



CEDRIC B. GLOVER
MAYOR

ROD RICHARDSON
Director of Communications

505 Travis Street Suite 200
Shreveport, Louisiana 71101
Tel. 318.673.5008
Fax.318.673.5099
Cell.318.525.7039

rod.richardson@shreveportla.gov

PRESS RELEASE

January 24, 2014

Shreveport Common touted as a Leader in Creative Placemaking



Shreveport Common

A VISION FOR AN UNCOMMON CULTURAL DISTRICT



The resounding acclaim Shreveport Common is generating nationally recently hit another crescendo thanks to a MIT study that touts this cultural community district as a leader in "creative placemaking."

The 62-page report recognizes the arts-led community revitalization process for Shreveport Common as having "laid the foundation to become one of the leading examples of creative placemaking in the country."



CEDRIC B. GLOVER
MAYOR

ROD RICHARDSON
Director of Communications

505 Travis Street Suite 200
Shreveport, Louisiana 71101
Tel. 318.673.5008
Fax.318.673.5099
Cell.318.525.7039

rod.richardson@shreveportla.gov

PRESS RELEASE

Placemaking is an innovative approach to transforming communities by creating and revitalizing open, public spaces around the needs and desires of the community, according to the Massachusetts Institute of Technology's Department of Urban Studies.

MIT researcher, urban planner and project manager Anna Muessig spent two days in Shreveport in September 2013, touring the area, studying the Shreveport Common Vision and Implementation Plan and meeting with stakeholders, property owners, the Shreveport Common management team and local artists.

Key takeaways from that visit included:

- Arts and culture strategies have great power to activate an area while brick-and-mortar investments are being planned and financed
- Strong mayoral leadership can break through institutional boundaries to create powerful task forces with a unique set of participants that cut through red tape and get things done
- Placemaking doesn't need hot-market cities and young, urban professionals to be successful: it just needs committed leaders and an enthusiastic community.

Other communities MIT studied include Discovery Green in Houston; Project for Public Spaces in New York City; Eastern Market in Detroit; and Better Block in Norfolk, Va.

Shreveport Common comprises nine formerly underutilized city blocks on the southeast side of downtown. Planning for the district began in mid-2010 following a fire that destroyed the headquarters of the Shreveport Regional Arts Council (SRAC). The ambitious plan to create a new center for arts and artists, now the central ARTSTATION and a new urban cultural district powered by the arts gained national attention and won recognition and funding from the National Endowment for the Arts, the Educational Foundation of America and ArtPlace America.

Under the leadership of Mayor Cedric Glover, more than 30 partners were assembled to support the vision, including the Commission of Caddo Parish, Downtown Development Authority, Northwest Louisiana Council of Governments, SporTRAN, Northwest Louisiana Roster artists and the Texas Avenue Community Association.

"Mayor Glover saw a crystal clear vision of how this western edge of downtown now known as Shreveport Common could become the engine for developing a cultural economy; one that builds upon the authentic, artistic heritage of the community," said Pam Atchison, executive director for SRAC. "He used the tragedy of a fire to light a passionate fire in the hearts and minds of developers, artists and philanthropists which in turn has fueled a 3-year commitment to planning and implementation of strategies that will yield the promise of Shreveport Common."



CEDRIC B. GLOVER
MAYOR

ROD RICHARDSON
Director of Communications

505 Travis Street Suite 200
Shreveport, Louisiana 71101
Tel. 318.673.5008
Fax.318.673.5099
Cell.318.525.7039

rod.richardson@shreveportla.gov

PRESS RELEASE

So far, more than \$6 million has been invested from public and private sources that included national grant awards and matching funds.

“This recognition by MIT is another nice feather in the cap that is Shreveport Common,” Mayor Glover said. “This is a total team effort and I continue to be amazed by the energy, talent and dedication that’s consistently being displayed by all of the stakeholders committed to making this vision a reality in Shreveport.”

-SHREVEPORT-
www.shreveportla.gov

[Twitter.com/MayorGlover](https://twitter.com/MayorGlover)
[Twitter.com/shreveinfo](https://twitter.com/shreveinfo)

###