

Certificate of Appropriateness

Filing Date: September 22, 2025
Case Number: **25-47-HPC**
Request: **Certificate of Appropriateness**
Project Address: 510 Commerce Street, Shreveport, LA 71104
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

510 Commerce Street is in the **Downtown Shreveport Historic District** and located to the interior side adjacent to corner of Crockett and Commerce Streets is listed as a non-contributing structure. The current building may be best classified as a *late 20th-century Postmodern Classical Revival (or Neoclassical-inspired Postmodernism)* which is a style often used for civic, cultural, or institutional buildings from the 1970s-1990s that sought to reference history while maintaining modern simplicity.

Some of the key elements of this style are as follows:

Symmetry - The facade is organized in a highly symmetrical arrangement, reminiscent of classical traditions.

Arched windows - The use of repeated rounded arches (particularly on the ground floor) references Renaissance and Classical Revival forms.

Brick cladding - Common in institutional and civic postmodern architecture of the late 20th century, giving a sense of permanence and tradition.

Minimal ornamentation - Unlike true historic Classical Revival buildings, this one is stripped- down, with only subtle brick detailing rather than elaborate columns, cornices or pilasters.

Blocky massing with softened corners - The rectilinear mass with a curved corner suggests postmodern experimentation with traditional forms.



PROJECT SCOPE

The project proposes the renovation and adaptive reuse of the two-story brick building at 510 Commerce Street in downtown Shreveport. Currently vacant, it will become "**AXIS**", a restaurant and lounge, with an adjoining "**Magnolia Venue**". The goal is to restore activity to this underused property while preserving its form and contributing to the district's character.



- **Proposed Work:**
Maintain existing massing and arched window openings.
- Install a reversible exterior cladding system of dark-toned metal and composite panels over the existing brick, leaving the masonry intact beneath.
- Add a glass entry pavilion at the west façade for restaurant access, aligned with the original entry pattern.
- Update lighting, signage, and glazing to enhance visibility, safety & pedestrian appeal.
- Use neutral, durable materials compatible with downtown’s masonry and metal palette.

Proposed New Façade:

This building reflects a blend of Classical Revival and Contemporary/Modern commercial architecture.

Key elements on the left side to include:

- The tall, arched windows with heavy surrounds, keystones and cornice detailing inspired by Neoclassical/Beaux-Arts Design
- The symmetry and monumental scale reinforce that classical lineage.

Key elements on the right side include:

- The sleek materials (metallic columns, extensive glazing) and LED lighting provide a Contemporary/Modern entertainment venue aesthetic.



- The columns are classical in form but modern in execution-stylized cylinders lit with colored lighting, more decorative than structural.
- This is best described as a Neoclassical Revival commercial building with Contemporary/Modernist updates, often seen in adaptive reuse projects where an older structure is re-skinned or expanded for nightlife, dining, or event spaces.

Preservation Approach:

These renovations serve to retain the building's form, preserving original openings while using reversible methods. The design distinguishes new elements while maintaining visual harmony with adjacent structures. The proposal reactivates a long-dormant property, improving the streetscape through lighting, outdoor dining and supports ongoing future downtown 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 510 Commerce Street. Therefore, MPC staff recommends approval of this requested Certificate of Appropriateness.

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. Proposed Project Scope

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

CERTIFICATE OF APPROPRIATENESS.

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

CERTIFICATE OF APPROPRIATENESS.

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



Exhibit B. Zoning Map

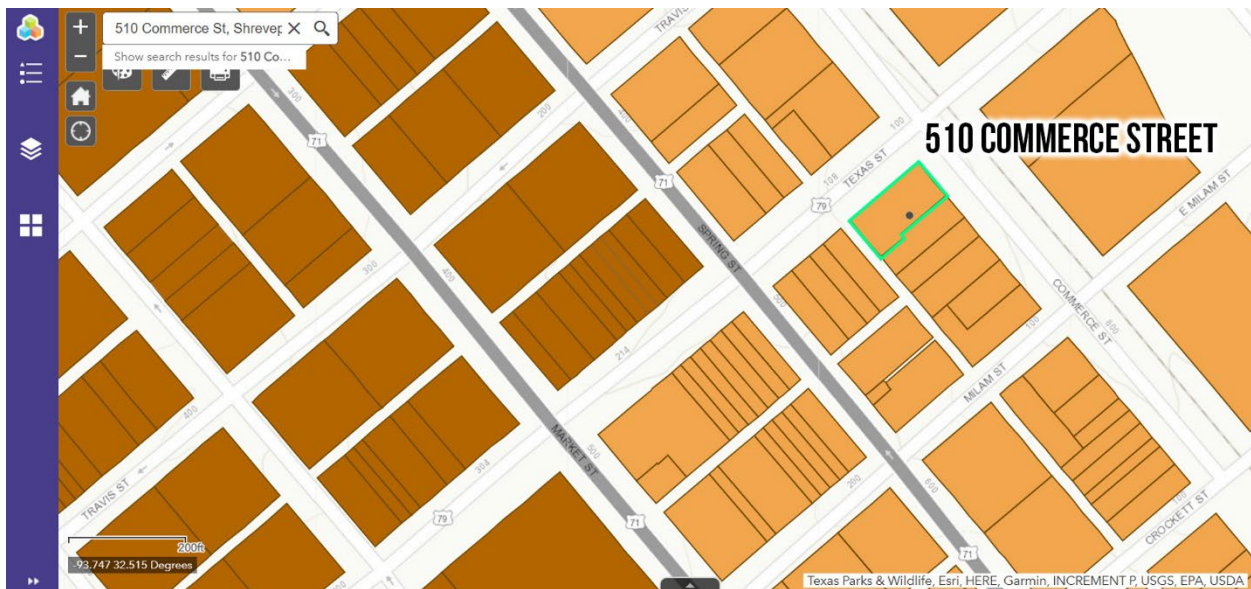


Exhibit C. Vicinity Map

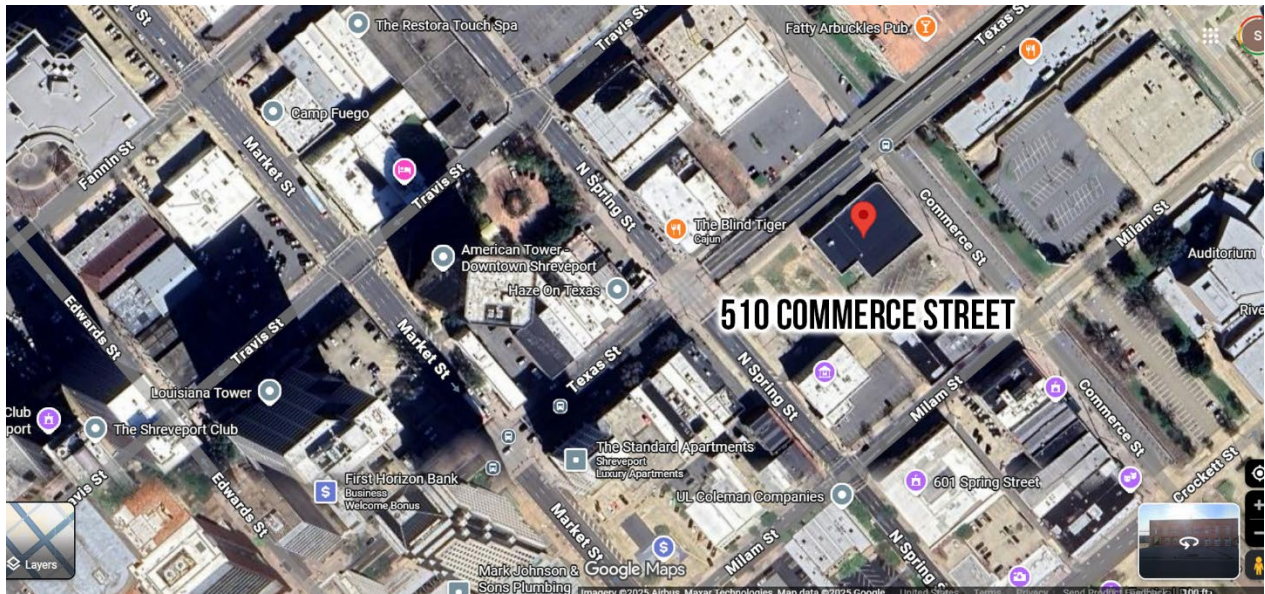


Exhibit D. Proposed Project Scope



