



GROWTH CENTER 11

City of Baton Rouge-Parish of East Baton Rouge, Louisiana

GROWTH CENTER 11

TRANSPORTATION

Location

Growth Center 11 is located in Planning District 14 and includes Jefferson Highway from Old Hammond Highway to Interline Drive. Growth Center 11 is a Community Growth Center. Growth Center 11 immediately adjoins Growth Center 10, a Regional Growth Center.

Transportation Character

Jefferson Highway and Essen Lane are designated major streets within the Growth Center. There are isolated sidewalks within the Growth Center. There are no delineated pedestrian crosswalks or signals. Increased pedestrian transportation can be encouraged due to Growth Center 11 being a mixed use area. The Growth Center presently has no bike path connections.

LAND USE

Existing Land Use

The existing land use is a mix of Commercial; Office; High Density Residential; Medium Density Residential; Low Density Residential; Recreation; and Transportation, Communication and Utilities.

Horizon Land Use

The Horizon Land Use is a mix of Heavy Commercial; Light Commercial; General Office; Neighborhood Office; High Density Residential; Medium Density Residential; Recreation; and Transportation, Communications and Utilities.

Existing Zoning

The existing zoning is a mix of C2 (Heavy Commercial), C1(Light Commercial), LC1(Light Commercial One District) C-AB-1(Commercial Alcoholic Beverage-Restaurant), C-AB-2 (Commercial Alcoholic Beverage- Bars & lounges), GO (General Office), GOL (General Office Low Rise), NO (Neighborhood Office), B (Off street parking), B1 (Transition), and A4 (General Residential), A3.1 (Limited Residential), A2.6 (Zero Lot Line Residential), A2.5 (Town House), A1 (Single Family Residential).

ENVIRONMENT

Water Associations

North Branch Ward's Creek is located in the Growth Center.

Open Space

Open space, in the form of undeveloped lots, is scattered throughout Growth Center 11 along Jefferson Highway.

Edge Definition

Growth Center 11 northern boundary is single family residential. The southern boundary is Interstate 12.

DESIGN

Architectural Character

Growth Center 11 has consistent setbacks and building height. Architectural styles and building materials vary throughout the Growth Center. Above ground utilities are prevalent. Buildings throughout the Growth Center are generally of new construction. Growth Center 11 continues to develop and properties are currently under construction.

Landscape Character

Landscaped areas are prevalent throughout the Growth Center. Parking areas utilize landscaping to produce shade and increase the appearance of the area. Landscaping can also be utilized in developments to protect pedestrians.

Signage Character

Signs are prevalent throughout the Growth Center. Billboards, temporary signs and permanent signs are utilized. Monument signs are also utilized in commercial and office developments.

Unique Features

Sunrise Assisted Living, Jefferson Highway BREC Park, and Bocage Village. The mixed uses in the area lead to 24-hour activity. Outdoor dining areas in Growth Center 11 provide a unique setting and opportunity for interaction among residents.



DEMOGRAPHIC INFORMATION

According to Census 2000, the racial composition of Growth Center 11 is approximately 90 percent (90%) white, over 7 percent (7%) African American and slightly less than 2 percent (2%) Asian. This differs slightly from 1990 figures, which show a population comprised of 95 percent (95%) white, 4 percent (4%) African American and slightly less than 1 percent (1%) Asian.

The median household income in and around Growth Center 11 is \$44,131 (\$33,964 in 1990), which is higher than the 2000 parishwide average of \$37,224. Approximately 96 percent (91 percent in 1990) of residents 25 years or older in and around this growth center have earned a high school diploma. Approximately 50 percent (46 percent in 1990) of area residents have earned a bachelor degree.

For more information contact:

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