



GROWTH CENTER 15

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

GROWTH CENTER 15

TRANSPORTATION

Location

Growth Center 15 is located in Planning District 8 and includes the Downtown Development District. Growth Center 15 is the Major Regional Growth Center for Baton Rouge.

Transportation Character

St. Charles, St. Phillip, St. Ferdinand, St. Louis, Spanish Town Road, North Street, Main Street, Laurel Street, Florida Street, Convention Street, North Boulevard, Government Street, River Road, Lafayette Street, Fourth Street, and Fifth Street are designated as major streets in Growth Center 15. Capital Area Transit System Route 9- Thomas Delpit, Route 14- Downtown, and Route 16- Capitol Park Trolley serve Growth Center 15. There are connected sidewalks throughout the area. Intersections have delineated crosswalks and pedestrian traffic signals.

LAND USE

Existing Land Use

The existing land use is a mix of commercial, office, public/semi-public, recreation, multi-family residential, and single family residential.

Horizon Land Use

The Horizon Land Use is a mix of Public/ Semi-Public, Heavy Commercial, Light Commercial, General Office, Neighborhood Office, Recreation, High Density Residential, Medium Density Residential, and Industrial.

Existing Zoning

The existing zoning is a mix of C5 (Business District), CG (Commercial Gaming), C2 (Heavy Commercial), C1 (Light Commercial), C-AB-1 (Commercial Alcoholic Beverage-Restaurant), B1 (Transition), A5 (High Rise Apartment), A4 (General Residential), GU (Government Use) and M2 (Heavy Industrial).

ENVIRONMENT

Water Associations

The Mississippi River is the western boundary of Growth Center 15. Capitol Lake is the northern boundary of Growth Center 15.

Open Space

Growth Center 15 has open space along the Mississippi River.

Edge Definition

The western boundary of Growth Center 15 is the Mississippi River. The southern boundary of the Growth Center is South Boulevard. The eastern boundary is Interstate 110. The northern boundary is Capitol Lake.

DESIGN

Architectural Character

Growth Center 15 includes a mix of historic and modern architectural styles. Spanish Town and Beauregard Town are listed on the National Register of Historic Places.

Landscape Character

Expansive, unlandscaped, surface parking lots occupy much of the Central Business District. Park-like settings are located along North Boulevard, Riverfront Plaza, and the State Capitol. Beauregard Town and Spanish Town feature mature trees.

Signage Character

Private business and office signs in Growth Center 15 are predominately wall mounted signs. Street signs and directional signs vary in materials, type and size.

Unique Features

The State Capitol Complex, River Center, Shaw Center for the Arts, Louisiana Art and Science Museum, Old State Capitol, and Third Street are unique features in Growth Center 15.



DEMOGRAPHIC INFORMATION

According to Census 2000, the racial composition of Growth Center 15 is approximately 68 percent (68%) white, 29 percent (29%) African American and one percent (1%) Asian. This differs from 1990 figures, which show a population comprised of 57 percent (57%) white, 40 percent (40%) African American and one percent (1%) Asian.

The median household income in and around Growth Center 15 is \$25,944 (\$14,400 in 1990), which is lower than the 2000 parish wide average of \$37,224. Approximately 86 percent (76 percent in 1990) of residents 25 years or older in and around Growth Center 15 have earned a high school diploma. Approximately 69 percent (30 percent in 1990) of area residents have earned a bachelor degree.

For more information contact:

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