

Rock Creek Revised Neighborhood Action Plan 2004

A revision of the October 1998 Plan

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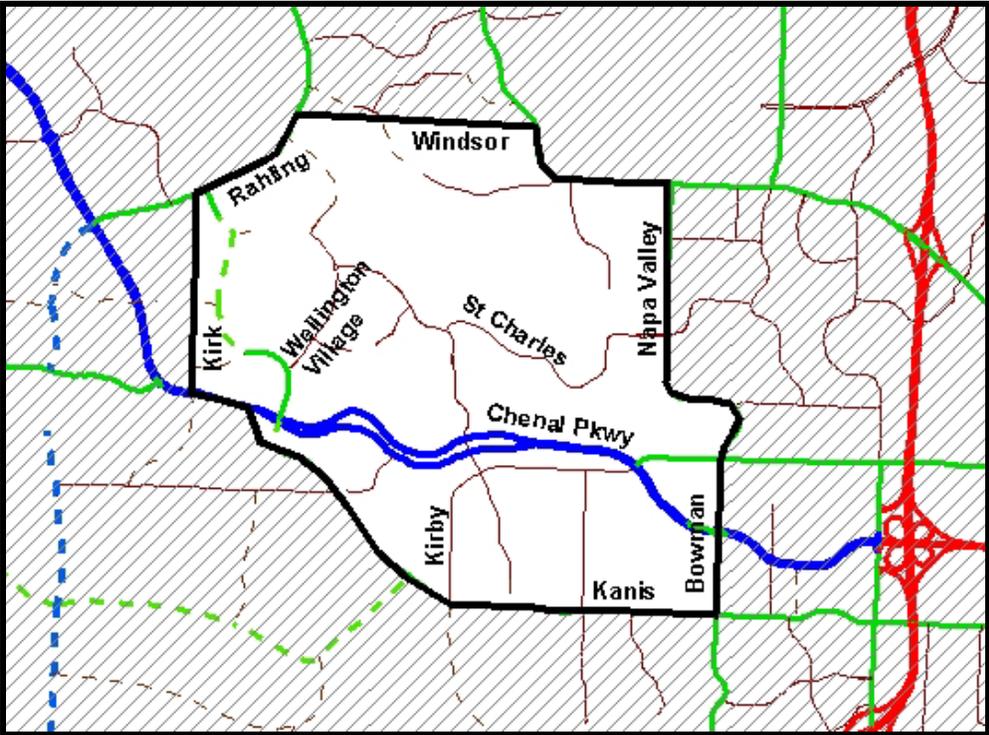
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EXISTING CONDITIONS

Introduction

“The boundaries of the Planning area are Napa Valley/Bowman Road to the east, Kanis Road to the south, Kirk Road to the west and Windsor Road to the north. The Rock Creek Planning Area is predominately residential. Most of the non-residential activity is located on Chenal Parkway. The topography of the area ranges from steep slopes to rolling hills.”¹ The boundaries of the study area have remained the same.



¹ Rock Creek Neighborhood Action Plan Steering Committee, Rock Creek Neighborhood Action Plan (Little Rock, AR.: Planning and Development Department, 1998), 7. Hereinafter cited as Rock Creek N.A.P.

Socio-Economic²

The Rock Creek study area had a total population of 10,437 in the 2000 Census. As previously stated, the Rock Creek Neighborhood is situated in West Little Rock, a rapidly developing, higher-income area of the city. In the 1990 Census the study area was located in census tract 42.06, which had a population of 8,190. In the 2000 Census the study area was located in the newly created census tract 42.10. From 1980 to 1990 the census tract population grew from 8,260 to 17,930 (census tract 42.06) in 1990. Census tract 42.06 showed the greatest population growth experienced by any Pulaski County census tract during the 1990's. The creation of the new census tract resulting from a division of a larger census tract into a smaller tract resulted in a smaller census tract population of 11,606. (Note: Data is provided from the 2000 Census, unless otherwise noted. The term "tract" is used to refer to census tract 42.10; the term "area" is used to refer to block groups 2, 3, 4, and 5 within tract 42.10; which is where the Neighborhood is located.)

Over 78.9% of the area population still consists of persons in families with 62% reside in owner-occupied units. Single people are still drawn to the area as well, as they represent 20.1% of all households. As in 1999, only 5 % of all households are single parent, compared to 32.7% citywide. The majority of the Neighborhood population falls within the 18 to 64-age range (63%). 24% of residents are under 18 and 13 % are 65 and over. Thus, residents in the neighborhood are prone to be young to middle-aged homeowners who are either single or maintaining two-parent households.

The City of Little Rock has a somewhat balanced racial population when compared to the Neighborhood. The area's residents are overwhelmingly white -- 86% -- compared to 55% Citywide. The City is 45% non-white, while the area is only 15% non-white. The area's non-white population can also be ranked in order of presence: white residents 86%, black residents, 10%; and all other races, 4%. There are various implications that may be derived from this marked racial population imbalance.

² 1990 Census, 2000 Census, www.factfinder.census.gov, U.S. Census Bureau, and Rock Creek N.A.P., 8 –9.

Demographics 1990³

1990	Rock Creek Planning Area	City of Little Rock
Population	8,190	175,795
Race		
White	94.30%	64.70%
Black	3.70%	34.00%
Other	2.00%	1.30%
Age		
Under 18	25.30%	24.90%
18-64	64.40%	62.60%
64 and Up	10.30%	12.50%
Housing		
Owner Occupied	61.60%	56.20%
Renter Occupied	38.40%	43.80%
Median Household Income	\$47,676	\$26,889

Demographics 2000⁴

2000	Rock Creek Planning Area	City of Little Rock
Population	10,437	183,133
Race		
White	85%	55%
Black	10%	40%
Other	5%	5%
Age		
Under 18	24%	25%
18-64	63%	64%
65 and Up	13%	12%
Housing		
Owner Occupied	62%	57%
Renter Occupied	38%	43%
Median Household Income	\$ 58,333.00	\$ 32,182.00

³ Rock Creek N.A.P., 9.

⁴ 2000 Census, www.factfinder.census.gov, U.S. Census Bureau

Building Permit Activity

According to the 1990 Census, the Rock Creek Neighborhood had a total of 3,787 housing units while in the 2000 Census the number of housing units grew to 4,643 housing units indicating a growth of about 18.5% in the number of housing units. In 1990, two hundred eighty-two or 7.4% of the total were vacant and 3,505 or 92.6% of the total units were occupied. In 2000, two hundred eighty or 6.1 % of the total were vacant and 4,356 or 93.9 % were occupied. Of the occupied units in 1990, 1,347 or 38.4% were renter-occupied and 2,158 or 61.6% were owner-occupied while in 2000, 1,749 or 39.6% were renter occupied and 2,894 or 60.4% were owner occupied indicating a decrease of 1.2% in the number or renter occupied units.⁵

The 2000 Census identified 84,793 housing units citywide. 7,441 units were vacant or 8.8% of the citywide total was vacant and 77,352 or 91.2% were occupied. Of the citywide occupied units, 32,980 or 38.9 % were renter occupied while 44,372 or 61.1 % were owner occupied. From this information, it may be concluded that the housing tenure of the Rock Creek study area matches the citywide housing tenure. However, there are 2.7% fewer vacant housing units in the Rock Creek study area.⁶

The number of non-residential building permits in the Rock Creek study area has decreased since 1998. The percentage of non-residential building permits in the Rock Creek study area is small compared to the number of building permits issued citywide. The number of Commercial building permits has decreased at a rate of one a year from, five in 1998, four permits issued in 1999, to just one in 2002. So far, one Commercial Building permit has been issued in 2003. Citywide the number of Commercial building permits has decreased from twenty-six in 1999 down to twenty in 2000, twenty-two in 2001, and twenty in 2002. The number of Commercial building permits issued citywide since 1998 seems to have steadied at an average of 22 per year. The amount of Office building permits in the Rock Creek increased from two in 1998 to three in 1999 then decreased to zero for 2000, and 2001. One Office building permit was issued in 2002. So far, two building permits have been issued in 2003. It is possible for more Office building permits to be issued in 2003. Overall the city has seen a decrease in the number of building permits since 1998 with twenty-nine issued in 1998 down to eleven in 2002. As in 1999, Industrial building permits remain absent from the Rock Creek study area. Over time, the city issued very few Public Institutional permits for the Rock Creek study area with no such permits issued since the one issued in 1999.⁷

⁵ Rock Creek N.A.P. 9, 10.

⁶ 2000 Census, www.factfinder.census.gov, U.S. Census Bureau

⁷ Building Permit Data, www.accesslittlerock.org.

Comparison of Building Permit Activity in Rock Creek Study Area with Citywide Data.⁸

Rock Creek Planning Area Building Permit Activity 1991-2003						
Year	Single Family	Multi-family	Commercial	Office	Industrial	Public Institutional
1991	132	0	2	2	0	0
1992	159	0	4	0	0	0
1993	188	1	2	0	0	2
1994	103	7	5	1	0	0
1995	61	3	3	2	0	1
1996	60	2	9	1	0	6
1997	37	5	6	1	0	1
1998	68	3	5	2	0	0
1999	63	2	4	3	0	1
2000	36	6	3	0	0	0
2001	32	0	2	0	0	0
2002	55	1	1	1	0	0
2003	15	0	1	2	0	0

City of Little Rock Building Permit Activity 1991-2003						
Year	Single Family	Multi-family	Commercial	Office	Industrial	Public Institutional
1991	454	1	22	9	9	15
1992	616	0	24	6	6	9
1993	718	5	32	6	1	13
1994	582	11	56	12	6	24
1995	479	7	50	14	4	25
1996	481	7	53	15	3	75
1997	448	11	38	15	7	32
1998	265	6	29	29	13	7
1999	556	44	26	26	18	1
2000	475	56	20	24	19	5
2001	482	36	22	20	7	4
2002	582	26	20	11	9	5
2003	165	6	1	3	5	1

Park Systems⁹

Since the original Rock Creek Neighborhood Action Plan, the Little Rock Parks and Recreation Master Plan of 2001 replaced the Master Parks Plan of 1983. The new plan of 2001 identifies properties in the Rock Creek drainage basin along Chenal Parkway as a Potential Greenbelt with some properties along Chenal Parkway owned by the City labeled as Existing Floodplain. The Class I Bikeway is integrated into the Rock Creek drainage basin along Chenal Parkway to serve as a linear park.¹⁰ This property is also zoned Parks and Recreation, and is shown as Parks / Open Space on

⁸ Ibid.

⁹ City of Little Rock, and Wallace Roberts & Todd Little Rock Parks and Recreation Master Plan of 2001 (Little Rock, AR., Parks and Recreation Department, 2001) 27, 29. Hereinafter cited as Parks Plan, 2001.

¹⁰ Rock Creek N.A.P., 13

the Future Land Use Plan. The Parks Plan of 2001 also shows Birchwood Park, a three acres site developed in 1973,¹¹ as a Mini-Park (under 5 acres) providing playground equipment and a basketball court. The new plan also states an Eight-Block strategy of providing park and recreational facilities within eight-block distances of all City of Little Rock Residents. This strategy includes all public and private facilities located within the city. Most of the study area is located within eight-blocks of either public or private facilities. The plan of 2001 also shows a small service deficit area is located in an area of St. Charles and Hillsborough along the northern boundary of Carriage Creek neighborhood associations.

Zoning¹²

The following charts provide information on the zoning changes in the area. A total of twenty-one zoning changes have occurred in the Rock Creek study area. Only three cases involved traditional zoning changes. The remaining eighteen cases consist of Planned Zoning Developments (PZD) and Planned Developments (PD's). The PZD's and PD's differ from traditional zoning changes in which the developer either submits a site plan for mixture of uses for a PZD, or a single use in a PD. Of the eighteen PZD's, and PD's, the cases involved revisions of existing PZD's, and PD's. One case was a time extension for a Planned Commercial Development. The number of PZD and PD cases were split with nine cases each. Most of the new applications occurred in a time period between July 1999 and March 2001.

Zoning Cases in Rock Creek Study Area¹³

Date	Case #	Location	Previous Zn	New Zn.
11/9/00	Z-6933	NW Corner of Kanis and Kirby Roads	R-2	C-1
5/3/01	Z-6944	Rock Creek Parkway	R-2	PR
6/14/01	Z-7044	15800 Kanis Road	R-2	O-2

¹¹ Ibid.

¹² City of Little Planning and Development Department Zoning Files and Data Base, Little Rock, AR.

¹³ Ibid.

Planned Zoning Development Cases and Planned Development Cases in Rock Creek Study Area.¹⁴

Date	Case #	Location	Previous Zoning	New Zoning
10/15/98	6318-A	16111 Chenal Parkway	PCD	Revision
12/03/98	6587	S. side of Wellington Hills Road, approx. 1200 feet w of Wellington Village Road	POD	Revision
12/03/98	4663-B	N. side of Kanis Road approximately 1,000 feet w of Bowman Road	POD	Revision
4/15/99	Z-6199-C	12700 Chenal Parkway	PDC	Revision
7/8/99	Z-6699	SE Corner of Rahling RD and Champlin DR	C1	PCD
8/19/99	Z-6720	NE Corner of Chenal Parkway and Kirk Road	MF-18 & O-2 & C-3	PDC
11/11/99	Z-6622-A	N side of Kanis RD approx. 500 ft W of Nix Rd	PDO	Revision
12/2/99	Z-4470-B	NW Corner of Chenal Parkway & Wellington Village RD	O-3	PDC
2/17/00	Z-4997-F	13101 Chenal Parkway	PCD	PCD
5/11/00	Z-6831	13608 Kanis Road	R-2	PDO
3/8/01	Z-6915-A	Northwest corner of Chenal Parkway and Gamble Road	O-3	PCD
3/8/01	Z-6981	West side of Gamble Road, approximately 600 feet south of Markham Street	R-2	PDR
1/3/02	Z-3292-F	West side of Atkins Road approximately 500 feet S of West Markham	PCD	Revision
2/14/02	Z-6789	N and S sides of Westglen Drive W of Gamble Road	R-2	PDR
2/14/02	Z-6981-A	W Gamble Road S W. Markham	PD-R	Revision
5/9/02	Z-5466-B	100 Nix Road	R-2	POD
6/20/02	Z-7235	NE corner of Stacy Lane and Farris Road	R-2	PD-O
9/19/02	Z-4470-C	NW Corner of Chenal Parkway and Wellington Village Road	PCD	3 year time extension

¹⁴ Ibid.

Future Land Use

As in 1998, the planning area remains predominantly residential, as is to be expected due to the prominence of single-family subdivisions in the study area. Areas shown as Multifamily are located on Chenal Parkway in the vicinity of Loyola Drive, Markham Street at Shadow Lakes, the west side of Napa Valley Drive north of Ridgehaven Road, and at Napa Valley Drive and Mara Lynn Road. An area of Low Density Residential is shown on Kanis Road between Timber Ridge Road and the Parkway Place Proposed Collector Street. Other existing land uses in the area are Commercial, Industrial, Office, Parks and Open Space, and public institutional.¹⁵

The Plan suggests that Office and Commercial uses occur along Chenal Parkway, the west side of Bowman Road, and Suburban Office is recommended on segments of Kanis Road. While pockets of Mixed Office and Commercial, and mixed office with residential and commercial area recommended along the arterials. The Plan has located commercial designations to discourage strip commercial development to the maximum extent possible and to encourage commercial concentrations at major intersections of arterial streets.¹⁶

Major changes in Land Use occurred along Kanis Road in 1999. The Land Use Plan Amendments related to the Kanis study, located in the Rock Creek Study area, resulted in the removal of the areas shown as Transition along Kanis Road. The changes made were Low Density Residential to Single Family at Kanis at Pride Valley, Transition to Single Family on Kanis from Bakers Lane to an area west of Kirby Road, Transition and Neighborhood Commercial at Kanis and Kirby Drive, Transition to Suburban Office east of Aubury Road, Transition to Low Density Residential from an area west of Nix Road to Atkins Road, and Multi-family to Suburban Office from Atkins Road to a point halfway to Bowman Road.¹⁷

Other changes to the Future Land Use Plan approved by Ordinance are listed in the following chart:¹⁸

case #	Ordinance	location	exist lu	new lu
LU 99-19-01	17,998	Chenal Pkwy East of Kirk	O	C
LU 99-19-03	18,179	15500 Chenal Parkway	O	MOC

¹⁵ Rock Creek N.A.P., 14.

¹⁶ Ibid.

¹⁷ City of Little Planning and Development Department Future Land Use Plan and Data Base, Little Rock, AR.

¹⁸ Ibid.

Public Works / Infrastructure¹⁹

The Public Works Department reports that most of the projects listed in the Goals and Objectives are unfunded with the exception of funding for new sidewalks in conjunction with a Capital Improvements Program (CIP) for the reconstruction of Napa Valley Drive.

¹⁹ Steve Haralson, "A Conversation with Steve Haralson about the Rock Creek Neighborhood Action Plan Study Area," telephone conversation with Vince Husted, May 6, 2003, City of Little Rock Creek Files.

POLICY PLAN

Natural Environment Goal:

Ensure that the natural environment is protected for this and future generations for the preservation of health and the quality of life.

OBJECTIVES:

1. Preserve and maintain existing greenways and open spaces in the neighborhood.
2. Encourage the development of new types of parks (active and passive) and open space.
3. Ensure that significant environmental features and functions are preserved.
4. Encourage and support the conservation of significant landscapes, views and vistas.
5. Promote protection of natural areas and systems and urban forestry.
6. Monitor and enforce littering and dumping penalties.

ACTIONS:

- A. Develop and implement an ordinance for preservation of undisturbed natural areas, for example, City-owned property along Rock Creek at Bowman Road.
- B. Develop and implement an ordinance that prohibits clear-cutting and excavation of tracts of land before a site plan is approved, regardless of zoning. Initiate public education of ordinance rules and penalties.
- C. Develop and implement a Tree Protection and Preservation Ordinance or strengthen the existing ordinances; provide for a monitoring system, and requires financial penalties for cutting or damaging trees of specified caliber.
- D. Review existing city ordinances that pertain to grading, tree protection, landscaping, buffers, tree planting, etc. Enforce the ordinances with greater regularity.
- E. Re-establish wildflower population along Chenal Parkway median from Shackelford Road to Chenal Country Club by reseeding and changing current mowing practices.
- F. Mail survey of the above issues to a random sample of residents, have UALR tabulate and publish results to ensure that problems are addresses, improvements made and preservation is respected.

Infrastructure Goal:

Maintain an adequate infrastructure network, including roadways and drainage systems, within the neighborhood so as to produce a safe and attractive neighborhood environment.

OBJECTIVES:

1. Complete projects that are of a smaller nature but positively affect more residents first.
2. 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.
3. Create a system of walkways that link the community internally and externally to other areas.
4. Identify and correct drainage problems in the neighborhood.
5. Identify and construct neighborhood curb and gutter needs.
6. Install street lamps, where needed, for safety.

ACTIONS: (ranked in order of priority)

- A. Widen Kirby Road to a 36-foot 2-lane road and install curb and gutter from Markham Street to Kanis Road.
- B. Widen Asbury Road (26 ft.) and install curb and gutter.
- C. Install street lamps on Markham Street beyond Chenal Parkway intersection to Parkway Place intersection.
- D. Address drainage problems at Asbury Road (north of Kanis Road).
- E. Install street lamps on Loyola Drive (east side from Chenal Parkway to St. Michael Drive).
- F. Address drainage problems at Nix Road.
- G. Construct sidewalks on Parkway Place from Asbury Road to Cedar Ridge Court and on Loyola Drive (east side) from Chenal Parkway to St. Michael Drive.
- H. Install street lamps on Chenal Parkway beyond Chenal Parkway Buick GMC to Kirk Road.
- I. Widen Nix Road (26 ft.) and install curb and gutter.
- J. Address drainage problems the length of Atkins Road and its intersecting streets.
- K. Construct sidewalks on Napa Valley from Asbury United Methodist Church to Hinson Road.
- L. Install street lamps on Martha Drive and Hinson Road.
- M. Consider the construction of a pedestrian walkway over Financial Center Parkway near the Embassy Suites.
- N. Install street lamps on Shumate Drive at Hinson Road.

Traffic and Transportation:

Ensure safe and efficient movement of pedestrians, bike, and vehicular traffic in, around, and through the neighborhood.

OBJECTIVES:

1. Complete projects that are of a smaller nature but positively affect more residents first.
2. Reduce the amount of cut-through traffic on local streets.
3. Improve traffic flows and safety in the area.
4. Examine traffic calming devices on residential streets.

ACTIONS: (ranked in order of priority)

- A. Repaint and maintain white crosswalk lines at collector and arterial intersections.
- B. Install a continuous right turn lane on Financial Center Parkway and Chenal Parkway from I-630 to Gamble Road.
- C. Construct a left turn lane at Chenal Parkway/Loyola Drive to allow motorists safer access to Parkway Place.
- D. Relieve traffic congestion at the Shackelford Road / I-630 / Markham Street intersection.
- E. Improve access to Chenal Parkway to reduce cut-through traffic on Loyola Drive and St. Charles Boulevard.
- F. Install turn lanes on Chenal Parkway at Pride Valley and eastbound acceleration lanes on Chenal to improve safety.
- G. Strive to increase funding for Kanis Road roadway improvements.
- H. Support Kanis Road's development in a planned manner, not in piecemeal fashion, especially in respect to setbacks and natural landscaping.
- I. Realign Kanis Road to intersect with the eastern portion of Kanis Road and no longer intersect with Chenal Parkway.
- J. Complete Champlin Drive and Villages of Wellington Road to Kanis Road, and construct the intersection of Chenal Parkway and Champlin Drive; fund with a bond issue (build prior to development).
- K. Install reflective lane markers at Chenal Parkway and Markham Street.
- L. Regulate traffic lights on Financial Center Parkway and Chenal Parkway from I-630 to Markham Street and indicate (above intersections) speed at which lights are set for continuous traffic movement.
- M. Relieve traffic congestion at Pulaski Academy.
- N. Work with Public Works Department to implement traffic calming tactics on St. Charles Boulevard. Replace signs alerting to "calming bumps".
- O. Monitor speed of travel on Atkins Road and other residential streets at least biannually to warn speeders to observe speed limit.

- P. Install a four-way stop at the Markham Street and Parkway Place intersection.
- Q. Encourage CATA to install city bus shelters for inclement weather at West Markham bus stops located in front of Home Depot, at Shackelford Drive, and at Bowman Road.
- R. Maintain residential status of Atkins Road on the Master Street Plan.
- S. Maintain residential status of Trumpler Road on the Master Street Plan.
- T. Amend Master Street Plan to maintain Markham Street current status as two-lane from Atkins Road west to its terminus at Kirby Road.
- U. Amend the Master Street plan to reduce Gamble Road from collector street status to residential street status.
- V. Return “truck weight limit “ signs to Atkins Road and other residential street surfaces where they are needed.

Parks Goal:

Design spaces that meet both the group and individual recreational needs of residents in keeping with the overall aesthetic and natural qualities valued by the residents.

OBJECTIVES:

1. Develop and provide recreational facilities for West Little Rock residents in and near the neighborhood.
2. Provide passive neighborhood park landscapes within the neighborhoods.

ACTIONS:

- A. Develop park property sold to the City by Chenal Properties into a full-scale recreational complex to serve as the West Little Rock Park.
- B. Work with Parks and Recreation to conduct a feasibility study for the development of a bicycle trail and a walking trail in the Rock Creek drainage basin.
- C. Work with Parks and Recreation Department to purchase land and develop a community facility incorporating a meeting center, police substation, and a passive park facility near Baker School.
- D. Work with Parks and Recreation to develop a nature-focused open space behind Target into a Trail system with access from Chenal Parkway (via Gamble Road) and Markham Street.
- E. Work with Parks and Recreation Department and/or Cooperative Extension Service staff (Master Gardeners) to develop a passive park at Point West and Woodhill Drive.
- F. Identify funding to develop a future green space on two and one-half acres at Atkins and Kanis Roads.
- G. Work with Parks and Recreation Department to develop a passive park in the wooded area where Parkway Place ends at Honey Locust Court.

OBJECTIVES:

3. Provide access to parks at an appropriate level, whether regional, ward, or neighborhood.
4. Reserve public land for minimum disturbance usage as green space, wild areas, and bio-observation activities such as bird watching.
5. Form creative partnerships with private sector entities to fund land acquisition, park creation and park maintenance.
6. Provide passive neighborhood parks.

ACTIONS:

- H. Support the Parks and Recreation Department in its efforts to collaborate with other cities in central Arkansas and with Pulaski County to provide shared high quality, regional-scale, and recreational facilities for residents of central Arkansas.

- I. Support the Parks and Recreation Department in developing a citywide network of bicycle and walking trails, with the trail along Rock Creek as the backbone in our area.
- J. Support the Rock Creek walking and bicycling trail begun by the Parks and Recreation Department in the summer of 2003 with the following directives:
 - 1) Cause minimal damage to the environs by thinning low-quality trees and underbrush with absolutely no clear-cutting.
 - 2) Confine off-trail clearing to the trailheads.
 - 3) Retain older hardwoods, especially “senior” or near “champion” trees.
 - 4) Route the trail around especially biologically diverse and attractive features.
 - 5) Provide a good base for the trail floor: use asphalt only where ecologically suitable.
 - 6) Monitor newly planted trees, shrubs and other plants in their critical first year for water and other needs.
 - 7) Finish the trail between Parkway Place and Bowman Curve by June 30, 2004.
 - 8) Maintain finished trail sections.
 - 9) Establish a “Friends of the Rock Creek Trail” volunteer organization to monitor and care for the trail.
 - 10) Extend the trail to connect with Boyle Park on the east and Wildwood Center on the west.
- K. Pursue funding to obtain currently undeveloped land including Kanis north of Cooper Orbit Road and Baker Street, Atkins and Kanis at the south of the end of Parkway Place.
- L. Work with the Parks and Recreation Department to prepare plans for a passive park at Point West and Woodhill Drive.
- M. Improve communication between the Parks Dept and neighborhood groups. Adopt a citywide policy of notifying all neighborhood contacts within a two-mile radius prior to construction or implementation of any part of the Master Parks Plan.
- N. Work with Parks to place signage (with telephone number or website address) on Rock Creek Trail to solicit volunteers to monitor and maintain trail.
- O. Enforce and strengthen Tree Preservation Ordinance.
- P. Enforce and strengthen existing Landscape Ordinance.

Public Safety Goal:

Assure that city Government aggressively deals with crime and safety issues in the neighborhoods.

OBJECTIVE:

Reduce speeding, burglary, incidents of vandalism, and other crimes in the area through police vigilance and enforcement.

ACTIONS:

- A. Make the police department aware of problem areas and request an increase of patrol officers in the area.
- B. Request more frequent police presence - by various means such as bicycles and mobile alert centers to reduce vandalism, burglary, etc.
- C. Increase police presence in the Mara Lynn Road, Bowman Road, Chenal Parkway, W. Markham Street (Shackleford to Nix Roads), and Napa Valley Drive area to deter crime.
- D. Increase police enforcement of speed limits on residential streets, particularly Asbury Road, Ridgehaven Road, St. Charles Boulevard, and Atkins Road.
- E. Increase police enforcement of speed limits on thoroughfares, such as Chenal Parkway, Bowman Road, W. Markham Street, Shackleford Road, and Napa Valley Road.
- F. Enforce pedestrian right-of-way safety by fines, signs, and white crosswalk lines at Mara Lynn Drive and Bowman Road, Markham Street and Chenal Parkway, and the Markham Street entrances to the Academy Sports / Michael's Shopping Center.
- G. Re-evaluate range of tornado warning sirens in the area and determine if they are sufficient.
- H. Pursue federal funding for Neighborhood Watch/Crime Watch Programs and other federally-funded programs, such as the Community Oriented Police Program (COPP).

Residential Development Goal:

To create and maintain well-planned residential neighborhoods that provide an aesthetically pleasing, healthy, and safe urban living environment.

OBJECTIVES:

1. Ensure that future development of existing undeveloped land meet neo-traditional design standards including the placement of neighborhood passive green and open spaces, and community services on the periphery of developing neighborhoods.
2. Maintain the quality of existing neighborhoods.
3. Encourage low density of residential developments in the area.

ACTIONS:

- A. Require new residential projects to be designed in character with existing residential character.
- B. Support zoning changes to Open Space (OS) and Parks and Recreation (PR).
- C. Support Land Use Plan amendments to Park / Open Space (PK/OS).
- D. Support continuous progression of single-family and multi-family in newly developing areas, placing the multi-family as a buffer only between single-family and office.
- E. Encourage residents to report code and landscape violations by education of rules.
- F. Support development of 4-wall (gated with card entry) screening standards for dumpsters.
- G. Encourage the vigorous enforcement of Landscaping Ordinance before development begins.
- H. Encourage the vigorous enforcement of Tree Preservation Ordinance before development begins.
- I. Encourage the vigorous enforcement of Hillside Protection Ordinance before development begins.

Office and Commercial Development Goal:

Promotes commercial and office development that:

- a) Meets the needs of Rock Creek Neighborhood residents for shopping, services, and jobs; and
- b) Maintains as much as possible of the existing topography, trees and green space; and
- c) Enhances the primarily residential character of the community.

OBJECTIVES:

1. Encourage Little Rock, not only in the Rock Creek Neighborhood but also citywide, to adhere to the adopted Land Use Plan. Encourage a policy of making Plan amendments rare.
2. Encourage adoption of and adherence to a plan for Kanis Road, with neighborhood input, which will meet the transportation needs of the community with enhanced streetscape design.
3. Encourage all commercial and office development in the community to be subject to neighborhood input prior to City approval.

ACTIONS:

- A. Adopt a policy of adhering to the Land Use Plan. Amendments should be made very rarely, only with neighborhood input, and only when it can be clearly demonstrated that the amendment will enhance the quality of life in the Rock Creek Neighborhood.
- B. Restrict the overgrowth of commercial development to residential development.
- C. Aggressively use Planned Zoning Districts (PZD's) to influence more neighborhood-friendly and better quality developments.
- D. Consider overgrowth of traffic and parking lots before approving or denying development in the area.
- E. With neighborhood input, adopt a Design Overlay District (DOD) for Kanis Road that will:
 - 1) Provide enhanced streetscaping.
 - 2) Facilitate vehicular, bicycle, and pedestrian movement.
 - 3) Include only residential, suburban office, and neighborhood commercial zoning.
 - 4) Protect trees and shrubs, prohibit clear cutting tracts, and have substantial financial and other penalties for removing protected trees and shrubs.
 - 5) Set measurable criteria upon which to base exceptions to the DOD.
 - 6) Require variances to the DOD to be approved by the Planning Commission rather than administratively.
- F. Regulate the development of outparcels by establishing minimum lot size to allow for ample parking, percent of building size to lot size, signage, and quality of landscaping in an effort to minimize the adverse effects of outparcels.

Neighborhood Involvement Goal:

Ensure neighborhoods are informed and remain active in development activities throughout the city.

OBJECTIVES:

To allow neighborhoods and developers to work proactively together on activities that affects the area.

ACTIONS:

- A. Establish an on-going neighborhood coalition to monitor development activities and the implementation of the Neighborhood Action Plan.
- B. Require the City staff to develop and implement better notification processes for area residents regarding potential development activities.
- C. Require notification of property owners up to 500 feet from commercial, office and multi-family developments on the same date the Planning Department receives plans for review.
- D. Establish a citywide policy that will require giving property owners 30 days notification prior to public hearing for cases affecting their areas.
- E. Notify neighborhood associations at the time of application of all subdivision hearings - including time and place for such hearings and additional telephone numbers for further info.
- F. Require that public hearing announcements area posted in a more widely-read publication.
- G. Educate and assist neighborhoods in becoming more involved in the planning process; develop a list of model steps for citizen involvement with Neighborhood Associations, City Planning, Neighborhood Resource Center, public hearings, etc.
- H. Encourage neighborhoods to develop and keep current a list of neighborhood contact persons for City staff and developers to notify prior to submission of development plans to the Planning Commission.
- I. Foster a spirit of communication between developers and neighborhood associations.
- J. Provide more informative informational pamphlets regarding various planning and development procedures (land use, landscape ordinance, zoning, etc.) available from the Planning Department.
- K. Enhance the City's Internet site to include access to plans, public hearing information and developer information; site should also be equipped to accept citizen input via email on projects before the Planning Commission and Board of Directors.
- L. Require that copies of plans and development applications be placed at the Public Library and Neighborhood Resource Center.

- M. Pursue the funding, construction and maintenance of a Public Notice Board in the area to be used to post public hearing notices and other information affecting the area as a whole.
- N. Post Planning Commission agenda in second week of Planning Commission cycle instead of fifth week.
- O. Develop a GIS website available to public.