



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 5 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 5.

## **TRANSPORTATION**

### **Public Transportation**

The Capital Transportation Corporation (CTC) operates public bus routes throughout areas of the City/Parish. A CTC bus route does run through Growth Center 5. Route 57- Sherwood/ Siegen serves the Growth Center.

### **Bicycle/Pedestrian Amenities**

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. The City-Parish Bicycle/Pedestrian Plan features prioritized bike routes along Siegen Lane, Industriplex Boulevard, Airline Highway, Old Jefferson Highway and Pecue Lane.

### **Major Street Plan**

The Major Street Plan for Growth Center 5 specifies roadway lanes, pavement width and right-of-way standards for all Major Streets in the Growth Center. According to the Major Street Plan, Growth Center 5 contains streets that are included in the Major Street Plan- Siegen Lane, Industriplex Boulevard, Airline Highway, Old Jefferson Highway and Pecue Lane. Siegen Lane, Industriplex Boulevard and Old Jefferson Highway are classified as completed or programmed. Airline Highway and Pecue Lane are classified on the Major Street Plan as additional pavement and/or right-of-way required.

### **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 5 Current Capital Improvement Projects**

<b>Program</b>	<b>Year</b>	<b>Improvement Type</b>	<b>Status</b>
Exchequer Drive	2003-2007	Intersection/Interchange	Under Construction
I-10 Frontage Roads- Bluebonnet Boulevard to Siegen Lane	2003-2007	New Road	Designed; Acquiring R/W

## LAND USE

### Horizon Plan Land Use Categories

#### *Residential Estate/ Agriculture*

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*

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

*Public/Semi-Public*

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

*Transportation, Communication and Utilities*

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

*Recreation*

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

*Planned Unit Development*

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 Vacant; Commercial; Industrial; Office; Recreation; Transportation, Communication, and Utilities; Low, Medium and High Density Residential; and Agriculture.

The current (2003) approximate percentages of existing land use in Growth Center 5 are as follows:

<b>Existing Land Use</b>	<b>Estimated percentage of existing land use</b>
Vacant	40%
Commercial	35%
Low Density Residential	5%
Industrial	4%
High Density Residential	4%
Medium Density Residential	3%
Public/ Semi-Public	3%
Agriculture	2%
Vacant Building	2%
Office	2%
Recreation	1%
Transportation, Communication and Utilities	1%
Total	100%

## Zoning

The existing zoning is a mix of C2 (Heavy Commercial), CAB1 (Commercial Alcoholic Beverage), HC1 (Heavy Commercial), M1 (Light Industrial), A1 (Low Density Residential), Rural, HC2 (Heavy Commercial), C1 (Light Commercial), LC3 (Light Commercial 3), CAB2 (Commercial Alcoholic Beverage), and A2 (Single Family Residential)

There have been 13 requests for rezoning in Growth Center 5 since 1998. Seven (7) of the requests for rezoning were from Rural to LC3 (Light Commercial), HC1 (Heavy Commercial), HC2 (Heavy Commercial), M1 (Light Industrial), M2 (Heavy Commercial), or C1 (Light Commercial). Three (3) of the rezoning requests were from C2 (Heavy Commercial) to M1 (Light Industrial), C-AB-1 (Commercial Alcoholic Beverage- Restaurant), or C-AB-2 (Commercial Alcoholic Beverage- Bars and lounges). One (1) request for rezoning was from M1 (Light Industrial) to Rural. Finally, there was one (1) rezoning request from A1 (Single Family Residential) to C2 (Heavy Commercial). Of the 13 requests for rezoning since 1998, 12 were approved and one (1) was denied.

From 1992-1997, there were 47 requests for rezoning. 46 were approved and one (1) denied.

The current (2003) approximate percentages of Zoning in Growth Center 5 are as follows:

<b>Zoning</b>	<b>Estimated percentage of existing zoning</b>
C2 (Heavy Commercial)	43%
Rural	25%
M1 (Light industrial)	22%
HC2 (Heavy Commercial)	4%
HC1 (Heavy Commercial)	2%
A2 (Single Family Residential)	2%
C1 (Light Commercial)	1%
C-AB-1 (Commercial Alcoholic Beverage- Restaurant)	>1%
C-AB-2 (Commercial Alcoholic Beverage- Bars and lounges)	>1%
LC3 (Light Commercial)	>1%
A1 (Single Family Residential)	>1%
Total	100%

## Horizon Plan

The Horizon land uses in Growth Center 5 are Heavy Commercial, Industrial, Commercial Warehousing, Recreation, Light Commercial, High Density Residential, Medium Density Residential, and Low Density Residential.

The current (2003) Horizon Plan land use in Growth Center 5, is as follows:

<b>Horizon Plan Land Use</b>	<b>Estimated percentage of Horizon Plan Land Use</b>
Heavy Commercial	45%
Industrial	40%
Light Commercial	4%
Low Density Residential	4%
Commercial Warehousing	3%
High Density Residential	2%
Medium Density Residential	1%
Recreation	1%
Total	100%

## **ENVIRONMENT**

### **Conservation Areas**

The Horizon Plan identifies potential Conservation Areas for the Parish as areas generally associated with bottomland hardwood forests, upland or flatland forests and areas of frequent flooding within the 100-year flood plain. There are no Conservation Areas in the Growth Center.

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

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

## **DESIGN**

### **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.

### **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.

### **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.

## DEMOGRAPHICS

<b>Growth Center 5 Demographic Information Census Tracts (Block Groups):</b>		
	<b>1990</b>	<b>2000</b>
<b>Population</b>		
Population by Race	100%	100%
White	87%	79%
Black	10%	19%
Other	2%	3%
Median Family Income	\$37,295	\$49, 581
<b>Educational Attainment</b> Those 25 years and older		
High School	91%	93%
Bachelor Degree	35%	38%
<b>Housing Units</b>		
Total	9,650	11,777
Owner-Occupied	50%	55%
Not Owner-Occupied	50%	45%
Median Value Owner Occupied Unit	\$81,350	\$128,021
Mean Travel Time to Work	20 minutes	21 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).