

# CENTRAL

A COMMUNITY THAT CARES  
*CENTRAL, LOUISIANA*

December 2009



Moore Planning Group, LLC  
LANDSCAPE ARCHITECTS • SITE PLANNERS



# SDAT Summary

## SDAT



In January 2006 Central, La., submitted a proposal to the AIA for an SDAT (Sustainable Development Assessment Team) to assist the town and its citizens in addressing key issues facing the community. The issues included creating an identity for the newly incorporated city, preserving the city's rural lifestyle and beauty, developing a response to increasing pressures of development and traffic congestion, and addressing the ongoing threat of natural hazards and flooding. The proposal also emphasized the need to consider the integration of education, economic development, infrastructure, and livability as they affect these issues.

The AIA accepted the proposal and, after a preliminary visit by a small group in February, the SDAT members arrived in Central on April 16. For three days, the team members, working closely with local officials, community leaders, technical experts, and citizens, studied the community and its concerns. During those three days, the team came to understand the issues and used its expertise to frame a wide range of recommendations, which were presented to the community in a public meeting on April 18, 2007.

## KEY SDAT RECOMMENDATIONS

### NATURAL RESOURCES

- Develop a floodplain mitigation plan
- Implement sustainable development strategies
- Protect valued scenic and cultural sites

### TRANSPORTATION

- Develop a set of near- and long-term needed improvements
- Partner with existing initiatives to tailor current/future roadway designs to match Central's vision and land-use types
- Develop an implementation plan

### PLANNING, LAND USE, AND LIVABILITY

- Create a sense of place through a defined "downtown triangle"
- Balance jobs and housing in downtown
- Adopt zoning and subdivision regulations
- Create a set of design standards for downtown

### SCHOOLS AND EDUCATION

- Address physical needs of the current school building inventory
- Evaluate the location and placement of schools
- Adopt best practices for all new construction
- Set aside land for future neighborhood elementary schools

### COMMUNITY LIVABILITY AND SUSTAINABILITY

- Create a sense of place, reinforcing the idea of Central as a sanctuary
- Foster the development of a Central vernacular—landscape and architectural
- Embrace livable community strategies and incorporate them into zoning bylaws
- Provide housing affordability for all household types and age groups
- Consider "passive survivability" as a design criteria for all municipal buildings
- Ensure economic development above all is sustainable



SDAT recommends consideration of roundabouts as an alternative road design measure to provide smooth traffic flow while preserving rural character. The plan above shows one option for the Greenwell Springs Sullivan intersection.





# Market Feasibility Study

## MARKET FEASIBILITY STUDY



The City of Central contracted with GCR & Associates, Inc. in 2008 to provide a market feasibility analysis for future retail and commercial development. By analyzing local purchasing power and employment patterns, this analysis estimates the demand for additional retail services and commercial square footage in the coming years.

Ultimately, the analysis will serve as a tool for the city's elected officials and business leaders to plan for future growth through zoning, land assemblage, and potential public-private partnerships.

The first phase of the study concluded that Central will add an unprecedented number of new households over the next decade, and these households will have a higher income and greater number of children than current household averages. The second phase of the study translates the initial assessment into real values, by determining local purchasing power, the capacity of local retail to absorb those purchases, and ultimately, gaps in retail services. This phase also includes a summary of regional workforce patterns and the city's ability to absorb a portion of the region's job growth.

The work resulted in general recommendations that will be integrated into the Master Plan effort.

## DEMOGRAPHIC HIGHLIGHTS

- Population growth in Central has been steady, and will rapidly accelerate in the coming years.
- The elderly population and the number of children will increase in relative terms and in real numbers, calling for additional services catering to the elderly and youth.
- The income distribution within Central will shift towards higher income households in the coming years.
- The racial profile of Central will become more diverse as the city continues to integrate with the Baton Rouge economy, but the city will remain a predominantly white community.
- In general, new residents will have a higher education level than current residents, and will travel outside the city limits for employment.
- Central may be able to attract employers in the health care, education, and finance, insurance and real estate industries as a part of the Baton Rouge MSA employment growth.
- Central residents are much more likely to own homes than to rent.

## SURVEY HIGHLIGHTS

- The overwhelming majority who responded to the survey list two complaints: limited shopping, services, and entertainment and congested roads and infrastructure.
- The top three goals expressed in the survey, in order of importance, were 1) attract new businesses, services, and retail; 2) improve and expand roads and other infrastructure; and 3) improve and expand education and education infrastructure.
- When asked why people visit Central, a quarter of survey participants did not know or stated that nothing attracted people to Central.
- When asked to identify the greatest advantages of living in Central, residents declared Central's quality of life as its best advantage, due to low crime rates, peaceful setting, and nice people.

## KEY RECOMMENDATIONS

- Establish a city-sponsored, non-profit development corporation to identify potential areas for retail development and act as a liaison between the City and private development interests.
- Dedicate "nodes" within city limits targeted for retail activity. Separate "nodes" by retail typology through zoning regulations, so that big-box retailers do not detract from the charm of a neighborhood lifestyle center, and weekly trips to the grocery store are not overwhelmed with traffic to other areas.
- To effectively offer the full range of services consumers now demand, the City will need to coordinate with private developers to fuse public and private spaces. The initial consideration could be a town center at Hooper and Sullivan, where the city intends to locate its public offices.
- The City can offer incentives to potential developers to direct growth. Incentives can include infrastructure investment, economic incentives or simplified permitting processes. Incentive programs can be packaged with state and federal incentive programs.
- To streamline the process of development and to increase interest in Central among developers, market available commercial land through the city's web site. Provide technical assistance to landowners and potential developers to streamline real estate transactions.
- Identify an interim space for public use in order to help maintain the strong sense of community. Utilize the space on a regular basis as a means of facilitating community trade and gathering, including a farmer's market, festivals, and craft fairs. Simultaneously, work with the community to develop permanent gathering spaces.
- Develop recreation spaces in proximity to commercial areas to leverage additional spending. This will foster the relationship between recreation activities and related retail spending.
- Encourage new building and design trends through financial incentives and collaboration with cutting edge builders. Embracing energy efficiency and green design will create a buzz about the city, and act as a marketing tool for bringing in new businesses.
- Focus on small enterprises as a part of the city's economic development initiatives. The competition to attract large firms is stiff, and the incentives can be expensive for the jurisdiction. Smaller businesses and start-ups are more interested in a healthy business climate and adequate space. The concentration of small firms will ultimately lead to a diverse business environment.



# Master Planning

## COMMUNITY PLANNING



Throughout 2007 and 2008, Central leaders worked with Moore Planning Group, LLC, in the process of developing a Master Plan for their new city. MPG emphasized maintaining a careful balance between the "Four Elements of a Sustainable Community": Infrastructure, Education, Economic Development and Livability. The work included extensive citizen workshops and review and culminated in a community Vision and a series of Goals and Objectives to guide the planning process. The Goals and Objectives are aligned with the elements and are provided here for review.

### COMMUNITY 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.**

## 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.

### 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.
- The City 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

### Objectives

- I The City, School Board, and business partners will provide a combination of educators and education facilities that serve all residents of the City.
- II 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.
- III The Central education system and facilities will teach all levels of students about the environment and sustainable living practices.
- IV Education facilities will promote the use of next-generation technology to educate students for future jobs.
- V Educators and community leaders will explore the opportunity to provide higher education opportunities in the City.

### Innovation

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)



# Master Planning



## INFRASTRUCTURE GOAL

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.
- 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.
- 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

### Objectives

- I To develop a safe, multi-modal function transportation system that is designed in an aesthetically pleasing manner consistent with the vision of the city.
- II 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.
- III To develop infrastructure that is sustainable and is funded through enterprise programs.
- IV 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.
- V 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.
- VI To embrace a local and regional approach to storm water and floodplain management working with local, Parish, and regional neighbors.
- VII 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.
- VIII 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.
- IX To established an Infrastructure Action Team that provides grass roots input to the implementation of the plan.

### Innovation

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







# Master Planning



## 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.

### Community Perception

- The City of Central is blessed with natural beauty, the Comite and Amite Rivers, and abundant woodland and wetland areas. Residents wish to preserve these important assets and voice concerns over limited access to the rivers.
- There is no real "center" to Central and a lack of recreational and cultural activities for visitors.
- There is a lack of transitional housing for seniors and a need for a regional medical center in the city.
- Faith is important to 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 requires concentrating mixed-use and neighborhood centers in appropriate areas where transportation and infrastructure can support them and adhere to Smart Growth Principles.
- Linkages should be developed between open space areas. Village and neighborhood centers would be the optimal location for medical services and transitional housing. This type 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

### Objectives

- I 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.
- II To develop defined town, village, and neighborhood centers where civic, cultural, education, entertainment, business and living space are combined in a mixed-use setting.
- III To adopt ordinances defining and preserving open space.
- IV To weave natural and recreation areas into urban centers through the development of multi-use trails.
- V To provide access to health care services for all segments of the population.
- VI 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.
- VII To provide a wide range of parks and recreation opportunities for residents and residents of the region.
- VIII To develop amenities that serve existing residents and attract visitors through an eco-tourism program and cultural facilities.
- IX To incorporate sustainable development practices in all civic endeavors and promote these practices for the development of all property in the city.
- X 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.
- XI To establish a citizen-based Livability Action Team that provides grass roots input to city and business leaders about the implementation of this plan.

### Innovations

1. Entertainment / Venues (Art/Leisure/Sports)
2. Crime (Monitor / Publicize Risk Index)
3. Positive / Purposeful Conservation (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



# Master Planning



## 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

### 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 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.
- 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

### Objectives

- I To create opportunities in medical and technology fields through the development of regional research and senior care facilities.
- II To utilize technology and vocational programs in the educational system to train residents for current and future employment within the community.
- III 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.
- IV 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.

### Innovation

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





# Economic Development Assessment

## CENTRAL COMMUNITY ASSESSMENT



Early in 2009, Central leaders contracted with Steve Vassallo to conduct an economic development assessment and begin formulation of an economic development strategy for the city. The report is very optimistic:

*"Central's economic future is extremely 'Bright' primarily for the multiple reasons of attracting growth from a number of different industrial sectors including Residential construction; retail; health care; light industrial; and retirees. A compelling case can be made for all of these components; however the greatest amount of growth may come from younger adults desiring their children to be educated in the Central School District."*

The following are some selected highlights from the report that are used to help guide the master plan development.

## STRENGTHS and WEAKNESSES

### Weaknesses

- Lack of Storm-water Drainage Capacity
- Lack of Moderately-Priced Housing
- Lack of Town Center
- Lack of Restaurant Options
- Lack of Good Signage and Gateways
- Lack of Medical Facilities
- Traffic Congestion
- Aged Appearance of Schools
- Lack of Polished Marketing Approach
- Sales Tax Leakage

### Strengths

- Perceived Safety/Security
- Proximity to Baton Rouge
- Public School Performance
- Population Growth
- Growing Sales Tax Revenues
- Citizen Participation in Community Activities
- TND Development
- Vibrant Construction Activity
- City Leadership in Planning
- Availability of Land

## COMMUNITY SURVEY

What is Central's greatest appeal to prospective businesses?

- Fast Growing Area
- Ground Floor Opportunity For Development
- Great Schools
- Very Friendly People (country atmosphere)

Which should be Central's highest Economic Development priority?

- 50 % Retail Recruitment
- 19% Industrial Recruitment
- 15 % Service Sector Recruitment
- 16% High Tech

How would you describe Central to someone who has never been here?

- Small town country feel
- Friendly, caring growing area with great schools

If you could change only one thing about Central, what would it be?

- Infrastructure (primarily roads)
- Traffic
- School Facilities

Is there a "business void" that you would like to see filled in Central?

- Restaurants
- Variety of retail options

What do you like most about living in Central?

- Friendly atmosphere (the people)
- Country rural environment
- Low crime (safe area)
- Great schools

How would you rate "economic opportunity" in Central today?

- 30 % Outstanding
- 47% Above Average
- 11% Average
- 4% Poor





# Economic Development Assessment

## COMMUNITY QUOTES

Below are some random quotes by community members made during economic development workshops.

“CENTRAL HAS A UNIQUE OPPORTUNITY TO SHAPE ITS OWN DESTINY.”

“LAST YEAR, CENTRAL HIGH SCHOOL RECORDED THE HIGHEST TEST SCORES IN THE STATE FOR THE MANDATED TESTING REQUIRED.”

“THE LAND USE PLANNING IN CENTRAL HAS BEEN A POSITIVE STEP FORWARD FOR ECONOMIC DEVELOPMENT.”

“ MY BUSINESS HAS PROSPERED BY GETTING INVOLVED IN THE COMMUNITY.”

## TOP 20 ECONOMIC DEVELOPMENT RECOMMENDATIONS

In order of urgency as agreed by the community participants

- 1 Recruit Retail Establishments
- 2 Expand Medical Facilities
- 3 Aesthetic Improvements to Public Schools
- 4 Consolidate Zip Codes
- 5 Actively Pursue All Grant Opportunities
- 6 Establish a Town Center
- 7 Extend Hooper Road
- 8 Upgrade Chamber of Commerce Web site
- 9 Improve Signage/Gateways
- 10 Recruit Louisiana Businesses
- 11 Create Economic Development Foundation
- 12 Recruit Community College
- 13 Basic Economic Development Training
- 14 Recruit White Collar Employers
- 15 Use Creative Marketing
- 16 Promote Business/Technology Parks
- 17 Sponsor Annual Event for Realtors
- 18 Promote Women Owned Business
- 19 Form Sister City Alliance
- 20 Recruit Corporate Headquarters



# Community Priorities

KEY RECOMMENDATIONS	KEY ISSUES									
	CITY CENTER	TRANSPORTATION	SCHOOLS	GREEN SPACE	MEDICAL FACILITIES	SENIOR FACILITIES	BUSINESS/RETAIL	INFRASTRUCTURE	MIX USES	RETAIL NODES
Expand Medical Facilities	<input type="checkbox"/>				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Establish a Town Center	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
Create a sense of place through a defined "downtown triangle"	<input checked="" type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
Extend Hooper Road		<input checked="" type="checkbox"/>								
Recruit Community College			<input checked="" type="checkbox"/>							
Promote Business/Technology Parks							<input checked="" type="checkbox"/>			
Recruit Corporate Headquarters							<input checked="" type="checkbox"/>			
Recruit Retail Establishments							<input checked="" type="checkbox"/>			
Develop a floodplain mitigation plan				<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		
Balance jobs and housing in downtown	<input checked="" type="checkbox"/>								<input checked="" type="checkbox"/>	
Evaluate the location and placement of schools			<input checked="" type="checkbox"/>							
Set aside land for future neighborhood elementary schools			<input checked="" type="checkbox"/>							
Dedicate "nodes" within city limits targeted for retail activity	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Coordinate with private developers to fuse a town center at Hooper and Sullivan	<input checked="" type="checkbox"/>									
Identify an interim space for public use	<input checked="" type="checkbox"/>									
Develop recreation spaces in proximity to commercial areas	<input type="checkbox"/>			<input checked="" type="checkbox"/>						<input type="checkbox"/>
Focus on small enterprises as a part of the city's economic development initiatives							<input checked="" type="checkbox"/>			<input type="checkbox"/>
Protect natural drainage areas and reduce impervious surfaces in the community				<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		
Provide transportation network so that areas are easily accessible and interconnected		<input checked="" type="checkbox"/>		<input type="checkbox"/>					<input type="checkbox"/>	
Provide transportation network that includes trails and bikeways		<input checked="" type="checkbox"/>		<input type="checkbox"/>						
Ensure that the Baton Rouge "LOOP Road" has minimal negative impacts		<input checked="" type="checkbox"/>								
Develop defined town, village, and neighborhood centers	<input checked="" type="checkbox"/>								<input type="checkbox"/>	<input checked="" type="checkbox"/>
Weave natural and recreation areas into urban centers				<input checked="" type="checkbox"/>						
Provide access to health care facilities for all segments of the population					<input checked="" type="checkbox"/>					
To offer a mixture of housing for senior citizens						<input checked="" type="checkbox"/>				
To provide a wide range of parks and recreation opportunities				<input checked="" type="checkbox"/>						

## LAND USE IMPLICATIONS

In January 2006 Central, La., submitted a proposal to the AIA for an SDAT (Sustainable Development Assessment Team) to assist the town and its citizens in addressing key issues facing the community. The issues included creating an identity for the newly incorporated city, preserving the city's rural lifestyle and beauty, developing a response to increasing pressures of development and traffic congestion, and addressing the ongoing threat of natural hazards and flooding. The proposal also emphasized the need to consider the integration of education, economic development, infrastructure, and livability as they affect these issues.

The AIA accepted the proposal and, after a preliminary visit by a small group in February, the SDAT members arrived in Central on April 16. For three days, the team members, working closely with local officials, community leaders, technical experts, and citizens, studied the community and its concerns. During those three days, the team came to understand the issues and used its expertise to frame a wide range of recommendations, which were presented to the community

in a public meeting on April 18, 2007.



[illegible]



# Community Priorities

## CONSENSUS PRIORITIES

**Conservation of Open Space** – to protect “sanctuary” character and rural feeling while providing quality of life amenities.

**Create City Center** – to project a positive image and provide a “heart” for the community.

**Improve Infrastructure** – drainage and sewer improvements to protect property and provide development opportunities.

**Increase Business Opportunities** – to provide jobs, shopping convenience and boost revenues.

**Improve Transportation** – to provide access to city amenities for the community and to attract business from the surrounding areas.

KEY RECOMMENDATIONS	KEY ISSUES									
	CITY CENTER	TRANSPORTATION	SCHOOLS	GREEN SPACE	MEDICAL FACILITIES	SENIOR FACILITIES	BUSINESS/RETAIL	INFRASTRUCTURE	MIX USES	RETAIL NODES
Reduce the number of private sewage treatment plants.										
Embrace regional approach to storm water and floodplain management										
To adopt ordinances defining and preserving open space.										
Incorporate sustainable development practices										
Establish non-profit organization to purchase scenic and environmentally sensitive land										
TOTALS	26	14	8	32	10	12	19	21	13	12

GREEN SPACE -	32
CITY CENTER -	26
INFRASTRUCTURE -	21
BUSINESS/RETAIL -	19
TRANSPORTATION -	14
MIX USES -	13
SENIOR FACILITIES -	12
RETAIL NODES -	12
MEDICAL FACILITIES -	10
SCHOOLS -	8



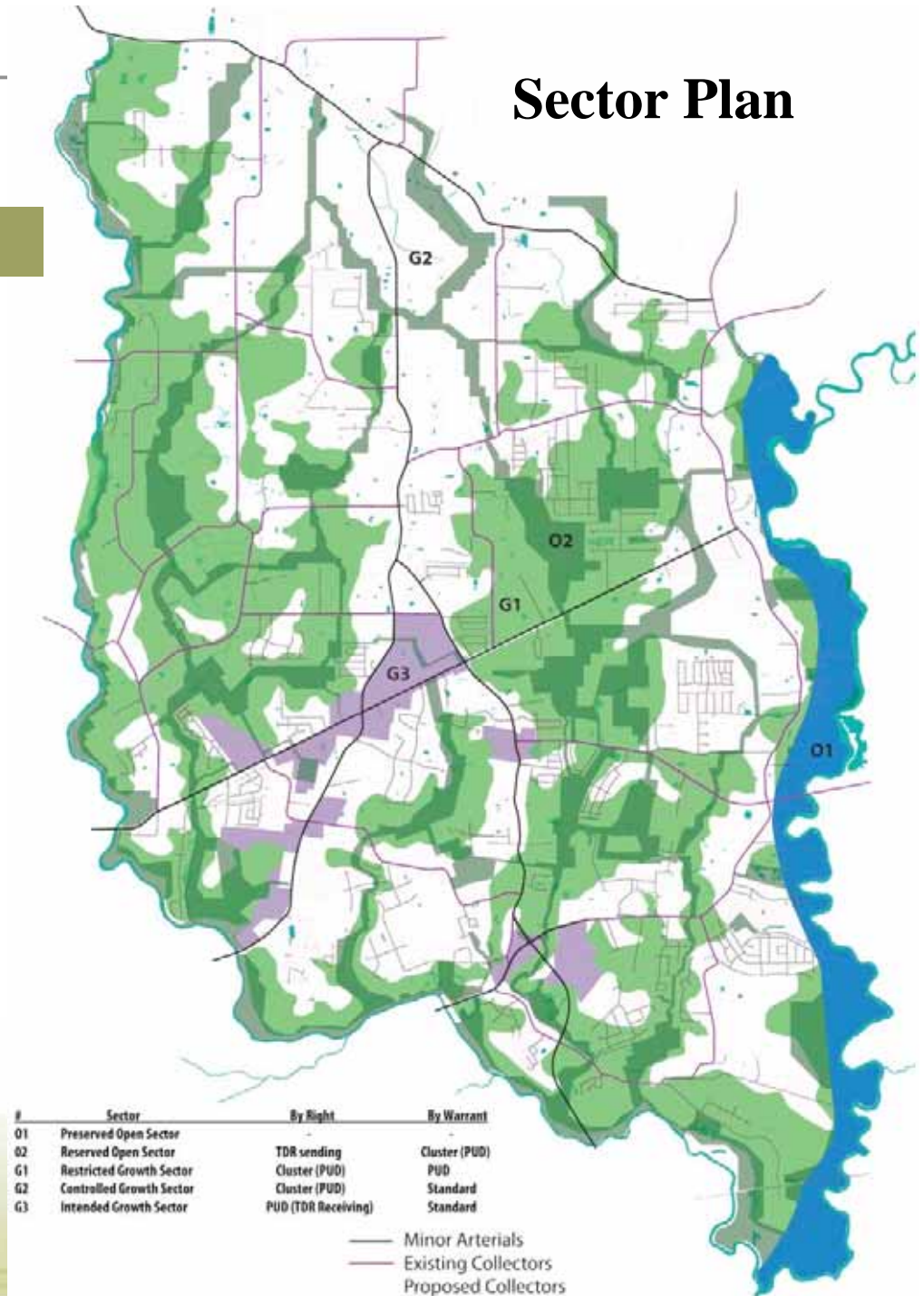




## DRAFT Land Use Plan

**The Sector Plan identifies areas for development according to highest priority and affordability.**

## Sector Plan

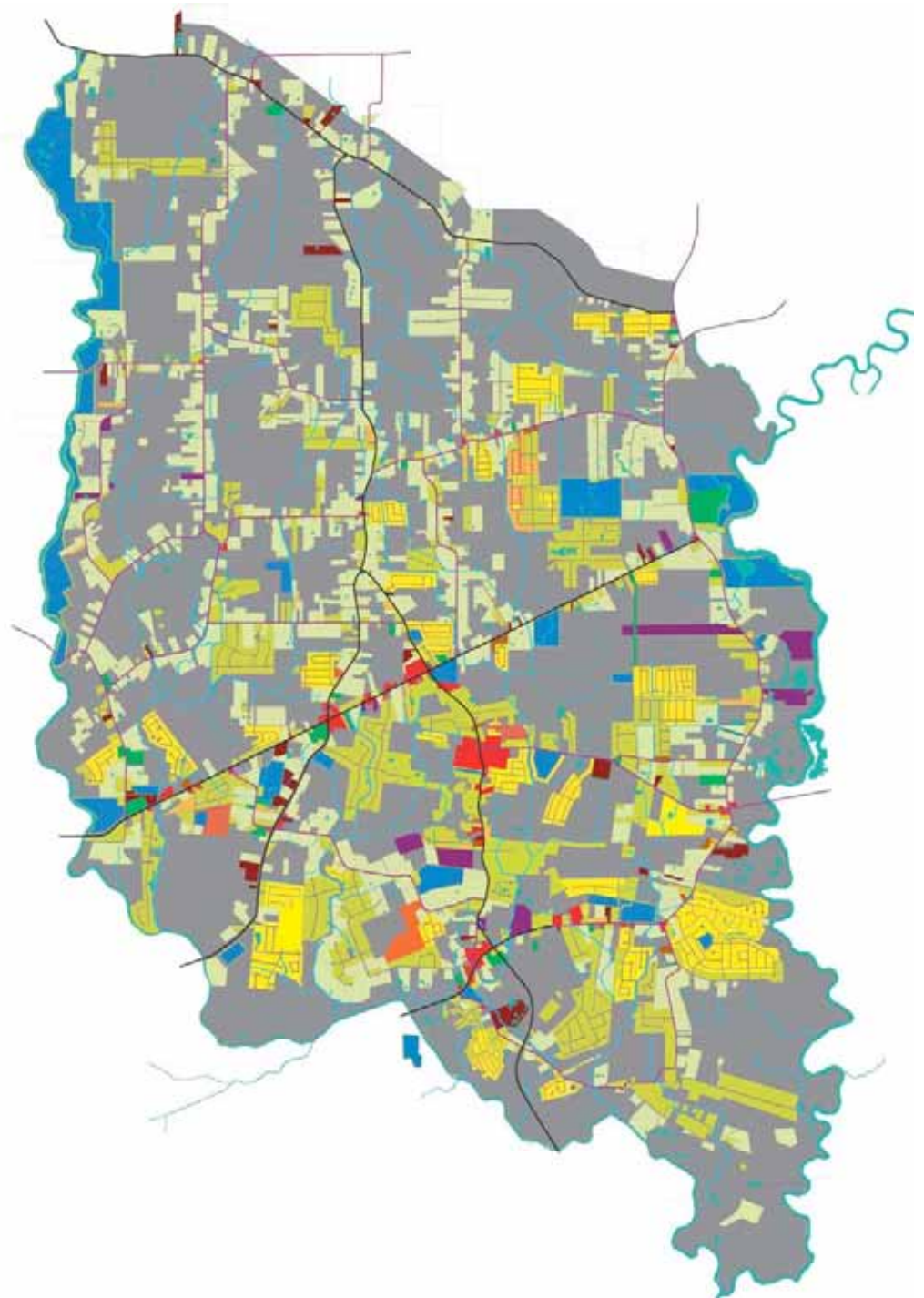




## **DRAFT Land Use Plan**

**Existing Streets and waterways**

**And Existing Land Uses**

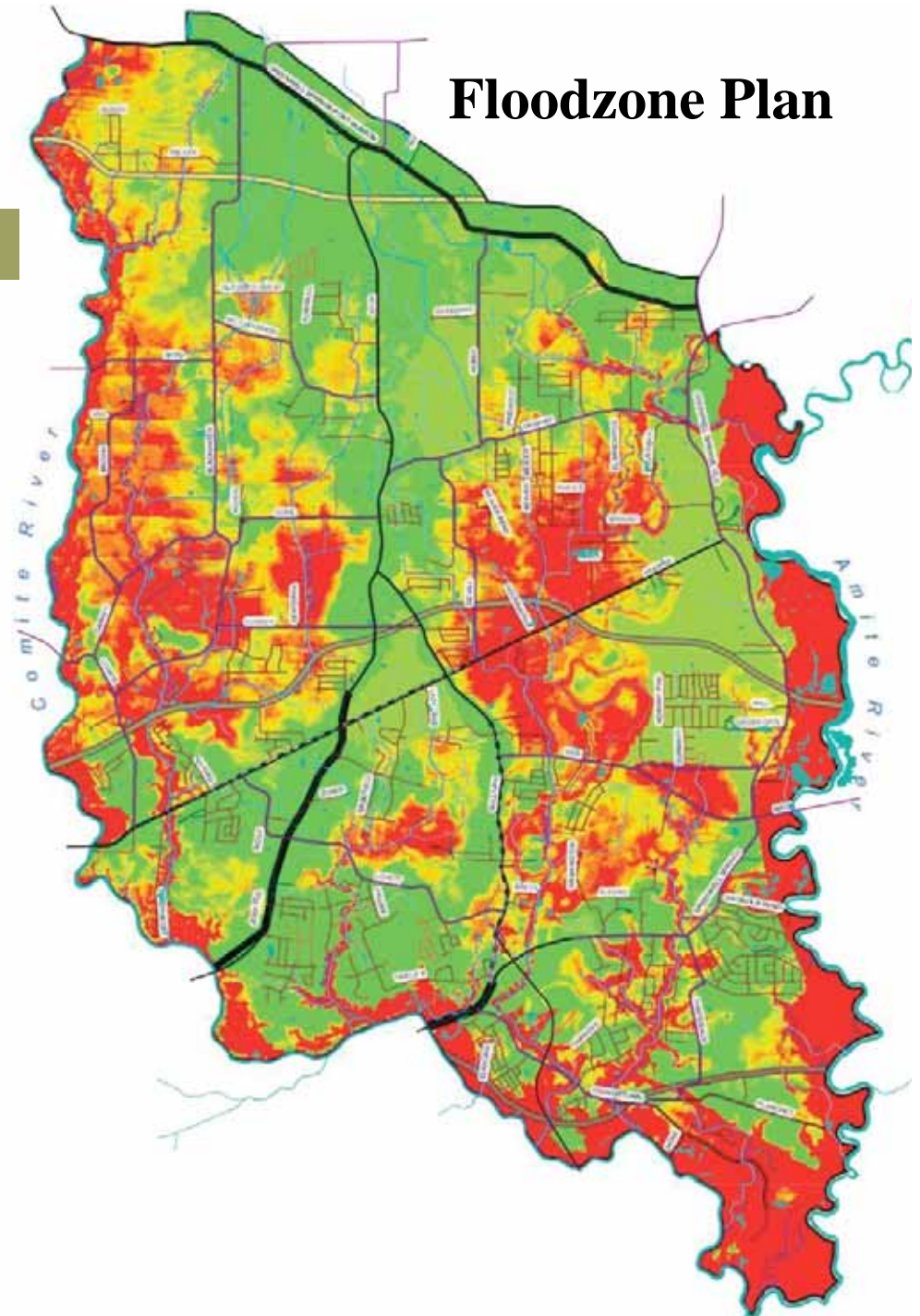






## DRAFT Land Use Plan

**Areas shown in red are at greatest risk for deep inundation during flood events. Green areas are at low risk.**





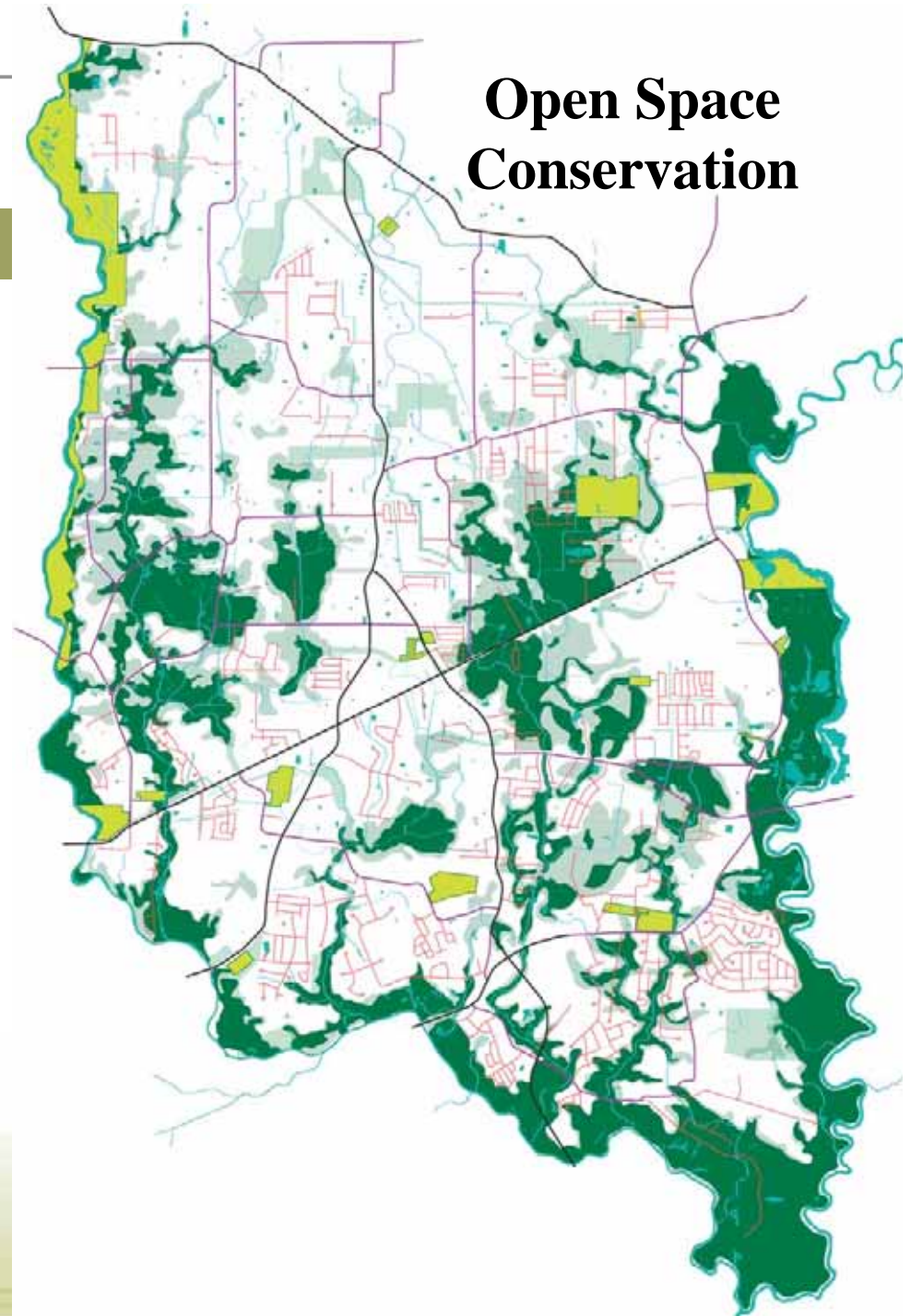
## **DRAFT Land Use Plan**

**Open space conservation areas follow the flood zones mapping.**

**High risk areas are shown as “no build” zones.**

**Moderate risk areas are shown as “incentive open space” zones.**

**Existing and proposed park spaces are also shown.**







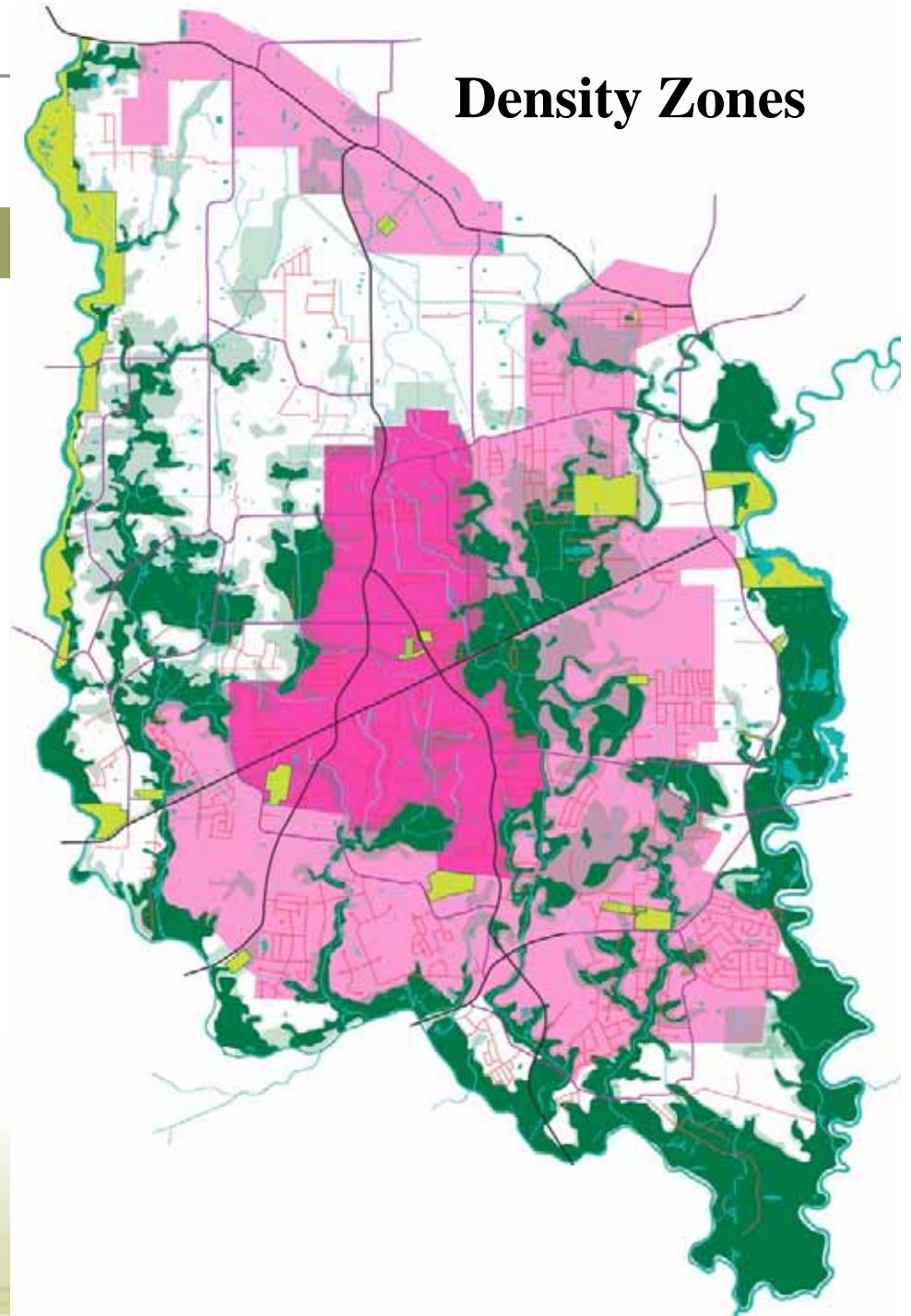
## **DRAFT Land Use Plan**

**Illustrates areas suited for highest density development.**

**Based upon existing character and infrastructure service.**

**Also based upon the need to stimulate retail and business development.**

## **Density Zones**







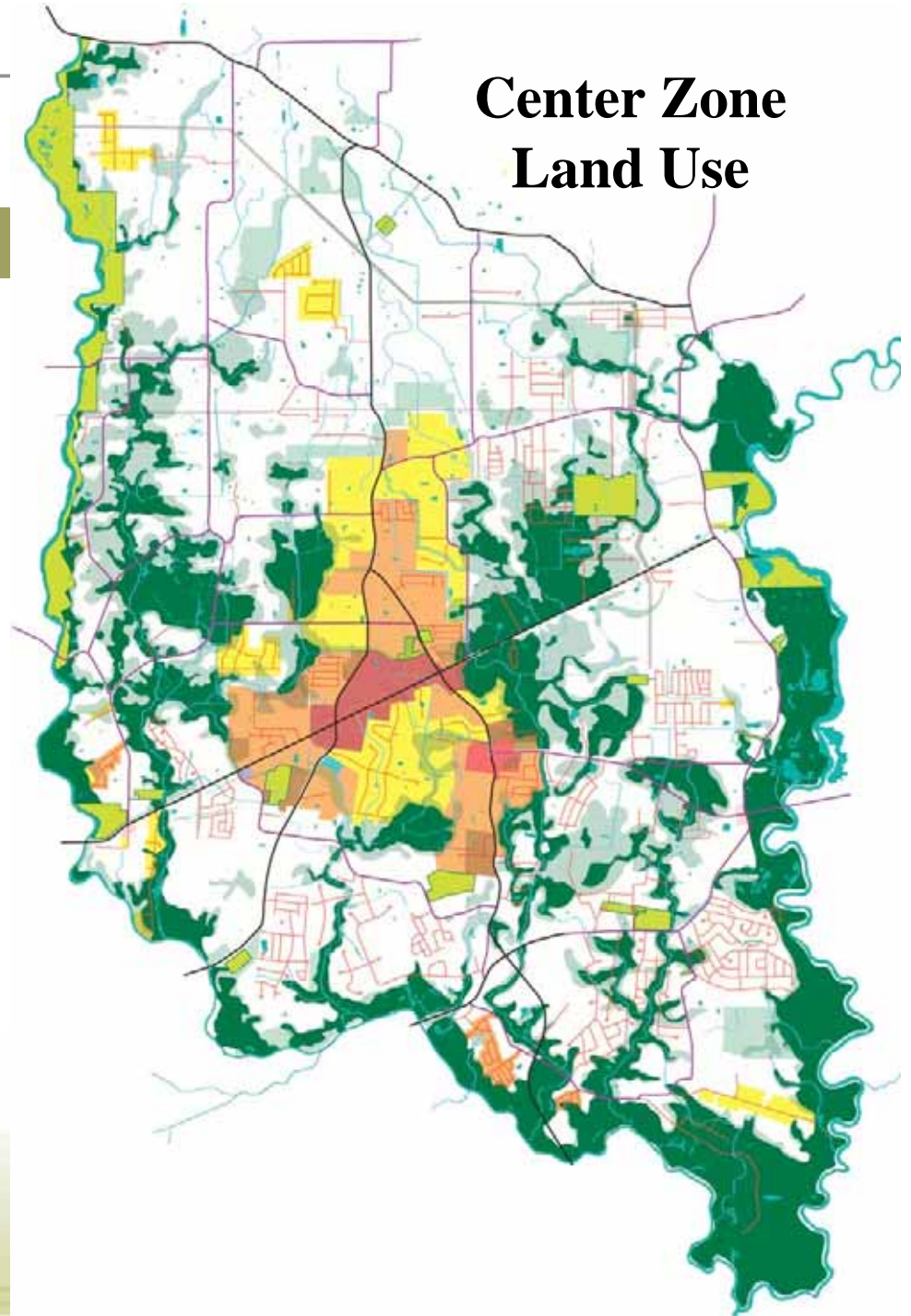
## **DRAFT Land Use Plan**

**City Center mixed use area.**

**Dense residential area.**

**Parks and Open Space connectors**

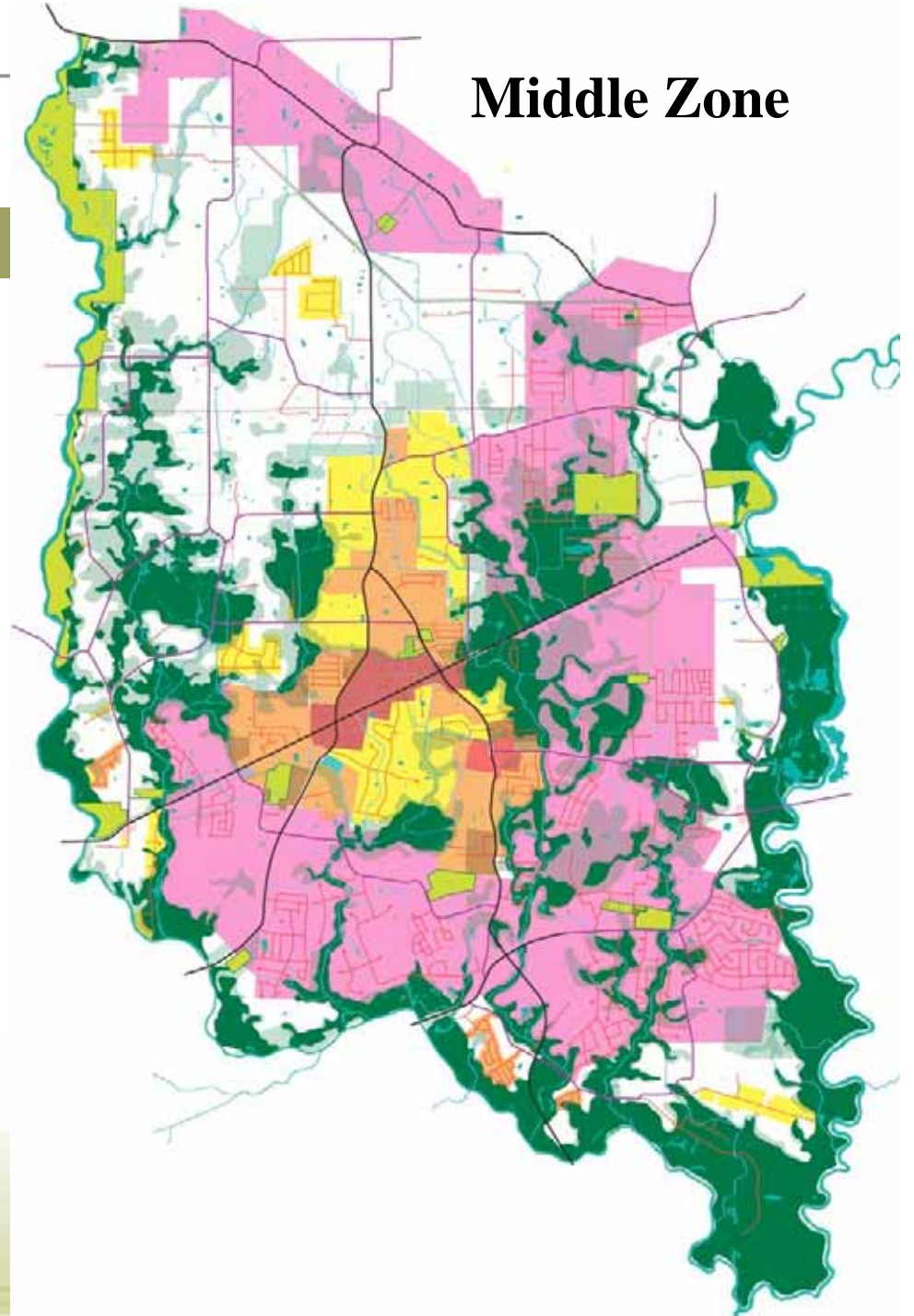
## **Center Zone Land Use**





## DRAFT Land Use Plan

### Middle Zone







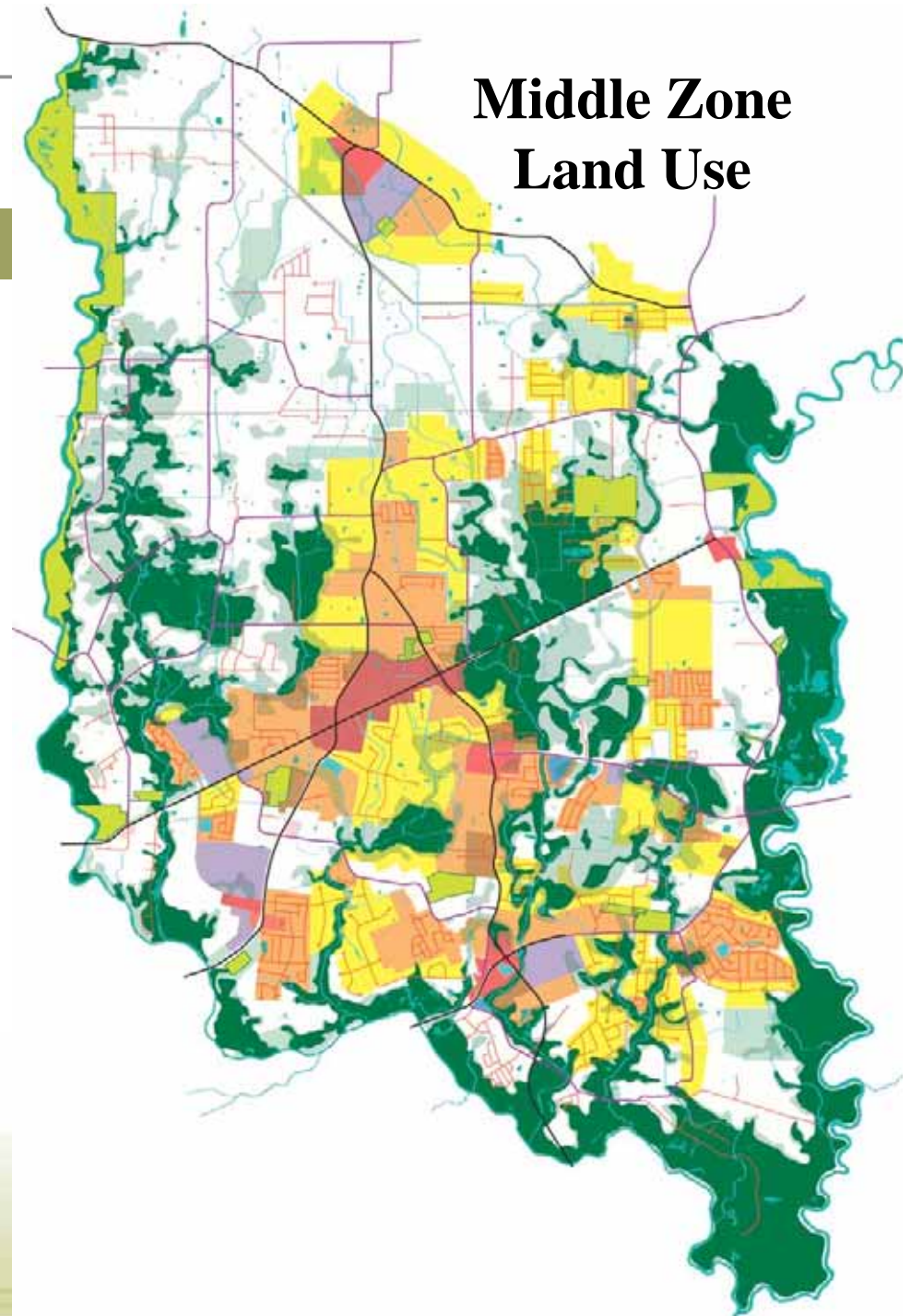
## **DRAFT Land Use Plan**

**Moderate Density Residential.**

**OR & D Nodes.**

**Village Center Retail**

**Parks and Open Space connectors**





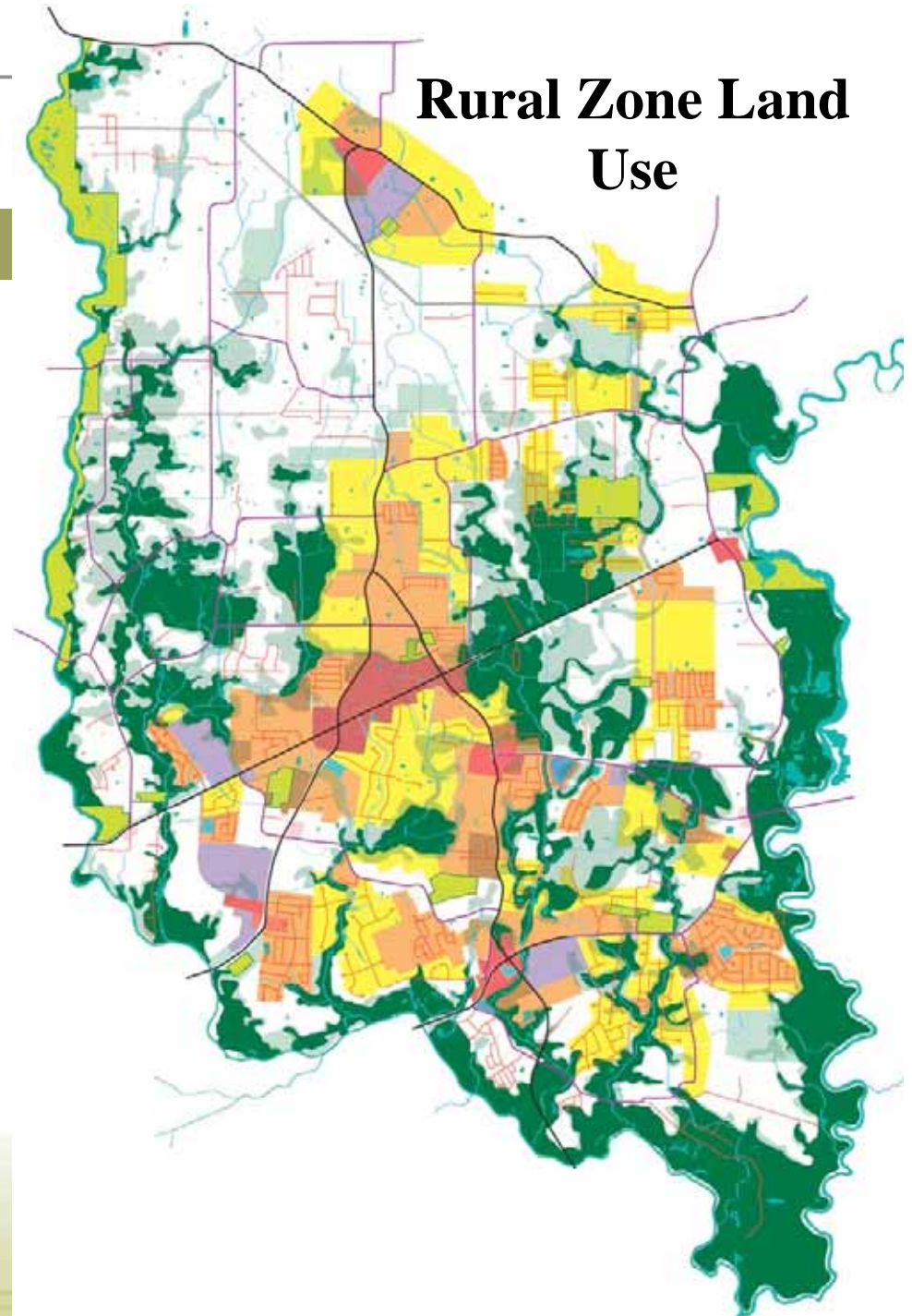


## **DRAFT Land Use Plan**

**Neighborhood Retail Nodes.**

**Low-density residential areas.**

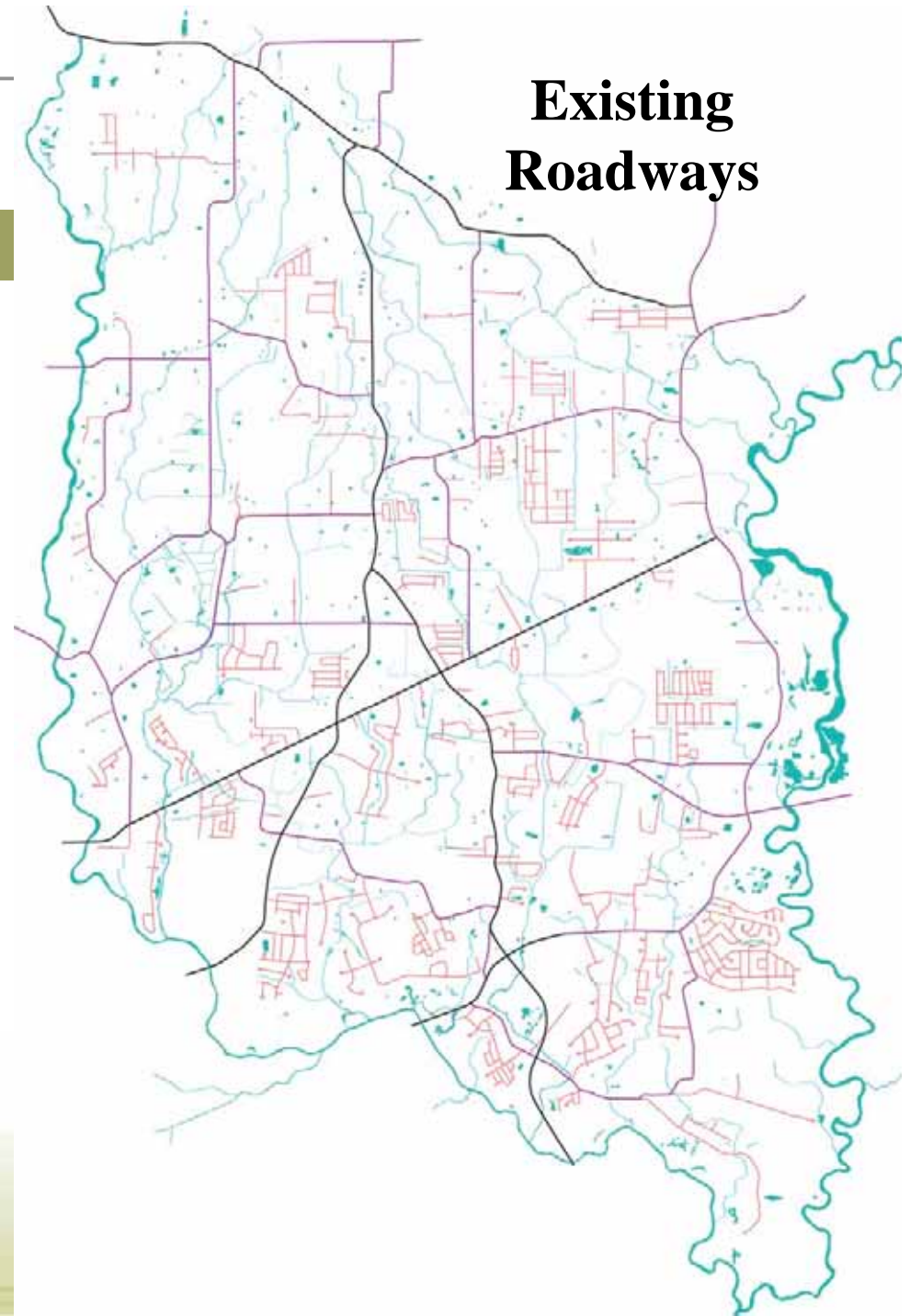
**Parks and Open Space connectors**





## DRAFT Land Use Plan

**Low access to Arterials and Collector Class roadways = poor connectivity and traffic problems.**



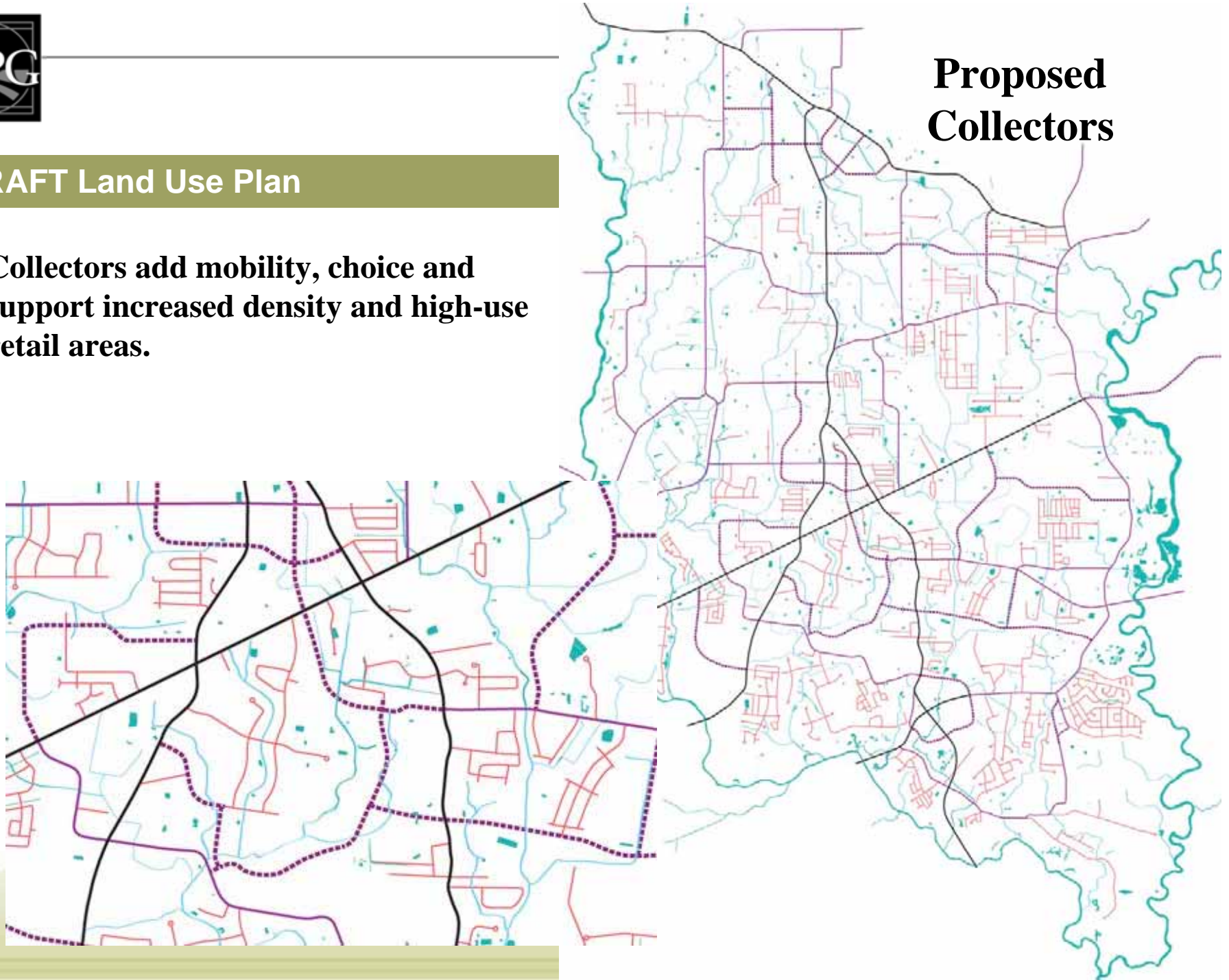




## DRAFT Land Use Plan

**Collectors add mobility, choice and support increased density and high-use retail areas.**

## Proposed Collectors



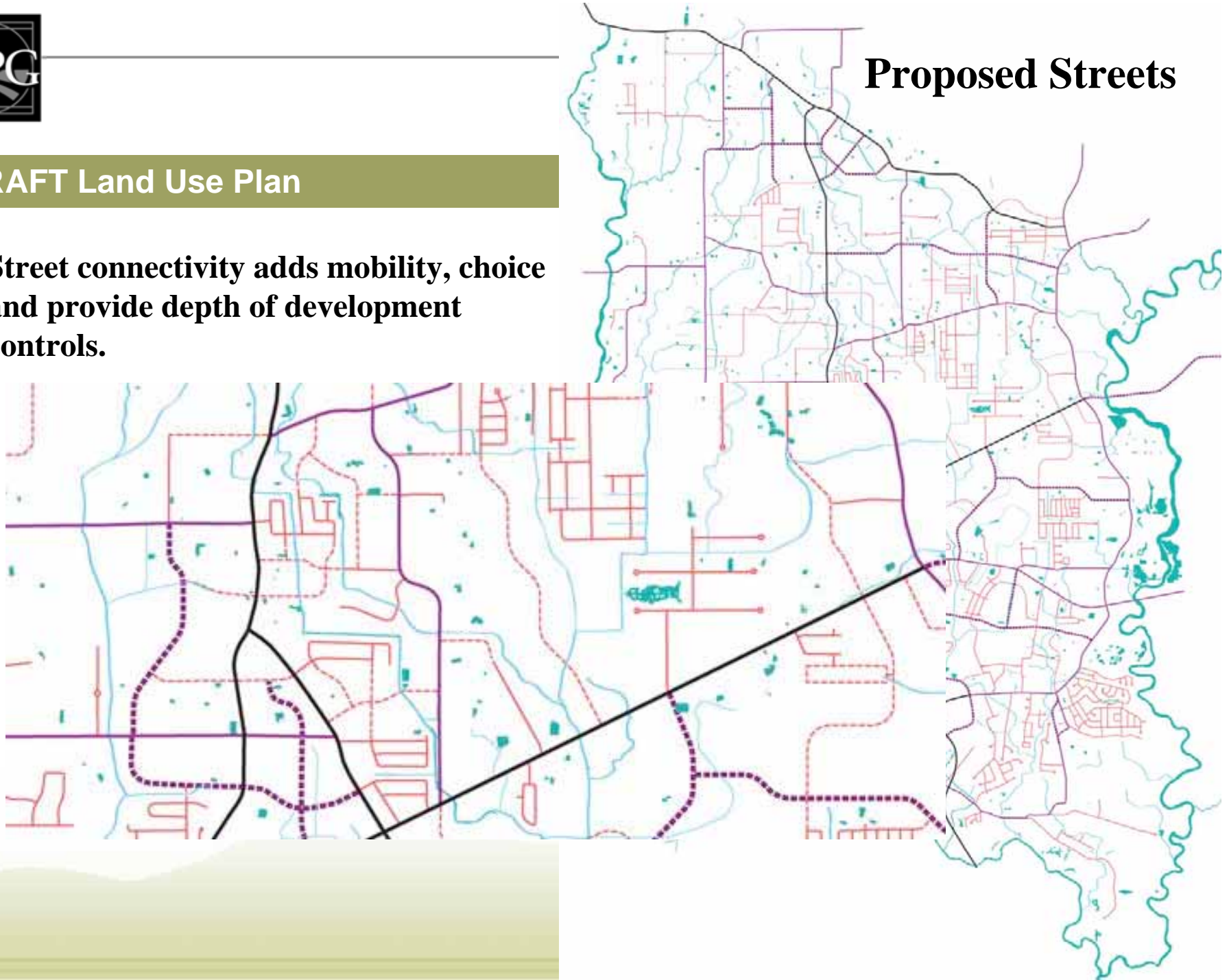




## DRAFT Land Use Plan

**Street connectivity adds mobility, choice and provide depth of development controls.**

## Proposed Streets

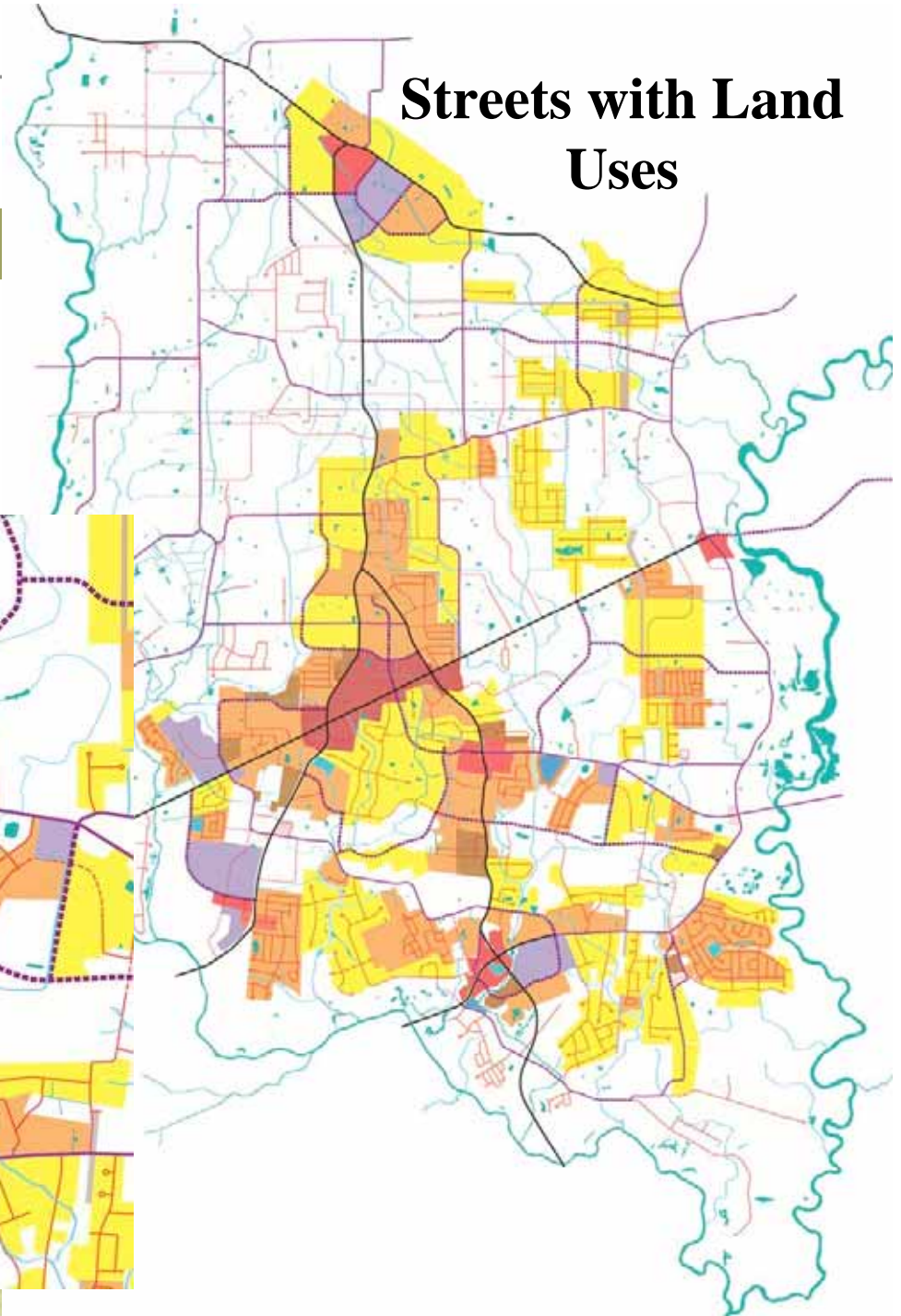
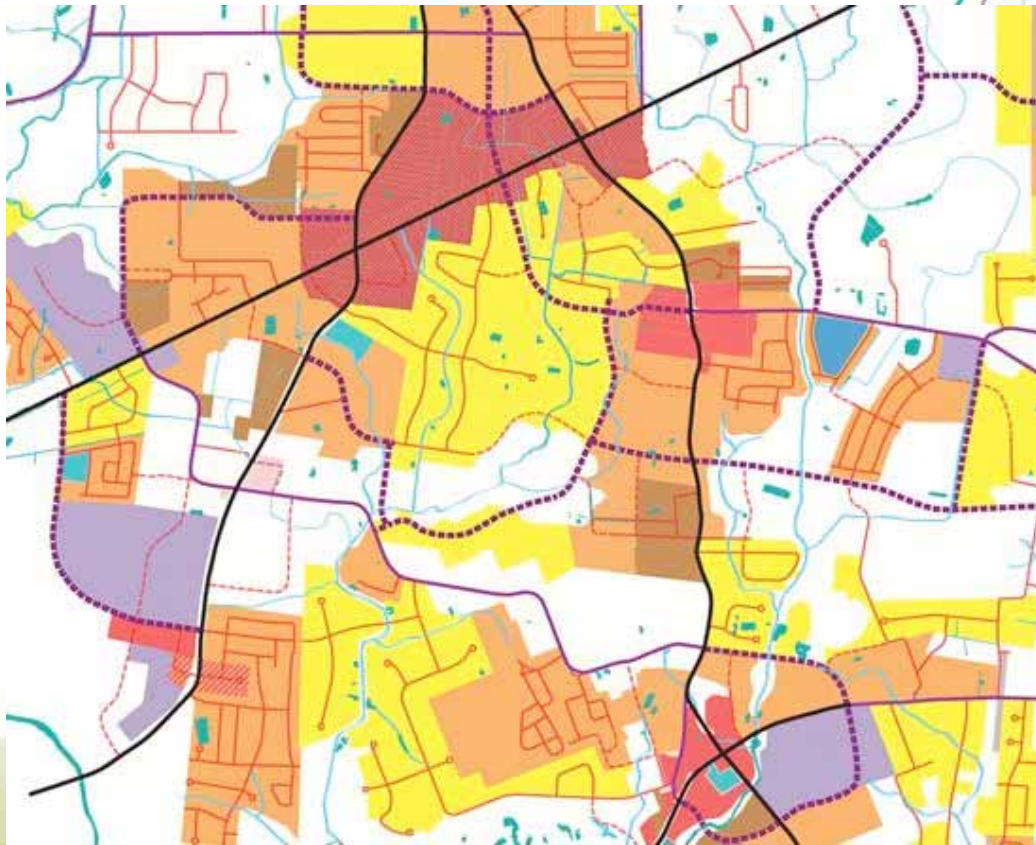




## DRAFT Land Use Plan

**Street connectivity adds mobility, choice, provides depth of development controls and supports new development.**

## Streets with Land Uses

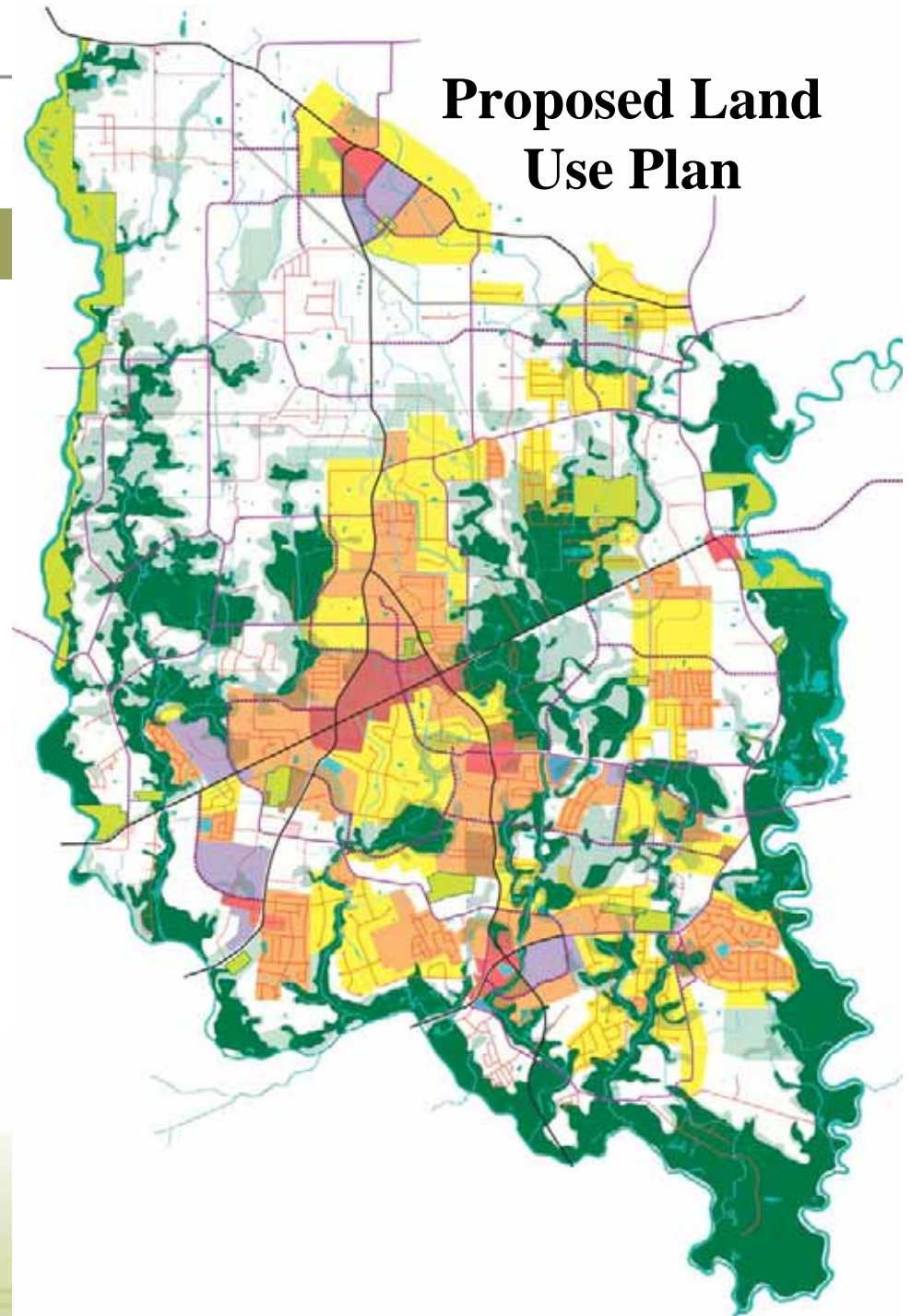






## DRAFT Land Use Plan

**Shows a well integrated land use system supported by transportation and respect for natural systems and rural character.**







## **DRAFT Land Use Plan**

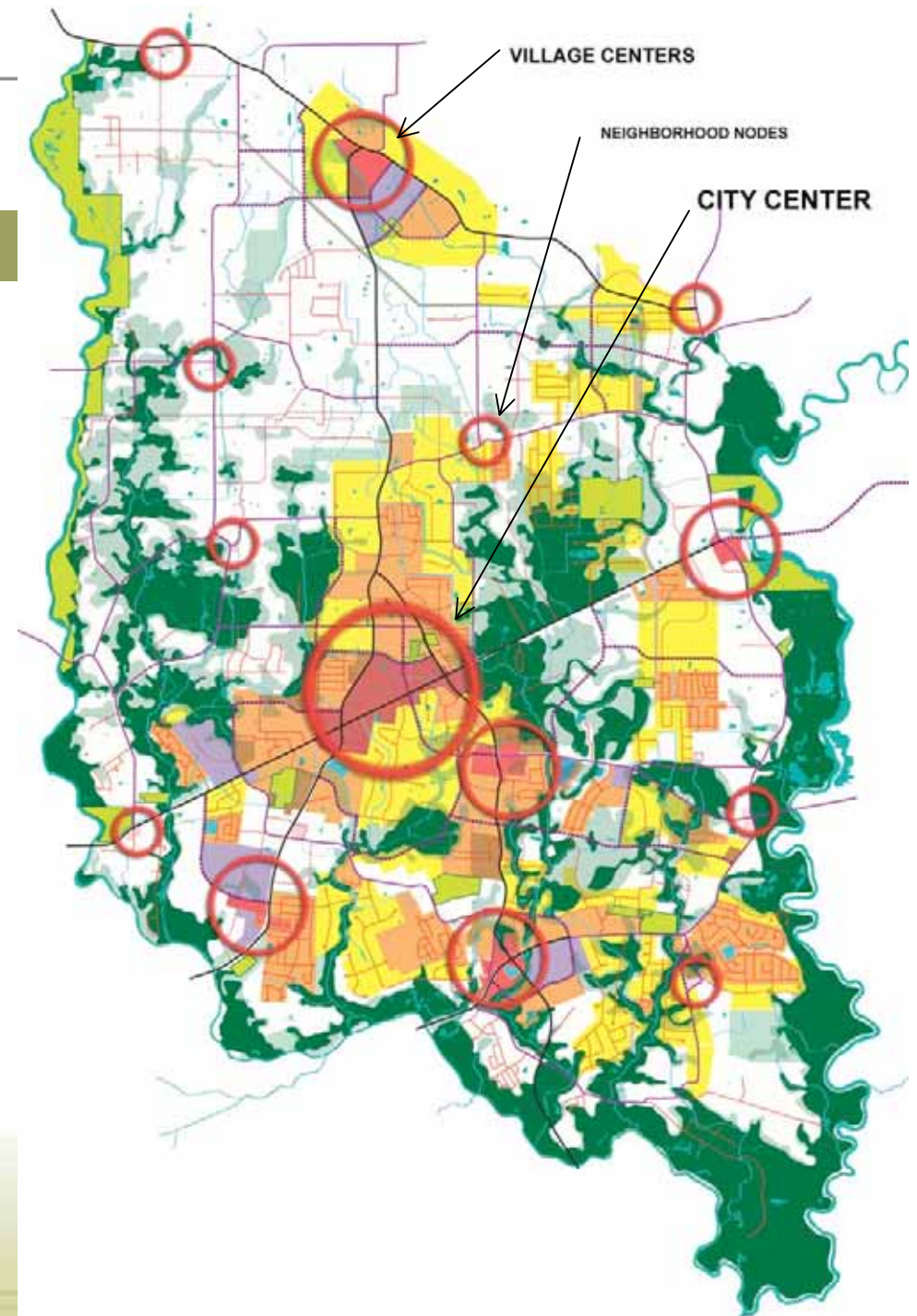
### **MAJOR RETAIL NODES**

**City Center Mixed Use Area**

**Village Centers**

**Neighborhood Nodes**

**Located on Major Arterials and  
arranged for convenience of highest  
densities of residential development.  
Also takes advantage of existing  
roadway configurations.**

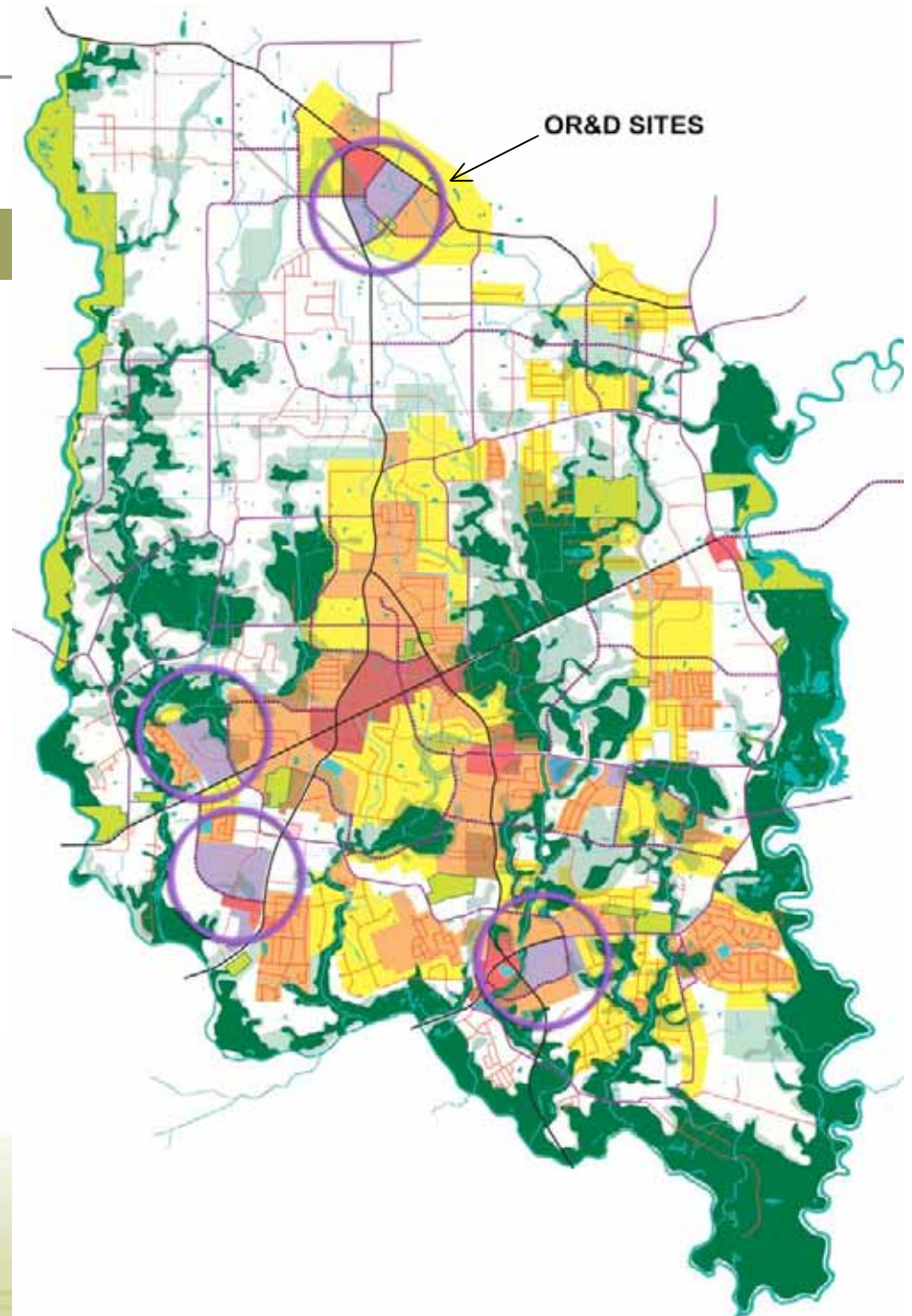




## DRAFT Land Use Plan

### O, R & D SITES

**Located on Major Arterials and takes advantage of existing roadway configurations.**







# Open Space Conservation

90 Acre Parcel Zoned Rural  
8 Acres Open Space Preservation  
32 Acres Incentive Open Space







# Open Space Conservation

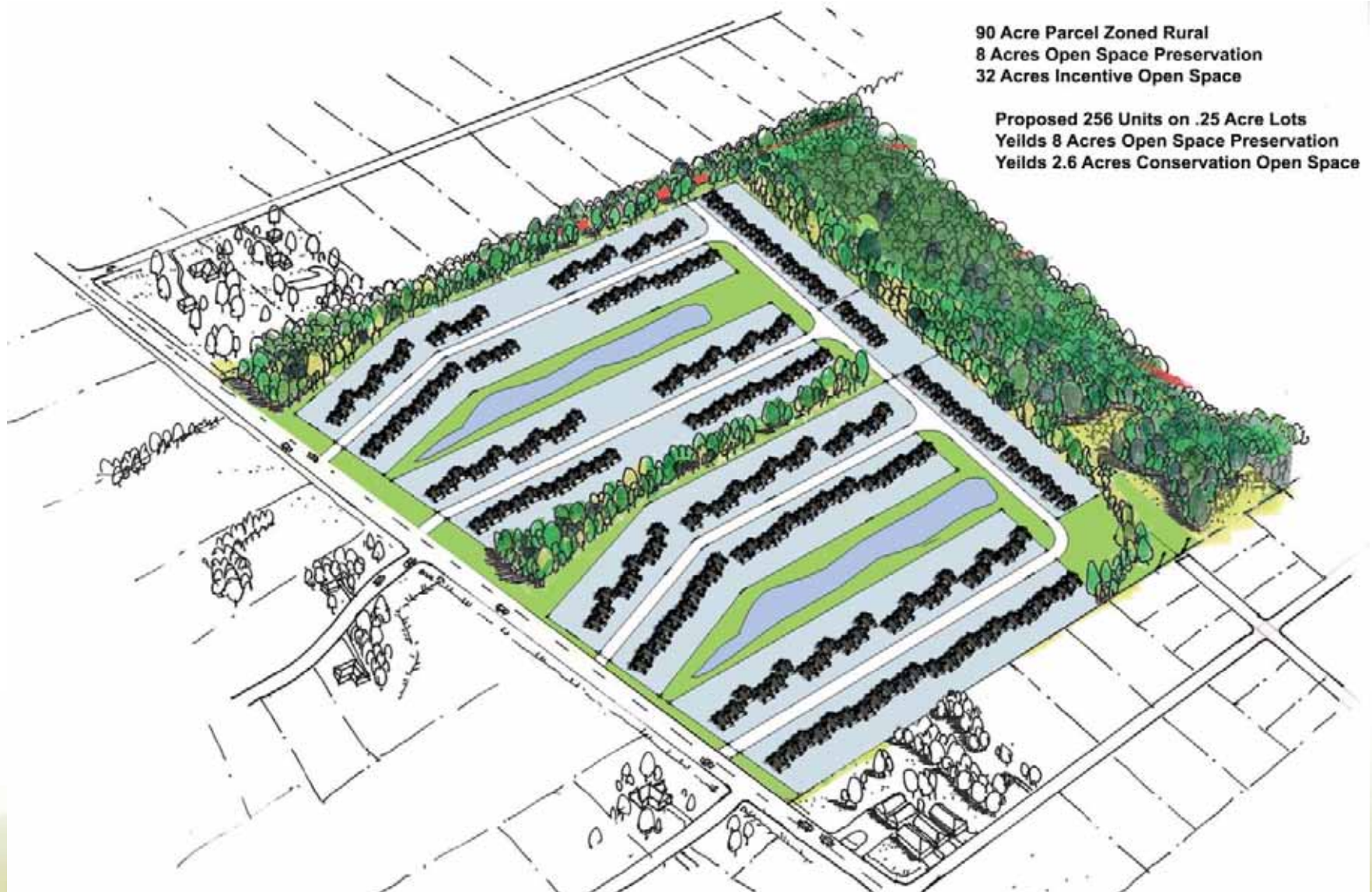


90 Acre Parcel Zoned Rural  
8 Acres Open Space Preservation  
32 Acres Incentive Open Space

Proposed 9 Units on 10 Acre Lots  
Yields 0 Acres Open Space Preservation  
Yields 0 Acres Conservation Open Space



# Open Space Conservation



90 Acre Parcel Zoned Rural  
8 Acres Open Space Preservation  
32 Acres Incentive Open Space

Proposed 256 Units on .25 Acre Lots  
Yields 8 Acres Open Space Preservation  
Yields 2.6 Acres Conservation Open Space





# Open Space Conservation



90 Acre Parcel Zoned Rural  
8 Acres Open Space Preservation  
32 Acres Incentive Open Space

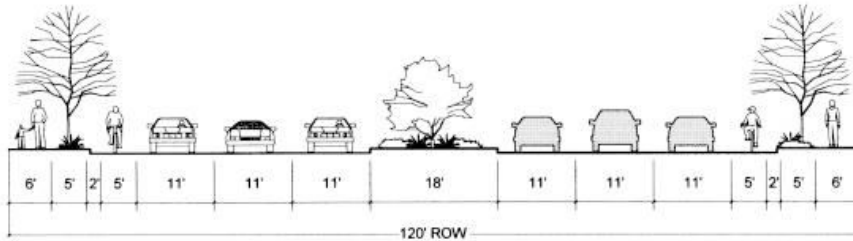
Proposed 60 Units on .75-.35 Acre Lots  
Yields 8 Acres Open Space Preservation  
Yields 32 Acres Conservation Open Space



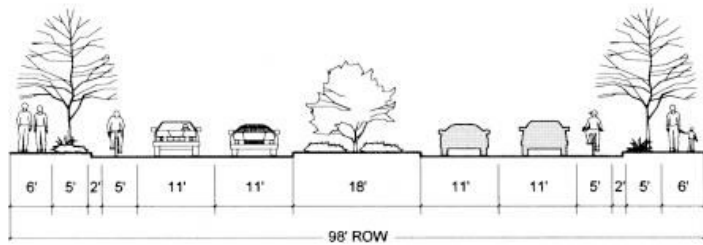


## Master Plan Next Steps

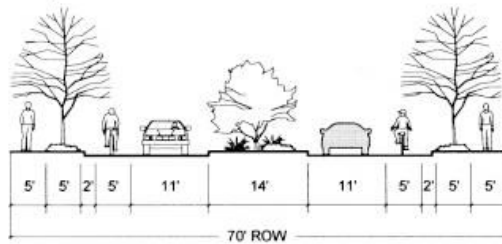
- Roadway Classification and suggested sections
- Special Corridor Overlay Zones
- Design Standards Recommendations
- Open Space Conservation Code Recommendations



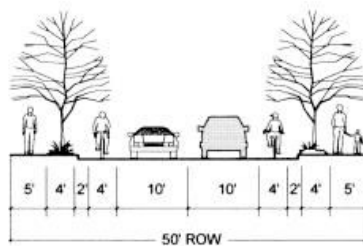
Major Aterial 6-Lane



Major Aterial 4-Lane



Secondary Aterial



Collector