



GROWTH CENTER 6

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

GROWTH CENTER 6

TRANSPORTATION

Location

Growth Center 6 is a Regional Growth Center located in Planning Districts 14 & 16. The Growth Center includes the intersections of Bluebonnet Boulevard with Interstate 10, Picardy Avenue, and Anselmo Lane. Growth Center 6 immediately adjoins Growth Center 4, which is a Community Growth Center.

Transportation Character

Bluebonnet Boulevard, Picardy Avenue and Summa Avenue are major streets in the area. The pedestrian amenities are isolated and the bus stops are unsheltered. There is a vehicular bridge connecting the Mall of Louisiana with other retail outlets across Ward's Creek. There are no bike path connections in the Growth Center. The Capital Transportation Corporation Route 17-Bluebonnet busline services the Growth Center.

LAND USE

Existing Land Use

The existing land use for Growth Center 6 includes a mixture of Vacant; Commercial; Recreation; Public/Semi-public; Transportation, Communication, and Utilities; Low, Medium, and High Density Residential; and Commercial Warehousing.

Horizon Land Use

The Horizon Plan land use for Growth Center 6 includes a mixture of General Office, Heavy Commercial, Low Density Residential, Medium Density Residential, Commercial Warehousing, and Planned Unit Development land use.

Existing Zoning

The existing zoning in Growth Center 6 includes a mixture of C2 (Heavy Commercial), C-AB-1 (Commercial Alcoholic Beverage- restaurant), C1 (Light Commercial), A1 (Single Family Residential), A3.1 (Limited Residential), B1 (Transition), B (Off Street Parking), C-AB-2 (Commercial Alcoholic Beverage- bars and lounges), and HC2 (Heavy Commercial).

ENVIRONMENT

Water Associations

Dawson Creek is the southern boundary of Growth Center 6. Ward's Creek is located inside the Growth Center near the eastern boundary.

Open Space

There are forested areas along Dawson Creek, Ward's Creek, and to the east of the Mall of Louisiana.

Edge Definition

The northern boundary of the Growth Center is Low Density Residential. The southern boundary is Dawson Creek and the Kansas City Southern Railroad tracks. The eastern boundary is Low Density Residential. The western boundary is a mixture of high, medium, and low density residential.

DESIGN

Architectural Character

There is a stucco Spanish influence to the area north of Interstate 10. In the northwest area, there are postmodern Georgian style medical buildings and colored brick. The Mall of Louisiana and surrounding outparcels have an individual, large-scale character that dominates the center of the Growth Center.

Landscape Character

The roads generally have wide right-of-ways for landscape plantings. North of the interstate there is bottomland hardwood forest near the medical buildings. There are planter medians along Bluebonnet Boulevard and Blue Cross Parkway.

Signage Character

The heaviest concentration of signage is on Bluebonnet Boulevard between the Kansas City Southern Railroad tracks and Interstate 10. Billboards, temporary signs, and variable-sized permanent signs are located throughout the Growth Center.

Unique Features

The Mall of Louisiana, Jimmy Swaggart Ministries and the Baton Rouge Advocate's main distribution center are located in the Growth Center.



DEMOGRAPHIC INFORMATION

According to Census 2000, the racial composition of Growth Center 6 is approximately 78 percent (78%) white, 19 percent African American (19%) and 2 percent (2%) Asian. This differs from 1990 figures, which show a population comprised of 84 percent (86%) white, 14 percent (14%) African American and 1 percent (1%) Asian.

The median household income, \$46,463 (\$37,837 in 1990), is considerably higher than the 2000 parishwide average of \$37,224. Of residents 25 years or older in and around Growth Center 6, approximately 92 percent (92%) have earned a high school diploma. This shows no change since 1990. Approximately 44 percent (44%) of area residents have earned a bachelor's degree, which reflects an increase from 40 percent (40%) in 1990.

For more information contact:

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