

20 October 2009

Lizette Terral
President, New Orleans Region
JPMorgan Chase, North America
201 St. Charles Avenue, 27th Floor
New Orleans, LA 70170



Dear Ms. Terral:

I am writing in support of Broad Community Connections' proposal for the Chase Community Development Competition to redevelop the former Robert's grocery store at North Broad and Bienville Streets into a grocery, urban farm, and commercial food service kitchen. This proposal dovetails with the Friends of Lafitte Corridor's vision for a linear green space running from the French Quarter to Canal Boulevard — crossing North Broad Street one block from the Robert's site — with neighborhood-serving amenities, social spaces, and economic development taking place along the greenway.

Friends of Lafitte Corridor's mission is *to preserve and revitalize the Lafitte Corridor and adjacent neighborhoods from the French Quarter to Canal Boulevard by advocating for and facilitating the creation of a greenway that encourages active living and economic development and links neighborhoods, cultural features, historic sites, retail areas and public spaces*. Returning a quality grocer, urban farm, and commercial food service kitchen to the Robert's site will help to meet a fundamental need in New Orleans while helping Friends of Lafitte Corridor to achieve its vision of a greenway running through vibrant, healthy, and resilient neighborhoods. Friends of Lafitte Corridor expects the greenway to provide spaces for recreation, alternative transportation, leisure, culture, and food access; Broad Community Connections' proposal for the Robert's site will be a complementary development that represents a large step in bringing Friends of Lafitte Corridor's vision to fruition.

Broad Community Connections' proposal also supports Friends of Lafitte Corridor's efforts in revitalizing the communities lining the greenway. Friends of Lafitte Corridor led the effort to designate the entire length of the corridor as a Louisiana Cultural Products District, which is designed in part to promote the rehabilitation of buildings in such districts. The Robert's building is in the Lafitte Greenway Cultural District, and will represent the first significant project to take advantage of the benefits of this designation. For this additional reason, Friends of Lafitte Corridor is excited to support Broad Community Connections' proposal.

I urge you to favorably consider Broad Community Connections' proposal for redeveloping the former Robert's grocery store. Thank you for your consideration.

Sincerely,

Bart Everson
President, Friends of Lafitte Corridor