PART V
Implementation Guide

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WHAT GOALS, OUTCOMES, AND POLICIES SHOULD GUIDE OUR DECISION-MAKING?

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This Implementation Guide provides a refined policy framework and additional context to help achieve the plan's vision.

Ilt is organized by several numbered Goals that describe a desired outcome or end result. Each Goal has multiple Policies that will be used to guide decision-making by the City Council, including decisions on rezonings and capital improvement projects. These guidelines can be used to evaluate the merit of a specific proposal: for example, does the proposal support our goal by "[preserving] and [supporting] the character of stable residential neighborhoods?"

In addition to the Policies, each Goal is supported by Strategies and coordinated sets of Actions that identify specific tasks for the MPC and its partners to execute during the next 5-10 years.

Finally, the Additional Resources included in this section provide additional context or background research to inform plan implementation.

Photo Credit: Asakura Robinson

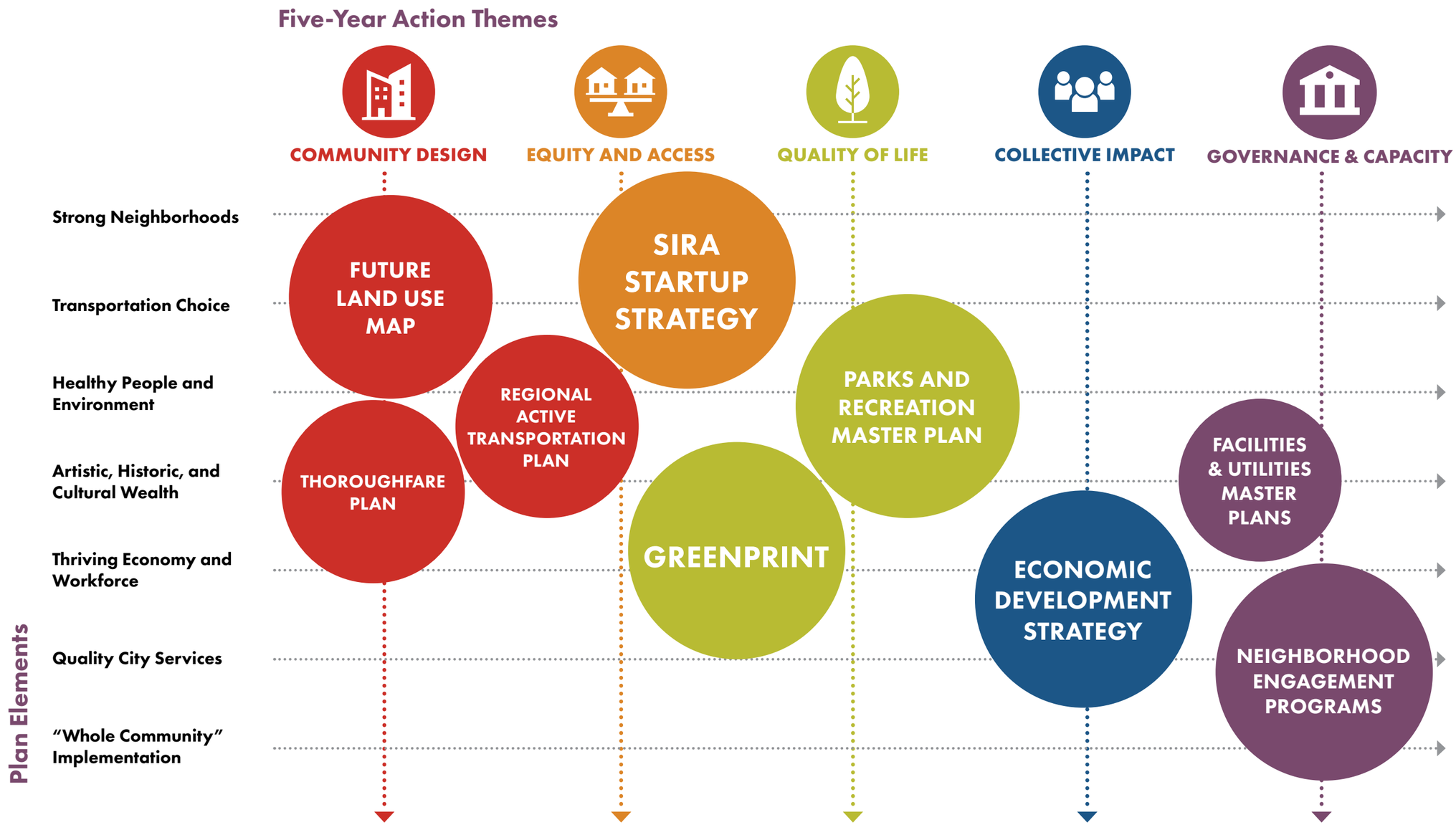
Networked Plans, Policies, Programs

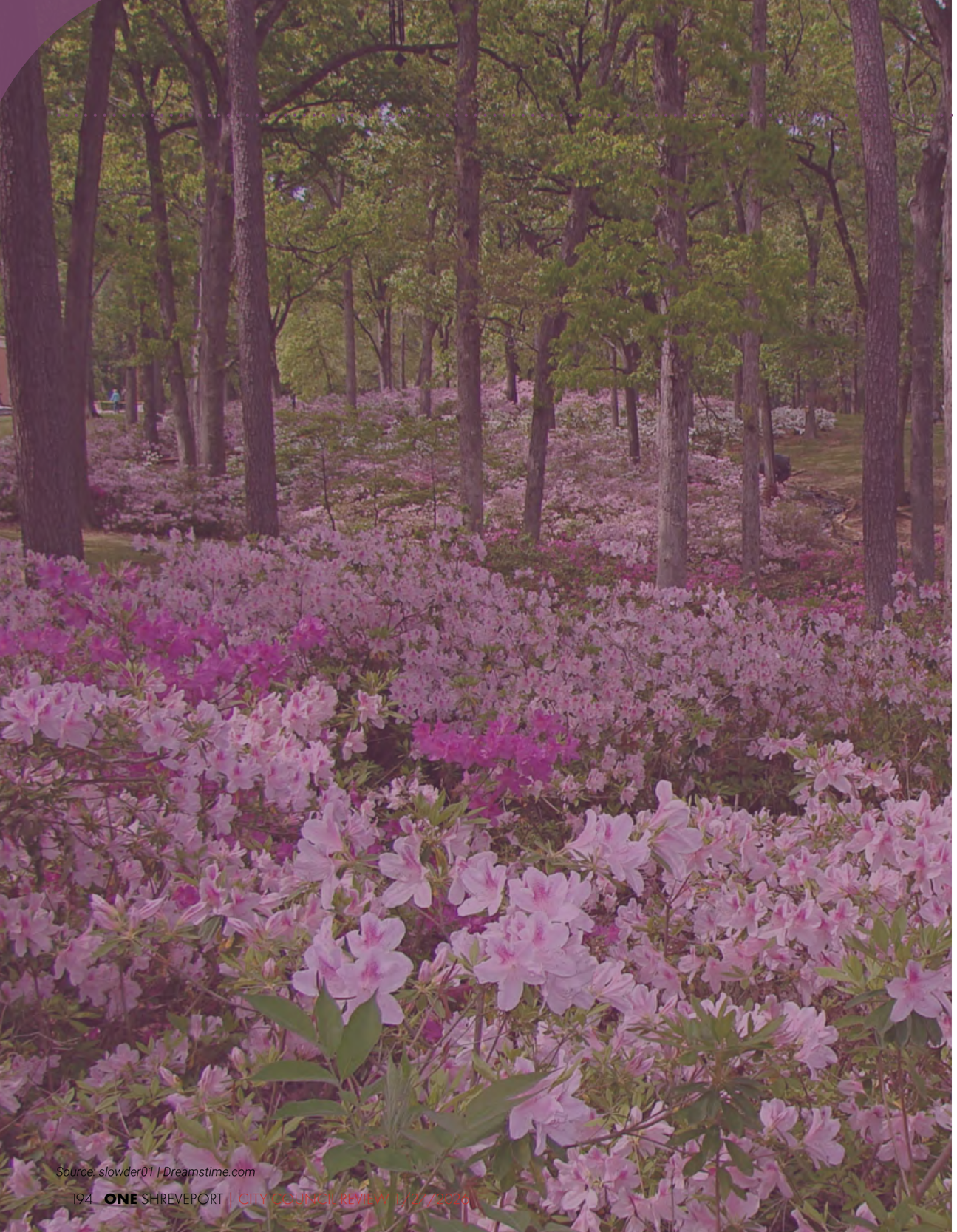
One Shreveport's Five-Year Action Themes and Plan Elements are connected to key implementation tools and other plans.

In addition to the Goals, Policies, and Strategies that detail the One Shreveport vision, this plan contains key tools such as the Future Land Use Map and Greenprint that provide neighborhood-specific recommendations, detailed guidance to start up the Shreveport Implementation and Redevelopment Authority (SIRA), and suggestions for how to align this plan with economic development and community engagement initiatives.

Additionally, other City departments and partner agencies may have their own master plans that guide detailed decision-making, such as the Regional Active Transportation Plan and the Water Master Plan.

One Shreveport's Goals, Policies, and Strategies may reference these tools and networked plans to provide additional guidance.





Source: slowder01 | Dreamstime.com

Plan Elements and Goals

Strong Neighborhoods

Supporting Goals:

- ◊ Goal 1: Smarter Development, see pg. 196
- ◊ Goal 2: Quality Neighborhoods, see pg. 198
- ◊ Goal 3: Healthy Housing, see pg. 200.
- ◊ Goal 4: Eliminated Blight, see pg. 202
- ◊ Goal 5: Community-Driven Revitalization, see pg. 204
- ◊ Goal 6: Facilitating Redevelopment, see pg. 206
- ◊ Goal 7: Locally Rooted Design, see pg. 208
- ◊ Goal 8: Neighborhood Centers, see pg. 210

Transportation Choice

Supporting Goals:

- ◊ Goal 9: Functional, Maintained Streets, see pg. 212
- ◊ Goal 10: Complete Streets, see pg. 214
- ◊ Goal 11: Reliable Public Transit, see pg. 216.
- ◊ Goal 12: Regional Connectivity, see pg. 218

Healthy People and Environment

Supporting Goals:

- ◊ Goal 13: Quality Parks and Nature, see pg. 220.
- ◊ Goal 14: Greenways and Blueways, see pg. 222.
- ◊ Goal 15: Clean Water, see pg. 224
- ◊ Goal 16: Urban Forestry, see pg. 226.
- ◊ Goal 17: Ecological Preservation, see pg. 228.
- ◊ Goal 18: Climate Adaptation and Preparedness, see pg. 230.
- ◊ Goal 19: Community Health, see pg. 234
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Artistic, Historic, and Cultural Wealth

Supporting Goals:

- ◊ Goal 21: Arts, Culture, and Entertainment, see pg. 238
- ◊ Goal 22: Historic Identity, see pg. 240
- ◊ Goal 23: Historic Character, see pg. 242

Thriving Economy and Workforce

Supporting Goals:

- ◊ Goal 24: Expanded Economic Base, see pg. 244
- ◊ Goal 25: Skilled and Retained Workforce, see pg. 248
- ◊ Goal 26: Ease of Doing Business, see pg. 252

Quality City Services

Supporting Goals:

- ◊ Goal 27: Core Capital Investments, see pg. 254.
- ◊ Goal 28: Resilient Water Systems, see pg. 256
- ◊ Goal 29: Efficient, Accessible Operations, see pg. 260
- ◊ Goal 30: Public Safety Investment, see pg. 262
- ◊ Goal 31: Reduced Waste, see pg. 264

"Whole Community" Implementation

Supporting Goals:

- ◊ Goal 32: Networked, Maintained Plans, see pg. 266
- ◊ Goal 33: Engaged Residents, see pg. 268
- ◊ Goal 34: Government Accountability, see pg. 270

Goal 1: Smarter Development

A smarter growth development pattern within the master plan area.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

MPC (Lead)

Shreveport can shape the way it grows through proactive planning and land use. While the Future Land Use Map provides a vision for future growth, it is primarily implemented through the development review process and capital planning.

An effective land use management program should be flexible enough to respond to on-the-ground conditions and emerging issues while adhering to the plan's strategic vision. "Smarter" growth is predictible, backed by investments in supporting infrastructure, sustainable environmentally and fiscally, and supports a high quality of life.

Policies

Policy 1.1. Preserve and support the character of stable residential neighborhoods.

Policy 1.2. Provide for major mixed-use centers downtown and where there is a significant concentration of jobs.

Policy 1.3. Provide for compact mixed-use urban villages that concentrate retail and services in walkable environments.

Policy 1.4. Avoid new development where major infrastructure extensions would be required.

Policy 1.5. Preserve and protect environmentally sensitive land.

Policy 1.6. Promote walkable environments.

Policy 1.7. Support development regulations that require high-quality development.

Policy 1.8. Facilitate predictable outcomes for development applications through effective communication and efficient review processes. (See also Goal 26: Ease of Doing Business, see pg. 252)

Strategies and Actions

Strategy 1.A. Use the Future Land Use Map and Future Land Use Designations to guide land use decisions.

Action 1.A.1. Incorporate analysis of proposals' consistency with the Future Land Use Map in staff reports.

Strategy 1.B. Prioritize capital investments located in Centers identified in the Future Land Use Map.

Action 1.B.1. Incorporate analysis of Master Plan consistency and planning area locations in capital budget requests.

Strategy 1.C. Prioritize transportation improvements along the corridors shown in the Future Land Use Map and Greenprint.

Action 1.C.1. Allocate funding for planning and design on key corridors.

Strategy 1.D. Incorporate fiscal impact analysis in the review of proposed annexations and publicly supported development projects.

Action 1.D.1. Finalize, maintain, and utilize a development evaluation tool similar to that initially prepared by Urban3 in 2023 for staff modeling of development impacts.

Action 1.D.2. Determine a threshold for where fiscal impact analysis is warranted or required in project evaluation.

Action 1.D.3. Research the effectiveness and feasibility of establishing an impact fee program to recoup the costs of new development and expanded services in non-priority development areas. (See also Goal 27: Core Capital Investments, see pg. 254)

Shreveport as viewed from Bossier City.
Source: Paul Brady | Dreamstime.com

Goal 2: Quality Neighborhoods

Enhanced character and livability for all neighborhoods, with investments to improve quality of life.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

MPC (Lead), Community Development, SIRA

Neighborhoods are the building block of our city: they are not just where we live, but also where we work, play, shop, worship, learn, and gather.

Our homes and neighborhood institutions shape our quality of life, and they are shaped by individuals and community groups as well as the City of Shreveport. Creating vibrant, strong, and livable neighborhoods is a collaborative effort that benefits from dialogue and coordination.

Policies

Policy 2.1. Support initiatives and investments that improve physical character and environment, function, and access to community amenities throughout the Master Plan Area.

Policy 2.2. Promote proactive planning on the district and neighborhood level.

Strategies and Actions

Strategy 2.A. Create a system for Area Plans and engage neighborhood residents, businesses, property owners and other stakeholders in proactive planning connected to the Master Plan and its policies.

Action 2.A.1. Utilize the Master Plan's Neighborhood Deep Dive recommendations in the to identify and scope potential area plans.

Action 2.A.2. Prioritize development of Framework Plans based on development trends and strategic investments.

Action 2.A.3. Develop a neighborhood planning template to allow for ongoing development of neighborhood plans by staff.

Strategy 2.B. Establish an Office of Neighborhoods or an internal Neighborhood Planning Task Force to coordinate planning, community development, public works, and property standards.

Action 2.B.1. Allocate sufficient resources to support district and neighborhood planning.

Source: qiwoman01 | Dreamstime.com

Goal 3: Healthy Housing

Quality housing to meet the diverse needs of households at all income levels and all stages of the life cycle and support strong neighborhoods.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

MPC (Lead), Community Development, SIRA, Property Standards

Accessible, affordable, safe, and sanitary housing fundamentally shapes residents' quality of life. Stable housing allows residents to lead healthy lives within their financial means.

Shreveport can shape its housing by supporting ample supply and variety to ensure opportunities for all households and ensuring its housing stock is well-maintained and and safe. The City of Shreveport also works to support housing stability and home ownership for residents through programming and financing programs.

Policies

Policy 3.1. Support the planning, regulatory and funding initiatives needed to provide a diversity of housing types, rental and ownership, market-rate and subsidized, to meet community needs.

Policy 3.2. Support for a community-based system to develop and implement housing policy that includes stakeholders from government, the nonprofit sector, and the private sector.

Policy 3.3. Ensure the city's housing stock is maintained in good condition and complies with applicable codes.

Strategies and Actions

Strategy 3.A. Expand the diversity of housing choices, with amenities, to reflect the increasing diversity of ages, household types and backgrounds, while ensuring appropriate standards and guidelines for fitting new housing into existing neighborhoods.

Action 3.A.1. Expand first-time homebuyer and credit-counseling programs and explore employer-assisted housing programs with major employers.

Action 3.A.2. Establish a marketing program and a one-stop housing center for all government-assisted homeownership, rehabilitation, and rental programs.

Action 3.A.3. Expand access to the Bank On Northwest Louisiana program and personal finance training to support homeownership.

Action 3.A.4. Support the development of permanent supportive housing for residents who are at risk of homelessness and/or are living in substandard housing, as well as other group homes, while balancing the needs of neighborhoods.

Action 3.A.5. Make investments in infrastructure and amenities where housing development is desired.

Action 3.A.6. Work with SIRA and the development community to establish a program with pre-approved plans, fee waivers, and expedited approval processes to encourage housing infill in line with neighborhood plans (see also Goal 7: Locally Rooted Design, see pg. 208.)

Strategy 3.B. Establish community partnerships to leverage local resources and ensure housing policies and programs are grounded in community needs.

Action 3.B.1. Create a community-based Housing Policy Advisory Council, including representatives of government staff, neighborhood organizations, for-profit and nonprofit housing developers, realtors, and representatives of economic development organizations.

Strategy 3.C. Encourage proactive maintenance and rehabilitation of the city's housing stock to preserve existing supply for future use and ensure that homes are fit for habitation.

Action 3.C.1. Consider strengthening the city building code to the standards of the federal Section 8 (HCV) housing code.

Action 3.C.2. Expand housing rehabilitation programs with strategies such as revolving loan pools to bring dilapidated properties back into a state of good repair.

Action 3.C.3. Continue to support existing Community Development Rehabilitation Assistance programs such as Paint Your Heart Out Shreveport and the Major Systems Repair and Minor Repair programs.

Action 3.C.4. Enforce and monitor the Residential Registration Property Program to ensure that rental properties are fit for habitation.

This fourplex near Centenary College looks like a large single-family home, but actually contains 4 dwellings.
Source: Asakura Robinson

Goal 4: Eliminated Blight

A comprehensive, coordinated program to eliminate blight.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Property Standards (Lead), SIRA, Community Development, MPC

With a shrinking population, Shreveport's building stock is challenged by high vacancy rates, reduced resources for upkeep, and resulting deferred maintenance. These issues are compounded by absentee property owners and others who, by intention or neglect, fail to maintain their properties.

Over the last twenty years, Shreveport has expanded its blight abatement and code enforcement issues, including establishing a Property Standards code in 2009 and an Environmental Court enforcement process in 2019. Recent efforts including the Block By Block pilot program and assistance from the Bloomberg Harvard City Leadership Initiative in 2025 have supported an expanded focus on blight abatement.

Policies

Policy 4.1. Assign a very high priority to effective and efficient property standards and code enforcement efforts.

Policy 4.2. Ensure that all relevant decision makers, including the judicial system and residents, are included in coordinated efforts.

Policy 4.3. Prioritize property standards and code enforcement strategies that stabilize residential areas.

Strategies and Actions

Strategy 4.A. Expand staff and administrative system capacity to support enforcement of quality of life regulations.

Action 4.A.1. Continue to coordinate and integrate code enforcement activities through the Property Standards Department.

Action 4.A.2. Identify key missing or inconsistent data across platforms to aid in internal and external communication; and improve mechanisms for collecting and maintaining data across departments.

Action 4.A.3. Create a detailed property database with information on tenure, condition, code status, and other aspects of all properties, including blight and vacancy status.

Action 4.A.4. Develop clear, cross-departmental performance indicators and processes to track property conditions, enforcement actions, and outcomes over time.

Action 4.A.5. Continue to improve the administrative Environmental Court system to deal with quality-of-life violations.

Strategy 4.B. Develop a comprehensive, coordinated program to eliminate blight and vacancy in targeted areas.

Action 4.B.1. Continue proactive community outreach such as the "Block By Block" pilot program to identify neighborhood-specific needs and provide initial support for cleanup and quality of life improvements.

Action 4.B.2. Explore the viability of a Chronic Offender registry or progressive penalties program to enforce penalties on property owners or landlords with repeated violations across multiple properties.

Action 4.B.3. Expedite procedures for site control of blighted and vacant properties through code enforcement lien foreclosure and Redevelopment Authority action. (See also Goal 6: Facilitating Redevelopment, see pg. 206.)

Action 4.B.4. Explore targeted interventions, such as acquisition strategies, permit-ready plans, tax abatements, microgrants, or zoning adjustments, to encourage responsible ownership and redevelopment in high-need areas.

The Silver Lake/Woodlawn Apartments in the Cedar Grove area are a visible example of neglect and blight.
Source: Asakura Robinson

Goal 5: Community-Driven Revitalization

Strategic, comprehensive, and community-driven redevelopment that creates strong neighborhoods and thriving communities.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Community Development (Lead), SIRA, MPC

While the City of Shreveport is a critical player in the regulations, infrastructure, and services that shape neighborhoods, it generally does not develop property. However, through neighborhood planning and targeted revitalization programs, the City of Shreveport may work with private-sector and community-based organizations to support development projects that support the Master Plan and neighborhood goals.

Policies

Policy 5.1. Make revitalization investments that can leverage nearby employment centers and strong neighborhoods.

Policy 5.2. Support revitalization programs based on neighborhood plans for comprehensive and connected development.

Policy 5.3. Promote mixed-income neighborhood development.

Policy 5.4. Promote collaboration and capacity building among local foundations and philanthropic organizations, community development corporations, and community land trusts.

Strategies and Actions

Strategy 5.A. Focus redevelopment efforts in locations that build on existing assets and provide critical mass.

Action 5.A.1. Prioritize city-supported redevelopment projects in Neighborhood Centers and locations identified in the Master Plan's Future Land Use Map or Neighborhood Deep Dives.

Action 5.A.2. Identify priority sites for redevelopment through the neighborhood planning process, working with potential City authorities such as the Housing Authority of the City of Shreveport and the Shreveport Implementation and Redevelopment Authority to identify existing assets. (See also Goal 2: Quality Neighborhoods, see pg. 198.)

Action 5.A.3. Place redevelopment covenants, design and performance standards, and any special use or other appropriate restrictions on vacant or blighted properties sold or transferred by government entities for redevelopment.

Strategy 5.B. Provide incentives for private investment and homeownership.

Action 5.B.1. Expand and target Community Development Department homeownership programs and rehabilitation programs for both ownership and rental housing. See also Goal 3: Healthy Housing, see pg. 200.

Action 5.B.2. Provide priority to applications for incentives that support designated revitalization areas.

Action 5.B.3. Work with realtors, bankers and first time homebuyer trainers to recruit residents for redeveloped housing in all neighborhoods.

Strategy 5.C. Develop a network of community development organizations of various sizes and functions that work together and can support several high-capacity groups.

Action 5.C.1. Seek assistance from national organizations to work with local nonprofits to create a network of community development corporations with different objectives to contribute on an ongoing basis to revitalization activities.

Action 5.C.2. Support the establishment and development of community land trusts that facilitate the reuse of vacant properties to meet community goals while preserving community ownership.

Action 5.C.3. Support growth and capacity-building for non-traditional developers, including religious institutions and community development corporations.

The Bayou Grande community was a key element of the Housing Plan developed during the Allendale-Ledbetter Heights-West Edge Choice Neighborhoods planning process and supported through local and federal partnerships. *Source: Downtown Development Authority.*

Goal 6: Facilitating Redevelopment

A high-capacity Shreveport Implementation and Redevelopment Authority with professional staff and adequate funding to expedite land assembly and redevelopment.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

SIRA (Lead), Property Management, Property Standards, Community Development, MPC

Shreveport faces major challenges with vacant, adjudicated, abandoned, and deteriorated property. As these parcels are neglected, they contribute to issues such as blight and code violations. Moving these properties back to productive use is a critical need to support long-term neighborhood revitalization and redevelopment.

Adjudicated properties are properties that have been listed for sale for previous nonpayment of local property taxes, and have failed to sell at tax sale due to a lack of demand. As a result, they are "adjudicated" to local governments, who hold a tax deed on the property. This complex issue has deep legal, economic, and cultural roots that make it challenging to quickly or effectively address.

The Shreveport Implementation and Redevelopment Authority (SIRA) is a political subdivision of the State of Louisiana that was created in 2015. As a redevelopment authority, it is empowered to receive properties through the adjudication process, assemble parcels for redevelopment projects, and initiate expedited quiet title processes for adjudicated properties. These powers make it an extremely valuable partner in addressing blight and adjudicated property in Shreveport.

Policies

Policy 6.1. Support the growth of the Shreveport Implementation and Redevelopment Authority (SIRA) as the backbone organization for neighborhood redevelopment efforts.

Policy 6.2. Utilize SIRA's land banking and title clearance powers to return abandoned and adjudicated properties to productive use.

Policy 6.3. Leverage federal Brownfields funding to proactively rehabilitate and reposition sites with environmental contamination issues for future reuse.

Strategies and Actions

Strategy 6.A. Activate and professionalize the Shreveport Implementation and Redevelopment Authority (SIRA) to take charge of redevelopment activities.

Action 6.A.1. Ensure coordination among the MPC, the Community Development Department, other agencies and SIRA so that there is no duplication of planning and other functions.

Action 6.A.2. Capitalize SIRA with a dedicated source of funding.

Action 6.A.3. Complete a 10-Year Strategic Plan to guide SIRA's startup and initial efforts.

Action 6.A.4. Put SIRA in charge of redevelopment of residential and nonresidential projects outside of downtown.

Action 6.A.5. Collaborate with the Housing Authority of the City of Shreveport to develop potential mixed-income redevelopment opportunities for aging public housing through Choice Neighborhoods or other financing opportunities.

Action 6.A.6. Establish a regular training and continuing education program for the SIRA Board of Commissioners, such as Center for Community Progress programming.

Strategy 6.B. Pursue land assembly to create larger, contiguous parcels for community amenities or efficient redevelopment, and to facilitate targeted, block-by-block redevelopment.

Action 6.B.1. Establish land banking agreements with the City of Shreveport, Caddo Parish, and the Caddo Parish School Board.

Action 6.B.2. Continue the $1 lot next door program that offers vacant properties to abutting property owners after one year of maintenance.

Action 6.B.3. Continue to use expropriation of adjudicated properties as needed to acquire land for permanent open space and greenway purposes.

Action 6.B.4. Identify opportunities to utilize adjudicated properties for regional stormwater detention or parking areas to serve future redevelopment.

Action 6.B.5. Explore the potential of using the property tax system, such as land value tax, as a way to incentivize development in order to move long-vacant and blighted properties into the market.

Strategy 6.C. Coordinate SIRA's efforts with property standards enforcement and the City's Brownfields programs to leverage funds and effectively reposition priority sites for redevelopment.

Action 6.C.1. Conduct Phase I Environmental Site Assessments for non-residential properties during SIRA property acquisition to identify potential site contamination issues.

Action 6.C.2. Make data regarding adjudicated property, code enforcement cases, blight SIRA-owned parcels, and brownfield sites publicly available and easily accessible to staff across departments.

SIRA can facilitate the reuse of vacant and abandoned properties, including residential, commercial, and industrial buildings and land.
Source: Sabrina Gordon | Dreamstime.com

Goal 7: Locally Rooted Design

Excellent urban design quality that enhances livability and is tailored to diverse neighborhoods.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

MPC (Lead), Traffic Engineering

Shreveport's neighborhoods are diverse in character, and their physical assets and design reflect the periods of their creation as well as the lives of residents past and present. Design is an important aspect of neighborhood identity, whether it be shotgun houses and bungalows on small lots or meandering, suburban-style streets.

Urban design refers primarily to the design and quality of the "public realm" - the space between the front door and the street. Qualities such as the width of sidewalks and the presence of mature street trees shape our comfort as pedestrians, and the distance between our front door and the street impacts our feelings of privacy in our home, or our feeling of visibility or safety. These "eyes on the street" deter crime and create community. Shreveport can shape urban design quality and tailor these requirements to the city's diverse neighborhoods.

Policies

Policy 7.1. Maintain and routinely review zoning and subdivision regulations to promote a well-designed, attractive and functional urban design context and public realm.

Policy 7.2. Inclusion of urban design goals and standards for private development and public planning and capital investment projects.

Policy 7.3. Support high-quality design in regulations and in land use decisions.

Policy 7.4. Make the city a state and regional model of urban design quality.

Strategies and Actions

Strategy 7.A. Encourage site design for new development and infill projects that creates an attractive and functional urban design context and public realm.

Action 7.A.1. Ensure sensitive transitions from residential to nonresidential areas through zoning and design standards.

Action 7.A.2. Preserve and enhance the character of older neighborhoods by preserving the street grid, orienting new development to fit in with older character (in terms of dimensions and placement on the lot) and to harmonize with the design character of existing development without necessarily copying older forms.

Action 7.A.3. Require that new subdivisions or apartment complexes connect with the surrounding context, including any future roads, rather than create isolated developments with a single point of ingress and egress.

Action 7.A.4. Require that new subdivisions provide sidewalks, street trees, public open space, and similar amenities to create walkable communities.

Action 7.A.5. Permit and encourage low-impact development in subdivision regulations, such as narrower residential streets, preservation of natural drainage paths and infiltration, and other innovative infrastructure approaches that reduce demands on storm sewers and reduce long-term costs. (See also Goal 28: Resilient Water Systems, see pg. 256.)

Strategy 7.B. Develop urban design guidelines and standards that emphasize human-scaled, walkable environments along corridors and in publicly funded projects.

Action 7.B.1. Plan for MPC staff review and coordination time during the planning and design of capital projects to ensure city-led projects support the Master Plan's urban design goals.

Action 7.B.2. Develop context-sensitive design standards for streetscapes as part of the Area Plans, and work with LADOTD and NLCOG to plan improvements for urban arterials that are state roads. (See also Goal 10: Complete Streets, see pg. 214.)

Action 7.B.3. Establish a program for public art in infrastructure projects, such as a One Percent for Art program.

Strategy 7.C. Establish design standards to guide new development and redevelopment to contribute to neighborhood character in Area Plans.

Action 7.C.1. Develop design principles and standards for private and public development in all commercial districts in Area Plans.

Action 7.C.2. Use the Area Planning process to develop guidelines for scale and design of new infill development to fit with the character of established residential areas.

Action 7.C.3. Create a design catalog or pattern book to provide examples of housing designs compatible with neighborhood character in different Shreveport neighborhoods.

Action 7.C.4. In areas with security issues, apply established techniques of crime prevention through environmental design (CPTED) in new development.

This medical office building in the Spring Lake area includes landscaping, art, and transparency to enhance visitor experience and create visual interest.
Source: Asakura Robinson

Goal 8: Neighborhood Centers

Mixed-use, live, work, and play centers providing access to retail and service for all neighborhoods and the region.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

MPC (Lead), Economic Development

Shreveport's neighborhood centers range in scale and use from large, big-box shopping centers that serve a regional market area, to small commercial strips with restaurants, cafes, pharmacies, and the like, and schools, churches, and parks. Many of these centers were constructed before planning and zoning started in Shreveport, and others have been designed in response to these policy decisions. Altogether, they are iconic, important places in our communities.

Neighborhood centers should be easily accessible to residents, with commercial spaces that are also affordable to local entrepreneurs. These important places are the hearts of vibrant neighborhoods, quality of life, and economic opportunity, and can be supported by the City of Shreveport through targeted infrastructure and mobility upgrades, beautification, and economic development incentives.

Policies

Policy 8.1. Focus public efforts to support creation of walkable neighborhood commercial districts or nodes.

Policy 8.2. Locate civic and cultural uses within or adjacent to neighborhood commercial districts to act as anchors and catalysts for commercial development.

Strategies and Actions

Strategy 8.A. Support the development of compact, mixed-use districts and quality corridors to support future transit improvements.

Action 8.A.1. Prioritize development opportunities that create mixed-use nodes and corridors identified as Mixed-Use Centers and Corridors in the Future Land Use Map.

Action 8.A.2. Establish a boulevard program to redesign major commercial corridors, such as Monkhouse Drive, to create enhanced streetscapes that create more attractive development opportunities.

Action 8.A.3. Improve the function and design for all neighborhood centers, including access management, internal circulation, buildings at the street edge, pedestrian networks, landscaped and distributed parking fields, and so on, through enhanced development standards in development regulations.

Strategy 8.B. Build around neighborhood commercial, cultural, and civic institutions, including historic commercial buildings and assets.

Action 8.B.1. Locate new civic uses to serve as anchors within or adjacent to neighborhood commercial districts designated for current or future walkability.

Action 8.B.2. Coordinate disposition of or new uses for publicly owned properties, including schools, with SIRA and the MPC to ensure compatibility with neighborhoods and commercial areas.

Action 8.B.3. Develop a façade improvement program with a matching grant or a revolving low-interest loan fund for designated older commercial districts.

Action 8.B.4. Review Neighborhood Commercial Establishment use provisions in the Unified Development Code and consider strategies to permit this use by-right in qualifying buildings and areas.

Strategy 8.C. Promote retail growth and encourage capacity-building and leadership development in neighborhood commercial and cultural districts.

Action 8.C.1. Develop a framework to designate neighborhood commercial and cultural districts during Area Planning processes to support technical assistance and promotion efforts.

Action 8.C.2. Promote the development of business or merchants' associations to serve as the voice of business owners in specific commercial districts.

Action 8.C.3. Use market analyses and incentive programs to guide the growth or recruitment of neighborhood-serving retail to underserved neighborhoods.

The shops, services, and restaurants on Kings Highway near Centenary College create an example of a longtime neighborhood commercial center.
Source: Asakura Robinson

Goal 9: Functional, Maintained Streets

Arterial roads and neighborhood streets that are maintained to a high standard for long-term use and encourage sustainable development patterns.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Traffic Engineering (Lead), MPC, NLCOG

Shreveport's street system is shaped by local needs and regional connectivity planning. Local streets are maintained by the City of Shreveport, with city design standards shaping how they are constructed before they are dedicated to the city and maintained in the long-term.

For state and federal highways in Shreveport, the North Louisiana Council of Governments (NLCOG) leads regional transportation planning and coordinates with the Louisiana Department of Transportation and Development (LADOTD), who maintains state and federal highways.

In 2026, Shreveport will have opportunities to coordinate transportation planning with the Master Plan through the 2050 update to NLCOG's Metropolitan Transportation Plan (MTP), which provides the region's 20+ year vision, and its Transportation Improvement Program (TIP), which is a shorter-term (typically four year) plan for infrastructure improvements and funding.

Policies

Policy 9.1. Support policies/programs to create a better connected, more efficient road network.

Policy 9.2. Promote best practices in access management to help maximize street efficiencies.

Policy 9.3. Support the development of regional Intelligent Transportation System (ITS) improvements to facilitate better traffic circulation and coordinated traffic signals.

Policy 9.4. Support smart growth through transportation initiatives that encourage infill development within the loop.

Policy 9.5. Promote use of traffic calming techniques to reduce speeding and "cut through" traffic on residential/neighborhood streets.

Policy 9.6. Support investment in a pavement management system.

Strategies and Actions

Strategy 9.A. Use a Major Street Plan to guide future road development patterns.

Action 9.A.1. Update the 2018 Caddo-Bossier Regional Thoroughfare Plan and adopt this as the City's Major Street Plan.

Action 9.A.2. Review and update the Major Street Plan on a regular basis to align with the 5-year update cycle for NLCOG's Metropolitan Transportation Plan (MTP).

Strategy 9.B. Establish standards for connectivity in new development projects and improvement projects.

Action 9.B.1. Develop network connectivity indices as part of a larger "Complete Streets" program.

Action 9.B.2. Require multiple points of ingress and egress for subdivisions and developments over a certain threshold to support emergency services access and network connectivity. (See also Goal 7: Locally Rooted Design, see pg. 208.)

Strategy 9.C. Strengthen existing access management ordinances and enforcement in order to limit individual driveway access directly to thoroughfares.

Action 9.C.1. Adopt, codify, and enforce a local access-management policy that conforms with state policy.

Strategy 9.D. Enhance the existing Intelligent Transportation Systems (ITS) infrastructure and backbone to support the implementation of ITS-based technologies throughout the Master Plan Area.

Action 9.D.1. Work with NLCOG to obtain funding for ITS and signal timing.

Action 9.D.2. Complete a citywide infrastructure upgrade in a phased manner to provide true ITS.

Action 9.D.3. Continue to partner with Bossier through NLCOG to implement a regionwide ITS Control Center.

Strategy 9.E. Encourage infill redevelopment inside the loop through the use of roadway impact fees. (See also Goal 27: Core Capital Investments, see pg. 254.)

Action 9.E.1. Commission an impact fee study to evaluate costs, distribution methods and geographic zones, and legal requirements to establish an impact fee program.

Action 9.E.2. Establish roadway impact fees to help pay for new roadway infrastructure where extensions are anticipated.

Action 9.E.3. Use impact fees to increase and leverage the funding available for maintenance.

Strategy 9.F. Use effective traffic-calming and safety improvement techniques where known safety issues exist.

Action 9.F.1. Implement project recommendations from the NLCOG Safe Streets For All Regional Safety Action Plan.

Action 9.F.2. Develop a traffic-calming plan as part of a larger Complete Streets program.

Action 9.F.3. Incorporate neighborhood participation into traffic- calming planning to identify the most effective strategies and techniques to satisfy neighborhood needs.

Strategy 9.G. Utilize low-cost quick-build techniques to rapidly address and test roadway improvements.

Action 9.G.1. Develop a "road diet" toolkit that enables reuse of existing pavement through restriping rather than reconstruction.

Action 9.G.2. Identify cases where road diets and use of quick-build materials may be appropriate while maintaining safety.

Action 9.G.3. Utilize demonstration projects during the development of Area Plans to provide improved pedestrian and bicycle facilities and test the performance of proposed projects before long-term capital investment. (See also Goal 10: Complete Streets, see pg. 214.)

Strategy 9.H. Maintain a comprehensive pavement management and maintenance priority-setting process to maximize investment in streets.

Action 9.H.1. Continue to maintain and regularly update the Pavement Condition Index for city streets.

Action 9.H.2. Use the Pavement Condition Index to inform pavement maintenance priorities across the City.

Action 9.H.3. Continue to package pavement maintenance projects with subsurface utility (e.g. water and sewer line) projects to reduce mobilization and construction costs as well as community disruptions.

Goal 10: Complete Streets

A safe, attractive, and accessible network for pedestrians, cyclists, and transit users that complements the roadway network.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Traffic Engineering (Lead), MPC, SporTran, NLCOG

Shreveport's streets serve multiple users in addition to motorists: pedestrians, cyclists, and transit users travel on the city's streets to access jobs, services, organizations, and recreational opportunities. Ensuring the safety of all users requires thoughtful design and operations to balance regional mobility with access.

As coined by Smart Growth America, "Complete Streets" means an "approach to planning, designing, building, operating, and maintaining streets that enables safe access for all people who need to use them, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities." For many Shreveport residents who don't have access to a personal vehicle or live with mobility impairments, safe and effective travel on foot, in a wheelchair, by bike, or on bus is an essential factor in their quality of life. Utilizing a Complete Streets lens in Shreveport means considering the needs of all users in the design and maintenance of the city's streets.

Policies

Policy 10.1. Integrate pedestrian networks and bikeways into the development of public spaces and link community destinations through on and off-street facilities.

Policy 10.2. Support a "Complete Streets" policy that provides roadway space for bicycles, pedestrians, automobiles and transit vehicles and integrates greenway and off-road bicycle routes with the roadway system.

Policy 10.3. Support the context-sensitive solution approach to transportation planning and project development.

Policy 10.4. Support policies that make Shreveport's transportation infrastructure accessible to those with disabilities.

Strategies and Actions

Strategy 10.A. Use the Greenprint and the Regional Active Transportation Plan to prioritize investments in pedestrian and bicycle infrastructure.

Action 10.A.1. Review the Greenprint and Regional Active Transportation Plan's recommendations during planning and design of mobility projects.

Action 10.A.2. Use the context-sensitive solutions approach to ensure identified pedestrian and bicycle facilities are incorporated in the design of major roadway or highway projects.

Strategy 10.B. Maintain Complete Streets regulations and design standards that integrate various transportation modes.

Action 10.B.1. Regularly review and update the Unified Development Code's Right-of-Way and Access Standards to follow best practices in street design.

Action 10.B.2. Utilize the Regional Active Transportation Plan's Design Guide to review and update the Unified Development Code's Right-of-Way and Access Standards.

Strategy 10.C. Improve the pedestrian environment by using a context-sensitive solutions (CSS) approach.

Action 10.C.1. Encourage inclusion of bicycle amenities for commuters in new and redeveloped employment centers through regulatory incentives such as height and density bonuses.

Action 10.C.2. Work with the Downtown Development Authority to encourage Downtown employers to offer alternatives to single-occupancy vehicle commutes, such as stipends for carpooling, taking the bus, or biking.

Strategy 10.D. Continue to promote initiatives like "Safe Routes to Schools."

Action 10.D.1. Work with the MPO and the Caddo Parish School District to establish a more extensive Safe Routes to Schools program for neighborhood schools and potentially for magnet schools in the city

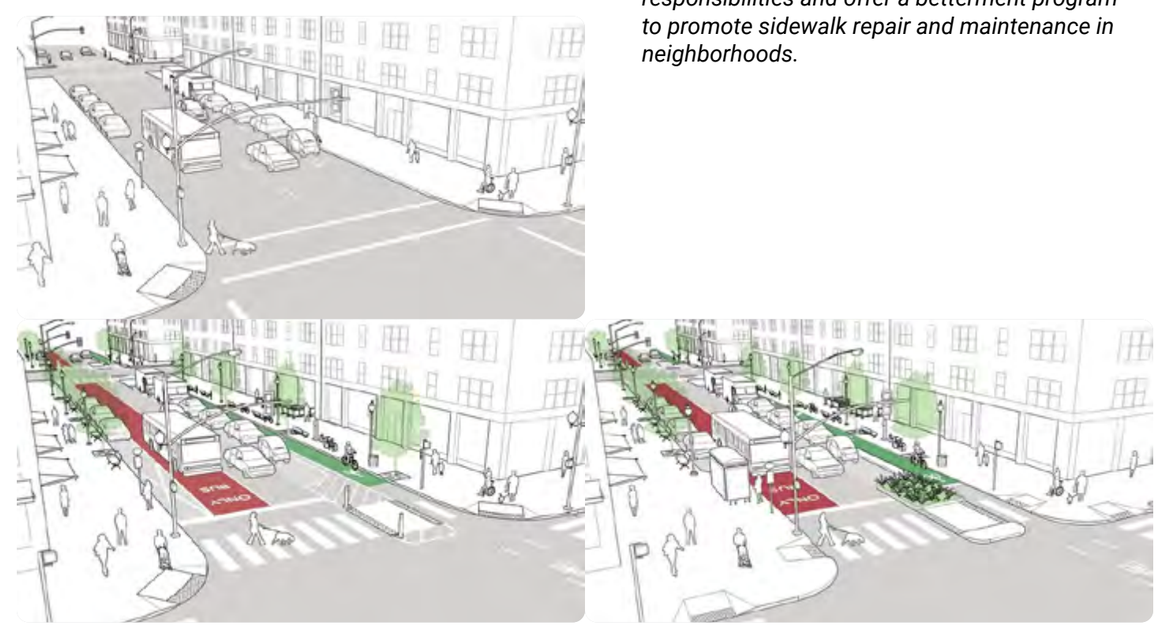
Strategy 10.E. Update the Americans with Disabilities Act Transition Plan (ADA Plan) to help obtain funding for transportation- improvement projects.

Action 10.E.1. Continue the implementation and update of the City's ADA Transition Plan.

Strategy 10.F. Prioritize sidewalk repair and improvement programs that create safe, accessible, and connected networks. (See also Goal 9: Functional, Maintained Streets, see pg. 212.)

Action 10.F.1. Identify and prioritize areas with missing or damaged sidewalks near transit stops, schools, parks, and government facilities.

Action 10.F.2. Create a program to notify property owners about their sidewalk maintenance responsibilities and offer a betterment program to promote sidewalk repair and maintenance in neighborhoods.



This series of illustrations from NACTO's Urban Street Design Guide shows how interim redesigns using low-cost materials can be used to test long-term reconstruction projects. *Source: NACTO Urban Street Design Guide*

Goal 11: Reliable Public Transit

A convenient, fast, and efficient public transit system.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

SporTran (Lead), MPC, Traffic Engineering, NLCOG

Shreveport is home to a high-performing local transit agency, SporTran. Sportran operates local bus service across Shreveport and the surrounding area, with a mix of fixed-route buses and on-demand services that provide mobility solutions to areas that lack the connectivity or concentration of activity to support regular routes. In recent years, SporTran has provided its services to the community at no cost to riders through the Zero Fare program, and in 2025 SporTran was recognized by the Community Transportation Association of America as the Large Transit System of the Year, reflecting its high quality of operations and customer service.

Factors that shape SporTran's operations and effectiveness include the destinations served by the system, bus frequencies, trip lengths, connections required to reach a destination, and the rider experience. Land use and the distribution of housing and jobs across the city shapes transit experience, and vice versa. Shreveport can support quality transit, including high-frequency modes such as bus rapid transit, by directing jobs and housing to areas that can be effectively served by transit, and by improving sidewalks and connections near transit stops.

Policies

Policy 11.1. Integrate land use and transportation policies to support transportation choice.

Policy 11.2. Invest in transit system improvements to encourage more ridership, and reduce the number of single-occupancy vehicle trips.

Policy 11.3. Support investment in an asset management system for transit operation.

Strategies and Actions

Strategy 11.A. Integrate land use and transportation policies.

Action 11.A.1. Use the Future Land Use Map to prioritize route corridors and mixed-use nodes that could support bus rapid transit (BRT) service in the longer term.

Action 11.A.2. Reconfigure transit operations to provide weekday peak- hour express bus service to/from job centers from peripheral residential areas.

Action 11.A.3. Identify major intersections where "transit-ready development" pilot programs could be initiated.

Action 11.A.4. Utilize on-demand services in areas where lower activity densities make fixed routes infeasible.

SporTran bus on Texas Avenue near Antioch Baptist Church.
Source: City of Shreveport

Strategy 11.B. Improve the bus system in Shreveport for current riders and attract new riders.

Action 11.B.1. Continue the Zero Fare program to reduce financial barriers to ridership.

Action 11.B.2. Examine the feasibility of consolidating redundant and/or underperforming routes to add additional service on nearby principal routes while developing system-wide standards for operational efficiency that will be used to make future decisions about route reductions, service enhancements, and long- range planning efforts for higher frequency services like bus rapid transit (BRT).

Action 11.B.3. Improve the frequency and convenience of existing SporTran service.

Action 11.B.4. Enhance the ease, convenience, and overall experience of using transit for both frequent and occasional riders.

Action 11.B.5. Continue to expand the use of real-time tracking and service alerts to improve communication with riders.

Strategy 11.C. Reduce ozone emissions through the enhancement of public transit.

Action 11.C.1. Continue implementing the conversion of the bus fleet to low-emission vehicles.

Goal 12: Regional Connectivity

Improved intercity transportation.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

SporTran, Airports, NLCOG

Shreveport is the center of a region that spans multiple states and parishes/counties, with close connections to nearby communities and cities. The city can also trace its founding and early history to its strategic location on the Texas Trail and railroad routes that connect the city to its peers.

Intercity transportation addresses connections within the region, such as commuters to and from Bossier City, to smaller cities and towns within Caddo, Bossier, and DeSoto Parishes. Through SporTran and cooperation with other local governments, Shreveport can champion transit services for commuters within the region that connect regional residents to the city's job opportunities, and Shreveport residents to jobs at major employment centers.

Shreveport Regional Airport provides regular service on traditional legacy carriers as well as seasonal service.

- Delta: Atlanta
- United: Houston, Denver
- American: Charlotte, Dallas/Fort Worth
- Allegiant: Seasonal to Nashville, Destin, Orlando/Sanford; year-round to Las Vegas

While much of Shreveport's history is tied to the railroad, the city has lacked passenger rail service in recent decades and the only current Amtrak service is a thruway bus. However, planning for passenger rail service along the I-20 Corridor has been championed through Amtrak and the Southern Rail Commission, with feasibility studies taking place following the Great Expectations master plan. SporTran has played an important role in advocating for a Downtown Shreveport station, with a proposed station at the SporTran City building on Texas Avenue.

Policies

Policy 12.1. Support initiatives to enhance commercial flight connections and regional passenger rail.

Policy 12.2. Support interlocal commuter transit solutions with the Port of Caddo-Bossier and adjacent parishes and cities.

Strategies and Actions

Strategy 12.A. Support and advocate for state and federal funding for regional passenger rail service through Shreveport.

Action 12.A.1. Continue to work with state officials and garner legislative support for the restoration of passenger rail service through Shreveport.

Action 12.A.2. Support the Southern Rail Commission and I-20 Corridor Council in planning for intercity rail along the I-20 and I-49 corridors, including service to Dallas/Fort Worth and long-distance routes to Atlanta and Miami.

Action 12.A.3. Leverage the proposed Amtrak station at the SporTran City building on Texas Avenue as a catalyst for development in this area.

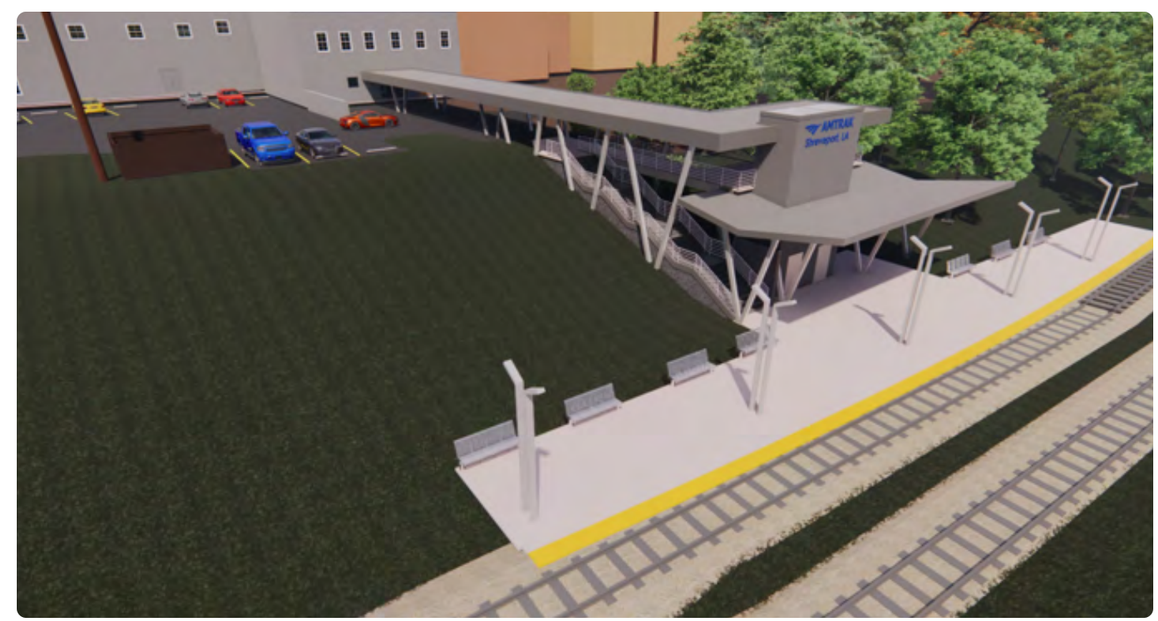
Strategy 12.B. Advocate for increased air service at Shreveport Regional Airport.

Action 12.B.1. Work with economic development organizations and the Ark-La-Tex Regional Air Service Alliance (RASA) to enhance marketing of Shreveport Regional Airport to increase regional air traffic.

Action 12.B.2. Continue to regularly track changing demand at the airport.

Strategy 12.C. Collaborate with regional partners to provide expanded regional transit service to major employment centers.

Action 12.C.1. Work with NLCOG to facilitate a regional transit partnership with other local governments and major employers in the Urbanized Area Boundary.



Rendering of the proposed Amtrak rail platform at SporTran City.
Source: SporTran

Goal 13: Quality Parks and Nature

Usable, high-quality, well-maintained parks, recreational areas, and green spaces are available to all residents.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

SPAR (Lead), MPC

Parks, open space, and recreational amenities are key public spaces that shape residents' quality of life. The City of Shreveport, through Shreveport Public Assembly & Recreation (SPAR), provides cultural opportunities and leisure services through a municipal parks and recreation system. SPAR maintains 63 parks and 16 recreation centers, in addition to other grounds and over 125 city-owned properties and facilities. SPAR serves over 400,000 youth and adults annually through community centers and other programming.

SPAR and Caddo Parish collaborated on a joint Parks & Recreation Comprehensive Master Plan that was completed in 2023. In terms of its parks assets, SPAR generally meets or exceeds levels of services when benchmarked against similar agencies. Major themes from the plan including improving and upgrading existing assets, while expanding access to parks and open space in underserved areas.

Policies

Policy 13.1. Give priority to underserved areas while improving existing parks and developing new parks.

Policy 13.2. Support partnerships with public and private property owners, such as the Caddo Parish School Board and the Caddo Levee District, to increase public access to open space.

Policy 13.3. Provide adequate resources for maintenance and operations in parks, recreational facilities, and other green public spaces.

Policy 13.4. Promote sustainable maintenance practices.

Strategies and Actions

Strategy 13.A. Provide new green space in underserved areas whenever feasible.

Action 13.A.1. Utilize the Greenprint and Parks and Recreation Comprehensive Master Plan to guide the acquisition of new park space.

Action 13.A.2. Provide park space within a 10-minute (1/2 mile) walk of all residents inside the Loop.

Action 13.A.3. Establish level of service metrics for park access for residents outside the Loop.

Action 13.A.4. Identify underserved priority areas, prioritize them for the creation of new green space, and re-evaluate the choices periodically.

Strategy 13.B. Continue to expand access to green space wherever feasible.

Action 13.B.1. Maintain an inventory of all open spaces, parks, natural areas on the city website.

Action 13.B.2. Develop a parkland dedication bonus program in the Unified Development Code that encourages the creation of new public green space and amenities as a component of new development projects.

Action 13.B.3. Work with the school system, library system, and other potential partners to expand park and recreation resources through shared schoolyard programs or co-locating parks and schools on public property.

Strategy 13.C. Improve maintenance and upgrades through a management system and best management practices.

Action 13.C.1. Prioritize improvements and maintenance of existing assets in areas that are already served by parkland, rather than new acquisitions.

Action 13.C.2. Develop and implement an annual assessment and rating program that includes maintenance and safety audits.

Action 13.C.3. Re-evaluate SPAR's citywide buildings, grounds, and facilities maintenance responsibilities and consider establishing park management and maintenance zones (see Goal 29: Efficient, Accessible Operations, see pg. 260.)

Action 13.C.4. Incorporate sustainable maintenance practices in park and recreation maintenance.

Action 13.C.5. Adopt low-maintenance landscaping and building practices to reduce overhead costs for parks and recreational facilities and improve perceptions of safety.

Strategy 13.D. Provide additional funding and resources for maintenance of parks and recreational facilities.

Action 13.D.1. Seek a dedicated source of funding for parks and recreation maintenance and operations and develop a set of criteria for charging user fees where appropriate.

Action 13.D.2. Use operational funds to develop park master plans and preliminary designs for capital improvement projects to increase public awareness and inform future funding needs.

Action 13.D.3. Pursue grants and external funding to reduce burden on local capital improvement funds.

Strategy 13.E. Enhance partnerships for ongoing maintenance of park systems.

Action 13.E.1. Explore consolidation of the City and Parish park systems or joint activities to remove redundancies and increase capacity.

Action 13.E.2. Seek additional private partners, such as a Parks Foundation or additional Friends' groups or sponsors.

Art installation in Caddo Common Park on Texas Avenue.
Source: City of Shreveport

Goal 14: Greenways and Blueways

A greenway plan and program using waterways, floodplains, drainage basins, and unbuilt land to connect neighborhoods with parks, schools, community destinations and downtown.

Greenways and blueways connect Shreveport's "green" and "blue" assets such as open space and waterways. These linear features follow paths, bicycle trails, and water trails that connect neighborhoods and other parks and open space assets and are parks in their own right, supporting passive recreation (walking, jogging, biking, etc) at the neighborhood level as well as trails for kayakers and recreational boaters.

A successful greenway network connects public spaces and right-of-ways to neighborhoods and residential areas, with a mix of routes to allow users to determine the most effective path and create loops. While the core of a greenway network is typically publicly-owned, spur routes and connections to neighborhoods can be incorporated through the subdivision and development process and can provide attractive amenities to residents.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

SPAR (Lead), Streets and Drainage, Traffic Engineering, Environmental Services, MPC, Caddo Levee District, NLCOG

Policies

Policy 14.1. Expand and build upon existing green space network plans.

Policy 14.2. Promote and facilitate partnerships with public and private landowners to provide public access to greenways and waterfront areas.

Policy 14.3. Require safe pedestrian links to greenway networks in new development.

Policy 14.4. Provide for meaningful public access and nature experiences along Cross Bayou, the Red River, Cross Lake, and other water resources.

Policy 14.5. Continue and enhance partnerships with public agencies, such as the Red River Waterway Commission, to provide public access to water.

Strategies and Actions

Strategy 14.A. Utilize the Greenprint to create a network of green spaces connected by on-street bicycle and pedestrian routes.

Action 14.A.1. Prioritize completion of area-wide greenway loops, while also providing opportunities for incremental connections and spurs that create additional connections.

Action 14.A.2. Raise public awareness about the value of green space and greenways near private property to encourage greenway expansion and servitude agreements in all neighborhoods.

Strategy 14.B. Use the Unified Development Code to encourage the dedication and construction of new greenway links.

Action 14.B.1. Provide regulatory incentives such as density bonuses in the Unified Development Code to encourage dedication of right-of-way/ servitudes or construction of greenway links in new development.

Action 14.B.2. Establish conservation setbacks from wetlands and bayous that may provide an opportunity for greenways and water-quality protection.

Strategy 14.C. Create new park land connected to the greenway network, where appropriate and feasible.

Action 14.C.1. Identify opportunities to create parks in areas where the parks would provide multiple benefits.

Action 14.C.2. Work with the Caddo Levee District and partners maintaining linear infrastructure and utility right-of-ways (such as overhead power lines) to acquire greenway servitudes.

Action 14.C.3. Consider acquiring vacant and adjudicated property to create pocket parks, trailheads, and conserved land along greenway routes. (See also Strategy 6.B on page 207.)

Strategy 14.D. Develop the public amenity value of existing natural bayous and other waterways.

Action 14.D.1. Enhance public access to the Red River waterfront along Clyde Fant Parkway.

Action 14.D.2. Ensure public access to the water for recreation and nature experiences in any Cross Bayou development plan.

Action 14.D.3. Develop design standards and assess the feasibility of creating trails along bayous and drainage infrastructure.

The historic A-Truss bridge over Twelve Mile Bayou can connect future pedestrians and cyclists on a future Cross Bayou greenway and blueway.
Source: Asakura Robinson

Goal 15: Clean Water

Water in bayous and other wetlands, lakes, and the Red River meets or exceeds national clean water standards.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Environmental Services (Lead), Streets and Drainage, Engineering

Clean water that is free from pollutants is critical to the health of Shreveport's human and wild residents, whether through high-quality drinking water in Cross Lake and Twelve Mile Bayou or neighborhood streams and riparian corridors. Water quality is heavily shaped by development activities that contribute to erosion and sedimentation in waterways or increased stormwater runoff that carries chemicals and pollutants from impervious surfaces to other bodies of water.

Materials we use in daily life can pollute water bodies if not properly managed, from chemicals, oils, and tire fragments that keep our cars running to excessive nutrients from fertilizers, detergents, and septic tanks. These "nonpoint" sources are distributed across the city and cannot be easily captured by individual treatment solutions: instead, best management practices help to capture these pollutants near their origin and prevent them from reaching water bodies.

Policies

Policy 15.1. Support stormwater management best practices to reduce nonpoint source pollution in Cross Lake, the Red River and other water bodies and wetlands.

Policy 15.2. Monitor drilling uses of water resources to avoid contamination or excessive use.

Strategies and Actions

Strategy 15.A. Strengthen measures to protect water bodies from nonpoint-source pollution.

Action 15.A.1. Promote watershed education and raise public awareness about low-impact gardening and landscaping practices to reduce chemical runoff from fertilizer, herbicides and pesticides.

Action 15.A.2. Monitor septic systems, natural gas extraction activities, and other commercial and industrial sources of water contamination.

Strategy 15.B. Use and encourage natural drainage and passive stormwater management practices.

Action 15.B.1. Promote on-site stormwater management through a stormwater management master plan, land use, landscape and other regulations.

Action 15.B.2. Integrate natural stormwater-management features in rights-of-way of new and updated roadways and streetscapes—for example, use of stormwater planters that absorb stormwater runoff from streets.

Strategy 15.C. Promote the use of best management practices in oil and gas operations.

Action 15.C.1. Ensure the integrity of private property rights for surface owners and surface users.

This stormwater inlet reminds users to "dump no waste" and that stormwater "drains to waterways".
Source: Asakura Robinson

Goal 16: Urban Forestry

The City of Shreveport has more than 30% tree canopy coverage by 2040.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Streets and Drainage (Lead), Environmental Services, SPAR, Shreveport Green

Shreveport is surrounded on many sides by forest, nestled in the Piney Woods ecoregion that encompasses much of East Texas, northwest Louisiana, and southwestern Arkansas. Inside the city, tree canopy drops as forest gives way to buildings, roadways, and other types of landscapes. Tree canopy has many benefits for cities: trees clean the air and reduce air pollution, reduce noise, provide shade and cooling for streets and structures, and absorb stormwater runoff. For humans, tree canopy supports physical and mental health and provide beauty to the city.

Shreveport can maintain and expand its tree canopy and coverage by encouraging the planting and preservation of trees inside the city. Planting and maintaining trees in public streets and parks is one way to imrpove access, while private property owners can preserve and plant trees. Maintaining a healthy tree canopy requires time to ensure that trees are planted and cared for, allowing them to grow and provide these benefits.

Policies

Policy 16.1. Promote tree preservation and tree planting on public and private property.

Policy 16.2. Give priority to tree planting along major corridors and other public spaces.

Policy 16.3. Support an Urban Forestry division with appropriate staff within the Department of Public Works and SPAR.

Policy 16.4. Incorporate trees and green infrastructure in extreme heat mitigation strategies.

Strategies and Actions

Strategy 16.A. Develop a tree canopy protection and restoration plan.

Action 16.A.1. Identify funding or technical assistance sources such as grants or partnerships with forestry and educational agencies.

Action 16.A.2. Establish a regular, replicable method to measure the City's tree canopy coverage and quality.

Strategy 16.B. Protect the existing tree canopy by providing maintenance services and education.

Action 16.B.1. Hire an ISA-Certified Arborist or urban forester.

Action 16.B.2. Work with public utility providers to establish pruning policies that protect tree health and minimize excessive trimming beyond what is necessary to preserve utility functioning.

Action 16.B.3. Enhance partnerships to provide tree care and maintenance.

Action 16.B.4. Enforce landscape standards for new and existing development.

Strategy 16.C. Expand the city's capacity to grow and plant trees for public and private property.

Action 16.C.1. Provide public land to expand Shreveport Green's tree nursery program and develop additional "grow stations" for growing large trees.

Action 16.C.2. Expand and support Shreveport Green's tree- planting program to provide and plant trees for public property and residents.

Action 16.C.3. Begin a program to plant and maintain a minimum of 500 trees per year on public property.

Action 16.C.4. Explore creating a volunteer group to plant and care for trees.

Strategy 16.D. Expand tree and landscaping requirements for new development and roadway projects.

Action 16.D.1. Periodically review the effectiveness of tree planting and landscaping requirements in the Unified Development Code.

Action 16.D.2. Include street tree planting in all corridor and gateway improvement projects to reduce heat island effect.

The tree-lined promenade on Elvis Presley Avenue near the Municipal Auditorium shows how street trees enhance public spaces.
Source: Asakura Robinson

Goal 17: Ecological Preservation

Important natural areas are preserved and protected as usable habitat networks with ecological integrity.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

MPC (Lead), Environmental Services, SPAR, Shreveport Green

Shreveport's location in the Red River basin means it is nestled among vital riparian corridors and waterways, which also serve as important links and habitats for wildlife. The nearby Red River National Wildlife Refuge provides for a large conserved section of federally-owned and managed lands, and local connections to this refuge can enhance the regional environment. Additionally, the human benefits of a healthy ecosystem include recreational value and economic value through nature tourism and education.

Policies

Policy 17.1. Support protection of environmentally sensitive habitat areas, including efforts to create conservation areas.

Policy 17.2. Support protection of wetlands for their stormwater management, flood control, and habitat value.

Policy 17.3. Coordinate capital projects to protect wetlands and other sensitive areas.

Strategies and Actions

Strategy 17.A. Prepare a Shreveport-Caddo Nature Priorities report in collaboration with environmental organizations and local educational institutions showing the types, environmental sensitivity, character, and scenic value of natural areas and habitats in the Master Plan area.

Action 17.A.1. Use the Greenprint to identify environmentally sensitive areas including habitat cores and floodplains while reviewing new proposals.

Action 17.A.2. Utilize regional data sources such as the Southeast Conservation Adaptation Strategy (SECAS) Blueprint and modeled habitat cores to provide a preliminary assessment of key natural areas and habitats.

Action 17.A.3. Conduct site-level assessments of existing preserved open spaces, coordinating with property owners to access privately owned habitat areas.

Action 17.A.4. Identify priority areas for conservation or habitat restoration in vacant or underutilized land, including parks, where appropriate.

Action 17.A.5. Use the information on identified habitat networks and environmentally sensitive lands in the update of the SPAR and Parish Parks and Recreation Master Plan.

Strategy 17.B. Seek protection or conservation actions on priority open spaces.

Action 17.B.1. Emphasize the area's natural attributes in tourism and economic development recruitment.

Action 17.B.2. Explore conservation options such as servitudes in collaboration with private owners and conservation organizations.

Action 17.B.3. Permanently protect public park land with open space zoning designations or conservation servitudes.

Action 17.B.4. Expand and promote environmental education programs that increase public access to natural areas and awareness of their ecological benefits.

Strategy 17.C. Promote the use of native plants and low-impact, low-maintenance landscaping practices in public landscaping and horticulture projects and combat the advance of invasive non-native species.

Action 17.C.1. Use native plants and passive or low-maintenance landscape designs wherever possible in City landscaping activities.

Action 17.C.2. Collaborate with existing conservation organizations to raise public awareness about native and invasive plant species.

Parks and open space areas such as Charles and Marie Hamel Memorial Park provide important habitat for wildlife.
Source: Asakura Robinson

Goal 18: Climate Adaptation and Preparedness

Shreveport's residents and infrastructure are adapted to a changing climate, supported through a 30% reduction of municipal operations greenhouse gas (GHG) emissions by 2040.

The 2010 Great Expectations Master Plan includes climate goals related to greenhouse gas reductions from municipal operations. However, since 2010, the Shreveport area has experienced impacts from natural hazards such as the 2015 Red River floods and straight-line winds in 2023. Extreme weather events can threaten life and property, but this risk can be mitigated through strategic actions.

Policies

Policy 18.1. Support a city Climate Action Plan to mitigate GHG emissions and adapt to climate hazards.

Policy 18.2. Support an energy audit program for commercial and residential properties.

Policy 18.3. Prepare residents, city operations, and the local workforce for extreme weather conditions.

Policy 18.4. Reduce the vulnerability of city assets and residents to natural hazards including extreme heat, flooding, tornadoes, and wildfires.

Policy 18.5. Continue to coordinate local hazard mitigation planning with Caddo Parish.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Environmental Services (Lead)

Strategies and Actions

Strategy 18.A. Prepare a citywide Climate Action Plan.

Action 18.A.1. Establish a Municipal Climate Manager position within the Mayor's Office to coordinate the development of a Shreveport Climate Action Plan, implementation of climate adaptation and mitigation strategies, and cross-department collaboration.

Action 18.A.2. Appoint a Community Climate Action Council to inform the community-related aspects of the development and implementation of a Shreveport Municipal Climate Action Plan.

Action 18.A.3. Develop and maintain a municipal operations greenhouse gas inventory.

Action 18.A.4. Complete a formal climate vulnerability assessment.

Action 18.A.5. Establish municipal operations reduction goals.

Action 18.A.6. Develop a Shreveport Municipal Climate Action Plan, including goals, strategies, implementation steps, and milestones informed by the Climate Action Council, and aligned with opportunities for alignment with other long-term planning efforts.

Strategy 18.B. Adopt policies to improve energy efficiency and reduce GHG emissions across city operations.

Action 18.B.1. Continue to complete Government Building Energy Audits.

Action 18.B.2. Assess potential for adaptive reuse of existing buildings and using deconstruction/ salvaging methods for building slated for demolition on a project-by-project basis.

Action 18.B.3. Create City Building Efficiency Standards and best practices for efficient construction of new buildings and major retrofits completed by the City to reduce operations costs.

Action 18.B.4. Develop a phased strategy for procuring energy efficient City fleet vehicles in line with operational needs and increased efficiency.

Action 18.B.5. Conduct feasibility study to establish appropriate municipal properties for installation of renewable energy generation.

Strategy 18.C. Protect workers from extreme weather conditions.

Action 18.C.1. Establish a Worker's Safety Council, including employees, employers, labor unions, the Chamber of Commerce, and advocacy groups to gather information on workers' and employers' needs and input on proposed policies.

Action 18.C.2. Complete a worker-focused extreme weather vulnerability assessment to better understand working conditions and vulnerabilities of workers whose primary workspace is exposed to extreme heat, cold, and wind including those who work outdoors or who work indoors without adequate heating or cooling systems.

Action 18.C.3. Assess existing City, Parish, and State occupational health and safety standards, identifying gaps.

Action 18.C.4. Adopt heat, flooding, and other extreme weather protocols for City staff.

Action 18.C.5. Require Extreme Weather Workforce Safety plans as part of municipal procurement provisions.

Action 18.C.6. Advocate for more stringent worker protection laws through direct engagement with regulatory agencies.

Action 18.C.7. Educate employers and employees about extreme weather safety measures in the workplace - send someone to the vocational programs, visit to major construction companies.

Strategy 18.D. Adapt buildings to extreme weather.

Action 18.D.1. Host an advertisement campaign to spread the word about the Shreveport Energy Efficiency Division (SEED) Energy Audit program, with the goal of auditing 25% of occupied buildings in Heat Vulnerability Priority neighborhoods.

Action 18.D.2. Incorporate extreme heat, flooding, and wildfire risk mitigation into codes and standards for buildings and infrastructure.

Action 18.D.3. Provide low-cost weatherization kits to increase building heating and cooling efficiency. (See also Goal 3: Healthy Housing, see pg. 200.)

Action 18.D.4. Refer to Goal 29: Efficient, Accessible Operations, see pg. 260.

Strategy 18.E. Undergo long-term planning efforts to mitigate key hazards.

Action 18.E.1. Seek federal hazard mitigation funds to acquire or elevate repetitive loss structures located in flood-prone areas.

Action 18.E.2. Continue to participate in the National Flood Insurance Program's Community Rating System to enhance proactive flood risk reduction and provide financial benefits to local policyholders.

Action 18.E.3. Implement Low Impact Development principles in stormwater practicesto mitigate localized drainage issues and nuisance flooding. (See also Goal 27: Core Capital Investments, see pg. 254.)

Action 18.E.4. Design buildings and streets to reduce extreme urban heat and flooding, with a focus on green infrastructure to mitigate hazards. (See also Goal 16: Urban Forestry, see pg. 226.; and Goal 13: Quality Parks and Nature, see pg. 220.)

Action 18.E.5. Consider establishing a Air Conditioning ordinance requiring rental units be provided air conditioning equipment to mitigate extreme heat.

Strategy 18.F. Enhance awareness, education, and participation in emergency preparedness.

Action 18.F.1. Assess the citywide emergency notification system and make appropriate improvements, if any, to ensure effective early notification for residents to take protective measures, including evacuation during storms.

Action 18.F.2. Identify and map Heat, Flooding, Tornado, and Fire Priority Neighborhoods as part of the climate vulnerability assessment.

Action 18.F.3. Develop a municipal Heat Emergency Plan, including emergency preparedness, response, and recovery measures for municipal operations and for city services offered to residents.

Action 18.F.4. Develop a municipal Flood Emergency Plan, including emergency preparedness, response, and recovery measures for municipal operations and for city services offered to residents.

Action 18.F.5. Partner with local media to provide public education via social media, television and radio, newspapers, and printed materials for residents to participate in programs offered by the City and Parish, and to use available online resources to prepare themselves and their community for hazards.

Action 18.F.6. Develop an Emergency Preparedness Guide providing advice and guidance for residents to prepare for an emergency.

Action 18.F.7. Establish a Community Resilience Hub program to provide materials and education to existing community groups (e.g. faith organizations, nonprofits, schools) to administer ongoing emergency preparedness education and provide emergency kits to community members.

Source: Mccallk69 | Dreamstime.com

Goal 19: Community Health

All residents have the tools to access healthcare and maintain a healthy lifestyle regardless of neighborhood.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

LDH Caddo Parish Health Unit (Lead)

Shreveport is home to a robust medical system that provides services and healthcare to the 40-county ArkLaTex region. Despite the abundance of local medical resources, many residents still struggle with poor health and access to healthcare. Environmental and economic factors are major determinants of health outcomes, linking health to neighborhood conditions and community development.

Policies

Policy 19.1. Collaborate with state agencies to provide greater access to healthcare education and improve environmental conditions.

Policy 19.2. Leverage strategies across the One Shreveport Plan to improve overall health for residents.

Policy 19.3. Support education promoting healthy lifestyles.

Policy 19.4. Improve air quality across the City.

Strategies and Actions

Strategy 19.A. Educate residents about healthy lifestyles, preventative health measures, and community health resources.

Action 19.A.1. Partner with Shreveport's medical sector, schools, and community groups to adminster healthy lifestyle programming and preventative health education to residents of all ages at schools, community centers, and public libraries.

Action 19.A.2. Develop educational materials to be posted at public libraries, government buildings, and churches that provide residents with information about services offered and free online educational resources.

Strategy 19.B. Provide residents access to safe green spaces to support physical, social, and emotional health.

Action 19.B.1. Refer to Goal 13: Quality Parks and Nature, see pg. 220.; Goal 14: Greenways and Blueways, see pg. 222.; Goal 16: Urban Forestry, see pg. 226.; Goal 17: Ecological Preservation, see pg. 228.

Strategy 19.C. Ensure residents have access to healthy, affordable foods.

Action 19.C.1. Refer to Goal 20: Healthy Food System, see pg. 236.

Strategy 19.D. Protect residents and workers from the negative health impacts of extreme heat, flooding, wildfires, and other hazards.

Action 19.D.1. Refer to Goal 18: Climate Adaptation and Preparedness, see pg. 230.

Strategy 19.E. Provide access to safe, healthy housing.

Action 19.E.1. Refer to Goal 3: Healthy Housing, see pg. 200.

Strategy 19.F. Support active modes of transportation to improve physical fitness and reduce air pollution.

Action 19.F.1. Refer to Goal 11: Reliable Public Transit, see pg. 216.; and Goal 14: Greenways and Blueways, see pg. 222.

Strategy 19.G. Ensure that healthcare services are accessible to all residents of Shreveport.

Action 19.G.1. Complete a Community Health Assessment to establish the quality and accessibility of health facilities across Shreveport.

Action 19.G.2. Align transportation planning efforts and Greenprint implementation with the Community Health Assessment, ensuring Shreveport residents can access a primary healthcare facility and hospital within a 2-mile bike or transit trip, or 15-minute drive.

Action 19.G.3. Consider including requirements for basic health benefits plans as a condition for receiving city-sponsored economic development and job creation incentives.

Action 19.G.4. Provide funding for a Healthcare Navigator Program to offer multilingual, free healthcare enrollment assistance to resident and complete targeted outreach to provide enrollment/coverage resources to communities most likely to be uninsured.

Strategy 19.H. Meet or exceed the World Health Organization air quality guideline (AQG) across the City.

Action 19.H.1. Adopt the WHO air quality guideline, which states that annual average concentrations of PM2.5 should not exceed 5 µg/m3, while 24-hour average exposures should not exceed 15 µg/m3 more than 3 - 4 days per year.

Action 19.H.2. Reduce vehicle pollution across the City through increased transit use, active transportation, and cleaner vehicles. Refer to Goal 11: Reliable Public Transit, see pg. 216.; Goal 14: Greenways and Blueways, see pg. 222. Goal 18: Climate Adaptation and Preparedness, see pg. 230.

Action 19.H.3. Work with primary air polluting industries to reduce noise and air pollution through point source mitigation as well as by installing trees and other vegetative barriers.

Strategy 19.I. Improve air quality in areas overburdened by pollution.

Action 19.I.1. Coordinate with the Lousiana Department of Environmental Quality to Temporary Located Community (TLC) Air Monitor Program to implement low-cost air quality monitoring in areas overburdened by pollution.

Action 19.I.2. Monitor the prevalence of asthma, cancer, heart and lung disease, COPD, and other health issues linked to air pollution across the City.

Action 19.I.3. Establish Clean Air Zones near schools, senior housing and care facilities, and major outdoor recreation centers and corridors to reduce exposure of children and seniors to air pollution.

Goal 20: Healthy Food System

All residents have access to healthy, affordable food and are well-informed about nutrition and opportunities for locally produced food.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

LSU AgCenter, Shreveport Green, Economic Development, Solid Waste, Property Management

Food is a central part of community health, though access is shaped by geographic, economic, and demographic factors. Terms like food deserts and food swamps are used to refer to areas where access to healthy foods is limited, such as a lack of access to a supermarket or produce vendors, or an overabundance of non-nutritious food sources such as corner stores and fast food restaurants. The USDA's Food Access Research Atlas documents potential low-income, low-access (LILA) areas based on demographic data, though this data may not tell the full story of local food system.

Additionally, food is an important piece of Shreveport's economy and culture. The production of food in Shreveport and surrounding areas links residents and visitors to the land, its history, and to each other.

Policies

Policy 20.1. Support development and expansion of urban agriculture, fresh food retail outlets, and other sources of fresh foods in areas that are underserved by fresh food outlets.

Policy 20.2. Support and expand nutritional education programs and partnerships with schools to provide gardening and nutrition education.

Policy 20.3. Support and promote community garden initiatives and urban agriculture business opportunities through incentives and regulatory frameworks.

Policy 20.4. Support expansion of fresh food outlets, such as farmers' markets, throughout the city.

Strategies and Actions

Strategy 20.A. Develop strategies to encourage healthy, affordable food retailers in underserved areas.

Action 20.A.1. Assess the location and scope of food retailers across Shreveport and identify gaps in retail areas.

Action 20.A.2. Commission market studies to identify the market viability of food retailers and grocers in underserved areas.

Action 20.A.3. Assess strategies to discourage the development of food swamps in underserved areas.

Action 20.A.4. Work with SporTran to ensure transit offerings provide convenient access to grocery stores.

Strategy 20.B. Expand access to farmers' markets and other fresh food outlets.

Action 20.B.1. Periodically review the effectiveness of farmers' markets temporary use permits to remove barriers to farmers' markets and other fresh food vending in appropriate locations.

Action 20.B.2. Facilitate Farmers' Market expansion to additional locations throughout the city.

Action 20.B.3. Support the development and capacity of farmers markets to increase access to fresh, local foods; to build community; and to support local agriculture and economic development.

Strategy 20.C. Support urban agriculture and community gardening through the use of adjudicated and abandoned properties. (See also Goal 6: Facilitating Redevelopment, see pg. 206.)

Action 20.C.1. Work with the Brownfields program to conduct site screening, soil testing, and remediation for potentially contaminated sites.

Action 20.C.2. Provide water and other necessary utilities to community gardens on adjudicated and similar properties.

Action 20.C.3. Include planning for community gardens in neighborhood revitalization developments.

Action 20.C.4. Assess the viability of adapting vacant industrial and warehouse buildings for hydroponic farming.

Strategy 20.D. Protect and expand agricultural activities throughout the Master Plan Area, with regulations to ensure appropriate uses according to location.

Action 20.D.1. Conserve existing active agricultural land.

Action 20.D.2. Support the LSU AgCenter and other food-security advocates in efforts to establish a model urban agriculture system in Shreveport through a variety of measures.

Strategy 20.E. Re-establish a citywide composting program and provide compost to residents for collection free of charge.

Action 20.E.1. Work with the Solid Waste Division to revive the composting program. (See also Goal 31: Reduced Waste, see pg. 264.)

Strategy 20.F. Promote healthy cooking and eating through partnerships with existing educational organizations.

Action 20.F.1. Form partnerships between the LSU AgCenter (and other community gardening initiatives) and the Caddo Parish School District to provide community gardens and nutritional education on school grounds and as a part of the school curriculum.

The MLK Community Garden is Shreveport Green's flagship garden and a showplace for the neighborhood. Its 1.5 acres holds 32 beds, an orchard with 16 fruit trees, and two gathering areas used for workshops, events, and even potluck suppers. *Source: Shreveport Green*

Goal 21: Arts, Culture, and Entertainment

Shreveport's vibrant, thriving arts community and cultural and entertainment assets benefit quality of life, economic development, and tourism.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Shreveport Regional Arts Council (Lead), Visit Shreveport-Bossier, Economic Development, SPAR, Caddo Parish Public Schools

From the legendary Louisiana Hayride performances to the R.W. Norton Art Gallery and today's Shreveport Regional Arts Council, Shreveport has a strong history of supporting the performing and visual arts as well as local cultural and entertainment options. Shreveport's cultural history, entertainment options, and annual events make the city a destination for tourism and distinguish its quality of life from its peers in the region.

Policies

Policy 21.1. Enhance access to resources for arts and cultural organizations, nurture cultural and artistic entrepreneurship, and support fair and equitable distribution of resources.

Policy 21.2. Support and promote arts education programs throughout the city and for residents of all ages.

Policy 21.3. Promote arts and cultural initiatives as part of the city's economic development strategy.

Policy 21.4. Incorporate public art in large capital improvement projects.

Policy 21.5. Continue to focus a critical mass of arts and culture activities in downtown and the Shreveport Common arts district. (see also Downtown Shreveport, see pg. 124.)

Strategies and Actions

Strategy 21.A. Increase the visibility of art and artists in the community.

Action 21.A.1. Establish a "public art in public projects" ordinance.

Action 21.A.2. Develop an annual "Open Studios" program and other arts events in neighborhoods throughout Shreveport.

Action 21.A.3. Continue to support the Shreveport Regional Arts Council as a unifying organization.

Strategy 21.B. Enhance arts education.

Action 21.B.1. Create a summer professional-development program for arts educators.

Action 21.B.2. Provide a central source of information on all arts-related programming for youth.

Action 21.B.3. Provide more opportunities for adult arts education.

Action 21.B.4. Create a SPAR-School District collaboration to create after-school arts programs in school buildings.

Action 21.B.5. Develop a centralized after-school, weekend and summer arts program in downtown Shreveport for all Caddo Parish Public Schools students and other students in the region.

Strategy 21.C. Connect, expand, and market tourism attractions and entertainment and retail amenities in different parts of the city.

Action 21.C.1. Support the Shreveport Common arts district as a central hub for the arts and cultural community.

Action 21.C.2. Increase and diversify the Downtown area's entertainment and dining amenities.

Action 21.C.3. Reinvigorate Shreveport's music scene by developing more performance venues and events.

Action 21.C.4. Sustain existing cultural organizations and develop additional cultural amenities.

Action 21.C.5. Complete a citywide market study to assess opportunities to improve and coordinate the city's lodging, retail, and entertainment assets.

Strategy 21.D. Leverage riverboat gaming and major events as key sources of investment in lodging facilities and community-driven economic development.

Action 21.D.1. Periodically assess the current and future economic impact of riverboat gaming and major events in the Shreveport area.

Action 21.D.2. Monitor use of the Riverfront Development Fund and Hotel Occupancy Tax revenues to ensure effective reinvestment of outside revenues into the community.

Action 21.D.3. Assess the potential for expanded use of the Independence Bowl and local sporting facilities for major events.

ArtSpace on Texas Avenue is one of many arts-related facilities located in the Downtown area.
Source: Asakura Robinson

Goal 22: Historic Identity

Residents' and visitors' experience of Shreveport is enhanced by a sense of the city's history.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Historic Preservation Commission (Lead), Shreveport Regional Arts Council, Visit Shreveport-Bossier, Economic Development, MPC

Shreveport is home to a rich and complex history that is a point of pride and interest for locals and visitors. Telling the story of Shreveport can be contentious, with multiple viewpoints and perspectives, as well as nuances. However, the depth of this story makes Shreveport's history and culture an important asset to quality of life and economic development.

Policies

Policy 22.1. Enhance public awareness of the Shreveport area's unique historical and cultural legacy.

Policy 22.2. Uplift historically underrepresented narratives to promote a full telling of Shreveport's history.

Strategies and Actions

Strategy 22.A. Provide user-friendly information on historic and cultural assets.

Action 22.A.1. Inventory, improve and expand existing interpretative signage for historic resources.

Action 22.A.2. Create heritage trails with different themes, using the Greenprint as a guide.

Action 22.A.3. Promote and create self-guided digital tours.

Strategy 22.B. Develop cultural heritage tourism destinations.

Action 22.B.1. Identify and develop cultural heritage destinations in Shreveport.

Action 22.B.2. Initiate partnerships between the Historic Preservation Commission, Visit Shreveport-Bossier, local historians, and economic development partners to promote cultural heritage tourism in Shreveport.

Strategy 22.C. Document and celebrate neighborhood history and culture.

Action 22.C.1. Document lesser-known histories through a community-led oral history and mapping project with Shreve Memorial Library.

Action 22.C.2. Incorporate neighborhood and city-wide historic narratives in interpretative signage, historic markers, and the arts.

Strategy 22.D. Raise awareness among residents of the metropolitan area about the area's unique history and the contribution of all groups to that history.

Action 22.D.1. Organize historic house tours, dinners, or similar events to raise awareness about historic resources and raise money for advocacy organizations.

Action 22.D.2. Organize a program to sell historic house research and plaques.

Action 22.D.3. Coordinate signage and interpretation to promote the Caddo Civil Rights Heritage Trail.

Action 22.D.4. Increase awareness of archaeological resources and Caddo Tribe history.

The Strand Theatre celebrated its 100th anniversary in 2025 and is a proud community asset.
Source: Asakura Robinson

Goal 23: Historic Character

The integrity and character of historic structures and overall historic character is maintained and enhanced.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Historic Preservation Commission/MPC (Lead), Permits & Inspections, SIRA

Following the adoption of the Great Expectations Master Plan in 2010, Shreveport has expanded its historic preservation credentials. The city became a Certified Local Government in 2014, expanding access to federal and state technical assistance and grant funding. The City Code's local register includes National Historic Landmarks, Individually Designated Historic Properties, and National Register Historic Districts.

A Historic Preservation Overlay District was adopted in 2018 and governs modifications to historic properties through Certificates of Appropriateness and Certificates of Demolition, ensuring the wise use and continued preservation of historic resources.

Policies

Policy 23.1. Coordinate city programs and policies to support historic preservation goals.

Policy 23.2. Enhance public awareness of the economic benefits of historic preservation in Shreveport.

Policy 23.3. Adopt regulations and incentives that encourage and streamline adaptive reuse of historic structures.

Policy 23.4. Support and promote community-based historic preservation initiatives.

Policy 23.5. Provide appropriate tools to review changes that may detract from historic neighborhoods' integrity and character, such as design guidelines.

Strategies and Actions

Strategy 23.A. Continue developing historic preservation capacity within city government.

Action 23.A.1. Provide for staff time and technical expertise at the Metropolitan Planning Commission (MPC) to be devoted to historic preservation and the operations of the Historic Preservation Commission.

Action 23.A.2. Maintain a thorough inventory of historic properties and structures for the entire planning area.

Action 23.A.3. Maintain Certified Local Government (CLG) status.

Action 23.A.4. Continue to support the Historic Preservation Commission as an advisory body on the identification and designation of historic resources, as well as review of certificates of appropriateness and demolition.

Action 23.A.5. Identify priority properties for preservation by means of a rating system.

Action 23.A.6. Raise awareness in public works agencies about potential archaeological resources.

Strategy 23.B. Establish regulations and ordinances that enhance the feasibility of rehabilitation and restoration of historic structures for adaptive reuse.

Action 23.B.1. Assess the viability of implementing a demolition-delay ordinance in areas outside Downtown.

Action 23.B.2. Adopt building code elements that encourage reuse of historic buildings.

Action 23.B.3. Offer incentives for restoration and adaptive reuse of historic structures.

Action 23.B.4. Support the development of a nonprofit deconstruction and salvage program to partner with Property Standards and SIRA to save and repurpose architectural materials, provide charitable donation incentives, reduce waste, and improve access to materials for building renovations. (See also Goal 31: Reduced Waste, see pg. 264.)

Strategy 23.C. Explore creation of special districts to enhance preservation of historic and neighborhood character. (See Downtown Shreveport, see pg. 124 for Downtown-specific recommendations.)

Action 23.C.1. Consider creating neighborhood conservation districts.

Action 23.C.2. Identify and designate local landmarks, and offer a 10-year tax holiday on additional assessed value for rehabilitation.

Strategy 23.D. Provide information and guidance to property owners on historic preservation issues.

Action 23.D.1. Create a "one-stop shop" for information on historic preservation.

Action 23.D.2. Work with neighborhood-based organizations like Revitalize Historic Highland to encourage proactive preservation and maintenance of historic assets.

Old Galilee Baptist Church is a landmark with ties to the national Civil Rights movement. Its historic significance has supported partnerships and successful grant applications to preserve the structure for new uses. *Source: Asakura Robinson*

Goal 24: Expanded Economic Base

A diversified, dynamic, resilient local economy that supports new business ventures and entrepreneurs, attracts and retains base industries, and provides a high quality of life to all residents.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Economic Development (Lead), North Louisiana Economic Partnership, Port of Caddo-Bossier, BRF, Greater Shreveport Chamber of Commerce

Shreveport's economy is a key driver of development and quality of life initiatives in the Master Plan: quality jobs, wealth-building, and investment in the city result in increased tax revenues, which in turn can drive increased services.

Base industries are a critical piece of the local economy, bringing outside dollars into the community and building local wealth. Through the mid-20th century, Shreveport's base industries were generally rooted in agriculture and natural resources and the production and trade of commodities like cotton, timber, and oil and gas.

Following the economic shifts of the 1960s and 1980s, Shreveport has worked to diversify its economy and establish new base industries that provide high-quality jobs in the community while enabling Shreveport to weather larger economic shifts. A strengthened cohort of local and regional economic development organizations including BRF, the Port of Caddo-Bossier, and the North Louisiana Economic Partnership play key roles in attracting and facilitating the growth of base industries in Shreveport.

Target industries identified by multiple entities include advanced manufacturing, aerospace, distribution, and professional services and information technology. In addition, NLEP identifies food and beverage manufacturing and wood and paper manufacturing, and BRF's Shreveport Next recruitment initiative includes life sciences / pharmaceuticals as well as oil & gas.

Beyond these industries, culture and entertainment have become emerging focuses for Shreveport. Film and digital media grew after 2005 as productions with state tax credits relocated in the wake of Hurricane Katrina, leading to the opening of the Robinson Film Center in 2008, the opening of Millennium Studios in 2011, and the creation of the Louisiana Film Prize and festival in 2012. In recent years, rapper and businessman Curtis "50 Cent" Jackson has entered into agreements with the City of Shreveport to use these assets for his G-Unit Studios.

This same focus on culture supports local tourism and hospitality, with festivals such as the Red River Revel and G-Unit's affiliated Humor and Harmony event attracting visitors to Shreveport and providing additional traffic to local lodging and hospitality institutions.

Policies

Policy 24.1. Focus initiatives to build on existing assets and target industry sectors to leverage, strengthen and diversify the economy.

Policy 24.2. Support the needs of entrepreneurs, and promote strengthened linkages between academic institutions, funding sources, and entrepreneurs.

Source: via City of Shreveport Website

Strategies and Actions

Strategy 24.A. Leverage the area's existing infrastructure and workforce to attract goods-producing and logistics industries.

Action 24.A.1. Target advanced manufacturing segments that capitalize on the area's existing manufacturing assets, transportation infrastructure, and workforce.

Action 24.A.2. Continue to market and reposition former major manufacturing facilities such as Western Electric and General Motors as spaces for prospective manufacturers.

Action 24.A.3. Work with the Port of Caddo-Bossier and NLEP to locate heavy industrial activities such as raw materials processing away from predominantly residential areas.

Strategy 24.B. Leverage Shreveport's historic strength in oil and gas by promoting high value-added, technology-driven industry segments.

Action 24.B.1. Establish an advanced natural gas technology center to develop and commercialize new technologies related to natural gas production, processing and distribution.

Action 24.B.2. Identify areas where oil and gas jobs may transition over the long-term and prepare strategies for retraining. See also Goal 25: Skilled and Retained Workforce, see pg. 248.

Strategy 24.C. Leverage Shreveport's regional presence in health care to expand allied life sciences industries.

Action 24.C.1. Develop a coordinated regional marketing initiative to highlight the area's specialized care in areas such as cancer, cardiovascular, and neurosurgical treatment.

Action 24.C.2. Support clinical trial and research programs at BRF's Envision Research and Center for Molecular Imaging and Technology (CMIT) programs and LSU Health Shreveport.

Action 24.C.3. Develop a strategic plan for applied research and technology transfer.

Action 24.C.4. Establish a biomedical enterprise-development program.

Strategy 24.D. Grow the film and digital media industry through increased marketing and creation of a supportive business environment.

Action 24.D.1. Expand marketing targeted to production and post- production industries.

Action 24.D.2. Develop a film industry buy- and-hire local initiative.

Action 24.D.3. Support the Louisiana Film Prize festival as an opportunity to showcase Shreveport's growing film industry and promote local industry growth.

Strategy 24.E. Collaborate with regional economic development groups including the North Louisiana Economic Partnership, BRF, the Port of Caddo-Bossier, and local chambers of commerce to support industry attraction, growth, and retention.

Action 24.E.1. Resource a city Economic Development Office with staff and resources to coordinate and implement effective local partnerships and City-specific initiatives.

Action 24.E.2. Develop a city-specific Economic Development Strategic Plan to guide priority efforts and program design.

Action 24.E.3. Support BRF's Shreveport Next business recruitment initiative to attract high-growth small-to-mid-sized businesses to the city, and NLEP's recruitment of major employers.

Action 24.E.4. Work with local chambers of commerce to understand the needs of existing businesses and ensure their continued presence and growth in Shreveport.

Action 24.E.5. Collaborate with local entities to monitor local space and site requirements.

Action 24.E.6. Explore the viability of establishing a Shreveport-Caddo Economic Development Corporation to facilitate partnerships with other entities.

Action 24.E.7. Strengthen linkages between academic institutions and entrepreneurs through collaborative research and effective technology transfer mechanisms.

Strategy 24.F. Expand training, technical assistance, and capital availability for start-up and early-stage businesses.

Action 24.F.1. Continue to support the growth and development of BRF's Entrepreneurial Accelerator Program as a cornerstone of the local entrepreneurial support system.

Action 24.F.2. Support the development of new angel funds as part of BRF's NorCap angel investment program to seed early-stage, high-growth enterprises.

Strategy 24.G. Provide targeted assistance to small and economically disadvantaged businesses to address historic wealth gaps.

Action 24.G.1. Develop a program to increase procurement and procurement opportunities for minority and disadvantaged businesses with large local corporate and government purchasers.

Action 24.G.2. Conduct targeted outreach to minority and economically disadvantaged business owners.

Action 24.G.3. Work with partners to develop dedicated funding sources or priority selection criteria for financing of minority business ventures.

Source: Mccallk69 | Dreamstime.com

Goal 25: Skilled and Retained Workforce

An environment that develops, attracts, and retains highly-skilled workers and entrepreneurs through enhanced job opportunities, expanded support and services, and an excellent quality of life.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Community Development (Lead), Economic Development, BRF, North Louisiana Economic Partnership, Greater Shreveport Chamber of Commerce, Caddo Parish Public Schools

Shreveport must create ladders for career and economic growth while providing a great place to live and work. In recent years, population loss has coincided with a loss of economic opportunities in the community. Among the hardest-hit groups have been lower-skilled workers who were previously able to find gainful, well-paid employment at local manufacturers.

In an increasingly knowledge-based economy, a skilled workforce is vital to the city's long-term success. Shreveport's workforce must be prepared for the future and diversified to withstand economic and demographic shifts. Local schools must prepare students for the workforce and higher education, and local employers must be able to provide opportunities to retain Shreveport's best and brightest. With three institutions of higher education in the city, Shreveport has the infrastructure in place to train its workforce.

The Department of Community Development oversees the city's workforce development programs, including Local Workforce Investment Area 71 and the Caddo Career Solutions Center is Shreveport's American Jobs Center, a resource for job seekers to access employment resources and job training. Other local partners include Caddo Parish Public Schools, BRF, NLEP, and Louisiana Economic Development, many of whom collaborate to provide on-the-job training and career development for students.

Policies

Policy 25.1. Support the K-12 school system to ensure that all students graduate from high school with the basic skills and competencies needed to obtain a post-secondary credential.

Policy 25.2. Support high-quality career education and work experience programs for every student through engagement with the K-12 school system.

Policy 25.3. Promote strengthened post-secondary education and adult workforce development systems to enable workers to develop and update career skills to obtain living-wage jobs and meet employer needs for high-quality workers.

Policy 25.4. Provide supportive services that assist workers to achieve professional and personal success.

Policy 25.5. Support new initiatives that focus on business retention and recruitment, and retention of local graduates.

Policy 25.6. Improve the quality of life through investments in education, arts and culture, and recreation.

Policy 25.7. Create neighborhood environments that are attractive places to live, work, and play.

Policy 25.8. Improve the image of Shreveport's core neighborhoods.

Source: BRF

Case Study: STEM Education and Shreveport

Science, technology, engineering, and mathematics (STEM) education is a major focus for Shreveport's economic development agencies, building on the region's industrial history while continuing its diversification into healthcare, medical research, and advanced manufacturing.

Partnerships are critical to Shreveport's workforce development efforts. Organizations like Caddo Parish Public Schools, BRF, LSU Health Shreveport, and local philanthropies have joined forces to create programs such as the Bobbie Cates Hicks Science and Medicine Academic Research Training (SMART) Program, which provides a yearlong research experience for area high school seniors exploring professions related to medicine, biomedical research, and biomedical engineering. Additionally, Southern University Shreveport Louisiana (SUSLA) hosts a STEM Summer Enrichment Academy (SEA) for 8th-12th graders that includes paid stipends for students.

Programs like SMART and SEA help local students prepare for advanced education and develop career pathways, connecting them with mentoring and hands-on experience.

Strategies and Actions

Strategy 25.A. Support the K-12 school system to ensure that all students graduate from high school with the basic skills and competencies needed to obtain a post- secondary credential.

Action 25.A.1. Strengthen school- business partnerships to improve educational quality and create more career exploration, work experiences, and mentoring opportunities for all K-12 students.

Action 25.A.2. Expand partnerships between K-12 schools and higher education institutions that promote high school completion and attainment of career skills.

Strategy 25.B. Strengthen the adult workforce development system to more effectively help adult workers improve skills and obtain higher- paying jobs.

Action 25.B.1. Establish a regional workforce alliance to better connect employers and job seekers through the workforce development system.

Action 25.B.2. Develop a more comprehensive and coordinated approach to addressing industry workforce needs.

Strategy 25.C. Enhance higher education's role in economic development by strengthening business-higher education partnerships and bringing more post- secondary educational programs to Shreveport, particularly those that support professional and technical career development in economic base industries.

Action 25.C.1. Formalize the business- higher education working group that has been meeting to address state-level higher education budget reductions and changes in the higher education system.

Action 25.C.2. Establish additional higher education presence downtown to expand post-secondary education offerings to local students.

Strategy 25.D. Ensure the availability of child care, social services programs, and transportation alternatives that workers need to be reliable employees while meeting personal and family obligations.

Action 25.D.1. Improve SporTran routes and schedules to better match the needs of transit-dependent workers and develop more flexible alternatives to large-bus fixed-route systems.

Action 25.D.2. Conduct a child care assessment and develop a child care services plan.

Strategy 25.E. Develop a local funding stream for career education to partially offset cuts in state higher education funding and support innovative education and workforce-training partnerships between industry and higher education institutions.

Action 25.E.1. Establish a Caddo Career Education Trust Fund.

Strategy 25.F. Expand training and retraining programs targeting emerging or transitioning industries.

Action 25.F.1. Collaborate with the Northwest Louisiana REALTOR Association and the Home Builders Association of Northwest Louisiana to develop a building trades apprenticeship and training program to support the preservation and maintenance of Shreveport's building stock and historic architecture.

Action 25.F.2. Develop a structured program for job retraining to quickly transition workers impacted by the loss of major industries.

Action 25.F.3. Develop a local green workforce initiative to support the city's sustainability efforts and prepare for potential energy transitions.

Strategy 25.G. Make Shreveport an attractive place to live and work for residents at all stages and modes in their career, including local youth, retirees, and "digital nomads."

Action 25.G.1. Support career exploration and training programs for local high school and college students with programs like the BioStart Internship Program.

Action 25.G.2. Expand internship opportunities with local employers for local college students.

Action 25.G.3. Tap Shreveport's emerging young leaders to develop a marketing and social networking campaign to attract and retain young talent.

Action 25.G.4. Market the advantages of Shreveport as a retirement location to attract late-career workers.

Action 25.G.5. Work with the health care industry to market Shreveport for retirement and assisted living.

Action 25.G.6. Pursue certification as a Certified Retirement Community.

Action 25.G.7. Develop an image and a marketing program for Shreveport targeted to city and regional residents as well as visitors.

Goal 26: Ease of Doing Business

A supportive business environment with available, affordable land, suitable buildings, quality public infrastructure, and an efficient regulatory environment.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Economic Development (Lead), MPC, Greater Shreveport Chamber of Commerce

While other partners may be more directly involved in business incentive or workforce training programs, the City of Shreveport sets the tone for its business environment by shaping permitting processes and site readiness.

Shreveport 's regulatory requirements and processes must balance multiple goals that are sometimes in conflict, including:

- ◊ achieving residents' goals for quality of life;
- ◊ protecting public health and safety;
- ◊ providing predictable and quick approval processes for routine projects to minimize development costs;
- ◊ providing discretion and additional review for projects with potential significant impacts;
- ◊ and ensuring external impacts are adequately addressed by the developer.

The Shreveport City Council and MPC Board ultimately support this balancing act through their involvement in planning and land use decisions. The Future Land Use Map and Unified Development Code shape what type of development may happen and where, providing an important guide for decisionmakers.

Policies

Policy 26.1. Create a collaborative, supportive business environment.

Policy 26.2. Provide sufficient land for a range of commercial and industrial uses, as well as buildings and infrastructure.

Policy 26.3. Streamline business regulations while maintaining appropriate safeguards.

Strategies and Actions

Strategy 26.A. Facilitate development review processes that improve development outcomes while reducing development costs and timelines.

Action 26.A.1. Periodically audit, review, and streamline development review and approval processes where possible to reduce permitting times.

Action 26.A.2. Provide materials such as review checklists, administrative procedures, and frequently asked questions online to reduce rounds of required revisions to meet code requirements.

Action 26.A.3. Periodically review special use permit and exception workloads to identify opportunities for administrative approval with performance standards.

Action 26.A.4. Designate an ombudsman / development process manager at the MPC to help resolve permitting issues for complex projects.

Action 26.A.5. Consider performance standards to allow low-impact home-based businesses to operate by-right, without requiring a zoning inspection.

Strategy 26.B. Provide sufficient land for the various needs of commercial and industrial uses.

Action 26.B.1. Continue to work with major economic development stakeholders and landowners such as the Port of Caddo-Bossier, NLEP, and the Greater Shreveport Chamber of Commerce to market available industrial properties.

Action 26.B.2. Periodically assess the sufficiency of key economic development sites and assets to meet future demand and current site selection criteria.

Case Study: "One-Stop Shops"

"One-Stop Shops" are a common term for centralized information and services intended to make government operations more accessible for residents. In June 2025, the City of Shreveport launched an Economic Development One-Stop Shop that made frequently used permitting, licensing, and incentive information easily accessible on the city website.

Goal 27: Core Capital Investments

Infrastructure investment and management that supports quality of life, economic development and redevelopment in the city's inner core.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Public Works (Lead), Administration, Economic Development, SPAR, Water & Sewerage, MPC

Capital projects are an important responsibility of local government and a key contributor to quality of life. Additionally, they have the opportunity to catalyze economic development when used in targeted areas.

Due to the city's size and age, Shreveport maintains a large system of infrastructure assets. As the city has aged and lost population in some areas, needs for major repairs and maintenance are stressed by a diminished tax base and resources to address these needs. At the same time, growth in other areas stresses existing facilities.

Shreveport must adequately fund and "right-size" its infrastructure to reflect long-term growth and development trends, and to catalyze new development where desired.

Policies

Policy 27.1. Establish best practices in capital improvement planning and budgeting.

Policy 27.2. Integrate land use and infrastructure investment policies to avoid prematurely expanding new infrastructure.

Policy 27.3. Support full implementation of a municipal asset management system over time to end the need to respond to repeated emergency conditions.

Strategies and Actions

Strategy 27.A. Regularize the Capital Improvement Planning process according to best practices.

Action 27.A.1. Regularly prepare a Five Year Capital Improvement Plan with rankings based on a system of criteria, including consistency with the master plan.

Action 27.A.2. Publish regular reports on the progress of capital budget projects.

Strategy 27.B. Set priorities for infrastructure funding and combine federal, state, local bond and other funding to achieve infrastructure goals.

Action 27.B.1. Consider setting up a Neighborhood Infrastructure Fund or dedicated funding source to assist inner core redevelopment.

Action 27.B.2. Prepare educational materials/ presentations/ brochures to highlight the need for infrastructure investment at the time of bond elections.

Strategy 27.C. Evaluate the potential benefits and costs of establishing infrastructure impact fees.

Action 27.C.1. Commission a study to determine how to structure impact fees to meet legal requirements and to promote policy goals to reduce sprawl development.

Action 27.C.2. Implement pricing differentials to "capture" increased costs of service provision and maintenance at the periphery of the city.

Strategy 27.D. Maintain memberships and participation in partnerships and other entities such as Caddo Parish Stormwater Partnership and Water Resources Committee of Northwest Louisiana.

Action 27.D.1. Invite these groups to make bi-annual or quarterly reports and presentations to the MPC and City Council to keep the public apprised of developments in these areas.

T.L. Amiss Water Treatment Plant.
Source: Clean Water Shreveport

Goal 28: Resilient Water Systems

Reliable, efficient, and excellent quality drinking water, wastewater treatment, and stormwater management and drainage to meet all current and future needs.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Water & Sewerage (Lead), Streets and Drainage

Shreveport's ability to provide clean drinking water, safely treat wastewater, and manage stormwater runoff directly affects urban growth and development opportunities in the city.

Shreveport's drinking water supply is Cross Lake, a reservoir and dam constructed by the City of Shreveport in the early 20th century. Water in Cross Lake is also sourced from a pump on Twelve Mile Bayou and treated at the Amiss Water Treatment Plant, which has undergone significant upgrades in recent years to support improved treatment.

While Cross Lake provides adequate capacity at present, it faces challenges due to the presence of taste and odor causing compounds caused by high volumes of nutrients and organic matter. Though not harmful, they contribute to poor perception of the water supply. Alternatives such as raw water from the Red River have been discussed in the context of a growing population and supply needs, but switching the water supply is likely to come is a significantly higher costs and more challenging treatment. With population loss, Shreveport may not need - or be able to afford - a switch in the near term. Managing Cross Lake's water quality is accordingly an important priority to preserve its viability as a long-term water source.

In 2014, the City entered into a consent decree in a formal effort to comply with federal clean water regulations caused by an aging and deteriorating sanitary sewer system. The Clean Water Shreveport program is a multi-year effort to repair and improve the city's sewer system and wastewater treatment to ensure clean water in the community.

Finally, stormwater and drainage shape the city's urban waterways as well as Cross Lake and the Red River. Increases in impervious surface such as asphalt and concrete contribute to additional runoff from rain events, which can carry additional sediment and pollutants to local waterways. Stormwater requirements in the Unified Development Code as well as storm sewers help to manage water on-site and through a connected network. Best management practices including detention and retention facilities and green infrastructure also help to temporarily store or slow stormwater volumes, remove pollutants, and allow stormwater to infiltrate the ground.

Policies

Policy 28.1. Pursue a "One Water" approach to integrate drinking water, wastewater, and stormwater management.

Policy 28.2. Protect and enhance water quality in Cross Lake and Twelve Mile Bayou.

Policy 28.3. Monitor water demand and future need for water treatment and supply sources.

Policy 28.4. Monitor water use by gas companies in connection with drilling activities.

Policy 28.5. Support wastewater system improvements to meet EPA standards.

Policy 28.6. Evaluate best practices and alternative, non-structural solutions to support integrated wastewater, stormwater, and drainage goals.

Policy 28.7. Promote initiatives that aim to make drainage infrastructure a public amenity.

Strategies and Actions

Strategy 28.A. Implement the recommendations from the 2021 Water Master Plan and continue to monitor long-term water supply requirements.

Action 28.A.1. Prepare a comprehensive water-supply master plan.

Action 28.A.2. Coordinate population assumptions for long-term storage capacity and treatment demand in the context of the Master Plan's land use recommendations and economic trends.

Action 28.A.3. Establish a regional committee to create an action plan leading to formal establishment of a regional water utility district.

Action 28.A.4. Monitor water supply developments in Texas that may impact Caddo Lake water levels.

Strategy 28.B. Continue to enhance programs to protect Cross Lake from point and nonpoint source pollution.

Action 28.B.1. Continue the Cross Lake Watershed Protection Program (nonpoint source pollution management program, including bayous flowing into the lake).

Action 28.B.2. Limit the amount of petroleum pollutants introduced into Cross Lake.

Action 28.B.3. Work with LDEQ to identify specific sources of nonpoint- source pollution in Twelve Mile Bayou and Cross Lake.

Strategy 28.C. Establish water-conservation programs.

Action 28.C.1. Identify potential water-conservation programs in the new water-supply master plan for implementation in the long term.

Strategy 28.D. Continue to work with energy companies and regional water- management groups to ensure safe and prudent water use for Haynesville Shale activities.

Action 28.D.1. Participate in regional water-management groups and work with energy companies to monitor impacts on water resources.

Action 28.D.2. Continue to encourage voluntary compliance with best management practices.

Strategy 28.E. Complete implementation of the Clean Water Shreveport program and consent decree compliance.

Action 28.E.1. Continue to monitor and address emerging wastewater system needs.

Strategy 28.F. Over the long term, explore alternative methods for urban wastewater treatment and management.

Action 28.F.1. Evaluate the potential and economic feasibility of using tertiary treatment of treated wastewater with a constructed wetlands system at both Shreveport wastewater treatment facilities, should new EPA regulations require much cleaner discharge in the future.

Action 28.F.2. Collaborate with SPAR and others as the City develops a greenway system to explore the potential to incorporate a constructed wetlands tertiary treatment system for wastewater as part of a natural urban park system and make educational materials available to the public.

Strategy 28.G. Promote preservation of natural drainage and use of natural channel design in drainage plans and regulations.

Action 28.G.1. Identify specific drainage courses and floodplains throughout the city with sufficient right-of-way (ROW) to allow development and implementation of natural drainage systems.

Action 28.G.2. Revise regulations to promote best management practices and default language that reflects a preference for natural drainage and natural channel design.

Action 28.G.3. Develop a working scale model of an existing opportunity to use a natural drainage course within the city.

Action 28.G.4. Encourage protection and integration of natural drainage features into the community through park systems and planned land use.

Action 28.G.5. Where sufficient right-of-way width exists in drainage corridors or other infrastructure servitudes, build several greenways on a pilot basis, employing constructed wetlands techniques and other best practices

Strategy 28.H. Explore strategies to reduce the amount of stormwater runoff entering the citywide drainage system.

Action 28.H.1. Explore establishment of a stormwater utility, with discounts for on-site reduction of stormwater flow to public streets and infrastructure.

Action 28.H.2. Prepare a stormwater management master plan for the entire master plan area.

Action 28.H.3. Supplement existing stormwater-management regulations with incentives and public education that promote the best practices of on-site management and infiltration of stormwater.

Action 28.H.4. Explore "Green Streets" approaches to stormwater management and replace some stormwater drains with natural areas and native plant species that absorb the majority of stormwater.

Action 28.H.5. Support and enhance the Caddo Parish Stormwater Partnership as a regional resource for stormwater- management education and collaboration and a source of educational materials for the public on best practices and residential stormwater management.

Source: City of Shreveport

Goal 29: Efficient, Accessible Operations

Municipal operations and buildings are models of resource and energy efficiency for years to come.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Public Works (Lead)

The City of Shreveport operates a significant physical plant. Shreveport Public Assembly and Recreation is tasked with managing 126 city-owned properties in addition to 63 parks, 16 community centers, 5 swimming pools, 46 playgrounds, 300 flower/rose beds, and 4 cemeteries. Its Maintenance and Environmental Services divisions perform building and grounds maintenance, general housekeeping services, and its Planning and Development Division also manages projects related to the renovation and remodeling of city buildings, with design services, space planning and project management for all city departments.

Beyond buildings, the Fleet Services division in Public Works is responsible for the maintenance and repair of many of the city's vehicles and maintains a Fleet Garage on Kings Highway.

Keeping city government running in a sustainable, accessible manner requires coordination and provides an opportunity to showcase the city's leadership in meeting community goals.

Policies

Policy 29.1. Promote city green procurement and building policies.

Policy 29.2. Promote municipal leadership in alternative and renewable energy use.

Policy 29.3. Where possible, meet new needs and demands by enhancement/expansion of existing facilities, rather than building new.

Policy 29.4. Use best practices for long-term, life-cycle energy and resource efficiency in improvements, renovations, or new facilities.

Policy 29.5. Plan for maintenance, repair and replacement of assets.

Policy 29.6. Support investment in an asset-management system.

Policy 29.7. Support funding to meet all outstanding ADA deficiencies in public facilities.

Policy 29.8. Continue to make ADA accessibility information available to the public.

Strategies and Actions

Strategy 29.A. Improve energy efficiency of all municipal buildings and facilities.

Action 29.A.1. Explore adaptive reuse of existing buildings when developing new municipal facilities, and use established best practices or certification programs (e.g. LEED) to guide the design for retrofits of existing buildings and new buildings.

Action 29.A.2. As the fleet is renewed, continue to convert all City and Parish vehicles to electric or low-emission vehicles where appropriate and operationally feasible.

Strategy 29.B. Develop and showcase City and Parish facilities, buildings, and operations as models of resource efficiency by establishing a set of policies for facility operations, maintenance, renovation and new construction.

Action 29.B.1. Re-use existing buildings before building new, if possible, and use recycled and locally-sourced content in municipal construction where practical.

Action 29.B.2. Design municipal buildings to maximize energy efficiency by attention to ventilation, windows, site orientation, use of trees on the south and west sides of buildings for shading, "green" roof construction where feasible, and similar energy-efficient construction methods.

Action 29.B.3. Identify and implement water conservation measures for all public buildings and services, including re-use of non-potable water.

Action 29.B.4. Evaluate use of non-potable water for irrigation at all municipal golf courses.

Action 29.B.5. When repaving municipal parking areas, explore permeable surface construction and other stormwater best management practices.

Action 29.B.6. Implement a municipal procurement policy that minimizes use of toxic materials.

Strategy 29.C. Explore best practices and management strategies for local government asset management and maintenance. .

Action 29.C.1. Maintain a municipal asset management system.

Action 29.C.2. Determine specific and detailed asset management needs of each municipal department.

Action 29.C.3. Assess potential benefits of relocating asset maintenance responsibilities from SPAR to Public Works or a reconstituted Department of Operational Services.

Strategy 29.D. Use dedicated funds to remedy existing ADA deficiencies in public buildings and ADA needs in new public construction.

Action 29.D.1. Update the 1991 ADA Transition Plan to document ADA compliance and deficiencies and request funding.

Action 29.D.2. Establish a policy for using "universal design" criteria in the design of any new government buildings.

Action 29.D.3. Complete outstanding ADA deficiencies identified in public buildings.

Action 29.D.4. Continue to update ADA information available to the public and to private sector developers.

Action 29.D.5. Dedicate a small portion of ticket sales, rental fees, etc., received at public facilities to underwriting ADA needs at public buildings.

Goal 30: Public Safety Investment

Public safety facilities (police, fire, EMS) that meet best practices and performance standards in all areas of Shreveport.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Police, Fire

The Shreveport Police Department and the Shreveport Fire Department provide public safety services to the City of Shreveport, with emergency medical services provided by the Shreveport Fire Department. These critical local government responsibilities are major focuses for the City of Shreveport, with recent initiatives focused on hiring and retention of qualified employees as well as improving facilities across the city. New police substations located on Monkhouse Drive, North Market Street, and St. Vincent Avenue will promote a strong public safety presence across the city.

Though a key operational focus for the City, public safety relates to the Master Plan and its long-range vision through the provision of adequate facilities to support community needs and planned growth, as well as efficient access within the city's service area. Safety makes the city a better place for residents as well as prospective residents and businesses that may seek to locate within Shreveport.

Policies

Policy 30.1. Fund all public safety departments so they are able to meet best-practice standards through five-year plan cycles in coordination with the capital improvement program.

Policy 30.2. Support community-based public safety programs.

Policy 30.3. Support interagency incident management teams and training first responders.

Strategies and Actions

Strategy 30.A. Seek more efficient fire company coverage by implementing recommendations in the Shreveport Fire Department Strategic Plan in light of current population patterns and master plan policies.

Action 30.A.1. Evaluate Fire Department needs, and develop an incremental plan to secure funding, acquire sites and implement new facility recommendations through capital improvement program budgeting.

Action 30.A.2. Ensure operating funds for any new staffing and facilities.

Strategy 30.B. Improve and extend EMS service.

Action 30.B.1. Extend the SPRINT concept to all fire stations over time.

Action 30.B.2. Consult other cities, such as Boston and Washington, for EMS best practices; provide advanced training and continuing education through partnerships with local universities; and offer incentives for increased performance.

Source: City of Shreveport

Strategy 30.C. Support Shreveport Police Department planning, facility and equipment priority needs and enhanced collaboration with other agencies.

Action 30.C.1. Establish a five-year strategic planning cycle for the Police Department.

Action 30.C.2. Improve the Police Department's ability to respond effectively to emergency calls.

Action 30.C.3. Create a long-term plan to meet Police Department facility and equipment needs through an annual CIP process.

Action 30.C.4. Organize relevant governmental systems/ services to garner support from other agencies to promote and support community policing efforts, such as more effective code enforcement, liquor licensing notices, and so on. including ticketing/citations for "quality of life" offenses.

Strategy 30.D. Promote interagency cooperation for management team and training to improve first response to emergencies throughout the Shreveport-Caddo planning area.

Action 30.D.1. Require mandatory interagency management teams and training for all first responder agencies in the Master Plan Area.

Goal 31: Reduced Waste

Solid waste reduction of 20 percent from 2025 levels.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Solid Waste (Lead), LDEQ, Shreveport Green

The City of Shreveport provides garbage and trash collection through the Department of Public Works' Solid Waste Division. The division maintains and operates the city's Woolworth Road Landfill, operates garbage pick-up services, and provides bulky item collection by request and household hazardous waste collections through a partnership with Shreveport Green.

Solid waste operations are supported by a sanitation fee and a Solid Waste Enterprise Fund. However, in recent years, budget shortfalls and contracting challenges have resulted in the suspension of the city's recycling pickup program. Making progress on solid waste will require coordinated action and sound fiscal strategy to ensure its long-term success.

Policies

Policy 31.1. Maintain a twenty-year strategic plan to ensure fiscally and environmentally sustainable solid waste disposal and diversion.

Policy 31.2. Explore regional solid waste disposal solutions and potential partnerships.

Policy 31.3. Support phased expansion of the landfill if feasible.

Policy 31.4. Support measures to reduce the amount of solid waste produced by Shreveport residents.

Policy 31.5. Explore viable options, including best practices, for solid waste disposal.

Strategies and Actions

Strategy 31.A. Develop a 20-year solid waste management plan that addresses regional solid waste management, disposal methods, and funding mechanisms.

Action 31.A.1. Explore with LDEQ the concept of a regional landfill authority enlisting participation of local city and parish governments (Caddo, Bossier and DeSoto Parishes).

Action 31.A.2. Evaluate the implementation of fees to cover the operational and capital needs of the solid waste operation.

Action 31.A.3. Assess funding strategies to improve residential pick-up services.

Action 31.A.4. Assess the viability of recycling strategies such as residential pick-up or drop-off centers.

Action 31.A.5. Continually monitor the landfill's capacity and future expansion or replacement needs.

Strategy 31.B. Restart the recycling program and re-establish the composting program in Shreveport to divert waste and extend the life of the landfill.

Action 31.B.1. Continue and expand public information programs to encourage additional recycling in the community.

Action 31.B.2. Reorganize monetary incentives to promote recycling over trash and garbage disposal.

Strategy 31.C. Establish practices in collaboration with merchants to reduce solid waste.

Action 31.C.1. Explore and evaluate programs and incentives for greater commercial involvement in recycling.

Action 31.C.2. Allow composting on residential properties and create a municipal compost program.

Source: Shreveport Green

Goal 32: Networked, Maintained Plans

Incorporation of the Master Plan in decision-making at multiple levels, alignment of the Capital improvement plan and capital budget with the Master Plan, and regular review of Master Plan implementation.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

MPC (Lead), NLCOG, Administration

While the Master Plan is a long-term vision, it is implemented every day by a professional staff and through the decisions of elected and appointed officials such as the Shreveport City Council and the Metropolitan Planning Commission Board.

As Shreveport's planning agency, the Metropolitan Planning Commission plays a critical role in coordinating and championing the implementation of the Master Plan through development review and other departments' aligned efforts. MPC staff must have the capacity and technical knowledge to facilitate its regular development review caseload and support other initiatives.

In a similar vein, Shreveport's local elected and appointed officials are the "citizen planners" that may lack planning training or knowledge but are called to make decisions on behalf of the City and its residents. Developing their knowledge of best practices can help to support the plan's alignment with other community priorities.

Policies

Policy 32.1. Engage residents and officials as champions and stewards of the Master Plan.

Policy 32.2. Consult the Master Plan in preparing and coordinating other planning and implementation activities by departments and agencies.

Policy 32.3. Continue to seek mutually-beneficial joint planning, programs and implementation.

Strategies and Actions

Strategy 32.A. Establish a culture of planning and strategic implementation across city government.

Action 32.A.1. Use the plan annually in preparing and approving departmental work plans, operational budgets and capital budgets.

Action 32.A.2. Identify actions that support the Master Plan or its Action Themes with icons, identifying notes, or brief narratives in City Council agendas and staff reports.

Action 32.A.3. Conduct training or onboarding for new elected/appointed officials and department heads and senior staff to build awareness of the Master Plan and MPC.

Action 32.A.4. Ensure that the MPC's executive leadership is well-versed in the Master Plan's content and serves as the primary point of contact for the Master Plan.

Action 32.A.5. Coordinate information-sharing between the MPC and administration to improve internal and external communications.

Strategy 32.B. Provide staff, resources and training at the MPC to support implementation of the master plan

Action 32.B.1. Conduct regular trainings with MPC Board members to develop their knowledge of board procedures and bylaws, the Master Plan and Unified Development Code's content, and planning best practices.

Action 32.B.2. Organize annual trainings for other key boards, authorities, and commissions (such as the SIRA Board of Commissioners) to build their knowledge of the Master Plan's recommendations and principles.

Action 32.B.3. Conduct annual work program planning sessions with the City Council and MPC Board to prioritize discretionary initiatives and coordinate staff resource needs.

Action 32.B.4. Provide regular, ongoing resources and funds for continuing education and professional development in order to develop and retain a talented professional staff.

Strategy 32.C. Maintain the Master Plan to ensure its relevance between major updates and incorporate other city planning documents.

Action 32.C.1. Designate a staff member to lead long-range planning and plan amendments and serve as the city's expert on the Master Plan's recommendations.

Action 32.C.2. Develop a structured system for plan amendments to facilitate changes such as the incorporation of other city plans and minor changes to the Future Land Use Map.

Action 32.C.3. Use the plan in preparing and approving One-Year and Five-Year HUD Consolidated Plan documents, redevelopment grant proposals, and similar documents.

Action 32.C.4. Use the plan to develop an up-to-date Major Street Plan.

Action 32.C.5. Use the plan to guide the City's involvement and positions with the North Louisiana Council of Governments (NLCOG) metropolitan planning organization on the Long- Range Transportation Plan and other transportation planning documents.

Action 32.C.6. Use the plan to seek opportunities for cost- efficient implementation of the plan through joint programs and activities.

Strategy 32.D. Make regular review of the master plan a public process. (See also Goal 33: Engaged Residents, see pg. 268)

Action 32.D.1. Assess the viability of having the MPC Board act as the Master Plan's de facto Advisory Committee and serve as continuing advocates, stewards and monitors of the Master Plan.

Action 32.D.2. Provide an annual report of the Master Plan's implementation to the MPC Board and City Council.

Action 32.D.3. Review implementation progress in annual public hearings at the MPC and a joint City Council and Parish Commission hearing.

Action 32.D.4. Schedule a public process every five years to confirm or revise the plan's principles and review progress on implementation, and update the master plan more thoroughly in response to major local changes or at least every 20 years.

Goal 33: Engaged Residents

Shreveport residents are engaged in decisionmaking processes.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Administration, MPC

The Mayor of Shreveport and the Shreveport City Council are elected to represent the city's residents, with the Mayor elected at-large and the City Council elected from seven geographic districts. In addition to the city's elected leadership, a variety of neighborhood groups, community-based organizations, interest and advocacy groups, and professional associations often steer

Beyond individuals' power at the ballot box, continued engagement supports the sharing of information and the building of relationships and trust between residents and city government. City officials routinely engage with residents through formal settings such as public hearing and public comment periods at regular meetings, outreach to organizations, and direct engagement.

A strong relationship between the City and its residents is critical to ensure projects and programs effectively address the needs and desires of Shreveport's residents.

Policies

Policy 33.1. Promote neighborhood associations and community activities to encourage neighborhood identity, sense of ownership, and advocacy.

Policy 33.2. Ensure that the interests of all residents are adequately represented on city boards, committees, and commissions.

Policy 33.3. Create a structured community participation system for project review.

Strategies and Actions

Strategy 33.A. Proactively support neighborhood-level organization and involvement through neighborhood planning and development review processes.

Action 33.A.1. Update and maintain a list of neighborhood associations and promote the formation of neighborhood associations where they do not exist.

Action 33.A.2. Provide a coordination structure to connect elected, appointed, and staff leadership with town halls, association meetings, and forums.

Action 33.A.3. Engage neighborhood groups and students to perform "neighborhood audits" and joint fact-finding exercises during neighborhood planning processes.

Action 33.A.4. Continue the Neighborhood Participation Program as a structured method for neighborhood associations, residents, and other stakeholders to be informed of forthcoming redevelopment and development projects.

Strategy 33.B. Set targets for resident representation in major projects and community engagement.

Action 33.B.1. Establish an Office of Communications and Public Engagement in the City of Shreveport.

Action 33.B.2. Assess the composition of board, committee, and commission positions and consider establishing requirements for geography or area of expertise to ensure adequate representation.

Case Studies: Neighborhood Education and Participation Programs

Birmingham Academy of Civic Engagement
The City of Birmingham, Alabama started its Academy of Civic Engagement (ACE) in 2019 to help residents better understand how their government works and build resident involvement and capacity in the city.

Each 7-week cohort covers topics including history, public safety, infrastructure, public service, and neighborhood revitalization. Participation is open to city residents and members of the city's business community. Since the program's start, more than 1,200 residents have participated over 9 cohorts.

Houston Super Neighborhoods
The City of Houston, Texas is home to 88 "Super Neighborhoods" (SNs) that provide a system for formal recognition and cooperation with the City.

Each SN covers a defined geographic area that reflects shared geographic and cultural characteristics, with a council formed of representatives from neighborhood associations, civic clubs, and important groups. To become recognized by the City, these councils must adopt bylaws to ensure representative participation among members and clear procedures.

While each SN is led and governed by the resident members on its council, they are supported by City of Houston. Each SN has a designated staff liaison to help educate and update stakeholders on City and neighborhood concerns and coordinate with City departments. SNs are eligible to receive some funds and resources for administrative considerations (e.g. printing agendas and flyers, office supplies) as well as grants for small neighborhood improvement projects.

Starting in 1999 as a mayoral initiative, the program has become formalized through formal recognition of neighborhood governance, memoranda of understanding, and codification in the city's ordinances. While some are inactive or meet infrequently due to low neighborhood interest, others provide an active venue for community-building, dialogue, and service, with some even becoming 501(c)(3) nonprofit organizations.

Goal 34: Government Accountability

Improved internal and external accountability and data sharing.

ACTION THEMES SUPPORTED

KEY STAKEHOLDERS

Administration

Plan implementation requires performance measurement and clear communication, both inside and outside Government Plaza. Whether reporting department performance and effectiveness metrics or sharing regular progress reports, Shreveport can ensure that its government works effectively to serve its residents and implement the Master Plan.

Policies

Policy 34.1. Provide effective and meaningful access to information about government activities and performance.

Policy 34.2. Consistently and fairly enforce municipal laws and regulations.

Strategies and Actions

Strategy 34.A. Measure government performance and make information available to the public.

Action 34.A.1. Create a performance measurement system and share the results with the public.

Action 34.A.2. Develop organizational and departmental Key Performance Indicators (KPIs) to fairly assess performance over time.

Strategy 34.B. Improve organizational data sharing to support increased collaboration and performance.

Action 34.B.1. Create an open data portal to enable improved internal and external data sharing.

Source: City of Shreveport

Case Study: Strategic Planning and Performance Management

The City of Irving, Texas has a strong culture of strategic planning that supports its decisionmaking and operations. Its current organizational strategy, Future In Focus, provides a transparent, publicly viewable framework for its five-year capital plans, City Council priorities, and annual budget.

In FY 2021, the City of Irving launched an online dashboard that is closely aligned with Future In Focus. This interactive tool allows residents to review information about projects and track key indicators related to the Future In Focus strategy's five focus areas. Tracking of these indicators is assisted by the city's Open Data Portal, which compiles the city's data in one easy-to-access location that can be regularly updated and maintained by city staff.

CITY OF IRVING ORGANIZATIONAL STRATEGY

Future in Focus serves as the city's operational strategic plan framework for all services and works in tandem with the city's 5-year capital plans, City Council priorities and annual budget.

VIBRANT ECONOMY
- Support strategic development and redevelopment including revitalization of targeted areas.
- Support business retention and recruitment.
- Effectively plan and manage land use.
- Market Irving as a destination.

INFRASTRUCTURE INVESTMENT
- Maintain roadways, sidewalks and transportation infrastructure.
- Maintain water, wastewater and drainage infrastructure.
- Provide an adequate water supply now and in the future.
- Support strategic investment in city facilities.

SENSE OF COMMUNITY
- Provide exceptional recreational, cultural and educational opportunities.
- Actively engage and communicate with the community.
- Foster a culture of diversity and inclusion.

GOVERNMENT SUSTAINABILITY
- Protect the city's financial integrity and credibility.
- Recruit, retain and develop a qualified, competent and diverse workforce.
- Improve efficiency through data, technology and thoughtful, innovative approaches.
- Ensure government transparency.

SAFE AND BEAUTIFUL CITY
- Safeguard public safety, security and health.
- Improve property conditions and overall appearance of the city.
- Promote environmental stewardship.

VISION: Irving will be the model for safe and beautiful neighborhoods, a vibrant economy, and exceptional recreational, cultural and educational opportunities.

MISSION: Deliver exceptional services and promote a high quality of life for residents, visitors and businesses.

VALUES: We have PRIDE in all that we do. We are **Professional • Resilient • Innovative • Dependable • Ethical**

Neighborhood Trajectories

While Shreveport's changes are driven by macroeconomic factors and projections are primarily only available at the city or parish level, the Decennial Census provides block-level data that allows for convenient aggregation into neighborhoods. The project team analyzed population changes in Shreveport neighborhoods from 1990-2010 and 2010-2020 to understand growth patterns before and after the adoption of the Great Expectations Master Plan.

Methods

Decennial Census block-level population counts from 1990, 2010, and 2020 were aggregated to the neighborhood level using the spatial join feature in ArcGIS. These neighborhood estimates were then used to calculate compound annual growth rates (CAGR). CAGR was used to generalize growth trends to an annual rate that would allow for comparison across different time periods.

CAGR was calculated for two periods: 1990-2010, and 2010-2020. These periods were selected for three reasons:

- ◊ Shreveport's overall population remained fairly stable between 1990-2010, making neighborhood-level changes especially pronounced. Increases in population due to new growth at the edges of the city were generally offset by population losses in established neighborhoods.
- ◊ The Great Expectations Master Plan was developed in 2009-2010. 2010 Census data provides a baseline for evaluating conditions through the current Master Plan's lifespan.
- ◊ 2010-2020 was a period of significant population loss in Shreveport following the Great Recession but preceding the COVID-19 pandemic.

Neighborhood Growth Trajectories

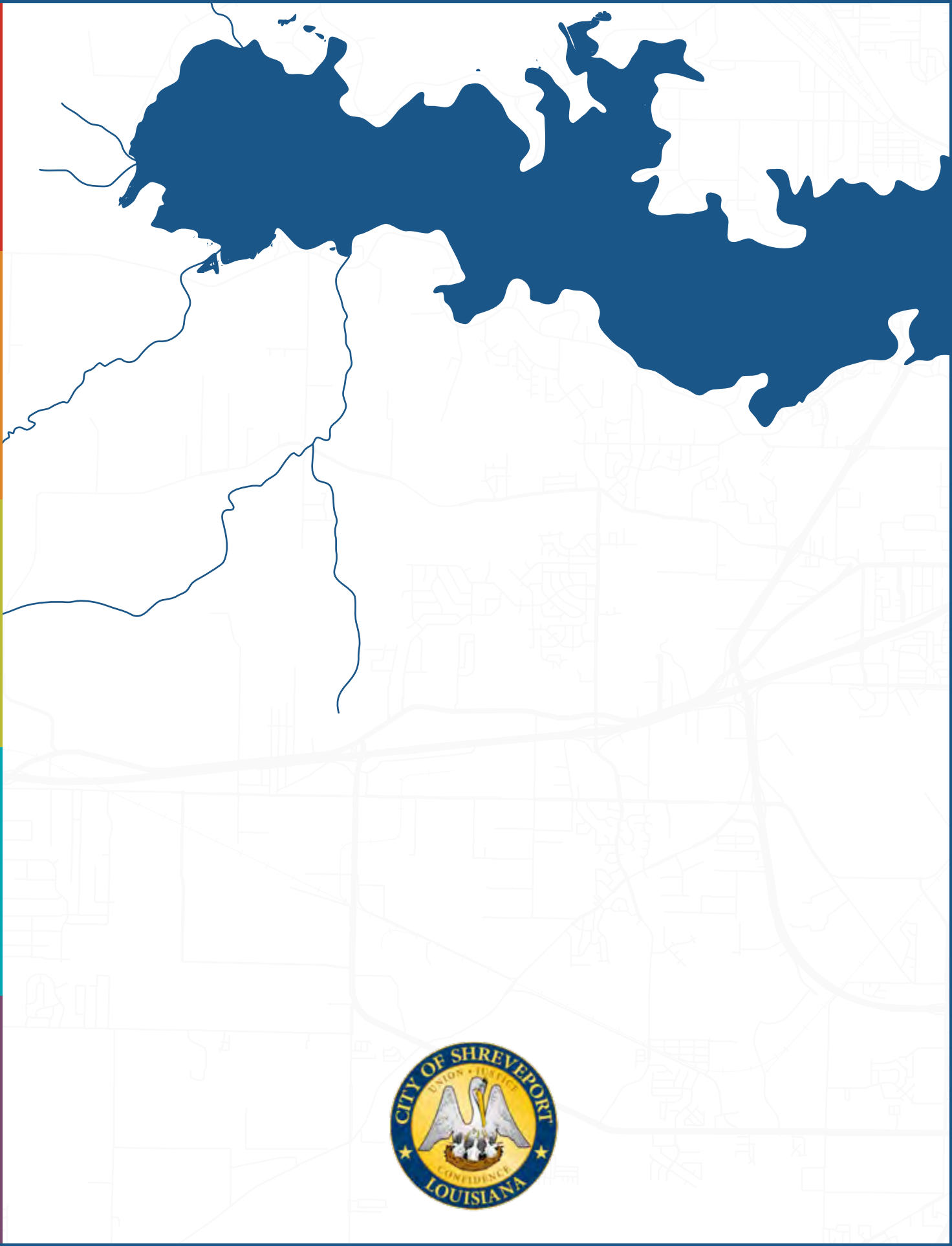
Neighborhood CAGRs were used to assign one of three descriptions for each period:

- ◊ Growing: Above 0.5% CAGR
- ◊ Stagnating: Between -0.5% and 0.5% CAGR
- ◊ Shrinking: Below -0.5% CAGR

The "stagnant" range was used since neighborhoods may experience periods of minor population growth or decline due to demographic factors (e.g., changing household sizes due to the presence of young families, empty-nesters, or aging residents) and small losses of housing stock.

The combination of the 1990-2010 and 2010-2020 growth trends were used to define 9 different neighborhood typologies that can be used to generalize trends and context across neighborhoods and inform planning strategies.

Name	Population Count			Population Change			Annual Growth Rate			Trends		Typology
	1990	2010	2020	1990-2010	2010-2020	1990-2020	1990-2010	2010-2020	1990-2020	1990-2010	2010-2020	
Agurs	796	2,797	2,661	2,001	-136	1,865	6.49%	-0.50%	4.10%	Growing	Shrinking	Settling
Allendale	8,570	4,481	3,426	-4,089	-1,055	-5,144	-3.19%	-2.65%	-3.01%	Shrinking	Shrinking	Shrinking (30-yr)
Anderson Island	2,436	2,511	2,790	75	279	354	0.15%	1.06%	0.45%	Stagnant	Growing	Restarting
Boggy Bayou	3,229	3,062	4,055	-167	993	826	-0.27%	2.85%	0.76%	Stagnant	Growing	Restarting
Broadmoor	9,177	10,043	9,545	866	-498	368	0.45%	-0.51%	0.13%	Stagnant	Shrinking	Shrinking (10-yr)
Brookwood	3,225	3,236	3,152	11	-84	-73	0.02%	-0.26%	-0.08%	Stagnant	Stagnant	Stagnant
Caddo Heights	5,399	4,983	4,010	-416	-973	-1,389	-0.40%	-2.15%	-0.99%	Stagnant	Shrinking	Shrinking (10-yr)
Cargill Park	1,572	1,391	1,378	-181	-13	-194	-0.61%	-0.09%	-0.44%	Shrinking	Stagnant	Stabilizing
Cedar Grove	11,483	8,169	6,767	-3,314	-1,402	-4,716	-1.69%	-1.87%	-1.75%	Shrinking	Shrinking	Shrinking (30-yr)
Central Business District	367	781	704	414	-77	337	3.85%	-1.03%	2.20%	Growing	Shrinking	Settling
Cherokee Park	3,226	3,075	2,675	-151	-400	-551	-0.24%	-1.38%	-0.62%	Stagnant	Shrinking	Shrinking (10-yr)
Choctaw Bayou	1,471	1,660	1,590	189	-70	119	0.61%	-0.43%	0.26%	Growing	Stagnant	Maturing
Country Club	4,878	4,626	4,016	-252	-610	-862	-0.26%	-1.40%	-0.65%	Stagnant	Shrinking	Shrinking (10-yr)
Dixie Garden	1,719	3,860	3,553	2,141	-307	1,834	4.13%	-0.83%	2.45%	Growing	Shrinking	Settling
Dixie Highway	74	99	93	25	-6	19	1.47%	-0.62%	0.76%	Growing	Shrinking	Settling
East Ridge	1,037	1,642	1,354	605	-288	317	2.32%	-1.91%	0.89%	Growing	Shrinking	Settling
Fairfield	3,164	3,176	3,106	12	-70	-58	0.02%	-0.22%	-0.06%	Stagnant	Stagnant	Stagnant
Fox Crossing	4,209	4,349	4,209	140	-140	0	0.16%	-0.33%	0.00%	Stagnant	Stagnant	Stagnant
Garden Valley	2,715	2,852	2,479	137	-373	-236	0.25%	-1.39%	-0.30%	Stagnant	Shrinking	Shrinking (10-yr)
Greenwood Acres	255	156	154	-99	-2	-101	-2.43%	-0.13%	-1.67%	Shrinking	Stagnant	Stabilizing
Highland	10,464	10,990	8,729	526	-2,261	-1,735	0.25%	-2.28%	-0.60%	Stagnant	Shrinking	Shrinking (10-yr)
Hollywood	2,708	2,028	1,918	-680	-110	-790	-1.44%	-0.56%	-1.14%	Shrinking	Shrinking	Shrinking (30-yr)
Huckleberry Ridge	2,758	3,902	5,411	1,144	1,509	2,653	1.75%	3.32%	2.27%	Growing	Growing	Growing
Huntington Park	2,100	2,570	2,594	470	24	494	1.01%	0.09%	0.71%	Growing	Stagnant	Maturing
Hyde Park	2,643	2,548	2,702	-95	154	59	-0.18%	0.59%	0.07%	Stagnant	Growing	Restarting
Idlewood	3,947	4,906	5,310	959	404	1,363	1.09%	0.79%	0.99%	Growing	Growing	Growing
Ingleside	3,303	3,063	2,299	-240	-764	-1,004	-0.38%	-2.83%	-1.20%	Stagnant	Shrinking	Shrinking (10-yr)
Keith Road	2,911	3,932	4,516	1,021	584	1,605	1.51%	1.39%	1.47%	Growing	Growing	Growing

Name	Population Count			Population Change			Annual Growth Rate			Trends		Typology
	1990	2010	2020	1990-2010	2010-2020	1990-2020	1990-2010	2010-2020	1990-2020	1990-2010	2010-2020	
Lakeside	2,636	1,815	1,478	-821	-337	-1,158	-1.85%	-2.03%	-1.91%	Shrinking	Shrinking	Shrinking (30-yr)
Lakeview	1,188	1,484	1,328	296	-156	140	1.12%	-1.10%	0.37%	Growing	Shrinking	Settling
Ledbetter Heights	2,502	519	505	-1,983	-14	-1,997	-7.56%	-0.27%	-5.19%	Shrinking	Stagnant	Stabilizing
Madison Park	893	972	942	79	-30	49	0.42%	-0.31%	0.18%	Stagnant	Stagnant	Stagnant
Martin Luther King	9,872	8,642	6,693	-1,230	-1,949	-3,179	-0.66%	-2.52%	-1.29%	Shrinking	Shrinking	Shrinking (30-yr)
Mooretown	9,987	6,665	5,537	-3,322	-1,128	-4,450	-2.00%	-1.84%	-1.95%	Shrinking	Shrinking	Shrinking (30-yr)
North Highland	2,494	2,395	2,302	-99	-93	-192	-0.20%	-0.40%	-0.27%	Stagnant	Stagnant	Stagnant
Northwood	660	1,683	3,369	1,023	1,686	2,709	4.79%	7.19%	5.58%	Growing	Growing	Growing
Page Bayou	345	424	438	79	14	93	1.04%	0.33%	0.80%	Growing	Stagnant	Maturing
Pierremont	1,468	1,444	1,372	-24	-72	-96	-0.08%	-0.51%	-0.23%	Stagnant	Shrinking	Shrinking (10-yr)
Pine Island	1,101	1,727	2,632	626	905	1,531	2.28%	4.30%	2.95%	Growing	Growing	Growing
Pinecroft	496	506	490	10	-16	-6	0.10%	-0.32%	-0.04%	Stagnant	Stagnant	Stagnant
Queensborough	9,600	6,782	5,452	-2,818	-1,330	-4,148	-1.72%	-2.16%	-1.87%	Shrinking	Shrinking	Shrinking (30-yr)
Reisor	176	90	109	-86	19	-67	-3.30%	1.93%	-1.58%	Shrinking	Growing	Rebounding
Robson Plantation	1,078	2,437	2,909	1,359	472	1,831	4.16%	1.79%	3.36%	Growing	Growing	Growing
Shorewood Hills	2,033	2,404	1,951	371	-453	-82	0.84%	-2.07%	-0.14%	Growing	Shrinking	Settling
Shreve Island	4,919	4,834	4,516	-85	-318	-403	-0.09%	-0.68%	-0.28%	Stagnant	Shrinking	Shrinking (10-yr)
Solo Hood	39	21	18	-18	-3	-21	-3.05%	-1.53%	-2.54%	Shrinking	Shrinking	Shrinking (30-yr)
South Broadmoor	4,285	6,738	6,883	2,453	145	2,598	2.29%	0.21%	1.59%	Growing	Stagnant	Maturing
South Highland	3,050	3,118	3,000	68	-118	-50	0.11%	-0.39%	-0.06%	Stagnant	Stagnant	Stagnant
South Lakeshore	3,720	4,558	4,293	838	-265	573	1.02%	-0.60%	0.48%	Growing	Shrinking	Settling
Southern Hills	10,150	10,843	10,962	693	119	812	0.33%	0.11%	0.26%	Stagnant	Stagnant	Stagnant
Southwood	5,555	5,745	5,646	190	-99	91	0.17%	-0.17%	0.05%	Stagnant	Stagnant	Stagnant
St. Vincent	1,980	1,860	1,775	-120	-85	-205	-0.31%	-0.47%	-0.36%	Stagnant	Stagnant	Stagnant
Stoner Hill	2,082	1,440	1,594	-642	154	-488	-1.83%	1.02%	-0.89%	Shrinking	Growing	Rebounding
Suburban Acres	1,461	1,390	1,329	-71	-61	-132	-0.25%	-0.45%	-0.32%	Stagnant	Stagnant	Stagnant
Summer Grove	5,802	6,401	6,106	599	-295	304	0.49%	-0.47%	0.17%	Stagnant	Stagnant	Stagnant
Sunset Acres	3,398	4,243	3,712	845	-531	314	1.12%	-1.33%	0.30%	Growing	Shrinking	Settling

Name	Population Count			Population Change			Annual Growth Rate			Trends		Typology
	1990	2010	2020	1990-2010	2010-2020	1990-2020	1990-2010	2010-2020	1990-2020	1990-2010	2010-2020	
Town South/ Spring Lake	8,328	10,001	10,420	1,673	419	2,092	0.92%	0.41%	0.75%	Growing	Stagnant	Maturing
Wallace Lake	861	3,909	5,877	3,048	1,968	5,016	7.86%	4.16%	6.61%	Growing	Growing	Growing
Wallace Lake Heights	627	993	1,525	366	532	898	2.33%	4.38%	3.01%	Growing	Growing	Growing
Walnut Hills	655	1,181	1,223	526	42	568	2.99%	0.35%	2.10%	Growing	Stagnant	Maturing
Waterside	281	238	223	-43	-15	-58	-0.83%	-0.65%	-0.77%	Shrinking	Shrinking	Shrinking (30-yr)
Werner Park	3,657	3,965	3,203	308	-762	-454	0.41%	-2.11%	-0.44%	Stagnant	Shrinking	Shrinking (10-yr)
West Cedar Grove	3,888	4,238	3,649	350	-589	-239	0.43%	-1.49%	-0.21%	Stagnant	Shrinking	Shrinking (10-yr)
West Cooper Road	361	426	528	65	102	167	0.83%	2.17%	1.28%	Growing	Growing	Growing
Western Hills	4,295	4,029	3,910	-266	-119	-385	-0.32%	-0.30%	-0.31%	Stagnant	Stagnant	Stagnant
Westpark	1,072	1,435	2,732	363	1,297	1,660	1.47%	6.65%	3.17%	Growing	Growing	Growing
Westwood	1,405	2,343	2,228	938	-115	823	2.59%	-0.50%	1.55%	Growing	Shrinking	Settling
Wilton Place	3,205	2,987	3,669	-218	682	464	-0.35%	2.08%	0.45%	Stagnant	Growing	Restarting
Yarborough	1,753	1,807	1,717	54	-90	-36	0.15%	-0.51%	-0.07%	Stagnant	Shrinking	Shrinking (10-yr)