## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/A Brief History of 71B</td>
<td>5</td>
</tr>
<tr>
<td>2/An Atlas of Key Conditions</td>
<td>11</td>
</tr>
<tr>
<td>3/Community Engagement</td>
<td>35</td>
</tr>
<tr>
<td>4/Markets for 71B</td>
<td>57</td>
</tr>
<tr>
<td>5/Corridor Urbanism and 71B</td>
<td>65</td>
</tr>
<tr>
<td>6/The Framework Plan</td>
<td>75</td>
</tr>
<tr>
<td>7/The Regulating Plan</td>
<td>119</td>
</tr>
<tr>
<td>8/Implementing the Plan</td>
<td>139</td>
</tr>
<tr>
<td>A Concluding Note</td>
<td>143</td>
</tr>
</tbody>
</table>
1/A BRIEF HISTORY OF 71B

Historical information in this section is based on On the Avenue: An Illustrated History of Fayetteville’s US Highway 71B by Anthony Wappel with Douglas Garrison (2015). Historical photographs are also from On the Avenue and are used with permission.
One of the routes of the Trails of Tears, over which Native Americans were forced to travel from ancestral homelands to Oklahoma.

Arkansas College is founded by Rev. Robert Graham of First Christian Church in 1852. First buildings were destroyed during the Civil War. College Avenue is named for this college rather than the University of Arkansas.

Part of the Butterfield Overland Mail route, first stopping in Arkansas in 1858.

Fayetteville's portion of the trail would be known as part of the Old Wire Road between St Louis and Fort Smith.

Road north of Downtown is known as Fayetteville and Springfield Road and south as Fayetteville and West Fork Road. Both ends brought people to resorts in town.
Jefferson Highway built between Winnipeg and New Orleans but bypasses Arkansas, probably because of difficulty in roadbuilding through the Ozarks.

Jefferson Highway Association reroutes highway designation through Fayetteville, helping to increase area tourism. North part of the road is now called North College Avenue and south part is Greenland Road and School Avenue.

Fayetteville Veterans Administration Hospital is developed at its College Avenue site in 1934. In 1949, it sold a part of the site for the construction of a new county hospital, which became the Washington Regional Health Center.

US 71 established in 1926 after passage of the Federal Highway Act identified highways by numbers.

US 71 routed through the Square on a sometimes shifting route, using School Avenue and Mountain.

Motel Row begins to develop along North College in the late 1940s and 1950s.

Lake Fayetteville is developed, built initially as a drinking water reservoir, 1948-1950.

Municipal Airport, renamed Drake Field in 1947, is built during the 1950s. Commercial air service begins in 1940, ending with the opening of Northwest Arkansas Regional Airport in 1999.

US 71 Drive-In Theater, now the site of Fiesta Square shopping center, opens in 1949.

Walter and Myrtle Miller build a house on South School in 1919. The house is now occupied by the Farmer’s Table Cafe.

Fayetteville Veterans Administration Hospital is developed at its College Avenue site in 1934. In 1949, it sold a part of the site for the construction of a new county hospital, which became the Washington Regional Health Center.
2040 Comprehensive Plan is adopted, projecting a 2040 population of over 140,000 people. Voters approve a major transportation and community enhancement bond issue, including significant funding for 71B improvements. Tomorrow’s Corridor: Rethinking 71B study is completed to help guide this implementation program.

The Flyover, carrying northbound to westbound traffic from College Avenue to the Fulbright Expressway, is completed, 2014.
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.
- Tax-exempt public and institutional uses, most notably the University of Arkansas Research Park, Walker Park, the National Cemetery, and the Public Library are dominant land uses in the southern part of the study area.

- Most of the immediate South School Avenue frontage is assessed as commercial land, although significant parts of it are in industrial, salvage, or other non-retail uses. Some of these include long-standing Fayetteville businesses. Others provide significant redevelopment opportunities.

- Residential uses are beginning to be introduced to the South School area, with Mill District redevelopment and university-oriented multifamily development. The Co-op redevelopment project at MLK and School will include a substantial residential component.

- Land use along Archibald Yell is primarily residential, with some commercial and multi-family uses along the path of this 1952-vintage bypass.
CURRENT LAND USE: North to Township

- A strip commercial use pattern dominates the College Avenue corridor from North Street to Township Road. On the east side, commercial sites are relatively shallow, with the exception of the historic Evelyn Hills site. Commercial coverage extends farther off the main corridor west side, along Green Acres Road and into the Colt Square/Township cluster of commercial and office development. Topography limits the depth of commercial sites between Sycamore and Township.

- Major public and institutional uses include the VA Medical/NAMS complex between North and Sycamore, Gregory Park, Lake Lucille, and Woodland School.

- Residential uses predominate on the eastern side of the corridor. While somewhat separated from the the strip by topography, these neighborhoods will be sensitive to the nature of future development to the west. New small lot single-family has been developed immediately east of Evelyn Hills.
CURRENT LAND USE: Township to Millsap

- As with other parts of the study area, most the frontage along 71B is located within and assessed as commercial use. The east side of the commercial strip is limited by topography between Township and Rolling Hills. The area and depth of commercial use off the main corridor increase to the north with multi-tenant centers like Fiesta Square, new care dealerships, and other space intensive commercial.

- Topography limits commercial depth on the east side of the corridor between Sunbridge and Rolling Hills, and effectively buffers commercial from residential uses.

- South of Rolling Hills, neighborhoods to the east of the corridor are largely low-density single-family, while higher single-family density, notably Sunbridge Villas, prevails to the west.

- Office uses dominate the Millsap corridor to the west toward Washington Regional Medical Center.
CURRENT LAND USE: Millsap to City Limits

- Large format commercial dominates land use in this segment. Most retail uses are west of the 71B corridor. Office development is concentrated along Joyce Boulevard east of the corridor.

- A substantial amount of land is in floodplains and will remain as permanent open space. This includes the Mud Creek and Scull Creek greenways, both of which are served by regional trails.

- Parking lots in this area are so large that they emerge as a dominant land use in themselves.

- Significant public and institutional uses include University of Arkansas holdings and Lake Fayetteville.
BUILDING USE AND COVERAGE: Cato Springs to Rock

- City edge character with low building coverage and extensive open space (including Town Branch Creek flood plain, Walker Park, and wooded slopes) as well as low-coverage industrial uses such as salvage).

- Planned development of Co-op site and continued growth of Mill District and future build-out of the University of Arkansas Research Park will increase development density.
BUILDING USE AND COVERAGE: North to Township

- Highest building coverage of the four study segments, although still a relatively low density strip pattern. With the exception of the Evelyn Hills shopping center and a few larger footprint commercial buildings, small free-standing structures predominate.

- Parking is the largest developed use, occupying twice as much area as buildings.
BUILDING USE AND COVERAGE: Township to Millsap

- Pattern of free-standing commercial buildings continues north of Township, with footprints increasing to the north. Commercial building use dominates.

- Parking is by far the largest consumer of land in this segment, accounting for over 70% of developed private land. The largest single paved area is Fiesta Square’s parking lot, but smaller commercial boxes and strip centers also have large parking lots.
**BUILDING USE AND COVERAGE: Millsap to City Limits**

<table>
<thead>
<tr>
<th>Coverage</th>
<th>Area (A)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buildings</td>
<td>26.08</td>
<td>10.38</td>
</tr>
<tr>
<td>Parking</td>
<td>66.29</td>
<td>26.37</td>
</tr>
<tr>
<td>Roads</td>
<td>55.13</td>
<td>21.93</td>
</tr>
<tr>
<td>Open</td>
<td>103.89</td>
<td>41.33</td>
</tr>
<tr>
<td>Total</td>
<td>251.38</td>
<td>100.00</td>
</tr>
</tbody>
</table>

- Very large footprint commercial buildings, including big boxes, the Northwest Arkansas Mall, and multi-tenant strips and power centers, dominate this segment’s built environment.

- Consistent with the Township to Millsap segment, parking occupies about 70% of developed private land. The percentage of parking occupancy appears less in this segment than others because of the large area used for transportation, specifically the Fulbright Expressway interchange. Flood plains also boost the amount of open land.
- The 71B system (highlighted with the thicker line) remains the only continuous north-south transportation corridor between I-49 and Crossover Road. Gregg Avenue to the west and Old Wire/Missouri to the east provide parallel minor arterial routes through parts of the corridor, but do not serve local destinations along 71B.

- Continuous east-west links to I-49 occur at three places: Fulbright Expressway, Wedington Road/North Street, and Martin Luther King Boulevard.

- East-west collectors crossing 71B are scarce between the study areas of Cato Springs and Rock Street and North Street to the north city limits. This, combined with the lack of close, parallel north-south routes forces both traffic headed for local destinations and through traffic to use 71B.

- In 2019, the State and City executed an agreement to take the 71B route from the north and south Fulbright Expressway interchanges off the state network and transfer jurisdiction to the City. This provides great flexibility to the City on street design.
REGIONAL ACTIVE TRANSPORTATION

- Existing trails and potential connections are important development assets along the 71B corridor. The Razorback Greenway parallels the corridor and crosses it near Lake Fayetteville on the north and MLK Boulevard on the south. In addition, the Mud Creek and Town Branch Trails connect the Greenway to 71B, and the Cato Springs and Tsa-La-Gi Trails also lead to the corridor. On-street bikeway connections from the Razorback Greenway include Sycamore, Poplar, and Appleby.

- A parallel bikeway system is developing east of College Avenue along Old Missouri Road and Old Wire Road. Currently, this connects to College with Rolling Hills Drive’s protected bike lane pilot project. A future trail along Sublett Creek will run from Mission and North to College and Poplar.

- Ozark Regional Transit operates local bus service along much of the study area corridor, and upgraded that service in 2019 with more frequent headways. The Northwest Arkansas region is contemplating Bus Rapid Transit (BRT) between Fayetteville and Bentonville, and it is likely that such a line, if implemented, would follow 71B.
REGIONAL AVERAGE ANNUAL DAILY TRAFFIC

- Average daily traffic (ADT) on 71B increases from south to north. South of MLK, the ADT ranges from 12,000 to 15,000 vehicles per day (vpd), generally within the capacity of a three-lane section. The Archibald Yell section is in the 18,000-19,000 vpd range, still serviceable for three lanes, but gradually increases to the north from the middle 20,000’s through Downtown and peaking at about 37,000 at Joyce Boulevard.
CRASH FREQUENCY, 2015-17

- Unsurprisingly, crashes on the South School and Archibald Yell segments clustered around (but not always at) intersections. An unexpected group of incidents occurred at the unsignalized 11th Street intersection.

- Between North and Township with relatively frequent curb cuts, crashes were distributed throughout the segment. However, the most severe incidents clustered at intersections, especially Sycamore and Township.
- Between Township and Millsap, a five-lane section with many curb cuts, crashes again string out with more serious incidents at intersections. However, the greatest density of crashes occurs between Longview and Millsap.

- Access control north of Millsap causes crashes to cluster at principal intersections, with the largest number taking place at the very busy Joyce Boulevard crossing. The crash cluster at the eastbound to southbound ramp from the Fulbright Expressway is probably the result of the abrupt merge and short stopping distance of traffic transitioning from the expressway to local city traffic environment.
CURB CUTS: Cato Springs to Rock

Curb Cuts

- Curb cuts are abundant and relatively uncontrolled in the five lane sections of the street, and generally correlate to crash incidents.

- The four-lane Archibald Yell section has relatively few curb cuts because of land use and topography. Once again, the clustering of access points at intersections tends to correlate to crashes.

- Access north of Millsap on the divided section of 71B is mostly limited to intersections.
CURB CUTS: North to Township
CURB CUTS: Township to Millsap

Curb Cuts
- Driveway
- Roadway
CURB CUTS: Millsap to City Limits
Despite the relatively rural or city edge character of the of the south stretches of the 71B study area, sidewalk continuity is fairly good if not entirely comfortable for users on the ground. Major gaps or issues include:

- Condition issues between Research Center Blvd. and 15th Street.
- Periodic condition issues on the east side between 15th and 13th Streets.
- A major gap on the west side south of 11th Street, adjacent to a busy commercial strip center. This segment also has a significant number of crashes.
SIDEWALKS: North to Township

The North to Township segment lacks sidewalk service in most places. Existing sidewalks generally are adjacent to sites with relatively recent commercial development, or along the VA frontage between North and Memorial Drive.
SIDEWALKS: Township to Millsap

Sidewalk Condition
- Green: Existing, Passable
- Blue: Existing, Needs Repair
- Yellow: Gap (No Sidewalk)
- Orange: Driveway

This segment resembles the pattern along the North to Township segment – sidewalks only along relatively recent development, specifically near Township, adjacent to Fiesta Square, and immediately south of Millsap.
SIDEWALKS: Millsap to City Limits

In this higher speed, six-lane divided environment, sidewalks are rarely provided along the main line or even frontage roads. Exceptions are developed sites along Shiloh Drive, the west side service road and short segments adjacent to a relatively new strip center on the east side.
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.
The recommendations of this plan capitalized on the wide community interest in the 71B Corridor. The knowledge and insight of people who shop, work, do business and live on or near the corridor help produce a plan that creates a realistic vision of the future for this major functional and economic part of Fayetteville. The public engagement process began in July, 2018 and concluded in Summer, 2019, and was designed to maximize continued community engagement. The process provided a variety of on-site and on-line opportunities to participate in the planning process. Central to this process were four multi-day collaborative planning workshops, focusing on a specific part of the corridor study area. This approach recognized the individual character of each part of this long corridor.

The first step of the process established an education and outreach program with a kickoff event that discussed the history of the 71B corridor and the merits and state of the art in corridor planning in America. This initial program also set up the project’s on-line presence, with tools that could be accessed from home, office, or elsewhere. The city managed the on-line public engagement portal, SpeakUp Fayetteville. The site hosted regular updates of the process including notifications, questionnaire, and potential 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

PUBLIC ENGAGEMENT EVENTS

2018
- July: Committee Kick-off
- August: Farmers Market Event and Survey Launch
- September: Kick-off Event
- October: Focus Group Discussions
- November: Planning Workshop #1: Overall Vision
- December: Planning Workshop #2: Subarea
- January: Planning Workshop #3: Subarea
- February: Planning Workshop #4: Subarea
- March-April: Initial Draft Preparation
- May: Public Open House, Planning Commission, and City Council Transportation Committee Presentation
- June-August: Revisions/Regulating Plan Draft
- October: South School Focus Area Design Workshop

2019
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 on-site. 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 May, 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.
Speak Up Fayetteville Portal Activity

While much of the real work on developing a new, attainable vision for the 71B corridor was done on-site, the Speak Up Fayetteville portal reached the largest number of people of all engagement elements and helped define both community perspectives and priorities for the detailed process. Some of the key results of the on-line survey and other features are displayed on these pages.

### WEBSITE VISITOR ACTIVITY

<table>
<thead>
<tr>
<th>TYPE OF RESPONDENTS</th>
<th>COUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware Participants</td>
<td>1,190</td>
</tr>
<tr>
<td>Engaged Participants</td>
<td>229</td>
</tr>
<tr>
<td>Informed Participants</td>
<td>631</td>
</tr>
</tbody>
</table>

*Downloaded the Input Opportunities Flyer: 26
Visited the Key Dates page: 91
Visited multiple project pages: 455
Contributed to a tool (engaged): 229*

### LOCATION OF RESPONDENT’S RESIDENCE

While much of the real work on developing a new, attainable vision for the 71B corridor was done on-site, the Speak Up Fayetteville portal reached the largest number of people of all engagement elements and helped define both community perspectives and priorities for the detailed process. Some of the key results of the on-line survey and other features are displayed on these pages.

### TYPE OF RESPONDENTS

![Bar graph showing the number of respondents](image)

### AGE OF RESPONDENTS

![Pie chart showing the age distribution](image)

**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)
**ASSESSMENT: NORTH OF NORTH STREET**

### Physical Environment

- Feel and character of the street
- Adequacy of street lighting
- "Curb appeal" of the street and its businesses
- Experience of traveling along College Ave
- Condition of surrounding neighborhoods
- Safety and security

### Economic Environment

- Health of businesses
- Business variety and quality
- New investment and trends
- Availability of goods and services that I need
- Opportunities for new business and development
- Job creation
ASSESSMENT: NORTH OF NORTH STREET

Transportation Environment

Aesthetic/Visual Environment

- Ease of access to businesses
- Traffic flow
- Pedestrian environment, walkability, and access
- Public transportation service
- Bicycle accommodation
- Traffic Safety
- Overall image of N. College Ave
- Property maintenance and upkeep
- Quality between North Street and Fulbright Expwy
- Quality between Fulbright Expwy to city limits
- Parking lot appearance
- Signs and landscape

- Strongly negative
- Somewhat negative
- Neither negative nor positive
- Somewhat positive
- Strongly positive
**ASSESSMENT: SOUTH OF NORTH STREET**

**Physical Environment**

- Feel and character of the street: 93%
- Adequacy of street lighting: 83%
- "Curb appeal" of the street and its businesses: 62%
- Experience of traveling along College Ave: 55%
- Condition of surrounding neighborhoods: 70%
- Safety and security: 68%

**Economic Environment**

- Health of businesses: 91%
- Business variety and quality: 88%
- New investment and trends: 66%
- Availability of goods and services that I need: 65%
- Opportunities for new business and development: 61%
- Job creation: 51%
ASSESSMENT: SOUTH OF NORTH STREET

Transportation Environment

Aesthetic/Visual Environment

Ease of access to businesses
Traffic flow
Pedestrian environment, walkability, and access
Public transportation service
Bicycle accommodation
Traffic Safety

Safety and security
Property upkeep
Overall quality of Archibald Yell Blvd. section
Overall quality of Mill District
Overall quality south of MLK Jr. Blvd

Strongly negative
Somewhat negative
Neither negative nor positive
Somewhat positive
Strongly positive
**FREQUENCY OF BUSINESS VISITS**

North of North Street

- 71 (31.3%)
- 122 (57.6%)
- 3 (1.3%)
- 20 (8.7%)

South of Rock Street

- 56 (25.3%)
- 42 (18.3%)
- 43 (18.8%)
- 55 (24.0%)
- 1 (0.4%)

**PURPOSES OF VISITS TO 71B STUDY AREA**

- 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

<table>
<thead>
<tr>
<th>Purpose</th>
<th>North of North Street</th>
<th>South of Rock Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 or more/week</td>
<td>177 (46.7%)</td>
<td>120 (38.1%)</td>
</tr>
<tr>
<td>About 1/month</td>
<td>118 (30.4%)</td>
<td>118 (35.3%)</td>
</tr>
<tr>
<td>Occasional &lt; 1/month</td>
<td>128 (33.9%)</td>
<td>56 (16.9%)</td>
</tr>
<tr>
<td>Never</td>
<td>216 (54.7%)</td>
<td>48 (14.7%)</td>
</tr>
<tr>
<td>Question options</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**MOST IMPORTANT ASSETS FOR BUILDING 71B FUTURE**

- 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

**IMPROVEMENTS FOR A BETTER 71B**

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**Image and Services**

- Redevelopment of vacant and deteriorating buildings: 173
- Better linkage to Lake Fayetteville: 69
- Relocation or burial of overhead utilities: 67
- Reconstruction or improvement of infrastructure: 67

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Legend:
- Very important
- Somewhat important
- Neutral
- Somewhat unimportant
- Very unimportant
## IMPROVEMENTS FOR A BETTER 71B

### Development and Land Use

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neutral</th>
<th>Somewhat Unimportant</th>
<th>Very Unimportant</th>
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<tbody>
<tr>
<td>More new housing on and around the corridor</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reuse or development of large parking lots</td>
<td>26</td>
<td>11</td>
<td>6</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>New neighborhood commercial development along 71B</td>
<td>155</td>
<td>130</td>
<td>124</td>
<td>87</td>
<td></td>
</tr>
<tr>
<td>Major redevelopment of obsolete uses and buildings</td>
<td>57</td>
<td>57</td>
<td>11</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>More walkable development with gradual change away from auto-oriented patterns</td>
<td>47</td>
<td>18</td>
<td>15</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Reuse of underused property for new mixed uses</td>
<td>74</td>
<td>69</td>
<td>20</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Redevelopment of Northwest Arkansas Mall</td>
<td>87</td>
<td>69</td>
<td>20</td>
<td>9</td>
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</tr>
</tbody>
</table>

### Street Environment

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neutral</th>
<th>Somewhat Unimportant</th>
<th>Very Unimportant</th>
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</thead>
<tbody>
<tr>
<td>Green space/landscape buffers/trees along the street</td>
<td>169</td>
<td>76</td>
<td>41</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Comfortable, continuous sidewalks</td>
<td>73</td>
<td>67</td>
<td>62</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Better roadway lighting</td>
<td>79</td>
<td>79</td>
<td>62</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Better lighting at pedestrian level</td>
<td>62</td>
<td>62</td>
<td>30</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Better street appearance</td>
<td>75</td>
<td>75</td>
<td>68</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>Relocation of parking away from the streets</td>
<td>68</td>
<td>68</td>
<td>49</td>
<td>23</td>
<td></td>
</tr>
</tbody>
</table>
Continuous, comfortable pedestrian access, including improved pedestrian crossings

Better bicycle access including specific space for bikes on or off the street

Better connections to the trail system

Better pedestrian connections from the street to business entrances

Bus rapid transit

More frequent bus service

Modify travel lanes through Midtown and Uptown to accommodate all users

Modify travel lanes south of Downtown to accommodate all users

Major revision to traffic patterns, including a new street network to serve the study area

Reducing traffic speeds

Redesign of intersections like Rolling Hills, Sycamore, and Fulbright Expressway to function better for all users

More traffic signals to allow for additional pedestrian crossing and vehicle access

Increasing through traffic capacity

Very important

Somewhat important

Neutral

Somewhat unimportant

Very unimportant
The Visual Preference section of the survey presented a series of photographs of good design and corridor planning practices from around the country and asked respondents to rate them for their relevance to the 71B corridor.
This idea does not apply to 71B.

I find this interesting but I'm not sure.

This idea might have some merit.

This could be a very good idea for parts of 71B.
This idea does not apply to 71B

I find this interesting but 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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This could be a very good idea for parts of 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 954,000-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
The College Avenue/71B corridor is estimated to contain approximately 11.4 million square feet of retail space, including "general" freestanding retail uses such as restaurants, service, and automotive-related, reported by CoStar to encompass more than 9.0 million square feet of rentable space. The Fayetteville area contains approximately 3.6 million square feet of retail space, including "general" freestanding retail uses such as restaurants, service, and automotive-related, reported by CoStar to encompass more than 9.0 million square feet of rentable space. 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 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 online shopping has 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. 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 retail space, including "general" freestanding retail uses such as restaurants, service, and automotive-related, 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 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. The primary trade area for the northern portion of the corridor currently generate approximately 5.9 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

- 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.
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
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 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.

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 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 advantages are attractive 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.

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.

To engage in greater promotional activity.

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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.
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. By this standard, the current Northwest Arkansas Mall is not relevant.

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.

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.
- Adapting land use regulations to various markets associated with different parts of the site. For example, logical uses for the part of the site immediately adjacent to College Avenue (such as free-standing restaurants) will be different from those appropriate for the west edge of the site, where residential and mixed use urban development can take advantage of Greenway access and scenic qualities.

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<thead>
<tr>
<th>Potential Use Opportunity</th>
<th>Public Policy/Property Benefits</th>
<th>Needed Actions</th>
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<tbody>
<tr>
<td>Multi-family development</td>
<td>Contributes support for local restaurants, services, and restaurants; helps local employers attract and retain talent</td>
<td>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</td>
</tr>
<tr>
<td>Reuse vacant anchor/big-box buildings for office space</td>
<td>Contributes support for local restaurants, services, and retailers; provides job and income opportunities; contributes to demand for multi-family development; and occupies vacant space</td>
<td>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</td>
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<tr>
<td>Restaurant row in a highly-visible location such as long frontage of the Mall property with landscaping and signage</td>
<td>Generates day- and evening- traffic for Mall occupants; appeals to and supports office workers and multi-family households (and visitors)</td>
<td>Site planning, due diligence, marketing/user solicitation, evaluation, negotiation, selection; implement needed zoning/regulatory process and approvals</td>
</tr>
<tr>
<td>Expand Farmer’s Market and food truck gatherings on excess parking area</td>
<td>Generates day- and evening- traffic for Mall occupants; appeals to and supports office workers and multi-family households (and visitors)</td>
<td>Plan/research, organize, and implement; identify if public funding may be needed to facilitate feasible launch and ramp up</td>
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<tr>
<td>Proactively position and market sites on the Mall property for destination entertainment venues</td>
<td>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</td>
<td>Site planning, due diligence, marketing/user solicitation, evaluation, negotiation, selection; implement needed zoning/regulatory process and approvals</td>
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<tr>
<td>Fitness Facility</td>
<td>Generates day- and evening- traffic for Mall occupants; appeals to and supports office workers and multi-family households (and visit</td>
<td>Identify options for re-tenanting existing space and new development; marketing/user solicitation, evaluation, negotiation, selection; implement needed zoning/regulatory process and approvals</td>
</tr>
<tr>
<td>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)</td>
<td>Improve competitive strength and market responsiveness; reinforce other businesses and uses; replace some of the sales-tax lost from competitive obsolescence</td>
<td>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</td>
</tr>
<tr>
<td>Educational and cultural programming and uses and healthcare uses (see page 7)</td>
<td>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</td>
<td>Confer with institutional stakeholders; Plan/research, organize, and implement; identify if public funding may be needed to facilitate feasible launch and ramp up</td>
</tr>
<tr>
<td>Hotel Use (see page 7)</td>
<td>Supports and reinforces office, retail, restaurant, and entertainment uses; generates tax revenue</td>
<td>Market research, feasibility analysis; site planning, due diligence, marketing/user solicitation, evaluation, negotiation, selection; implement needed zoning/regulatory process and approvals; likely to be residual use, later in sequence of redevelopment and reuse</td>
</tr>
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</table>
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 remedy 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.” A competing philosophy, “Landscape Urbanism,” was presented as a 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 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.

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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, open endedness and negotiation.

- Congress for the New Urbanism

- James Corner
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 7IB – 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.

### THE STRIP AS AN OPPORTUNITY

Corridor Urbanism considers some of the intrinsic characteristics of the strip as the keys to making it a successful and sustainable environment. The 7IB study area, like most other long commercial corridors, uses land inefficiently, and the amount of its total area that is actually in its intended primary use (that is housing human enterprise and activity rather than the movement and storage of cars) is actually very small. On the other hand, the environmental footprint of the corridor is very high. Its current single-use zoning and transportation access are completely dependent on motor vehicles. Some of the operational aspects of the corridor, such as traffic delays at intersections and a lack of landmarks that often causes even local users to miss their destinations and double back through parking lots at slow speeds, also place cars in their least efficient mode. And large paved areas increase the volume and speed of urban runoff and increase impacts on the flow and water quality of the creeks and greenways that cross and parallel the corridor.

Yet the corridor’s features and even some of its problems can also help evolve it into an urban environment with greater vitality and lower impact. Specifically:

- **Business and destination mix.** Even if they are dispersed and separated from one another, the eating and drinking places, shops, churches, schools, service businesses, medical facilities, and offices are precisely the destinations that people want to live near.
- **Underused land.** The unnecessarily large parking lots, unused spaces between free-standing buildings, obsolete structures, vacant land, and underutilized sites, grouped together, present major opportunities for new and different development and connections.
- **Integral open space.** Flood-prone areas that cross the corridor and the major greenways, parks, and trails around it provide create unique possibilities for using large and small urban open spaces to catalyze new, higher-density growth.
- **Street width and area.** The wide street right-of-ways and space-intensive intersections and interchanges that now tend to separate parts of the corridor from each other can be re-imagined as bridges rather than barriers.

### CORRIDOR URBANISM AS AN APPROACH

The idea of Corridor Urbanism synthesizes different points of view and alternative futures that were expressed during the 7IB planning process to take advantage of these opportunities. 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 7IB 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-sizing of sidewalks, landscaping, and monument signage along North College Avenue. Above: Transit City Scenario, 2030, University of Arkansas Community Design Center. Both solutions have individual merits. Corridor Urbanism is designed to synthesize the realism of the former with the vision of the latter.
The 71B corridor will always be a regional highway and that is its main function. Development along it will be oriented to automobile travel. Improvements along the corridor should reduce or eliminate congestion, increase safety, and improve the motorist experience.

The 71B corridor should be a high density, high-rise, primarily mixed use development, designed primarily for movement by active modes: walking, biking, transit. It should be totally re-imagined as a high-density urban environment served by a web of local streets, absorbing a substantial percentage of the city’s projected growth.

CORRIDOR URBANISM
A pragmatic synthesis

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.”
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 corridor’s character can generate 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, a principal goal of Fayetteville’s comprehensive plan, 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.

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.

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 of various densities, and housing adds neighborhood character generally lacking in single-use commercial strips. Further, when 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.

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.

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 “scooterizing”) 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.

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 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.

Corridor Urbanism on 71B. This diagram describes how the major principles of Corridor Urbanism combine to create a more economically and environmentally sustainable 71B. Components include mixed use infill with a major residential component on underused land and excessively large parking lots; a network of secondary circulators and access roads to serve local traffic and expand points of orientation; access management; high density nodes at key intersections; an improved functional and aesthetic street environment; and a continuous system of shared use paths connecting everything together.

It bears repeating the building a resident population is a key unifying priority of this plan. And, conversely, active and diverse retail, service, and hospitality businesses, combined with quality residential development, can transform College and South School into great neighborhoods. The illustrative plans displayed in the next chapter envisions development of up to 3,000 new residential units along the 71B study corridor.
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 frameworks: 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 predecessor facilities developed as the primary transportation route through Northwest Arkansas, connecting its communities and becoming its primary artery for commerce. Appropriately, concepts for a future multi-modal, urban corridor start with the supporting transportation structure. The transportation system analysis in Chapter Two suggested that many of the functional and safety problems along 71B, and primarily the College Avenue segment, stem from a dependence on this single corridor for regional, intra-city, and local movements. This is largely caused by the lack of a web of connecting streets to provide alternatives for moving to, through, and around the corridor.

OVERALL STRATEGIES

The overall Transportation Framework, then, proposes the following strategies:

- Developing a street network that complements North College Avenue and to a lesser degree South School Avenue. This provides alternative routes for local circulation, helping to reduce congestion, traffic conflicts, and potentially crashes along the street and at major intersections.
- Managing access along the corridor and reducing the number of driveway cuts and turning conflicts. Techniques to retain good local access include building alternative routes, providing more public street intersections to replace curb cuts and improve user orientation, and establishing shared access points with better interconnections among existing parking lots and driveways.
- Modifying street sections along 71B itself to improve pedestrian and in some cases bicycle access, calming traffic where needed, and “right-sizing” segments of the corridor to be more consistent with actual traffic volume.
- 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 the regional trail system, including the Razorback Greenway and the planned Sublett Creek Trail.

Enhancing public transportation for local access and accommodating a future 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 on the following components, illustrated in the Access Framework Maps on successive pages.

71B Main Line

This is the main South School/Archibald Yeell/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 Yeell segment. The North College segment between North and Millsap would retain four through lanes with a raised median or a two-way center turn lane, depending on specific contexts and access needs.

New Circulator/Collector Streets

New street segments can complete new routes to reduce local and turning traffic on College. Some of these new connections would also serve new development areas. The most important and promising of these is combining Appleby Drive and an extended Plainview Avenue to create a north-south parallel route. This new route establishes a new public street through the existing Fiesta Square parking lot and would ultimately connect across the Fulbright Expressway to Mall Avenue. Rolling Hills Drive would intersect to this new street with a roundabout within the current Fiesta Square site. Connections of Longview, Masonic, and Harold west to the new Plainview connection completes an effective circulation grid to relieve local traffic on College. Realignments of Masonic and relocation of the traffic signal to the south can provide a better western access for the Whole Foods center, and increase the distance between signals at Millsap and Masonic. Extending North Front south to Harold Street with future redevelopment relieves the lack of an outlet for Millsap east of College and provide a circulator route for businesses and development on the east side of College Avenue.

Existing Circulator and Collector Streets

These existing streets either complement South College or 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 can provide routes for local traffic with better connectivity. For example, Villa Boulevard and Plainview parallel College could help relieve local traffic on College. But Villa’s angle of intersection with College is very acute and is currently closed and Plainview is discontinuous. Sunbridge, Drake, Appleby, Rolling Hills, Harold, Longview, and Millsap all connect to the College corridor from the west and east. However, these streets sometimes have offset intersections or lack connections to other functional streets. As a result, this part of the corridor still depends on College for both local and regional circulation.

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 Yeell/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 upgrading the existing sidewalk on at least one side of Archibald Yeell. Beyond sidewalks...
on the main line itself, 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, and other low-impact personal mobility devices. These paths 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 connect the corridor and proposed development to the regional Razorback Greenway and the Mud Creek, Town Branch, Cato Springs, and future Sublett Creek Trails. Ultimately, these links will produce continuous paths that connect future residents along the corridor to its commercial and community destinations.

### 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 the Old Missouri/Old Wire Road system on the east. Experimental protected bike lanes through Fiesta Square and along Rolling Hills were installed in 2018 and their performance is being evaluated. The east-west Poplar Bikeway is currently a signed, shared roadway connecting the Razorback Greenway, College Avenue, and the future 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 intersections also provide opportunities for placemaking and higher-density development. Potential 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 Millsap. 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, which has recently been enhanced with new vehicles and more frequent service. A 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), BRT station planned for construction on Omaha’s central Dodge Street corridor. This system is scheduled to begin service in 2020. Townships, Millsap, Rolling Hills, and Zion Road. These stops should also include trail connections for people using active modes to connect to the rapid line.
SOUTH CORRIDOR FRAMEWORK: CATO SPRINGS TO ROCK STREET

71B Main Line
• Converting 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. On-street parking may be included as required by adjacent redevelopment.
• Implementing the recommendations of the Fayetteville Mobility Plan, which suggest converting Archibald Yell to a three-lane section with improved pedestrian and bicycle access. Installing a traffic signal at the South Street.

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 that may include new research center access to South School, an access loop between Salvation Drive and 13th Street, a continuation of 13th Street east of South School, and an 8th Street connection between Church and School.

Intersections
• Improved pedestrian crossings at Cato Springs Road and 11th Street, including a refuge median at 11th to complement existing trail crossings and provide direct access to the existing commercial strip center.
• Installing a signal at South Street and Archibald Yell.
• Redesigning the Archibald Yell/College/Rock intersection to separate conflicting movements and create a safer pedestrian environment.

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.

Active Transportation Features
• Continuous sidewalks or sidepaths on South School.

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 6.1: South School/Archibald Yell Framework Components

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

Shaded rows indicate projects that require redevelopment.
South School section
South School currently provides two lanes in each direction with a continuous two-way turn lane within two sections: a 60-foot width north of Town Branch Creek, increasing to 64 feet south of the creek. Traffic volume on this part of the corridor can be accommodated by a three-lane section and both this plan and the Mobility Plan recommend this lane reallocation. Several alternatives exist for using the balance of this street channel. These alternatives include 7-foot directional protected bike (or mobility) lanes with a 5-foot buffer (illustrated above) and a 10-foot two-way protected mobility track with a 6-foot buffer and an 8-foot shoulder on the opposite side (illustrated at right). This shoulder could be used for for right turns or even on-street parking if the need emerged with adjacent redevelopment. The 64-foot section can accommodate on-street parking on both sides with a reduction in the buffer to an acceptable 3-feet. The mobility track in both options is adjacent to the west side curb. The separation between travel lanes and the bicycle facility may be accomplished by parking, a painted buffer, bollards, planters, or a raised median.

The concept section also includes a desirable 6-foot sidewalk with a typical 6-foot sidewalk on the west side with an 8 to 10-foot sidepath on the east side for best access to Walker Park and adjacent regional trails.
64-foot Road Channel with Protected Two-Way Bicycle (Mobility) Track and 2-Sided Parking

South School perspectives
Right: Rendering of section with buffered directional bike (mobility) lanes. Far right: Preferred concept with two-way cycle track on west side of street and parking shoulder, with sidepath on east side. The separation between travel lanes and the bicycle facility may be accomplished by parking, a painted buffer, bollards, planters, or a raised median.
MIDTOWN FRAMEWORK: NORTH TO TOWNSHIP

718 Main Line

- Maintenance of two travel lanes in each direction 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 Drive 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 sidewalk; short-term solution would use 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.”

NORTH TO TOWNSHIP FRAMEWORK COMPONENTS

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1</td>
<td>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.</td>
</tr>
<tr>
<td>2</td>
<td>Upgraded pedestrian crossing and potential BRT station.</td>
</tr>
<tr>
<td>3</td>
<td>Interior street with Evelyn Hills redesign.</td>
</tr>
<tr>
<td>4</td>
<td>Extension of Memorial Drive as rear service street with future redevelopment.</td>
</tr>
<tr>
<td>5</td>
<td>Continuous shared use path, serving residential redevelopment and connecting to Poplar Bikeway.</td>
</tr>
<tr>
<td>6</td>
<td>Path connection to Gregory Park.</td>
</tr>
<tr>
<td>7</td>
<td>Connecting street between Evelyn Hills north service road and Sycamore Street with future redevelopment.</td>
</tr>
<tr>
<td>8</td>
<td>Proposed Sublett Creek Trail</td>
</tr>
<tr>
<td>9</td>
<td>Sycamore Street node. Redevelopment possibilities on northeast and southwest quadrants.</td>
</tr>
<tr>
<td>10</td>
<td>Redesign of Green Acres intersection to 90-degree alignment, green space, and possible redevelopment.</td>
</tr>
<tr>
<td>11</td>
<td>Extension of Sublett Creek Trail to connect to Poplar Bikeway and extend north to Township behind existing and future development.</td>
</tr>
<tr>
<td>12</td>
<td>Upgrade and signal installation at Poplar Street.</td>
</tr>
<tr>
<td>13</td>
<td>Shared use path and greenway along drainage to Colt Square, connecting back to Township.</td>
</tr>
<tr>
<td>14</td>
<td>Colt Square Drive connection to College</td>
</tr>
<tr>
<td>15</td>
<td>Colt Drive connection to College</td>
</tr>
<tr>
<td>16</td>
<td>Township intersection node with upgraded pedestrian crossing and potential BRT station.</td>
</tr>
<tr>
<td>17</td>
<td>Improved Poplar Bikeway to Razorback Greenway</td>
</tr>
</tbody>
</table>

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’s signalized intersection provides relatively good pedestrian access to the VA Campus. A high visibility crosswalk would provide a safer connection to Evelyn Hills. Memorial Drive also has less turning traffic than North Street, the other primary station location candidate for this general area.

- Township Road is a central location and a intensely developed College Avenue Concept.

Midtown Street Section

The typical right-of-way width in the Midtown segment is 80 feet.
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 rapid transit (BRT) and right turn only turnout lanes; and a rendering of the Township intersection. A bus turnout lane can provide room for transit to bypass a traffic queue and to control the signal at this location. This provides the BRT with a distinct time advantage over automobiles at busy intersections. Intermediate medians and a wide nose at the center median provide pedestrian refuges that break up the width of the street. A greater orientation toward transit, substantial residential development along and adjacent to the corridor, and increased use of active transportation modes could lead to a future reconsideration of the nature of College Avenue that could ultimately include enhanced transit such as light rail and more intensive development at intersections like this one. An alternative concept would place the transit stop in the outer travel lane. This avoids the increase in pedestrian crossing distance but places the BRT in the line of regular traffic, eliminating its potential time advantage at intersections.
UPTOWN FRAMEWORK: TOWNSHIP TO MILLSAP

71B Main Line

- Maintenance of two travel lanes in each direction 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 with access management to reduce and align driveway cuts and 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 Millsap, 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 can then connect to a realignment of the North Front intersection at Millsap, 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 development areas.

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

NORTH TO TOWNSHIP FRAMEWORK COMPONENTS

| 11 Interior street continuity with redesign of office and retail developments north of Rolling Hills, with connection to fu-ture 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 Millsap 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 de-velopment 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 Millsap to Masonic, complet-ing 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 Millsap intersection.

- With redevelopment, a circulator link between Township Road and the Sunbridge 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 paralleling College on both sides and to accommodate pedestrians, bikes, e-bikes, scooters, and other low-impact mobility 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 Sunbridge, Rolling Hills, Masonic, and Millsap.
- 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)](image-url)
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: MILLSAP TO LAKE FAYETTEVILLE

71B and Fulbright Expressway Main Lines and Interchange

- 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 of the concept presented here, which is subject to further study and operational modeling, are described here below.

- 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 reducing queuing issues on College Avenue’s northbound inner lane resulting from 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 significant traffic conflict problems at the transition between a freeway environment and the College and Millsap intersection.

- 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 Millsap, and continues across the Fulbright as Mall Avenue. This increases use of the collector as a north-south traffic distributor, relieving College and opening a second significant development corridor.

- Resolution of the Shiloh/Mall Avenue intersection with a roundabout. This can resolve a conflict with an at-grade Fulbright intersection and adjacent Shiloh Drive that provides access to Target and other retail destinations. This three-point roundabout would be fed in part by a dedicated right turn lane exiting the westbound flyover. The intersection with proper refuge medians can also connect a proposed shared use sidepath along 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, with a five-lane or four-lane divided section with a standard width median with left-turn pockets. This eliminates the ambiguity of the current 40-foot center turn lane 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.

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.

<table>
<thead>
<tr>
<th>MALL DISTRICT: Millsap to Lake Fayetteville Components</th>
<th>13</th>
<th>Alignment of North Front and Frontage Road intersections with Joyce Boulevard.</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>Possible redesign of Joyce Boulevard intersection with grade separated through lanes and slip lanes for local access from College to Joyce.</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Mall Avenue with shared use sidewalk to NW Arkansas Mall</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Redesigned peripheral street at Mall site with urban section, street landscaping, and sidewalks with future Mall mixed use redevelopment.</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>BRT stop at Zion Road. The Joyce Boulevard intersection may be considered as an alternate location.</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Consolidation of College Avenue lanes on west side of travelway, reducing paved area and improving entrance to Lake Fayetteville.</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>East side College Avenue trail connection to Mud Creek Trail</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Existing Mud Creek Trail, with new shared use path connection to trail legs along N. Front.</td>
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</tr>
<tr>
<td>21</td>
<td>Local path along drainage corridor and Remington Court to Shepherd Lane</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Peripheral shared use path and walkways along redeveloped periphery of Mall.</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Direct trail connection from Mall trailhead to Mall building</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Existing Razorback Greenway underpass to Lake Fayetteville</td>
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<tr>
<td>25</td>
<td>Connection to existing path link to Lake Fayetteville and Greenway via Zion Drive shared use path</td>
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Shaded rows indicate projects that require redevelopment.
• 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 Millsap would be relocated to the east, providing more distance from the College and Millsap 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 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 provides a short- to medium-term termination of the Sain-Vantage connector with a roundabout at North Front, with better local street connectivity and intersection relocation. 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.

• 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 proposed link 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 the elevated section of College. At present, traffic bound from the east side of College to retail destinations on the west side must use the flyover. This link provides an alternative east-west link to businesses and development on both sides.

Private Connected Circulation
• Private drives using right-of-ways vacated by North Front intersection relocation.
• Upgrade of the peripheral drive around Northwest Arkansas Mall to an interior urban street as part of a redevelopment program to develop surplus parking area with mixed use development.

Regional Shared Use Trail Connections
• Connection of proposed trails, some of which use vacated portions of the interchange, linking the College/71B corridor to the Razorback Greenway and Mud Creek Trails. Components are described below.
• 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 Millsap, 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.

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 side of the intersection: probably south at Zion or north at Shepherd.

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.

The 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 larger Rogers commercial 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 probability of converting some current commercial land to residential occupancy during this period.

3. The analysis of Chapter Two shows that building coverage percentage throughout the 71B corridor is very low and parking and impervious coverage are very high. Larger commercial developments, including existing strip development, were designed with parking ratios that were based on highly seasonal loads and are rarely achieved, today around Christmas. Other smaller developments paved their sites as a low-maintenance default option, inefficiencies caused by lack of connection to neighboring sites, and/or inefficient site design. All of these provide opportunities for more efficient use of real estate.

4. Transportation preferences in Fayetteville and elsewhere are likely to evolve during the next twenty years. Bicycle transportation, already a significant travel mode in the city, may increase with the introduction of e-bikes, bringing cycling within the physical 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, while the effect of electric and autonomous vehicles on urban land needs is uncertain. 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. 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 demand for greater land efficiency, higher densities, and higher value to land area ratios. The resulting 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 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 average 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 an average net density of about 12 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 16 to 24 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 obsolete 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 often create more commercial than the market supports and require either additional 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. Some locations have characteristics such as views, surrounding activities and assets, or urban design qualities that make taller buildings appropriate.

- Contemporary retail or commercial. Relatively recent (typically post 2000) development with landscaping and site design standards that do not require short-term 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, and reducing unnecessary parking to be more consistent with normal demand rather than extremes.

- 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.
**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, and possibility of future on-street parking as required by redevelopment.

### Research Segment: Cato Springs to Town Branch
- Execution of Research Park master plan
- Village concept for temporary housing around 7hills Center.
- New multifamily development.
- Trail link between Cato Springs Trail and Town Branch Trail

### Walker Park District: Town Branch to 11th
- Southgate redevelopment including commercial and residential redevelopment on shopping center and surrounding blocks.
- 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, including planned redevelopment of the Co-op property.
- Locust Street infill
- Trail-related townhomes
- Improved 7th and 9th Street cross access
- Right-turn only lanes at MLK
- Preservation of key commercial assets

### 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
- Signal and pedestrian crossing and Arts Cluster at South Street
- Redesigned College and Rock intersection

### SOUTH FAYETTEVILLE DEVELOPMENT FRAMEWORK: Cato Springs to Rock Street

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>University of Arkansas Research campus master plan implementation, with future expansion to South School</td>
</tr>
<tr>
<td>2</td>
<td>Multifamily residential to support research campus</td>
</tr>
<tr>
<td>3</td>
<td>Cottage or &quot;tiny house&quot; housing for temporarily homeless households/families near 7hills service center</td>
</tr>
<tr>
<td>4</td>
<td>Ozark Steel with improved buffering and access</td>
</tr>
<tr>
<td>5</td>
<td>Shopping center site redevelopment, maintaining viable existing businesses</td>
</tr>
<tr>
<td>6</td>
<td>Commercial infill, maintaining key neighborhood retail</td>
</tr>
<tr>
<td>7</td>
<td>Commercial maintenance and infill on South School frontage, medium density residential adjacent to trail and Walker Park</td>
</tr>
<tr>
<td>8</td>
<td>Commercial enhancement</td>
</tr>
<tr>
<td>9</td>
<td>City Lumber site enhancements and buffer landscaping</td>
</tr>
<tr>
<td>10</td>
<td>Medium-density residential infill development</td>
</tr>
<tr>
<td>11</td>
<td>Mixed use with multifamily emphasis</td>
</tr>
<tr>
<td>12</td>
<td>Commercial infill and site improvements, including landscape and reduction of paved area</td>
</tr>
<tr>
<td>13</td>
<td>Existing contemporary multifamily residential (Varsity House)</td>
</tr>
<tr>
<td>14</td>
<td>Site enhancements and access management of existing industrial use</td>
</tr>
<tr>
<td>15</td>
<td>Multifamily with existing commercial/restaurant frontage on School, improved parking</td>
</tr>
<tr>
<td>16</td>
<td>Mixed use redevelopment of the Co-op site. Future site enhancement with infill commercial on corner.</td>
</tr>
<tr>
<td>17</td>
<td>Commercial maintenance and infill on School frontage, medium-density residential on Locust St infill sites</td>
</tr>
<tr>
<td>18</td>
<td>Contemporary retail. Improved site plan with upgraded pedestrian access from street.</td>
</tr>
<tr>
<td>19</td>
<td>Mill District buildings. Infill street-oriented commercial along School frontage or maintenance as a public space</td>
</tr>
<tr>
<td>20</td>
<td>Contemporary medium-density residential, commercial adaptive reuse possible at corner</td>
</tr>
<tr>
<td>21</td>
<td>Existing neighborhood commercial with shared site access and coordinated parking plan.</td>
</tr>
<tr>
<td>22</td>
<td>Medium density residential, with gradual redevelopment continuing development precedent along 5th Street</td>
</tr>
<tr>
<td>23</td>
<td>Medium density residential infill and spot redevelopment on open or distressed sites along Archibald Yell. Focus on southeast corner of South Street</td>
</tr>
<tr>
<td>24</td>
<td>Single-family conservation and infill, continuing current development patterns</td>
</tr>
<tr>
<td>25</td>
<td>Existing multifamily</td>
</tr>
<tr>
<td>26</td>
<td>Key neighborhood business with improved pedestrian access to and through the site</td>
</tr>
</tbody>
</table>
Urban Nodes with higher permitted density
Intersection amenities and placemaking improvements
Existing Buildings and Establishments

New mixed use/commercial/high-density residential

Medium Density Residential

Small lot single family

Future Research Center Buildings

Cato Springs

15th St

13th St

11th St

South St

Martin Luther King Dr

Ozark Steel City Lumber

New family 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.

New Beginnings. Bridge housing project to serve unsheltered people, developed by Serve NWA.

A “tiny house” concept providing housing for temporarily homeless households or households in need of a permanent supportive setting. This could benefit from a location adjacent to Hills Center. Improved buffering should be developed around Ozark Steel, with trail connection running through buffer.

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.

Southgate redevelopment area. 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.

Path connection. A path and new creek bridge could connect the South School corridor to the Razorback Greenway and Walker Park.

Co-op site. Comprehensive mixed use redevelopment with multifamily and commercial components, including adaptive reuse of some existing buildings and site plan features that allude to the project’s history. Connections provided to adjacent regional trails.

See inset of this development area on pages 99 and 100.

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, signalized South Street intersection, and revision of Archibald Yell section.

Infill townhomes. Locust Street townhomes, with infill on residential street. Commercial infill on School Avenue frontage.
Food and Shelter Village, Norman, OK

Housing “Village” for Temporarily Homeless Households

Homelessness is a significant challenge in the South Fayetteville part of the study corridor, but it encompasses different people with different needs. The interfaith 7hills has established a Day Center along South School that provides support services including 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 units for individuals and families in townhouse and efficiency apartments. Serve NWA’s New Beginnings project, under development in 2019, addresses the needs of unsheltered people by providing bridge housing with supportive services to help them on the path to permanent settings.

But others, including households with children, are temporarily homeless because of financial emergencies, domestic abuse, gentrification, and increasing housing costs. An interesting physical development model to address these needs 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 and appears highly relevant to this need in Fayetteville. It also provides a place for families to live on a short-term basis while other, more permanent housing is developed.

Focus on Southgate

The Southgate area, between Town Branch Creek and approximately 11th Street, merits a special focus because of the substantial new development opportunity that it presents. While most of the 71B corridor involves evolutionary change on opportunity sites, this area’s underutilized or vacant land encourages a more aggressive, redevelopment-oriented approach. Such an approach also complements the major changes taking place in the Mill District, improvement efforts in the Walker Park neighborhood, and the continued growth of the University of Arkansas research campus. A key early initiative would be redevelopment of the under-occupied Southgate shopping center. In the concept, the vacant IGA grocery store, most of which is in the Town Branch Creek floodplain, would be demolished and replaced by a multi-family building with parking at grade (or floodplain) level. The iconic Mountain Man store would remain with improved parking and overall environment. A contemporary but vacant bank building would be reused, with a new mixed use building defining the 15th Street corner and more residentially scaled apartments lining the east side of the site.

The following pages illustrate the continuation of this redevelopment approach toward the Mill District. New development focuses on sites with low use and the concept maintains and enhances many existing buildings and business establishments. Existing salvage yards north of 15th Street would gradually be replaced with new commercial development and a medium-density 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. Parking and pedestrian access are improved to important existing neighborhood businesses.
Southgate Development Area Concept: Town Branch Creek to 11th Street
**Southgate Plan Elements**

- **South School redesign.** Includes cycle track on west side, parking lane on east side in 60-foot section.
- **Bank building reuse.**
- **New multi-family over at-grade parking.** The parts of the existing IGA building in the floodway and floodplain would be demolished.
- **Three-story walk-up multi-family oriented toward entryways.**
- **New mixed-use building with corner orientation.**
- **Parking lot redesign.**
- **Southgate Redevelopment.**
- **Residential over parking.** Some street level retail may be included.
- **Commercial.**
- **Townhomes with family-oriented features including yards.**
- **Residential over parking.** Some street level retail may be included.
- **Commercial.**
- **Office or trade commercial.**
- **Detached townhomes.**
- **Townhomes with family-oriented features including yards.**
- **13th Street Greenway.** New creek bridge and trail connection to South School.
- **Vaughn Recycling.** Improved screening and building upgrades.
- **New circulation drive.** Includes path bridge and connection to Greenway.
- **City Lumber.** Site and circulation improvements.
- **11th Street.**
- **13th Street.**
- **15th Street.**
- **19th Street.**
- **Walker Park.**
- **Razorback Greenway.**
- **Town Branch Trail.**
- **Town Branch Creek.**
- **12th Street Greenway.**

**Existing Mountain Man Store.**
Aerial perspective looking northeast. View illustrates scale of potential buildings with their relationship to surrounding neighborhoods, Walker Park, and existing development.
View looking south with City Lumber and existing commercial center (including Rick’s Iron Skillet) in foreground.

Looking north from north edge of City Liquor site.

Internal street through Southgate multi-family and townhome community includes a path that would link these new residential areas to Walker Park over a new creek bridge and to the Walker Park Trail.

Looking toward possible redevelopment of the existing Southgate shopping center.
FIGURE 6.X: South Fayetteville Development Framework: Cato Springs to Rock Street

VA Hospital campus with improved pedestrian access to College

Adaptive reuse of iconic motel by the Fayetteville Housing Authority to provide affordable housing for veterans. Possible commercial infill at corner

Existing commercial/office uses

Gregory Park with path links to College and surrounding uses

Evelyn Hills upgrade with improved parking and circulation design. Possible future higher-density mixed use development on College and on north side of lot

Contemporary commercial

Medium density residential along internal street

Medium density or small-lot single family

Mixed use with multifamily emphasis, commercial on direct College frontage

Existing contemporary commercial

Mixed use development with street-level commercial emphasis at intersection, high-density residential away from the street

Existing medium density residential

Existing primarily single-family residential neighborhoods

Existing contemporary commercial with possible infill

Multifamily with existing commercial/restaurant frontage on College, improved parking

Commercial maintenance and occasional infill, including preservation of historically important mid-century motel on College

Mixed use development with multifamily emphasis on Poplar node

Possible street-oriented commercial with potential for upper level residential or maintenance of existing commercial using surplus parking in place of street yard parking.

Restaurant District segment, maintaining individual buildings and providing shared pedestrian and driveway access, thematic streetscape, interconnected drives, and shared parking where possible

Commercial maintenance, with potential reuse of excess surface parking.

Neighborhood greenway and park along drainage corridor

Mixed use residential, with residential over parking and retail

Township Node, maintaining existing contemporary commercial with improved links to future BRT station
Urban Nodes with higher permitted density

Intersection amenities and placemaking improvements
Hi-Way Inn. Redevelopment of mid-century motel for affordable housing for veterans by the Fayetteville Housing Authority. With modification of street, sidewalk continuity to North Street. Possible infill commercial at North Street intersection, with access coordinated with Hi-Way Inn affordable housing 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 garage-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 site and adjacent to planned Sublett Creek Trail. Resident parking provided at grade under residential buildings.

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.

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. Site design should include an amenity that also expands stormwater management capacity.

Neighborhood green. Neighborhood green space in 100 year floodplain area, with west-side trail, playground, and other passive recreational features. Connection to Restaurant District businesses. Design of this space should provide improved stormwater management along an existing drainage corridor.

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.

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.

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.

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.

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

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

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Evelyn Hills development concept in phases. An initial development phase (above left) would include redesign of the parking lot for greater efficiency, clearly circulation, and much better pedestrian connections between the College and Memorial Drive intersection and the main shopping center. Existing free-standing pad buildings would remain in place, while a new mixed use building with parking accessed from below would anchor the north end of the strip. A later phase (above right) anticipates reduced parking demand and increased emphasis on transit-oriented, street-defining mixed use development. New mixed use residential/commercial buildings with up to three residential stories over retail and parking would line the street, with an additional structure defining a proposed public green closer to the historic center. A pass-through gateway through this new building would emphasize a direct connection to the street.
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 residential development. It also provides an opportunity for a neighborhood amenity that can address stormwater management.

Restaurant District. Interconnection of parking lots and connections between restaurants can help this collection of unique restaurants gel into a special district. Thematic graphics, common areas for outdoor dining, and cooperative marketing can further define the district’s identity and brand recognition.
**FIGURE 6.X: Midtown Development Framework: Cato Springs to Rock Street**

<table>
<thead>
<tr>
<th>Figure Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Existing contemporary commercial</td>
</tr>
<tr>
<td>2</td>
<td>Commercial infill</td>
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<td>3</td>
<td>High-density mixed use, typically residential over parking with limited commercial</td>
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<tr>
<td>4</td>
<td>Medium density and small lot single-family residential</td>
</tr>
<tr>
<td>5</td>
<td>Commercial maintenance and enhancement</td>
</tr>
<tr>
<td>6</td>
<td>Existing trade commercial and light industrial, infill possibilities and conversions to maker-space</td>
</tr>
<tr>
<td>7</td>
<td>High-density mixed use, typically residential over parking with limited commercial; preserves iconic miniature golf</td>
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<tr>
<td>8</td>
<td>Commercial enhancement with access management and landscape</td>
</tr>
<tr>
<td>9</td>
<td>Commercial enhancement with mixed use infill</td>
</tr>
<tr>
<td>10</td>
<td>Commercial enhancement with improved coordinated site design</td>
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<tr>
<td>11</td>
<td>Fiesta Square upgrades with parking lot redesign and “right-sizing” and increasing efficiency of parking</td>
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<tr>
<td>12</td>
<td>Mixed use development along Fiesta Square frontage along College, including Appleby to Plainview connection</td>
</tr>
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<td>13</td>
<td>Medium density residential</td>
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<tr>
<td>14</td>
<td>Commercial enhancement and infill</td>
</tr>
<tr>
<td>15</td>
<td>Site and circulation enhancement of multi-building retail and office building group</td>
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<tr>
<td>16</td>
<td>Site and circulation enhancement with commercial infill</td>
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<tr>
<td>17</td>
<td>Medium density residential</td>
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<tr>
<td>18</td>
<td>Commercial enhancement with increased public exposure of auto dealership with Plainview extension</td>
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<tr>
<td>19</td>
<td>Multifamily residential group</td>
</tr>
<tr>
<td>20</td>
<td>Commercial enhancement with access management</td>
</tr>
<tr>
<td>21</td>
<td>Commercial enhancement with possible expansion across Longview Street. Buffering against residential uses</td>
</tr>
<tr>
<td>22</td>
<td>Commercial enhancement through common site design</td>
</tr>
<tr>
<td>23</td>
<td>Redevelopment of under-occupied commercial center with mixed use development, with residential/commercial balance</td>
</tr>
<tr>
<td>24</td>
<td>Small lot single-family buffer</td>
</tr>
<tr>
<td>25</td>
<td>Contemporary commercial center (Whole Foods), enhanced with site design and alternative preferred access with College and Plainview routes</td>
</tr>
<tr>
<td>26</td>
<td>Office/commercial infill</td>
</tr>
<tr>
<td>27</td>
<td>Contemporary commercial/office development, site design enhancements</td>
</tr>
</tbody>
</table>
Urban Nodes with higher permitted density
Intersection amenities and placemaking improvements
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.

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 from 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 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.

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.

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

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.

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 green space with street-defining buildings.

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 Millsap 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. These views, looking to the northeast over the main Fiesta Square building, illustrate different phases of the property's potential development. An initial phase (above left) shows the new connection of Appleby Road and Plainview Avenue, the south end of a west-side collector that follows Plainview north to Millsap and eventually across the Fulbright Expressway to the Mall. In addition to improving circulation, this new street creates an opportunity for mixed use development at town center scale. It in turn frames the entrance to Fiesta Square and produces a 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, extending walkways along the existing center to College. Street oriented buildings would be developed in this initial stage between College and the Appleby-Plainview connection. Development may provide space for a future BRT stop with station at Rolling Hills entrance.

A later phase (above right) adds a row of mixed use buildings along the west side of the new street, giving it the two-sided enclosure and feel of a major urban street while maintaining substantial surface parking to serve Fiesta Square. The Plainview connection north opens up other sites to primarily office and residential development, improving access to Washington Regional Hospital and providing land to satisfy a larger part of regional housing demand in or near the 71B corridor.
MALL DISTRICT
MILLSAP 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
- Modification of North College, consolidating travel lanes on west side of highway, converting east side from roadway to greenway

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

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

Intersection amenities and placemaking improvements
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 is 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 several new development sites by removing dead ends.

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 Millsap, including Christian Life Cathedral.

TRail and greenway connections. T-intersection of Fulbright east-bound 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 medical complex and offices along Millsap.This area also provides a significant stormwater management opportunity.

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 the Mud Creek Trail.

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.

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.

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 functional connection.
Mall redevelopment concept. In this concept, the Mall’s peripheral drive would be moved inward toward the main building and redesigned as a city street. The drive relocation opens sites for residential buildings with some street level retailing. Parking would be provided on the lower levels, served by ramps on the back side of the apartment blocks. The site affords excellent views of the forested hills and creek to the west, and has direct access to the Razorback Greenway.
PLACEMAKING AND PUBLIC ART

As stated earlier, creating distinctive urban places along the 71B corridor is important to the overall concept. This strategy has important environmental, economic, functional, and image-building dimensions. A high-quality physical environment helps transform a commercial corridor into an attractive place to live, while an improved image builds the corridor as a destination that attracts customers and builds business. Placemaking improvements also help users orient themselves along the street, improving its user experience and overall ease of use. Public art has a proven role to play in the process of creating places and should be a major part of the development of this corridor. The adjacency of the corridor to both the developing Arts Corridor and the University of Arkansas art department facilities provides the special opportunity to bring environmental art into a high-traffic public realm. This section is by no means a comprehensive plan for public art but is intended to open discussion on the value of a unified, contextual program for this highly public corridor. It identifies six specific types of art installations:

**Subdistrict gateways.** These define the edges and themes of identifiable districts along the street, such as the research campus and Mill District along South School and the Restaurant District along College north of Township.

**Urban intersections.** These installations would help define major intersections along the way, including such locations as the MLK and Rolling Hills intersections. At special intersections such as bus rapid transit stops, art and function can be combined with thematically designed shelters or stations.

**Pedestrian crossings.** Major pedestrian intersections such as the Greenway and Town Branch Trail crossings can be marked by placemaking elements that also increase safety and visibility.

**Sculpture Trail.** Popular trails can become linear art galleries that attract users and enrich the experience of using
Fulbright to Lake Fayetteville

- Subdistrict Gateway
- Urban Intersection Installation
- Major Pedestrian Crossing
- Major Free-Standing Art
- Functional Installation (e.g. bus shelter/station)
- Sculpture Trail Installation

the trail. Skokie, Illinois’ North Branch Trail segment demonstrates the popularity of art installations along trails.

Free-Standing Art. Major open spaces such as those envisioned with a redesign of the Fulbright interchange, the redirection of Green Acres Drive, and the center of roundabouts provide possibilities for major landmark installation.

Smaller, repetitive installations along the way can also be used to interpret local history, bring attention to specific sites, and even incorporate community art, including the art of young people, into the streetscape.

The maps on these pages provides a starting point for directing the locations of various installations along the corridor.

District Gateway Features. From left: Tree of Life in South Omaha, NE*; Old Town and Lincoln Square Districts, Chicago

Functionality: Bus Shelters as Art. From left: Kansas City, MO* and Rochester, MN*

Free-Standing Installation. Paragon Prairie Tower, Des Moines*

Community History and Art. From left: Historical postcards, Council Bluffs, IA,* Kids Art, Shenandoah, IA,* Interpretation, Springfield, IL*
ENERGY AND ENVIRONMENTAL PERFORMANCE

The process of developing Fayetteville’s Energy Action Plan began early 2017 with a City Council approval of a resolution supporting the study. City staff enlisted a group of stakeholders with expertise in the fields of energy conservation, energy efficiency/green building design and retrofit, renewable energy design and installation, electric and gas utilities, and facilities management to work with elected officials to develop the framework for this plan. Staff and stakeholders used the STAR (Sustainable Tools for Assessing and Rating Communities) system, combined with peer city research, international best practices, and public input as the foundation for the document. The plan was adopted by the City Council in January, 2018.

The basic goal of the EAP is the reduction of greenhouse gas emissions for activities occurring in the city. The plan’s target is a reduction of 80% in GHG emissions by 2050 from a 2010 baseline. But a major insight of the plan that actions that reduce GHG emissions also help create a better, healthier, and economically efficient city.

The plan operationalizes this goal by establishing overall goals at “sector” levels - cross-sector addressing all primary issue areas, buildings, energy supply, transportation, and waste. The plan then establishes strategies and action items designed to accomplish these goals. A document like this 71B Plan, addressing a corridor that is sprawling, low-density, and auto dependent, is an element of a strategy to transform a problem into a solution - and to do this through a non-disruptive, evolutionary process.

The table in this section reviews the overall sector goals of the Energy Action Plan and addresses how this document’s directions, policies, and action items designed to accomplish these goals. A document like this 71B Plan, addressing a corridor that is sprawling, low-density, and auto dependent, is an element of a strategy to transform a problem into a solution - and to do this through a non-disruptive, evolutionary process.

The plan embodies placemaking throughout with identification of distinctive districts, and calls for preservation and adaptive reuse of structures and the existing built environment where feasible. This results in a fiscally responsible development pattern by utilizing existing buildings and the built environment as an asset. This in turn advances the City’s reputation for socially and economically responsible business development. Extending the life of older commercial buildings can also result in lower rents, providing a fertile environment for entrepreneurship and start-up businesses.

As described in response to some of the other goals, the Plan directly combats climate change and reduction of carbon dioxide by increasing the percentage of non-vehicle and transit trips compared to single occupancy vehicle trips.

<table>
<thead>
<tr>
<th>ENERGY ACTION PLAN GOALS AND FRAMEWORK</th>
<th>71B CORRIDOR PLAN RESPONSE</th>
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<tbody>
<tr>
<td>CROSS SECTOR</td>
<td></td>
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<tr>
<td>• Reduce total housing and transportation costs to 45% of area median income</td>
<td>The 71B Corridor Plan (the Plan) includes housing as a major component and helps achieve this goal by integrating approximately 3,000 new housing units into the study area. By placing housing in direct proximity to this major transportation corridor and associated employment centers, residents’ ratio of transportation to housing costs will be reduced.</td>
</tr>
<tr>
<td>• Develop and expand Fayetteville’s reputation as a hub for socially and economically responsible business development, entrepreneurship, and green jobs</td>
<td>The plan provides for diverse housing types, but emphasizes higher-density multi-family development, attached units, and small-lot single family development, types of housing currently grouped together as the “missing middle.” While the plan does not mandate specific income mixes, these densities generally realize economies of scale, improved energy efficiency because of less exterior wall per unit, and greater support for public and active transportation modes.</td>
</tr>
<tr>
<td>• Build local support for national carbon emission reduction and carbon capture strategies</td>
<td>The plan embodies placemaking throughout with identification of distinctive districts, and calls for preservation and adaptive reuse of structures and the existing built environment where feasible. This results in a fiscally responsible development pattern by utilizing existing buildings and the built environment as an asset. This in turn advances the City’s reputation for socially and economically responsible business development. Extending the life of older commercial buildings can also result in lower rents, providing a fertile environment for entrepreneurship and start-up businesses.</td>
</tr>
<tr>
<td>BUILDINGS</td>
<td></td>
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<tr>
<td>• Complete periodic feasibility analyses of building energy code updates</td>
<td>One of the five broad principles the Plan is “Reality and Respect”. This principle is expressed by the preservation and adaptive reuse of buildings when possible. Demolishing existing building and re-building new buildings has a substantial environmental cost that includes a larger consumption of energy and materials over renovation. The plan encourages reuse of existing building stock, maintenance of structures and businesses with special significance to Fayetteville, and in some cases introduction of new uses into existing buildings, a pattern already evidenced in the Mill District.</td>
</tr>
<tr>
<td>• Achieve 3% annual reduction in overall energy usage by total building stock</td>
<td>This does not imply that existing buildings should never be replaced. Free-standing commercial buildings built during an earlier period can be very inefficient, and the plan also proposes replacement and redevelopment of inefficient or uneconomic buildings with new development at higher density and, under current city codes, higher efficiency.</td>
</tr>
<tr>
<td>• Achieve 40% tree canopy coverage by 2030</td>
<td>Other significant plan recommendations and illustrations include redesigning parking lots to increase efficiency and reduce permeable area, rethinking intersections and interchanges to reduce pavement and introduce a variety of functional green spaces from neighborhood squares, accessible large-scale spaces at the Fulbright interchange, and greenways along trails and drainage corridors. All of these create important opportunities for both stormwater management and increasing tree cover. The plan’s street design guides for 71B and associated streets also envision extensive use of street trees and landscaping.</td>
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<tr>
<td><strong>ENERGY SUPPLY</strong></td>
<td>While sources of energy are somewhat beyond the scope of a plan, some of the form-based recommendations of the Regulating Plan such as step-downs in scale and building height help move toward preserving solar access. The Plan emphasizes active and zero- and low-emission modes as the principal means of internal travel. It incorporates a connected series of multi-use trail systems paralleling the 71B Corridor, often on both sides of the roadway. This will help the city increase its ratio of community-wide clean energy as the trail system will accommodate clean micro-transit such as e-scooters and e-bikes. Finally, accommodation of transit modes like local circulators and bus rapid transit increase the efficacy of electric vehicles. A gradual increase in density may eventually make light rail or other fixed guideway, high capacity systems feasible.</td>
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<tr>
<td>• Achieve 100% local government clean energy by 2030</td>
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<tr>
<td>• Achieve 50% community-wide clean energy by 2030</td>
<td></td>
</tr>
<tr>
<td>• Achieve 50% community-wide clean energy by 2030</td>
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<tr>
<td><strong>TRANSPORTATION</strong></td>
<td>The vision of corridor urbanism ultimately is to show a practical way to achieve mixed use urban corridors that uses the land use inefficiency inherent in commercial strips as a resource to build quality living environments, placing residents within easy walking or biking distance from the goods, services, and attractions offered by these corridors. If achieved, this concept reduces the number of short- and medium-distance auto trips that people now make by default.</td>
</tr>
<tr>
<td>• Reduce per capita vehicle miles traveled to 2010 levels by 2030</td>
<td></td>
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<tr>
<td>• Achieve 25% bike/walk/transit mode share by 2030</td>
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<tr>
<td><strong>WASTE</strong></td>
<td>As stated in the response to the 'Building' goal, the Plan takes an evolutionary approach, balancing preservation and adaptive reuse of existing buildings in productive use with new development on underused or inefficiently developed sites, including excessively large parking lots. It also increases productive building area, walkability, and street orientation by proposing interior streets in large parking lots and creating secondary collectors. This contrasts with an approach that aggressively demolishes buildings along the corridor, sometimes with insufficient market to support replacement. The Plan both promotes a fiscally responsible development pattern consistent with markets and advances the City’s waste diversion goals. Demolition results in obvious waste to the landfill. Reuse and interior rehabilitation generally results in fewer greenhouse gas emissions than new construction.</td>
</tr>
<tr>
<td>• Achieve 40% total waste diversion from the landfill by 2027</td>
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</table>
Land development regulations are arguably 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.
INTRODUCTION AND ORGANIZATION

This chapter establishes principles and recommendations for a regulatory program that will help move toward the mixed-use corridor urbanism envisioned by this plan. It is organized in three parts:

• A brief review of current zoning in the 7IB study areas and an overall zoning concept that will encourage long-term implementation of the land use and development components of this plan.

• Recommendations for form-based and site design regulations that apply throughout the study corridor.

• Recommendations and directions that are specially adapted to each of the four character segments of the study corridor.

EXISTING ZONING AND POSSIBLE MODIFICATIONS

Overall Zoning Structure

Fayetteville’s unified development code (UDC) includes traditional use and intensity-based zoning districts, categories that reflect specific urban contexts, and a flexible, project-specific planned zoning district. Many of these districts have mixed use features that permit both residential and non-residential uses under appropriate conditions. The code also includes form-based elements that focus on establishing build-to lines to require strong street orientation, relate permitted heights to streets designated in the transportation master plan. In addition, two districts, the UT Urban Thoroughfare and DC Downtown Core districts are largely designed as form-based districts within specific geographic areas. The mixed use UT district, largely located in spots along College Avenue north of Maple Street to North Street, may be of special interest for other segments along 7IB.

The zoning maps on page 115 illustrate zoning district categories in the study area, discussed in more detail below.

South School Segment, Cato Springs to Archibald Yell

The South School segment falls into several primary categories. The University of Arkansas Research Park and other land south of Town Branch Creek is typically in the I-1 zone, oriented toward intensive commercial and general industrial use. Some parcels along the street south of the creek are zoned C-2 (thorofare commercial) and CS (community services). I-1 and C-2 do not permit the medium- and high-density residential uses recommended for parts of this area in the illustrative plan.

The mixed use clusters at the 15th Street and MLK intersections are appropriately zoned MSC (Main Street Center). These two intersections areas include the Mill District, the proposed redevelopment of the Co-op site on the southwest corner of MLK and South School, and the potential redevelopment of the 15th and South School intersection. The MSC category is consistent with the concepts introduced by the illustrative plan. The balance of the South School portion of the study area is in the DG Downtown General category, a broad category that accommodates the mix of uses anticipated by the illustrative plan. However, some of the salvage, industrial, and heavy commercial uses currently in these areas appear to be nonconforming uses.

Archibald Yell: South School to Rock

This segment, adjacent to and south of the Downtown Core, is currently zoned MSC from Locust Avenue (both sides), a contiguous extension of the MLK and South School intersection; and DG north to Rock Street. Both are consistent with both existing uses and recommendations of the illustrative plan.

North College, North to Fulbright Interchange

Nearly all of the parcels fronting North College between North and the Fulbright Expressway interchange are currently zoned C-2 (Thorofare Commercial). This is a district largely designed for high traffic commercial corridors that have regional markets. As such, it is clearly appropriate to the North College status quo, but less compatible with the concept of a mixed use corridor concept, integrating residential with commercial, service, and employment uses. The R-0 and higher-density RSF-24- and RSF-40 districts are transitional categories current and recommended use patterns. Similarly, most private parcels and developments north of the interchange, including large format retail centers are also zoned C-2. While this would remain appropriate for most of the area’s long-term development, it does not accommodate potential mixed use redevelopment at the Northwest Arkansas Mall. Of existing zonings districts, C-3 zoning, used for mixed use buildings in the Uptown development along Steele Boulevard, is more consistent with the illustrative plan concept. However, C-3 does not necessarily generate the more nuanced and inter-related development forms envisioned by the development framework and illustrative plans shown in Chapter Six.

Overall Zoning Strategy

While some of the study area’s zoning districts are consistent with the illustrative plan’s connected mixed use concept, others—most notably the C-2 district predominant along North College—do not provide the requisite flexibility. In addition, the existing form-based provisions in the Fayetteville UDC may not be complete enough to execute the corridor urbanism concept fully. For example, the different character and scale of subdistricts is not reflected in existing zoning tools. A revised zoning regime to consider includes:

• A general base zone that covers the entire corridor and applies a limited number of strategic corridor-wide guidelines. This could be done under the UT Urban Thorofare category, augmented with form-based and site design guidelines that apply throughout the 7IB study corridor. The UT district could have additional designators—UT-1, UT-2, and so forth—that apply to other major mixed use streets with different characteristics. Assume for purposes of this regulating plan that the current 7IB study area is designated as UT-1.

• Within a future UT-1 category, individual requirements or guidelines would be established for each of the four character-based subdistricts identified in the illustrative plan.

CORRIDOR-WIDE GUIDELINES

The following items address policies and criteria that lead to the outcomes envisioned by the overall corridor plan. They are divided into two categories: on-corridor development, focused on elements that specifically affect the visual and development environment along the street; and transitional areas, considering the boundary conditions between and interaction between the corridor and its adjacent neighbors. These recommendations fall within three categories:

Policies are general guidelines that public and private decision-makers apply within development design and review processes, but can be difficult to quantify with specific numerical regulators.

Comprehensive Plan refers to policies, maps, and other specific measures that are incorporated as comprehensive plan elements and are typically implemented through capital investments.
Existing Zoning: South School Avenue and Archibald Yell Segments, Cato Springs to Rock

Existing Zoning: North College Segment, North Street to Fulbright Interchange
Regulatory are specific required items to be drafted as part of a UT-1 or similar district, adding special requirements and standards that apply to all parts of the 71B planning corridor.

ON-CORRIDOR DEVELOPMENT

- Each subdistrict within the corridor (as identified on the illustrative plan) defines and communicates its own character within the context of the larger 71B corridor. (Policy: Implementation by city and corridor organization)
- Adjacent subdistricts, and development within subdistricts, connect to each other through shared use paths, sidewalks, collector streets, and drives. These connecting points, identified in the Transportation Framework Plan, are respected with redevelopment or major retrofit projects. (Regulatory: Implementation by City)

Vehicular

- The City’s Master Street Plan should be updated to reference the planned connections shown within the Transportation Framework Plan. (Comprehensive Plan: Implementation by City)
- The connections shown rely on forming a quality network of both public and private dedications/connections. (Policy: Implementation by City)
- Secondary connecting roads and drives may be built to current standard street sections shown in the Master Street Plan. Updates to the Master Street Plan should consider the nature and function of these local connections and apply sections specific to their contexts. (Policy and Regulatory: Implementation by City)
- For purposes of a future full regulating plan, private slip lanes and collector links may be considered as public street frontage for the purpose of placing buildings within build-to zones (Regulatory: Implementation by City)
- Multi-family parking may be addressed differently from that serving other types of development, reflecting differences in land planning, functions and adjacency, and specific contexts. (Regulatory: Implementation by City)

Active Transportation

- The City should update the Master Trail Plan to reflect proposed shared use path connections. (Comprehensive Plan: Implementation by City)
- New development projects should accommodate the proposed shared use trail network along the 71B corridor. Actual alignments may be adjusted to the design of the project, but must maintain continuity. (Comprehensive Plan and Regulatory: Implementation by City)
- All projects should provide direct, safe, and protected pedestrian connections to and from public sidewalks along the corridor. Projects should also provide direct connections when they are served by an adjacent trail segment. (Regulatory: Implementation by City)

Open Space

- Project design should locate, design, and manage stormwater management features (including retention and detention basins, swales, surface drainageways, constructed wetlands, and greenways) to both meet functional requirements and provide visual amenities, entryway features, or opportunities for passive recreation. (Regulatory: Implementation by City)
- Minimize development within 100-year floodplains. When development occurs within these areas, require that development includes:
  - Features that prevent any impact including displacement, additional flows, or expansion of flood boundary lines on any property outside of the subject site and
  - A design that minimizes potential damage or impact to any habitable portion of any off-site building.
- Provide functional open spaces internal to developments that are defined by buildings, are observable to residents and workers in surrounding spaces, and have features and spaces that encourage activity and passive enjoyment by adjacent users. Follow CPED (Crime Prevention through Environmental Design) standards to ensure both security and active, productive use. Avoid undefined open spaces that do not have specific functions or goals for use by people.
Built Character

Build-to-or setback lines
- When possible, projects should maintain a close relationship with and orientation to adjacent streets and public ways. Form-based standards contained within recent hybrid zoning districts should be implemented with new developments and retrofits along the corridor. (Regulatory: Implementation by City)
- Because of 71B’s large number of existing buildings with deep setbacks, it may not be possible or appropriate for all new buildings to be placed on build-to lines adjacent to or near streets. Where bulk, scale, internal drive connections, or other issues intervene, flexible methods in building siting should be applied, but deeper setbacks should be remediated by clear relationships to adjacent streets, public open spaces, and pathways. Surface parking between the 71B right-of-way line and facades facing 71B should be minimized. (Regulatory: Implementation by City)

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 should be located behind and to the sides of buildings with build-to zone requirements. Parking standards as currently covered in Chapter 172 of the UDC should be utilized. (Regulatory: Implementation by City)
- Auto-oriented businesses such as fuel stations or drive-through establishments should adhere to the urban layout guidelines set forth in UDC Section 164.06 (E) to minimize their impact on 71B and other public streets. (Regulatory: Implementation by City)

Number of Stories
- The typical maximum height for buildings along the 71B corridor should be three to four stories. This may increase in specially designated areas. (Regulatory: Implementation by City)
- In selected urban nodes or sites within subdistricts, free-standing buildings up to seven stories (consistent with existing UT district standards) may be considered for compatibility with surrounding design character and impact on residential areas. Individual, isolated sites may tolerate up to ten stories. Examples of these nodes include Fiesta Square or the corridor segment between Millsap and the northern city limits. Most existing office buildings, hotels, and structures in this area do not exceed 5 stories in height. (Regulatory: Implementation by City)

Signage
- New development or redevelopment along the corridor should use wall or monument signage. (Regulatory: Implementation by City)

TRANSITION AREAS

Transitions between intensive corridor development and surrounding, lower-intensity neighborhoods and uses can present significant issues. These issues include noise, light, traffic, and building scale. Internal use and intensity transitions within mixed use (such as proximate commercial and residential uses) also must be managed. Typically, the most intensive and public settings are directly adjacent to the corridor. Properties farther from the 71B “main line” transition to a smaller scale residential pattern, particularly in the southern and middle subdistricts of the corridor.

A variety of planning tools are available to address use and intensity transitions within and outside of the mixed use corridors and a proposed UT-1 district should include requirements for managing these potential conflicts. Examples of transitional area treatments include:
- Near residential areas, prohibiting parking lots between public streets and buildings to reflect development patterns of adjacent residential development. (Regulatory: Implementation by City)
- Provide most parking within multi-family residential projects rather than between buildings and the street, thereby defining the street edge with residential buildings. (Regulatory through site plan review: Implementation by City)
- Design lighting of commercial and industrial signage to minimize impact on adjacent residential areas. (Regulatory: Implementation by City)
- Avoid channeling traffic generated by higher-intensity uses to low traffic streets except as part of comprehensively planned, mixed use projects. (Regulatory through site plan review: Implementation by City)
- Make maximum use of internal cross-easements and shared access points between or within individual projects when possible. (Regulatory: Implementation by City)
- Use traffic calming techniques to reduce speeds between adjacent properties. (Policy: Implementation by City)
- Connect buildings on the site with internal streets, drives, and pedestrian connections and pathways to prevent unnecessary traffic in adjacent areas. (Policy and Regulatory: Implementation by City)

Transition tools such as landscaped buffers and step-downs in height and scale of buildings are already included in the UDC. Techniques to connect corridor development to surrounding areas should also be considered and include:
- In retrofits of larger-scale existing buildings or new construction, providing public spaces for interaction. (Policy: Implementation by City and property owners/developers)
- Using liner buildings along blank walls of commercial “boxes” with office, small-scale storefronts, or multifamily, possibly serviced by interior service alleys. (Policy: Implementation by City and developers)

But transitions are not just about managing and minimizing conflicts. Connectivity and mutual reinforcement of urban environments are fundamental values of the 71B concept. A successful corridor responds to the needs of both residents and businesses, and establishes a fabric based on connectedness. To this end, the plan advocates a circulation network that both improves internal links and connects the corridor to the rest of the city. Good transition techniques that provide connectedness without conflict include:
- Using public environments like public open space, interior streets or
drive aisles with a residential street character, and trail and greenway corridors to provide positive common ground between residential and commercial uses.

- Creating residential clusters and neighborhoods that connect to surrounding commercial development but have sufficient critical mass and common space to form an interior residential environment.

- Orienting commercial and residential service areas toward each other or locating commercial service areas to avoid impacts on residential neighbors.

- Establishing a gradient scale on projects adjacent to pre-existing single-family residential neighborhoods, stepping residential density or project intensity down from highest along the 71B corridor itself to lowest adjacent to low-density development. An approach to consider might be limiting new residential density to a specific increment (for example 200%) within 100 feet (or a typical lot depth) of pre-existing developed residential blocks.

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

The City of Fayetteville’s implementation of good planning policies, strong site development design standards for multifamily and non-residential uses, and zoning districts with form-based components have addressed land use transitions along 71B. These districts and standards, paired with the transportation framework and illustrative plans within this study, will help ensure that the evolution of the 71B corridor also benefits surrounding parts of the city.

Objective: Minimize amount and visibility of surface parking from 71B.

Potential approach:

- In new development, surface parking should avoid or minimize a location between the street facade of a building and the 71B corridor. If permitted, surface parking should not cover more than 25% of the area of the streetyard along 71B (the area of a rectangle between the street facing facade and the right-of-way line).

Objective: Minimize the amount and visibility of parking serving multi-story structures.

Potential approaches:

- Multi-story buildings, typically with residential and office uses on upper levels, should maximize opportunities to locate their parking within the building footprint or a parking structure.

- At least 50% of the exterior of parking along and visible from 71B or intersecting streets included in the city’s Master Street Plan should be screened at street level by another building (such as a retail storefront), earthwork with landscaping (such as a landscaped berm), or a facade similar in design to the rest of the building.

- Maintain flexibility to modify parking standards on an individual basis when a project demonstrates that its potential density, special urban design features, or building and site design quality provide benefits that compensate for reduced screening or landscaping.

Objective: Reduce the scale and impact of lots, minimize heat island effects, and provide more effective interior storm water management.

Potential approaches:

- In surface parking lots, provide a landscaped corridor of at least 20 feet for every three contiguous parking bays. A parking bay is defined as one or two strips of perpendicular or diagonal parking and the drive aisle that serves them. The landscaped corridor should include stormwater management techniques such as rain gardens.

- For surface parking lots with a capacity of 50 or more spaces, provide permeable pavement for at least 50% of paved area.

- Divide parking lots with a capacity of 150 or more spaces into parking blocks of not more than 75 stalls, separated by landscaped corridors.

- For parking lots with 100 or more stalls, provide deciduous tree cover that shades a minimum of 25% of the paved area of the lot. Specific crown diameters for acceptable trees will be established in the UDC.
continuous drive aisles, slip lanes, and other techniques to connect parking lots serving different properties to minimize points of direct access to 71B.

• In order to provide full access, mid-block direct driveway accesses to 71B on opposite sides must be aligned with each other. These accesses may be provided at median cuts with protected left turns or at least 150 feet from intersections on sections with two way turn lanes.

CONTEXT-SPECIFIC BUILDING SCALE

Objective: Establish building scale and form appropriate to different settings along the 71B corridor. Potential approaches:

• Establish a maximum, uninterrupted building length of 200 feet along the North College Avenue segment between North Street and the north city limits; 100 feet along the Archibald Yell segment between Rock Street and Martin Luther King Boulevard; and 150 feet along the South School Avenue segment from the MLK Boulevard intersection to Cato Springs Road. Provide flexibility to waive or expand these maximums for comprehensively planned projects on large sites in excess of five acres. These projects should demonstrate features that reduce the impact of larger buildings and increase their facade variety and quality.

• Establish a typical maximum height of four stories over grade level along South School Avenue between Cato Springs Road and MLK Boulevard and along North College Avenue from North Street to the north city limits. Establish a three-level maximum for any development along Archibald Yell between MLK Boulevard and Rock Street.

• Reduce the typical maximum height by one story for any building within 150 feet of any RSF or NC District. However, no reduction under this guideline should establish a maximum height less than three stories above grade level for any building.

• Increase scale and height levels at strategic locations including the Fiesta Square area, the Northwest Arkansas Mall site, potential development areas opened up as part of a modification of the Fulbright Expressway interchange, the former Co-op site, and key intersection nodes. Potential maximum building heights should be consistent with those of the UT District, with the exception of up to ten stories on any sites that would be made available by modifications of

PLACE MAKING AT URBAN NODES

Objective: Define Urban Place intersections at key locations, where higher densities are established for new projects and a context-specific street definition is required. Potential approaches:

• Define key urban place intersections along the 71B corridor. Candidate urban places include intersections of 71B with 15th Street, MLK, Sycamore, Township, Rolling Hills, and Millsap.

• For new development at urban places, establish a build-to zone that defines the corner while providing room for amenities, including a corner place and transit accommodations. A reasonable build-to zone would include a maximum setback of 25 feet from the curb line of 71B and intersecting major streets.

• For urban place intersections, require a three-story minimum height and up to a maximum as provided by the UT Urban Thoroughfare district. A step-back building is permitted with a two-story component on the build-to line, stepping up to a higher building block behind (see accompanying illustration).

ACTIVE TRANSPORTATION CONNECTIVITY/ORIENTATION

Objective: Provide connectivity and utility for pedestrian, bicycle, and personal mobility devices. Potential approaches:

• Site plans for new development projects should provide access and easements as required for shared use paths and roadways, generally as provided in Transportation Framework. Flexibility in routing through a site should be permitted, provided that overall performance standards for directness, safety, and experience are met.

• Developments with frontage along 71B should provide front facades with direct, safe, and secure pedestrian connections from the public sidewalk to the building entrances.

• Buildings adjacent to a shared-use path identified in this plan should provide a finished facade to the path and a direct, safe, and secure connection from the path to the adjacent building.

• New developments should include construction of a six-foot sidewalk segment along 71B, consistent with city standards and overall street design concepts.
CORRIDOR CONTEXTS WITH COMMENTARY

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

The above image illustrates a service and delivery area behind a commercial development adjacent to existing residential neighborhoods across a street. The view and feel of this transition area could be upgraded by adding landscaping, re-orienting the service area, and other design techniques.

Classic motel in Midtown segment of North College Avenue

Topographic changes along the east side of 71B in the midtown area provide a substantive natural transition zone with vertical separation between the commercial and residential areas. However, this same topography also impedes traffic and pedestrian connectivity between North College and neighboring residential areas.

Daisy Exchange retail store at the Northwest corner of East Sycamore and North College Avenue.

Recent development along the corridor is more street- and pedestrian-oriented than older developments along the corridor.

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

This office building, an adaptive reuse of a former fire station, is highly compatible with the surrounding residential area. Contributing factors include scale of the building, relationship of the structure to the street, mature vegetation, an attractive and transparent building façade, and parking orientation.

Car wash and service 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.

Zoning Transition on the Northwest Corner of College and Sycamore

Over the past 5 years, the City has implemented hybrid zoning districts with form-based components that help ease transitions from more to less intensive uses. In the example of East Sycamore shown above, the C-2 district prevalent along College Avenue transitions through the CS Community Services mixed use zone and the medium-density residential RI-12 Residential Intermediate-12 (12 units/acre) district.
Evelyn Hills Shopping Center (above left), the city’s first major multi-tenant center displays a number of significant issues that a retrofit consistent with the guidelines addressed in this section would address. These include the lack of a continuous pedestrian connection between the College Avenue crosswalk and the center’s pedestrian way, lack of clear circulation through in the parking lot, and lack of relationship to new residential development on the east. Recent multi-tenant commercial building at Sycamore and College, while still a single-use project, displays much better pedestrian access and provides an urban place at the corner.

The Varsity House Apartment complex along 71B in south Fayetteville addresses the pedestrian environment and street edge along South School, transitioning to a more typical apartment layout to the west. This development is also in the mixed use Community Services (CS) zoning district, which permits a range of residential densities and low-intensity commercial along with some form-based components.

The Mill District is evolving as a strong mixed use node, consistent with the concept behind its form-based, mixed use MSC Main Street Center district. This district provides the flexibility for innovative projects like the Mill adaptive reuse and the planned redevelopment of the Co-op shown in the background of the above photograph. MSC sets up the concept of concentrated, strategic nodes at major points along the corridor.

Much of the North Fayetteville area is dominated by large format retail buildings, deep setbacks, extensive surface parking lots, and disengagement from the street environment. These are permitted within the prevalent C-2 Thoroughfare Commercial zoning district. However, other models in and around this part of the study area provide components useful for types of different development. Nelson’s Crossing, illustrated above, breaks up parking, provides a good pedestrian environment, articulates its building, and includes interior streets. While outside of the immediate study area, the Uptown development along Steele Boulevard, zoned C-3, provides a vertical mixed use model that can be adapted to the Mall site with its oversized parking lots. Uptown presents to the street, follows a build-to line, includes both on- and off-street parking, and enhances the street environment with human-scale elements.
DISTRICT SPECIFIC REGULATING FRAMEWORK

The previous section describes an urban design framework that generally applies throughout the 71B corridor. A central principle of this framework recognizes the individual character of different parts of the corridor, and a successful regulating program should also reflect these differences. The framework plan presented in Chapter Six views the study area as four related but distinct segments: Research Center/South Fayetteville from Cato Springs to Rock; North to Township; Township to Millsap; and Millsap to the northern city limits. The 71B segments outside the scope of this study – the Downtown segment from Rock to Dickson and the central segment from Dickson to North – also follow this pattern of distinctive districts along the long corridor.

The 71B regulating plan recognizes how individual segments divide into subdistricts with characteristics that define them. The intention of this plan is to address these distinctions and provide a framework that both guides the drafting of a context-sensitive, flexible regulating program and practical land use and development designs that remain true to the unifying principles of the 71B corridor plan.

For each of the four segments, then, this section includes:

- A list of the distinguishing features and relationships that draft regulations and private and public developers should address.
- Regulatory guidelines that apply to the entire segment.
- A regulating program for each subdistrict within the segment.

FACTORS TO CONSIDER

- Lower in-line traffic counts along 71B than other corridor areas.
- Heavy traffic at the Martin Luther King intersection with significant congestion on the north leg.
- Town Branch Trail intersection with South School.
- Frisco Trail intersection with South School and MLK.
- Relatively high pedestrian use along the corridor, including a significant population without access to personal vehicles.
- 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, most notably from 15th Street to MLK. Need for a detailed study in this section.

GENERAL DISTRICT DEVELOPMENT RECOMMENDATIONS

- Include retail, restaurants, and other types of commercial and mixed use that support urban nodes. Large projects may include a requirement for at least a modest amount of non-residential street level use.
• Encourage civic/Institutional uses such as schools, community centers, and others to keep new development consistent with the distinct character of the South Fayetteville District.

• Respect scale and maximize compatibility with existing single-family development east and west of the corridor in redevelopment and infill projects.

• Provide local bicycle and pedestrian connections to the existing regional trail system, concentrating on connections on the eastern side of the corridor and along and pedestrian access on and across Archibald Yell.

• Incorporate access management plans into new projects and potential retrofits.

• Update the Walker Park Neighborhood Plan and incorporate it into future area planning and implementation.

• In general, make extensive use of small and medium-sized structures that respect the relatively fine scale of South Fayetteville neighborhoods. Direct larger scale buildings to the Mill and Coop areas, where larger, industrial-type structures predominate, or to areas without an existing smaller-scale residential context.

• Encourage moderate density, family-oriented housing types through incentives on both the production and finance sides.

• Develop a detailed master plan for redevelopment of the corridor sector between and including 15th Street and Martin Luther King Blvd, the area with the most significant major redevelopment opportunities and needs.

WALKER PARK SUBDISTRICT (Town Branch Creek to 11th Street)

• Continue implementation of the Walker Park Neighborhood Plan.

• Develop an urban intensity node at 15th and South School. On the southeast corner, provide strong corner definition and compliance with height, density, and placement regulation for nodes. Southwest corner should provide an urban place with landscape and street furniture. Any intensification or redevelopment of this site for another use should similarly provide a street-defining building.

On northeast corner with surrounding development, provide a corner place with landscape and street furniture, incorporating improved circulation and off-street parking for the iconic City Liquor store. Similar treatment should be applied to the northwest corner incorporating Nomad’s restaurant and music venue.

• Move toward transition of existing salvage and industrial uses to mixed use and moderate- to high-density residential development.

Within proposed residential areas, include high-density, single-family forms, including small lot detached, single-family attached, and townhome configurations. In large projects, consider incorporating a requirement for a minimum percentage of a site to be devoted to these family-friendly urban housing forms.

• Maintain and enhance locally significant retail and food and drink-oriented businesses that help define the identity of the subdistrict.

RESEARCH PARK SUBDISTRICT (Cato Springs Road to Town Branch Creek and Trail)

• Allow mixed use and relatively high-density residential by right. Consider a requirement for predominately residential projects of more than three acres in site area to include retail or commercial uses within a minimum of 20% of their street-level floor area.

• Preserve existing key commercial establishments and encourage new projects to incorporate existing destination retail businesses.

• Execute the University of Arkansas’ Research Park master plan. Work with the University to maximize an urban building edge along its South School frontage.

• Require that development in this section include alternative transportation connectivity consistent with the illustrative plan, connecting new development areas with the Razorback Greenway and Town Branch Trail.

• Typically follow a build-to zone of 10 to 25 feet from the back of the proposed continuous sidewalk, sidepath, or Master Street Plan right-of-way along South School Avenue.
• Establish requirements for pedestrian connectivity between existing retail businesses and centers, and between existing commercial and new mixed use developments.
• Eliminate encroachments of private circulation and parking on public right-of-way. Provide technical and limited financial assistance for site redesign that complies with these requirements.
• With redevelopment of the east side of the subdistrict, provide at least one additional connection across Spout Spring Branch to the existing Walker Park and regional trail system.
• For new buildings, follow a typical build-to zone of 10 to 25 feet from the back of the proposed continuous sidewalk, sidepath, or Master Street Plan right-of-way along South School Avenue.
• Establish at least one new high-visibility, signal-protected pedestrian and bicycle crossing in this subdistrict, located near the 11th Street intersection.

MILL SUBDISTRICT (11th Street to Prairie)
• Establish an urban intensity urban node at MLK and South School, permitting mixed uses and higher densities. Redevelopment of the southwest corner should follow urban node standards with street defining buildings at appropriate scale with corner place features. Similar standards should apply to new infill development on the northwest corner. Urban place intersection standards should apply to existing commercial on the northeast corner. Existing landscaping on the northeast corner satisfies one element of an "urban place" consistent with these guidelines.
• Preserve existing destination-defining, commercial uses with expansion of commercial buildings with build-to zones that provide street definition and better pedestrian connection to sidewalks and sidepaths.
• Razorback Greenway provides a protected crossing of South School. Require continuous sidewalk and sidepath along the street.
• Establish at least one new high-visibility, signal-protected pedestrian and bicycle crossing in this subdistrict, located near the 11th Street intersection.
• Preserve existing destination-defining, commercial uses with expansion of commercial buildings with build-to zones that provide street definition and better pedestrian connection to sidewalks and sidepaths.

ARCHIBALD YELL SUBDISTRICT (Prairie to Rock Street)
• Use regulations to encourage small-lot single-family homes, built as detached, attached, or townhome units on potential redevelopment sites. Infill should be consistent in scale and density with the surrounding, largely single-family neighborhood. Density may increase on properties abutting Archibald Yell.
• Regulating plans should identify two commercial/non-residential or mixed use clusters on the north side between School to Locust; and the south side between South and Block. Include shared parking, vehicular access, and complete pedestrian accessibility within these clusters. One-story commercial is consistent with the scale and quality of these existing areas.
• Preserve other destination-defining commercial development, allowing growth and infill for additional single-family and small multi-family.
• With modifications to Archibald Yell, require dedicated space for planned pedestrian or bicycle access, with primary focus on the north side of the corridor. Dedications may require site modifications to avoid impact on existing businesses.
• Adjust build-to requirement to topography, but generally remain within 10 to 25 feet of the edge of roadway (where sidewalks are missing) or the back of the sidewalk/sidepath to maintain urban character.
FACTORS TO CONSIDER

- Transition from a small block grid to mid-century development patterns with longer blocks and less street continuity. Topography reinforces this transition and works against connectivity.
- Scull Creek Trail (Razorback Greenway) parallels 71B about 3/4 mile west, but not strongly connected to College Avenue corridor.
- Future destination of proposed Sublett Creek Trail.
- Large institutional presences of UAMS and VA Campuses.
- Evelyn Hills Shopping Center and neighborhood connections. Evelyn Hills is Fayetteville’s original large multi-tenant retail center.
- City owned natural area north of Lake Lucille and future trail connection.
- Proximity to parks and schools, including Gregory Park, Wilson Parks, and Woodland Junior High.
- Influence of University community and related housing.
- Redevelopment and infill potential along this section of the corridor.
- Drainage and related flood zone on western side of corridor.

GENERAL DISTRICT DEVELOPMENT RECOMMENDATIONS

- Recognize roles of local businesses, restaurants, and key medical/institutional uses. Provide a regulatory framework that recognizes their need for identity and access.
- Encourage visual and pedestrian linkages and parking lot cross-access to help fuse similar uses, such as locally-owned restaurants, into a unified “district.”
- Apply urban density node requirements and standards to the Sycamore, Poplar, and Township intersections to the degree permitted by existing viable uses.
- Provide step-downs in use intensity, scale, and height in transition areas between the College Avenue corridor and adjacent, largely single-family development to the east and west.
- Require new development dedications or existing development retrofits to provide sidewalk continuity along College and the shared use path network proposed in this plan. Identify and establish right-of-way for major regional trail connections, notably connecting the Sublett Creek and Razorback Greenway via Poplar.
- Dedicate right-of-way to establish a fine-grained collector system.

VA/MIDTOWN SOUTH: North to Township

VA/EVELYN HILLS SUBDISTRICT (North Street to Green Acres Drive)

- Implement a redesign plan for Evelyn Hills through a combination of a regulatory framework and public/private partnership. Basic regulatory components informing a redesign (illustrated in Chapter 6) include a protected pedestrian connection from College Avenue crosswalks, sidewalks, or other paths; division of large surface lots into defined parking blocks; interior streets with pedestrian access; and increased capacity for future high-density, mixed-use peripheral development.
- Incorporate a range of residential densities generally stepping down in density toward lower density adjacent development. Include provisions for semi-attached or townhome type development with access to common open space within or near the development.
• Educate and encourage business owners to utilize unit 45, small-scale production, which allows non-retail boutique manufacturing and makerspace within commercial building shells.

• Address topographic barriers to pedestrian connectivity between developments by preparing and implementing a specific pedestrian access plan with alternatives to traditional street sidewalks. Require dedications or easements necessary to execute the active transportation connections proposed by the 71B plan.

• Establish new build-to zones that establish a maximum setback for buildings oriented to College Avenue, probably consistent with those of the UT district.

• Encourage both vertical and horizontal mixed-use in new development projects. Regulations for development forms and vertical mixed use should encourage a market-realistic minimum for street level commercial use. Development forms may allow single-level commercial components in the build-to zone as part of common developments, with adjacent or attached multi-story residential blocks set farther back from the street.

• Incorporate shared-use path connections to Woodland Junior High and Gregory Park in the site plans of projects adjacent to these facilities.

• Encourage a urban density node at Sycamore intersection. Contemporary development at three corners should provide corner places with landscape and streetscape features. Redevelopment of strip center site on northeast corner should provide strong corner definition and should comply with node height, density, and placement regulations.

• Use public right-of-way created by redesigning the Green Acres intersection to provide a central open space for adjacent residential and mixed use development. Regulations for developing surrounding properties should provide orientation and connection to this future community amenity.

• Require redevelopment between the terminus of the proposed and Poplar Street to dedicate a route to continue the Sublett Creek Trail to the Poplar Bikeway.

• Designate the floodplain west of College Avenue for public open space use. Development on the east side should not place buildings on the floodplain. Other development such as supporting parking must be designed to retain any stormwater flows that it generates.

• Develop primary urban intensity nodes at the Poplar and Township intersections. Develop urban places at Poplar’s southeast and northwest corners with landscape and streetscape features.

• Design buildings with strong corner definition, compliant with node height, density, and placement regulations. Existing development at Township is relatively recent, although any future redevelopment should similarly comply with node regulations. Minor site modifications may be required to accommodate future corner place enhancements and station stops for a bus rapid transit.

RESTAURANT/TOWNSHIP SUBDISTRICT (Green Acres Drive to Township Street)

• Modify use regulations to phase out commercial uses with open displays such as vehicular sales and emphasize restaurants/food service, office, retail, and residential use.

• In this subdistrict, recognize patterns of single-level, free-standing restaurants in existing buildings. Specific regulations and guidelines for the subdistrict should:
  • Permit setbacks consistent with existing establishments for infill or replacement development in this segment; and
  • Require site plan modifications coordinated with future College Avenue improvements that provide shared access, parking lot cross-access using common drives and slip lanes, and pedestrian connectivity between buildings and to public sidewalks.

• Encourage and assist private site modifications with technical and limited financial assistance.

• Develop a public realm and branding program using tactical methods such as graphics, streetscape, and street section amenities such as landscaped medians and special lighting. Incorporate a protected midblock pedestrian crossing into a College Avenue improvement project to unify the subdistrict at a location between Poplar and Township.

Divergence of Green Acres and North College. Redesign of this intersection to provide a 90 degree angle will both improve safety and create an open space “triangle,” a central commons that can serve neighboring residential development.
FACTORS TO CONSIDER

- All four corners of Township have recent development with substantial opportunity for redevelopment north of the intersection.
- Key business environment for local businesses of different scales.
- Importance of and potential for connections to the Razorback Greenway (Scull Creek Trail) to the west.
- Relative proximity to Gulley Park and near adjacency to The New School.
- Major possibilities for infill development on vacant ground, marginally occupied older shopping centers (east side from Harold to Masonic), or underused large parking lots (Fiesta Square).
- Importance of access management and secondary local circulation system.
- Overall a transitioning area with high redevelopment potential, but as of today, primarily commercial in use.
- Challenging topography establishes a development edge on east side of the corridor along Rolling Hills.
- Sensitivity of adjacent neighborhoods north of Sunbridge on the west and Rolling Hills on the east.
- Proximity to many office and work environments on/near Millsap.

GENERAL DISTRICT DEVELOPMENT RECOMMENDATIONS

- Recognize roles of local businesses and provide a regulatory framework accommodating their need for identity and access.
- Provide step-downs in use intensity, scale, and height in transition areas between the College Avenue corridor and adjacent, largely single-family development to the east and west. Use local street patterns, shared use paths, and greenways to help reinforce compatibility between large scale new development and low- and medium-density residential areas.
- Establish regulations and potential future actions that improve compatibility of automobile dealerships and large outdoor displays with other commercial uses and potential new uses, including residential and mixed-use development.
- Establish a multi-dimensional local access system that includes a local access grid, continuous shared use path paralleling but separate from the main corridor, and continuous sidewalks along College Avenue. Through regulation and negotiation, ensure dedication of necessary right-of-way, including possibility of land trades for signal relocation and alignment of the local grid. Link the system to local streets, reducing exclusive reliance on College Avenue for access.
- Execute an access management program consistent with this plan and the overall regulation proposed earlier in this chapter.
- Ensure that ultimate zoning strategy accommodates residential and mixed-use development, improves street definition and increases development density by establishing a clear building line zone, and reduces the visibility and impact of parking and outdoor display areas.
- Apply intensity node requirements and standards to the Township, Sunbridge, Appleby/Rolling Hills, and Millsap intersections to the degree permitted by stable use patterns. Consider Longview for this status, depending on development demand.
TOMORROW’S CORRIDOR: RETHINKING 71B

FIESTA SQUARE SUBDISTRICT (Appleby to Millsap)

• Establish a Fiesta Square Special District with flexible regulations developed cooperatively with the property owner to produce a cohesive multi-building center. Provide flexible height regulations to provide both minimum scale and greater than normal maximums. Fashion the actual regulating framework around an adopted master plan.
• Include dedication of right-of-way that to connect Appleby with Plainview and a continuation of Rolling Hills through the site.
• Design new streets with a safe, protected path for bicycles, electric scooters, and other low-impact mobility devices. Integrate transit, including future bus rapid transit.
• Develop urban streetscapes and sidewalk width along new streets.
• Provide front entrance exposures to both College Avenue and the new Appleby/Plainview connection for new buildings with dual frontages. Develop urban corner places at the Rolling Hills entrance with build-to zones at or near property lines.
• Require a minimum percentage of street level commercial use; and an adjustment of typical parking requirements.

SUNBRIDGE SUBDISTRICT (Township to Appleby)

• Modify use regulations to phase out commercial uses with outdoor displays on small lots such as vehicular sales, instead emphasizing restaurants/food service, office, retail, and residential use. This can be accomplished by establishing these as legal, non-conforming uses, with rights extended only to current owners and prohibiting expansion; or exploring the possibility of an amortization period allowing the use to continue for a set number of years (such as ten years).
• Use regulations and redesign of the Villa Boulevard intersection to help create a cohesive mixed-density, mixed use neighborhood between Township and Sunbridge, linking back to the Sunbridge Villas neighborhood. Establish transitional density residential zoning on the outside edges of the corridor development area and adjacent to or influencing the character of surrounding single family neighborhoods. Primary transitional areas, permitting small lot single-family and attached housing, are between Township and Sunbridge and southeast of the Rolling Hills intersection.
• Encourage both vertical and horizontal mixed-use in new development projects. Regulations for development forms and vertical mixed use should encourage a market-realistic minimum for street level commercial use. Development forms may allow single-level commercial components in the build-to zone as part of common developments, with adjacent or attached multi-story residential blocks set farther back from the street.
• In new development projects, require dedication of easements or right-of-way for secondary collector and drive connections that supplement College Avenue for local access; and for the continuous shared use off-street path generally as proposed in Chapter Six.
• Incorporate access management, landscaping and public space, and redesign of parking lots to provide cross access into future improvements of College Avenue. Establish a regulatory framework that requires cross access, becoming effective in coordination with the adjacent street project.
• Create regulations for a Drake Street enterprise neighborhood, maintaining current permitted uses but also permitting workshops, custom fabrication, and other types of “makerspace” establishments. Define initial boundaries of the neighborhood as College to residential property lines along the east side of Sunbridge Villas and the Redbud, Mimosa, and Evergreen Lane cul-de-sacs, from Sunbridge to Golden Eagle Drive. Include a sufficient residential buffer along the western edge of the enterprise area.
• Establish build-to zones that establish a maximum setback for new buildings oriented to College Avenue. In addition to defining the street, this will make some sites on the east side of the street more developable.
• Establish Sunbridge as an urban intensity node, with mixed use development and corner places focusing on the southeast and southwest quadrants of the T-intersection. Encourage higher residential densities and building scale at this node. Establish a secondary node around protected mid-block pedestrian crossing at a point between Sunbridge and Rolling Hills.
• Require a minimum percentage of street level commercial use; and an adjustment of typical parking requirements.
Pilot cycle track in Fiesta Square parking lot. A pedestrian and bicycle link along a new Plainview-Appleby connector is a critical part of the transportation network.

Auto dealerships. Dealerships are an important part of the 71B local economy. New regulations should improve compatibility with other commercial uses and nearby mixed-use development.

Mixed use regulations. A flexible regulatory plan can encourage redevelopment of the “Liquor World” shopping center and integrate the site into the surrounding neighborhood.
FACTORS TO CONSIDER

- Dramatic changes in scale, speed, and access of the 71B environment, with urban corridor transitioning to the Fulbright Expressway interchange and ultimately to a six-lane, controlled access suburban arterial.
- Extensive use of parallel frontage and circulator streets for both local and limited pedestrian/bicycle access.
- Interchange breaks north-south local street continuity north of Millsap, to be improved on east side by proposed Sain-Vantage connection.
- Major point of regional trail access with grade-separated crossings of Mud Creek and Clear Creek Trails and nearby Scull Creek segment of the Razorback Greenway to the west.
- Direct trail spur from Razorback Greenway to Northwest Arkansas Mall.
- Proximity to the Washington Regional Medical Center Campus and University of Arkansas Uptown Campus, with major medical and general offices along Millsap/Futrall and Joyce Boulevard corridors.
- Large-format retail boxes and centers on the west side of corridor from Mud Creek to and including Joyce, with new multifamily residential developments along the west side of Steele Boulevard.
- Northwest Arkansas Mall is in transition, with relatively high vacancy and excessive parking, experiencing the market forces similar to those affecting other older regional malls.
- Surrounding single-family suburban residential in Fayetteville, Johnson, and Springdale.
- Major regional recreation resource at Lake Fayetteville, with excellent trail access, but relatively poor access and visibility from the main corridor.

GENERAL DISTRICT DEVELOPMENT RECOMMENDATIONS

- Adapt zoning categories to changes in the retail economy, encouraging uses that previously were not common in major commercial areas.
- Attune public policy to the realities of city finances. Because Fayetteville is highly dependent on sales tax revenues and faces substantial competition from other regional retail centers, guidelines that enhance the retail environment are important for economic sustainability.
- Implement major public (federal, state, and local) investments in transportation to improve access, safety, and the consumer experience in this area.
Vacant Sears store at the Mall. Large vacancies like this both reflect the changing retail environment and open possibilities for introducing new uses, as identified in Chapter Four.

• Establish new regulatory and design guides to incorporate some of the features of newer “life-style” centers into this built environment including street definition; redesigned and upgraded parking with enhancements such as internal streets, parking blocks, and shade; and articulation and detail of buildings to provide human scale.

• Encourage integration of multifamily development and mixed use development.

• If an interchange redesign is implemented and opens redevelopment possibilities on former right-of-way, encourage high-rise development with appropriate regulations where projects can provide visual landmarks and high development yield with minimal impact on existing residential areas.

• Maintain existing access limitations on the main line and increase north-south collector connections on both the east and west sides north of Millsap. Provide for necessary dedications of right-of-way to accomplish connectivity, while avoiding negative impact on properties.

• Apply either a new zoning category such as the UT-1 concept described above or expanding more flexible C-3 zoning within this district.

• Improve the active transportation environment along the corridor, with special additional emphasis on the east side of 71B.

• Envision the Mall site as a mixed use environment, departing from its current configuration as a massive central commercial building surrounded by large quantities of surface parking. With property owners, develop a regulating regime that right-sizes parking, reworks circulation, and recognizes the value of both the eastern and western edges of the property.

• Upgrade access, visibility and land use Lake Fayetteville’s frontage along College Avenue.

UPTOWN/MALL SUBDISTRICT (Millsap to Zion Road)

• Create a Northwest Arkansas Mall Special District with flexible regulations developed cooperatively with the property owner to produce a cohesive mixed-use, multi-building project that may incorporate mid- and high-density residential and new commercial entertainment, food services, hospitality, and retail uses. Special district regulations may include:

• Dedication of peripheral right-of-way to serve development around the edges of the Mall site;
• Street design that provides a safe, protected path for bicycles, electric scooters, and similar modes;
• Integration of transit, including future bus rapid transit;
• Guidelines for street facades and commercial street level use along new streets;
• Flexible height regulations to provide both minimum scale and greater than normal maximums, typically up to six to eight stories;
• Urban streetscape and sidewalk width along new streets;
• Parking lot redesign and landscaping;
• A minimum percentage target of street level commercial use;
• An adjustment of Mall surface parking requirements.

• The actual regulating framework should be fashioned around an adopted master plan. However, a logical land use plan includes mixed use retail and residential on the west side of the district and a “restaurant row” permitting free-standing buildings on the southeast.

• Establish regulations to permit high-rise, mixed use development on land opened to private development by a future redesign of the Fulbright interchange, with permitted heights of up to ten stories with a minimum separation of 1,000 feet from any single-family zoned area. Maintain flexibility to accommodate a greater height limit with exceptional design.

• With substantial new development, require connections to adjacent trails, sidepaths, and sidewalks.

• Apply proposed regulations for large parking lot design that create distinct parking blocks of a maximum size (potentially no more than 25% of the total number of stalls provided in the lot) separated by interior streets or continuous landscaping.

• Establish an urban place at Zion Road. Because this environment does not have adjacent building entrances and is not scaled to pedestrians, its design will include elements different from other more urban intersections along 71B.

• If a transit stop or station is established at Zion Road, require adjacent properties to partner with the City to provide a direct and safe pedestrian connection from the stop to commercial buildings.

LAKE SUBDISTRICT (Zion Road to City Limits)

• In coordination with developing an upgraded entrance from College Avenue to the lake, modify use and setback regulations along Lakeview between Main Drive and Lake Fayetteville Road to encourage uses consistent with outdoor recreation and the lake environment. Mobile and temporary uses such as food trucks and vendors are consistent with this concept, subject to permit requirements.
Tomorrow’s Corridor is largely intended as a framework for private and public decision making, leading to a new vision for this important urban corridor. To this end, it’s approach is evolutionary, and is likely to be executed through many incremental decisions made by individuals – public officials, builders, developers, businesses, investors, and present and future residents. Although many of these decisions will be private, initiatives by the City of Fayetteville and community agencies and organizations can create the environment that helps realize the vision of Corridor Urbanism along 71B. This chapter addresses those initiatives.
IMPLEMENTING THE PLAN

The 71B corridor will inevitably change substantially during the next twenty years and Tomorrow's Corridor is designed to help provide unity and order to the large and small decisions that will accomplish that change. Most of those decisions will be private. But initiatives taken by city and state government, public agencies, existing and proposed community organizations, and the citizens of Fayetteville can both address important corridor issues and catalyze desirable private development.

During the year of this planning process, several important events and initiatives have taken place. In March, 2019, the citizens of Fayetteville approved a major public improvement bond issue that includes significant funding for the College Avenue corridor. During the summer, 2019, the City of Fayetteville and the Arkansas Department of Transportation successfully negotiated a transfer of jurisdiction of the existing 71B corridor between the north and south Fulbright Expressway interchanges. This provides the City with the complete authority to modify the affected corridor issues and catalyze desirable private development.

Looking ahead, the public and community implementation program of initiatives for 71B resolves into six specific categories: Street Transportation, Trails and Pathways, Regulating Environment, Development Focuses, Attainable Housing, and Organizational change. Most of those decisions will be private. But initiatives taken by city and order to the large and small decisions that will accomplish that change.

SHORT-TERM (0-5 YEARS)

STREET TRANSPORTATION

• Design and construction of the Phase 1 improvement program for 71B. Phase 1 is primarily funded by proceeds of the 2019 bond issue and funds from the negotiated transfer of the corridor to city responsibility. Specific priorities recommended by this plan include:
  • The College Avenue segment from North Street to Township Street, including the proposed street channel, sidewalks, the upgraded Township intersection node, the Memorial Drive pedestrian crossing, new lighting and streetscape features, and redesign of the Green Acres intersection with the Green Acres common on vacated right-of-way. This project will demonstrate the quality of the street design and set the stage for future phases.
  • Redesign of South School Street to three lanes with cycle/mobility track and continuous sidewalk/sidepath between Cato Springs and the Mill District. This should be accomplished within the existing street section. This project should also include an upgraded pedestrian crossing with pedestrian refuge median at or near 11th Street.
  • Reconfiguration of Archibald Yell with better pedestrian accommodation and a signal at the South Street intersection.
  • Redesign of the Archibald Yell/South College/Rock Street intersection.
  • Completion of the Appleby-Plainview collector between Fiesta Square and Millsap.
  • Completion of the Vantage-Sain connection between North Front Street and Joyce Boulevard.
  • Negotiation with SWEPSCO on alternatives and responsibilities for distribution system upgrades, coordinated with the corridor improvement project. Options include burial of distribution lines; relocation of overhead lines off the main corridor, possibly using the route of the future shared use path or adjacent streets; or pole replacement and other aesthetic improvements to the existing overhead system in place.
  • Execute a comprehensive transit planning effort as described in Exhibit “A” of the Fayetteville City Council’s 71B resolution.
  • Complete detailed feasibility study, project design, and funding for bus rapid transit (BRT) along the 71B corridor.

TRAILS AND PATHWAYS

• Upgrade of the on-street Poplar Street Bikeway between College Avenue and the Razorback Greenway.
  • Sidewalk, probably on the east side of South School, between Cato Springs Road and MLK Boulevard.
  • Greenway and trail connection, including a new creek crossing, to link the South School corridor directly to Walker Park and the Greenway.
  • Reservation of right-of-way for parallel off-street paths with development along College Avenue between North and Millsap.

REGULATING ENVIRONMENT

• Implement the recommendations of the Regulating Plan in Chapter 7, including converting to ordinance language as appropriate.

DEVELOPMENT FOCUSES

• Work with owners of Evelyn Hills, Fiesta Square, and Northwest Arkansas Mall to implement parking lot improvements, street dedications where required, land use entitlements, and other actions necessary to increase utilization of these properties.
• Incorporate shared access, design assistance, and streetscape improvements into the College Avenue improvement project to support emergence of the Restaurant District between Sycamore and Township.
• Assist owner with redevelopment of the Southgate site at 15th and South School.

ATTAINABLE HOUSING

• Partner with the Fayetteville Housing Authority (FHA) to increase capacity with staff and capitalization to build both ownership and rental housing designed for affordability to households with incomes in the 60% to 100% of median household income range. Ensure that the FHA also has the ability to partner with developers to incorporate affordable housing into mixed income developments.
• Explore methods to implement NWA Housing Report Action Item #4, permitting the use of publicly owned land for housing production.
• Assist with the acquisition and reuse of the “farm” north of the Evelyn Hills shopping center as a residential development geared toward moderate income urban families. Development may be an initial project for the proposed CDC.
• Work with FHA to develop the first phase of a residential “village”
Family-oriented townhomes in Richmond, CA
east of 7Hills Homeless Center, targeted toward households who
are temporarily homeless and/or people and households in need of
permanent supported housing. Such a project may adapt the “tiny
house” model utilized by Food and Shelter, Inc. in Norman, Oklahoma
and similar projects. This project would serve a constituency different
from Serve NWA’s New Beginnings project, which broke ground in
April, 2019 and is designed for unsheltered people.

• Develop an incentive structure to encourage private development
of mixed income developments that could include financial incentives
like TIF, assistance with site acquisition and development, density
bonuses, and accelerated processing.

ORGANIZATIONAL INFRASTRUCTURE

• Form a 71B business organization funded by a business improvement
district that forms policy, executes marketing programs, and
maintains public realm improvements.

MEDIUM-TERM (5-10 YEARS)

STREET TRANSPORTATION

• Design and construction of the Phase 2 improvement program for 71B,
with funding provided by proceeds of a new bond issue or allocation
of other capital funds. Specific priorities recommended by this plan include:

• The College Avenue segment from Township Street to Millsap
Street, including the proposed street channel, sidewalks, the
upgraded intersection nodes, and new lighting and streetscape
features.

• Possible incorporation of on-street parking as required by adjacent
redevelopment along the South School corridor.

• If required, permanent reconfiguration of Archibald Yell Boulevard,
assuming that the initial redesign was constructed as a pilot project.

• Construction of east-west connections between College Avenue and
parallel collectors. These potentially include Longview, Harold, and
Masonic. This includes possible land exchanges with North College
auto dealerships to provide contiguous sites for the businesses and
better cross street connectivity.

• Construction of additional east-west connections between College
and Green Acres Drive, including Colt and Colt Square.

• Execution of a detailed transportation study and conceptual redesign
of the north Fulbright interchange in cooperation with ArDOT and
development of a conceptual design for funding in future phases.
Initial studies are underway in 2019. A detailed study should evaluate
performance of redesign alternatives with a full secondary circulation
network in place, and should consider factors in addition to Level of
Service in the analysis.

• Funding and construction document completion for redesign of the
north Fulbright/College access system.

• Consolidate North College roadway on the west side of the current
corridor north of the Scull Creek Bridge

• Place a bus rapid transit (BRT) service in operation along the 71B
corridor.

TRAILS AND PATHWAYS

• Completion of the first phase of the path system between North and
Township.

• Continued reservation of right-of-way for parallel off-street paths with
development along College Avenue between North and Millsap.

• Completion of Sublett Creek Trail to Poplar Street.

DEVELOPMENT FOCUSES

• Work with owners of City Lumber, Vaughn Recycling, and Ozark Steel
on site redesign to improve compatibility with redeveloping adjacent
uses.

• Incorporate shared access, design assistance, and streetscape
improvements into the College Avenue improvement project between
Township and Millsap.

• Complete full development of the University of Arkansas research
campus to South School and multi-family, campus related housing on
the Cato Springs site on the east side of the corridor.

ATTAINABLE HOUSING

• Continued development activities by the 71B Development
Corporation, with possible focuses on the “Sunbridge” site north of
Township Street on the east side of College and proposed medium-
density residential sites in the South School corridor.

• Encourage eligible nonprofits to apply for state and federal grants to
increase supportive housing assistance.

• Implement recommendations of the NWA Housing Report, including
creating a local finance program for new homes, enacting anti-
displacement and housing preservation policies, and developing
housing partnerships with major employers and key institutions to
promote affordable development.

LONG-TERM (OVER 10 YEARS)

• Redesign and funding for the Fulbright interchange and surrounding
area.

• Evaluate the results of this plan and update it for what is inevitably a
new development and transportation environment.

• Complete other aspects of the transportation and trail development
programs.
# IMPLEMENTATION SUMMARY

<table>
<thead>
<tr>
<th>TRANSPORTATION AND STREET ENVIRONMENT</th>
<th>Short</th>
<th>Medium</th>
<th>Long</th>
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<tbody>
<tr>
<td>• College Ave redesign, North to Township</td>
<td>• College Ave redesign, Township to Millsap</td>
<td>• Complete Fulbright interchange and regional access plan, with connection to Mall Avenue.</td>
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<tr>
<td>• South School reconfiguration</td>
<td>• Continued South School upgrade with redevelopment</td>
<td>• Complete other aspects of transportation program.</td>
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<tr>
<td>• Pilot Archibald Yell reconfiguration</td>
<td>• Permanent Archibald Yell reconfiguration</td>
<td>• Consider future transit needs and options in view of higher density development.</td>
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<tr>
<td>• College and Rock intersection</td>
<td>• East-west grid on North College</td>
<td>• Redesign and funding for Fulbright interchange area</td>
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<tr>
<td>• Appleby-Plainview collector</td>
<td>• Fulbright interchange alternatives study</td>
<td></td>
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<td>• Vantage-Sain connection</td>
<td>• North College lane consolidation and greenway near Lake</td>
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<td>• Resolution of overhead relocation/burial options and timing</td>
<td>• Operational BRT</td>
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<tr>
<td>• Execute a comprehensive transit planning effort as described in Exhibit “A” to the 71B Resolution</td>
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<td></td>
<td>College Ave redesign, Township to Millsap</td>
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<td></td>
<td>Continued South Scholl upgrade with redevelopment</td>
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<tr>
<th>TRAILS/PATHS</th>
<th>Short</th>
<th>Medium</th>
<th>Long</th>
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<tbody>
<tr>
<td>• Poplar Bikeway upgrade</td>
<td>• Phase one of North to Township connecting paths</td>
<td>• Complete shared use system of parallel connecting paths along College Avenue</td>
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<tr>
<td>• South School sidepath</td>
<td>• ROW reservations with development, Township to Millsap</td>
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<tr>
<td>• South School to Walker Park connection</td>
<td>• Sublett Creek Trail</td>
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<tr>
<th>REGULATORY</th>
<th>Short</th>
<th>Medium</th>
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<tbody>
<tr>
<td>• Discuss recommendations/convert to ordinance language</td>
<td>• Evaluate and modify</td>
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<tr>
<th>DEVELOPMENT FOCUSES</th>
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<tr>
<td>• Major retail centers first stage modifications</td>
<td>• Site upgrades to major South School businesses and industries</td>
<td>• Evaluate and modify land use and development concepts relative to changing context and conditions.</td>
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<td>• Restaurant District</td>
<td>• Research Center area</td>
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<tr>
<td>• Southgate redevelopment</td>
<td>• Continued major centers development</td>
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<th>ATTAINABLE HOUSING</th>
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<tbody>
<tr>
<td>• Fayetteville Housing Authority as major development entity</td>
<td>• Sunbridge development area</td>
<td>• Continue and improve development programs and make necessary adjustments</td>
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<tr>
<td>• Moderate-income family housing on “farm” site</td>
<td>• Continued transitional development</td>
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<td>• Transitional village to the east of Seven Hills Homeless Center</td>
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<td>• Incentive structure for “missing middle” housing</td>
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A CONCLUDING NOTE

We would like to begin this note with a word of thanks to everyone who has been involved in this planning process: Fayetteville’s superb city staff, the Mayor, City Council, and Planning Commission; our Plan Advisory Committee members; and members of the community who came to meetings and workshops, completed surveys, talked to us, and contributed to this document with their insights, support, and sometimes withering criticism, all of which made this plan better. Mostly, we thank all of you for your complete dedication to the good and welfare of this great community. We hope that you find this document worthy of your trust.

We knew this plan would be both a challenge and an opportunity to create something new – something that would advance the future of Fayetteville and generate an idea that could be applied in other cities. Unlike many planning projects, we had no preconceived idea or formula about what this plan would look like in the end – or even if there was an end in the sense that we normally think about planning documents. Like many of you, though, we believe that climate change presents an existential threat to us, our children, and our grandchildren. For us, it is an overriding mission to grapple with practical solutions in our cities that can help move the needle in ways that respect the ways in which people live, work, pray, and interact with their city.

We know that the ubiquitous commercial strip has an enormously high environmental footprint because of its exclusive reliance on motor vehicles, its dispersed and inefficient single-use development pattern, its low ratio of land actually used for human activity, and its high impact on urban runoff and the quality of our streams. Yet, strip also has features that are indispensable to our daily lives and economic health. This plan is all about recognizing the importance of the 71B corridor and many of its existing features to the community while gradually making it more economically and environmentally sustainable.

People have developed inspiring visions for the long-term future of this corridor that we find compelling and inspiring. We hope that aspects of these visions can be realized some day. We also know that some people have criticized this plan as looking like only a first phase rather than a completed vision. To this, we plead guilty. In these times, we have little idea of what the city and world might look like in thirty years. Our goal here is to take the things that we do know about and move them in a different and hopefully more productive and achievable direction that will provide a stronger foundation for people who will plan even more ambitious ideas in the future.

On this 50th year of humankind’s first landing on the Moon, we turn to that analogy. For many decades before 1969, people developed visions, wrote books, and produced movies and shows about landing and settling on the Moon. But these visions were unrealized until we took the small steps necessary to create the foundation for Apollo 11 – the Mercury and Gemini missions that made the “giant leap” possible. If this document will be seen as something like the Mercury and Gemini missions that make ideas like the Transit City scenario and other visions more possible, we will have achieved our goal.

In conclusion, thank you for your trust in us and for your partnership, support, criticism, and friendship. We are grateful to have the chance to think with you about the future of Fayetteville and the contribution that 71B, with its memories and significance to the community, can make to that future.

- Martin Shukert