



# Iberville Parish Community Master Plan

2005  
FIRST EDITION

Prepared for  
**Iberville Parish Council  
&  
Atchafalaya Basin Program**  
Louisiana Department of Natural Resources



Moore Planning Group, LLC  
Landscape Architects • Site Planners



# Table of Contents

<b>Project Introduction</b> .....	i-ii
Table of Contents, Letter from the Parish President	
<b>Project Description &amp; History</b> .....	3-5
Introduction, Project Purpose, Project Process, Parish History	
<b>Inventory &amp; Analysis</b>	
<b>Natural Resources</b> .....	6-9
Geology & Soils, Hydrology & Floodzones, Vegetation & Wildlife, Climate	
<b>Human Resources</b> .....	10-11
Demographics, Health & Education	
<b>Economic Resources</b> .....	12-15
Regional Influences, C.R.T, Local Generators, Land Use	
<b>Infrastructure</b> .....	16
<b>Planning Unit Analysis</b> .....	17-23
Planning Unit Introduction, Louisiana Vision 2020, Central Planning Unit, Southern Planning Unit, Eastern Planning Unit, Northern Planning Unit, Atchafalaya Planning Unit	
<b>Summary Analysis</b> .....	24-30
Asset Based Analysis Mapping, Case Studies, Unique Parish Opportunities	
<b>Vision &amp; Goals</b> .....	31-40
Visioning Introduction, Planning Unit Meeting Recaps, Summary of Visioning, Vision & Goals Introduction, Goal 1, Goal 2, Goal 3, Goal 4	
<b>Parish Master Plan</b>	
<b>Conceptual Master Plan</b> .....	41-42
Conceptual Plan Summary, Conceptual Details	
<b>Parish Master Plan</b> .....	43-44
Master Plan, Project Profiles	
<b>Focus Area Planning</b> .....	45-53
Focus Area Introduction, White Castle Growth, Interstate 10 Gateway, Ferry Improvements, St. Gabriel Town Center, Bayou Sorrel Atchafalaya Environmental Center	
<b>Implementation</b> .....	54-61
Iberville Parish Strategic Plan, Strategic Plan Objectives, Master Plan Implementation, Iberville Parish Economic Development Board, Funding Opportunities	
<b>Acknowledgements</b> .....	62



# Project Introduction

I B E R V I L L E P A R I S H M A S T E R P L A N



Iberville Parish Council Members - 2005



“The Louisiana Department of Natural Resources is proud to be a part of this significant master planning effort for Iberville Parish. I believe what makes this state strong is the work we do through cohesive partnerships and citizen input. Iberville Parish is a model for the rest of the state in this endeavor by working together with business, industry, large stakeholders, fisherman, and environmentalist. My office stands ready to continue to work with parish government in making these visions become reality for the betterment of the entire State of Louisiana.”

Scott Angelle, Secretary  
Department of Natural Resources



May 2005

Dear Citizens of Iberville Parish,

Iberville Parish has come a long way. Through our hard work and dedication we have built a thriving community of which we can all be very proud. This does not mean, however, that our work is done. We face many challenges - improving our ability to compete in a global economy, maintaining infrastructure, improving education, providing jobs and opportunities, and improving the safety and quality of life of our citizens and visitors. In order to continue to thrive in this rapidly changing world and to ensure a bright future for our families, smart planning is essential.

The Iberville Parish Council has taken advantage of a unique opportunity and adopted a proactive and planned approach to the future. The Iberville Parish Community Master Plan represents two years of hard work in which we have collected your hopes, dreams, needs, and desires and combined them with sound economic development principles. The result is a road map to a brighter future for our parish that truly reflects the quality and character of our people and our land.

But the hard work isn't over. Our master plan is just the beginning. Now we must find ways to work as a united community for the things we believe are important. Hopefully, this plan will be a catalyst that will inspire us to concentrate on common needs, stimulate new and sustainable development, accomplish much needed infrastructure improvements and, most importantly, grow champions in our Parish who will help to spread the message that Iberville Parish is a great place to be!

I would like to express my sincere thanks to everyone who has participated in the development of the Iberville Parish Community Master Plan. My special thanks go out to the Parish Council, the Mayors, our legislators, and to the many people who gave of their time to serve on committees and attend meetings during the development of this plan. It is my hope that even stronger relationships have been forged and we will move forward with confidence to a better future.

Sincerely,

J. Mitchell Ourso, Jr.  
Parish President - Iberville Parish Council







## INTRODUCTION

Iberville Parish has a long and rich history of successfully meeting challenges in order to forge a good way of life within its boundaries. Whether it has involved building settlements, growing crops, surviving war or battling floodwaters, the people of Iberville Parish have overcome many obstacles to establish this way of life that they cherish.

In recent times, however, finding solutions to modern challenges has become more elusive. Today's challenges are complicated by social shifts and economic realities which are intertwined with issues of global scope. For this reason, comprehensive and coordinated efforts are required to find solutions.

Fortunately, new challenges present new opportunities. Never before in the long history of the parish has the opportunity to develop a parish master plan been available. Yet today, due to the support of Iberville's legislative delegation, Iberville Parish is included in the Atchafalaya Basin Program. This program, part of the State of Louisiana Department of Natural Resources, is truly visionary. One of its many goals is to assist parishes in planning their futures, for it is understood that in order to protect, enhance and take advantage of the unique Atchafalaya Basin, parishes must be able to recognize it as an asset and then plan infrastructure and economies that complement it.

## PURPOSE OF THE PLAN

As indicated above, managing the growth and development of an entire parish is a big job. The responsibilities of the parish council seem to increase each year while the resources at their disposal diminish. In the past, parish leadership has been able to respond to most needs as they have arisen, but in today's rapidly evolving economic and social environment, reactionary governance is no longer an option. A further complication is the variety of interest groups with divergent agendas who are working to create change. Finally, to an ever increasing extent, funding agencies, be they public or private, state or federal, require that regional planning and impact be considered in evaluating funding requests.

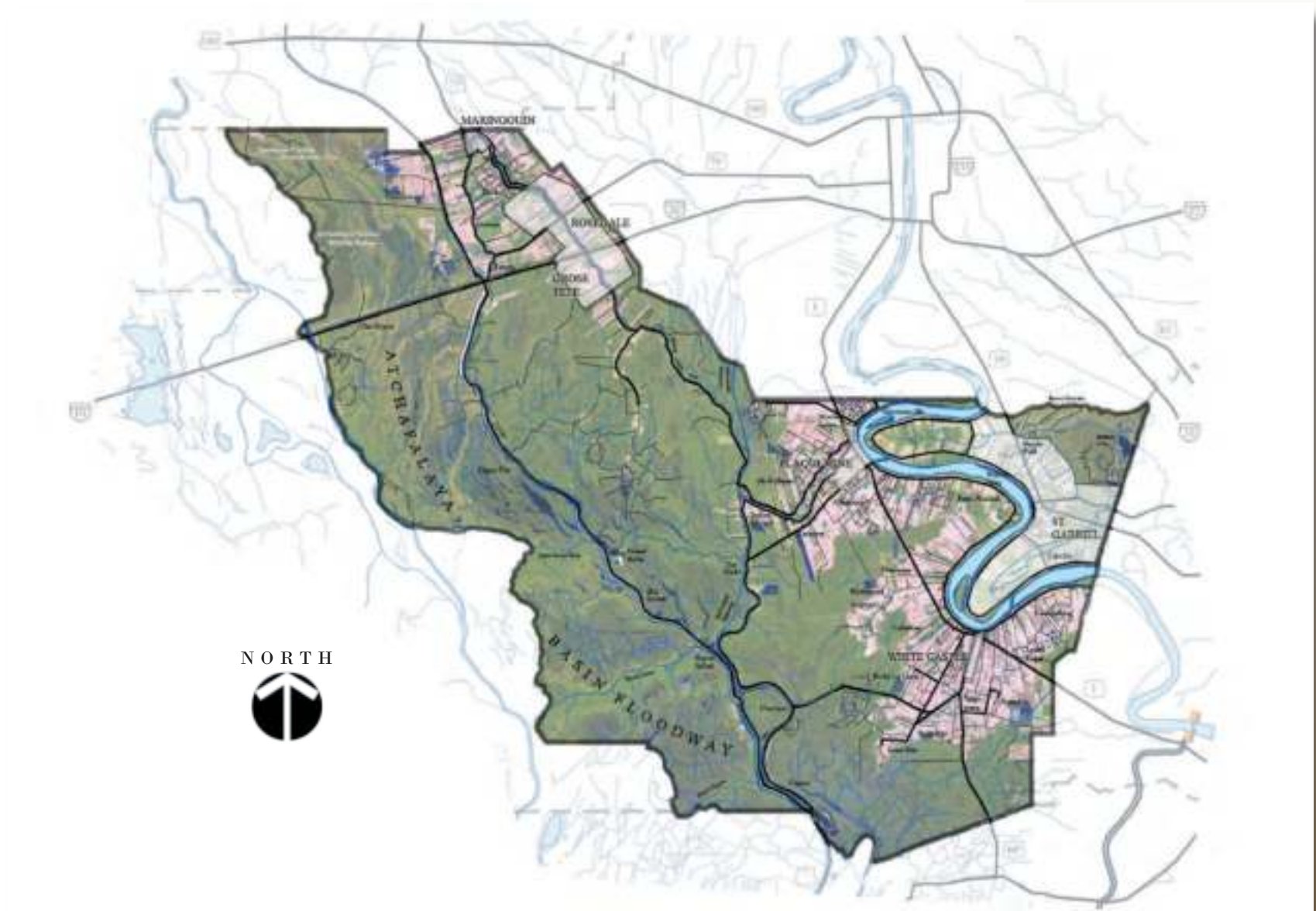
The purpose of the Iberville Parish Master Plan is to develop an instrument which can be used by parish leaders and citizens to help guide the sustainable growth and development of the parish by:

- Identifying the prevailing needs of the community;
- Bringing together ideas, goals and strategies for possible solutions toward which concentrated energy can be directed;
- Identifying funding opportunities with which to accomplish primary objectives, especially those which are integrated with the objectives of the Atchafalaya Basin Program;
- Establishing funding priorities and schedules.



The eight Parishes of the Atchafalaya Basin Program

## IBERVILLE PARISH







## PROCESS

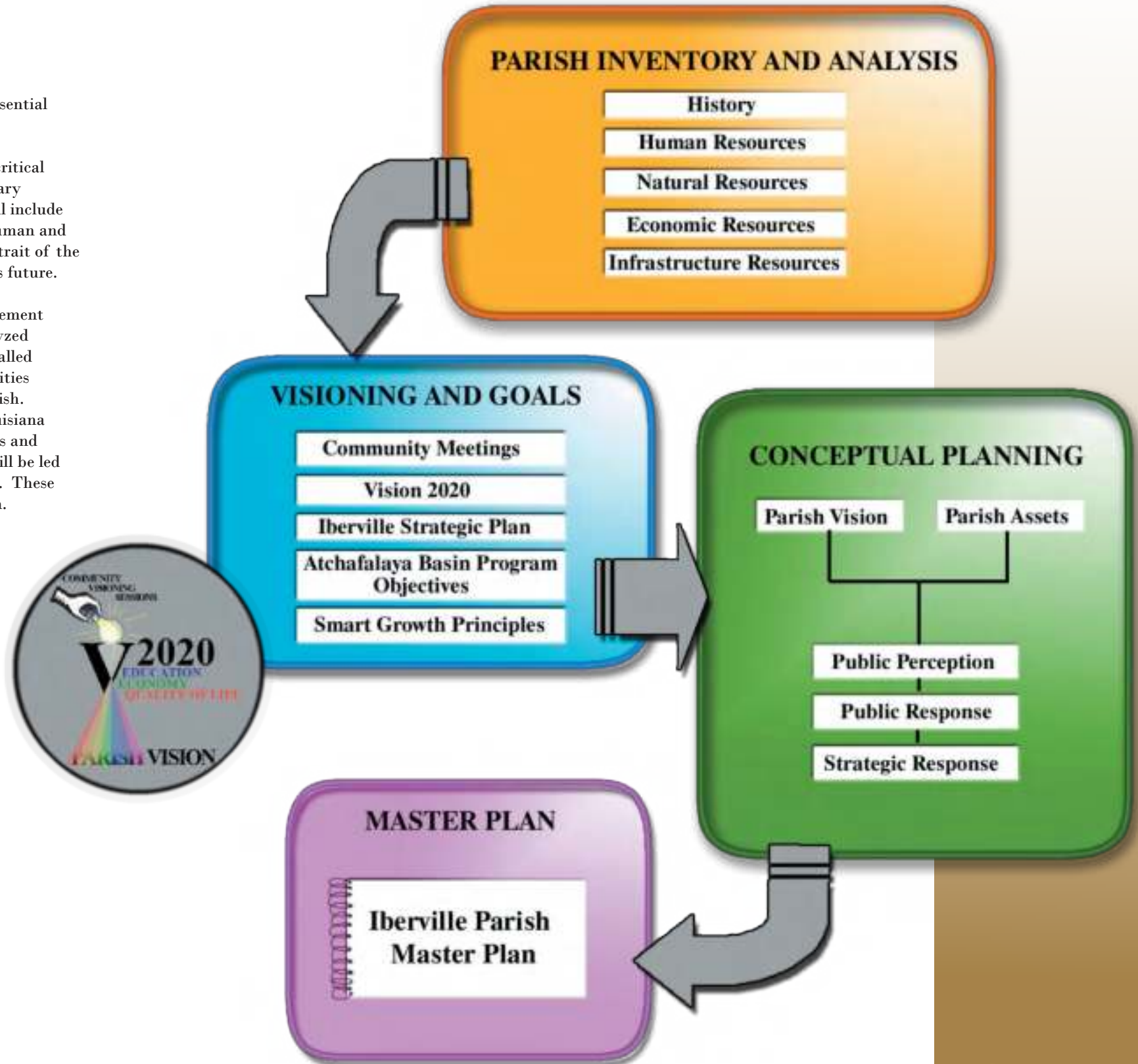
The development of the master plan will proceed through four essential phases as shown in the diagram at right:

The first phase, **Parish Inventory & Analysis**, involves gathering critical information about existing conditions in order to assess the primary resources and the essential needs of the parish. The inventory will include natural resource mapping, critical infrastructure mapping and human and economic resource data collection. The objective is to paint a portrait of the Parish as it exists so that realistic decisions can be made about its future.

During the **Visioning & Goals Phase**, the community's vision statement that was developed during the strategic plan process will be analyzed and incorporated into the master plan. The community will be called upon to help identify additional strengths, weaknesses, opportunities and constraints with more focus on the physical assets of the parish. Then, using the framework established by Vision 2020 of the Louisiana Department of Economic Development, Smart Growth principles and the objectives of the Atchafalaya Basin Program, participants will be led through a process where clear master plan goals can be identified. These goals will guide the future development of the parish master plan.

The **Conceptual Planning Phase** begins the process of identifying and strengthening the parish assets. These existing assets are aligned with established goals and those future assets are identified which are needed to accomplish goals. Another round of public reviews of the conceptual plan will provide for input and refinement.

During the final **Master Planning Phase**, the Iberville Parish Master Plan book will be developed. The plan will identify both specific and general priority actions which will help move the parish toward its established goals. Areas identified during the planning process as worthy of special focus will be developed to a more schematic level through which the parish can pursue funding of identified projects.







*At the time of the arrival of the Acadians at St. Gabriel, the only inhabitants of the west bank were the Indians, who called the bayou along which they lived "Piakimines."*

*- Encyclopedia Louisiana*

## PARISH HISTORY















The State of Louisiana and Iberville Parish, one of the oldest parishes in the state, are equally rich and diverse in history and culture. In 1699, the Bayougoula Indians inhabited the area what is now known as Iberville Parish. During European exploration of this area, Iberville Parish was founded by Pierre leMoyne, Sieur de Iberville in 1699. In 1762, France lost possession of this area and Spain took control. During this same time, the Spanish welcomed the exiled Acadians, who began to settle south of St. Gabriel.

Point Pleasant became the location for the first government seat in the parish. It wasn't until the late 1700s and early 1800s that Bayou Plaquemine became an important route to more fertile land in lower Louisiana. The Plaquemine area, which was first inhabited by Indians, became the seat of government in 1835.

Iberville Parish's boundaries were redefined over the years by the Louisiana legislature. In 1827, the area around Bayou Grosse Tete and Bayou Maringouin was taken from West Baton Rouge Parish and given to Iberville Parish. The main reason for the redefinition of this area was due to the easier accessibility of the Iberville Parish Courthouse.

Today, the fishing and farming community has evolved into a more industrial community. Places like Nottoway Plantation, Old City Hall, Plaquemine Historic Lock Structure and several unique plantations, churches, homes and buildings are still left to help tell the story of Iberville Parish. In addition, there are several Indian mounds, cemeteries, and historical markers throughout the parish.



<b>1541</b> Fernando Desoto discovers the mouth of the Mississippi River 	<b>1699</b> Pierre Le Moyne, Sieur de Iberville visits area 	<b>1712</b> Settlement of New Orleans is made <b>1719</b> The Company of Indies mounts the first real effort to import African slaves to Louisiana	<b>1751</b> Sugarcane introduced into the colony by the Jesuits and planted on their farm in New Orleans 	<b>1755</b> Exile of the Acadians 	<b>1803</b> Louisiana Purchase 	<b>1811</b> First steamboat lands in Plaquemine 	<b>1812</b> Territory of Orleans becomes the state of New Orleans (Louisiana) 	<b>1822</b> Post Office established at Plaquemine Severe yellow fever epidemic hits Louisiana <b>1824</b> First public school opened in St. Gabriel	<b>1845</b> Iberville County defined, becomes the Parish of Iberville 	<b>1859</b> Grosse Tete, Opelousas and Baton Rouge Railroad put down. One of the first to be built in Louisiana.
<b>1861</b> Louisiana secedes from the Union. For 44 days it is an independent commonwealth. Louisiana casts her lot with the Confederacy sending 55,000 men to the front 	<b>1862</b> Plaquemine falls into the hands of the Federals 	<b>1865</b> Reconstruction sets in. Bayou Plaquemine dammed up and cut off from the Mississippi River	<b>1881</b> First passenger train arrives in Plaquemine from New Orleans <b>1884</b> International Industrial Cotton Exposition held in New Orleans	<b>1897</b> First bridge erected across Bayou Plaquemine <b>1909</b> Bayou Plaquemine Lock open to navigation 	<b>1927</b> The Great flood of 1927 threatens all the inhabitants of Iberville Parish 	After the flood, the federal government approved a \$325 million flood control plan for the Mississippi River which included a vast stretch of levees and spillways. The Water Resources Development Program encompasses flood control, navigation, drainage and irrigation	<b>1928</b> Gov. Huey P. Long spurs construction of bridges across the Mississippi River 	<b>1941</b> The start of WWII helps pull Louisiana out of the Depression <b>1958</b> First DOW plant of Louisiana is opened near Plaquemine <b>1960</b> Construction begins on Louisiana's two east-west highways: I-10 and I-20	<b>1996</b> The federally authorized Atchafalaya Basin Floodway System, Louisiana Project, encompasses 595,000 acres. The emphasis of the program is to push long-term strategies of "conserve, restore and enhance where possible, the natural habitat of the Atchafalaya Basin." 	



# Inventory & Analysis

I B E R V I L L E   P A R I S H   M A S T E R   P L A N



*"Iberville Parish has the potential to lead our State in a renewed sense of togetherness that will have an end result of trust, unity, and pride in all its citizens. This plan gives us all a much better understanding of where we are as a community. This posture really makes it easy to dream about a future that can become reality."*

Salaris G. "Sal" Butler  
Parish Councilman - District 6







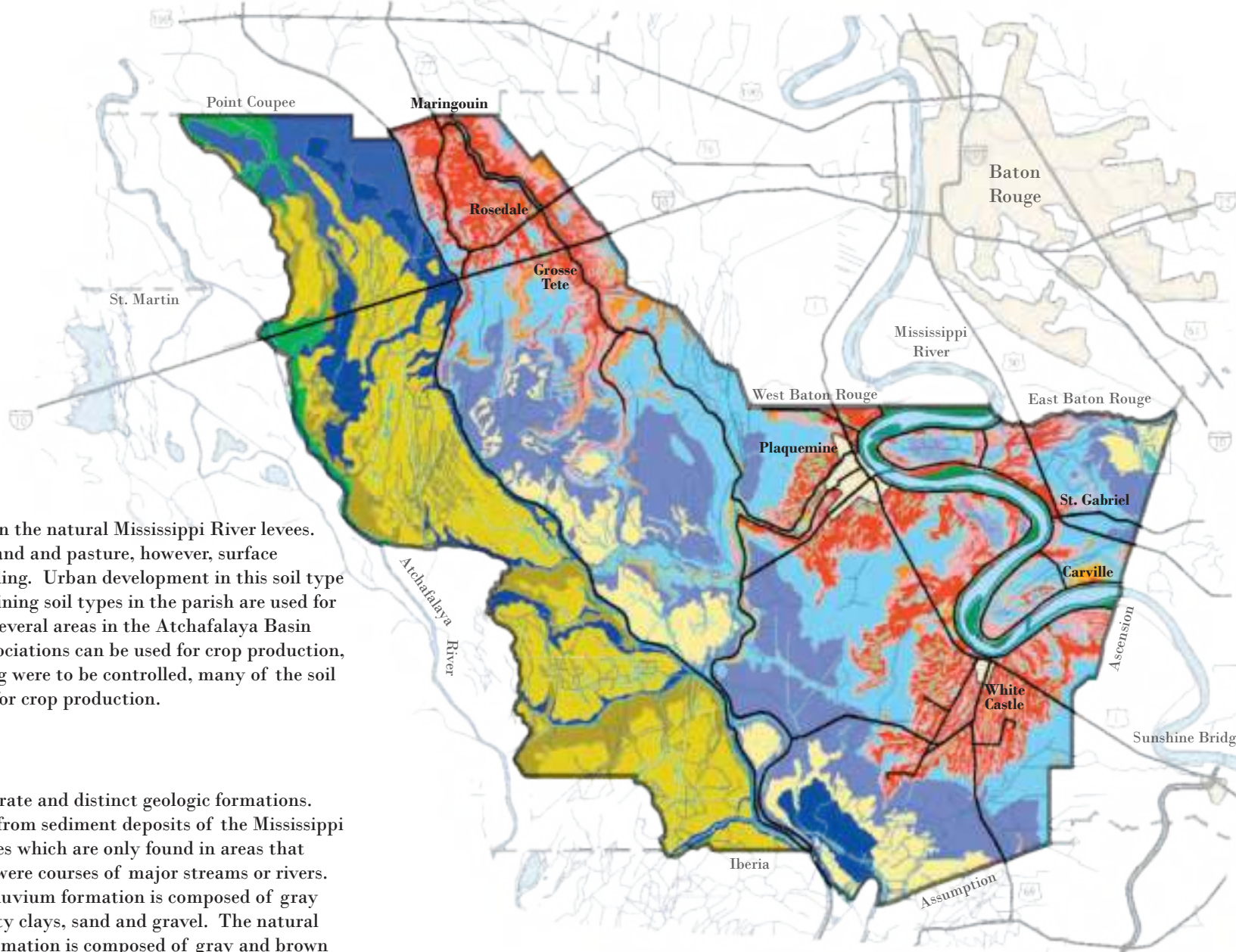
## SOILS

### SOILS

The Commerce soil association is a very fertile, nearly-level loamy soil found on the higher elevations of the natural Mississippi River levees. This soil association makes up about 23 percent of the parish and is mainly used for crop production. Much of the urban and industrial land uses in the parish also occur in the Commerce soil association. Over the years, the acreage used for crop production has been developed for industrial and urban uses. This loss of cropland is hard to replace due to the less fertile, frequently flooded soil types remaining in the parish. The Commerce association is the only soil group in the parish that could be considered favorable for urban development; the other soils in the parish have too high a shrink-swell potential as well as flooding limitations. The Sharkey soil association makes up about 24 percent of the parish and is found at the intermediate elevations on the natural Mississippi River levees. This soil association is mainly used for cropland and pasture, however, surface drainage is required due to wetness and flooding. Urban development in this soil type has very high limitations. Most of the remaining soil types in the parish are used for woodland, wildlife habitat and recreation. Several areas in the Atchafalaya Basin containing the Convent and Sharkey soil associations can be used for crop production, but only during nonflood periods. If flooding were to be controlled, many of the soil associations in the parish would be suitable for crop production.

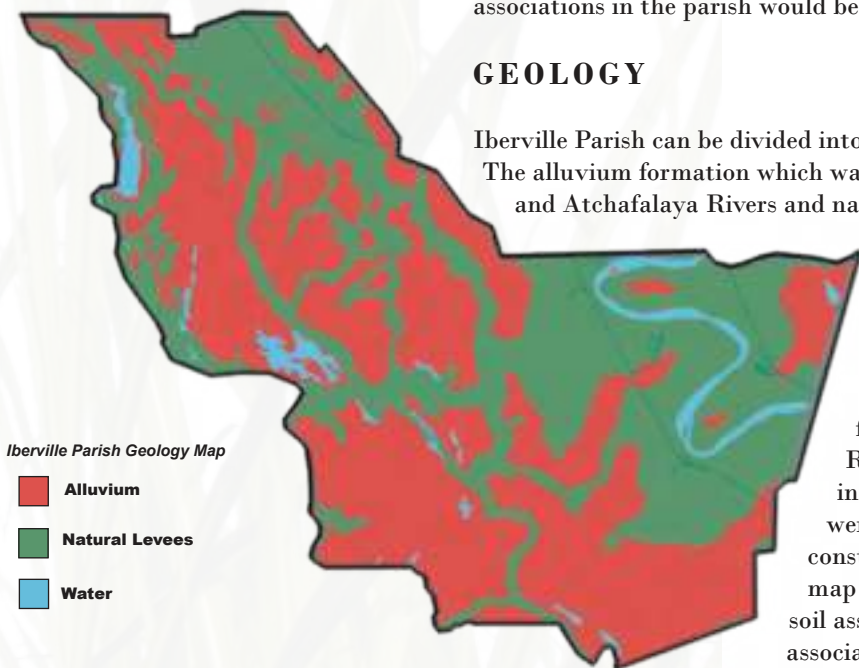
### GEOLOGY

Iberville Parish can be divided into two separate and distinct geologic formations. The alluvium formation which was formed from sediment deposits of the Mississippi and Atchafalaya Rivers and natural levees which are only found in areas that are or were courses of major streams or rivers. The alluvium formation is composed of gray and silty clays, sand and gravel. The natural levee formation is composed of gray and brown silt, silty clay and fine sand. The natural levee areas on the map give a good indication of the former courses of the Mississippi and Atchafalaya Rivers which were constantly changing until the introduction of the levee systems. These systems were constructed to protect Iberville Parish from constant flooding. The natural levee areas on the map are composed of the Commerce and Sharkey soil associations as discussed previously. These two soil associations were the most well-suited soil types for urban development in the parish.



### LEGEND

- BA Barbary association
- Cc Commerce silt loam
- Ce Commerce silty clay loam
- Cn Convent silt loam
- CO Convent soils, occasionally flooded
- CS Convent soils, frequently flooded
- CV Convent and Fausse soils
- FA Fausse association
- FU Fausse soils
- Sa Sharkey silty clay loam
- Sc Sharkey clay
- Sh Sharkey clay, gently undulating
- Sk Sharkey clay, frequently flooded
- SS Sharkey soils, occasionally flooded
- SY Sharkey and Fausse soils
- Tu Tunica clay
- Va Vacherie silt loam
- w Water

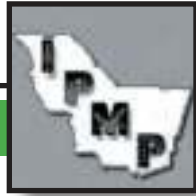


Iberville Parish Geology Map

- Alluvium
- Natural Levees
- Water







*The introduction of the Mississippi River Levee System and the Atchafalaya Basin Floodway Levee System has helped to protect Iberville Parish from the historical flooding of these two rivers.*

## HYDROLOGY

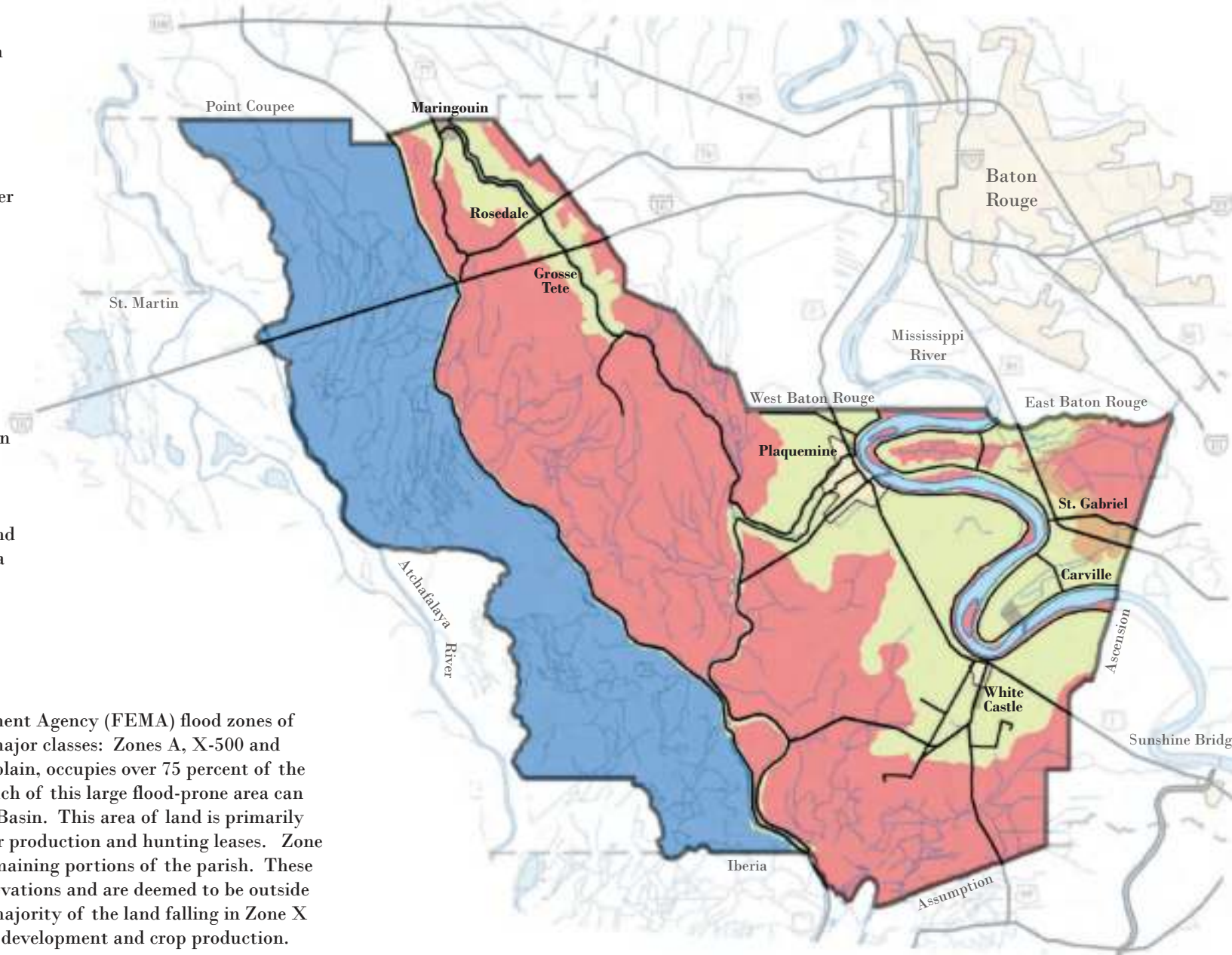
Iberville Parish's landscape was formed from the natural sediments of the Mississippi River. Throughout history, the Mississippi River has changed course, meandering east and west across Iberville Parish between its present location and the Atchafalaya River. The channel of the Atchafalaya River is lower than the channel of the Mississippi River, causing the Mississippi to want to naturally migrate west. Engineering throughout the 1900s produced a series of levees and dams which kept the mighty Mississippi River in its present location while controlling the discharge of water flowing into the Atchafalaya River. The Atchafalaya Basin Floodway occupies over 30 percent of the total land area in Iberville Parish (depicted in blue on the map to the right.) The presence of this man-made floodway, the Mississippi River to the east and the Atchafalaya River to the west and the many streams, bayous and tributaries which flow into these rivers play a critical role in the current and future life of Iberville Parish.

## FLOODPLAIN

The Federal Emergency Management Agency (FEMA) flood zones of the parish are broken into three major classes: Zones A, X-500 and X. Zone A, or the 100-year floodplain, occupies over 75 percent of the total area of Iberville Parish. Much of this large flood-prone area can be attributed to the Atchafalaya Basin. This area of land is primarily woodland which is used for timber production and hunting leases. Zone X and Zone X-500 occupy the remaining portions of the parish. These areas are located on the higher elevations and are deemed to be outside the 100-year floodplain. The majority of the land falling in Zone X and Zone X-500 is used for urban development and crop production.

*The map to the left shows Iberville Parish and its relationship to the Atchafalaya Basin and the other Atchafalaya Basin Program Parishes.*

## FLOODPLAIN



### LEGEND

- Atchafalaya Basin
- Zone A (100-year Floodplain)
- Zone X-500 (500-year Floodplain)
- Zone X (Outside Floodplain)
- No Data Reported



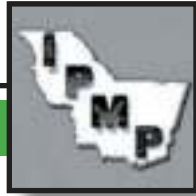
*The map above was produced in 1806 and depicts the paths of both the Mississippi and Atchafalaya Rivers prior to the construction of the man-made levees and control structures*



Iberville Parish







*The Atchafalaya Basin occupies almost 1 million acres of Louisiana land making it the largest bottomland swamp in the United States. This rich ecosystem blesses Louisiana and Iberville Parish with a diverse range of plant and wildlife.*

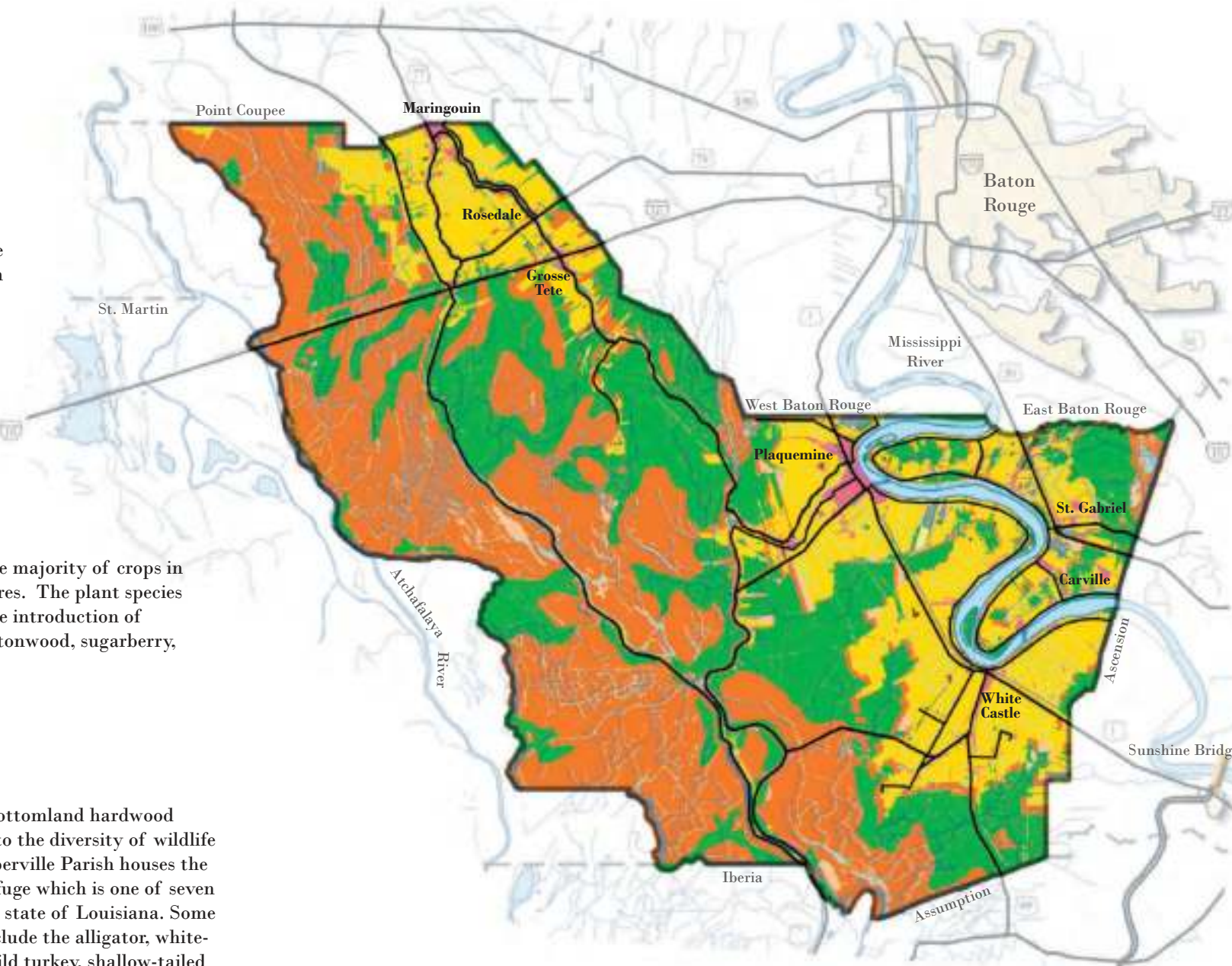
## VEGETATION

The majority of Iberville Parish is covered with forested wetlands. Much of the forested wetlands fall in the Atchafalaya Basin and bottomland regions of the parish. Forested wetlands are home to many species of plant material that thrive in a continuously flooded environment. Some of the species include the bald cypress, black willow, green ash, honey locust, tupelogum and sweetgum. As we move up in elevation from the bottomland, we begin to enter a semi-flooded environment which is the deciduous forest region of the parish. Many of the species of plants found in the bottomlands are also found in this region, but we also begin to see the introduction of some species of oak. It is in this deciduous forest region that most of the timber production in the parish occurs. As we move to the areas of highest elevations in the parish, we enter the cropland / grassland and vegetated urban areas. The grassland region of the parish accounts for most of the crop production. The majority of crops in this area produce sugarcane on over 36,000 acres. The plant species also becomes more diverse in this area with the introduction of hardwood species including the sycamore, cottonwood, sugarberry, pecan, nutall and water oak.

## WILDLIFE

The Atchafalaya Basin, which is the largest bottomland hardwood swamp in the country, is a major contributor to the diversity of wildlife found in the parish. The northwest part of Iberville Parish houses the 15,000 acre Atchafalaya National Wildlife Refuge which is one of seven wildlife refuges in the state of Louisiana. Some species found here include the alligator, white-tailed deer, eastern wild turkey, shallow-tailed kite, osprey, wood duck and egret. Iberville Parish is also home to several species which are threatened or endangered. These species include the bald eagle, Louisiana black bear and the pallid and gulf sturgeons.

## VEGETATION

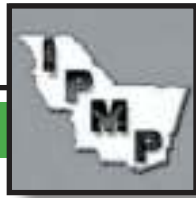


## LEGEND

- Forested Wetland
- Deciduous Forest
- Agriculture / Cropland / Grassland
- Vegetated Urban
- Non-Vegetated Urban
- Fresh Marsh
- Water





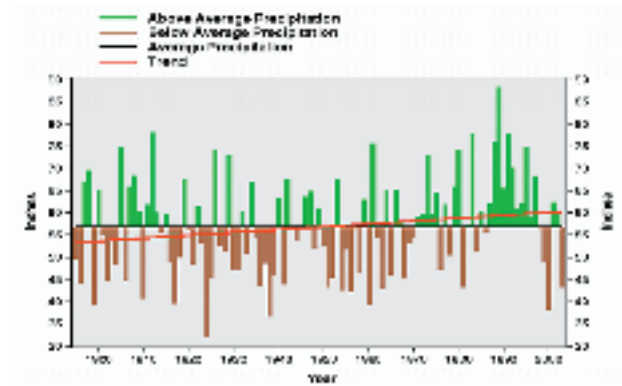


*Climate is what we expect, weather is what we get.*

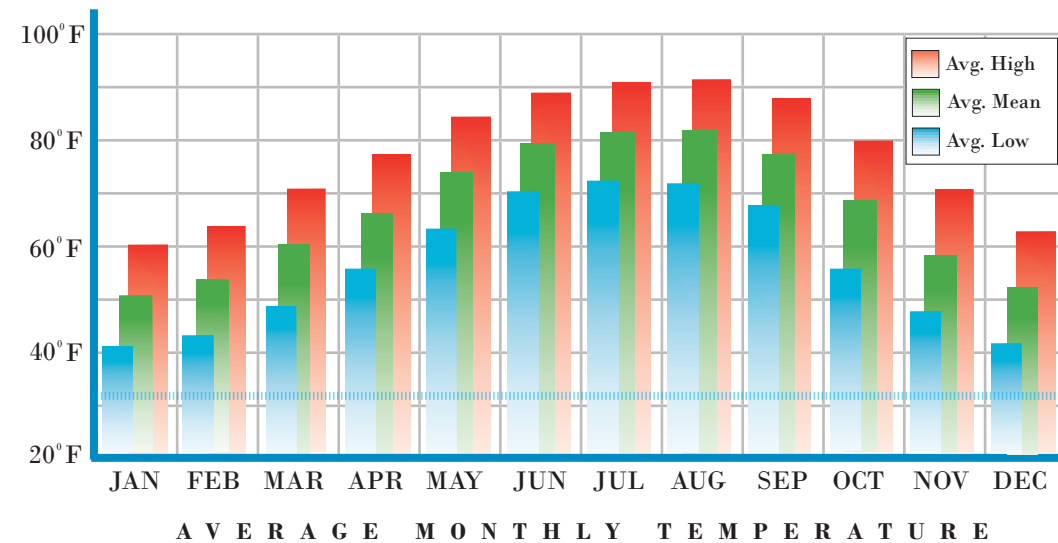
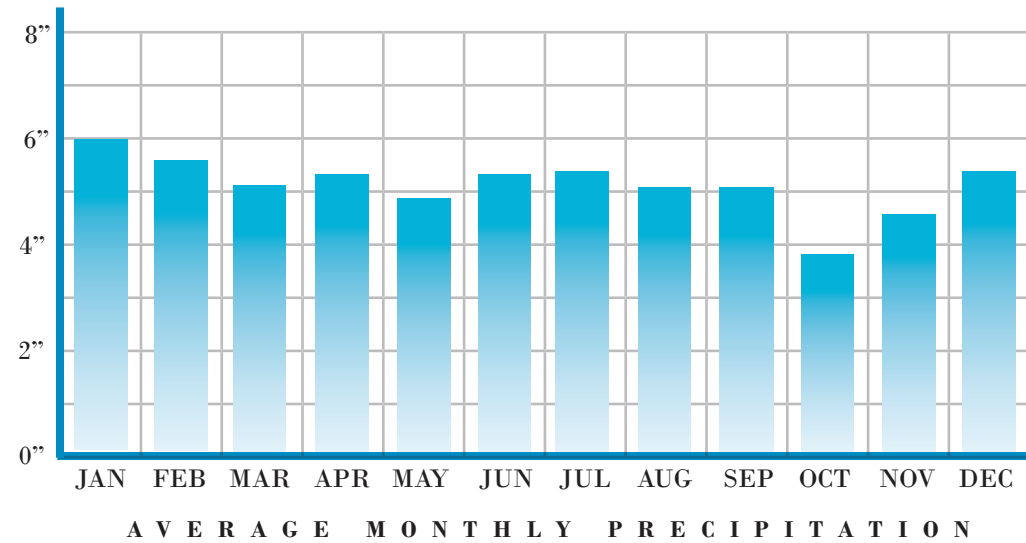
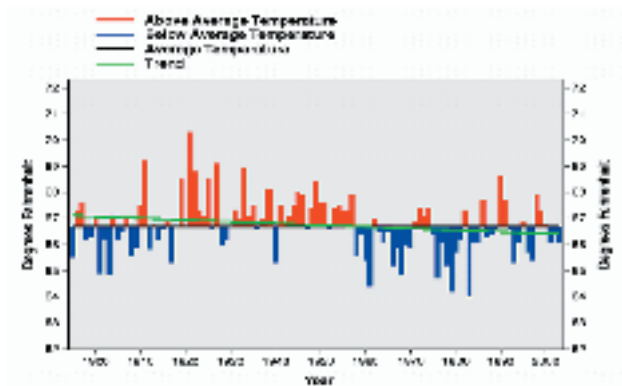
*- Mark Twain*

## CLIMATE

The climate in Iberville Parish is subtropical with hot / humid summers and mild winters. Much of the weather it receives is influenced by the Gulf of Mexico. The annual average temperature in the parish is around 67° F and it receives almost 62" of rainfall per year. Iberville Parish has earned its position as being one of the largest sugar-producing parishes in the state partly due to its location in the heart of the sugarcane belt. The climate is perfect for yielding sugarcane as well as other warm weather crops due to the long growing season (280 days) and frequent rain. Iberville Parish is located in Plant Hardiness Zone 8b which has an average coldest winter temperature of 15-20° F as depicted on the map below.



*Over the last 100 years, the overall trend in precipitation has increased slightly (above) and the overall temperature trend has fallen (below) for the Baton Rouge region.*

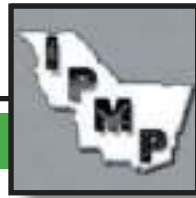


## ANNUAL AVERAGES

Average Annual Rainfall: 61.5"  
Average Low Temperature: 56.8°  
Average High Temperature: 77.3°







*The true test of civilization is, not the census, nor the size of the cities, nor the crops, but the kind of man that the country turns out.*  
 - Ralph Waldo Emerson

## DEMOGRAPHICS

A small sampling of demographic data for Iberville Parish is shown on the following tables. This data will be used to help understand and identify characteristics of the parish citizens. Most of the data was obtained from the latest U.S. Census (2000).



**Table 1** - The population of Iberville Parish residents has grown slowly over the past 40 years. From 1960 to 2000 the parish population grew by 10 percent, however the 2003 projected population is about 500 fewer residents from the year 2000.

**Table 2** - The majority of the parish is either African-American or Caucasian and, when combined, account for nearly 99 percent of the parish population.

**Table 3** - Education levels in the parish fall short of both state and national averages. High school graduation levels lag behind, but have risen nearly 7 percent in the past 10 years. A point of concern is the college graduation percentages for the parish. Iberville Parish's percentage of college graduates is nearly half of the state's average and has been stagnant over the past decade, only growing by 0.7 percent. This figure would indicate that most of the young college graduates are leaving the parish after they obtain their degrees. Iberville Parish needs to find a way of attracting and keeping educated youth in the parish.



**Tables 4 & 5** - Iberville Parish's per capita money income levels lag well behind the state and national averages. Even more alarming is while the state and national averages have been growing at a steady

rate since 1990, the parish average is lagging further behind. The parish per capita income has increased 30 percent over the past 10 years while the state average has had an increase of almost 40 percent. Although the parish per capita income is slightly on the low side, the average earnings per job in the parish is quite high. The average earnings per job in Iberville Parish is almost \$10,000 higher than the state's average and the manufacturing industry ranks in the top 20 of the highest average salaries in the United States.

**Table 6** - Over the past decade parish employment has gone through many changes. The professional, educational and health professions have surpassed the manufacturing professions to become the parish's number one industry. Agriculture and retail have both seen declines over the past 10 years. The Arts, Entertainment and Recreation professions have increased by 240 percent.

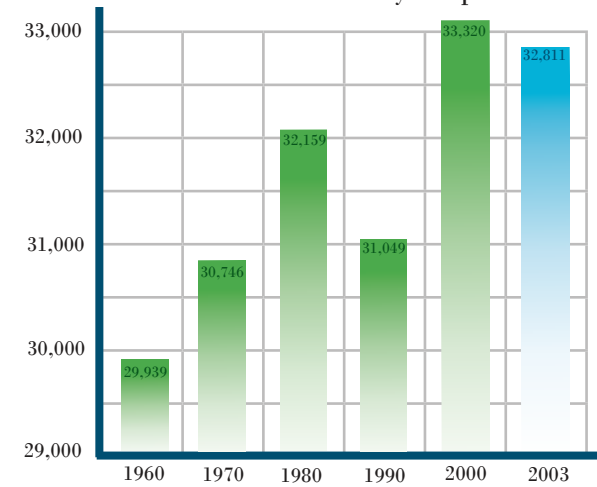


Table 1: POPULATION GROWTH

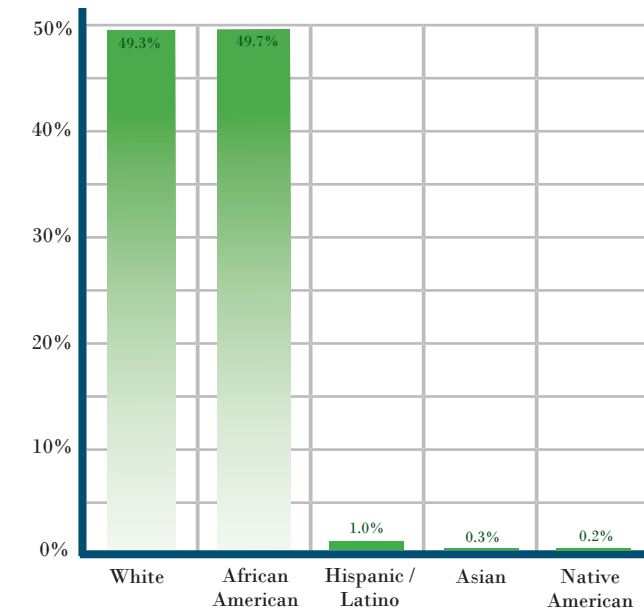


Table 2: RACIAL MAKEUP

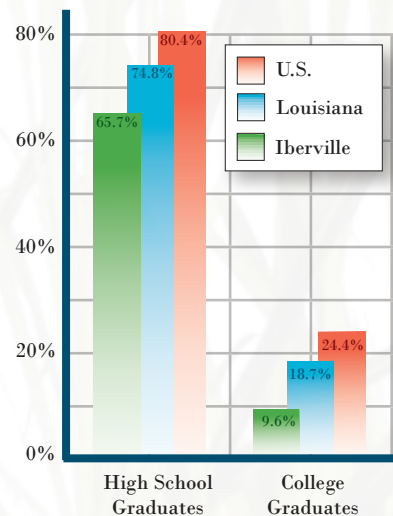


Table 3: EDUCATION

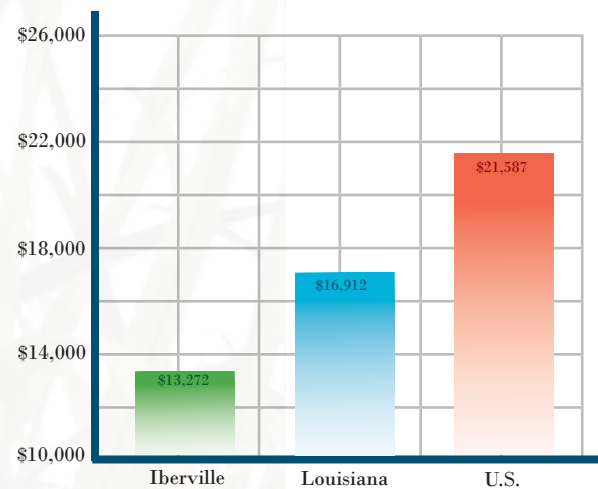


Table 4: PER CAPITA MONEY INCOME

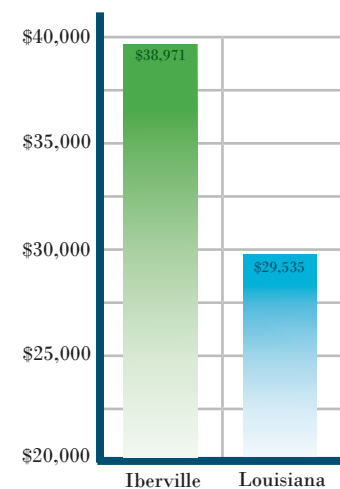


Table 5: AVERAGE EARNINGS - PER JOB

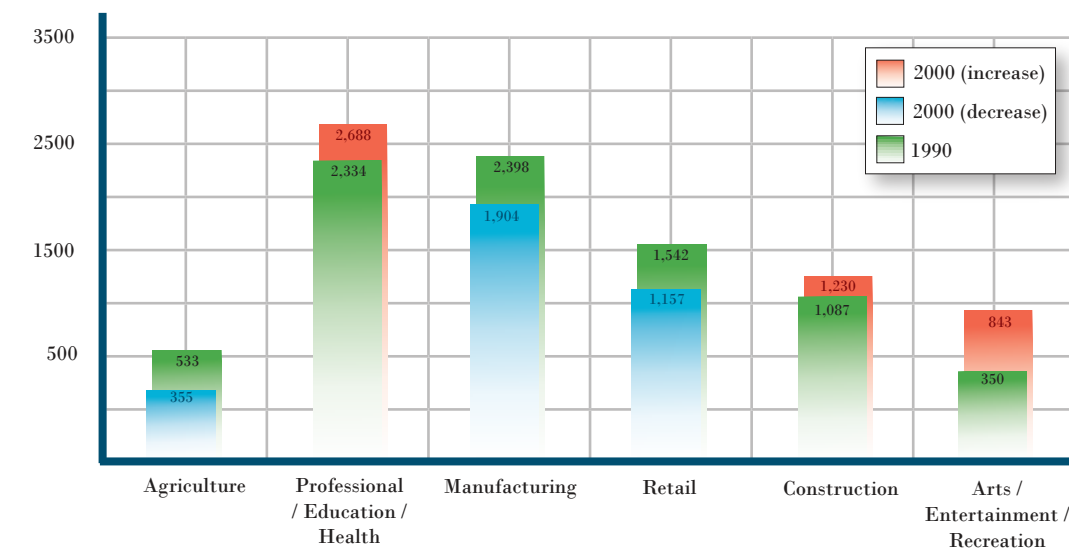
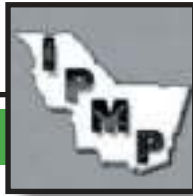


Table 6: OCCUPATION / INDUSTRY







## HEALTH & EDUCATION

### HEALTH & EDUCATION

#### HOSPITALS

Iberville Parish currently has one hospital located in Plaquemine. River West Medical Center is a 123 bed acute and emergency care facility. The parish is also within close proximity to several major healthcare facilities in Baton Rouge.



#### RETIREMENT

There are currently two assisted-living/nursing home facilities in Iberville Parish. Plaquemine Manor and Plaquemine Caring are both 100-plus bed facilities located in Plaquemine.

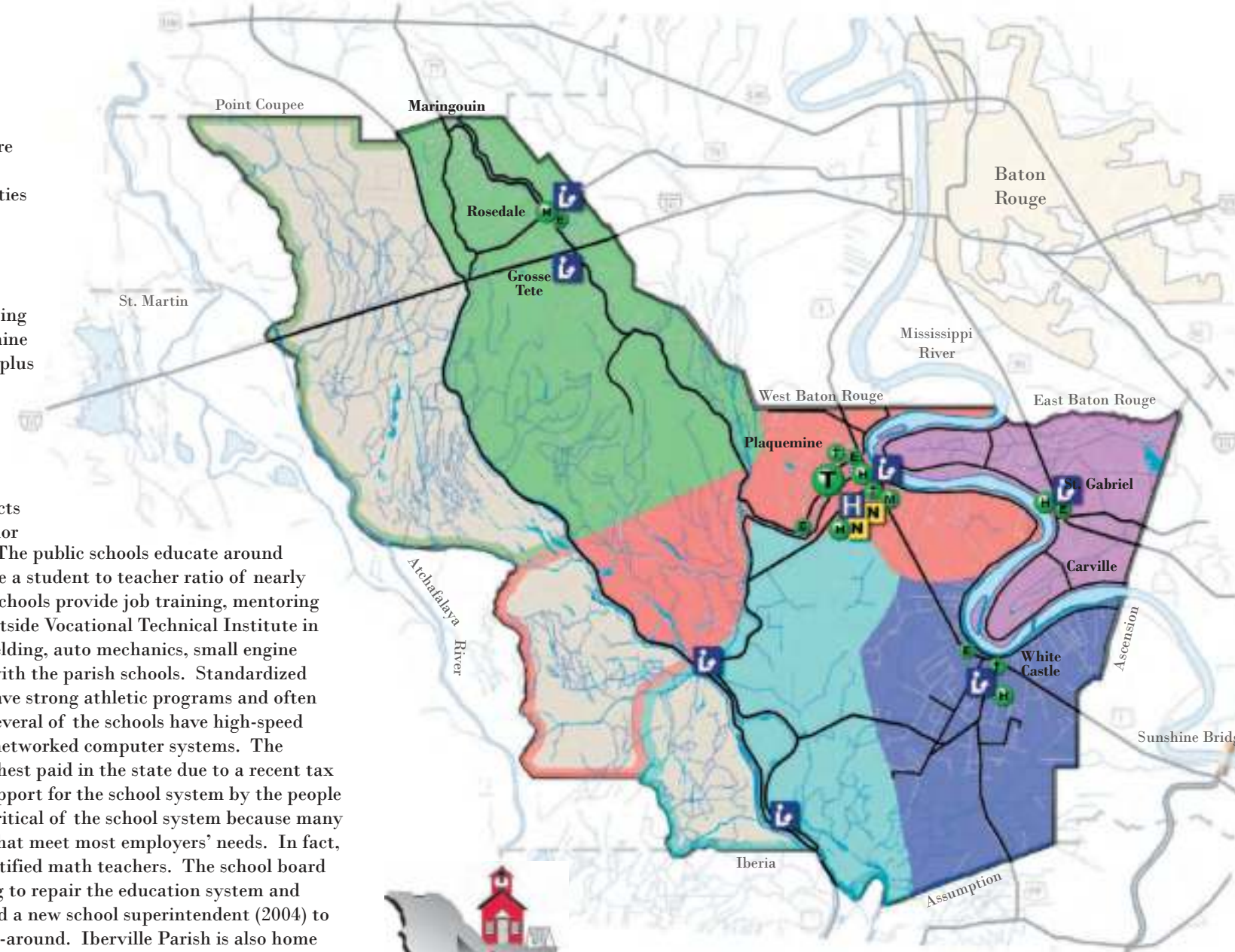


#### EDUCATION

The Iberville Parish Public School System has nine schools located in five school districts across the parish: five high schools, one junior high school and three elementary schools. The public schools educate around 5,000 of the Iberville Parish youth and have a student to teacher ratio of nearly 18:1. In addition to general studies, these schools provide job training, mentoring and job-shadowing opportunities. The Westside Vocational Technical Institute in Plaquemine offers vocational training in welding, auto mechanics, small engine repair and other programs in conjunction with the parish schools. Standardized test scores are improving and the schools have strong athletic programs and often compete in state championship playoffs. Several of the schools have high-speed internet access and all of the schools have networked computer systems. The Iberville Parish teachers are among the highest paid in the state due to a recent tax increase which shows strong community support for the school system by the people of the parish. However, many people are critical of the school system because many students do not graduate with basic skills that meet most employers' needs. In fact, two of the five high schools do not have certified math teachers. The school board



has been working to repair the education system and has recently hired a new school superintendent (2004) to assist in the turn-around. Iberville Parish is also home to three private schools which offer an alternative to the public education system. Private schools account for the education of nearly 1,000 of the parish children. A technical college, which offers a variety of specific occupational training programs, is located in Plaquemine. The Louisiana Technical College Westside Campus offers diplomas in networking, nursing and welding. Iberville Parish's close proximity to Baton Rouge allows for a short commute to several four-year colleges and universities. LSU and Southern University are less than 30 miles from most parts of the Parish. ULL in Lafayette is also a short drive away.



#### LEGEND

- Technical College
- High School
- Middle School
- Elementary School
- Private School
- Hospital
- Nursing Home
- Libraries
- North Iberville School District
- Crescent School District
- East Iberville School District
- Plaquemine School District
- White Castle School District







## REGIONAL INFLUENCES

Even though the focus of this master plan is Iberville Parish, the region surrounding the parish has significant economic influences. These influences must be observed in order to get a true understanding of the local parish economy. The map to the right depicts both local and regional elements which have a significant impact on the Parish. They include:

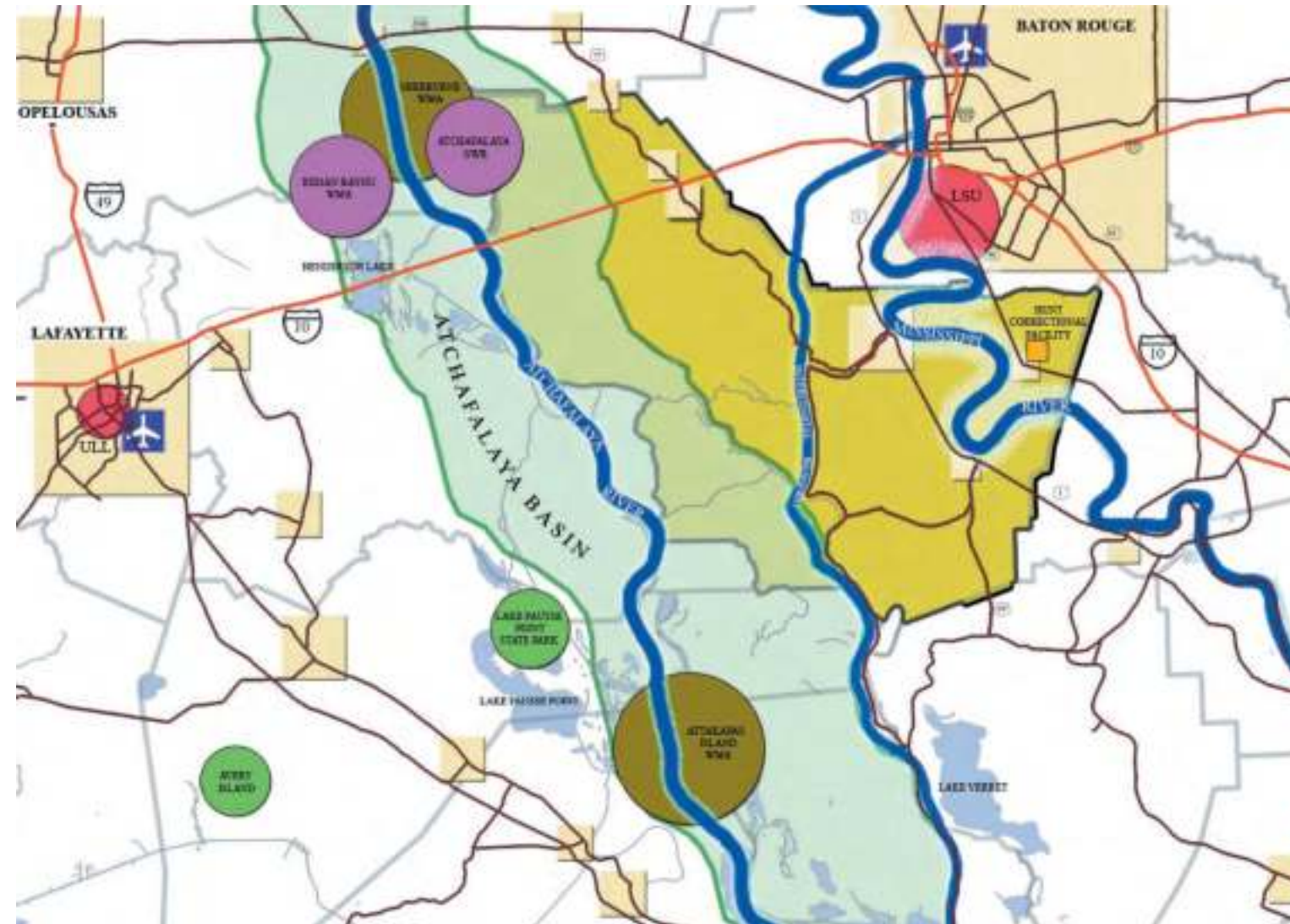
**Baton Rouge / Lafayette** - These two major municipalities are within a short driving distance for most of the parish. They provide many cultural amenities, hospitals, educational opportunities (ULL and LSU), airports and shopping to the citizens of Iberville. Many people commute to these cities for employment and from these cities to jobs in Iberville Parish.

**Hunt Correctional Facility** - The prison is the second largest prison in the state of Louisiana with over 2,100 inmates. It serves as a major employer for the parish and also contributes to the population / census data.

**WMA / NWR** - Iberville Parish is home to the Atchafalaya National Wildlife Refuge and Sherburne Wildlife Management Area. The parish is also in close proximity to Indian Bayou Wildlife Management Area and Attakapas Wildlife Management Area. These federal and state protected lands are important tourist attractions as well and provide recreational opportunities for parish citizens.

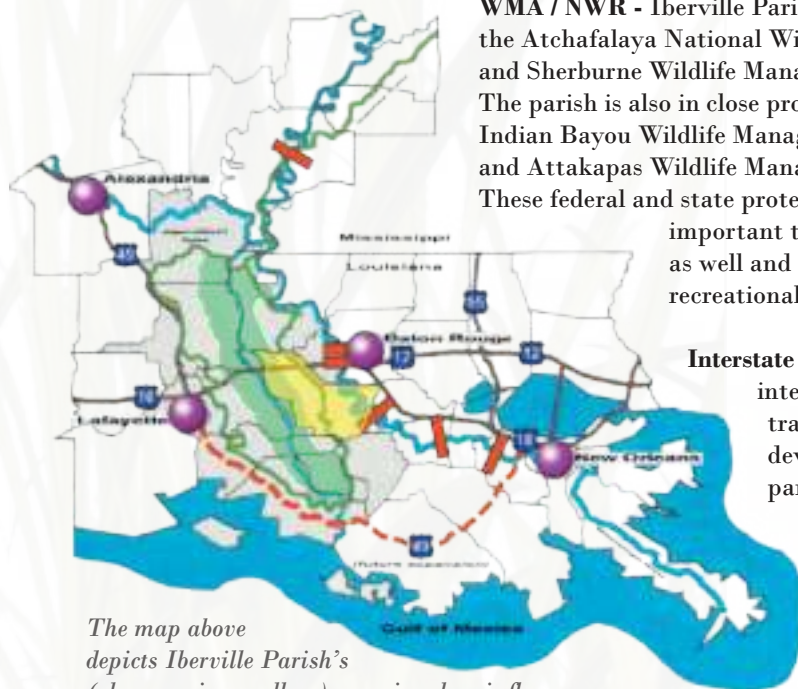
**Interstate 10** - Interstate 10 is one of the most heavily traveled interstates in the country and brings thousands of residents and travelers through the parish daily. A carefully conceived plan for development along this corridor could be a great benefit for the parish economy.

## REGIONAL INFLUENCES



### LEGEND

- Municipality
- National Wildlife Refuge
- Wildlife Management Area
- College
- Public / Private Recreation
- Airport
- Interstate
- Highway
- Navigable River
- Atchafalaya Basin
- Iberville Parish



The map above depicts Iberville Parish's (shown in yellow) regional influences on a much broader scale. The Mississippi River Bridges are indicated by the red rectangles.

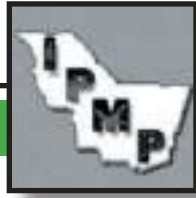
### Lake Fausse Point State Park -

A 6,000-acre state park, which was once part of the Atchafalaya Basin prior to the construction of the levee, provides fishing, boating, camping and picnicking opportunities for the region.

**Avery Island** - Avery Island is home to Tabasco® Sauce and is a major worldwide tourist attraction. It not only offers tours of the production facilities but also has a 200-acre jungle garden and bird sanctuary.

**Atchafalaya Basin** - The Atchafalaya Basin occupies about 30 percent of the land area in Iberville Parish. The potential impact of the basin is an asset which has been somewhat overlooked. Current statewide efforts will be a great benefit to Iberville and will be discussed in greater detail in later sections of this plan.





## CULTURE, RECREATION, & TOURISM

### CULTURE, RECREATION & TOURISM

Iberville Parish is blessed with many unique historical, cultural and recreational assets. Historic plantations and churches dot the rural countryside. Cajun cottages, scenic bayous, unique wildlife and ecosystems, a historic lock structure and a one-of-a-kind hospital campus are just a few of the many significant places Iberville Parish has to offer. While many of these assets are known throughout the region and on a national level, some often go unnoticed. The map to the right shows a sampling of the culture, recreation and tourism assets found in Iberville Parish.



**Historic Plantations** - Nine plantation homes can be found in Iberville Parish and all are within 40 miles of each other: Live Oaks, Lucky, Nottoway, St. Louis, Sunnyside, Tanglewild, Tally-Ho, Trinity, and Variety plantations.

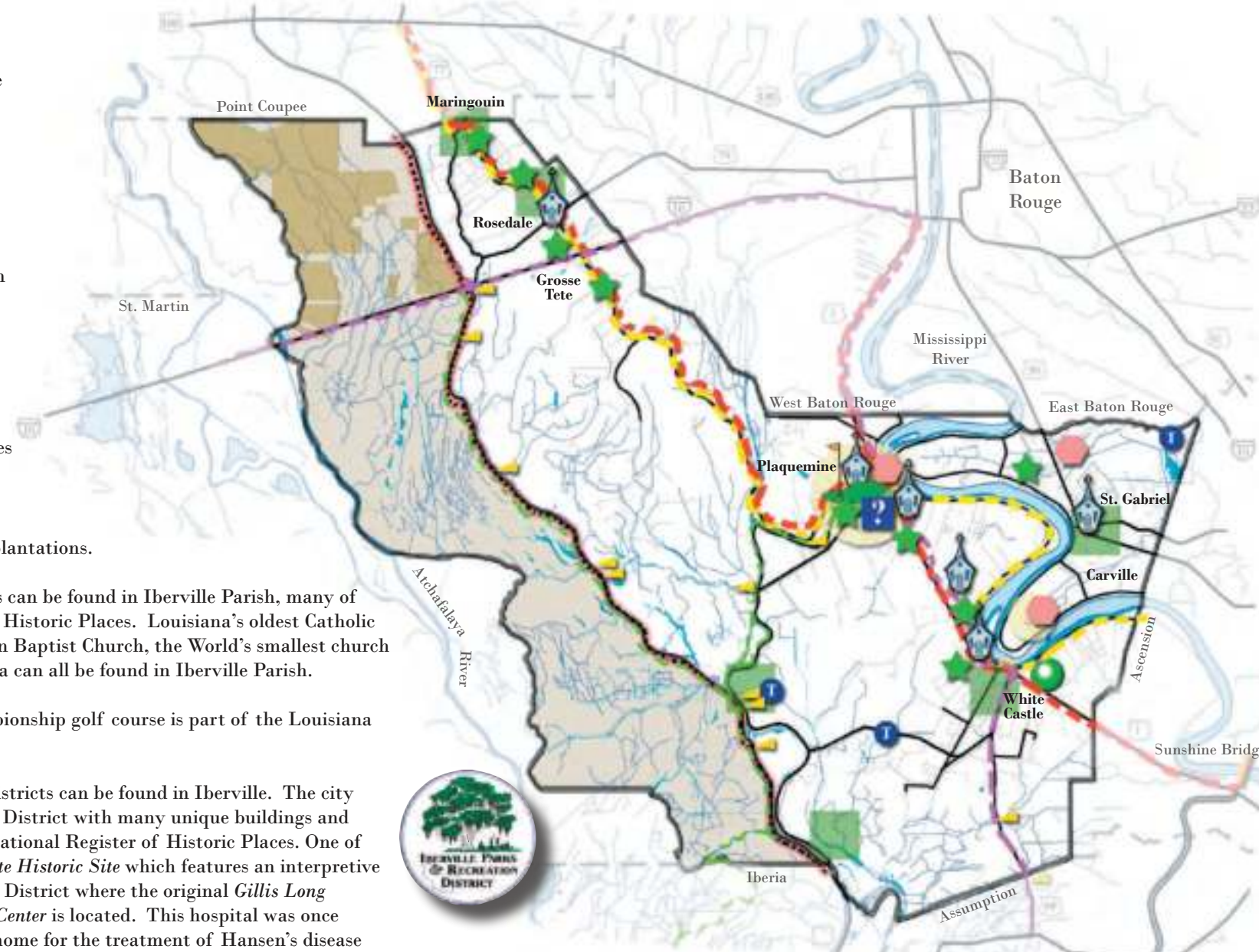
**Historic Churches** - Several historic churches can be found in Iberville Parish, many of which are listed on the National Register of Historic Places. Louisiana's oldest Catholic Church, Louisiana's oldest African-American Baptist Church, the World's smallest church and one of the oldest cemeteries in Louisiana can all be found in Iberville Parish.

**The Island Golf Course** - This 18-hole championship golf course is part of the Louisiana Audobon Golf Trail.

**Historic Districts** - Two National Historic Districts can be found in Iberville. The city of Plaquemine contains a National Historic District with many unique buildings and structures most of which are listed on the National Register of Historic Places. One of the most famous is the *Plaquemine Lock State Historic Site* which features an interpretive center. Carville also has a National Historic District where the original *Gillis Long Hansen's Disease Center* is located. This hospital was once the nation's only home for the treatment of Hansen's disease (leprosy).

**Cora Texas Sugar Mill** - Located south of White Castle, it has been in operation for nearly 80 years and is one of less than 20 remaining sugarcane mills left in Louisiana.

**Carville Academy** - For more than a century, Iberville Parish was home to one of the only hospitals for the treatment of leprosy, or Hansen's disease. The Gillis W. Long Hansen's Disease Center closed in 1999 and has been converted into the Carville Academy Youth Challenge Program. The Tautman Museum is also on site which explains the center's long history.



**Atchafalaya Basin** - This sprawling cypress swamp and wetlands is an important recreational asset to the region. It provides residents and tourists opportunities to experience unique vegetation and wildlife as well as fishing, hunting and many other outdoor activities.

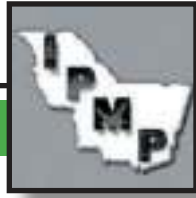
*The Atchafalaya National Wildlife Refuge* - is located in the Northwestern part of the parish.

*The Atchafalaya Paddle Trails* - offers visitors and enthusiasts an opportunity to canoe and paddle throughout the Atchafalaya Basin and surrounding bayous.

*Atchafalaya Swamp Tours* - can be found in three locations in the parish.

*The Atchafalaya Loop of the the America's Wetland Birding Trail* - runs through portions of Iberville Parish.





## LOCAL GENERATORS

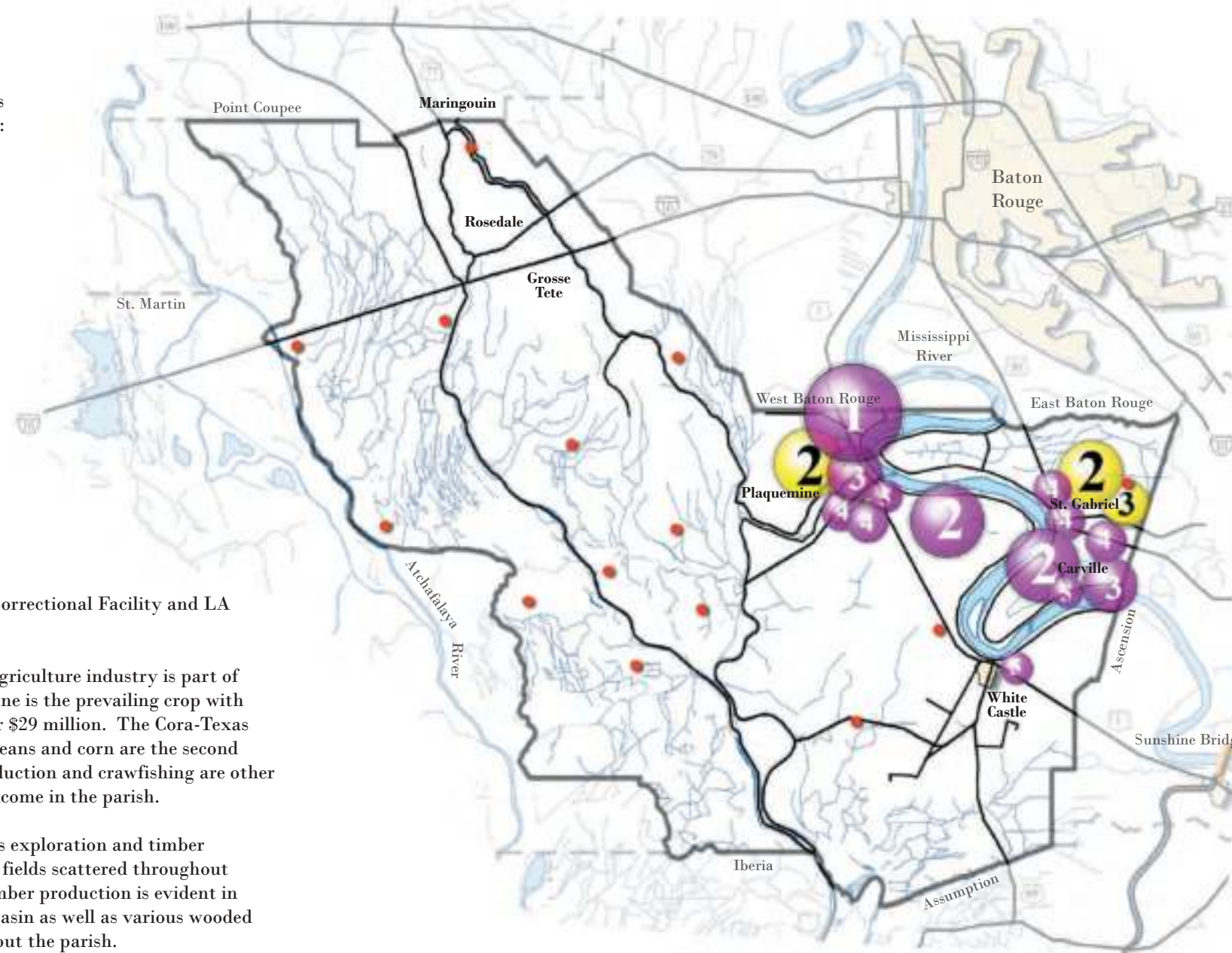
### LOCAL GENERATORS

Iberville Parish features a strong tax base due to its successful major employers. The majority of Iberville's employment sector is dominated by four major industry divisions: manufacturing (27 percent), services (21 percent), construction (14 percent), and public administration (13 percent).

DOW Chemical Company, which has over 3,000 employees and contract employees, is the largest employer in the parish and is located just north of Plaquemine. The Plaquemine/Grand Bayou DOW Chemical location is one of the largest petrochemical facilities in the state of Louisiana and is successful in developing approximately 50 different basic and specialty chemicals. Other major employers with 200 or more employees include Georgia Gulf, S&B Engineers and Constructors LTD, Iberville Parish School Board, Syngenta, Hebert Brothers Engineering, Iberville Parish Council, River West Medical Center, Hunt Correctional Facility and LA Correctional Facility for Women.

Although no longer a major employer, the agriculture industry is part of the economic impact in the parish. Sugarcane is the prevailing crop with over 36,000 acres and a gross income of over \$29 million. The Cora-Texas Sugarmill employs nearly 100 people. Soybeans and corn are the second most planted crops in the parish. Beef production and crawfishing are other sources that contribute to the agriculture income in the parish.

Other industries in the parish are oil and gas exploration and timber production. There are numerous oil and gas fields scattered throughout the parish, and timber production is evident in the Atchafalaya Basin as well as various wooded locations throughout the parish.

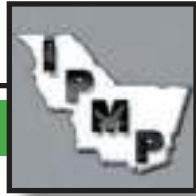


### LEGEND

- Level 1 (1000+) Private Employer** - Dow Chemical
- Level 2 (500-999) Private / Public Employer** - Ciba, Syngenta, Georgia Gulf, Iberville Parish School Board
- Level 3 (250-499) Private / Public Employer** - Hebert Bros. Engineering, Hunt Correctional Facility, Cos-Mar Fina
- Level 4 (100-250) Private Employer** - River West Medical Center, Entergy, ICI America's, Wal-Mart, Air Products
- Level 5 (50-99) Private Employer** - Cora-Texas sugar mill, Ineos, Citizens Bank
- Oil & Gas Field**







## LAND USE BREAKDOWN



- 32% Forested Wetland
- 31% Timber & Private Recreation
- 21% Pasture & Row Crop
- 10% Public Land
- 2% Residential
- 2% Mississippi River
- 1% Industrial
- <1% Commercial

Iberville Parish is one of the many rural parishes that dominate the state of Louisiana's landscape. The land use is largely undeveloped consisting primarily of forested wetlands, timber and private recreation, and pasture and row crop areas. The developed parts of the parish are localized near the existing communities of Plaquemine, St. Gabriel, White Castle, Maringouin, Rosedale, Grosse Tete, Bayou Sorrel and Bayou Pigeon.

**Forested Wetland** - This land use occupies the greatest percentage of Iberville Parish. The majority of this land is used for timber production as well as private hunting and fishing leases.

**Timber & Private Recreation** - Occupying just slightly less land than forested wetland, this land use consists of non-wetland timberlands which are used for harvesting and private recreation. Between this land use and forested wetland, forested land covers over 60 percent of Iberville Parish. The private recreation use of this land type is typically private hunting leases.

**Pasture & Row Crop** - A highly valuable and rich land. This land type consumes the vast majority of the developable land in the parish that is not prone to regular flooding.

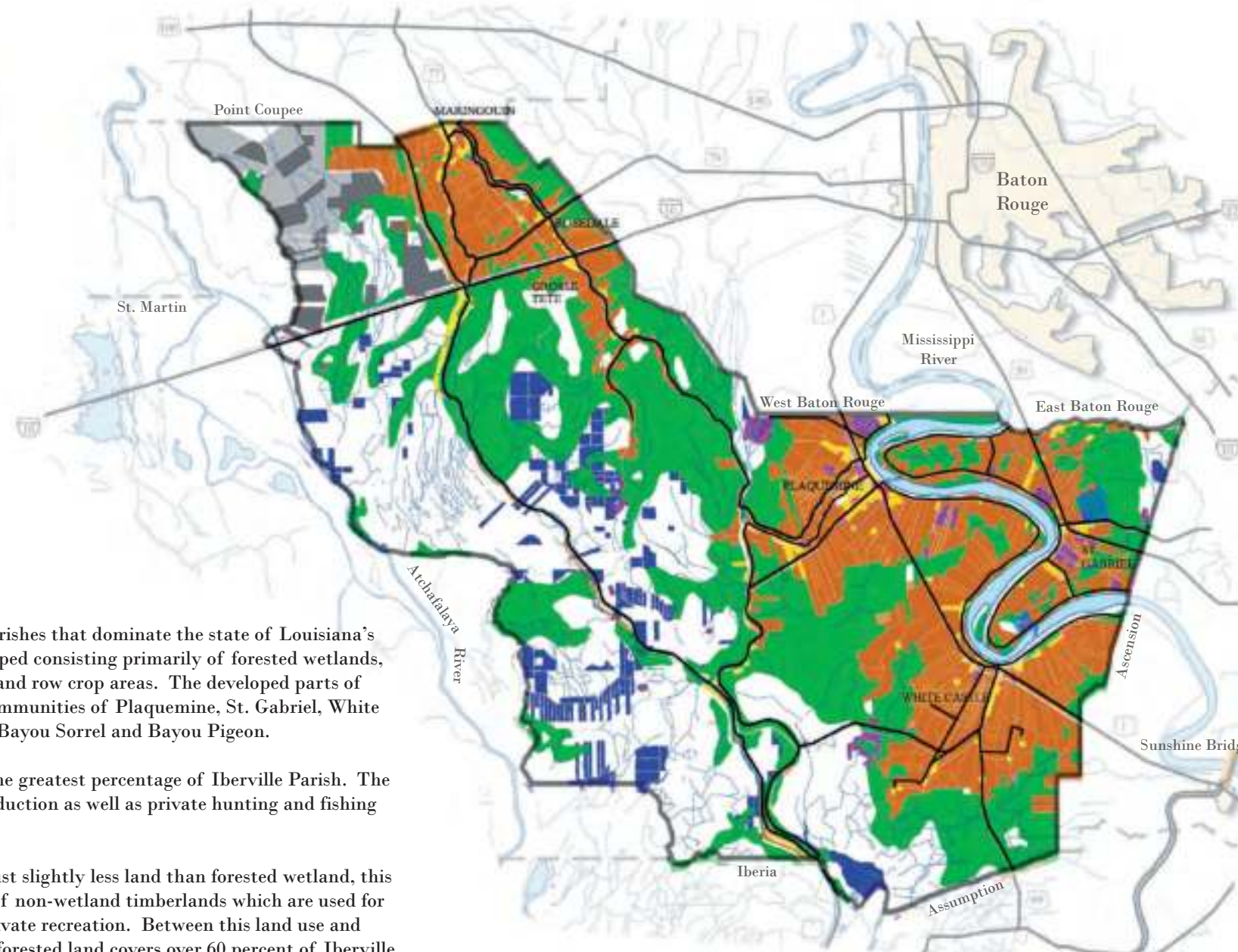
**Public Land** - The Atchafalaya National Wildlife Refuge, Sherburne Wildlife Management Area and various state-owned lands throughout Iberville make up 10 percent of the land in the parish.

**Residential** - Residential use is limited to the higher lands and can typically be found near the municipalities of the parish.

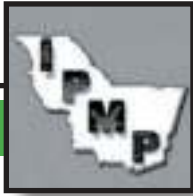
**Industrial** - Industrial land use does not consume much of the parish's land area. These areas have been in place for many years and are typically used by the petro-chemical industry.

**Commercial** - Much like the residential land use, the commercial land area is limited to higher lands near the parish's municipalities.

## LAND USE







*You and I come by road or rail, but economists travel on infrastructure.*  
- Margaret Thatcher

## TRANSPORTATION

The transportation infrastructure in Iberville Parish is inconsistent, but contains the basic necessities to be a strong asset. The transportation system is multi-modal, with facilities for water, rail and road. The following is a list of some of the major infrastructure components in Iberville Parish as depicted on the map to the right.

**Interstate** - Interstate 10 cuts through the northern portion of the parish. It serves as a major connection for Iberville to surrounding cities and states. Over 35,000 people travel through this 15-mile section of Iberville parish everyday.

**Highways** - The majority of the parish highways run north / south and include Hwy. 1, Hwy. 77 and Hwy. 30. Nearly 250 miles of state roads wind their way through Iberville Parish connecting municipalities and communities.

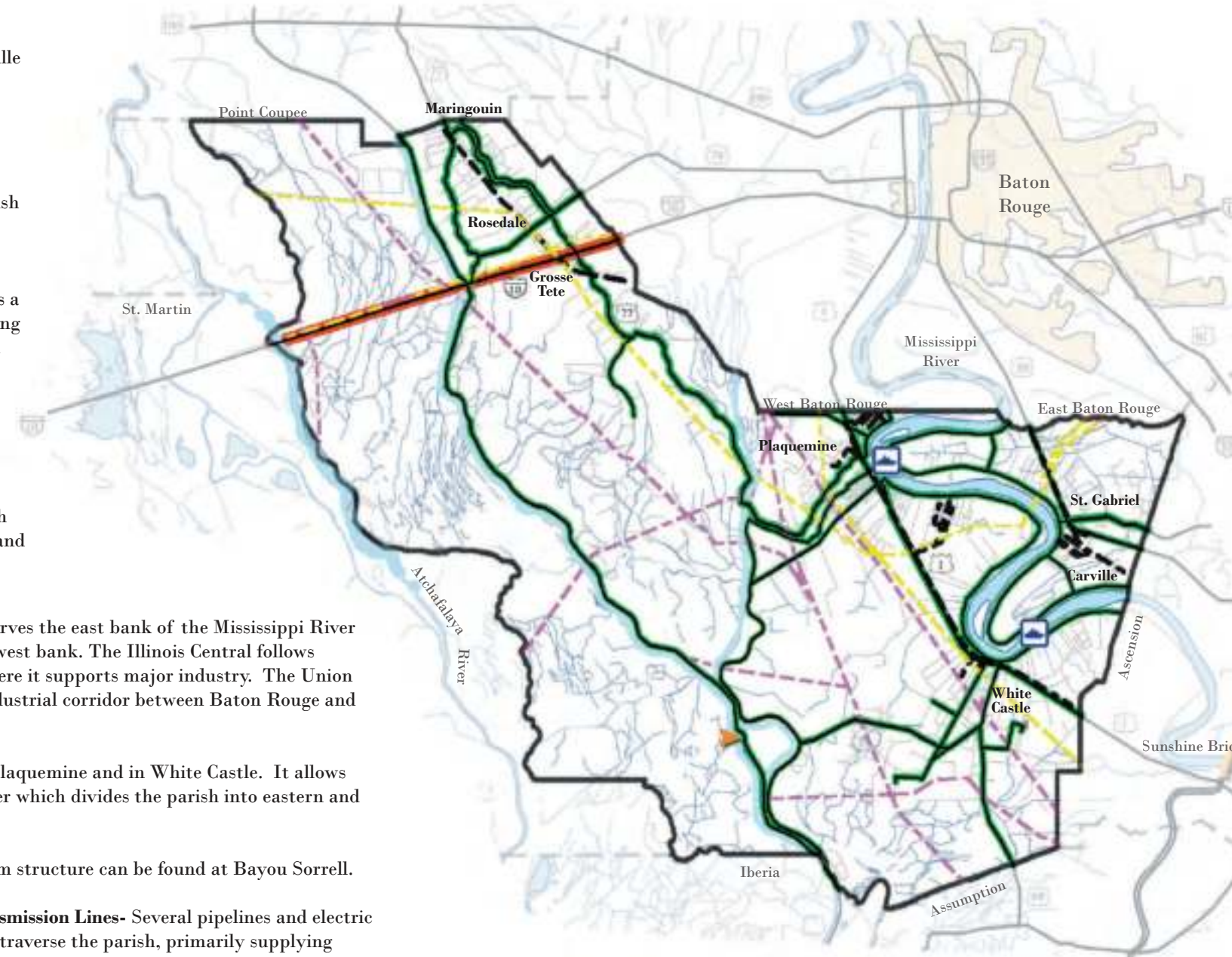
**Railroads** - The Illinois Central Railroad serves the east bank of the Mississippi River and the Union Pacific Railroad serves the west bank. The Illinois Central follows Highway 30 between the river and I-10 where it supports major industry. The Union Pacific parallels the river and serves the industrial corridor between Baton Rouge and New Orleans.

**Ferry Access** - Ferry access is provided in Plaquemine and in White Castle. It allows commuters access across the Mississippi River which divides the parish into eastern and western areas.









**Lock and Dams** - One working lock and dam structure can be found at Bayou Sorrell.

**Pipelines and Transmission Lines**- Several pipelines and electric transmission lines traverse the parish, primarily supplying energy and carrying natural gas and industrial chemicals.

## INFRASTRUCTURE



### LEGEND

-  Interstate 10
-  State Road
-  Railroad
-  Navigable Rivers
-  Electrical Transmission Lines
-  Gas Lines
-  Ferry Access
-  Lock Structure







*Our mission is to conserve, restore, and enhance the natural habitat and give all people the opportunity to enjoy the Atchafalaya experience.*

*Louisiana Atchafalaya Basin Program*

## PLANNING UNITS

As the Inventory and Analysis phase of the work progressed, it became clear that the parish has a diversity of land forms and associated land uses. Some areas are strongly defined by geographical and environmental features and others by cultural similarities.

In this part of the planning process, Iberville Parish will be subdivided into five planning units in order to focus more closely on existing conditions and future potentials. As mentioned above, each unit is defined by some overriding characteristic or combination of factors which will help in determining needs and future direction. Political subdivisions have not been considered in the determination of unit boundaries because they do not always correspond to physical features but do share some similarities.

The units include:

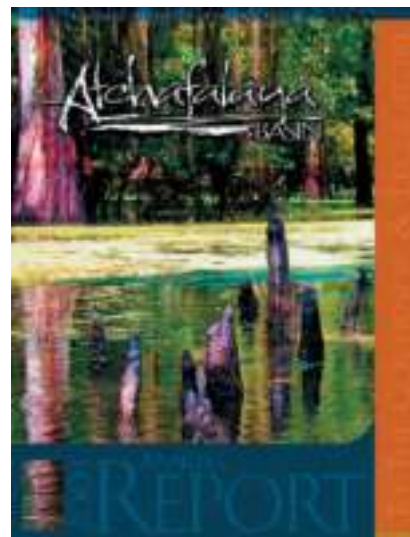
- CENTRAL UNIT** Includes lands between the Mississippi River and Intercoastal Waterway and north of the Murrell Canal.
- SOUTHERN UNIT** Includes lands south of the Murrell Canal and east of Choctaw Bayou and Lake Natchez.
- EASTERN UNIT** Includes lands east of the Mississippi River.
- NORTHERN UNIT** Includes lands between the Atchafalaya Levee and Intercoastal Waterway and north of Grand River.
- ATCHAFALAYA UNIT** Includes lands west of the Atchafalaya Levee and the communities of Bayou Sorrel and Pigeon.

Each of the planning units will be analyzed in terms of:

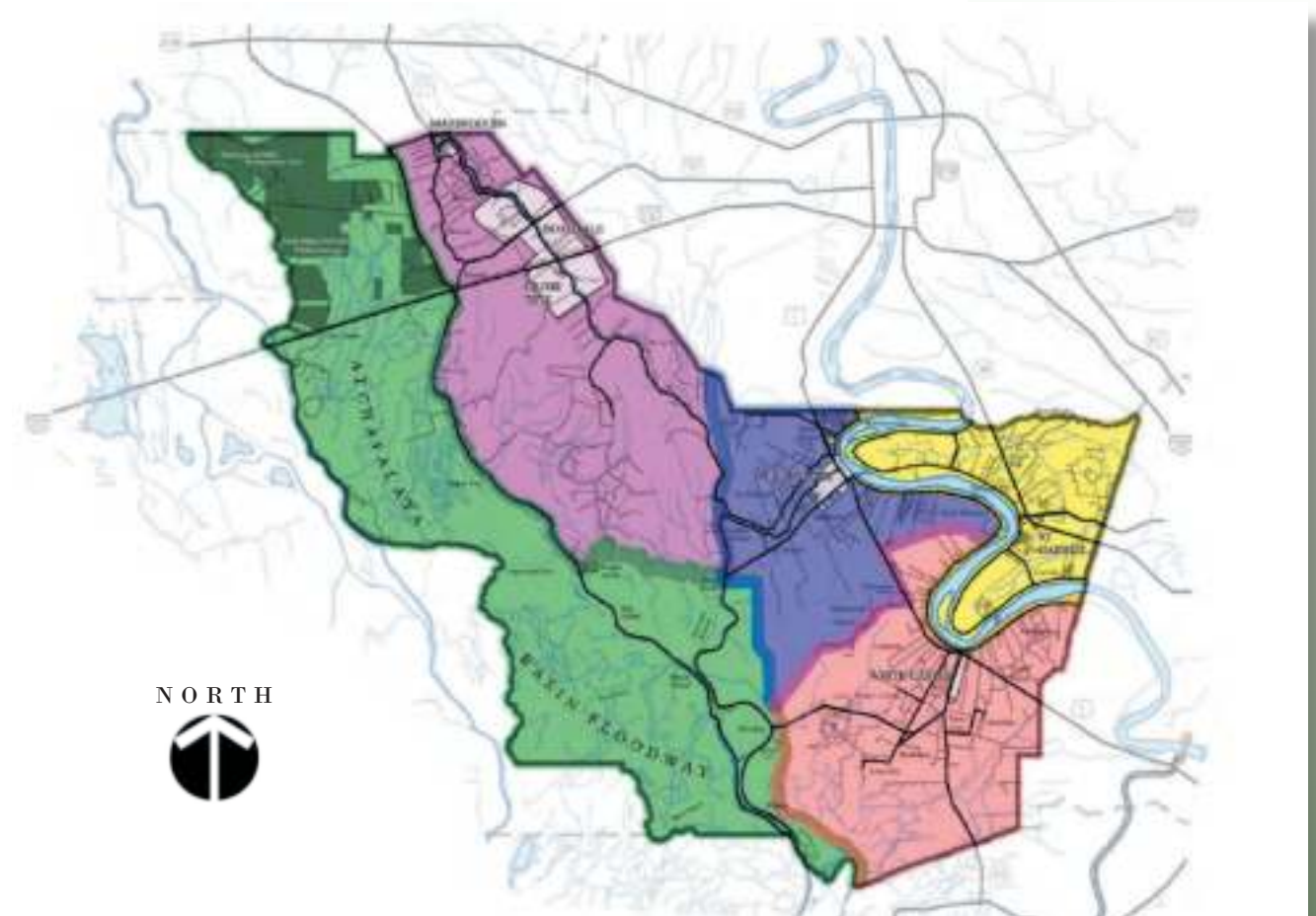
- Composition** – existing land use and development activity,
- Strengths** – existing assets, both developed and undeveloped,
- Weaknesses** – factors which limit or deny actualization of the assets

## GUIDING PRINCIPLES

In order to further refine the analysis process, the objectives of the Atchafalaya Basin Program, Smart Growth principles and the State of Louisiana Department of Economic Development planning document entitled Vision 2020 will be used as guides. The strengths and weaknesses of each unit will be viewed in reference to the Vision 2020 document which is discussed in greater detail on the following page. This analysis will help to inform the Visioning and Goals segment of the work and will form the framework for the Conceptual Master Plan.



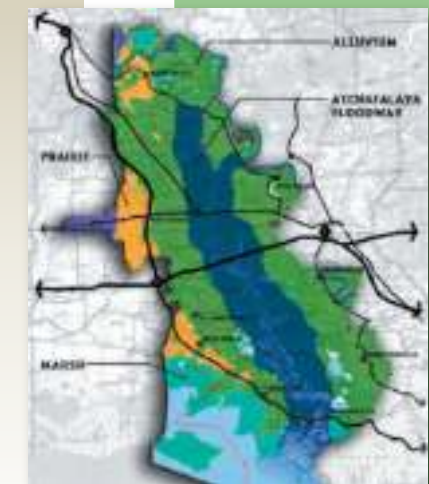
## PLANNING UNIT MAP



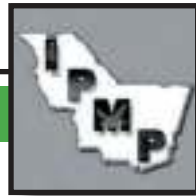
### THE POWER OF REGIONAL THINKING

Although the Iberville Parish Master Plan will clearly focus upon elements within the parish, it is important to remember that Iberville is also an integral part of the Atchafalaya Basin. The goal of the Atchafalaya Basin Program is to bring the resources of its eight-parish region to bear on issues which will help to insure that the basin will continue to be an environmental, cultural and economic asset to Louisiana. Iberville, with its centralized location in the basin, has a very important role to play in realizing the goals of the Atchafalaya Basin Program. It

has a variety of environmental and cultural assets which enrich the overall basin region. It makes sense to align parish efforts with other participants in order to multiply the impact of economic development efforts through expanded markets and marketing opportunities while integrating a wider base of infrastructure and resources. For this reason, another layer of “filtering” will be added to the analysis process with the incorporation of Atchafalaya Basin Program objectives.







*Louisiana: Vision 2020 is a challenge to create a new and better Louisiana and a guide to economic renewal and diversification.*

*Vision 2020 Action Plan 2004*

## LOUISIANA: VISION 2020

In the Action Plan 2004 publication, the Louisiana Economic Development Council states that the plan is designed to help the state achieve a “vibrant, balanced **economy**; a fully-engaged, **well educated workforce**; and a **quality of life** that places it among the top ten states in the nation in which to live, work, visit, and do business.”

Vision 2020 provides the framework for a statewide coordinated effort to improve the Louisiana economy. It makes sense, therefore, to coordinate economic development planning in Iberville with the wider effort so that Iberville can take advantage of initiatives and potential funding sources that may become available as efforts to implement the Master Plan begin. Therefore, analysis of Iberville’s potential for economic development will be viewed with reference to Louisiana: Vision 2020.

In its most recent form, Vision 2020 has identified three goals for carrying out its mission. They are:

### EDUCATION

To be a learning enterprise in which all businesses, institutions and citizens are actively engaged in the pursuit of knowledge.

### ECONOMY

To build a thriving economy driven by innovative, entrepreneurial and globally competitive companies that make productive use of technology and the state’s human, educational, and natural resources.

### QUALITY OF LIFE

To achieve a standard of living among the top ten states in America.

Within each of these goals are specific objectives and actions which have been identified for concentrated effort in order to advance the state’s economic vibrancy. On the following pages each Planning Unit will be analyzed with regard to its potential in terms of these goals and objectives in order to better coordinate parish progress in economic development.

## Smart Growth

In many communities, the current ‘sprawl’ development patterns have led to abandoned downtowns, stressed city infrastructure, loss of farmland and forests and increased motor vehicle dependency. Utilizing Smart Growth Principles in communities will combat these prevalent problems and help the communities move forward, create more opportunities for their citizens and provide better services without sacrificing their identities. This plan will incorporate Smart Growth concepts because they have proven to help create places of lasting value and economic health.

### SMART GROWTH PRINCIPLES

1. Create Range of Housing Opportunities
2. Create Walkable Neighborhoods
3. Encourage Community and Stakeholder Collaboration
4. Create a Strong Sense of Place
5. Make Development Decisions Predictable, Fair and Cost Effective
6. Mix Land Uses
7. Preserve Open Space, Farm Land, Natural Beauty and Critical Environment Areas
8. Provide a Variety of Transportation Choices
9. Strengthen Development Toward Existing Communities
10. Take Advantage of Compact Building Design



**Governor Kathleen Blanco**  
State of Louisiana



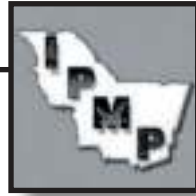
*“Vision 2020 is a great start at developing a strategy to stimulate real economic vitality in Louisiana. I support the ongoing work and plan to see that it continues to be used to help guide policy and inspire new ways to solve problems.”*



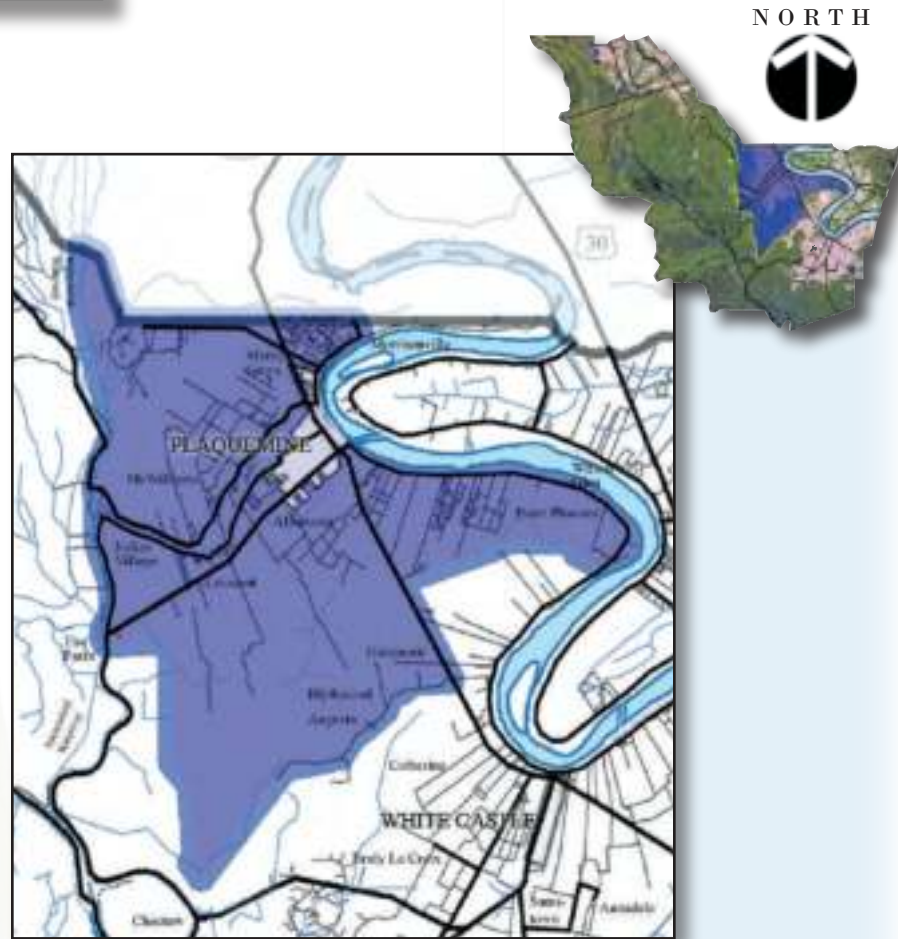
*Image from North Carolina Smart Growth Alliance*





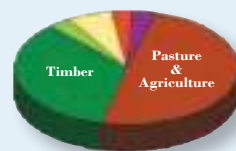


## CENTRAL PLANNING UNIT



### Central Planning Unit: Overview

Out of the five Planning Units, the Central Planning Unit has the largest amount of land devoted to residential, industrial, and commercial uses. It includes the City of Plaquemine which is the most densely populated municipality with over 7,000 residents total and 2,476 people / square mile. Plaquemine is the Parish Seat and serves as the heart of commerce and government for the Parish.



52,750 Acres

#### Development Breakdown:

- 48% Pasture and Agriculture
- 33% Timber & Private Recreational Lands
- 6% Residential
- 3% Industrial
- 3% Commercial
- 3% Forested Wetland
- <1% Public / Institutional
- Municipalities:  
• Plaquemine - pop. 7,064

### EDUCATION

### Strengths

- Five public schools all with quality facilities
- All schools have high-speed internet access
- Louisiana Technical College Westside Campus
- Close proximity to LSU
- Educators are some of the highest paid in the state
- Low student to teacher ration of 18:1
- Job shadowing program

### ECONOMY

### Strengths

- Tourism**
  - Plaquemine Historic District - Plaquemine Lock, Iberville Museum, St. John the Evangelist Church, St. Basils Academy
  - Local craftsman and artists
  - Scenic bayous - Bayou Grosse Tete, Bayou Plaquemine, Bayou Jacob
  - Several plantation homes in the Central Planning Unit
  - Tourist Information Center located in Plaquemine
  - Old Turnerville Homes
  - Island Golf Course
  - Mississippi River - Great River Road
- Agribusiness**
  - 25,000 acres of rich farmland
  - Over 17,000 acres of timberland
- Infrastructure**
  - Industrial-zoned land available
  - Large tracts of undeveloped land
  - Close proximity to growth of Baton Rouge
  - Ferry access available in Plaquemine
  - Two navigable waterways in Central Planning Unit
  - Highway 1 - major transportation artery in parish
  - Deep water port access and land available
  - Major industrial companies - DOW, Georgia-Gulf
  - Railroads

### QUALITY OF LIFE

### Strengths

- Recreation**
  - Ample park sites exist
  - Large tracts of undeveloped (natural) land
  - The Island Golf Course in Plaquemine - part of the Audobon Trail
  - Bayou Plaquemine Waterfront Park
- Healthcare**
  - River West Medical Center located in Plaquemine
  - Close proximity to Baton Rouge for major healthcare
- Historical / Cultural Amenities**
  - National Acadian Festival held in Plaquemine
  - Many plantations and historic homes
  - Local Restaurants
- Community**
  - 'Small-town' feeling / Main Street Program
  - Award-winning emergency preparedness system
  - Civic Center
  - Heart of Parish - parish seat
  - Iberville Parish Public Library

### EDUCATION

### Weaknesses

- Overall poor performance on standardized tests
- Low high school graduation rates
- Poor community perception of the public school system
- Poor marketing of technical college

### ECONOMY

### Weaknesses

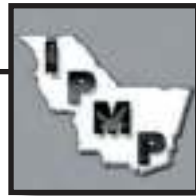
- Tourism**
  - Territorialism of the local citizens
  - Access restrictions of leased lands
  - Poor signage
- Agribusiness**
  - Mechanization of agriculture industry diminishes local jobs
  - Steady increase of production expenses
  - Loss of local service support for farms
- Infrastructure**
  - Lack of connection to Northern Planning Unit
  - Lack of connection to Eastern Planning Unit
  - Large profitable tracts of land may impede future development
  - Lack of hotels
  - Poor vehicular circulation in downtown Plaquemine
  - Mississippi River separates parish
  - Lack of a Northern Gateway on Hwy. 1
  - Washed-out road south of Indian Village
  - Ferry access in need of improvement

### QUALITY OF LIFE

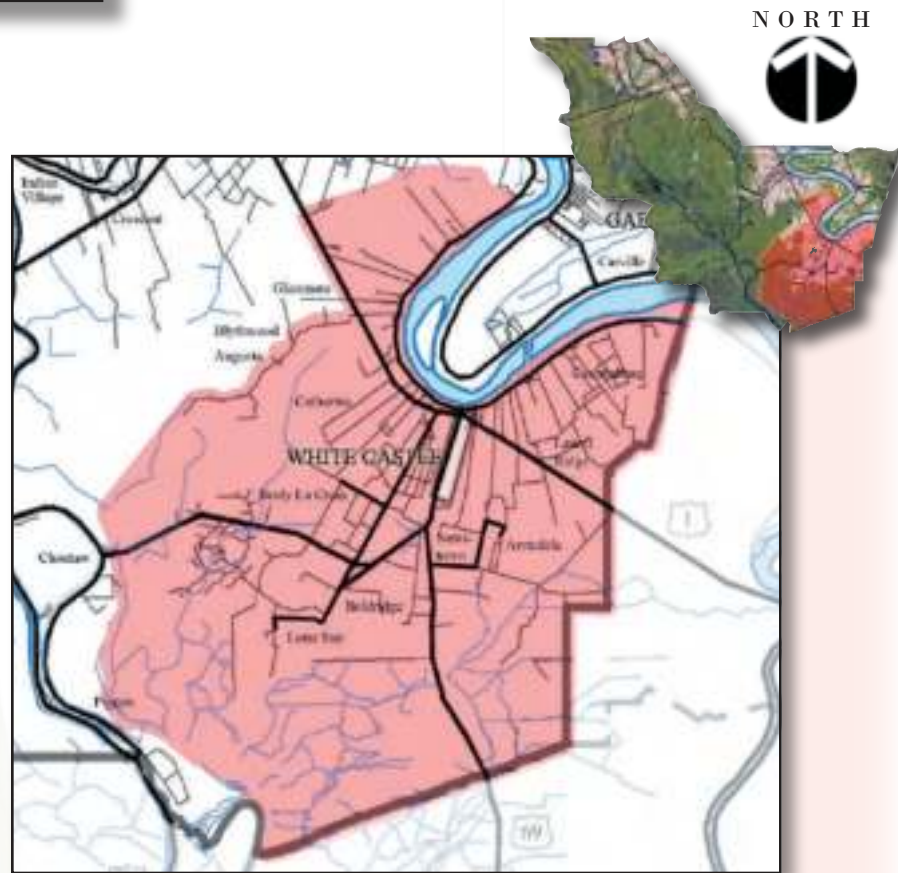
### Weaknesses

- Recreation**
  - Some deteriorated parks in need of safety upgrades
- Healthcare**
  - Baton Rouge may hinder development of major healthcare facilities
  - 'Baby boomer' retirement may result in increased healthcare costs
- Historical / Cultural Amenities**
  - Lack of a strong connection between historic sites
- Community**
  - Litter problem throughout parish and planning unit
  - Lack of mid-range quality housing



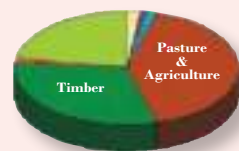


## SOUTHERN PLANNING UNIT



### Southern Planning Unit: Overview

Out of the five planning units, the Southern Planning Unit has the largest amount of land devoted to agriculture. It includes the town of White Castle which has a population density of 1,001 people / square mile.



66,825 Acres

#### Development Breakdown:

- 40% Pasture and Agriculture
- 29% Timber & Private Recreational Lands
- 22% Forested Wetland
- 2% Residential
- 1% Industrial
- 1% Commercial
- 1% Public / Institutional
- Municipalities:
  - White Castle - pop. 1,946

### EDUCATION

#### Strengths

- Two public schools (Dorseyville Elem. and White Castle High) both with quality facilities
- All schools have high-speed internet access
- Close proximity to LSU
- Educators are some of the highest paid in the state
- Low student to teacher ration of 18:1
- Job-Shadowing program

### ECONOMY

#### Strengths

- Tourism**
  - Nottoway and Tally-Ho Plantations
  - Local craftsman and artists
  - Madonna Chapel
  - Access to Atchafalaya Basin
  - Mississippi River - Great River Road
  - Acadian Swamp Tours
- Agribusiness**
  - 26,800 acres of rich farmland
  - Over 19,000 acres of timberland
  - Cora-Texas Sugar Mill
  - Chemical Industry
- Infrastructure**
  - Large tracts of undeveloped land
  - Ferry access available in White Castle
  - Deep Water Port access and land available
  - Mississippi River
  - Hwy. 1, a major parish transportation artery
  - Future Louisiana Transportation Center location
  - Railroads

### QUALITY OF LIFE

#### Strengths

- Recreation**
  - Ample park sites exist
  - Large tracts of undeveloped (natural) land
- Healthcare**
  - Close proximity to River West Medical Center
  - Close proximity to Baton Rouge for major healthcare
- Historical / Cultural Amenities**
  - Many sites on the National Register of Historic Places
  - Local restaurants
- Community**
  - ‘Small-town’ feeling
  - Award-winning emergency preparedness system
  - Two Public Libraries - White Castle Branch, Bayou Pigeon Branch
- Environment**
  - Unique bottomland swamp environment

### EDUCATION

#### Weaknesses

- Overall poor performance in standardized tests
- Low high school graduation rates
- Poor community perception of the public school system

### ECONOMY

#### Weaknesses

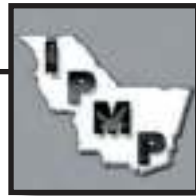
- Tourism**
  - Territorialism of the local citizens
  - Poor signage
  - Access restrictions of leased lands
- Agribusiness**
  - Mechanization of agriculture industry diminishes local jobs
  - Steady increase of production expenses
  - Loss of local service support for farms
  - Lack of local economy other than sugarcane industry
- Infrastructure**
  - Large profitable tracts of land may impede future development
  - Lack of hotels
  - Deteriorated buildings
  - Mississippi River separates parish
  - Undependable ferry access
  - Lack of infrastructure available to support LTC

### QUALITY OF LIFE

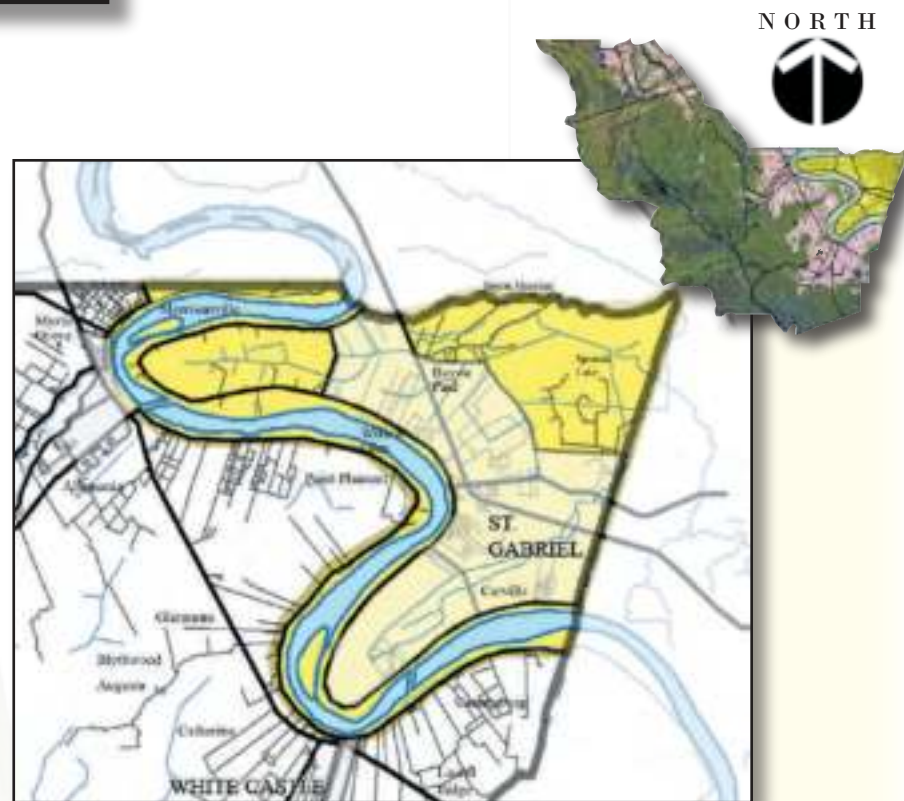
#### Weaknesses

- Recreation**
  - Some deteriorated parks in need of safety upgrades
- Healthcare**
  - ‘Baby boomer’ retirement may result in increased healthcare costs
- Historical / Cultural Amenities**
  - Lack of a strong connection between historic sites
- Community**
  - Industrial development may lead to undesirable residential development
  - Litter problem throughout parish and planning unit
  - Lack of mid-range quality housing



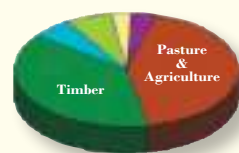


## EASTERN PLANNING UNIT



### Eastern Planning Unit: Overview

The majority of the land area in the Eastern Planning Unit is inside the City of Gabriel Municipal limits. The City of St. Gabriel has a population density of 192 people / square mile.



Development Breakdown:

- 38% Pasture and Agriculture
- 34% Timber & Private Recreational Lands
- 6% Forested Wetland
- 5% Public / Institutional
- 3% Industrial
- 3% Residential
- <1% Commercial
- Municipalities:  
• St. Gabriel - pop. 5,514

### EDUCATION

#### Strengths

- East Iberville Elementary and High School
- All schools have high-speed internet access
- Carville Academy
- Close proximity to LSU
- Educators are some of the highest paid in the state
- Low student to teacher ration of 18:1
- Job-shadowing program

### ECONOMY

#### Strengths

##### Tourism

- Carville Historic Distric - Indian Camp Plantation, Hansen's Disease Center
- Local craftsman and artists
- Scenic bayous - Bayou Manchac
- Lucky Plantation
- St. Gabriel Church
- Mississippi River - Great River Road
- Spanish Lake Gator Tour

##### Agribusiness

- 12,500 acres of rich farmland
- Over 11,000 acres of timberland
- Chemical Industry

##### Infrastructure

- Industrial-zoned land available
- Large tracts of undeveloped land
- Close proximity to growth of Baton Rouge
- Ferry access available in Carville
- Mississippi River access
- Hunt Correctional and LA Correctional Facility for Women
- Major industrial companies - Ciba, Entergy, Air Products, Pioneer, FINA
- Railroads

### QUALITY OF LIFE

#### Strengths

##### Recreation

- Ample park sites exist
- Large tracts of undeveloped (natural) land

##### Healthcare

- Close proximity to Baton Rouge for major healthcare

##### Historical / Cultural Amenities

- Several sites on the National Register of Historic Places

##### Community

- 'Small-town' feeling
- Award-winning emergency preparedness system
- St. Gabriel Community Center
- East Iberville Public Library

### EDUCATION

#### Weaknesses

- Overall poor performance in standardized tests
- Low high school graduation rates
- Poor community perception of the public school system

### ECONOMY

#### Weaknesses

##### Tourism

- Territorialism of the local citizens
- Access restrictions of leased lands
- Poor signage

##### Agribusiness

- Mechanization of agriculture industry diminishes local jobs
- Steady increase of production expenses
- Loss of local service support for farms

##### Infrastructure

- Lack of connection to Central Planning Unit and rest of parish
- Large profitable tracts of land may impede future development
- Lack of hotels
- Some surfaces of River Road in need of improvement
- Mississippi River separates parish
- Lack of Northern Gateway
- Undependable ferry service

### QUALITY OF LIFE

#### Weaknesses

##### Recreation

- Some deteriorated parks in need of safety upgrades

##### Healthcare

- Baton Rouge may hinder development of major healthcare facilities
- 'Baby boomer' retirement may result in increased healthcare costs

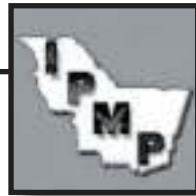
##### Historical / Cultural Amenities

- Lack of a strong connection between historic sites

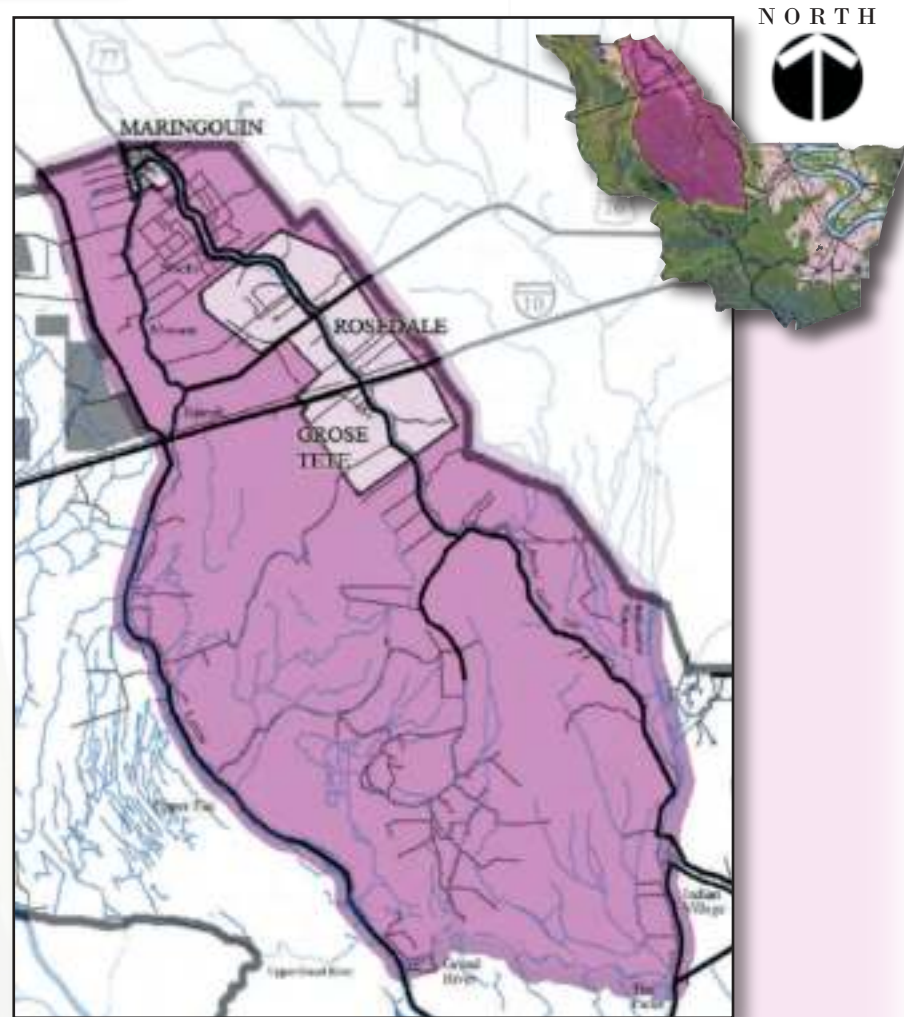
##### Community

- Litter problem throughout parish and planning unit



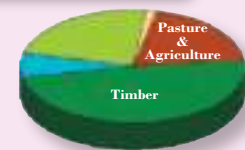


## NORTHERN PLANNING UNIT



### Northern Planning Unit: Overview

Out of the five Planning Units, the Northern Planning Unit has the largest amount of land devoted to Timber. It includes the Municipalities of Maringouin, Rosedale, and Grosse Tete. The population densities are 1691, 97 and 554 people / square mile respectively.



97,863 Acres  
**Development Breakdown:**

- 53% Timber & Private Recreational Lands
- 25% Forested Wetland
- 21% Pasture and Agriculture
- 8% Public / Institutional
- 2% Residential
- 1% Commercial
- <1% Industrial
- Municipalities:
  - Maringouin - pop. 1,262
  - Rosedale - pop. 753
  - Grosse Tete - pop. 670

### EDUCATION

### Strengths

- North Iberville Elementary and High School is a quality facility
- All schools have high-speed internet access
- Close proximity to LSU
- Educators are some of the highest paid in the state
- Low student to teacher ration of 18:1
- Job-shadowing program

### ECONOMY

### Strengths

- Tourism**
  - Local craftsman and artists
  - Scenic bayous and byways - Bayou Grosse Tete, Bayou Maringouin
  - Access to Atchafalaya Basin
  - Several plantation homes in the Northern Planning Unit - Live Oaks, Trinity, Tanglewild, Sunnyside
  - Church of the Nativity
- Agribusiness**
  - 20,400 acres of rich farmland
  - Over 51,600 acres of timberland
- Infrastructure**
  - Large tracts of undeveloped high land
  - Close proximity to growth of Baton Rouge
  - Two navigable waterways in Northern Planning Unit - Intercoastal Waterway, Bayou Maringouin
  - Direct access to Interstate 10

### QUALITY OF LIFE

### Strengths

- Recreation**
  - Ample park sites exist
  - Large tracts of undeveloped (natural) land
- Healthcare**
  - Close proximity to Baton Rouge for major healthcare
- Historical / Cultural Amenities**
  - Many plantations and historic homes in the Northern Planning Unit
- Community**
  - ‘Small-town’ feeling
  - Award-winning emergency preparedness system
  - Public Libraries - Grosse Tete Branch, Rosedale Branch
  - Local restaurants
- Environment**
  - Scenic area with beautiful old live oaks
  - Scenic bayou Grosse Tete and Maringouin

### EDUCATION

### Weaknesses

- Overall poor performance on standardized tests
- Low high school graduation rates
- Poor community perception of the public school system

### ECONOMY

### Weaknesses

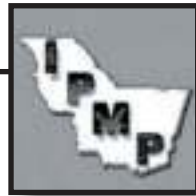
- Tourism**
  - Territorialism of the local citizens
  - Access restrictions of leased lands
  - Poor signage
  - Lack of connection to refuges
  - Lack of capitalization of Interstate 10 traffic
- Agribusiness**
  - Mechanization of agriculture industry diminishes local jobs
  - Steady increase of production expenses
  - Loss of local service support for farms
- Infrastructure**
  - Lack of connection to Central Planning Unit
  - Lack of connection to Southern Planning Unit
  - Large profitable tracts of land may impede future development
  - Lack of gateway to Interstate 10
  - Poor road surface along Atchafalaya Basin Levee
  - Lack of hotels and basic shopping/commercial services

### QUALITY OF LIFE

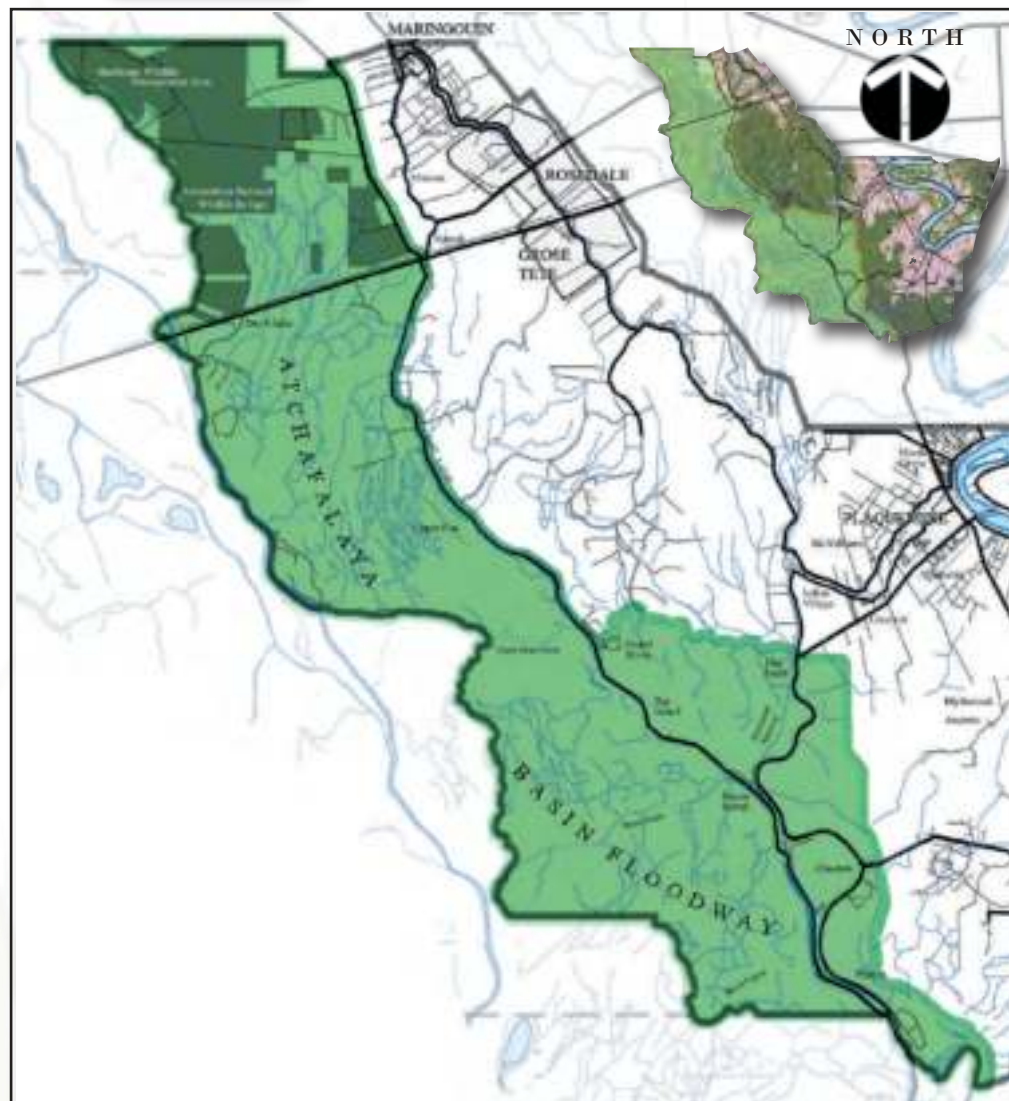
### Weaknesses

- Recreation**
  - Some deteriorated parks in need of safety upgrades
- Healthcare**
  - Baton Rouge may hinder development of major healthcare facilities
  - ‘Baby boomer’ retirement may result in increased healthcare costs
- Historical / Cultural Amenities**
  - Lack of a strong connection between historic sites
- Community**
  - Litter problem throughout parish and Planning Unit
  - Lack of mid-range quality housing



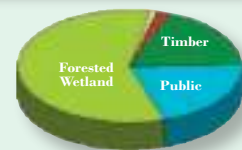


## ATCHAFALAYA PLANNING UNIT



### Atchafalaya Planning Unit: Overview

Out of the five planning units, the Atchafalaya Planning Unit has the largest amount of forested wetland and public lands. There are two communities in the Atchafalaya Planning Unit: Bayou Sorrel and Pigeon.



153,703 Acres

#### Development Breakdown:

- 60% Forested Wetland
- 21% Public / Institutional
- 19% Timber & Private Recreational Lands
- 2% Pasture and Agriculture
- 1% Residential
- <1% Industrial

### EDUCATION

#### Strengths

- Close proximity to LSU
- Community perception of the public school system is better in the more populated areas of this unit

### EDUCATION

#### Weaknesses

- Poor community perception of the public school system
- Lack of Atchafalaya education facility

### ECONOMY

#### Strengths

- Tourism**
- Local craftsman and artists
- Scenic bayous - Bayou Pigeon, Bayou Sorrel
- Access to Atchafalaya Basin
- Atchafalaya National Wildlife Refuge, Sherburne Wildlife Management Area (20,000 + users annually)
- 32,800 acres of public land
- Waterways and woodland swamp for hunting/fishing/tourism
- Bayou Sorrel Indian Mound Cemetery
- The Last Wilderness Swamp Tour
- Agribusiness**
- Over 30,000 acres of timberland
- Crawfish and fishing industry
- Infrastructure**
- Large tracts of undeveloped land
- Three navigable waterways in Atchafalaya Planning Unit - Atchafalaya River, Intercoastal Waterway, Bayou Maringouin
- Bayou Sorrel Lock
- Oil & gas resources
- Interstate 10 access

### ECONOMY

#### Weaknesses

- Tourism**
- Territorialism of the local citizens
- Access restrictions of leased lands
- Lack of capitalization of major tourism attraction
- Poor signage
- Agribusiness**
- Mechanization of agriculture industry diminishes local jobs
- Steady increase of production expenses
- Loss of local service support for farms and fishing industry
- Global crawfish market competition
- Atchafalaya Basin siltation concerns
- Infrastructure**
- Poor levee road system
- Large profitable tracts of land may impede future development
- Lack of hotels

### QUALITY OF LIFE

#### Strengths

- Recreation**
- Ample park sites exist
- Large tracts of undeveloped (natural) land
- Healthcare**
- Close proximity to Baton Rouge for major healthcare
- Community**
- ‘Small-town’ feeling
- Award-winning emergency preparedness system
- Public library - Bayou Sorrel Branch
- Environment**
- Unique bottomland swamp environment

### QUALITY OF LIFE

#### Weaknesses

- Recreation**
- Poor connection of wildlife refuges to parish
- Lack of a major Atchafalaya access location
- Healthcare**
- Baton Rouge may hinder development of major healthcare facilities
- ‘Baby boomer’ retirement may result in increased healthcare costs
- Historical / Cultural Amenities**
- Lack of a strong connection between historic sites
- Community**
- Litter problem throughout parish and planning unit
- Lack of a major hurricane evacuation route



# Summary Analysis

I B E R V I L L E   P A R I S H   M A S T E R   P L A N

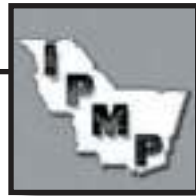


*"The Atchafalaya Basin area is important and special to our state, the visitors from other states, and to the whole world. It is the 7th largest freshwater delta on the Earth. The uniqueness and distinction of the Atchafalaya Basin deserves national attention now! This attention could turn around a recent loss of local support for commercial fishermen and better the commercial fishing industry. This exposure could also turn around the loss of the crawfish and fish markets and bring back local agriculture and industry jobs."*

Louis "Pete" Kelley, Jr.  
Parish Councilman - District 10







## ASSET-BASED ANALYSIS MAPPING

The planning process up to this point has involved gathering as much information as possible about the physical and cultural characteristics of Iberville Parish. As shown at right, a variety of mapping techniques have been employed to graphically represent the existing conditions. This process reveals patterns and possible potentials.

In the previous section, the parish was divided into three planning units according to physical characteristics and land use. Community development possibilities were identified according to the raw materials present in the individual units. By combining the parish's strongest assets with emerging economic development trends both in the parish and beyond, the asset-based analysis of opportunities becomes a technical exercise.

## METHODOLOGY

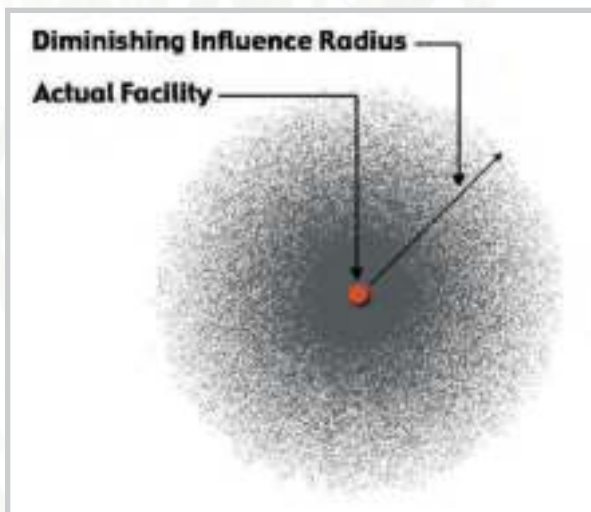
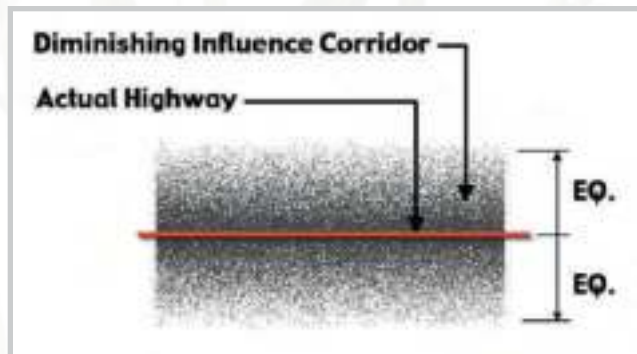
Economic development can be achieved in two ways: through more efficient development and marketing of existing assets; and through development of new assets. In both cases, access to infrastructure, raw materials, workforce and quality of life amenities is an important factor.

Careful mapping of natural resources, human resources and infrastructure can then be used to identify areas of the parish that have the best resources for a particular land use or development potential. Depending on the desired use, values are assigned to known physical characteristics and then combined to produce a diagram of the areas with the highest potential. Some of the key categories and the methodology used to assign values are as follows:

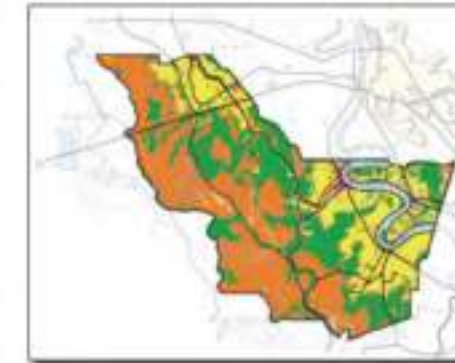
**Surface Transportation** – Interstate highways are valued as a one mile wide diminishing influence corridor; state highways with paved shoulders are valued as a 1/2 mile wide diminishing influence corridor; state highways with out paved shoulders are valued as a 1/4 mile wide diminishing influence corridor, etc. Railroads are valued as 1/2 mile wide diminishing influence corridor which represents a feasible rail spur. River transportation by barge includes the river channel with a 1/4 mile wide diminishing influence corridor on each side.

**Facilities** – Single point facilities such as a major employer, a hospital, port, park or boat ramp are valued in terms of their effective radius of influence. Therefore, a regional hospital may have a 50 mile radius while a neighborhood park might have a 1/2 mile-radius. These facilities are represented in the mapping as shown in the insert at right.

**Land Use** – Some characteristics such as property ownership, flood level, current land use, etc are assigned flat values. These are evaluated in terms of their appropriateness for a development type. Therefore, in an analysis seeking good property for a hunting lease, forested land in the flood plain may receive a high value and cleared land a low value. While an analysis seeking property for a residential development might rate low forested land very poorly and cleared land out of the floodplain as optimal.



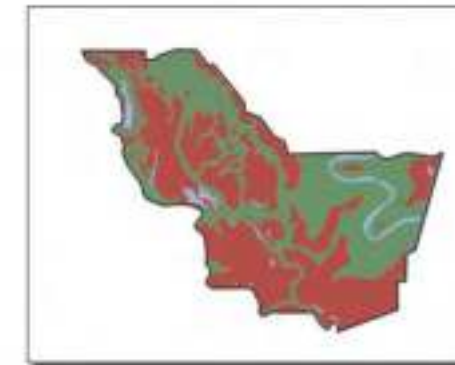
FLOOD ZONES



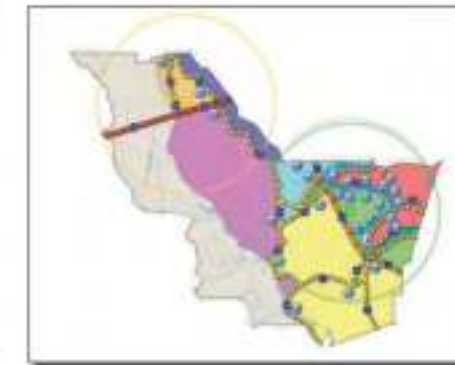
VEGETATION



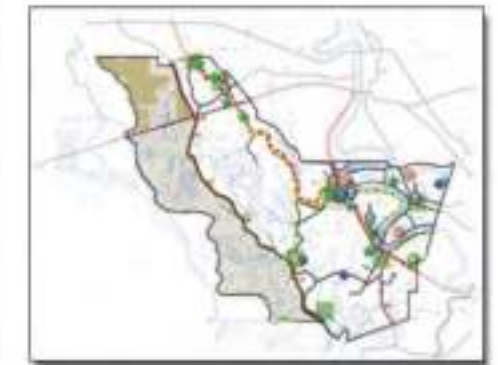
SOILS



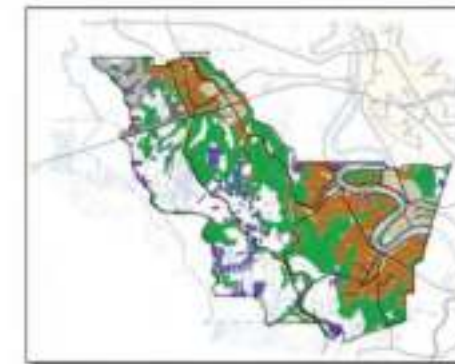
GEOLOGY



EMERGENCY PREPAREDNESS



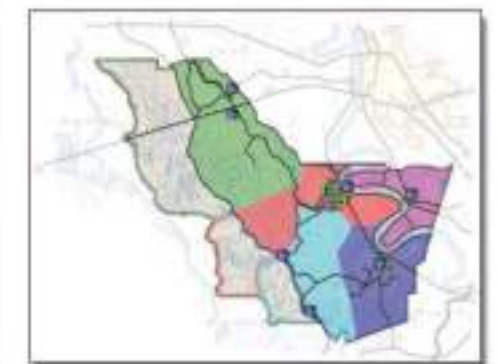
CULTURE / REC. / TOURISM



LAND USE



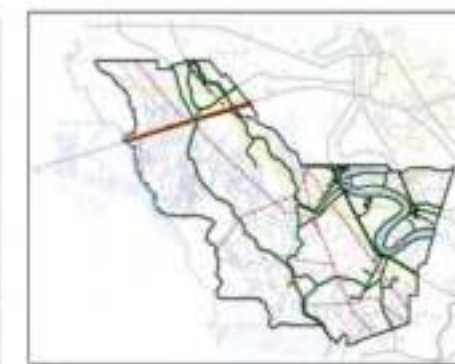
EPA



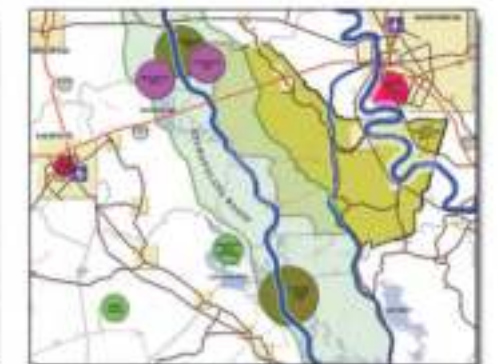
INSTITUTIONAL



EMPLOYERS

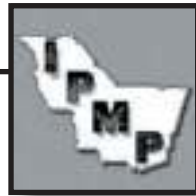


INFRASTRUCTURE



REGIONAL INFLUENCES





## CASE STUDIES

The maps shown at right illustrate two examples of asset-based analysis mapping. At the upper right, existing assets were assigned values based on criteria for selection of property for Commercial / Light Industrial development.

Because of the need to transport raw materials to a facility and finished products to market, high values were assigned to major transportation arteries such as Interstate 10, state highways, railroads and navigable waterways. Land parcels adjacent to existing industry were assigned high values. Lands outside the floodplain were also assigned high values because of increased construction costs and higher insurance premiums in lowlands. Cleared land and non-agricultural land in small parcels were assigned medium values.

The resulting diagram shows clearly how this methodology can be used to identify priority areas for development of light industrial or commercial facilities. Some areas such as the land around the Mississippi River are obvious because of the concentration of infrastructure and existing industries already located in the area. Others such as the Bayou Sorrel and Pigeon areas are more surprising. Concentrations of high land along major transportation corridors of highway, rail and river could make these areas very competitive with more congested and higher-priced lands.

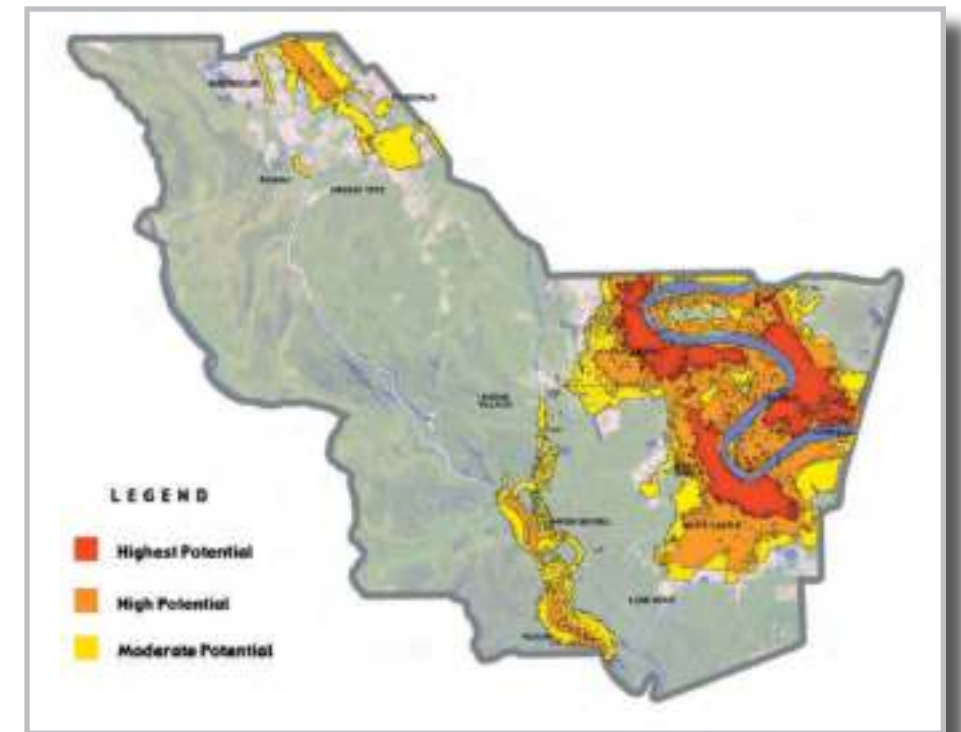
The second example is a mapping of assets that contribute to high quality of life. This type of analysis might be very beneficial to a developer interested in building retirement housing communities or for persons interested in purchasing recreational properties. In this scenario, the following assets were assigned high values because they offer tangible amenities to potential residents: access to waterways, hospitals, public and private recreational facilities, schools, historic, cultural and entertainment sites and public recreational lands. Receiving medium values are forested lands and low traffic volume highways. Proximity to Baton Rouge also carries a medium value.

In this case the resulting diagram shows a prominent concentration around Plaquemine due in large part to the concentration of healthcare, entertainment, parks and public recreational lands nearby. The surprise discovery exists in the Northern-part of the Parish, which may be the next outstanding opportunity for Iberville Parish developers. The potential for housing and retirement housing should be of interest due to the high Quality of Life that this area has to offer.

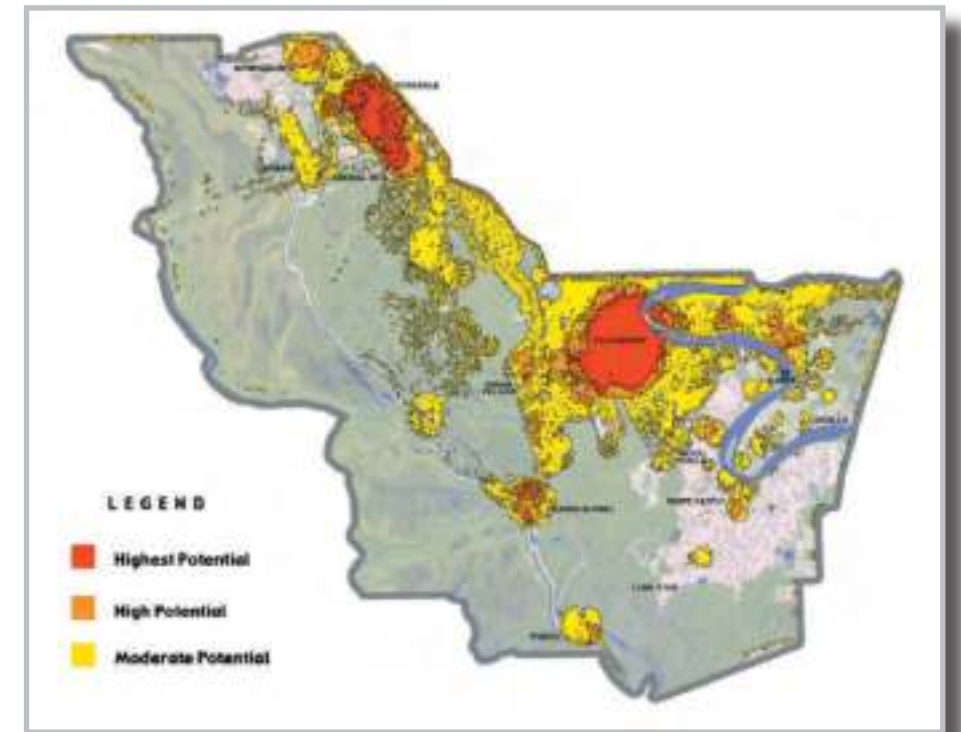
The focus of these examples is to illustrate where existing strengths are. Such analysis could also be used to designate areas that are in greatest need of improvements whether they be transportation and utilities infrastructure or quality of life amenities.



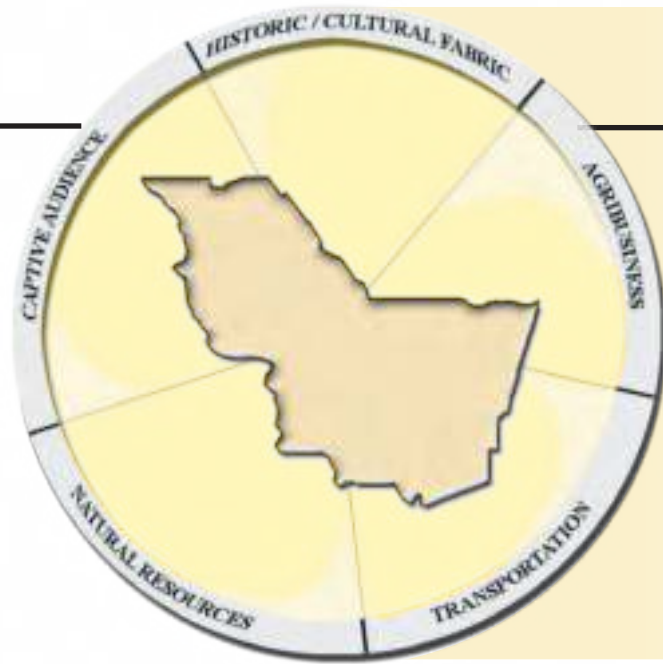
## COMMERCIAL / LIGHT INDUSTRIAL DEVELOPMENT



## RESIDENTIAL DEVELOPMENT POTENTIAL







## STRENGTHS

- Regional Employers**
- Interstate 10**
- LA Highway 1**
- High Average Salaries**
- Atchafalaya Basin Access**
- WMA / Refuges**
- Island Golf Course**
- Quality Educational Facilities**
- Historic / Cultural Tourism Assets**
- LTC**

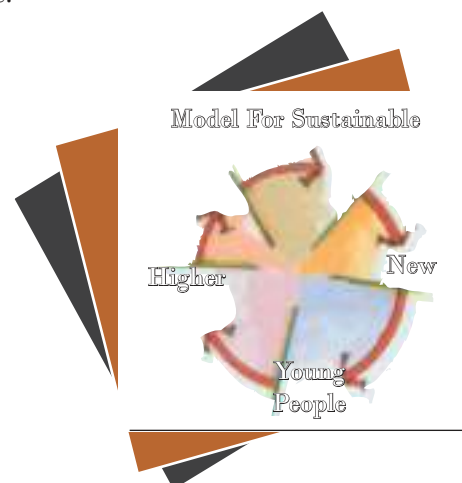
After looking at the parish-wide strengths and weaknesses as well as those specific to each planning unit, several opportunities began to emerge. It became clear that the future focus of the parish should deal with these five major opportunity categories:

- Captive Audience
- Natural Resources / Environment
- Historical / Cultural Fabric
- Transportation
- Agribusiness

Each opportunity was derived from grouping existing and future assets of the parish. By capitalizing on these specific groups of assets as a whole through:

- linking
- preserving
- enhancing
- maintaining
- marketing

each opportunity can be met, yielding great benefits for the parish - helping to improve education, economy and quality of life.



## OPPORTUNITIES

### Captive Audience - 'come home' to Iberville

Attracting new business, tourists and residents into the parish is essential to positive growth. It is equally important to capture the audience of people already traveling in and out of the parish every day. Many of these daily travelers are commuting from other parishes to work for one of the many industrial employers. Iberville has one of the highest averages of earnings per job in the entire State of Louisiana and several of its employers rank in the top 100 in the United States for the highest salaries. It makes sense to attract these employees to live in Iberville where their salaries can be spent in the local economy. Reducing the number of employees commuting will also reduce the strain on key infrastructure and environmental areas - mostly the major linkages and transportation corridors. In 2001, 34,000 people traveled through Iberville along the Interstate 10 corridor daily. A major opportunity exists to invite these travelers to stop, relax and spend money in Iberville while showing them the high quality of life it has to offer through its rural lifestyle and abundant parks and recreational opportunities. Through public and private involvement the opportunity exists to use the parish's existing education, economy and quality of life strengths to invite visitors and employees to 'come home' to Iberville.

### IMAGE

In his book *The Evaluative Image of the City*, Jack L. Nasar, AICP classified the image "likes and dislikes" of residents and visitors in several cities. The "likes" create value in any area and should guide capital improvement project decision making thereby ensuring that "quality of life" considerations are included at every turn. The elements are defined as follows:

**Naturalness** refers to the vegetation, water, or mountains. Respondents reported that they liked places with landscaping, countryside, rivers, lakes, water, and mountains. They reported dislikes for built areas of high contrast, referring to the appearance of commercial strips, industry, poles, wires, and signs.

**Upkeep/civilities** refers to maintenance. Respondents reported that they like places that are clean and well maintained. They disliked places that were dilapidated, dirty, weedy, and poorly cared for. Some researchers refer to disliked features as "physical incivilities" because they serve as cues to social disorder (Taylor, 1989).

**Openness** refers to the vista. People often reported liking places for the presence of open space and scenery. They reported disliking places for their restriction, crowding, congestion, and narrow roads.

**Historical Significance** refers to places that have historical significance and places that look historical to the observers. In either case, such places evoke a favorable response.

**Order** refers to the degree respondents feel an area looks organized. Respondents reported that they liked areas for their visual order, referring to cohesiveness, and compatibility. They said they did not like areas with disorder, referring negatively to chaos and the lack of uniform style. Compatibility or the degree to which features in a scene fit with one another also provides order, whereas incompatible elements or non-uniform styles lessen order.

### PLAN REGIONALLY

- \* All successful communities cited regional planning as essential.

### DEMAND QUALITY

- \* Understand that you get what you pay for.
- \* *Community* development precedes *Economic* development.
- \* You should get your "house" in order before you invite company to come for a visit.
- \* Focus on "Quality of Life" improvements to enhance cultural vitality.

### ATTRACT YOUTH

- \* Focus efforts to attract and retain young adults (18- to 25-year-olds).
- \* At current graduation rates, colleges will award seven million fewer degrees than will be needed to replace the eight million graduates who will likely retire, and to fill the 22 million white-collar jobs that will be added by 2013. (The Kiplinger Letter, Vol. 80, No.41)
- \* Develop quality relationships among diverse cultural and racial groups and get youth involved in the social, cultural, and political realm.

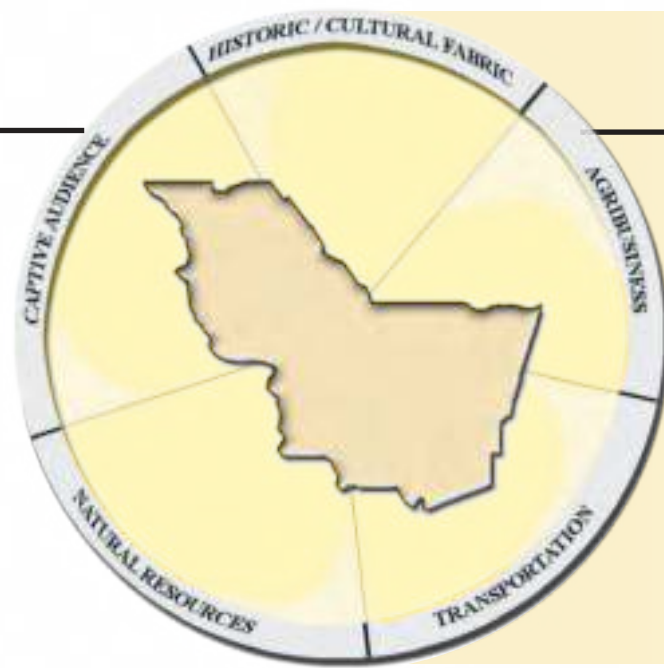
### LEVERAGE ASSETS

- \* Leverage capital projects and infrastructure planning and funding.
- \* Define a "scale of investment" that will focus funding on visible projects with a high potential to succeed.
- \* Develop strategies that support leveraged resources and support and diversify existing industry and business.
- \* Plan to incorporate existing and future natural assets into every capital improvement. This will build capacity toward long-term improvements.

### ADOPT GUIDELINES

- \* Safety, Function, Beauty, in that order, should become guidelines for every important issue under consideration. Skipping safety issues to include beauty will develop an unsustainable end product.





## STRENGTHS

Atchafalaya Basin  
 Rich Soil / Sugarcane  
 Rivers / Bayou Environment  
 Timberland  
 Wetlands  
 Wildlife Refuges/Management Areas  
 Crawfish  
 Aquatic Habitat  
 Oil & Gas Resources  
 Hunting/Fishing Culture  
 Mississippi River

## OPPORTUNITIES

### Natural Resources / Environment - eco- and agri-tourism

Iberville Parish is blessed with an abundance of natural resources. Many of these resources are already being utilized to stimulate the local economy through agriculture, timber, oil and gas and fishing. With the rising costs of the agriculture industry and growing environmental concerns, there is a need to pursue other economically viable uses for the Parish's natural resources and unique environment. An opportunity exists to target the eco- and agri-tourism industries. In 2003, over 25 million people visited Louisiana where they stayed an average of 3.2 nights and spent \$513. Just north of Iberville, in East Baton Rouge Parish, \$603 million was put into their parish economy from domestic travel and tourism in 2003 - creating 6,000 jobs. Thirty miles away in Iberville, only \$19 million was generated from travel and tourism. The Atchafalaya Basin, with its labyrinth of wetlands, bayous and diverse habitat, can offer visitors and tourists opportunities that they can only experience in a handful of places. Combined with the sugarcane/agriculture educational opportunities, this could create a highly unique experience to tourists as well as parish residents.

### KEYS to SUSTAINABLE DEVELOPMENT

- Restrict Expansion—by developing meaningful zoning.
- Pay to Grow— consider impact or user fees to get equity from new development.
- Plan Expansion Carefully
- Build Quality Affordable Housing
- Foster Natural Capital— reinvest in natural assets and measure green space growth or loss.

*Vision 2020 lists four goals for environmental issues in its Action Plan. They are regional and state wide issues upon which the Iberville Parish region should take advantage of. They are:*

**Environmental Technology-** The objective is to assist companies with the

**Cluster Development-** The objective is to leverage current and future efforts that promote the State's environmental technology cluster.

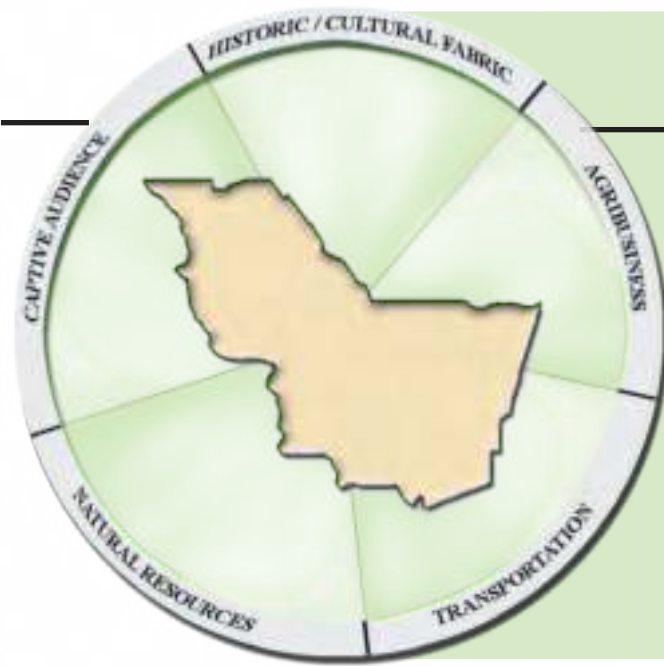
**Atchafalaya Basin-** The objective is to protect and promote the awesome cultural, agricultural, and environmental resources of the Basin.

**Coastal Preservation-** The objective is to protect the Louisiana coastal wetlands from future degradation and return them to sustainable productivity.

The State of Louisiana is blessed with an enormous asset in the richness of its natural environment. With that blessing comes an equally great responsibility to protect and sustain it. Among the challenges included in this responsibility is one which is so important that it has rightly attracted national attention - coastal erosion. The rapidity of the devastation and its detrimental impact on eco-systems, wildlife, and the economy has alarmed everyone. Current efforts in the US Congress could stimulate a long overdue investment in the protection of this important national resource. The outcome will have a far reaching and positive impact on the region.







## STRENGTHS

- Plantation Homes
- Historic Sites
- Diverse Culture
- Atchafalaya Basin
- Agri 'culture'
- Local Restaurants
- Acadian Festival
- Rivers / Bayou Environment
- 'Small town' Feeling
- Cora-Texas Sugarmill
- Carville Academy
- Plaquemine Lock

## OPPORTUNITIES

### Historical / Cultural Fabric - cultural tourism

Just as the parish's natural resources and unique environment can be used to generate tourism revenues, the historic and cultural fabric can also be utilized. An opportunity exists to create a cultural tourism corridor where plantations, historic sites, festivals, bed and breakfasts, shopping and restaurants can all be enhanced and linked with one another. Visitors can get a real 'cajun' experience - taste the wonderful cuisine, learn about the parish's rich heritage and sleep in historic plantation homes. The parish can use its cultural fabric to create a unique experience for tourists and residents alike. This 'cultural tourism' will stimulate the local economy and help to attract new business, residents, and retirees. The opportunity exists to give the visitor the complete experience by combining the cultural and historic tourism with the eco- and agri-tourism.

### SMALL TOWN TOURISM

One of Louisiana's greatest economic engines is tourism. It makes sense to build from our strengths. Like the other sectors, tourism must continuously be moving toward diversification. This diversification must be based in mutuality; that is, a common vision for the entire region. One excellent example to learn from is the City of Natchitoches. It presents an example of political, social, and cultural diversity, and a rich history, all bound together by a shared vision. Its Christmas Festival attracts 175,000 visitors.

### Recipe Elements of Five Quiet American Villages (Unhurried Sky Magazine - Britta Walker)

The following are "proven ingredients" to a recipe developed from many successful small towns who have learned to take advantage of the tourism economy. These ingredients are specifically reflected in the desires of tourists as they enjoy the downtowns of small communities.

Ingredient	Iberville Parish Assets
Natural beauty	Atchafalaya Basin, Scenic Bayous
Town Center	Plaquemine
Fine museums Local food/drink	Tautman Museum, Plaquemine Lock
Entertainment	Acadian Festival, Swamp Tours
Shops featuring regionality	Plaquemine Main Street
Craftsmen of local talent	Artists
Interprets local economy	Cora-Texas Sugar Mill

*"Folks are looking for a gentler way-of-life. In our town you can turn your dogs and children out in the morning and they both come home in the evening. You learn to drive around people who stop in the middle of the road to talk."* Bud Hill- McClellanville, SC (population 459)



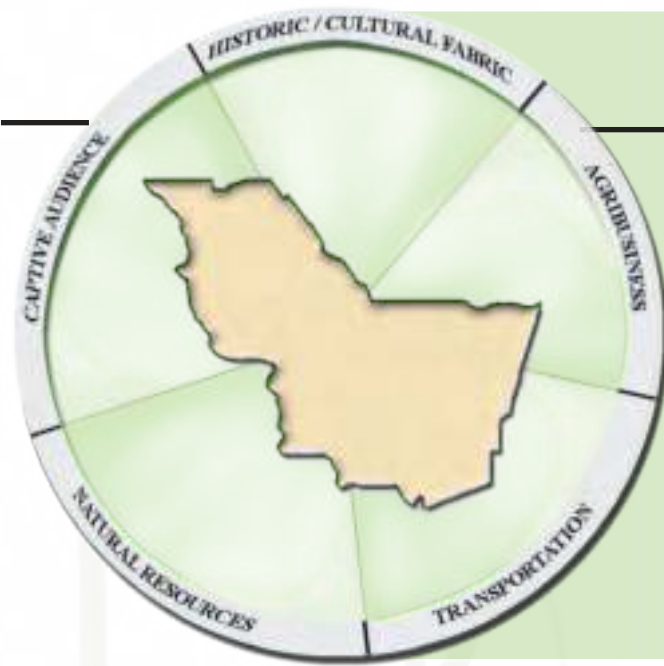
### Case Study: "Water Fire Providence"– Providence, RI

Downtown Providence is never more spectacular than when its bridges and walkways are bathed in the golden glimmer of Water Fire. In 1994, Barnaby Evans was commissioned to create the first fire to celebrate the 10th anniversary of the city's New Year's Eve Celebration. Fund raising efforts supported the permanent installation of festival components as well as later additions. The 1997 season featured 13 Water Fire events that attracted an estimated 350,000 people.

The 1997 season featured 13 Water Fire events that attracted an estimated 350,000 people. During one event, 97 Water Fires are ignited at sundown on rafts floating in the small river that threads through the town. The fires create a fragrant mixture of pine, oak, and cedar scents, which are accompanied by exceptional seasonal music. Residents and visitors have many options when deciding how to enjoy the spectacle. They might choose to look on from above through the windows of the Sovereign Plaza Ballroom or enjoy a romantic ride in a gondola. They might also choose to simply stroll along river-side walkways and enjoy the sights and smells while enjoying the music echoing beneath the bridges.

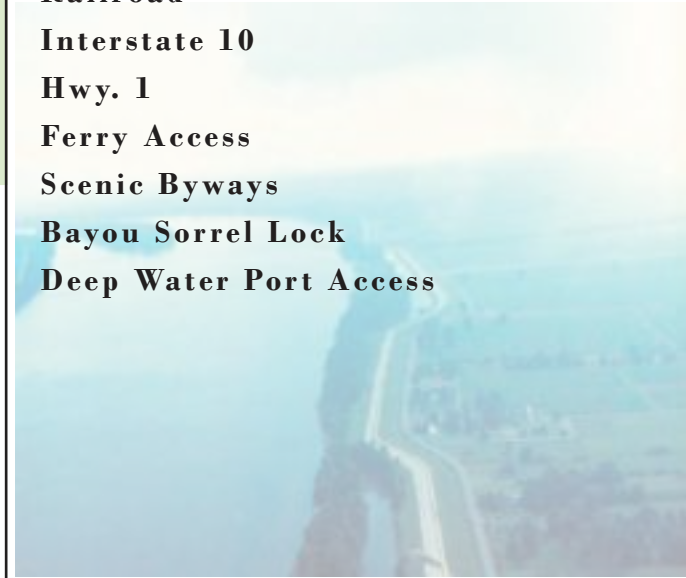






## STRENGTHS

- Louisiana Transportation Center**
- Navigable Rivers**
- Railroad**
- Interstate 10**
- Hwy. 1**
- Ferry Access**
- Scenic Byways**
- Bayou Sorrel Lock**
- Deep Water Port Access**



## OPPORTUNITIES

### Transportation - multi-modal

Having wonderful and unique natural, historical and cultural tourism assets doesn't mean a whole lot if you can't access them. Strong linkages throughout the parish will not only help to boost tourism, but will also attract new business and residents. With a portion of the proposed Louisiana Transportation Center (LTC) being located in the parish, it is critical that the transportation infrastructure be adequate to support the new facility and the volume of traffic it will bring. If the LTC comes to fruition, Iberville will be blessed to have all of the necessary means of transportation- land, water, rail and air. While transportation and infrastructure are important, perhaps even more important is maintaining a balance with the environment. New assets can be added, but existing assets must be preserved and protected in the process. Keeping the many scenic roads, and wonderful bayou, wetland and river views intact will help to maintain the wonderful quality of life in Iberville. The ruralness of the parish puts it in a unique position to take a proactive and planned approach to new development and infrastructure. We have a clean slate and can begin using smart growth principles to plan for our future instead of fixing old mistakes.

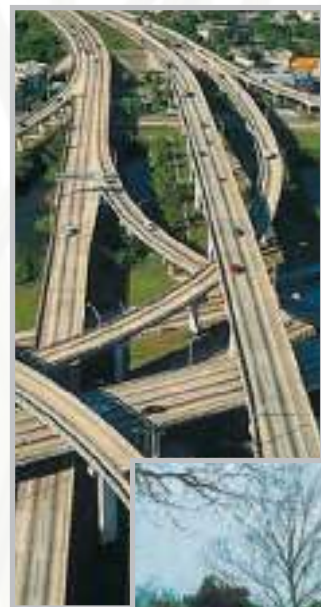
## FUNDAMENTAL UNITY

*"As long as we deny infrastructure's fundamental role in the making of the commonwealth, both city and suburban residents will continue to lose community cohesion and quality of life, because utility systems will continue to expand and bisect the community."* —William Morrish, FASLA

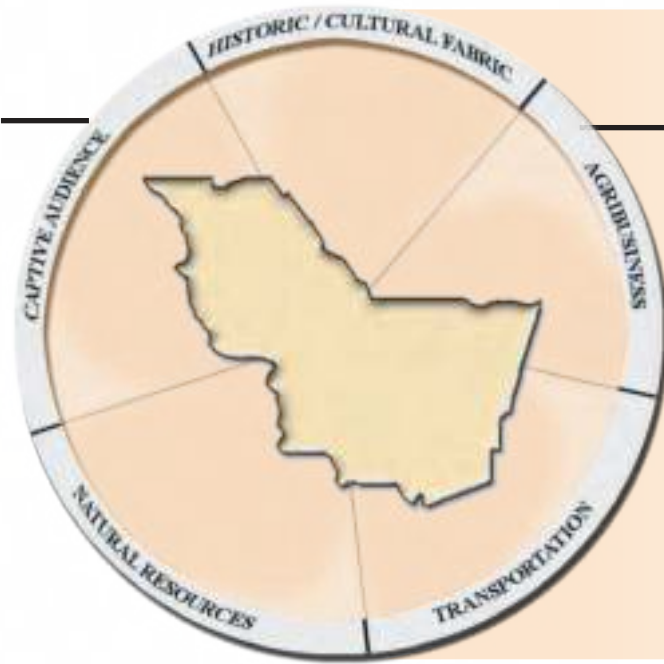
By definition, infrastructure implies an underlying base or foundation of facilities and equipment needed for a functioning system. In planning terms infrastructure refers to those underlying structures which feed and maintain modern development. Utilities infrastructure refers to water, electrical, natural gas, telecommunications, drainage and sewer systems. Transportation infrastructure refers to bridge and highway, rail, water, and air systems. These systems represent the arteries of modern development bringing essential blood flow to the vital organs of the community body.

Vision 2020 places its focus on transportation infrastructure and identifies "to improve and sustain Louisiana's physical infrastructure, including highways, waterways, ports, and rail" as Objective 2.3 under the Goal of Economic Strengthening and Diversification. The plan goes on to list 22 specific benchmarks against which to measure targeted improvements.

Clearly, development and infrastructure share a symbiotic relationship. It is essential, however, that the focus of both should be on improving the overall quality of life for those served. In other words, infrastructure should serve, not enslave, citizens.

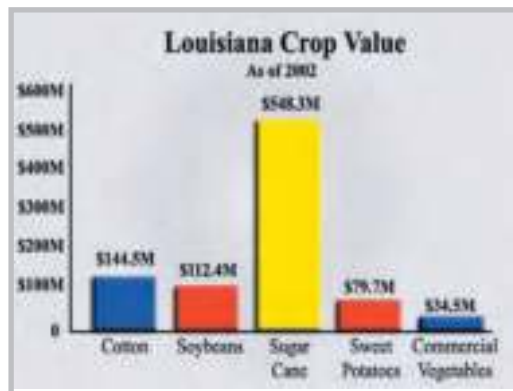






## STRENGTHS

- Rich Soil / Sugarcane
- Chemical Industry
- Timberland
- Crawfish Industry
- Cora-Texas Sugar Mill
- Louisiana Transportation Center
- Close Proximity to LSU
- Sugar Research Station
- Vo-Tech School
- High-Speed Internet
- WMA / Refuges
- Skilled Workforce
- Experienced Financial Structure



"Retail sales of green industry goods and services also increased dramatically, as measured by estimated expenditures per household that went from \$190.92 in 1995 to \$408.82 in 2001. This suggests that more household disposable income is being allocated to green industry goods and services. It is a reasonable prediction that this industry's future will remain bright."



## OPPORTUNITIES

### Agribusiness - a sleeping giant

An opportunity exists for the parish to diversify its agriculture. The rich farmland in Iberville allows us to grow virtually any crop and exploring partnerships between the existing chemical industry and potential 'bio-pharms' could be a great opportunity for the Parish. Diversifying the sugarcane industry for use in the production of plastics, beverages, medicines and fuels is an untapped resource as well. Iberville could become the 'brains of cane' mecca of the world through research, partnerships and increased utilization of land and skills. These partnerships should start with public and private education by linking the parish agricultural industry with its educational programs and facilities. LSU Ag Center Sugar Research Station in St. Gabriel, vo-tech schools, technical colleges, WMA's, refuges and public/private schools can all benefit by learning from one another. In turn, the parish will generate ag-educated and ag-interested youth and preserve the parish's rich agriculture heritage. Just as important is adding value to the existing agriculture industry in the parish. This can be done by linking and partnering local business and industry, for example:

Sugarcane ---> Cora-Texas Sugar Mill---> Candy Factory ----> LTC ----> World Market

All of this must be integrated and linked via new cyber-technologies in an agriculture and education network.

### Green Industry

The steady increase of "quality of life" projects throughout the country will increase the need for landscape and nursery industry products and services. The fertile soils and subtropical climate of Iberville Parish can support a wide variety of agricultural products. Among these is the rapidly expanding landscape/nursery industry. This industry is now being referred to as "Green Industry."

The LSU AgCenter's September 2003 report; Louisiana's Green Industry: Evaluation of its Economic Contribution reports Annual gross sales of Greenhouse and Nursery products at \$119.9 million dollars and growing. Landscape Contractors, according to nationally accumulated figures, each expend an average of \$68,200 annually on plant material alone, not including fertilizers and other related chemicals, fuels, and equipment. In Louisiana, the annual expenditure for retail sales of landscape and garden items (National Gardening Association, 2001) by combined households (1.67 million) is \$676 million.

Iberville Parish has pre-existing skills and a strong cultural history of utilizing their rich soils. Increased participation in the rapidly growing Green Industry would seem to be an easy transition. Any assistance in the promotion and enhancement of this industry could prove very beneficial on many economic fronts (image, jobs, sales tax, and natural resources).



# Vision & Goals

I B E R V I L L E   P A R I S H   M A S T E R   P L A N

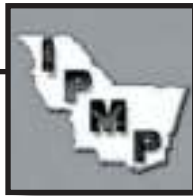


*"Increasing our Quality of Life in areas tied to the Mississippi River, Bayou Plaquemine, the Basin, and in our historic downtowns will certainly enhance how our visitors enjoy their stay in the community. From an economic standpoint I think it does much more, it raises the sense of pride and comfort in our own citizens. That in turn brings new business and opportunity here ... one family at a time."*

Mayor Mark A. "Tony" Gulotta  
City of Plaquemine







## Visioning Sessions

### VISIONING INTRODUCTION

During the months of April through November 2004, the citizens of Iberville were asked to participate in visioning sessions. The sessions were spread out over five parts of the parish to allow for easier access to the meetings and encourage higher attendance. At the end of the visioning sessions more than 300 people had attended, participated and shared a voice in the development of the overall 'dream' and vision for their communities. The forums were started with a brief review of the inventory data of the parish. Natural, human and economic resources were presented through maps and charts so that the citizens might have a better understanding of the opportunities and limitations existing in their parish. Following the presentation of the inventory data, discussions were opened and several questions were presented to the community:

1. Why do you choose to live here?
2. Where do you take visitors?
3. What are your dreams for the future?
4. What can I do to make our home an even better place to live?

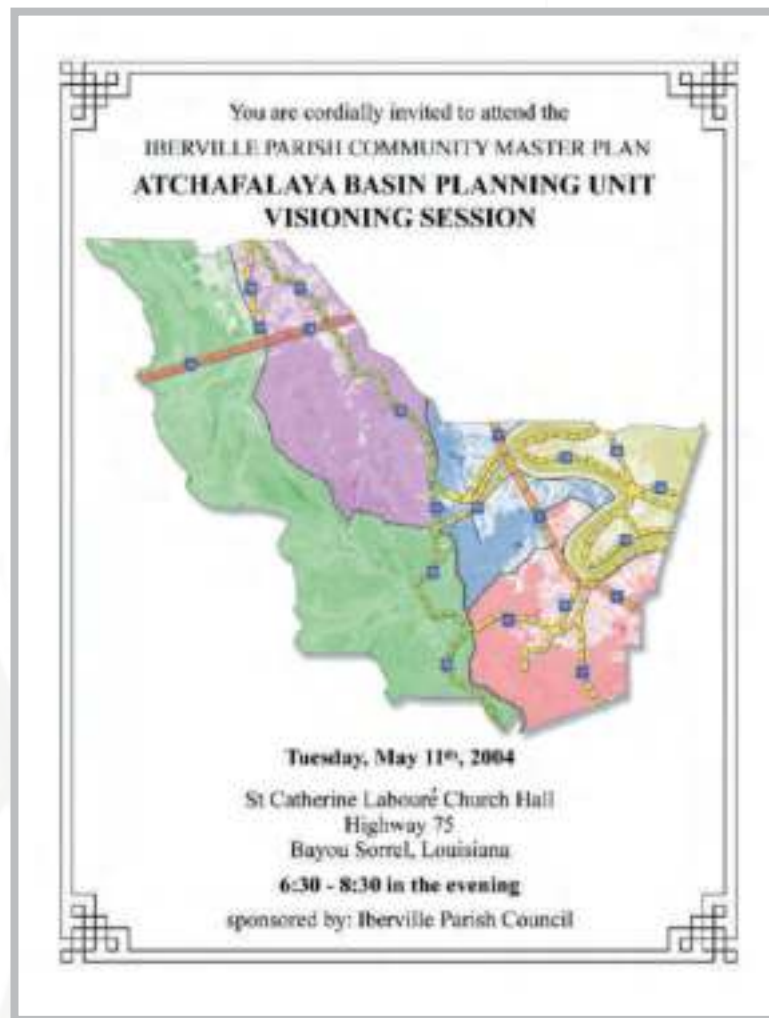
### Meeting No.1: Central Planning Unit

On April 6, residents of Plaquemine and surrounding areas met at the Plaquemine City Hall to begin the series of visioning sessions in Iberville Parish. Listed below is a summary of the issues and responses made in that meeting.

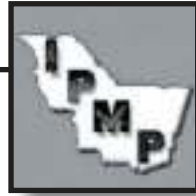
*Why do you choose to live here?* The Central Planning Unit Meeting revealed that the attendees choose to live in Iberville Parish for three main reasons: church, family, and the quality of life. The group identified quality of life elements as friendly people, a low crime rate and recreational opportunities. Many people choose to live in Iberville Parish because it offers a small-town atmosphere with excellent access to Baton Rouge's commerce.

*Where do you take visitors?* Golf at the Island Country Club, a ferry ride across the Mississippi River, a visit with the Mayor of Plaquemine and tours of the historic fabric are some of the best sites the parish has to offer. Iberville Parish has many historical sites such as St. John Church, Bayou Plaquemine Locks, Nottoway Plantation, Cora-Texas Sugar Mill, Plaquemine Museum and various buildings throughout Plaquemine's downtown.

*What can I do to make our home an even better place to live?* Of the things that people feel need improvement, education appears to be the largest concern. In addition, several people commented that they would like to see a more pedestrian-friendly walking environment throughout the downtown area with better wayfinding systems. Everyone agreed that it is important to have new well-planned infrastructure, gateways and convenient access into the parish. Although land prices are not extremely expensive, a majority of the parish residents feel that there is a need for more affordable housing specifically for middle income families. To address quality of life issues, people would like to see more opportunities for arts, entertainment and local shopping.

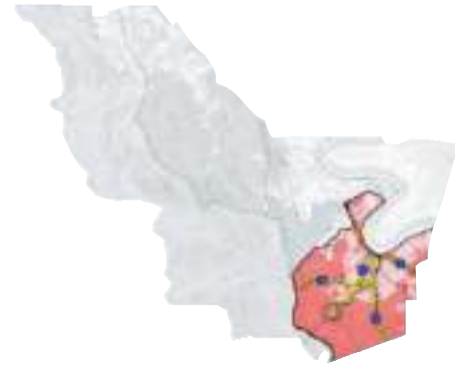






## Meeting No.2: Southern Planning Unit

On April 12, a group of 20 residents of White Castle and surrounding areas met at White Castle City Hall to begin the second Iberville Parish visioning session. Listed below is a summary of the issues and responses made in that meeting.



*Why do you choose to live here?* The people of this area choose to continue to live here due to the small-town environment that is close in proximity to major commerce. Most of the residents feel that they live in a safe place with great churches and a place where the political leadership is accessible by all. Many people feel that they have good access to healthcare and affordable housing and that there are excellent opportunities on the horizon for this area.

*Where do you take visitors?* Nottoway Plantation, Hilda's Soul Food, the Cora-Texas Sugar Mill, the Madonna Chapel, acres of sugar cane fields and the ferry to Carville. The citizens of this part of the parish are also very proud of taking visitors to see the Mayor of White Castle, their local church, the Plaquemine Museum, the Plaquemine Locks, the restaurants in Plaquemine and on boat rides in one of the parish's many waterways.

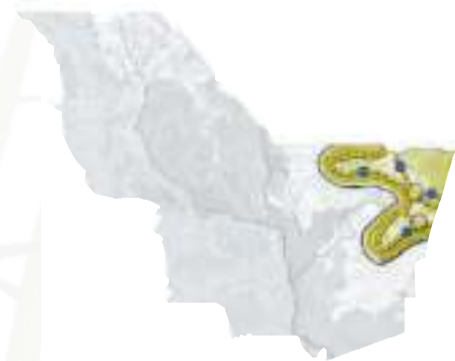
*What are your dreams for the future?* While protecting their sense of community, the residents of the Southern Planning Unit would like to have more restaurants, single parent housing, subdivisions and employment opportunities. There should be efforts to protect the existing historic building stock and make the space available for training centers, hotels and small businesses. The group recognizes the positive impact that could be potentially realized if the Louisiana Transportation Center comes to fruition. In order to expand the size of White Castle, there will need to be better communication between the surrounding land owners and the political leaders.

*What can I do to make our home an even better place to live?* The Group explained that they would like to see more economic development in their area especially the development of the LTC. Education was once again a major concern that needs to be addressed in the Parish and in this Planning Unit. The attendees would like to see more community involvement from all citizens as well as more outreach to the young people of the parish. Another major concern is the speed of the train that travels through the area; it moves through at such a high rate of speed that it is causing physical damage to several of the nearby historical buildings. The group asked that improved, usable sidewalks and a public transportation system be added to their area.



## Meeting No.3: Eastern Planning Unit

On April 13, seven residents who are committed to improving their quality of life attended the Eastern Planning Unit visioning session held at the St. Gabriel City Hall. Listed below is a summary of the issues and responses made in that meeting.



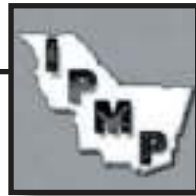
*Why do you choose to live here?* All seven stated that the reason they chose and continue to live in Iberville Parish is because of the great community life and small-town feeling that exists. The Eastern Planning Unit offers an excellent connection to Baton Rouge's commerce and a quiet, tranquil place to live with affordable land prices. The schools and neighborhoods are closely related; most of the school children live in the same neighborhood. Parents have the security of knowing who their children are playing with and that they will be taken care of when visiting a friend's house.

*Where do you take visitors?* Most of the people from this region are particularly fond of their St. Gabriel Catholic Church, natural environments and vegetation and the abundant wildlife. Other places to visit include Spanish Lake gator tours, a ride on the Mississippi River ferry, Nottoway and the African-American Museum in White Castle.

*What are your dreams for the future?* St. Gabriel has grown tremendously over the past several years and has recently received "City" status; the attendees agreed that they all would like to see a cleaner and more structured city. Controlled/planned development is critical to the success of St. Gabriel. Gateways, housing developments, and a town center are needed in this area. Several of the participants commented that they would like to see closer shopping options than Baton Rouge stores. Everyone agreed that the education system needs a major overhaul throughout the whole parish and that they would like to raise their school to a new level of pride.







## Meeting No.4: Northern Planning Unit

On April 19, a group of eight citizens and city officials of Grosse Tete and surrounding areas met at David's Cafe to hold the Northern Planning Unit visioning session. Listed below is a summary of the issues and responses made in that meeting.



*Why do you choose to live here?* They explained that they live in their area because of the quiet, rural life. Several of the attendees were born there and choose to stay there for the sense of community and clean air. This area offers excellent access to Baton Rouge's commerce and recreational opportunities. The group vowed to protect their sense of place and control development through smart growth.

*Where do you take visitors?* There are many things to do and see in this part of the Parish such as going to dinner at Joe Dreyfus' Restaurant and LeRoy's hamburger place, touring the Episcopal Church in Rosedale, touring the area plantations and Indian mounds and going into the Atchafalaya Basin for hunting, fishing, and/or bird-watching. Scenic Highway 77 along Bayou Grosse Tete is an excellent way to get to the parish's other unique assets such as the Plaquemine Locks, Nottoway and the ferry across the Mississippi River. Another selling point for this area is its proximity to Baton Rouge's commerce and LSU.

*What are your dreams for the future?* The participants would like to see their sense of community protected and grow more into a retirement area with the introduction of new residential subdivisions. They would like to promote this area as a tourist destination point for the Atchafalaya Basin and as the gateway to the parish. Before promoting their area, they would like to focus their efforts on a cleaner bayou edge along Bayou Grosse Tete, a hotel and campgrounds and more recreational opportunities such as better access to the basin and a Bayou Grosse Tete Waterfront Park. Other tourist services should include a 24-hour grocery store and a swamp tour.

*What can I do to make our home an even better place to live?* There is a strong need for a better connection to the rest of the parish. The people of this planning unit need to be more involved in the parishwide affairs and work harder to get the young people involved in the betterment of the parish. The group recognized that there needs to be a change in attitude and a greater appreciation for community beautification and litter control.



## Meeting No.5: Atchafalaya Planning Unit

On May 11, a group of 26 residents attended the Atchafalaya Planning Unit Visioning Session held at the St. Catherine Labouré Church Hall in Bayou Sorrel. Listed below is a summary of the issues and responses made in that meeting.



*Why do you choose to live here?* The people of this area choose to continue to live in this area due to the small-town environment that is close in proximity to major commerce (Plaquemine and Baton Rouge). Many residents earn their living through the natural resources afforded by the Atchafalaya Basin; all are interested in preserving and enhancing the water quality and rich ecosystem. Most residents also take advantage of the recreational opportunities offered by the Basin.

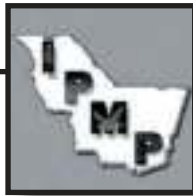
*Where do you take visitors?* When visitors of the residents come to the area, most are taken into the Atchafalaya Basin. Other places of interest are the parish's historical sites, Mississippi River, Cora-Texas Sugar Mill, Louisiana seafood restaurants and the Hansen's Disease Center Museum. Other notable activities include taking a ferry ride and observing the beautiful live oak trees.

*What are your dreams for the future?* The biggest requests for future improvements to this area are to address freshwater in the Atchafalaya Basin and establish a paved hurricane evacuation route along the base of the levee to Interstate 10. Many of the attendees requested that silting in the basin be addressed to preserve the aquatic habitat and that the erosion be controlled and security be enhanced along the Intercoastal Waterway. Drainage improvements are a high priority for the local community. Other dreams include having parishwide zoning, more commercial/entertainment options, and enhanced recreational facilities. The people of this area support the Louisiana Transportation Center and economic downstreaming for the sugar and fishing industries.

*What can I do to make our home an even better place to live?* Many of the residents agree that they can take part in making their community better by getting involved with the community by cleaning up litter, helping to reducing theft, shopping within the parish, and most of all by having a positive attitude. Several residents would like to help bring fresh water to the basin, get the Bayou Sorrel Locks moved farther north and get a new span bridge across the Intercoastal Waterway.







### Meeting No.6: Local Industry Employees (Residents)

On May 11, a group of 12 people attended the local industry employees - Iberville Parish residents visioning session held at the offices of Georgia Gulf Chemicals & Vinyls, LLC. Listed below is a summary of the issues and responses made in that meeting.

*Why do you choose to live here?* This group of people was particularly proud of where they live and commented that they choose to live in Iberville Parish because of family, heritage, the friendly people and the closeness of the community. All agreed that they have excellent access to Baton Rouge and the many surrounding natural resources while maintaining a “country living” atmosphere.

*Where do you take visitors?* This group commented that they are particularly proud of taking visitors to see Nottoway, the Historic Plaquemine Locks and area churches. Other areas of interest include the Atchafalaya Basin, Island Golf Course and area restaurants.

*What are your dreams for the future?* The attendees explained that they would like improvements made to the parish’s gateways and image, more art/culture/entertainment venues and more activities for young people. This group is in support of the Louisiana Transportation Center and would like to see more industrial/commercial diversity in the parish. Several people in the Group also commented that they would like to see better circulation for industry/commerce and higher education opportunities, but the most important request is to protect their sense of community.



### Meeting No.7: Local Industry Employees (Non-Residents)

On May 11, a group of 12 people attended the local industry employees - non-Iberville Parish residents visioning session held at the offices of Georgia Gulf Chemicals & Vinyls, LLC. Listed below is a summary of the issues and responses made in that meeting.

*Where do you live?* Most of the meeting attendees are from neighboring Parishes and one lives parttime in the parish. Many agreed that they live where they live because it is not congested, is a strategic location between work and commerce and is safe. They feel that their location offers them better access to medical facilities, LSU and a good education system. They feel that their location has a good image and is protected by zoning.

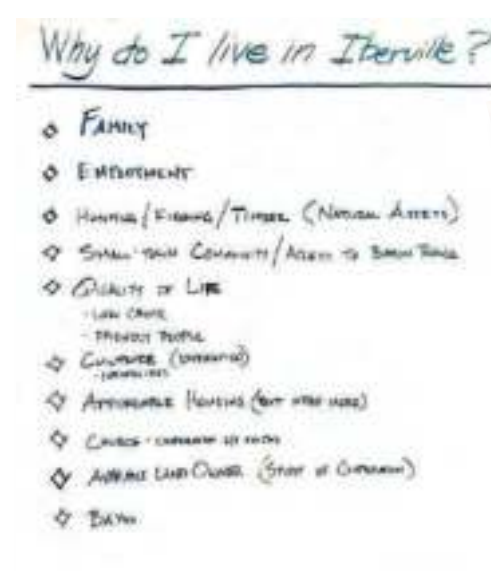
*Why do you choose to live where you do? What does your community offer?* The most notable discovery from this group is the fact that the number one reason people choose to not live in Iberville Parish is due to its poor image. Most felt that if Iberville addressed its dilapidated structures, enhanced its gateways and kept its litter picked up, they would be more likely to relocate there. Their number two suggestion is to address the education system in the parish.

*What would make you consider moving to Iberville?* These people are making an incredible sacrifice to drive to work as far as they do everyday, but could be persuaded to relocate. The reasons they choose to live where they live are consistent with the reasons offered by the Iberville parish residents. It comes down to a difference of opinion with image and education.

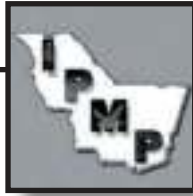


### Meeting No.8: Major Land Owners

Beginning in August and continuing through November 2004, a group of Iberville parish major land owners with holdings of 5,000 acres or more were invited to attend visioning sessions for the master plan. This group was formed as a focus group, organized with the lead of Mr. Johnny Higdon of the A. Wilbert’s Sons LLC, in an effort to remain informed of the master planning decisions. This group offered insight into the dynamics of the business of being a major land owner as well as the urgency to establish alternative development plans based on the ailing sugar industry. The owners were very receptive to development potentials and very interested in the visioning comments of the parish residents. Protecting the value of their property, while adding to the economic vitality of the parish, was discussed as an important goal of the master plan. In summary, the dreams and visions of this group matched those of the other citizens of the parish.







## IBERVILLE PARISH STRATEGIC PLAN

In addition to the information gathered at the master plan visioning sessions, Iberville Parish residents also provided some very good input into the development of the Iberville Parish Strategic Plan, which was completed in March 2003. The Iberville Parish Council, parish president and the Iberville Parish Chamber of Commerce, who funded the study, played a major role in the development of the plan. The Berman Group, a New Orleans-based Planning Group, was hired to facilitate the planning process and a series of meetings to identify the parish strengths, weaknesses, opportunities and threats. This data and other sources such as census data, the Iberville Parish community profile, and the business attitude survey were used to prepare the strategic plan. Participation by the community was paramount in the development of the Plan which focused on current community issues such as education, economic development and image of the parish.



## SUMMARY OF VISIONING

It was discovered that the majority of the Iberville Parish residents choose to live in Iberville Parish due to its strong sense of community, proximity to Baton Rouge and quality of life. Interestingly, the non-resident Georgia Gulf meeting revealed that those individuals choose to live elsewhere for their community's sense of community and quality of life. The difference in the perception of the two groups is the poor physical image of the parish and the poor performance of the Iberville Parish public schools. Each visioning meeting was compared the other meetings for common and unique responses as seen in the adjacent chart. The summary of this information reveals that there are four expressed critical needs in Iberville Parish that could be expanded from the Strategic Plan:

1. Affordable Housing Options
2. Convenient Shopping Options
3. More Economic Development Opportunities/Diversity
4. Planned New Infrastructure and Gateway Improvements



Question Posed / Response	Central	Southern	Eastern	Northern	Atchafalaya Basin	Local Industry Non-Residents	Local Industry Residents	Total
<b>Why do you live in Iberville?</b>								
Proximity to Major Commerce / Access To Baton Rouge	20	15	7	8	10	8	10	78
Small Town / Community	20	15	7	6	12		9	69
Family / Heritage / Roots	15	15		6	17		8	61
Schools / Churches		12	6		16	10		44
Quality of Life - Low Crime, Friendly People	12	15		5		8		40
Recreation - Access to Natural Resources	5			4	17		7	33
Affordable Housing (but need more)	5	3	7					15
<b>Where do you take visitors?</b>								
Hot/booby	23	20	5	6	15		10	79
Ferry / Mississippi River	20	15	7	6	12			60
Plaquemine Locks	22	10		5	10		12	59
Atchafalaya Basin	15			5	15		6	41
Local Restaurants		5		5	15		7	32
St. John Church	15				10		5	30
Cora Texas Sugar Mill	10	15			5			30
<b>What can I do to make our home an even better place to live?</b>								
Improve Education	25	20	7					52
More Community Involvement		12			12			24
More Economic Development		15						15
Move Bayou Somer Look North					12			12
Better Communication		10						10
Develop Public Alternative Transportation		5						5
Slow Down the Train		5						5
<b>What are your dreams for the future?</b>								
Land the LTC		20			20		12	52
More Single Parent Housing / Subdivisions	15	5	5	5				30
More Shopping Options	15		7	4	5			31
More Employment Opps / Workforce Training / Warehouse Facilities / Diversity		12		5	5		8	30
Planned New Infrastructure and Gateways	10		7				11	28
More Arts and Entertainment	10		3		5		9	27

Listed below are some of the remaining responses to the visioning questions. Many of these responses were mentioned multiple times and they are listed in order from most to least mentioned.

### Why do you live in Iberville?

- Great place to a earn living (fishing)
- Access to healthcare
- Quiet
- Not congested
- Strategic location
- Employment
- Accessible leadership
- Clean air
- Controlled development
- Shopping
- Good image
- Great place to raise family
- Church
- Great opportunities

### Where do you take visitors?

- Museum
- Baton Rouge / LSU
- Mayor
- Madonna Chapel
- Island Golf Course
- Cane fields
- Hwy.77 scenic byway
- Wildlife
- Tiger truck stop
- St. Raphael's cemetery
- Spanish Lake gator tour
- St. Gabriel Church
- Nature
- Downtown

### What are your dreams for the future?

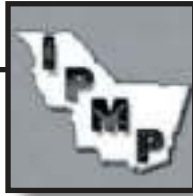
- Clean bayou edges
- Place for children to work/live
- Preserve 'sense of community'
- Control basin silt
- Improve erosion
- Pedestrian-friendly downtown
- Drainage improvements
- Good hurricane evacuation route
- More restaurants
- Litter control
- Better educational facilities
- Convenient access to parish
- Recreational opportunities
- Protect historic buildings

### What can I do to make our home an even better place to live?

- Decrease crime
- Develop usable walkways
- Positive attitude
- More outreach to young people
- New bridge across Intercoastal
- Capture and record history





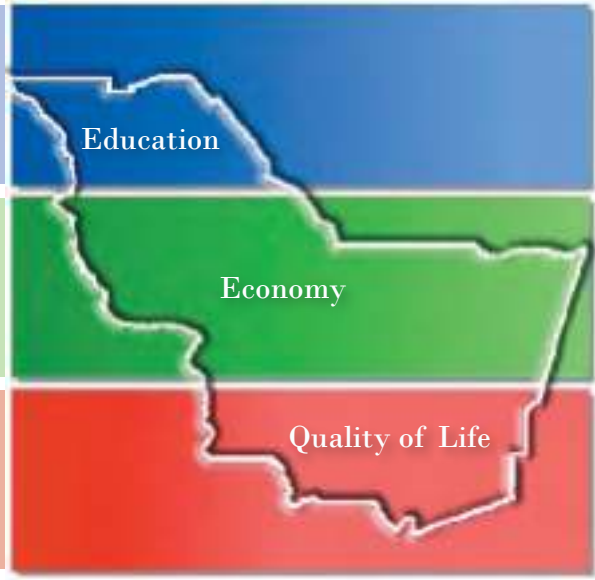


## VISION 2020

1. EDUCATION- To be a learning enterprise in which all Louisiana businesses, institutions and citizens are actively engaged in the pursuit of knowledge.

2. ECONOMY- To build a thriving economy driven by innovative, entrepreneurial and globally competitive companies that make productive use of technology and the state's human, educational and natural resources.

3. QUALITY OF LIFE- To achieve a standard of living among the top ten states in America.



### VISION & GOALS INTRODUCTION

The information gathered from the visioning sessions, Iberville Parish Strategic Plan and interviews with Iberville citizens was used to create the master plan's *Vision* and *Goals*. The *Vision* is the overriding theme which defines the community's dream for the future of the parish. The *Goals* take the *Vision* and break it into individual elements which need to be addressed in order to attain the 'dream.' Each goal is analyzed with regard to:

- the **Community's Perception** of existing conditions
- a **Reality Response** of that perception
- an **Opportunity Response** which seeks to list a set of measurable *objectives*

Each *objective* separates the goals into smaller tasks which, when jointly accomplished, will achieve the desired goal. Furthermore, as represented at all the community meetings, the *Vision*, *Goals*, and *Objectives* of the master plan will take advantage of the continued efforts by the Louisiana Economic Development Council (LEDC) by integrating master plan objectives with Vision 2020. This prerogative will help to insure that the efforts made in Iberville will coincide with, and be amplified by, the wider efforts by state officials. The development of the objectives for each master plan goal will reflect consideration of the three principal areas of emphasis outlined in the Vision 2020 graphic, shown at the left.

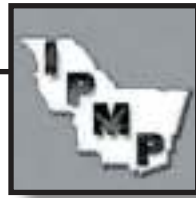


**Vision:** *Iberville Parish will be a diverse community that celebrates our rich heritage while embracing the future. Its flourishing economy will provide the basis for educational opportunities and cultural advances which will afford every citizen the opportunity to reach his or her full potential.*

- Goal 1:** To increase and diversify housing.
- Goal 2:** To increase local shopping opportunities.
- Goal 3:** To improve and enhance infrastructure and gateways.
- Goal 4:** To increase economic opportunities within the Parish while maintaining its rich heritage and culture.







## Goal 1: To increase and diversify housing

**Community Perception** – Iberville Parish residents experience difficult decisions when it comes to purchasing housing. People believe that the lack of housing is one of the reasons that so many people choose to work in the parish and live elsewhere. Some residents feel that the major landowners in the parish have limited the growth potential of the parish by not allowing for the development of some of their property. Many residents speak of a real need for more affordable housing options, particularly in the middle-income bracket.

**Reality Response** – Before considering new residential development, it would be judicious to assess the existing residential land use areas in the municipalities for density, value and availability. New residential outside of existing boundaries means new costly infrastructure. It makes economic sense to first ensure that existing neighborhoods are intact and at near full capacity before new development is initiated. Housing in Iberville Parish is very affordable in comparison to other parts of the country; however, the availability (or perception thereof) has been limited in the past. Some of the major land owners of the parish have recognized this need and the importance of diversifying their landholdings into other types of investments. The Island Community and Golf Course, a recent development in the parish, attests to this movement toward diversification. However, lack of planning and experience in residential development has reduced the effectiveness of the impact on available affordable housing. Prior to making any definite plans for residential development, the Parish needs to consider obtaining a market analysis and an economic pro forma to make informed decisions. This analysis should certainly take into account an understanding of the “captive audience” and potential expansion of the existing industries as well as quality to attract retirees.

Iberville Parish must also remain attentive to the potential for the development of the Louisiana Transportation Center (LTC). As long as the Parish government keeps focused on that potential, they can be better prepared through planning to capture the positive offerings. A more detailed look at the LTC development plans may reveal a major need for well-planned housing to meet the needs of new workers.

**Opportunity Response** – In an effort to resolve the lack of available housing options, Iberville Parish must find common ground between their needs and the goals of the major land owners. There is an opportunity to work with all landowners to take advantage of the growing need for middle-income housing options. Another opportunity exists in the northern part of the parish to diversify the housing community to include retirement housing.

**Vision:** *Iberville Parish will be a diverse community that celebrates our rich heritage while embracing the future. Its flourishing economy will provide the basis for educational opportunities and cultural advances which will afford every citizen the opportunity to reach his or her full potential.*

### Objectives:

#### 1-a: Identify high priority locations for new or infill residential development.

- Determine appropriate areas that utilize existing infrastructure for new residential developments.
- Seek to protect the existing environment and historical and cultural fabric of the parish by appropriately locating residential development.
- Understand the opportunities that may be presented by the development of the Louisiana Transportation Center and seek to capture up-scale residential developments.
- Seek to understand the future trends of Baton Rouge development. It is evident that Baton Rouge is inching ever closer to the Iberville Parish boundaries, in particular on the east side of the river.

#### 1-b: Adopt Smart Growth policies to ensure quality new developments.

- In key neighborhoods, allow accessory housing/dwelling units, such as garage apartments, flats or other secondary housing types within single family homes or on the same lot.
- Encourage cluster developments, which are a mixture of land uses (commercial, residential, mixed -use) all in one development and where a substantial portion of the site is set aside for permanent protected open space.
- Utilize mixed-use zoning principles that allow for different types of uses in the same zoning district, which will help to create walkable communities and to restore activity to downtown areas.
- Initiate a SMART housing program that gives developers and builders incentives by waiving fees and faster permit reviews if they meet the program criteria. SMART - Safe, Mixed-Income, Accessible, Reasonably-Priced, Transit-Oriented Housing.

#### 1-c: Identify and provide incentives for infill housing.

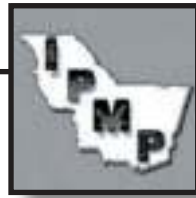
- Institute a parish-wide infill development program which will provide incentives to builders and developers who pursue infill development and follow the appropriate guidelines stated in the program.
- Encourage infill development to help reduce local government costs by utilizing existing public facilities and infrastructure. This should also help to strengthen older existing neighborhoods by bringing in new residents, business and investment.
- Preserve existing farmland and natural resources by encouraging infill development.
- Implement a program to identify and dispose/rehabilitate abandoned buildings.

#### 1-d: Work with existing property owners to encourage new development based on higher standards for developing quality of life environments.

- Develop a relationship with the major land owners and seek to understand and partner toward community development goals. Work to reach common ground on which the needs of the parish are in line with the goals of the developers.
- Grant density bonuses that allow developers to increase density of developments in exchange for public amenities and improvements.







## Goal 2: To increase local shopping opportunities.

**Community Perception** - One citizen commented that “the first questions that newcomers ask is: ‘Where’s the real Wal-Mart?’” Most of the residents of the parish feel that their shopping options are severely limited. In particular, the northern part of the parish is limited to convenience stores for local shopping. Residents must travel to Baton Rouge for most of their everyday goods. Baton Rouge is the easy shopping choice for the eastern part of the parish due to proximity. The remaining parts of the parish are able to shop for goods in the Plaquemine area; however, prices are higher than they are in the Baton Rouge area.

**Reality Response** - Iberville Parish does have shopping options in the Plaquemine Area, and prices may average slightly higher than prices in the Baton Rouge area. However, the offset costs of driving to Baton Rouge for simple shopping makes it worth shopping locally when merchandise and services permits. The north and east parts of the parish do have real problems with shopping options. A new Wal-Mart is planned for the Plaquemine area. Downtown Plaquemine is unique in the fact that they have very few vacant commercial buildings; the majority of these buildings have been renovated and used for new businesses. Commerce has declined significantly in all areas of the parish excluding Plaquemine and St. Gabriel. Interstate 10 provides a massive amount of traffic that it not captured to help support these ailing commercial options. It will always be difficult to compete with the shopping options afforded by the proximity of Baton Rouge. The reality is that there is a trade-off when it comes to wanting more shopping options and maintaining rural quality of life. Other than Plaquemine, the majority of the parish lacks the population density to support an abundance of diverse shopping options. The transient nature of factory workers is a challenge as well as an opportunity to capture money from these people while in Iberville (i.e. buying gas, groceries, convenience items, etc.). In addition, visitors and tourists have to continue to travel to and from the parish because there are no hotels for overnight stay in the parish.

**Opportunity Response** – Currently, it is very difficult to compete with Baton Rouge on “big ticket” items, but Iberville can offer the everyday items at comparable prices. The opportunity exists to build capacity with the small stores while developing strategies to attract major retailers in the high-traffic areas of the parish. Most importantly, Iberville needs to better capture the commerce that is regularly lost from the commuting factory workers, corporate meetings, Atchafalaya Basin visitors and parish tourists. Plaquemine can continue to grow its historic downtown as a ‘Main Street’ walkable, friendly shopping experience. This can prove to be a ‘destination’ when tied to an opportunity for an overnight stay.



### Objectives:

#### 2-a: To strategically mix land uses to build capacity near shopping options.

- Mixing land uses will help to stimulate local business by bringing potential customers within walking distance.
- Make commercial areas more walkable. Walkable commercial areas as well as mixed-use areas benefit greatly by making them pedestrian accessible. A pedestrian-friendly environment encourages visiting and potentially more shopping. Walkable areas also bring about feelings of safety and liveliness which stimulate business and community.

#### 2-b: Stake out claim to all necessities such as groceries, pharmaceuticals, school uniforms, etc. and develop strategies to attract retail and create awareness of loyalty by Ibervillians.

- Convert abandoned malls / commercial streets to mixed use developments (corridor redevelopment). ‘Greyfields’ are prime development space and will provide the necessary infrastructure for new mix-used developments.
- Provide public transit choices. This will allow the commercial businesses to reach a much broader area of customers. It will also allow businesses to reduce parking needs and congestion in business districts.
- Promote local competitiveness.

#### 2-c: Promote the ‘small-town’ shopping experience.

- Capitalize on the tourism industry through outside marketing.
- Promote and market the unique historic downtown shopping experience a tourist can experience.
- Promote ‘hand-made.’ The ‘hand-made’ industry provides over \$122 million a year to local economies. It will help to showcase local talents as well as provide appeal to tourists.

#### 2-d: Prepare an economic pro forma of the needs of commuters and provide for their needs.

- Determine the needs of those who travel through the parish and work to capture the full economic potential of their visit while in the parish.
- Establish services that cater specifically to their needs.

#### 2-e: Market the high-traffic areas of the parish to regional retail and work with the property owners to facilitate quality, high-value development.

- Identify these high traffic areas of the parish where the low population density can be supplemented by transients.
- Establish unique services that draw regional users.

#### 2-f: Develop incentives and guidelines to ensure quality development of new commercial venues.

- Develop the incentives for development, but focus on protecting the rural uniqueness that Ibervillians prefer to maintain.
- Develop guidelines that establish standards for building materials, setbacks, and other requirements.
- Avoid the ‘Big Box.’ Developments such as Wal-Mart and Home Depot are termed ‘Big Box’ developments. Many of these stores develop on the outskirts of towns due to lower land prices and land mass requirements. ‘Big Box’ developments contribute to the dilapidation of downtown local shopping. A 2002 study from Civil Economics showed that \$100 spent in a chain store contributed \$13 to the local economy, whereas, \$100 spent in a local store contributed \$45 to the local economy.

**Vision:** *Iberville Parish will be a diverse community that celebrates our rich heritage while embracing the future. Its flourishing economy will provide the basis for educational opportunities and cultural advances which will afford every citizen the opportunity to reach his or her full potential.*





## Goal 3: To improve and enhance infrastructure and gateways.

**Community Perception** - According to residents, most of Iberville Parish is rural and unattractive. The perception is that the litter, lack of planned development and landscape maintenance project a poor physical image of the parish. Many newcomers turn to other parishes to live where there is a strong sense of pride in the appearance of the community. Traffic flow throughout the parish is poor, particularly through Plaquemine, where streets are narrow and movement is restricted by the downtown environment. The parish lacks attractive gateways and has no distinct identity. According to the strategic plan and the comments generated at the visioning sessions of the master plan, many of the residents feel that there is a significant need for new planned infrastructure to allow their communities to grow. It was also noted that the Gateways into the Parish portray neither a positive image of the parish nor welcome visitors and that a significant opportunity is missed. Several residents of the parish also complain about the dangers of the railroad system which bisect their communities.

**Reality Response** - Iberville Parish is a unique environment, and the parish can be an attractive place to live, visit and work. However, it was discovered in one of the Visioning meetings that the image of the Parish is a major contributor as to why people choose not to live in Iberville. Attention has been brought to litter control and landscape maintenance throughout the parish and needs to be exemplified in the gateways in an effort to portray a welcome environment.

Infrastructure improvements are very expensive in Iberville Parish due to the fact that the environment is dominated by rivers, wetlands and bayous. Improvements often necessitate the need for increased roadway development requirements and bridges to complete the project. Roadway improvements must be well-planned in conjunction with other infrastructure needs such as drainage and utilities. Due to the limiting factor of the Atchafalaya Basin and the Mississippi River, infrastructure improvements typically are routed in a north/south direction. East and west access is spotty except for Interstate 10 and the unreliable ferry service across the Mississippi River. A stronger vehicular connection needs to be established between the north and central parts of the parish, and if the development of the Louisiana Transportation Center becomes a reality, significant infrastructure improvements will need to take place in White Castle as well as the rest of the parish to be able to handle the increased traffic volume.

**Opportunity Response** – Iberville Parish has the luxury of having major landowners who live within the community and who hold an interest in the development of the Parish. Countless acres have been traded for infrastructure improvements based on a partnership between the public and private entities. Iberville must continue to infill existing infrastructure before considering expanding, which has been controlled by the major landowners in the past. Opening up a north/south access route between the north and central parts of the parish will afford better access to Interstate 10 thus benefiting the entire parish with circulation and tourism access.



**Vision:** *Iberville Parish will be a diverse community that celebrates our rich heritage while embracing the future. Its flourishing economy will provide the basis for educational opportunities and cultural advances which will afford every citizen the opportunity to reach his or her full potential.*

### Objectives:

#### 3-a: Continue to work with DoTD to solve the ferry problems in ways that truly benefit Iberville Parish.

- Establish an aggressive program to renovate the ferry system.
- Pursue options that will benefit both the LaDoTD Agency as well as Iberville Parish.
- Consider consolidating the two unreliable ferries into one reliable ferry service point.
- Consider the option of combining the use of the ferry site with a riverfront park.

#### 3-b: Pursue a north/central connection.

- Identify and protect sensitive environments between the north and central route. Offer 'scenic pull-off' areas along the route to experience the unique environments.
- Identify key locations along the route to capture the economic potential of the connection and carefully plan their development.

#### 3-c: Identify primary gateways and adopt development guidelines and standards.

- Pursue partnerships in gateway and corridor enhancement projects.
- Establish clear and stringent land use zoning, landscape, and maintenance ordinances in gateway and corridor areas.

#### 3-d: Explore the use of rail during the sugarcane harvest.

- Consider using the rail system during the sugarcane harvest so the existing highway transportation system isn't strained.

#### 3-e: Ensure a holistic approach to improvements.

- Establish relationships among agencies involved in right-of-way requirements to consolidate their efforts when planning new infrastructure.

#### 3-f: Identify and improve existing circulation problems.

- Identify and address existing vehicular and pedestrian circulation conflicts.
- Seek to make downtown environments more walkable to reduce the strain and congestion.
- Support the 'Main Street' program principles.

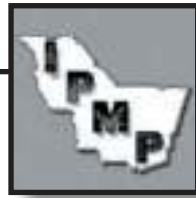
#### 3-g: Remain aware and prepare for the development of the Louisiana Transportation Center.

- Continue to keep focused on the developments that involve the creation of the Louisiana Transportation Center and plan to capture the positive opportunities that will accompany its impact.

#### 3-h: Protect and offer access to the unique environments in the parish.

- Seek to protect the historic and cultural assets of the parish as necessary by use of historic overlay zones.





## **Goal 4:** To increase economic opportunities within the Parish while maintaining its rich heritage and culture

**Community Perception** - Iberville Parish residents are very fond of their lifestyle and cultural roots. They speak of strong family ties, gracious hospitality and a hardwork ethic as the guiding principles of their lives. They are proud of the many scenic roadways by which one may experience rural Louisiana at its best – sugar cane fields, bottomland forests and wetlands, along with somnolent bayous winding their way through the towering forests. Quality of life is experienced as peaceful, quiet and close to the land with ample opportunities to enjoy nature at its best. At the same time, this peaceful lifestyle is seen to lack ready opportunities for economic advancement. Jobs are scarce and generally dependent upon industry while shopping and entertainment offerings are meager. Residents of Iberville want to improve in this area while holding on to the qualities they value so highly.

**Reality Response** - Since Iberville Parish is such a great place to live, many choose to stay despite the difficulties in finding employment. Most of the jobs in the parish are highly specialized and typically require higher degrees of education and skill. There is a real need to capitalize on the existing industries in the area by developing supporting downstream businesses that utilize the raw materials that are generated in the area.

Despite the deep sense of pride many feel about the “ruralness” of Iberville, there exists a serious concern over its sustainability. Of greatest concern is the fear that young people, seeking more varied opportunities, will continue to emigrate out of the Parish and the chain of culture will be broken. A large part of Iberville’s rural character results from its long history of agriculture. However, statistics show that the numbers of households dependent upon farming is rapidly decreasing. Modern agriculture requires vast acreage, very expensive equipment and a ready line of credit. Few young people considering a future career have access to such assets which leads many to seek other livelihoods.

There are opportunities, however, to capture the enthusiasm and imagination of young people in the high-technology aspects of modern farming if beneficial partnering between educational institutions and businesses can be established.

Iberville is also fertile in terms of the number and quality of its historic and cultural assets. These assets, if properly actualized, can also provide opportunities for well-educated, creative entrepreneurs to capture a piece of the growing tourism and culture market.

**Opportunity Response** - All the other goals have an economic development emphasis and should be considered part of this goal as well. In fact, this goal could become the guiding principle for all the others as it considers economic advancement with preservation of those things that are most treasured. Iberville Parish clearly has many historic and cultural assets which are already recognized and, to some degree, developed in such a way that the community is enjoying very real benefits. Organizationally, Parish tourism groups, with the support of local business sponsors, could be doing a better job of providing information and opportunities to capitalize upon the economic opportunities that these assets offer. Communities that are combining small town atmosphere with high technology opportunities are doing exceptionally well. Therefore, preserving small town atmosphere while integrating modern technologies such as communications and utilities infrastructure is essential. The areas most in need of improving are sense of place, atmosphere and wayfinding infrastructure.

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### **Objectives:**

#### **4-a: Create linkage between historic/cultural assets by:**

- Developing clear and well-marked connections between existing assets through pedestrian and bicycle trails.
- Increasing capacity of existing assets by working with both public and private entities to create adequate parking, ADA access, wayfinding and sharing of information.

#### **4-b: Expand cultural offerings by:**

- Continuing to promote/expand existing festivals and other cultural events.
- Encouraging merchants to remain open during tourist visitation hours (weekends, festivals and evenings.)
- Evaluating existing zoning in historic district and the creation of an historic overlay zoning category.
- Considering a transition of the Main Street program into a Downtown Development Authority.

#### **4-c: See Smart Growth Objective (1-b)**





# Master Planning

I B E R V I L L E   P A R I S H   M A S T E R   P L A N



*"Hats off to the Parish leaders for taking us through this planning process. The value of good planning for the parish is the same for any business. We all should be thinking and looking to the future for a better quality of life. Well thought out Smart Growth development standards and future zoning decisions can positively effect land owners and the Parish citizens and will help establish a higher quality of life parish-wide."*

John M. "Johnny" Higdon, Chairman  
A. Wilbert's Sons, L.L.C.



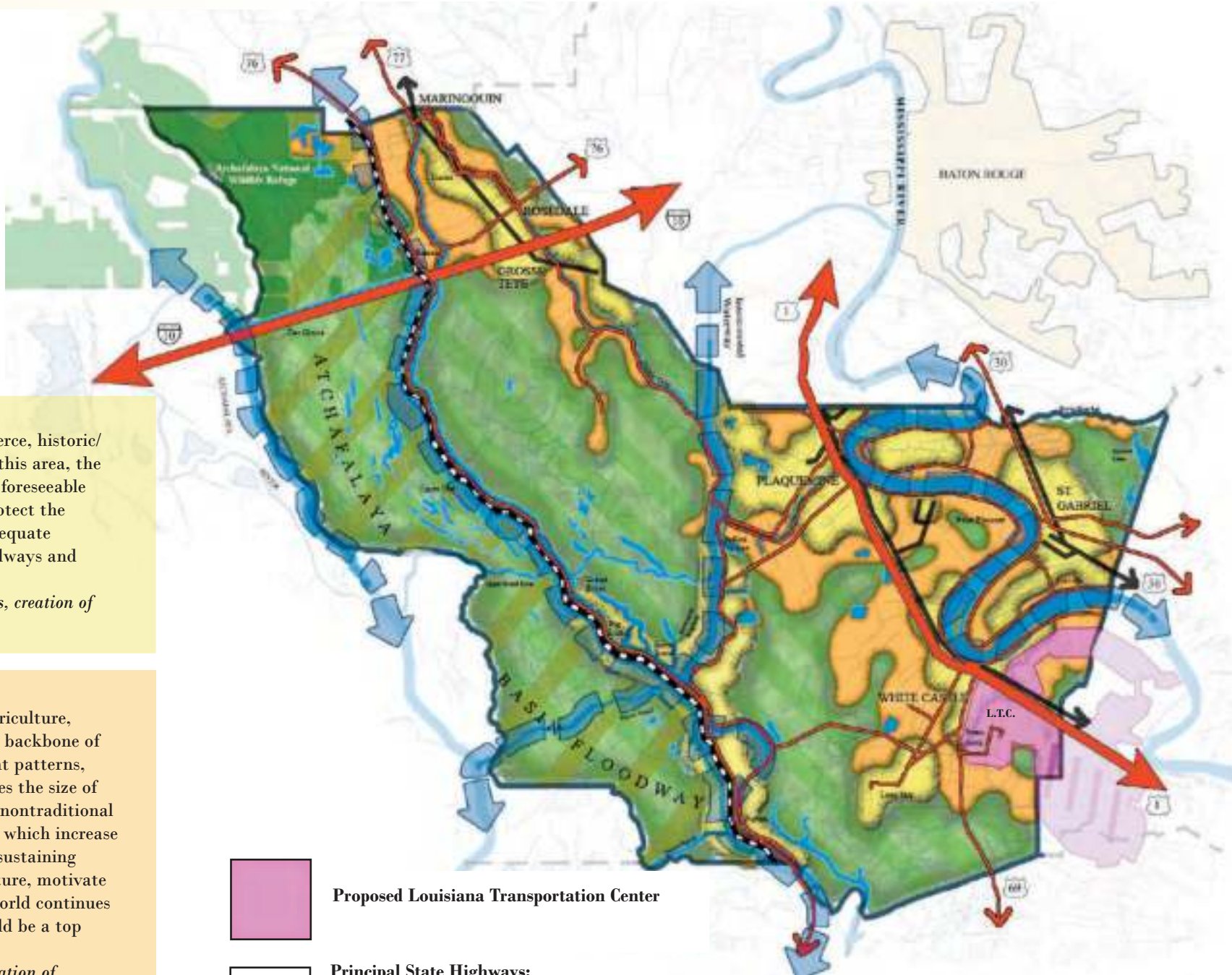




### CONCEPTUAL PLAN SUMMARY

The Conceptual Master Plan will be presented in two parts. The first part, shown on this page, is a general plan that illustrates concepts in terms of existing and potential land use patterns. The second part, shown on the following page, illustrates more detailed concepts and considers specific opportunities for enhancement of education, economy and quality of life assets. Features of the general plan as shown at right are described below.

They are derived from the evaluated strengths and weaknesses explored during the planning unit analysis in the previous section and begin to suggest future directions for the planning process. The underlying structure remains the Vision 2020 goals of education, economic development and quality of life.



#### PRIORITY DEVELOPMENT AREAS

These areas are noted for the presence of existing infrastructure, industry, commerce, historic/cultural and residential development. While there exists some agricultural use in this area, the most valuable of which should be conserved, most of the new development in the foreseeable future will occur in this area. New development should be closely monitored to protect the character and image of the parish while also requiring, as a pre-requisite, that adequate resources are available to build and maintain increased capacity for utilities, roadways and drainage infrastructure. *Identification of clustering and down-streaming opportunities, development guidelines, creation of linkages and capacity building are essential for these areas.*

#### PRIORITY AGRICULTURE AREAS

These areas are noted for the presence of existing row crop and pasture related agriculture, skilled labor force, excellent soils and cultural stability. Agribusiness has been the backbone of the economy for many years and continues to exert great influence on development patterns, environmental quality and the overall economy. As improved technology diminishes the size of the labor force it simultaneously raises the skill level required of agriculturists in nontraditional fields of cyber-linked growing practices, product marketing and sales. Initiatives which increase educational levels for future farmers and farm service workers will be essential to sustaining agricultural competitiveness. At the same time, efforts should be increased to capture, motivate and continue traditional ag-skills for cultural reasons. As the population of the world continues to grow at an alarming rate, conserving this valuable and necessary resource should be a top priority. *Identification of emerging markets and practices, best practices techniques and integration of technology are essential for the optimization of these areas.*

#### PRIORITY RECREATION / NATURAL RESOURCE AREAS

These areas are noted for the presence of existing public and private lands, diversity of wildlife, popular use and environmental uniqueness. Once considered expendable, the steady destruction of these lands has raised awareness of the cultural benefits of these lands to critical levels. Initiatives should now be introduced to continue to raise awareness of the economic benefits of an intact ecosystem which will continue to generate users, tourist traffic and commercial opportunities while conserving precious natural resources. Additionally, the regional importance of this area as drainage infrastructure should help drive future decisions. These areas should also be integrated with the existing timber and hunting industries already utilizing the land. *Identification of best conservation practices, damage remediation, expansion of user profile and capture of user commerce are essential for the optimization of these areas.*



**Proposed Louisiana Transportation Center**



**Principal State Highways:**  
Shown on this map in widths relative to the traffic counts, they accurately describe major corridors.



**Railroads:**  
Two operating rail lines traverse the parish. No longer the spine of commerce, these lines should be considered assets in their ability to offer diverse transportation opportunities.



**Navigable Waterways:**  
The parish is blessed with several navigable waterways. The parish should continue to capitalize on its multi-modal transportation infrastructure while improving recreational access.

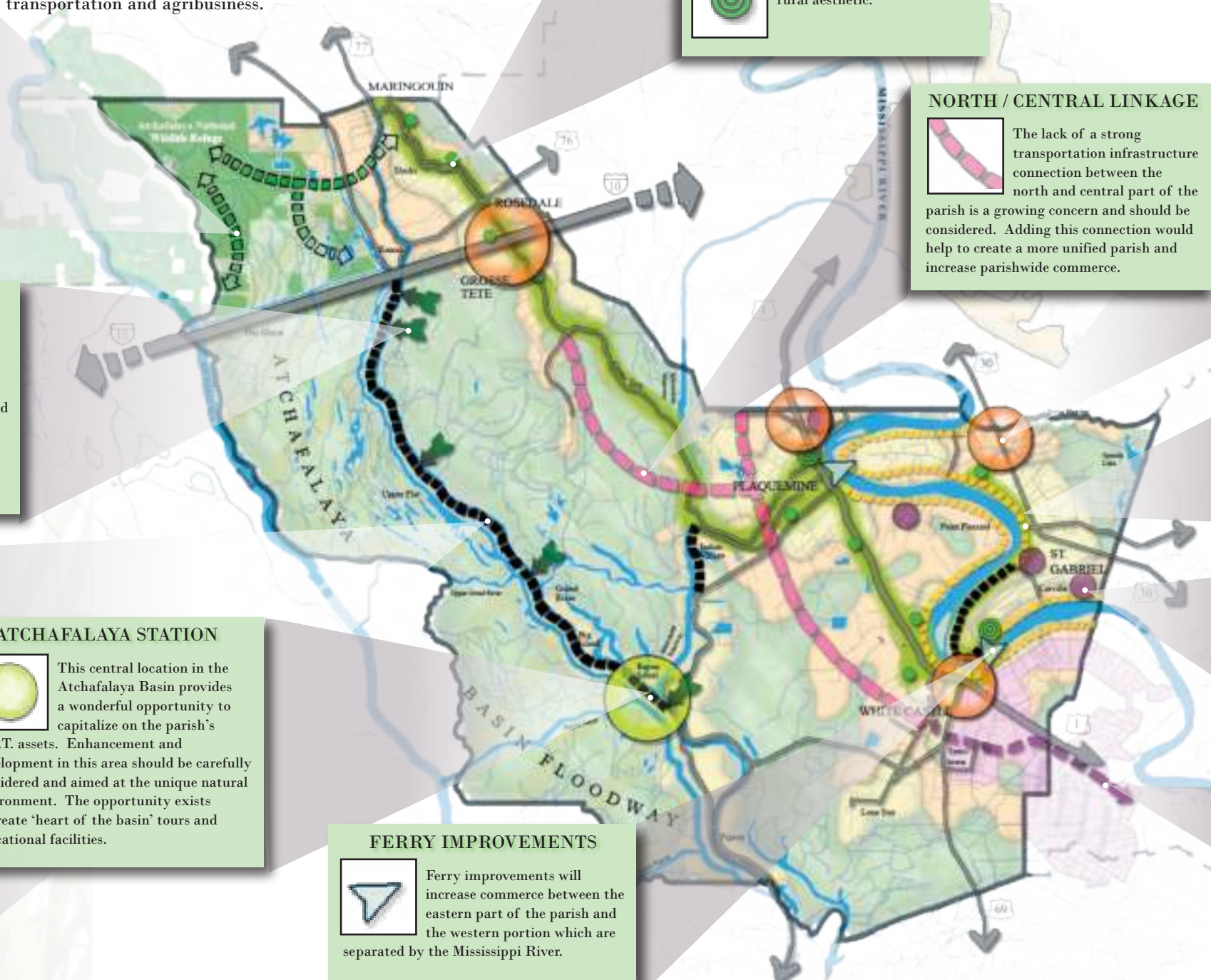




## CONCEPTUAL DETAILS

The more detailed concepts shown below illustrate more specific opportunities for enhancement of education, economy and quality of life elements in the community. As in the general plan, these concepts are derived from the evaluated strengths and weaknesses identified in the planning unit analysis.

During the analysis, research was conducted into current trends in successful economic development. Several strong concepts began to emerge and are described here in terms of the capacity of the parish. In general, the future of the Iberville economy could be structured around five themes: captive audience, natural resources / environment, historic / cultural fabric, transportation and agribusiness.



### WILDLIFE CORRIDORS



Proposed linkages between public-owned lands to provide public access and wildlife corridors would significantly enhance productivity and experience of these areas. An additional benefit would be to create permanent buffers between private development and sensitive waterway systems which can be seriously compromised by siltation, runoff and unregulated crossings. This could be accomplished by outright acquisition or through environmental easements

### ATCHAFALAYA ACCESS



These boat ramps provide many opportunities for recreation and wildlife observation. Improvement and enhancements of these key areas should be considered. Transportation access to these areas is impeded by the condition of the levee road and could be improved considerably.

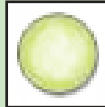
### ACCESS IMPROVEMENTS



Proposed transportation infrastructure improvements include:

- Levee road improvements between the I-49 corridor and Bayou Sorrell. The current poor condition of the road impedes access to many of the Atchafalaya Basin Boat Ramps and limits a strong connection to the southern portion of the parish.
- Road improvements to State Road 3066 between Indian Village and Hwy. 75. This stretch of road helps to maintain a north/south connection between Hwy. 77 and Hwy. 75.
- Road improvements to Hwy. 141 between Carville Academy and the north intersection to Hwy. 75.

### ATCHAFALAYA STATION



This central location in the Atchafalaya Basin provides a wonderful opportunity to capitalize on the parish's C.R.T. assets. Enhancement and development in this area should be carefully considered and aimed at the unique natural environment. The opportunity exists to create 'heart of the basin' tours and educational facilities.

### FERRY IMPROVEMENTS



Ferry improvements will increase commerce between the eastern part of the parish and the western portion which are separated by the Mississippi River.

### HISTORIC PLANTATION TRAIL



Iberville Parish lies in the heart of Louisiana's 'Plantation Country.' Nine historic plantations dot Iberville's countryside. The opportunity exists to market and connect these historic landmarks via a Historic Plantation Trail. A strong set of development guidelines would be required to protect the quality of life and rural aesthetic.



### NORTH / CENTRAL LINKAGE



The lack of a strong transportation infrastructure connection between the north and central part of the parish is a growing concern and should be considered. Adding this connection would help to create a more unified parish and increase parishwide commerce.

### PARISH GATEWAYS



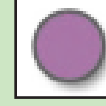
The doorways into the parish are critically important in defining the character and quality of the parish. Four major gateways - St. Gabriel, Plaquemine, White Castle and Grosse Tete/Rosedale are particularly important. Existing and future development in these corridors should take every opportunity to project a positive image which can then be translated into local and parishwide commerce.

### RIVER ROAD ENHANCEMENT



Much of this stretch of the Great River Road has been overtaken by industry. Preserving, enhancing and maintaining viewsheds of the precious river shoreline should be considered.

### EXISTING INDUSTRY



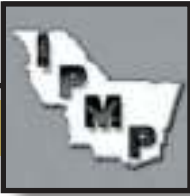
Iberville Parish has many major industrial / manufacturing facilities located within its borders. The majority of the industry is located within the Mississippi River corridor. Careful consideration should be given to these facilities in any future planning effort.

### LTC INFRASTRUCTURE



Proposed Louisiana Transportation Center Infrastructure.





# Parish Master Plan

IBERVILLE PARISH MASTER PLAN

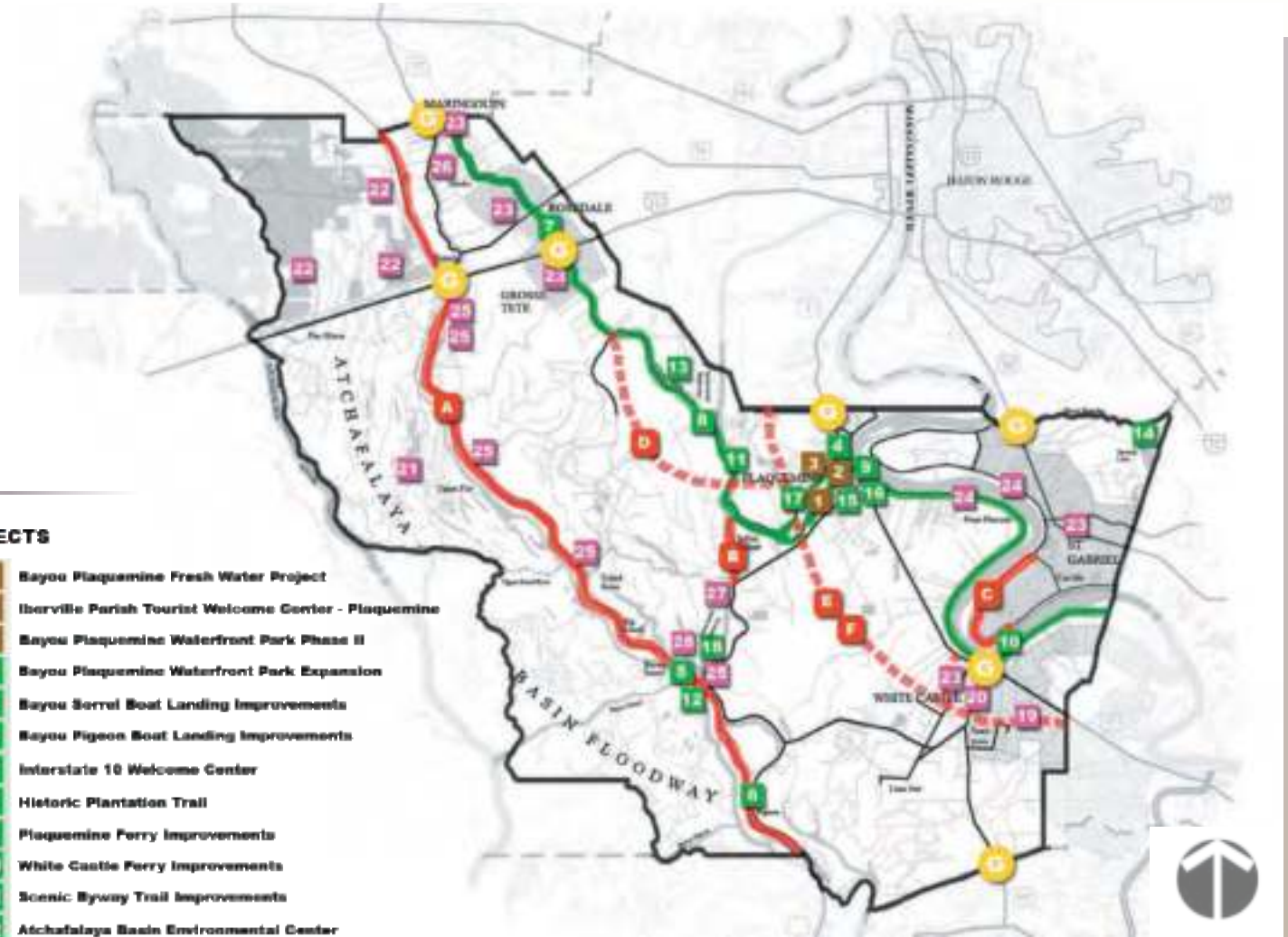
## PROJECTS MAP

### MASTER PLAN

Throughout the development of the Iberville Parish Master Plan participants have been vigilant to identify potential opportunities which could help address established needs. The visioning process further refined and prioritized those needs and helped to define which of the parish's needs could be met through projects and which needed to be addressed through broader initiatives. The Projects Map (at right) illustrates the agreed upon projects. Master plan projects are actual buildable facilities or programs which are needed to provide the physical and human resource infrastructure necessary for economic development. They are grouped in four major categories:

- Parishwide projects which address parishwide facilities and structures.
- Projects which identify specific planned or proposed facilities improvements.
- Gateways which identify the need to enhance the image of the parish.
- Highway improvements which align the parish development strategy with transportation.

On the following page, a brief description of each project will be listed along with its current or projected scheduling status. The parish-wide projects and highway improvements, due to their scope and complexity should be scheduled as part of the implementation process.



#### PROJECTS

- |    |   |
|----|---|
| 1  | Bayou Plaquemine Fresh Water Project                  |
| 2  | Iberville Parish Tourist Welcome Center - Plaquemine  |
| 3  | Bayou Plaquemine Waterfront Park Phase II             |
| 4  | Bayou Plaquemine Waterfront Park Expansion            |
| 5  | Bayou Serret Boat Landing Improvements                |
| 6  | Bayou Pigeon Boat Landing Improvements                |
| 7  | Interstate 10 Welcome Center                          |
| 8  | Historic Plantation Trail                             |
| 9  | Plaquemine Ferry Improvements                         |
| 10 | White Castle Ferry Improvements                       |
| 11 | Scenic Byway Trail Improvements                       |
| 12 | Atchafalaya Basin Environmental Center                |
| 13 | Bayou Grosse Tate Waterway Improvements               |
| 14 | Spanish Lake Way-Finding Improvements                 |
| 15 | Plaquemine Urban Way-Finding Improvements             |
| 16 | Plaquemine Main Street Pavilion                       |
| 17 | Bayou Plaquemine Tourism Corridor                     |
| 18 | Bayou Serret Bridge Improvements                      |
| 19 | Louisiana Transportation Center                       |
| 20 | LTC / White Castle Planned Development                |
| 21 | Atchafalaya Basin Siltation / Freshwater Improvements |
| 22 | Wildlife Corridors / Connections                      |
| 23 | Town Center Enhancements                              |
| 24 | River Road Enhancements                               |
| 25 | Link / Improve Boat Landings                          |
| 26 | Master Planned Community Opportunity                  |
| 27 | Intercoastal Waterway Bank Erosion Control            |
| 28 | Bayou Serret Lock Relocation                          |
| G  | Parish Gateway Enhancements                           |

#### PARISH-WIDE PROJECTS

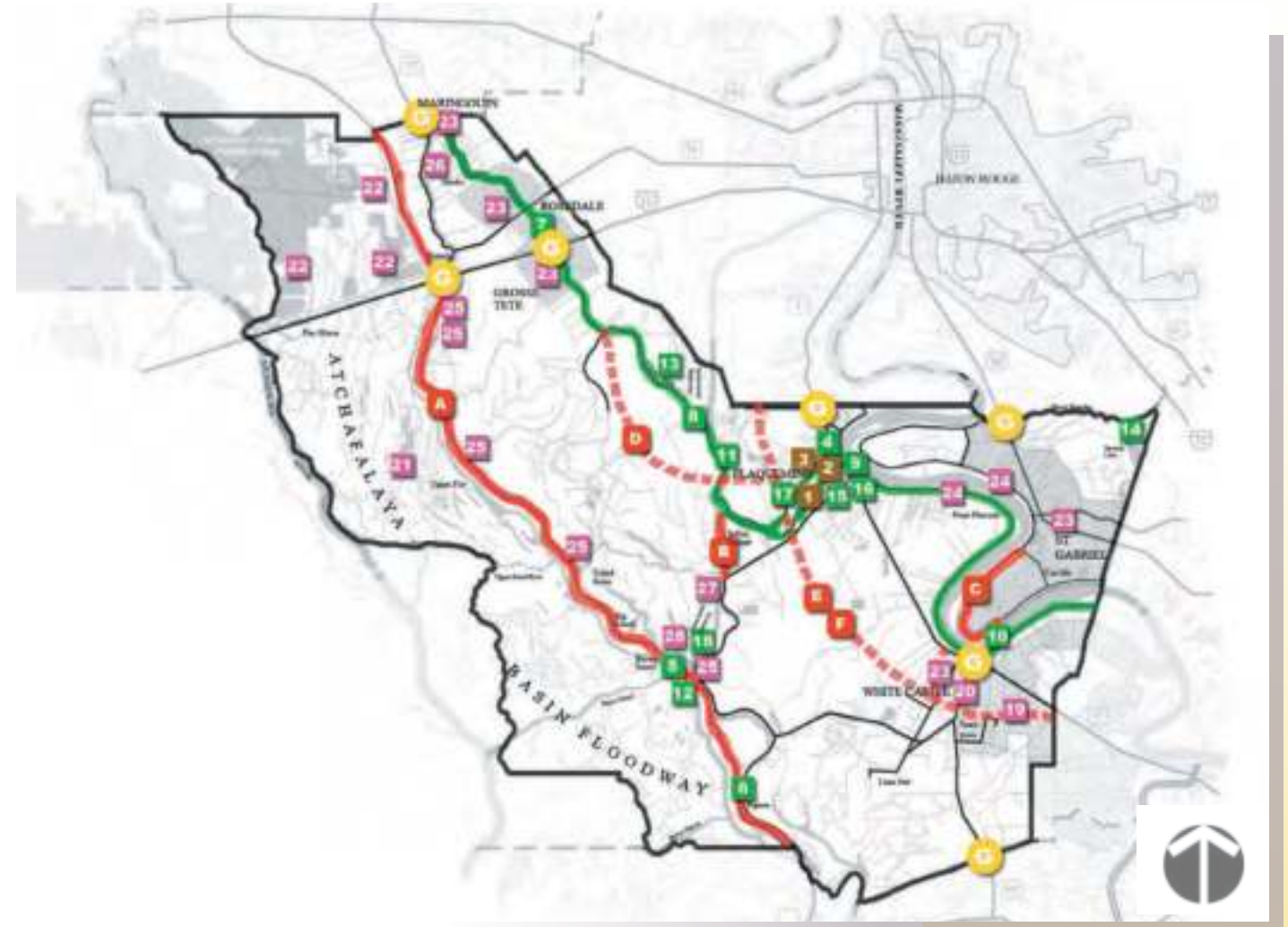
- |     |   |
|-----|---|
| P1  | Improve IPSS Schools                                  |
| P2  | Parish Development Guidelines                         |
| P3  | High Speed Internet Strategic Plan                    |
| P4  | Tourism Strategic Plan                                |
| P5  | Parish Marketing Plan                                 |
| P6  | Continued Litter Control Program                      |
| P7  | Commercial and Residential Development Strategic Plan |
| P8  | Parish Historic Preservation Plan                     |
| P9  | Agriculture Preservation Plan                         |
| P10 | Recreation Preservation Plan                          |

#### HIGHWAY IMPROVEMENTS

- |   |                                      |
|---|--------------------------------------|
| A | Atchafalaya Levee Road Improvements  |
| B | State Road 3066 Improvements         |
| C | Highway 141 Improvements             |
| D | North / Central Linkage              |
| E | LTC Infrastructure Improvements      |
| F | Shintech Infrastructure Improvements |



## PROJECTS MAP



## PROJECT PROFILES

- 1** **Bayou Plaquemine Fresh Water Project** - This project is currently under construction and is designed to increase the stability of the Bayou Plaquemine ecosystem by introducing fresh water from the Mississippi River at the site of the Historic Plaquemine Locks.
- 2** **Iberville Parish Tourist Welcome Center** - This project is currently under construction and will include the renovation of the old City of Plaquemine Fire Station. Once complete, this building will house the Iberville Parish Tourist Commission.
- 3** **Bayou Plaquemine Waterfront Park Phase II** - This project is currently under construction and is designed to be a recreation site for walking, picnicking, and fishing.
- 4** **Bayou Plaquemine Waterfront Park Expansion** - The opportunity exists to pursue additional development of this area. Included are an open-air pavilion, meeting space, additional parking, expanded walking trails and boardwalks, restroom facilities, and additional plaza space.
- 5** **Bayou Sorrel Boat Landing Improvements** - The need exists to enhance the functional aspects of the existing boat landing.
- 6** **Bayou Pigeon Boat Landing Improvements** - The need exists to enhance the functional aspects of the existing boat landing.
- 7** **Interstate 10 Welcome Center** - There is a strong need to develop a Welcome Center near I-10 to capture some of the tourism potential that travels along the Interstate.
- 8** **Historic Plantation Trail** - The Parish Tourist Commission should pursue the opportunity to develop this trail through a marketing campaign that would link the many historic plantations in the Parish together through a self guided tour map.
- 9** **Plaquemine Ferry Improvements** - Iberville must continue to reach a safer, better functioning, and more attractive Ferry Landing, which serves as a Gateway within the Parish as well as an important tourism draw.
- 10** **White Castle Ferry Improvements** - Iberville must continue to reach a safer, better functioning, and more attractive Ferry Landing, which serves as a Gateway within the Parish as well as an important tourism draw.
- 11** **Scenic Byway Trail Improvements** - This project focuses mainly on quality maintenance of the surrounding views. Increased grass cutting and litter pick up should be performed on a more frequent basis.
- 12** **Atchafalaya Basin Environmental Station** - In connection with the main AB Tourist Center on Interstate 10, this station would provide the local "punch" into the basin. This area would consist of an RV park, house boats for rent, picnic areas, and improved parking for the Bayou Sorrel boat ramp.
- 13** **Bayou Grosse Tete Waterway Improvements** - This project would included continued clean up efforts along the bank of Bayou Grosse Tete.
- 14** **Spanish Lake Wayfinding Improvements** - There is a need to promote the Spanish Lake experience from Iberville Parish to capitalize on tourism opportunities. A system of signs and roadway improvements would be required.
- 15** **Plaquemine Urban Wayfinding Improvements** - Many opportunities exist to enhance the image and wayfinding system in downtown Plaquemine with the use of signage standards, site furniture standards, sidewalk improvements, lighting standards, and parking improvements.
- 16** **Plaquemine Main Street Pavilion** - There is a need for a Main Street Pavilion to serve as a location for public gatherings and town center activities.
- 17** **Bayou Plaquemine Tourism Corridor** - The fresh water project will restore a renewed spirit in and around Bayou Plaquemine. The opportunity exists to enhance the tourism draw to this area.
- 18** **Bayou Sorrel Bridge Improvements** - This Bridge should be considered for replacement with a draw bridge or span bridge due to safety and function concerns.
- 19** **Louisiana Transportation Center** - The LTC is an amazing opportunity for Iberville Parish. This Center would be an incredible contribution to the local and state economy and should be supported.
- 20** **LTC / White Castle Planned Development** - -- If/when the LTC becomes a reality, it will be important for the White Castle area to posture itself in a manner to be prepared for the surrounding impacts by implementing land use planning and development guidelines.

- 21** **Atchafalaya Basin Siltation / Freshwater Improvements** - Legislators and Ibervilleans must continue to battle these issues to preserve one of the Nation's richest regions.
- 22** **Wildlife Corridors / Connections** - With bird watching and hunting being two of the largest tourism opportunities in the Parish, special attention should be given to planning appropriate access to the Preservation Regions of the Parish.
- 23** **Town Center Enhancements** - Every successful town should have a Town Center where the community can gather to celebrate, recreate, and educate.
- 24** **River Road Enhancements** - A continued effort should be directed towards focusing on quality maintenance of the surrounding views. In addition, the River Road experience should be promoted within and beyond the Parish boundaries.
- 25** **Link / Improve Boat Landings** - A system of wayfinding for use of the public boat landings would help to increase the tourism potential of the region.
- 26** **Master-Planned Community Opportunity** - There is an opportunity for the Northern portion of the parish to become a great place to retire. Smart Growth concepts should be used when planning any new development.
- 27** **Intercoastal Waterway Bank Erosion Control** - Continue to demand that the Corps of Engineers help in controlling the erosion along the banks of the Intercoastal Waterway in order to protect property along this route.
- 28** **Bayou Sorrel Lock Relocation** - Consider moving the Bayou Sorrel Locks to a better functioning location.



# Focus Areas

I B E R V I L L E   P A R I S H   M A S T E R   P L A N



*"The development pressures coming from Baton Rouge cannot be ignored, and will soon require us to 'open our tackle boxes and fish for new economic opportunities'... ones that will help grow the Eastern part of the Parish as well as Iberville Parish as a whole. Planning with Smart Growth principles will prove to be one of the best moves we make."*

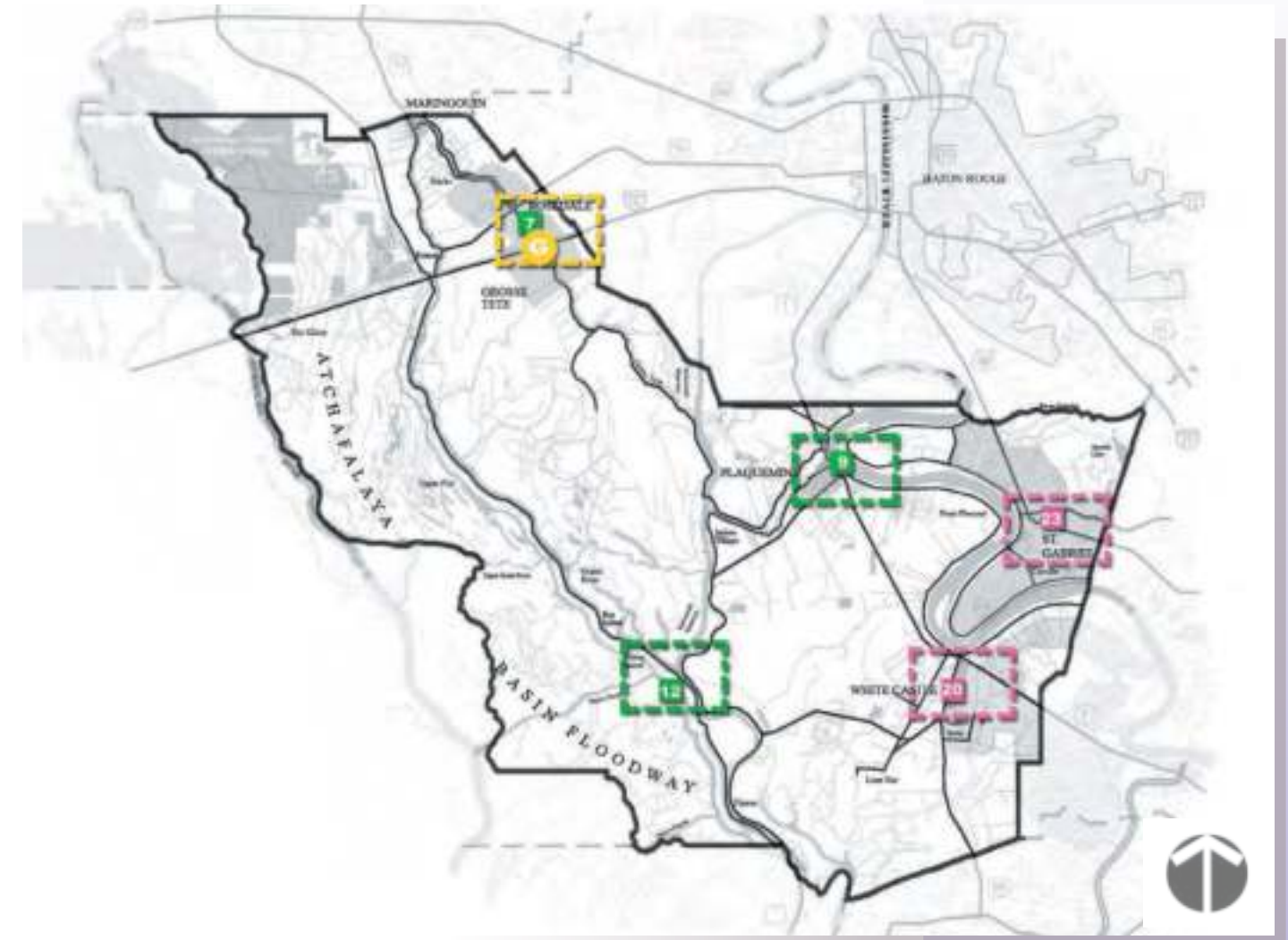
Mayor George L. Grace, Sr.  
City of St. Gabriel







## FOCUS AREAS MAP



### FOCUS AREA PLANNING

The final phase of the master plan will look at several “focus areas.” These areas, selected because of interest expressed at the visioning meetings and by their applicability throughout the parish, will be studied in greater detail so that more specific examples can be given for accomplishing the master plan goals. It is understood that while the focus area planning addresses specific projects, the concepts and strategies can be used in other efforts around the parish. For example: gateway enhancements may be unique at each location, but design guidelines should be uniform and should be enforced equally throughout the parish. Also the approach to funding and long-term maintenance should apply to all projects.



### GOALS MATRIX SCORECARD

In order to test the focus area projects suitability within the overall expressed philosophy of the planning process, each focus area project will be tested against the goals of four different guiding documents including:

Iberville Parish Master Plan Goals

Atchafalaya Basin Program Goals

Louisiana Vision 2020 Goals

Smart Growth Concepts

Iberville Master Plan	
Goal 1- Increase/Diversify Housing	<input checked="" type="checkbox"/>
Goal 2- Increase Local Shopping Opps	<input checked="" type="checkbox"/>
Goal 3- Improve Infra. and Gateways	<input checked="" type="checkbox"/>
Goal 4- Increase Economic Opps and Maintain Rich Culture	<input checked="" type="checkbox"/>
Atchafalaya Basin Program	
Improve Public Access	<input checked="" type="checkbox"/>
Improve Water Quality	<input checked="" type="checkbox"/>
Identify Environmental Easements	<input checked="" type="checkbox"/>
Improve Recreation Assets	<input checked="" type="checkbox"/>
Louisiana Vision 2020	
Improve Education	<input checked="" type="checkbox"/>
Stimulate Economic Development	<input checked="" type="checkbox"/>
Improve Quality of Life	<input checked="" type="checkbox"/>
Smart Growth Concepts	
Provide Housing Opportunities	<input checked="" type="checkbox"/>
Create Walkable Neighborhoods	<input checked="" type="checkbox"/>
Community/Stakeholder Collaboration	<input checked="" type="checkbox"/>
Create a Strong Sense of Place	<input checked="" type="checkbox"/>
Development -Predictable, Fair, Cost	<input checked="" type="checkbox"/>
Mix Land Uses	<input checked="" type="checkbox"/>
Preserve Natural Assets	<input checked="" type="checkbox"/>
Provide Transportation Choices	<input checked="" type="checkbox"/>
Develop Existing Communities	<input checked="" type="checkbox"/>
Compact Building Design	<input checked="" type="checkbox"/>
<b>Score</b>	<b>21</b>

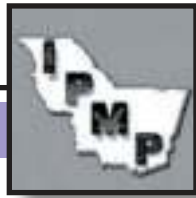
The matrix scorecard shown at right will be shown for each project and can be used to prioritize and “score” potential projects. This “Goals Matrix Scorecard” will provide parish officials with a useful tool to assist and guide future decisions.

The focus areas were chosen based on their size, scope and diversity so that a wide range of projects could be addressed. In addition, funding resources were taken into consideration. The focus area projects will be described on the following pages:

- 20 White Castle / LTC Future Growth
- 7 G Interstate 10/Grosse Tete Gateway Enhancements & Welcome Center
- 9 Plaquemine Ferry Improvements
- 23 St. Gabriel Town Center
- 12 Bayou Sorrel Atchafalaya Station







## WHITE CASTLE - FUTURE GROWTH

White Castle is in a serious state of decline as can be seen in its many vacant structures, lack of retail business and new growth. Changes in agricultural employment patterns and stagnant local community development have contributed to this decline. White Castle needs a major economic turnaround to capture the natural and human resources that still remain. One bright spot in White Castle's future is the potential development of the Louisiana Transportation Center.



The Louisiana Transportation Center (LTC), should it become a reality, will have a very strong positive impact on the area economy through new construction, new employment opportunities and potential growth in residential demand along with the services that these new residents will require.

White Castle will undoubtedly benefit from LTC development. In order to derive the greatest benefits, however, the town must be more than a passive bystander. Adopting a proactive stance will multiply the potential growth and the positive impact as well as help limit the negative impact to quality of life which could occur through loss of agricultural lands, increased traffic, noise and strains on limited existing infrastructure.



One of the schematic plans for LTC-related development (below left) shows new light industrial development, recreational facilities and roadway corridors immediately east of the existing town limits. However, this development as drawn could have a more beneficial impact on White Castle if it were better integrated with the existing fabric as shown in the diagram at upper right. Slight modifications to the original scheme show how recreational green space now forms a buffer between light industry and existing residential and schools while creating a "green corridor" linkage to proposed baseball facilities to the south. This diagram also illustrates how new residential development and transportation infrastructure could be planned to help stimulate the local economy, reinvigorate the historic town center and generate new commercial and service development within the town limits.

The diagram demonstrates the use of Smart Growth principles to help guarantee that new growth enhances the quality of life and supports the vision of the master plan.



Schematic Development Plan - LA Airport Authority

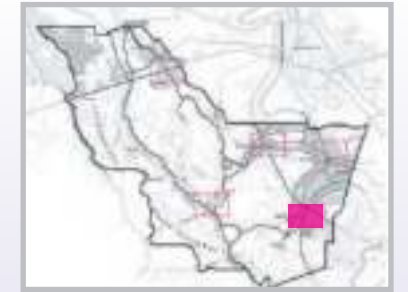


Revised Development Diagram

- L E G E N D**
- White Castle Town Limits
  - Historic Town Center
  - Parks & Open Space
  - Residential Development
  - Commercial Development
  - Multi-Family Development
  - Medical
  - Medical Support
  - Existing School
  - Existing Industry
  - Gateway Enhancement
  - Primary Circulation
  - Golf Course and Business Park Development



White Castle - LTC Recreational Buffer and Greenbelt Conceptual Sketch



Focus Area Location Map

WHITE CASTLE	
Iberville Master Plan	
Goal 1- Increase/Diversify Housing	<input checked="" type="checkbox"/>
Goal 2- Increase Local Shopping Opps	<input checked="" type="checkbox"/>
Goal 3- Improve Infra. and Gateways	<input checked="" type="checkbox"/>
Goal 4- Increase Economic Opps and Maintain Rich Culture	<input checked="" type="checkbox"/>
Atchafalaya Basin Program	
Improve Public Access	<input type="checkbox"/>
Improve Water Quality	<input checked="" type="checkbox"/>
Identify Environmental Easements	<input type="checkbox"/>
Improve Recreation Assets	<input checked="" type="checkbox"/>
Louisiana Vision 2020	
Improve Education	<input type="checkbox"/>
Stimulate Economic Development	<input checked="" type="checkbox"/>
Improve Quality of Life	<input checked="" type="checkbox"/>
Smart Growth Concepts	
Provide Housing Opportunities	<input checked="" type="checkbox"/>
Create Walkable Neighborhoods	<input checked="" type="checkbox"/>
Community/Stakeholder Collaboration	<input checked="" type="checkbox"/>
Create a Strong Sense of Place	<input checked="" type="checkbox"/>
Development -Predictable, Fair, Cost	<input checked="" type="checkbox"/>
Mix Land Uses	<input checked="" type="checkbox"/>
Preserve Natural Assets	<input checked="" type="checkbox"/>
Provide Transportation Choices	<input checked="" type="checkbox"/>
Develop Existing Communities	<input checked="" type="checkbox"/>
Compact Building Design	<input checked="" type="checkbox"/>
<b>Score</b>	<b>18</b>





## TOWN CENTER ENHANCEMENT

The town of White Castle is similar to the other small towns in Iberville Parish. Changes in the traditional economy have created a vacuum and town resources are strained to meet critical needs. Small towns must adopt a multifaceted approach to economic and community development to survive.

Sales taxes, the life blood of municipalities, is generated through retail sales. Major retailers only seem interested in megastores which, because of their need for large parcels, inevitably locate outside of small towns. What small towns can do is take advantage of their unique architecture, scale and character to attract small-scale businesses that serve local needs, establish relationships with residents and can establish niche services that the large chains cannot provide. Across the United States, successful and vibrant towns have discovered that establishing and maintaining a quality image in the town's core are essential ingredients.

White Castle and the other towns in Iberville Parish have historic buildings and the appropriate scale of development to take advantage of this trend. Participation in the Louisiana Main Street Program could provide some very beneficial assistance (and limited funding) that would aid in the restoration of these small communities.

As previously mentioned, White Castle also has the potential to capitalize on the possible transformation of southern Iberville Parish with the development of the Louisiana Transportation Center. By having the historic core in tact, the town could then be poised to create a second "town center" to serve the new development and provide an anchor for the new residential and commercial development that would accompany the LTC. As shown in the sketch below, this new town center could incorporate all the best attributes of smart growth, create a more spacious civic space and provide a substantial counterpoint to the historic town center.

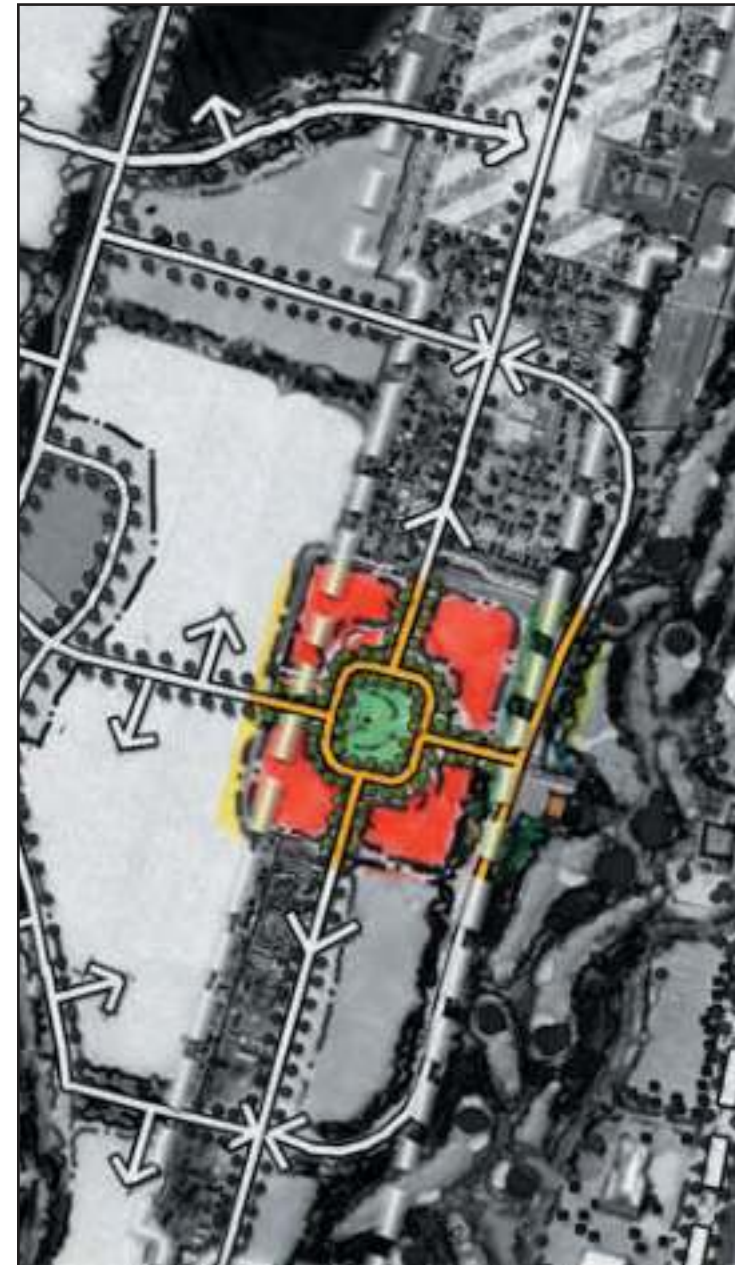
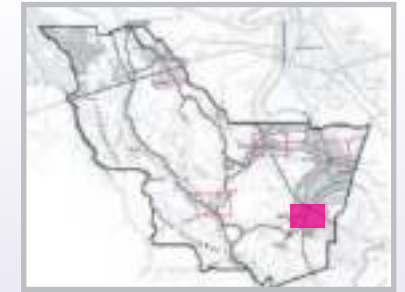


Diagram Detail



Revised Development Diagram



Focus Area Location Map

TOWN CENTER	
Iberville Master Plan	
Goal 1- Increase/Diversify Housing	<input checked="" type="checkbox"/>
Goal 2- Increase Local Shopping Opps	<input checked="" type="checkbox"/>
Goal 3- Improve Infra. and Gateways	<input checked="" type="checkbox"/>
Goal 4- Increase Economic Opps and Maintain Rich Culture	<input checked="" type="checkbox"/>
Atchafalaya Basin Program	
Improve Public Access	<input type="checkbox"/>
Improve Water Quality	<input type="checkbox"/>
Identify Environmental Easements	<input type="checkbox"/>
Improve Recreation Assets	<input checked="" type="checkbox"/>
Louisiana Vision 2020	
Improve Education	<input type="checkbox"/>
Stimulate Economic Development	<input checked="" type="checkbox"/>
Improve Quality of Life	<input checked="" type="checkbox"/>
Smart Growth Concepts	
Provide Housing Opportunities	<input checked="" type="checkbox"/>
Create Walkable Neighborhoods	<input checked="" type="checkbox"/>
Community/Stakeholder Collaboration	<input checked="" type="checkbox"/>
Create a Strong Sense of Place	<input checked="" type="checkbox"/>
Development -Predictable, Fair, Cost	<input checked="" type="checkbox"/>
Mix Land Uses	<input checked="" type="checkbox"/>
Preserve Natural Assets	<input checked="" type="checkbox"/>
Provide Transportation Choices	<input checked="" type="checkbox"/>
Develop Existing Communities	<input checked="" type="checkbox"/>
Compact Building Design	<input checked="" type="checkbox"/>
Score	17



Mixed-Use Building

Pedestrian Friendly Streetscape

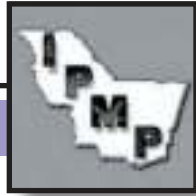
Central Park and Community Facilities

Pedestrian Friendly Streetscape

Mixed-Use Building

White Castle - New Cental Park and Business Distric Conceptual Sketch





## INTERSTATE 10 GATEWAY

The master plan goals recommend that particular attention be paid to the gateways into the parish. One of the unrealized potentials of Iberville Parish is the recognition it could receive from Interstate 10 traffic. In terms of traveller curiosity about the Atchafalaya Basin alone, Iberville stands at the gateway for westbound travelers, and is the first place a traveler can stop after crossing the basin's great wetland spectacle.

The diagrams at right illustrate the possible integration of an important gateway development at the intersection of Interstate 10 and State Highway 77. It would attract attention and encourage travellers to stop in Iberville. The diagram at right describes the need to consider highway gateways as greater than a single point. Indeed, it must be considered as a corridor to be effective for vehicles traveling at 70 m.p.h. Icons, strategically placed, alert the driver to signage and information to come, and are followed by directional signage to guide visitors to the site. This particularly attractive stretch of Bayou Grosse Tete is an ideal location for a tourist and visitor center.

This type of development would accomplish several things. It would attract new visitors to the area and provide information about other sites and activities within the parish. These visitors would have an opportunity to see all the things Iberville has to offer in terms of quality of life and economic opportunities. It would also spur other new commercial development in the immediate area to take advantage of the traffic being generated by the visitor center. New commercial development would further provide shopping opportunities for existing residents. Its position on I-10 could create a regional retail center serving a wide area and attracting shoppers accustomed to going to Baton Rouge, thereby generating important new sales tax revenues for area communities. New residential development would soon follow and, if planned using smart growth principles, could provide opportunities for significantly increasing property values, quality of life, and available new home sites located on primary arteries to employment centers in Iberville and surrounding parishes.



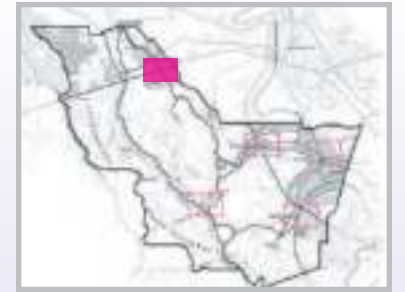
Aerial of I-10 Interchange



Potential Land Use



Interchange Enhancement



Focus Area Location Map

### INTERSTATE 10 GATEWAY

#### Iberville Master Plan

Goal 1- Increase/Diversify Housing	<input checked="" type="checkbox"/>
Goal 2- Increase Local Shopping Opps	<input checked="" type="checkbox"/>
Goal 3- Improve Infra. and Gateways	<input checked="" type="checkbox"/>
Goal 4- Increase Economic Opps and Maintain Rich Culture	<input checked="" type="checkbox"/>

#### Atchafalaya Basin Program

Improve Public Access	<input checked="" type="checkbox"/>
Improve Water Quality	<input type="checkbox"/>
Identify Environmental Easements	<input type="checkbox"/>
Improve Recreation Assets	<input checked="" type="checkbox"/>

#### Louisiana Vision 2020

Improve Education	<input type="checkbox"/>
Stimulate Economic Development	<input checked="" type="checkbox"/>
Improve Quality of Life	<input checked="" type="checkbox"/>

#### Smart Growth Concepts

Provide Housing Opportunities	<input checked="" type="checkbox"/>
Create Walkable Neighborhoods	<input checked="" type="checkbox"/>
Community/Stakeholder Collaboration	<input checked="" type="checkbox"/>
Create a Strong Sense of Place	<input checked="" type="checkbox"/>
Development -Predictable, Fair, Cost	<input checked="" type="checkbox"/>
Mix Land Uses	<input checked="" type="checkbox"/>
Preserve Natural Assets	<input checked="" type="checkbox"/>
Provide Transportation Choices	<input type="checkbox"/>
Develop Existing Communities	<input checked="" type="checkbox"/>
Compact Building Design	<input checked="" type="checkbox"/>

Score 17





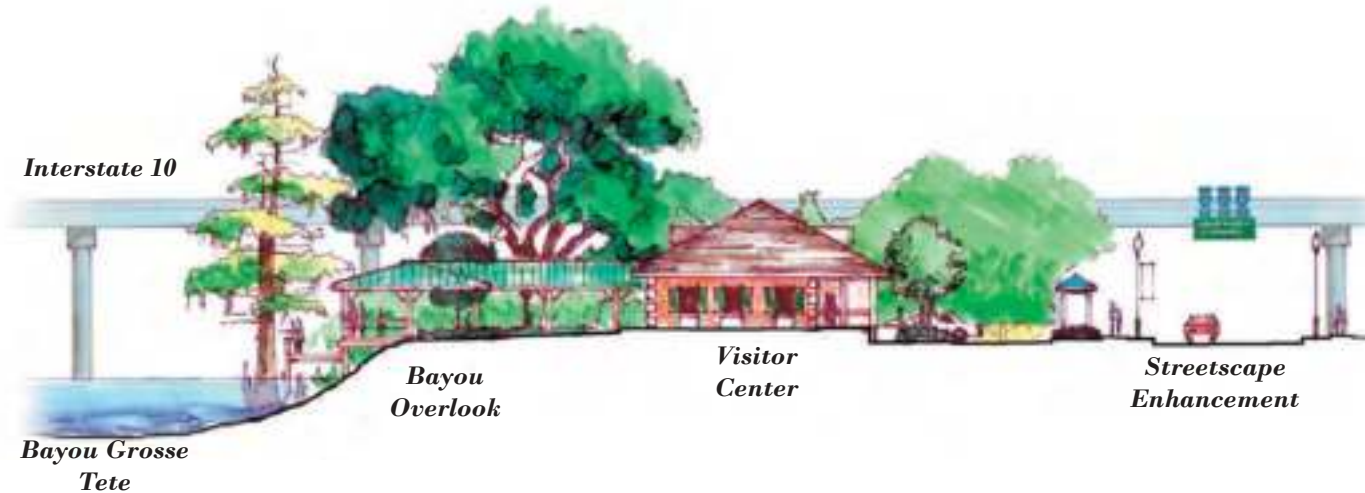
## INTERSTATE 10 GATEWAY-VISITOR CENTER

Creating Iberville Parish Visitor Center has been a goal of parish promoters for several years. Based upon the direction and goals of this master plan, an ideal opportunity exists on parish-owned property on the banks of Bayou Grosse Tete. With accompanying development as described on the previous page, the visitor center could present many of the finer elements of Iberville Parish:

- Access to Interstate 10
- Access to the Atchafalaya Basin,
- Access to Plaquemine and other municipalities, and
- Access to the scenic bayous that wind through the parish.

Of utmost importance is that the visitor center portrays the highest standards of quality and character so that the overall image of Iberville is improved. In this way parish officials will model their expectations of all future development. When the parish demonstrates its commitment and adherence to new guidelines it serves notice to private developers that they will be expected to follow this example level of quality. The illustrations on this page show the existing conditions and an artist's rendering of how the visitor center might appear when completed.

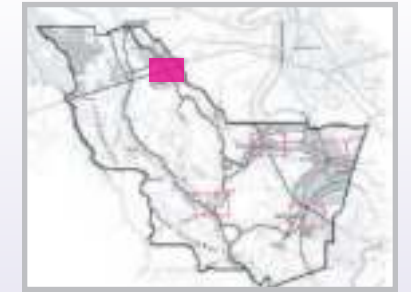
The schematic section shown at the bottom of the page illustrates the relationship of the proposed visitor center with Interstate 10 and Bayou Grosse Tete. It also indicates how the improvements should be extended to include the streetscape surrounding the new facility.



Interstate 10 Welcome Center - Before



Interstate 10 Welcome Center  
Conceptual Sketch



Focus Area Location Map

### INTERSTATE 10 GATEWAY

#### Iberville Master Plan

Goal 1- Increase/Diversify Housing	<input type="checkbox"/>
Goal 2- Increase Local Shopping Opps	<input checked="" type="checkbox"/>
Goal 3- Improve Infra. and Gateways	<input checked="" type="checkbox"/>
Goal 4- Increase Economic Opps and Maintain Rich Culture	<input checked="" type="checkbox"/>

#### Atchafalaya Basin Program

Improve Public Access	<input checked="" type="checkbox"/>
Improve Water Quality	<input type="checkbox"/>
Identify Environmental Easements	<input type="checkbox"/>
Improve Recreation Assets	<input checked="" type="checkbox"/>

#### Louisiana Vision 2020

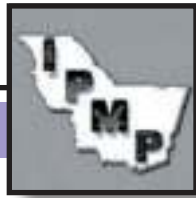
Improve Education	<input type="checkbox"/>
Stimulate Economic Development	<input checked="" type="checkbox"/>
Improve Quality of Life	<input checked="" type="checkbox"/>

#### Smart Growth Concepts

Provide Housing Opportunities	<input type="checkbox"/>
Create Walkable Neighborhoods	<input type="checkbox"/>
Community/Stakeholder Collaboration	<input checked="" type="checkbox"/>
Create a Strong Sense of Place	<input checked="" type="checkbox"/>
Development -Predictable, Fair, Cost	<input type="checkbox"/>
Mix Land Uses	<input checked="" type="checkbox"/>
Preserve Natural Assets	<input checked="" type="checkbox"/>
Provide Transportation Choices	<input type="checkbox"/>
Develop Toward Existing Communities	<input checked="" type="checkbox"/>
Compact Building Design	<input checked="" type="checkbox"/>

Score 13





## FERRY IMPROVEMENTS

The Mississippi River has been a tremendous asset to Iberville Parish since the beginning of colonial times. It is still a major force in the economy and infrastructure of the region and, with the prospect of the increasing importance of port facilities, it will continue to grow in value to the area. It also presents many challenges to cross-river transportation and commerce. Currently, two ferry crossings are being provided by Louisiana DoTD within the parish boundaries. Some think the existing service is inadequate. To others, the ferry service is one of the most unique attractions to the area and a place they enjoy taking visitors. All agree on the importance of quality ferry service to the life of the parish.

Over the years, many discussions have been held in an effort to determine how the ferry service could be improved and consolidated. While this is a difficult issue to resolve, some key ideas deserve careful consideration regardless of which form the ferry improvements take. As shown in the maps on this page, the ferry landings should be thought of as more than transportation points. They should, of course, meet all the safety and function requirements to provide a safe, orderly and enjoyable river crossing. In addition providing a safe, orderly and enjoyable river crossing, the ferry landing could do much to improve the image of the parish for commuters, visitors and tourists. Careful attention should be paid to the physical appearance and the quality of maintenance. Opportunities to provide a unique viewing vantage point of the river could also be incorporated into the development to offer visitors and tourists a one-of-a-kind levee-top view of Old Man River.



St. Gabriel - Westbound Ferry Landing Conceptual Sketch



St. Gabriel - Westbound Ferry Landing Conceptual Plan (above)



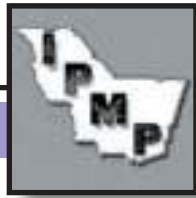
Plaquemine - Eastbound Ferry Landing Conceptual Plan



Focus Area Location Map

FERRY IMPROVEMENTS	
Iberville Master Plan	
Goal 1- Increase/Diversify Housing	<input type="checkbox"/>
Goal 2- Increase Local Shopping Opps	<input checked="" type="checkbox"/>
Goal 3- Improve Infra. and Gateways	<input checked="" type="checkbox"/>
Goal 4- Increase Economic Opps and Maintain Rich Culture	<input checked="" type="checkbox"/>
Atchafalaya Basin Program	
Improve Public Access	<input checked="" type="checkbox"/>
Improve Water Quality	<input type="checkbox"/>
Identify Environmental Easements	<input type="checkbox"/>
Improve Recreation Assets	<input checked="" type="checkbox"/>
Louisiana Vision 2020	
Improve Education	<input checked="" type="checkbox"/>
Stimulate Economic Development	<input checked="" type="checkbox"/>
Improve Quality of Life	<input checked="" type="checkbox"/>
Smart Growth Concepts	
Provide Housing Opportunities	<input type="checkbox"/>
Create Walkable Neighborhoods	<input type="checkbox"/>
Community/Stakeholder Collaboration	<input checked="" type="checkbox"/>
Create a Strong Sense of Place	<input checked="" type="checkbox"/>
Development -Predictable, Fair, Cost	<input checked="" type="checkbox"/>
Mix Land Uses	<input type="checkbox"/>
Preserve Natural Assets	<input checked="" type="checkbox"/>
Provide Transportation Choices	<input checked="" type="checkbox"/>
Develop Existing Communities	<input checked="" type="checkbox"/>
Compact Building Design	<input type="checkbox"/>
Score	14





## ST. GABRIEL TOWN CENTER

St. Gabriel is a town on the move. Recent annexations and connections via Interstate 10 and state highways place the municipality in a good position to benefit from the metropolitan expansion of Baton Rouge. St. Gabriel's existing industrial and agricultural base, as well as its facilities, point to growth for the entire east Iberville Parish area. The challenge is to make certain that the new growth benefits the area over the long term.

It is particularly in growth pressure environments that "Smart Growth" principles can come to the aid of communities. Smart growth permits a community to take advantage of opportunities in ways which preserve and enhance the quality of life while adding sustainable economic value. Ignoring smart growth principles can easily lead to the opposite: short-term gains with expensive long-term headaches and a significant loss of economic value. The images at the right demonstrate a "smart growth" approach to the future for St. Gabriel. The aerial photo shows the proposed location for a new town hall. The accompanying diagram illustrates the major influences on this new site. There is good highway access, nearby commercial and residential development and lots of open land.

Smart growth emphasizes compact development for efficiency of infrastructure and ease of access as well as integration of land uses and public open space. The diagram at the lower right illustrates the maximum site potential using smart growth principles, showing how new residential and commercial development could be encouraged to accompany the new activity that would follow the new town hall. In addition, public green space is shown to complement new city facilities and link to existing neighborhoods. This new density and diversity could create a truly vibrant new town center for St. Gabriel that would be highly functional, attractive and would generate economic activity. The schematic plan shown here, further refines the diagram to show some of the positive relationships derived from implementing development guided by smart growth.



St. Gabriel - Aerial of Existing



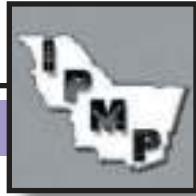
Focus Area Location Map



St. Gabriel - Schematic of "Town Center"

ST. GABRIEL TOWN CENTER	
Iberville Master Plan	
Goal 1- Increase/Diversify Housing	<input checked="" type="checkbox"/>
Goal 2- Increase Local Shopping Opps	<input checked="" type="checkbox"/>
Goal 3- Improve Infra. and Gateways	<input checked="" type="checkbox"/>
Goal 4- Increase Economic Opps and Maintain Rich Culture	<input checked="" type="checkbox"/>
Atchafalaya Basin Program	
Improve Public Access	<input type="checkbox"/>
Improve Water Quality	<input checked="" type="checkbox"/>
Identify Environmental Easements	<input type="checkbox"/>
Improve Recreation Assets	<input checked="" type="checkbox"/>
Louisiana Vision 2020	
Improve Education	<input checked="" type="checkbox"/>
Stimulate Economic Development	<input checked="" type="checkbox"/>
Improve Quality of Life	<input checked="" type="checkbox"/>
Smart Growth Concepts	
Provide Housing Opportunities	<input checked="" type="checkbox"/>
Create Walkable Neighborhoods	<input checked="" type="checkbox"/>
Community/Stakeholder Collaboration	<input checked="" type="checkbox"/>
Create a Strong Sense of Place	<input checked="" type="checkbox"/>
Development -Predictable, Fair, Cost	<input checked="" type="checkbox"/>
Mix Land Uses	<input checked="" type="checkbox"/>
Preserve Natural Assets	<input checked="" type="checkbox"/>
Provide Transportation Choices	<input checked="" type="checkbox"/>
Develop Existing Communities	<input checked="" type="checkbox"/>
Compact Building Design	<input checked="" type="checkbox"/>
Score	19





## ATCHAFALAYA STATION at BAYOU SORREL

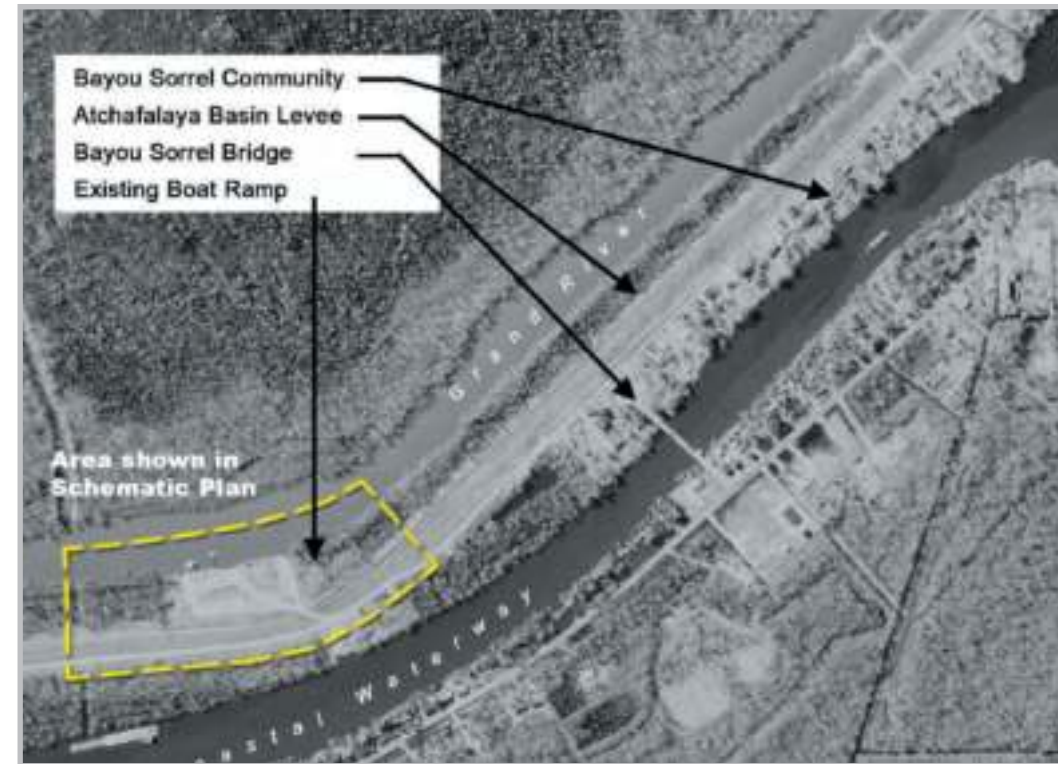
The Bayou Sorrel community offers a unique gateway opportunity to exploration of the Atchafalaya Basin. Conveniently located within easy reach of Interstate 10 and the city of Plaquemine, it is a logical point to provide tourists and visitors with a glimpse of what lies between the levees.

To fulfill this potential, significant improvements need to be made so that the boat ramp facility can serve both existing users and new visitors. In addition, to respond to the goals of the master plan, the image and economic potential of the facility must be important factors.

As shown on the schematic plan below, the master plan suggests an expansion of the services offered at the Bayou Sorrel boat landing to include an interpretive facility, RV hook-ups, expanded parking, dock-side retail and rental boat houses. The interpretive facility, another "Atchafalaya Station," could offer short-term visitors with an opportunity to learn about the basin. This facility could showcase the story of the basin through the eyes of Iberville residents, its history, cultural aspects, agriculture and industry. It could be a good place to catalogue and remember a vanishing lifestyle and provide ecological awareness education.

Recreational boaters would be provided with an improved ramp with lighting and additional parking. The RV area and rental boat houses would provide for longer stays. Many people who don't necessarily want to own a boat house might enjoy an occasional weekend experience.

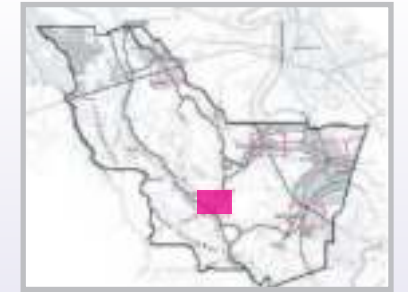
Drawing visitors to the area would provide a much needed influx of commerce while having a limited impact on a sensitive basin ecology. It could be an important departure point for a very profitable eco-tourism service and help draw attention to the much-needed environmental improvements in the basin. At the same time, the regular users of the basin (including fishermen, hunters and recreational boaters) would benefit from the suggested improvements including better boat ramps, more parking and ramp-side services.



Aerial of Bayou Sorrel



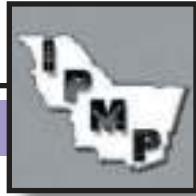
Schematic of "Atchafalaya Station"



Focus Area Location Map

ATCHAFALAYA STATION	
Iberville Master Plan	
Goal 1- Increase/Diversify Housing	<input type="checkbox"/>
Goal 2- Increase Local Shopping Opps	<input checked="" type="checkbox"/>
Goal 3- Improve Infra. and Gateways	<input checked="" type="checkbox"/>
Goal 4- Increase Economic Opps and Maintain Rich Culture	<input checked="" type="checkbox"/>
Atchafalaya Basin Program	
Improve Public Access	<input checked="" type="checkbox"/>
Improve Water Quality	<input checked="" type="checkbox"/>
Identify Environmental Easements	<input type="checkbox"/>
Improve Recreation Assets	<input checked="" type="checkbox"/>
Louisiana Vision 2020	
Improve Education	<input checked="" type="checkbox"/>
Stimulate Economic Development	<input checked="" type="checkbox"/>
Improve Quality of Life	<input checked="" type="checkbox"/>
Smart Growth Concepts	
Provide Housing Opportunities	<input type="checkbox"/>
Create Walkable Neighborhoods	<input type="checkbox"/>
Community/Stakeholder Collaboration	<input checked="" type="checkbox"/>
Create a Strong Sense of Place	<input checked="" type="checkbox"/>
Development -Predictable, Fair, Cost	<input checked="" type="checkbox"/>
Mix Land Uses	<input checked="" type="checkbox"/>
Preserve Natural Assets	<input checked="" type="checkbox"/>
Provide Transportation Choices	<input checked="" type="checkbox"/>
Develop Existing Communities	<input checked="" type="checkbox"/>
Compact Building Design	<input type="checkbox"/>
Score	16





## ATCHAFALAYA STATION at BAYOU SORREL

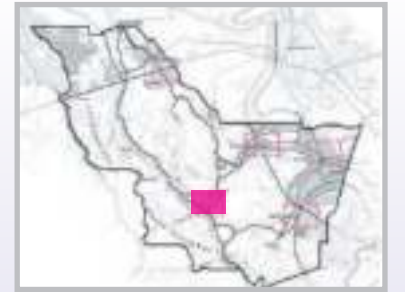
Drawing visitors to the area would provide a much needed influx of commerce while having a limited impact on a sensitive basin ecology. It could be an important departure point for a very profitable eco-tourism service and help draw attention to the much-needed environmental improvements in the basin. Ideally, some of the proceeds from the increased economic activity should be directed towards the preservation and remediation of the ecosystem. In this way, these improvements can be seen as an investment toward the sustenance of the health and beauty of this extraordinary asset. At the same time, the regular users of the basin (including fishermen, hunters and recreational boaters) would benefit from the suggested improvements including better boat ramps, more parking and ramp-side services.



Sketch - Proposed Improvements



Sketch - Proposed Improvements



Focus Area Location Map

### ATCHAFALAYA STATION

#### Iberville Master Plan

Goal 1- Increase/Diversify Housing	<input type="checkbox"/>
Goal 2- Increase Local Shopping Opps	<input checked="" type="checkbox"/>
Goal 3- Improve Infra. and Gateways	<input checked="" type="checkbox"/>
Goal 4- Increase Economic Opps and Maintain Rich Culture	<input checked="" type="checkbox"/>

#### Atchafalaya Basin Program

Improve Public Access	<input checked="" type="checkbox"/>
Improve Water Quality	<input checked="" type="checkbox"/>
Identify Environmental Easements	<input type="checkbox"/>
Improve Recreation Assets	<input checked="" type="checkbox"/>

#### Louisiana Vision 2020

Improve Education	<input checked="" type="checkbox"/>
Stimulate Economic Development	<input checked="" type="checkbox"/>
Improve Quality of Life	<input checked="" type="checkbox"/>

#### Smart Growth Concepts

Provide Housing Opportunities	<input type="checkbox"/>
Create Walkable Neighborhoods	<input type="checkbox"/>
Community/Stakeholder Collaboration	<input checked="" type="checkbox"/>
Create a Strong Sense of Place	<input checked="" type="checkbox"/>
Development -Predictable, Fair, Cost	<input checked="" type="checkbox"/>
Mix Land Uses	<input checked="" type="checkbox"/>
Preserve Natural Assets	<input checked="" type="checkbox"/>
Provide Transportation Choices	<input checked="" type="checkbox"/>
Develop Existing Communities	<input checked="" type="checkbox"/>
Compact Building Design	<input type="checkbox"/>

Score 16



# Implementation

I B E R V I L L E   P A R I S H   M A S T E R   P L A N

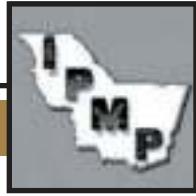


*"The completion of this master plan marks the beginning of a long but exciting road that will require hard work of public, private, and citizen partnerships. Putting our strengths to good use and repairing our weaknesses will result in a more efficient, livable, and thus sustainable community. The best part is that we now have a unified map to guide us as a truly unified parish."*

F. Barry Marionneaux  
Marionneaux & Marionneaux







## IBERVILLE PARISH STRATEGIC PLAN - 2003

Early in 2002, Iberville Parish and the Iberville Chamber of Commerce joined forces and contracted with a consultant to prepare a strategic plan for economic development. Delivered in March of 2003, the Iberville Parish Strategic Plan condenses the work of a wide cross section of Iberville residents and business people. It provides a vision statement, identifies three top goals and provides an action plan for each goal.

The vision statement asserts that *“Iberville Parish will be a diverse community that celebrates our rich heritage while embracing the future. Its flourishing economy will provide the basis for educational opportunities and cultural advances which will afford every citizen the opportunity to reach his or her full potential.”* Furthermore, the mission statement of the strategic planning committee states that, *“The mission of the Strategic Planning Committee is to unify our parish as a true community so that we:*

- Create a community where education, beginning with pre-kindergarten through 12th grade, is valued as a path to personal and economic growth.*
- Create a business climate, which retains existing jobs and encourages new job-creating investments and offers a wide variety of opportunities for all citizens.*
- Improve Iberville Parish’s image by demanding quality leadership and accountability and promoting the positive aspects of the Parish.”*

The top three Goals of the strategic plan were to:

- **Promote the value of education and workforce development**
- **Create a competitive business climate**
- **Improve the image of Iberville Parish**

Objectives for each goal were then assigned and prioritized and action plans were developed to help the parish achieve them. At the initiation of the Iberville Parish Community Master Plan, it was agreed that these goals and objectives would be included in the criteria for developing the master plan. This was accomplished in several ways as outlined below.

## LOUISIANA VISION 2020

The Louisiana State Department of Economic Development is continuing to support its economic development plans for the state through the ongoing refinement of Louisiana Vision 2020. This effort, which began several years ago, has settled on three statewide goals which parallel the strategic plan in many respects as are shown in the figure below:

	Vision 2020	Iberville Strategic Plan
Goal 1:	<i>To be a learning enterprise...</i>	<i>Improve education...</i>
Goal 2:	<i>Build a thriving economy...</i>	<i>Improve business climate...</i>
Goal 3:	<i>Improve quality of life...</i>	<i>Improve parish image...</i>

The master plan uses the framework of Vision 2020 to structure the identification and analysis of priority initiatives. In doing so, the spirit of the strategic plan goals are included. By carefully linking state education, economic and quality of life objectives with parish needs, parish officials and groups can maximize the impact of their efforts. The strategic plan speaks of unifying the parish efforts. The master plan expands that idea in an effort to unify parish activities with statewide activities.

It should also be mentioned that many of the strategic plan goals and objectives do not specifically address physical improvements. Some policy issues such as zoning, development guidelines and planned growth are directly addressed in the master plan. Others dealing with specific changes in educational programs and structures, while certainly important, were not within the pursue of this planning work. They are however, addressed in the overall concept of planning quality of life improvements throughout the parish which will lead to sustainable economic and community development.

The goals for this master plan established through the visioning meetings with citizens and leaders principally target the economic development and image goals. The master plan does recognize, however, that unless the education issues are addressed, the overall prospects for successful implementation of the master plan are doubtful.

## SUSTAINABLE COMMUNITIES

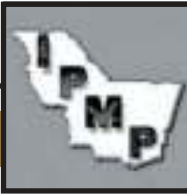
Research of current successful efforts at economic development points to the concept of creating sustainable communities. A community is deemed sustainable when it can provide quality structures, services and economic opportunities for its current citizens and has the necessary political structures in place to assure that future growth complies with the community’s vision and will not overwhelm its capacity to sustain services.

The diagram below is a basic illustration of the four key components of a sustainable community. Without any one of the four essential ingredients, sustainability is compromised. In addition, the four elements are dependent upon one another. Without necessary infrastructure, new development cannot be supported. Without economic development, quality of life amenities cannot be afforded. Without quality of life amenities and educational excellence, new development is difficult to attract. Without educational excellence, innovation is thwarted and leadership is more difficult to develop.

It is therefore essential that each of these four ingredients be worked simultaneously with emphasis given to education and quality of life. Without these two, the economic development required to support infrastructure improvements cannot materialize. It is interesting to note that each of these four elements are found within the goals and objectives of both the Iberville Strategic Plan and the Iberville Parish Community Master Plan.







## STRATEGIC PLAN OBJECTIVES

The strategic plan identifies 25 objectives in conjunction with its three goals (see graphic below). Of those, several were also mentioned in the visioning meetings held during the development of this master plan. In order to provide clear directions for Iberville Parish leadership, the master plan employs Smart Growth principles to these important objectives to demonstrate how quality improvements and development can accomplish economic growth through improvements to quality of life.

### STRATEGIC PLAN GOALS and OBJECTIVES

#### EDUCATION

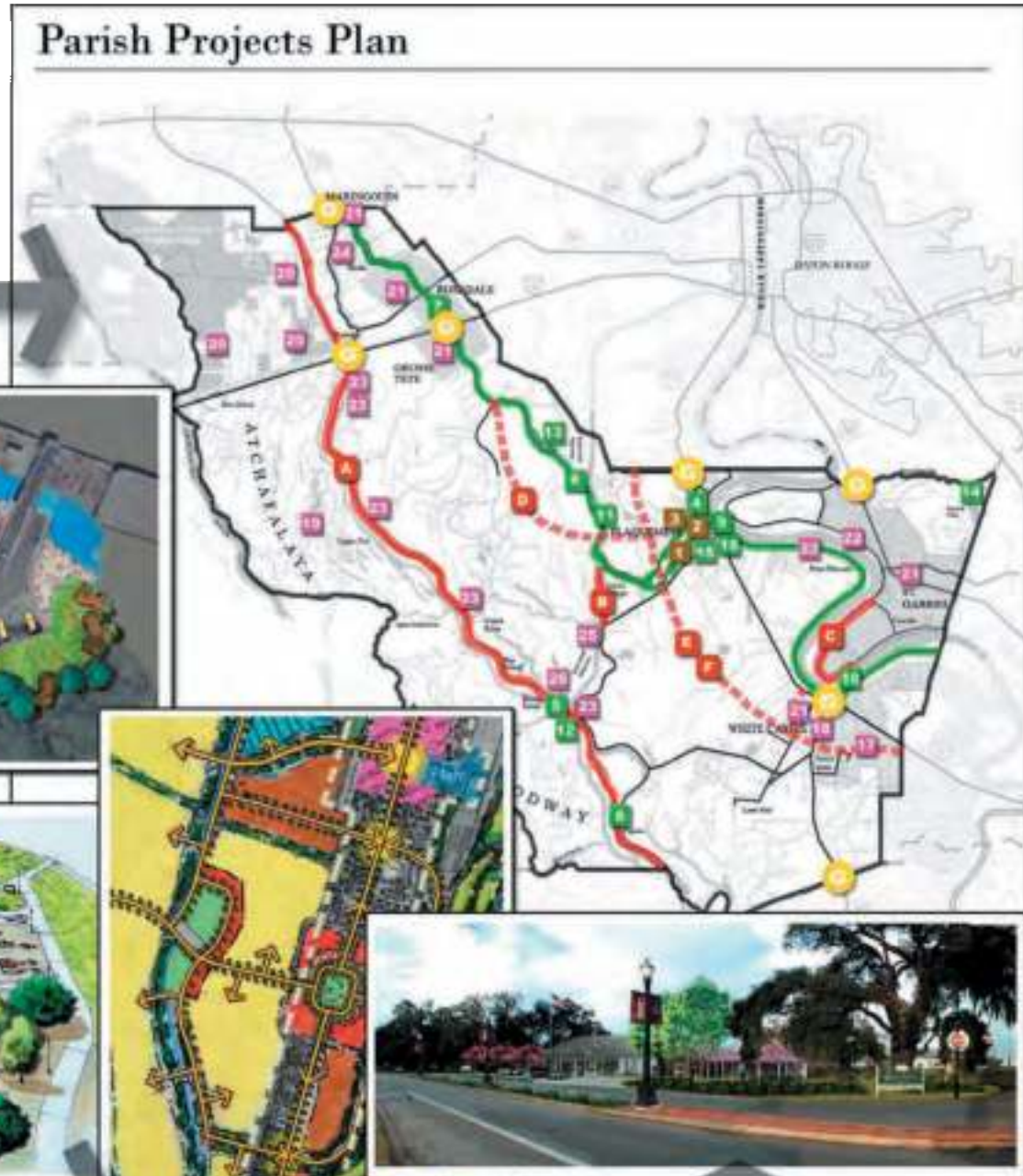
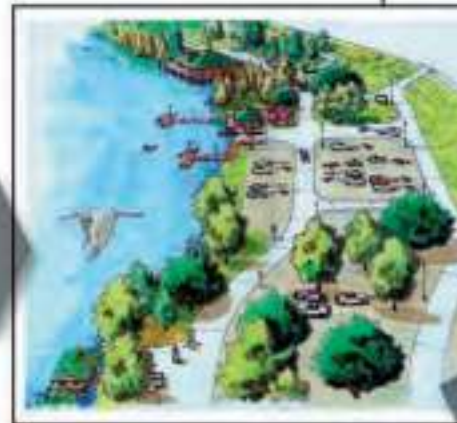
- Create Parent Organization
- Job Information Database
- Business/School Partnership
- Adult Worker Requalification
- Magnet School Program
- Expanded Pre-K
- Public Relations Campaign
- Expand Distance Learning Opps
- Anti-Drug Education
- Link between Schools and Courts

#### ECONOMIC DEVELOPMENT

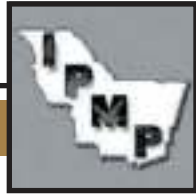
- Tax Incentives
- One Stop Licensing
- Planned Growth Consensus
- Capital Region Competitive Strategy
- Marketing Plan
- Ferry Improvements
- Support LTC
- Infrastructure Improvements

#### IMPROVE IMAGE

- "We Care" Program
- Increase Affordable Housing
- Cultural/Heritage Festival
- Committee for Better Government
- Parish Newsletter
- Public Information Campaign
- Image Improvement Campaign







## MASTER PLAN IMPLEMENTATION

The process of preparing this master plan spanned two years. The implementation process, to be successful, will require a long-term commitment. Although the magnitude of the challenge may be daunting, it is worth considering that each decision – large and small – is now made easier by the direction given by the plan. In addition, decision makers will be able to grasp the inter-connectedness of issues and solutions, and act decisively and with greater confidence.

To insure that implementation proceeds in an orderly and coordinated fashion, it is important to adopt a process which clarifies tasks, responsibilities and timelines. The diagram on the following page illustrates a sample process which is applicable to this master plan. It identifies a step-by-step procedure which, if followed, will maintain the integrity of the plan and produce more satisfactory results.

## BEGINNING

Experience proves that the first year of an implementation program is critical. Excitement generated by expectations of the master plan’s positive impact is at a peak and enthusiasm is high. In order to maintain this momentum, it is essential to program some very visible successes early in the implementation process.

The best strategies involve aligning master plan implementation with current projects that support master plan goals so that:

1. The ongoing projects can benefit from the new energy of the master plan; and
2. The community sees positive results flowing from the implementation process.

The Iberville Parish Master Plan has some distinct advantages along these lines because there are several ongoing projects and efforts which can become part of this process. The phasing sequence table on this page separates the projects and initiatives identified during the master plan into three categories – ongoing efforts, near-term projects and long term projects.

Among the ongoing projects are several which are already funded and are in development. Examples include Bayou Plaquemine Fresh Water Project, Iberville Parish Tourist Welcome Center and Bayou Plaquemine Waterfront Park Phase 2. Others, like Bayou Sorrel and Bayou Pigeon Boat Landing Improvements, Ferry Improvements and the Interstate 10 Welcome Center are awaiting funding to proceed. Concentrated efforts, on these projects would almost guarantee a successful beginning to the implementation phase.

## THE PROCESS

The following is a description of the implementation process diagram mentioned earlier. It is meant to serve as an example of the kind of issues which need to be addressed as the implementation moves forward. Some adjustments will have to be made according to the size and intensity of the effort.

**Step 1: Adopt the Master Plan** – This is an important step because it gives validity to the plan and enables local officials to use it when seeking support from both private and public agencies. The Iberville Parish Master Plan should be adopted by the parish council upon completion. It would also be advantageous to have it adopted

by the parish’s municipalities and by the Strategic Planning Commission and other civic and community groups so that they can lend support to the implementation process and use the plan to guide and enrich their ongoing efforts.

**Step 2: Form Implementation Team** – The reason many master plans fail to achieve their goals is that no one assumes responsibility for implementation. Therefore, once the plan has been adopted, the next step is to officially gather a group who will be tasked with monitoring its implementation. This group should be diverse in composition (see chart on next page for examples) and should include people and entities that have the skills and passion necessary to accomplish the task. The team should be made aware of the duration of

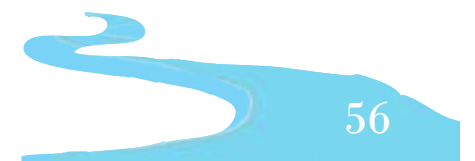
## PHASING SEQUENCE



their participation as well as the responsibilities and rewards of participation. The responsibilities will be outlined in steps 3-7 below. In the initial phases it may be advisable to contract all or part of this work to a professional “coach” or consultant if resources can be made available. As resources permit, permanent staff should be hired and trained to coordinate and generate further implementation efforts.

**Step 3: Develop Action Steps** – This part of the process should not be approached hastily but with deliberation and commitment. There are several intermediate activities within this step. First, the team must identify which initiatives and projects are most urgent. These can then be prioritized and divided into “ongoing”, “near-term” and “long-term” efforts. In the early stages it is important that selections include some projects which:

- will have visible positive impact in the community ;
- have a high probability of success;
- involve a wide cross section of the community; and
- will build confidence and increases the capacity of the community to take on more difficult tasks.







Next, a strategy is developed that attempts to identify the assets required to affect the desired results. As shown on the chart, at least three major issues need to be addressed:

- What is needed (i.e. project data, research, planning, funding, etc...)?;
- Who will be responsible and their responsibilities will be (i.e. assemble a committee, compile required information, determine costs, secure applications, monitor progress, make presentations)?
- If necessary, where the funding will come from?

Next, it is important to identify a variety of funding sources and to focus on building mutually advantageous partnerships between local, regional, public and private sources. Local funds might come from municipal funds, parish funds, the Tourism Commission, the Chamber of Commerce, area foundations, etc. Private funds can come from area businesses, individuals, Indian tribes, families, etc. State and federal funding sources might include the Corps of Engineers, Land and Water Conservation Service, Transportation Department, Department of Natural Resources, Wildlife and Fisheries, DoTD, Economic Development Council, etc. It is a mistake to become totally dependent upon “grant” funding. Rarely are these funds available without a local match, and the reporting and accounting for their use is often very time-consuming.

Next, a public information campaign should be organized which will allow the team to communicate its efforts, successes and delays to the community. Ideally, this step will help attract willing volunteer “disciples” who will join in the overall effort, help keep expectations high and insure the integrity of the effort.

The final item is a “nuts and bolts” issue. In order to coordinate this effort, establishing a centrally located implementation headquarters should be a high priority. It will help guarantee a unified effort that is well coordinated among the various participants and help to avoid confusion in the community. This will require some expenditures for communications and office supplies

**Step 4: Develop Schedule** – Once the preceding step is well defined, the team should agree on a realistic schedule linked to the specific tasks required. The schedule should include: application deadlines, “drop dead” dates on essential intermediate tasks and projected result timelines. This schedule will be very important to engage the local media and to maintain the support and enthusiasm of the community during what can be a very long process.

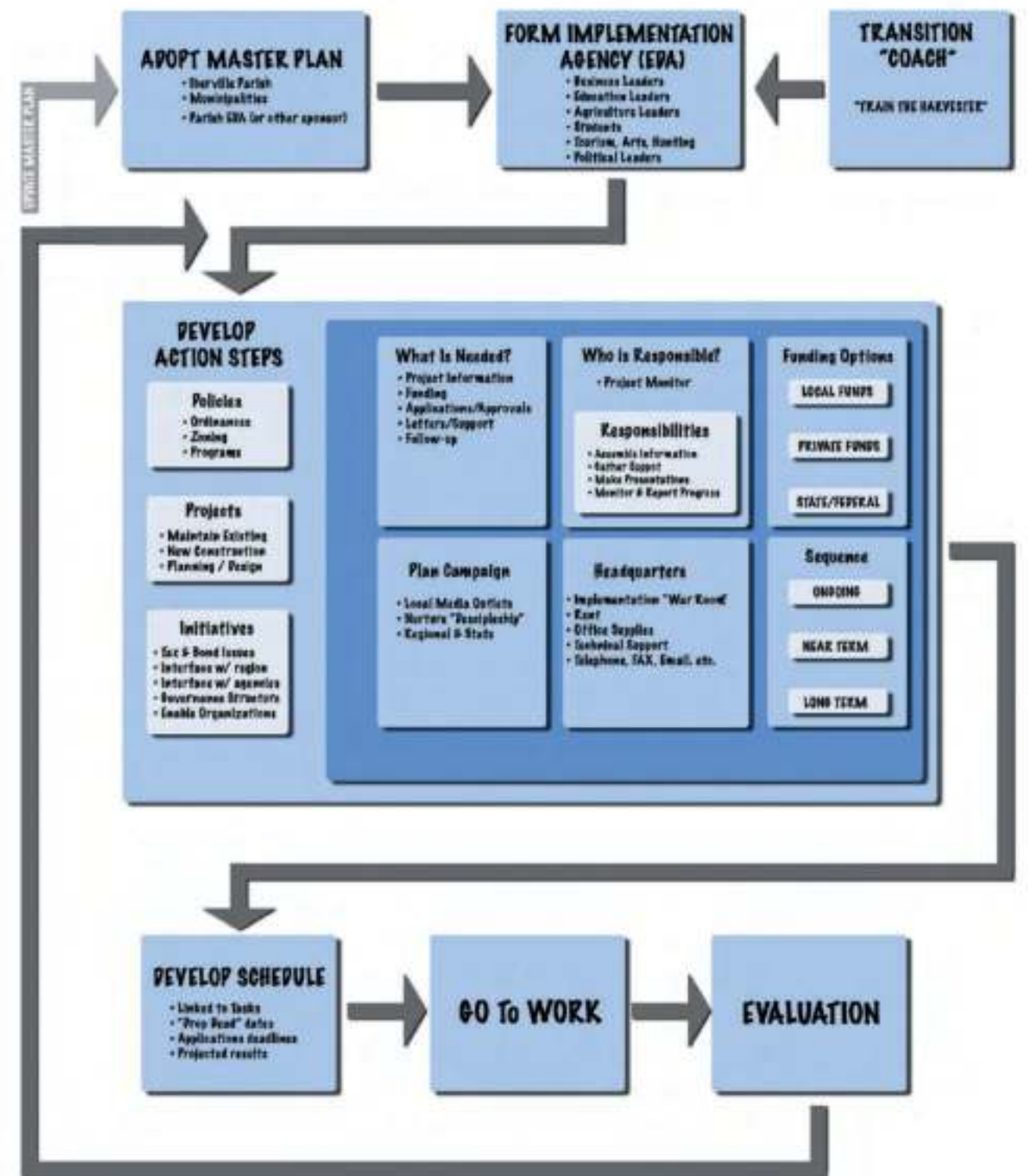
**Step 5: Go to Work** – This terminology does not imply that no work is involved in arriving at this point. Rather, it is used in order to stress the importance of being well organized before attempting to tackle a complicated project. At this step, the work required should be well understood and can be approached in a coordinated fashion which will enhance the possibility of success and limit frustration. Maintaining a “can do” attitude among the team as well as parishwide communication will be important. Consistent communication with all stakeholders is crucial to maintaining public trust and the continuation of public investment.

**Step 6: Evaluation** – The evaluation step serves two purposes:

1. Allow the team to report successes, assess progress, and share information.
  2. Revise work plans in order to incorporate new strategies and abandon fruitless pursuits (events outside the control of the team may occur which can substantially change the direction and schedule of individual efforts.)
- Another important aspect of the evaluation is to maintain the confidence of the team and illustrate progress. Evaluations should be scheduled on a quarterly basis for all efforts and may need to be more frequent for faster-moving projects.

As shown on the chart, the evaluation marks the completion of one cycle of the implementation process. The process begins again at Step 3: Develop Action Steps and continues to cycle again. Some projects may stay in the cycle many times before they are accomplished while others are in and out in a single cycle. In addition, it is important to consider that as projects are implemented and needs change, it will be necessary to revisit and update the master plan. Master plan updates, depending upon the success of implementation efforts, should be scheduled as soon as two years and no more than five years after completion.

## IMPLEMENTATION PROCESS







## ECONOMIC DEVELOPMENT BOARD

The completion of a master plan inevitably leads to an important question – Who is in charge of implementation? Iberville Parish is very fortunate to have had the establishment of a Strategic Planning Committee (SPC) in conjunction with the development of the Iberville Parish Strategic Plan 2003. The SPC, composed of representatives from business, industry, education and government, provided direction to the Berman Group through an Education Task Force, Economic Development Task Force and an Image Task Force. The conclusions of the strategic plan were considered in the development of this master plan and formed the basis for the visioning and goals development.

Since its inception, the SPC has been an active agent and ardent supporter of the development of the master plan. It has participated in presentations, interviews and input sessions.

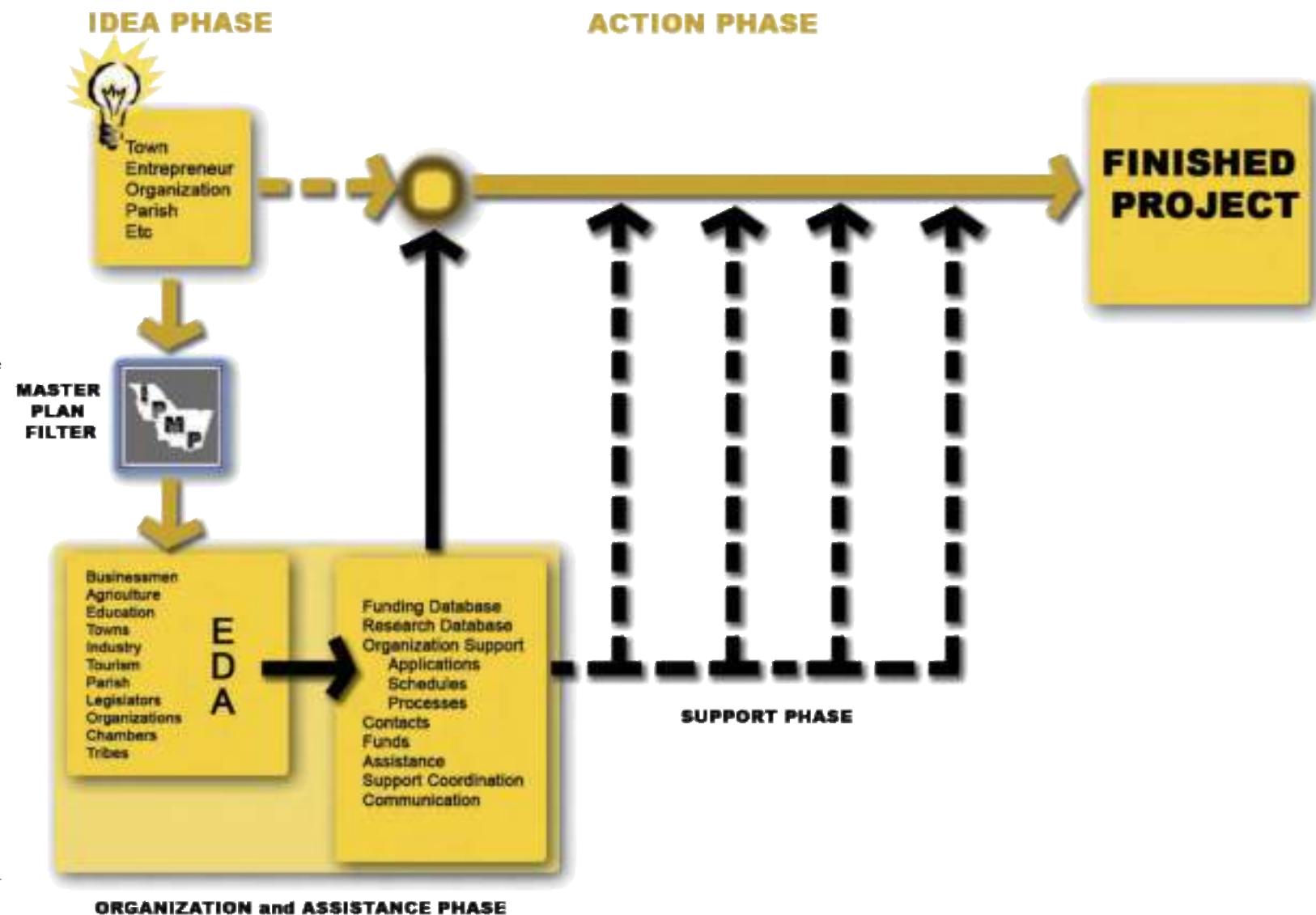
The goals and organizational structure of the SPC make it a logical choice to play an essential role in the implementation process. It is a parishwide group, has wide and diverse public and private representation and has a good working knowledge of the strategic plan and the master plan. It does not currently have operational funding which imposes serious limitations.

Parish officials should consider transforming this group into an Economic Development Authority (EDA) to formalize the commitment to master plan implementation and economic development efforts. Legislation could be written to authorize the EDA, with the support of parish residents, to generate funding for economic development activities. The success of this effort will have important implications in the master plan implementation process. The logical role of EDA would be as a supporting entity for existing business and industry, emerging entrepreneurs and other parish and municipal governments and organizations.

As shown in the diagram at right, implementation projects begin with an idea. The initial role of the EDA would be in the planning phase. It could filter the idea through the master plan reference, then provide organization and information assistance to the idea generator. By bringing a diversity of experience and interests, the EDA can counsel, advise, promote and strategize to facilitate a smooth implementation process. It could act as a resource for parish economic development activities by providing a funding and research database and scheduling funding applications assistance.

During the action phase, the EDA could keep the project schedule and recommend appropriate actions. It could also provide the important service of keeping the public informed about the progress of the project as it moves through its many stages toward completion. This ongoing support of the idea generator is crucial and would require that the EDA has an appropriate facility and staff to monitor ongoing projects while also seeking new opportunities. Communications with other regional and state economic development entities expand the pool of resources that can be brought to bear on the needs of Iberville Parish.

The EDA is ideally situated to assist in the task of economic gardening. In this scenario, rather than looking outside for economic “elephants”, the parish would work toward growing its own capacity to create economic growth. Developing the skills of existing businesses and supporting the efforts of planned growth serves as the fertilizer. Prioritizing “smart growth” principles and quality of life enhancements cultivates sustainable economic growth.







## FUNDING OPPORTUNITIES

Many opportunities for implementation funding are available. While grants and assistance are available, they must be actively pursued. This often requires extreme diligence in preparing applications, maintaining communication with funding agencies, constant monitoring and extensive paperwork to meet reporting requirements. In addition, because funding institutions often operate on annual budgets which are dependant upon approval legislation, many delays should be factored into the schedule.

There are several funding categories including; funding for project planning, funding for project construction, funding for programs and funding for materials and equipment. Some funding sources will cover all these categories while others are very specific to only one category.

This summary of funding sources will identify some known sources by category and a few brief details regarding application or contact information.

### FUNDING AGENCIES & PROGRAMS

The Land and Water Conservation Fund Act is authorized to provide up to \$900 million every year to purchase lands and water for:

- Recreation
- Clean water
- Scenic landscape
- Quality of life
- Wildlife habitat

This funding requires some local match and can provide up to \$150,000. Applications are due on April 1 of each year through:

LA Department of Culture, Recreation, and Tourism Division of  
Outdoor Recreation (225) 342 - 8186

### CLECO

Cleco can be contacted regarding the lighting of streets or neighborhoods in their service area. Improvements could include pruning of trees, replacement of lights to a stronger illumination or adding a light, provided it is in compliance with existing ordinances. 1-800-622-6537

### Local Government – Capital Improvement Program Funds

Local municipalities sometimes have dedicated funds for civic improvements such as:

- Sewerage Improvements
- Drainage and Water Improvements
- Streets and Sidewalk Improvements
- Parks and Recreation Improvements

These funds, if available, can sometimes form the basis for all or part of the local match.

The Foundation for the Mid South is a regional development foundation serving Arkansas, Louisiana and Mississippi that brings people together, strengthens communities and multiplies resources. The foundation works to nurture families and children, improve schools and build the economy for all people. (601) 863 - 0481

The Transportation Enhancement Program is a federally funded program administered through LADOTD. The goal of this program is to build a more balanced transportation system that includes pedestrians and bicycles as well as the motoring public. Projects can include safety and educational activities for pedestrians and bicyclists, landscaping and other scenic beautification, historic preservation, acquisitions of scenic or historic highway programs including the provision of tourist and welcome center facilities, archaeological planning and research,

control and removal of outdoor advertising, environmental mitigation and establishment of transportation museums. Typically these funds are available for construction only and require a 10 percent local match. The local sponsor must pay for design and engineering services. (225) 379 - 1100

Louisiana Division of Arts - Louisiana Crafts Marketing Program - The Crafts Marketing Program is an economic diversification program designed to stimulate the economy by providing marketing assistance to approved craftspeople working in contemporary, revivalist or traditional crafts. Approved program participants are eligible for such marketing opportunities as the use of a distinctive logo identifying their work as “Handmade by Louisiana Craftsmen.” The program is designed so that craftspeople retain complete control over their businesses and can participate at their own capabilities. (225) 342 - 8180

Louisiana Main Street Program - This program is concerned with planning and ordinance review, manager and volunteer training and development, economic development, landscape planning, commercial rehab, building design, real estate development, tourism and marketing. Commercial revitalization is a process of systemic change and restructuring of the communities resources while maintaining the guidelines of historic preservation as outlined by the Secretary of the Interior’s Standards for Rehabilitation. Some limited funding is also available for building facade improvements. Municipality must be a certified local government and must make certain commitments to the program to be eligible. (225) 342 - 8160

### Louisiana Division of Historic Preservation: Restoration Tax Abatement -

The Restoration Tax Abatement (RTA) Program is an economic development incentive created for use by municipalities and local governments to encourage the expansion, restoration, improvement, and development of existing commercial structures and owner-occupied residences in Downtown Development Districts, Economic Development Districts, or Historic Districts. Business Incentives Division (225) 342 - 5402

Louisiana Department of Economic Development - Funding entities are seeking to fund collaborative efforts that leverage dollars and involve multiple stakeholders. Competing for economic development grant dollars requires a good offensive strategy. Louisiana has made it a priority to seek out and attract economic development dollars to the state that will help our communities compete in the new economy. (225) 342 - 6499

Louisiana Community Development Block Grant (LCDBG) Program -Awards and administers federal financial assistance to units of general local government in federally designated areas of the state to further develop communities by providing affordable housing and a suitable living environment and expanding economic opportunities principally for persons of low to moderate income in accordance with federal statutory requirements. Office of Community Development (225) 342-7412

Capital Outlay Program - For projects other than those funded from self-generated cash, federal funds or dedicated revenues, through the sale of general obligation bonds. Limited to projects that do not have a cash source of funding and to those that have an anticipated useful life of 20 years or more and a value or cost of at least \$100,000. Examples of projects that qualify for inclusion in the capital outlay budget are:

- land acquisition;
- site development and improvement;
- acquisition or construction of buildings or other structures;
- additions or expansion to existing facilities;
- major repair or renovation of existing facilities;
- roof replacement; hazardous materials abatement;
- fixed equipment that is connected to building utility systems;
- initial equipment and furnishings for new buildings.

(225) 342-0820







**Resource Conservation and Development (RC&D) Program-** Purpose is to accelerate the conservation, development and utilization of natural resources, improve the general level of economic activity and to enhance the environment and standard of living in designated RC&D areas. It improves the capability of state, tribal and local units of government and local nonprofit organizations in rural areas to plan, develop and carry out programs for resource conservation and development. The program also establishes or improves coordination systems in rural areas. Current program objectives focus on improvement of quality of life achieved through natural resources conservation and community development which leads to sustainable communities, prudent use (development) and the management and conservation of natural resources. RC&D areas are locally sponsored areas designated by the Secretary of Agriculture for RC&D technical and financial assistance program funds. (202) 720-0557

**Recreational Trails Program** - The Recreational Trails Program provides funds to the states to develop and maintain recreational trails and trail-related facilities for motorized and non-motorized recreational trail uses. **Governor's Office of Community Programs** (225) 342-0332

#### Special Appropriations

Depending upon the scope and nature of the project, U.S. legislators can often include special appropriations for designated projects.

**The Louisiana Department of Agriculture and Forestry** is responsible for administering many of the programs and enforcing the regulations that impact every aspect of the state's agriculture and forestry. At the farm and forest level, these industries contribute \$10 billion annually to the state's economy. Agriculture and forestry touch the lives of everyone in Louisiana, making them critical to the economic growth and prosperity of the state as well as a vital part of our rich cultural heritage. (225) 922-1234

**Louisiana Office of Rural Development** - The overall mission of USDA Rural Development is to improve the quality of life for rural Americans by coordinating federal assistance in rural areas. Working closely with profit and non-profit sectors, along with state, tribal and local governments, they seek to transform the way in which the federal government does business. With this philosophy of public partnership, many positive outcomes for rural Americans are occurring daily. It is Rural Development's intention to ensure rural citizens can participate fully in the global economy. By providing technical assistance and programs to rural Americans, a stronger economy will be built and will improve the quality of life for all. (318) 473-7921

**The National Endowment for the Arts** offers grants to organizations in four categories: Creation & Presentation, Planning & Stabilization, Heritage & Preservation and Education & Access. The Heritage and Preservation funding is awarded to assist, preserve, document, and present those artists and forms of artistic expression that reflect our nation's diverse cultural traditions. Funding is also available to conserve important works of art. (202) 682-5400

**The Preservation Technology and Training Grants Program-** Awards grants for training, technology and basic research in historic preservation, conservation and allied fields. Grants are available for preservation and/or conservation work on nationally significant intellectual and cultural artifacts and nationally significant historic structures and sites. Intellectual and cultural artifacts include artifacts, collections, documents, sculpture and works of art. Historic structures and sites include historic districts, sites, buildings, structures and objects. **National Center** (318) 357-6464

A **Federal Save America's Treasures Grant** requires a dollar-for-dollar non-federal match, which can be cash or donated services. The grant and the non-federal match must be used during the grant period, which is generally

two to three years, to execute the project. The minimum grant request for collections projects is \$50,000 federal share; the minimum grant request for historic property projects is \$250,000 federal share.

The maximum grant request for all projects is \$1 million federal share. The selection panel may, at its discretion, award less than the minimum grant request. In 2002, the average federal grant award to collections was \$135,000 and the average award to historic properties was \$258,000. (202)-588-6202

**The President's Committee on the Arts and the Humanities** (202) 682-5409

**The Institute of Museum and Library Services (IMLS)** is an independent agency created by the Museum and Library Services Act of 1996. The Institute provides distinct programs of support for libraries and museums, and also encourages partnerships between museums and libraries. The Office of Library Services provides grants to states directly or through sub-grants. National Leadership Grants for Libraries fund education and training, research and demonstration projects, preservation and digitization of library materials and model programs of collaboration between libraries and museums. The Office Museum Services offers support for museums in the following areas: general operating support, assessments, conservation projects, Museum Leadership Initiatives and Professional Services Program. Museum/library partners can apply under the Museum Leadership Initiative which provides awards for museums that collaborate with other community organizations.

**Office of Library Programs** (202) 606-5227

**Heritage Preservation** -with funds from the Institute of Museum and Library Services (IMLS), administers the Conservation Assessment Program (CAP). This program provides non-competitive grants to museums for general conservation assessments of their sites and collections. The assessment includes an overview of the collections, environmental conditions and policies and procedures relating to collections care.

**Heritage Preservation** (202) 634-1422

**The Natural Resources Conservation Service (NRCS)**, formerly the Soil Conservation Service, is an agency of the United States Department of Agriculture. Since 1935, NRCS has worked cooperatively with landowners, conservation districts, federal, state, and local agencies and citizens from urban and rural communities to develop and protect the nation's soil, water and related resources

**State Conservationist** (318) 473-7751

**Historic Preservation Fund** enables states, through the Historic Preservation Act, to manage and maintain the National Register of Historic Places and develop preservation projects on historic properties. Supplements National Maritime Heritage Act with \$10 million. **Wildlife Conservation & Restoration Fund** assists state fish and wildlife agencies under the Pittman-Robertson Wildlife Restoration Act to manage a diverse array of wildlife and associated habitats by carrying out state wildlife conservation and restoration projects in recognition of the states' primary role in fish and wildlife conservation. Also to enhance outdoor recreation projects and foster a responsible stewardship ethic through conservation education.

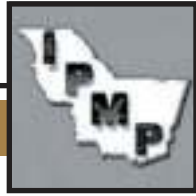
**International Association of Fish and Wildlife Agencies** (202) 624-7890

**Planning Assistance to States - United States Army Corps of Engineers, New Orleans District** - funded annually by Congress, federal allotments for each state and tribe from the nationwide appropriation are limited to \$500,000 annually but are typically much less. Individual studies are cost-shared on a 50 per cent federal and 50 per cent non-federal basis. The non-federal sponsor can provide half of their share as work-in-kind. A cost sharing agreement documents the specific scope of work and responsibilities of the Corps and the sponsor.

**Planning Assistance** (504) 862-2512







**Continuing Authorities Program - United States Army Corps of Engineers, New Orleans District** - At the request of local interests, the Corps can provide assistance in solving water resource problems. The program is comprised of nine different types of projects, each with its own project authority and strict limit of the federal contribution. Local sponsors must be a non-federal entity with the power to raise revenue.

Program Coordinator  
Project Manager

(504) 862-1961  
(504) 862-2024

**The Conservation and Reinvestment Act (CARA)** was historic conservation legislation that had been the U.S. Congress. CARA would have guaranteed \$3.1 billion annually for 15 years to state, federal and local conservation programs such as wildlife restoration, parks and outdoor recreation, coastal conservation and historic preservation. CARA's funding would have come from a portion of the income of federal offshore oil and natural gas leases. Since the mid-1950s, all of the revenue (about \$4-5 billion annually) collected from oil and gas leases in the Outer Continental Shelf has been sent to the Federal Treasury. Conversely, revenue from oil and gas development on interior federal lands is generally shared 50-50 with states where development occurs. **Funding not currently available**

**The National Parks Service's Federal Lands-to-Parks Program** enables states and local governments to establish park and recreation areas and adapt historic buildings for public uses. Through this program, state and local agencies may acquire land and facilities once used for federal purposes at no cost to meet park and recreation needs. **National Park Service-Federal Lands-to-Parks Program** (202) 565 - 1184

**Louisiana Division of Historic Preservation: Federal Historic Preservation Tax-** The Louisiana Division of Historic Preservation administers a federal tax credit that encourages the restoration/rehabilitation/renovation of historic buildings located in Louisiana. **Tax Act Staff-Division of Historic Preservation** (225) 342 - 8160

**The Certified Local Government (CLG) Program** is a local, state and federal partnership that provides technical assistance and small grants to local governments who are seeking to preserve their architectural and cultural heritage for future generations. CLG Historic Preservation Planning Grants are reimbursable, 50/50 (cash) matching grants. Project work may only begin after the grant is awarded and a funding agreement with the Division of Historic Preservation is signed. The recipient pays for all costs up-front. Grant funds are reimbursed for 50 per cent of the costs, up to the grant amount. Grants generally range from \$1,500 to \$20,000.

**Division of Historic Preservation- Office of Cultural Development**

(225) 342 - 8160

**Special Taxes and Dedicated Sales Tax Revenue** – two opportunities to raise money through taxes. Proposing a tax that will directly fund or assist in some aspect of community revitalization or sales tax that is dedicated to a specific element. **City Council**

(337) 788 - 4100

**Private Investment** - One of the most effective sources of funding comes from direct investment by property owners, businesses, entrepreneurs and individuals





# Acknowledgements

I B E R V I L L E P A R I S H M A S T E R P L A N

## APPRECIATION

The Moore Planning Group would like to express our appreciation to the people of Iberville Parish for giving us the opportunity to work with you in developing this master plan. We like to think of ourselves as a conduit through which your hopes and dreams for the future are expressed and recorded. It is our most sincere hope that this plan will assist you in developing the awesome potential that we witnessed during the work. We hope in some way that we can continue to be of service to Iberville and look forward to the possibility of helping you implement this plan.

Sincerely,



Patrick C. Moore, FASLA  
Principal



Nathan Gaspard, ASLA  
Director - Planning



Alan Hart, ASLA  
Project Manager



Matt Dodd  
Assistant Project Manager



## THANK YOU

Many people and organizations contributed a great deal of time and energy to developing the Iberville Parish Community Master Plan. Special thanks go to those groups and individuals who hosted meetings, prepped refreshments and welcomed us into your homes and businesses.

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Iberville Parish Tourist Commission  
Iberville Parks & Recreation District  
Iberville GIS Department  
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A. Wilbert's Sons, LLC  
Iberville Parish Major Land Owner's Committee  
The Island Golf Course and Clubhouse  
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Dow Chemical Company - Plaquemine  
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(<http://ticklekitchen.com/ii>)  
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Village of Grosse Tete  
City of Plaquemine  
City of St. Gabriel  
Town of White Castle  
Community of Bayou Sorrel  
St. Catherine Labouré Church Hall