

Transportation Framework

North to Township

71B Main Line

This is the main South School/Archibald Yell/College Avenue route between Cato Springs and the north city limits. In the area between North and Township, College will remain a 4-lane roadway with either a median or two-way center turn lane. Where access management techniques like interconnected parking lots, shared driveways, and “slip lanes” can be used, medians reduce traffic conflicts, increase safety and pedestrian access, and improve visual quality. Where land use patterns make this impossible, two-way turn lanes will be used, potentially in patterned pavement to provide better definition and appearance.

Existing Circulator/Collector Streets

These streets either complement College Avenue or provide east-west access to provide alternative routes to the mainline. This can help traffic conditions on College by providing different routes for local traffic. Green Acres parallels College and could help relieve local traffic with better connections to and from College. Sycamore, Poplar, and Township are the leading routes connecting to the College corridor.

New Circulator/Collector Streets

These fall into two categories: short segments that can help complete new routes that take some traffic for local destinations off College and entirely new streets that can serve future development. Examples here include a segment of Green Acres to create a better intersection at College, and extensions of Colt and Colt Square Drives to provide a continuous connection between College and Green Acres. Solid red lines are available without major redevelopment; dashed red and black lines require redevelopment projects.

Private Connected Circulation Routes

These are drives or parking aisles that either are or can be connected to provide better access between individual properties. They can help reduce the number of curb cuts along the street, again reducing traffic conflicts. When two-way turn lanes are used on parts of College, these curb cuts should line up across from each other wherever possible.

Regional Shared Use Trails

In this segment, this category encompasses the planned Sublett Creek Trail. The plan connects this trail into the Poplar Bikeway, which in turn provides a relatively comfortable connection to the Razorback Greenway.

College Avenue Trail Network

While the plan envisions continuous sidewalks on both sides of College Avenue, the shared use trail network would parallel College on both sides and would accommodate pedestrians, bikes and other human powered modes, e-bikes, scooters, and other low-speed conveyances. It envisions a time when the College Avenue corridor has a large resident population who use active transportation to travel along the corridor and to its various features.

On-Street Bikeways

These routes include on-street facilities that connect the corridor to regional trails. The Poplar Bikeway is the best route between the College corridor and the Greenway, but lacks higher-order bike facilities.

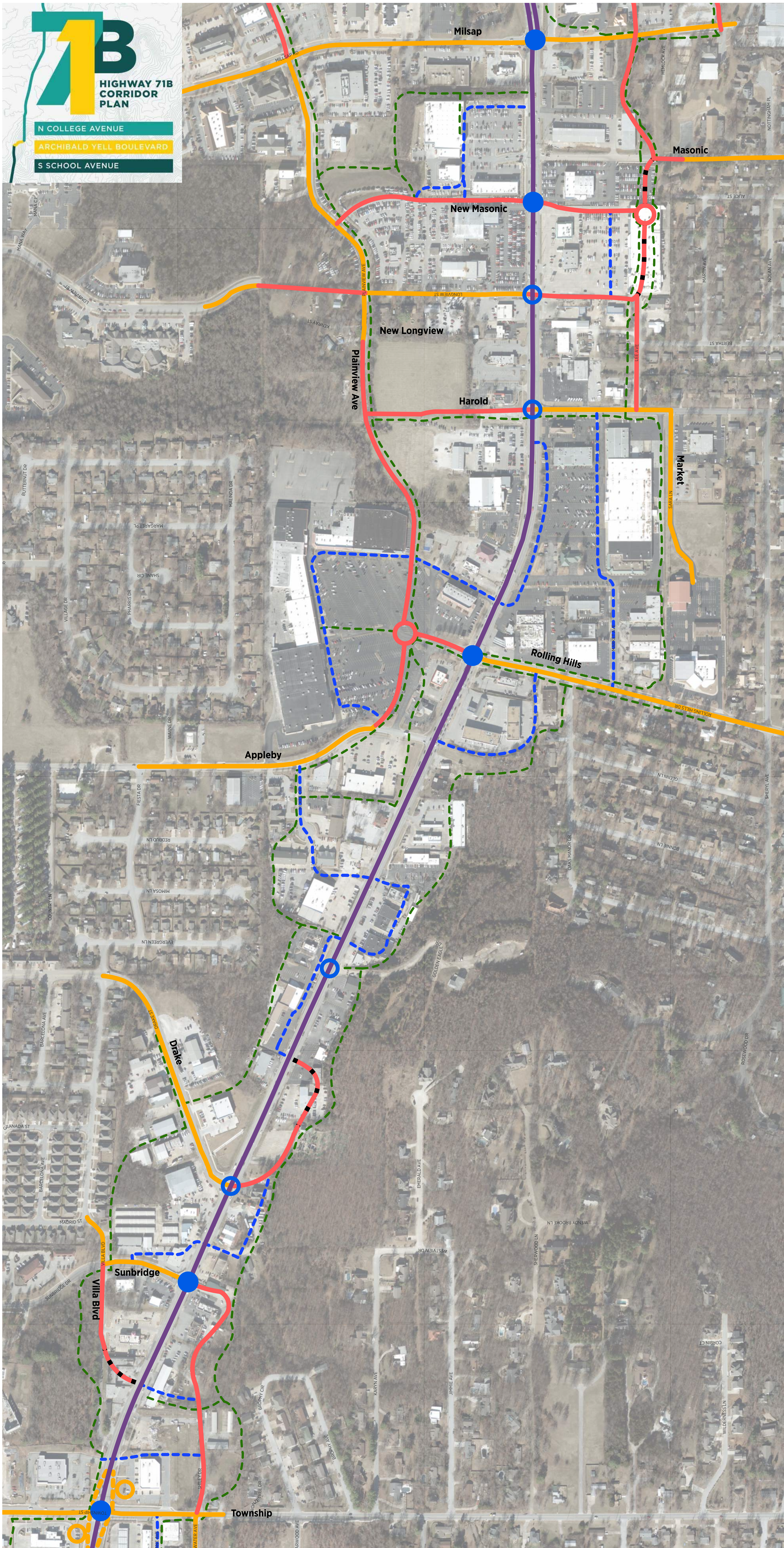
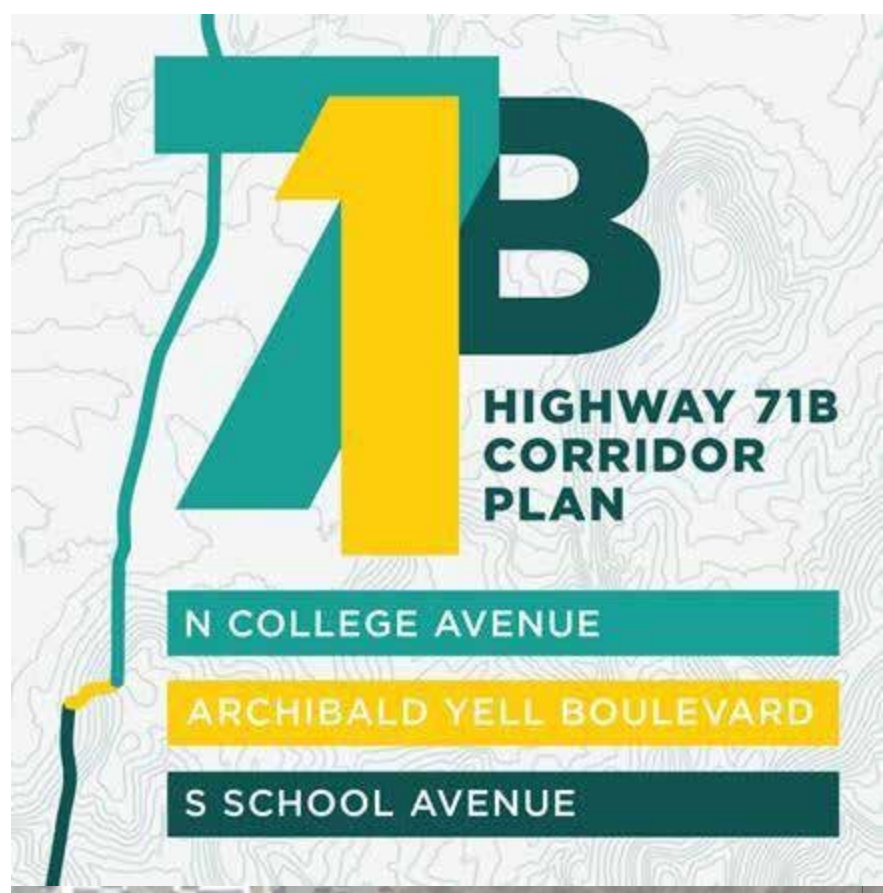
Urban Intersection Nodes

The plan increases the number of clear street intersections to 1) reduce the need for mid-block driveway cuts and 2) improve people’s orientation and sense of where they are relative to the destinations they are trying to reach. These also provide opportunities for placemaking and higher-density development. In this segment, these nodes include Memorial Drive, Sycamore Street, Poplar Street, Green Acres Drive, and Township Street. Signals should be added at Poplar.

Transit (BRT) Stations

The Northwest Arkansas region is contemplating a Bus Rapid Transit concept for the 71B corridor from Fayetteville to Bentonville. College Avenue also has local bus service through Ozark Regional Transit. These stations could include such features as high amenity shelters, bike racks, hot spots, digital arrival information, and high-level loading. In this segment, stops should be considered at Memorial, serving the VA, and Township.

- College Avenue “Mainline”
- Existing Circulator/Collector Streets
- Proposed Collector Links
- Future Links Requiring Redevelopment
- Private Connected Circulation
- Regional Shared Use Trails
- Proposed College Avenue Trail Network
- On-Street Bikeways
- Urban Intersection Nodes
- Transit (BRT) Stops



Transportation Framework

Township to Milsap

71B Main Line

This is the main South School/Archibald Yell/College Avenue route between Cato Springs and the north city limits. In the area between Township and Milsap, College would remain a 4-lane roadway with either a median or two-way center turn lane. Where access management techniques like interconnected parking lots, shared driveways, "slip lanes," and redesigned parking lot circulation can be used, medians reduce traffic conflicts, increase safety and pedestrian access, and improve visual quality. Where land use patterns make this impossible, two-way turn lanes will be used, potentially in patterned pavement to provide better definition and appearance.

Existing Circulator/Collector Streets

These streets either complement College Avenue or provide east-west access to provide alternative routes to the mainline. This can help traffic conditions on College by providing different routes for local traffic. Villa Boulevard and Plainview parallel College and help relieve local traffic for a limited distance. Villa's angle of intersection with College is very acute and is currently closed. Sunbridge, Drake, Appleby, Rolling Hills, Harold, Longview, and Milsap all connect to the College corridor from the west and east. However, these links are often offset or not fully connected to each other. As a result, this part of the corridor is very dependent on College for both local and regional circulation.

New Circulator/Collector Streets

These new street segments help complete new routes that take some traffic for local destinations off College. The most important and promising is to connect Appleby Drive with an extended Plainview Avenue, creating a north-south parallel route that can extend between Fiesta Square and the Mall. Rolling Hills drive would intersect this new street within the Fiesta Square property with a roundabout. Connections of Longview, Masonic, and Harold west to the Plainview connection would complete an effective circulation grid that will provide significant relief for College. Realignments of Masonic and relocation of the traffic signal to the south can provide a better western access for Whole Foods, and increase the distance between Milsap and Masonic. Extending North Front south to Harold Street with future redevelopment could relieve the lack of an outlet for Milsap east of College and provide a circulator route for businesses and development on the east side of College Avenue.

Private Connected Circulation Routes

These are drives or parking aisles that either are or can be connected to provide better access between individual properties. They can help reduce the number of curb cuts along the street, again reducing traffic conflicts. When two-way turn lanes are used on parts of College, these curb cuts should line up across from each other wherever possible.

College Avenue Trail Network

While the plan envisions continuous sidewalks on both sides of College Avenue, the shared use trail network would parallel College on both sides and would accommodate pedestrians, bikes and other human powered modes, e-bikes, scooters, and other low-speed conveyances. It envisions a time when the College Avenue corridor has a large resident population who use active transportation to travel along the corridor and to its various features.

On-Street Bikeways

In this segment, the Appleby/Rolling Hills system provides access between the Razorback Greenway on the west and Old Missouri on the east. Experimental protected bike lanes through Fiesta Square and along Old Missouri have been installed and their performance being evaluated.

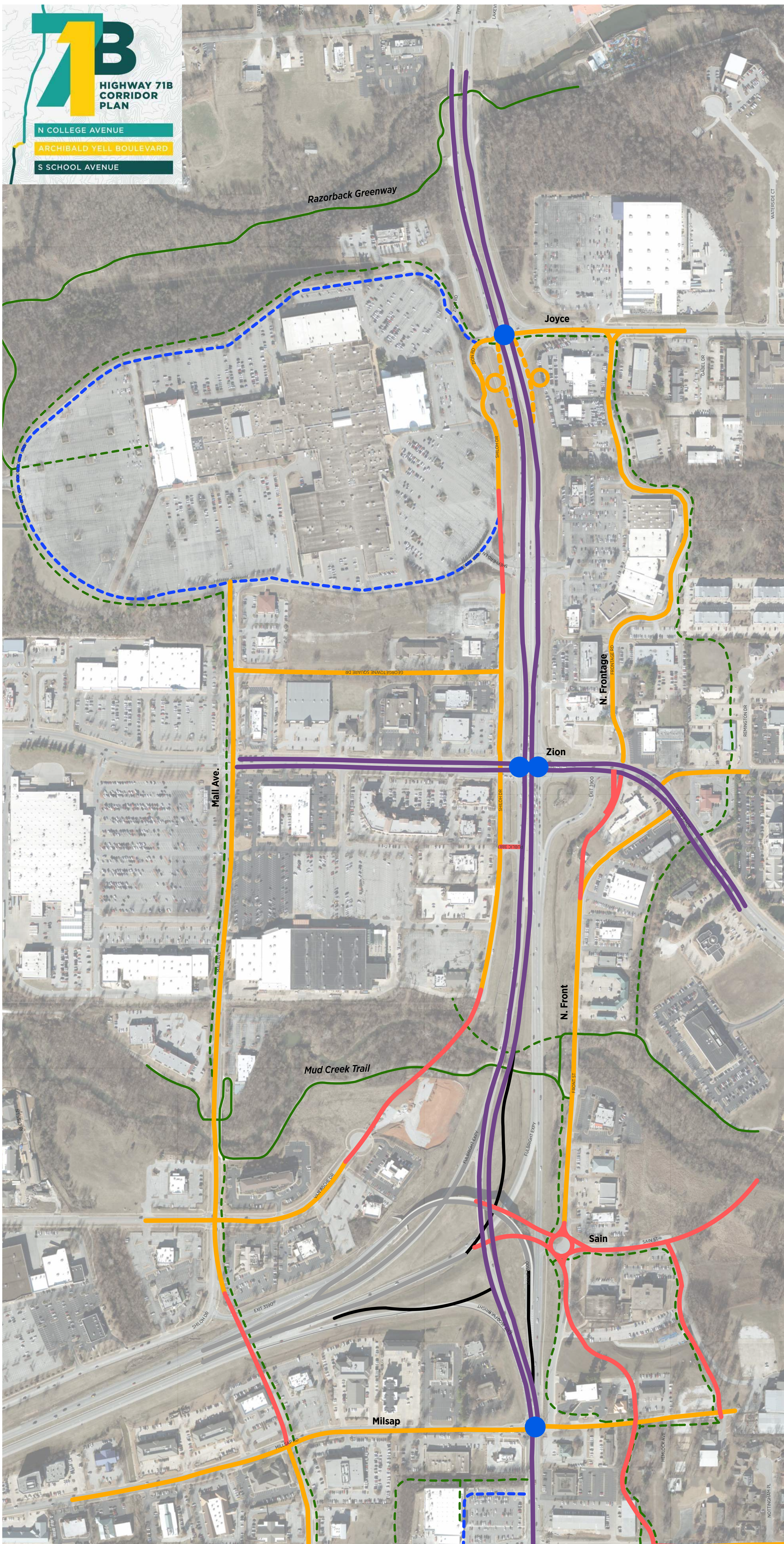
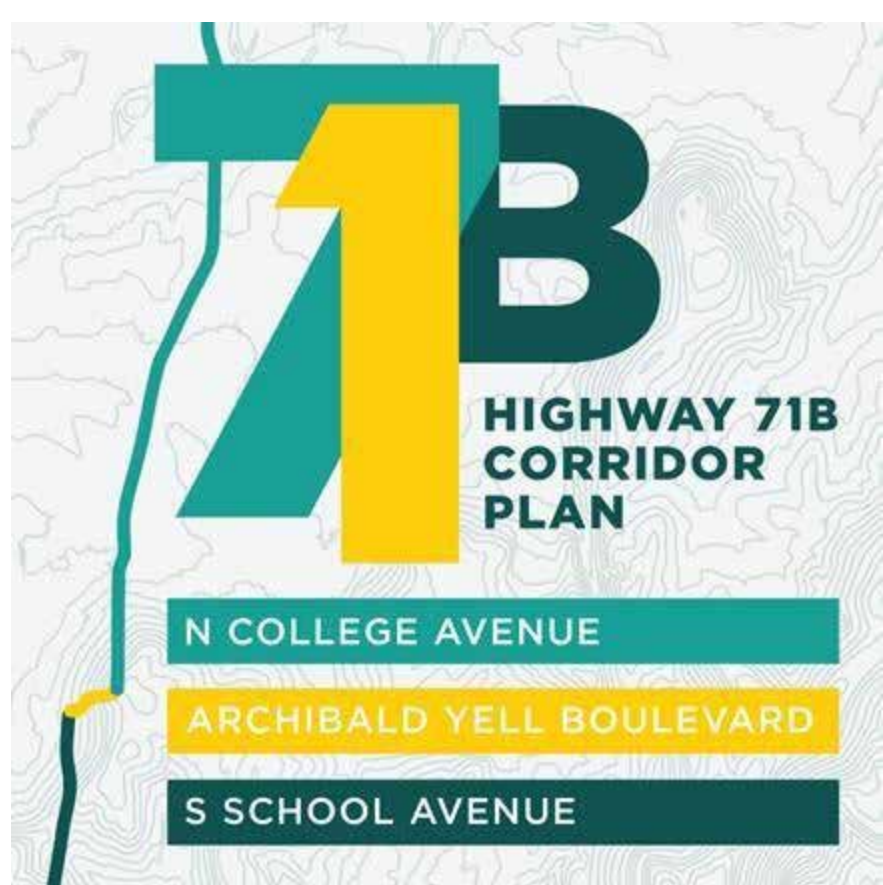
Urban Intersection Nodes

The plan increases the number of clear street intersections to 1) reduce the need for mid-block driveway cuts and 2) improve people's orientation and sense of where they are relative to the destinations they are trying to reach. These also provide opportunities for placemaking and higher-density development. In this segment, these nodes include Sunbridge, Golden Eagle, Drake, Rolling Hills, Harold, relocated Longview and Masonic, and Milsap.

Transit (BRT) Stations

The Northwest Arkansas region is contemplating a Bus Rapid Transit concept for the 71B corridor from Fayetteville to Bentonville. College Avenue also has local bus service through Ozark Regional Transit. These stations could include such features as high amenity shelters, bike racks, hot spots, digital arrival information, and high-level loading. In this segment, stops should be considered at Township, and potentially at Rolling Hills.

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Transportation Framework

Milsap to Clear Creek Trail

71B Main Line

The College Avenue mainline changes substantially into a divided “expressway” section north of Milsap at its interchange with the Fulbright Expressway, continuing north as a six-lane section with double left turn lanes at Joyce Boulevard and Shepherd Lane. Significant problems are relatively high speed, extremely poor pedestrian access, and an abrupt re-entry into urban traffic at the Milsap intersection, with an extremely short merge with an eastbound to southbound ramp off the Fulbright. The left-lane entrance to the Fulbright for traffic headed to both I-49 and local retail destinations in the Mall District, coupled with high volume left-turns to Whole Foods and Milsap Road creates serious backups in the northbound left lane of College. The plan suggests ideas for a major redesign of the Fulbright Expressway access displayed on this and a separate board. A major element of this involves relocated the northbound 71B lanes west to parallel the southbound lanes. This enables redesign of the interchange, producing a more logical right lane entrance to the freeway that also reduces backups in the northbound left lane.

Existing Circulator/Collector Streets

The Mall District has a number of collector routes, but some of these suffer from discontinuities or adjacencies to arterial intersections. These existing routes include Front Street between Milsap and Joyce, which is a highly useful facility but has stacking problems and conflicts at both ends; Frontage Road between Joyce and Zion; Mall Avenue between Shiloh and the NWA Mall; and Van Asche. A currently programmed project would connect Sain and Vantage Drives, connecting North Front and Joyce.

New Circulator/Collector Streets

The concept illustrated here proposes key new collector segments that would provide a more continuous collector system. A particular benefit would be to provide ways around the Joyce and College intersection. Many of these are related to modifications of the interchange. They include connecting North Front to North Frontage Road and relocating the troublesome Front and Milsap intersection farther to the east; providing direct access from Joyce to the freeway using the Sain/Vantage connection; potentially ending the freeway section with an at-grade intersection at Plainview, providing an extension of the Plainview collector to Mall Drive; and connecting Van Asche with the west frontage road.

Private Connected Circulation Routes

The most significant of these is the circumferential road around the Mall. Changes or relocation of this underused access are related to concepts for improved development on the Mall site.

Regional Shared Use Trails

The Mall District segment includes both the Razorback Greenway and the Mud Creek Trail. These trails provide excellent active transportation access from the entire region.

College Avenue Trail Network

A major function of a local trail network is to link the major regional trails to businesses and destinations in the district. Recommended projects include extending the Kitty Creek Trail spur north as a shared use path along Frontage Road and south to the Mud Creek Trail; extending a shared use path to the Mall along a future Plainview/Mall Avenue corridor; and incorporating a trail link between the Mall trailhead and Mall Avenue in the redesign of the Mall site.

Transit (BRT) Stations

The Northwest Arkansas region is contemplating a Bus Rapid Transit concept for the 71B corridor from Fayetteville to Bentonville. The plan envisions a transit station at either the Zion Road mall entrance or Shepherd Lane. Unlike urban intersections, these station sites would be in turnouts separated from the relatively complex intersections.

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