



GROWTH CENTER 13

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

GROWTH CENTER 13

TRANSPORTATION

Location

Growth Center 13 is located in Planning Districts 10, 11 & 14 and includes the intersections of Airline Highway with Goodwood Boulevard, Interstate 12, Old Hammond Highway and Coursey Boulevard. Growth Center 13 is a Community Growth Center.

Transportation Character

Goodwood Boulevard, Old Hammond Highway, Airline Highway, Bluebonnet Boulevard, and Coursey Boulevard are designated as major streets in Growth Center 13. The Growth Center has little or no pedestrian connections between businesses and residential. There are no sidewalks along Airline Highway. Capital Area Transit System Route 3 Goodwood Boulevard, and Route 54 Airline Highway service the Growth Center 13 area. Roadways included on the Baton Rouge Bike Map include Airline Highway, Goodwood Boulevard, Old Hammond Highway, Brookline Avenue, Interline Avenue, Partridge Avenue, Sam Rusing Drive, Bluebonnet Boulevard, and Coursey Boulevard.

LAND USE

Existing Land Use

The existing land use is a mix of Commercial, Office, High Density Residential, and Vacant.

Horizon Land Use

The Horizon Land Use is a mix of Heavy Commercial; Light Commercial; Neighborhood Office; High Density Residential; Transportation, Communications, and Utilities; and Industrial. The majority of the Airline Highway corridor is Heavy Commercial.

Existing Zoning

The existing zoning is a mix of C2 (Heavy Commercial), C-AB-1 (Commercial Alcoholic Beverage- restaurant), C-AB-2 (Commercial Alcoholic Beverage- bar), B1 (Transitional District), M1 (Light Industrial), and A1 (Single Family Residential).

ENVIRONMENT

Water Associations

North Branch Wards Creek is the western boundary of Growth Center 13.

Open Space

Open space is located at the Interstate 12 and Airline Highway interchange. There are also large vacant parcels on Professional Boulevard in the Growth Center.

Edge Definition

The edges of the Growth Center are predominately single family residential. Commercial uses continue north and south of Growth Center 13 along Airline Highway.

DESIGN

Architectural Character

Growth Center 13 has a mixture of architectural qualities. Setbacks vary throughout the Growth Center along Airline Highway. The major roads in the Growth Center have above ground unconsolidated utilities.

Landscape Character

Airline Highway has a large median with minimal landscaping. Goodwood Boulevard also has a landscaped median. Large developments have entrance landscaping with minimal landscaping in the parking areas.

Signage Character

Signs throughout Growth Center 13 vary in size, materials and design. There are numerous billboards, variable-sized permanent signs, and temporary signs. The heaviest concentration of signage is at the Airline Highway and Interstate 12 interchange.

Unique Features

A unique feature of the Growth Center is Urban Design Overlay District 2 located along Bluebonnet Boulevard from Airline Highway to Claycut Bayou.



DEMOGRAPHIC INFORMATION

According to Census 2000, the racial composition of Growth Center 13 is approximately 86 percent (86%) white, 10 percent (10%) African American and three percent (3%) Asian. This differs slightly from 1990 figures, which show a population comprised of 91 percent (91%) white, six percent (6%) African American and two percent (2%) Asian.

The median household income in and around Growth Center 13 is \$44,816 (\$27,219 in 1990), which is higher than the 2000 parishwide average of \$37,224. Approximately 92 percent (88 percent in 1990) of residents 25 years or older in and around Growth Center 13 have earned a high school diploma. Approximately 39 percent (31 percent in 1990) of area residents have earned a bachelor degree.

For more information contact:

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