

### City of Fayetteville Item Review Form

2013-0154  
Legistar File Number

11/19/13

City Council Meeting Date - Agenda Item Only  
N/A for Non-Agenda Item

Peter Nierengarten

Submitted By

Sustainability & Strategic Planning

Department

#### Action Required:

Staff requests the approval of a resolution to amend the Future Land Use Map from Civic Institutional to City Neighborhood Area at the East Gate - Tyson Mexican property and support for a Request for Proposal (RFP) process to sell and develop the property.

Does this item have a cost?  No

East Gate - Tyson Mexican Original Analysis

Cost of this request

Category or Project Budget

Program or Project Name

Account Number

Funds Used to Date

Program or Project Category

ADM 13-4545

\$0.00

Project Number

Remaining Balance

Fund Name

Budgeted Item?

Budget Adjustment Attached?

V20130812

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

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

Comments:

*Paul A. Baker 11-1-201*

*Alvin Mann 11-4-13*

*Arnold Jordan 11/4/13*

*dmw*



*Rut*

## CITY COUNCIL AGENDA MEMO

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**To:** Mayor Jordan, City Council

**Thru:** Don Marr, Chief of Staff

**From:** Peter Nierengarten, Sustainability & Strategic Planning Director *PN*

**Date:** November 1, 2011

**Subject:** ADM 13-4545 - Approval of a resolution changing the Future Land Use designation of the East Gate - Tyson Mexican Original property and support of a Request for Proposal (RFP) process to sell and develop the property.

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### RECOMMENDATION

Staff requests the approval of a resolution to amend the Future Land Use Map from Civic Institutional to City Neighborhood Area at the East Gate - Tyson Mexican property and support for a Request for Proposal (RFP) process to sell and develop the property.

### BACKGROUND

The East Gate - Tyson Mexican Original property, located at the corner of Huntsville and Happy Hollow Roads, was initially developed in the 1960s as a small shopping center, which over the years contained a variety of small businesses offering services and retail goods. The shopping center was expanded and eventually became a tortilla manufacturing plant in the 1970s. It was acquired by Tyson Foods in the 1980s, and operating as Tyson Mexican Original until closing in the early 2000's.

In 2005 the City of Fayetteville acquired the 11.5 acres, including the former plant and a dilapidated 124,000 square foot building, for \$1.1 million. The City split off 1.31 acres for the construction of Fire Station #3 and dedicated 1.16 acres for the widening and improvement of the Huntsville Road and Happy Hollow Road intersection, leaving approximately 9.03 acres. In 2013 approximately 2 acres were sold to Kum & Go Convenience Stores for \$1.115 million and an agreement to help to pay for the demolition costs of the existing structure. The Kum & Go convenience store is scheduled to begin site development and street improvements in the fall of 2013.

City Staff from various departments worked together to develop three illustrative plans for the remaining 5.8 acres that indicated the desired building form, zoning, land use and access. The City hosted an input session at Happy Hollow School in August where citizens were invited to come and identify preferences for site design and land use options. Participants viewed the three design options and filled out a survey, which was also available online to those who were not able to make the input session. Common themes in the 204 surveys that

were received included a desire for public greenspace with art or gardens, mixed use retail development and opportunities for promoting alternative transportation. A large majority of respondents indicated that the plans were on the right tract.

**DISCUSSION:**

The current designation for this property on the Future Land Use Map (FLUM) is Civic Institutional and staff recommends changing this to City Neighborhood Area in order to better reflect the desired uses that were indicated during the public input process.

A Request for Proposals (RFP) would ask developers or interested parties to propose specific development plans and a monetary bid for the property. The RFP process would be guided by the input received from the community surveys. Bid price along with the development plan details such as proposed zoning, inclusion of attainable housing, mixing of uses, inclusion of greenspace or gardens, and the development form would all be considered in the selection process outlined in the RFP.

**BUDGET IMPACT**

None.

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

A RESOLUTION TO AMEND THE 2030 FUTURE LAND USE MAP TO CHANGE THE CITY OWNED PARCEL OF THE FORMER TYSON PLANT ON HUNTSVILLE ROAD FROM CIVIC INSTITUTIONAL TO CITY NEIGHBORHOOD AND TO EXPRESS THE CITY COUNCIL'S SUPPORT TO REQUEST PROPOSALS FOR THE SALE AND DEVELOPMENT OF THE REMAINING ACREAGE

**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 amends the 2030 Future Land Use Map to change the city owned parcel of the former Tyson plant on Huntsville Road from Civic Institutional to City Neighborhood.

Section 2: That the City Council of the City of Fayetteville, Arkansas hereby expresses its support to request proposals for the sale and development of the remaining acreage.

**PASSED and APPROVED** this 19<sup>th</sup> day of November, 2013.

APPROVED:

ATTEST:

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

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

# East Gate Plaza Redevelopment



Project Background and Staff Recommendations

# East Gate – Tyson Mexican Original Analysis

## Background

This property, located at the corner of Huntsville and Happy Hollow Roads, was developed in the 1960's with a small shopping center. Over the ensuing years the East Gate Plaza shopping center contained a grocery store, gas station, laundry mat, barber shop, dollar store and various other retail and office uses. The shopping center also had additions over the years with a tortilla manufacturing business built on the rear of the shopping center in the 1970's. By the early 1980's the Tyson Corporation had acquired the entire property and merged the existing shopping center and tortilla factory into one large complex. Tyson operated in this location until the early 2000's. The property then sat vacant for a number of years. In 2005 the City of Fayetteville acquired the 11.5 acre property, which included a dilapidated 124,000 square foot building, for \$1.1 million. The City split off 1.31 acres for the construction of a fire station and has dedicated 1.16 acres for the widening and improvement of the Huntsville Road and Happy Hollow intersection, leaving approximately 9.03 acres.

In 2013 the City agreed to sell approximately 2 acres, which contained much of the dilapidated building, to Kum & Go Convenience Stores for \$1.15 million and an agreement to help to pay for the



1966 Aerial Image



1973 Site Photos



Site Before Demolition

demolition costs of the existing structure. The City was able to auction off the rights to demolish and recycle portions of the Tyson structure. The demolition of the structures was completed in the summer of 2013. Kum & Go will begin site development and necessary street improvements in the fall of 2013.

The City was left with approximately 5.8 acres of land to hold, develop or sell.



East Gate Property Plan

### **Project Goal**

The goal of this project was to have City Staff from various departments and backgrounds work as a design team to develop a viable strategy for the sale or development of the remaining 5.8 acres of land. This process was envisioned as a staff led design project that would use public input to refine the concepts and scenarios that staff developed.

### **Project Outcomes**

- 1) Illustrative plan options for the site indicating parcels, street, access, proposed zoning, use and urban form.
- 2) Public Input on plan options
- 3) Request for proposals (RFP) for site development
- 4) Propose a change in designation on the Future Land Use Map (FLUM)



Vacant Building



Site Demolition Tour



Happy Hollow and Huntsville Road

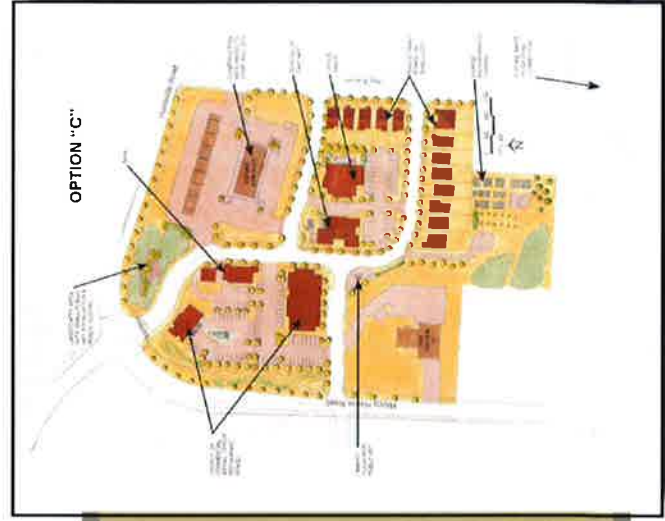
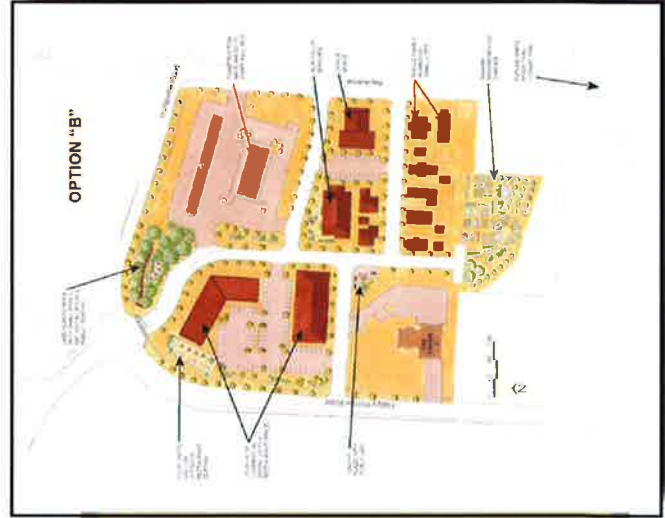


Site After Demolition

## **Design Phase**

In March of 2013 the City Administration asked the Sustainability and Strategic Planning Department to develop a project scope that outlined a project design team, a planning process and a timeline for developing conceptual designs for remaining land at the East Gate Plaza site. Staff began compiling all of the necessary background information, including; demographic data, street and sidewalk information, stormwater and water and sewer utility design, condition and location, neighboring land use, environmental concerns and neighborhood cohesiveness and connectivity. In June, the Sustainability and Strategic Planning Department led a meeting with a team of professional staff from the Engineering, Planning and Parks and Recreation Divisions to discuss the background, goals and outcomes for this project. A two day period in July was scheduled where staff set up a design studio to sketch and develop scenarios for the East Gate site. Through this process, the design team developed an understanding of the nature of the existing neighborhood surrounding this site including its needs and deficiencies specifically in regards to missing or neglected public infrastructure and land use cohesion and/or diversity.

After developing the initial concepts with words and ideas the design team began to develop renderings of possible development scenarios for the site. These scenarios would become the visual conceptualization of the ideas that were previously developed. The design team played close attention to the flow of the proposed street and sidewalk network, the mix of land use and development types and the urban form that resulted from building and parking lot location decisions. Ultimately, a set of three different design scenarios were completed by the design team.







Discussion at Open House



## Public Input Process

In August the design team held an open house at Happy Hollow Elementary School where the public was invited to come and review the set of three scenarios and provide input to the design team through a written or online survey.

For the surveys the public was asked to rank each scenario in order of preference and to identify their top three priorities based on the design elements and ideas that were presented. The public was also asked if the project was on the right track.

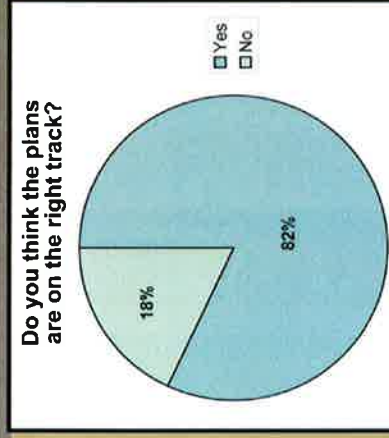
In total the design team received a total of 204 responses to the survey.

Some of the design elements that received the highest priority rankings from the public were neighborhood gardens and green spaces, housing, retail development that provided a mix of uses (with an emphasis on food) and alternative transportation connections (transit and trails).

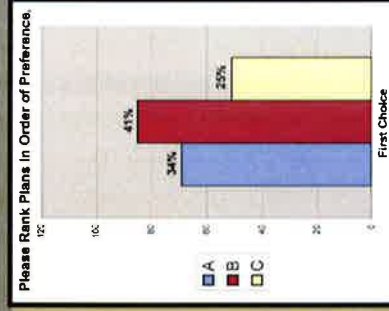
## Staff Recommendations

Based on what was learned in the design process and through the collection of public input staff makes the following recommendations:

1. Request that the City Council resolve to direct staff to develop a Request for Proposals (RFP) for developers or interested parties to propose specific development plans and a monetary bid for the property. Bid price along with the development plan details such as proposed zoning, inclusion of attainable housing, mixing of uses, inclusion of greenspace or gardens, and the development form would all be considered in the selection making process for the RFP.
2. Amend the Future Land Use Map to accommodate the development that the City wishes to see developed on the property. The amendment would change the designation for the East Gate site from Institutional to City Neighborhood.

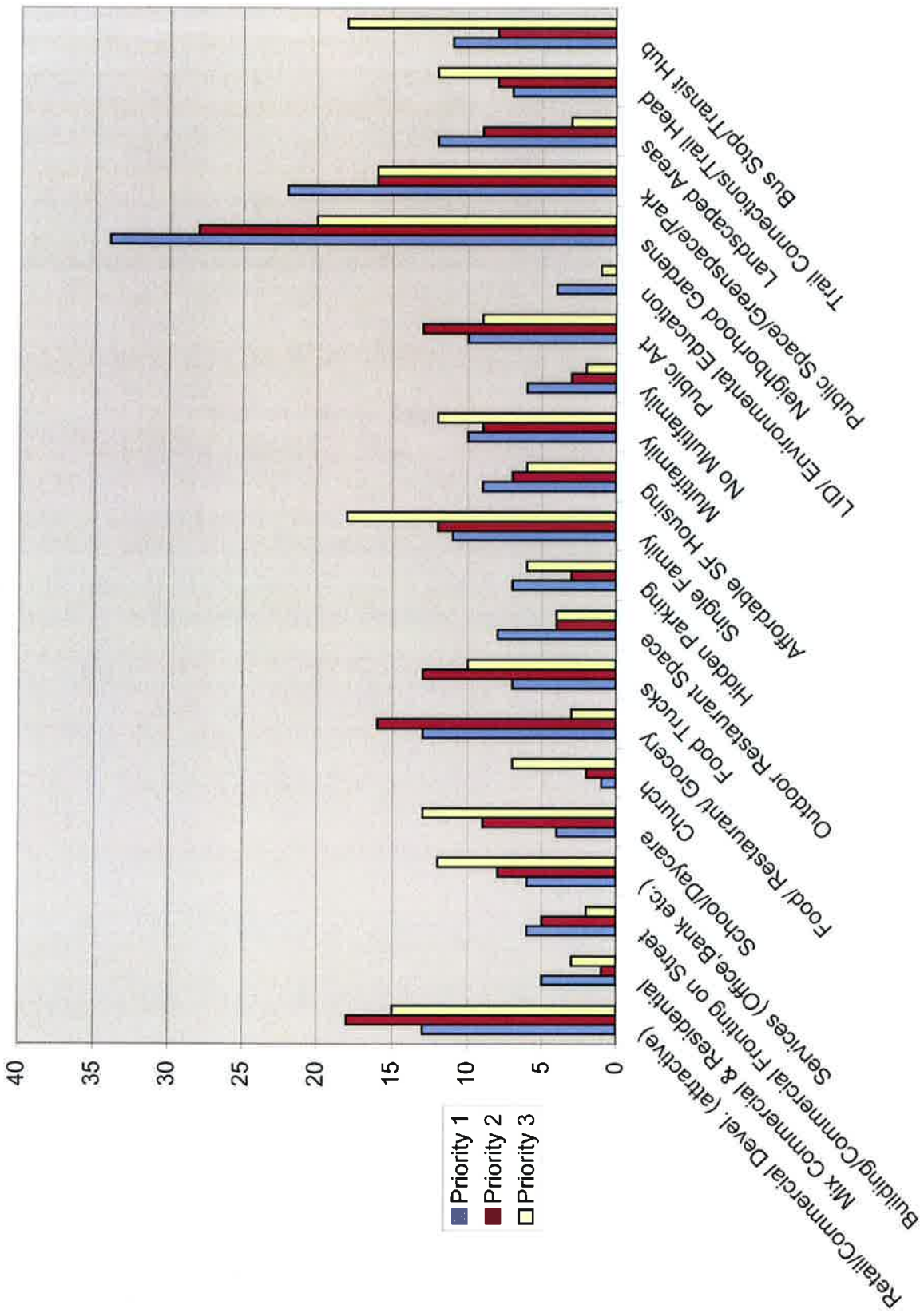


82% of Respondents Thought the Plans Were on Track



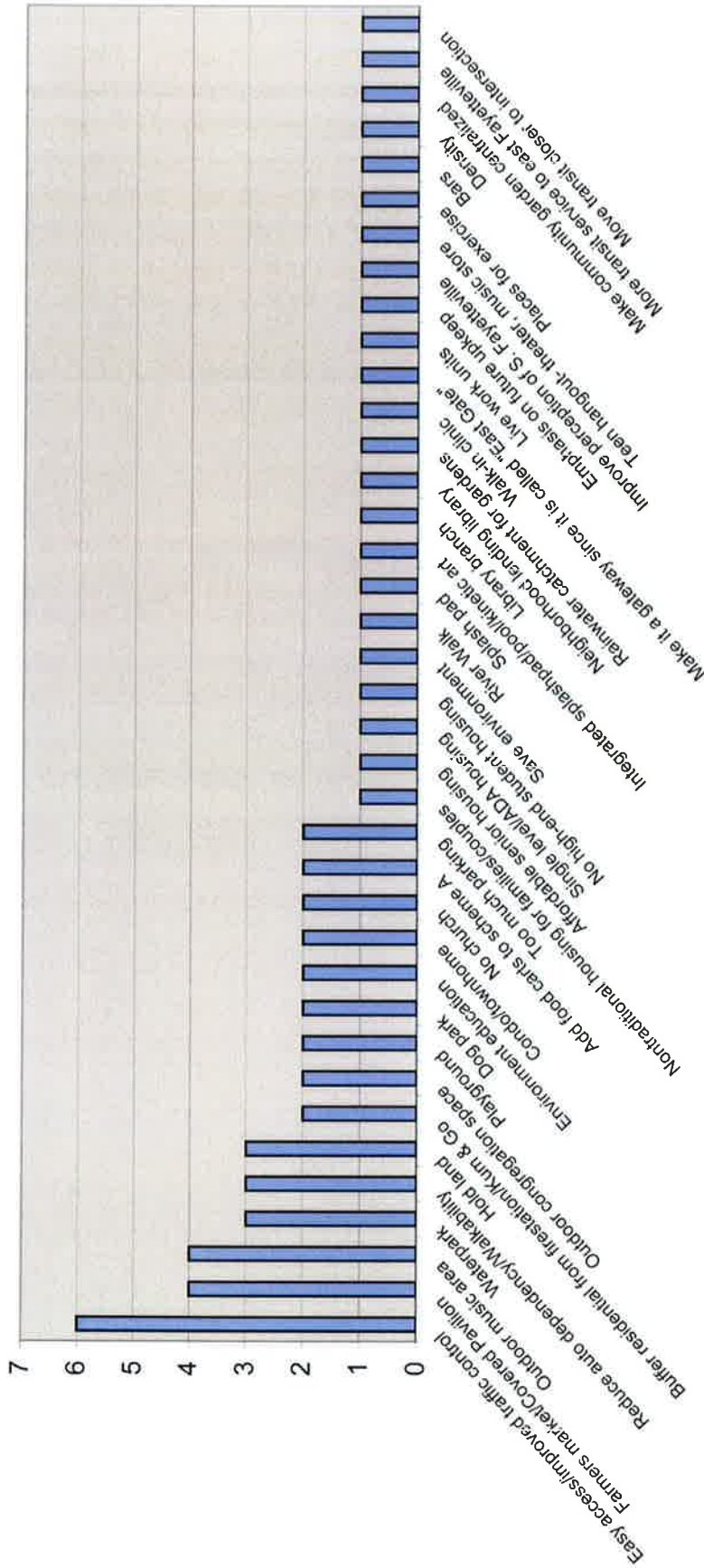
First Choice Preference of Design Option

### Three Top Priorities Based on Design Elements & Ideas



**East Gate – Cyson Mexican Original Analysis - Appendix**

Anything we missed?



### Please Rank Plans A, B, & C Numerically in Order of Preference

