

# CENTRAL

A COMMUNITY THAT CARES  
*CENTRAL, LOUISIANA*

November 26, 2007



Moore Planning Group, LLC  
LANDSCAPE ARCHITECTS • SITE PLANNERS

# Meeting Agenda

## City of Central, Louisiana VISION and GOALS

### **Meeting Overview:**

To present and receive comments and feedback on draft community vision, goals and objectives in the four areas of Education, Livability, Infrastructure, and Economic Development.

### **Introduction**

### **Planning Process Overview**

### **Presentation of Draft Community Goals and Objectives**

### **Conclusion**







**Welcome to the City of Central, Louisiana!**

Raise your right hand repeat after me:

- It is going to be hard
- It is going to be hard
- It is going to be hard.

Raise your left hand repeat after me:

- It is going to be really really good.



# MASTER PLAN APPROACH

## Four Essential Elements

- **Economic Development-** Business development environment, general commerce, job creation, generation of fiscal resources
- **Education-** Public and private schools, continuing education, and workforce training
- **Infrastructure-** Transportation, water, sewer, communications, etc...
- **Livability-** The things that make us care about our community, the reason we love our community- ease of living, beauty, cleanliness, safety, access to recreation, arts and cultural activities, community spirit and sense of place.
- Like in a recipe- Balance of Ingredients





# Vision

**Central** - A community that cares. A sustainable community based in faith, education, and diversity embracing a balance of Education, Economic Development, Infrastructure, and Livability opportunities for all citizens.



# Goals

## **Education Goal:**

The City of Central provides a combination of educators and education facilities that serve all residents using technology and innovative techniques for jobs not yet created.

## **Infrastructure Goal:**


The City of Central has pro-active sustainable infrastructure and maintains a high priority on safe, functional, and aesthetically designed facilities.

## **Livability Goal:**

The City of Central is a healthy, safe, and sustainable community that preserves and enhances natural character and has well designed and interconnected mixed-use village and neighborhood centers.

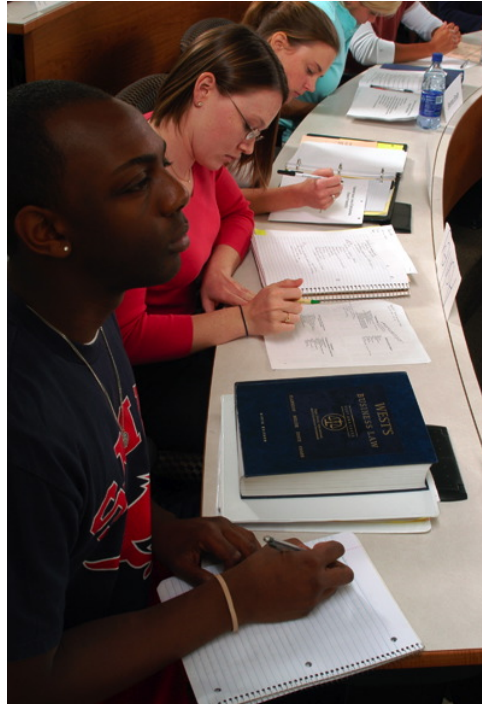
## **Economic Development Goal:**

The City of Central provides support for a wide range of economic opportunities, projects, programs, and policies within a diverse and sustainable employment base and high quality developments.



# Goal I : Education

The City of Central provides a combination of educators and education facilities that serve all residents using technology and innovative techniques for jobs not yet created.





## Community Perception

- ❖ The City of Central was established due to the overwhelming desire of the citizens, to create a community focused on providing first rate education.
- ❖ Citizens held the perception and concern that the school facilities were not being kept up to date and many buildings had outlived their useful lifespan.
- ❖ Community leaders recognize that schools are what attract people and business to a community and it is important for the community to have control over future investment into the education system.
- ❖ The location of new schools is an important decision in the community. The perception is that schools are not always built in areas convenient to the students they serve.



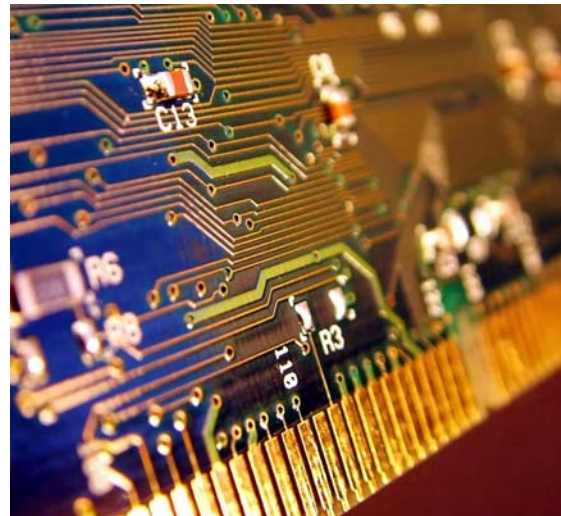
## Reality Response

- ❖ The school system is what attracted current residents to the area and prompted them to incorporate as a City.
- ❖ As the new City grows it is critical to provide a school system that continues to exceed state and national standards and provides the community with well educated citizens and leaders of the future.
- ❖ Future school facilities should be developed in a sustainable manner both as physical structures and in terms of where they are located in the community.



## Reality Response

- ❖ The City of Central and Central School District have the opportunity to make schools an integral part of village and neighborhood centers.
- ❖ The master plan provides an opportunity to develop education facilities that go beyond the 12th grade and to provide technology that will enable students to obtain jobs in fields that do not exist today.
- ❖ Dedication to next generation technology will enable the City to achieve it's unique vision.





## Objectives

- A.** The City, School Board, and business partners will provide a combination of educators and education facilities that serve all residents of the City.
- B.** The education system will foster work force development for jobs of today and tomorrow through the development and attraction of technology based employers and through partnerships with local and regional businesses
- C.** The Central education system and facilities will teach all levels of students about the environment and sustainable living practices.
- D.** Education facilities will promote the use of next-generation technology to educate students for future jobs.
- E.** Educators and community leaders will explore the opportunity to provide higher education opportunities in the City.

# THE INNOVATION FACTOR



## **EDUCATION** - Schools, Libraries, Programs, Remote Learning

Pre-K through 12 (Public and Private)

Community College

Vocational/Trade Schools

Universities/Advanced Degrees

Continuing Education

Workforce Training

Enrichment Education

## **INNOVATIONS:**

1. Seamless integration of learning between traditional schools and civic realm
2. Monitor / Publicize Test Scores
3. Building Entrepreneurship into secondary school program and physical plants
4. Turn Brainpower into Profit
5. Share Knowledge
6. Teacher Incentives
7. Health Care Alliance (K-16)



# Goal 2 : Infrastructure

The City of Central has pro-active sustainable infrastructure and maintains a high priority on safe, functional and aesthetically designed facilities.



## Community Perception

- ❖ Traffic was noted as a major concern in the community, especially gridlock during morning and afternoon rush hour. People living in Livingston Parish add to traffic congestion as they travel through Central to and from Baton Rouge.
- ❖ Residents are concerned about the environmental and social impacts of the proposed Baton Rouge Loop Road. A lack of transportation capacity and infrastructure will limit the city's ability to grow; in particular in the northern portions of the community.





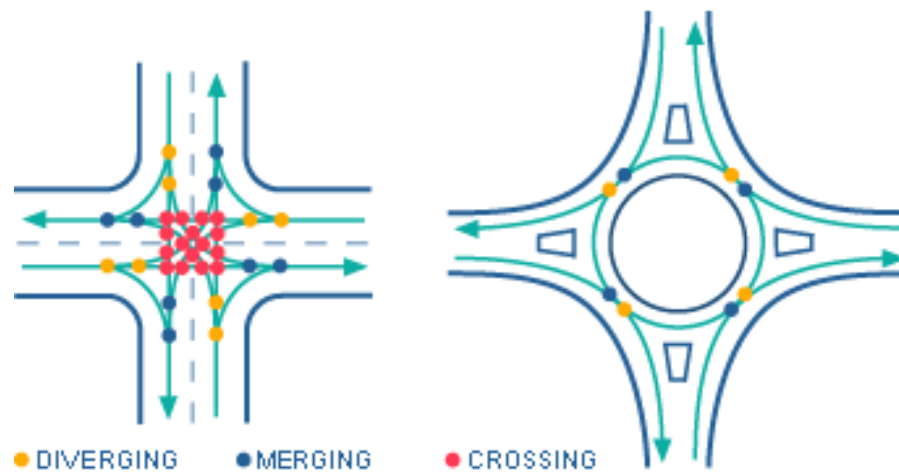
## Community Perception

- ❖ Residents are concerned about environmental problems due to potential failure or lack of maintenance of individual sewage treatment systems.
- ❖ Home Owners, Property Owners, and Business Owners believe that the storm drainage and flooding hazards have been reduced by the implementation of the Comite Diversion Canal.



## Reality Response

- ❖ It is important that the city develop infrastructure and transportation master plans to guide infrastructure expansion for current and future residents and businesses.
- ❖ These plans are also important tools for coordinating the construction of infrastructure in the city; such as installing sewer and water lines when roadway improvements are underway.





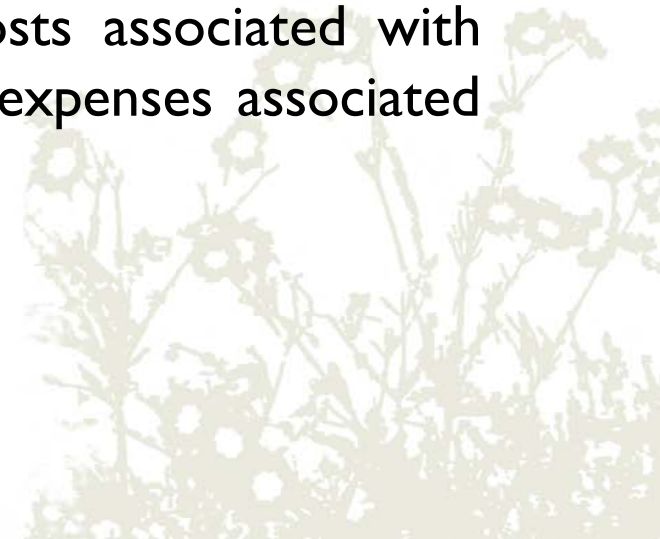
## Reality Response

- ❖ The City of Central has taken a pro-active stance related to the Baton Rouge Loop Road and will work closely with citizens of Central and regional neighbors to ensure that this roadway will have minimal impacts on residents and maximize economic opportunities.
- ❖ Future growth and infrastructure improvements must incorporate innovative sustainable technology to minimize cost and waste as well as provide a high degree of protection for the natural environment.



## Objectives

- A.** To develop a safe, multi-modal function transportation system that is designed in an aesthetically pleasing manner consistent with the vision of the city.
- B.** To develop an infrastructure master plan for the city that will guide policy and capital improvements and be coordinated with other capital investments in the community.
- C.** To develop infrastructure that is sustainable and is funded through enterprise programs.
- D.** To attain LEED Platinum standards for all City facilities for the lowest possible energy consumption and to minimize costs associated with maintaining the facilities in order to minimize the expenses associated with infrastructure expansion.



## Objectives

- E.** To maintain a high priority on public health, safety and welfare through reducing the number of private sewage treatment plants, ensuring proper application of floodplain zoning, and protecting natural drainage areas and reducing and amount of impervious surfaces in the community.
- F.** To embrace a local and regional approach to storm water and floodplain management working with local, Parish, and regional neighbors.
- G.** To develop a transportation master plan that guides developers and city projects so that commercial and residential areas are easily accessible and interconnected and include transportation forms that minimize or lower energy consumption such as trails, bikeways, and alternative transportation services.



## Objectives

- H.** To ensure that the location and design of the Baton Rouge “LOOP Road” has minimal negative impacts on the community and provides maximum economic opportunities for developing village and town centers and employment in the city.
- I.** To established an Infrastructure Action Team that provides grass roots input to the implementation of the plan.



# THE INNOVATION FACTOR

## INFRASTRUCTURE



### **Transportation**

Auto/Truck, Rail, Pedestrian, Bicycle, Mass Transit

### **Housing**

Owner, Rental, Workforce, Retirement

### **Drainage and Sewer**

Bio-swales

### **Water**

### **Energy/Utilities**

### **Communications**

Telephone, High Speed Internet, Satellite

## INNOVATIONS:

1. Driven by sewer system # 1
2. Densification of Community – cost to manage / replace
3. Clean water # 2

# Goal 3 : Livability

The City of Central is a healthy, safe, and sustainable community that preserves and enhances natural character and has well designed and interconnected mixed-use village and neighborhood centers.





## Community Perception

- ❖ The City of Central is blessed with natural beauty related to the Comite and Amite Rivers and abundant woodland and wetland areas. Residents recognize these important assets and voice concern that there is a lack of easy access to these features.
- ❖ There is no real “center” to Central.
- ❖ There is a lack of recreational and cultural activities for visitors.



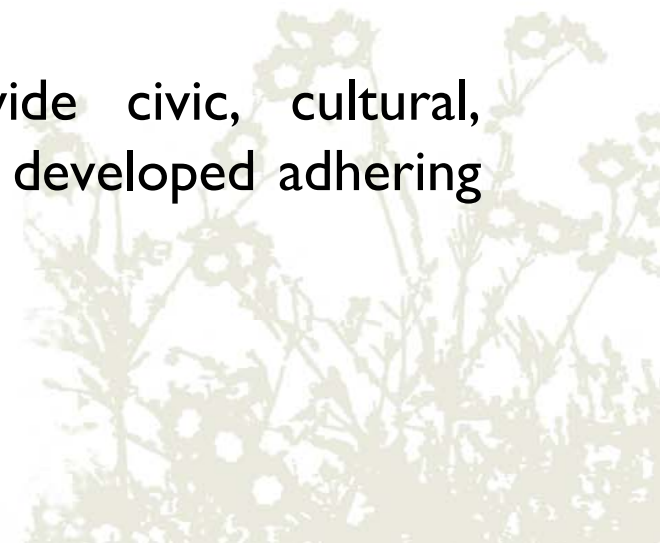
## Community Perception

- ❖ There is a lack of assisted and transitional housing for seniors in the community and a need for a regional medical center in the city.
- ❖ Faith was noted as an important part of the community. Some residents voiced a concern that as the community grows it will lose the moral fiber that exists now, and public safety could be threatened.



## Reality Response

- ❖ The natural beauty of the river corridors, woodlots and wetlands are an important element in the City of Central.
- ❖ As the city grows it will be important to protect natural open space areas that benefit the environment and the community through the establishment of conservation and preservation planning policies and through implementation ordinances and codes.
- ❖ Balancing the need for new development with natural area preservation will require concentrating mixed-use village and neighborhood centers in appropriate areas where transportation and infrastructure will support development.
- ❖ Village and neighborhood centers should provide civic, cultural, education, entertainment, business, and living areas developed adhering to Smart Growth Principles.





## Reality Response

- ❖ Linkages should be developed between these centers and natural and open space areas. Village and neighborhood centers would be the optimal location for regional medical services and transitional housing. This style development provides opportunities for all ages of the community to interact as neighbors.
- ❖ This scheme also links the urban to the rural by providing easy access to recreation and natural areas through multi-use trails.



## Objectives

- A.** To maintain a strong moral direction through faith-based interaction, and to provide public safety and community regulations that keep it safe, secure and protect property values.
- B.** To develop defined town, village, and neighborhood centers where civic, cultural, education, entertainment, business and living space are combined in a mixed-use setting.
- C.** To adopt ordinances defining and preserving open space.
- D.** To weave natural and recreation areas into urban centers through the development of multi-use trails.
- E.** To provide access to health care services for all segments of the population.



## Objectives

- F.** To offer a mixture of housing for senior citizens into the fabric of the village and neighborhood centers providing easy access to public amenities, health and other important services.
- G.** To provide a wide range of parks and recreation opportunities for residents and residents of the region.
- H.** To develop amenities that serve existing residents and attract visitors through an ecotourism program and cultural facilities.
- I.** To incorporate sustainable development practices in all civic endeavors and promote these practices as a model for the development of all property in the city.





## Objectives

- J.** To support the establishment of a non-profit organization whose mission is to identify and purchase scenic and environmentally sensitive parcels of land to remain public open space for perpetuity.
- K.** To establish a citizen-based Livability Action Team that provides grass roots input to city and business leaders about the implementation of this plan.



# THE INNOVATION FACTOR



## LIVABILITY

### Public Safety

Police, Fire, Emergency Preparedness

### Environment

Clean Air, Water, Land, Recycling, Garbage Disposal

### Open Space

### Parks and Recreation

### Land Use

### Health Care

Clinics, Hospitals, Emergency

### Cultural Amenities

Arts, History, Creativity

### Community Character

Functional and Aesthetic

### Convenience/Access

### Cost of Living

## INNOVATIONS:

1. Entertainment / Venues (Art / Leisure / Sports)
2. Crime (Monitor / Publicize Risk Index)
3. Positive / Purposeful Conversation (Apathy)
4. Baby Boom living
5. Monitor / Publicize Health Statistics (County)
6. Balance civic participation and leadership
7. Communicate Project, Program, and Policy updates
8. Link and leverage assets
9. Alternative Energy
10. Conservation Planning

# Goal 4 : Economic Development

The City of Central provides support for a wide range of economic opportunities, projects, programs, and policies within a diverse and sustainable employment base and high quality developments.





## Community Perception

- ❖ The City of Central is a bedroom community that lacks diversity in business.
- ❖ There is a need for additional service businesses such as restaurants and entertainment venues.
- ❖ There is a need to grow the economic base in a manner that will provide employment opportunities to residents.
- ❖ The community does not want heavy industrial business due to environmental concerns.
- ❖ The preference is to attract research, technology, medical and education service industries to the City.



## Reality Response

- ❖ River transportation, LSU, and State Government established the City of Baton Rouge as the major regional retail, service, and industrial employer.
- ❖ The synergy generated by these core industries enables Baton Rouge to attract other industries and will be a factor in the City of Central's efforts to develop an economic base.
- ❖ The City of Central has is a shared vision that will create a community that focuses on education, sustainability and high quality of life as a guiding principle for community development.



## Reality Response

- ❖ These factors become tools that the city can use to attract services and professional businesses to the city.
- ❖ The master plan should guide community efforts to retain/attract businesses that are consistent with the community's vision, goals and objectives as well as ensuring that businesses are appropriately located and designed within the city.





## Objectives

- A.** To create opportunities in medical and technology fields through the development of regional research and senior care facilities.
- B.** To utilize technology and vocational programs in the educational system to train residents for current and future employment within the community.
- C.** To establish a diverse and sustained employment base including a wide range of retail, restaurant and entertainment service business as well as research, technology, medical and other professional businesses incorporated into village and neighborhood centers.
- D.** To provide opportunities for residents to access a wide range of employment opportunities and services in close proximity to their residence through the development of mixed-use village and neighborhood centers. This approach to community development fosters coordination between the city and economic development.

# THE INNOVATION FACTOR

## ECONOMIC DEVELOPMENT

**Business Retention and Growth**  
**Local Business Support**  
**Marketing**  
**Entrepreneurship Development**  
**Job Creation**  
**Market Access**  
**Tax Structure**  
**Labor Market**  
**Recruiting Strategy**



## INNOVATIONS:

1. Regional / Global Collaboration / Networking
2. Monitor / Publicize Median Household Income
3. Ingrained IT
4. Higher Learning Partner
5. Patent Assistance Program
6. Branding Consistency (National Image Challenge)
7. Housing Affordability / Range
8. Manage Growth Cycle
9. Attract citizens with Learning Hunger Disease
10. Comprehensive Workforce Analysis

# Goals

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**Our Firm**

**Visions**



**Our Services and Projects**

**Realities**



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