



# Land Use Element

The Horizon Plan was adopted by the Metropolitan Council in 1992 as the comprehensive land use and development plan for East Baton Rouge Parish. The plan includes numerous Goals, Objectives and Policies within seven different areas of emphasis, called “elements.”

The Horizon Plan includes the following seven elements: Land Use; Transportation; Wastewater, Solid Waste and Drainage; Conservation and Environmental Resources; Recreation and Open Space; Housing; and Public Services, Public Buildings, and Health and Human Services. This Information Bulletin examines the Land Use Element of the Horizon Plan.

The purpose of the Horizon Plan’s Land Use Element is to address the interrelated Goals, Objectives and Policies that guide the future physical growth and development of the City of Baton Rouge and Parish of East Baton Rouge.

The development of the Land Use Element report involved the compilation of an extensive amount of data including past reports, current updates of planning and economic data, and interviews with individuals in the community who offered specific insights into issues related to land use and development.

In addition to data collection, a series of public meetings were held throughout the community to receive input regarding community concerns, and to identify major issues related to both the Parish and individual Planning Districts. These meetings provided a base for the development of issue statements, Goals, Objectives and Policies for the Land Use Element.

### Goals, Objectives and Action Items

Goals are broad and general statements of desired future conditions that aid and guide the decision-making process. Objectives are specific statements about future conditions or results that should be achieved in order to attain the Goals that have been set. Objectives are worded so that their achievement can be measured.



Action Items are specific recommendations, plans and standards that are used in making decisions about future actions and programs.

Action Items become the specific guidelines for implementing the Comprehensive Plan.

The Land Use Element has fifteen Goals. These Goals are divided into three categories: urban development, economic development and infrastructure.

### Urban Development

*Goal LU1:* Encourage development and redevelopment of urban areas and existing developed areas that protects and enhances their value and improves the quality of life.

*Goal LU3:* Coordinate land use and transportation planning to provide a safe, convenient and efficient multi-modal transportation system.

*Goal LU5:* Coordinate land use planning with recreational and environmental plans to create and maintain accessible open space and recreation area, conserve environmental resources and exercise sound management of floodplain areas.

*Goal LU7:* Redevelop and revitalize the downtown area as a major focal point of the identity of Baton Rouge.

*Goal LU9:* Encourage quality design that strengthens sense of place.

### Economic Development

*Goal LU10:* The City-Parish shall provide opportunity for economic development.

*Goal LU12:* Identify disadvantaged areas and target them for redevelopment.

*Goal LU13:* Coordinate land use planning to promote affordable, decent housing.

## Infrastructure

*Goal LU14:* Coordinate land use planning to maintain and efficiently utilize existing infrastructure.

*Goal LU15:* Efficiently develop infrastructure, public services, and public spaces in order to manage growth.

*Goal LU16:* Promote the development and maintenance of a healthy, safe, enjoyable, and economically secure community.

## Action Items

Action Items are derived from the policy statements. They serve as strategies for implementation of the Comprehensive Plan. Action Items are assigned to various City-Parish Lead Agencies that use them as a method for addressing the Goals, Objectives and Policies of the Horizon Plan. The Lead Agencies are responsible for the implementation of their assigned Action Items.

There are 57 Action Items within the Land Use Element, which have been grouped under three major programs. Examples of each Action Item are listed below for each major program along with the Lead Agencies responsible for those Action Items.

## Urban Development

- Lead Agencies: City-Parish Planning Commission, Convention and Visitors Bureau, Office of Community Development, Department of Public Works, Downtown Development District, Capital Regional Planning Commission, BREC
- *LU1.B* Establish procedures for preparing major updates and revisions to the Comprehensive Land Use and Development Plan at five year intervals, in accordance with Section 10.04 of the Plan of Government. Major updates and revisions would include, but not be limited to: existing conditions; forecasts; issues and analysis; goals, objectives, and policies; and implementation actions for all plan elements.
- *LU2.B* Develop Annual Work Program for the Planning Commission to identify objectives and describe new and continuing work activities to be accomplished in the next year.  
  
*LU3.B* Prepare and maintain a Capital Facilities Inventory of all fixed (capital) assets owned or leased by the City-Parish.
- *LU4.C* Periodically evaluate the landscape regulations of the Unified Development Code (UDC) to determine their effectiveness in maintaining, enhancing, restoring and creating landscape environments that improve the visual quality of residential, commercial and industrial areas, and public places. Propose revisions to the landscape guidelines and regulations to ensure protection and enhancement of the aesthetic and visual quality of the Parish.
- *LU6.B* Prepare urban design guidelines to improve the appearance of linear commercial areas and to make them more attractive to pedestrians.

## Economic Development

- Lead Agencies: Planning Commission, Office of Community Development
- *LU7.E* Install an updated system of distinctive trailblazer signs to indicate desired routes to major attractions for tourists and visitors.
- *LU13.A* Coordinate resources, such as the Baton Rouge Brownfields Program, with the East Baton Rouge Housing Authority to encourage the redevelopment of disadvantaged neighborhoods.
- *LU10.B* Explore the possibility of using Tax Increment Financing (TIF) districts to encourage infill development and redevelopment.
- *LU7.I* Provide incentives for the creation of "Mixed Use Districts" (MUDs) or areas which provide a mix of residential, commercial, and light industrial land uses.

## Public Services and Infrastructure

- Lead Agencies: Planning Commission, Department of Public Works, Office of the Mayor-President, Office of Public Information
- *LU9.B* Expand building and zoning code enforcement efforts Parish-wide and especially in areas targeted for redevelopment/revitalization and new development areas.
- *LU14.A* Develop a plan to consider context sensitive design policies for roadways.



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