

North Shreveport Regional Development Plan Appendix

May 15, 1998

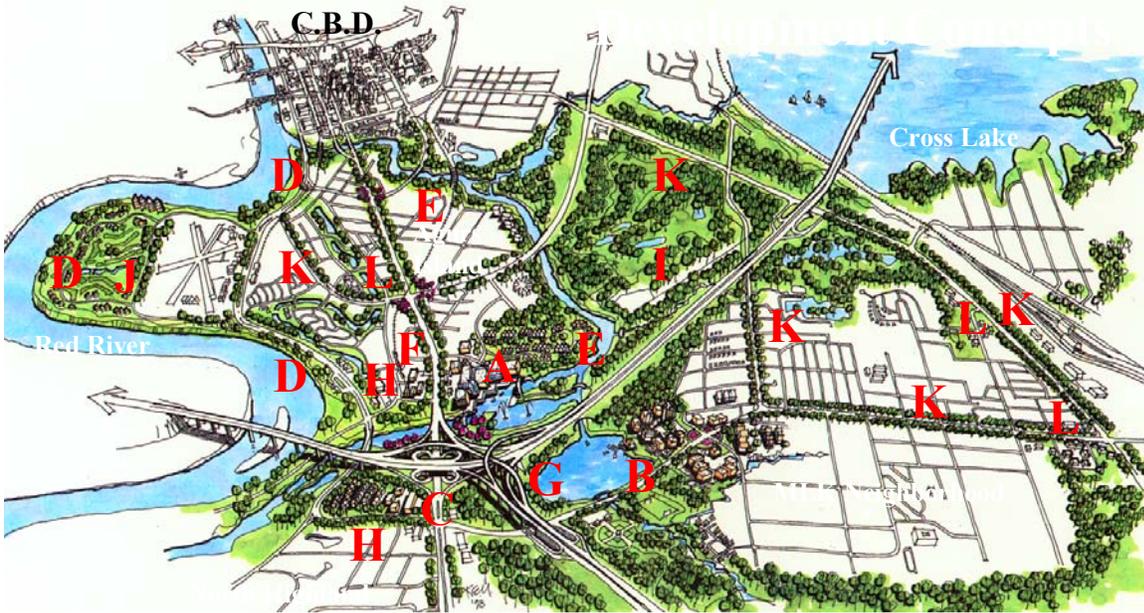
prepared for

Shreveport Metropolitan Planning Commission



Morgan, Hill, Sutton & Mitchell / Morrison & Associates

Daron West • Robert J. Marak • Atchley & Atchley



- A** New regional shopping/ residential development connected to new Twelve Mile Bayou Linear Park
- B** New MLK Neighborhood Commercial Center connected to Paul Lynch Park
- C** Expanded North Highland Commercial Center to include new moderate intensity residential development
- D** New Red River Linear Park developed to I-220 bridge
- E** New Cross Bayou/ Twelve Mile Bayou Linear Park
- F** North Market Gateway Street development
- G** Recommended I-49 Gateway Interchange
- H** New Parkway extension north connected to MLK Boulevard
- I** Developed Paul Lynch Park expanded to include wetlands on both sides of I-220
- J** Approximately 600 acre development on public land east of Downtown Airport
- K** Greenbelt Roadways
- L** Neighborhood Commercial Centers

North Shreveport Regional Development Plan

3.16.98

Morgan Hill Sutton & Mitchell Architects

North Shreveport Regional Development Plan

MISSION

●

*North Shreveport
will become a
safe, self-sustaining community
where people will want to
live, work, and raise a family.*

●

North Shreveport Regional Development Plan PRIORITIES

Strengthening neighborhood organizations



Creating a positive image



**Improving education and
fostering lifelong learning**



Job and business creation



Fostering positive neighborhood transition



Conquering fear/ reducing crime



Increasing individual responsibility



**Investing in the future through
comprehensive capital improvements**

North Shreveport Regional Development Plan

Sustaining Success

“The answer is simple.

*Form a
development corporation,
adopt a plan,
and consistently work the plan.*



*NSDC would be a private,
non-profit corporation operated
by representatives of all
North Shreveport
neighborhoods.”*

North Shreveport Regional Development Plan

VISION

●

“North Shreveport is a sleeping giant. The vision is one of strong neighborhoods linked by parklands along waterways and greenbelt roadways.”

●

North Shreveport Regional Development Plan

Initiatives to Build Success

Organize NSDC



Obtain NSDC funding



Align I-49 to intersect with I-220/ Market Street



**Secure Highway Impact Funds for
Paul Lynch Park & 12 Mile Bayou Linear Park**



**Secure Recreation Funding from R.R. Waterway
Commission and Corps for
Red River Linear Park extension to I-220 Bridge**



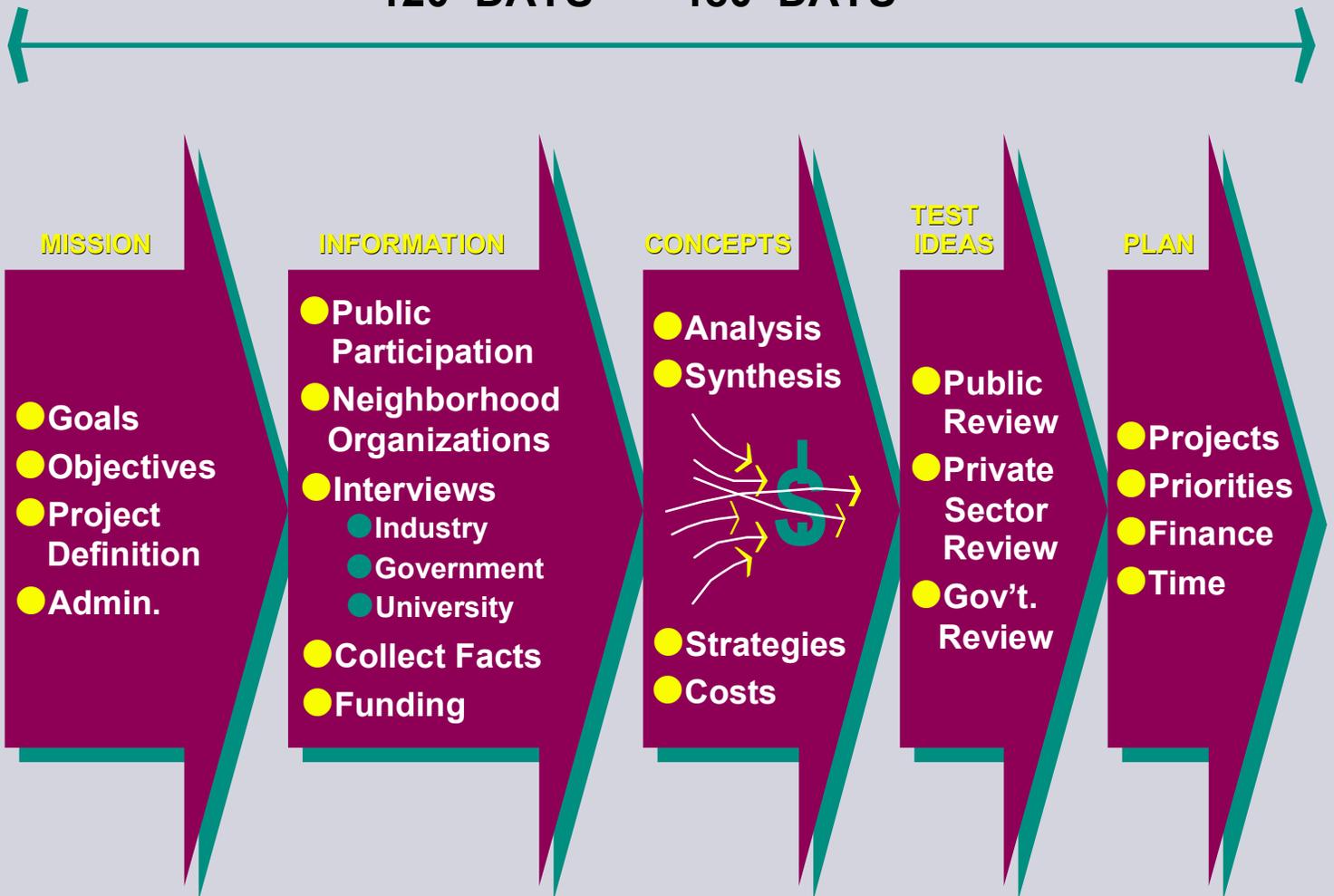
**Secure Federal Highway Funds for N. Market St./
Caddo Corridor improvements as the I-49
Inner City Connection. Use impact money
to implement Gateway Enhancements**

NORTH SHREVEPORT REGIONAL DEVELOPMENT PLAN

PROCESS

Planning Retreat Minutes
12 - 9 - 95

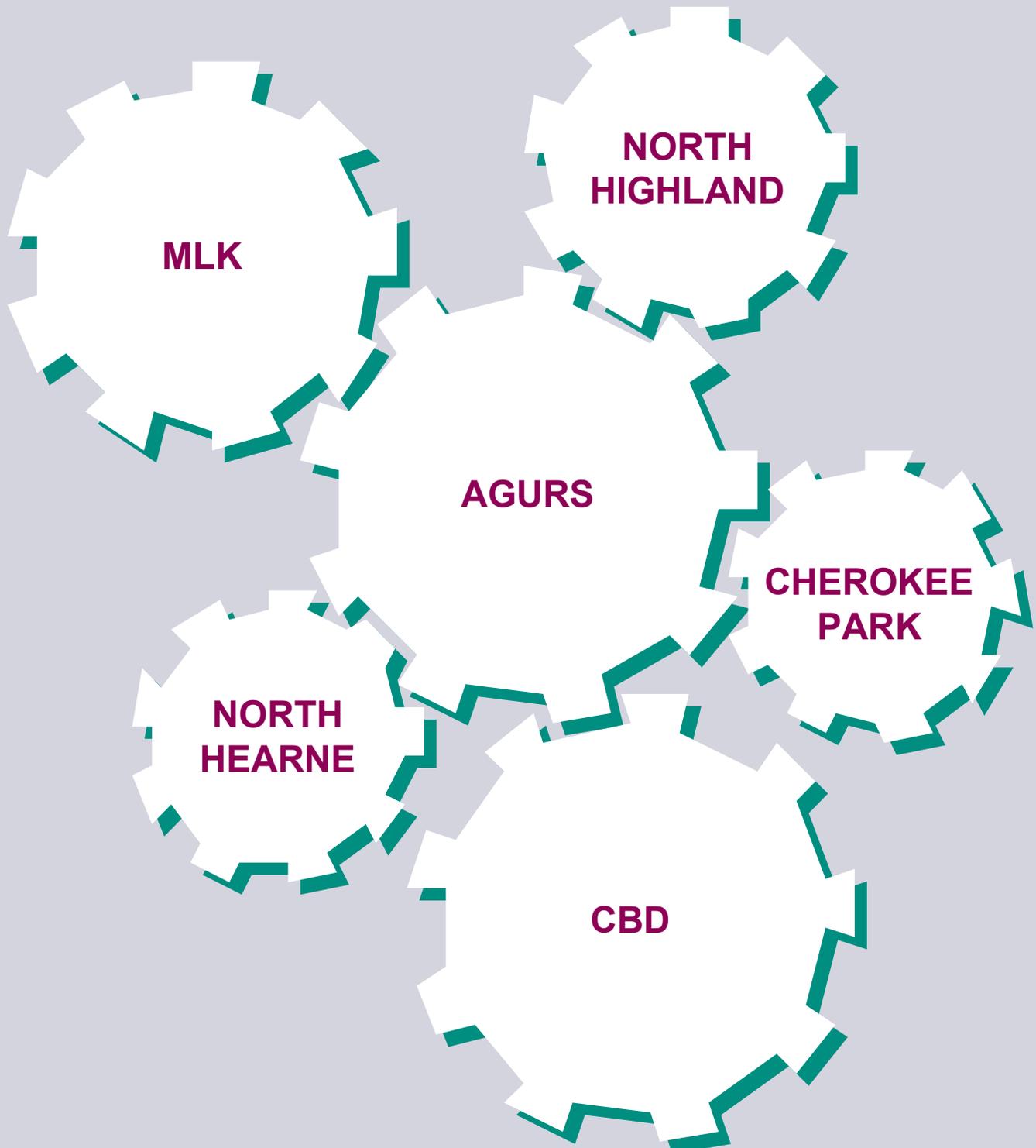
120 DAYS - 180 DAYS



PEOPLE ● VISION ● PROJECTS

NORTH SHREVEPORT REGIONAL DEVELOPMENT PLAN

DEVELOPMENT DYNAMICS



**NORTH SHREVEPORT REGIONAL
DEVELOPMENT PLAN**

**Advisory Board Retreat
December 9, 1995**

Agenda

8:30 Introduction and overview of the plan process.

9:00 Discussion of issues concerning North Shreveport.
For example:

- How does your neighborhood relate to other neighborhoods in North Shreveport?
- What do you like about your neighborhood?
- What would make your neighborhood more desirable?
- What are negative influences in your neighborhood?
- What opportunities do you see for your neighborhood?

9:45 Break for coffee

10:00 Alternative Futures Discussion

- Gather in several smaller groups to discuss desirable outcomes of for North Shreveport.

10:45 Discussion of a mission statement; goals and objectives; and public participation strategies.

11:45 Summary of discussion and setting of neighborhood meeting dates.

12:00 Adjourn

North Shreveport Regional Development Plan Steering Committee Planning Retreat

December 9, 1995

On December 9, 1995 the Steering Committee of the North Shreveport Regional Development Plan participated in a planning retreat. The event was held at the Community Education Center of Willis Knighton located on Blanchard Road in the MLK area from 8:30 a.m. to 12:00 p.m. The purpose for the retreat was to discuss issues of concern to North Shreveport, alternative futures, and a mission statement to guide the planning process in the coming months. The committee by consensus adopted the following statement at the end of the retreat:

Mission

Create a plan that promotes the business, residential and industrial growth and development of North Shreveport to become a safe, self-sustaining community where people will want to live, work, shop, and raise a family.

The committee focused on key issues of concern to North Shreveport Neighborhoods. These issues are **Neighborhood Organizations, Fear, Jobs/Training, Image, Transitional Neighborhoods, Education, & Individual Responsibility.**

The following pages are minutes of the meeting as recorded through a facilitation process. Following the minutes is an appendix with the agenda, handout material, and information provided by Project Neighborhealth.

**North Shreveport Regional Development Plan
Steering Committee Planning Retreat
December 9, 1995
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Attendees

Name	Address	Phone Number
James Buriah	2132 E. Algonquin	424-9111
Edwina Drakes	2215 W. Algonquin Trail	222-1726
Bonnie Moore	765 Tecumseh	226-1175
James Robinson	131 Mayfair Drive	222-1555
Lloyd Thompson	1921 Myrtle	221-2121
Jimmie Roach	9520 Mansfield Road	686-3267
Karen Barnes	5974 Vancouver Drive	929-7815
Ronald Robinson	2729 Montana	424-2961
Todd Hopkins	1701 Monty St.	226-6936
Becky Graham	301 Yolanda Lane	865-1835/797-0543
Herman Williams	Dept. of Urban Development	673-5900
Judy Battle	Metropolitan Planning Commission	673-5900
Patrick Williams	10217 Los Altos	798-0288
Judith Green	Metropolitan Planning Commission	673-6470
Tab Baccus	Morgan, Hill, Sutton & Mitchell	221-1623
Roy Jambor	Morgan, Hill, Sutton & Mitchell	221-1623
Wavely Cunningham	Morrison Associates	222-3200
David Dodd	Morrison Associates	222-3200
Kim Mitchell	Morgan, Hill, Sutton & Mitchell	221-1623
Kenn Babin	Morgan, Hill, Sutton & Mitchell	221-1623

North Shreveport Neighborhood Issues

North Highland (North Highlands Improvement Association - It has been difficult to maintain an organization. The association needs project, common goals, and continuing purpose.

- Children are leaving city from lack of jobs (economic generator)
- Lack of neighborhood pride (property standards) Non resident landlords.
 - How do we create pride as a culture for North Shreveport?
 - Good looking community = jobs.

Martin Luther King (MLK Civic Association)

- + Access/Roads
- + Churches
- + Southern University & Vo-Tech - training for the next century
- + New Development in MLK Area.
- We assume youth know right from wrong. Children raise themselves. Need strong neighborhood association, Community Center (could consider school buildings) purpose to educate about pride of community.
- + K.C.S. & U.O.P. are potential investors in the well-being and advancement of North Shreveport.
- Loitering, gambling, graffiti, gangs
- No pride in property maintenance
- History & music
- + Tourism - Black Museum
- + Open space for economic development
- + Strong grassroots leaders
- Blanchard Road image
- + North Shreveport Industrial Park

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Steering Committee Planning Retreat
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- create incentives (political support)
- + Project Neighborhealth (see attachment for additional issues)

Agurs (Agurs Business Association)

- + Common ground for all
- + Opportunity for relationship between business community residential communities
- + Potential financial support
- + Have jobs
- + Cheaper to invest in community than security to keep out!
- + 6,000 jobs (25% of Shreveport work force)
- Agurs invests in police department and surrounding neighborhoods. Nobody asks Agurs for help.
- + Land available for more business and jobs.

Hearne Extension (no comments were offered concerning Hearne Extension)

Cherokee Park (North Shreveport Civic Association - focus is on North Market)

- Transitional neighborhood
 - Increase in rental property
 - People moving in and out - pride in property
- + - Increase in younger population
- Can't Provide For Children
 - Recreation
 - Playing in streets
 - Lack of churches
 - Somewhat lack of sense of community

**North Shreveport Regional Development Plan
Steering Committee Planning Retreat
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- Shift of jobs to southwest Shreveport. Jobs are too far from C.P.
- + Most convenient neighborhood in City

General Comments:

- Who are key players in neighborhoods?
- How do we build constituencies/teams?
- Avoid building fences to avoid problems.
- Why is North Bossier growing and not North Shreveport? Land is prettier in North Shreveport.
- Need more leaders.
- How do we create a culture of individual responsibility?
- Attitude = Outcome
- Invite Ken Heinz from LSUS for future job forecast.

Alternative Futures Discussion of Key Issues

I. Neighborhood Organizations

Facilities
Money
Coalitions

- A. Churches should be a part of community, do not seem to want to be involved.
 - 1. N. organization need to reach out to churches to join efforts.
 - 2. Have national church leaders here.
 - 3. Should reinvest in community.
- B. Empowerment.
- C. Attitude of common ground.
- D. Establish common facility.
- E. Fund raise independent. from Legislature donations.
- F. Set up non-profit to receive donations.
- G. Coalition of neighborhood groups.
 - 1. Set up non-profit to receive donations.
 - 2. Set up one organization each neighborhood sends rep. strength in numbers.
 - 3. Identify groups to be part of coalition.
 - 4. Identify what is N. Shreveport ?
 - 5. N. organization need to reach out to churches to join efforts.

II. Fear

- A. Environment needs to give impression of permanence and friendly ?
 - 1. Street banners for light pole.
 - 2. Shreveport Green support efforts.

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3. Bring facility standards up to higher.
- B. Unknown.
1. Dialogue.
 2. N. Shreveport festival to allow outsiders to come in and see and touch community to eliminate fear of unknown and change impressions of area.
 3. Education.
- C. Misinformation.
- D. Media establishes impressions.
1. Misinformation.
 2. Capitalize on positive.
 3. Neighbor holds need to est. their on image.
- E. Who creates image?
- F. Change progress in an old community created internal fear.
1. Investigate what and who are behind progress.
 2. Politics.
 3. Is it going to hurt anybody?
- III. Jobs / Training**
- A. Change perception.
1. You can contribute to society.
- B. Educators have unrealistic views of how jobs function/needs.
1. Communicate to educators Vo-Tech.
 2. Start training in High School.
 3. Expand curriculum to place emphasis on “new professions” and changes in technology.

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- C. Ivory tower is unrealistic
 - 1. Encourage schools/ industries to communicate.
- D. No transportation.
 - 1. Expand bus routes.
- E. We have no goal, program to know where were going.
 - 1. Master plan.
- F. We don't focus on business we have.
 - 1. Help those already here to incentives.
- G. Focus on "Incubators".
 - 1. P.R. and tax roll incentives to allow us to use their facilities (Albertson - N. Market).
- H. Can't get a job after education.
 - 1. Educators have unrealistic views of how jobs function/needs.

IV. Image

- A. Civic Pride.
 - 1. Cooperation.
- B. Sense of direction - planning.
 - 1. Start with what we have now and build over time.
 - 2. Development process.
 - 3. Community Event.
- C. Economically viable community.
 - 1. High employment.
- D. Kids playing happily.
 - 1. Structured environment for youth.

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- E. Homey -Family Centered.
 - 1. Safe
 - 2. Family
 - 3. Parent/Church involvement.
- F. Clean.
 - 1. neighborhood watch signs.
 - 2. Signage.
 - 3. Landscaped.
 - 4. Well-lit.
- V. Transitional Neighborhoods - The whole city is in transition!! Turn it into a positive thing.**
- A. Acceleration of Rental property.
- B. Increased Crime.
 - 1. Education and community is critical.
 - 2. Real, but not as bad as it use to be. Image persists.
 - a. Crime is in all neighborhoods.
 - b. Citizens responsible, don't depend on police dept.
- C. Loitering.
 - 1. Individual responsible.
- D. Noise level went up.
 - 1. Individual responsible.
 - a. Teach children responsibility;

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- E. Devaluation of property values.
 - 1. Reach out
- F. Unsightly - Less pride in property
 - 1. Reach out
- G. Reduction of property maintenance result of no ownership.
 - 1. Know your neighbors. Take responsibility, individual responsibility.

VI. Education

- A. Curriculum/lack of focus
- B. No linkage to market/industry
- C. No link between parents/schools/children
 - 1. Children & Parents educated
- D. Outreach
 - 1. Bussing
- E. Lack technology to keep up
 - 1. Change perception to *education is important and life long.*
 - a. Better utilize schools
 - 2. Funding of neighborhood organizations
 - a. Government
 - b. Business
 - 3. Lifelong Learning Centers at schools
 - a. Better Utilize Schools & Churches
 - b. Schools belong to us, not school board.

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- F. How do we make education important to all
 - 1. Help parents
 - a. Time
 - b. Money
 - c. Transportation
 - d. Better jobs
 - e. Economic opportunities for parents.
 - f. Adult education
 - g. Funding of neighborhood Organizations
 - 1) Government
 - 2) Business
- G. Facilities are here
- H. Cannot compete without proper education.

Mission, Goals & Objectives, Public Participation

Mission (Purpose)

- Build a community with common goals
- Increase awareness of communities' needs
- North Shreveport will be a self reliant, safe, family oriented community
- Place that provides opportunities
- Desirable Place - Image

Goals & Objectives

- Increase opportunities for interaction so we can share and work for common interest.
- Create jobs by enhancing desirability of North Shreveport Industrial Park.
- Increase residential and business population of North Shreveport.
- Increase business competition
- Promote entrepreneurship within the community
- Strong public involvement.
- Increase involvement of community leadership
 - churches, political, grassroots, industrial, commercial, educational, media

Strategies

- North Shreveport Festival or event
- Publicize the positive activities
- Define North Shreveport to attract business to area
- Direct, Managed media exposure
- Press conferences throughout planning and beyond

Getting the Word Out

- Churches
- Neighborhood Organizations
- Civic Clubs
- Agurs Business Association
- Invitation to Business - printed and phone
- Chamber announcement and newsletter - Ex-Director and Board and staff
 - Community bulletin boards
 - Newspaper - Times and Sunday
 - Schools*
- Neighborhood Organizations need money
- Fear of what happens to property, job, person: Deterrent to economic development.
- Image

North Shreveport Regional Development Plan Martin Luther King Neighborhood Meeting

January 8, 1996

Attendees:

Judy Battle	1234 Texas	673-6472
Lorie H. Pennywell	3917 Liaison Drive	687-3541
Ruby Brown	Rt. 2 Box 334-80	258-3410
Barbara M. Thomas	6863 Washington Lane 71119	938-9989
Patrick Sanders	1823 Pine Hill Road, 71119	222-0526
Stephanie Morris	1550 Hawkins Street	424-2138
Jacqueline Robinson	2729 Montana St., 71101	424-2138
Angela M. Henderson	613 Meadowdale Place	688-3813
Orlisa Johnson	1833 Christopher Glen Drive	424-9480
Ronny Young	2789 Relsey Street, 71107	222-8093
Edward Armstrong	1916 Jamison, 71107	222-2609
Mattie Armstrong	1916 Jamison, 71107	222-2605
Roberta L. Moore	2715 Phelps, 71107	424-7358
Miranda Hicks	1846 Fairfield Avenue #1003	221-9721
Patrice Searcy	1422 MLK Drive	222-7968
Maggie W. Washington	3148 Montana, 71107	425-8357
V. Estor Pouncy	3148 Montana, 71107	425-8357
Pearlian Henry	3150 Montana	226-0084
Melinthia Lee	1565 Russell Road	227-2139
Reginald Robinson	2729 Montana	424-2961
Lauri Hill	1755 Hill	222-5087

The residents attending this meeting explored ideas and opportunities for the MLK neighborhood. Discussion included issues and strategies. Planning team members facilitated and recorded comments for which there was group consensus. The primary categories of discussion were more shopping alternatives, Residential Development, Recreation, Image, Business growth to create jobs, Education, and Arts. The notes are organized by categories with subcategories of goals/issues and strategies/outcomes.

Shopping Alternatives Goals/Issues

- Census information indicates that approximately 12,000 people live in MLK. Attendees believe there may be over 30,000.
- We would like a variety of specialty type restaurants that are locally owned.
- We would like franchise businesses that hire locally.
- We would like a Farmer's Market.

Strategies/Outcomes

- Explore concepts for a community center or mall/town center to create more unity in the community. Consider locations on MLK Drive, center of neighborhood or rear McCain Creek if regional park developed.
- Obtain more accurate census information. Consider contracting with private company to obtain more accurate census information to show potential business that more people live in MLK.

Residential Development Goals/ Issues

- There is a perception that 20% of the residences of MLK are owned by non-resident landlords.
- We need more cooperation from City Property Standards to regulate dumping and other code compliance issues.
- We need nursing homes and activities for elderly. We currently send elderly out of community.
- We need low-interest loans for homeowners to improve property.

Strategies/Outcomes

- Upgrade the quality of housing.
- Encourage city to promote home mortgage programs.
- Encourage more housing development strategies. Development of Paul Lynch Regional Park could stimulate new residential development.

Recreation

Goals/Issues

- We would like more parks, movie theaters, skating, bowling, etc. in North Shreveport.

Strategies/Outcomes

- Promote the design and implementation of Paul Lynch Regional Park for North Shreveport.
- Promote the extension of I-49 North of I-220 and potential related funding for the regional park.

Image

Goals/Issues

- The image of MLK is improving.
- Streets and drainage have improved and the city has a plan to continue improvements.

Strategies/Outcomes

- Get the word out about positive news in MLK by encouraging media coverage.
- Start a North Shreveport Festival.
- Participate in the Red River Balloon Festival at the Downtown Airport.
- Improve street lighting.
- Encourage churches to be involved in the whole MLK community. There is a need to break tradition and have church members lead pastors in giving back to the community and being involved in the MLK community.
- Create a common vision as a tool to come together.

Business Growth

Goals/Issues

- There are ideas among residents of MLK for start up business.
- There is a need for venture capital for small loans.
- There is a need for business ventures to create jobs in the MLK neighborhood.
- Assess community needs to identify business possibilities.
- Work with LSUS and Southern University to establish a small business incubator program.
- Create a business ethic that businesses that locate in MLK give back to the community.

Strategies /Outcomes

Education

Goals/Issues

- Approximately 2000 MLK residents attend Southern University.
- Southern does a good job of being part of the community; however, they can do more.
- Vo-Tech is good if you can get in. There is currently an 18 month wait and requirements for a good education.
- There is a need for parental training to break the cycle of negative influences.

Strategies/Outcomes

- Churches could help in offering parental training.
- Encourage Southern University to implement more intern programs for community service.
- Encourage Southern University to implement programs for culture and heritage of the black community as a means to build community pride.
- Civic Organizations can assist parents with educational goals for children. This could be in cooperation with Southern University.

Arts

Goals/Issues

- We would like community theater in North Shreveport.
- We would like an Art Gallery and shows in North Shreveport.

North Shreveport Regional Development Plan

Cherokee Park Neighborhood Meeting

January 18, 1996

The meeting was attended by approximately thirty-five residents including approximately ten school children. The sign-in sheet for this meeting was lost. The facilitated discussion was recorded with participant consensus on a 20 ft. paper and flip chart. The primary categories of discussion focused on **Recreation, Social Activities, Image, Shopping, Economic Development, Education, and Transportation**. The notes from the two hour meeting are organized by category with sub-categories of goals/issues and strategies/outcomes.

Recreation

Goals/Issues

- We would like a place for children to play in this neighborhood without going to other neighborhoods.
- We would like a neighborhood Service Center or Community Center for activities such as:
 - Scout meetings
 - Association meetings
 - After school tutorial sessions
 - Art classes
 - Aerobics
 - Basketball and Sports
- We would like recreational facilities for activities such as:
 - Swimming pool
 - Bowling alley
 - Skating rink
 - Baseball fields
 - Football/soccer field
 - More tennis courts
 - Food concessions at recreation areas
 - Amphitheater

Recreation

Goals/Issues (continued)

Strategies/Outcomes

- The current park is not surrounded by residential units or roads and is therefore not easy for residents to supervise/police activities within the park.
- Consider cooperative efforts with Cherokee Park Elementary, the Caddo School Board, and City Parks and Recreation to provide more public access to existing facilities and new facilities.
- The existing school and adjacent park could form the basic framework for a community center.
- The bayou that runs through Cherokee Park presents an opportunity for a recreational linkage of the neighborhood.
 - Clean up the bayou.
 - The bayou used as a park can help “build a bridge” between two subdivisions of Cherokee Park-Highland Park.
 - This could become a common initiative with the Agurs Business Neighborhood.
- Support and promote development of Paul Lynch Park as a regional park for all of North Shreveport.

Social Activities

Goals/Issues

- We would like more positive activities for children to add to current activities.

Strategies/Outcomes

- Cherokee Park Neighborhood Association should participate as volunteers at the Balloon Festival/Rally at Downtown Airport. Participation would include working in food concession, arts and crafts, and races.

Image

Goals/Issues

- Existing street lighting is not adequate.
- Existing streets are not well maintained.
- Existing sidewalks need repair.
- Crime and gangs contribute to negative image.
- We would like a library in our neighborhood.
- We would like more positive symbols and public art in our neighborhood.

Strategies/Outcomes

- Consider incorporating a library as part of a community center. Bring the Library Board, School Board, and City together to discuss cooperative ideas and solutions.
- Request the city and SWEPCO to investigate more efficient street lighting that enhances the neighborhood (pedestrian friendly).
- Require more strict qualifications for HUD homes.
- Build symbolic signage structures of welcome to the neighborhood. This could be an association project.

Shopping/Retail

Goals/Issues

- We would like a variety of restaurants.
- We would like theaters.
- We would like more shopping alternatives.

Strategies/Outcomes

Economic Development Goals/Issues

Strategies/Outcomes

- Create incentives and programs to promote small business and start-up business.
- Design and implement strategies to redevelop retail, shopping, restaurants, etc. on North Market.
- 80% of residents work in other parts of the city.
- We would like job training that is not exclusively for low income.
- We would like job training that is adequate and current for the job market in North Shreveport.
- We would like a nursing home(s) for North Shreveport.
- We would like more jobs in North Shreveport for residents of Cherokee Park.
- Encourage both Chambers of Commerce to promote business development in Agurs and North Shreveport Industrial Park
- Maximize the use of the downtown airport as a job creating asset.
- Encourage development of the City property east of the downtown airport in a strategic manner that enhances North Shreveport.
- Design and implement incentives for North Shreveport business to hire North Shreveport residents.
- Design and implement a strategy for business to invest in the residential neighborhoods of North Shreveport and recognize a return on the investment.
- Work to obtain CBDG funds.

Economic Development Strategies/Outcomes

- Identify purchase needs of existing North Shreveport business as a strategy to build North Shreveport business. Coordinate and work with Chambers of Commerce Existing Business Development.

Education Goals/Issues

- We need occupational education beginning at elementary schools.

Strategies/Outcomes

- Apply for educational grants.
- Develop more partnerships with Vo-Tech.
- Identify training needs for residents.

Transportation Goals/Issues

- Replace Wells Island bridge for truck traffic.

Strategies/Outcomes

- Promote extension of I-49 north of I-220
- Oppose I-49 from I-20 to I-220 because of negative impact on North Market redevelopment.

North Shreveport Regional Development Plan

North Highland Neighborhood Meeting

February 17, 1996

Attendees

Roy and Dixie Davis	3731 Truett Blvd.	226-9432
Charles Wilbanks	3837 Truett	424-3514
George Freeman	3231 Dearborn	221-3838
Bob Sullivan	3731 Eddy Place	221-2948
Francis H. Rogers	730 Wesley	222-8060
Kim Mitchell	MHSM	221-1623
Roy Jambor	MHSM	221-1623
David Dodd	Morrison	222-3200
Judy Battle	MPC	673-6472
Marilyn B. Tyler	3813 Clintwood	222-1610
Guy S. Moore	813 Livingston	424-1559
Jon Oliver	712 Booth Drive	425-3976
Percy A. Sharp	775 Neal Drive	424-0577
Jim Thompson	913 Candler	221-2185
Sam Guarisco	713 Neal Drive	425-2784
Harold and Marie Wright	701 Livingston	424-0436

The residents that attended this meeting talked about the transition of their neighborhood, negative influences, and ideas for change. The planning team members facilitated discussion and recorded comments for which there was consensus. The primary categories of discussion were Property Standards, Education, Transportation Networks, Business Development, and Neighborhood Organization. The notes are organized by categories with subcategories of goals/issues and strategies/outcomes.

Property Standards

Goals/Issues

- We perceive that the change in city government has resulted in less action on enforcement issues of property standards.
- There has been white flight from North Highland to North Bossier and Blanchard.
- Entry signage to North Highlands needs maintenance/repair.
- Property standards issues include lack of regulations and lack of enforcement. There are illegal businesses and mobile homes.

Strategies/Outcomes

- Can we change insurance rating districts to reflect the quality of the neighborhood ? This district currently lumps all of North Shreveport together.
- The neighborhood could consider purchasing substandard property, but this is probably not practical.

Education

Goals/Issues

- Poleman Road currently divides the North Highland Neighborhood for Education. This was done as part of a consent decree and has had a negative impact on the neighborhood.
- Neighborhood did have the focus created by a neighborhood school.
- The quality of education is a high priority for North Shreveport.
- The divided district in North Highlands has lowered property values. The up side to this is more young families have moved into North Highlands.

Strategies/Outcomes

- A magnet school for North Shreveport would help residential neighborhoods.
- One school district for North Highland would improve neighborhood morale and common focus.

Transportation Goals/Issues

Strategies/Outcomes

Business Development Goals/Issues

- North Highland School could become the recreation area for the neighborhood. North Highland needs a recreation facility/park.
- Streets are in need of maintenance.
- There should be a traffic signal and better lighting at the entry to North Highland. There should also be arrow lights at North Market (east/west).
- North Shreveport has good access.
- Local area traffic is increasing due to growth to the North.

- Investigate improving Old Mooringsport Road and connecting to Clyde Fant Parkway.
- Promote I-49 North of I-220

- How does North Highland help promote jobs/industry in North Shreveport.
- We would like to see more technology business move to North Shreveport.
- How do we create a feeling of security for business.
- How do we sell North Shreveport to the Chamber, M.P.C., etc.

Strategies/Outcomes

- Industrial job growth should focus on small business. Little Rock and Bossier have done well pursuing small business instead of big fish.
- We need more government cooperation to improve business recruitment.

Neighborhood Organization Goals/Issues

- North Highland Neighborhood Association did have regular meetings in the past.
- The neighborhood watch was successful and brought the community together.
- North Highland is a neighborhood in transition. How do we get growing minority population involved in neighborhood improvement. There has been minority participation in neighborhood watch.

Strategies/Outcomes

- Common issues of concern and successful initiatives could ignite the neighborhood organization. Examples could include:
 - A neighborhood park.
 - Involvement in land use options for documentation airport property.
 - Involvement in I-49 routing, location of off ramps.
 - Considering I-49 as green belt highway - A gateway (setbacks encourage business to Agurs instead of sprawl.)

North Shreveport Regional Development Plan

North Market Planning Meeting

March 27, 1996

Attendees:

Corey Williams	SHREVEPORT CHAMBER	677-2553
Sandy Butler	MINDEN BANK	429-6080
Ken Leonard	MINDEN BANK	429-6080
Herman Williams	MPC	673-6464
Charles Creger	CREGER AUTOMOTIVE	221-2793
Warren Henry	400 TRAVIS, SPORT, LA	688-0460
Charles Kirkland	CITY HALL	673-6474
Kim Fitzgerald	P.O. BOX 7175, SPORT, LA	227-8285
Hugh Bailey	6300 LINE AVE., SPORT, LA	862-2234
Judy Battle	MPC	673-6472
Kim Mitchell	MHSM	221-1623
Gina Choo	MHSM	221-1623

On March 27, 1996 a special meeting of the Agurs Business Association was held to discuss North Market as a gateway street for Shreveport. The meeting was a part of the North Shreveport Regional Development Plan (NSRDP) process.

NSRDP is the result of an Agurs Business Association initiative to continue to move forward with improving Agurs. The Metropolitan Planning Commission and consultants have taken to public brainstorming meetings in all North Shreveport neighborhoods. The planning team is learning from residents and business the issues to be addressed on a successful future for North Shreveport. The results of these meetings is that the Agurs business neighborhood shares many common goals with the residential neighborhoods of North Shreveport. Cultivating a North Shreveport Partnership between Agurs and residential neighborhoods of North Shreveport can be important for achieving success on common issues and a vehicle to address areas of conflict that are obstacles to the success of North Shreveport.

The March 27 meeting was attended by a small group with good ideas for addressing a number of appearance and economic improvement issues for North Market. Attendees included representatives of several North Market businesses, and representatives of MPC and Chamber of Commerce. The meeting was facilitated by Kim Mitchell of Morgan, Hill, Sutton & Mitchell. The first part of the meeting required participants to view slides of existing North Market conditions as a way of beginning to categorize and agree on problems and opportunities that exist. The slides reveal issues such as:

- Two district characters exist--Cross Bayou to North Hearne and North Hearne to I-220.
- There are a number of property standard issues that range from possible demolition of vacant buildings to maintaining property.

North Market Planning Meeting
March 27, 1996

- Signage clutter.
- Non-conforming parking.
- Appearance of utilities and street lighting.
- On site display of equipment or products should be improved.
- The positive image presented by businesses that have large trees on their property.
- The positive image of businesses that have landscaping and no parking on the Market Street front of their buildings.
- There is a variety of setbacks of buildings that present problems and opportunities for North Market.

After reviewing the slides, participants discussed issues and offered ideas to improve North Market. These ideas included:

- **Developing a signage concept for North Market.**
 - * The concept should work with landscape and not conflict with planting. There should be a consistent means of identifying the street number for business even if it is necessary to renumber street addresses. Public signage should also be improved. A suggestion was made that perhaps all signs on North Market should promote North Market/Agurs businesses and not products. A question was raised about prohibitions on billboards.
- **Marketing aids for North Market:**
 - * Signage that promotes Agurs should be low and well done.
 - * Design a concept and strategy to promote Agurs as an Industrial Park.
 - * Develop new standards to upgrade requirements for new buildings or occupancies to achieve redevelopment goals.
 - * Existing infrastructure in Agurs is an asset that new industrial parks don't have.
- **Incentives are needed to assist in redevelopment of North Market/Agurs.**
 - * Landscape and signage improvements may be encouraged by low interest loans, grants, or through tax increment financing (TIF).
 - * A private loan pool might be formed.
 - * Possible use of EPA "Brownfield" funds might be used as a redevelopment tool.
- **Utilities**
 - * Is it possible to consider relocating any or all electric service to the rear of buildings?
 - * Ask SWEPCO to develop alternate screening for the electrical substation on North Market to help fulfill the redevelopment mission.

- **Redevelopment**

- * Develop new standards and covenants for new buildings or occupancies to achieve final redevelopment goals.
- * Evaluate parking requirements and setback requirements of current zoning for appropriateness to a final redevelopment concept. Inventory existing.
- * Setbacks from Cross Bayou to North Hearne in formulating concepts.
- * Equalize requirements for City and Parish.
- * Consider new street lighting on Market Street. Explore options to “cobra head” fixtures.
- * Determine street lighting status at I-220 and Market Street. The state removed the lighting but has not agreed to replace the lights. The replacement of lights at this location could present an opportunity to use fixtures that establish an identity for the North Market gateway.

- **Landscaping**

- * Tree planting and low ground cover may be preferable to bushes that create visibility problems for police patrols.
- * Tree planting in existing open spaces such as in front of Steel Forgings can screen industrial storage areas that are visible.
- * It may be desirable to preserve existing pockets of mature trees.

The March 27th meeting was valuable in setting a direction for North Market; however, there is a need to look to the future of Agurs and explore the possible relationship to North Shreveport. To produce effective results requires participation from a large segment of the Agurs Business Community. Kim has requested that we set a two hour time when we can attract a large number of the Agurs Business Community. The topic will be “Discuss Your Ideas for What Agurs can Become.” Give Scott Harkey or Hugh Bailey your preference. The meeting will be set for the near future.

North Shreveport Regional Development Plan Agurs Business Neighborhood

July 24, 1996

Attendees:

Kim Mitchell	MHSM	221-1623
Judy Battle	MPC	673-6472
Charles Kirkland	MPC	673-6474
Hugh Bailey	SWEPCO	862-2234
Bill Lacombe		
Allen Organich		221-8454
Ronald Robinson	MLK CIVIC CLUB	222-7967
Craig Kennedy	RED BALL OXYGEN	425-3211
Ken Leonard	MINDEN BANK	429-6080
Brett Matteson	SWEPCO	862-2230
Matt Delaney	MAINSTREET COM. DEV.	222-7176
Dan Delaney		
J. Peyton LaBorde	WHOLESALE PUMP & SUPPLY	221-4275
Scott Harkey	BEARING SERVICE	424-7447
Keri Bonnette	SHREVEPORT CHAMBER	677-2536
Clay Hathaway	SWEPCO	673-3173
Kim Fitzgerald	ISS COMPRESSION	227-8285
Otis Litton	CADDO SHERIFF OFFICE	226-9431
Randy Pinkley	RELIANCE ELECTRIC	222-9431
Paul Draper	NORAM ENERGY CORP.	429-2990
Tommy Wynn	JAMES RIVER CORP.	226-8661
George Lewis III	GEORGE LEWIS ACCT. FIRM	221-0393
Mike Smith	GEORGE LEWIS ACCT. FIRM	221-0393
Michael Williams	CADDO PARISH COMM.	424-0235
Glenn Kinsey	KINSEY INTERESTS	222-7173

The Agurs Business Association hosted this meeting. Attendees discussed redevelopment that included improving and expanding business, transportation, security and education. The planning team facilitated discussion and recorded comments for which there was consensus. The notes are organized by categories with subcategories of goals/issues and strategies/outcomes.

Improving and Expanding Business

Goals/Issues

- Alter census boundaries of Agurs to extend to the Red River and include Cherokee Park.
- Relocate parish boundary to the center of the Red River so that Agurs is totally within Caddo Parish. Much tax revenue from Agurs currently goes to Bossier Parish.
- The 500 acres east of the downtown airport represents a tremendous future growth opportunity. It should be carefully planned to benefit North Shreveport.
- The image of Agurs is important for a successful redevelopment program.
- North Shreveport needs strong support from City Hall.
- A full time manager responsible for North Shreveport Development is important for achieving success in the future. Consider strategies to transition to a full time manager.

Strategies/Outcomes

- Promote small business development in existing buildings.
- Promote and market the adjacency of Agurs to the Central Business District and the Downtown Airport. Business can office downtown and manufacture in Agurs.
- Inventory available property in Agurs for recruiting new business.
- Inventory Agurs business and their suppliers as part of a strategy to recruit new business.
- Market North Shreveport to the Blanchard area for improving retail demographics.

Transportation

Goals/Issues

- Promote and market North Shreveport shopping among North Shreveport residents.
- Find alternatives to closing the parkway for festivals at the downtown riverfront.

Strategies/Outcomes

- Promote extending I-49 from I-220 north into Arkansas.

Security and Education

Goals/Issues

- A large part of crime in Agurs can be addressed by having activities for children.
- A community center with a pool.
- More and easier public use of school facilities.
- More education during the summer could deter crime. Year round school may support this idea.
- More activity, more police presence, and higher education levels will improve the business environment.
- Caddo School system should be involved in training students for jobs.

Strategies/Outcomes

- Summer intern programs for high school students in Agurs business. This could be a means of mentoring. Consider private matching funds with the city for mentoring type programs.
- Alternative education should begin at the middle school level. The business community should promote this idea to the school board.

PROJECT NEIGHBORHEALTH

The solutions to bringing about a healthier community requires among other things determining the overall condition of the neighborhood. On August 2nd, 9th, and 10th the staff of the Education Center along with several volunteers conducted Public Forums to do a Strengths-Weaknesses-Opportunities and Threats Analysis- (SWOT). We also asked specifically about health needs.

The total attendance at the forums was 65. In talking with the residents about their community this is what we identified.

Strengths:

1. Churches
2. Schools-including S.U.
3. Headstart to college without leaving the area
4. Lots of land for improvement
5. Close knit family oriented community
6. Geography - accessibility to I-220, Hwy I, etc.
7. Historical legacy - great leaders
8. Fire Station - EMS
9. David Raines Clinic
10. K.C.S.
11. Works together cooperatively, Record of Accomplishments
12. Pride - #2 largest black community in U.S.A.
13. Some things are improving
14. Opportunities for growth
15. Developed industrial park
16. Diversity
17. Model - University Park

Weaknesses

1. Crime – loitering – gambling – drinking on the corner
2. Gangs – graffiti on buildings
3. Undesirable businesses – liquor stores – drug selling
4. Inability to create economic opportunities
5. No major businesses
6. No banks
7. Unutilized industrial park
8. Poor or no recreational facilities
9. Poor transportation
10. Health Services
11. No facilities for the elderly
 - * Nursing homes or independent living homes
12. Lack of unity within the community – “fragmented”

13. Lack of church involvement within the community
14. Poor elected representation (do not meet with residents)
15. Need new, young leaders
16. Police – community relations
17. Devaluing of property
18. Lack of services – lack of funds
19. Trash and litter
20. Lack of job opportunities
21. Lack of opportunities for children
 - * Jobs, recreational activities, enrichment programs
22. Abandonment and dilapidation of houses
23. Code enforcement – property standards not enforced
24. Feel neglected by city
25. No maintenance of area – overgrown lots, trees on powerlines, etc.
26. Poor drainage
27. Poor lighting
28. Not enough police presence – poor response time
29. Citizen not knowledgeable about city, parish, and state governments.

Opportunities:

1. Project Neighborhealth
2. Attitude to improve as opportunities develop
 - *Need education and training programs
3. K.C.S.
4. Tourism – develop Black Museum in area
5. Capitalize on what you do best – music, theater, etc.
6. More unity
7. Diversity of people
8. Availability of underdeveloped land
9. Tap into federal, state and local funds
10. Business development
11. Support local business
12. Be more neighborly
13. Elect better and honest leaders
14. Keep own property clean and neat
15. Become involved with community organizations
16. Organize and participate in neighborhood watch groups
17. Make Southern 4 year school – grade degrees

Threats:

1. Lack of economic growth
2. Image
3. Continued crime and violence
4. Lack of parental involvement with children

5. People don't like to volunteer
6. High unemployment rate
7. Affordable living
8. Lack of parental involvement in schools – no P.T.A. at some schools
9. High drop-out rate
10. Minority to majority transfers

Healthcare Issues:

1. Community Education
 - a. teen pregnancy, aids, young males responsibility in teen pregnancy – self esteem-prenatal care
2. Preventive Healthcare
 - a. go because you have to go vs. go so you don't have to go
3. Affordable and assessable healthcare – medications and drugstores.
4. Tots and teens clinics.
 - a. work with young people before they get pregnant
 - b. prenatal care – preventing
5. Parenting classes:
 - a. mate abuse
 - b. child abuse – all family members involved
 - c. educate parents on communication skills
 - d. coping skills – family esteem for both parents and children
6. Basic Anat-Physiology
7. How to live a healthier life
8. Good nutrition
9. Healthcare careers
10. Athletic Booster Clubs – first aid and C.P.R. training in schools
11. Cardiology workshops
 - a. hypertension, clogged arteries, etc.
12. Community workshops
 - a. How to take medicines
13. Follow-up care – especially for elderly, home health visits, etc.
14. Physical therapy
15. Another fire station for emergency service
16. Family Crisis Center with social workers

Community Profile **Martin Luther King, Jr. / Cooper Road**

Community Boundaries: **North – Pine Hill Road**
 South – KCS Railroad
 East – Highway 1
 West – Roy Road

Overview

The second largest African-American community in the country, the Martin Luther King, Jr. community (MLK) is 97% African-American and is constantly growing and expanding. Census reports show the number of residents at 11,079. It is widely held, however, that the number of residents are actually twice that amount.

The MLK area is characterized by small, substandard, wood-frame houses. It has many vacant, boarded-up houses and empty lots. Some of the houses do not have indoor plumbing or electricity. These characteristics are interspersed with newer brick homes with well-manicured lawns. Some streets are paved, while most are oil and dirt with open drainage ditches on both sides. Many of the residents have gardens, cattle, horses and chickens in the yard or on the property. The community is truly unique in its blend of rural poverty features in an urbanized area. The community was not originally a part of Shreveport, but was annexed in 1978; nevertheless it still retains features of the rural south, included vast wooded and undeveloped landmasses.

Along with the physical and land differences, you will find a paradox among its' residents. In MLK you will find one segment of the residents who are educators, professionals and business owners, while at the same time you will find that one-third of the residents live at or below poverty level.

The MLK area is a very active community with several different programs in place that serve the different needs of the community. The community has a civic club, which is used by young and old alike from early in the morning to late in the evening.

MLK is home to many different schools and can boast that it is one of the few communities where a child can begin his or her education in the Head Start and finish with a college degree without leaving the area.

To date three studies have been done on the MLK community. In 1973 the Shreveport Metropolitan Planning Commission published the Neighborhood Analysis and Housing Report. The objective of this study was to tabulate data concerning the existing housing conditions and characteristics of the various neighborhoods in the Shreveport area. In 1975 the Coordinating and Development Council of Northwest Louisiana published the Cooper Road Area Report. The major purpose of this report was to present facts dealing with the future of the Cooper Road, that is, whether the area should have been incorporated, annexed or allowed to remain the same. In 1980 the MPC, two years after annexation, once again did a study to develop a comprehensive

plan. The purpose of this plan was to establish policy guidelines for growth as well as to serve as a framework for setting standards. This plan was adopted in 1981 as an amendment to the Shreveport Metropolitan Master Plan by the MPC and the city council.

Noteworthy Socio-economic Characteristics:

<u>Number of Residents</u>	11,079
White	394 – 3.5%
Black	10,669 – 96.4%
American Indian	4
Asian	4
Other	8
<u>Housing Units</u>	3,559
occupied	3,057 – 86%
vacant	502 – 14%
owner occupied	1,921 – 63%
renter occupied	1,136 – 37%
*persons per household	3.65 persons
Average monthly income per household	\$1,034.00
Unemployment rate	22.5%
Public Schools	5
Higher Education	1
Fire Station	1
Churches	35

* Source: Northwest Louisiana Council of Government
Shreveport Metropolitan Planning Commission

