The following document is a Preliminary Working Draft of the 2018 Central Master Plan Update. The purpose of the working draft is to provide a detailed outline and preliminary text to ensure we are capturing the key pieces the City of Central would like to include in the Master Plan Update. Because this is a working draft we have not included pictures and have limited maps and formatting. This allows us to focus on finalizing the key components of the plan. The final draft of the Central Master Plan Update will be fully formatted with a cover page, acknowledgements, a table of content, descriptive pictures and relevant maps.
Chapter 1: 2018 Central Master Plan Update

Introduction

After the City of Central incorporated in 2005 the City leaders and residents embarked on a four-year planning process that led to the development of the 2010 City of Central Land Use Plan. The purpose of the original 2010 Land Use Plan was to serve as a guide for community leaders, residents, and property owners as decisions are made about the growth and development of the City of Central. As stated in the 2010 Land Use Plan, the purpose of a master plan is not to serve as a final statement of purpose and intent, but to assist the municipality in guiding future development and growth. Then, as cities grow and develop the plan must adapt to the growth. The current update of the master plan will allow for the plan to continue to serve as a tool to guide future development and growth.

The official master plan of the City of Central, the 2010 Land Use Plan followed four goals – retain sanctuary feeling, make the Central school district even better, improve drainage and transportation, and increase business and shopping opportunities - as the guiding principles of plan development. The plan guided Central in developing new communities plans and policies including the adoption of a resiliency plan in 2013 and the adoption of a new Comprehensive Zoning Ordinance in 2014.

Since 2010, the City of Central has experienced continuing growth and as well as significant changes. A mix of changes and events related to the four 2010 Land User Plan goals, include a new Central Intermediate and Middle School, the development of the Central Thruway, and new residential and commercial subdivisions. While most developments and events were positive for the City of Central, in 2016 the city witnessed a 1000-year flood event that impacted the majority of Central residents.

When looking to the future, the City of Central recognizes its significant opportunities, and its challenges. Despite new commercial development, the City of Central continues to experience a sales tax leakage as most residents commute outside of Central for work, and primarily frequent retail and commercial establishments outside of the city limits. The City of Central is constantly balancing the pressures of new growth and development with the desire to maintain the sense of place and community that defined Central throughout its entire existence. New infrastructure, both inside and outside of Central, including new streets, sewer systems, and stormwater maintenance assets, will play an increasing role in shaping the future of Central. Tying all of this together, the City of Central realized the need to update its Land Use Plan to address the changing conditions. The purpose of the City of Central Master Plan Update is not to rewrite the 2010 Plan, but to provide guidance for the continued growth and development of Central while addressing the changes since the original plan.
As the City recovered from the 2016 floods community leaders began plans to create a more resilient Central. While resiliency - the ability or capacity to rebound from adversity, trauma, crisis, or disaster – is a critical concept for addressing flooding or other disasters it can also apply to strengthening all aspects of a community including the economy, health and well-being of residents, and the general quality of life in the community. The primary goal of the City of Central 2018 Master Plan Update is to provide guidance to community leaders, residents, and developers for more resilient growth and development of the City of Central.

The Role of the Master Plan

As previously stated, the Central Master Plan will serve as a tool to guide future development and growth in Central. Citizens, community stakeholders, City staff, appointed public officials, and elected public officials should all use the plan to guide and support the future of Central. The plan also sends a message to individuals, businesses, organizations, other public agencies and other municipalities.

The message is that Central has a vision for the future, Central is willing to invest in achieving that vision, and that Central has a plan of action to when new opportunities and resources are available for the City.

Elected officials will continue to serve a key role in implementing the Central Master Plan. The plan resides with the Planning Commission who will use the plan in reviewing new development in Central. The Mayor and the administration will use the goals and strategies of the Master Plan as a guide in setting priorities and allocating resources to make improvements in the City. The authority to make zoning changes and any other laws will continue to reside with the City Council. The Council will also be making decisions about how the Master Plan is implemented with the advisement of the administration and the Planning Commission.

Brief synopsis of 2009/2010 land use plan and goals

Methodology – not re-writing or editing 2010 Land Use Plan, this is an update

Changes in Central since 2010 (summarized)

- New education infrastructure
- Population growth
- New businesses
- Residential growth
- Transportation improvements
- 2016 floods
Summary of 2017-2018 Community Engagement
- Initial Outreach
- November 2017 Planning Meeting
- January 2018 Planning Open House
- Listening Sessions
- Planning Commission and City Council Workshops
- Other Outreach

2018 Master Plan Areas of Focus
- Flood protection
- Resiliency
- Economic growth
- Infrastructure investments
- Building for the future of Central
Chapter 2 - Central Community Profile

Data Information

The 2010 U.S. Census Bureau data is the only publicly available official source of demographic data for small geographic areas, such as a census block. A census block is the smallest geographic unit used by the Census Bureau for tabulation of 100-percent data (data collected from all houses, rather than a sample of houses). Several blocks make up block groups, which again make up census tracts.

The population of Central for the years 2010-2017 was determined by using decennial census data and annual estimates produced by the U.S. Census Bureau with the 2010 Census used as the population base. Using July of each year as a benchmark, the U.S. Census Bureau issues Annual Estimates of the Resident Population for the United States as a whole, and for individual states, counties, cities, and towns. These estimates are used in federal funding allocations and as survey controls, as denominators for vital rates and per capita time series, and as indicators of recent demographic changes. With each new release of annual estimates, the entire time series of estimates is revised for all years back to the last census.

While the U.S. Census Bureau has conducted annual population estimates for the entire town, there are few reliable neighborhood-level indicators available for preliminary review. For population projections, Villavaso & Associates has relied on Environmental Systems Research Institute (ESRI) Estimates and Projections for 2018 and 2023. ESRI is considered to be the world leader in geographic, planning, and demographics software and data.

The 2018/2023 ESRI Population Estimates and Projections will be used for the block groups in Central. To measure current population change by block group, ESRI models the change in households from three primary sources: InfoBase database from Acxiom Corporation; residential delivery statistics from the U.S. Postal Service; and residential construction data from Hanley Wood Market Intelligence; in addition to several ancillary sources. The U.S. Postal Service (USPS) publishes monthly counts of residential deliveries for every U.S. postal carrier route. This represents the most comprehensive and current information available for small, sub-county geographic areas. The maps used in the analysis of Central’s Master Plan Update were created in ArcGIS 10. The mapping system used, a Geographic Information System (GIS), is used to gather and analyze data about features of the any locality. The software draws the integration of data: geographic coordinates (or "where things are") and sets of attributes (or "what things are like"), processed according to rules set by the user.
The 2017/2018 aerials images used in this report come from the U.S. Department of Agriculture/Farm Service Agency (USDA/FSA) - Aerial Photography Field Office and are distributed through Environmental Sciences Research Institute (ESRI). The USDA/FSA provides ortho-rectified satellite images annually to evaluate farmland in the United States. Water bodies, streets, railroads and other line files are provided by the 2017 ESRI Tigerline Files. Other information comes from the City of Central and is cited as such.

The Land Use Maps were created using fieldwork by Villavaso & Associates, LLC. We reserve the right to update maps and data to reflect any new information obtained. Data and maps created by other entities have been included as prepared, are credited, and are the most up to date available. All photographs were taken by Villavaso & Associates, LLC and shall be credited to Villavaso & Associates, LLC. All other pictures, information, and data shall be credited to Villavaso & Associates, LLC and has been developed through field work and in-depth analysis of previously mentioned maps and data files.

About Central

Located in East Baton Rouge Parish, Central became Louisiana’s newest city in April 2005. Originally an unincorporated suburb of Baton Rouge, the citizens of Central voted to incorporate as a city primarily to establish a school system separate from East Baton Rouge Parish.

In November 2006, the voters of the state passed a constitutional amendment authorizing the creation of the Central Community School District. The amendment authorized Central to govern its own public-school system. Central operates its own police and fire departments. Other services, such as water, sewerage and trash, are still operated by the city-parish. Utilities are provided by DEMCO and Entergy.

Population and Demographics Profile

This chapter presents a summary of demographic information, economic data, and projections for the City of Central with a focus on the years 2010 to 2018.

In 2010, as part of the decennial census, the U.S. Census Bureau indicated the population of Central, Louisiana was 26,864. In 2017, the U.S. Census Bureau estimated the population of Central was 28,984 as part of the Annual Estimates of the Resident Population.

In 2018, the estimated population of Central is 28,895 residents. This population estimate is based on 2018 ESRI Population Estimates. There are approximately 40,000 acres in in Central as of 2017.
Table 1: Annual Estimates of Resident Population

<table>
<thead>
<tr>
<th>Geography</th>
<th>April 1, 2010</th>
<th>U.S. Census Bureau Population Estimate (as of July 1)</th>
<th>ESRI Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central, Louisiana</td>
<td>26,864</td>
<td>26,867</td>
<td>26,919</td>
</tr>
<tr>
<td>East Baton Rouge Parish, Louisiana</td>
<td>440,171</td>
<td>440,178</td>
<td>440,625</td>
</tr>
<tr>
<td>Ascension Parish, Louisiana</td>
<td>107,215</td>
<td>107,194</td>
<td>107,870</td>
</tr>
<tr>
<td>Livingston Parish, Louisiana</td>
<td>128,026</td>
<td>128,040</td>
<td>128,709</td>
</tr>
</tbody>
</table>

Data Sources: U.S. Census Bureau, Population Division Annual Estimates; ESRI Estimates and Projections 2018, 2023

Since 2010 to 2017, Central has seen an estimated annual growth of almost one percent (0.95%), equivalent to Livingston Parish (0.97%). East Baton Rouge Parish has seen a significantly slower annual growth of population growth of 0.17%. Ascension is the fastest growing Parish in comparison with an average annual estimated growth of under two percent (1.7 %)

Table 2: Population

<table>
<thead>
<tr>
<th>Population</th>
<th>2010 Census</th>
<th>2018 Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>26,864</td>
<td>28,895</td>
</tr>
<tr>
<td>Households</td>
<td>10,179</td>
<td>10,926</td>
</tr>
<tr>
<td>Housing Units</td>
<td>10,574</td>
<td>11,279</td>
</tr>
</tbody>
</table>

Data Sources: U.S. Census Bureau, Population Division Annual Estimates; ESRI Estimates and Projections 2018, 2023

As Central did not become incorporated as a city until 2005, the 2000 population for Central was not calculated by the U.S. Census Bureau. Using 2000 Census Tract and Census Block Group data, the approximate population of the area that would become the City of Central was 26,000. Owner occupied housing in the Central area was 8,250 in 2000. Renter occupied housing in the Central area was 1,240 in 2000.
Table 3: Central Demographic and Income Profile Summary 2010-2023

<table>
<thead>
<tr>
<th></th>
<th>2010 Census</th>
<th>2018 Estimates</th>
<th>2023 Projections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>26,864</td>
<td>28,895</td>
<td>30,008</td>
</tr>
<tr>
<td>Households</td>
<td>10,179</td>
<td>10,926</td>
<td>11,330</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.63</td>
<td>2.64</td>
<td>2.64</td>
</tr>
<tr>
<td>Families</td>
<td>7,913</td>
<td>8,357</td>
<td>8,606</td>
</tr>
<tr>
<td>Average Family Size</td>
<td>2.98</td>
<td>3.03</td>
<td>3.04</td>
</tr>
<tr>
<td>Owner Occupied Housing Units</td>
<td>8,586</td>
<td>8,903</td>
<td>9,291</td>
</tr>
<tr>
<td>Renter Occupied Housing Units</td>
<td>1,593</td>
<td>2,023</td>
<td>2,039</td>
</tr>
<tr>
<td>Vacant Housing Units</td>
<td>395</td>
<td>353</td>
<td>393</td>
</tr>
<tr>
<td>Total Housing Units</td>
<td>10,574</td>
<td>11,279</td>
<td>11,723</td>
</tr>
<tr>
<td>Median Age</td>
<td>40.6</td>
<td>41.0</td>
<td>41.9</td>
</tr>
</tbody>
</table>


Table 3 displays demographic and income data for the City of Central from the 2010 Census, as well as estimates for 2018 and projections for 2023. The official release of 2010 Census data is shown Table 1 under the column 2010 Census.

Table 4: Projected Trends: 2018-2023 Annual Rates

<table>
<thead>
<tr>
<th>2018-2023 Annual Trends</th>
<th>Central</th>
<th>Louisiana</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>0.76%</td>
<td>0.63%</td>
<td>0.83%</td>
</tr>
<tr>
<td>Households</td>
<td>0.73%</td>
<td>0.64%</td>
<td>0.79%</td>
</tr>
<tr>
<td>Families</td>
<td>0.59%</td>
<td>0.47%</td>
<td>0.71%</td>
</tr>
<tr>
<td>Owner HHs</td>
<td>0.86%</td>
<td>0.95%</td>
<td>1.16%</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>0.97%</td>
<td>1.45%</td>
<td>2.50%</td>
</tr>
</tbody>
</table>


In general, the population of Central has steadily increased since 2010, with small increases in population expected in the next five years. Additionally, all the primary demographic indicators (shown in Table 3) are projected to show modest change -- three (3) or more percent over five (5) years by 2023. Regarding population, households, and families factors, Central surpasses state trends.
Table 5: Central Race and Ethnicity 2010-2023

<table>
<thead>
<tr>
<th>Race and Ethnicity</th>
<th>2010 Census Number</th>
<th>Percentage</th>
<th>2017 Estimates Number</th>
<th>Percentage</th>
<th>2022 Projections Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Alone</td>
<td>23,993</td>
<td>89.3%</td>
<td>24,704</td>
<td>85.5%</td>
<td>25,026</td>
<td>83.4%</td>
</tr>
<tr>
<td>Black Alone</td>
<td>2,241</td>
<td>8.3%</td>
<td>3,274</td>
<td>11.3%</td>
<td>3,823</td>
<td>12.7%</td>
</tr>
<tr>
<td>American Indian Alone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black Alone</td>
<td>105</td>
<td>0.4%</td>
<td>127</td>
<td>0.4%</td>
<td>143</td>
<td>0.5%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>152</td>
<td>0.6%</td>
<td>226</td>
<td>0.8%</td>
<td>286</td>
<td>1.0%</td>
</tr>
<tr>
<td>Pacific Islander Alone</td>
<td>5</td>
<td>0.0%</td>
<td>8</td>
<td>0.0%</td>
<td>10</td>
<td>0.0%</td>
</tr>
<tr>
<td>Some Other Race Alone</td>
<td>110</td>
<td>0.4%</td>
<td>154</td>
<td>0.5%</td>
<td>190</td>
<td>0.6%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>258</td>
<td>1.0%</td>
<td>402</td>
<td>1.4%</td>
<td>531</td>
<td>1.8%</td>
</tr>
<tr>
<td>Hispanic Origin (Any Race)</td>
<td>433</td>
<td>1.6%</td>
<td>578</td>
<td>2.0%</td>
<td>717</td>
<td>2.4%</td>
</tr>
</tbody>
</table>


Overall, the race and ethnicity co-horts of Central is not projected to change significantly over the next five years. Central is projected to experience a slight decrease in the White Alone co-hort, an increase in Black Alone co-hort, an increase in Hispanic population and populations that identify as other race or two or more races.

Table 6: Central Household by Income: 2010-2023

<table>
<thead>
<tr>
<th>Households by Income</th>
<th>2010 American Community Survey</th>
<th>2018 Estimates</th>
<th>2023 Projections</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
</tr>
<tr>
<td>&lt;$15,000</td>
<td>942</td>
<td>9.3%</td>
<td>1,122</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>615</td>
<td>0.1%</td>
<td>799</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>933</td>
<td>0.1%</td>
<td>913</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>1,631</td>
<td>0.2%</td>
<td>1,474</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>1,939</td>
<td>0.2%</td>
<td>1,883</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>1,703</td>
<td>0.2%</td>
<td>1,634</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>1,545</td>
<td>0.2%</td>
<td>1,766</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>431</td>
<td>0.0%</td>
<td>742</td>
</tr>
<tr>
<td>$200,000+</td>
<td>371</td>
<td>0.0%</td>
<td>593</td>
</tr>
</tbody>
</table>

Data Note: Income is expressed in current dollars.
Average Household Income in Central is projected to increase by over $3,000 over the next five years. This projected increase equates to an annual growth rate of almost one percent. This growth rate is behind both the projected state and national averages.

Table 7: Central Population by Age: 2010-2023

<table>
<thead>
<tr>
<th>Population by Age</th>
<th>2010 Census</th>
<th>2018 Estimates</th>
<th>2023 Projections</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
</tr>
<tr>
<td>0 – 4</td>
<td>1,600</td>
<td>6.0%</td>
<td>1,604</td>
</tr>
<tr>
<td>5 – 9</td>
<td>1,666</td>
<td>6.2%</td>
<td>1,738</td>
</tr>
<tr>
<td>10 – 14</td>
<td>1,789</td>
<td>6.7%</td>
<td>1,845</td>
</tr>
<tr>
<td>15 – 19</td>
<td>1,857</td>
<td>6.9%</td>
<td>1,612</td>
</tr>
<tr>
<td>20 – 24</td>
<td>1,585</td>
<td>5.9%</td>
<td>1,474</td>
</tr>
<tr>
<td>25 – 34</td>
<td>3,245</td>
<td>12.1%</td>
<td>3,925</td>
</tr>
<tr>
<td>35 – 44</td>
<td>3,230</td>
<td>12.0%</td>
<td>3,580</td>
</tr>
<tr>
<td>45 – 54</td>
<td>4,392</td>
<td>16.3%</td>
<td>3,692</td>
</tr>
<tr>
<td>55 – 64</td>
<td>3,772</td>
<td>14.0%</td>
<td>4,327</td>
</tr>
<tr>
<td>65 – 74</td>
<td>2,291</td>
<td>8.5%</td>
<td>3,226</td>
</tr>
<tr>
<td>75 – 84</td>
<td>1,132</td>
<td>4.2%</td>
<td>1,447</td>
</tr>
<tr>
<td>85+</td>
<td>305</td>
<td>1.1%</td>
<td>428</td>
</tr>
</tbody>
</table>


Central experienced an increase in the median age of its population, 40.6 years in 2010 and an estimated 41.0 in 2018. In Louisiana, the median age in 2010 was 35.8 with the 2017 being 36.8. The aging of Central could be a concern in the future with smaller school enrollments with families having fewer children and a smaller work force as workers retire. Healthcare may be a concern with an older population in the coming years.

The aging of central’s population is related to an increased life expectancy, outpacing birth rates, following national trends.

**Housing**

The residential market is increasing in Central. From infill and rebuilds to new developments, the ...XXX

Has less than a four percent vacancy rate.

Table 8: Housing Units by Value: 2010-2023

<table>
<thead>
<tr>
<th>Owner Occupied Housing Units by Value</th>
<th>2010 Census</th>
<th>2018 Estimates</th>
<th>2023 Projections</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>American Community Survey</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Villavaso and Associates

Page 10 of 28
<table>
<thead>
<tr>
<th>Income Level</th>
<th>Total 2017</th>
<th>100.0%</th>
<th>Total 2016</th>
<th>100.0%</th>
<th>Total 2015</th>
<th>100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; $50,000</td>
<td>635</td>
<td>7.3%</td>
<td>496</td>
<td>5.6%</td>
<td>315</td>
<td>3.4%</td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>760</td>
<td>8.7%</td>
<td>486</td>
<td>5.5%</td>
<td>336</td>
<td>3.6%</td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>2,029</td>
<td>23.2%</td>
<td>1,302</td>
<td>14.6%</td>
<td>1,043</td>
<td>11.2%</td>
</tr>
<tr>
<td>$150,000-$199,999</td>
<td>2,347</td>
<td>26.8%</td>
<td>1,766</td>
<td>19.8%</td>
<td>1,621</td>
<td>17.4%</td>
</tr>
<tr>
<td>$200,000-$249,999</td>
<td>1,127</td>
<td>12.9%</td>
<td>1,829</td>
<td>20.5%</td>
<td>2,022</td>
<td>21.8%</td>
</tr>
<tr>
<td>$250,000-$299,999</td>
<td>782</td>
<td>8.9%</td>
<td>1,142</td>
<td>12.8%</td>
<td>1,324</td>
<td>14.3%</td>
</tr>
<tr>
<td>$300,000-$399,999</td>
<td>718</td>
<td>8.2%</td>
<td>1,104</td>
<td>12.4%</td>
<td>1,379</td>
<td>14.8%</td>
</tr>
<tr>
<td>$400,000-$499,999</td>
<td>196</td>
<td>2.2%</td>
<td>460</td>
<td>5.2%</td>
<td>715</td>
<td>7.7%</td>
</tr>
<tr>
<td>$500,000-$749,999</td>
<td>120</td>
<td>1.4%</td>
<td>191</td>
<td>2.1%</td>
<td>311</td>
<td>3.3%</td>
</tr>
<tr>
<td>$750,000-$999,999</td>
<td>18</td>
<td>0.2%</td>
<td>101</td>
<td>1.1%</td>
<td>167</td>
<td>1.8%</td>
</tr>
<tr>
<td>$1,000,000-$1,499,999</td>
<td>14</td>
<td>0.2%</td>
<td>3</td>
<td>0.0%</td>
<td>5</td>
<td>0.1%</td>
</tr>
<tr>
<td>$1,500,000-$1,999,999</td>
<td>0</td>
<td>0.0%</td>
<td>10</td>
<td>0.1%</td>
<td>22</td>
<td>0.2%</td>
</tr>
<tr>
<td>$2,000,000+</td>
<td>0</td>
<td>0.0%</td>
<td>14</td>
<td>0.2%</td>
<td>31</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

**Median Value**
- 2017: $165,300
- 2016: $210,990
- 2015: $232,901

**Average Value**
- 2017: $188,070
- 2016: $235,863
- 2015: $271,830

Data Note: Income is expressed in current dollars.

Education

In October 2016, Central Community School District reported an enrollment of 4,656 students to the Louisiana Department of Education. In October 2017, the District enrollment was 4,626. CCSD’s enrollment in 2010 was 4,034.

Graph 1: Population Age 25+ by Educational Attainment: 2018

2018 POPULATION (AGE 25+) BY EDUCATIONAL ATTAINMENT

Sources: U.S. Census Bureau - 2010 Census of Population and Housing Summary File 1; ESRI Estimates (2018)
Community Profile Summary

The City of Central is projected to experience modest population growth over the next five years. The population and age trends in Central mirror those of the country as a whole: average household size is decreasing, and the overall age of the population is increasing as the baby boomer generation enters retirement age and lives longer than previous generations. However, the family size in Central appears to be increasing, contrary to national trends, indicating Central pulls in young families with its economy and housing affordability.

Central is projected to experience increases in housing units as well as renter and owner-occupied households. Central is also projected to see a significant increase in average household income. This projected increase in average household income combined with a projected constancy in the number of households making less than $34,999, the diversity of industry indicates the City still provides solid economic opportunities for its citizens.

Overall, the City of Central should continue to be a diverse, economically stable community over the next five years.
Chapter 3 – Infrastructure and Resiliency

Introduction and Background

While resiliency is critical for the success of any community it is particularly important to address in the City of Central. A strong infrastructure system is key to ensuring a resilient community. The Infrastructure and Resiliency Chapter addresses the following infrastructure components:

• Floodplain Mitigation & Storm water Management – The location of Central within the Amite River Watershed means the city is vulnerable to flooding during significant rain events, as witnessed during the 2016 floods. Since the completion of the 2010 Land Use Plan multiple agencies, including FEMA, the Amite River Basin Drainage and Water Conservation District, and contractors for the City of Central, developed drainage and storm water management plans, some in response to the 2016 floods. The combination of past and current flood management plans, and continued implementation provides a comprehensive strategy to address concerns of future loss from floods.

• Transportation – The proximity to Baton Rouge creates commuter traffic and congestion from within Central as well as surrounding Parishes. Transportation planning efforts can alleviate areas of traffic concern and provide increased transportation options for residents.

• Municipal Sewer – Municipal sewer in Central, provided by East Baton Rouge Parish, is a key driver of new development.

• IT/Broadband network – Developing a strong IT and Broadband network is necessary for recruiting business to Central and economic growth. Economic growth is key to increasing sale tax revenue needed for infrastructure maintenance and development.

As Central continues to grow maintaining a strong infrastructure system across all components is key to increasing the resiliency and prosperity of the City and its residents.

Historic Challenges in Central

Flood Mitigation and Protection

In 2016 much of the City of Central experienced extreme flooding that led to the destruction and loss of property, and injury to residents. While Central did not experience any loss of life due to the flood establishing a plan to mitigate flooding is
necessary to prevent future loss of life and injury, reduce additional property damage, and decrease loss of revenue from future flood events.

- Floodplain, Drainage, & Storm Water Management Plans
  1. 2011 Storm Water Management Plan
  2. 2013 City of Central Resiliency Plan
  3. 2015 Amite River Basin Floodplain Management Plan – Comite River Diversion Canal
  4. 2018 Drainage Improvement Plan
  5. 2018 Central Resilience District

- Drainage Improvement Plan
- Central Resilience District
- Comite River Diversion Canal
- Additional Funding Sources for Drainage Improvements
- Best Practices and Guidelines for Private Land Owners/Developers

Transportation

As noted in the 2010 Land Use Plan commuters from Livingston Parish to and from Baton Rouge are the primary cause of congestion and traffic concerns in Central. Transportation objectives from 2010 include focusing on a multi-modal transportation system, creating a transportation master plan that guides new developments, and working regionally to minimize the potential negative impact of any regional transportation plans.

- Transportation Infrastructure Improvements since 2009
- Central Thruway
- Planned Future Improvements
- Regional Connectivity
- Develop/Update Central Transportation Plan

Municipal Sewer

IT and Broadband Infrastructure

Summary
Chapter 4 – Economic Development

Introduction and Background

The 2010 Land Use Plan for the City of Central laid the foundation for strengthening the economy of Central. The original Land Use Plan combined feedback from community meetings and the current state of the Central economy to develop a list of economic development objectives (Table X).

2010 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.

Since the 2010 Land Use Plan several commercial and retail developments located to Central, and the City of Central worked with the economic development firms LEOTTA Location + Design (LL&D) and Taimerica Management Company (Taimerica) to develop a strategic economic development plan. This update will incorporate the 2010 Economic Development Objectives, the Strategic Economic Development Plan, and the current economic landscape of Central to recommend a current list of Economic Development Objectives.

Data

- Industry data

As noted in the 2010 Land Use Plan the majority of Central’s workforce works outside of the city. Approximately 87 percent of workers 16 and over commute outside of Central for work. Almost of half of workers that do not work at home commute 30 minutes or more to their job. According to Table X residents of Central work primarily in the industries of Educational services and health care and social assistance; Manufacturing; Retail Trade; and Professional, scientific, and management, and administrative and waste management services.

- Employment data

Chart X demonstrates the primary occupations of Central residents. The majority of residents work in an office setting. Targeting new business opportunities with jobs that align with residents’ skill sets could attract residents to find employment within Central.
### Table X: Top Industries for Civilian Workers 16 and Over, Central, LA

<table>
<thead>
<tr>
<th>NAICS Industry Code</th>
<th>Percent of Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational services, and health care and social assistance</td>
<td>20</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>13</td>
</tr>
<tr>
<td>Retail trade</td>
<td>11</td>
</tr>
<tr>
<td>Professional, scientific, and management, and administrative and waste management services</td>
<td>10</td>
</tr>
<tr>
<td>Construction</td>
<td>9</td>
</tr>
<tr>
<td>Public administration</td>
<td>8</td>
</tr>
<tr>
<td>Arts, entertainment, and recreation, and accommodation and food services</td>
<td>7</td>
</tr>
<tr>
<td>Other services, except public administration</td>
<td>6</td>
</tr>
<tr>
<td>Finance and insurance, and real estate and rental and leasing</td>
<td>6</td>
</tr>
<tr>
<td>Transportation and warehousing, and utilities</td>
<td>5</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>2</td>
</tr>
<tr>
<td>Agriculture, forestry, fishing and hunting, and mining</td>
<td>1</td>
</tr>
<tr>
<td>Information</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2012 – 2016 American Community Survey 5-Year Estimates

### Chart X: Occupation of Civilian Workers 16 and Over, Central, LA

- Management, business, science, and arts occupations: 35%
- Service occupations: 28%
- Sales and office occupations: 14%
- Natural resources, construction, and maintenance occupations: 11%
- Production, transportation, and material moving occupations: 12%
Key Economic Development Since 2010

- List (partial) of new retail & commercial development
  1. Pops Plaza Shopping Center
  2. The Quarters at Central Square
- Related new development (new residential, mixed-use)
  1. Central Square

City and Municipal Economic Development Efforts

- Discover Central
- Leotta Study/ Economic Development Strategic Plan

In 2017, the City of Central contracted with LL+D and Talmerica to develop a strategic plan for strengthening the Central economy. The following are key findings from the economic development assessment:

- The majority of Central’s residents commute outside of the city limits for work.
- Currently, the most concentrated industries in Central include Manufacturing, Arts Entertainment & Recreation, and Public Administration
- A sales tax leakage exists in Central primarily because of: the lack of services and retail providers within the city limits, residents who work and spend disposable income? outside of Central, and a low population density in Central.
- The selection of companies that could relocate to Central is limited by a lack of development infrastructure.

Tying Economic Development to Land Use

- Commercial Corridors
- City Center

The development of a City Center in Central was a key economic development goal of the 2010 Land Use Plan and acknowledged as a need in the 2016 Economic Development Strategic Planning report. In 2013, Villavaso and Associates developed a Central City Center Design Guidelines and Standards document to guide the implementation of a City Center. As part of the report Villavaso and Associates recommended the creation of a City Center Overlay District. One of the primary aims of the Overlay District is to, “Promote the development of a commercial service district where a variety of retail, commercial, office, civic, entertainment and residential uses are permitted in a pedestrian accessible environment.”
• Land use Regulations Updates
• LED Approved Sites
• Regional Coordination

Summary
Chapter 5 – Community Growth

Introduction and Background

Underlying the four primary goals in the 2010 Land Use Plan - retain sanctuary feeling, make the Central school district even better, improve drainage and transportation, and increase business and shopping opportunities - is the importance of quality of life to residents of Central. Within the plan the Livability Goal stated, “The City of Central is a healthy, safe, and sustainable community that preserves and enhances natural character.” Strengthening the quality of life in a community goes hand in hand with creating a more resilient community. This chapter presents a series of planning and policy goals that will create opportunities to maintain the quality of life for residents of Central, including increased access to a variety of housing types, quality jobs, quality schools, facilities that support community health, recreational opportunities, and increased transportation options.

In some areas of Central this includes land use policies that encourage a mix of uses such as homes, small businesses, schools, places of worship, and libraries in close proximity to each other, and allows for increased walkability and biking as well as car transportation. Planning for increased quality of life not only creates a more resilient community it also leads to a more complete community that accommodates a range of age groups, backgrounds, and incomes within Central.

Housing Choice

To support additional retail and service-oriented businesses a range of housing types is needed to attract potential workers. A vibrant mixed-use community with smaller residential lot sizes can attract a diversity of residents needed to support more commercial development. A diversity of housing types provides an attractive environment for additional retail and services-oriented businesses.

Educational Opportunities

Recreation and Community Health

Areas of focus for maintaining and improving community health in Central, LA include increasing access to health facilities, and creating public spaces that encourage physical activity and interaction between residents.

Planning for Mixed Use Neighborhoods
In the past residential development in Central focused on single-family detached housing within uniform subdivisions. The establishment of the City Center Overlay District by the Planning and Zoning Commission provides an opportunity to create a vibrant mixed-use area within the City of Central. A mixed-use area encourages varied land uses side-by-side on adjacent lots, sites, or individual tenant spaces in a multi-tenant building. Features of mixed use community include neighborhood oriented commercial development; small lot, single family and multi family residential units; and transportation options including increased walkability, bike paths, and bike parking.

Areas of mixed use in Central provide a range of benefits for the City as a whole including increasing economic development opportunities, promoting healthy living opportunities, supporting a range of age groups from young families to older adults, and fostering community connections and character. The scale and type of development should create an attractive streetscape with enhanced walkability components and pedestrian access, with appropriate transitions between commercial and residential developments. A vibrant mixed-use neighborhood has potential to attract a mix of restaurants and services not currently located in Central.

Existing or Developing Mixed-Use Developments in Central

- The Village at Magnolia Creek
- Central Square
- The Settlement on Shoe Creek

Tying it all together

- Residential Growth
- New Development
- Education Quality
- Reduced Flood Risk

Summary
Chapter 6 – Future Land Use and Development

Overview of new development
- New education infrastructure
- Population growth
- New businesses
- Residential growth
- Transportation improvements
- 2016 floods
- Planned City Hall
- Future drainage improvements, local and regional

New Development Highlights – 3-4 drill down sections addressing key developments that will drive new growth in Central
- Central Thruway
- New City Hall
- New Schools
- Wax Road/Amite River bridge

Transition from 2010 Proposed Land Use to 2018 Future Land Use
- Why this update is different from 2010
- Land use categories that reflect community changes
- Land use categories that are easier to use and interpret
- Land use categories that better reflects the values of Central residents

Introduction to Central Future Land Use Plan

The planning team developed the Central Future Land Use Plan and Map to provide a framework for future development and growth in Central. The proposed map and corresponding Generalized Future Land Use Categories simplifies the existing Land Use Map and should provide a clear vision for development in Central.

The planning process led to the development of seven guiding principles for future land use in Central. The Central Future Land Use Plan and the Central Future Land Use Map should be utilized to:

- Preserve and support the character of successful residential neighborhoods.
- Revitalize challenged neighborhoods with new development that contributes to character and new vitality.
- Support resilient development that reduces flood risk.
- Encourage development in areas with adequate public infrastructure.
• Promote development that can strengthen the city’s tax and job base while serving citizen needs and preserving city character.
• Maintain, protect, and expand parks and open space.
• Promote walkable, mixed-use environments in areas of Central with a nexus of density and established development.

Central Future Land Use Plan Categories

These general categories and definitions are included in the Generalized Future Land Use Map. Each category describes the general nature of land use in a specified area and the manner in which that land use develops and changes.

**Recreation and Green Space** – Areas include public and private recreation facilities and activities, as well as environmental preservation needs.

Most of the parks and recreational spaces in Central are publicly owned and operated by BREC with a few privately-owned sites. This future land use category encourages development of parks, playgrounds, recreation centers, golf courses, and land that serves a possible environmental function for the community. Open and Green Space category may include flood zones or wetlands. This category also allows for car and bike parking facilities and ancillary buildings and structures required for operating and maintaining open spaces.

**Agricultural and Rural Residential** – Area intended for agriculture, woodlands, and large multi-acre residential properties.

The Agricultural and Rural Residential future land use category typically includes areas consisting of pasturelands, wooded lowlands and natural and undeveloped landscapes generally divided into large estates. Properties in this category typically have less access to municipal infrastructure. Residential structures in this category are typically single-family homes on large lots often with non-dwelling, accessory structures (i.e. barns, stables, silos and agricultural equipment storage).

**Residential Low Density** – Areas where primary land use will be single family detached homes.

The Residential Low Density future land use category is intended for properties that are typically single-family residences often in established neighborhoods and uniform subdivisions. *Areas that transition from agricultural and rural residential to residential low density generally have access to municipal infrastructure including green and grey infrastructure that reduces flood risk.*
This category also includes small-scale institutional uses that are compatible and complementary to surrounding neighborhood with low residential densities, such as churches, schools, and libraries.

**Residential Medium Density** - Areas where predominate land development will consist of a mix of housing types including higher-density single-family homes, two-family homes, doubles, townhomes, and small multi-family developments.

The Residential Medium Density future land use category includes more options for housing types than the Residential Low Density category. This category encourages the development of medium density residential uses including single-family homes, two-family structures, townhouses, and multi-family with appropriate development standards. As in the low-density residential land use category, limited compatible and complimentary institutional uses will be allowed including neighborhood schools, small churches, small parks and playgrounds, libraries, small-scale home occupations, and small day-care facilities.

**Local Commercial** – Areas of low intensity commercial development intended to serve nearby residential neighborhoods.

This category encourages the development of commercial uses consisting of small-scale retail and office development with the intention of meeting the immediate, commercial needs of surrounding residents. Areas with an existing mix of commercial and residential properties would also be included in General Commercial areas. Commercial uses should be compatible with surrounding development (both residential and commercial) in terms of scale and building design.

**General Commercial** – Areas of moderate to high intensity commercial development.

The General Commercial future land use category is intended for medium to large-scale retail and office development that serves the surrounding neighborhood, but also areas immediately outside of the city. Commercial properties in this area vary from large retail stores to small shops and food service facilities and are generally located along major corridors. Sites in this category should provide controlled points of access that promote efficient circulation and accessibility.

**Heavy Commercial/Manufacturing** - Areas that include a wide range of employment-generating office, light industrial, manufacturing, processing, and warehousing uses.
This category predominately includes facilities and/or operations used for manufacturing and assembly activities, and warehousing. Also included in this category are job and value-creating office complexes and medical complexes. Commercial sites in this area should have adequate buffering and design standards that limit the negative impact on adjacent land and the community. Sites in this category should provide controlled points of access that promote efficient circulation and accessibility.

**Institutional** - Establishments that serve the religious, municipal, and educational needs of the community.

Institutional is a generalized future land use category that encourages community, municipal, and educational uses. Such uses include, but are not limited to, educational facilities, places of worship, hospitals, community centers, libraries, and civic/government buildings and administrative support for each use. Depending on the size and impact of these facilities, additional controls such as site plan review may be considered for new development to minimize the impacts on surrounding neighborhoods. Small-scale institutional uses such as small churches, medical clinics, and municipal offices are not necessarily delineated within the plan because they are considered compatible and complimentary to other land uses.

**Commercial Corridor Overlay Future Land Use District** – This district is typically located along arterial corridors and allows for development of low intensity commercial uses with strict development standards and intensive public review.

This district is typically located on arterial streets in Central that currently have a mix of uses. The Commercial Corridor Overlay supports the goal of allowing non-intensive commercial uses with appropriate infrastructure and design standards and significant buffers to protect nearby uses, specifically resident uses, from any negative impacts of new development. When the Commercial Corridor overlays residential land use categories new development should only be considered after significant public review of new development.

**2018 Generalized Future Land Use Map (FLUM)**
- Base map
- FLUM Map

**How to use 2018 FLUM Maps**
- Role of Master Plan
- Future CZO Updates
• Other Development Regulation Updates (Subdivision Regulations, Building Code, Design Guidelines, etc.)

Summary
Chapter 7 – Implementation Matrix

Implementation Matrix