

The background image shows a landscape with several palm trees in the foreground and a large building with an Amazon logo in the background. The scene is overlaid with a semi-transparent teal filter. On the left side, there is a large, dark teal graphic element that resembles a stylized letter 'V' or a bracket.

Cortana

CORTANA

Airline Highway (US 190) – Monterrey Blvd

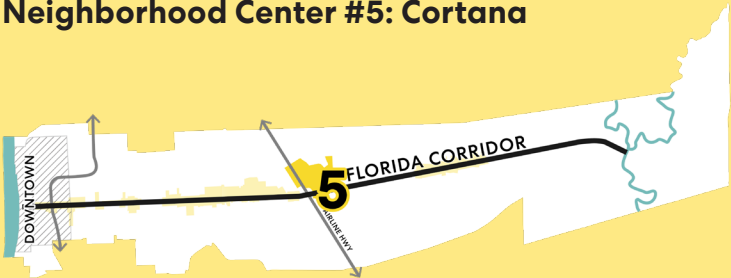
Character and Community

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

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

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

Neighborhood Center #5: Cortana



Area Character & Destinations



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



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



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



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

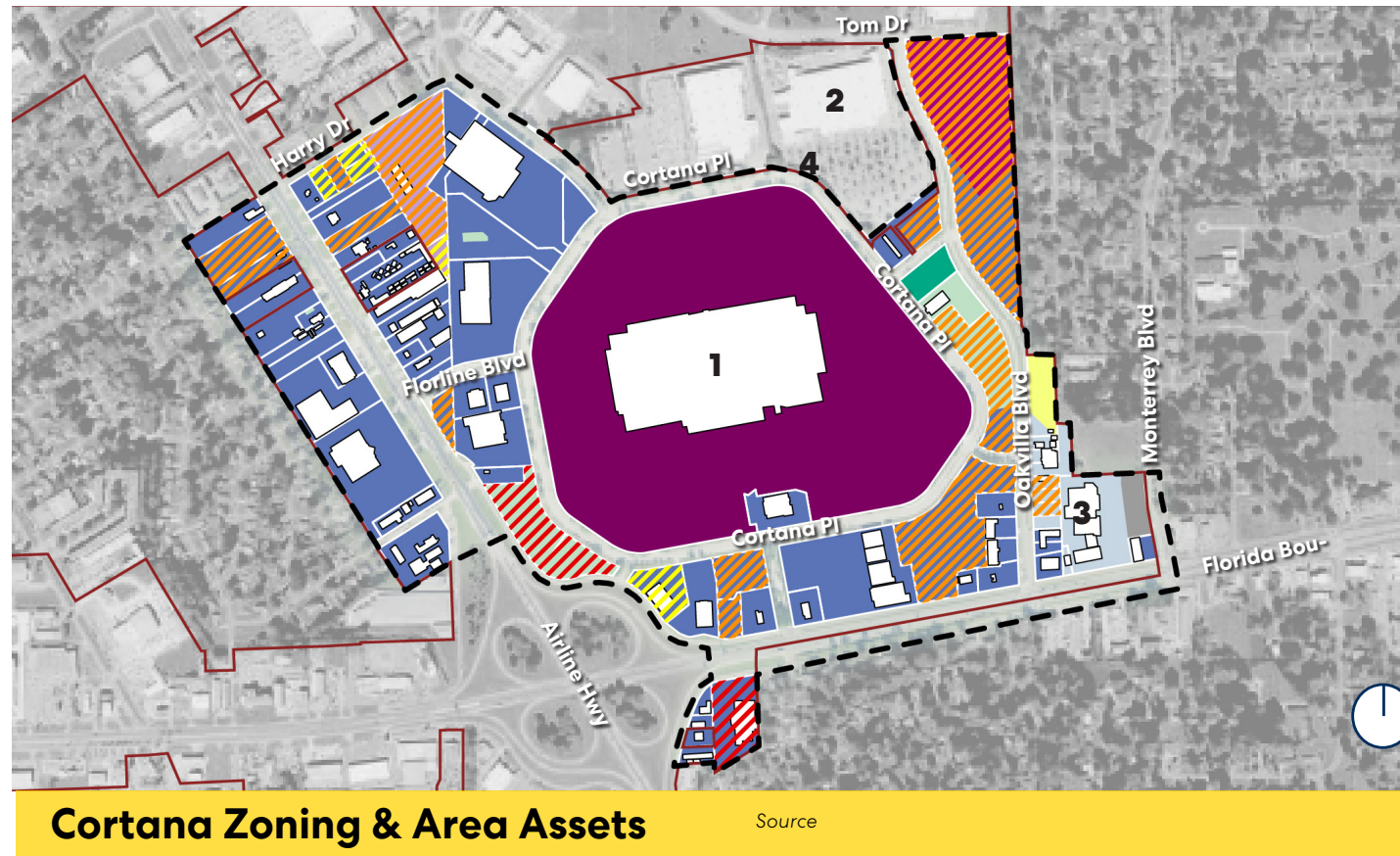
COMMUNITY PERSPECTIVE

Strengths & Challenges

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

Ideas & Needs:

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



Existing Assets

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

Existing Zoning

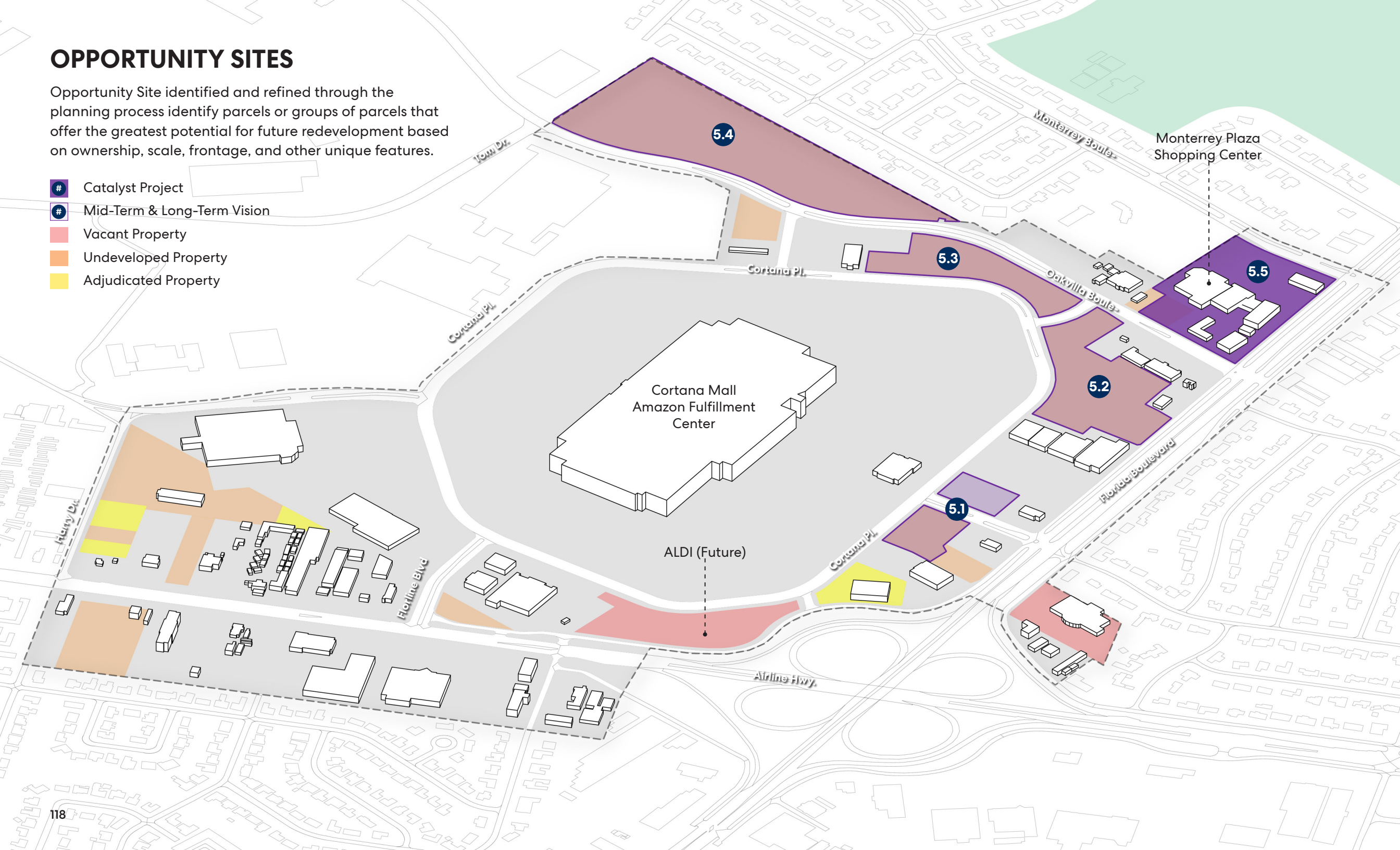
- C1 - Light Commercial
- C2 - Heavy Commercial
- M1 - Light Industrial
- CW3 - Commercial Warehousing
- C-AB-1/2 - Commercial Alcoholic Bev

- A1 - Single Family Residential
- HC1 - Heavy Commercial 1
- Vacant Property
- Undeveloped Property
- Adjudicated Property
- CCEDD Boundary

OPPORTUNITY SITES

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

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



EXISTING: OPPORTUNITY SITES



5.1 9866 Cortana Pl



5.2 9111 Florida Blvd



5.3 9500 Cortana Pl



5.5 550 Oak Villa Blvd, Monterrey Plaza Shopping Center

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

**=assembled area*

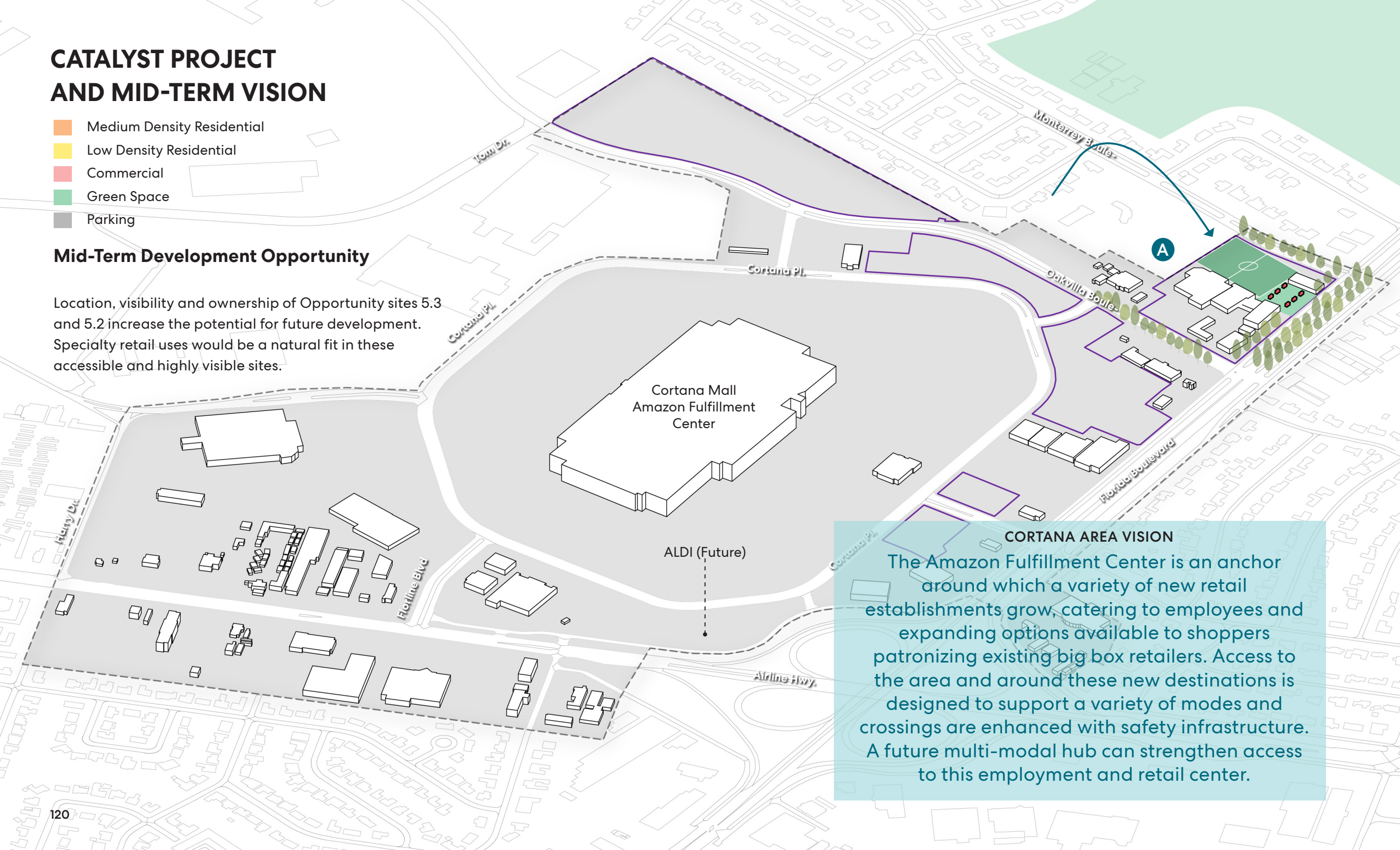
Source:

CATALYST PROJECT AND MID-TERM VISION

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

Mid-Term Development Opportunity

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



CORTANA AREA VISION

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

CATALYST PROJECT



A Employee Amenity Hub at Monterrey Plaza Shopping Center

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



Concept Rendering

MARKET GROWTH POTENTIAL



Real Estate Use	Market Capacity	Considerations
Multifamily	Low	The arrival of Amazon may increase demand in the long term for market rate and affordable housing, but near-term impacts of the Center are not yet clear
Retail	Medium	Existing big box retailers currently provide more general retail, but more food & beverage and service retail can serve the demand from new Amazon employees
Office	Low	Amazon is not planning/expecting additional needs beyond the fulfillment center, so there is limited opportunity for new office at this time
Hotel	Low	Limited opportunity for hotel market given current context and anchors

Source: HR&A

Growth Potential

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

Other Considerations

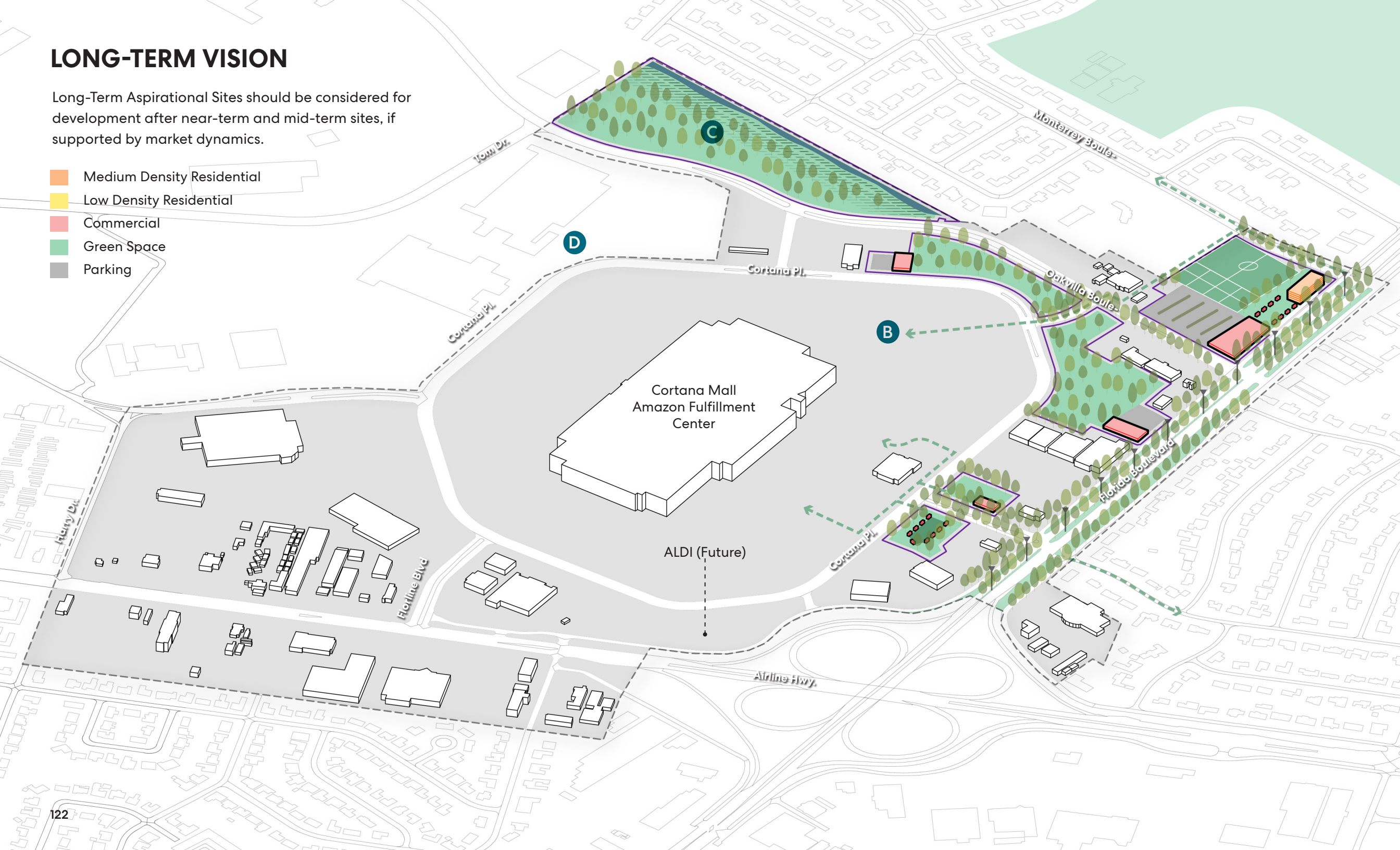
Airline Highway bifurcates the Florida Corridor along the western edge of the Cortana Neighborhood Center. There is no way for pedestrians to safely traverse this barrier. There are large remaining outparcels of the former Cortana Mall surrounding the current Amazon Fulfillment Center site.

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

LONG-TERM VISION

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

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

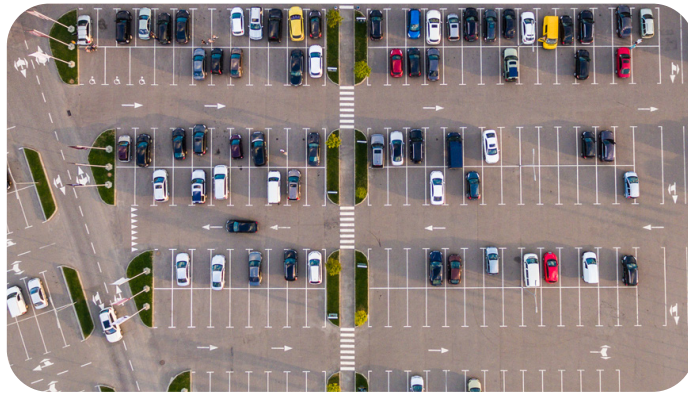


PLACEMAKING & ACTIVATION

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

B Enhanced pathways through large parking lot

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



Enhanced Pathways

Designate pathways through parking lots can be curbed or striped.

Photo Source: The Energy Mix, 2023

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Neighborhood Mobility Hub

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

DEVELOPMENT CONCEPTS



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

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



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