

City Council Agenda Items  
and  
Contracts, Leases or Agreements

8/7/2012

City Council Meeting Date  
Agenda Items Only

*Leif Olson*

Sustainability & Strategic Planning  
Department

Submitted By

Division

Action Required:

ADM 12-4174: (Complete Neighborhood Plan): Submitted by Sustainability and Strategic Planning and Development Services Staff to create a Complete Neighborhood Plan for the Wedington Drive area west of I-540.

Cost of this request	\$ -	Category / Project Budget	Program Category / Project Name
Account Number	\$ -	Funds Used to Date	Program / Project Category Name
Project Number	\$ -	Remaining Balance	Fund Name

Budgeted Item

Budget Adjustment Attached

*[Signature]*  
Department Director

*07-20-2012*  
Date

Previous Ordinance or Resolution # \_\_\_\_\_

*[Signature]*  
City Attorney

*7-20-12*  
Date

Original Contract Date: \_\_\_\_\_

Original Contract Number: \_\_\_\_\_

*Paul A. Beer*  
Finance and Internal Services Director

*7-23-2012*  
Date

Received in City Clerk's Office  
*07-20-12 11:02 RCVD*  
*[Signature]*

*[Signature]*  
Chief of Staff

*7-20-12*  
Date

Received in Mayor's Office  
*ENTERED 7/20/12*  
*[Signature]*

*[Signature]*  
Mayor

*7/25/12*  
Date

Comments:

## CITY COUNCIL AGENDA MEMO

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**To:** Mayor Jordan, City Council

**Thru:** Don Marr, Chief of Staff  
Jeremy Pate, Development Services Director JP

**From:** Leif Olson, Associate Planner LO

**Date:** July 2, 2012

**Subject:** ADM 12-4174 Complete Neighborhood Plan

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### RECOMMENDATION

Staff recommends approval of a resolution to create a Complete Neighborhood Plan for the Wedington Drive area west of I-540, pursuant to City Council's direction for staff to conduct a Complete Neighborhood Plan process every two years.

### BACKGROUND

The City Council adopted City Plan 2030 by Resolution Number 116-11 on July 5, 2011. As with the previous City Plan 2025, City Plan 2030 states that Planning Staff will create a complete neighborhood or corridor plan every other year utilizing a charrette process. These plans will embody the goals and principles of City Plan 2030 and target strategic areas throughout the City. Subsequently, a complete neighborhood plan was first developed in 2004 for the Downtown Master Plan area by Dover Kohl and Partners, utilizing a public engagement charette process that was highly successful. City staff has previously developed master plans for the Walker Park and Fayette Junction neighborhoods utilizing a similar process. These plans generate public feedback and invite engagement in the development of implementation steps for the continual success of a neighborhood.

### DISCUSSION

Planning Staff presents a recommendation for a Complete Neighborhood Plan for an area of the City every other year. The following products can be expected from this process:

- **Research:** Staff will conduct research into the identified neighborhood area, utilizing historic data, traffic patterns and counts, infrastructure constraints and opportunities, demographic and other census data trends, environmental impacts, etc. All of the data is compiled into reports and graphics that can then be further analyzed comparatively during the development of the plan.

- Public participation: Staff will facilitate a five to seven day charrette that encourages quality public participation from neighborhoods and other stakeholders;
- A vision document will be created which will include an analysis and recommendations for applicable implementation steps. This could include tools such as zoning recommendations, design guidelines, Master Street Plan amendments and capital improvement project recommendations, and;
- Illustrative maps that depict an idealized build-out of the area utilizing the principles of City Plan 2030 and the information and feedback generated from the neighborhoods and other stakeholders in the public participation process.

**Neighborhood Plan Assessment:** Development Services and Sustainability and Strategic Planning staff discussed a total of four possible areas of the City to conduct a complete neighborhood plan. These areas were: 1) Joyce Ave. and vicinity east of College Ave. and west of Crossover Road; 2) Colt Square and the surrounding neighborhood; 3) neighborhoods directly to the north, west and east of the University of Arkansas campus; 4) and the Wedington Drive corridor west of I-540 to 51<sup>st</sup> Street.

The criteria used to compare sites included: 1) Meets the City's goals outlined in City Plan 2030; 2) Is experiencing development pressure; 3) Has a high percentage of vacant or underutilized land; and 4) Has potential for significant public participation.

Staff developed a list of opportunities and challenges for each of the four proposed areas based upon the above criteria. The following is a brief synopsis of this analysis:

- 1) The Joyce Ave. area has opportunities for creating a more complete street network and a comprehensive zoning and buildout scenario. The challenges would be the existing disjointed nature of the development pattern, lack of street and sidewalk connectivity and possibly limited public participation due to the commercial nature of this neighborhood.
- 2) The Colt Square area is in a great central location with easy access to most major destinations in the City and there is a good mix of residential, commercial and institutional uses within this neighborhood. A good street, sidewalk, trail and bus system exists which provides alternative transportation options. Challenges include much of the area lying in a floodplain and the fact that this area has not seen significant development pressures recently.
- 3) Staff also explored the idea recently discussed of creating a University Overlay District that extended in all directions from the U of A growth boundary. The growth of the University directly impacts the areas adjacent to the campus with new development, traffic and livability concerns. The opportunity exists to identify appropriate infill and transition policies to address some of the existing neighborhoods concerns. Challenges include; the physical size of the areas surrounding the U of A makes it difficult to propose a viable boundary for a Complete Neighborhood Plan, challenging topography and lack of street connectivity to the west of the University, coordinating meaningful public input in the condensed time frame of a Complete Neighborhood Plan, and the fact that the implementation steps and final products of a Complete Neighborhood Plan may not be the best vehicle for addressing some of these specific issues experienced by U of A neighbors. While this is an important area to consider again in the future, staff also recognizes that the formation of the Town and Gown

Committee is just beginning and that significant policy discussions should occur within this group first in order to guide the formation of a successful master plan.

## **PROPOSAL**

Ultimately, staff recommends creating a complete neighborhood plan for an area in west Fayetteville along Wedington Drive from I-540 to 51<sup>st</sup> Street. The proposed plan boundary along Wedington Drive contains approximately 350 acres. Wedington Drive is a principal arterial with high traffic counts that serves a large number of residential, commercial and institutional uses on the west side of I-540. Staff felt that this area provided the greatest opportunity for a Complete Neighborhood Plan to impact future growth and meet the goals of City Plan 2030. Staff's analysis follows:

**City Goals:** City Plan 2030 Goal 1 states; “We will make infill appropriate infill and revitalization our highest priorities”. This area offers opportunities for addressing all six of the goals outlined in City Plan 2030, with infill and revitalization remaining the highest priority. The areas immediately north and south of the Wedington corridor have had significant single family development occur in the last 10-20 years. The Wedington corridor is now beginning to see commercial development pressure along its’ frontage in response to the increase in residential density in this area, therefore, it is timely to propose a corridor plan for this area.

City Plan 2030 goal 4 is to “Grow a livable transportation network”. The suburban residential form of the developments in this area could benefit from a more connected street network and specifically the development of walkable commercial destinations along Wedington Dr. The undeveloped nature of the lands adjacent to Wedington Dr. provides a unique opportunity to proactively plan the corridor for commercial uses, additional street connections, curb cuts and the Wedington Drive street cross-section.

Additionally, opportunities exist to address Goal 5; “We will assemble an enduring green network”. The City’s Enduring Green Network map illustrates a north/south connection bisecting the Wedington corridor. This neighborhood plan will provide an opportunity to do a site specific analysis of this proposed enduring green network connection.

**Development Pressure:** Development in this area of west Fayetteville is inevitable over the next several years, as commercial development follows the thousands of rooftops that have been constructed in the last 10 years.. The large number of single and multi-family developments north and south of Wedington Drive will be the catalyst to drive commercial development and other neighborhood support services along this corridor. A Master Plan for this corridor can create a vision that directs new development toward the creation of complete, compact and connected neighborhoods. A vision that meets the goals of City Plan 2030 and promotes economic development is the desired outcome.

**Vacant or Underutilized land:** Approximately 70% of the land area in this proposed area is developable land that is either vacant or underutilized, indicating significant opportunities for infill.

**Potential Partners in the Process:** This area of west Fayetteville offers multiple opportunities for resources and partners in the design process. Staff intends to work closely with the established neighborhoods, developers and local businesses in the area. This area also includes a number of existing civic and commercial establishments that could participate including: the Boys and Girls Club, Owl Creek Elementary School, Ozarks Electric and the existing retail, restaurant, grocery and hotel uses.

Staff has attached maps of the proposed Wedington Drive Corridor Plan.

**BUDGET IMPACT**

**RESOLUTION NO. \_\_\_\_\_**

A RESOLUTION TO AUTHORIZE CITY STAFF TO PREPARE A COMPLETE NEIGHBORHOOD PLAN FOR THE WEDINGTON DRIVE CORRIDOR

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:**

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby authorizes City Staff to prepare a complete Neighborhood Plan for the Wedington Drive Corridor.

**PASSED** and **APPROVED** this 7<sup>th</sup> day of August, 2012.

APPROVED:

ATTEST:

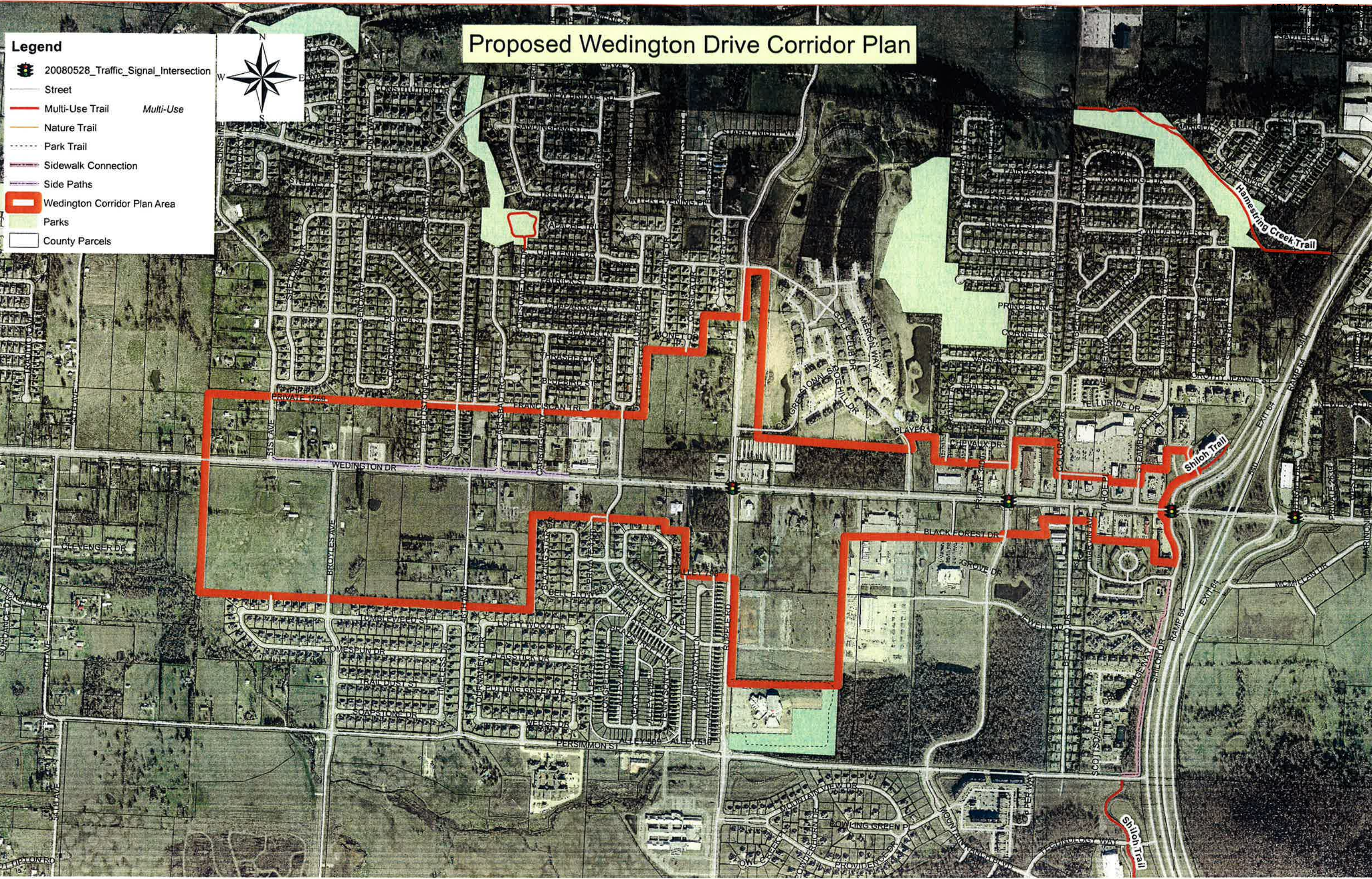
By: \_\_\_\_\_  
**LIONELD JORDAN**, Mayor

By: \_\_\_\_\_  
**SONDRA E. SMITH**, City Clerk/Treasurer

# Proposed Wedington Drive Corridor Plan

**Legend**

-  20080528\_Traffic\_Signal\_Intersection
-  Street
-  Multi-Use Trail *Multi-Use*
-  Nature Trail
-  Park Trail
-  Sidewalk Connection
-  Side Paths
-  Wedington Corridor Plan Area
-  Parks
-  County Parcels



- Legend**
- Street
  - 20080528\_Traffic\_Signal\_Intersection
  - Parcel Lines
  - Multi-Use Trail (Existing)
  - Future Trails
  - Sidewalks
  - Wedington Corridor Plan Area
  - Enduring Green Network
  - Flood Cartographic 100Year
  - Parks
  - Footprints 2010



# Proposed Wedington Drive Corridor Plan

