

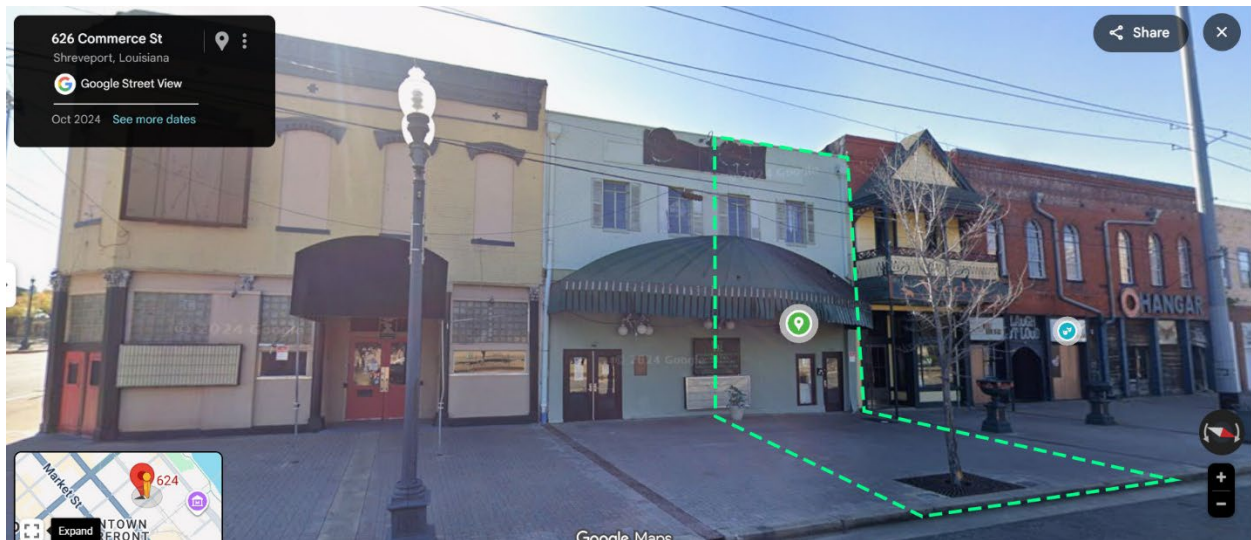
Certificate of Appropriateness

Filing Date: October 9, 2025
Case Number: **25-48-HPC**
Request: **Certificate of Appropriateness**
Project Address: 624 Commerce Street, Shreveport, LA 71101
Historic District: Downtown Shreveport Historic District
Zoning: D-1-E (Downtown Entertainment Sub-District)
Applicant: Adam Palmer / WIELAND
MPC Review by: Walter Johnson, Community Planning Division
walter.johnson@shreveportla.gov
HPC Meeting Date: October 21, 2025

PROJECT DESCRIPTION

624 Commerce Street, located to the interior side adjacent to corner of Crockett and Commerce is listed as a non-contributing structure. The two adjoining buildings at 624 and 626 Commerce Street are currently occupied as nightclubs within the Downtown Entertainment Corridor (D-1-E).

Both structures are two-story masonry commercial buildings dating from the late 19th to early 20th century, typical of the commercial block pattern found throughout the Central Business District.



At present, the shared façade features a continuous dark green awning spanning both storefronts, obscuring much of the upper and lower architectural detailing. Original transom and window openings remain visible but lack restoration or defining trim.

The exterior paint and finishes show signs of age, and the current condition does not strongly reflect the architectural character of adjacent contributing buildings along the block. The result is a subdued appearance that underrepresents the potential of these historic structures within the evolving downtown context.

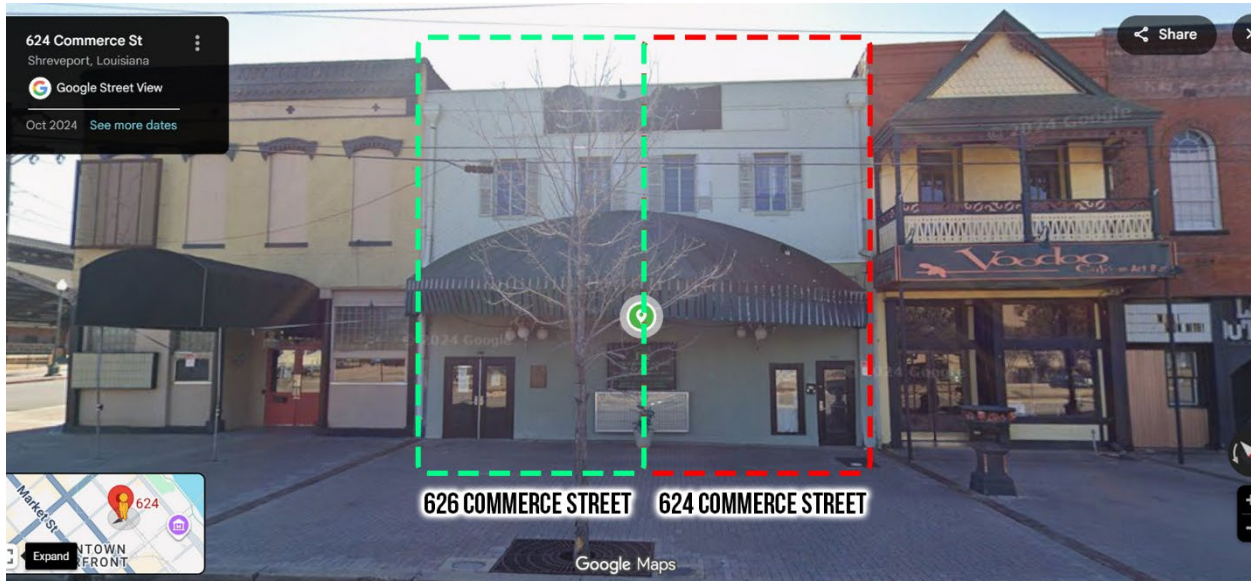
Architectural Style

This structure may be best classified a “Mid-20th Century Commercial Style” structure with modest Colonial Revival details that has been altered over time. Some of the features include:

- Simple two-story facade with minimal ornamentation, typical of commercial building from the 1940's-1960s.
- Symmetrical upper windows with decorative shutters adding a faint Colonial Revival influence.
- Large awning spanning the ground floor, which appears to be a later addition to adapt the building for dining or entertainment use.

PROJECT SCOPE

624 Commerce Street occupies the adjoining structure immediately east of 626 within the same two-story block. The existing façade is covered by the same dark green awning that spans both buildings, concealing transoms and diminishing visual character. The lower façade is simple, with recessed entries and limited architectural definition. The overall appearance is utilitarian, contributing little to the surrounding district’s otherwise active visual rhythm:



Proposed Improvements -

The applicant proposes to modernize the façade for a new venue, “VANGUARD”, featuring a bold geometric entry portal framed by white angular panels and accented with gold-finished double doors. The entry will be crowned with an illuminated “V” emblem and subtle LED edge lighting to create nighttime visual appeal. Planters and decorative wall sconces will enhance the pedestrian interface.

No alterations are proposed to the building’s masonry or historic fenestration pattern. The façade treatment is surface-mounted and reversible, ensuring the building’s historic integrity is preserved beneath contemporary finishes.

Compatibility & Compliance -

The design complements the adjacent Jackpot Lounge renovation by providing a coordinated yet distinct architectural expression. The façade’s scale, rhythm, and alignment respect the building’s original proportions and the context of the Downtown Entertainment Sub-District. Materials are consistent with current design standards for adaptive reuse and are appropriate to the D-1-E zoning designation. Exterior lighting and signage will comply with UDC regulations as per Article 9.

This type of style is not a historic architectural movement but rather a commercial design language created to draw attention, often used in casinos, clubs and themed entertainment venues. It mixes Neo-Deco, Pop, and Contemporary signage-heavy design to create an eye-catching, high-energy facade.

The renovation of 624 Commerce Street represents a *reinvestment in the heart of downtown* Shreveport. By replacing dated façades with architecturally expressive, high-quality frontages, the project brings new vitality to the streetscape, enhances the visual continuity of the entertainment corridor and signals a confident step toward Shreveport's downtown districts' long-term revitalization.

OTHER ACTIONS REQUIRED

The proposed project will require a Building Permit from the City of Shreveport Permits Division.

APPROVAL STANDARDS – Certificate of Appropriateness.

Per Shreveport UDC Article 21, Section 21.5, D. Approval Standards, for a Certificate of Appropriateness:

It is not the intention of these regulations to require the reconstruction or restoration of individual or original buildings and/or prohibit the removal or demolition of the same. Upon review of the application for a Certificate of Appropriateness, the Shreveport HPC and the Executive Director of the Shreveport-Caddo MPC, or his/her designee, must balance the following standards in making any recommendation and/or determination for approval:

1. *Whether the proposed activity involving exterior features and/or exterior architectural features is harmonious with the special character of the HPOD.*

MPC STAFF COMMENTS: MPC staff finds that the proposed activity IS HARMONIOUS with the special character of the HPOD.

2. *Whether the proposed activity will adversely affect any exterior feature and/or exterior architectural feature.*

MPC STAFF COMMENTS: MPC staff finds that the proposed activity WILL NOT adversely affect the exterior or architectural feature(s) and essence of the structure.

3. *Whether the proposed activity will adversely affect the historic character of the landmark, site, building, structure, landscape and/or object.*

MPC STAFF COMMENTS: MPC staff finds that the proposed activity WILL NOT adversely affect the historic character of the structure and area.

4. *In considering new construction, if a contemporary design is used, the architectural styles from particular historic periods are not required; however, a determination regarding whether the contemporary design is harmonious with the character of the HPOD is required.*

MPC STAFF COMMENTS: MPC staff finds that the architectural style IS HARMONIOUS with the characteristics of the HPOD. The new addition(s) will retain the same architectural elements in color, siding and texture.

5. *Whether the proposed activity is in compliance with the design standards contained in Article 4.*

MPC STAFF COMMENTS: MPC staff finds that the proposed activity IS IN COMPLIANCE with the design standards contained in Article 4 of the Shreveport UDC.

MPC STAFF ANALYSIS

CERTIFICATE OF APPROPRIATENESS

Based on the analysis of the approval standards, MPC staff finds that the proposed repairs and additions are appropriate for **624 Commerce Street**. MPC staff recommends Approval of this requested Certificate of Appropriateness to the proposed façade renovation at **624 Commerce Street** - subject to the following conditions:

1. All LED lighting shall be shielded and designed to avoid glare onto public right-of-way.
2. Signage brightness and size must meet UDC Article 9 – SIGN REGULATIONS and obtain Sign Permit approval prior to installation.
3. No structural or masonry modifications are approved under this request; any future structural changes must return to the HPC for separate review.
4. Final color and material selections shall remain consistent with the renderings provided.

MPC STAFF RECOMMENDATION

CERTIFICATE OF APPROPRIATENESS.

MPC staff recommends **APPROVAL** of the requested **Certificate of Appropriateness** as it appears to meet the approval standards of Shreveport UDC *Article 21, Section 21.5, D*.

ATTACHMENTS

- Exhibit A. Front Façade View
- Exhibit B. Zoning Map
- Exhibit C. Vicinity Map
- Exhibit D. Project Scope

HISTORIC PRESERVATION COMMISSION (HPC) RECOMMENDATION (October 21, 2025)

CERTIFICATE OF APPROPRIATENESS.

MPC EXECUTIVE DIRECTOR'S DECISION (October 21, 2025)

CERTIFICATE OF APPROPRIATENESS.

Executive Director Signature:	Date:
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Exhibit A. Front Facade View

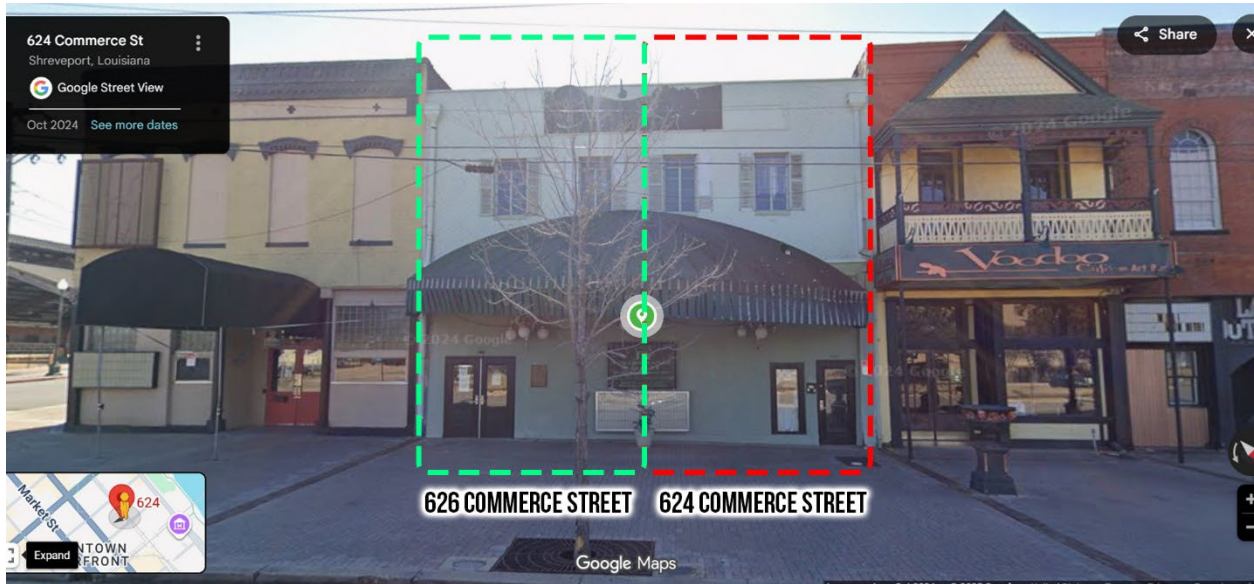


Exhibit B. Zoning Map

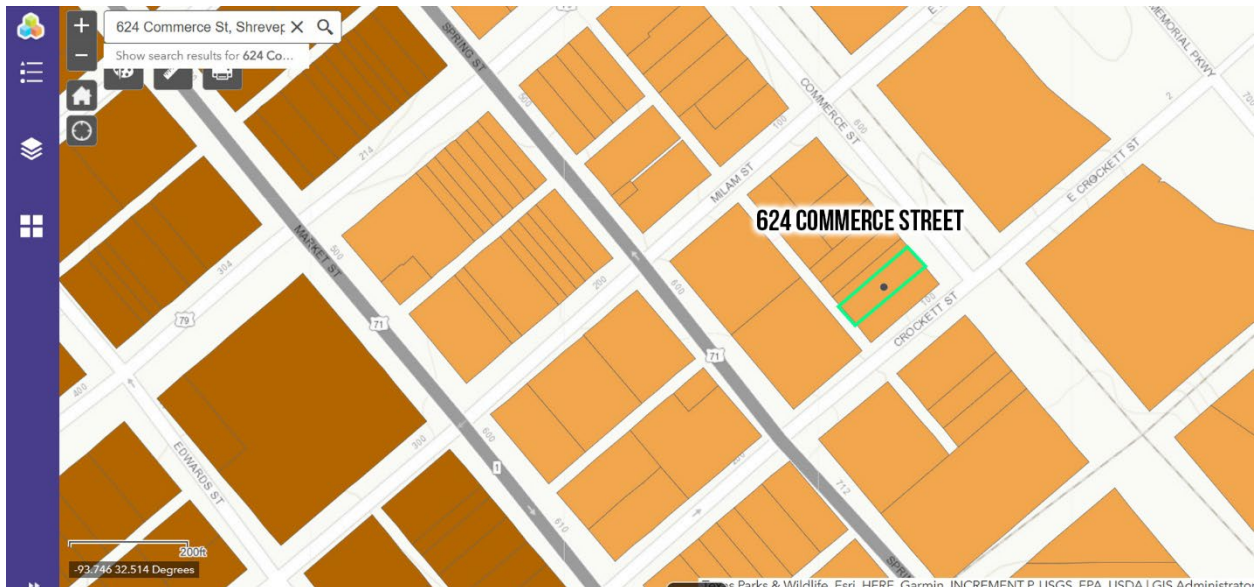


Exhibit C. Vicinity Map

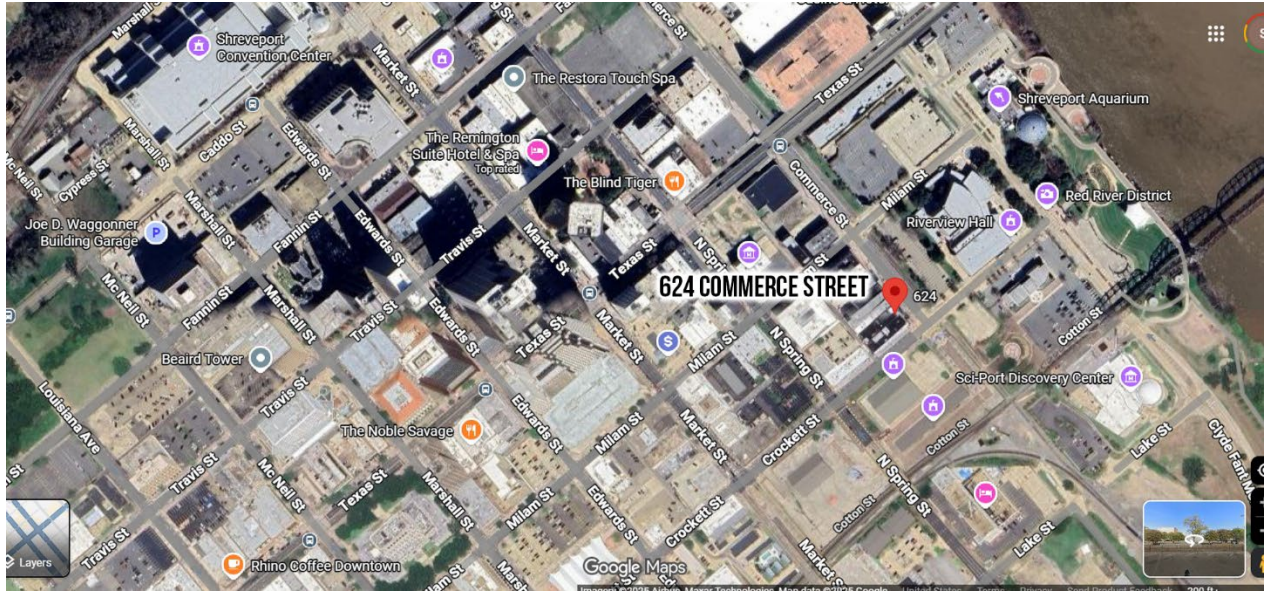


Exhibit D. Project Scope

