



# GROWTH CENTER 7

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

## GROWTH CENTER 7

### TRANSPORTATION

#### Location

Growth Center 7 is a Regional Growth Center located in Planning District 14 and includes the intersection of Essen Lane and Staring Lane with Perkins Road.

#### Transportation Character

Perkins Road and Essen Lane are designated major streets Growth Center 7. The pedestrian amenities are isolated and the bus stops are uncovered. There are several interconnected parking areas throughout the Growth Center. There are no bike path connections and minimal pedestrian amenities. The intersection of Perkins Road with Staring Lane and Essen Lane is very unfriendly to pedestrians with no crosswalks or pedestrian signals. There is also no bicycle or pedestrian connection to Perkins Road BREC park. Capital Transportation Corporation bus routes 46-47 Highland and 17 Bluebonnet serve the Growth Center.

### LAND USE

#### Existing Land Use

The existing land use in Growth Center 7 is a mixture of Commercial, Office, Medium Density Residential, Low Density Residential and Public/ Semi-Public.

#### Horizon Land Use

The Horizon Plan Land Use for Growth Center 7 includes a mixture of Heavy Commercial, Light Commercial, General Office and Medium Density Residential. Heavy Commercial land use is concentrated north of Perkins Road in the Growth Center. A mix of Light Commercial, Office and Medium Density is located south of Perkins Road.

#### Existing Zoning

The Existing Zoning for Growth Center 7 is a mixture of HC1 (Heavy Commercial One District), C2 (Heavy Commercial), LC1 (Light Commercial One District), C1 (Light Commercial), C-AB-2 (Commercial Alcoholic Beverage- bars and lounges), C-AB-1 (Commercial Alcoholic Beverage- restaurants), B1 (Transition), A3.3 (Limited Residential), A2.6 (Zero Lot Line Residential), A1 (Single Family Residential), and SPUD (Small Planned Unit Development).

### ENVIRONMENT

#### Water Associations

Dawson's Creek is the southern boundary of the Growth Center.

#### Open Space

There is open space along Dawson's Creek.

#### Edge Definition

The northern boundary of the Growth Center is the Kansas City Southern railroad track. The southern boundary is Dawson's Creek. The eastern and western boundaries are single family residential.

### DESIGN

#### Architectural Character

There are brick and stucco residential style offices off main roads. Metal, block, and stucco strip malls are used with minimal landscaping within the parking lots. Perkins Crossing Shopping Center has distinctive architectural style that unifies the shopping center.

#### Landscape Character

The parking lots generally have minimal plantings. The intersection of Perkins Road with Staring Lane and Essen Lane has no landscape improvements and there are few trees within right-of-way. There are mature oak trees located in the Growth Center along Perkins Road near Silverside Avenue. Oak trees could be a unifying feature of the Growth Center. Baton Rouge Clinic has abundant landscaping and has preserved larger trees.

#### Signage Character

The heaviest concentration of signage is along Perkins Road, Essen Lane and Staring Lane. Monument signage is utilized at Perkins Crossing Shopping Center and along Silverside Drive and Alberta Drive. There are billboards, temporary signs, variable-sized permanent signs, and signs in right-of-way.

#### Unique Features

Louisiana Public Broadcasting, the Baton Rouge Clinic and Our Lady of the Lake College's administrative offices are located in Growth Center 7. The Growth Center exhibits an infill opportunity with vacant buildings.



## DEMOGRAPHIC INFORMATION

According to Census 2000, the racial composition of Growth Center 7 is approximately 56 percent (56%) white, 39 percent (39%) African American and 2 percent (2%) Asian. This differs from 1990 figures, which show a population comprised of 58 percent (58%) white, 40 percent (40%) African American and 2 percent (2%) Asian.

The median household income in and around Growth Center 7 has decreased to \$40,811 (\$41,019 in 1990), but remains higher than the 2000 parishwide average of \$37,224. Of residents 25 years or older in and around Growth Center 7, approximately 88 percent (88%) have earned a high school diploma. This shows a slight decrease from 90 percent (90%) in 1990. Approximately 24 percent (24%) of area residents have earned a bachelor degree, which reflects a decrease from 46 percent (46%) in 1990.

For more information contact:

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