JUMP START INITIATIVE

Planning for Sustainable Growth

Park Hill Neighborhood Visioning

North Little Rock

December 4, 2013

GATEWAYPLANNING
A VIALTA GROUP PARTNER

ICF INTERNATIONAL

MORRIS BEACON design

design group

catalyst Walkable and Livable Communities Institute

METROPLAN
SMART PLANNING MAKES SMART PLACES.

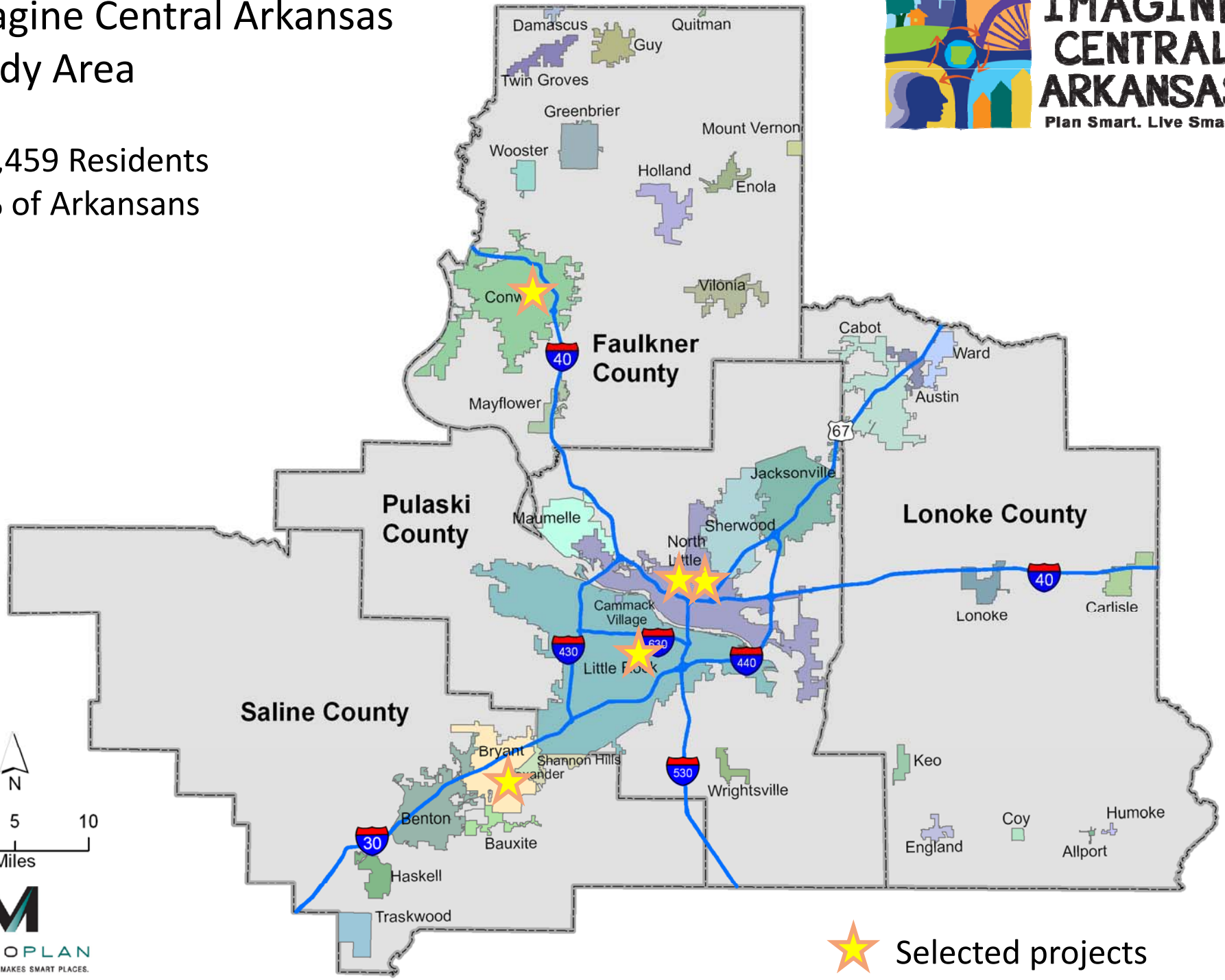
IMAGINE CENTRAL ARKANSAS
Plan Smart. Live Smart.

Tonight's Presentation

- **Welcome and Introductions – Bernadette Rhodes**
- **Overview of Imagine Central Arkansas – Metroplan**
- **Overview of Jump Start Initiative – Gateway Planning**
- **Existing Conditions Review – Gateway Planning**
- **What could be? – Dan Burden**
- **Tabling Exercises**
- **Community Input**
- **Next Steps**
- **Additional Questions & Discussion**
- **Closing**

Imagine Central Arkansas Study Area

671,459 Residents
22% of Arkansans



IMAGINE CENTRAL ARKANSAS
Plan Smart. Live Smart.

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SMART PLANNING MAKES SMART PLACES.

Goals of Jump Start Initiative

- **5 project plans** that address:
  - Economic development
  - Transportation
  - Housing
  - Development patterns
  - Health and environmental needs
- Plans will **develop the region's experience and knowledge base for creating more livable communities** and will catalyze further development in the region.
- Plans will help **implement regional goals** formed during the Imagine Central Arkansas process.

Consistency with Regional Goals

Six goal areas based on Jump Start Elements and Livability Principles

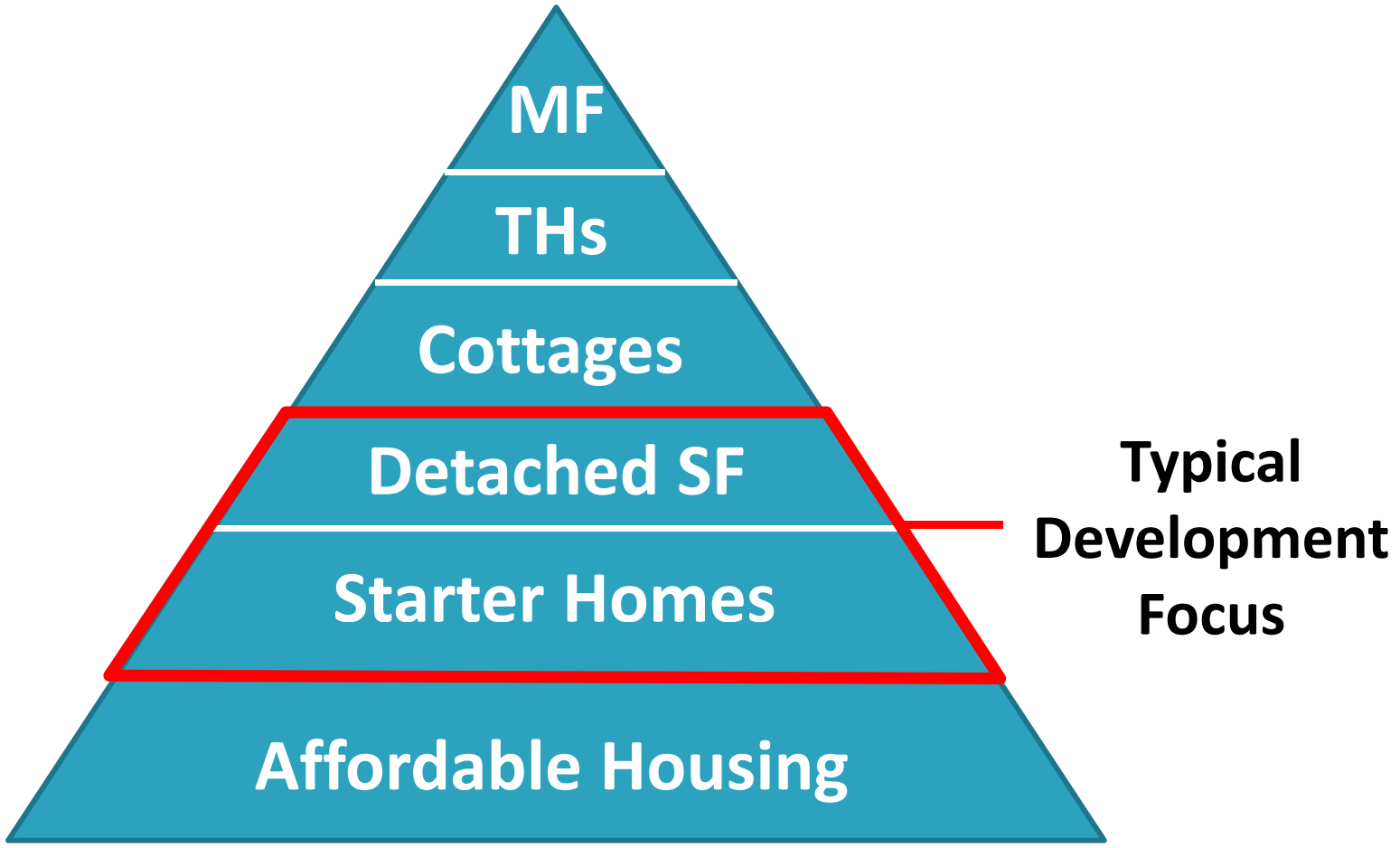
- Goal area 1: Provide **transportation** choices and enhance mobility and access
- Goal area 2: Increase **housing choices** and development and land use diversity
- Goal area 3: Enhance **economic competitiveness**
- Goal area 4: Support **existing communities**
- Goal area 5: Support **environmentally-responsible** development
- Goal area 6: Create **quality places and healthy communities**

Goal area 1: Provide Transportation Choices and Improve Access and Mobility

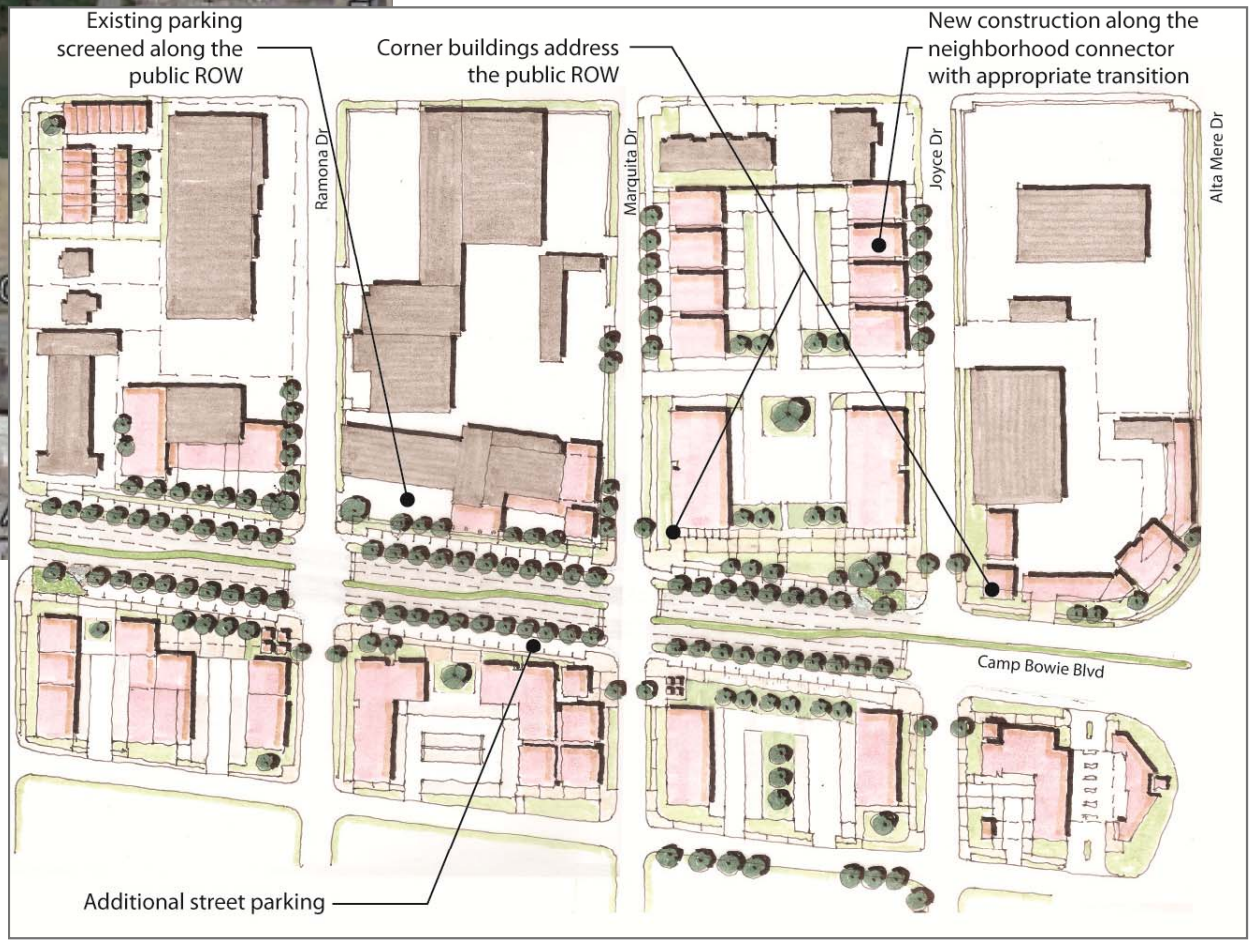
Safety, bike/pedestrian amenities, improved streetscape

Goal area 2: Increase Housing Choices and Development and Land Use Diversity

Adding in some other types of housing options



Goal area 2: Increase Housing Choices and Development and Land Use Diversity

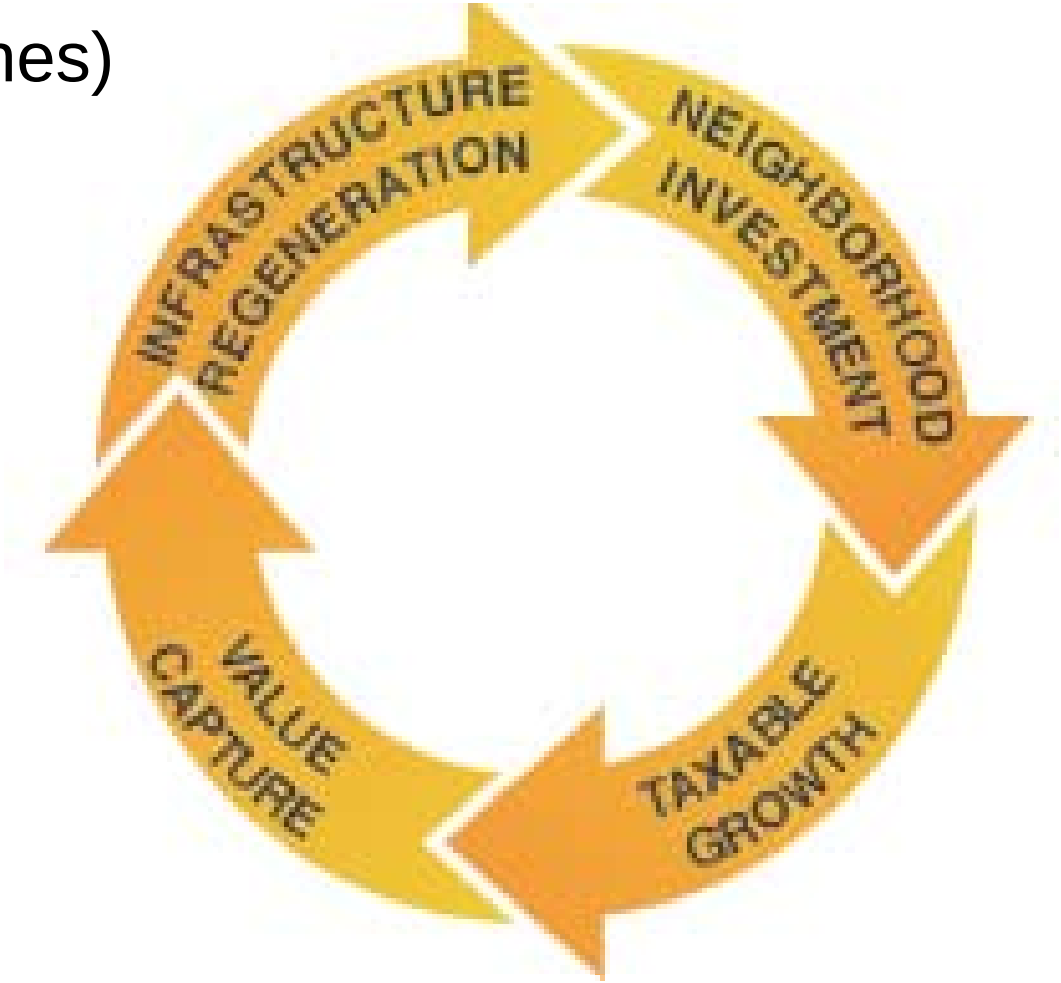


Goal area 3: Enhance Economic Competitiveness

- Employment opportunities
- Education and workforce training
- Emphasizing niche markets and local ownership

Goal area 4: Support Existing Communities

- Strong transit (Top 5 bus lines)
- Infrastructure
- Accessible mixed-use
- Valuing existing residents and businesses
- Home grown businesses



Goal area 4: Support Existing Communities

Roanoke, Texas

2004

- 12 new restaurants
- New civic building site
- New office relocation
- First time: Urban Residential

2012

Goal area 5: Support Environmentally-Responsible Development

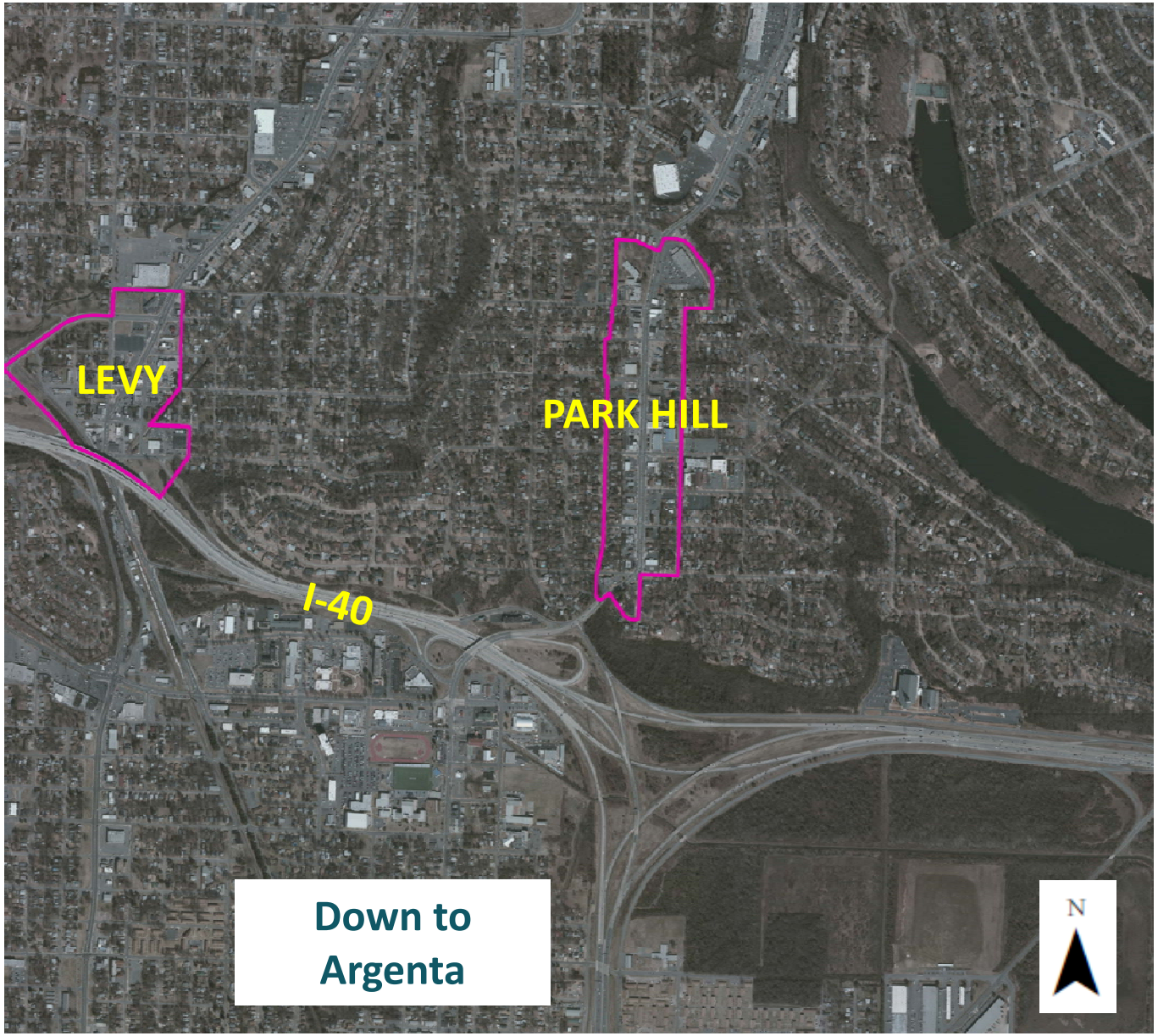
- Resource protection
- Environmental elements
- Natural assets
- Green infrastructure

Goal area 6: Create Quality Places and Healthy Communities

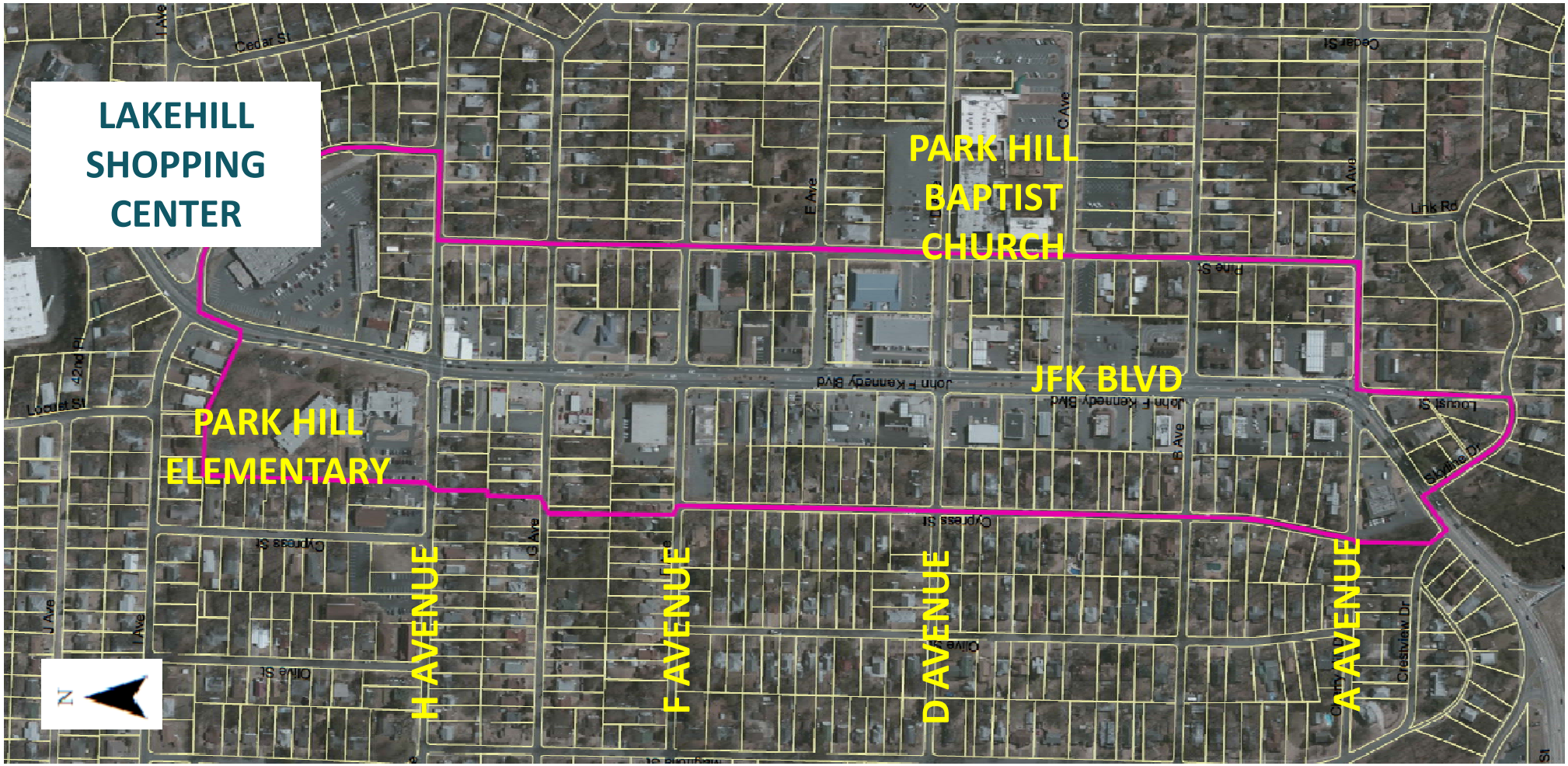
- Historic preservation
- Landmarks and gathering spaces
- Community character
- Health

Park Hill Neighborhood Existing Conditions

Project Area - Regional



Project Area - Site



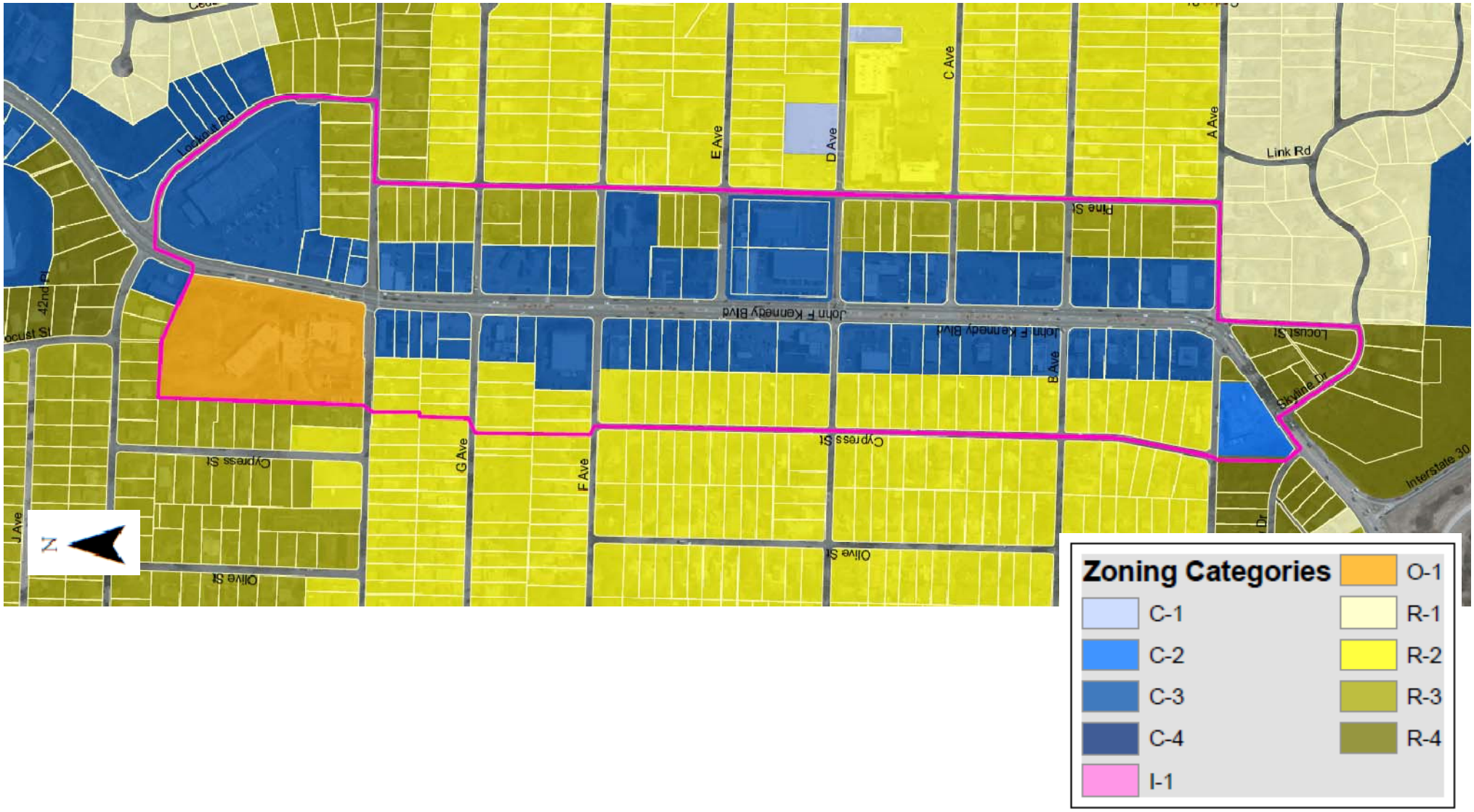
Transportation Choices, Access and Mobility

- High traffic volumes on JFK for short periods (60-90 minutes/day)
- Fast-moving vehicles on JFK most of the time (22+ hours/day)
- Very little amenity for pedestrians, bicyclists, and transit rider
- Crossing JFK is particularly hostile – a street that divides the area
- Existing street design does NOT support revitalization goals

Transportation Choices, Access and Mobility

- Possible to design a street that work better for all modes:
  - Clearer cues for drivers on safe travel speeds?
  - Prioritizing different access needs of different land uses?
  - Wider sidewalks & enhanced crosswalks
  - Continuous protected bike lane?

Housing Choices, Development and Land Use Diversity



C-3 Zoning

Economic Competitiveness

Lots of potential in the Park Hill Elementary School Site

Other opportunities:

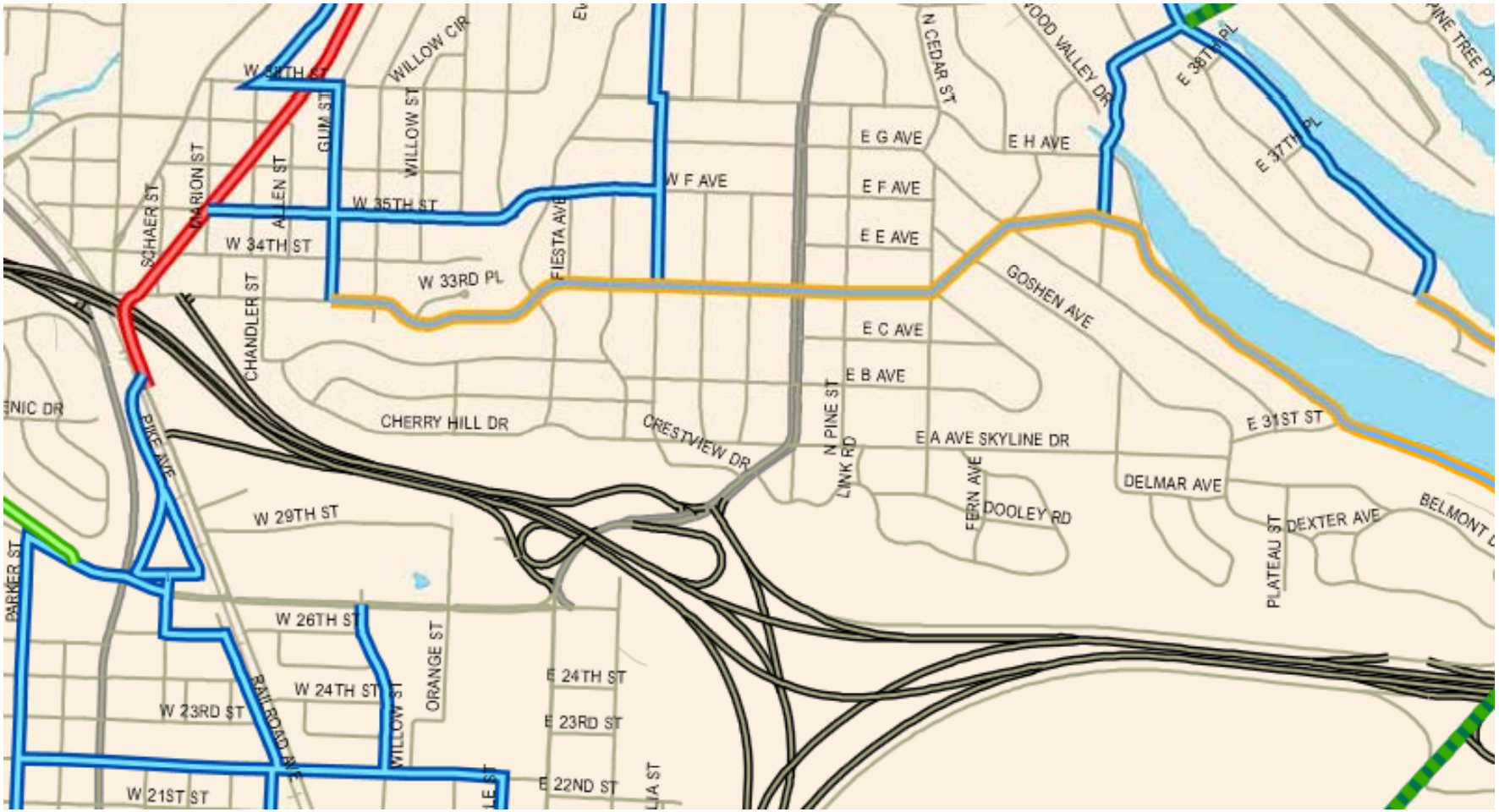
- Liner buildings in existing parking lots
- Building a strong Merchants Association

Valuing Existing Communities

Preservation of and collaboration with the neighborhood, utilizing buildings with good form

Environmentally-Responsible Development

- Connecting paths and bikeways



Quality Places and Healthy Communities

Stay compatible with the neighborhood and connect to others

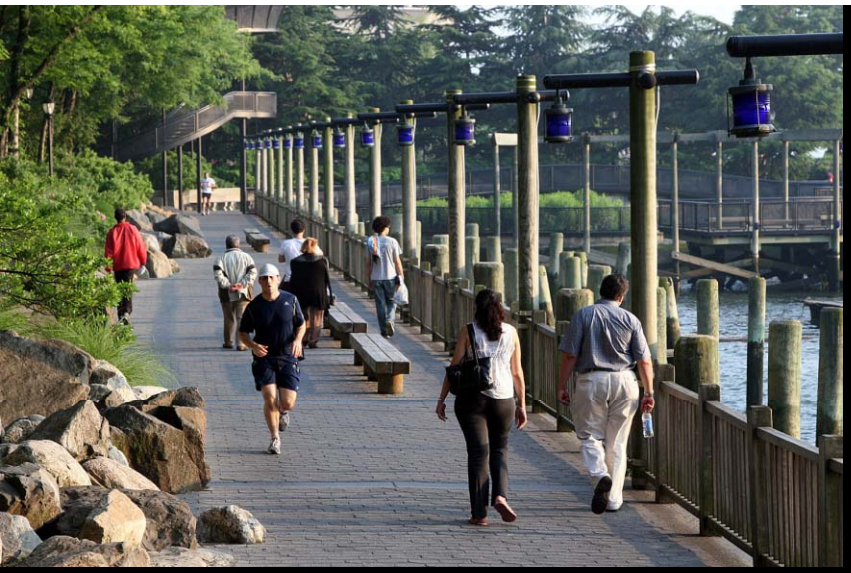
Walkable Communities

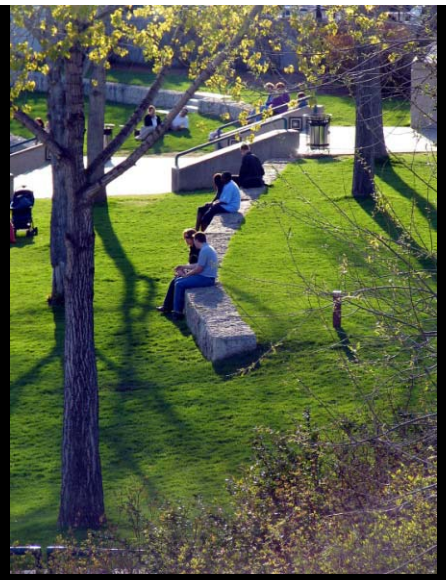
Now that we are here …
What can we do?

JFK Boulevard

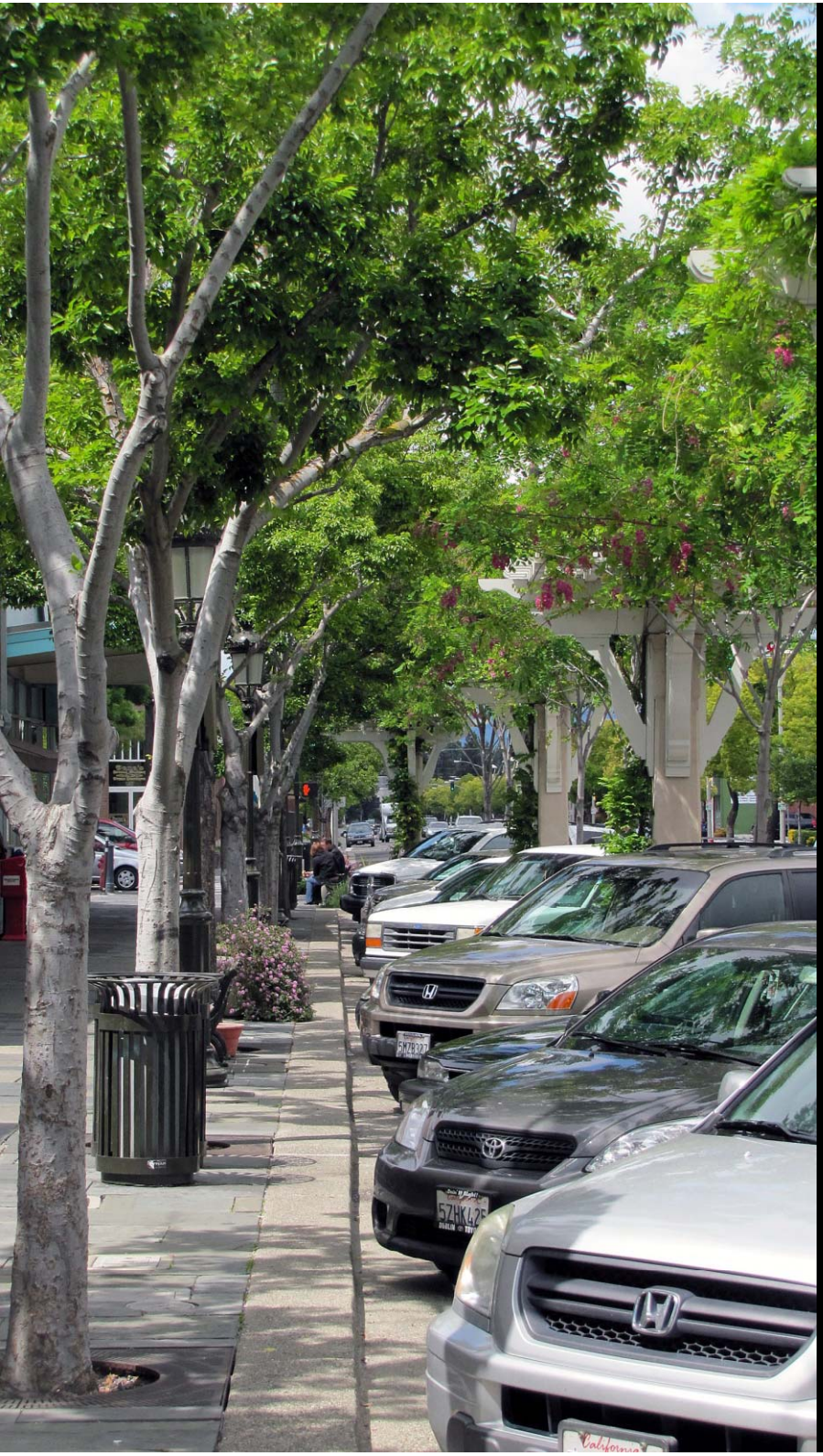
Park Hill Neighborhood, North Little Rock, Arkansas

Dan Burden, Director of Innovation and inspiration
Walkable and Livable Communities Institute





If you want to build a ship. Don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea"



The Economics of Place:
The Value of Building Communities Around People
Edited by Colleen Layton, Tawny Pruitt & Kim Cekola

The Sunday Oregonian

$2.00 POWERING OregonLive.com SEPTEMBER 15, 2013

Drivers ease off the gas in cultural shift

Rush hour is still a slog, but many motorists have adopted "driving light"

DOUG BEGHTEL/THE OREGONIAN

Rush-hour traffic crawls along eastbound U.S. 26 near Sylvan last week. Auto sales are rebounding and peak driving times are growing more nightmarish as the economy improves. But the latest traffic and demographic data show Oregonians are driving less overall, a trend that started four years before the recession hit in 2008 and is continuing even as the economy improves.

traffic-analytics leader Inrix. Last year the

Syria must gut arsenal publicly, experts say

Quick action would show compliance; otherwise Assad will face accusations of stalling, diplomats say

By WILLIAM J. BROAD and DAVID E. SANGER
NEW YORK TIMES NEWS SERVICE

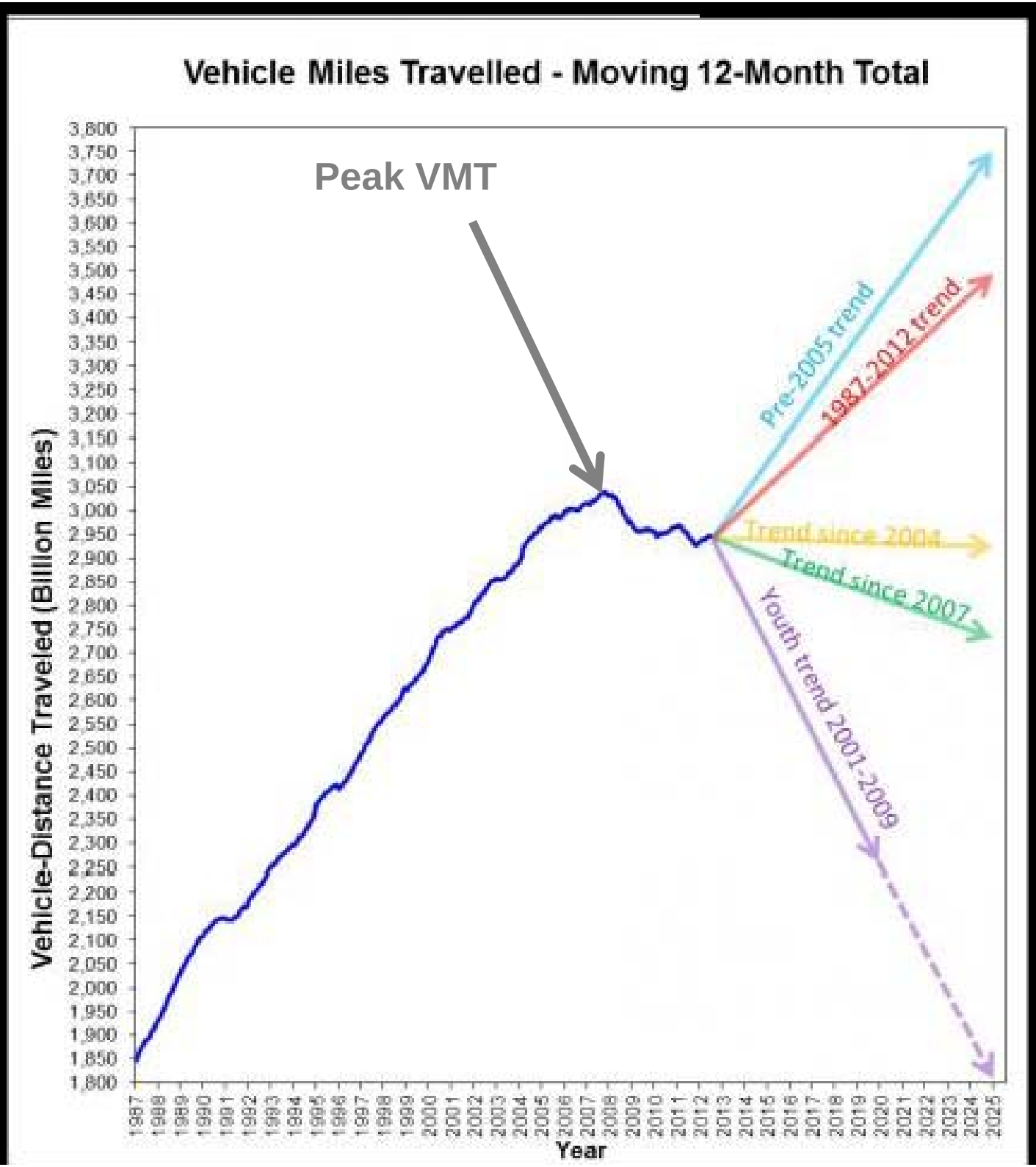
When Libya's Moammar Gadhafi had to convince the world 10 years ago that he was serious about giving up his chemical weapons, he dragged warheads and bombs into the desert and flattened them with bulldozers.

When Saddam Hussein, defeated in the Persian Gulf War of 1991, had to demonstrate that he was giving up his chemical arsenal, Iraqis protected by little more than tattered cloths over their faces poured some of the agents into ditches and set them on fire, to the shock of inspectors watching in heavy "moon suits."

Weapons experts and diplomats say that if Syria's President Bashar Assad is serious about complying with the landmark agreement announced Saturday in Geneva, he will have to take similarly dramatic actions in the coming weeks.

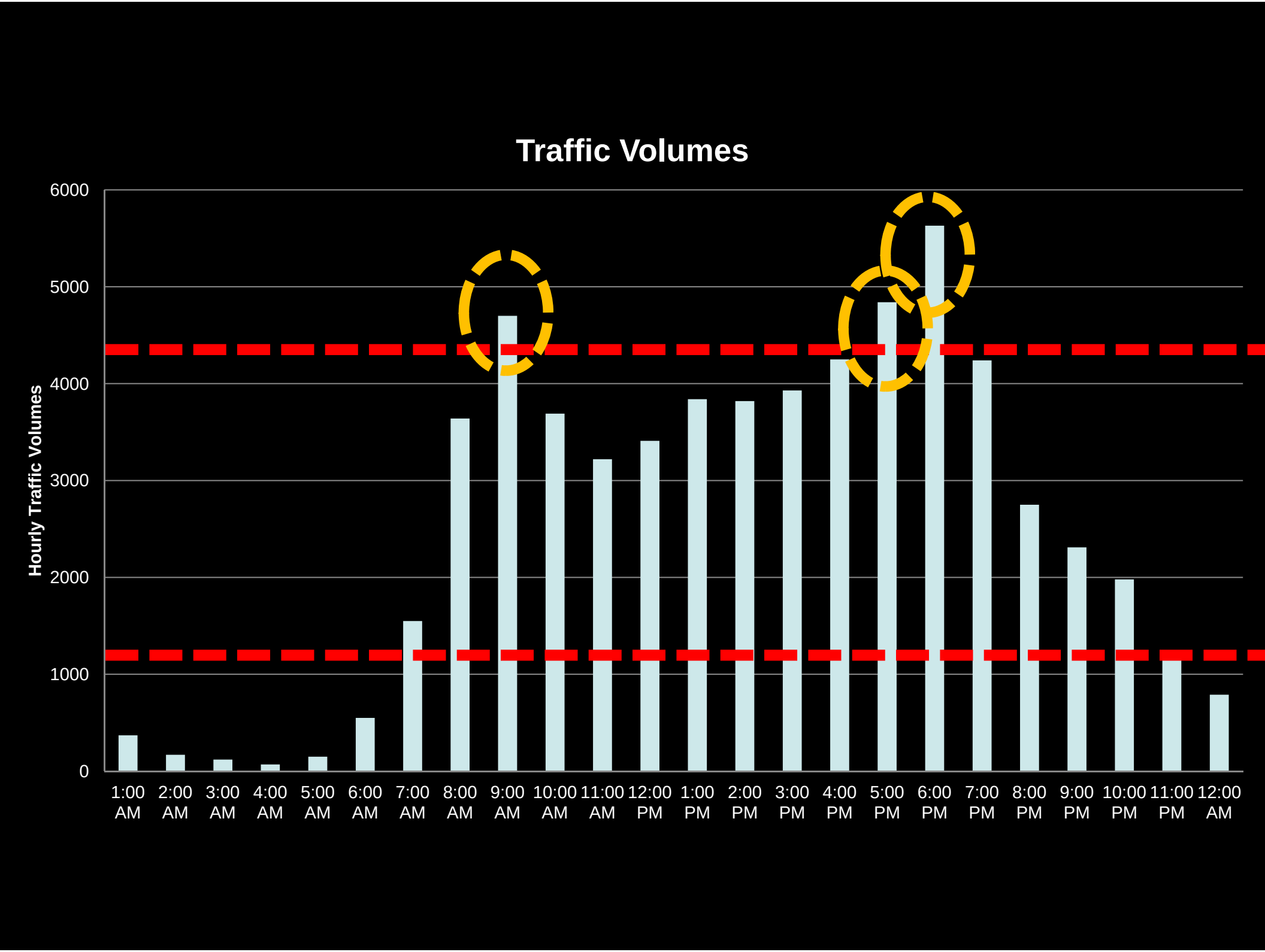
Anything short of a quick-and dirty demonstration of willingnes they say, will be a sign that Assad seeking to drag out the process, b ting that time is on his side as me ories fade of the chemical weapo attack that is said to have killed mo than 1,400 people in his country civil war.

The benchmarks laid out in th Geneva agreement seek to capita ize on the momentum by imposin quick deadlines, including a require ment that Syria submit a complet list of its chemical weapons, storag and production facilities within


Vehicle Miles Travelled - Moving 12-Month Total
Peak VMT
Pre-2005 trend
1987-2012 trend
Trend since 2004
Trend since 2007
Youth trend 2001-2009
Vehicle-Distance Traveled (Billion Miles)
Year

Which focus of investment shown in the two panels to the right brings about the greatest good for a society?

Places for people, or places for cars?


Traffic Volumes
Hourly Traffic Volumes
6000
5000
4000
3000
2000
1000
0
1:00 AM
2:00 AM
3:00 AM
4:00 AM
5:00 AM
6:00 AM
7:00 AM
8:00 AM
9:00 AM
10:00 AM
11:00 AM
12:00 PM
1:00 PM
2:00 PM
3:00 PM
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6:00 PM
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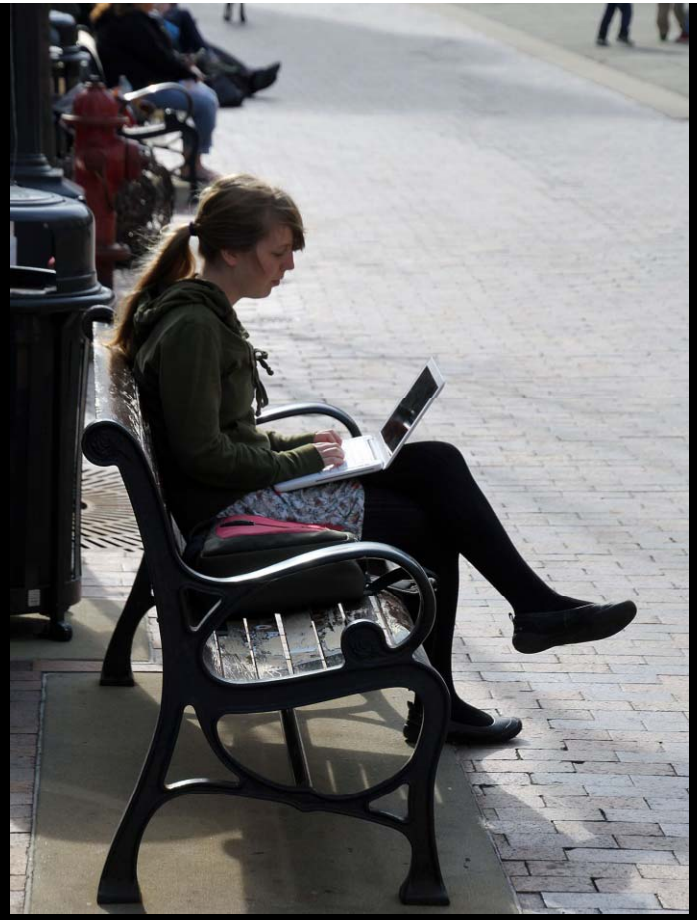
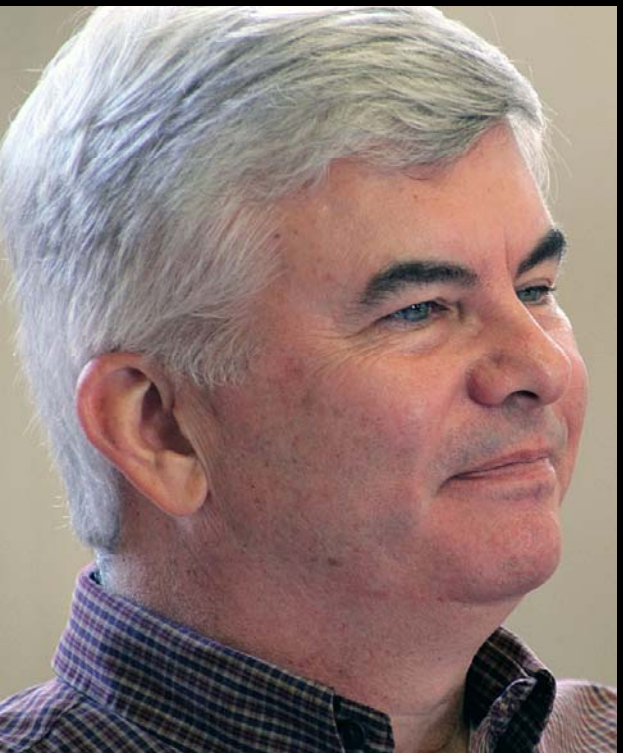
10:00 PM
11:00 PM
12:00 AM

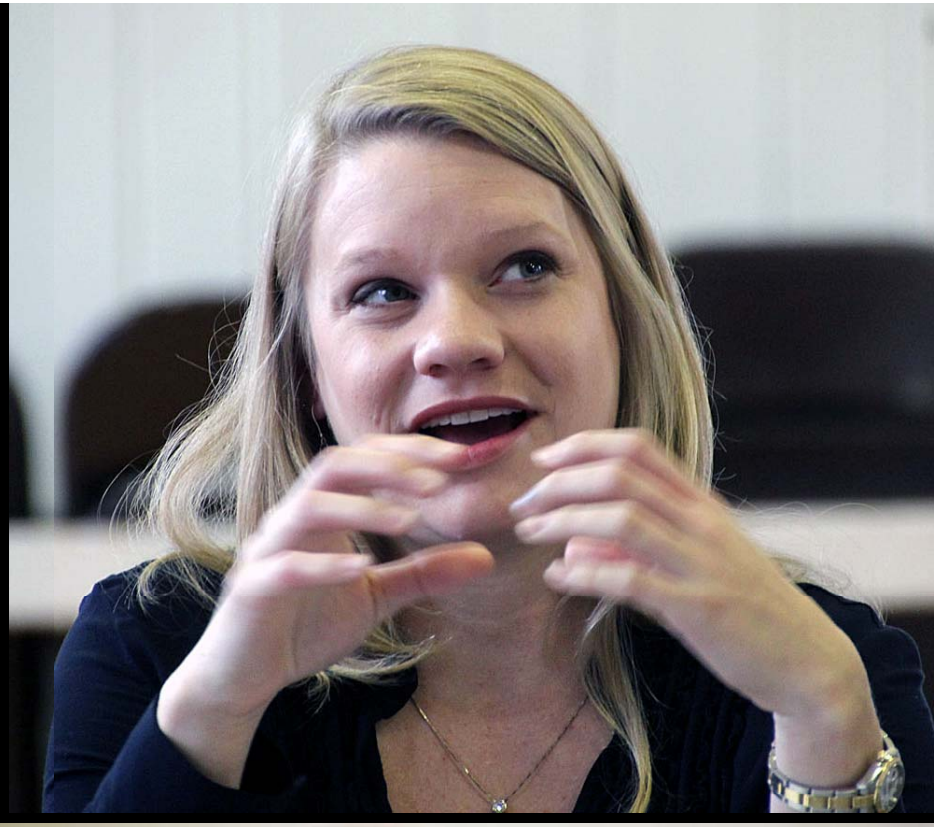


WATCH &
REPA

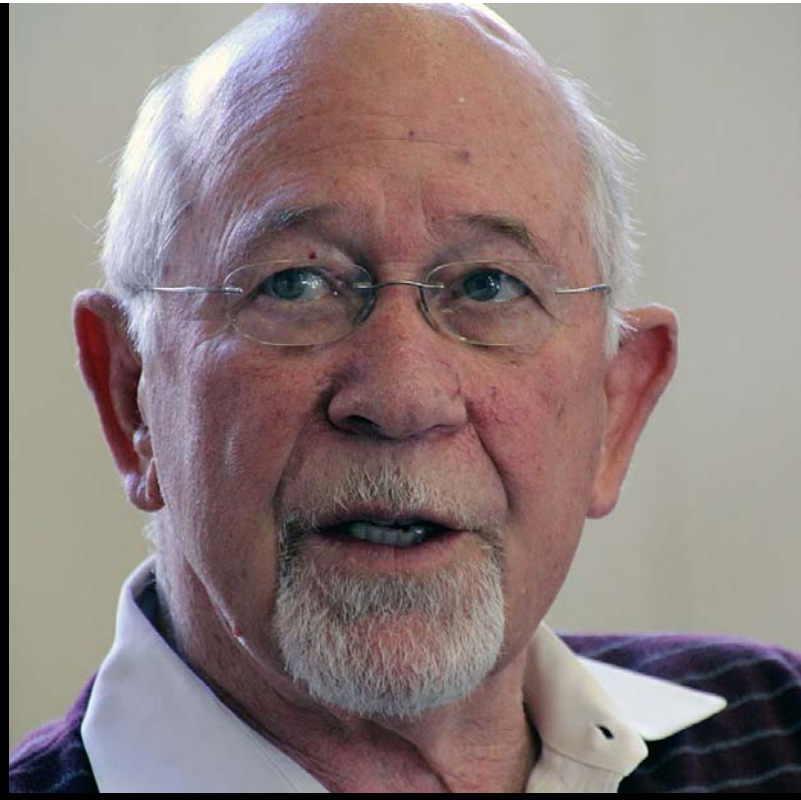
fb.com/AwakenTheMind
HANGING OUT IN THE 80'S
fb.com/MentallyEmancipated
2013 HANGING OUT

Faces Embracing The Future





North Little Rock
NLRFD



714 RLX

JFK NAILS

Schlotzsky's
Deli

ere when we say
u don't pay!"

Metropolitan
National
Bank

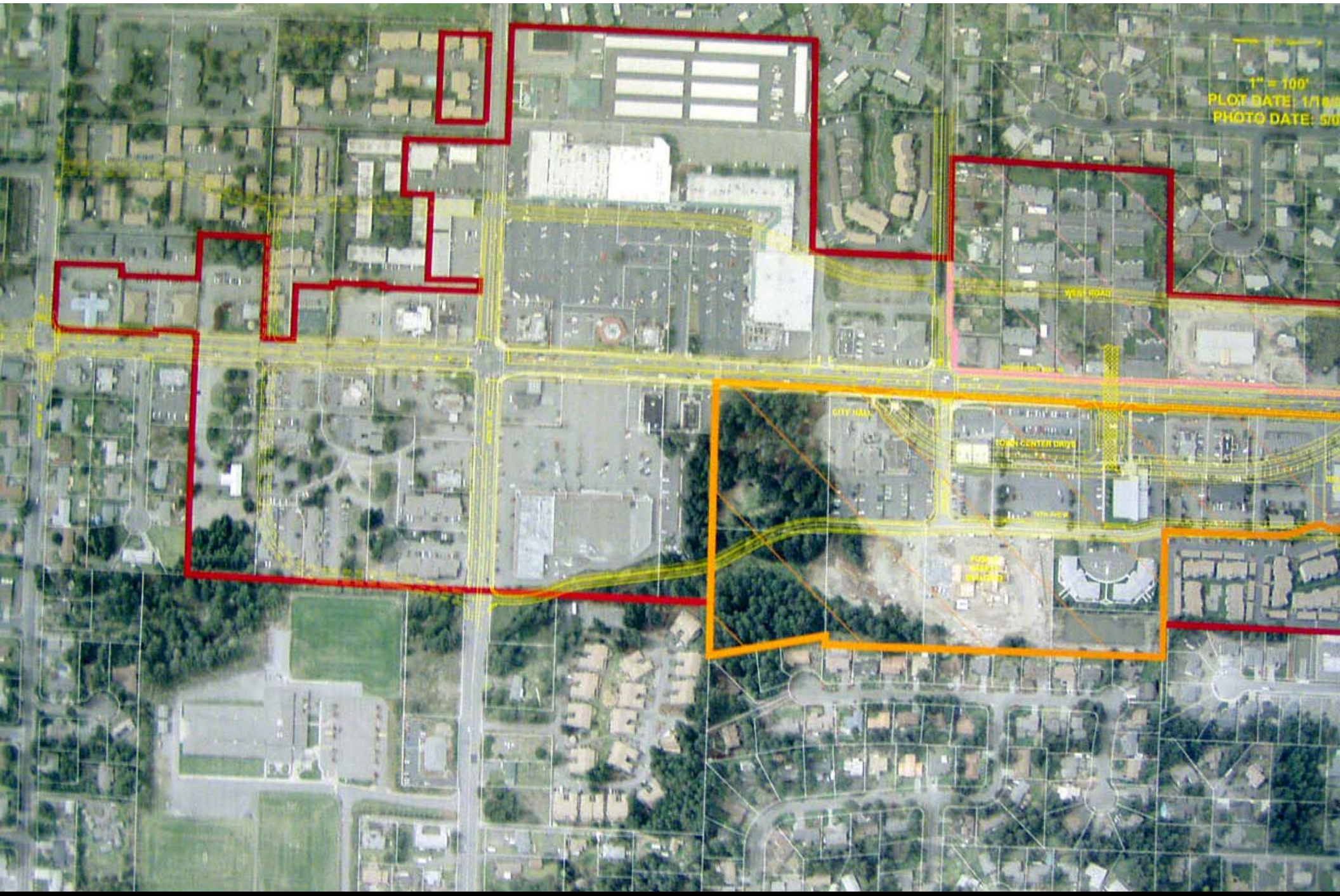
Cottonwood, CA

Main Street

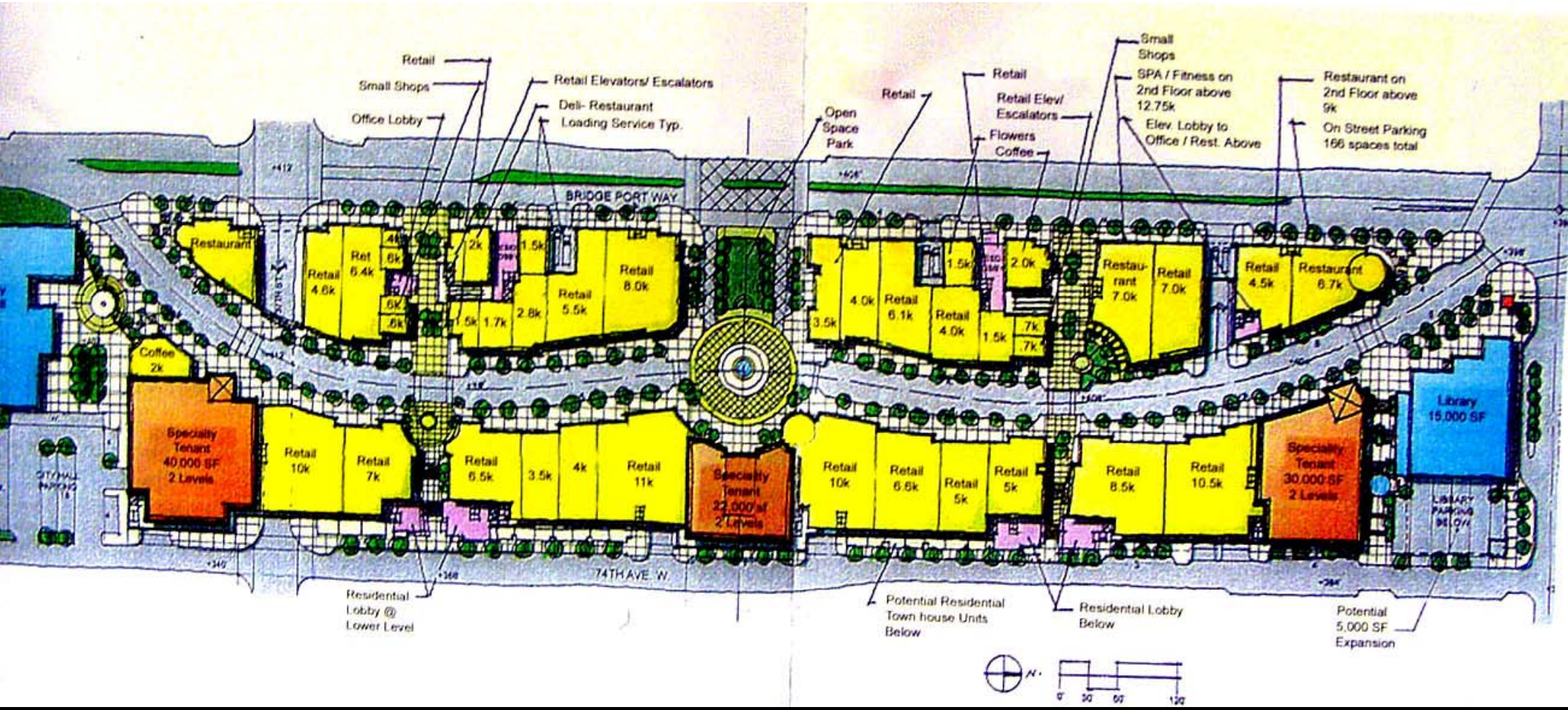
Bridgeport Way, University Place, Washington

Bridgeport Way, University Place, Washington

CROSSWALK
LITTER



University Place, Washington


Retail
Small Shops
Office Lobby
Retail Elevators/ Escalators
Deli- Restaurant
Loading Service Typ.
Open Space Park
Retail
Retail
Retail Elev/ Escalators
Flowers
Coffee
Small Shops
SPA / Fitness on 2nd Floor above 12.75k
Elev. Lobby to Office / Rest. Above
Restaurant on 2nd Floor above 9k
On Street Parking 166 spaces total
BRIDGE PORT WAY
Restaurant
Retail 4.6k
Ret 6.4k
Retail 8.0k
Retail 5.5k
Coffee 2k
Specialty Tenant 40,000 SF 2 Levels
Retail 10k
Retail 7k
Retail 6.5k
Retail 11k
Specialty Tenant 22,000 sf 2 Levels
Retail 10k
Retail 6.6k
Retail 5k
Retail 5k
Retail 8.5k
Retail 10.5k
Specialty Tenant 30,000 SF 2 Levels
Library 15,000 SF
Restaurant 7.0k
Retail 7.0k
Retail 4.5k
Restaurant 6.7k
Retail 4.0k
Retail 6.1k
Retail 4.0k
74TH AVE. W.
Residential Lobby @ Lower Level
Potential Residential Town house Units Below
Residential Lobby Below
Potential 5,000 SF Expansion

MARKET SQUARE

WARNING

ROUND
ABOUT
AHEAD

Morrow, Georgia

A6N26

Bessemer Highway, Birmingham, Alabama

Black Horse Pike,
Atlantic City, New Jersey

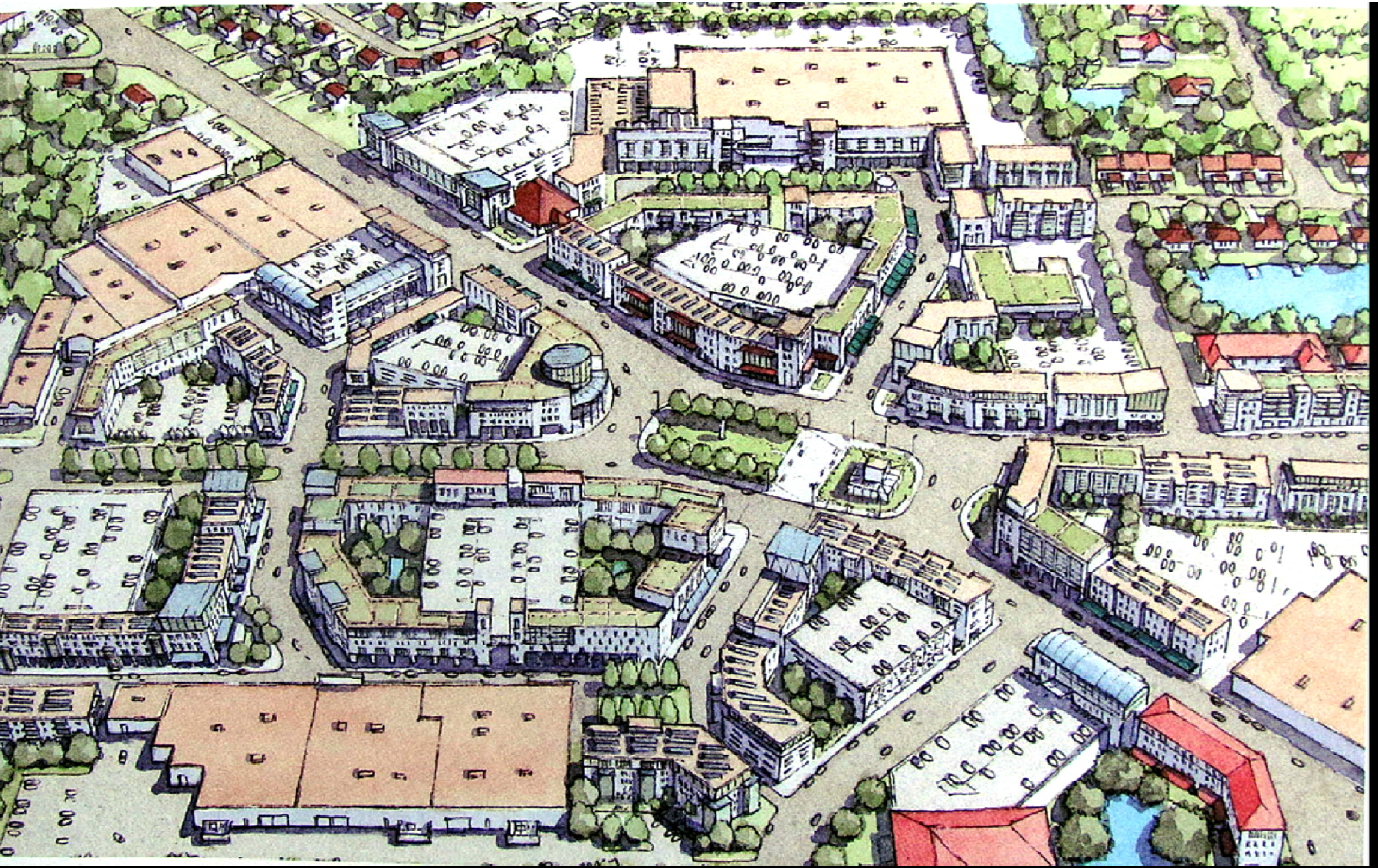
Tennessee Avenue, Tallahassee, Florida

People once fled cities … for their health …

Today people are returning to cities …

… for their health

Portland, Oregon



Where would you rather walk? And Why?

Not Walkable

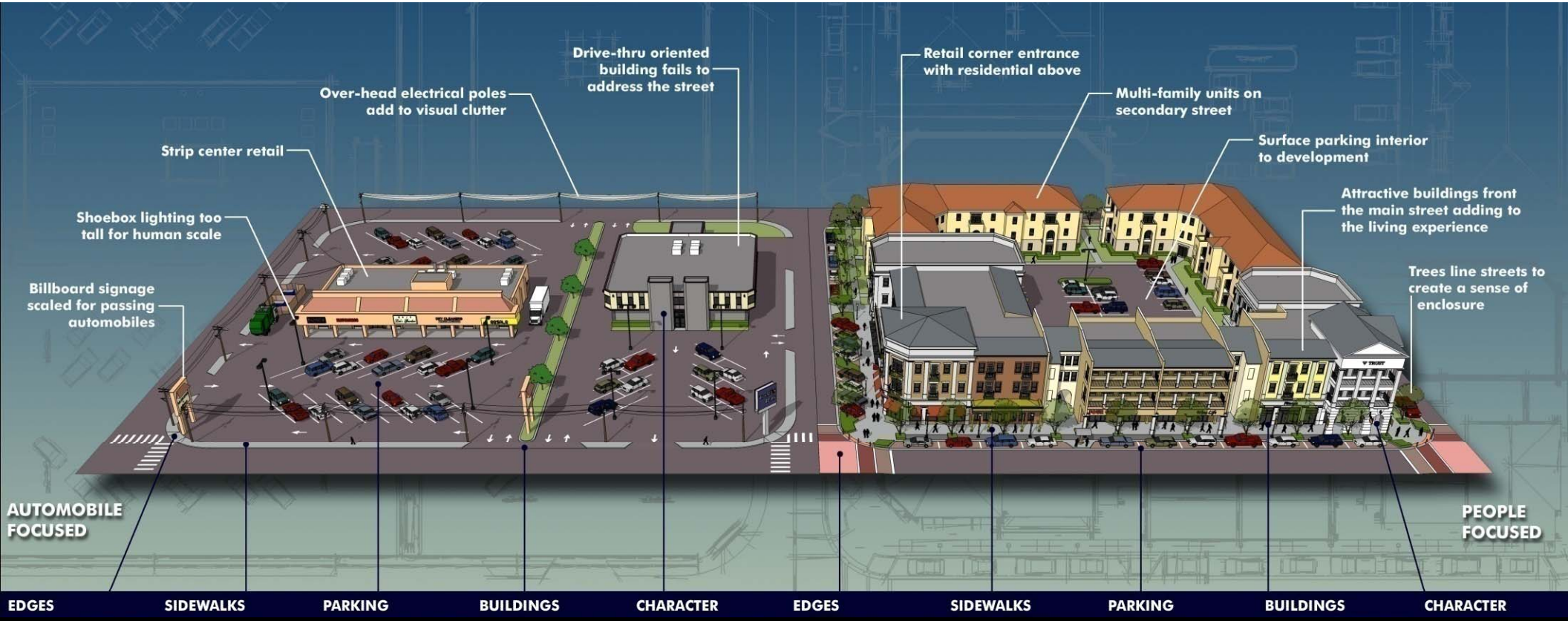
High Car Dependency

Serious Congestion

Walkable

Low Car Dependency

Moderate Congestion


Drive-thru oriented building fails to address the street
Retail corner entrance with residential above
Over-head electrical poles add to visual clutter
Multi-family units on secondary street
Strip center retail
Surface parking interior to development
Shoebox lighting too tall for human scale
Attractive buildings front the main street adding to the living experience
Billboard signage scaled for passing automobiles
Trees line streets to create a sense of enclosure
AUTOMOBILE FOCUSED
PEOPLE FOCUSED
EDGES
SIDEWALKS
PARKING
BUILDINGS
CHARACTER
EDGES
SIDEWALKS
PARKING
BUILDINGS
CHARACTER

SunTrust
SunTrust Bank

CVS/pharmacy

OFFICE
FOR LEASE
360-271-1586

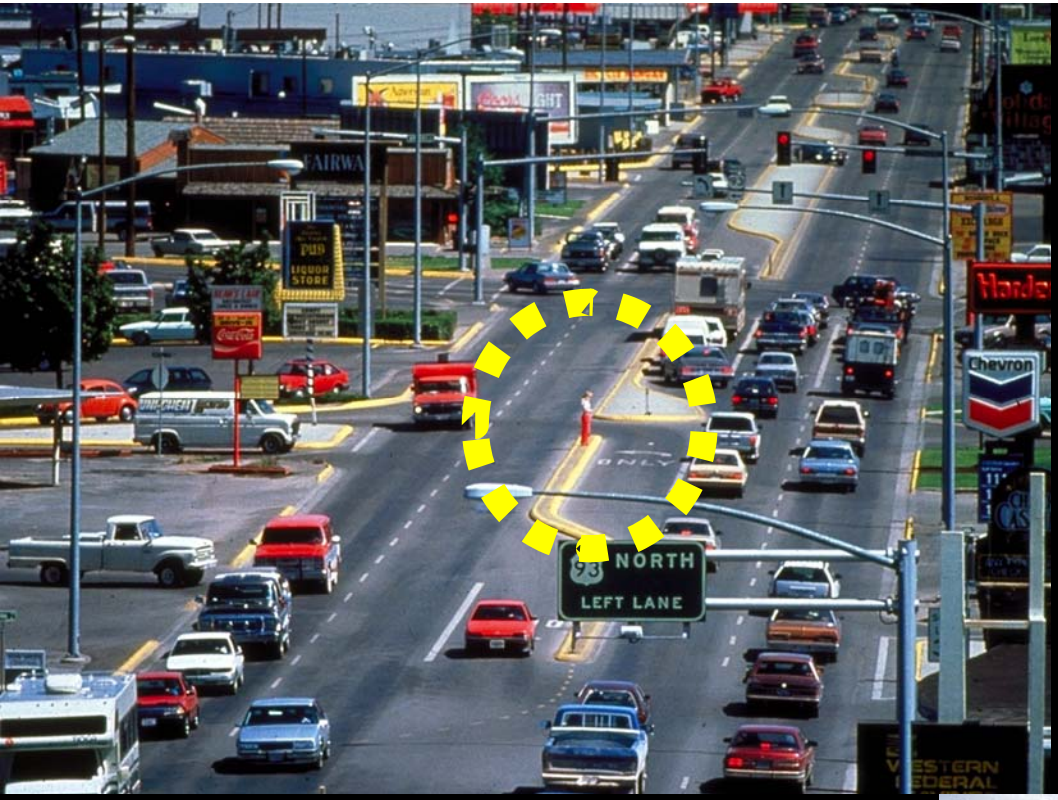
OFFICE
FOR LEASE
360-271-1586
GOURMET TACOS
ESPRESSO
01

OFFICE
FOR LEASE
360-271-1586
GOURMET TACOS

Merry Christmas

QFC
QUALITY FOOD CENTERS

Alki Market
2820
Fresh Produce
Fine Wine
Alki Market



Highway 93, Missoula, Montana

USA

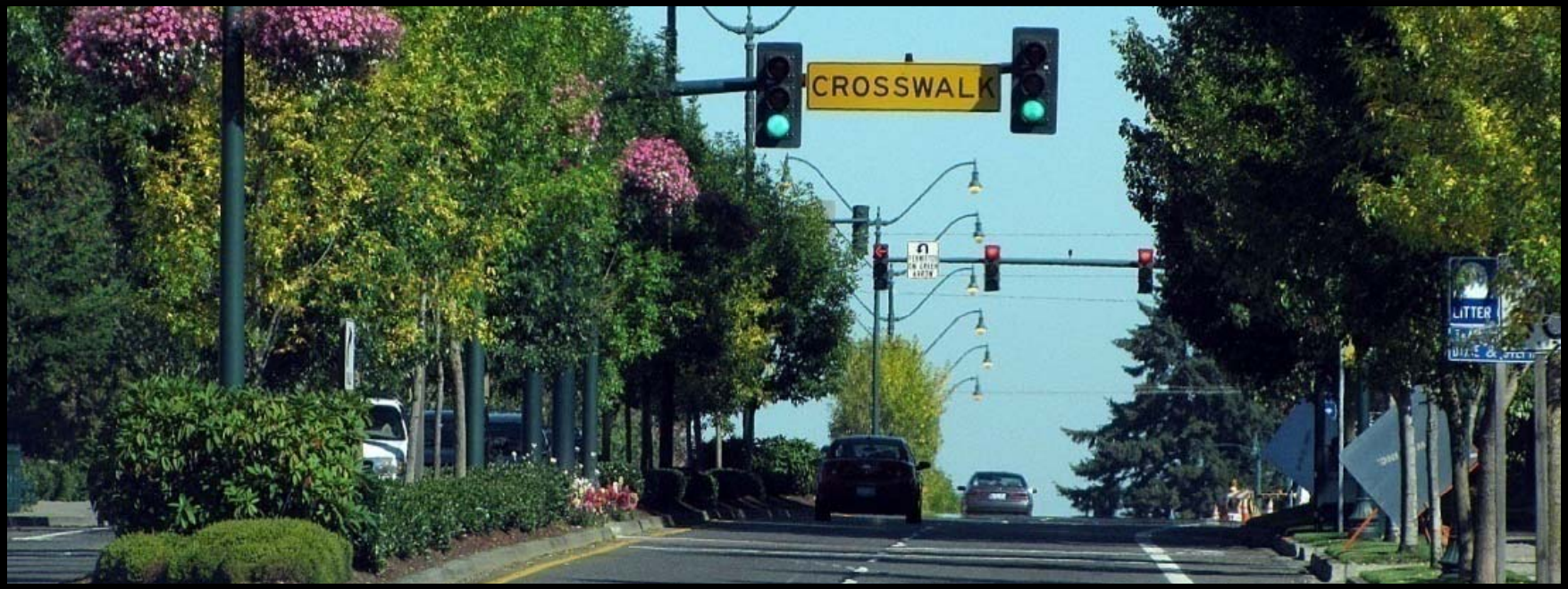
Canada

Marine Drive, Dundarave, B.C.

Marine Drive, Dundarave, B.C.

Autoplan
CONSIGNMENT SHOP

Boulevards



Economics of Streets

Spartanburg, SC

Albany, California

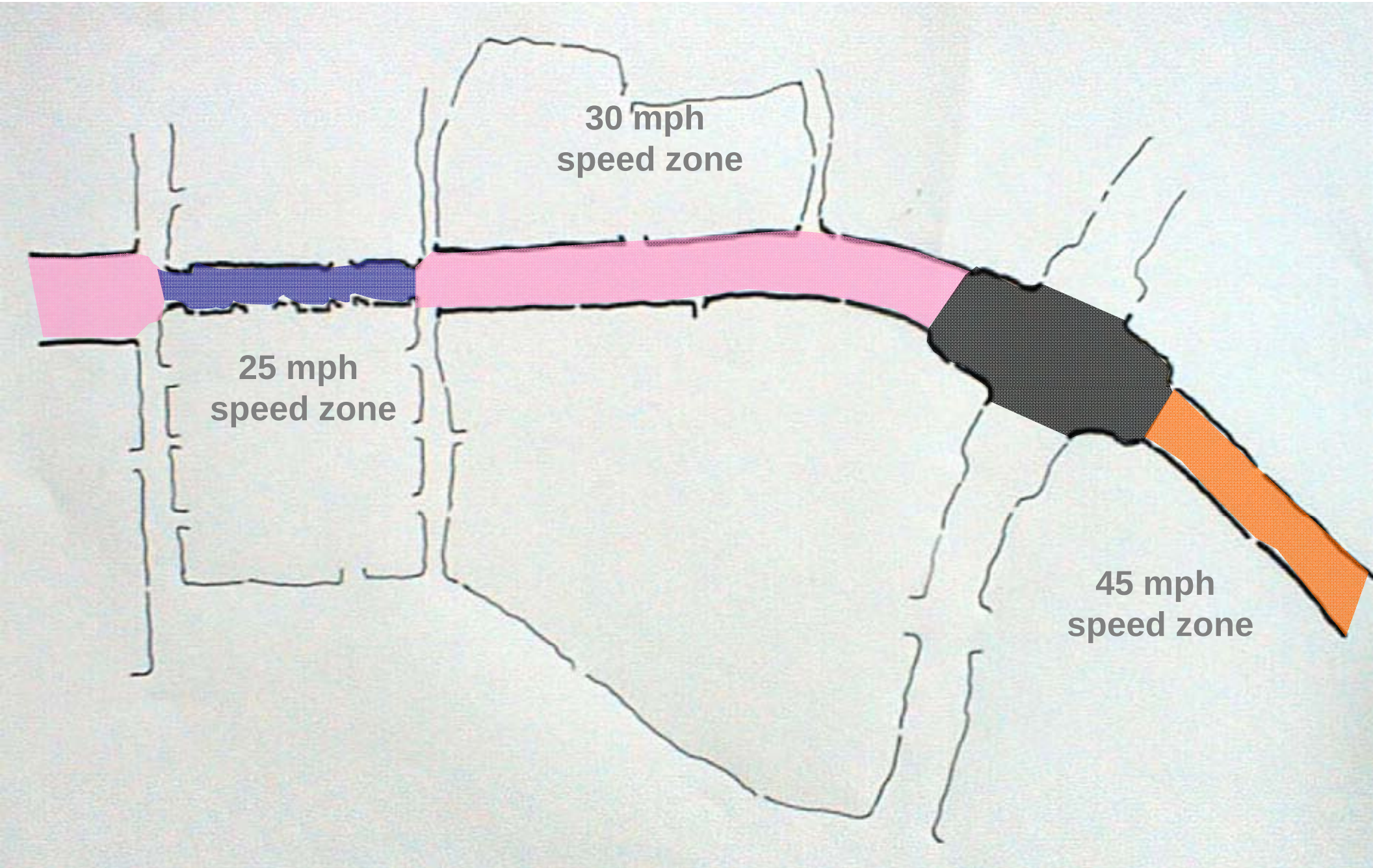
How did we get here?

How can we get here?

Happy
Holidays
2 HOUR
PARKING
8A.M.-6PM

TELEPHONE

Target Speed


30 mph
speed zone
25 mph
speed zone
45 mph
speed zone

Chico, CA

Nord Avenue

Chico, CA

Nord Avenue

Chico, CA

Nord Avenue

Chico, CA

Nord Avenue

Chico, CA

Nord Avenue

Chico, CA

Nord Avenue

STARBUCKS
COFFEE

FOR SALE
858-454-8857
TODD LAW
GREG WAGNER
15
MPH
SPEED
LIMIT
25
Phone
ZOOK
AUTOS

Taste of Bird Rock

Hot Springs, Arkansas

XING
PED
SHANNON'S BAYSHORE
COCKTAILS
NOW OPEN for LUNCH
TOYOTA

ONE WAY
6DZV584

corner bakery
CAFE

Effective public participation can lead to shortened times to construction

The Sammamish public works director was told it would take 10 years to go from concept to concrete.

Bulldozers were moving dirt on this unfunded project in 300 days.

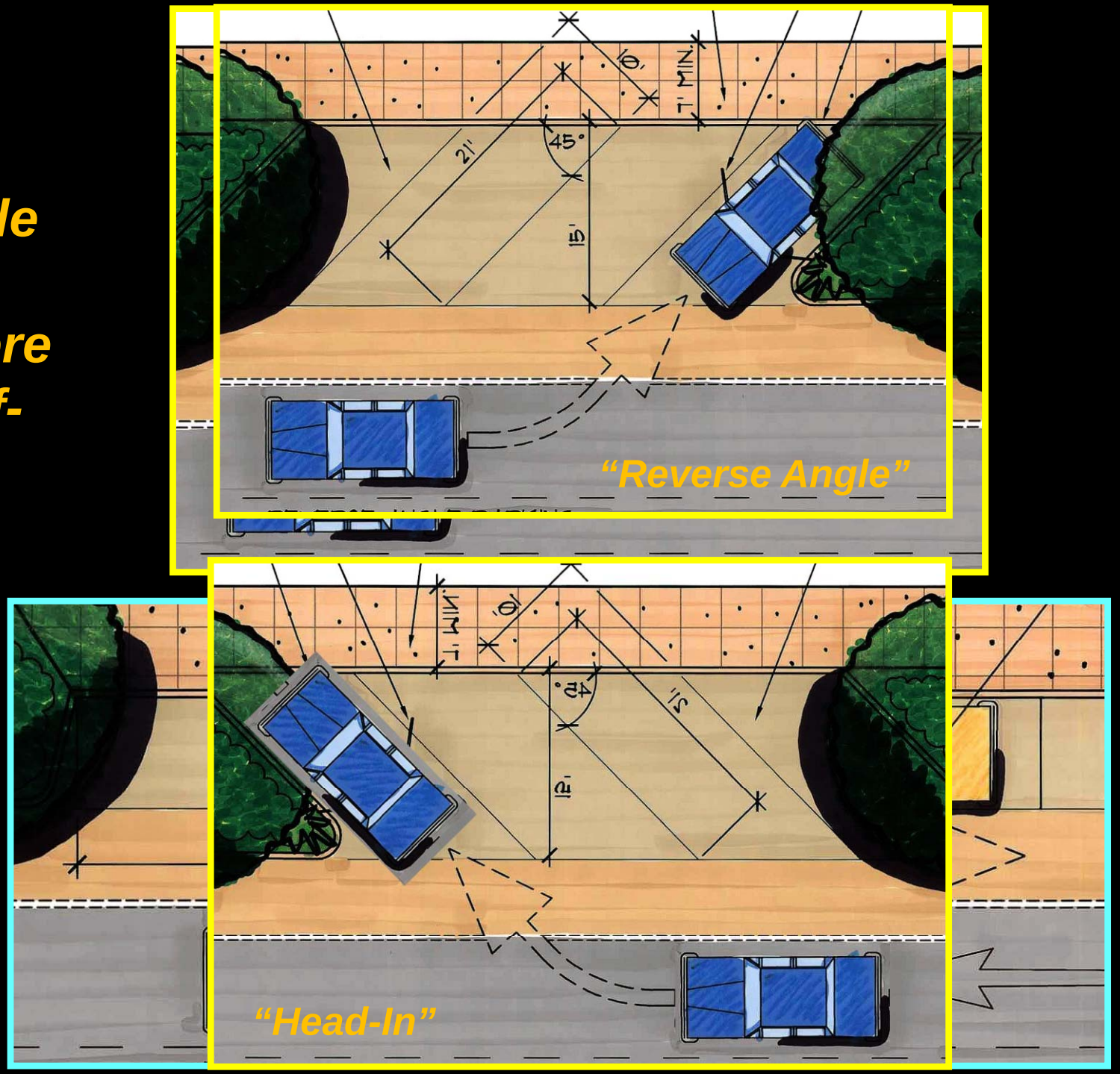
Sammamish, Washington

228th Avenue

4
1
3
2
3
4
1
5
4
2
3

ROSE'S
ISLAND

Reverse Angle Parking and "Head-in" Angle Parking are identical in there use of Right-of-Way space .



City of WEST SACRAMENTO
Yolobus
CHASE

ONE WAY

MOTORCYCLE
PARKING
ONLY

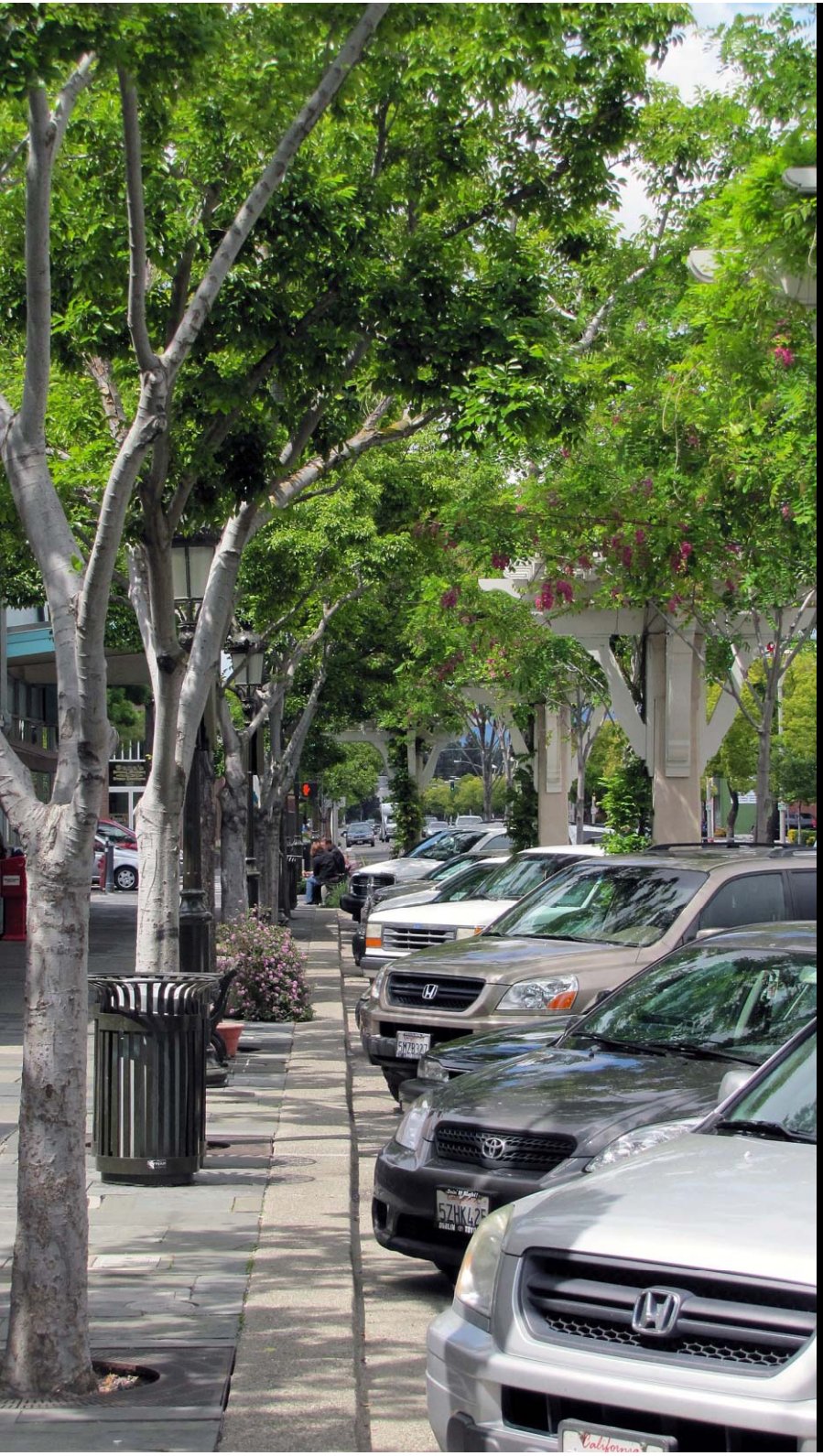
VILLAGE
BOOKS

Amelie
panache
CUCINA ITALIANO
TRUFFOS
JUICE CO.

CHIROPRACTIC
CARE
CALI NAILS
1011
2PEJ684

Cherokee

6BKG411

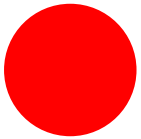


Tabling Exercises

Rules of Engagement

- Allow everyone a chance to speak
- Agree to work together, not to agree on everything
- Think critically but be creative
- Try to be at a table that you don't know people
- Nominate a table leader to report back.

Things to accomplish

- Introductions
- Identify your house, place of business or property
- Identify things you like
- Identify things you do not like 
- Draw or label potential improvements (Add notes to white pad paper to discuss later)

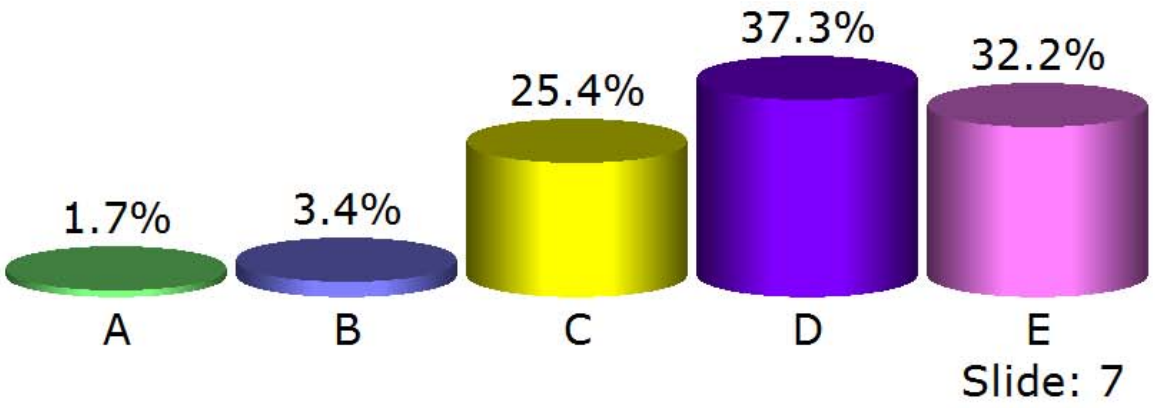
Community Input Voting

Demographic Questions

Note: Response answers are not scientific and reflect a self-selected group.

3. Your age bracket is:

a. Under 18
b. 18-24
c. 25-34
d. 35-54
e. 55 and over

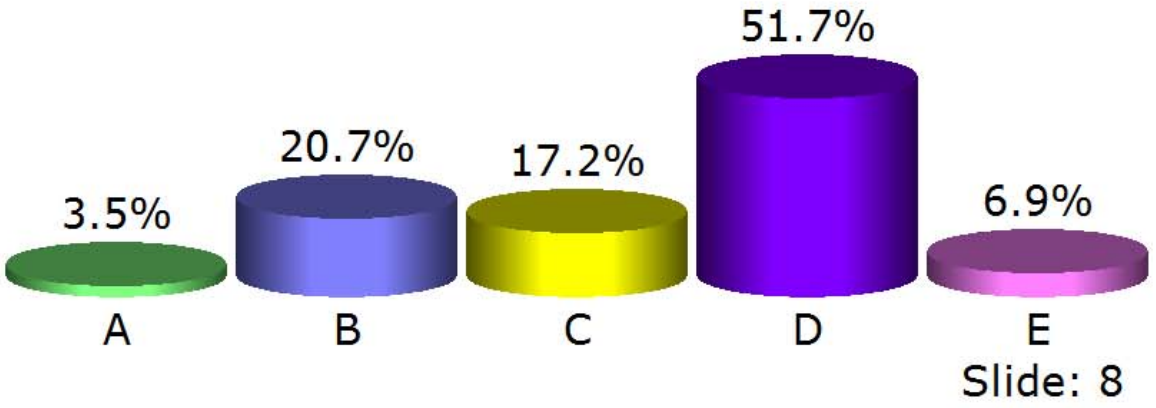


Note: Response answers are not scientific and reflect a self-selected group.

North Little Rock's Park Hill Neighborhood Audience Response

4. Your household is:

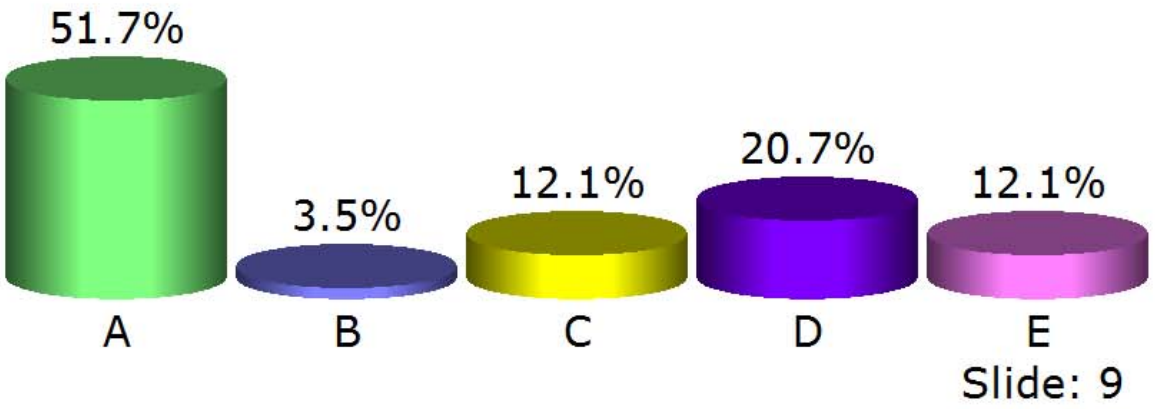
a. Single with children
b. Single without children
c. Couple with children
d. Couple without children
e. Student



Note: Response answers are not scientific and reflect a self-selected group.

5. Do you:

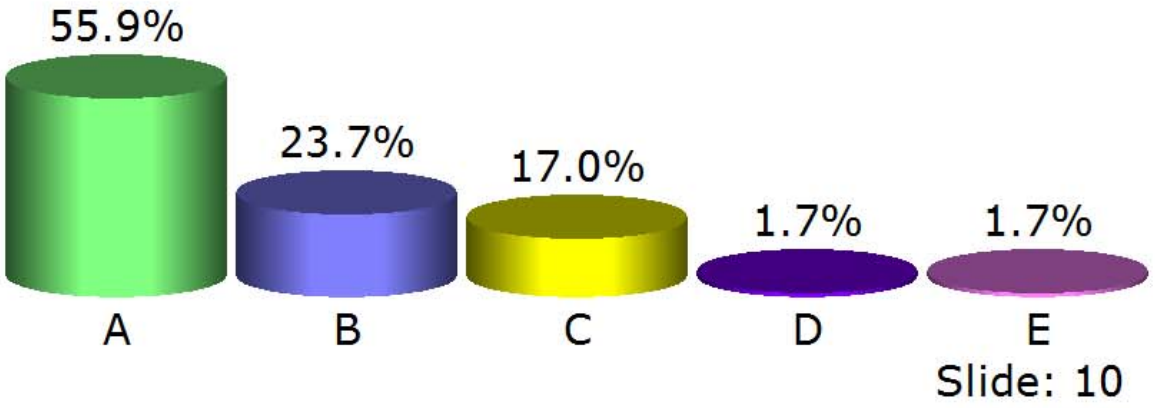
a. Own/rent a residence in NLR
b. Own a business or property in NLR
c. Work in NLR
d. All of the above
e. None of the above (comment card)



Note: Response answers are not scientific and reflect a self-selected group.

6. You live and/or work:

a. In NLR, within walking distance of the Park Hill Study Area.
b. In NLR, within driving distance of the Park Hill Study Area.
c. In a city or town near NLR
d. In a city or town elsewhere in Arkansas
e. Duluth, Minnesota or somewhere just as far



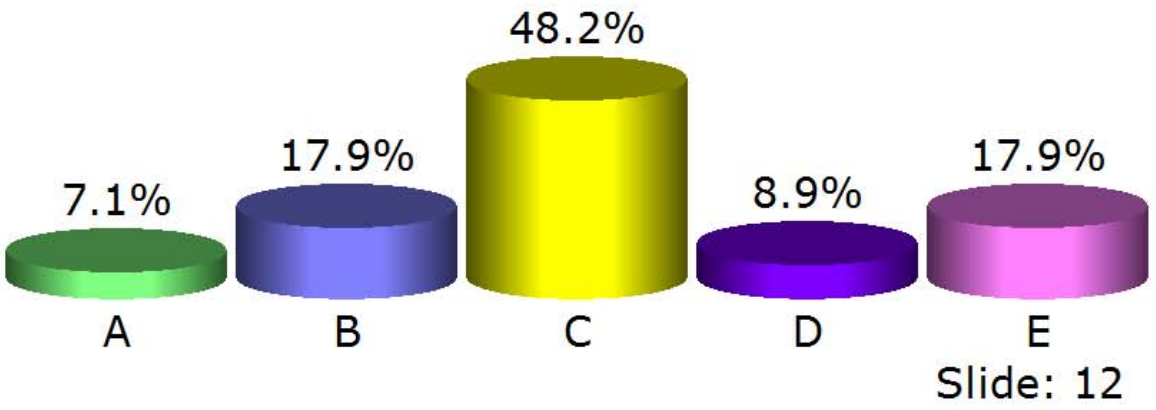
Note: Response answers are not scientific and reflect a self-selected group.

General Questions

Note: Response answers are not scientific and reflect a self-selected group.

7. Which is a primary reason for living in NLR?

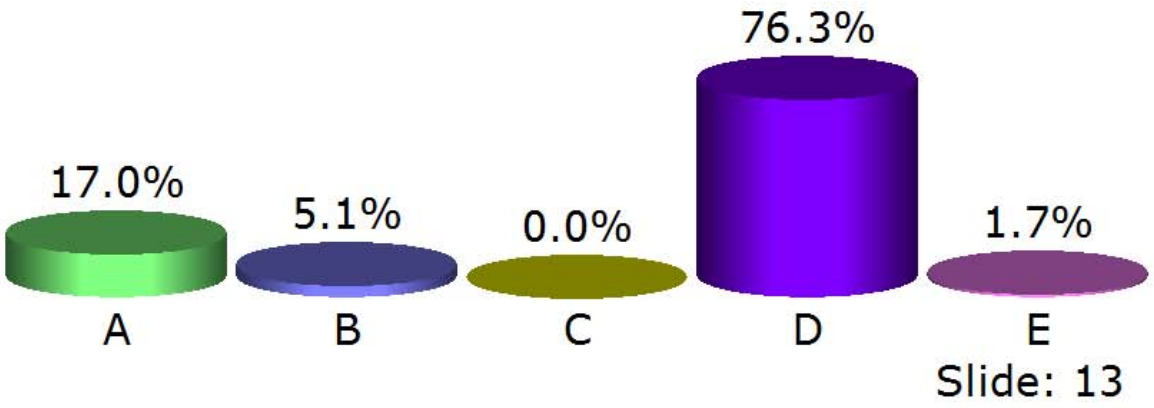
a. Schools
b. Close to family or grew up here
c. Community character or natural environment
d. Easy commute to work
e. Housing



Note: Response answers are not scientific and reflect a self-selected group.

8. North Little Rock is primarily a community for:

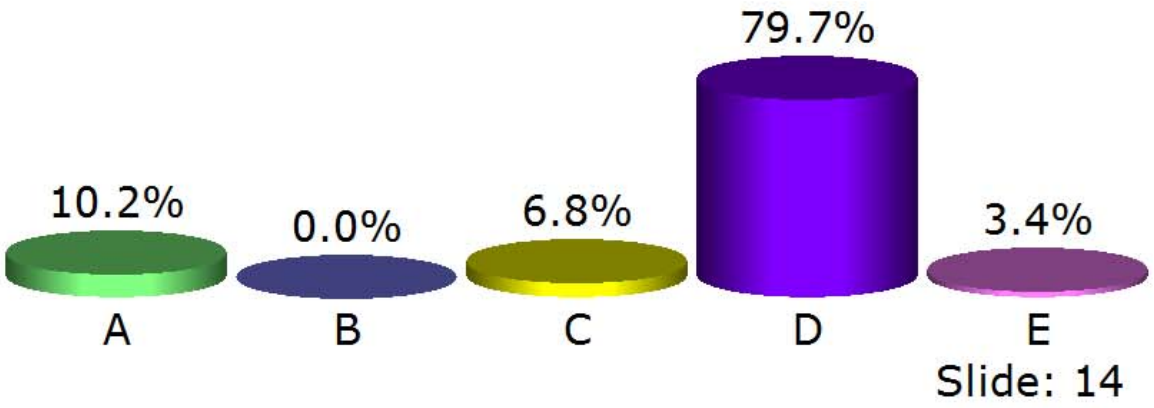
a. Families with children
b. Seniors/empty nesters
c. Single professionals and students
d. All of the above
e. None of the above (comment card)



Note: Response answers are not scientific and reflect a self-selected group.

9. When considering new development, my highest priority for my *neighborhood* is:

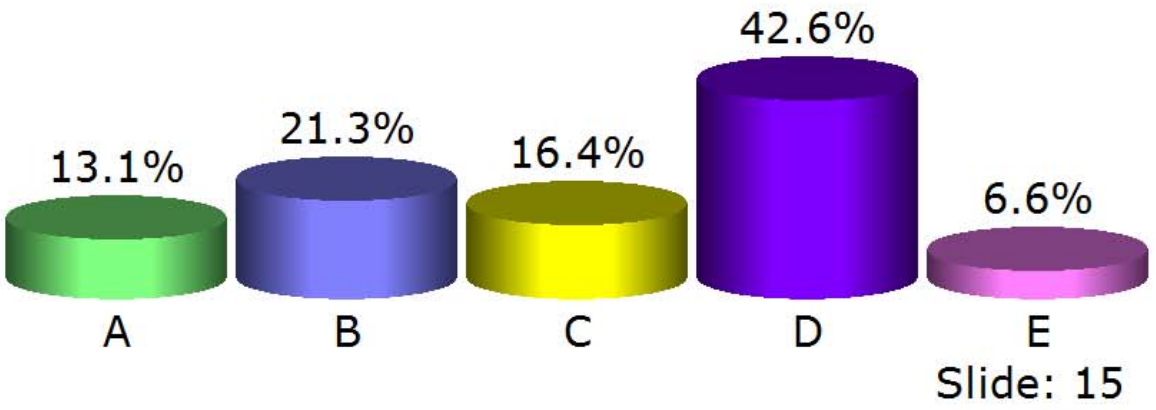
a. Respect the neighborhood character of NLR, encouraging high quality architecture and building materials
b. Embrace neighborhood amenities like parks and other public spaces on or nearby the project area
c. Focus on walkability and access to trails and bicycling routes
d. All of the above
e. Embrace opportunities other than those above (comment card)



Note: Response answers are not scientific and reflect a self-selected group.

10. When considering new development, my highest community-wide priority is:

a. Improving the City's tax base
b. Offering more housing types and creating reasonably-priced housing
c. Reducing traffic congestion
d. Encouraging high-quality architecture and building materials
e. Other priority than those above (comment card)



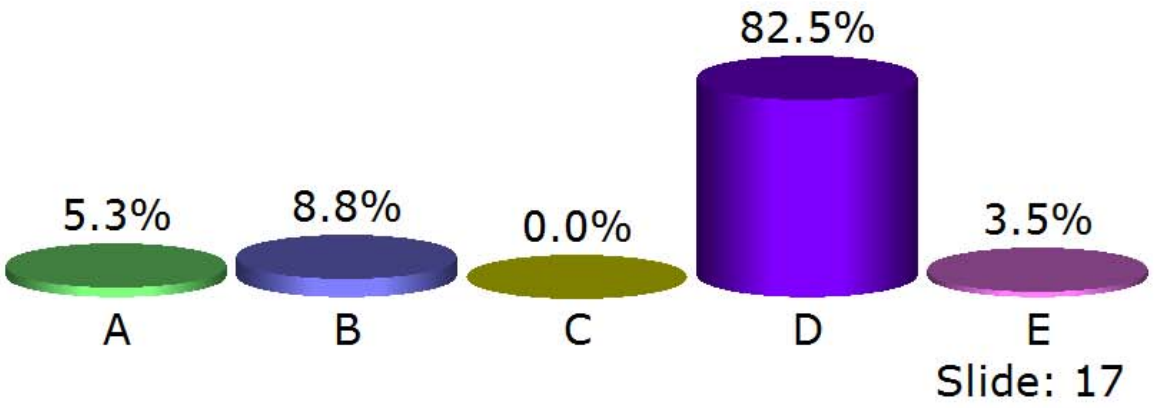
Note: Response answers are not scientific and reflect a self-selected group.

Park Hill Neighborhood Area Questions

Note: Response answers are not scientific and reflect a self-selected group.

11. What is the greatest deterrent to development in the Park Hill Study Area?

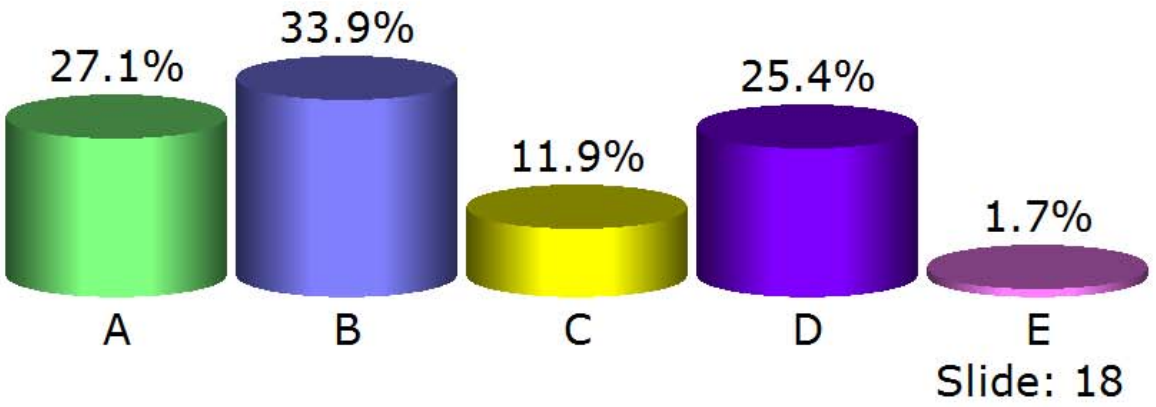
a. Walkability and safety on streets
b. Access and traffic patterns
c. Traffic speeds
d. All of the above
e. None of the above or something else (comment card)



Note: Response answers are not scientific and reflect a self-selected group.

12. Future improvements to Park Hill Study Area should focus primarily on:

a. Accommodating alternative modes of transportation (Pedestrians, Bikes, etc.)
b. Access and traffic patterns
c. Traffic Speeds
d. Design and form of buildings
e. Other priority than those above (comment card)

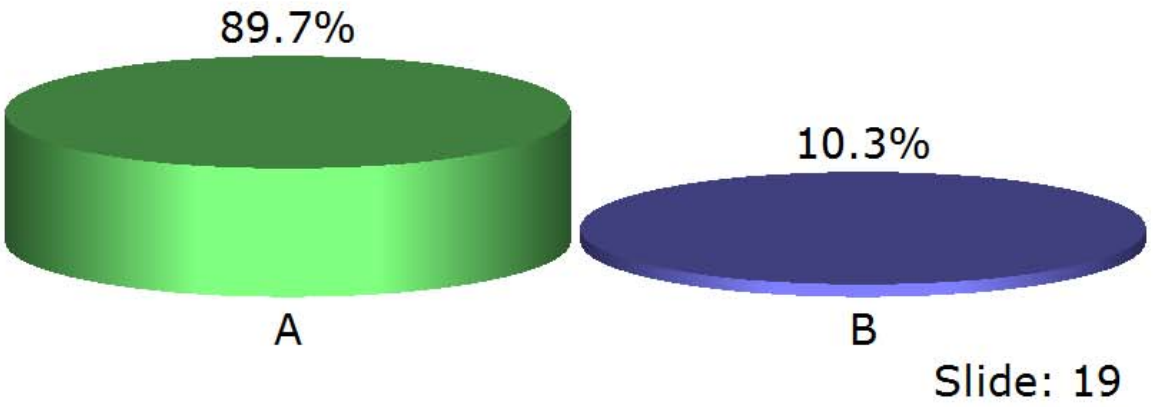


Note: Response answers are not scientific and reflect a self-selected group.

North Little Rock's Park Hill Neighborhood Audience Response

13. True or False: Appropriate redesign and development of JFK Blvd is essential to have a cohesive neighborhood in Park Hill.

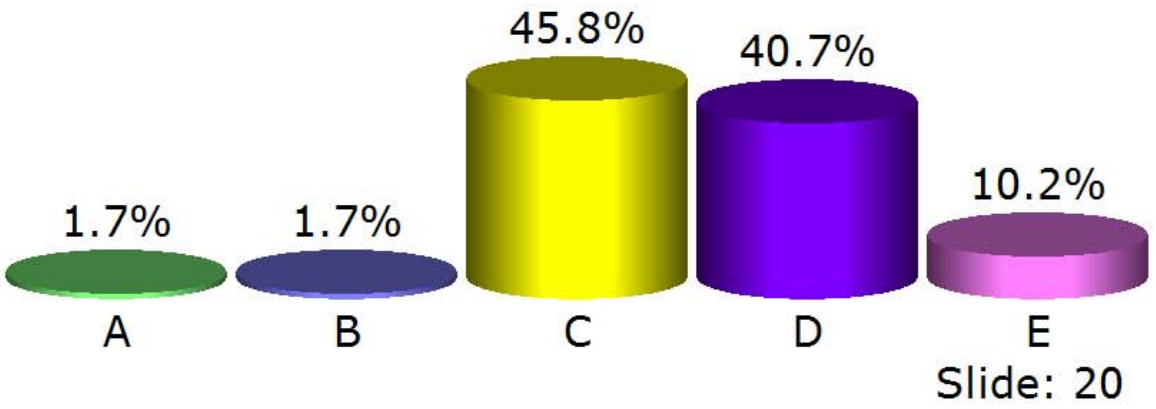
a. True
b. False



Note: Response answers are not scientific and reflect a self-selected group.

14. My priority for the Park Hill Study Area is:

a. Connecting surrounding neighborhoods
b. Creating more opportunities for housing choices in the Park Hill area
c. Creating an opportunity for a diversity of uses
d. All of the above
e. None of the above or other than listed above (comment card)

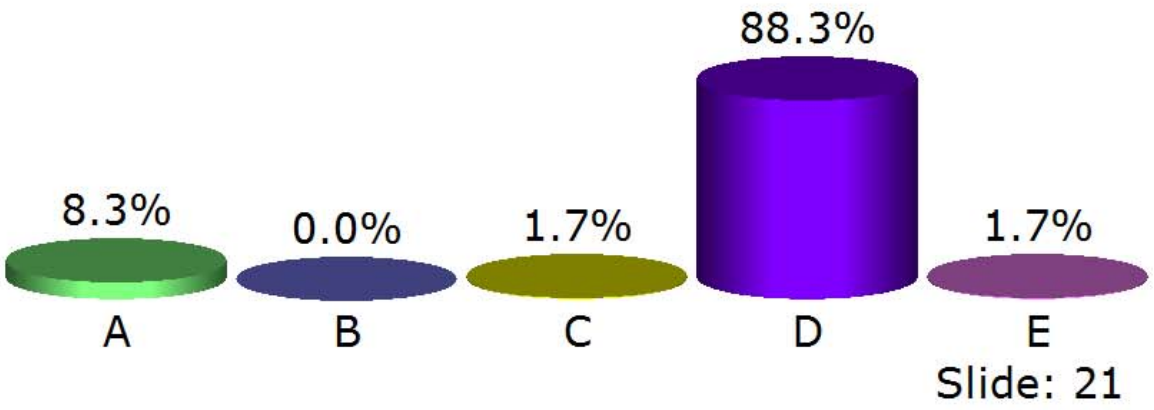


Note: Response answers are not scientific and reflect a self-selected group.

North Little Rock's Park Hill Neighborhood Audience Response

15. What type of community do you see the Park Hill Study Area supporting:

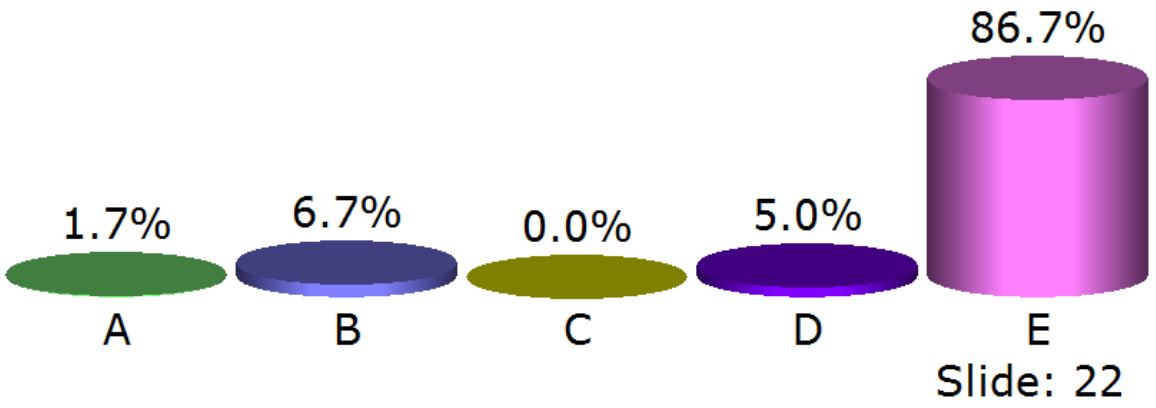
a. Young professionals
b. Aging in-place or empty nesters
c. Families with children
d. All of the above
e. None of the above



Note: Response answers are not scientific and reflect a self-selected group.

16. Appropriate uses for the Park Hill Area should be:

a. Office or other service commercial
b. Retail
c. Residential
d. Hospitality and entertainment
e. A mix of some or all



Note: Response answers are not scientific and reflect a self-selected group.

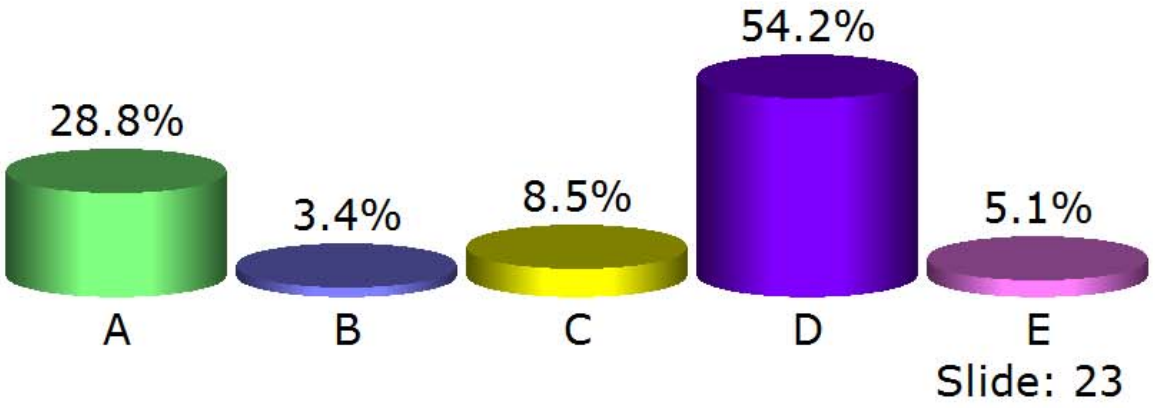
17. Do you see yourself or someone you know living in any of these types of housing in the Park Hill Study Area:

A) Cottage Home

B) Townhomes

C) 3 to 4 Story Stacked Residential

D. All of the above
E. None of the above

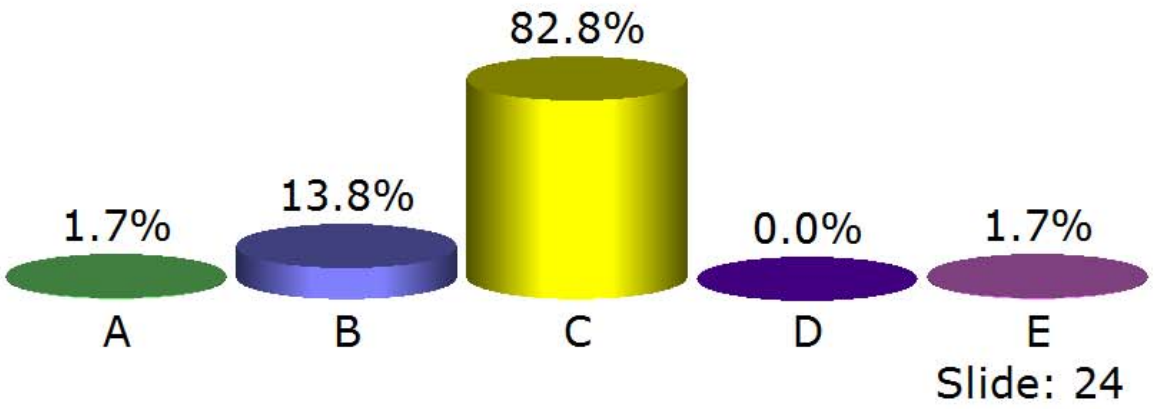


Note: Response answers are not scientific and reflect a self-selected group.

North Little Rock's Park Hill Neighborhood Audience Response

18. I believe that the future of the Park Hill Study Area is:

a. Not very important to the future of NLR
b. Somewhat important to the future of NLR
c. Very important to the future of NLR
d. I have no opinion
e. I would like the opportunity to explain further



Note: Response answers are not scientific and reflect a self-selected group.

Next Steps

- Please stay tonight for Questions & Discussion
- We will continue to gather additional information
- Finalize existing conditions and needs assessment
- Design Workshop in February/March 2014

- Additional Comments or Questions:
  - Bernadette Rhodes, Fit 2 Live Coordinator
    Email: BRhodes@nlr.ar.gov
    Phone: 501- 975-8777
  - More information: www.imaginecentralarkansas.org