



GROWTH CENTER 10

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

GROWTH CENTER 10

TRANSPORTATION

Location

Growth Center 10 is a Regional Growth Center located in Planning Districts 14 and 9. Growth Center 10 includes the intersections of College Drive with Bennington Avenue, Interstate 10 and Corporate Boulevard, and the intersections of Corporate Boulevard with Energy Drive and Jefferson Highway. Growth Center 10 adjoins Growth Center 11.

Transportation Character

College Drive, Corporate Boulevard and Jefferson Highway are designated major streets within the Growth Center. There are connected sidewalks within the Growth Center. There are presently no bike path connections. Capital Transportation Corporation Bus Route 3- Goodwood and Route 5- College serve the Growth Center.

LAND USE

Existing Land Use

The existing land use is a mix of Commercial, Office, Public/Semi Public, High Density Residential, Medium Density Residential, Low Density Residential, Agriculture and Vacant.

Horizon Land Use

The Horizon Land Use is a mix of Heavy Commercial; Light Commercial; Neighborhood Commercial; General Office; Neighborhood Office; High Density Residential; Medium Density Residential; Low Density Residential; Public/Semi Public; Industrial; Transportation, Communication and Utilities; Recreation; and Planned Unit Development.

Existing Zoning

The existing zoning is a mix of C2 (Heavy Commercial), C1 (Light Commercial), C-AB-1 (Commercial Alcoholic Beverage-Restaurant), C-AB-2 (Commercial Alcoholic Beverage-Bars & lounges), A4 (General Residential), A3.1 (Limited Residential), A1 (Single Family Residential), PUD (Planned Unit Development) and SPUD (Small Planned Unit Development).

ENVIRONMENT

Water Associations

Dawson Creek, Ward's Creek, and Bocage Canal are located in the Growth Center.

Open Space

Open space is located in the Growth Center along Corporate Boulevard and Jefferson Highway.

Edge Definition

The northern boundary is Jefferson Highway. The western boundary is single family residential. The southern boundary is Interstate 10 and Dawson Creek. The eastern boundary is single family residential.

DESIGN

Architectural Character

Growth Center 10 has a mixture of architectural qualities. Setbacks vary throughout the Growth Center. Corporate Boulevard features commercial shopping centers with similar setbacks, buried utilities, and architectural styles.

Landscape Character

Landscaping is minimal along College Drive. Corporate Boulevard features landscaped parking areas and a landscaped median.

Signage Character

Signs are prevalent throughout the Growth Center. Billboards are concentrated near Interstate 10. Corporate Boulevard features uniformity with signage including monument signs.

Unique Features

Unique features in Growth Center 10 include the Marriot Hotel, the Center for Advanced Microstructures and Devices, and Live Oak Arabians.



DEMOGRAPHIC INFORMATION

According to Census 2000, the racial composition of Growth Center 10 is approximately 59 percent white, 39 percent African American and less than two (2) percent Asian. This differs slightly from 1990 figures, which show a population comprised of 72 percent white, 27 percent African American and less than one (1) percent Asian.

The median household income in and around Growth Center 9 is \$38,684 (\$55,273 in 1990), which is higher than the 2000 parishwide average of \$37,224.

Approximately 68 percent (93 percent in 1990) of residents 25 years or older in and around this growth center have earned a high school diploma. Approximately 50 percent (62 percent in 1990) of area residents have earned a bachelor degree.

For more information contact:

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