

TOMORROW'S CORRIDOR

Rethinking 71B

PRELIMINARY DRAFT



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1/A BRIEF HISTORY OF 71B

Under Construction



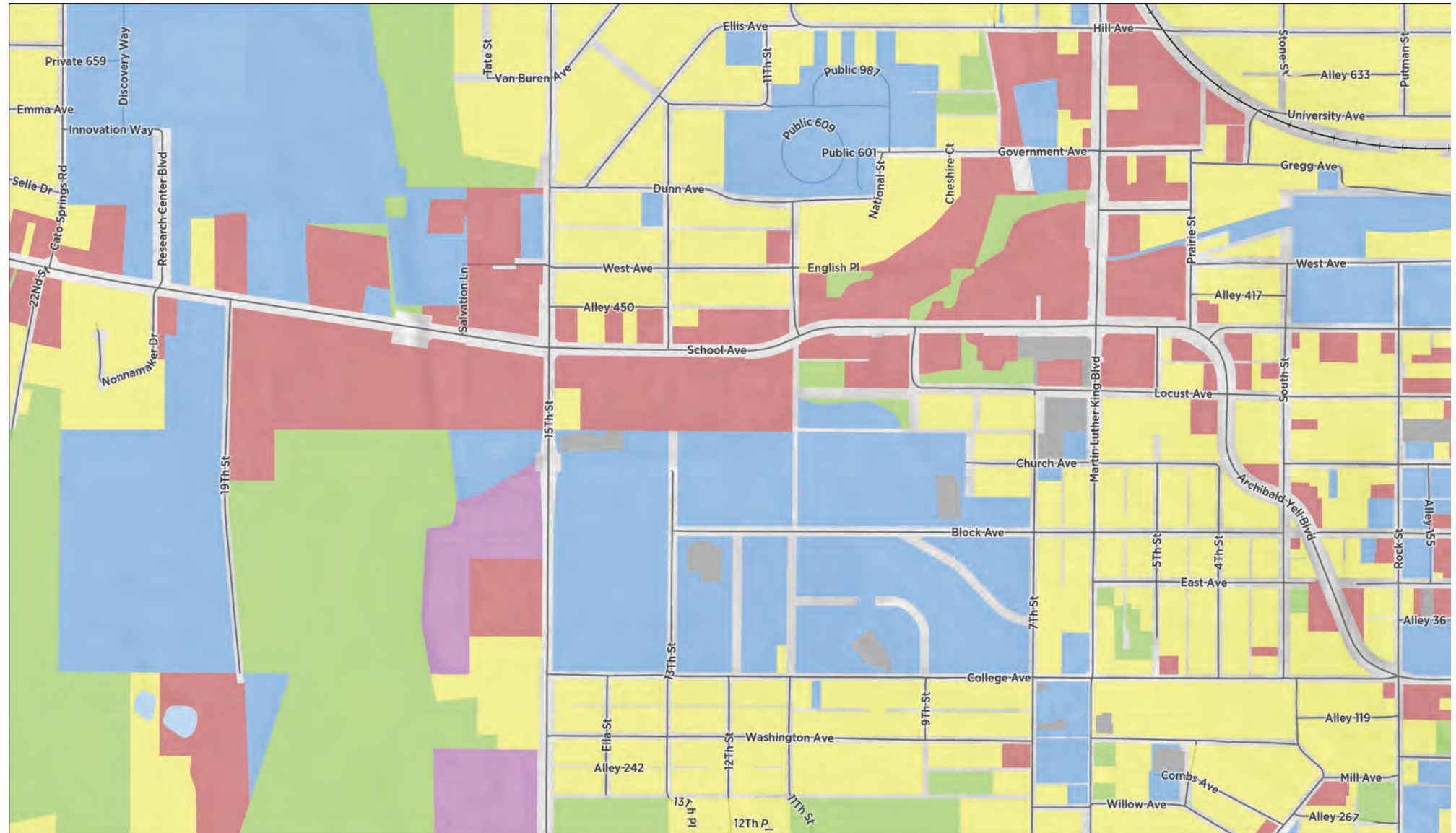
2/AN ATLAS OF KEY CONDITIONS

An aerial photograph of a road corridor. The road is a multi-lane highway with a white van driving in the center. On the left side of the road, there are several buildings, including a large one with a sign that says "HARPS". There are also parking lots and trees. On the right side, there are more buildings, including a large one with a sign that says "BIG LIGHT". There are also parking lots and trees. The background shows a line of trees and hills under a blue sky.

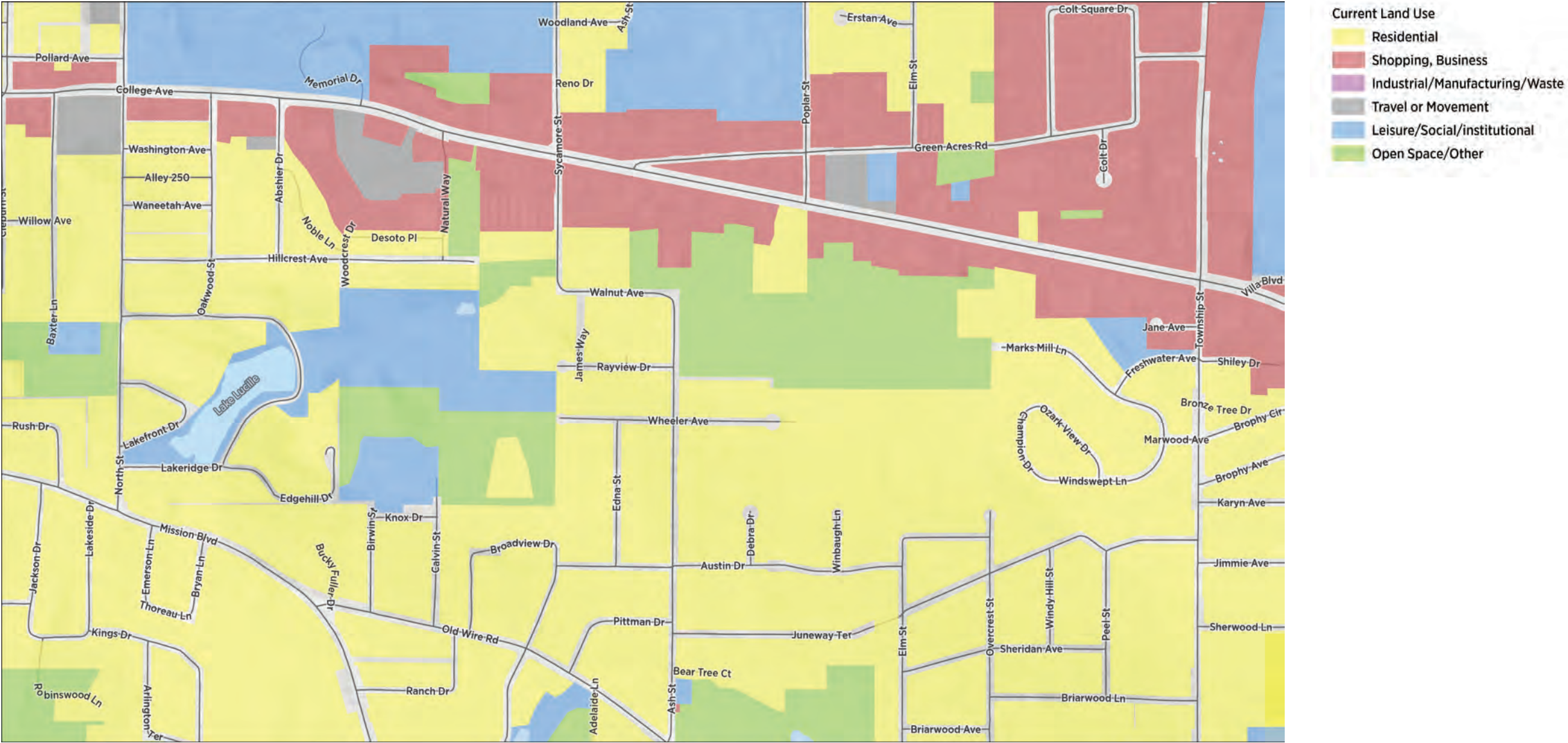
Specific information about the use and key elements of a corridor are fundamental to analysis and development of solutions. This chapter provides a visual presentation of vital information addressing land and building use, and transportation and access factors.

CURRENT LAND USE: Cato Springs to Rock Street

- Current Land Use**
- Residential
 - Shopping, Business
 - Industrial/Manufacturing/Waste
 - Travel or Movement
 - Leisure/Social/institutional
 - Open Space/Other

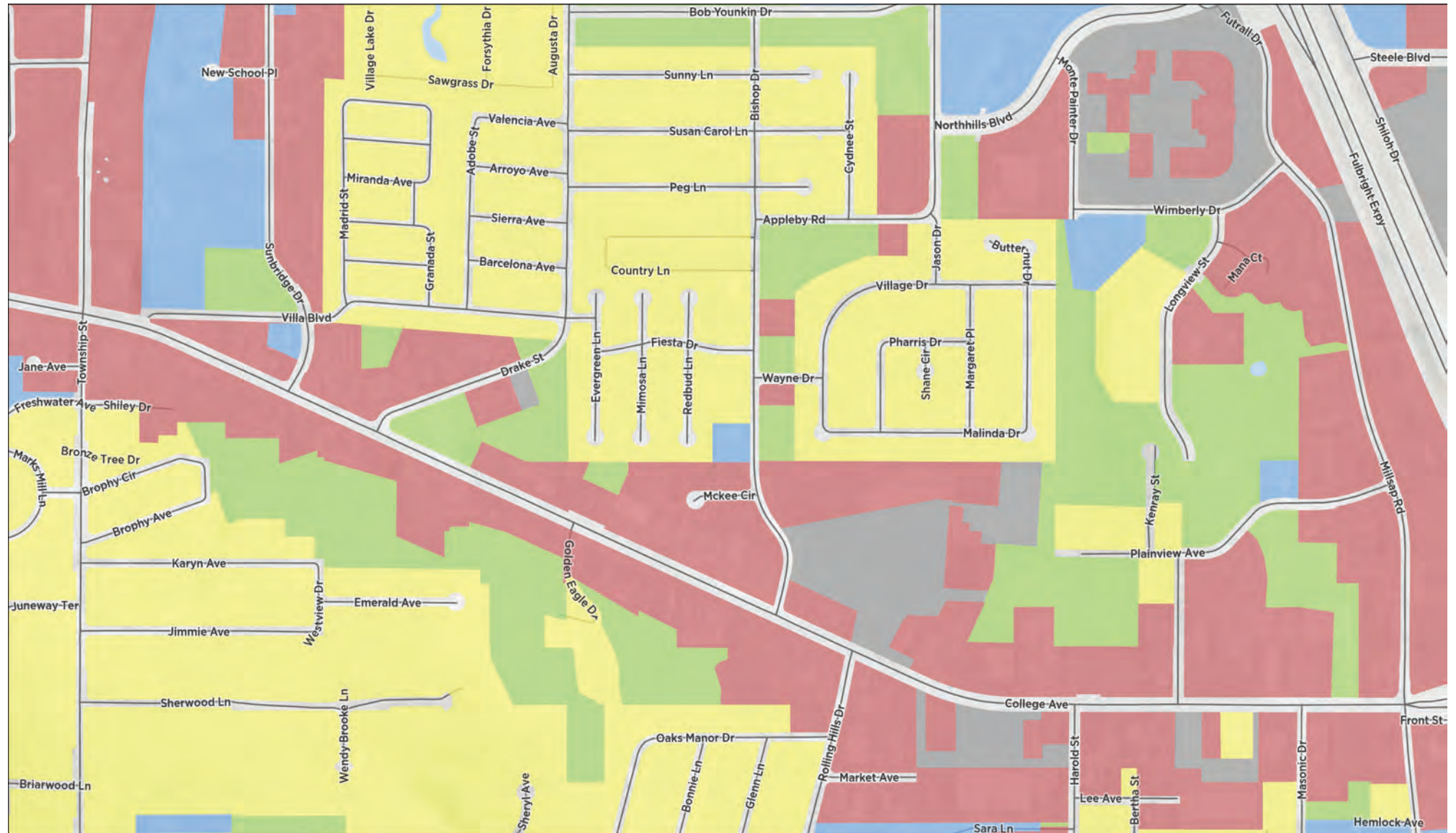


CURRENT LAND USE: North to Township

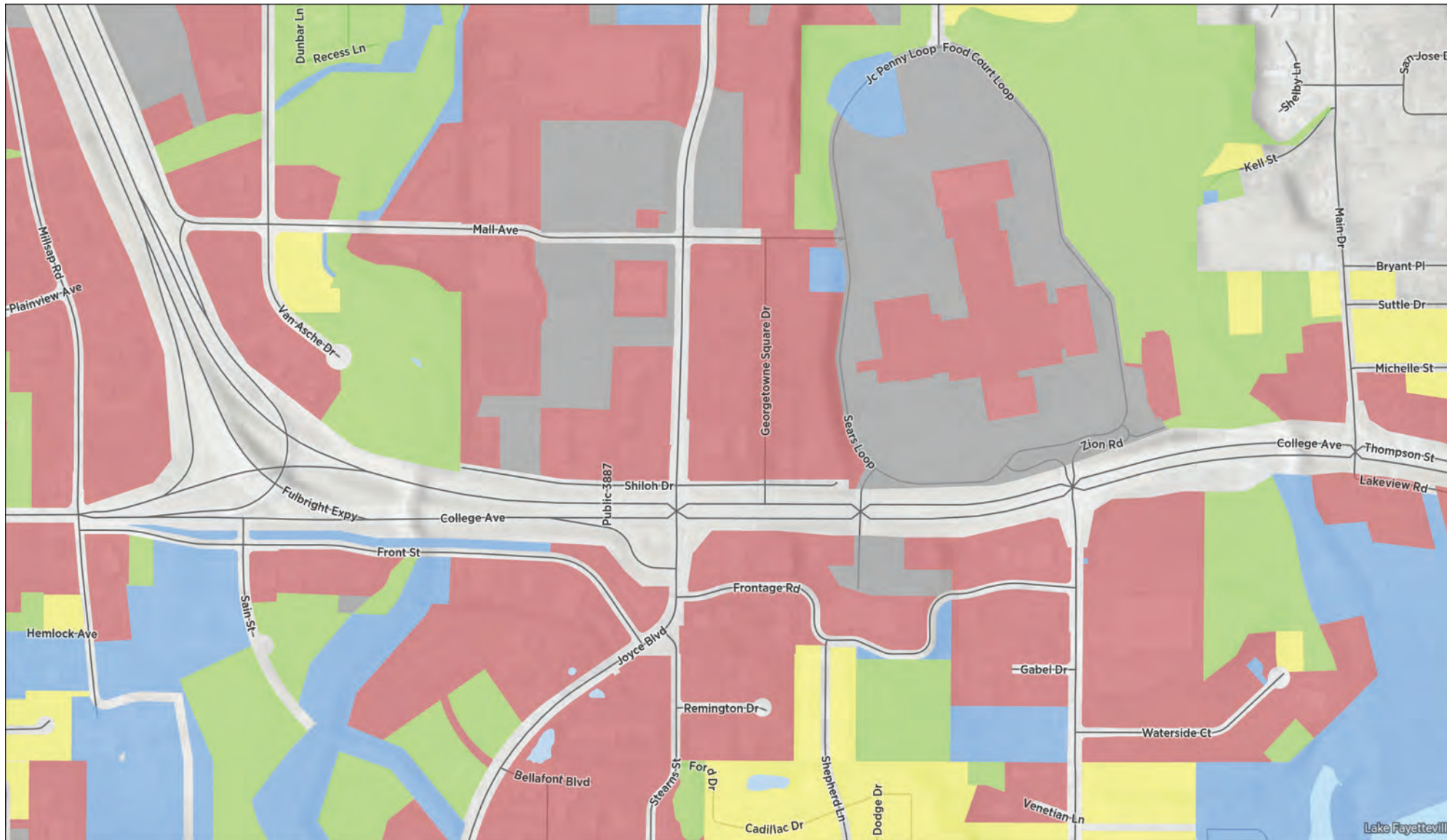


CURRENT LAND USE: Township to Milsap

- Current Land Use**
- Residential
 - Shopping, Business
 - Industrial/Manufacturing/Waste
 - Travel or Movement
 - Leisure/Social/institutional
 - Open Space/Other



CURRENT LAND USE: Milsap to City Limits

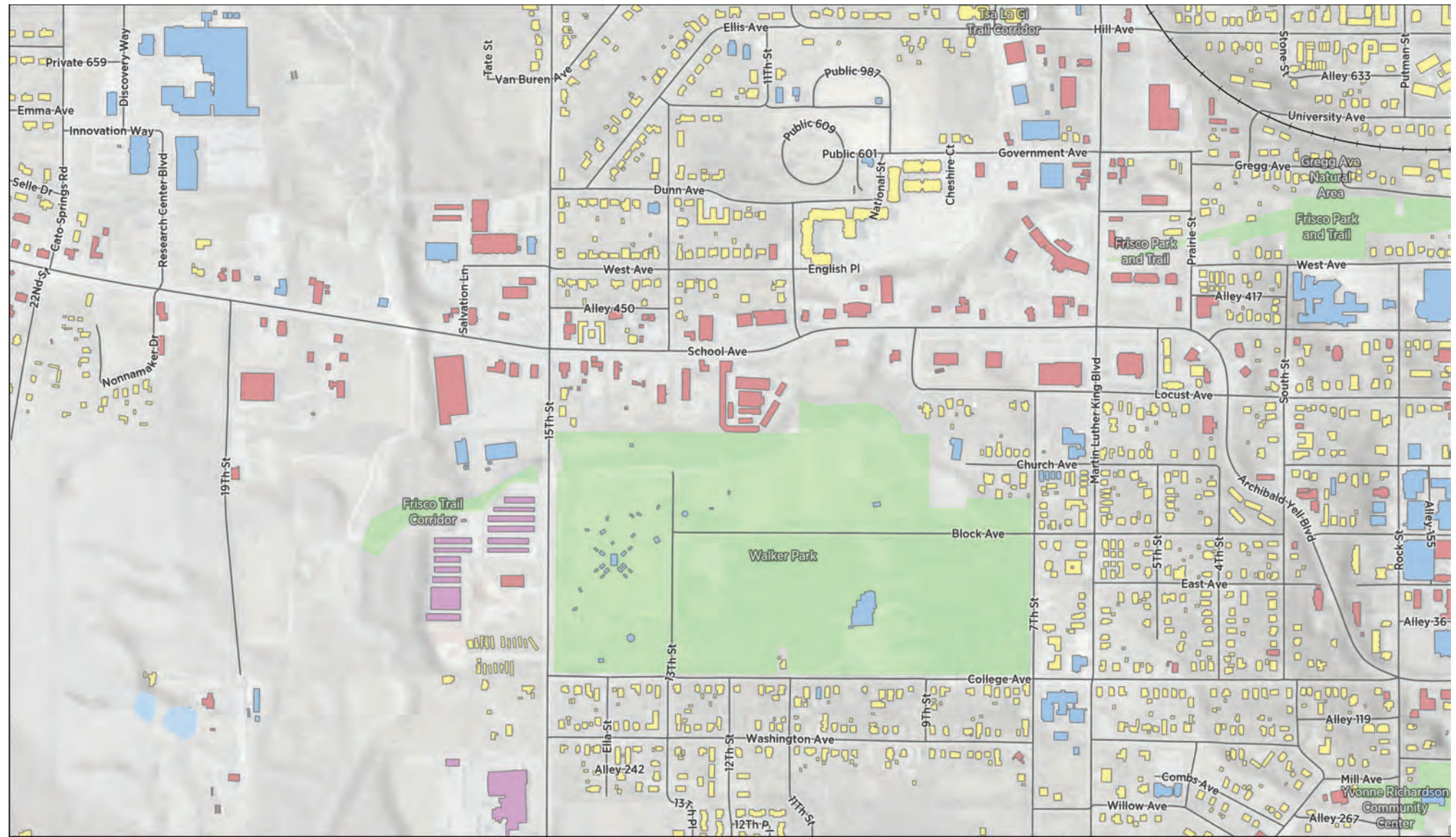


BUILDING USE AND COVERAGE: Cato Springs to Rock

- Building Use**
- Residential
 - Shopping, Business
 - Industrial/Manufacturing/Waste
 - Travel or Movement
 - Leisure/Social/institutional
 - Open Space/Other

FIGURE X.X: Land Coverage

Coverage	Area (A)	%
Buildings	18.76	8.51
Parking	29.46	13.36
Roads	21.37	9.69
Open	150.87	68.43
Total	220.45	100.00



BUILDING USE AND COVERAGE: North to Township

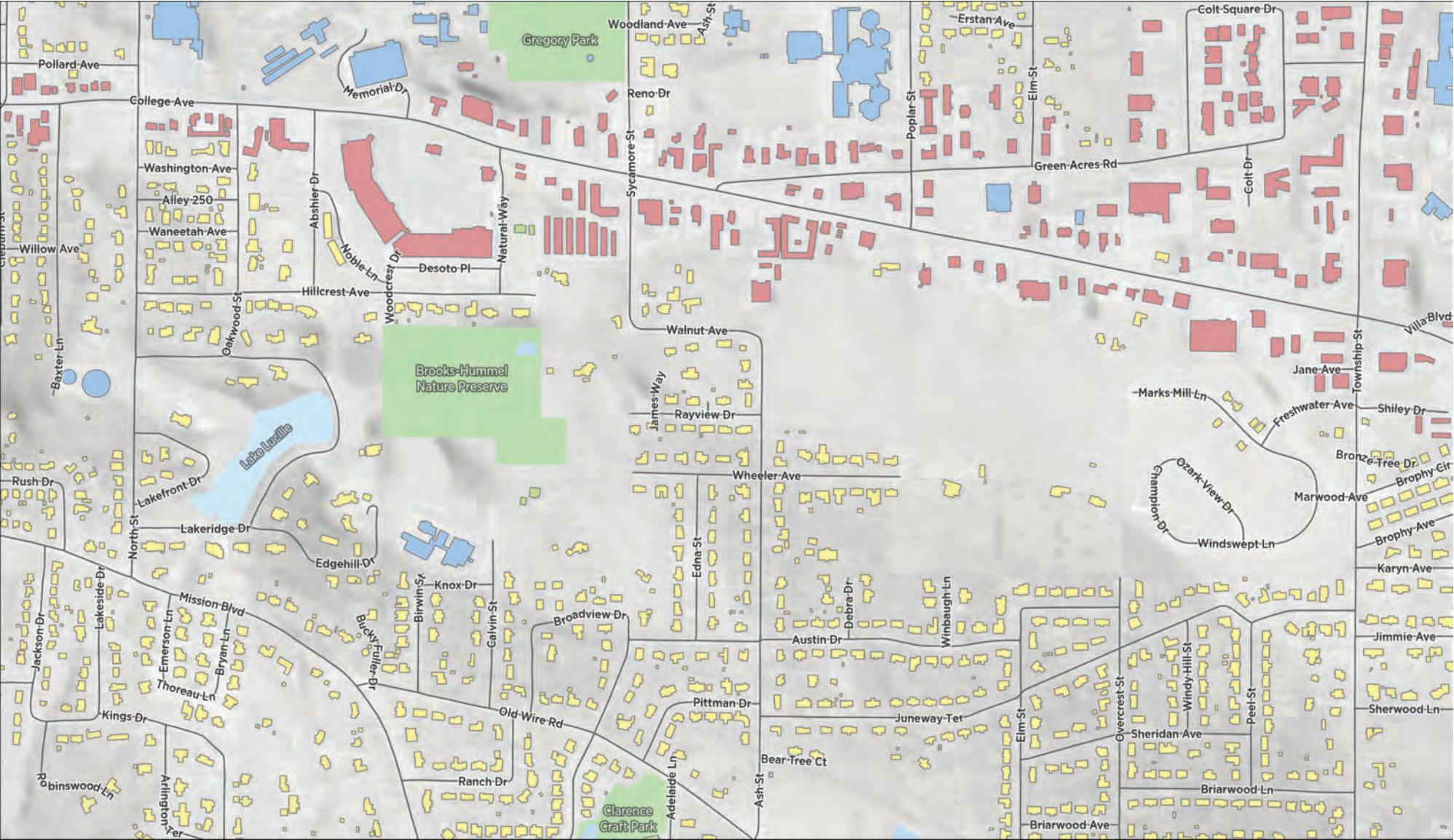


FIGURE X.X: Land Coverage

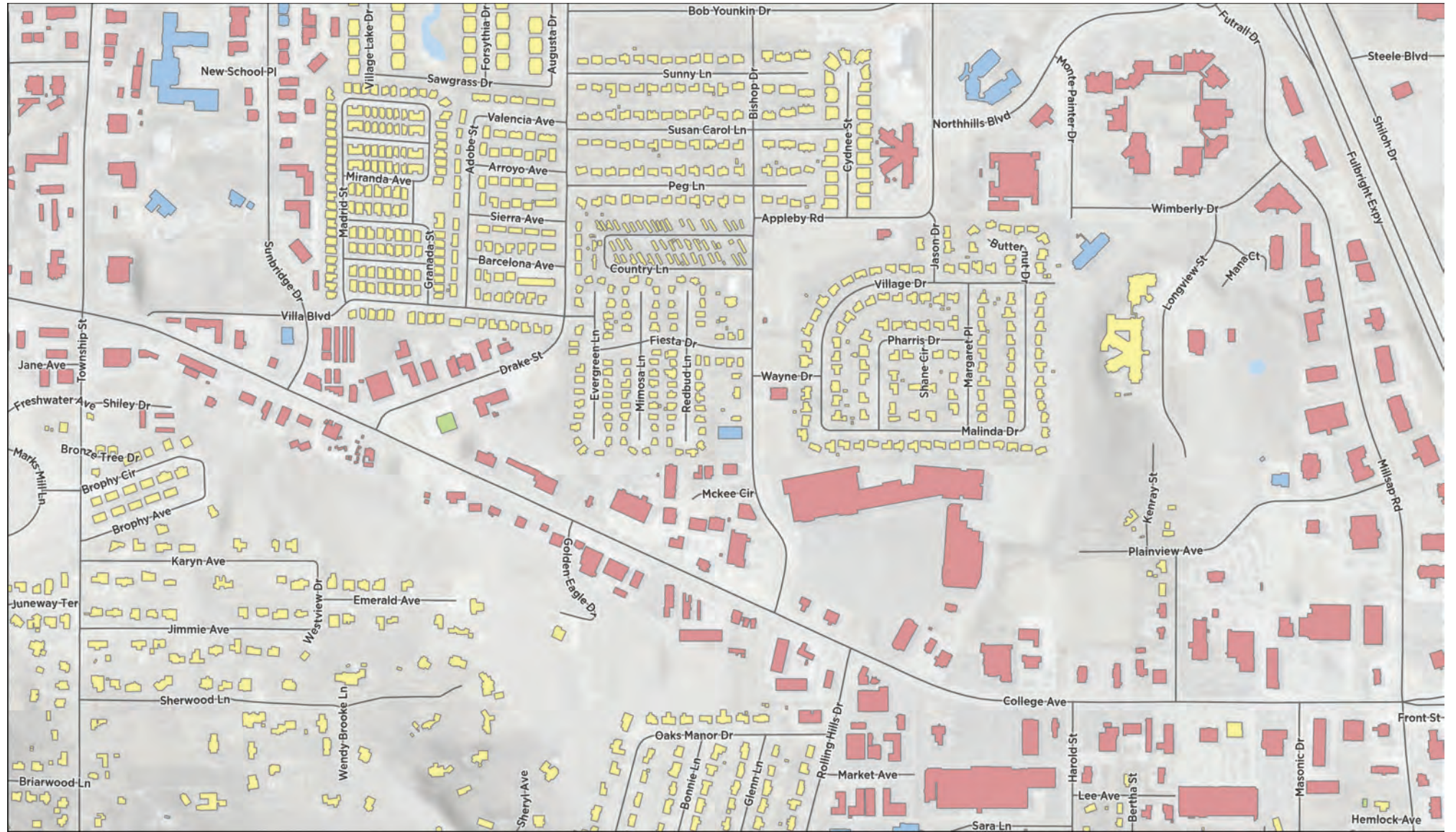
Coverage	Area (A)	%
Buildings	22.43	16.08
Parking	44.34	31.79
Roads	13.94	9.99
Open	58.77	42.13
Total	139.49	100.00

BUILDING USE AND COVERAGE: Township to Milsap

- Building Use**
- Residential
 - Shopping, Business
 - Industrial/Manufacturing/Waste
 - Travel or Movement
 - Leisure/Social/institutional
 - Open Space/Other

FIGURE X.X: Land Coverage

Coverage	Area (A)	%
Buildings	34.78	16.05
Parking	90.53	41.77
Roads	18.91	8.72
Open	72.51	33.46
Total	216.73	100.00



BUILDING USE AND COVERAGE: Milsap to City Limits

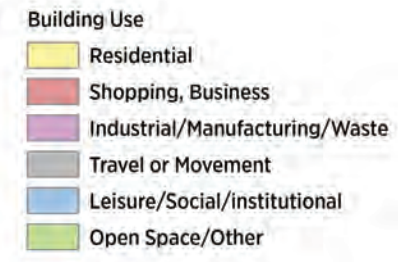
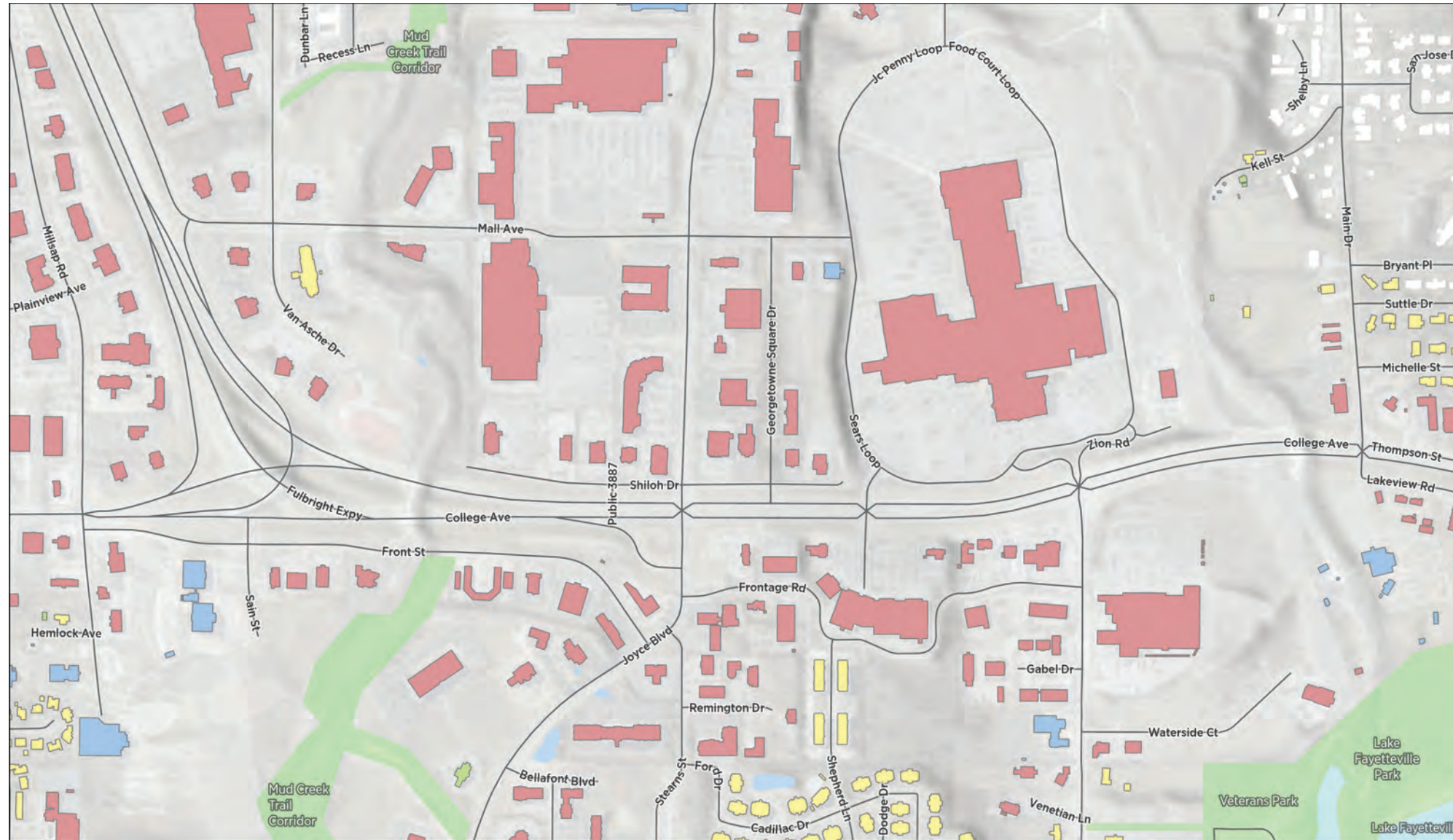
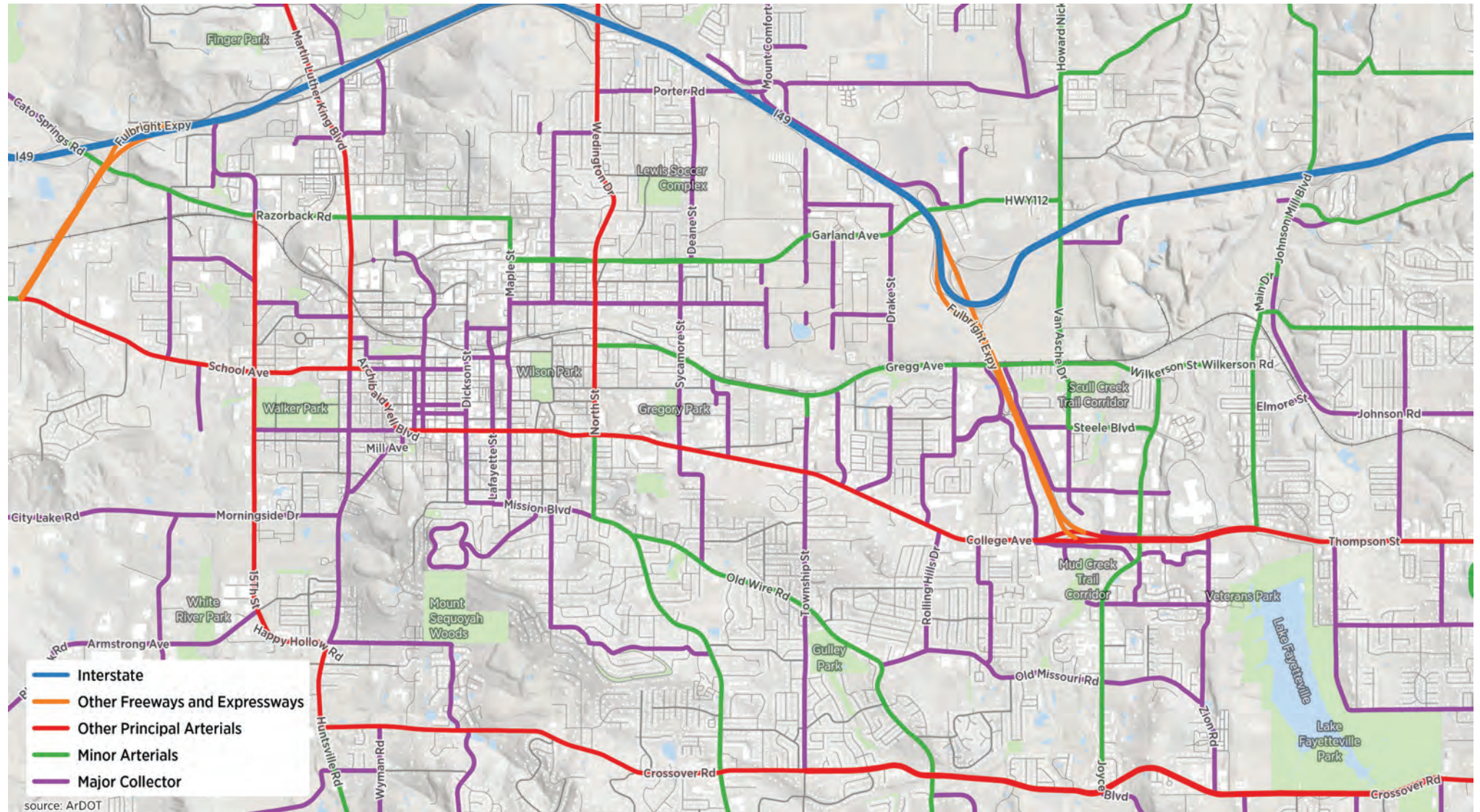


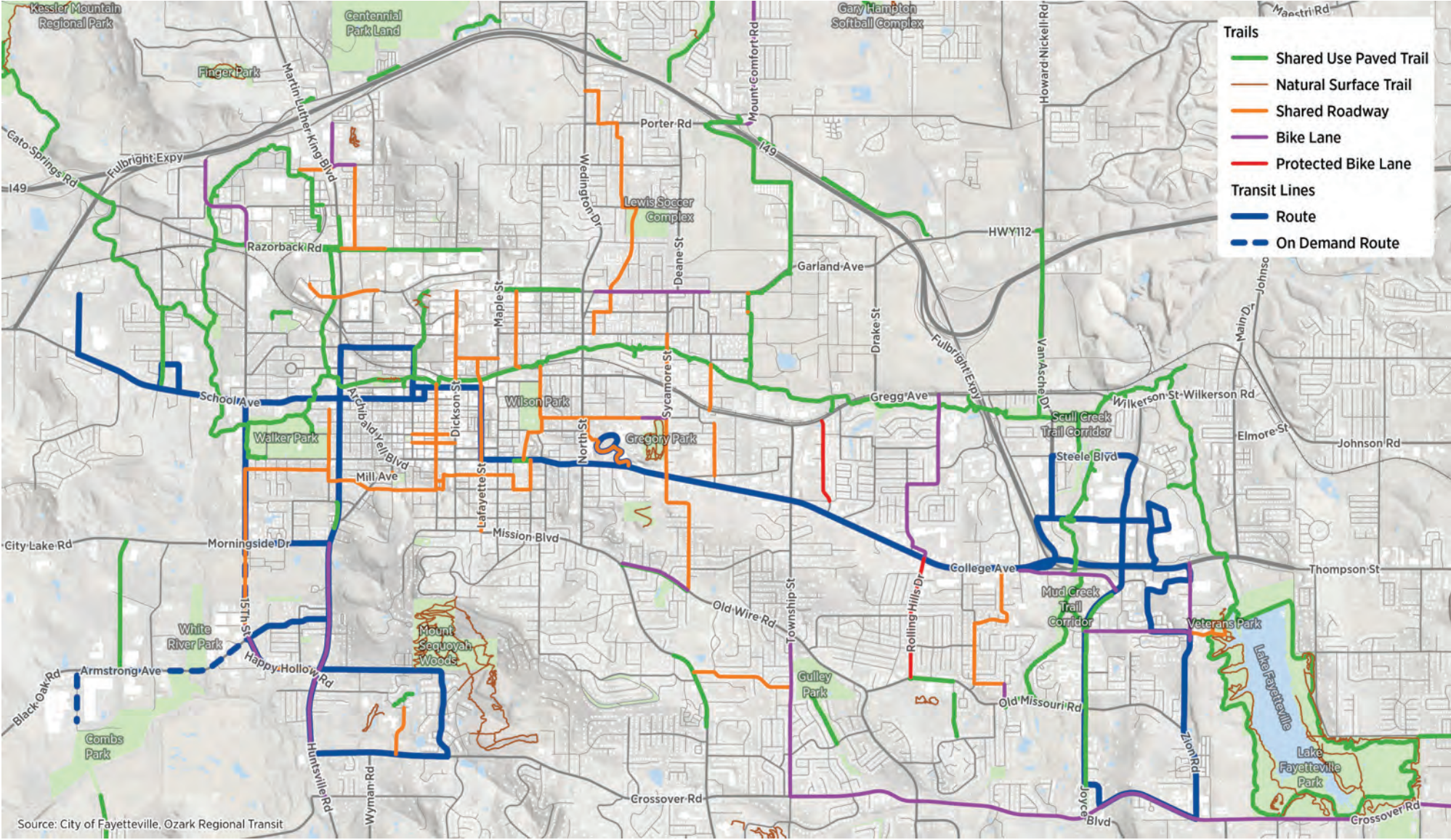
FIGURE X.X: Land Coverage

Coverage	Area (A)	%
Buildings	26.08	10.38
Parking	66.29	26.37
Roads	55.13	21.93
Open	103.89	41.33
Total	251.38	100.00

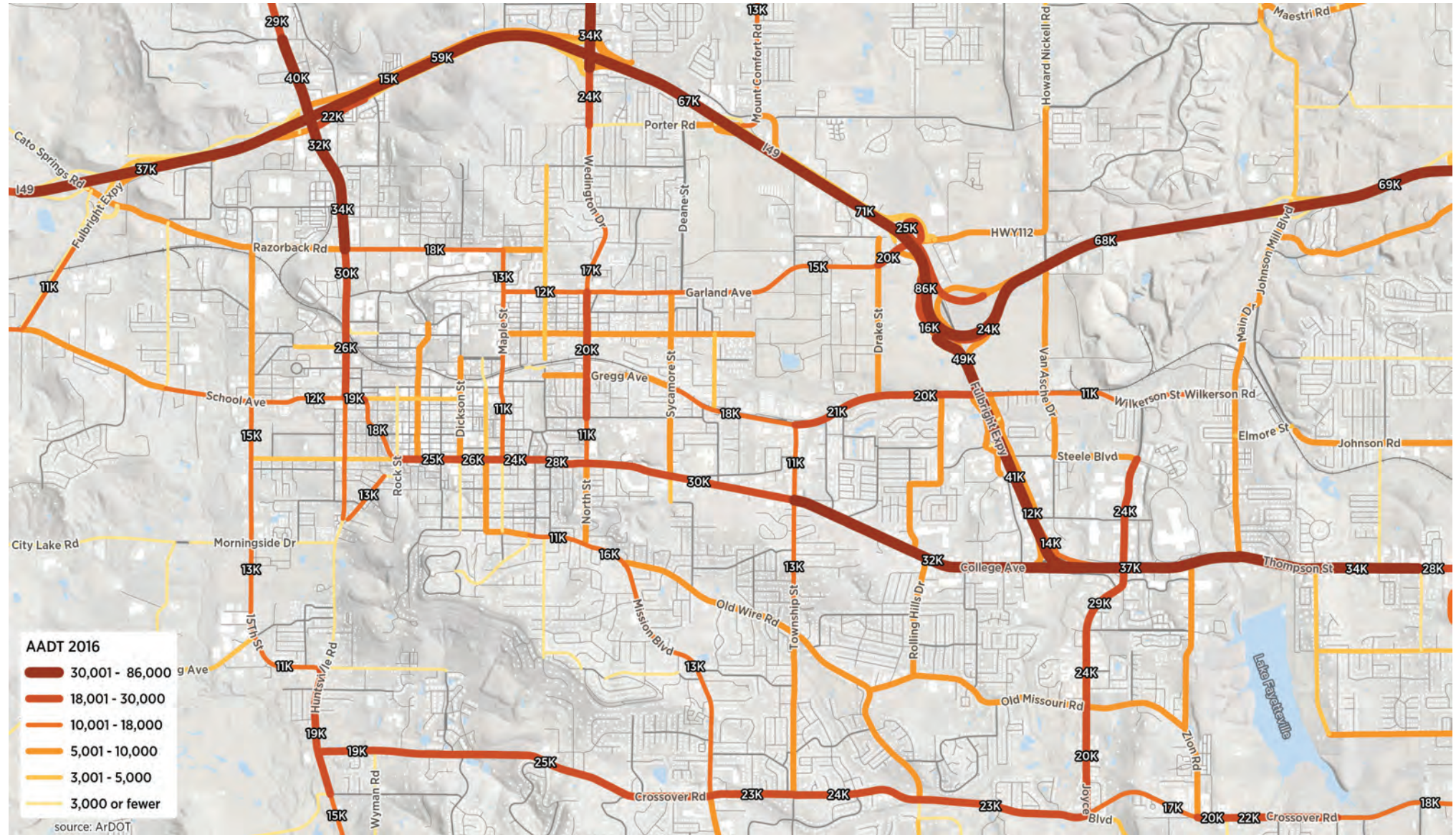
REGIONAL FUNCTIONAL STREET CLASSIFICATION



REGIONAL ACTIVE TRANSPORTATION



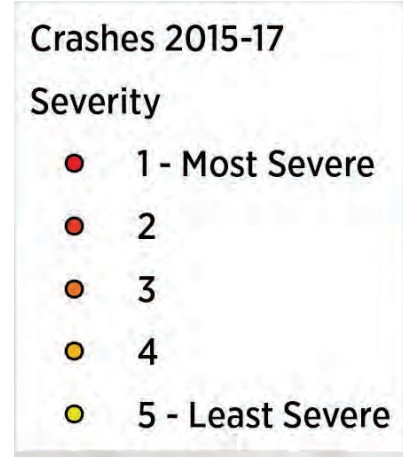
REGIONAL AVERAGE ANNUAL DAILY TRAFFIC



CRASH FREQUENCY, 2015-17



Cato Springs to Rock



North to Township



Township to Milsap

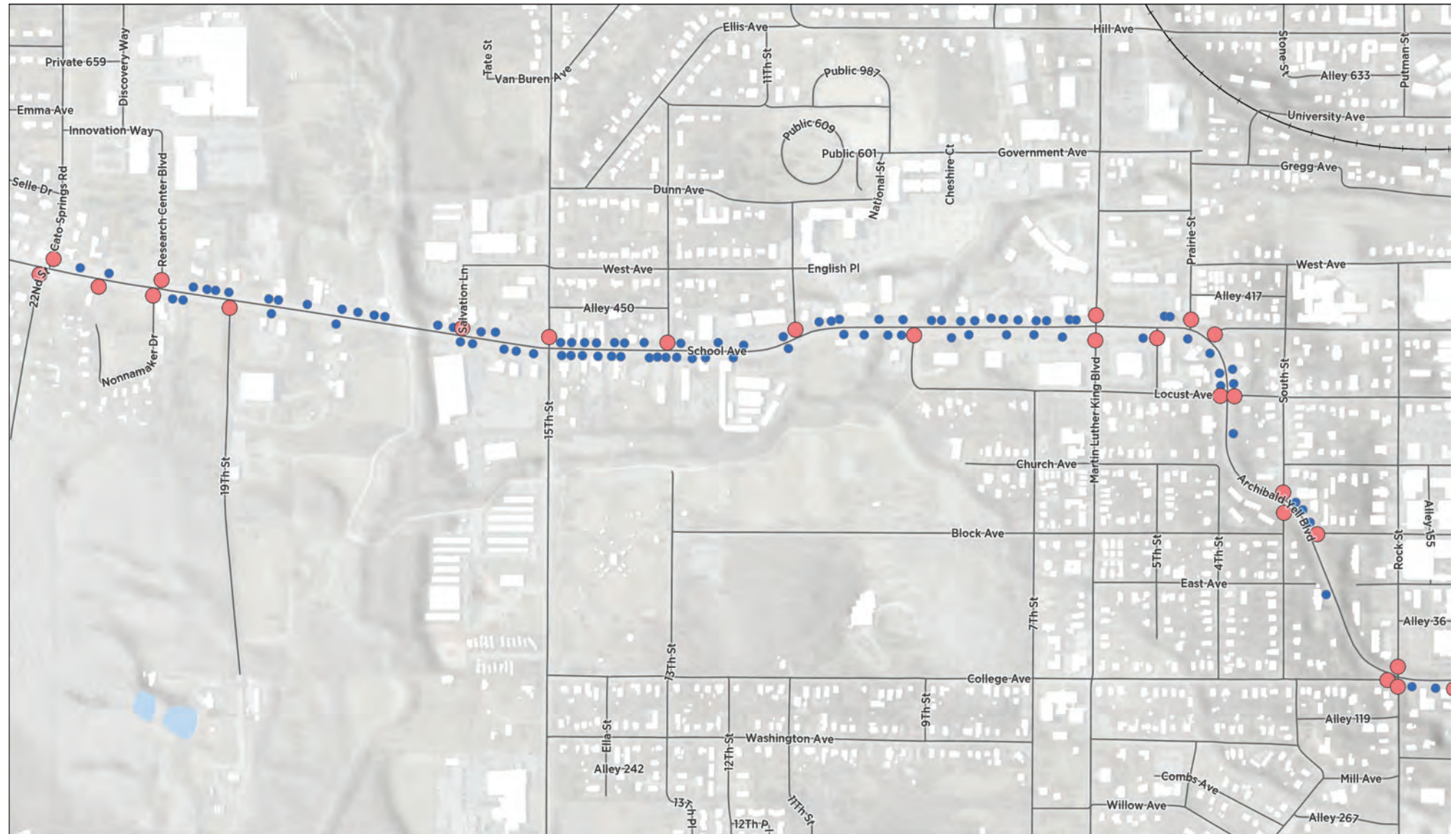


Milsap to City Limits

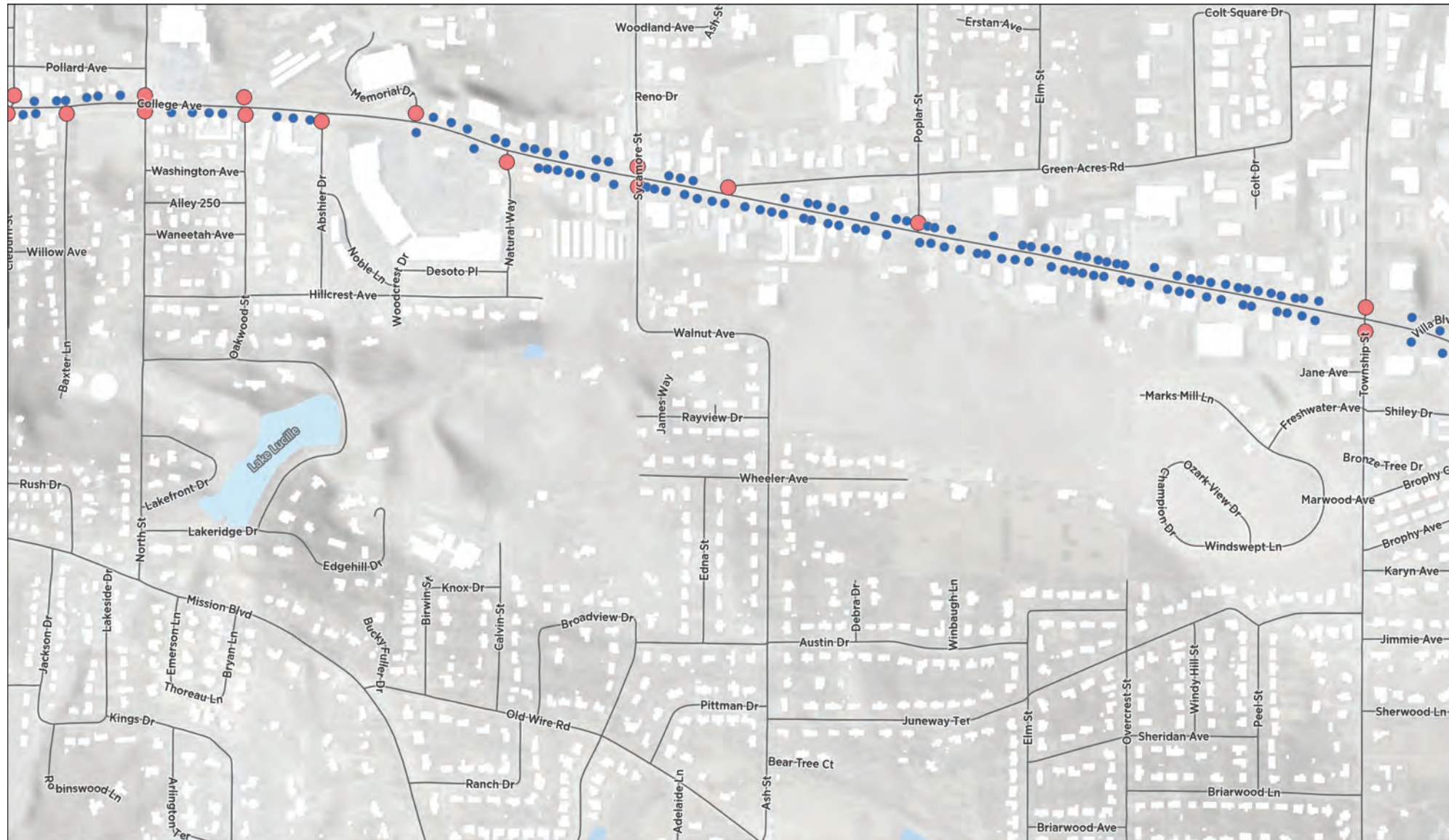
CURB CUTS: Cato Springs to Rock

Curb Cuts

- Driveway
- Roadway



CURB CUTS: North to Township



- Curb Cuts**
- Driveway
 - Roadway

CURB CUTS: Cato Springs to Rock

Curb Cuts

- Driveway
- Roadway



CURB CUTS: North to Township

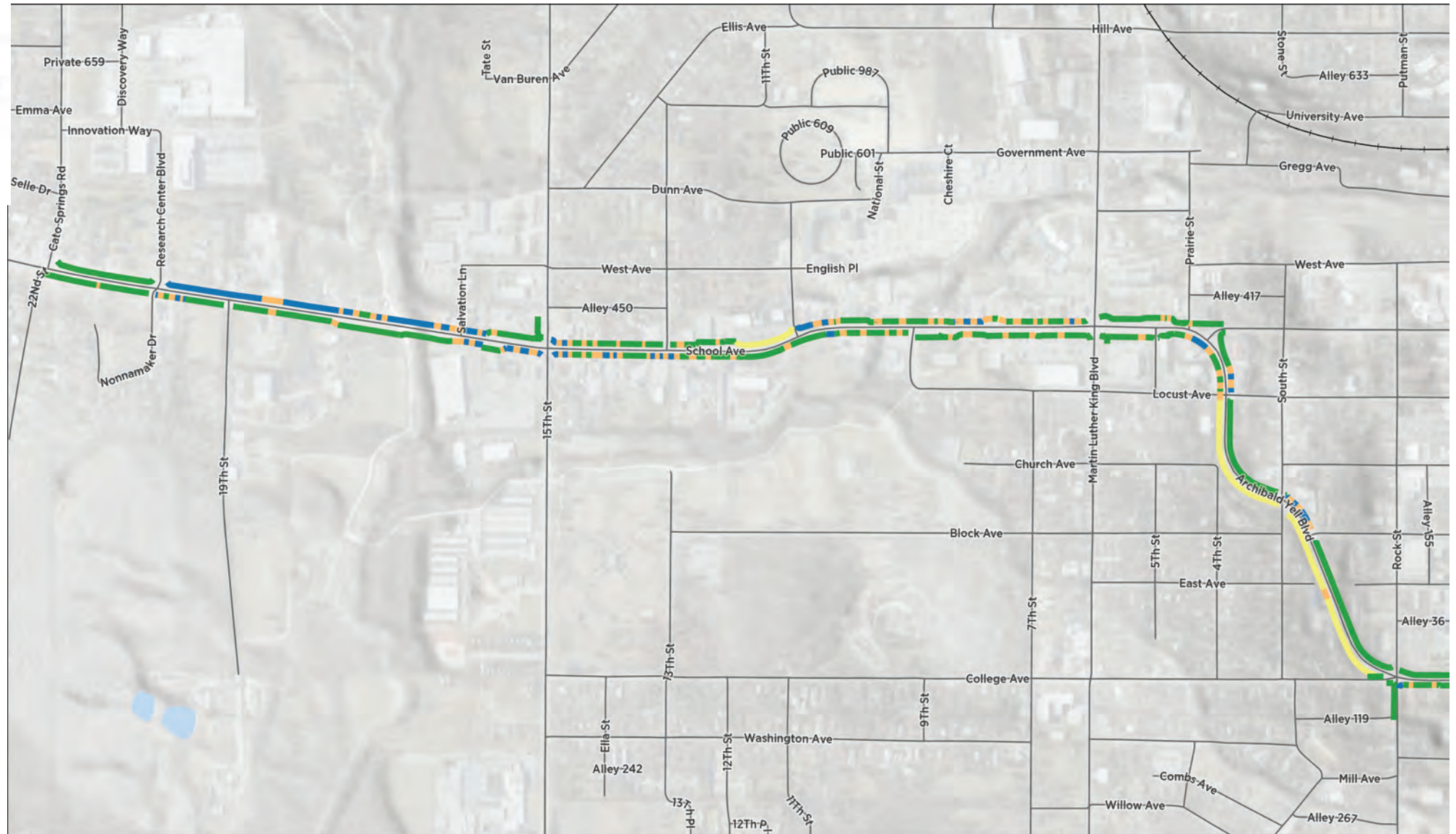


- Curb Cuts**
- Driveway
 - Roadway

SIDEWALKS: Cato Springs to Rock

Sidewalk Condition

- Existing, Passable
- Existing, Needs Repair
- Gap (No Sidewalk)
- Driveway



SIDEWALKS: North to Township



Sidewalk Condition

- █ Existing, Passable
- █ Existing, Needs Repair
- █ Gap (No Sidewalk)
- █ Driveway

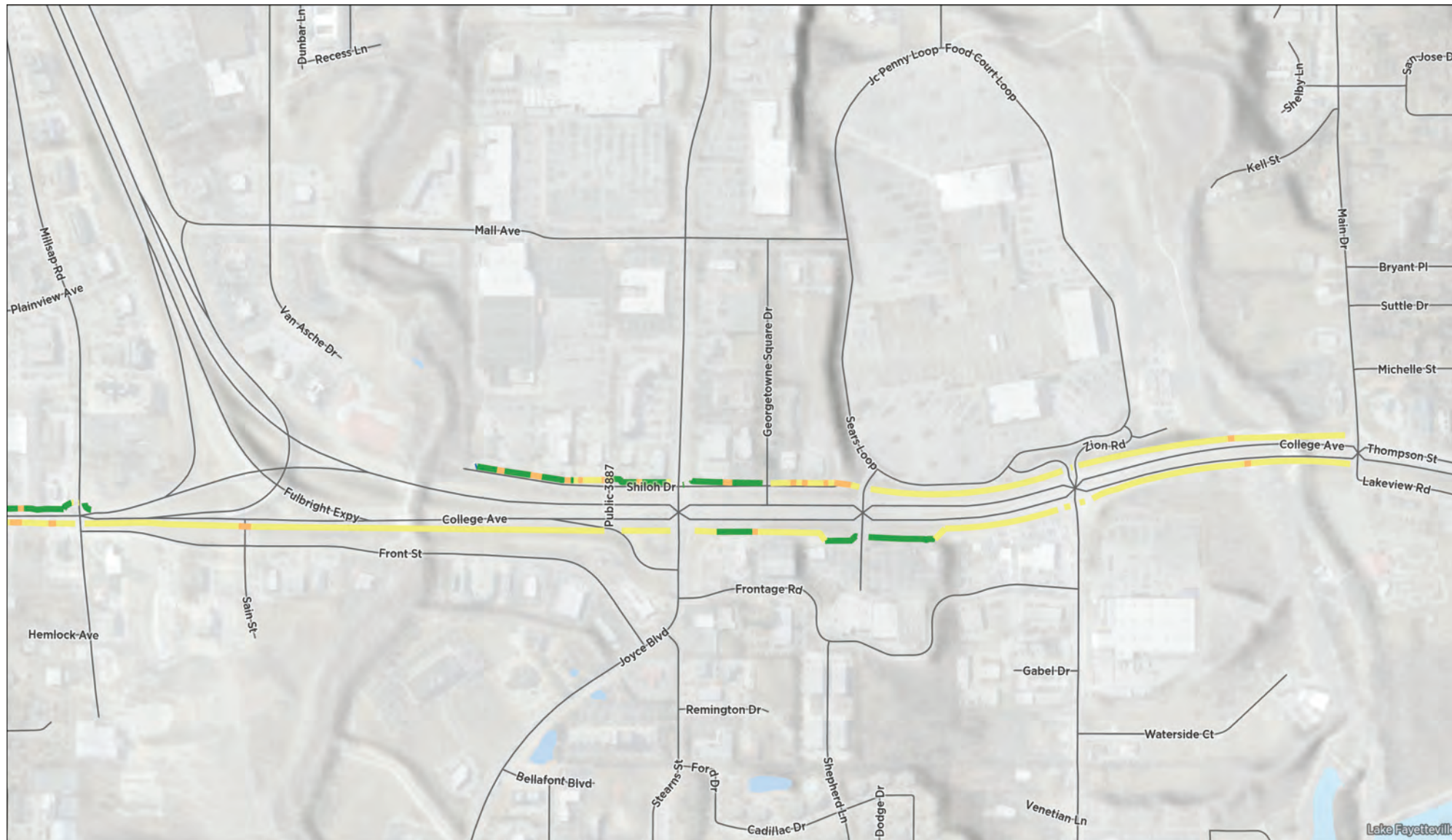
SIDEWALKS: Cato Springs to Rock

Sidewalk Condition

- █ Existing, Passable
- █ Existing, Needs Repair
- █ Gap (No Sidewalk)
- █ Driveway



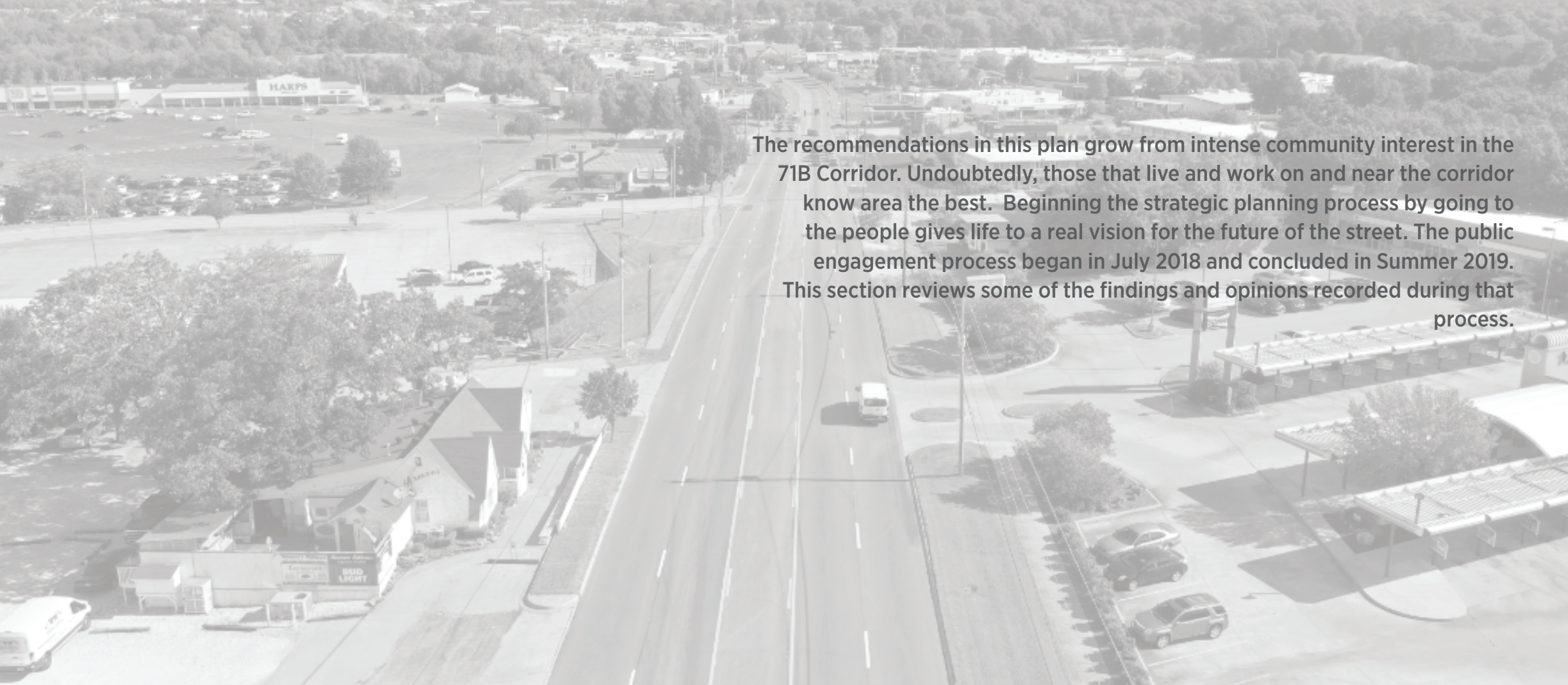
SIDEWALKS: North to Township



Sidewalk Condition

- █ Existing, Passable
- █ Existing, Needs Repair
- █ Gap (No Sidewalk)
- █ Driveway

3/COMMUNITY ENGAGEMENT



The recommendations in this plan grow from intense community interest in the 71B Corridor. Undoubtedly, those that live and work on and near the corridor know area the best. Beginning the strategic planning process by going to the people gives life to a real vision for the future of the street. The public engagement process began in July 2018 and concluded in Summer 2019. This section reviews some of the findings and opinions recorded during that process.

PUBLIC ENGAGEMENT

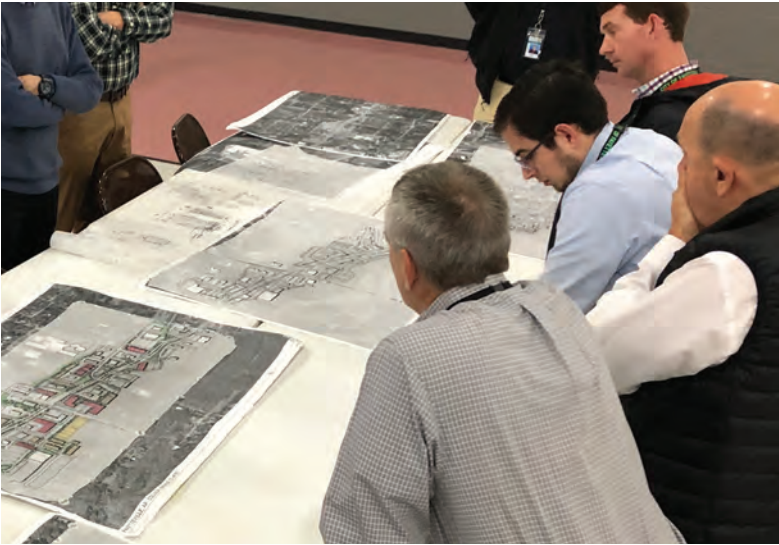
The recommendations in this plan take hold of the broader community interest in the 71B Corridor. Undoubtedly, those that live and work on and near the corridor know area the best. Beginning the strategic planning process by going to the people gives life to a real vision for the future of Old 71B. The public engagement process began in July 2018 and concluded in Summer 2019. The process included a series of opportunities to participate onsite and online.

The first step of the education and outreach program established the project’s online presence. Online tools could be accessed from home, office, or elsewhere. The city managed the online public engagement portal, SpeakUp Fayetteville. The site hosted regular updates of the process including notifications, questionnaire, and emerging concepts.

Summary of Public Engagement Activities

- › Steering Committee
- › Technical Committee
- › Online Survey and Website. Results are shown following event descriptions.
- › Focus Groups
- › Farmers Market
- › Kick-off Meeting and Seminar
- › Planning Workshops
- › Open House
- › Approval





Steering Committee Meetings. The steering committee met regularly to discuss ideas for the corridor's future, provide feedback on emerging concepts, and direct the project's recommendations.

Technical Committee Meetings. Throughout the planning process, the consultant team met with the technical committee bi-weekly by video conference and while onsite. Discussions ranged from sharing background information of the corridor, next steps, and emerging new information.

Focus Groups. In September 2018, the project team conducted a multi-day program of stakeholder group discussions to address the project area, its dynamics, potential, and future directions. The team met with developers, investors, residents, business owners/operators, healthcare, city departments, Planning Commission, and other various stakeholders.



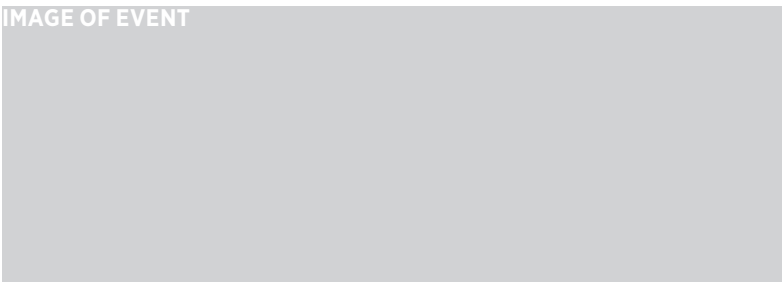
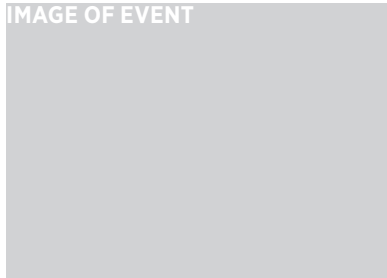
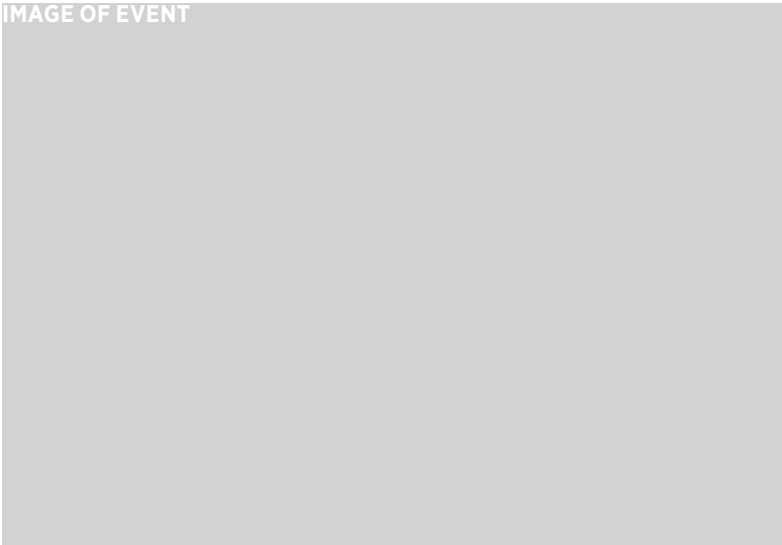
Farmers Market Booth. In August 2018, the City hosted a booth at the Farmers Market. The event brought awareness to the launch of the project and online survey. Participants received sticky dots to vote on their preferred images for the corridor. These images were also used in the online visual listening survey.

Kick-off Meeting and Seminar. In September 2018, the project began with a public kick-off meeting to share background information about the corridor, the process for preparing the plan, and best practices in corridor planning in the country. Separate events were scheduled and located north and south of the downtown area.

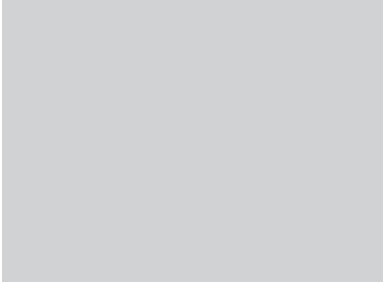
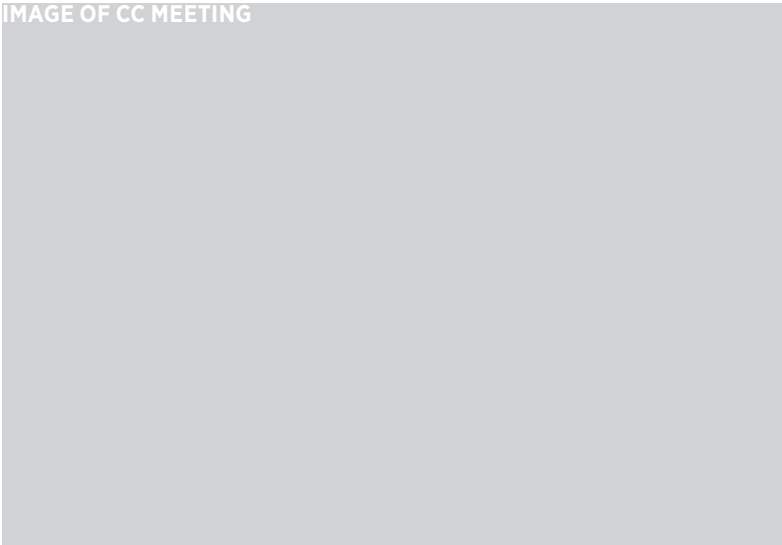
Planning Workshops 1-4. Four onsite planning workshops, located throughout the stretch of the corridor, occurred in November, December, January, and February. The first three workshops lasted for four days and included multiple open hours for the public to share input, ideas, and even illustrate their own concepts.



Planning Workshops 1-4. Each planning workshop built on the previous over the months, starting with an overall system-wide concept and moving towards the details of each segment of the corridor. Quick results and high energy were features of these workshops.



Open House. In ___ 2019, the City held an Open House to present the plan's recommendations. The open house gave participants an opportunity to identify their opinions of various actions and proposals, and their relative priority.



Approval Meetings. The draft of the plan was submitted to the Planning Commission and City Council for review and recommendation for approval. The plan was adopted by the City in ____ 2019.

Speak Up Fayetteville Portal Activity

FIGURE X.X: Website Visitor Activity

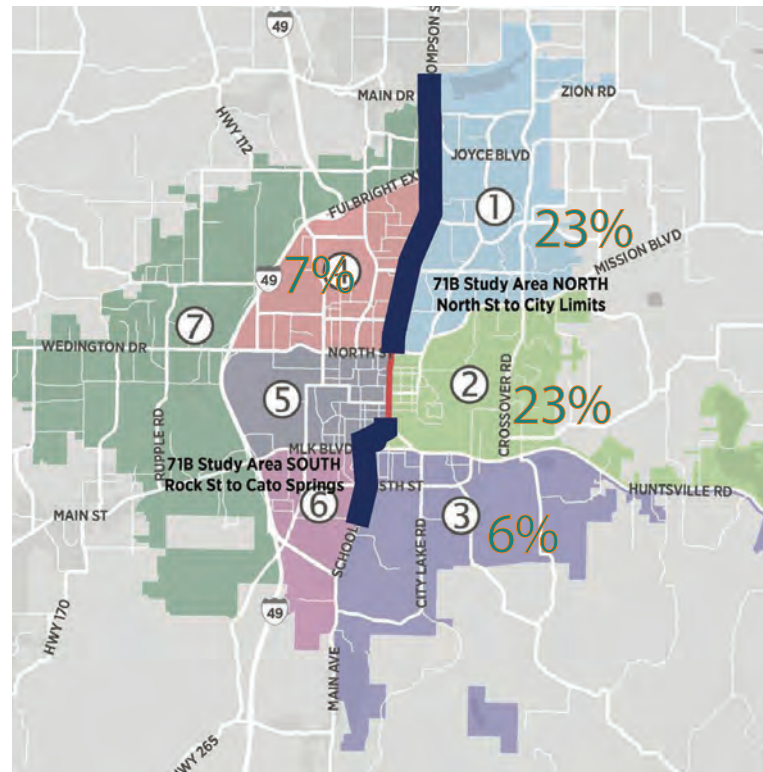
AWARE PARTICIPANTS	1,190
ENGAGED PARTICIPANTS	229
INFORMED PARTICIPANTS	631
Downloaded the Input Opportunities Flyer	26
Visited the Key Dates page	91
Visited multiple project pages	455
Contributed to a tool (engaged)	229

Source: Engagement HQ by Bang the Table

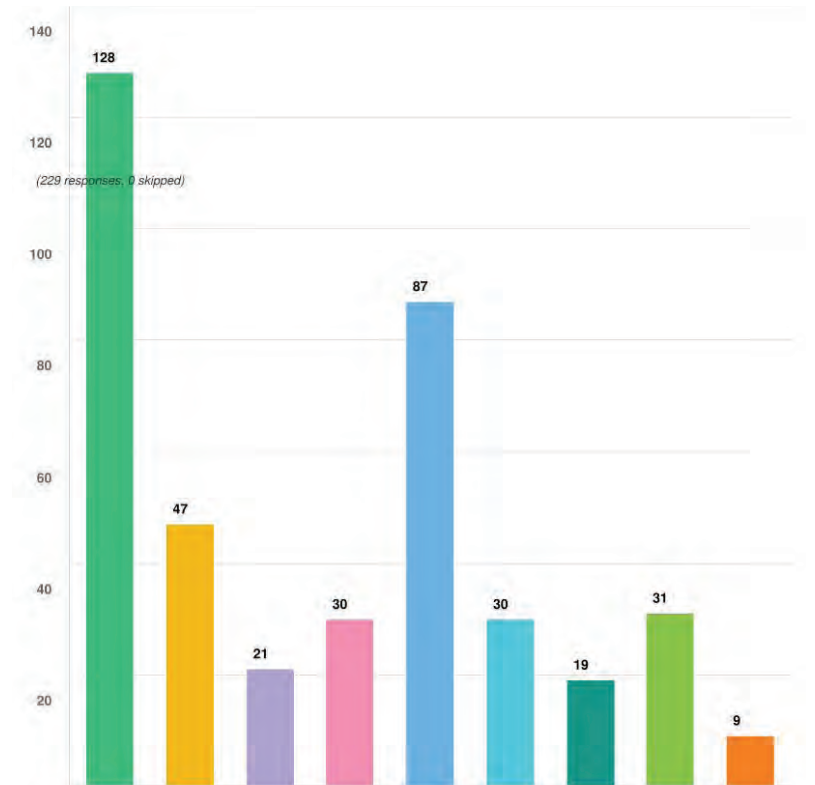
Highlights



LOCATION OF RESPONDENT'S RESIDENCE



TYPE OF RESPONDENTS

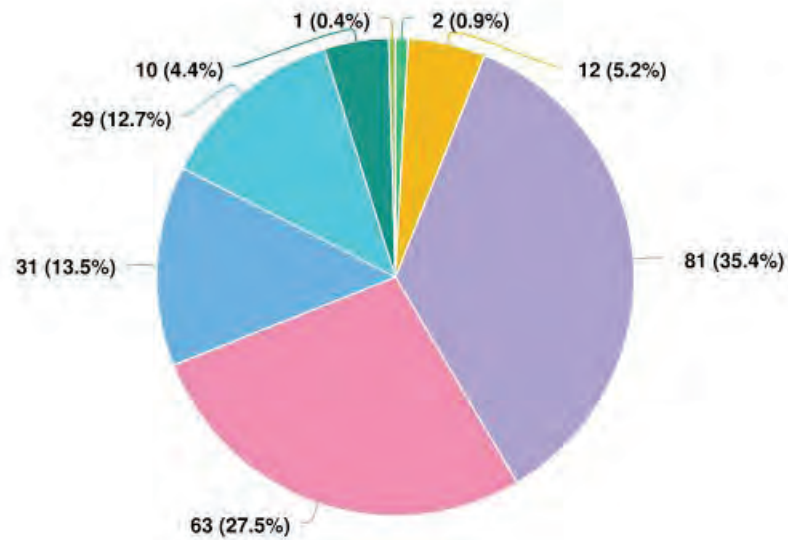


Question options

- I own a house in the area around the study area
- I rent a house or apartment around the study area
- I own property in or around the study area other than my own home
- I own or operate a business in the study area
- I work in the study area
- I live or work outside of the study area but have an economic interest or investment in it
- I am a student at the University of Arkansas
- I am a faculty or staff member of the University of Arkansas
- None of the above.

(229 responses, 0 skipped)

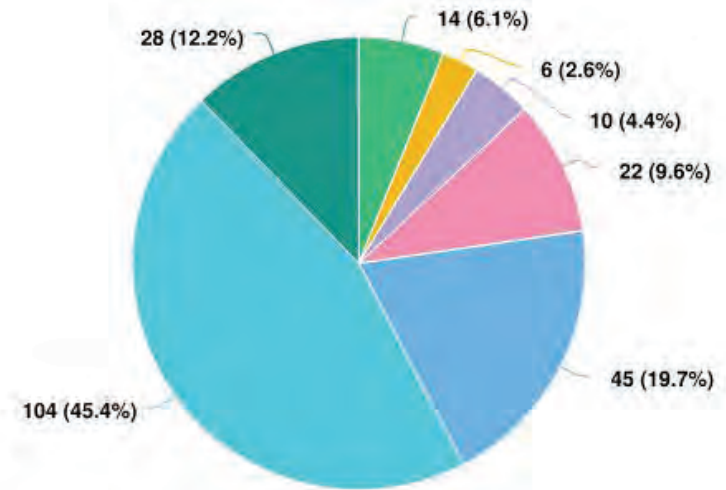
AGE OF RESPONDENT



Question options

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or above

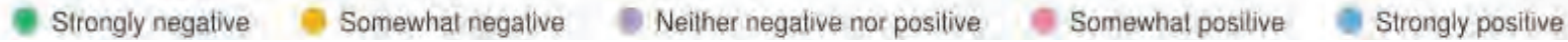
LENGTH OR RESIDENCY IN FAYETTEVILLE



Question options

- I am not a resident of Fayetteville
- 0 to 1 year
- 1+ to 2 years
- 2+ to 5 years
- 5+ to 10 years
- 10+ years
- Lifelong resident

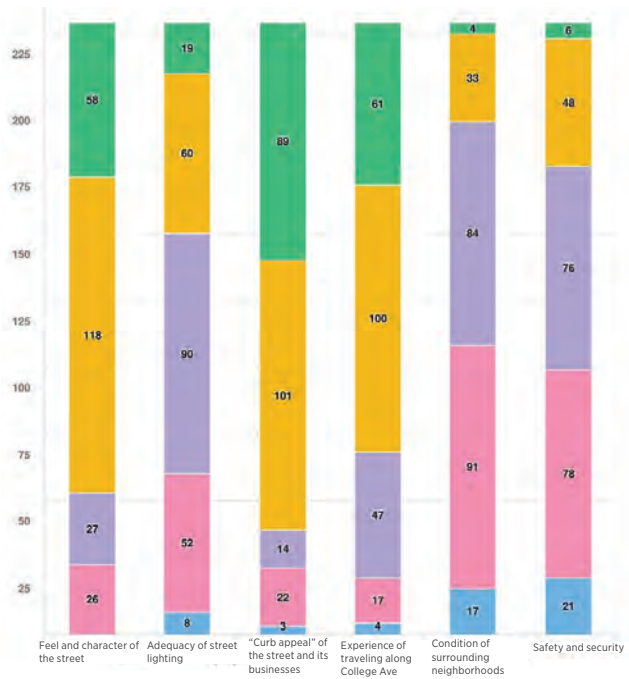
Question options



Generally, the corridor is not viewed favorably through Fayetteville, yet the area north of the expressway is perceived to be slightly better.

NORTH OF NORTH

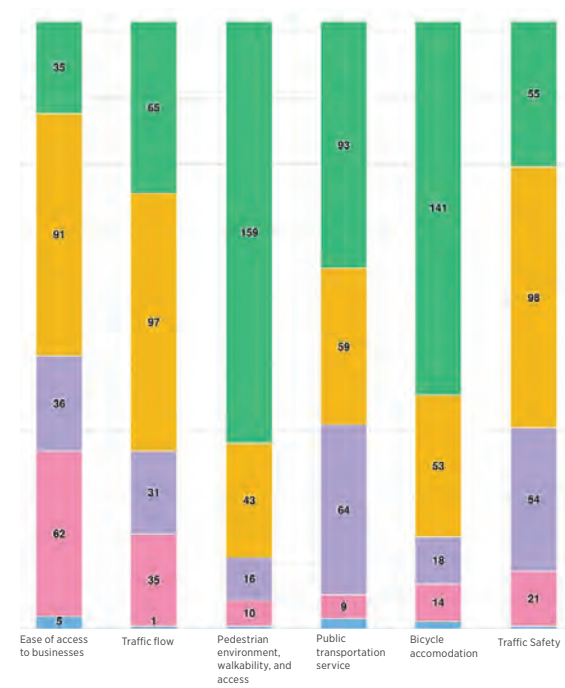
Physical



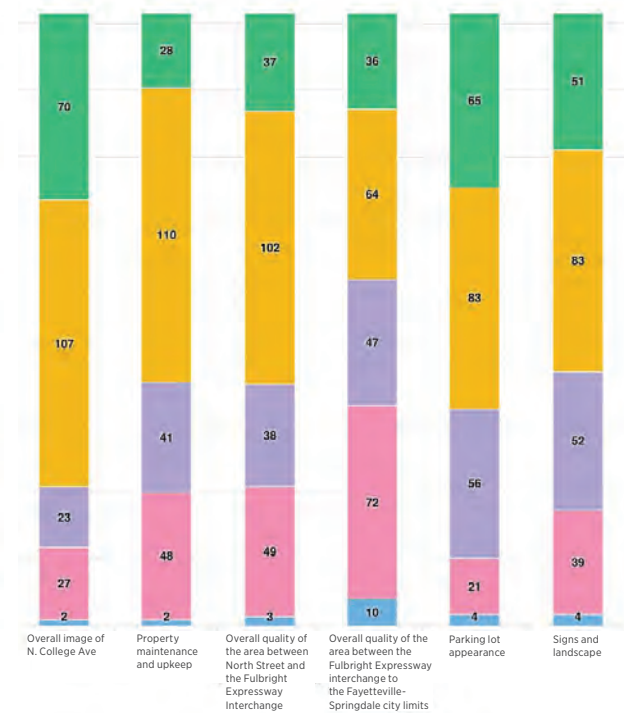
Economic



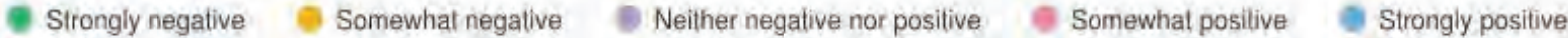
Transportation



Curb Appeal

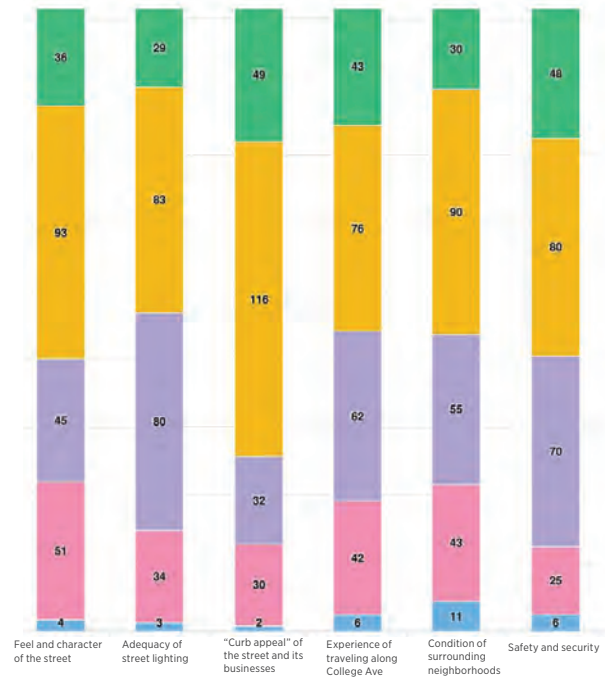


Question options



SOUTH OF NORTH

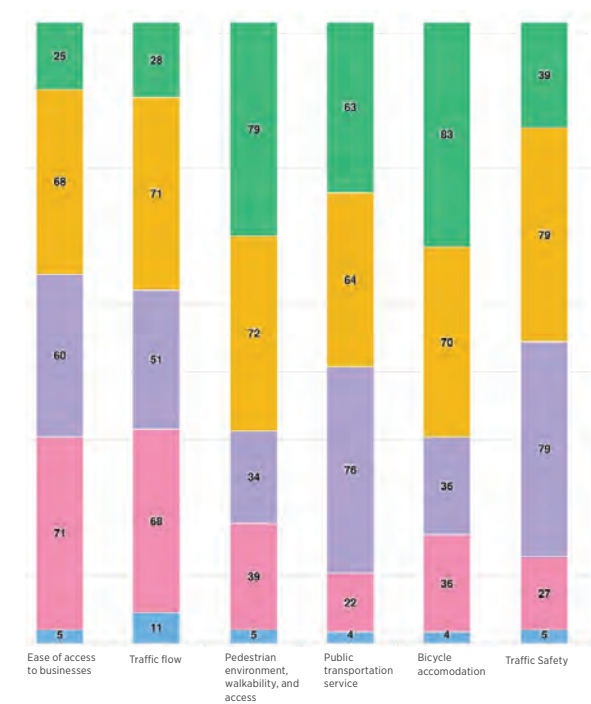
Physical



Economic



Transportation



Curb Appeal

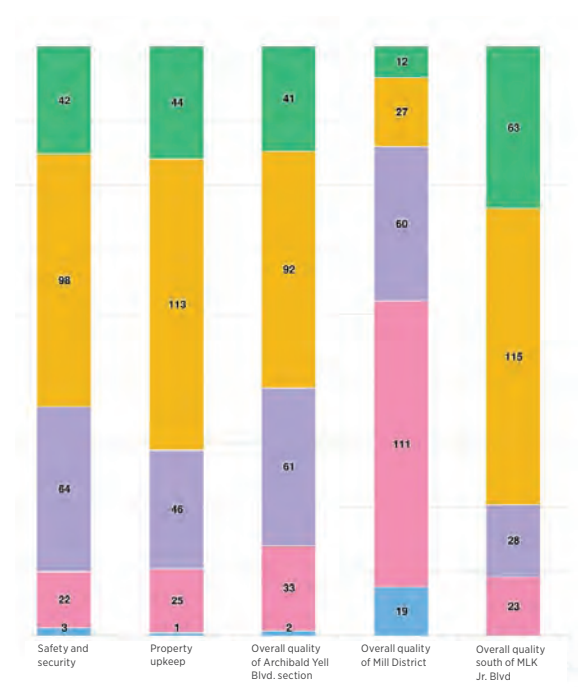
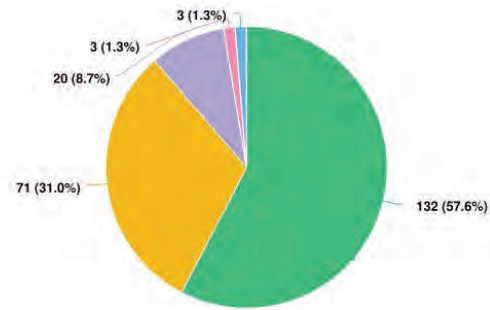


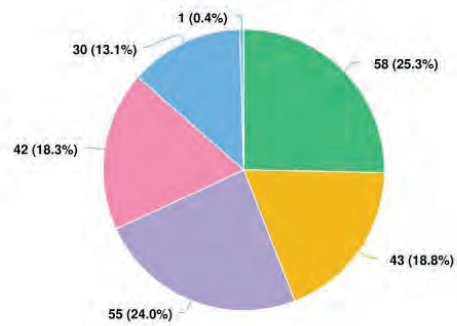
FIGURE X.X: Frequency of Visits to Businesses North of North St



Question options

- Three or more times a week
- Once or twice a week
- Every couple of weeks
- Maybe once a month
- Occasionally but less than once a month

FIGURE X.X: Frequency of Visits to Businesses South of Rock St

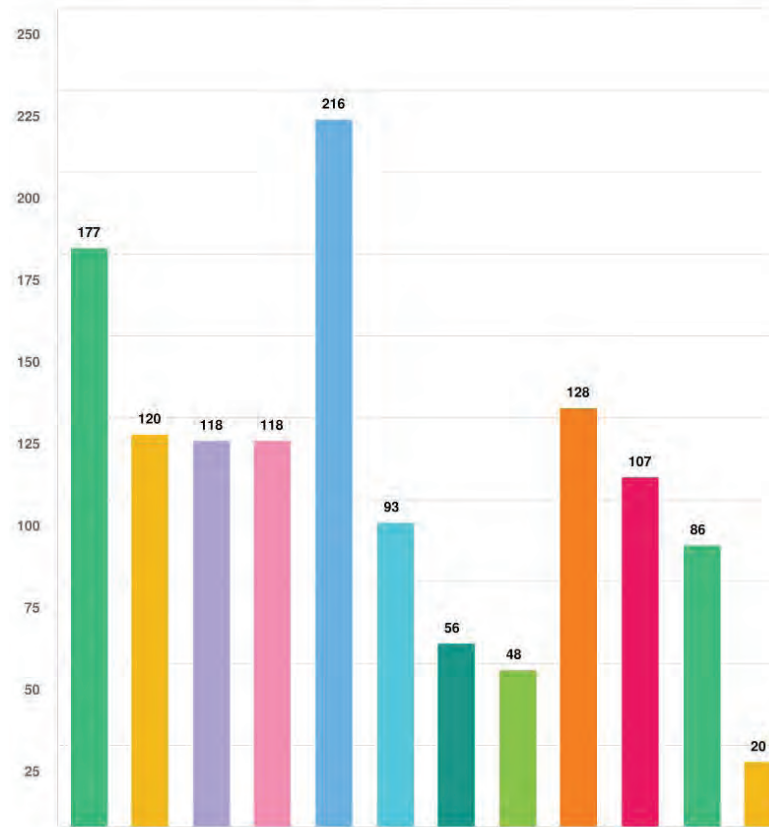


Question options

- Three or more times a week
- Once or twice a week
- Every couple of weeks
- Maybe once a month
- Occasionally but less than once a month
- Never

(229 responses, 0 skipped)

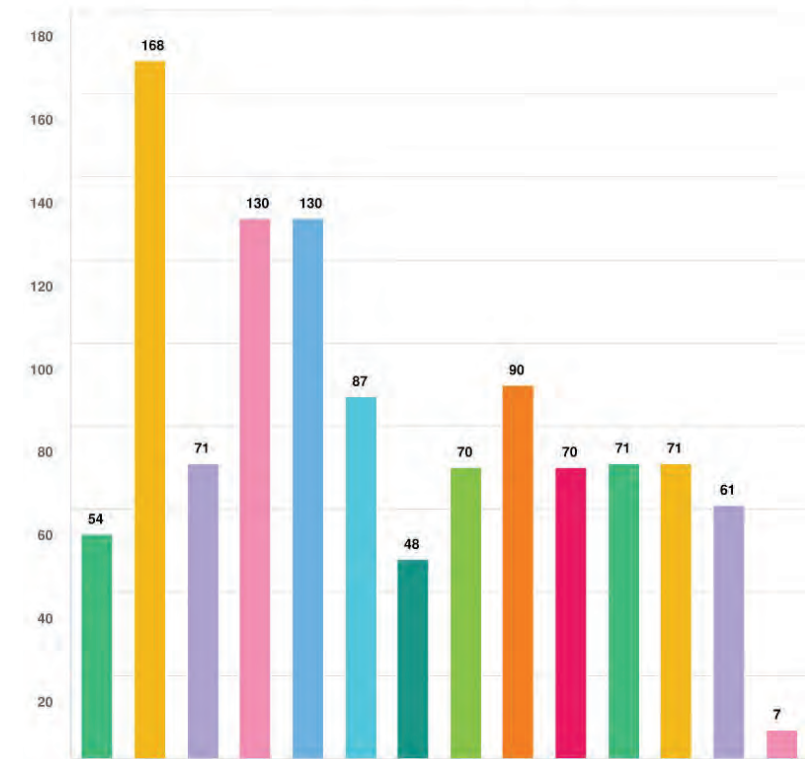
What are the purposes for your visits to the 71B study area? (Check all that apply)



Question options

- Grocery shopping
- Pharmacy shopping and medications
- Hardware and home improvements
- General merchandise, clothes, etc.
- Eating and drinking establishments
- Auto services and auto-related purchases
- Personal services like barber/beauty shops
- Visits to offices like insurance, attorneys, real estate
- Entertainment
- Work
- Home
- Other

From the following list, please select the FIVE most important existing assets for building the future of the 71B Corridor:



Question options

- The VA Hospital and UAMS campus
- Business variety, including locally owned restaurants and small businesses
- Shopping centers like Fiesta Square and the Northwest Arkansas Mall
- Access to trails and the Razorback Greenway
- Proximity to Downtown and University of Arkansas
- Transportation access and convenience
- History and public interest in the corridor
- Recent commercial and mixed-use development
- Lake Fayetteville and recreation opportunities
- South Fayetteville features like the Mill District and University Technology campus
- Underused land for development
- Surrounding neighborhoods
- Demand for housing and neighborhood services
- Other

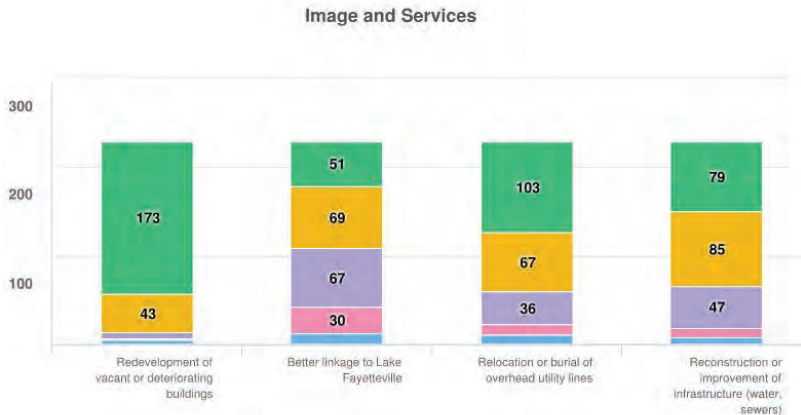
WHAT CHANGES OR IMPROVEMENTS WOULD CREATE A BETTER 71B?

Question options

- Very Important
- Somewhat important
- Neutral
- Somewhat unimportant
- Very unimportant

Development and Land Use

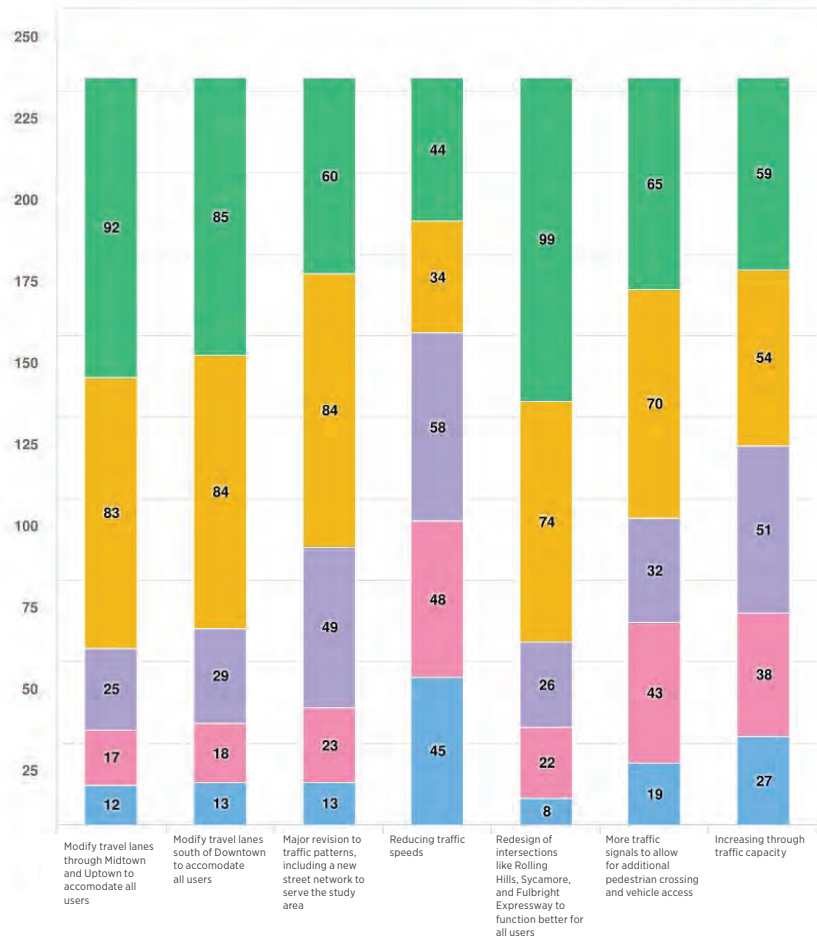
Street Environment



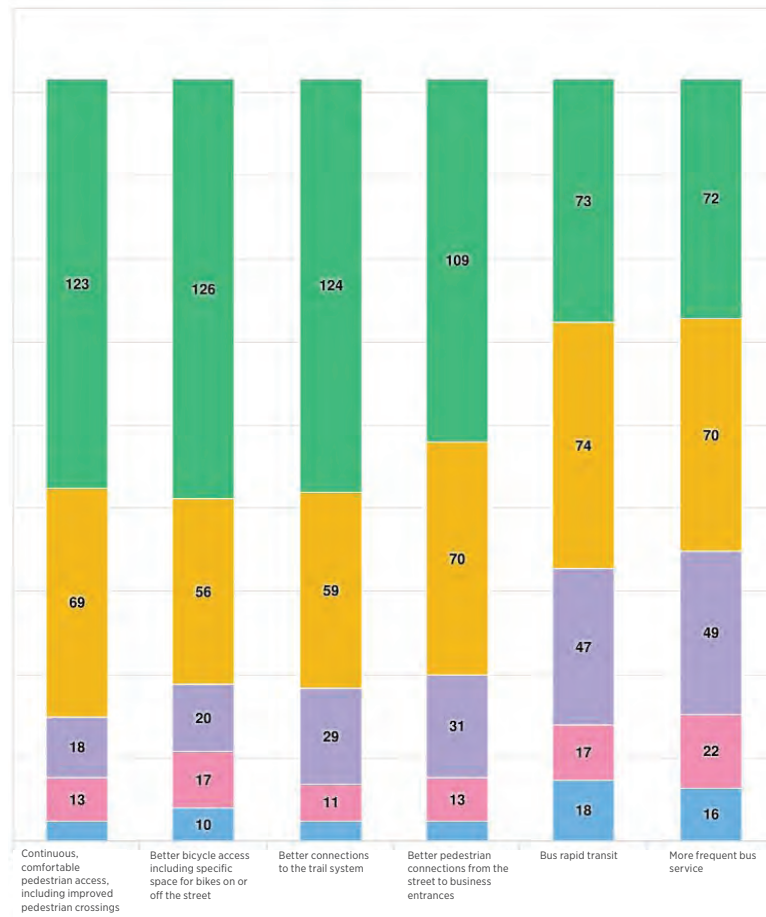
Question options

- Very Important
- Somewhat important
- Neutral
- Somewhat unimportant
- Very unimportant

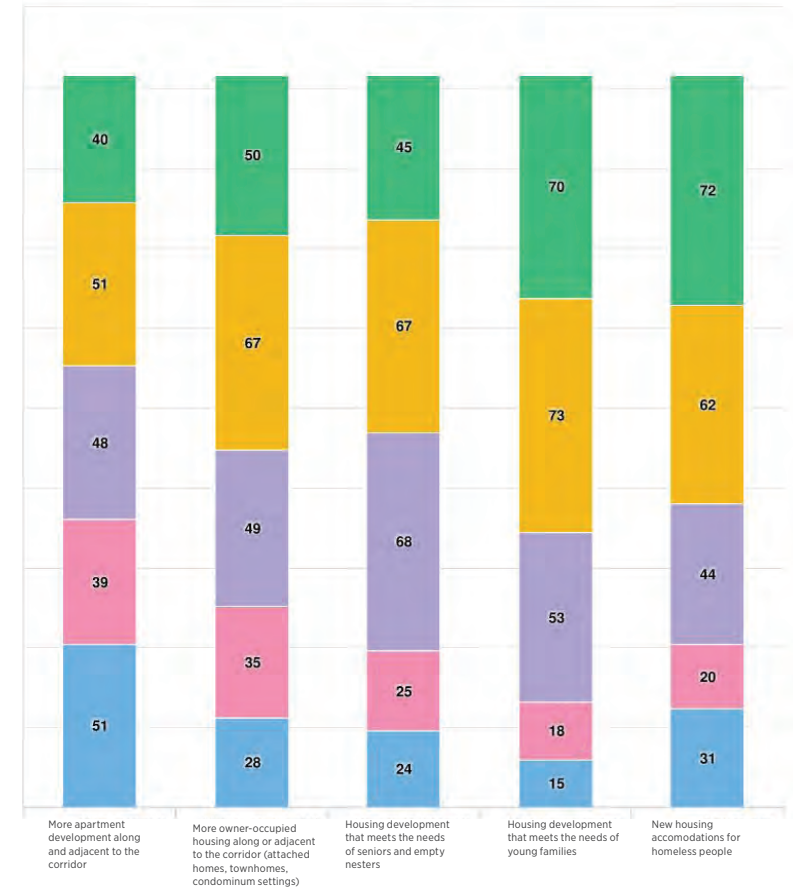
Traffic



Transportation Choice





Housing





VISUAL PREFERENCE




This idea does not apply to 71B
and should not be considered.


I find this interesting by
I'm not sure.


This idea might
have some merit.


This could be a very good
idea for parts of 71B.

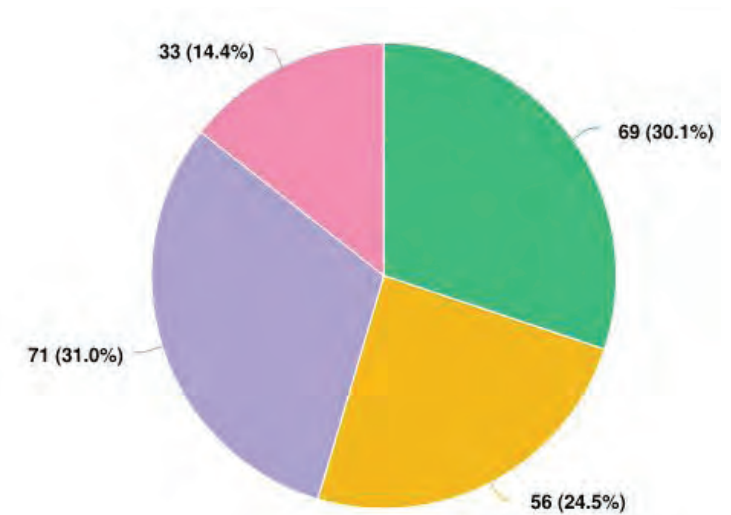
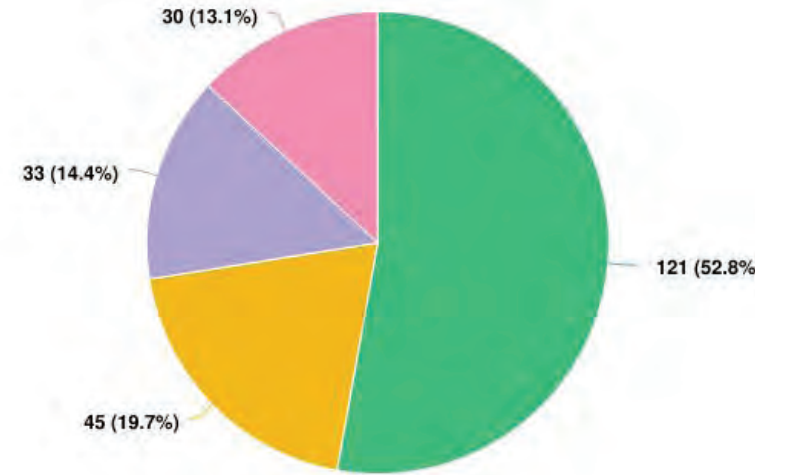
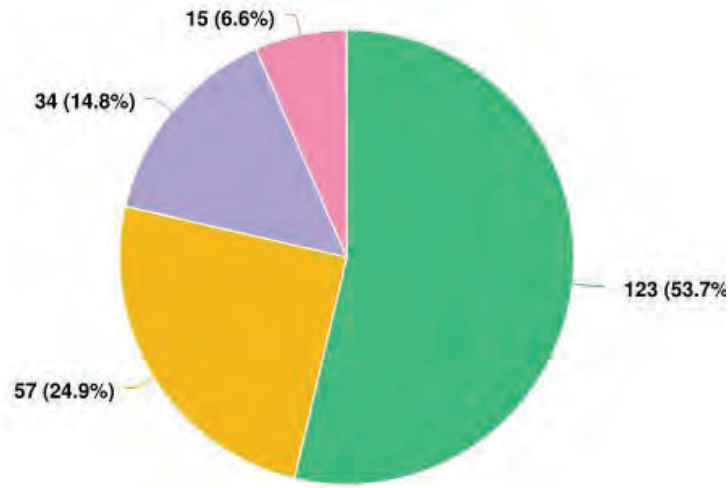
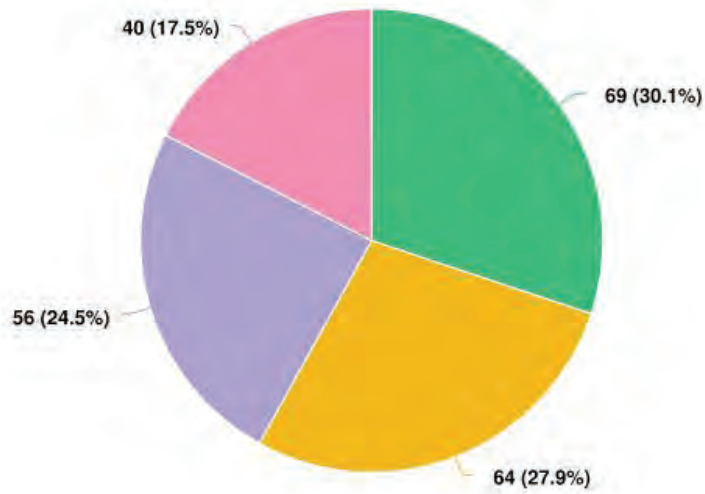




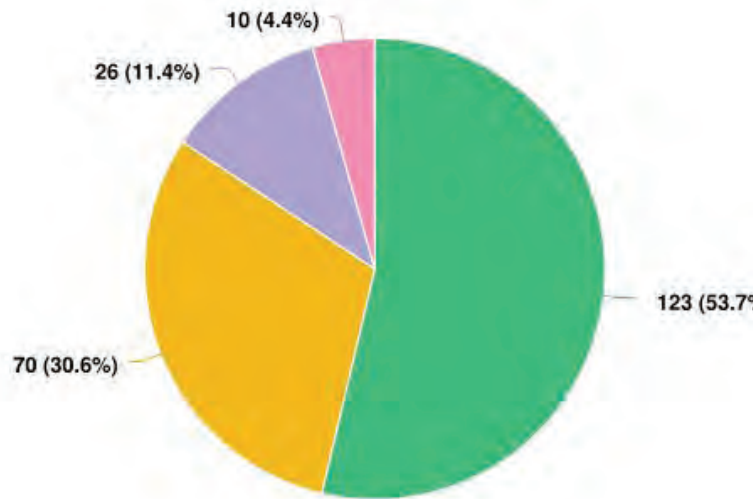
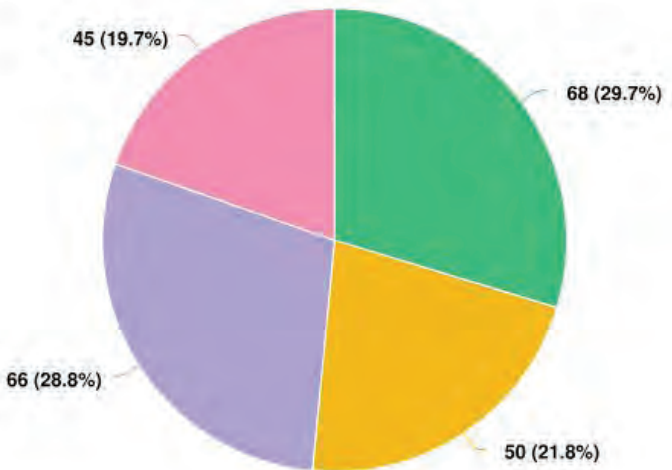
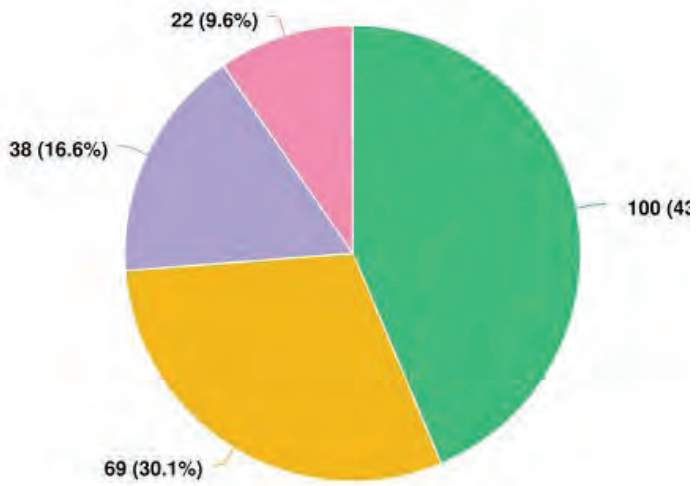
Image courtesy NYCDOT



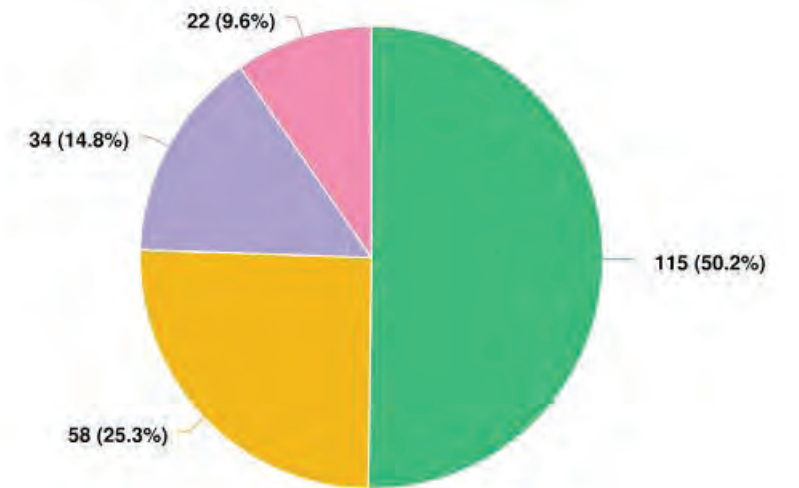
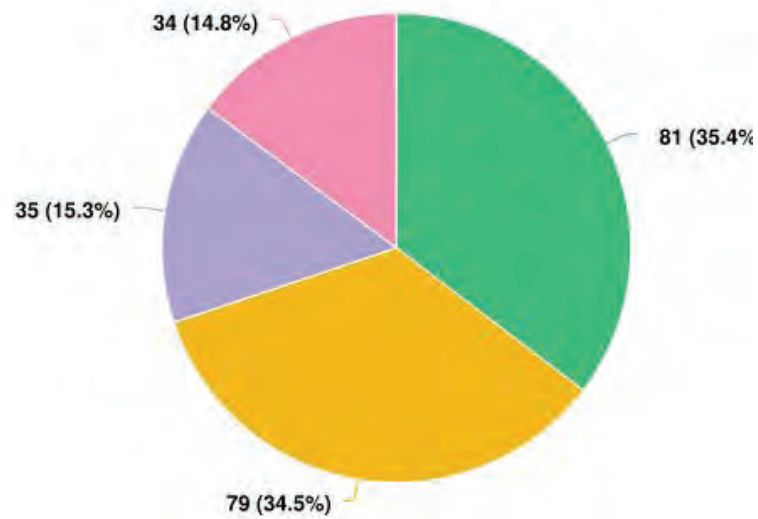
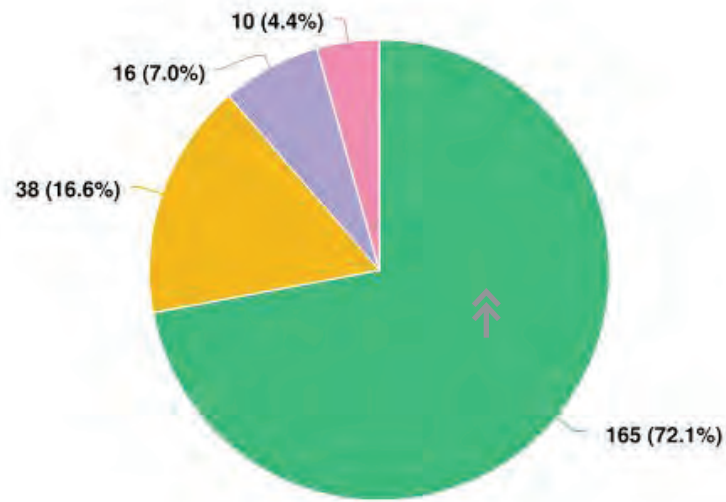
Image courtesy Alta Planning + D



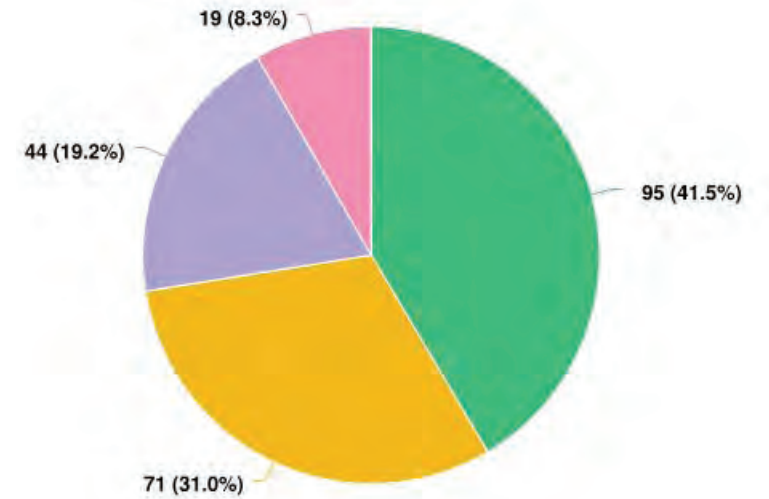
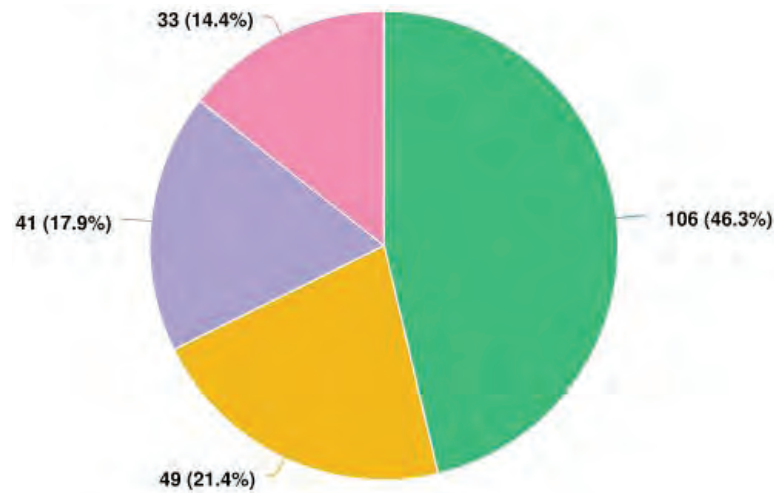
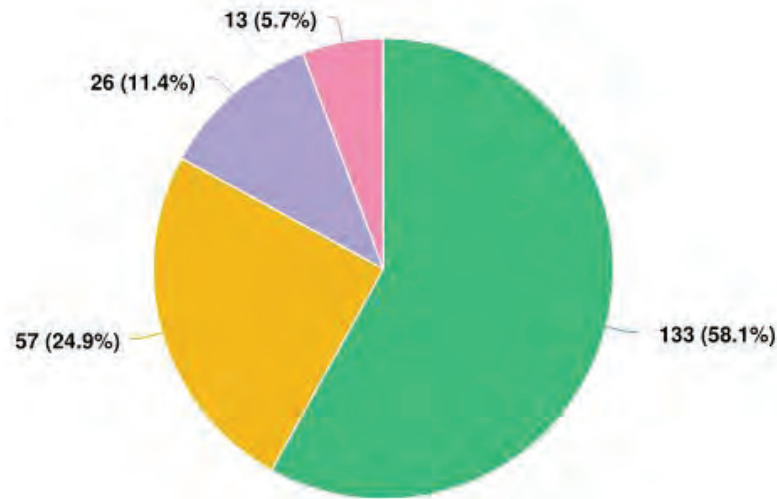
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■ I find this interesting by I'm not sure.
■ This idea might have some merit.
■ This could be a very good idea for parts of 71B.



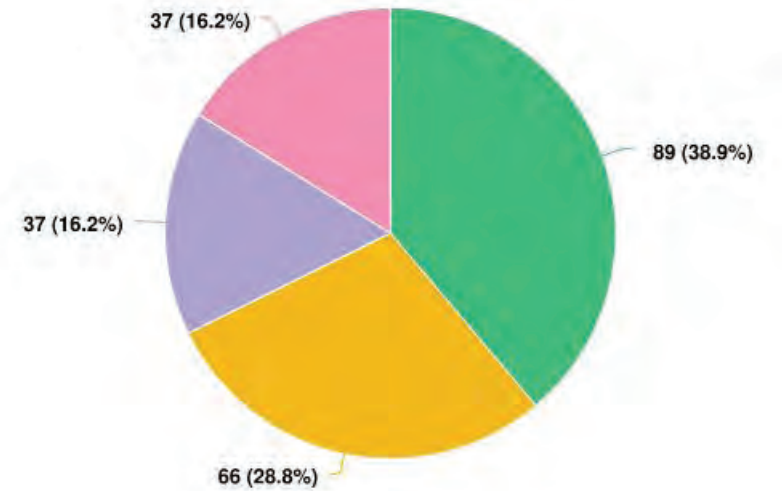
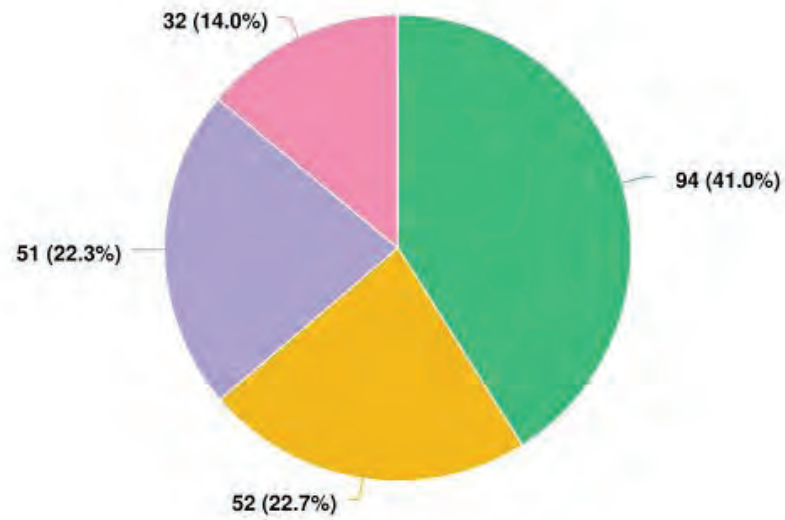
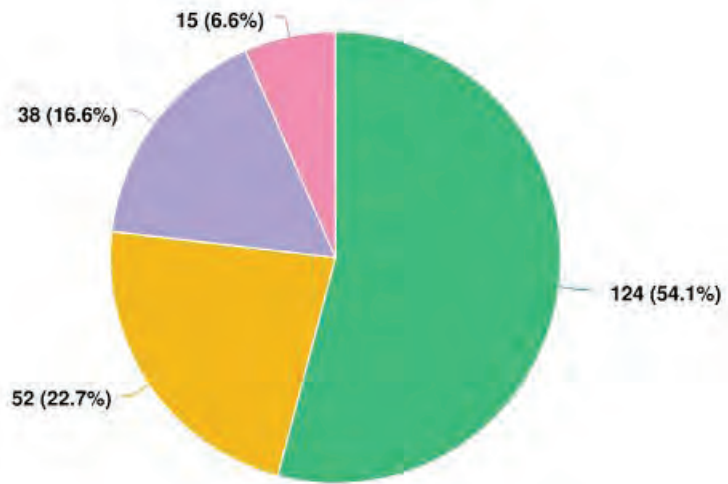
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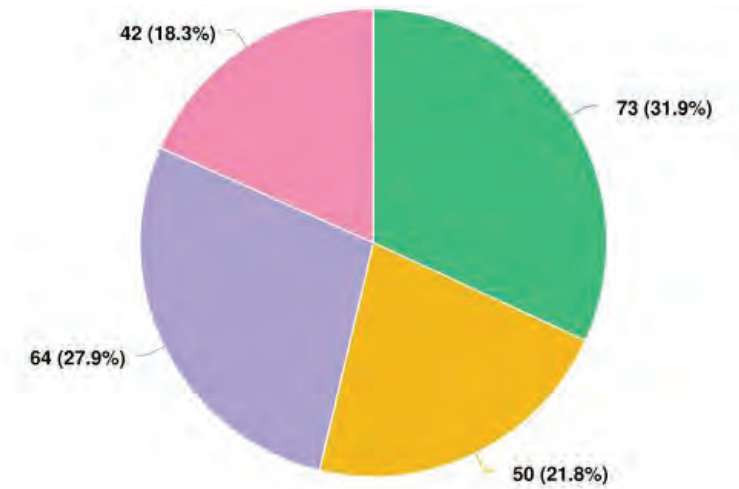
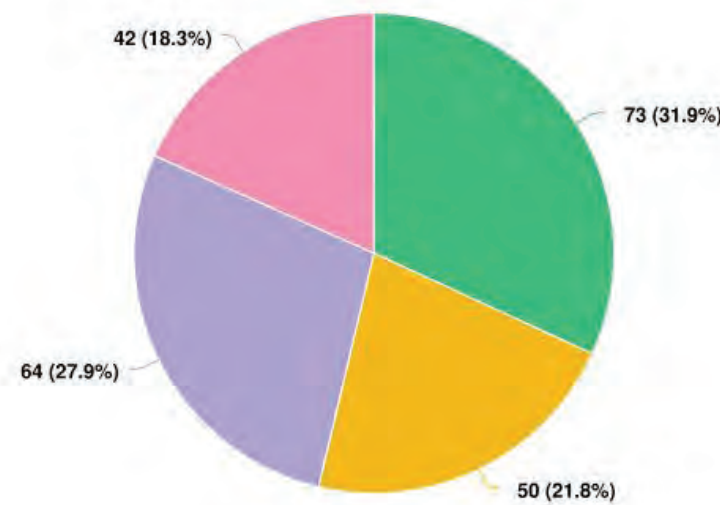
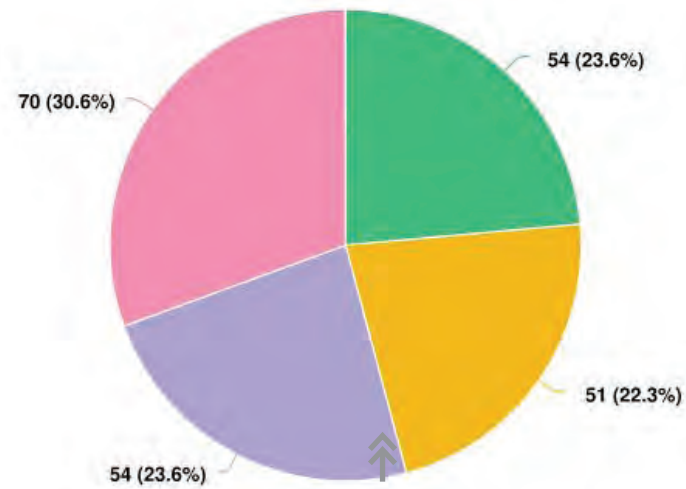
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4/MARKETS FOR 71B



A successful corridor concept must take markets into account and propose changes and concepts that are consistent with economic potential and reality. We are in a period where economics, consumer preferences, and behaviors are producing dramatic changes in retail markets and demand for space. Transportation changes also have a significant impact in project design, parking requirements, and community access. Chapter Four summarizes a market analysis completed to inform the design, transportation, and policy recommendations of this plan for the 71B corridor. The full report is included in an Appendix to the plan. The analysis addresses the entire corridor, but places special emphasis on the future of Northwest Arkansas Mall. This comes in a period when regional malls are experiencing uncertain futures. Many traditional malls are experiencing declining sales and occupancy. On the other hand, others are finding other productive uses to fill vacated space and some indications exist that younger shoppers are again finding malls to be attractive for social interaction.

MARKETS AND STRATEGIES FOR THE 71B CORRIDOR

This chapter summarizes the assessment that Gruen Gruen + Associates (“GG+A”) conducted of the market for retail uses on the College Avenue/71B corridor and the Northwest Arkansas Mall. It includes both the south section of the study area, South School Avenue and Archibald Yell Boulevard, from Cato Springs Road to Rock Street, and the north section, College Avenue, from North Street to the city limits. The center section covers Downtown Fayetteville, which is not technically part of the physical study area but has an impact on overall demand. In addition to evaluating potential market demands for retail uses and identifying potential additional market opportunities that could be captured within the corridor, this chapter also identifies strategic actions and policy recommendations that will advance the economic vitality and enhancement of the College Avenue/71B corridor and Northwest Arkansas Mall.

WORK ELEMENTS AND METHODOLOGY

To accomplish the study objectives, GG+A analyzed a variety of data sources and conducted primary research and:

1. Inspected the College Avenue/71B corridor and Pinnacle Hills Promenade activity center in Rogers and conducted interviews with property owners, developers, and real estate brokers including representatives of CBRE, Inc., Colliers, High Street Real Estate Development, Mark Zweig, Inc., Mathias Properties, Newmark Moses Tucker Partners, Sage Partners, and Specialized Real Estate Group as well as staff with the City of Fayetteville and University of Arkansas Technology Development Foundation. GG+A also obtained information from the General Manager of the Pinnacle Hills Promenade;
2. Analyzed land use, real estate market, and population, sales tax, and employment data. Local sources consulted included the Center for Business and Economic Research of the University of Arkansas, Northwest Arkansas Regional Planning Commission, and Washington County Assessor’s Office;
3. Analyzed demographic and income characteristics of households, and prepared purchasing power estimates for retail goods and services for



two primary market areas: the “South 71B” corridor and the “North 71B” corridor;

4. Converted estimates of purchasing power or retail demand into estimates of the supportable amount of on-the-ground retail space for the two primary market areas;
5. Obtained estimates of the supply of retail space and identified the relationship between estimated retail space demand and supply for the two primary market areas; and
6. Synthesized the results of the primary and secondary research and analysis and field inspections in order to reach conclusions about the potential opportunities and constraints affecting demand for retail space and to identify strategic action recommendations for subsequent planning, marketing, and enhancement implementation.

FINDINGS

Retail

- From the opening in 1972, through its initial expansion in 1978, its second expansion in 1986, and its final expansion over 1997-99 and until 2006, the Northwest Arkansas Mall was the only mall in Northwest Arkansas



region. In 2006, the Mall was sold. In the same year Pinnacle Hills Promenade opened (slightly less than 12 miles northwest, in Rogers) creating the first regional-serving competition to the Mall. Situated on 152-acres, this 934,000-square-foot open-air center is now anchored by a Dillard’s, JCPenney, and a 12-screen Malco Pinnacle Theatre and high-volume Fresh Market. According to the General Manager of the Pinnacle Hills Promenade, Fresh Market replaced Border Books. Pinnacle Hills Promenade had the same three anchor tenants when it opened as did the older Mall (Sears has closed at both properties). Pinnacle Hills Promenade, however, has a more contemporary format and better mix of retailers currently including Williams-Sonoma, Banana Republic, Lululemon, Pottery Barn, and restaurants such as P.F. Chang’s China Bistro. The Promenade is also the location of the first Cabela’s World’s Foremost Outfitter /Bass Pro in Arkansas, and a “green” Target store. Adjacent to the Pinnacle Hills Promenade is a big-box power center including Bed Bath & Beyond, Old Navy, Ulta, PetSmart, and DSW. The trade area served by the Pinnacle Hills Promenade retail agglomeration is reported to include Fayetteville and a great deal of the metropolitan area and extends to southern Missouri.

- The retail agglomeration in Rogers provides a relatively complete supply of regional-, community- and value-oriented retail shopping alternatives. The development of the Pinnacle Hills Promenade retail agglomeration has caused a decline in the trade area served by the Northwest Arkansas

Mall and a decline in the sales spillover the Mall generates for nearby retail uses. As a consequence of supply additions in Benton County and along Interstate 49 in locations with visibility and even better accessibility to freeways and shifts in the geographic distribution of population and employment bases, the strength and magnetism of the Northwest Arkansas Mall and retail agglomeration in the corridor has declined.

- In addition, the Pinnacle Hills Promenade tends to be the preferred location for out-of-region retailers to enter the market (Whole Foods, which selected a location in the northern portion of the corridor is a notable exception to this site location tendency). The area around the Pinnacle Hills Promenade has experienced significant office, hotel, and residential development, which has reinforced the location as the regional hub. According to real estate brokers, the Great Recession and growing competitive impact of e-tailing caused some retailers to retrench and reduce store counts. Some retailers which had stores in both the Pinnacle Hills Promenade and Northwest Arkansas Mall areas chose to close the Northwest Arkansas Mall locations.



2.9 million square feet of shopping center space and major freestanding stores. Almost all the existing retail space in the corridor study area is located north of the Downtown, but for the freestanding Walgreen's and Walmart Neighborhood Market stores located at the intersection of School Avenue and Martin Luther King Jr. Boulevard just south of Downtown.

- The northern portions of the College Avenue/71B corridor, however, are surrounded by desirable residential neighborhoods, are situated on or near roadways connecting to Interstate 49 and a large employment base and are near Springdale which has experienced population growth but does not have a compete supply of retail uses.
- The southern part of the College Avenue/71B corridor is characterized by proximity to the campus of the University of Arkansas, the Arkansas Research and Technology Park, and student housing. Household incomes are lower, on average, in southern parts of Fayetteville and nearby communities such as Elkins and West Fork.
- The Fayetteville area contains approximately 3.6 million square feet of shopping center space according to CoStar. Current availability rates (percent of space currently available for lease) exceed 11 percent for community, neighborhood, and strip centers. The total inventory of retail space in Fayetteville, including "general" freestanding retail uses such as restaurants, service, and automotive-related, is reported by CoStar to encompass more than 9.0 million square feet of rentable space.
- The College Avenue/71B corridor is estimated to contain approximately

- Based on a synthesis of interviews and a review of competing supply locations, and consideration of advantages and disadvantages and geographic and transportation access factors that apply to the corridor, the primary trade area from which the northern portion of the corridor attracts or could attract shoppers includes most of Washington County. Retail brokers and developers uniformly indicate that U.S. Highway 412, just north of Fayetteville's border, represents a dividing line within the regional retailing market. Households located north of Highway 412 do not tend to shop within the northern portions of the corridor.
- The primary trade area from which the southern portion of the corridor attracts or could attract shoppers includes southeast Fayetteville and nearby communities to the south and east of Fayetteville. The primary trade area extends approximately 15 minutes south and east along US-71 and Highway 16, to the smaller communities of Greenland, West Fork,



and Elkins. The primary trade area generally includes the University of Arkansas campus, but does not extend north past Archibald Yell Boulevard into the Downtown area. Interstate 49 to the west represents a physical and psychological barrier limiting the primary trade area to the west.

- Households and workers within the primary trade area for the northern portion of the corridor currently generate approximately 3.9 million square feet of retail space demand. Due to projected growth in the household base within the primary trade area, demand is estimated to increase to about 4.2 million square feet in 2023. These findings are based on a total combined expenditure potential of local market area households, non-resident workers and on-campus students of nearly \$1.3 billion in 2018 and nearly \$1.4 billion in 2023 and an estimate that high quality retail space must generate at least \$325 per square foot in order to be viable. The existing retail supply within the primary trade area is estimated to total approximately 4.9 million square feet. Most of this space, about 2.9 million square feet, is located within the 71B corridor. Thus, an existing supply "surplus" of at least 808,000 square feet of retail space is estimated to exist. Future household growth over the next five years is estimated to reduce the retail supply surplus, although existing supply will still exceed estimated potential demand by

an estimated 490,000 square feet of retail space by 2023.

- The total combined expenditure potential of local market area households, non-resident workers and on-campus students within the southern portion of the corridor is estimated at approximately \$111 million. Based on an annual sales per-square-foot threshold requirement of \$375 per square foot for necessity- and convenience-oriented neighborhood retail space, the expenditure potential can support approximately 300,000 square feet of retail space. Due to projected growth in the household base within the primary trade area, demand is estimated to increase to about 320,000 square feet in 2023.
- The existing retail supply within the primary trade area served by southern portions of the corridor is estimated to total at least 272,000 square feet. Almost all of this space is comprised by freestanding grocery and drug stores and restaurants. The comparison between estimated demand and supply results in a small amount of “unmet” demand at 25,000 square feet of neighborhood-serving retail space, which could grow to approximately 50,000 square feet of space by 2023.
- While the mathematical model of supply and demand is not a precise tool, the results of the quantitative analysis are consistent with interview findings. Based on our interviews with multiple real estate brokers and local owners or leasing agents, the retail markets are highly competitive. The larger centers and concentrated nodes of retail uses are better positioned to siphon off sales from strip centers and smaller buildings along the College Avenue/71B corridor which lack the size and tenant mix to effectively compete for users and sales from shoppers.
- The Northwest Arkansas Regional Planning Commission forecasts that about 50,200 households will be added within the regional trade area (northern portion of the corridor) by 2040, and that nearly 6,700 households will be added within the smaller primary trade area identified for the southern portion of the corridor by 2040. In the longer-run, demand may support additional commercial space in the corridor. Occupancy rates, rental rates and household and employment growth and supply additions within the trade areas should be monitored. Such monitoring will facilitate evaluating retail development and redevelopment proposals and opportunities.



CONCLUSIONS AND RECOMMENDATIONS

Retail Planning Policy Strategy

Those merchants and retail centers unable to adapt to the constantly changing retail environment and unable to respond to contemporary consumer preferences will lose sales. This is part of the natural evolution and inherent creative destruction and reinvention of the retailing and retail real estate sectors. The primary strategic retail use implication is that **the City should encourage the reduction in the amount of smaller, older, obsolete centers, especially those without strong grocery and drug store anchors that by their very nature serve limited trade areas, do not encourage multi-purpose trips, do not generate significant sales spillover for adjoining tenancies, and are not positioned to create dynamic shopping and dining environments through size, tenant mix, and physical improvements. Retail Planning Policy Strategy should be directed to encouraging smaller obsolete retail centers to either be combined with adjoining property to create larger and stronger retail developments and/or converted to higher density residential and office uses. Residential and office uses will augment demand for retail goods and services.**

The interviews suggest that apartment uses would replace some obsolete commercial uses if the regulatory uncertainty about obtaining development

approvals is reduced. Relatively higher density apartment uses would support higher land values and investment returns than thrift shops, churches, tattoo parlors, and other users only able to pay low rents for older, relatively obsolete retail spaces and which do not tend to generate positive sales spillover for other businesses.

Gen-Yers, who tend to marry later and have fewer children, households moving to the area for jobs, or educational or healthcare service opportunities, and empty-nester household are primary sources of demand for apartment units. Two apartment projects – the 308-unit Uptown Fayetteville Apartments+Shops and 306-unit Watermark at Steele Crossing –, each completed in 2017, leased up quickly at above market rents. The interviews suggest **demand attributable to job growth, shortage of housing for University of Arkansas graduate students, and presence of major medical facilities, will support continued multi-family development, which in turn, would help support local restaurants, services, and retailers.**

Vacant big-box retail space in older centers may have more potential to be reused for office space. According to the University of Arkansas Skyline Report, office space vacancy rates in Fayetteville have declined from 6.7 percent in the second half of 2016 to 3.9 percent in the first half of 2018. CoStar estimates the office vacancy rate in Fayetteville is currently below three percent, down from about 15 percent vacancy as recently as 2012. The interviews and review of tenanting trends suggest continued demand from



office space users in the 10,000- to 30,000-square-foot range seeking lower cost space than available in Class A office buildings in Benton County and which do not need to be very close to Wal-Mart's headquarters. These call center, administrative processing, and other support users benefit from the labor produced by the University and proximity to a diverse housing stock and transportation accessibility. The users can pay more than retail users for the vacant big-box retail space. The cost of remodeling such buildings is typically lower than new office space construction and the space can be moved into sooner. The proximity to retail services and amenities and plentiful parking are advantages to office space users offering convenience and efficient use of time for their workers and visitors.

Development of locations within the corridor as destinations for ethnic and other unique, authentic restaurants and restaurant/entertainment rows should be encouraged. The accessibility of the College Avenue corridor to not only local households and students and faculty associated with the University of Arkansas but also to residents living in other parts of the region and to nonresident employees is an advantage. Low building space costs also provide advantages to unique ethnic and other restaurants. Bocca Italian Eatery and Pizzeria replaced at the end of 2015 Backyard Hamburgers, a Nashville-based chain that closed the midtown College Fayetteville location but kept open a unit in Rogers. Conway-based Tacos 4 Life opened its restaurant at the Evelyn Hills shopping center in Fall 2015. The restaurant remodeled a space formerly occupied by a USA Drug store.

One strategy to explore is a restaurant row, which needs to be placed in a highly-visible location such as along frontage of the Mall property with landscaping and signage techniques that serve to attract residents and workers as well as travelers through the College Avenue/71B corridor. We use the term restaurant row because one restaurant by itself cannot serve to attract a significant number of patrons from an extended area. A cluster of restaurants, however, can typically penetrate a deeper area because consumers have the added confidence that if they cannot get into one restaurant, other options will be available. A cluster of restaurants can also engage in greater promotional activity.

The food preferences of Generation Ys are changing the culinary landscape — stimulating the proliferation of ethnic restaurants, food trucks, and farmers markets. Perhaps Generation Y's fascination with food is one of the defining characteristics of this eat-and-tweet generation. **As part of making the Mall property relevant and to take advantage of the ample parking availability, expansion of the Farmer's Market and regular food truck gatherings to the Mall property should be planned, organized, and implemented.** This will help create the type of social environment and amenity package appealing to Generation Yers looking for authenticity and a place to congregate as well as appeal to area employees and family households.

A consumer shopping pattern shift from the purchase of goods to the purchase of services and experiences has occurred. Food and service-related uses, including medical services, are driving demand growth for neighborhood and community shopping center space. **The optimal tenant mix for the College Avenue/71B corridor will continue to evolve in favor of retailers, restaurants, and service providers that do not directly compete with the Internet.** Consistent with this consumer shopping pattern shift, the interviews suggest that an LA Fitness may be searching for sites in the broader market. LA Fitness has chosen second generation, vacant big-box stores and junior anchor locations in regional mall sites that are close to residential neighborhoods and employment centers. Fitness One has located in a 41,000-square-foot facility near Interstate 49 and Wedington Drive, west of the corridor, and is reported to be performing much better than anticipated. This suggests potential **support for an additional fitness facility that if located at the Mall property would help generate daily traffic to the site.**

In 2016, the owner of JJ's Grill opened a restaurant, beer garden, and concert venue in Uptown near Target and Kohl's and a new apartment development.

The 12,000-square-foot facility located at the corner of Van Asche Drive and Steele Boulevard includes a brewery, and the corporate offices of JJ's Grill. It is reported to be performing well and is an example of an entertainment, experiential use that cannot be duplicated by the Internet and has an extensive draw.

The interviews suggest that other food/bar entertainment-oriented concepts (e.g., Walk-On's Bistreaux & Bar, which locates in "college towns") not yet in the Northwest Arkansas region are considering entering the market and while the interviews also suggest the first units are likely to be located in the Pinnacle Mall Promenade submarket, Fayetteville would be the next logical location for expansion. This finding suggests it would be beneficial to **pro-actively position and market sites on the Mall property or in or near the older Evelyn Hills or Fiesta Square centers with ample parking as location for these kind of destination venues that could help rebrand and enhance the quality and appeal of these centers to space users and patrons.**

In places where the demographics and local real estate market conditions are supportive, mall owners and asset managers are sometimes able to replace closed department stores by transforming the tenant mix to other retail, including non-traditional mall anchors. Dick's Sporting Goods, which has located in other regional malls, has a store in Fort Smith but not yet in either Benton County or Fayetteville, could be a candidate for the Mall property if it expands into the regional market. Off-price retailing is still growing and a leading operator in this sector, Burlington, would also be new to the market. Its store prototype consists of 40,000 to 50,000 square feet. The demographics of the northern 71B corridor primary market area would fit with the site selection criteria of Burlington.¹

Closed or poorly performing mall retailers will need to be replaced with off-price retailers like Burlington or experiential tenants including sports related such as Dick's Sporting Goods— those that cannot readily be replaced by the internet. Entertainment, food and beverage, and services will be potential replacement solutions. For example, tenants providing organic takeout meals, high-grade services like health spas, and facilities for pets such as dog hotels illustrate retailers not easily replaced online, and which benefit from (and contribute to) mall or corridor traffic. As a local example last year, Hounds Lounge Pet Resort & Spa replaced a resale shop as the occupant of the former Big 8 Tire building of 8,868 square feet at the intersection of



College and East Township Road. The purchaser of the building also operates a pet resort in Little Rock. The site was chosen because the location has high traffic volume and adjoins the east-west commuter gateway to I-49 near residential neighborhoods and was available for a relatively low price.

The key is both to provide the type of experience and convenience that a shopper cannot get from sitting at home, and to eliminate the sameness that fails to differentiate from the competition. **To become and stay relevant, malls and commercial corridors will become much more mixed and not just a place for retail consumption. Instead, the relevant mall, for example, will be where people go for dining, entertainment and education (concerts, art shows, plays, movies, farmer markets, and classes), health, fitness, and beauty, and stay overnight at a hotel – or to work and/or live. By this standard, the current Northwest Arkansas Mall is not relevant.**

RECOMMENDATIONS FOR POLICY ACTIONS

Reduce the amount of retail zoning along the College Avenue/71B corridor.

Like many communities, Fayetteville has designated most of the land along its College Avenue arterial/71B corridor for commercial uses. By reducing the amount of property zoned for retail uses or permitting multi-family and

office uses on currently retail zoned property, the City will stimulate stronger performance within its focused, designated retail areas. **Focus the highest intensity of uses at key intersections and nodes.**

Residential development is crucial to corridor revitalization and enhancement in two fundamental ways. First, it is the basic component that will reduce the amount of property available for commercial uses. Second, more housing will provide a larger local market to support the commercial and entertainment uses that remain or are added. Therefore, rezone obsolete uses, including smaller, older, currently less successful retail centers and commercial buildings for relatively higher density residential uses. Zoning changes accompanied by appropriate design and other regulatory revisions to encourage assemblage of older obsolete retail or other property into multi-family housing will bring in more residents who will provide both the employment base for offices, healthcare, and research and development activities in the corridor as well as patrons for stores and restaurants.

Provide for Fewer but Larger Retailing-Mixed Use Nodes

Retail agglomerations succeed because they contain a variety of proximate shopping opportunities whose synergy attracts more customers. **It would be advantageous if the corridor has fewer, but larger, well-integrated and linked shopping nodes than numerous smaller strip centers and free-standing buildings** with excessive numbers of curb cuts that siphon off relatively small sales dollars so as to make more difficult the development of larger projects with greater trade areas and more frequent visitation, or higher per visit expenditures.

Identify opportunities to make new amenities and services available along College Avenue such as parks and recreational offerings, including bicycle and jogging paths that link with nodes of denser development. Ideally, implementation of such opportunities should be in conjunction with the removal of obsolete building space and assembly of smaller parcels into larger cohesive redevelopment sites.

Assist with Development and Implementation of Business Plans

The City should encourage property owners and managers to develop business plans for the revitalization or adaptive reuse of commercial properties such as the Northwest Arkansas Mall characterized as functionally (competitively), but not locationally obsolete. The challenge will be to

identify feasible physical, tenanting and marketing enhancements and implementation procedures to reposition and strengthen their performance. The City can assist in this process by, for example:

- Streamline and make more predictable the development process; and
- Provide information on the goals and objectives for development/redevelopment, and how the City may assist owners and developers seeking to implement development/redevelopment consistent with City priorities (such as municipal policy action or facilitation of the entitlement process or where appropriate with financial assistance to bridge feasibility gaps).

Area or property specific feasibility studies should be conducted or required before any specific re-zoning, changes in design parameters or other land use regulations, capital budget authorizations, or public programs to implement the business plan or economic action should be approved. Municipal assistance should be directed toward retaining and expanding uses or attracting new businesses that can reasonably be expected to serve to expand the trade area from which customers are attracted and serve to induce more frequent visitation from households and workers within the existing trade area. In some cases, for example, rather than accept a standard development that meets planning and other regulations, it may be more beneficial to encourage through municipal assistance enhanced design or added services or uses to facilitate the long-run competitiveness and tax-generating ability of a development. As another example, the City should provide for flexibility in its land use regulations to allow for the orderly transition of former retail uses to alternative uses.

Northwest Arkansas Mall

Vision: The place where people go for more than shopping; for dining, entertainment and education (concerts, art shows, plays, movies, farmer markets, and classes), health, fitness, and beauty, and stay overnight at a hotel or to work and/or live.

Course of Public Action: Encourage Northwest Arkansas Mall to develop business plan to reuse and enhance property. Market and feasibility studies should be conducted or required before any specific re-zoning, changes in design parameters or other land use regulations, capital budget authorizations, or public programs to implement the business plan or

economic action should be approved.

Municipal assistance should be directed toward retaining and expanding uses or attracting new businesses that can reasonably be expected to serve to expand the trade area from which customers are attracted and serve to induce more frequent visitation from households and workers within the existing trade area. In some cases, for example, rather than accept a

standard development that meets planning and other regulations, it may be more beneficial to encourage through municipal assistance enhanced design or added services or uses to facilitate the long-run competitiveness and tax-generating ability of a development. As another example, the City should provide for flexibility in its land use regulations to allow for the orderly transition of former retail uses to alternative uses.

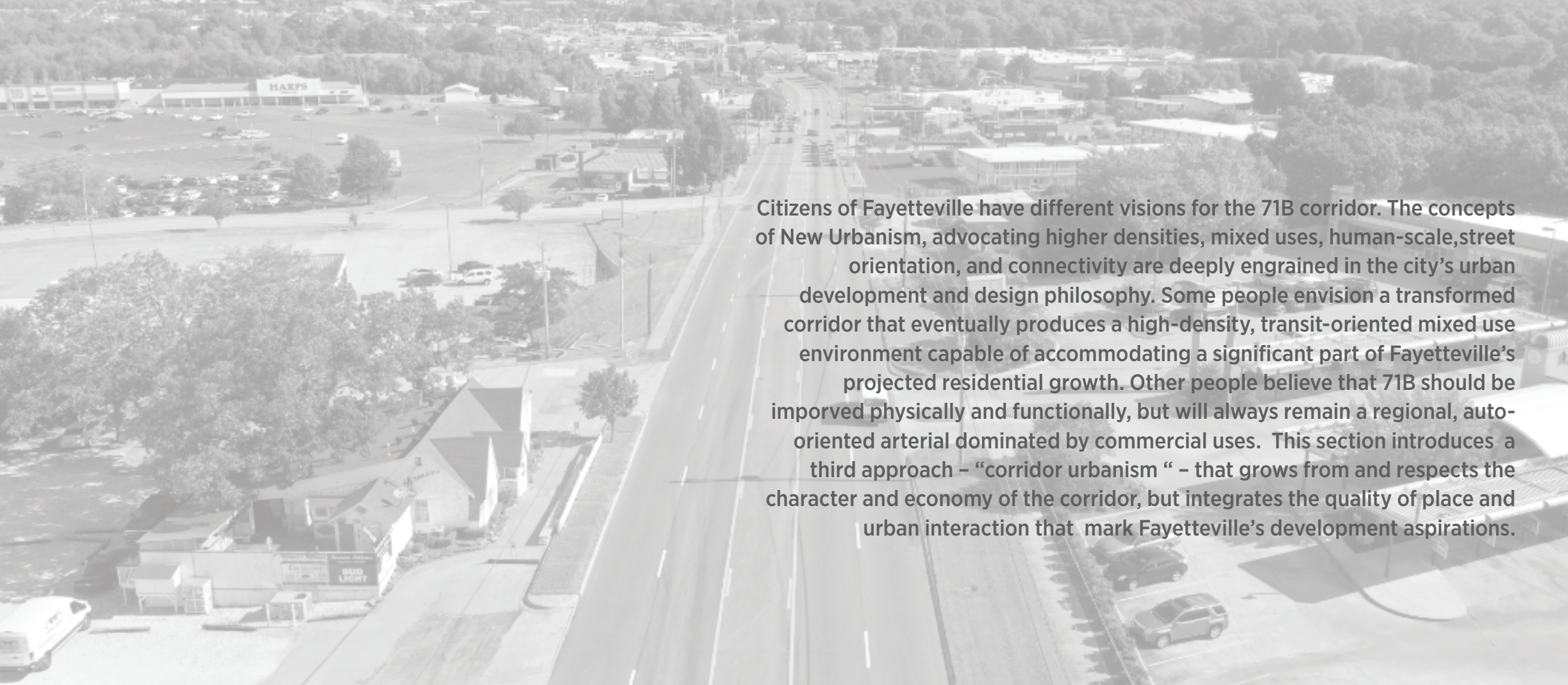
The City can assist accomplishing the reuse and enhancement of the property by the following:

- Streamline and make more predictable the development process; and
- Provide information on the goals and objectives for development/redevelopment, and how the City may assist with the implementation of the business plan consistent with City priorities.

FIGURE 4.1: Strategic Imperatives for Northwest Arkansas Mall

Potential Use Opportunity	Public Policy/Property Benefits	Needed Actions
Multi-family development	Contributes support for local restaurants, services, and restaurants; helps local employers attract and retain talent	Market/survey research to identify scale and type of preferred product; financial feasibility analysis; site planning and due diligence; implement needed zoning/regulatory process and approvals; developer solicitation, evaluation, and selection
Reuse vacant anchor/big-box buildings for office space	Contributes support for local restaurants, services, and retailers; provide job and income opportunities; contributes to demand for multi-family development; and occupies vacant space	Implementation needed zoning/regulatory process and approvals, market space for office use; be prepared to respond to incentive requests- to do so, evaluate economic and fiscal impacts and feasibility gap
Restaurant row in a highly-visible location such as long frontage of the Mall property with landscaping and signage	Generates day- and evening- traffic for Mall occupants; appeals to and supports office workers and multi-family households (and visitors)	Site planning, due diligence, marketing/user solicitation, evaluation, negotiation, selection; implement needed zoning/regulatory process and approvals
Expand Farmer's Market and food truck gatherings on excess parking area	Generates day- and evening- traffic for Mall occupants; appeals to and supports office workers and multi-family households (and visitors)	Plan/research, organize, and implement; identify if public funding may be needed to facilitate feasible launch and ramp up
Proactively position and market sites on the Mall property for destination entertainment venues	Generates day- and evening- traffic for Mall occupants; appeals to and supports office workers and multi-family households (and visitors); rebrand and enhance the quality and appeal of the Mall to space users and patrons	Site planning, due diligence, marketing/user solicitation, evaluation, negotiation, selection; implement needed zoning/regulatory process and approvals
Fitness Facility	Generates day- and evening- traffic for Mall occupants; appeals to and supports office workers and multi-family households (and visit	Identify options for re-tenanting existing space and new development; marketing/user solicitation, evaluation, negotiation, selection; implement needed zoning/regulatory process and approvals
Replace closed and closing retailers with off-price retailers like Burlington or experiential tenants including sports related such as Dick's Sporting Goods- those that cannot readily be replaced by the internet. Entertainment, food and beverage, and services will also be potential replacement solutions (see pages 6/7)	Improve competitive strength and market responsiveness, reinforce other businesses and uses; replace some of the sales-tax lost from competitive obsolescence	Marketing/user solicitation, evaluation, negotiation, selection; implement needed zoning/regulatory process and approvals; be prepared to respond to incentive requests- to do so, evaluate economic and fiscal impacts and feasibility gap
Educational and cultural programming and uses and healthcare uses (see page 7)	Generates day- and evening- traffic for Mall occupants; appeals to and supports office workers and multi-family households (and visitors) as well as community as a whole	Confer with institutional stakeholders; Plan/research, organize, and implement; identify if public funding may be needed to facilitate feasible launch and ramp up
Hotel Use (see page 7)	Supports and reinforces office, retail, restaurant, and entertainment uses; generates tax revenue	Market research, feasibility analysis; site planning, due diligence, marketing/user solicitation, evaluation, negotiation, selection; implementation needed zoning/regulatory process and approvals; likely to be residual use, later in sequence of redevelopment and reuse

5/CORRIDOR URBANISM AND 71B

An aerial photograph of a city street corridor, likely Fayetteville, showing a mix of commercial buildings, parking lots, and trees. The street is wide and has multiple lanes. In the background, there are rolling hills under a clear sky. The image is overlaid with a semi-transparent blue banner at the top containing the title and a semi-transparent white box on the right containing the text.

Citizens of Fayetteville have different visions for the 71B corridor. The concepts of New Urbanism, advocating higher densities, mixed uses, human-scale, street orientation, and connectivity are deeply engrained in the city's urban development and design philosophy. Some people envision a transformed corridor that eventually produces a high-density, transit-oriented mixed use environment capable of accommodating a significant part of Fayetteville's projected residential growth. Other people believe that 71B should be improved physically and functionally, but will always remain a regional, auto-oriented arterial dominated by commercial uses. This section introduces a third approach – "corridor urbanism" – that grows from and respects the character and economy of the corridor, but integrates the quality of place and urban interaction that mark Fayetteville's development aspirations.



TOWARD CORRIDOR URBANISM

Various philosophies of urban development have emerged during the last 150 years to guide the nature and growth of American Cities. Most of these grew out of reform movements, designed to change the natural or technological directions that cities had moved in. For example, the City Beautiful movement of the nineteenth century sought to bring a sense of order and aesthetic beauty to the clutter of the industrial city of that era. The Garden City movement of the same era and extending into the 1920s, combined the priorities of social and public health reformers with landscape architecture to create an ideal suburban alternative to the conditions of big cities struggling to accommodate both industrialization and waves of immigration. The concept of Euclidean or single-use zoning, also grew out of these same reform movements, designed to mediate the health and safety threats presented by locating industrial and residential uses in the same areas and inadequate light, sanitation, and ventilation.

In our own era, different philosophies of community design have also grown in an attempt to redirect a prevailing pattern of urban development. New Urbanism developed “to offer alternatives to the sprawling, single-use, low-density patterns typical of post-World War II development, which have been shown to inflict negative economic, health, and environmental impacts on communities.” Another philosophy, “Landscape Urbanism,” was presented partially in response to New Urbanism’s largely architectural approach by emphasizing landscape and open space as the desirable central organizing elements of cities and towns. Debates between these two philosophies have largely focused on density: New Urbanists contending that high density is critical to urban interaction and Landscape Urbanists making something of the same claim for open space.

These urban philosophies and others have been very influential, even when not fully implemented. For example, contemporary “life style centers” like the Pinnacle Hills Promenade in Rogers draw from New Urbanist principles, replacing the traditional regional mall with a crossroads of pedestrian-oriented, open-air “main streets.” But the primary forces that shape urban form still tend to be transportation, technology, and markets. The dense forms of the traditional cities and towns were generated by walking and public transportation as primary modes of travel. In metropolitan areas, commuter railroads and rail rapid transit made the suburbs that became the antecedents of “traditional neighborhood development” possible.



New Urbanism. From top: Bethesda Crescent, Bethesda, MD; The Boulevard, Saint Louis, MO;

Landscape Urbanism, New and Old. From top: 606 Trail, Chicago; Central Park, New York City

And ultimately, the technology and enormous market success of the automobile created the low-density development patterns and commercial corridors that New Urbanism sought to replace. The Promenade is a walkable regional shopping center, but it is still a shopping center surrounded by large amounts of surface parking – the same model as Northwest Arkansas Mall.

Ultimately, many physical philosophies of urbanism tend to be utopian. When properly executed, they provide environments that are a delight and demonstrate principles of good design. Places like Riverside, Illinois and Radburn, New Jersey demonstrate the beauty of the garden cities and landscape urbanism philosophies (even when they preceded the theory); Seaside and Celebration, as well as numerous other developments across the country, illustrate the effectiveness of New Urbanism in creating great places. But low-density development and the commercial strip remain dominant, and these forms and their establishments generate other uses and service requirements that our current ideas of urbanism fail to address. The strip continues to challenge – specifically, how can we apply the compelling principles of contemporary if sometimes conflicting urban design and land use philosophies to these ubiquitous cityscapes in general

New Urbanism is a planning and development approach based on the principles of how cities and towns had been built for the last several centuries: walkable blocks and streets, housing and shopping in close proximity, and accessible public spaces. In other words: New Urbanism focuses on human-scaled urban design.

- Congress for the New Urbanism

Landscape urbanism involves “an understanding the fluid or changing nature of any environment and the processes that affect change over time. A respect for natural processes (Ecology) - the idea that our lives intertwine with the environment around us, and we should therefore respect this when creating an urban environment. Landscape Urbanism is concerned with a working surface over time – a type of urbanism that anticipates change, openness and negotiation.

- James Corner

and to the 71B corridor in particular.

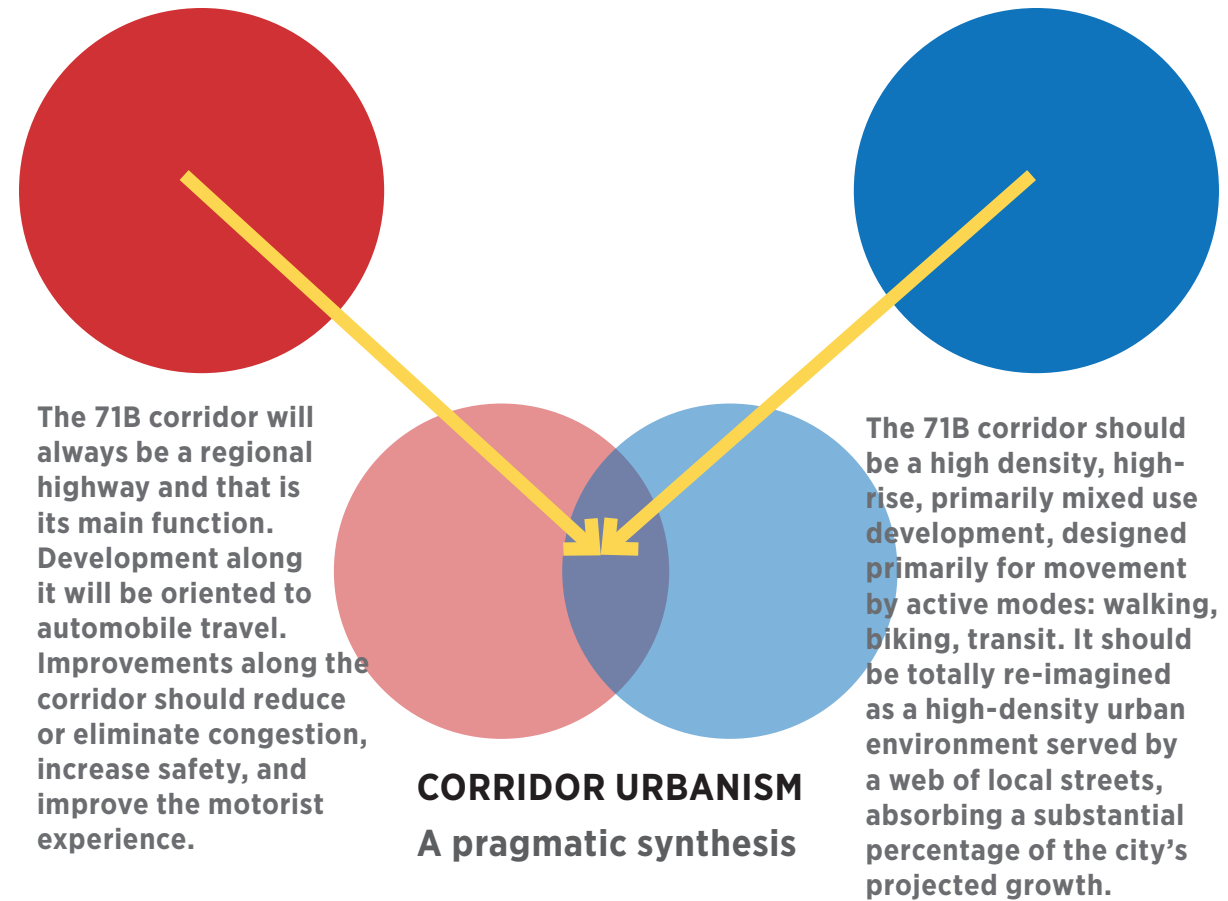
We find considerable insight in the iconic 1972 volume *Learning from Las Vegas* by Robert Venturi, Denise Scott Brown, and Steven Izenour:

The commercial strip challenges the architect to take a positive, non chip-on-the-shoulder view. Architects are out of the habit of looking non-judgmentally at the environment because orthodox Modern Architecture is progressive, if not revolutionary, utopian and puristic; it is dissatisfied with existing conditions. Modern architecture has been anything but permissive. Architects have preferred to change the existing environment rather than enhance what is there.

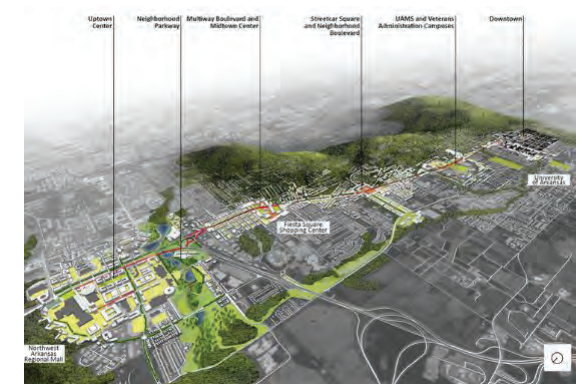
Venturi (1925-2018) developed the idea of post-modern architecture, incorporating cultural allusion, symbol, and humor into buildings. In *Learning from Las Vegas*, the authors take on the Las Vegas strip and other commercial corridors on their own terms, as environments that are “almost all right” rather than impositions on the environment that should be either transformed or rejected. This leads to an integrative approach when applied to 71B – the challenge to respect the corridor and its history, often rich in memory and very much a part of Fayetteville, and “enhance what is there” rather than trying to make it something else. We call this approach Corridor Urbanism.

CORRIDOR URBANISM AS AN APPROACH

Corridor Urbanism as a synthesis of different points of view and alternative futures grew naturally from the 71B planning process. At one end of a continuum were ideas related to the visionary 2030 Transit City Scenario by the University of Arkansas Community Design Center. This scenario was based on accommodating up to 80% of Fayetteville’s projected growth along and immediately adjacent to the 71B corridor, served by a light rail rapid transit line. At the other were people, including existing businesses, who saw the future role of the street as a continuation of its current role as a regional arterial and commercial corridor. These groups were largely interested in functional improvements at intersections, a better visual environment for motorists and customers, more reliable infrastructure, and possible burial of power lines. Other stakeholders advocated intermediate types of change: residential development, more efficient use of land, right-



Incremental improvement. Landscape and sidewalk upgrades at



Transformation. Transit City Scenario, 2030, University of Arkansas Community Design Center

sizing of large, marginally used parking lots to provide redevelopment possibilities, access management to reduce the number of curb cuts, continuous sidewalks, better connections to the city's bikeway and trail system, improved streetscape, and incorporation of bus rapid transit.

Corridor Urbanism applied to the 71B corridor synthesizes these points of view. It should ultimately incorporate the mixed use, connectivity, street quality, density, and civic life components of New Urbanism; the structuring green space and greenway elements of Landscape Urbanism and its progenitors; and the Venturi/Scott Brown concept idea of understanding and planning/building within a community context and economy. Corridor Urbanism then constructs a model of principles, born from and guiding the more detailed elements of the plan for Fayetteville, but also exportable to other cities and towns.

Five broad categories of guiding principles include:

- **Reality and Respect**
- **Resident Population**
- **Opportunities**
- **Transportation Function and Choice**
- **Urban Environment**



REALITY AND RESPECT

Respect existing businesses and build on the historic character of the corridor

The 71B corridor is a strong economic entity and preserving that economic life is a primary project objective. The corridor has provided further ground for new enterprises and has retained a high degree of dynamism. A good example of that is the recycling of restaurants originally built by or for fast-food chains that have now recycled for use by locally-owned restaurants, many of which have an international character.

We also know that 71B has deep historical memories for many people and those memories are very important. Few corridors warrant a document like Tony Wappel's *On the Avenue*, and few such books would sell out as quickly.

View change as evolutionary and generally market driven.

Cities and corridors are long-

term processes. 71B is made up of hundreds of owners and businesses, all making individual decisions. Thus, the term "master plan," which implies a controlling presence, does not apply well to such a diverse urban district. In such an environment, a plan that wills things to be done in the face of economic and market drivers rarely succeeds. Change when it comes is and should be incremental and occurs over a long period of time.

Use this plan as a tool to guide that evolution.

71B, like other corridors, is not a site under unified ownership and actual change will take place through individual decisions responding to markets, trends, and goals at the time. A plan provides a unifying framework for these individual decisions. Its concepts on private property illustrate general site and use guidelines; possibilities rather than specific redevelopment proposals; and proposed relationships between buildings and sites. The plan becomes somewhat more specific when it addresses public realm investments and the interface between the public and private environment. But this and other corridor plans should be viewed as organic and flexible, rather than static and "designed."



RESIDENT POPULATION

Gradually increase the number of people living in and immediately around the corridor.

Residential development has been fundamental to downtown redevelopment and has the same relevance to commercial corridors. The easy availability of retail assets, eating and drinking places, and transportation support housing at various densities, and housing adds a fabric and neighborhood character heretofore lacking in single-use commercial strips. Further, in an environment where demand for brick and mortar commercial is declining, residential growth provides a great potential for reuse of surplus commercial sites. Finally, commercial corridors avoid the neighborhood opposition often faced by projects with higher residential densities. In Fayetteville, planning initiatives like the Transit City 2030 concept clearly recognize the role of residential development in the future of the 71B corridor.

Work toward an environment where a growing population can comfortably walk, bike, or use other active modes to travel to corridor destinations

While commercial corridors lack the intimacy of "traditional" business districts, mixing residential, commercial, office, and employment uses can create highly walkable and bikeable environments with supporting infrastructure such as good quality and comfortable walking and shared use paths. The potential structure of the 71B corridor can produce a large number of potential trips under one mile, making low-cost alternative modes feasible. We often think of corridors in terms of long-distance linear modes: traffic arterials and rapid transit. But the short local trip is also a significant component and diverting more of these trips to active modes creates real benefits.

Include a variety of housing types attainable by a range of people.

The concept of "attainable" housing requires diverse housing types that meet the needs of different people and household types. Housing in and around the 71B corridor should not be a housing "monoculture." It should have the capacity to accommodate households with people of all ages, including the emerging market of families with young children.



OPPORTUNITY AND ORIENTATION

Take advantage of opportunities such as underused parking lots, vacant sites, obsolete buildings, and marginal uses.

Evolutionary change should occur naturally through voluntary action rather than disruption. But opportunity sites along 71B are abundant and can be used in ways that reinforce the existing commercial structure. For example, parking lots at large shopping centers responded to zoning or tenant demands based on a few peak days that are no longer reached. In addition to their unproductive use of land, these sites also maximize environmental impact. More efficient site design and shared access can open other development possibilities, and some uses are economically viable because of low land costs or rents. When buildings account for less than 15% of land coverage, a significant amount of land existing for increasing the use density of the corridor.

Develop new projects that fill gaps.

Low building coverage, oversized parking lots, lack of relationships between buildings, and lack of connectedness create gaps in the continuity of a corridor. These disconnected destinations fail to reinforce each other, But gaps also create opportunities, where new commercial, office, or residential development can connect otherwise separated businesses. This helps create the sense of a mutually reinforcing district where one stop can serve multiple destinations.

Increase the number of intersections and decrease the length of undifferentiated stretches of road and land use.

Corridors like 71B are disorienting. Intersections relatively few and hard to read unless they are signalized. These corridors often lack landmarks or nodes of different densities. Even local residents report that they often miss their destinations or don't know exactly where they are. Increasing street connections to the primary strip reduces frequency on individual curb cuts, improves wayfinding, and provides opportunities for landmarks and higher-density development nodes.



TRANSPORTATION FUNCTION AND CHOICE

Fix functional transportation problems, addressing capacity, access, and parking needs that exist today.

Most people travel to and through 71B and similar corridors by car, and are likely to do so in the future, despite plans for alternatives. Conflicts between local and through traffic, disorientation, lack of alternative links, intersection delays, and issues at the Fulbright/College half-interchange can reduce safety, increase frustration, and ultimately hurt business. Addressing these issues creatively and continuing to provide an adequate supply of convenient and easy-to-use parking are critical, even as other modes of travel are introduced.

In addition, this also means maintaining or “right-sizing” street capacity to actual and probable future traffic volume. Therefore, where traffic volume demands a multi-lane section, as on North

College, it will be important to preserve capacity. On the other hand, where volumes are low or declining, as on South School, an effective strategy will change street design to maintain smooth traffic flow at desirable speeds.

Create a web of streets and alternative routes.

One consistent problem with commercial corridors (and 71B is certainly no exception) is a lack of local street connectivity and alternative routes. The result is a mix of local and through movements, frequent and sometime eccentric turning movements, and motorists traveling at a variety of speeds for a variety of purposes. The topography of Fayetteville creates special challenges, as 71B becomes the only direct through route from north to south and through the center of the city. A lack of local connectivity also separates the corridor from other neighborhoods and prevents development of adjacent development, like medium-density residential, that may not be appropriate along the strip but benefits from adjacency. A web of local streets that includes parallel circulators and cross-connections dramatically helps function and safety along the mainline by minimizing conflicts between through and local traffic streams, and provide routes to major locations that avoid the main

corridor entirely. As important, it helps provide adjacent development possibilities that can reduce the need for auto travel and increase use of active modes.

Provide sidewalk and off-road, shared use path continuity to link present and future residents with each other and corridor stores, restaurants, workplaces, schools, and public space.

An important benefit of corridor urbanism is the ability to use alternative means (walking, biking, or “scootering”) to travel from living places to other destinations within the corridor, or from other parts of the city to corridor destinations. Most of these internal trips will be less than two miles. This requires a robust, and barrier- and stress-free path network. Clearly sidewalk continuity along the corridor is a minimum requirement, but a continuous off-street or protected element that provides direct access to destinations is critical. This is especially true in Fayetteville, with shared use paths are fundamental parts of the transportation system.

In Fayetteville's trail system, east-west connections to the corridor network from surrounding neighborhoods, using facilities like the Razorback Greenway and the future Sublett Creek Trail or on-street bikeways like the Rolling Hills protected bike lanes, will

also be very important. Active transportation access to the corridor is as much a priority as along the corridor.

Integrate public transportation into the corridor when appropriate.

Transit should be considered as an important component of mixed use planning of long urban corridors. Trip categories for transit and active modes are analogous. They include relatively short trips between origin points and destinations within the corridor and trips to corridor destinations from outside. However, regional public transportation adds another potential trip type – the commuter trip originating from residents on or near the corridor to outside destinations such as workplaces or other regional centers. In a transit world, this market builds mixed use density potential around stations: a rapid transit model.

In Fayetteville, the 2030 Transit City scenario was based on building density along a fixed rail transit line. On a long corridor that generates high-density mixed use development, this can serve both an internal market, connecting nodes or destinations several miles apart within the corridor, and an external market, connecting the corridor to destinations in the broader city or region.

Implementing a new rail start on a corridor like 71B would require a very large capital investment and, equally challenging, a major change in street sections, vehicular capacity, and overall behavior patterns and preferences by the general public. As a result, major rail projects in auto-oriented corridors, when proposed, have been extremely controversial and, as in the case of Columbia Pike in Arlington, Virginia, discontinued in the planning stages. Bus rapid transit (BRT), with lower cost and disruptions to existing travel patterns and land uses, has emerged as a more acceptable option and should be designed into the 71B concept.

Ultimately, though, integration of public transportation into a corridor should address three types of trips:

- Internal travel between points along the corridor.
- Inbound trips from outside to destinations within the corridor.
- Outbound trips from points within the corridor to destinations (including employment centers) outside.



URBAN ENVIRONMENT

Build a quality environment that is rewarding to people traveling at different speeds, from 3 to 50 mph.

People experience urban corridors at different speeds and our visual perception of the physical environment changes with those speeds. Most corridors (and 71B is no exception) are scaled to motorist speeds, which lack the detail and quality necessary to engage pedestrians. Even an unattractive streetscape can be tolerable to drivers who have a relatively narrow cone of vision and will not be spending much time in any one location. The street environment then should be engaging at three basic speed levels: pedestrians (3 mph), scooters and bicycles (12 mph), and motorists. However, people at all speeds require nodes and visual rhythm that provide both interest and orientation along the street.

Be certain that the environment responds to the needs of both

residents and businesses, and establishes a fabric based on connectedness.

Clearly, introduction of residential uses into what once was a commercial environment is essential to the concept of corridor urbanism. Residential use fills in the gaps in commercial strips, provides interest and continuity, and furnishes a customer base for businesses. Yet, business and residents have individual requirements that are sometimes in conflict. Businesses need parking, exposure, identification signs, lighting, and service areas, while residents need urban fabric, calmer streets, landscape, walkways, and, for many, a reasonable level of peace. These conflicting needs lead to the physical separation and buffering of uses that are typical of single-use zoning districts. And this physical separation can defeat the idea of corridor urbanism.

Careful site planning and a sensitive regulating plan can address these different needs and avoid both extremes of injecting apartment buildings unceremoniously into parking lots and separating adjacent uses by walls and buffers. These techniques and regulations should provide connectedness without conflict through such techniques as:

- Using public environments like

public open space, interior streets or drive aisles with a residential street character, and trail and greenway corridors to separate residential and commercial uses.

- Creating neighborhoods that cluster buildings that relate to surrounding commercial development but provide enough critical mass and common space to form an interior residential refuge.
- Orienting commercial and residential service areas toward each other, or locate commercial service areas in places that avoid impact on neighboring residential development.
- Placing lower-density residential farther away from the main street and close to pre-existing neighborhoods.
- Managing the size and visibility of commercial signage, focusing signage toward the main corridor.

Create personality, texture, and social space.

Traditional commercial strips developed as corridors to drive through or to a single destination. A few, like the Las Vegas strip or Ventura and Sunset Boulevard in Los Angeles, do create a unique image and sense of space, but most corridors are generic. Consequently, they rarely include public space or human-scaled elements. Corridor urbanism envisions the strip itself as a place, and part of that is achieved by



The residential/commercial interface. These homes, in Bloomington, Indiana, face a trail and shire service access (including garages) with a shopping center drive aisle on their rear elevation.



A commercial corridor that engages. Ventura Boulevard in Los Angeles with its iconic palm trees.

creating individual character and amenity areas along the way.

On 71B, logical locations for these special places include trail access points, drainageways and flood zones, intersections, and right-of-way that is vacated by street realignments.

6/THE FRAMEWORK PLAN



The principles of Corridor Urbanism are derived from the contexts and opportunities presented by the 71B corridor and its three constituent segments – South School Street, Archibald Yell Boulevard, and College Avenue– but provide a model that is relevant to other corridors seeking redirection in a dramatically changing commercial economy. This chapter applies the principles more specifically to the 71B corridor and addresses three interacting framework: access, development, and urban. The access framework considers transportation and connectivity; the development framework addresses possibilities and patterns for land use and new development; and the urban environment describes community and public space and all the three frameworks interact to create a unified but multi-nucleated urban corridor.

Note:

This Plan is intended to illustrate transportation concepts, street design, and other public improvements and how general plan principles might be applied to private sites along the corridor. While it suggests potential private development possibilities to private property owners and developers, it in no way is intended to propose redevelopment of specific sites.

THE ACCESS FRAMEWORK

Route 71B and its predecessors developed as the primary transportation route through Northwest Arkansas, connecting its communities and becoming the primary artery for commerce. Therefore, it is appropriate to start with concepts for a future multi-modal, urban corridor with the supporting transportation structure. The transportation system analysis in Chapter Two showed that many of the functional and safety problems along 71B, and primarily the College Avenue segment, stem from dependence on the single main line street for regional, intra-city, and local travel because of a lack of a web of connecting streets to provide alternatives for moving to, through, and around the corridor.

OVERALL STRATEGIES

The overall Transportation Framework proposes the following strategies:

- Developing a street network that complements North College Avenue and the a lesser degree South School Avenue by providing alternative routes that reduce local circulation loads on the main 71B corridor and reduce congestion and traffic conflicts at major intersections.
- Managing access along the corridor and reducing the number of driveway cuts and turning conflicts by building the complementary network mentioned above and providing more public intersections, shared access points, and better interconnections between existing parking lots and drives.
- Modifying street sections along 71B itself to improve pedestrian and in some cases bicycle access, calm traffic where needed, and “right-size” segments of the corridor to be more consistent with actual traffic loads.
- Improving major points of congestion and clusters of crashes.
- Improving pedestrian and bicycle crossings of the corridor.
- Developing a parallel shared use path system that provided access to most of the corridor’s present and future destinations and connects to the regional trail system, including the Razorback Greenway and the planned Sublett Creek Trail.
- Enhancing public transportation for local access and incorporates a potential regional bus rapid transit (BRT) line with specific station stops.

- Using the above features to open land for future mixed-density development with a major residential component.

ACCESS FRAMEWORK COMPONENTS

The Access Framework is built of the following components, illustrated in the Access Framework Maps on successive pages.

71B Main Line

This is the main South School/Archibald Yell/College Avenue route between Cato Springs and the north city limits. Starting from the south, South School with its high capacity and relatively low volume would be converted to three-lane section (two direct and a center two-way turn lane) with protected bicycle lanes and continuous sidewalks on both sides. The Fayetteville Mobility Plan proposes a three-lane section with a shared use path and sidewalk for the Archibald Yell segment. The North College segment between North and Milsap would remain a 4-lane roadway with either a median or two-way center turn lane.

Where techniques like interconnected parking lots, shared driveways, “slip lanes,” redesigned parking lot circulation are feasible without adverse impact to businesses. Medians would be used to 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, possibly with patterned pavement to provide better definition and appearance.

Existing Circulator and Collector Streets

These existing streets either complement College and South School or provide east-west access to provide alternative routes to the main corridor. They are the foundation of the local street network and provide routes for local traffic where they have continuity. Villa Boulevard and Plainview parallel College and help relieve local traffic for limited distances. 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 still depends on College for both local and regional circulation.

New Circulator/Collector Streets

These new street segments help complete new routes that can reduce local and turning traffic on College. Some of these new connections also may serve development along the South Fayetteville segment. The most important and promising is a connection from Appleby Drive to an extended Plainview Avenue, creating a north-south parallel route that extends through the existing Fiesta Square parking lot and ultimately connects to Mall Avenue. Rolling Hills Drive intersects 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. Realignment 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 relieves 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.

Major Intersection Redesign

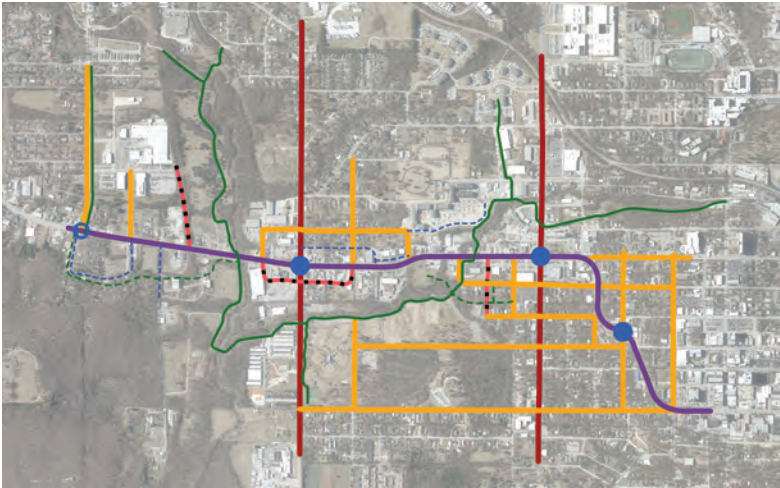
Some major intersections in the 71B study area present chronic problems for all users and warrant special consideration. These include the Archibald Yell/Rock/and College intersection and the North College/Fulbright Expressway interchange. Both were addressed in the Mobility Plan, and refined concepts are provided later in this plan.

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.

Off-Street Trail Network

The Access Framework and street sections propose continuous sidewalks on both sides of South School and College Avenue, and on at least one side of Archibald Yell. In addition, the framework includes an off-street shared use trail network that approximately parallels North College on both sides and accommodates pedestrians, bikes and other human powered modes, e-bikes, and electric scooters. These paths generally run behind existing buildings, through or along potential development sites, along local or



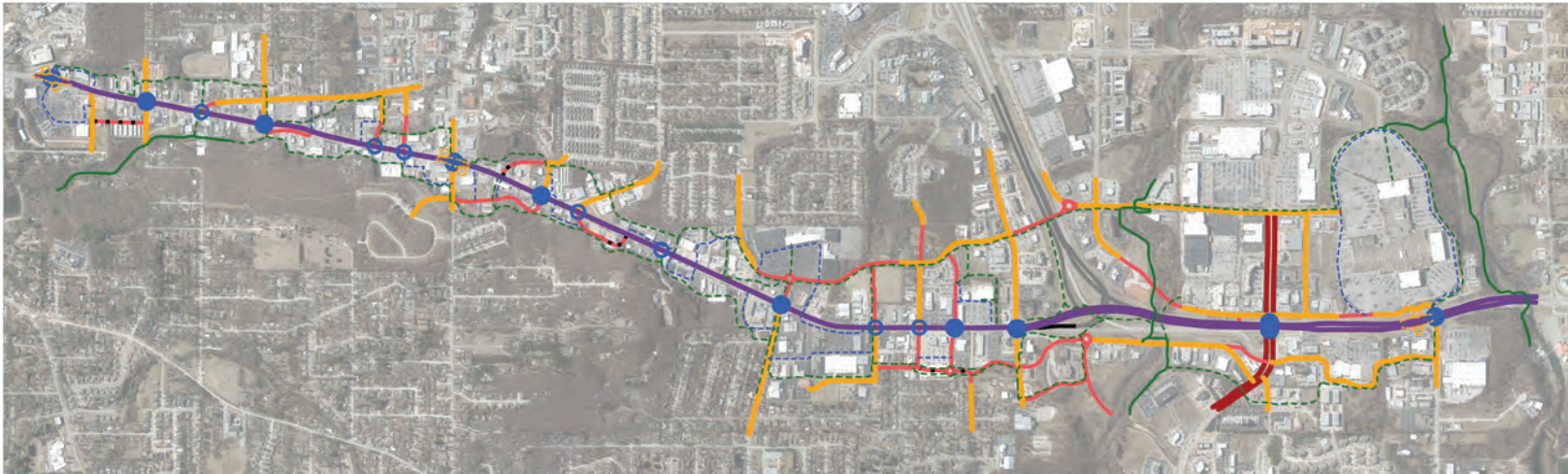
collector streets, and occasionally in front of existing development or parking lots. They also include connections from proposed development to regional trails. Ultimately, these links incrementally produce continuous paths that link a large corridor resident population to destinations along the corridor.

On-Street Bikeways

On-street facilities are proposed as part of the right-sizing of South School from Cato Springs to MLK Drive, linking the Cato Springs Trail, Razorback Greenway, and Town Branch Trails, all of which intersect the corridor. Other key on-street facilities this segment include the Appleby/Rolling Hills system, using standard and protected bike lanes to link North College to the Razorback Greenway on the west and Old Missouri on the east. Experimental protected bike lanes through Fiesta Square and along Rolling Hills were installed in 2018 and their performance being evaluated. The Poplar Bikeway is currently a signed, shared roadway connecting the Razorback Greenway, College Avenue, and potentially the Sublett Creek Trail.

Urban Intersections

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 Cato Springs,



15th Street, MLK Drive, and South Street along the South School/Archibald Yell segment; and Memorial Drive, Sycamore, Poplar, Green Acres, Colt Drive, Township, Sunbridge, Golden Eagle, Drake, Rolling Hills, Harold, Longview, relocated Masonic, and Milsap. These are further categorized as signalized and non-signalized intersections on the Framework maps.

Transit (BRT) Stations

Depending on feasibility, a regional Bus Rapid Transit line would operate along the 71B corridor from Fayetteville to Bentonville, serving stations in Fayetteville, Springdale, Rogers, and Bentonville. College Avenue also has local bus service through Ozark Regional Transit. The concept for BRT stations on the corridor anticipates a turnout bus and right turn only lane at station stops, combined with a signal control that allows the bus operator to hold a green light. This technique, combined with far side stops, allows the bus to bypass a queued traffic at these intersections. BRT stations may also include such features as high amenity shelters, protected bike storage, Internet hot spots, digital arrival information, and high-level loading. Possible College Avenue stops include the VA (North Street), Township, Rolling Hills, and Zion Road. These stops should include trail connections for dual-mode bike/bus trips.



BRT station planned for construction on Omaha's central Dodge Street corridor. This system is scheduled to open in 2020.

SOUTH CORRIDOR FRAMEWORK: CATO SPRINGS TO ROCK STREET

71B Main Line

- Conversion of South School Avenue to a three-lane section (two direct and a center two-way turn lane) with protected bicycle lanes and continuous sidewalks on both sides.
- Consistent with the recommendations of the Fayetteville Mobility Plan, conversion of Archibald Yell to a three-lane section with a shared use path on the north side and a sidewalk as grades permit on the south side. Installation of traffic signals at the South Street intersection.

Circulator/Collector Streets

- Better connection and definition of 7th Street between Locust and School as a public street rather than private driveway.
- New short street connections to serve redevelopment include new research center access to South School, loop between Salvation Drive and 13th Street, and 8th Street link between Church and School.

Intersections

- Improved pedestrian crossings at Cato Springs and 11th Street, including refuge median at 11th to complement existing trail crossings and provide direct access to strip commercial center.
- Signal installation at South Street and Archibald Yell.
- Redesign of the Archibald Yell/College/Rock intersection to separate conflicting movements and create a safer pedestrian environment. Figure 6. illustrates the proposed redesign concept.

Private Connected Circulation

- Loop on east side of School for redevelopment, aligning with Research Center Blvd. and Cato Springs Road.
- Interconnected parking lot and alley to improve links between existing uses, including a busy strip center, between 11th and 15th.

Trails and Bikeways

- Trail on east side with new development to connect Town Branch and Cato Springs Trails. Trail link on east side through potential development areas linking 7th and 11th Streets.
- Protected bike lanes as part of South School lane reallocation



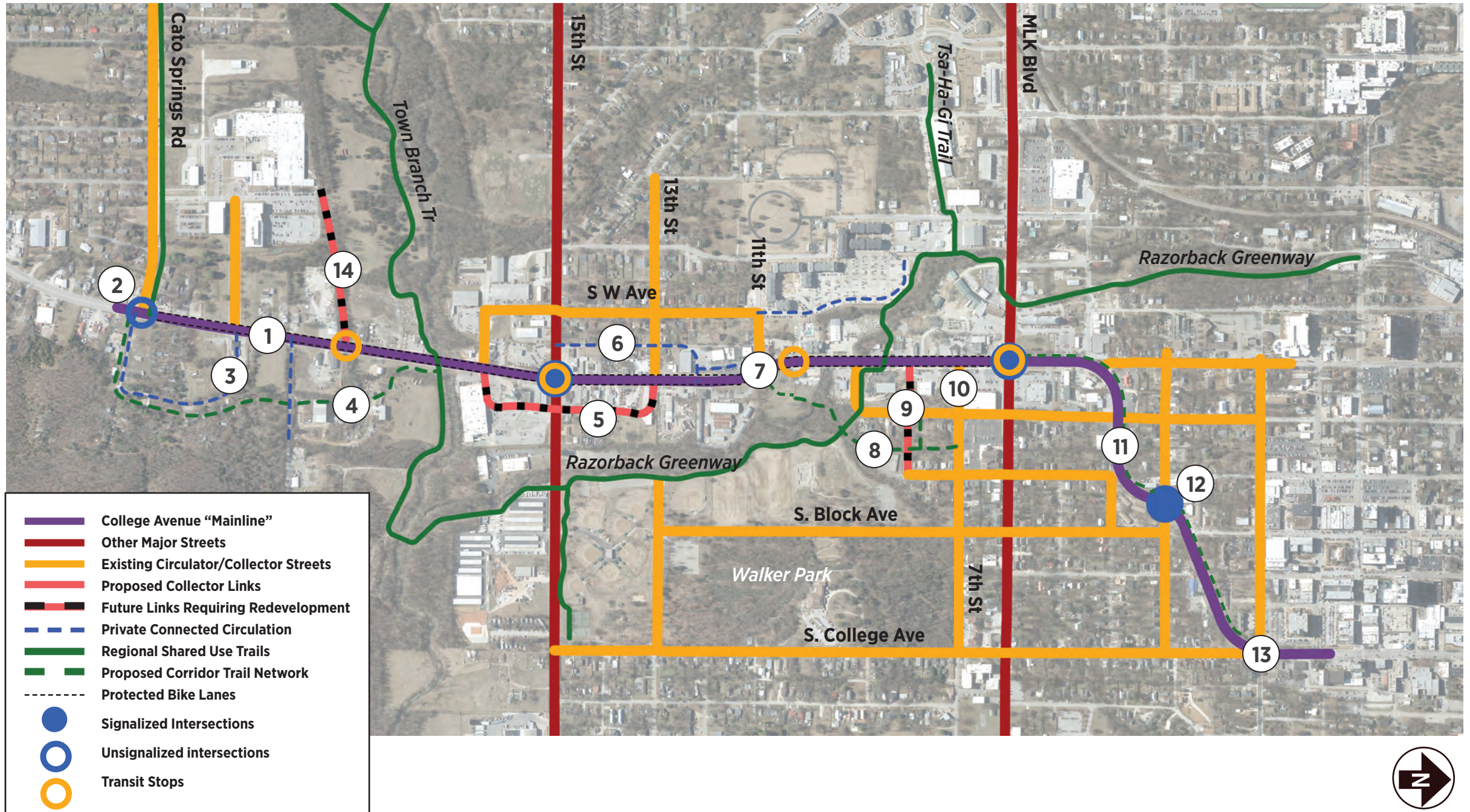
Archibald Yell and College Intersection Concept

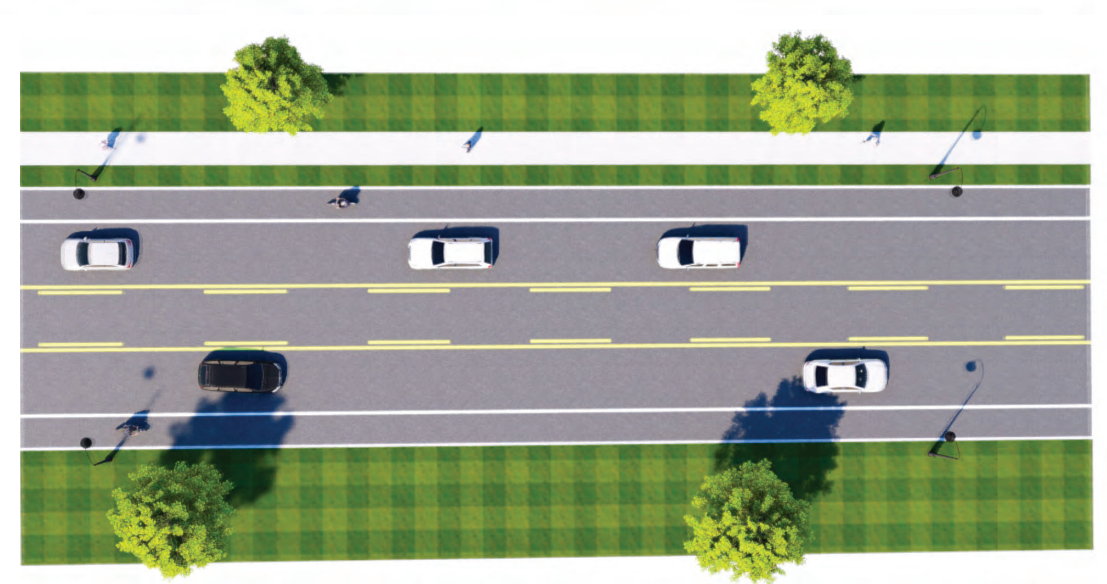
This concept is designed to separate traffic conflicts while respecting the difficult topography of this site. Westbound Rock is realigned slightly to the north. Northbound traffic from South College and Archibald Yell merge into College north of Rock in distinct lanes. Southbound College movements have a continuous dedicated left-turn lane to both Rock and South College. Pedestrians on the favored north side of Archibald Yell and east side of College have clear and easily define paths through the intersection.

FIGURE 6.X: South School/Archibald Yell Framework Components

1	South School Avenue to 3 lanes, protected bike lanes, and continuous sidewalks
2	Upgraded pedestrian crossing with redevelopment at Cato Springs
3	Loop drive with redevelopment connecting Cato Springs and Research Center Blvd.
4	Trail connection with redevelopment between Cato Springs and Town Branch Trails
5	New circulator street with redevelopment between Salvation Drive and 13th Street
6	Interconnected alleys and drives between 11th and 15th Streets
7	Upgraded pedestrian crossing with refuge median at 11th
8	Trail connection and creek crossing with redevelopment between 7th and 11th
9	Street connection with redevelopment between Church and S. School
10	Improved street definition of 7th Street
11	Modification of Archibald Yell with shared use path on one side
12	Signalized South Street intersection with pedestrian crossing
13	Redesign of College and Archibald Yell intersection
14	Second Research Center access as shown in campus plan

Shaded rows indicate projects that require redevelopment





South School section

3-lane section with protected active transportation lanes, continuous 6' sidewalk on both sides, This is buildable within the existing street channel and right-of-way. Areas with wide right of way can accommodate a deeper sidewalk setback.

Archibald Yell section

3-lane section with multi-purpose shoulders, continuous 6-10' sidepath with tree lawns and width determined by topography. This section can be realized within the existing street channel. A future, more extensive project would move curbs and provide more space for a wider northside sidepath and south side sidewalk.



MIDTOWN FRAMEWORK: NORTH TO TOWNSHIP

71B Main Line

- Remains a 4-lane roadway with either medians or two-way center turn lane. Potential new intersections at Poplar, Green Acres, Colt Square, and Colt, and access management to reduce and align driveway cuts make medians with protected left turn pockets feasible through most of this segment. In some segments where medians would deny reasonable access to property from either direction, two-way turn lanes are used with patterned pavement to provide better definition and appearance.
- Continuous six-foot sidewalks behind a typical six- to eight-foot tree lawn/sidewalk setback. Sidewalk setback may vary with local topography and property lines.

Existing Circulator/Collector Streets

- Improved use of Green Acres as a local service street by realigning the intersection at College to 90 degrees from its current sharp acute angle. This permits turns to and from Green Acres in both directions and, along with a median break and shared driveway connections, provides access to the “restaurant row” on the west side of College, providing an alternative for local customers. Vacated Green Acres segment becomes a green space and potential catalyst for new development.
- Signalized intersection at Poplar, with better pedestrian/bicycle crossing and link to Sublett Creek Trail. Poplar links the corridor to the Razorback Greenway.

New Circulator/Collector Streets

- Extension of Colt and Colt Square Drives between College and Green Acres to improve local circulation function of Green Acres.
- Street segment between Fiesta Square north service road and Sycamore, serving a potential development site.

Private Connected Circulation

- Redesign of Evelyn Hills parking lot, envisioning circulation drive along building front as an interior street with continuous pedestrian access.

- Interconnection of interior drives between Poplar and Colt Drive to reduce individual curb cuts and connect restaurants into a district. Private connection of these drives to Green Acres to provide alternative access to the district. This also helps connect Elm Street to the corridor.

Regional Shared Use Trail Connections/On-Street Bikeways

- Path extension would connect Sublett Creek Trail and eastside neighborhoods to College Avenue corridor, continuing to Poplar intersection.
- Upgraded Poplar Bikeway. Poplar is the most direct and comfortable route from the Midtown segment of College to the Razorback Greenway. It is currently a shared roadway with street sections varying from 27 to 35 feet and discontinuous sidewalks. Best long-term solution is a shared use sidepath; short term action would be advisory bike lanes, more visible than the current shared lane markings.

College Avenue Trail Network

- Shared use path 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.
- Initial phase to connect Sycamore and Colt Square Drive, serving Woodland Junior High.
- East side corridor path extends Sublett Creek Trail to Township Street.

Urban Intersection Nodes

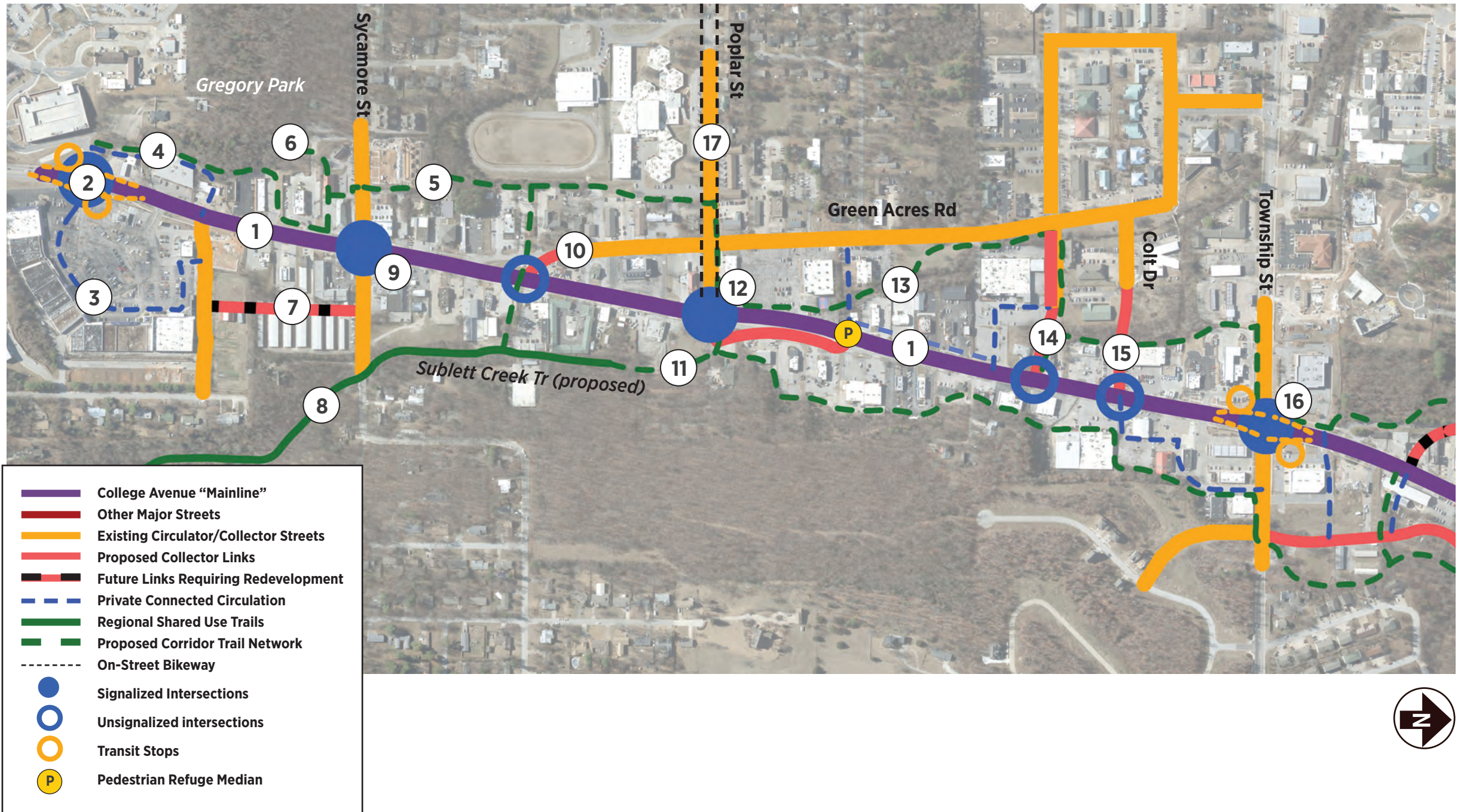
Increased number of clear street intersections to 1) reduce the need for mid-block driveway cuts and 2) improve people’s orientation and sense of where they are relative to the destinations they are trying to reach. Includes new or redesigned intersections at Green Acres, Colt Drive, and Colt Square Drive,

High visibility crosswalks with refuge medians if possible at signalized intersections. These include Memorial Drive, Sycamore, Poplar, and Township. Signal installation at Poplar.

A pedestrian refuge median between Poplar and Township in the “restaurant district.”

1	North College Ave with 4 travel lanes, median with protected left turns or two-way turning lane where necessary, access management, and continuous sidewalks on both sides.
2	Upgraded pedestrian crossing and potential BRT station.
3	Interior street with Evelyn Hills redesign.
4	Extension of Memorial Drive as rear service street with future redevelopment.
5	Continuous shared use path, serving residential redevelopment and connecting to Poplar Bikeway.
6	Path connection to Gregory Park.
7	Connecting street between Fiesta Square north service road and Sycamore St with future redevelopment.
8	Proposed Sublett Creek Trail
9	Sycamore Street node. Redevelopment possibilities on northeast and southwest quadrants.
10	Redesign of Green Acres intersection to 90-degree alignment, green space, and possible redevelopment.
11	Extension of Sublett Creek Trail to connect to Poplar Bikeway and extend north to Township behind existing and future development.
12	Upgrade and signal installation at Poplar Street.
13	Shared use path and greenway along drainage to Colt Square, connecting back to Township.
14	Colt Square Drive connection to College
15	Colt Drive connection to College
16	Township intersection node with upgraded pedestrian crossing and potential BRT station.
17	Improved Poplar Bikeway to Razorback Greenway

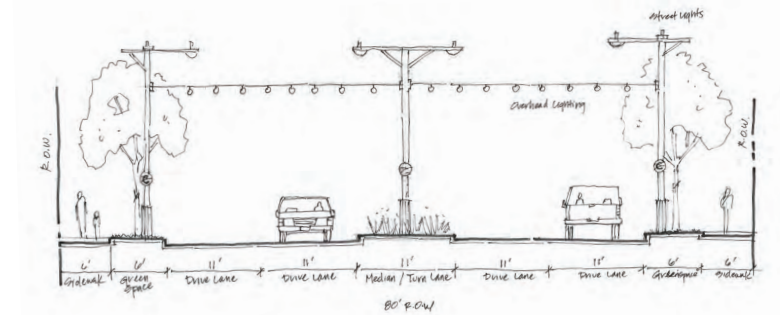
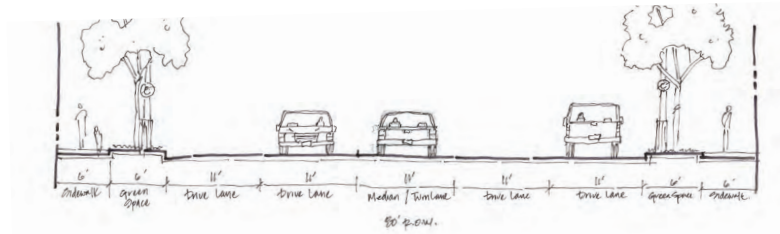
Shaded rows indicate projects that require redevelopment



Transit (BRT) Stations

Two potential locations for transit stations in the North to Township segment: Memorial Drive and Township Street.

- Memorial Drive has good pedestrian access to the VA Campus, is a signalized intersection, should have a high visibility crosswalk, and also serves Evelyn Hills. It also has less turning traffic than the North Street intersection, the other primary candidate for this general area.



Midtown Street Section

The typical right-of-way width in the Midtown segment is 80 feet



College Avenue Concept.

Plan at left provides a section with 2 direct lanes in each direction and a center median with left-turn pockets at intersections and aligned curb cuts were possible, or a two-way turn lane where required to provide reasonable access to property. Access management techniques include interconnected drives or parking lots, which in some cases have the continuity of slip lanes, parking lot redesign to align curb cuts on opposite sides of the street, and extension of streets to form new intersections. A pedestrian refuge median with a "ceiling" of lights is used in this segment, with its grouping of restaurants, to create a distinctive Restaurant District.



College Avenue Concept.

From left: Sketch of an initial North to Township segment of the street; close-up plan of the Township intersection, illustrating bus and right turn only turnout lanes; and a rendering of the Township intersection.

UPTOWN FRAMEWORK: TOWNSHIP TO MILSAP

71B Main Line

- Remains a 4-lane roadway with either medians or two-way center turn lane. Potential new or redesigned intersections with cross-access at Villa, Drake, Golden Eagle Drive, Harold, and revised Masonic and access management to reduce and align driveway cuts make medians with protected left turn pockets feasible through most of this segment. As with other segments, when medians would deny reasonable access to property from either direction, two-way turn lanes are used with patterned pavement to provide better definition and appearance.
- Continuous six-foot sidewalks behind a typical six- to eight-foot tree lawn/sidewalk setback. Sidewalk setback may vary with local topography and property lines.

Existing Circulator/Collector Streets

- Realignment of the now closed Villa Boulevard intersection, analogous to the realignment of the Green Acres intersection. This provides better access for all modes of travel to College Avenue from densely-populated residential areas between College and Gregg.
- Longview Street segment, completing a connection between the medical district and the College corridor with continued connection across College to the Market-Lee-Hemlock collector described below.
- Plainview Avenue gap-filling segment between Fiesta Square and Milsap, providing a local access reliever on a particularly congested part of the main corridor.
- Direct linkage of Appleby to the Plainview extension, with a connection to Rolling Hills at a roundabout within the Fiesta Square property, as discussed below.

New Circulator/Collector Streets

- Major element of the transportation strategy for this part of the corridor.
- West-side relief collector, created by connecting Appleby to a Plainview extension with redesign of the Fiesta Square site and redevelopment of the shopping center's frontage. This collector would be developed as a public street through the eastern edge of

the redesigned Fiesta Square parking lot. Rolling Hills Drive would be connected across the existing signalized intersection, and would intersect the Appleby-Plainview collector in a roundabout, creating a connected system. This collector can be extended across the Fulbright Expressway, linking to Mall Avenue and the center of the Mall District. This key connection, combined with the Longview gap-filling segment and other projects described below, provides more comfortable access alternatives from areas west of College to major corridor destinations.

- East side collector, created by connecting Market Avenue, Sara Lane, Lee Avenue, Hemlock Avenue with future redevelopment of the existing shopping center at College and Longview and revised site design of existing development between Rolling Hills and Harold. This

FIGURE 6.X: North to TownshipI Framework Components

1	North College Ave with 4 travel lanes, median with protected left turns or two-way turning lane where necessary, access management, and continuous sidewalks on both sides.
2	Villa Blvd intersection redesign
3	Continuous shared use path on west side of corridor
4	Drake Street right-sizing with bike lane/shoulders
5	Rear collector connection to serve potential redevelopment, linking Township with Sunridge intersection
6	Continuous shared use path on east side of corridor
7	Aligned shared curb cuts on opposite sides of College
8	Appleby bike lanes with connection to Razorback Greenway
9	Appleby-Plainview connection and roundabout to Rolling Hills with possible Fiesta Square parking redesign and new development
10	Rolling Hills protected bike lanes to Old Missouri/Old Wire path system.

can then connect to a realignment of the North Front intersection at Milsap, extending the collector system to Joyce Boulevard, discussed in the Mall District section.

- New Masonic Drive route and connection between proposed east-side collector, College, and Plainview. Between College and Plainview, this would follow a relatively flat route on the north side of the Lewis Ford lot. Options east of College to an extended Hemlock Avenue include using the south edge of the Superior Nissan site, compensated

FIGURE 6.X: North to TownshipI Framework Components

11	Interior street continuity with redesign of office and retail developments north of Rolling Hills, with connection to future Market-Lee-Hemlock collector
12	Shared front driveways/slip lane with access consolidation
13	Plainview connection to provide continuous local collector on west side to Milsap and eventually to Mall.
14	New Harold Street connection linking Plainview collector and College corridor.
15	Street segment to fill Longview Street gap to west side development areas
16	New Masonic alignment between Whole Foods and Lewis Ford to provide alternative local access to shopping center
17	Relocation of Masonic Street signal to south; existing Whole Foods shopping center access is retained
18	New alignment for Masonic Street on south side of Superior Nissan or north side of shopping center lot. Possible land trade with auto dealership involving existing Masonic Street right-of-way.
19	Connection of Market Avenue and shopping center service drive and/or Sara Lane into a unified route between Rolling Hills and Harold, aligning with Lee Avenue north.
20	Shopping center redevelopment that includes continuation of the east-side collector using a continuation of Lee Avenue and connection to a Hemlock Avenue extension.
21	Extension of Hemlock south of Milsap to Masonic, completing the east side collector south to Rolling Hills.

Shaded rows indicate projects that require redevelopment



by a land swap for the existing Masonic right-of-way, or use of the north drive of the existing shopping center. A new access would be developed from the new Masonic alignment to College Marketplace, and the existing traffic signal at Masonic would be relocated to the south, providing more separation from the Milsap intersection.

- With redevelopment, a circulator link between Township Road and the Sunbidge and College intersection, extending Shiley Drive north of Township. This would provide a bypass for some eastside traffic around the Township intersection.

Private Connected Circulation

- Redesign of Fiesta Square parking lot, envisioning circulation drive along building front as an interior street with continuous pedestrian access.
- Aligned and shared driveway cuts, connecting the proposed eastside and westside collectors and College, effectively creating a web of local access ways around the main line.
- Maximum interconnection of interior drives to form slip lanes and incorporation of large rear service and drive areas into the overall circulation system across property lines.

Regional Shared Use Trail Connections/On-Street Bikeways

- New development and access configuration at Fiesta Square will maintain the connection (now a pilot project) to connect the Razorback Greenway and Old Missouri/Old Wire bicycle facilities. This bridges the gap between the Appleby bike lanes and Rolling Hills protected bike lanes.
- An extended bike route west is available by using the Scull Creek Trail portion of the Greenway to Drake Street.

College Avenue Trail Network

- Shared use path 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.
- East side route generally follows the base of the hills and uses surplus space through or adjacent to service areas behind buildings and new routes through potential redevelopment projects.
- West side corridor follows rear property lines and available existing separations between buildings to connect back to College between Township and Rolling Hills. It continues along the Fiesta Square

bikeway connection and then north as a sidepath along the Plainview connection.

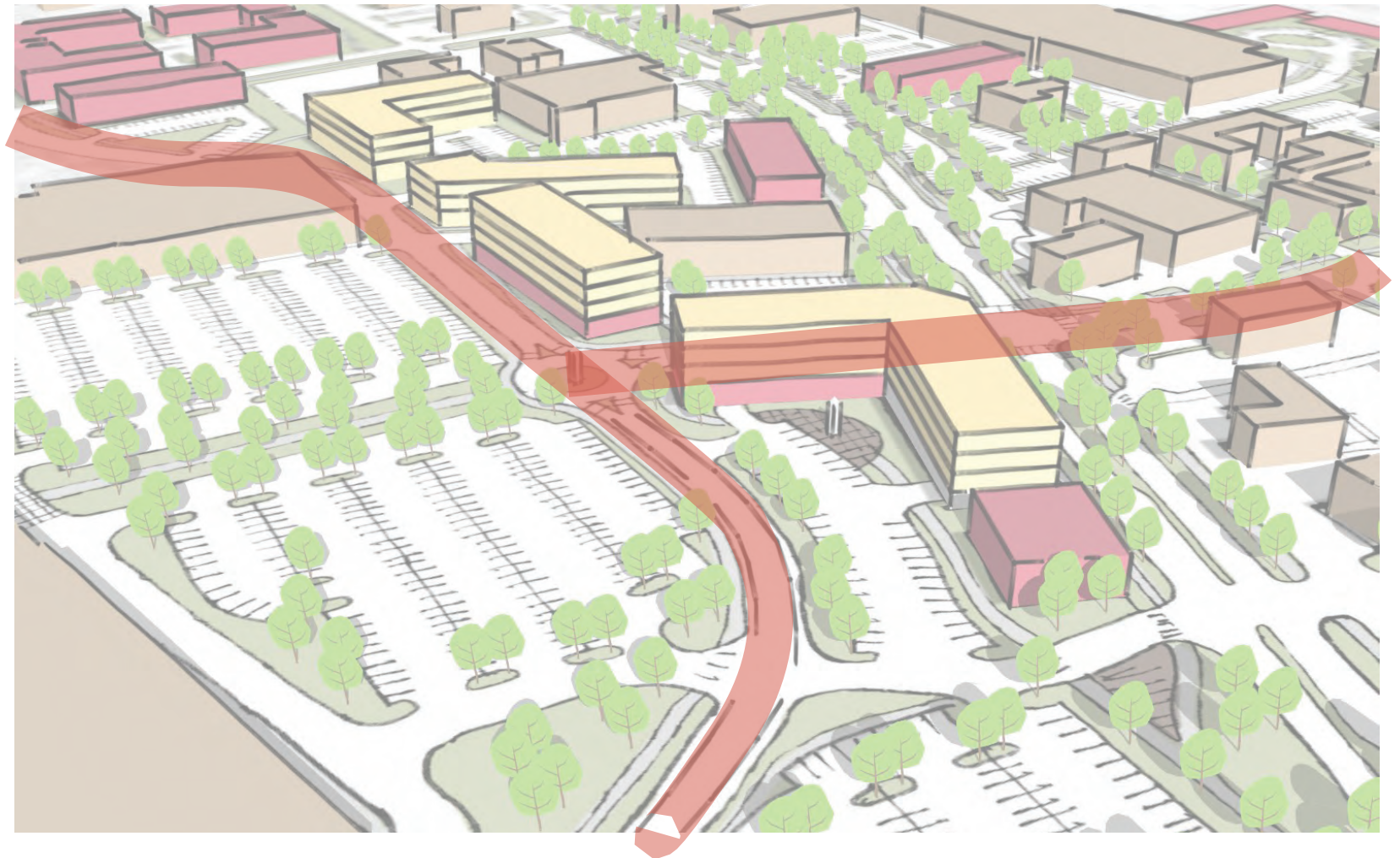
Urban Intersection Nodes

- High visibility crosswalks with streetscape elements and refuge medians if possible at signalized intersections. These include Sunridge, Rolling Hills, Masonic, and Milsap.
- Protected pedestrian crossings with refuge median at or near Golden Eagle and Harold.

Transit (BRT) Stations

- Potential BRT stop at either Rolling Hills or relocated Masonic, depending on development objectives. Only one stop is needed in this segment, and choice may depend on timing of redevelopment.

Diagram displaying the Appleby/Rolling Hills/Plainview link at Fiesta Square (highlighted in red)





Trail continuity. The transportation concept assembles a continuous shared use path on both sides of 71B that connects proposed housing to commercial, entertainment, and recreation destinations. This path uses a number of different routes and settings for facilities, winding through new projects that should be designed to accommodate then and existing and new roadways proposed in the project. Above: Pilot cycle track project through the Fiesta Square parking lot. Left: Diagram of trail route (highlighted in green) through existing and proposed development.

MALL DISTRICT FRAMEWORK: MILSAP TO LAKE FAYETTEVILLE

71B and Fulbright Expressway Main Lines and Interchange

- Major element of this part of the corridor, re-envisioning the urban interface of the College and Fulbright Expressway interchange by replacing some of its “freeway” aspects with greatly enhanced local access. Key components and functional changes, which must undergo further study and operational modeling, are described here.
- Relocation of northbound lanes on College Avenue, pairing them more closely with southbound lanes. Benefits of this change include: 1) replacing the existing left lane access to the flyover with a more intuitive and safer right lane access, and also eliminating some the queuing now present in College Avenue’s northbound inner lane because of closely spaced left-turn movements; 2) opening a significant development site on the former northbound lanes; and 3) improving pedestrian and bicycle connections now effectively blocked by the interchange.
- Replacement of Fulbright exit ramps to College Avenue with a new signalized T-intersection. This eliminates two significant traffic conflict problems where traffic operating in a freeway environment encounters sudden urban traffic.
- Fulbright and Plainview/Mall at-grade intersection. In this concept, the Fulbright Expressway transitions from expressway to urban boulevard, with the limited access portion beginning and ending at an intersection with the Plainview/Mall westside collector. Plainview extends north from its current terminus at Milsap, and continues across the Fulbright as Mall Avenue. This increases the strategic importance of the collector as a local traffic distributor, relieving College and opening a second significant development corridor.
- Resolution of the Shiloh/Mall Avenue intersection with a roundabout. A significant conceptual challenge with an at-grade Fulbright intersection is managing conflicts with the adjacent Shiloh Drive, heavily used for access to Target and other retail destinations. This is resolved in concept by a three-point roundabout, fed in part by a dedicated right turn lane coming off the westbound flyover. The intersection with proper refuge medians can also connect the shared use sidepath proposed for Plainview with a similar facility on Mall Avenue.

- Possible grade separation of the Joyce and College intersection. This concept would take through lanes of College Avenue over Joyce Boulevard, with local slip lanes providing for turns and local movements into adjacent properties.
- Consolidation of travel lanes to the west side of the road channel north of the Clear Creek bridge a five-lane or four-lane divided section, the latter using a standard width median with left-turn pockets. This eliminates the ambiguity of the current 40-foot center

turn lane (at one time a freeway width grass median), and permits a properly landscaped and attractive access to Lake Fayetteville Park, a major regional asset whose connection to the 71B corridor should be emphasized.

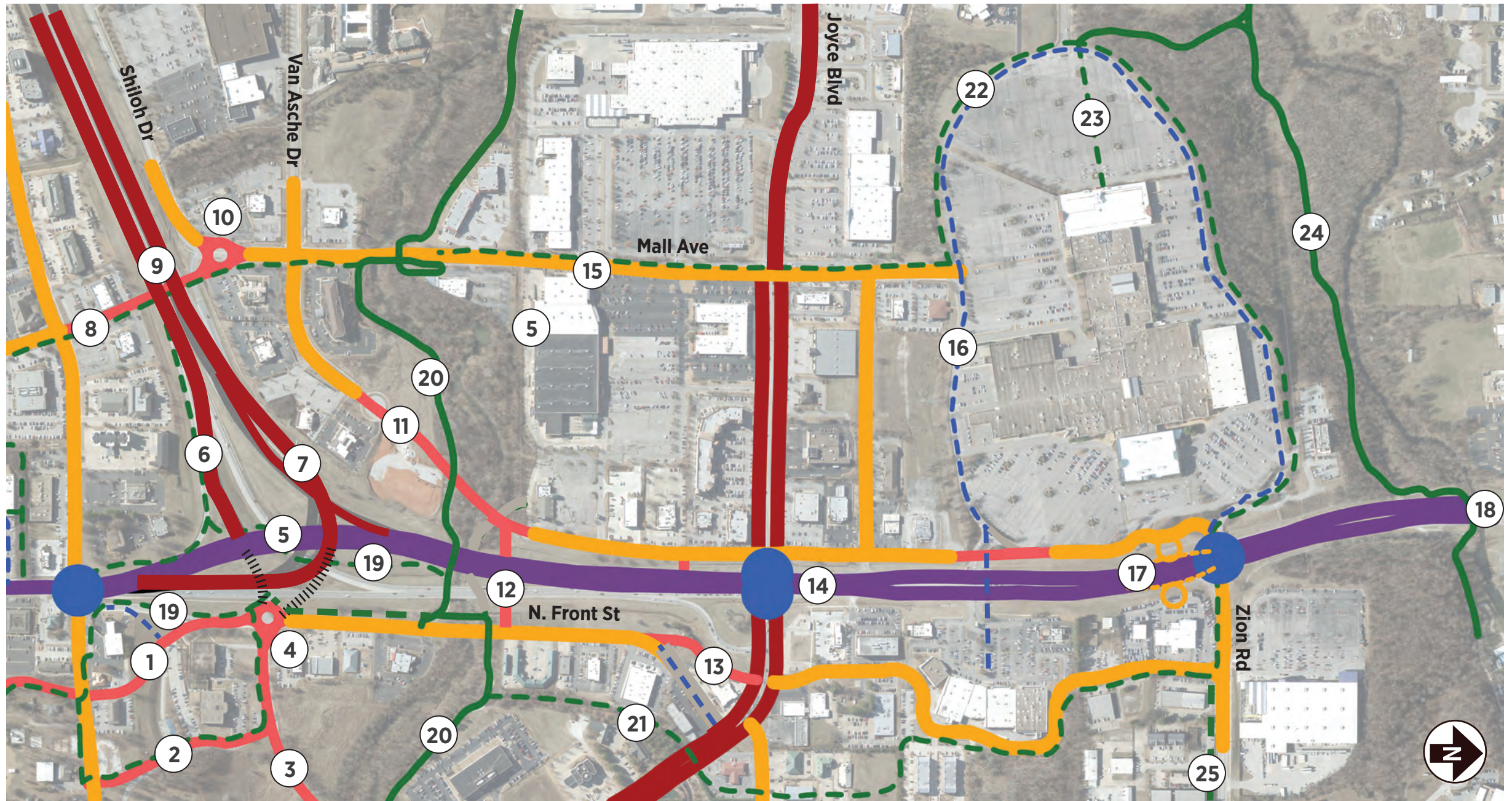
FIGURE 6.X: Mall District: Milsap to Lake Fayetteville Components

1	Realignment of North Front to align with east-side Market-Lee-Hemlock connector route
2	Possible additional or alternate route from Sain Street to Milsap
3	Planned Sain/Vantage connection to Joyce Boulevard
4	Roundabout intersection of planned Vantage-Sain connection with North Front
5	Realignment of northbound College Avenue lanes to pair with southbound lanes
6	New T intersection replacing ramp of eastbound Fulbright Expressway lanes. Vacated ramps integrated into a shared use path system connecting the west-side College Avenue path network back to College and Milsap and to the Mud Creek Trail.
7	Existing flyover for northbound to westbound movement from College to Fulbright Expressway, also maintaining southbound to westbound merge
8	Continuation of Plainview collector, with connection to Mall Avenue.
9	New signalized grade level intersection on the Fulbright Expressway with the extended Plainview/Mall collector.
10	Roundabout intersection north of Fulbright Expressway, resolving Shiloh Drive and Mall Avenue circulation.
11	Van Asche/Shiloh connection with bridge over Mud Creek.
12	New connection between Van Asche/Shiloh and North Front north of Mud Creek and under College Avenue.

FIGURE 6.X: Mall District: Milsap to Lake Fayetteville Components

13	Alignment of North Front and Frontage Road intersections with Joyce Boulevard.
14	Possible redesign of Joyce Boulevard intersection with grade separated through lanes and slip lanes for local access from College to Joyce.
15	Mall Avenue with shared use sidepath to NW Arkansas Mall
16	Redesigned peripheral street at Mall site with urban section, street landscaping, and sidewalks with future Mall mixed use redevelopment.
17	BRT stop at Zion Road
18	Consolidation of College Avenue lanes on west side of travelway, reducing paved area and improving entrance to Lake Fayetteville.
19	East side College Avenue trail connection to Mud Creek Trail
20	Existing Mud Creek Trail, with new shared use path connection to trail legs along N. Front.
21	Local path along drainage corridor and Remington Court to Shepherd Lane
22	Peripheral shared use path and walkways along redeveloped periphery of Mall.
23	Direct trail connection from Mall trailhead to Mall building
24	Existing Razorback Greenway underpass to Lake Fayetteville
25	Connection to existing path link to Lake Fayetteville and Greenway via Zion Drive shared use path

Shaded rows indicate projects that require redevelopment



Existing Circulator/Collector Streets

- The local circulation network, both using existing and new facilities, is a key element of the interchange reconfiguration. Adjustments and modifications of existing facilities are described below.
- Realignment of the north and south ends of North Front. The intersection of North Front, which operates as an east frontage road for College, with Milsap would be relocated to the east, providing more distance from the College and Milsap intersection and lining up with the proposed eastside connector. On the north, the street could be relocated to align with Frontage Road, possible with removal of the existing exit ramp from northbound College either with slip lanes or more simple intersection redesign.
- Sain-Vantage connector. The two existing streets are interrupted by Mud Creek. The successful March, 2019 bond issue includes funding to connect Sain and Vantage, linking North front north to Joyce Boulevard and Zion Road. This concept suggests a short- to medium-term termination of the Sain-Vantage connector into a roundabout at North Front, which, with better local street connectivity and intersection relocation, would provide major improvements over current conditions. Should a future Fulbright connection be considered necessary, the eastbound movement off the Fulbright could extend under the flyover ramp and into the roundabout, while westbound movement from the connector could potentially merge into the flyover, given the additional space provided by relocating the northbound College Avenue lanes, depending on grades.
- Van Asche/Shiloh Drive connection. Connecting these stub streets would provide continuous service access on the northwest quadrant of the interchange. This logical connection has been stymied to date by the need for a Mud Creek crossing. This link logically continues into the Mall site and is integrated into the Mall's internal street system.

New Circulator/Collector Streets

- Most new collectors in this segment fill gaps in the existing network and are described above.
- New connection linking North Front and Shiloh Drive under elevated section of College. At present, traffic bound from the east side of College to retail destinations on the west side use the flyover. This link provides an alternative east-west link that serves businesses and development on both sides.

Private Connected Circulation

- Private drives to use right-of-ways vacated by North Front intersection relocation.
- Peripheral drive around Northwest Arkansas Mall would be upgraded to an interior urban street as part of a redevelopment program to redevelopment unnecessary parking area on the site's periphery.
- Shepherd Lane access between the Mall and Barnes and Noble shopping center to be upgraded and integrated into Mall drive redesign, especially if through lanes on College are elevated at Joyce Boulevard.

Regional Shared Use Trail Connections

- Mud Creek and Razorback Greenway pass through this segment. Trail projects, some of which use vacated portions of the interchange, link the College/71B corridor to these regional facilities.
- Plainview/Mall shared use sidepath continues the trail on the west side of College, connecting directly to the Mud Creek Trail and, through the redesigned Mall site, the existing Greenway trailhead at the Mall.
- Trail from Plainview and Fulbright connects to Mud Creek Trail east of the corridor and to the northwest corner of College and Milsap, largely using vacated expressway ramps following redesign. Trail could continue west along Futrall Drive to connect to the Greenway tunnel near Gregg, serving the Washington Regional Medical Center district.
- Reuse of existing bridge for northbound College Avenue lanes over Mud Creek as a park related to adjacent development and a link between the east and west segments of the Mud Creek Trail.

College Avenue Trail Network

- East side system continues north along North Front corridor to Mud Creek Trail, continuing north along tributary drainageway and Frontage Road to Zion Drive.
- East side connection continues with a path along Zion Drive to existing trail link to Lake Fayetteville and Greenway at Venetian Lane.
- West side route follows Mall Avenue and peripheral street to existing trailhead, and continues loop to Zion Drive entrance to the Mall.
- Zion Drive link across College connects the east and west side systems.

Urban Intersection Nodes

- High visibility crosswalks with streetscape elements and refuge medians at signalized intersections. These include Joyce Boulevard, Shepherd Lane, and Zion Drive.
- Zion Drive intersection to be redesigned to reduce high speed character of right turn bypass lanes.

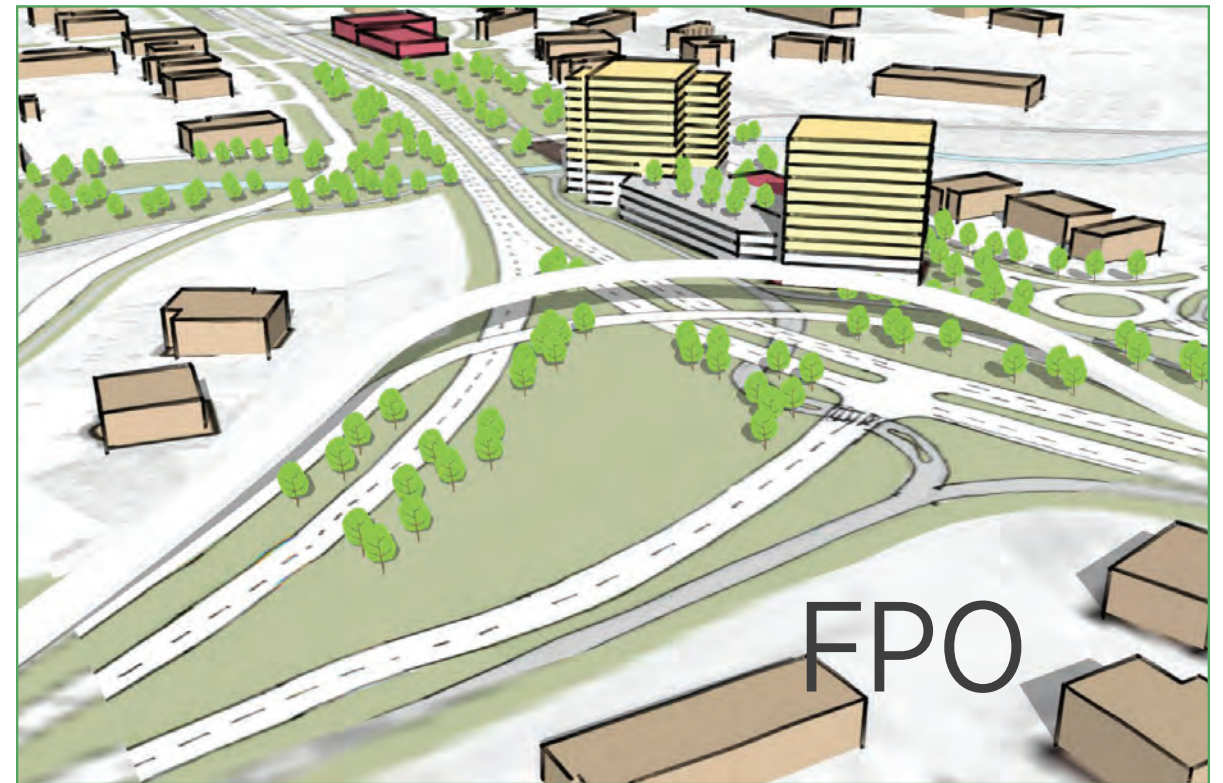
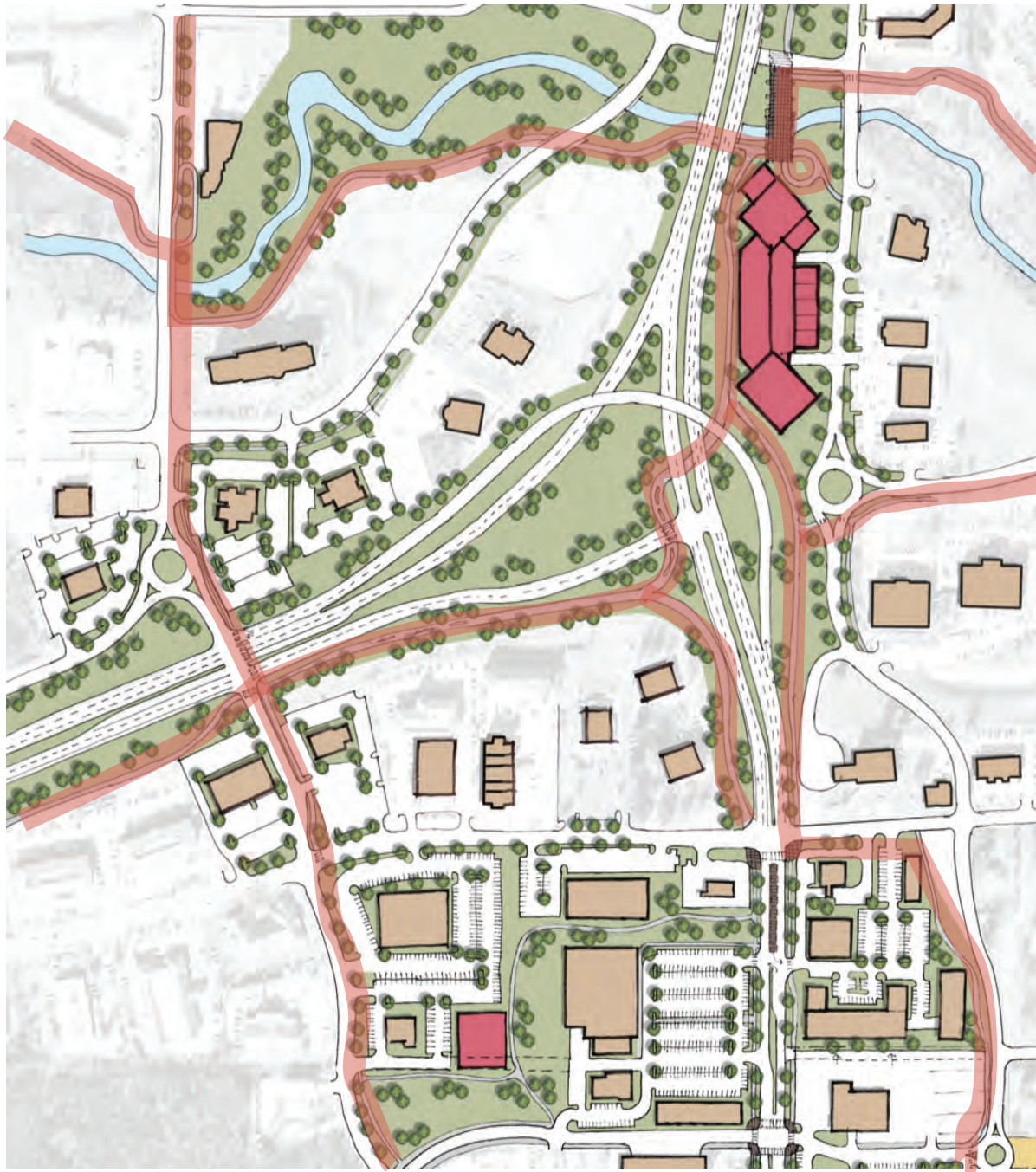
Transit (BRT) Stations

- Potential BRT stop at Shepherd Lane or Zion Drive. Scale of intersections and amount of space permits full turnout stops on one



Bridge Park

With relocation of northbound lanes, this bridge could be converted to a park that would be a resource for an adjacent high-density development and a connection between the two legs of the Mud Creek Trail.



Conceptual Sketches

Design sketch at left highlights shared use path connectivity through the concept for the College and Fulbright interchange. Sketch above illustrates grade levels and possible development of vacated northbound right-of-way.

THE DEVELOPMENT FRAMEWORK

Development along the 71B corridor has been and will continue to be an incremental process. This section establishes a guide for that continued evolution that gradually, through market forces and individual, voluntary actions can lead to a new kind of connected, mixed use 71B corridor. The framework is based on an overall assessment of the long-term viability of different types of occupancy, the conditions of sites and buildings, and the effects of changing market forces on different types of land uses and demands for them. This assessment is in turn based on several overriding trends:

1. The growth projections and policies contained in Fayetteville's comprehensive plan and other planning documents, including the ULI's healthy corridor assessment and the Fayetteville Mobility Plan. This comprehensive plan projects a population growth of 50,000 for Fayetteville, corresponding to approximately 20,000 housing units. A substantial amount of this housing will be in medium to high-density settings, including small-lot single family, attached units like townhouses, low- and mid-rise multi-family apartments, and innovative residential settings.
2. The market analysis presented in Chapter Four indicates a declining medium- and long-term demand for commercial land and square footage, partially but not totally offset by population growth. This decline in the immediate corridor market has a number of causes, including competition from regional retail destinations such as the Promenade and the overall Rogers area, the increasing prevalence of on-line retailing, and the declining market for traditional retail malls like the Northwest Arkansas Mall and older strip centers. This, coupled with substantial housing demand during the next two decades, suggests a significant market force to convert some current commercial land to residential occupancy during this period.
3. The analysis of Chapter Two indicates that building coverage percentages throughout the 71B corridor are very low and parking and impervious coverage is very high. Larger commercial developments, including existing strip development, were designed with parking ratios

that 1) were based on highly seasonal loads and 2) are almost never reached today even on so-called peak seasons like Christmas. Other smaller developments paved their sites as a low-maintenance default option, inefficiencies caused lack of connection with neighboring sites, and/or inefficient site design. All of these provide opportunities for more effective use of land that is now nominally in commercial use.

4. Transportation preferences in Fayetteville and elsewhere are likely to evolve during the next twenty years. Bicycle transportation is already a significant mode in the city and may increase as e-bikes bring cycling within the capabilities of more people. Ozark Regional Transit has increased service on the 71B corridor with positive results and the introduction of bus rapid transit is being seriously contemplated. Electric scooters and other personal mobility devices have become significant forces in peer cities like Bloomington, Indiana and the effect of electric and autonomous vehicles on urban land needs is undetermined. Finally, personal preferences and legislative mandates that respond to greenhouse gas emissions and climate change may also have a profound effect on transportation in future years. One common trend is likely though – the amount of land devoted to the circulation and storage of personal vehicles is likely to decrease significantly. And many alternative modes are especially well-suited to shorter trips and greater adjacency of residential uses, entertainment venues, and commercial and office services.

5. These collective forces increase demands for greater land efficiency, higher densities, and higher value to land area rations, which in turn increase the value of land. The result is that market forces will tend to increase pressure on space intensive lower-yield land uses such as small single-level strip centers, free-standing offices and retail, and some automotive uses to sell and convert to higher intensity development.

6. These trends must be balanced strategically by the city of Fayetteville's revenue structure, which places a significant reliance on sales tax revenues. This translates to a strong public policy imperative to maintain and strengthen the corridor's retail environment, which remains highly auto-oriented, while increasing the local customer and property value base through policies that encourage residential development, higher land efficiency, and mixed uses.

DEVELOPMENT STRATEGIES

The following pages display diagrams and strategies for each segment of the 71B study area. They are overlaid on the Transportation Framework and include general policy objectives and more specific guidance for potential strategy sites. These are followed by illustrative plans that show how these guidelines could be implemented. The site-specific guidelines use terms that require further elaboration, presented here:

- **Small lot single-family residential.** Single-family detached units on lots less than 5,000 square feet, or a net density of about 8 units per acre, or single-family semi-attached or attached units, typically on individually described lots and connected by garages or a common wall, with a typical net density above 10 units per acre. In the 71B area, this development is used on the edge of the main corridor as a transition to lower-density residential areas, on sites that can be buffered from higher intensity surrounding uses, and as a way to introduce affordable single-family homeownership opportunities. However, higher intensity uses and residential densities are more prevalent in the development framework.
- **Medium-density residential.** Attached units, including townhomes and small multi-family buildings, with net densities in the range of 10 to 20 units per acre. This form of development can appeal to households of a variety of ages but with small yards and shared covered parking, can provide an attainable option for households with young children, a growing demographic at this specific point. These units can help fill the so-called "missing middle" gap in contemporary housing markets. The development framework proposes this concept on sites that provide enough area for self-contained clusters and linkages to other community features, including schools, commercial development, and parks and playgrounds.
- **Multifamily residential.** Multi-level residential buildings, which in Fayetteville are most commonly two or three levels of living units with net densities in the range of 20 to 40 units per acre. This is also the most common multifamily form proposed for the study area. In order to minimize surface parking and because of rocky subsurface conditions, the typical multifamily building will provide three levels over at-grade parking, with parking exposure hidden by landscaping,

berming, or finished elevation treatment. As a general rule, one level of parking that extends for the full building footprint supports three residential levels. Single-use multi-family is proposed as a single use on redevelopment sites that are on the edge of the corridor area and lack direct exposure to South School or College. On sites along or near the street corridors, multi-family should be integrated into mixed use projects (see below).

- **Mixed use development.** Mixed use projects are typically shown on sites that include 1) redevelopment of excessively large parking lots, 2) future redevelopment of low-intensity, high vacancy or obsolescent commercial buildings or projects, or 3) vacant buildings or sites. Typically, mixed use buildings involve retail, restaurant, office, and residential uses, usually with residential over a commercial grade level. However, requirements that the entire footprint be reserved for retail, restaurants, or similar uses generally create too much commercial and require either surface parking or a separate parking structure. Another option, appropriate along the 71B corridor, locates parking at-grade under residential levels and screened by commercial extensions appropriate to the market. Several situations suggest taller mixed use projects where views, urban design, location at an activity node, or separation from lower-scaled development makes them appropriate.
- **Contemporary retail or commercial.** Relatively recent (typically post 2000) development with landscaping and site design standards that are adequate and unlikely to require significant change.
- **Commercial infill.** Generally applies to areas where existing uses are likely to remain but where space exists for additional, single-level commercial development with more efficient site design; or sites within an existing project intended for commercial development but not yet used for that purpose.
- **Commercial enhancement.** Generally applies to areas where existing uses are likely to remain but where access management, cooperative parking and site development, improved landscaping and pedestrian connections to front doors from trails or sidewalks are needed to help realize the corridor vision.
- **Shopping center upgrades.** Improved parking and site design, possible facade and pedestrian improvements, resizing parking

supply to be more consistent with normal rather than extreme contingency demand.

- **Internal streets.** Driveways within projects such as shopping centers and large mixed use projects designed to have the character of streets with sidewalks, street landscaping and furniture, and limited driveway or drive aisle interruptions.
- **Iconic commercial.** Properties to be maintained by virtue of the memories and stories that they produce or because of their special place in the historic development of the 71B corridor.



Iconic commercial. Gator Golf, Fayetteville



Small lot single family. Florida Way, Fayetteville



Medium-density residential. Gray's Station, De Moines



Medium-density residential. Huron Street, Culver City



Mixed use concept. Wauwatosa, WI



Interior street. Detroit Lakes, MN



Commercial preservation. City Liquor, Fayetteville

RESEARCH DISTRICT

SOUTH FAYETTEVILLE

Total Corridor

- Reconfiguration of South School with three lanes, continuous sidewalks, protected bike lanes, two-way turn lanes, strategic pedestrian refuge medians

Research Segment: Cato Springs to Town Branch

- Execution of Research Park master plan
- Seven Hills Village concept for transitional housing
- New multifamily development.
- Trail link between Cato Springs Trail, proposed development sites, and Town Branch Trail

Walker Park District: Town Branch to 11th

- Southgate redevelopment including commercial and residential redevelopment on shopping center and surrounding blocks.
- Major future mixed density development between 13th and 15th
- Preservation and enhancement of key commercial assets
- Trail spur connection to Walker Park

Mill District: 11th to Prairie

- New mixed use and infill commercial development
- Locust Street infill
- Trail-related townhomes
- Improved 7th and 9th Street cross access
- Right-turn only lanes at MLK
- Preservation of key commercial

Archibald Yell Segment: Prairie to Rock

- Residential infill of different types along Archibald Yell
- Commercial enhancements of neighborhood commercial on north side.
- Revised Archibald Yell design with sidewalk or sidepath continuity on north side
- Signal and pedestrian crossing and Arts Cluster at South Street
- Redesigned College and Rock intersection

FIGURE 6.X: South Fayetteville Development Framework: Cato Springs to Rock Street

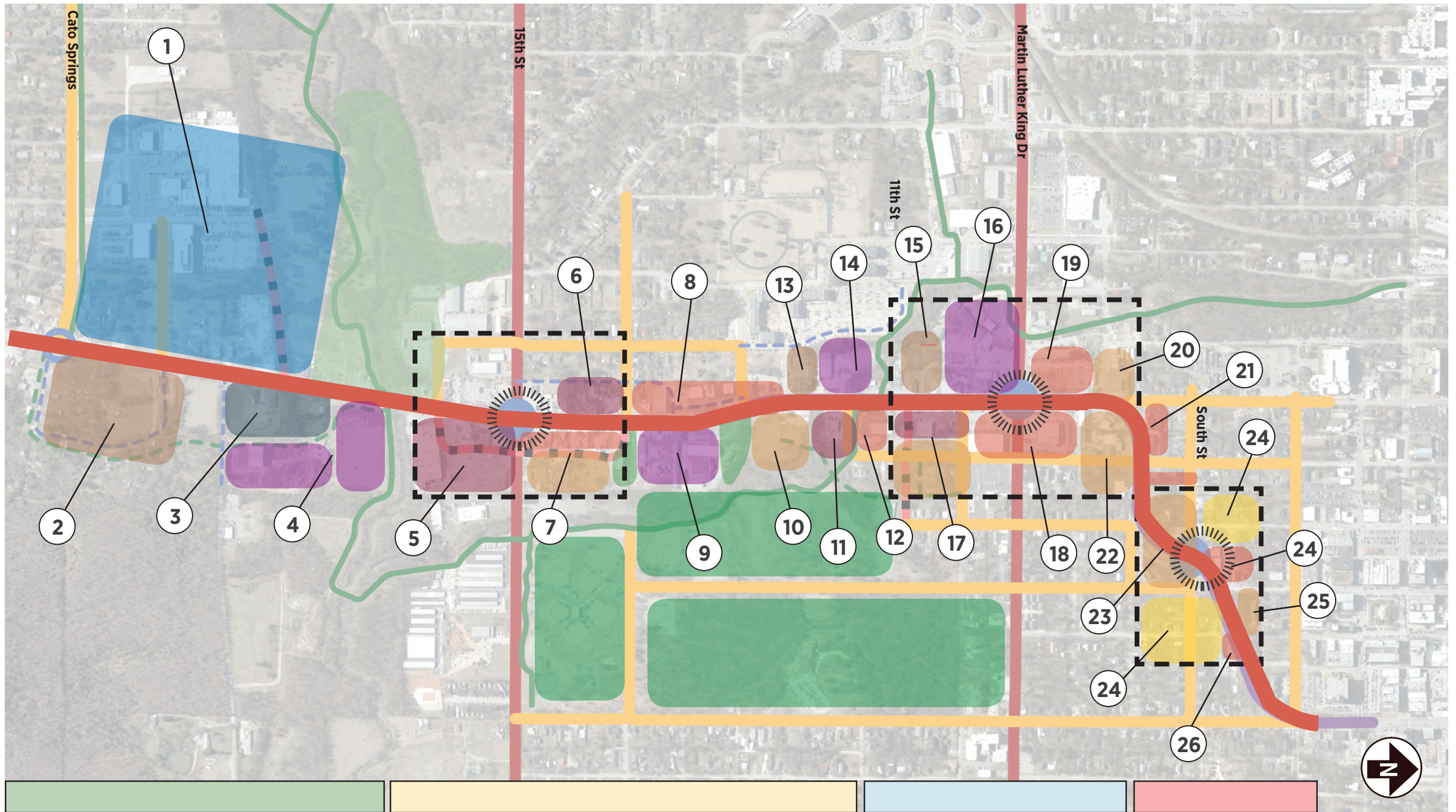
1	University of Arkansas Research campus master plan implementation, with future expansion to South School
2	Multifamily residential to support research campus
3	Cottage or “tiny house” housing for temporarily homeless around Seven Hills service center
4	Ozark Steel with improved buffering and access
5	Shopping center site redevelopment, maintaining viable existing businesses
6	Commercial infill, maintaining key neighborhood retail
7	Commercial maintenance and infill on South School frontage, medium density residential adjacent to trail and Walker Park
8	Commercial enhancement
9	City Lumber site enhancements and buffer landscaping
10	Medium-density residential infill development
11	Mixed use with multifamily emphasis
12	Commercial infill and site improvements, including landscape and reduction of paved area
13	Existing contemporary multifamily residential (Varsity House)

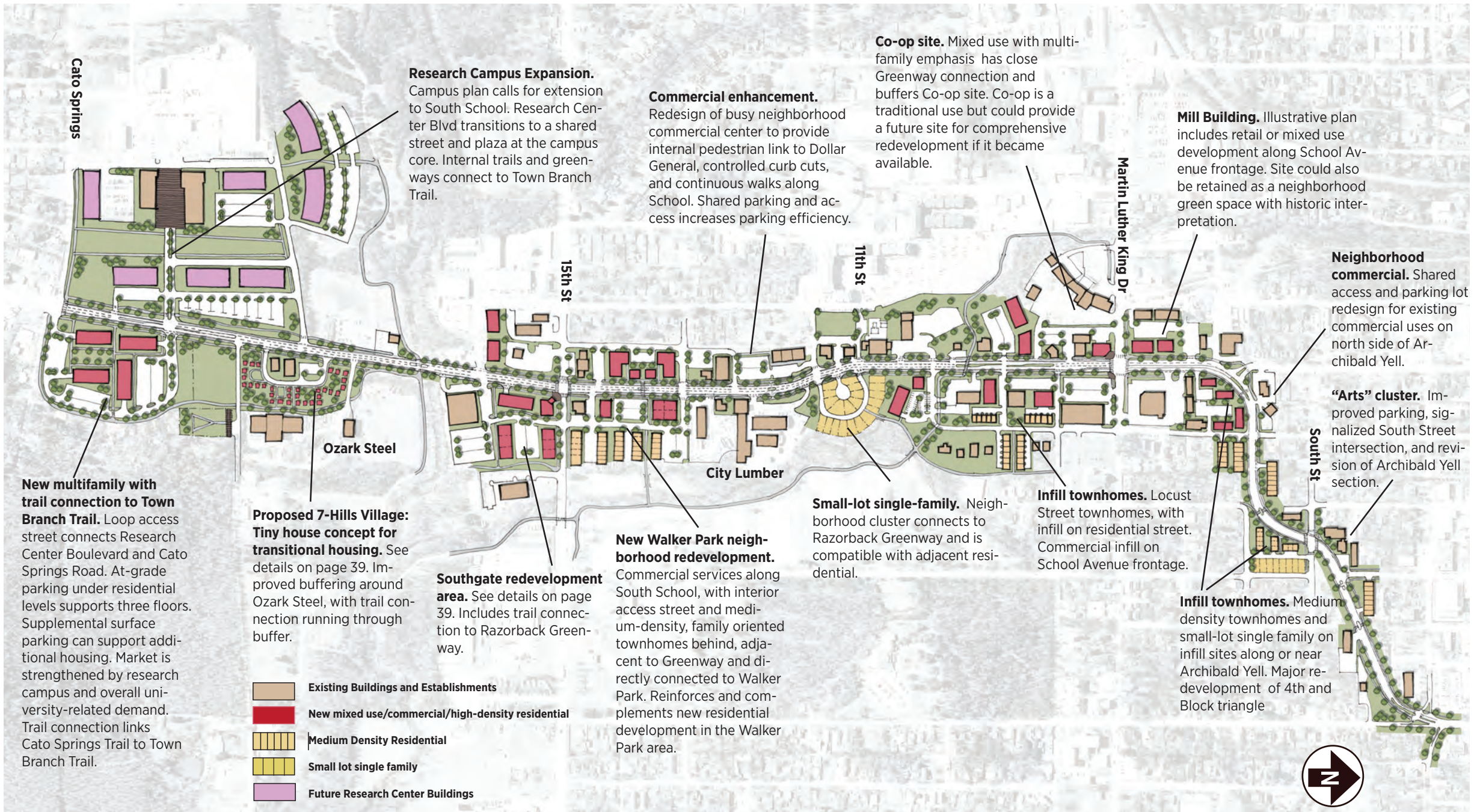


FIGURE 6.X: South Fayetteville Development Framework: Cato Springs to Rock Street

14	Site enhancements and access management of existing industrial use
15	Multifamily with existing commercial/restaurant frontage on School, improved parking
16	Existing industry (Co-op) and office/commercial development. Site enhancement with infill commercial on corner. Potential for major mixed use redevelopment in longer-term future.
17	Commercial maintenance and infill on School frontage, medium-density residential on Locust St infill sites
18	Contemporary retail. Improved site plan with upgraded pedestrian access from street.
19	Mill District buildings. Infill street-oriented commercial along School frontage or maintenance as a public space
20	Contemporary medium-density residential, commercial adaptive reuse possible at corner
21	Existing neighborhood commercial with shared site access and coordinated parking plan.
22	Medium density residential, with gradual redevelopment continuing development precedent along 5th Street
23	Medium density residential infill and spot redevelopment on open or distressed sites along Archibald Yell. Focus on southeast corner of South Street
24	Single-family conservation and infill, continuing current development patterns
25	Existing multifamily
26	Key neighborhood business with improved pedestrian access to and through the site







Cato Springs

Research Campus Expansion. Campus plan calls for extension to South School. Research Center Blvd transitions to a shared street and plaza at the campus core. Internal trails and greenways connect to Town Branch Trail.

Commercial enhancement. Redesign of busy neighborhood commercial center to provide internal pedestrian link to Dollar General, controlled curb cuts, and continuous walks along School. Shared parking and access increases parking efficiency.

Co-op site. Mixed use with multi-family emphasis has close Greenway connection and buffers Co-op site. Co-op is a traditional use but could provide a future site for comprehensive redevelopment if it became available.

Mill Building. Illustrative plan includes retail or mixed use development along School Avenue frontage. Site could also be retained as a neighborhood green space with historic interpretation.

Neighborhood commercial. Shared access and parking lot redesign for existing commercial uses on north side of Archibald Yell.

“Arts” cluster. Improved parking, signaled South Street intersection, and revision of Archibald Yell section.

New multifamily with trail connection to Town Branch Trail. Loop access street connects Research Center Boulevard and Cato Springs Road. At-grade parking under residential levels supports three floors. Supplemental surface parking can support additional housing. Market is strengthened by research campus and overall university-related demand. Trail connection links Cato Springs Trail to Town Branch Trail.

Proposed 7-Hills Village: Tiny house concept for transitional housing. See details on page 39. Improved buffering around Ozark Steel, with trail connection running through buffer.

Southgate redevelopment area. See details on page 39. Includes trail connection to Razorback Greenway.

New Walker Park neighborhood redevelopment. Commercial services along South School, with interior access street and medium-density, family oriented townhomes behind, adjacent to Greenway and directly connected to Walker Park. Reinforces and complements new residential development in the Walker Park area.

Small-lot single-family. Neighborhood cluster connects to Razorback Greenway and is compatible with adjacent residential.

Infill townhomes. Locust Street townhomes, with infill on residential street. Commercial infill on School Avenue frontage.

Infill townhomes. Medium density townhomes and small-lot single family on infill sites along or near Archibald Yell. Major redevelopment of 4th and Block triangle

- Existing Buildings and Establishments
- New mixed use/commercial/high-density residential
- Medium Density Residential
- Small lot single family
- Future Research Center Buildings





Food and Shelter Village, Norman, OK

7 Hills Village

Homelessness is a significant issue in the South Fayetteville part of the study corridor. In response, the interfaith 7Hills has established a Day Center along South School to provide a variety of support services to provide job assistance, transportation, meals, counseling, and other basic human services. It is also developing the Walker Community, a transitional housing environment that will provide 36 transitional and supportive service units for individuals and families in townhouse and efficiency apartments. Another interesting physical development model for a later phase, is a “tiny house” community, providing individual detached units around common space with access to 7Hills support services through its service center. This approach was pioneered by Norman, Oklahoma’s Food and Shelter program.



Southgate Redevelopment

A large but now under-occupied shopping center provides a significant opportunity for area redevelopment. In the concept, the vacant portion of the large commercial building would be replaced by parking, permitting mixed use redevelopment of the existing parking lot, which in turn would surround customer or employee parking. This also provides improved parking for the iconic Mountain Man store. New commercial and/or mixed use development lines the South School corridor. Current salvage uses north of 15th Street would be redeveloped with new retail development and a townhome community with access to the Razorback Greenway and Walker Park. On the west side of School north of 15th, a mixed use project with two commercial spaces and multifamily buildings would replace vacant uses or distressed buildings.

MIDTOWN DISTRICT SOUTH: NORTH TO TOWNSHIP

Total Corridor

- College Avenue upgrade with access management

VA/Evelyn Hills Segment: North to Sycamore

- College Avenue upgrade with access management
- Redesign of Evelyn Hills site
- Future extension of Memorial Drive to serve new development
- Path connection to Gregory Park
- Local path and sidewalk continuity
- Urban family residential on “farm” and storage sites, tied to local streets
- Transit (BRT) station at Memorial Drive

Green Acres Segment: Sycamore to Poplar

- High-density node at Sycamore intersection, focusing on northeast quadrant
- Green Acres realignment and replacement with central green space
- Sublett Creek trail connection to Poplar, with upgraded Poplar bikeway to Razorback Greenway
- Intersection nodes at Sycamore, Green Acres, Poplar
- Infill mixed-use and multi-family
- Family- and trail-oriented townhomes using back parts of deep commercial lots and adjacent to Woodland Junior High

Restaurant District:

- Theming as a center of international, locally-owned restaurants
- Interconnection of parking and driveways with pedestrian connections between businesses
- Intersection nodes at Colt Square Drive, and Township
- Infill mixed use development as opportunities emerge
- Local access grid to west side using Green Acres and Colt Drive extensions
- Greenway and neighborhood park along floodplain.
- Parallel, separated shared use paths paralleling both sides of College

Township Node

- Transit (BRT) station at Township



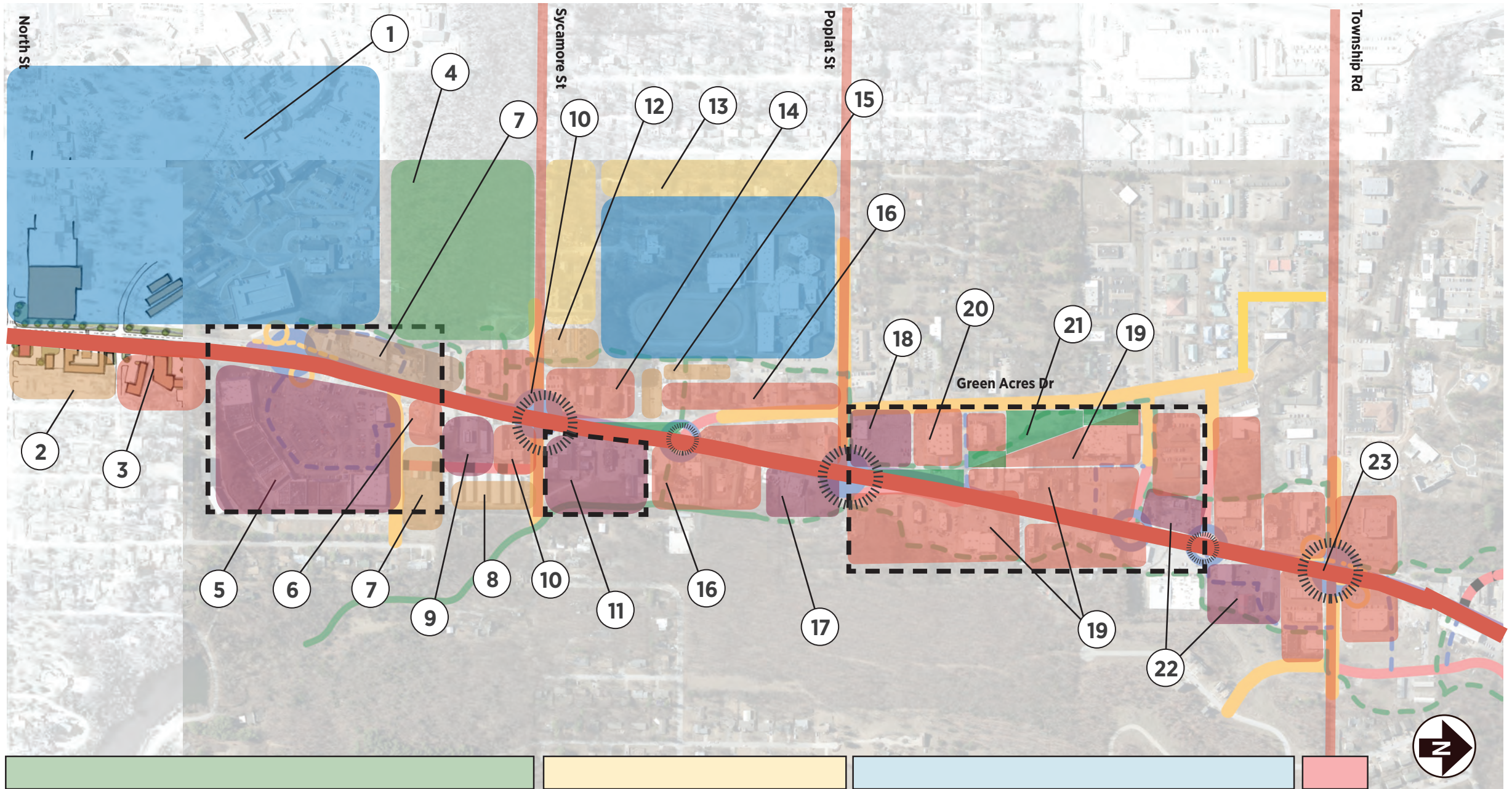
FIGURE 6.X: South Fayetteville Development Framework: Cato Springs to Rock Street

1	VA Hospital campus with improved pedestrian access to College
2	Adaptive reuse of iconic motel for multifamily, possible commercial infill at corner
3	Existing commercial/office uses
4	Gregory Park with path links to College and surrounding uses
5	Evelyn Hills upgrade with improved parking and circulation design. Possible future higher-density mixed use development on College and on north side of lot
6	Contemporary commercial
7	Medium density residential along internal street
8	Medium density or small-lot single family
9	Mixed use with multifamily emphasis, commercial on direct College frontage
10	Existing contemporary commercial
11	Mixed use development with street-level commercial emphasis at intersection, high-density residential away from the street
12	Existing medium density residential

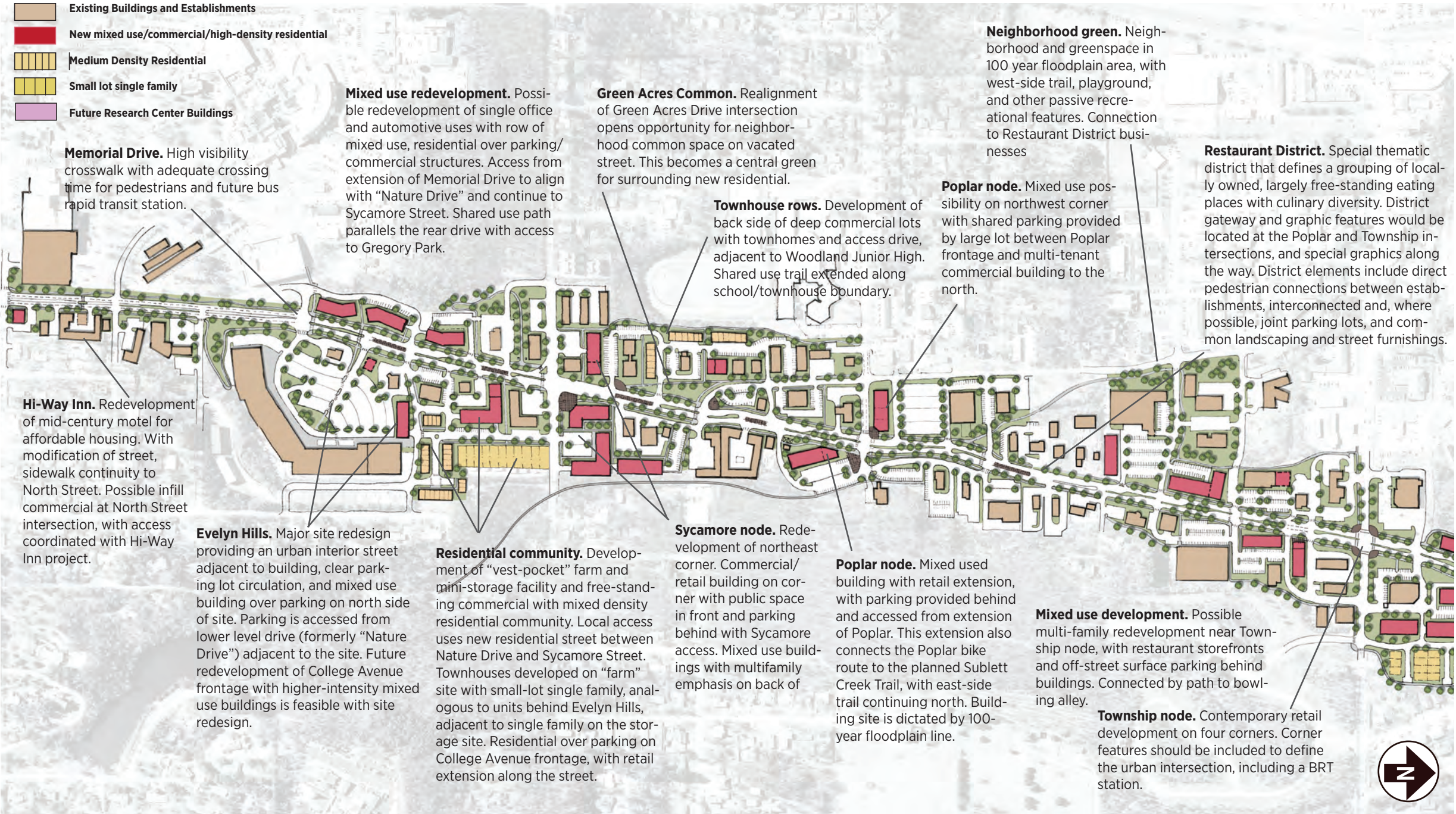


FIGURE 6.X: South Fayetteville Development Framework: Cato Springs to Rock Street

13	Existing primarily single-family residential neighborhoods
14	Existing contemporary commercial with possible infill
15	Multifamily with existing commercial/restaurant frontage on School, improved parking
16	Commercial maintenance and occasional infill, including preservation of historically important mid-century motel on College
17	Mixed use development with multifamily emphasis on Poplar node
18	Possible street-oriented commercial with potential for upper level residential or maintenance of existing commercial using surplus parking in place of street yard parking.
19	Restaurant District segment, maintaining individual buildings and providing shared pedestrian and driveway access, thematic streetscape, interconnected drives, and shared parking where possible
20	Commercial maintenance, with potential reuse of excess surface parking.
21	Neighborhood greenway and park along drainage corridor
22	Mixed use residential, with residential over parking and retail
23	Township Node, maintaining existing contemporary commercial with improved links to future BRT station



-  Existing Buildings and Establishments
-  New mixed use/commercial/high-density residential
-  Medium Density Residential
-  Small lot single family
-  Future Research Center Buildings



Memorial Drive. High visibility crosswalk with adequate crossing time for pedestrians and future bus rapid transit station.

Mixed use redevelopment. Possible redevelopment of single office and automotive uses with row of mixed use, residential over parking/commercial structures. Access from extension of Memorial Drive to align with "Nature Drive" and continue to Sycamore Street. Shared use path parallels the rear drive with access to Gregory Park.

Green Acres Common. Realignment of Green Acres Drive intersection opens opportunity for neighborhood common space on vacated street. This becomes a central green for surrounding new residential.

Townhouse rows. Development of back side of deep commercial lots with townhomes and access drive, adjacent to Woodland Junior High. Shared use trail extended along school/townhouse boundary.

Poplar node. Mixed use possibility on northwest corner with shared parking provided by large lot between Poplar frontage and multi-tenant commercial building to the north.

Restaurant District. Special thematic district that defines a grouping of locally owned, largely free-standing eating places with culinary diversity. District gateway and graphic features would be located at the Poplar and Township intersections, and special graphics along the way. District elements include direct pedestrian connections between establishments, interconnected and, where possible, joint parking lots, and common landscaping and street furnishings.

Hi-Way Inn. Redevelopment of mid-century motel for affordable housing. With modification of street, sidewalk continuity to North Street. Possible infill commercial at North Street intersection, with access coordinated with Hi-Way Inn project.

Evelyn Hills. Major site redesign providing an urban interior street adjacent to building, clear parking lot circulation, and mixed use building over parking on north side of site. Parking is accessed from lower level drive (formerly "Nature Drive") adjacent to the site. Future redevelopment of College Avenue frontage with higher-intensity mixed use buildings is feasible with site redesign.

Residential community. Development of "vest-pocket" farm and mini-storage facility and free-standing commercial with mixed density residential community. Local access uses new residential street between Nature Drive and Sycamore Street. Townhouses developed on "farm" site with small-lot single family, analogous to units behind Evelyn Hills, adjacent to single family on the storage site. Residential over parking on College Avenue frontage, with retail extension along the street.

Sycamore node. Redevelopment of northeast corner. Commercial/retail building on corner with public space in front and parking behind with Sycamore access. Mixed use buildings with multifamily emphasis on back of

Poplar node. Mixed used building with retail extension, with parking provided behind and accessed from extension of Poplar. This extension also connects the Poplar bike route to the planned Sublett Creek Trail, with east-side trail continuing north. Building site is dictated by 100-year floodplain line.

Mixed use development. Possible multi-family redevelopment near Township node, with restaurant storefronts and off-street surface parking behind buildings. Connected by path to bowling alley.

Township node. Contemporary retail development on four corners. Corner features should be included to define the urban intersection, including a BRT station.



Evelyn Hills development concept. Revised parking lot design improves safety, ease of use, and pedestrian access.



Sycamore Node. Massing diagram looks northeast, showing potential mixed use development on the northeast corner, completing a higher intensity node at the intersection. Townhouses and a green space made possible by relocating the Green Acres intersection.





Green Acre Commons. Relocating the Green Acres intersection to a 90 degree angle with College produces a neighborhood commons that can encourage adjacent resi



Restaurant District. Interconnection of parking lots and connections between restaurants can help this collection of unique restaurants gel into a special district.

MIDTOWN DISTRICT NORTH: TOWNSHIP TO MILSAP

Total Corridor

- College Avenue upgrade with access management

Township Urban Node: Township to Sunbridge

- Future new urban family and mixed use development center north of Township to Sunbridge Drive with land use evolution, with a range of densities and supporting retail development.
- Transit (BRT) station at Township

Drake Segment: Sunbridge to south of Appleby

- Interconnection of parking lots where possible.
- Parallel access drives or streets with redevelopment
- Continuous shared use paths separated from College
- Realignment of Villa Blvd and Drake Street to 90 degree intersections.
- Urban node at Sunbridge
- Drake Street enterprise/innovation district

Fiesta Square Segment: South of Appleby to Harold

- Connection of Appleby and Parkview with T-roundabout with Rolling Hills to create parallel collector street on west side of College
- Urban node at Rolling Hills and College with high-density mixed use development and placemaking features
- Possible transit station (BRT) at Rolling Hills
- Bikeway connections using Appleby, Rolling Hills, and shared use path on extended Parkview
- “Right-sizing” and simplifying Fiesta Square parking lot, with mixed use development between College and Appleby/Parkview.

Uptown Segment: Harold to Milsap

- Local street grid created by Parkview and Lee/Front Street connections north and south; and Harold, Longview, Masonic, and Milsap connections east and west
- Masonic realignment to relocate Masonic Drive signal south and providing a west access from Whole Foods.
- Major mixed use development opportunities at Parkview and Harold extension and on under-occupied shopping center south of Masonic



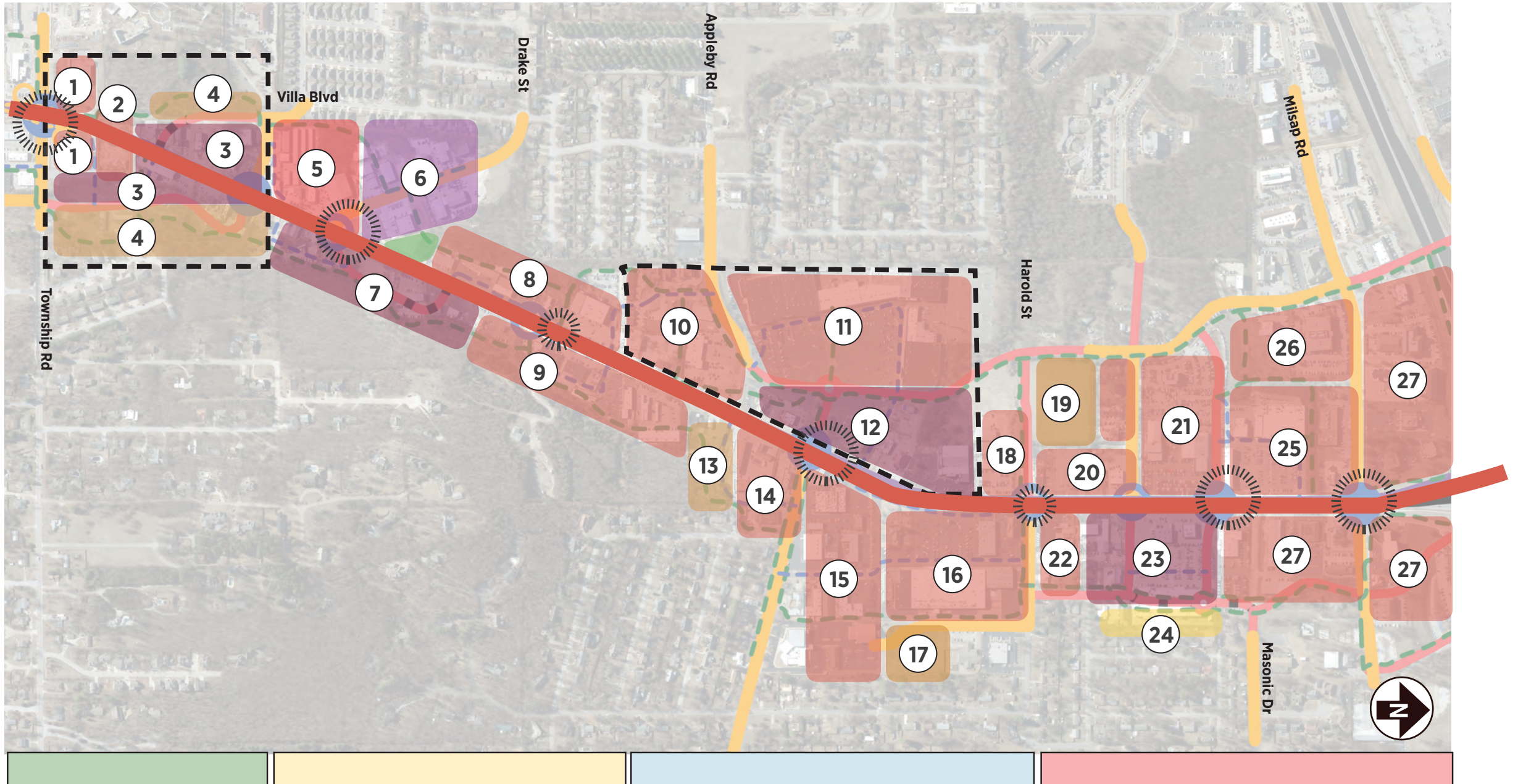
FIGURE 6.X: Midtown Development Framework: Cato Springs to Rock Street

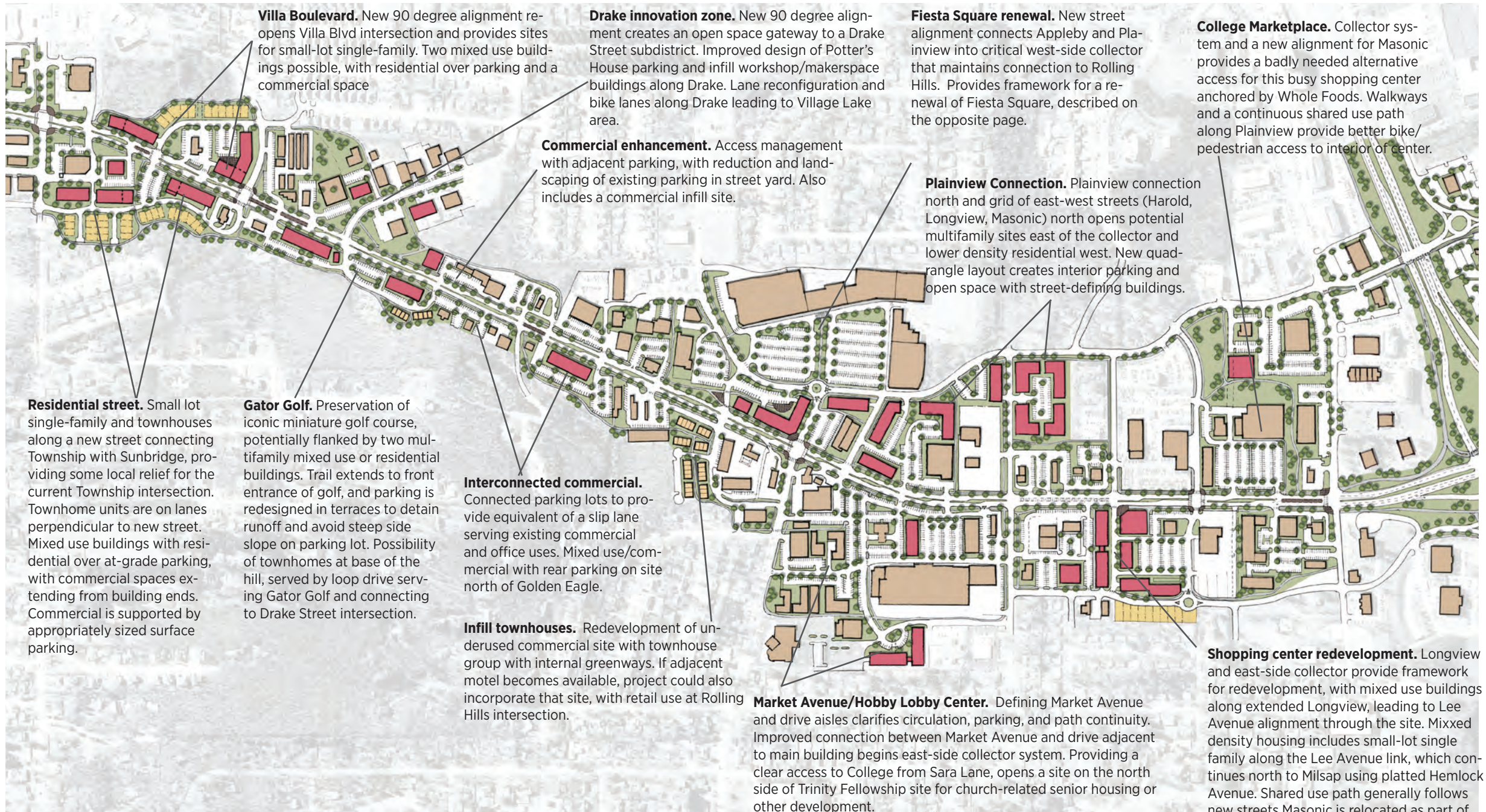
1	Existing contemporary commercial
2	Commercial infill
3	High-density mixed use, typically residential over parking with limited commercial
4	Medium density and small lot single-family residential
5	Commercial maintenance and enhancement
6	Existing trade commercial and light industrial, infill possibilities and conversions to maker-space
7	High-density mixed use, typically residential over parking with limited commercial; preserves iconic miniature golf \
8	Commercial enhancement with access management and landscape
9	Commercial enhancement with mixed use infill
10	Commercial enhancement with improved coordinated site design
11	Fiesta Square upgrades with parking lot redesign and “right-sizing” and increasing efficiency of parking
12	Mixed use development along Fiesta Square frontage along College, including Appleby to Plainview connection
13	Medium density residential
14	Commercial enhancement and infill



FIGURE 6.X: South Fayetteville Development Framework: Cato Springs to Rock Street

15	Site and circulation enhancement of multi-building retail and office building group
16	Site and circulation enhancement with commercial infill
17	Medium density residential
18	Commercial enhancement with increased public exposure of auto dealership with Plainview extension
19	Multifamily residential group
20	Commercial enhancement with access management
21	Commercial enhancement with possible expansion across Longview Street. Buffering against residential uses
22	Commercial enhancement through common site design
23	Redevelopment of under-occupied commercial center with mixed use development, with residential/commercial balance
24	Small lot single-family buffer
25	Contemporary commercial center (Whole Foods), enhanced with site design and alternative preferred access with College and Plainview routes
26	Office/commercial infill
27	Contemporary commercial/office development, site design enhancements





Villa Boulevard. New 90 degree alignment re-opens Villa Blvd intersection and provides sites for small-lot single-family. Two mixed use buildings possible, with residential over parking and a commercial space

Drake innovation zone. New 90 degree alignment creates an open space gateway to a Drake Street subdistrict. Improved design of Potter's House parking and infill workshop/makerspace buildings along Drake. Lane reconfiguration and bike lanes along Drake leading to Village Lake area.

Fiesta Square renewal. New street alignment connects Appleby and Plainview into critical west-side collector that maintains connection to Rolling Hills. Provides framework for a renewal of Fiesta Square, described on the opposite page.

College Marketplace. Collector system and a new alignment for Masonic provides a badly needed alternative access for this busy shopping center anchored by Whole Foods. Walkways and a continuous shared use path along Plainview provide better bike/pedestrian access to interior of center.

Commercial enhancement. Access management with adjacent parking, with reduction and landscaping of existing parking in street yard. Also includes a commercial infill site.

Plainview Connection. Plainview connection north and grid of east-west streets (Harold, Longview, Masonic) north opens potential multifamily sites east of the collector and lower density residential west. New quadrangle layout creates interior parking and open space with street-defining buildings.

Residential street. Small lot single-family and townhouses along a new street connecting Township with Sunbridge, providing some local relief for the current Township intersection. Townhome units are on lanes perpendicular to new street. Mixed use buildings with residential over at-grade parking, with commercial spaces extending from building ends. Commercial is supported by appropriately sized surface parking.

Gator Golf. Preservation of iconic miniature golf course, potentially flanked by two multifamily mixed use or residential buildings. Trail extends to front entrance of golf, and parking is redesigned in terraces to detain runoff and avoid steep side slope on parking lot. Possibility of townhomes at base of the hill, served by loop drive serving Gator Golf and connecting to Drake Street intersection.

Interconnected commercial. Connected parking lots to provide equivalent of a slip lane serving existing commercial and office uses. Mixed use/commercial with rear parking on site north of Golden Eagle.

Infill townhouses. Redevelopment of underused commercial site with townhouse group with internal greenways. If adjacent motel becomes available, project could also incorporate that site, with retail use at Rolling Hills intersection.

Market Avenue/Hobby Lobby Center. Defining Market Avenue and drive aisles clarifies circulation, parking, and path continuity. Improved connection between Market Avenue and drive adjacent to main building begins east-side collector system. Providing a clear access to College from Sara Lane, opens a site on the north side of Trinity Fellowship site for church-related senior housing or other development.

Shopping center redevelopment. Longview and east-side collector provide framework for redevelopment, with mixed use buildings along extended Longview, leading to Lee Avenue alignment through the site. Mixed density housing includes small-lot single family along the Lee Avenue link, which continues north to Milsap using platted Hemlock Avenue. Shared use path generally follows new streets. Masonic is relocated as part of the project, providing continuous route between the two collectors.



Fiesta Square renewal. This view to the northeast illustrates new street alignment that establishes the west-side collector along an extended Plainview Avenue. This creates an opportunity for town center scale mixed use buildings, framing the entrance to Fiesta Square and creating more efficient and appropriately sized parking for the main center. A greenway along the Rolling Hills axis creates a strong visual and functional connection to College. Walkways along the existing center are continued to College and defined by street-oriented new buildings. Development may provide a venue for a future BRT stop with station at Rolling Hills entrance.

MALL DISTRICT MILSAP TO LAKE FAYETTEVILLE

Interchange: Millsap to Joyce

- Major interchange reconfiguration, including relocation of northbound lanes to pair with southbound.
- Continuation of east- and west-side collector streets and improved local connections to create new development possibilities.
- Redevelopment of vacated right-of-way with mixed use residential and office development with some support commercial
- Extensive new greenway and trail connectivity

Mall Area; Joyce to Lake Fayetteville

- Mall redevelopment program, maintaining existing building and adding new, market-driven uses and development on surplus parking area.
- Improved visibility and connection to Lake Fayetteville from College corridor.

Fiesta Square Segment: South of Appleby to Harold

- Connection of Appleby and Parkview with T-roundabout with Rolling Hills to create parallel collector street on west side of College
- Urban node at Rolling Hills and College with high-density mixed use development and placemaking features
- Possible transit station (BRT) at Rolling Hills
- Bikeway connections using Appleby, Rolling Hills, and shared use path on extended Parkview
- “Right-sizing” and simplifying Fiesta Square parking lot, with mixed use development between College and Appleby/Parkview.

Uptown Segment: Harold to Millsap

- Local street grid created by Parkview and Lee/Front Street connections north and south; and Harold, Longview, Masonic, and Millsap connections east and west
- Masonic realignment to relocate Masonic Drive signal south and providing a west access from Whole Foods.
- Major mixed use development opportunities at Parkview and Harold extension and on under-occupied shopping center south of Masonic

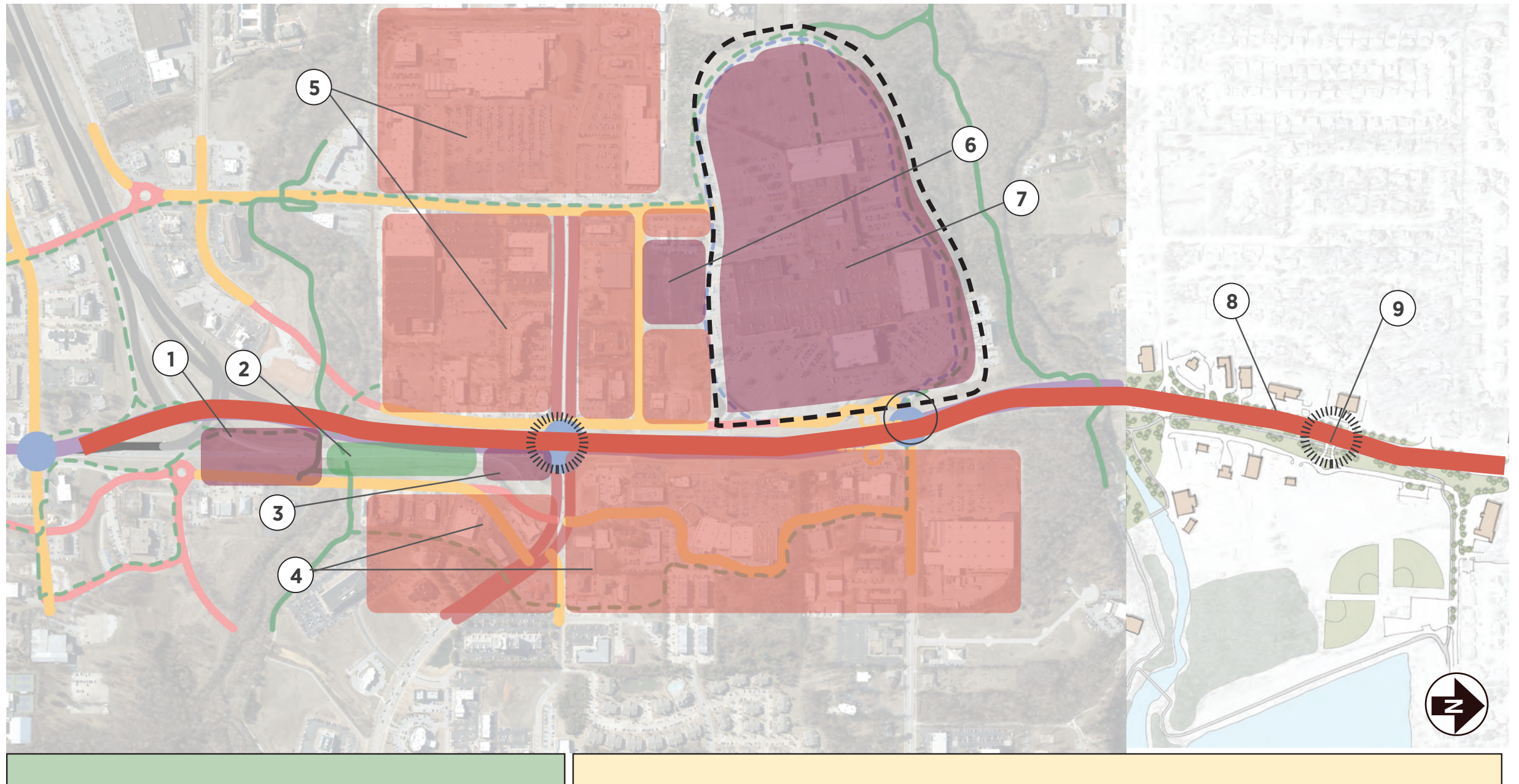


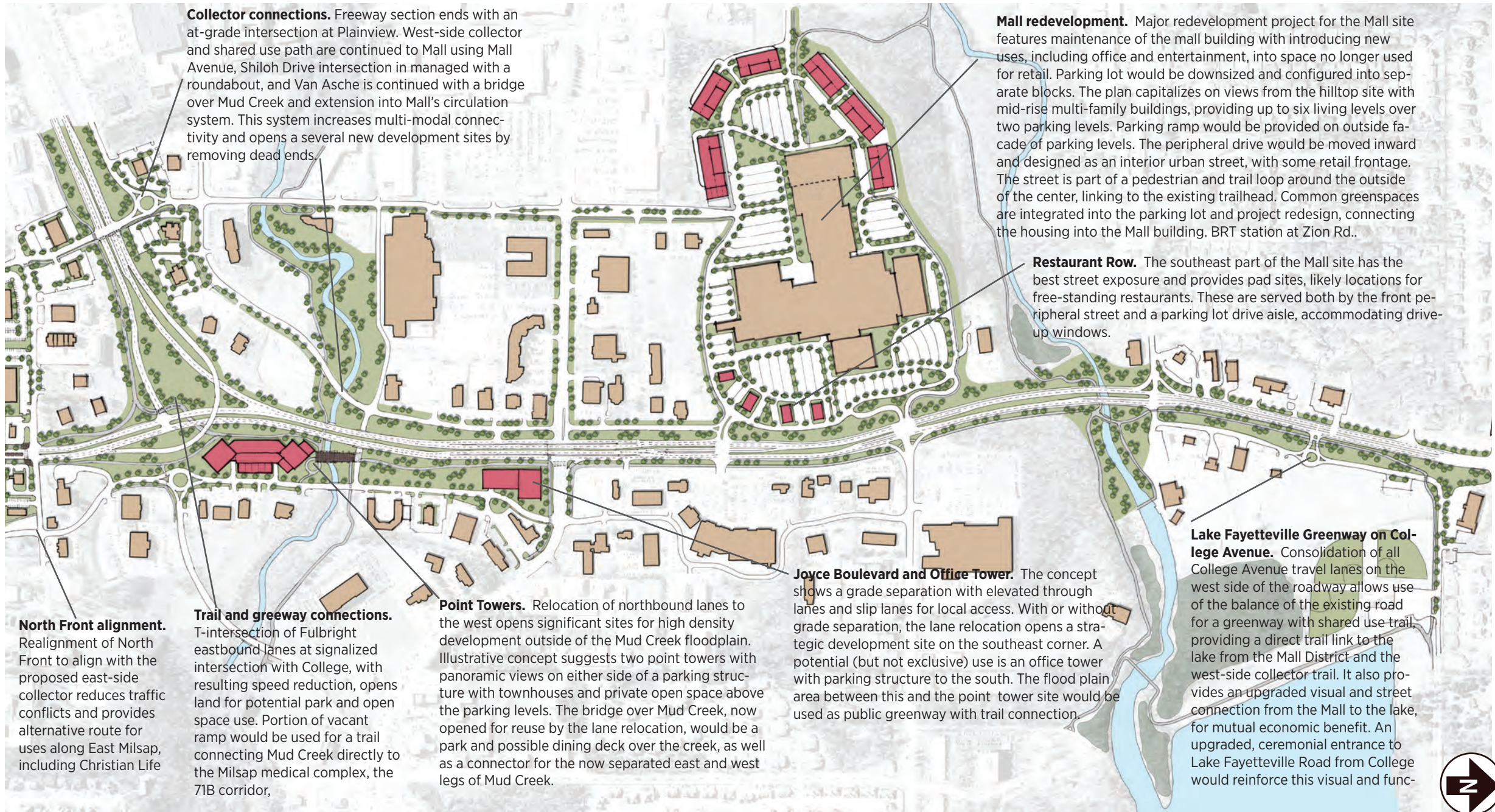
Google Earth aerial image



FIGURE 6.X: Mall District Development Framework: Millsap to Lake Fayetteville

1	With relocation of northbound lanes, residential point towers with parking structure and townhomes on upper deck.
2	Parks and trail corridor along North Front.
3	Office development with parking structure
4	Existing contemporary commercial
5	Existing contemporary commercial
6	Infill commercial, possibility of additional hospitality use
7	Mall redevelopment with evolution of existing mall building with new uses, commercial pads with street exposure, and major mid-rise, high-density housing
8	Consolidation of College Avenue lanes to west side of right-of-way, providing greenway on vacated roadway
9	Upgraded Lake Fayetteville entrance





Collector connections. Freeway section ends with an at-grade intersection at Plainview. West-side collector and shared use path are continued to Mall using Mall Avenue, Shiloh Drive intersection in managed with a roundabout, and Van Asche is continued with a bridge over Mud Creek and extension into Mall's circulation system. This system increases multi-modal connectivity and opens a several new development sites by removing dead ends.

Mall redevelopment. Major redevelopment project for the Mall site features maintenance of the mall building with introducing new uses, including office and entertainment, into space no longer used for retail. Parking lot would be downsized and configured into separate blocks. The plan capitalizes on views from the hilltop site with mid-rise multi-family buildings, providing up to six living levels over two parking levels. Parking ramp would be provided on outside facade of parking levels. The peripheral drive would be moved inward and designed as an interior urban street, with some retail frontage. The street is part of a pedestrian and trail loop around the outside of the center, linking to the existing trailhead. Common greenspaces are integrated into the parking lot and project redesign, connecting the housing into the Mall building. BRT station at Zion Rd..

Restaurant Row. The southeast part of the Mall site has the best street exposure and provides pad sites, likely locations for free-standing restaurants. These are served both by the front peripheral street and a parking lot drive aisle, accommodating drive-up windows.

North Front alignment. Realignment of North Front to align with the proposed east-side collector reduces traffic conflicts and provides alternative route for uses along East Milsap, including Christian Life

Trail and greeway connections. T-intersection of Fulbright eastbound lanes at signalized intersection with College, with resulting speed reduction, opens land for potential park and open space use. Portion of vacant ramp would be used for a trail connecting Mud Creek directly to the Milsap medical complex, the 71B corridor,

Point Towers. Relocation of northbound lanes to the west opens significant sites for high density development outside of the Mud Creek floodplain. Illustrative concept suggests two point towers with panoramic views on either side of a parking structure with townhouses and private open space above the parking levels. The bridge over Mud Creek, now opened for reuse by the lane relocation, would be a park and possible dining deck over the creek, as well as a connector for the now separated east and west legs of Mud Creek.

Joyce Boulevard and Office Tower. The concept shows a grade separation with elevated through lanes and slip lanes for local access. With or without grade separation, the lane relocation opens a strategic development site on the southeast corner. A potential (but not exclusive) use is an office tower with parking structure to the south. The flood plain area between this and the point tower site would be used as public greenway with trail connection.

Lake Fayetteville Greenway on College Avenue. Consolidation of all College Avenue travel lanes on the west side of the roadway allows use of the balance of the existing road for a greenway with shared use trail, providing a direct trail link to the lake from the Mall District and the west-side collector trail. It also provides an upgraded visual and street connection from the Mall to the lake, for mutual economic benefit. An upgraded, ceremonial entrance to Lake Fayetteville Road from College would reinforce this visual and func-





Mid-rise housing concept on peripheral urban street and front yard park.



7/THE REGULATING PLAN

An aerial photograph of a town, likely in the South, showing a main road with multiple lanes. On the left side of the road, there are several buildings, including one with a sign that says "HARPS". The town is surrounded by trees and hills in the background. The image is overlaid with a semi-transparent blue banner at the top containing the title "7/THE REGULATING PLAN".

Land development regulations are probably the most frequently used, day-to-day tool in implementing a plan such as this one. Project decisions are made incrementally and on an individual basis. Aside from capital investments, though, the regulating plan provides the essential framework for implementation. This chapter provides a general guide for that framework for future zoning, site development, and future policy decisions on the 71B corridor. It refers to and corresponds directly with the Illustrative Plan and Transportation Framework Plan which are part of this overall plan document.

EXISTING CONDITIONS AND ZONING: OVERVIEW AND RECOMMENDATIONS

Cato Springs to North Street:

- Except for some areas of C-2 and Industrial zoning along 71B from Cato Springs to 15th Street (shown in Fig 19), most of the zoning along the southern part of the corridor is currently appropriate for desirable development or re-development. Much of this area is covered under a specific plan (Downtown Plan or Walker Park Plan) and zoned accordingly.
- The C-2 and Industrial areas called out above should be analyzed further by the City to see if the current zoning is appropriate for the sites.

North Street to the Northern City Limits

- This area is zoned almost entirely C-2, Thoroughfare Commercial (as shown in Fig 18).
- The C-2 areas called out above should be analyzed by the City to see if the current zoning is appropriate for the site.
- Key Urban Nodes may need more extensive planning and perhaps even their own unique zoning categories to address their relationships with the surrounding zoned areas.

CORRIDOR-WIDE DESIGN GUIDELINES

- Each district within the corridor (as identified on the illustrative plan) should have its own unique district vision and branding to emphasize its connection to the community in which it lies and its unique attributes.
- Each district has critical points of connectivity identified that should be achieved as redevelopment takes place throughout the corridor (as identified in the transportation framework plans for the corridor).

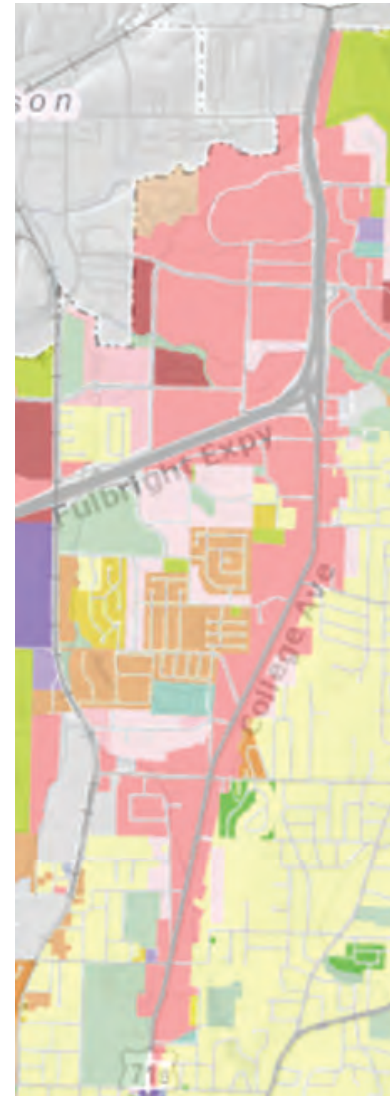
Vehicular

- The City's Master Street Plan should be updated to reference the planned connections shown within the Transportation Framework Plan
- The connections shown rely on forming a quality network of both public and private dedications/connections
- The smaller scale collector links may not need to be built to same



Above: Excerpt from the City of Fayetteville Zoning Map showing current zoning along the corridor from Cato Springs Road to Town Branch.

Right: Excerpt from the City of Fayetteville Zoning Map showing current zoning along the corridor from North Street to the northern City limits.



standard street section as currently shown in the Master Street Plan. Revisions to the Master Street Plan may need to consider the unique nature of these smaller linkages and specific sections may need to be created accordingly.

- For purposes of a future full regulating plan- private slip lanes/ collector links could count in regard to building placements in build-to zones
- Multifamily parking may be addressed differently from other types of development uses. The scale and placement of multifamily parking may need to vary depending on the specific characteristics of the individual district.

Active Transportation

- The City should update the Master Trail Plan to reflect proposed linkages
- New development projects should be designed to accommodate the proposed shared use trail network along the 71B corridor. Actual alignments will be adjusted to the needs and character of the project, but design should maintain continuity.
- All projects should provide direct, safe, and protected pedestrian connections from public sidewalks along the various segments of the corridor. Projects should also provide direct connections when they are served by an adjacent trail segment.

Open Space

Encourage stormwater management features (including retention and detention basins, swales, surface drainageways, constructed wetlands, and greenways) to be located, designed, and managed to provide visual amenities or entryway features, or to provide opportunities for passive recreation.

Built Character

Build-to or setback lines

- Build-to lines and minimum buildable street frontage: When possible, a built form with a closer relationship with the street should be achieved. This is reflected within many of the newer hybrid-zoning districts created by the City within the past decade which could be implemented over time throughout the corridor.
- Setback lines: Due to a substantial amount of existing development with buildings with deep setbacks, it may not be appropriate for all new structures to be placed along the street. There may be cases where due to bulk, scale, proximity, or other issues, a setback averaging, or other method of building placement may be more appropriate. However, street yard parking should be minimized.

Parking and vehicular accommodation within development

- The City of Fayetteville's UDC currently has progressive parking and vehicular accommodation requirements that will serve the corridor well as it redevelops. Parking is encouraged to the rear and sides of buildings in areas that are redeveloped with a build-to line. Parking standards as currently covered in Chapter 172 of the UDC should be utilized.
- Auto-oriented businesses such as fuel stations or drive thru establishments should adhere to Section 164.06 (E) in regard to the preferred urban layout of such developments to lessen the impact to the development's relationship with the street.

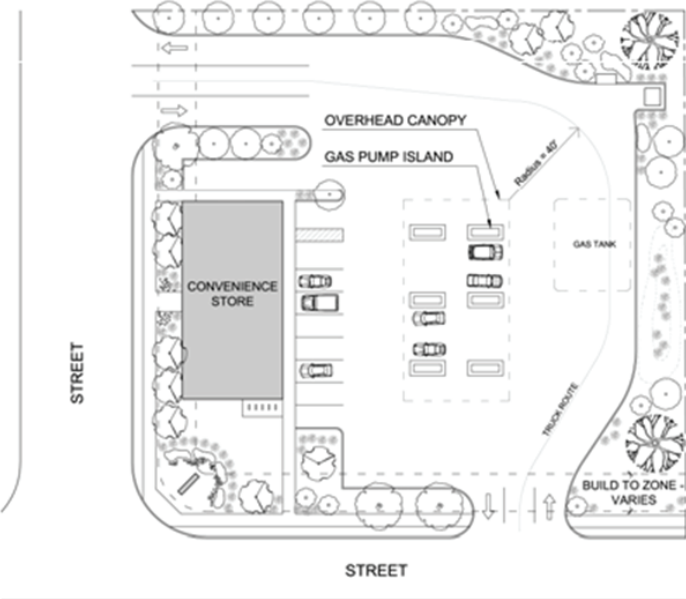
Number of Stories

- Generally 3-4 stories in height should be the maximum throughout the corridor
- In select Urban Nodes such as Fiesta Square or in the area between Millsap north to the northern City Limits there may be potential for buildings up to 8 stories in height and generally work best in free-standing settings. Such projects should be carefully reviewed for compatibility. Most existing office buildings, hotels, and structures in this area currently do not exceed 5 stories in height.

Signage

- Generally, wall or monument signage is encouraged along the corridor with new development or redevelopment.

Preferred Urban Layout



Example of minimum built street frontage for a corner lot taken from Chapter 164.06 of the City of Fayetteville's UDC

Corner Lot



Preferred Urban layout for fueling station as shown in the City of Fayetteville's UDC, 164.06

TRANSITION AREAS

Within any city, the transition areas, especially those along a highly utilized corridor, provide challenges. While conditions vary along the length of the 71B, generally the more intense and public settings exist directly adjacent to the corridor, then transitioning to a smaller scale and many times, primarily residential development pattern (especially in the southern and mid sections of the corridor).

The handling of issues related to: noise, light, traffic, building scale, and sheer urban feel of the setting provide challenges in transitioning to softer, less intense use areas that secondarily adjoin the corridor. While a variety of planning tools exist to address these transition areas, the City has indicated its desire to address this corridor and its unique needs via the creation of an overlay district. The proposed overlay district should include regulations specific to the transitional areas of the corridor.

Examples of transitional area treatments include:

- Locate parking lots outside of the area of the site between a public street and the building to reflect development patterns of adjacent pre-existing residential development.
- Provide most parking in the interior of multi-family residential projects rather than between buildings and the street, using residential buildings to define the street edge.
- Design lighting of commercial and industrial signage to minimize impact on adjacent residential areas.
- Connections must be designed to avoid channeling traffic generated by higher-intensity uses onto local or residential streets except as part of comprehensively planned, mixed use projects.
- Make maximum use of internal cross-easements and shared access points between or within individual projects when possible.
- Use traffic calming techniques to reduce speeds between adjacent properties.
- Connect buildings on the site with internal streets and drives, and pedestrian connections and pathways to prevent unnecessary local traffic in adjacent areas.

In addition, common transition tools such as landscaped buffers and step

down in height and scale of buildings and the massing of developments should be utilized (and are in fact already addressed within the City's existing development code), but elements that actually serve to connect the fabric of the corridor to its surroundings should be considered.

Examples include:

- Retrofitting existing larger-scale buildings or requiring standards for new construction that provide public spaces of interaction in place of common commercial treatment of the rear alignment of service and delivery areas.
- Adding liner buildings for office space use, or even multifamily structures along multiple sides or the rear of traditional larger commercial structures with the possibility of interior service alleys should be pursued.

The overall concept of this plan and study pushes the concept of direct integration and a connection of the fabric of the corridor to the rest of the city by utilizing the Circulator/Collector Links system proposed in the Transportation Framework. As specifically referenced in the Toward Corridor Urbanism portion of this document, "...Be certain that the environment responds to the needs of both residents and businesses, and establishes a fabric based on connectedness."

"Careful site planning and a sensitive regulating plan can address these different needs and avoid both extremes of injecting apartment buildings unceremoniously into parking lots and separating adjacent uses by walls and buffers. These techniques and regulations should provide connectedness without conflict through such techniques as:

- Using public environments like public open space, interior streets or drive aisles with a residential street character, and trail and greenway corridors to separate residential and commercial uses.
- Creating neighborhoods that cluster buildings that relate to surrounding commercial development but provide enough critical mass and common space to form an interior residential refuge.
- Orienting commercial and residential service areas toward each other or locate commercial service areas in places that avoid impact on neighboring residential development.
- Placing lower-density residential farther away from the main street and close to pre-existing neighborhoods.

- Managing the size and visibility of commercial signage, focusing signage toward the main corridor."

The City of Fayetteville has implemented a series of good planning policies, strong site development design standards for multifamily and non-residential uses, and hybrid-form-based zoning districts over the last decade that are excellent at addressing the transitional needs of both new and redevelopment along 71B. These districts and standards paired with the transportation framework and illustrative plans within this study will ease the impact to citizens in regard to transition zones along the 71B corridor.



Hobby Lobby Shopping Center/Harold and Lee Street Area along the Eastern side of the corridor:

The service and delivery area behind an existing commercial development. Existing residential neighborhoods are across the street. The view and feel of this transition area could be handled much more palatably with the addition of landscaping, the orientation of the service area, and other simple techniques.



Google Image looking east toward 71B Street from the location of a residential lot on the north side of East Harold Street.

In the same neighborhood, a former fire station has been transitioned to an office building and fits in well with the surrounding residential context. Multiple factors contribute to this compatibility including scale of the building, the relationship of the building to the street, mature vegetation, a finished building façade and windows on all sides of the building, and the orientation of parking. Google Image looking East toward 71B and E. Harold from a residence on N. Lee Ave.



Google Image

On North Lee Avenue, mature trees, pedestrian elements, and the orientation of an auto-oriented business help create an acceptable transition environment from commercial to residential. Google Image looking Southeast on North Lee Avenue.



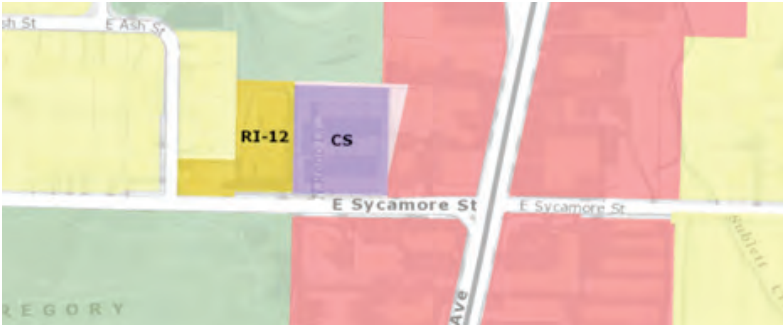
Google Image

The topographic change along the east side of 71B in the midtown area provides a substantive natural transition zone by providing physical grade separation between the commercial and residential areas. Unfortunately, the topography also is a barrier to the traffic and pedestrian connectivity of the corridor with neighboring residential areas.



Google Image

More recent development along the corridor is more street and pedestrian oriented than the older built environments along the corridor. Google Image showing the Daisy Exchange retail store at the Northwest corner of East Sycamore and North College Avenue.



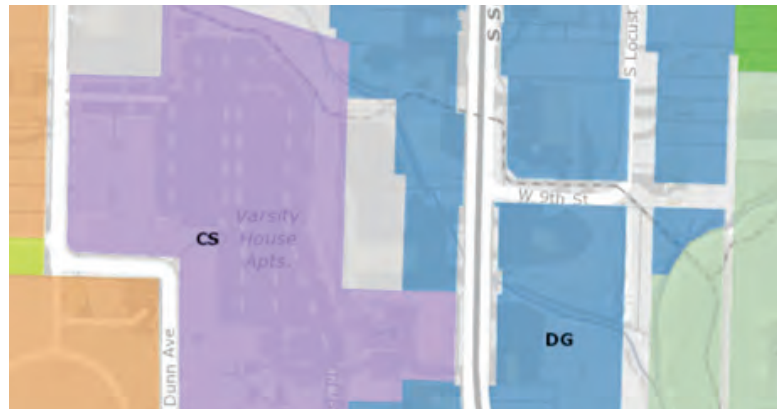
Over the past 5 years the City has crafted very effective hybrid-form-based zones that allow for great transition areas throughout the City. This figure depicts the Community Services (CS) and Residential Intermediate 12 (RI-12) zones along East Sycamore. These zones allow for gradual transitions from more intense commercial uses directly along the corridor to the existing single family residential areas to the west.

Midtown



The above photographs show the developments existing in the CS and RI-12 areas along East Sycamore Street. Again, the orientation of the parking areas, attention to the building's (and perimeter fencing and landscaping) relationship with the sidewalk and street are key to creating a pedestrian scaled environment that facilitates a more comfortable connection between the single-family residential uses and the more intense 71B corridor uses. Google Image looking east along Sycamore Street toward 71B.

South Fayetteville



The Varsity House Apartment complex along 71B in south Fayetteville again addresses the pedestrian environment and street edge along 71B and then transitions to a more common apartment layout within the complex. Google Image looking northeast along 71B. This development is also in the hybrid zoning Community Services (CS) category shown at right.

The City's zoning maps depicts the Community Services (CS) and Downtown General (DG) zones along 71B in South Fayetteville. These hybrid zoning categories are well written and effective at allowing appropriate development both along the 71B corridor and within the transition areas between 71B and existing residential and institutional developments to the east and west.

North Fayetteville



photo from www.watermarkatsteelecrossing.com

Two recent developments in North Fayetteville have taken place in the City's Central Commercial (C-3) zoning district. The developments, The Watermark at Steele Crossing and Uptown, are both multifamily developments (Figures 11-14).

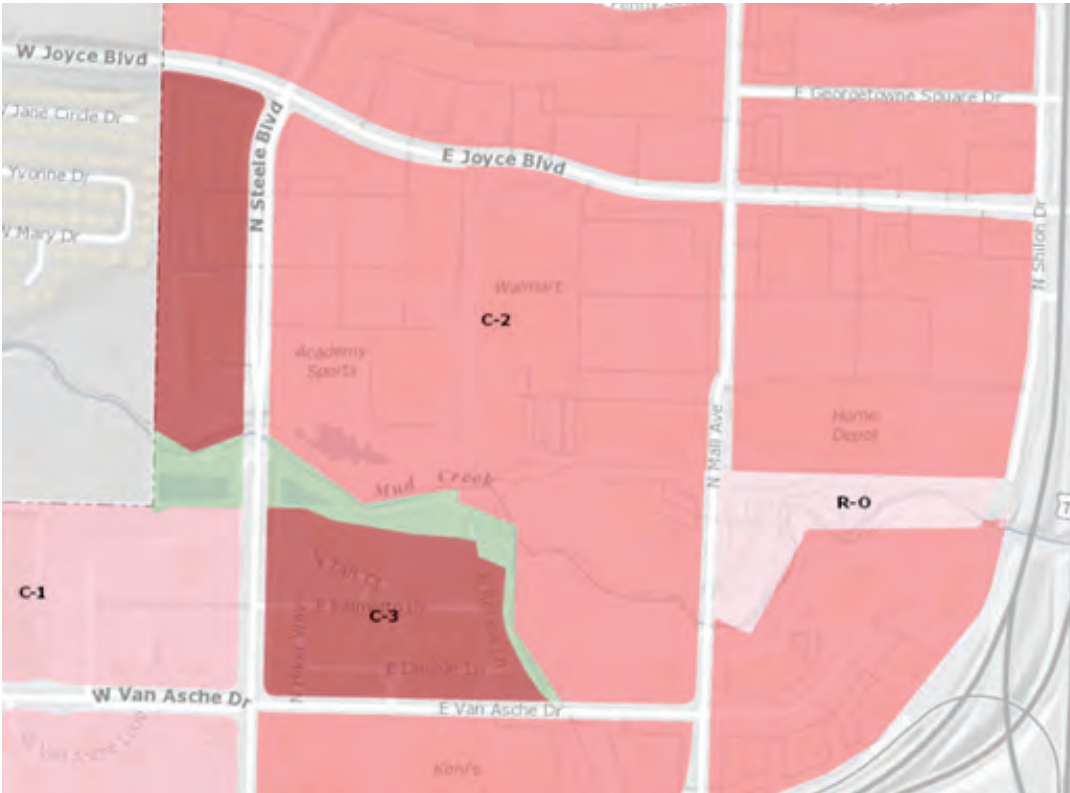
A portion of the Uptown development also has a mixed use/commercial element within a portion of the development. Both developments address the street, pedestrian scale and are well articulated architecturally. They both incorporate elements of on-street parking as well as on-site parking options and have landscaping that addresses the street and human-scale effectively.

These developments serve as excellent examples of transitions between the 71B corridor commercial (a majority of the midtown and northern portions of 71B are zoned Thoroughfare Commercial, C-2) and the less intense uses to the west of 71B. These developments also serve as models of for possible integration of additional multifamily and mixed uses along the 71B corridor itself (as redevelopment occurs in the future).

Uptown



Google Image



The C-3 zoned areas where the Uptown (SW corner of Steele Blvd and Joyce Blvd) and Watermark (SE corner of Steele Blvd and Van Asche Drive) developments are located. Note its proximity to the C2, C-1, and R-O zonings.

DISTRICT SPECIFIC REGULATING FRAMEWORK

The Framework and Illustrative Plans divide the overall study corridor into four primary character districts. This framework considers these individual districts and establishes regulatory directions for each of them.

Research Center/South Fayetteville: Cato Springs to Rock Street

CHARACTERISTICS TO CONSIDER

- Lower traffic counts along 71B (than other corridor areas) with exception of MLK/S. School intersection higher traffic
- Town Branch Trail intersection with South School
- Frisco Trail intersection with South School and MLK
- Fair Amount of Pedestrian interaction with the corridor
- Proximity to 7-Hills Homeless Shelter
- Well-utilized public transportation area
- Proximity to Walker Park
- Redevelopment potential at intersections and along sections of the corridor
- Rapidly transitioning district (both Residential and Commercial)
- Institutional and industrial presence
- Large Truck traffic due to the routing to the Industrial Park
- Proximity to Downtown
- Proximity to University and Private Student Housing
- Redevelopment potential southern corners of School Ave Intersection and along sections of the corridor
- South Fayetteville is known for its eclectic nature, woody landscapes, and a variety of housing types.

GENERAL DISTRICT DEVELOPMENT RECOMMENDATIONS

- Encourage retail, restaurants, and other types of commercial and mixed use for support of Urban nodes.
- Institutional Uses such as schools, community centers, etc. should also be encouraged to keep their growth in line with the distinct character of the South Fayetteville District.
- Respect for and compatibility with existing single-family development East and West of the corridor is critical to the success of redevelopment and infill projects
- Pedestrian and bike connectivity are relatively good in this area due to the trail system, however additional connections are much needed on the eastern side of the corridor and along and across Archibald Yell
- Keys to the success of this district: redevelopment of Archibald Yell/Rock St Intersection, creating a more walkable/bikeable environment between MLK and Rock Street and reconnecting this area directly with the downtown core
- Custom access management plans
- Existing Walker Park Neighborhood Plan covers a bulk of this area and that is solid
- While there is a wide variety of existing architectural size within the district at this time, it is recommended that the future development generally be smaller building footprints; medium to small size buildings.
- This District has the potential to offer missing middle housing and mixed use.



VA/Midtown South: North to Township

CHARACTERISTICS TO CONSIDER

- This district is a true built form transition area (from distinct grid pattern into more mid-century development patterns).
- Scull Creek Trail to the West- connection
- Large Institutional presence: UAMS and VA Campuses
- Evelyn Hills Shopping Center and neighborhood connection
- City owned natural area north of Lake Lucille and future trail connection
- Proximity to Gregory Park
- Proximity to Wilson Park
- Proximity to Downtown
- Proximity to University and Private Student Housing
- Proximity to Woodland Jr High
- Redevelopment and infill potential along this section of the corridor
- Transitioning area (both residential and commercial)
- Topographic constraints on eastern Side of corridor
- Floodplain on western side of corridor

GENERAL DISTRICT DEVELOPMENT RECOMMENDATIONS

- Key area for local businesses, restaurants, and key medical/ institutional uses.
- Encourage retail, restaurants, and other types of commercial and mixed use for support of Urban nodes.
- Respect for and compatibility with existing single-family development east and west of the corridor is critical to the success of redevelopment and infill projects
- Pedestrian and bike connectivity is NOT good in this area
- Both trail and sidewalk connections are needed
- Neighborhoods cannot traverse east and west across the corridor conveniently, nor are there good existing connections north and south.
- Collector links proposed are critical needed connections, and should be adhered to through dedication of public and private dedications of ROW
- Custom access management plans may be needed for this district
- All currently zoned C-2 except P-1 for VA and UAMS
- Rezoning is likely appropriate in some areas of this district as the existing C-2 zoning has a minimum 50' building setback
- Building height needs to transition well to neighborhoods on either side. The residential neighborhoods have a limit of three stories, so generally speaking any new corridor development should be limited to no more than 5 stories unless special circumstances pertain (existing topographic differences, very large setbacks from the surrounding single family).



Midtown North: Township to Millsap

CHARACTERISTICS TO CONSIDER

- The Township intersection has already been completely redeveloped.
- Scull Creek Trail to the West- connections to and across the corridor are critical.
- Proximity to Gulley Park
- Proximity to The New School
- Redevelopment and infill potential within this district; especially at Fiesta Square, Rolling Hills
- Transitioning/ redeveloping area (primarily Commercial at this time)
- Challenging Topography on eastern side of the corridor
- Proximity to many office and work environments on/near Millsap

GENERAL DISTRICT DEVELOPMENT RECOMMENDATIONS

- Key area for local businesses of both a large and smaller scale.
- Encourage retail, restaurants, and other types of commercial and mixed use for support of Urban nodes.
- Respect for and compatibility with existing single-family development east and west of the corridor is critical to the success of redevelopment and infill projects
- City should consider phasing out zoning in this area that allows for open display allowance. This could lead the way for significant built environment changes to this district as it redevelops over time.
- Pedestrian and bike connectivity is NOT good in this area
- Both trail and sidewalk connections are needed
- Neighborhoods cannot traverse east and west across the corridor conveniently, nor are there good existing connections north and south.
- Collector links proposed are critical needed connections, and should be adhered to through dedication of public and private dedications of ROW
- Custom access management plans may be needed for this district
- All currently zoned C-2
- Rezoning is likely appropriate in some areas of this district as the existing C-2 zoning has a minimum 50' building setback and allows for open display uses which usually do not address the street environment in a way that encourages pedestrian use.
- Building height needs to transition well to neighborhoods on either side. The residential neighborhoods have a limit of three stories, so generally speaking any new corridor development should be limited to no more than 5 stories unless special circumstances pertain (existing topographic differences, very large setbacks from the surrounding single family).
-



Mall/Uptown: Milsap to City Limits

CHARACTERISTICS TO CONSIDER

- Scull Creek Trail to the West- Mud Creek Trail Connection under College Ave.
- Clear Creek Trail Connection via mall and under College Ave to Lake Fayetteville
- Proximity to the Washington Regional Medical Center Campus
- Proximity to the University of Arkansas Uptown Campus
- Many business/office connections (Milsap, East Joyce, and Zion Roads)
- Drastic change in scale, speed, and access in comparison to the southern part of the corridor
- Proximity to Single Family residential in Fayetteville, Johnson and Springdale
- Proximity to retail and the NWA Mall
- Proximity to new multifamily residential developments along Steele Blvd.
- Proximity to Lake Fayetteville
- Transitioning area/changing scale of retail (Area of town containing large groups of commercial; big box stores)

GENERAL DISTRICT DEVELOPMENT RECOMMENDATIONS

- Key area for larger retail businesses of both a large and smaller scale. Due to the changing retail economy, some thought should be put into the rezoning of this area as the size and number of retail establishments diminishes on a national scale.
- Encourage retail, restaurants, and other types of commercial and mixed use for support of Urban nodes.
- Multifamily developments and even mixed use developments have high potential in this area; the city should continue to encourage that integration
- City should consider phasing out zoning in this area that allows for open display allowance. This could lead the way for significant built environment changes to this district as it redevelops over time.
- Collector links proposed are critical needed connections, and should be adhered to through dedication of public and private dedications of ROW
- Custom access management plans may be needed for this district
- Consider adding more C-3 zoned areas within this district
- Existing infrastructure in regard to sidewalks and trails is strong on the western side of the corridor in this area, but lacking somewhat on the eastern side; the City should work to create more bike/pedestrian friendly environments; especially along and across the corridor.



8/IMPLEMENTATION

Under construction, with draft to follow May presentations

