

Growth Centers

Growth scenarios represent alternative futures for the physical development and urban form of a community. The purpose of analyzing the growth scenarios is to evaluate impacts and requirements necessary to implement the master plan. A preferred growth scenario is one which reflects the desired future for the community. During the planning process for the City-Parish's comprehensive plan, known as the Horizon Plan, "in-fill and re-development" was established as the growth scenario from which strategies were identified to implement the Plan.

These strategies, known as Action Items, focus on activities to develop Growth Centers. Within the Land Use element of the Horizon Plan the following Action Items address Growth Centers:

- Action LU8.A:* Promote redevelopment and revitalization of targeted growth centers with Downtown as a major focal point.
- Action LU8.B:* Encourage retail and service establishments to locate in targeted Growth Centers.
- Action LU8.C:* Governmental offices should be encouraged to locate in the downtown area.
- Action LU8.D:* Encourage new hotel development in the Downtown area.
- Action LU8.E:* Establish urban design guidelines for the targeted Growth Centers.
- Action LU8.F:* Implement the Baton Rouge 2000 Update, Riverfront Development Plan, and Fourth Street Master Plan.

Growth Centers

The intent of the Horizon Plan Preferred Growth Scenario is to focus development into regional and community Growth Centers which include a mix of activities for people to live, work, and play. The scale of a growth center signifies the relative size of the area and population served by the commercial and employment activities. Growth Centers are delineated to parcel boundaries on the current "2010 Land Use Plan" (scaled at one inch is equal to 400 feet). These centers often have their own identity and sense of place. Through a community planning effort,

unique character of the areas can be reinforced through the use of unifying urban design and development controls for signage, landscaping, and other elements which will enhance the visual quality and economic vitality of the centers.

Each of the Growth Centers can emulate the sense of place with their own urban design guidelines. Growth Centers located adjacent to communities or neighborhoods such as Central, Scotlandville or the Garden District provide an area for commercial, office and retail uses to support the single family neighborhoods.

Regional Growth Centers

Regional Growth Centers include regional shopping centers, institutions, high density office and residential complexes, medical centers, and other major activities serving both the City-Parish and adjacent parishes. There are no height limitations in the Regional Growth Centers. These mixed use centers will support the regional area for retail and service needs and will serve as locations for potential employment.



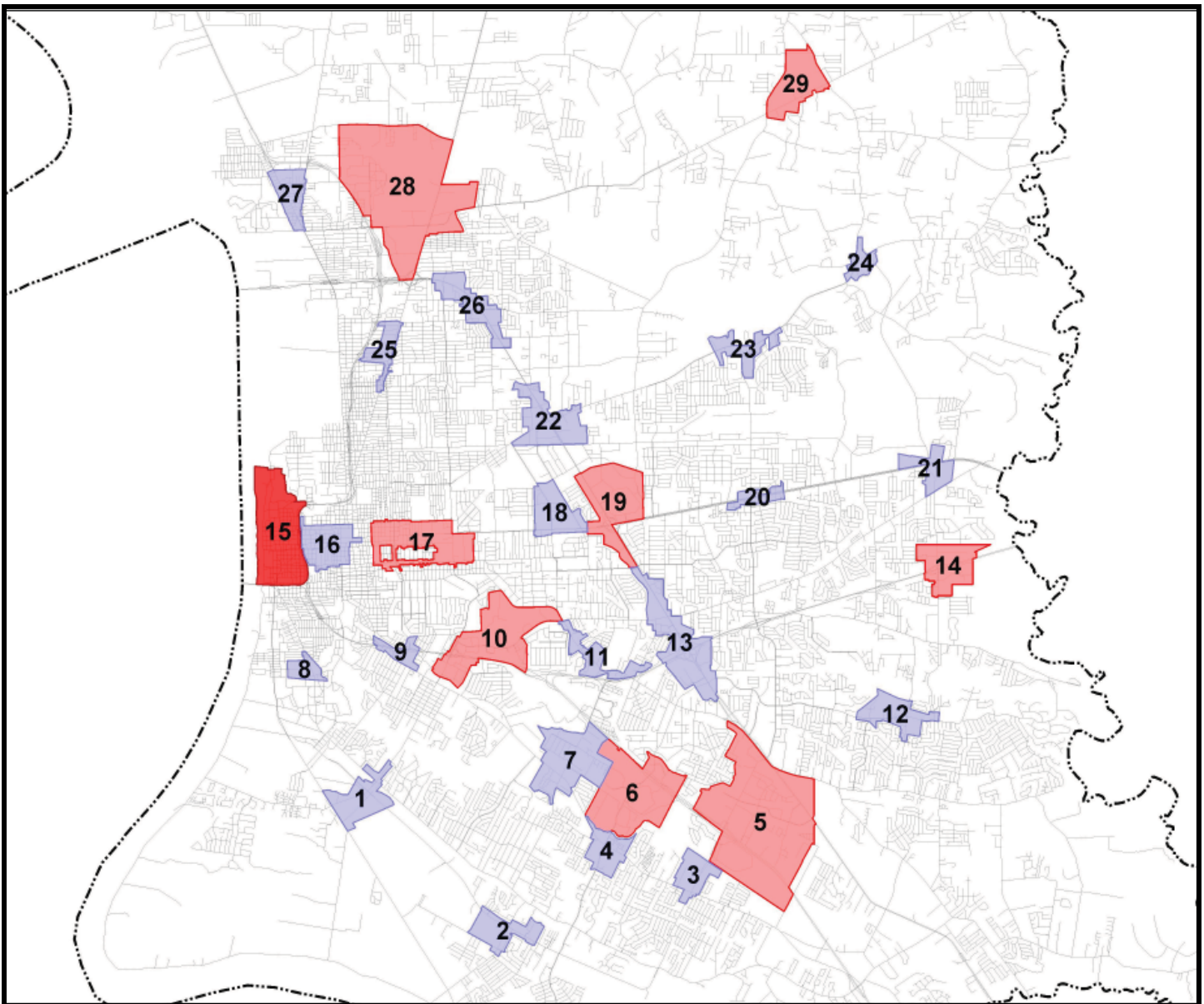
For example, downtown Baton Rouge is the center for governmental activities, major financial institutions, cultural and entertainment activities, and community events. It has been identified as the Major Regional Growth Center for Baton Rouge. Through creative design and incentives increased commercial, office and residential activity can be encouraged. Public amenities such as the development of the riverfront area, coupled with an intensive effort to bring the focus of the community to Downtown will promote a lively and healthy area.

Community Growth Centers



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.

For example, a Community Center located at Burbank and Gardere provides an area for retail and service establishments to serve the adjacent neighborhoods.



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|----|----------------|--|----|-----------|--|
| 1 | Community | Highland Road and Burbank Drive at Lee Drive | 22 | Community | Airline Highway at Greenwell Springs Road |
| 2 | Community | Burbank Drive at Gardere Lane | 23 | Community | Greenwell Springs Road at Sherwood Forest Boulevard |
| 3 | Community | Perkins Road at Siegen Lane | 24 | Community | Greenwell Springs Road at Sullivan Road |
| 4 | Community | Perkins Road at Bluebonnet Boulevard | 25 | Community | Plank Road at Evangeline Street |
| 5 | Regional | Interstate 10 at Siegen Lane | 26 | Community | Airline Highway at Greenwell Street |
| 6 | Regional | Interstate 10 at Bluebonnet Boulevard | 27 | Community | Samuels Road at Baker Highway |
| 7 | Regional | Essen Lane and Staring Lane at Perkins Road | 28 | Regional | Harding Boulevard, Hooper Road, and Blount Road at Interstate 110 and Plank Road |
| 8 | Community | Highland Road at State Street | 29 | Regional | Hooper Road and Joor Road at Sullivan Road |
| 9 | Community | Acadian Thruway at Perkins Road | | | |
| 10 | Regional | College Drive, Corporate Boulevard, Jefferson Highway | | | |
| 11 | Community | Old Hammond Highway and Jefferson Highway at Interstate 12 | | | |
| 12 | Community | Coursey Boulevard at Jones Creek Road | | | |
| 13 | Community | Airline Highway at Old Hammond Highway | | | |
| 14 | Regional | Interstate 12 at O'Neal Lane | | | |
| 15 | Major Regional | Downtown Development District | | | |
| 16 | Community | Florida Street, North Street, and Government Street at the Kansas City Southern Railroad | | | |
| 17 | Regional | Florida Boulevard and Government Street at Acadian Thruway | | | |
| 18 | Community | Florida Boulevard at Lobdell Boulevard | | | |
| 19 | Regional | Airline Highway at Florida Boulevard | | | |
| 20 | Community | Florida Boulevard at Sherwood Forest Boulevard | | | |
| 21 | Community | Florida Boulevard at O'Neal Lane | | | |

For more information contact:

City-Parish Planning Commission
1755 Florida Street, Third Floor
P.O. Box 1471
Baton Rouge, LA 70821
Telephone: (225) 389-3144 Fax: (225) 389-5342
Office Hours: 8 a.m.—5 p.m. M-F
Email: planning@brgov.com
Web page: <http://www.brgov.com/dept/planning>