

APPENDIX

APPENDIX #1: FUNDING SOURCES MATRIX - FEDERAL & STATE

APPENDIX #2: DISCOVERY AND NEEDS DOCUMENTATION

FUNDING SOURCES MATRIX



The Funding Sources Matrix below shows funding sources put forward by the Federal and State governments which could fund physical and programmatic improvements recommended by the Florida Corridor Plan (2024) created in partnership by the project team led by Perkins & Will and supported by HR&A Advisors and Nelson Nygaard (NN). It will take collaboration among all implementation partners to pursue funds to support this plan. As noted on the last page, a collaborative approach to applying for and deploying government funding can be a great advantage in the competition for limited funds. A consortium could be a public-private partnership or partnership between different public agencies. Consortia can create the possibility to capture more money and mitigate risks, better leveraging a diverse range of technical skillsets and funding abilities, and enable more expansive outreach for a broader impact.

FUNDING SOURCES MATRIX - FEDERAL & STATE

PREPARED FOR THE FLORIDA CORRIDOR PLAN (2024)

Funding Source	Overview & Intended Uses	Allocation Authority	Scale of Funding	Grant Availability & Application Timeline	Relevant Strategies
FEDERAL SOURCES					
Community Development Block Grants (CDBG)	The CDBG program is a flexible program that provides annual grants on a formula basis to entitled cities and counties to address a wide range of unique community development needs. HUD awards grants to entitlement community grantees to carry out a wide range of community development activities directed toward revitalizing neighborhoods, economic development, and providing improved community facilities and services.	US Department of Housing and Urban Development (HUD)	For FY 2024, Baton Rouge has been allocated \$3,316,455.	HUD provides annual grants on a formula basis to Baton Rouge Parish. The amount allocated to the city is determined by the higher share of two formulas that each weigh the area's share of 3 factors across all US metropolitan areas. The first formula's factors are: population, people in poverty, and overcrowded units. The second formula's factors are: population growth lag since 1960, people in poverty, and pre-1940 housing units. The Parish has authority to distribute these funds to eligible activities that meet the program's national objectives.	-Catalyst Projects
Reconnecting Communities Pilot Program	Competitive grant for planning and capital projects that advance community-centered connection transportation projects, with a focus on projects that benefit disadvantaged communities, by: improving access to daily needs such as jobs, education, health care, food, nature, and recreation; fostering equitable development and restoration; and reconnecting communities by removing, retrofitting, or mitigating highways or other transportation facilities that create barriers to community connectivity.	US Department of Transportation (USDOT), Office of the Secretary of Transportation (OST)	For FY 2024 and FY 2025, expect \$150-200 million per year. The minimum award for planning grants has been \$2 million and for capital grants \$5 million. Typically requires 20% match.	Annual application cycles are announced by DOT through a notice of funding opportunity (NOFO). A new NOFO for the Reconnecting Communities Pilot is expected to be released in July 2024.	-Public Spaces & Programming (I-110 Stitch) -Extend MoveBR & BRT

Funding Source	Overview & Intended Uses	Allocation Authority	Scale of Funding	Grant Availability & Application Timeline	Relevant Strategies
Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Discretionary Grant	Competitive grant for capital investments in surface transportation that will have a significant local or regional impact. Eligible uses include capital projects like highways, bridges, roads, public transit lines, passenger and freight rail line, port infrastructure, intermodal systems, and any surface transportation infrastructure project that the Secretary considers to be necessary to advance the goals of the program. Grants may also be used for planning needs. This program was previously known as TIGER and BUILD.	USDOT, Build America Bureau	USDOT has \$1.5 billion for each of FY 2025 and FY 2026. Minimum and maximum grant award for capital projects in urban areas has been: \$5-\$45 million. Typically requires 20% match.	Annual application cycles are announced by DOT through a notice of funding availability (NOFA) by the Office of Infrastructure Finance and Innovation. The FY 2025 NOFA is expected in Fall 2024.	-Transit Connectivity -Extend MoveBR & BRT
Safe Streets for All (SS4A)	Competitive grant to develop tools to help strengthen a community's approach to roadway safety that saves lives and is designed to meet the needs of diverse local, tribal, and regional communities that differ dramatically in size, location, and experience in administering federal funding. Priority is given to projects that promote safety to reduce traffic violence, employ low-cost high-impact strategies, ensure equitable investments, incorporate evidence-based countermeasures, demonstrate engagement with stakeholders, and align with Justice40.	USDOT, OST	Roughly \$1 billion annually for FY 2025 and FY 2026. Minimum and maximum grant award for implementation grants: \$2.5–5 million. For planning grants: \$100,000 - \$10 million.	Planning Grant Applications for FY 2024 are due August 29, 2024. Future NOFOs are expected in Spring 2025 and Spring 2026.	-Neighborhood traffic calming -Extend MoveBR Safety Improvements -Public Spaces & Programming
Active Transportation Infrastructure Investment Program (ATIIP)	Competitive grant to support the planning, design, and construction of projects that provide safe and connected active transportation infrastructure in an active transportation network or active transportation spine. There are both planning and construction grants.	USDOT, Federal Highway Administration (FHWA)	FHWA has \$45 million available for FY 2024. Future funding is subject to annual appropriations.	Applications due July 17, 2024. Annual application cycles are announced through a NOFO by FHWA each spring, if funding is available.	-Neighborhood traffic calming -Extend MoveBR safety improvements -Public Spaces & Programming
Advanced Transportation Technology and Innovation (ATTAIN) Program (also known as ATTIMD and ATCMTD)	Competitive grant to improve safety, mobility, efficiency, system performance, intermodal connectivity, and infrastructure return on investment by supporting the deployment, installation, and operation of advanced transportation technologies. The funding agency intends for these model technology deployments to help demonstrate how emerging transportation technologies, data, and their application can be effectively deployed and integrated with existing systems to provide access to essential services and other destinations.		\$120 million was available in FY 2024, with a further \$120 million available total for FY 2025 and FY 2026. Maximum grant award: \$12 million	Annual application cycles announced through a NOFO by FHWA.	

Funding Source	Overview & Intended Uses	Allocation Authority	Scale of Funding	Grant Availability & Application Timeline	Relevant Strategies
Fixed Guideway Capital Investment Grant (CIG) Program	Competitive grant for fixed guideway investments including new and expanded rapid rail, commuter rail, light rail, streetcars, bus rapid transit, and ferries, as well as corridor-based bus rapid transit investments that emulate the features of rail. There are three categories of eligible projects under the CIG program: New Starts, Small Starts, and Core Capacity.	USDOT, Federal Transit Administration (FTA)	\$3 billion annually and \$1.6 in advance appropriations. Maximum grant award for Small Starts: \$150 million for projects less than \$400 million. Projects equal to or greater than \$400 million qualify for New Starts.	Next due August 23, 2024. Note some reporting materials are due earlier in summer. Annual application cycles announced through a NOFO by FTA.	-Transit Connectivity -Extend MoveBR & BRT
Access and Mobility Partnership Grants: Innovative Coordinated Access and Mobility (ICAM) Pilot Program	Competitive grant to improve coordination and access to vital community services for older adults, people with disabilities, and people of low income. Funding will support innovative mobility management capital projects that will improve the coordination of transportation services and non-emergency medical transportation (NEMT) services. For FY 2024, the funding agency intends to target funding for regional and statewide mobility management capital projects that support coordination and enable comprehensive community access, including access to NEMT, for underserved groups.	USDOT, FTA	\$4.6-5 million for each of FY 2025 and FY 2026.	Annual application cycles announced through a NOFO by USDOT.	-Transit Connectivity
Climate Pollution Reduction Grants	The Capitol Region Planning Commission was awarded a planning grant in August 2023 making them eligible for implementation grants. Planning grant recipients are using the funding to design climate action plans that incorporate a variety of measures to reduce GHG emissions from across their economies in six key sectors (electricity generation, industry, transportation, buildings, agriculture/natural and working lands, and waste management). Implementation projects and programs must be identified in an approved plan.	US Environmental Protection Agency (US EPA)	US EPA has \$5 billion for this one-time, multi-phase program. Minimum and maximum grant award for implementation grants: \$2-500 million.	The deadline for project Memorandums of Agreement (MOAs) was recently extended to August 1, 2024. Multiple subsequent steps are required to compete for implementation funding.	-Transit Connectivity -Neighborhood Traffic Calming -Public Spaces & Programming -Tree Canopy Coverage (Bio-retention)
Environmental and Climate Justice Community Change Grants Program (CCGP)	Competitive funding grant to support projects that address climate challenges and reduce pollution while strengthening communities through thoughtful implementation. Awards will enable disadvantaged communities and their partners to overcome long-standing environmental challenges and implement meaningful solutions to meet community needs now and for generations to come.	US EPA	US EPA has \$2-3 billion available for this one-time program. Anticipate 150 awards. Minimum and maximum grant award for implementation grants: \$10-20 million.	Final due date November 21, 2024. US EPA encourages early submission to receive feedback and allow resubmission.	-Placemaking -Tree Canopy Coverage (Bioretention)

Funding Source	Overview & Intended Uses	Allocation Authority	Scale of Funding	Grant Availability & Application Timeline	Relevant Strategies
Low-Income Housing Tax Credits	The LIHTC program is a federal program that provides a tax credit to support the development of affordable rental housing. It is the largest source of funding to produce affordable housing nationwide. LIHTC-financed housing developments primarily serve very low-income and low-income (up to 60% of AMI) households. The LIHTC program distributes federal income tax credits to developers through state housing finance agencies, which are responsible for determining which projects receive tax credits under the state's allocation.	General guidelines set by Internal Revenue Service (IRS); administered by state housing agencies	For FY 2024, Louisiana is estimated to receive \$13,300,000 in tax credits.	There are two general types of credits that can be awarded: 9% LIHTC cover a greater percentage of projects' development costs and are awarded on a competitive basis. 4% LIHTC cover a lower percentage of projects' development costs and are generally awarded to any projects that meet specific programmatic requirements and are financially feasible.	-Catalyst Projects
Rental Housing Development (Multifamily) HOME Rental Housing Program	Program provides loans to affordable housing developers to build, buy or rehabilitate affordable housing and provides direct rental assistance to low-income individuals. Louisiana Housing Corporation serves as the administer of HOME funds which are allocated by HUD.	US Department of Housing and Urban Development (HUD); administered by state housing agencies	For FY 2024, Baton Rouge has been allocated \$1,333,446.	Annual application cycles are announced by LHC through a notice of funding availability (NOFA). The 2024 NOFA was released in March 2024 with applications due June 2024.	-Catalyst Projects
Clean Water State Revolving Funds	The CWSRF program is a federal-state partnership that provides low-cost financing to communities for a wide range of water quality infrastructure projects, including municipal wastewater facilities, nonpoint source pollution control, decentralized wastewater treatment systems, stormwater runoff mitigation, green infrastructure, estuary protection, and water reuse.	US Environmental Protection Agency (EPA); administered by state agencies	For FY 2024, Louisiana has been allocated \$48,172,000.	Applications are accepted on a rolling basis and awarded annually.	-Tree Canopy Coverage (Bioretention)
Building Resilient Infrastructure and Communities (BRIC)	BRIC supports states, local communities, tribes and territories as they undertake hazard mitigation projects, reducing the risks they face from disasters and natural hazards.	Federal Emergency Management Agency (FEMA)	FY 2024 allocations are TBD. For FY 2023, allocations nationwide totaled \$1.8 billion.	Annual application cycles are announced by FEMA through a notice of funding opportunity. A new NOFO for 2024 is expected in Fall 2024.	-Tree Canopy Coverage (Bioretention)
New Markets Tax Credits	The New Markets Tax Credit Program (NMTC) attracts private capital into low-income communities by permitting individual and corporate investors to receive a tax credit against their federal income tax in exchange for making equity investments in specialized financial intermediaries called Community Development Entities (CDEs). CDEs then use the capital they receive to make investments in businesses (including nonprofits and real-estate projects) located in low-income communities. NMTCs are intended for borrowers/projects that provide goods and services that benefit low-income people and residents of those communities or that can demonstrate new, quality, permanent job creation.	US Department of Treasury	The CDFI Fund awarded \$5 billion in allocation authority to a total of 102 CDEs.	Community Development Entities (CDEs) apply annually to the CDFI Fund to compete for New Markets Tax Credit Program allocation authority through a Notice of Allocation Availability (NOAA). The last round of awards were made in September 2023.	-Catalyst Projects

Funding Source	Overview & Intended Uses	Allocation Authority	Scale of Funding	Grant Availability & Application Timeline	Relevant Strategies
Opportunity Zones	Opportunity Zones are an economic development tool that allows people to invest in distressed areas in the United States. Their purpose is to spur economic growth and job creation in low-income communities while providing tax benefits to investors.	U.S. Department of the Treasury (Treasury)	\$48 billion in Opportunity Zone investments were made from tax years 2018–20. The Joint Committee on Taxation estimates that Opportunity Zones tax expenditures will total \$8.2 billion over the course of 2020 through 2024.	Any corporation or individual with capital gains can qualify to make Opportunity Zones investments at any time.	-Catalyst Projects (I-110 Stitch)
STATE SOURCES					
Multifamily Bond Program	The Louisiana Housing Corporation, through the issuance of Multifamily Revenue Bonds, provides financing to developers to acquire, construct and/or rehabilitate affordable housing for low to moderate income families and individuals. It is designed to be used in conjunction with LIHTC funding.	Louisiana Housing Corporation	N/A	Awarded on a rolling basis in conjunction with 4% LIHTC only.	-Catalyst Projects

CONSORTIA ADVANTAGE BY FUNDING SOURCE

Funding Source	BBR Applicant	City-Parish or MPO Applicant	Consortia Recommended	Other or Eligible Lead Entity
Community Development Block Grants (CDBG)	✓	X	X	
Reconnecting Communities and Neighborhoods Grant Program	✓	✓	✓	City-Parish and/or State DOT. Nonprofits are eligible.
Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Discretionary Grant	✓	✓	✓	City-Parish and/or State DOT
Low-Income Housing Tax Credits	X	X	X	Affordable housing developer
Clean Water State Revolving Funds	X	✓	X	State agencies; local governments
Building Resilient Infrastructure and Communities (BRIC)	X	✓	✓	States, local communities, tribes and territories
Multifamily Bond Program	X	X	X	Affordable housing developer
New Markets Tax Credits	X	X	X	Community Development Entity (CDE)
Opportunity Zones	X	X	X	Private investment
Safe Streets For All Grants	X	✓	✓	

DISCOVERY & NEEDS DOCUMENTATION



The Discovery and Needs Document was created by the project team lead 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, provided 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.

The Discovery and Needs Document represents a summary of qualitative and quantitative investigation of the Florida Corridor over the initial Discovery phase of our effort, June - November of 2023. This included initial efforts to process available data, synthesize existing plans, conduct corridor-level market analysis, a transportation assessment, physical space audit, and zoning and land use discovery, as well as our initial phase of public engagement which included a public survey.



Perkins&Will



Perkins&Will

Florida Corridor

Discovery & Needs



Baton Rouge, LA

December, 2023



Project Website and Information

For more information, visit our website at www.floridacorridorbr.com



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.”

About the Consultant Team

The consultant team is lead 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.

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 Chambers

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 Owners

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

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, Representatives from the Hispanic Community

Pastor Mary Moss, Community Leader

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

Rodney Braxton, Chairman, Build Baton Rouge

Ryan Halcomb, 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 Hoffman-Sayal, Executive Director, Downtown Development District

Will Campbell, Treasurer, Build Baton Rouge

Project Management Team

Gretchen Siemers, Vice President of Planning and Policy BBR

Kendra Hendricks, Senior Manager of Economic Development and Finance BBR

Consultant Team

Perkins & Will

HR&A Advisors

Nelson Nygaard

Forte & Tablada

Franklin Associates



FLORIDA STREET

MISSISSIPPI RIVER TO
NORTH 4TH STREET

2-LANES



FLORIDA BLVD

NORTH 4TH STREET TO
NORTH FOSTER DRIVE

4-LANES



FLORIDA BLVD

NORTH FOSTER DRIVE TO
PARISH LINE

6-LANES

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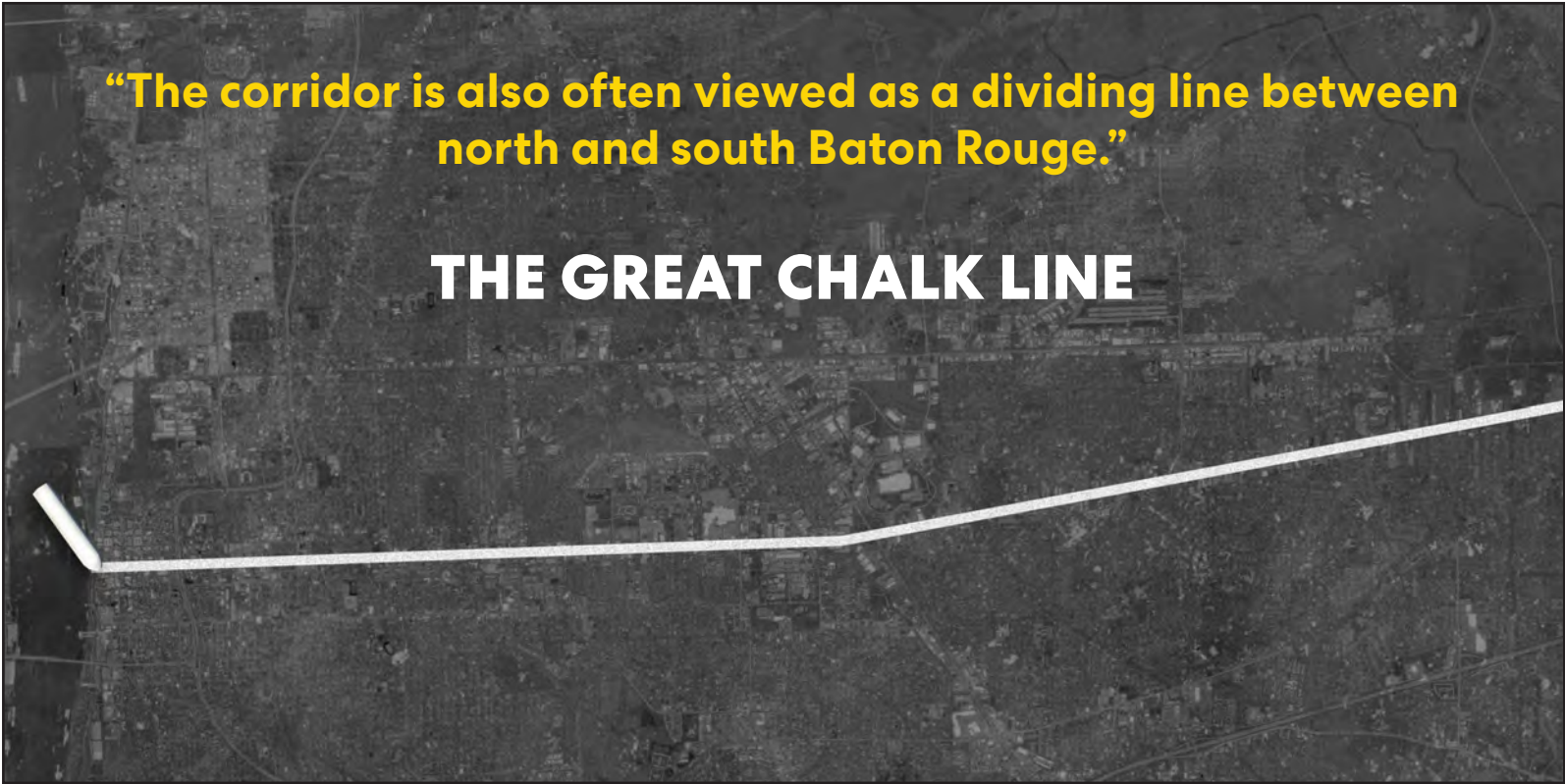
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MO1 Introduction

A yellow-tinted photograph of an outdoor festival. In the foreground, a man in a plaid shirt and a woman in a patterned dress stand near a table. In the background, there are white tents, people walking, and signs that read "WATER & SODA" and "MIXED DRINKS". A man is standing next to a bicycle on the right. The overall scene is lively and festive.

THE GREAT CHALK LINE



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

THE GREAT CHALK LINE

The Study Area

The study area was selected based on neighborhoods and U.S. Census Tracts that adjoin Florida Street/Florida Boulevard and extend the entire length of the corridor from the Levee to the East Baton Rouge Parish Line.

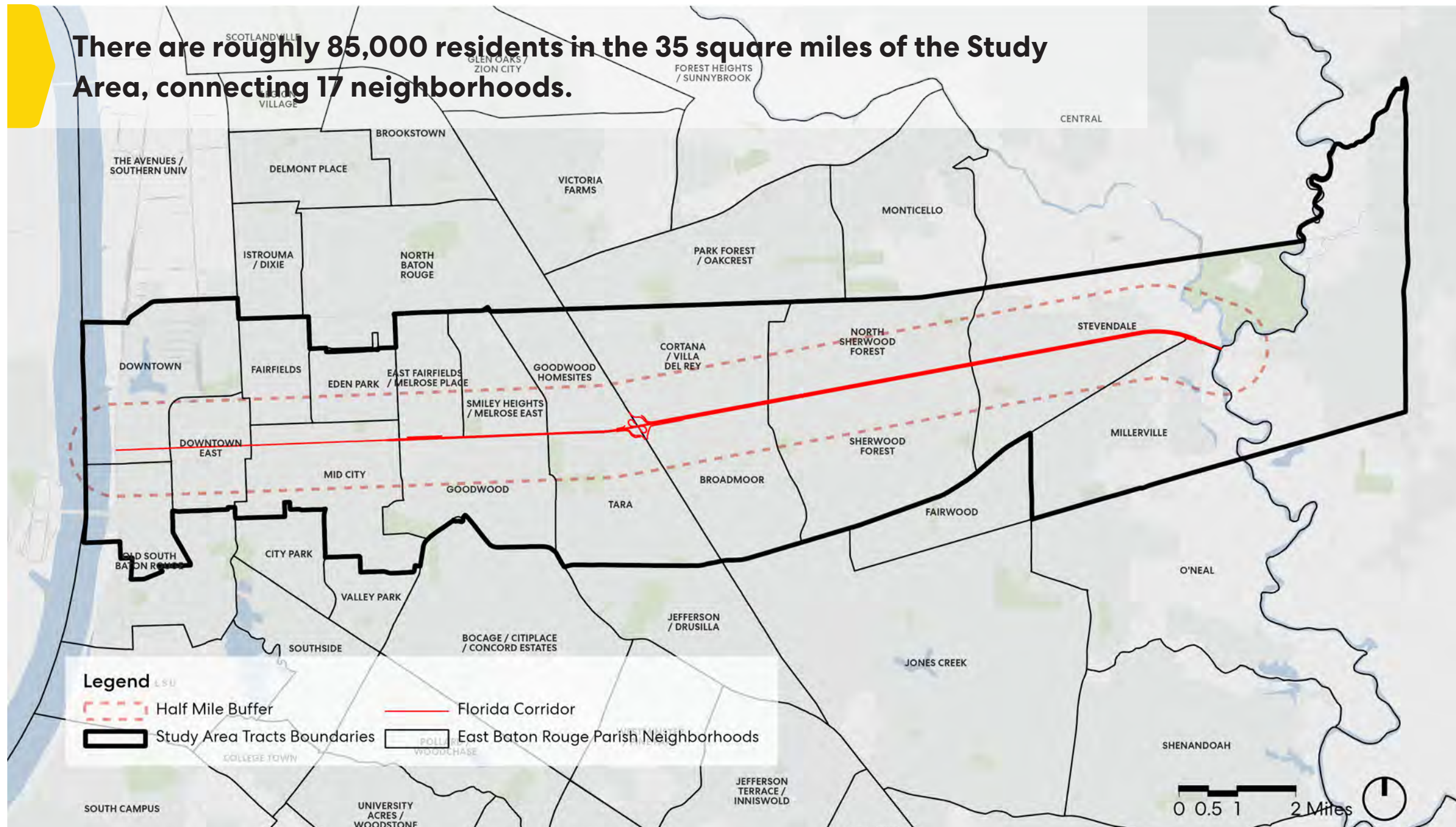
Understanding the Florida Corridor

The Florida Corridor is a 12-mile long commercial and commuter corridor that runs from the Mississippi River to the East Baton Rouge Parish line. It connects more than 85,000 people in more than 17 neighborhoods, and the corridor, which covers both Florida Street and Florida Boulevard, includes a high amount of retail activity along with existing commercial and civic assets. Over the past two decades, sections of the corridor experienced decline and dis-investment largely attributed to the changing patterns of retail and auto-centric development.

Traditionally the Florida Corridor is the proverbial dividing line of Baton Rouge—separating people across race and economic lines--hence the name “The Great Chalk Line.” Can it become a catalyst for equitable community development that will bring the two halves of the parish together, instead of keeping them apart?

“The Great Chalk Line”

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

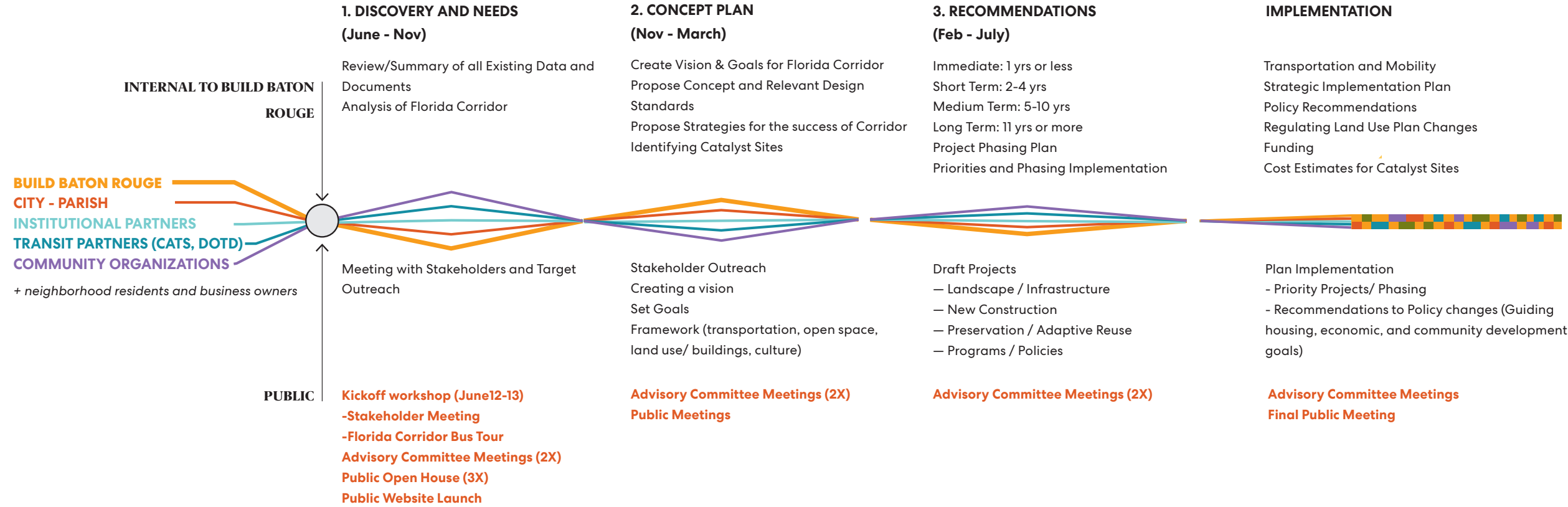


The Study Area

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

PLANNING PROCESS

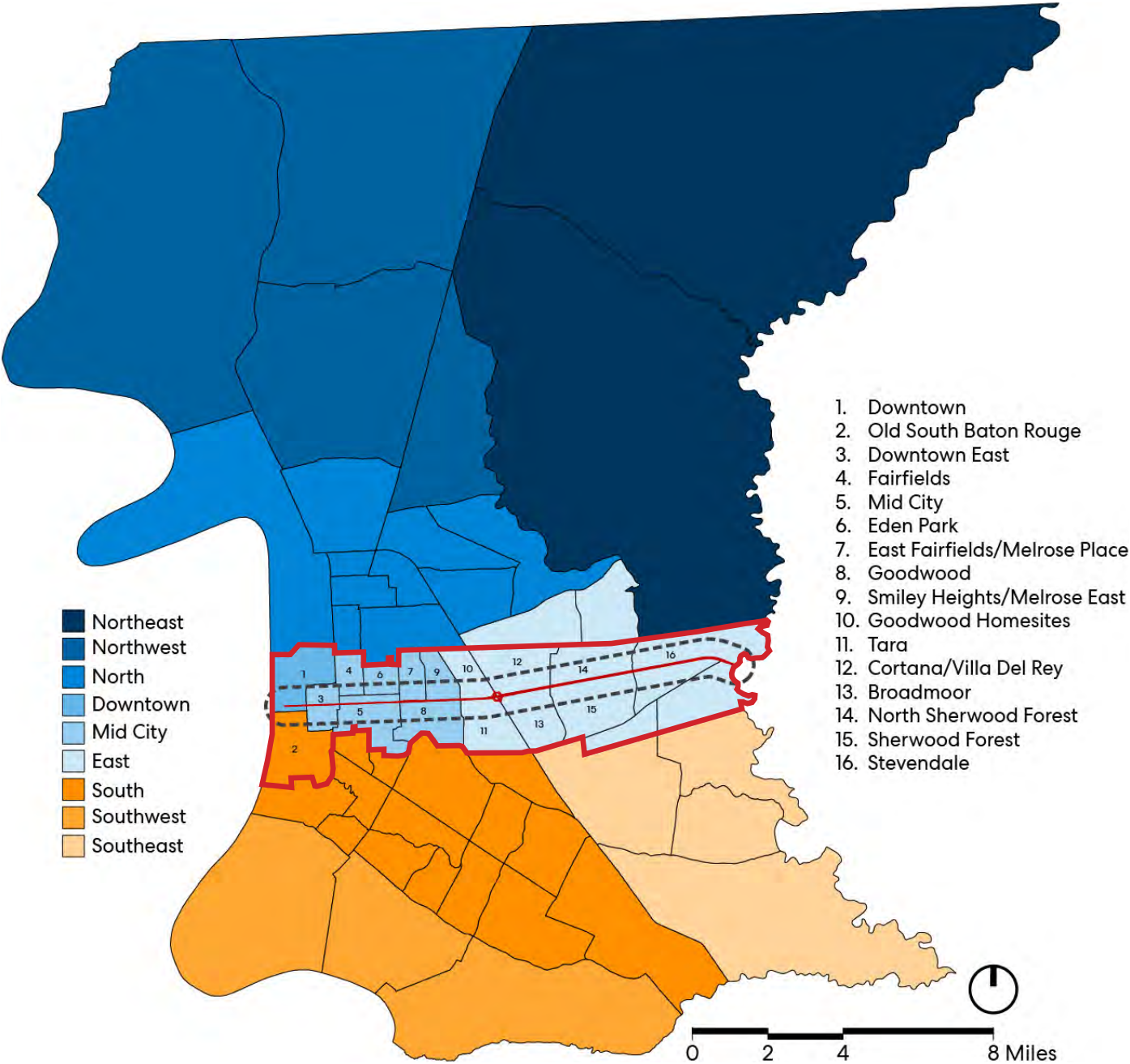
Multiple ‘threads’ weave together in this 12-month planning process. This includes the client team—Build Baton Rouge—along with the City-Parish Local Government are the main decision makers and approval authorities. Institutional, transportation, and community stakeholder are critical to informing the process and partnering for implementation.



PARISH CONTEXT

**The corridor transects four community areas:
Downtown, South, Mid City, and East.**

The Florida Corridor Plan is 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. The Study area for this plan is the Florida Corridor; a 12-mile-long street that transitions into a boulevard that runs through East Baton Rouge Parish. The Corridor runs from the Mississippi River to the Livingston Parish line, functioning as Baton Rouge’s backbone. The Corridor is an LDOT thoroughfare, carrying passengers to and from Downtown, Interstate 110, across several neighborhoods, Airline Highway, across more neighborhoods all the way to the suburbs of the city. The corridor has historically served as the “Chalk Line” of Baton Rouge, segregating communities north of the Corridor from those in the south. This division of the city across racial boundaries has created a disharmonious built environment. The consequences of this historic division have inspired several projects aimed at addressing the ills of the past and creating a resilient, equitable future.



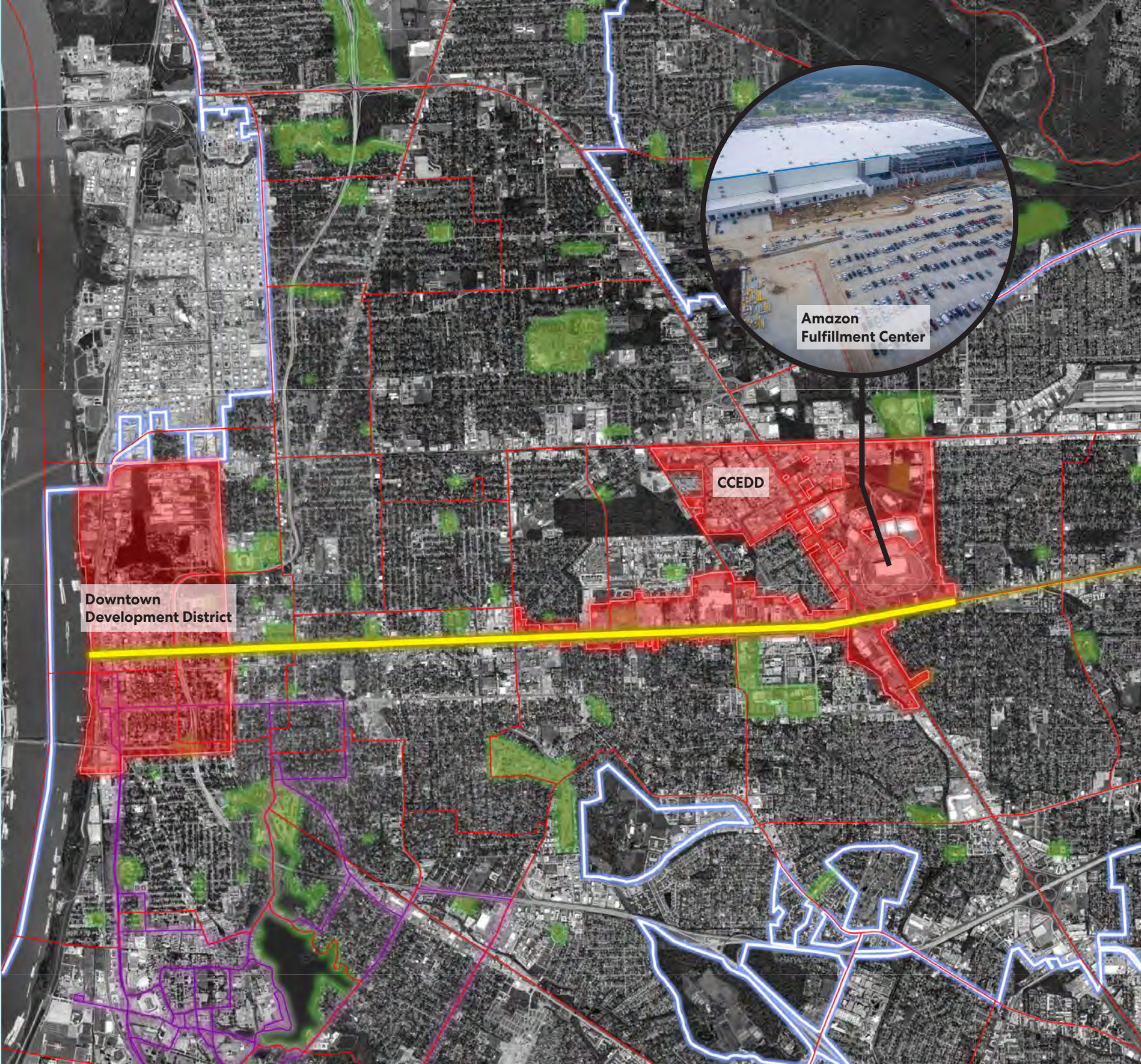
Data Source: **East Baton Rouge Parish Market Segmentation Study**
UNC Greensboro Center for Housing & Community Studies

ECONOMIC DEVELOPMENT DISTRICT

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.

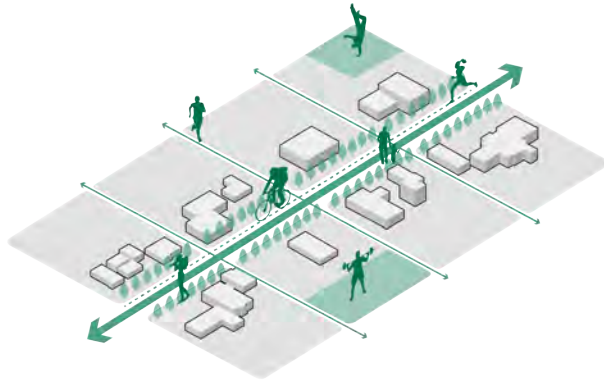
The Cortana Corridor Economic Development District (CCEDD) is administered by Build Baton Rouge and is governed by a five-member board of directors. The District was created to leverage investments surrounding the Amazon Fulfillment Center and to provide projects that enhance the district for the surrounding communities and to attract and retain jobs. The CCEDD and Build Baton Rouge is the funder of the corridor plan.

This Corridor Plan is 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 effort envisions a comprehensive and vibrant revitalization of the Corridor that prioritizes land uses, transportation infrastructure, and urban design that will attract and retain targeted amenities and employers, while incentivizing housing needed to accommodate both natural growth, as well as any population and demographic changes anticipated due to disaster- or climate-related relocation. This plan is proposed to address decades of decline with a renewed vision and actionable steps for implementation and funding.



WHAT WE INVESTIGATED: LOOKING THROUGH THREE LENSES

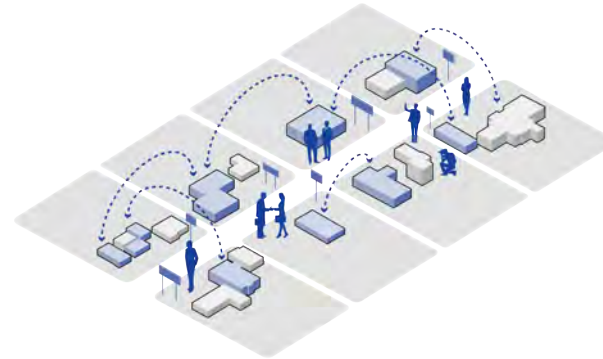
The recipe for creating a thriving and vibrant corridor require a contextual understanding of the place, economy, and culture and communities that comprise the corridor.



PLACE

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

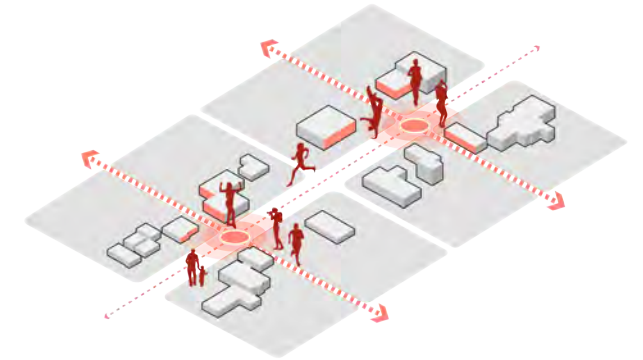
1. Presently, those who work along Florida Corridor predominately live elsewhere in East Baton Rouge Parish. Conversely, those who live near the Florida Corridor work else where in East Baton Rouge Parish.
2. Historic disinvestment led to a fragmented and disconnected built environment. There are incomplete sidewalks and lack of tree canopy coverage discriminatingly along the corridor.
3. The Corridor becomes more automobile-oriented as one moves east; the number of lanes and speed limit increase. Pedestrian and cyclist safety is a concern that has to be addressed.
4. The existing built environment impacts social and climate vulnerabilities.
5. There are several projects planned or in development that will positively impact the Corridor. There are several employment centers and master plans along the Corridor with catalytic potential that can be built upon.



ECONOMY

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

1. Economic outcomes are disparate and inequitable across the corridor.
2. The corridor is experiencing displacement pressures, particularly in neighborhoods north of the corridor.
3. Government sector growth has slowed, while healthcare and professional services sectors are areas of opportunity to revamp the office market's recent inventory decline.
4. The non-residential market assessment reveals a lagging and inconsistent investment pattern for office, retail, hotel, and industrial uses contributing to lackluster growth.
5. New market-rate and affordable housing along the corridor are positive signs, but challenges with development feasibility and quality of old housing stock persist.



CULTURE

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

1. The Corridor represents the diversity of the Parish, though populations remain segregated, both N/S & E/W.
2. Community assets, especially civic, culture, & faith institutions are strengths that serve neighborhoods and the region.
3. The Corridor features art, music, and events that promote the celebration of diverse culture steeping in the traditions of Baton Rouge.

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.




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


IMPROVE COMMUNITY HEALTH


PROMOTE MIXED-USE NEIGHBORHOODS


IMPROVE TRANSPORTATION OPTIONS & CHOICE


ENHANCE PEDESTRIAN SAFETY


THE 20-MINUTE NEIGHBORHOOD CONCEPT

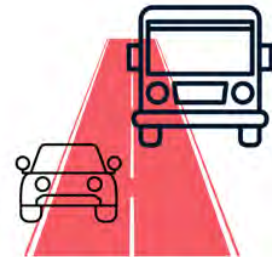
The Most Important Elements of the Vision: A Parish of Distinct Neighborhoods and

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.

MIX OF USES AND
COMPACT DEVELOPMENT



TRANSPORTATION
OPTIONS AND CHOICES



INVESTING IN
NEIGHBORHOOD AMENITIES



CREATING PLACES FOR
GATHERING AND CULTURE



ENABLING SAFE AND
CONNECTED PLACES



CHARACTER OF THE CORRIDOR

The corridor’s sense-of-place and built environment qualities change from west to east—tracing the history of Baton Rouge along the route. From its origins at the Levee and downtown to the Cortana Mall/Amazon redevelopment at Airline Highway, the corridor includes a wide range of building styles and uses. Importantly, the corridor becomes more automobile-dominate as one moves east. The rise of the automobile and suburban expansion in Post-War America is emblematic of the development patterns east of 22nd Street.

THE LEVEE TO 10TH ST

This is downtown where Florida Street functions as a main street with a range of building types set within a walkable, urban setting.



10TH ST TO 22ND ST

Known as “Downtown East,” this section of the corridor is severed from downtown by Interstate 110, and it is the most under served and stressed portion of the corridor.



22ND ST TO ARCADIAN

Flanked by the CATS Terminal and cemeteries on the west and Mid-City to the east, this section of the corridor is transitional retail corridor with vacant land interspersed.



ARCADIAN TO FOSTER DRIVE

Anchored by Mid-City, this section of the corridor is an employment center focused around Baton Rouge General Hospital and other commercial uses.



FOSTER DRIVE TO AIRLINE HIGHWAY

Florida widens from a Street to a Boulevard at Foster Drive. This section of the corridor is anchored by several institutional and large employment centers including Baton Rouge Community College and the Bon Carre office park.



EAST OF AIRLINE HIGHWAY

The Cortana Mall redevelopment into an Amazon Fulfillment Center is the most visible change in this section of the corridor. Auto-oriented commercial uses line the Boulevard and single-family residential neighborhoods exist to the north and south.



EAST OF JONES CREEK TO THE PARISH LINE

This section of the corridor includes single-family residential neighborhoods with a diverse range of commercial retail uses catering to a diverse range of residents. It includes some vacant buildings and land. The farthest east edge is the Amite River and includes steep topography and woodland.



LIVINGSTON PARISH LINE



N02

Process and Engagement



ENGAGEMENT PROCESS

Throughout the planning process, Build Baton Rouge and the planning team will host a variety of community engagement sessions with residents and stakeholders. The purpose of the public engagement process is to provide the community with an opportunity to learn more about the Florida Corridor Plan and provide input on the redevelopment of the corridor.

The project team also convened an Advisory Committee that can help guide the team through the planning process.

Participation from stakeholders across Baton Rouge is integral to the success of this project. Community and stakeholder values and knowledge are important in shaping a successful Florida Corridor. This project will begin to open a broader dialogue about the Florida Corridor – what it should be? Or what it can be? to best support the diverse, culturally rich and multi-generational neighborhoods around it. Through the engagement effort, the Florida Corridor plan will reflect stakeholder priorities and incorporate a wide range of knowledge and perspectives.

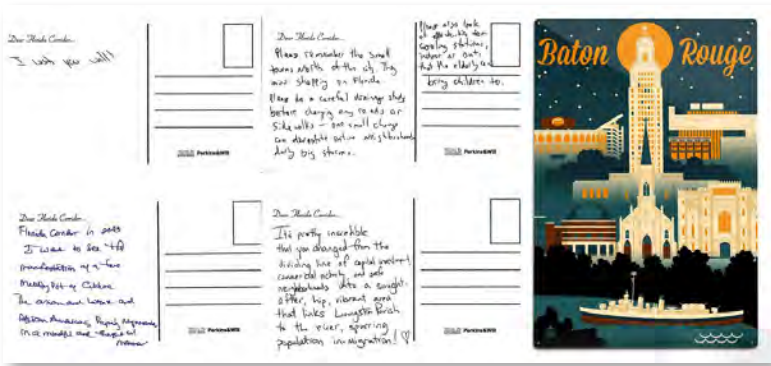
The process includes hosting public open houses at various locations along the corridor and the creation of a project website (including an online survey).

The following engagement timeline keeps residents and stakeholders in the loop on past and future engagement sessions to participate in. The community engagement strategy was designed to be inclusive, transparent, and equitable, providing stakeholders and community members various opportunities to provide feedback throughout the 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/>



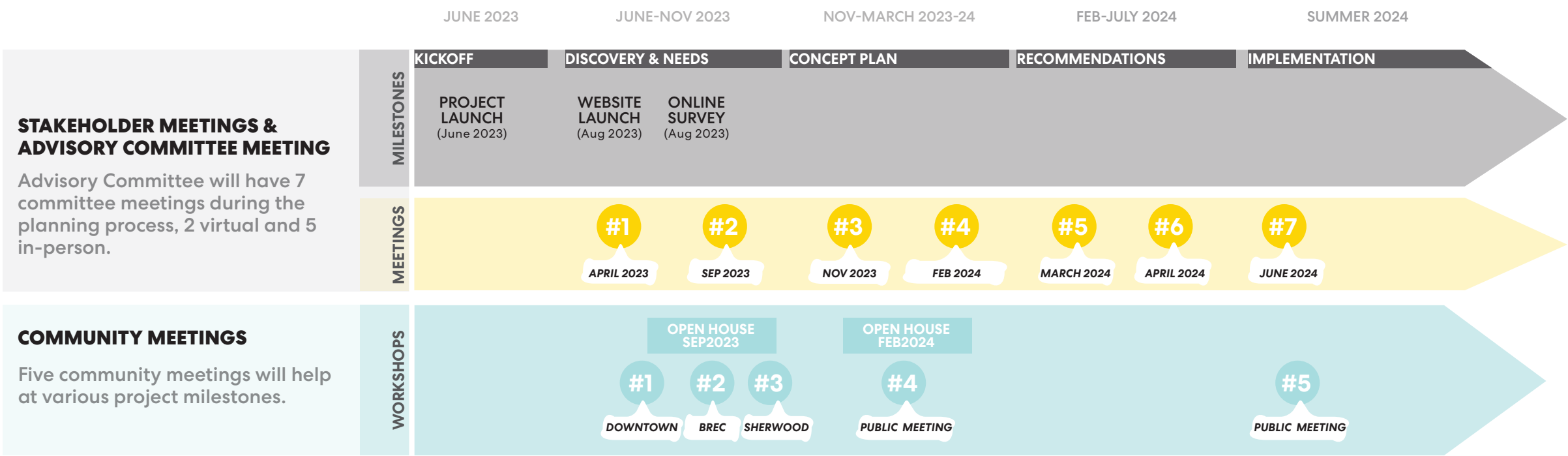
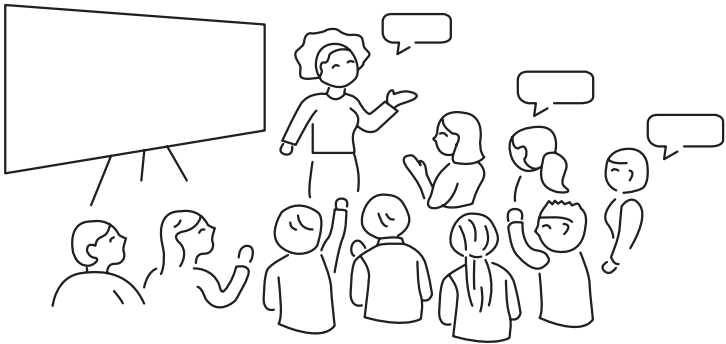
Some of the comments received during the kick-off meeting in June 2023.



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

The following is the engagement process to keep residents and stakeholders in the loop on past and future engagement sessions to participate in.

The community engagement strategy was designed to be inclusive, transparent, and equitable, providing stakeholders and community members various opportunities to provide feedback throughout the process.



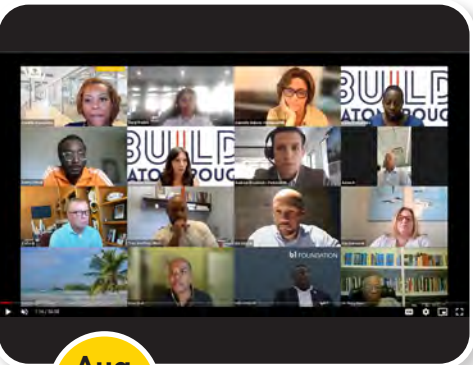
WHO WE'VE TALKED TO?

MEETING WITH ELECTED OFFICIALS
AND THE MAYOR



June
12

ADVISORY COMMITTEE MEETING #1
(VIRTUAL MEETING)



Aug
31

ADVISORY COMMITTEE MEETING
#2 (IN-PERSON)



Sept
19

PUBLIC OPEN HOUSE #2



Sep
20

KICK-OFF WORKSHOP

ADVISORY COMMITTEE

PUBLIC MEETINGS

2023

STAKEHOLDER MEETING



June
12

BUS TOUR



June
13

PUBLIC OPEN HOUSE #1



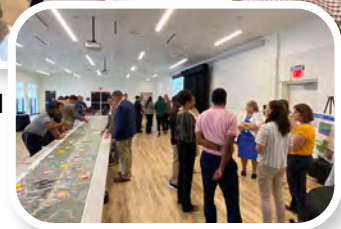
Sept
19

PUBLIC OPEN HOUSE #3



Sep
21

BREAKOUT SESSION





PROJECT KICK-OFF WORKSHOP

The project kick-off workshop included community and stakeholders' engagement with local area residents and businesses, to confirm project objectives and planning information and obtain feedback to assist in potential refinement of design.

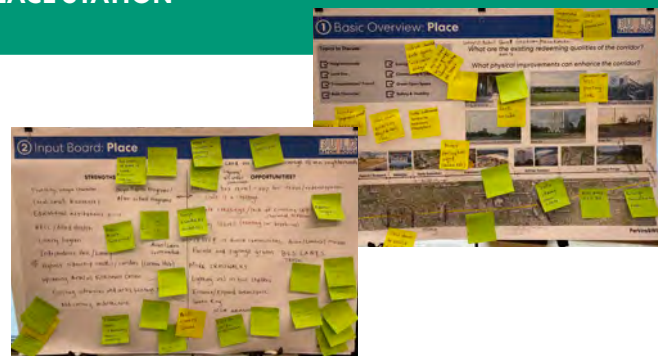
On June 12th the Perkins Will team meet with the Mayor and Mayor's Office, congress members of 5 impact districts along the Florida corridor, and stakeholders with a goal to identify context sensitive strategies and actionable steps to help transform the study area into a multi-modal corridor suitable for all ages and abilities. Several key organizational stakeholders were invited to this event. Attendee selection was based on geographic location on the corridor, entity mission alignment with project goals, and current or future initiatives along the corridor. The kick-off meeting was followed by a corridor bus tour with a smaller cohort of attendees to visually assess key locations along the 12 mile study area.

■ The following documentation provides a summary of the very first stakeholder engagement activities on 12-13th June.



KEY FINDINGS

PLACE STATION



STREET INFRASTRUCTURE & TRAFFIC

1. **Improve existing sidewalks & make pedestrian experience safe and improve north-south connectivity.**
2. Reduce wide building setbacks. Introduce efficient parking lots
3. Attract local entertainment and bring back retail anchors.
4. Add medians/breathers to cross the corridor and **Make the Florida Corridor more than just a through way for cars.**

BUILT CHARACTER & COMMUNITY

5. Cultivate a unique identity for the Florida Corridor and **create a strong character & sense of place.**
6. Save and restore Mid-Century commercial buildings.
7. Establish connectivity and access for existing and future Community Centers and **encourage people to live closer to where they work.**
8. Introduce programs for young boys and girls
9. **Vacancy is plaguing the Florida Corridor. Disinvestments along the corridor is correlating to higher incidences of crime.**

ECONOMY STATION



SUPPORT EXISTING STRENGTHS

1. **Assets to the community provide opportunities for families and kids.** Assets like - Baton Rouge Community College, Automobile Training Center-CTECH, Charter Schools, Baton Rouge General-Mid City, Bon Carre Business Center

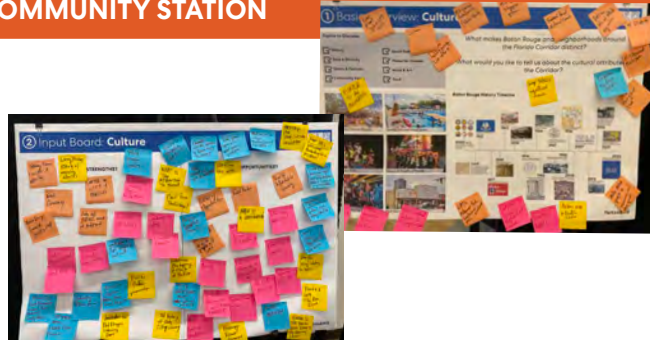
ECONOMIC DEVELOPED

2. Reduce traffic congestion east of the Corridor that discourages economic activity and **develop strategies for business and economic development to retain local businesses.**
3. Guide future catalyst investments - Community Center in District 6, Rouse's Supermarket.

RESIDENTIAL DEVELOPMENT

1. New homeowners investing in Broadmoor and Cortana/ Villa Del Rey. Sherwood Forest most diverse neighborhood along Florida Corridor.
2. **Multiple new affordable housing projects proposed and in development. Senior living homes are needed across the corridor.**

CULTURE & COMMUNITY STATION



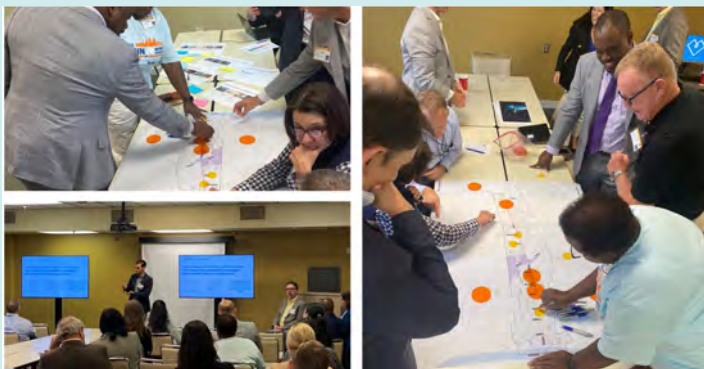
DIVERSITY & IDENTITY

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

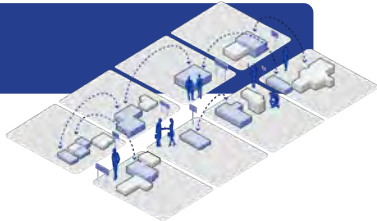
ADVISORY COMMITTEE

The Advisory Committee consist of representatives from various governmental agencies, civic associations, partnering organizations, community development entities and key stakeholders. They will meet with the project team and provide guidance throughout the planning process.

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, we identified opportunities and potential focus areas along the Florida Corridor. The following is a summary of the second advisory committee meeting and the outcomes of the small group discussion during this meeting.



ECONOMY STATION



INVESTING IN HOUSING

1. Baton Rouge needs to invest in affordable and workforce housing. The term ‘affordable housing’ has been stigmatized in Baton Rouge, especially in political conversations. Affordable housing can help elevate housing insecurity faced by some citizens in Baton Rouge.
2. The building codes can help incentivize multifamily developments in areas like downtown and mid-city that need housing.
3. Housing around existing anchors like Baton Rouge General can get rehabbed to house the workforce of these employment centers.
4. Questions to consider: 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

1. The properties along Amite River along the flood plain can be used for storm mitigation or for recreation.
2. Having green space improves the property value along the corridor.
3. Propose strategies to prevent vacancy along the corridor, like having vacancy tax and property tax.
4. Provide tax incentives for development of prime locations in downtown. Make it easy for developers to invest and build.

INCUBATED TECHNOLOGY AND INNOVATION ALONG THE CORRIDOR

1. Retaining talent graduating from BRCC, LSU and SU and providing job opportunities for graduates are priorities in order to encourage them to stay in Baton Rouge. Improve job opportunities in sectors in relationship to education programs doing well at the universities.
2. Louisiana Economic Development (LED) certification helped identify the potential site for current Amazon fulfillment center. Getting more sitea certified with this program can help catalyze industrial and business growth.

CULTURE & COMMUNITY STATION



CELEBRATE CULTURE AND IDENTITY.

1. 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.
2. Most of the resources go towards college football and not to promote local arts. Music, local theaters, and jazz clubs struggle because of this.
3. CATS Buses and billboards can be used to advertise for programs and events around town.
4. Developing programs to support youth and engaging the youth to be more involved with assets around the corridor.

PLACE STATION



IMPROVE TRANSPORTATION OPTIONS AND CHOICES.

1. The study of the existing transit system along the corridor suggests well-connected bus routes, but the buses aren't frequent enough and routes and the bus stops lack weather protection.
2. Improving the transit system along the Corridor can help incubate opportunities along the Corridor. MovEBR has challenges running the school buses, and CATS bus system is underutilized. Combining the two ridership can help financially support the system.

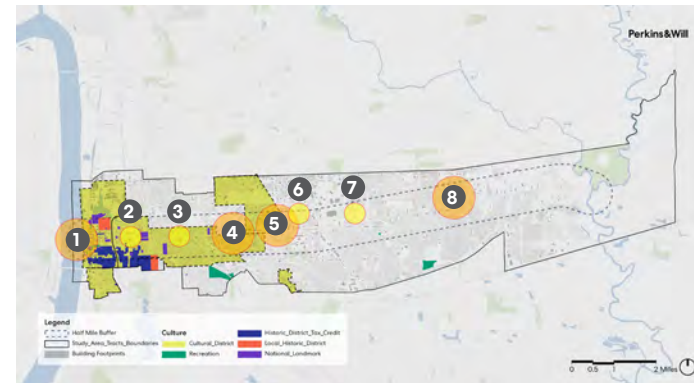
MAKE CORRIDOR MORE RESILIENT.

1. The proper infrastructure to support the corridor is missing. The Corridor needs safe walkways and cost effective approach for long term greenspace.
2. Overhead utilities are a problem with effective use and maintenance. They should be replaced and buried.
3. Gun violence and dilapidated properties along the Corridor should be addressed to make the corridor safe and walkable.
4. Reducing the setback of retail and restaurants along the corridor can help to make the area walkable and bike friendly.

ADDRESS INEQUALITY IN BUILT ENVIRONMENT

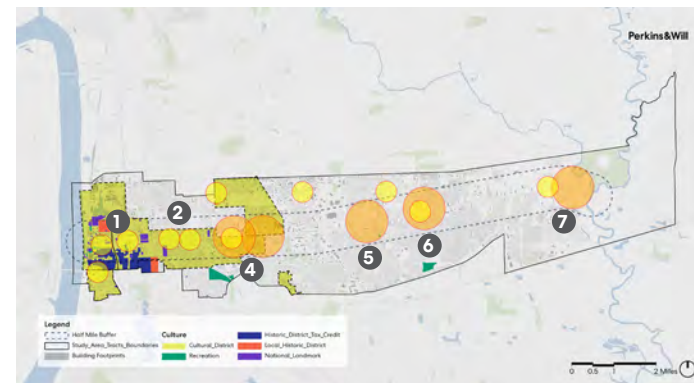
1. The eastern part of the corridor has newer families (Latinos & Asians) moving-in with low facilities and amenities to support them.
2. Abandoned forest and woodland areas in low-income neighborhoods can be taken over by BREC and they can be developed as an amenity.

IDENTIFYING THE AREAS OF FOCUS



1 – The Mississippi River needs to be identified as an asset to the development around it and the vacant lots around the river should be developed as a high priority. Multiple older developments around the river with no master plan vision.

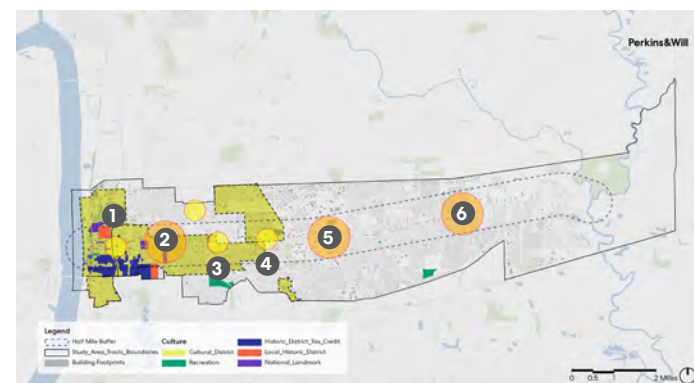
4/5 - Smiley Heights can be developed as an accessory to Bon Carre and the Louisiana Tech Park, it has an abandoned forest and woodland area which can be developed as a BREC park. It also has abandoned schools which can be an investment to the neighborhood residents.



2 – Acadian to Government St is a low hanging fruit and be a easy development strategy. As a part of this connection can be developed between Florida and Government St.

6 – the Sherwood neighborhood has seen the most number of diverse residents moving in, although it lacks amenities and facilities to support them.

7 - lots of vacant land that can offer an opportunity for new development.



2 – the area around Greyhound Bus Station has the least amount of development and most vacant lands and needs major concentration of development to reduce blight.

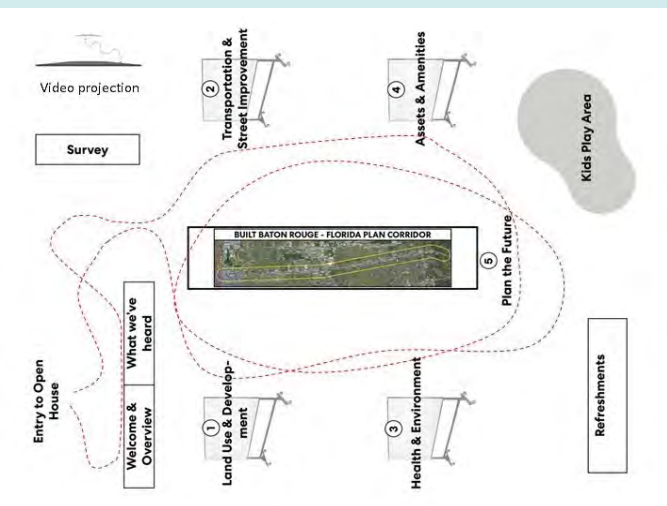
5 – lots of small business development in the area and multiple vacant buildings, opportunity to use this for activation of Florida Corridor.

PUBLIC OPEN HOUSES

The team hosted a public open house meeting to update the residents about the Florida Corridor Plan and to get input on planning the future of the Corridor. We held open houses at three separate locations along the Corridor. A total of 113 individuals attended the three open house events. The open house had 5 input stations (diagrammed below) for people to learn more about the focus areas, ask questions, and provide their input.

The open houses were held at three locations strategically chosen for their proximity to the project corridor and convenient parking for visitors. These locations—downtown, mid-city, and far east—were carefully selected to ensure easy access and fair distribution along the corridor. Thus, Broadmoor United Methodist Church, River Center Branch Library, and BREC Headquarters Ballroom were selected as venues for the open house events.

OPEN HOUSE LAYOUT



OPEN HOUSE ATTENDANCE = 113 (ALL THREE LOCATIONS)

STATION 1 – LAND USE & DEVELOPMENT

This station outlined and illustrated the current land use along the Corridor. Additionally, attendees were asked to provide their input on what types of development could enhance the Corridor.



STATION 4 – ASSETS & AMENITIES

At this station, attendees were given an overview of current assets and amenities and provided an opportunity to discuss what key assess were missing from the corridor and to give input on the larger art and music culture of the Baton Rouge Community.

STATION 5 – PLAN THE FUTURE

Attendees were provided an opportunity to build for the future at this interactive station. Participants were instructed to provide their ideas for improvements by placing Legos on a 26ft long map of the corridor to identify improvements along the corridor. Each color represented a different land use: residential, park & open space, retail, healthy food, office, education/civic/institutional, social gathering, and other.

STATION 2 – TRANSPORTATION & STREET IMPROVEMENT

The Florida Corridor is a major east-west corridor, yet less than 25% of the corridor has a sidewalk on both sides of the street. Collisions are higher than average in the Mid-City area. Attendees were asked to provide input on public transit or alternate means of transportation usage and pedestrian and motorist safety.

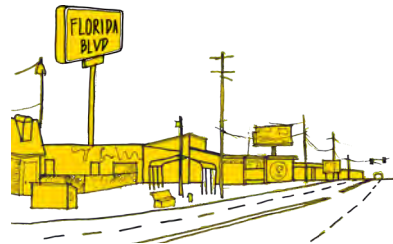
STATION 3 – HEALTH & ENVIRONMENT

The third station asked attendees to consider ways health and environment could be improved along the Corridor as it relates to parks, open space, healthy food access, social belonging, sustainability, and resilience. Attendees were asked to take inventory of health and environmental amenities and whether they should be kept, improved, or if there were things needed that were not currently available or easily accessible.



KEY FINDINGS

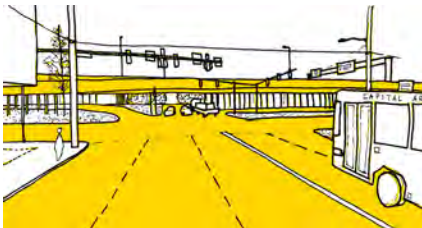
LAND USE & DEVELOPMENT



What types of development can enhance the Florida Corridor?

1. Using vacant land to provide for more affordable housing.
2. Mixed-used buildings and housing typologies.
3. Using the space under interstate for park and ride
4. Retail and restaurants
5. Indoor and outdoor recreation

TRANSPORTATION & STREET IMPROVEMENT



How can we continue to improve the pedestrian experience and safety?

1. Better bike & pedestrian infrastructure, currently Florida Corridor is very car centric.
2. Rebuilding and widening current sidewalks and providing buffer for pedestrians and bikers from vehicles.

What would motivate you to use public transportation or bike/ walk to work?

1. Public transportation that is reliable, quick and not expensive
2. Better bike lanes and sidewalks
3. Better north-south along Florida
4. Parking day in downtown
5. Improve bus stops and connectivity leading to them

How can the corridor be a safer place to drive?

1. Remove inefficient service roads that are poorly connected to the neighborhoods along Florida.
2. Improve the road infrastructure and provide basic amenities like streetlights, etc.

HEALTH & ENVIRONMENT



What investments could be made to improve health and the environment?

1. Better and safer connectivity to parks and recreation facilities.
2. Public schools are not well equipped with facilities or teachers, and the residents must opt for private schools.
3. Sustainable solutions for streetlights
4. Road Infrastructure.
5. Better connection to medical district
6. Access to healthy and affordable food

ASSETS & AMENITIES



What key assets are missing from the Florida Corridor?

1. Community Centers and public open space.
2. Access to healthy food options.
3. More events celebrating the arts and culture of Baton Rouge
4. Multiple cultural reasons for Florida to be a destination.
5. Multi generational community spaces and after school programs.

Can you tell us more about art & music culture of Baton Rouge?

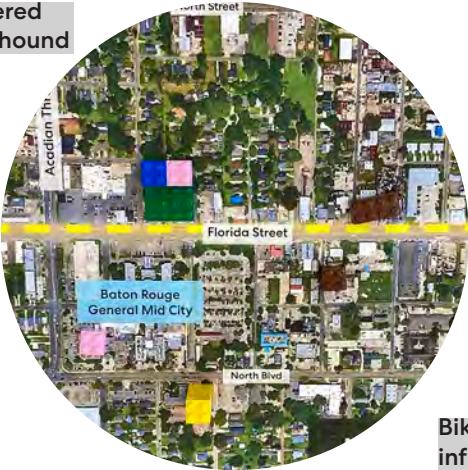
1. Theatre Baton Rouge

PLAN THE FUTURE



Housing & park near bus stop

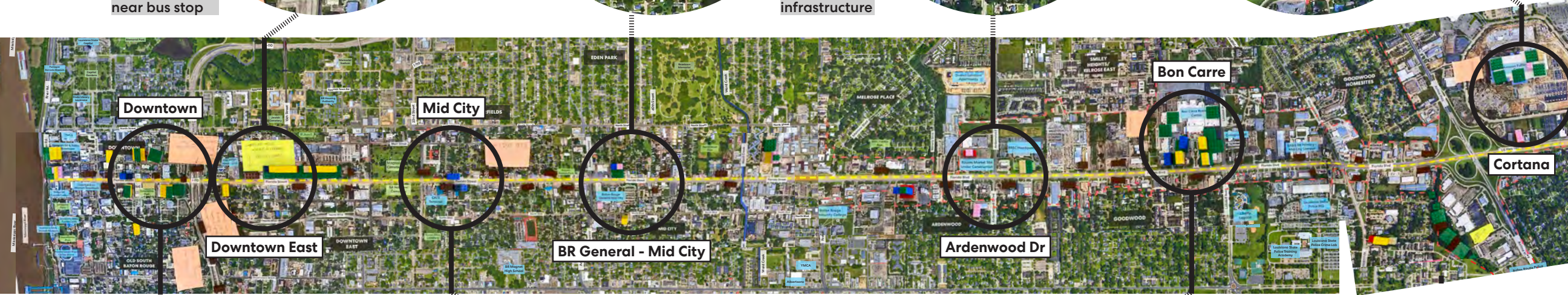
Shaded & covered areas for Greyhound



Bike path infrastructure



Green roof



Parking & lighting under I-110



Bike path infrastructure

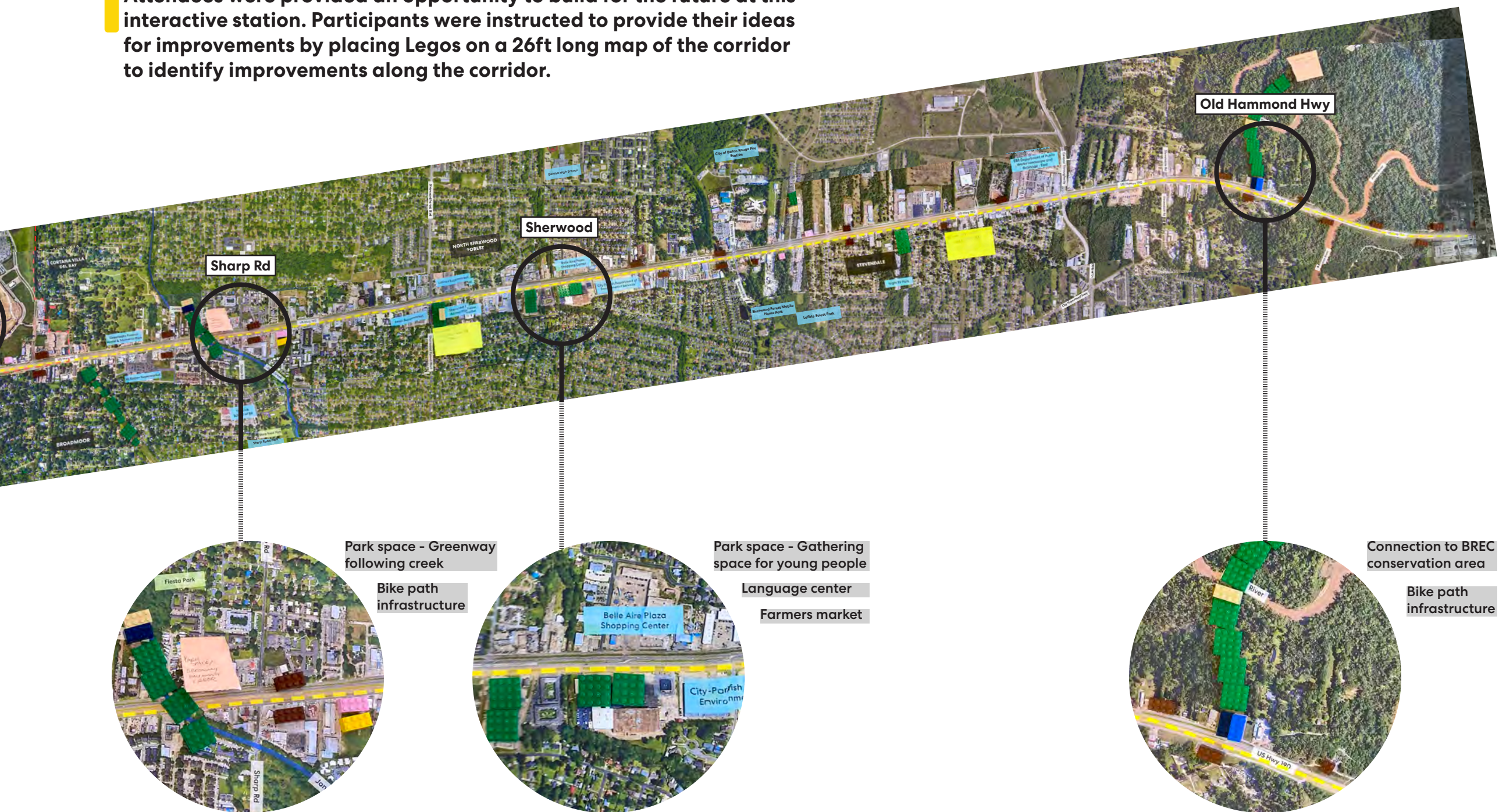
Green roof



Legend

- Residential
- Parks & Open Space
- Retail
- Healthy Foods
- Office
- Education
- Social Gathering
- Other

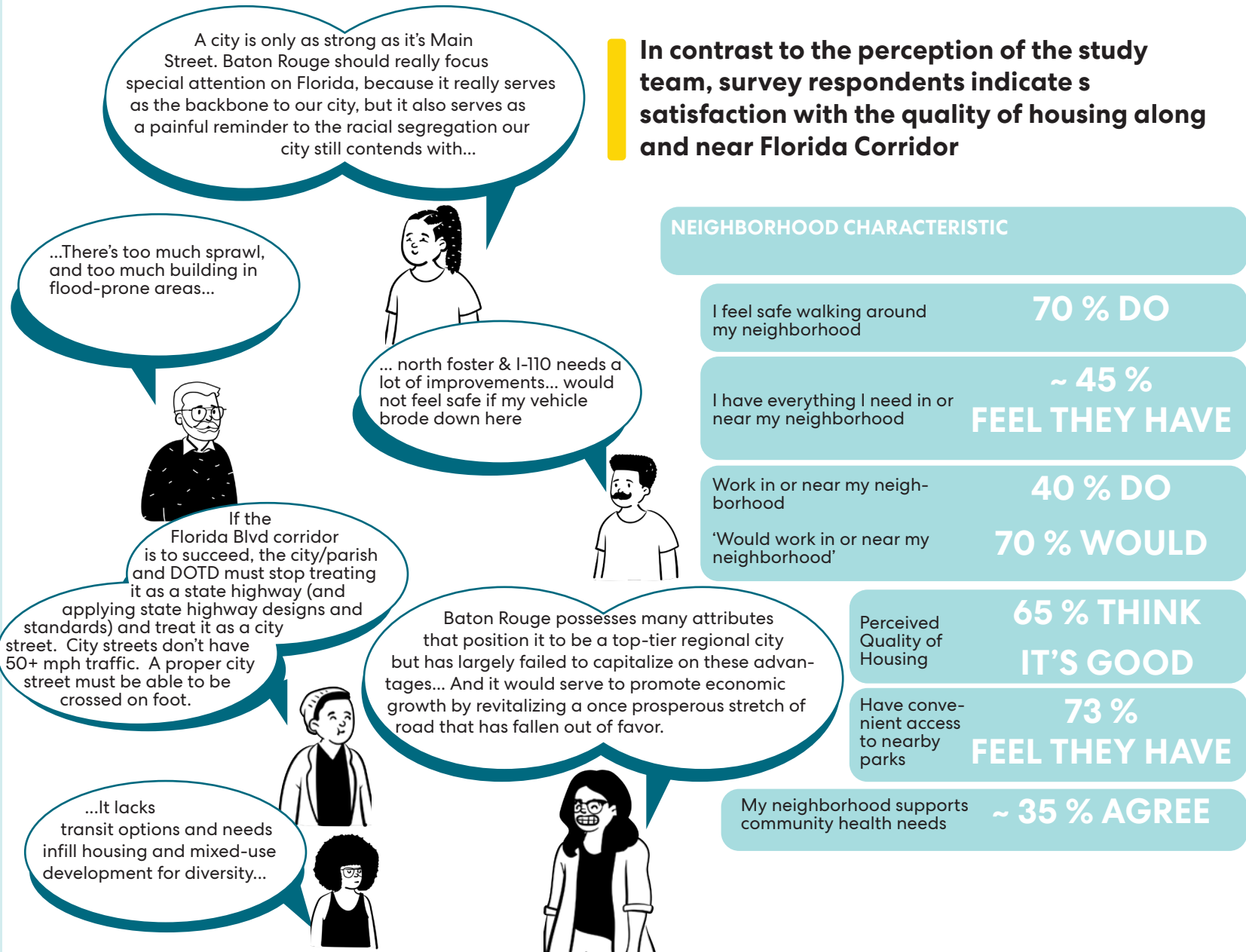
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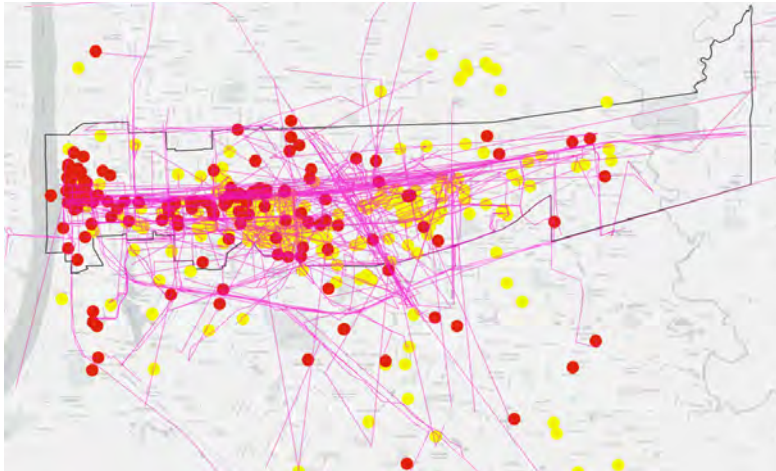
ONLINE SURVEY

A survey was conducted late summer as a part of the Discovery and Needs phase of the Florida Corridor Plan. A series of Advisory Meetings and Public Open House meetings were held to build interest and gain input, and online method of participation was launched concurrently to expand this outreach.

The online survey was launched September 15, 2023 and was live for 1-1/2 months through the end of October. It was deactivated and results compiled on November 1, 2023. Promotion of the online survey occurred in conjunction with promotion of the three public open house events occurring September 19, 20 and 21 at venues along the corridor. The survey received 251 submissions.



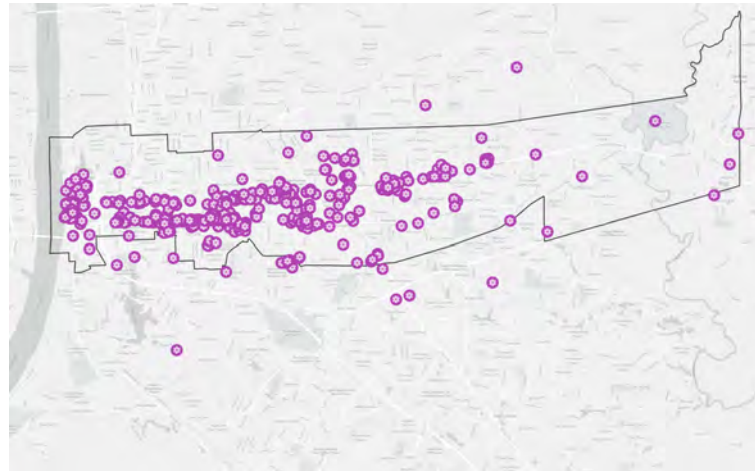
MAP 1 - NEIGHBORHOOD CHARACTERISTIC, MOST TRAVELED PATHS



The design team's perception contrasted with the satisfaction expressed by survey respondents regarding the housing quality near the Florida Corridor. However, it's worth noting that most respondents hailed from the wealthier pockets of the study area, possibly introducing bias in the neighborhood assessment. The individuals on the left were queried in-depth about the neighborhood's traits listed to the left.

The map also draws commonly used routes for commuting (drawn by respondents) between home and work or school—revealing a heavy dependence on the Florida Corridor, and the north-south arteries like O'Neal, Flannery, Sherwood Forest, Sharp, Lobdell, Foster, Acadian, 22nd, and I-110.

MAP 2 - COMMUNITY STRENGTHS



Participants were tasked with charting their community's strengths based on the map provided, attached appendix contains the list of assets.

Additionally, participants were queried about their access to a nearby park, with nearly three-quarters confirming convenient access. Feedback from respondents highlighted a desire for a biking network and walking trails. Concerns were raised about the scarcity of green spaces in the Mid City area and the deteriorating condition of some existing spaces along Government St.

MAP 3 - MOBILITY ISSUES



Participants were tasked with pinpointing issues related to vehicular and pedestrian mobility. Among the suggestions for enhancing the Florida Corridor were improvements aimed at fostering a safer, more accessible, and user-friendly environment for all residents and commuters. These were some of the feedbacks:

1. Improved and clearer signage along the Corridor.
2. Street lighting
3. Inconsistent pedestrian and bicycle infrastructure, and unsafe intersection
4. Unsafe bus stops with no safe crossing for pedestrians



03 Discovery and Needs

An Investigation of Place

A photograph of a person standing on a sidewalk next to a bicycle, looking at a smartphone. The bicycle has a basket on the handlebars. In the background, there are road signs, a utility pole, and a car on a road. The entire image is overlaid with a blue tint.

PLACE - KEY FINDINGS



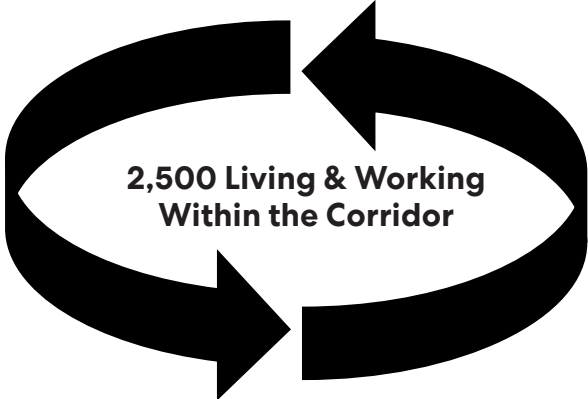
- Presently, those who work along Florida Corridor predominately live elsewhere in East Baton Rouge Parish. Conversely, those who live near the Florida Corridor work elsewhere in East Baton Rouge Parish.
- Historic disinvestment led to a fragmented and disconnected built environment. There are incomplete sidewalks and lack of tree canopy coverage discriminatingly along the corridor.
- The Corridor becomes more automobile-oriented as one moves east; the number of lanes and speed limit increase. Pedestrian and cyclist safety is a concern that has to be addressed.
- The existing built environment impacts social and climate vulnerabilities.
- There are several projects planned or in development that will positively impact the Corridor. There are several employment centers and master plans along the Corridor with catalytic potential that can be built upon.

Key Finding

Place

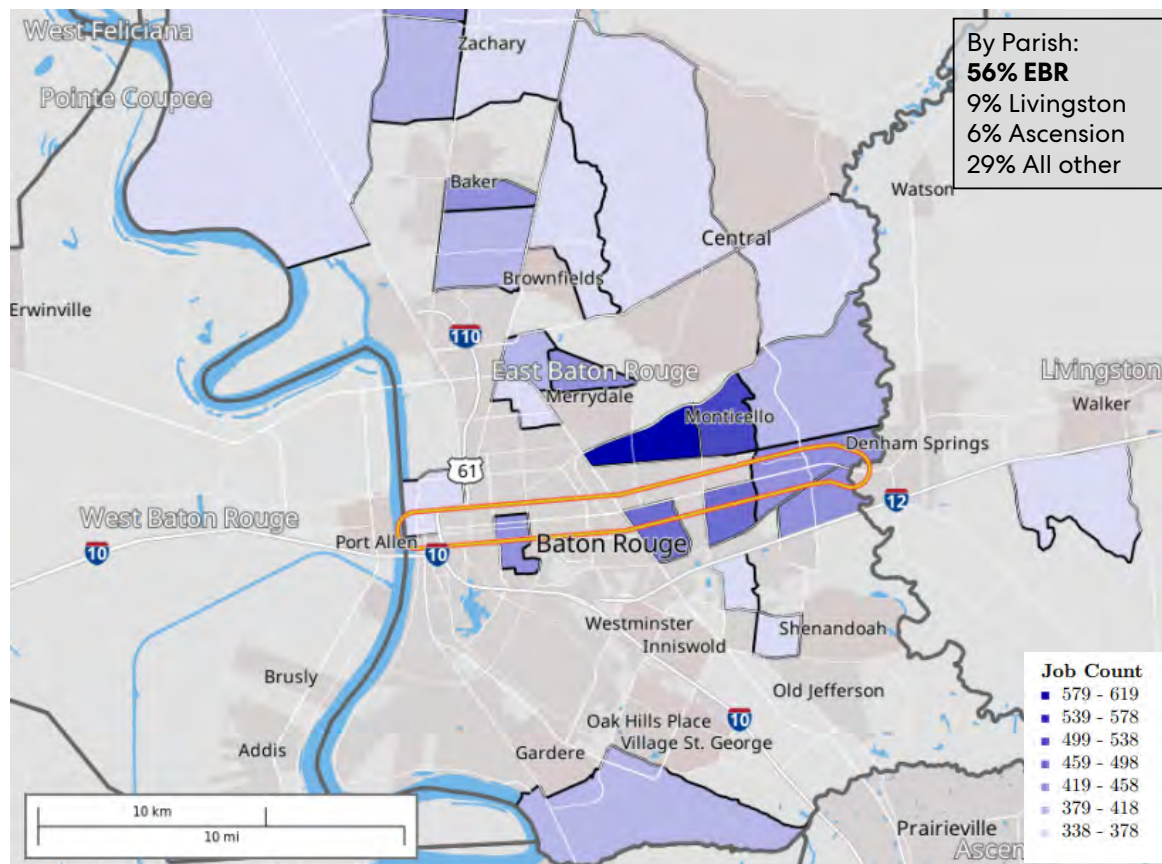
Presently, those who work along Florida Corridor predominately live elsewhere in East Baton Rouge Parish. Conversely, those who live near the Florida Corridor work elsewhere in East Baton Rouge Parish.

47,000 Employees Living Outside & Commuting into the Corridor



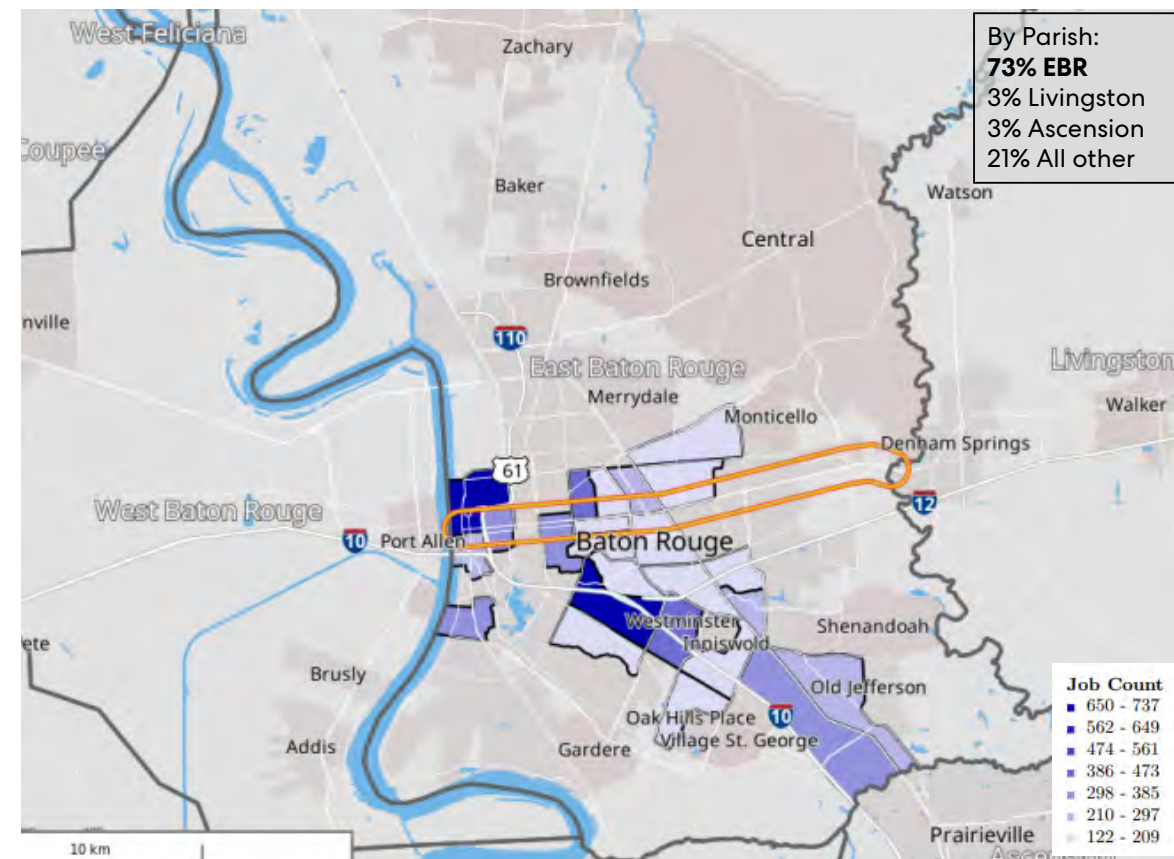
10,500 Residents Living Within & Commuting Out of the Corridor





Where Corridor Employees Live

- Of nearly 50,000 jobs along the corridor, 95% of employees are commuting from elsewhere.



Where Corridor Residents Work

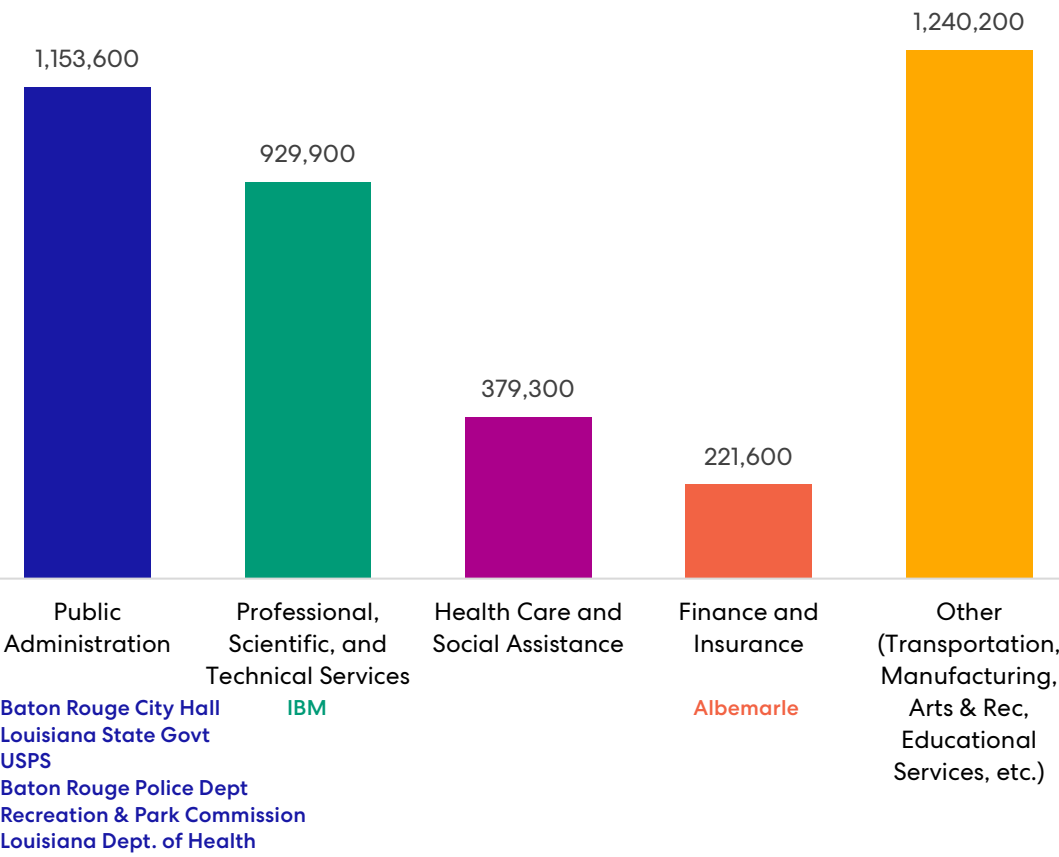
Data Source: LEHD OnTheMap (2020)

- Of nearly 13,000 working residents living along the corridor, 81% commute outside of the corridor for work.

EMPLOYMENT CENTERS

The Corridor has a strong base of public administration tenants as well as tenants in the professional services and health care industries.

Office Tenant Base by Sq Ft (2022)



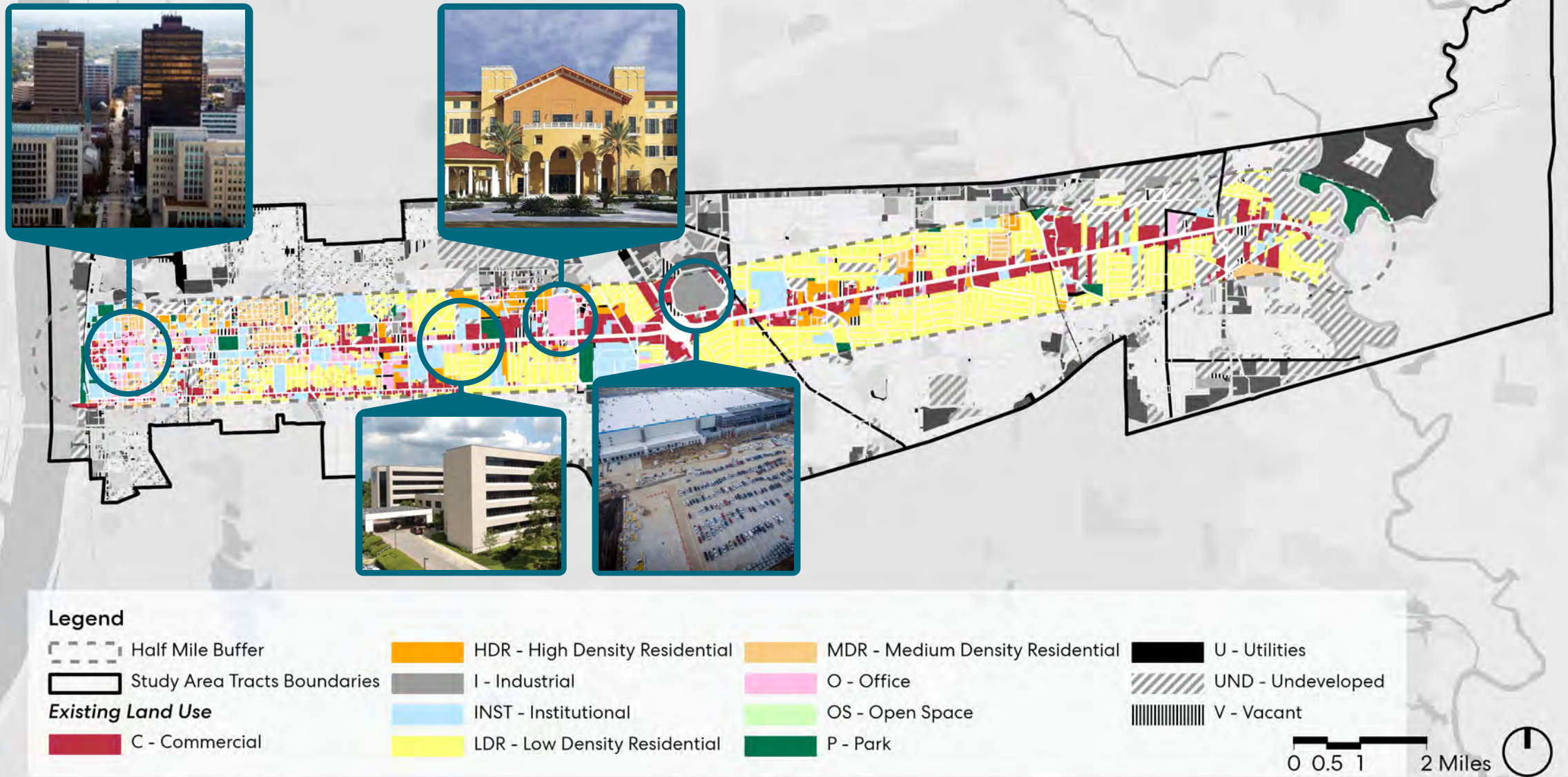
Data Source: CoStar and Lightcast

Corridor’s Largest Office Tenants by Sq Ft

Tenant	Space Occupied (SF)	Industry
Baton Rouge City Hall	278,500	Government
Louisiana State Government	235,000	Government
USPS	174,000	Government
Baton Rouge Police Department	140,000	Government
Recreation & Park Commission	138,000	Government
Albemarle	121,000	Manufacturing
Louisiana Department of Health	109,000	Government
IBM	90,000	Professional, Scientific, and Technical Services

Data Source: EMSI

Employment centers host professional and support jobs in a range of service-oriented fields that benefit from being close to one another.



Employment Centers

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

Key Finding

Place

Historic disinvestment led to a fragmented and disconnected built environment. There are incomplete sidewalks and lack of tree canopy coverage discriminatingly along the corridor.

Fairfields, Eden Park, Downtown East, Mid City, Old South Baton Rouge, East Fairfield, and Smiley Heights have high concentrations of vacant properties.

Vacancies are a noted issue in East Baton Rouge Parish. According to 2020 HUD study, over 10% of housing units are estimated to have been vacant in Baton Rouge. 5,013 of these vacancies are chronically vacant homes. Vacant and abandoned properties are often an indication of distress and disinvestment in a neighborhood. The Corridor also struggles with abandoned and boarded commercial properties.

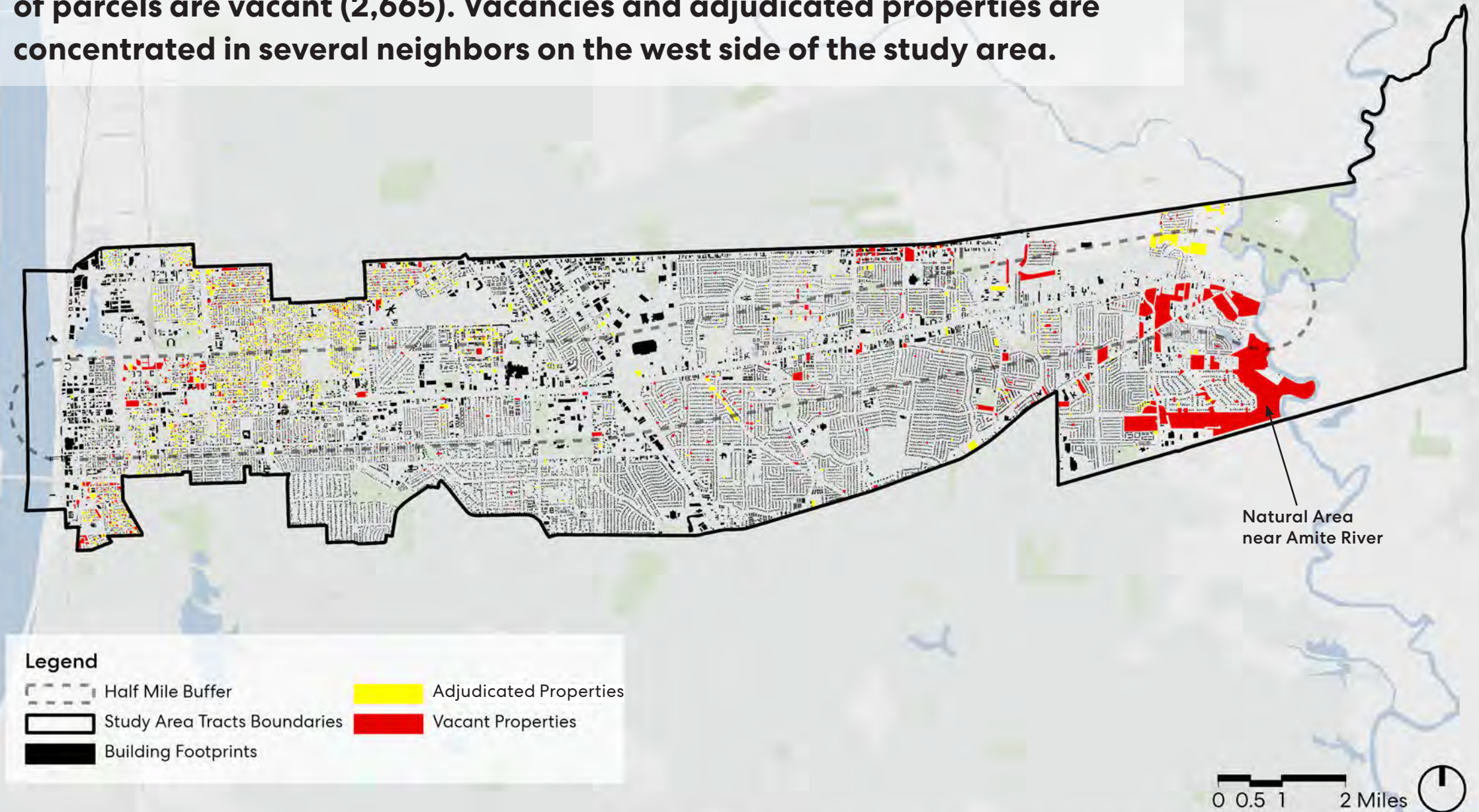


Vacant Units: Unoccupied housing units that appear inhabitable (does not include units offered for sale or rent).

Vacant lots: Parcels without standing structures.

Chronic Vacancy: Properties that have remained unoccupied or uninhabitable for more than three years.

In the Study Area, 6.85% of parcels are adjudicated (2,741) and 6.65% of parcels are vacant (2,665). Vacancies and adjudicated properties are concentrated in several neighbors on the west side of the study area.



Vacancies and Adjudicated Properties

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

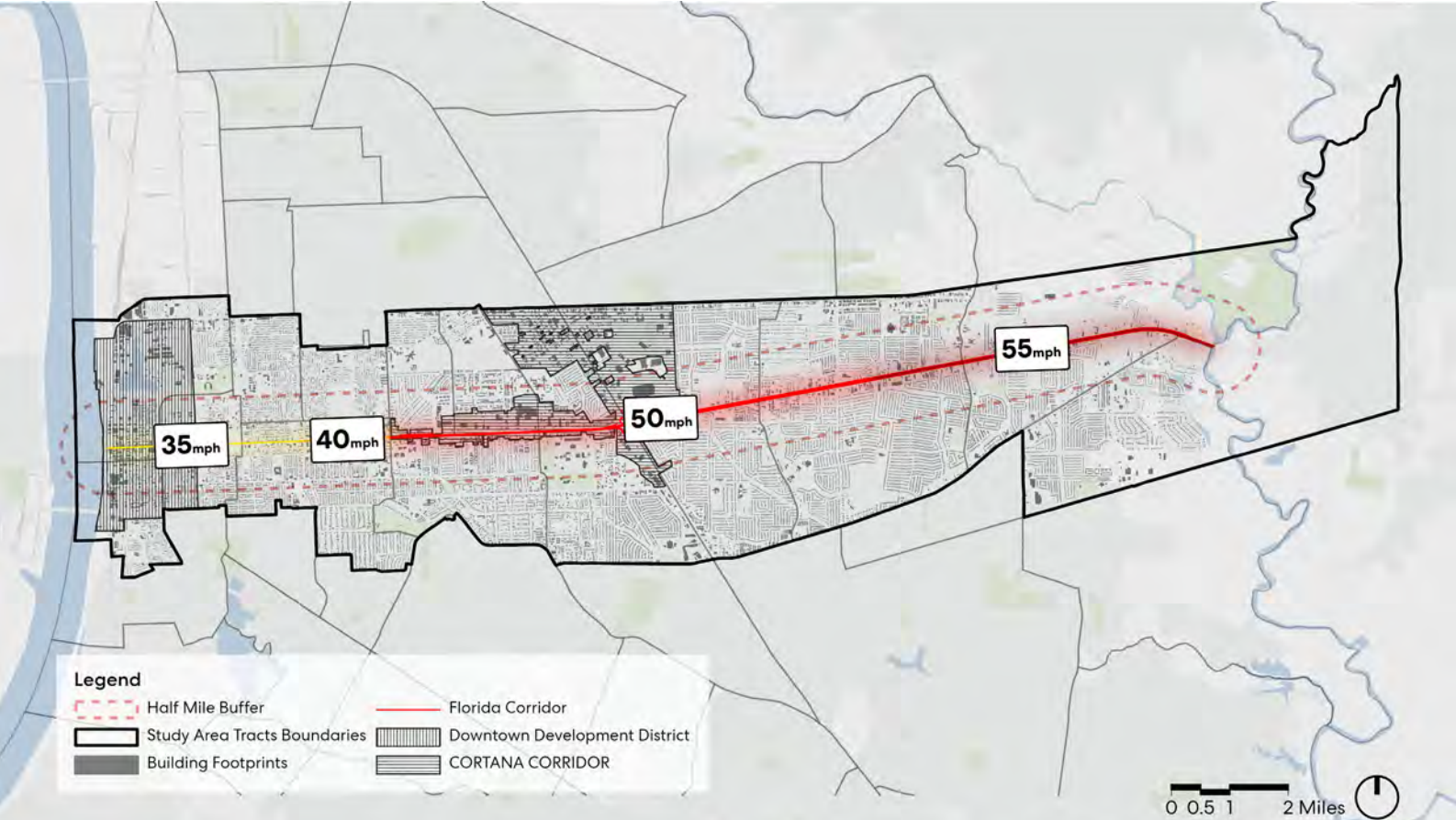
Key Finding

Place

The Corridor becomes more automobile-oriented as one moves east; the number of lanes and speed limit increase. Pedestrian and cyclist safety is a concern that has to be addressed.

PEDESTRIAN INFRASTRUCTURE

This map of pedestrian infrastructure shows which streets in the study area have sidewalks, either on one or both sides of the street, as well as where there are crosswalks and pedestrian signals. Only 14% of the study area has sidewalks, and only 11% of the Corridor has a sidewalk on both sides of the street, which makes safe crossing a challenge, and in many cases, impossible. There are also very few north-south sidewalks crossing Florida Boulevard past Downtown, making it difficult for people to safely walk to bus stops or other points of interest.



Speed Limits

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

Speed limits increase significantly as you travel East along the Corridor.

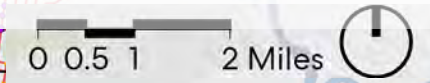
Mid-City, an area with discontinuous and missing sidewalks, has highest density of pedestrian collisions along the Corridor. From Airline Highway to the eastern end of the study area there are no sidewalks along Florida Boulevard. The Corridor also lacks a frequency of signaled street crossings, making pedestrians choose between walking to inconvenient crossings or risk their safety.

Only 14% of the Florida Corridor has crosswalks.

Legend

-  Study Area
-  Pedestrian-Activated Crosswalk Signal
-  Crosswalk
-  Sidewalks
-  One Side
-  Both Sides

Sidewalks are also lacking in the ½ mile walkable area around the corridor making it difficult for people to walk to points of interest or bus stops.



Pedestrian Infrastructure

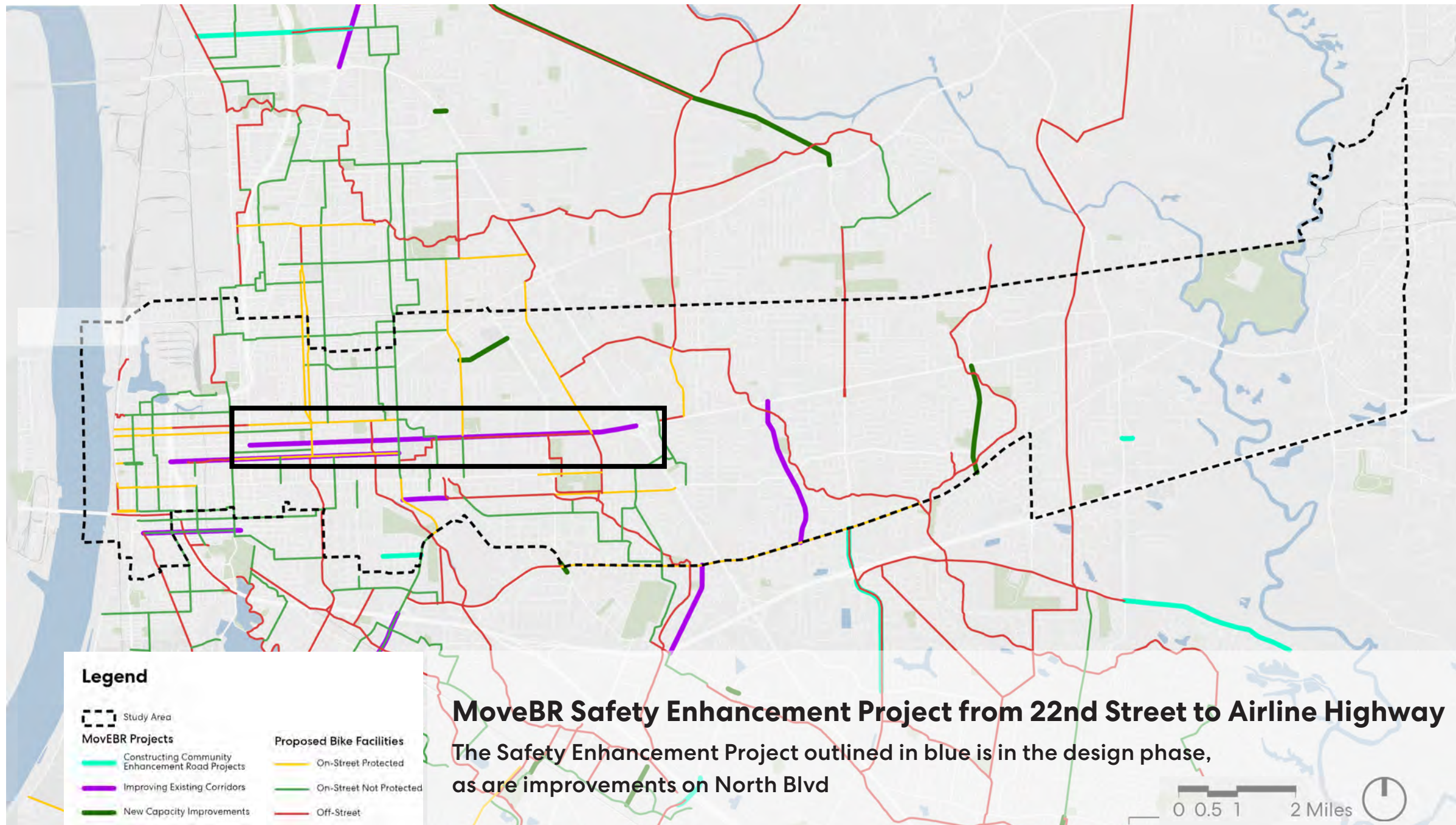
Data Source: Open Data BR <https://data.brla.gov/>

PROPOSED IMPROVEMENTS

The Parish is making investments in and around the Florida Corridor in the Mid-City Neighborhood.

The MovEBR Transportation and Infrastructure Improvements Program propose projects related to bike, pedestrian, and intersection improvements for roads and streets in Baton Rouge.

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. There is a major project along the Florida Corridor related to improving existing road infrastructure from 22nd Street to Airline Highway.



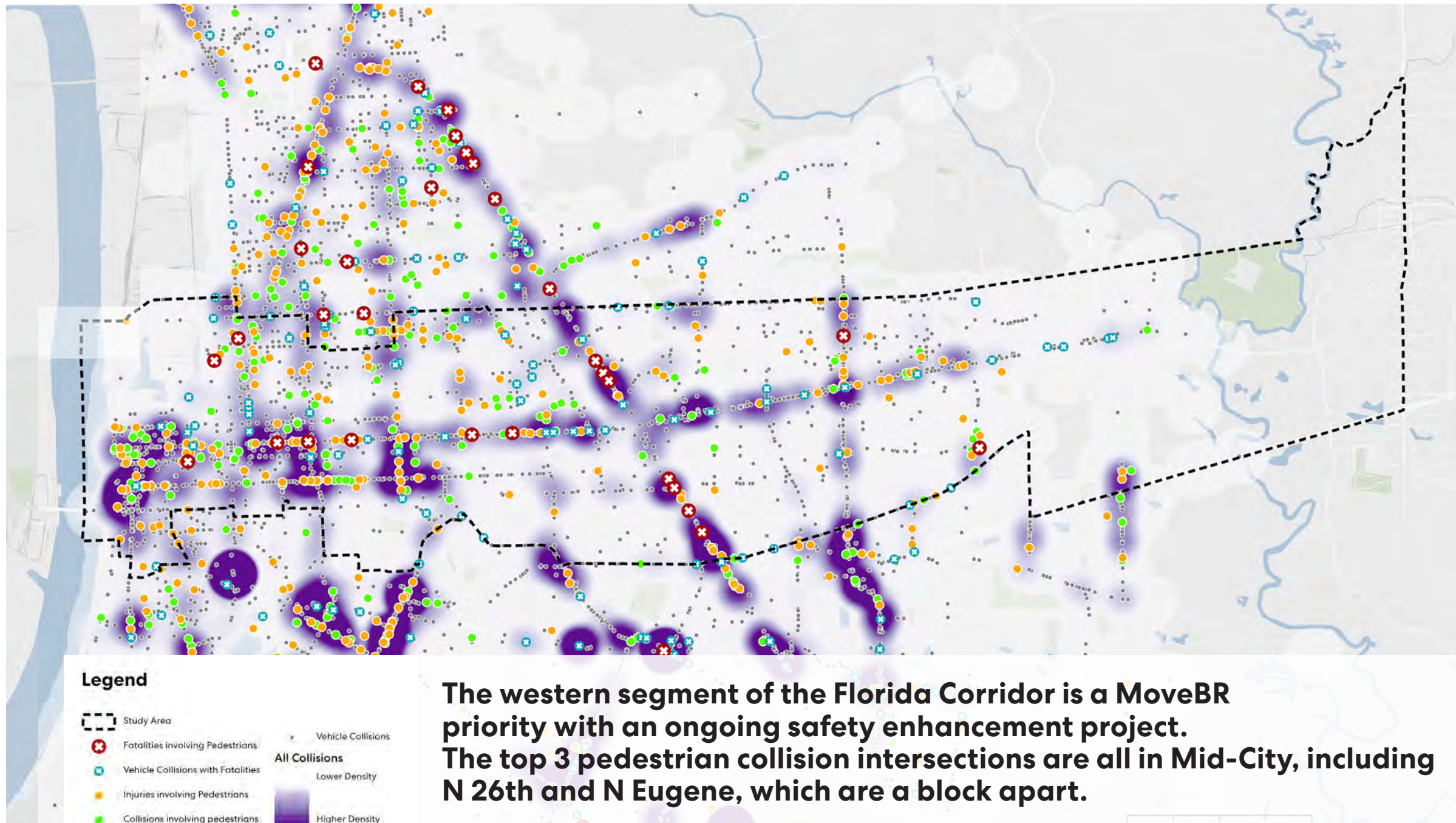
Proposed Improvements

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

COLLISIONS

Collisions are concentrated in Mid-City where there are inconsistent sidewalks, variable speeds, and high amount of traffic.

This map illustrates collision data collected on all crashes from 2013 to 2021. The highest density of crashes in the study area involving pedestrians are all located in Mid-City at 13th, 26th , and Eugene streets, with 26th and Eugene streets a block apart from each other. Sherwood Forest Boulevard, Sharp Lane, and 22nd Street have the highest concentration of collisions with vehicle injuries, with the first two being on the eastern segment of the corridor where the speed limit is 55 mph. The third, North 22nd Street, is in Mid-City adjacent to the CATS Terminal.



The western segment of the Florida Corridor is a MoveBR priority with an ongoing safety enhancement project. The top 3 pedestrian collision intersections are all in Mid-City, including N 26th and N Eugene, which are a block apart.

Collisions

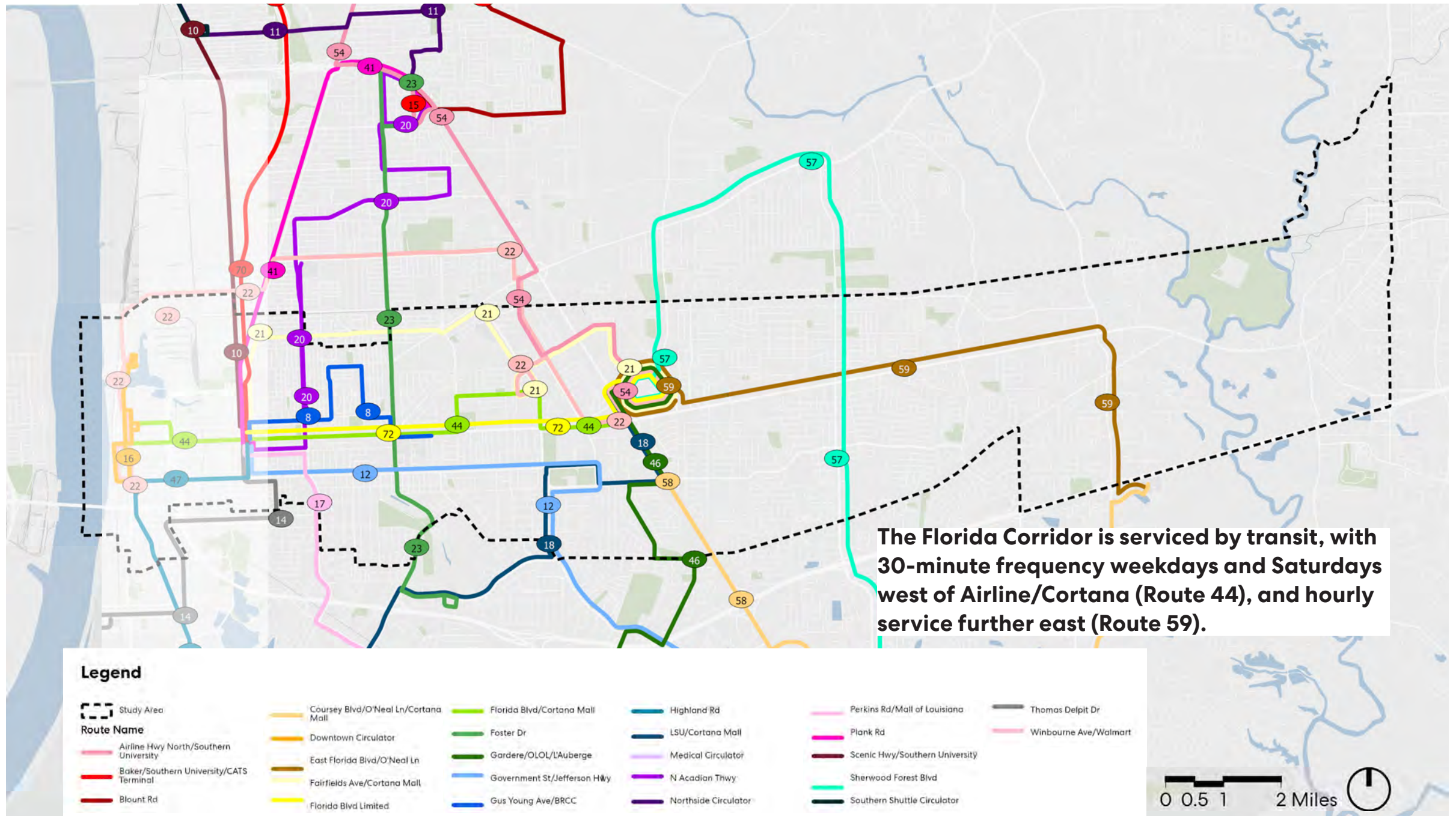
Data Source: Open Data BR (2013-2021)

BUS ROUTES

Florida Corridor is the Major East-West Transit Spine, Route 44 is the highest ridership route in the system.

The transit map illustrates all fixed-route bus service in Baton Rouge. Florida Boulevard is the east-west transit spine of Baton Rouge, with seven existing routes (8 Gus Young BRCC, 18 LSU Cortana, 22 Winbourne Ave/Cortana, 44 Florida Cortana, 57 Mall to Mall via Sherwood Forest, 59 East Florida Blvd/O'Neal Ln, and 72 Florida Blvd Limited) providing service on the corridor. There are nine routes that serve the Amazon's Cortana fulfillment center (18 LSU Cortana, 21 Fairfield Ave/Cortana, 22 Winbourne Ave/Cortana, 44 Florida Cortana, 46 L'Auberge/Gardere/Cortana, 54 Airline Hwy North/SU, 57 Mall to Mall via Sherwood Forest, 58 Coursey Blvd/O'Neal Ln/Cortana, and 59 East Florida Blvd/O'Neal Ln), including five that provide service from the Florida Corridor, but poor pedestrian infrastructure directly around the facility makes this location difficult to access by transit.

Additional improvements to Baton Rouge involve proposed changes for transit to reduce the size of the network so that service can improve on core routes. This includes the proposed Plank-Nicholson BRT offering a north-south connection across Florida Boulevard, as well as changes to Route 21 and the addition of Route 56, both of which will provide access to the Cortana Transit Center.



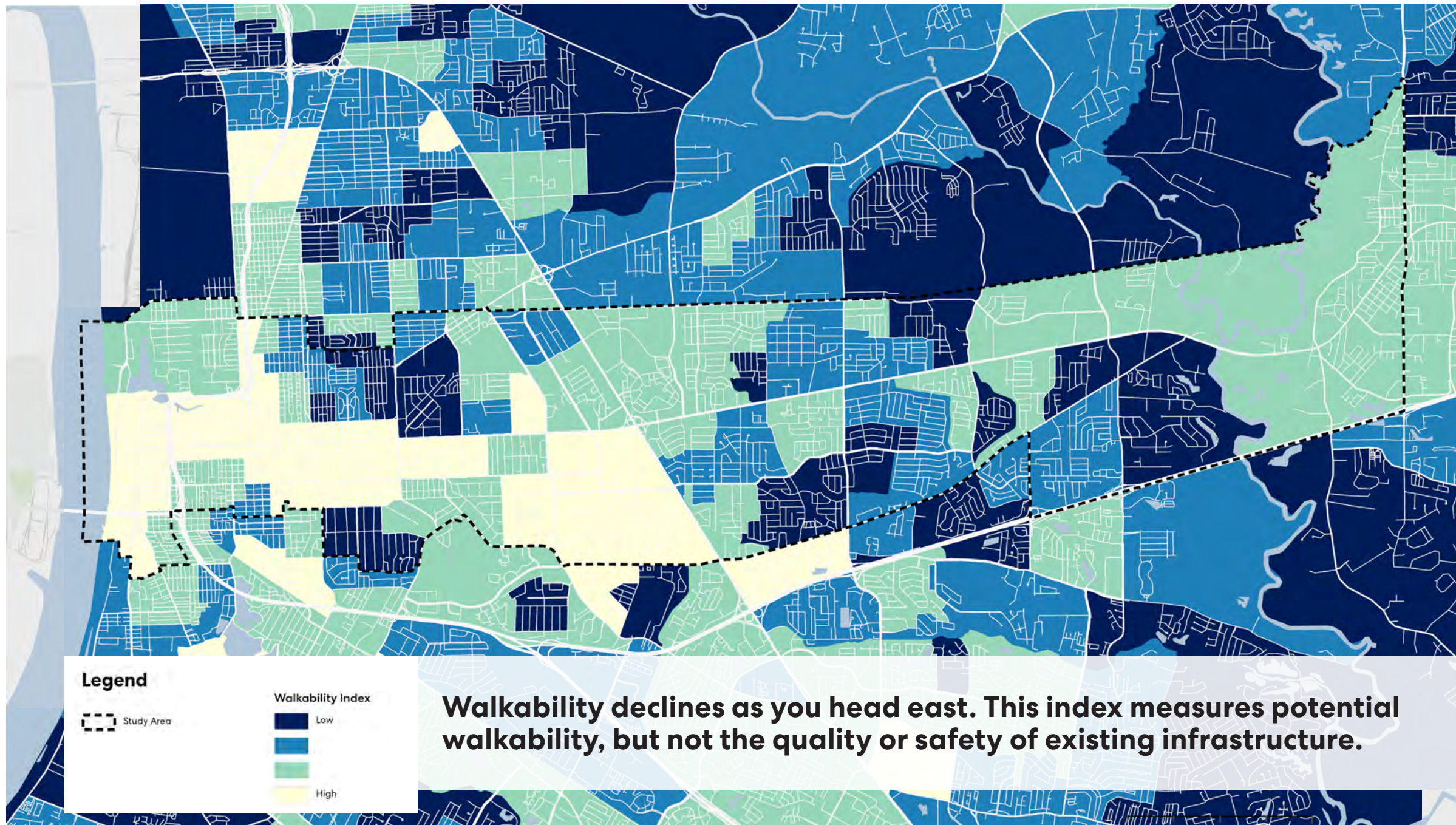
Bus Routes

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

WALKABILITY INDEX

Walkability is inconsistent across the Florida Corridor. The lack of walkability in the Study Area likely contributes to community health concerns.

The National Walkability Index is a nationwide resource that ranks block groups according to their relative walkability, based on multiple variables, including intersection density, diversity of land uses, and proximity to transit stops. However, the index does not consider factors such as sidewalks, roadway width, speed, collisions that help determine how safe a corridor is for walking or biking. This map displays relative walkability as determined by the index, highlighting areas with low walkability as dark blue and areas with high walkability as pale yellow. The walkability index is noticeably higher on the western end of the study area, but there is unrealized potential for safety improvements in Mid-City, where the walkability index is still high but surrounding neighborhoods have inconsistent or missing sidewalks.



Walkability Index

Data Source: Open Data BR (2013-2021)

Key Finding

Place

The existing built environment impacts social and climate vulnerabilities.

The adjacent map depicts a thermal imaging of the study area, where areas in red and yellow signify “hot spots.” The factors contributing to these elevated temperatures encompass roadways, buildings, expansive surface lots, and a prevalence of impervious surfaces. Conversely, areas marked in green denote cooler zones with water bodies and vegetation. These “hot spots” are linked to the exacerbation of the Urban Heat Island (UHI) Effect, with a significant contributor being the sparseness of vegetation, particularly trees, within the urban landscape.



Downtown Greenway Network



Impressive Street Tree Canopy South of Florida Corridor



Concrete Infrastructure along Florida Corridor

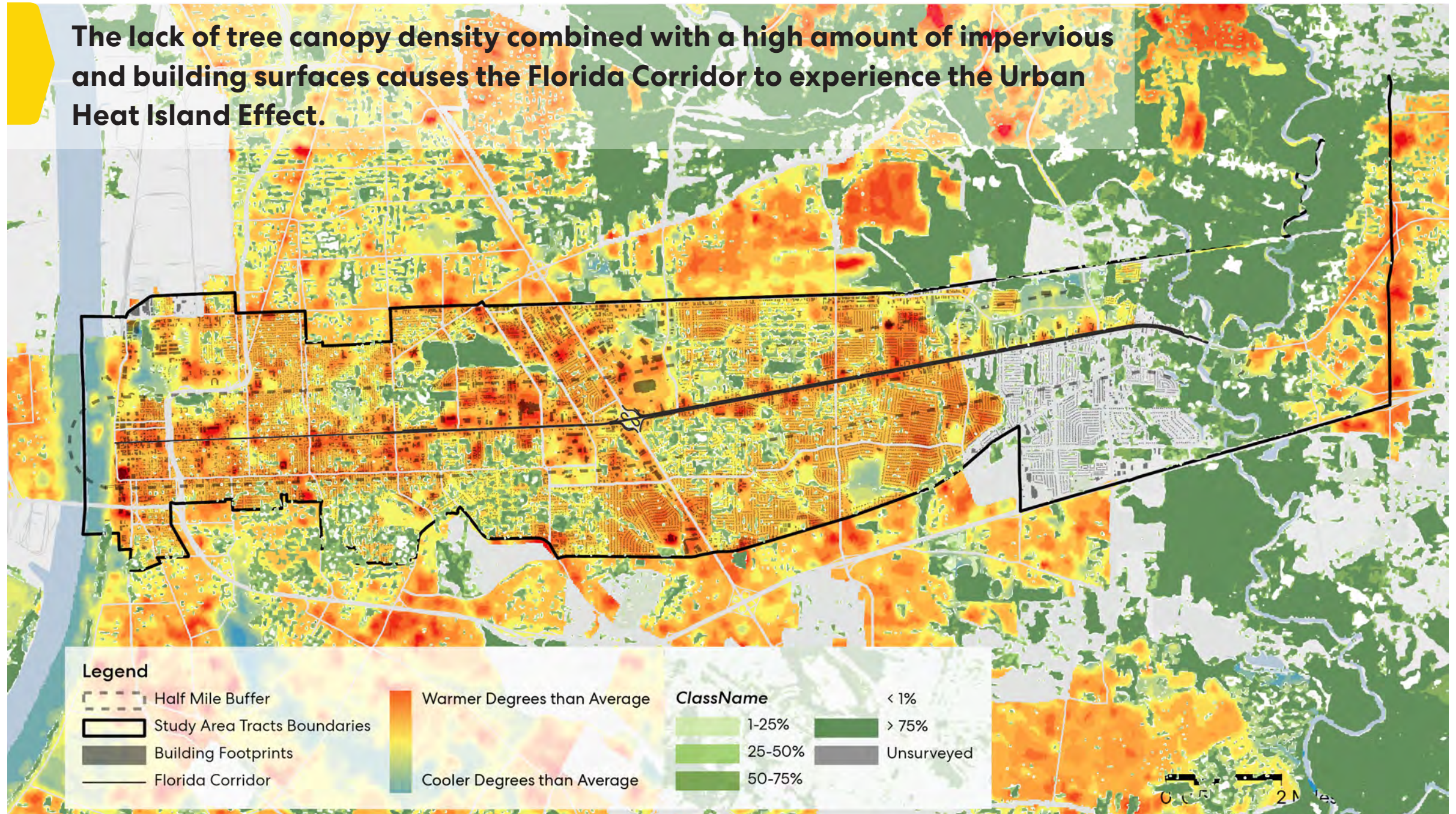


Underused Parking Lots on Florida Corridor

■ Some areas in East Baton Rouge have greater tree canopy density than others.

The convergence of factors, including limited tree canopy density, extensive impervious surfaces, and a profusion of built structures, indeed fosters the amplification of the UHI Effect. Notably, the Corridor features substantial expanses of impermeable surfaces, encompassing underutilized surface lots and broad thoroughfares, which serve as heat-absorbing surfaces, ultimately leading to elevated temperatures.

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>

FLOODING

The stated 2016 Floods plagued Baton Rouge, and there was an estimated \$10B in damage in East Baton Rouge alone, according to Louisiana's official government website.

According to the Climate Vulnerability Index study done by Texas A&M University Louisiana is ranked at having the most at-risk counties in all of the country.

According to the data, all 10 of the country's most vulnerable counties are in the South. Half are in Louisiana, which faces dangers from flooding, hurricanes, and industrial pollution.

The same study ranks Downtown, which is close to the Mississippi River at 95th national vulnerability percentile because of extreme event like flooding and ranks the neighborhoods of Sherwood Forest and Broadmoor at 81st percentile which are closest to the Amite River.



Image from US Coast Guard



2016 Floods Image from theadvocate.com



Image from NOLA.com



A flooded intersection in Baton Rouge, LA

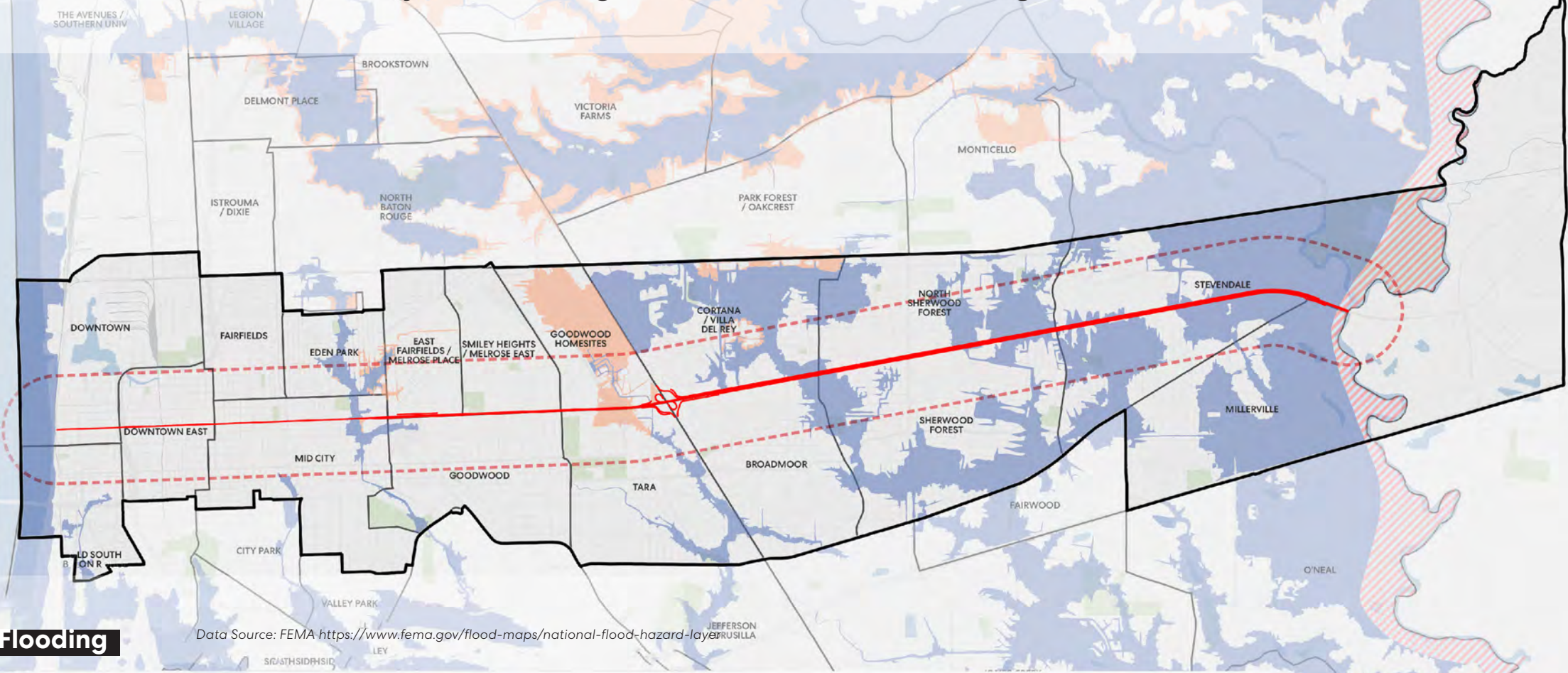
Flooding in Baton Rouge

Almost half of East Baton Rouge Parish lies within the FEMA-designated base floodplains, the study area as shown in the adjoining map is affected by flooding because of the Mississippi River and Amite River. 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.

Baton Rouge was hit hard by the 2016 floods, damages were estimated to be \$10-\$15 Billion, with the storm ranking as the seventh most expensive natural disaster in US since 1978. Since the damages were devastating City-Parish responded to look at the issue from a long term perspective.

Study shows that natural calamities or extreme event like flooding is a contributing factor to social vulnerability. Vulnerability to floods suggests that processes involving characteristics such as race, gender, age, and income are principal drivers of a population's ability to prepare for, respond to, and recover from damaging flood events.

The East side of the Study Area is at greater risk of flood during storms.



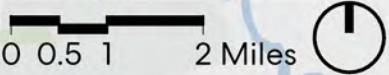
Flooding

Legend

- Half Mile Buffer
- Study Area Tracts Boundaries
- Florida Corridor
- East Baton Rouge Parish Neighborhoods

Flood Zone

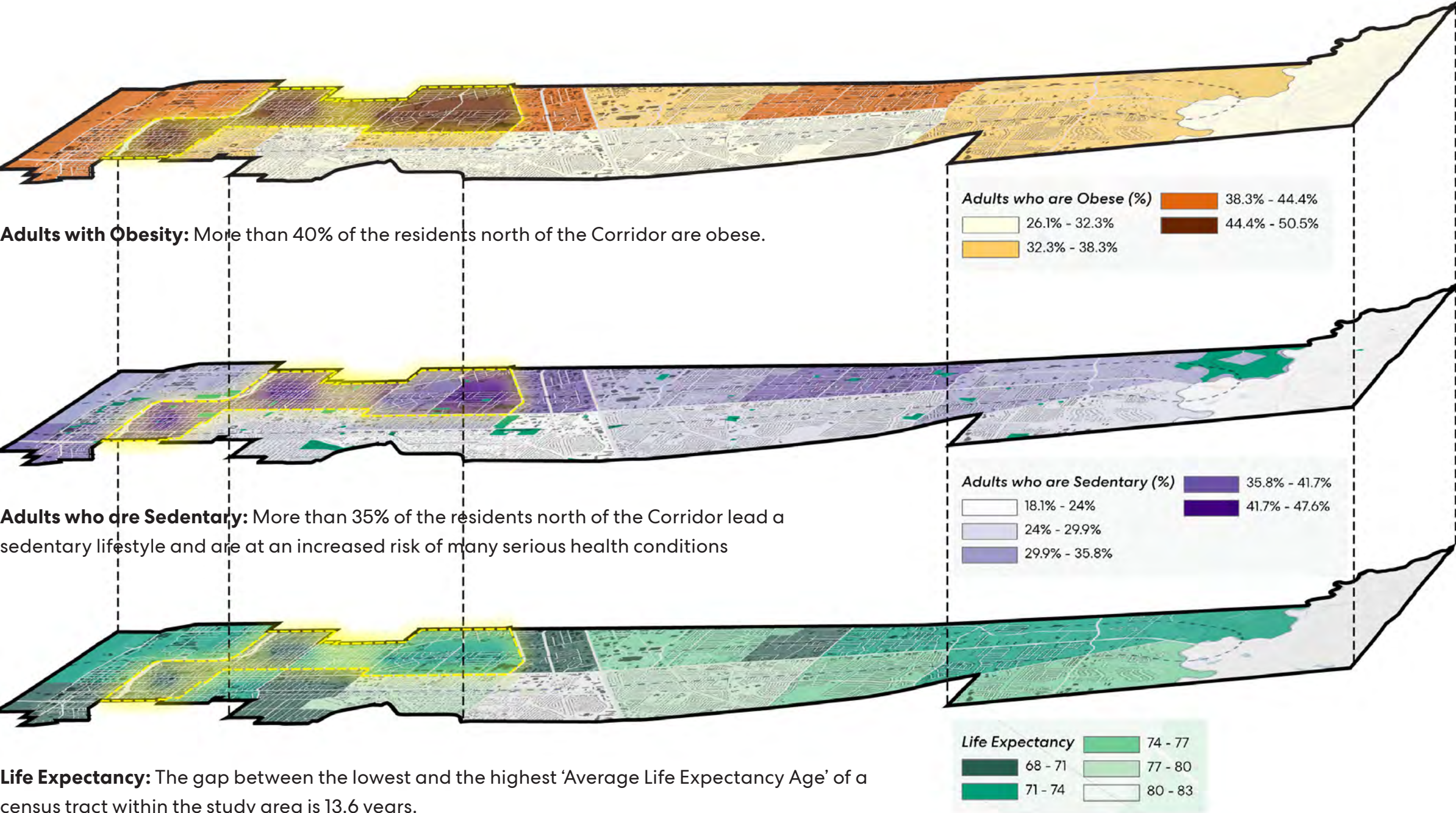
- 1% Annual Chance Flood Hazard
- 2% Annual Chance Flood Hazard
- Floodway

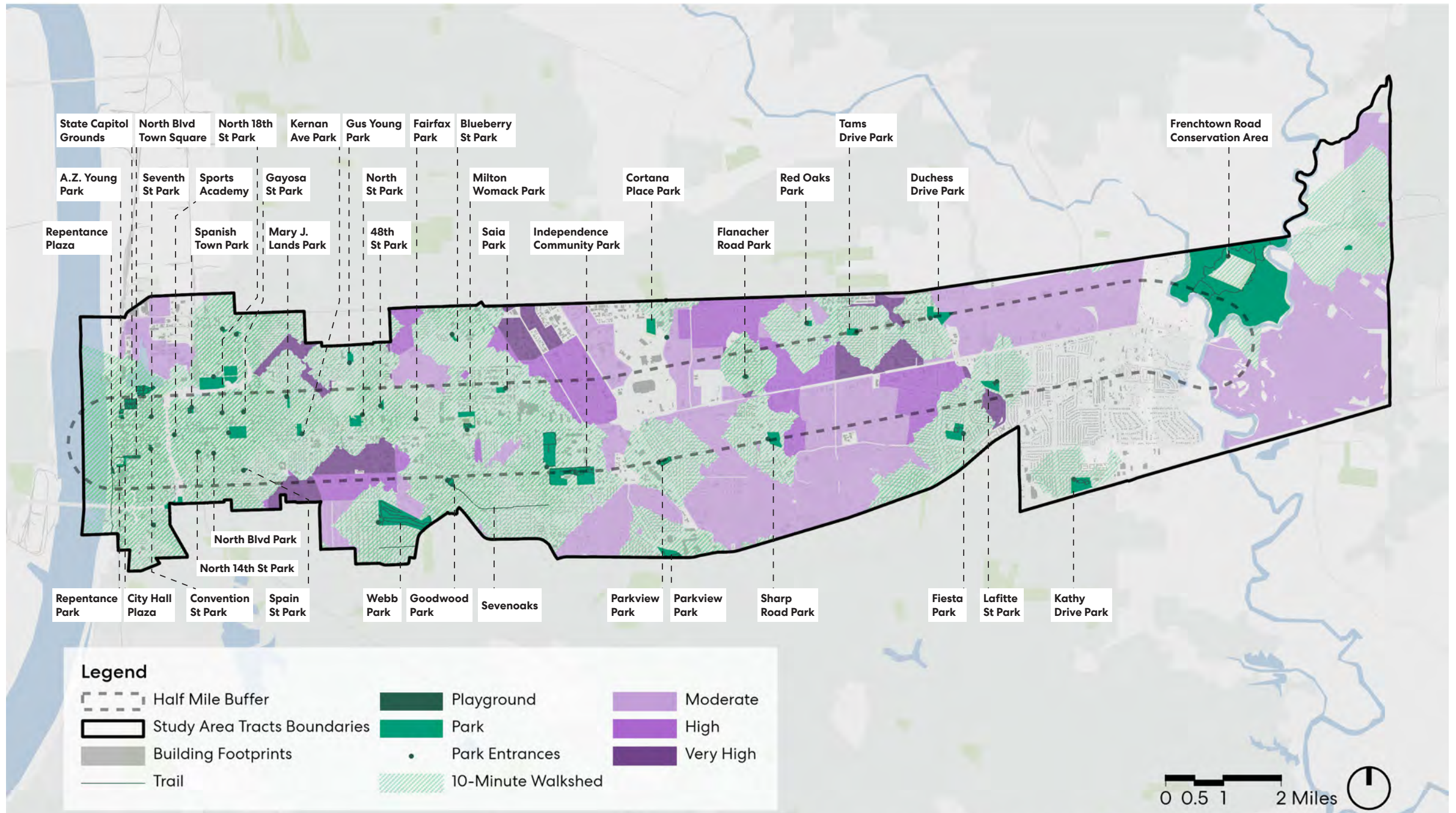


Flooding

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

COMMUNITY HEALTH





Park Access

Data Source: ParkServe <https://www.tpl.org/parkserve>

FOOD ACCESS

Several areas in the northwest part of the study area have low access to healthy food options.

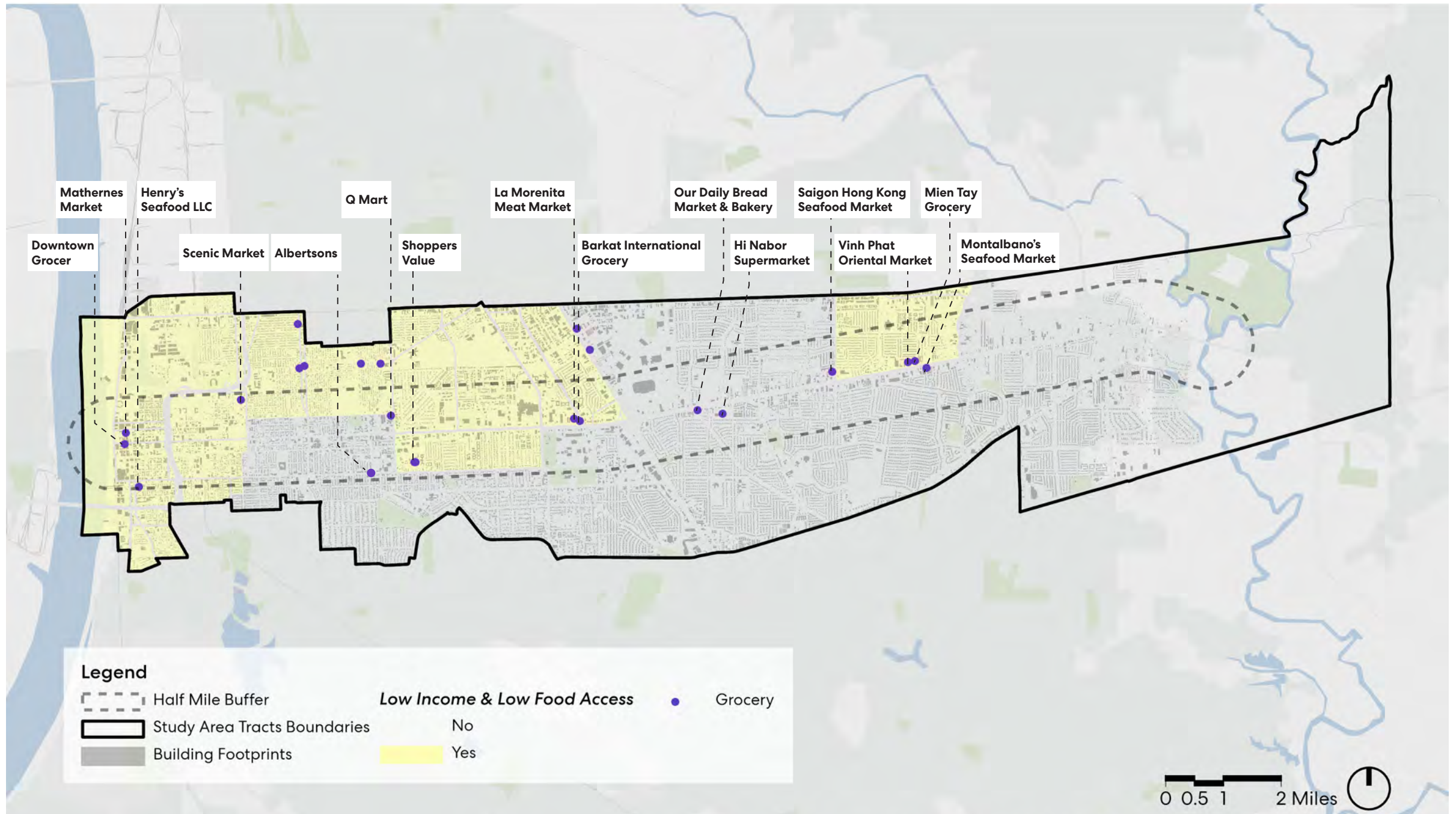


One indication of a communities social vulnerability is “food insecurity,” or lack of access to healthy food options. An inability to conveniently access or afford healthy food can contribute to several other negative effects on communities.

Low-income census tract data shows that more than 100 housing units in the study area are more than ½ mile away from a supermarket, super center or large grocery store and do not own a vehicle.

■ What is Healthy Food?

According to the Food & Drug Administration, to be defined as healthy, foods must meet specific minimum requirements of fruits, vegetables, dairy, and whole grains. Those foods also must be limited in the amount of added sugar, sodium, and saturated fat in the food.



Food Access

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

SOCIAL VULNERABILITY INDEX

Variables used to Determine Social Vulnerability Index.

Socioeconomic Status	Household Characteristics	Racial & Ethnic Minority Status	Housing Type & Transportation
<ul style="list-style-type: none">Below 150% PovertyUnemployedHousing Cost BurdenNo High School DiplomaNo Health Insurance	<ul style="list-style-type: none">Aged 65 & OlderAged 17 & YoungerCivilian with a DisabilitySingle-Parent HouseholdsEnglish Language Proficiency	<ul style="list-style-type: none">Hispanic or Latino (of any race)Black/African-AmericanAmerican Indian & Alaska NativeAsianNative Hawaiian & other Pacific IslanderTwo or More RacesOther Races	<ul style="list-style-type: none">Multi-Unit StructuresMobile HomesCrowdingNo VehicleGroup Quarters

■ Helpful Terms defined by CDC

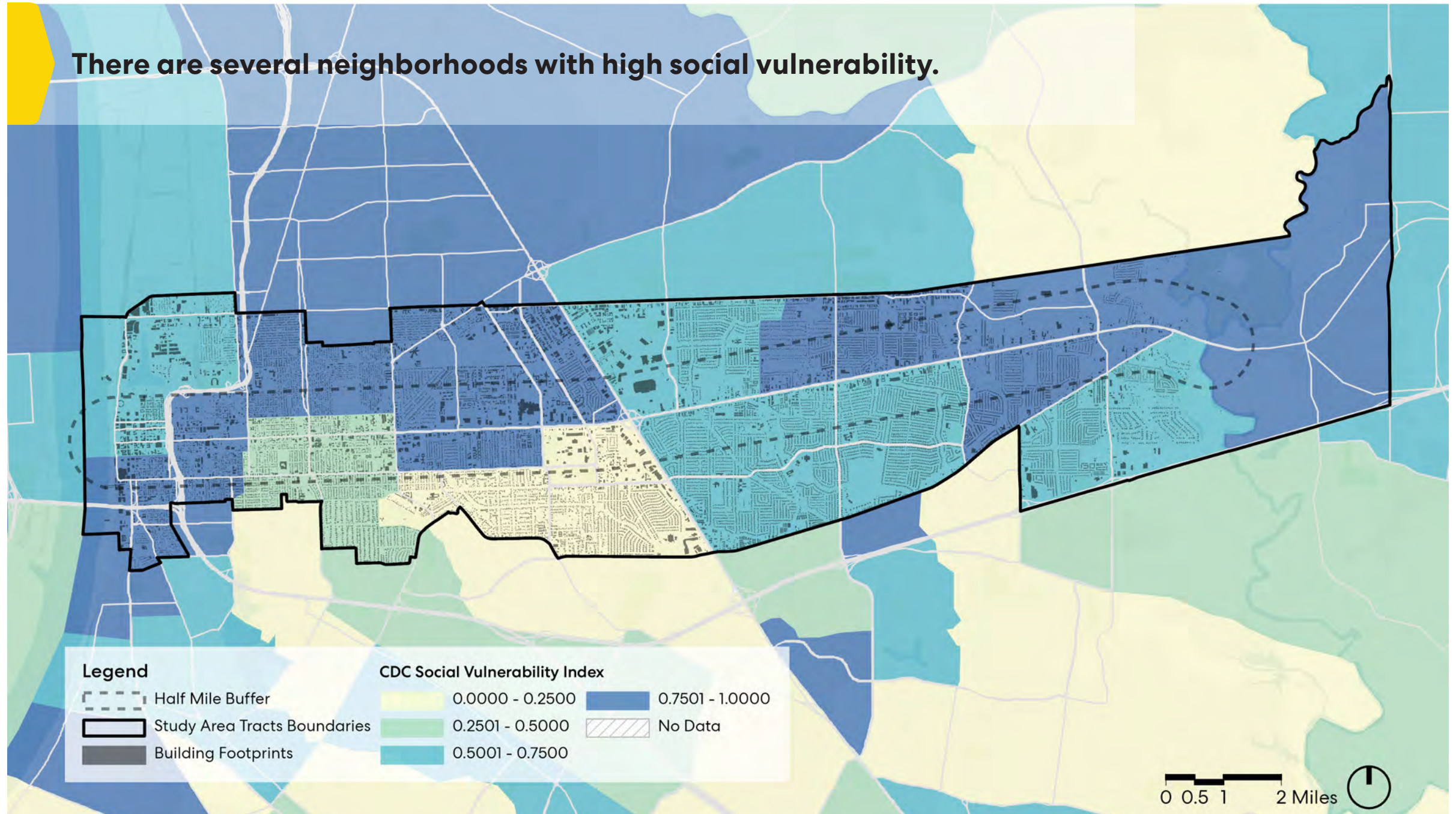
Social Vulnerability:

As defined by the CDC, “social vulnerability” refers to the ability of communities to survive when confronted by stresses on human health, like surviving and recovering from natural disasters, human-caused disasters or disease outbreaks. Reducing social vulnerability can decrease both human suffering and economic loss.

Populations that are Socially Vulnerable:

These include individuals who have special needs, such as but not limited to, access to vehicles, people with disabilities, elderly people or individuals with limited English proficiency. Socially vulnerable population is less likely to bounce back from natural or man-made disasters, disease outbreaks or other public health emergencies.

There are several neighborhoods with high social vulnerability.



Social Vulnerability Index

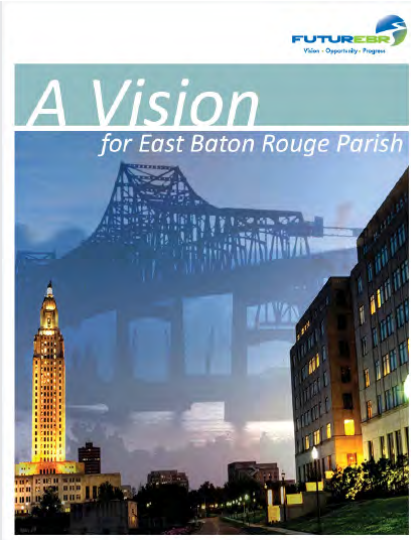
Data Source: Tolemi <https://baton-rouge-la.tolemi.com/>

Key Finding

Place

There are several projects planned or in development that will positively impact the Corridor. There are several employment centers and master plans along the Corridor with catalytic potential that can be built upon.

FUTUREBR has detailed a vision of where Baton Rouge wants to go.



VISION

FUTUREBR: A Vision for East Baton Rouge Parish



A Future Vision of the Parish

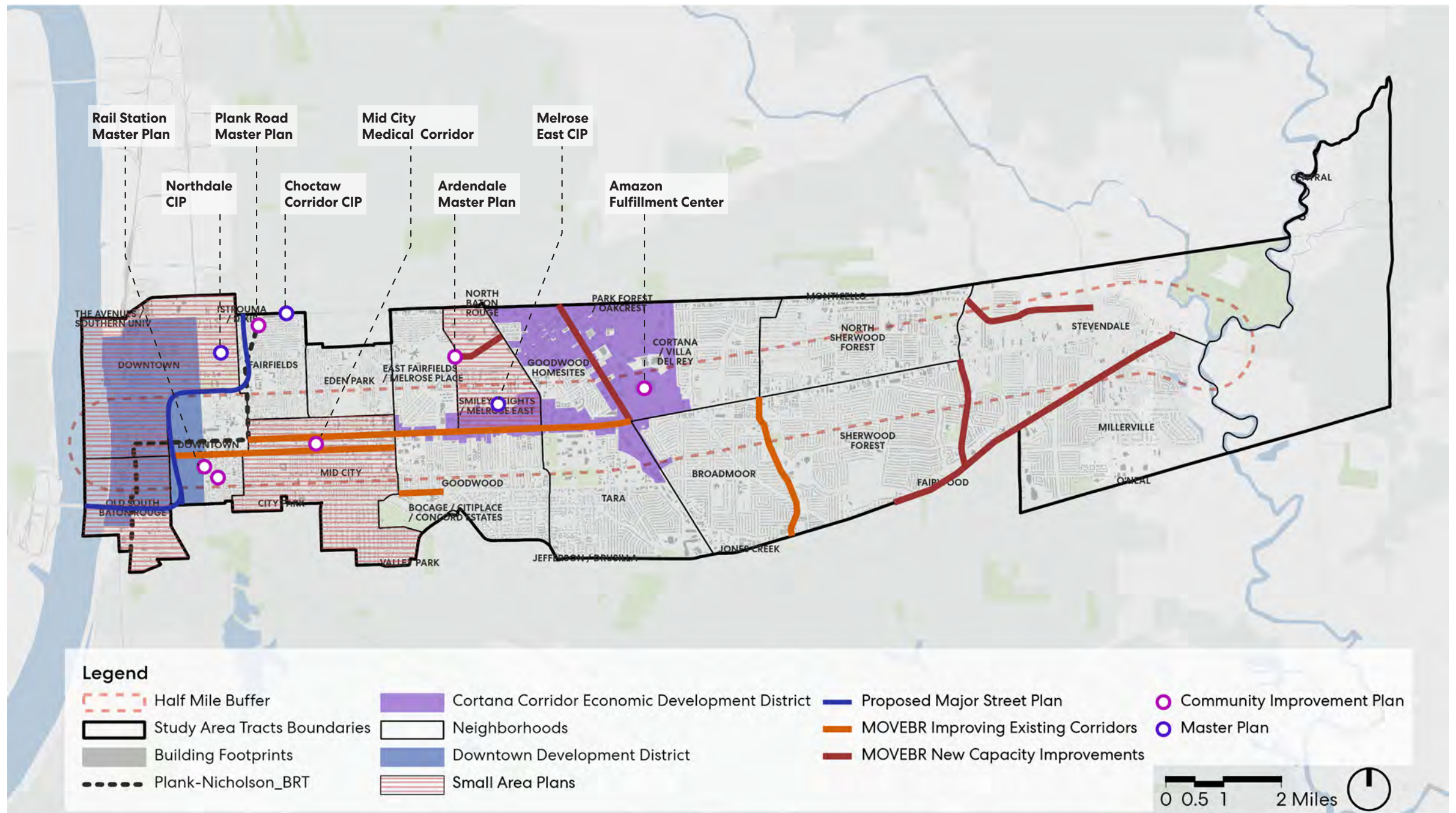
A snapshot of Baton Rouge’s shared vision shows a community that is known for sustainability – in economic, environmental and social equity terms. Baton Rouge’s downtown is strong and vibrant day and night. It’s the heart of the region, with abundant opportunities for living, working and recreation.



Neighborhoods throughout the Parish are thriving and citizens have housing options that are safe, and affordable to a variety of income levels. Every neighborhood has attractive open spaces and residents have many desirable options for getting around, including walking, biking, riding transit and driving. The Mississippi River and other waterways are protected and optimized for multiple uses.



The Parish has an exemplary K-12 school system that offers educational opportunities for all residents. The Parish’s colleges and universities are national leaders in a variety of fields and are surrounded by successful neighborhoods that are well-linked with downtown and other parts of the City. The Parish’s economy is prosperous, with a mix of traditional industries and new business sectors. The Parish is renowned for embracing and cultivating new talent and ideas whether in the arts, business or the public realm.



Past Plans & Studies

EXISTING LAND USE

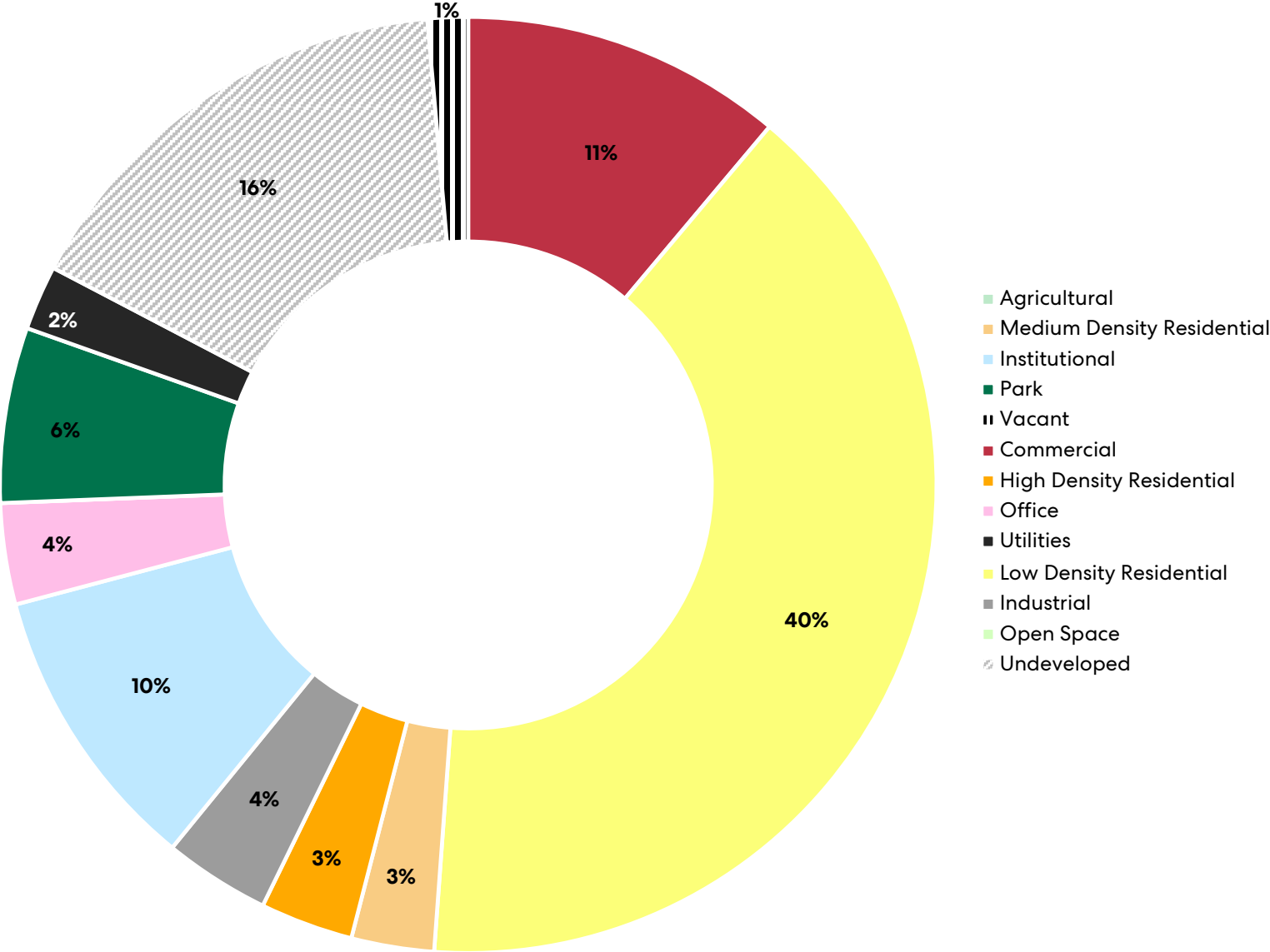
Single-family land use lead to lower residential densities thus contributing to the auto-centric nature of East Baton Rouge.

Over time, the Florida Corridor was developed into an auto-centric commercial corridor with large setbacks to accommodate large parking lots. The residential areas that did develop around the Corridor were largely single family enclaves designed in conformity to the car, exacerbating the auto-centric quality of the Florida Corridor’s built environment.

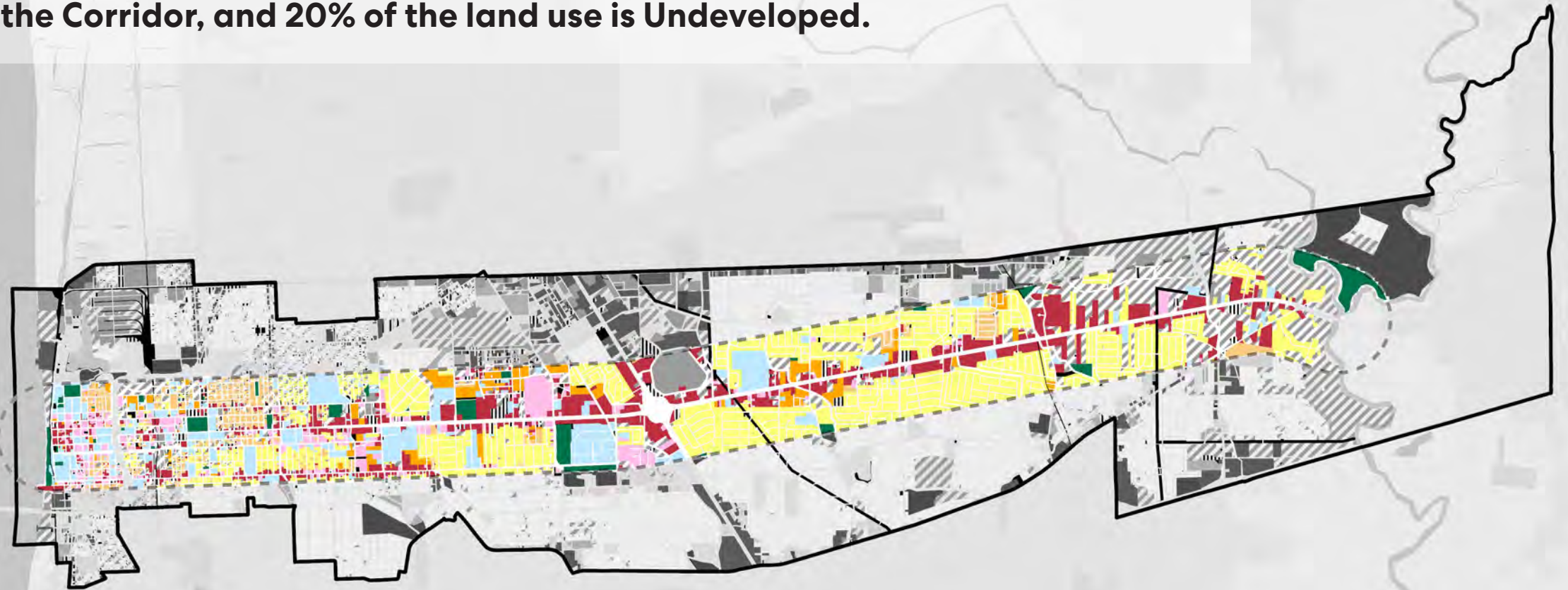
Along the Florida Corridor, FUTUREBR envisions introducing medium and high density residential especially in more densely populated areas like downtown and Mid-City.

FUTUREBR also outlines mixed use land development to encourage density west of Airline Highway. East of Airline, the FUTUREBR envisions to expand on the single family character of the neighborhoods in that section of East Baton Rouge Parish.

Lastly, FUTUREBR envisions to expand on Employment Centers like Amazon, Bon Carre, and Baton Rouge General-Mid City, as well as attracting new Employment Centers near the Parish line.



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.



Legend

--- Half Mile Buffer

Study Area Tracts Boundaries

Existing Land Use

C - Commercial

HDR - High Density Residential

I - Industrial

INST - Institutional

LDR - Low Density Residential

MDR - Medium Density Residential

O - Office

OS - Open Space

P - Park

U - Utilities

UND - Undeveloped

V - Vacant

0 0.5 1 2 Miles



Existing Land Use

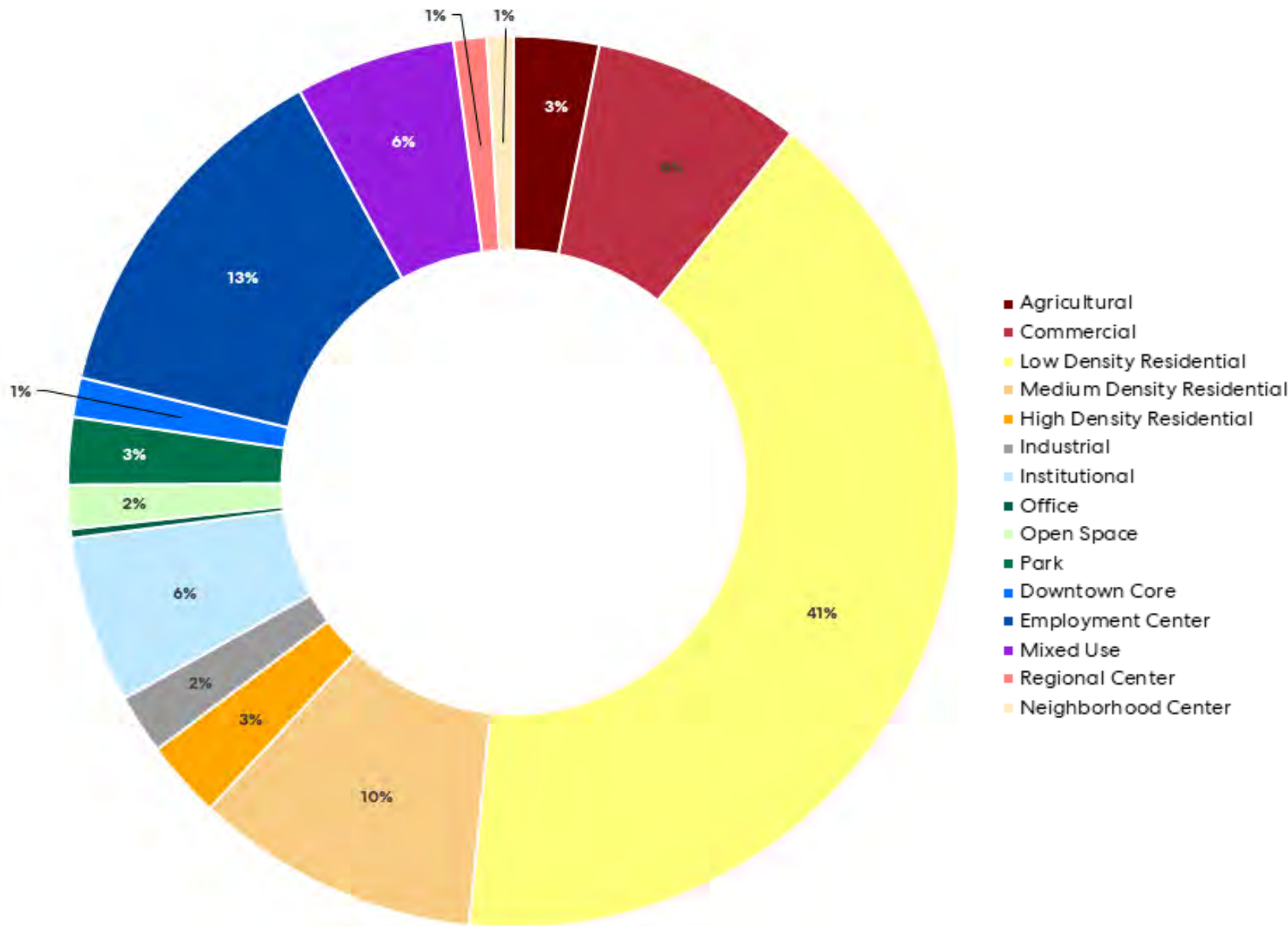
Data Source: Open Data BR <https://data.brla.gov/>

FUTURE LAND USE

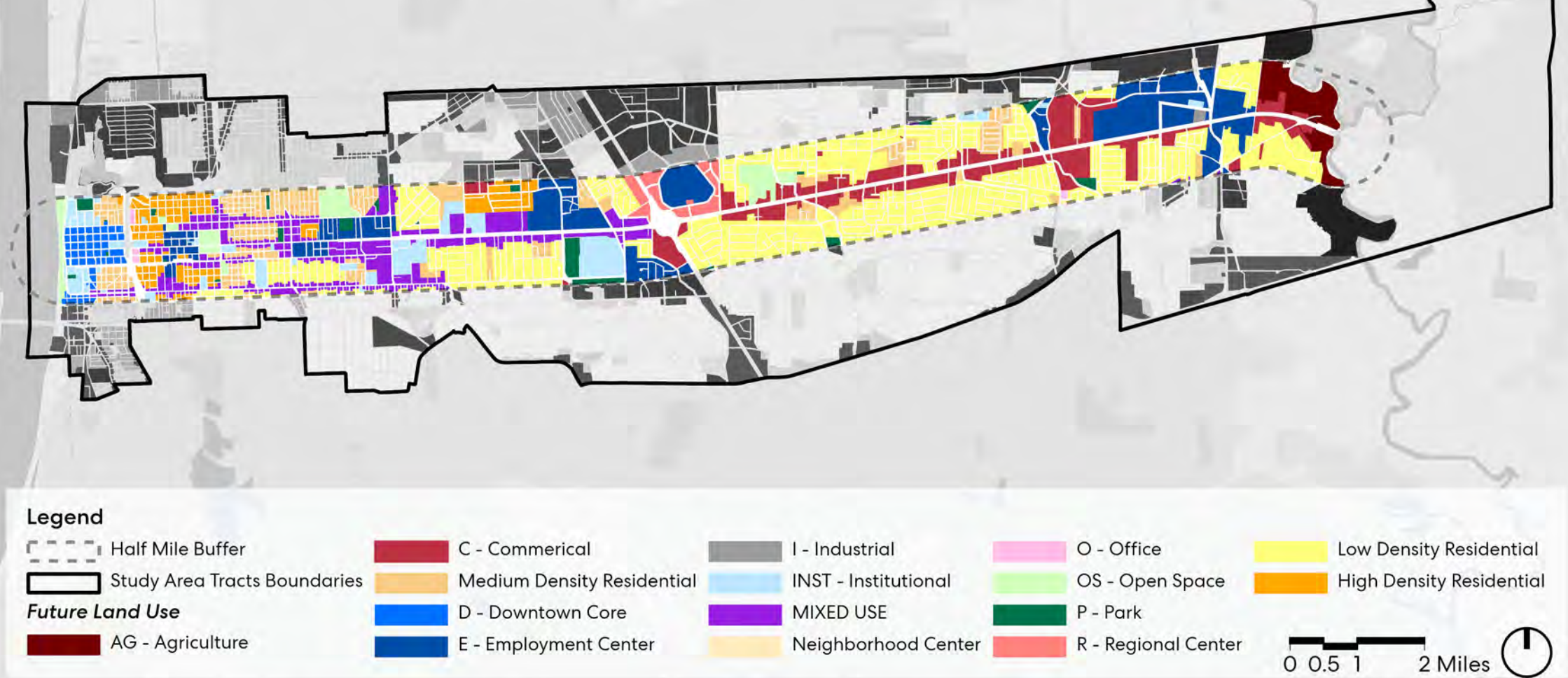
The future land use map is derived from the Vision Map to help guide future investment and regulatory program.

It 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.

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. The plan also shows of a future employment center in Stevendale neighborhood.



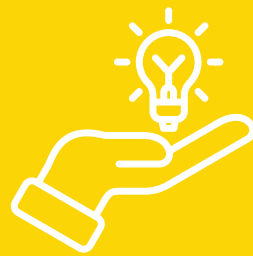
FUTUREBR envisions an increase in medium and high density residential and mixed use developments along the Florida Corridor. They also aspire to have Employment Centers across the Corridor.



Future Land Use

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

An Investigation of Economy



ECONOMY - KEY FINDINGS

- Economic outcomes are disparate and inequitable across the corridor.
- 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.
- New market rate and affordable housing along the corridor are positive signs, but challenges with development feasibility and quality of old housing stock persist.

Key Finding

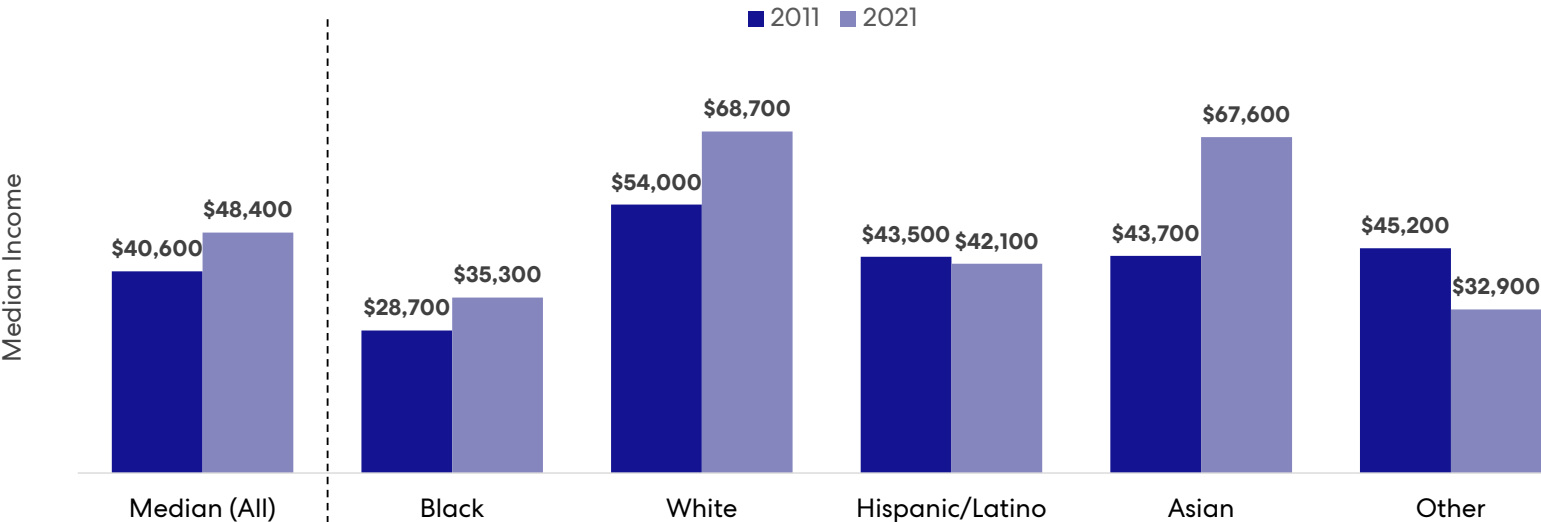
Economy

Economic outcomes are disparate and inequitable across the corridor.

■ Disparities in population growth, household income, homeownership, and employment persist across racial and geographic lines.

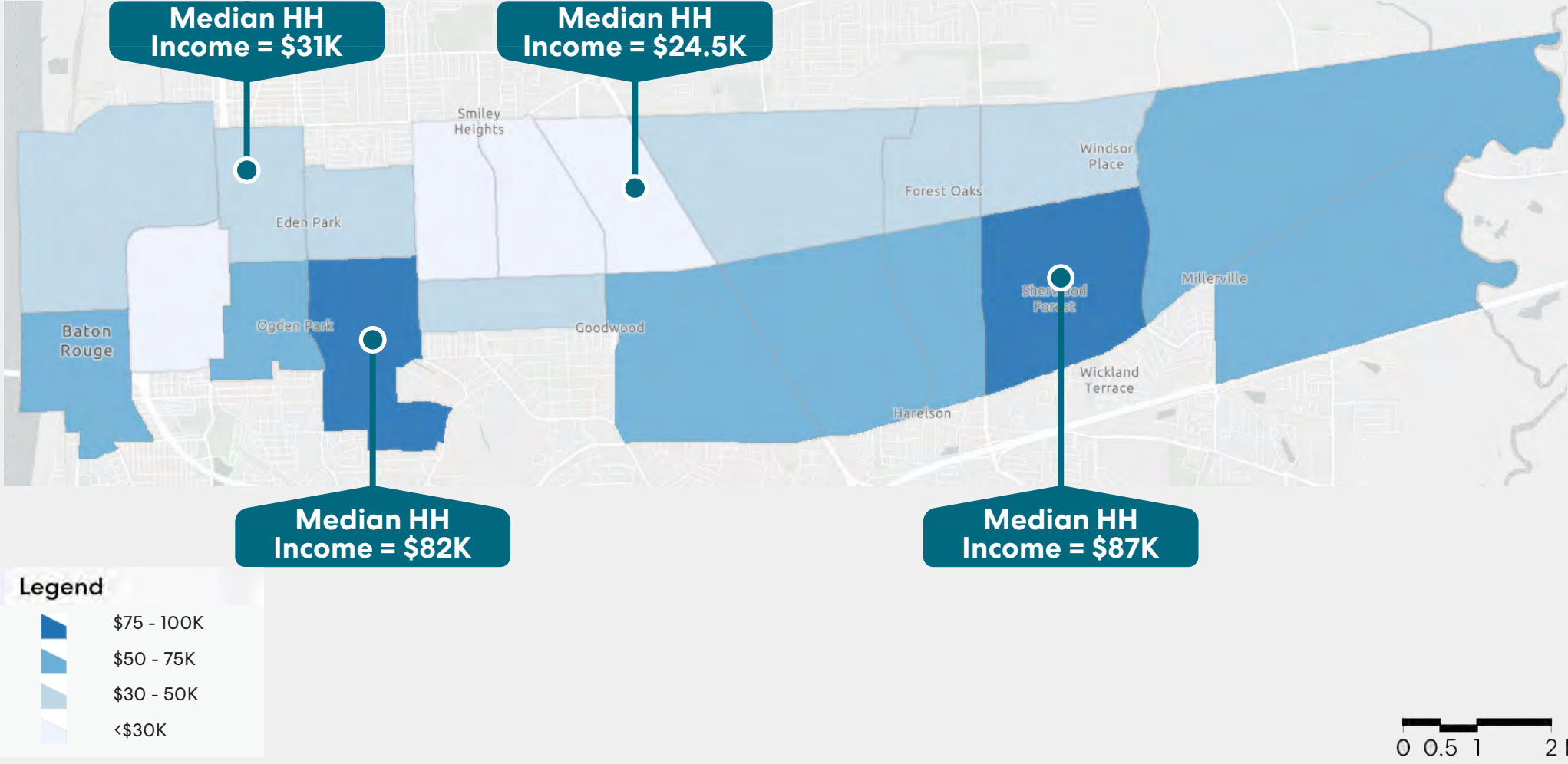
Household income for Asian residents has increased greatly since 2011 and is now on par with the increased income of White residents. Both populations now have a median income 1.5x that of Black and Latinx residents, whose incomes have remained the same or decreased since 2011. The median income for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

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



Data Source: ACS 2011 and 2021 5-Year

While household income in the Corridor has increased by 19% since 2011, this growth is 5% lower than the City and Parish. Furthermore, there are stark income disparities between neighborhoods on the Corridor and between renters and owners.

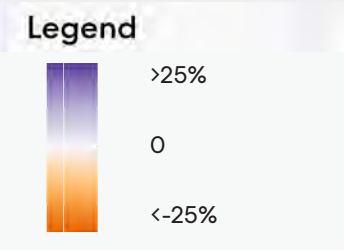
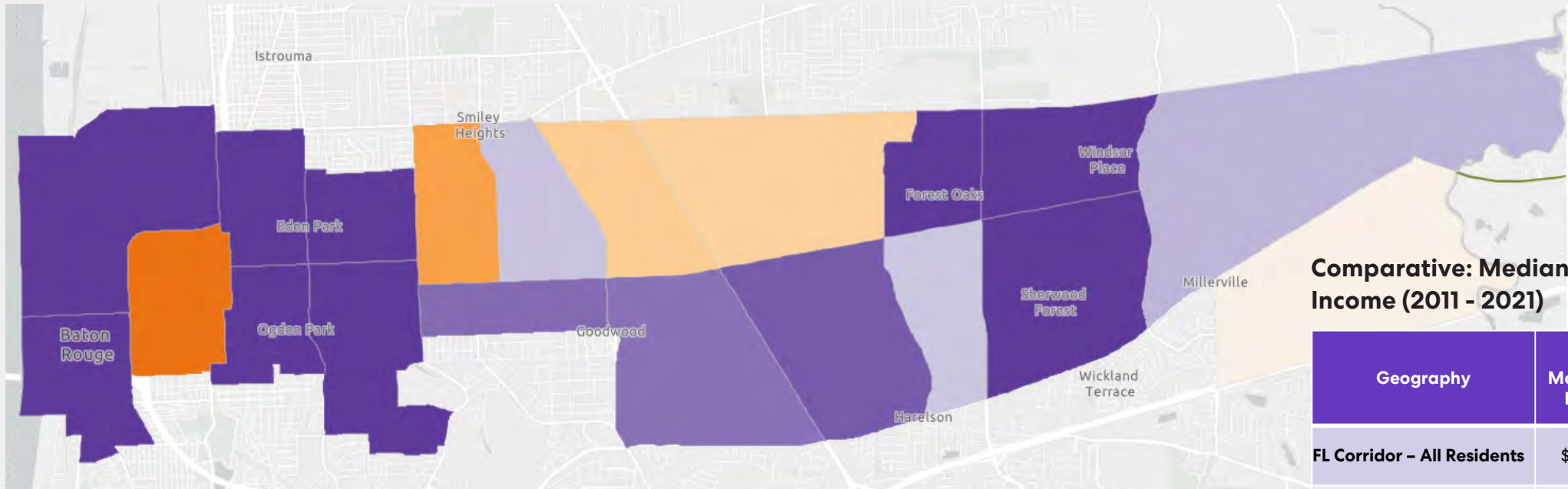


Corridor: Median Household Income (2021)

Data Source: ACS 2021 5-Year

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Households in the northern side of the Corridor by Airline Highway as well as Downtown East have seen a decrease in household income.



Comparative: Median Household Income (2011 - 2021)

Geography	2021 Median HH Income	% Change since 2011
FL Corridor – All Residents	\$48,400	19%
FL Corridor - Renters	\$31,600	16%
FL Corridor - Owners	\$76,700	25%
Baton Rouge City	\$58,200	24%
East Baton Rouge Parish	\$46,300	24%

Data Source: ACS 2021 5-Year



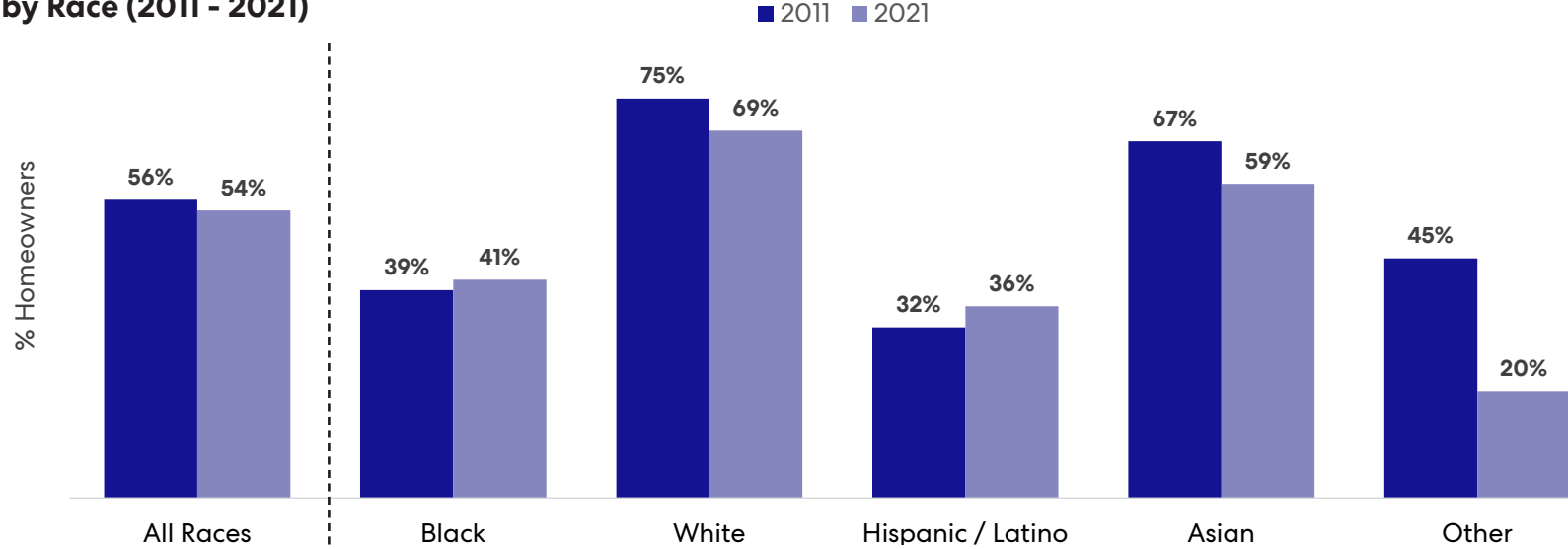
Corridor: % Change in Median Household Income (2011 - 2021)

Data Source: ACS 2011 and 2021 5-Year

HOMEOWNERSHIP

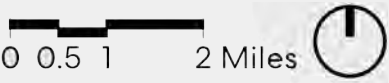
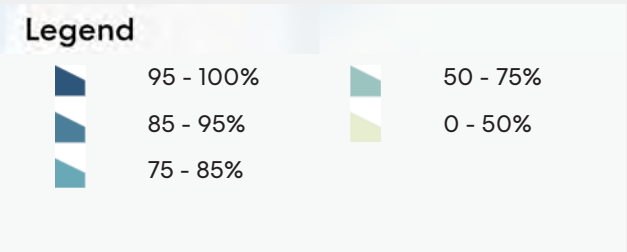
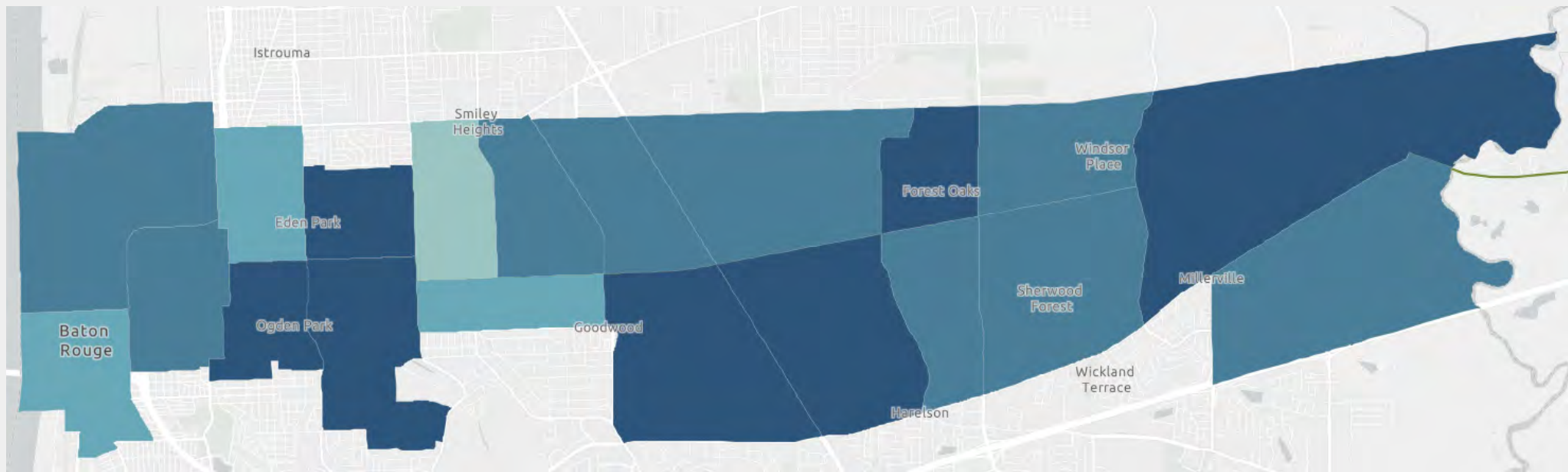
Homeownership has increased marginally for Black and Latinx residents in the last 10 years, though White and Asian residents still have much higher rates of homeownership altogether.

Corridor: Change in Homeownership by Race (2011 - 2021)



Data Source: ACS 2011 and 2021 5-Year

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%.



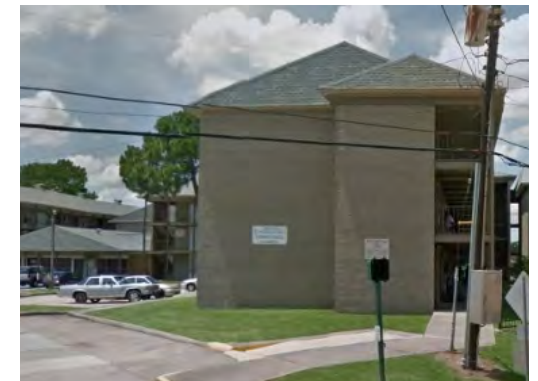
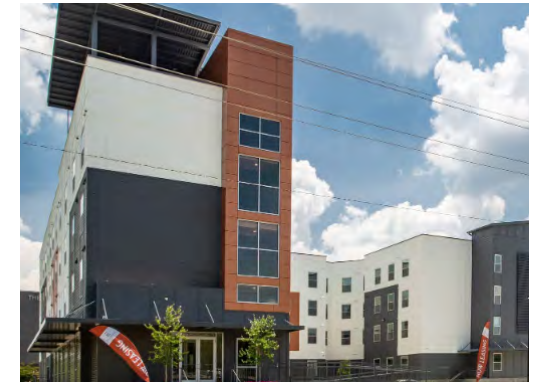
Corridor: % Labor Force Employed (2021)

Data Source: ACS 5-Year

Key Finding

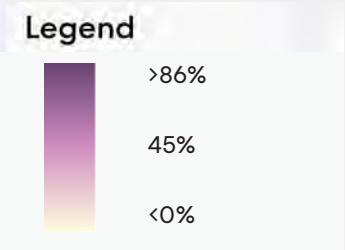
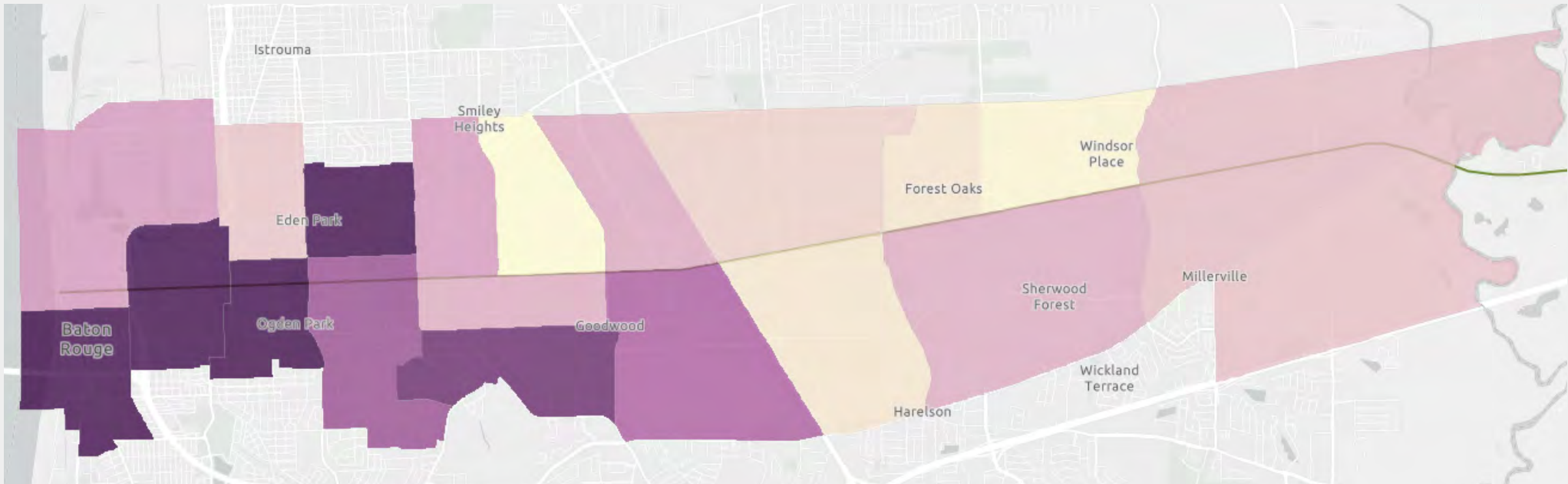
Economy

The corridor is experiencing displacement pressures, particularly in neighborhoods north of the corridor.



- Homes in the Corridor altogether are valued lower than the City and Parish and have seen slower growth in the last 10 years.

Home values have risen fastest in the southwest portion of the corridor, aligning with the recent development momentum along Government Street, while values in the west side of the Corridor have been relatively stagnant.



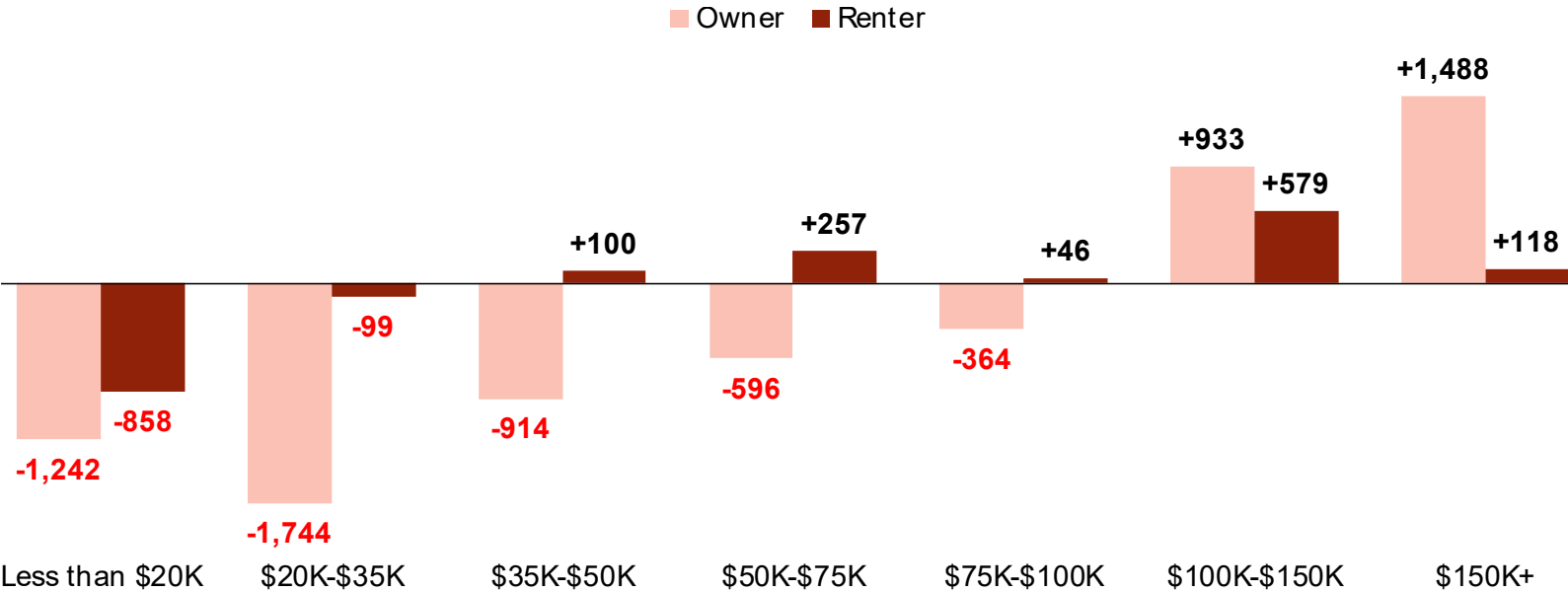
Corridor: % Change in Median Home Value (2010 - 2021)

Data Source: ACS 2021 5-Year Data

TOTAL HOUSEHOLDS

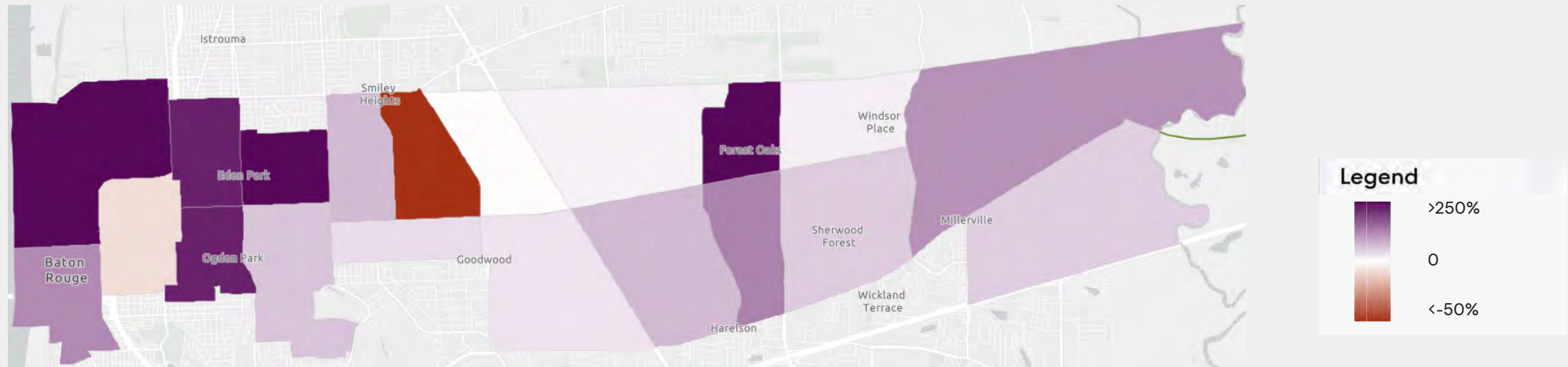
This displacement of lower-income households on the Corridor, especially those making less than \$35K, has been particularly stark for homeowners more so than renters.

Corridor: Net Change in Total Households by Income & Tenure (2011 - 2021)



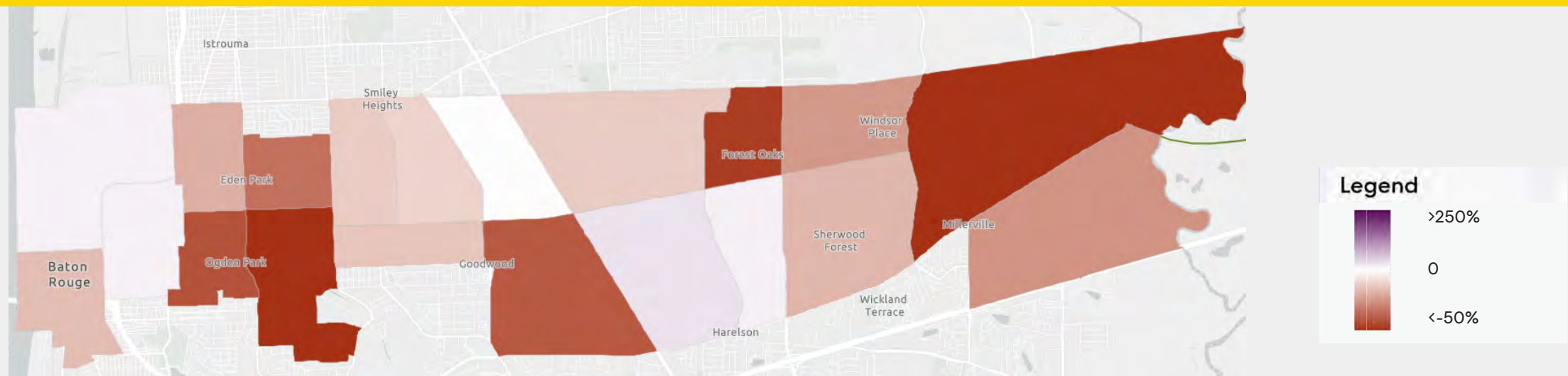
Data Source: ACS 2011 and 2021 5-Year

Census tracts near Downtown, Mid City, and Forest Oaks, and Windsor Place have seen over a 100% increase in households making above \$100,000 annually and many have seen a corresponding displacement in households making below \$35,000.



Corridor: % Change in Households Above \$100K Annual Income

Data Source: ACS 2011 and 2021 5-Year

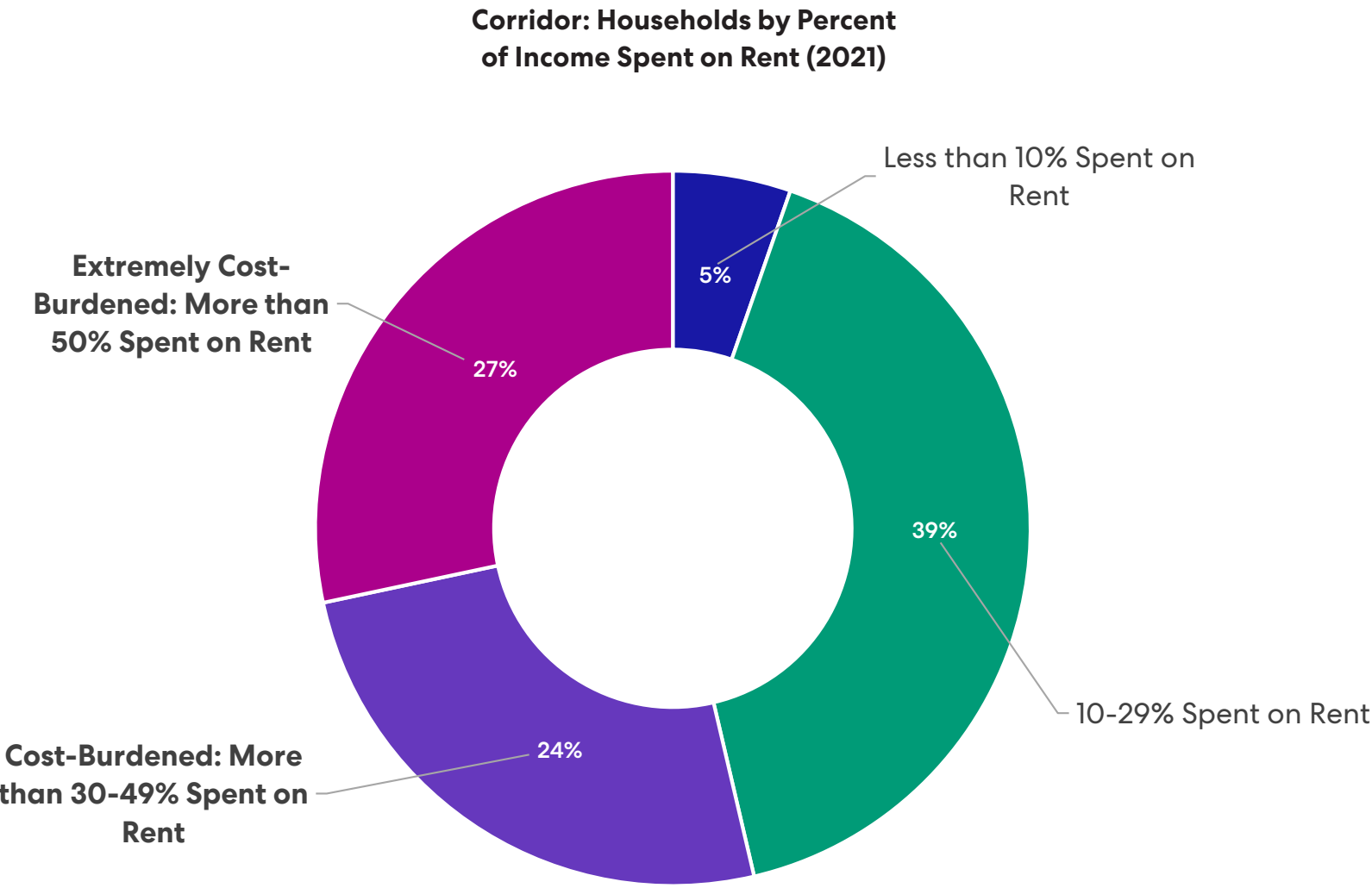


Corridor: % Change in Households Below \$35K Annual Income

Data Source: ACS 2011 and 2021 5-Year

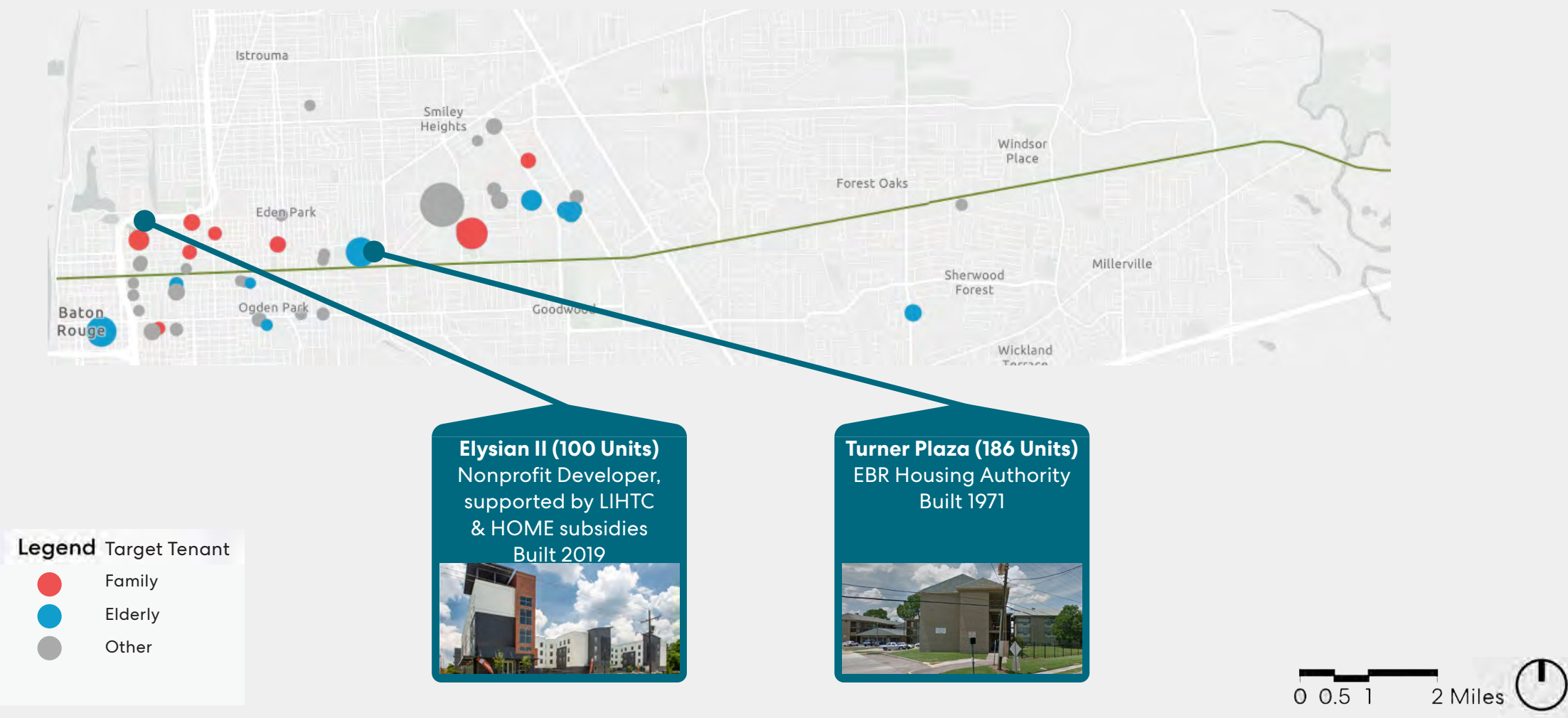
RENTER OCCUPIED AFFORDABILITY & QUALITY

Approximately 7,800 renter households (51%) in the Corridor are cost-burdened or extremely cost burdened, spending more than 30% of their income on rent. The distribution mirrors that of the City-Parish, indicating a citywide affordability issue.



Data Source: ACS 2021 5-Year Data

The corridor has approximately 2,500 units of income-restricted affordable housing concentrated west of Airline Highway, provided through public housing and subsidized nonprofit and for-profit developers.



Corridor: Multifamily Affordable Housing Developments (2023)

Data Source: CoStar

RENTER OCCUPIED AFFORDABILITY & QUALITY

The new Ardendale mixed-use housing development will bring another 434 homes and homeownership opportunities to the Melrose East and Smiley Heights neighborhoods with the support of a \$30M Choice Neighborhoods Initiative grant.



SITE PLAN

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Key Finding

Economy

Government sector growth has slowed, while healthcare and professional services sectors are areas of opportunity to revamp the office market’s recent inventory decline.

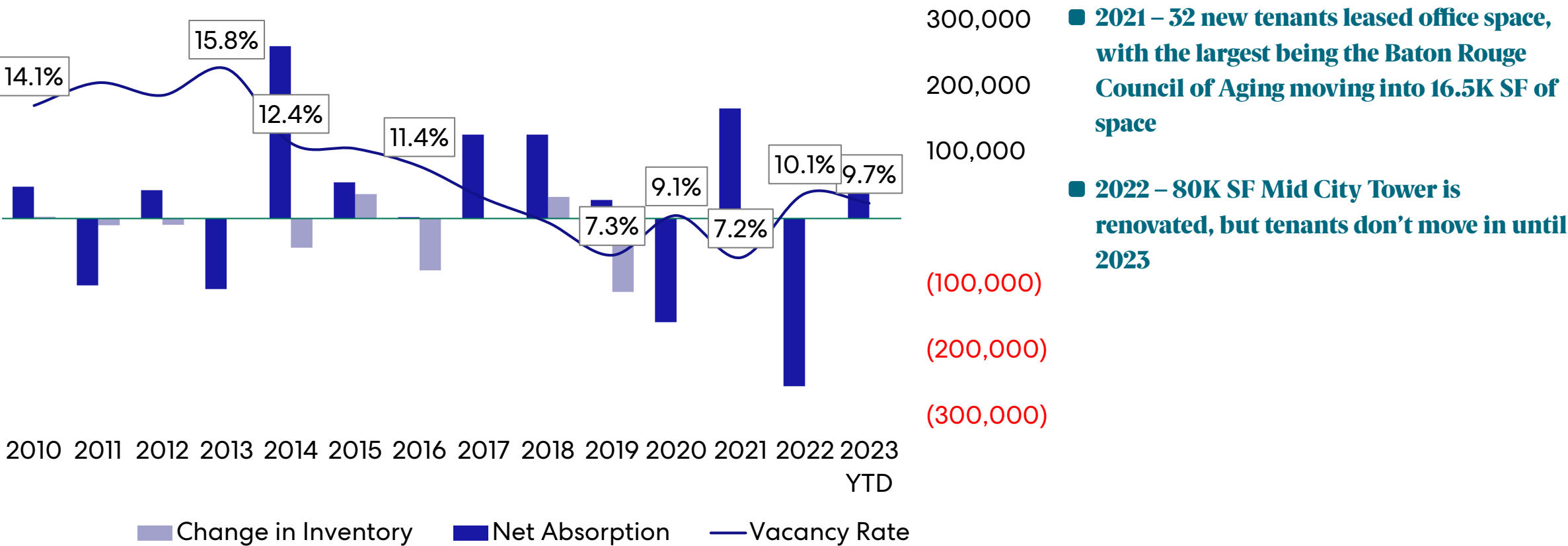
- **Government is the largest office tenant in the Corridor but projected growth in the industry over the next decade is flat. The Healthcare & Social Assistance and Professional, Scientific, & Technical Services industries however are projected to grow and are the biggest opportunities for the office market.**

East Baton Rouge Parish:
% Change in Top 5 Industries (2022)

Industry	2010-2022 % Change	2022 Employment	Forecasted 2022 – 2033 % Change
Government	-14%	51,900 employees	2%
Health Care & Social Assistance	16%	43,200 employees	19%
Construction	-3%	32,100 employees	-7%
Retail Trade	-8%	27,400 employees	-4%
Professional, Scientific, and Technical Services	5%	22,800 employees	9%

Data Source: EMSI

Office vacancy rates have improved significantly in the last decade and remained steady in the Corridor since 2019, staying at or below 10% even through the pandemic.

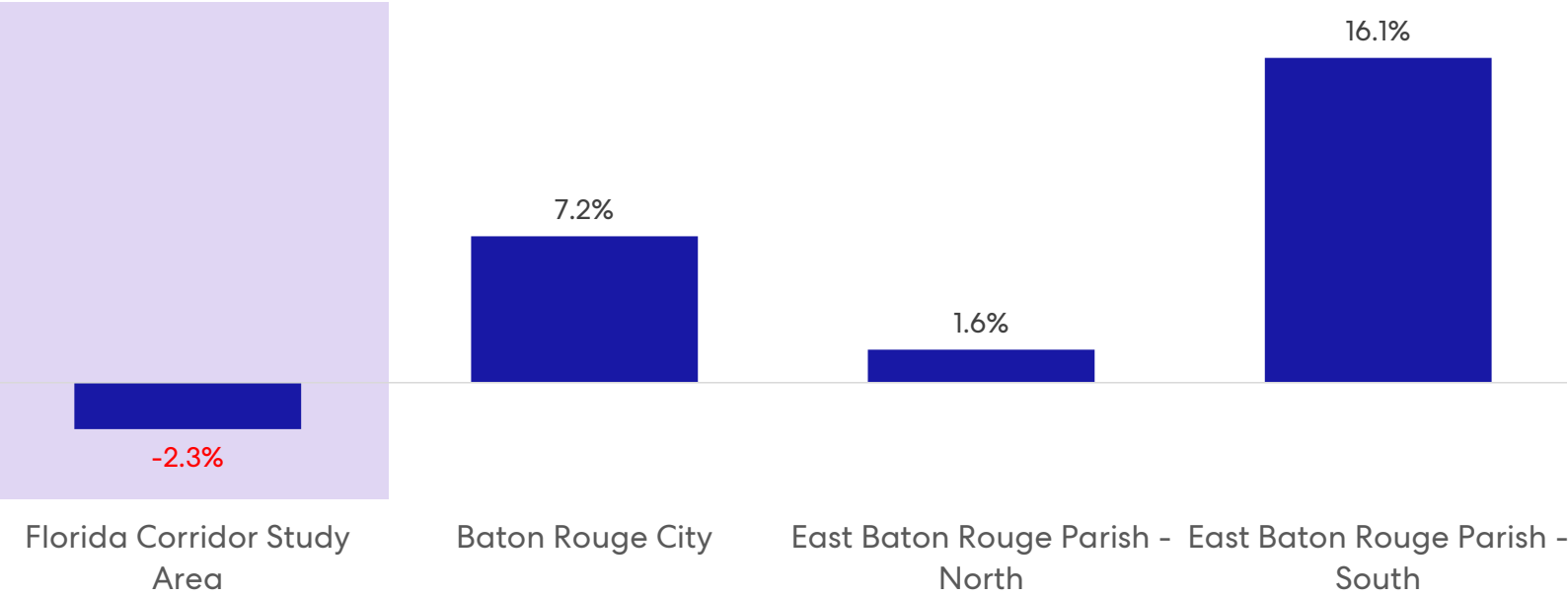


OFFICE INVENTORY & PIPELINE

The Corridor’s office inventory growth has been stagnant relative to the City overall, and especially to the southern Parish. There is also currently no proposed office developments in its pipeline.

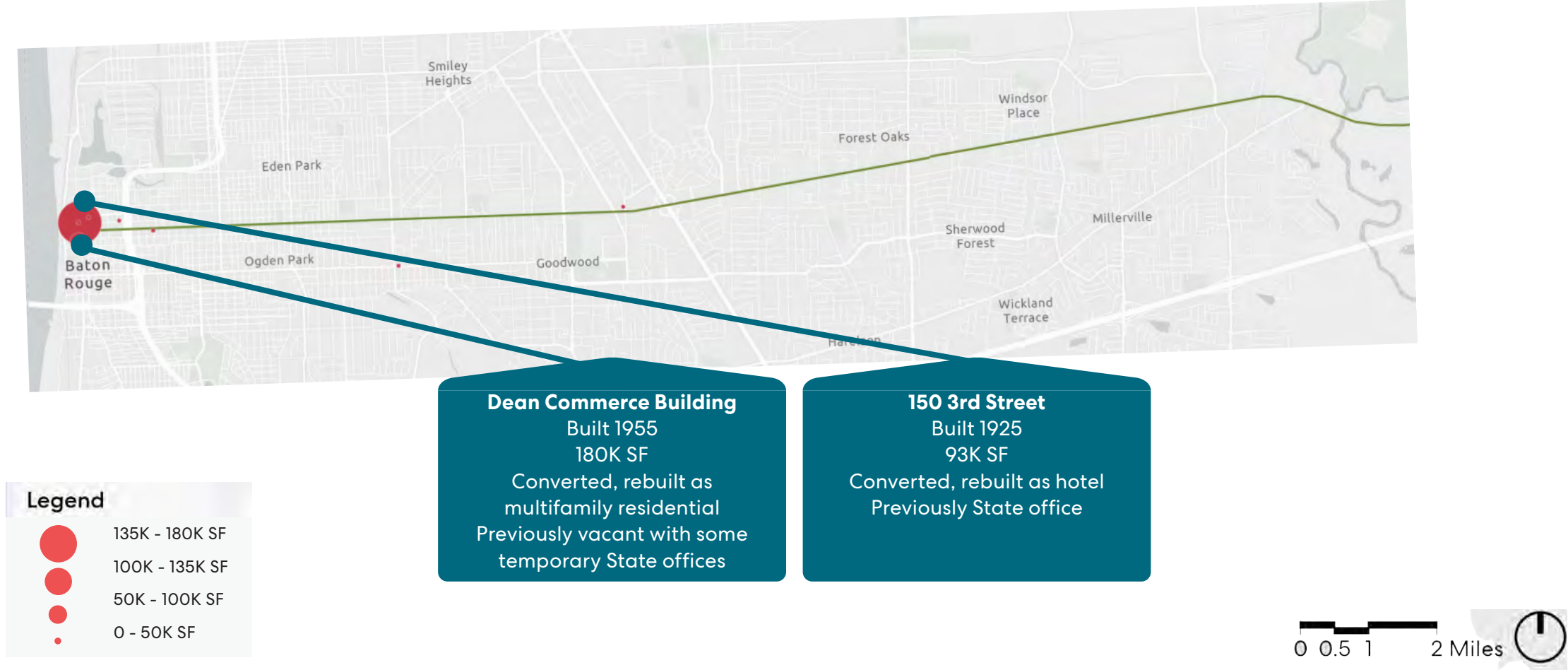
Total SF	Delivered Since 2010	Total SF - Conversions	Total SF - Demolitions
8.7M	293K SF	138K SF	347K SF

Office Inventory Growth Since 2010



Data Source: CoStar

While the Corridor gained 293K SF in new office space, its overall inventory declined with 9 demolitions and 3 conversions. Most inventory loss is concentrated in Downtown.



Corridor: Office Inventory

Data Source: CoStar

Key Finding

Economy

The non-residential market assessment reveals a lagging and inconsistent investment pattern for office, retail, hotel, and industrial uses contributing to lackluster growth.

Takeaways by Use

■ 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

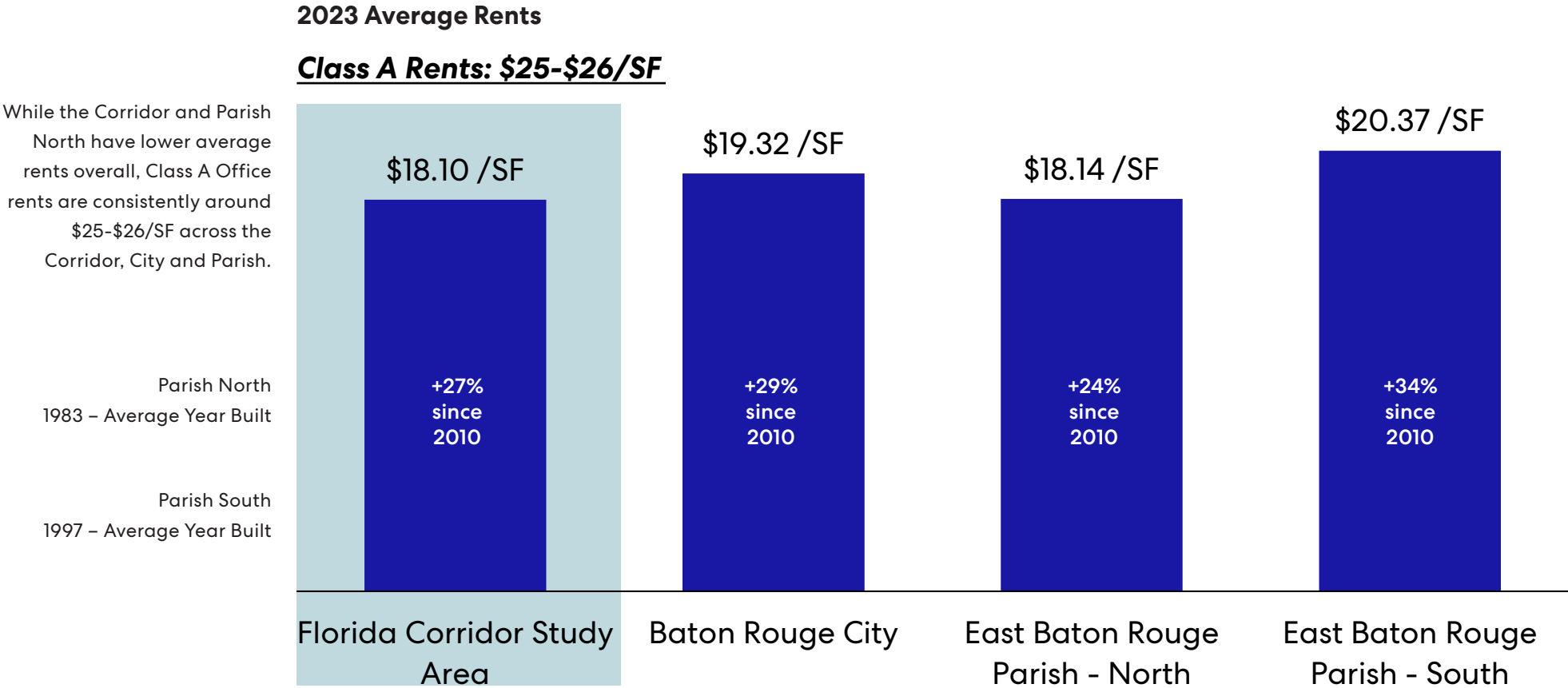
Hotel inventory and performance have been stable for the last 10 years (only Downtown), likely due to a stable drum of business travel to Downtown Baton Rouge.

■ 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.

OFFICE - RENTS

Average office rents and rent growth in the Corridor are on par with the City and Parish, with a competitive advantage for tenants seeking low-cost space compared to the newest office buildings in the southern part of the Parish.

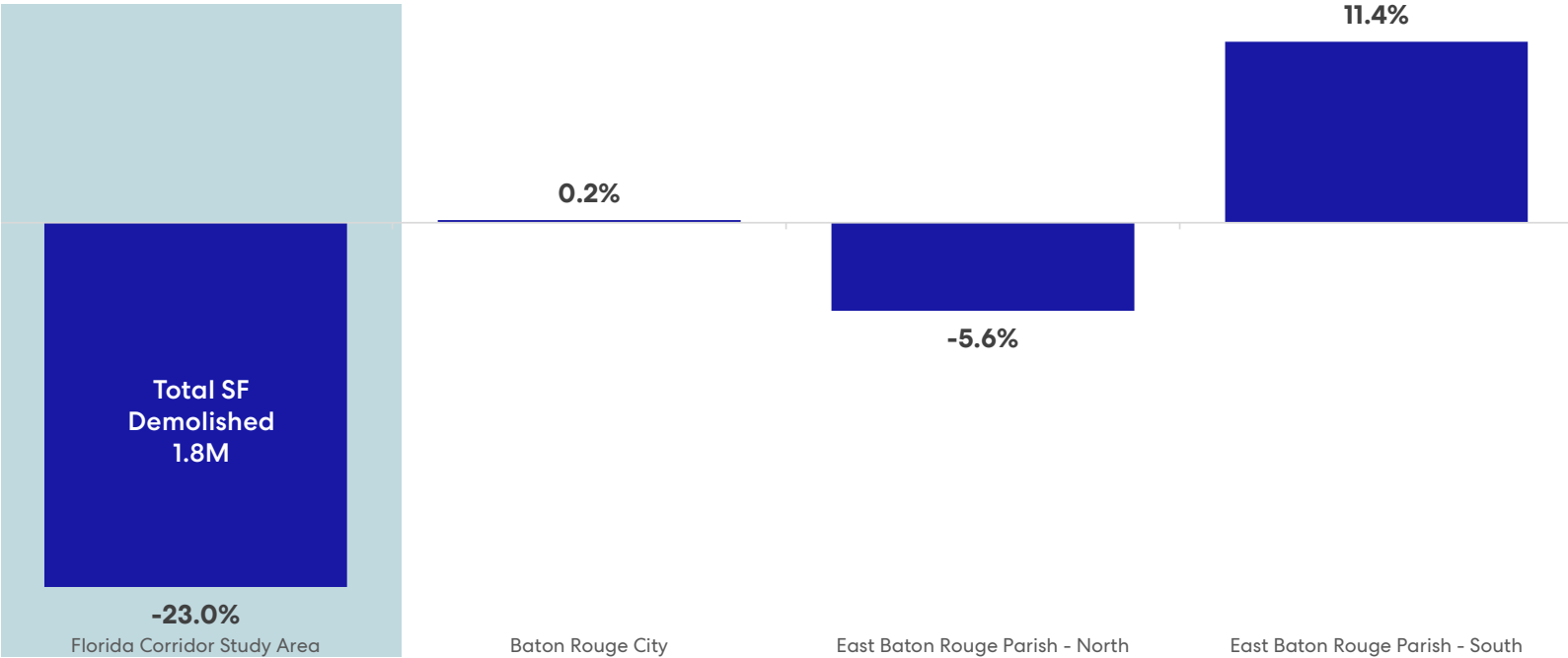


Note: Rents denote base rents
Data Source: CoStar

RETAIL - INVENTORY

The Corridor’s retail inventory has declined significantly, primarily due to the loss and conversion of the Cortana Mall, while the southern end of the Parish has seen growth, and the City’s inventory has mostly remained the same since 2010.

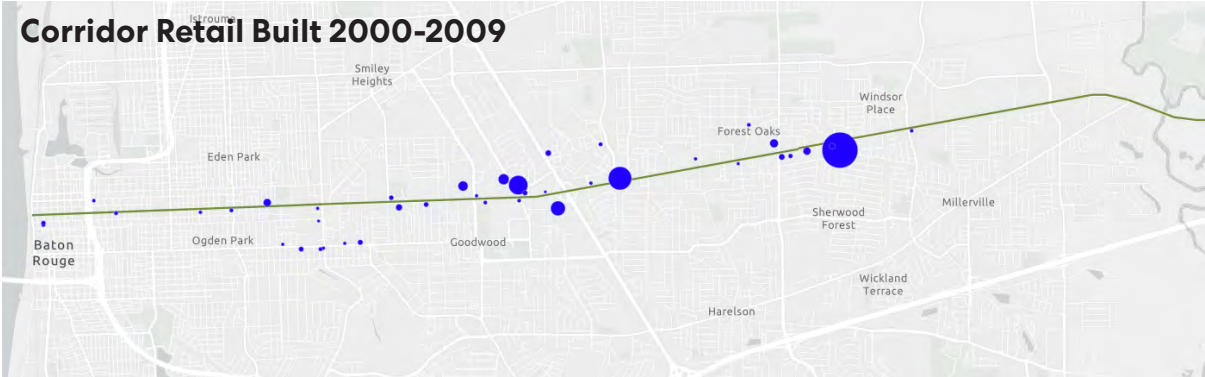
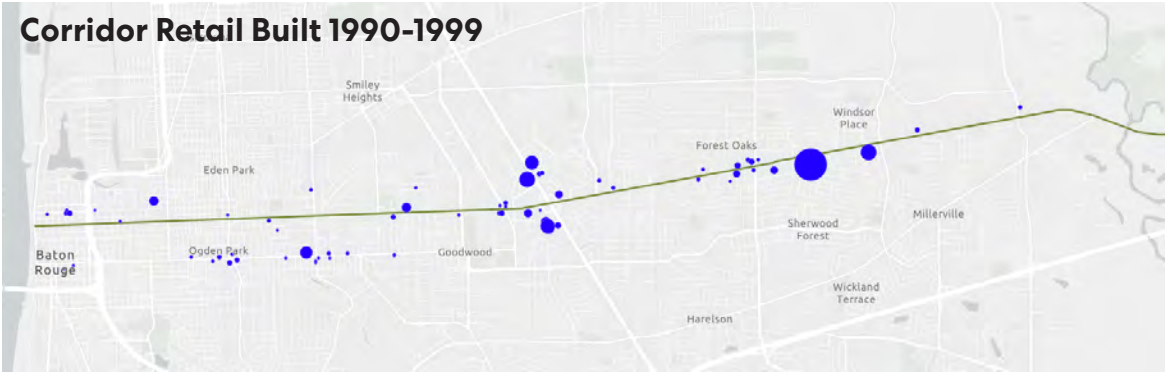
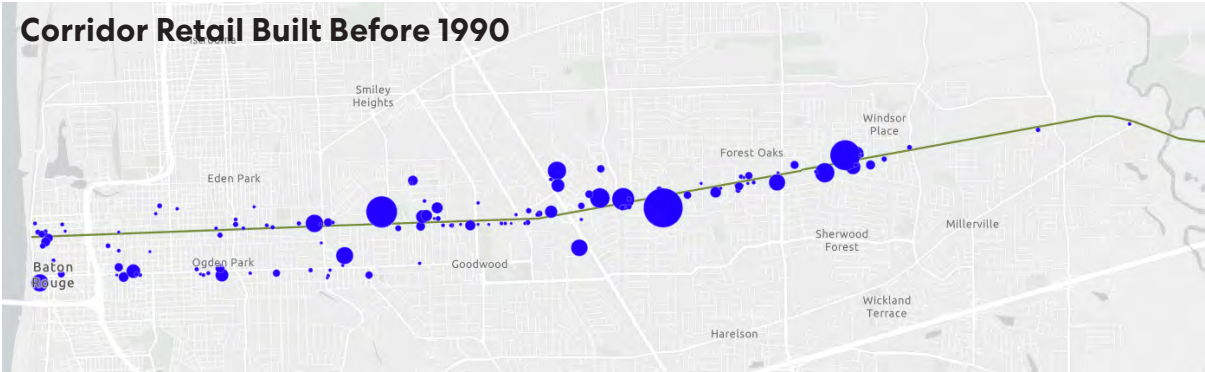
Retail Inventory Growth Since 2010



Data Source: CoStar

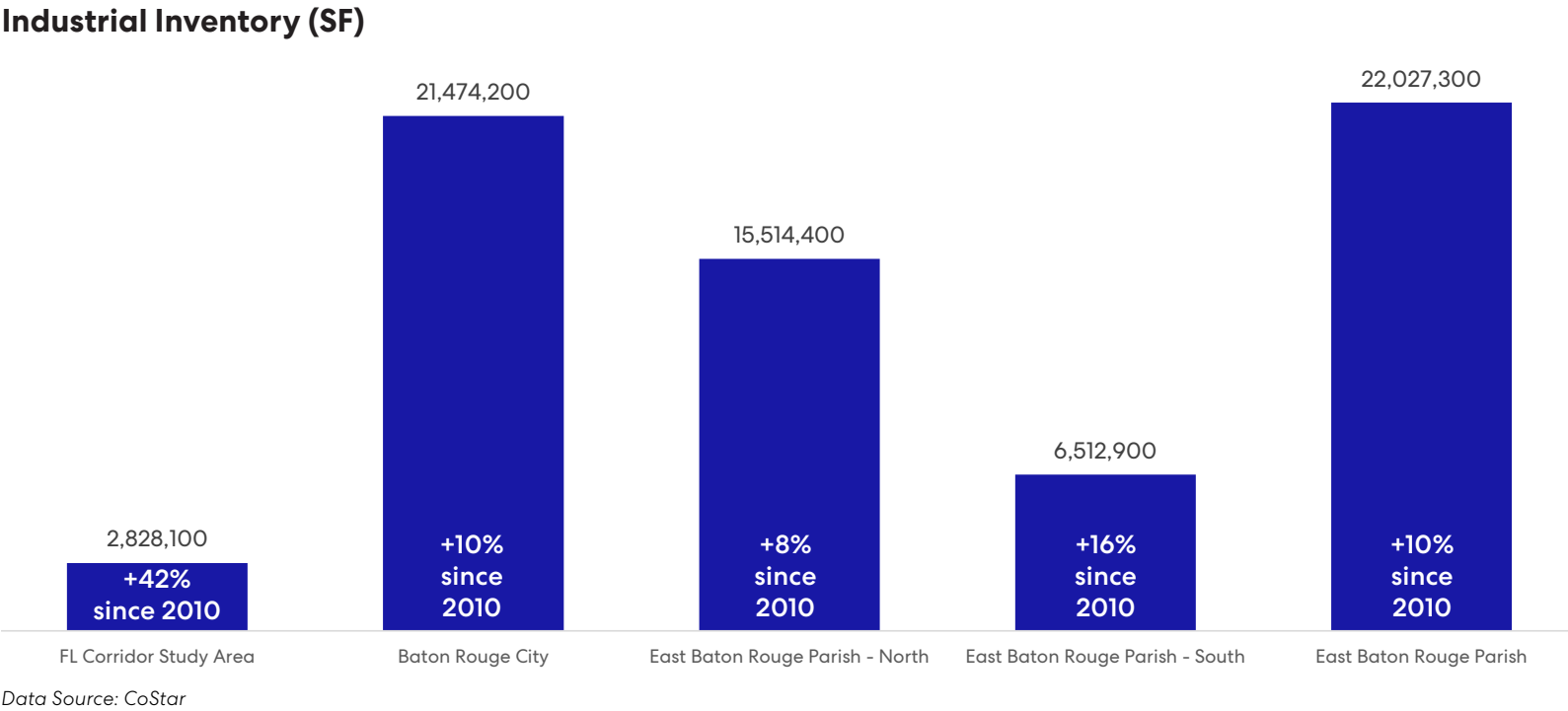
RETAIL - INVENTORY

The volume and size of new retail has been steadily declining over the past few decades, with very little new retail being built in the most recent decade.



INDUSTRIAL - INVENTORY COMPARISON

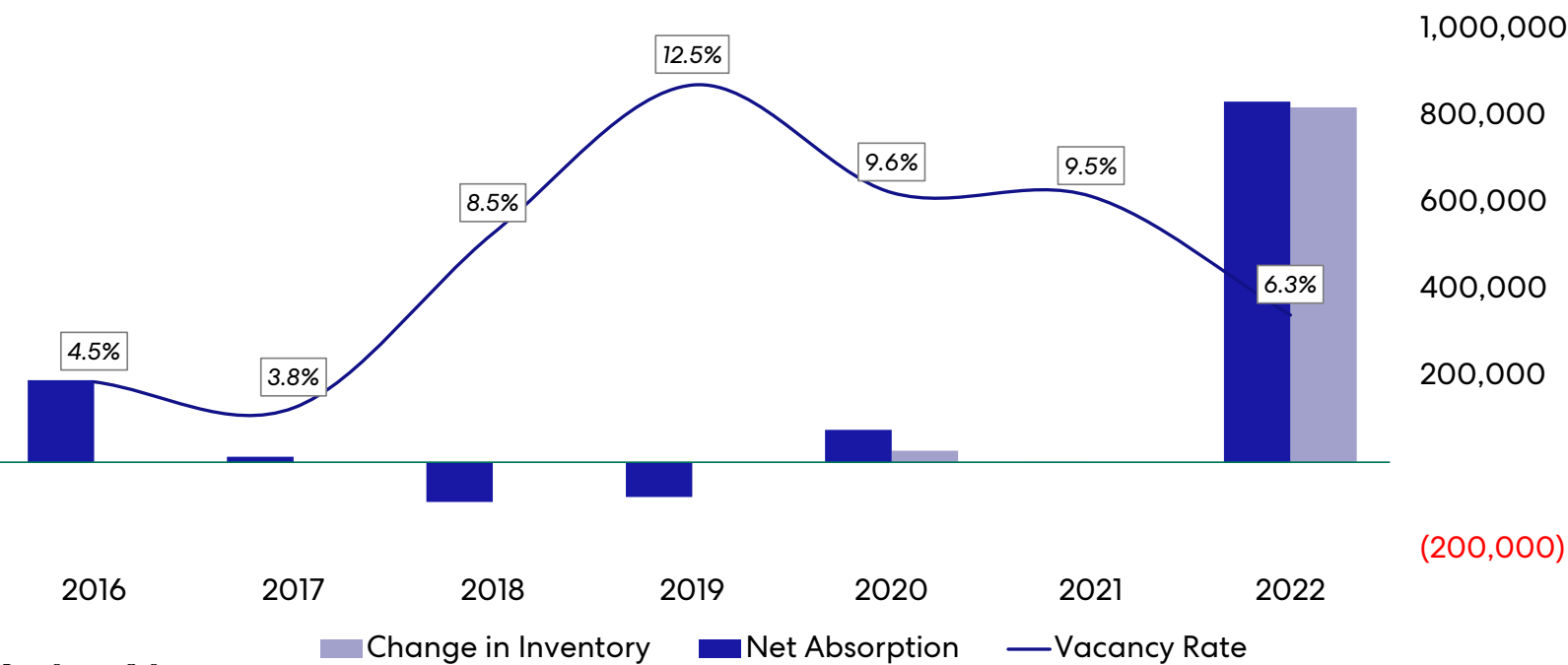
Most of the Parish’s industrial inventory lies on the northern side of the Parish. Even in the larger context of EBR Parish North, the addition of the Amazon Fulfillment Center is still the most significant addition to industrial inventory since 2010.



INDUSTRIAL - PERFORMANCE

Industrial performance in the Corridor has been poor over the last 5 years, with vacancy rates peaking at 12.5% in 2019, compared to lower, more stable rates in the City and Parish.

Corridor: Industrial Performance



Key Finding

Economy

New market rate and affordable housing along the corridor are positive signs, but challenges with 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.

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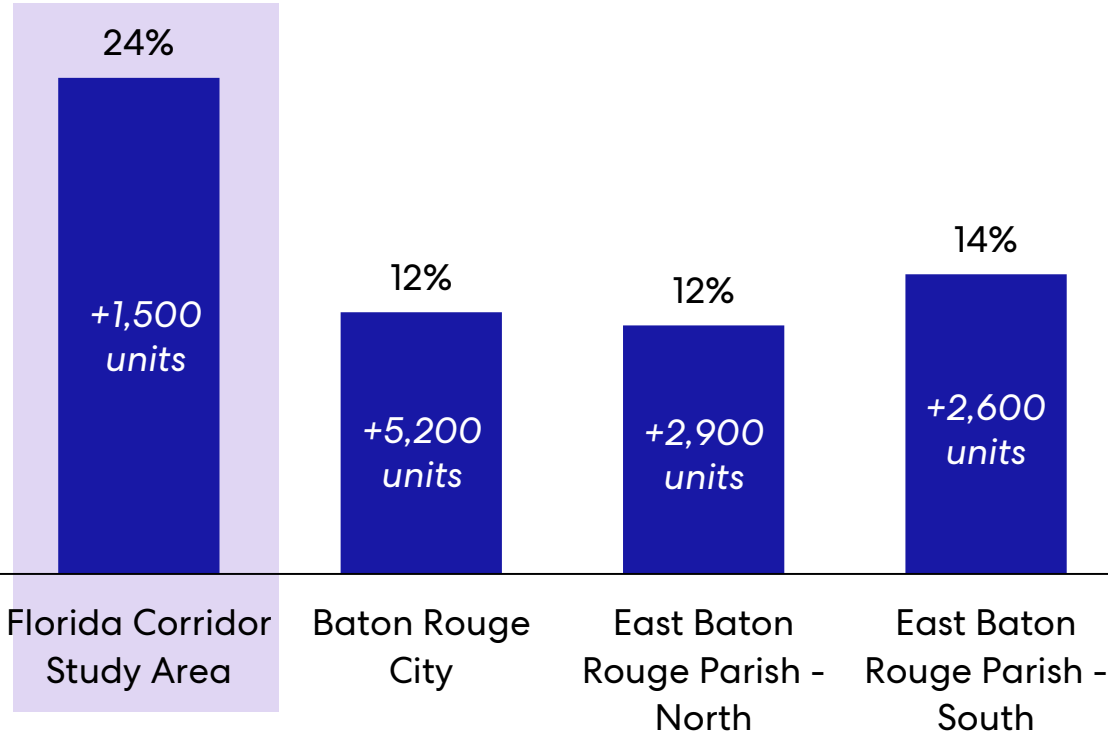
MULTIFAMILY

The Corridor’s multifamily inventory growth has been significantly faster than the City and Parish, but high vacancy indicates absorption has not kept up with this new inventory.

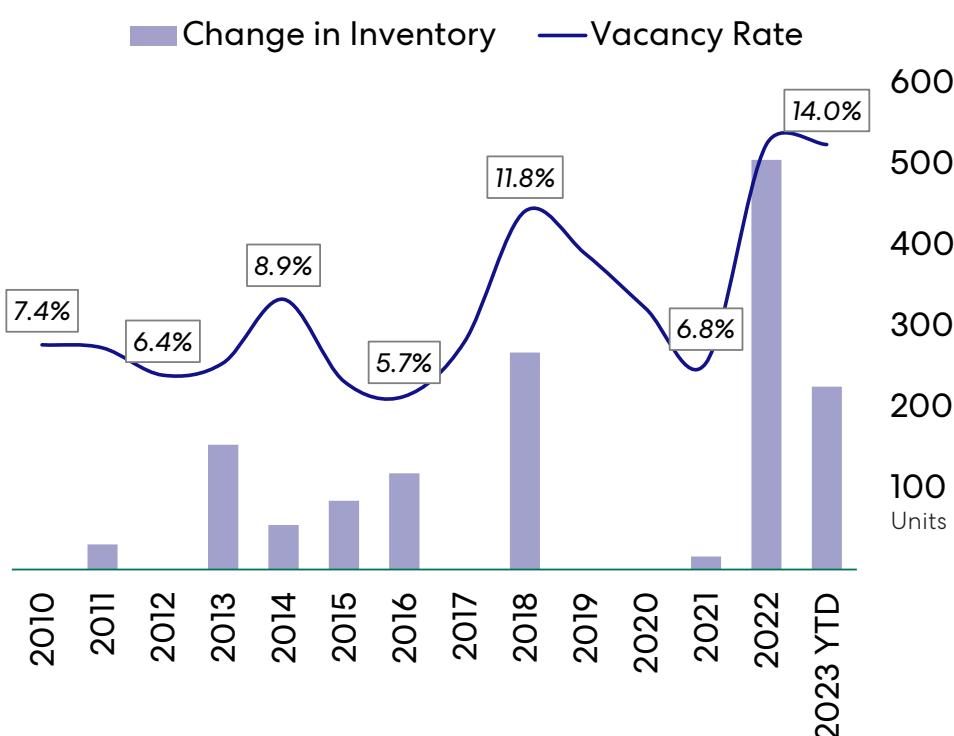
The corridor has experienced strong growth in the last 10 years, increasing its MF inventory by 24% compared to 13% growth in the City and Parish. However, these new units have been slow to absorb, reaching 15% corridor vacancy this year.

Total Units	Vacancy	Delivered Since 2010
6,645 Units	14%	1,460 Units

Multifamily Inventory Growth Since 2010

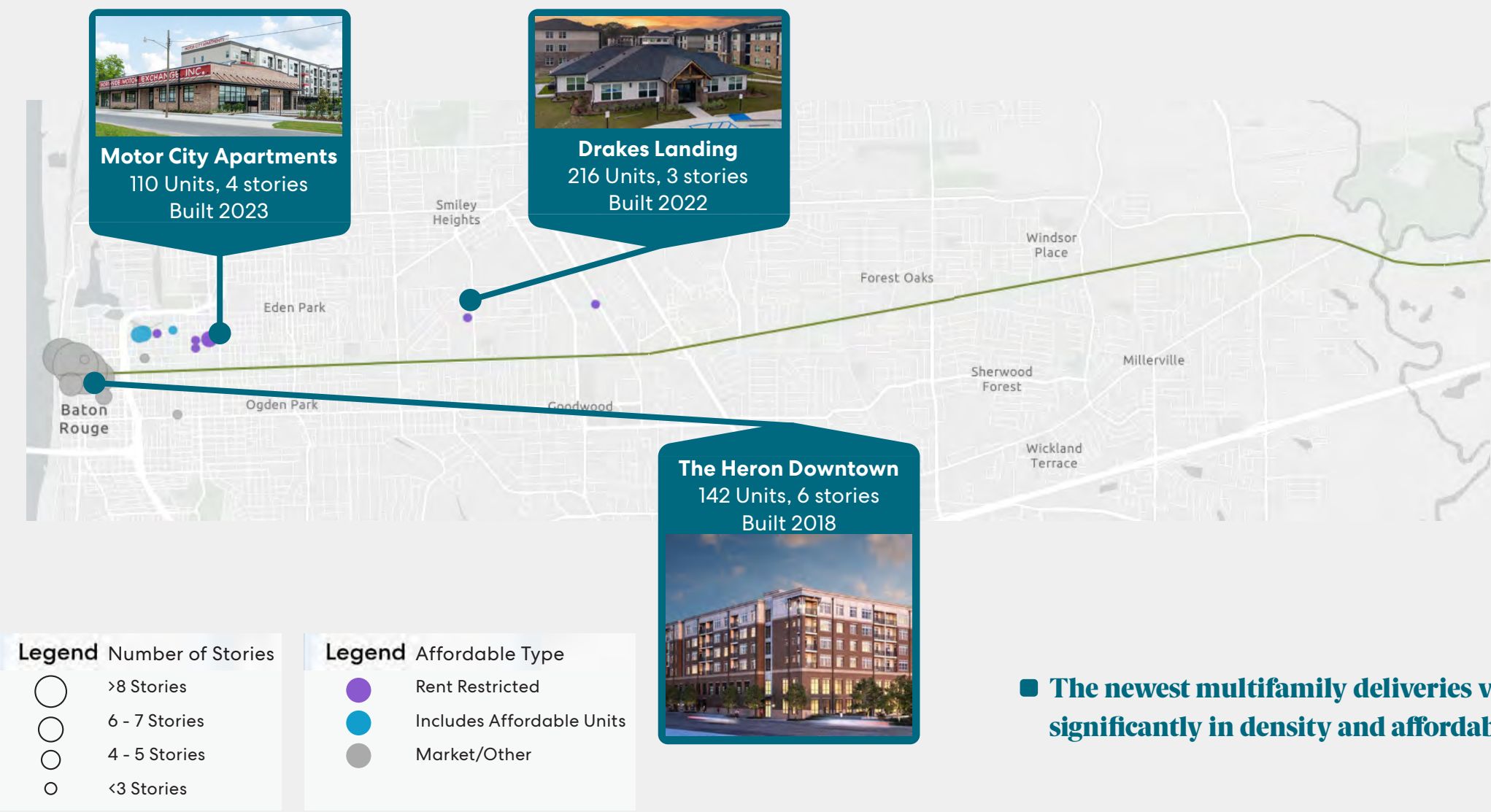


Corridor Multifamily Performance Since 2010



Data Source: CoStar

New growth since 2010 has concentrated at the western end of the corridor, with a split at I-110 for predominantly market rate in Downtown and affordable units to the east.



Corridor: Multifamily Built Since 2010

Data Source: CoStar

MULTIFAMILY

Average multifamily rents in the Corridor are lower than the City and Parish and much lower than the estimated rents needed to build new construction (\$2-\$2.50/SF).

The newly converted “Residences at Rivermark” units downtown are renting for an **average of \$1.93/SF**, just over \$2,000 per unit monthly.



The Residences at Rivermark
168 Units, Office Conversion
Built 2022

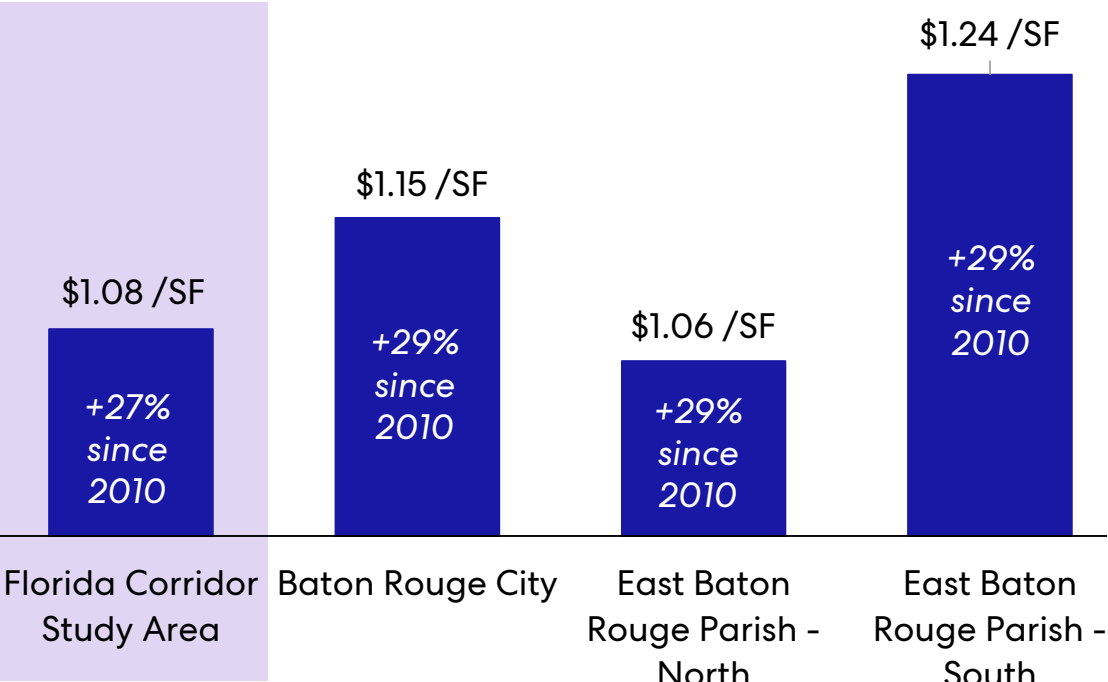
Apartments in the high-rise 525 Lafayette downtown are renting for a **range of \$2.00-\$2.40/SF**.



525 Lafayette
85 Units, 10 stories
Built 2015

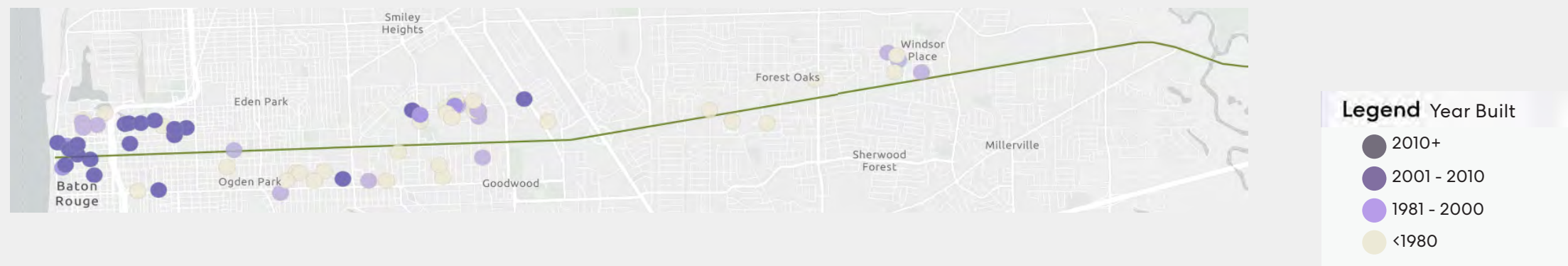
Note: Rents denote base rents

2023 Average Rents



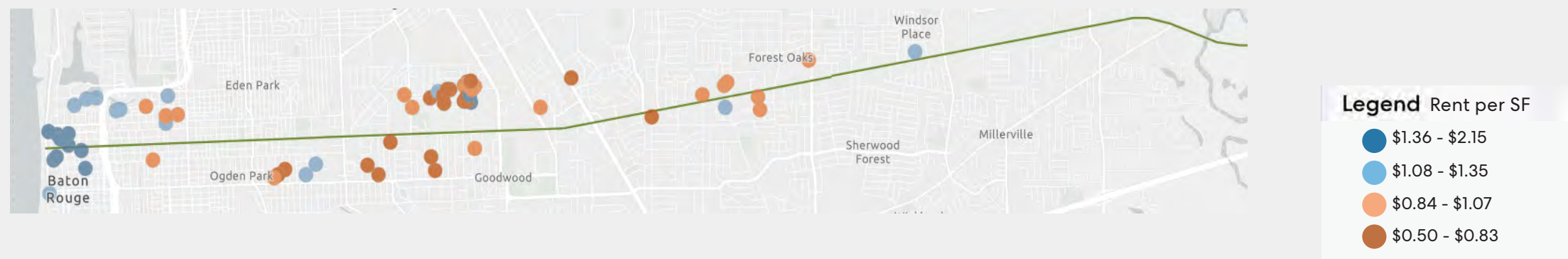
Data Source: CoStar

The older stock of multifamily units west of downtown may provide affordable housing to renters, but also likely has reduced housing quality as it ages.



Corridor: Multifamily Developments by Year Built

Data Source: ACS 2011 and 2021 5-Year

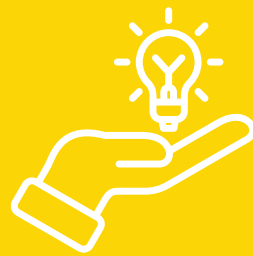


Corridor: Multifamily Developments by Rent per SF

Data Source: ACS 2011 and 2021 5-Year

The background is a blue-tinted image of a mural. The mural features a central portrait of a man with a mustache, wearing a suit and tie. To the left of the portrait are abstract, stylized figures and patterns. To the right is a large, stylized letter 'R'. The overall style is graphic and artistic.

An Investigation of Culture



CULTURE - KEY FINDINGS

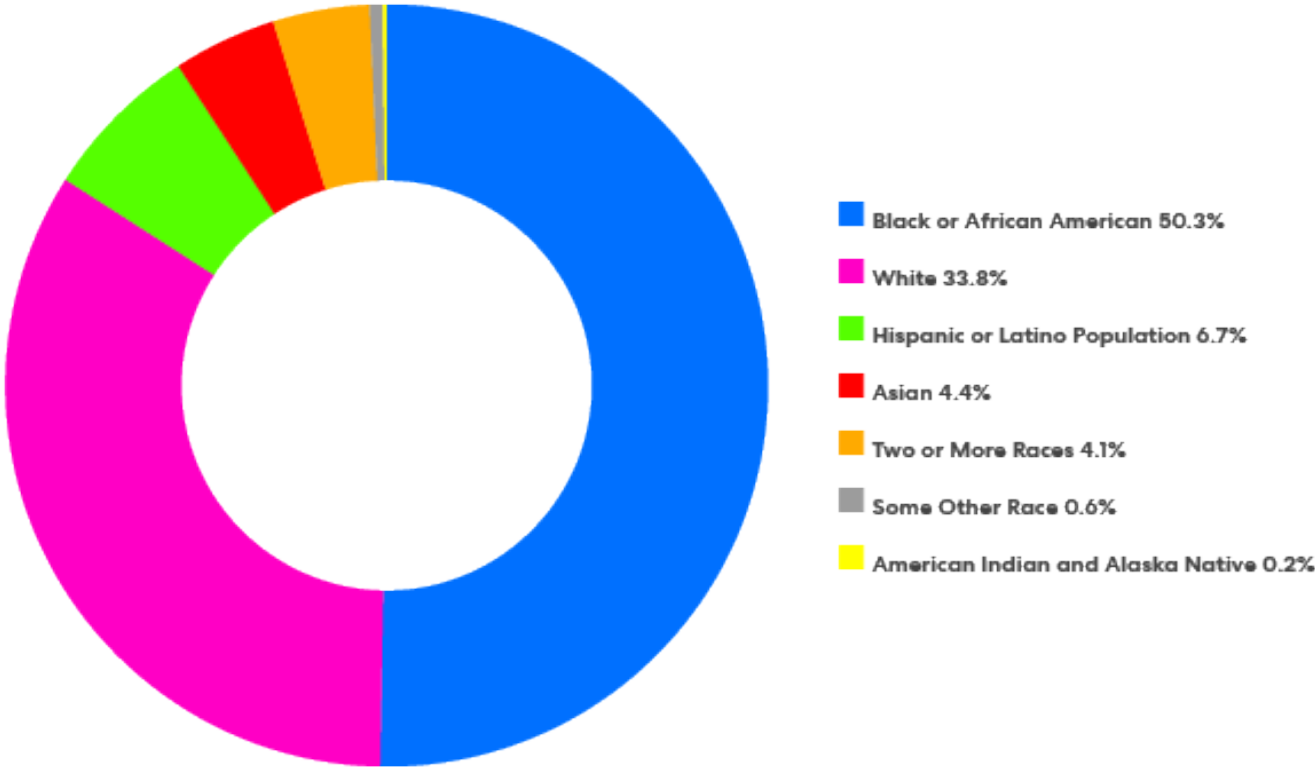
- The Corridor represents the diversity of the Parish, though populations remain segregated, both N/S & E/W.
- Community assets, especially civic, culture, & faith institutions are strengths that serve neighborhoods and the region.
- The Corridor features art, music, and events that promote the celebration of diverse culture steeping in the traditions of Baton Rouge.

Key Finding

Culture

The Corridor represents the diversity of the Parish, though populations remain segregated, both N/S & E/W.

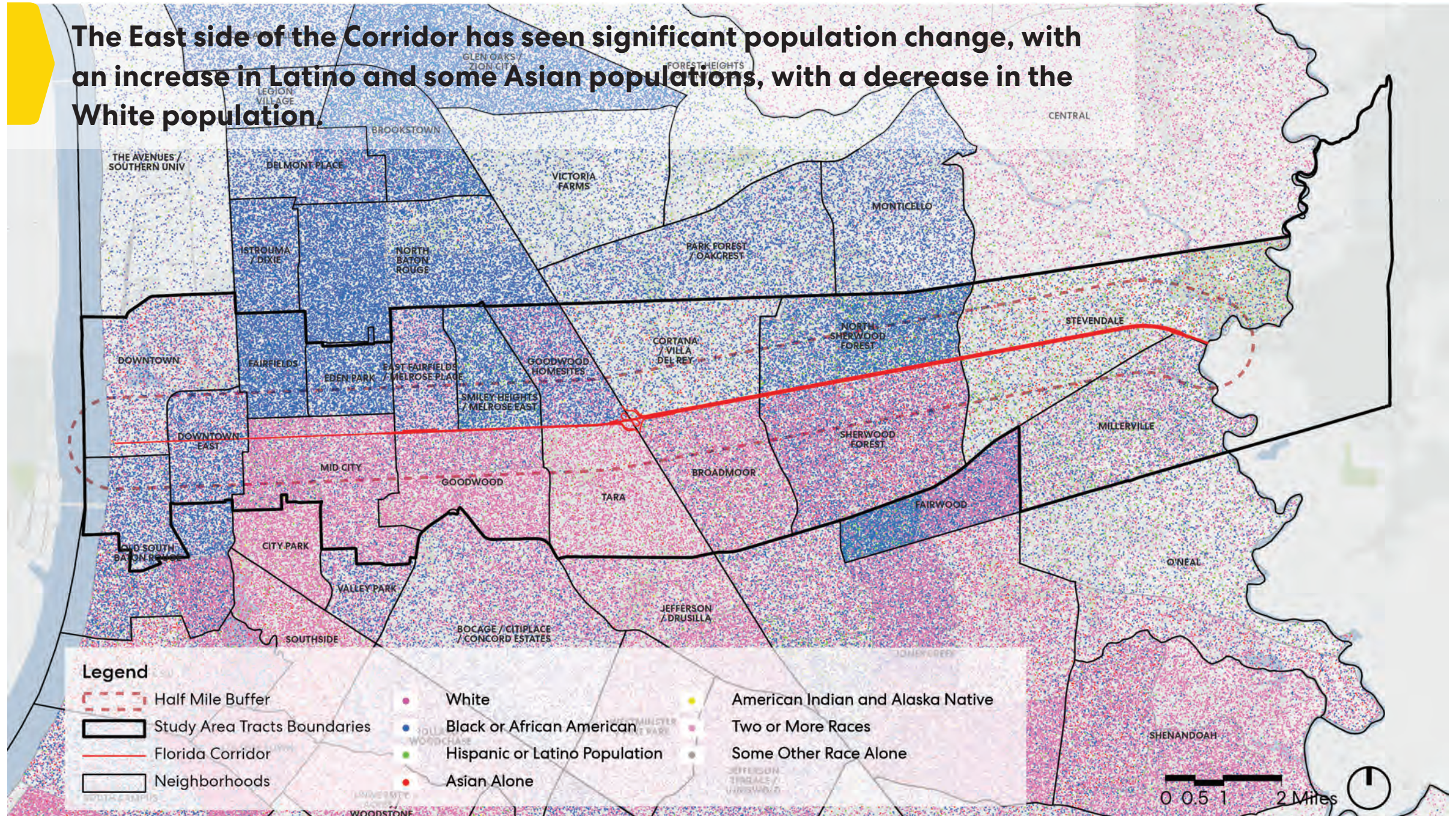
The study area represents the most diverse transect of the East Baton Rouge Parish, though it remains starkly segregated. The Florida Corridor has traditionally been the racial dividing line, as it has been referred to as Baton Rouge’s ‘Mason-Dixson Line’. According to a study by 24/7 Wall Street, Baton Rouge is the 13th most racially segregated metropolitan area in the nation.



The neighborhoods north of the Florida Corridor are predominantly black, while the neighborhoods south of the Florida Corridor are predominantly white. Baton Rouge’s Hispanic and Asian populations largely live in community areas east of Airline Highway,

The racial demographics in East Baton Rouge Parish are as follows: Black or African American (50.3%), White (33.8%), Asian (4.4%), Hispanic (6.7%) and two or more race (4.1%).

The East side of the Corridor has seen significant population change, with an increase in Latino and some Asian populations, with a decrease in the White population.



Ethnic Diversity

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

Key Finding

Culture

Community assets, especially civic, culture, & faith institutions are strengths that serve neighborhoods and the region.

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 is under redevelopment into an Amazon Fulfillment Center.



Proposed Baton Rouge General Campus Renovations



Collegiate Baton Rouge



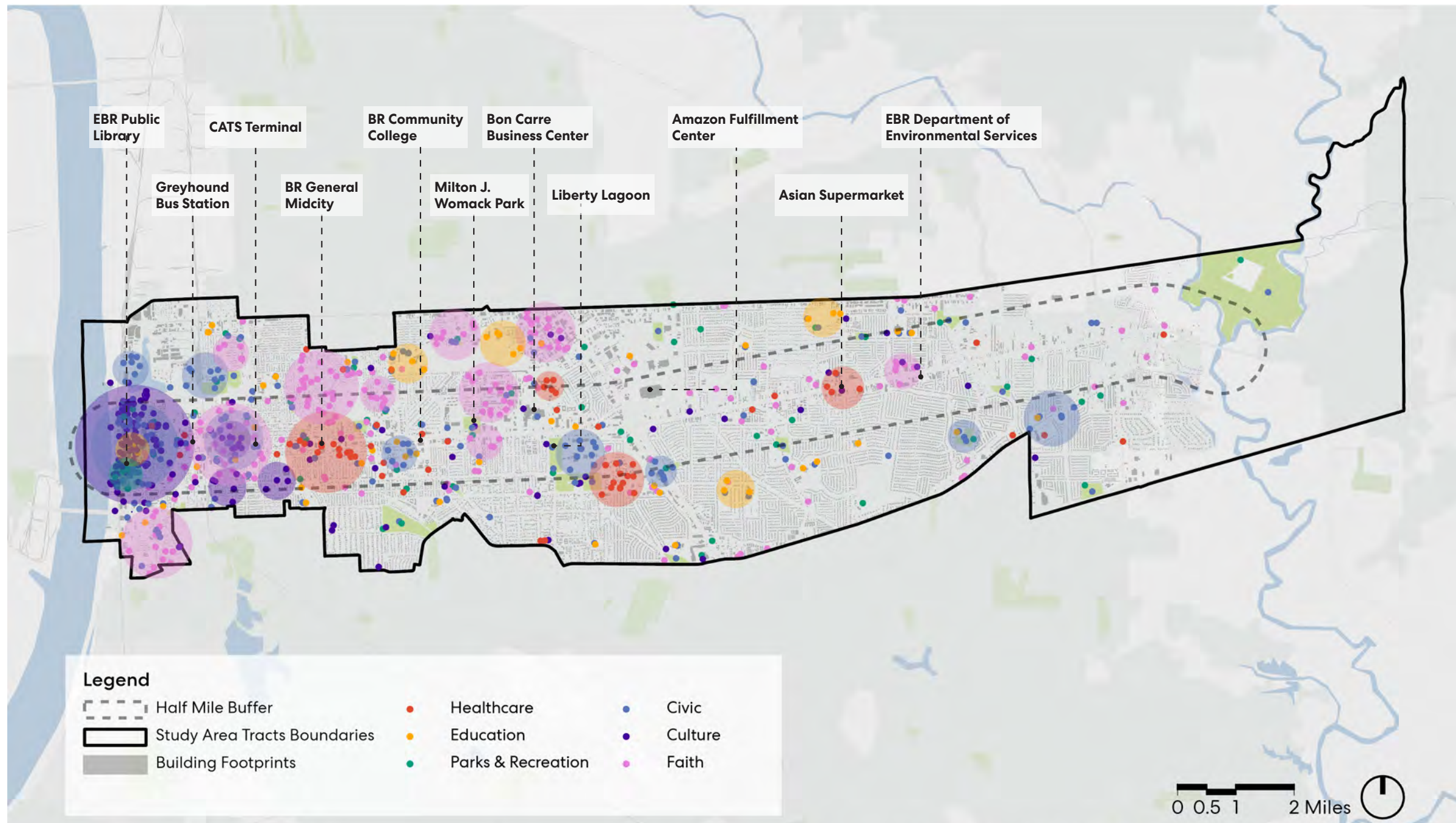
Basis Baton Rouge Primary - Mid City Campus



Milton J. Womack Park - BREC Headquarters



Baton Rouge Environmental Services



Community Assets

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

Key Finding

Culture

The Corridor features art, music, and events that promote the celebration of diverse culture steeping in the traditions of Baton Rouge.

The culture of Baton Rouge has its long-lasting influences in their Native, French, Spanish and African ancestry. Their past is well preserved in the local music, food, and lifestyle, which includes the amazing festivals and the museums of history and fine arts. 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.



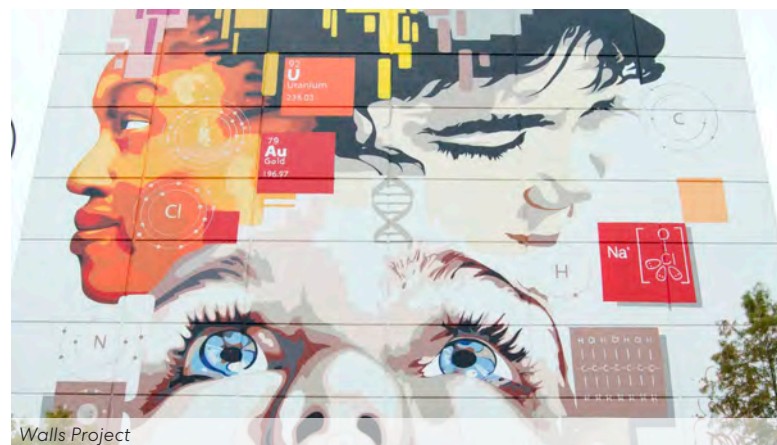
Louisiana State Capitol on Mississippi River



Baton Rouge National Cemetery



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

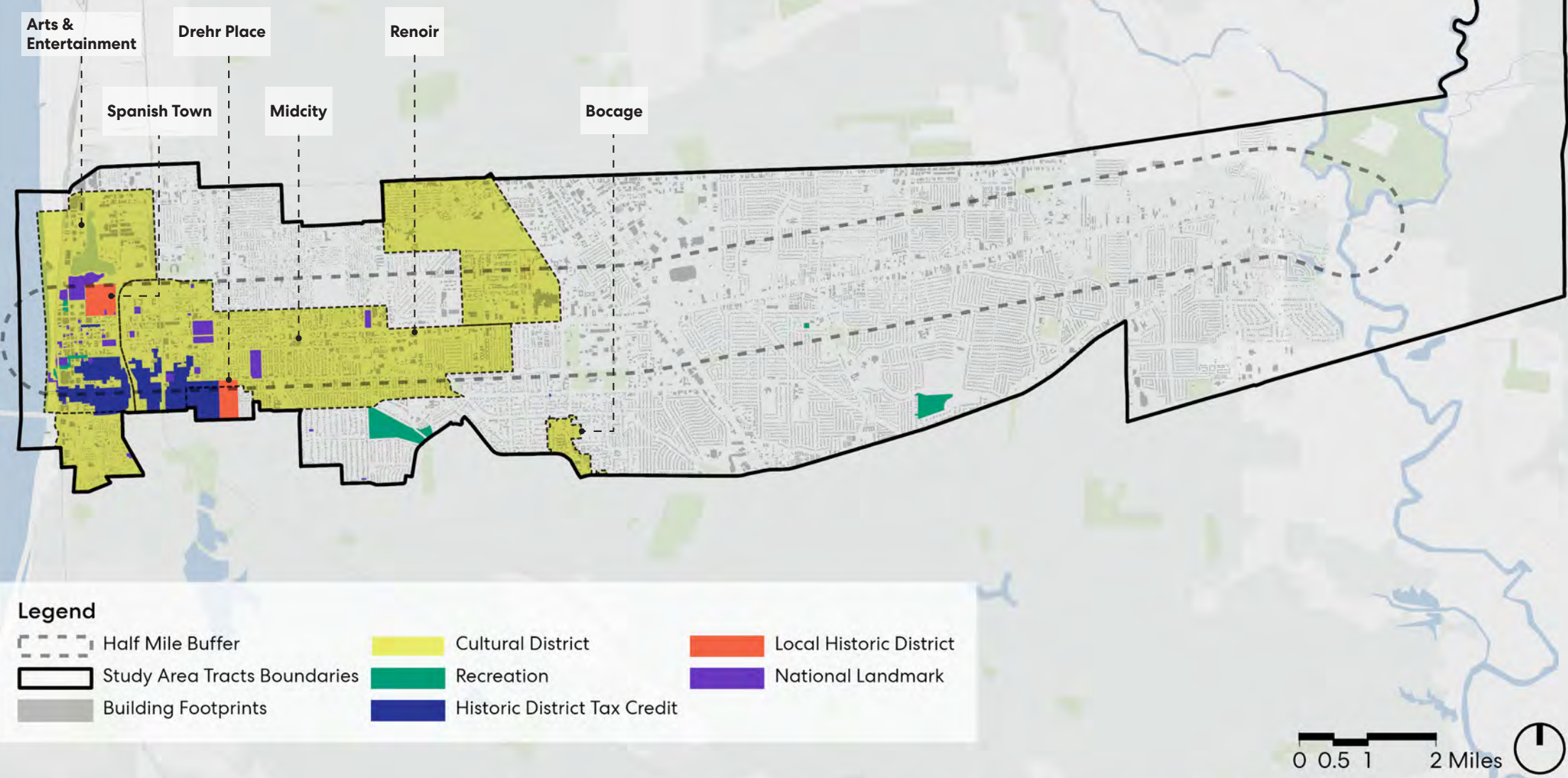


Walls Project



Raising Cane's River Center in Arts & Entertainment District

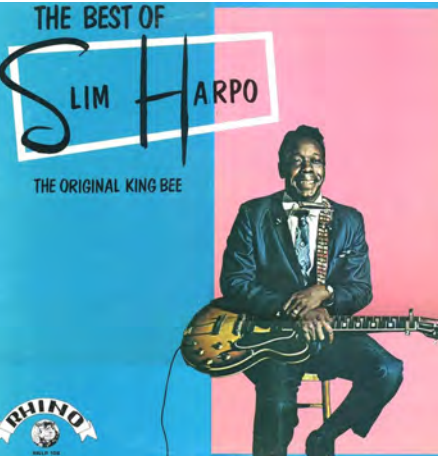
The Culture District Program which allows the metro council to designate a Cultural District to revitalize a community by creating a hub of cultural activities through tax incentives, technical assistance, and resources.



Cultural Assets

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

A CULTURE STEEPED IN MUSIC



CULTURAL EVENTS



Blues music started in Baton Rouge as a way to protest against the social and economic injustice many musicians saw in society. It's said that Baton Rouge is the home of the Blues, and it has been on the worldwide Blue scenes for decades and continues to celebrate this culture at the annual Baton Rouge Blues Festival. Baton Rouge continues to inspire musicians globally across genres, with a significant history and influence on Hip-Hop and Rap.

FESTIVALS FOR ALL





04 Opportunities and Next Steps



PROMOTING 20 MINUTE NEIGHBORHOOD

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



Mix of Uses and Compact Development

Increasing the density of the built environment encourage citizens to use alternative methods of transportation such as walking or biking. It also allows mobility-challenge people to more easily access the services they need. Building densely and having a mix of uses for residents and visitors allow for interesting and exciting sections of neighborhoods to emerge, subsequently attracting more interest and more excitement. Many major cities around the nation have used compact, mixed-use development to turn around neighborhoods and create destinations in their cities.



Transportation Options and Choice

For decades the United States has become more and more car dominate. For those who cannot afford a vehicle or are incapable of operating one, this makes transportation a hassle. Introducing other transportation options like rail, bus, or bike infrastructure. Having diverse options for commuters helps to alleviate traffic congestion, creating a better commuting experience for all modes of transportation.



Plan Baton Rouge II, 2009



Imagine Plank Road, 2019



Investing in Neighborhood Amenities

Neighborhood Amenities help to shape the character and the appeal of a neighborhood. If there are no reasons for people to frequent neighborhoods, no one will. That causes neighborhoods to have less tax dollars available for the necessary improvements to address community needs. Having assets both neighborhood residents and visitors can use positively impacts the character and appeal of a neighborhood.



Creating Places for Gathering and Culture

In a world where loneliness is on the rise, creating places to gather outside of work or home, commonly called “third places” allow for neighborhood residents and visitors to engage in communal and cultural exchange. These places also amplify the character and culture of a neighborhood, allowing residents to exemplify the traditions and values most important for them.



Enabling Safe and Connected Places

People tend to avoid areas they don't feel safe, whether the sense of danger is real or imagined. Areas that lack pedestrian infrastructure and a presence of people make people feel unsafe. Ensuring pedestrians have well lit sidewalks, crosswalks, visibility and building transparency provide a safe environment to enfranchise residents and visitors to feel safe.



Imagine Plank Road, 2019



River Center Branch Library, WHLC Architecture, 2020



Downtown Greenway Plan, 2013

Focus Areas

Zeroing in Targeted Focus Areas

Designing recommendations for every inch of a twelve mile corridor is overly ambitious. After hearing from residents, stakeholders, and other interested parties, we've selected six targeted focus areas that leverage existing assets and current and planned developments, while also considering the areas of the Corridor that are distressed and have great needs.

Targeted Focus Areas

- 1

The I-110 'Stitch'
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.
- 2

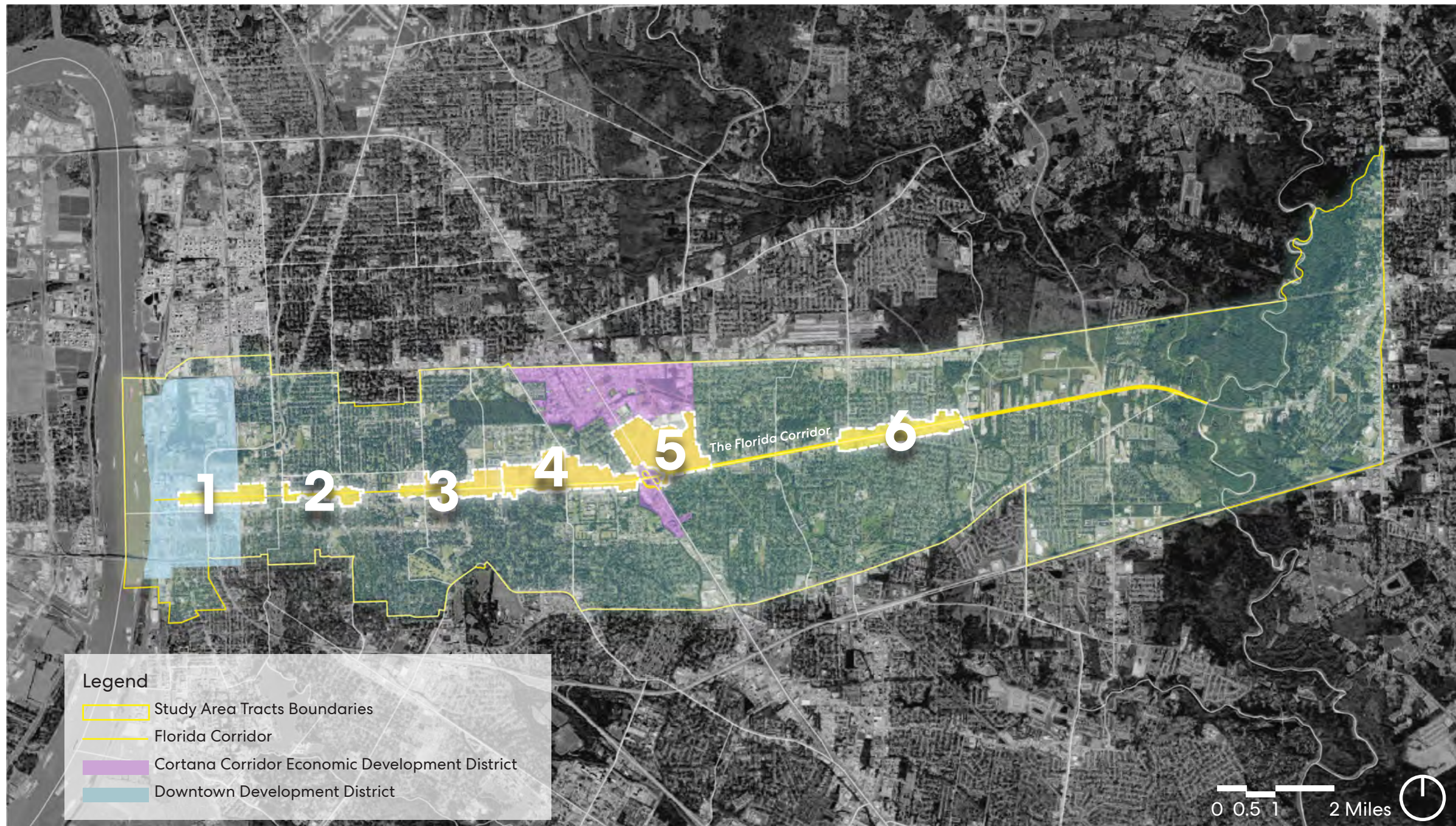
Mid City
The Mid City focus area is anchored by Baton Rouge General Hospital with several supporting medical facilities. There are large setbacks on building lots as the Corridor becomes more auto-oriented.
- 3

Foster & Florida
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 Market. The Cortana Corridor Economic Development District (CCEDD) begins in this focus area.
- 4

Bon Carre
The CCEDD continues through the entirety of this focus area, anchored by Bon Carre, a business center along the Florida Corridor.
- 5

Cortana
The Cortana focus area, which includes the western extents of the CCEDD, includes the Amazon Fulfillment Facility, a redevelopment of the former Cortana Mall.
- 6

Sherwood
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.



Florida Corridor Plan Focus Areas

Data Source: OpenBR Data Portal

FOCUS AREA #1

The I-110 ‘Stitch’

The Challenge

The I-110 highway severed the connection between Downtown the rest of Baton Rouge. In the 1930’s, the federal government built the United States Post Office over Victory Park. Today, the transition between Downtown and Downtown East is bleak, desolate, and uninviting for pedestrians. The unhoused community of Baton Rouge have been regulated to this section of the Florida Corridor.

The Context

There are several businesses and institutions anchoring this focus area. Renaissance Park has taken over the former Gottschalks Department Store. The Baton Rouge Planning Commission and East Baton Rouge Parish Health Unit sit on the same parcel, and St. Vincent De Paul Services provides services for the neighboring unhoused community. The Greyhound Station is moving, and USPS is oversized for its capacity.

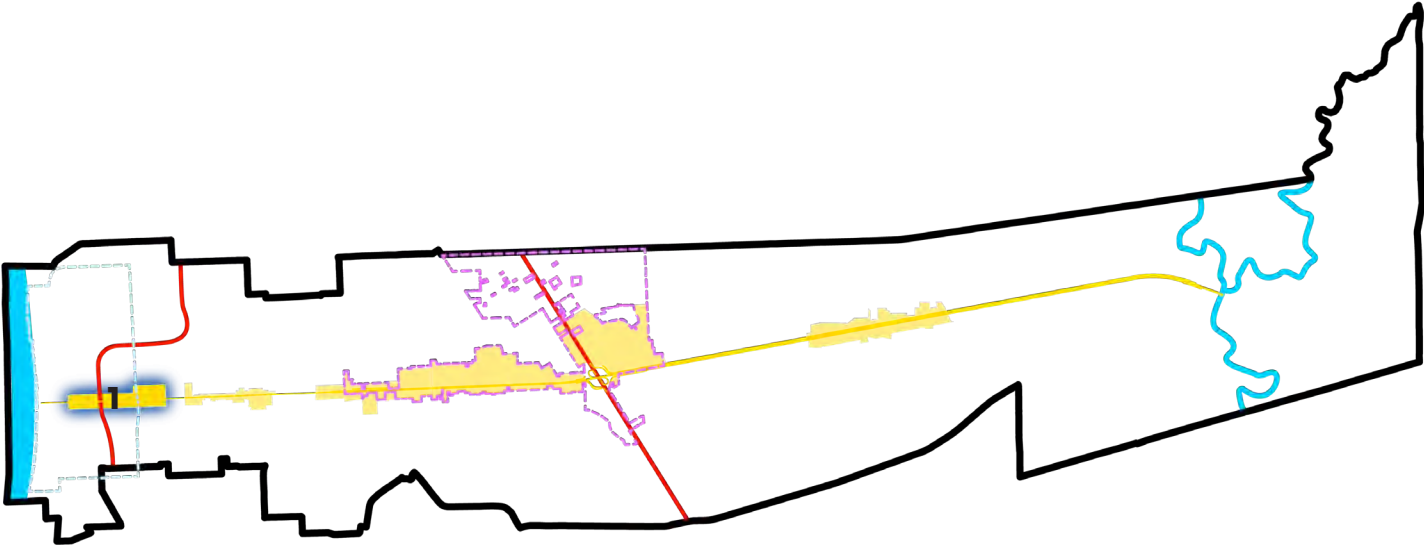


Then: Community Club Hall in Victory Park, 1923



Now: United States Postal Service Facility

PRIMARY ZONING	DISTRICTS
C2, C5, M1, B1	Downtown Development, Arts & Entertainment, Mid-City



THE I-110 ‘STITCH’ : EXISTING ZONING & ASSETS

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

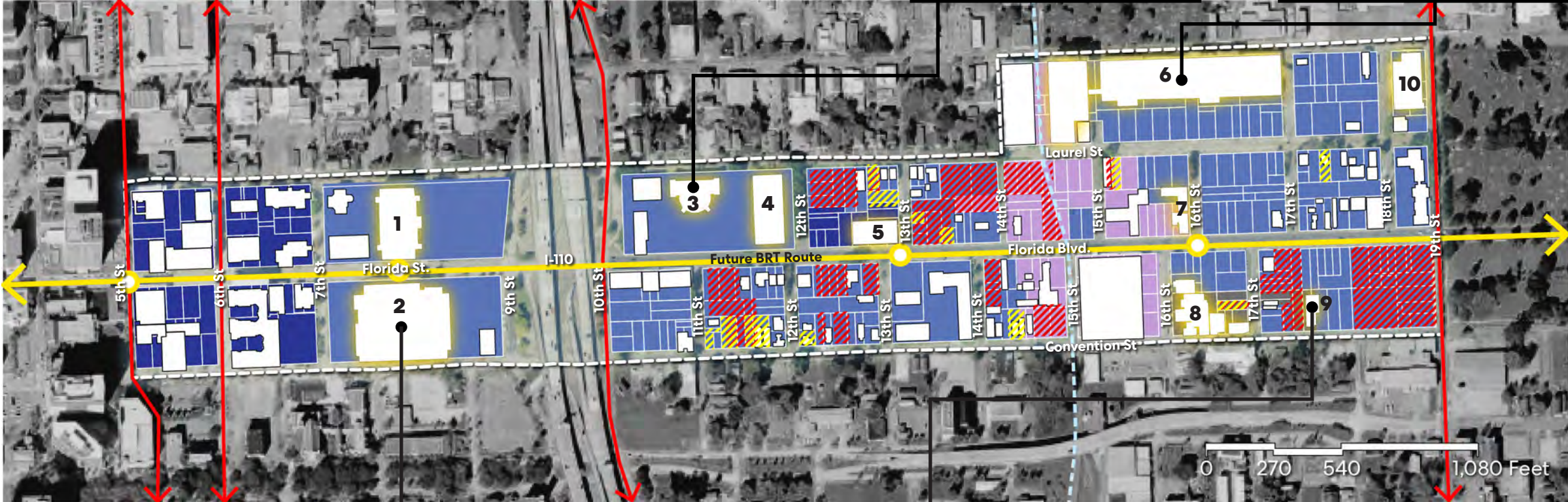
5. Greyhound Station
6. Renaissance Park

7. Inglesia Ni Cristo

8. St. Vincent De Paul

9. Mt. Pleasant Baptist Church

10. Mid City Redevelopment Alliance



Existing Zoning

- C5

C2

M1

Vacant

Adjudicated

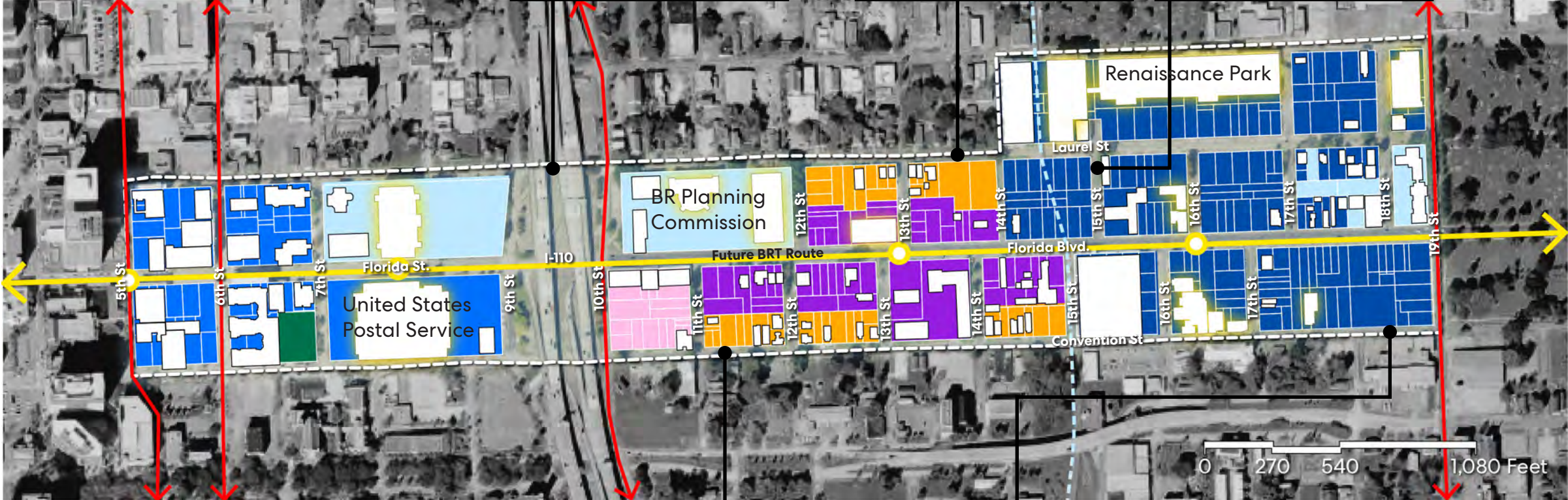




OPPORTUNITIES

- Utilize the area under the interstate for recreation
- Leverage future BRT stops and adjacency to transit development.
- Redevelop large, vacant parcels
- Leverage MoveBR street improvements
- Increase tree canopy density
- Acquire USPS Building from US Surplus Properties

THE I-110 ‘STITCH’ : FUTUREBR LAND USE & OPPORTUNITIES



FutureBR Land Use

- | | |
|--------------------------|-------------------|
| Downtown Core | Employment Center |
| Institutional | Green Space |
| Mixed Used | Office |
| High Density Residential | |



FOCUS AREA #2

Mid City

The Challenge

The transition from Magnolia Cemetery and Baton Rouge National Cemetery leads to narrow, uneven sidewalks. Sacred Heart Catholic Church has thick hedges lining the sidewalk directly across from CATS bus terminal, which is looking to relocate. There are boarded windows and vacant parcels as you continue east along the Florida Corridor which then transition into large buildings setbacks with parking lots lining the Corridor. The Corridor becomes progressively auto-oriented, making it hard for pedestrians to navigate the area.

The Context

This area is anchored by Baton Rouge General-Mid City. There has been a contentious master plan that hasn't gained much traction, but serves as evidence for the need to address the design of this area of the Corridor. There are several medical facilities along the corridor that support the functions of Baton Rouge General-Mid City. Kernan Avenue park is near the center of this focus area, though upgrades and improvements are necessary.



Baton Rouge General-Mid City, 1960



Baton Rouge General-Mid City, 2023

PRIMARY ZONING	DISTRICTS
C1, C2, A3.1, C-AB-1, M1	Mid-City, North Baton Rouge



MID CITY : EXISTING ZONING & ASSETS

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

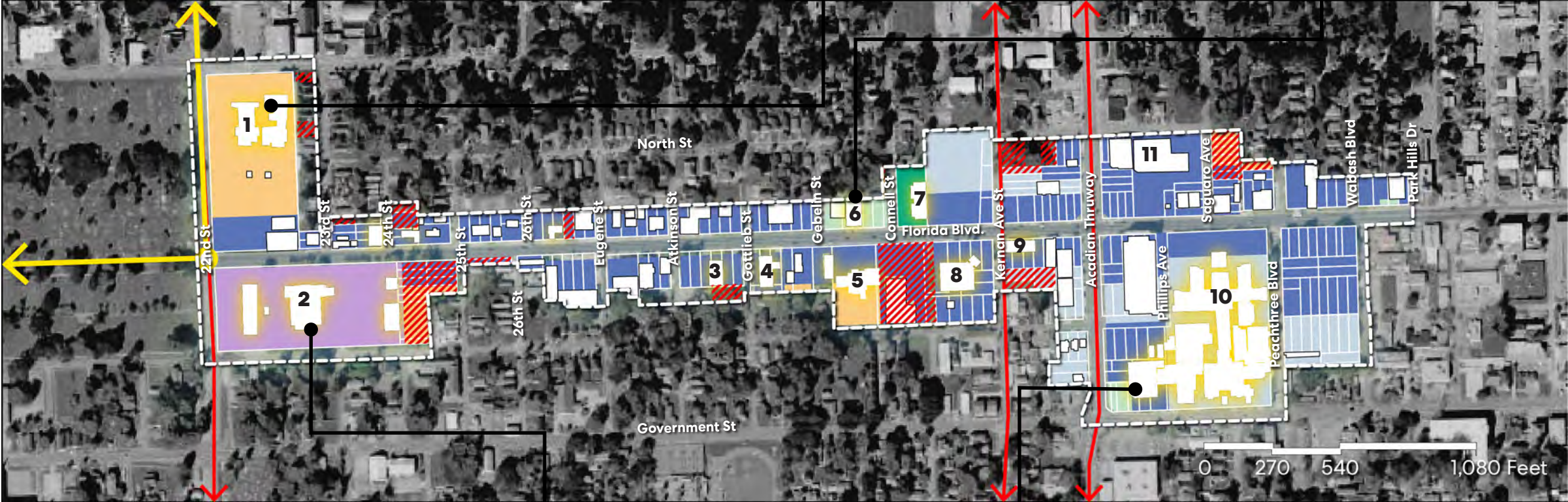
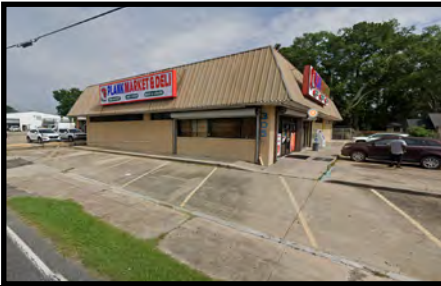
7. Care South Facility

8. Care South Facility

9. Care South Pediatrics & WIC

10. Baton Rouge General-Mid City

11. The Bridge Center for Hope



Existing Zoning

- | | |
|-------------|--------|
| C1 | A3.1 |
| C2 | C-AB-1 |
| M1 | HC1 |
| Vacant | |
| Adjudicated | |

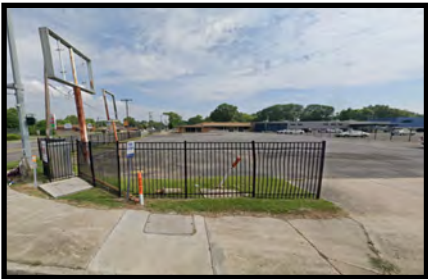




OPPORTUNITIES

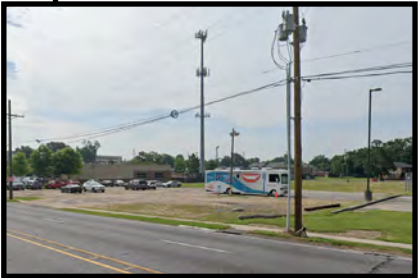
- Make improvements to Kernan Avenue Park
- Encourage uses that leverage Baton Rouge General-Mid City's staff and visitors
- Redevelop CATS site after the Terminal moves
- Enfranchise and attract small businesses
- Leverage MoveBR street improvements
- Increase tree canopy density

MID CITY: FUTUREBR LAND USE & OPPORTUNITIES



FutureBR Land Use

- Open Space
- Institutional
- Mixed Used
- Medium Density Residential
- Employment Center



FOCUS AREA #3

Foster & Florida

The Challenge

The lanes widen and the Corridor is lined many curb cuts without continuous sidewalks, large parkings with large building setbacks. The car is the primary focus of this section of the Corridor, leaving little options for pedestrians and cyclists to comfortably navigate the focus area.

The Context

Baton Rouge Community College and BREC Headquarters anchor this focus area providing ample green space across there campuses. A Rouses Market is under construction at the corner of Ardenwood & Florida. The parcels east of Foster Dr. are all encompassed by the Cortana Corridor Economic Development District.



Then: Baton Rouge College, 1906



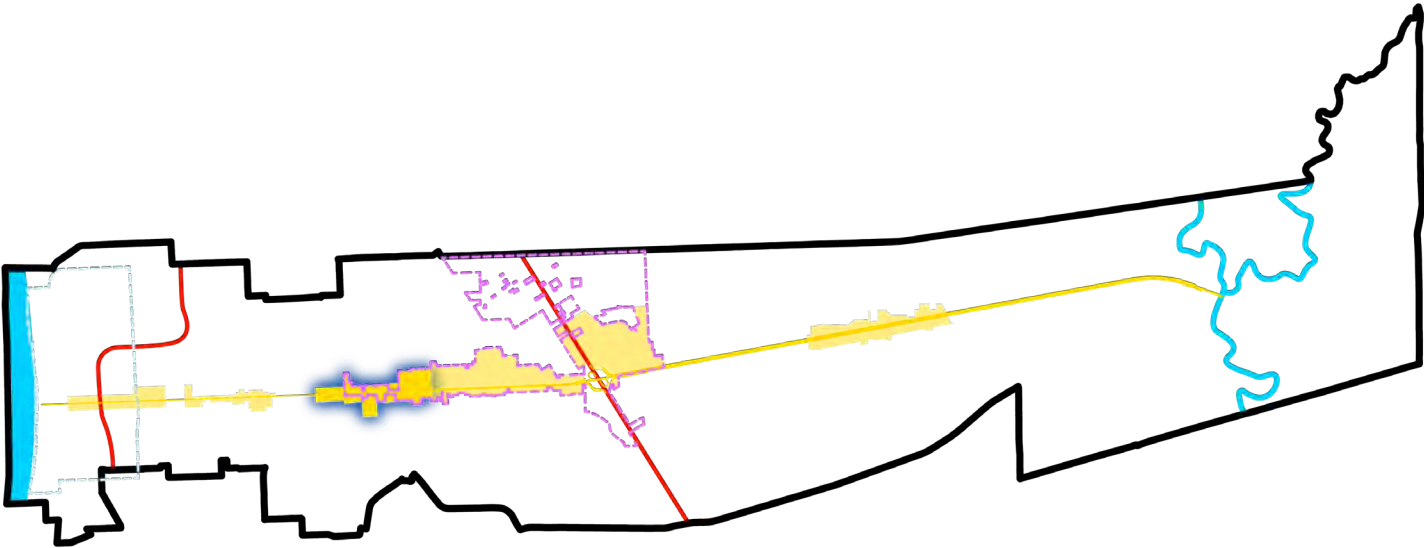
Now: Baton Rouge Community College

PRIMARY ZONING

C1, C2, A1, A2, B,
B1, C-AB-1, C-AB-2,
ISPUD, M1, LC3

DISTRICTS

Cortana, North Baton Rouge,
Mid-City, Renoir, Florida
Boulevard, Melrose East/Melrose
Place Crime Prevention, Old
Goodwood Crime Prevention



FOSTER & FLORIDA : EXISTING ZONING & ASSETS

Existing Assets

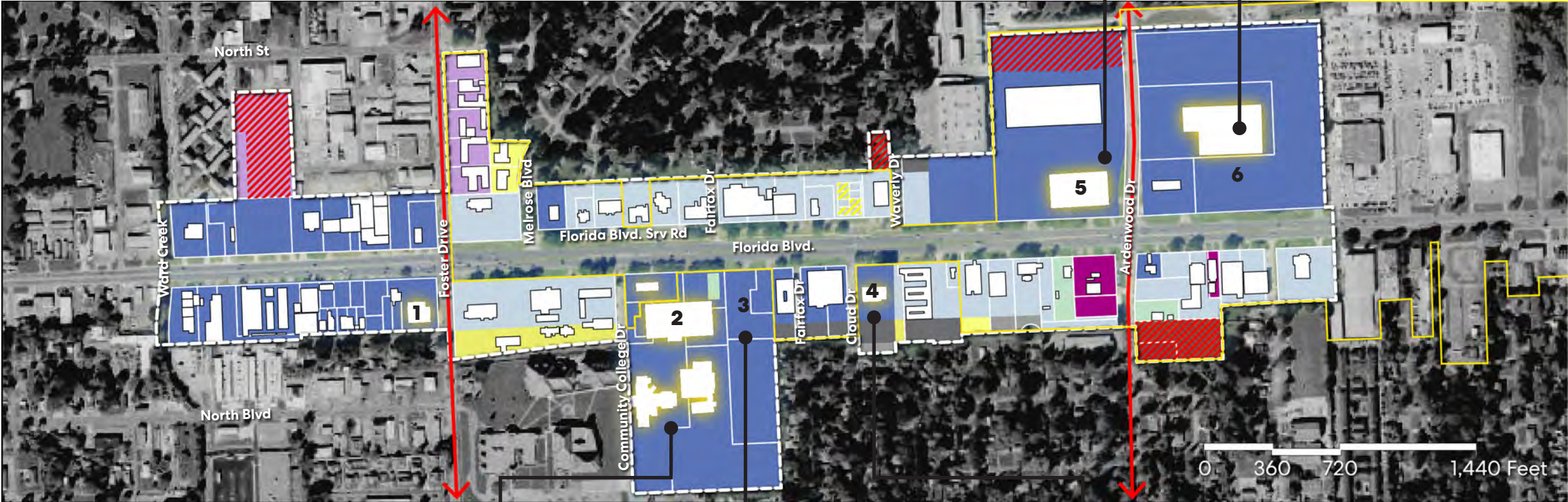
1. Louisiana Virtual Charter Academy

2. Baton Rouge Community College

3. BRCC Allied Health

4. Mid City Tower
5. Rouses Market

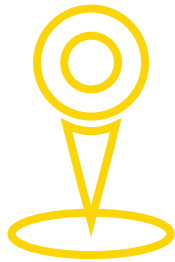
6. BREC Headquarters/ Milton J. Womack Park



Existing Zoning

- | | |
|-------------|----------|
| C1 | LC3 |
| C2 | A2 |
| M1 | C-AB-1/2 |
| B | B1 |
| Vacant | |
| Adjudicated | |

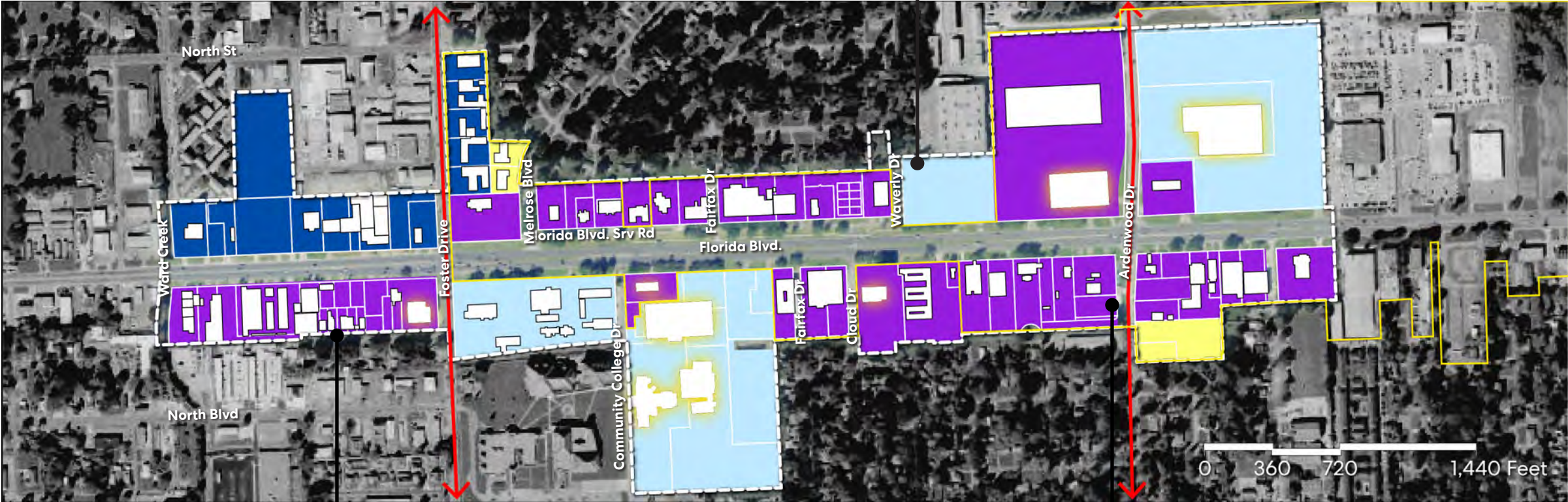




OPPORTUNITIES

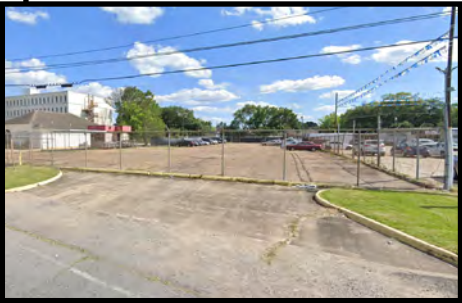
- Create connections to and from existing anchors for pedestrians
- Redevelop large vacant areas
- Reduce setbacks and large parking lots
- Leverage MoveBR street improvements
- Increase tree canopy density

FOSTER & FLORIDA : FUTUREBR LAND USE & OPPORTUNITIES



FutureBR Land Use

- Institutional
- Mixed Used
- Low Density Residential
- Employment Center



FOCUS AREA #4

Bon Carre

The Challenge

The wide lanes and deep building setbacks really divide north and south Florida Corridor. There is no sidewalk continuity in this focus area, severely comprising pedestrian mobility and safety.

The Context

Bon Carre is the major anchor in this focus area. The redeveloped former mall has the largest building footprint and collection of parcels in the area. There are several restaurants lining the south side of the Florida Corridor. There are several vacant parcels long the west side of Bon Carre. The entire focus area is encompassed by the Cortana Corridor Economic Development District.



Then: Bon Marche Shopping Center, 1960



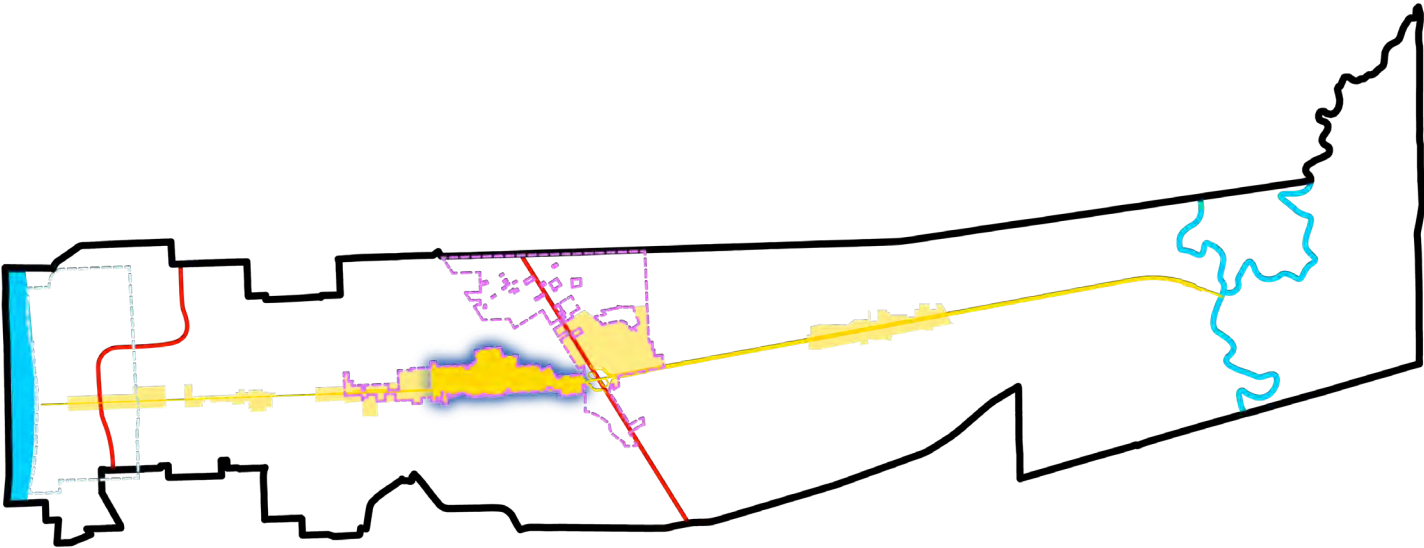
Now: Bon Carre Business Center

PRIMARY ZONING

C1, C2, A4, C-AB-1, C-AB-2, HC1, M1, LC2, LC3

DISTRICTS

Cortana, North Baton Rouge, Mid-City, Renoir, Florida Boulevard, Melrose East/Melrose Place Crime Prevention, Old Goodwood Crime Prevention



BON CARRE : EXISTING ZONING & ASSETS

Existing Assets

1. A.C. Lewis YMCA (Temp)

2. Texas Club

3. Bon Carre

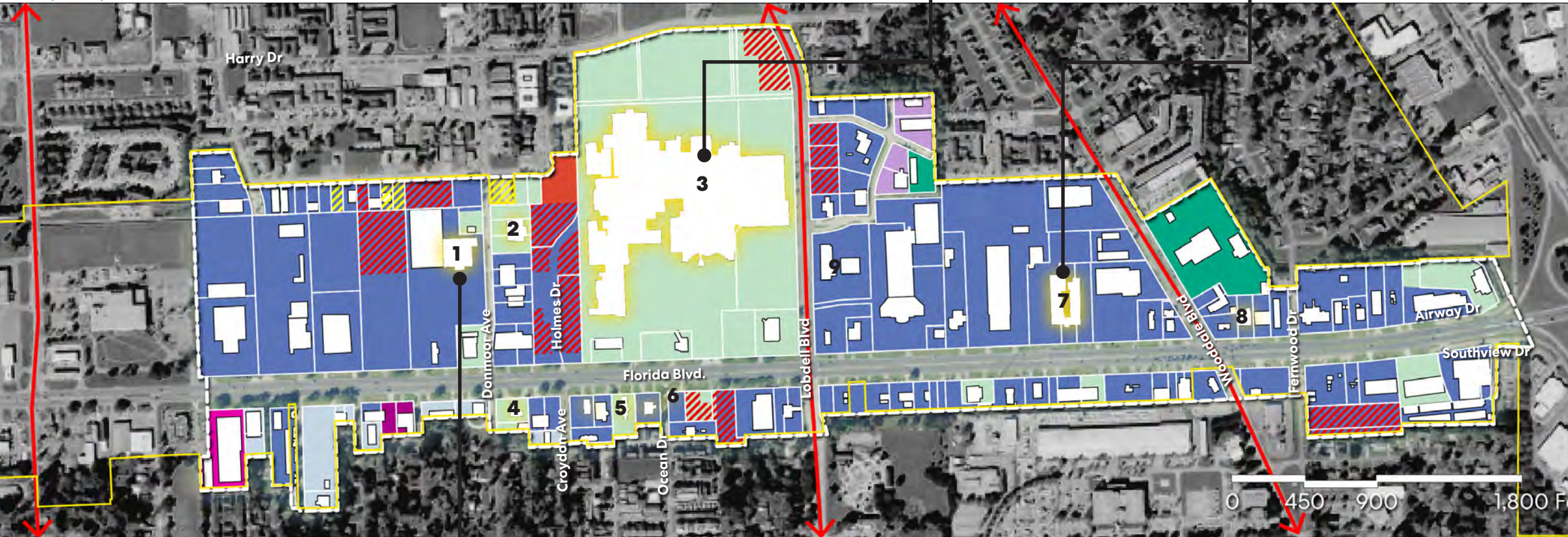
4. Podnuh's BBQ

5. Capital park Bar & Grill
6. PoBoy USA

7. BASIS Baton Rouge Primary-Mid City

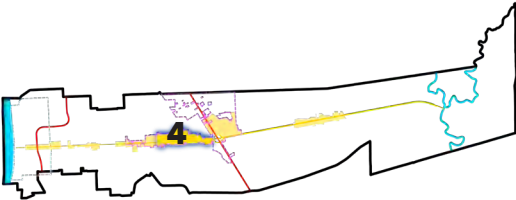
8. Kased's International HALAL Market

9. Collegiate Baton Rouge



Existing Zoning

- | | | |
|-------------|----------|-----|
| C1 | LC2 | A4 |
| C2 | LC3 | HC1 |
| M1 | C-AB-1/2 | |
| Vacant | | |
| Adjudicated | | |

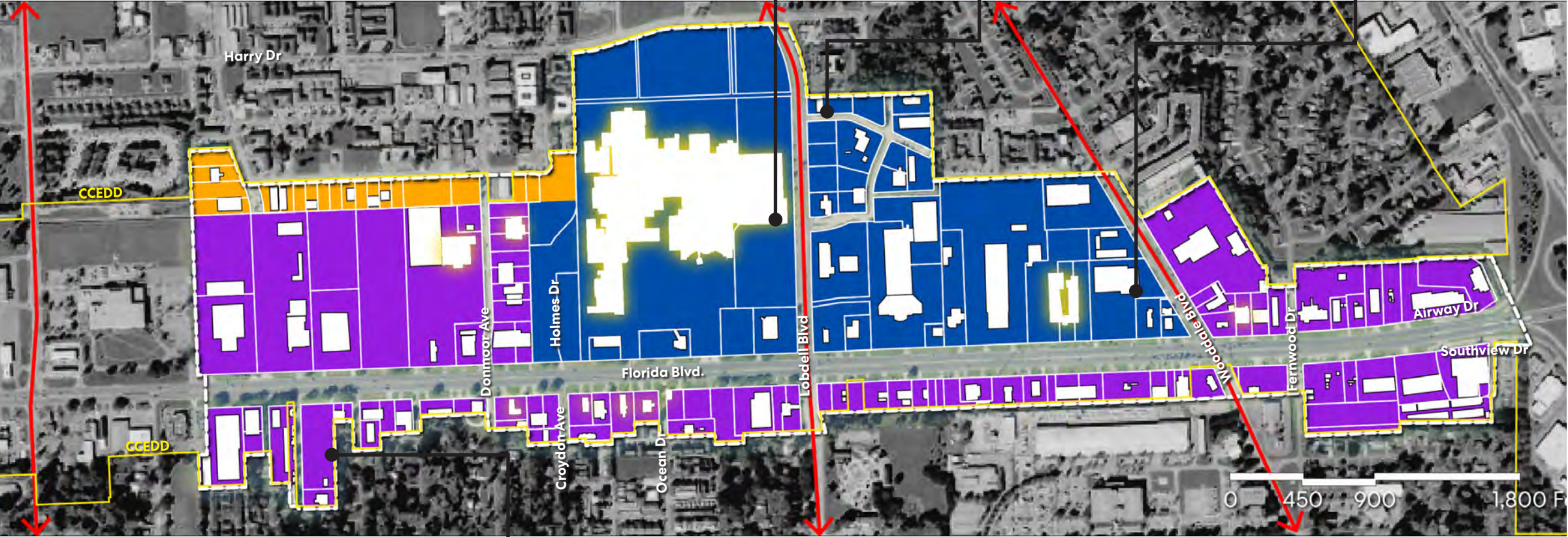




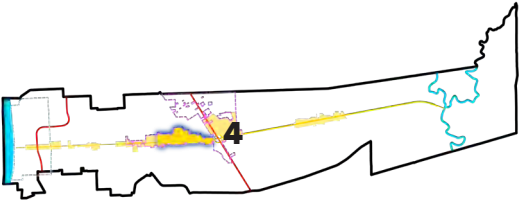
OPPORTUNITIES

- Encourage development around Bon Carre to create a destination
- Attract more restaurants and nightlife
- Reduce setbacks and large parking lots
- Leverage MoveBR street improvements
- Increase tree canopy density

BON CARRE : FUTUREBR LAND USE & OPPORTUNITIES



- FutureBR Land Use
- Mixed Used
 - Medium Density Residential
 - Employment Center



FOCUS AREA #5

Cortana

The Challenge

Airline Highway bifurcates the Florida Corridor and there is no way for pedestrians to safely traverse this barrier. There are large vacant parcels surrounding the current Amazon Fulfillment Center site.

The Context

The Amazon Fulfillment Center is the seat of the Cortana Corridor Economic Development District, surround by big box retailers and little else. There is a low density residential community south of the Florida Corridor. The Monterrey Shopping Plaza anchors the focus area on the east.

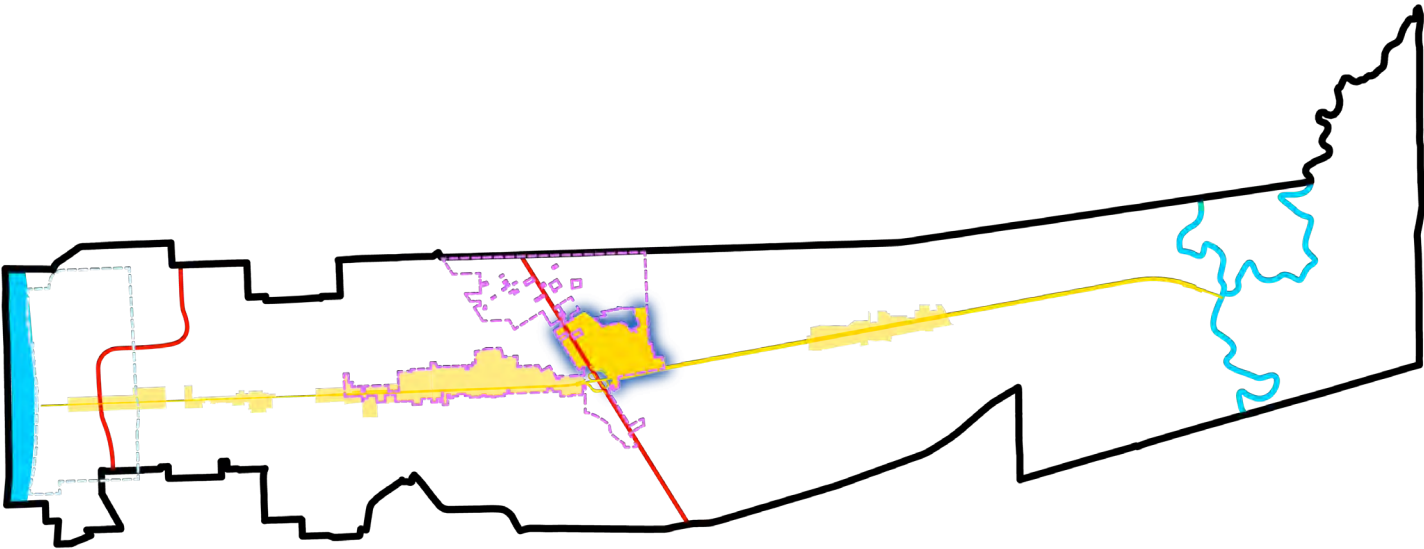


Then: Cortana Mall (Insert of Opening Day 1997)



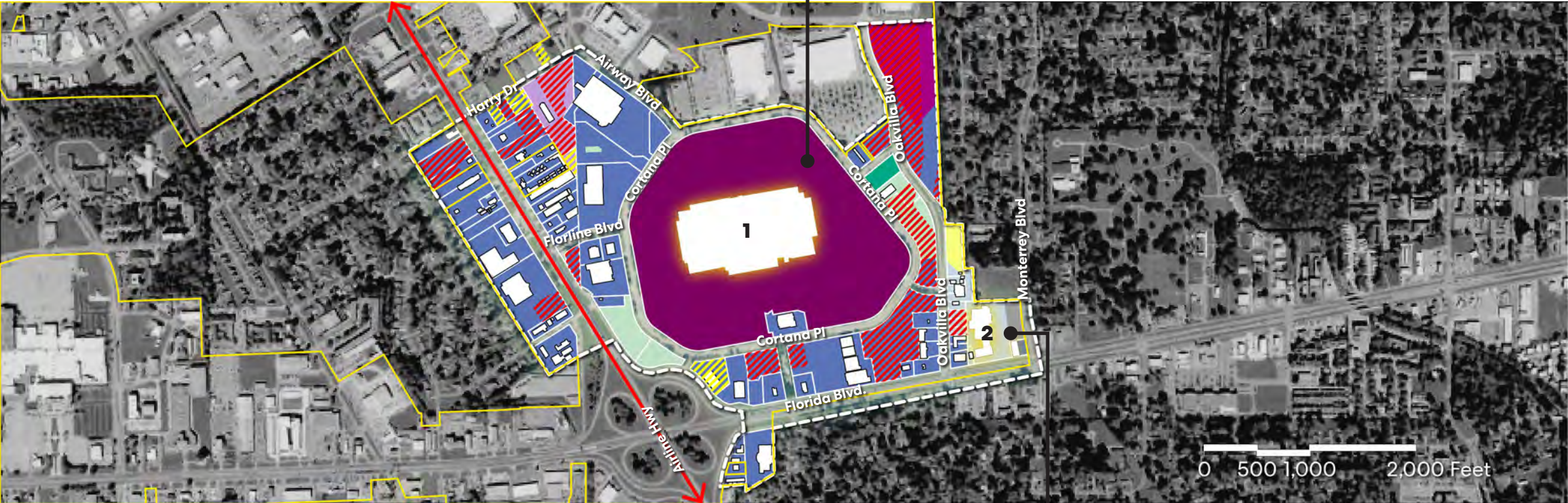
Now: Amazon Fulfillment Center

PRIMARY ZONING	DISTRICTS
CW3, C1, C2, C-AB-1, C-AB-2, HC1, M1, LC3	Cortana, North Baton Rouge, Mid-City, Renoir, Florida Boulevard, Melrose East/Melrose Place Crime Prevention, Old Goodwood Crime Prevention



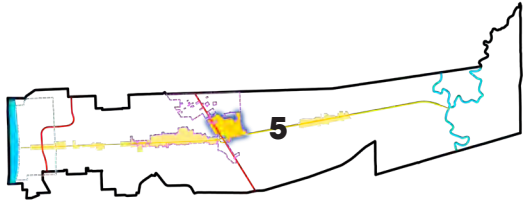
CORTANA : EXISTING ZONING & ASSETS

- Existing Assets
- 1. Amazon Fulfillment Center
 - 2. Monterrey Plaza Shopping Center



Existing Zoning

C1	CW2	A1
C2	LC3	HC1
M1	C-AB-1/2	
Vacant		
Adjudicated		

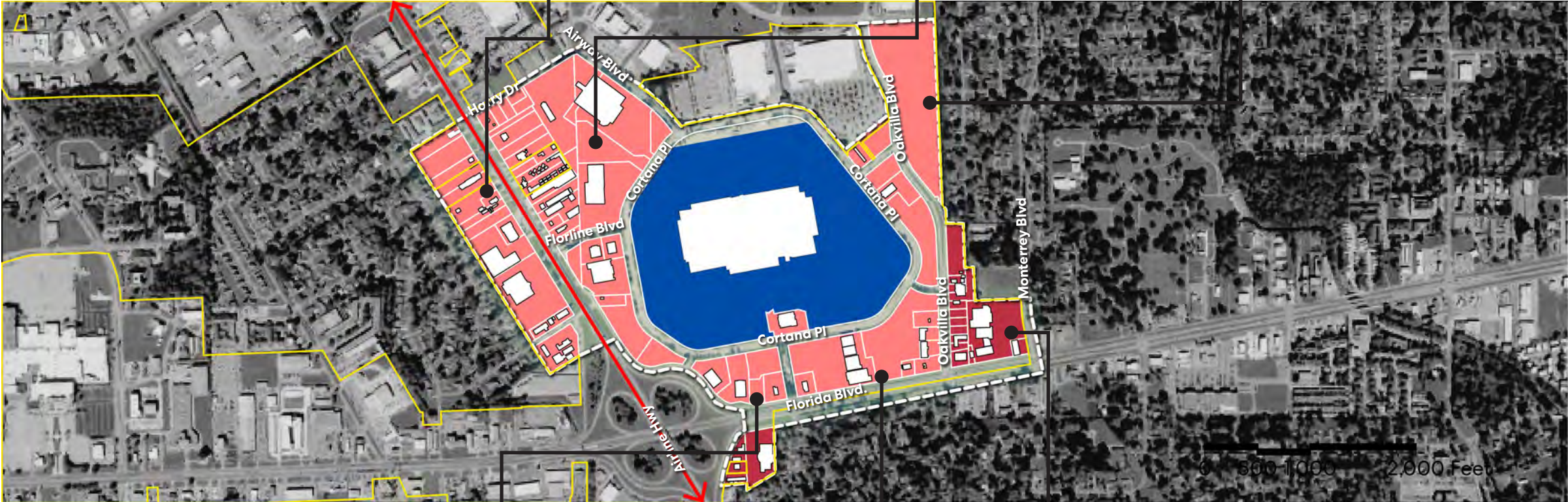
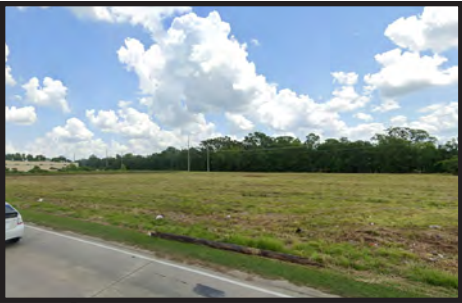
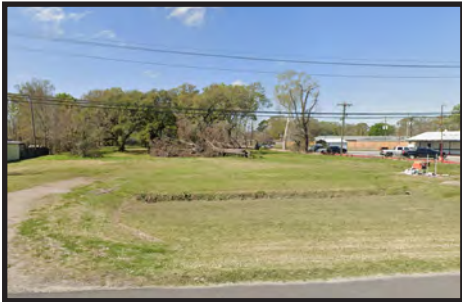




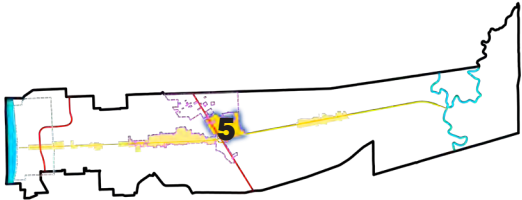
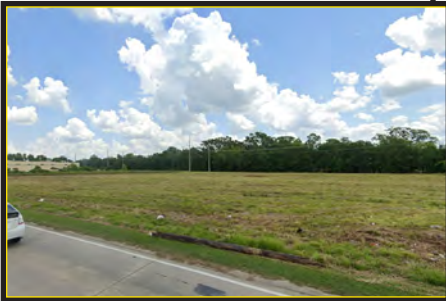
OPPORTUNITIES

- Increase density around the Amazon Fulfillment Center, identify potential site for Food Truck Park
- Leverage big box retail in the area and attract more
- Redevelop Monterrey Shopping Center
- Encourage development that will support the needs of neighboring residents and Amazon employees
- Introduce pedestrian connectivity across Airline Highway
- Increase tree canopy density
- Extend MoveBR street improvements west of Airline Highway

CORTANA : FUTUREBR LAND USE & OPPORTUNITIES



- FutureBR Land Use
- Regional Center
 - Employment Center
 - Commercial



FOCUS AREA #6

Sherwood

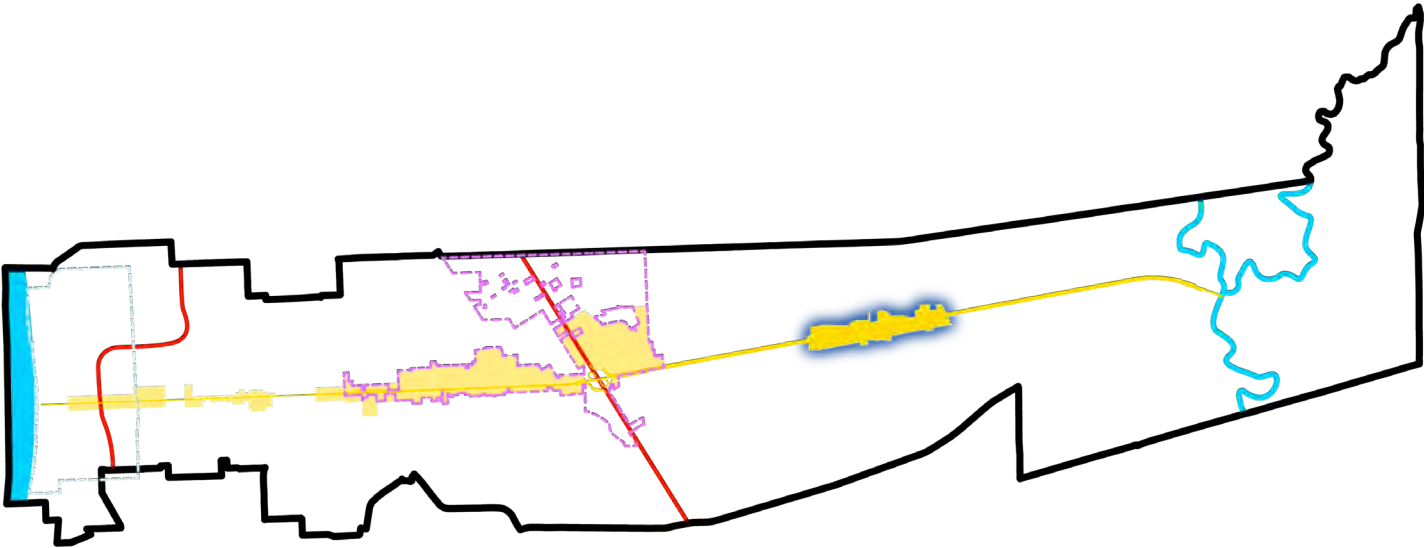
The Challenge

The speed limit in this section of the corridor is the fastest of all focus areas, with a speed limit of 50 mph, twice the speed limit of sections of the corridor farther west. The lack of sidewalks in combination with high speeds make for unsafe conditions for pedestrians and cyclists. There are several vacant and underutilized parcels in the focus area.

The Context

This area of the Corridor is largely residential and the built environment is predominately composed of single family homes. There are several large, vacant parcels. There are several culture specific grocery stores and restaurants servicing the Asian and Latino populations in the area.

PRIMARY ZONING	DISTRICTS
A1, B, C1, C2, C-AB-1, C-AB-2, M1	North Baton Rouge, Sherwood Forest Crime Prevention, Forest Oak Windsor Crime Prevention



6. SHERWOOD FOREST: EXISTING ZONING & ASSETS

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

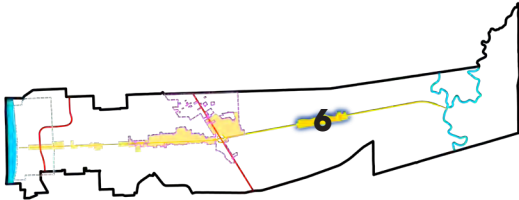


Existing Zoning

- C1

C-AB-1/2
- C2

A1
- M1
- Vacant
- Adjudicated

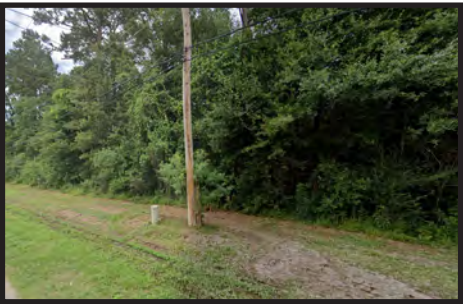
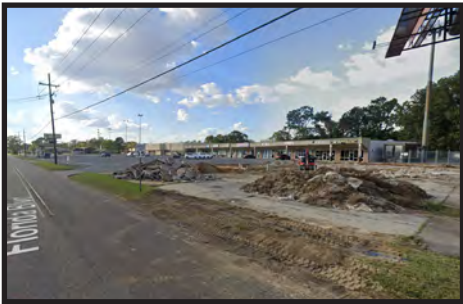




OPPORTUNITIES

- Increase sidewalk continuity and pedestrian connectivity north & south
- Rethink road infrastructure to enhance pedestrian and cyclist safety
- Leverage the diversity of the community
- Reduce setbacks and large parking lots
- Introduce attractive destinations and neighborhood assets
- Introduce green space and recreational opportunities
- Extend MoveBR street improvements west of Airline Highway

6. SHERWOOD FOREST : FUTUREBR
LAND USE & OPPORTUNITIES



- FutureBR Land Use
- Commercial
 - Medium Density Residential

