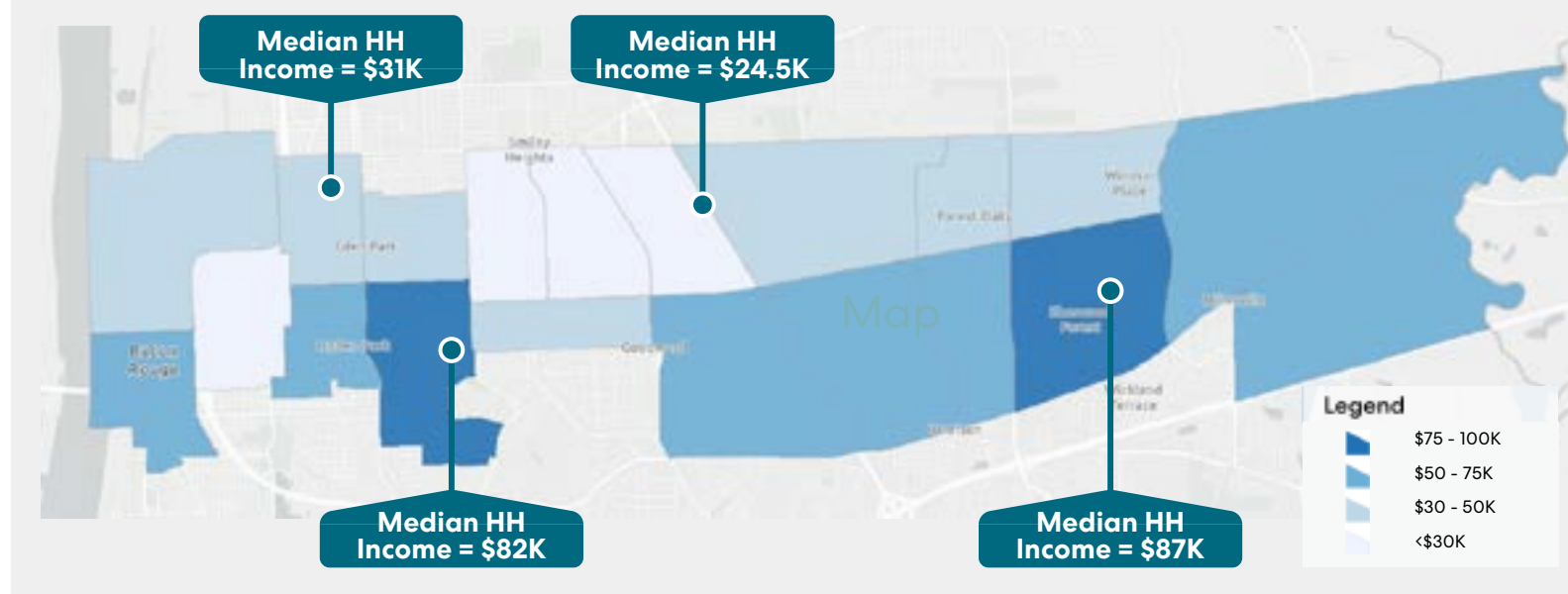
1,500 new multifamily units have been added to the Corridor since 2010, but high vacancy rates indicate absorption has not kept up with this new inventory. Some new affordable housing has been built, but it has taken significant subsidy. Market rents are already very low from a development feasibility perspective, so with high vacancy rates right now, it is difficult to build new multifamily housing within the Corridor study area, even at market rate.

The Corridor and north of the Corridor have lower average rents overall, offering a competitive advantage for tenants seeking low-cost space compared to the newest office buildings in the southern part of the Parish.

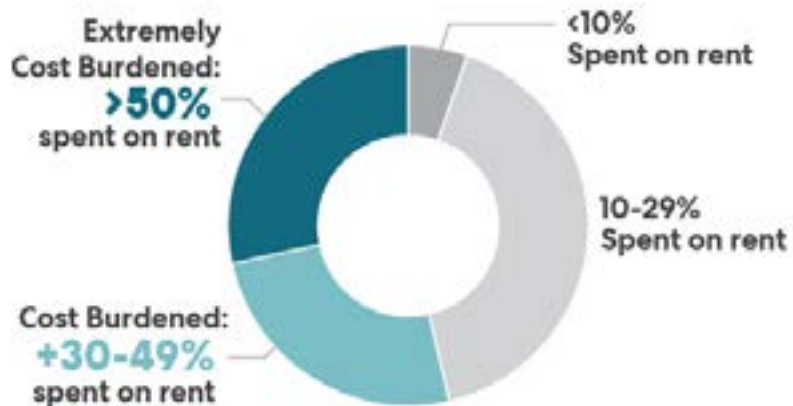
Florida Corridor's 5.9M SF of retail comprises 18% of EBR Parish's total inventory. The Corridor's retail inventory has declined significantly, primarily due to the loss and conversion of the Cortana Mall. However, the south side of the Parish has experienced growth, balancing the losses in the Corridor and North Baton resulting in the City's inventory remaining largely unchanged since 2010. What new retail has been delivered to the Corridor in the past decade has been smaller scale.

**While household income in the Corridor has increased by 19% since 2011, this growth is 5% lower than the City and Parish.**

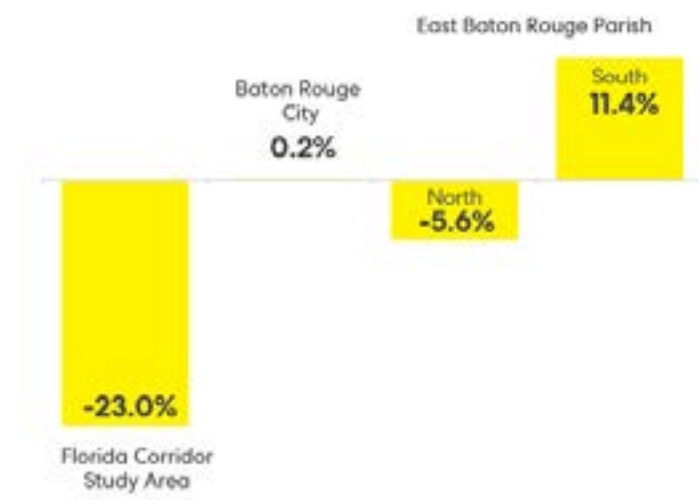
## Corridor Area - Median Household Income (2021) Data Source: ACS 2017-2021 5-Year Estimates



### Households by Percent of Income Spent on



### Retail Inventory Growth Since 2010



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# Planning Context

## LONG RANGE PLANNING

Long-range planning for cities involves developing comprehensive strategies to guide growth, land use, transportation, and infrastructure over an extended period, typically 20-30 years. It is crucial for ensuring sustainable development, addressing future needs, and improving residents' quality of life. By anticipating challenges and opportunities, cities can allocate resources efficiently, promote economic stability, and create resilient, thriving communities. FUTUREBR Comprehensive Plan and the MOVEBR Transportation and Infrastructure Improvements Programs, as well as other local planning initiatives, pave the way for progress in Baton Rouge and provide an important framework for planning along the Florida Corridor.



## FUTUREBR

The FUTUREBR Plan guides housing, economic development, transportation, land use, the environment, community design and other areas through the decision-making processes. It should remain viable for 20 years or more with updates every five to 10 years to reflect changing conditions. FUTUREBR puts forth a Future Land Use map and definition of Character Areas, which address how the East Baton Rouge Vision will be achieved through effective land use planning.

FUTUREBR forecasts demographic changes that are central to the Florida Corridor Planning process including an increase in population diversity and a growing elder population by 2030. When it comes to future development, FUTUREBR assumes 10% of new growth in Parish will be infill or redevelopment and suggests an Infill Strategy for Land Use Development that focuses on two scales of infill development are large, multi-phase projects and small, parcel-by-parcel projects, as well as the creation of a Redevelopment Authority to establish a revolving fund from the sale of properties to acquire more parcels of sufficient size to be economically viable for development.

# FUTUREBR COMPREHENSIVE PLAN

## What does FUTUREBR say about the Florida Corridor?

Along the Florida Corridor, the FUTUREBR plan envisions an increase in low density residential land use by 31% and also including high density and medium density residential in more denser neighborhoods like Downtown and Mid City. It also includes mixed used compact neighborhoods of housing and retail fronting the corridor in Mid City and areas neighboring Bon Carre Business Center (7389 Florida Blvd).

The plan has dedicated 5% of the land use for Employment Centers and plans to expand on current and future development catalyst of Mid City General, Baton Rouge Community College, Bon Carre and Amazon Fulfillment Center (previous Cortana Mall site). The plan also shows of a future employment center in Stevendale neighborhood.

*“To take hold and endure, a vision for the East Baton Rouge Parish must resonate in the hearts and minds of residents. It has to embody the collective, civic values and ideals drawn directly from citizens.”*

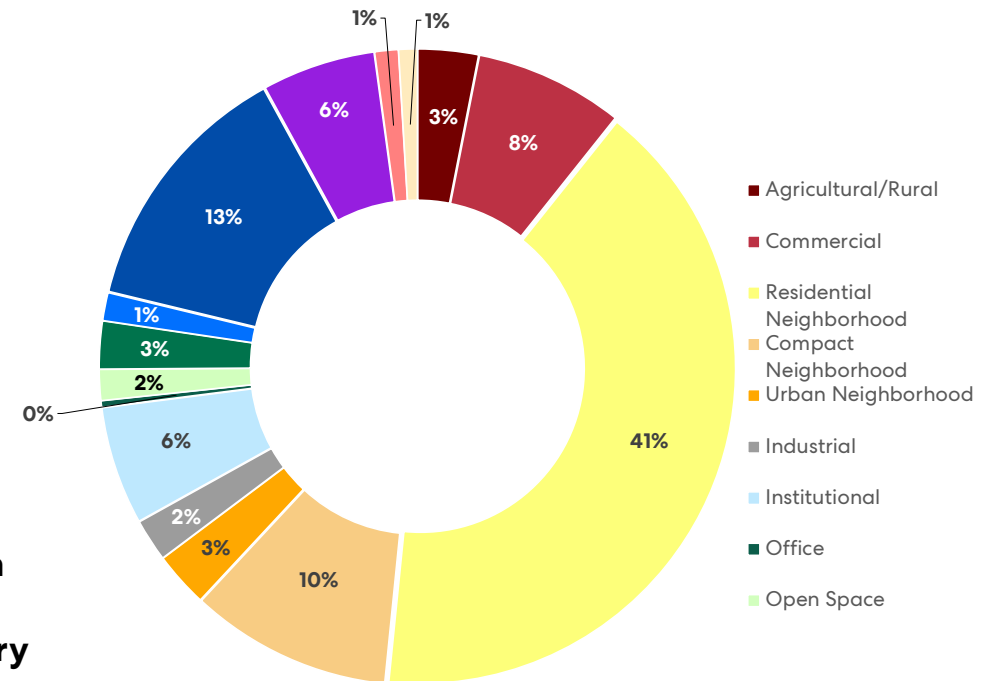
# “Baton Rouge’s shared vision is of a community that is known for sustainability in economic, environmental, and social equity terms.”

## Core Values and Aspirations in the Vision:

Prosperity, Equity, Diversity, Safety, Strong Neighborhoods and Communities, Convenient Transportation, Healthy Environment, Sustainability

## The Most Important Elements of the Vision:

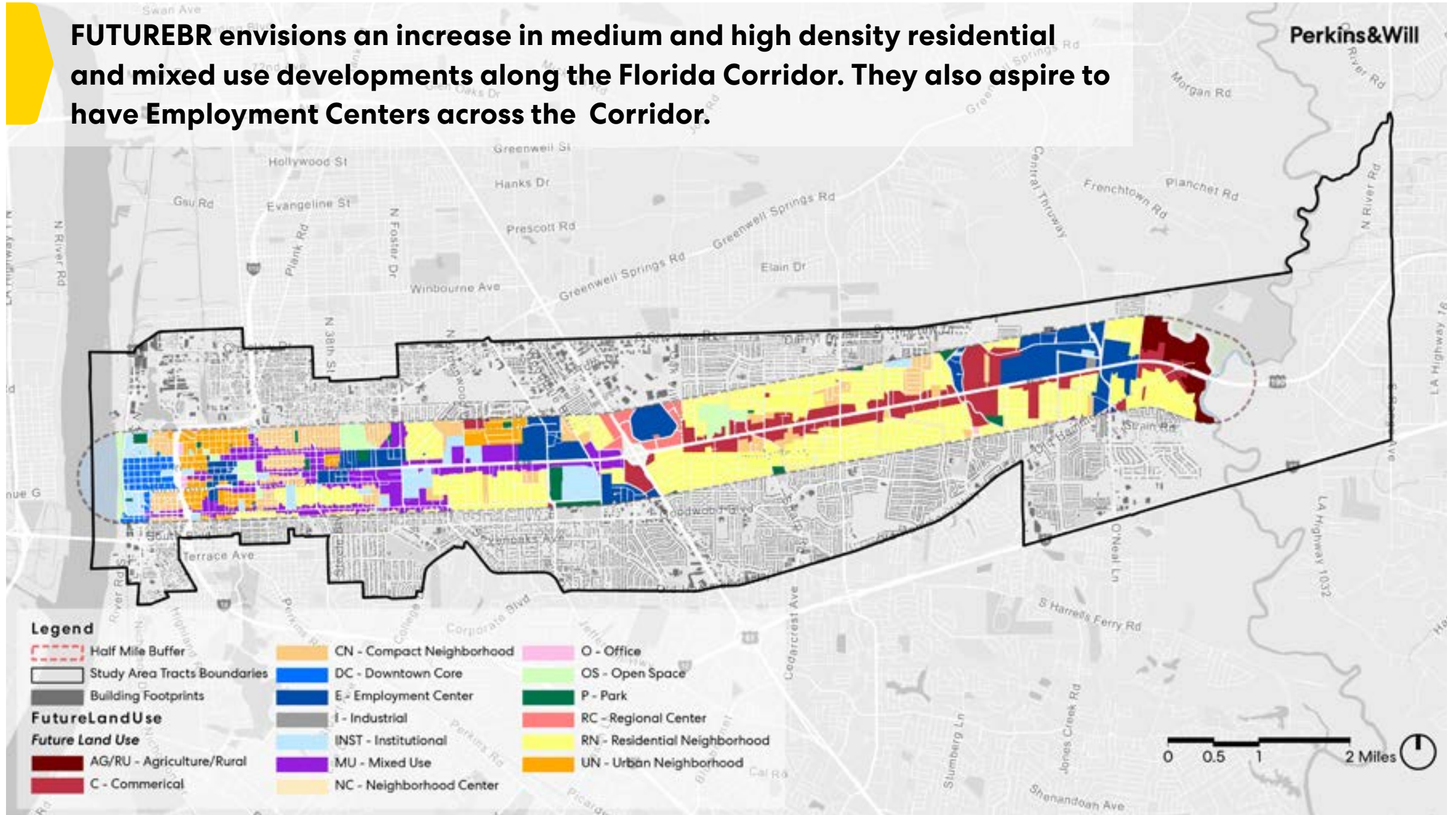
A Parish of Distinct Neighborhoods and Districts, Concept of Self-reliance and Complete Design, The 20-minute Neighborhood Concept



The future land use map is derived from the Vision Map to help guide future investment and regulatory program.



**FUTUREBR envisions an increase in medium and high density residential and mixed use developments along the Florida Corridor. They also aspire to have Employment Centers across the Corridor.**



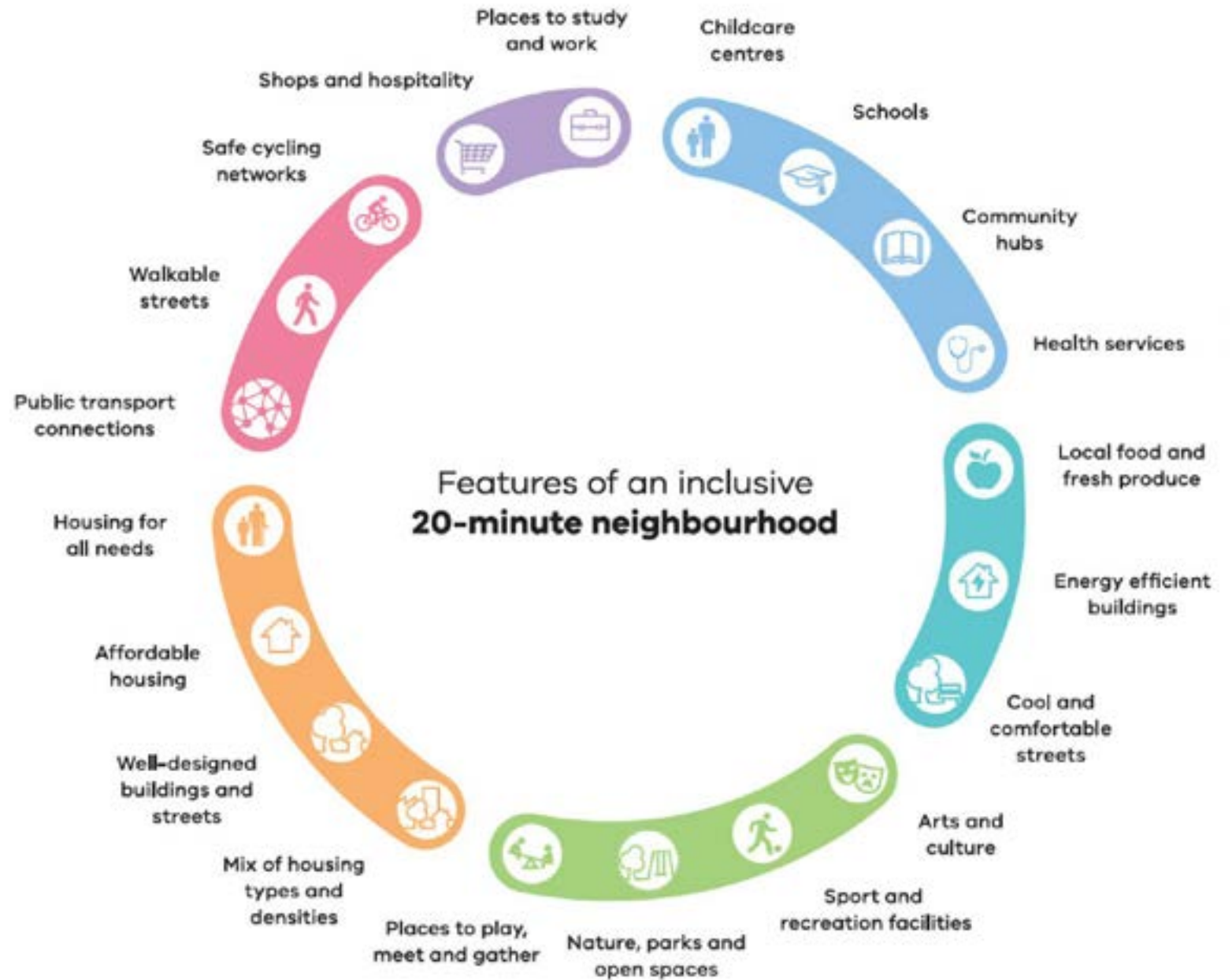
**Future Land Use**

# 20-MINUTE NEIGHBORHOODS

FUTUREBR sees the concept of the “20-minute neighborhood” – where residents can walk to essential amenities and services in 20 minutes – as a vital element of a healthy neighborhood. While many may prefer to drive, others will prefer walking to further enrich their own daily experience and to contribute to their quality of life. With FUTUREBR, the people who design streets, transportation systems, parks and sewers should bring the concept of the 20-minute neighborhood to areas outside the City-Parish core. The 20-minute neighborhood’s goal is to build projects that provide a range of amenities close to home, whether this occurs on foot or by transit, bike or car.

The graphic to the right depicts the key features of a 20-minute neighborhood as defined by FUTUREBR.

In addition to these Parish-wide insights and recommendations, FUTUREBR references neighborhoods with Small Area Plans along Florida Corridor: Downtown, Mid City, Old South Baton Rouge, and Melrose East. These Neighborhood Plans and FUTUREBR land use strategies were considered in the development of the Florida Corridor Plan.



**20-Minute Neighborhood Critical Elements**



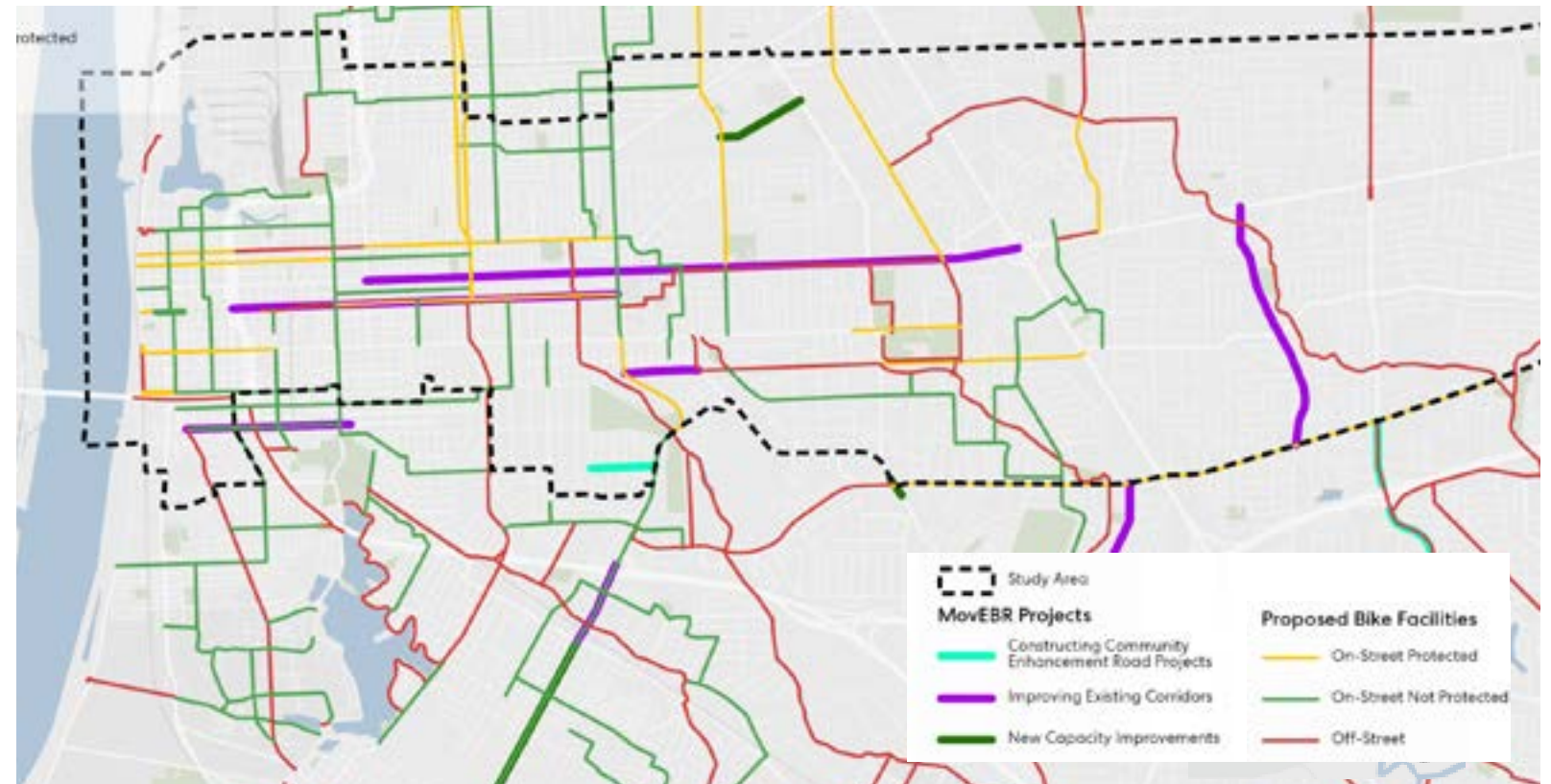
# MOVEBR

The MOVEBR Transportation and Infrastructure Improvements Program is the most significant transportation infrastructure investment in East Baton Rouge Parish history. Funding for the MOVEBR program comes from the collection of ½ cent sales tax (excluding food and drugs) which was approved by the voters of East Baton Rouge Parish in December 2018 and is to be collected over a period of 30 years. City-Parish officials and MOVEBR program managers have prioritized over 70 capacity and corridor enhancement projects worth over \$1 billion that will help reduce traffic congestion, build sidewalks, and manage traffic signals throughout the parish. The prioritized project list is available on the MOVEBR website.

## What does it mean for the Florida Corridor?

The MOVEBR Transportation and Infrastructure Improvements Program and the Plank-Nicholson BRT Project currently have corridor enhancement projects proposed to improve pedestrian access along the Florida Corridor from I-110 to Airline Hwy. The BRT project includes the section of Florida from I-110 to N 22nd St and the MOVEBR project includes the section of Florida from N 22nd St to Airline Hwy.

On the map to the right (top) proposed bike lanes in the East Baton Rouge Bike and Pedestrian Master Plan are overlaid on proposed MOVEBR improvements to illustrate the complete pipeline of safety projects.



Data Source: Open Data BR <https://data.brla.gov/>

## MoveBR Safety Enhancement Project from 22nd Street to Airline Highway



MOVEBR proposed unique streetscape improvements as the profile of the street and number of lanes change.



## The Plank-Nicholson BRT Project

This project, which includes a segment along the Florida Corridor from N 4th St to N 22nd St will be the area's first Bus Rapid Transit (BRT) line and will serve as the central route of the region's transit system connecting North Baton Rouge, downtown, and the LSU campus by providing high-quality, high-frequency, and high-capacity transit service. Project goals are to address transportation needs of residents and workers, support neighborhood revitalization and economic development, and enhance multimodal connections by integrating BRT with existing and future transit network, bicycle facilities, and pedestrian network. The route will feature fewer stops, traffic signal priority, specialized vehicles, and level boarding.

## Florida Boulevard Corridor Enhancement Segment 2 (N 22nd Street – Airline Highway)

This project, which includes a segment along the Florida Corridor from N 22nd St to Airline Hwy proposes to improve mobility and access for motorists, transit users, bicyclists, and pedestrians and facilitate economic redevelopment

along the corridor. The project will address the need for upgraded bus stops accommodations at appropriate locations with street and sidewalk connectivity for transit to create a balanced transportation system that provides equal access to the corridor for all users. Drainage, signalization and turning movements will also be addressed where feasible. Improvements Planned from I-110 to Airline:

**Length: 26,500 ft**

Estimated Cost: \$65,000,000 with funding from federal, state and local sources. Estimated Construction cost from I-110 to 22nd is \$4.6 million and from 22nd to Airline is \$47 million.

- Replacement of all sidewalks between I-110 and Foster Dr.
- Reestablishment of curb and gutter from I-110 to Foster Dr.
- Addition of 10' paths on both sides from Foster Dr. to just west of Airline Hwy
- Widening the median from Foster Dr to Airline Hwy to provide pedestrian refuge
- Addition of ADA compliant ramps at all intersections
- Addition of high visibility cross walks at all signalized intersections
- Addition of three controlled mid-block crossings
- Intersection improvements including the addition of left turn lanes on Florida at Eugene St
- Signalization upgrades including the addition of pedestrian signals
- Lighting upgrades including lighting along the 10' between Foster Dr and Airline Hwy
- Drainage improvements from Acadian Thruway to Foster Dr.

## EMPOWERBR

In June 2023, the Empower Baton Rouge Transit Study was launched to identify transit needs and solutions for the East Baton Rouge Parish and cities of Baton Rouge and Baker. This study is funded by a federal grant, which supports increased transit access for underserved populations. Based on the census data, much of the CATS service area includes households who depend on transit services provided by CATS. What's more, many of the census tracts in the Florida Corridor Plan study area were identified by the EmpowerBR Study as Areas of Persistent Poverty (AOPP) as defined by the Federal Transit Administration. These AOPP areas are the focus of community engagement and future CATS investment to improve service, access, and quality for transit users. The criteria to be an AOPP includes:

- **Any county in which, during the 30-year period ending on November 15, 2021, 20 percent or more of the population continually lived in poverty** as measured by the 1990 decennial census, the 2000 decennial census, and the most recent annual small area income and poverty estimate of the Bureau of the Census
- **Any census tract with a poverty rate of not less than 20 percent** as measured by the 5-year data series available from the American Community Survey of the Bureau of the Census for the period of 2014 through 2018

Through the community engagement, CATS identified transit needs and potential solutions for the EBR Parish and cities of Baton Rouge and Baker. CATS is currently compiling Phase 2 community engagement and will finalize the solutions that meet the community's needs, identify funding, and develop timelines to build out these solutions. This means there is a continued focus and potential investment by CATS on future transit connectivity and enhancement along the Florida Corridor and surrounding areas, primarily to the North.



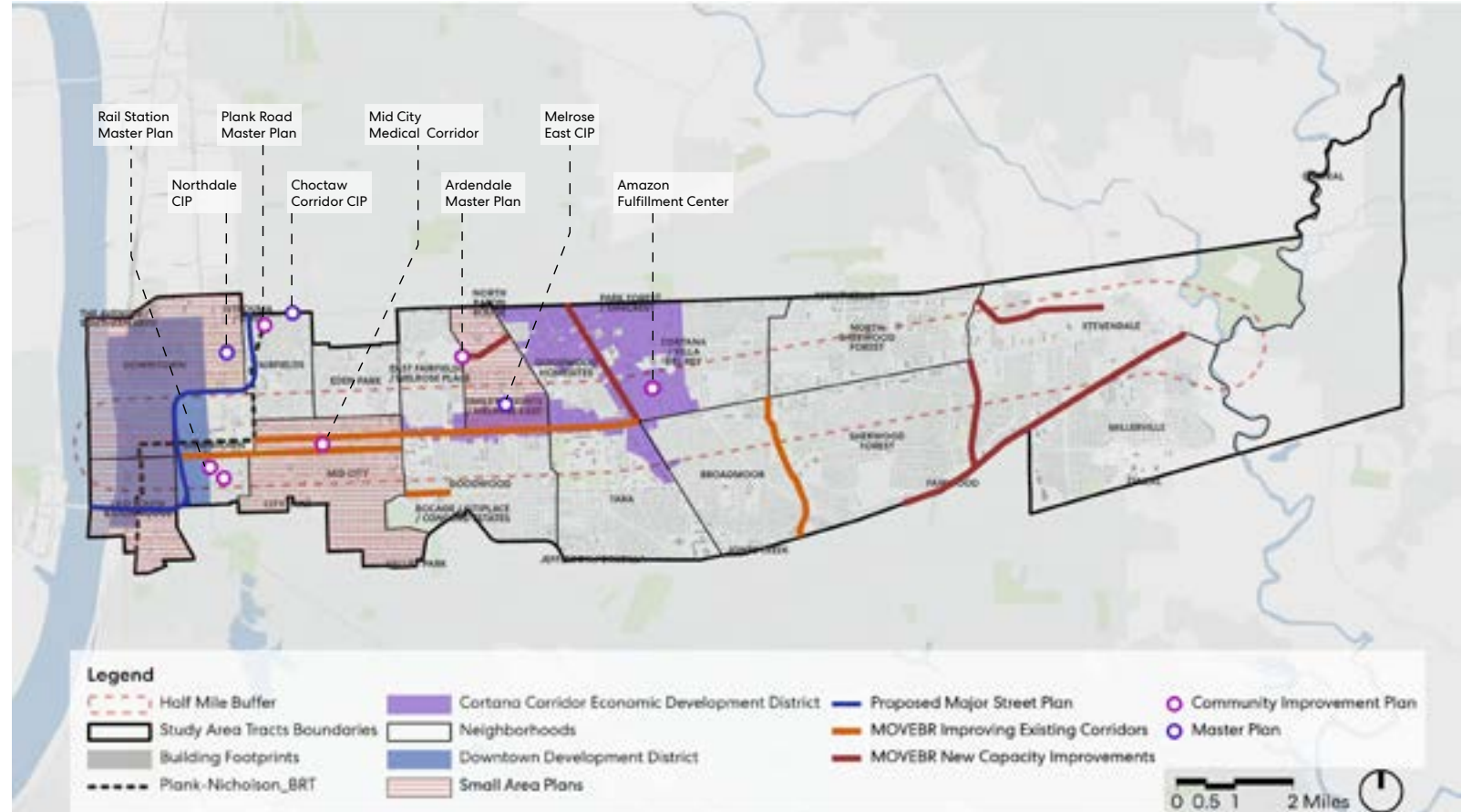
# OTHER PLANS & STUDIES

## Cooperative Endeavor Agreement

The Cortana Corridor Economic Development District (CCEDD) was created by Build Baton Rouge in 2021 to further economic development activities in the district. Over a 5-year period, the district will collect a 2% Sales and Use Tax from sales within the district and from the Cortana Project Construction Rebate (CPR).

The Net Revenues of the Cortana Corridor Economic Development District (EDD) Tax are intended to be used in furtherance of economic development activities in the district by making necessary infrastructure improvements that will provide the highest future returns on investment in stimulating business development within the District.

- **Tier I Project: Master Planning of the Florida Boulevard and Airline Highway Small Area**
- **Tier II Project: Florida Corridor Community Center Planning and Preparation.** Plan, Design, Acquire Property, and/or other expenses that further the goal to develop a community center in council district six as a redevelopment project in the corridor
- **Tier III Projects:**
  - *Purchase, Design, Renovate and/or Construct properties in the Florida/Airline Corridor to spur redevelopment, beautification, and/or reinvestment on impactful sites, prioritizing properties with frontage on Florida Blvd..*
  - *Fund matching grants for the improvement of business, commercial, or building facades, signage, or beautification maintenance.*
  - *Design, Replace, Renovate and/or Construct Landscaping/Hardscaping.*
  - *Design, Replace Expand and/or Construct roadway, median and road access upgrades, and signage, including wayfinding, directional, and bicycle and shared transportation signage.*



## Past Plans & Studies

### East Baton Rouge Pedestrian and Bicycle Master Plan 2020

There are infrastructure improvements planned through MOVEBR from 22nd Street to Airline Highway that include intersection and signal improvements to improve access for pedestrians and cyclists, transit stop improvements, and improved sidewalk connections. The improvements for the Florida Corridor were in the preliminary design phase in February 2024, with the final plans contract procurement underway. Many of the facilities proposed through the

Bike/Ped System Buildout 2033, which includes MOVEBR improvements, are unfunded. Seeking federal funding to supplement MOVEBR could help advance the projects in the Bike Ped Master Plan, which complement programs in MOVEBR.


The East Baton Rouge Pedestrian and Bicycle Master Plan aims to create two complementary networks so that people will be able to safely walk, bike, and roll through East Baton Rouge Parish. The Active Transportation Network will implement low-cost bicycle boulevards and traffic calming to prioritize bicycle traffic and create safer conditions on

residential streets. The BREC Trails Network aims to identify routes to construct an integrated greenway system through East Baton Rouge. Linking these two networks is integral to creating fully safe and comfortable walking and cycling routes.

**Projects intersecting Florida:**

- Projects intersecting Florida:
- N 4th St (bike lane on-street not protected)
- N 7th St (bike lane on-street not protected)
- N 19th St (bike lane on-street not protected)
- N Acadian Thruway (separated bike lane, on-street protected) adjacent to/west of Ward Creek (off-street trail)
- N Foster Dr (bike lane on-street not protected)
- S Fairfax Dr (off-street trail) (up to off-street trail on Florida but not across the intersection)
- Cloud Dr (on-street not protected, bike boulevard)
- S Ardenwood Dr (on-street not protected, bike boulevard)
- N Ardenwood Dr (on-street protected, separated bike lane) east of Lobdell Ave/west side of Liberty Lagoon (off-street trail) (up to Florida, not across)
- Wooddale Blvd (separated bike lane, on-street protected)
- S Wooddale Blvd (off-street sidepath)
- Centerway Blvd/Broadmoor Ave (on-street not protected, bike boulevard)
- Oak Villa Blvd (on-street protected, bike boulevard) (down to Florida, not across)
- Jones Creek (off-street trail)
- N Sherwood Forest Dr/Sherwood Forest Blvd (off-street trail)
- Lively Bayou (off-street trail)
- Off-street trail, Greenwell Springs to River Road (closest cross-street: Centerpointe Thruway)



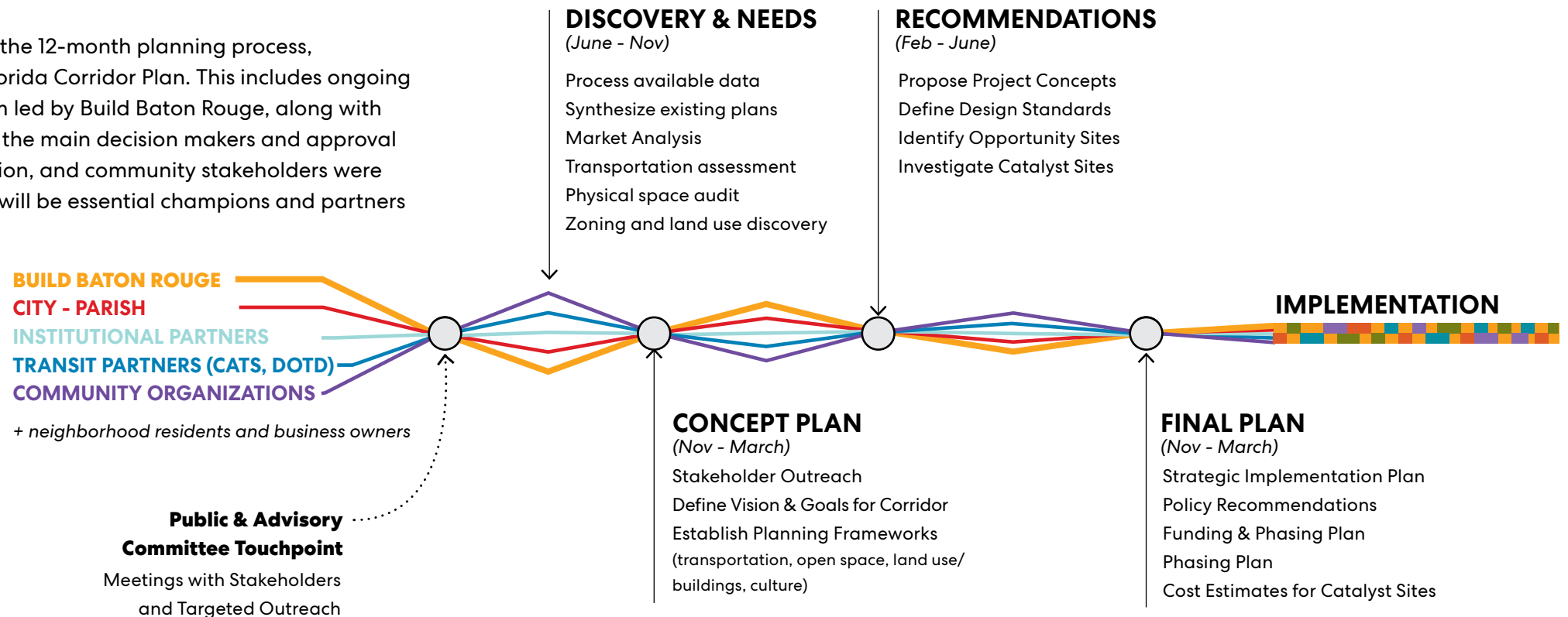


# **02 The Planning Process**

# Process Overview

## PROCESS OVERVIEW

Multiple 'threads' weave together in the 12-month planning process, beginning in 2023, to produce the Florida Corridor Plan. This includes ongoing collaboration with the planning team led by Build Baton Rouge, along with the City-Parish Local Government as the main decision makers and approval authorities. Institutional, transportation, and community stakeholders were critical to informing the process and will be essential champions and partners of plan implementation.





## VISION AND GOALS

Over the course of 6-months of stakeholder and public engagement, the following vision statement encapsulates the essence of the future of the Florida Corridor. The seven goals support the vision, and they will be supported by actionable recommendations and outcomes set forth in future planning phases.

FUTUREBR defines the concept of 20-minute neighborhood as neighborhoods where residents have essential amenities within walking distance as well as facilities to enable a healthy lifestyles, enrich the resident's daily experience, and help better quality of life. This plan follows these ideas.

# VISION

**The Florida Corridor becomes a resilient place where current and future neighborhood residents, businesses, and visitors can thrive.**



## GOALS

**FOSTER ECONOMIC DEVELOPMENT**

**MAKE THE CORRIDOR MORE RESILIENT**

**ADDRESS INEQUALITY IN THE BUILT ENVIRONMENT**

**PROMOTE MIXED-USE NEIGHBORHOODS**

**ENHANCE PEDESTRIAN SAFETY**

**IMPROVE TRANSPORTATION OPTIONS & CHOICE**

**IMPROVE COMMUNITY HEALTH**

# Engagement Strategy

## Engaging Stakeholders Within and Beyond the Project Study Area

The Florida Corridor public engagement strategy incorporated a variety of methods to provide stakeholders, and the broader Baton Rouge community, with an opportunity to learn more about the planning process and provide input on the redevelopment of the corridor.

Several goals were outlined to guide the project's engagement and outreach strategy:

- The meaningful engagement of a minimum of 300 residents and stakeholders across the study area and the broader community.
- Facilitating outreach and promotion through a variety of means (in person, online) and variety of forms (large room presentations, topic-specific small group conversations, open houses)
- Development of an organized repository of community input and community-informed concepts, strategies, and priorities
- Ensure transparency, feedback & accountability during each phase of the Florida Corridor Plan's development.

The cornerstone of the project's outreach and promotion included project branding and website development which helped to set the tone and context of the project. Components of the project's overall branding included creation of a logo, tag-line, various collateral materials for dissemination, social media posts and e-blasts. Several project collaterals were translated into alternate languages to better communicate with the various ethnic groups that reside and frequent the corridor. This in turn provided greater project recognition, loyalty, trust, and sense of belonging among stakeholders, both internal and external.



Image from pop-up event at 225 Fest



## Outreach Efforts in Summary

4,000+

Residents and stakeholders engaged across the study area (in-person and virtual)

42



Stakeholder and small-group briefings including updates at CCEDD Board meetings

40+



Businesses canvassed and provided promotional material along the corridor

276



Comments and survey responses received

663



eblasts sent as part of 7 email campaigns launched with an overall open rate of 56% and 0 unsubscribe requests

3,047



Unique visitors recorded on the project website with 4,014 website visits total

7



In-person community outreach events and pop-ups hosted at locations along the corridor including PARK(ing) Day, 225 Fest, BREC's Eggstravaganza & St. Thomas Moore Fest.

21



Social media posts disseminated with an estimated reach of 18,006 individuals seeing a Florida Corridor Plan social media post resulting in 1100 post engagements

5



Advisory committee briefings facilitated at project milestones, with 40+ participants

## Outreach & Promotion

Several engagement techniques were implemented in the overall engagement strategy consisting of a project kick-off meeting, formation of an advisory committee, recruiting corridor ambassadors, facilitation of stakeholder and public meetings, website development, social media coordination, door-to-door canvassing, an online survey, community pop-up events, and e-blast dissemination. These methods were formally outlined in an engagement plan and led to over 4000 [1.] Individuals being engaged throughout the planning process, both in person and virtual.

Engagement activities began in June of 2023 with a kick-off meeting and corridor bus tour, serving as the initial introduction to the public and as a conduit to gather baseline data. Subsequently the project team hosted several individual and small group briefings with governmental and organizational stakeholders to provide project information and assess opportunities for alignment. The team also participated in several high-profile events along the corridor to gather additional community input and allowed us to meet people where they are.

An official project website, [floridacorridorbr.com](http://floridacorridorbr.com), was established and served as the central repository and dissemination of project information. The website was launched at the beginning of the project, on August 30, 2023, and included the following pages: Home, About, Public Engagement, and Updates. Two survey deployments were also made available through the website, receiving approximately 276 responses. The website offers alternative forms of stakeholder engagement such as two directional communication, real-time access to project data, and reached additional stakeholders within, and beyond, the project target area. A link is also provided for

**1. Note:** The four-community outreach events project team members participated in included attendance of over 35,000 people combined; this number is not reflected in total number of individuals engaged. The total number of individuals engaged may reflect attendees attending or engaging in multiple engagement opportunities.

individuals to “Join our Mailing List” to have project news delivered directly to their inbox. Individuals who joined the mailing list via the website and those who provided email addresses during various outreach engagements were additionally included on one or more of the seven e-blast communications disseminated during the planning process.

Social media also proved to be an effective tool to reach the community. Twenty-one posts were published by the project team to promote key project milestones and engagement opportunities with an estimated reach of 18K, individuals. Posts were generated and disseminated by the project team’s local communications partner’s social media platforms, Franklin Associates, and shared by Build Baton Rouge and other agency partners along the corridor such as the Downtown Development District and Baton Rouge General resulting in 1100 engagements through reactions, comments, shares and clicks. Homeowner associations, businesses and organizations that connect with various ethnic groups present along the corridor, the mayor’s office, and others were tagged to further support the plan.

Public and stakeholder outreach occurred throughout the life cycle of the planning process with an emphasis on ensuring transparency, feedback & accountability during each phase of the Florida Corridor Plan’s development. This included the timely upload of project data onto the website, the formation of and recurring engagement with the advisory committee, several briefings with key organizational & governmental stakeholders, various means of providing and dissemination of project information to the public, both in person and virtually.



A snapshot of open house meeting invite mailed to residents during the planning process

A screenshot of the website created for this project to keep residents and stakeholders in the loop above the Florida Corridor Plan.  
<http://www.floridacorridorbr/>



Some of the comments received during the kick-off meeting in June 2023.





## Community Events





# PROCESS OVERVIEW

The following engagement timeline highlights key engagement & outreach milestones during the planning process. The public and stakeholder outreach strategy was designed to be inclusive, transparent, and equitable, providing stakeholders various opportunities to provide feedback throughout the process.

## Advisory Committee

The project team also convened an Advisory Committee throughout the planning process to guide the team through critical decisions. The Advisory Committee consisted of representatives from various governmental agencies, civic associations, partnering organizations, community development entities and key stakeholders.

The Advisory Committee weighed in on critical decisions including:

- Key organizational stakeholders were further identified and provided one-on-one & small group virtual
- Review and respond to discovery analysis of the corridor
- Confirmation of 6 neighborhood centers and associated opportunity sites for redevelopment.
- Provide feedback on recommendations and implementation strategy.
- Review recommended development concepts and provided feedback on actions to obtain near-term and long-term goals.

## Targeted Outreach

Throughout the project, small group and one-on-one meetings were held to engage stakeholders with specific interests or insight along the corridor and entities with existing plans or ongoing projects that would influence recommendations in the Florida Corridor Plan. These meetings were coordinated among:

- Baton Rouge Area Foundation
- EBR City-Parish Complete Streets Citizen's Advisory Council
- Downtown Development District
- Recreation and Park Commission for the Parish of East Baton Rouge (BREC)
- Local landowners, developers and real estate investors
- Street Vincent de Paul
- Sacred Heart Catholic Church
- Wilson Foundation
- Metromorphosis
- Rouses Supermarket
- Bon Carre Technology Park-Property Management (Sterling Properties)
- EBR Housing Authority
- Growth Coalition
- Elfin Realty,
- CareSouth
- Baton Rouge General Mid City Campus
- The Bridge Center

The project team also attended several external meetings and community events to solicit feedback on the plan. Project team representatives attended The Walls Project: Transportation & Mobility Quarterly Meeting, Downtown Development District's Monthly Meeting, and made presentations to the CCEDD Board and East Baton Rouge Planning Commission.

## Elected Official Briefings

The corridor passes through or borders 5 EBR Metropolitan Districts (Adams, Cole, Coleman, Dunn, Moak), 4 LA State Senate districts (14, 15, 16,6) and 5 Congressional districts (65, 67, 61,69, & 101). The project team coordinated several briefing opportunities for local, and state level, elected officials touching the project.



**Advisory Committee Meeting 1 (Virtual)**

31st August 2023

12th June 2023

## DISCOVERY & NEEDS



12th, 13th June 2023

**Kick off Meeting & Bus Tour**

The project kick-off meeting was followed by an area bus tour. Invitations were extended to a broad set of stakeholders based on location on the corridor, entity mission alignment with project goals, and current or future initiatives.



15th Sept 2023

**Public Event: PARKing Day**

Baton Rouge PARK(ing) Day, hosted by CPEX, provided the project team an opportunity to introduce the Florida Corridor Plan project at a community event.



**Public Event: Open House Series (1,2,3)**

The first round of community meetings were held in Broadmoor United Methodist Church, River Center Branch Library, and BREC Headquarters Ballroom to offer attendance opportunities along the corridor.



19th, 20th, 21st Sept 2023

**Advisory Committee Workshop 3**

15th Nov 2023

**Advisory Committee Workshop 4**

7th Feb 2024

**CEEDD Board Meeting & Leadership Updates**

The project team also held meetings with Mayor- President Broome and Councilmember Dunn to provide status update on planning process and projected opportunities along the corridor.



8th Feb 2024

**Spring Public Events: 225 Fest Pop-Up & Eggstravaganza**

At 225Fest (30,000 attendees), the project team hosted an interactive mapping activity. At the Eggstravaganza Event the team presented information on 6 neighborhood centers (3,500+ attendees).



25th Feb, 23rd March 2024

**Public Event: Open House 5**

The final community open house, held at Renew Church (10915 Florida Blvd), presented near, mid & long term recommendations for previously identified opportunity sites for feedback from the community.



23rd April 2024

**CONCEPTS & REFINEMENT**

**RECOMMENDATIONS**



19th Sept 2023

**Advisory Committee Workshop 2**

15th Nov 2023

**CEEDD Board Meeting**

Project Team's 1st presentation to the CEEDD Board on the Plan's progress and path forward.



7th Feb 2024

**Public Event: Open House 4**

The 4th community open house, at Mid City Tower, presented the 6 Neighborhood centers and potential opportunity sites. Attendees participated in interactive feedback activities and a survey tool.

23rd April 2024

**Advisory Committee Workshop 5 & Special Planning Commission Meeting**

A special meeting of the East Baton Rouge Planning Commission was held to solicit feedback on recommendations and implementation strategy.



3rd May 2024

**Public Event: Street Thomas Moore Festival**

The St. Thomas Moore Festival was an important touchpoint to engage the Latinx and Asian populations concentrated in eastern end of the study area.

## Ensuring Public Participation

The project's public engagement strategy highlights the importance of ensuring public participation and input at each stage of the planning process. This ensured that the community at large has connection and ownership in bringing the plan's objectives to fruition. The project team used several mechanisms to obtain feedback and ensure participation including in-person and virtual engagement opportunities; crafting interactive activities to receive feedback and to articulate the project ideas and information; and participation in community-based outreach events along the corridor.

A series of Advisory Committee and open house format community meetings were held to build initial interest and gain input around the Florida Corridor Plan; and an online method of participation was launched concurrently to expand this outreach in the form of an interactive mapping survey. Two survey deployments were planned in alignment with key milestones in the planning process for public input. The first deployment, during the Discovery & Needs phase, gathered community insights on place, economy, culture, travel habits and mobility impediments. The second deployment was disseminated after the identification of the six Neighborhood Centers and associated opportunity sites. The second survey gathered feedback on what stakeholders envisioned, in regard to needs and amenities, to be implemented within these various opportunity sites. The survey platform offered map or location-based

feedback opportunities where participants could explore a map and place a marker with their written comment at a location of their choosing. Promotion of the online survey occurred in conjunction with promotion of the three initial public open house events and subsequent open house announcing the six Neighborhood Centers. This ensured stakeholders had both an in-person and on-line opportunity to participate and provide feedback during these critical project phases. In total, both surveys received 276 comments. Following the surveys, 3 additional outreach events were conducted which allowed participants to provide feedback by introducing similar prompts through an interactive push-pin mapping activity.

## The Community's perspective

Public comments and sentiments expressed an overarching desire for a return of eateries and entertainment options which lined portions of the corridor during its peak. Many individuals requested additional public parks and recreational opportunities. Two BREC parks already exist west of Airline Highway, having frontage on the corridor, and more parks exist just a short distance north or south of the Florida Corridor serving established neighborhoods. Several of these parks – notably Kernan Avenue – are slated to receive significant improvements as funding becomes available. A community center was requested in several neighborhood centers.

Another line of public requests pertained to public safety. These included pedestrian crossings (several of which will be installed through the MOVEBR program,) and improved night lighting beneath elevated I-110 at The Stitch.

## IDEAS & INSIGHTS



### Early Public and Stakeholder Engagement – Ideas and Insights

During the early phases of Public and Stakeholder Engagement, the project team was gifted great insight into the strengths, weaknesses, opportunities, and challenges that face the Florida Corridor today. The full record of public and stakeholder engagement is documented in the XXX Appendix: Discovery & Needs Document. A sample of that feedback is presented here.

**“WE OWE IT TO BATON ROUGE TO DO BETTER.”**

*“A city is only as strong as it's Main Street. Baton Rouge should really focus special attention on Florida, because it really serves as the backbone to our city, but it also serves as a painful reminder to the racial segregation our city still contends with...”*

*“Local young adults need job and career training opportunities.”*



**In contrast to the perception of the study team, survey respondents indicates satisfaction with the quality of housing along and the Corridor.**



*"I will like to see small businesses supported to sustain and grow."*

*"Clear housing typology is needed that breaks out the different subsets of workforce housing and affordable housing."*



*"What has been lost that should be brought back? – housing, and active neighborhoods."*

*"Important markets include healthcare, health-tech and life sciences."*



*"Service roads along the east end of the corridor should be repurposed. The intersections cause confusion for drivers."*

*"The 'missing middle' housing stock is economically challenging to develop because it isn't profitable. It requires subsidies."*



*"We can make smaller destinations where we can have storefronts on the street and parking lots behind the stores to make the area more walkable..."*

**~ 35%**

**OF SURVEY RESPONDENTS THINK THEIR NEIGHBORHOOD SUPPORTS COMMUNITY HEALTH NEEDS**

*"Westbound, the transition from 6-lane to 4-lane needs some sort of gateway."*

*"We don't want to force a 'shift in the complexion of the community' - aka gentrification."*

**~ 35%**

**OF SURVEY RESPONDENTS THINK THEIR NEIGHBORHOOD SUPPORTS COMMUNITY HEALTH NEEDS**

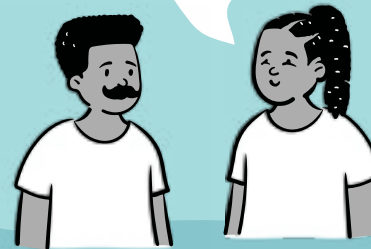
*"Florida Boulevard was 'the place to be' back in the 1970s."*



*"...There's too much sprawl, and too much building in flood-prone areas..."*

*These communities are tired of studies [without action] and less willing to give meaningful input because they feel it doesn't matter.*

*"I will like to see small businesses supported to sustain and grow."*



*Baton Rouge possesses many attributes that position it to be a top-tier regional city but has largely failed to capitalize on these advantages... And it would serve to promote economic growth by revitalizing a once prosperous stretch of road that has fallen out of favor.*

*"We want improved night lighting for safety, and smooth, clean streets."*

*"...There's too much sprawl, and too much building in flood-prone areas..."*



**~40%**

**OF SURVEY RESPONDENTS CURRENTLY WORK IN THEIR NEIGHBORHOOD, BUT...**

**70% WOULD IF THEY COULD!**

*"If the Florida Blvd corridor is to succeed, the city/parish and DOTD must stop treating it as a state highway (and applying state highway designs and standards) and treat it as a city street. City streets don't have 50+ mph traffic. A proper city street must be able to be crossed on foot."*



*"We want to spark the private sector to do what it does well."*

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# NO 03

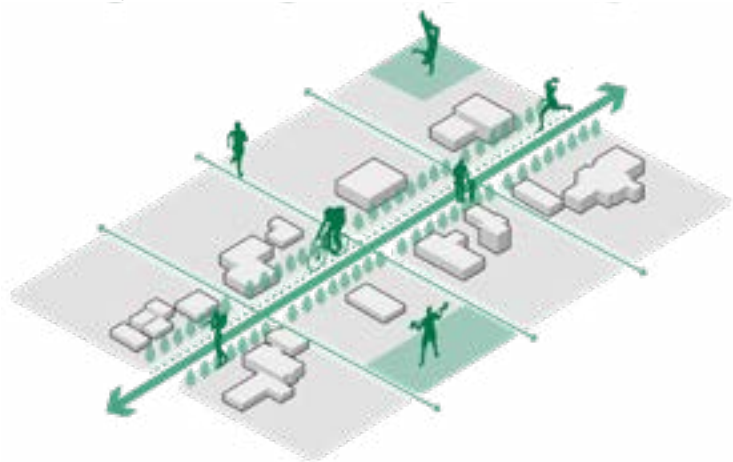
## Discovery and Needs

# Key Findings: Place, Economy, Community & Culture

The recipe for creating a thriving and vibrant corridor require a contextual understanding of the place, culture and communities, and economy that comprise the corridor, defined as:

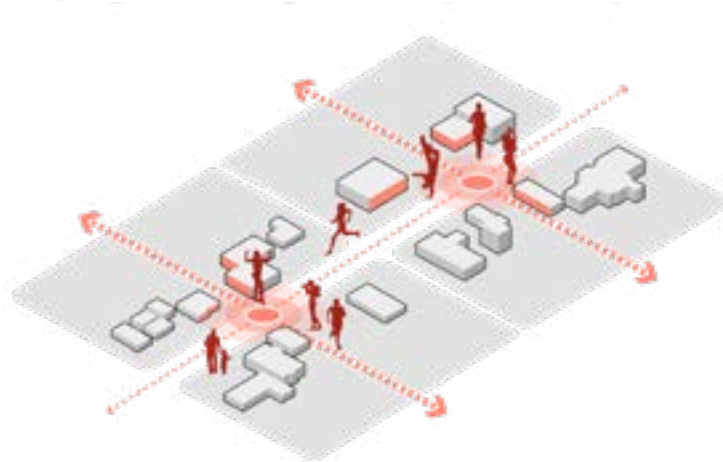
## PLACE

The experiential qualities, character, function and scale of a neighborhood. This is the 'look and feel' of the physical environment.



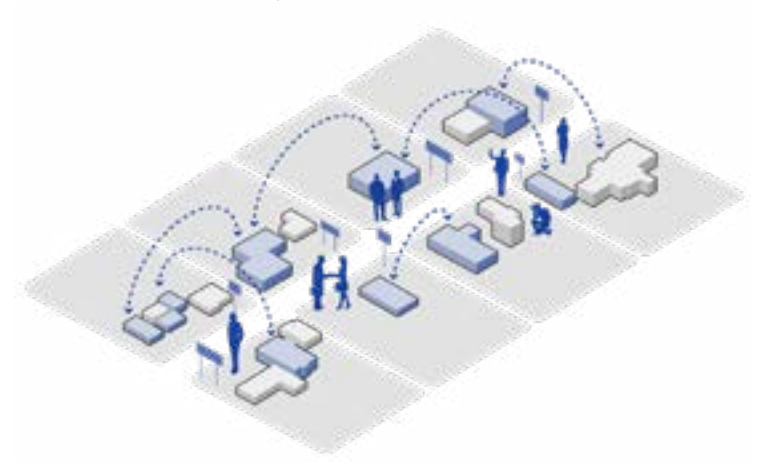
## CULTURE & COMMUNITY

The people, traditions, events, arts, music, and performances that bring people together and make neighborhoods distinct



## ECONOMY

The commercial activity attracting investment and development. This includes special attention for job creation and housing investment.





# PLACE

Through the first phase of work - Discovery & Analysis - the project team analyzed qualitative and quantitative data related to the Florida Corridor and broader study area to understand the strengths, weaknesses, opportunities, and challenges relevant to future planning. Key Findings related to PLACE, the look, feel, and function of the corridor today are summarized below, with related analysis on the pages to follow. Full analysis can be found in the Discovery & Needs documentation provided in the Appendix.

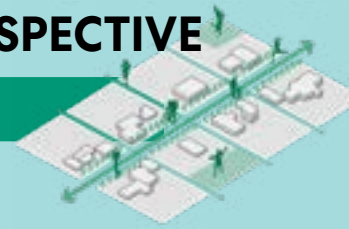
## Key Findings: PLACE

- The Florida Corridor plays an increasingly critical role in the local transportation network.
- The built environment and roadway design make conditions challenging for pedestrians. These conditions worsen as one travels toward the eastern edge of the study area.
- The vacancy and deterioration of properties visible from Florida Street/Blvd. is representative of much of the surrounding areas. Recent investments along Government Street demonstrate the positive impacts of corridor improvements.
- Existing employment centers and Downtown have projects planned that will solidify anchors for future growth along the corridor, but today most residents living near the corridor travel elsewhere in Baton Rouge for employment.
- The existing built environment perpetuates persistent social and climate vulnerabilities.



# COMMUNITY PERSPECTIVE

## PLACE



Through several engagement events touchpoints, and tools, the corridor community was invited to weigh in on aspects of the Florida Corridor, to help the project team understand the area from the perspective of those who know it best.

In discussion of PLACE, participants provided feedback that suggest the need for improvements in a variety of areas, and focus on community assets summarized below:

### IMPROVE TRANSPORTATION OPTIONS.

- While the corridor is served by many routes, buses aren't frequent enough and stops lack weather protection and seating.
- Schools in the Parish have challenges running school buses, and the CATS bus system is underutilized; combining the two riderships could help financially support the system.
- Improving transit could help incubate opportunities along the corridor.

### ADDRESS INEQUALITY IN BUILT ENVIRONMENT.

- The eastern part of the corridor has newer families (Latinos & Asians) moving-in with low facilities and amenities to support them.
- Abandoned forest and woodland areas in low-income neighborhoods could be taken over by BREC and developed as an amenity.

### IMPROVE STREET INFRASTRUCTURE

- Improve existing sidewalks & make pedestrian experience safe and improve north-south connectivity.
- Reducing the setback of retail and commercial along the corridor can help to make the area walkable and bike friendly.
- Add medians/breathers to cross the corridor and Make the Florida Corridor more than just a through way for cars.

### BUILT CHARACTER & COMMUNITY

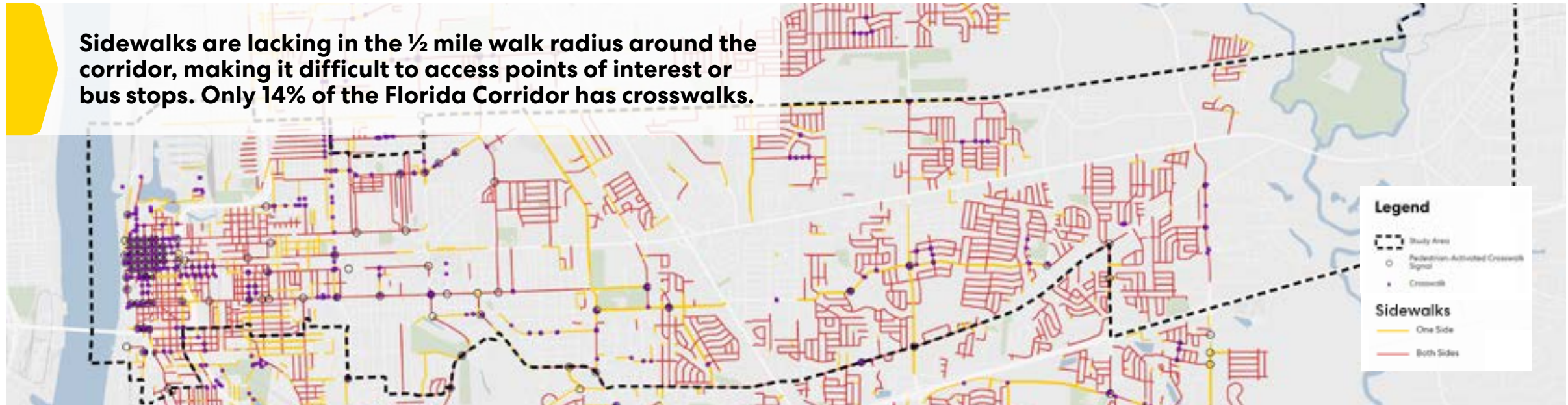
- Cultivate a unique identity for the Florida Corridor and create a strong character & sense of place.
- Save and restore Mid-Century commercial buildings.
- Attract local entertainment and bring back retail anchors.
- Establish connectivity and access for existing and future Community Centers and encourage people to live closer to where they work.
- Introduce programs for young boys and girls
- Vacancy is plaguing the Florida Corridor. Disinvestments along the corridor correlate to higher incidences of crime.

### MAKE THE CORRIDOR MORE RESILIENT.

- The proper infrastructure to support the corridor is missing. The corridor needs safe walkways and a cost-effective approach for greenspace long-term
- Overhead utilities are a problem with effective use and maintenance. They should be replaced and buried.

## Built Environment

Sidewalks are lacking in the ½ mile walk radius around the corridor, making it difficult to access points of interest or bus stops. Only 14% of the Florida Corridor has crosswalks.



## Pedestrian Infrastructure

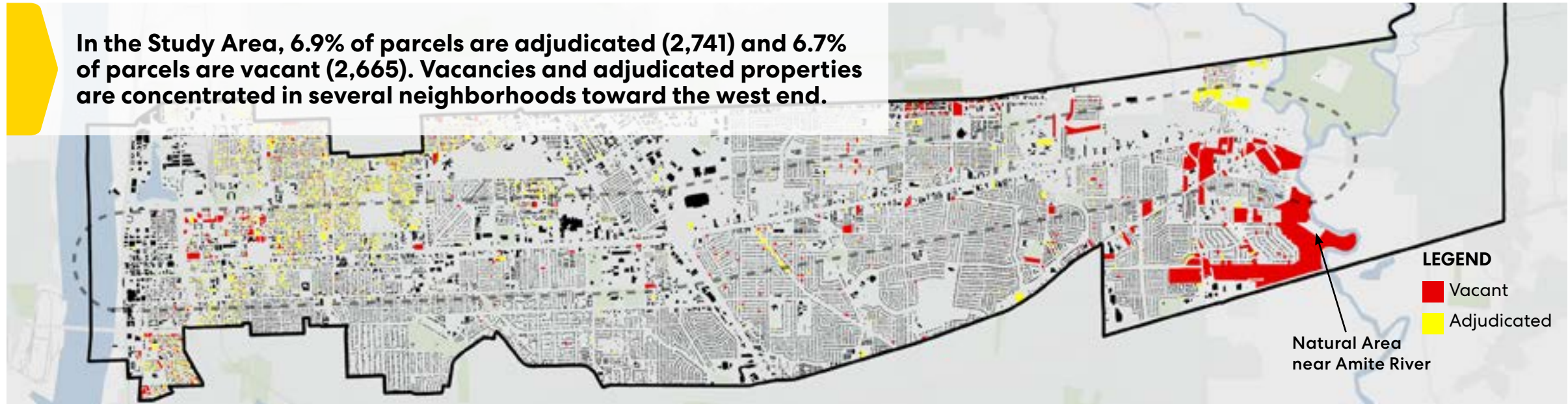
Data Source: Open Data BR <https://data.brla.gov/>

The Florida Corridor plays an increasingly critical role in the local transportation network, yet, the built environment and roadway design make conditions challenging for pedestrians. These conditions worsen as one travels toward the eastern edge of the study area.





In the Study Area, 6.9% of parcels are adjudicated (2,741) and 6.7% of parcels are vacant (2,665). Vacancies and adjudicated properties are concentrated in several neighborhoods toward the west end.



## Vacancies and Adjudicated Properties

Data Source: Tolemi <https://baton-rouge-la.tolemi.com/>

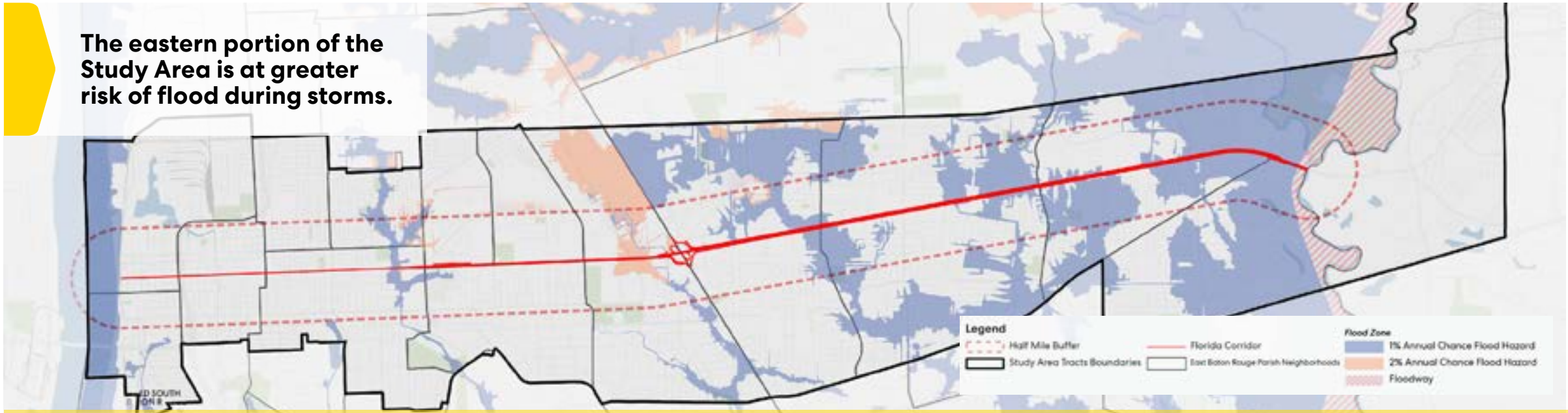
The vacancy and deterioration of properties visible from Florida Street/ Blvd. is representative of much of the surrounding areas. Recent investments along Government Street demonstrate the positive impacts of corridor improvements.





# Climate Impacts

The eastern portion of the Study Area is at greater risk of flood during storms.



## Flooding

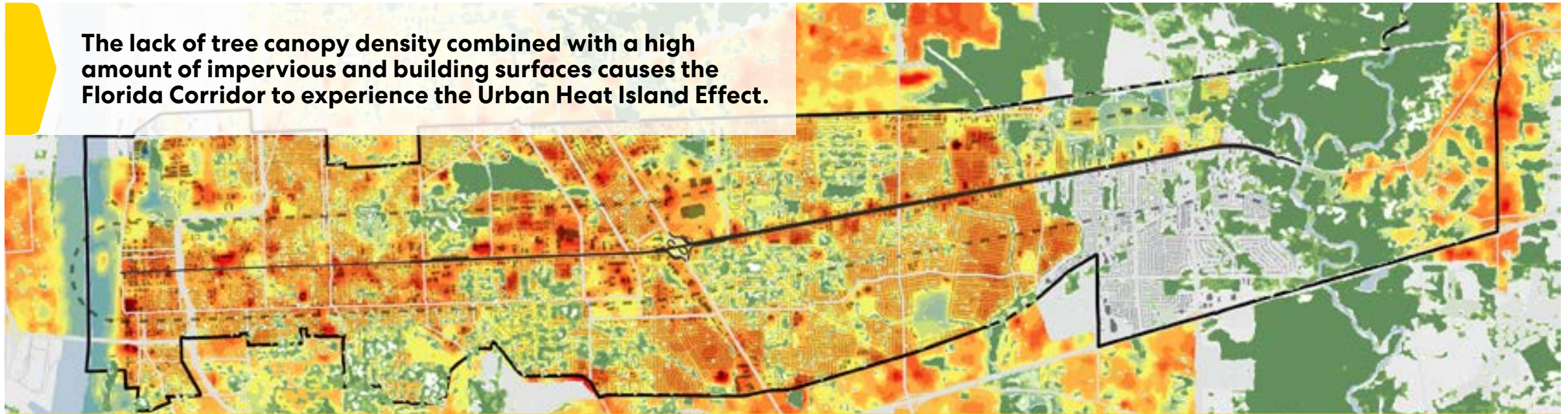
Data Source: FEMA <https://www.fema.gov/flood-maps/national-flood-hazard-layer>

The East side of the study area along the Amite River is at a high risk of flooding during storms. Development within the base floodplain also referred to as the 100-year floodplain comes with significant risk and it is inherently more expensive to build on because of the regulations.





The lack of tree canopy density combined with a high amount of impervious and building surfaces causes the Florida Corridor to experience the Urban Heat Island Effect.



### Urban Heat Island + Tree Canopy

Data Source: The Trust for Public Land <https://www.heat.gov/datasets/TPL::full-range-heat-anomalies-usa-2021/about>



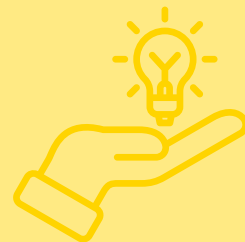


# COMMUNITY & CULTURE

Key Findings related to COMMUNITY & CULTURE relate to the people, traditions, events, arts, music, and performances that bring people together and make neighborhoods distinct. These aspects of the corridor today are summarized below, with related analysis on the pages to follow. Full analysis can be found in the Discovery & Needs documentation provided in the Appendix.

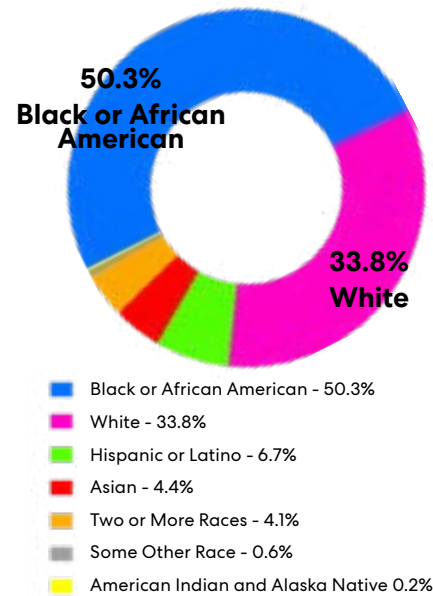
## Key Findings: COMMUNITY & CULTURE

- The Corridor represents the diversity of the parish, though populations remain segregated, both north-south and east-west.
- Community assets, especially civic, cultural, & faith institutions are strengths that serve neighborhoods and the region.
- The Corridor features art, music, and events that promote the celebration of diverse culture steeped in the traditions of Baton Rouge.



The Black population has primarily decreased or remained stagnant throughout the entire corridor. The east side of the corridor has seen an increase in mainly Latinx and some Asian populations, met by a decrease in the White population. Asian, Latinx, and White populations have grown in the Corridor west of Airline Highway.

Corridor Population by Race/Ethnicity



Louisiana State Capitol on Mississippi River



Baton Rouge National Cemetery

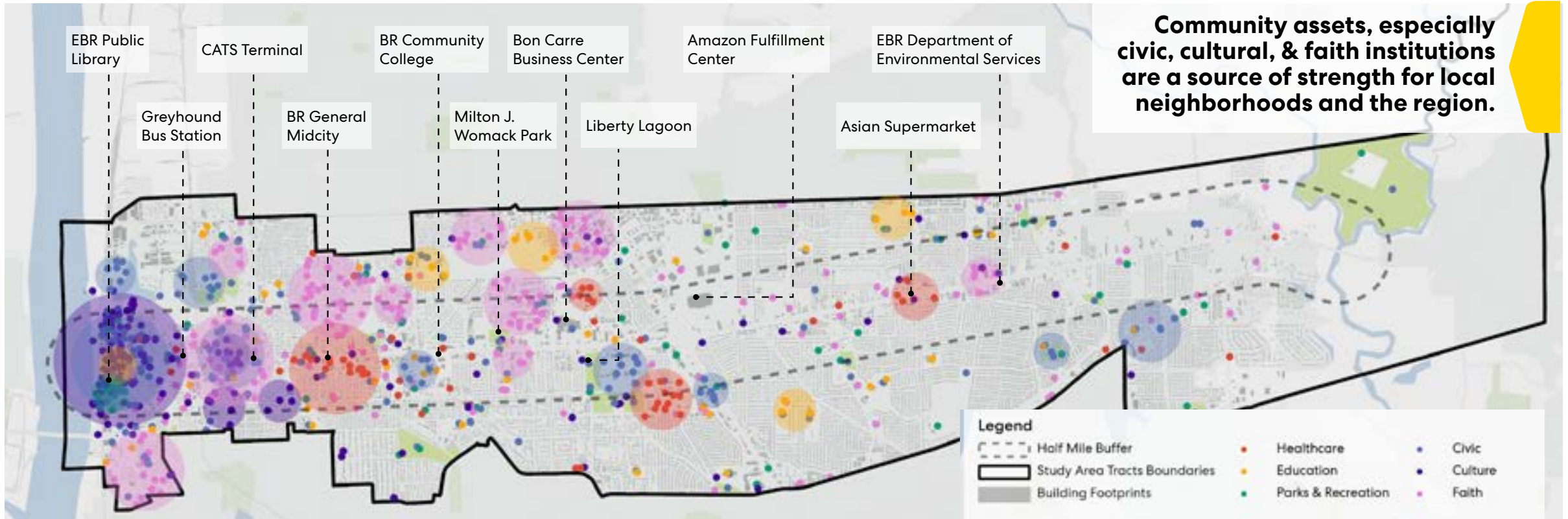


Melrose East Arts & Culture Wall Re-dedication Celebration by 'The Red Stick Project' in Renair cultural district



Walls Project





## Community Assets

Data Source: Open Data BR <https://data.brla.gov/>



Raising Cane's River Center in Arts & Entertainment District



Milton J. Womack Park - BREC Headquarters

The Florida Corridor has several community assets that serve not just corridor but the city of Baton Rouge. There are also several projects under construction that will serve the Corridor and the Parish. Notable assets include Rouse's Supermarket, BASIS Mid City charter school, and Baton Rouge Community College (BRCC). Employment centers like the Baton Rouge General Hospital, Bon Carré business center, various state and local government offices, BRCC, and the former Cortana Mall, which has been redeveloped into an Amazon Fulfillment Center.



## FESTIVALS FOR ALL



## CULTURAL EVENTS



Baton Rouge has a rich cultural history rooted in music, tradition, sports, and entertainment. From influencing the soundscape of American Music across many genres, or producing world class athletes from both Southern University and Louisiana State University across multiple sports.

## COMMUNITY PERSPECTIVE

### CULTURE & COMMUNITY



In discussion of CULTURE & COMMUNITY, participants provided feedback that suggest the need for improvements in a variety of areas, and focus on community assets summarized here:

### CELEBRATE CULTURE AND IDENTITY.

- The city needs art. Public art honoring city's heroes and founders can help support the blight and provide employment to local artists. The city can host art expos and help make connections between artists and community.
- Most of the resources go towards college football and not to promote local arts. Music, local theaters, and jazz clubs struggle because of this.
- CATS Buses and billboards can be used to advertise for programs and events around town.
- Developing programs to support youth and engaging the youth to be more involved with assets around the corridor.

### DIVERSITY & IDENTITY

- Promote local art & events. The WALLS project trying to preserve & document significant murals.
- Baton Rouge National Cemetery - culturally significant cemetery used to bury Civil War soldiers.
- What is Florida Corridor's identity? Just a fast transit or more than that?
- The Florida Corridor is one of the most diverse areas in East Baton Rouge Parish
- There is a need to create spaces for multi generational connections.

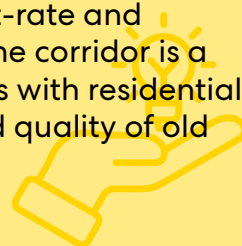


# ECONOMY

Key Findings related to ECONOMY relate to the commercial activity attracting investment and development to the Florida Corridor. These aspects of the corridor today are summarized below, with related analysis on the pages to follow. Full analysis can be found in the Discovery & Needs documentation provided in the Appendix.

## Key Findings: ECONOMY

- Disparities in population growth, household income, homeownership, and employment persist across racial and geographic lines.
- The corridor is experiencing displacement pressures, particularly in neighborhoods north of the corridor.
- Government sector growth has slowed, while healthcare and professional services sectors are areas of opportunity to revamp the office market's recent inventory decline.
- The non-residential market assessment reveals a lagging and inconsistent investment pattern for office, retail, hotel, and industrial uses contributing to lackluster growth.
- Construction of new market-rate and affordable housing along the corridor is a positive sign, but challenges with residential development feasibility and quality of old housing stock persist



## Residential Takeaways

### Multifamily Growth

1,500 new multifamily units have been added to the Corridor since 2010, but high vacancy rates indicate absorption has not kept up with this new inventory.

### Affordable Housing

Some new affordable housing has been built, but it has taken significant subsidy. Market rents are already very low from a development feasibility perspective, so with high vacancy rates right now, it is difficult to build new multifamily housing even at market rate.

### Displacement Pressure

Increased rental and home prices are creating displacement pressure for the lowest-income households on the Corridor, with over half of renter households being either cost-burdened or extremely cost-burdened.

## Aging Affordable Housing

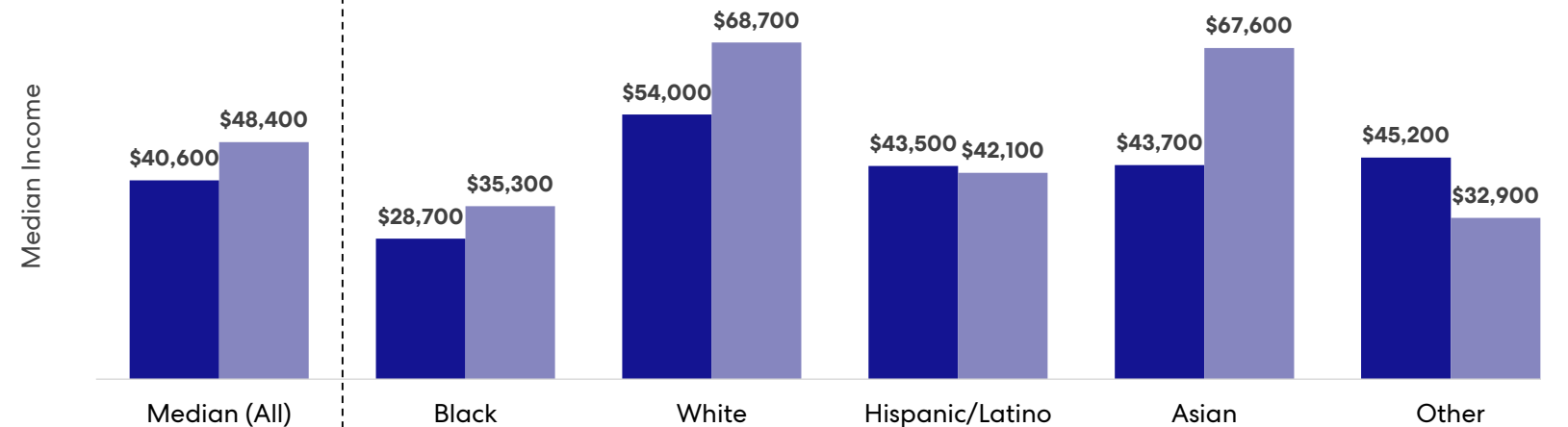
The corridor is losing quality affordable housing for renters below the median income, as rents increase, and units built in the 1970s and 1980s age. Factors indicating poor housing quality like blight and pests are concentrated in the western portion of the corridor, aligning with a stretch of older, more affordable housing between Downtown and Goodwood.

## Access to Homeownership

Homeownership inequities align closely with the geographic divide: homeownership is highest for residents who are White, higher income, and older. Homeownership has declined over the last decade as home values rise.

## Corridor: Change in Median Income by Race (2011 - 2021)

Data Source: ACS 2011 and 2021 5-Year



Household income for Asian residents has increased greatly since 2011 and is now on par with the increased income of White residents. Both populations now have a median income 1.5x that of Black and Latinx residents, whose incomes have remained the same or decreased since 2011. The median income for homeowners is 2.5x higher than that of renters.



## Commercial and Industrial Takeaways

### Office - 8.7M SF

Office rents along the corridor are consistent with the City and Parish but rent growth in the corridor has lagged. Newer office developments have been limited and scattered in location and typology.

### Retail - 6.2M SF

Retail growth and rents lag the City and Parish due to the loss and conversion of the Cortana Mall. There have been few deliveries in the last 10 years and there are no significant planned developments in the pipeline.

### Hotel - 1,352 Rooms

Hotel inventory and performance have been stable for the last 10 years (only Downtown), likely due to a stable drum of business travel to Downtown Baton Rouge.

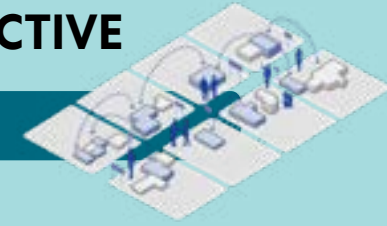
### Industrial - 2.8M SF

Industrial inventory, rents, and performance on the Corridor have been largely stagnant for the last 10 years until the delivery of the new Amazon Fulfillment Center in 2021.

## Corridor Multi-Family Average Rents (2023)



# COMMUNITY PERSPECTIVE



## ECONOMY

### INVEST IN HOUSING

- Baton Rouge needs to invest in affordable and workforce housing. The term 'affordable housing' has been stigmatized in especially in political conversations. Affordable housing can help alleviate housing insecurity faced by some citizens in Baton Rouge.
- The building codes can help incentivize multifamily developments in areas like downtown and Mid City that need housing.
- Housing around existing anchors like Baton Rouge General can get rehabbed to house the workforce of these employment centers.
- Traffic congestion is a major issue. How can we bring good jobs to the areas people live to reduce commuter time? How can we make it affordable for state workers to live closer to work downtown?

### IDENTIFY CATALYST INVESTMENTS OPPORTUNITIES

- The properties along Amite River in the flood plain can be used for storm mitigation or for recreation.
- Having green space improves property values along the corridor.
- Propose strategies to prevent vacancy along the corridor, such as a vacancy tax and property tax.
- Provide tax incentives for development of prime locations in downtown and make it easy for developers to invest and build.

### INCUBATE TECHNOLOGY & INNOVATION ALONG THE CORRIDOR

- Retaining talent graduating from BRCC, LSU and SU and providing job opportunities are priorities to encourage graduates to stay in Baton Rouge. Focus on job opportunities in sectors in related to successful programs at the universities.
- Louisiana Economic Development (LED) certification helped identify the potential site for current Amazon fulfillment center. Getting more sites certified through this program can help catalyze industrial and business growth.



# Corridor-wide Strategies

## Scenario Planning Approach

A Scenario Planning approach laid the foundation of the Florida Corridor Plan. Population and market projections were an essential first step to define the potential futures of the corridor study area.

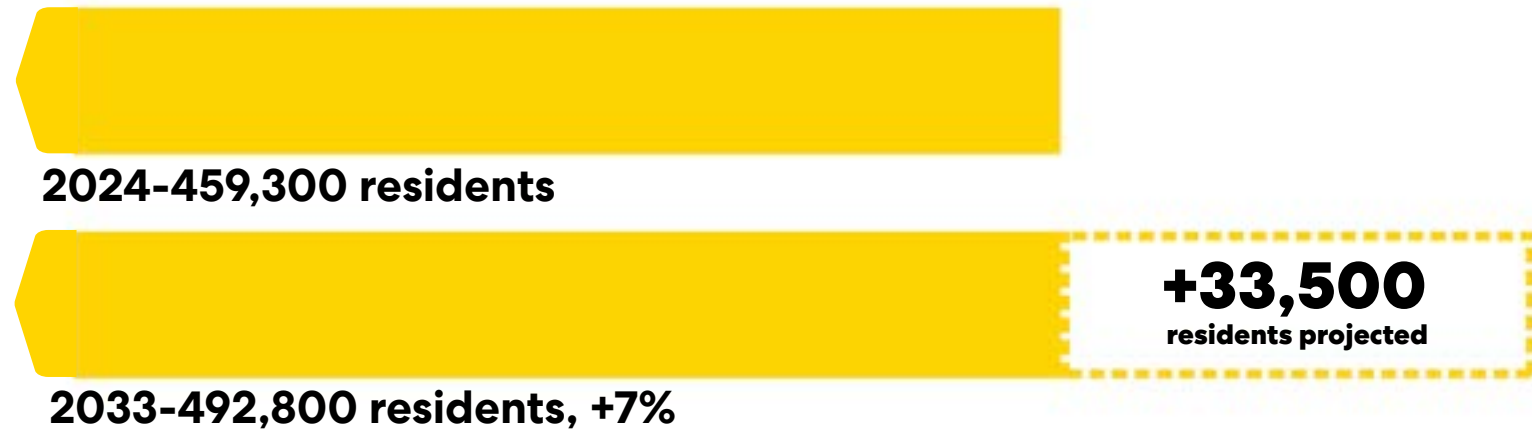
## Population

The population in the Corridor has grown 13% since 2000 but has largely stalled in the last decade. The larger Parish population, meanwhile, has experienced more steady growth. The Parish is expected to continue to grow at the same steady rate annually, adding 33,500 new residents by 2033. With investment in specific nodes, the Corridor can capture a portion of this growth, ranging from 8,000 – 11,000 new residents.

## Corridor Population Growth Scenarios:

- 700 new residents (based on 2010-2021 ~.02% capture of EBR growth)
- 8,000 new residents (based on 2000-2021 ~23% capture of EBR growth)
- 11,000 new residents (based on 2000-2010 ~33% capture of EBR growth)

## Population Projections (2024-2033)



Source: EMSI

### Multifamily Growth

The multifamily demand analysis considered historic trends and the demand for multifamily over single-family homes. Multifamily demand projections are based on the expected population growth in the Parish. For the corridor to catalyze interest and capture this level of growth, additional investments in infrastructure, placemaking, and amenities are necessary in coordination. As new residential development occurs and establishes a more mixed-use and vibrant environment, it could catalyze further interest and demand for residential.

### Retail Growth

Existing retail supply generally meets demand across the Corridor; however, in the short-term, intentional small-scale retail can still help activate nodes and support the success of mixed-use developments.

### Office Growth

Considering slow absorption rates and existing vacancy in the Corridor, there will likely only be modest demand for new office in the short-term. The rate at which space in Mid City Tower is leased will further indicate the demand for new office in the short-term. There may be more demand in the long-term, specifically for growing health & professional services industries.

### Hotel Growth

Given the current market, little growth is expected for hotel in the Corridor, as demand in the Parish is concentrated around LSU. Any demand within the Corridor is already met with existing hotels in Downtown.

**600-1,200**  
**New Multifamily Supportable Units**  
**through 2033, ~4-8 buildings**

**15-33%**  
**Capture of Total East Baton Rouge**  
**Parish Multifamily Renter Pool\***

*Source: CoStar, ACS 2019 5-Year Data, Esri, HR&A analysis*

East BR Parish: Change to Top 5 Largest Industries

Industry	2010-2022 Change	2022-2033 Projected Changed
1. Government	-14%	+2%
2. Healthcare & Social Assistance	+16%	+19%
3. Construction	-3%	-7%
4. Retail Trade	-8%	-4%
5. Professional, Scientific, & Technical Services	+5%	+9%

### 10-Year Estimated Retail Demand with New Population Growth

**~20,000 SF**  
**New Supportable Restaurants & Bars**  
**Through 2033**

**~50,000 SF**  
**New Supportable Miscellaneous**  
**Neighborhood Retail Stores\* Through 2033**

**In the long-term, if the Corridor can attract 8,000-11,000 new residents, there will be additional demand for restaurants, bars, and miscellaneous neighborhood-serving retail stores.**

*Source: Claritas, HR&A Analysis*

*\*Renter pool represents demand from new residential population as well as renter turnover*

*\*Miscellaneous Retail Stores include florists, stationary stores, gift & souvenir shops, thrift stores, pet stores, & art stores.*



# LAND USE AND DEVELOPMENT

## Regulatory Recommendations

Baton Rouge uses two key policy tools to guide development: the Unified Development Code (UDC), which is regulatory, and the FutureBR Comprehensive Plan, which guides policy. These tools work together to provide regulation and guidance on most physical aspects of development, with UDC zoning taking precedence. FutureBR includes character areas that guide site development, landscape, and parking requirements based on context, use, and desired density.

The UDC divides the city's land into zoning districts and defines Overlay Districts with unique guidance for specific areas, as detailed in UDC Chapter 10. Chapter 10 Overlay District guidance was added to the UDC with the intent that if any new or existing overlay wanted to adopt the form regulations, a consistent set of additional regulations could be put in place. The Florida Corridor Plan does not propose changes to existing land use or zoning on a parcel-by-parcel basis. Zoning changes require support from property owners and political backing, needing a 2/3 majority vote from the Metropolitan Council. Adjustments to permitted uses also need political and property owner support.

An Overlay district – the Florida Boulevard Design Overlay – already exists that includes the Florida Corridor Study area from N Foster Dr to the N Flannery Rd. The Florida Corridor Plan proposes the creation of a new urban design Overlay District – Florida West – which would include the area from N Seventh Street (just east of I-110) to N Foster Rd as a new overlay which would implement the Urban/Walkable Design Standards from Chapter-10 Overlay-Districts. This would add additional regulations to this area in the form of review time and additional cost to ensure that proposed projects conform to the overlay.

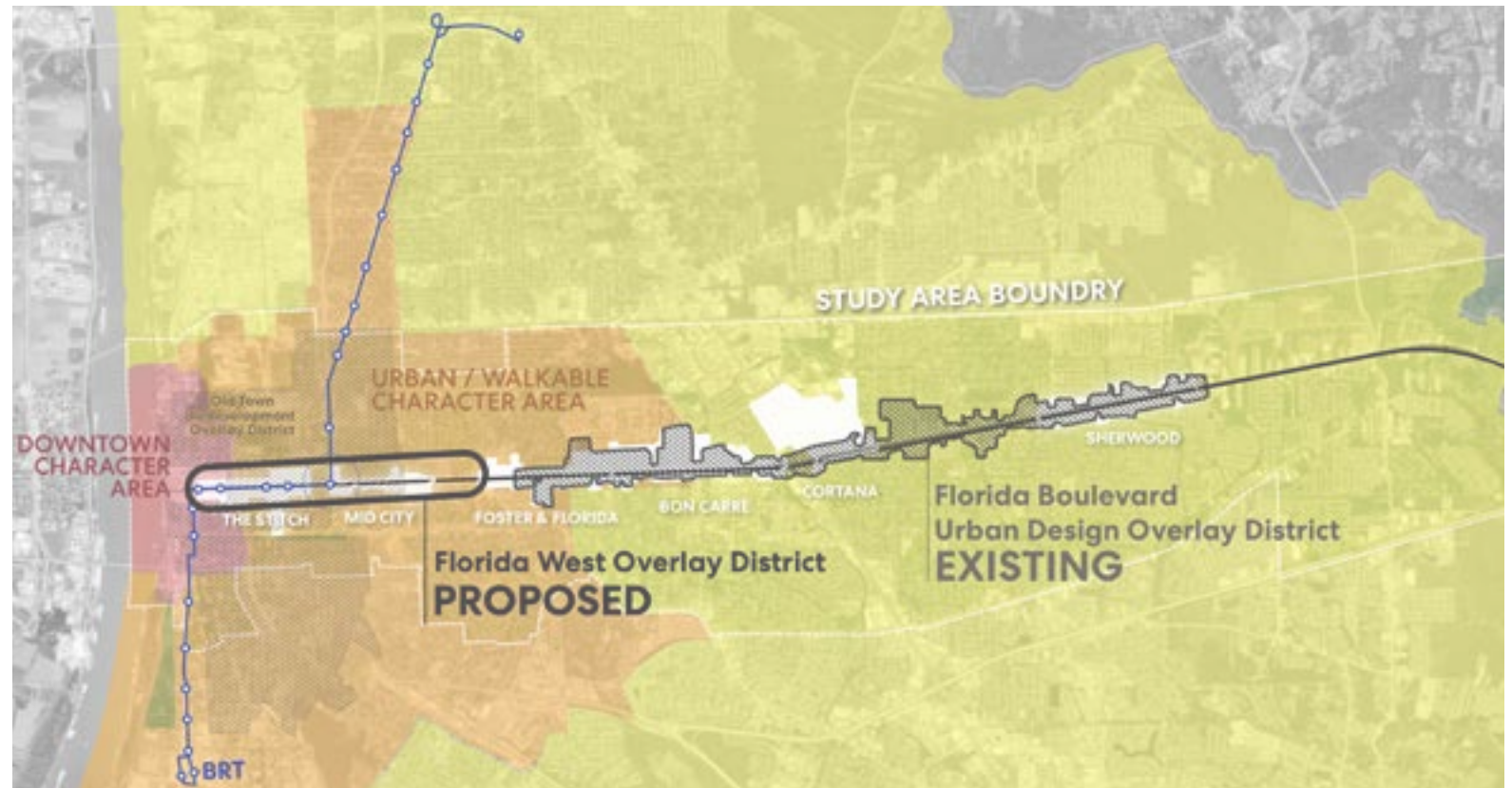
The plan also suggests defining “auto sales and services”

as a conditional use within the new Florida West Overlay District. This change aims to encourage a mix of new uses beyond automotive businesses. It will enable the defined neighborhood centers within the plan to provide a wider-range of neighborhood-serving uses including other types of commercial and residential uses. Political support will be needed to achieve this objective, and, in the process, some existing uses will become “nonconforming.” Conditional Use Permits (CUP) need Planning Commission and possibly Metropolitan Council approval.

The UDC can offer regulatory development incentives for transit-served areas of the Corridor. Currently, the UDC

provides parking credits for developments within 1,000 feet of a transit stop. The new overlay district could further incentivize density near MoveBR BRT Stations by including residential density credits for developments within 1,000 feet of each station. This would allow greater flexibility in site optimization while not necessarily requiring a site-by-site Planned Unit Development process.

Policy change can be challenging and will require advocacy from institutional partners in support of the Florida Corridor Plan. The result of changing land policy will be seen for years to come, impacting the area more and more as development momentum builds along the Florida Corridor.



## Development Processes

Lower the barrier to neighborhood-scale, infill development.

- Create a community-centered development process to ensure that future projects align with community goals (explore creating a neighborhood-specific Community Land Trust)
- Expedite the local government development review process for projects along the corridor. Expediting the development process can be achieved through streamlining the developer solicitation and procurement, and entitlement approval process.
- Provide incentives to spark development (e.g. tax abatements, tax increment financing, reduced development fees, direct grants).



**Soul City Corridor Development Plan, Chicago, IL**

An equitable corridor development project with mix of uses and adaptive re-use development aligned with street infrastructure investments.

## Design Standards

Create a new Unified Development Code Design District Overlay called “Florida West.”

- Create a new geographic boundary for the “Florida West” overlay that extends along Florida St/Blvd from I-110 (west) to Foster Boulevard (east). This will be for parcels that directly attach/face Florida Street/Boulevard and incapsulate the following three neighborhood centers: The Stitch, Mid-City, and a portion of Foster at Florida. It will contain sub-areas that are guided by existing context including street section of Florida Street/Boulevard.
- Adopt current design standards in the UDC for overlay districts (Section 10.3.2) that are in alignment with FUTUREBR. On parcels fronting Florida Street/Boulevard, advocate for development in alignment with FUTUREBR Urban/Walkable Character Area Recommended Standards to ensure pedestrian-friendly design where buildings front the sidewalk and street with clear entrances, lighting, and parking/service is screened or located behind buildings.
- Within the “Florida West” design overlay, offer density incentives via zoning relief for development proposals that seek to exceed 30 units per acre on parcels that are within 1,000 ft of a transportation stop.



**North Lamar Transit Center Station Area Vision Plan, Austin, TX**

The vision plan is grounded in the three-year planning process that established the ETOD goals and priorities through extensive community engagement



## Vacant & Underdeveloped Lots

Redevelop tax delinquent, vacant, blighted and underutilized parcels.

- Strengthen code enforcement for blighted properties, vacant lots, signage, and lighting.
- Partner with community organizations and developers to redevelop properties.
- Assemble strategic sites and identify catalyst sites for near-term development projects.
- Utilize recent changes to State Law to transfer adjudicated properties (“Mow to Own” Program).
- Provide and align incentives to spark investment, for example, grants or low-interest loans can be provided for home repairs or dilapidated properties.
- Focus development incentives on façade improvement programs and repositioning aging strip retail developments. Consider implementing a similar program to the Façade & Signage Improvement Program (FSIP) that is offered in the Baton Rouge North Economic Development District, which includes the North side of Florida Boulevard, to cover the entire Florida Corridor.



### Mow to Own Program, Baton Rouge, LA

The Program is a sale of adjudicated property program. This program sells adjudicated below market value to adjoining landowners.



### Project CORE, Baltimore, MD

This program, operated by the state, aims to demolish dilapidated properties and provide funding for redevelopment to enhance the overall impact on the neighborhood.

## Affordable Housing

Establish affordable housing goals on publicly-led developments

- Publicly owned parcels should tie incentives to achieve a minimum percentage or quantity of housing units developed to be affordable, striving for deep levels of affordability when possible. In addition, goals for desired housing unit mix to encourage family units should be established.

Establish a voluntary Equitable Transit-Oriented Development (ETOD) overlay with minimum land use intensity and affordable housing goals

- East Baton Rouge may create a voluntary, ETOD program to facilitate the development of affordable housing in residential and mixed-use development projects within 1/3 mile of the Plank-Nicholson Bus Rapid Transit (BRT) Stations. An ETOD program provides a consistent, systemwide framework within which developers are provided with alternative regulatory standards and other incentives in exchange for construction of affordable units. Overlays can offer more flexible dimensional standards (e.g., increased height), entitlement fee waivers, reduced parking requirements, expedited review, and other incentives to increase the feasibility of affordable housing production.



### ETOD Final Report and Executive Summary, Austin, TX

The study identifies tools and policies that focus on preserving existing communities & enhancing their access to economic opportunity

# PLACEMAKING

## Public Spaces & Programming

Provide resources and incentives to enliven existing public spaces and invest in new public spaces alongside development and infrastructure.

- Create an “enliven the corridor” program that sponsors temporary public space installations.
- Partner with BREC and civic/institutional partners along the corridor to sponsor stewardship of existing public spaces.
- Identify locations for new privately-owned public spaces as part of public-private partnership development projects.
- Include public realm and pedestrian improvements along with art and lighting to better connect under the I-110 Interstate Highway
- Incentivize public amenities that improve community health and well-being. BBR can evaluate incentives (programmatic, financial, or administrative) to developers or landowners who provide for public amenities and open spaces in private properties.



**Emancipation Park, Houston, TX**

Oldest park of Houston originally the only park open to African Americans, after renovation the project has refurbished landscape and playground, reuse of historic buildings and a new plaza



**Freedom Park, Raleigh, NC**

An inspiring destination offering an experience of awakening, imparting to visitors a sense of identification with African American heritage

## Branding & Cultural Identity

Imbue the rich history and culture of neighborhoods along the corridor through art and entertainment.

- Collaborate with local nonprofit organizations to develop a comprehensive public art plan.
- Invest in local artists to exhibit art in storefronts or public spaces along the corridor.
- Sponsor live music and other events that highlight the rich diversity of the neighborhoods along the corridor; partner with local institutions.



**Destination Crenshaw, LAX, CA**

The project will be an art museum along Crenshaw Blvd which will include streetscape, exhibits, major art installations, thereby imparting cultural significance



**The WALLS Project,  
Baton Rouge, LA**

Collaborate with local nonprofit organizations like The WALLS project to develop a comprehensive public art plan



## Tree Canopy Coverage

Invest in urban forestry and tree planting in areas experiencing the highest urban heat island effect.

- Update and enforce the Landscape and Trees section of the Unified Development Code to incorporate tree quantity and variety.
- Invest in street trees that are resilient, low management, and provide shade coverage.
- Incentivize tree planting on privately owned property in tree-scarce areas of the corridor.



**Baton Rouge Green, Baton Rouge  
LA**

A non-profit organization working to maintain thousands of trees along major roadways and community green spaces



**Texas Trees Foundation, Dallas,  
TX**

A non-profit organization creating a new green legacy for North Texas through transformational plans that mobilize the public to activate the benefits that urban forestry provide

## Green Infrastructure

Adopt 'grey-to-green' strategies to accompany new development and infrastructure projects especially in areas susceptible to flooding.

- Within the public right-of-way, implement bioretention landscape elements (e.g. rain gardens or filtration strips) that manage and clean stormwater.
- Create and enforce green infrastructure standards for new developments receiving public incentives across a range of parcel sizes and land uses.



**St David's Foundation  
Community Garden at Boggy  
Creek, Austin, TX**

# TRANSPORTATION AND MOBILITY

Revitalizing the Florida Corridor requires a comprehensive approach integrating land use, placemaking, and transportation strategies to cultivate walkable, 20-minute neighborhoods, with more resilient, complete streets. Core to the identity of the Florida Corridor is its auto-oriented landed uses and expressway design, returning Florida to the vibrancy it had at the turn of the 20th century requires deliberate policy decisions to reverse 1960's and 1970's development patterns.

Key Transportation Objectives Include:

1. Policy/Regulatory Changes: Promote more walkable developments through zoning change and parking and access management.
2. Multimodal Connectivity: Improve transit amenities and reliability and enhance non-driving options through multimodal, mobility hubs.
3. Neighborhood Traffic Calming: Improve safety and reduce speeds on the Florida Corridor and intersecting streets.
4. Infrastructure Investments: Extend MOVEBR and BRT safety and transit infrastructure improvements.

## Policy/Regulatory Changes

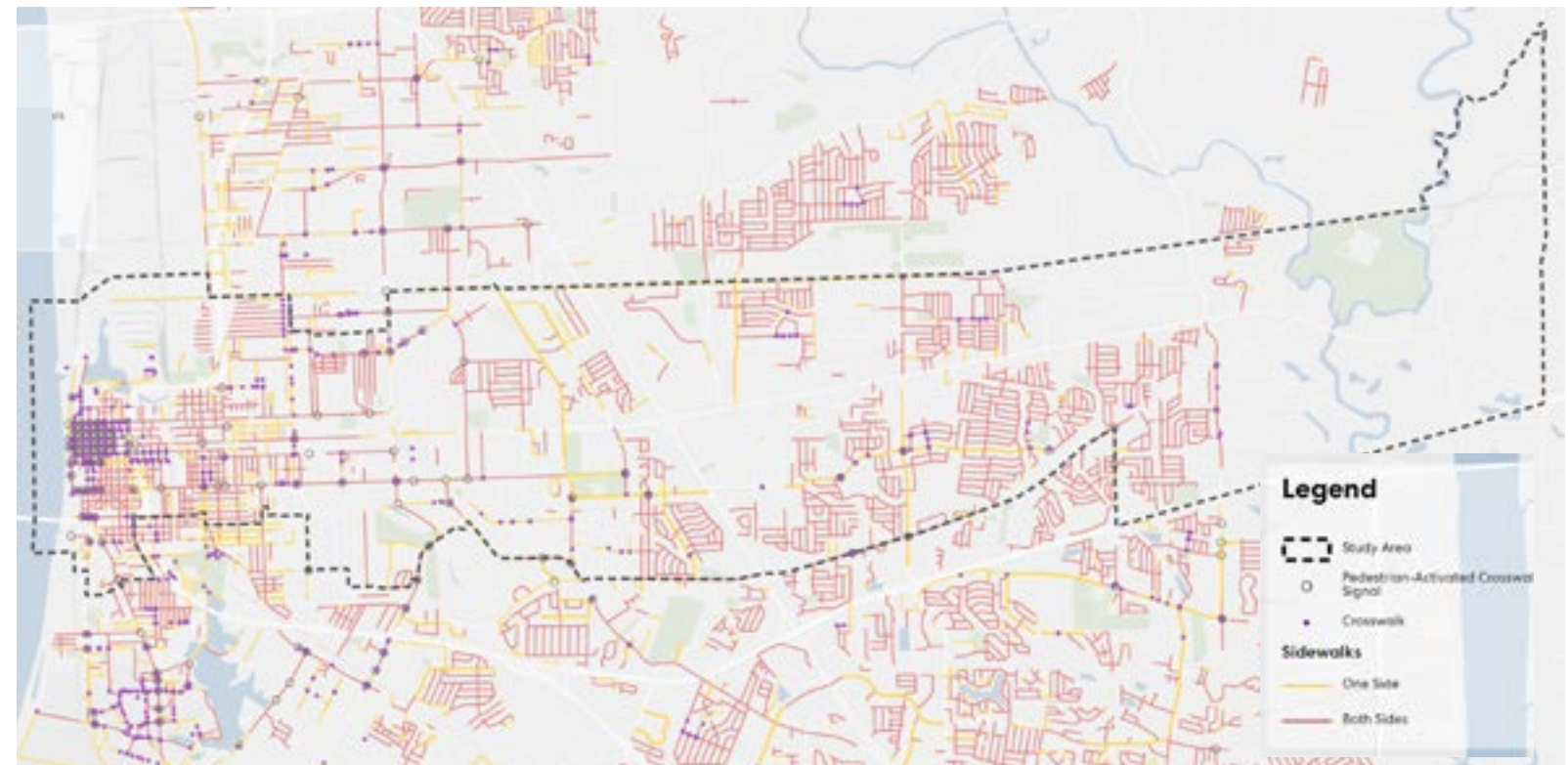
Baton Rouge is ranked as the 5th most dangerous city in the U.S., according to Smart Growth America's Dangerous by Design. The Florida Corridor has several intersections with high concentrations of collisions for both people and vehicles. It will take a combination of design

improvements and policy changes to meaningfully improve conditions for people walking along the Florida Corridor.

Throughout the Florida Corridor there are surface parking lots that are close to and even greater than the size of a city block. Similar to roadway capacity and design, parking induces demand, meaning it encourages people to drive because of how convenient it is. If shopping along Florida you would likely drive from one destination to the next even if it's just across the street because you would spend minutes walking through parking lots without any

dedicated walking paths, greenery, or shade. Encouraging walking, biking, and transit or a park once model, requires right sizing the amount of parking on the corridor.

Reducing speeds on residential streets can improve safety for both pedestrians and cyclists and can help with traffic calming. Policy considerations to help with traffic calming include neighborhood slow zones, which would mean lowering speed limits and implementing some of the traffic calming measures, many of which are discussed in Chapter 4 - Neighborhood Recommendations 64.



**Pedestrian Infrastructure Map**



# TRANSPORTATION AND MOBILITY

## Policy Change

Incentivize new investments that support walking, biking, and transit through parking management and zoning changes

- Reduce parking minimums and/or introduce parking maximums where there is frequent transit and infrastructure to support walking and biking.
- Allow for shared parking arrangements to limit the construction of new parking.
- Reduce conflicts through access management strategies like reducing the number of driveways or providing access via alleyways.



### Shared Parking & Parking Maximums in Knoxville, TN

Allow for shared parking & consider parking maximums where uses have different operating hours and parking demands, to encourage walking, biking, and transit



### Access Management in Raleigh, NC

Raleigh's Unified Development Ordinance identified standards for the design and placement of driveways to reduce conflicts and improve circulation and walkability

## Transit Connections

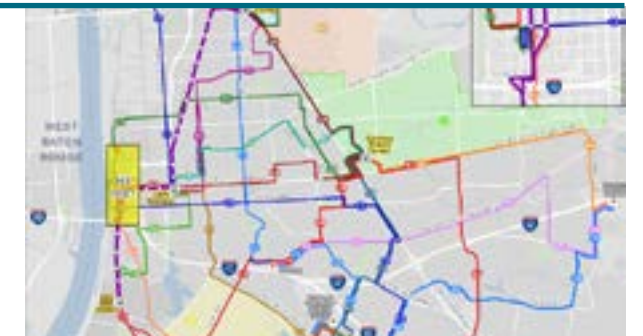
Enhance transit connections and multi-modal connectivity

- Improve connectivity through Mobility Hubs - access points that offer seamless transit and multimodal connections with features like transit bays, bikeshare, and carshare.
- Implement future proposed route changes in the COA and Empower BR to improve transit connections, and reliability.



### East Austin Mobility Hub, TX

The community mobility hub provides a neighborhood-based access point with carsharing parking spots, a planned charging hub for e-bikes, e-scooter share, and discounted ride-sharing, along with other amenities



### CATS Comprehensive Operations Analysis, Baton Rouge, LA

New network improves transit travel times by 13-15% and increases the number of frequent routes from 4 to 6

## Neighborhood Traffic Calming

Improve safety and reduce speeds on residential streets

- Implement street design changes that encourage more walking and biking.
- Includes design treatments mid-block and at the intersection that improve visibility, provide more space for walking and crossing, and reduce speeds.
- Lower speed limits in school and residential zones.



### Traffic Calming in Orlando, FL

A new raised crosswalk and signage next to the Audubon School in Orlando reduces speeds and improves visibility making it safer for groups of kids to cross



### Lowering Speed Limits in Knoxville, TN

Knoxville lowered its default speed limit from 30 to 25 mph, improving its People for Bikes Bike Network Analysis score from 8 to 24

## Florida Corridor Projects

Extend MovEBR and BRT safety and transit infrastructure improvements

- The MovEBR Corridor Enhancement Project offers a full suite of safety improvements from N 22nd Street to Airline Highway (In Design)
- Plank-Nicholson BRT provides premium bus stop amenities, traffic signal priority, and crossing improvements from N 5th to 22nd St (Approaching Implementation)



### MOVEBR, Baton Rouge, LA

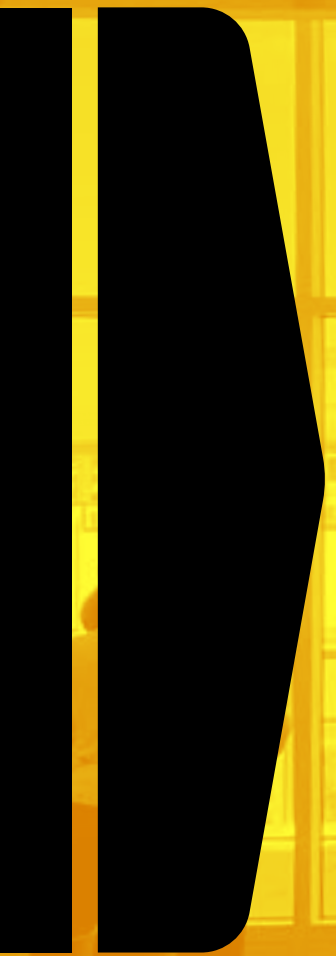
Offers of suite of intersection, sidewalk, and signal improvements for people, walking, biking, and riding transit.



### Plank-Nicholson BRT, Baton Rouge, LA

Premium bus stop amenities including level-boarding, large canopies, real-time information, and solar-powered shelters





# 04 Neighborhood Centers



# Neighborhood Center Evaluation

## Identification and Evaluation Strategies/ Process

FUTUREBR defines the concept of 20-minute neighborhood as neighborhoods where residents have essential amenities within walking distance as well as facilities to enable a healthy lifestyles, enrich the resident's daily experience, and help better quality of life. The project team and Advisory Committee applied the concept of 20-Minute Neighborhoods, layering data analysis of the Florida Corridor to identify areas where a nascent mix of uses and major anchor provide the start of what could grow to be come robust neighborhood centers. These neighborhood centers became the focus of market analysis and development recommendations as the plan developed.

## Criteria for selecting a NEIGHBORHOOD CENTER

### Social Vulnerability

- Socioeconomic Status
- Household Characteristics
- Racial & Ethnic Minority Status
- Housing Type and Accessibility to transportation

### Economy

- Change in Median Home Value
- Major Employers
- Housing Affordability
- New Development since 2010

### Place

- Multimodal Safety
- Past/ Future Plans
- Access to Open Space
- Vacant Index

### Culture

- Recreational Assets
- Institutional Assets
- Cultural Assets



## ADVISORY COMMITTEE COLLABORATION

The Advisory Committee consist of representatives from various governmental agencies, civic associations, partnering organizations, community development entities and key stakeholders. The second advisory committee meeting was held on September 19th, 2023, during the “discovery phase” of the project. During this meeting the consultant team presented to the committee what we investigated and our key findings. Together with the committee, the project’s six Neighborhood Centers and all Opportunity Sites were selected and fine tuned.

**Advisory Committee Meeting (September 19, 2024)**



# FLORIDA CORRIDOR NEIGHBORHOOD CENTERS

## The Stitch: N 5th Street – N 19th Street

The I-110 ‘Stitch’ covers the transitional area from Downtown to Downtown East across the I-110 Highway. Baton Rouge’s unhoused population has concentrated in this section of the Corridor. There are a number of large vacant parcels in this focus area.

## Mid City: N 22nd St – Park Hills Drive

The Mid City focus area is anchored by Baton Rouge General Hospital with several supporting medical facilities. There are large setbacks on building lots as the Corridor becomes more auto-oriented.

## Foster & Florida: Ward Creek – Marquette Avenue

The Foster & Florida focus area includes Baton Rouge Community College and the BREC HQ, and has several projects under development or completed, like the Mid City Tower renovation, the Allied Health facility, and the Rouses Supermarket. The Cortana Corridor Economic Development District (CCEDD) begins in this focus area.

## Bon Carre: Marquette Avenue – Airline Highway (US 190)

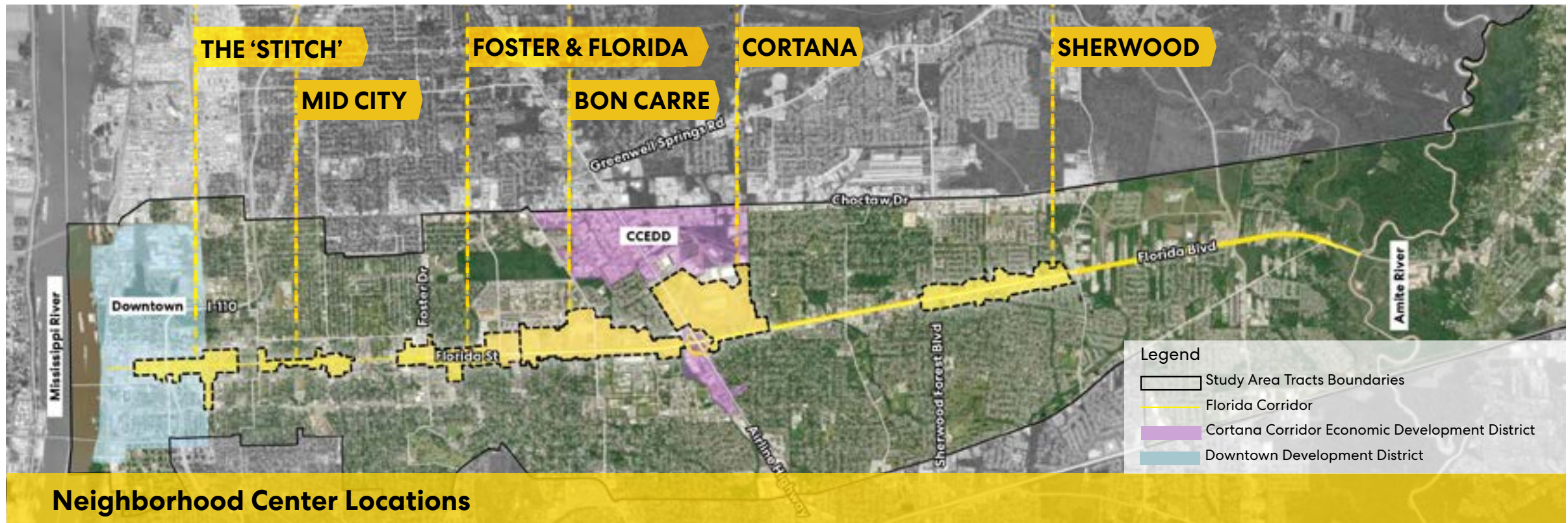
The CCEDD continues through the entirety of this focus area, anchored by Bon Carre, a business center along the Florida Corridor.

## Cortana: Airline Highway (US 190) – Monterrey Blvd

The Cortana focus area, which includes the western extents of the CCEDD, includes the Amazon Fulfillment Facility, a redevelopment of the former Cortana Mall.

## Sherwood: Sherwood Forest Blvd – N Flannery Rd

The Sherwood focus area is the most residential section of the corridor, yet has the fast speed limits of all the focus areas. This section is the most diverse of the focus areas, with markets and shops to support the Asian and Latino residents of Baton Rouge.





## NEIGHBORHOOD CENTERS & OPPORTUNITY SITES

After hearing from residents, stakeholders, and other interested parties, six Neighborhood Center areas were identified that have the greatest potential to leverage existing assets and current and planned development.

### Opportunity Sites

Opportunity sites are specific properties that may be redeveloped in the future to the benefit of the Florida Corridor planning goals.

**Where are there opportunities to guide future change along the corridor? The opportunity sites for redevelopment are identified within each neighborhood center and are selected based on five key metrics.**

### How are Opportunity Sites Defined?

#### Access

Prioritizing sites that are near public transportation and will benefit from planned infrastructure and pedestrian safety investments to improve walkability.

#### Proximity

Considering sites located close to existing community assets or in the vicinity of other current development projects that has synergy with the goals of the project.

#### Underutilization

Evaluating whether the current status of the site is categorized as vacant, undeveloped, or adjudicated, and assessing the compatibility of the site or structure with the long-term future vision for the area.

#### Location and Size

Evaluating the site's location, and its direct proximity to Florida Corridor and determining whether assembling multiple parcels supports neighborhood compatible mixed-use redevelopment.

#### Ownership

Assessing the ownership status of the site or assembled parcels, if have single or multiple owners and whether the parcel is owned by a public or a private entity.

# OPPORTUNITY ALIGNMENT

The Florida Corridor Plan identifies 47 opportunity sites across the six Neighborhood Centers. Each Opportunity Site was evaluated and categorized as a near-term “Catalyst Project”, a mid-term or long-term opportunity to clearly elevate the highest priority sites and lowest hanging fruit for potential implementation, described in more detail below:



## Near-Term Catalyst Projects

Sites that hold priority and focus of redevelopment efforts.

- Greatest potential for development in the next 2-3 years.
- Located in three focus areas with existing market drivers and development momentum: The Stitch, Mid City, and Florida & Foster.
- Offer opportunities to achieve broader community and economic development goals.
- Opportunities for BBR to lead on acquisition and redevelopment.



## Mid-Term Opportunity Sites

Sites that should be considered for development after near-term sites. BBR should retain flexibility to respond to opportunities as they arise.

- Alone, these sites do not offer the same market dynamics to catalyze private investment; however, each has characteristics that position it well for potential future development momentum.
- Currently projected demand does not support the development of these sites concurrently with near-term catalytic sites.
- Represent opportunities for BBR to support public-private partnerships or incentivize private development.



## Long-Term Aspirational Sites

Sites should be considered for development after near-term and mid-term sites, if supported by market dynamics.

- Redevelopment of these sites is not supported by projected demand.
- Present challenges to acquisition or redevelopment that may require policy interventions.
- The development timeline for these sites may exceed 10+ years.



# Neighborhood Center Recommendations

## Process and Refinement

The Florida Corridor Plan presents growth concepts and design ideas that reflect community priorities for each neighborhood center and respond to the unique market potential at each node along the corridor. The pages that follow illustrate development concepts within each of the six Neighborhood Centers. Each Opportunity Site identified and refined through the planning process is depicted in axonometric view with a conceptual development scheme. The Mid- and Long-term Visions depicted illustrate one potential future for the area, but do not represent prescriptive uses or preferred design. A Vision Statement and Growth Potential narrative for each Neighborhood Center present universal guidance on the market strengths present today and critical considerations that can help assure the success of future investment in the area by any party – public or private. The vast majority of these Opportunity Sites will come from the private sector and it is through partnership and clarity of purpose that community goals can be achieved to the greatest benefit for Baton Rouge.

One **Catalyst Projects** is identified in each of the Neighborhood Centers which represent the planning team and Advisory Committee’s highest priority parcel(s) for redevelopment or a placemaking project with great potential for near-term positive impact in the area. Within the Catalyst Projects, three **Catalyst Redevelopment Sites** were identified by the project team. These three sites present scale, consolidated ownership, or other qualities that position them as “low-hanging-fruit” for acquisition and/or redevelopment by Build Baton Rouge or its partners.

## Market Capacity for Near Term Change

Considering recent market trends, the addition of three catalyst sites in the Florida Corridor can capture a large share of the future market capacity. Trends suggest that a range of 600 – 1,200 new multifamily units can be supported in the Florida Corridor through 2033, based on the expected population growth in the Parish. Existing retail supply generally meets demand across the Corridor; however, in the short-term, intentional small-scale retail can still help activate nodes and support the success of

mixed-use developments. Considering slow absorption rates and existing vacancy, only a modest demand for new office is likely in the short-term. Also, little growth is expected for the hotel sector in the Corridor, as any demand within the Corridor is already met with existing hotels in Downtown Baton Rouge.

Thus, the near-term real estate market favors multifamily construction with small-scale retail on the ground floor. The multifamily demand projections should be spread across the three catalyst sites in phases to ensure healthy absorption. If privately led developments move forward in the interim, then those would also capture market demand, which would lower the development assumptions for the proposed catalyst redevelopment sites.

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# The ‘Stitch’

# THE STITCH

N 5th Street – N 19th Street

## Character and Community

The eastern end of The Stitch Neighborhood Center area was once the location of a large greenspace called Victory Park (between Florida Street and Laurel Street and Eight Street and Tenth Street). In the 1930's, the federal government built the Russell B. Long US Federal Courthouse and parking lot that consumed much of the Victory Park. The construction of elevated I-110 highway in the 1950s spurred closure of a prominent Community Club on the north side of the Florida Corridor and further severed the connection between Downtown and neighborhoods to the east. Today, the transition between Downtown and Downtown East is difficult to navigate on foot and visibility below and beyond the highway structure is limited.

By including parcels to the east of I-110, the Florida Corridor Plan hopes to re-connect Downtown East and Downtown, activating the edge and creating a stronger presence and gateway into the downtown area.

## Neighborhood Center #1: The Stitch



The Stitch area today presents other challenges and opportunities, including:

- Proximity to Downtown Baton Rouge destinations, employment, and the riverfront.
- Plank-Nicholson BRT investment will significantly improve transit access and experience.
- The Stitch is the area of highest social vulnerability of the 6 Neighborhood Centers.
- This area falls partially within the Downtown Development District, which offers additional funding and implementation support.
- Proximity to the BR Planning Commission to leverage opportunities to partner on development and/or programming.

Several businesses and institutions anchor this focus area today. Renaissance Park has taken over the former Goudchaux's Department Store. The Office of the City-Parish Planning Commission occupies the renovated historic Baton Rouge Junior High, and is in the same block as a Public Works Permit office and the Health Unit and the society of Street Vincent De Paul provides services for the neighboring unhoused community. Two large sites have uncertain futures--the Greyhound Bus Station and the USPS facility, which is on the Federal Government's Surplus List and has been subject of past redevelopment discussions.

## Area Character & Destinations

The cost of constructing I-110 was the destruction of Victory Park, which featured a prominent Community Club on the north side of the Florida Corridor.



Then: Community Club Hall in Victory Park, 1923

TODAY ←



Now: United States Postal Service Facility (#2 on Zoning & Assets Map)



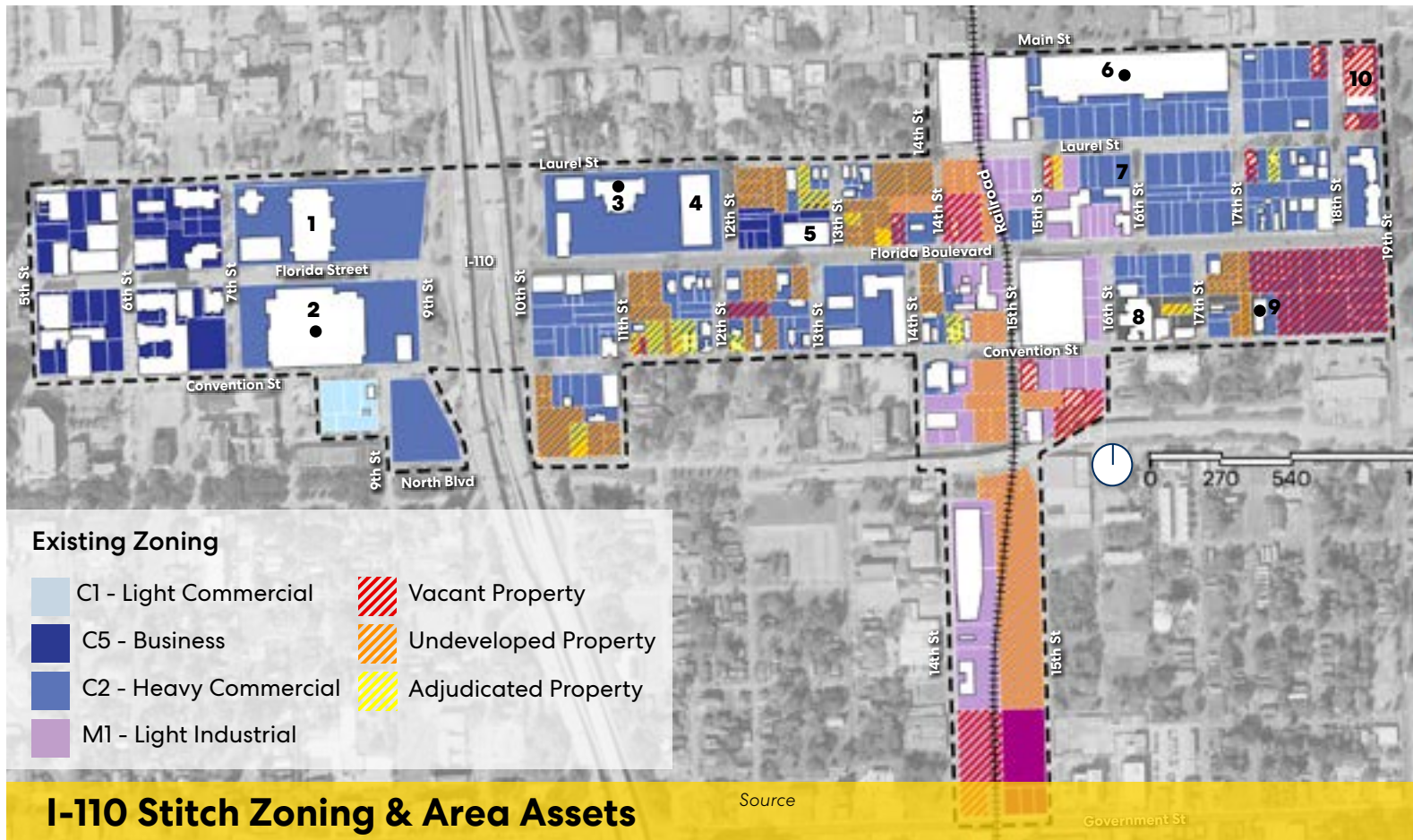




Baton Rouge Planning Commission (#3 on Zoning & Assets Map)

### Existing Assets

1. Russell B. Long Federal Building
2. United States Postal Service
3. Baton Rouge Planning Commission
4. East Baton Rouge Parish Health Unit
5. Greyhound Station
6. Renaissance Park
7. Inglesia Ni Cristo
8. Saint Vincent De Paul
9. Mt. Pleasant Baptist Church
10. Mid City Redevelopment Alliance



## COMMUNITY PERSPECTIVE

### Strengths & Challenges

- [The Stitch] is a critical link between Downtown to Mid City and a benefit for both in terms of development, quality of place, and bike/pedestrian accessibility.
- Interstate [Greyhound] bus station provides connections to other cities.
- Downtown Farmer's market is a strength.
- The Red Dragon Listening Room is a valued entertainment venue.
- St Vincent de Paul is a very worthwhile organization doing well for the community.

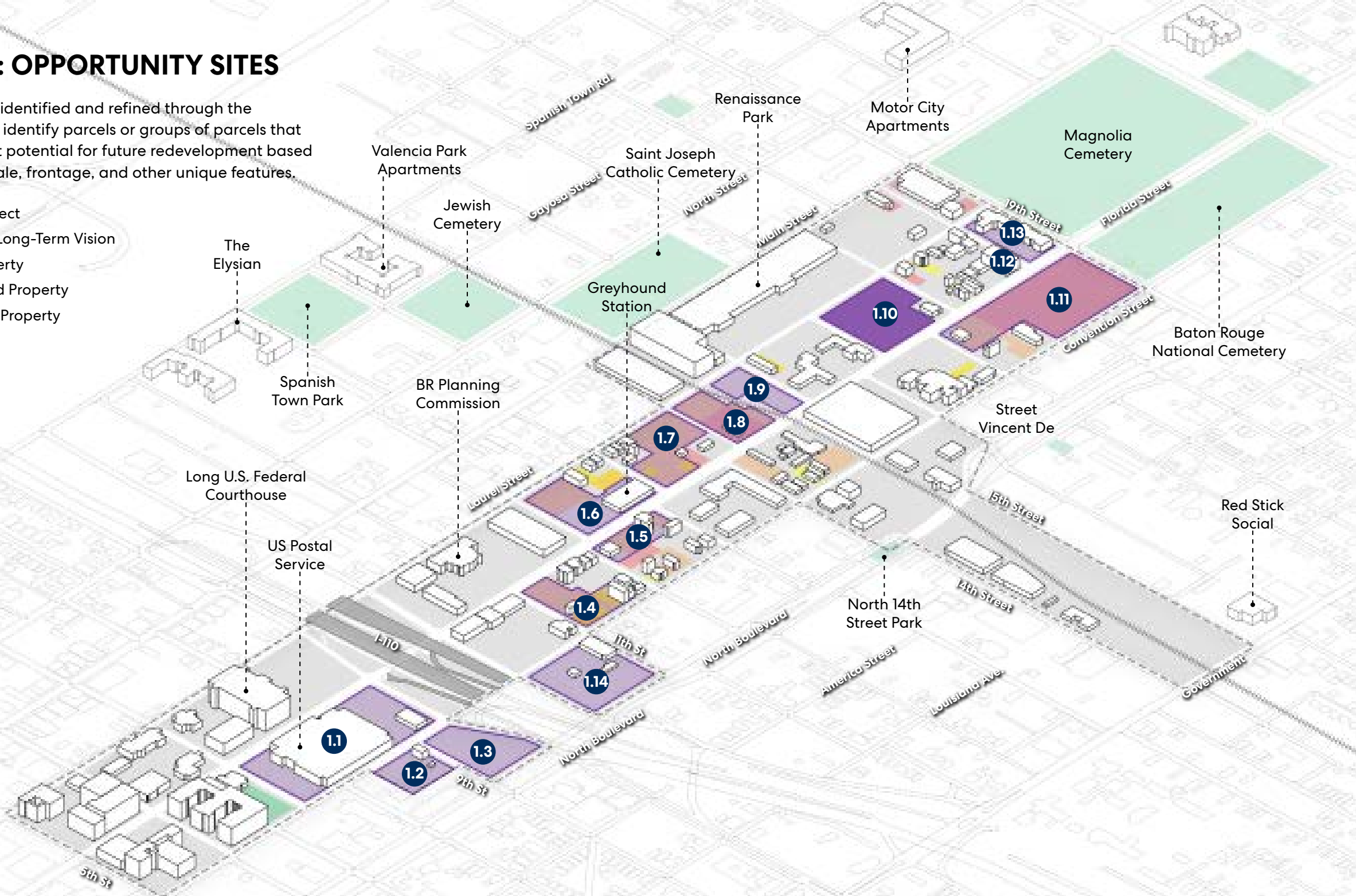
### Ideas & Needs

- Need for affordable multi-family housing, and some market rate housing.
- Need to develop areas around Baton Rouge General Medical Center as a mixed-use hub for the neighborhood.
- This is a good location for food trucks, but pedestrian crosswalks may be needed.
- Need for more lighting and improved maintenance beneath elevated I-110.
- The Florida corridor would benefit from protected bike lanes, wide sidewalks, elevated crosswalks, and other pedestrian and cycling friendly features and infrastructure that make streets more aesthetic, safe, and accessible.

# EXISTING: OPPORTUNITY SITES

Opportunity Site identified and refined through the planning process identify parcels or groups of parcels that offer the greatest potential for future redevelopment based on ownership, scale, frontage, and other unique features.

- # Catalyst Project
- # Mid-Term & Long-Term Vision
- Vacant Property
- Undeveloped Property
- Adjudicated Property





## EXISTING: OPPORTUNITY SITES



1.1 750 Florida St



1.4 1116 Florida Blvd



1.6 1253 Florida Blvd



1.10 1659 Florida St



1.11 205 N 19th St



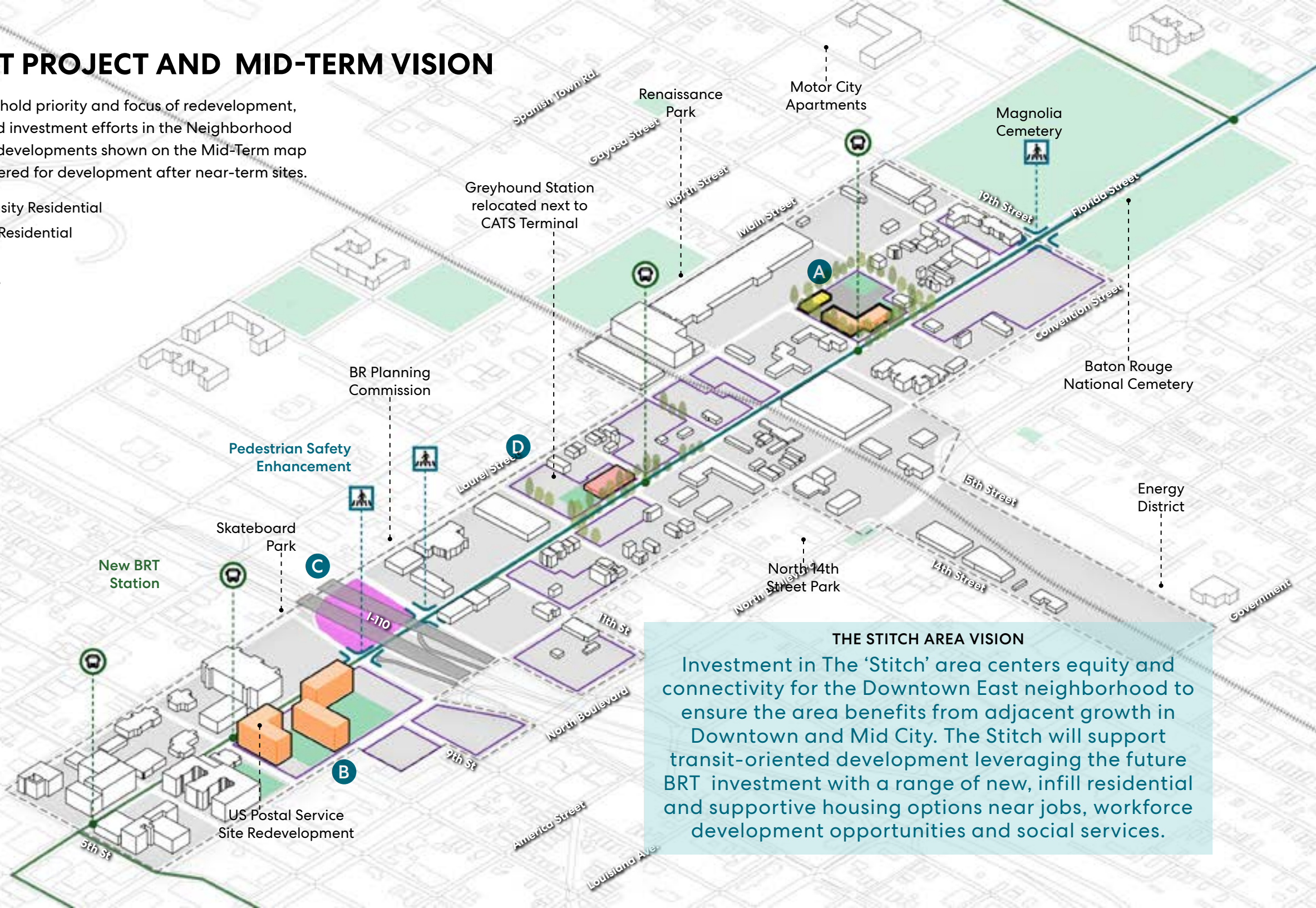
1.13 1819 Florida St



# CATALYST PROJECT AND MID-TERM VISION

Catalyst Projects hold priority and focus of redevelopment, coordination, and investment efforts in the Neighborhood Center. Other redevelopments shown on the Mid-Term map should be considered for development after near-term sites.

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking



## THE STITCH AREA VISION

Investment in The 'Stitch' area centers equity and connectivity for the Downtown East neighborhood to ensure the area benefits from adjacent growth in Downtown and Mid City. The Stitch will support transit-oriented development leveraging the future BRT investment with a range of new, infill residential and supportive housing options near jobs, workforce development opportunities and social services.



Site	Area (acres)	Parcels (count)	Owner	Description
1.1	5.07	1	not available	Oversized USPS office
1.2	0.97	5	Louisiana Companies	Land listed on the federal surplus
1.3	1.62	1	not available	Land listed on the federal surplus
1.4	1.43	11	multiple	Vacant parcels surrounded by single family housing
1.5	0.91	7	multiple	Vacant parcels surrounded by housing & small businesses
1.6	1.99	17	multiple	Vacant parcels near housing abutting the Greyhound site
1.7	1.69	8	multiple	Vacant parcels next to homes and a Food Mart
1.8	1.26	11	multiple	Vacant commercial building and parcels near train tracks
1.9	0.86	6	Renaissance Park, LLC	Surface lot near train tracks
1.10	2.45	18	multiple	Surface lot in front of Renaissance Park
1.11	4.21	30	multiple	Surface Lot, former Cintas site
1.12	0.19	1	East Baton Rouge Parish	Midcentury Modern Building
1.13	0.97	1	East Baton Rouge Parish	Vacant building with surface lots
1.14	2.16	14	multiple	Vacant Parcels along North Blvd

\*=assembled area

Source:

## GROWTH POTENTIAL

Real Estate Use	Market Capacity	Considerations
<b>Multifamily</b>	<b>High</b>	<ul style="list-style-type: none"> <li>With proximity to downtown, future BRT investments, and passenger rail to New Orleans, there is opportunity for higher density residential</li> <li>As the focus area with the highest social vulnerability, residential should include mixed-income housing with supportive services</li> </ul>
<b>Retail</b>	<b>Medium</b>	<ul style="list-style-type: none"> <li>Short-term activation strategy could test viability of more retail in the area in the future; potentially at the I-110 underpass or the Baton Rouge Planning Commission site</li> </ul>
<b>Office</b>	<b>Low</b>	<ul style="list-style-type: none"> <li>Future BR future land use includes an employment center in I-110 Stitch, however there is no demand for more office space in this area</li> <li>Any office focus should be paired with workforce training to maximize connections with existing residents</li> </ul>
<b>Hotel</b>	<b>Low</b>	<ul style="list-style-type: none"> <li>Focus area could capitalize on its proximity to Downtown Core to attract hotel in the future.</li> </ul>

Source: HR&A

## Growth Potential

The Stitch can bring together the assets of the Downtown Core and Downtown East neighborhoods with a focus on mixed-income housing and short-term retail activation strategies. This area is a critical gateway that can promote connectivity for the Downtown East neighborhood to benefit from adjacent growth in Downtown and Mid City. With proximity to downtown, funded MOVEBR Plank-Nicholson BRT and streetscape enhancements, and potential future passenger rail to New Orleans, there is opportunity for higher density residential in The Stitch. There should be a focus on mixed-income housing with supportive services though, as this focus area has the highest social vulnerability of all six Neighborhood Centers. Short-term retail activation strategies could test the viability of more retail in the area in the future.

## Other Considerations

The Stitch is a highly accessible location connected to transit and proximate to major employers. A **workforce development program** that provides training, education, and resources to improve individuals' skills, employability, and career advancement would be well located in this area.

Several food manufacturers already exist in The Stitch Neighborhood Center, including FlowersFoods/Flowers Wholesale Baking. Advantages exist for **food-based businesses or manufacturers** where there is a critical mass of co-located businesses to draw consumers from further afield or consolidate logistics.

# CATALYST PROJECT



## A Surface Parking Redevelopment fronting Renaissance Park:

Concept for redevelop the existing underutilized surface park lot fronting Renaissance Park (currently office space) into a multi-phased, mixed-income residential development positioned adjacent to the planned Plank-Nicholson BRT Station at 16th and Florida Street. Consolidated ownership (all parcels owned by 1500 Main, LLC), scale of the site (2.45 Acres), no existing structures requiring demolition, and direct frontage to Florida Street, make this a prime redevelopment opportunity.



**Concept Site Plan**



**Existing**



**Concept Rendering**



# MID-TERM DEVELOPMENT CONCEPTS



B

## USPS Site(s):

This large, highly visible site offers great redevelopment potential and scale that could support a larger housing development and associated greenspace. The 5.07-acre USPS site is on the Federal Surplus list - gaining site control would require attention from local political leaders. Site is in an advantageous position to be redeveloped to meet broader housing goals included mixed-income housing with affordable units. Mid-rise development suitable for downtown living is encouraged for this site.

C

## Enhancement Pathway under I-110 Structure:

Mirror improvements led by the DDD at Louisiana Ave to North Blvd., including expanded and protected walkways, lighting, and landscaping at intersections. Consider expanded project including a skate park under the highway structure (Florida St to Laurel St)

D

## CATS Terminal Enhancement/Expansion into Multi-modal Center:

Concept to create an enhanced CATS Terminal & multi-modal center. The Mid City Neighborhood Center offers the potential to relocate the Greyhound Bus Terminal and adaptively re-use the existing building as a commercial office/workforce development use with some retail adjacent to new infill residential units including on-site affordable units and supportive housing.



### Africatown Community Land Trust,

Seattle, WA

A nonprofit corporation that acquires land on behalf of the African American community, while serving as a steward for affordable housing, community gardens, civic buildings, commercial spaces, and other community assets



### Motor City Apartments

Baton Rouge, LA

Modern apartments in a historic setting with indoor & outdoor amenities, nestled in the Mid City neighborhood of Baton Rouge.



### Interstate Overpass Lighting

Baton Rouge, LA

Lighting & public space concept design under Interstate 110 as part of the Downtown Development District.



# LONG-TERM VISION

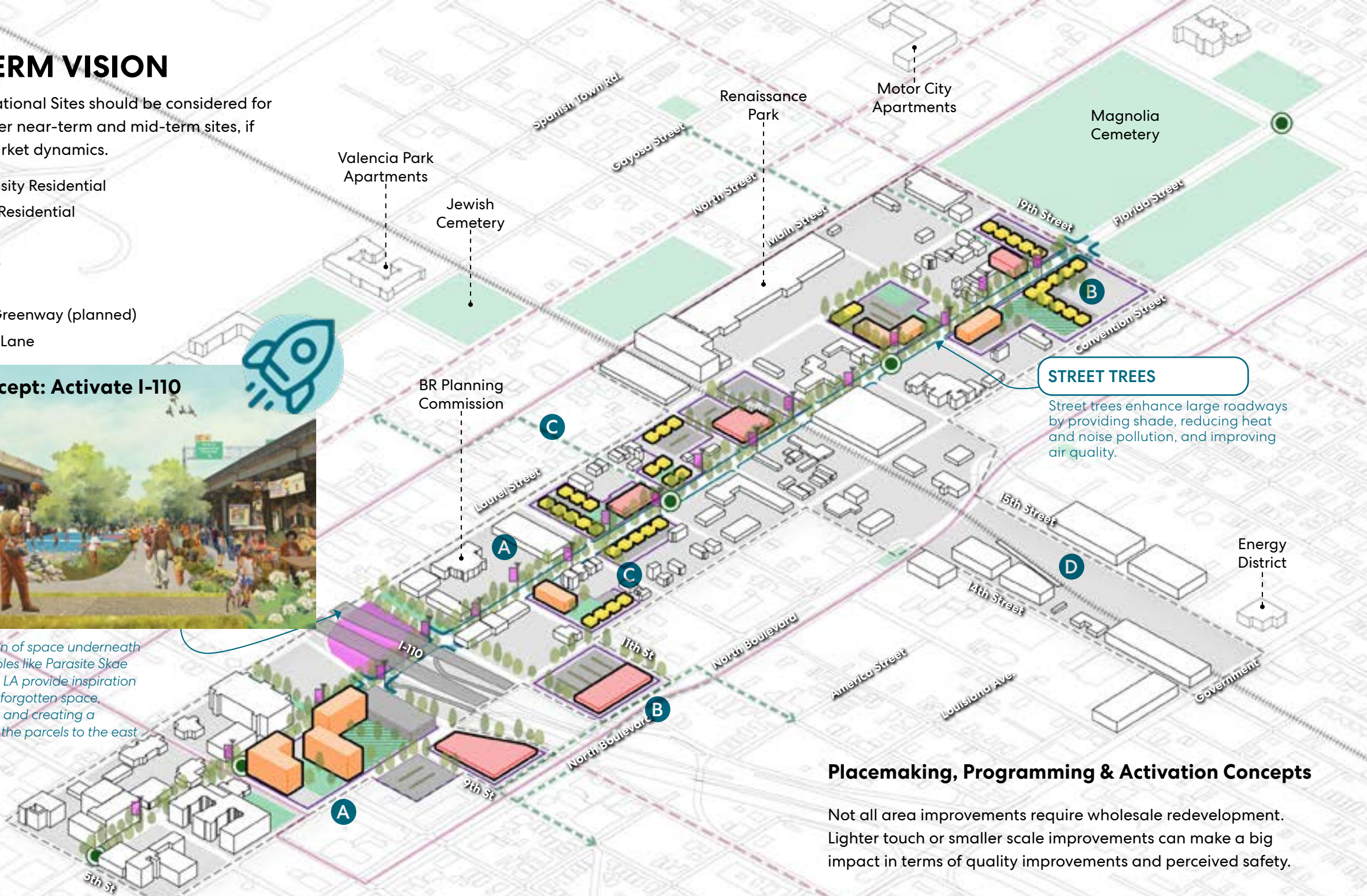
Long-Term Aspirational Sites should be considered for development after near-term and mid-term sites, if supported by market dynamics.

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking
- Downtown Greenway (planned)
- Existing Bike Lane

## Project Concept: Activate I-110 Overpass



Concept for activation of space underneath I-110 structure. Examples like Parasite Skae Park in New Orleans, LA provide inspiration for active uses in this forgotten space, drawing new activity and creating a connection between the parcels to the east and west.



**STREET TREES**  
Street trees enhance large roadways by providing shade, reducing heat and noise pollution, and improving air quality.

## Placemaking, Programming & Activation Concepts

Not all area improvements require wholesale redevelopment. Lighter touch or smaller scale improvements can make a big impact in terms of quality improvements and perceived safety.



## PLACEMAKING & ACTIVATION

Placemaking and programmatic initiatives offer opportunities to increase activity in public spaces and place and respond to community needs before private development picks up.

A



### Pedestrian Scale Lighting & Banner Signage

Enhanced lighting along pedestrian pathways would highlight MOVEBR investment and improve perceived safety along this segment in the evening. Banner signage would bring color and visual interest into the streetscape where street frontage isn't consistent, and could identify this area as part of the Mid City Baton Rouge Cultural District (I-110 to Foster).

Pole Mounted Banners - Lincoln Park, Chicago IL (*Duroweld*)

B



### New Pocket Park

Pocket Parks are small urban green spaces that typically create opportunities for recreation or enhance neighborhood aesthetics in smaller, irregularly shaped parcels or leftover spaces. A pocket park located next to future infill housing (Adjacent to 205 N 19th Street) would provide an additional amenity for new and existing residents.

Pocket Playground in Lamanda CA Library (Landscape Structures)

C



### Enhanced Pedestrian Infrastructure

The Stitch area is the only segment with accessible sidewalks, signals and curb ramps. Future development provides the opportunity to further enhance the streetscape with painted crosswalks and bulb out treatments.

Painted bulb out. Seattle, WA

## DEVELOPMENT CONCEPTS



Future development concepts provide precedent projects from other places that relate or respond to the growth potential in each Neighborhood Center. Future development concepts provide precedent projects from other places that relate or respond to the growth potential in each Neighborhood Center.

D

### Transit-Oriented Development around Baton Rouge Passenger Rail Station:

The Baton Rouge Passenger Rail Station Master Plan (March 2019) identified the Amtrak Station in The Stitch area as a priority for future passenger rail station improvements. If funded and implemented, this station would connect downtown Baton Rouge and downtown New Orleans (including several other stations along the way). Transit-oriented development just south of North Boulevard would reinforce the station area.

**Food-Focused Businesses & Incubators:** Building off the existing node of food manufacturing in The Stitch, the potential for a commercial grade community kitchen or food retail incubator type development with associated business support programs would align well with the existing area industry and proximity to Downtown and I-110 access.



### The Hatchery Chicago, IL

Non-profit food and beverage incubator with commercial kitchen facilities for scale-up food industry accelerator



### GhostLine Kitchens Austin, TX

Purpose built commercial kitchen created for growing food businesses of all shapes and sizes

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# Mid City



# MID CITY

N 22nd St – Park Hills Drive

## Character and Community

The Mid City Neighborhood Center is anchored by Baton Rouge General Medical Center - Mid City (BRGMC). Several other medical facilities along the corridor support the functions of BRGMC.

Past planning efforts -- including the Mid City Medical Corridor plan -- have fallen short of implementation, but reinforce the need for coordinated improvements in the Mid City area. Partners are raising \$16M to match private commitments in order to acquire land within the corridor; plan, develop and construct new roadway intersections at Florida Boulevard & Acadian Thruway, new parks and green space, and a new park facility; new health and wellness facilities; operations and maintenance of the MCMC; and a master plan to continue the promise of the MCMC as a signature project down Florida Boulevard.

The Baton Rouge Area Foundation and partners have raised over \$1,000,000 to redevelop this section of the Florida Corridor in Mid City. Partners include BREC, the Baton Rouge General Mid City, and area businesses.

Kernan Avenue Park is near the center of this focus area. Improvements are necessary to maintain the existing building and park space.

## Neighborhood Center #2: Mid City



## Area Character & Destinations



CATS Terminal (#2 on Zoning & Assets Map)



Sacred Hearts Catholic Church (#1 on Zoning & Assets Map)



CareSouth Facility (#6 on Zoning & Assets Map)



Baton Rouge General Hospital-Mid City (#10 on Zoning & Assets Map)



The Bridge Center for Hope (#11 on Zoning & Assets Map)

*“After working with community leaders to launch the Bridge Center for Hope, [The Baton Rouge Area Foundation] began conversations with pillars of the nearby community. In a small corridor along Florida Boulevard, you will find an underutilized park, a thriving community health center, a hospital bustling since reopening its emergency room, and local private investors itching to redevelop.”*



# COMMUNITY PERSPECTIVE

## Strengths & Challenges

- Baton Rouge General Hospital & Emergency Facility, and other medical offices and clinics in the vicinity are area assets.
- CATS transit terminal is a hub for East Baton Rouge's public transit.
- There are essential community-serving churches and schools in Mid City.
- The Red Dragon listening room is a cultural and entertainment asset.

## Ideas & Needs:

- Need for enhanced pedestrian crossing of Florida at 22nd Street – the CATS terminal.
- Desire for additional food and beverage vendors in this area.
- Consider expanding Kernan Park improvements to include a community center and/or small library or swimming pool to serve neighborhood kids.

## Existing Assets

1. Sacred Heart Catholic Church
2. CATS Terminal
3. Patient Plus Urgent Care-Mid City
4. DaVita Mid City Dialysis
5. City of Baton Rouge Fire Station 1
6. Plank Market & Deli 2
7. Care South Facility
8. Care South Facility
9. Care South Pediatrics & WIC
10. Baton Rouge General-Mid City
11. The Bridge Center for Hope



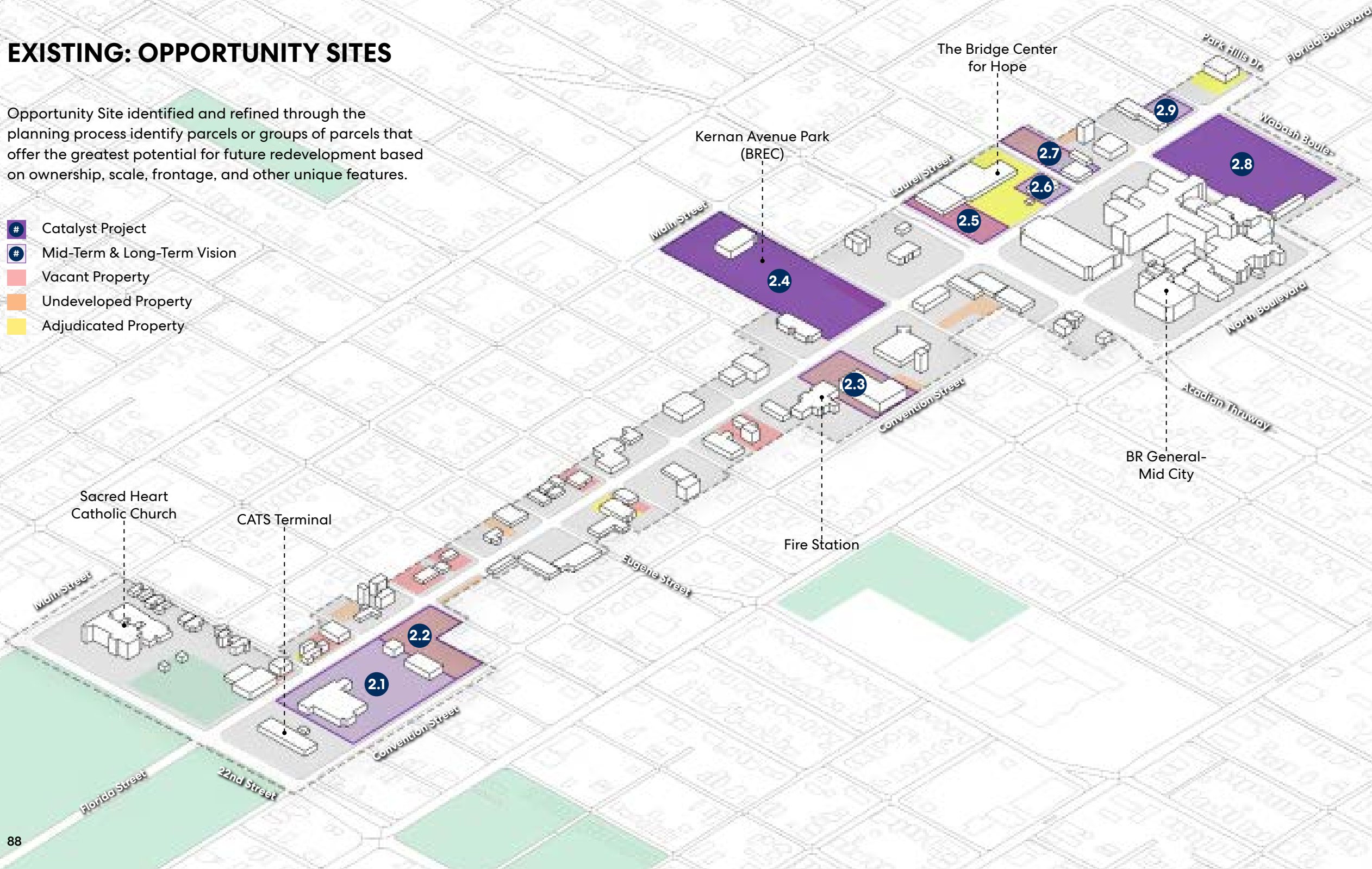
## Existing Zoning

- C1 - Light Commercial
- C2 - Heavy Commercial
- M1 - Light Industrial
- A3.1 - Limited Residential
- C-AB-1 - Commercial Alcoholic Bev
- Vacant Property
- Undeveloped Property
- Adjudicated Property

# EXISTING: OPPORTUNITY SITES

Opportunity Site identified and refined through the planning process identify parcels or groups of parcels that offer the greatest potential for future redevelopment based on ownership, scale, frontage, and other unique features.

- # Catalyst Project
- # Mid-Term & Long-Term Vision
- # Vacant Property
- # Undeveloped Property
- # Adjudicated Property





# EXISTING: OPPORTUNITY SITES



**2.1** 2201 Convention Street



**2.4** 333 Kernan Ave, Kernan Park



**2.5** 358 N Acadian Thrwy



**2.8** 3600 Florida Blvd

Site	Area (acres)	Parcels (count)	Owner	Description
2.1	5.51	1	State of LA and Dept. of Highways	CATS Terminal Site
2.2	1.79	2	Charles Chenier	Vacant parcels around a home
2.3	1.44	1	Capitol City Family Health Center	Vacant parcels with surface lot near Florida Blvd
2.4	4.41	11	multiple	Kernan Park
2.5	0.93	12	Bentbart II, LLC	Vacant Commercial building and surface lot
2.6	0.35	4	Dai V Nguyen	General Auto Repair
2.7	0.79	10	Clean Ride, LLC	Commercial building with vacant parcels along Saguato
2.8	3.45	28	Baton Rouge General Medical Center	BR General Hospital Parking Lot
2.9	0.33	3	General Health System	Vacant surface lots

\*=assembled area

Source:

# MARKET GROWTH POTENTIAL



Real Estate Use	Market Capacity	Considerations
Multifamily	High	<ul style="list-style-type: none"> <li>Housing—both market and affordable—should be a priority to enhance transit-oriented development (TOD) around the CATS Terminal</li> <li>Senior housing or assisted living could complement health campus presence</li> </ul>
Retail	Medium	<ul style="list-style-type: none"> <li>Development of more multifamily will generate additional retail demand from new residents along the Mid City corridor, which can also support the healthcare workforce and visitors</li> </ul>
Office	Medium	<ul style="list-style-type: none"> <li>Medical office space could be incorporated in mixed-use buildings, specifically targeted towards supplementing the existing health district</li> <li>There is an opportunity for colleges/universities to locate in healthcare district for workforce development programs</li> </ul>
Hotel	Low	<ul style="list-style-type: none"> <li>Focus area could capitalize on anchor Baton Rouge General Hospital to attract hotel in the future</li> </ul>

Source: HR&A

## Growth Potential

Baton Rouge General and CareSouth provide an opportunity to expand medical office space and multifamily housing in Mid City. Development priority should favor transit-oriented development (TOD) centered around the planned BRT station. Building on its existing strong employment center and healthcare anchors, Mid City can capitalize on transit proximity to support more multifamily development for healthcare workers. Both market and affordable housing should be a priority to enhance transit-oriented development around the CATS Bus Terminal. Senior and assisted living could

complement the medical center campus. There is also an opportunity for new retail to support these new residents and workers. Medical office space could be incorporated in mixed-use buildings to meet the needs of the medical anchors, and there may be an opportunity for area colleges/universities to expand their workforce development programs.

## Other Considerations

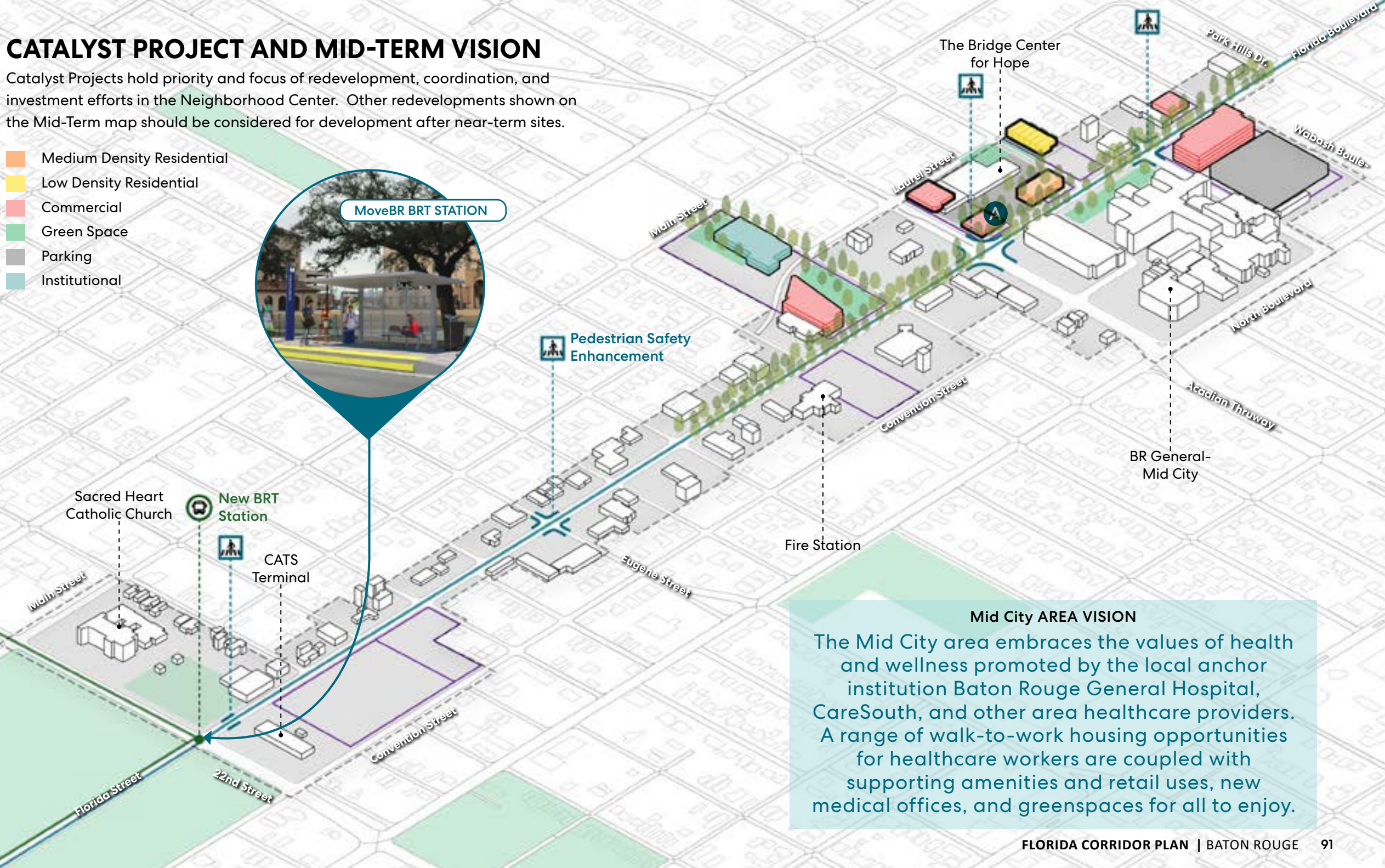
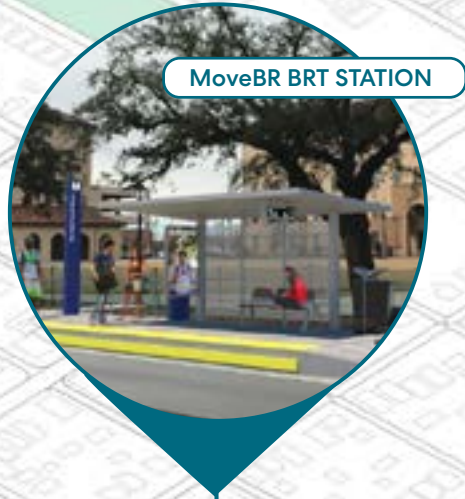
Mid City is a hot spot for vehicular crashes. Further investment in pedestrian and bike safety infrastructure, particularly along pathways to the area healthcare facilities, is essential. Vacant and under-developed parcels are interspersed throughout the district further contributing to a lack of a 'sense of place.' Infill of smaller parcels will need attention in the future. In addition to bike and pedestrian safety improvements through MOVEBR, there is a proposed on-street protected bike lane for Acadian Thruway.



# CATALYST PROJECT AND MID-TERM VISION

Catalyst Projects hold priority and focus of redevelopment, coordination, and investment efforts in the Neighborhood Center. Other redevelopments shown on the Mid-Term map should be considered for development after near-term sites.

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking
- Institutional



**Mid City AREA VISION**

The Mid City area embraces the values of health and wellness promoted by the local anchor institution Baton Rouge General Hospital, CareSouth, and other area healthcare providers. A range of walk-to-work housing opportunities for healthcare workers are coupled with supporting amenities and retail uses, new medical offices, and greenspaces for all to enjoy.



# CATALYST PROJECT



A

## Catalyst Project: Acadian Thruway Corner

Investment in the parcels surrounding the Bridge Center including new retail, greenspace, and affordable residential across Seguro Drive (east). Improvements would activate the corner at Acadian Thruway and Florida Blvd with a new retail and cafe space that would serve as a “3rd Place” for the surrounding community. A renovation to the rear retail space directly adjacent to the Bridge Center could be occupied in partnership with the Bridge Center. Programmatic concepts would be contingent on Bridge Center participation and partnership opportunities, but could reinforce or expand Bridge Center services to incorporate recovery through employment approaches with a retail component. The parcel edges fronting Florida on both sides of Acadian Thruway could support an enhanced pedestrian pathway connecting to Kernan Park. Future redevelopment could include a green space. Additional housing should be considered to support development economics for the catalyst project.



Concept Site Plan



Concept Rendering



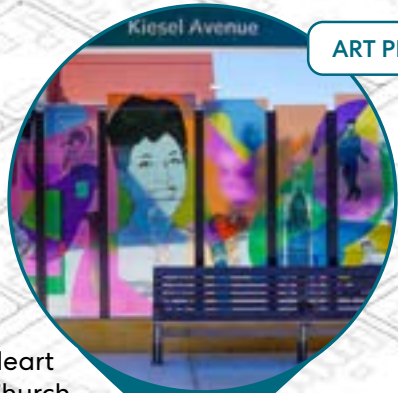
Existing



# LONG-TERM VISION

Long-Term Aspirational Sites should be considered for development after near-term and mid-term sites, if supported by market dynamics.

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking
- Institutional



## ART PROGRAM FOR BRT STATIONS

Further enhance BRT Station design with art instillations, murals, or artistic elements in the form of lighting, structure, benches, bike parking, or trash receptacle design.

**Ogden Utah BRT Station Public Artwork Project.** Photo: City of Ogden

Sacred Heart Catholic Church

CATS Terminal

Fire Station

The Bridge Center for Hope

BR General-Mid City

## BANNERS & LIGHTING

Enhanced lighting along pedestrian pathways along and within the BRGMC campus. Banner signage and wayfinding elements would bring color and visual interest into the streetscape, and could identify BRGMC, partners, and the Mid City Baton Rouge Cultural District (I-110 to Foster).

## CAMPUS WAYFINDING





# DEVELOPMENT CONCEPTS



Future development concepts provide precedent projects from other places that relate or respond to the growth potential in each Neighborhood Center. Future development concepts provide precedent projects from other places that relate or respond to the growth potential in each Neighborhood Center. These concepts may be a relevant consideration for several Opportunities Sites over the long term.

**D Development Opportunity – Mixed-Use Multimodal Center & Mobility Hub:** (2201 Convention Street) When the CATS Terminal Maintenance Facility is relocated elsewhere, this site can be redeveloped into an equitable transit-oriented development with mixed-income housing next to the bus/ BRT terminal and across from Sacred Heart Catholic Church.



### Neighborhood Mobility Hub

Mobility hubs are access points that offer seamless transit and multimodal connections with features like transit bays, bikeshare, and carshare.

The Florida Corridor is an important gateway to the Baton Rouge transit system connecting riders to North-South routes, the future Plank-Nicholson BRT, and future passenger rail service to New Orleans. Implementing mobility hubs in key locations would improve the experience riding transit and enhance multi-modal transportation options making it easier to walk, bike, or take transit. With the redevelopment of the CATS and Greyhound terminals in Mid City, there is an opportunity to re-envision a modern Mid City mobility hub where riders can easily access a host of transit options, bikeshare, and vendors like food trucks with weather protection and green space to improve the experience while waiting. *Another opportunity for a mobility hub is the Cortana Transit Center adjacent to both Walmart and Amazon, key commercial and employment hubs.*

**E Development Opportunity – Enhanced Community Space:** Establishing a partnership with BREC and CareSouth, pursue improvements to Kernan Avenue Park to tie into planned Community Center improvements. Consider expanding CareSouth’s facility fronting Florida Boulevard



### Emancipation Park, Houston, TX

Houston’s oldest park, originally the sole park accessible to African Americans, has undergone renovation. The project includes revitalized landscapes and playgrounds, the re-purposing of historic buildings, and the addition of a new plaza



### Northtown Library and Apartments, Chicago, IL

A new type of community amenity that combines a library with affordable housing for seniors.

**F Development Opportunity – Medical Office Mixed-Use:** Building a medical office building/clinic adjacent to the hospital with a structured parking ramp to the south.





# Foster & Florida



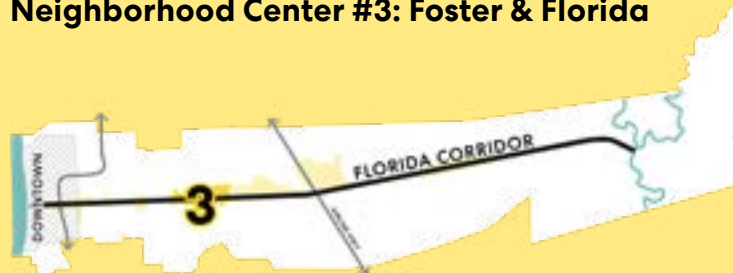
# FOSTER & FLORIDA

Ward Creek – Marquette Avenue

## Character and Community

Baton Rouge Community College and BREC Headquarters are major anchors in the Foster & Florida Neighborhood Center. In 2023, BRCC enrolled 15,342 students. Although the majority commute to BRCCs various campuses, 53% of students are from East Baton Rouge. Both BRCC and BREC have large green spaces that are visible from Florida Blvd softening the landscape from the driver's point-of-view. A new community grocer--Rouses Supermarket( corner of Ardenwood and Florida)--opened its doors in 2024 and has become a celebrated new amenity by area residents. One of the few multi-story towers east of I-110 is also in this area, referred to as the Mid City Tower, and is presently under renovation for future office tenants with the potential for ground floor retail.

## Neighborhood Center #3: Foster & Florida



## Area Character & Destinations



Rouses Market (#5 on Zoning & Assets Map)



BREC Headquarter (#6 on Zoning & Assets Map)



Baton Rouge Community College (#2 on Zoning & Assets Map)



Allied Health Construction (#3 on Zoning & Assets Map)



Mid City Tower (#4 on Zoning & Assets Map)



Louisiana Virtual Charter Academy (#1 on Zoning Assets Map)



# COMMUNITY PERSPECTIVE

## Strengths & Challenges

- BRCC’s centrally located and landscaped campus is an asset. BRCC’s growth can spur additional economic development
- BREC’s headquarters is a community asset with large meeting rooms for events and summer camps.
- Thai Pepper and the Piccadilly Cafeteria are local eateries celebrated for their uniqueness in the Baton Rouge food scene, and Rouses Supermarket expanded food options in the area.
- Mid City Tower is a highly visible and unique landmark.
- New housing is planned for the area - D’une Terre will be a 16 lot gated community near Florida Blvd at S. Ardenwood Dr (partially complete by Fall 2024).

## Ideas & Needs:

- The CATS Bus route serving BRCC needs safer pedestrian route improvements.
- Commercial / industrial has encroached into Melrose Place neighborhood along Foster Drive. Steel buildings are inconsistent with residential surroundings.
- Need to plan for upcoming growth around this employment center, with workforce housing, commercial amenities, etc.
- Desire to see new retail including food & beverage, sit-down restaurants, with specific mention of a boba tea shop.
- Community would support art studios or a community theater in this area.



**Foster & Florida Zoning & Area Assets**

Source

### Existing Zoning

- C1 - Light Commercial
- C2 - Heavy Commercial
- M1 - Light Industrial
- LC3 - Light Commercial 3
- A2 - Single Family Residential
- C-AB-1/2 - Commercial Alcoholic Bev
- B - Off Street Parking
- B1 - Transition
- Vacant Property
- Undeveloped Property
- Adjudicated Property
- CCEDD Boundary

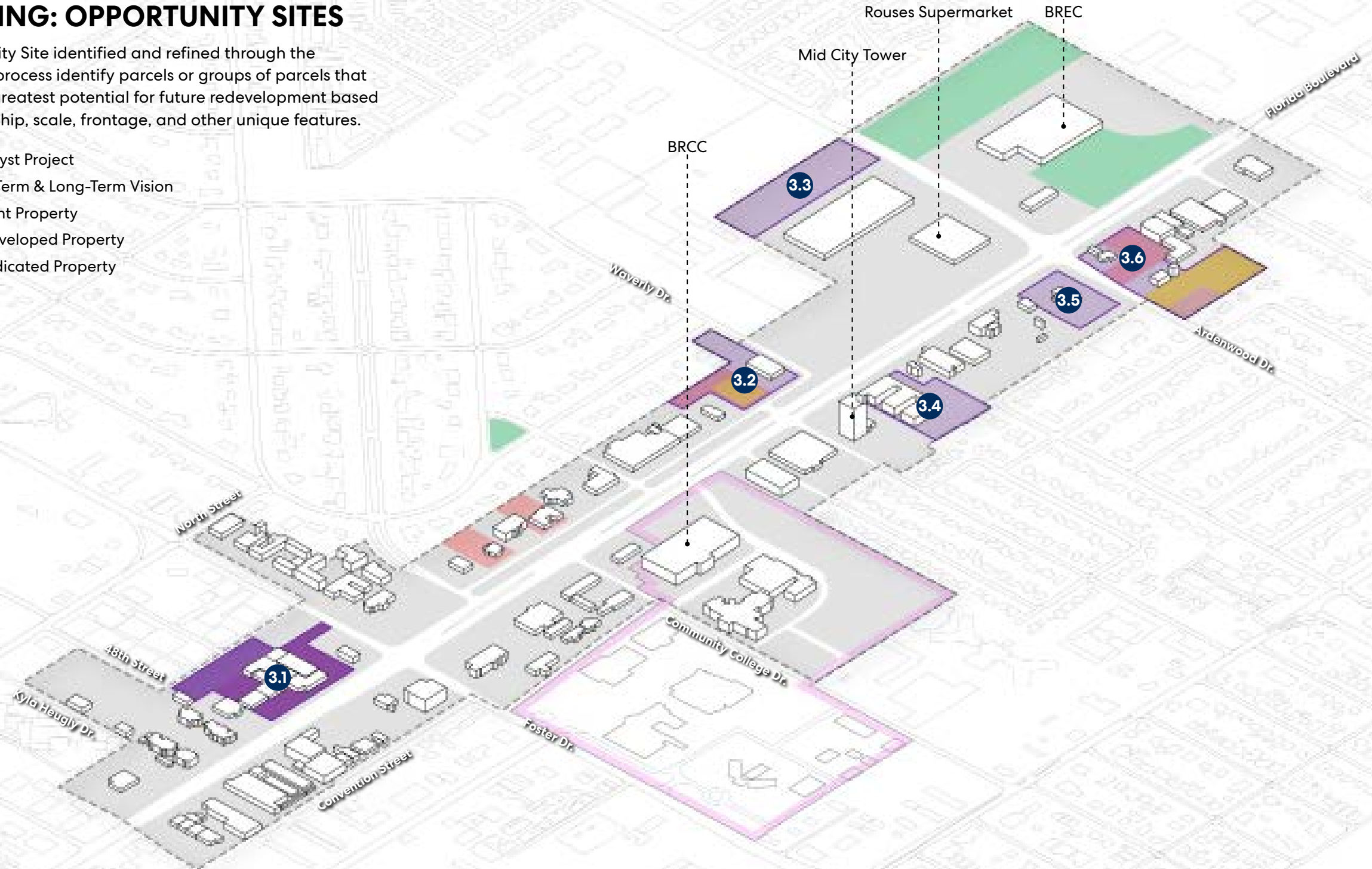
### Existing Assets

1. Louisiana Virtual Charter Academy
2. Baton Rouge Community College
3. BRCC Allied Health
4. Mid City Tower
5. Rouses Supermarket
6. BREC Headquarters/ Milton J. Womack Park

# EXISTING: OPPORTUNITY SITES

Opportunity Site identified and refined through the planning process identify parcels or groups of parcels that offer the greatest potential for future redevelopment based on ownership, scale, frontage, and other unique features.

- # Catalyst Project
- # Mid-Term & Long-Term Vision
- Vacant Property
- Undeveloped Property
- Adjudicated Property





## EXISTING: OPPORTUNITY SITES



**3.1** 5550 Florida Blvd, LA Resource Center



**3.2** 5677 Florida Blvd



**3.4** 5750 Florida Blvd, River Pine Apartments



**3.6** 6166 Florida Blvd

Site	Area (acres)	Parcels (count)	Owner	Description
3.1	4.52	6	Bentbart Tower, LLC	Dilapidated commercial building with surface lots
3.2	2.51	11	multiple	Surface lots with commercial building
3.3	3.28	1	Florida Three, LLC	Vacant lot fronting Ardenwood Dr
3.4	2.75	1	Darren T Price	River Pines Apartments
3.5	1.67	2	M&R Properties Br, LLC	Ponce Imports Car Lot
3.6	4.5	6	multiple	Decommissioned gas station with Taco spot

\*=assembled area

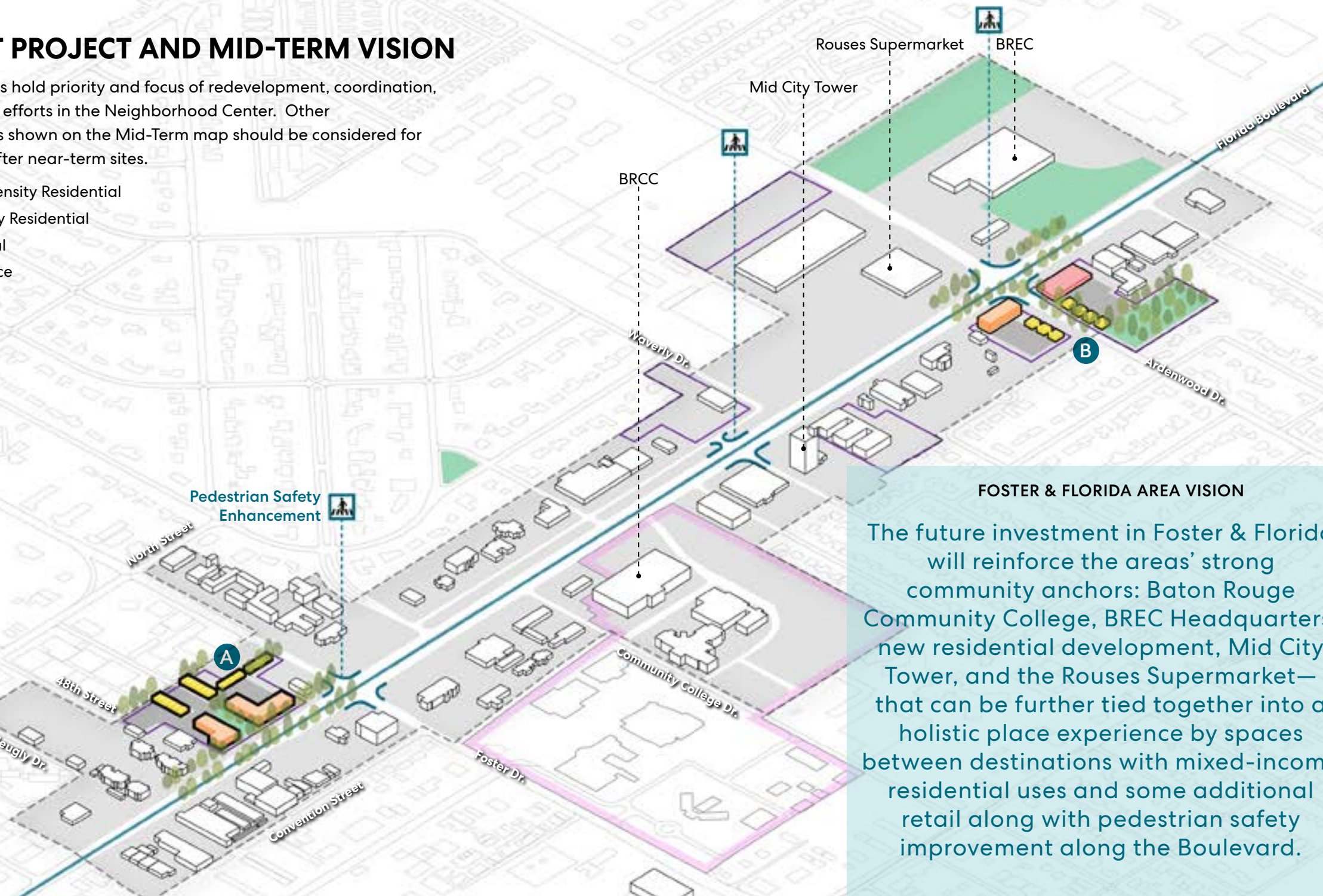
Source:



# CATALYST PROJECT AND MID-TERM VISION

Catalyst Projects hold priority and focus of redevelopment, coordination, and investment efforts in the Neighborhood Center. Other redevelopments shown on the Mid-Term map should be considered for development after near-term sites.

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking



## FOSTER & FLORIDA AREA VISION

The future investment in Foster & Florida will reinforce the areas' strong community anchors: Baton Rouge Community College, BREC Headquarters, new residential development, Mid City Tower, and the Rouses Supermarket—that can be further tied together into a holistic place experience by spaces between destinations with mixed-income residential uses and some additional retail along with pedestrian safety improvement along the Boulevard.



# CATALYST PROJECT



## A Catalyst Development: Large Site Redevelopment as Multifamily Housing

This large parcel presents an opportunity to work with a willing developer to build on existing residential development momentum in the nearby area with the Borden Dairy Apartment Complex, currently under construction. Parcels shown are owned by a single owner (Bentbart Tower LLC). The redevelopment opportunity is in between two new retail developments (Dollar General & Burger King). This Catalyst Redevelopment Project is primarily Multifamily Housing in two larger buildings fronting Florida Blvd with a healthy landscaped setback. A small retail establishment, possibly food and beverage, could serve the residents of the building and nearby workers may be suitable as well, activating the ground floor of the building closest to Florida Boulevard. Four Townhome clusters would occupy the rear of the site, with adjacent parking.



Existing



Concept Site Plan



Concept Rendering

# MID-TERM CONCEPT



**B**

## Mid-Term Development: Ardenwood Drive Southern Corners

Capitalizing on the celebrated Rouses Supermarket on the northwest corner, BRECO offices on the northeast, and D'une Terre (near the southeast corner of Ardenwood and Florida), redevelopment of the southeast and southwest corners of the Ardenwood intersection would fortify this growing node of activity in the Foster & Florida Neighborhood Center. Presently, the southeast corner is vacant and is a higher priority for repositioning.

# MARKET GROWTH POTENTIAL

Real Estate Use	Market Capacity	Considerations
Multifamily	High	<ul style="list-style-type: none"> <li>Market and affordable multifamily can provide additional housing for students and employees of Baton Rouge Community College and add to the residential cluster boosted by Ardendale; investment in Rouses Market makes the area more attractive to future residents and students</li> </ul>
Retail	Medium	<ul style="list-style-type: none"> <li>Affordable ground-floor space for more food/beverage and service-oriented retail could serve college students, surrounding employment, and new Ardendale residents</li> <li>The performance of Mid City Tower repositioning can signal if there is opportunity for future office uses in the area</li> </ul>
Office	Low	<ul style="list-style-type: none"> <li>Office space could include small businesses clustering near BRCC or create connection to the nearby McKay Automotive Technology Center and provide workforce opportunities to new Ardendale residents</li> </ul>
Hotel	Low	<ul style="list-style-type: none"> <li>Limited opportunity for hotel market given current context</li> </ul>

Source: HR&A

## Growth Potential

The presence of Baton Rouge Community College bolsters multifamily and retail potential for the Foster & Florida focus area. Market and affordable multifamily can provide additional housing for students and employees of Baton Rouge Community College and add to the residential cluster boosted by Ardendale. Affordable ground-floor space for more food and beverage and service-oriented retail could serve college students, surrounding employees, and new Ardendale residents. The parcels east of Foster Dr fall within the Cortana Corridor Economic Development District, offering unique access to incentives and funding for acquisition in this area.

## Other Considerations

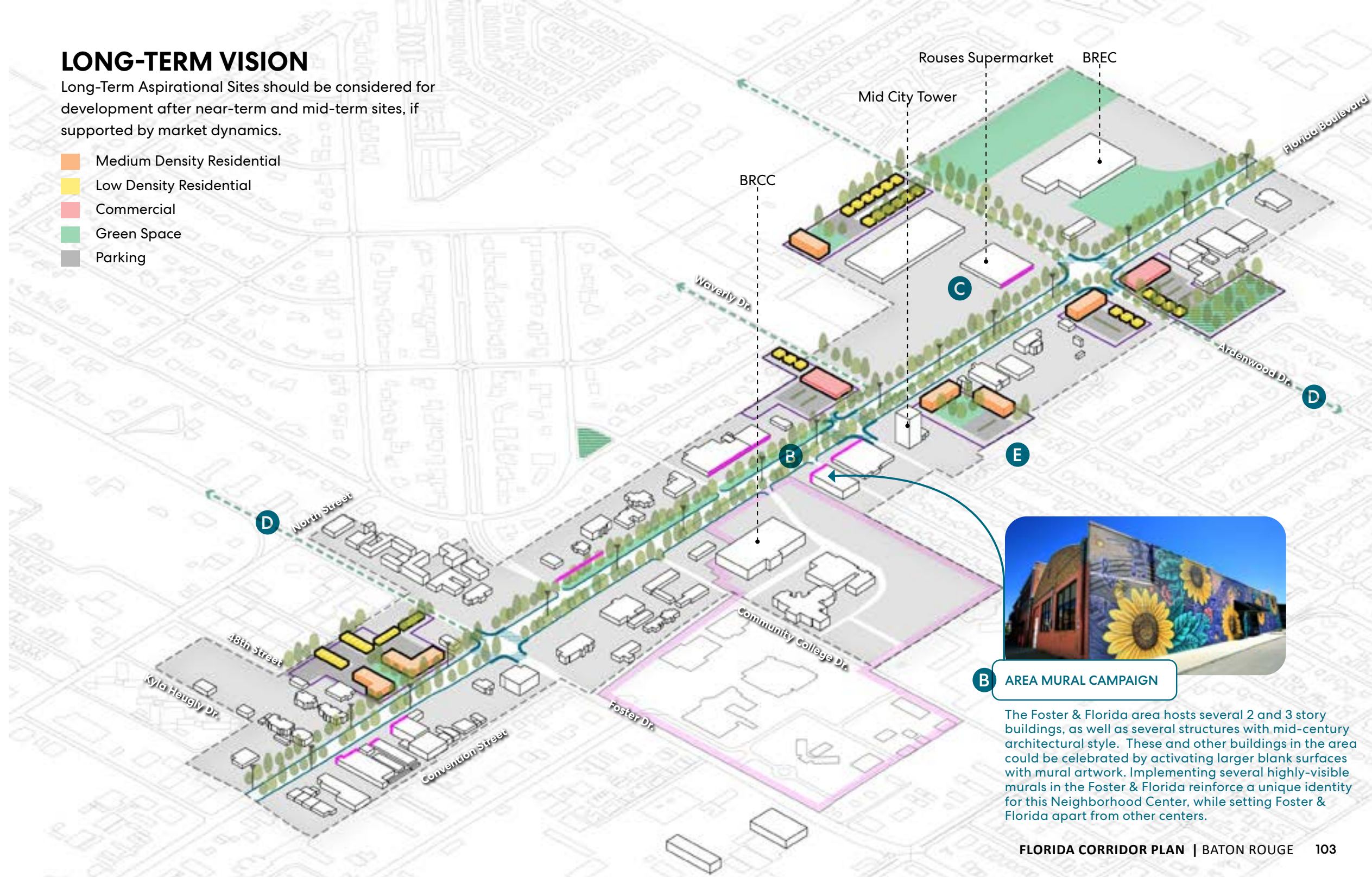
There are several proposed bicycle improvements for the Foster & Florida neighborhood center. The City of Baton Rouge received a Transportation Alternatives Program (TAP) grant from DOTD for a shared use path on Community College Dr from Florida Blvd to Government Street. This is in addition to multiple improvements proposed through the Pedestrian and Bicycle Master Plan. The plan proposes an off-street trail on North St on the west edge of the neighborhood center, as well as an off-street trail starting at S Foster Dr and traveling through the Baton Rouge Community College campus to S Fairfax Dr and Florida Boulevard. The plan also proposes an unprotected on-street bike lane on S Foster Dr, as well as bike boulevards crossing Florida Blvd at Cloud Dr and S Ardenwood Dr. The bike facility on S Ardenwood Dr continues across Florida as an on-street protected bike lane on N Ardenwood Dr. The plan proposes an off-street sidepath on Florida Blvd heading east into the Bon Carre neighborhood center.



# LONG-TERM VISION

Long-Term Aspirational Sites should be considered for development after near-term and mid-term sites, if supported by market dynamics.

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking



**B** AREA MURAL CAMPAIGN

The Foster & Florida area hosts several 2 and 3 story buildings, as well as several structures with mid-century architectural style. These and other buildings in the area could be celebrated by activating larger blank surfaces with mural artwork. Implementing several highly-visible murals in the Foster & Florida reinforce a unique identity for this Neighborhood Center, while setting Foster & Florida apart from other centers.



## PLACEMAKING & ACTIVATION

Not all area improvements require wholesale redevelopment. Lighter touch or smaller scale improvements can make a big impact in terms of quality improvements and perceived safety.

C



### Rouse's Pop-Up Community Amenity

Expanded outdoor picnic area or temporary pickleball courts would further activate the Rouse's parking lot. Rouse's ownership is open to future events, programming, and activation around their building.

Temporary Picnic Area at Garema Place, 2017

D



### Side Street Traffic Calming

As an Urban Principal LADOTD Arterial, the Florida Corridor is subject to minimum design standards that govern the speed limits and design of the roadway. Intersecting streets where the Parish has more design and policy flexibility are key opportunities to enhance safety and improve connections to future investments in BRT and better walking and biking infrastructure. Side-street traffic calming uses measures like speed bumps or chicanes to reduce vehicle speeds and enhance pedestrian safety.

Denning Drive - Photo y Beth Cassab, Winter Park Voice



### Colorful Crosswalks

Crosswalk markings on side-street crossings and across driveways along the Florida Corridor add color and vibrancy to the streetscape and increase visibility of pedestrian pathways.

Chapel Hill, NC Community Arts & Culture Program Crosswalk

## DEVELOPMENT CONCEPTS



Future development concepts provide precedent projects from other places that relate or respond to the growth potential in each Neighborhood Center. Future development concepts provide precedent projects from other places that relate or respond to the growth potential in each Neighborhood Center. These concepts may be a relevant consideration for several Opportunities Sites over the long term.

E

### Creating strong connections to the BRCC Campus: New and infill

development should consider the anchor institution present in this area, BRCC. As possible, integrate use, pathways, and access enhancements to ensure the campus is open and and welcoming to the public and activity on campus can generate foot traffic to surrounding businesses.



### George A. Weygand Hall, Bridgewater State University, Bridgewater, Massachusetts

This project negotiates the transition from transportation infrastructure to academic and social space.



### Mohawk College David Braley Athletic and Recreation Centre, Hamilton, Ontario ,CA

The facility faces a newly defined outdoor plaza and is distinguished along this edge by a dramatic floor-to-ceiling glass wall extending around the upper-level fitness center and across an integrated bridge connected to the student life building.





# Bon Carre



# BON CARRE

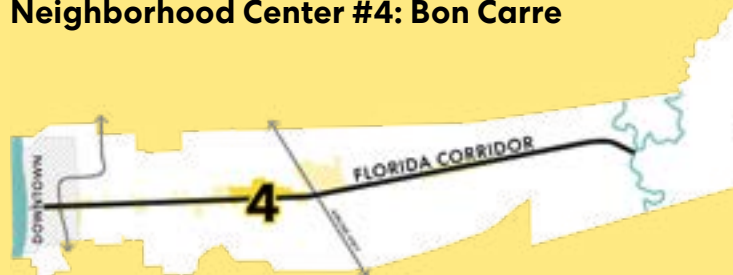
Marquette Avenue – Airline Highway (US

## Character and Community

The Bon Carre Neighborhood Center falls completely within the Cortana Corridor Economic Development District. This section of the corridor is anchored by Bon Carre, the retail center-turned-office park occupying a large and visible site. Although Bon Carre is the major anchor in this focus area, it is not fully tenanted, and the new owners have not established a masterplan for the property as a whole. The redeveloped former mall has the largest building footprint and collection of parcels in the area. There are several vacant parcels long the west side of Bon Carre.

There are several restaurants lining the south side of the Florida Corridor, and several nearby community destinations. Liberty Lagoon Water Park (111 Lobdell Ave) and Independence Park, Library and Theater (7711 Goodwood Blvd) are major community destinations in the nearby area to the south of Florida Boulevard. The East Baton Rouge Career and Technical Education Center and BRCC Automotive Tech Center are nearby to the north of Florida Blvd, accessed via Lobdell Boulevard. There is an opportunity to enhance connections to these surrounding neighborhood assets.

## Neighborhood Center #4: Bon Carre



## Area Character & Destinations



Bon Carre (#3 on Zoning & Assets Map)



A.C. Lewis YMCA (Temp) (#1 on Zoning & Assets Map)



Kased's International Halal Market (#8 on Zoning & Assets Map)



BASIS Baton Rouge Primary Mid City Campus (#7 on Zoning & Assets Map)



Texas Club (#2 on Zoning & Assets Map)



Collegiate Baton Rouge High School (#9 on Zoning & Assets Map)



# COMMUNITY PERSPECTIVE

## Strengths & Challenges

- BREC's Liberty Lagoon is water park in the parish; very heavily used during the summer.
- La Morenita Latin grocery, Podnuh's BBQ, Clegg Nursery, and Cullen Babyland are unique retailers and favorites of the community. Theater Baton Rouge and the YMCA are community assets. (Note this is a temporary YMCA location. It will return to S Foster Drive.)
- North of the neighborhood center is the "Renoir Cultural District."
- The Texas Club is a popular entertainment venue having a long history here.

## Ideas & Needs:

- Need for a plan for growth around this Bon Carre employment center, with workforce housing, commercial amenities, etc.
- Desire retail food & beverage vendors, and a grocery or supermarket. Food Truck Spaces with monthly meet-ups could be a benefit to the community.
- Desire for additional community-centered entertainment venues in the area.
- Area charter schools could benefit from shared ballfields on a large currently vacant tract.

## Existing Assets

1. A.C. Lewis YMCA (Temp)
2. Texas Club
3. Bon Carre
4. Podnuh's BBQ
5. Capital park Bar & Grill
6. PoBoy USA
7. BASIS Baton Rouge Primary-Mid City
8. Kased's International Halal Market
9. Collegiate Baton Rouge (high-school)



## Existing Zoning

- C1 - Light Commercial
- C2 - Heavy Commercial
- M1 - Light Industrial
- LC2 - Light Commercial 2
- LC3 - Light Commercial 3
- C-AB-1/2 - Commercial Alcoholic Bev
- A4 - General Residential
- HC1 - Heavy Commercial 1
- ▨ Vacant Property
- ▨ Undeveloped Property
- ▨ Adjudicated Property
- ▬ CCEDD Boundary

**Bon Carre Zoning & Area Assets**

Source







## EXISTING: OPPORTUNITY SITES



4.1 6815 Florida Blvd



4.2 6989 Florida Blvd



4.4 7300 Florida Blvd



4.7 626 Lobdell Blvd

Site	Area (acres)	Parcels (count)	Owner	Description
4.1	6.86	1	Our Lady of the Lake Hospital, INC	Apartments under construction
4.2	10.9	3	multiple	
4.3	7	5	BCBC Land, LLC	Vacant parcels along Holmes Dr
4.4	45.91	9	multiple	Bon Carre Business Center
4.5	3.06	4	multiple	Vacant parcels and surface lot
4.6	3.42	9	multiple	Collection of small business and surface lot
4.7	4.59	4	multiple	Vacant parcels along Lobdell Blvd

\*=assembled area

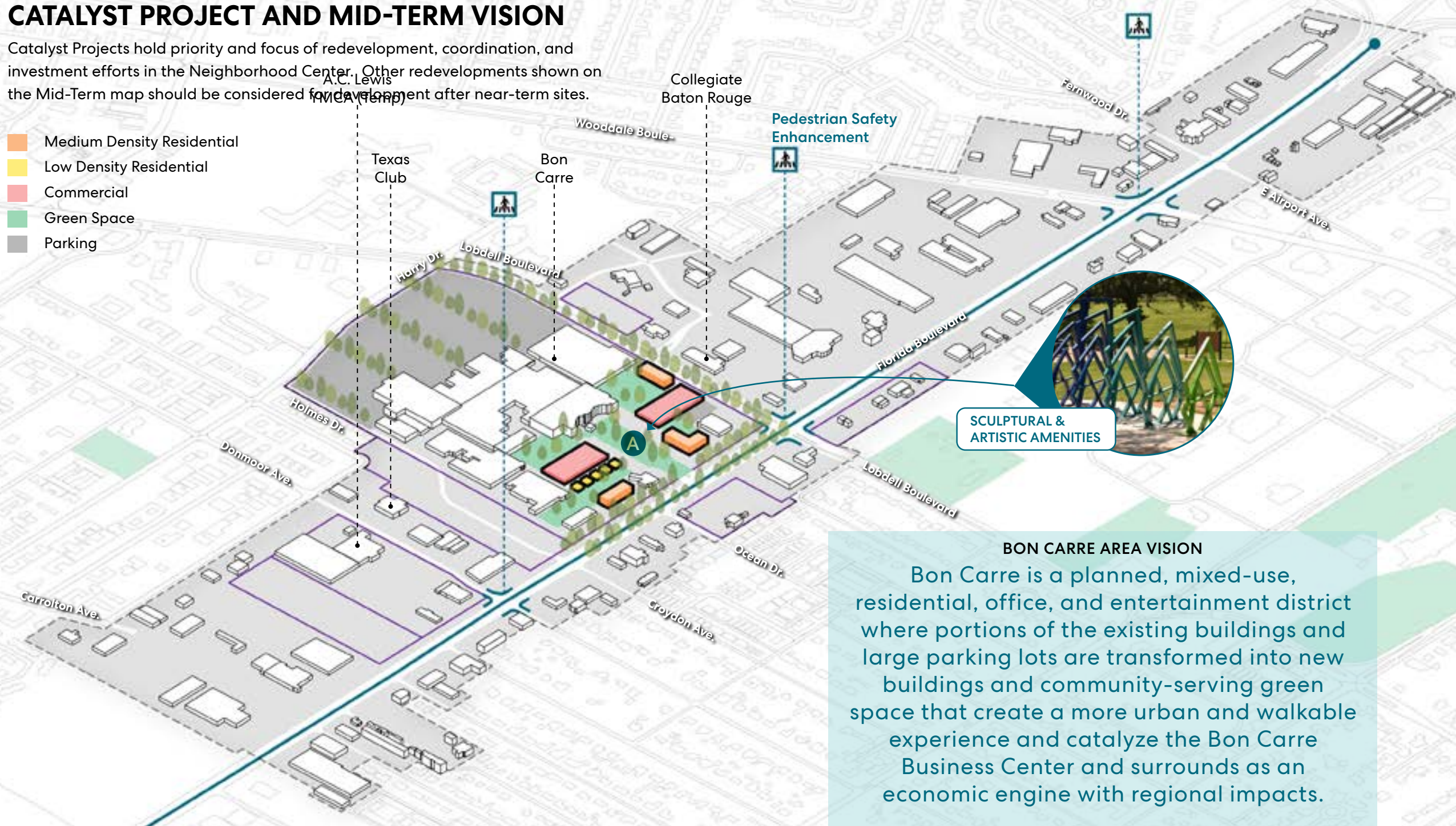
Source:



# CATALYST PROJECT AND MID-TERM VISION

Catalyst Projects hold priority and focus of redevelopment, coordination, and investment efforts in the Neighborhood Center. Other redevelopments shown on the Mid-Term map should be considered for development after near-term sites.

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking



SCULPTURAL & ARTISTIC AMENITIES

**BON CARRE AREA VISION**

Bon Carre is a planned, mixed-use, residential, office, and entertainment district where portions of the existing buildings and large parking lots are transformed into new buildings and community-serving green space that create a more urban and walkable experience and catalyze the Bon Carre Business Center and surrounds as an economic engine with regional impacts.



# CATALYST PROJECT



## A Activate the Bon Carre Campus Edge

Activate and renovate Bon Carre, drawing in new companies, industries, and public or institutional partners. Implement high-visibility grounds improvements along the Bon Carre Business Center campus edge fronting Florida Boulevard. Consider pedestrian scale lighting, uplighting on heritage trees on the property, sculptural bike parking, and bold wayfinding. Challenges include the size of the site (very large, at 46 acres) and engaging the existing owner in master planning for the area. Acquisition of lots fronting Florida Boulevard.



### Street Trees & Night Lighting

Street trees enhance large roadways by providing shade, reducing heat and noise pollution, and improving air quality. Bon Carre’s frontage has existing trees. Colorful uplighting of mature trees can bring impactful activation to Florida frontage.

# MARKET GROWTH POTENTIAL



Real Estate Use	Market Capacity	Considerations
Multifamily	Medium	<ul style="list-style-type: none"> <li>Many 2-story apartment complexes exist directly behind Bon Carre. In the longer term, adding multifamily on site at Bon Carre could help activate the property and make it more attractive for additional office tenants</li> </ul>
Retail	Medium	<ul style="list-style-type: none"> <li>While supported by a few restaurants already, there is potential for a stronger food &amp; beverage concentration to support employees in Bon Carre and visitors to Texas Club and Theatre Baton Rouge</li> <li>Opportunity to support small business and entrepreneurship by developing small, flexible office space and providing institutional programming</li> <li>Need for large anchor tenant and/or public or institutional investors to drive further private interest</li> </ul>
Office	Low/Medium	<ul style="list-style-type: none"> <li>Need for large anchor tenant and/or public or institutional investors to drive further private interest</li> </ul>
Hotel	Low	<ul style="list-style-type: none"> <li>Limited opportunity in near term for hotel market given current context and anchors</li> </ul>

Source: HR&A

## Growth Potential

A large anchor tenant or investment from a public or institutional partner could drive further private interest in Bon Carre and surrounding vacant sites. There is an opportunity to expand small, flexible office space offerings to support small businesses and entrepreneurs. Adding multifamily development could help activate the property and make it more attractive for future office tenants. The wide lanes and deep building setbacks typify this suburban and auto-oriented portion of the Corridor and hinder the coherence of a central destination. Infill development at Bon Carre that activates the frontage along Florida Blvd could catalyze Bon Carre’s place as the central nucleus of this neighborhood center. Reimagining the next chapter of the Bon Carre (formerly Bon Marche) site is the key to unlocking the regional impact of this neighborhood center.

## Other Considerations

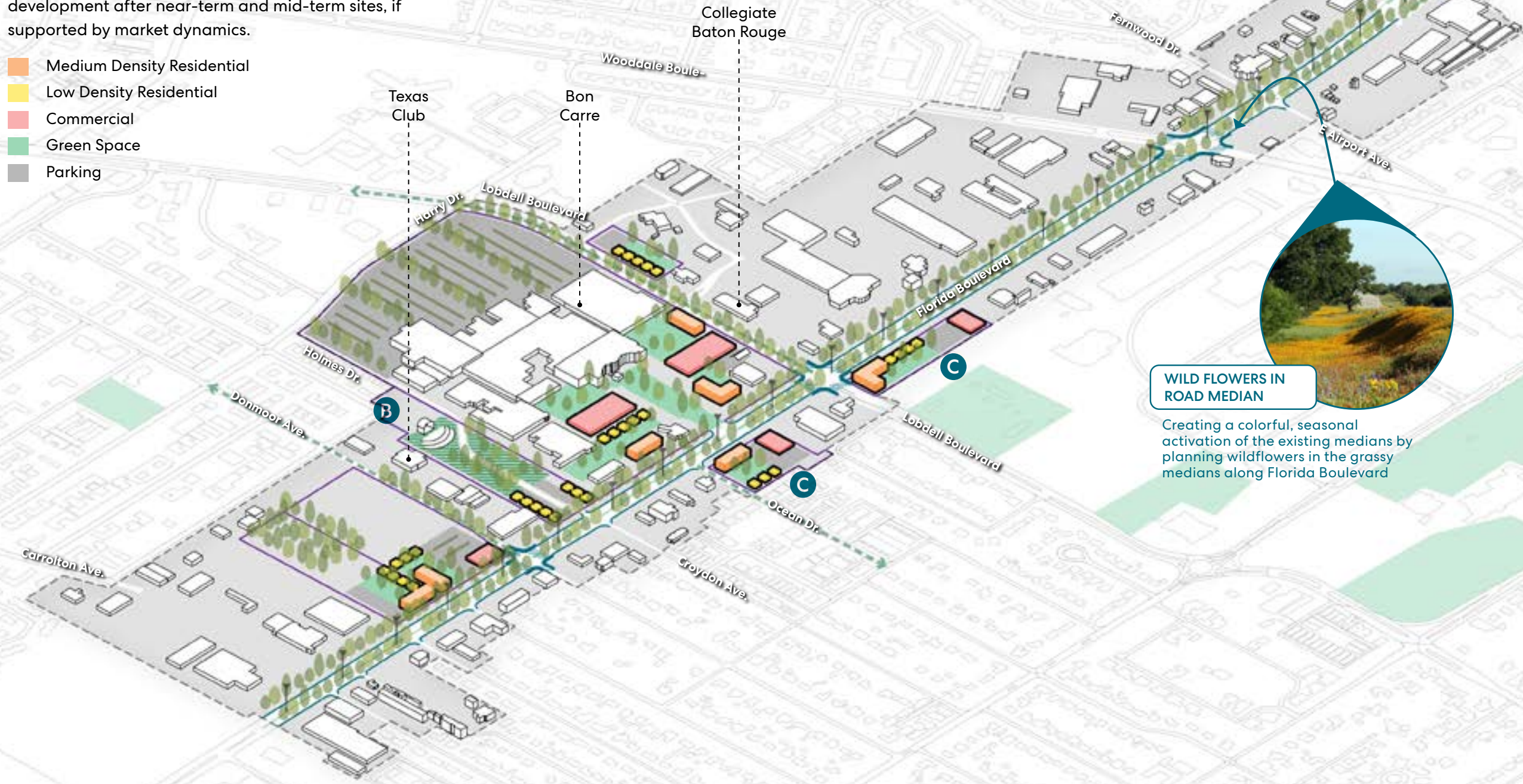
There are multiple proposed bike lane facilities that run through this neighborhood center from the Bicycle and Pedestrian Master Plan. The sidepath beginning in the Foster & Florida neighborhood center at S Fairfax Dr travels along Florida Blvd and continues right on S Wooddale Blvd, continuing on E Airport Ave to Independence Park. The plan also proposes a multi-use path on Lobdell Blvd starting at Choctaw Dr, crossing Florida Blvd and also ending at Independence Park. North on Wooddale Blvd, the plan proposes an on-street protected bike lane connecting with the sidepath on Florida Blvd and ending at Jones Creek, where there is a proposed off-street trail heading east.



# LONG-TERM VISION

Long-Term Aspirational Sites should be considered for development after near-term and mid-term sites, if supported by market dynamics.

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking



**WILD FLOWERS IN ROAD MEDIAN**

Creating a colorful, seasonal activation of the existing medians by planning wildflowers in the grassy medians along Florida Boulevard



## PLACEMAKING & ACTIVATION

Not all area improvements require wholesale redevelopment. Lighter touch or smaller scale improvements can make a big impact in terms of quality improvements and perceived safety. Placemaking and programmatic initiatives offer opportunities to increase activity in public spaces and place and respond to community needs before private development picks up.

- B Texas Club - Outdoor Concert Space:** The Texas Club is an institution in Baton Rouge. Work with the owner to expand programming into an outdoor space adjacent to the building, beginning with events and exploring creation of a permanent outdoor concert space. Parcels adjacent to Texas Club are all vacant or underutilized and controlled by a single owner, BCBC Land, LLC.



### The Texas Club Indoor Venue

The Texas Club (456 N Donmoor Ave) is an active live music venue currently booking shows in their indoor event space.

Photo: Texas Club website



### Parking Lot Venue

Outdoor space for live music with picnic tables or lawn chair seating.

Outdoor music venue,  
Meanwhile Brewery Austin, TX

## DEVELOPMENT CONCEPTS



- C Small- and Medium-scale infill Sites:** The existing peripheral and underutilized parking lots of the Bon Carre can be transformed into a mix of entertainment-focused commercial, and residential living. Many 2-story apartment complexes exist directly behind Bon Carre. In the longer term, adding multifamily on site at Bon Carre could help activate the property and make it more attractive for additional office tenants.



### OKC Neighborhood & Innovation District Plan, Oklahoma City, OK

Henrietta Foster Center is an old YMCA building redeveloped to serve as a multi service destination where small business owners and entrepreneurs can find assistance



### ACC Highland Mall Redevelopment, Austin, TX

ACC transformed an aging mall in Austin into a college campus and regional workforce training center, which anchors planned mixed-use development with apartments, retail, office, and hotel space



### Churchill Tech Park, Jefferson Parish, LU

Technology and business park located in Jefferson Parish goes beyond a tech park and provides multifamily residential, mixed used development and spaces for social gathering

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# Cortana



# CORTANA

Airline Highway (US 190) – Monterrey Blvd

## Character and Community

The Redevelopment of the Cortana Shopping Mall as the new Amazon Fulfillment Center re-established this area as a major employment center for the City of Baton Rouge, ushering in an estimated 1,000 new jobs. The new Amazon Fulfillment Center is the anchor of the Cortana Corridor Economic Development District. Existing big box retailers currently provide some general retail to the area, but opportunities exist for development and infill surrounding the Amazon site.

The residential community to the northeast of the Cortana Shopping Mall site suffers from chronic flooding events, and there is a low density residential community south of the Florida Corridor.

The Monterrey Shopping Plaza at the eastern edge of the neighborhood center has several larger vacant structures and parking lots in this area are visibly deteriorating.

## Neighborhood Center #5: Cortana



## Area Character & Destinations



CATS Stop & Transfer Center (#4 on Zoning & Assets Map)



Walmart Super Center (#2 on Zoning & Assets Map)



Amazon Fulfillment Center (#1 on Zoning & Assets Map)



Monterrey Shopping Center (#4 on Zoning & Assets Map)



# COMMUNITY PERSPECTIVE

## Strengths & Challenges

- There is significant optimism that the Amazon facility will create jobs and lead to additional economic growth nearby.
- The big-box retailers are necessary and continue to be patronized despite the loss of Cortana Mall.
- Frank's is a locally owned and well-regarded eatery.
- Monterrey Neighborhood experiences chronic flooding events.

## Ideas & Needs:

- Consider sit-down restaurants on outparcels of the new Amazon Fulfillment Center site.
- Desire for a new coffee shop in this area.
- More family fun is needed. Consider a roller-rink.
- Childcare may be a need of future Amazon employees.
- Consider designing area green spaces to alleviate chronic flooding.
- Broadmoor need safer crossing to get to retail stores on foot.
- Monterrey is ideal for bike lanes.
- More benches are needed at the transfer center














## Cortana Zoning & Area Assets

Source

### Existing Assets

1. Amazon Fulfillment Center
2. Walmart Super Center
3. Monterrey Shopping Center
4. CATS Stop
5. Aldi's (coming soon)

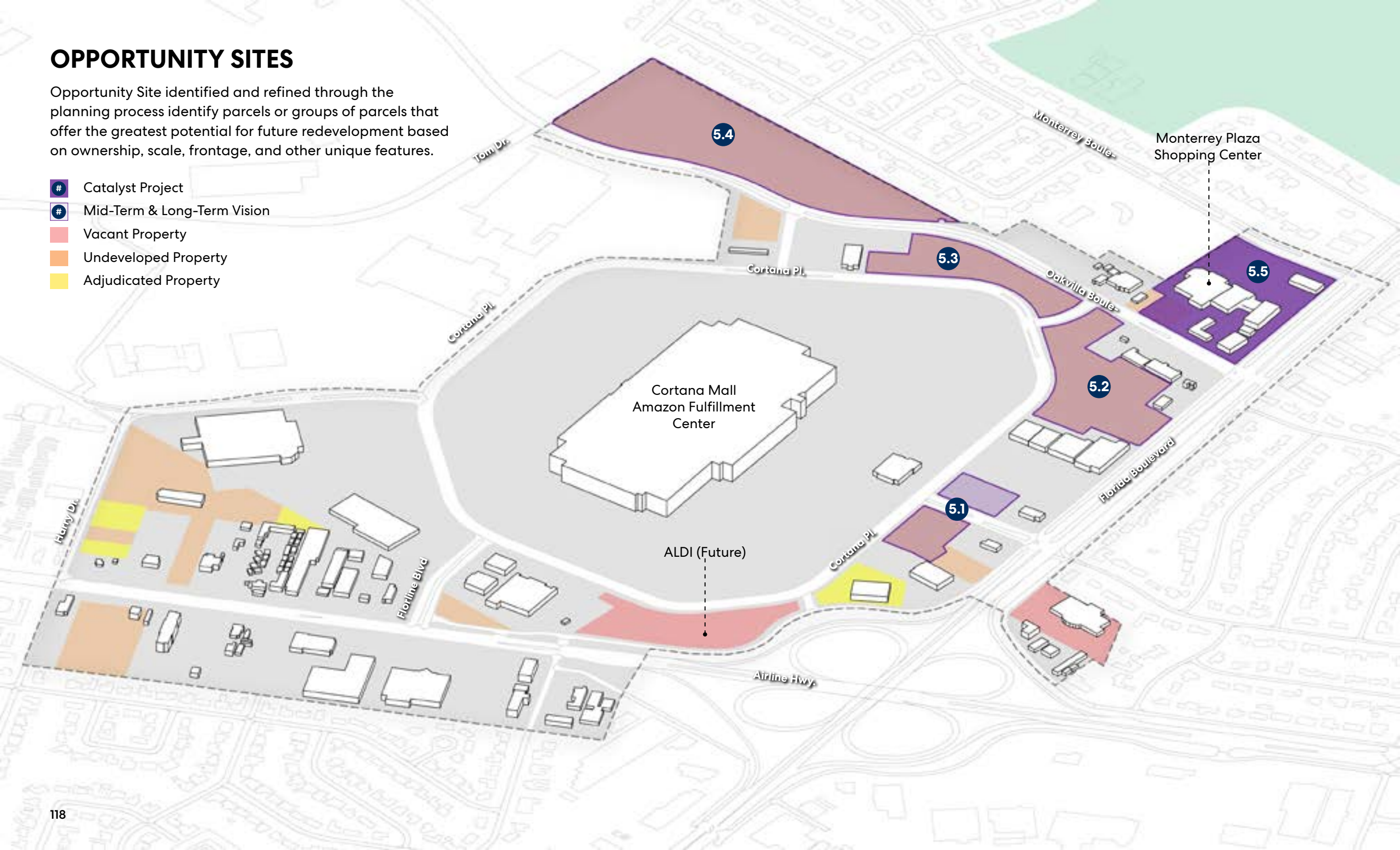
### Existing Zoning

- |   |                                     |   |                                |
|---|-------------------------------------|---|--------------------------------|
|  | C1 - Light Commercial               |  | A1 - Single Family Residential |
|  | C2 - Heavy Commercial               |  | HC1 - Heavy Commercial 1       |
|  | M1 - Light Industrial               |  | Vacant Property                |
|  | CW3 - Commercial Warehousing        |  | Undeveloped Property           |
|  | C-AB-1/2 - Commercial Alcoholic Bev |  | Adjudicated Property           |
|   |                                     |  | CCEDD Boundary                 |

# OPPORTUNITY SITES

Opportunity Site identified and refined through the planning process identify parcels or groups of parcels that offer the greatest potential for future redevelopment based on ownership, scale, frontage, and other unique features.

- # Catalyst Project
- # Mid-Term & Long-Term Vision
- Vacant Property
- Undeveloped Property
- Adjudicated Property





## EXISTING: OPPORTUNITY SITES



5.1 9866 Cortana Pl



5.2 9111 Florida Blvd



5.3 9500 Cortana Pl



5.5 550 Oak Villa Blvd, Monterrey Plaza Shopping Center

Site	Area (acres)	Parcels (count)	Owner	Description
5.1	10.47	2	HPC Florine Land, LLC	Vacant parcels in from of the Amazon Fulfillment Center
5.2	7.51	1	HPC Florine Land, LLC	Vacant parcel between Florida Blvd and Cortana Pl
5.3	7.19	1	HPC Florine Land, LLC	Vacant parcel along Oak Villa Blvd
5.4	4.42	1	Flor-Line Associates, LLC	Vacant Parcel across from Walmart Supercenter
5.5	9	6	multiple	Ailing Monterrey Plaza Shopping Center

\*=assembled area

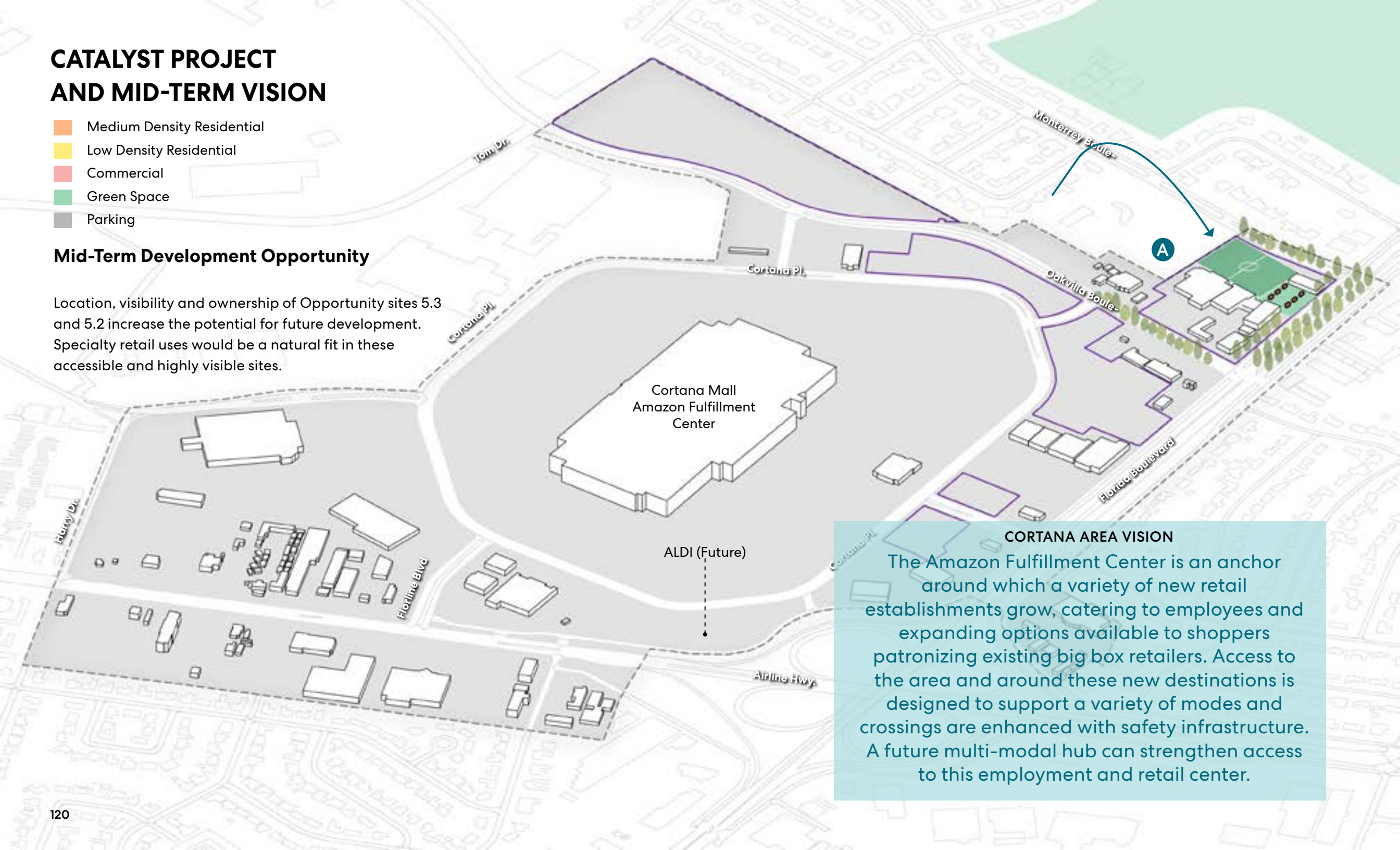
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# CATALYST PROJECT AND MID-TERM VISION

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking

## Mid-Term Development Opportunity

Location, visibility and ownership of Opportunity sites 5.3 and 5.2 increase the potential for future development. Specialty retail uses would be a natural fit in these accessible and highly visible sites.



### CORTANA AREA VISION

The Amazon Fulfillment Center is an anchor around which a variety of new retail establishments grow, catering to employees and expanding options available to shoppers patronizing existing big box retailers. Access to the area and around these new destinations is designed to support a variety of modes and crossings are enhanced with safety infrastructure. A future multi-modal hub can strengthen access to this employment and retail center.



# CATALYST PROJECT



## A Employee Amenity Hub at Monterrey Plaza Shopping Center

The Monterrey Plaza Shopping Center is a large, underutilized shopping center. The physical characteristics (exterior access second story retail, hip-roof architectural style) will make the building difficult to reposition, but the existing open spaces surrounding the building present an opportunity for outdoor activation. Other existing big box retailers in this area provide some general retail, but Amazon employees and surrounding residents would benefit from temporary food and beverage retail in the form of a food truck park and plaza, or temporary recreational space such as an outdoor soccer field. The site is visible from Florida Blvd; outdoor activation at this location would be visible from the street. This catalyst project is a lower-cost, temporary use opportunity to activate the Monterrey Plaza vacant strip retail center with community-serving temporary uses to create a hub of amenities that benefits proximate Amazon workers.



Concept Rendering

# MARKET GROWTH POTENTIAL



Real Estate Use	Market Capacity	Considerations
Multifamily	Low	<ul style="list-style-type: none"> <li>The arrival of Amazon may increase demand in the long term for market rate and affordable housing, but near-term impacts of the Center are not yet clear</li> </ul>
Retail	Medium	<ul style="list-style-type: none"> <li>Existing big box retailers currently provide more general retail, but more food &amp; beverage and service retail can serve the demand from new Amazon employees</li> </ul>
Office	Low	<ul style="list-style-type: none"> <li>Amazon is not planning/expecting additional needs beyond the fulfillment center, so there is limited opportunity for new office at this time</li> </ul>
Hotel	Low	<ul style="list-style-type: none"> <li>Limited opportunity for hotel market given current context and anchors</li> </ul>

Source: HR&A

## Growth Potential

The arrival of around 1,000 jobs at the Amazon Fulfillment Center brings opportunity to fill surrounding vacant sites. Existing big box retailers currently provide some general retail, but more food & beverage and service-oriented retail can serve the demand from new Amazon employees. These new jobs may also increase long term demand for market rate and affordable housing accessible to this major employment center.

## Other Considerations

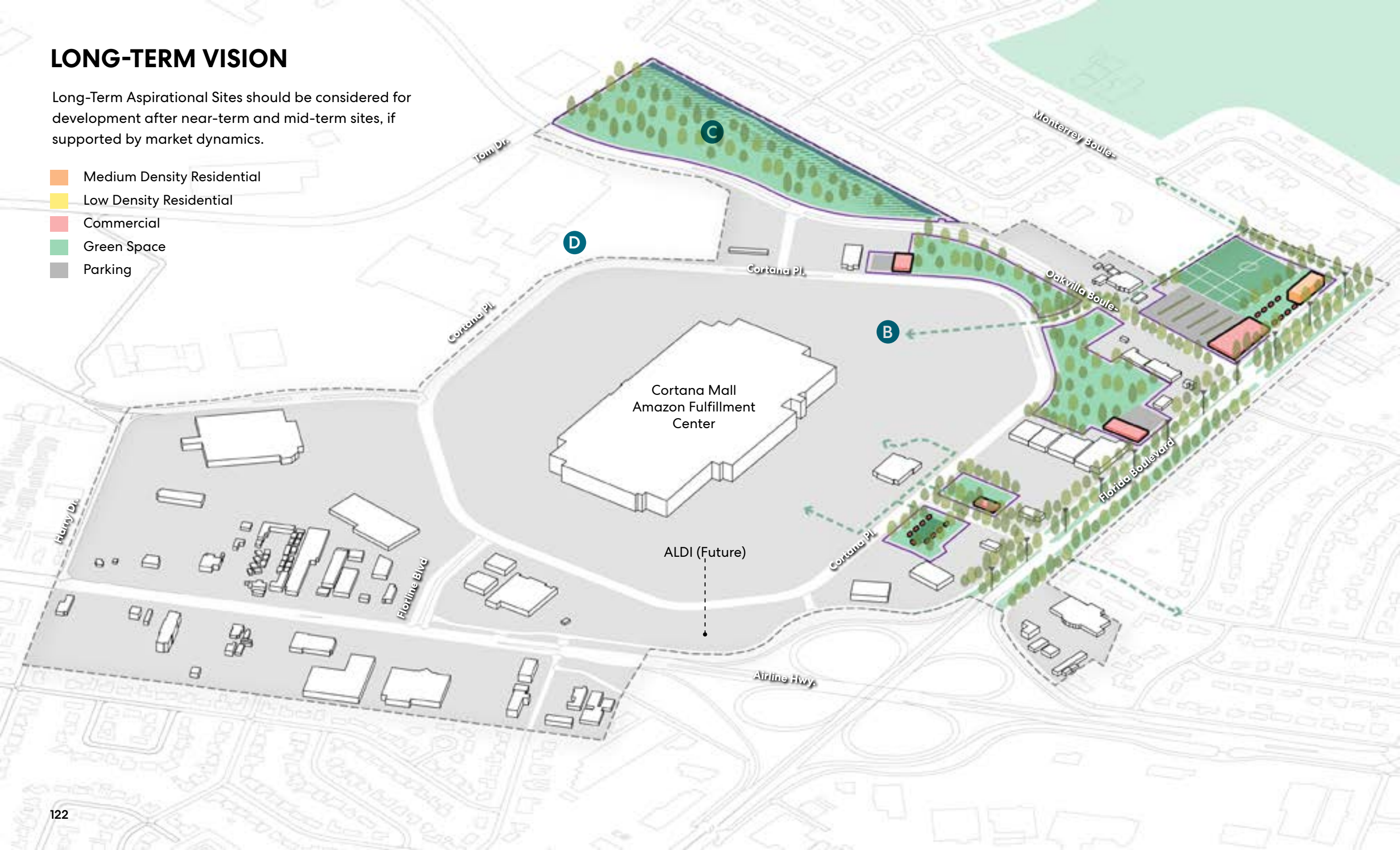
Airline Highway bifurcates the Florida Corridor along the western edge of the Cortana Neighborhood Center. There is no way for pedestrians to safely traverse this barrier. There are large remaining outparcels of the former Cortana Mall surrounding the current Amazon Fulfillment Center site.

The Bicycle and Pedestrian Master Plan proposes some facilities to make it easier for bicyclists and pedestrians to travel safely around the Amazon Fulfillment Center site. One is an on-street bike lane from Florida Blvd heading north to Greenwell Springs Rd on Oak Villa Boulevard A proposed sidepath on Florida Blvd will connect the bike lane on Oak Villa Blvd to a proposed bike boulevard, which will begin at the fulfillment center and head south to Goodwood Boulevard

# LONG-TERM VISION

Long-Term Aspirational Sites should be considered for development after near-term and mid-term sites, if supported by market dynamics.

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking





# PLACEMAKING & ACTIVATION

Not all area improvements require wholesale redevelopment. Lighter touch or smaller scale improvements can make a big impact in terms of quality improvements and perceived safety. Placemaking and programmatic initiatives offer opportunities to increase activity in public spaces and place and respond to community needs before private development picks up.

## **B** Enhanced pathways through large parking lot

An enhanced pathway through parking would improve comfort of those walking to and from area retail and the proposed Amenity Hub. Designate pathways through parking lots can be enhanced with Design elements such as unique pavers or paint, solar lighting, curbed or landscaped edges, and clear signage further improve safety, comfort, and aesthetic appeal for pedestrians.



### **Enhanced Pathways**

Designate pathways through parking lots can be curbed or striped.

Photo Source: The Energy Mix, 2023

## **D**



### **Neighborhood Mobility Hub**

Mobility hubs are access points that offer seamless transit and multimodal connections with features like transit bays, bikeshare, and carshare. The Cortana Transfer Center is an opportunity for a mobility hub adjacent to both Walmart and Amazon, key commercial and employment hubs.

# DEVELOPMENT CONCEPTS



Future development concepts provide precedent projects from other places that relate or respond to the growth potential in each Neighborhood Center. Future development concepts provide precedent projects from other places that relate or respond to the growth potential in each Neighborhood Center. These concepts may be a relevant consideration for several Opportunities Sites over the long term.

**C Stormwater Park (1300 Oak Villa Blvd) :** A stormwater park is a green space designed to manage runoff, reduce flooding, and improve water quality while providing recreational amenities. At this location, a stormwater park could alleviate some flooding impacting the adjacent residential blocks during minor flood events.



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# Sherwood





# SHERWOOD

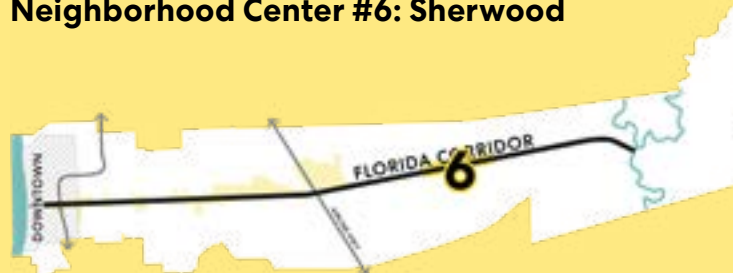
Sherwood Forest Blvd – N Flannery Road

## Character and Community

Sherwood is the easternmost Neighborhood Center. This area is the most ethnically diverse neighborhood center along the Florida Corridor. Sherwood includes a diverse range of commercial and retail fronting Florida Boulevard and primarily single-family residential blocks in the surrounding areas to the north and south.

This area of the Corridor, which is the most ethnically diverse of the six neighborhood centers, is largely residential and the built environment is predominately composed of single family homes. There are several culture specific grocery stores and restaurants servicing the Asian and Latino populations in the area.

## Neighborhood Center #6: Sherwood



## Area Character & Destinations



Vinh Phat Oriental Market (#5 on Zoning & Assets)



Capitol House Nursing & Rehab Center (#3 on Zoning & Assets Maps)



BR Environmental Services (#11 on Zoning & Assets Maps)



Asian Supermarket



Corner Square Shopping Center (#12 on Zoning & Assets Map)



Sherwood Plaza (#1 on Zoning & Assets Map)



# COMMUNITY PERSPECTIVE

## Existing Assets

1. Sherwood Plaza
2. Sherwood Forest Animal Hospital
3. Capitol House Nursing & Rehab Center
4. Kajun Seafood & Wings
5. Vinh Phat Oriental Market
6. Sonny's BBQ
7. Mien Tay Restaurant
8. Taqueria Stacy
9. Randy Montalbano's Seafood & Catering
10. Belle Aire Plaza Shopping Center
11. BR Environmental Services
12. Corner Square Shopping Center

## Ideas & Needs:

- A full-service grocery in this area is desired by the community and more restaurants.
- Community wants more walkability and desires features that make streets more aesthetically pleasing, safe, and accessible by all modes.
- A community center and also an urgent care center is desired.
- Desirable park and recreational amenities in this area would include playground, sports courts, walking track or path, passive open space.

## Strengths & Challenges

- The concentration of Asian / Vietnamese restaurants and supermarket in this area is an asset to the community.
- Dang's and Sonny's BBQ are well-liked restaurants in the area.



**Existing Zoning**

- C1 - Light Commercial
- C2 - Heavy Commercial
- M1 - Light Industrial
- C-AB-1/2 - Commercial Alcoholic Bev
- A1 - Single Family Residential
- Vacant Property
- Undeveloped Property
- Adjudicated Property

**Sherwood Zoning & Area Assets**

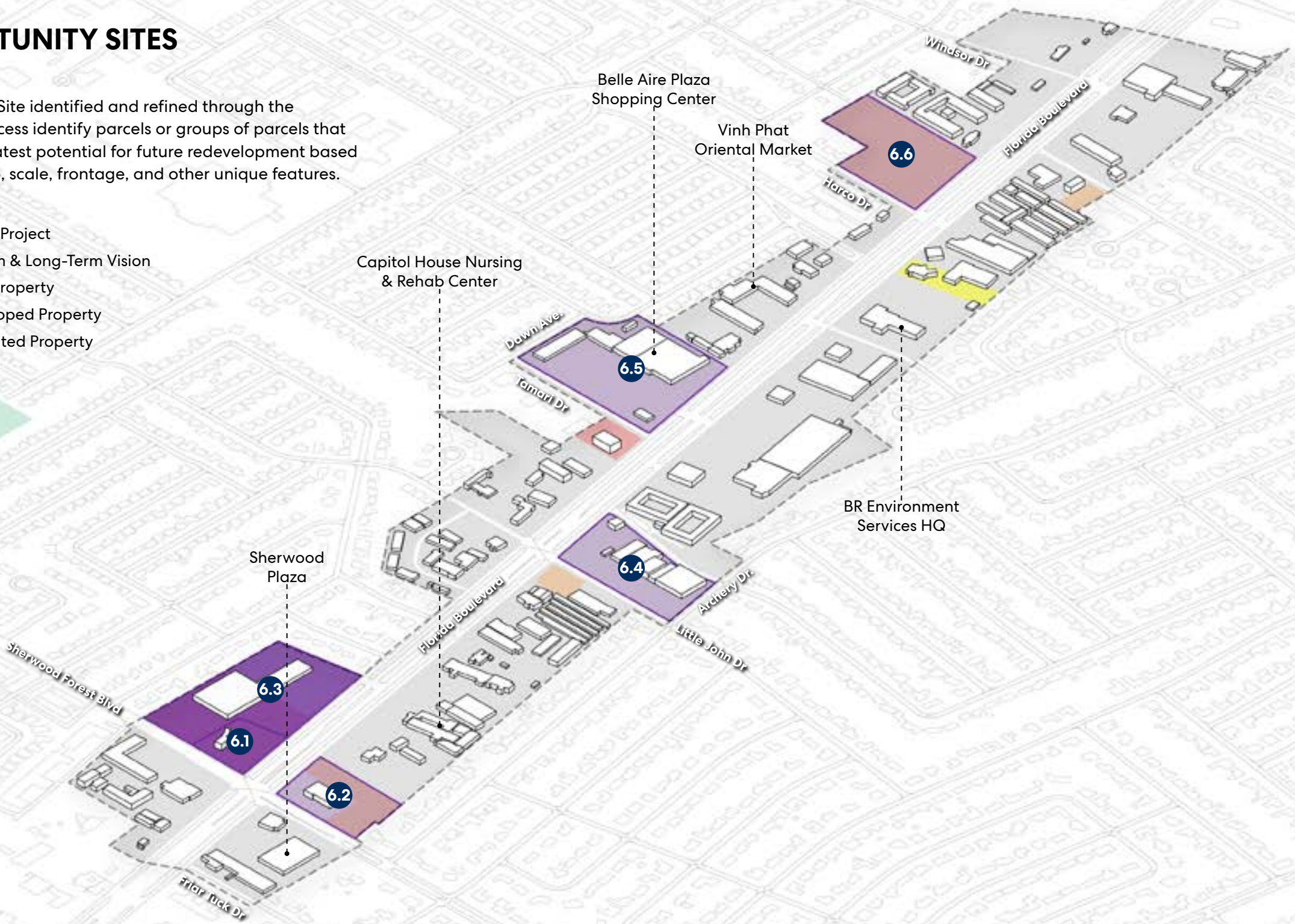
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# OPPORTUNITY SITES

Opportunity Site identified and refined through the planning process identify parcels or groups of parcels that offer the greatest potential for future redevelopment based on ownership, scale, frontage, and other unique features.

- # Catalyst Project
- # Mid-Term & Long-Term Vision
- Vacant Property
- Undeveloped Property
- Adjudicated Property





## EXISTING: OPPORTUNITY SITES



6.3 11435 Florida Blvd (8 Acres)



6.4 11922 Florida Blvd



6.5 12151 Florida Blvd, Belle Aire Plaza Shopping Center



6.6 12911 Florida Blvd

Site	Area (acres)	Parcels (count)	Owner	Description
6.1 & 6.2	9.22	6	multiple	Vacant except for Latinos Supermarket
6.3	9.74	1	Tsai Property, LLC	Shopping Center and Surface Lots
6.4	6.38	4	multiple	Surface Lots with Small Businesses along Nassau Dr
6.5	4.16	1	Angela Amaria Schoenfeld	Ailing Belle Aire Plaza Shopping Center
6.6	1.98	2	multiple	Surface Lot and vacant lot with trees and foliage

\*=assembled area

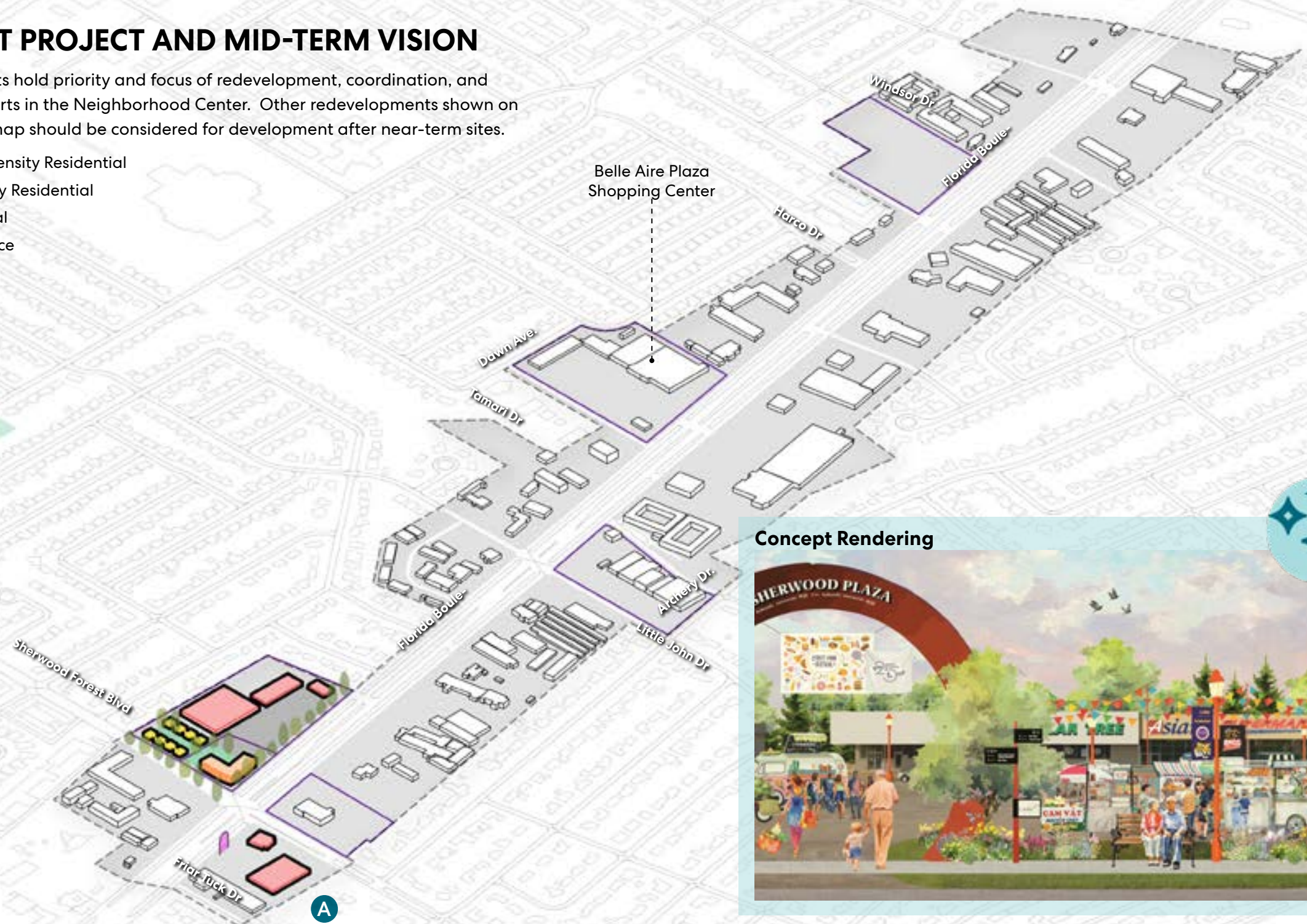
Source:



# CATALYST PROJECT AND MID-TERM VISION

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- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking





# CATALYST PROJECT



## A Community Gateway and Programming at ethnic grocery anchor

Two separate shopping centers anchored by ethnic grocers offer opportunities to build identity in this, the most multi-cultural Neighborhood Center in the study area. Identity-building could take the form of bold gateway signage into the shopping center. Despite the ethnic grocers, community members ask for better access to healthy produce. A regular Farmer’s Market or other related programming could provide seasonal activation and meet a community need in this area.



### Eden Center, Falls Church, VA DEVELOPMENT PRECEDENT:

The Eden Center began as a shopping center and has evolved to become an economic and cultural hub honoring both Vietnamese and Chinese cultures with over 125 stores, community events, and resources giving back to Vietnamese businesses and students.

# MARKET GROWTH POTENTIAL



Real Estate Use	Market Capacity	Considerations
Multifamily	Medium	<ul style="list-style-type: none"> <li>With a mix of multicultural grocery, restaurant, and service retail, the focus area provides a strong base of neighborhood amenities that could attract low-density multifamily housing to fit within the context of the primarily single-family neighborhood. Infrastructure and traffic calming measures are necessary in conjunction with new housing.</li> </ul>
Retail	Medium	<ul style="list-style-type: none"> <li>A retail strategy in Sherwood Forest should first focus on supporting and uplifting existing small businesses, which provide unique cultural diversity along the corridor. New multifamily may boost demand for additional retail options.</li> </ul>
Office	Low	<ul style="list-style-type: none"> <li>Limited opportunity for new office with history of primarily residential and retail uses.</li> </ul>
Hotel	Low	<ul style="list-style-type: none"> <li>Limited opportunity for hotel given longer distance from Downtown Core.</li> </ul>

Source: HR&A

## Growth Potential

Sherwood Forest can reinforce its unique cultural diversity by supporting and uplifting existing small businesses with programming and activation. There is an opportunity for lower-density multifamily, given the strong base of neighborhood amenities. More safety measures for pedestrians and cyclists will support neighborhood opportunities.

## Other Considerations

This corridor section is the most suburban (lowest residential density) and auto-oriented (with vehicular speeds topping 50mph). Several former retail commercial centers are vacant. The loss of retail options and continued lack of pedestrian safety hamper this portion of the corridor. The only proposed bike facilities in this neighborhood center include a sidepath on N Sherwood Forest Dr and an off-street trail that travels along Jones Creek.

**SHERWOOD AREA VISION**

Growth and change in Sherwood celebrates this areas’ unique cultural diversity with programming, activation, and small business support complemented by an increase in residential development appealing to multi-generational groups including senior and assisted living as well as young families.



# LONG-TERM VISION

Long-Term Aspirational Sites should be considered for development after near-term and mid-term sites, if supported by market dynamics.

- Medium Density Residential
- Low Density Residential
- Commercial
- Green Space
- Parking

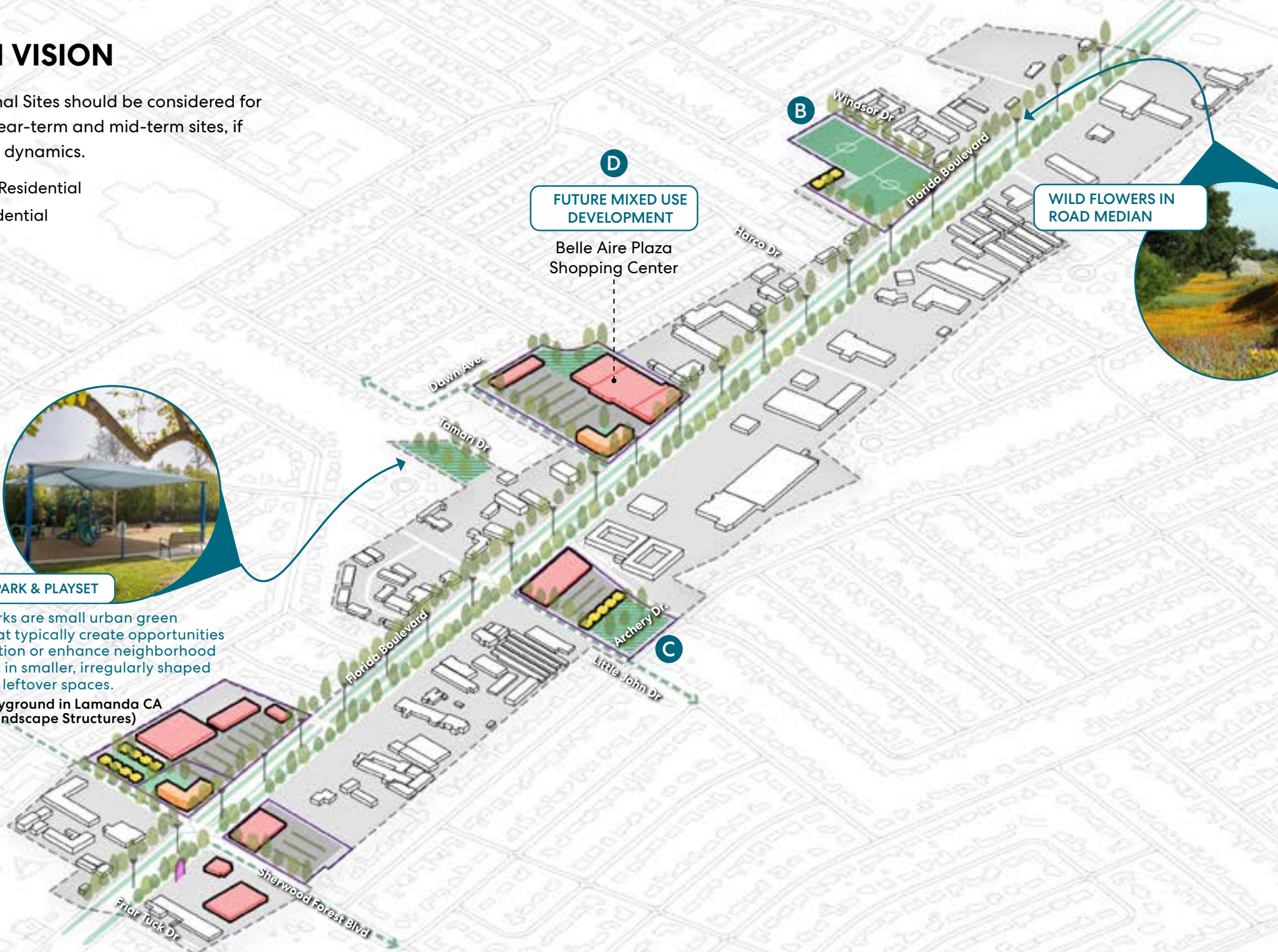


**POCKET PARK & PLAYSET**

Pocket Parks are small urban green spaces that typically create opportunities for recreation or enhance neighborhood aesthetics in smaller, irregularly shaped parcels or leftover spaces.  
**Pocket Playground in Lamanda CA Library (Landscape Structures)**



**WILD FLOWERS IN ROAD MEDIAN**





# PLACEMAKING & ACTIVATION

## Placemaking, Programming & Activation Concepts

Not all area improvements require wholesale redevelopment. Lighter touch or smaller scale improvements can make a big impact in terms of quality improvements and perceived safety. Placemaking and programmatic initiatives offer opportunities to increase activity in public spaces and place and respond to community needs before private development picks up.

B



### Temporary sport courts

A pop-up sport court is a temporary, portable, and often modular playing surface that can be quickly assembled and disassembled in various locations for sporting events. They can be set up in a variety of environments, including outdoor spaces and can occupy parking lots or vacant lots that would be otherwise unproductive or inactive spaces.

Soccer in the Streets Nonprofit based out of Atlanta Georgia

C



### Community Gardens

Community members marked on the lack of fresh, healthy food offerings despite the existence of ethnic grocers. Concepts like an occasional outdoor farmers market or community garden plots were supported solutions to expand food offerings.

Ft. Meyers' STARS Complex Urban Garden created in partnership with Boys and Girls Club of Lee County (Photo: Gabriel Kamener)

# DEVELOPMENT CONCEPTS



Future development concepts provide precedent projects from other places that relate or respond to the growth potential in each Neighborhood Center. These concepts may be a relevant consideration for several Opportunities Sites over the long term.

- D Future Mixed Use Redevelopment :** Opportunity sites like the Bellaire Plaza offer a scale of both building and parcel that make redevelopment of mixed-use centers that include housing more feasible.



### Decatur Fresh, Denver, CO

**DEVELOPMENT PRECEDENT:** Denver Housing Authority (DHA) manages an affordable international grocery market established in a food desert



### Ceder Park Master Plan, Ceder Park, TX

**DEVELOPMENT PRECEDENT:** Transforming a strip mall into a blend of multifamily residential units and townhomes in Cedar Park, Texas.

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# **Implementation and Action**

# Implementation Strategy & Approvals

The Florida Corridor covers a broad geography within the East Baton Rouge Parish and includes a wide range of impacted stakeholders. The implementation of this plan will require a broad coalition of entities including local government, non-profit organizations, civic and education institutions, real estate developers, small business owners, and private landowners.

At the onset of the planning process, an Florida Corridor Plan Advisory Committee was assembled. This committee had two charges: 1) provide feedback and input throughout the plan creation and 2) commit to acting, supporting the plan, and maintaining momentum once the plan is approved. The Advisory Committee is comprised of a diverse group of stakeholder organizations involved in all phases of plan implementation.

This plan will not be realized overnight. Rather, it will take sustained investment and consistent action over years to achieve the near-term recommendation. However, those near-term actions will build momentum towards greater change in the future.

This implementation chapter features a matrix of strategies and actions to be taken to advance corridor improvement efforts. The matrix organizes all actions into three categories: Land Use and Development, Transportation, and Placemaking. The matrix identifies specific organizations or agencies that can serve as a “Lead” or entity identified as taking charge or championing effort toward that action, and “Support”, or organization with some affiliation or interest in moving the action forward.

There is no one single action that will make this plan a success. Rather, like the city itself, it will take layers of actions that bind together the Florida Corridor into a more resilient place. The status quo is untenable, and the potential for positive change exists. Future generations of Baton Rouge residents depend on the actions put forth in the Florida Corridor Plan.

## IMPLEMENTATION PARTNERS

### Civic and Non-Profit

- Baton Rouge Area Chamber
- Baton Rouge Area Foundation
- Center for Planning Excellence
- Louisiana Transportation Research Center
- Mid-City Redevelopment Alliance
- The Village Project
- Huey and Angela Wilson Foundation

### Private Sector

- Major Employers (e.g. Amazon)
- Major Investors/Finance (e.g. Chase Bank)
- Neighborhood-Serving Businesses
- Small Businesses
- Private Land Owners
- Real Estate Developers

### Public

- BREC
- Build Baton Rouge
- Capital Area Transit System
- Capital Region Planning Commission
- Cortana Corridor Economic Development District
- Downtown Development District
- East Baton Rouge City-Parish
- East Baton Rouge Housing Authority
- Louisiana Department of Transportation and Development
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### Institutional

- Baton Rouge Community College
- Baton Rouge General Hospital
- Local schools and churches



STRATEGIES		ACTIONS	Type	Responsibilities		
				Lead	Critical Partners	
LAND USE AND DEVELOPMENT	Development Processes	Lower the barrier to neighborhood-scale, infill development processes.	Create a community-centered development process to ensure that future projects align with community goals ( <i>explore creating a neighborhood-specific Community Land Trust</i> )	Process refinement & marketing	Build Baton Rouge	<ul style="list-style-type: none"> <li>Mid City Redevelopment Alliance</li> <li>Downtown Development District</li> <li>Baton Rouge Area Foundation</li> </ul>
		Expedite the local government development review process for projects along the corridor. Expediting the development process can be achieved through streamlining the developer solicitation and procurement, and entitlement approval process.	Advocacy	City-Parish of East Baton Rouge		
		Provide incentives to spark development ( <i>e.g. tax abatements, tax increment financing, reduced development fees, direct grants</i> ).	Incentive Programs & Advocacy	City-Parish of East Baton Rouge	<ul style="list-style-type: none"> <li>Build Baton Rouge</li> <li>Downtown Development District</li> </ul>	
	Design Standards	Create a new Unified Development Code Design District Overlay called "Florida West."	Create a new geographic boundary for the "Florida West" overlay that extends along Florida St/Bld from I-110 (west) to Foster Boulevard (east). This will be for parcels that directly attach/face Florida Street/Boulevard and incapsulate the following three neighborhood centers: The Stitch, Mid-City, and a portion of Foster at Florida. It will contain sub-areas that are guided by existing context including street section of Florida Street/Boulevard.	Regulatory	<ul style="list-style-type: none"> <li>City-Parish of East Baton Rouge</li> </ul>	<ul style="list-style-type: none"> <li>Build Baton Rouge</li> </ul>
			Adopt current design standards in the UDC for overlay districts (Section 10.3.2) that are in alignment with FUTUREBR. On parcels fronting Florida Street/Boulevard, advocate for development in alignment with FUTUREBR Urban/Walkable Character Area Recommended Standards to ensure pedestrian-friendly design where buildings front the sidewalk and street with clear entrances, lighting, and parking/service is screened or located behind buildings.	Regulatory	<ul style="list-style-type: none"> <li>City-Parish of East Baton Rouge</li> </ul>	<ul style="list-style-type: none"> <li>Build Baton Rouge</li> </ul>
			Within the "Florida West" design overlay, offer density incentives via zoning relief for development proposals that seek to exceed 30 units per acre on parcels that are within 1,000 ft of a transportation stop.	Regulatory	City-Parish of East Baton Rouge	

STRATEGIES		ACTIONS	Type	Responsibilities		
				Lead	Critical Partners	
<b>LAND USE AND DEVELOPMENT</b>	Vacant & Underdeveloped Lots	<b>Redevelop tax delinquent, vacant, blighted and underutilized parcels.</b>	Strengthen code enforcement for blighted properties, vacant lots, signage, and lighting.	Advocacy & Policy change	City-Parish of East Baton Rouge	
			Partner with community organizations and developers to redevelop properties.	Convene & PPP Leadership	Build Baton Rouge	<ul style="list-style-type: none"> <li>Baton Rouge Area Foundation</li> <li>Downtown Development District</li> <li>Mid-City Medical Corridor</li> <li>Wilson Foundation</li> <li>Private Land Owners and Developers</li> </ul>
			Assemble strategic sites and identify catalyst sites for near-term development projects.	Site control & Assembly	Build Baton Rouge	<ul style="list-style-type: none"> <li>Baton Rouge Area Chamber</li> <li>Private Land Owners and Developers</li> </ul>
			Utilize recent changes to State Law to transfer adjudicated properties ("Mow to Own" Program).	Advocacy & Education	Build Baton Rouge	<ul style="list-style-type: none"> <li>Wilson Foundation</li> <li>Mid City Redevelopment Alliance</li> <li>Downtown Development District</li> </ul>
			Focus development incentives on façade improvement programs and repositioning aging strip retail developments. Consider implementing a similar program to the Façade & Signage Improvement Program (FSIP) that is offered in the Baton Rouge North Economic Development District, which includes the North side of Florida Boulevard, to cover the entire Florida Corridor.	Incentive programs & Marketing	Build Baton Rouge	<ul style="list-style-type: none"> <li>City-Parish of East Baton Rouge</li> <li>Baton Rouge Area Foundation</li> <li>Cortana Corridor Economic Development District</li> </ul>
	Affordable Housing	<b>Establish affordable housing goals on publically-led developments</b>	Publicly owned parcels should tie incentives to achieve a minimum percentage or quantity of housing units developed to be affordable, striving for deep levels of affordability when possible. In addition, goals for desired housing unit mix to encourage family units should be established.	Incentive programs & Marketing	Build Baton Rouge	<ul style="list-style-type: none"> <li>City-Parish of East Baton Rouge</li> </ul>
			<b>Establish a voluntary Equitable Transit-Oriented Development (ETOD) overlay with minimum land use intensity and affordable housing goals</b>	East Baton Rouge may create a voluntary, ETOD program to facilitate the development of affordable housing in residential and mixed-use development projects within 1/3 mile of the Plank-Nicholson Bus Rapid Transit (BRT) Stations. An ETOD program provides a consistent, systemwide framework within which developers are provided with alternative regulatory standards and other incentives in exchange for construction of affordable units. Overlays can offer more flexible dimensional standards (e.g., increased height), entitlement fee waivers, reduced parking requirements, expedited review, and other incentives to increase the feasibility of affordable housing production.	Incentive programs & Marketing	City-Parish of East Baton Rouge



STRATEGIES		ACTIONS	Type	Responsibilities		
				Lead	Critical Partners	
PLACEMAKING	Public Spaces & Programming	<b>Provide resources and incentives to enliven existing public spaces and invest in new public spaces alongside development and infrastructure.</b>	Create an “enliven the corridor” program that sponsors temporary public space installations.	New Public Space Program	Build Baton Rouge	<ul style="list-style-type: none"> <li>The WALLS Project</li> <li>BREC</li> <li>Downtown Development District</li> <li>Mid City Redevelopment Alliance</li> <li>Arts Council of Greater BR</li> </ul>
			Partner with BREC and civic/institutional partners along the corridor to sponsor stewardship of existing public spaces.	New Public Space Program	BREC	<ul style="list-style-type: none"> <li>Build Baton Rouge</li> <li>Downtown Development District</li> </ul>
			Identify locations for new privately-owned public spaces as part of public-private partnership development projects.	Planning & Marketing Initiative	Build Baton Rouge	<ul style="list-style-type: none"> <li>Private Land Owners &amp; Developers</li> <li>City-Parish of East Baton Rouge</li> </ul>
			Include public realm and pedestrian improvements along with art and lighting to better connect under the I-110 Interstate Highway		Downtown Development District (DDD)	<ul style="list-style-type: none"> <li>LA DOTD</li> <li>Built Baton Rouge</li> <li>The WALLS Project</li> </ul>
			Incentivize public amenities that improve community health and well-being. BBR can evaluate incentives (programmatic, financial, or administrative) to developers or landowners who provide for public amenities and open spaces in private properties.	Planning & Marketing Initiative	Build Baton Rouge	<ul style="list-style-type: none"> <li>City-Parish of East Baton Rouge</li> </ul>
	Branding & Cultural Identity	<b>Imbue the rich history and culture of neighborhoods along the corridor through art and entertainment.</b>	Collaborate with local nonprofit organizations like the WALLS Project to develop a comprehensive public art plan.	Planning Initiative	City-Parish of East Baton Rouge	<ul style="list-style-type: none"> <li>The WALLS Project</li> <li>BREC</li> <li>Downtown Development District</li> <li>Mid City Redevelopment Alliance</li> <li>Arts Council of Greater BR</li> </ul>
			Invest in local artists to exhibit art in storefronts or public spaces along the corridor.	New Public Art Program	Arts Council of Greater BR	<ul style="list-style-type: none"> <li>Downtown Development District</li> </ul>
			Sponsor live music and other events that highlight the rich diversity of the neighborhoods along the corridor.	Community Event	DDD	<ul style="list-style-type: none"> <li>Arts Council of Greater BR</li> </ul>
	Tree Canopy Coverage	<b>Invest in urban forestry and tree planting in areas experiencing the highest urban heat island effect.</b>	Update and enforce the Landscape and Trees section of the Unified Development Code to incorporate tree quantity and variety.	Advocacy & Education	City-Parish of East Baton Rouge	<ul style="list-style-type: none"> <li>Baton Rouge Green</li> </ul>
			Invest in street trees that are resilient, low management, and provide shade coverage.	Purchase/Distribute Materials or Goods & Edu	Baton Rouge Green	<ul style="list-style-type: none"> <li>City-Parish of East Baton Rouge</li> <li>DOTD"</li> </ul>
			Incentivize tree planting on privately owned property in tree-scarce areas of the corridor.	Incentive Program	Baton Rouge Green	<ul style="list-style-type: none"> <li>City-Parish of East Baton Rouge</li> </ul>
		<b>Adopt ‘grey-to-green’ strategies to accompany new development and infrastructure projects especially in areas susceptible to flooding.</b>	Within the public right-of-way, implement bioretention landscape elements (e.g. rain gardens or filtration strips) that manage and clean stormwater.	Advocacy & Project Imp. Support	City-Parish of East Baton Rouge	<ul style="list-style-type: none"> <li>DOTD</li> </ul>
Create and enforce green infrastructure standards for new developments receiving public incentives across a range of parcel sizes and land uses.	Planning, Advocacy & Education		City-Parish of East Baton Rouge	<ul style="list-style-type: none"> <li>Baton Rouge Green</li> </ul>		

STRATEGIES		ACTIONS	Type	Responsibilities		
				Lead	Critical Partners	
TRANSPORTATION	Policy/Regulatory Changes	Incentivize new investments that support walking, biking, and transit through parking management and zoning changes	Reduce parking minimums and/or introduce parking maximums where there is frequent transit and infrastructure to support walking and biking.	Policy change/education	City-Parish of East Baton Rouge	
			Allow for shared parking arrangements to limit the construction of new parking.	Policy change/ Advocacy & Education	City-Parish of East Baton Rouge	<ul style="list-style-type: none"> <li>• Mid City Redevelopment Alliance</li> <li>• Downtown Development District</li> </ul>
			Reduce conflicts through access management strategies like reducing the number of drive-ways or providing access via alleyways.	Advocacy & Education	City-Parish of East Baton Rouge	<ul style="list-style-type: none"> <li>• DOTD</li> </ul>
	Transit Connectivity	Enhance transit connections and multimodal connectivity	Improve connectivity through Mobility Hubs - access points that offer seamless transit and multimodal connections with features like transit bays, bikeshare, and carshare.	PPP & Implementation support	City-Parish of East Baton Rouge with CATS	<ul style="list-style-type: none"> <li>• DOTD, CRPC</li> </ul>
			Implement future proposed route changes in the COA and Empower BR to improve transit connections, and reliability.	Advocacy & Implementation support	CATS	<ul style="list-style-type: none"> <li>• DOTD</li> <li>• CRPC</li> <li>• City-Parish of East Baton Rouge</li> </ul>
	Neighborhood Traffic Calming	Improve safety and reduce speeds on residential streets	Implement street design changes that encourage more walking and biking.	Advocacy & Implementation support	City-Parish of East Baton Rouge	<ul style="list-style-type: none"> <li>• DOTD</li> <li>• CRPC</li> </ul>
			Includes design treatments mid-block and at the intersection that improve visibility, provide more space for walking and crossing, and reduce speeds.	Advocacy & Implementation support	City-Parish of East Baton Rouge	<ul style="list-style-type: none"> <li>• DOTD</li> </ul>
			Lower speed limits in school and residential zones.	Advocacy & Policy Change	City-Parish of East Baton Rouge	
	Florida Corridor Projects	Extend MoveBR and BRT safety and transit infrastructure improvements	The MoveBR Corridor Enhancement Project offers a full suite of safety improvements from N 22nd Street to Airline Highway (In Design)	Advocacy	City-Parish of East Baton Rouge	<ul style="list-style-type: none"> <li>• DOTD</li> </ul>
			Plank-Nicholson BRT provides premium bus stop amenities, traffic signal priority, and crossing improvements from N 5th to 22nd St (Approaching Implementation)	Advocacy	CATS	<ul style="list-style-type: none"> <li>• City-Parish</li> </ul>



# APPENDIX

**APPENDIX #1: FUNDING SOURCES MATRIX - FEDERAL & STATE**

**APPENDIX #2: DISCOVERY AND NEEDS DOCUMENTATION**