



# GROWTH CENTER 5

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

## GROWTH CENTER 5

### TRANSPORTATION

#### Location

Growth Center 5 is a Regional Growth Center located in Planning District 16 and includes the intersections of Siegen Lane with North Mall Drive, Interstate 10, Industriplex Boulevard, and Airline Highway. Growth Center 5 immediately adjoins Growth Center 3, a Community Growth Center.

#### Transportation Character

Siegen Lane, Industriplex Boulevard and Airline Highway are designated as major streets in the Growth Center. There are minimal pedestrian amenities and no bike path connections in the Growth Center. The Growth Center has no delineated crosswalks and no pedestrian traffic signals. There are random sidewalks along Siegen Lane and Exchequer Drive. There are uncovered bus stops along Siegen Lane. Capital Transportation Corporation Route 57-Sherwood/Siegen serves the Growth Center.

### LAND USE

#### Existing Land Use

The existing land use in Growth Center 5 is a mix of Vacant; Commercial; Industrial; Office; Recreation; Transportation, Communication, and Utilities; Low, Medium and High Density Residential.

#### Horizon Land Use

The Horizon Plan Land Use for Growth Center 5 is a mix of Heavy Commercial, Industrial, Commercial Warehousing, Recreation, Light Commercial, Public/Semi-Public, Medium Density Residential, and Low Density Residential.

#### Existing Zoning

The existing zoning in Growth Center 5 is a mix of C2 (Heavy Commercial), CAB1 (Commercial Alcoholic Beverage2), HC1 (Heavy Commercial), M1 (Light Industrial), A1 (Low Density Residential), Rural, B (Transition), HC2 (Heavy Commercial), C1 (Light Commercial), LC3 (Light Commercial 3), CAB2 (Commercial Alcoholic Beverage 3), and CW (Commercial Warehousing).

### ENVIRONMENT

#### Water Associations

Ward's Creek is the southern boundary of the Growth Center. Claycut Bayou also runs through the northern section of Growth Center 5.

#### Open Space

Growth Center 5 has some open space along Reiger Road south of Industriplex Boulevard.

#### Edge Definition

The northern boundary of the Growth Center is Airline Highway and Old Jefferson Highway. The southern boundary is Ward's Creek and the Railroad tracks. The eastern boundary is undeveloped land and single family residential. The western boundary is single and multi-family residential and St. George school.

### DESIGN

#### Architectural Character

There is highway commercial and generic chain commercial architecture along Airline Highway and Siegen Lane. Metal siding or concrete block with brick or stucco accents are used for most of the service industrial core.

#### Landscape Character

The North Mall Drive entrance features extensive landscape plantings. Minimally landscaped parking lots dominate the Growth Center. The median of Industriplex Boulevard contains mature shade trees. There is minimal landscaping throughout the service industrial core and along main roads. The Interstate 10 interchange includes designed landscape plantings.

#### Signage Character

There are billboards, temporary sign and permanent signs in Growth Center 5. The heaviest concentration is along Siegen Lane and Airline Highway.

#### Unique Features

Unique features of Growth Center 5 include the architecture of Olive Garden restaurant and Jim's Firearms along Siegen Lane.



## DEMOGRAPHIC INFORMATION

According to Census 2000, the racial composition of Growth Center 5 is approximately 77 percent (77%) white, 19 percent (19%) African American and three percent (3%) Asian. This differs from 1990 figures, which show a population comprised of 87 percent (87%) white, 10 percent (10%) African American and two percent (2%) Asian.

The median household income, \$49,581 (\$37,295 in 1990), is considerably higher than the 2000 parishwide average of \$37,224. Approximately 93 percent (93%) of residents 25 years or older in and around this growth center have earned a high school diploma. This differs slightly from 91 percent (91%) in 1990. Approximately 38 percent (38%) of area residents have earned a bachelor degree, which reflects an increase from 35 percent (35%) in 1990.

For more information contact:

### BATON ROUGE CITY-PARISH PLANNING COMMISSION

1755 Florida Boulevard, Third Floor  
Baton Rouge, LA 70802  
225-389-3144  
Fax: 225-389-5342

webpage:  
[www.brgov.com/dept/planning/](http://www.brgov.com/dept/planning/)

email:  
[planning@brgov.com](mailto:planning@brgov.com)

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