



GROWTH CENTER 12

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

GROWTH CENTER 12

TRANSPORTATION

Location

Growth Center 12 is located in Planning District 15 and includes the intersection of Jones Creek Road with Coursey Boulevard and Hickory Ridge Boulevard. Growth Center 12 is a Community Growth Center.

Transportation Character

Coursey Boulevard, George O'Neal Road, O'Neal Lane, and Jones Creek are designated as major streets in Growth Center 12. The Growth Center includes unconnected sidewalks between businesses and residential. There are no sidewalks along O'Neal Lane. Capital Area Transit System has no bus routes that service the Growth Center 12 area. The Baton Rouge Bike Map classifies Jones Creek, O'Neal Lane and George O'Neal Road as "Low Ease of Use". Coursey Boulevard is classified as "Moderate Ease of Use".

LAND USE

Existing Land Use

The existing land use is a mix of Commercial, Office, High Density Residential, Low Density Residential, and Vacant.

Horizon Land Use

The Horizon Land Use is a mix of Planned Unit Development, Heavy Commercial, and Light Commercial. The northwest corner of the Jones Creek Road and Coursey Boulevard intersection is designated Planned Unit Development. The southern section of the Jones Creek Road and Coursey Boulevard intersection is designated Heavy Commercial.

Existing Zoning

The existing zoning is a mix of C2 (Heavy Commercial), HC1 (Heavy Commercial- One), C1 (Light Commercial), C-AB-1 (Commercial Alcoholic Beverage- restaurant), B (Off-Street Parking), A2.6 (Medium Density Residential) and Rural.

ENVIRONMENT

Water Associations

Jones Creek is located north of the Growth Center.

Open Space

Large vacant parcels are located along Jones Creek north of Coursey Boulevard.

Edge Definition

The edges of the Growth Center are predominately single family residential. Commercial uses continue on the southern edge of Growth Center 12 along Jones Creek Road.

DESIGN

Architectural Character

Growth Center 12 has a mixture of architectural qualities. Setbacks vary throughout the Growth Center. Coursey Boulevard features commercial shopping centers with similar setbacks and architectural styles.

Landscape Character

Landscaping is minimal along Jones Creek. Coursey Boulevard features landscaped parking areas and a green median. The Wal-Mart Neighborhood Market features a landscaped streetscape along Coursey Boulevard.

Signage Character

Signs throughout Growth Center 12 vary in size, materials and design. The heaviest concentration of signage is at the Coursey Boulevard and Jones Creek Road intersection.

Unique Features

A unique feature of the Growth Center is opportunity for pedestrian connectivity between businesses and the residential subdivisions. Landmarks in the area include Georges, The Grand Cinema and the Wal-Mart Neighborhood Market.



DEMOGRAPHIC INFORMATION

According to Census 2000, the racial composition of Growth Center 12 is approximately 93 percent (91% white, five percent (5%) African American and two percent (2%) Asian. This differs slightly from 1990 figures, which show a population comprised of 94 percent (94%) white, four percent (4%) African American and two percent (2%) Asian.

The median household income in and around Growth Center 12 is \$73,393 (\$50,228 in 1990), which is higher than the 2000 parishwide average of \$37,224. Approximately 97 percent (96 percent in 1990) of residents 25 years or older in and around Growth Center 12 have earned a high school diploma. Approximately 46 percent (45 percent in 1990) of area residents have earned a bachelor degree.

For more information contact:

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