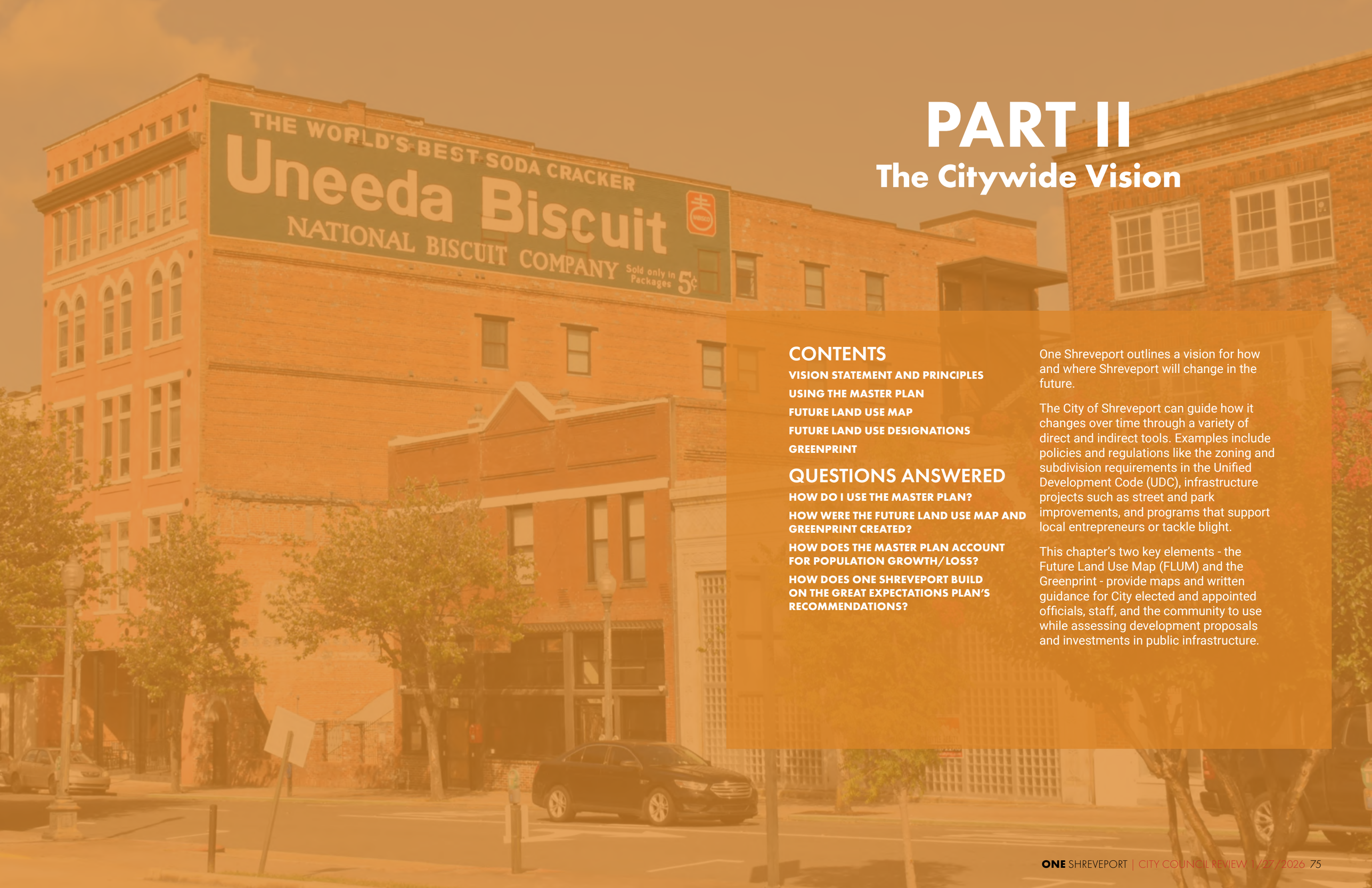

PART II
The Citywide Vision

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One Shreveport outlines a vision for how and where Shreveport will change in the future.

The City of Shreveport can guide how it changes over time through a variety of direct and indirect tools. Examples include policies and regulations like the zoning and subdivision requirements in the Unified Development Code (UDC), infrastructure projects such as street and park improvements, and programs that support local entrepreneurs or tackle blight.

This chapter's two key elements - the Future Land Use Map (FLUM) and the Greenprint - provide maps and written guidance for City elected and appointed officials, staff, and the community to use while assessing development proposals and investments in public infrastructure.

Using the Master Plan

Photo Credit: City of Shreveport

One Shreveport is a plan for action guided by a Vision.

Part II, The Citywide Vision, introduces our Vision and two maps to guide our future growth and change.

The **Vision Statement** describes where we hope to find ourselves in twenty years, detailing our aspirations for our neighborhoods and ourselves. The **Vision Principles** further elaborate on specific themes and outcomes.

Building on the Vision Statement and Vision Principles are two key maps - the **Future Land Use Map** (FLUM) and the **Greenprint** - which provide city-wide guidance and written recommendations for City elected and appointed officials, staff, and the community to use while assessing development proposals and investments in public infrastructure.

Part III, Neighborhood Deep Dives, provides additional guidance for how the citywide vision translates into holistic and coordinated neighborhood-level strategies.

Shreveport is home to diverse neighborhoods with a variety of physical, social, and economic characteristics. While Shreveport must prepare for how the city as a whole will evolve over time, specific actions are executed at the neighborhood level.

In addition to the citywide perspective, a series of seven **Neighborhood Deep Dives** provide additional detail to the Future Land Use Map and Greenprint and provide neighborhood-level guidance and recommendations.

Part IV, Five-Year Strategy, introduces five Action Themes and Five-Year Priorities that organize and draw connections across diverse actions.

The **Action Themes** guide coordination across the plan's Priorities and Goals, helping to identify areas of overlap and connection between topics that may otherwise seem disjointed. While they may seem broad, their scopes go beyond a single organization or department's responsibility, emphasizing the importance of collaboration in implementing the plan.

- ◊ Community Design
- ◊ Equity and Access
- ◊ Quality of Life
- ◊ Collective Impact
- ◊ Governance and Capacity

The four **Five-Year Priorities** for the City of Shreveport are to:

- ◊ Establish a Culture of Neighborhood Planning
- ◊ Link the Master Plan and Capital Plans
- ◊ Build Staff and Community Capacity
- ◊ Launch a Professional Redevelopment Authority

Each Priority is organized with a brief narrative about why it matters, with identification of **Key Partners** and **Resources** required to achieve the Priority.

Specific **Five-Year Actions** to achieve the Priority and build capacity are organized using the five Action Themes. Each Priority also includes related **Metrics** that we can use to measure the success of the plan's implementation. Measurement is important for accountability and tracking changes that may impact the success of the overall plan. The **Related Goals** also reinforce the Priority's connections to other planning topics and long-term considerations.

Part V, Implementation Guide, outlines Goals, Policies, and Strategies to support long-term implementation.

It is organized by several numbered **Goals** that describe a desired outcome or end result: for example, "a smarter growth development pattern within the master plan area."

Seven **Plan Elements** support the organization of Goals by describing high-level topics and themes for the City and decision-makers.

- ◊ Strong Neighborhoods
- ◊ Transportation Choice
- ◊ Healthy People and Environment
- ◊ Artistic, Historic, and Cultural Wealth
- ◊ Thriving Economy and Workforce
- ◊ Quality City Services
- ◊ "Whole Community" Implementation

Each Goal has multiple **Policies** that will be used to guide decision-making by the MPC Board and 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.

OUR VISION FOR ONE SHREVEPORT

In 2050, greater Shreveport is the dynamic, creative and flourishing powerhouse of the ArkLaTex region.

Our region combines the economic opportunity, diversity and cultural excitement of a growing city with the friendliness of a small town.

Photo Credit: City of Shreveport

Our neighborhoods—safe, clean and welcoming—are connected by shared civic spirit and by a network of inviting public spaces and transportation choices.

Downtown and nearby neighborhoods in the city core are vibrantly alive with residents and businesses in historic and new buildings. A revitalized waterfront district links Cross Bayou and the city center to Shreveport's origins on the banks of the Red River.

Photo Credit: Shreveport-Bossier City Advocate

Underutilized properties throughout the city have been restored to community use with housing, shops, offices, or parks and other public spaces.

Downtown and our diverse neighborhoods offer attractive and affordable choices for young singles and couples, families with children, empty-nesters, and retirees.

Photo Credit: Shreveport TImes

Shreveport is the "greenest" and healthiest city in the South, committed to resource and energy sustainability and enhancing access to healthy lifestyles.

Our landscape is enriched by a natural network of greenways and bayous offering recreation in nature.

Photo Credit: Asakura Robinson

Shreveport's youth and college graduates, as well as newcomers, are proud of their beautiful city, cohesive community, and culture of opportunity.

All citizens choose to be part of an innovative city on the move.

Photo Credit: Heliopolis

Vision Principles

Connected People and Places

Connect people in different neighborhoods and across barriers of race and class to work together for the benefit of the whole city.

Connect our natural features in a usable network of greenways and blueways.

Provide safe and efficient transportation choices including alternatives to the car, such as bicycle and pedestrian routes, and enhanced public transit.

Fairness and Opportunity for Everyone

Make every neighborhood a "neighborhood of choice" with excellent infrastructure, services, and amenities.

Enhance educational and economic access and opportunity for all residents.

Strengthened Assets and Enhanced Possibilities

Support, maintain and expand on the economic and community assets that sustain our area today.

Create a community with easy access to all aspects of community life—work, travel, cultural events, festivals, shopping, and faith based and non-profit opportunities.

Good Stewardship of Our Natural and Cultural Heritage

Protect the quality of the water, air, and landscape.

Build greater understanding of our historic roots through organized preservation and historic heritage activities and incentive programs.

Support arts and culture as a source of community pride and a distinctive economic competitive advantage.

A Green and Healthy Community

Promote cleaner energy and resource sustainability.

Maintain and improve existing infrastructure before expansion to new areas.

Encourage healthy lifestyles through access to nutritious food and a wide range of healthy activities that meet the diverse needs of our population.

High Standards of Quality in Development and Design

Develop a "culture of planning" where decisions are based on a set of principles designed to attain the community's vision.

Make public investments a model of quality, excellent design, and long-term vision.

Promote and enforce quality design standards in private development regulations.

A Business-Friendly Environment

Establish policies that create the conditions and climate to support the growth of local businesses and attract investment and entrepreneurs.

Streamline regulations while preserving appropriate safeguards to our resources and quality of life.

A Community of Learners

Make Shreveport-Caddo a center of lifelong education and learning for all its citizens, young and old, from the first explorations all the way through advanced training and degree programs.

Strong Local and Regional Partnerships

Partner among government, business, institutions and nonprofits to achieve master plan goals.

Foster collaboration among governmental entities as well as communities across the entire metropolitan region to work toward a shared vision.

Reach out to partner with other regions to grow and sustain our economy.

Communication, Transparency, and Community Participation

Promote civic engagement of all community members, with an emphasis on engaging young people.

Keep residents, businesses and others informed about community conditions (quality of life indicators, both good and bad), decisions and options.

Expand community participation in decision-making—every voice counts.

Photo Credit: City of Shreveport

Our Vision & How We Grow

Photo Credit: Asakura Robinson

The Master Plan is a tool that helps Shreveport guide investment.

The Master Plan shapes how and where Shreveport changes. While the City of Shreveport does not develop private property, it outlines rules and procedures for how private property owners, individuals, and developers can use their property in line with the public interest. Similarly, while individual residents may decide to move in or out of a neighborhood, the City anticipates these trends in order to prepare for future change.

As a future-facing vision and policy document, the Master Plan provides broad guidance based on today's conditions, the city's near-term outlook, and a bold vision. It is intended to be flexible and general in nature while providing clear decision-making criteria for decision-makers such as the Shreveport City Council.

How do I use the Master Plan?

Two key pieces of the Master Plan are the Future Land Use Map and the Greenprint.

The **Future Land Use Map** (FLUM) is a key piece of the One Shreveport implementation strategy, providing parcel-level guidance for where and how Shreveport can grow and change over time. It anticipates new construction as well as reuse and redevelopment, and it plans for areas that are growing as well as those experiencing population loss. The map and its corresponding designations envision the form and type of development that should happen in Shreveport.

The **Greenprint** complements the Future Land Use Map by identifying opportunities for improved park access, public health, historic and cultural resources, and bicycle and pedestrian mobility. It identifies key corridors and sites where improvements can support quality of life and well as development priorities.

How were the Future Land Use Map and Greenprint created?

The Future Land Use Map and Greenprint were developed through a multi-pronged process.

At the beginning of the planning process, the One Shreveport team conducted a deep dive into citywide building and development trends, demographics, environmental analysis, and socioeconomic indicators. This deep dive is included in the Community Profile. The team also reviewed current zoning, the Great Expectations plan's future land use designation, and the current use of each property in Shreveport using tax and property records, aerial photos, and real estate data.

During the community engagement process, Shreveport residents shared their knowledge of important places, opportunities, and connections in their neighborhoods. This information revealed additional gathering places and assets to build around and support through future planning efforts.

The planning team developed future land use designations that are tailored to Shreveport and provide additional guidance. These designations were applied using the "Principles to Guide Future Land Use" to create the Future Land Use Map.

The Greenprint used environmental analysis, a deep dive into recent parks and active transportation plans, and community input to identify important green spaces and potential greenway links that can incorporate pedestrian and bicycle facilities as well as landscape design and conservation techniques.

The resulting Future Land Use Map and Greenprint provide city-wide strategies for how and where Shreveport should change while also providing a framework for neighborhood-level planning and revitalization efforts.

How does the Master Plan account for population growth or loss?

Shreveport's economy has followed cycles of boom and bust, and the city has experienced periods of population and job growth as well as loss. These cycles impact neighborhoods differently: while some areas experience continued growth or new development despite an economic downturn, others experience more significant population loss that results in challenges such as abandoned or blighted properties.

The development of the Master Plan reviewed neighborhood population statistics to identify 10-year and 30-year growth trends, using this information as well as data about current land uses, vacant land, and adjudicated property to identify areas that are "transitioning", or currently experiencing or likely to experience major changes.

While high-growth and no-growth areas may be shown with the same designation on the Future Land Use Map, they may have different challenges and require different implementation strategies to achieve this future vision. The Neighborhood Deep Dives identify important strategies and considerations in greater detail.

How does One Shreveport build on the Great Expectations plan's recommendations?

This plan incorporates the Great Expectations plan's "Principles To Guide Future Land Use" in the Future Land Use Map and the Greenprint. While Future Land Use designations and locations have been updated or refined in response to recent changes, they reflect the overall intent of these principles, including preservation of existing neighborhoods, infill development inside the loop, transit-oriented and mixed-use development, and appropriate transitions between land uses.

Future Land Use Map

The **Future Land Use Map** is a key piece of the One Shreveport implementation strategy. It provides parcel-level guidance for where and how Shreveport can grow and change over time.

How Shreveport Grows

Investing "Inside the Loop"

A major theme from the Great Expectations Master Plan was the importance of directing new growth and investment to support Shreveport's core, rather than growing further out. The Future Land Use Map designates higher-density and higher-activity areas inside the Loop to support this vision.

Creating Activity in Transit-Supportive Areas

SporTran has taken proactive steps in recent years to improve service quality and frequency, which has resulted in increased ridership. The best transportation plan is a good land use plan - by directing new development to areas that can be served by high-quality transit, Shreveport can support and plan for current and future transit riders.

Addressing Transitioning Areas

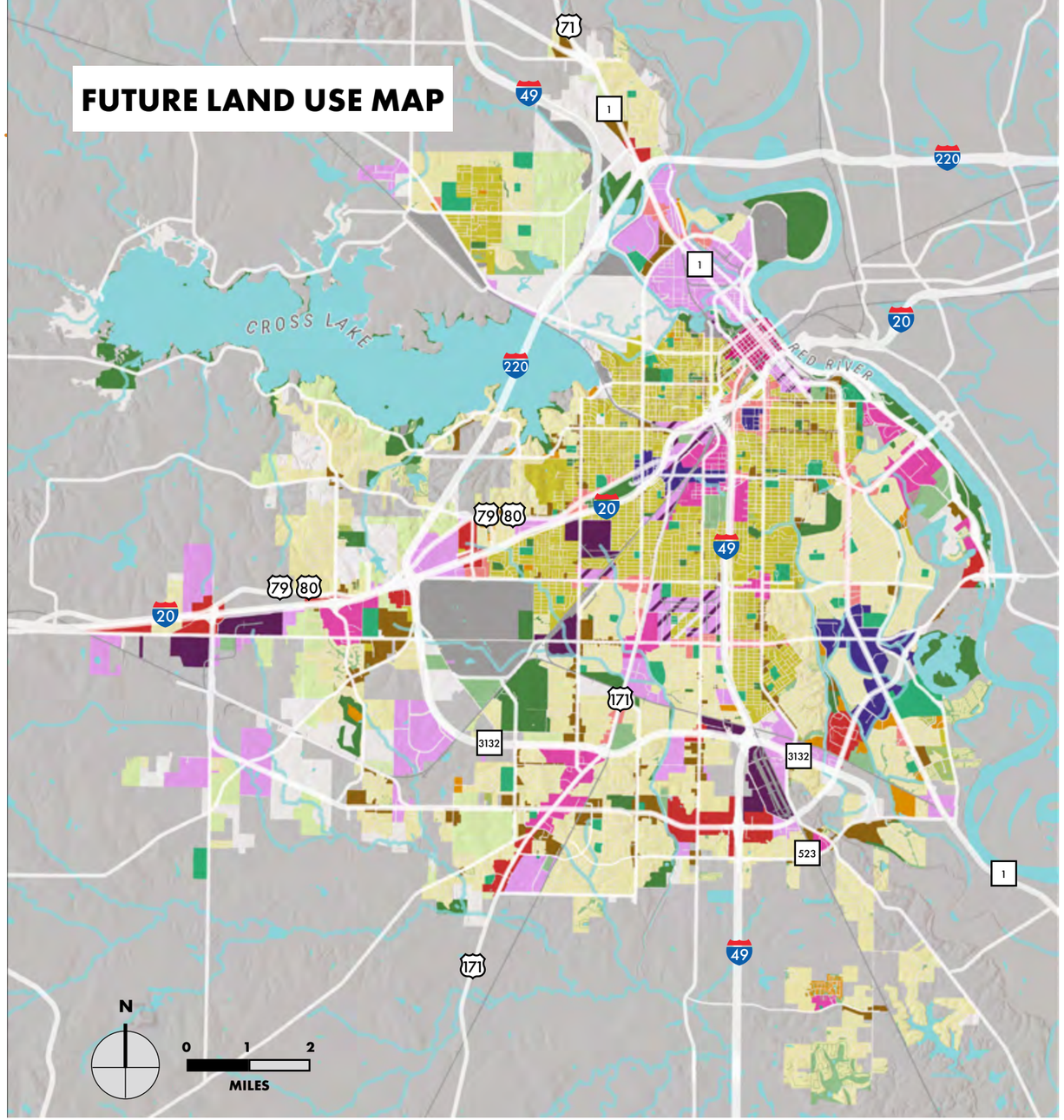
The Future Land Use Map identifies "transitional" areas where long-term trends have resulted in significant vacancies or changes in land uses. They may include high proportions of vacant lots or brownfield areas. These areas may be prime candidates for neighborhood planning efforts to help envision future development outcomes.

Managing Future Expansion

Shreveport has a large physical footprint that is supported by over 1,000 miles of water and sewer lines and streets as well as public safety services. Shreveport must be able to maintain the infrastructure it currently has and will have: the Future Land Use Map provides guidance for where future growth may be appropriate.

Principles to Guide Future Land Use

- ◊ Preserve existing occupied single- and two-family residential neighborhoods.
- ◊ Preserve land, including areas around bayous and drainage corridors, to achieve a green network of interconnected parks, multi-use paths, passive and recreational spaces.
- ◊ Encourage residential infill development on vacant and adjudicated parcels inside the loop.
- ◊ In revitalization plans and elsewhere, locate neighborhood mixed-use centers ("urban villages") with residential, retail and office uses at key intersections within walking distance of neighborhood residences and where they could support improved public transportation service.
- ◊ Concentrate density and mixed-use development in a imited number of major mixed-use centers for future bus rapid transit.
- ◊ Locate multifamily development in mixed-used centers or urban villages; where there is nearby access to retail, services, and public transportation; or on collector or arterial streets and at intersections.
- ◊ Locate new housing developments adjacent to and connected to existing development.
- ◊ Avoid locating residential uses where they will be surrounded by industrial uses.
- ◊ Locate industrial uses where there is easy access to railroad, road, port, or air transportation.
- ◊ Establish appropriate transitions from higher-density and higher-impact land uses to lower-density and lower-impact land uses.



MIXED-USE CENTERS & CORRIDORS
- Downtown
- Regional Center
- Urban Village
- Urban Corridor
- Neighborhood Hubs & Corridors
- Highway Commercial

RESIDENTIAL NEIGHBORHOODS
- Urban Neighborhood
- Core Neighborhood
- Transitional Neighborhood
- Suburban Neighborhood
- Rural Neighborhood

INDUSTRY & SERVICE AREAS
- Light Industrial / Industrial Mixed-Use
- Transitional Industrial
- Heavy Industrial
- Transportation & Utilities

INSTITUTIONS & OPEN SPACE AREAS
- Public Parks, Greenways, and Open Space
- Public Buildings & Institutions
- Private Open Space
- Reserve

Using the Future Land Use Map

While the Future Land Use Map is a guide to how Shreveport should plan for future change, it is not a guarantee of a future condition. The use of land and private property is determined through private decisions and guided by the City of Shreveport through tools including zoning.

Interpreting The Map

The Future Land Use Map provides a recommendation for how land within the City should be used in the future. It is based partially on what exists on each piece of land today, and the uses indicated in the map may not necessarily reflect what is on the ground today. While an inventory of existing land uses was conducted, its primary sources include appraisal data, reviews of aerial and street-level photography, and available data sources. Considerations such as the Primary Uses and Secondary Uses can inform decision-makers on what types of uses should be permitted in the future.

What is the difference between the Future Land Use Map and zoning?

The Future Land Use Map is a guide for future development - it does not carry the force of law. By contrast, the City's Unified Development Code (and zoning map) are regulatory documents that are legally binding. **While the Future Land Use Map outlines a vision for how land in the City will change, it does not change a property's zoning.**

Neighborhood Planning Guidance

Part III, "Neighborhood Deep Dives" on page 111 provides additional guidance for Shreveport's seven Planning areas, including considerations for specific corridors and important sites within the city.

Reading the Future Land Use Designations

Each designation includes a table with the following items to help guide decisionmakers in understanding and applying land use recommendations:

Purpose and Intent: This statement provides a descriptive narrative for "what and how" each designation aims to achieve.

Primary and Secondary Uses: These lists indicate the typical uses one might find within each designation. While these lists are not exhaustive, they provide guidance for the overall land use mix.

- ◊ Primary uses are typically permitted by-right in these areas and are a larger proportion of the uses. For example, in the Suburban Neighborhood designation, most of the land will be used for single-family residential use.
- ◊ Secondary uses provide support to and complement the primary uses as a smaller proportion of the land use type. They may not be appropriate or necessary everywhere, and may require additional review and consideration (such as a special use permit) to mitigate impacts such as traffic and noise. Examples in the Suburban Neighborhood designation may include schools, religious institutions, and neighborhood commercial establishments such as corner stores: while the neighborhood should be primarily housing, access to these amenities may be desirable along busier streets or intersections.

Typical Zoning Districts: This list includes zoning districts listed in the Unified Development Code that may be appropriate candidates for implementing the desired land uses.

Form and Site Design Considerations: These recommendations provide guidance for how future development can be designed in an attractive manner that supports other citywide goals.

Performance Metrics: These indicators may be used to assess how a proposal meets the intent of each district.

Photo Credit: Asakura Robinson

Land Use Designation Categories

Mixed-Use Centers and Corridors

Shreveport's most important center is Downtown, with several supporting centers of regional, citywide, and neighborhood importance that provide a range of housing, employment, and service opportunities to the broader region. These centers and corridors are intended to provide a mix of uses and be supported by transit and bicycle and pedestrian infrastructure.

Residential Neighborhoods

The Future Land Use Map identifies five neighborhood types: Urban, Core, Transitional, Suburban, and Rural neighborhoods. These neighborhood names reflect both their locations in the City as well as the types of housing that are currently present or anticipated. These areas are primarily residential with supporting services.

Industry and Service Areas

Shreveport is home to a variety of commercial and industrial service areas. These industry and service areas are generally auto-oriented compared to the Mixed-Use Centers and Corridors or Residential Neighborhoods, supporting higher traffic volumes or larger vehicles. They provide important services and employment opportunities to residents and visitors, and should be sited with care for impacts on adjacent residential areas and environmental features.

Institutions and Open Space Areas

These land uses include public parks and buildings, institutions such as schools and universities, and a variety of privately owned open spaces and natural areas such as subdivision common areas. Reserve land uses are also included in this grouping, and are rural or low-density areas that are intended to remain primarily undeveloped during the planning period.

Mixed-Use Centers and Corridors

Photo Credit: Asakura Robinson

Center Types and Hierarchy

Shreveport's centers are hubs of activity, with significant concentrations of housing, employment opportunities, services, and institutions such as government buildings and educational establishments. The Future Land Use Map identifies different types of Centers that are connected by Corridors to indicate priority areas for development and capital project coordination.

- ◊ Downtown
- ◊ Regional Centers
- ◊ Urban Villages
- ◊ Transit Hubs
- ◊ Neighborhood Hubs

Several neighborhood hubs and commercial corridors may be shown using the Urban Corridor or Neighborhood Corridor land use types. These range in their levels of activity and mix of uses. The boundaries and intents of these hubs should be refined with the community through neighborhood planning processes.

Implementation Priorities

In addition to using the land use designations to guide future proposals, the City of Shreveport should:

- ◊ Prioritize investments in capital and mobility projects in Centers and Corridors.
- ◊ Use Centers and Corridors as recommended areas for identifying and scoping future neighborhood, small area, and corridor planning efforts.

Downtown

Caddo Parish Courthouse and skyline. Source: Asakura Robinson

PURPOSE AND INTENT

Downtown is the City's core and its most densely developed area. It includes the historic city center, governmental and cultural institutions, and major office employers. It serves as the economic and cultural hub for the entire Ark-La-Tex region and is supported by high-quality urban design and multimodal transportation access connecting Downtown to all areas of the city and the greater region.

PRIMARY USES

Offices, multifamily dwellings, retail goods establishments, restaurants, hotels, financial institutions

SECONDARY USES

Religious assembly uses, casinos, nightclubs

TYPICAL ZONING DISTRICTS

D-1 Downtown

FORM AND SITE DESIGN CONSIDERATIONS

Buildings should be sited with their primary entrances oriented to the street. "Active" uses that create street-level activity and visual interest should be located on the ground level. Off-street parking in front of structures is discouraged: off-street parking should located to the rear of the structure. Shared parking is encouraged to minimize excess parking.

PERFORMANCE METRICS

Increase in new jobs, new business starts, increase in dwelling units, increase in daytime population (employment) as well as nighttime population (residents), increase in sales tax and parking revenues, increase in parking utilization, increase in adaptive reuse of historic structures, increase in tourism.

Regional Center

West Gray Street, Houston. Source: Google Maps

PURPOSE AND INTENT

Regional Centers are economic hubs and are home to major employers such as hospitals and universities, as well as retailers and service providers serving a regional market area. These centers should be supported by high-frequency transit and include a mix of housing types in the general vicinity to support their workforces and provide conveniently located housing opportunities for residents. Over time, infill and redevelopment should encourage the creation of walkable, convenient neighborhoods with accessible housing, services, and open space.

PRIMARY USES

Offices, healthcare institutions, educational institutions, multifamily dwellings, financial institutions, retail goods establishments, restaurants

SECONDARY USES

Religious assembly, hotels, research and development

TYPICAL ZONING DISTRICTS

C-UV Urban Village Commercial, R-4 High-Rise Residential, IC Institutional Campus

FORM AND SITE DESIGN CONSIDERATIONS

Future development and infill should create walkable areas with smaller block sizes and high-quality facilities for pedestrians, cyclists, and transit riders. Phased redevelopment approaches may be necessary to permit the redevelopment of grayfield sites (e.g. parking lots) to new uses. Height and form should consider transitions to adjacent residential areas.

PERFORMANCE METRICS

Increase in new jobs, new business starts, increase in dwelling units, increase in daytime population (employment) as well as nighttime population (residents), reduction in impervious surface, increase in tree canopy, increase in transit usage

Urban Village

Provenance Phase II rendering. Source: Provenance

PURPOSE AND INTENT

Urban Villages are characterized by a mix of small-scale commercial uses and housing that are walkable and centered around an identifiable public space, institution, or intersection. Their locations may include walkable or clustered neighborhood commercial centers, such as historic streetcar corridors, as well as master-planned developments and redevelopment sites where the size of the site is conducive to mixed-use redevelopment.

PRIMARY USES

Retail goods establishments, restaurants, office, multifamily and townhouse dwellings, personal services

SECONDARY USES

Religious assembly, hotels, educational institutions, healthcare institutions, financial institutions

TYPICAL ZONING DISTRICTS

C-UV Urban Village Commercial, R-MUV Residential Mixed-Use Village, R-3 Multi-Family Residential, R-2 Multi-Family Residential

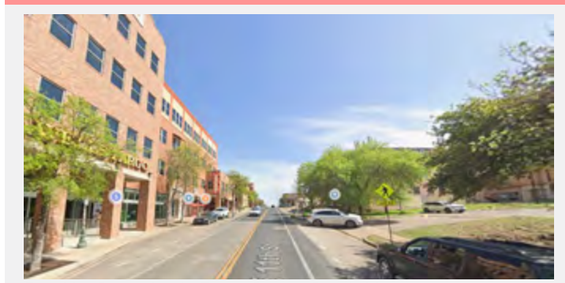
FORM AND SITE DESIGN CONSIDERATIONS

Buildings should be sited with their primary entrances oriented to the street. "Active" uses that create street-level activity and visual interest should be located on the ground level. Parking in front of structures is discouraged, with parking located to the rear of the structure or shared with surrounding uses encouraged. Future development and infill should create walkable areas with smaller block sizes and high-quality facilities for pedestrians, cyclists, and transit riders. Phased redevelopment approaches may be necessary to permit the redevelopment of grayfield sites (e.g. parking lots) to new uses.

PERFORMANCE METRICS

Increase in new jobs, new business starts, increase in dwelling units, increase in daytime population (employment) as well as nighttime population (residents), reduction in impervious surface, increase in tree canopy, increase in transit usage

Urban Corridor



East 11th Street, Austin, Texas. Source: Google Maps

PURPOSE AND INTENT

Urban Corridors include a mix of housing, employment, and service types oriented towards high-frequency transit and high-comfort bicycle and pedestrian routes. They are intended to create a walkable environment on major streets and thoroughfares that can support higher-density housing types and services for residents.

PRIMARY USES

Neighborhood commercial establishments, retail goods establishments, restaurants, multifamily and townhouse dwellings, personal services

SECONDARY USES

Religious assembly, hotels, offices, educational institutions, financial institutions

TYPICAL ZONING DISTRICTS

C-UC Urban Corridor Commercial, C-2 Corridor Commercial, C-3 General Commercial, R-3 Multi-Family Residential, R-2 Multi-Family Residential

FORM AND SITE DESIGN CONSIDERATIONS

Buildings should be sited with their primary entrances oriented to the street. "Active" uses that create street-level activity and visual interest should be located on the ground level. Parking in front of structures is discouraged, with parking located to the rear of the structure or shared with surrounding uses encouraged. Future development and infill should create walkable areas with smaller block sizes and high-quality facilities for pedestrians, cyclists, and transit riders.

PERFORMANCE METRICS

Increase in new jobs, new business starts, increase in dwelling units, increase in daytime population (employment) as well as nighttime population (residents), reduction in impervious surface, increase in tree canopy, increase in transit usage,

Neighborhood Hubs and Corridors

Line Avenue near Gladstone Boulevard. Source: Asakura Robinson

PURPOSE AND INTENT

Neighborhood Hubs and Corridors support smaller commercial institutions and "middle" housing types on important neighborhood intersections and streets, providing convenient services to residents. Development along neighborhood corridors is generally similar in scale to surrounding housing, with housing types such as townhouses, duplexes and fourplexes, and low-rise multifamily providing an increased range of housing options for residents.

PRIMARY USES

Neighborhood commercial establishments, restaurants, townhouse and "middle" dwellings, personal services

SECONDARY USES

Religious assembly, offices, educational institutions, financial institutions

TYPICAL ZONING DISTRICTS

C-UC Urban Corridor Commercial, C-2 Corridor Commercial, C-1 Neighborhood Commercial, R-3 Multi-Family Residential, R-2 Multi-Family Residential,

FORM AND SITE DESIGN CONSIDERATIONS

Buildings should be sited with their primary entrances oriented to the street. Parking located to the side or rear of the structure or shared with surrounding uses is preferred. Streets should be designed with high-quality facilities for pedestrians, cyclists, and transit riders. Building heights and massing should consider surrounding uses.

PERFORMANCE METRICS

Increase in new jobs, new business starts, increase in dwelling units, increase in daytime population (employment) as well as nighttime population (residents), reduction in impervious surface, increase in tree canopy, increase in transit usage,

Highway Commercial

Shopping center on Youree Drive. Source: Asakura Robinson

PURPOSE AND INTENT

Highway Commercial areas include auto-centric commercial, retail, and service uses oriented towards major highways and roadways, such as big-box stores, strip shopping centers, and auto service uses. These uses may provide services to a regional market or to highway travelers, and may include heavy commercial uses such as motor vehicle repair and outdoor storage. These areas should be located along major roadways or industrial areas and sited and designed to minimize impacts such as glare, traffic, and noise on adjoining residential areas.

PRIMARY USES

"Big-box" retail goods establishments, vehicle dealerships/repair/service, drive-through facilities, restaurants, hotels

SECONDARY USES

Multifamily dwellings, religious assembly, heavy commercial, financial institutions,

TYPICAL ZONING DISTRICTS

C-3 General Commercial, C-4 Heavy Commercial

FORM AND SITE DESIGN CONSIDERATIONS

Site design should include safe and convenient access for pedestrians, cyclists, and transit users, such as sidewalks along corridor frontage. Site planning that permits future infill and densification is encouraged.

PERFORMANCE METRICS

Increase in new jobs, increase in sales tax revenues, increase in dwelling units

Residential Neighborhoods

Creating Strong Neighborhoods

Shreveport's neighborhoods have storied histories and a variety of architecture, street layouts, and housing types. This variety means this plan's land use designations must recognize their history and current nuances while anticipating future change.

In the established Urban, Core, and Transitional neighborhoods, Shreveport must encourage reinvestment to ensure their continued vitality. The city must also balance a diversity of housing types and residents' needs with uses such as neighborhood commercial establishments that make these area attractive places to live and work.

Newer neighborhoods established during Shreveport's post-World War II boom through recent years are often located at the edge of the city on larger lots, and lack the diversity of housing and non-residential uses seen in older neighborhoods. As these areas begin to age, attention should be paid to ensuring that they remain quality places to live for all residents.

Implementation Priorities

In addition to using the land use designations to guide future proposals, the City of Shreveport should:

- ◊ Prioritize investments in mobility projects in Urban, Core, and Transitional Neighborhoods served by transit.
- ◊ Monitor adjudicated property, vacancy, and property standards violation trends at a neighborhood level to understand and proactively address neighborhood change.
- ◊ Encourage infill development and reinvestment in all neighborhoods.

Urban Neighborhood

Ultris Island Park. Source: Apartments.com

PURPOSE AND INTENT

Urban Neighborhoods are characterized by larger groupings of higher-density residential development types such as multifamily apartment complexes or townhouse communities. In contrast to Urban Corridors, these neighborhoods are primarily focused on residential uses, with some supporting neighborhood commercial uses.

PRIMARY USES

Multifamily dwellings, townhouse dwellings

SECONDARY USES

Two-family and single-family attached dwellings, neighborhood commercial establishments, religious assembly, educational institutions

TYPICAL ZONING DISTRICTS

R-3 Multi-Family Residential, R-2 Multi-Family Residential, R-TH Townhouse Residential

FORM AND SITE DESIGN CONSIDERATIONS

Site design should include safe and convenient access for pedestrians, cyclists, and transit users, such as sidewalks along corridor frontage. Site planning that permits future infill and densification is encouraged.

PERFORMANCE METRICS

Increase in new housing units, increase in occupancy, increase in diversity of housing types

Core Neighborhood

McCormick Street. Source: Asakura Robinson

PURPOSE AND INTENT

Core Neighborhoods are Shreveport's established, historic neighborhoods. These neighborhoods typically developed before World War II and may predate zoning and subdivision regulations, and are characterized by gridded streets with a mix of land uses and lot sizes. Their location and variety of historic architecture, housing types, and commercial uses make them attractive to residents seeking the convenience of urban living and a mix of housing price points. Development in Core Neighborhoods should preserve and expand a mix of single-family and middle housing types (such as duplexes, fourplexes, townhouses, shotgun houses) with small-scale apartment buildings and neighborhood-serving retail and service uses on major corridors.

PRIMARY USES

Single-family detached dwellings, single-family attached dwellings, two-family dwellings

SECONDARY USES

Multifamily dwellings, townhouse dwellings, neighborhood commercial establishments, religious assembly, educational institutions

TYPICAL ZONING DISTRICTS

R-UC Urban Core Residential, R-HU Highland Urban Conservation Residential, R-1-5 Single-Family Residential, R-1-7 Single-Family Residential, C-1 Neighborhood Commercial

FORM AND SITE DESIGN CONSIDERATIONS

A variety of housing types are encouraged in each neighborhood. Supporting commercial establishments should be situated along neighborhood corridors or at prominent intersections and should have minimal impacts on adjacent properties.

PERFORMANCE METRICS

Increase in new housing units, increase in occupancy, increase in diversity of housing types

Transitional Neighborhood

Vacant lots in Crosstown. Source: Asakura Robinson

PURPOSE AND INTENT

Transitional Neighborhoods share the characteristics of Core Neighborhoods while meriting additional attention due to the prevalence of vacant and adjudicated property. These neighborhoods face unique challenges stemming from historic patterns of disinvestment and population loss that have led to a higher incidence of blight and structure demolitions. Forces that have shaped these neighborhoods include urban renewal and freeway construction, heirs' property and title issues, and discriminatory lending and real estate practices. Priorities for these areas include preserving existing housing and encouraging infill and adaptive reuse of existing structures, and with flexiblility and creativity in site design encouraged to support community-driven development outcomes.

PRIMARY USES

Single-family detached dwellings, single-family attached dwellings, two-family dwellings

SECONDARY USES

Multifamily dwellings, townhouse dwellings, neighborhood commercial establishments, religious assembly, educational institutions

TYPICAL ZONING DISTRICTS

R-UC Urban Core Residential, R-HU Highland Urban Conservation Residential, R-1-5 Single-Family Residential, R-1-7 Single-Family Residential, C-1 Neighborhood Commercial

FORM AND SITE DESIGN CONSIDERATIONS

Infill and reinvestment should increase the level of activity in the neighborhood. Preserving open space and tree canopy with the reuse of vacant lots creates an opportunity to create attractive residential areas. A variety of housing types are encouraged in each neighborhood. Supporting commercial establishments should be situated along neighborhood corridors or at prominent intersections and should have minimal impacts on adjacent properties.

PERFORMANCE METRICS

Increase in occupancy, decrease in adjudicated property, increase in property values, increase in jobs and population, decrease in property standards violations

Suburban Neighborhood

Southern Hills. Source: Asakura Robinson

PURPOSE AND INTENT

Suburban Neighborhoods are predominantly single-family areas on larger lots, with subdivision patterns reflecting an increased focus on the automobile. Their street layouts generally reflect post-World War II trends such as a preference for winding or curvilinear streets, cul-de-sacs, and longer block lengths over connected grids. They may include open space, amenity, or conservation areas dedicated during the subdivision process. As these neighborhoods age and evolve, priorities include preserving existing housing stock and increasing housing variety to provide additional affordability and density.

PRIMARY USES

Single-family detached dwellings

SECONDARY USES

Single-family attached dwellings, two-family dwellings, neighborhood commercial establishments, religious assembly, educational institutions

TYPICAL ZONING DISTRICTS

R-1-7 Single-Family Residential, R-1-10 Single-Family Residential, R-1-12 Single-Family Residential

FORM AND SITE DESIGN CONSIDERATIONS

A variety of housing types are encouraged in each neighborhood. Supporting commercial establishments should be situated along neighborhood corridors or at prominent intersections and should have minimal impacts on adjacent properties.

PERFORMANCE METRICS

Increase in new housing units, increase in occupancy, increase in diversity of housing types, preservation of housing affordability.

Rural Neighborhood

Green Terrace Road in Southwest Shreveport. Source: Google Maps

PURPOSE AND INTENT

Rural Neighborhood areas are predominantly single-family, large-lot residential uses with an identifiable development pattern such as deep, narrow lots, a street grid with long block lengths, or lakefront orientation. They may include historic rural communities whose growth and development predated City subdivision regulations, and may be surrounded by larger acreage or unincorporated areas. Key differentiators from Suburban Neighborhoods are the presence and quality of infrastructure in these areas. Because of their low population density, they may be lower-priority areas for transportation improvements. While significant infill is not anticipated during the planning period, these areas may eventually transition to Suburban Neighborhood or similar land uses.

PRIMARY USES

Single-family detached dwellings

SECONDARY USES

Manufactured dwellings, two-family dwellings, religious assembly, educational institutions

TYPICAL ZONING DISTRICTS

R-E Residential Estate, R-A Rural Agricultural, R-MHS Residential Manufactured Home Subdivision, R-MHP Residential Manufactured Home Park

FORM AND SITE DESIGN CONSIDERATIONS

Open space and environmentally sensitive areas such as riparian corridors should be preserved as open space or common areas. New development or redevelopment should increase connectivity for pedestrians and cyclists to support future redevelopment.

PERFORMANCE METRICS

Preservation of tree canopy, rehabilitation of existing dwellings, increase in property values

Industry & Service Areas

Rendering of Heirloom Carbon Technologies direct air capture facility at the Port of Caddo-Bossier.

Supporting Quality Employment

Over time, Shreveport's economy has continually shifted from agriculture and regional shipping, to oil and gas, to manufacturing, to today's healthcare and service focuses. As the city has evolved, the needs of its primary industries and economic drivers have evolved.

The vestiges of this historic economy are visible along the city's railroad lines and to a lesser extent its highways. Many of these historic industrial areas are near Downtown and the Red River railroad bridges, and others are near the center of the city such as the Linwood Avenue and Interstate 49 corridors. Major industrial facilities such as the Calumet Shreveport and Libbey Glass plants on Jewella Avenue are surrounded by residential areas. Other major industrial facilities located at the edges of the city include the General Motors and Western Electric facilities as well as the Port of Caddo-Bossier, and there are growing logistics hubs at ShrevePark and near the North Market Street corridor.

A robust economy is critical to Shreveport's future success, and today the city is home to a significant inventory of available industrial buildings and properties. As industrial siting and building needs shift, Shreveport must adapt to have sites ready for prospective tenants. On the other hand, Shreveport must consider how older or functionally obsolete industrial areas might transition to create new opportunities to reconnect and revitalize adjacent inner city neighborhoods.

Implementation Priorities

In addition to using the land use designations to guide future proposals, the City of Shreveport should:

- ◊ Encourage adaptive reuse and potential residential uses in Transitional Industrial areas near mixed-use centers or corridors.
- ◊ Enforce performance standards to mitigate environmental impacts such as exhaust, dust, noise, and glare on adjoining residential areas.

Light Industrial / Industrial Mixed-Use

Valley View Drive. Source: Kevin Bryan Architect

PURPOSE AND INTENT

Light Industrial / Industrial Mixed-Use areas primarily include transportation, warehousing and logistics, small-scale fabrication and production uses. These areas may also be designed to accommodate supporting commercial and residential uses that allow for a mix of uses for residents and workers, including the retrofit of business and industrial parks.

PRIMARY USES

Light industrial, research and development, offices, warehousing,

SECONDARY USES

Truck stops, self-storage facilities, heavy commercial, vehicle repair and service, multi-family residential

TYPICAL ZONING DISTRICTS

I-MU Industrial Mixed-Use, I-1 Light Industrial, OR Office Research

FORM AND SITE DESIGN CONSIDERATIONS

Site design and circulation patterns should provide internal connectivity if located near a transit stop. Secondary commercial or residential buildings should be oriented to primary thoroughfares to support future mixed-use conversions.

PERFORMANCE METRICS

Increase in jobs, increase in business starts, increase in square footages, increase in occupancy

Transitional Industrial

Vacant industrial property on Texas Ave. Source: Asakura Robinson

PURPOSE AND INTENT

Transitional Industrial areas include legacy industrial districts near residential and redevelopment areas. These areas generally developed as industrial clusters due to their proximity to major infrastructure such as railroads. Over time, their viability as true industrial districts and employment centers has declined due to changing site design, freight access, and building type needs. These areas may transition to lighter industrial uses or mixed-use districts over time, provided that environmental issues and impacts are mitigated.

PRIMARY USES

Light industrial, artisan industrial, research and development, offices, warehousing

SECONDARY USES

Heavy industrial, self-storage facilities, heavy commercial, vehicle repair and service, multi-family residential

TYPICAL ZONING DISTRICTS

I-MU Industrial Mixed-Use, I-1 Light Industrial, I-2 Heavy Industrial

FORM AND SITE DESIGN CONSIDERATIONS

Site design and circulation patterns should provide internal connectivity if located near a transit stop. Secondary commercial or residential buildings should be oriented to primary thoroughfares to support future mixed-use conversions. Reuse of existing structures, particularly historic structures, is encouraged. Placement of noxious or polluting uses should consider mitigation measures, such as buffering, when located in proximity to residential areas.

PERFORMANCE METRICS

Increase in jobs, increase in business starts, increase in square footages, increase in occupancy, increase in dwelling units, remediation of brownfields

Heavy Industrial

Calumet Plant. Source: Library of Congress

PURPOSE AND INTENT

Heavy Industrial areas include intensive manufacturing and processing uses, as well as supporting transportation and distribution uses. These areas are located in proximity to rail and highway infrastructure to support freight movement and truck traffic. Due to their higher impacts that impact human health such as noise and air quality, these uses should be located away from sensitive environments or populations.

PRIMARY USES

Heavy industrial manufacturing and fabrication, material processing

SECONDARY USES

Light industrial, research and development, offices, warehousing, outdoor storage, heavy commercial, vehicle repair and service, truck stops

TYPICAL ZONING DISTRICTS

I-2 Heavy Industrial

FORM AND SITE DESIGN CONSIDERATIONS

Placement of noxious or polluting uses should consider mitigation measures, such as buffering, when located in proximity to residential areas.

PERFORMANCE METRICS

Increase in jobs, increase in business starts, increase in square footages, increase in occupancy, remediation of brownfields

Transportation and Utilities

Rail yard in Laredo, TX. Source: Library of Congress

PURPOSE AND INTENT

Transportation and Utilities areas include major transportation infrastructure such as airports, ports, and rail yards as well as major utility facilities such as power plants and water and wastewater treatment facilities. They are generally clustered near existing infrastructure such as railroads, highways, and transmission lines and should be sited and designed to avoid major impacts.

PRIMARY USES

Airports, freight terminals, helipads/heliports, energy generation and transmission facilities, water and wastewater treatment plants

SECONDARY USES

Parking lots, outdoor storage, vehicle operation facility

TYPICAL ZONING DISTRICTS

I-2 Heavy Industrial

FORM AND SITE DESIGN CONSIDERATIONS

Placement of noxious or polluting uses should consider mitigation measures, such as buffering, when located in proximity to residential areas.

PERFORMANCE METRICS

Increase in jobs

Institutions and Open Space Areas

Photo Credit: Asakura Robinson

Supporting Quality of Life

As a regional center, Shreveport is home to a variety of public buildings and institutions. Additionally, a network of both publicly and privately owned parks, greenways, and open spaces enhances the quality of life of residents.

Shreveport's parks and open space areas include active recreation facilities such as athletic fields, passive recreation areas with walking paths or trails, and conserved natural areas with environmentally significant features. These areas provide benefits for Shreveport's human and wild residents and preserve its unique flora and fauna for the benefit of future generations.

Included in these open space areas are Reserve areas that are not intended for intensive development during the planning period. These areas may include significant environmental features or large tracts that may require significant utility and infrastructure expansion/extension for city services.

Implementation Priorities

In addition to using the land use designations to guide future proposals, the City of Shreveport should:

- ◊ Review surrounding land uses for consistency when redesignating surplus public property for other uses.
- ◊ Prioritize investment in public park areas identified in the Parks & Recreation Comprehensive Master Plan.
- ◊ Encourage the preservation of environmentally sensitive areas as open space uses.
- ◊ Discourage development in Reserve areas during the planning period.

Public Parks, Greenways, and Open Space

Ford Park. Source: Visit Shreveport-Bossier

PURPOSE AND INTENT

Public Parks, Greenways, and Open Space includes publicly owned and accessible recreation and conservation areas. They may range in size from pocket parks and neighborhood parks to regional conservation areas and greenways, and include supporting uses and amenities.

PRIMARY USES

Public parks, conservation areas, golf courses, trail areas

SECONDARY USES

Park service and maintenance facilities

TYPICAL ZONING DISTRICTS

NA Natural Areas, OS Open Space

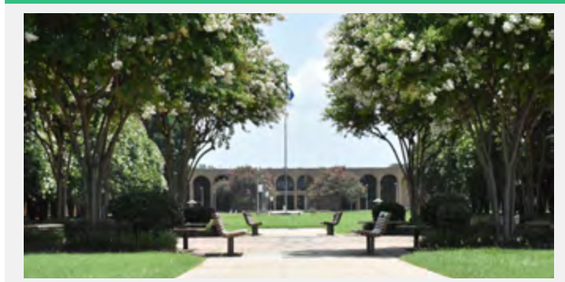
FORM AND SITE DESIGN CONSIDERATIONS

Continued maintenance and preservation of open space and environmentally sensitive areas are priorities to enhance quality of life and conservation goals. Park design and development should consider long-term maintenance needs as well as programming and facility recommendations in the Parks & Recreation Comprehensive Master Plan.

PERFORMANCE METRICS

Increase in preserved area, increase in tree canopy, reduction in water usage

Public Buildings and Institutions



LSUS campus. Source: Asakura Robinson

PURPOSE AND INTENT

Public Buildings and Institutions include buildings and facilities that are open to the public such as government offices, colleges and universities, and major service buildings. They may share characteristics with other office and assembly uses such as traffic impacts.

PRIMARY USES

Government offices and facilities, colleges and universities, libraries, community centers

SECONDARY USES

Public parks

TYPICAL ZONING DISTRICTS

IC Institutional Campus

FORM AND SITE DESIGN CONSIDERATIONS

Due to their range of users and public importance, these sites should be designed with safe and convenient access for pedestrians, cyclists, and transit users.

PERFORMANCE METRICS

Increase in preserved area, increase in tree canopy, reduction in water usage

Private Open Space

Common area in Provenance. Source: Asakura Robinson

PURPOSE AND INTENT

Private Open Space includes privately owned or operated open space and landscape areas such as common areas owned or maintained by homeowners' associations, golf courses, private clubs, and significant preserved areas such as those held under conservation servitudes.

PRIMARY USES

Parks and open space owned by private entities, country clubs

SECONDARY USES

Golf courses, marinas

TYPICAL ZONING DISTRICTS

Residential zoning districts, NA Natural Areas, OS Open Space, R-A Rural Agricultural

FORM AND SITE DESIGN CONSIDERATIONS

Due to their ownership structure or use limitations, these areas are generally not expected to support intensive development during the planning period. Continued maintenance and preservation of open space and environmentally sensitive areas are priorities to enhance quality of life and conservation goals.

PERFORMANCE METRICS

Increase in preserved area, increase in tree canopy, reduction in water usage

Reserve

Timber area and bayou tributary. Source: Google Earth

PURPOSE AND INTENT

Reserve areas are generally not intended to support intensive development during the planning period. They include large parcels with significant acreage, including areas with major environmental constraints such as floodplain or steep slopes. Some Reserve areas may be used for bona fide agricultural and forestry enterprises. These areas are generally located at the periphery of the city. While some Reserve areas may currently have permissive zoning that permits additional subdivision development, conservation design is encouraged to reduce environmental impacts such as the loss of forest area or encroachment into higher-hazard flood areas.

PRIMARY USES

Agriculture, conservation areas, single-family detached dwellings

SECONDARY USES

Religious assembly, educational institutions

TYPICAL ZONING DISTRICTS

NA Natural Areas, OS Open Space, R-A Rural Agricultural

FORM AND SITE DESIGN CONSIDERATIONS

Open space and environmentally sensitive areas such as riparian corridors should be preserved as open space or common areas.

PERFORMANCE METRICS

Increase in preserved area, increase in tree canopy

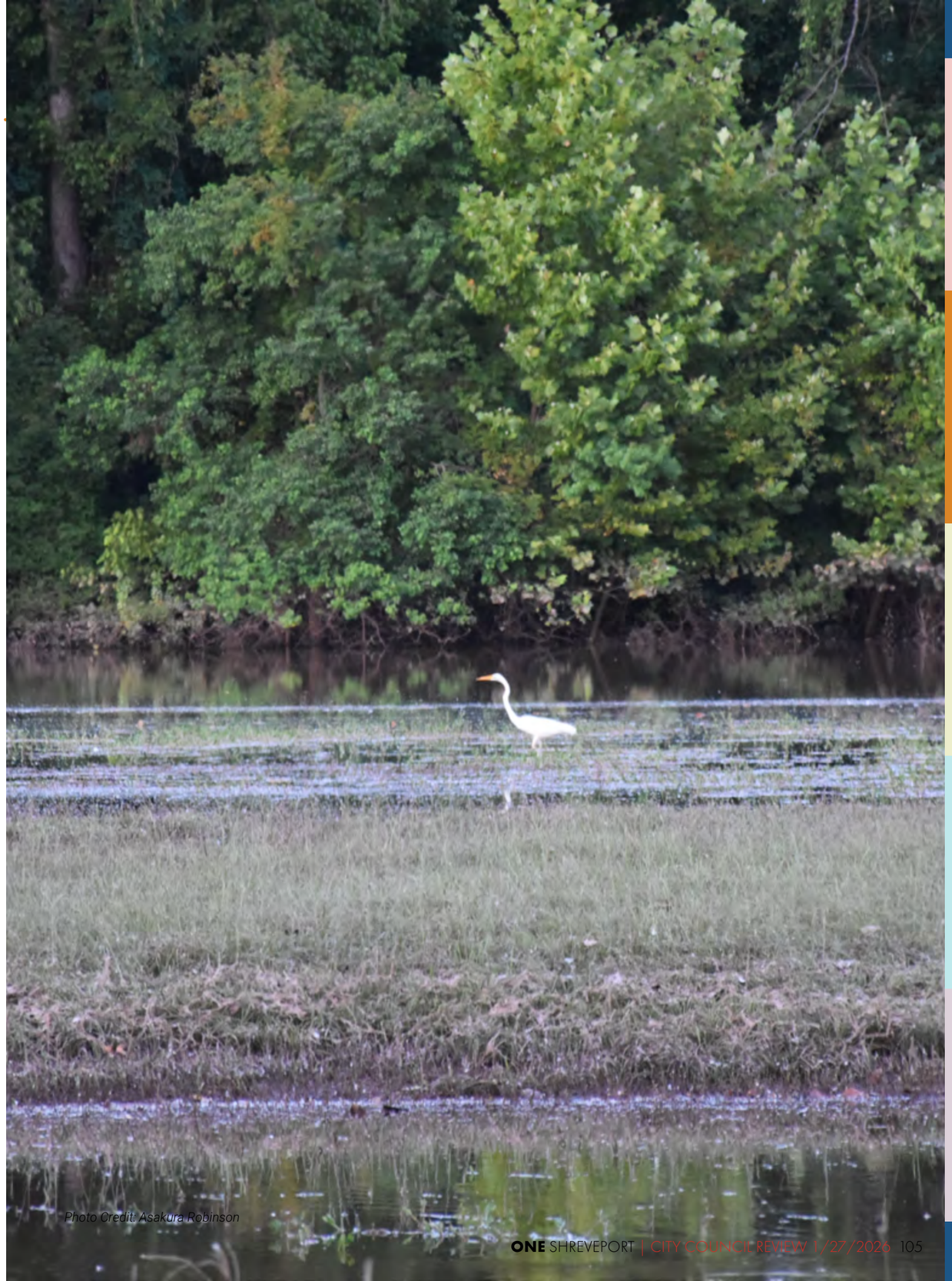


Photo Credit: Asakura Robinson

Greenprint

The **Greenprint** is a key piece of the One Shreveport implementation strategy. It provides guidance for where Shreveport can enhance its natural and cultural connections across neighborhoods.

The Greenprint consolidates many different pieces of information into one map, and will help local planning staff and community leaders make decisions regarding capital projects, land use, city facilities, tourism, and economic development initiatives.

What is a Greenprint?

The Greenprint sets the foundation for expanding access to natural and cultural spaces across Shreveport, including parks, trails, community centers, and other assets. These spaces contribute to the city's overall vibrancy and desirability, influencing quality of life and health for residents and visitors. In addition to increasing access to resources and improving quality of life, connecting, conserving, and creating new green and blue spaces throughout the city can create additional habitat for local wildlife. Further, highlighting and better connecting the city's natural and cultural amenities has the potential to create trail-oriented-development, increase tourism, and positively impact property values.

In order to make sure action is taken on the Greenprint, it will need to be embedded in city regulatory and governing processes following the adoption of this plan. When implemented, the Greenprint will help ensure that all residents have access to Shreveport's important natural and cultural resources and that those assets are well distributed and connected all across the city.

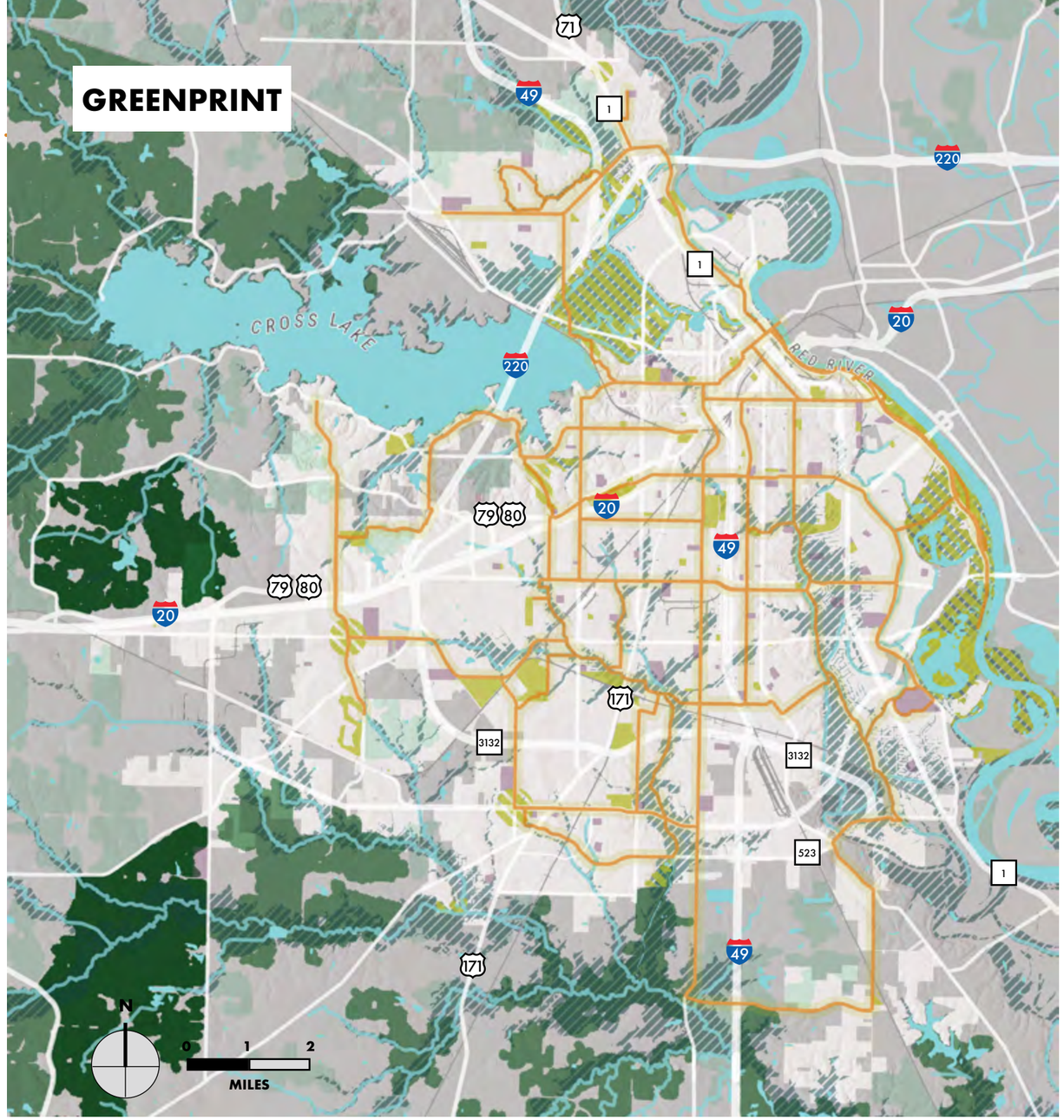
Greenprint Development Process

Developing "an area-wide greenway plan integrated with a network of on-street bicycle and pedestrian routes" was originally identified as an action item from the 2030 Great Expectations Master Plan, and has been carried forward and in One Shreveport to achieve numerous goals laid out in the plan.

The project team developed the Greenprint through a citywide geospatial analysis that considered important assets and connections, including:

- Cultural Resources
- Natural Resources and Water Areas
- Public Parks (including recommendations from Parks and Recreation Comprehensive Master Plan)
- Libraries and Community Centers
- Schools and Institutions
- Existing and Proposed Active Transportation Facilities (including NLCOG Regional Active Transportation Plan)
- High-Frequency Transit Corridors
- FEMA 0.1% Annual Probability Floodplain (areas NOT protected by levees)
- Intact Habitat Cores (from ESRI Green Infrastructure Initiative)

Property ownership records, existing roadway conditions, and insights gathered during neighborhood-level community engagement were all factors used to assess for feasibility when developing the remaining links.



GREENPRINT ASSETS

- Greenway Corridor
- Existing Parks and Open Space
- Proposed Parks and Open Space
- Schools and Universities

INTACT HABITAT CORES

- "Best" Quality Cores
- "Better" Quality Cores
- "Good" Quality Cores

WATER RESOURCES

- Waterways
- FEMA 0.1% Annual Probability Floodplain (not protected by levee)

Park and Trail Coordination

Parks and Recreation Master Plan Recommendations

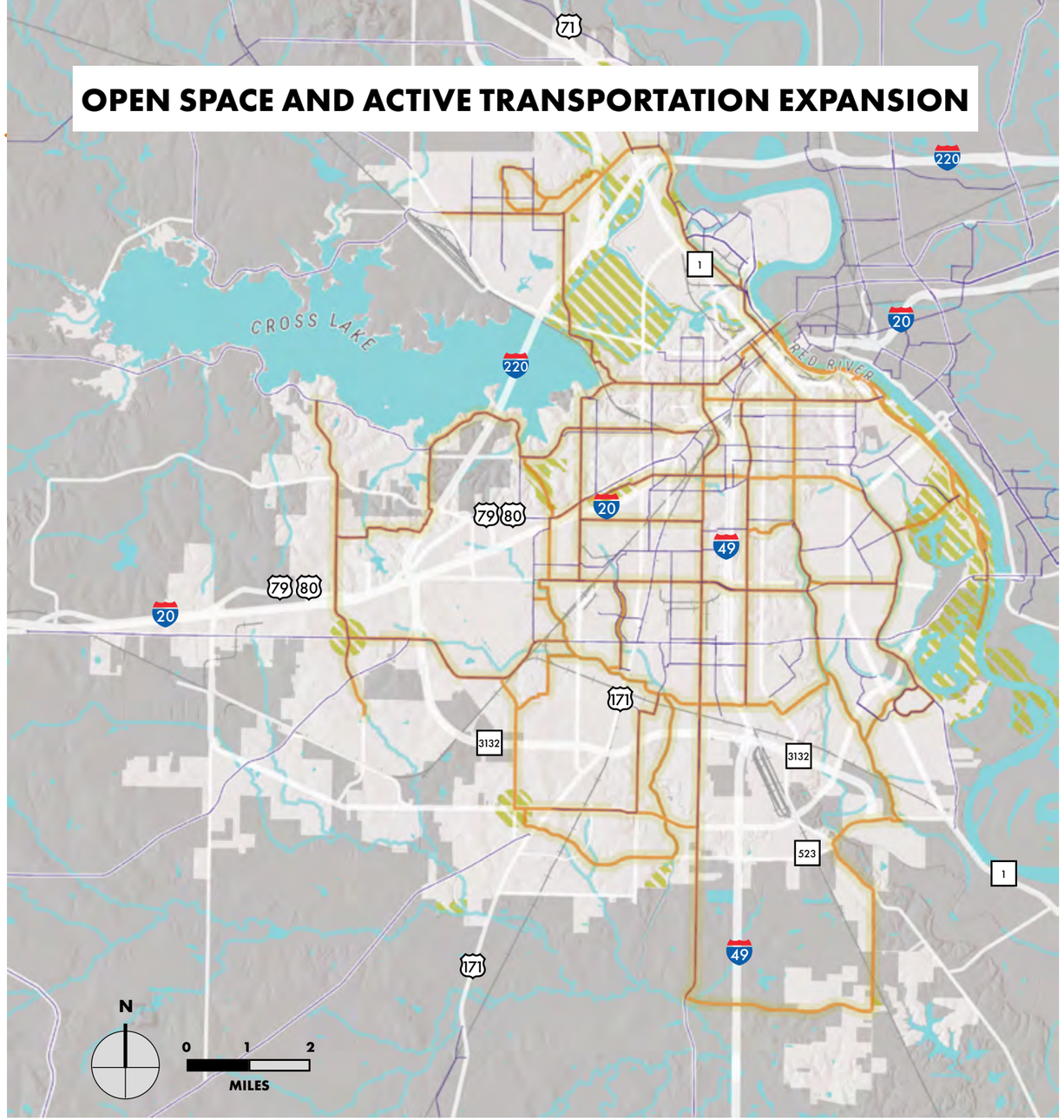
SPAR's current Parks and Recreation Comprehensive Master Plan (PRCMP) was completed in 2023. This plan identified several park sites for future acquisition, most of which are shown on the Greenprint with hatching. The following modifications were made:

- Arthur Circle Elementary School site identified in the PRCMP has been purchased by a private entity and remains in school use.
- A park in Southeast Shreveport was shown on the city-owned parcel intended for the future extension of LA 3132 in the PRCMP. While incorporating park facilities may be viable within excess property, this site may not be appropriate at this time.
- The Greenprint identified a potential location for the "Southeast Shreveport community park to be located south of LA 3132" discussed in the PRCMP on properties owned by the Shreveport Suburban Utilities Corporation between the Southern Hills subdivision and Brush Bayou. These 66 acres would also support habitat conservation adjacent to a "better" quality core that includes riparian corridors.

NLCOG Regional Active Transportation Plan

Several alignments identified in NLCOG's Regional Active Transportation Plan were included in the Greenprint. The Greenprint primarily focuses on identifying important links aligned with the Future Land Use Map, and includes links that may not be shown in the Regional Active Transportation Plan. The Greenprint also does not identify trail or bicycle facility types.

The Regional Active Transportation Plan can be used as a resource to guide the implementation of the Greenprint, as it contains facility type recommendations and cost estimates for proposed projects.



GREENPRINT ASSETS

- Greenway Corridor
- Existing Parks and Open Space
- Proposed Parks and Open Space
- Regional Active Transportation Plan Recommended Facility