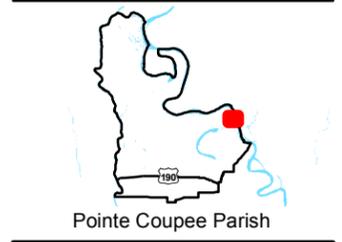


Exhibit B. Moseley North Site Land Use Exhibits

Land Use Exhibit
Moseley North Site
Pointe Coupee Parish, LA

BRAC



Pointe Coupee Parish

LEGEND

- Site Boundary (304.24 Acres +/-)
- Existing Roadway**
- Urban State Highway
- Rural State Highway
- Local Roads
- Railroad
- Waterbody
- Parish Boundary

**POINTE COUPEE MASTER PLAN
PROPOSED LAND USE: OFFICE PARK**

- OFFICE PARK LAND USES:**
- Light Manufacturing
 - Assembly
 - Professional Design
 - Light Industrial



Date: 8/10/2015
Project Number: 212161.20.014
Drawn By: MAT
Checked By: TMG



P:\212161\Sites Under Contract\014_Moseley North\CAD\GIS templates\GIS\Exhibit B_Moseley North Site Zoning Documents.mxd

General Notes:

1. No attempt has been made by CSRS, Inc. to verify site boundary, title, actual legal ownership, deed restrictions, servitudes, easements, or other burdens on the property, other than that furnished by the client or his representative.
2. Transportation data from 2013 TIGER datasets via U.S. Census Bureau at [ftp://ftp2.census.gov/geo/tiger/TIGER2013](http://ftp2.census.gov/geo/tiger/TIGER2013).
3. According to the Pointe Coupee Parish Master Plan adopted August 2009, the site is within the "Office Park" Land Use category which is described as "light manufacturing, assembly, professional design, and light industrial. Buildings are one to two stories high." Adjacent Land Use to the North is Industrial.

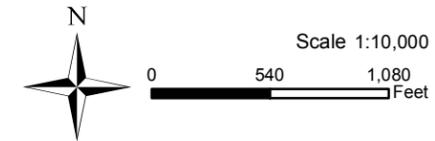
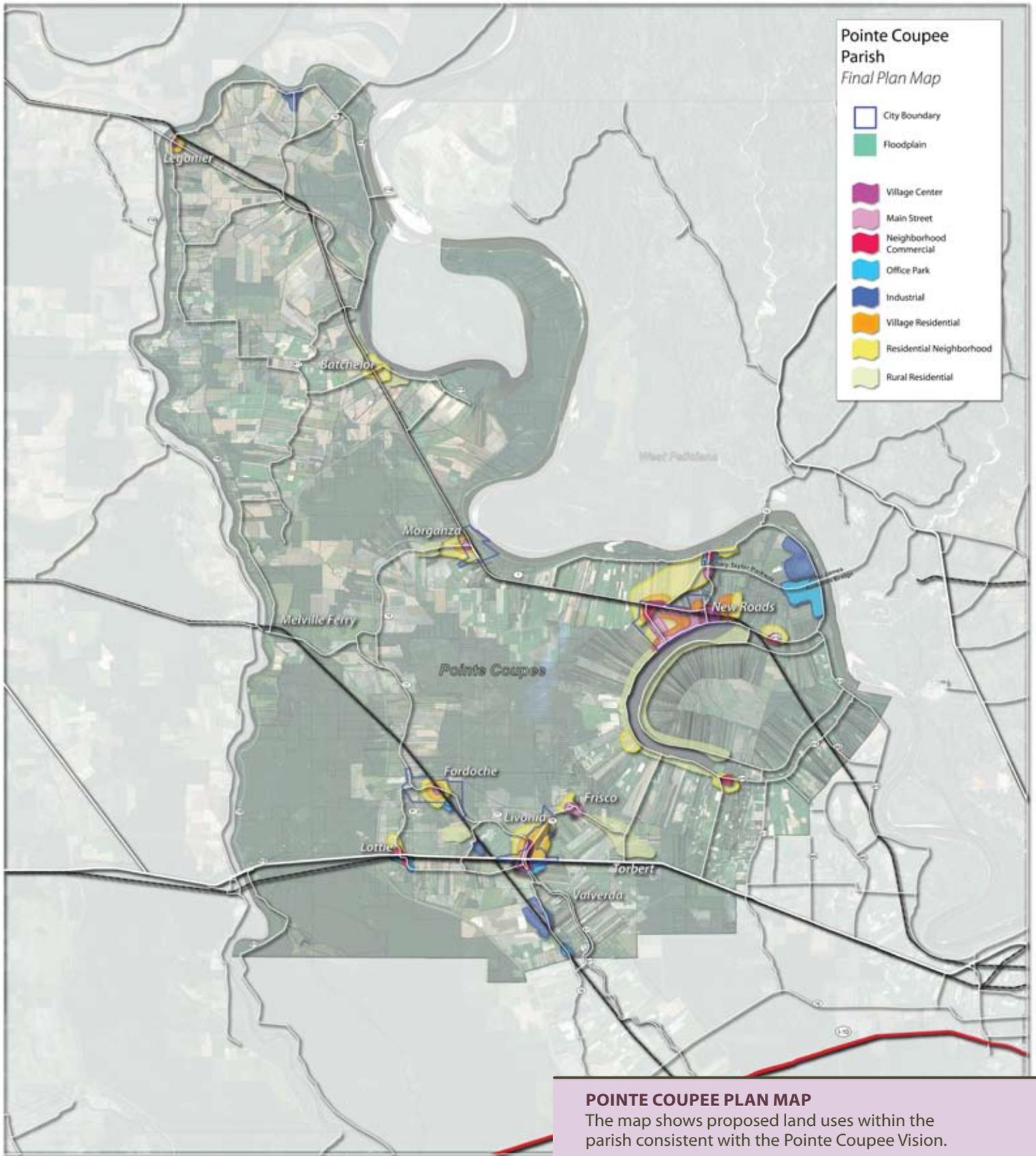


Exhibit B. Moseley North Site Land Use Exhibits



Pointe Coupee Parish

COMPREHENSIVE PLAN

Adopted by the
Pointe Coupee Police Jury
on August 18th, 2009





August 18, 2009

To: Chair Mel Bueche and Members of the Pointe Coupee Parish Police Jury
From: Members of the Pointe Coupee Comprehensive Plan Support Committee

Regarding: Pointe Coupee Comprehensive Plan Recommended Actions

Members of the Pointe Coupee Support Committee have participated in individual interview sessions, over ten Committee meetings, and three citizen workshops. Based on the citizen input received during the planning process, the Support Committee recommends that the Police Jury take the following actions. These actions should be undertaken immediately and finished in a two year time frame. These recommendations are detailed in the Strategic Action section of the Pointe Coupee Comprehensive Plan. The page numbers in the plan where additional information can be found on the topic are provided by each action item.

The following actions are identified as priorities by the Support Committee. They are divided by topic into the following three categories:

1. Immediate action needed: Those actions that are the first priority and should be initiated within a one to two year time frame.
2. Intermediate priority: Those actions that are a secondary priority and should be initiated within a 2 to 5 year timeframe.
3. Longer term: Those actions that should be initiated within a 3 to 7 year timeframe.

EDUCATION (See page 19)

Immediate action needed: Be a leader in working with all boards and agencies to improve the educational system

Although the comprehensive plan primarily addresses infrastructure needs, the community and committee have continually expressed grave concern for the education system in Pointe Coupee Parish. It is felt that if Pointe Coupee is to reach its full potential of providing citizens and others with the opportunity to remain in the Parish with good paying jobs, our education system must be improved. In addition, transportation improvements and increased connectivity within the Parish will reduce the amount of time children are traveling to school.

TRAFFIC (See pages 21 – 23, 31 – 34)

Immediate action needed: Work with town of New Roads to address likelihood of major traffic problems on Hospital Road, Major Parkway and False River Drive as a result of the opening of the Audubon Bridge.

Immediate action needed: The support of widening LA1 – LA10 to the north (Zachary Taylor Parkway) is imperative. A Street and Road Priority Master Plan should be undertaken immediately.

Longer term: The Parish should begin preliminary work with State and Federal agencies and other parishes to study a new connection route between LA1 and I-10. Work to determine an alignment and reserve a corridor for future growth will be needed.

SEWER SYSTEM (See pages 24, 36 – 37)

Immediate action needed: In order to protect the invaluable asset that False River offers the parish must move away from the older sewer systems currently in operation on the Island side of the river. Engineering of a new system for this area needs to begin immediately. The committee discussed green systems, new technology and state of the art systems that should be studied for potential use in the parish.

Longer term: With EPA mandates coming soon, a master plan and priorities for a parish-wide system are needed to meet EPA Standards for wastewater in the future.

FLOODING AND WATER QUALITY (See pages 24 – 25, 34 – 36)

Immediate action needed: With new development and construction the possibility of additional flooding is increased. Regulations on new development should be adopted to minimize the impact of new development on the drainage system. Construction of new roads and improvements should take into account the possibility of increasing flooding issues. Analysis of historical flooding and land use, as well as the use of detention and retention methods should be incorporated.

Intermediate priority: Support of the Tri-Parish Partnership for the Upper Terrebonne Basin Initiative through continued participation and funding is critical.

LAND USE REGULATIONS (See pages 24, 26, 29 – 31)

Immediate action needed: With the possibility of new housing due to the opening of the Audubon Bridge, subdivision regulations that deal with streets, connectivity, drainage, runoff, detention mitigation, lot size, etc., should be put in place as soon as possible.

Immediate action needed: The committee and the community have concerns that with the opening of the Audubon Bridge a series of commercial signs that will detract from the beauty of our Parish will occur. A sign ordinance to address this issue should be put in place immediately.

Intermediate priority: Small area plans prepared in accordance with the desires of property owners should be developed for areas where growth is anticipated or desired. The recommendations of the small area plans should be implemented through development regulations consistent with the Comprehensive Plan.

JOBS (See pages 27, 37 – 41)

Intermediate priority: The need for quality job opportunities is on everyone's mind. In order to keep our young adults in our parish an economic development plan to expand and attract new jobs is imperative. The logical entity to lead this plan is the Pointe Coupee Chamber of Commerce, working with the parish, our communities as well as state and regional agencies. Funding for this important effort will be needed.

Respectfully Submitted,

*Les Cantrell, Mary Debetaz, James Fairchild, Bobby Fulmer, Price Gay, Gert Hawkins,
Ray Jarreau, Jacques LaCour, Cletus Langlois, Steve Loup, Sandy Merrick, John Rodney,
J A Rummler, Sharon Smith, Geraldine Turner, Warren Valdry, Mike Welborn*

Acknowledgements

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Warren Valdry, PhD
Mike Welborn

POLICE JURY

District 1: Allen Monk
District 2: John Pourciau
District 3: Russell Young
District 4: Glenn Ray Cline
District 5: Willie Olinde
District 6: Melanie Bueche
District 7: Albert Dukes
District 8: Cornell Dukes
District 9: Janet Vosburg
District 10: Kurt Jarreau
District 11: Joseph Bergeron, Sr.
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Fregonese Associates, Inc.

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Chapter 1: The Pointe Coupee Vision Summary & Background



Introduction & Purpose

Pointe Coupee Parish is a special place. It is the home of stunning natural scenery, recreation areas, historic cities and towns, and hospitable people. These characteristics keep people coming home to Pointe Coupee Parish to live; after experiencing other parts of the world parish residents have learned that Pointe Coupee offers the best in natural assets and welcoming people. The Pointe Coupee Parish Comprehensive Plan was crafted to help preserve these assets while preparing the parish for a new era of growth and development. The residents of the parish have helped guide the development of this plan, and it reflects their knowledge, expertise, and vision for the parish's future.

A comprehensive plan is a blueprint for how a community will grow and change over time. It lays out the future development of the parish in pictures and images, maps, and written goals. It serves as a guide for residents and policymakers on how to invest in roads and infrastructure. Ultimately, it is a strategic document, meant to maximize opportunities, mitigate risks, and ensure that the parish remains a great place for current and future generations.

The Comprehensive Plan, in itself, is not a regulatory document. Instead, once adopted, the Comprehensive Plan will be used to guide parish development decisions. In addition, the Planning and Zoning Commission and Police Jury shall consider the adopted plan before adopting, approving or promulgating local laws, ordinances or regulations, as required by state law.

The Comprehensive Plan is comprised of three parts:

1. The Vision, which provides the description of the future that reflects the aspirations and values of its residents. This vision is based on Guiding Principles and parish wide workshops developed through citizen input.
2. The Strategic Action Plan, which is a short-term framework detailing specific actions that should be undertaken first and in a short period of time. The action plan details the immediate steps needed to begin moving the parish towards the community's shared vision.
3. The Policy Plan which includes the components that make up the base of the plan, including policies and implementation and action strategies.

Guiding Principles

Like the blueprints of a new home, these guiding principles serve as a foundation for how Pointe Coupee Parish will move forward into a strong and prosperous future. As Pointe Coupee Parish moves forward, there will be a world of new opportunities based on the quality and character of the existing rural and agricultural lifestyle and the valued small town feel of the community. All of these beginnings and new directions are based on a solid, consistent foundation of community core values and shared philosophies – these are known as “guiding principles.” This set of guiding principles is a collection of Pointe Coupee residents' values as they move forward in shaping an even better parish than it is today. These principles were created through parish-wide citizen input, and guide the strategies recommended in the plan.

In the land-use world, these guiding principles are vitally important. They are used to guide development of the comprehensive plan, ensure that planning recommendations and strategies reflect and support the core values of Pointe Coupee citizens, and serve as a guidepost for policy decisions.

These guiding principles help answer the question: “What should Pointe Coupee Parish look and feel like in the future?”

The following set of Guiding Principles is grouped into general topic areas. The Guiding Principles include the following:

- **Livable Community**
- **Prosperous Economy**
- **Healthy Environment**
- **Opportunity and Equity**

LIVABLE COMMUNITY

Pointe Coupee residents love their parish, especially the natural assets centered on the many waterways, the long history of working the land, and the camps, hunting and fishing culture. Often Pointe Coupee residents move away to go to college or to begin their working life in other places around the country; more often than not they return to their deep roots in the parish. More and more people are finding their way to Pointe Coupee to live as they retire, or become entrepreneurs where they can work out of their house.

Citizens expect these traditions to continue and want to protect the quality of life for citizens as the parish grows and experiences development pressures. Future development should retain the small town feel of the parish by protecting rural and agricultural areas, historic towns and villages, and natural resources while also enhancing new growth areas and creating new mixed-use centers where people can find everything they need in vibrant communities.

All areas of the parish should prosper from new investment – public and private investment should occur throughout the parish with new infrastructure, homes and employment centers. Quality housing and schools for people working in the parish are key to creating a high quality of life for all citizens. These homes and schools should be located in attractive and safe neighborhoods and commercial areas with “personality” and that provide opportunities for all citizens to live,



work and recreate. People see a need for increased housing with an emphasis on a wider variety of housing options at the right cost to meet the needs of current and future residents. Young to old agree that the parish needs more shopping opportunities to get basic needs met in the parish, with a desire for regional-scale retail if appropriately located.

Neighborhoods should be served by a variety of transportation options so that all residents - workers, school children, college students, and retirees - can get where they need to go, for housing, jobs, shopping and services, by walking, biking, or driving. Alternative transportation services should allow people without cars to travel within the parish and region. Neighborhoods should be pedestrian friendly, with safe and continuous sidewalks or walkways, a variety of routes. More trails and bike paths should be provided throughout the entire parish, to connect towns and villages with each other. New development should be directed toward areas where there are adequate roads to accommodate growth.

PROSPEROUS ECONOMY

Pointe Coupee residents want to keep their parish welcoming and vibrant, with its many assets – including the water bodies, culture, history, and natural beauty -- as key to maintaining a thriving place for residents and visitors alike. To maintain its vibrancy, basic infrastructure needs that will accommodate and even encourage future growth must be met, including transportation, water and sewer facilities in urban, suburban and estate areas.

Residents believe that if basic infrastructure is in place the parish will attract desired new industry and businesses that will provide quality jobs for parish residents. New opportunities should capitalize on the parish's unique rivers and lakes, and the entrepreneurial spirit that is so strong in the parish. A strong public education system as well as job training programs for parish youth and adults will also help to ensure that parish residents are ready for new job opportunities. Civic and business leaders and other stakeholders must work collaboratively to improve the environment for employers, entrepreneurs, workers, small businesses, artists, and those whose creativity the parish will depend on for the next 30 years.





**RENDERING OF THE FUTURE
JOHN JAMES AUDUBON BRIDGE**
Louisiana DOTD

HEALTHY ENVIRONMENT

Residents believe that by protecting the parish's natural assets and drawing on current needs and opportunities, the parish has the ability to become a leader in sustainability and the efficient use of natural resources by promoting development that contributes to cleaner air and water and the preservation of natural resources.

Citizens see the need to improve the water quality of False and Old Rivers as well as other parish water bodies to protect this resource for future generations. Parish dumping and trash management is a priority as is eliminating effluent going into the waterways.

Providing adequate sewer facilities to existing and new development, creating environmentally sensitive public infrastructure, and maintaining the parish's natural and open space areas are key to preserving the natural beauty of the parish with the long term goal of maintaining a clean and beautiful parish.

OPPORTUNITY AND EQUITY

Pointe Coupee residents want to see a cohesive parish – where all residents from north to south — have the ability to create a safe, healthy, viable life for themselves and their families. Education stands as one of the most important components of an equitable life for all parish residents. Residents want school locations to be safe, pedestrian friendly and efficient. Improving the pre- and K-12 school system is paramount when it comes to expanding opportunities for all parish residents, as well as attracting new families and businesses.

Residents want a commitment on the part of civic, business, and parish leaders to ensure that all residents have equal access to quality housing, jobs, education and health care. The adopted plan must be good for all parish citizens and raise the quality of life for all.

The Pointe Coupee Parish is ready for new land use regulations, policies and procedures that respect the parish's development patterns and culture and are consistently and equitably implemented. Citizens feel a need for ongoing citizen education, involvement and input into the parish decision making processes. Overall, government should be transparent, accessible and inclusive so residents have a voice in solving their community's problems today and are a part of planning for tomorrow.

HISTORY OF POINTE COUPEE PARISH

Pointe Coupée Parish is one of the oldest settlements in the entire Mississippi Valley. The Parish commands a strategic location on the west bank of the Mississippi River and is near the apex of the state's geographical and cultural French "Triangle." The Mississippi River figured prominently in Pointe Coupée's early history and continues to define much of the parish's character, along with the predominance of the French long lot system.

The lower Mississippi Valley, of which Pointe Coupée Parish forms a part, appears to have been populated by aboriginal peoples as early as 1500 BC. In time, they came to settle and engage in agricultural pursuits on the natural levees of the Mississippi and its complicated network of daughter channels.

Generations of local tradition and early histories contend that Spanish explorer Hernando DeSoto and/or his party were the first Europeans to touch Pointe Coupee soil. In 1682, Rene Cavalier, Sieur de LaSalle, and his party became the first Europeans to descend the Mississippi River past what is now Pointe Coupee. On April 9, they reached the river's mouth and claimed the entire valley, in the name of Louis XIV, for France.

From the expedition of Pierre LeMoyne, Sieur d'Iberville, and his band of Canadians up the Mississippi in 1699 comes the first known direct reference to what is now called "Pointe Coupee." This expedition was authorized by King Louis XIV and the Comte de Pontchartrain in order to take possession of LaSalle's claim for France. Travelling upriver in two longboats on March 18 of that year, the Iberville party found a six-foot wide creek running from

the river, the detour through which Bayougoula Indians guides employed from downriver told Iberville, would save the party a day's journey around a great bend of the river.

"...After a great effort," in Iberville's own words, his men were able to remove a log jam from the 350-foot long portage and drag their pirogues through to the upper end of the great bend. Again in the main channel of the Mississippi, on what is now Pointe Coupee soil, Iberville and his crew set up tents and prepared supper.

Whether the name Pointe Coupee (French for "cut point") stemmed from the act of Iberville's portage or that the Mississippi's gradual adoption of the portage as its main channel has long been debated.

Three centuries have elapsed since Iberville's portage across the pointe coupee in 1699. During those 300 years, the parish's aboriginal cultures have entirely disappeared, their presence being supplanted by a Creole culture embodying the elements of the French, African, Spanish, Anglo-Saxon, Jewish, Asian and other peoples who call the parish home. The parish boasts one of the largest concentrations of Creole architecture in the Mississippi Valley. Several landmarks are more than two centuries old. The parish seat of New Roads was named for a new road linking False River settlers with Mississippi River settlers around 1776.

*Excerpted from A History of Pointe Coupee Parish
by Brian J. Costello*

NEW ROADS HISTORY TIMELINE

Compiled by Brian J. Costello

The rich history of Pointe Coupee Parish is recounted in this historic timeline of the City of New Roads, the Parish's seat and one of the oldest settlements in the region.

1699: French Canadians led by Sieur d'Iberville explore area of present day Pointe Coupee.

1722: Mississippi River completes its natural, geological cut-off process leaving behind an oxbow lake that the French christen Fausse Riviere (False River).

1729: French military poste of Pointe Coupee established on Mississippi River.

1731: First census listing Africans in present boundaries of Pointe Coupee Parish.

1776: Spanish authorities open a Camino Real (Royal Road) linking False River with the Mississippi; local Frenchmen call this the Chemin Neuf (New Road) from which the city would derive its name.

1822: Catherine Depau, a free woman of color, opens and develops a six-block subdivision of the front of her False River plantation, the genesis of the town of New Roads.

1823: First church in New Roads, the original St. Mary's of False River, is built.

1848: First courthouse at New Roads completed.

1850s: Graugnard, later Richey, general store built on Main Street. Distinctive for its iron balcony grillwork, it survives in the 21st century as Pointe Coupee's oldest commercial building..

1861-1865: Town occupied, in turn, by Confederate and Federal troops during Civil War.

1865-1869: Area floods for five years in a row due to crevasses in Morganza, Grand and Scott Levees in 1865, 1866 and 1867 and Grand Levee again in 1869.

1869: First-known African-American church to be established in New Roads.

1875: Town of New Roads incorporated.

1881: Town's first known Mardi Gras ball, directed by John Boudreau, is held at Duvernet Hotel.

1882: Worst flood in Pointe Coupee and lower Mississippi Valley history; Main Street flooded four feet deep.

1884: John Boudreau provides town's first sidewalk, made of wood, on south side of East Main Street in part of present-day 100 block.

NEW ROADS HISTORY TIMELINE, CONT.

1886: Joseph Richy builds town's first fire engine house in his yard.

1886: Beauregard Olinde opens a general store which is the predecessor of the Olinde furniture stores and wholesale companies.

1890: Dr. Charles Menville installs town's first telephone line between his home and office. Town's first oil street lamps installed on Main Street by several merchants. Poydras Academy established at New Roads; renamed Poydras High School when new building built in 1924.

1891: Harry Demouy establishes horse-drawn omnibus service between New Roads and Anchor.

1891: Following severe flood of 1890, a mile-long protection levee proposed to be built behind New Roads, from Poydras Academy to Evariste Sanchez property (at present day Oak Street).

1894: Town of New Roads incorporated under present charter. Harry Demouy is first mayor.

1894: Comprehensive installation of wooden sidewalks on Main Street begins.

1897: Mayor Harry Demouy sponsors New Roads' first known Mardi Gras parade.

1898: Town's newly formed African-American fire company parades on St. Joseph Day.

1899: Texas & Pacific Railroad builds a branch line from Port Allen to Ferriday through New Roads.

1899: Bank of New Roads, first bank in Pointe Coupee Parish, opens.

1900: The Famous, later known as Morgan's Department Store, opens for business and operates for more than 90 years.

1902: New Roads Oil Mill & Mfg. Co. builds electric railway from its wharf on False River. The mill, wharf, track and electric cars are all sold to Southern Cotton Oil Co. in 1928.

1902: New Roads Progressive League builds combination pavilion, clubhouse and bath house over False River at foot of New Roads Street.

1906: Town power plant built, providing electricity and water.

1909: Most of 600 block of Richy Street, on both sides, burns in town's most disastrous fire ever.

1909: First chain store opens in parish – Brooklyn Mercantile Co.

1909: Hurricane strikes area, its eye being the closest to approach New Roads of any hurricane in recorded history.
1910: African-American citizens stage Mardi Gras parade of mule-drawn floats and a brass band.

1912: Most of the parish floods due to McCrea crevasse. Approximately 100 New Roads residents evacuate. The town accommodates some of the 17,000 parish residents driven from their homes, but 12,000 of this number evacuate to other parishes.

1922: With a single mule-drawn float and a brass band, James "Jimmy" Boudreaux establishes the Community Center Carnival parade, which survives in the 21st century as the state's oldest Mardi Gras parade after Rex, Proteus and Zulu.

1923: First "traffic signals" installed.

1927: Seventy-five percent of the parish floods due to McCrea crevasse. Approximately 5,000 parish residents flee the flood, 1,000 of whom take refuge around New Roads and 4,000 of whom evacuate to Baton Rouge.

1934: Pointe Coupee Parish Library established by Book Club.

1936: Comprehensive street paving inaugurated.

1939: Parish's first hospital, Mosely Clinic, opens.

1957: Hurricane Audrey strikes area with 60 mph winds and 3.9 inches of rainfall.

1963: New Roads Shopping Center, first in parish, opens on Olinde Street.

1965: New Roads Branch of NAACP chartered.

1965: A court order decrees the beginning of a gradual integration of all town, and parish, public schools.

1971: Hospital Road (La. Hwy. 3131) opened and developed as the town's second business district.

1978: Trina Olinde Scott becomes New Roads' first female mayor.

1982: King Theatre, last of three theatres to operate simultaneously in New Roads, ceases operations.

1989: Sylvester Muckelroy becomes New Roads' first African-American mayor.

1991: Pointe Coupee Central High School opens.

1992: Hurricane Andrew strikes area. Nearly 400 residents take refuge in parish shelters. Pointe Coupee suffers nearly \$5 million in losses.

2005: New Roads accommodates more than 2,000 of the 5,000 evacuees from the New Orleans area who seek shelter in Pointe Coupee Parish from Hurricane Katrina.

2007: Population of City of New Roads peaks at estimated 5,589.

2008: Hurricane Gustav strikes the area as the worst in memory, with 91 mph wind gusts, 14" rainfall and flooding.

2009: Celebrate Mardi Gras with longest parades ever and record attendance estimated at 90,000.

2008-2009: Parish works on its first comprehensive plan



The Pointe Coupee Vision

During the development of the comprehensive plan, the residents of Pointe Coupee Parish clearly expressed their shared vision for the parish. The vision statements below were based on interviews, meetings, public workshops, and other public input.

A FUTURE WITH AMPLE ECONOMIC OPPORTUNITIES

Pointe Coupee residents share a vision of a diverse and resilient local economy, bolstered by additional connections to the Baton Rouge region and beyond. Improved connectivity brought by the John James Audubon Bridge and an improved north-south parish route to Interstate 10 serve to bring the towns and villages of Pointe Coupee closer to regional, national, and international markets. Employment centers at the base of the new bridge and at the southeastern edge of the parish provide a variety of new jobs. Parish businesses benefit from the False River Regional Airport, and increased employment development at the Pointe Coupee Parish Port. The cities and parish collaborate in order to support entrepreneurs and locally-grown businesses through supportive land use and transportation investment policies. The parish, cities, and public schools collaborate to improve educational opportunities and connect students with employers for internships, on-the-job training, and career exploration.



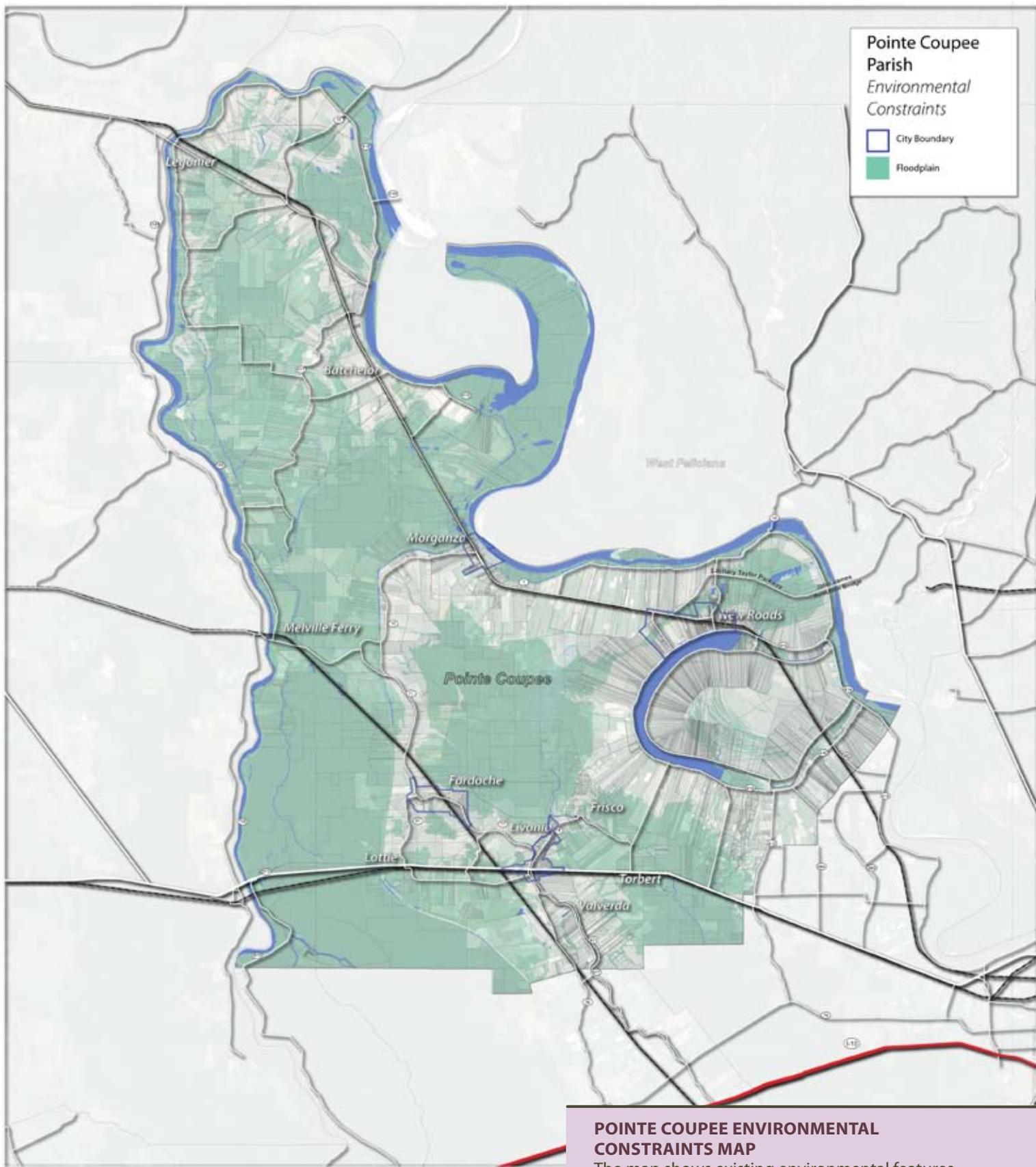
THRIVING VILLAGES, TOWNS AND CITIES AS CENTERS OF PARISH LIFE

The parish's towns and villages continue to be the center of economic and cultural life. Their existing neighborhoods are improved with the addition of a variety of new dwellings, including single-family homes, townhouses, and where appropriate, condominiums and apartments. Main streets continue to serve as the heart of downtowns, with additional employment, retail, and housing options in the form of mixed-use buildings, live-work units, and appropriately scaled development. These places serve the entire parish, but it is easy to park a car once, and walk wherever one needs to go. Cities and towns are the parish's cultural centers, where all residents, both young and old can enjoy parks and the outdoors, street life, restaurants, and entertainment. Visitors add to the economic base of these places and help make main streets lively and interesting places to be.



STEWARDSHIP OF THE PARISH'S SCENIC AND RECREATIONAL RESOURCES

Many residents continue to live in rural and agricultural areas, as they have done for much of the parish's history. Small-scale village centers meet rural residents' needs with retail, grocery, and services. The



POINTE COUPEE ENVIRONMENTAL CONSTRAINTS MAP
 The map shows existing environmental features within Pointe Coupee including streams, wetlands, riparian areas, floodplains and open space.



COMMENTS FROM PARISH CITIZENS ON THE FUTURE OF POINTE COUPEE:

"We are trying to increase our population and turn Batchelor into a city like Baton Rouge, with more families and movie theatres."

"I think that New Roads should also have a teenager club and teen cafe."

"With the introduction of the new roadway, there needs to be more places for single families to live with affordable rates."

"We need the skate park because then the younger population would have something to do close by, instead of having to drive to the closest one located in Lafayette. The skate park would also bring in kids from Krotz Springs."

"A small shop next to the skate park could serve as a skate shop, where kids and adults interested in skateboarding can work. There are so many people that live in Livonia that they could buy skateboards at the shop, use them at the skate park, and at the same, help keep kids off the street."

"We need more choices in fine dining (restaurants)."

"We need a bridge and more cross walks for the kids that can't drive yet and want to get to the town. It would be safer than walking across the highway like at Blue Bayou."

"We need a skate park on Reno Street, an outlet mall on Oak Road, and a Bakery on Fordoche Road."

"We decided that Morganza needed more recreational and street construction, with a new play park and recreation center. We also thought that Morganza needs some side walks and crosswalks to make it safe for pedestrians."

"Even though there may be a lot of food businesses, we want to add a major restaurant for visitors that come into town."

"Many people in the town are kids and those kids would love to have somewhere to go and hang out sometimes...it can help keep many of them off the street and out of trouble."

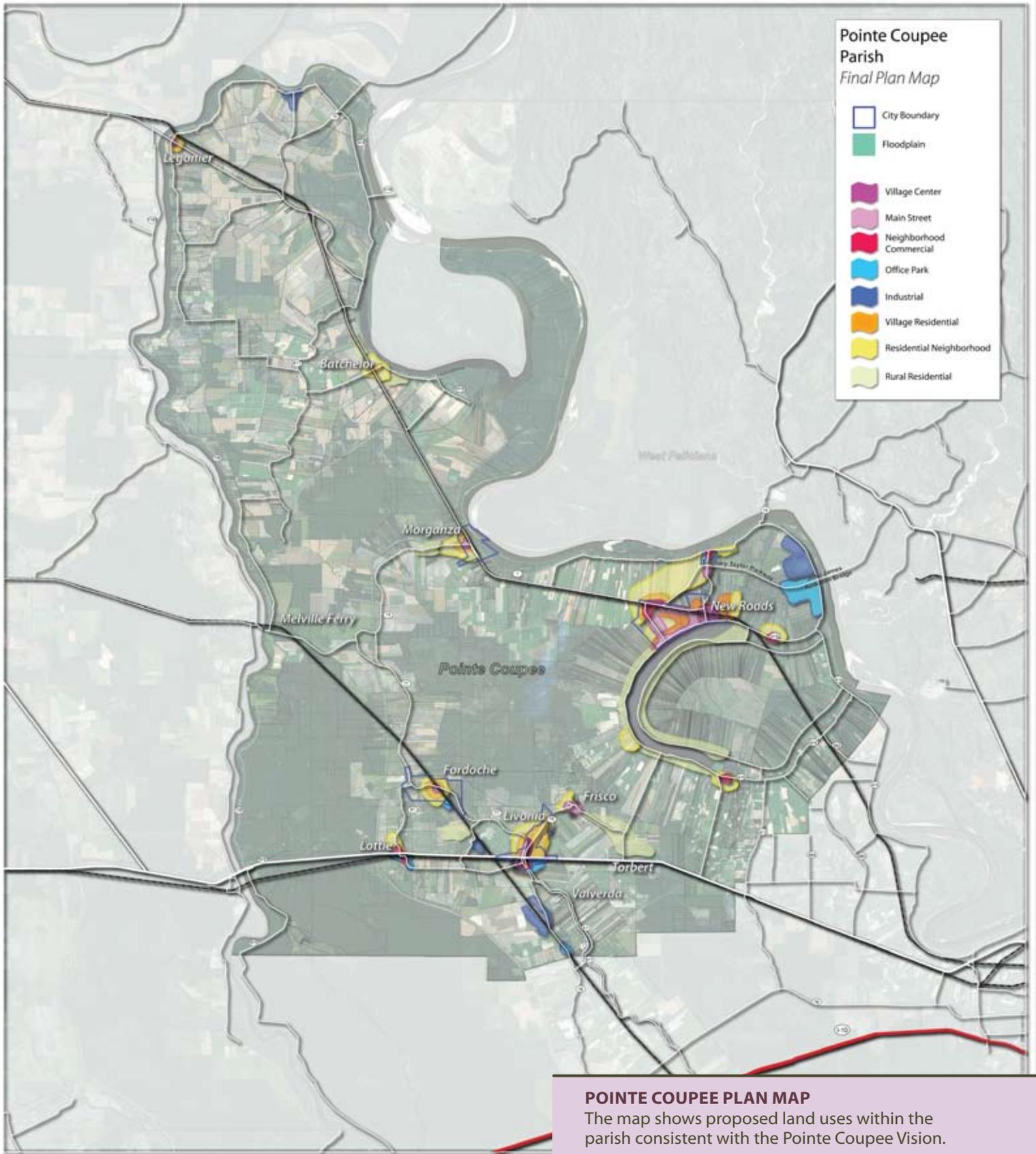
parish's substantial ecological and recreational diversity is maintained through careful stewardship, with the parish becoming a leader in sustainable development practices that showcase environmentally sensitive public infrastructure practices. Parish land use and transportation investments are designed to capture most growth in existing cities and towns, which relieves development pressures on the countryside. Lands prone to flooding and other natural hazards are generally left in their natural state or are used for agriculture. Flood-proof and resistant construction techniques ensure that a structure in or near these areas is not severely damaged in the event of floods. Pointe Coupee works collaboratively with other parishes and state and federal agencies to manage flooding issues.

IMPROVING REGIONAL AND LOCAL CONNECTIVITY AND TRANSPORTATION

Pointe Coupee makes use of the opportunity for enhanced transportation connectivity brought by the John James Audubon Bridge. The bridge, in effect, brings the parish closer to the Baton Rouge region's major job and population centers. In order to capitalize on this, the parish prioritizes the design and construction of an intra-parish north-south connector road, between New Roads and Livonia. In addition, a better link to Interstate 10, to the south of the parish is built, thus opening up economic development opportunities. The parish works strategically to plan these infrastructure investments in a way that enhances their chance of receiving state and federal funding. As the parish grows, public safety access must also be improved; these connections help address those public safety needs.

TRANSPARENT, EQUITABLE, AND PUBLICLY-ENGAGED LOCAL GOVERNMENT

Government operations in Pointe Coupee provide a clear and transparent system for citizen review and engagement. Whether reviewing land use decisions made by the planning commission and police jury or developing a collective community vision, citizens actively participate in meetings, events, and hearings, and act as a partner with local governments in creating the type of community they want to live in. Parish and local governments provide ongoing training and outreach to citizens in order to boost citizen participation in local planning efforts. Citizens feel empowered and engaged in civic life. The regulatory environment is clear and equitable, where consistent rules apply to all situations. The implementation of regulations and ordinances, as well as development review, provides for a consistent and fair decision making process that is open and transparent to all.



POINTE COUPEE PLAN MAP

The map shows proposed land uses within the parish consistent with the Pointe Coupee Vision.



How We Want the Parish to Look

The residents of Pointe Coupee value its agricultural heritage, scenic beauty, and the communities they call home. As the parish changes and grows, it is important that it maintain these qualities. One of the roles of this plan is to ensure that the rural and community character of the parish is maintained.

There are two major categories of future development:

- **private** housing, employment, and other uses, and
- **public** investments in infrastructure and transportation.

The following describes the general quality and character of land use designations and transportation features that are envisioned in this plan. The plan map designates where these land uses and transportation improvements should occur.

PRIVATE DEVELOPMENT

VILLAGE CENTER

A Village Center incorporates a diverse mix of residential and employment uses and is hub for community life. Building height can range from one to four stories, depending on the size and character of the area served. A Village Center can include small business storefronts, cafes, grocery stores, and other local-serving businesses. Public spaces can include common greens and town squares, fountains, and plazas. Village Centers are primarily pedestrian areas, where it is easy to park once and walk. Village Centers include housing, usually in the form of small-lot single family homes, townhouses, live-work lofts, condominiums, or apartments. A Village Center is usually the primary retail and service area of a Village Residential area.

VILLAGE RESIDENTIAL

Village Residential areas are typically adjacent to or surrounding a Village Center. They consist mainly of residential development of one to two stories. Some small storefront retail may be found in a Village Residential area, but it is primarily for houses, schools, parks, and civic buildings. It is primarily a pedestrian oriented place, with sidewalks that are well connected with surrounding neighborhoods. Housing in a Village Residential area consists of small- and medium-lot single family homes, townhouses, and small-scale condominiums or apartments.

MAIN STREET

A Main Street is usually one or two blocks long and consists of offices, retail, restaurants, and other uses in a lively pedestrian setting. Building



EXAMPLES OF DESIRED DEVELOPMENT

From top – Village Center, Village Residential, and Main Streets

heights can range from one to four stories, depending on the size and character of the area served. A Main Street usually constitutes a major commercial corridor, and will feature buildings built right up to the street. Parking may be provided on street or in a shared facility, but it is generally easiest to park once and then walk to your destination. Housing may be built along a Main Street, usually in the form of mixed-use buildings with sidewalk storefronts and apartments or condos on the upper floors. Live-work lofts can also be found along a Main Street.

NEIGHBORHOOD COMMERCIAL

Neighborhood Commercial areas typically include housing and retail or commercial uses at somewhat lower densities than Village Centers or Main Streets. Building heights can range from one to two stories. Neighborhood Commercial areas can include grocery stores, service centers, or larger-footprint uses that may not be appropriate along Main Streets or in Village Centers. They also may include housing in the form of condominiums or apartments. Offices and local serving retail may be located there as well. Neighborhood Commercial areas are connected to surrounding neighborhoods by pedestrian and bike networks, but also include more on-site parking because they serve more people from around the parish.

RESIDENTIAL NEIGHBORHOOD

Residential neighborhood areas are made up of small-, medium-, and some large-lot single family homes. Buildings are one- to two-stories high. They are designed to be pedestrian friendly, with good connectivity with adjacent neighborhoods.

RURAL RESIDENTIAL

Rural Residential areas are made up mostly of large-lot single family homes. Buildings are typically one- to two-stories high. These are very low density areas, and include agricultural uses, raising livestock, or hunting. Some homes may be clustered in groups to preserve environmentally sensitive lands or important agricultural areas.



EXAMPLES OF DESIRED DEVELOPMENT
Traditional neighborhood and rural residential

OFFICE PARK

Office Park areas consist mainly of offices buildings, flexible space (light manufacturing, assembly, professional design), and some light industrial buildings. Buildings are typically one- to two-stories high. Office Park areas are located near major transportation corridors and are often adjacent to Industrial areas. They can be located adjacent to residential and commercial areas. Parking is usually provided on-site.

INDUSTRIAL

Industrial areas consist mainly of industrial buildings, warehouses, construction yards, distribution centers, and other uses that need large footprint buildings and ample circulation. Buildings are usually one- to two-stories high, but can be taller depending on the uses. Industrial areas are located near major transportation corridors. They are usually not located adjacent to residential or high-traffic commercial areas due to noise, light, and dust. Parking is usually provided on-site.

PUBLIC INVESTMENTS & STREETSCAPES

The following streetscapes represent the ideal cross sections of the streets, consistent with the designated area in the Comprehensive Plan:

RURAL PARKWAY

The parkway streetscape helps preserve the rural character of the parish by incorporating extensive trees and other vegetation in a wide landscaped buffer on either side of the roadway. Development is set back behind the visual screen, minimizing the impact to the rural character of the major roadways in the parish.

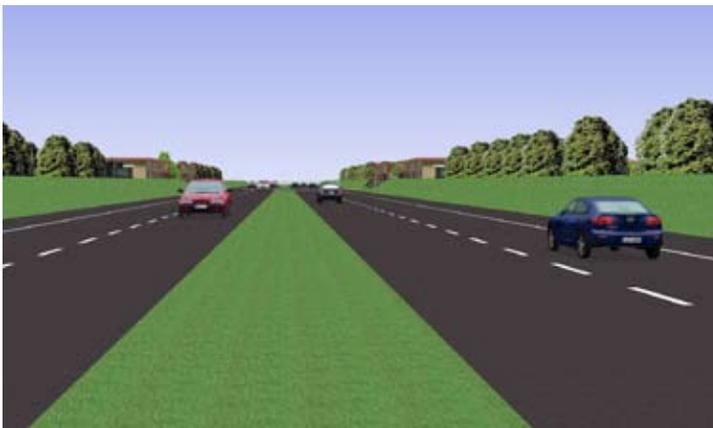
Only at the entrance to commercial or village areas are buildings allowed a limited amount of visual prominence. For a limited area on either side of the entrance road to commercial areas, buildings would be seen and oriented towards the highway. Building visibility at entrances is important for the commercial viability of development, while limiting the area where buildings are visible helps preserve the rural character of the roadway.

RURAL ROAD

The rural road is a well known component of the rural landscape. Quiet, with trees and shrubs nearby, these two-lane roads provide local access to homes in rural areas.

RURAL PARKWAY STREETSCAPE

Berms, landscaping and site design standards protect the parish's rural character.



MAIN STREET

Main Streets serve as a central gathering point for the community and allow for vibrant sidewalk activity, such as outdoor cafes and restaurants. In contrast to the conventional commercial development, the Main Street configuration creates an environment that is a pleasant place to walk and reduces the need to drive to several, disconnected destinations to meet one's daily needs.

In village centers, commercial and mixed uses should be oriented towards a pedestrian friendly Main Street. The Main Street is characterized by a row of commercial buildings facing wide sidewalks with shady street trees. Parking is to the rear of the buildings so as to be convenient but out of sight and away from the pedestrian area.

NEIGHBORHOOD STREET

The neighborhood street should be safe, inviting and pleasant to walk along. Design features can improve the safety of streets within neighborhoods. Keeping the roadway relatively narrow and including street trees along the edges serves to slow traffic down. In addition, orienting the front of houses and porches towards the road keeps more watchful eyes on the street. Sidewalks, at least on one side of the street, encourage walking and neighbor interaction. Street trees shade pedestrians, reduce heat on parked cars and make the street more inviting.



ROADS AND STREETS CONTRIBUTE TO THE CHARACTER OF THE PARISH

Street standards designed to accommodate pedestrian in the villages and neighborhoods.



Conceptual Streetscape Cross Sections

RURAL PARKWAY



RURAL ROAD



MAIN STREET



NEIGHBORHOOD STREET







Chapter 2: Strategic Issues and Action Plan



Strategic Issues

Based on stakeholder interviews, guiding principles developed through public input, community workshops and existing conditions research, eight strategic issues or areas of concern came to the top during the planning process. These issues, listed below, provide a framework for goals, policies and actions to guide future development and parish investment.

Strategic actions are found in the following section and the Policy Plan may be found in Chapter 4: Goals, Policies and Actions, on page 45.

EDUCATION:

While a comprehensive land use plan does not and can not directly address educational system improvements, it must be mentioned as the number one community priority in all discussions. The sentiment was expressed that the parish's future will not be all that it can be if improvements are not made to the public school system.

ECONOMIC FUTURE:

Pointe Coupee is poised for economic growth, but the question is whether the parish residents are ready to take the maximum advantage of that growth. Is the needed workforce in place with the right training? Is there appropriate and diverse housing in desirable neighborhoods for the future workforce?

TRANSPORTATION IMPACTS/NEEDS:

With the new bridge opening up the parish to the east and the new roadway almost complete, do we have a plan in place to accommodate the impacts from this new transportation system? Is there a way to connect homes to jobs and parish

communities to one another, to ensure safety on the new roadways through policies that manage and direct roadway access to avoid creating unsafe conditions or reducing the efficiency of the roadways?

FLOODING:

Recent and past flooding events have established a need for a regional answer to drainage and flooding problems. These are currently being addressed and should be supported until resolution is found to prevent catastrophic flooding events from occurring in the parish.

SEWER ISSUES:

Areas of the parish that need sewer systems are without adequate facilities. Urbanized parts of the parish are on septic systems and some systems are breaking down creating environmental problems that need addressed through a combination of infrastructure improvements, application of systematic regulations, and enforcement of existing rules and procedures.

WATER QUALITY:

The Parish's rivers and bayous define the history of the parish as well as the resident's lifestyles. These water bodies are one of the parish's primary assets and are endangered from human, agricultural, industrial and natural runoff and dumping into the water system. Continuing these practices that break down the quality of the waterways will ultimately result in the loss of this important asset.

HOUSING MAINTENANCE AND DIVERSIFICATION:

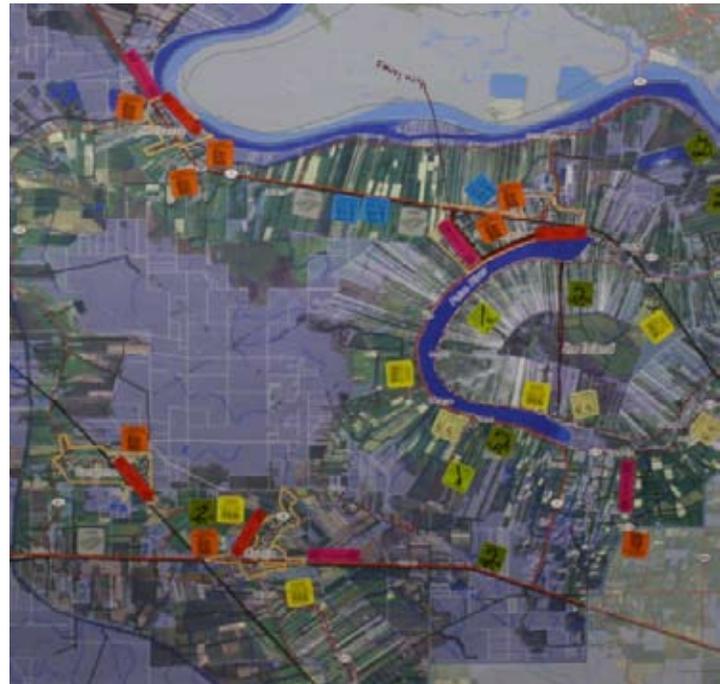
The parish has a range of housing but across the board, citizens feel that there is not adequate housing quality at affordable prices. Often affordable housing is substandard and needs significant improvements to bring it to adequate conditions. Several successful public/private programs exist in the parish to address housing rehab programs. New types and styles of homes are needed to serve the current and future population.

DEVELOPMENT REGULATIONS:

Several recent developments have underscored the need for an improved regulatory structure to protect existing property owners' values and to provide predictability in future development so that as new development comes into the parish, it contributes to the citizen's desired vision for the parish.

Strategic Action Plan

The Strategic Action Plan is a short-term framework detailing specific actions that should be undertaken immediately and completed in a short period of time. The following actions are the first implementation steps that the parish should take to quickly move the parish towards the desired vision. These implementation measures address high priority issues; if completed this will show clear movement of the parish towards the citizen's vision and will make a significant impact on the quality of life in the parish.



Actions which should be accomplished in the first 3 to 5 years after the adoption of the Comprehensive Plan include:

**ACTION 1:
CREATE TRANSPORTATION CONNECTIONS**

The new roadway connecting John J. Audubon Bridge with areas to the west and south puts all the traffic onto Hospital Road. The opening of the new bridge in the fall of next year will result in a tremendous increase in the amount of auto and truck traffic that will be using Hospital Road or cutting through other residential roadways in New Roads. Hospital Road is already congested and has numerous curb cuts and driveways accessing it. This additional auto and truck traffic has the potential to create an unsafe condition.

Based on stakeholder input and data analysis, there are benefits of creating a new roadway to connect this traffic to areas to the south and west without going through Hospital Road or other town roads adjacent to schools and parks.

Completion of a Master Road Plan that determines the general alignment offering the greatest opportunity for relieving the traffic, positioning Pointe Coupee Parish for greater economic development and aiding in evacuation of the citizens of Southeast Louisiana and Southwest Mississippi will ensure that Pointe Coupee Parish is able to benefit from the new bridge and roadway while protecting the existing character of the Parish.

The Master Road Plan should:

- **Assess the feasibility of alternative connections between Zachary Taylor Parkway, Hospital Road, and a planned north-south connector road to Interstate 10 to:**
 - o Define connection alternatives
 - o Develop a strategy to plan, fund, and build
 - o Identify legislative needs, if any
 - o Develop a corridor preservation strategy
 - o Engage in right-of-way acquisition
 - o Coordinate with state agencies
- **Establish the new roadway alignment early to facilitate proper planning and placement of other feeder roads:**
 - o Roadways provide corridor locations for installation of needed water and sewer infrastructure
 - o Set alignments so the parish can focus on securing funding for design and construction phases and explore special funding sources as they become available.
- **Address:**
 - o Major and minor road standards
 - o Key linkages needed
 - o Connectivity standards and map for Towns and targeted growth areas (i.e. roads planned for every mile or half-mile to provide a variety of routes for new neighborhoods and centers)
- **Improve Zachary Taylor Parkway to 4-lanes through the parish and provide improved connections to I49 through to Alexandria.**
- **Coordinate with New Roads to develop interim measures to protect local streets and adjacent uses from increased truck and automobile traffic. Initial road construction from the bridge places all of the truck and automobile traffic at Hospital Road. Traffic will impact Hospital Road and parallel roadways.**
 - o Explore traffic calming mechanisms to slow or deter traffic from neighborhood streets, especially when near schools and public gathering places.
 - o Protect neighborhood streets from heavy truck traffic by designating truck routes and limiting access to selected streets.
 - o Major truck routes will need to be designated and enforced to also ensure that neighborhood and local streets are not unsafely impacted.

TRANSPORTATION MASTER PLAN FRAMEWORK

A successful comprehensive Transportation Master Plan (TMP) integrates all modes of transportation including vehicular, transit, pedestrian, and bicycle. The TMP serves a variety of purposes:

- It is a vision document defining the long-term transportation system that Pointe Coupee needs in the next 20 years
- Also a framework document that serves as a comprehensive reference guide by providing the goals, principles, and policies that will be used to shape the transportation system today and into the future
- Provides policy direction for how decisions regarding implementation of the transportation system should occur
- Identifies transportation issues that need to be resolved
- Provides priorities for implementing projects to meet short-term deficiencies while working toward the ultimate transportation system the Parish is striving to achieve.
- Defines specific new roadway corridors / alignments and connections to existing roadways
- Addresses funding issues facing the Parish to implement the plan
- Includes urbanized areas in the plan (New Roads, Livonia, Morganza, etc.) as appropriate

ELEMENTS OF THE PLAN:

1. **Public and Agency Involvement:** Public participation is a significant part of developing and molding the plan. There are multiple opportunities for citizens to be involved and provide review, comment and guidance into the plan. After several iterations of the plan are vetted by the appropriate agencies, boards and citizens, adoption of the plan will allow the Parish to take the next steps toward building a transportation system that will improve the quality of life for everyone in Pointe Coupee.
2. **Goals, Principles, and Policies:** Adapted from the current Comprehensive Plan for Pointe Coupee, the goals, guiding principles and policies are revisited to ensure their inclusion in the TMP. In addition, several issues that the Parish will need to face are addressed and may include: adequate access and mobility, maximum street and intersection geometry, constrained street corridors, law enforcement, etc.
3. **Travel Demand Model:** In order to develop an understanding of future needs for the transportation system a comprehensive TransCAD transportation demand model can be created. The model uses land use, population, and



employment data about Pointe Coupee Parish and the region to estimate trips, travel patterns, mode choices and traffic volumes. This information is in turn used to estimate street congestion, vehicle miles traveled (VMT), air quality impacts, and other measures of transportation system performance.

4. **Master Roadway Plan:** The Master Roadway Plan (MRP) is a map-based representation of the Parish's long-range vision of its major roadway network. The MRP reflects the functional class (the category of street, e.g. arterial, collector, etc.) of the ultimate roadway network in the parish. The MRP helps to guide the development of the future roadway system for the Parish. The MRP provides a reference for planning and layout of existing and future development's key transportation and circulation connections. As an added process, new corridors/alignments can be determined, along with connections to the existing network. As changes in planning occur in future years, the MRP is revised and re-adopted.
5. **Enhanced Travel Corridors:** These corridors are uniquely designed corridors that are planned to incorporate potential transit, bicycling and walking as part of the corridor. As such, they are meant to provide connections between major activity centers like downtowns, recreation destinations and shopping centers. These corridors are created by incorporating features into the street alignment depending on right-of-way opportunities and constraints.
6. **Environmental Considerations:** The Parish will continue its goal to be a good steward to its environment. Key environmental features including wetlands, sensitive habitat areas, effect on watersheds, drainage impacts, historic properties, public facilities, etc. will be defined and included in the Parish planning. The overall goal is to maintain or improve environmental conditions, while having an efficient multi-modal transportation system. Achieving this goal will require that adverse environmental impacts of transportation projects and development are mitigated and that the environmental relationships are considered throughout the transportation planning process. Context sensitive solutions promoted by federal and state agencies should be considered.
7. **Mobility and Access:** As the Parish grows and transportation demands dictate, all travel modes will need to work together to form a seamless transportation system. As part of the plan development, specific goals for each travel mode including transit, bicycle, pedestrian, rail and other transportation related facilities such as parking or park and ride facilities need to be developed.
8. **Implementation:** A significant part of the TMP is developing and prioritizing capital improvements, performing financial analyses and developing a fiscally constrained capital improvement plan. A list of transportation projects is developed to show improvements necessary to achieve the vision set forth in the overall TMP, the MRP and other sub-plans. A schedule is developed to establish a goal for identifying opportunities and accomplishing each project. A financial analysis is completed to forecast funding levels required and matched to available funding sources. Funding deficits are determined and a path forward developed to secure potential sources.
9. **Future Action Items:** A listing of several action items are identified during the development of the TMP. These items will likely include collaboration type efforts between Parish and City departments, actions the various agencies will need to resolve and new work elements the Parish should consider as future work activities. These may include: establishing maximum street and intersection geometrics, establishment of Parish-wide GIS, developing design guidelines for constrained / sensitive areas, creating a bicycle and pedestrian plan, or evaluate potential funding sources for transportation capital.



LA-1 after Mardi Gras

**ACTION 2:
WORK WITH PROPERTY OWNERS TO PREPARE A STRATEGIC SMALL AREA PLAN THAT PROMOTES DESIRED GROWTH ADJACENT TO THE JOHN JAMES AUDUBON BRIDGE AND ALONG THE NEW ROADWAY**

The future roadway from the Bridge to New Roads creates a tremendous opportunity to guide the direction of the parish. This area will be in high demand when the bridge is finished, and the parish needs to be poised to address development requests and concerns of the owners of adjacent agricultural lands. Land owners adjacent to the roadway have expressed a desire to see quality development that contributes to the overall quality of life in the parish.

Before this bridge and roadway are fully functioning, a strategic small area plan should be prepared to:

- Prepare a corridor plan between the bridge and New Roads that addresses land use, desired development types and development guidelines
- Assess the infrastructure needed in the area to attract the desired development
- Explore public/private funding opportunities to install the initial infrastructure needed for desired development
- Develop a long term service plan for this area
- Coordinate with West Feliciana Parish to maximize benefits to both parishes

Initiation of a strategic plan should be a joint effort between property owners and the parish.

**ACTION 3:
IMPROVE AND EXPAND WASTEWATER FACILITIES**

There is a tremendous need for a sewer system on the Island Side of False River.

This project is needed for the health of the residents. The lack of a sewer system in this area results in a degradation of the water quality of False River and potential ramifications to the parish's economic development. The proposed first phase of implementation includes engineering for installing a wastewater system. After engineering is completed, implementing the wastewater facility in this area, as well as other targeted growth areas in the parish should be a priority.

**ACTION 4:
SUPPORT ONGOING FLOODING MITIGATION EFFORTS**

Pointe Coupee Parish has experienced increasing flood damages over the past few years. Since 2006 the Parish has partnered with the neighboring parishes of West Baton Rouge and Iberville through the Tri-Parish Partnership (TPP) to support the Upper Terrebonne Basin (UTB) watershed initiative. The UTB watershed only includes that portion of Pointe Coupee Parish that lies east of the East Protection Levee of the Morganza Floodway and inside of the western mainline Mississippi River levee stretching from the Village of Morganza southeast-ward along the River. This portion of the Parish is most often referred to as "Lower Pointe Coupee." The remainder of the Parish consisting of that area north and west of the East Protection Levee of the Morganza Floodway which is most often referred to as Upper Pointe Coupee is in a different watershed from the UTB.

Upper Pointe Coupee is experiencing flooding problems as well. A Hydrologic and Hydraulic (H&H) model has been proposed for Upper Pointe Coupee to determine the extent and locations of flood damage impacts and identify potential systemic causes of the flooding problems. Pointe Coupee Parish is seeking funding to conduct this model for Upper Pointe Coupee and move towards stakeholder-based resolution of these flooding issues. Once the Upper Pointe Coupee H&H model effort has been funded and completed, recommendations could then be made to develop appropriate measures to reduce the flooding in Upper Pointe Coupee which again is that portion of the Parish not already included in the ongoing UTB effort in Lower Pointe Coupee.

The objectives of the UTB watershed project are to develop a regional, comprehensive watershed management plan for water resources; specifically to reduce flood damages, erosion, and sedimentation, while improving water quality, fisheries, and navigation. Phases 1 and 2a of the UTB effort identified the tri-parish watershed's problems as well as opportunities that could be pursued to address the problems through a process that was driven by the stakeholders and involved various engineering and natural resource agencies at both the Federal and State levels. Phases 1 and 2a were completed in 2008 and 2009 respectively. A level of inter-parish cooperation was developed through participation by stakeholders from all three parishes that didn't exist before the UTB Initiative began. It will be extremely

important for Pointe Coupee to help sustain this heretofore unrealized level of inter-parish cooperation. This could be accomplished primarily through considering the ramifications of development and land-use decisions in the context of impacts not only to the Parish itself but to the UTB tri-parish area as a whole since the one cannot be separated from the other. Of particular danger would be the adoption of maintenance programs that arbitrarily increase conveyance as such programs would serve to reinforce unfavorable views that have only recently begun to be mollified by the combined efforts of stakeholders in the three parishes.

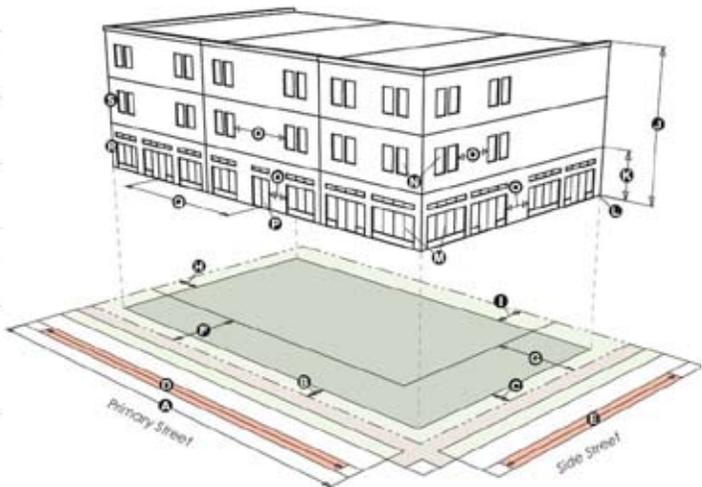
These views were held by many downstream stakeholders and basically consisted of the impression that the upstream stakeholders were “dumping” drainage waters on them. Additionally focusing on conveyance overlooks the sustainable development goal of mitigating for increasing runoff pressure that could be realized through calling for the integration of sustainable engineering and landscaping elements into new construction. This approach would allow for the “building” of runoff and floodplain mitigation into each new development and place the cost of integrating such mitigation on developers along the lines of what is already done with floodplain determinations and requirements to build above certain base flood elevations. Sustainable elements that could be utilized would focus on managed detention and infiltration rather than conveyance.

The TPP has not yet obtained the funding for the critical next step (Phase 2b) of the stakeholder-based water resources planning effort. Phase 2b consists of the development of a “water-flow” or H&H model. Such a model could be used as a tool by local governments and their floodplain managers to evaluate proposed land use changes and to objectively assess how such changes could affect the watershed. Representatives of the TPP are now actively seeking funding for Phase 2b to develop an H&H model for the UTB but their efforts must continue to get the support of these representatives’ respective parish governments. This UTB H&H model will also provide information on the most effective measures to reduce existing flood damage potential in certain areas without creating problems in others.

Additionally, the TPP is about to enter into a watershed-wide Section 319 project with the Louisiana Department of Environmental Quality and the U.S. Environmental Protection Agency to address non-point source (NPS) pollution in the watershed. This project will identify areas where best management practices (BMPs) would be most effective in reducing NPS pollution. Other components of this 319 project include removal of waterborne debris, hydromodification considerations for water quality, stakeholder outreach, education in schools, and website development. This three-year study will conclude with recommendations on what type of BMPs and other measures would be most effective to reduce non-point source pollution and where the location of such measures would be most beneficial. Future funding for the implementation of these BMPs will eventually be needed.

To best support flood mitigation, the following considerations should be addressed:

- Develop funding for the UTB Phase 2b H&H Modeling.
- Develop funding for the H&H model for the Upper Point Coupee Parish.
- Begin to develop the funding interest to implement measures to reduce flooding, erosion, and sedimentation, and to improve water quality and fisheries.
- Continue participation in the regional UTB watershed effort to improve the management of water resources.



MODEL MIXED-USE BUILDING

Source: Center for Planning Excellence

THE LOUISIANA LAND USE TOOLKIT

The Louisiana Land Use Toolkit is used to model land development regulations for parishes and communities to customize and use to:

- Provide predictable development patterns
- Increase property values
- Preserve a community’s culture
- Promote safe communities
- Provide fair and transparent development review processes

WHY USE THE TOOLKIT?

- Communities will have the tools to protect what makes Louisiana so unique
- Promotes economical, cultural, and environmental sustainability
- More predictable standards allows both developers and citizens to know what to expect
- Property values are protected and could even increase through clear, consistent and enforceable regulations
- Infrastructure such as schools, roads, bridges and sewers will work well if they are planned together

DESIRED OUTCOMES

- More efficient and affordable infrastructure
- A variety of housing choices
- Diverse, attractive and walkable communities
- A mix of land uses and destinations
- Protection of natural and open space areas
- Fair and predictable development decisions
- Protection of property values
- Viable transportation choices

ACTION 5: IMPLEMENT A REGULATORY STRUCTURE AND A UNIFIED DEVELOPMENT ORDINANCE TO PROTECT PROPERTY VALUES AND THE CHARACTER OF THE PARISH

A set of model development codes, called the “Land Use Toolkit” is available for use by parishes and communities statewide. This toolkit provides a set of up-to-date ordinances that can be modified to address the comprehensive plan recommendations and the needs of the parish. Adoption of new ordinances should include widespread community review and input to ensure that the public, property owners, development community and stakeholders understand how the proposed amendments and revisions work to move the parish towards the desired vision.

Key issues to address in revising the ordinance include:

- Ensuring that the regulations honor historic development patterns and needs
- Providing a structure that minimizes subjective reviews by incorporating simple performance measures
- Allowing flexibility for creative development and the incorporation of smart growth principles
- Incorporating districts such as cluster development regulations in the subdivision ordinances as well as the zoning ordinance to promote this type of development in appropriate areas while also providing adequate safeguards to ensure the desired quality
- Including standards to address landscaping, lighting, signage, buffering, and other quality of life issues addressed in the comprehensive plan
- Providing creative solutions to residential subdivisions in rural areas to preserve rural character
- Including up to date approaches on a number of other planning and zoning issues

ACTION 6: DEVELOP A LONG-TERM ECONOMIC DEVELOPMENT PLAN FOR THE PARISH TO ESTABLISH A SYSTEMATIC FRAMEWORK FOR ECONOMIC DEVELOPMENT PLANNING AND PUBLIC/PRIVATE COOPERATION

Coordinate with the Pointe Coupee Chamber to develop a Economic Development Plan that:

- Lays out a proactive approach to economic development within a systematic framework of economic development planning and public/private cooperation.
- Develops strategies to support existing local businesses, encourages and promotes entrepreneurial business development, and recruits and attracts new businesses to come to the parish,
- Prioritizes growth of transportation, warehousing, and light manufacturing industries in targeted growth areas associated with major planned transportation improvements that provide enhance access to the parish. (e.g., the John James Audubon Bridge and planned Interstate 10 connections)

The Economic Development Plan should:

- Study of the economic and development potential of the parish.
- Assess the communication and other service needs of entrepreneurs and small businesses (fiber optic internet, printing, distribution, and logistics) and develop an implementation and funding plan to deliver those services in targeted growth areas.
- Conduct a target industry study to identify those industries clusters that could lead future economic development activities and fit with development in the parish. Targeting criteria should include:
 - Growth potential – industries that would create greater growth in parish
 - Value added – industries that have higher value added
 - Diversity – industries that add to economic diversity.
 - Investment per employee – industries with higher levels of investment
 - Wage structure – industries that produce higher wage levels.
- Conduct in-depth retail-trade-area analysis to determine whether some comparison goods retail establishments (clothing, electronics, appliances, books, music, hobbies) can be developed in the parish





Chapter 3: Goals, Policies and Actions



Based on stakeholder interviews, guiding principles developed through public input, community workshops and existing conditions research, a set of goals, policies and actions were developed to guide future development and parish investment. They are not arranged in any order or prioritization.

The goals, policies and actions are divided into five sections, including:

- **LAND USE PLAN**
- **TRANSPORTATION PLAN**
- **ENVIRONMENTAL QUALITY PLAN**
- **ECONOMIC PLAN**
- **INTERGOVERNMENTAL COORDINATION PLAN**

Land Use Plan

While Pointe Coupee Parish has not seen a population increase over the last 100 years, improvements in access with the new bridge, and a projected regional growth are anticipated to result in growth in the parish. While this growth is not guaranteed, it is important to plan for it to ensure that the parish and towns are ready for growth and can guide it to desired areas as well as control the quality and impacts of new development.

Land Use Goal 1: Plan for and guide future forecasted growth.

POLICY 1

Maintain the parish's rural and agricultural character, the natural beauty, and its many assets—the fields, wildlife, waterways and country roads.

POLICY 2

Capturing a six percent share of Baton Rouge's Metropolitan Area growth results in 10,000 new households, 27,000 more residents and 10,000 more jobs in the parish. This doubling of the population should be carefully planned so that the desired rural and agricultural character of the parish is maintained.

POLICY 3

New development should be strategically directed to maintain the parish's rural agricultural character, maximize the benefits to the parish, and reduce long term service costs. New households and jobs are anticipated to cover approximately 6,000 acres of primarily undeveloped land. This is 1.6% of all parish land and 6.4% of the unconstrained land available for development.

Action 1

Protect the agricultural lifestyle and ancillary uses that support that lifestyle.

Action 2

Protect special environmental areas and waterways including the rivers and tributaries.

Action 3

Outside of the towns and villages, use cluster development to maintain low densities and protect natural assets.

Action 4

Locate the majority of residential development and employment in existing urbanized town and village areas and designated growth areas.

Action 5

Capture the opportunities associated with the Audubon Bridge and ensure that new development resulting from the bridge is of the desired type and quality.

Action 6

Promote new development patterns that provide more flexible housing opportunities such as live-work units, cottages, and townhomes.

Action 7

Plan for communities that offer housing, jobs, shopping and services within walking or biking distance.

Action 8

Adopt a land use map that designates future land uses consistent with adopted policies.

Land Use Goal 2: Maintain Town and Village Centers as focal points of the parish where residents can live, work, and shop for their daily needs and identify strategically located future growth areas to serve as potential new centers.

POLICY 1

Accommodate over half of the anticipated growth in existing town and village centers. Provide for balanced growth through the development of pedestrian friendly complete communities where residents can live, work, and shop for their daily needs in town.

POLICY 2

Establish towns and villages as the center of civic life, with park and recreational amenities, and connections to other parts of the parish.

POLICY 3

Designate the area in the vicinity of the new bridge as a potential growth area and plan for services and infrastructure to accommodate almost half of the projected future growth within the parish. Plan for an urban sewer and water system, parks and services.

Action 1

Coordinate parish and town infrastructure investments to incentivize growth in desired areas.

Action 2

Ensure land is available in existing towns and villages to accommodate new housing types, businesses, services and civic uses.

Action 3

Develop standards to ensure that new development is consistent with plan goals, such as creating new quality main street areas and walkable communities with housing, businesses and services.

Land Use Goal 3: Provide a more diverse range of housing options to accommodate a range of incomes, lifestyles and ages.

POLICY 1

Create opportunities for the development of a diversified supply of quality housing to draw a range of people to live in Pointe Coupee Parish.

POLICY 2

Establish public-private programs to improve existing housing conditions.

POLICY 3

Support current efforts for neighborhood revitalization and pursue CDBG and other funding to improve housing conditions.

Action 1

Provide for multi-family and townhome developments in addition to large-lot and rural housing subdivisions.

Action 2

Provide for “in-town” development that closely connects home, work, shopping, and other amenities in existing town and village centers.

Action 3

Develop programs and support existing programs to assist in upgrading housing standards in areas where substandard housing exists.

Action 4

Locations suitable for including affordable and workforce housing.

Action 5

Policies to obtain desired level and location of affordable and workforce housing.

Land Use Goal 4: Adopt development standards to protect the rural character and agricultural lifestyle; to ensure quality and compatible development; and to ensure that new development is a long term asset to the parish.

POLICY 1

Adopt parish and town development standards that shape new development as desired.

POLICY 2

Establish a coordinated process of development review for consistent evaluation of development proposals by parish and town jurisdictions.

Action 1

Coordinate standards between jurisdictions to ensure compatible and consistent development.

- a. Protect existing agricultural uses and retain flexibility of use on agricultural lands.
- b. Adopt subdivision regulations to address connectivity, access, drainage, and other key issues
- c. Establish a regulatory framework with limited zoning and development review for the majority of the parish with greater review in those areas where higher density, mixed use development should occur to ensure consistent quality development
- d. Establish consistent and transparent processes and procedures.

Action 2

Coordinate review of development proposals

- a. Establish areas of influence between parish and incorporated towns.
- b. Develop guidelines for the parish and towns to coordinate to guide density to more urban areas.

Transportation Plan

The construction of the John James Audubon Bridge, as well as other transportation investments will bring Pointe Coupee Parish closer to the major regional employment and population centers than ever before. This significant improvement in accessibility will serve as the backbone for expanding connectivity and will bring with it a host of opportunities and challenges over the life of this Comprehensive Plan. In anticipation of these changes, it is crucial that the Comprehensive Plan address regional and local transportation issues, so that increased traffic and circulation needs don't overwhelm parish communities.

Transportation Goal 1: Provide for the transportation improvements and expansions that will be needed to accommodate forecasted population and employment growth that will result from increased regional connectivity.

POLICY 1

Improve LA-1/Zachary Taylor Parkway to four lanes through the parish. Ensure that Zachary Taylor Parkway, leading from the John James Audubon Bridge, allows for alternative routes and connections, so that Hospital Road, Major Parkway and other local streets within the Town of New Roads are not overburdened with traffic.

POLICY 2

Support the planning, funding, and building of approximately 26 miles of a new major road that connects Zachary Taylor Parkway, southern communities of the parish and Interstate 10.

POLICY 3

Identify opportunities for a new alignment from north to south to improve access to the northern part of parish.

POLICY 4

Develop a connectivity plan that requires towns and targeted growth areas with “in-town” connectivity patterns. New development should be served by a network that provides alternative routes, a hierarchy of street types, and easy connections to retail, shopping, and employment.

POLICY 5

Protect local streets and neighborhoods from increased truck and automobile traffic from the bridge. Until new connectors are built, bridge traffic will flow through Hospital Road and could easily overflow onto Major Parkway and other town streets, disrupting existing neighborhoods, schools and parks.

POLICY 6

Over the longer term improve access to the “Island” side of False River for economic development opportunities.

POLICY 7

Improve access to schools and plan for roadways that reduce the time children are spending traveling to and from school.

Action 1

Assess the feasibility of alternative connections between Zachary Taylor Parkway, Hospital Road, and a planned north-south connector road to Interstate 10.

- a. Define connection alternatives
- b. Develop a strategy to plan, fund, and build
- c. Identify legislative needs, if any
- d. Develop a corridor preservation strategy
- e. Engage in right-of-way acquisition
- f. Coordinate with state agencies

Action 2

Establish road alignment early to facilitate proper planning and placement of other feeder roads.

- a. Roadways provide corridor locations for installation of needed water and sewer infrastructure
- b. Set alignments so the parish can focus on securing funding for design and construction phases and explore special funding sources as they become available.

Action 3

Adopt master road plan that includes:

- a. Consideration of north and south connections
- b. Major and minor road standards
- c. Key linkages needed

- d. Connectivity standards and map for Towns and targeted growth areas (i.e. roads planned for every mile or half-mile to provide a variety of routes for new neighborhoods and centers)
- e. Consideration of the impact of new highways on the drainage system and integration of the transportation plan into the watershed plan.

Action 4

Work with the Towns to develop interim measures to protect local streets and adjacent uses from increased truck and automobile traffic. Initial road construction from the bridge places all of the truck and automobile traffic at Hospital Road. Traffic will impact Hospital Road and parallel roadways.

- a. Explore traffic calming mechanisms to slow or deter traffic from neighborhood streets, especially when near schools and public gathering places.
- b. Protect neighborhood streets from heavy truck traffic by designating truck routes and limiting access to selected streets.
- c. Major truck routes will need to be designated and enforced to also ensure that neighborhood and local streets are not unsafely impacted.

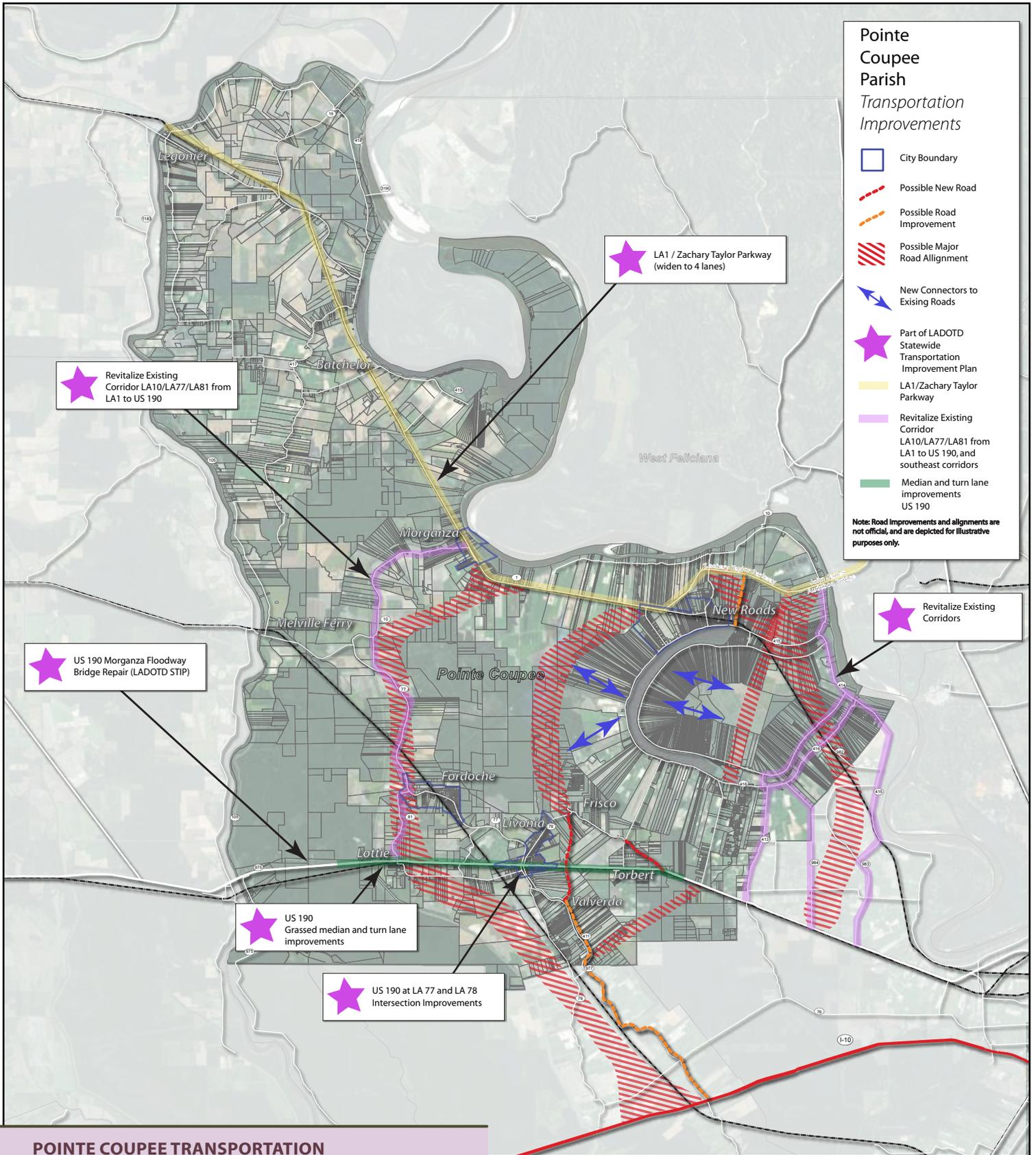
Action 5

Create a mechanism through the subdivision and development process that requires new development to provide for future connections

- a. Adopt a connectivity map that requires developments to connect with each other to establish a pattern of roads that follow the natural topography and provides an efficient transportation network.
- b. As subdivisions occur, require dedication of streets to establish connectivity consistent with an adopted connectivity map.

POLICY 8

Make existing corridors safer for traditional economic uses such as agricultural machinery and heavy freight traffic. Consider these uses in relationship to the recommended biking and walking alternatives. Do not compromise agricultural/heavy freight traffic safety in high volume corridors.



Pointe Coupee Parish Transportation Improvements

- City Boundary
- Possible New Road
- Possible Road Improvement
- Possible Major Road Alignment
- New Connectors to Existing Roads
- Part of LADOTD Statewide Transportation Improvement Plan
- LA1/Zachary Taylor Parkway
- Revitalize Existing Corridor LA10/LA77/LA81 from LA1 to US 190, and southeast corridors
- Median and turn lane improvements US 190

Note: Road Improvements and alignments are not official, and are depicted for illustrative purposes only.

POINTE COUPEE TRANSPORTATION IMPROVEMENTS

The map shows possible transportation investments within the parish.

Transportation Goal 2: Increase the efficiency and safety of roadways through the application of access standards coordinated with the Louisiana Department of Transportation and Development.

POLICY 1

Ensure that new development does not overburden major streets, arterials, or state highways with excessive access points, thus inhibiting the flow of through traffic. Incorporate standards for the use of shared access points along major routes and alternative route connections into the development regulations.

Action 1

Develop and incorporate road access management standards into a parish subdivision ordinance. Consistently require new development to incorporate alternative routes and utilize shared access opportunities. Limit new access points along major arterials and state highways, to the maximum degree practicable.

Action 2

Coordinate with the Louisiana Department of Transportation and Development to develop access standards that will be enforced consistently along state highways by both the state and parish.

Transportation Goal 3: Maintain high quality transportation infrastructure for parish residents, businesses, and visitors through a timely and cost-effective maintenance and improvement program.

POLICY 1

Conduct a periodic review of transportation infrastructure conditions and repair needs.

POLICY 2

Maintain a two to three year prioritization list of improvements and maintenance work that is based on objective criteria from condition and needs review.

Action 1

Assess the quality of the parish's existing roadways based on a standard and objective scoring system in order to classify and prioritize maintenance and improvement needs.

Action 2

Identify priority areas based on the scoring system and near- and long-term development needs.

Action 3

Identify funding mechanisms for a regular maintenance and improvement implementation program to address priority projects.

Environmental Quality Plan

WATER QUALITY

The parish's natural environment and waterways are one of its most important assets; overdevelopment, insufficient protection from pollution, and potential for flood damage compromise the parish's livability and character. The cumulative effect of many small changes in water quality can have a large impact on the parish's waterways and natural environments. As the parish grows, it will be increasingly important to prevent the degradation of its waterways and bayous by ensuring that new developments are designed to minimize and mitigate erosion, stormwater discharges, and other harmful impacts both during and after construction.

The parish should, in conjunction with its towns and adjoining jurisdictions, assess existing conditions and develop a strategic plan to protect and enhance those resources efficiently and using green infrastructure/low impact programs. Such a plan could include natural science programs with local schools to educate and inform students and their parents about the area's ecosystems.

Environmental Goal 1: Protect, restore and enhance the natural ecosystems of False and Old Rivers and the parish's bayous, in order that wildlife, parish residents, and visitors can enjoy them for generations to come.

POLICY 1

Protect the parish's recreational, scenic, fishing, hunting and other natural resource-based activities and industries by preserving the ecosystems on which they depend.

POLICY 2

Minimize or mitigate runoff of effluents, pollutants, and other discharges into False and Old Rivers, and their tributaries, to the maximum degree practicable.

Action 1

Continue to participate in the development of the Atchafalaya East Watershed Evaluation to improve water quality, restore fisheries, reduce erosion and siltation and to reduce flooding.

Action 2

Continue to participate in the LDEQ 303(d) administered impaired watersheds program.

Action 3

Participate in the implementation of recommendations from the AEW regional analysis.

Action 4

Prepare a mitigation plan for False River and secure implementation funding to restore the water quality to this important environmental and economic asset.

- a. Develop a plan to systematically reduce storm-water run-off from high-risk areas from discharging directly into False River.
- b. Develop an aggressively scheduled program to eliminate all septic tank effluent discharges into the False River & Old River system.
- c. Promote development of treatment wetlands for all surface water run-off discharges prior to discharge into False River and Old River system.

Action 5

Provide a voluntary public outreach program for parish residents to promote the use of green lawn fertilizers and to advocate choosing lawn chemicals that are environmentally sensitive. Raise awareness of residents on the potential impacts of chemicals on the False River watershed.

Action 6

Identify threats to the parish's waterways (i.e. erosion problem areas, areas with high development potential) and how to address them.

- a. Develop a program of bank stabilization for identified erosional hot-spots & other locations where bank instability and collapse locally compromises channel conveyance
- b. Develop and implement a program of conveyance channel clearing and restoration, to the original design capacity
- c. Develop a program for channel conveyance efficiency assessment to determine that the current conveyance capacity is adequate for their respective sub-basins.

Action 7

Maintain and restore riparian habitat to help reduce siltation and sediment run-off.

Action 8

Incorporate green infrastructure and low impact practices into implementation proposals.

Action 9

Promote installation of bio-filtration, vegetative filter strips and other natural landscaping best management practices to mitigate storm-water run-off impacts.

Action 10

Establish permitting, mitigation, and compliance standards for new development and redevelopment that has the potential to affect the parish's waterways.

- a. Adopt and require the use of best-management-practices to manage on- and off-site erosion during grading, clearing, filling, and construction projects.
- b. Adopt and require the use of best-practices for on-site detention and retention of stormwater runoff for major development projects.
- c. Adopt and require in situ best management practices for new residential developments, for both single lots and multi-lot projects.

Action 11

Create a watercourse stakeholder group made up of landowners and local leaders to develop best practices for maintaining and enhancing local streams and bayous.

Action 12

Coordinate with schools to supplement biology and other natural science classes with water quality monitoring programs and restoration projects.

Action 13

Develop parish-wide safety regulations on navigable waterways to address what can be done on the water, how to enforce requirements, and what clean up measures for debris left from construction and leases are required. Coordinate these regulations with the State.

FLOOD MANAGEMENT

The parish has been involved in an effort to examine flooding issues at a regional scale, in concert with West Baton Rouge and Iberville Parishes. It is important that the Comprehensive Plan support this tri-parish effort.

Environmental Goal 2: Develop a multi-jurisdictional framework for addressing flooding issues that affect the parish and communities connected to its hydrological system.

POLICY 1

Continue to support the tri-parish stakeholder-driven process to resolve flooding issues, and participate fully in further implementation steps.

Action 1

Participate in developing a regional hydraulic and hydrologic (H&H) model for the tri-parish area.

- a. Include high frequency, low magnitude flooding storm (frontal) events analysis
- b. Include significant storm (tropical events) and flooding event analysis
- c. Assess pervasive flooding issues and recommendations separately from catastrophic or storm of record events

Action 2

Promote early adoption of EPA program for septic tank replacement with centralized or package treatment plants before Consent Decree enforcement timeline.

Action 3

Work with the Tri-Parish Partnership to address periodic acute flooding issues as a result of tropical weather systems. Support and implement recommendations of the Tri-Parish Partnership to develop a comprehensive drainage improvement program that is compatible with the watershed planning for the region. Implement green practices that empathizes low-impact development that stores water before it enters the canal system.

- a. Promote in-site retention as well as off-line retention improvements within individual catchment areas
- b. As a secondary approach, promote channel conveyance (discharge & storage capacity)

Action 4

Develop and enforce no-net fill policies on future developments.

Action 5

Promote development of forced (pumped) drainage (potentially to the Mississippi River) for the areas identified for potential industrial development.

Action 6

Enforce adoption of FEMA DFIRM revisions and adoption of revised Base Flood Elevations (BFE)

Action 7

In areas of chronic flooding, promote either

- a. No further developments, or
- b. Raise existing structures above the base floor area using techniques that do not impair the floodplain.

Action 8

Continue to participate in subsequent discussions, planning, and implementation of a region-wide flood management program.

WATER AND SEWER SYSTEMS

Urban water and sewer systems are needed to serve existing development and will be needed to support “in-town” development and new employment uses as the parish grows. Because these infrastructure facilities, in addition to roads and communications, are major determinants in what gets built and where, it is crucial that the parish and Cities coordinate their development to achieve maximum efficiency in the provision of these services. The Comprehensive Plan should work in concert with infrastructure improvements, planning and development to provide efficient service for existing and future development.

Environmental Goal 3: Accommodate a significant portion of the parish’s forecasted growth in cities and targeted growth areas.

POLICY 1

A sewer system around False River is of the highest priority.

POLICY 2

Establish water and sewer service to areas of the parish that are currently on septic and well systems and are developed in densities that will support a master or satellite system. Look at and implement systems using the latest technology with an emphasis on green alternatives to provide parish sewer systems in appropriate areas.

POLICY 3

Maintain a supply of land with adequate water and sanitation sewer service to accommodate 50% of the parish's expected growth increment in the area surrounding New Roads and the John James Audubon Bridge.

POLICY 4

Meet or exceed State of Louisiana requirements for sanitary sewer design and operation.

Action 1

Develop a wastewater master plan for towns, centers and targeted growth areas that assesses existing facility capacity and identifies needed investments to ensure adequate service capacity and treatment levels over the life of the Comprehensive Plan. Place priority on areas that are experiencing environmental degradation because of the lack of adequate systems. This plan should include cost estimates and possible funding mechanisms.

Action 2

Promote early adoption of EPA program for septic tank replacement with centralized or package treatment plants before Consent Decree enforcement timeline.

Action 3

Work with the Tri-Parish Partnership to address periodic acute flooding issues as a result of tropical weather systems. Support and implement recommendations of the Tri-Parish Partnership to develop a comprehensive drainage improvement program that is compatible with the watershed planning for the region. Implement green practices that empathizes low-impact development that stores water before it enters the canal system.

- a. Promote in-situ retention as well as off-line retention improvements within individual catchment areab.
- b. As a secondary approach, promote channel conveyance (discharge & storage capacity) improvement

Action 4

Assess the feasibility of creating an impact fee program for new housing, industrial commercial development and employment development to help offset the cost of expanding sewer and water infrastructure.

Action 5

Assess feasibility of exporting treated wastewater effluent to industrial process water needs to reduce potable water demands on groundwater reserves.

Action 6

Promote separate satellite wastewater treatment system for industrial park & commercial development associated with the John James Audubon Bridge corridor.

Action 7

Assess feasibility of separate water and wastewater treatment facilities for industrial/commercial corridor associated with John James Audubon Bridge and fund construction, operation and maintenance through a dedicated impact fee.

Action 8

Complete the sewer system for the Island side of False River & replace all septic tank treatment systems in this location.

Action 9

Investigate the suitability of the LDEQ "wastewater to wetlands" program, particularly for rural cluster development.

Economic Plan

Pointe Coupee Parish stands to benefit greatly from the greater regional accessibility that will come with the John James Audubon Bridge. The Comprehensive Plan should help leverage these new opportunities by supporting and enhancing the business, employment, and educational assets of the parish. While the creation of jobs and businesses is not necessarily the key responsibility of parish government, it can help create the conditions under which employers and students can thrive. Therefore, recommendations be designed to foster an environment that is entrepreneurial, accommodates employment growth, and increases residents' access to excellent education and training opportunities.

Economic Goal 1: Develop a long-range Economic Development Plan for the parish

POLICY 1

Maintain and enhance a pro-active approach to economic development within a systematic framework of economic development planning and public/private cooperation.

POLICY 2

Within the Economic Development Plan develop strategies to support existing local businesses, encourage and promote entrepreneurial business development, and recruit and attract new businesses to come to the parish.

POLICY 3

Prioritize growth of transportation, warehousing, and light manufacturing industries in targeted growth areas associated with major planned transportation improvements that provide enhance access to the parish. (e.g., the John James Audubon Bridge and planned Interstate 10 connections).

Action 1

Develop an Economic Development Plan for the parish that addresses the goals and objectives identified in the Comprehensive Plan; is based on a systematic analysis; and studies of the economic and development potential of the parish.

Action 2

Assess the communication and other service needs of entrepreneurs and small businesses (fiber optic internet, printing, distribution, and logistics) and develop an implementation and funding plan to deliver those services in targeted growth areas.

Action 3

Conduct a target industry study to identify those industries clusters that could lead future economic development activities and fit with development in the parish. Targeting criteria should include:

- a. Growth potential – industries that would create greater growth in parish
- b. Value added – industries that have higher value added
- c. Diversity – industries that add to economic diversity.

- d. Investment per employee – industries with higher levels of investment
- e. Wage structure – industries that produce higher wage levels.

Action 4

Conduct in-depth retail-trade-area analysis to determine whether some comparison goods retail establishments (clothing, electronics, appliances, books, music, hobbies) can be developed in the parish.

Economic Goal 2: Support and enhance existing business and promote economic development opportunities for existing residents of the parish

POLICY 1

Provide support to existing businesses through the creation of business-friendly policies, plans and programs.

POLICY 2

Pro-actively participate with community organizations, non-profit organizations, and the private sector in supporting and enhancing the economic health and growth potential of local businesses.

POLICY 3

Foster an atmosphere that encourages and supports the creation of new small businesses and entrepreneurial ventures by local residents in the parish.

Action 1

Coordinate with the Pointe Coupee Chamber of Commerce to promote the parish’s natural beauty, historic and cultural amenities, and accessibility to the Baton Rouge region.



ONE WORKSHOP TABLE’S “THOUGHTS ON BUILDING ENTREPRENEURSHIP”

- Enhance and improve education
- Maintain and enrich historic elements of the parish
- Resolve land ownership constrains (Spaghetti lots, ownership and land division)
- Enhance New Roads and waterfront opportunities—more public access needed
- State park developed around Old river
- Alternative transportation for medical reasons, access and capacity—both routes and services, i.e. buses.
- National or State Park in Morganza Spillway
- Public Housing
- Parish wide Zoning Ordinances
- Bike/Walk Path on top of levee

Action 2

Coordinate with the Pointe Coupee Chamber of Commerce to develop small business training programs including business planning, finance, bookkeeping, and marketing.

Action 3

Assess the feasibility of creating a small-business lending program, in coordination with local banks or credit unions to offer small-scale start-up financing to qualified local businesses.

Action 4

Encourage the creation of main street or merchant associations to coordinate the maintenance and improvement of key tourism areas.

Action 5

Connect local farmers and goods producers with restaurants, retailers, and accommodation businesses to sell and promote locally-made products.

Action 6

Continue to encourage and accommodate bed-and-breakfast, resort, and other “countryside” visitor-related uses throughout the parish.

Action 7

Identify vacant buildings and investigate the feasibility of using them to create incubator space for start-up businesses.

Economic Goal 3: Identify and promote new economic development opportunities and broaden the economic base of the parish

POLICY 1

Prioritize growth of transportation, warehousing, and light manufacturing industries in targeted growth areas associated with the John James Audubon Bridge and planned Interstate 10 connections

POLICY 2

Prioritize development of additional retail, office, entertainment, and other services in existing towns and targeted growth areas

POLICY 3

Prioritize growth of mixed-use office, retail, and housing products within existing cities and targeted growth areas.

POLICY 4

Provide support to arts and cultural activities that provide amenities to new business development and the quality of life in the parish.

POLICY 5

Work with state and regional agencies to upgrade Old River to a recreational area to serve the parish and region.

POLICY 6

Ensure a broad range of housing options within the parish that is needed to support recruitment of new businesses and their employees; including small- and zero-lot line homes, apartments and condominiums above retail and office space, live-work spaces, and other “in-town” housing types.

Action 1

Work with state and federal agencies in implementing transportation improvements that increase access to the parish to:

- ensure transportation improvements support desired industries;
- increase access to regional and state markets;
- protect and support existing businesses; and
- develop improvements in a timely manner.

Action 2

Identify prototypical development opportunities for desired business types, illustrate how they could be developed, use these prototypes to market them to potential developers, entrepreneurs, and businesses looking to relocate or expand. These prototypical development opportunities could be developed for:

- Tourist oriented businesses such as R/V parks, campgrounds, bed and breakfast inns, marina’s, hotels and motels, and arts and cultural facilities.
- Distribution and warehouse facilities, light industry, office parks, and downstream industries that could be attracted to the parish.
- Retail, restaurant and personal service uses serving the local communities.
- Housing development serving retired and semi-retired persons, live work spaces supportive of entrepreneurs and small businesses, and housing serving ex-urban residents from the Baton Rouge metro area.

Action 3

Work with existing arts groups and artists to explore feasibility of creating activities, events and facilities that began to build a stronger cultural component in the parish.

Action 4

Capitalize on the improved connections resulting from the John James Audubon Bridge by pursuing improvements and capturing development opportunities along the Baton Rouge to Alexandria corridor. Produce plans for growth areas so new development is of the type and quality desired by parish citizens.

Economic Goal 4: Develop supportive policies, plans, and regulations to enhance and promote balanced economic growth

POLICY 1

Assess infrastructure needs for targeted growth areas (transportation, water and sewer, and communications) and develop a strategic action plan for prioritizing, funding, and building those improvements.

POLICY 2

Recognize the changes brought by the new bridge and capitalize on new opportunities such as promoting new utilities and services like fiber optics and other state-of-the-art services that support entrepreneurs and business growth.

POLICY 3

Provide a regulatory framework, including zoning, subdivision, design, and development regulations, that promotes economic development, enhances existing businesses and protects the environmental qualities and quality of life in the parish.

POLICY 4

Prioritize growth of destination retail, high-capacity accommodations (large hotels), and other “in-town” visitor-related uses in existing towns or targeted growth areas.

POLICY 5

Support the creation of new small businesses and entrepreneurial ventures through expedited permitting review, business development training, and marketing assistance.

POLICY 6

Continue to encourage and accommodate bed-and-breakfast, resort, and other “countryside” visitor-related uses throughout the parish.

Action 1

Create land use district category(s) to accommodate transportation, warehousing, and manufacturing uses.

Action 2

Develop zoning designations and development standards (site access, circulation, setbacks and screening, and lot coverage) to guide development in these districts.

Action 3

Conduct feasibility analysis of impact fees or other funding mechanisms to help finance infrastructure improvements.

Action 4

Define “in-town” (hotels, motels) and “countryside” (bed-and-breakfast, resorts, pensions, and camping areas) visitor-related uses and create zoning designations and development standards to guide their development.

Action 5

Conduct feasibility analysis of impact fees or other funding mechanisms to help finance maintenance and improvements in visitor areas (street cleaning, street furniture, signage, etc.).

Action 6

Define “in-town” mixed-use and small-lot housing types and create zoning designations and development standards to encourage and guide their development within existing cities and targeted growth areas.

Action 7

Assess whether permitting or other regulatory hurdles harm local business formation, and develop remedies (e.g. an expedited permitting process for high-impact projects).

Economic Goal 5: Build capacity for economic growth and development in the parish.

POLICY 1

Support the continued improvement of the parish’s public and private school systems, recognizing that quality of K-12 education will be a major factor in attracting and retaining residents and employers.

POLICY 2

Support efforts to connect students with local employers to learn about possible careers, receive vocational and entrepreneurial training, and seek after-school employment opportunities.

POLICY 3

Continue to support the development of the parish's construction services industry, which can serve as a skilled workforce around the Baton Rouge region.

POLICY 4

Support the creation and expansion of post-secondary educational opportunities in the parish, including vocational schools, satellite campuses, or a community college affiliated with a major university.

Action 1

Form a joint committee between the parish, cities, and schools to develop a collaborative approach to improving education in the parish.

Action 2

Coordinate with the Pointe Coupee Parish Chamber of Commerce to:

- a. Form a career and education working group to help connect schools and employers.
- b. Sponsor career days, job fairs, and educational tours of local businesses.
- c. Create an internship program whereby students can earn class credit in exchange for on-the-job training in local businesses.
- d. Conduct an in-depth assessment of the market potential for a vocational or community college campus within the parish.

Intergovernmental Coordination Plan

Pointe Coupee Parish and its constituent cities, towns and villages will need to coordinate closely over the life of this Comprehensive Plan in order to make efficient use of public dollars, time, and resources. Establishing a process for coordinating efforts on infrastructure, employment growth, environmental protection, and other cross-boundary issues will help lessen many of the “growing pains” experienced by many communities.

Coordination Goal 1: Develop a robust inter-governmental coordination process in order to lessen conflicts and competition between the parish and cities.

POLICY 1

Support the prioritization of housing and employment growth within Cities and targeted growth areas.

POLICY 2

Promote a culture of mutual trust, understanding, and clear communication on inter-jurisdictional issues that have the potential to create conflict.

POLICY 3

Support sharing the costs and benefits of growth and development among the parish and cities.

ACTION 1

Form a working group of parish and city leadership to identify areas where near- and short-term urban and intense development will likely cross jurisdictional boundaries or impact parish-wide facilities (roads, scenic areas).

ACTION 2

Through the working group, develop policies to guide the advanced creation of annexation agreements, urban service provisions (water, sewer, streets), and other tools to enable orderly development of the parish.

ACTION 3

Through the working group, explore the feasibility of cost and revenue sharing for projects that will impact multiple jurisdictions.

Coordination Goal 2: Areas of influence and annexation agreements

POLICY 1

Develop a robust inter-governmental coordination process to lessen conflicts and competition between the parish and cities.

POLICY 2

Develop joint annexation, planning and parish/city areas of influence.

POLICY 3

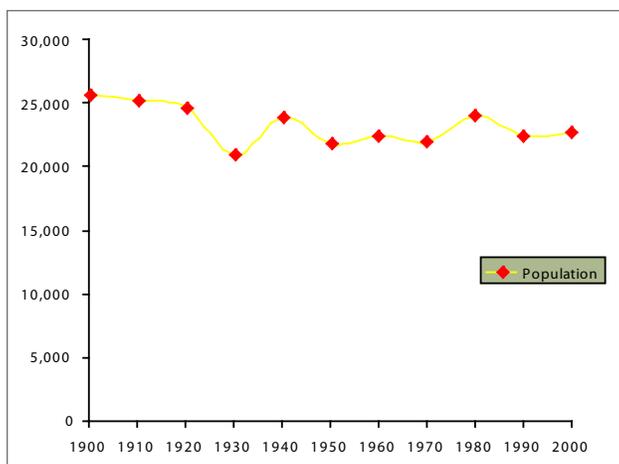
Establish policies and procedures to involve property owners in planning for the future.



Chapter 4: Developing the Comprehensive Plan

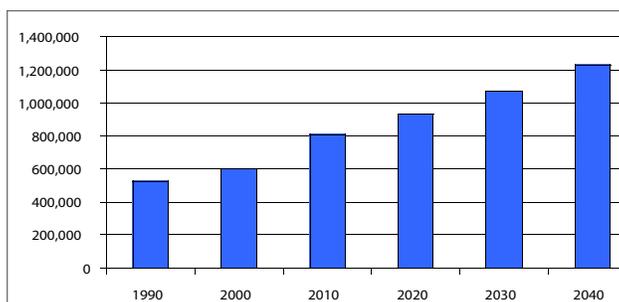


POINTE COUPEE POPULATION 1900-2000



Pointe Coupee Parish's population has remained steady for over 100 years.

BATON ROUGE PROJECTED REGIONAL POPULATION GROWTH



Between 1990-2000 the Region grew at about 1.4% annually. Projecting that rate adds approximately 500,000 new people in the Baton Rouge region by 2040.

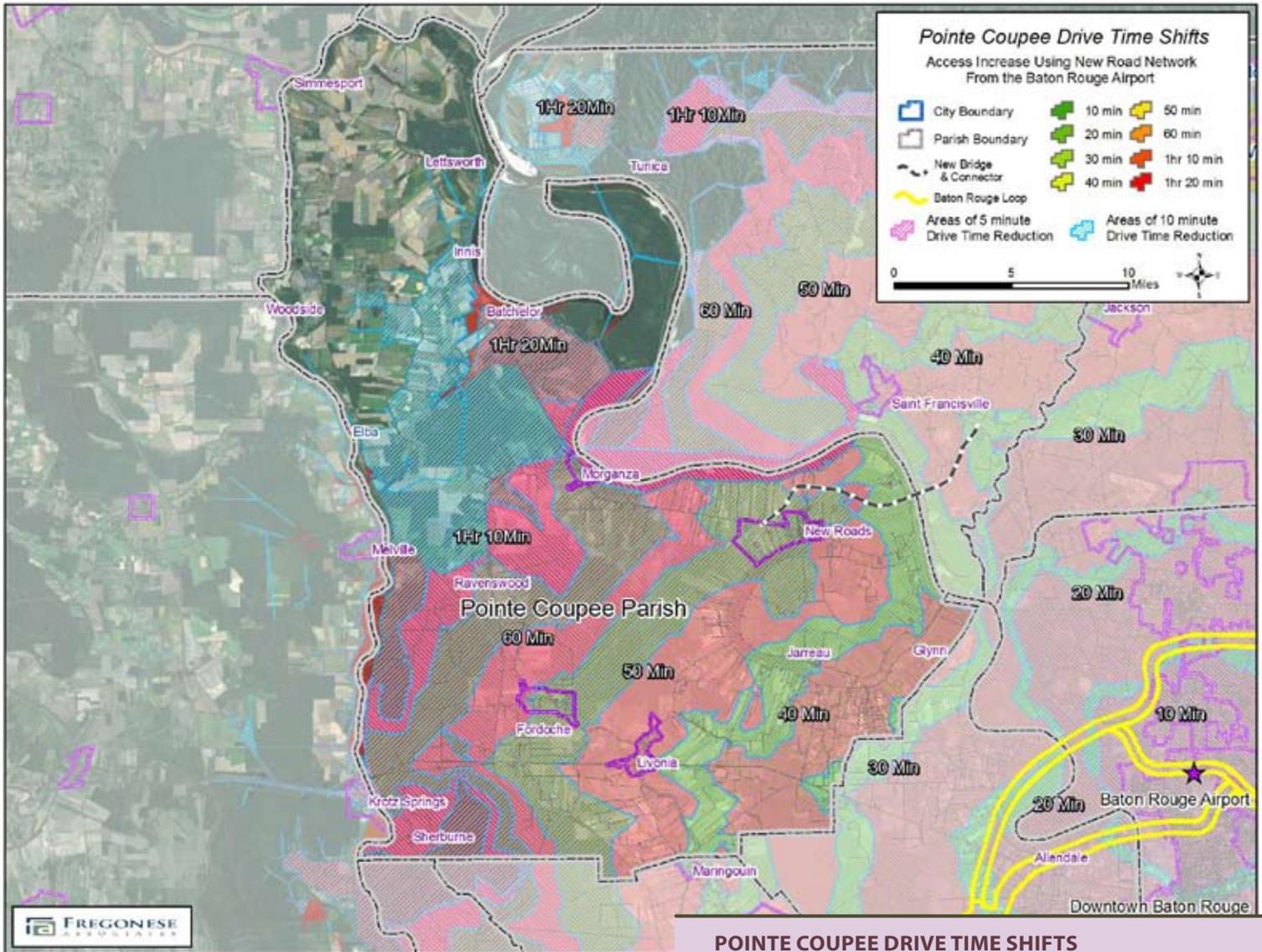
Driving Forces

The Pointe Coupee Parish Comprehensive plan is designed to harness and capitalize on the major driving forces affecting change in the Baton Rouge region. Those driving forces are population growth, changing economic factors, demographic trends, and their interplay with transportation and land use. The parish has remained somewhat insulated from the broader region as indicated by its virtually unchanged population since the early 20th century. It is possible that some broad regional trends, transportation investments, and economic realities will create new opportunities for change and growth in the parish.

REGIONAL FORECAST & TRANSPORTATION

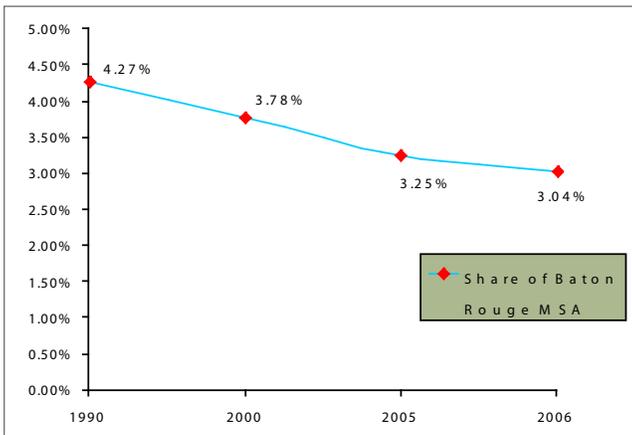
One of the likely long-term impacts of the hurricanes of 2005 is a higher rate of economic and population growth in the Baton Rouge region. The region's population increased immediately following the disaster by 248,000 people (34%), with approximately 13,144 (5.3%) remaining permanently thereafter. The combination of relatively lower threats from hurricanes, significant educational, employment, and cultural assets, and a capacity for growth point toward Baton Rouge's continued growth in the future, vis a vis New Orleans and other parts of the state. Forecasting the region's 1990-2000 growth trends forward (1.4% annually), the region is expected to add 500,000 new residents by the year 2040.

Until now, Pointe Coupee's regional profile has remained stable or even declined, as illustrated by its stable population over the last 100 years. In 1990, the parish represented 4.3% of the region's population; that figure has declined rapidly to 3.1% in 2006. In essence, while the region grew, Pointe Coupee remained unchanged. Like many places, Pointe Coupee Parish will need to attract new



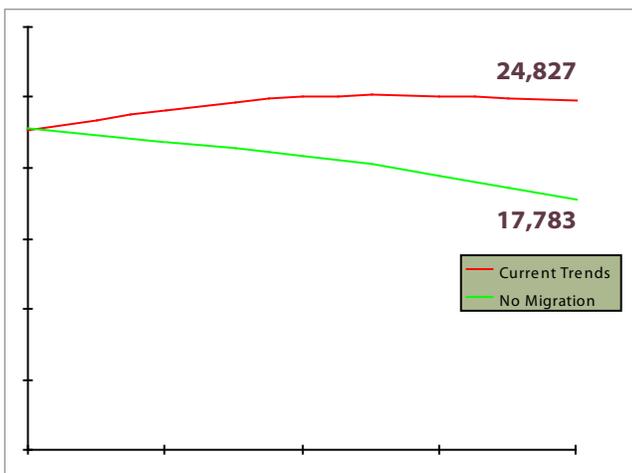
POINTE COUPEE DRIVE TIME SHIFTS
 The map shows the affect of proposed regional transportation improvements on drive time to Baton Rouge International Airport.

POINTE COUPEE SHARE OF BATON ROUGE MSA 1990-2006



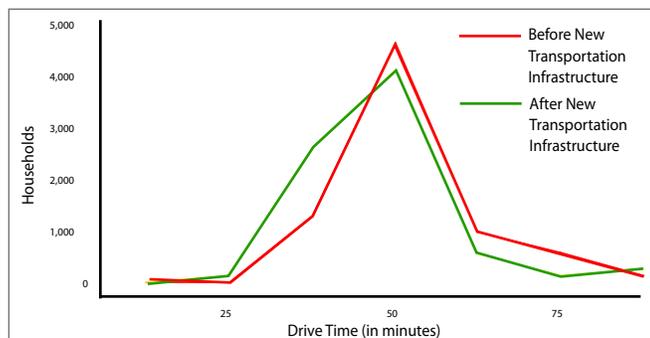
Pointe Coupee's share of the region's population has declined steadily.

POINTE COUPEE 2040 POPULATION - MIGRATION VS. CURRENT TRENDS



With current trends, the projected population would decline drastically without newcomers to the parish.

HOUSEHOLD DRIVETIME TO DOWNTOWN BATON ROUGE (MINUTES)



The number of households within 20-50 minutes of downtown Baton Rouge will increase dramatically with new transportation infrastructure.

residents in order to remain a viable community. Without them, the parish's population will likely continue to decline to under 18,000 people by 2040. That trend is unlikely to continue, however, primarily due to major improvements in transportation connectivity.

The first significant change that will facilitate reversing the recent downward population trend is the John James Audubon Bridge, due for completion in 2009-10. Via the new Zachary Taylor Parkway, the Audubon Bridge will link New Roads and the southern part of the parish directly to Route 61 in West Feliciana Parish. As an aside, West Feliciana Parish has been growing at a very high rate, in part due to its existing access to Baton Rouge via Route 61. The second major transportation factor will be the eventual construction of the Baton Rouge Loop, a limited access freeway around the core of the region that will improve the parish's southern connections via Highway 190.

A transportation analysis of these two improvements indicated that there will be a significant reduction in the time it will take to drive from Pointe Coupee Parish to downtown Baton Rouge and the Baton Rouge International Airport. The areas that will be most affected by these shortened travel times will be the cities of New Roads and Livonia and lands around the southeastern portion of the parish.

Currently, the drive time from New Roads to the Baton Rouge International Airport is calculated at about 50-60 minutes, but with these improvements, the projected drive time will be significantly cut to about 40 minutes. For properties at the base of the Audubon Bridge, the estimated drive-time will be 30 minutes. Similarly, Livonia and Fordoche will see reduced drive-times from 50-60 minutes to 30-40 minutes. Northern communities like Morganza and Batchelor will likely be able to access Baton Rouge in 60 and 70 minutes, respectively. Overall, about 1,500 existing housing units will be within 30-40 minutes of Baton Rouge.

The net impact of these connectivity improvements will bring Pointe Coupee Parish into a closer economic and demographic orbit of the Baton Rouge region than ever before. How the parish and its cities position themselves to take advantage of these opportunities while mitigating or avoiding potential threats is the primary purpose of this Comprehensive Plan.

ECONOMICS

The current economic condition of Pointe Coupee Parish is mixed. Most industries posted positive employment growth between 2001 and 2006. The retail sector suffered significant job losses over this period, however, which had a big impact on the parish's job market. Structural retail conditions in the parish are somewhat weak, which may have contributed to these job losses. Entrepreneurship and small businesses, however, are a bright spot for the parish, and will increasingly represent an important driving force of the local economy.

OVERALL EMPLOYMENT TRENDS

Some most notably retail trade and manufacturing, have shed jobs. The parish experienced 7% overall job growth between 2001 and 2006, compared to 10% in the Baton Rouge region as a whole. Most of that growth was in the private sector (non-farm), while farming-related jobs declined by 5%.

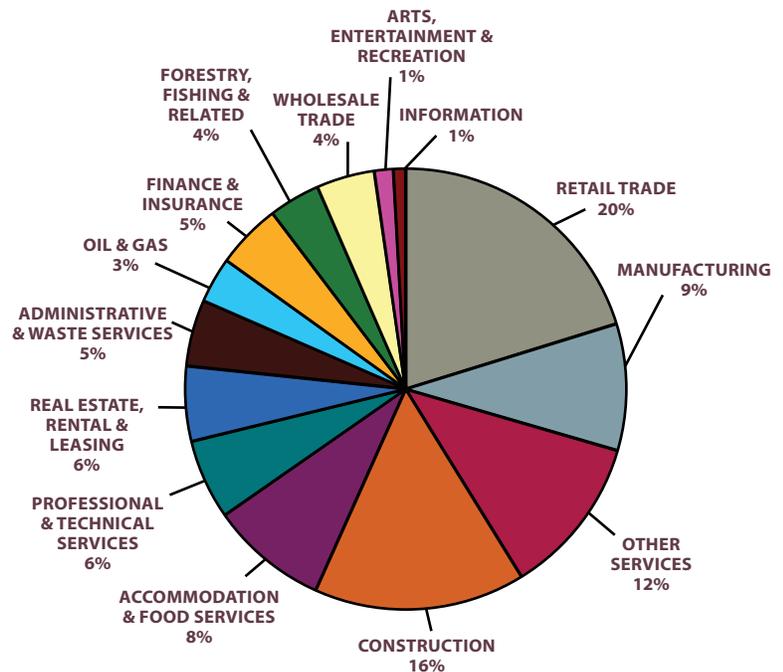
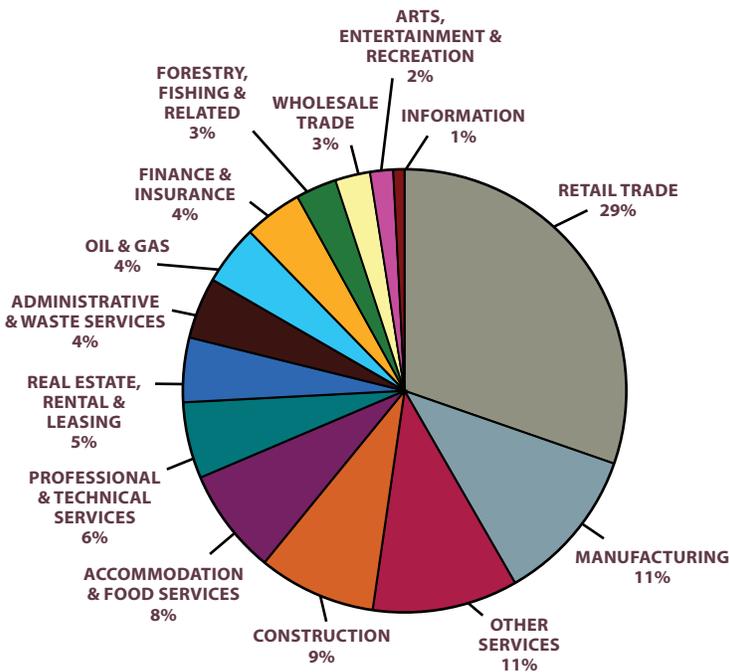
Construction posted the most significant growth, doubling in size. Following that was wholesale trade, then forestry, fishing, and related industries, and real estate. Together, these five industries accounted for 20% of all the jobs in Pointe Coupee, up from 14% in 2001.

Of the parish's top five largest employing industries, which represent nearly 50% of all jobs, three declined in total jobs between 2001 and 2006. Local government (not including state or federal workers) was and remains the largest single employing industry, despite a small decline.

The major employment story is that the parish seems to have swapped an equivalent number of retail for construction jobs between 2001 and 2006. Retail trade lost 411 jobs, for a dramatic drop of 28%. Construction jobs doubled over the same period, most likely a result of the building boom across the Baton Rouge region. The current share of retail jobs in the

2001 JOB PROFILE
5,992 JOBS

2006 JOB PROFILE
6,692 JOBS (11.7% GAIN)



Source: US Bureau of Economic Analysis, 2008
Data not available for: Utilities, Trans & warehousing, educational services, health care & social services, management of companies and enterprises

POINTE COUPEE PARISH EMPLOYMENT SUMMARY

	JOBS 2001	JOBS 2006	% CHANGE
Government <i>(local, state, federal)</i>	1,482	1,409	-5%
Private Sector	5,992	6,692	11.7%
Farm Employment	747	711	-5%
Total Employment	8,221	8,812	7%

Source: Bureau of Economic Analysis, 2008

Private sector employment growth was strong between 2001 and 2006.

POINTE COUPEE PARISH: FASTEST GROWING INDUSTRIES 2001-2006

	JOBS 2001	JOBS 2006	% CHANGE
Construction	412	824	100%
Wholesale Trade	123	207	68%
Forestry, Fishing, Related	141	208	48%
Real Estate Rental & Leasing	234	295	26%
Admin & Waste Services	214	258	21%
Total	1,124	1,792	59%
Share Of Total Parish Employment	14%	20%	

Source: Bureau of Economic Analysis, 2008

Construction led employment growth, doubling between 2001 and 2006.

POINTE COUPEE PARISH: TOP 5 EMPLOYING INDUSTRIES

	2006	% OF ALL EMPLOYMENT	% CHANGE SINCE 2001
Local Government	1,112	13%	-4%
Retail Trade	1,054	12%	-28%
Construction	824	9%	100%
Other Services	601	7%	16%
Manufacturing	486	6%	-10%
Share of Total Parish Employment	4,077	46%	

Source: Bureau of Economic Analysis, 2008

Retail trade is an important employment sector, but suffered significant declines between 2001 and 2006.

parish is still somewhat higher than in the Baton Rouge region as a whole (11%), but may be more sustainable over time. Furthermore, the parish had a relatively low share of construction workers when compared to the region in 2001, but by 2006 was in closer alignment with regional averages.

Other services, which include personal services like hairstyling, dry cleaning, and other local-oriented businesses posted strong growth. Manufacturing, reflecting declines elsewhere, also shed jobs.

The parish's retail industry may be suffering from a significant amount of "leakage", meaning retail sales that should take place in the parish are going elsewhere. One indicator of this is the parish's "trade-area capture rate". This relatively simple measure is derived by comparing total retail sales to expected sales, based on the parish's population and per-capita income. The trade area capture is expressed as an estimate of how many people are doing their shopping in the parish compared with its total population. In general, if the trade area capture is lower than the total population, some degree of leakage is taking place. In the case of Pointe Coupee Parish, about 23% of the potential retail customers are shopping elsewhere (noted as the "pull factor").

Trade area capture is a rough estimate, and does not account for shoppers coming into the parish from other places, just that the parish is capturing fewer retail sales based on our expectations. A second measure, which helps support the leakage theory, is that on a per-capita basis, the parish has fewer retail sales than the state, as a whole.

A more detailed look at retail establishments (individual stores) in the parish may explain some of these leakage numbers. Between 1997 and 2002 the parish had a net increase in retail establishments, from 84 to 88 stores. The gains were attributed mostly to food and beverage stores, furniture & home furnishings, building materials & garden equipment, and miscellaneous retailers. Six categories, including electronics, motor vehicles & parts, health and personal care, gasoline stations, clothing, and sporting goods declined in the number of stores. In general, parish residents lost some of the opportunities to buy these goods here, so they have to seek them out in other locales.

It appears that the retail trade industry in Pointe Coupee has gone through a dramatic transition in the last 10 years. In shedding some of the over concentration of jobs in retail between 2001 and 2006, the parish is less dependent upon the industry as a source of employment. However, the loss or decline of several retail categories

may be depriving the parish of needed revenue and economic activity. A more comprehensive and detailed investigation may help identify the right mix of local-, regional-, and tourism-serving retail for the parish.

ENTREPRENEURSHIP

A more diversified employment profile in general will help lead to a more stable and sustainable job market in the parish. One component of that diversification, that is often overlooked, is the role that entrepreneurs play in the local economy.

The Baton Rouge region has experienced a high rate of growth in entrepreneurs (classified by the US Department of Commerce as “non-employers”). These are typically one-person businesses, where the owner is the sole employee. Between 2003 and 2005, entrepreneur growth in the region was 15%, and in the parish it was 12%. In 2005 the parish had 1,246 such businesses, with a total annual revenue of \$45.7 million. On average, these businesses earn \$36,907 annually, representing an important source of income for parish residents.

Entrepreneurship has long been an important part of the American economy, but trends indicate that it is growing in importance. According to US Commerce Department data, in 1990, entrepreneurs represented about 14% of the nation’s employment; in 2006, they represented 18.5%. The slow but steady shifting of jobs from wage-and-salary to self-employed means that economic development strategies need to take small businesses into account.

Pointe Coupee Parish has benefitted from the strong growth of entrepreneurial enterprises. In a number of industries, including professional, scientific, and technical services, administrative support, educational services, and health care, entrepreneurial growth in the parish has outpaced the Baton Rouge region. Negative growth in some industries (real estate; arts, entertainment, and recreation) may not necessarily indicate business failures, but may reflect the growth of some entrepreneurial businesses into employers, such that they are no longer counted as non-employers. This may be the case for real estate, given the strong 2001-2006 job growth in that industry.

Because entrepreneurs represent a significant share of employment, income, and future growth potential, it is crucial that the parish works to identify and support them. The key to helping small and local businesses is to understand their needs and then remove barriers and connect them to resources.

For example, small business people and entrepreneurs who are in industries that are highly mobile (e.g. designers, technical professionals,

POINTE COUPEE PARISH: RETAIL TRADE AREA

	2002
Population	22,763
Trade Area Capture	17,543
Pull Factor	-0.23

Source: US Census Bureau, Economic Census 2002

The parish loses a good share of its potential retail sales to other areas.

POINTE COUPEE PARISH PER CAPITA RETAIL SALES

	2002
Pointe Coupee Parish	\$ 6,572
Louisiana	\$ 9,372

Source: US Census Bureau, Economic Census 2002

The parish’s expected retail sales per capita are lower than the statewide average.

POINTE COUPEE PARISH: RETAIL ESTABLISHMENTS

	1997	2002
Motor Vehicle & Parts Dealers	11	8
Furniture & Home Furnishings Stores	2	4
Electronics & Appliance Stores	1	0
Building Material & Garden Equipment & Supplies Dealers	10	14
Food & Beverage Stores	18	25
Health & Personal Care Stores	5	3
Gasoline Stations	21	18
Clothing & Clothing Accessories Stores	4	1
Sporting Goods, Hobby, Book, & Music Stores	1	0
General Merchandise Stores	5	5
Miscellaneous Store Retailers	6	9
Nonstore Retailers	0	1
Total	84	88

Source: US Census Bureau, Economic Census 1997, 2002

While overall retail establishments grew in number, some key markets declined or disappeared altogether.

and other such “knowledge workers” who require only a laptop computer and an internet connection) may be highly attracted to the parish’s natural beauty and way of life. Ensuring a supply of affordable housing and appropriately designed workplaces for these types of workers will help attract them to the parish. Likewise, workers in construction and the trades, who work both in the parish and around the region could draw upon new employees through vocational training and educational facilities for local high school students. Small-scale retailers and main street merchants could benefit from marketing, accounting, and other business training programs.

DEMOGRAPHICS

America’s demographic profile is changing in ways that will have gradual but important impacts on every community, including Pointe Coupee Parish. The population as a whole is aging, households generally have fewer people, and two-parent

families are less common. It has been estimated that 88% of new American households will be without children; 34% of new households will be made up of just one person.

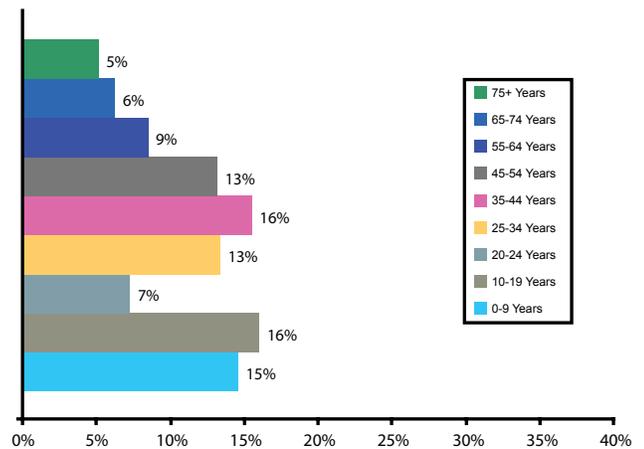
In 2000 about 51% of the parish population was between the age of 25 and 65, the “prime” working and earning years. In keeping with nationwide trends, however, that figure is expected to decline to about 46% by 2030, while the number of parish residents older than 65 will account for 19% of the population. This represents a major shift in the number of older and retired residents.

Another important demographic factor is income, which directly affects a family’s ability to afford housing. Housing costs that exceed 30% of a household’s income (e.g. rent, mortgage and utilities) are considered burdensome, because it tends to leave relatively little additional money for other

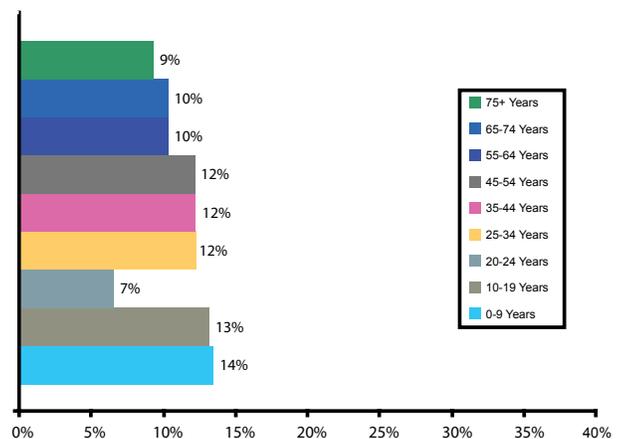
POINTE COUPEE PARISH: ENTREPRENEUR FIRM GROWTH

	2003	2005	% CHANGE	BATON ROUGE REGION GROWTH
Construction	174	206	18%	19%
Transportation & Warehousing	74	90	22%	30%
Real Estate & Rental & Leasing	119	105	-12%	11%
Professional, Scientific, & Technical Services	97	126	30%	5%
Admin & Support & Waste Mgt Services	59	98	66%	25%
Educational Services	13	22	69%	13%
Health Care & Social Assistance	58	79	36%	24%
Arts, Entertainment, & Recreation	23	13	-43%	11%
Accommodation & Food Services	28	30	7%	33%
Other Services (Except Public Administration)	209	205	-2%	23%
Total For All Sectors	1,116	1,246	12%	15%

2000 - POINTE COUPEE BY AGE GROUP (PROPORTIONAL)



2030 - POINTE COUPEE BY AGE GROUP (PROPORTIONAL)



household needs. In 2000, over a third of parish residents were paying more than 30% of their income for housing, indicating a large pent-up demand for more affordable housing.

A demographic housing demand analysis helps identify existing and future housing needs in the parish. In a nutshell, this kind of analysis looks at age and income factors in the parish and compares them to housing prices, both for renters and owners. The analysis identifies where there are gaps between household income and the supply of affordable housing at that income level.

The results of the analysis found that the parish has a deficit of affordable housing for renter households earning between \$10,000 and \$20,000 per year. However, overall there is more than sufficient rental housing for those earning more than \$20,000 per year. In general, people are more likely to buy homes as they get older and earn higher incomes, so the demand for rental housing in the higher income brackets tends to drop off. Ownership housing in 2000 showed the opposite effect. Affordable housing at the lower income levels was in relatively large supply. Households earning more tended to have fewer homes to choose from at their price level.

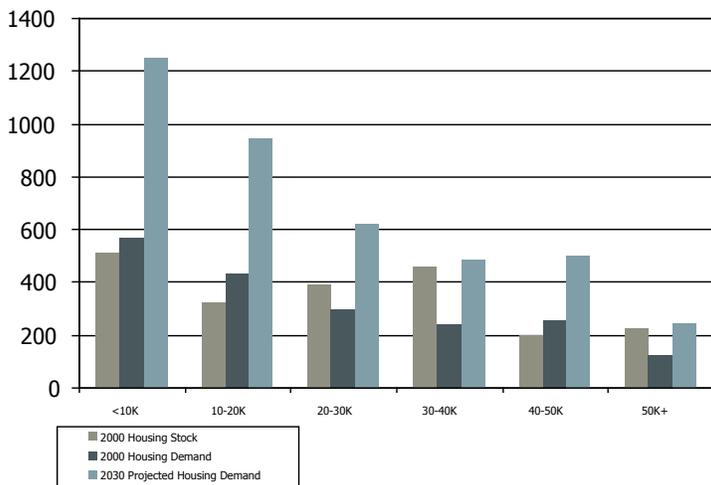
This analysis tells us a couple of things. One is that the demand for upper income ownership housing in the parish since 2000 has probably driven the construction or rehabilitation of homes in the parish. Development along False River and similar

communities is evidence of this. Also, the parish may need to find ways to produce additional renter housing for those who earn relatively low incomes. Projected over 30 years, the need for lower income rental housing and some upper income ownership and rental housing becomes clear. The parish has the benefit of a high rate of homeownership, but it should not ignore the need for rental housing.

These trends have big implications for the type of housing the market will need to provide. While it does not mean the end of the traditional single family neighborhood, there will be increased demand for a wider range of housing types, more walkable neighborhoods, and communities that allow people to “age in place.” Instead of a detached single-family home on a large lot, more homebuyers will seek out smaller houses with smaller yards and less space to maintain. More people will want to live in communities where they are within walking distance or a short trip away from stores, services, and other amenities.

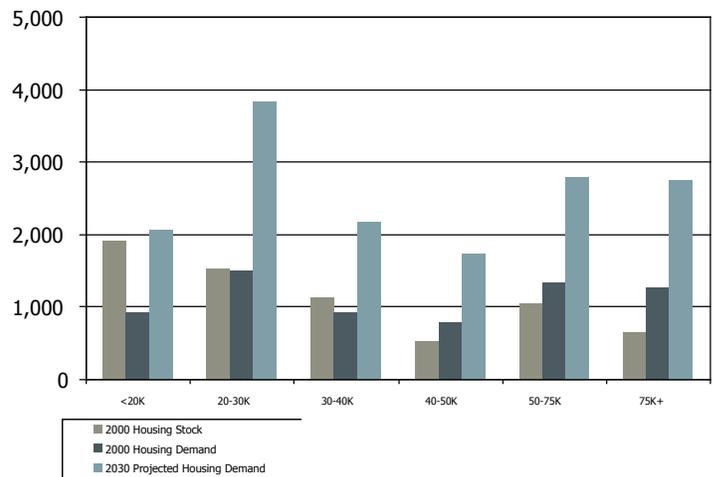
Housing types other than the single-family home on a large lot will also be in greater demand. Townhouse developments with three- and four- units on a smaller lot are increasing in popularity, because of their relatively lower cost to build and maintain. Multi-family housing, which can consist of for-rent apartments or for-sale condominiums also diversify a community’s housing stock. Two or three story structures can be designed to blend in well with existing neighborhoods or help fill in gaps along a main street.

RENTAL HOUSING: CURRENT STOCK VS. CURRENT AND FUTURE NEED (BY INCOME)



Rental housing for lower income households will be in high demand.

OWNER HOUSING: CURRENT STOCK VS. CURRENT AND FUTURE NEED (BY INCOME)



Overall, demand for ownership housing will be high for most income levels, but especially for those earning \$20-20K/year.

LAND USE

A vision and policy regarding land use and its coordination with strategic transportation and infrastructure investments will determine the life and livelihood of the parish over the next 30 years. While it is often the public sector that captures public input and sets in place land use priorities, it is the private sector that builds and delivers those desired land uses.

For Pointe Coupee parish, this is a very important time for getting the policy and implementation right. The most significant transportation improvements in a generation will create many new opportunities for parish residents and businesses, while demographic changes over the next 30 years will reshape housing, retail, and employment markets. Furthermore, the protection and management of rivers, lakes, and bayous will be crucial to maintaining the parish's identity.

Carefully designed and implemented land use policy will help protect what is important to Pointe Coupee residents and ensure the growth of the local economy. Lands located near new transportation corridors will be well suited for activities such as light manufacturing, warehousing and distribution, construction, and other uses that need a lot of room for

buildings, trucks, and inventory. The existing cities and towns will be well suited to accommodate new housing, retail, and office development—uses that tend to need smaller building footprints, can share parking facilities, and benefit from being in walkable areas. The countryside will be well suited for rural housing, farming, and low-impact tourism businesses that take advantage of the parish's scenic beauty. The threat of flooding and other natural disasters in rural areas can be mitigated by limiting new development and designing it in a way that is resilient (i.e. elevated homes in floodplains).

Developing a clear and understandable land use plan and policy will serve to improve the economic development potential of the parish. When land use policies are transparent and clearly understood, they can help improve the value and reduce risk to landowners and investors. On the flip side, by clearly identifying lands that should not receive certain kinds of development (e.g. housing subdivisions in floodplains), the parish will avoid many long-term risks and costs. Finally, a land use plan that is forward-looking and strategic will elevate the parish's competitive advantage when seeking public or private funding for infrastructure.



PUBLIC INVOLVEMENT AND THE PLAN

Developing Pointe Coupee Parish’s first comprehensive plan took place over the course of a year, and involved a wide cross section of the public. At the heart of the process was a series of public workshops that invited residents to be a “planner for a day” and decide how and where new housing, jobs, and transportation improvements should go. There were three of these workshops in total, one focused on the northern parish, another focused on the cities of Livonia and Fordoche, and the third covered the entire parish. Participants were supplied with a large table-sized map of the small area and the parish and a selection of stickers that represented allotments of housing, employment or retail development. Over the course of the workshop, residents marked environmentally sensitive areas, drew in roads, and arranged the development chips as they saw fit. Each group presented their map and their vision for the parish’s future at the end.

Participants were asked to choose between three envelopes of development chips. Each envelope had a different number of chips and reflected an alternative future for the parish. The first set, entitled Trends Continue, reflected existing population and job growth patterns. The housing allotment in this set was made up mostly of single-family subdivisions on large lots and employment chips were primarily focused on industrial, warehousing, and retail space. The second set, entitled Regional Capture, envisioned broadening the parish’s employment base to include sectors that are growing throughout the Baton Rouge region. The allotment of new housing development was in the form of large lot subdivisions but also a selection of small-lot developments and mixed-use housing. The third set envisioned a parish-wide focus on supporting local entrepreneurs and building more small-lot, townhouses, and in-town mixed-use housing.

Participants were asked to select one of the three envelopes to start with, but were allowed to trade chips as they worked through the exercise. As a result, each map is unique, and provides a richly detailed picture of how residents prefer to see the parish change over time.

WORKSHOP RESULTS

These workshops were both fun and informative and provided invaluable information for the Advisory Committee. Overall, the parish-wide workshop results indicated a high level of comfort on the part of the parish residents with using less land to accommodate new growth. Each set of chips participants chose from represented a certain amount of land. The Trends Continue set had the largest footprint, meaning if every single chip was placed on the map, it would consume 11,609 acres of land. On average, workshop participants used chips equal to about 6,200 acres of land.



WORKSHOP CHIP SET CHOICES AT A GLANCE:

TRENDS CONTINUE:

- Continue to grow in traditional industries: construction, rebuild some lost retail, warehousing & transportation
- Maintain existing relationship with the Baton Rouge Region, primarily as source of housing, labor, and tourism
- Continue to develop rural and large-lot subdivision housing
- Benefit from expanded bridge and transportation primarily by exporting labor and attracting commuters with affordable housing options

REGIONAL CAPTURE:

- Capture a larger share of Baton Rouge’s growing industries: health care, office and administrative, construction, financial, and other services
- Improve and deepen the parish’s relationship with the Baton Rouge Region: become a source of housing, employment opportunities, and tourism
- Continue to develop rural and large-lot subdivision housing, but add in some “in-town” development near jobs and shopping
- Benefit from expanded bridge and transportation infrastructure by creating warehouse and distribution centers

BUILDING ENTREPRENEURSHIP

- Focus on building on the parish’s tradition of entrepreneurship and small firms
- Promote the reuse of underutilized and affordable business spaces, especially in existing cities
- Strengthen connections to regional and international markets
- Ensure there is a wide mix of housing for small businesses
- Leverage new transportation infrastructure to create employment centers that can provide cheap start-up space for entrepreneurs

At the same time, participants allotted nearly as many housing units as were forecast in each chipset, about 8,800 was the average for all of the maps. This indicates that people were, on average, fairly comfortable with the idea of the parish growing significantly in population.

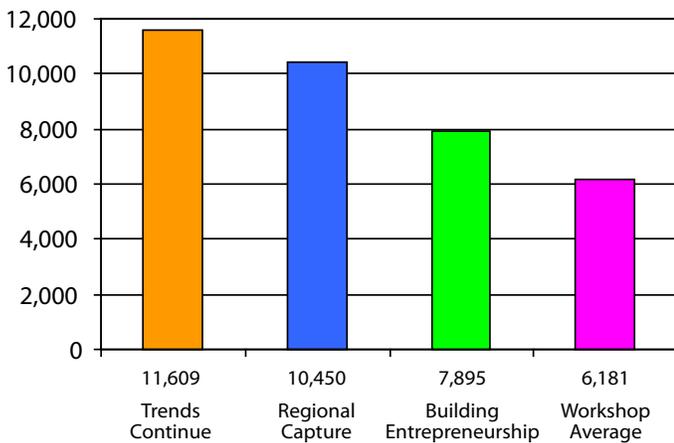
Participants, on average, placed more employment chips than were provided in any of the chip sets. The forecast for each chip set was about 10,000 jobs, but the average workshop map had 11,000 new jobs added. This indicates that adding jobs to the parish economy is a high priority, and the public is enthusiastic about expanding the employment base.

There was also a lot of support for mixed-use and compact neighborhood development. Chips that represented in-town development of retail and office space located near

townhomes, small-lot houses, apartments, and condos represented 17% of all the chips used on average. This helps explain why the amount of land consumed was fairly low; people are comfortable with the idea of putting more new housing in existing towns. In fact, the average map allotted about 46% of new housing in the form of apartments, condos, or townhomes.

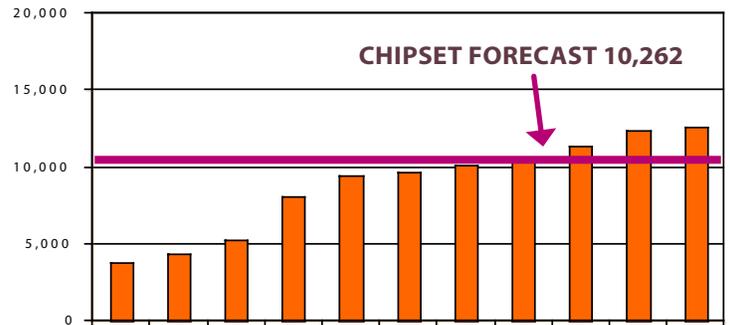
People also supported a wider range of employment options. Participants tended to favor employment chips that included office, flex-space, medical facilities, and other types over the traditional industrial and warehouse facilities. While there was still support for industrial, warehouse, and distribution areas, it was clear that a wider range of employment space products is needed in the parish.

ACRES OF LAND CONSUMED



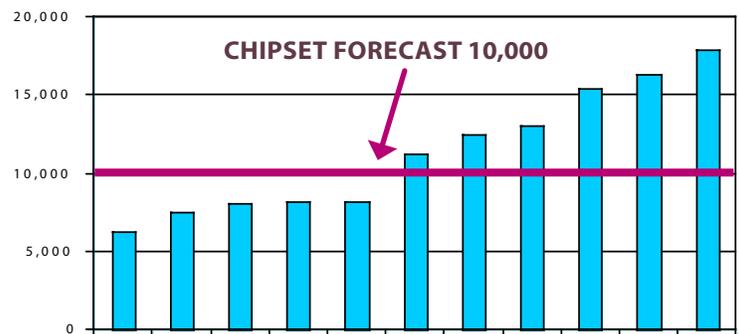
Overall, participants used land use chips that resulted in a dramatically smaller development footprint than any of the Chipsets.

HOUSEHOLDS BY MAP

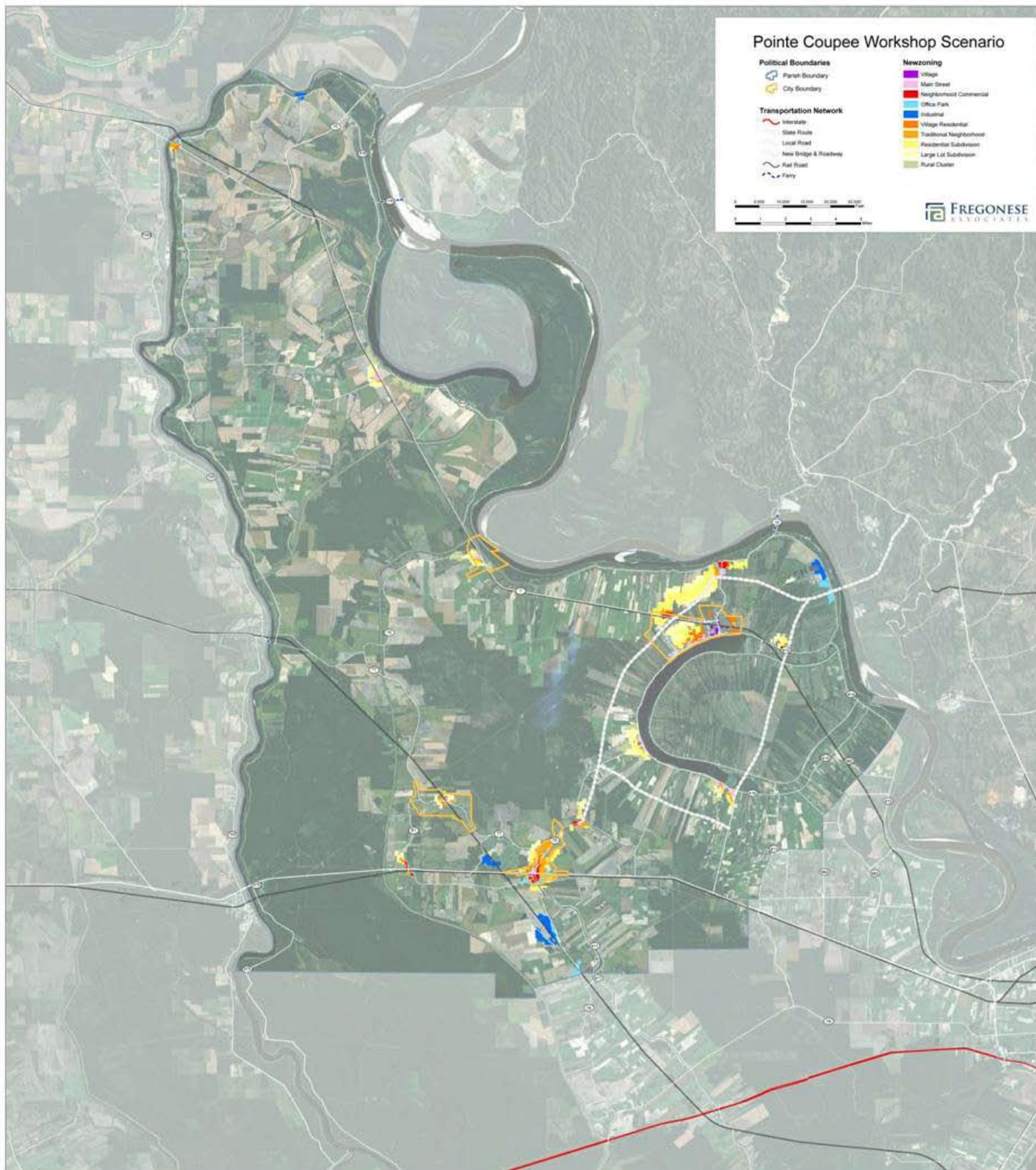


Most groups came close to or went over the housing forecast; the average was about 8,800 (90% of forecast).

JOB PLACED BY MAP



Most groups added more jobs than were forecast; the average was about 11,000 (110% of the forecast)



POINTE COUPEE SCENARIO MAP

The map shows the composite of land use and transportation desires of parish residents based on feedback from parishwide workshops.

PLAN CONCEPT & SCENARIO DEVELOPMENT

These workshop results provide valuable insight into the needs and desires of the parish community. Overall, parish residents appear ready to embrace growth, and are interested in doing so in a way that strengthens existing cities and expands the employment base.

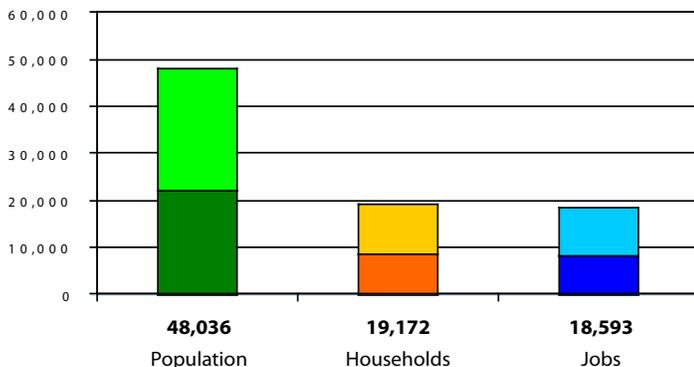
Following the analysis of the workshop input, the consultant team created a plan concept map. This plan concept consisted of an illustrated map depicting the future build-out of the parish, based on where the public said it should go and the parish’s Guiding Principles document. The plan concept served as the first draft of the comprehensive plan map, and served to illustrate how the parish’s growth could take shape over the next 30 years.

The next major step was to translate the workshop input into a growth scenario. A scenario, a plausible future in virtual form, is built using a geographic information system (GIS) database. These kinds of scenarios are powerful tools for measuring the true scale of growth. For the purposes of the scenario, the parish was assumed to grow by about 10,500 new households (25,000 people) and 10,500 new jobs over the next 30 years. Adding this many people will return Pointe Coupee to approximately 3.9% of the Baton Rouge region’s total population.

The parish’s environmentally sensitive or hazardous areas were masked out, leaving only the supply of buildable or redevelopable land for new growth. Then, the very same development types that were developed for the public workshop were “painted” on the landscape to depict future growth and development. The scenario found that it was possible to accommodate the forecasted households and jobs over the planning period, while still protecting environmental resources and improving existing cities. The build out of the scenario consumed about 6,000 acres of land, approximately 6.4% of the parish’s total unconstrained land area (and about 1.6% of the total land area). This was about the same amount of land consumed on the average workshop map.

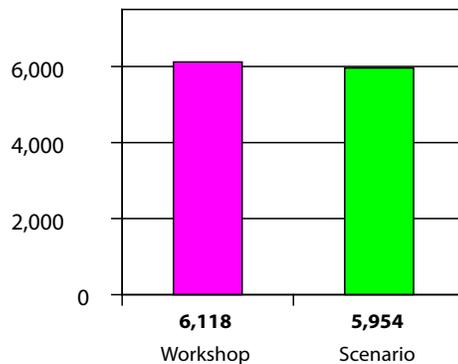
Most of the development in the scenario was placed on currently vacant land. A small portion of land was redeveloped, about 44 acres. In large cities, the amount of redeveloped land is usually much higher. The parish has so much vacant land within and surrounding its cities, however, that accommodating growth in a compact way was relatively easy.

TOTAL POPULATION, HOUSEHOLD, AND JOBS IN 2040



We estimated that Pointe Coupee would capture about 6% of the Region’s growth from now through 2040. This roughly doubles population, households, and jobs.

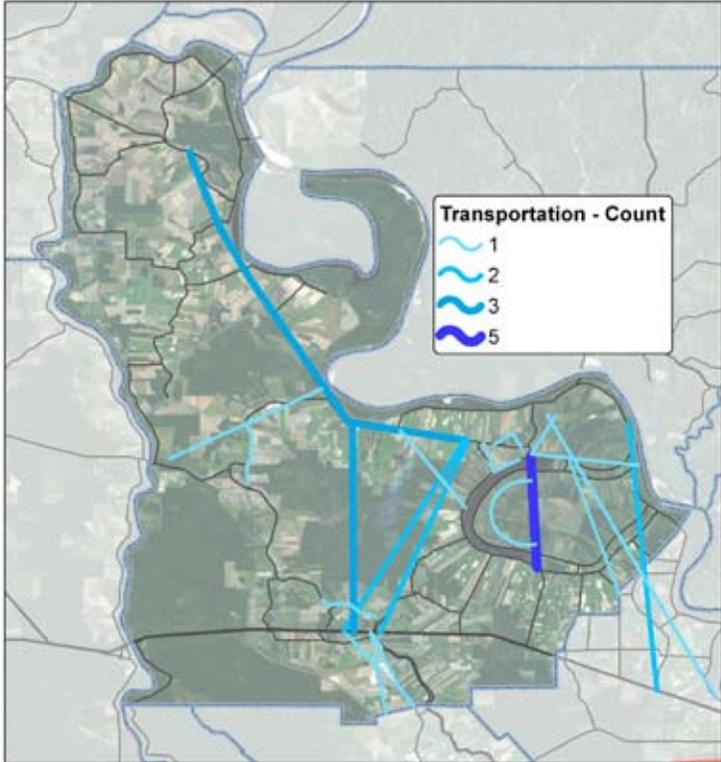
ACRES OF LAND CONSUMED FOR BUILD OUT



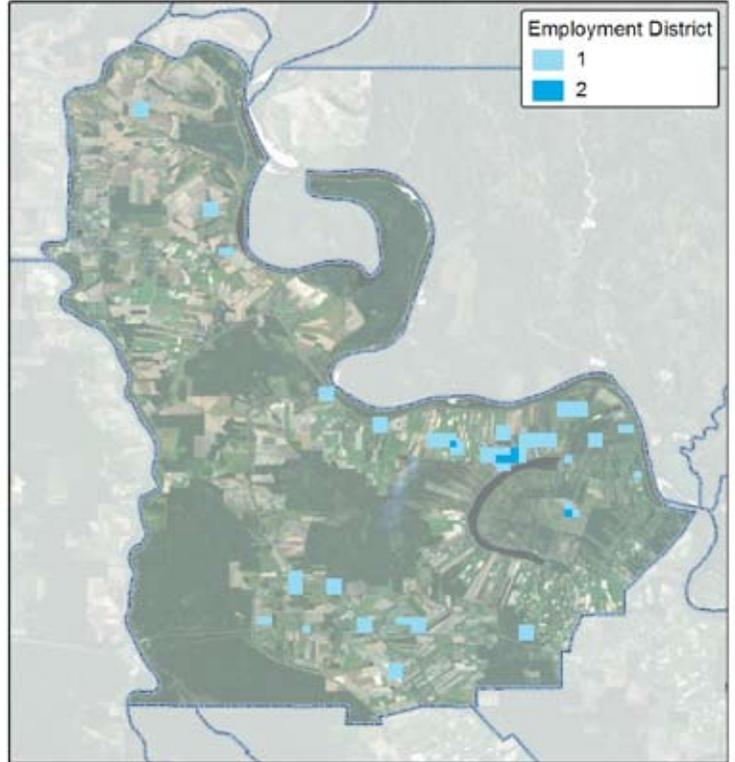
About 6,000 acres of land were consumed in the scenario. This was in keeping with the workshop average.

POINTE COUPEE CHIP COUNT MAPS

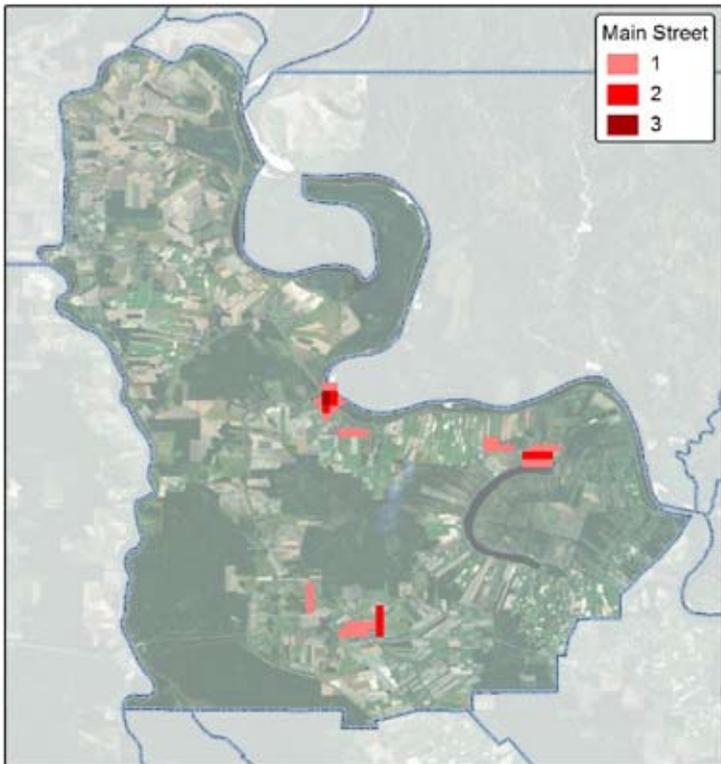
TRANSPORTATION COUNT



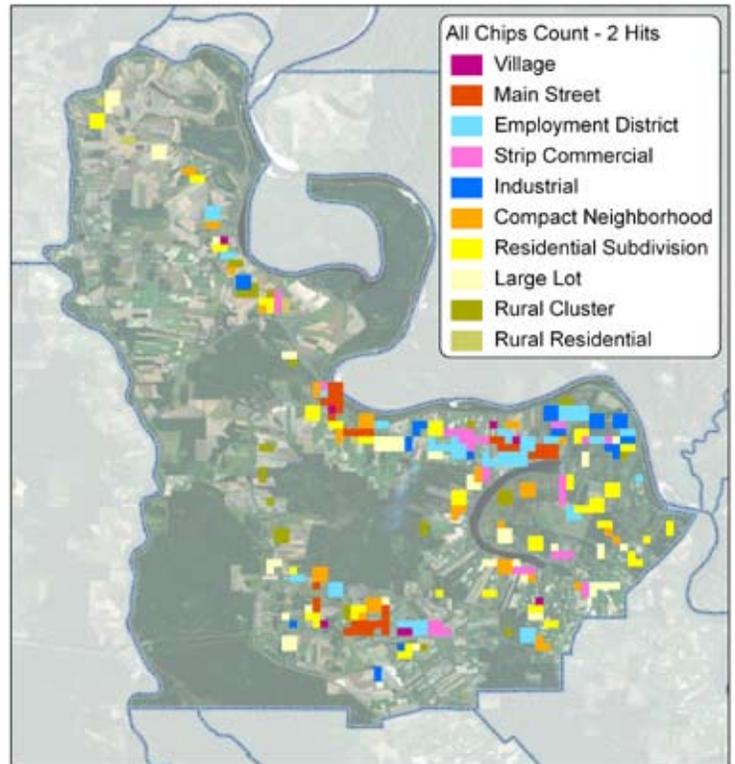
EMPLOYMENT DISTRICT COUNT



MAIN STREET COUNT



ALL CHIPS PLACED BY PARTICIPANTS



SCENARIO BUILD-OUT

	RETAIL	OFFICE	INDUSTRIAL
Newly Added Employment Space	1.1 million square ft.	2.3 million square ft.	3.3 million square ft.

SCENARIO INDICATORS

Development was focused near the parish’s existing cities, with about half of new households located within their existing boundaries. Jobs were also located in or near existing cities, primarily in the southern portion of the parish.

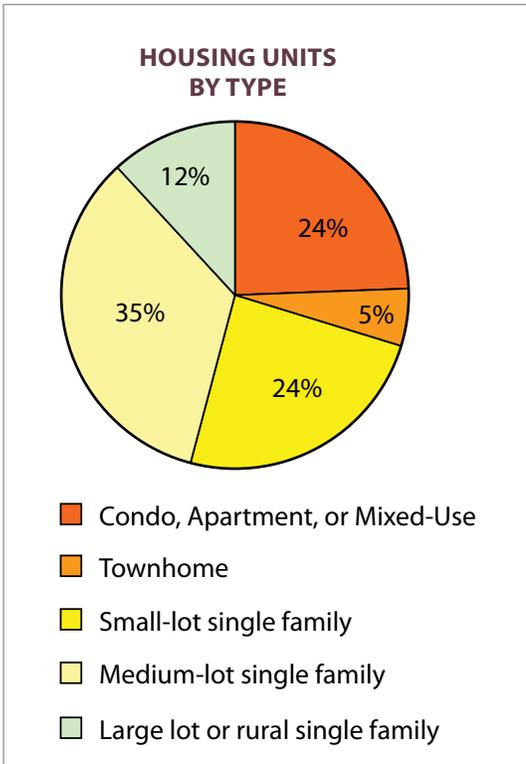
HOUSING

The scenario was designed to assume that about twenty-five percent of new housing would be in the form of for-sale condominiums, apartments, or mixed-use in-town units. This was slightly lower than the workshop average of thirty percent. About seventy percent of new units were single-family dwellings, but mostly on small- and medium-sized lots in a neighborhood setting. [insert pie chart of housing profile for scenario]

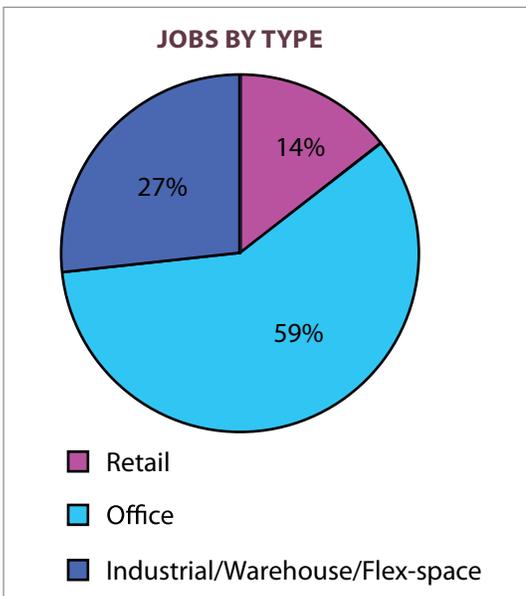
Participants at the workshops indicated a high preference for housing located in mixed-use areas (e.g. near enough to shops, schools, and jobs to be able to walk to them easily). The scenario was designed to reflect this preference. About 57% of the new housing is in a mixed-use neighborhood or located close to a main street area.

EMPLOYMENT

Employment for the scenario was largely grouped into three main types: retail, office, and industrial, warehouse, or flex-space. The distinctions between the non-retail employment types can be interpreted to be somewhat flexible. But the over-reliance on retail employment by the parish was a weakness, so limiting new retail to about fifteen percent, or the national average, was deemed prudent. Overall, the scenario estimated 1.1 million square feet of new retail space. Overall office jobs represented about sixty percent of new jobs added. These jobs could be provided in small office parks, medical facilities, along main streets, or other locations. Overall, the scenario estimated 2.2 million square feet of new office space. Industrial, warehouse, and flex-space jobs are most likely to be located near major transportation corridors that connect to the surrounding region. Overall, the scenario estimated 3.3 million square feet of new industrial, warehouse, and flex-space.



The scenario produced a wide range of housing types, but was predominantly made up of single-family homes.



WHERE GROWTH WAS LOCATED

In the scenario, most new household growth was concentrated in New Roads, which garnered about a third of the total. New Roads and the parish lands immediately surrounding it accounted for about fifty-eight percent of new households. This area also absorbed about one third of the new job growth, primarily because of employment lands designated along Zachary Taylor Parkway.

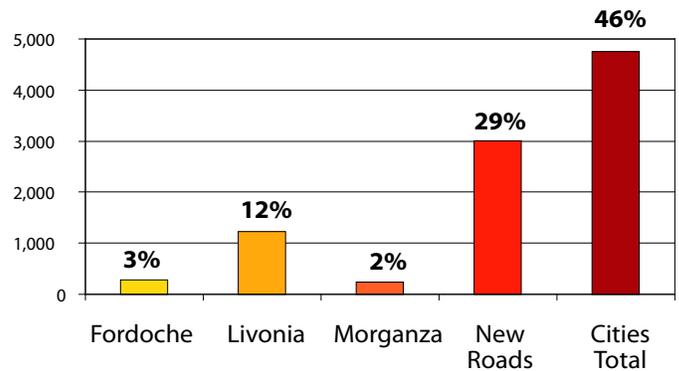
The southern part of the parish, including the cities of Livonia and Fordoche absorbed the next greatest portion of new housing and jobs. Livonia had the next largest share of new households, with twelve percent of the total. Fordoche absorbed about three percent of new households. Overall, the southern part of the parish accounted for a larger share of the employment growth, however, with about fifty-eight percent of new jobs.

The northern part of the parish received the smallest share of new growth. The communities of Morganza and Batchelor accounted for the biggest proportion of new households, and together absorbed about seven percent of the parish’s growth. The area’s share of job growth was smaller, at about three percent.

The other significant area of growth was at the southern end of False River. This unincorporated area accounted for about eleven percent of total housing growth, and about seven percent of employment growth.

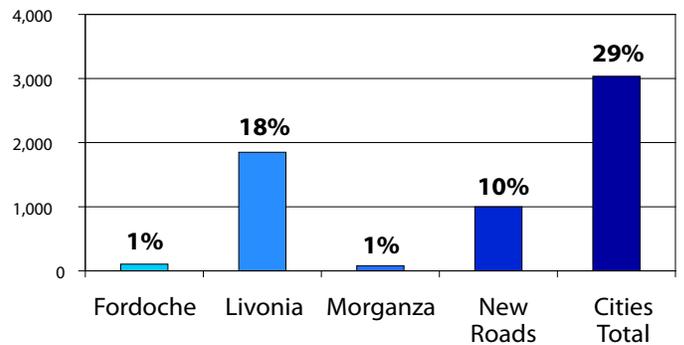
These growth patterns only represent one potential future for the parish. The exact share and distribution of housing and jobs will almost certainly be different in reality. But overall, the scenario reflects the priorities of the residents. The likelihood that most of the parish’s development will take place in and around the parish’s major cities is high, because that is where the most extensive transportation improvements will take place.

HOUSEHOLD GROWTH BY AREA



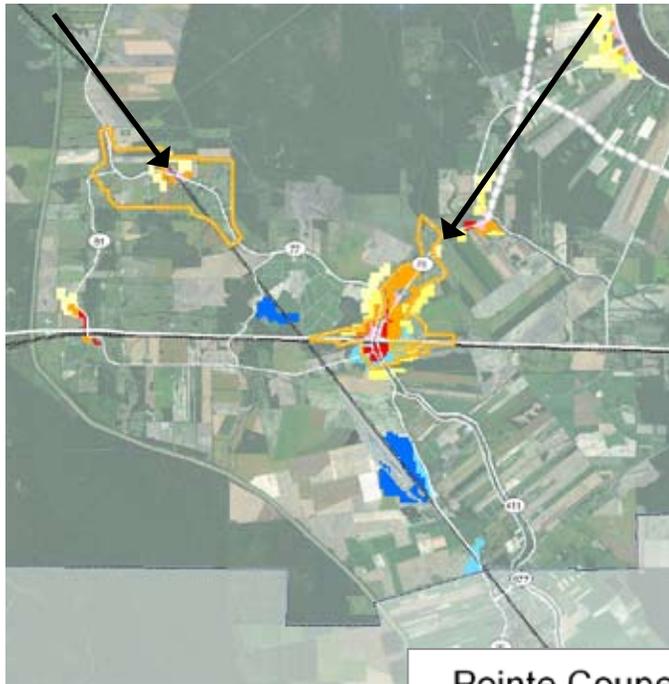
Most new growth was focused within existing city boundaries.

JOBS GROWTH BY AREA

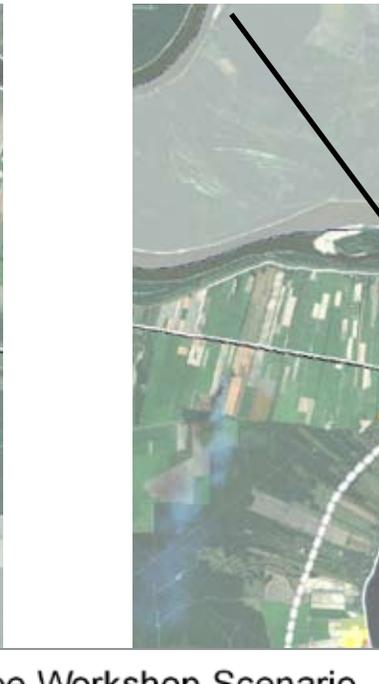


About one-third of new jobs were placed in existing city boundaries.

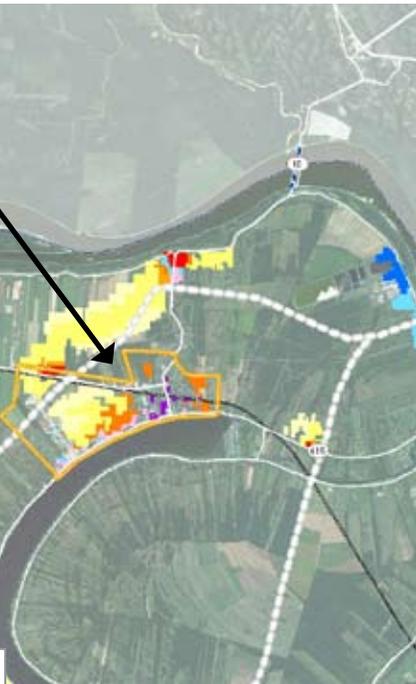
FORDOCHE



LIVONIA



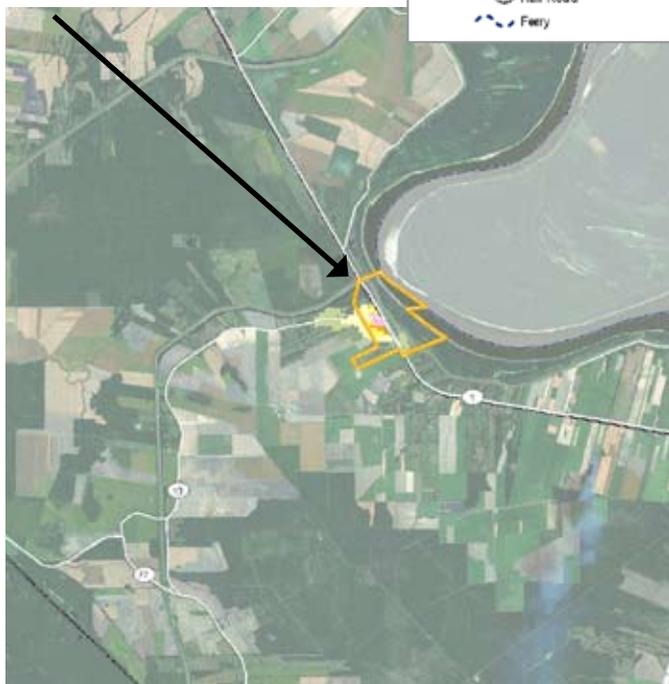
NEW ROADS



Pointe Coupee Workshop Scenario

Political Boundaries	Newzoning
Parish Boundary	Village
City Boundary	Main Street
Transportation Network	Neighborhood Commercial
Interstate	Office Park
State Route	Industrial
Local Road	Village Residential
New Bridge & Roadway	Traditional Neighborhood
Rail Road	Residential Subdivision
Ferry	Large Lot Subdivision
	Rural Cluster

MORGANZA



BATCHELOR



THE FINAL PLAN MAP

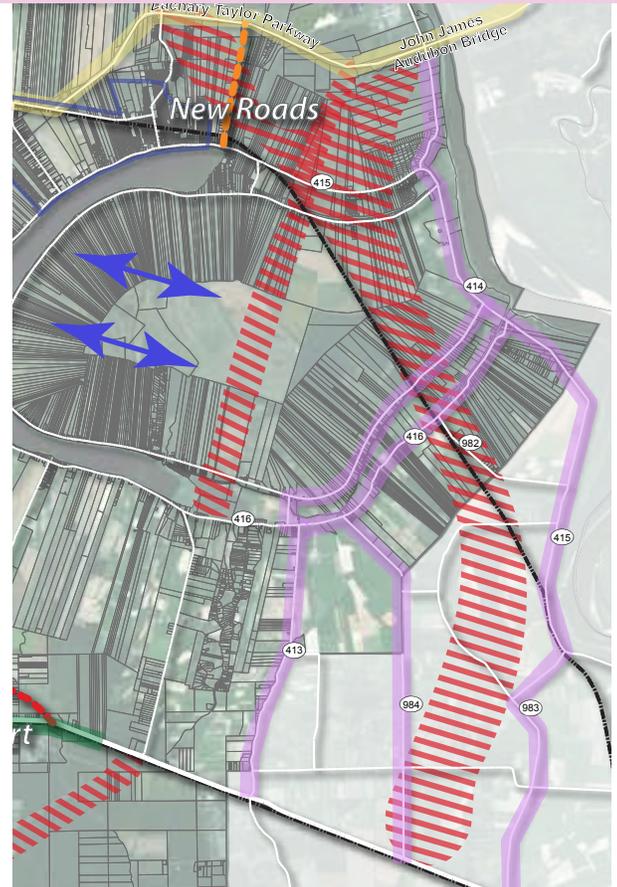
The scenario served as a diagnostic tool for reviewing the ideas that came out of the Advisory Committee’s deliberations and public workshops. It validated the ability of the parish to accommodate growth in a way that enhances its existing cities, takes advantage of new infrastructure investments, and expands employment and economic development opportunities.

From this information and consultations with the Advisory Committee, the consultant team drafted a final plan concept map, which will serve as the blueprint for growth in the parish. The map includes those land use designations that follow the Guiding Principles, as well as long-term proposed transportation improvements that will benefit the parish.

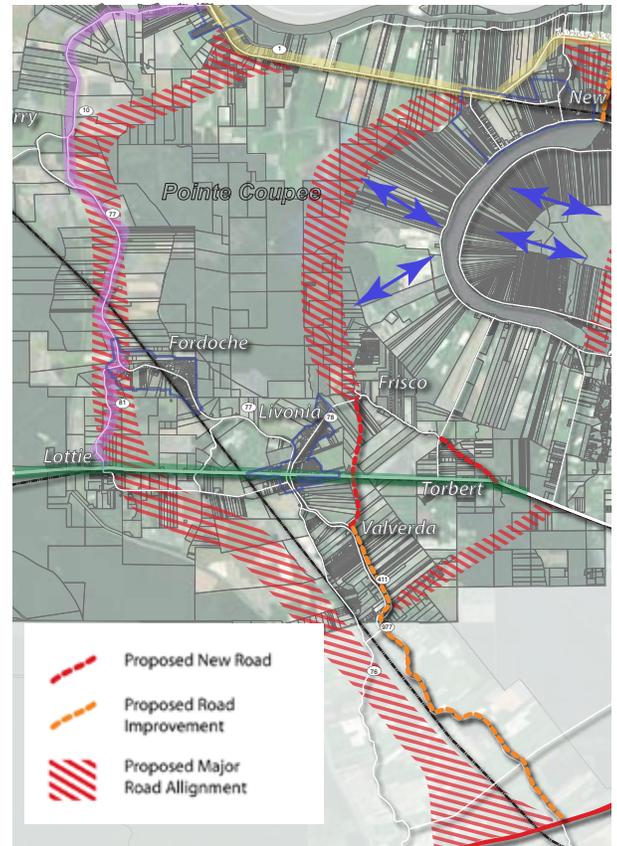
One of the major outcomes of the workshop and scenario process was the recognition that a strong north-south link between the John James Audubon Bridge and I-10 is needed in the parish. This stemmed from some concern that the Zachary Taylor Parkway could overwhelm Hospital Road in New Roads with truck and pass-through traffic. The Advisory Committee decided that it would be important to establish a bypass route so as not to overwhelm New Roads with traffic. Additionally, there is not currently a sufficient connection between the Livonia and Fordoche area and New Roads, or from Livonia to I-10 to the south.

The Advisory Committee decided to address these two issues by proposing several routes for a new north-south connector road between Livonia and New Roads, and improvements to the existing Route 411 and 977, south to I-10. These proposed new and improved roads are included on the Transportation Improvements map.

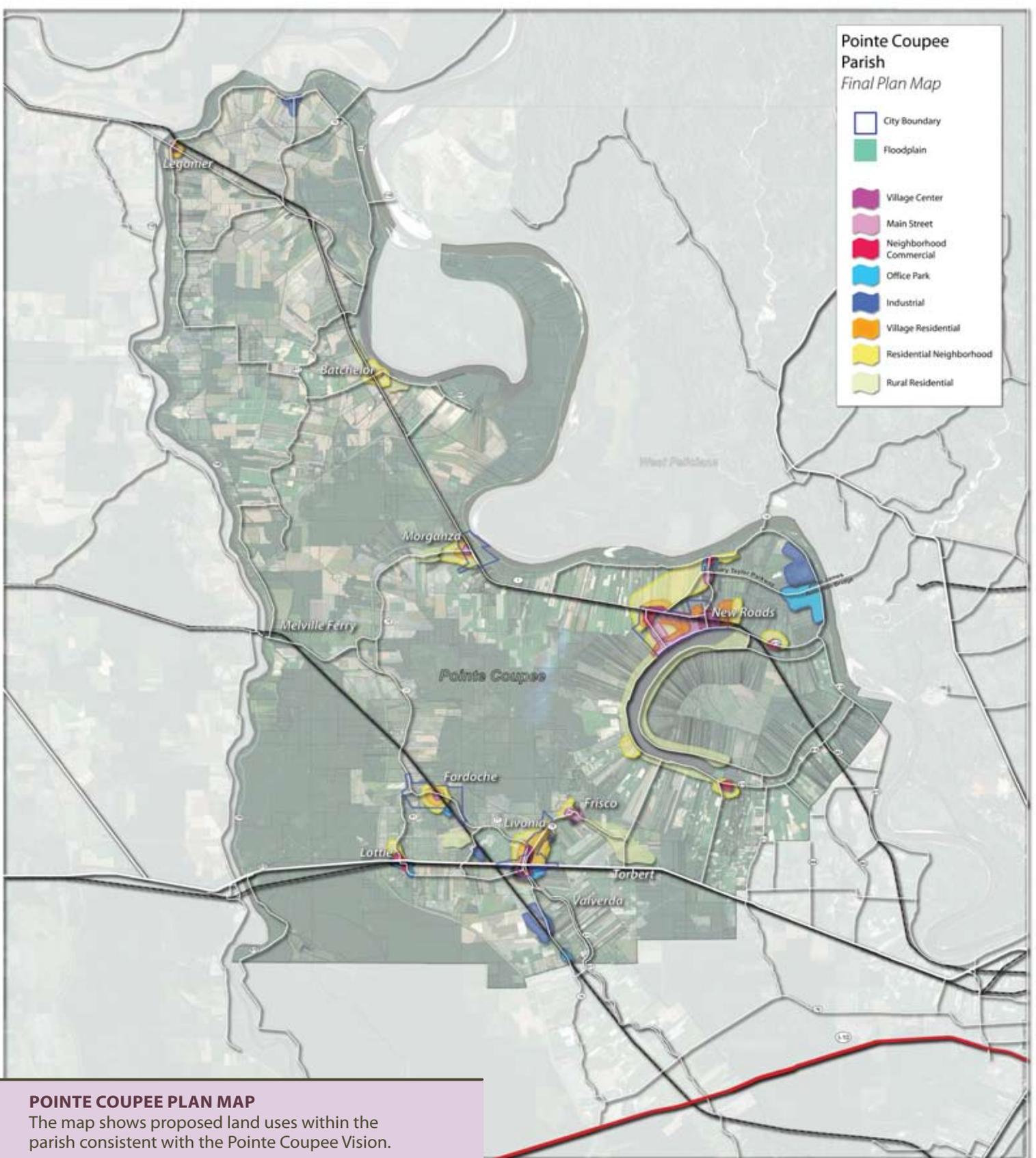
Another potential transportation improvement was the proposed improvement of Woodman Lane from Zachary Taylor Parkway down to the eastern edge of New Roads. This improvement could help serve the neighborhood on the eastern shore of False River and the eastern neighborhoods of New Roads. In addition, the long-term development of properties on the eastern shore of False River may eventually lead the construction of an additional connector road between the base of the John James Audubon Bridge and Route 416. This potential road alignment is depicted on the plan map.



These maps show possible north-south alignments in Pointe Coupee Parish as recommended by the advisory committee.



PROPOSED TRANSPORTATION IMPROVEMENTS



POINTE COUPEE PLAN MAP

The map shows proposed land uses within the parish consistent with the Pointe Coupee Vision.



Chapter 5: Keeping the Plan Alive



The future success of the Pointe Coupee Parish Comprehensive Plan depends on its three key components:

- **The Vision** – the description of the future that reflects the aspirations and values of its residents
- **The Strategic Action Plan** – a short-term framework detailing specific actions that should be undertaken in a short period of time
- **The Policy Plan** – the components that make up the institutional base of the plan, including policies and implementation strategies

THE VISION

If the Vision has captured the shared desires of the community, it should reflect its values, which change only slowly through the years. As such, the Vision should not need to be modified for many years.

THE STRATEGIC ACTION PLAN

The Strategic Action Plan, should be updated annually, detailing the inventory of projects that will be used to implement the Comprehensive Plan, and reflecting both the changing priorities of the parish and the experience of success and failure from preceding activities.

The Strategic Action Plan includes specific activities that are to be undertaken in the immediate future, detailed and ready for immediate implementation. Projects should be completed in a one-year to two-year period. As these projects and programs are completed, the parish should schedule additional action plan items for completion.

THE POLICY PLAN

The Policy Plan should be updated to reflect changing conditions, but should remain viable for 20 years or more if regular updates are conducted on a 5 to 10 year cycle.

RECOMMENDED UPDATING PROCEDURES

To maintain the comprehensive plan as a living document, the Action Plan should be updated annually as individual implementation actions are completed and new issues and opportunities are identified, consistent with the plan. A key component will be a review of how critical goals are being met, and monitoring the progress of the parish's ability to achieve set goals.