

Cloverdale / Watson Neighborhood Action Plan July 2001

**By the Allendale, Chicot and Cloverdale Neighborhood
Associations**



**Department of Planning and Development
City of Little Rock, Arkansas**

**Cloverdale / Watson
Neighborhood Action Plan
July 2001**

Neighborhood Associations:

Allendale Neighborhood Association
Chicot Neighborhood Association
Cloverdale Neighborhood Association

Committee:

Frank Adcock
Kay Coleman
Troy Laha
Harold Zook

Special thanks:

Southwest Library, Dreher Lane

City of Little Rock:

Planning and Development

Brian Minyard
Vince Husted

A RESOLUTION OF THE PLANNING COMMISSION
OF THE CITY OF LITTLE ROCK, ARKANSAS IN
SUPPORT OF THE CLOVERDALE / WATSON
NEIGHBORHOOD ACTION PLAN.

WHEREAS, the area residents and Neighborhood
Associations formed a Steering Committee to develop a
neighborhood Plan; and

WHEREAS, the residents and other "stakeholders" in the
area participated in a public meetings to discuss and
identify area concerns to include in the plan; and

WHEREAS, After several months of work by the Steering
Committee, a set of goals and objectives were developed and
presented to the neighborhood at a Plan Preview meeting;
and


WHEREAS, this Plan (Goals and Objectives) provides a
way for both neighborhood based groups and others working
in and around the neighborhood to advance the desires and
meet the needs of the residents; and

NOW, THEREFORE BE IT RESOLVED BY THE PLANNING
COMMISSION OF THE CITY OF LITTLE ROCK, ARKANSAS.

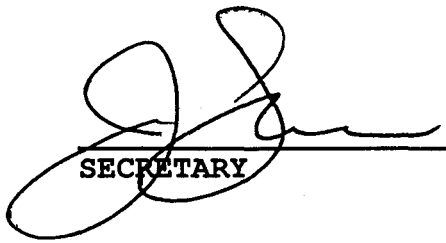
SECTION 1. The Planning Commission of the City of
Little Rock does support the vision and goals as expresses
in the Cloverdale Watson Neighborhood Action Plan.

ADOPTED:

7-26-01
ATTEST:



CHAIRMAN



SECRETARY

RESOLUTION NO. 11,109

A RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CITY OF LITTLE ROCK, ARKANSAS IN
SUPPORT OF THE CLOVERDALE / WATSON
NEIGHBORHOOD ACTION PLAN.

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SECTION 1. The Planning Commission of the City of
Little Rock does support the vision and goals as expresses
in the Cloverdale Watson Neighborhood Action Plan.

ADOPTED: August 21, 2001

ATTEST:

s/Nancy Wood

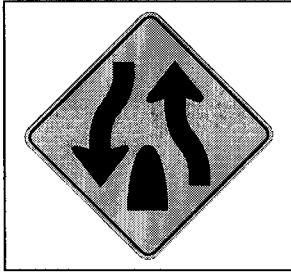
s/Jim Dailey

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Improve Traffic safety in the neighborhood.

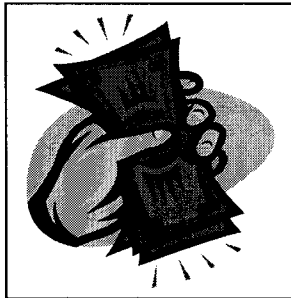
- Decrease the speed of traffic on local streets.
- Decrease the speed of traffic on major streets.



- Working with the Public Works Department, develop a solution to reduce the amount of cut through traffic in the Allendale neighborhood. i.e. speed bumps.
- Demand the enforcement of speed limits on Baseline Road and Geyer Springs Road.
- Demand enforcement of Traffic and Criminal Code around McClellan High School during peak traffic time.
- Work with CATA to install bus shelters in the area.

Improve economic conditions in the neighborhood.

- Work to encourage and establish neighborhood-oriented businesses.
- Retain existing businesses and when necessary find new businesses to replace those that close.

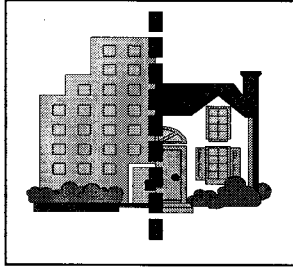


- Demand the enforcement of speed limits on Baseline Road and Geyer Springs Road.
- Work with the city to establish an economic development plan for the Cloverdale/Watson area.
- Patronize locally owned businesses.
- Develop a program with the city to provide seed money to incubate new businesses.
- Explore the possibility of forming a community development corporation (CDC) to undertake economic development projects.
- Encourage local businesses to display and sell materials made by local residents (i.e. paintings, furniture).
- Develop a brochure for prospective businesses promoting the neighborhood.
- Approach businesses to advertise in neighborhood association newsletters.
- Recognize local businesses that are a positive contribution to the neighborhood (appreciation awards).
- Encourage the city to use business retention practices to prevent the loss of existing businesses in the neighborhood.
- Obtain information from the Small Business Administration on how to apply for loans and make this available to neighborhood residents.
- Form a partnership with area churches to sponsor new business ventures.
- Conduct a survey of local businesses to assess what the city can do to meet their needs.
- Publish a directory of local businesses.

- Encourage new businesses to locate in existing vacant structures whenever possible.

Work with city departments to monitor zoning and land use plan changes.

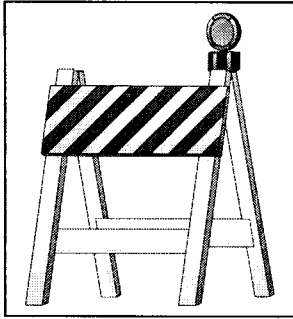
- Support Land Use and Zoning changes that will improve the community with minimum negative impacts.
- Review neighborhood zoning and land use classifications for appropriateness.



- Encourage the use of Planned Zoning Districts for business developments.
- Work with zoning and code enforcement to limit the negative impacts of home occupations.
- Develop a design overlay district to insure that new residential units in the area fit the character of the established neighborhood with similar bulk, mass, building materials, style, setback, etc.
- Determine design standards for new construction of houses in the area in accordance with existing zoning ordinances.
- Make infill housing compatible with existing neighborhood with similar bulk, mass, building materials, style, setback, etc.
- Protest any plans for new businesses located in the center of residential areas.
- Monitor development of vacant property at the intersection of Chicot Road and Redwood Drive.
- Protest any plans for new multi-family housing in the neighborhood.
- Support non-residential changes in areas shown on Future Land Use Plan as such.

Work with city departments to improve infrastructure conditions in the neighborhood.

- Ensure that roads are improved in a manner that is supportive of all modes of transportation (walking, cycling, automobile, public transit, and truck) and help to minimize the conflicts between the various modes.
- Create a system of walkways that link the community internally and externally to other areas.
- Encourage placement of sidewalks on all neighborhood streets.
- Address and correct drainage problems in the neighborhood.
- Identify and construct neighborhood curb and gutter where needed.
 - Require developers to adequately address drainage issues in development plans.
 - Require developers to provide sidewalks.



- Work with the Public Works Department to place curb and gutter on 83rd Street for the safety of school children.
- Work with the Public Works Department to place curb and gutters on each street located in this area.
- Work with the city to make sure that private property owners do not block off public streets without a formal right-of-way abandonment preceding.
- Require the Valley Road connection be built between Warren Drive and Geyer Springs Road to discourage cut-through traffic while preserving existing mature vegetation and protecting existing homes from any negative impacts.
- Work with Public Works to connect Stillman Drive to Valley Drive.

Work to improve conditions in the neighborhood in the social services area.

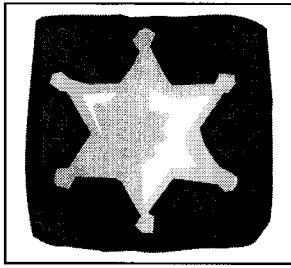
- Promote community centers, such as Southwest Community Center and Ottenheimer Clubhouse, as a focus for community activities and events for area residents.
- Develop programs and activities for area senior citizens.



- Develop programs for all area citizens, youth and seniors, at Ottenheimer Clubhouse and the Southwest Community Center.
- Monitor the City of Little Rock's progress in developing soccer fields at the Southwest recreation Complex.
- Work with McClellan High School and the Job Corps to develop internship/work study programs for high school youth.
- Work with local schools to develop tutoring programs.

Improve public safety in the neighborhood.

- Create programs that will reduce the public safety concerns of all residents in the neighborhood.
- Demand immediate closure of known drug houses.
- Encourage neighbors to report all suspicious activities immediately.
- Take immediate action against any known gang activities.
- Provide information on home safety and security procedures.
- Encourage the presence of police in the neighborhood.
 - Have police patrol the neighborhood at un-publicized hours to prevent crime.
 - Instigate and continue neighborhood crime watches.
 - Encourage residents to be "nosy neighbors" for security purposes.



- Sponsor educational sessions for neighborhood residents focusing on gang awareness, crime prevention, personal safety and home security.
- Protest any plans for new multi-family housing in the neighborhood.
- Protest any plans for new businesses located in the center of residential areas.
- Have the City of Little Rock establish and enforce strict guidelines concerning day care centers.
- Sponsor and encourage block parties and other "know your neighbor" activities.
- Support and encourage residents to report all suspicious activity.
- Demand enforcement of traffic and criminal code around McClellan High School during peak traffic periods.
- Have neighborhood watch groups work with the Police to prevent crime on cul-de-sacs that have large amounts of vacant property.
- Avoid the construction of cul-de-sacs surrounded by open space.

Improve Pride & Preservation of the neighborhood's standards.

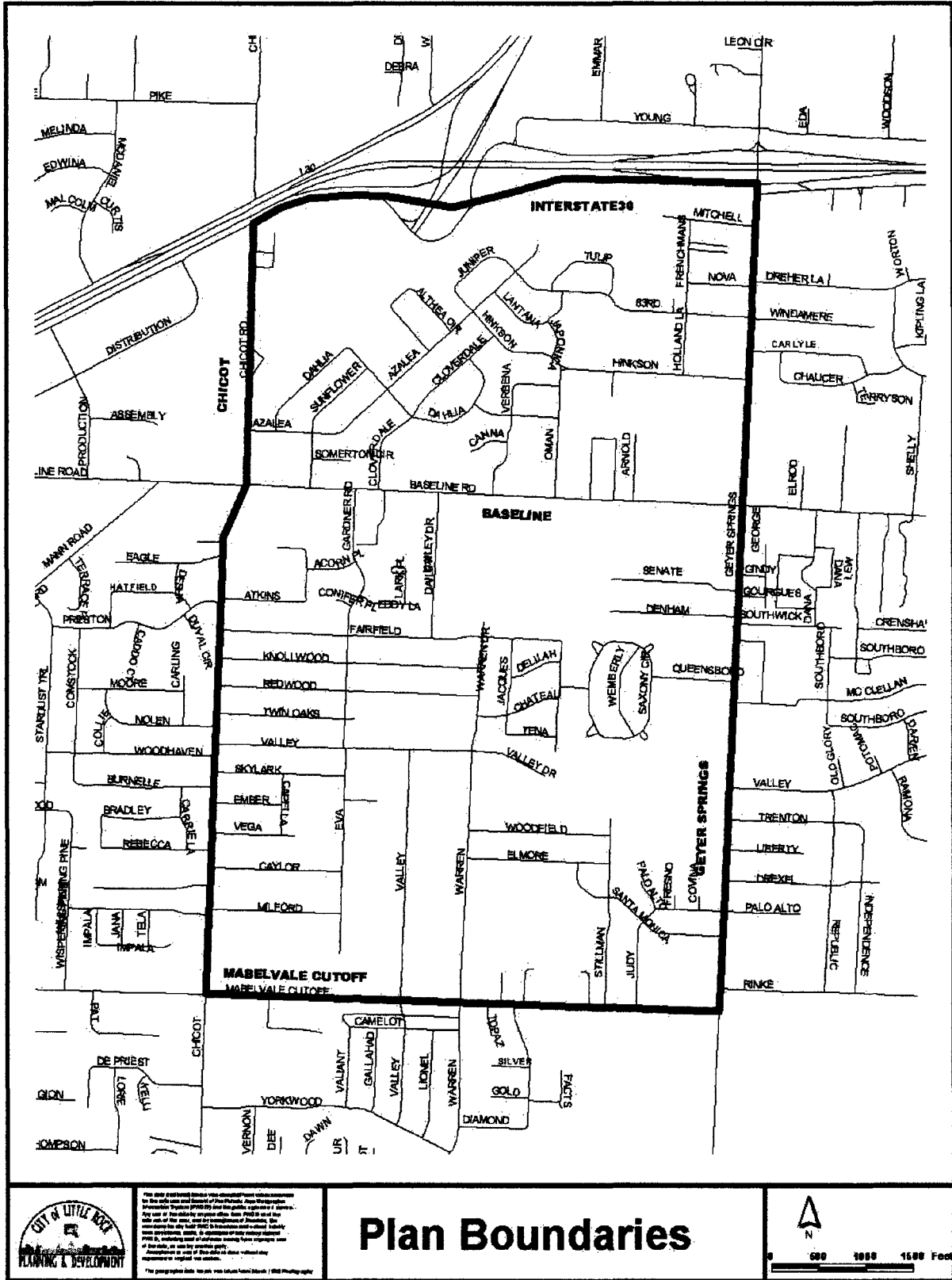
- Instill individual and group pride in the neighborhood.
- Promote pride in home and yard appearance.
- Establish clear standards and expectations with absentee landlords.
- Increase the level of code enforcement in areas where housing complaints and violations are high.
 - Have the city establish increased fines for subsequent code violations.
 - Establish time limits for code compliance before issuing a subsequent violation.
- Provide distinctive entrances (Gateways) and signage.
- Develop neighborhood beautification standards.
- Work with the City of Little Rock to ensure that debris is cleared away as soon as possible after a natural disaster.



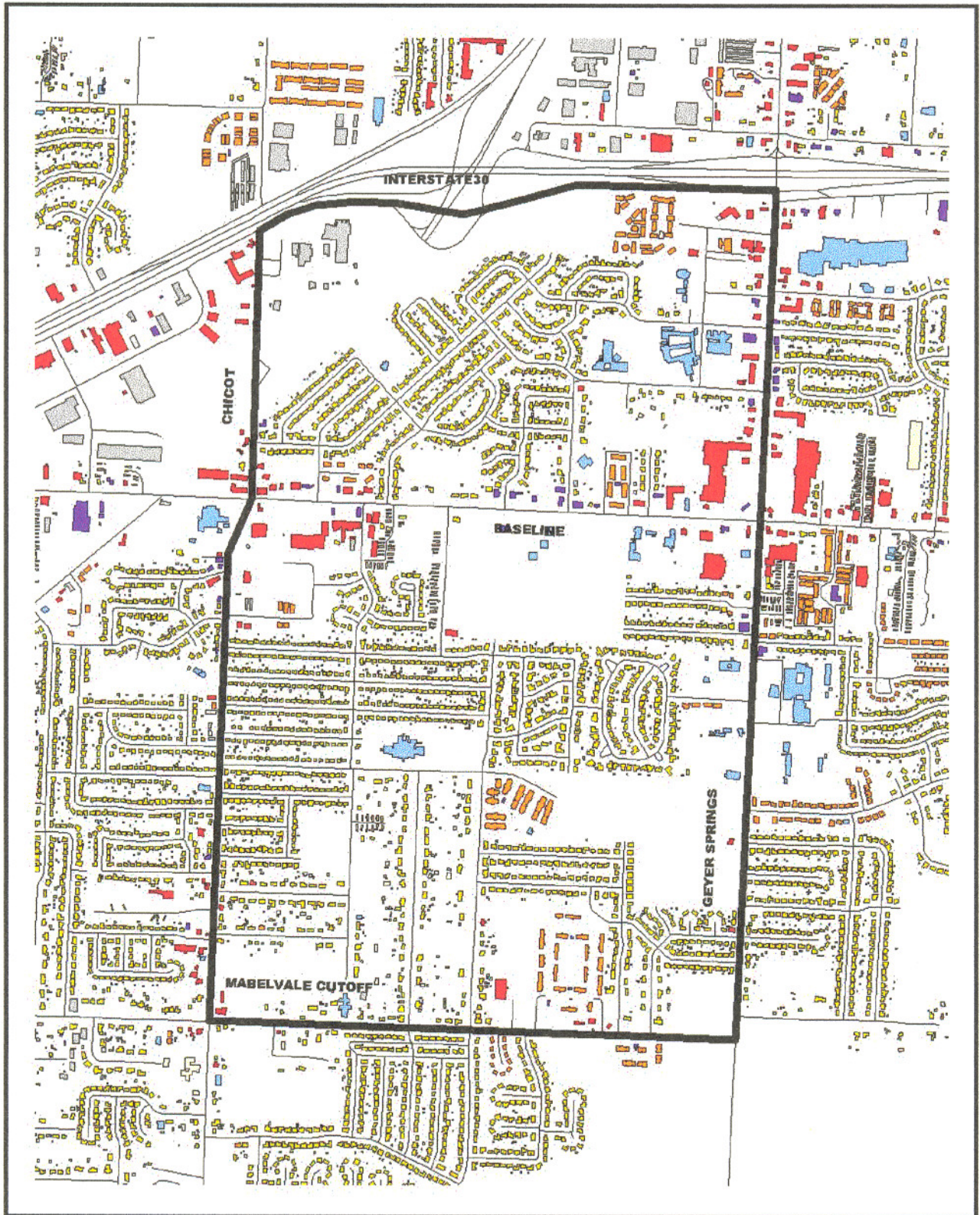
- Hold neighborhood clean-up days.
- Place dumpsters in the neighborhoods twice a year so residents can dispose of unwanted materials
- Work with the City of Little Rock to establish free days for citizens at the landfill.
- Request prompt action by code enforcement officers.
- Establish a time limit for code compliance.
- Request a report of actions taken by code enforcement officers.
- Work with the Little Rock Race Relations Committee to develop programs in the area.

- Identify and enhance key entrances to neighborhoods (gateways).
- Provide volunteers to help neighbors to clean up debris after natural disasters.

Cloverdale / Watson Neighborhood Action Plan

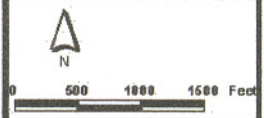


Cloverdale / Watson Neighborhood Action Plan

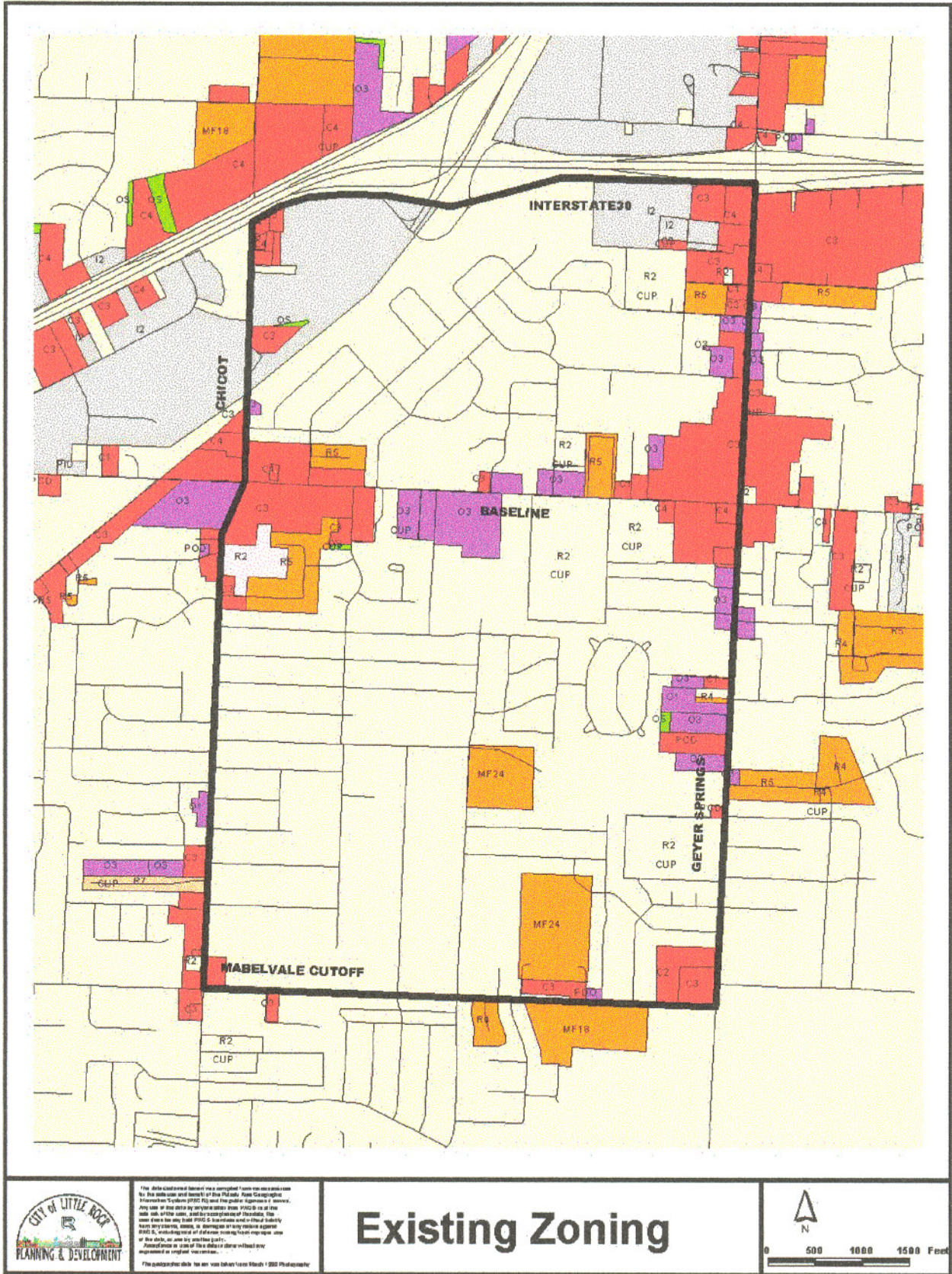


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Existing Land Use



Cloverdale / Watson Neighborhood Action Plan



Cloverdale / Watson Neighborhood Action Plan



Existing Conditions

The Cloverdale/Watson Schools neighborhood study area is located in the southwest portion of Little Rock and is part of the Geyer Springs West Planning District. The study area is located between Interstate 30, Geyer Springs Road, Chicot Road and Mabelvale Cutoff Road. There are four neighborhood associations located in this area: Allendale, Chicot, Cloverdale, and Santa Monica.

The Cloverdale area is bounded on the north by I-30, on the south at Baseline Road, on the west by Chicot Road and the Missouri Pacific Railroad, and on the east by Geyer Springs Road. Development of the Cloverdale subdivision began in the 1950's and continued for roughly fifteen years. At that time, the southwest area was sparsely populated and Cloverdale was the first substantial subdivision to be constructed. The Cloverdale subdivision was annexed into the City of Little Rock in 1963.

The neighborhood south of Baseline (Watson) that are bounded by Geyer Springs, Chicot and Mabelvale Cutoff began to develop in the late 1960's. The Watson neighborhood is made up of two fairly distinct areas divided by Warren Drive. The homes built between Warren Drive and Geyer Springs are mostly brick with three and four bedrooms on large lots. By 1970, the Allendale subdivision was annexed by the City of Little Rock. The Santa Monica subdivision was developed in the 1970's and was annexed by Little Rock in 1980.

The commercial uses located at the intersection of Geyer Springs Road and Baseline Road serve area shopping needs. Grocery stores, gas stations, and mini malls are clustered near the intersection. The commercial development continues northward on Geyer Springs to I-30 in a strip formation. Businesses located within the strip include fast food and eat-in restaurants, banks and other consumer-oriented establishments.

Socio-Economic Conditions

Population

This review of the neighborhood plan has occurred at a unique point in time. The 2000 census has been completed, but only the raw numbers for census blocks are available. Detailed information is not yet available for comparison of 2000 and 1990 numbers. For clarification of all census related numbers, the year of the census will be noted.

The 1990 population of the Cloverdale/Watson Schools Neighborhood Area was approximately five thousand six hundred (5,600) residents. The Watson School

area, with three thousand six hundred eighty (3,680) persons, is almost twice the size of the Cloverdale School area, which had a population of one thousand nine hundred forty (1,940) people in 1990. In 2000, the Cloverdale area, census tract 41031, had one thousand nine hundred fifteen (1915) persons and the Watson area, census tract 41062, had three thousand seven hundred eighteen (3718) persons. The two tracts, for all reasonable purposes, have not changed significantly in number of persons.

In 1990, Both the Watson and Cloverdale School areas have slightly more females than males, approximately fifty three percent (53%) females versus forty-seven percent (47%) male. The area north of Baseline Road has over three times the number of single persons per household (16.5%) than to the south (7.8%). This information is not available for the 2000 census.

Age

In 1990, the age distribution in the neighborhoods places the majority of residents (63%) between the ages of eighteen and sixty-four. Twenty-eight (28%) of residents in the study area are under eighteen years old, compared to twenty-five (25%) of the citywide population. The remainder of the population, nine percent (9%), is sixty-five years of age or older. This information is not available for the 2000 census.

Race

For the 1990 census, over sixty-two percent (62%) of the residents are white. Blacks make up thirty-five (35%) of the neighborhood population and the remaining three percent (3%) consists of people from other racial backgrounds. This factor has significantly changed in the 2000 census. Currently, the racial makeup of the combined area is 25.6% white, 69.3% black and 3.4% other. This is a dramatic change in the neighborhood.

Income

In 1990, household income for the Cloverdale/Watson Schools Neighborhood ranges from less than \$5,000 to \$125,000. More than half the households have an income of \$25,000 or less. City wide, forty-six percent (46%) of households are low to moderate income. Within Watson the low to moderate-income level is at forty-five (45%) while Cloverdale has roughly thirty-nine percent (39%) of its households in this category. This information is not available for the 2000 census.

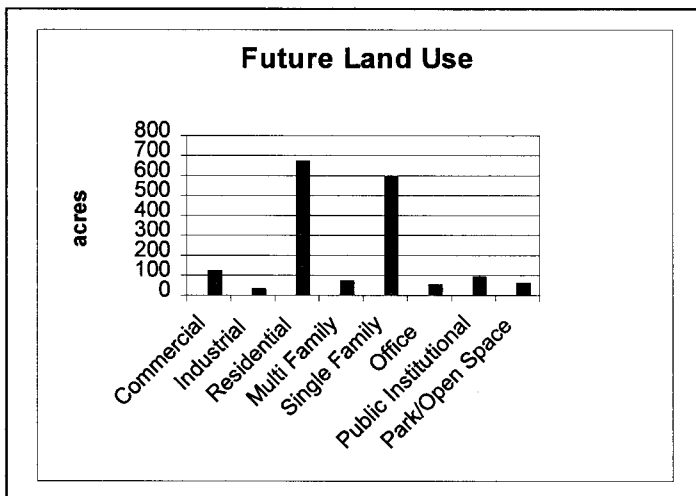
Existing Land Use

The Department of Planning and Development staff collected Land Use data on a parcel-by-parcel basis. Data was recorded in the field based on actual observation using the window survey method.

All residential units: single family, duplex, multi-family and their accessory structures comprised 95.3% (2611) of all structures. Commercial structures (61) comprise 2.2% of the total while public structures (27) comprise 1.0%. Public structures are churches, schools, police stations, libraries, utilities, etc. Office uses at 26 structures comprise another 1.0% and industrial have 0.5% of the total.

Future Land Use

Residential land uses dominates the plan area with 65.4% of the total land area; the category of Single family comprises 58.0% and Multi-family with 7.4% of the



total land area. At a distant second is commercially categorized land at 11.6% and Public Institutional at third for 9.1%. Park Open Space comprises 6.0% of the total. Fifth and sixth, respectively, are office with 4.6% and industrial with 3.4%.

The Cloverdale neighborhood is laid out in a modified grid pattern that allows limited access into the development. The dominant land use in the

neighborhood is single-family detached residences. Multi-family complexes are located in the northeast portion of the neighborhood on Mitchell Drive, on Baseline Road east of Oman Road, and within the neighborhood on Somerton Circle. There is also a neighborhood park and an elementary school.

The Watson area is a traditional grid pattern. Single-family detached housing is the prevailing land use. An elementary school (Watson) is located in the center of the area. Two large multi-family complexes lie in the southern portion. One is located on the corner of Warren Drive and Valley Drive, the other north of Mabelvale Cutoff Road and west of Stillman Drive. Manufactured homes can be found to the north on Daily Road and Gardner Road.

Commercial and Office land uses are concentrated along the area arterials – Geyer Springs Road, Baseline Road, Chicot Road, and the I-30 frontage road. These uses include restaurants, motels, shopping centers, real estate offices, gas stations, etc. The Southwest Community Center and Police Substation are south of Baseline Road.

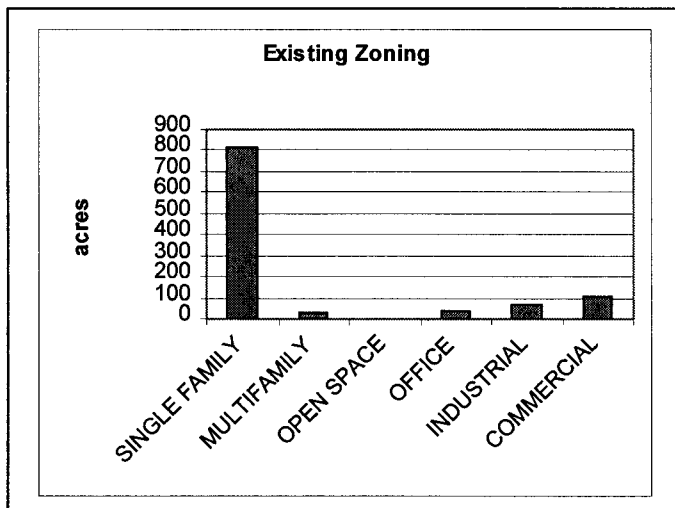
Public Institutional consists of 93.40+ acres while Park/Open Space consists of 60.88+ acres. The Cloverdale and Watson schools take up a large share of the Public Institutional in the neighborhood. The Southwest Community Center and various churches make up the remainder of the Public Institutional Uses in the area. Ottenheimer and Chicot Park represent much of the Park/Open Space in the area. The remainder of the Park/Open Space in the neighborhood serves to protect low-lying areas near streams.

Existing Zoning

Residential zoning dominates the plan area with 80.3% of the total land area. At a distant second is commercially zoned land at 10.6% and industrial at third for 6.0%. Fourth and fifth, respectively, are office with 3.6% and open space with 0.1%.

The Cloverdale neighborhood is zoned for residential development (R2). Along the neighborhood’s borders on Chicot Road and Baseline Road, commercial and office zones dominate. Geyer Springs Road, the neighborhood’s east boundary, is a commercial strip. Within Cloverdale, all non-residential zoned land has been developed.

Like Cloverdale, the Watson neighborhood is also zoned residential (R-2), as is the majority of the land surrounding the neighborhood. Two large tracts in the southeast portion of Watson are zoned for multi-family. Commercial and office zoning is located to the neighborhood’s north on Baseline and Chicot Road, east on Geyer Springs Road, and south on Mabelvale Cut Off Road and Chicot Road.



While most of the land zoned for non-residential has been developed, there is a tract of vacant commercially zoned land at the corner of Mabelvale Cutoff Road and Geyer Springs Road.

Residential zoning for the entire study area can be grouped into the five major categories of Mobile Home, Urban Residence, Two Family,

Single Family and Multi-Family. Mobile Home Zoning consist of tracts of land zoned R-7 Mobile Home and occupy .01+ acres in the study area. R-4 Two-Family comprises about .45+ acres of land. The largest residential category found in the study area consists of R-2 Single Family at 782.07+ acres. Multifamily zoning consists of MF-24 Multi-family at 29.28+ acres and MF-18 Multi-family at .07+ acres for a combined total of 29.34+ acres. All of the residential zoned land combines for a total of 835.21+ acres of land in the study area.

Although there is a large amount of land shown as Park/Open Space on the Future Land Use Plan, only 1.05+ acres of land in the study area is zoned Open Space.

Office zoning for the study area consists of land zoned Planned Development-Office (PDO), General Office, and Quiet Office. Planned Development-Office consists of only .56+ acres of land. The largest Office category, O-3 General Office, covers 33.72+ acres. O-1 Quiet Office occupies 3.19+ acres of land. Combined, all three categories consist of 37.46+ acres of land.

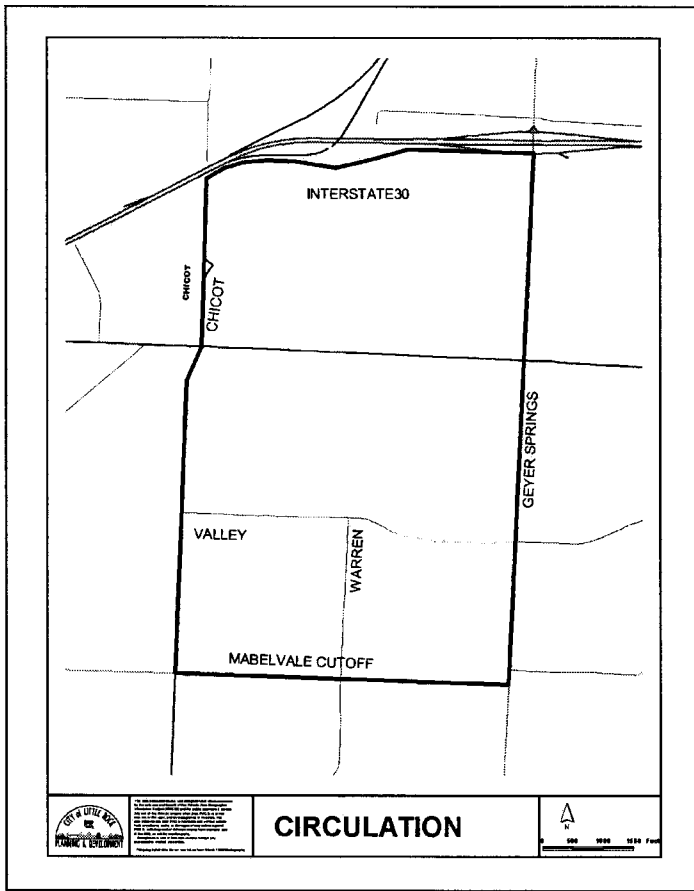
All of the land available in the study area for industrial uses is zoned I-2 Light Industrial for a total of 62.92+ acres of land.

Land available for Commercial uses consists of the four zoning categories of C-4 Open Display Commercial, C-3 General Commercial, C-2 Shopping Center, C-1 Neighborhood Commercial, and Planned Commercial Development (PCD). C-4 Open Display Commercial covers 10.25+ acres of land. The largest commercial zoning, C-3 General Commercial, consists of 82.92+ acres within the study area. There are 5.37+ acres of land zoned C-2 Shopping Center while there are 3.49+ acres of land zoned C-1 Neighborhood Commercial. Only 3.53+ acres are included in a Planned Commercial Development. All totaled, the land zoned for commercial activities consist of 105.55+ acres of land.

Existing Circulation

Typical of a grid pattern, the arterials in the study area run along section lines. Each of these arterials allows residents good access to travel in their own neighborhood or to other areas in Little Rock. I-30, the study area's northern boundary, is accessible on Geyer Springs Road. This option allows Cloverdale/Watson residents easy access to other areas of Little Rock, and for travel outside of the city.

Within the Cloverdale neighborhood, Cloverdale Drive and Hinkson Road function as collectors, allowing residents access to the area's arterials although they are shown as local streets on the Master Street Plan. Fairfield Drive, Warren Drive and Valley Drive serve the same function in the Watson

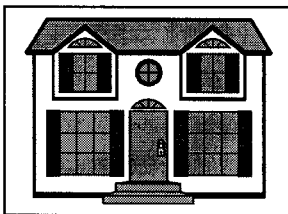


neighborhood and are shown as collectors on the Master Street Plan. Cut through traffic is a problem in the Allendale neighborhood on Saxony Circle and traffic reduction methods need to be applied in the area. Valley Drive is shown on the Master Street Plan to connect Geyer Springs Road and Warren Drive. This connection could relieve the cut through traffic on Saxony Circle.

The Central Arkansas Transit Authority (CATA) provides bus service to the neighborhood. The Bus route runs south on Geyer Springs from I-30, Road, Mabelvale Cutoff, Chicot Road and Geyer Springs Road, providing a connection with the main terminal in downtown Little Rock.

Existing Housing Conditions

The combined number of housing units found in the Cloverdale/Watson Schools Neighborhood is approximately two thousand five hundred and ten (2,510). This number was generated by the PAGIS system of addressing that had been updated just prior to the start of this review process. This 2,510 includes 1,673 single-family residences (including manufactured homes) with the balance of 837 being in multi-family and duplex dwellings. According to the 1990 census, throughout Little Rock, fifty-six percent (56%) of household units were owner occupied. In Watson, the percentage is higher at fifty-eight percent (58%) which is lower than the city-wide percentage at just under fifty percent (50%).



Again, according to the 1990 census, five hundred sixty-seven (567) rental units are located in Watson, comprising forty-two percent (42%) of housing units, and fifty-one percent (51%) of the total housing units. The citywide housing unit vacancy rate in 1990 was just over ten percent (10.4%). Both Cloverdale and Watson had higher vacancy rates (Cloverdale -14.8%, Watson - 11.6%)

There are several large apartment complexes located within the study area. Within Watson, a complex is located at the corner of Warren Drive and Valley Drive; another complex is north of Mabelvale Cutoff Road and west of Stillman Drive. Cloverdale has three multi-family groupings nearby on Mitchell Drive, Somerton Circle, and on Baseline Road east of Oman Road. In addition to the complexes, there are additional multi-family residences in the form of two-, four- and eight-plexes in the area.

Non-Residential Conditions

Along the arterials, especially Baseline Road and Geyer Springs Road, commercial activities cover a variety of uses including restaurants, fast food, specialty shops, gas stations, and banks. These establishments serve the southwest neighborhoods and persons traveling through the area on Interstate 30. The majority of the commercial uses are in good repair, but there are some vacant or buildings that are in need of repair.

There are two elementary schools in the study area, one located on each side of Baseline Road. Cloverdale Elementary is located in the Cloverdale subdivision on Hinkson Road. In the Watson neighborhood, Watson Elementary can be found on Valley Road.

Permitting Activity

Permitting for the area has been varied for the period shown below. New single-family permits for new housing starts on Stillman Drive show renewed commitment to the area. The build out of the southwest Community Center / Police Substation complex continues. The relocation and expansion of the new Post office on Baseline and Dailey Drive is a welcome addition to the area. These permits and those summarized below show a commitment to the neighborhood, by individuals, businessmen, city and federal governments.

For the period of September 96 through September 99, building permits have been as follows. Nine building permits have been issued for a total of \$1,779,214.00. The bulk of this activity is for public-quasi-public activity at the Southwest Community Center / Police Station for 1.4 million dollars. Commercial storage permits were issued for \$29,500 at 7503 Baseline Road. Six permits for single-family houses were issued for a total of \$347,000 and permits for residential storage (1) was issued for \$2,714.

For that same period, renovations of \$3,623,439 occurred. A total of 61 permits were issued. A church renovation at 7601 Baseline Road for \$30,670 was issued as well a multiple permits for commercial renovations for \$535,300. This includes tenant finish out, plumbing changes and the renovation of the Motel 6 for \$275,000. Apartment renovations lead the list at \$2,703,171 for

improvements at the Clover Valley apartments at 8701 I-30 and those at 43 Warren Drive. Single Family renovations finish the list at \$354,439.

Additions to existing buildings also fared well. Additions to single-family houses were at \$24,600 for three permits. Office additions dominated this category at \$1,757,947 for the American Taekwondo Association's office at 6210 Baseline Road. Industrial additions were at \$35,000.

There were three demolitions in the area. Two single-family houses (one on Warren Road and another on Twin Oaks Road) and one office demolition permits were issued for that same period.

There have been two subdivision filing in the area. One at 8100 Geyer Springs Road for commercial uses and another at the intersection of Baseline Road and Dailey Drive for the Dailey Drive Business Addition Preliminary Plat.

Southwest Little Rock United for Progress
8013 Mabelvale Cutoff Road
Mabelvale, Arkansas, 72103
501-568-4677 voice and 501-569-9895 fax

July 24, 2001

To: Planning Commission

Item: 19

Re: Cloverdale/Watson Neighborhood Action Plan

As President of Southwest Little Rock United for Progress, I support the approval of the Cloverdale/Watson Neighborhood Action Plan.

I commend the residents of these neighborhoods for coming together and agreeing on a plan to make their neighborhoods a better place to live.

Southwest Little Rock United for Progress has a long history of supporting Neighborhood Action Plans.

Sincerely,



Janet Berry
President
Southwest Little Rock United for Progress