



GROWTH CENTER 19

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

GROWTH CENTER 19

TRANSPORTATION

Location

Growth Center 19 is located in Planning District 10 and 11 at the intersections of Florida Boulevard with Airline Highway and Oak Villa Boulevard. Growth Center 19 is a Regional Growth Center.

Transportation Character

Florida Boulevard, Airline Highway, Tom Drive, Oak Villa Boulevard and Goodwood Boulevard are included on the Major Street Plan. Florida Boulevard, Oak Villa Boulevard and Goodwood Boulevard are classified as completed or programmed. Airline Highway and Tom Drive are classified as additional pavement and/or right-of-way required.

The Capital Area Transit System Route 3- Goodwood, Route 44- Florida, and Route 54- Airline serve Growth Center 19.

Florida Boulevard, Airline Highway, Florline Boulevard, Oak Villa Boulevard, Cortana Place, Tom Drive, Airway Drive, Goodwood Boulevard, and Connells Village Lane are included on the Baton Rouge Bike Map.

LAND USE

Existing Land Use

The existing land use is a mix of Commercial; Public/Semi-Public; Transportation, Communications and Utilities; High Density Residential; Low Density Residential; and Vacant.

Horizon Land Use

The Horizon Plan Land Use for Growth Center 19 includes Light Commercial, Heavy Commercial, and Public/Semi-Public.

Existing Zoning

The existing zoning is a mix of C2 (Heavy Commercial), C-AB-1 (Commercial Alcoholic Beverage One- Restaurant), C-AB-2 (Commercial Alcoholic Beverage Two- Bars and Lounges), LC3 (Light Commercial Three), and M1 (Light Industrial).

ENVIRONMENT

Water Associations

Jones Creek is the northern boundary is the Growth Center. North Branch Wards Creek is the south-west boundary of the Growth Center.

Open Space

There are large vacant lots in the Growth Center north of the Mall at Cortana. The large cloverleaf intersection of Airline Highway and Florida Boulevard is also a large open space in Growth Center 19.

Edge Definition

The northern boundary of the Growth Center is primarily commercial. The western boundary of Growth Center 19 north of Florida Boulevard is primarily single family residential. The western boundary of Growth Center 19 south of Florida Boulevard is primarily office. The eastern boundary of the Growth Center is primarily single family residential.

DESIGN

Architectural Character

Growth Center 19 includes the Mall at Cortana and other heavy commercial uses. The Growth Center includes large scale commercial buildings with varying building materials.

Landscape Character

Growth Center 19 includes large parking areas with minimal landscaping. Sections of the Airline Highway and Florida Boulevard medians include landscaping. The intersection of Airline Highway and Florida Boulevard is lined with trees, and designed as a floodplain for drainage.

Signage Character

Signage throughout the Growth Center is inconsistent. There are numerous temporary signs and off-premise sign in the Growth Center.

Unique Features

The Mall at Cortana and Woman's Hospital are unique features in Growth Center 19.



DEMOGRAPHIC INFORMATION

According to the latest U.S. Census (2000), the racial composition of Growth Center 19 is approximately 79 percent (79%) white, 16 percent (16%) African American and three percent (3%) Asian. This differs from 1990 figures, which show a population comprised of 93 percent (93%) white, five percent (5%) African American and one percent (1%) Asian.

The median household income in and around Growth Center 19 is \$44,816 (\$29,532 in 1990), which is significantly higher than the 2000 parish wide average of \$37,224. Approximately 89 percent (87 percent in 1990) of residents 25 years or older in and around Growth Center 19 have earned a high school diploma. Approximately 35 percent (36 percent in 1990) of area residents have earned a bachelors degree.

For more information contact:

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