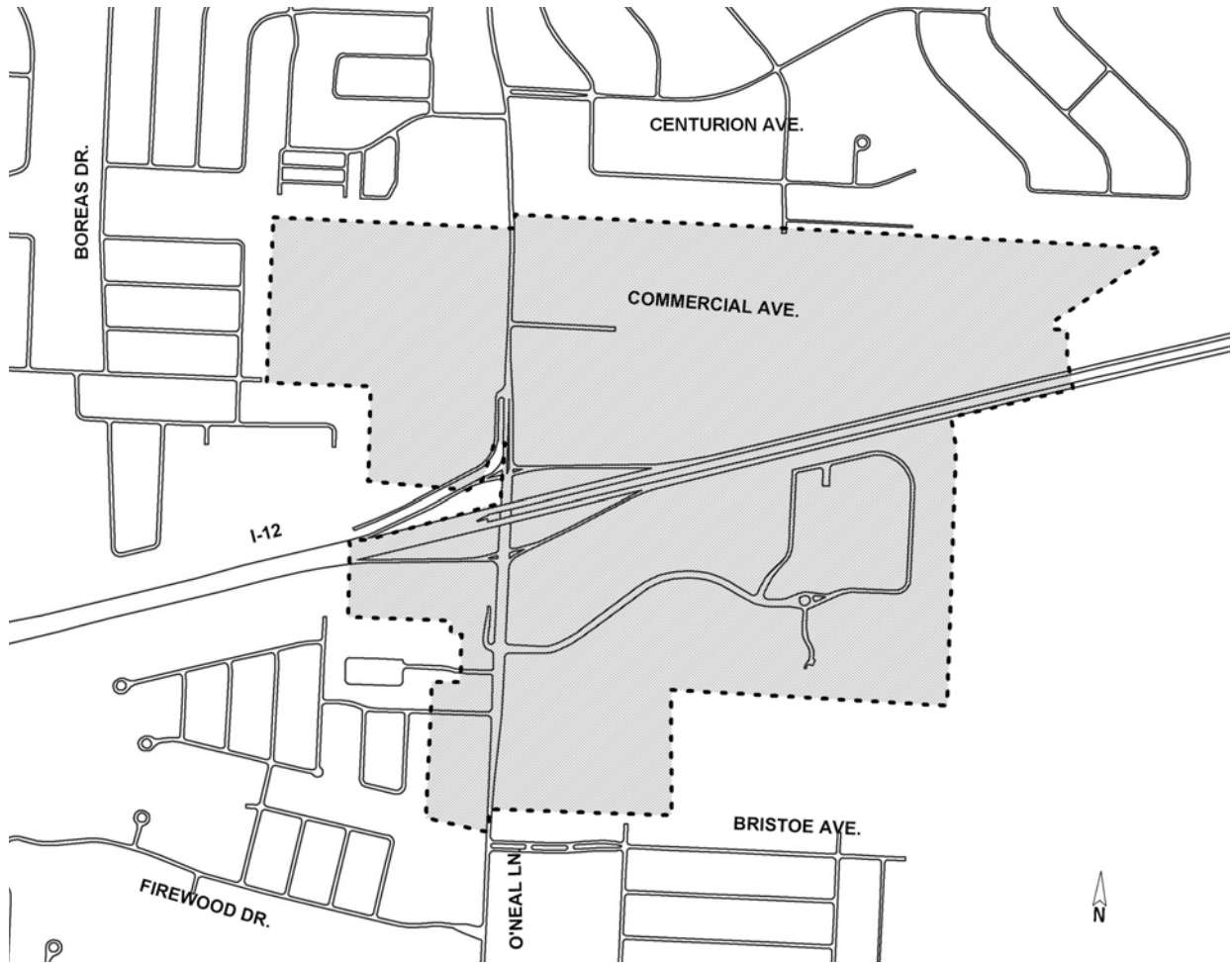


# GROWTH CENTER COMMUNITY PLANNING PROCESS REPORT



## GROWTH CENTER 14

PREPARED BY THE OFFICE OF THE PLANNING COMMISSION  
CITY OF BATON ROUGE/ PARISH OF EAST BATON ROUGE

Summit Hospital  
17000 Medical Center Drive  
May 10, 2005

The Horizon Plan, with the support of the Planning Commission and Metropolitan Council, advocates the implementation of community planning in the designated Growth Centers of the Parish. This community planning initiative began in 2003 and will continue through 2007.

It is important that the Horizon Plan continues to reflect the vision that City-Parish residents have for their Parish while responding to current development conditions in the City-Parish. The Horizon Plan identifies a comprehensive plan for the orderly growth of the Parish by identifying where particular land use categories are appropriate. This Community Planning process in the designated Growth Centers involves a study of Horizon Plan land use categories and elements of community design, with the intention of increasing citizen participation in identifying the issues of concerns about growth and design in the Parish. This Community Planning in the Growth Centers involves no change or recommendations for change of zoning districts or the allowable uses within them.

### **WHAT IS A GROWTH CENTER?**

Growth Centers are areas of concentrated activity such as retail, office, public facilities, a range of residential development, cultural, and recreational activities linked with a variety of transportation choices such as vehicular, bicycle, and pedestrian.

**Regional Growth Centers** include regional shopping centers, institutions, high-density office and residential complexes, medical centers and other major activities serving the entire parish.

**Community Growth Centers** include community shopping centers, medium to high-density office and residential complexes, public and recreational facilities and similar activities serving community areas.

Growth Center 14 is a *Regional* Growth Center.

### **WHEN WERE GROWTH CENTERS DESIGNATED?**

Growth Centers were originally designated in the 1992 Horizon Plan. The Planning Commission studied these areas in more detail for the first update of the Horizon Plan 1992-1997, and exact boundaries were delineated for each Growth Center. For the second update of the Horizon Plan, 1998-2002, these boundaries were studied and amended or re-affirmed with input from the community during the Neighborhood/Subarea Planning Process.

### **GROWTH CENTER PUBLIC MEETINGS**

The purpose of the public meetings is to give residents, patrons, and business owners an opportunity to participate in planning for their Community or Regional Growth Center. Elements to be studied in each Growth Center include **transportation, land use, environmental features, and design**. Topics for discussion at the meetings include Horizon Plan land use, bicycle, pedestrian and transit facilities, landscape improvements, and possible design guidelines for future construction in Growth Centers.

### **Growth Center Elements**

A variety of elements work together to create the daily experience of living, working, eating, and shopping within the Growth Center. The elements have been identified for the purpose of this report as transportation, land use, environment, and design. Details contained within these elements include roads, sidewalks, shopping, services, architectural features, and natural resources. Following is a brief inventory of elements in Growth Center 14.

## TRANSPORTATION

### Public Transportation

The Capital Area Transit System (CATS) operates public bus routes throughout areas of the City-Parish. Capital Area Transit System has not bus routes that service the Growth Center 14 area.

### Bicycle/Pedestrian Amenities

The Growth Center has little or no pedestrian connections between businesses and residential. There are no sidewalks along O'Neal Lane. Roadways included on the Baton Rouge Bike Map include O'Neal Lane, Hewwood Avenue, and Banyanwood Avenue.

### Major Street Plan

The Major Street Plan for Growth Center 14 specifies roadway lanes, pavement width and right-of-way standards for all Major Streets in the Growth Center. O'Neal Lane is designated major streets within the Growth Center. O'Neal Lane is designated completed or programmed and additional pavement and/or right-of-way is required on the Major Street Plan

### Capital Improvement Program

The City-Parish Capital Improvements Program contains Capital Improvement Projects, Transportation Improvement Programs, Community Development Projects and Federal Aid Projects that are either currently under construction, under design or complete.

### Growth Center 14 Current Capital Improvement Projects

Program	Improvement Type	Status
I-12 Rehab (Airline Highway to O'Neal Lane)	State Project	Complete
I-12 Soundwalls (I-10 to O'Neal)	State Project	Complete
O-Neal Lane Overlay (1-12 to Old Hammond Hwy.)	State Project	Complete

8/13/04

## LAND USE

### Horizon Plan Land Use Categories

#### *Residential Estate/ Agriculture (RE/A)*

Includes areas of rural character, agricultural lands, significant natural areas and single-family residential uses.

#### *Low Density Residential (LDR)*

Includes areas where single-family detached housing will be the predominant land use.

#### *Medium Density Residential (MDR)*

Includes areas where small single family, two family and multi-family housing of a spacious character, and garden and town homes will be predominant.

#### *High Density Residential (HDR)*

Includes areas where multi-family housing, high-rise housing structures and very small, tightly spaced single-family housing will be predominant.

#### *Neighborhood Office (NO)*

Includes areas of small offices, professional offices and personal services to serve the needs of surrounding residential areas.

#### *General Office (GO)*

Includes areas where large or multi-storied professional, general administrative or non-retail sales offices are located.

#### *Neighborhood Commercial (NC)*

Includes areas of small retail stores, such as corner groceries, cafes and drugstores, to serve the needs of surrounding residential neighborhoods.

#### *Light Commercial (LC)*

Includes a variety of commercial and miscellaneous service activities generally serving a wide area and located primarily along existing major thoroughfares.

#### *Heavy Commercial (HC)*

Includes a variety of commercial and miscellaneous service activities, such as hotels, shopping malls and department stores, which are relatively large in size, generate a large volume of traffic or impact large areas of land and existing development.

#### *Commercial Warehousing (CW)*

Includes facilities characterized by extensive warehousing and frequent heavy trucking activity, but not involved in manufacturing or production.

#### *Industrial (I)*

Includes areas where manufacturing, chemicals, refining, warehousing, open storage and similar industrial facilities will be the predominate uses.

*Public/Semi-Public (PSP)*

Includes areas where government, educational, religious, and charitable uses will be the primary land use activities.

*Transportation, Communication and Utilities (TCU)*

Includes areas where railroad, trucking, aviation, ports, automobile parking, communication and utility facilities will be dominant.

*Recreation (R)*

Includes parks, recreational activities, amusements, group camps, cultural activities, and public assembly facilities.

*Planned Unit Development (PUD)*

Includes areas where developments under the Planned Unit Development (PUD) provisions of the Unified Development Code have been approved by the Planning Commission. Development in these areas will follow a unified site design plan for a mix of compatible land uses, clustering of buildings, increased densities and common open space.

## LAND USE ANALYSIS

### Existing Land Use

The existing land use is a mix of commercial, office, vacant, medium density residential, low density residential, public/semi-public, and transportation, Communication, and utilities.

The current (2005) approximate percentages of existing land use in Growth Center 14 are as follows:

<b>Existing Land Use</b>	<b>Estimated percentage of existing land use</b>
Commercial	36%
Vacant	36%
Public/ Semi-Public	12%
High Density Residential	6%
Low Density Residential	4%
Office	4%
Transportation, Communications and Utilities	2%
<b>Total</b>	<b>100%</b>

## Zoning

The Existing Zoning for Growth Center 14 is a mix of CW3 (Commercial Warehousing Three), C2 (Heavy Commercial), LC (Light Commercial), LC1 (Light Commercial One), C-AB-2 (Commercial Alcoholic Beverage Two- Bars and Lounges), C-AB-1 (Commercial Alcoholic Beverage One-Restaurant), A3.3 (Limited Residential), B (Off Street Parking), SPUD (Small Planned Unit Development), and Rural.

There have been four (4) requests for rezoning in Growth Center 14 since 2000. Two requests were from C2 (Heavy Commercial) to CW3 (Commercial Warehousing Three). One request was from Rural, LC3 (Light Commercial Three), and C2 (Heavy Commercial) to SPUD (Small Planned Unit Development). One request was from Rural to LC1 (Light Commercial One). All four (4) of these rezoning requests were approved.

The current (2005) approximate percentages of Zoning in Growth Center 14 are as follows:

<b>Zoning</b>	<b>Estimated percentage of existing zoning</b>
Rural	42%
C2 (Heavy Commercial)	37%
C1 (Light Commercial)	9%
A3.3 (Limited Residential)	6%
CW3 (Commercial Warehousing Three)	2%
SPUD (Small Planned Unit Development)	2%
B (Off Street Parking)	>1%
LC1 (Light Commercial One)	>1%
C-AB-1 (Commercial Alcoholic Beverage- Restaurants)	>1%
C-AB-2 (Commercial Alcoholic Beverage- Bars and Lounges)	>1%
<b>Total</b>	<b>100%</b>

## Horizon Plan

The Horizon Plan Land Use for Growth Center 14 includes a mix of Commercial Warehousing, Heavy Commercial, Light Commercial, High Density Residential, Public/ Semi-Public, and Small Planned Unit Development.

The current (2005) Horizon Plan land use in Growth Center 14 is as follows:

<b>Horizon Plan Land Use</b>	<b>Estimated percentage of Horizon Plan Land Use</b>
Heavy Commercial	60%
Public/ Semi-Public	30%
High Density Residential	8%
Commercial Warehousing	1%
Planned Unit Development	1%
<b>Total</b>	<b>100%</b>

## **ENVIRONMENT**

### **Conservation Areas**

The Horizon Plan identifies potential Conservation Areas for the City-Parish as areas generally associated with bottomland hardwood forests, upland or flatland forests and areas of frequent flooding within the 100-year flood plain. A conservation area is located in Growth Center 14 on the Summit Hospital property.

### **Water and Natural Area Associations**

A portion of Lively Bayou is located in Growth Center 14.

## **DESIGN**

### **Landscape Character**

Landscaping is minimal throughout the commercial parking lots in Growth Center 14. Summit Hospital maintains a park-like setting with a lake and walking trail. A bottomland hardwood forest is located north of Interstate 12. The Interstate 12 right-of-way has room for significant plantings.

### **Architectural Character**

Growth Center 14 has a mixture of architectural qualities. Stucco, block and tin utilitarian commercial buildings dominate the Growth Center. Setbacks vary throughout the Growth Center along O'Neal Lane. The major roads in the Growth Center have above ground unconsolidated utilities.

### **Signage Character**

Signs throughout Growth Center 14 vary in size, materials and design. There are variable-sized permanent signs, and numerous temporary signs.

### **Unique Features**

Unique features of the Growth Center include Summit Hospital and the Rave Motion Pictures movie theater.

## DEMOGRAPHICS

<b>Growth Center 14 Demographic Information Census Tracts (Block Groups):</b>		
	<b>1990</b>	<b>2000</b>
<b>Population</b>		
Population by Race		
White	95%	80%
Black	3%	13%
Other	1%	2%
Median Family Income	\$40,000	\$52,700
<b>Educational Attainment</b>		
Those 25 years and older		
High School	93%	91%
Bachelor Degree	34%	34%
<b>Housing Units</b>		
Total	2,990	3,691
Owner-Occupied	65%	69%
Not Owner-Occupied	35%	31%
Median Value Owner Occupied Unit	\$77,500	\$97,900
Mean Travel Time to Work	23 minutes	22.2 minutes

Source: US Dept. of Commerce, 1990 Census of Population and Housing; 2000 Census of Population and Housing

### **Design Tools Available for Growth Centers**

Driven by an interest in quality of life in their communities, the citizens of Baton Rouge called upon the City-Parish Government in the 1992 Horizon Plan to establish a system for designation of urban design districts or corridors within the parish.

The Planning Commission can provide additional information regarding tools and features available for those interested in a community design program for their Growth Center. Community design programs, including urban design overlays and guidelines, are an effective way for local citizens to create and maintain built environments that satisfy both individual and community needs.

## **Urban Design Overlay District**

Urban Design Overlay District refers to a traditional overlay ordinance that does NOT change the underlying zoning category, i.e. all permitted uses remain the same, but rather imposes additional requirements relating to concerns such as green space, landscape, and architectural features.

*The purpose of an Urban Design Overlay District is to provide requirements or incentives intended both to protect a specific resource or area and encourage development to a desired standard of aesthetic quality.*

### **Features of an Urban Design Overlay District may include:**

landscape buffers  
building articulation  
parking  
building materials  
lighting  
signage  
bicycle/pedestrian design

### **Model Process to Establish an Urban Design Overlay**

- ✓ Form a committee composed of Metro Council representatives from the area, residents, property owners, business owners, developers, architects, engineers, landscape architects, planners, and other interested parties.
- ✓ Define the purpose of the proposed Urban Design Overlay
- ✓ Identify the area to be covered by the proposed Urban Design Overlay
- ✓ Specify the boundaries of the proposed Urban Design Overlay
- ✓ Establish specific requirements of the proposed Urban Design Overlay
- ✓ Proposed Urban Design Overlay is presented to Planning Commission
- ✓ Proposed Urban Design Overlay is presented to the Metropolitan Council

Additional information regarding Growth Centers and Urban Design is available from the Planning Commission at 225-389-3144 or from the website [www.brgov.com/dept/planning](http://www.brgov.com/dept/planning).