

DOWNTOWN FRAMEWORK FOR THE FUTURE

2009 UPDATE

Downtown Little Rock Framework for the Future

PREFACE

In the nine years since the Downtown Little Rock Framework for the Future Plan was approved (in 1999), various public and private projects have developed. The Streetcar has returned to downtown with a loop route through the convention and entertainment areas along the river from Spring Street to the Presidential Park east of Interstate 30 (with connections across to North Little Rock's downtown and east to Heifer International and the Presidential Library). The



The Presidential Library and Archives has been completed and Heifer International has developed their new world headquarters building on the eastern edge of Downtown with a visitors/conference center under construction. The new Federal Court House at Broadway and Capitol Avenue has changed this important intersection. Several new residential projects and mixed-use projects have been constructed in downtown, with the larger developments in the eastern portions.

Downtown continues to grow:

- The Presidential Foundation continues its development of the Presidential Park
- The County and Cities have converted the 'Junction' railroad bridge to pedestrian/bicycle use
- Heifer International is expanding with a new meeting and visitors center
- Lions World has acquired land to develop a mixed use center (living, training, working and meeting) for the visually impaired
- Major new mixed-use buildings with residential and commercial uses are under construction and being discussed

The Downtown Little Rock Framework for the Future Plan focus' on Little Rock's central core, north of I-630 from Bond to the Union Pacific Railroad Line. However the concepts and ideas require working with the Greater Little Rock Downtown area (Roosevelt Road north to the River and from the Airport to Union Pacific Railroad) and the groups that make up this area -, the Downtown Little Rock Partnership, Quapaw Quarter Association, Downtown Neighborhood Association, MacArthur Park Historic District, the Capital Zoning District, SOMA (Southside Main), Downtown CDC, Philander Smith, and major institutions in the area.

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EXECUTIVE SUMMARY

Downtown should become a place where people want to live, shop and dine as well as visit, and should have a lasting and recognizable image, distinguishable from all other nearby environments. The built environment should encourage a sense of community and safety among residents and visitors with pedestrian friendly designs of streets, public areas and public-private connections. Downtown should be planned to become a place of 24-hour activity, encourage sidewalk and plaza cafes and street vendors to help enliven public open spaces and provide a measure of security and control.

Downtown must be actively marketed. Explore with, and expand, the Downtown Little Rock Partnership to be the economic and physical catalyst for the entire downtown area. Broad based funding commitments from both public (develop an annual Capital Improvements Plan with a portion toward capital improvements downtown) and private sources need to be obtained.

- Develop a specific downtown business development strategy that will further reinforce downtown as an excellent place for investment, business, institutions, and government. Components of the business development strategy should include: an updated downtown marketing message that states the advantages of downtown, an identification of target markets, a clarification of the specific roles for the Chamber of Commerce, the Downtown Little Rock Partnership, Convention and Visitors Bureau, downtown owners/developers, the City, and others; and active and reactive marketing activities. Maintain accurate information on downtown's office, retail and residential space, employment, business and development trends, the region's labor force, housing costs, quality of life, and overhead costs for downtown office space. Inventory the existing housing units for numbers and types as well as conduct a study to determine what the market is for downtown housing and where people will live Downtown. This information is crucial for selling downtown to new developers, site selectors, and tenants and should be collected and published regularly including on-line access.
- To support an urban land use form, an investment should be made in a fixed transit system for downtown that effectively connects the different parts of downtown and moves people to, from and within that area. Develop north-south and east-west fixed or dedicated transit connections to surrounding areas. Establish a transportation management program with a public and private commitment to encourage use of mass transit services. Promote techniques to increase use of alternative programs, such as encouraging large-scale development to provide a transportation manager in charge of carpool, vanpool, and bus utilization programs. Include facilities for bicycles and transit in the design of structures, parking, and landscape projects. Identify and improve pedestrian/bicycle connections throughout downtown from surrounding neighborhoods.
- Develop smaller walkable residential 'neighborhoods' within downtown, approximately 4-block by 4-block or larger 'districts' within downtown that are totally pedestrian oriented with major streets allowed to maintain more vehicular

- dominance, reducing traffic speeds, curb cuts, and surface parking lots that front major streets accessible to elderly and handicapped.
- Highlight a safe downtown environment through business advertising and promotional materials. Work with downtown business organizations and residential groups to provide public education about protection from various aspects of criminal activity, establish downtown crime watch programs, and establish better communication between merchants, residents, and the City on these issues. Develop a “zero tolerance” policy about people that misuse or conduct inappropriate activities in the parks, plazas, and other public spaces.
 - Develop a comprehensive urban design plan and require that new development and renovations adhere to the plan by implementing a design review process. Designs of building and other physical features need to be sensitive to pedestrians and safety concerns designate streets comprising a downtown corridors network: north-south streets - Main Street, Broadway Street and Chester Street; and east-west streets - Markham Street, Capitol Avenue, Third and Ninth Streets.

INTRODUCTION

In late 1999, after almost two years of work, a citizen-based committee produced the Downtown Little Rock Framework for the Future Plan. The effort was undertaken at the direction of the Little Rock Board of Directors to fulfill a ‘Future Little Rock’ recommendation to complete a Plan for downtown Little Rock. This group of citizens representing various interests identified the issues, opportunities and threats to downtown. From this work they developed a mission or vision statement and actions to achieve a better downtown for the City.

In 2007 the Mayor of Little Rock asked that the Downtown Little Rock Partnership develop a Plan for downtown. After some initial discussion the leadership of the Downtown Little Rock Partnership together with City Planning Staff decided the best method to address the Mayor’s request was to update the Downtown Little Rock Framework for the Future Plan document. A new group of citizens was formed based on the committee involved with the 1999 plan. In February 2008, this group began meeting to discuss the direction of the future of downtown Little Rock.

This document is the recommendations from these two efforts generated by people who live and/or work downtown. The Framework for the Future is just that – a framework. It is meant to be broad and general in nature with the greatest appeal for each person. The Downtown Little Rock Framework for the Future Plan focus’ on Little Rock’s central core, north of I-630 from Bond to the Union Pacific Railroad Line. However the concepts and ideas require working with the Greater Little Rock Downtown area (Roosevelt Road north to the River and from the Airport to Union Pacific Railroad) and the groups that make up this area -, the Downtown Little Rock Partnership, Quapaw Quarter Association, Downtown Neighborhood Association, MacArthur Park Historic District, the Capital Zoning District, SOMA (Southside Main), Downtown CDC, Philander Smith, and major institutions in the area.

DOWNTOWN VISION

Downtown should become a place where people want to live, shop and dine as well as visit and should have a lasting and recognizable image, distinguishable from all other nearby environments.

Because it is the State Capital and proud symbol of a metropolitan area, Downtown Little Rock has many opportunities. Downtown should be the financial, office and governmental center of the region and as such should be planned as a place where people live, visit, and work in a safe, vibrant, pedestrian-friendly environment.

The built environment should encourage a sense of community and safety among residents and visitors. Downtown should be planned to become a place of 24-hour activity. These general planning goals should be reinforced by such urban design and planning interventions as the following:

- Specify land uses for entertainment and residential use
- Preserve and reuse existing buildings when practical/possible
- Capitalize on the Presidential Library as an economic development tool
- Provide an effective transportation plan with a variety of modes
- Develop parking policies that will enhance downtown
- Provide landscaping throughout the area
- Utilize the Presidential Library as an regional educational resource center
- Develop streetscape plans designed for specific needs in designated areas
- Develop a means to encourage property owners to reinvest in downtown
- Work with Federal, State and County governments to ensure the success of the vision
- Specify land uses that will encourage the development of a niche for retail activities
- Encourage a built form of quality architectural styles that evoke character and design diversity where possible
- Preserve civic and historic heritage
- Recognize the Riverfront as a key urban activity generator
- Make downtown a wireless internet area
- Modify the tax structure to tax vacant and surface parking areas at higher rates (to encourage redevelopment)
- Expand trolley service area and times (this can include rubber wheel as well)
- Heavily promote downtown to encourage development/redevelopment, utilize incentives for rent and tax reductions
- Workforce housing should be developed in or very close to the downtown

OBJECTIVES AND ACTION STATEMENTS

Objective One

The urban-form of downtown should be strengthened with pedestrian friendly designs of streets, public areas and public-private connections.

Action Statement

- Expand the Downtown Little Rock Partnership to be the economic and physical catalyst for the entire downtown area. This group will be responsible to implement a downtown plan, including the hiring of experienced design professionals. Broad based funding commitments from both public and private sources need to be obtained.
- Review development proposals and city regulations to assure that pedestrian activity and movements are given priority.
- Identify sections or ‘quarters’ with downtown where pedestrian movement will be the priority movement – signal timing, traffic speed, and streetscape.
- Create a working group to identify pedestrian/bike connections within downtown and between downtown and other areas.
- Develop standards and regulations to implement the desired development and circulation patterns.
- Adopt new standards through a public review and hearing process for changes to the ‘base’ zoning or an ‘Overlay District’.

Special design studies should be undertaken and regulations implemented for streets and corridors of community-wide importance (Markham, Capitol Avenue, Main and Center Streets, 3rd and 9th Streets).

- Identify corridors, with citywide public input.
- Conduct urban design studies of each corridor with input from property owners and citizens.
- Develop regulations to implement the urban design plan.

Objective Two

To support an urban land use form, a fixed transit system is needed. An investment should be made in a fixed transit system for downtown that effectively connects the different parts of downtown and moves people to, from and within that area.

Action Statement

Build a transit infrastructure — fixed routes to serve the downtown and immediate vicinity.

- Continue commitment from central Arkansas cities to fund downtown transit.
- Selection of a working group to review possible routes and vehicle type.
- Encourage dedicated lanes for Transit.
- Collection of input from public on routes and transit type.
- Selection of diverse routes and transit types.
- Development of funding plan for implementation.
- Develop circulator routes within downtown as well as connections to both Governors Mansion area and Midtown area.

Objective Three

Residential use is essential for an active and successful downtown. Though the number of residential units in downtown has increased over the last decade, continued efforts are needed to create housing opportunities at various income levels.

Action Statement

- Expand the Downtown Little Rock Partnership to be the economic and physical catalyst for the entire downtown area. This group will be responsible to implement a downtown plan, including hiring experienced design professionals. Broad based funding commitments from both public and private sources need to be obtained.
- Create development and use incentives for owner occupied, market rate rental, and affordable rental residential developments in downtown. Work with developers and property owners to create additional opportunities for owner occupied, market-rate rental and affordable rental residential in downtown.
- Working with owners and developers investigate the opportunities of creating various medium to lower density housing opportunities in the western sections of downtown, using initiative and 'green' designs.

Objective Four

Downtown must be actively marketed. In most cities a quasi-public agency does this work. Explore with the Downtown Little Rock Partnership mechanisms to advance the economic development of downtown.

Action Statement

- Work with the Downtown Little Rock Partnership to market downtown and assist with project implementation.
- Discuss with the Downtown Little Rock Partnership the core goals and mission such that the Partnership can be not only a downtown advocate but also the downtown implementer.

Objective Five

In order to achieve an active downtown, developments should be mixed use and linked.

Action Statement

- Using the *Framework for the Future* document as a reference, establish consensus among quasi-public, City, County, and State entities regarding the vision of downtown. Implement strategies conducive to the objectives of the established vision. Review large private mixed-use or single-use developments (public, private or quasi-public) to assure pedestrian connectivity with downtown. Assist only developments that conform to the Framework guidelines.

HOUSING

A stable residential population is critical for maintaining a vibrant, energetic downtown and assists in promoting downtown as a lively urban area. Residents provide a steady support for commercial establishments located in the area and also encourage support services such as a grocery stores, day cares, and drug stores to establish themselves in and around the downtown.



Residential properties provide after business hours ‘eyes on the street’ as well as activity to increase the sense of security. A residential population provides security in the area by promoting a feeling of ownership of the city. Downtown is no longer viewed as deserted, but as a welcoming neighborhood.

Existing housing in downtown should be preserved and rehabilitated. In order to create truly diverse and demographically representative downtown neighborhoods, housing that encompasses a wide range of types, prices, and rent levels should be developed. Residential development must not be all high-income nor all low-income, but must comprise a broad mix.



Recommended Actions

- Protect the MacArthur Park Historic District, the primary existing residential area within downtown, by discouraging conversion to multifamily and non-residential uses within the historic district but encourage new high quality multifamily infill around the ‘District’.
- Create a loan pool specifically for downtown housing and/or issue bonds for residential projects. Public funds should be used as initial seed money to encourage development of housing and to provide a measure of security to private developers. Funds must not be limited to one income level, but must be available to provide housing to all income levels.
- Create incentives such as a tax abatement program to aid development of a full spectrum of Downtown housing.
- Assist developers with design, zoning, land assembly, and site preparation costs.
- Provide tax credits on the full value of historic buildings to encourage rehabilitation/preservation of existing buildings used for housing and potential housing structures.
- Create a downtown development authority that has the ability to issue bonds and assist with the financing of projects.
- Adopt alternative building codes for renovation of space above commercial establishments for housing.
- Define and target specific areas for housing development.

- Protect the existing housing stock and encourage home ownership wherever possible.
- Utilize infill and redevelopment strategies to create new housing units.
- Require mixed-use projects so needed services are provided to support the downtown residential population.
- Inventory the existing housing units for numbers and types.
- Conduct a study to determine what the market is for downtown housing and where people will live Downtown.
- Examine opportunities for middle and low-density residential housing options.
- Develop smaller walkable residential ‘neighborhoods’ within downtown.
- Assure new residential developments have secure parking and recreational amenities.

TRANSPORTATION

Downtown must be accessible. People must be able to get to downtown and be able to get around downtown safely. Enhancing the ease of accessibility requires a balance of pedestrian and vehicular traffic. Downtown should be a place where people feel comfortable moving about on foot without being threatened by the presence of the automobile and where pedestrians will be exposed to a stimulating street life.

At the same time, we must be sensitive to the automobile and the essential role it plays in getting people to and from downtown in the short term. Until a transit alternative has been developed to serve this need, parking is an issue that must be aggressively addressed in downtown. A coordinated parking program to ensure that the current and future parking supply can be optimally used to accommodate parking demand days, nights, weekends, and for special events, and which complements public transit must be developed. Parking must be provided for three categories of parkers: Downtown workers who park their cars all day; workers who are in and out of their cars and need parking close to their workplace; and temporary parkers who need short-term parking close to their destinations.



In order to strike the delicate balance between parking needs, urban design, and pedestrian-orientation, a transit circulation system should be implemented to move people from parking structures to activity areas within downtown. Surface parking lots detract from the entire look and feel of an urban form and are not effective in allowing people to park near their destinations. Parking garages that blend with their surroundings should be constructed as close to destination points as possible – wrapping the parking structure in a building or non-automobile activities on the first level and/or design upper floors so as not to appear to be a parking structure.

Recommended Actions

- Continue the City's commitment to fund Central Arkansas Transit Authority (CATA) and provide future funding to implement downtown transit improvements.
- Include facilities for bicycles and transit in the design of structures, parking, and landscape projects.
- Consider dedication of one-lane for transit to allow for higher speed more efficient transit.
- Work in the long term, to wean the downtown workforce from an over-reliance on on-site parking for single-occupant commuter vehicles. Promote a pedestrian-oriented Downtown center with a higher proportion of commuters relying on transit, vanpools,

rideshares, walking, bicycling, and other alternatives to private automobile use and parking.

- Develop and implement a coordinated parking program for the downtown area that emphasizes parking garages rather than surface parking lots. Develop an on-going program of promotion directed toward reversing the perception of parking shortage and asserting availability and convenience.
- Establish a transportation management program with a public and private commitment to encourage use of mass transit services. Promote techniques to increase use of alternative programs, such as encouraging large-scale development to provide a transportation manager in charge of carpool, vanpool, and bus utilization programs.
- Reserve on-street metered parking spaces for short-term parkers. Meter rates and fines for over-parking must be maintained at a level that discourages all-day use. If all-day parkers find it less expensive (even with a fine) to park on the street rather than in a pay lot, they will occupy an on-street space, leaving short-term parkers with few alternatives.
- Consider implementing a tourist attraction bus route that would operate during the heaviest tourist months.
- Develop and implement a sidewalk improvement plan for the downtown area and enforce the City's existing ordinances requiring property owners to maintain sidewalks in good condition, including cleanliness. Develop a systematic program to replace all exposed aggregate sidewalks and make it illegal to construct any new ones.
- Develop and implement a coordinated streetscape program that will provide pedestrian amenities including street trees, public spaces, benches, public art, street lighting, and attractive sidewalks.
- Adopt an ordinance which ensures street corner radii in downtown will remain pedestrian oriented, not automobile oriented. Downtown's grid-type street network is functional for both pedestrians and automobiles and should remain that way.
- Explore the possibilities to change as many one-way streets as possible to two-way.
- Ensure signage throughout downtown is consistent and legible.
- Establish a pedestrian friendly no right turn on red zone in the central business district.
- Link activity generators via a fixed route transit system.
- Consider an all-walk pedestrian phase at certain key intersections.
- Develop a policy that permits angle parking on some streets.
- Designate bus stops with better "no parking" enforcement.
- Make downtown pedestrian and public transit-friendly through various design techniques.
- Establish a fund to be used for downtown improvements by dedicating revenues from parking meters and fines.
- Identify and improve pedestrian/bicycle connections throughout downtown from surrounding neighborhoods.
- Develop approximate 4-block by 4-block or larger 'districts' within downtown that are totally pedestrian oriented with major streets allowed to maintain more vehicular dominance.
- Develop north-south and east-west fixed or dedicated transit connections to surrounding areas.

PUBLIC SAFETY

Workers, residents, and visitors to downtown should feel personally comfortable and safe as they go about their daily activities. Further, there should be confidence that one's car or other personal property will remain secure. Such a comfort level can be enhanced by: more pedestrians on the street, by a sense that people care about what is happening around them, and by a police presence that demonstrates that attention or assistance is always nearby.

People's perception of security is as important as the reality. Singular and isolated incidents of personal property damage or theft, or of personal safety problems, are quickly communicated by word of mouth and Internet, and can become a common perception of the character of an area. The community should constantly work to improve the image and reality of public safety throughout Downtown.



Recommended Actions

- Reduce the perceived threat of crime from the downtown area. Personal and property safety should be a real and perceived advantage of living, working, or visiting downtown.
- Implement design standards (Crime Prevention Through Environmental Design - CPTED) to reduce areas conducive to crime occurrence. The correct lighting, greenery, and lack of hiding places or isolated areas all work together to create a safe and secure environment for workers, residents, and visitors.
- Install video surveillance in parking structures and at major intersections throughout downtown.
- Include security programs as part of the downtown-parking program through city code requirements. Parking attendants, service, and maintenance personnel should be part of the security network.
- Secure vacant buildings. Vacant buildings must be kept completely secure, clean, and neat. Ordinances and codes should be strengthened to enforce this objective.
- Highlight a safe downtown environment through business advertising and promotional materials.
- Develop a “zero tolerance” policy about people that misuse or conduct inappropriate activities in the parks, plazas, and other public spaces. If needed, adopt ordinances or regulations that protect peoples' rights to visit parks for intended uses, while giving officials the needed authority to evict activities that distract from intended uses.
- Work with downtown business organizations and residential groups to provide public education about protection from various aspects of criminal activity, develop PSA (Public Service Announcements) such as “don't make yourself a target”, establish downtown crime watch programs, and establish better communication between merchants, residents, and the City on these issues.

- Expand alternative methods of police patrols (mounted, bicycle or foot) to help create a sense of security.
- Educate the public to participate in the 'Change for the Better' campaign to help reduce aggressive panhandling as well as help those who are homeless.

HISTORIC PRESERVATION



The historic character of downtown should be respected and preserved as a unique, viable, and irreplaceable community asset. Historic and architecturally significant buildings and places should be preserved, restored, and rehabilitated because they provide downtown with a human scale, an historic identity, a special character, and an architectural integrity that can not be reproduced. Historic resources are the cornerstones of the City's identity. Downtowns that offer a mix of old and new buildings reflect a sense of progress tempered by the continued utilization of historic structures. Infill and new development should respect the existing scale, style, and character of the surrounding historic buildings.

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progress tempered by the continued utilization of historic



Recommended Actions

- Preserve downtown's unique architectural and urban character. Preserve buildings on or eligible for the National Register of Historic Places, as well as other important examples of historic styles.
- Provide local incentives to restore economic feasibility for adaptive use of historic properties.
- Develop a mechanism to assist in matching potential developers with buildings appropriate to their needs. Maintain a database of renovation candidates. Information in the database could include building plans and drawings, basic building statistics, history narrative, photographs, utility information, and specific historic preservation incentives and other financial assistance available.
- Protect the MacArthur Park Historic District by preserving the architectural character of the structures.
- Provide tax credits on the full value of historic buildings to encourage rehabilitation of existing buildings.
- Adopt alternative building codes for renovation of space above commercial establishments for housing or office uses. Use of these spaces is important to enhance the economic viability of historic structures.
- Provide a 10-year tax credit for qualified renovations to historic properties.
- Encourage the donation of façade easements.

- Support new state and local tax credits and utilize existing federal tax credits for the rehabilitation of historic properties for mixed use or residential uses consistent with the Plan.
- Promote awareness of downtown's historic resources by developing and supporting programs that explain and promote historic resources.
- Establish a fund that is designated for historic preservation in the downtown area and utilize a dedicated source of revenues to support the fund both residential and non-residential projects.
- Change city codes to incorporate adaptive use of historic structures and take into account specific issues such as parking, code requirements, permitting, and design.

URBAN DESIGN/SPECIAL CORRIDORS

Many American cities have learned that building an attractive urban environment is a necessary part of successful city redevelopment. Piecemeal improvements to individual properties are not enough; all development needs to be tied together into a coherent cityscape, a characteristic mix of buildings, open spaces, and public monuments that embodies the spirit of a city.

A carefully formulated urban design plan is the key to successfully weaving high-quality new developments and renovations into downtown's cityscape. The overall goal is to produce an attractive, livable downtown environment that fulfills both broad community needs and the economic objectives of all parties.

The design guidelines are criteria for the entire downtown and describe the preferred location of building uses, the kinds of public spaces and pedestrian access desired, appropriate building scale and materials, and methods to best orient buildings to the street.

Downtown's corridor network can help spread the development potential of individual sub-areas throughout downtown by improving access, by establishing a more visible and understandable structure to the entire area, and by creating unique high quality urban streetscapes with people-oriented amenities. A corridor links places where people want to be, and serves the activities that are attracted by high volumes of traffic.

Most often, corridors have a rich heritage in terms of the growth of the city over time and are the location of many of its public and historic buildings. This gives the corridor a special civic significance that may be further enhanced by commemorative monuments and public art contributed by successive generations. Corridors emphasize connections that can be physical, visual, and symbolic, that can integrate the parts of the whole and establish links to areas beyond.

The Corridors designs develop a rationale for directing public efforts and investment in anticipation of a corresponding private response. The corridors study envisions a grid of pedestrian-oriented, landscaped streets that will serve to integrate downtown and structure its future growth using building height and character, desired architectural features, etc.

Recommended Actions

- Develop a comprehensive urban design plan and require that new development and renovations adhere to the plan by implementing a design review process. The urban design plan should address the following issues: pedestrian relationship to buildings; relationship to existing development; sidewalk areas and open space; landscaping, planters, and irrigation; lighting; hardscape, including paving and curbing; and pedestrian amenities including details such as benches, trash receptacles, bus shelters, kiosks, artwork, gateways, and signage.
- Add language to the zoning ordinance that will implement the urban design plan.
- Upgrade the architectural quality of new buildings, especially at street level. Strive for excellence and high quality in the design of new buildings and public places.

- Prevent renovations to downtown buildings that seal up storefronts and windows or detract from the building's architectural style.
- Communicate preferred design treatments to developers and property owners.
- Encourage City review of the designs of all State and Federal buildings or the incorporation of design standards by the appropriate governmental agencies.
- Widen sidewalks throughout Downtown, especially adjacent to major pedestrian streets. The minimum national standard for Downtown sidewalk width is 15 feet, but this does not provide ample space for a consistent pattern of benches, trees, art, and other amenities or for merchant display or a comfortable sidewalk cafe.
- Provide incentives for developers to include pedestrian improvements as part of redevelopment projects.
- Unite downtown visually by employing a uniformity of streetlights, pavement treatments, bus stops, and other street amenities of street corridors.
- Maintain a balance of cars and people that ensures downtown will be a pedestrian/bike-friendly city and easy to travel through by car.
- Provide locations for people to sit together, talk to and watch each other, areas for the community to assemble, and small corners for spontaneous happenings.
- Keep the public spaces, streets, and sidewalks clean.
- Establish an incentive program to encourage replacement of building facades that are incompatible with the desired character of the area.
- Provide in-house design services to assist small businesspersons in renovation and redevelopment projects. This position would be located within the proposed Downtown Management Entity.
- Require parking decks to have a ground floor use, other than parking, or the ability to convert the ground floor to a use when demand warrants or that parking decks be wrapped by a building – office, commercial or other use.
- Designs of building and other physical features need to be sensitive to pedestrians and safety concerns designate streets comprising a downtown corridors network: north-south streets - Main Street, Broadway Street and Chester Street; and east-west Street - Markham Street, Capitol Avenue, Third and Ninth Streets.
- Direct public and private investment in these corridors to create area-wide impacts and benefits.
- Promote a more extensive, more convenient, and safer pedestrian environment by reducing traffic speeds, curb cuts, and surface parking lots that front major streets accessible to elderly and handicapped.
- Enhance the visual qualities of the corridors network by requiring continuous building facades at the designated set back line, minimum building heights, and underground utilities.
- Enhance the corridors beginning and ends by creating Gateways where the north-south corridors connect to the City and special public spaces at the terminus of the east-west corridors.
- Develop individual themes and emphasize the civic nature for the corridors, which express and promote the unique aspects of their roles and locations.

- Design and implement a downtown graphics plan focused on the corridors as a means of exploring and way-finding for visitors to the City building on the efforts begun with the Corridors Plan and way-finding in the 'greater' River Market area.
- Develop a high-quality streetscape environment by providing street trees along the length of the corridors, developing tree-lined center medians on Main Street and a portion of Chester Street, and utilizing existing public open spaces.
- Promote a lively street environment by encouraging uses that engage the street, by requiring building entrances to face the street, and by requiring facade treatments that make the interiors of buildings visible to street traffic and vice versa.
- Explore the creation of a State\City partnership for the planning and development of Arkansas' own Pennsylvania Avenue, along Capitol Avenue.
- Encourage the participation of North Little Rock in a joint corridors network that seeks to develop the bridges as shared elements of special significance and beauty.
- Insure that the potential values of corridor development sites are not squandered on marginal projects by establishing minimum development intensities and building forms.

IMAGE/VITALITY

Downtown should appeal as an exciting place to live or visit. Cultivating a positive image of downtown in the minds of both residents and visitors is of immeasurable importance. Focused, coordinated, and intensive management of the downtown environment must be a top priority. Such strong and visible commitment is crucial to ensure that downtown remains an attractive and desirable place to work, shop, live, and visit. The impressions visitors and residents have of downtown are shaped by the quality and quantity of amenities and conveniences provided to the pedestrian and by the cleanliness of the streets, sidewalks, and parks. Impressions of security and comfort, and the level of care and concern a community shows for its entire population are also important.



Recommended Actions

- Promote and expand facilities, programs, and events that reinforce downtown as the center for culture and entertainment in the region.
- Develop a marketing program for downtown.
- Build on the existing entertainment area to create a vibrant arts and entertainment district.
- Coordinate marketing plans for special cultural and entertainment activities.
- Attract additional live theater and performing arts groups to downtown.
- Attract downtown employees and residents to cultural events and entertainment spots.
- Encourage young arts organizations to perform, exhibit, and locate their offices downtown.
- Expand and promote educational facilities and opportunities in downtown.
- Attract more conventions and trade shows to the Convention Center.
- Promote the placement of public art throughout downtown by both public and private entities. Develop a program to coordinate locations, promote donations and funding, and acquire artwork for downtown. Consider implementing an "Adopt-A-Sculpture" program or require a percentage of new construction value to be used for public art.
- Develop programs to promote, encourage, and assist in the creation of affordable artist housing and studio space within and near downtown.
- Work with the Arts & Culture Commission on an annual award program promoting private contributions to public art and design.
- Capitalize on the Presidential Library to spur re-development of the downtown area.
- Encourage sidewalk and plaza cafes and street vendors to help enliven public open spaces and provide a measure of security and control. These uses should be encouraged where appropriate with proper licensing and regulation to ensure that location, maintenance, character, and hours of operation are appropriate within their immediate location.
- Link downtown activity points.

- Encourage community involvement in developing and improving downtown's environment through various means including "Friends of-the-Park" programs, provisions for flower boxes and sidewalk planters, community street tree planting efforts, and landscape gardening in vacant, undeveloped, or underutilized lots.
- Implement an aggressive maintenance program that includes street cleaning, garbage pickup, and sidewalk and pothole repairs. Establish a high public profile team of workers whose year-round responsibilities would keep Downtown looking good and functioning well. The team would perform a variety of functions such as light cleaning, repairs of bench slats and lamp lenses, painting, landscape care, litter removal, and security.
- Encourage property owners to maintain their storefronts and buildings to help present the image downtown would like to convey.
- Expand and promote residential options as well as retail shops in downtown.
- Educate the public to participate in the 'Change for the Better' campaign to help reduce aggressive panhandling as well as help those who are homeless.

ECONOMIC DEVELOPMENT

Without economic development the downtown will lose services and market shares to other sections of the metropolitan area. Identification of the various economic roles Downtown can play is important. What part downtown will play in the metropolitan market as well as more 'local' economic and business services must be identified and encouraged.



Downtown's economic policies directly affect decisions that impact future development. Programs, policies and incentives that encourage retention and expansion of existing business need to be developed. Once these programs, policies and incentives are developed - public and private investment can then be strategically focused within downtown.

The economic climate of downtown impacts land use and future development. In a healthy economy, the existing downtown retail and office structures are occupied and functioning. During an economic slow-down, there are increasing numbers of unoccupied retail and office space and new construction slows. It is during an economic recession that downtown economic policies are particularly important.

Recommended Actions

- Develop a specific downtown business development strategy to reflect recent improvements to downtown and to reflect the new action plan that will further reinforce downtown as an excellent place for investment, business, institutions, and government. Components of the business development strategy should include: an updated downtown marketing message that states the advantages of downtown, an identification of target markets, a clarification of the specific roles for the Chamber of Commerce, the Downtown Little Rock Partnership, downtown owners/developers, the City, and others; and active and reactive marketing activities.
- Conduct an active campaign to market downtown development sites and business opportunities.
- Encourage local realtors to show potential tenants and residents downtown locations. Educate realtors about the advantages of living and doing business in downtown.
- Attract new investors and businesses to downtown through targeted recruitment and education.
- Capitalize on the Presidential Library to spur re-development of the downtown area.
- Develop incentives and strategies to keep existing businesses downtown and encourage new businesses to locate downtown.
- Maintain accurate information on downtown's office, retail and residential space, employment, business and development trends, the region's labor force, housing costs, quality of life, and overhead costs for downtown office space. This information

is crucial for selling downtown to new developers, site selectors, and tenants and should be collected and published regularly including on-line access.

- Establish a business incubator program to encourage start-up and small business in downtown.
- Attract major governmental, cultural, educational, entertainment, recreation, retail, and employment anchors that will enhance downtown as the preeminent business and cultural center of the region.
- Ensure downtown remains the focus area for Federal, State, County and local government administration and service functions.
- Improve downtown's competitive advantage as an office location, taking into consideration convenience (access to parking, availability of professional and consumer services), the quality of the environment, and business costs.
- Develop a niche retail market that will attract downtown employees and residents and will draw customers from throughout the region. Identify incentives and inducements to assist new downtown retailing and retain existing retail operations.
- Coordinate the store hours, promotions, and advertising of all downtown retailers.
- Work to create new biotech businesses downtown: spin-offs from UAMS and Children's Hospitals, etc.
- Build on the non-profits in downtown: Heifer, HIPPY International, Children's Hospital, Clinton Foundation, Lions World, etc.
- Identify locations for small-scale retail, 1000 to 1500 square foot spaces.
- Educate the public to participate in the 'Change for the Better' campaign to help reduce aggressive panhandling as well as help those who are homeless.

PUBLIC SPACES/OPEN SPACE

Public spaces promote human comfort and safety, accommodate and encourage diverse activities, and are located in relation to their activities and pedestrian circulation patterns. They should be full of people and exhibit the vitality and excitement of being downtown.

Connecting various open spaces, the pedestrian sidewalk areas throughout the downtown are important threads that tie the open spaces and the built environment together.

Downtown demands a safe, pleasant and vibrant pedestrian environment to encourage retention and recruitment of businesses, employees, residents, customers, and visitors.

Open spaces in downtown are made up of a variety of large and small publicly accessible spaces, as well as the network of streets and sidewalks that tie these areas together with other downtown

activities. These open spaces form the gathering places where people downtown come together and interact. The livability of downtown is mirrored in the character and quality of its public and open spaces.

PARK VISION PLAN

- 1 North Loop
- 2 North Lawn
- 3 Fountain
- 4 Play Space
- 5 Parking
- 6 Hanger Hill Pedestrian Bridge
- 7 McMath Plaza
- 8 Row Housing
- 9 McMath Boulevard
- 10 Active Recreation
- 11 Parade Grounds
- 12 Arkansas Arts Center Addition
- 13 Patio Housing
- 14 Walk-up Housing
- 15 Sculpture Garden
- 16 Entry Plaza
- 17 Pier Pavilion
- 18 Landscape Amphitheater
- 19 Restroom
- 20 Firehouse Hostel and Museum
- 21 Pond
- 22 Pier
- 23 MacArthur Lane
- 24 Freeway Park
- 25 Pedestrian Plaza Bridge
- 26 Freeway Bosque
- 27 Freeway Arbor
- 28 Observation Bridge
- 29 Housing
- 30 Southern Bosque
- 31 Southern Loop
- 32 Observation Tower
- 33 Memorial Walk



Scale 1:5000 24 Park Vision Plan

CONWAY+SCHULTE ARCHITECTS

Recommended Actions

- Consider developing a City Hall Annex in the vicinity of the current City Hall and ensure that the new and current buildings are developed using ‘green’ concepts and are focal points of downtown. Downtown must remain the focus area for government administration and service functions.
- Develop an open space system throughout downtown, which provides high quality parks, plazas, and pedestrian amenities.
- Link large and small open spaces within downtown by designating and enhancing priority sidewalks. Crosswalks along these priority routes should be well defined and should clearly suggest a pedestrian presence.
- Develop a program to improve landscaping and pedestrian amenities throughout downtown, including enhancing accessible open spaces and providing street trees, planters, landscaping, ornamental lighting, public art, and street furnishings such as seating and trash receptacles.
- Consider implementing an "Adopt-A-Block" program to assist with streetscape maintenance.
- Develop a funding system for the continuing maintenance of the parks with in downtown.
- Encourage sidewalk and plaza cafes and street vendors to help enliven public open spaces and provide a measure of security and control. These uses should be encouraged where appropriate with proper licensing and regulation to ensure that location, maintenance, character, and hours of operation are appropriate within their immediate location.
- Identify at least one block in or adjacent to the core area that can be acquired and developed into a landscaped park with water features and seating.
- Study opportunities to create a government plaza as proposed by the ‘Government Center’ Plan by Pulaski County for the area between Spring, Center, Markham and 3rd Streets.

INFRASTRUCTURE

Infrastructure includes community services, fire and police protection, the provision of water and electricity, the removal of wastewater, the street system and sanitation. In downtown, unlike some areas of the city, most of the infrastructure has been in place for many decades and is showing signs of deterioration. Problems will arise as the deterioration progresses and pieces of the infrastructure must be replaced (streets, curbs, gutters, water mains, sewer lines). Additionally, the existing facilities must be upgraded as new development or technologies are introduced and the demand increases. Innovative mechanisms for financing public services and infrastructure should be explored and implemented where appropriate.



Focused and coordinated management of the downtown infrastructure must be a top priority. A strong and visible commitment is crucial to ensure that downtown remains an attractive and desirable place to work, shop, live and visit. The impressions visitors and residents have of a downtown are shaped by the quality and quantity of amenities and conveniences provided to the pedestrian and by the cleanliness of the streets and sidewalks.

Recommended Actions

- Establish guidelines for the future development and maintenance of infrastructure in downtown.
- Study the feasibility of placing above ground utility lines underground and development of an implementation plan to accomplish this.
- The City should develop a Capital Improvements Plan that includes a portion each year toward capital improvements in downtown.
- Develop and implement a sidewalk improvement plan for the downtown area.
- Conduct a drainage study for the Downtown area and correct any deficiencies.
- Consider developing a City Hall Annex in the vicinity of the current City Hall and ensure that the new and current buildings are developed as focal points of downtown. Downtown must remain the focus area for government administration and service functions.
- Dedicate new taxes irrevocably for infrastructure improvements.

TOURISM

The importance of downtown as a tourist attraction has increased considerably in the last decade. The City of Little Rock is poised to attract convention tourists, business tourists, heritage tourist, and eco-tourists. The Convention Center, Territorial Restoration, Old Statehouse, River Market, Museum Center, Presidential Library and Park, Riverfront Park/Amphitheater, State Nature Center and Heifer International Headquarters, MacArthur Park Historic District, have done much to increase the area's attraction of visitors.



Tourism facilities in the area include hotels, landmarks, historic sites, museums, visitor centers, retail stores, cultural centers, sport facilities, conference centers and restaurants, and the libraries. This makes a very good

network of tourism facilities. Improvements should be undertaken that would make the area more attractive to tourists and connect points of interest.

With the Alltel Arena and the Clinton Presidential Library, downtown is well positioned to receive substantial additional growth in the tourism industry. Such growth, however, is not assured. Only with careful planning and promotion and with the development of adequate facilities will this industry realize continued growth and yield a tremendous boost to the downtown economy.



Recommended Actions

- The Conventions and Visitors Bureau shall market and promote downtown as a tourist destination, actively support the various cultural and recreational activities throughout downtown with links on their website. The areas of Heritage Tourism and Eco-Tourism should be stressed where possible.
- The Conventions and Visitors Bureau should initiate and maintain a program to educate hotel and shop owners, (particularly hotel desk employees and concierges) of the tourist opportunities downtown. Education should counteract negative stereotype of the “unsafe” downtown area.
- Develop a comprehensive ‘ordinanced’ compatible, with the historic architecture of the area, directional and informational signage program that provides a clear sense of orientation for the visitor while also informing people of the diverse cultural and historic fabric of downtown.
- Develop and constantly update a visitors program that includes downtown promotional brochures and maps, identifiable comfort stations, and outdoor seating.
- Print and distribute (continuing) the Museum Art and Heritage Trail and similar brochures and promotion of the “Arkansas Political History Audio Tour”.

- Encourage the development of arts, cultural, and entertainment facilities and activities in support of the tourism and hospitality sector of the economy. Enhance destination attractions that provide recreational, cultural, educational, and retail shopping choices within downtown.
- Enhance the waterfront as a destination attraction for residents, employees, & tourists.
- Develop a coordinated, ordinance, and comprehensive lighting program downtown.
- Capitalize on the Presidential Library to spur tourism in the downtown area.
- Establish and maintain publicly accessible restrooms throughout downtown.

EXISTING CONDITIONS:

DOWNTOWN AREA

Downtown is the center of the Little Rock metropolitan area. For this study Downtown includes the office and government cores as well as adjacent residential (MacArthur Park Historic District and the Hanger Hill neighborhood). The area is bounded on the north by the Arkansas River, on the south by Interstate 630, on the west by the Union Pacific Railroad line and on the east by the Rock Island Railroad line.

Downtown is no longer the retail hub for the metropolitan area. In fact, the retail available downtown tends to be specialty businesses and food/entertainment related businesses. Downtown remains the major office and financial center as well as the governmental center for the City, County and State.



As the metropolitan area has grown, new activity centers have developed throughout the City and region. Some of these centers have replaced Downtown as the retail center. Others have reduced Downtown's dominance as the office and business center. Downtown remains the convention and visitor's center of the metropolitan area, however new centers are developing around the region to compete in this sector. While Downtown continues to dominate the office and financial market, Downtown is searching for its place among the metropolitan activity centers.

SOCIO-ECONOMIC

Downtown is an area of approximately two square miles in which over 3000 people live. The racial distribution of the City of Little Rock is 55-40 (White-African American). However, the downtown area has a distribution of 54-43 (African American-White). The more core area of downtown has a racial distribution of 45-52 (White-African American). Downtown's average income is lower than the City's average household income as a whole.

Over 42 percent of downtown households have an income less than \$10,000 and another 38 percent have incomes from \$10,000 to \$30,000. Only 11 percent of City households have incomes less than \$10,000. Less than ten percent of households in the downtown area have incomes over \$50,000. While 37 percent of all households in the City have incomes over \$50,000. These clearly demonstrate that households within the downtown area are generally lower income.

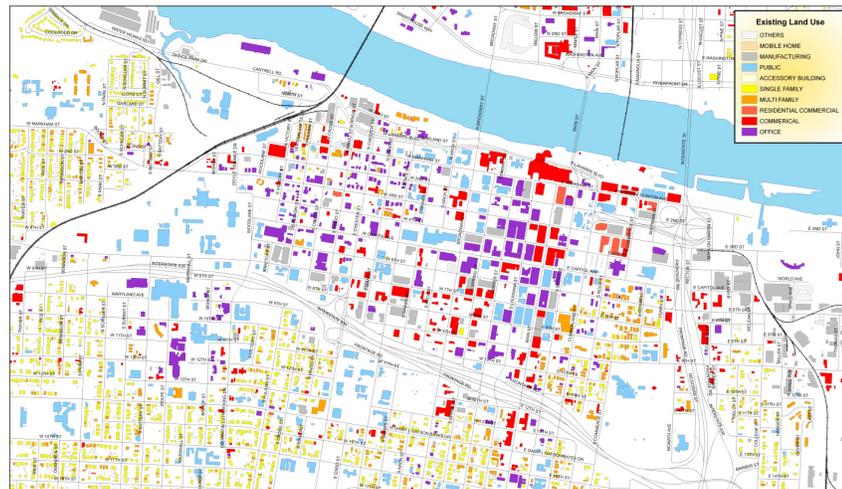
The average age of the downtown resident is older than in the City as a whole. The over 65-age group is similar with 11.6 percent of the City population and 10.6 percent of the downtown 'core' population. While the under 18 age group represented a quarter of the City population (24.7%) and only 6.4 percent of the population in the Downtown 'core' area. The single person household is predominant with almost 74 percent of the downtown households having only one-person, compared with approximately 39 percent of the households in Little Rock. This downtown population is likely a mix of elder single-person households together with young singles just starting households. When including the areas east of I-30 the percentage of one-person households declines to two-thirds of the households but the percent of female-headed households with children increases for 4 percent to almost 7 percent of the area's households.

The high number of rental units, over 91 percent of the occupied units, is consistent with these groups. Not only is there percentage of rental units higher in downtown, so is the number of units per building. The number of one-unit structures is over 64 percent of the City, while less than 10 percent for the downtown area. The addition of the Hanger Hill neighborhood raised the percent of downtown owner-occupied units to 12 percent of the households.

EXISTING LAND USE

Downtown is the office and government center for the City and State. The thirty square block area from Markham Street to 7th Street and Broadway Street to Scott Street is the office core. This area has several high-rise office buildings, and parking decks. The convention and visitors' area is to the north of the office core. This area includes hotels, meeting halls and eating/drinking establishments.

The area west of Broadway Street has a scattering of small office buildings, City-State-Federal office buildings, and a scattering of small commercial businesses. There are a few residential structures scattered throughout this area. Most of the residential structures are



multifamily units (6 to 12 units). The State Capitol Complex is west of Woodlane Street however, State offices can be found throughout the downtown area.

Commercial use within downtown is generally support in nature — restaurants and small specialty shops. Three areas have a concentration of commercial: 7th Street, Main Street

and President Clinton Avenue. Other commercial uses are scattered throughout downtown.

South of 7th Street and west of Main has several warehouse, heavy auto repair and light industrial uses. The area south of 6th Street and east of I-30 historically warehouse, industrial and highway commercial has begun to change to Park, Public and Office use with the construction of the Presidential Library/Park and Heifer International headquarters. The Cantrell Road/Cross streets area in the western section of downtown also has some heavier uses – light industrial, warehouse.

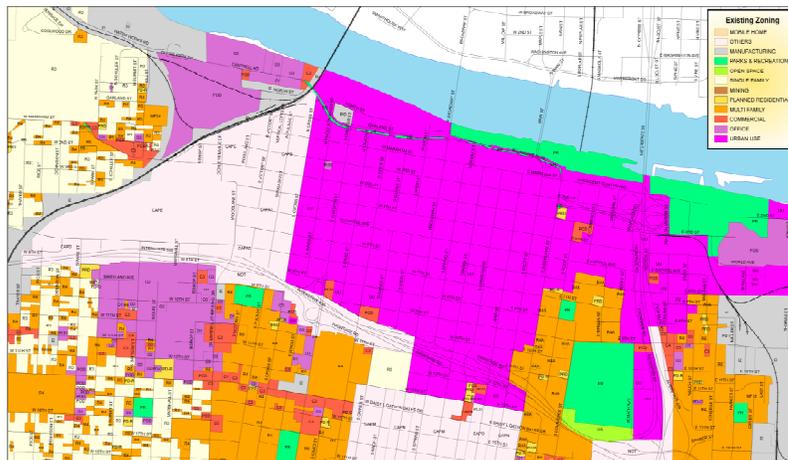
There are two ‘more traditional’ residential areas — MacArthur Park neighborhood and Hanger Hill neighborhood. MacArthur Park neighborhood is generally east of Scott Street and south of Capitol Avenue. This southeast section of Downtown is predominantly a mix of single family and multifamily uses. Within this area are MacArthur Park and several museums. The Hanger Hill area is generally south of 9th Street and east of Interstate 30. There is one multifamily area that is surrounded by a mix of single family and duplex units.

The map on the next page generalizes land use based on dominant land use patterns per one-half block. See appendices for definitions.

EXISTING ZONING

In 2000 most of Downtown was rezoned to either ‘UU’ Urban Use or ‘R4-A’ Low Density Residential. These two classifications were created during 1999 and early 2000 to address concerns about the zoning pattern of Downtown and to help guide development in the area to be more ‘urban’ and ‘pedestrian friendly’ in order to help create a 24-hour Downtown. The UU classification allows for residential, office and commercial uses by-right as long as they are inside the structure. The area between Broadway and Scott Street, from 2nd to 9th Street has no height restrictions, with the remaining area starting with 60 feet with bonuses. There is no parking requirement, setbacks are zero and landscaping requirements are minimal within the district. Mixed Use is permitted and ground floors must be designed to provide pedestrian interest. The

R4-A classification is predominately residential and surrounds MacArthur Park on the north and west. Some office and neighborhood commercial uses are allowed as a conditional use in the R4-A classification. North of 9th Street multifamily is a by-right use and south of 9th Street it is a conditional use in this classification.



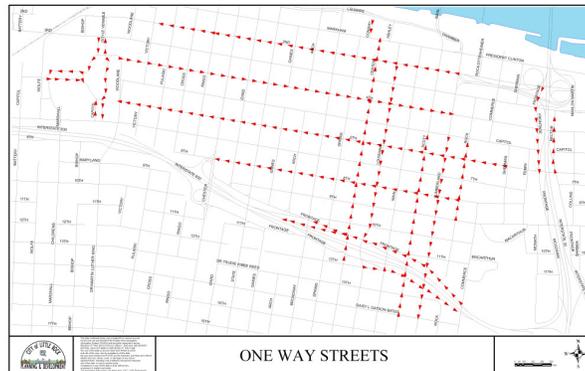
The second zoning area is west of Cross Street. This area is governed by the Capital Zoning Ordinance and regulated by the State. The common name is 'Capitol Zoning'. There are four general types of zoning: east of the Capitol grounds is zoned commercial; a small area south of 7th Street, west of Schiller is zoned industrial; to the north and east of Capitol is zoned for office and multifamily; the fourth includes two small areas on Cross, one at 7th Street and the other at 3rd Street, and is zoned to allow for office and residential uses.

The map on the next page generalizes zoning based on dominant zoning patterns per one-half block. See appendices for definitions.

CIRCULATION

Streets: Downtown is a grid street system; thus movement around Downtown is fairly easy. One-way streets do produce some inconvenience in Downtown. With the Arkansas River, two interstate freeways and a major rail line bounding the area, connections are limited to the surrounding neighborhoods via bridges and underpasses/overpasses.

Interstates 30 and 630 provide Downtown with easy access to the region. There are seven interchanges along the interstates to provide access. Both interstates are six lanes through Downtown providing more capacity. Additionally, Broadway Street and Cantrell Road provide north-south and west access. Both of these roads are part of the State Highway system and are classified as principal arterials.



Providing additional connections to the rest of the City are 3rd Street and Main Street, which are part of the arterial system. The collector system is very dense in downtown. West of Broadway: 4th, 7th, 8th Streets and Capitol Avenue are collectors. East of Broadway: 4th, 6th, part of 7th and 9th Streets are collectors. Cross Street, State Street, Center Street, Gaines Street and Cumberland Street are north/south collectors. Since Downtown is 'historically' the center, the road system is designed to get people and goods to and from Downtown.

Transit: As with the road system, the Central Arkansas Transit Authority System (CATA) is designed to get people to Downtown. The bus system is radial - downtown to the outskirts and back, much like, spokes of a wheel. Eight express routes and twenty-one regular routes converge on Downtown.

CATA has its transfer center on the block bounded by Rock Street, Cumberland Street, 4th Street, and Capitol Avenue. The re-introduction of 'street cars' in downtown occurred in 2003. The streetcar line provides a loop service in Little Rock around various hotels,

tourist and convention sites as well as the ‘entertainment area’ along President Clinton Avenue. A second phase was added along 3rd Street to Heifer International and the Presidential Library.

Bicycles/Pedestrian: A portion of the River Trail is in downtown along the Arkansas River. The Master Street Plan does propose several Class II and Class III routes in downtown and serving downtown from surrounding neighborhoods. Sidewalks are common throughout downtown, with a walking-bike trail along the river.

DESIGN REVIEW DISTRICTS/MACARTHUR PARK DISTRICT

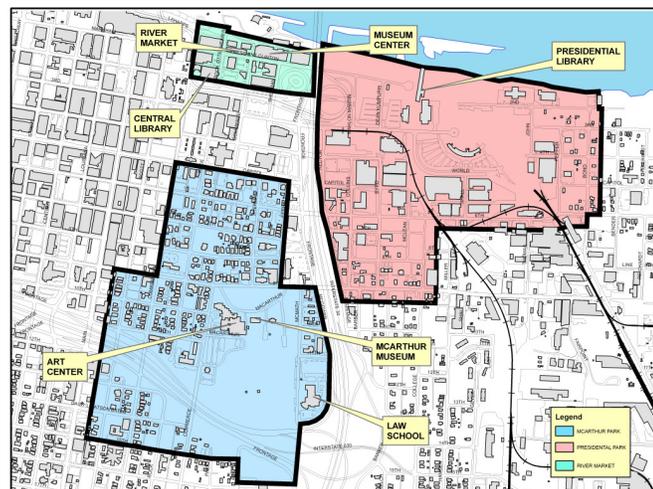
The two remaining single-family dominated neighborhoods are the MacArthur Park and Hanger Hill neighborhoods. They are on either side of Interstate 30. On the west side of the interstate is MacArthur Park neighborhood and the River Market District. MacArthur Park is the City’s only local ordinance historic district and contains numerous historic structures, which represent a variety of architectural styles. It is bounded by: Capitol Avenue (north); I-30 (east); 15th Street (south); and Scott Street (west). The area was designated a National Register Historic District in 1977 and a local ordinance district in 1981.

The 2007 architectural survey of the Historic District listed a total of 269 structures, of which 171 are contributing, or significant structures. The structures' dates of construction range from 1840 to 1930s and represent a variety of architectural styles. Some of the earliest buildings are Curran Hall, Fowler House, Cook House, Fletcher House, Terry House and Trapnall Hall.

The purpose of the historic ordinance is to: protect and enhance the areas: safeguard the City's historic, aesthetic and cultural heritage; stabilize and improve property values; foster civic pride; protect and enhance the City's attractions for tourists; strengthen the City's economy; and promote historic districts for the education, pleasure and welfare of residents.

Design guidelines for MacArthur Park are viewed as recommendations for the repair, maintenance, rehabilitation and construction of structures located within the district. The Little Rock Historic District Commission reviews requests for exterior work and determines if a Certificate of Appropriateness should be granted to allow the proposed work.

Much of the remaining area west of the interstate is in the River Market District, which was formed in 1996 as the River Market Design Overlay District. With anchors such as the Central Library, River Market and Museum Center, the district has



been revitalized with new offices, eateries, galleries and shops. The architecture of the area is composed of structures that were built as either warehouse or storefront space. Four buildings in the River Market District have been nominated for inclusion on the National Register of Historic Places.

As a method of insuring quality development in the area, design guidelines have been established for the repair, maintenance, rehabilitation and construction of structures located within the River Market District. Generally, if exterior work is proposed, the River Market Design Review Committee must review the request.

Over the last ten years the area west of the interstate has seen significant reinvestment. Three new mid-rise mixed-use buildings, a parking deck, several single-family homes and new condominiums have been built over the last decade. Significant new residential with the conversion of buildings to residential use as well as the construction of new residential units has added around 200 units to the area with more under construction or planned.

The area east of the interstate is the Presidential Park Design Overlay District (PPDOD) and Hanger Hill neighborhood. The PPDOD is a historically industrial-warehouse area that is in the process of change. Some 100 acres has been changed from industrial uses to a Park with the Presidential Library and Archives building along with the international headquarters of Heifer International. Two other groups have purchased large areas for redevelopment – Lions World International for the Blind and Care-Link. When these four groups have completed their developments more than half the PPDOD area will no longer be industrial but rather public/quasi-public in nature. This is the area north of 9th Street.

South of 9th Street is the Hanger Hill neighborhood, a predominately single-family and duplex area. The City plan for this area recommends a continuation of the lower density residential development. Infill residential is encouraged with single-family detached and attached uses predominating.

SIX BRIDGES DISTRICT

The Six-Bridges District involves the area of the two downtown's (Little Rock and North Little Rock) riverfronts as defined and articulated by the six downtown bridges that span the Arkansas River. These bridges are visual as well as physical connections to the two banks and therefore form important visual anchors to the larger area of study. The six bridges consist of three vehicular bridges: Main Street, Broadway, and I-30; and three historic railroad bridges: Baring Cross Bridge, Junction Bridge, and Rock Island Bridge.

The Six-Bridges District project was designed to study public security, historic preservation, coordination of area events, and projected new development. The shared bank of knowledge and commitment to a better downtown future -- from the community, government, and developers -- will in the long run prove to be the most valuable resource of all. The intention of this effort is to make the area a place of which all central Arkansas can use and be proud.

In order for the Six-Bridges District to achieve maximum effectiveness, people must feel safe to fully utilize the entertainment and business districts of both downtowns'.

Enforcing safety of automobile, river, and pedestrian traffic is one issue; deterring crime is another. Lighting, open space, and avoidance of planning that would create visually isolated spaces, are all crucial elements in the safety appeal of the public use area that lies within the Six-Bridges District.

Furthermore, by establishing the historic preservation of the older bridges, it is possible to maintain the aesthetic integrity of the Six-Bridges District. With the trolley and pedestrian/bike connections via the bridges completed over the last decade, the riverbank from Union Station to the Central Arkansas Nature Center and Presidential Library and across to Alltel Arena and Dickey/Stephens Field become easily traversed and aesthetically pleasing ride, with one tourist destination after another easily accessed.