

# REVITALIZATION FRAMEWORK **3**

*FUTURE LAND USE*

*URBAN DESIGN FRAMEWORK*

*OPEN SPACE*

*CIRCULATION*

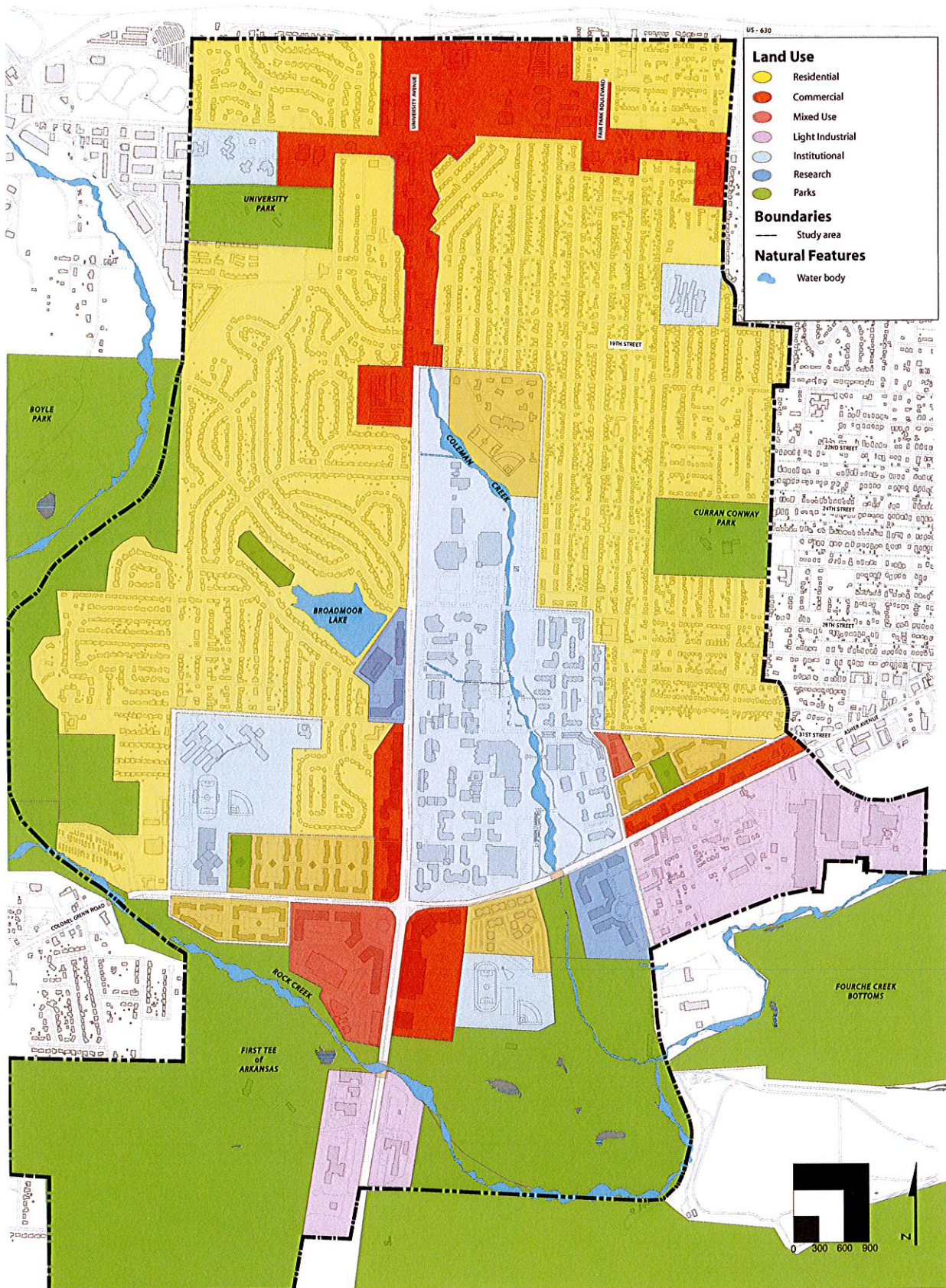


Figure 3-1: Future Land Use

## *FUTURE LAND USE*

**Figure 3-1** depicts the proposed future pattern of land uses in University District. While land uses throughout much of the district remain unchanged, several significant shifts are evident and reflect the need to replace and redevelop activities and development patterns that have outlived their economic usefulness.

Institutional use depicted in a light blue color, is the activity core of University District, representing the UALR campus, along with several public schools distributed throughout the neighborhoods.

Residential use, depicted in a tan color, remains the district's predominant use, comprising the various existing neighborhoods, plus new residential development that will occur through redevelopment project described below.

Commercial uses, depicted in orange, remain predominant along the northern portion of University Avenue and along the 12th Street corridor. However, in the vicinity of the intersection of University Avenue and Colonel Glenn Road/Asher Avenue, much of the pre-existing commercial use has been replaced by mixed use designations, combining retail along with offices and residential on upper floors.

Industrial designations remain along Asher Avenue east of Mabelvale Pike and along the southern section of University Avenue. On the other hand, the industrial designation at the Coleman Dairy site has been changed to residential to reflect the planned development of student housing by Place Properties.

A Research classification, depicted in darker blue, is shown to replace the former commercial designation at the Broadmoor Shopping Center, as well as the former industrial designation at the southwest intersection of Asher Avenue and Mabelvale Pike. This designation will permit the development of research and technology parks associated with the University.



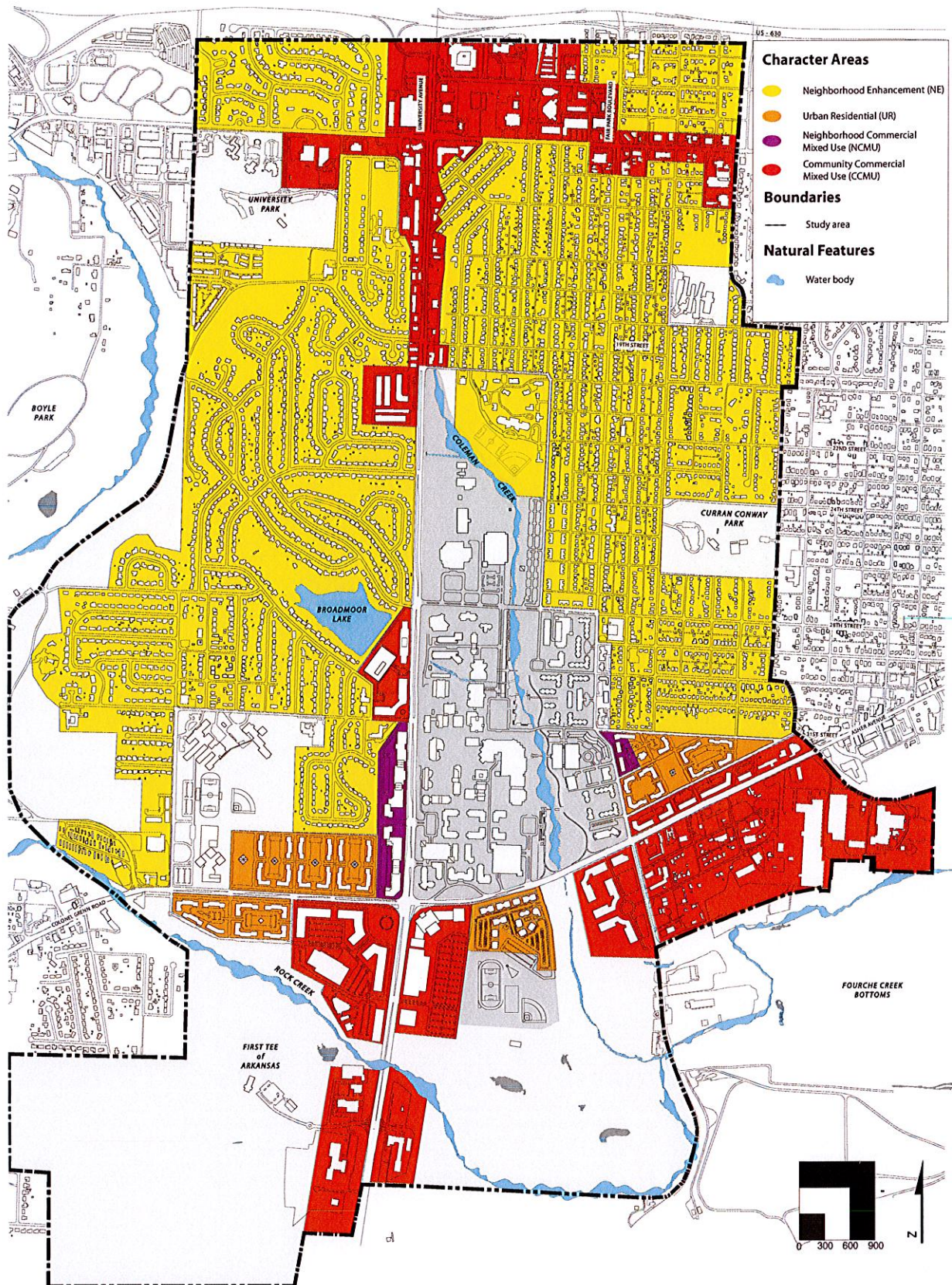


Figure 3-2: Character Areas



Urban design combines an interest in the visual form and function of development with a concern for how the development fits within its surroundings. The Urban Design Framework creates a context for future development in the University District, setting out “the big picture” as a basis for more specific recommendations which will be implemented through zoning and other types of tools. The Urban Design Framework is a means to implement the Revitalization Plan’s overarching goal of strengthening, unifying, and enhancing the University District.

Key principles are outlined, and desired attributes identified, which address the Plan’s objectives in ways that support the emergence of the University District as a vibrant, safe, attractive, cohesive urban district.

The intent is to ensure that individual developments contribute to strengthen the fabric of each area and of the district as a whole, while creating a distinct district image. At the same time, the framework offers sufficient flexibility to respond to changes as the character of the district evolves over time.

## URBAN DESIGN FRAMEWORK







*Livability*



*Visual Interest*



*Compatibility*



*Connectivity and Access*

## Key Principles

The following principles encapsulate the spirit of the 2004 Vision for the University District as a “a “neighborhood of choice; a walkable in-town district with a seamless transition to the University; a community of thriving residential areas, lively retail and entertainment; and diverse economic development opportunities created and supported by University activities.”

These principles provide the basic guidance for prospective developers to create quality projects that foster momentum for the revitalization of the district, and frame the desired of each of the character areas and of the district as a whole.

**(i) Livability:** Quality development supports sustainable living. New development should be sited and designed to fit human scale, contribute to a dynamic street environment, and place priority on pedestrian comfort, convenience, and safety. A mix of uses will add vitality and contribute to safety and livability.

**(ii) Visual Interest:** New development should incorporate variety in the use of design elements—including color, texture, and materials—to create a visually interesting environment and contribute to a unique architectural character. Buildings should be designed to provide positive definition and enclosure to the shape and function of outdoor space (public realm). Appropriate articulation of building facades is critical to provide visual continuity to the street.

**(iii) Compatibility:** While visual interest is attained through variety, a degree of design compatibility is also necessary to visually integrate a mix of uses and building types and provide “legibility” to the district. New development should be designed to have a composition of forms that relate well—in proportion, scale, geometry, and style—both to one another and to the site. Developments should strive to create a “sense of place” and integration with the built local context. They should also be respectful of the topography and natural features of its site and of the surrounding area.

**(iv) Connectivity and Access:** All new development should be well connected and accessible. Connections should allow convenient, safe access to activity centers, public spaces, and community facilities and amenities. Development layouts should consider the needs of pedestrians, cyclists, and transit as much as, if not more than those of the automobile. Access to new development should be sited and designed to have a positive visual impact on the street.



## Character Areas

The Urban Design Framework consists of a series of “character areas” which focus on concentrations of desired uses at appropriate intensities, and with distinctive features. By directing specific development types into these areas, the “critical mass” achieved over time will create an identifiable character for each area and for the entire district.

The UD Urban Design Framework comprises four character areas, as described below and in Figure 3-2. The character areas reflect the desired development pattern for each area—not what is currently experienced there.

### *Neighborhood Enhancement (NE) Character Area*

This character area is typified by a predominance of single-family, detached residential structures in a pattern of small individual lots and a grid of residential-scale streets. The intent of this character area is to recognize the presence of existing single family neighborhoods in the University District, as well as the need to preserve, stabilize, and enhance these neighborhoods by providing incentives for the restoration and improvement of the existing housing stock, while encouraging infill residential development that is compatible with the area’s traditional character and scale. As shown in Figure 3-2, the NE Character Area comprises the greater part of existing residential neighborhoods that are located within the University District boundaries, including War Memorial, Oak Forest, and Curran Conway, east of University Avenue; and University Park, Point O’ Woods, Broadmoor, and College Terrace, all west of University Avenue.

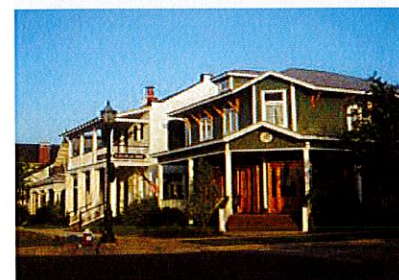
### *Development Character*

This character area will continue to comprise primarily detached single family units, although attached units (town homes) are also compatible with the density and character of some of the neighborhoods—particularly around the edges of the University campus—and may be permitted under the present zoning structure through the Planned Development process (PDR). Infill of vacant residential lots and rehabilitation and improvement of existing homes (including expansion of substandard-sized units, where the lot size permits it) will be incentivized to stabilize areas that may be in transition, as well as to broaden the appeal of existing residential units to a broad range of households.

### *Key Features*

Building heights in this character area will not exceed three (3) stories (refer to Figure 3-3). New development should take into consideration, and appropriately respond to the height of adjoining buildings. Consistent building lines will be encouraged to create a continuous street frontage and a strong enclosure of the public realm.

*Single-family detached and attached homes create a traditional neighborhood in character and scale*





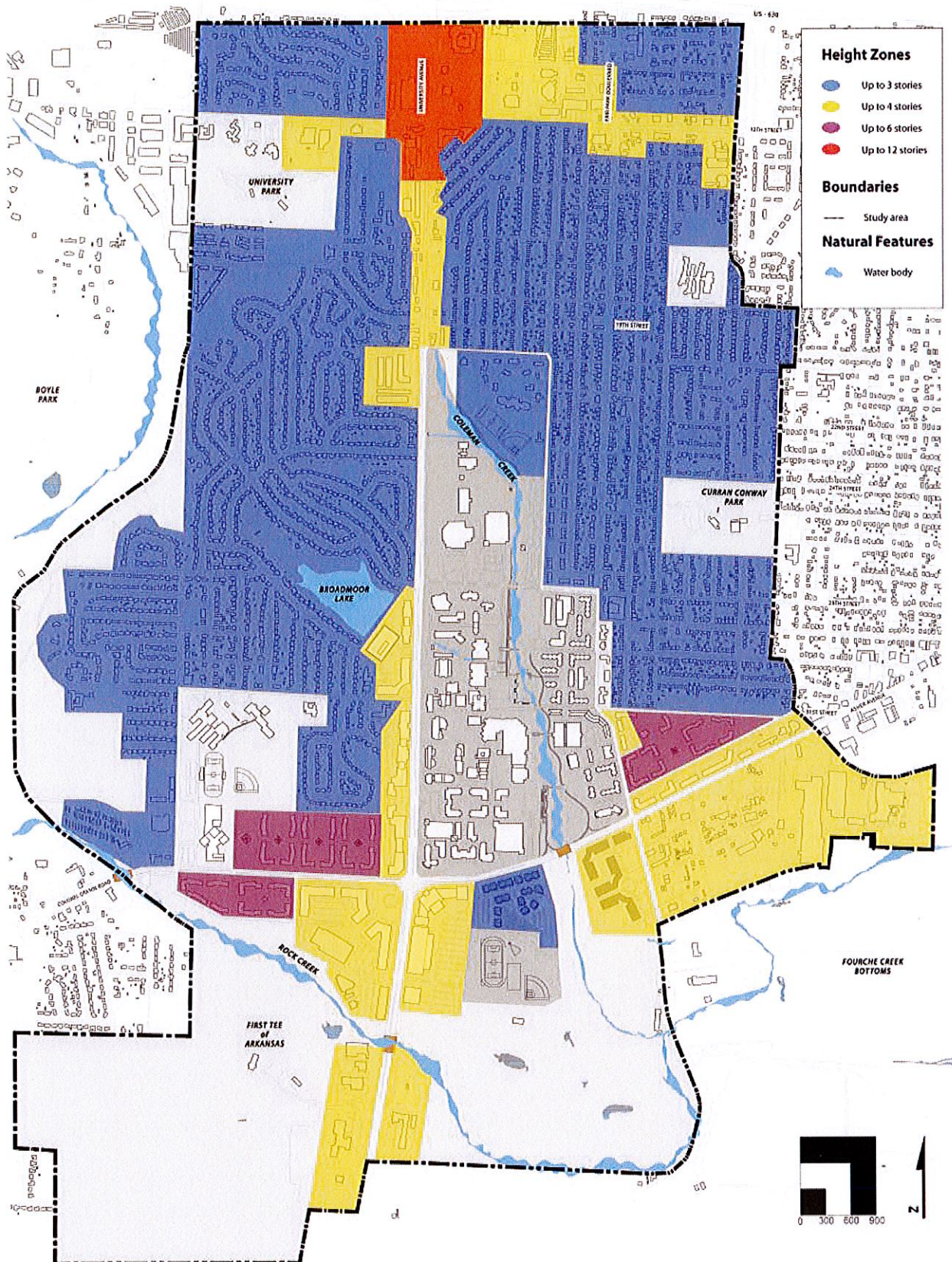


Figure 3-3: Height Zones



### ***Urban Residential (UR) Character Area***

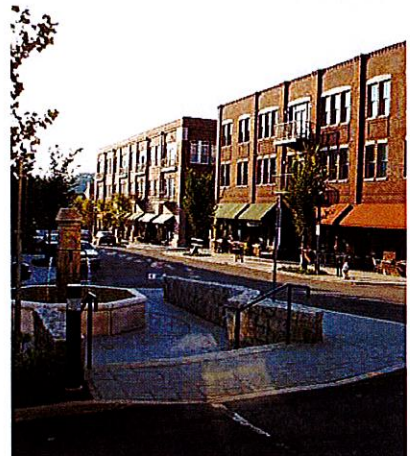
This character area is intended to provide a sound environment for new medium- and higher-density residential development—including a new variety of housing types and designs to meet growing demand for housing choice—in close proximity to shopping and transit routes. Therefore, areas identified as Urban Residential in character are found along or next to Colonel Glenn Road/Asher Avenue, and serve as buffer areas between that high-traffic corridor and the lower intensity of single family residential neighborhoods to the north.

### ***Development Character***

Today, the character of these areas is typified by a mix of community-oriented retail and services, industrial uses, and obsolete multi-family housing. Over time, the market would be anticipated to replace this pattern with medium to high density (between 8 and 15 dwelling units per acre) attached and multi-family residential (apartments and condominiums).

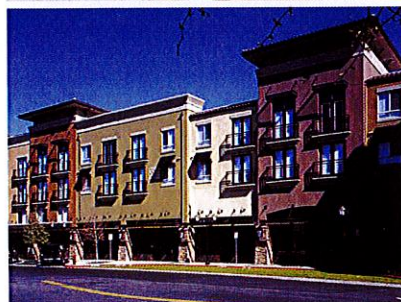
### ***Key Features***

Building heights in this character area will cap at six (6) stories, as shown in Figure 3-3. New structures will be placed close to the property boundary in a consistent building line to create a strong street edge. Doors and windows facing the street will provide liveliness and security to the public realm. Parking should be internal to sites and internal streets should strive to replicate, and continue, the grid street pattern of adjacent residential areas. Connections will be designed to support walking and cycling. Developments will also incorporate green space and, where necessary, provide adequate buffers to transition into areas of lower intensity development.



*Medium- and high-density housing types creates an urbanized environment*





*Neighborhood-focused mixed use creates an active street*

### ***Neighborhood Commercial/Mixed Use (NCMU) Character Area***

The intent of this character area is to provide for moderate-scale neighborhood retail, service uses and—potentially—multifamily housing, in the context of a pedestrian-oriented urban environment. This character area encourages the establishment and retention of retail and personal service establishments, predominantly in a continuous pattern at ground level, to meet the needs of the surrounding area's residents, workers, and visitors. NCMU character areas are compact and strategically located to serve the needs of their immediate residential areas. Two locations are found in the University District: the first on the west side of University Avenue between Colonel Glenn Road and 31st Street; the second east of the UALR campus, at the corner of Fair Park Boulevard and 31st Street.

### ***Development Character***

Although this character area will include a strong component of traditional storefronts, new development configurations will move away from the auto-orientation and "commercial strip" character of present uses. Office space and/or apartments on upper floors will further energize and support the ground level businesses.

### ***Key Features***

Where mixed use developments include a residential component, the maximum building heights in this character area may go up to four (4) stories. Generally, however, mixed commercial/office developments are likely to stay in the 2-3 story range. New structures will be placed close to the street in a consistent building line to create a continuous frontage, and parking will be placed to the rear or side of the site. Multiple curb cuts on Asher Avenue or Fair Park Boulevard will be discouraged, and access will be provided through shared driveways or alleys whenever practicable. A pedestrian circulation system should be integrated into new developments to provide a direct, convenient and comfortable means of accessing and connecting individual uses, sites, and other parts of the district.





### *Community Commercial/Mixed Use (CCMU) Character Area*

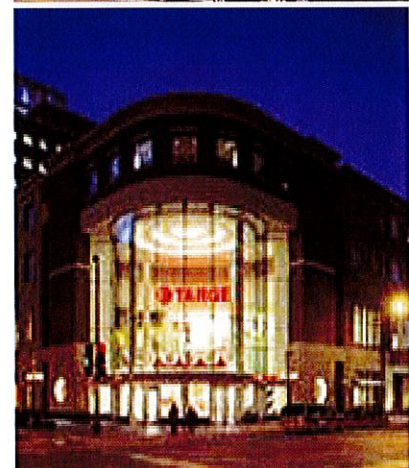
The intent of this character area is to encourage the creation of a high intensity commercial center with a balanced mix of larger scale retail, office, entertainment, and—where appropriate—multifamily housing, taking advantage of locations with high visibility, greater traffic volumes, greater property depths, redevelopment opportunities, and lesser potential for negative impacts to single family neighborhoods. Examples of such locations include lands at the north edge of the University District, along 12th Street and along University Avenue between US 630 and 19th street (approximately), sites on the south side of the Colonel Glenn Road/Asher Avenue and University Avenue intersection, and others, as shown in Figure 3-2. This character area is envisioned to comprise primary local destinations for employment, shopping, services, and entertainment.

### *Development Character*

Because the intent of areas designated as CCMU is to serve the University District as a whole, development configurations are more accessible by automobile, but they should also provide strong pedestrian safety and connectivity into surrounding and nearby neighborhoods. The scale and mix of uses in these areas—including specialty retail, dining and entertainment venues (grocery stores, movie theaters, restaurants, etc.)—combined with high quality design, will distinguish them from regional suburban malls. The CCMU character area also includes future “Research Park” components associated with UALR, which may also integrate ancillary uses.

### *Key Features*

Building heights in this character area vary according to location, as shown in Figure 3-3. In most cases, the maximum height will be four (4) stories. However, at the north edge of the district, the zone along University Avenue between US 630 and approximately 12th Street may accommodate structures up to twelve (12) stories, as long as appropriate massing transitions and buffering are provided to minimize impacts on adjoining development. New structures should be placed close to the street in a consistent building line to create a continuous frontage, and parking should be placed to the rear or side of the site.



*Community-focused mixed-use commercial-big box retailers conform to fit urban areas—*



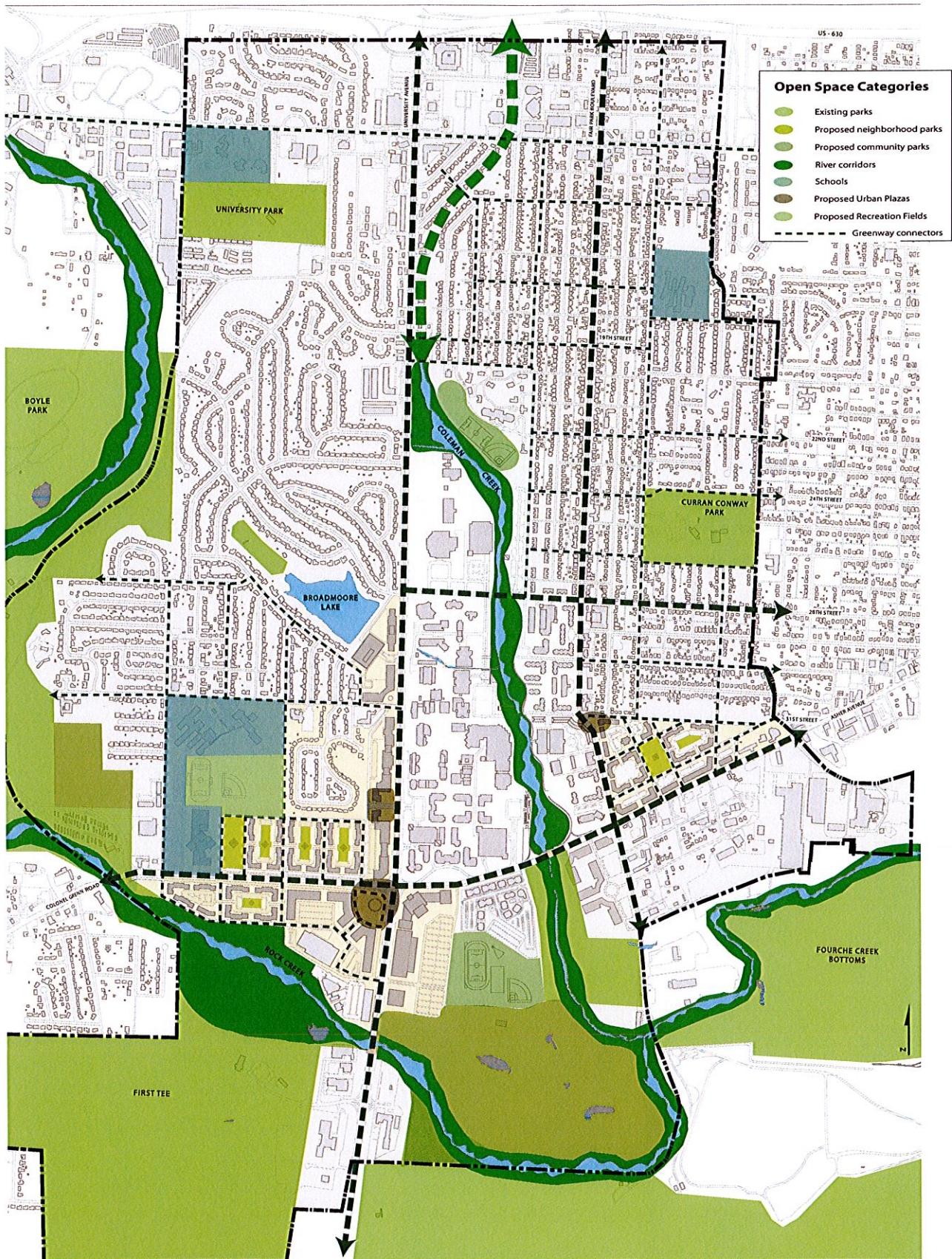


Figure 3-4: Open Space Network