

LITTLE ROCK 30 CROSSING PARK DESIGN

December 2025



LITTLE ROCK 30 CROSSING PARK DESIGN

Letter From The Mayor

Friends,

The ongoing transformation of Downtown Little Rock brings renewed opportunity for progress and innovation in our City's urban core. We are excited to move forward with the 30 Crossing Master Plan, which gives a blueprint for re-imagining an 18-acre green space right in the heart of the River Market.

The 30 Crossing Park Master Plan complements our Downtown Master Plan, which the Little Rock Board of Directors approved in 2024. As a City, we will work diligently to implement these plans that enhance quality of life and place for our residents and guests.

This plan works in tandem with the Downtown Master Plan to ensure the continued growth and success of Little Rock's downtown for generations to come. We appreciate the internationally recognized design firm Sasaki and its team for developing this document.

The 30 Crossing Master Plan incorporates a comprehensive set of recommendations and proposals from City leaders, Downtown stakeholders, and our residents. These viewpoints and feedback were vital to the plan, and now we hope you will join alongside us through the implementation phases.

It is extremely rare for a City to have the chance to essentially start from scratch on a park in its Downtown, adjacent to the busiest highway in Arkansas. This was a direct result of the Arkansas Department of Transportation's 30 Crossing road construction project, and we are grateful to ARDOT for its commitment to Little Rock through this project.

We must take advantage of this gift for the benefit of all our residents as we bring more visitors and a greater economic impact to our City and region.



Frank Scott Jr.
Mayor - City of Little Rock, Arkansas



LITTLE ROCK 30 CROSSING PARK DESIGN

Letter From the Director

Dear Little Rock,

It is with great enthusiasm that I present the Master Plan for 30 Crossing Park, a bold and visionary project set to redefine the heart of downtown Little Rock. More than just the creation of a new urban green space, 30 Crossing Park is envisioned as a civic landmark, one that will anchor downtown revitalization through inspired design, cultural connectivity, and expanded economic opportunity.

This project represents a once-in-a-lifetime opportunity for any city: the rare chance to reclaim and reimagine a significant portion of downtown as a new park. It will serve as a connective core, linking together our city's remarkable institutions, cultural assets, and existing parkland. In doing so, 30 Crossing Park will become a central gathering place and a symbol of what is possible when vision, collaboration, and investment align.

The master planning process began in 2024, led by the internationally recognized design firm Sasaki, in partnership with local consultants, stakeholders, and City team members. While the site presented unique challenges in both its history and physical characteristics, the planning team was inspired by the input and energy of the many institutions and partners that border the park. Their insights and enthusiasm helped shape a plan that is rooted in place, yet forward-looking in its ambition.

I want to express my sincere appreciation to City leadership for embracing this project as a major step forward in implementing the Downtown Master Plan. Even more importantly, I commend their decision to allocate funding for this master plan from the American Rescue Plan Act, a clear demonstration of the City's belief in the power of public spaces to deliver both quality of life and economic vitality.

As we move from vision to reality, I invite everyone to see themselves in 30 Crossing Park. This is a shared investment in the future of Little Rock, one that reflects our collective commitment to elevating the quality of life for all who live, work, and visit our city. We celebrate this master plan as a bold step forward, not only for downtown, but for the entire city. It elevates the role of parks as essential infrastructure for health, connection, and economic growth.

Leland M. Couch
Director - Little Rock Parks and Recreation



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RECOGNITION AND CONTRIBUTIONS

This report is the product of the Downtown Little Rock Master Plan funded by the City of Little Rock. This project stemmed from the Downtown Little Rock Master Plan, which identified the area of vacant parcels where the former I-30 bridge exits and ramps were located as a key opportunity for downtown revitalization. The City of Little Rock awarded this design study in 2024 to Sasaki Associates, who have been working over the last year and a half with Studio Gang Architects, Garver Engineering, Ecological Design Group, AMR Architects, CC Mercer Watson, and SB Friedman to deliver a concept design for “30 Crossing Park,” and an urban district plan for the surrounding blocks of Little Rock.

While this study has been underway since 2024, advocacy within the Little Rock community for this park began over a decade ago. When ARDOT initiated the Interstate widening Project through the Connecting Arkansas Program, ARDOT and City Council leaders saw an opportunity to reconsider the on-ramps from the 1958 bridge, which were previously integrated into downtown. Advocating for a revision to the frontage roads running parallel to the interstate, and for a higher clearance under the bridge between 3rd Street and President Clinton Avenue, ultimately freed up 18 areas of public space that had been dominated by Interstate access.

The design stages of the ARDOT bridge captured the imagination of the local and national design community. StudioMAIN hosted the Envision 30 Crossing design competition in 2022 to capture the ideas and passion of the design community for what could be in this space, and how it could radically transform Downtown Little Rock. What resulted from that process was a wide array of ideas and a clear vision that 30 Crossing Park needed a catalytic design to revitalize this park in downtown.

The bridge construction began in 2020 and reached substantial completion in December 2024. Today, the city streets under the bridge are open, and the parcels are cleared and ready for the next stage of design. The 18 acres of land under the bridge, from Collins Street to Cumberland Street, and 3rd Street to President Clinton Avenue, are protected and dedicated to public use in perpetuity as part of the remaining ARDOT Right of Way.

This project would not be possible without the partnership between ARDOT and City Leaders to create the space and the enabling framework of transportation. It would not have been as ambitious without the passions of key stakeholders and the wider design community, which set the expectation that this space needs to be transformational. It would not be possible without the participation of the community through the Downtown Master Plan and 30-Crossing Park design processes. This collaboration has set the stage, created the space, and, with this report, finalized a vision. This collaboration will also be the key to making this vision a reality in the coming years.



ACKNOWLEDGMENTS

This report is published in gratitude to everyone who participated in this design process, from institutions adjacent to the park who met with the design team iteratively over the last 14 months, to the broader community who participated in our surveys and attended our workshops. We have incorporated everyone’s feedback, from the child who clearly requested ‘more slides’ to Arkansas Fish and Game, which was looking for a venue for their archery program, to the Historic Arkansas Museum, which saw an opportunity for a space to integrate natural heritage interpretation into the park. Thank you for turning up and turning out; all of your opinions have shaped and enriched the vision for 30 Crossing Park. In particular, we would like to thank the following key stakeholders who took time to check in with the design team and keep us on track:

Alex Thomas
Ben France
Bradley Jordan
Bryan Hosto
Casey Covington
David Hopkins
Delphone Hubbard
Director Antwan Phillips
Director Dr. Dean Kumpuris
Director Virgil Miller Jr.
Dr. Jay Barth
Gabe Holmstrom
George Makris
Gina Gerberling
Graham Brown
Grant P. Cox
Jay Chessir
Jimmy Moses
John Landosky
Joy Secuban
Joycelin Randel
Justin Dorsey
Katherine Andrews

Keli Wylie
Maneesh Krishnan
Kyle Leyenberger
Leland Couch
Matt Lukas
Mayor Frank Scott, Jr.
Michael Nauman
Nat Banihatti
Nate Coulter
Nikki Crane
Rogers Yarnell
Sarah Thomas
Sharon Bennett
Stan Hastings
Stephanie Street
Stephanie Wade
Terry Jones
Virgil Miller Jr.

Thank you also to the current City Board Members for your review, oversight, and support during this process:

Virgil Miller Jr.	Ward 1
Ken Richardson	Ward 2
Kathy Webb	Ward 3
Capi Peck	Ward 4
Lance Hines	Ward 5
Andrea Hogan Lewis	Ward 6
Vice-Mayor B.J. Wyrick	Ward 7
Dr. Dean Kumpuris	Position 8
Antwan Phillips	Position 9
Joan Adcock	Position 10

And thank you to the institutions that have donated the time of their staff and professionals for review, coordination, and collaboration through this process:

Arkansas Department of Parks, Heritage, and Tourism
Arkansas Department of Transportation
City of Little Rock
Downtown Little Rock Partnership
Little Rock Convention and Visitors Bureau
Little Rock Chamber of Commerce
Historic Arkansas Museum
CALs Main Library
Clinton Presidential Library and Museum
Clinton School for Public Service
Museum of Discovery
Witt Stephens Nature Center
Simmons Bank
Moses Tucker Partners
Arkansas Climbers Coalition
Downtown Neighborhood Association
StudioMAIN
Haybar Properties LLC

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Executive Summary

THE VISION

A park working as a recreation destination that stitches together Downtown and the river, east and west.

TODAY



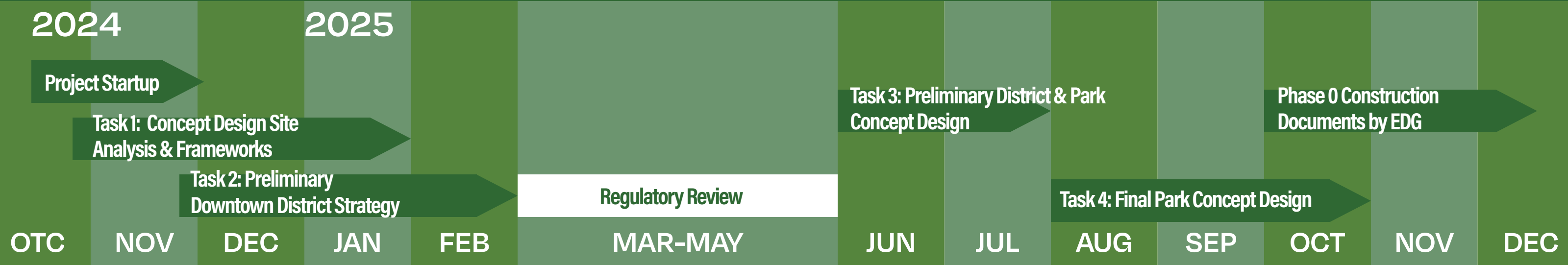
Today, the Interstate 30 Widening project has removed the ramps from the city blocks between Cumberland Street and Collins Street to the east and west, and 3rd Street and President Clinton Avenue to the North and South. In addition, the space from President Clinton Avenue down to the water is cleared and demobilized from bridge construction staging. What remains is the reconstructed and connected local city Streets, and cleared and prepared lots ready for the next generation of this public space.

TOMORROW

Tomorrow, this space can be a destination urban park, connecting the cultural institutions surrounding the parcels and providing a range of natural, recreational, and civic amenities in the heart of Little Rock. 30 Crossing Park is not just another municipal park, but an economic development program aimed at bringing more people downtown to visit, work, and live, and improve the quality of life for Little Rock residents.



THE PROCESS

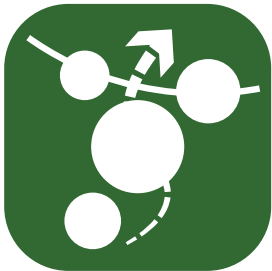


LITTLE ROCK 30 CROSSING PARK GUIDING PRINCIPLES



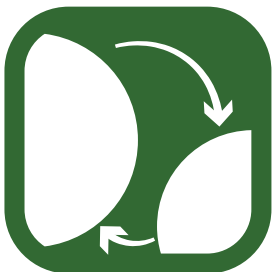
Gateway to the State

Be an outstanding central park for Downtown Little Rock



Connect Parks & River

Connect Macarthur Park, the Future Deck Park, and the Riverfront Together



Reconnect Community

Heal the urban fabric divided by I-30 and offer equitable access to open space



Catalyze Redevelopment

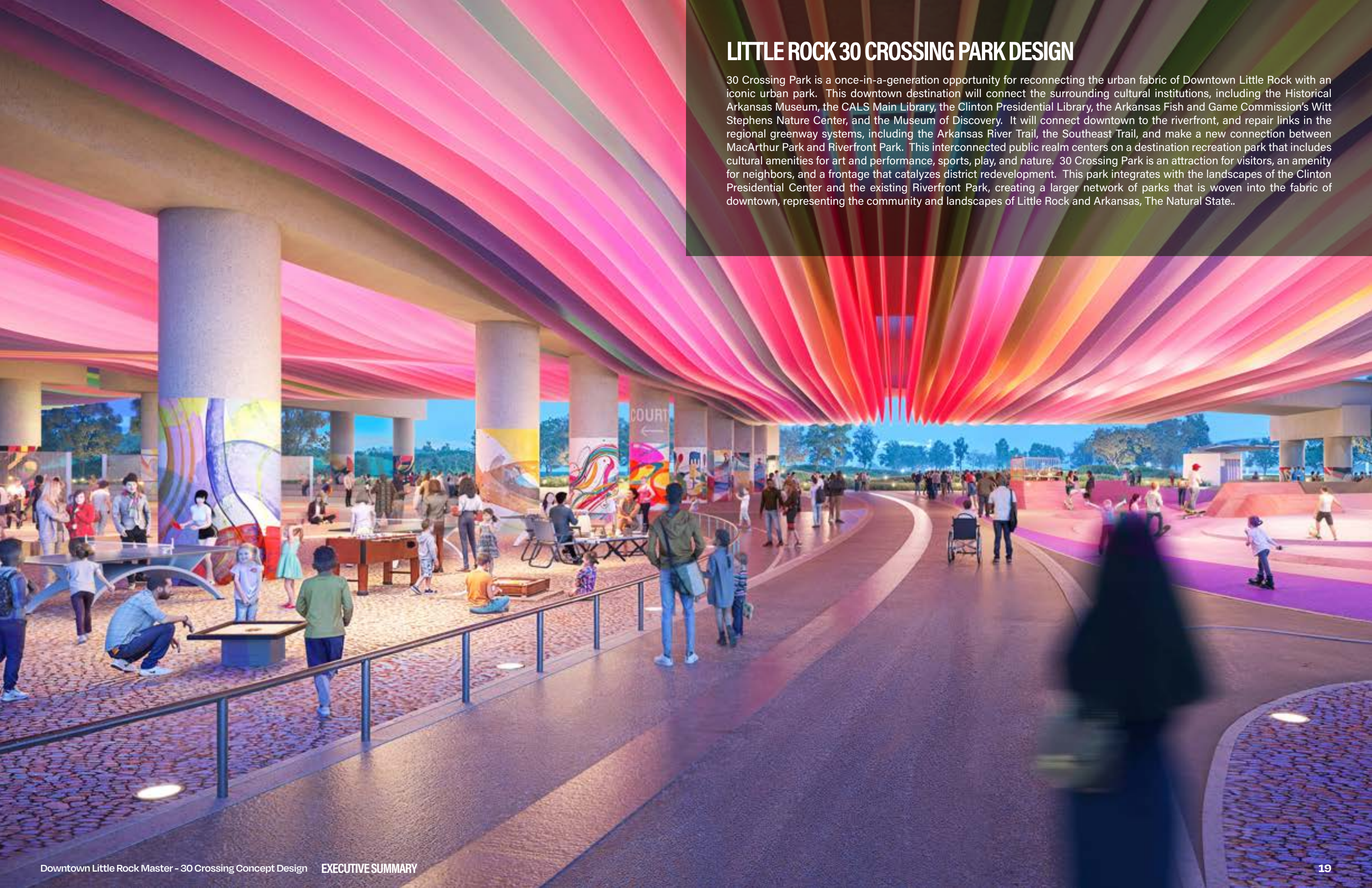
Support new development of housing through strategic partnerships and economic tools

This project stemmed off the Downtown Little Rock Master Plan, building off that engagement with the stakeholder committee and the City, with key presentations and one-on-one interviews over 14 months. In parallel, the public engagement campaign from the Master Plan was continued, with an online survey, open house, and design workshop for the broader community to provide feedback and preferences. With the finalization of the vision plan, the Phase 0 or temporary improvements plan is proceeding to technical documentation, aiming to have shovel-ready documents by the spring of 2026.



LITTLE ROCK 30 CROSSING PARK DESIGN

30 Crossing Park is a once-in-a-generation opportunity for reconnecting the urban fabric of Downtown Little Rock with an iconic urban park. This downtown destination will connect the surrounding cultural institutions, including the Historical Arkansas Museum, the CALS Main Library, the Clinton Presidential Library, the Arkansas Fish and Game Commission's Witt Stephens Nature Center, and the Museum of Discovery. It will connect downtown to the riverfront, and repair links in the regional greenway systems, including the Arkansas River Trail, the Southeast Trail, and make a new connection between MacArthur Park and Riverfront Park. This interconnected public realm centers on a destination recreation park that includes cultural amenities for art and performance, sports, play, and nature. 30 Crossing Park is an attraction for visitors, an amenity for neighbors, and a frontage that catalyzes district redevelopment. This park integrates with the landscapes of the Clinton Presidential Center and the existing Riverfront Park, creating a larger network of parks that is woven into the fabric of downtown, representing the community and landscapes of Little Rock and Arkansas, The Natural State..





NEXT STEPS

Phasing & Interim Improvements

To make this vision a reality, the City of Little Rock is already engaged in the next steps of design and governance planning. With this concept design approved, the City is proceeding with the Phase 0 technical design to prepare shovel-ready documents in early 2026. Phase 0 is a temporary improvement plan for the 18 acres of ARDOT right-of-way between Cumberland Street and Collins Street to the east and west, and 3rd Street and President Clinton Avenue to the North and South. In parallel with that documentation work, the City will work with key stakeholders to pursue funding, including federal and state grant applications, as well as philanthropic participation

through the dedicated 30 Crossing Park Trust. The park design is laid out to enable phasing, allowing the City to be flexible with implementation and match the available resources. The Phase 0 design is laid out so that individual, fully realized phases can be implemented block by block, and the overall path network can function between Phase 0 and Full-Phase interfaces. The current goal is to initiate construction on Phase 0 in 2026, and in parallel, to move forward with the next steps of economic planning and shovel-ready documentation to implement the first phase of the 30 Crossing Park project.

Phase “0”



Future Potential Phases



HOW TO USE THIS DOCUMENT

This was a large and complex planning process for a large and complex project. As such, there is a lot of information! While we hope you read everything, we understand you may just be looking for specific information. See the outline below for where specific types of information might be found so you can get to the things that you care about!

HOW DID WE GET HERE?

Go to Process

If you would like to review where the 30 Crossing Park idea came from, and how this design process was managed, and background information on the Downtown Little Rock Master Plan, please review this section.

TELL ME ABOUT THE SITE

Go to Analysis

If you would like to learn about the project site, the urban context, and the regional and natural history context of this landscape in Central Arkansas, please check out this section.

TELL ME THE BIG PICTURE

Go to Urban Framework

If you are interested in the surrounding urban district around this site, including opportunities for redevelopment and recommended streetscape enhancements, please refer to this section.

TELL ME ALL THE DETAILS

Go to Park Concept

If you just want to jump to the park design, go here!





Project Overview

INTRODUCTION

Site Context

The opportunity to reimagine the 18 acres leftover from the 30 Crossing interstate project is a generational opportunity to transform Downtown Little Rock and create a catalytic destination. This project, which will include the development of a park, public realm and infrastructure investment around the park, the creation of new regulatory and civic infrastructure, the development of specific policies, and private-sector investment, achieves many of the goals outlined in the Downtown Little Rock Master Plan.



Along 2nd St



Under the Bridge



East of Bridge



West of Bridge



Riverfront



Existing Side Walk Near Bridge



FROM MASTER PLAN TO IMPLEMENTATION

The Downtown Little Rock Master Plan, the first-ever comprehensive master plan vision for the urban core of the city, is a visionary roadmap for transforming all of Downtown into an economically vibrant place for people to live, work, and play. Although the plan outlined 45 distinct strategies for new projects, policies, programs, and partnerships across the district, city leadership identified one strategy as the most important for immediate implementation: 30 Crossing Park.

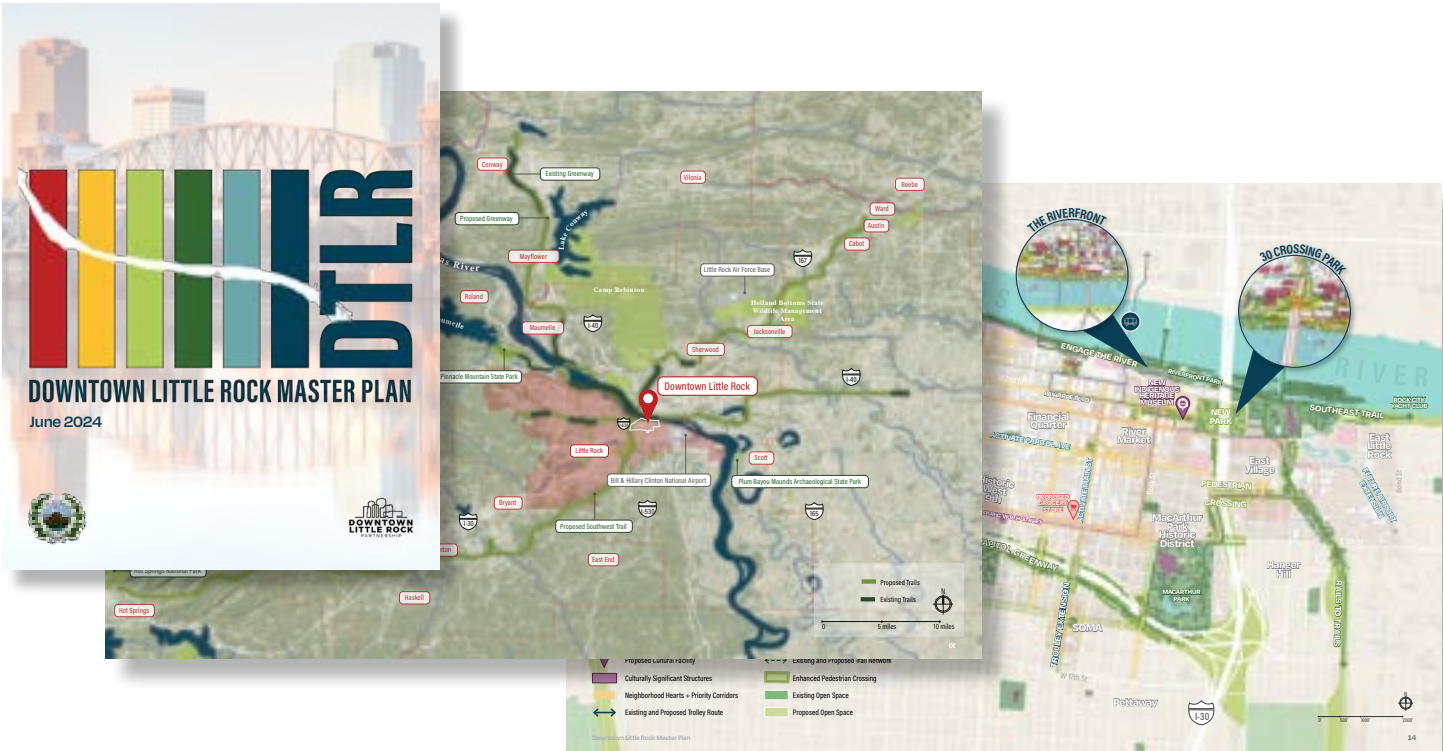
The 30 Crossing Park project serves as a microcosm of the necessary steps for successful implementation of the entire Downtown Master Plan. Beyond the physical design required to transform the 18 acres of ARDOT property, the project requires the development of key civic infrastructure for managing new economic development and financing tools as well as structure operations, maintenance, and governance of the public space that can be replicated through future implementation phases of the Downtown Master Plan. Furthermore, the economic development and financing tools necessary for the successful creation of the 30 Crossing Park, most notably expanded tax-increment financing, will be critical for the success of Downtown more broadly. This single catalytic development opportunity, which has broad city and state government support, is an opportunity to be a catalyst for advancing necessary state law changes.

For these many reasons, the 30 Crossing Park represents a once-in-a-generational opportunity for Downtown that can not only jumpstart the areas around the future park but also serve as a guide for future major catalytic projects in Downtown.

The successful implementation of the 30 Crossing Park as the first phase of many will help achieve and advance numerous goals and strategies spelled out in the Master Plan. Key goals achieved include:

- Creating an interconnected network of trails
- Developing new parks and open spaces to improve daily quality of life
- Reimagining the Arkansas River frontage to create an active urban waterfront.
- Utilizing infrastructure enhancements to improve the sustainability and resilience of Downtown
- Changing perceptions of Downtown through reimagined promotion and branding
- Establishing Downtown as an epicenter for regional events and culture.
- Improving connections and collaboration between key historic and cultural assets
- Improving pedestrian and bike connectivity downtown.
- Prioritizing pedestrian and bike safety and connectivity within downtown by reimagining how existing roadways function
- Reimagining key roadways as green streets to connect people to parks and open spaces
- Developing organizational changes and financial incentive tools to coordinate implementation and aid in the delivery of new development
- Establishing Downtown as a vibrant residential district, doubling the residential population by 2035.
- Establishing Downtown as a livable neighborhood, with high quality of life and amenities
- Making appropriate regulatory changes to reduce barriers for new development downtown

DTLR Master Plan



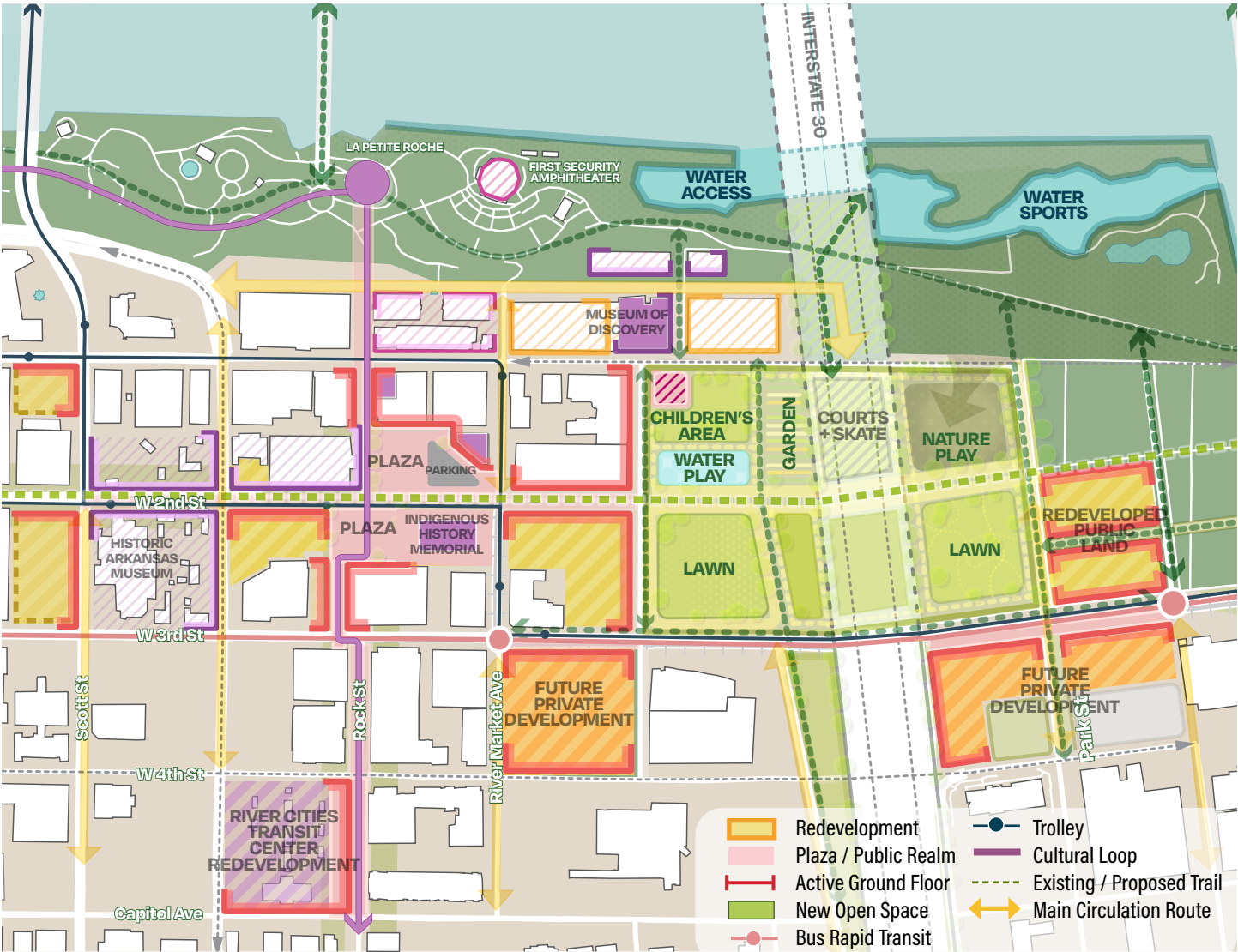
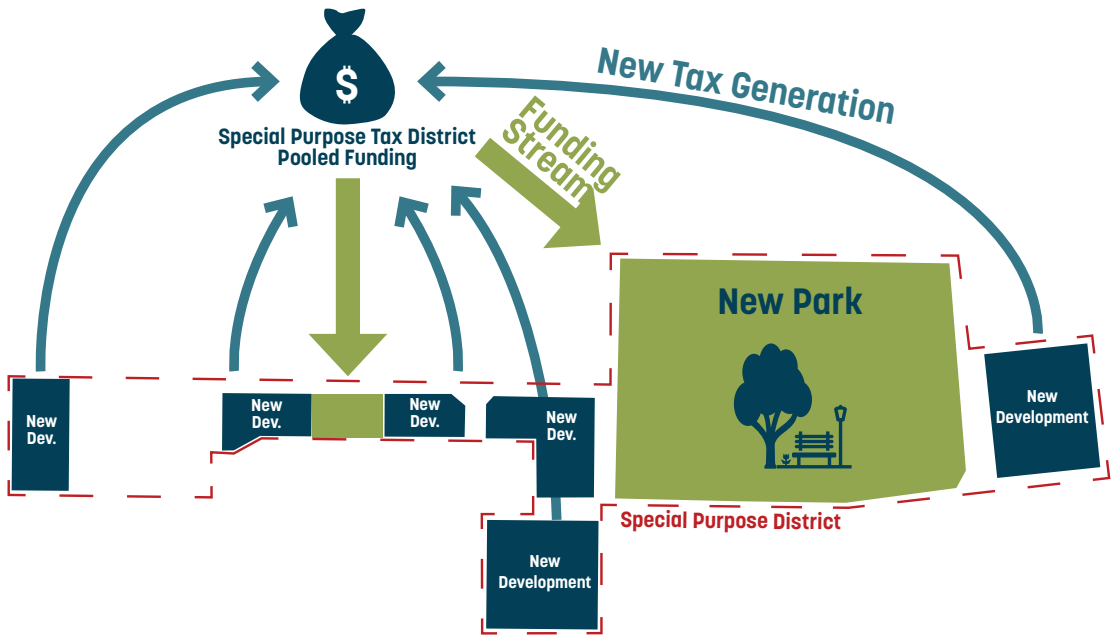
FROM MASTER PLAN TO IMPLEMENTATION

In addition to achieving key goals outlined in the Plan, the successful implementation of 30 Crossing Park and surrounding district will help achieve 14 of the Plan’s 45 strategies, including:

- 1. Make Tax Increment Financing a more successful funding and incentive tool for driving investment in Downtown
- 2. Establish a Downtown Development Corporation that manages incentive tools and advances development goals
- 3. Identify key underutilized city, county, and state-owned parcels and pursue redevelopment through public-private partnerships into affordable housing and mixed-use development
- 4. Implement a shared parking and parking benefit district policy that will enable better utilization of existing parking resources and enable infill development
- 5. Identify neighborhood hearts to invest in streetscape and infrastructure enhancements that build off existing assets like popular businesses and historic buildings in order to drive reinvestment
- 6. Develop a residential development toolkit, a public-private partnership and incentives toolkit, and a residential pattern book to encourage new residential construction.
- 7. Leverage the Reconnecting Communities Deck Park study to explore enhanced bridge crossings or deck parks at the 6th and 9th Street bridges over I-30
- 8. Prioritize converting one-way streets to two-way, including 2nd, 4th, 6th, 8th, and Center Streets
- 9. Prioritize Capitol Avenue, Center Street, Rock Street,

State Street; and Commerce Street as key green corridors, including bike lanes, widened sidewalks, and enhanced landscaping


- 10. Create a new Downtown Parks Conservancy to serve as a philanthropic support organization for park and trail enhancements
- 11. Reimagine the 18 acres of ARDOT land leftover from the 30 Crossing project into a grand central park for all of Central Arkansas
- 12. Develop a facade incentive program for all existing buildings facing the River, providing small grants to incentivize changes to the river-facing side of their building
- 13. Reimagine and redevelop city-owned and state-owned land along the Arkansas River into mixed-use development
- 14. Construct a Cultural Loop through streetscape enhancements, connecting historic and cultural assets while enhancing placemaking



The 30 Crossing Park project is a singular moment to advance many of the Master Plan goals at once and build the necessary tools that will unlock success in other areas of Downtown.

SITE HISTORY & TIMELINE

1722
French Explorer Jean-Baptiste Benard de La Harpe named rocky bluff "la petite roche," or "the little rock."




1820
Little Rock received first post office.

1822
First steam boat arrived via Arkansas River (above).

1823
Jesse Brown opened first school on Rock Street.

1841
The Anthony House, Little Rock's first real hotel, opened on Markham Street, before burning down in 1875.


1842
Old Statehouse at Markham and Center completed (below). **Curran Hall completed.**



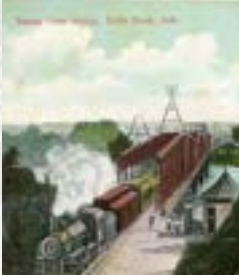
1860 - 1861
Gas lighting and telegraph came to Little Rock.

1861
Civil War began (left). Arkansas seceded from Union.

1863
Battle of Little Rock. Union successfully pushed Confederates out of Little Rock (below).




1873 - 1874
Railroad reached Little Rock with the building of the Baring Cross Bridge and first train station



1877
Capitol Hotel opened on the corner of Markham and Louisiana Streets.

1879
Sperindio Hotel on Second Street purchased and renovated into first medical school (UAMS). First telephone exchange occurred in Little Rock.



INDIGENOUS AMERICAN SETTLEMENT

EUROPEAN SETTLEMENT

CIVIL WAR AND RECONSTRUCTION

12,000 BCE - 1700 CE

12,000 BCE -
Indigenous Americans settle the Little Rock area — specifically the Caddo, Osage, and Quapaw peoples.

650 - 1,050 CE
Plum Bayou culture constructed early ceremonial community centers.



1818
Quapaw Line drawn. The Quapaw people were later forced to give up their land.



1812
First known squatter, William Lewis, camped on Quapaw land.

1830's
Federal Indian Removal Act of 1830 incited the Trail of Tears, which passed through the Little Rock area.

1831
Arkansas territorial capitol moves to Little Rock, which later incorporates and becomes a city in 1835.



1827
Hinderliter Grog Shop built (oldest remaining building in Little Rock today).



1853
Free schools for white boys and girls started.

1865
Civil War ended (left). Arkansas readmitted to Union in 1868. Soldiers buried in Oakland & Fraternal Historic Cemetery Park. The Convention of Colored Citizens held in Little Rock united African Americans in the state (below).



1866-1959
Arkansas passed 18 Jim Crow laws between 1866 and 1959.

1870's
Reconstruction Era. The Brooks-Baxter War of 1874 in Little Rock brought a practical end to Republican rule in the state, thus ending the Reconstruction Era.



SITE HISTORY & TIMELINE



1891 Arkansas Power & Light Co. converted mule-drawn street cars to electric street cars (left, above).

1892 African American man, Henry James, lynched on Capitol Avenue.

1893 U.S. government deeded arsenal at 9th and Ferry to city, which later became MacArthur Park in 1942. (left, below).

1897 "Free Bridge," first non-railroad bridge, built across Arkansas River (right).

1899 Rock Island Bridge built as railroad bridge. It was later converted to pedestrian bridge in 2011 (below).



1912 Municipal garbage collection started.

1914 New Arkansas State Capitol completed (above).

1927 Little Rock High School (now Central High School) opened and was largest high school in the nation until 1940's (below). The Flood of 1927 washed away part of Baring Cross Bridge. **Museum of Discovery** built.



1937 AMFA opened in MacArthur Park (above).

1940-41 Department stores like Pfeiffer and Blass and M.M. Cohn pull shoppers from all over Arkansas toward downtown. **Historic Arkansas Museum** opened.

1950's - 1980's White people left racially mixed downtown for suburban areas (known as white flight). Many suburban shopping centers emerged (below).



1960 Winthrop Rockefeller built Tower Building as tallest building in state and fuels construction of Arkansas Arts Center. Park Plaza Shopping Center (and others) opened, pulling shopping and retail out of city core (left).

1962 Urban renewal program in Little Rock did away with many of the stores on Main Street.

THE GUIDED AGE

SUBURBAN GROWTH AND URBAN DECLINE

1883 Electric service introduced to Little Rock.

1887 First streets paved with cobblestone and first sewer lines laid in Little Rock.

1889 Pulaski County builds its first courthouse on West 2nd Street.



1903 City decreed segregation on city streetcars. 3rd Street viaduct built. Little Rock's Eighth Ward voted to secede from Little Rock to become North Little Rock.



1907 Marion Hotel and Southern Trust Building (Little Rock's first skyscraper) opened.

1908 City Hall at Markham and Broadway completed (right).



1900 - 1950 West 9th Street (left) became heart of African-American community and experienced terrible violence in 1927 when a white mob lynched John Carter and ransacked the neighborhood. Mosaic Templars (Cultural Center) reconstructed as museum of African American history.

1926 Donaghey Building completed as tallest building in the state (right). Velvate College of Beauty Culture, then the state's only approved beauty school for people of color, incorporated (below).



1954-1968 Civil Rights Movement

1957 Against much opposition, "Little Rock Nine," were first African American students to enter Central High School. Labor Day Bombings of 1959 occurred in response to these progressive changes.



1963 I-30 completed through Downtown Little Rock (below).

1964 Quapaw Quarter Historic District formed to save old homes on east side of downtown.



SITE HISTORY & TIMELINE

1968

The Little Rock Uprising of 1968 (right) responded to questionable death of young black man, Curtis Ingram, in penal system.

1969

Little Rock Junior College merged with University of Arkansas as University of Arkansas at Little Rock. Little Rock's modern port, with 1,500-acre industrial park and shortline railroad, went into operation.



1972

Present terminal at Little Rock National Airport built.

1974

Little Rock hosted second National Black Political Convention.

1980's

Downtown renovations include Capital Hotel, Continental Building, and Heritage Center.

1982 - 1987

RiverFest moved to Downtown in 1982. Julius Breckling Riverfront Park opened in 1983.



1992 - 2000

Arkansas Governor Bill Clinton accepts the presidency of the United States in 1992 and 1996 on the steps of the Old State House (above).

1997

Main Library opened in renovated Fones Brothers warehouse on Rock Street in River Market District (right).



1998

Little Rock Central High School designated [...] by the National Park Service.

1999

ALLTEL Arena, an 18,000 seat multi-purpose facility, opened.



2006

Pulaski County Pedestrian/Bicycle Bridge, popularly known as Big Dam Bridge, opened (second-longest bridge built for pedestrians in North America). Heifer International World headquarters opened.

2007

River Rail service extended to the William J. Clinton Presidential Center and Park and the Heifer International world headquarters.

2008

Witt Stephens Jr. Central Arkansas Nature Center opened.

2020-2024

I-30 Reconstruction.

2023

Clinton Foundation announced plans for Clinton Presidential Center expansion. Arkansas Attorney General Tim Griffin announced plans to relocate his office to historic Boyle Building in downtown Little Rock in late 2024.

2024

Downtown Little Rock Master Plan approved. 30 Crossing Park kicks off as first step in plan implementation.

SUBURBAN GROWTH AND DECLINE, CONT'D

NEW CENTURY, NEW FUTURE

1970's -

Downtown's main department stores closed or relocated to suburban locations. Metrocentre Mall opened in 1973 to revive Main Street. Improvements removed by late 1980's. Pedestrian-only Main Street Mall opened in 1987 (bottom), but permitted vehicular traffic again in 1991.



1979

Marion and Grady Manning Hotels razed to make way for Excelsior Hotel and Statehouse Convention Center.

1985

I-630 completed through downtown, reflecting racial divides in city (below).

1986

Simmons First National Bank Tower at Broadway and Capitol completed as the tallest building in Arkansas (formally known as TCBY Tower and Metropolitan National Bank Building).



1996

Abandoned warehouse on East Markham Street becomes home to new River Market and Farmer's Market. Doubletree Hotel, formerly Camelot Hotel, opened.



2003 -

First Little Rock Marathon.

2004

William J. Clinton Presidential Center completed. "River Rail" streetcar line opened to connect Little Rock's River Market District with North Little Rock's downtown.



2009

Bobby L. Roberts Library of Arkansas History and Art opened.

2010

Eugene Ellison killed by member of the Little Rock Police Department.

2013

First Security Amphitheater opened.

2014

Ron Robinson Theatre opened.



2017

Little Rock Tech Park opened.

2018

Frank Scott Jr. became first African American elected mayor of Little Rock (Charles Bussey Jr. and Lottie Shackelford had previously served as mayor but were elected by city's board of directors).

2019

Arkansas Flood of 2019. University of Arkansas at Little Rock (Downtown) opened.

PREVIOUS STUDIES

1. Little Rock Parks Master Plan

The City of Little Rock’s Parks Master Plan is a forward-thinking roadmap that outlines a shared vision for enhancing our city’s parks, trails, and recreation spaces from 2021 to 2030.

2. Little Rock Complete Streets Bicycle Plan

The Little Rock Complete Streets Bicycle Plan is a guiding document created in 2022 that outlined desired multimodal improvements across the city.

3. Central Arkansas Library System (CALS) Main Library Expansion Plans

CALS initiated a \$31 million expansion and renovation of their main library located at 100 Rock Street in 2023, with the grand opening occurring in October 2025. These plans included changes to the main library building, including a new cafe, and the parking lot and public realm which directly informed the design of the 30 Crossing Park.

4. Clinton Presidential Center Renovation and Expansion Plans

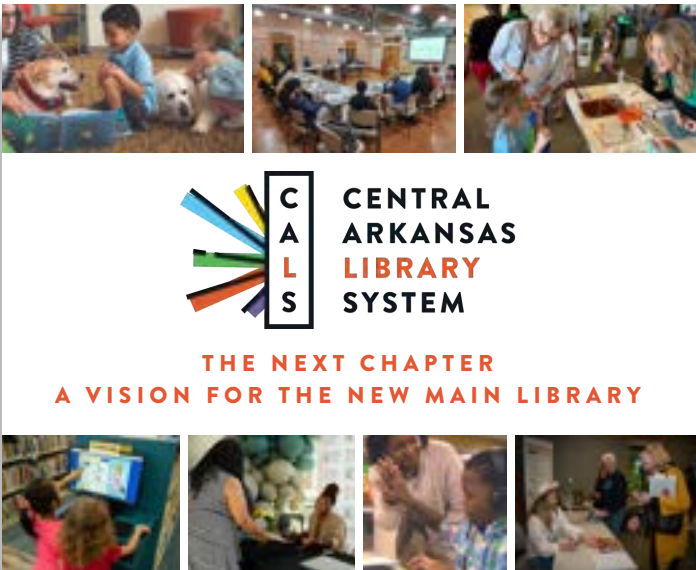
Running parallel to the 30 Crossing Park planning effort, the William J. Clinton Presidential Center is undergoing a campus master planning effort that looks at expansion to the library and improvements to the Center grounds. Integration and alignment with this master planning effort was critical in informing the design of the eastern half of the park.

5. StudioMAIN 30 Crossing Park Design Competition (2022)

StudioMAIN, a local architecture and design advocacy non-profit group, held a public design competition for the 30 Crossing Park in 2022 as a part of their Envision Competition platforms. Envision 30-Crossing challenged designers to create solutions to the impacts of the 30-Crossing project on pedestrian connectivity, greenspace programming, adjacent economic activity, and activating new public space beneath the interstate. The design competition was a venue for interested creatives to provide visionary ideas of how to activate these areas and create an iconic place for the City of Little Rock.



ENVISION COMPETITION 2022



3



Park Concept

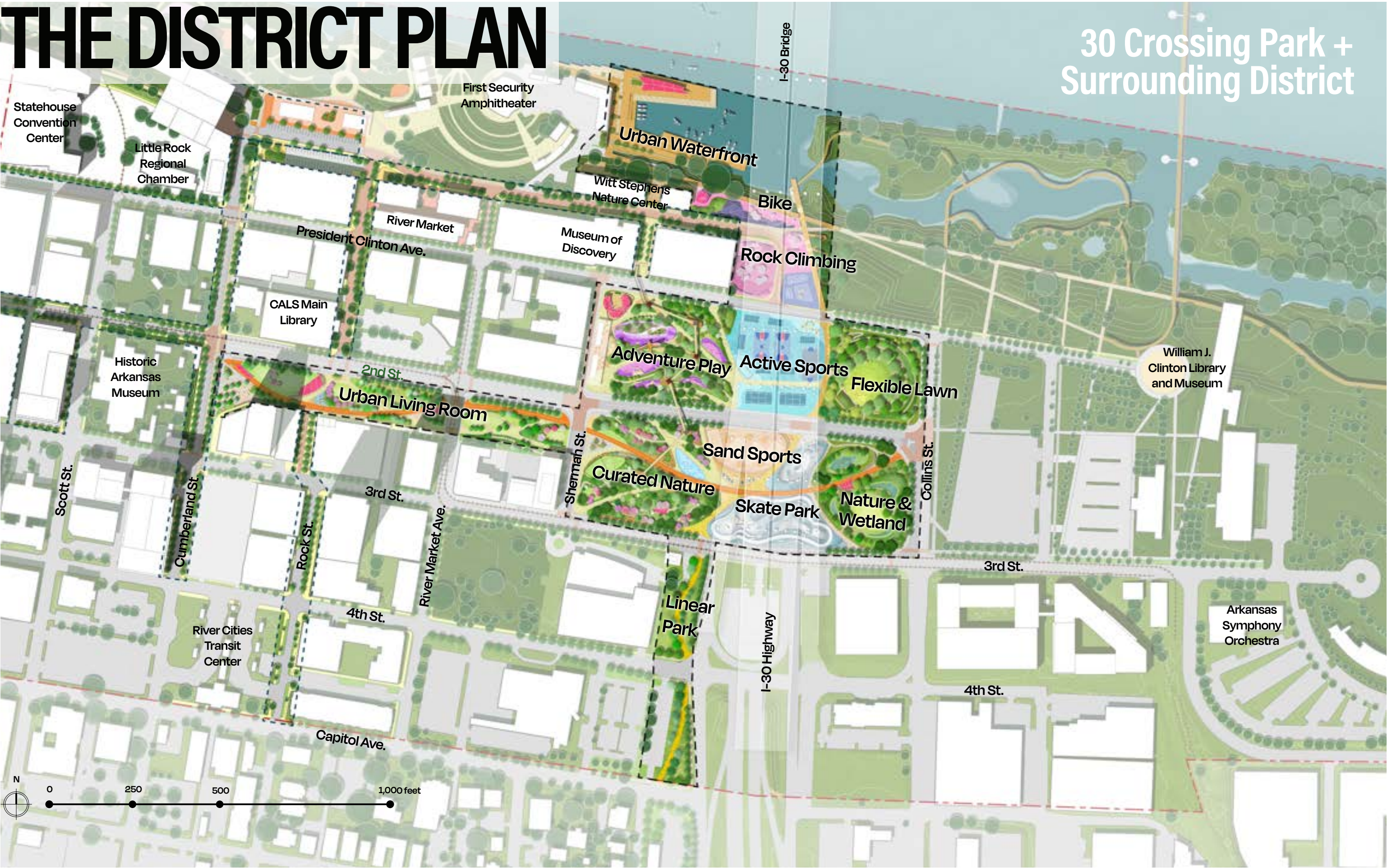
INTRODUCTION

30 Crossing Park will be the crossroads of Arkansas in Downtown Little Rock. It is the place where the ecologies of the mountains and the floodplains will be showcased. It is the place where regional trail systems will intersect. It is the place that will connect the surrounding cultural institutions. Planned as a destination recreational landscape, it is also where residents will connect, gather for events, play, and explore. Interstate 30 will no longer be a barrier between the Clinton Library, the River Market, and Downtown, but instead serve as a critical gateway, providing shade for active sports and framing views among cultural assets. 30 Crossing Park will become an iconic place for visitors to Little Rock, welcoming them to the City and enabling them to explore downtown in a vibrant public realm.

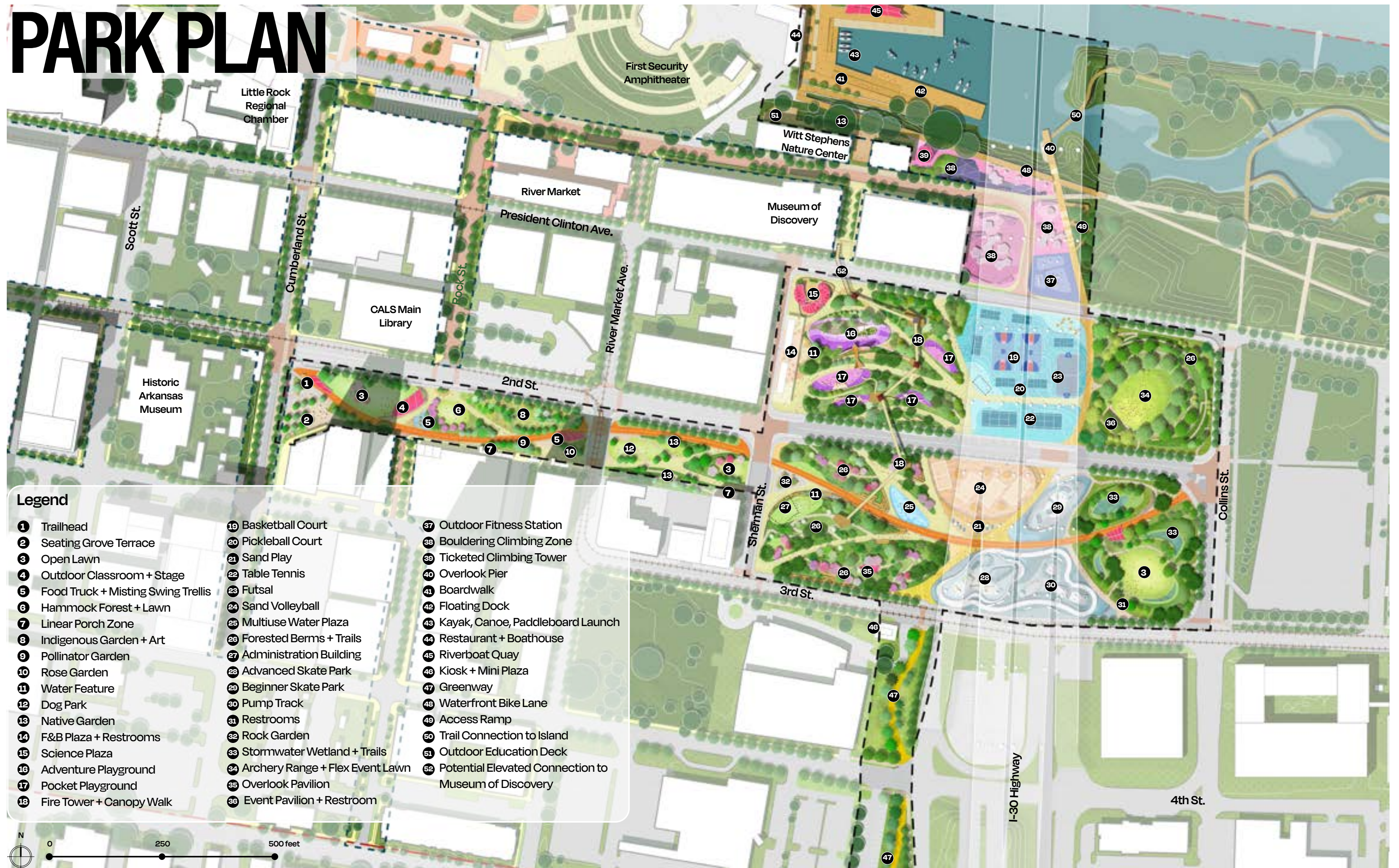


THE DISTRICT PLAN

30 Crossing Park + Surrounding District



PARK PLAN



A CIVIC GREENWAY

Downtown's Porch & Outdoor Living Room

From Cumberland Street to Sherman Street, running alongside 2nd Street to the north, these partial city blocks extend from the park's core directly to the Historic Arkansas Museum (HAM) and the Main Library. A cultural trail connects along this space as a civic greenway, ultimately to the Clinton Presidential Library, with a series of outdoor rooms organized along its length dedicated to educational programs, recreation, and wellness. Starting at Cumberland, a trailhead plaza allows visitors to orient themselves in the park, but also provides a pick-up and drop-off location for school groups visiting the HAM and the Main Branch, as well as a breakout plaza for groups to have lunch in the park. Immediately adjacent to the south, a terrace connects to the current Copper Grill Restaurant, allowing outdoor dining along the plaza edge. Adjacent to the trailhead is an open lawn and small outdoor classroom stage, for book readings, lectures, or small concerts. Moving east along the cultural trail, at the intersection of the Rock Street pedestrian way, a small fountain plaza themed on mountain mist provides a place for kids to cool off, and nearby, a reading hammock grove invites families to rest and linger, perhaps reading a great book borrowed from the Main Library.





Passing the hammock grove, visitors will come to a series of curated heritage gardens, envisioned in collaboration with HAM staff and leadership. These gardens could tell the ethnobotanical relationships between indigenous cultures and native plants, as well as the history of cultivated plants and ornamental horticultural traditions in Arkansas. Alongside these gardens, a linear porch terrace picks up the grade change near the existing buildings. An opportunity zone has been identified for inserting potential food and beverage concessions into the existing parking garage, and/or adding vendor kiosks on the adjacent private parcels adjacent to the public porch terrace. This terrace is envisioned as a place with swinging benches and a view over the gardens.

Crossing River Market Avenue, the wider pedestrian crosswalks provide a generous connection to the next outdoor room, transitioning from the more educational uses and curated gardens to more recreational and naturalistic landscapes. Here, a destination dog park with meadows for large and small dogs is framed by a series of native plant gardens showcasing species from western and southwestern Arkansas.

Together, these blocks integrate the park into the fabric of downtown, with each block offering a unique experience and, together, providing attractive and educational amenities for visitors and residents to use in their day-to-day lives.



Active Edge

Swing Trellis

Pop-up Retail

Native Trees

Indigenous Art

CALS

Arkansas Rose Garden

Cue to Care

Species Signage

Indigenous Garden



"Fire Tower"

Hilltop Lawn

Prairie Glades
Inspired Understory

Sandstone Wall

Multi-use Path

Ouachita Mountains Inspired Stone Wall

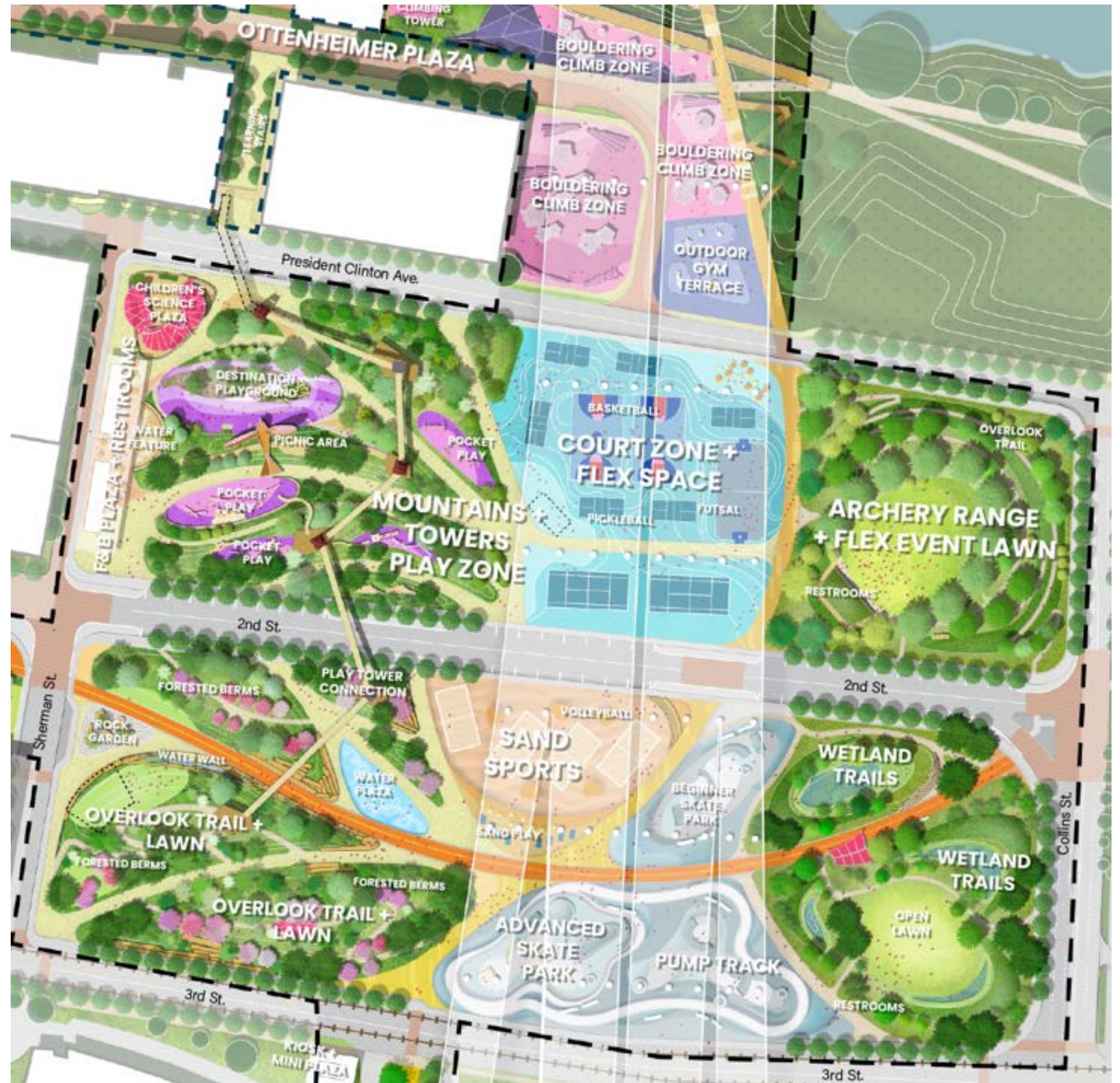
Overlook

Sandstone Shaded Plaza

A HUB FOR ACTIVE RECREATION

A Destination for Play & A Community Common for Every Day and Big Day

The Culture Trail Greenway from the 2nd Street blocks extends into the heart of the park, bound by Collins and Sherman Streets to the East and West, and 3rd Street and President Clinton Avenue to the South and North. Here the Culture Trail Crosses the Riverlink Greenway, a continuous shared greenway from the Arkansas River Trail and waterfront to MacArthur Park. Surrounding this crossroads of greenways is a network of recreational programs, each with unique uses and characters, together creating a district of activities, welcoming to visitors of all ages.



The southwestern block between Sherman Street and the I-30 Bridge has the tallest of the constructed hills in the park, showcasing the plant communities of the Ouachita mountain ridges on the south slopes and the Ozark valleys on the north slopes, with lawns and picnic areas with shelters at the ridges' tops. These hills are sculpted with monolithic, stacked Ouachita sandstone retaining walls that cut through the topography along the Culture Trail and provide space for seating. A Little Rock Garden Plaza provides an entrance to the park's Visitor Center and Administration building, tucked into the hills' topography. The largest retaining wall features a water wall fountain, with water running down the cliff and into an open runnel, cooling the plaza and guiding visitors deeper into the block, opening up at the transition from the Hills to the Plains at the Oxbow Plaza. This water plaza includes an interactive fountain with water flowing, flooding, and interactive jets that change flow rates as water flows through carved limestone microtopography, evoking the region's waterways. Spanning the Cultural Trail and 2nd Street is the beginning of the Mountains Playzone. The playground towers are inspired by the fire towers in the Ouachita Mountains, with long cable bridges providing connections for kids and parents to cross over 2nd Street, and from tower to tower.





Acoustic Curtains to Reduce I-30 Noise

As the Cultural Trail Passes under the bridge, it passes a small flexible plaza in the shade of the bridge for picnicking, with space for food trucks to park. The underside of the bridge is clad in acoustic curtains to dampen the bridge noise, providing an opportunity for local fabric and lighting artists to showcase their work, while also transforming the bridge into a charismatic artistic gateway or arcade for the park. To the north of the food truck plaza are the sand volleyball courts, three in shade, and one in full sun, with support bleacher seating to be able to accommodate volleyball tournaments. South of the Culture Trail is a network of skate and BMX bike parks. A skating route around the featured skate parks provides space for early roller and in-line skaters to practice, and inside the feature areas, advanced skate park, pump track, and entry skate park zones offer a full range of challenges for every level.

Taking the River Link Trail north under the bridge, and crossing 2nd Street, brings visitors into the Court Sports zone under the bridge. Here, a network of court sports including basketball, pickleball, futsal, and tennis are composed within a framework of gathering and seating areas. These court sports are designed to be flexible, allowing for temporary removal of posts and fences for either bridge maintenance needs or special events. A temporary stage space is located in this zone with full utility and media connections to enable concerts under the bridge.

To Sports Courts

To Wetlands

Restrooms

Skate Park

To 3rd St

To Water Plaza

Game Zone



Acoustic Curtains to Reduce I-30 Noise

Pickleball

Futsal

Basketball

To Outdoor Gym

To Futsal and Basketball Courts

To Pickleball Courts

Spectator Seating

In the southeastern block, coming out from under the bridge, the meadows include a flexible pick-up sport lawn surrounded by a network of rain gardens. These rain gardens collect and treat stormwater from the entire site before it enters the stormwater system that ultimately daylights in the Arkansas River, treating and slowing the runoff, but also providing a showcase habitat for Mississippi ecologies, with bald cypress and tupelos framing the emergent wetlands.



North of 2nd Street is the other major event space of the park - the Event Lawn. This lawn is situated within a surrounding meadow and berm, highlighting riparian gallery forest species and Southeast grasslands and pollinator gardens. The berm provides a framework for focus and raking from the lawn to the stage and also allows for temporary closers for specialty sports, such as archery practice for children attending summer programs at the Witt Stephens Nature Center. The stage and restrooms are set into a berm, integrating into the landscape.





West of the bridge lies the Mountains and Towers Play Zone, a network of playgrounds for all ages, featuring nature play, slides, swings, collaborative play zones, and imaginative play. A large-scale mockingbird and its network of nests showcase the state bird and celebrate the shared history of struggle, resilience, and joy. This is a place for kids of all ages, from all neighborhoods and races, to play in a safe and exciting space. The Children's Science Plaza at the park's northwestern corner includes abstracted shade structures representing wings in flight, shading a small plaza space curated for the public by the Museum of Discovery. This plaza serves as a home for the Museum's interactive traveling exhibits and as a breakout space for Museum events in the park. The north section of Sherman, from 2nd Street to President Clinton Avenue, is reduced to a single service lane that can be closed for events or markets. The City ROW saved from the road reduction provides an amenity zone for visitors, with cafe and beer garden kiosks for visitors under a shaded plaza. Immediately adjacent to the cafe zone is a small enclosed splash pad, so parents and caretakers can have refreshments in the shade while their kids play.



"Fire Tower"
on top of
the Ridge

3rd Street

Park Cafe & Beer Garden

Northern Mockingbird
Adventure Playground

Welcome
Plaza

Ouachita
Mountain
Water Play

Ridge

A WELCOMING WATERFRONT

The River Link Trail crosses Pres Clinton Ave, connecting down the steep bank to the Arkansas River Trail and to the Southeast Trail running along the river's edge. This connection includes a fully accessible series of ramps and landings as well as direct access on a grand stair. Adjacent to these trails are outdoor gyms focused on full-body fitness, featuring stretching, balance, and strength equipment, as well as a large-scale bouldering zone open to the public. At the bottom of the slope, a small boardwalk pier extends out into a renovated cove and marina. The current check dam at the north end of the William E. Clark Presidential Park Wetlands has been removed, allowing the Arkansas River to once again flow through the wetland, even during low water levels, flushing out stagnant water and improving water quality. This opening provides a recreational opportunity for paddlers to go out into the main channel and take the 'fast road' down the riverside shore of the riverfront islands, and turn back and take the 'slow road' back upstream in the calm waters between the islands and the coast. Providing a place for paddlers and boaters to access the river downtown, and to access downtown from the river, drives the creation of a River Landing quay out of the current inlet west of the I-30 bridge.



The bouldering zone is envisioned to include both introductory and child-friendly routes, as well as advanced problems in the VB-V7 range, with projects curated in partnership with local climbing advocacy groups. Adjacent to the public bouldering zone and the Witt Stephens Nature Center, this plan suggests an opportunity for a large-scale urban climbing tower. This tower would have controlled access and independent operations and could provide a destination climbing amenity, allowing climbers to climb above the bridge and enjoy panoramic views of Downtown and Riverfront Park. In addition, this tower can be a beacon to Little Rock as visitors travel south on I-30, announcing the park and inviting exploration. This climbing zone is an opportunity for climbing education and tourism, anticipating and preparing climbers heading west into the mountains.





The River Landing reimagines the current inlet formed by the Army Corps of Engineers' shoreline armoring as a quay. Down at the water level, floating docks and a series of concrete terraces and stairs allow annual water-level fluctuations to occur without interrupting access. These docks provide a downtown location for paddlers to put in and haul out, as well as for small- to medium-sized motorboats to dock. The quay that forms the inlet protection is located about 12' above the mean water mark, and provides a deeper water mooring for a larger boat, such as a riverboat, and a shaded location for loading and unloading when a boat is docked, or for shoreline fishing when open. This quay, shade structure, and associated utilities would all be designed to be resilient to annual flooding. Above the quay would be the boardwalk terrace, wrapping the shore, and providing a smaller gathering space along the water. The River Landing building navigates the grade change from the boardwalk to the First Security Amphitheater. The lower level is dedicated to vendor boat house storage and park maintenance storage. It is designed to be resilient to flooding on a bi-annual basis - with flood-resistant facades, but also designed to graciously receive water, and be able to be power washed out after flood waters retreat. The second floor of the River Landing Building is dedicated to food and beverage service for park visitors, as well as restrooms and space for back-of-house operations for the First Security Amphitheater. Together, the River Landing building and quay tie the river to downtown, connect the network of regional greenways, and serve as the linchpin connecting 30 Crossing Park, the Clinton Presidential Library grounds, and the Riverfront Park, creating one unified downtown destination district park for residents and visitors to enjoy.

SITE SYSTEM

Site Circulation

Site Ecology

Site Topography

Site Hydrology

UTCI Analysis

Programs and Amenities

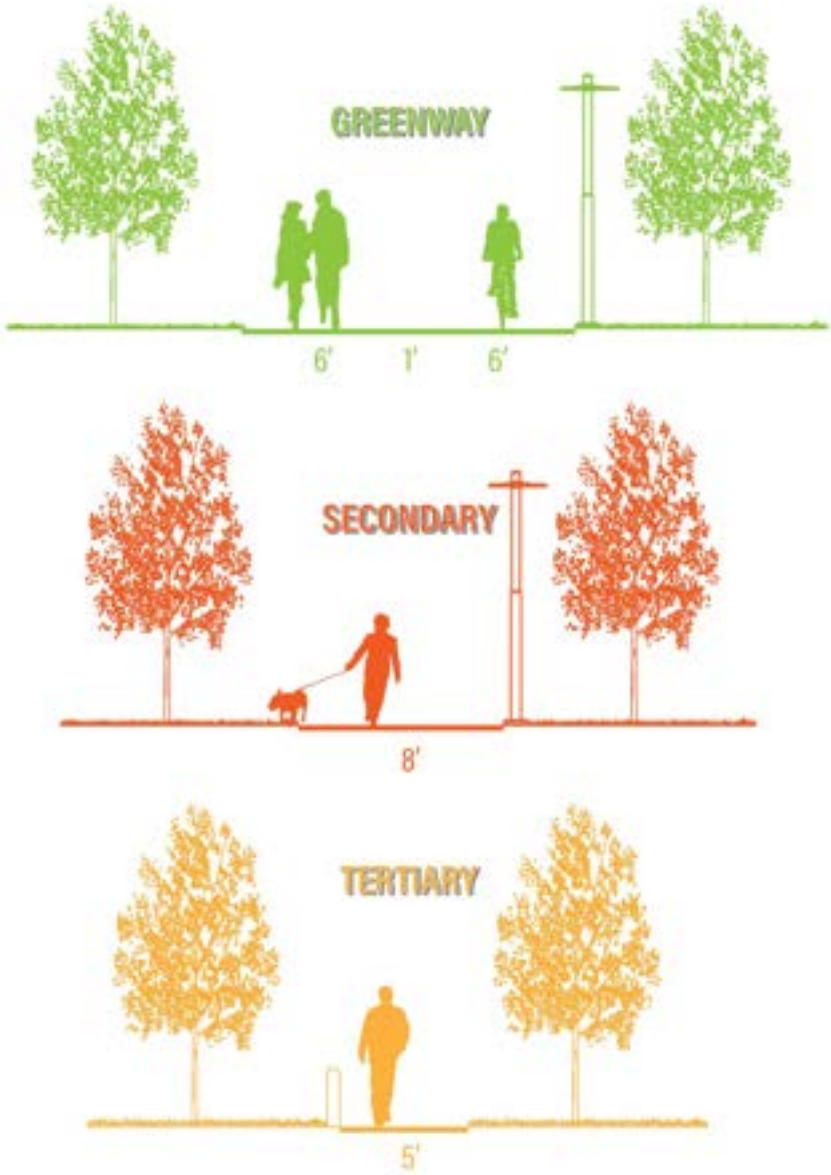
Site Operations and Back Of House



Visitors may experience parks as a sequence of activities, programs, spaces, or feelings, but the reality is that complex urban parks are composed of layers of natural, infrastructure, and cultural systems. These systems unify the park as an ecological and civic facility, key to both its functionality and the place's holistic identity. This section of the report unpacks a few of the site systems, focusing on their functions and intents.

SITE CIRCULATION

30 Crossing Park is a crossroads, reconnecting Downtown to the Clinton Presidential Library, connecting MacArthur Park to the River, and repairing links broken during construction for the Arkansas River Trail and the Southeast Trail. While the greenways are the most significant primary pathways, with key trailheads and infrastructure for cyclists, skaters, and pedestrians, there is a secondary and tertiary network of pathways throughout the park. The greenways are located close to the existing grades and are relatively flat in the park's main body, allowing for easy service and patrolling. The secondary and tertiary pathways go deeper into the landscape, weaving through gardens and over hills, connecting each program zone.



SITE ECOLOGY

The landscape and ecology of this park are designed to represent the entire state of Arkansas and celebrate Little Rock as the capital city. The ecologies of the Ouachita and Ozark Mountains inspire the landscapes west of the bridge. At the same time, those to the east reflect those of the Arkansas and Mississippi River floodplains. Woven throughout will be a network of horticultural landscapes, offering moments to celebrate pollinator gardens, South Central grasslands, and culturally significant plants.

In the hills, the drier, exposed landscape will support plants representative of the Ouachita ridges, such as pines and ericaceous species, and on the northern, wetter slopes, plants characteristic of Ozark valleys will be showcased, including witch-hazel and spicebush. The design focuses on plants that offer diverse opportunities for birds to shelter and forage. The stormwater gardens at 30 Crossing Park provide necessary water quality treatment and detention of rainwater before it is released into the Arkansas River. The vision is to treat and daylight all collected stormwater from the four contiguous blocks of the park, allowing the water to pass through level spreaders and flow-through wetlands that support dense emergent wetland species to remove nutrients and pollutants, and then store the water to reduce impacts on peak off-site flow rates. This system enables the creation of a robust demonstration wetland landscape, bringing plant communities from the Arkansas River and Mississippi floodplains into Downtown, showcasing dramatic, beautiful trees like Tupelo and Bald Cypress, and providing an ecological connection to the William E. Clark Wetlands located by the river.

This framework of plant communities, green infrastructure, and carefully designed soils will create habitat for insects, birds, and mammals, creating an ecologically rich urban park. The historic scale of the change in land use for downtown from the Interstate and network of off-ramps to parkland comes with ecological co-benefits. Habitat zones with patches for forage and roosting create meaningful connections for upland riparian species and provide roosting space for birds. The network of green spaces and trees creates a cooling microclimate compared to the former extensive hardscape, reducing the urban heat island effect through shade and evapotranspiration. With this planting and park design, we have simulated as much as a 10-degree temperature difference on hot, sunny summer days compared with the existing conditions, and more than with the former asphalt off-ramps. These ecosystem benefits will include reducing runoff, reducing heat, increasing sequestration, and providing habitat.

Ecology Legend

-  Ouachita Ridge Inspire Landscape
-  Ozark Valley Inspired Landscape
-  South Central Plains Inspired Landscape
-  Programmed Lawn
-  Southeast Grassland
-  Mississippi Alluvial Plain Inspired Landscape
-  Stone Revetment



SITE ECOLOGY

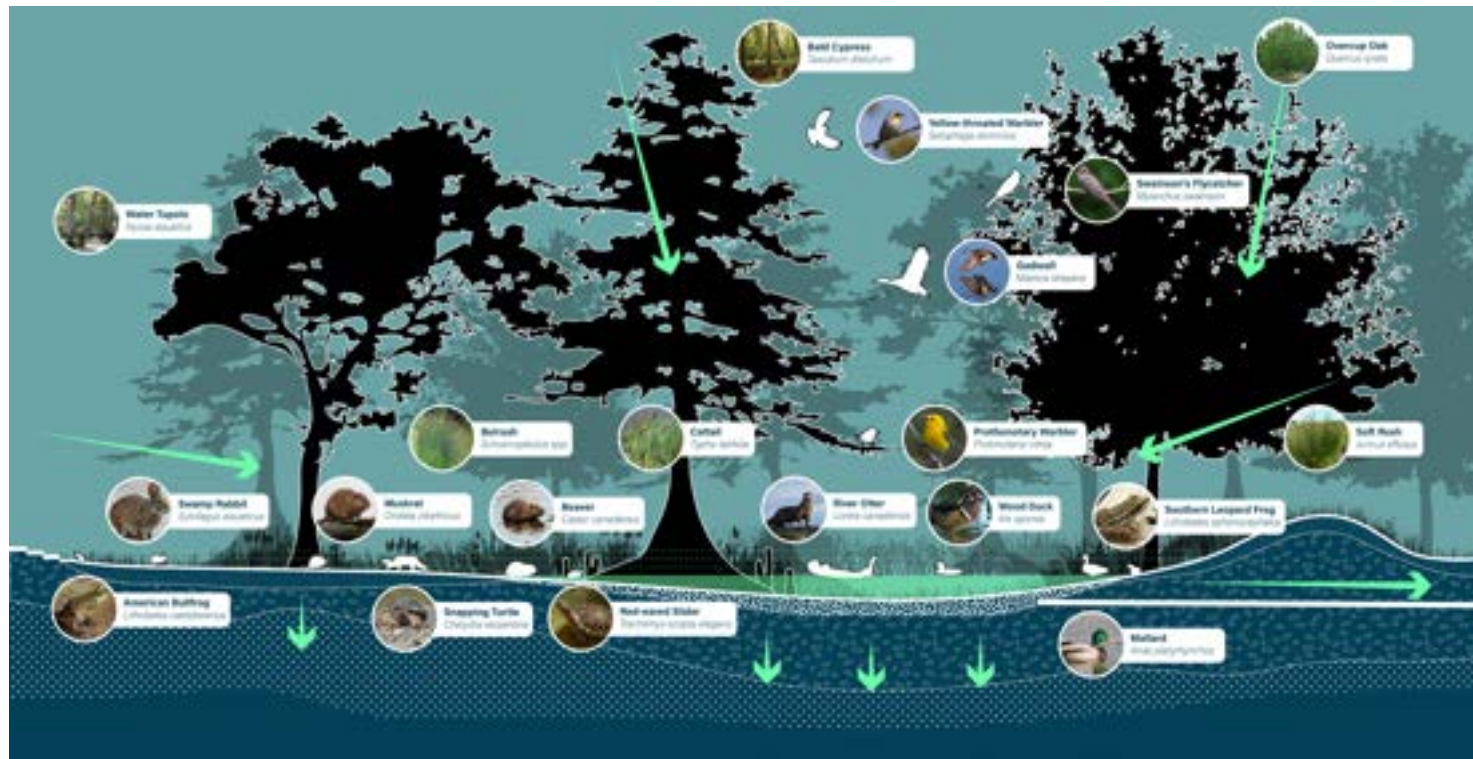
The Hills



The hills at 30 Crossing Park use excavated soils from the park to create sculpted hills, paying homage to the Ouachita and Ozark Mountains. Where dry-stack stone retaining walls are used to retain grades, this stone is envisioned as Arkansas sandstone, crafted and layered, inspired by the folding strata of the Ouachita.

Ecologically, these will be well-drained hills with distinct microclimates - at the top and on the south of the hills, the drier, exposed landscape will support plants representative of the Ouachita ridges, such as Pines and ericaceous species, and on the northern, wetter slopes, plants characteristic of Ozark valleys will be showcased, including witch-hazel and spicebush. The design focuses on plants that provide diverse opportunities for shelter and forage for birds.

The Wetland



The stormwater gardens at 30 Crossing Park provide necessary water quality treatment and detention of rainwater before it is released into the Arkansas River. The vision is to treat and daylight all of the collected stormwater from the four contiguous blocks of the park, allowing the water to pass through level spreaders and flow-through wetlands to remove nutrients and pollutants with dense emergent wetland species, and then store the water to reduce impacts on peak off-site flow rates.

This system enables the creation of a robust demonstration wetland landscape, bringing plant communities from the Arkansas River and Mississippi floodplains into downtown, showcasing dramatic, beautiful trees like Tupelo and Bald Cypress, and providing an ecological connection to the William E. Clark Wetlands located by the river.

SITE TOPOGRAPHY

Today, when visitors arrive at the site of the future 30 Crossing Park, the flat, uninterrupted space is wide open. This makes the space fully visible and diminishes the sense of human scale, since it can be seen all at once. The design's topography creates variations through strategic cut-and-fill: cutting for stormwater gardens and excavations, and filling for berms and ridges. The experiential goal for this topography is to frame views and create a series of distinct experiences - visitors cannot see the park all at once, but each program and outdoor room opens up to them as they pass along the greenways. A key objective in the topographic design is also to limit imported fill on the site to only that needed for planting soils and to balance on-site excavations.



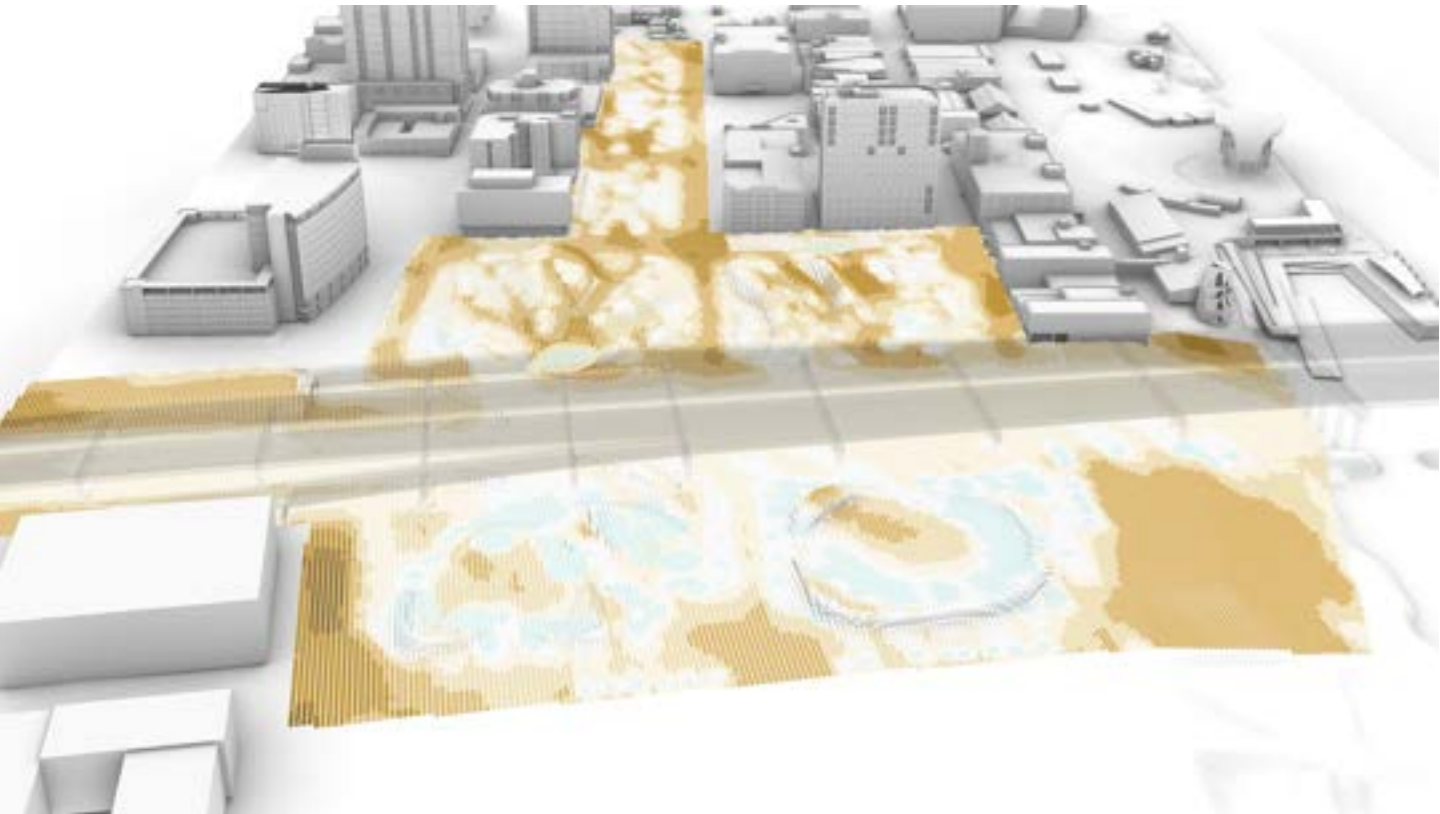
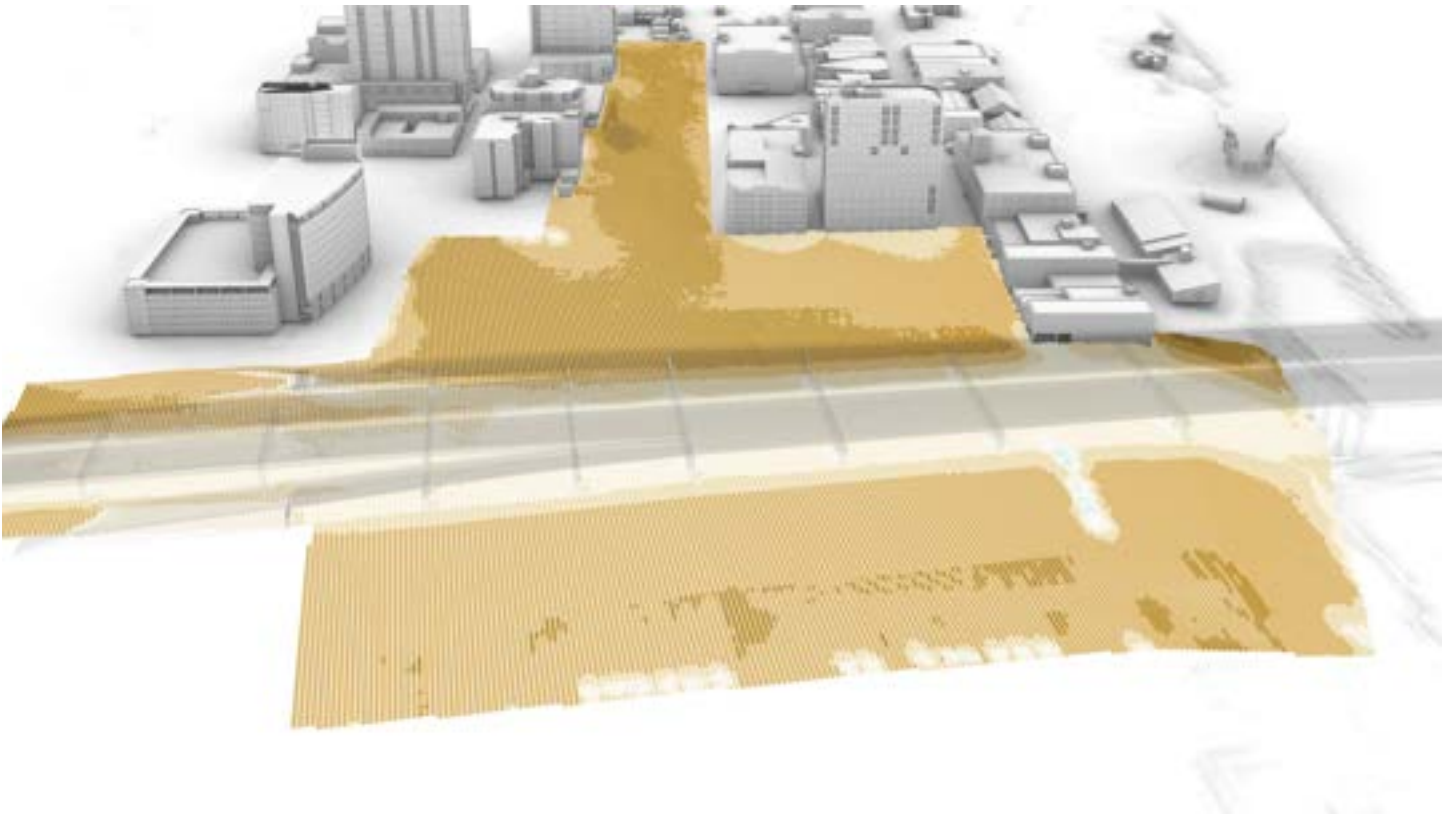
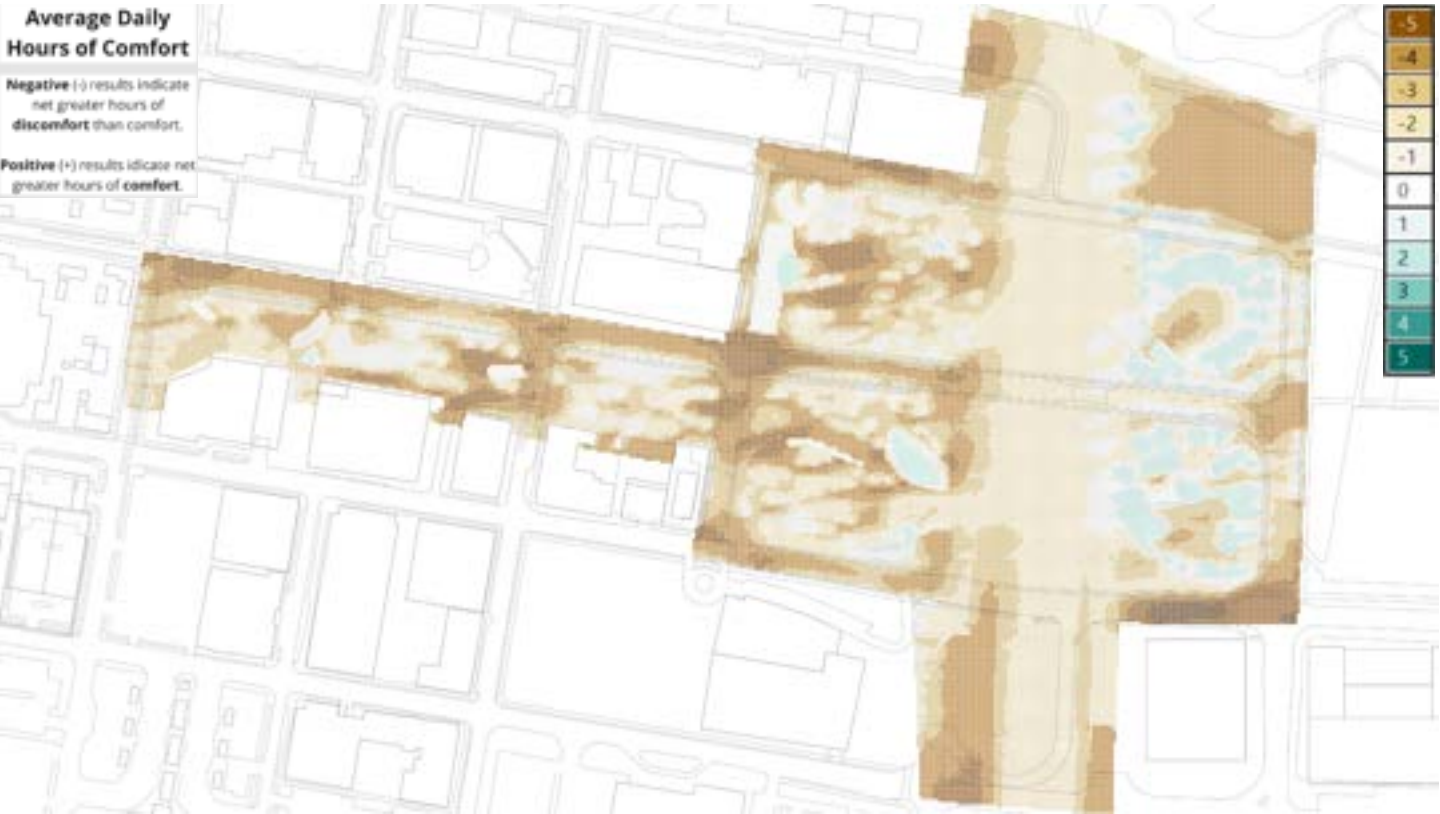
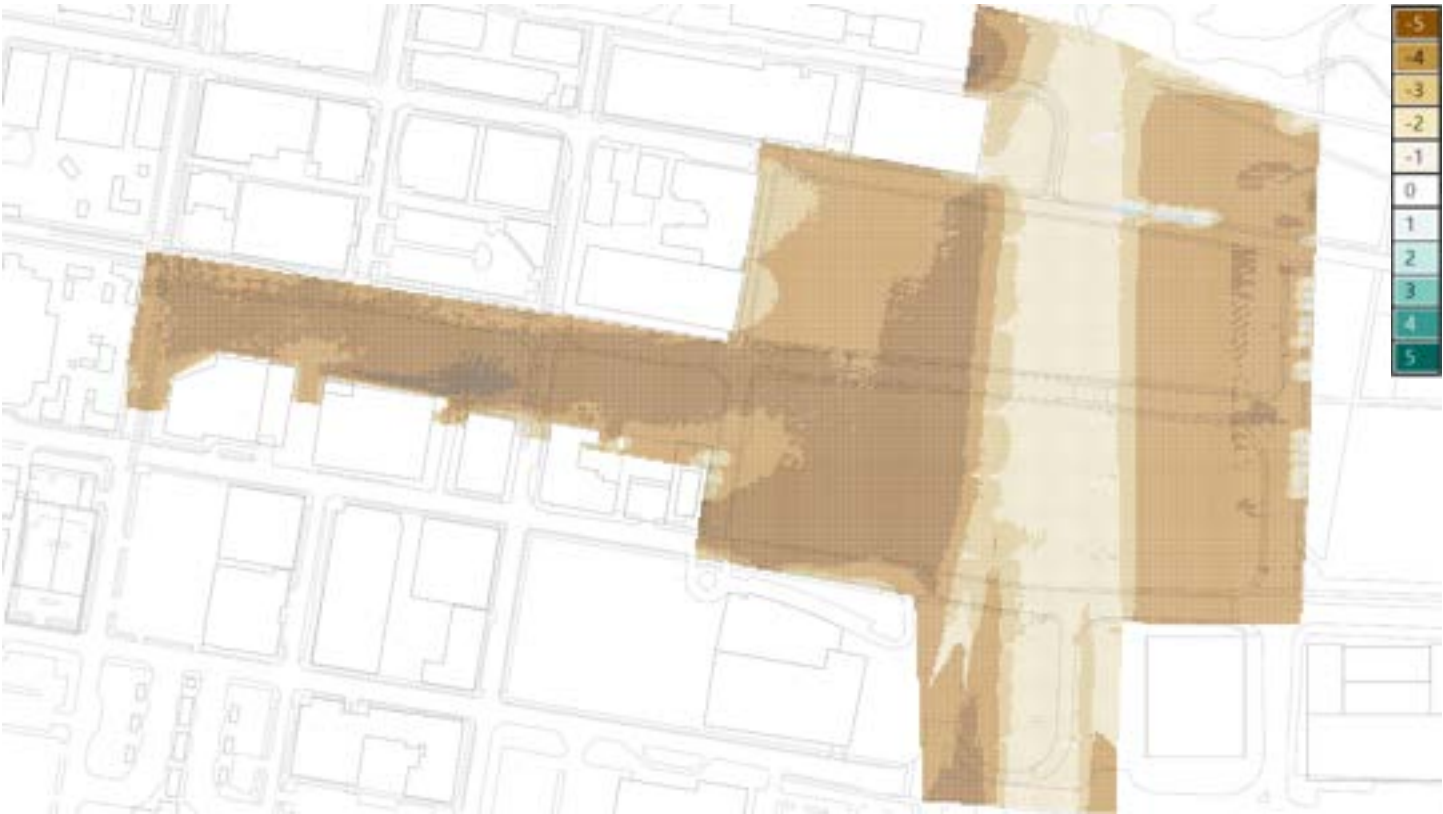
SITE HYDROLOGY

30 Crossing Park is designed to capture, slow, and treat on-site stormwater through the stormwater gardens before releasing it into the drainage system that ultimately daylight into the William E. Clark Presidential Park Wetlands. This is accomplished by capturing water from the core 18 areas of the park in the southeastern corner block, across from the Choctaw Station. The scale of the raingardens may also be increased to accommodate runoff from the 2nd Street catch basins. At a minimum, the intent is to treat and slow a 10-year design storm for rain falling on the parklands. For slopes leading down to the Arkansas River, the intent is to install bioswales in any areas with roadways or parking to provide first-flush treatment before releasing into the stormwater system. This plan also suggests improving the existing stormwater outlet in the Wetlands with a new trash separator and forebay system to improve water quality further. This improvement could be implemented in parallel or independently of the 30 Crossing infrastructure improvements.



THERMAL COMFORT

The clear conclusion from the thermal comfort study during site analysis and from community feedback was to focus on shade and cooling strategies in the future park to optimize the number of comfort hours per year. The proposed design creates a network of shade through shade structures, tree canopy, and clustering large hardscape programs under the bridge. In addition, the conditioned buildings at the Visitor Center and Sherman Cafes, and the three water features, provide relief even on the hottest of days. This analysis shows the comparative improvements in hours of comfort per year, demonstrating the network of comfortable spaces extending well beyond the bridge's shadow.



PROGRAMS AND AMENITIES

The 30 Crossing Park vision is to create a major park civic destination in Downtown that connects the cultural institutions surrounding the park and provides access to the river and Riverfront Park. This park strikes a balance between natural spaces, heritage gardens, and recreational programs, featuring destination playgrounds, interactive fountains, and active sports.



Interactive Water Fountains



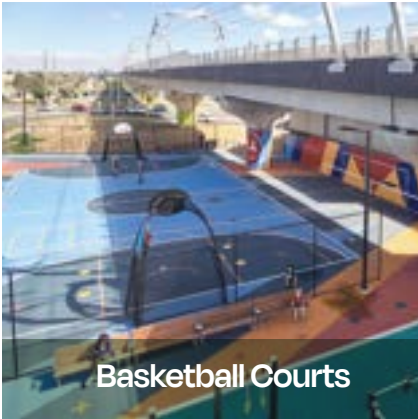
Library Reading Garden + Hammock Paddock



Misting Fog Cooling Plaza



Sand-Based Playground for Younger Children



Basketball Courts



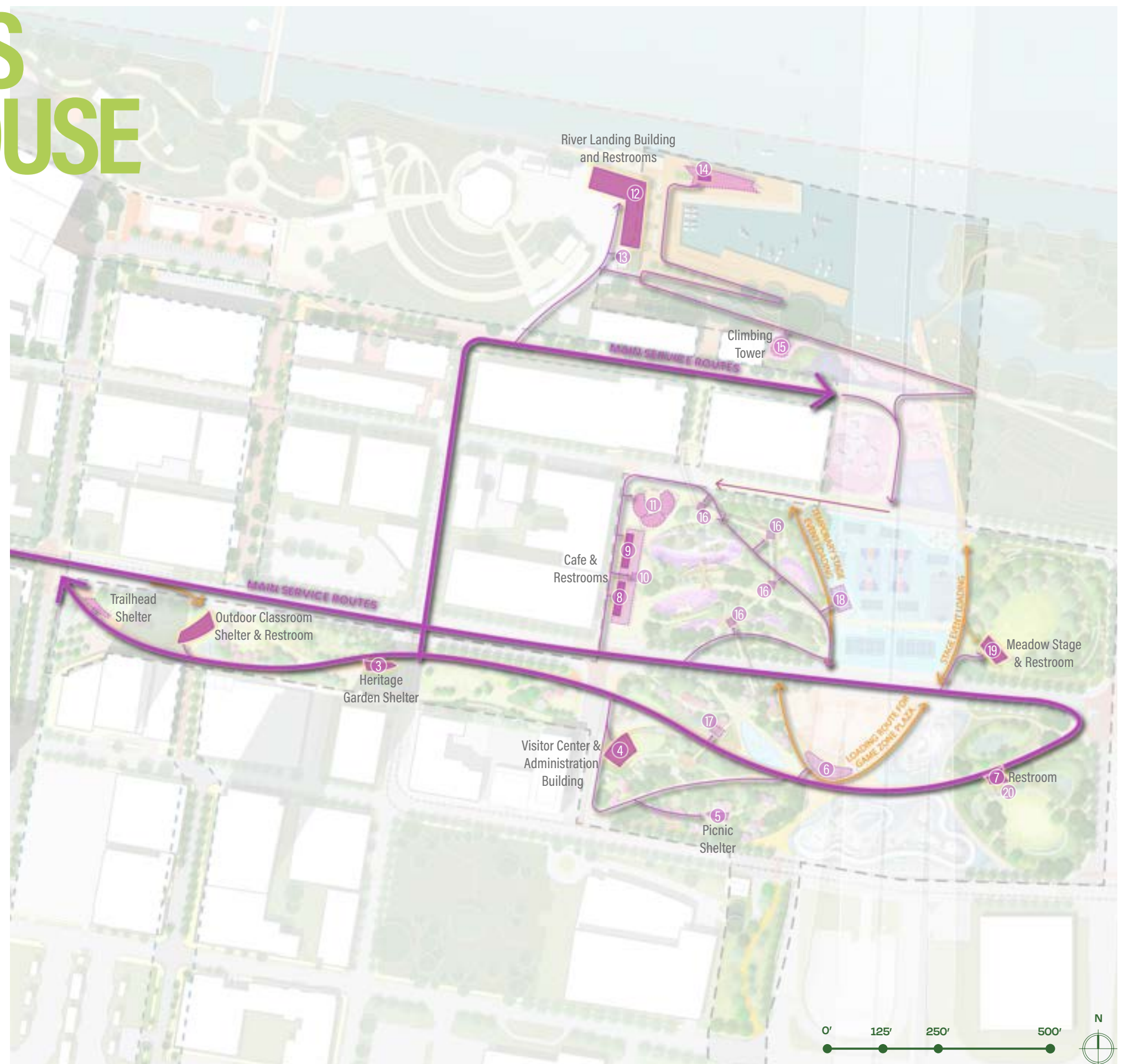
Stormwater Gardens + Interpretation



SITE OPERATIONS AND BACK OF HOUSE

A key to the successful management of 30 Crossing Park will be the enabling infrastructure for operations. Designative service routes provide easy access to all program areas, and serve as the primary emergency vehicle access as well as the primary utility lines routing. The park buildings and shade structures provide a network of maintenance closets and rooms, as well as utility stub-outs for connections. The Visitor Center doubles as the Administration Office, with staff rooms and resources, as well as spaces for administrative functions and operations support. Adequate utility connections allow for flexibility in future programming, such as for festivals or concerts, and easier maintenance and repairs.

- 1 Shade structure with electrical and water connections
- 2 300SF restrooms, 100SF maintenance and event equipment storage room
- 3 Shade structure with electrical and water connections
- 4 1900SF total. 400SF restrooms, 1000SF visitor center, conference room, and admin office, 500SF employer break room, restroom, and lockers
- 5 Shade structure with electrical and water connections
- 6 Pop-up event zone with electrical and water connections
- 7 300SF restrooms, 100SF maintenance and event equipment storage room
- 8 800SF of Food Venue, 200SF restroom
- 9 800SF of Food Venue, 200SF restroom
- 10 200SF fountain vault
- 11 Shade structures with electrical and water connections
- 12 2 Story River Landing Building: 5,000SF restaurant & retail venues, 600SF amphitheater level public restrooms, 400 SF event venue storage, 3,000SF boat house for paddle sports, 300SF for dock level restrooms, 700SF for equipment storage for riverfront park
- 13 Dedicated paddler loading & accessible parking spots
- 14 200SF storage room, pop-up utilities connections
- 15 Climbing tower with electrical and water connections
- 16 Play tower with electrical and water connections
- 17 400SF MEP & irrigation control room
- 18 Utility connections for rental stage space - scaled for 20x40' temporary stage platform includes media boxes and feeder cable connections with event rated capacity
- 19 400SF Restrooms, 800SF sheltered stage, 200SF controls room. Utility connections for rental stage space - scaled for 20x40' temporary stage platform includes media boxes and feeder cable connections with event rated capacity. includes house lighting and house audio for small to medium events
- 20 1000SF for landscape maintenance yard



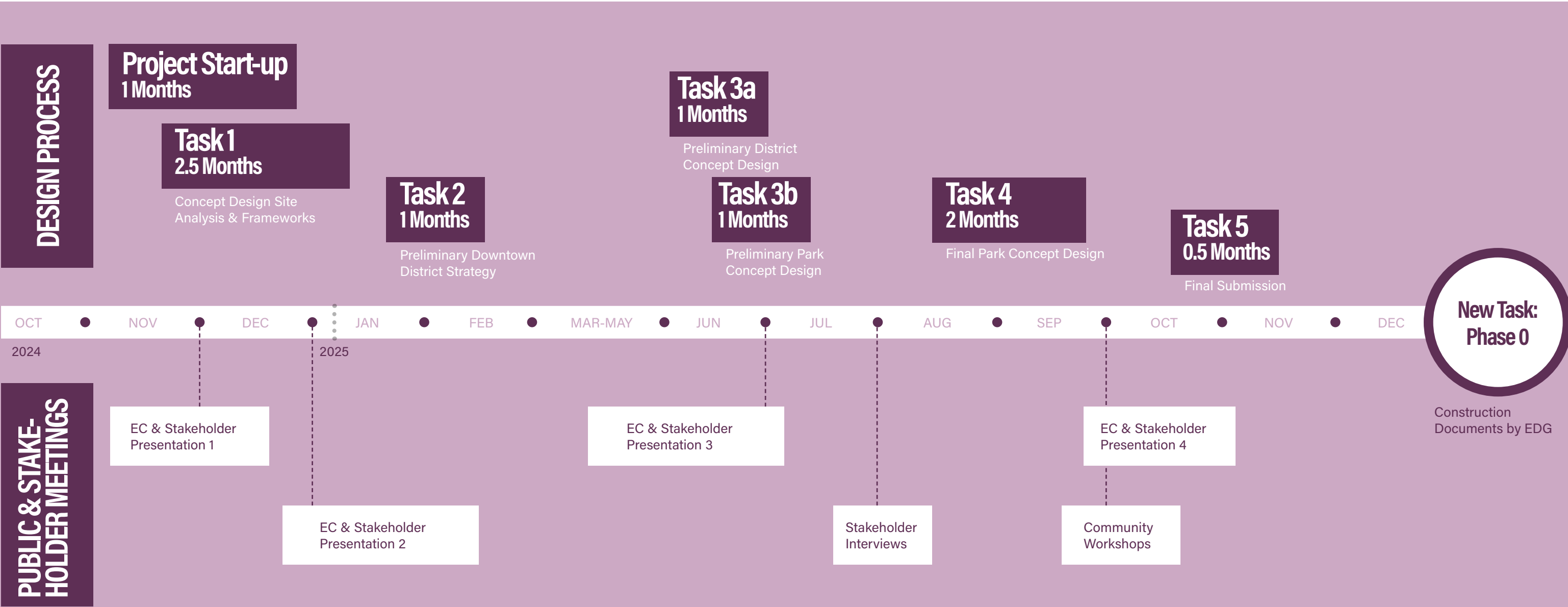
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Process



SCHEDULE & PROCESS

The planning and design process for 30 Crossing Park was a robust, 14 month process which began in October 2024 and was completed in December 2025. The process was divided into five key tasks: Concept Design Site Analysis & Frameworks, Preliminary Downtown District Strategy, Preliminary Park Concept Design, Final Park Concept Design, and Final Submission. This included numerous check-ins with the Executive Committee and Stakeholder Committees, two public engagement windows, and extensive engagement with ARDOT and other key stakeholders.



ENGAGEMENT APPROACH

Building upon the success of the Downtown Little Rock Master Plan which has extensive community engagement and input, the 30 Crossing Park planning process aimed to work collaboratively with both public and private entities and the broader public to ensure that the park's proposed design aligned with their needs and vision. Engagement included the creation of two guiding groups: the Executive Committee comprised of City elected officials and department and agency directors, and the Stakeholder Committee, which was made up of nearby property owners, institutions, and neighborhood representatives. These groups met numerous times throughout the planning process to provide input and shape planning and design direction. Additionally, two larger periods of public engagement were held, one in September 2025 to present initial design ideas and collect ideas and feedback, and lastly a community celebration to highlight the completed design process.



“ Create beds under trees for native insects ”

“ Please do native plants! ”

“ Bocce courts with Italian themed beverage kiosk ”

“ Can we please add restaurants that utilize our river view? ”



“ A space like the deluca’s waldo’s comedy club would be cool ”

“ Book more concerts at amphitheater, it is a great venue! ”

“ More diverse places to eat! We need more culture ”

“ So excited to see LR reinvesting in itself ”



“ So important for local ecosystems of wildlife preservation! ”

ENGAGEMENT WOVEN INTO DESIGN

Getting to the final design of the park was built upon extensive community engagement and stakeholder alignment. It was critical to understand the regulatory framework, guided largely by ARDOT's ownership of the property, as well as district-wide needs and desires from adjacent institutions, private landowners, developers, residents, workers, and visitors. The conversations and direction derived from this engagement directly shaped real-time design changes, resulting in an iterative design process that ultimately helped inform the park's final proposed design.

Regulatory Engagement

ARDOT Direction + Input

- Sasaki + City of Little Rock staff had a highly productive conversation with ARDOT about emerging plan direction and to clarify potential feasibility before the City and Sasaki share proposals and engagement activities with the public on the weekend of September 21st.
- ARDOT is highly supportive of the emerging plan and provided key input on emerging design direction that shaped the materials shared with the public and you all this weekend.
- Note: This was a cursory review, and any final basis for air right lease, or approvals of specific design interventions, will require more detailed phases of design.

ARDOT Design Feedback

- While the park can have curating partners and donations from different institutions, all facilities within the park need to be free and open to the public.
- Limited access zones, such as a playground dedicated to the Museum of Discovery, cannot have exclusionary access only for museum goers, for example.
- The general landscape programs and locations seemed feasible.

- ARDOT team noted they will need access for regular inspection of the bridge structure.
- ARDOT had no immediate opposition to the closure of the segment of Sherman Street between 2nd Street and President Clinton Avenue, but they will need to check to see if there are any potential impacts to the NEPA traffic model.
- Sasaki proposes to make this street a service alley, to give the surplus City ROW land to park-earned revenue opportunities, such as cafes and beer gardens.
- There was general support for the Phase 0 Proposals.

Future Approvals

The City of Little Rock and ARDOT have a working relationship for this project, defined through a preliminary memorandum of understanding, based on the idea that the relevant lands within the ARDOT ROW will be used for the public benefit, will prohibit commercial activity, and will comply with ARDOT review and direction.

The City of Little Rock Parks Director will be responsible for developing, reviewing, and presenting proposed construction drawings for future park amenities and landscape improvements to ARDOT for review and approval.

The ultimate intention is for the City of Little Rock to develop proposed designs for both interim improvements and the future park to a sufficient level of detail for ARDOT review and approval. Those plans would then be incorporated into an agreement, either as a modification to a memorandum of understanding or as a codified air rights lease agreement between ARDOT and the City of Little Rock, pending future reviews and negotiations.

Long term, if a third-party public private partnership is established to supplement park operations and programming, that partnership would be required to comply with ARDOT and City of Little Rock rules and obligations, and a separate memorandum of understanding would need to be negotiated to clearly define the approval processes and responsibilities of that entity and any additional special event or program permitting that would be managed by that entity.



DESIGN WOVEN INTO ENGAGEMENT

Community Engagement

Stakeholder Engagement Summary

Stakeholder engagement was critical in informing the design of 30 Crossing Park. The numerous stakeholders and institutions surrounding the park, and the park’s many potential users all had specific design ideas, programming requests, and concerns that the park’s design sought to resolve.

Community Open House Summary

In September 2025, Sasaki held two key stakeholder engagement events. A public open house was held on the evening of Saturday, September 20th, at UALR Downtown, while a second, larger open house was held all day on Sunday, September 21st at the Downtown Little Rock Food Truck Festival, which occurred at the future park site. The results from these events and the online survey can be reviewed in detail in Appendix D. Across the two events, Sasaki heard from over 600 participants and received 2,028 online survey responses. From the online survey, only 20% lived in downtown Little Rock, 40% worked in Downtown Little Rock, and 80% reported visiting downtown at least monthly, with the majority noting they visit downtown weekly. Key results showed that the community broadly wanted:

An engaged, vibrant park with nature, safe spaces, and diverse recreational activities tailored to all ages and groups.

Improved riverfront access and activation for both leisure and cultural events + commercial opportunities.

Emphasis on environmental sensitivity with native plantings and wetland areas.

Well-designed, accessible pedestrian and cycling infrastructure.

Availability of clean and safe amenities (bathrooms, lighting, trash management).

64% of the online participants believed the design struck the right balance of active and passive park uses, with 18% requesting more natural spaces, and 6 % requesting more active spaces. From the cumulative community feedback, as the design team advanced the 30 Crossing Park Vision, we made the following revisions to be responsive to specific community requests and preferences:

- Revised the sports courts layout to accommodate the quantity modifications, now including:
 - Basketball/Futsal Court
 - Dedicated full-court basketball courts
 - Pickleball courts
 - Tennis courts
 - Sand volleyball courts
- Added a flexible space under the bridge for a stage, so the basketball courts and pickleball courts can be used as a temporary event space, like the festival.
- Replaced the toddler sand play area with a small plaza for food trucks, with movable furnishings.
- Added a skating loop around the outside of the skate park
- Separated the skate park into beginner and advanced skating areas.
- Relocated the restroom by Collins and 3rd to be located on the main cultural trail
- Added more slides to the playground
- Expanded the dog park

- Consolidated the shade structures and restroom at Rock Street and created a clearer and larger 'landing' and crosswalk connecting to CALS
- Redirected the River Link Greenway to MacArthur Park to connect to the crosswalk to Ferry Street at 6th, and after that connection, the link will be accomplished through Shared-Road pavement parkings for bicycles, and sidewalk signage to MacArthur for pedestrians.
- Revisited the terracing and ramps down by the proposed River Landing, so there are multiple accessible routes to the various terraces.
- Added more trees
- Added parking in the last ARDOT ROW parcel under the bridge just south of 3rd, but we also note this will require special ARDOT review for suitability and compliance with bridge maintenance and protection needs.
- Revised the bike lane on Cumberland to a shared wide sidewalk
- Added kayak loading parking spaces at the River Landing

- Added a scramble crosswalk at the intersection of Cumberland and 2nd Street, to help with school groups and potential cross traffic between CALS Main Library and the Historic Arkansas Museum

Community engagement also informed our approach to Phase 0 - focusing on creating intentional space currently, but also not wasting investments, and the future phases of the project. The biggest concern voiced in public wasn't which phase, subphase, or part of the park would be built first, but rather how the City of Little Rock would fund, operate, and make this vision a reality. The updated phasing approach is now broken down to enable the City to pursue funding and unlock phases of work opportunistically as the right capital stacks, grants, and donations align.

In addition to these high-level results, many details and suggestions led to more minor plan edits, tweaks, and annotations. Please review the full engagement report for in-depth community feedback. Not only has that feedback impacted the plans and renderings in this report, but it will also serve as an essential reference as future phases move into technical design to evaluate success and priorities.





Analysis



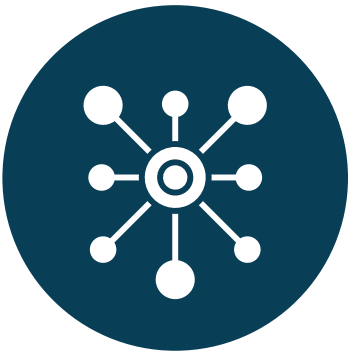
SITE ANALYSIS SYSTEMS

Existing System Themes



Urban and Culture

The current site is surrounded by cultural institutions and civic destinations, all centrally located downtown, but all previously turned their backs on the site because of Interstate noise and off-ramps. 30 Crossing Park is the opportunity to amplify cultural institutions as a network connected through a welcoming public park, and extend those connections through downtown. Positioned near the Clinton Presidential Library, the site also creates new opportunities for downtown development while celebrating the area’s rich history and natural beauty. As one of the most culturally vibrant spaces in Arkansas, it offers residents and visitors a place to reflect on Little Rock’s past while engaging with its evolving urban identity. The park has the potential to become a public landmark where art, history, and nature intersect.



Connectivity

The site plays a critical role in connecting downtown Little Rock to the Arkansas River, in line with the Downtown Little Rock Master Plan. It forms part of a larger green corridor linking MacArthur Park, the proposed deck park, the Southeast Trail, the Arkansas River Trail, and contributing to goals in the Maumelle Pinnacles Recreation Masterplan. Importantly, the park helps reconnect the River Market and East Village neighborhoods, which were historically divided by I-30, knitting together the fractured urban fabric.



Nature & Physical Environment

Little Rock’s unique position at the meeting point of the Ouachita and Ozark Mountains, the Gulf Coastal Plain, and the Mississippi Alluvial Plain gives the site ecological significance. Located along the Arkansas River, 30 Crossing Park can enhance regional biodiversity and become part of a broader environmental network. By strengthening the green corridor through downtown, the park could serve as both an ecological asset and a public space, reinforcing Little Rock’s role as a regional biodiversity hotspot.



Regulatory Basis of Design

Owned by the Arkansas Department of Transportation (ARDOT), the site is shaped by a complex regulatory framework and design requirements. The design team must navigate what is feasible in both the short- and long-term, balancing infrastructure needs with public space ambitions. Understanding these regulatory boundaries is essential for successful implementation, ensuring the park’s design aligns with transportation functions while offering transformative civic and environmental benefits.

URBAN & CULTURE

Cultural Institutions

Edge Conditions

Public Lands

Vacant and Underutilized Parcels

Existing building uses

Viewshed Analysis



30 Crossing Park in a Context

30 Crossing Park is located within one of Little Rock’s most culturally rich and historically significant areas. Just steps away are major landmarks: the Statehouse Convention Center, hosting events that bring thousands downtown; the Historic Arkansas Museum, showcasing the state’s deep history; the First Security Amphitheater, a beloved outdoor music venue; and the Museum of Discovery, a lively destination for families. Along the riverfront, the Clinton Presidential Center and Library stand as both architectural and civic landmarks, drawing visitors from across the country.

Adding to this setting is the Arkansas River itself — a powerful natural element that frames the site and connects the city to the larger regional landscape. 3rd Street, a bustling commercial street, links the River Market district with downtown’s core, making it an essential east-west connector. The site is positioned where cultural, commercial, and natural assets converge, offering an extraordinary opportunity to amplify Downtown Little Rock’s life and identity. By understanding and leveraging this context, 30 Crossing Park can strengthen the city’s cultural heartbeat and provide a dynamic, welcoming public space for residents and visitors alike.

Great Parks have Great Edges

A great urban park doesn’t exist in isolation — it thrives because of its edges and connections. Attractions and amenities surround 30 Crossing Park, many just a five-minute walk away. But today, the site often feels like it sits behind the city, on the “backside” of the urban core, because of its former use as a freeway on-ramp corridor. For the park

to succeed, its edges need to be carefully designed and activated.

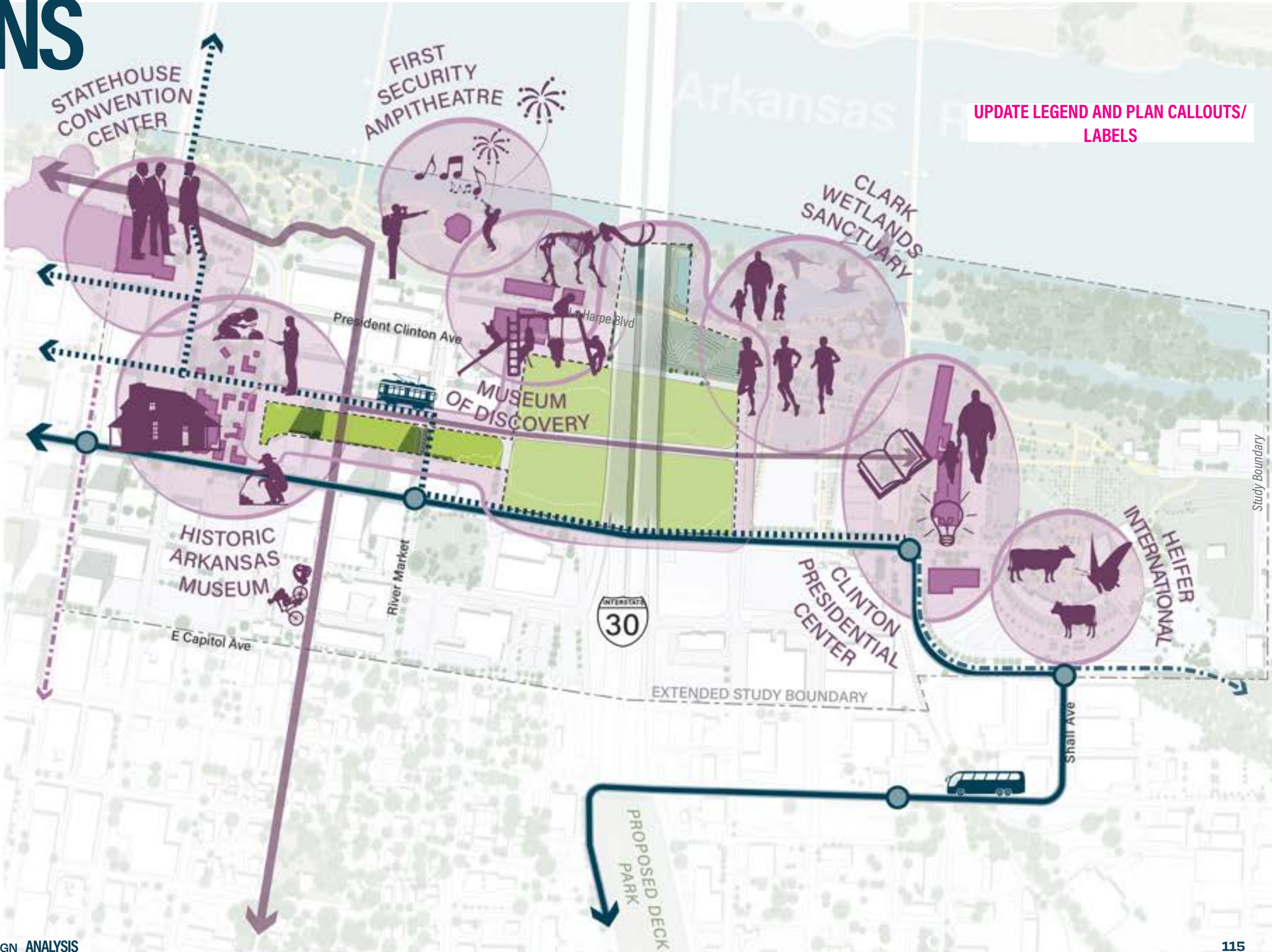
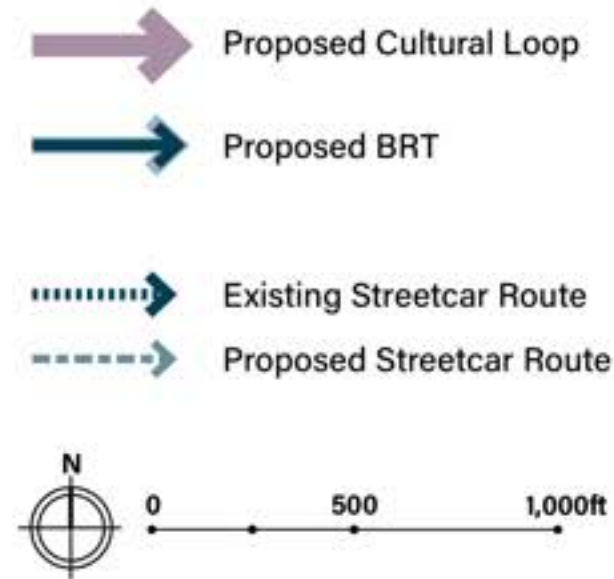
There are five distinct zones to consider. First, the long, linear green corridor between 2nd and 3rd Streets, which has the greatest potential to stitch into the urban fabric and activate adjacent spaces. Second, the main park area near downtown sits right next to the Museum of Discovery, where civic energy is already high. Third, the quieter park section near the Clinton Library, where nature and reflection take center stage. Fourth, the space beneath the I-30 highway — often overlooked, but with potential for creative reuse. Finally, the waterfront zone along the Arkansas River offers incredible natural and recreational opportunities. Each zone comes with unique challenges and opportunities, requiring a tailored design approach to ensure the park’s edges connect seamlessly with the surrounding city.

Urban Catalyst

30 Crossing Park must be understood as part of a broader urban network. The project carefully studies the surrounding area — including public lands, vacant parcels, and current building uses — to develop a strategy that ensures the park supports district-wide revitalization. Viewshed analysis identifies key visual and physical connections, guiding design decisions that strengthen links to the surrounding urban fabric. By integrating with adjacent development and complementing future growth, the park becomes more than just green space: it becomes a central piece of downtown Little Rock’s urban design and a catalyst for positive transformation.

CULTURAL INSTITUTIONS

Surrounding 30 Crossing Park, a dense collection of cultural institutions adds depth and vibrancy to the area. The William J. Clinton Presidential Library and Museum stands out as a national landmark, offering extensive exhibits on President Clinton's administration while anchoring the eastern edge of the site. Just nearby, the Museum of Discovery draws families and school groups with interactive science and technology exhibits, adding youthful energy to the district. The Historic Arkansas Museum, with its preserved frontier buildings and artifacts, brings 19th-century Arkansas history to life and enriches the historic character of the surrounding urban fabric.

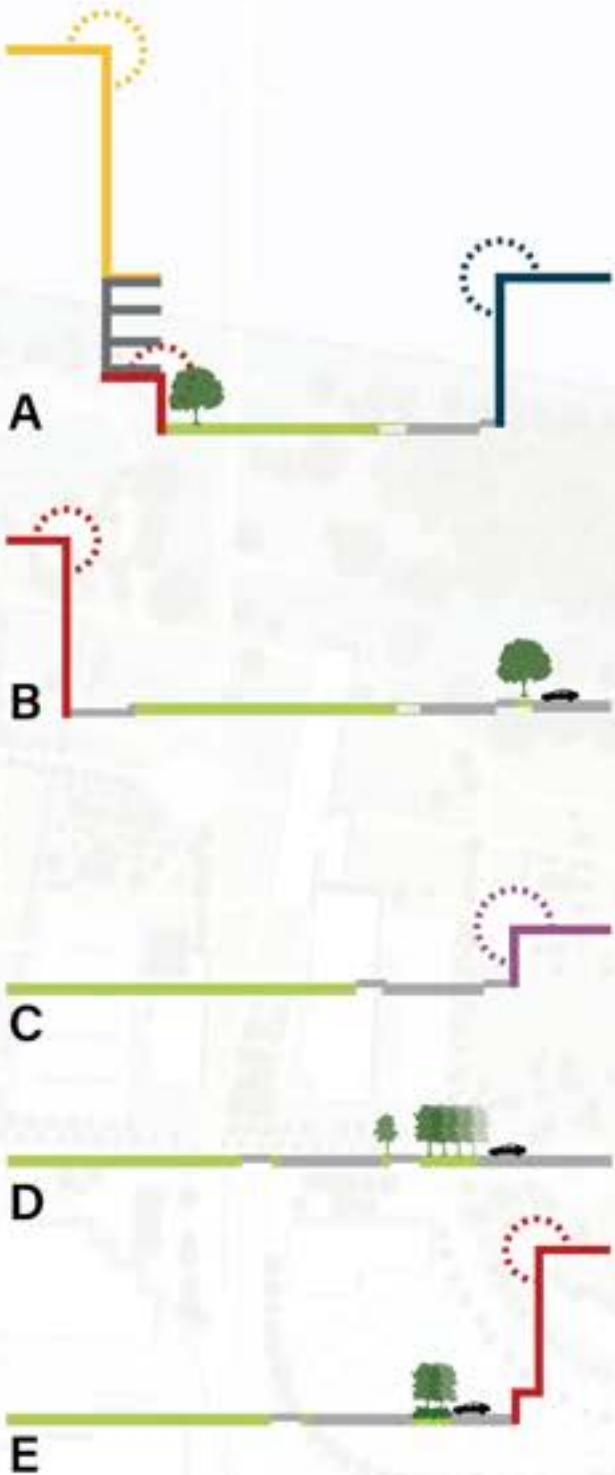
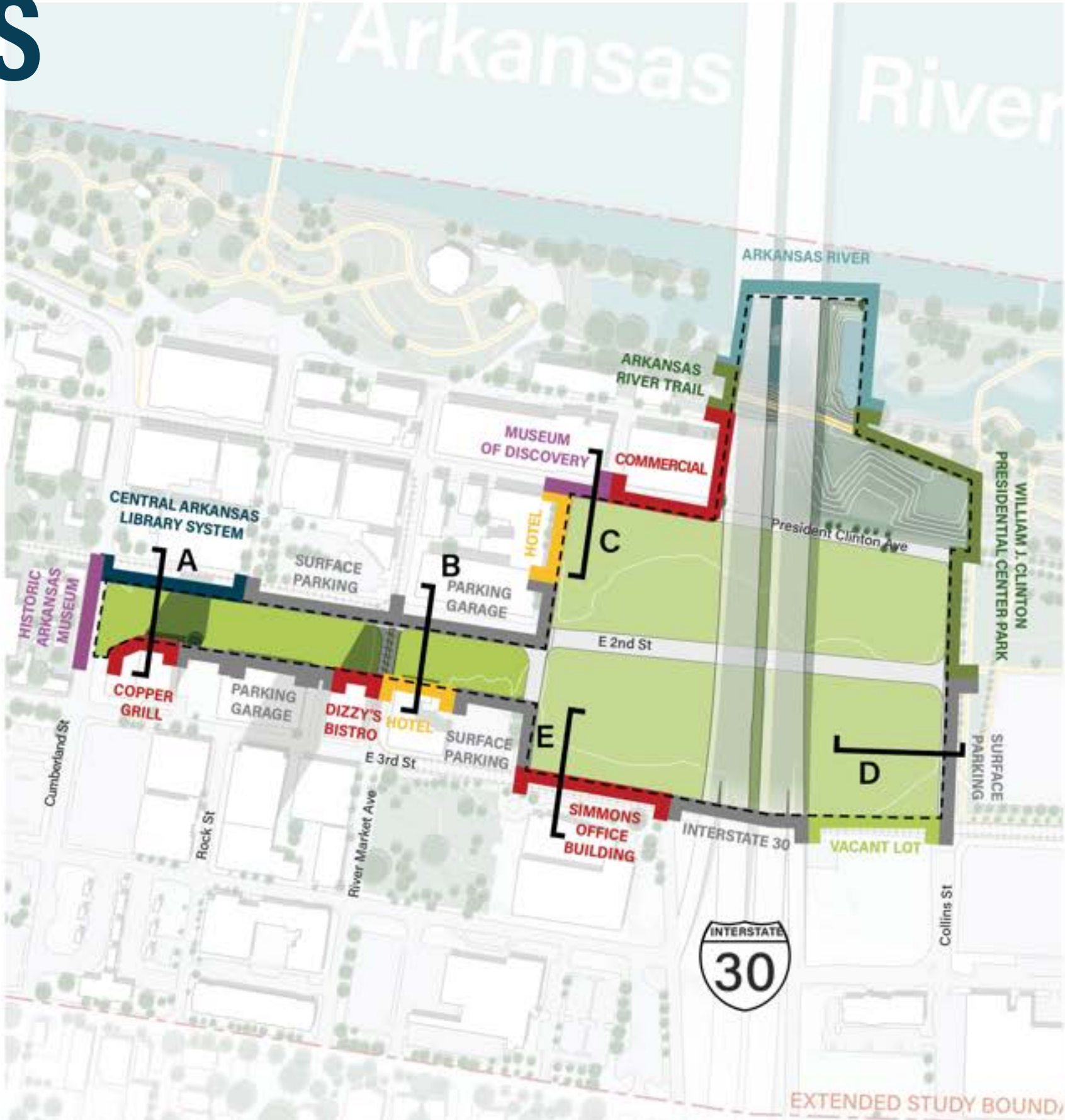


UPDATE LEGEND AND PLAN CALLOUTS/
LABELS

EDGE CONDITIONS

Building on the idea that “great parks have great edges,” the edge conditions of 30 Crossing Park are critical to its success. The park touches a diverse set of urban zones — from bustling commercial streets to quieter natural areas — and each edge must be carefully designed to respond to its context. Along 2nd and 3rd Streets, active, welcoming edges can draw in pedestrians and stitch the park into the daily life of the city. Near the Museum of Discovery and Clinton Library, softer, civic edges can frame cultural connections, while the riverfront edge should remain open and porous, emphasizing visual and physical access to the water. Even the space beneath I-30 offers opportunities to creatively transform a historically divisive barrier into a unique, connective landscape. Existing restaurants and entertainment venues, from the Copper Grill adjacent to the park to the River Market just a 2-minute walk away, all provide excellent opportunities for active urban edges to complement and benefit from active park destinations.

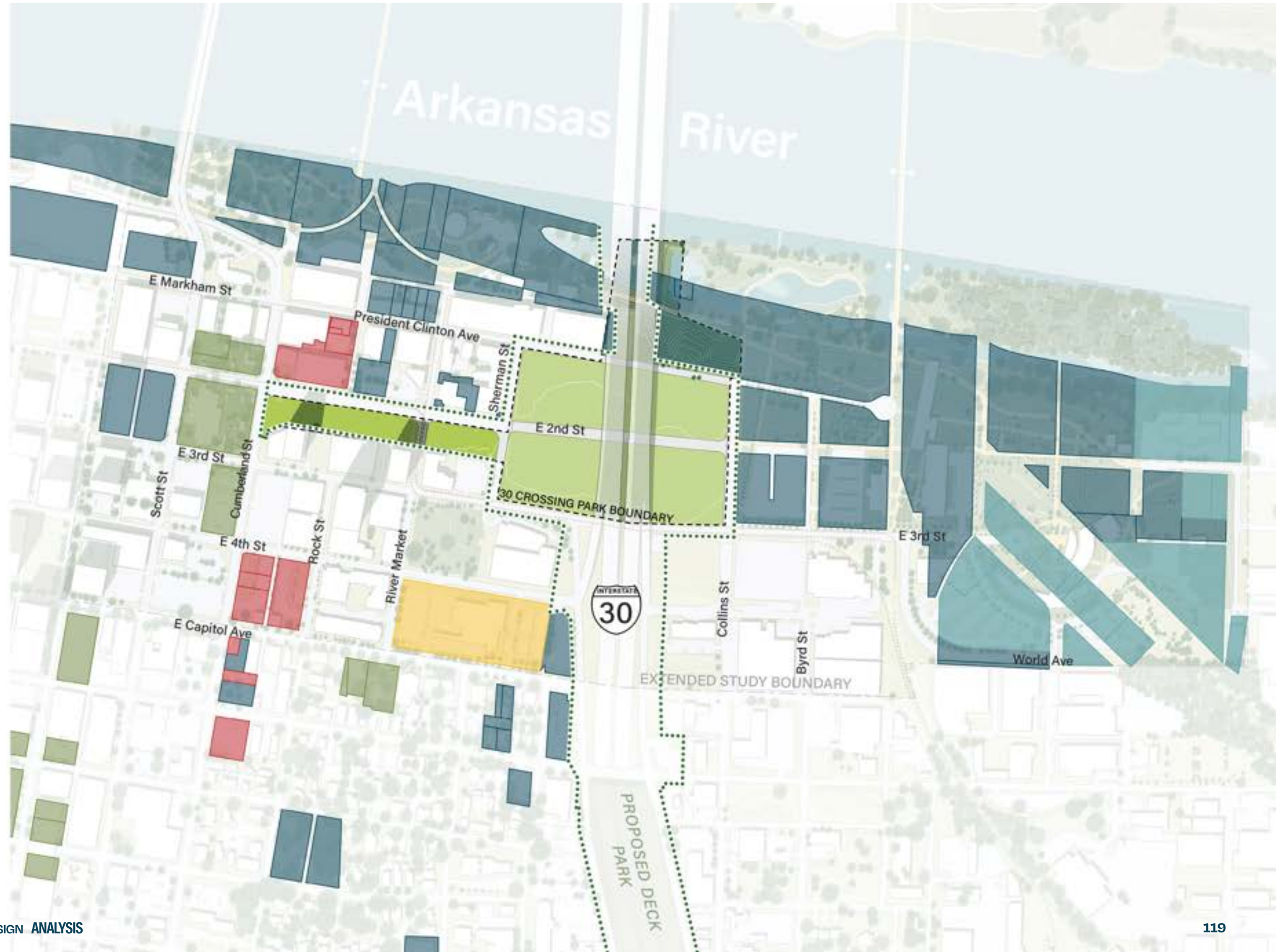
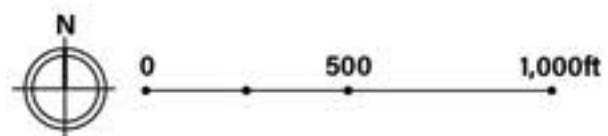
- Retail
- Hotel
- Library
- Museum
- Vacant Lot
- Existing Park
- River
- Parking & I-30



PUBLIC LANDS

There is a network of public land within this downtown district, including property controlled by the City, County, State, and Federal governments, with a wide range of restrictions, easements, leases, and agreements defining the land disposition. As part of the 30 Crossing Park project, this study examines the economic development potential of the surrounding district and evaluates the revenue-generating potential of selected public properties.

- U.S. Federal Government
- State of Arkansas
- ARDOT (estimated)
- Pulaski County
- City of Little Rock
- Heifer (owned by City of Little Rock, leased by Heifer)



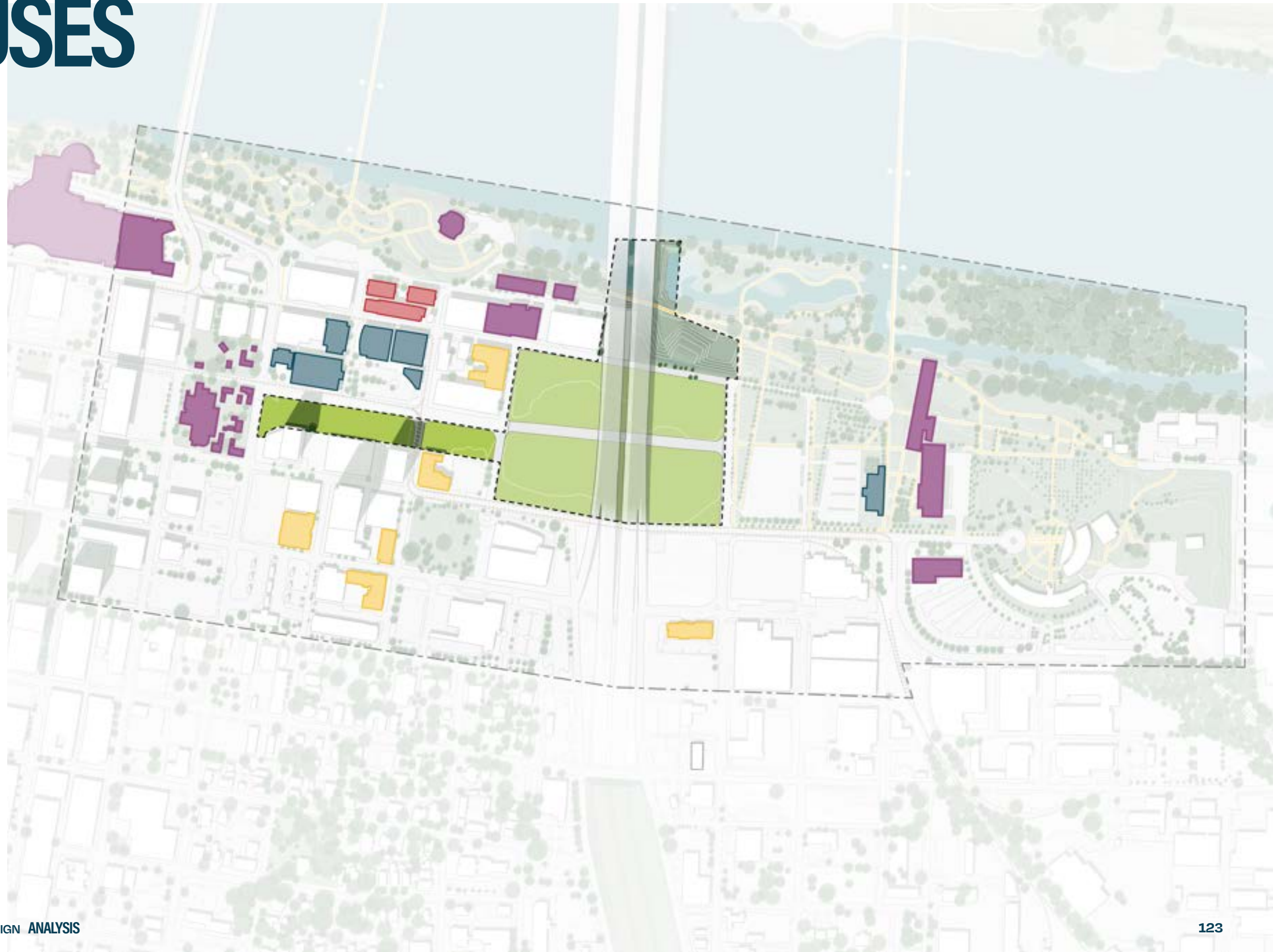
VACANT AND UNDERUTILIZED PARCELS

In addition to public lands, there are private parcels with a low floor-area ratio (low development footprint / low utilization) in this downtown core. These are opportunity areas for private development that could boost downtown occupancy and contribute to economic growth and tax revenue.



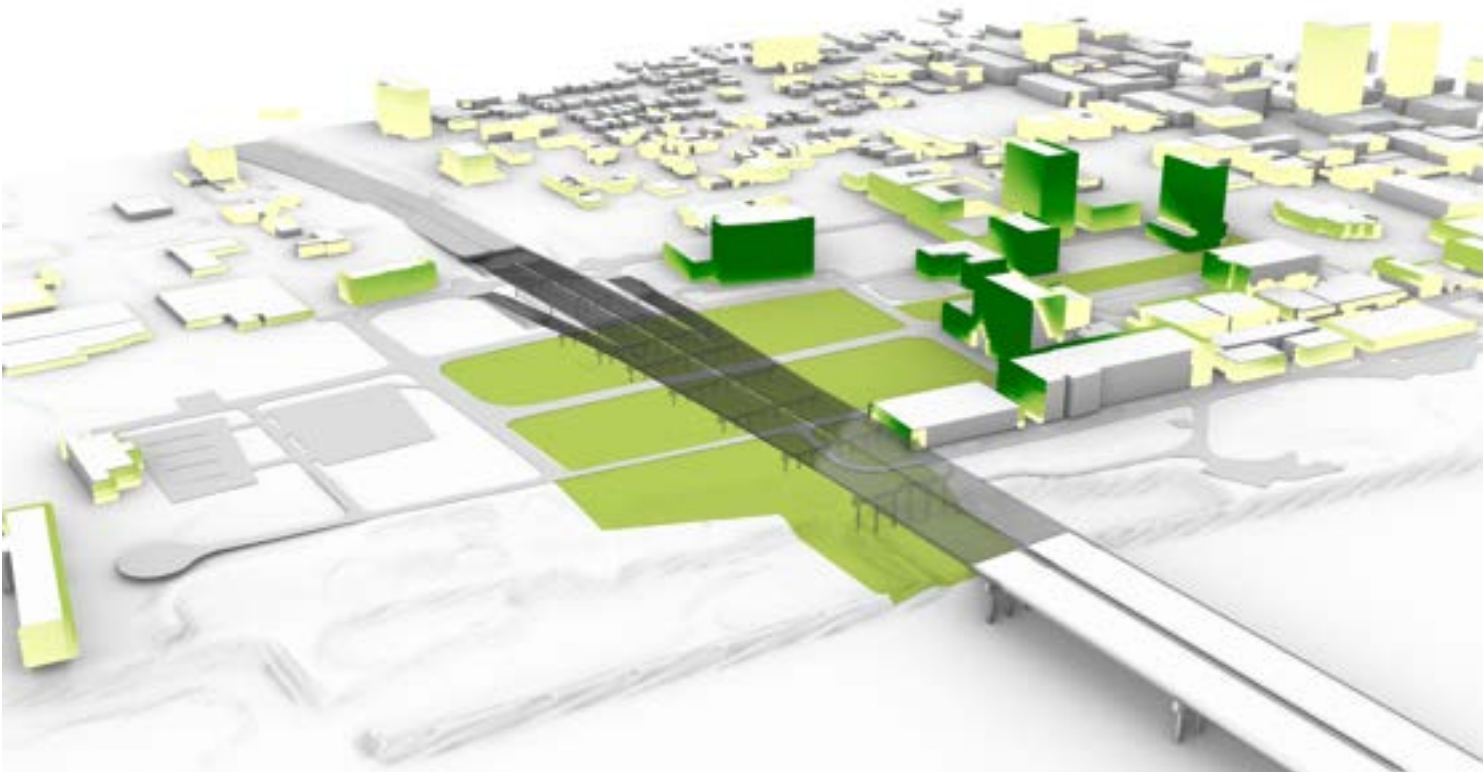
EXISTING BUILDING USES

This map shows key significant existing buildings within the district, highlighting 'community anchors' in cultural facilities, such as museums and the library, and commercial, such as local hotels and the River Market. These are important institutions for engagement in this design process and for integrating into the district design.



- Museum
- Education
- Retail
- Hotel

VIEWSHED ANALYSIS



Good view to the park Little to no view

Why Viewsheds?

It is critical to consider the viewshed when designing 30 Crossing Park, as visual connections play a key role in how people experience and navigate the space. Our team has analyzed three primary viewsheds to guide the design approach: (1) how adjacent buildings and neighborhoods look onto the park, (2) how the park frames views toward the Clinton Presidential Library, and (3) how the park opens sightlines toward the Arkansas River. Each of these viewsheds offers opportunities to strengthen connections and amplify the park’s role within the city.

Neighborhoods Look The Park

The first viewshed looks at how the park will be seen from surrounding buildings and neighborhoods. Residential, commercial, and civic spaces near the site should have welcoming, engaging views into the park. This helps ensure the park feels accessible and inviting, and it encourages surrounding communities to embrace the space as part of their everyday life. Good edge treatments, visible activity zones, and thoughtful planting can all help make the park visually attractive from the outside.

Notably, the northern part of 30 Crossing Park will offer a strong visual connection to adjacent buildings. South of I-30, the park has low visual connection to neighboring buildings, emphasizing the importance of integrating the park into the grounds leased to the Clinton Presidential Library.

Good view towards Clinton Library

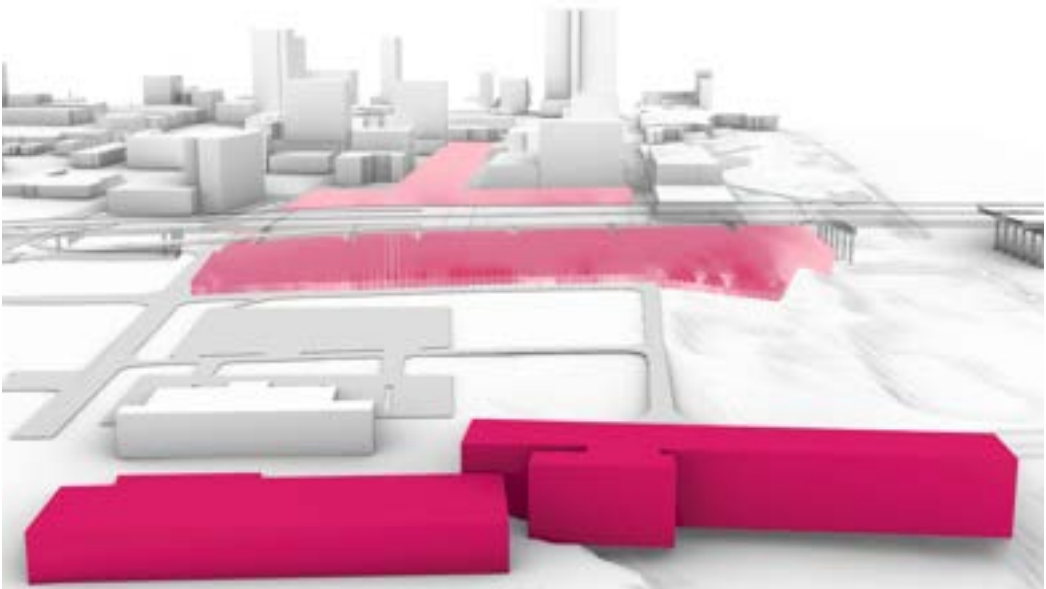
Little to no view towards Clinton Library

Viewshed towards Clinton Library

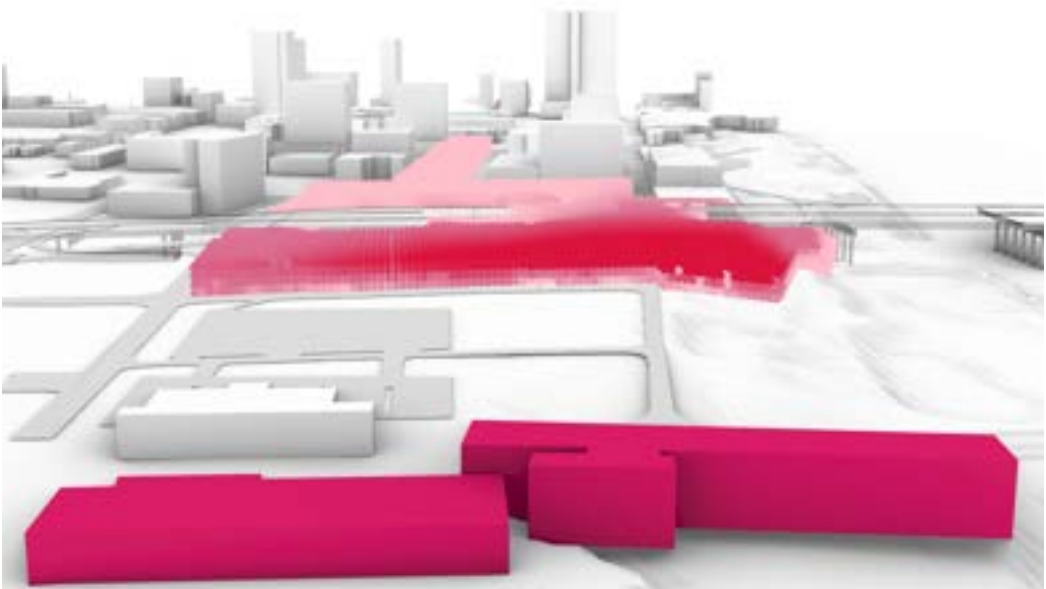
This viewshed focuses on the visual connection between the park and the Clinton Presidential Library. This sightline reinforces the park’s ability to bridge the gap between downtown Little Rock and this major civic landmark. By carefully aligning paths, open spaces, and framed views, the design can help stitch these two important destinations together, making the park a physical and symbolic connector.



Views from the Ground Level



Views from the 12' above the ground

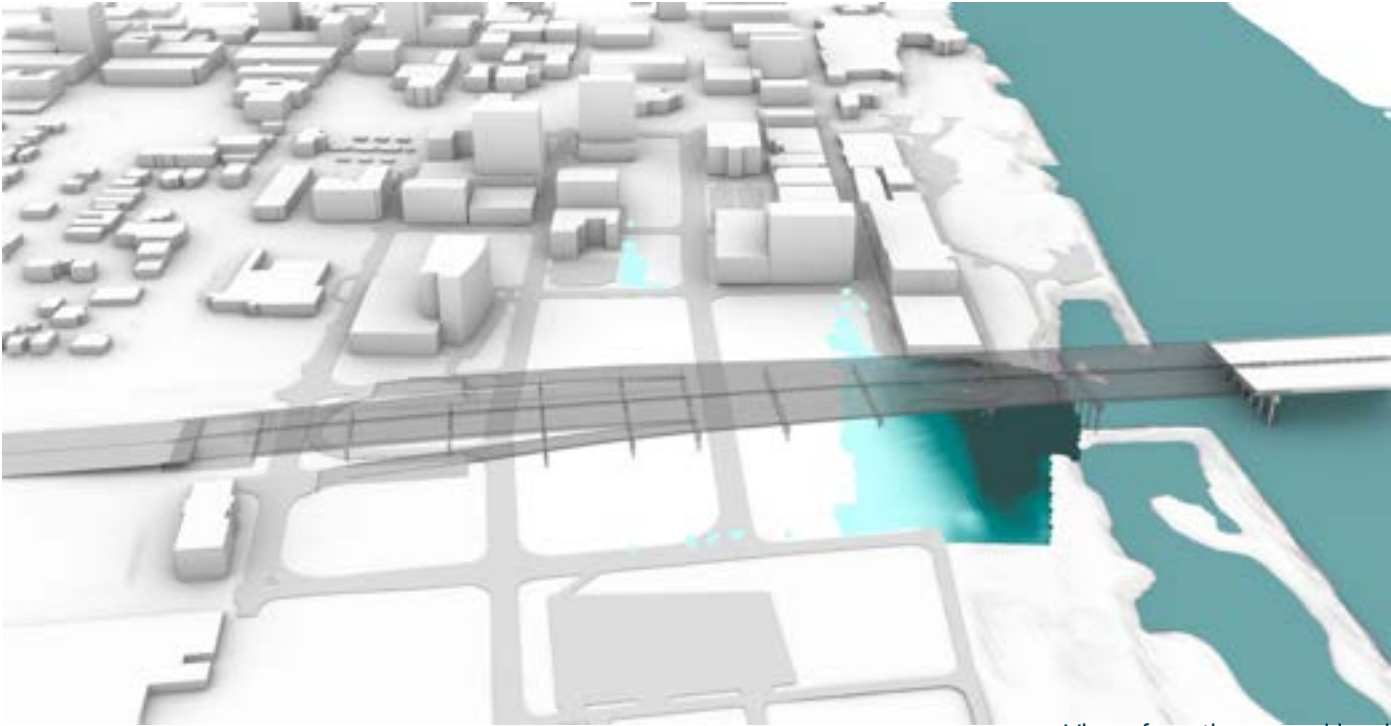
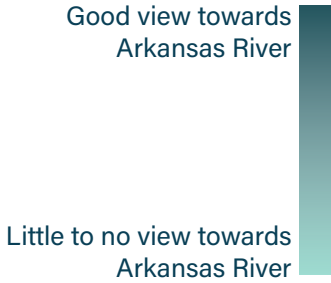


Views from the 24' above the ground

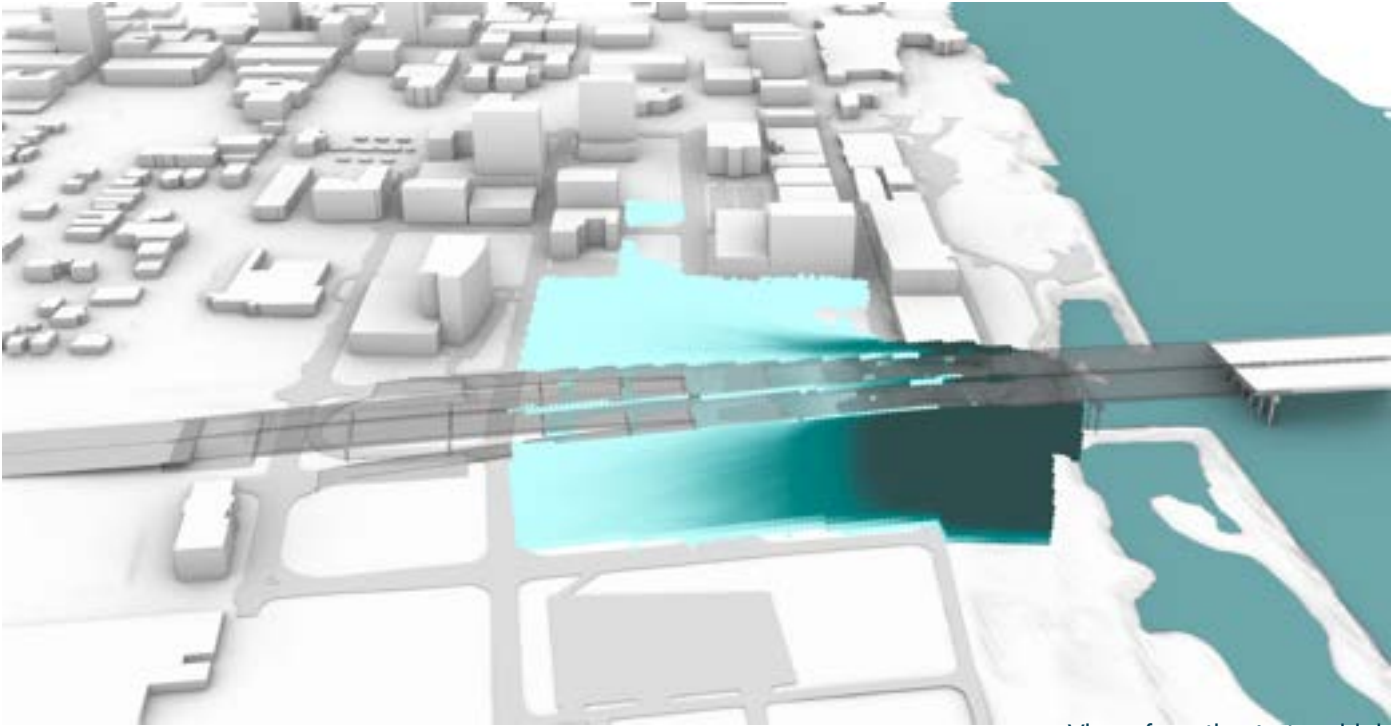
VIEWSHED ANALYSIS

Viewshed towards the River

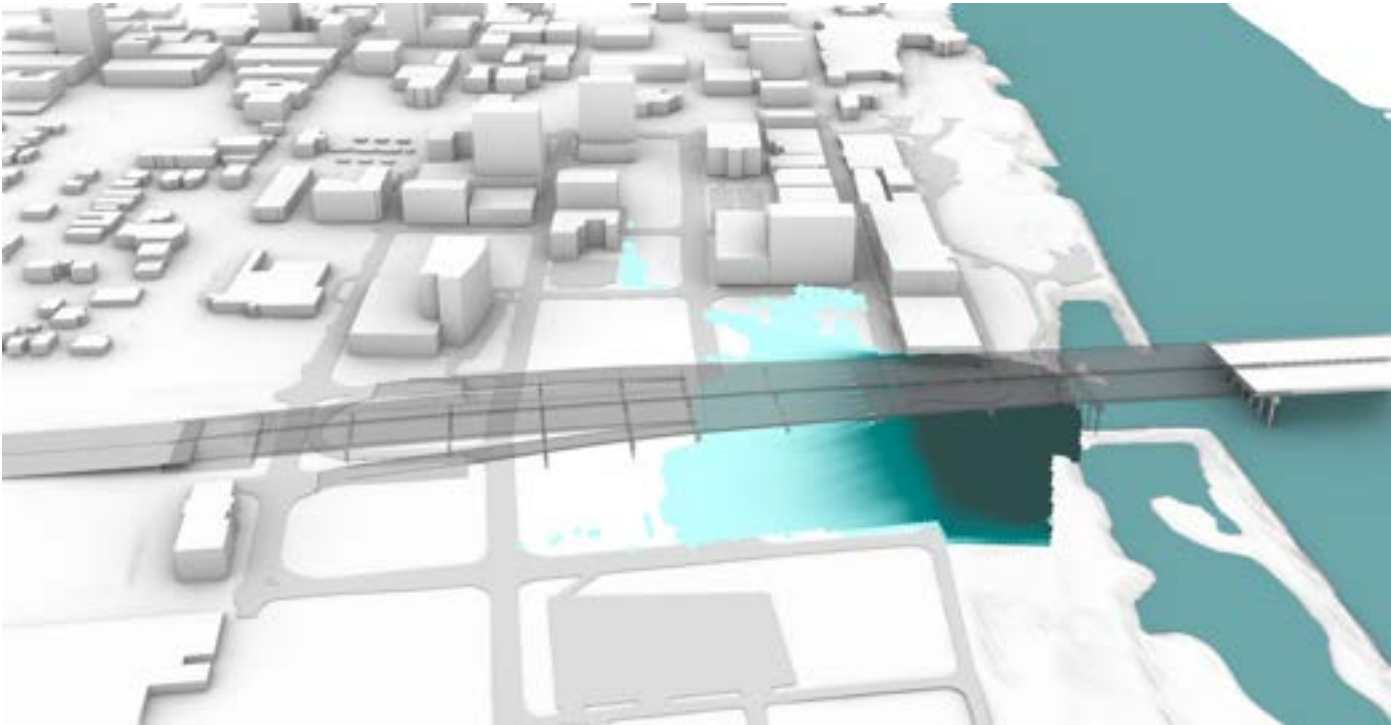
This viewshed emphasizes the connection between the park and the Arkansas River. Opening clear, generous sightlines to the water strengthens the park's role in linking the city to its natural setting. This connection not only enhances the visitor experience but also supports broader ecological and recreational integration goals, allowing the park to become a green gateway that celebrates Little Rock's relationship with its riverfront.



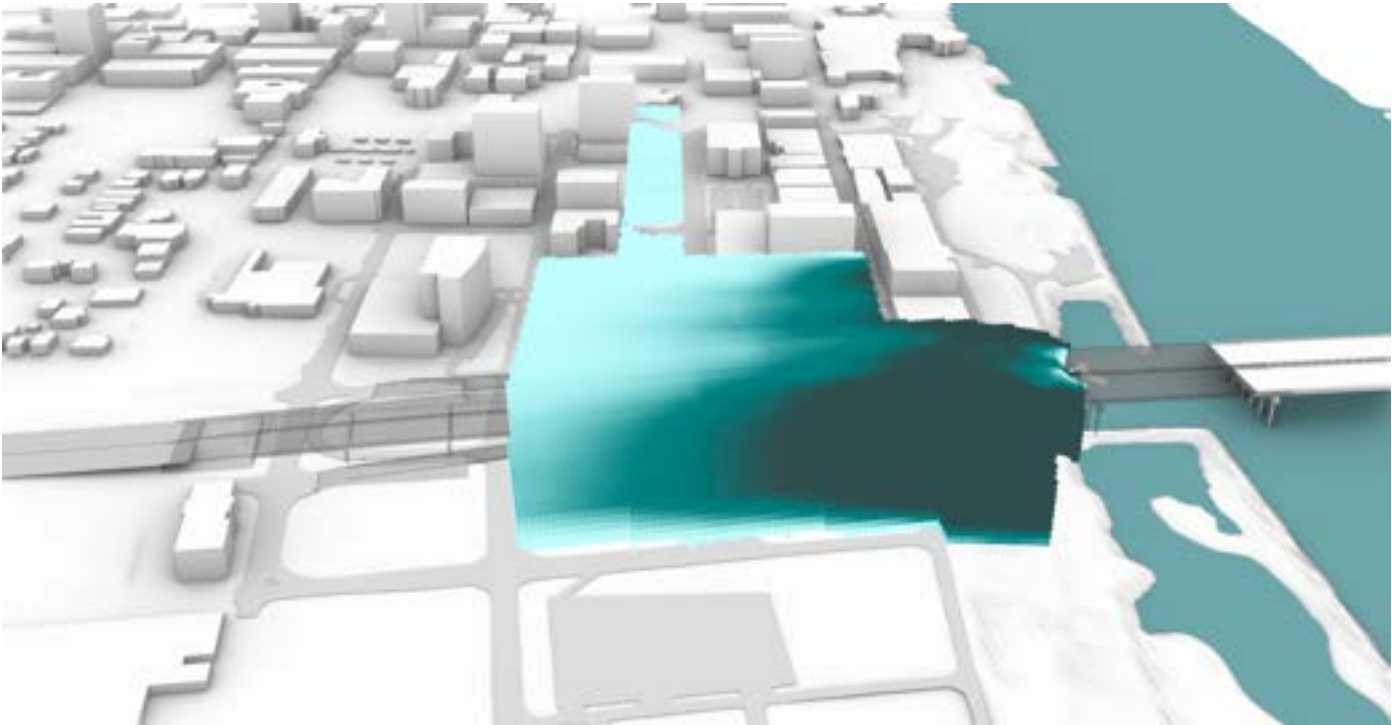
Views from the ground level



Views from the 4-story high



Views from the 2-story high



Views from the 8-story high

CONNECTIVITY

Existing Site Connectivity
Rambles to the River
Stitch and Reconnect
Potential Gateways
Parking Spaces



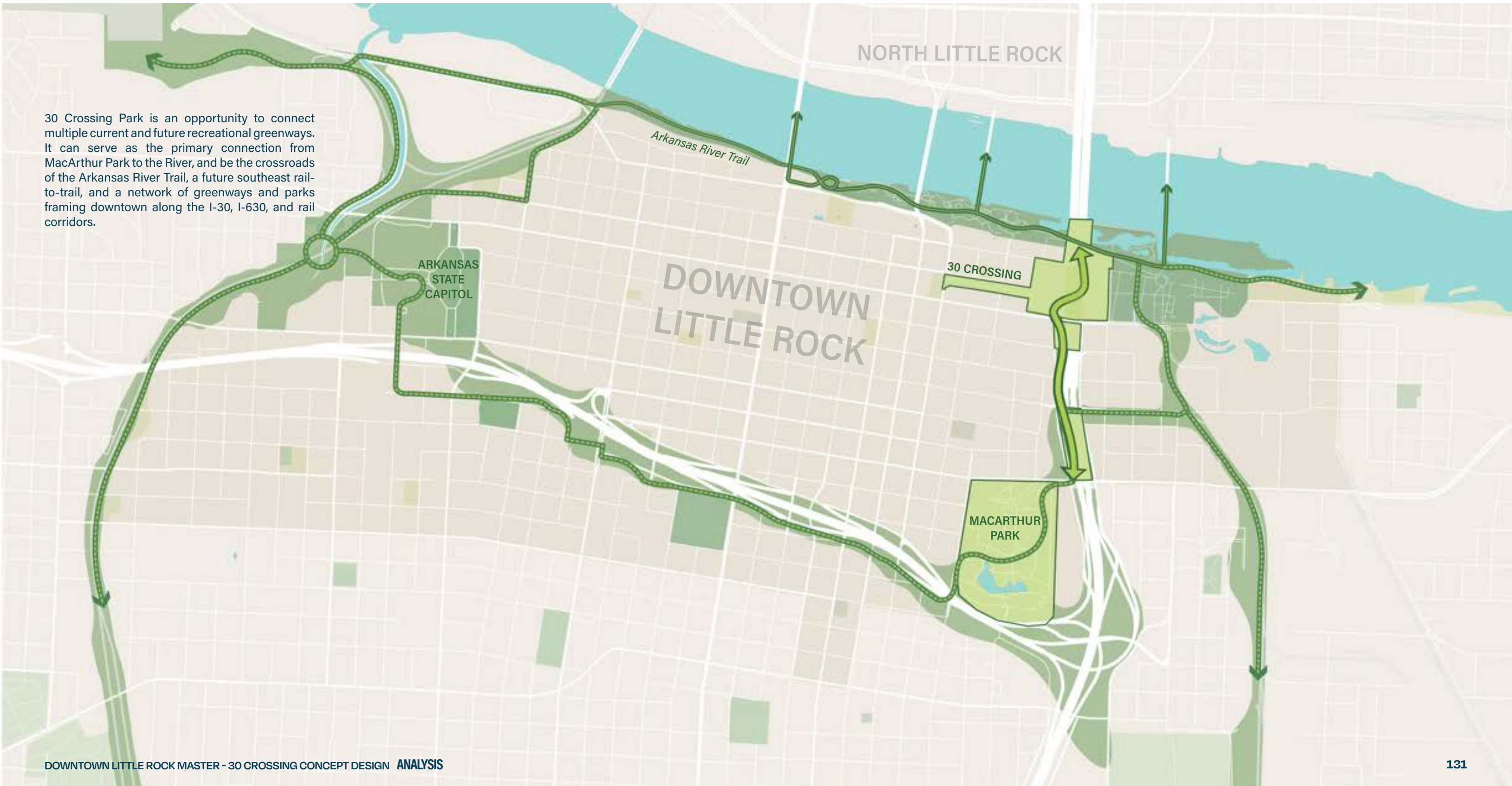
A New Destination in Downtown

The site of 30 Crossing Park was the primary downtown connection to I-30. With the revised I-30 bridge, this land is cleared and available for the Little Rock community to use once again. While this central location makes the space an essential place for connection, such as connecting the parks network to the river, or connecting cultural institutions separated by I-30, it has also made this place a 'back of house' space as successive generations of buildings turned their back on the access roads and I-30 on-ramps. To overcome this challenge, enhance the existing context, and enliven downtown, this space needs to become a clear, iconic destination in its own right. This place will encourage new and redesigned buildings to open onto the park as an amenity space for the downtown community.

To achieve this, the park design must be informed by the existing context - what local and regional trails, what transit routes, what parking areas will serve this space, and how access to the site will be open and welcoming to all. We must understand the key gateways to the park to begin to understand their unique characters and identities, and how that will help inform the program's location within the park.

EXISTING SITE CONNECTIVITY

30 Crossing Park is an opportunity to connect multiple current and future recreational greenways. It can serve as the primary connection from MacArthur Park to the River, and be the crossroads of the Arkansas River Trail, a future southeast rail-to-trail, and a network of greenways and parks framing downtown along the I-30, I-630, and rail corridors.



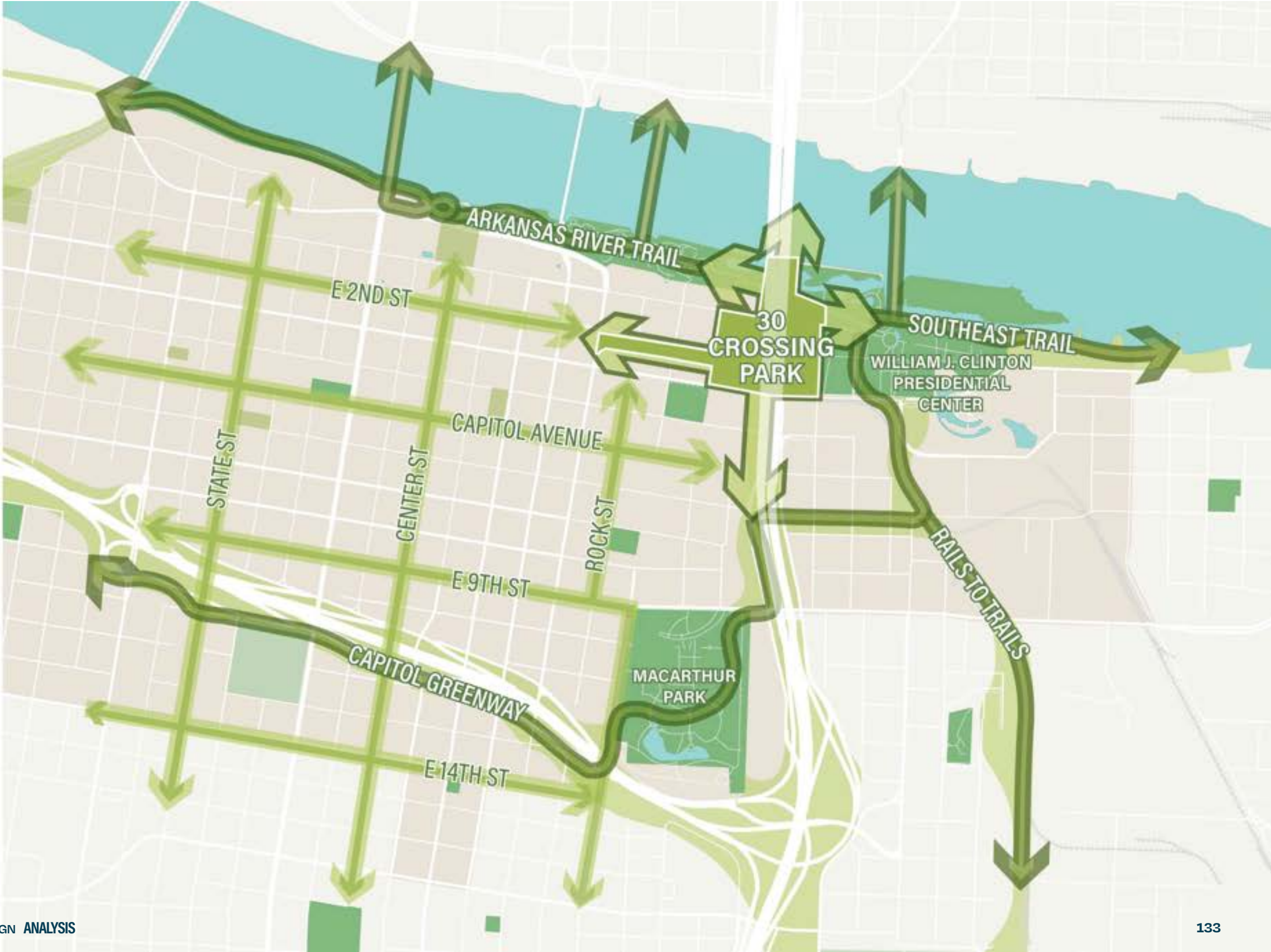
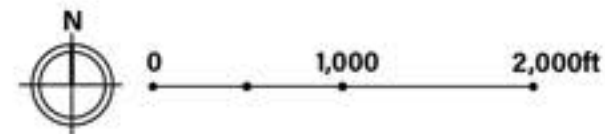
RAMBLES TO THE RIVER

Within the downtown district, 30 Crossing fills a gap between all these greenways, bicycle networks, and pedestrian-prioritized spaces, restitching the fabric of the downtown grid across the I-30 corridor.

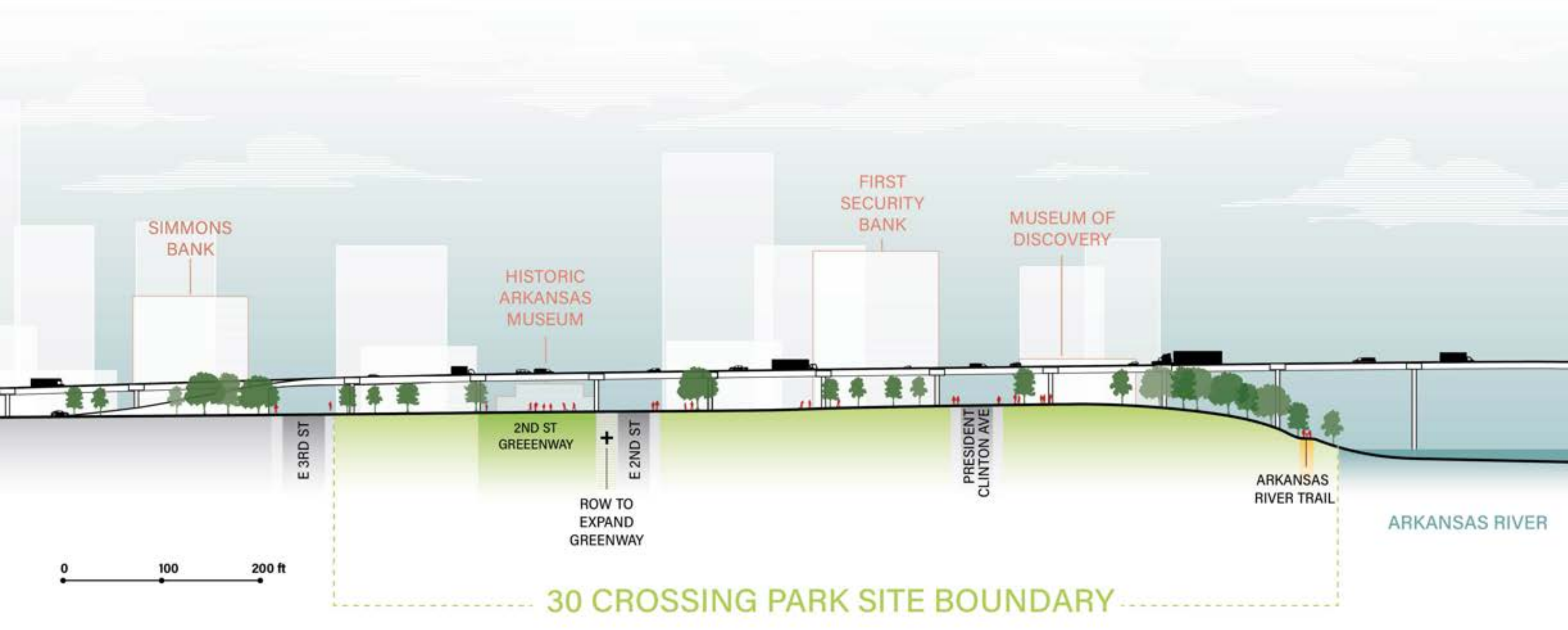
For more information on the downtown-wide Green Streets strategies, please refer to the Downtown Master Plan. This project investigates advancing those concepts within the smaller district level for the lands surrounding 30 Crossing Park.

When approaching the River from the south, the city slowly slopes up to the river corridor, making it difficult to see the physical connection to the river until one is at the ridge between downtown and the riverbank. This threshold provides a sense of drama, as a reveal of the river, when approaching from downtown, but also a challenge. Communicating clear wayfinding and identity to understand access to the River will be important, as will working with topography, overlooks, or even observation towers to ensure the core of the park has a visual identity associated with the riverfront.

- ➡ Keystone Connections
- ➡ Existing & Proposed Regional Trail Network
- ➡ Priority Green Street



RAMBLES TO THE RIVER



STITCH AND RECONNECT



When the land was acquired for I-30 through eminent domain, the lands taken were occupied by the city, rail, and private property owners, with a downtown urban grid fabric that was fully connected. I-30 changed that, creating a barrier for pedestrians and vehicles from connecting between the downtown and River Market to the East Village. Through the 30-Crossing underpass park, this project is an opportunity to reconnect these neighborhoods.



POTENTIAL GATEWAY

This map identifies the key park gateways to the broader community and informs the character and context of each gateway for the basis of the park concept design.

 Park Gateways

 Key Commercial Edges

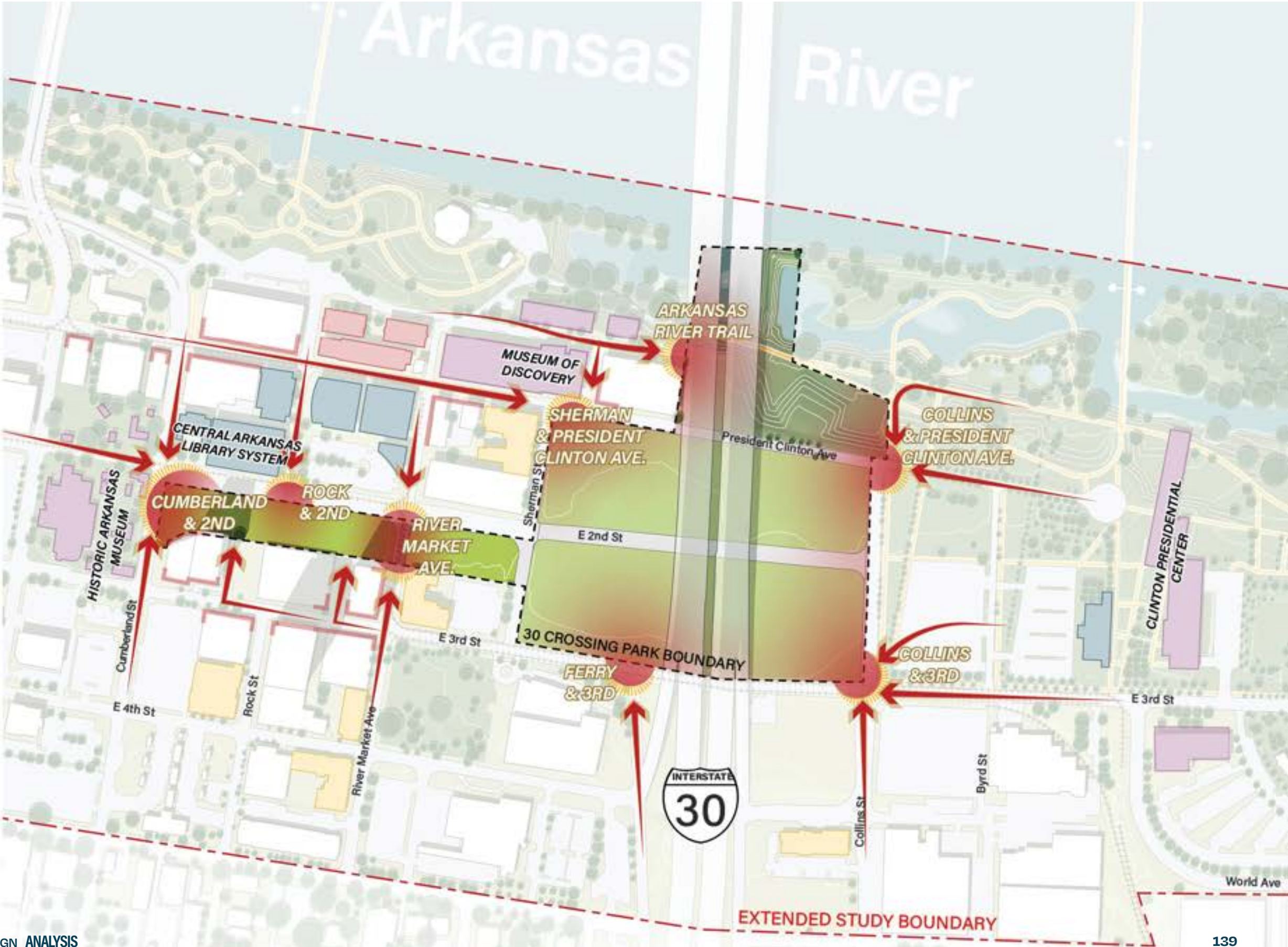
Building Uses

 Retail

 Hotel

 Education

 Museum



PARKING SPACES



NATURE & PHYSICAL ENVIRONMENT

Geomorphic Analysis

Ecological Analysis

Topography

Hydrology

Stormwater

Existing Site Utilities

Microclimate Analysis

Sun/shade analysis

Shade Impact & Opportunity

Noise



Intersection of Ecoregions

Little Rock is at a geologic, ecological, and historic crossroads. The Little Rock itself, within the Julius Breckling Riverfront Park in the urban district study area of this project, was the first large rock seen from river boats coming from downstream, signifying the transition from the Mississippi floodplains to the southeast to the Ouachita and Ozark mountains to the northwest. Because of this physical transition, plants and animals representing the broader state landscape can all be found thriving in and around Little Rock.

Understanding Microclimates

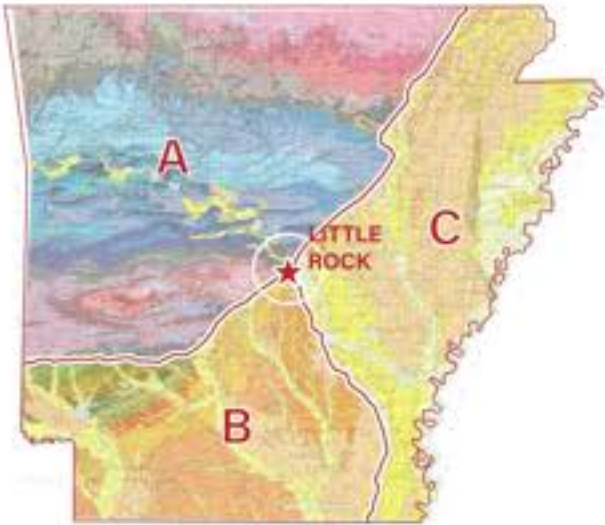
This landscape is not a pristine natural space - it is a complex urban place, highly influenced by the surrounding asphalt hardscape, the I-30 Bridge, and the architectural urban context. Mapping the microclimates of the project will enable successful and thoughtful planting design, but also inform how we approach considerations such as shade and water features, in terms of size and location, to maximize the thermal comfort of park visitors.

Set Up a Base for Ecology

Given the current site at 30 Crossing Park is essentially a cleared and prepared site, with some temporary turf and tree plantings, we need to look to this regional context to understand which native plant communities this project could be inspired by and reintroduce or restore in a future park setting.

GEOMORPHIC ANALYSIS

Little Rock sits at the intersection of distinct geological provinces....



- A. Ouachita & Ozark Mountains**
Chain of folded sedimentary rocks formed by an ancient collision of continental plates. Dominated by repeating, parallel ridgelines and zig-zag ranges.
- B. Gulf Coastal Plain**
Upland alluvial deposits from less recent geological history, including limestone and chalk bluffs, small hills and plateaus.
- C. Mississippi Embayment**
Alluvial plains created by the meandering of the Arkansas and Mississippi Rivers in recent geological history. Dominated by shallow oxbow lakes and bayous.



ECOLOGICAL ANALYSIS

Little Rock sits at the intersection of four Ecoregions...



- A. Ouachita Mountains
- B. Arkansas Valley
- C. South-Central Plains
- D. Mississippi Alluvial Plain

What is an Indicator Species?

Indicator species represent a high quality-value for environmental condition of interest. Presence of certain amphibians, fish, and aquatic insects can indicate good water quality, while pollinators can indicate healthy terrestrial ecosystems.

Birds

Northern Mockingbird
Mimus polyglottos
State Bird

Great Egret
Ardea Alba

Red-cockaded Woodpecker
Leuconotopicus borealis

Bald Eagle
Haliaeetus leucocephalus

Fish + Amphibians

Blue Catfish
Ictalurus furcatus
State Fish

Fourche Mountain Salamander
Plethodon fourchensis

Alligator Gar
Atractosteus spatula

Emerald Bowfin
Amia ocellicauda

Insects

Western Honeybee
Apis mellifera
State Insect

Diana Fritillary
Speyeria diana
State Butterfly

Stoneflies
Plecoptera

Mammals

Eastern Red Bat
Lasiurus borealis

North American Beaver
Castor canadensis

White-tailed Deer
Odocoileus virginianus
State Mammal

American Black Bear
Ursus americanus

Bobcat
Lynx rufus

Flora

Shortleaf Pine
Pinus echinata

Post Oak
Quercus stellata

Mockernut Hickory
Carya tomentosa

American Water-Willow
Justicia americana

American Sycamore
Platanus occidentalis

Black-Eyed Susan
Rudbeckia hirta
State Flower

Apple Blossom
Pyrus coronaria

Eastern Cottonwood
Populus deltoides

Loblolly Pine
Pinus taeda
State Tree

Bur Oak
Quercus macrocarpa

Bald Cypress
Taxodium distichum

Water Tupelo
Nyssa Aquatica

American Lotus
Nelumbo lutea

Key Indicator Species

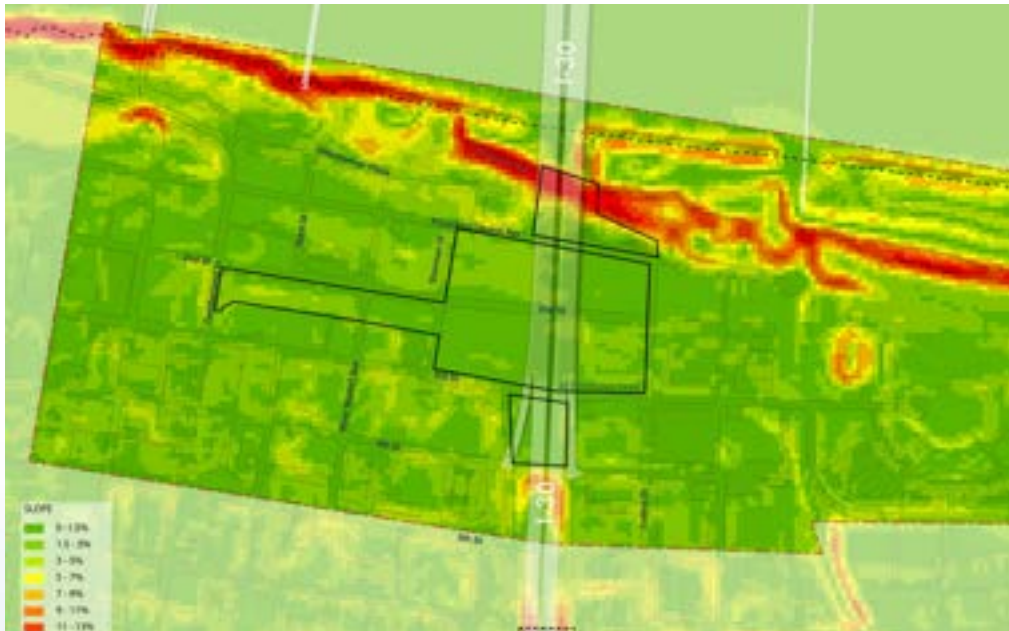
OUACHITA MOUNTAINS

ARKANSAS VALLEY

SOUTH-CENTRAL PLAINS

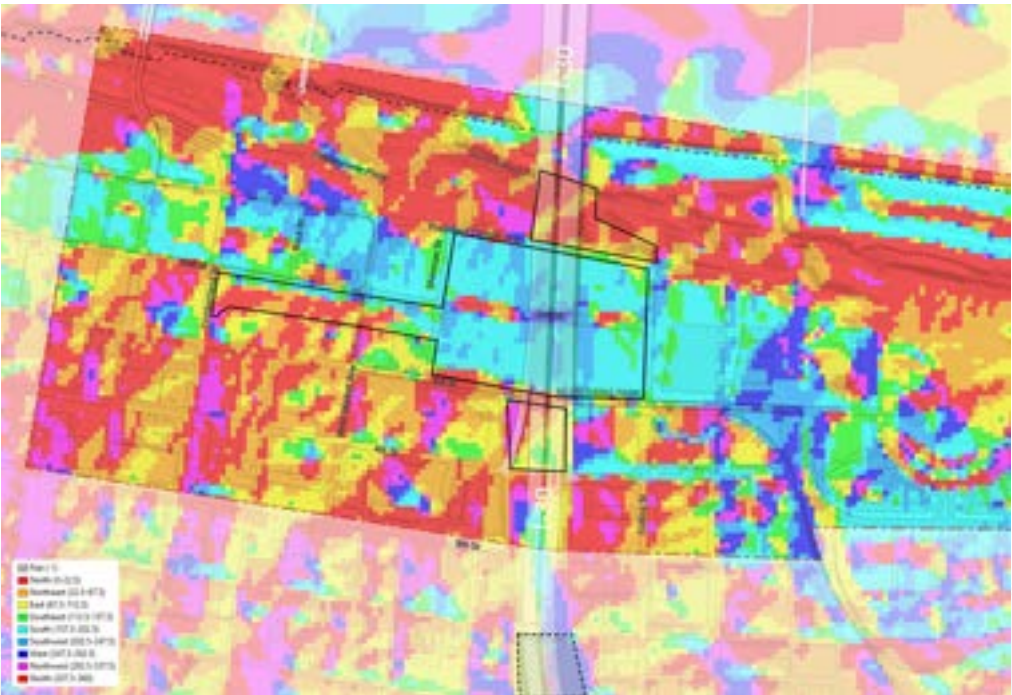
MISSISSIPPI ALLUVIAL PLAIN

TOPOGRAPHY



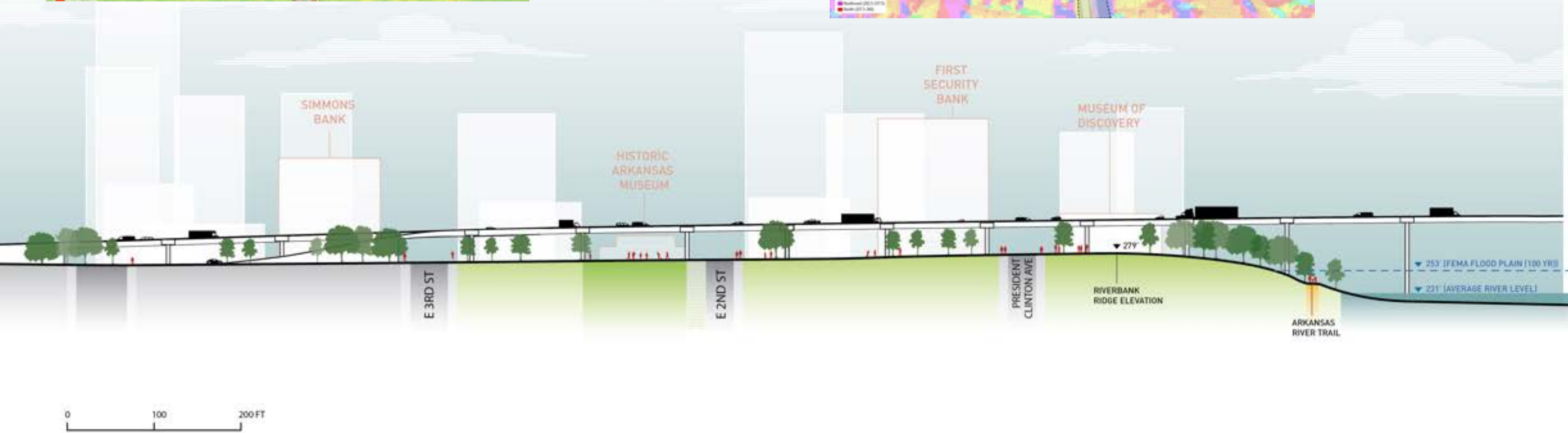
Slope

The slope refers to the steepness of topography. As this diagram shows, the site feels relatively flat until the riverbank, where it transitions to a 20-45% slope dropping 48 feet down to the river.



Aspect

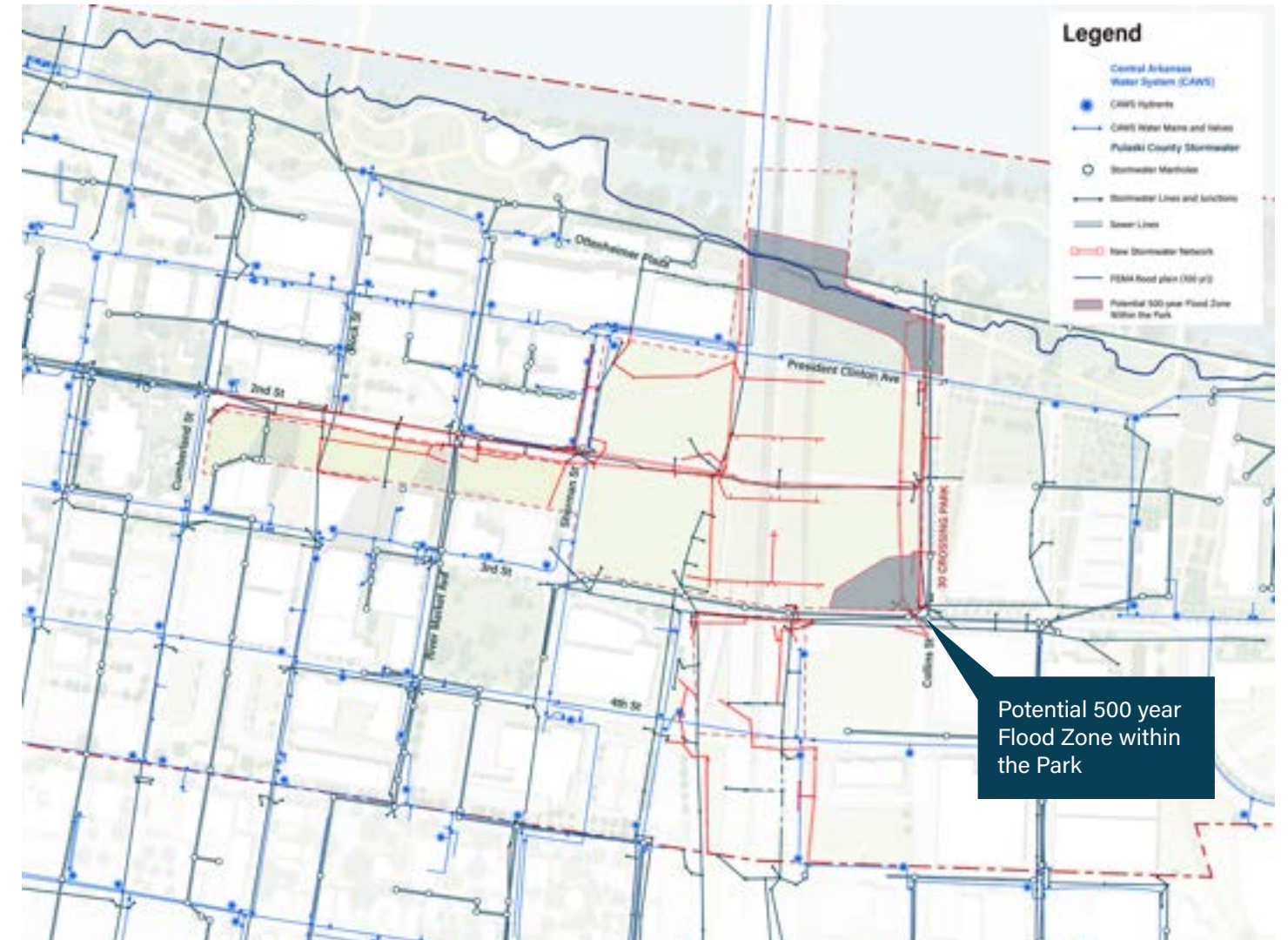
Aspect refers to the direction the slope of topography is facing. In this diagram, it is clear that the hill facing the river is primarily north-facing, while the remainder of the park faces south, away from the river.



HYDROLOGY



STORMWATER



Micro-Watersheds & Stormwater Drainage Systems

The runoff on the site is divided by the ridge at the riverbank. Everything north of the ridge sheds directly to the Arkansas River. Everything south of the ridge drains to the southeastern corner of the site, where the stormwater sewer collects it, and is ultimately routed north for release into the Arkansas River.

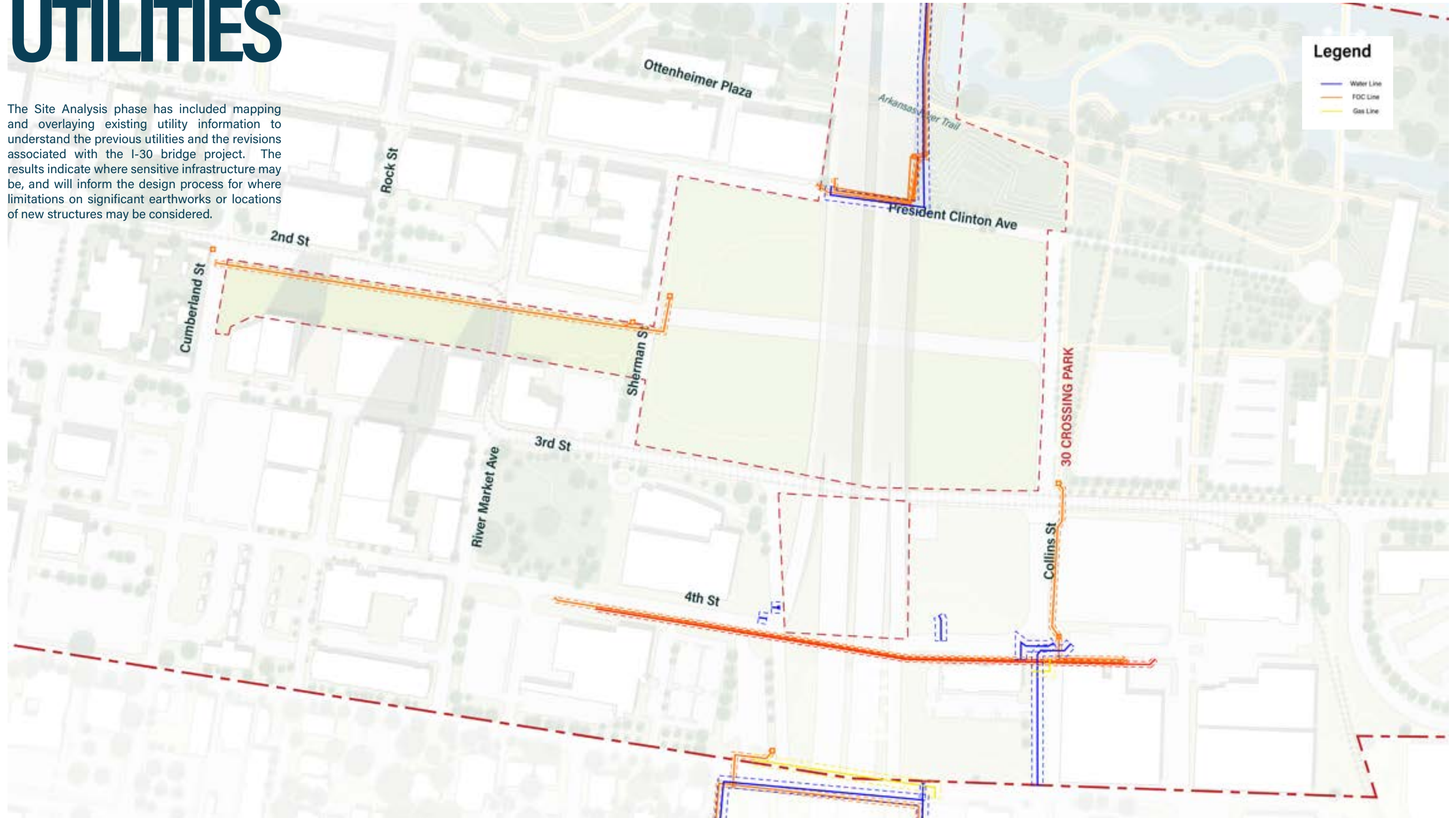
Fortunately, the FEMA flood plan is low enough, approximately at elevation 253 at 30 Crossing Park, to not have a regular impact on the park south of the riverbank, with

the most likely impact being backed-up stormwater outlets. Having the capacity to store and delay 10-year storm rainfall on site for a minimum of 24 hours will be a reasonable basis of design to account for this risk.

The reconstruction of Little Rock after the Flood of 1927 was based on a 33-foot flood height. If a flood of that magnitude came again, the anticipated crest would fall at 264 feet elevation, still 15 feet below the riverbank edge, but meeting the elevation at the southeastern corner of the park. Designing the southeastern corner to be flood-tolerant landscaping would be prudent.

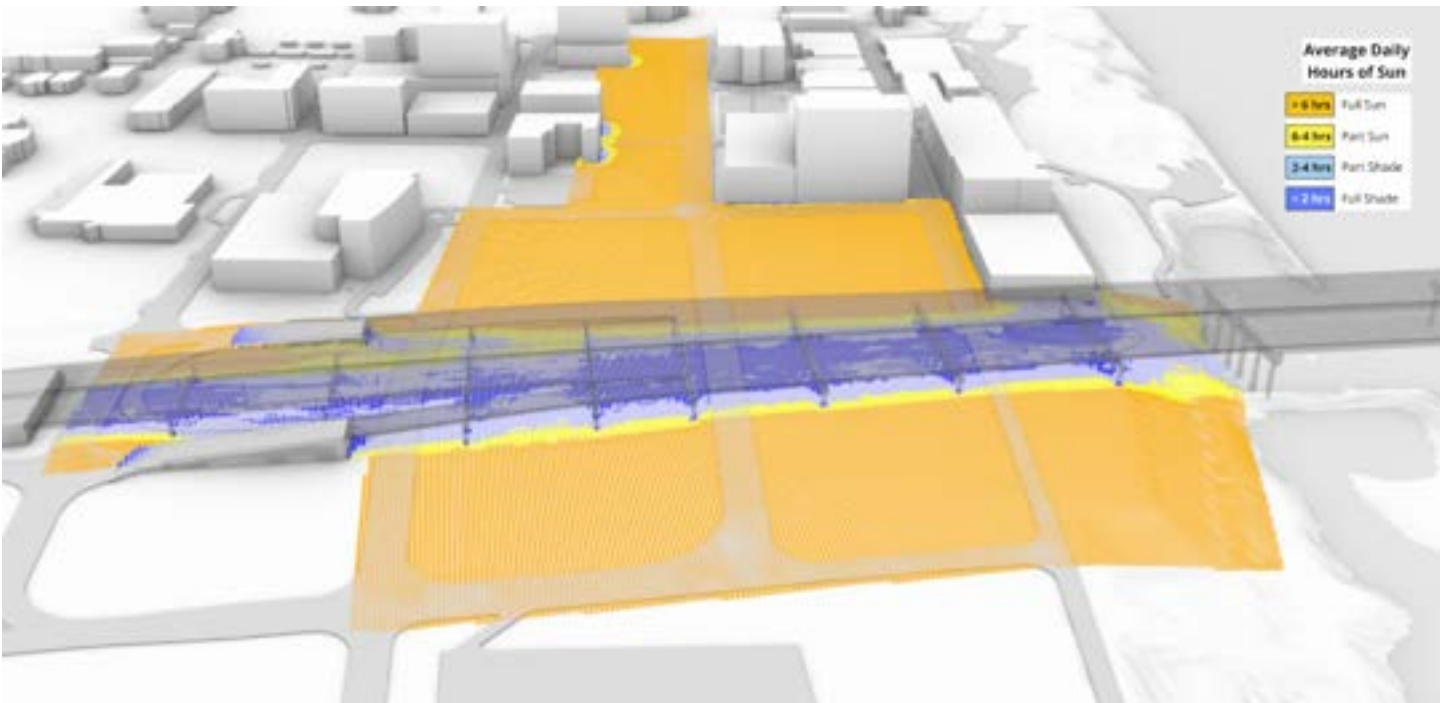
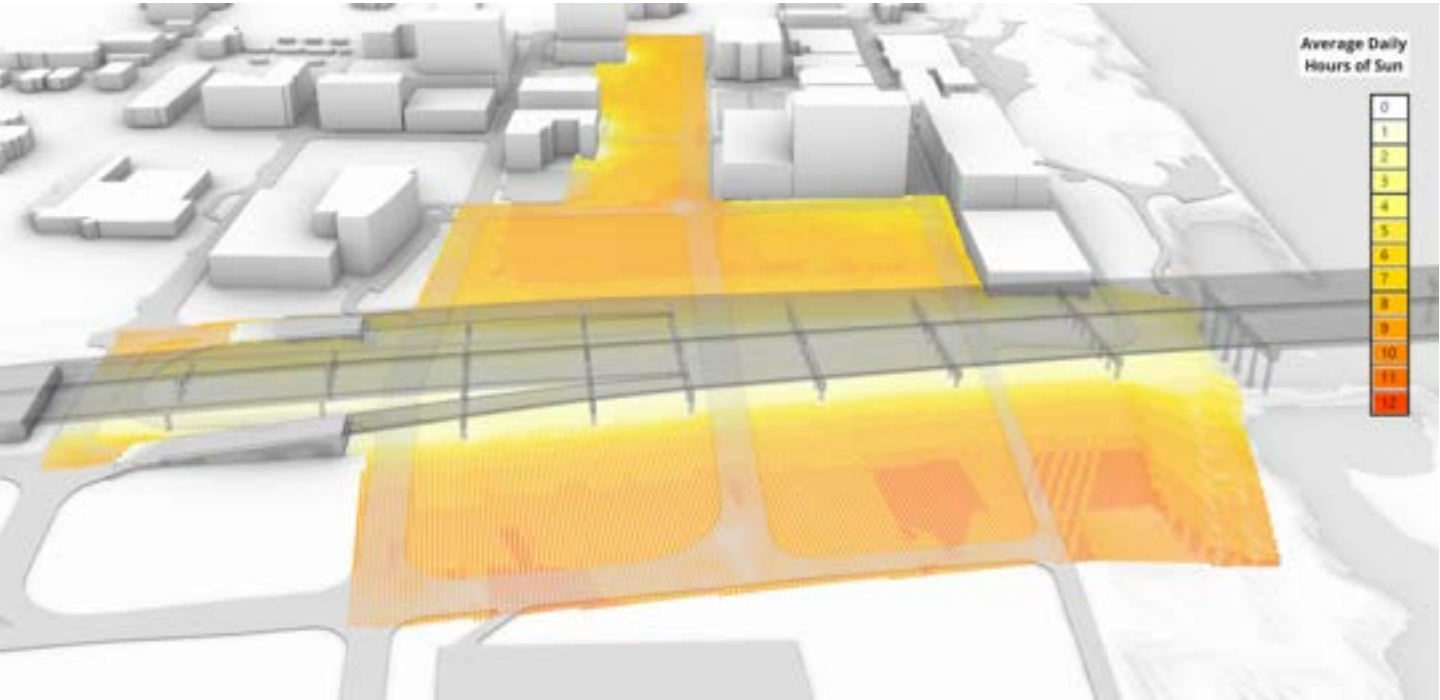
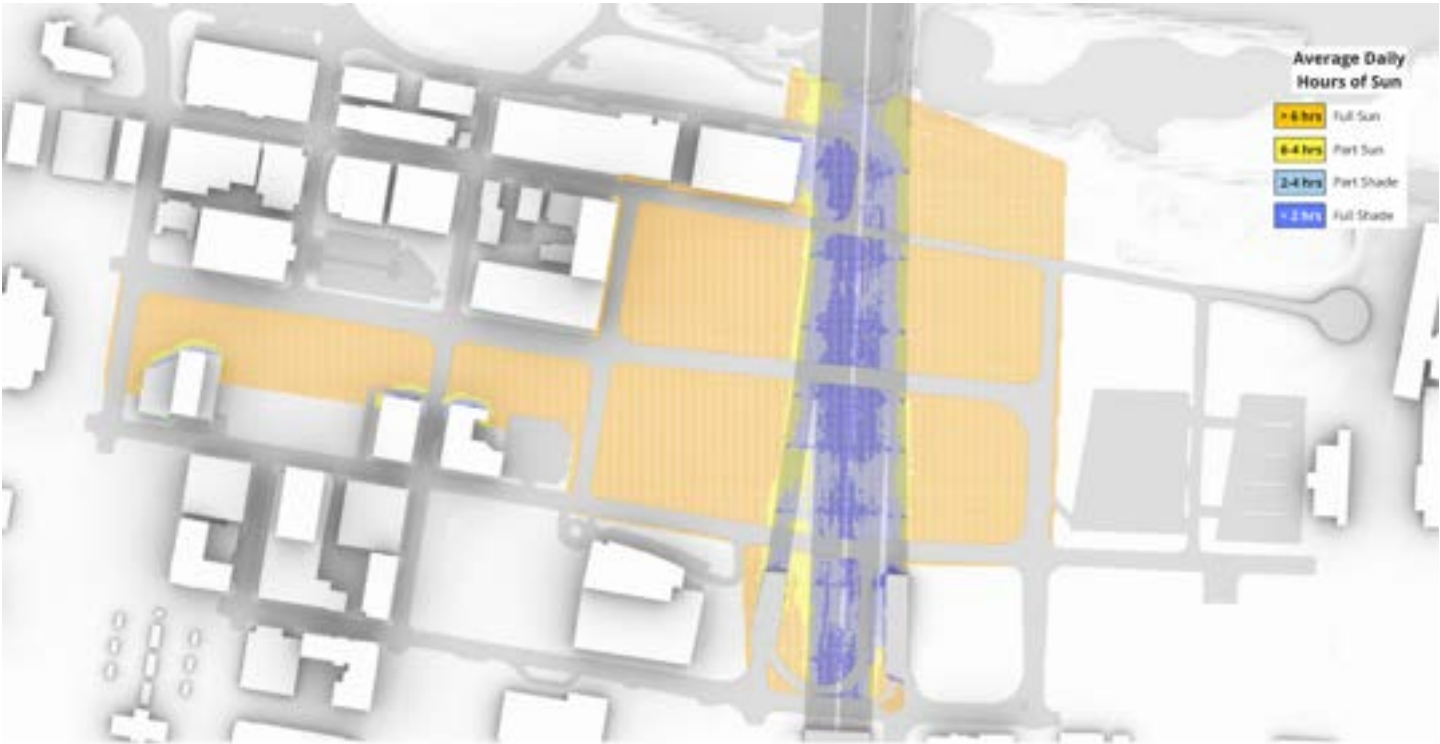
EXISTING SITE UTILITIES

The Site Analysis phase has included mapping and overlaying existing utility information to understand the previous utilities and the revisions associated with the I-30 bridge project. The results indicate where sensitive infrastructure may be, and will inform the design process for where limitations on significant earthworks or locations of new structures may be considered.

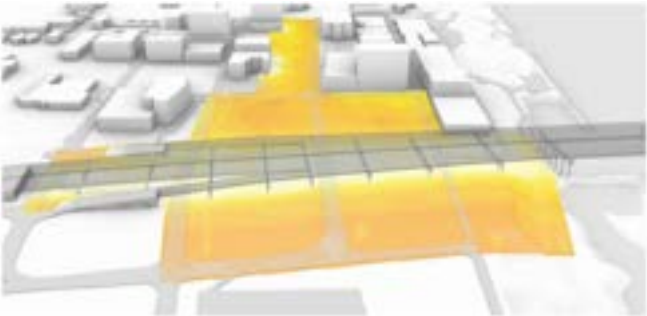


SUN/SHADE ANALYSIS

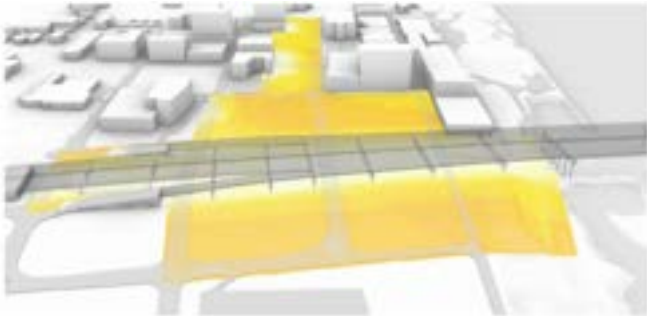
This diagram shows the distribution of sun and shade across the site, with the vast majority of the site not directly under the bridge receiving full sun, from a horticultural perspective. Under the edge of the bridge, there are still areas with partial shade and full shade, with enough ambient light to support carefully selected plants.



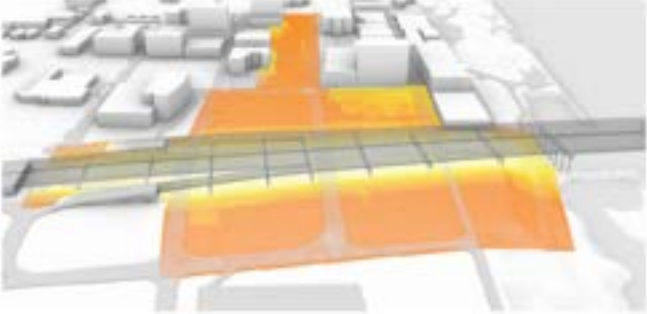
FALL (SEP-NOV)



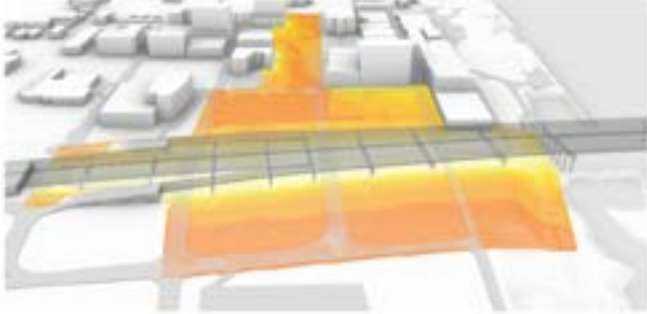
WINTER (DEC-FEB)



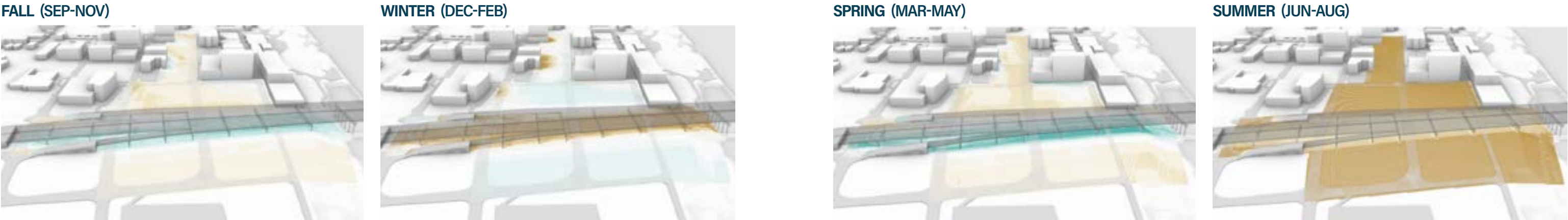
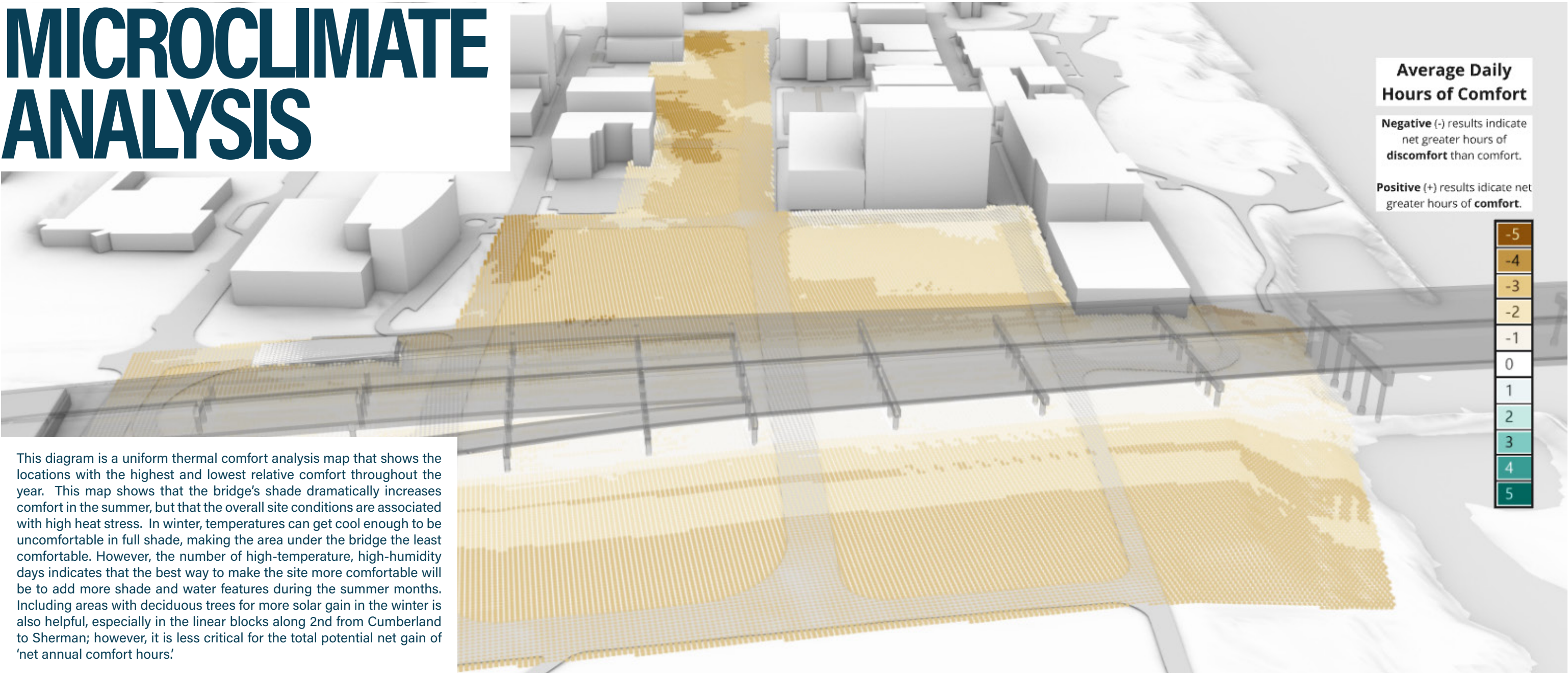
SUMMER (JUN-AUG)



SPRING (MAR-MAY)



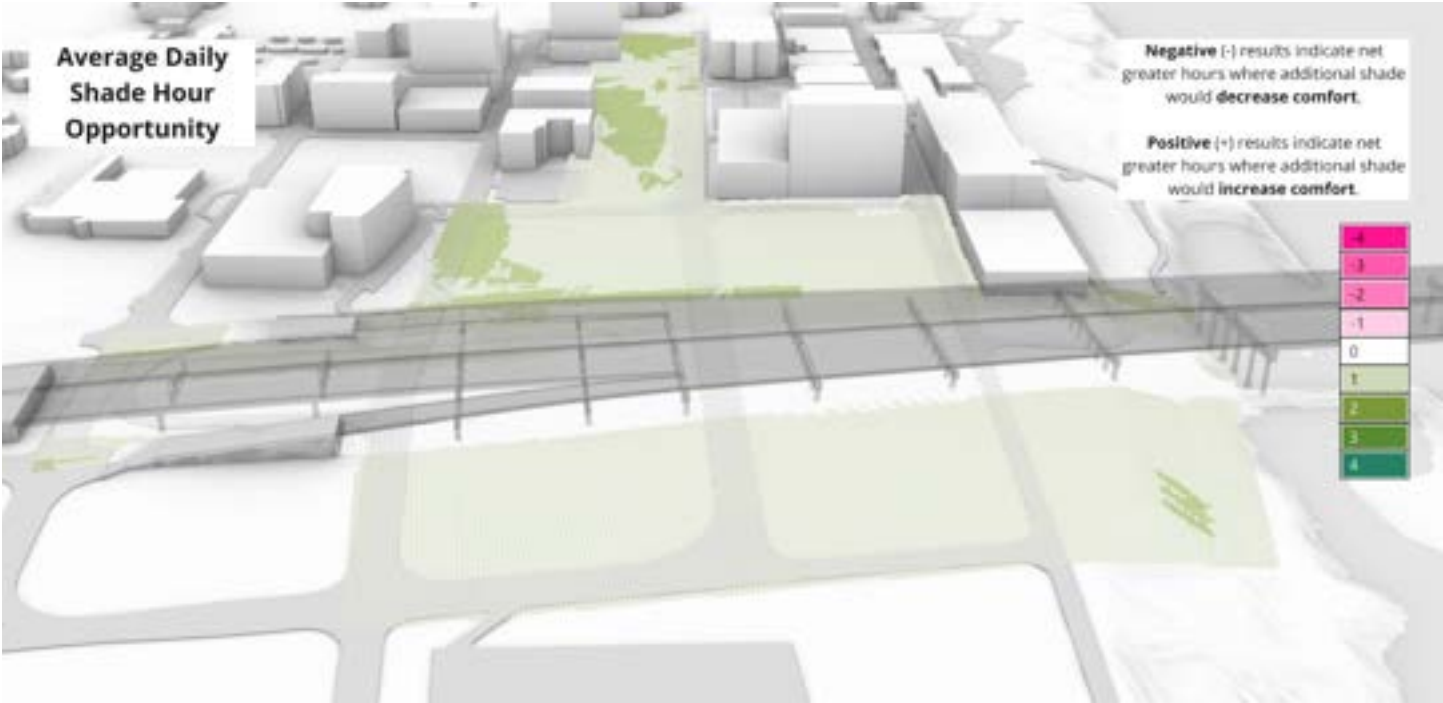
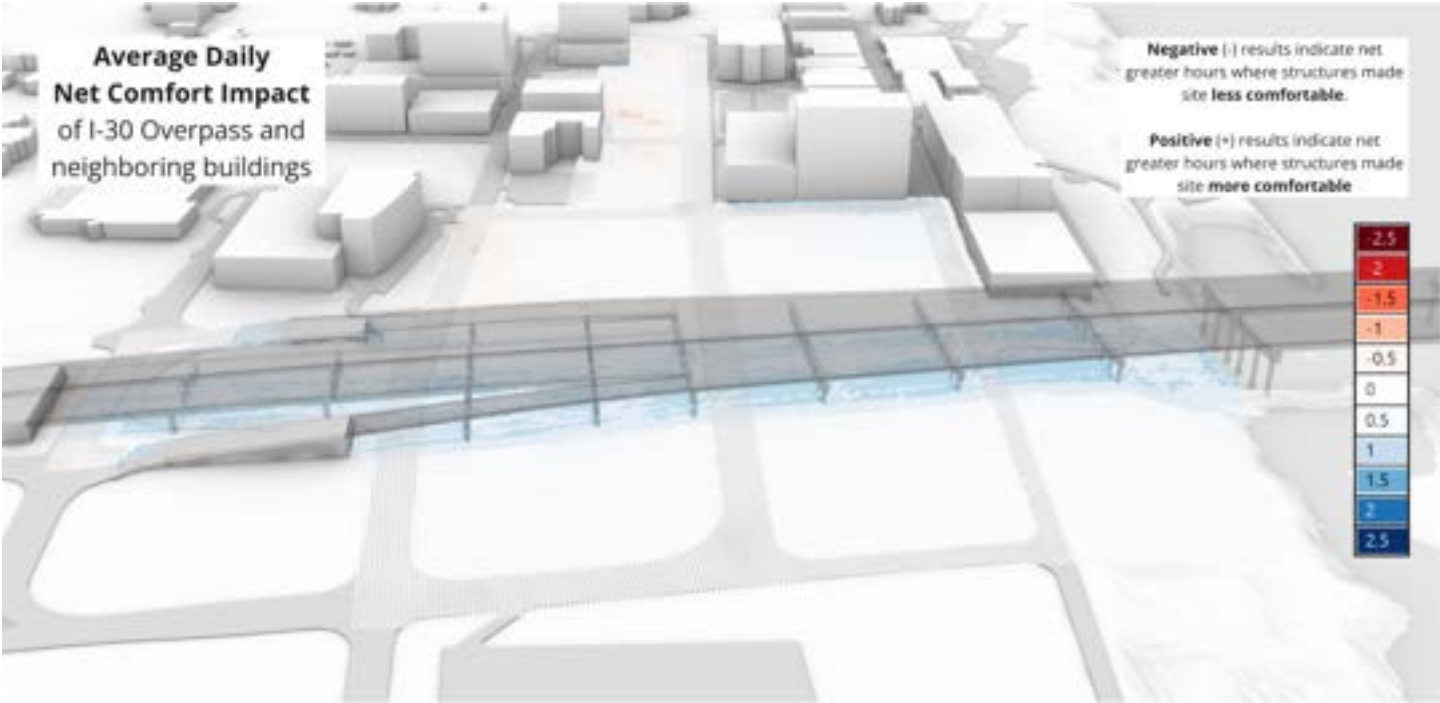
MICROCLIMATE ANALYSIS



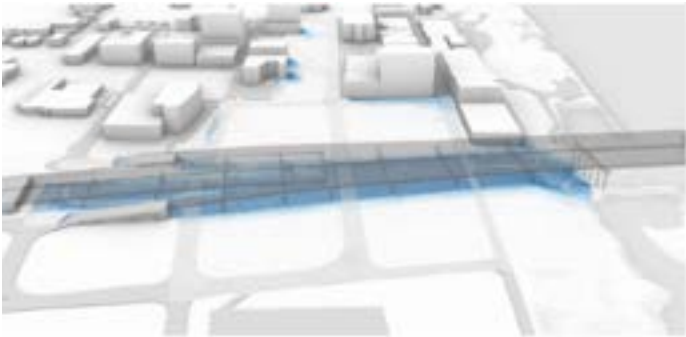
SHADE IMPACT & OPPORTUNITY

The maps to the left show the net impact of site structures on year-round and seasonal thermal comfort. The I-30 overpass makes the site more comfortable in all seasons but winter.

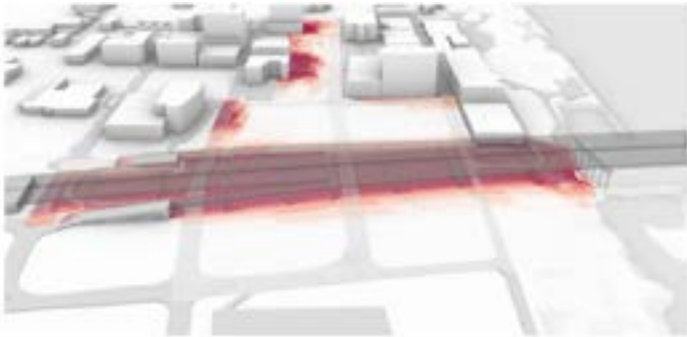
The maps to the right indicate where investments in shade for thermal comfort make the most and least sense. These results will inform several design propositions, including the recommended use of deciduous broadleaf trees to maximize summer shade and cooling and winter solar gain.



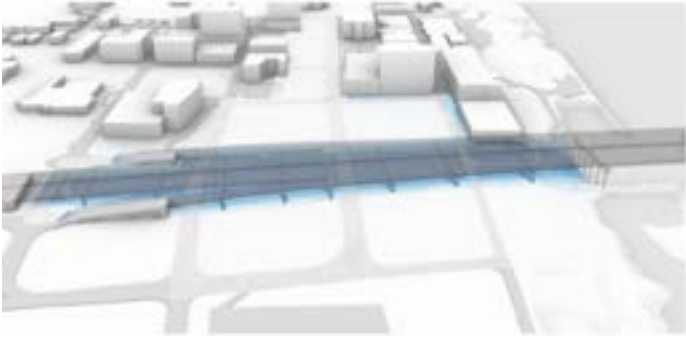
FALL (SEP-NOV)



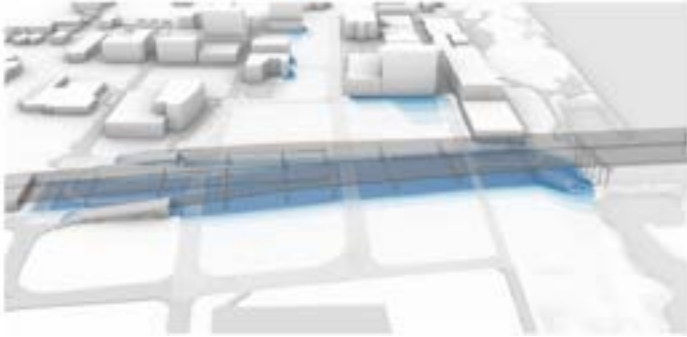
WINTER (DEC-FEB)



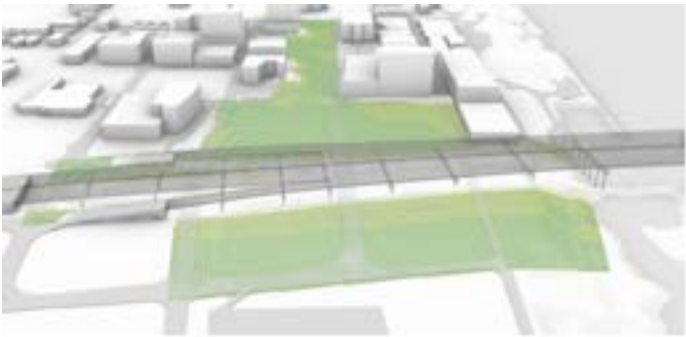
SUMMER (JUN-AUG)



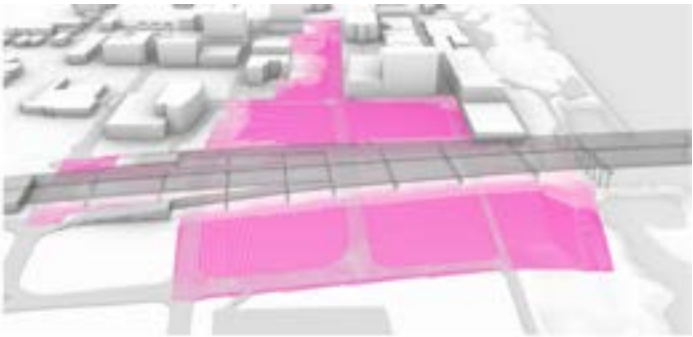
SPRING (MAR-MAY)



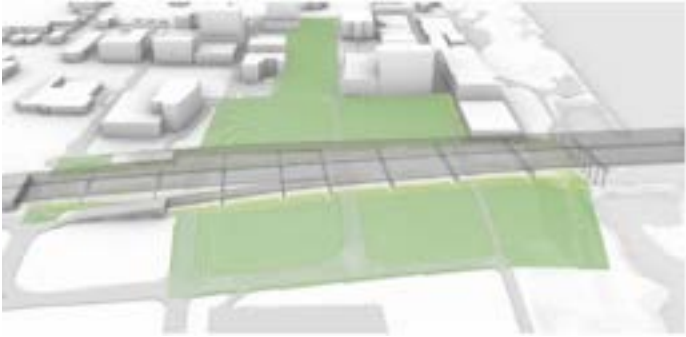
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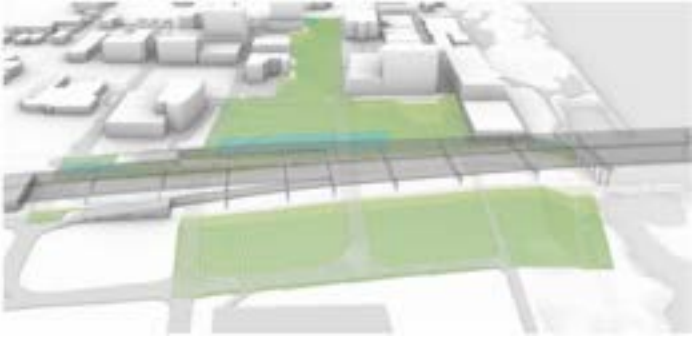
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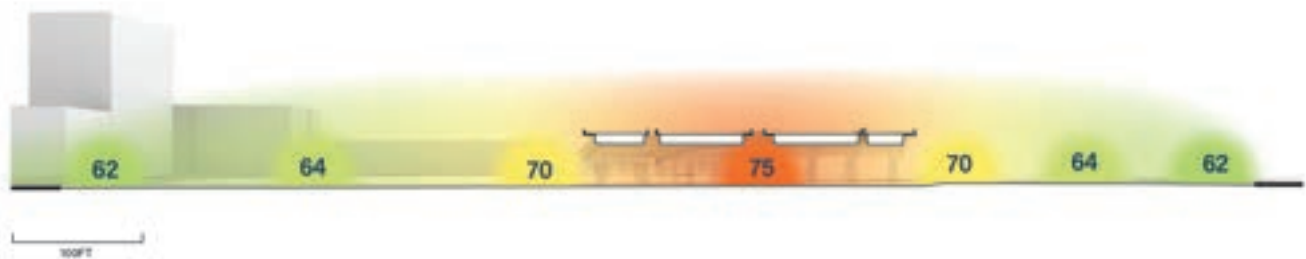
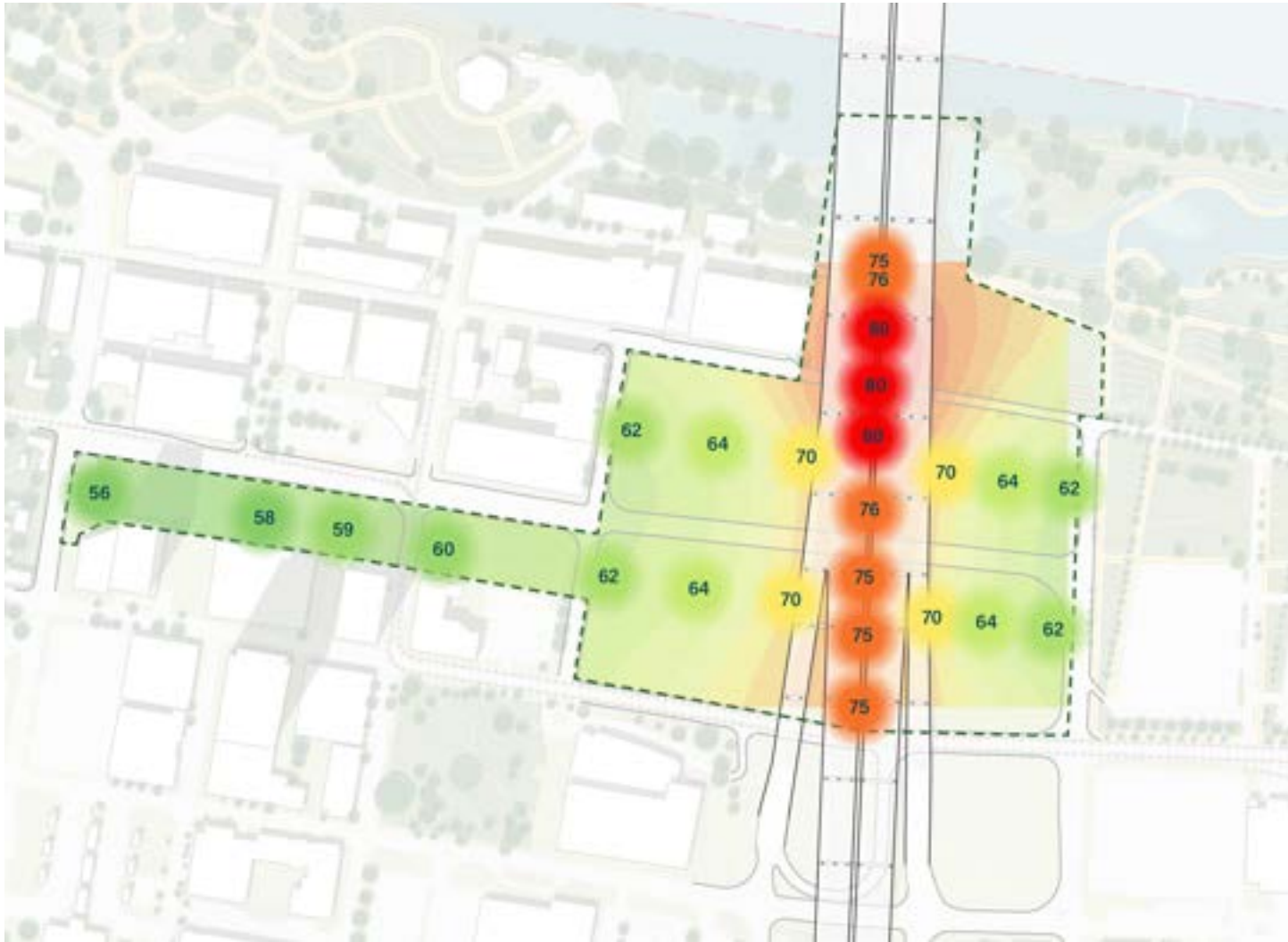
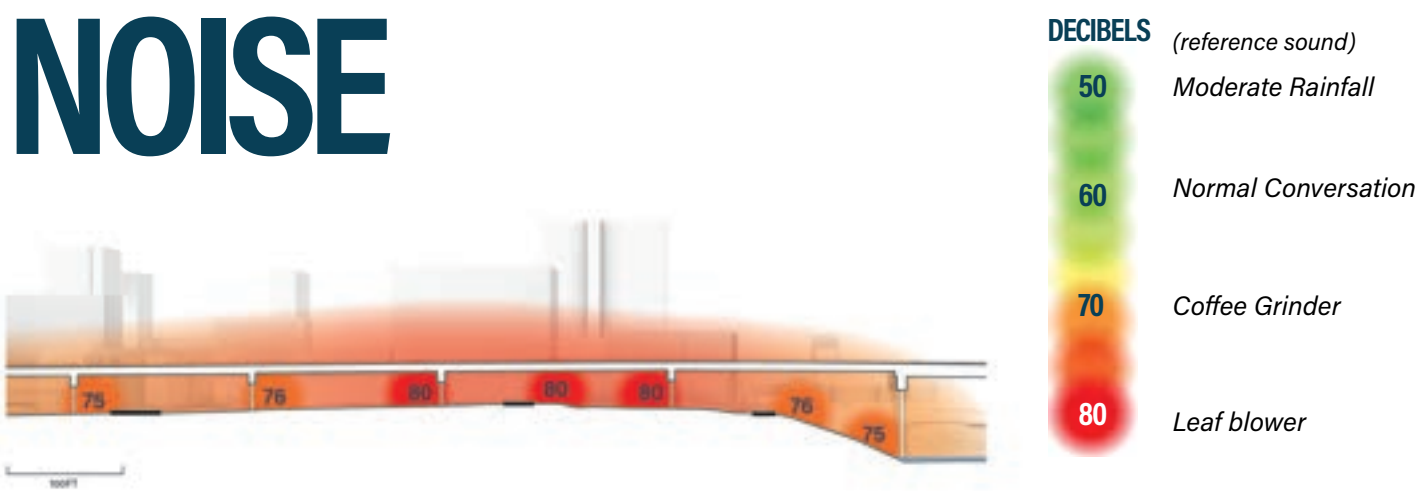
SUMMER (JUN-AUG)



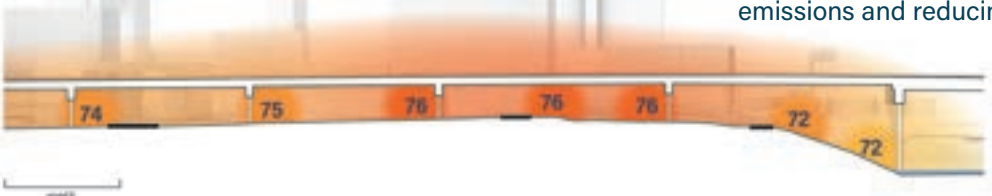
SPRING (MAR-MAY)



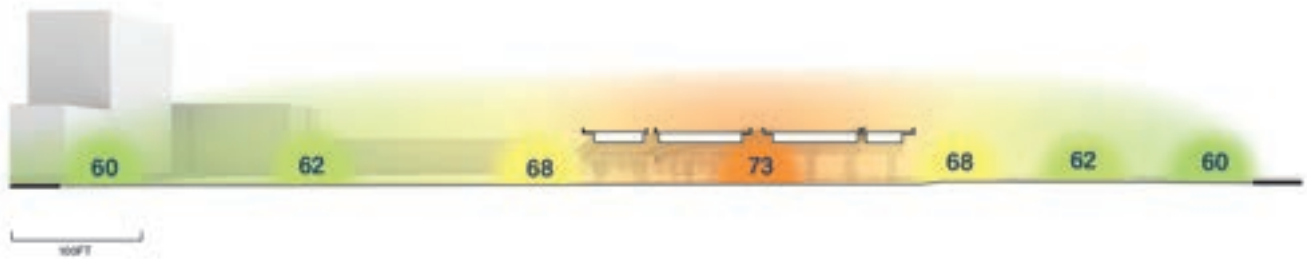
NOISE



These maps describe the noise conditions of the 30 Crossing park site - first, during rush hour at 8:30 am, and then at 11:00 am during regular morning traffic. Site-wide, noise levels (measured in decibels) drop by 1-3 points between the two measurement times. Noise is most significant near the I-30 overpass, with the northermost point of the site being the noisiest, where the overpass is lowest. During rush hour, noise can be uncomfortable under the bridge, and even during non-rush hour times, acoustic dampening will be



helpful. The bridge's noise profile is not just airborne noise from the top of the structure, but also structure-borne noise transmitted through the bridge, so the loudest areas are directly under the bridge. This is amplified by the reflection between the round and the bridge, causing reverberation, or echoes. This means traditional acoustical walls or panels on the sides of the bridge will not help with the main problem. Instead, an acoustical damping system under the bridge will be more helpful for absorbing both structure-borne sound emissions and reducing reverberation.



REGULATORY BASIS OF DESIGN

Constraints



Understanding the Regulatory Basis of Design

The disposition of the land at 30 Crossing Park is subject to the approval of the authorities with jurisdiction over that land. As of the writing of this report, this land is owned by the Arkansas Department of Transportation (ARDOT), and falls within their defined Right-of-Way (ROW). The Department's rules and guidelines for this land, subject to their internal policies and state law, govern what is feasible with this land. The City of Little Rock will need to enter into a lease agreement with ARDOT to create a park and public space.

In addition to ARDOT, additional authorities with jurisdiction include the City of Little Rock Public Works Department regarding water and stormwater utilities and maintenance of surface roadways, and Entergy Arkansas for electrical infrastructure. Multiple telecom providers may have lines in or near the project site. For all utilities, this report recommends 10' offsets from wet utilities and 5' offsets from known dry utilities, for the location of any new architectural program, significant structures, or more than 3' of grade change.

What is Possible?

- All proposed programs and amenities in the ARDOT right-of-way (ROW) require ARDOT review and approval.
- At the time this report was prepared, several key programs were potentially compatible with an airspace lease agreement between the City and ARDOT.
- Turf spaces, softscape, grading changes.
- Sports Courts & Fields

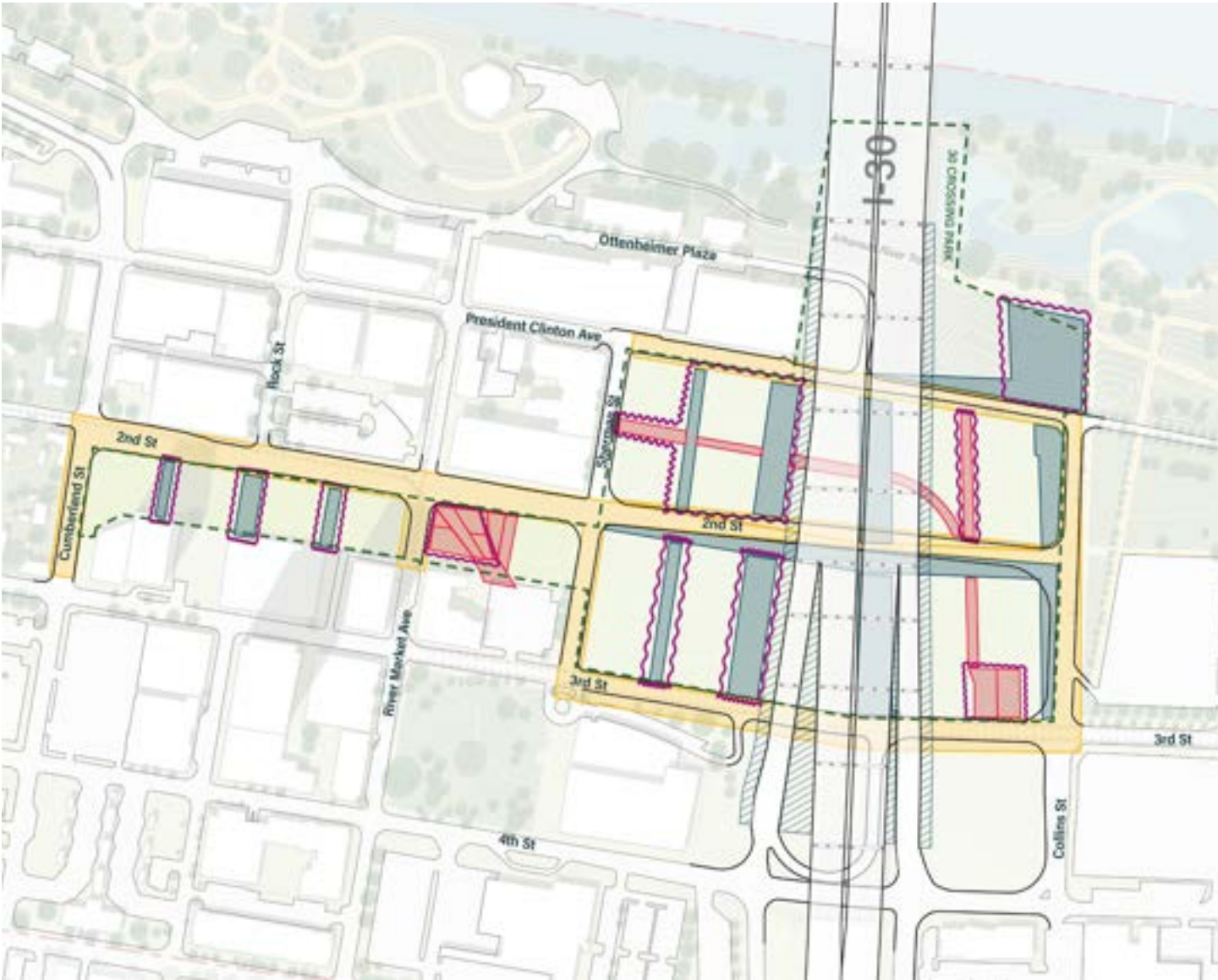
- Pathways
- Park programs and amenities.
- Park structures, such as restrooms and buildings, will require special attention in review and must be located away from the I-30 Bridge.
- Within the future lease agreement, structures required to be temporarily relocated to enable bridge maintenance would be the responsibility of the City.
- Restriping 2nd Street to a 2-lane road with parking is potentially allowed with ARDOT review and approval.

What is NOT Possible?

At the time this report was prepared, certain limitations affecting future design considerations were identified due to the project's location within ARDOT ROW. These include:

- Commercial activities are not permitted within ARDOT ROW areas, in accordance with state guidelines.
- No permanent structures will be installed that the City would be unwilling to relocate or remove, if necessary, to accommodate ARDOT's maintenance responsibilities and obligations for Interstate 30.
- Avoid grading changes that may affect the integrity or stability of bridge foundations.
- Roadway modifications should be carefully evaluated to ensure continued compliance with ARDOT's NEPA-approved traffic modeling assumptions.
- Roadway revisions that would impact the ARDOT NEPA traffic model compliance.

CONSTRAINTS



Right-of-Way

This map shows the overall boundary of the ARDOT right-of-way (ROW), with lands used as City Streets in yellow, former City-owned land in blue, and former rail-owned land in red.



NEPA Constraints

The NEPA model used for the I-30 Bridge project included surface streets in the traffic model. This model was based on a projection of growth to 2045 that required 2nd Street within the project study area to be upgraded to a four-lane road. All the curb lines surrounding the 30 Crossing park are tied to compliance with this traffic model. Temporary restriping may be feasible; however, ARDOT will reserve the right to require the City to revert to the on-site stripping today if traffic requires it. The current stripping is compliant with the 2045 traffic model projection used in the Interstate 30 widening project.



I-30 Bridge

The new I-30 bridge crosses this park, with columns touching down in the park. Those columns have a structural zone of influence on soils, and the bridge requires a minimum continuous maintenance space access alongside and under the structure.





Urban Framework

CREATING A GREAT URBAN DISTRICT

Creating a great urban neighborhood around the park is essential for the success of the future park. It will ensure daily life activity within the park, maximizing its use throughout the day. At the same time, delivering a great urban park will help to ensure a higher quality of life for the areas immediately adjacent to the park, driving reinvestment and new development. As a part of the development of the park's design, it was incumbent to understand the surrounding neighborhood's current and potential future relationship with the park space to ensure the two are synergistic in truly transforming Little Rock's River Market District.

This chapter outlines a vision for both the opportunity for infill development on underutilized properties within a few block radius of the park, while also laying out a vision for how public realm and street enhancements in the surrounding areas can help to reinforce the vision for the park and the Downtown Little Rock Master Plan. New development shown in this chapter is purely conceptual to understand development capacity and likely development outcomes. The six key principles outlined on the following page will be critical for any new development to consider and incorporate into their designs. These will help to contribute to a greater sense of place and ensure the best possible relation with the park.

While the improvements to streets and the public realm in the area outlined in this chapter are largely decoupled from the design of the park and are visionary in their designs, they will be essential for the long-term success of the district and the park itself. Reimagining several key corridors around the park with transformed street sections, high quality streetscapes and public realm, green infrastructure, and multimodal priority will ensure a safer, more comfortable and usable district and park. Due to the long-term and visionary nature of this plan, there remains some uncertainty as to future development options and opportunities, and several corridors are provided with alternatives that could be explored given different future development outcomes.

THE GOALS



Break Down Building Scale

Use material changes, facade modulations, and vertical articulation to break up building massing and maintain a pedestrian scale.



Front Porch Mentality

Employ setback ground floors, including colonnades, to support comfortable and engaging pedestrian environments that emulate the southern front porch ideal.



Active Ground Floors

Cluster active ground floor uses around park space and proposed BRT stops to create clear nodes of energy and ensure maximum leasing potential. Encourage live/work units, small storefronts, and local business spaces.



Orient to the River and Park

Orient building massing (including balconies and terraces) to the river and/or park. Locate elevated, residential courtyards along park space so long as podium floors create an urban edge at the pedestrian scale.



Disguise Parking

Disguise above-grade parking structures and integrate them into building facades through strategic material selection, creative massing design, and well-placed design elements.



Engaging Streetscapes

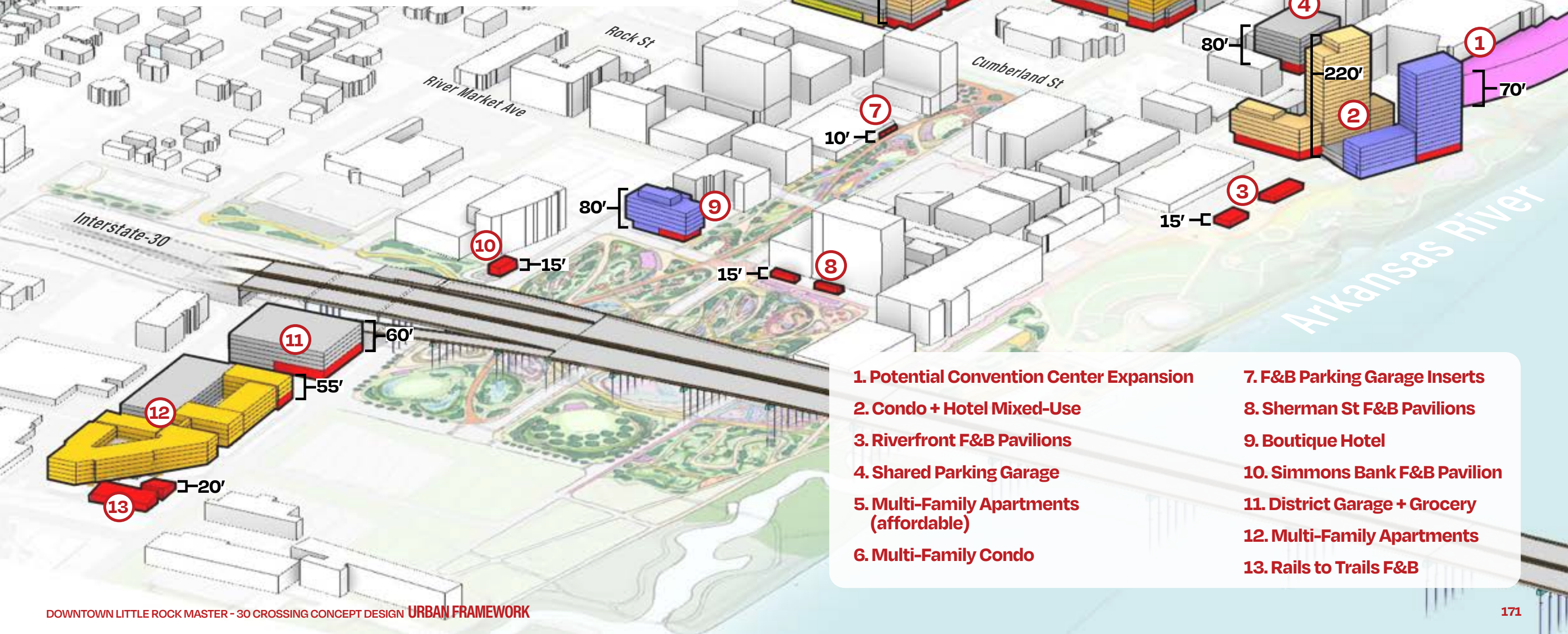
Design streetscapes to include wider sidewalks, ample greenery, comfortable seating, effective lighting, and public art.

BUILDING PROGRAM

Within three blocks of the future 30 Crossing Park are numerous surface parking lots and other vacant properties that all provide great opportunities to deliver infill development. As outlined in the Downtown Little Rock Master Plan, new residential is the highest priority to create sustained foot traffic that will help to drive activity in the park and the neighborhood seven days a week, throughout the year. The vision below identifies key sites where future apartments and condos could help to create a new residential base for the neighborhood.

New residential growth in the area, along with increased foot traffic and visitors driven by a successful park, will help to create enhanced demand for restaurants and

retail. Key edges to the park and the riverfront have been identified for priority sites for these uses to help better activate the park. Lastly, there is strong demand for new hospitality options in Downtown. As such, two locations have been identified for future hospitality, one serving as a large future hotel for an expanded Statehouse Convention center and the other, located adjacent to the park, could be ideal for a smaller format boutique hotel. Lastly, parking the park and future development will be critical. As such, there are ideal locations for future garages. A more detailed parking strategy is outlined on later pages in this chapter.



1. Potential Convention Center Expansion
2. Condo + Hotel Mixed-Use
3. Riverfront F&B Pavilions
4. Shared Parking Garage
5. Multi-Family Apartments (affordable)
6. Multi-Family Condo

7. F&B Parking Garage Inserts
8. Sherman St F&B Pavilions
9. Boutique Hotel
10. Simmons Bank F&B Pavilion
11. District Garage + Grocery
12. Multi-Family Apartments
13. Rails to Trails F&B

THE NUMBERS

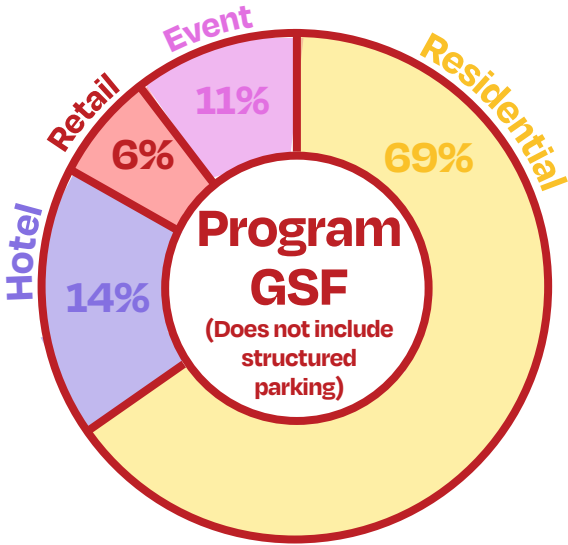


The opportunity to leverage underdeveloped public and private land around the 30 Crossing Park is huge. Across roughly 11 acres of surface parking lots, city-properties, and vacant land, there is an opportunity to build nearly 1,000 housing units (including condos, apartments, and potentially townhomes), over 500 hotel rooms, a 190,000 square foot expansion to the Statehouse Convention Center, and over 100,000 square feet of additional retail and restaurant space. This new development will help to reinforce the already great neighborhood that exists in and around the River Market while also helping to better stitch together the River Market District with Main Street as well as connecting the River Market to the emerging East Village area. While any development on the sites identified would require their own development plans and design processes, there is great potential for the 30 Crossing Park to be hugely catalytic in driving new investment in the area, reinforcing the sense of place and creating new vibrancy and activity that will help the entire district thrive.



The City-owned parking lot at 2nd St. and Scott St. is one opportunity site where the City can leverage its underutilized land holdings to create new urban fabric whose revenue can be used to help pay for operations and maintenance for the park.

- 1,632,030 GSF
- 940 housing units
- 540 hotel rooms
- 2,452 parking spaces
- 191,370 GSF potential convention space expansion
- 105,070 GSF retail



Full Build-Out										
Parcel ID	Parcel Area (ac)	MF Apt Units	Condo Units	Live/Work Units	Resi GFA (sf)	Resi Total Units	Event GFA(sf)	Hotel Keys	Retail GFA (sf)	Total GFA (sf)
varies	10.6+	*533	395	12	1,099,170	940	**191,368	540	105,070	1,632,033

*Assumes 187 affordable units on publically-owned parcel 5.

Parcel Metrics										
Parcel ID	Parcel Area (ac)	MF Apt Units	Condo Units	Live/Work Units	Resi GFA (sf)	Resi Total Units	Event GFA (sf)	Hotel Keys	Retail GFA (sf)	Total GFA (sf)
1	-	-	-	-	-	-	**191,368	-	-	191,368
2	1.63	-	182	-	227,040	182	-	400	7,475	409,515
3	0.4	-	-	-	-	-	-	-	6,640	6,640
4	0.39	-	-	-	-	-	-	-	7,000	7,000
5	0.97	*187	-	-	219,335	187	-	-	21,075	240,410
6	1.54	-	213	12	306,590	225	-	-	20,035	326,625
7	-	-	-	-	-	-	-	-	1,080	1,080
8	-	-	-	-	-	-	-	-	1,800	1,800
9	0.53	-	-	-	-	-	-	140	3,740	65,165
10	-	-	-	-	-	-	-	-	1,800	1,800
11	0.97	-	-	-	-	-	-	-	20,700	20,700
12	3.55	346	-	-	346,205	346	-	-	4,225	350,430
13	0.62	-	-	-	-	-	-	-	9,500	9,500

**Convention Center expansion assumes 4 floors.

Assumptions		
Building Use	Unit Size (sf)	Efficiency (%)
Resi - Multifamily Apartment	800	80
Resi - Condo	1,000	80
Resi - Live-Work	1,500	80
Resi - Townhome	2,000+	100
Hotel	350	80
Office	-	80
Retail	-	80

PARKING STRATEGY



Parking						
Parcel ID	Above Grade GFA (sf)	Surface GFA (sf)	Provided Stalls	Resi Req'd Stalls	All Other Uses Req'd Stalls	Notes
1	-	-	-	-	-	Convention Center self parks
2	97,200	-	299	273	419	Resi parks on site; hotel/retail partially parks on Parcel 4
3	-	-	-	-	17	Utilizes surface stalls located just south of building and nearby street parking
4	114,800	-	353	-	18	Shared Garage , parks Parcel 2
5	93,500	-	288	281	53	Resi parks on site; retail utilizes shared-parking approach
6	110,120	-	339	338	50	Resi parks on site; retail utilizes shared-parking approach
7	-	-	-	-	3	Parks in on-site garage
2nd St	-	-	60	-	-	Restriped with parallel parking in the park
8	-	-	-	-	5	Parks on 2nd Street or in District Garage
9	-	-	-	-	155 (valet)	Partially parks on Parcel 11 and in 2nd Street District Garage
10	-	-	-	-	5	Parks on 2nd Street or in District Garage
11	177,300	-	546	-	73	District Garage , 364 public stalls
12	174,000	-	535	519	11	Parks all on site
13	-	-	-	-	24	Retail utilizes a shared parking approach
Total			2,452	2,276	+176 stall surplus across district	

*UU Zoning (Downtown Little Rock) does not have parking minimums. However, parking ratios were assumed from Little Rock's zoning ordinance: Chapter 36, Article V, Division 11 for off-street parking and loading requirements.

**Parking reductions were not employed for transit proximity.

***Hotel assumption of 1 stall per key creates the biggest parking challenge in the district.

Assumptions	
Building Use	Parking Ratio
Resi	1.5/unit
Hotel	1/key
Office	1/400sf
Retail	1/400sf

Concerns about easy access and availability to parking were a top priority in the Downtown planning process and in the planning process for 30 Crossing Park. New development and new visitors to the district driven by the new park and new destinations will only exacerbate the demand for parking in the area. As such, it will be important for the neighborhood to have a district-wide approach and strategy for parking.

The first, and most important immediate step, will be to drive better utilization of the existing public garages in the area. Clear signage and wayfinding to these garages and from the garages will be essential. Additionally, new garages will be needed over time as new development comes online. The ideal location for two future garages are on private land east of I-30 south of the park and on City of Little Rock-owned land at the intersection of Scott St. and President Clinton Ave. These garages will provide daily visitor parking and help to park demand driven by new retail and hospitality uses

proposed for the area. New residential development will also demand new parking, which should be provided on site for those residents, wherever possible, as shown and outlined above.

A shared parking model will be critical for the area, with multiple users sharing parking existing and new parking reservoirs to maximize their utilization, reducing development costs for new development by reducing the number of parking spaces that are needed. Synergies between uses that have misaligned times of use (for example, office demands parking Monday through Friday during working hours while restaurants demand their highest usage during evenings and weekends) will need to be identified, and parking agreements between users will be needed. Most important will be creating the regulatory framework and enabling policies by the City to allow such shared parking strategies to be permitted.



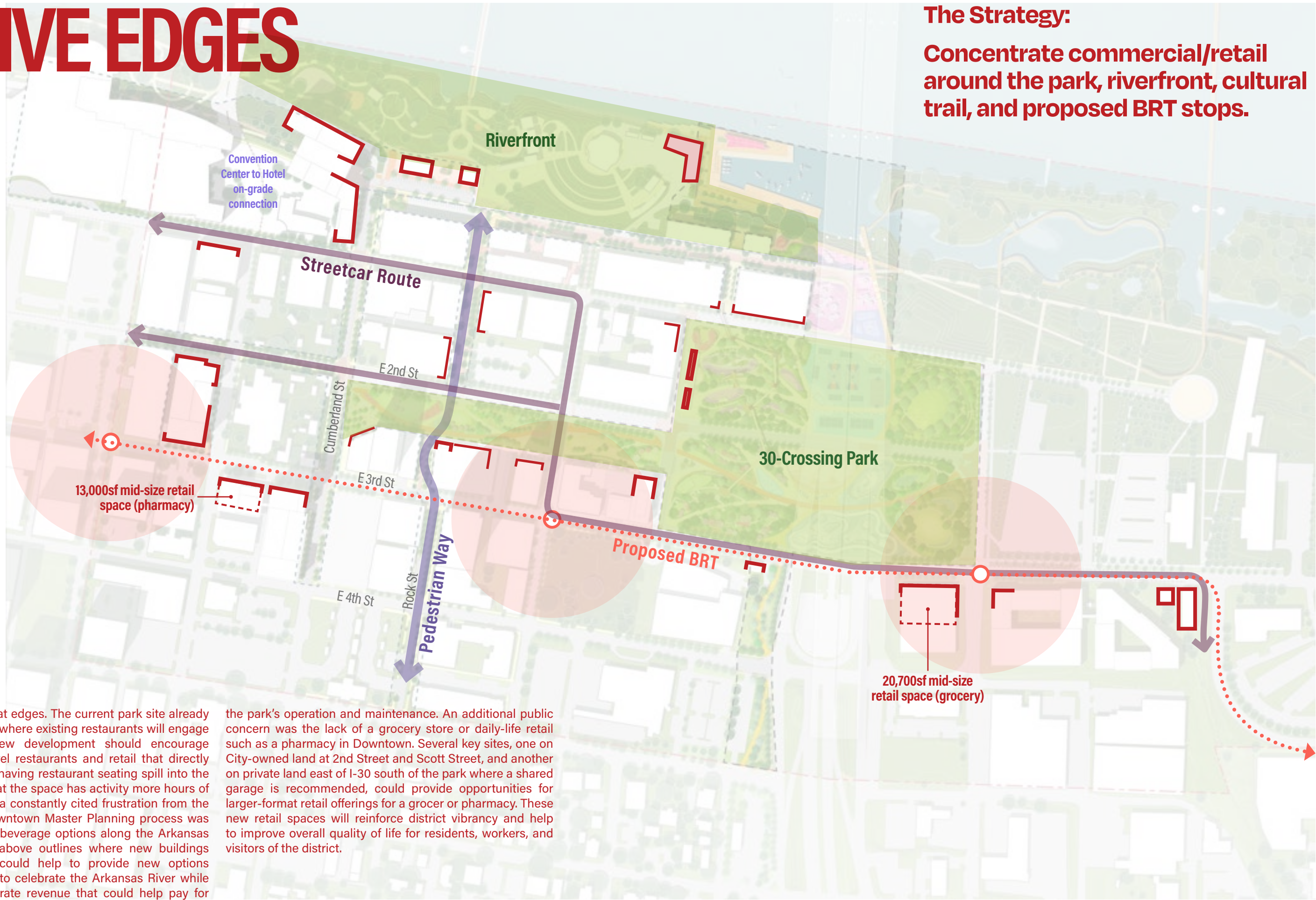
The River Market Parking Deck is located adjacent to the park and should be better utilized to meet district-wide demand and daily demand generated by the park.



Any new parking garage structures constructed to support the park and the district should be designed with high-quality facades that screen parking and active ground-level uses such as retail.

ACTIVE EDGES

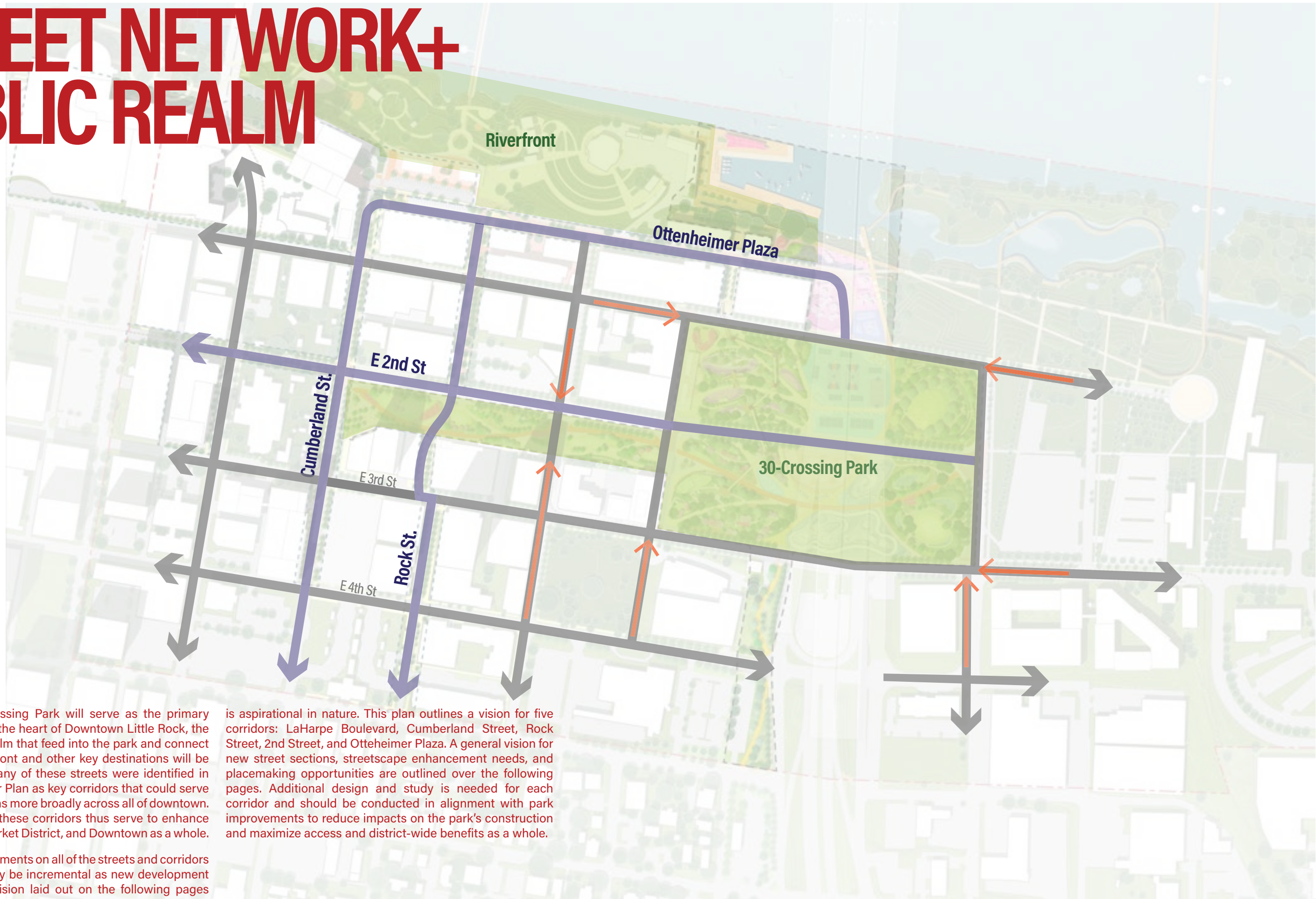
The Strategy:
Concentrate commercial/retail around the park, riverfront, cultural trail, and proposed BRT stops.



Great parks have great edges. The current park site already has several locations where existing restaurants will engage the open space. New development should encourage additional ground-level restaurants and retail that directly activate the park. By having restaurant seating spill into the park, it will ensure that the space has activity more hours of the day. Additionally, a constantly cited frustration from the public during the Downtown Master Planning process was the lack of food and beverage options along the Arkansas River. The proposal above outlines where new buildings infilled strategically could help to provide new options along the waterfront to celebrate the Arkansas River while also helping to generate revenue that could help pay for

the park's operation and maintenance. An additional public concern was the lack of a grocery store or daily-life retail such as a pharmacy in Downtown. Several key sites, one on City-owned land at 2nd Street and Scott Street, and another on private land east of I-30 south of the park where a shared garage is recommended, could provide opportunities for larger-format retail offerings for a grocer or pharmacy. These new retail spaces will reinforce district vibrancy and help to improve overall quality of life for residents, workers, and visitors of the district.

STREET NETWORK+ PUBLIC REALM

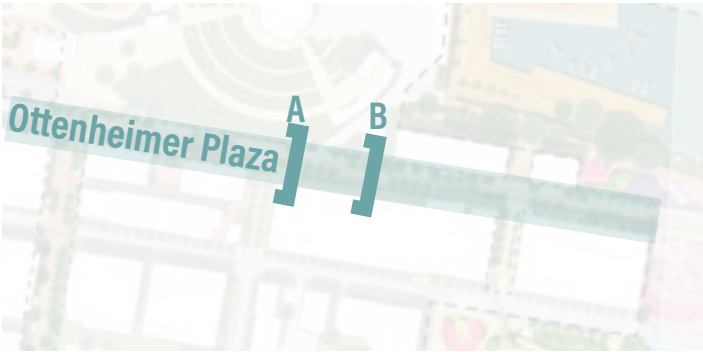


Although the 30 Crossing Park will serve as the primary public open space in the heart of Downtown Little Rock, the streets and public realm that feed into the park and connect the park to the riverfront and other key destinations will be equally important. Many of these streets were identified in the Downtown Master Plan as key corridors that could serve to connect destinations more broadly across all of downtown. Improvements along these corridors thus serve to enhance the park, the River Market District, and Downtown as a whole.

Knowing that improvements on all of the streets and corridors will take time and may be incremental as new development comes on line, the vision laid out on the following pages

is aspirational in nature. This plan outlines a vision for five corridors: LaHarpe Boulevard, Cumberland Street, Rock Street, 2nd Street, and Otteheimer Plaza. A general vision for new street sections, streetscape enhancement needs, and placemaking opportunities are outlined over the following pages. Additional design and study is needed for each corridor and should be conducted in alignment with park improvements to reduce impacts on the park's construction and maximize access and district-wide benefits as a whole.

OTTENHEIMER PLAZA



Ottenheimer Plaza has the opportunity to serve as the front porch connecting the city with the riverfront. Unfortunately, today it serves largely as a rear service drive, with existing buildings turning their back to the water. Improvements along the corridor from LaHarpe Blvd. on the west to President Clinton Ave. on the east will help to reconnect the city with the river and create a vibrant, walkable edge to the River Market District. Today, the street is a mere 22' wide fire lane and service drive. In the future, the road should be reimagined as a shared street, with pavers and other materials that serve to prioritize pedestrian movement along the roadway while also not prohibiting vehicular use that may be needed for emergency service and loading. That said, the street should not be designed as a through street and should be designed for very slow traffic. On the northern side of the right-of-way, a dedicated promenade space for the Arkansas River Trail should be allocated to create a singular, legible trail corridor through the area.



Photo 1: Argyle and Grafton Shared Streetscape Halifax, Nova Scotia

Photo 2: River Street Savannah, Georgia

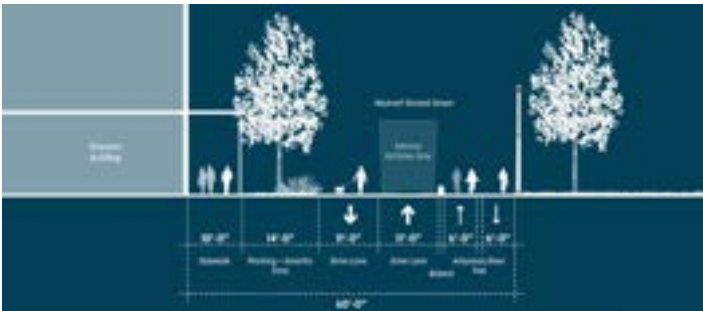
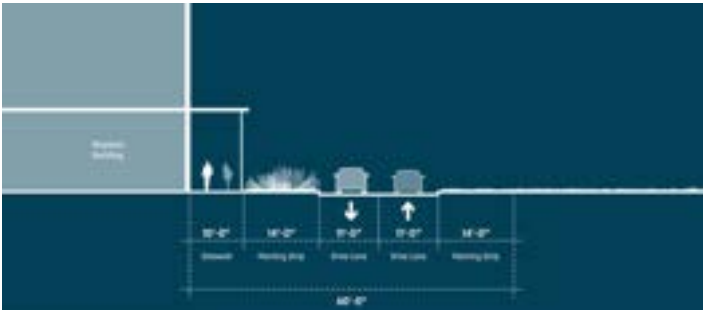


Photo 1: Section A Before
Photo 2: Section A After

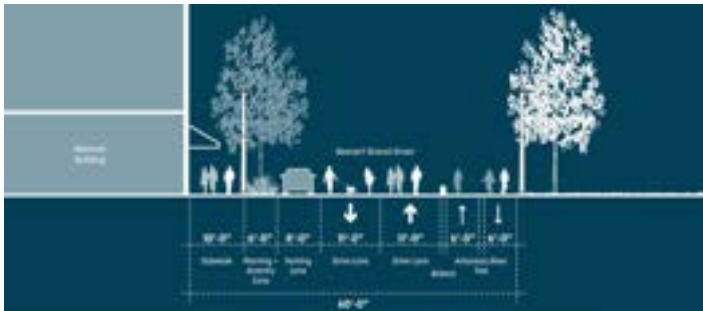
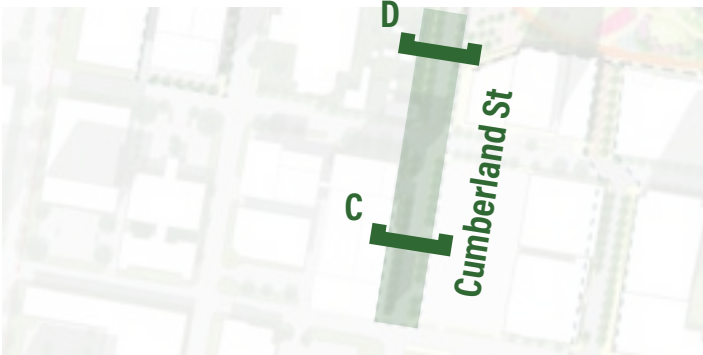


Photo 1: Section B Before
Photo 2: Section B After

CUMBERLAND ST.



Cumberland Street is the most continuous north-south connection east of Main Street. It connects Riverfront Park south to neighborhoods across I-630. This strong continuity makes the corridor a strong candidate for bike facilities. The street should be reconstructed with a road diet, reducing the number of lanes from four to two between Third Street and Riverfront Park. The eastern side of the right-of-way should be reimagined with a wide multimodal path that runs parallel to the "panhandle" portion of the park, providing strong bike and multimodal connectivity between the Arkansas River Trail and 30 Crossing Park. South of Third Street, bike lanes should be explored to better connect the MacArthur Park Historic District and the SOMA and Pettaway neighborhoods to 30 Crossing Park and the Arkansas River.



Photo 1: The Indianapolis Cultural Trail, Indianapolis, Indiana

Photo 2: Hudson Square Streetscape, New York City, New York

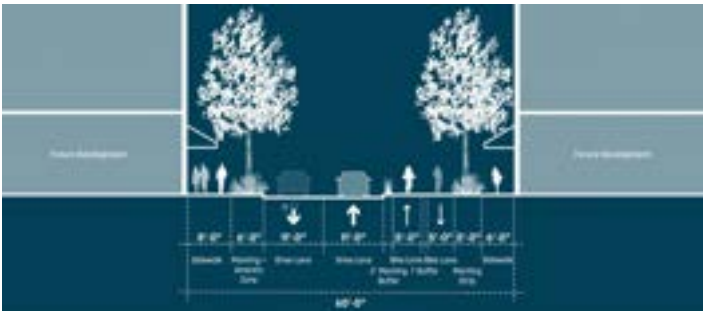


Photo 1: Section C Before
Photo 2: Section C After

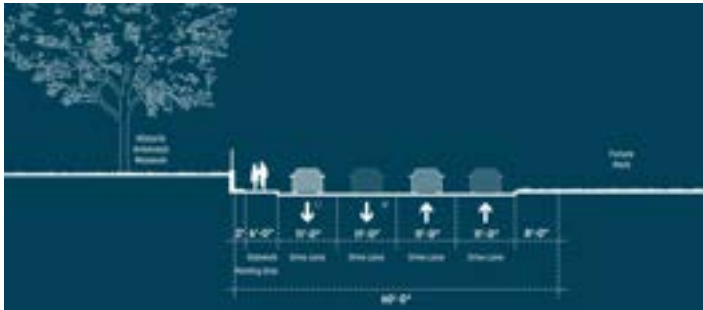
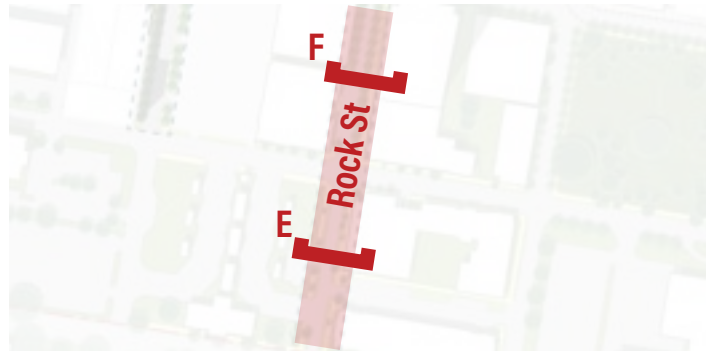


Photo 1: Section D Before
Photo 2: Section D After

ROCK ST.



Rock Street is one of the most continuous rights-of-way on the eastern side of downtown. At the north, it connects directly to Riverfront Park and the Junction Pedestrian Bridge and aligns with the historic Quapaw Line. On the south, it runs near MacArthur Park and the Arkansas Museum of Fine Arts. In between it links the River Market, the CALS Main Branch, numerous hotels, and the River Cities Transit Center. As such, it was identified to serve as a key leg of the proposed Cultural Trail outlined in the Downtown Master Plan, which aimed to connect key destinations along a highly legible multimodal pathway. Along Rock Street, the street should be reconstructed with a 15' to 20' wide sidewalk on its eastern edge, wherever possible. This sidewalk should prioritize tree canopy, street lighting, seating, and wayfinding signage. The material palette should be uniform throughout to increase legibility. Between 2nd Street and 3rd Street, a public access easement should be provided on privately-owned land, connecting 3rd Street to the park. The trail should move through the park, providing a clear, accessible connection north-south through downtown.



Photo 1: The Indianapolis Cultural Trail, Indianapolis, Indiana



Photo 2: The Avenue (Square 54 and 2200 Pennsylvania Ave), Washington DC

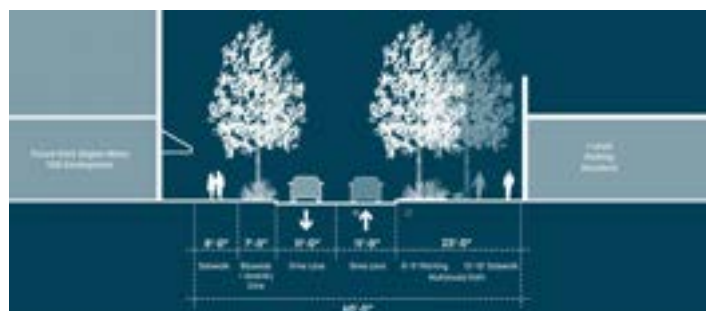
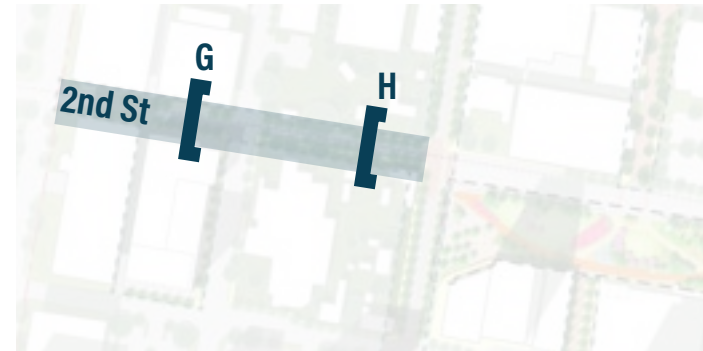


Photo 1: Section E Before
Photo 2: Section E After



Photo 1: Section F Before
Photo 2: Section F After

SECOND ST.



Second Street runs align the edge and through 30 Crossing Park, and as such its design through the park is of critical importance. But it also serves as a strong connection to the park from Main Street and points further west. The Downtown Master Plan identified the corridor as a "green street" connecting Union Station to 30 Crossing Park. Ideally, green streets have bike lanes in addition to prioritized green infrastructure and tree canopy. Due to the streetcar along the 2nd Street corridor, bike lanes are difficult. As such, 2nd Street between Main Street and the park should be reconstructed with the southern side on-street parking removed to create new locations for large street trees, while new trees should be planted along the northern side of the street where possible and in curb extensions near intersections. Through the park, the street should not be reconstructed but traffic should be reduced to only two lanes (one in each direction) with the remaining space used for on-street parking (parallel or angled) as well as loading zones for buses and food truck parking locations.



Photo 1: Badby Street, Houston, Texas



Photo 2: Cornell Road, Hillsboro, Oregon

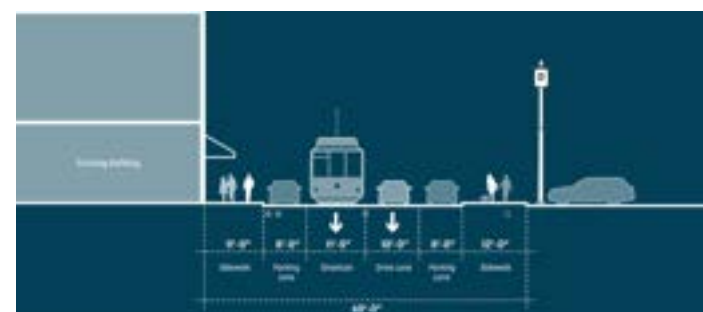


Photo 1: Section G Before
Photo 2: Section G After



Photo 1: Section H Before
Photo 2: Section H After

LAHARPE BLVD.



LaHarpe Boulevard is currently the most significant barrier disconnecting Downtown Little Rock from the Arkansas River and Riverfront Park. Historically the road connected Cantrell Road and Highway 10 to Interstate 30, resulting in high traffic volumes and high speed travel. With the reconstruction of the interstate (unlocking the opportunity for the 30 Crossing Park), traffic has now found alternative routes to get from points to the west to the interstate. And while the roadway is still managed and maintained by ARDOT, the City of Little Rock is interested in regaining management of the road between State Street and President Clinton Ave. in the future since it no longer operates as an essential portion of the ARDOT network. In the future, if the City is able to regain control of the roadway, there are two different options that could be explored for its reconstruction.

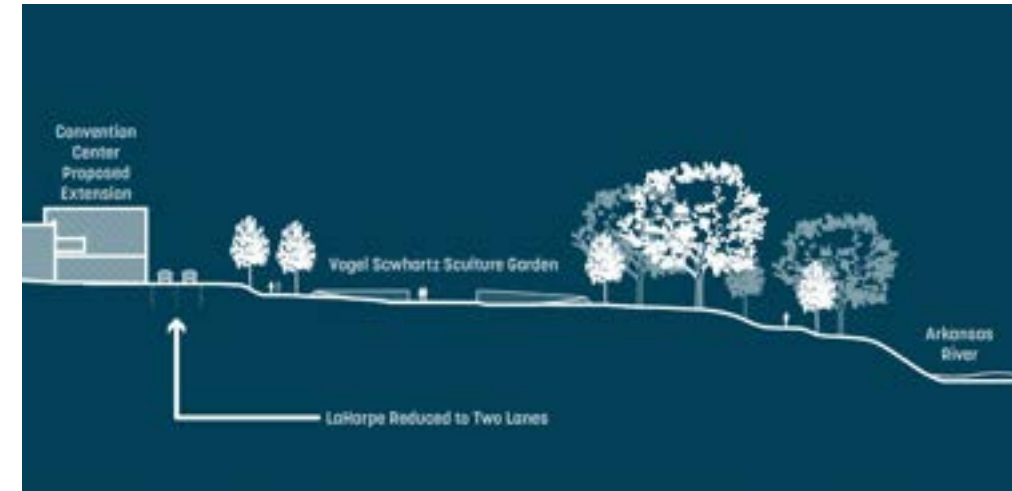
Option 1: Road Diet

The first option reduces the road from four lanes (two in each direction) to two lanes. This should include reconnecting the street with existing streets such as N. Gaines Street, Arch Street, and Ashley Street. At these location, traffic should be stopped with stop signs to help to calm traffic and provide safe crossings for pedestrians to more easily access

Riverfront Park. In this scenario, the two-lane LaHarpe Boulevard should T into Cumberland Street behind the Little Rock Regional Chamber Building, creating additional land for new development (see next page). This reimagined, slow street would then connect into Ottenheimer Plaza, creating a continuous, slow, pedestrian friendly street edge to Riverfront Park.

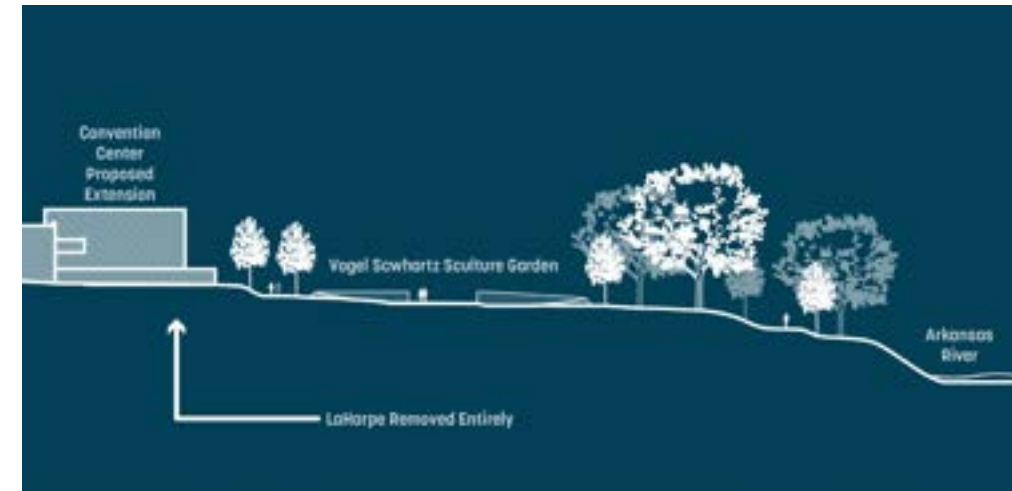
Option 2: Full closure and removal

The second option would close and completely remove the street from public traffic along its entirety from State Street to points east. Through the design process, local service and access to facilities such as Robinson Center, the Doubletree Hotel, the Marriott Hotel, and the Statehouse Convention Center. This scenario would allow for an expanded Riverfront Park to directly connect into the city, while also giving space for the Statehouse Convention Center to expand. It would also free up additional space for a second Convention Center hotel to be constructed behind the Little Rock Regional Chamber building.



Option 1

Road dieting LaHarpe Boulevard to two lanes will allow for numerous safe crossing points from the city into Riverfront while still allowing for vehicular connectivity between the western side of Downtown and the River Market.



Option 2

Removing LaHarpe Boulevard entirely will wholly transform the city's relationship with the river. It will allow for Riverfront Park to bleed into downtown while also allowing the Convention Center to expand to the north, giving it a front door on Riverfront Park.

Development Impacts



Option 1

Reducing LaHarpe Boulevard to two lanes and T-ing it into Ottenheimer Plaza and Cumberland Street will create additional development opportunities at the rear side of the Little Rock Regional Chamber building. This should be prioritized for a future hotel to connect to the Convention Center. This development site would likely need to locate parking elsewhere due to its limited size, unless the entire block was fully redeveloped. Redevelopment could allow for at least 130 condos or apartments, or a 250 room hotel.



Option 2

Removing LaHarpe Boulevard entirely creates a substantial new development site on the eastern side of the Main Street bridge. This site would extend into the existing parking lot for Riverfront Park. It could allow for a sizable Convention Center hotel of up to 400 rooms. Additionally, a new multifamily could be built behind the Little Rock Regional Chamber building, with up to 180 apartments or condo units. Both buildings could share a parking garage which could provide up to 300 parking spaces.



Implementation

PARK GOVERNANCE AND IMPLEMENTATION OVERVIEW

Making the Park a Reality

This project will require developing key civic infrastructure, new economic development and financing tools, and structuring the park’s operations, maintenance, and governance in parallel with the park design. 30 Crossing Park is not just another municipal park; Little Rock has great, well-loved, municipal parks - some of which are also pursuing future improvements and their own funding strategies. 30 Crossing Park is envisioned as a destination Urban Park, a complex civic facility designed to function as an economic development catalyst for downtown. These kinds of parks require complex capital stacks to fund construction, non-profit conservancies, and partners for supplemental operations and programming, and unique governance agreements to bring all the partners together to deliver success.

Over the course of this project, the design team has presented various governance models and economic tools that other Cities use to deliver transformative projects like this. A summary of that research and key recommendations is included in the Governance Memorandum, in Appendix B.

These models include:

- 501(c)(3) non-profit corporation. Third party to the City agencies with jurisdiction. Could be a friends group, conservancy, BID, or recreation program specific entities.
- Redevelopment Agency. Often a state-authorized local government entity with jurisdiction over capital improvement programs
- Metropolitan Parks District/Authority. A specially designated district or authority that has a supplemental or subdivided mission and scope from the local municipal parks department. Often used for regional park systems that extend outside of individual city boundaries (Like Cleveland Metroparks). Can be park-

specific (such as Teardrop Park by the Battery Park City Authority).

- Less Relevant Models: Developer-maintained Privately Owned Public Space (POPS) like The Green at 320 South Canal, Concession Agreement (for-profit operator) like Dallas Fair Park.

Governance structures evolve. Right now, the first steps include developing an initial Public-Private Partnership (PPP) to supplement the City’s advocacy and provide a managed, dedicated Trust for receiving grants and donations. These entities can be structured in many ways, such as development corporations, state commissions, park conservancy, Friends-of, and any combination of these. Typical structure is a separate institutional entity that supplements existing City agencies. Bylaws are needed to define how the funds are allocated, how the Trustees committee or organization board is determined, and the roles and responsibilities between the group and public agencies. This work is negotiated and codified during the establishment of the entity, with all key partners, private and public, participating.

The initial PPP may be structured solely to jump-start the project funding process. It could lay the groundwork for establishing an independent, staffed 501(c)3 Nonprofit entity for future park operations. In those cases, the PPP can be structured based on a range of responsibilities, from a silent funding partner to the City reimbursing City costs for capital projects upon application and approval by Trustees, to a capital program manager, developing and executing RFPs, and providing construction oversight.

In the long term, one possible relationship between the Government and the PPP could be:

Government (CLR/ State) responsibilities

- Public grant pursuits
- Code Compliance and Plan Review

- Contract management
- Share construction oversight
- Parks Bonds / Tax allocations
- Baseline maintenance (Turf, waste, and green waste management)
- Roadways and Greenways Maintenance & Repairs

PPP responsibilities

- Philanthropic campaigns
- BID funding management
- Procurement management

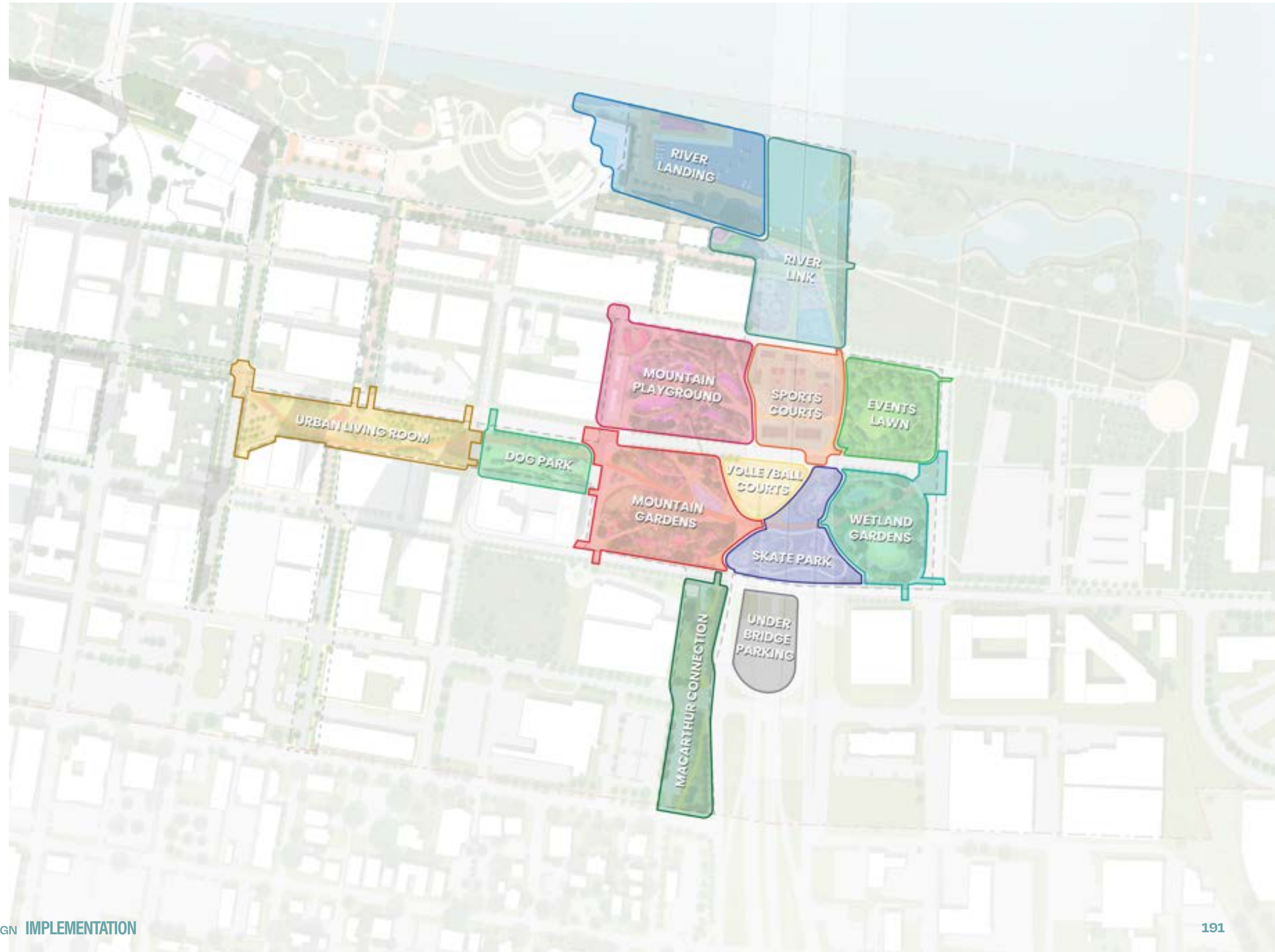
- Share construction oversight
- Elevated maintenance (horticultural displays, specialty equipment, fountains, playgrounds)
- Programming: Special events, concession leases, park activations, festivals
- Supplemental maintenance (event management, event clean up)

In all cases, the PPP will be a necessary partner, as destination urban projects like this are typically above and beyond the financial allocations and current obligations for Parks and Recreation Departments. These projects require a leadership community to be realized.



PHASING & FUNDING

Within this contract, the City of Little Rock will advance Phase 0 of design to 100% Construction Documents, ready for bidding. This work will take place in the winter of 2025-2026. In addition, the City partnered with the Arkansas Department of Parks, Heritage, and Tourism, and the Arkansas Department of Transportation on a 2025 Federal RAISE Grant Application, receiving a commendation and recommendation to reapply. Using this master plan, the City and State plan to reapply for the renamed federal BUILD grant in 2026. Beyond this grant application, the City is evaluating a suite of state and federal grant opportunities, seeking private partnerships, investigating the potential of tax-increment financing, and exploring revenue opportunities from some of the proposed development projects identified in this master plan. All of these efforts will ultimately be layered into building the park piece by piece. The updated phasing diagram breaks down the park into key program areas that can be built as discrete projects opportunistically as funding is unlocked. It serves as the basis for the conceptual cost estimate area breakdown. Each location can be built independently of the others as the opportunities arise, such as the River Landing or the Dog Park. In addition, the Build Grant application may be primarily focused on the greenways, in which case those key spines could be built as a common framework between the future phases, connecting to each as they come online.



PHASE 0

What is a “Phase 0”

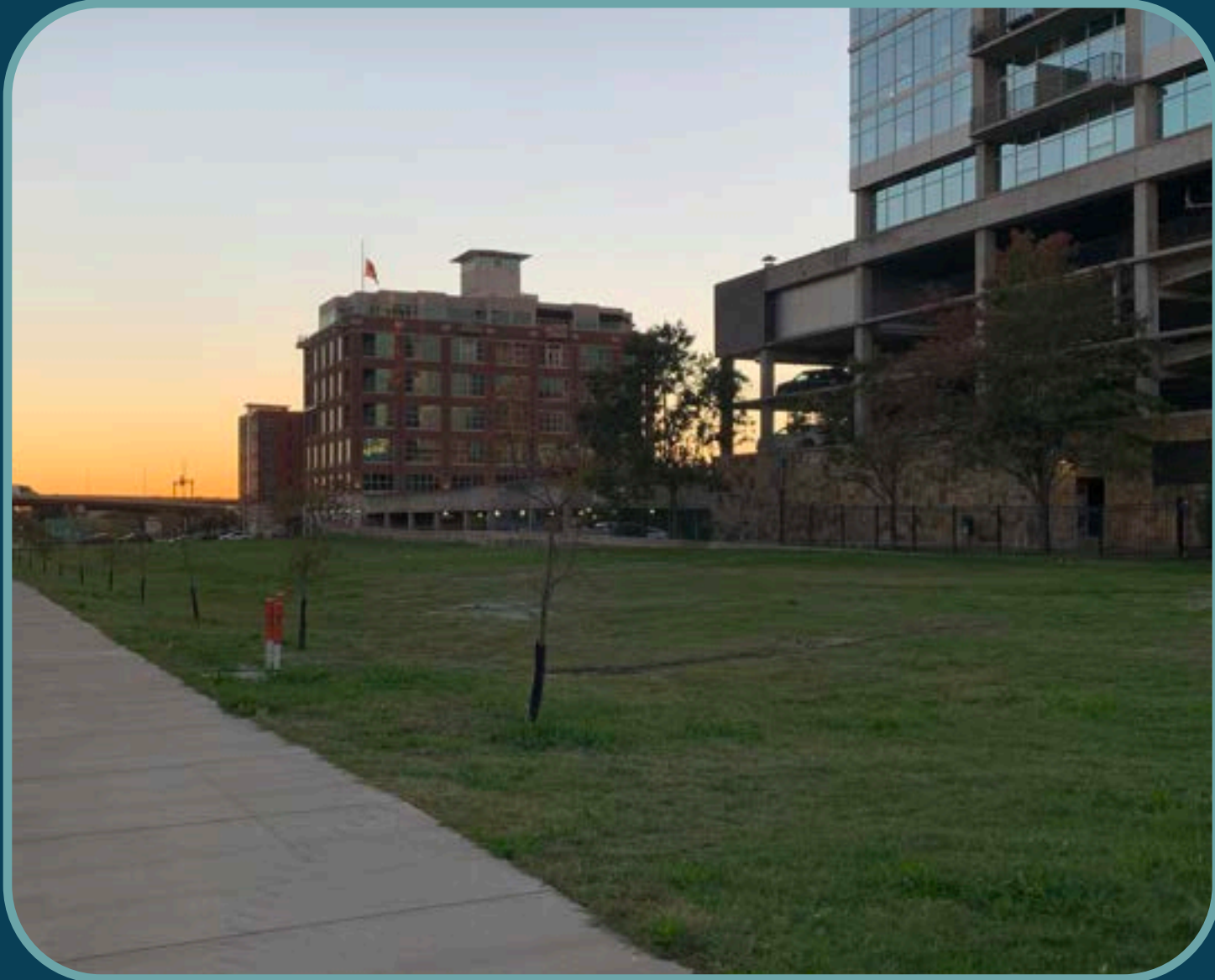
Phase 0 represents an interim landscape treatment before the full vision is constructed. The goal of Phase 0 is to provide an aesthetically pleasing, accessible, practical, simple, and cost-conscious placeholder landscaping that complements and works with the more complex vision as it is built out in phases. Phase 0 needs to be easy to maintain, low-cost, and ideally generate little to no waste when the future park is built. We can do this through strategic material selection, such as using gravel pathways that can be salvaged for future paving road base, or low-intensity

landscaping, like lawn trails and pollinator meadows. Key activating elements, such as off-the-shelf furniture and temporary tree orchards (which can be translated or used as a City nursery), are key landscape treatments in Phase 0.

A key part of Phase 0 is to allow for asynchronous phases to move forward and be connected to each other. The pathways, lawns, and meadows in Phase 0 connect to finished-condition landscapes along the borders of the phasing diagram. So if, for instance, the Urban Living Room and the Mountains Playground both happen in a Phase 1, the pathways through the rest of 30 Crossing Park still work. Suppose funding for the greenways is unlocked first. In that case, the interim pathways can be updated to the final greenways' fit and finish, and the surrounding Phase 0 landscapes can be maintained, used, and appreciated. Phase 0 provides an essential cue of care—showing the City of Little Rock's commitment to 30 Crossing Park and the downtown neighborhood —and foreshadows the regional destination that will be the fully realized 30 Crossing Park.



**LITTLE ROCK HAS
WELL LOVED PARKS
ALREADY.**



**IT'S NOT JUST A
NEW PARK.**



" We need to **connect the east part of Little Rock** with our downtown. Making sure we don't cut that off again, I think, is extremely important."

- City Director Virgil Miller

" What do we do for **greater entertainment in downtown Little Rock?** "

- Mayor Frank Scott, Jr.

" The **challenge of the waterfront** is that it is all back-of-house. There is an opportunity within the 18 acres for true communal space. "

- Jay Barth

" Placemaking downtown will help bring **private sector jobs back.** "

- Community Stakeholder

" The bank on the Arkansas River is slowly eroding so we need to put some money for **bank stabilization** in there... "

- Community Stakeholder

THIS PARK IS
A DOWNTOWN
ECONOMIC
DEVELOPMENT
PROGRAM, FOCUSED
ON :
WELLNESS,
CULTURE, NATURE &
RECREATION



LET'S BUILD THE PARK TOGETHER.



SASAKI