



PART III

Neighborhood Deep Dives

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WHAT SPECIFIC OPPORTUNITIES DO THE FUTURE LAND USE MAP AND GREENPRINT IDENTIFY IN EACH PLANNING AREA?

Neighborhoods are the building blocks of our city: they are the places where we live, work, and play. One Shreveport focuses on creating “neighborhoods of choice” with excellent infrastructure, services, and amenities.

While One Shreveport plans across the entire city, reviewing neighborhood-level trends and planning issues allows the City and its partners to tailor the Future Land Use Map and Greenprint to each area’s needs.

Each “deep dive” provides context about the built and natural environment, the economic opportunities, health and wellbeing, and the human capital that are present in each planning area. It provides recommendations for key opportunities and where future study and coordination can enhance quality of life in each neighborhood.

Planning Areas Overview



Photo Credit: ShreveportCommon

Neighborhoods of Choice

Neighborhoods are the building block of our city: they are the places where we live, work, and play. Key to the One Shreveport vision is creating “neighborhoods of choice” with excellent infrastructure, services, and amenities.

Quality of life in our neighborhoods is shaped by private property, like our homes, local stores, and institutions, as well as publicly provided infrastructure and services like parks, streets, utilities, schools, and libraries. Our life is also shaped by our relationships with neighbors and neighborhood institutions.

As discussed in the previous chapter, the Future Land Use Map lays out how and where private investment should occur in Shreveport and the Greenprint identifies opportunities for parks and bicycle and pedestrian connections. These can work together to create great places to live.

Neighborhood Planning

There are several ways to support the health of our neighborhoods. In Parts IV and V, One Shreveport outlines a strategic neighborhood planning program to enhance and revitalize Shreveport's neighborhoods.

Neighborhood planning builds on each neighborhood's assets and strengths to create thriving centers and corridors. This work is close to home - literally - and is intended to be driven through active collaboration and engagement with neighborhood residents.

This takes a level of additional in-depth research, analysis, and engagement beyond the Master Plan to identify specific strategies to achieve these thriving neighborhoods while respecting their unique conditions and context. The Implementation Guide discusses general considerations for neighborhood planning in Shreveport.



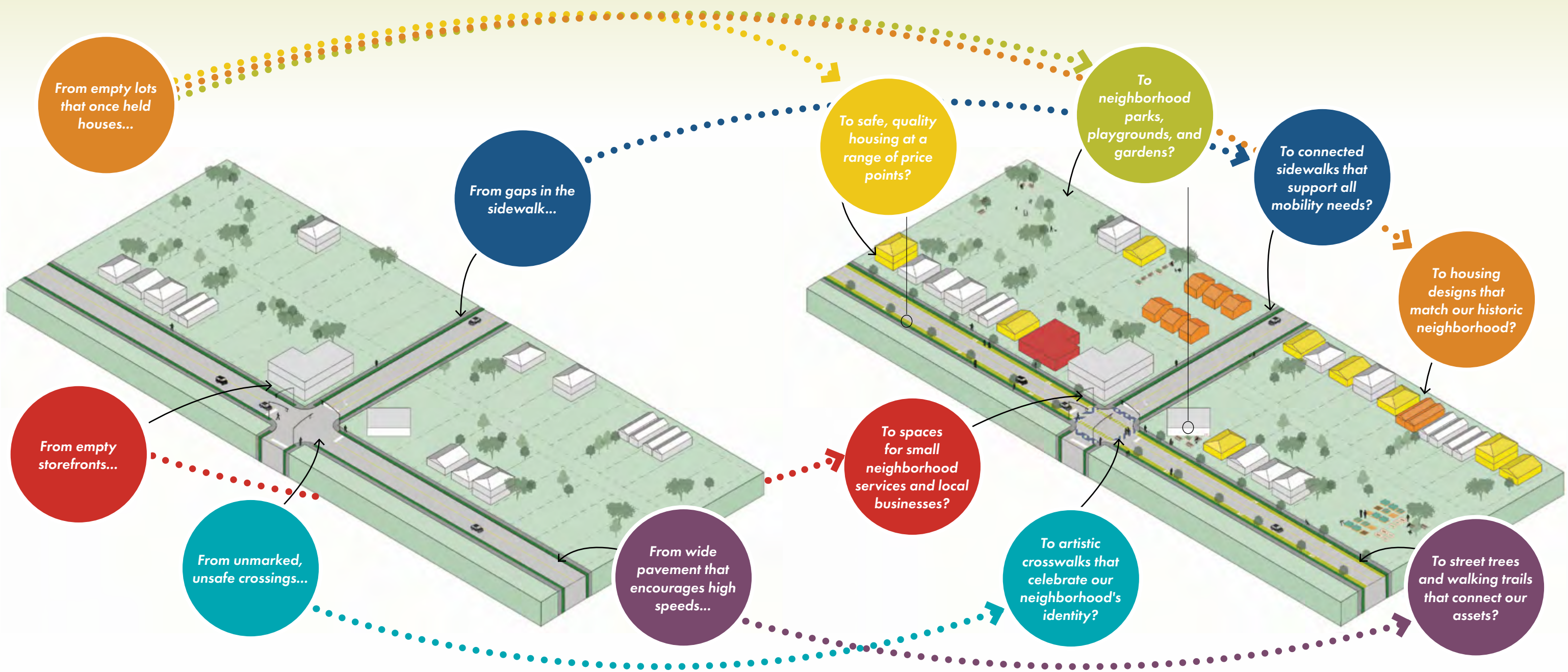
NEIGHBORHOOD DEEP DIVES

Why Neighborhood Planning?

In many neighborhoods in Shreveport, there are vacant, blighted, or underutilized properties and assets next door to our homes. The City of Shreveport can shape what happens on these properties: but what is the right solution for our neighborhood?

Neighborhood planning helps us identify and prioritize the most important challenges in our communities...

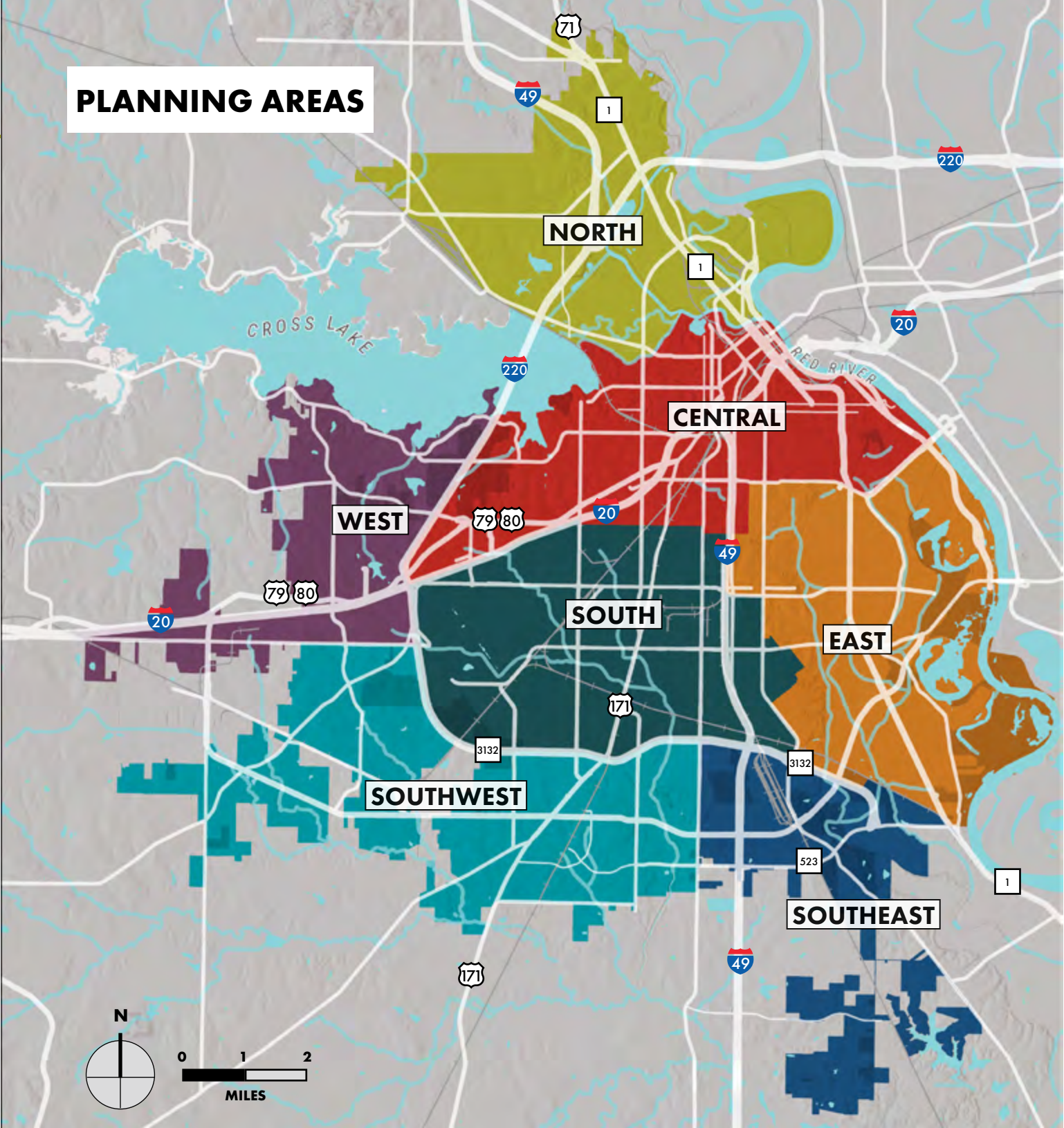
... and develop the strategies and partnerships that help us take action as One Shreveport.



The Planning Areas

Shreveport is a city of distinct neighborhoods, many of which share similarities but also retain key differences. The neighborhood level analysis explores Shreveport’s current built and natural environment, as well as how they shape residents’ economic, social, and health outcomes and access. While they may not line up perfectly with what we consider our neighborhoods, these seven Planning Area groupings reflect areas with similar geographic and demographic characteristics across the entirety of the city:

CENTRAL	Downtown, Allendale, Anderson Island, Country Club, Fairfield, Highland, Ingleside, Lakeside, Ledbetter Heights, Queensborough, St. Vincent, Stoner Hill
EAST	Broadmoor, Dixie Garden, Madison Park, Pierremont, Shreve Island, South Broadmoor, South Highland, Town South, Spring Lake, Waterside, Youree Drive
NORTH	Agurs, Cherokee Park, Cooper Road / Martin Luther King Drive, North Highlands
SOUTH	Airport, Caddo Heights, Cargill Park, Cedar Grove, Garden Valley, Hollywood, Hyde Park, Mooretown, Pinecroft, Sunset Acres, Werner Park
SOUTHEAST	East Ridge, Huckleberry Ridge, Long Lake, Provenance, Robson Plantation, Solo Hood, Southern Trace, Suburban Acres, Wallace Lake, Wallace Lake Heights,
SOUTHWEST	Brookwood, Fox Crossing, Huntington Park, Southern Hills, Southwood, Summer Grove, Walnut Hills, Westpark
WEST	Pines Road, Shorewood Hills, South Lakeshore, Western Hills, Westwood, Yarbrough



Central

This grouping of neighborhoods includes Shreveport's historic core. These neighborhoods are located in close proximity to Downtown and generally include gridded streets, a diverse pre-World War II building stock, and a high level of public transit access. In addition to the Downtown central business district, this area also includes Shreveport's medical district as a major employment center for the Ark-La-Tex region.



First Presbyterian Church on Jordan Street.
Source: Asakura Robinson

Existing Conditions

Built Environment and Infrastructure

Beyond Downtown and the Medical District, this area includes predominantly single-family housing with some multifamily residential and commercial areas along major corridors. Major infrastructure such as railroads and highways have long shaped access and connectivity in these areas, such as connections from Highland to Downtown, and it is well-connected to SporTran routes. The area is home to a relatively even mix of owners and renters, as well as numerous cultural institutions. Several neighborhoods have previously been targeted for revitalization efforts.

Physical and Mental Health

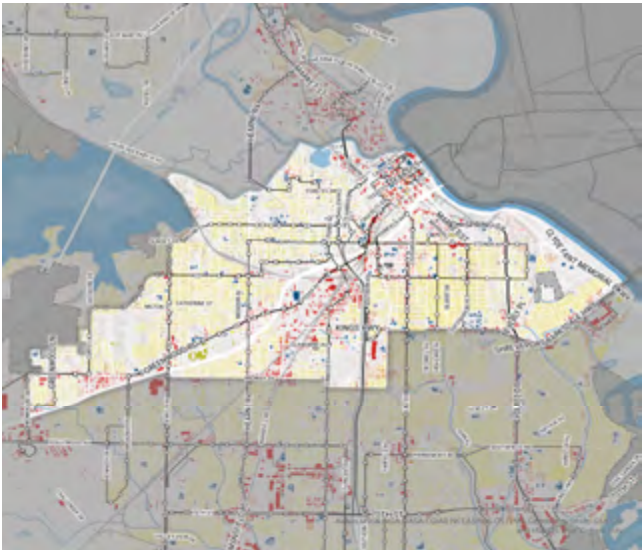
The area has many hospitals and pharmacies throughout, however, the general health outcomes among adults suggest a need for more medical attention. There are higher rates of obesity, high blood pressure, and reports of poor mental health compared to other areas of the city. Grocery store access tends to be centered along major corridors such as Youree Drive, Kings Highway, and Jewella Avenue.

Natural Environment

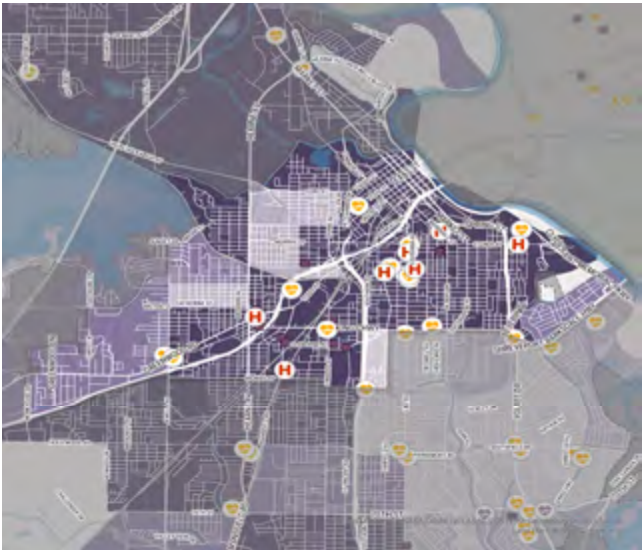
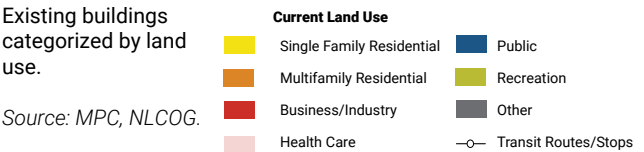
With the Downtown area and major highways, this highly urbanized area includes significant impervious cover. The area also borders many important waterfront areas, such as Cross Lake, the Red River, and Twelve Mile Bayou with some flood exposure in low-lying areas. This planning area has a layered history of development and historic industrial development around the railroad and thus also hosts several brownfield sites. The area has strong park access, excluding the area surrounding the Werner Park subdivision.

Economic Opportunities

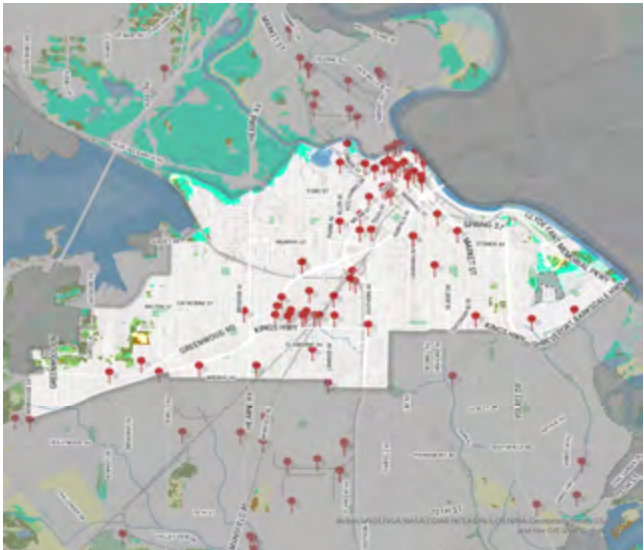
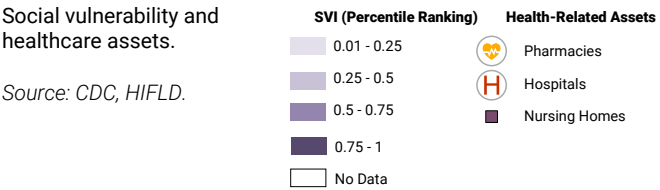
This area is home to several of the region's major employment centers, including Downtown Shreveport and major hospitals. The area is characterized by significant commuter inflows to work at these centers while residents primarily work outside this area in manufacturing and service roles. Despite the high number of jobs in this area, 16% of area residents are unemployed.



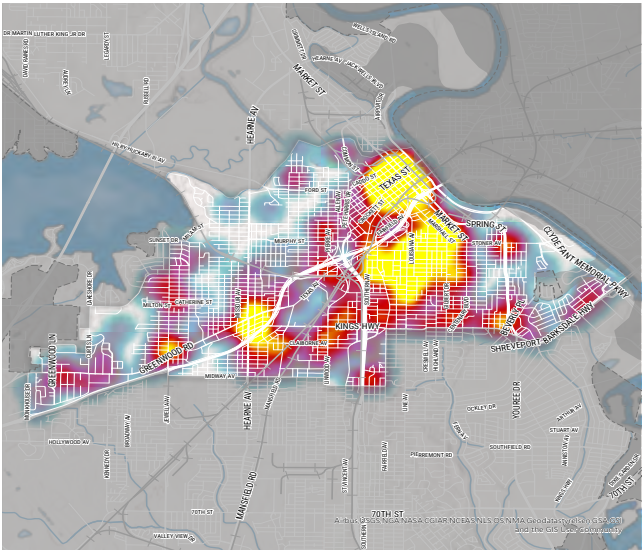
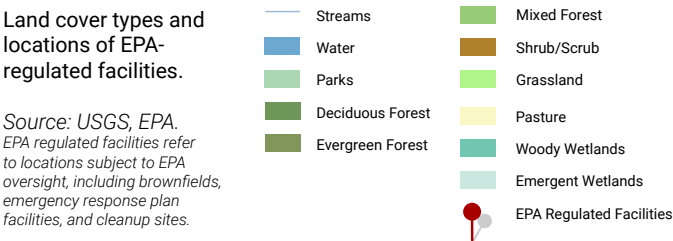
EXISTING LAND USE AND BUILDING TYPES



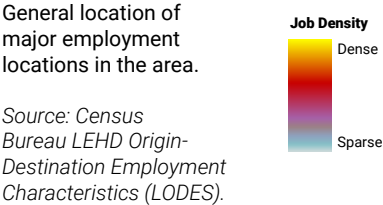
PHYSICAL AND MENTAL HEALTH



NATURAL ENVIRONMENT



ECONOMIC OPPORTUNITIES



Land Use Recommendations

Center and Corridor Implementation

- 1. Continue to support private reinvestment in the Medical District Revitalization Area through catalytic, targeted public investments in infrastructure along Kings Highway and Texas Avenue.
- 2. Coordinate public investments and zoning updates with the adaptive reuse and public realm strategies identified in the Shreveport Common Vision Plan.
- 3. Implement streetscape improvements to support the continued revitalization of the Kings Highway corridor.
- 4. Encourage transit-oriented development near the SporTran Intermodal Terminal, including potential redevelopment of city-owned property, to provide an anchor connecting the Texas Avenue corridor, Allendale, and Highland neighborhoods.
- 5. Review and update the 2015 Cross Bayou Brownfields Area-Wide Plan to incorporate updated market analysis and align with efforts completed since 2015.
- 6. Support the development of the neighborhood hub at Milam Street & Pierre Avenue identified in the Choice Neighborhood Transformation Plan for the Allendale and Ledbetter Heights neighborhoods.

Future Planning

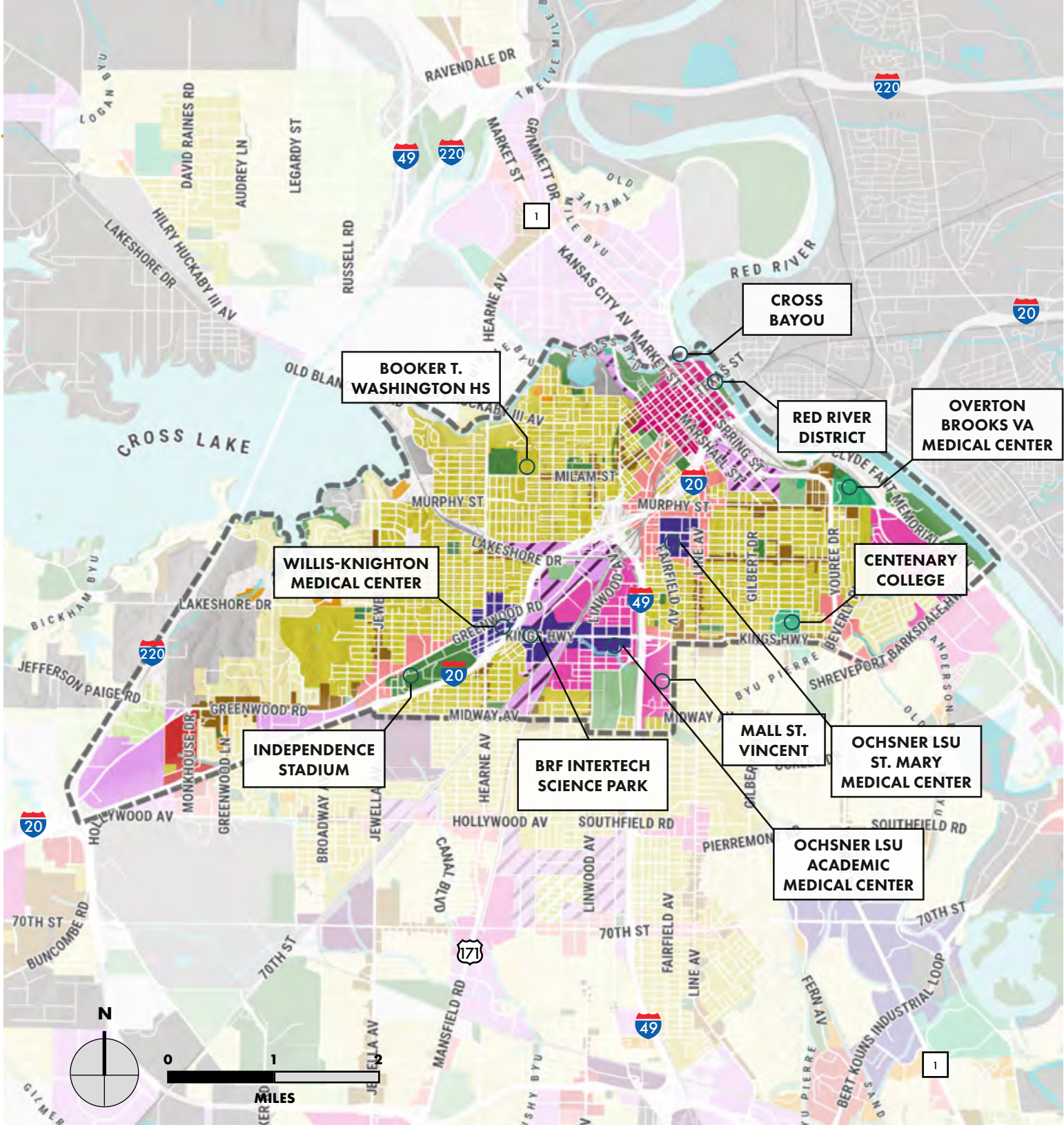
- 1. Develop a small area plan for the Crosstown / Princess Park / Warehouse District area bounded by Interstate 20, the Red River, Cotton Street, and Texas Avenue to identify opportunities to improve connect connectivity across the railroad and interstate and encourage redevelopment along this edge of the Downtown area.
- 2. Develop a Texas Avenue corridor study including a refined land use and streetscape plan for the corridor between the SporTran Intermodal Terminal and Willis-Knighton Medical Center.
- 3. If needed, review and update this plan's land use and greenprint recommendations following the Record of Decision on the Interstate 49 Inner City Connector.

General Planning Considerations

- 1. Encourage the preservation of open space and use of stormwater best management practices in the Cross Lake watershed to minimize water quality impacts and potential pollution of the City's primary drinking water supply.
- 2. Encourage continued reinvestment in Transitional Industrial areas near railroad infrastructure, including proactive brownfield identification and cleanup in historic industrial and rail areas.

Site-Specific Strategies

- 1. Encourage a development program for the former Shreveport Country Club site that preserves open space and creates improved bicycle and pedestrian connections.
- 2. Work with owners of large, auto-oriented retail center and shopping mall sites such as Mall St. Vincent to strategize on the continued reuse and redevelopment of these sites.



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

Greenprint Recommendations

Create safe access to downtown attractions and the waterfront through greater connectivity and transit investments, while emphasizing Shreveport as a cultural destination and driving economic development across the City.

Mobility

The area houses the SporTran Intermodal Terminal and is well-served by existing transit routes. It also includes much of the city’s active transportation network, including bike lanes and shared facilities along Milam Street, Crockett Street, Marshall Street, Creswell Avenue, and Gilbert Drive.

NLCOG’s 2025 Regional Active Transportation Plan envisions bike lanes and boulevards to fill in the network along Milam Street, Marshall Street, and Stoner Avenue. The Intermodal Terminal is being upgraded into a multimodal transit resource center.

Kings Highway is a critical east-west corridor. In 2022, the City of Shreveport was awarded a \$22 million Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant for the Shreveport Health and Development Corridor section of Kings Highway west of Interstate 49. A related effort is underway east of this area between Interstate 49 and Youree Drive.

Environmental & Cultural Hubs

This area includes east-west links from the Red River to Cross Lake, as well as neighborhood connections. Corridors such as Kings Highway also provide connectivity between key employment areas and educational institutions.

In addition to parks and school sites, historic cemeteries such as Forest Park Cemetery, Greenwood Cemetery, Star Cemetery, and Oakland Cemetery contribute significantly to preserved open space in this area.

Planning Guide

Use greenway links to support economic development and create high-quality centers.

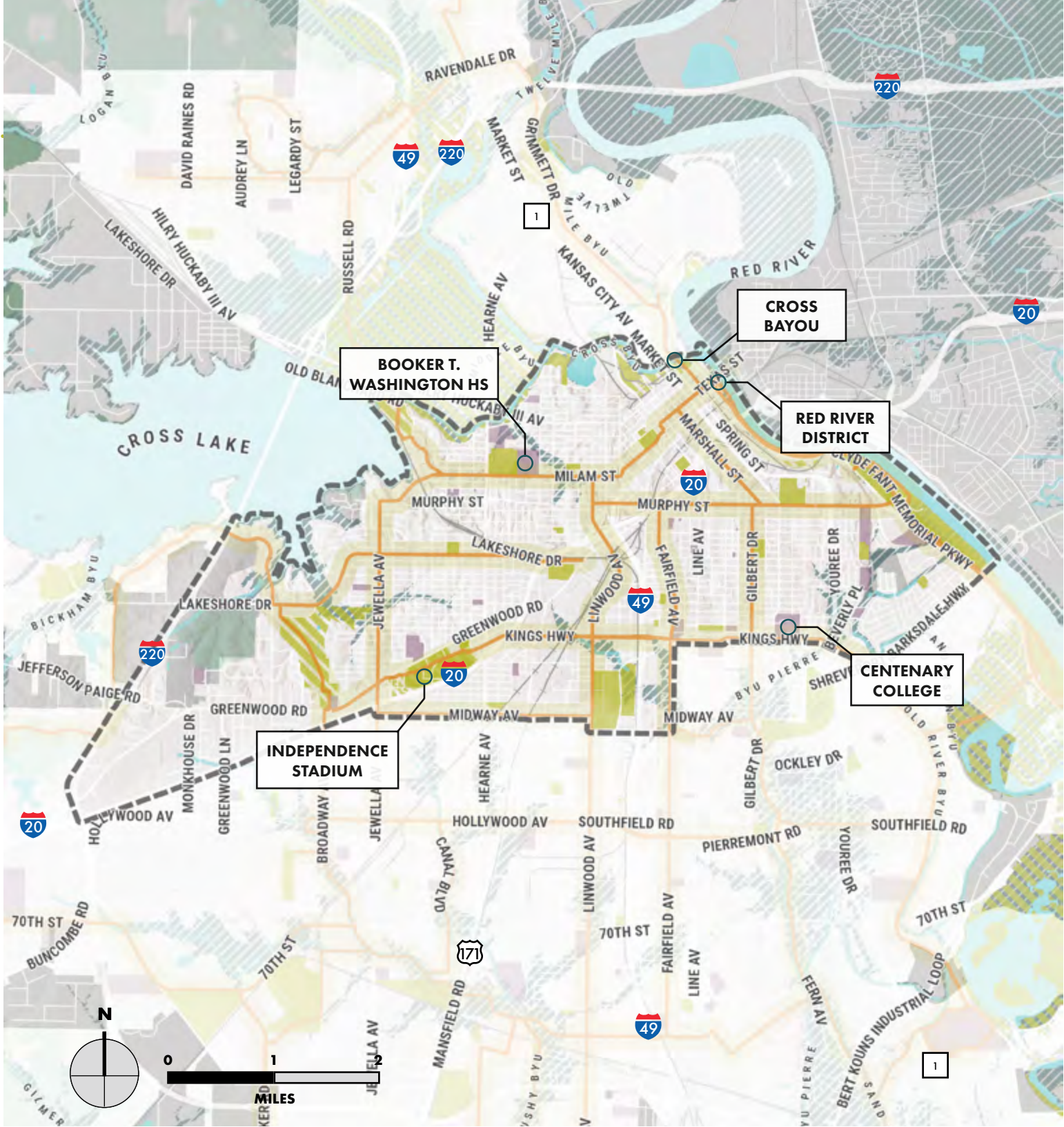
Developing the economy of Downtown Shreveport and its commercial attractions is a key priority for improving the City’s economic health, but this area also features some of the City’s most significant cultural, historic, and natural features. Providing safe connectivity within the Central area, Cross Bayou, and the Red River waterfront with all Shreveport neighborhoods will provide access to amenities that improve quality of life for Shreveport residents, making it a community of choice.

At this time, planned investments include bike lanes and multi-use paths, but it will be beneficial to consider incorporating street trees and larger green infrastructure - e.g. “sponge” parks to prevent flooding along waterways and bioswales along paths - to mitigate extreme heat and flooding. Providing natural amenities, including greenways, can further attract crucial investment to revitalize Downtown and neighborhood commercial corridors.

Designate links celebrating Shreveport’s civil rights and cultural history as Cultural Trails with tailored design strategies and interpretative signage.

Shreveport’s historic and cultural identity is a source of pride for its residents: this features not only Downtown’s history and cultural amenities, but significant history in its neighborhoods. Allendale was a hub of activity during the 1960s Civil Rights movement, with historic markers clearly visible at Milam Street institutions such as Little Union Baptist Church and Booker T. Washington High School. The Texas Avenue corridor is home to a major arts presence anchored by Shreveport Common and extending into adjacent neighborhoods.

This history and connection to the arts can be celebrated through interpretative signage, programming anchors, and marketing specific sections as a Shreveport Cultural Trail. A cultural trail creates opportunities for trail-oriented development along neighborhood corridors, creating attractive places for businesses and residents.



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)

Downtown Shreveport

Downtown is the historic heart of Shreveport.

It is where Shreveport began in 1836, at the junction of the Red River and the Texas Trail. Today, it is the center of a forty-county region that spans Louisiana, Arkansas, Texas, and Oklahoma.

A thriving downtown has been a major focus for decades and was a dedicated chapter in the Great Expectations Master Plan. Downtown planning and development efforts are championed by the Downtown Development Authority (DDA), a special taxing district established in 1978 by the Louisiana Legislature. The DDA employs staff and contractors to support additional planning, services, and capital improvements in the Downtown area. It is governed by a seven-member Board of Directors.

Major planning efforts since 2010 include a 2012 Parking Demand Study, the 2014 "Toward A Vibrant Downtown Shreveport" report prepared by a Community Planning Assistance Team from the American Planning Association, and the creation of the Cross Bayou Brownfields Area Wide Plan in 2015. These efforts have guided Downtown-area planning and policy since their development, with varying levels of implementation.

In recent years, challenges that are impacting the Downtown area include continuations of long-term regional and national economic trends. Like many other central business districts, Shreveport continues to experience weakened demand for office space, with cascading impacts. Low demand and high vacancy impacts cashflow and owners' ability to cover operations and maintenance costs, resulting in deferred maintenance in some instances. An indirect impact is felt by Downtown's retailers and restaurants, with lower foot traffic from its heyday.

Yet, there are opportunities amidst change: Downtown continues to be a regional center for government and culture. As one of the safest areas in the city, with well-maintained streets and infrastructure, it can be a highly desirable area for residents seeking an urban lifestyle. Growing trends including office-to-retail conversions also hold great promise for reinvestment in the district's historic building stock.

Downtown Goal Statements

A mixed-use, live, work and play center that serves as the economic, historic and cultural downtown of the region.

Enhanced connections within downtown and improved downtown connections to other parts of the city and region.

An active, publicly accessible waterfront with recreational amenities and residential/ mixed-use development.

Downtown Policies

Policy 1.1. Create a regulatory environment and information resources to encourage desired development types and uses throughout the downtown planning area.

Policy 1.2. Promote initiatives to provide a diversity of downtown housing options including rental and ownership units and mixed-use.

Policy 1.3. Encouraging policies and incentives to facilitate adaptive reuse of downtown's historic, vacant and/or blighted structures.

Policy 1.4. Support infrastructure investments that further revitalization.

Policy 1.5. Support initiatives and investments that improve pedestrian, transit, parking and automobile circulation and conditions throughout downtown.

Policy 1.6. Support investments and programs that improve the safety, appearance and cleanliness of downtown.

Policy 1.7. Support initiatives to attract economic and cultural activities and organizations to locate downtown.

Policy 1.8. Focus public efforts on creating a publicly accessible waterfront along Cross Bayou.

Policy 1.9. Support zoning and land use policies that encourage quality development of vacant parcels along the waterfront.



Photo Credit: Twin Blends



Photo Credit: Dreamstime.com

Subdistricts

The downtown area includes multiple distinct characters that can be organized into subdistricts. These subdistricts can be characterized by themes including land use, types of activities, and location.

The Unified Development Code includes multiple zoning subdistricts that provide tailored use and design standards in the Downtown area. While the map shown at right does not necessarily reflect zoning boundaries, it provides a way to group complementary activity centers in Downtown.

Subdistricts

Riverfront Entertainment District

The entertainment district is oriented towards the Red River and Cross Bayou. It is anchored by entertainment and hospitality uses such as dining and nightlife near the Red River District, cultural centers including Riverview Hall, Sci-Port, and the Shreveport Aquarium, and tourism and visitor-oriented establishments including the riverfront casinos and the Shreveport Convention Center.

Central Business District

The Central Business District is a regional seat of government and commerce, and is home to a sizable daytime population of office workers and visitors. Major anchors include City of Shreveport and Caddo Parish offices as well as state and federal courts, and the forthcoming relocation of the Northwest Louisiana State Office Building to the former Joe D. Waggoner Federal Building will bring additional workers to the downtown area. Beyond the government presence, the Central Business District is also the region's primary hub for Class A office space and is home to many examples of historic commercial architecture that are awaiting new life.

Ledbetter Heights

This area includes portions of the area historically known as St. Paul's Bottoms and is an important transition area to the residential Allendale neighborhood. During the 2010s and 2020s, the City of Shreveport led a Choice Neighborhoods planning and implementation process that resulted in the development of the Bayou Grande mixed-income neighborhood near Millennium Studios.

Over the long term, demolition of the historic building stock in this area due to urban renewal and blight abatement strategies has resulted in a large number of vacant properties that are awaiting future redevelopment.

Railroad District

Owing to Shreveport's history as a major railroad hub, this area includes historic railroad-oriented buildings such as Central Station, the Jefferson Hotel, and warehouses that provide a unique character. This primarily commercial and industrial area is challenged by interruptions to the Downtown street grid, with a mix of dead-end streets at the railroad and grade-separated crossings.

Shreveport Common Cultural District

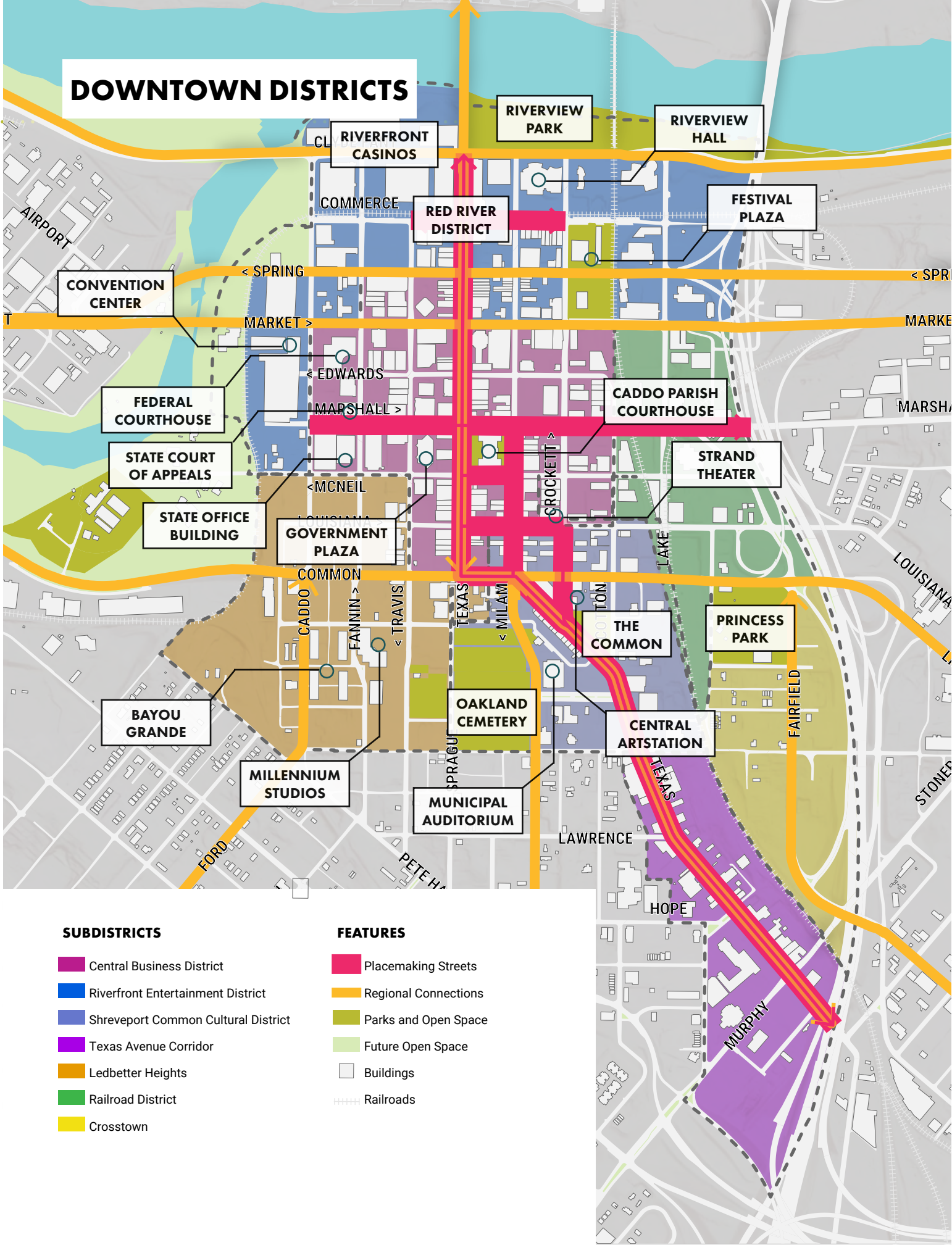
Building on a visioning process led by the Shreveport Regional Arts Council from 2010 to 2011 that resulted in the Shreveport Common Vision Plan, this arts and culture-focused district is centered around the revitalization of the fire-ravaged Central Fire Station to the Central ARTSTATION and the creation of a new gateway to Downtown Shreveport. Championed by a diverse array of community partners, this district has successfully stabilized several buildings and assets that await further redevelopment.

Crosstown

Bounded by the railroad and Interstate 20, this area was gradually cut off from adjacent areas by the construction of Interstate 20 and the removal of at-grade railroad crossings. Today, continued neglect and demolition has resulted in a significantly reduced building stock. Landmarks in this transitional area between Downtown and the Fairfield Avenue corridor include Fertitta's Delicatessen and Princess Park.

Texas Avenue Corridor

Extending from the Shreveport Common district to the SporTran Intermodal Terminal, Texas Avenue is an important connection for regional traffic and bus travelers. It is home to a significant historic building stock as well as government buildings near Murphy Street. Known as "The Avenue", the corridor holds special significance as a historic center of Shreveport's Black business community.



Anchor Institutions, Land Use, and Economic Development

Strategy 1.A. Attract and retain anchor institutions and employers to spur ongoing development and redevelopment within downtown’s subdistricts.

Action 1.A.1. Identify new anchors, or seek improvements of existing anchors, within downtown subdistricts to increase downtown activities and serve as catalysts.

Action 1.A.2. Continue to encourage the co-location of government offices in the downtown area to provide centralized, transit-accessible services in the Central Business District.

Action 1.A.3. Work with CERT and higher education institutions to build on Southern University’s existing downtown location to bring more programs and students downtown.

Action 1.A.4. Use the future placement of the Amtrak station at the SporTran City building to catalyze development near the edge of the Downtown area. See also Goal 12, Regional Connectivity.

Strategy 1.B. Reduce downtown office vacancies by marketing spaces to businesses and supporting conversion and reuse strategies.

Action 1.B.1. Market downtown office spaces to target sectors and industries.

Action 1.B.2. Develop expertise in layered financing opportunities and incentives to assist redevelopment and infill downtown.

Action 1.B.3. Continue to support office-to-residential conversions to reduce vacant office spaces while creating housing in the downtown area.

Action 1.B.4. Consider permitting low-impact light industrial uses such as hydroponic farming, data centers, and small-scale manufacturing by-right in historic buildings not located on Placemaking Streets to encourage reinvestment, maintenance, and reduced vacancy.

Strategy 1.C. Continue to encourage residential development in the downtown area to create 24/7 activity in the downtown district.

Action 1.C.1. Update the 2009 Center City Living Study & Report to incorporated updated market analysis and pro formas.

Action 1.C.2. Assess the viability of regulatory or financial incentives to encourage mixed-income residential development in the downtown area.

Action 1.C.3. Identify appropriate strategies for streamlining permitting for residential development or redevelopment within the planning area.

Action 1.C.4. Extend the Restoration Abatement Program for a longer period.

Strategy 1.D. Enhance downtown’s retail environment.

Action 1.D.1. Encourage active ground- floor uses in all new or renovated structures within the downtown core, and require them on Placemaking Streets.

Action 1.D.2. Expand eligibility and market the DSDC Low-Interest Loan Program for interior and exterior improvements, to draw restaurants, cafes, and performance spaces to downtown.

Action 1.D.3. Coordinate work of the DDA, City economic development staff, and real estate community to target and market retail businesses to locate downtown with tailored services.

Action 1.D.4. Establish a Small Improvements Fund and program to provide design assistance and funds for signage, store display and similar improvements.



Photo Credit: Downtown Development Authority

Arts, Culture, and Public Realm
Strategies and Actions

Strategy 1.E. Preserve and expand public access to the waterfront along the Red River and Cross Bayou.

Action 1.E.1. Implement the public space recommendations in the Cross Bayou concept plan.

Strategy 1.F. Create new park and open spaces throughout the downtown planning area.

Action 1.F.1. Identify publicly-owned land that could serve as park space within each downtown subdistrict.

Action 1.F.2. Use broad-based design competitions to create distinctive and unique downtown parks that would serve collectively as an attraction for residents and visitors.

Action 1.F.3. Explore opportunities to incorporate public space at the City Court and Police Department headquarters on Texas Avenue as an improved gateway to the downtown area.

Strategy 1.G. Expand signage and wayfinding to include interpretative signage that tells a greater story of downtown.

Action 1.G.1. Create and implement a new signage and wayfinding plan that brands downtown subdistricts as well as the entire downtown.

Action 1.G.2. Inventory, improve and expand existing interpretative signage on historic resources throughout downtown.

Action 1.G.3. Create self-guided walking tour maps and digital tours to highlight downtown's historic and cultural amenities.

Strategy 1.H. Promote arts programming and the inclusion of public art and beautification projects in the downtown area.

Action 1.H.1. Seek grant funding, corporate sponsorships, and donations from foundations for new cultural events, such as new film and music festivals.

Action 1.H.2. Make Texas Avenue into an events corridor for special activities.

Action 1.H.3. Continue to support the creation of murals and preservation of historic "ghost signs" that create visual interest.

Action 1.H.4. Encourage outstanding architectural quality and public art in new development.

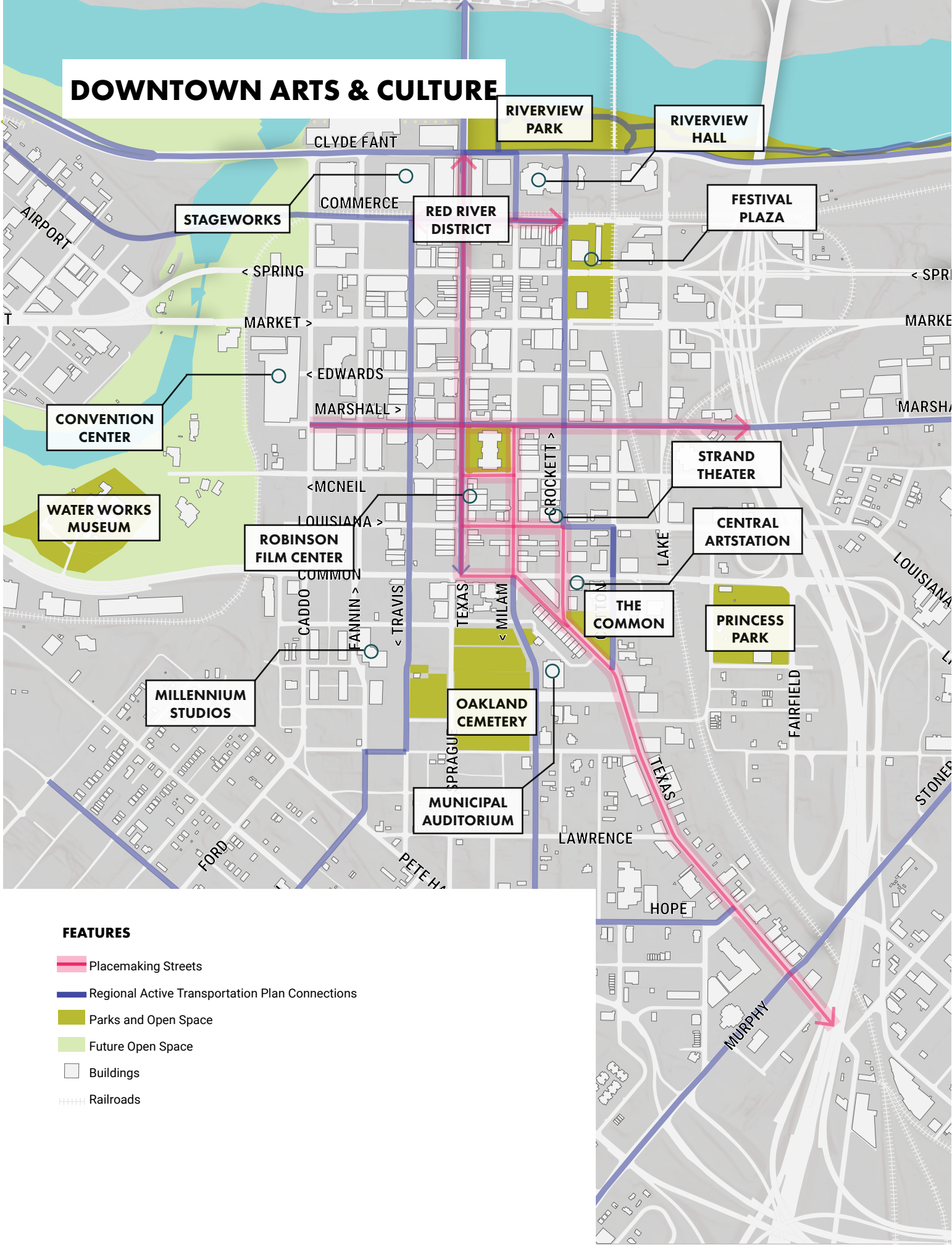
Action 1.H.5. Create marketing materials and initiatives to market downtown residences specifically to artists—both locally and nationally.

Action 1.H.6. Attract artists' studios, galleries and residences by providing incentives for low-cost renovations for raw space.

Strategy 1.I. Maintain high-quality, attractive public buildings and facilities in downtown.

Action 1.I.1. Repair and maintain downtown riverfront arts venues.

Action 1.I.2. Continue to ensure the Millennium Studios building functions as a quality neighborhood anchor.



Mobility

Key Streets

The Downtown Mobility map, at right, highlights several important streets that serve the Downtown area.

Placemaking Streets

These streets connect important arts and cultural institutions as well as anchor institutions and subdistricts.

- ◊ Texas Avenue is Downtown's "main street", providing iconic views and connecting most districts.
- ◊ Commerce Street connects nightlife destinations and Festival Plaza.
- ◊ Marshall Street provides bicycle and pedestrian access into the Downtown area and connects several government buildings that are important daytime anchors.
- ◊ Other streets in the vicinity of the Caddo Parish courthouse, including Milam, Crockett, Louisiana, and McNeil streets, connect the courthouse square to cultural institutions including the Strand Theatre, the Capri Theater, and the Central ArtStation. They also tie into regional active transportation connections.

Regional Active Transportation Plan Connections

- ◊ These streets are identified in NLCOG's regional active transportation plan and can provide bicycle and pedestrian connectivity to nearby neighborhoods.

Regional Connections

- ◊ These streets provide the primary vehicular connections between Downtown, adjoining neighborhoods, and highways.

Strategies and Actions

Strategy 1.J. Prepare a Downtown Mobility Plan to improve access and better connect downtown anchors and subdistricts.

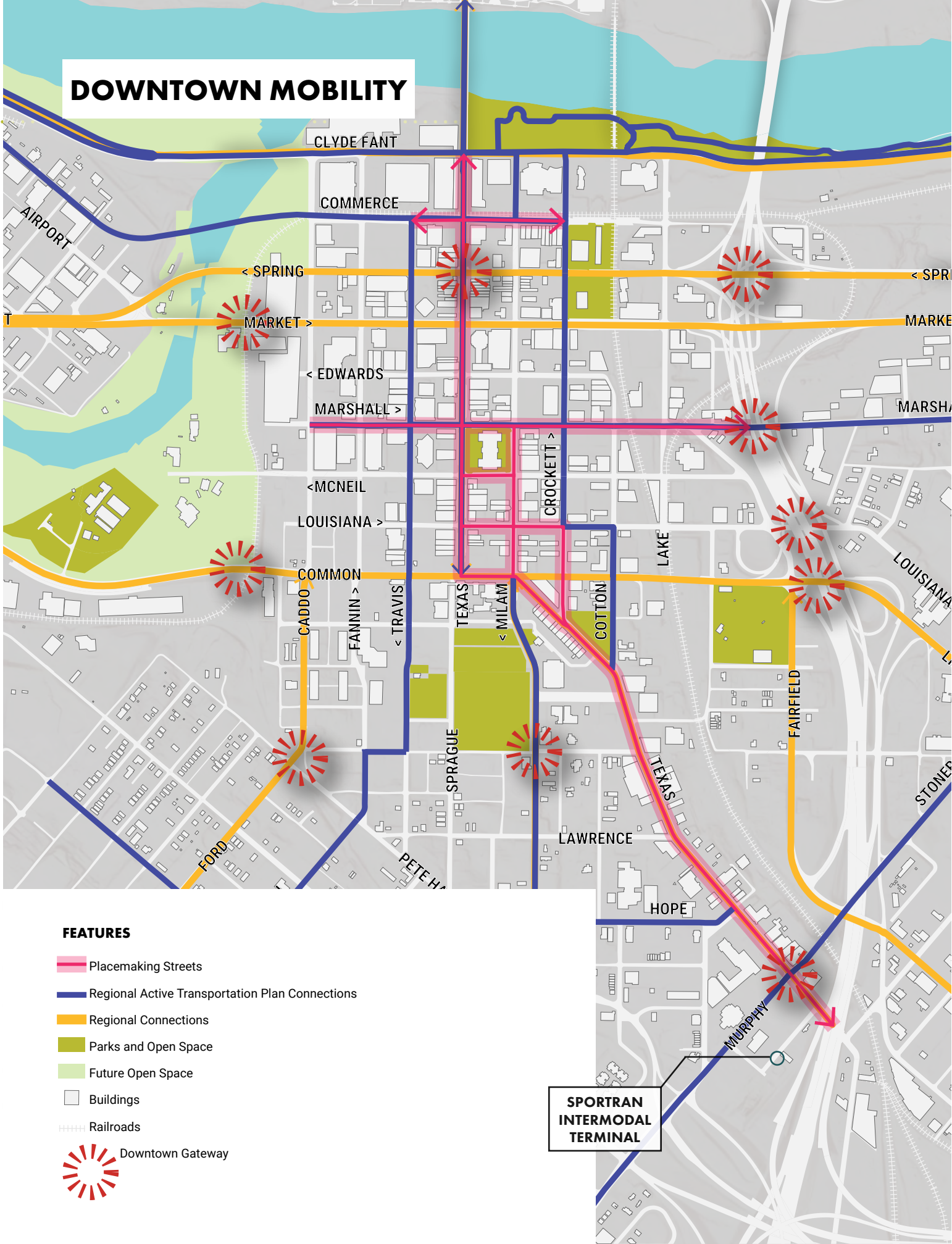
- Action 1.J.1. Improve the pedestrian and bicycle environment throughout downtown.
- Action 1.J.2. Continue strategic investment in pedestrian- friendly streetscapes throughout the downtown/ waterfront planning area.
- Action 1.J.3. Apply "complete streets" design to all roadway improvements to provide for safe and attractive travel by all modes, as appropriate to the type of street.
- Action 1.J.4. Determine the value of converting one-way street pairs into two-way streets, where feasible.
- Action 1.J.5. Seek funding to cover operating expenses to run a downtown circulator trolley to connect existing and future amenities as more residents move into downtown and more attractions bring additional visitors.

Strategy 1.K. Improve connections from downtown to surrounding neighborhoods.

- Action 1.K.1. Use various methods such as dedicated bike lanes, multi-use paths, crossing improvements and wayfinding signage to improve connectivity within downtown and between downtown and surrounding neighborhoods.

Strategy 1.L. Manage Downtown's parking resources and curb space to provide reasonably priced and convenient access while creating a welcoming and vibrant Downtown.

- Action 1.L.1. Update the 2012 Parking Demand Study to incorporate recent data.
- Action 1.L.2. Use ParkMobile data to identify parking utilization trends.



Redevelopment and Capacity-Building

Strategy 1.M. Convene major downtown, city and parish stakeholders to guide downtown development and revitalization.

Action 1.M.1. Create a Downtown revitalization working group to coordinate efforts with adjacent districts.

Strategy 1.N. Create a Cross Bayou Vision Plan and Development Framework for a new residential and mixed- use neighborhood along Cross Bayou, put regulations and other pre-development requirements in place, and issue an RFP with specific criteria based on the established vision for the area.

Action 1.N.1. Create an organized program to advance development of the Cross Bayou district into an exciting downtown waterfront district.

Strategy 1.O. Proactively position strategic sites and parcels for reuse and redevelopment.

Action 1.O.1. Conduct a parcel-by-parcel analysis to identify priority development, redevelopment, and reuse opportunities throughout the downtown planning area.

Action 1.O.2. Complete an inventory of active and vacant storefronts, building on the retail inventory conducted by Community Development within downtown, to develop a database to assist in marketing sites to prospective retailers.

Action 1.O.3. Work with SIRA, churches, and nonprofits to coordinate parcels within the downtown planning area that hold the potential for residential development.

Action 1.O.4. Identify key publicly owned surface parking lots or surplus properties for potential development.

Strategy 1.P. Identify funding strategies for streetscape and infrastructure improvements in downtown.

Action 1.P.1. Explore the creation of a second or enlarged Tax Increment Financing (TIF) district to support continued streetscape and key infrastructure projects throughout the downtown core and identify the boundaries of an expanded or new district.

Strategy 1.Q. Expand downtown's presence through active marketing and communications.

Action 1.Q.1. Publicize Downtown's safety to diverse populations through a comprehensive media and communications campaign.

Action 1.Q.2. Invest in a cultural arts identity branding campaign for downtown, including promotional materials for different market segments: families, locals, tourists, potential future residents, businesses, and so on.

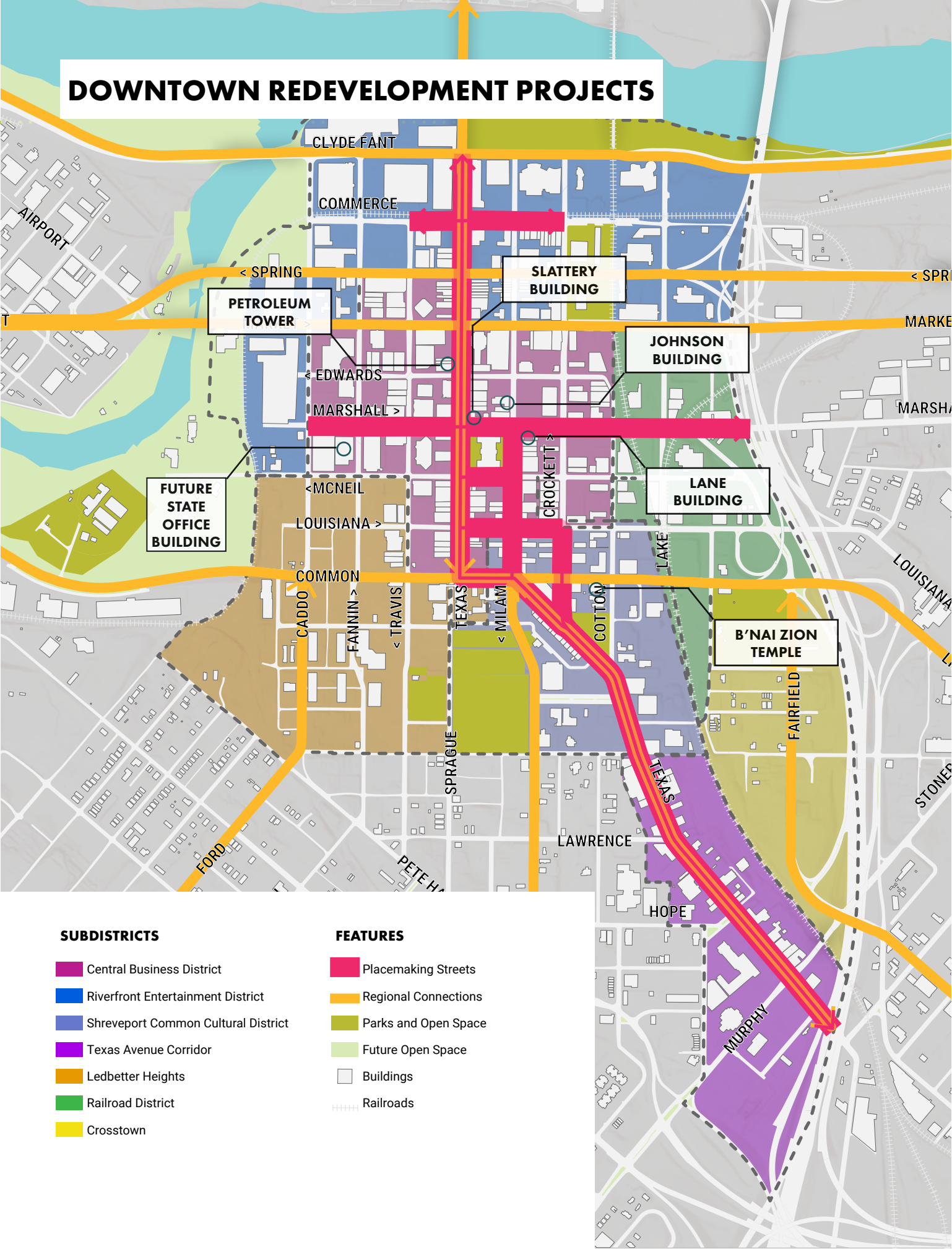
Action 1.Q.3. Market the state-designated cultural district to increase awareness of its benefits.

Strategy 1.R. Utilize cultural districts and the Main Street Approach to support the development of Cultural Districts and Main Streets

Action 1.R.1. Establish a pilot Main Street program centered around Texas Avenue and the Downtown core.

Action 1.R.2. Collaborate with Shreveport Common and the Shreveport Regional Arts Council to promote the state's cultural district designation.

Action 1.R.3. Coordinate revitalization efforts in the Railroad District and Crosstown subdistricts with the Highland Community Cultural District.



These neighborhoods include a mix of early 20th century streetcar suburbs that were eventually annexed into the City of Shreveport, as well as post-war suburbs developed around the automobile. Youree Drive is this area’s primary north-south thoroughfare with significant commercial and retail offerings as well as regional employment centers including Willis Knighton Pierremont Health Center and Louisiana State University-Shreveport’s campus.



R.W. Norton Art Gallery.
Source: Asakura Robinson

Existing Conditions

Built Environment and Infrastructure

This planning area has the largest number of multi-family housing units compared to other parts of the city. Home values here are on the higher end and the majority of people own their own homes. The area is well-served by transit along major corridors, especially in the southern portion where the Louisiana State University in Shreveport and significant multi-family housing developments are located.

Physical and Mental Health

This planning area has the lowest social vulnerability index out of all of the planning areas in Shreveport. Youree Drive serves as the central hub for grocery store access and medical care services – hospitals, pharmacies, and urgent care facilities throughout the entirety of this planning area. Most of the park access is clustered in the northern portion of the study area, including access to recreational areas along the Red River. Overall, this area shows fewer health risks compared to other areas, and a majority of this area’s population has medical insurance.

Natural Environment

The planning area is bordered to the east by the Red River and its adjacent conservation areas. Much of the planning area is in the Red River and Bayou Pierre floodplain: the Red River levee system lessens but does not fully eliminate flooding risk from the Red River. Pierre Bayou snakes through the western half of the planning area, and its catchment also acts as a border that separates the highlands and lowlands that lead out to the river valley.

Economic Opportunities

While a heavily residential area, this area also includes major employers such as Willis Knighton Pierremont and Louisiana State University in Shreveport. A majority of residents are employed within the highest earnings category and work in a variety of services, including health care, professional services, and administration.

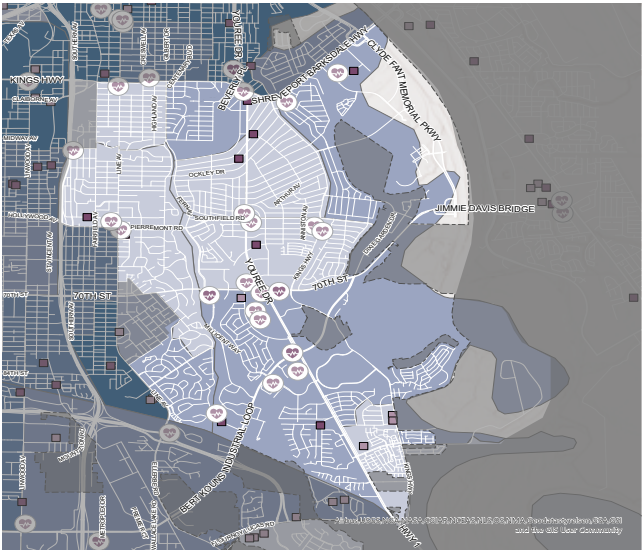


EXISTING LAND USE AND BUILDING TYPES

Existing buildings categorized by land use.

Current Land Use	
Single Family Residential	Public
Multifamily Residential	Recreation
Business/Industry	Other
Health Care	Transit Routes/Stops

Source: MPC, NLCOG.



PHYSICAL AND MENTAL HEALTH

Social vulnerability and healthcare assets.

SVI (Percentile Ranking)	Health-Related Assets
0.01 - 0.25	Pharmacies
0.25 - 0.5	Hospitals
0.5 - 0.75	Nursing Homes
0.75 - 1	
No Data	

Source: CDC, HIFLD.



NATURAL ENVIRONMENT

Land cover types and locations of EPA-regulated facilities.

Land Cover Types	EPA Regulated Facilities
Streams	Mixed Forest
Water	Shrub/Scrub
Parks	Grassland
Deciduous Forest	Pasture
Evergreen Forest	Woody Wetlands
	Emergent Wetlands
	EPA Regulated Facilities

Source: USGS, EPA.
EPA regulated facilities refer to locations subject to EPA oversight, including brownfields, emergency response plan facilities, and cleanup sites.



ECONOMIC OPPORTUNITIES

General location of major employment locations in the area.

Job Density
Dense
Sparse

Source: Census Bureau LEHD Origin-Destination Employment Characteristics (LODES).

Land Use Recommendations

Center and Corridor Implementation

- 1. Implement streetscape improvements to support the continued revitalization of the Kings Highway corridor.
- 2. Support the continued development of the neighborhood commercial center at Kings Highway and Line Avenue.
- 3. Encourage residential infill development near the Pierremont Road / Line Avenue shopping centers to create a mixed-use village.

Future Planning

- 1. Develop a plan for a “Crosstown Corridor” between Shreveport Regional Airport and Youree Drive that supports East 70th Street’s revitalization and supports improved transit access to the Youree Drive commercial district.

General Planning Considerations

- 1. Preserve low-lying areas, mapped floodplains, and wetlands not protected by levees as open space to prevent loss of life and property and preserve natural floodplain functioning.
- 2. Incorporate green infrastructure and stormwater best management practices along drainage courses to mitigate downstream flooding issues.
- 3. Incorporate sidewalks and shade trees in new streets and internal travelways in Regional Centers to support pedestrian and bicycle access.

Site-Specific Strategies

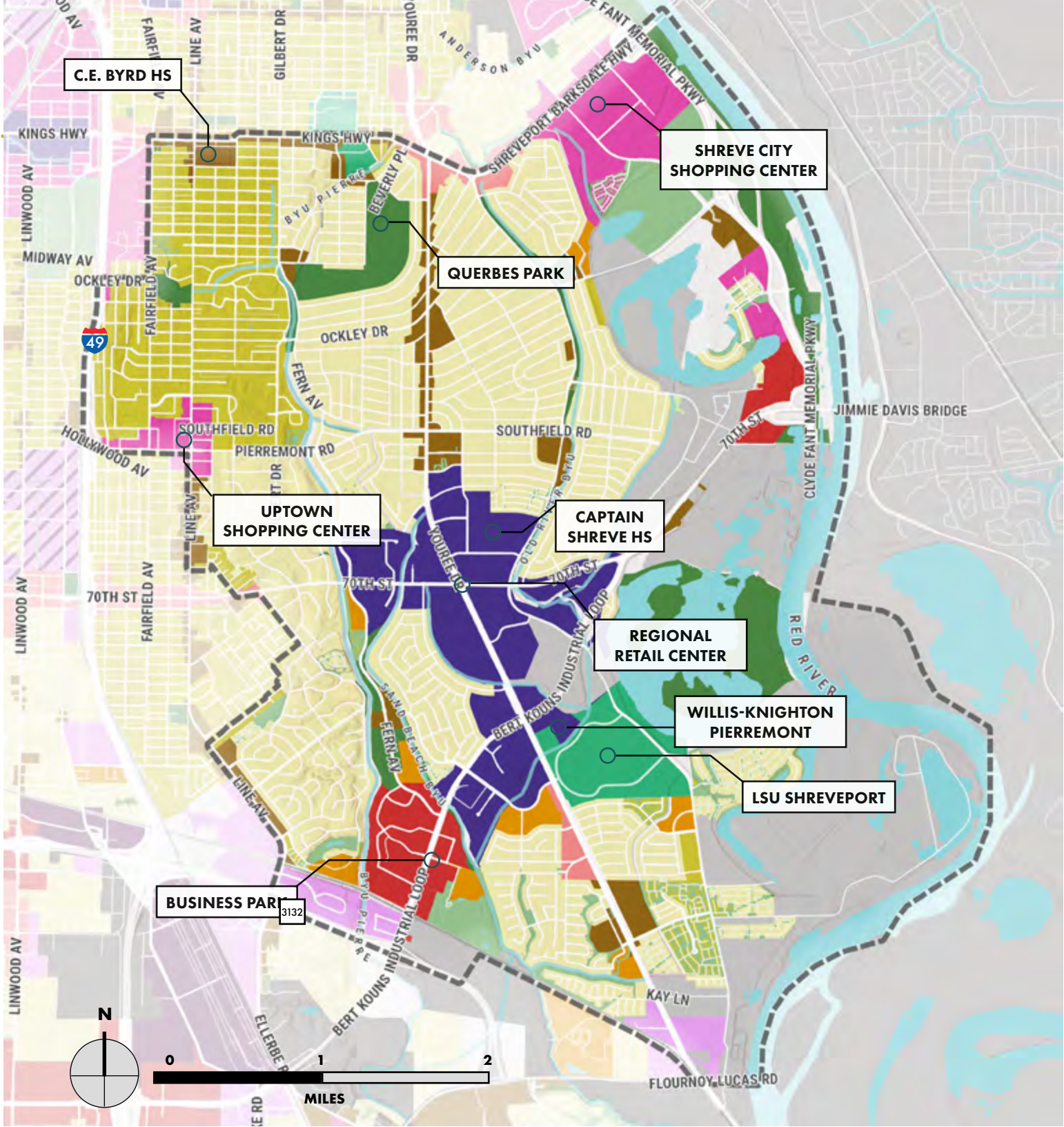
- 1. Work with owners of large, auto-oriented retail center and shopping mall sites such as the Shreve City Shopping Center to strategize on the continued reuse and redevelopment of these sites.
- 2. Work with Willis Knighton Health and LSU Shreveport to improve bicycle and pedestrian connectivity to support improved convenience for employees and visitors using transit.



Willis Knighton Pierremont Medical Center near Youree Drive.
Source: Asakura Robinson



Uptown Center commercial area on Line Avenue..
Source: Asakura Robinson



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

Greenprint Recommendations

Connect residents to employment centers and institutions through a network of signature greenway trails, high-quality bicycle and transit connections, and natural areas.

Mobility

This area includes regular SporTran service (routes 04, 11, 26, 106) as well as key north-south bicycle facilities such as the Red River Bicycle Trail and the Gilbert Drive / Pierre Bayou bike lane and trails. However, east-west bicycle connectivity is generally poor. The latest SporTran strategic plan aims to increase bus service to nights and weekends, and high-frequency transit has been a goal for regional corridors such as Youree Drive, Kings Highway, and East 70th Street.

Kings Highway forms the northern edge of this area and is a critical east-west corridor. A community-driven effort to reenvision Kings Highway between I-49 and Youree Drive took place in 2024 and implementation efforts with the City of Shreveport are underway.

East 70th Street is another regionally significant corridor, and NLCOG’s 2025 Regional Active Transportation Plan and Safe Streets for All Regional Action Plan both recommend improvements and further study along this corridor.

Environmental & Cultural Hubs

Educational institutions are key anchors and are well-distributed throughout the study area, from C.E. Byrd High School in the northwest corner to the large LSU Shreveport campus on Youree Drive. Providing safe routes to these establishments is particularly important for students who do not drive, whether due to age, access, or choice.

This area also includes important riparian corridors that parallel the Red River, including Bayou Pierre, Sand Beach Bayou, and Old River Bayou. Many of the waterways were formed as the Red River changed course, including oxbow lakes that provide significant biodiversity and are ecologically important.

Planning Guide

Embrace bayous, oxbow lakes, and the Red River to create signature open spaces and greenways.

This area’s riparian corridors - its bayous and the Red River - are also natural greenway corridors, with the existing bikeway along Bayou Pierre as a key example. Along the Red River, preserved oxbow lakes and natural areas contribute significantly to local ecological value and regional habitat connectivity.

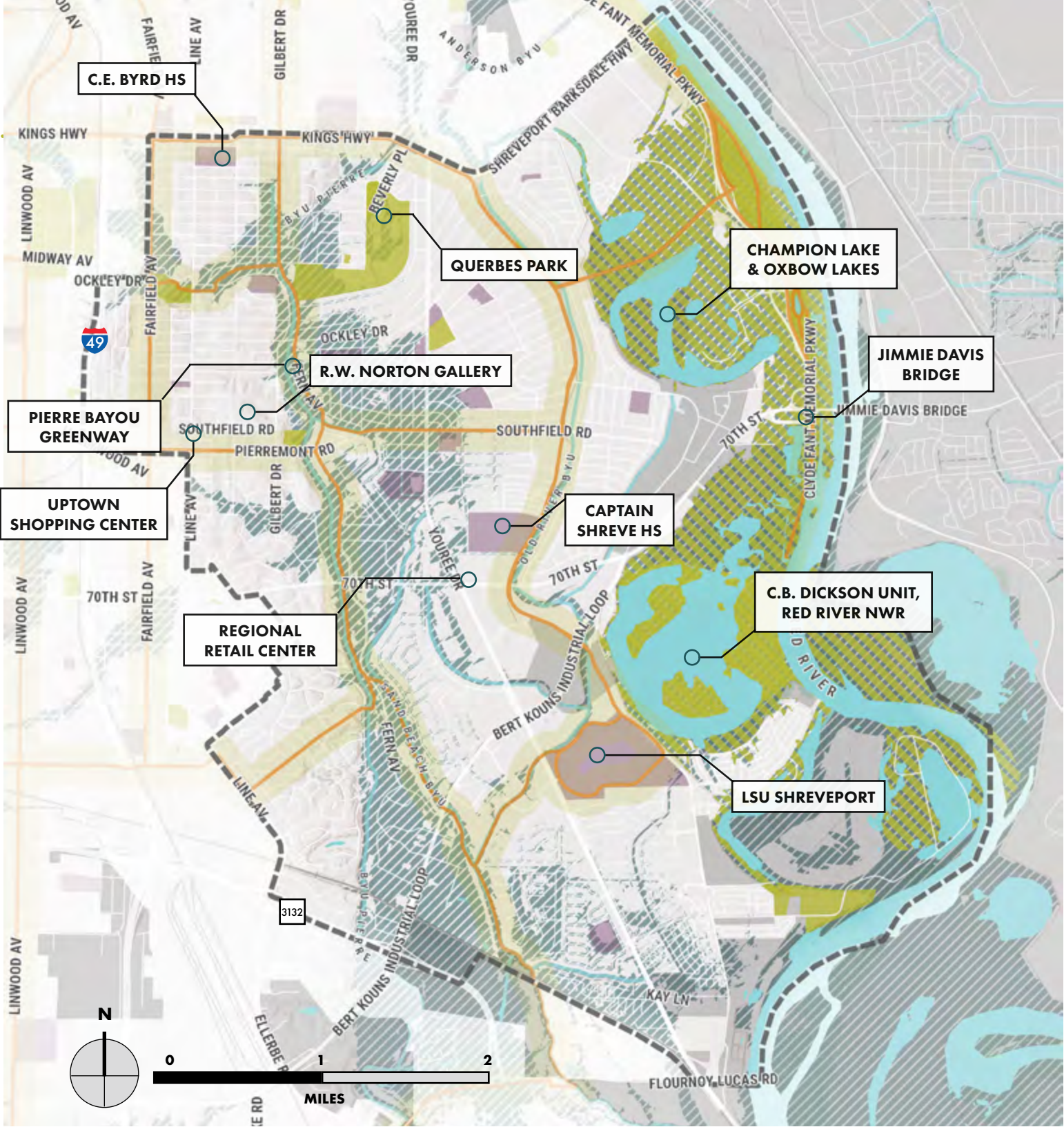
Expanding and connecting a system of natural areas anchored by the Red River National Wildlife Refuge’s C.B. Dickson Unit, formerly C. Bickham Dickson Park, provides a rare opportunity to connect Shreveport residents in urban areas to high-quality open space with opportunities for birding and wildlife viewing. It may also be beneficial to establish a Clyde Fant Memorial Parkway Conservancy to pursue funding and lead programming and amenities along the Red River.

Along the greenways, the City may consider strategies to conserve and improve existing open spaces, reduce exposure to flooding via green infrastructure and reduce impervious cover. Greenways also provide co-benefits including urban heat reduction, better air quality, opportunities for social connection, and economic development. Importantly, a greenway could offer an alternative route between economic centers in Central and East/Southeast Shreveport.

Provide safe, attractive bicycle and pedestrian facilities to connect major centers and institutions to housing and amenities.

The includes major commercial centers and key institutions such as LSU Shreveport and Willis Knighton Pierremont, a sizeable housing stock, and natural amenities. An improved system of bicycle and pedestrian routes that complements planned transit investments can expand access for transit users and improve residents’ quality of life.

Additionally, incorporating small parks, open spaces, and points of interest along highly-used routes could support placemaking and safety by creating additional activity. Investments could center around spaces with specific historic or cultural significance identified as part of neighborhood planning efforts.



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)

North

These areas have historically been separated from the rest of the city by the low-lying floodplains of Twelve Mile and Cross Bayous, with the changing courses of the Red River further shaping the eastern edges of this area. The primarily industrial Agurs area was incorporated into the City of Shreveport in 1926, and the Cooper Road / Dr. Martin Luther King Drive area maintains a distinct identity and history as one of the largest unincorporated Black communities before being annexed into Shreveport.



Southern University in Shreveport campus.
Source: Asakura Robinson

Existing Conditions

Built Environment and Infrastructure

This planning area includes a significant business and industrial corridor just to the north of downtown in the Agurs/North Shreveport, which includes the Shreveport Downtown Airport. West of Twelve Mile Bayou, the area becomes more residential, including the Cooper Road/Dr Martin Luther King Drive community, with a variety of housing types and mix of owners and renters. Despite being on the northernmost eddge of the city, the area is connected to the city’s transit network, though routes in this area have lower frequencies compared to other more centralized areas.

Physical and Mental Health

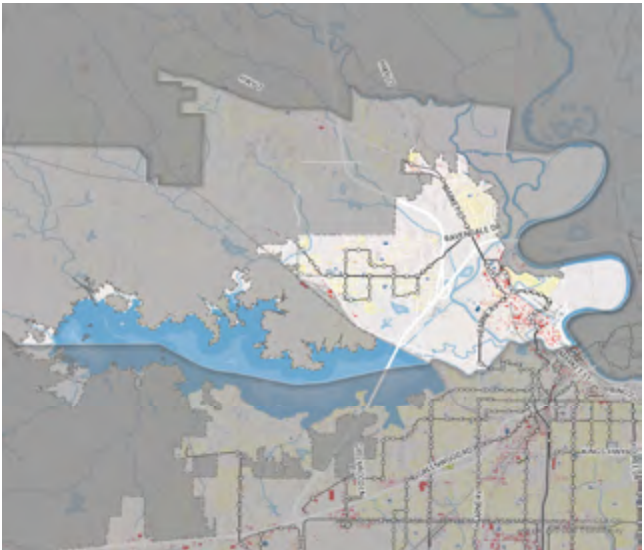
The North planning area has an overall higher social vulnerability index that may be attributed to its subdivision by highways, proximity to the downtown airport, and industrial uses. Park access is lower compared to the other planning areas, with fewer serving the area, though educational anchors may provide additional access to green space. General health outcomes among adults in this area are generally poor, and 20% of the area’s population does not have medical insurance.

Natural Environment

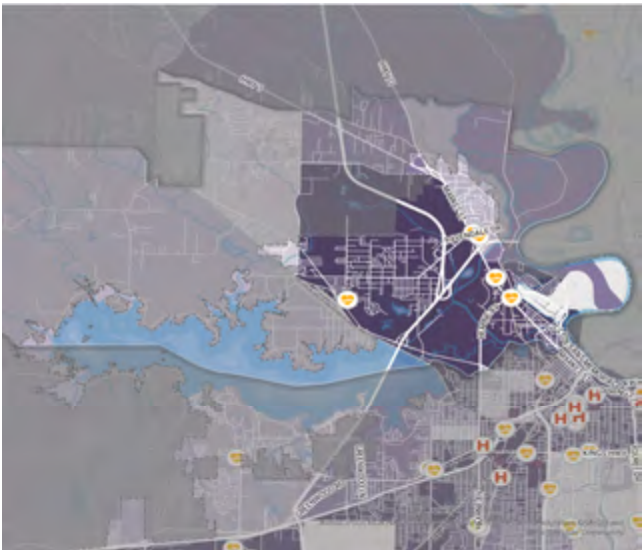
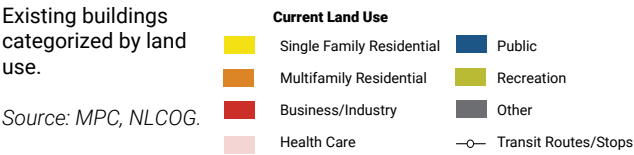
This area is separated from the rest of Shreveport by Cross Lake and the Cross Bayou floodplain, which includes low-lying, wooded wetland areas that are relatively undeveloped aside from roadway infrastructure. This area also provides significant tree canopy that connects to nearby residential areas. There is an industrial and manufacturing pocket north of downtown that hosts a cluster of brownfields and regulated facilities.

Economic Opportunities

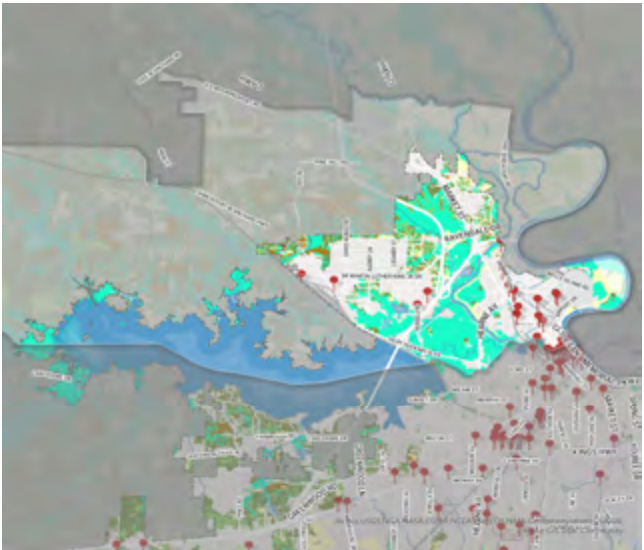
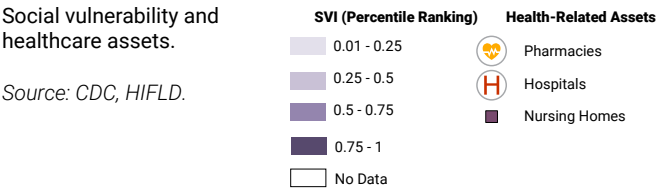
This planning area includes the Agurs industrial area, some employment in the North Market Street area, and the Cooper Road / Dr. Martin Luther King Drive community. Employment opportunities are primarily concentrated in the Agurs area, though few residents of this area work within the area. A mix of incomes are present within the community.



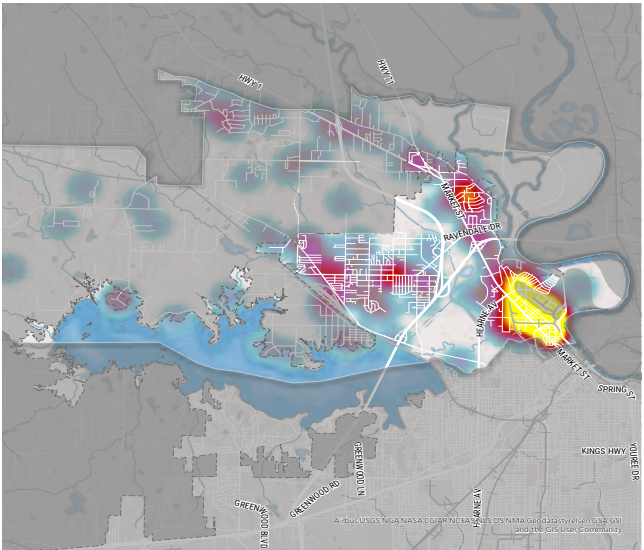
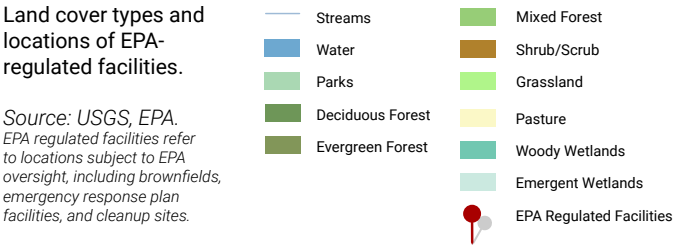
EXISTING LAND USE AND BUILDING TYPES



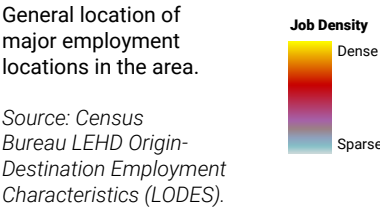
PHYSICAL AND MENTAL HEALTH



NATURAL ENVIRONMENT



ECONOMIC OPPORTUNITIES



Land Use Recommendations

Center and Corridor Implementation

- 1. Create a mixed-use center near North Hearne Avenue and North Market Street to support existing multifamily housing and provide additional housing and service opportunities for residents employed in this area.
- 2. Focus commercial development and housing infill in the MLK community in the Core Neighborhood area near Dr. Martin Luther King Jr. Drive and David Raines Road.

Future Planning

- 1. Develop a North Market Street / LA 1 corridor study between Cross Bayou and the northern city limits to support redevelopment in the Agurs area and near its intersection with I-220. A similar study was identified in NLCOG's 2021 Metropolitan Transportation Plan.
- 2. Work with residents and community-based organizations in the Martin Luther King, Jr / Cooper Road neighborhood to develop an adjudicated property and blight abatement strategy.

General Planning Considerations

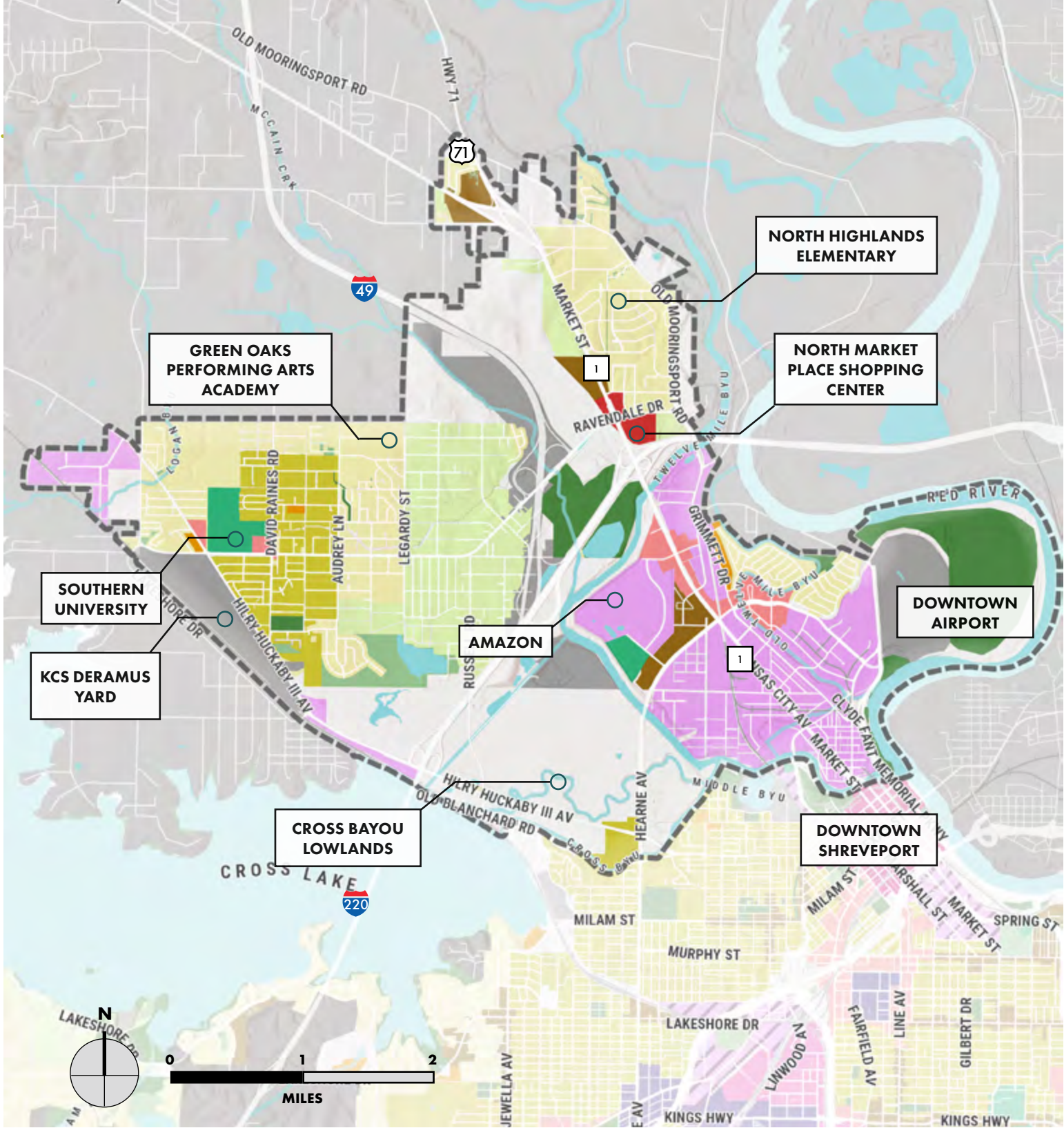
- 1. Encourage the preservation of open space and use of stormwater best management practices in the Cross Lake watershed to minimize water quality impacts and potential pollution of the City's primary drinking water supply.
- 2. Preserve wetlands, mapped floodplains, and low-lying areas not protected by levees as open space to prevent loss of life and property and preserve natural floodplain functioning.
- 3. Preserve industry-zoned land in major business and industrial park areas such as the North Shreveport Industrial Park and Corporate Drive area for industrial and heavy commercial users, while supporting additional flexibility for mixed-use development where industrial areas abut residentially zoned areas.



Shreve Memorial Library's David Raines Branch.
Source: Shreve Memorial Library



Amazon facility in north Shreveport.
Source: Amazon via Shreveport-Bossier City Advocate.



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

Greenprint Recommendations

Increase connectivity and open space access in North Shreveport while celebrating its unique history.

Mobility

SporTran Route 03 / MLK travels along North Market Street before detouring to Kansas City Avenue, Jack Wells Boulevard, Hearne Avenue, and Grimmert Drive en route to Cooper Road and Dr. Martin Luther King Drive. While this route avoids the North Hearne Avenue & North Market Street intersection, it is covered by the 02 / Russell Road route which also serves the Amazon Fulfillment Center. Additionally, the Amazon Express bus provides service during peak shift times between the Amazon Fulfillment Center and SporTran Intermodal Terminal.

Providing improved bicycle and pedestrian facilities along Grimmert Drive can support north-south connectivity along the Market Street corridor and Cherokee Park neighborhood, while creating a continuous link to the Cooper Road / MLK area. A second greenway connection is proposed along Russell Road to supper improved connectivity to the Allendale area. Creating internal circulation in the Cooper Road / MLK area can utilize existing right-of-way and drainage courses to improve access.

Environmental & Cultural Hubs

This area’s waterways, including several former meanders of the Red River, contribute to significant floodplain area that should be preserved in a natural state. The presence of levees, particularly along Twelve Mile Bayou, also creates additional opportunities for trails and greenways along this infrastructure.

The area also includes a rich history, with the Cooper Road / MLK community’s heritage as an independent African American community before its annexation into the City of Shreveport as well as the Agurs area’s history as an industrial area just outside Downtown Shreveport. Preserving and interpreting this history creates opportunities to capture Shreveport’s evolution for placemaking and preservation.

Planning Guide

Leverage connections with educational anchors such as Southern University at Shreveport and Green Oaks Performing Arts Academy.

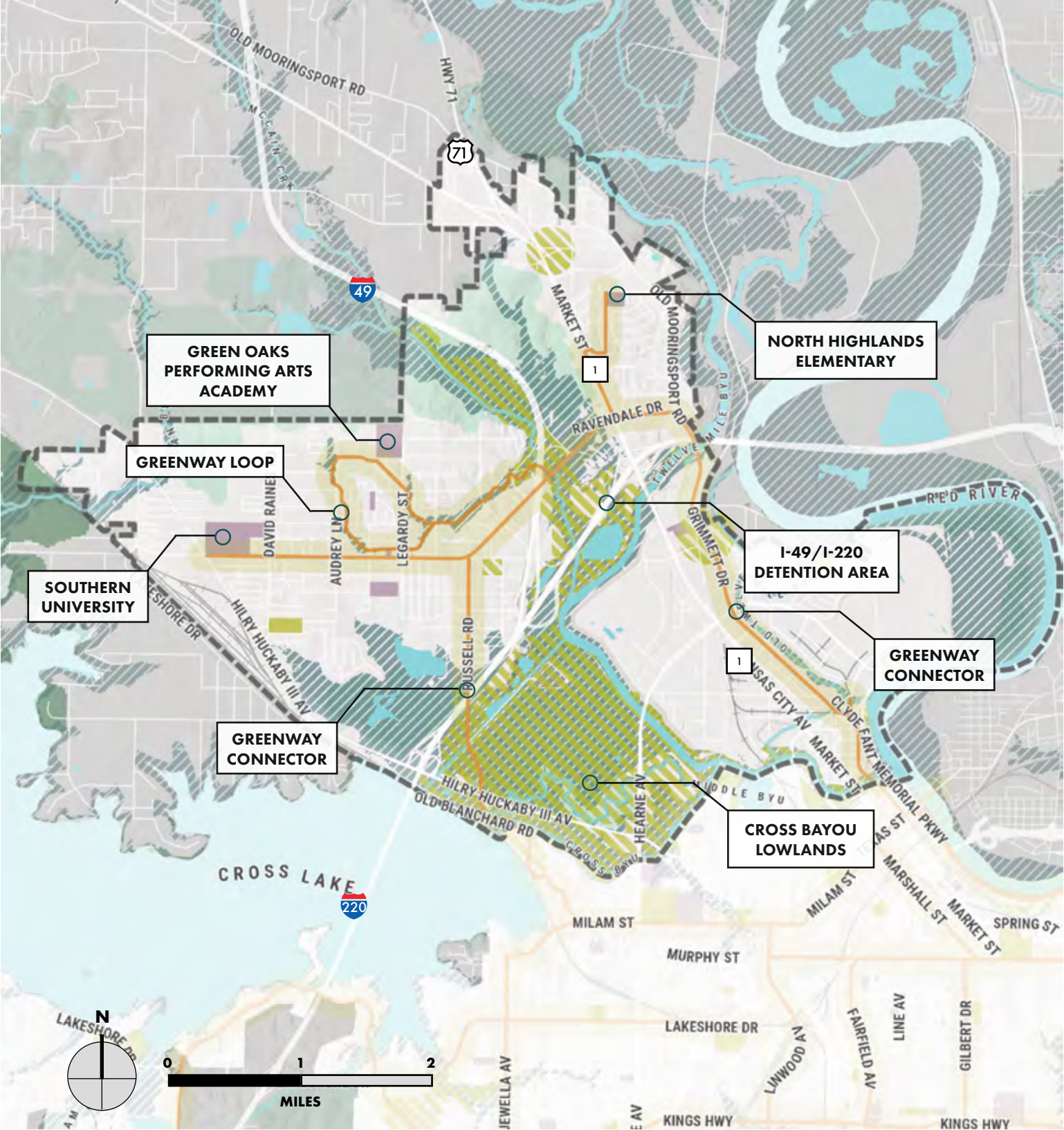
As a key anchor institution in the area, Southern University in Shreveport is an important resource and partner in planning. The campus’ presence as a center for students and community members provides additional benefits to the area. Additionally, the presence of neighborhood schools such as the Green Oaks Performing Arts Academy can also support partnerships to improve safe access to schools for students, faculty, staff, and community members.

Celebrate the history and culture of the Cooper Road through art and interpretation.

The Cooper Road / MLK area has a robust history and community dedicated to preserving its past for future generations. Establishing portions of the greenway in this area as a Shreveport Cultural Trail with art and interpretive signage could elevate this proud history for residents as well as visitors, and provide an anchor for future development efforts. There are opportunities to build or leverage connections with local schools and community development organizations to develop the street art series or other cultural activities.

Preserve natural areas and acquire new parkland to improve health and access to open space.

There is a considerable lack of green space and high health risk in the area, so providing more spaces for active recreation is essential. The Parks and Recreation Comprehensive Master Plan proposes a North Shreveport Regional Park and Conservation Area as a potential partnership with DOTD, a North Shreveport/North Highlands Community Park at the former Northside Elementary site, and a North Highlands Neighborhood Park at Winter Drive and Garden Place. Working to acquire and open these sites will improve residents’ quality of life and health while providing new anchors.



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)

South

This largely residential area includes largely single-family areas as well as commercial and industrial areas centered around the area's major north-south thoroughfares and railroad lines. The area primarily developed during the postwar era as industry and residential growth began to move to the southwest from the city's historic core.



Shreve Memorial Library's Mooretown Branch on Hollywood Avenue.
Source: Shreve Memorial Library

Existing Conditions

Built Environment and Infrastructure

This planning area contains the Shreveport Regional Airport to the west as well as some manufacturing and industrial sites sprinkled throughout the north and east. Residential neighborhoods are integrated throughout the area, consisting of predominantly single-family housing units that includes an even mix of renters and homeowners. While the airport's large footprint poses a barrier to connectivity, the area is generally well-connected to the city's transit network.

Physical and Mental Health

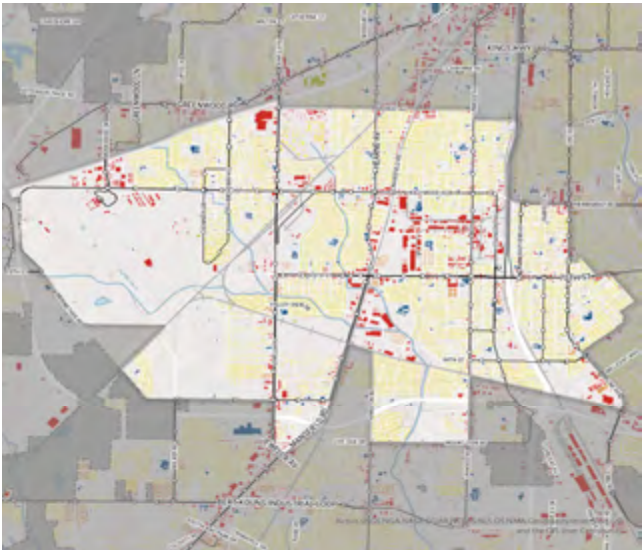
The South planning area appears to have an overall higher social vulnerability index and health concerns, with over 50% of the population being diagnosed with obesity and high blood pressure, respectively. Hearne Avenue serves as a key corridor for grocery store access and pharmacy access. While large parks surrounding the Shreveport Regional Airport are within a half-mile walking distance for many residents, as well as some parks on the east side of the planning area boundary, parks are generally not located near the Hearne Avenue corridor. There are several industrial sites in close proximity to residential neighborhoods.

Natural Environment

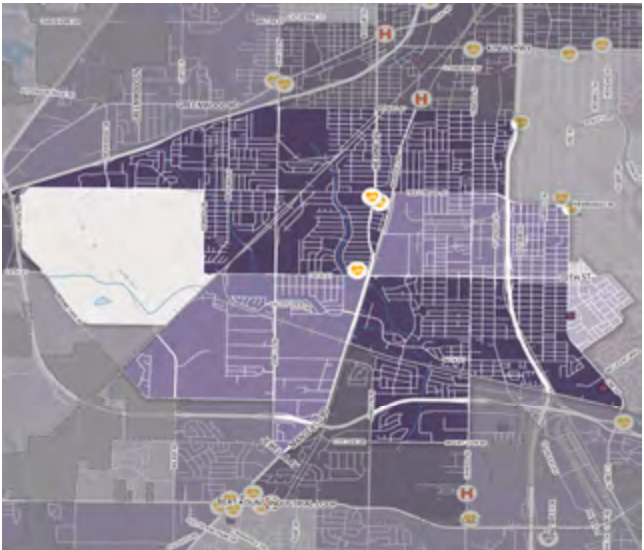
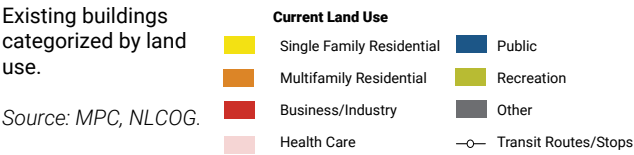
The South planning area is mostly urbanized except for the southwest corner, where there is a pocket of forest and shrubland. Brush Bayou meanders through the planning area and marks the path of lowland areas subject to potential flooding.

Economic Opportunities

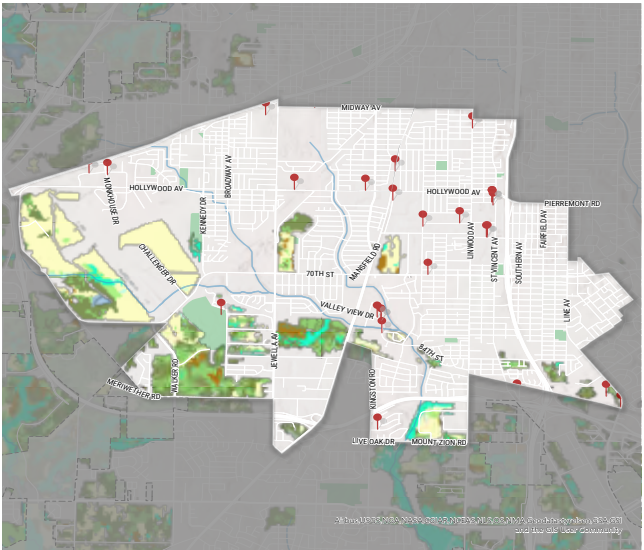
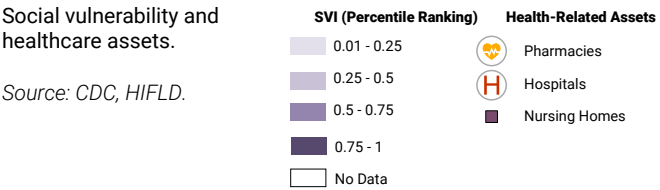
This planning area includes historic manufacturing centers (Calumet and Libbey Glass), Shreveport Regional Airport, and neighborhood commercial corridors along 70th Street and Hearne Avenue / Mansfield Road. The area is predominantly low-to-moderate income, with the largest employment group including educational services.



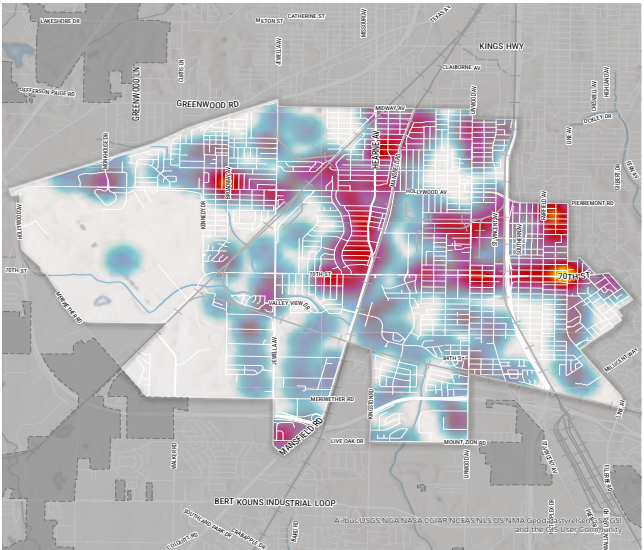
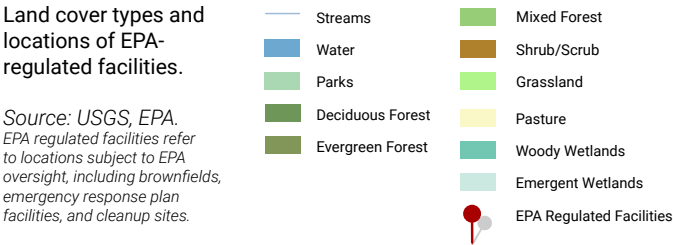
EXISTING LAND USE AND BUILDING TYPES



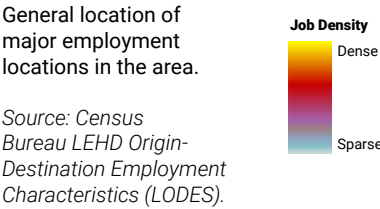
PHYSICAL AND MENTAL HEALTH



NATURAL ENVIRONMENT



ECONOMIC OPPORTUNITIES



Land Use Recommendations

Center and Corridor Implementation

- 1. Support the development of an urban village around the 70th Street and Hearne Avenue/ Mansfield Road intersection.
- 2. Support the redevelopment and beautification of the Monkhouse Drive corridor to provide additional services around an improved SporTran transfer hub near Shreveport Regional Airport.

Future Planning

- 1. Develop a plan for a “Crosstown Corridor” between Shreveport Regional Airport and Youree Drive that supports 70th Street’s revitalization and supports improved transit access to the Youree Drive commercial district. This plan should identify refined land use and zoning recommendations and infrastructure needs to support redevelop at key intersections, with a particular focus on creating an Urban Village near the 70th Street and Hearne Avenue/Mansfield Road Intersection.
- 2. Conduct a land use planning study and market analysis for airport-area highway exits at I-20/ Monkhouse Drive, I-20/Pines Road, and LA-3132/ West 70th Street. This study should identify opportunities to create a secondary tourism area supporting airport travelers and visitors for major events at the Louisiana State Fairgrounds and Cargill Park.
- 3. Develop community plans for Mooretown, Hollywood, and Cedar Grove neighborhoods to address vacant and abandoned property reuse and environmental conflicts with adjacent industrial land uses.
- 4. Develop park master plans for Cargill Park, Airport Park, and Wildwood Park to coordinate future investments in the area’s major parks.

General Planning Considerations

- 1. Incorporate green infrastructure and stormwater best management practices along drainage courses to mitigate downstream flooding issues and improve water quality in the Brush Bayou watershed.

Site-Specific Strategies

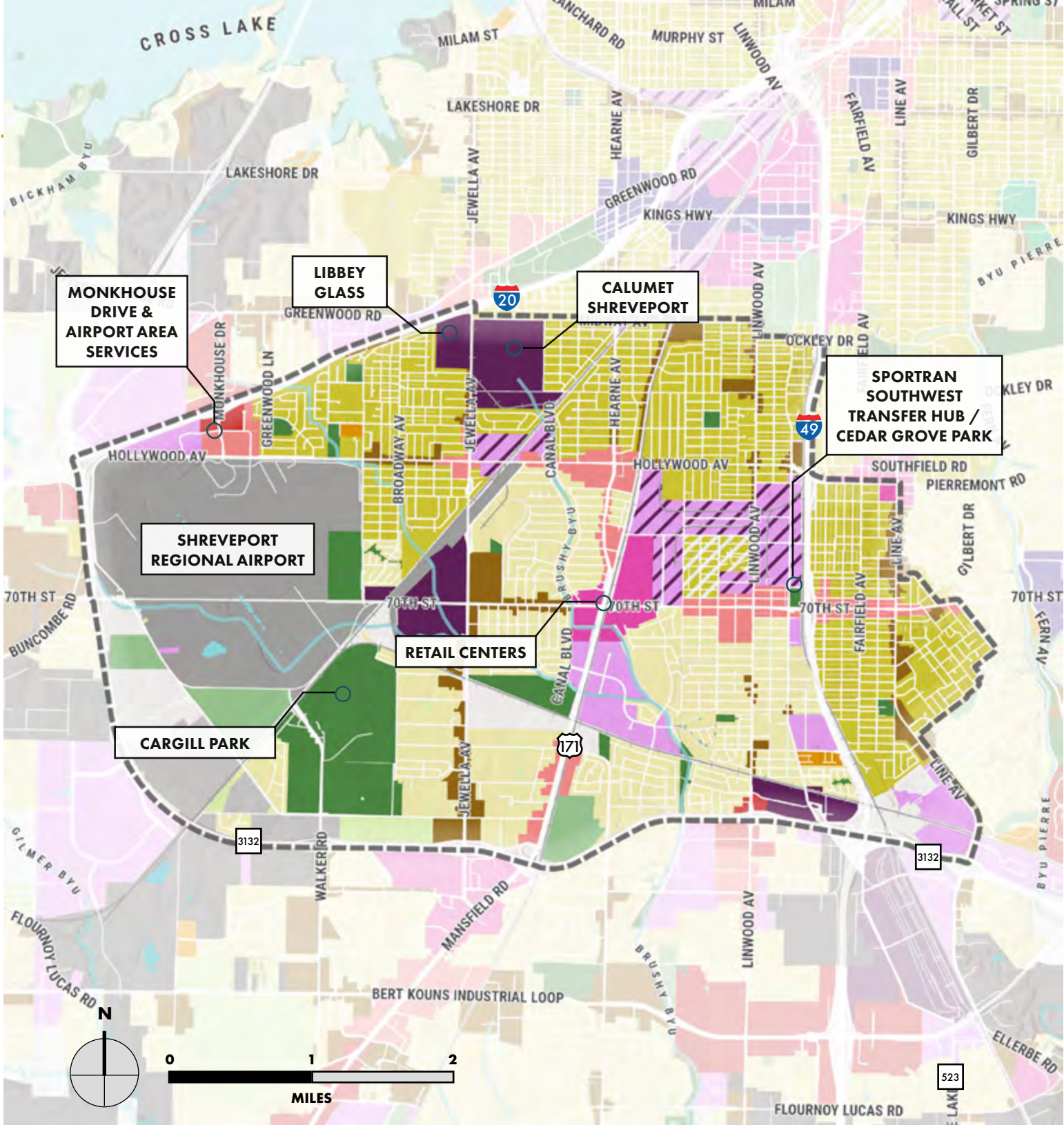
- 1. Work with the North Louisiana Economic Partnership to support the reuse or redevelopment of the former Libbey Glass site.



Retail center at West 70th Street and Mansfield Road.
Source: Asakura Robinson



Near Hollywood Avenue and Jewella Avenue intersection.
Source: Asakura Robinson



GREENPRINT ASSETS

- Greenway Corridor
- 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)

Greenprint Recommendations

A stable and connected area that leverages valuable natural resources, particularly Brush Bayou, to attract new residents and cement Shreveport as a community of choice.

Mobility

This area is well-served by existing SporTran route (01, 07, 10, 24, 102) though the presence of protected or separated bicycle infrastructure is limited. Railroads and waterways such as Brush Bayou and its tributaries create some barriers in this area.

70th Street is another regionally significant corridor, and NLCOG’s 2025 Regional Active Transportation Plan and Safe Streets for All Regional Action Plan both recommend improvements and further study along this corridor. Supporting the development of additional east-west corridors along Midway Avenue and Hollywood Avenue can connect residents in this area to additional transit opportunities.

Environmental & Cultural Hubs

Although the interior of this area is heavily urbanized and developed, its western edge includes Shreveport Regional Airport and some large park holdings, including Cargill Park, Airport Park, and Wildwood Park. Many of this area’s parks, schools, and open spaces are also interconnected by Brush Bayou and its network of tributaries and drainage ditches. While many of these drainage ditches have been straightened or channelized, portions of the area remain within the 1% annual probability flood hazard area. Preserving open space along these ditches could mitigate flood risk while providing space for new trails and amenities to support healthy living.

Planning Guide

Establish a Brush Bayou Greenway network to provide improved connectivity, transit access, and quality of life for residents.

Given the area’s high social vulnerability, limited natural resources, high rates of adjudicated property, and low tree canopy, it is essential to implement measures that improve quality of life for residents and spur investment. Developing a greenway system along Brush Bayou would be a strong investment with a high rate of return - financially and in terms of making Shreveport a community of choice. As a riparian corridor, it offers the dual benefit of providing natural space and scenery to residents and protecting a natural habitat corridor for wildlife.

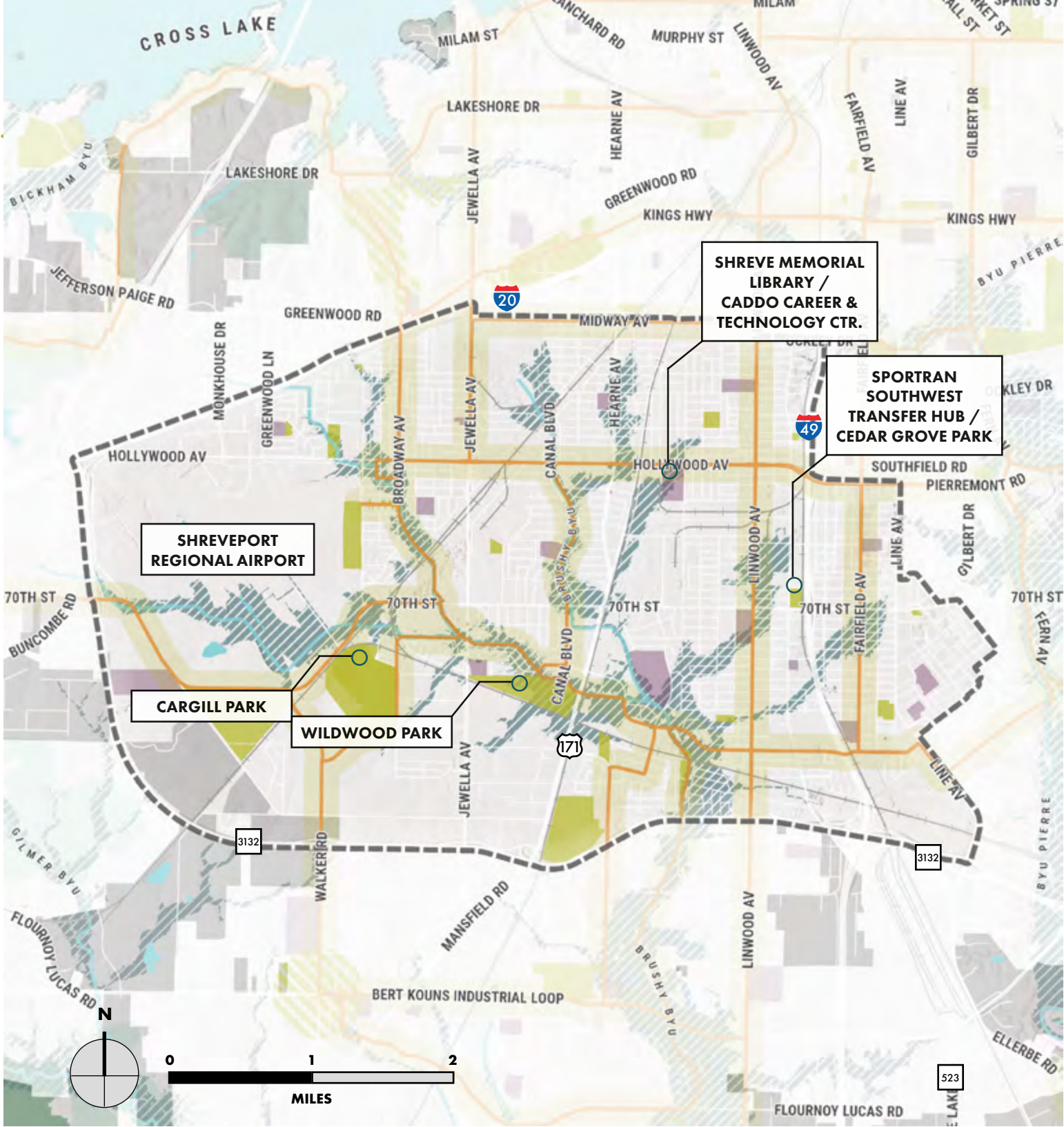
With improved active transportation connections, it will be possible for existing and new residents to commute to work without requiring access to a vehicle, which can strengthen existing neighborhood centers and attract new residents.

Protect, enhance, and connect existing natural and community resources, including parks and tree canopy.

Neighborhood planning efforts should protect existing natural resources and open spaces while developing new parks and increasing tree canopy. The planned active transportation investments will connect Cargill Park and Airport Park and Community Center to numerous schools in the area, providing safer routes to school and stronger community health amenities, particularly if combined with investments in green infrastructure and increased tree canopy.



View of Cargill Park. Source: Shreveport Bossier Sports Commission.



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)

Southeast

Southeast Shreveport includes some of the newest growth areas in the city, with a mix of master-planned communities and subdivisions extending into rural portions of Caddo Parish. Development in this heavily forested area is also shaped by the availability of transportation infrastructure, as evidenced by the completion of Interstate 49 in the 1990s and the extension of the Inner Loop Expressway (LA 3132) to Flournoy Lucas Road.



Ellerbe Road in southeast Shreveport.
Source: Asakura Robinson

Existing Conditions

Built Environment and Infrastructure

The Southeast planning area is predominantly a residential community within the southernmost extent of city limits. A large majority of residents are homeowners and the home values in the area are on the higher end. There is a small industrial and manufacturing segment on the northern edge of the planning area near the railroad and between the Inner Loop and the Industrial Loop. Transit is only connected to the northern edge of the planning area and does not serve the southernmost residential areas.

Physical and Mental Health

The Southeast planning area appears to have lower social vulnerabilities, and appear to have overall better health outcomes. Though 40% of the population is reported to have high blood pressure, other data indicates that a majority of the population is insured and do not have a disability of any kind. However, there are no parks within a half mile walking radius within this area. The grocery stores are only located closer to Flournoy Lucas Road and away from the residential areas in the southern portion of this study area.

Natural Environment

The Southeast planning area includes urban residential areas that sit within forested areas, with some significant turfgrass cover. The Red River flows just outside the study area to the northeast while Wallace Lake sits to the southwest of the southernmost extent of the planning area. While the area does have some natural wooded and grassland habitats, it isn't well served by city parks and trails, most of which are located in more central areas.

Economic Opportunities

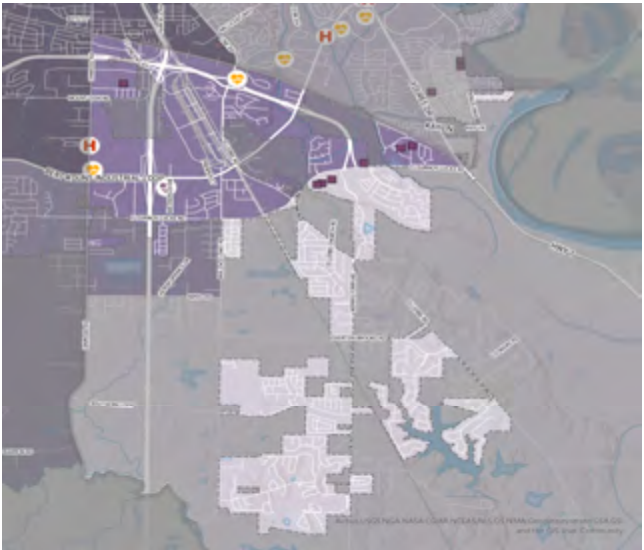
This area is home to some of Shreveport's highest earners, with lower percentages of residents being below the poverty line or unemployed. While the area south of Flournoy-Lucas Road is primarily rural-residential, the area near the Industrial Loop includes a mix of industrial and retail employers. Residents primarily work in other parts of the city or region.



EXISTING LAND USE AND BUILDING TYPES

Existing buildings categorized by land use.

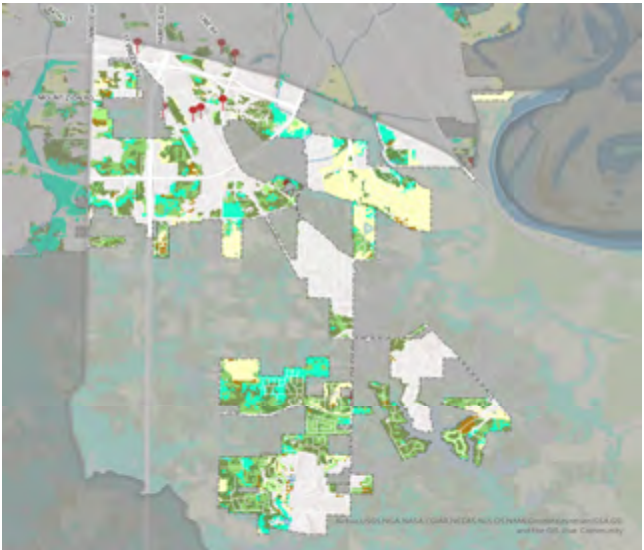
Source: MPC, NLCOG.



PHYSICAL AND MENTAL HEALTH

Social vulnerability and healthcare assets.

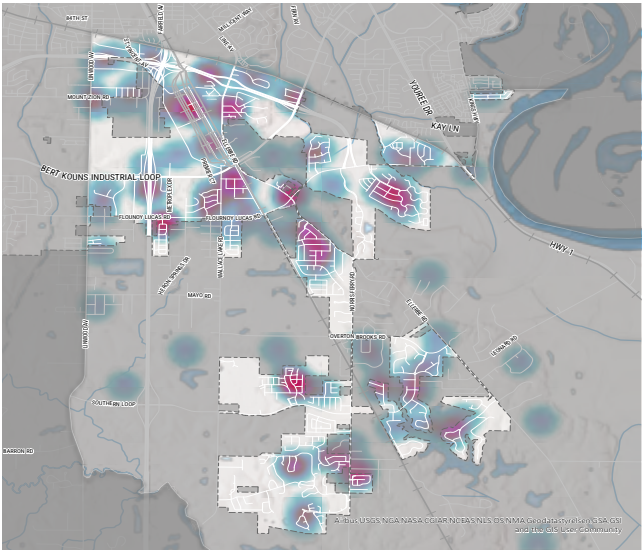
Source: CDC, HIFLD.



NATURAL ENVIRONMENT

Land cover types and locations of EPA-regulated facilities.

Source: USGS, EPA. EPA regulated facilities refer to locations subject to EPA oversight, including brownfields, emergency response plan facilities, and cleanup sites.



ECONOMIC OPPORTUNITIES

General location of major employment locations in the area.

Source: Census Bureau LEHD Origin-Destination Employment Characteristics (LODES).

Land Use Recommendations

Center and District Implementation

- 1. Support the continued development of a mixed-use urban village at Provenance and support residential infill near the Camp Forbing Town Center commercial development.
- 2. Locate regional retailers and big-box stores near Interstate 20's exit to Bert Kouns Industrial Loop.

Future Planning

- 1. Consider applying the Conservation Design Overlay Zoning District in this area to require the preservation of environmentally sensitive areas while allowing for residential development.
- 2. Monitor development trends near the Port of Caddo-Bossier and the future Interstate 69 corridor for future land use and capital planning efforts.

General Planning Considerations

- 1. Encourage the usage of conservation and rural preservation design techniques in Suburban Neighborhood and Rural Neighborhood parcels in this area.
- 2. Cluster new development where there is existing access to public utilities to prevent "leapfrog" development.
- 3. Incorporate sidewalks and shade trees in new streets and internal travelways in Urban Villages to support pedestrian and bicycle access and future transit access.
- 4. Preserve low-lying areas, mapped floodplains, and wetlands to prevent loss of life and property and preserve natural floodplain functioning.



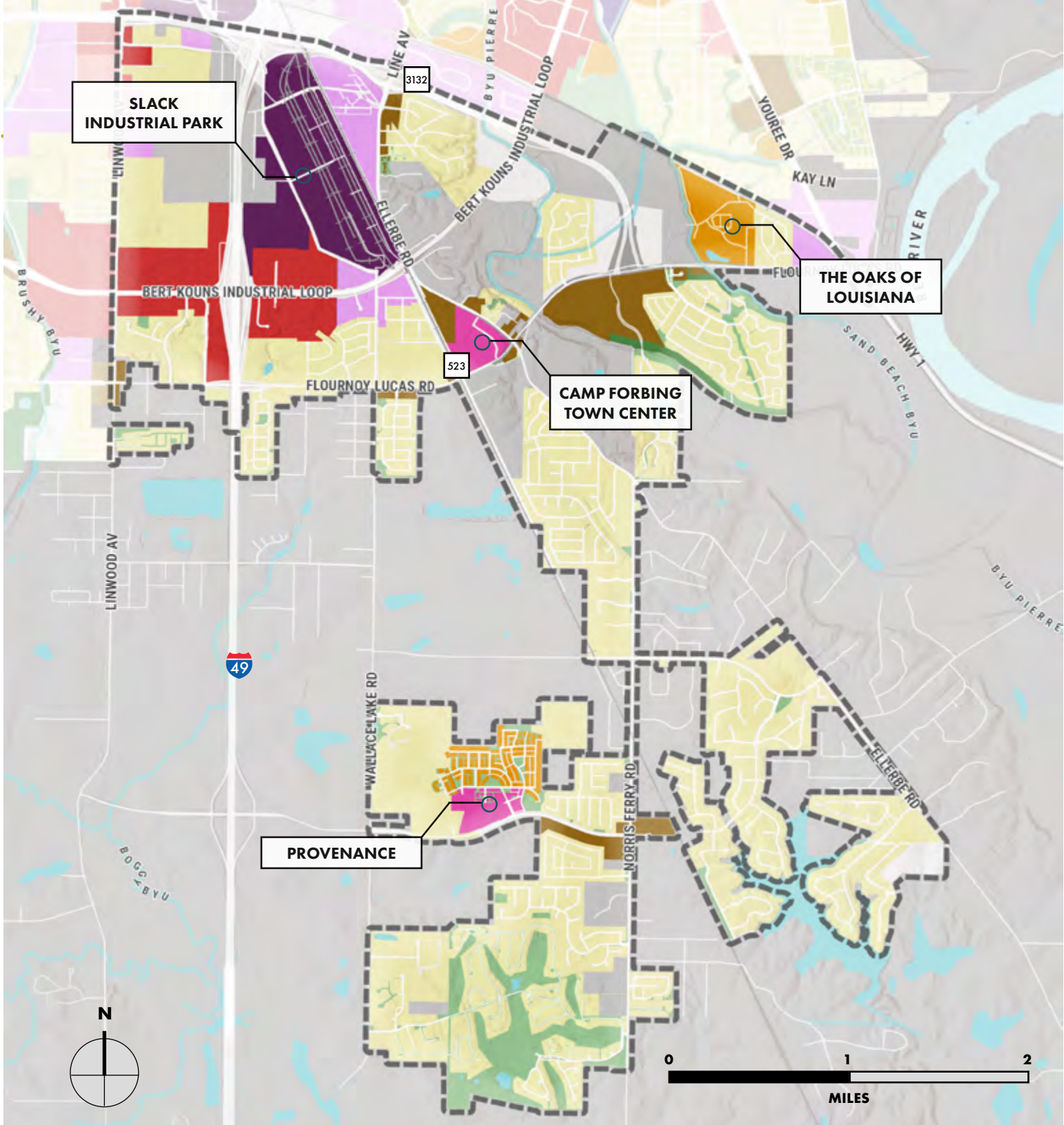
Camp Forbing Town Center.
Source: Asakura Robinson



Commercial center in the Provenance development.
Source: Asakura Robinson



Residential area in the Provenance development.
Source: Asakura Robinson



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

Greenprint Recommendations

A strong, sustainable community with access to open space, active transportation, and cultural resources.

Mobility

This area is served by SporTran routes 04 and 103, as well as OnDemand service to connect riders to the nearby Port of Caddo-Bossier.

Roadways in this area typically have rural sections, with limited shoulder and roadside ditches to provide drainage. Connectivity is limited, with few east-west streets providing through connections south of Flournoy Lucas Road. There are few high-comfort bicycle and pedestrian routes, though some lower-traffic roadways are used by more adventurous cyclists.

Environmental & Cultural Hubs

As an edge area experiencing new growth, this area is home to considerable undeveloped area and relatively few major institutions. Primary commercial centers include Camp Forbing Town Center and Provenance Town Center with some additional offerings along Bert Kouns Industrial Loop and Flournoy Lucas Road.

While the northern portions of this area drain into Bayou Pierre, areas west of Ellerbe Road generally drain south towards Wallace Lake and Long Lake, which are formed by dams. Large wooded areas and lowlands connecting to these lakes and Wallace Bayou are especially important for regional habitat connectivity, and are highlighted as floodplains and intact habitat cores. Preserving intact and connected habitat supports wildlife health and natural area functioning. Clustering development near areas with existing buildings and at the edges of habitat cores can minimize disturbance and maintain regional waterway quality and biodiversity.

Planning Guide

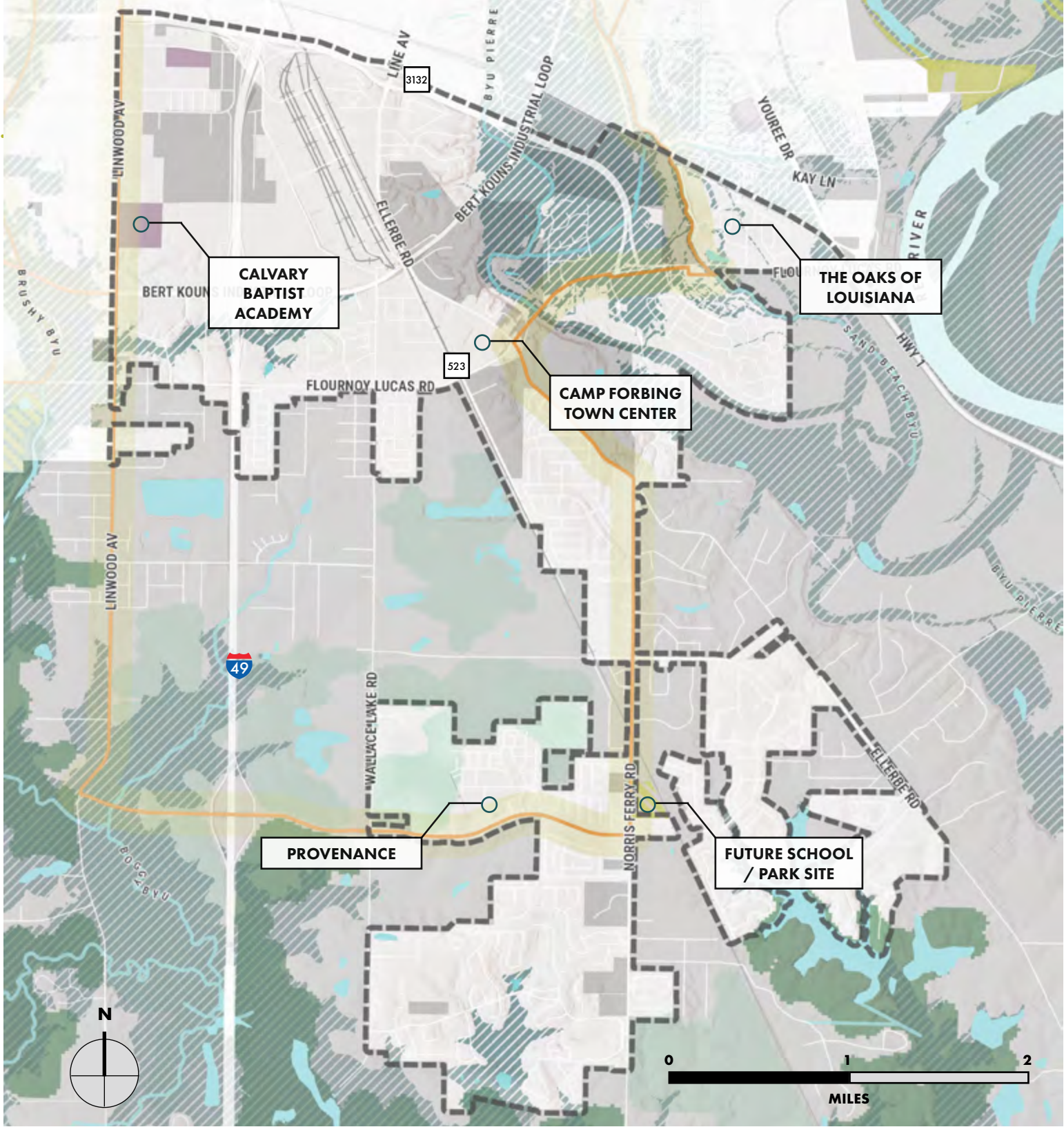
Build community and improve public amenities through development of public open spaces and institutions.

Southeast Shreveport has a strong housing stock and significant tree canopy and natural resources, but limited public land. Major parks and open spaces are typically included in master-planned developments and owned and maintained by private homeowners associations for the benefit and use of their residents. Additionally, there are few public schools or institutions in this area.

As the area grows, it may become necessary to construct new public facilities such as libraries or schools. Locating these in a centrally accessible area could provide a hub for the community, including for residents who may not reside in a master-planned community. While these may not be required in the near-term due to available capacity at other existing libraries and schools, identifying potential partnerships and acquiring land in the near-term can expedite future construction. The Parks and Recreation Comprehensive Master Plan identifies a 19-acre site owned by the Caddo Parish School Board at Norris Ferry Road and Norris Landing Boulevard as a potential site for a Community Park.

Develop a greenway trail loop to safely connect residents to the rest of Shreveport.

As an area with limited parks and bus service, residents of southeast Shreveport may benefit from a rural greenway trail loop to connect to the rest of the City. The greenway trail may also reduce the number of vehicle miles traveled to access grocery stores, cultural resources, and economic centers outside of southeast Shreveport, which can reduce Shreveport’s overall traffic and greenhouse gas emissions. Major north-south links could include Linwood Avenue and Norris Ferry Road. A side path for portions of Linwood Avenue was identified as a high-priority recommendation in NLCOG’s Regional Active Transportation Plan.



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)

Southwest

Development in this area has been heavily shaped by midcentury manufacturing sites and the Industrial Loop, with anchors such as the former General Motors and Western Electric/ AT&T factories driving residential and commercial activity. Today, this area includes the Shreve Park Industrial Campus and greenfield sites at the southwestern edge of the city.



Former General Motors complex just outside Shreveport.
Source: Shreveport Times

Existing Conditions

Built Environment and Infrastructure

The Southwest planning area is predominantly residential with some regional commercial uses along the major thoroughfares. The majority of housing in the area are single-family homes, but there are also a significant number of multifamily units and units classified as "other", which includes manufactured housing. The city's transit system services the area with a few bus lines. The bus loop within the Hyde Park, Brookwood, Southern Hills neighborhoods caters to a large pocket of residences on the southwest edge of the city.

Physical and Mental Health

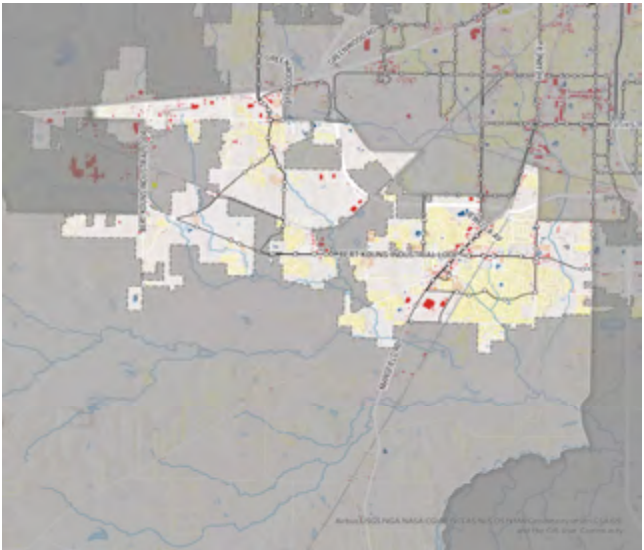
The intersection of Mansfield Road, Bert Kouns Industrial Loop, and Jewella Avenue serves as the commercial center of this planning area. This center includes the majority of healthcare facilities and services as well as grocery stores. The Southern Hills Park and Community Center are also located adjacent to this key intersection, which is also one of the only parks in this area. Overall, health outcomes show a higher tendency for obesity and high blood pressure diagnoses, with 17% of the area population having a disability of any kind, but overall, the majority of residents in this area have health insurance coverage.

Natural Environment

The Southwest planning area is mostly urbanized but has pockets of forest, shrubland, and wetland mixed throughout. Gilmer Bayou is the major water feature in the area and represents the portion of the planning area that is subject to flooding. The area has relatively large parks but some of them are highly programmed, such as golf courses, and might have restrictions on their use.

Economic Opportunities

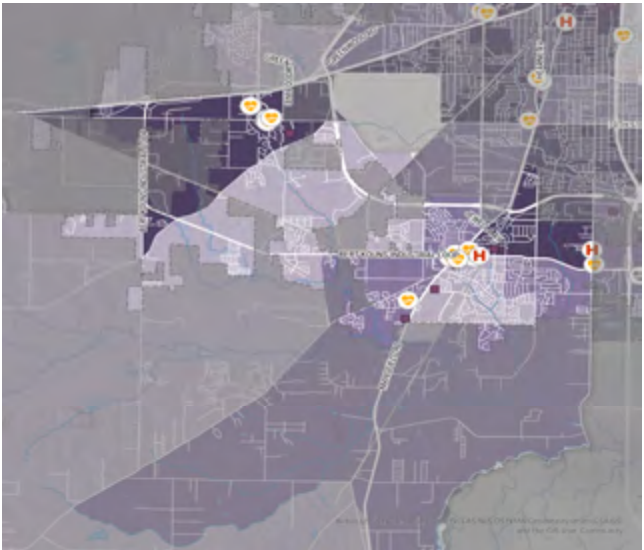
This area's commercial center is located near the intersection of the Industrial Loop and Mansfield Road, with several large areas including the Shreve Park Industrial Campus and the former South Park Mall and Western Electric / AT&T site, and commercial corridors near Interstate 20. Residents are employed in a mix of service industries, primarily outside this area.



EXISTING LAND USE AND BUILDING TYPES

Existing buildings categorized by land use.

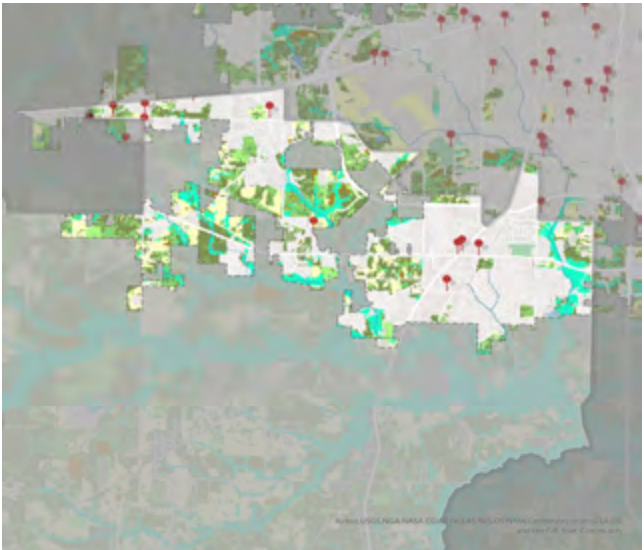
Source: MPC, NLCOG.



PHYSICAL AND MENTAL HEALTH

Social vulnerability and healthcare assets.

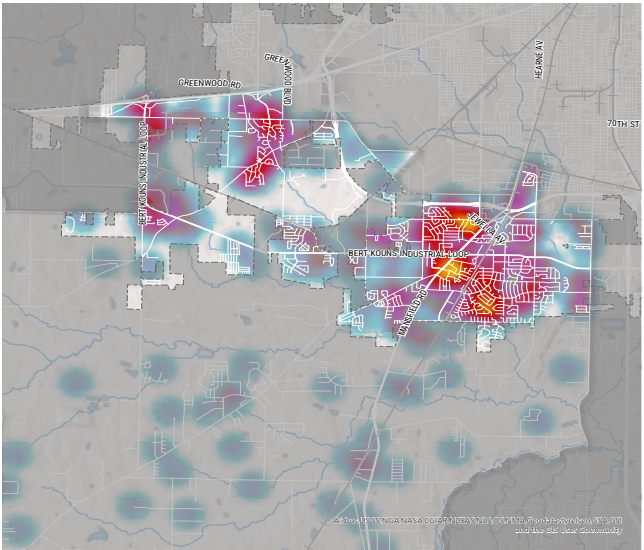
Source: CDC, HIFLD.



NATURAL ENVIRONMENT

Land cover types and locations of EPA-regulated facilities.

Source: USGS, EPA.
EPA regulated facilities refer to locations subject to EPA oversight, including brownfields, emergency response plan facilities, and cleanup sites.



ECONOMIC OPPORTUNITIES

General location of major employment locations in the area.

Source: Census Bureau LEHD Origin-Destination Employment Characteristics (LODES).

Land Use Recommendations

Center and District Implementation

- 1. Support the development of an Urban Village at Mansfield Road to provide a terminus for a southwestern rapid transit route.
- 2. Preserve industrially-zoned land in and around Shreve Park Industrial Campus and the West Shreveport Industrial Park to support future expansion and minimize conflicts with residential land uses.



Photo from Southern Hills Business Expo and Taste of Southern Hills.
Source: Southern Hills Business Association



Homes in the Southern Hills area.
Source: Asakura Robinson

General Planning Considerations

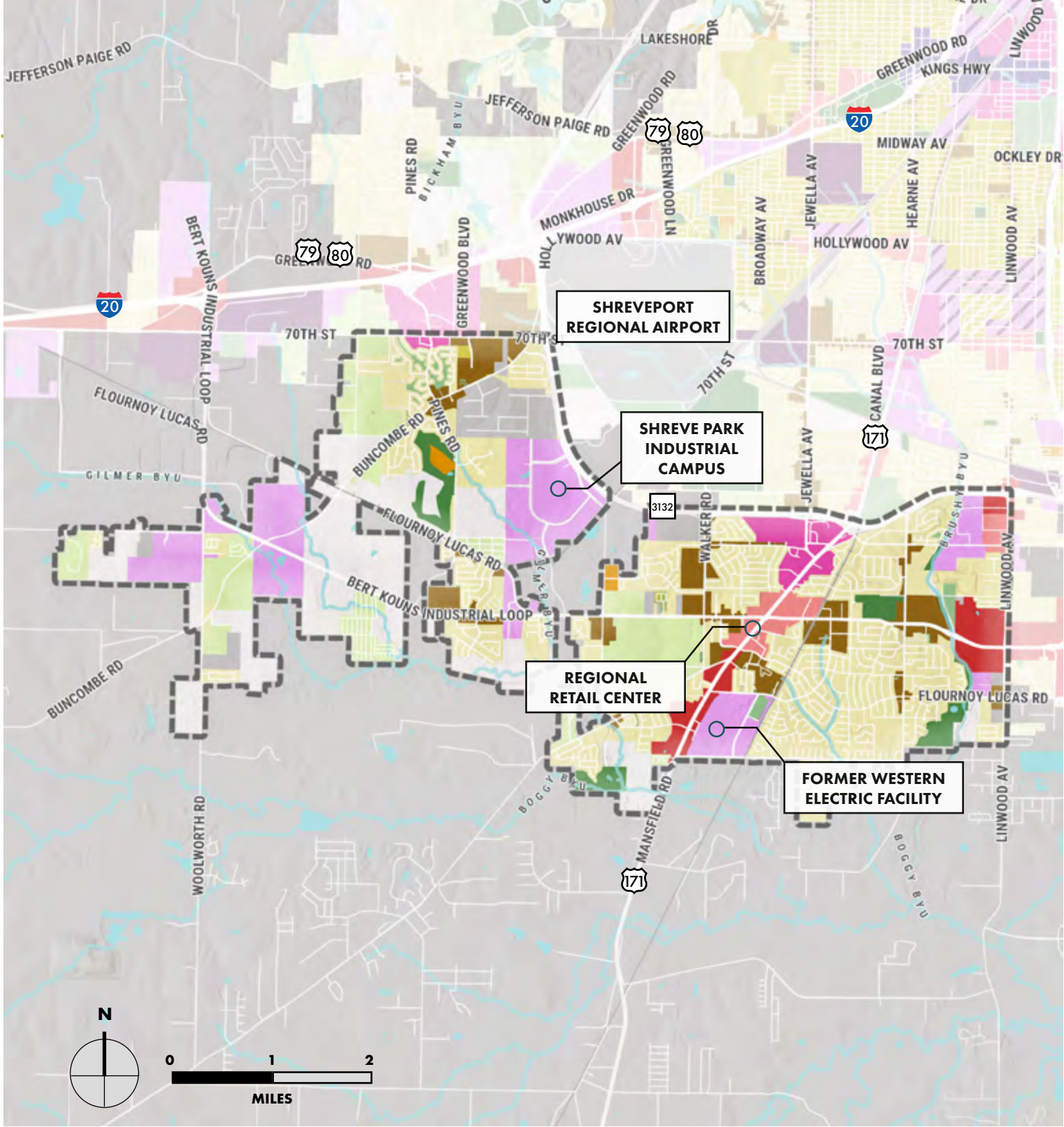
- 1. Incorporate sidewalks and shade trees in new streets and internal travelways in Urban Villages to support pedestrian and bicycle access.
- 2. Monitor code enforcement activity such as property maintenance and quality of life complaints as suburban subdivisions begin to age.
- 3. Preserve low-lying areas, mapped floodplains, and wetlands not protected by levees as open space to prevent loss of life and property and preserve natural floodplain functioning.
- 4. Incorporate green infrastructure and stormwater best management practices along drainage courses to mitigate downstream flooding issues.

Site-Specific Strategies

- 1. Work with owners of large, auto-oriented retail center and shopping mall sites such as the former South Park Mall to strategize on the continued reuse and redevelopment of these sites.
- 2. Work with the owner of the former Western Electric / AT&T facility to redevelop this campus as a mixed-use hub for employment and services for the Southern Hills area.



Former Western Electric / AT&T plant on Mansfield Road.
Source: LoopNet



- MIXED-USE CENTERS & CORRIDORS**
- Downtown
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 - Urban Corridor
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 - Highway Commercial

- RESIDENTIAL NEIGHBORHOODS**
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- INDUSTRY & SERVICE AREAS**
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 - Transportation & Utilities

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

Greenprint Recommendations

Increase park access and connect Southwest Shreveport schools, housing, and institutions to existing natural amenities and job centers.

Mobility

This area is served by SporTran routes 22, 24, 25, and 103. This planning area includes a mix of suburban and rural residential areas as well as industrial areas. Mansfield Road and Bert Kouns Industrial Loop serve as major thoroughfares, providing local access from Interstate 20 and the Inner Loop. In western portions of this area, Buncombe Road and Pines Road have rural roadway sections with roadside ditches and limited shoulders. Larger subdivisions such as Southern Hills include built-out street networks and are located near commercial services, but some rural subdivisions lack safe connectivity. Providing safe, separated facilities for cyclists and pedestrians is especially important to avoid conflicts with trucks and high-speed traffic.

Environmental & Cultural Hubs

This area is generally served by community parks and schools in the Southern Hills, Southwood, and Summer Grove neighborhoods but with limited park access in the western, more industrial areas.

Outside the Industrial Loop, Boggy Bayou and Gilmer Bayou are important riparian corridors with significant forested area. These regionally significant habitat corridors connect western Caddo Parish to the Red River as they pass through southeast Shreveport. Avoiding habitat disturbance and fragmentation will be important to preserve their ecological value and to prevent loss of life and property in flood-prone areas.

Planning Guide

Expand park access and extend bayous and drainage corridors to create connected, multi-use parks and amenities.

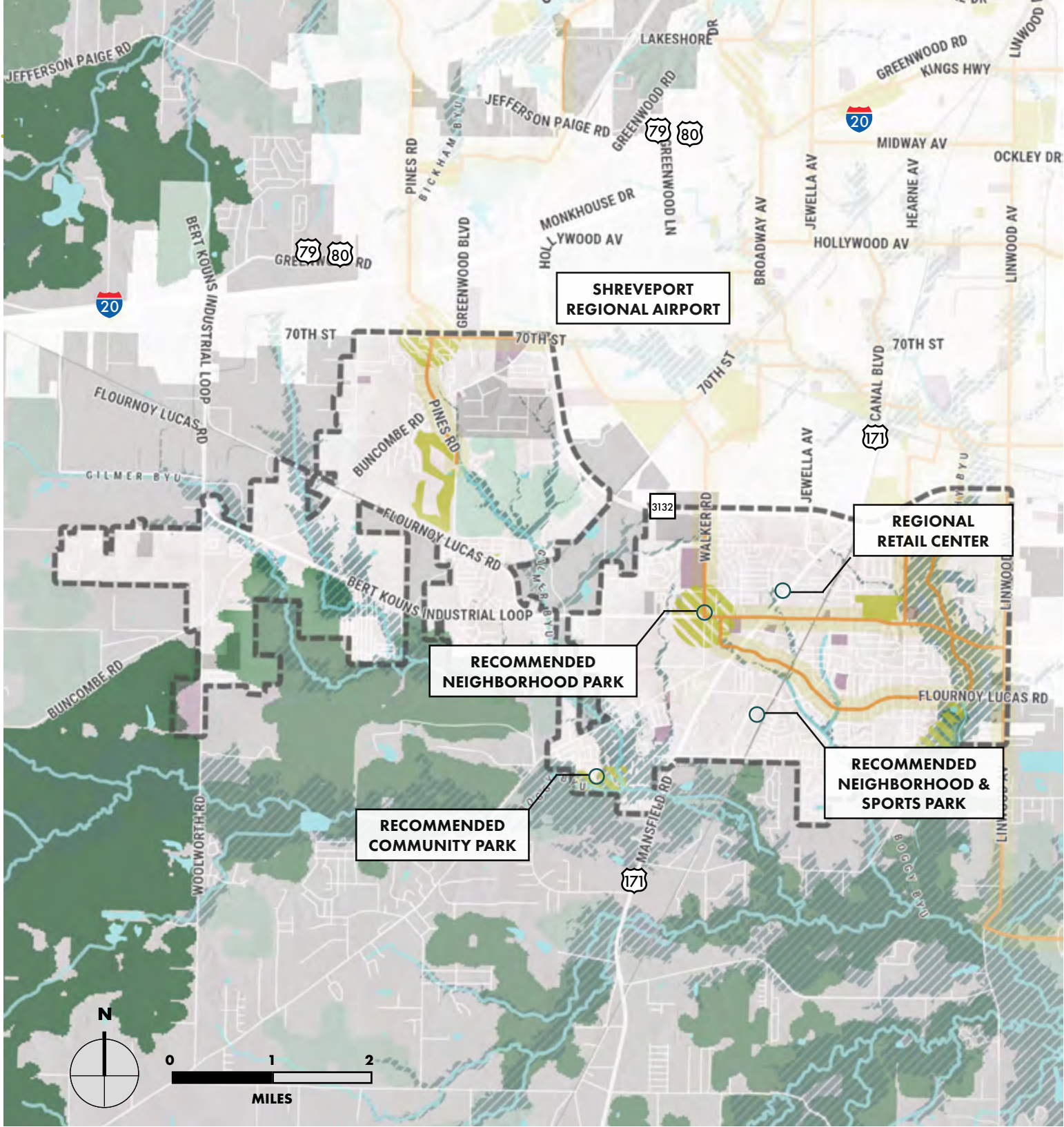
Many residential areas in southwest Shreveport lack access to public parks. There is an opportunity to establish new parks that serve multiple purposes, with a focus on nature-based passive recreation and flood mitigation.

The Parks and Recreation Comprehensive Master Plan identifies 3 potential park improvements in this area: a Jenkins/Pinecroft Neighborhood Park, a Southwest Shreveport Neighborhood and Sports Park, and a Southwest Shreveport Community Park. The Jenkins/Pinecroft Neighborhood Park is recommended near Walker Road and Bert Kouns Industrial Loop through property acquisition or a partnership at Southwood High School or Summer Grove Elementary. The City of Shreveport owns approximately 60 acres south of the Colquitt Road Estates subdivision near the confluence of Boggy Bayou and Gilmer Bayou that could serve as a community park.

Connect residents to job centers, cultural amenities, and schools.

Bus infrastructure is limited in this area, but multi-use paths and greenway links can serve as an alternate route to jobs and cultural amenities in Central Shreveport and on the eastern edge of the southwest Planning area. There is also an opportunity to provide safer, car-free routes to school.

Gilmer Bayou and other drainage facilities could provide walking and biking paths along their courses, and properties in their floodplains could be used as sponge parks to mitigate flooding. If no appropriate spaces are identified, on-street greenway paths can offer residents greater access to parks along the paths within this area and beyond.



This primarily rural area is characterized by its orientation towards Cross Lake, pockets of forest, and scattered large-lot subdivision development. It enjoys easy access to the rest of the city due to its proximity to Interstate 20 and Interstate 220/ Inner Loop Expressway (LA 3132), which provide both east-west and north-south access.



Cross Lake from the air.
Source: Asakura Robinson

Existing Conditions

Built Environment and Infrastructure

The West planning area is primarily oriented towards Cross Lake, one of the major regional water features of the city of Shreveport, and Interstate 20. There is mostly housing development on the south shore of Cross Lake. Most residents are homeowners and the housing stock is primarily single-family homes, although there are some multifamily and duplex units. The SporTran transit system reaches into this planning area, but is limited in frequency and does not fully circulate throughout all of the neighborhoods.

Physical and Mental Health

The social vulnerability index in this area is relatively fair, as there are more opportunities for Cross Lake access, as well as access to parks, golf courses, and other recreational spaces that are centralized in this area. Most grocery stores and pharmacies serving the area are located on Pines Road. Obesity and high blood pressure diagnoses are slightly higher in this area, with 21% of the population reporting poor mental health. Roughly only 10% of the population is uninsured, and 17% have a disability of any kind.

Natural Environment

This planning area contains the southern portion of Cross Lake, which is an important recreational amenity for the region and nearby residents. Other than the lake, the area includes mostly residential developments that sit in between swaths of open space that include forests and some wetlands. Industrial land uses are limited within the area, but are primarily concentrated near Interstate 20.

Economic Opportunities

Residents of this largely rural, residential area overwhelmingly work outside of this area and are employed in a mix of trade and service roles. Employees in the area primarily work near the Interstate 20/220 interchange in a mix of commercial and industrial roles.



EXISTING LAND USE AND BUILDING TYPES

Existing buildings categorized by land use.

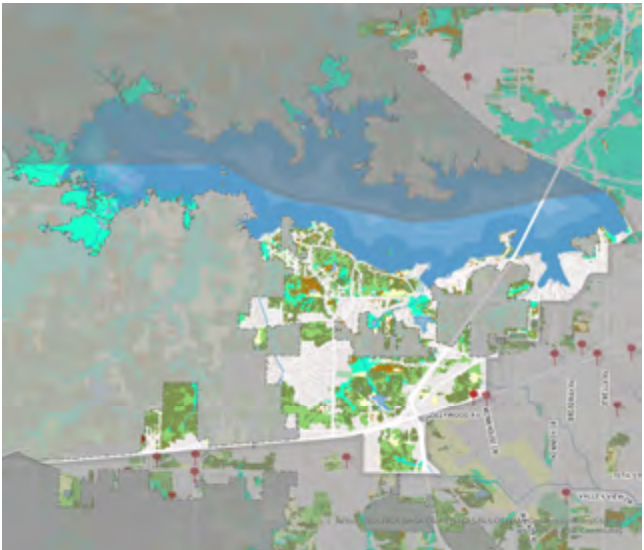
Source: MPC, NLCOG.



PHYSICAL AND MENTAL HEALTH

Social vulnerability and healthcare assets.

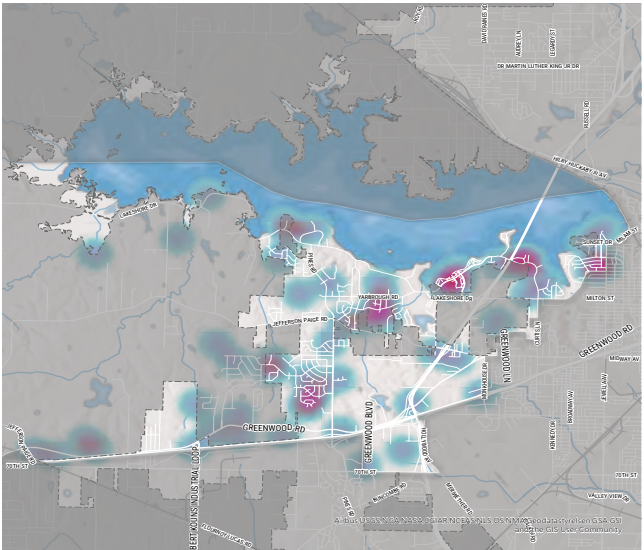
Source: CDC, HIFLD.



NATURAL ENVIRONMENT

Land cover types and locations of EPA-regulated facilities.

Source: USGS, EPA.



ECONOMIC OPPORTUNITIES

General location of major employment locations in the area.

Source: Census Bureau LEHD Origin-Destination Employment Characteristics (LODES).

Land Use Recommendations

Center and District Implementation

- 1. Support the development of an Urban Village near Pines Road and Interstate 20 to provide a commercial hub for West Shreveport.

Future Planning

- 1. Conduct a land use planning study and market analysis for airport-area highway exits at I-20/ Monkhouse Drive, I-20/Pines Road, and LA-3132/ West 70th Street. This study should identify opportunities to create a secondary tourism area supporting airport travelers and visitors for major events at the Louisiana State Fairgrounds and Cargill Park.

General Planning Considerations

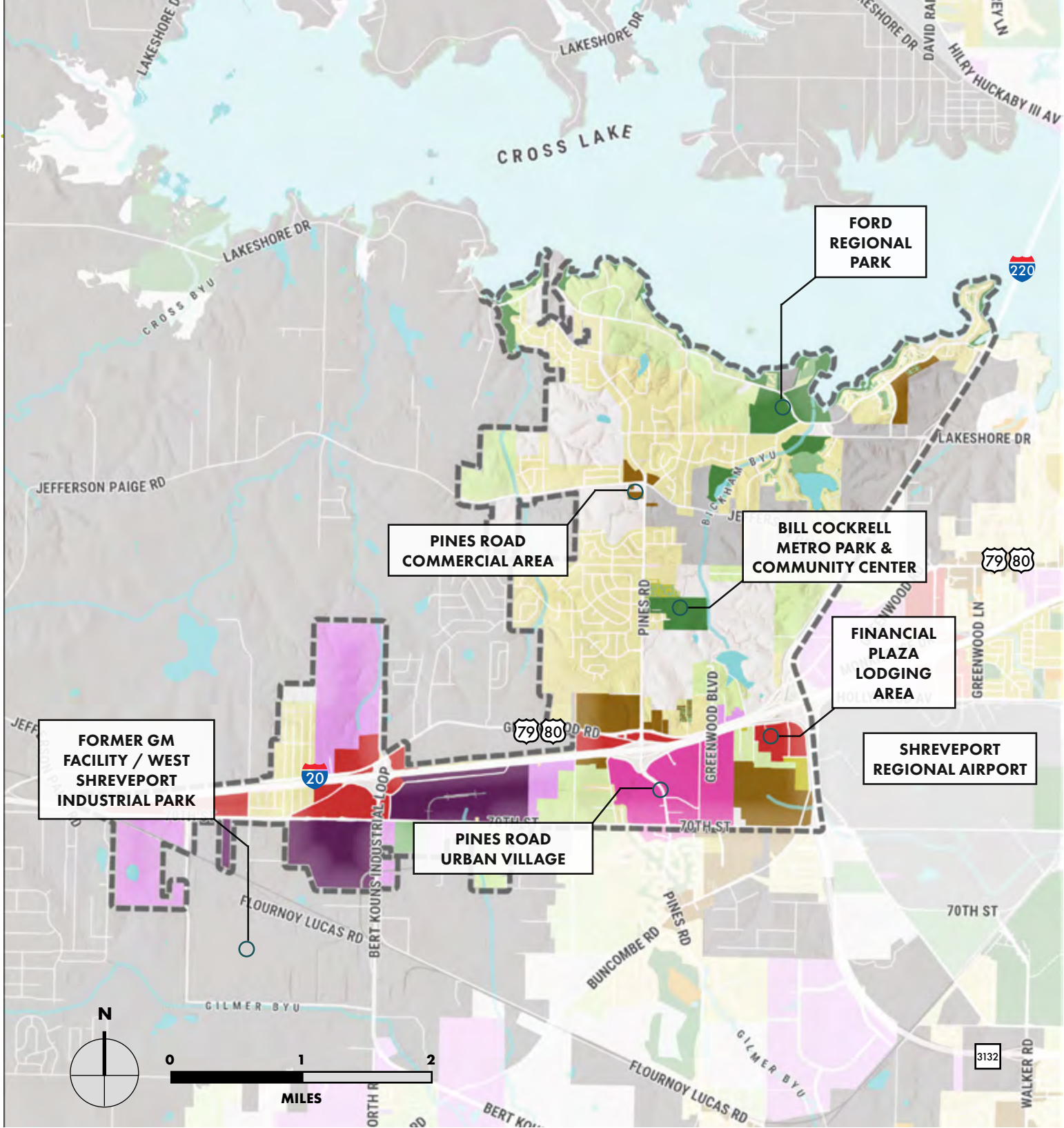
- 1. Encourage the preservation of open space and use of stormwater best management practices in the Cross Lake watershed to minimize water quality impacts and potential pollution of the City’s primary drinking water supply.
- 2. Discourage intensive commercial and industrial development at Interstate 220’s exits to minimize water quality impacts in the Cross Lake watershed.
- 3. Encourage the usage of conservation and rural preservation design techniques in Suburban Neighborhood and Rural Neighborhood parcels in this area.
- 4. Work with the North Louisiana Economic Partnership to support the reuse or redevelopment of the former GM site.
- 5. Cluster highway commercial services near Interstate 20’s exits to preserve industrially zoned land for logistics uses and industrial development.



Locomotive in Ford Park in west Shreveport.
Source: Visit Shreveport-Bossier



Huntington High School.
Source: Homes.com



MIXED-USE CENTERS & CORRIDORS

- Downtown
- Regional Center
- Urban Village
- Urban Corridor
- Neighborhood Hubs & Corridors
- Highway Commercial

RESIDENTIAL NEIGHBORHOODS

- Urban Neighborhood
- Core Neighborhood
- Transitional Neighborhood
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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

Greenprint Recommendations

Preserve crucial natural resources, manage flooding, and provide recreational space through watershed planning and green infrastructure enhancements.

Mobility

This area is served by SporTran routes 07, 10, 13, and 102. The southern portion of this planning area is oriented towards Interstate 20, with Greenwood Road, Westport Avenue, and Financial Plaza acting as frontage roads and providing parallel east-west connections. Highway commercial and light industrial uses are generally clustered along these parallel roads, and north-south connectivity across Interstate 20 is limited.

Pines Road acts as the main north-south route in this area and connects the area’s primary commercial centers and parks. Areas north of Interstate 20 include suburban subdivisions and undeveloped acreage, with poor street interconnectivity. Creating safe connections along Pines Road and across Interstate 220 can help to better connect this area to the rest of Shreveport.

Environmental & Cultural Hubs

The Cross Lake watershed is a critical environmental asset for this area and the city as a whole, as Cross Lake provides the city’s drinking water supply. Large blocks of forest and habitat can be found to the west of the city, and Cross Lake’s tributaries including Bickham Bayou and Cross Bayou provide north-south corridors for drainage and habitat.

Major facilities include Huntington High School, Shreve Memorial Library’s West Shreveport Branch, Bill Cockrell Metro Park and Community Center, and Ford Regional Park.

Planning Guide

Protect Shreveport’s water resources through green infrastructure and open space preservation.

This area’s water resources are deeply valuable elements of Shreveport’s ecosystem, but increased development pressure puts this drinking water source at risk. To protect this valuable resource, the City must take care to preserve water quality.

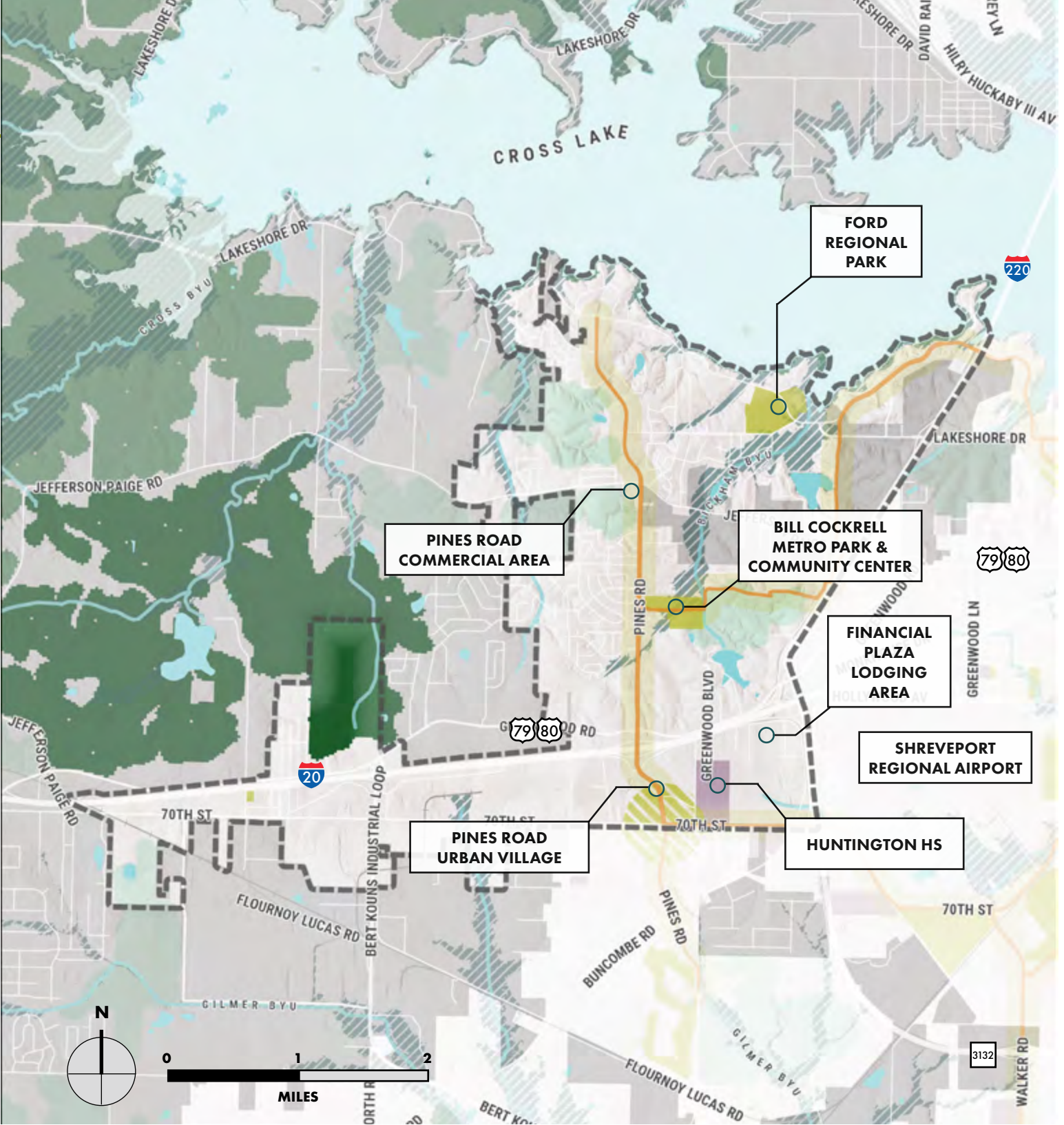
Preserving open space and forested land cover along drainage paths and riparian corridors is a cost-effective way to maintain natural drainage functions, allowing stormwater and runoff to be absorbed into the ground or by plants. Additionally, this open space can also enhance quality of life by providing additional green space for residents.

Where development has already occurred, the usage of green infrastructure can help to replicate these natural drainage functions and hold stormwater before it is discharged to Cross Lake.

Improve park quality and pedestrian/bicycle access in West Shreveport.

The Parks and Recreation Comprehensive Master Plan identifies multiple projects in this area, including renovations and improvements at Ford Park and the development of a new Pines Road / West Airport area neighborhood park near West 70th Street and Pines Road. Establishing a park between Interstate 20 and West 70th Street could improve quality of life for residents in apartment complexes near Huntington High School and provide an anchor for an urban village at Pines Road.

Additionally, connecting these parks through the development of greenways and shared-use paths can expand access for residents. NLCOG’s Regional Active Transportation Plan identifies creating a side path along Pines Road and developing a shared-use path connecting South Lakeshore Drive and Bill Cockrell Metro Park. These paths would have an additional benefit by connecting residents to jobs and resources in other areas of the city via an active transportation route.



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)