



GROWTH CENTER 1

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

GROWTH CENTER 1

TRANSPORTATION

Location

Growth Center 1 is a Community Growth Center located at the junction of Planning Districts 13, 14, and 16. Two major roads in the Growth Center are the intersections of Burbank Drive with West Lee Drive, and Highland Road with Lee Drive.

Transportation Character

The transportation corridors in the Growth Center are busy main roads with no pedestrian amenities. A bike path connection to LSU is available on the south side of Nicholson Drive. The city bus line runs along Highland Road with sheltered bus stop benches.

LAND USE

Existing Land Use

The existing land use in the Growth Center is a mix of Medium Density Residential, Commercial, Vacant and Office. Commercial and Medium Density Residential are concentrated at the intersection of West Lee Drive and Nicholson Drive. Vacant land is located on the north and south of West Lee Drive. Commercial is present again at the intersections of Burbank Drive and Highland Road with Lee Drive.

Horizon Land Use

The Horizon land use in Growth Center 1 includes Planned Unit Development (PUD), Light Commercial, and High Density Residential. A large PUD is located north and south of West Lee Drive between Burbank Drive and Nicholson Drive. Light Commercial and High Density Residential is concentrated at the intersection of West Lee Drive and Nicholson Drive. Light Commercial is also present at the intersections of Burbank Drive and Highland Road with Lee Drive.

Existing Zoning

The existing zoning in the Growth Center is a mix of C1 (Light Commercial), C2 (Heavy Commercial), PUD (Planned Unit Development), and CAB1 (Commercial Alcoholic Beverage).

ENVIRONMENT

Water Associations

Bayou Fountain and Elbow Bayou are located in the Growth Center.

Open Space

There are large sections of open pastures and wooded areas located along West Lee Drive.

Edge Definition

The boundary of the Growth Center in the North is Bayou Duplantier. The southern boundary is Nicholson Drive. The east is bounded by single family residential and bottomland hardwood forest. On the west is single and multi-family residential, and bottomland hardwood forest.

DESIGN

Landscape Character

There are planter medians along Burbank Drive and available right-of-way areas. Many parking lots are treeless and unshaded. There are sunny, open segments of Highland Road and ample nighttime lighting.

Architectural Character

Plantation style commercial with columns and hipped roofs are present in the Growth Center along Highland Road and Lee Drive. Contemporary commercial buildings are present along Burbank and Lee Drive. There are varied building setbacks along the streets.

Signage Character

Billboards and multiple signs are present in the Growth Center.

Unique Features

A unique feature of Growth Center 1 is Historic Highland Road which bisects the Growth Center. Plantation style architecture and the whimsical style of Noah's pet store are present along Highland Road. A water tower is located in the Growth Center at the intersection of Highland Road and Ben Hur Road.



DEMOGRAPHIC INFORMATION

The demographic characteristics of Growth Center 1 are unique because of its close proximity to LSU. The median age in the area is 23.9 years- 7.5 years younger than the median age for East Baton Rouge Parish. Racial composition in the area is approximately 86.2 percent white, 5.2 percent African American and 5.2 percent Asian.

The average household income, \$23,414, is considerably lower than the parishwide average of \$37,224. Nearly 94 percent of residents 25 years or older in and around this growth center have earned a high school diploma. At a rate of 66 percent, this area has over double the parishwide percentage of residents, age 25 or older, who have earned a bachelor's degree.

For more information contact:

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