An aerial photograph of a city, likely Fayetteville, Arkansas, showing a river winding through the urban landscape. The city is surrounded by lush green hills and mountains in the background. The sky is clear and blue.

Corridor Urbanism

NEW LIFE FOR OLD URBAN STRIPS

July 31, 2020

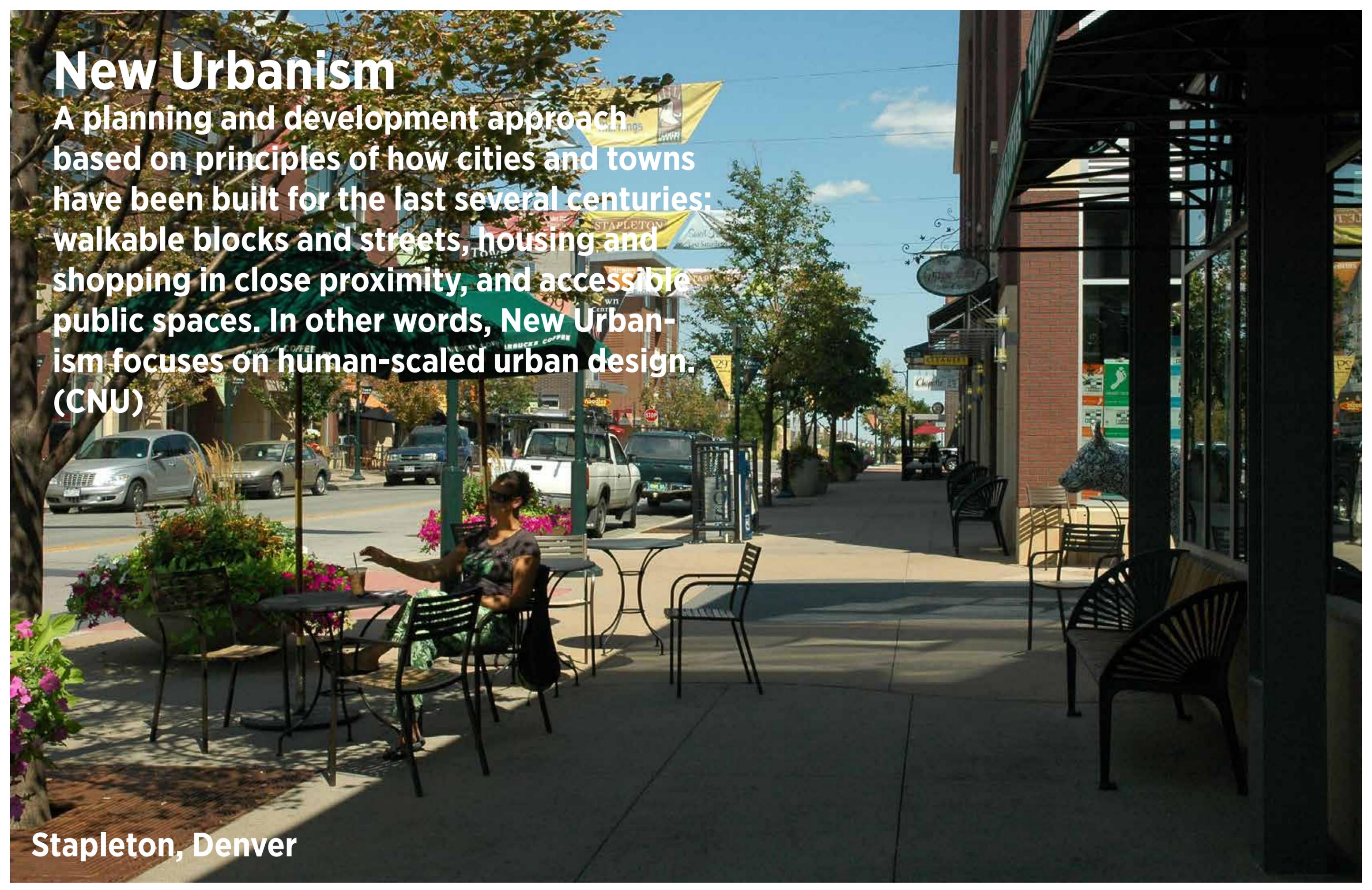
Martin Shukert FAICP
Principal, RDG Planning & Design

Garner Stoll, AICP
Development Services Director
City of Fayetteville, AR

New Urbanism

A planning and development approach based on principles of how cities and towns have been built for the last several centuries: walkable blocks and streets, housing and shopping in close proximity, and accessible public spaces. In other words, New Urbanism focuses on human-scaled urban design. (CNU)

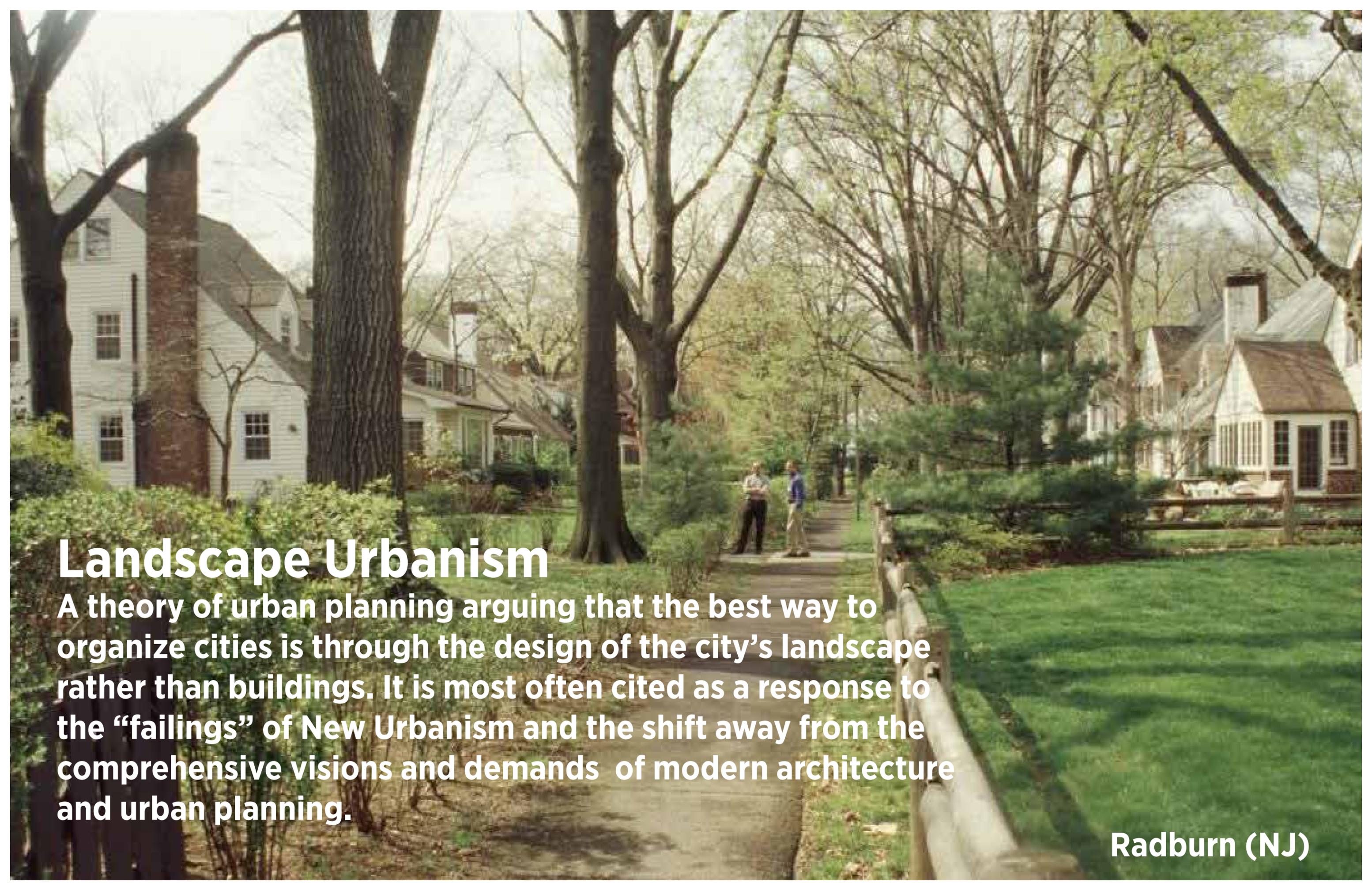
Stapleton, Denver



Landscape Urbanism

A theory of urban planning arguing that the best way to organize cities is through the design of the city's landscape rather than buildings. It is most often cited as a response to the "failings" of New Urbanism and the shift away from the comprehensive visions and demands of modern architecture and urban planning.

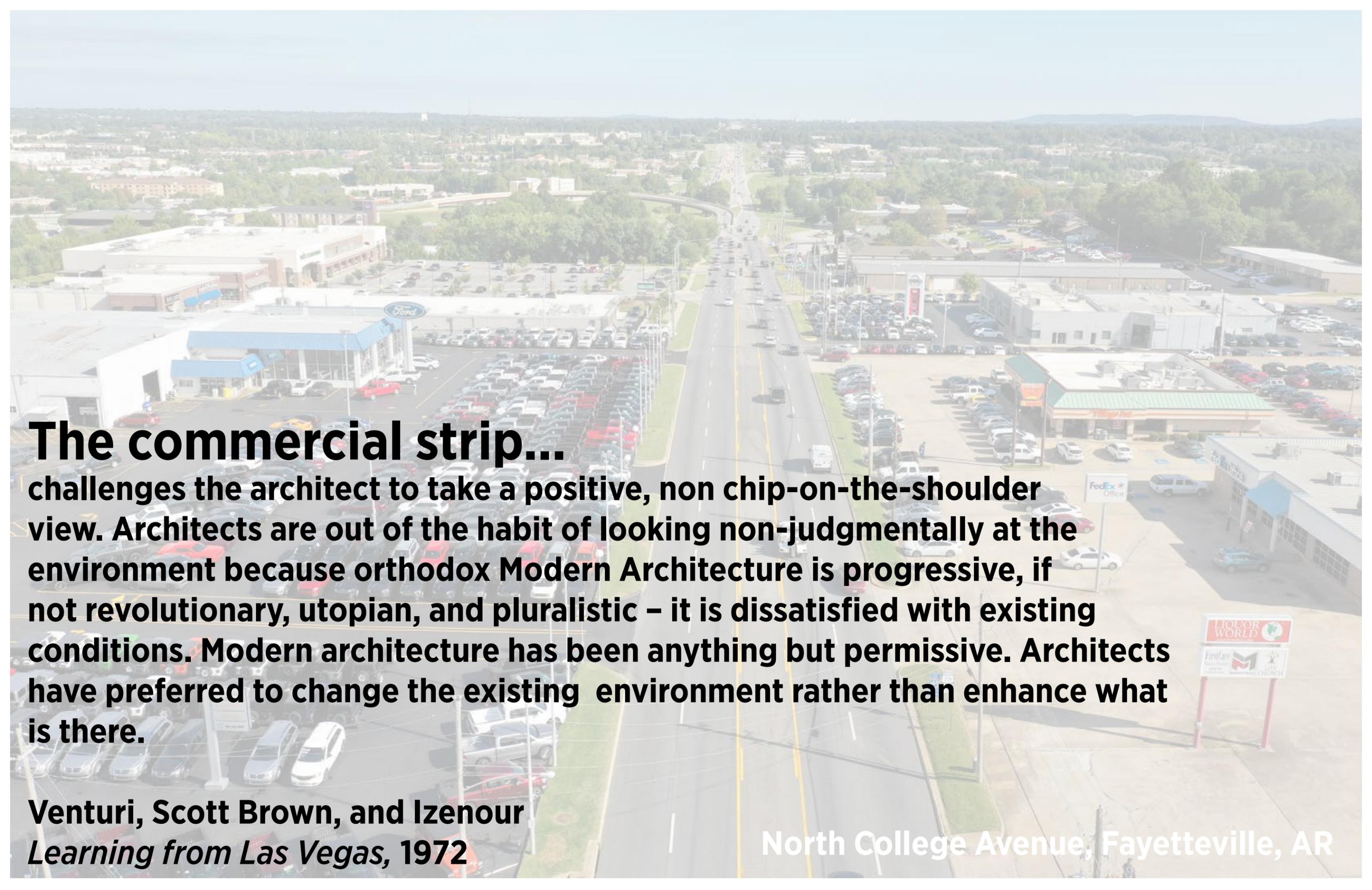
Salesforce Transit Center, San Francisco



Landscape Urbanism

A theory of urban planning arguing that the best way to organize cities is through the design of the city's landscape rather than buildings. It is most often cited as a response to the "failings" of New Urbanism and the shift away from the comprehensive visions and demands of modern architecture and urban planning.

Radburn (NJ)

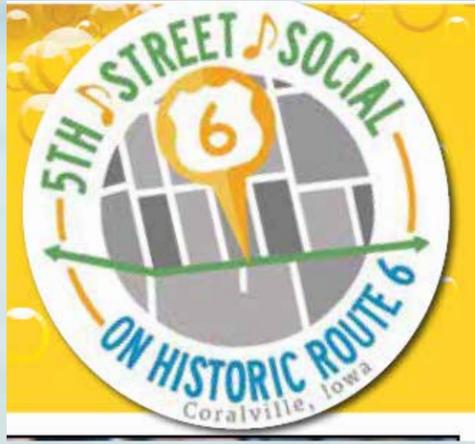


The commercial strip...

challenges the architect to take a positive, non chip-on-the-shoulder view. Architects are out of the habit of looking non-judgmentally at the environment because orthodox Modern Architecture is progressive, if not revolutionary, utopian, and pluralistic – it is dissatisfied with existing conditions. Modern architecture has been anything but permissive. Architects have preferred to change the existing environment rather than enhance what is there.

Venturi, Scott Brown, and Izenour
Learning from Las Vegas, 1972

North College Avenue, Fayetteville, AR



“ A Classy Strip is Worth the Trip”

Lessons from US 6 in Coralville, Iowa

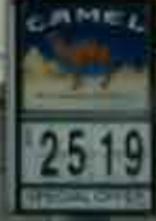


UNLEADED	20	9/10
SUPER UNLEADED	21	9/10
PREMIUM UNLEADED	22	9/10

GREAT SMOKES	
GREAT PRICES	
MARLBORO	26 69
CAMEL	25 19
LOTTO	205M

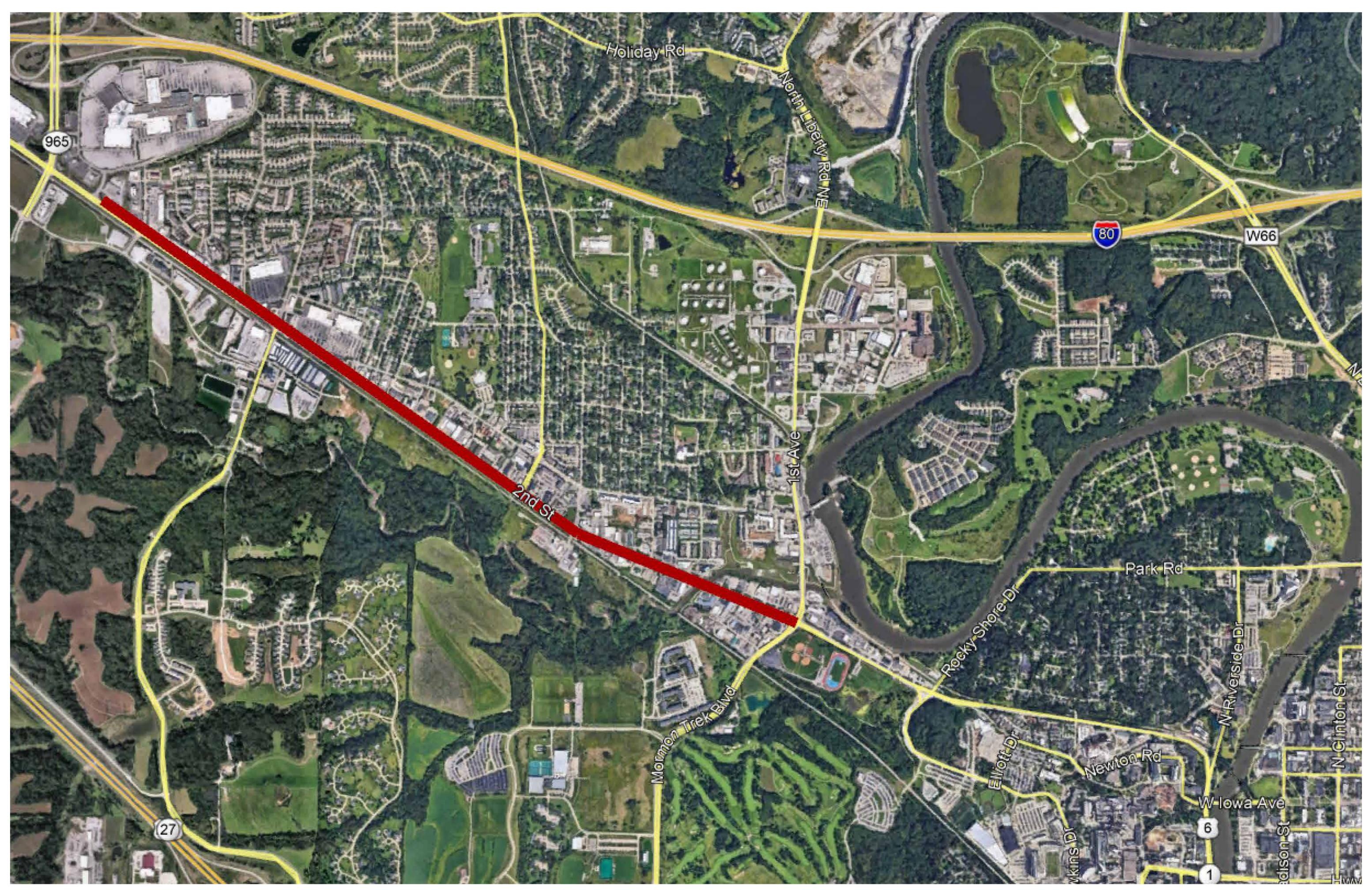


MEXICAN RESTAURANT



BONAN





Holiday Rd

North Liberty Rd NE

965

80

W66

2nd St

1st Ave

Mormon Trek Blvd

Rocky Shore Dr

Park Rd

Newton Rd

Elliott Dr

W Iowa Ave

27

6

1

Edison St

N Clinton St

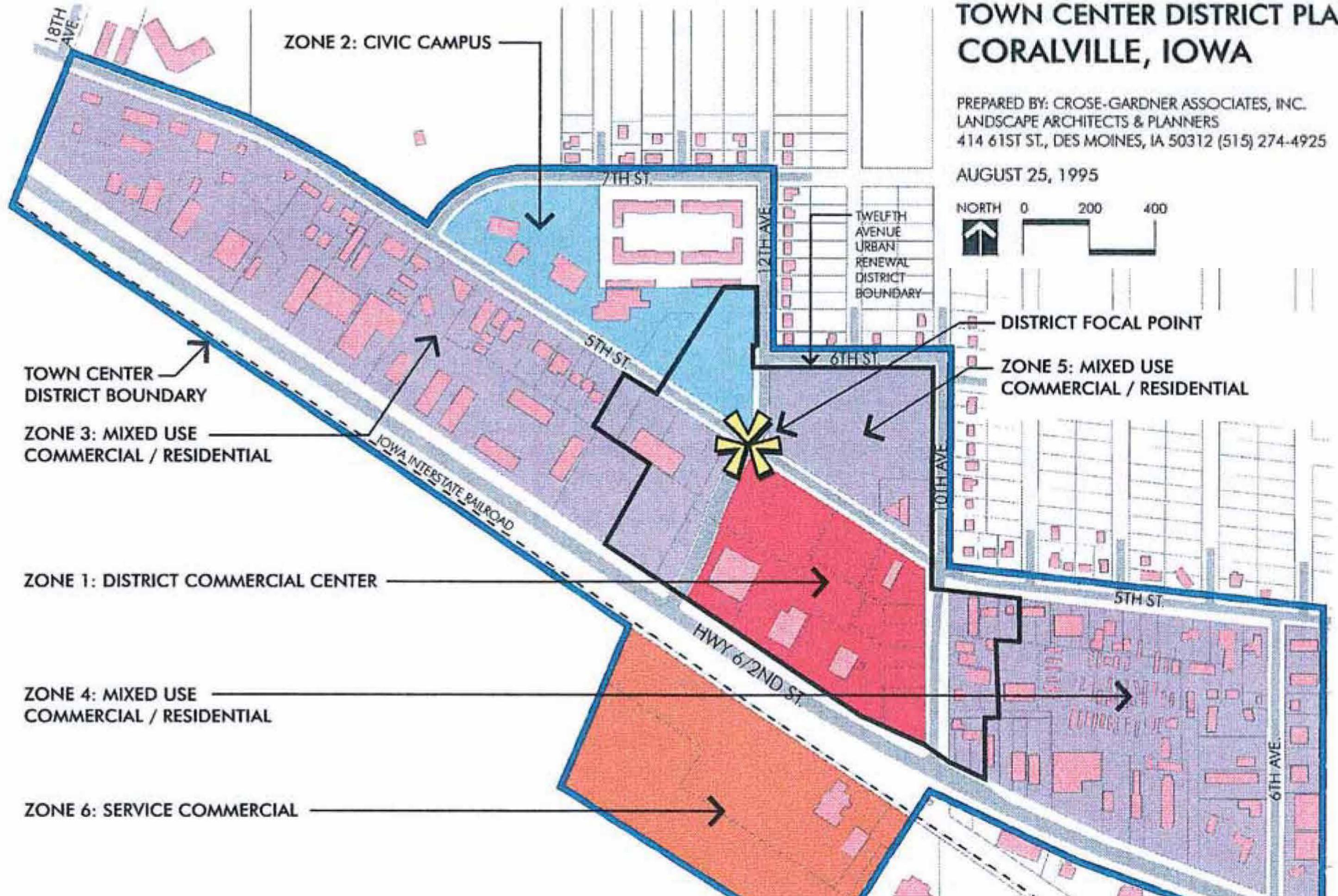
N Riverside Dr



TOWN CENTER DISTRICT PLAN CORALVILLE, IOWA

PREPARED BY: CROSE-GARDNER ASSOCIATES, INC.
LANDSCAPE ARCHITECTS & PLANNERS
414 61ST ST., DES MOINES, IA 50312 (515) 274-4925

AUGUST 25, 1995



ZONE 2: CIVIC CAMPUS

TWELFTH AVENUE URBAN RENEWAL DISTRICT BOUNDARY

DISTRICT FOCAL POINT

ZONE 5: MIXED USE COMMERCIAL / RESIDENTIAL

TOWN CENTER DISTRICT BOUNDARY

ZONE 3: MIXED USE COMMERCIAL / RESIDENTIAL

ZONE 1: DISTRICT COMMERCIAL CENTER

ZONE 4: MIXED USE COMMERCIAL / RESIDENTIAL

ZONE 6: SERVICE COMMERCIAL

18TH AVE.

7TH ST.

12TH AVE.

5TH ST.

6TH ST.

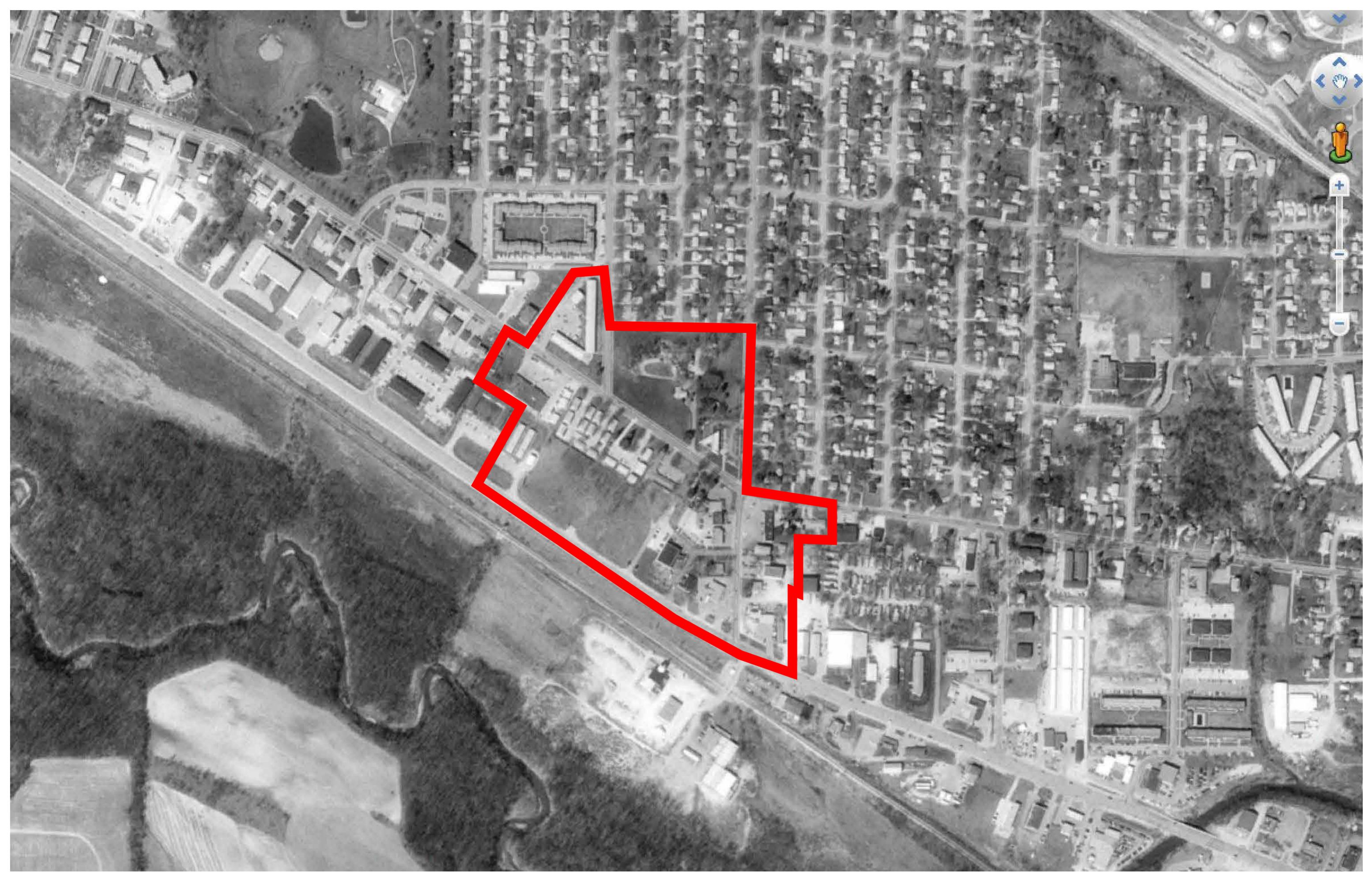
10TH AVE.

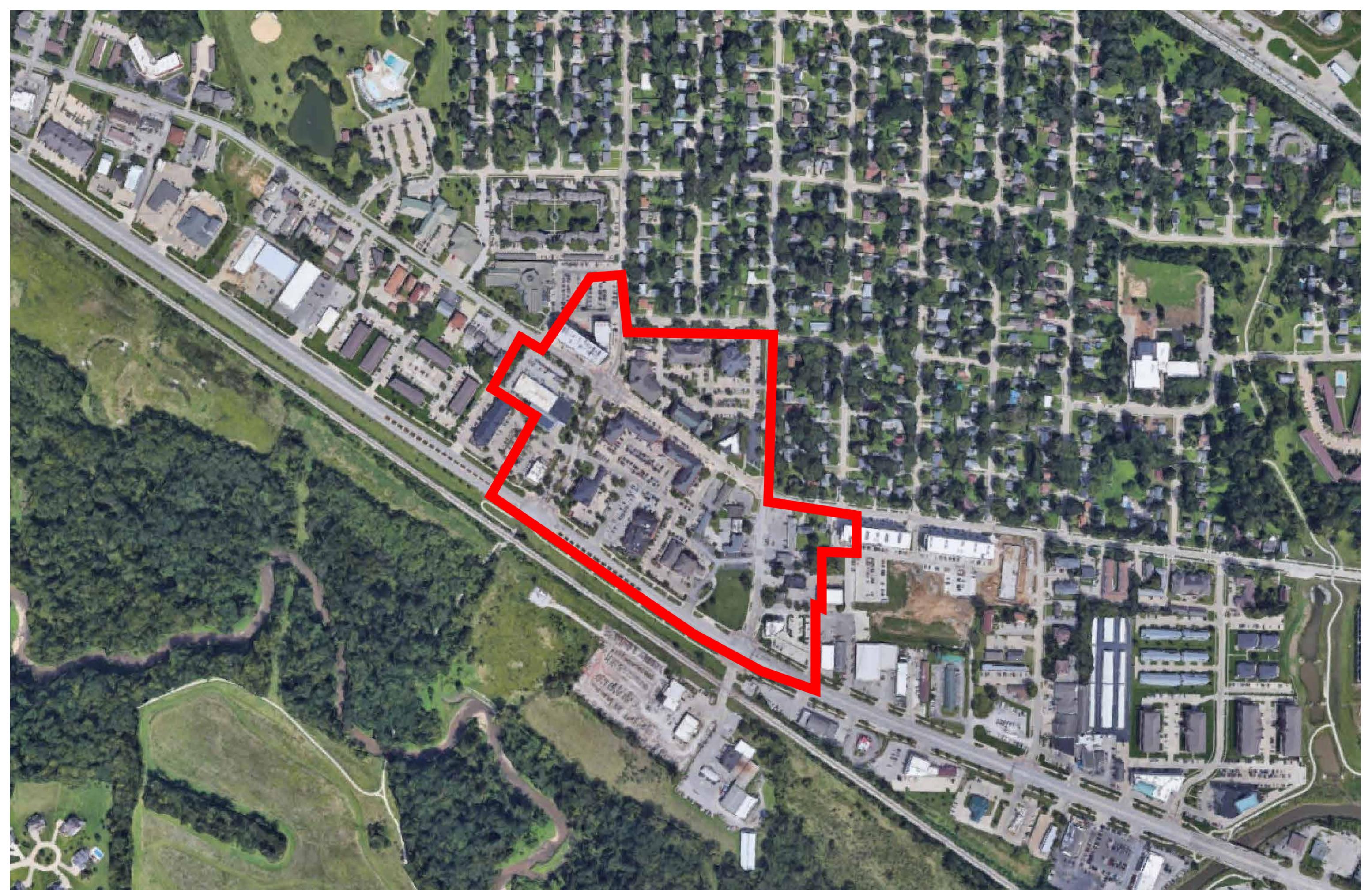
5TH ST.

HWY 6/2ND ST.

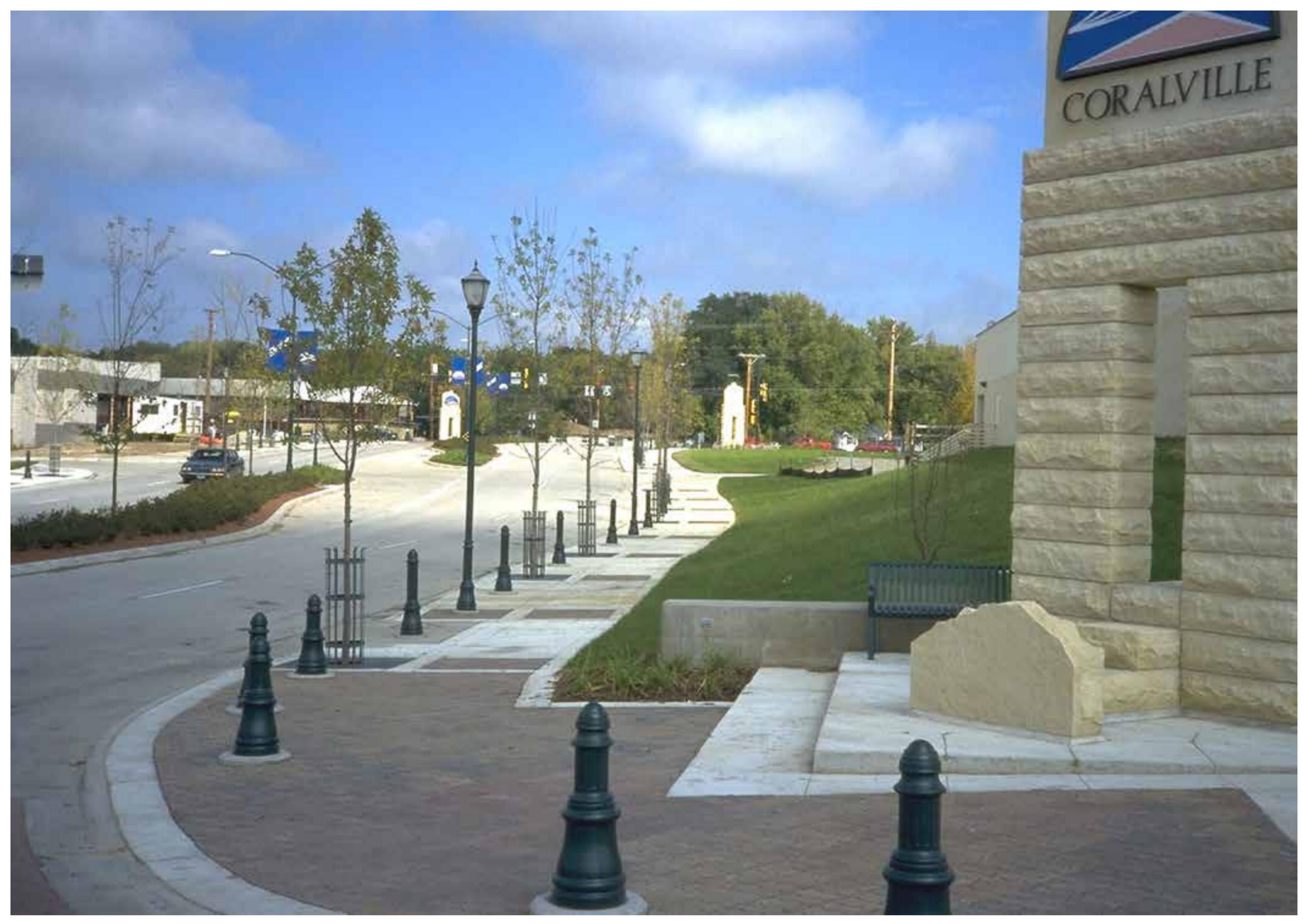
6TH AVE.

IOWA INTERSTATE RAILROAD

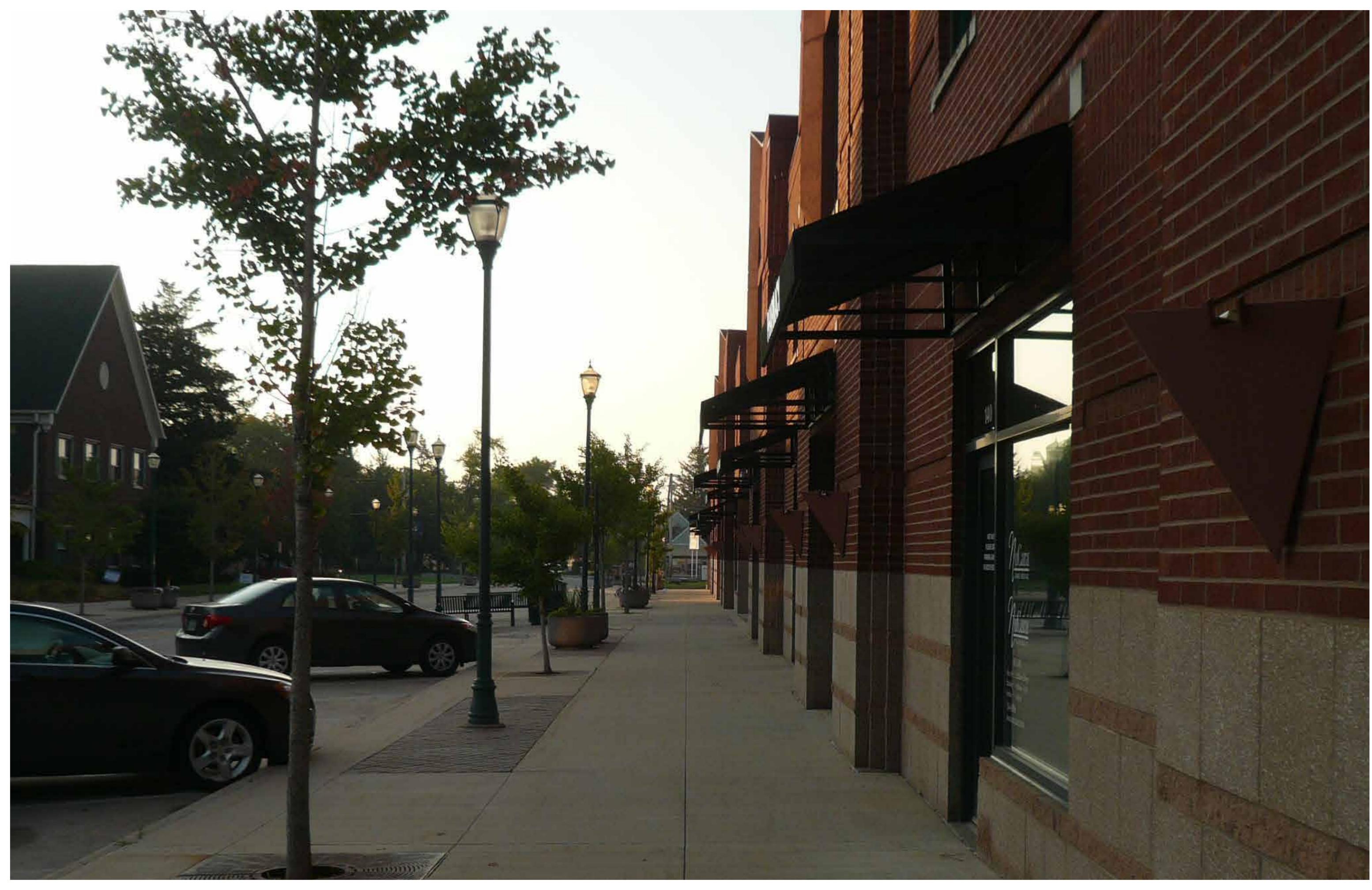


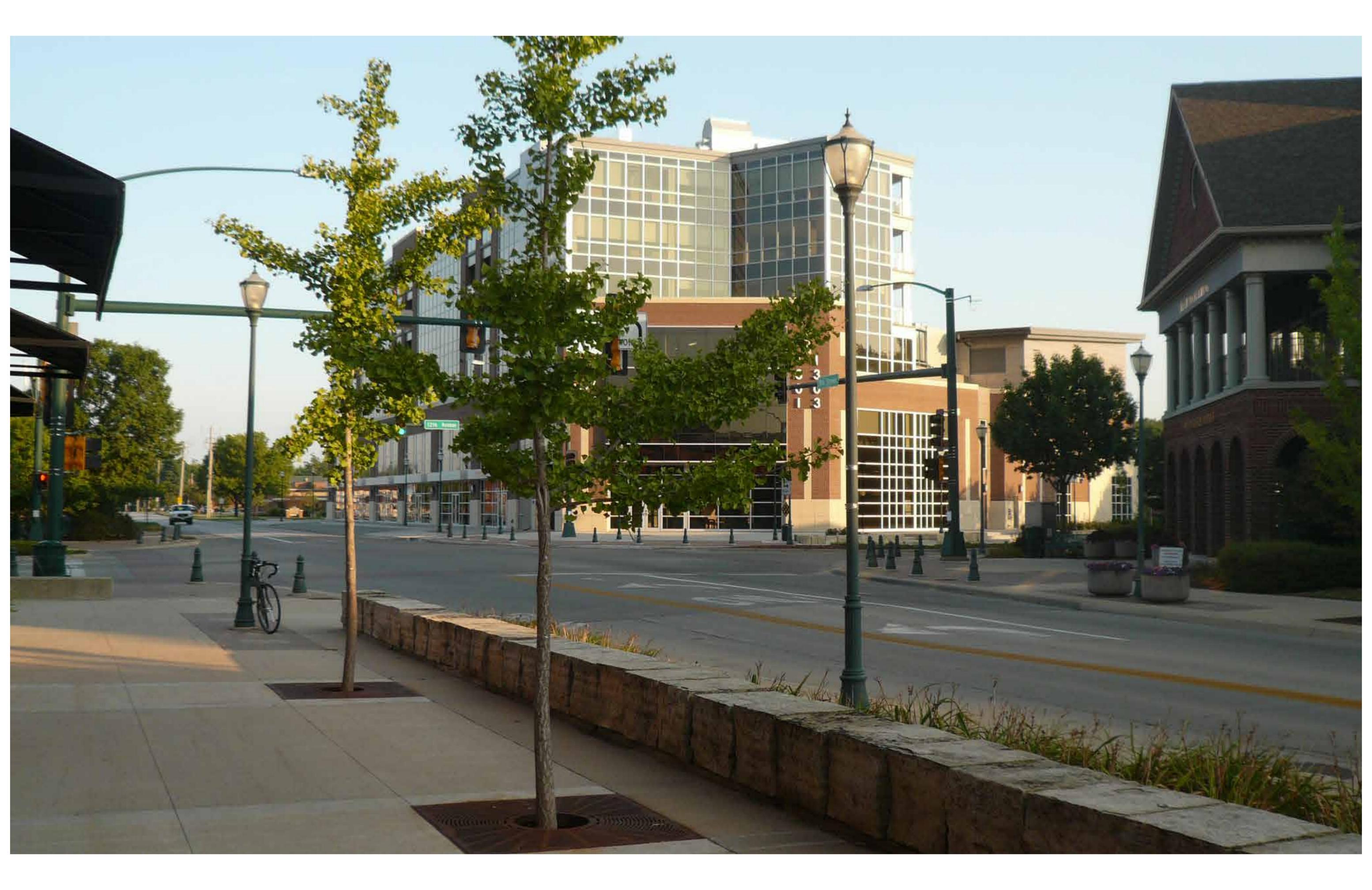



CORALVILLE









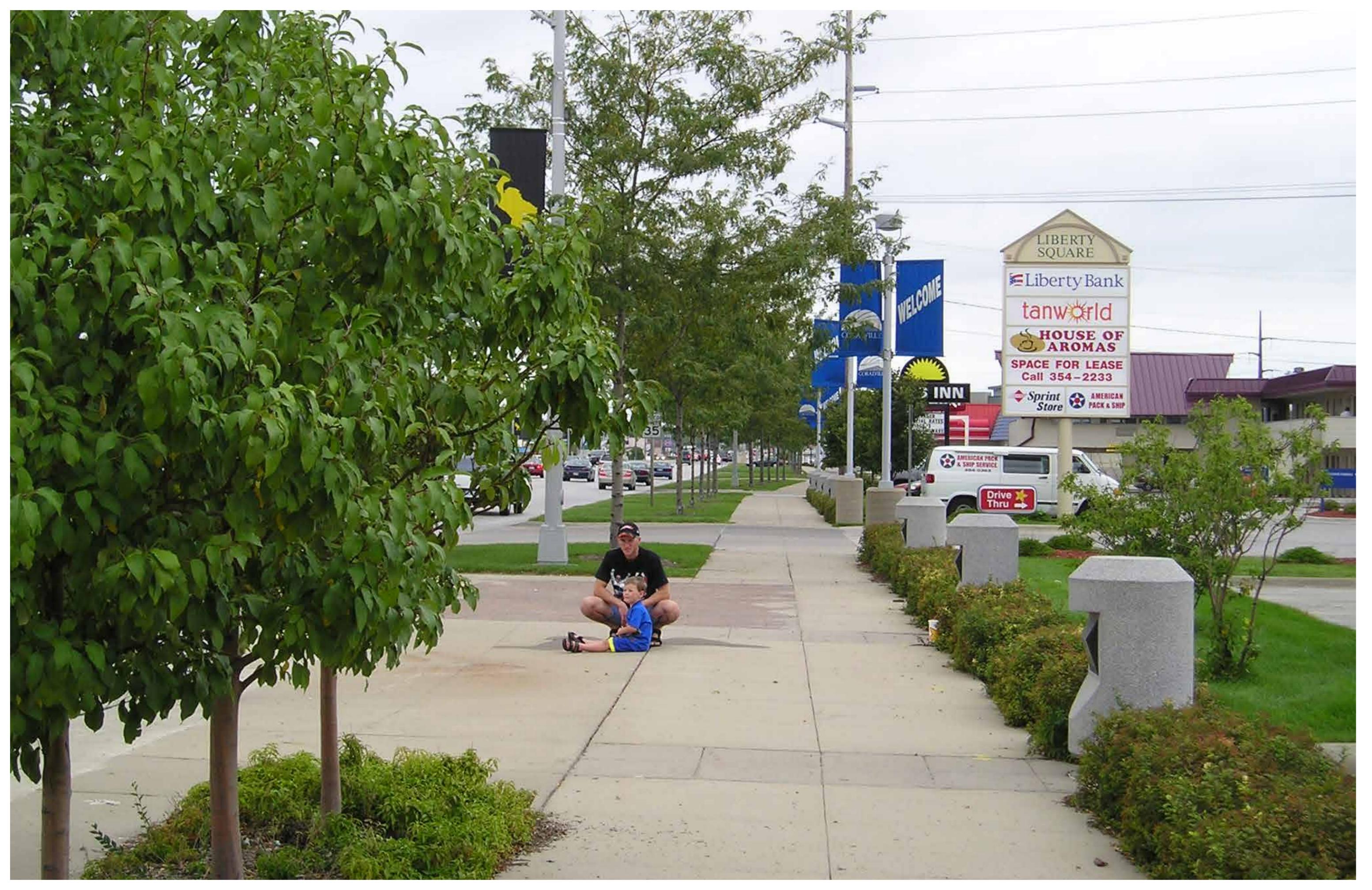


CITY
CENTER
SQUARE

TIERRA COFFEE

INFINITI
SKIN CARE & SPA





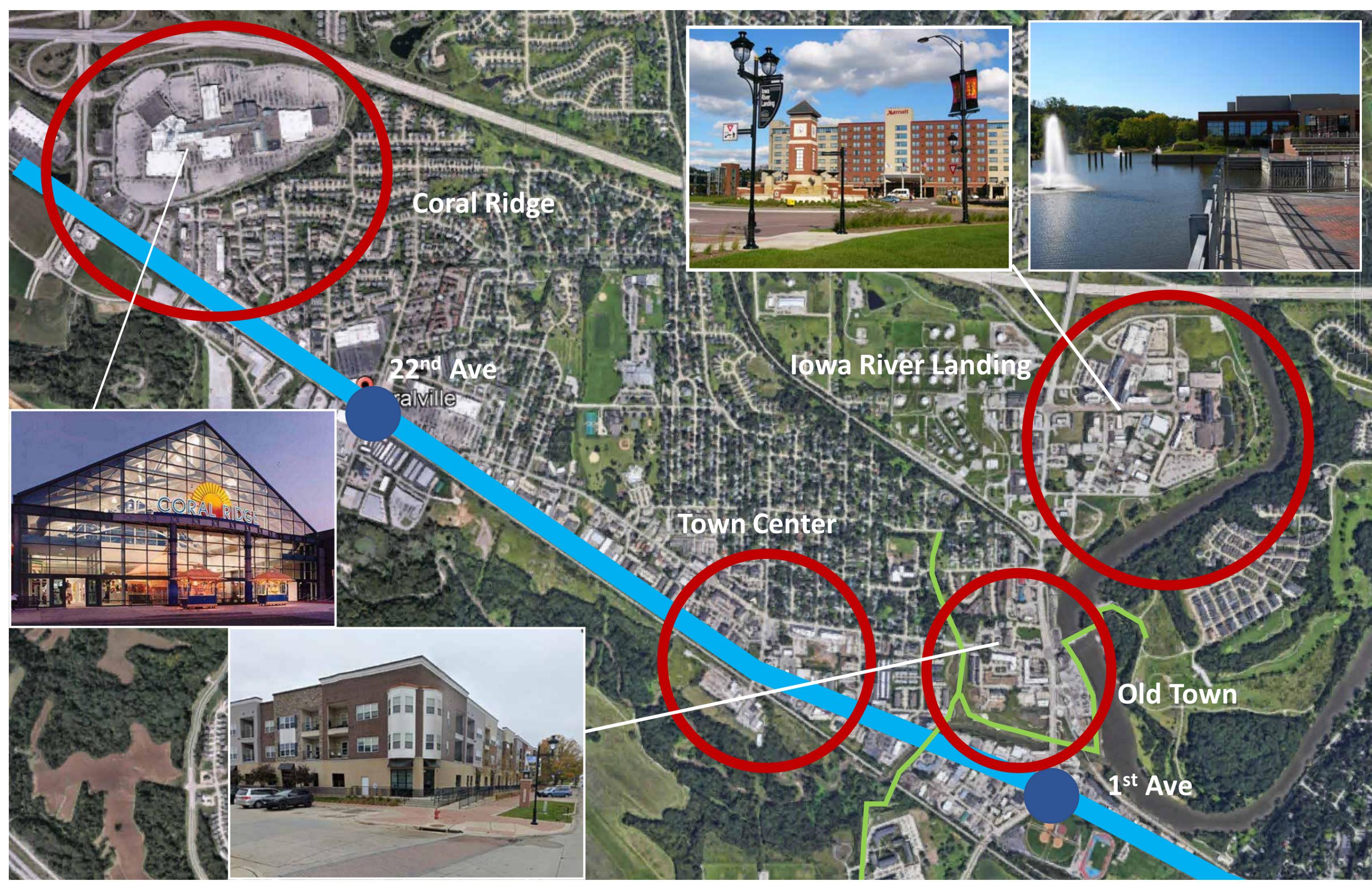
LIBERTY SQUARE
Liberty Bank
tanworld
HOUSE OF AROMAS
SPACE FOR LEASE
Call 354-2233
Sprint Store AMERICAN PACK & SHIP

WELCOME

INN

Drive Thru

35



Coral Ridge

Iowa River Landing

Town Center

Old Town

22nd Ave
Coralville

1st Ave

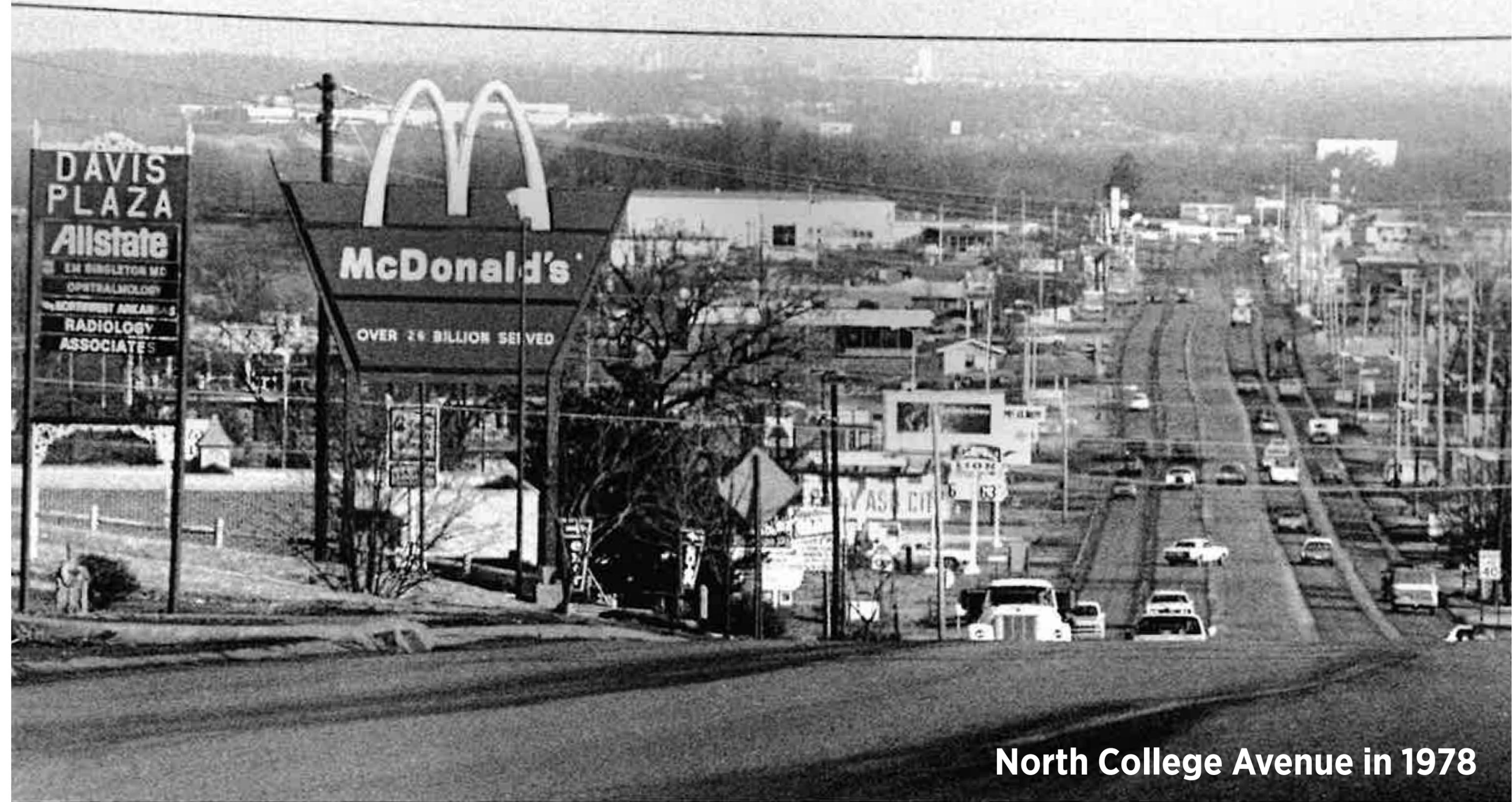


Lessons from Successful (and Unsuccessful) Corridors

1. Corridor evolution is a long-term, incremental process, making
2. Incrementalism makes a planning framework really important
3. The quality of the public realm matters
4. All modes of travel should be accommodated safely and comfortably
5. Auto- and walkable/bikeable development must co-exist
6. Catalytic projects or focuses can start an effective process
7. Urban design codes can direct but not create markets
8. It's not a good idea to depend on a single, "heroic" element
9. Urban corridors should be urban places
10. Corridors should help orient their users



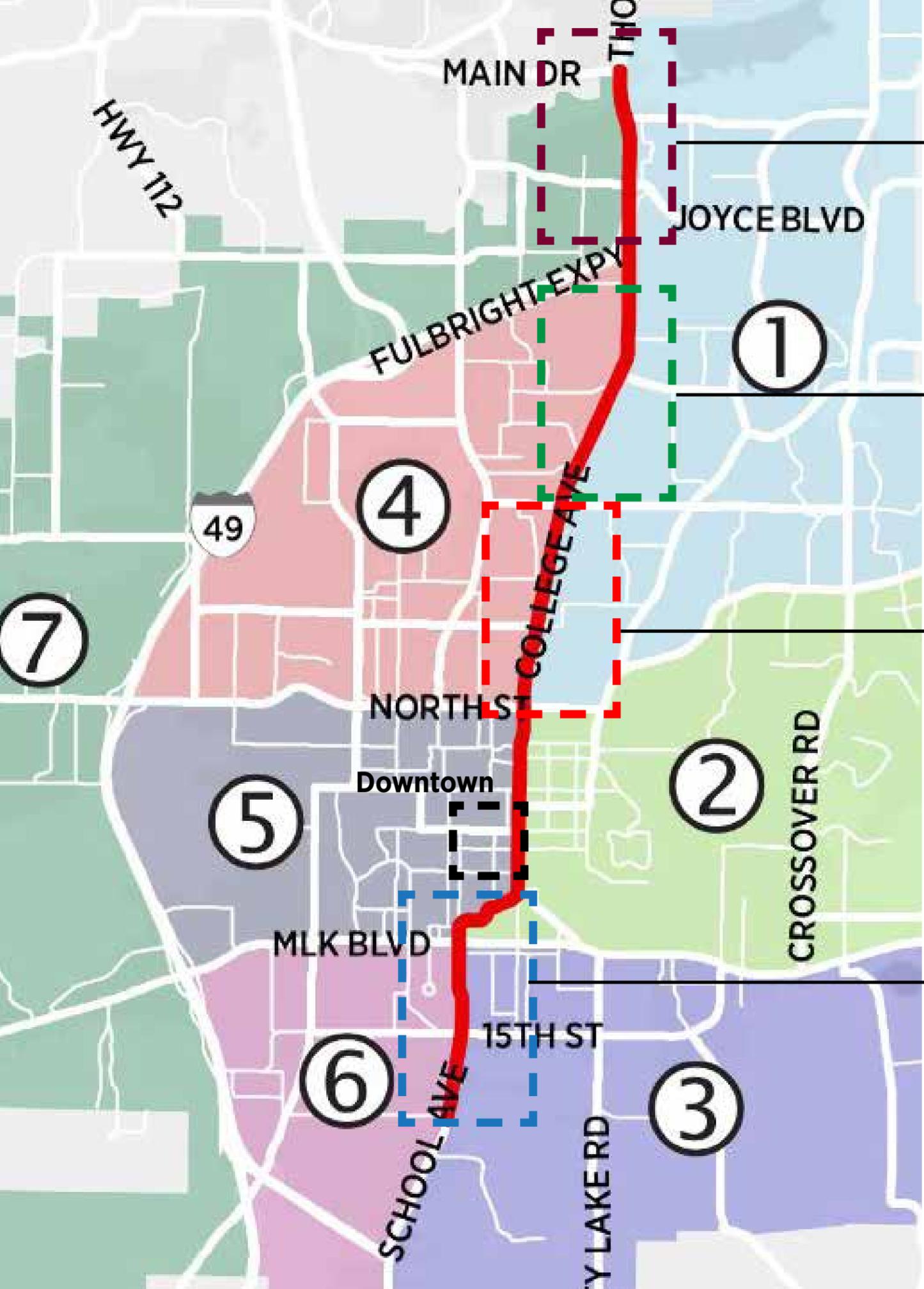
The 71 B Plan



North College Avenue in 1978

Route 71B: Context





Mall



Uptown

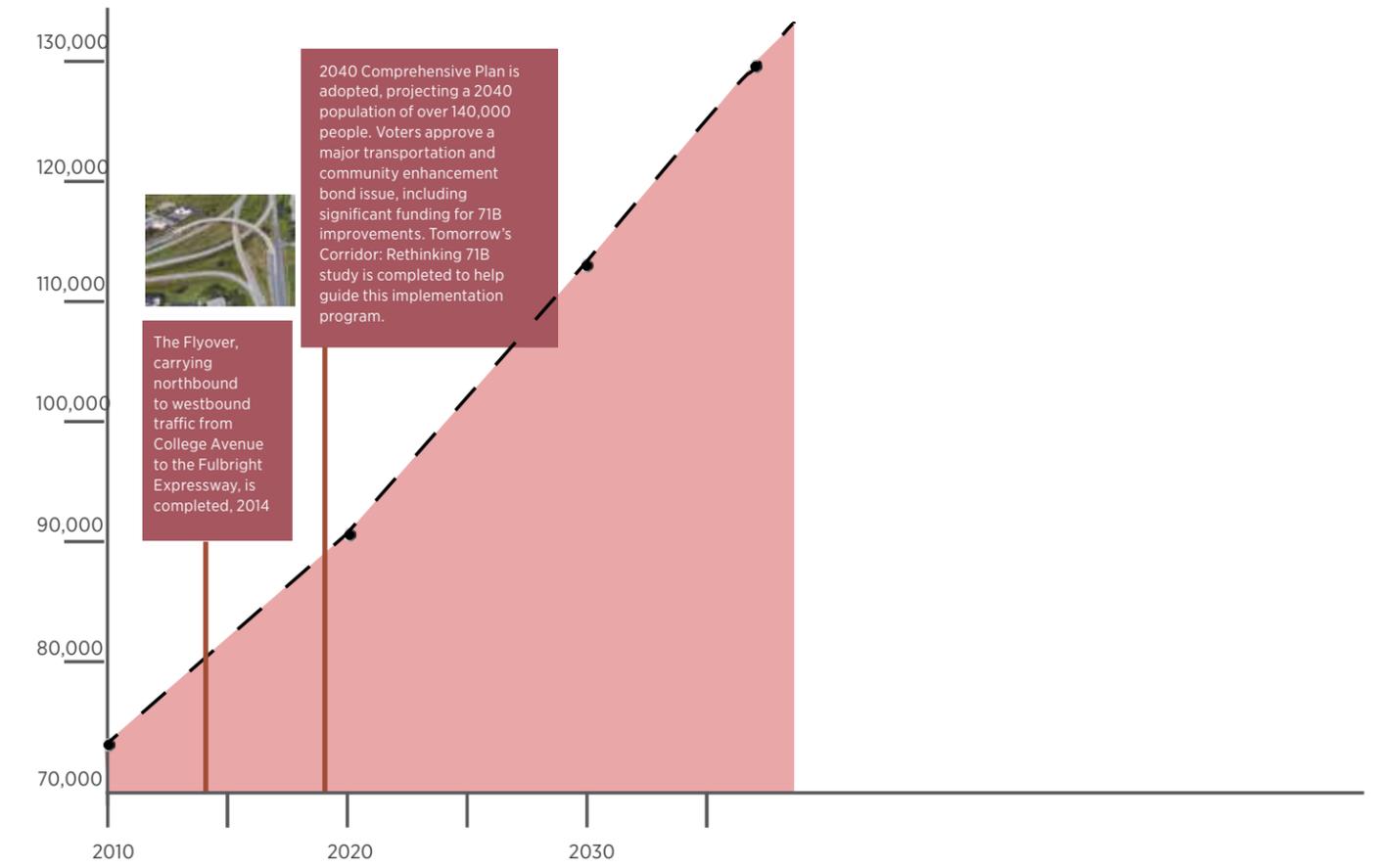
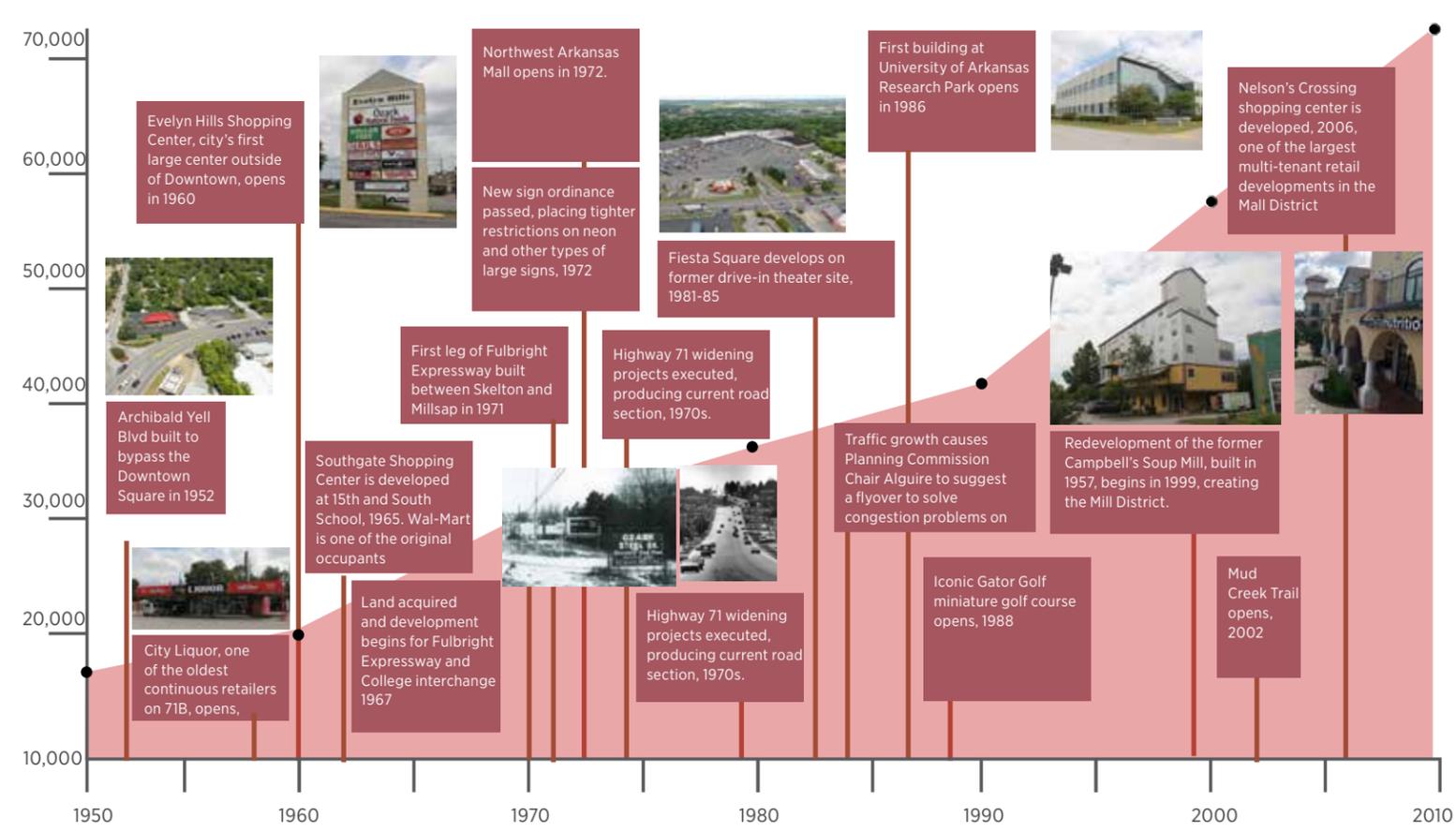
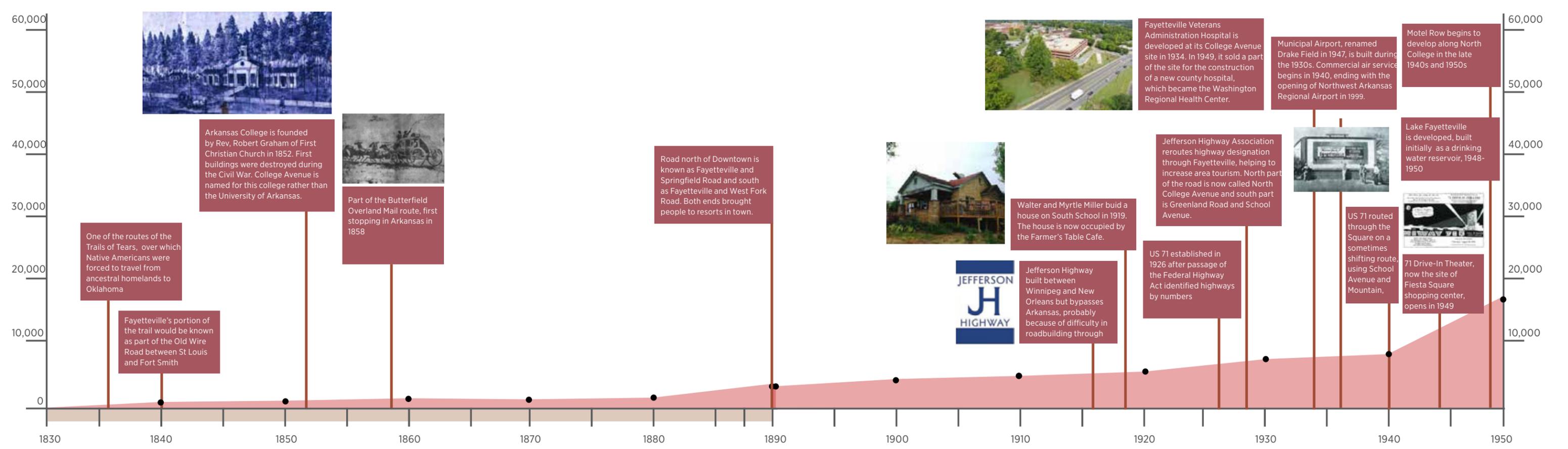


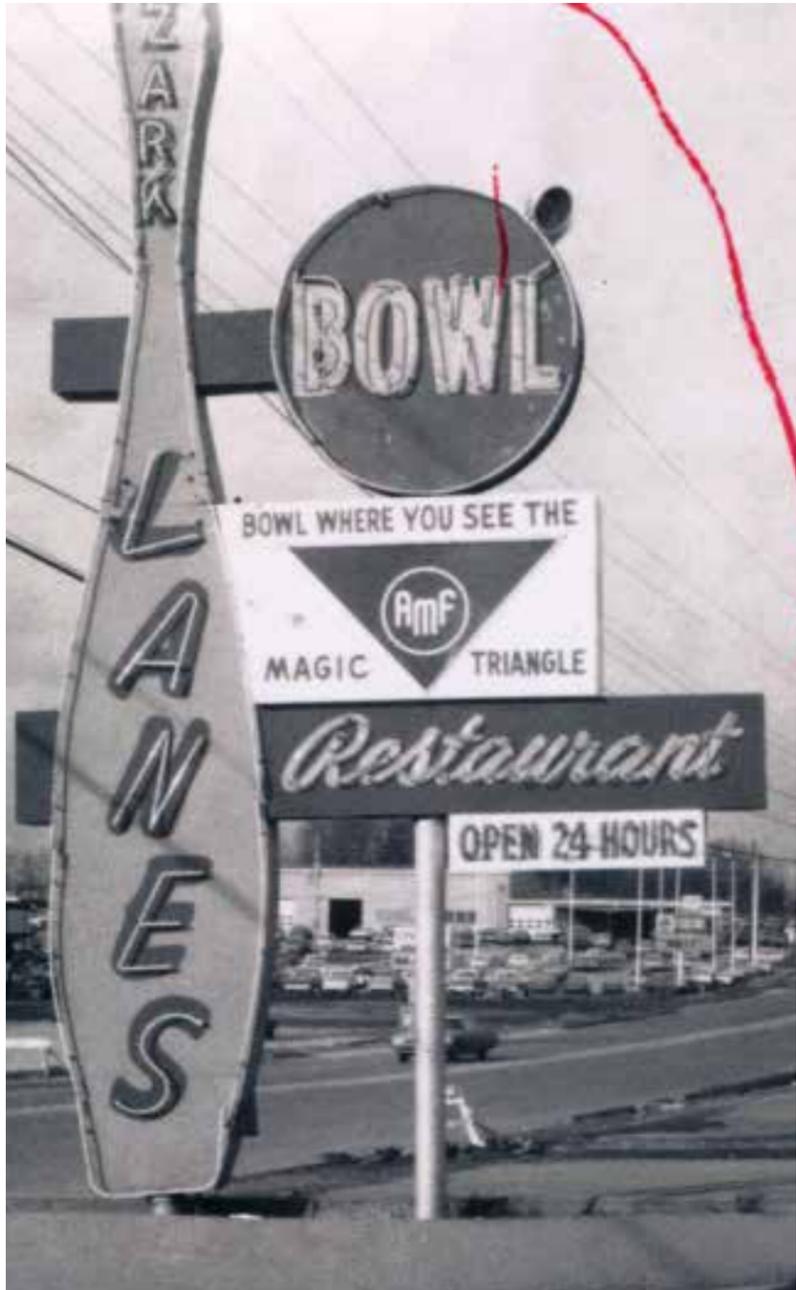
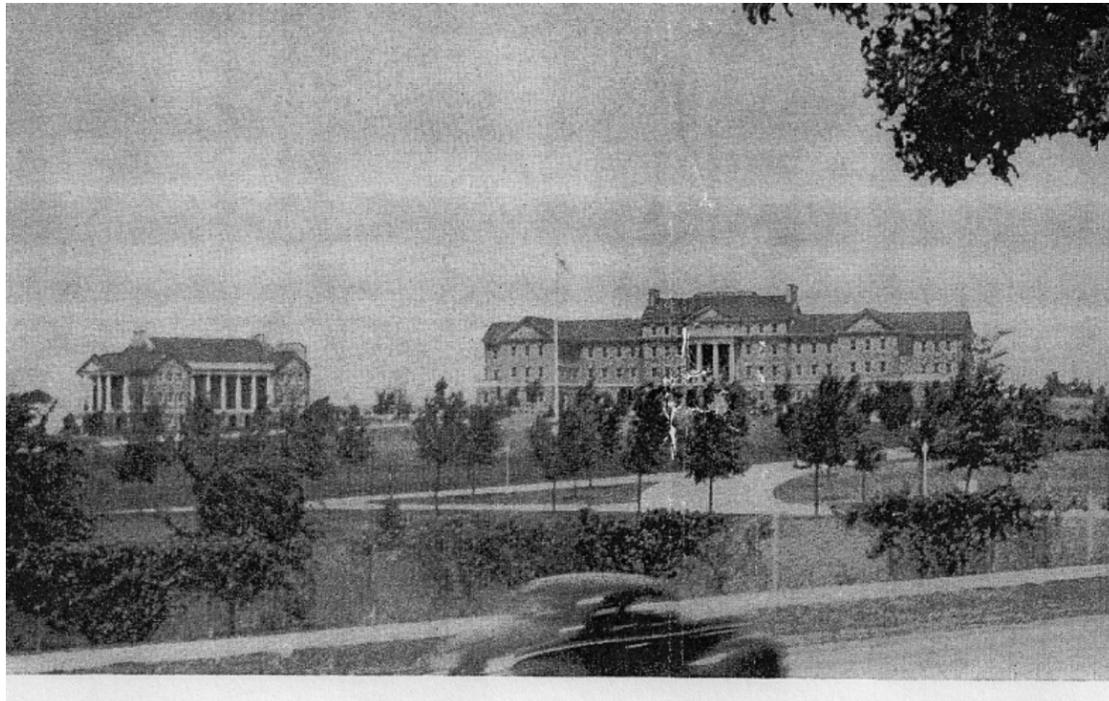
Midtown



South School









**WALKER PARK NEIGHBORHOOD
 ILLUSTRATIVE MASTER PLAN
 FAYETTEVILLE, ARKANSAS
 SEPTEMBER 2007**



Uptown
Center

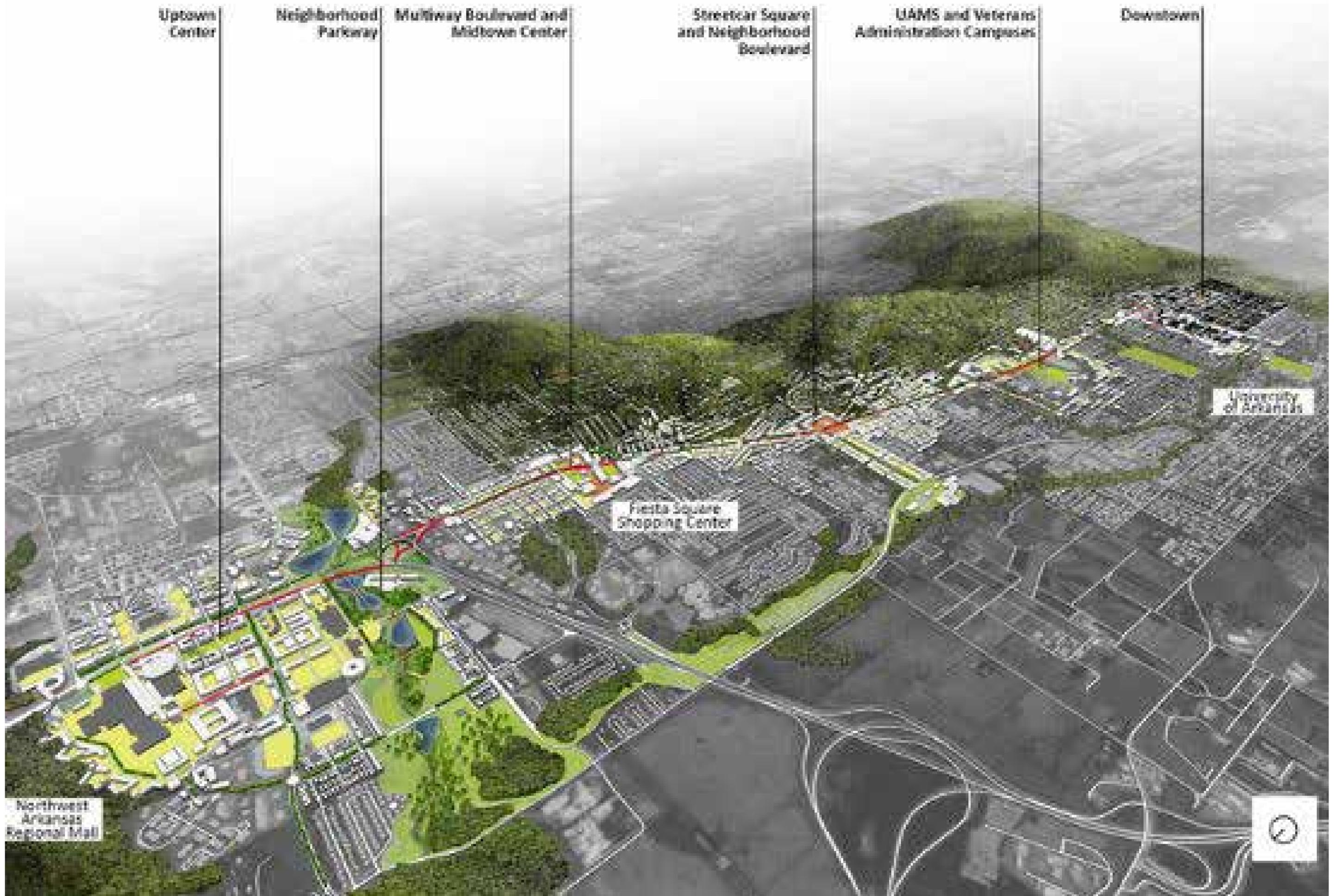
Neighborhood
Parkway

Multway Boulevard and
Midtown Center

Streetcar Square
and Neighborhood
Boulevard

UAMS and Veterans
Administration Campuses

Downtown



Northwest
Arkansas
Regional Mall

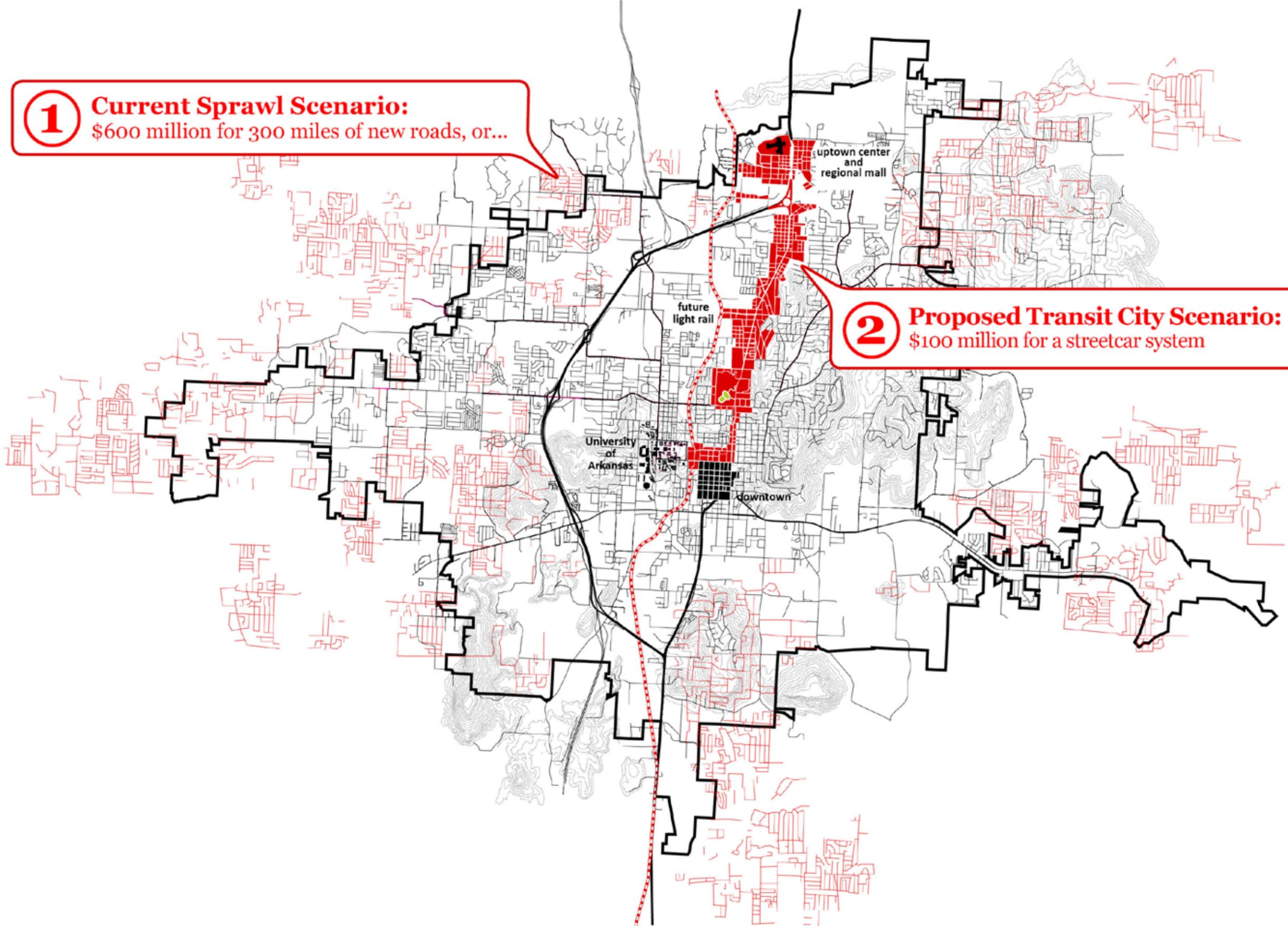
Fiesta Square
Shopping Center

University
of Arkansas



1 **Current Sprawl Scenario:**
\$600 million for 300 miles of new roads, or...

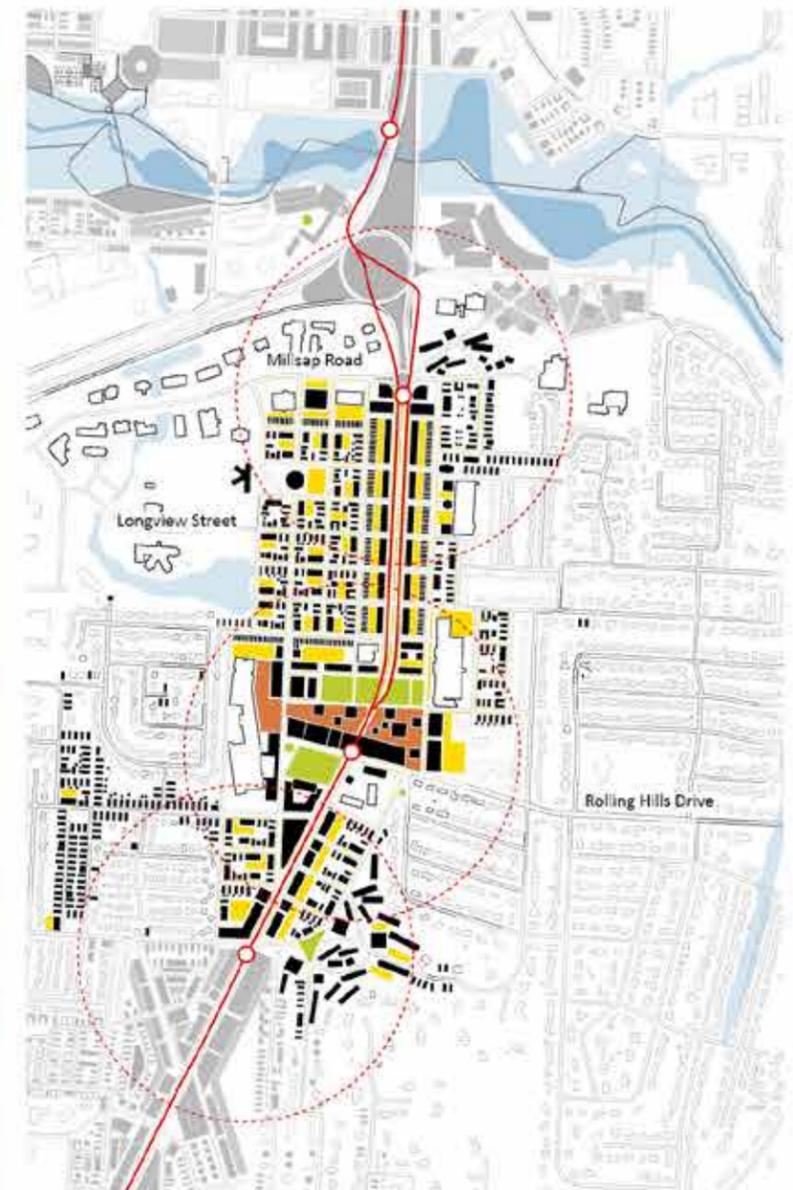
2 **Proposed Transit City Scenario:**
\$100 million for a streetcar system



2030 Growth Scenarios
population 125,000 est. 0 1 mile

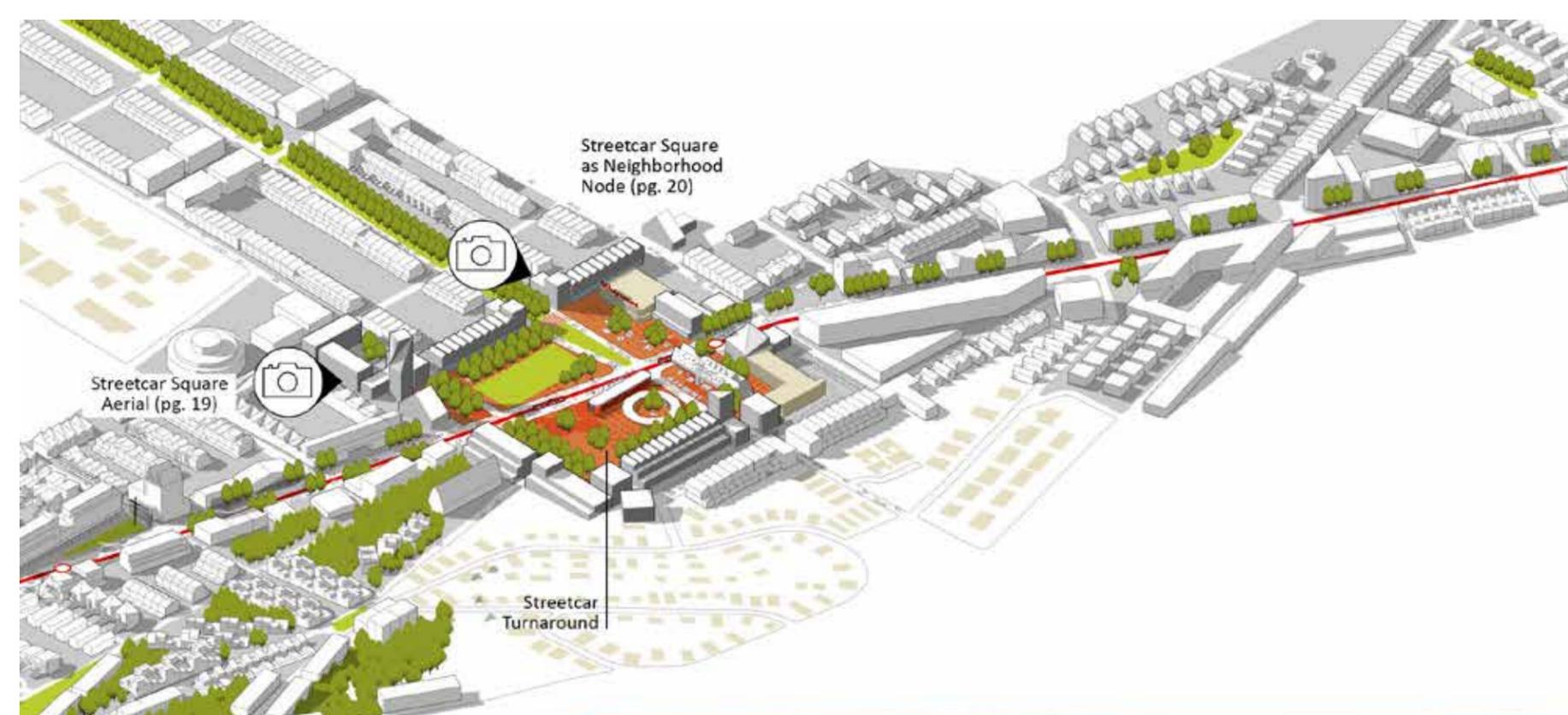
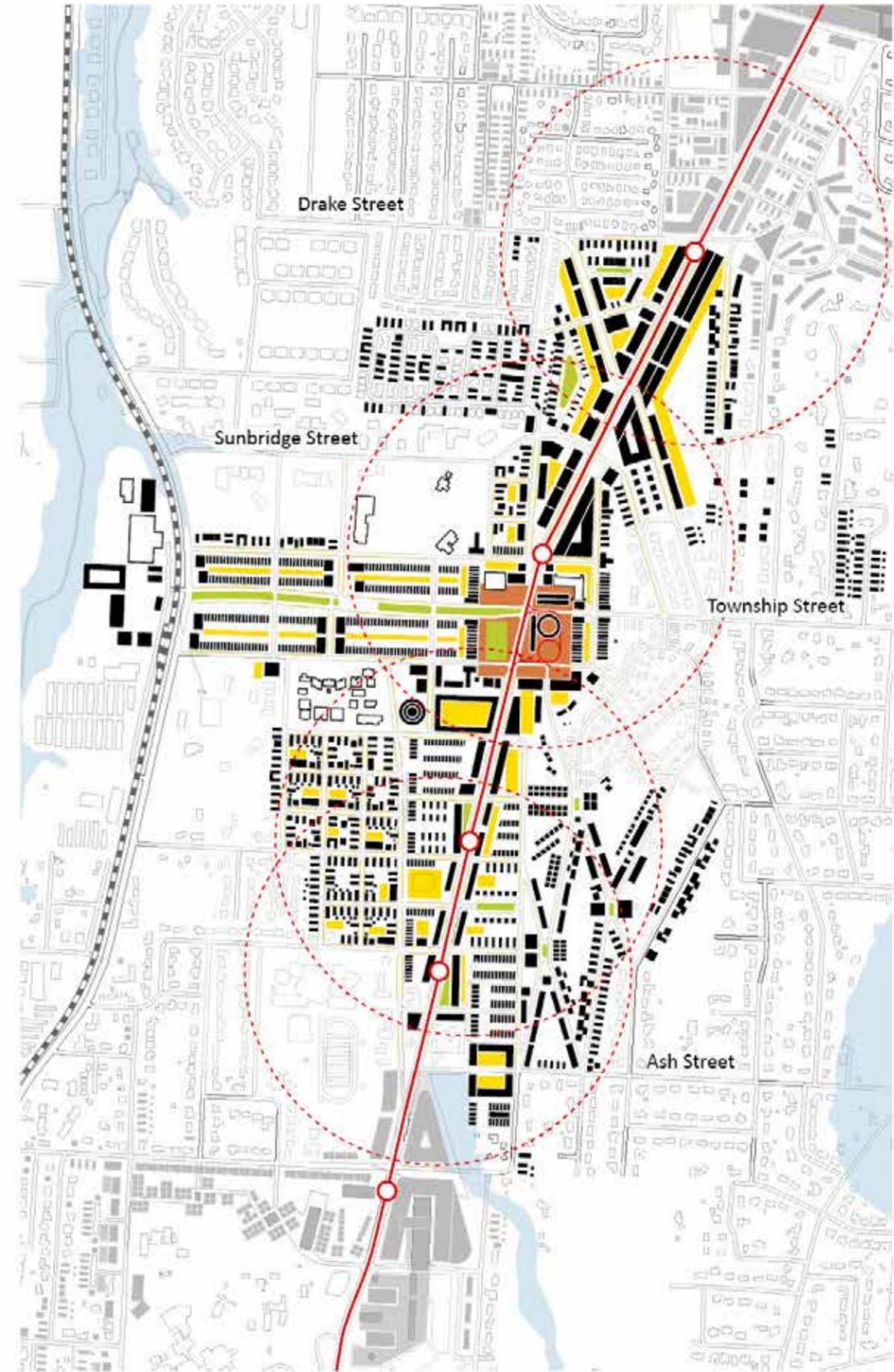


Cul-de-sacs and large parking lots are reformulated into walkable town formats with interconnected street and open space networks that service high and low density neighborhoods.





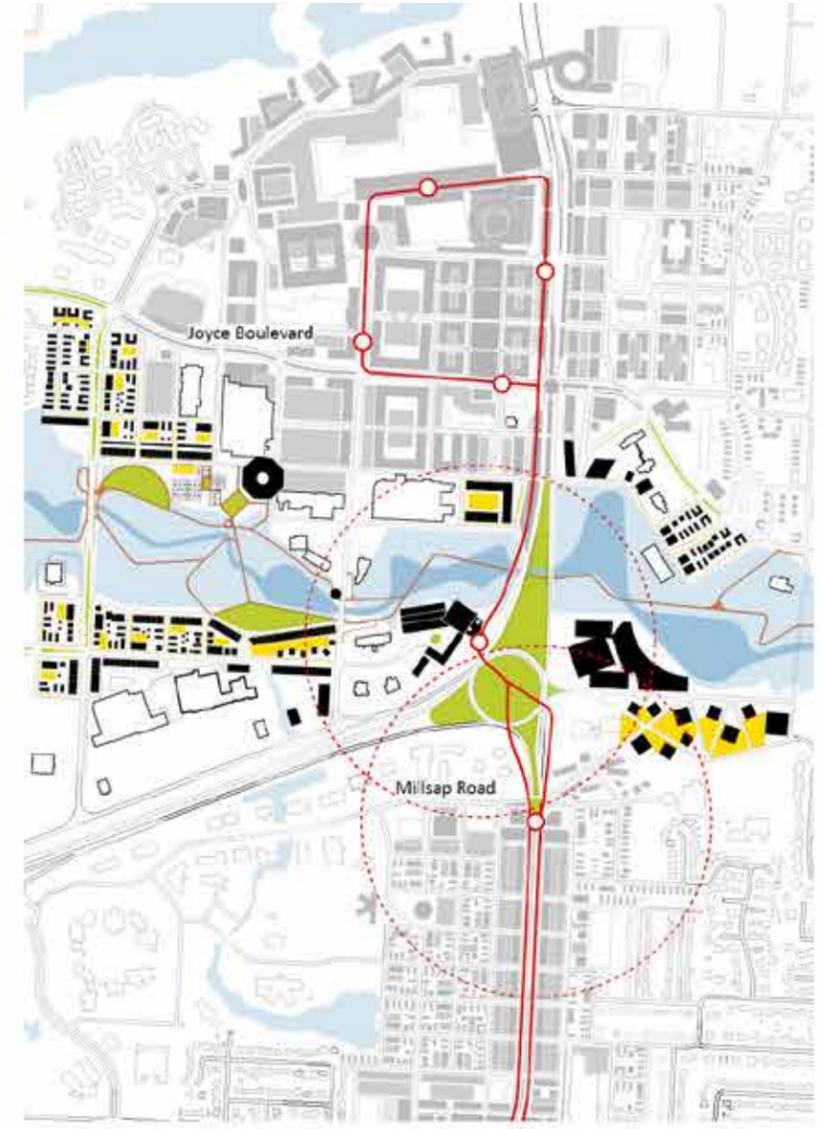
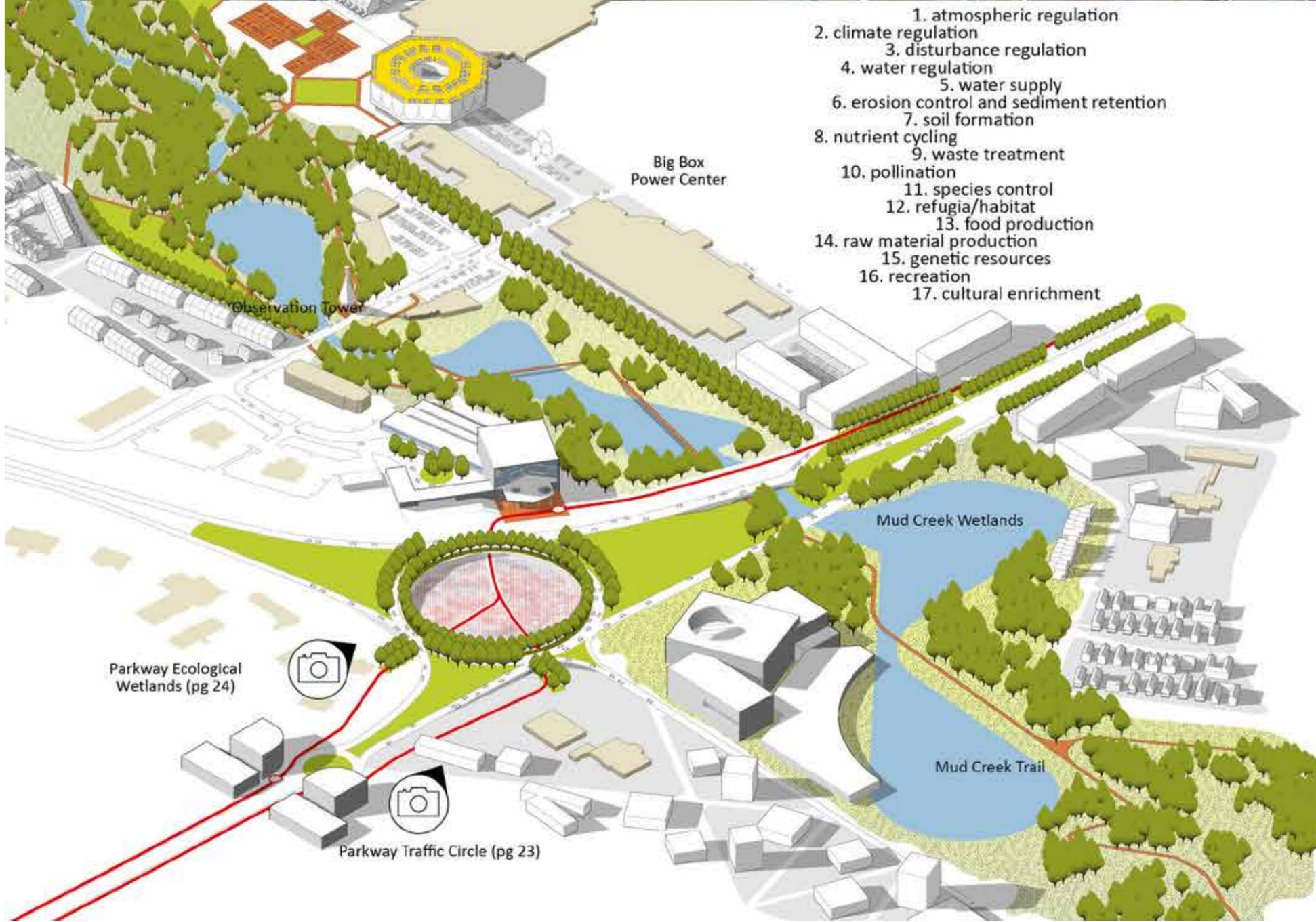
A squareback—lined with townhouses framing a farmer's market, a town green, and streetcar facilities—provides residential frontages along the corridor.





offering the 17 ecosystem services

1. atmospheric regulation
2. climate regulation
3. disturbance regulation
4. water regulation
5. water supply
6. erosion control and sediment retention
7. soil formation
8. nutrient cycling
9. waste treatment
10. pollination
11. species control
12. refugia/habitat
13. food production
14. raw material production
15. genetic resources
16. recreation
17. cultural enrichment



Implement multi-modal transportation formats, like traffic circles and trails, that provide civic identity and neighborhood formations even at the edge.

The subject portion of the Highway 71B corridor generally does not possess a character which reflects well on the community. In most areas, the street right-of-way and associated development is designed to focus on automobile travel to the exclusion of other considerations. The street design encourages high vehicle speeds. There are limited or no provisions for pedestrian or bicycle access and minimal amounts of landscaping between the roadway and parking lots. Overhead wires are also prevalent in many areas. These factors present an unappealing aesthetic environment for residents, visitors and merchants. Sidewalks are limited along the corridor and if present, are typically narrow and adjacent to the roadway creating an unsafe and uninviting pedestrian environment.

- From the original Request for Proposals

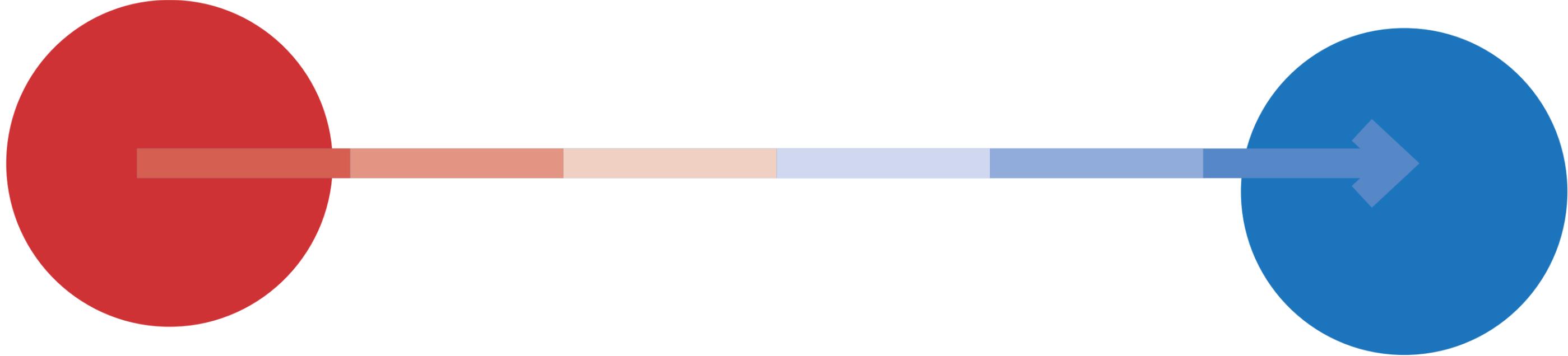


A regional highway principally designed to move traffic and serve adjacent auto-oriented businesses. Improvements along the corridor to reduce or eliminate congestion, increase safety, and improve the motorist experience.

Principles of New Urbanism by the CNU

- Walkable blocks and streets
- Housing and shopping on close proximity
- Accessible public spaces
- Focus on human-scaled urban design

A high density mixed use urban corridor, designed for movement by active modes: walking, biking, transit. Served by a web of local streets and absorbing a substantial percentage of the city's projected housing and population growth.



REALITY AND RESPECT

RESIDENT POPULATION

OPPORTUNITY AND ORIENTATION

TRANSPORTATION FUNCTION & CHOICE

URBAN ENVIRONMENT



Preferences/Priorities



- Redevelopment of obsolete sites and buildings
- Continuous, comfortable sidewalks/pedestrian access
- Green space
- Better street appearance
- Redevelopment of large parking lots

- Better lighting at pedestrian level
- Better bike access/better trail connections
- Pedestrian access to business entrances
- More walkable development, less auto-orientation
- Better infrastructure/burial of utilities



WWW.FORTSMITH-AR.GOV

Visual Survey
Does this image present an idea that should be considered for the 7th corridor?

7th

7th

FORTSMITH
ARIZONA

Framework Diagram

Viable existing development

Access management

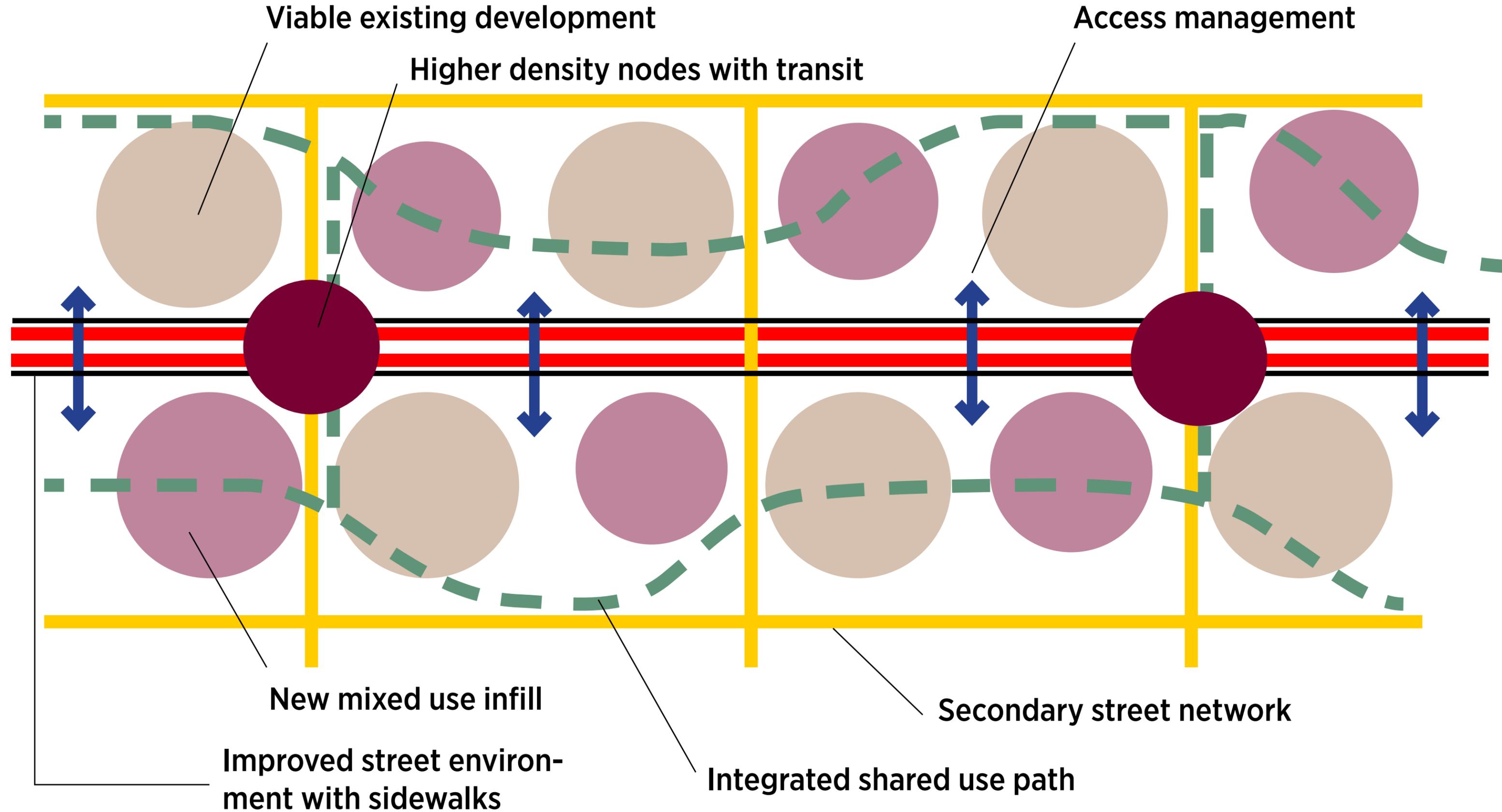
Higher density nodes with transit

New mixed use infill

Secondary street network

Improved street environment with sidewalks

Integrated shared use path



Transportation Framework



-  College Avenue "Mainline"
-  Other Major Streets
-  Existing Circulator/Collector Streets
-  Proposed Collector Links
-  Future Links Requiring Redevelopment
-  Private Connected Circulation
-  Regional Shared Use Trails
-  Proposed Corridor Trail Network
-  On-Street Bikeway
-  Signalized Intersections
-  Unsignalized intersections
-  Transit Stops
-  Pedestrian Refuge Median

Mainline Street Character

South School

North College



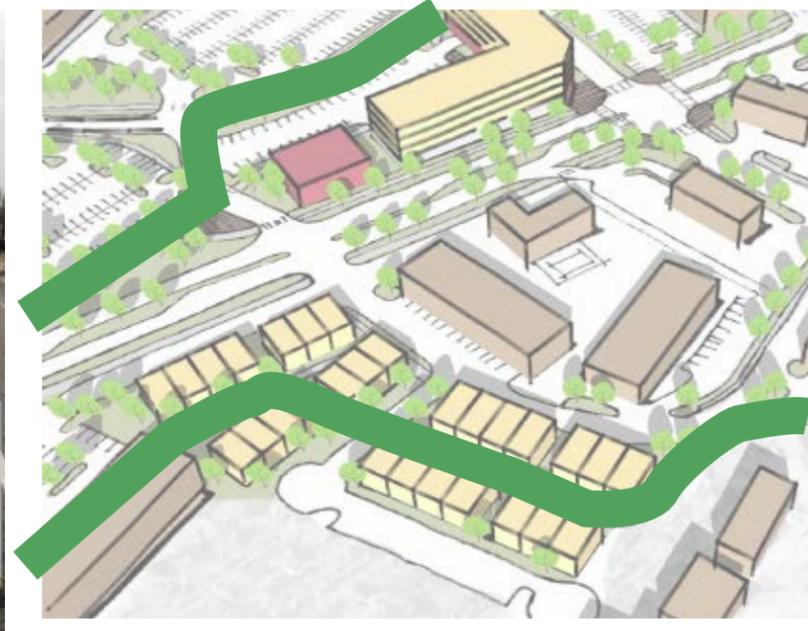
Mainline Street Character



Transportation Framework



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- Unsignalized intersections
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Plainview Connection

Integrated shared use path

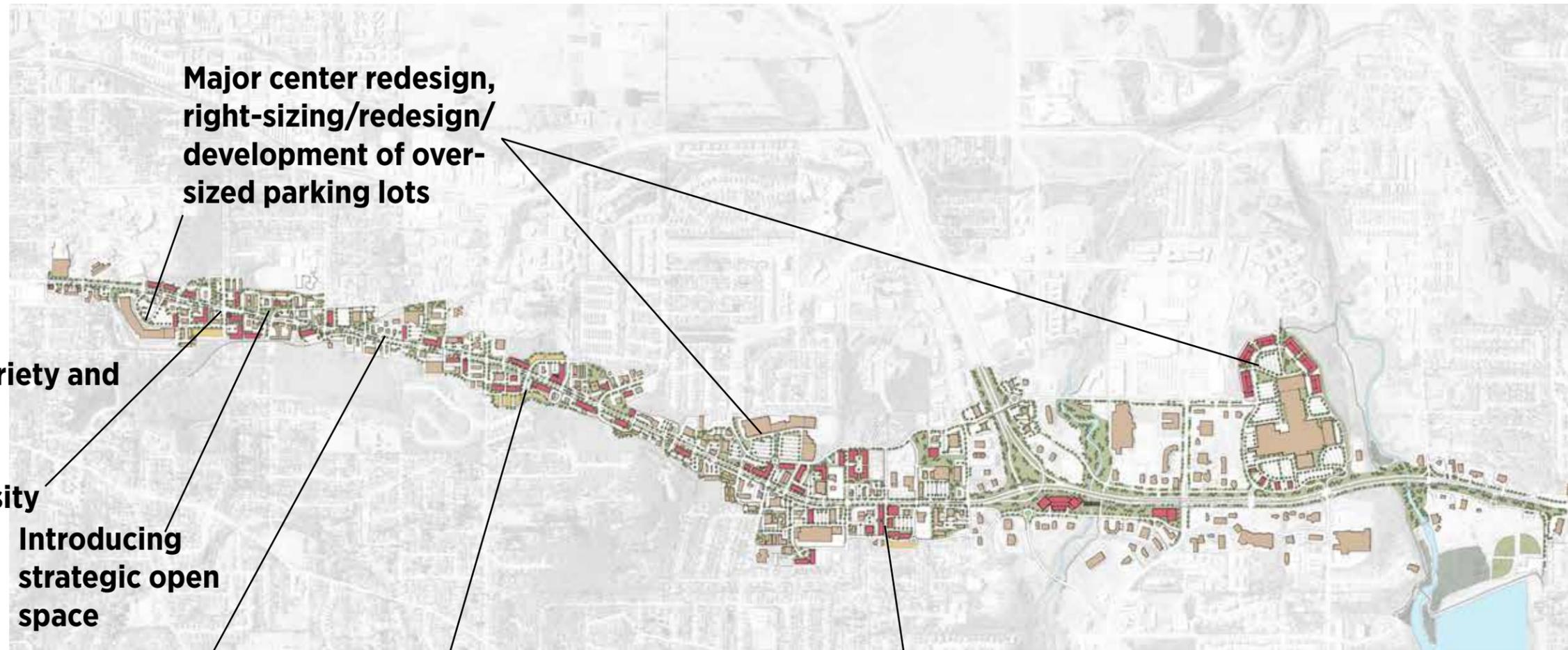


Development Framework



Redevelopment/revision of underperforming centers

Housing variety and context



Major center redesign, right-sizing/redesign/development of oversized parking lots

Higher-density nodes

Introducing strategic open space

Special districts with interconnected parking

Housing variety and context

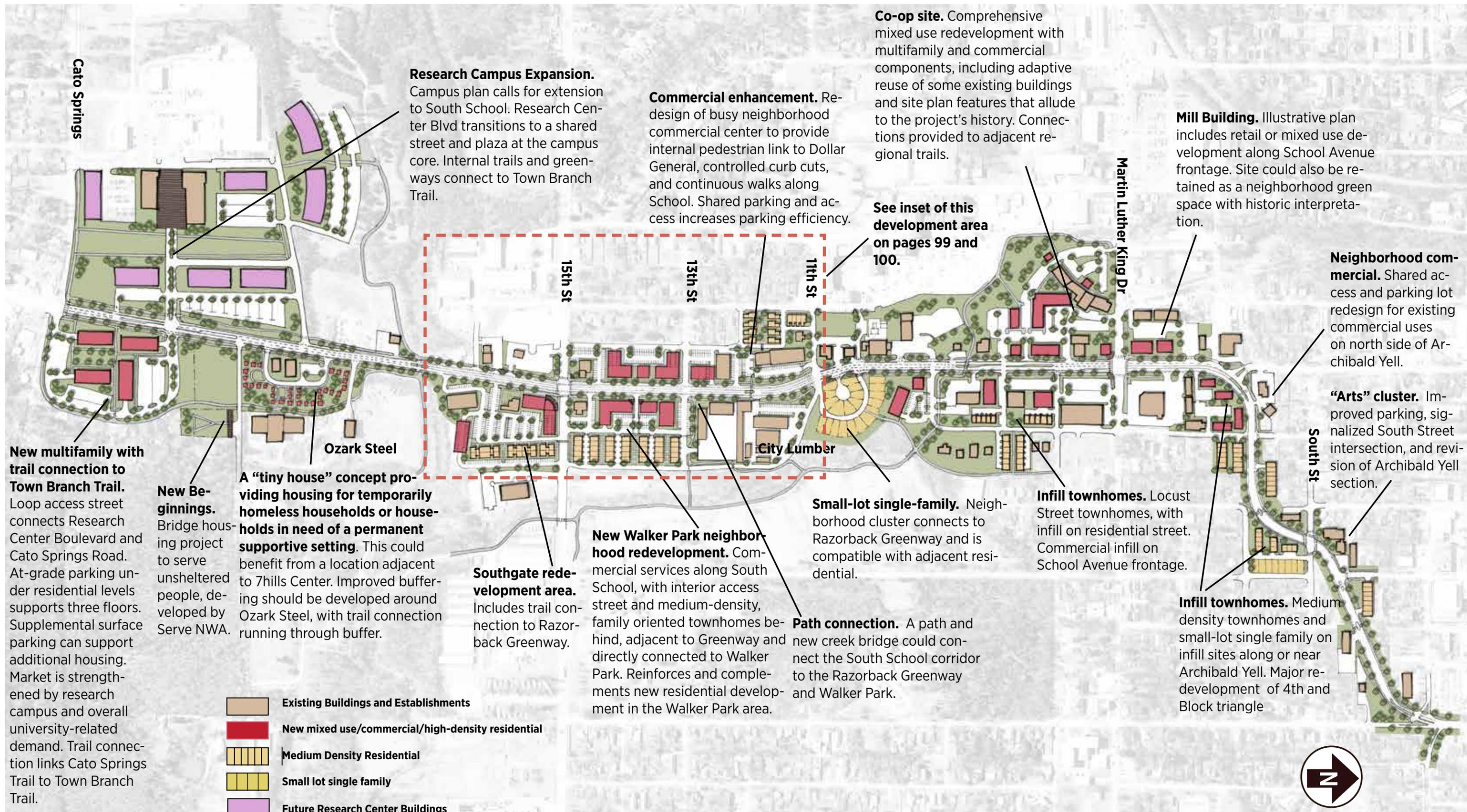
Redevelopment/revision of underperforming centers

Overall: Using opportunities, building on strengths and existing assets

TOTAL YIELD IN ILLUSTRATIVE PLAN

Residential Units	2,924
High -Density	2,648
Single-family Attached/Townhouse	190
Small-lot Single-family	86
Multiuse commercial (SF)	394,100
Makerspace	19,400
Office	174,000

South School Focus



Research Campus Expansion. Campus plan calls for extension to South School. Research Center Blvd transitions to a shared street and plaza at the campus core. Internal trails and greenways connect to Town Branch Trail.

Commercial enhancement. Re-design of busy neighborhood commercial center to provide internal pedestrian link to Dollar General, controlled curb cuts, and continuous walks along School. Shared parking and access increases parking efficiency.

Co-op site. Comprehensive mixed use redevelopment with multifamily and commercial components, including adaptive reuse of some existing buildings and site plan features that allude to the project's history. Connections provided to adjacent regional trails.

See inset of this development area on pages 99 and 100.

Mill Building. Illustrative plan includes retail or mixed use development along School Avenue frontage. Site could also be retained as a neighborhood green space with historic interpretation.

Neighborhood commercial. Shared access and parking lot redesign for existing commercial uses on north side of Archibald Yell.

"Arts" cluster. Improved parking, signaled South Street intersection, and revision of Archibald Yell section.

New multifamily with trail connection to Town Branch Trail. Loop access street connects Research Center Boulevard and Cato Springs Road. At-grade parking under residential levels supports three floors. Supplemental surface parking can support additional housing. Market is strengthened by research campus and overall university-related demand. Trail connection links Cato Springs Trail to Town Branch Trail.

New Beginnings. Bridge housing project to serve unsheltered people, developed by Serve NWA.

A "tiny house" concept providing housing for temporarily homeless households or households in need of a permanent supportive setting. This could benefit from a location adjacent to 7hills Center. Improved buffering should be developed around Ozark Steel, with trail connection running through buffer.

Southgate redevelopment area. Includes trail connection to Razorback Greenway.

New Walker Park neighborhood redevelopment. Commercial services along South School, with interior access street and medium-density, family oriented townhomes behind, adjacent to Greenway and directly connected to Walker Park. Reinforces and complements new residential development in the Walker Park area.

Small-lot single-family. Neighborhood cluster connects to Razorback Greenway and is compatible with adjacent residential.

Path connection. A path and new creek bridge could connect the South School corridor to the Razorback Greenway and Walker Park.

Infill townhomes. Locust Street townhomes, with infill on residential street. Commercial infill on School Avenue frontage.

Infill townhomes. Medium density townhomes and small-lot single family on infill sites along or near Archibald Yell. Major redevelopment of 4th and Block triangle

- Existing Buildings and Establishments
- New mixed use/commercial/high-density residential
- Medium Density Residential
- Small lot single family
- Future Research Center Buildings



South School Focus





View looking south with City Lumber and existing commercial center (including Rick's Iron Skillet) in foreground.



Looking north from north edge of City Liquor site.

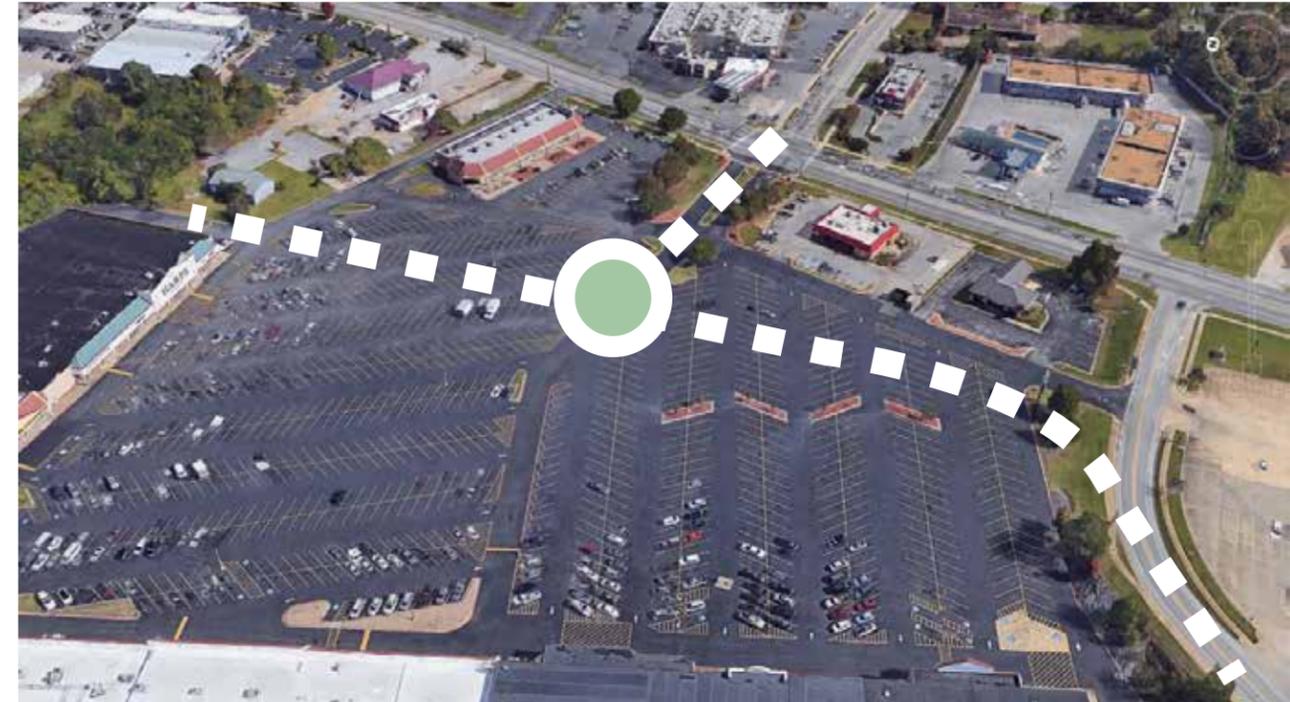


Internal street through Southgate multi-family and townhome community includes a path that would link these new residential areas to Walker Park over a new creek bridge and to the Walker Park Trail.



Looking toward possible redevelopment of the existing Southgate shopping center.

Fiesta Square Focus



Transit City 2030 concept



Evelyn Hills Focus

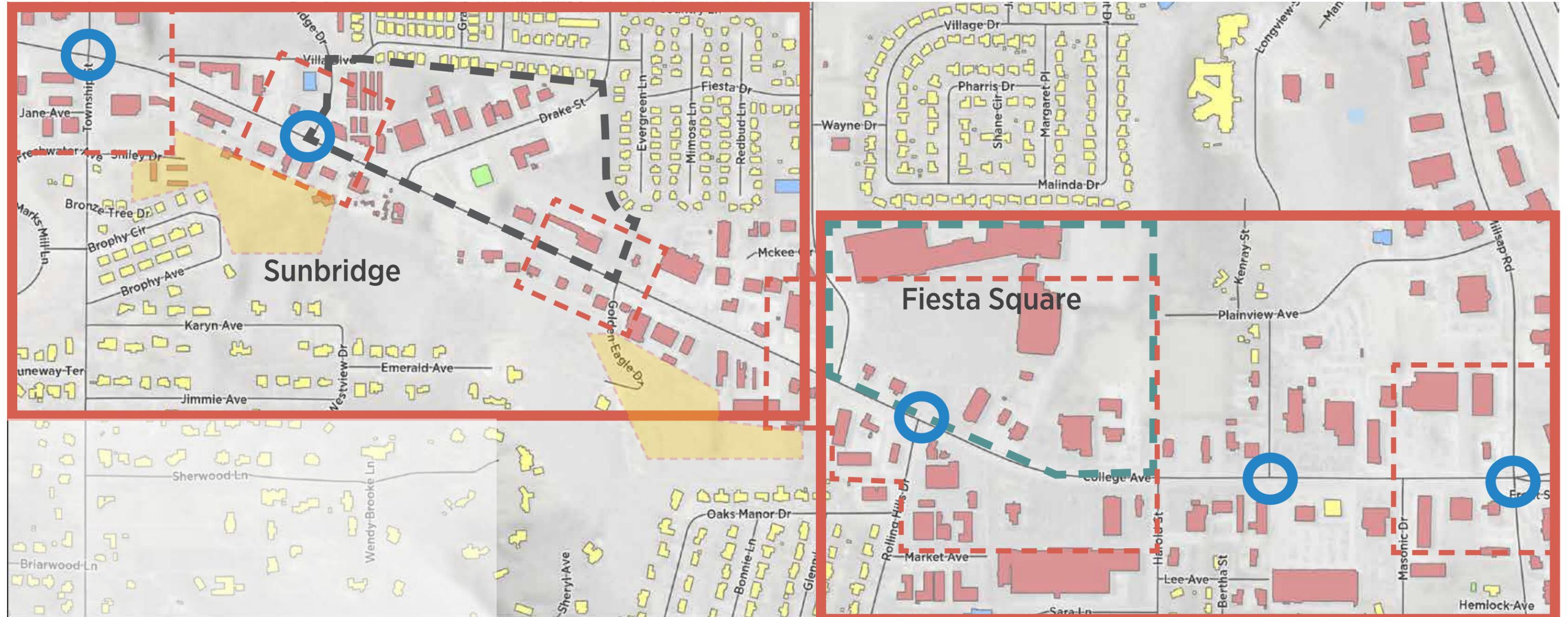


Restaurant District Focus



Regulating Plan

MIDTOWN NORTH: Township to Millsap



-  Subdistrict edges
-  Urban place intersections
-  Intensity Nodes
-  Drake Enterprise Area
-  Fiesta Square District
-  Transitional Residential

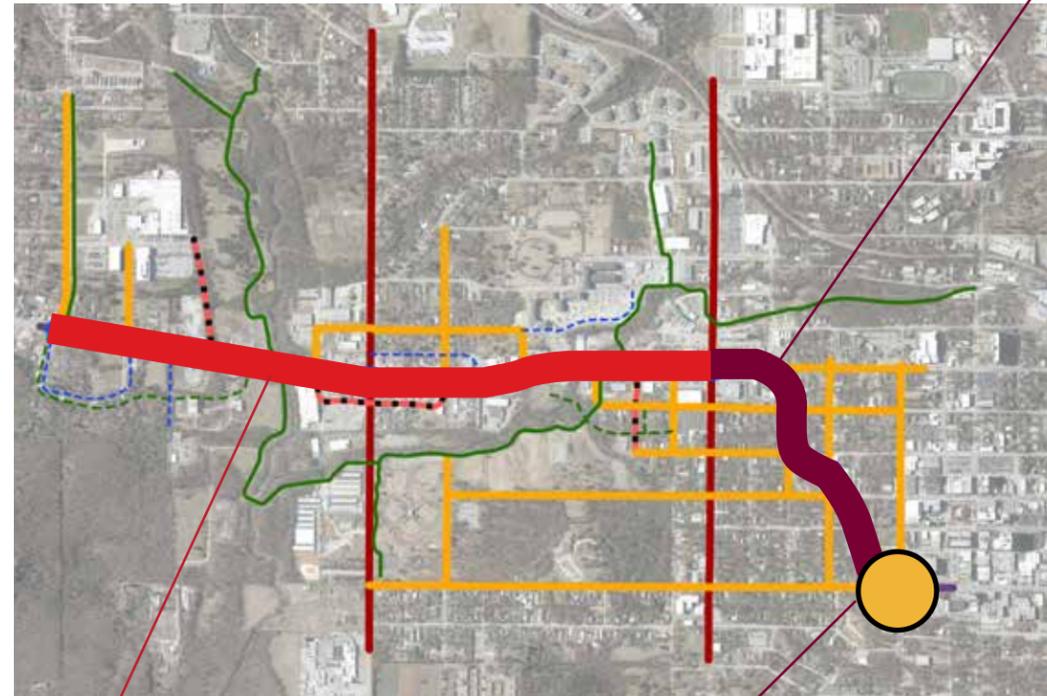
Implementation

Assumption of control of the Route 71B corridor by the City of Fayetteville
Accomplished

Archibald Yell Reconfiguration
Phase I: Redesign and execution

East-West Bikeway
Phase I: Redesign and construction

College Avenue: North to Township
Phase I: Design
Phase 2: Construction



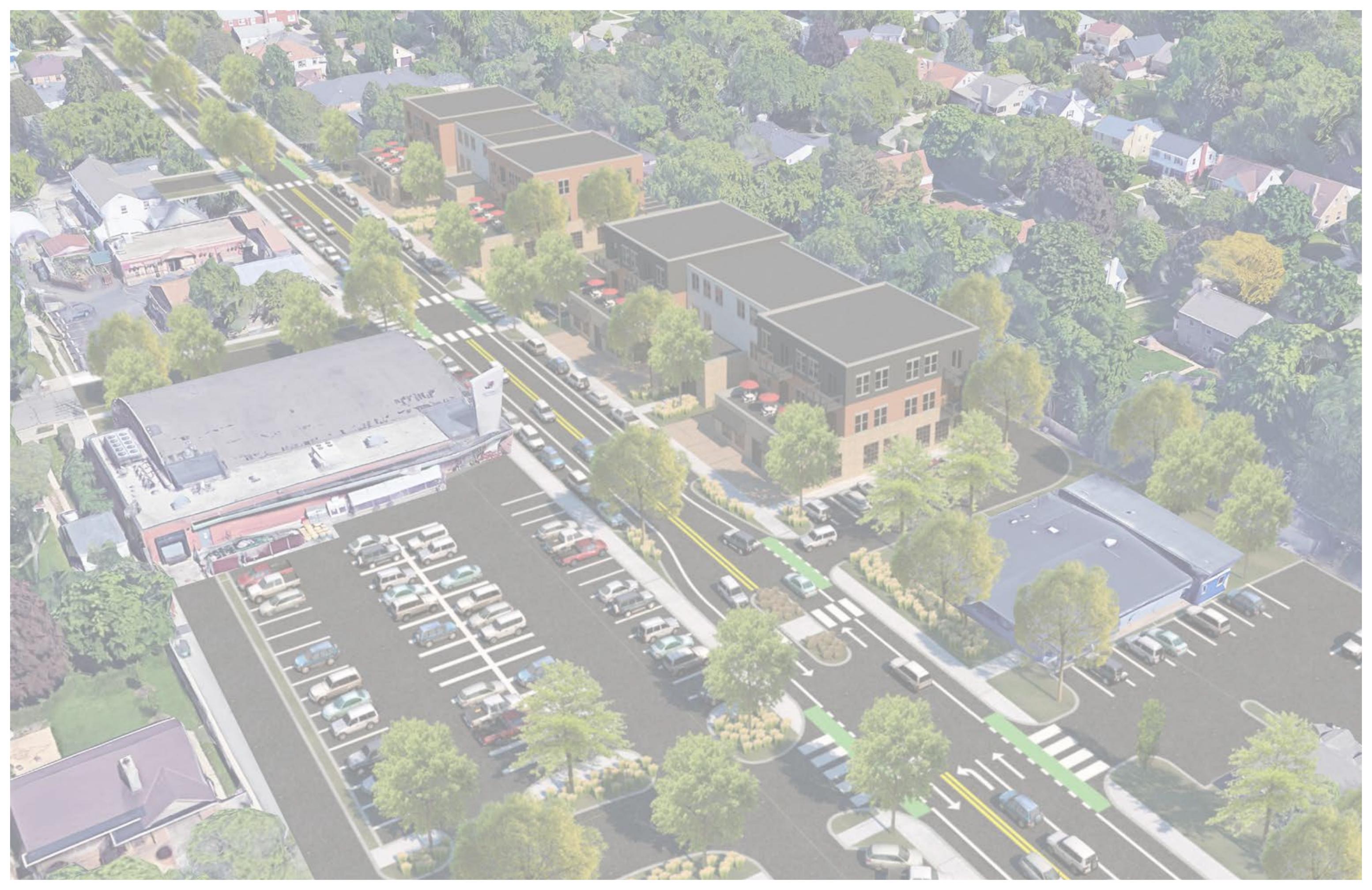
South School Redesign
Phase I: Design
Phase 2: Construction

South College Intersection
Phase I: Design and Construction



Appleby/Plainview Connection
Phase I: Design and Construction





Principles of Corridor Urbanism



**Reality and
Respect**

**Resident
Population**

Opportunities

**Transportation
Function and
Choice**

**Urban
Environment**

Reality and Respect



- **Respect existing business and build on the historic character and stories of the corridor.**
- **View change as evolutionary and market driven.**
- **Use the plan to guide this evolution.**
- **Avoid dependence on a single, big-ticket and low-probability project.**



Resident Population



- **Increase the number of people living and adjacent to the corridor.**
- **Work toward an environment where people can comfortably walk, bike, or use other active modes to travel to corridor destinations.**
- **Provide a variety of housing types attainable for a wide range of people with different needs.**



Opportunities



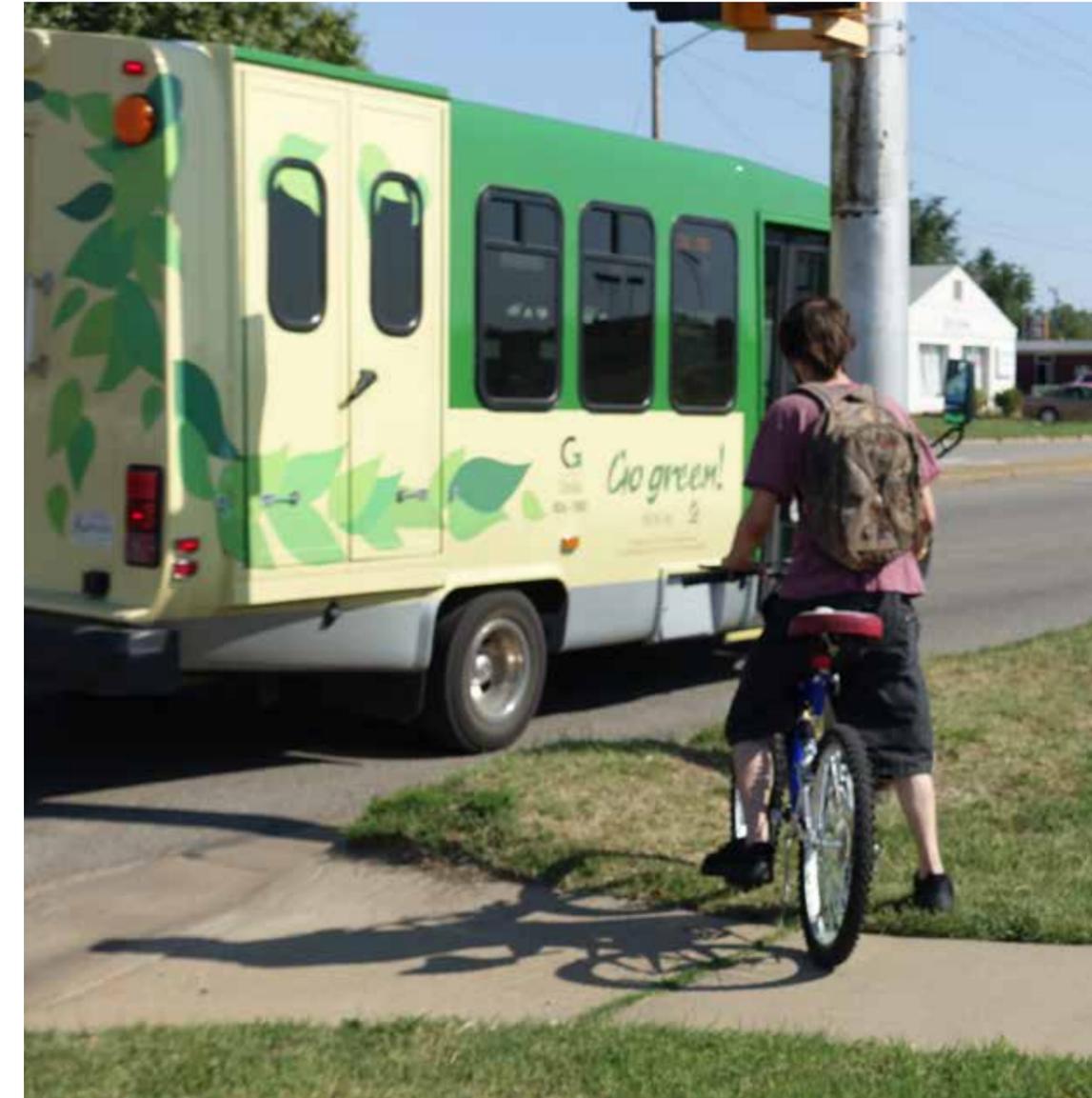
- Identify and use opportunities – underused or oversized parking lots, vacant sites, obsolete uses, excess circulation.
- Fill gaps with new projects and purposeful spaces.
- Increase points of orientation (intersections, nodes, points of light) and decrease the length of undifferentiated stretches of “corridor.”



Transportation Function and Choice



- **Fix functional transportation problems. Incorporate access and parking needs that exist today.**
- **Create a web of streets and alternative local routes.**
- **Provide sidewalk, off-road path continuity, and safe crossings that link present and future residents with each other and corridor stores, restaurants, workplaces, schools, and public spaces.**
- **Incorporate present transit, with the flexibility to adapt to new modes.**



Urban Environment



- **Build an attractive, accessible environment that works for people traveling from 3 to 50 mph.**
- **Respond to the needs of both residents and businesses, establishing a fabric based on connectedness.**
- **Create personality, texture, and social space.**
- **Use topography, drainage patterns, and other assets to create public space and improve environmental performance.**



Urban Corridors should:

- Be bridges, not barriers.
- Be unifiers, not dividers.
- Be places to come to, not just drive through.
- Incorporate, not reject, context.
- Build a local community.
- Don't let the perfect be the enemy of the good.



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City of Fayetteville, AR
gstoll@fayetteville-ar.gov

