

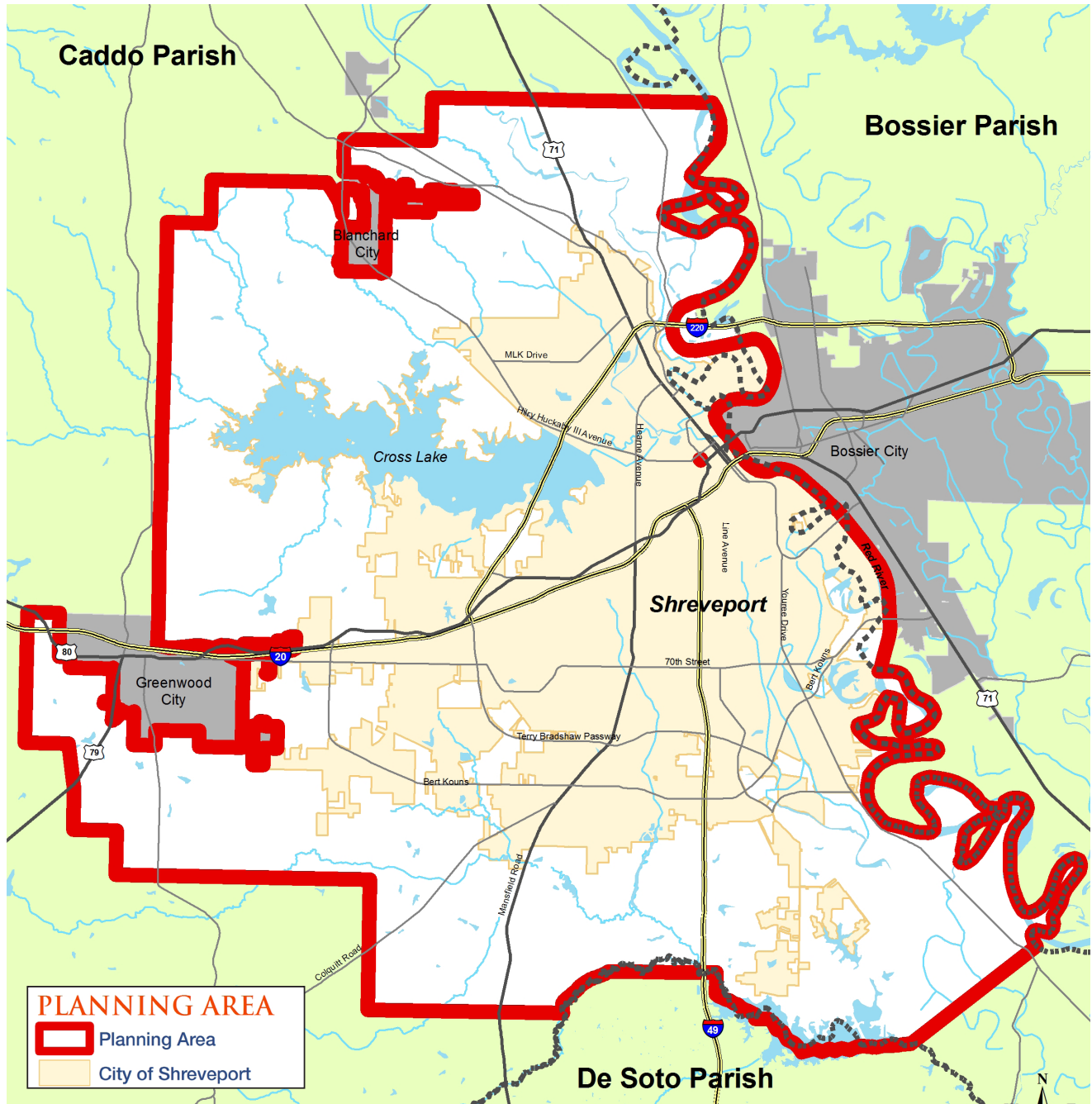
Great Expectations: The Shreveport- Caddo Vision for 2030



personal vision statements:

“Shreveport is widely recognized as the best place in the South to live, work and raise a family. Its infrastructure and educational resources are world class. Racial harmony and economic opportunity are the model for the country.”

MAP 1.1 SHREVEPORT-CADDO 2030 MASTER PLAN AREA (JURISDICTION OF THE METROPOLITAN PLANNING COMMISSION)



Source: NLCOG, 2009

The *Great Expectations Shreveport-Caddo 2030 Master Plan* arrives at a moment of tremendous opportunity for Shreveport-Caddo and the region.

It is the first comprehensive master plan since 1957, more than 50 years ago. The 1957 plan represented a response to a post-World War II boom that brought traffic congestion, crowded schools and housing shortages to the city. That plan had a profound effect on Shreveport's physical development as the road network it proposed was implemented over the years. The *Great Expectations Plan* arrives in 2010 when Shreveport-Caddo faces different challenges. With increasing visibility as a competitive location for business, the promise of long-term benefit from the Haynesville Shale natural gas economy, a diversified jobs base, and this new master plan to guide improvements in quality of life, Shreveport-Caddo stands poised for a transformation that can bring new jobs, opportunities, and population growth.

'More unites us than divides us'

Developing a vision statement is an essential early step

in creating a master plan. Vision statements focus attention on a community's values, sense of identity, and aspirations. The Vision and Principles developed by Shreveporters during the late summer and fall of 2009 express the high expectations that they have for the future. The vision statement tells a story and paints a picture of an ideal future in 2030. Shreveporters decided what they want to preserve and what they want to change, articulated their desires and hopes, developed a consensus on an ideal future, and committed themselves to working toward that ideal. The *Shreveport-Caddo Vision* represents the guiding image for the community as it faces

new challenges and complex choices. Accompanying the vision statement is a set of principles based on precepts that are important to Shreveport residents. The *Shreveport-Caddo Master Plan Principles* serve as a set of values that guide the master plan itself and its implementation. Together, the Vision and Principles are like the constitution of the master plan, setting the course for the future so that the *Great Expectations* are always kept in view.

The experience of creating the *Shreveport-Caddo Vision and Principles* showed that Shreveport-Caddo citizens from different parts of the Master Plan Area and from all walks of life share many values and agree on the kind of future they want for the Shreveport area. The Vision and Principles emerged from an extensive public outreach program and series of community participation events (described more fully in Chapter 2). They are a distillation of many hours of community activity and the contributions of more than 1,000 Shreveport-Caddo residents, who responded to a public opinion survey, participated in a day-long Visioning Forum, and attended neighborhood "Speak Out" meetings. The plan's Community Advisory Group (CAG), enlarged with volunteers from the Forum, took the results of the survey and events and worked with the consultant team to create a draft Vision and Principles. This draft was made available for public review and discussion in eight open house meetings across the Master Plan Area and on the project website. After a final review, the CAG then approved the Vision and Principles. The MPC board adopted the Vision and Principles as the guiding framework for the master plan on December 6, 2009.

B. The Vision

GREATER SHREVEPORT'S **VISION** FOR THE 21ST CENTURY

In 2030, greater Shreveport is the dynamic, creative and flourishing powerhouse of the ArkLaTex region. Our region combines the economic opportunity, diversity and cultural excitement of a growing city with the friendliness of a small town.

Our neighborhoods—safe, clean and welcoming—are connected by shared civic spirit and by a network of inviting public spaces and transportation choices. Downtown and nearby neighborhoods in the city core are vibrantly alive with residents and businesses in historic and new buildings. A revitalized waterfront district links Cross Bayou and the city center to Shreveport’s origins on the banks of the Red River. Underutilized properties throughout the city have been restored to community use with housing, shops, offices, or parks and other public spaces. Downtown and our diverse neighborhoods offer attractive and affordable choices for young singles and couples, families with children, empty-nesters, and retirees.

Because of its culture of excellent education and access to lifelong learning,

from the cradle to the senior years, the Shreveport-Caddo area has the qualified workforce to support an expanding 21st century economy. Established and emerging industries, such as natural gas, manufacturing, education, biomedicine, cyber security, green building and energy, health care, tourism, film production, and digital media depend on local talent, and entrepreneurial start-ups nurture new industries. As a transportation crossroads of rail lines and highways, including an extended I-49, and with a successful river port, we reach out to the nation and the world.

Shreveport is the “greenest” and healthiest city in the South, committed to resource and energy sustainability and enhancing access to healthy lifestyles. Our landscape is enriched by a natural network of greenways and bayous offering recreation in nature. Shreveport’s youth and college graduates, as well as newcomers, are proud of their beautiful city, cohesive community, and culture of opportunity. All citizens choose to be part of an innovative city on the move.

“Looking simultaneously through the present and the future is how we create new worlds and make them real. We must see ourselves holding hands in the present to hand future generations a sustainable and beautiful Shreveport... The vision statement is like a candle bringing light to a room that has been dark too long...It’s what makes a stack of paper and detailed plans come alive and engage the energetic participation of our citizens. [In writing a vision] we are striking the match that will ultimately light the way to the life our grandchildren hope for.”

WORDS OF A SHREVEPORT RESIDENT WORKING ON THE VISION STATEMENT

C. The Principles

Connected people and places

- Connect people in different neighborhoods and across barriers of race and class to work together for the benefit of the whole Shreveport-Caddo area.
- Connect our natural features in a usable network of greenways and blueways.
- Provide safe and efficient transportation choices including alternatives to the car, such as bicycle and pedestrian routes, and enhanced public transit.



Fairness and opportunity for everyone

- Make every neighborhood a “neighborhood of choice” with excellent infrastructure, services, and amenities.
- Enhance educational and economic access and opportunity for all residents.



Strengthened assets and enhanced possibilities

- Support, maintain and expand on the economic and community assets that sustain our area today. Create a community with easy access to all aspects of community life—work, travel, cultural events, festivals, shopping, and faith based and non-profit opportunities.

Good stewardship of our natural and cultural heritage

- Protect the quality of the water, air, and landscape
- Build greater understanding of our historic roots through organized preservation and historic heritage activities and incentive programs.
- Support arts and culture as a source of community pride and a distinctive economic competitive advantage.



A green and healthy community

- Promote cleaner energy and resource sustainability.
- Maintain and improve existing infrastructure before expansion to new areas.
- Encourage healthy lifestyles through access to nutritious food and a wide range of healthy activities that meet the diverse needs of our population.



High standards of quality in development and design

- Develop a “culture of planning” where decisions are based on a set of principles designed to attain the community’s vision.
- Make public investments a model of quality, excellent design, and long-term vision.
- Promote and enforce quality design standards in private development regulations.



A business-friendly environment

- Establish policies that create the conditions and climate to support the growth of local businesses and attract investment and entrepreneurs.
- Streamline regulations while preserving appropriate safeguards to our resources and quality of life.



A community of learners

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

C. The Principles (continued)

Strong local and regional partnerships

- Partner among government, business, institutions and nonprofits to achieve master plan goals.
- Foster collaboration among governmental entities as well as communities across the entire metropolitan region to work toward a shared vision.
- Reach out to partner with other regions to grow and sustain our economy.



Communication, transparency and community participation

- Promote civic engagement of all community members, with an emphasis on engaging young people.
- Keep residents, businesses and others informed about community conditions (quality of life indicators, both good and bad), decisions and options.
- Expand community participation in decision-making—every voice counts.

D. Personal Visions

At the Visioning Forum and the Speak-Out meetings, every participant was asked to write down his or her personal vision statement for 2030. These personal visions were thoughtful and often innovative, demonstrating both an attachment to Shreveport-Caddo as a community and a desire for it to be better. Each chapter of this master plan begins with a quotation from the personal visions of Shreveport-Caddo residents.

Among the themes that emerged: “Market our strengths to ourselves and outside... Capitalize on beauty and history of city... Small town feel with big city living... Opportunities where our children can elect to stay... Need a niche... Center of excellence for communications, healthcare, and energy... all homes “front-porch” places... connected network of self-enhancing neighborhoods... Inner city with house on every lot... Middle class opportunities... Race relations based on individuals—not opposing groups.”

Personal Vision Statements

Shreveport in 2030 is...

“A family-friendly, visitor-friendly, cutting-edge city... an increasingly diverse community...where all people know they are cared about and valued as individuals... neighborhoods that are physically beautiful, mixed-income, racially and age diverse...with easy access to schools, parks, libraries, shopping, restaurants...a greener, safer city...equitable in terms of providing walkable/ bikeable/transit accessible places....increased educational and economic opportunities... great leaders...and downtown is alive with many who live, work and play there...”

—PHRASES FROM PERSONAL VISION STATEMENTS

