



Office of the Mayor-President

SHARON WESTON BROOME
Mayor-President

City of Baton Rouge
Parish of East Baton Rouge

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To The Esteemed Citizens of Baton Rouge and East Baton Rouge Parish:

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

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

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

Sincerely,

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

Sharon Weston Broome
Mayor-President