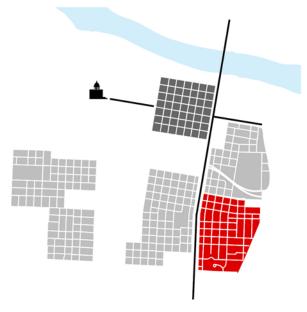
## PETTAWAY NEIGHBORHOOD REVITALIZATION:

Manual for a Complete Neighborhood

Little Rock, Arkansas















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Project Sponsors

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# PROJECT OVERVIEW

#### The Economy of Place

Authentic neighborhoods are industries. As people rediscover the unique benefits of downtown living, Little Rock's five downtown neighborhoods are once again preferred areas attracting new development and public investment. Like the other four neighborhoods, the Pettaway neighborhood was historically a "complete neighborhood" supportive of mixed uses-live, work, shop, play, worship, and education-within walking distance of one another. Bordering the east side of Main Street south of the downtown business district, Pettaway once sponsored two thriving neighborhood-scale commercial corridors within its 50-block radius. One is now a languishing Main Street district and the other a remnant shopping node along 21st Street, exclusively for the black community. Like the other four

neighborhoods, Pettaway was once serviced by the city's extensive and nationally regarded streetcar system. Streetcars prompted the development of compact and self-sufficient mixed-use neighborhoods with urban densities that ensured a vital pedestrian environment. Succeeding this golden age of urbanism, federally-sponsored urban renewal programs of the 1950s and 60s led to widespread decamping of the urban population to suburbs and surrounding communities. Despite the subsequent urban decline, Little Rock's downtown neighborhoods remained superior living environments distinguished by resilient infrastructure and historic building stock that continually reward new investment. The goal of the revitalization plan is to reconstitute a complete Pettaway neighborhood, but one which reconciles accommodations for a













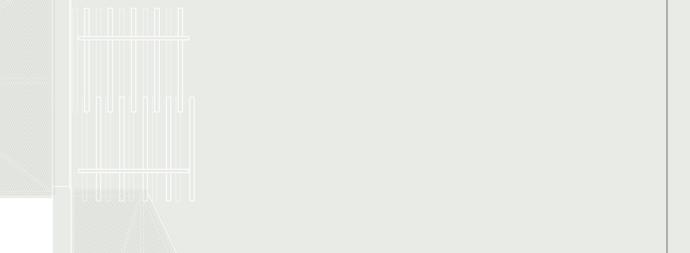












new and diverse demographic with those of the neighborhood's core African-American population.

#### The Revitalization Challenge

Complete Neighborhoods serve the interests of all residents including those at different stages of their lives with different income levels and mobility needs. A complete neighborhood provides the full spectrum of land uses within its borders to meet the daily needs of its residents. Even though the building blocks of neighborhoods examined herein are basic and widely shared, the cumulative impact of common development errors can permanently undermine a neighborhood's vitality and value. The fundamental planning challenge is to reconstitute Pettaway's historic mix of land uses and streetscapes

that accommodate new populations without displacing longstanding residents who have sustained the neighborhood during its long period of decline.

Pettaway is organized by two differing but complementary environments one, a Main Street district dominated by a continually changing mixed-use commercial environment, and the other a stable residential environment dotted with churches and schools. The latter represents an inelastic urban residential fabric resistant to change and thus a source of strong place-attachment for local residents. Alternatively, Main Streets are elastic commercial fabrics subject to cycles of investment and disinvestment common in retail environments—what economists euphemistically call "creative destruction".

While the image-laden environments of well-designed Main Streets are not ironically the primary source of place-attachment for existing residents, these signature environments' capacity to deliver convenient public transit, retail, and employment services are essential in creating complete neighborhoods. This livability potential makes Pettaway especially attractive to newcomers searching for affordable housing within walking distance of downtown. Thus, Main Street and its adjacent residential fabric are inescapably symbiotic; so goes one goes the other. An unproductive border vacuum between Main Street and the residential fabric currently undermines both. Accordingly, the planning approach is both responsive to residents who are generally comfortable with the neighborhood despite some needed infrastructure improvements,

and those including local government who want to fulfill Main Street's potential through new infill development and a new streetcar system. The planning approach reestablishes functional linkages between Main Street and the residential fabric.

#### The Planning and Design Approach

Like in acupuncture, the design objective is to revive optimal functioning through strategic and non-invasive intervention that normalizes relationships within a system. Small well-placed interventions can affect a larger territory. Resources are limited and conventional financing will only support incremental small-scale development. Unlike master planning where a total vision captures all properties, the plan's scope encompasses improvements for seven streets (out of 24) in Pettaway. Despite minor gaps and some

abandoned areas, Pettaway's neighborhood fabric is fairly intact. The planning approach targets street improvements and infill projects along a Redevelopment Loop with differing points of intensity that have no true center. The loop serves as a redevelopment framework, amplifying the neighborhood's historic patterns of proximity and connectivity. Several infill proposals retrofit mistakes wrought by automobile-dominated development inappropriate to the Pettaway neighborhood. However, the plan approach does not solve for every neighborhood issue. But the redevelopment Loop will catalyze tipping points to incent broader based participation among new and existing property owners.

The design vocabulary coordinates streetscape design with form-based



























codes governing building development for individual lots. Architectural design proposals for individual properties illustrated herein simply demonstrate possibilities in applying the form-based code. The plan and codes function as a de facto "master developer", aligning public improvements with private investments to sustain momentum and feasibility in economic development. Considering the slow pace of property redevelopment, street improvements that rehabilitate a pedestrianoriented environment will create the greatest neighborhood revitalization more quickly. Local government participation is necessary to develop great streets that compel good design from property owners. Indeed, poor design of urban environments is typically attributable to the community's inability to enforce shared standards of quality. Conversely, development in the private sector should enhance and fulfill the promise of good design in streets, parks, and other categories of public space. Design and planning recommendations herein outline steps toward reestablishing a legible complete neighborhood.

#### Design Recommendations toward a **Complete Neighborhood**

1. Adopt a Regulating Street Plan with attending form-based codes that function as a de facto "master developer" to coordinate place-based neighborhood development among private and public interests.

Growth in Pettaway is inevitable. A legible hierarchy of street environments (e.g., signature commercial, residential, inter-

neighborhood connector) provides a placemaking logic absent in the static language of most code ordinances. The Regulating Street Plan overlays local planning criteria onto the city's existing zoning code, allowing greater responsiveness to local heritage and

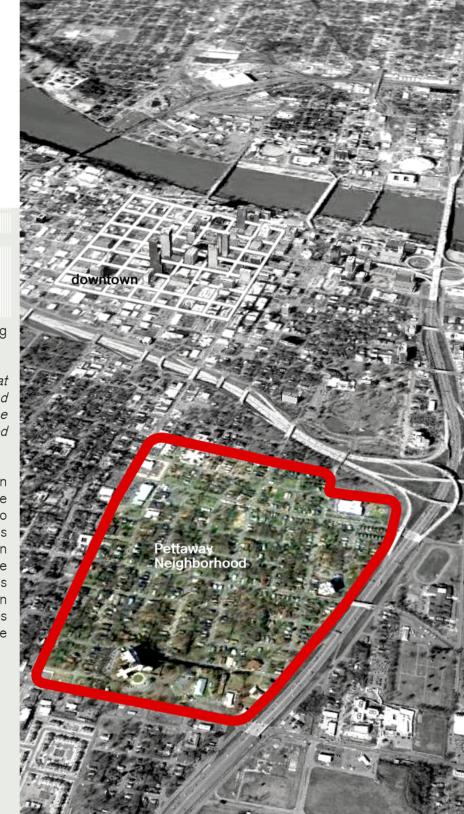
2. Implement streetscape improvements for designated streets to create high-quality pedestrian-oriented environments.

Streets should be destinations in addition to being throughways. Improving levels of nontraffic services in streets (i.e., aesthetics, safety, walkability, drainage, shading, traffic calming, messaging, and parking) will enhance the neighborhood's visual structure through detail and layering that also appeals to motorists. Public space improvements will

greatly augment livability while rewarding viable economic development.

3. Incent infill building development that reinforces good neighborhood design and mitigates development errors from the inappropriate introduction of auto-dominated strip-style development.

Building and lot development within downtown neighborhoods should balance the needs of the automobile with pedestrians to prevent the undermining of property values and neighborhood functioning. Suburban subdivisions characteristically support one type of housing at a low density across their landscapes while complete urban neighborhoods promote a range of densities and housing type mix among various income levels within their areas.













































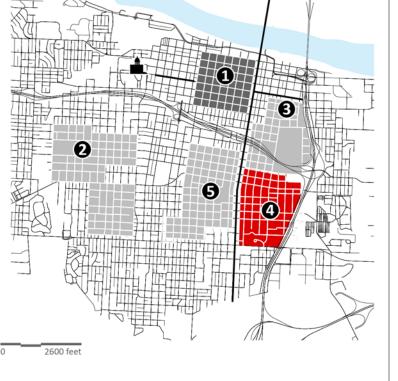


THE FIVE DOWNTOWN NEIGHBORHOODS

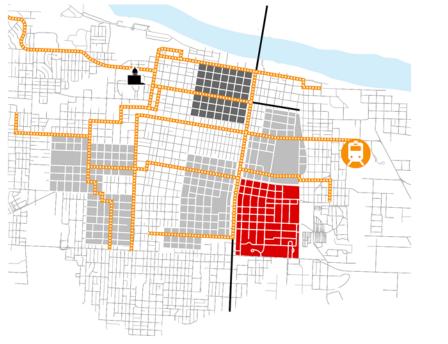
governor's mansion district







Authentic neighborhoods are industries. As people rediscover the unique benefits of downtown living, Little Rocks five downtown neighborhoods are once again preferred areas attracting new development and public investment.





Little Rock 1912: Interconnected Streetcar City

Little Rock 2012: Subdivided Interstate City

## BUILDING FABRIC

Based on the 2010 Census, Pettaway's demographics are as follows:

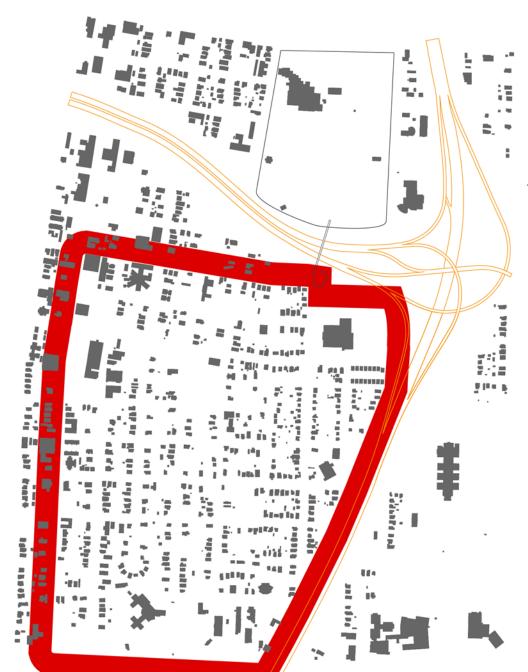
Total Population 1,402

Black/ African-American
Non-Hispanic White
Hispanic
Multi-Racial
Native American
Other
Asian-American
4,030
303
49
49
66

)′ 1000



12



13

## 2012 BUILDING FABRIC

How does the Pettaway neighborhood compare to Pulaski County and the rest of America?

Pettaway by Comparison:	Pettaway	Pulaski Co.	U.S.A.
Median Age	44.75	35.5	36.5
Median Household Income	\$21,141	\$44,370	\$51,425
Share of Population below Poverty Rate	26.3%	15.4%	13.5%
Share of Population at Low-Moderate Income (under 1.5 x poverty)	45.5%	24.8%	22.4%
Population Over Age 65	(230) 16.2%	12.1%	12.6%
Population Under Age 18	(274) 19.3%	25.0%	24.6%

Source: U.S. Census Bureau, 2005-2009 American Community Survey

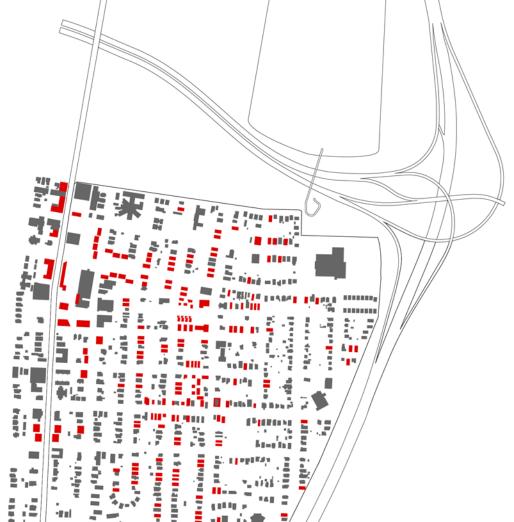
## OVER 30% VACANT AND ABANDONED

As a continuation of the downtown grid, Pettaway has an excellent walkable street network with high levels of internal connectivity and proximity among land uses.

Nonetheless, concentrations of vacant properties form unproductive gaps within the neighborhood partially due to challenging topography and mismanaged stormwater drainage that results in flooding. Another persistent challenge is the neighborhood's high level of absentee property ownership often with complex multi-generational chains of shared ownership that cannot be traced. The infill development potential of Pettaway is significant. Infill will effectively reconstitute the neighborhood's legibility while accommodating further reinvestment.

Grey fill indicates abandoned and vacant properties in the Pettaway neighborhood.





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INFILL POTENTIA

While infill development generally conforms to surrounding development patterns and building scales, strategic infill can creatively fulfill new and emergent needs within the neighborhood.

Infill development can correct for past planning errors, in Pettaway's case the strip-style development that has replaced Main Street fabric over the past 20 years. Infill development can also catalyze reinvestment through signature projects that cluster properties offering greater densities and new public amenities. Indeed, the most interesting neighborhoods are commonly characterized by uneven intensities with highly variegated housing types—multi-family and single-family alike—which meet evolving needs across various income levels.

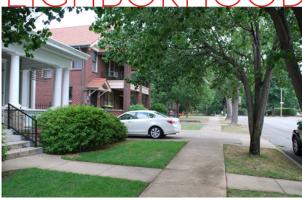
Red fill indicates abandoned and vacant properties in the Pettaway neighborhood.

LET'S TAKE A WALK

THROUGH YOUR NEIGHBORHOOD

Remember that walkable and human-scaled streets are the fundamental building blocks of complete neighborhoods.

















## traditional main street section





main street fabric 1912

## "Do This" Design Principles:

- hospitable pedestrian pathways
  provide on-street parking
  building at property line
  retail and housing uses mixed

conventional arterial section and parking

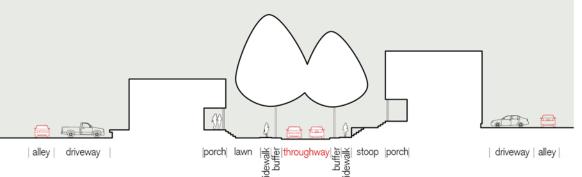


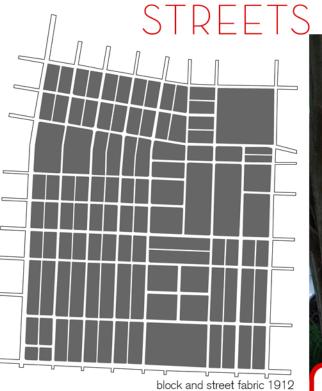


note the gap-toothed building fabric that compromises walkability and economic activity



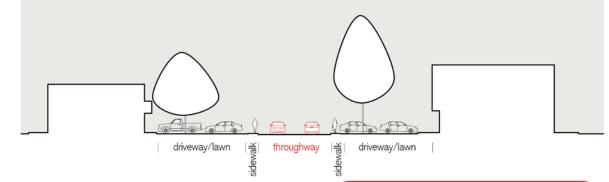
## urban residential street section



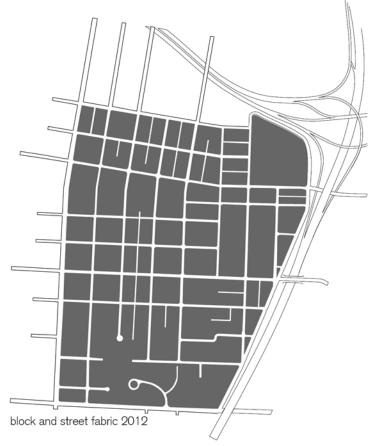




suburban subdivision street section







"Do This" Design Principles:

- define street edge with landscape
   on-street parking where buildings front street
- provide sidewalks and tree lawns



Strip-style lot development is inappropriate in Main Street neighborhoods as it compromises the social, physical, and economic value integral to Main Street's pedestrian-oriented urban environment.



DO THIS "Do This" Design Principles: north/south street frontage employ frontages to make streets memorable
design frontages as transitions between public and private realms
frontage components include appropriately-scaled porches, terraces, stoops, and forecourts

Except for the 21st Street commercial corridor running east-west, north-south streets connecting to downtown receive most of the neighborhood's building frontage. Thus, traffic behaves differently within the two neighborhood grains.



More than other building types, civic buildings like schools and churches have the means to be distinguished anchors within neighborhoods.

Like with all street-to-building relationships, the rules are simple. First, since civic buildings and public gathering places project community identity they should participate in defining the street Second, civic buildings and public gathering places are differen from other buildings and deserve distinctive form as defined through appropriate public frontage, clear relationship of entrance to the street (vs. a parking lot), and scale. Third, off-street parking facilities should not dominate lot development but rather be discretely fitted into the site plan

- building entrances should front the public right-of-way
  parking should be fitted into the site
  buildings should enhance the visual quality of streets.



former high school in the Pettaway neighborhood

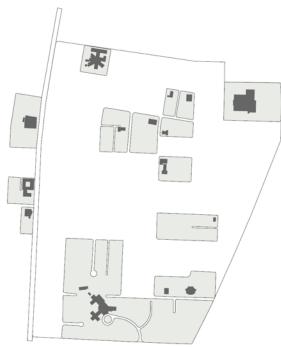
"Reduced pedestrian route quality is a result not of conversion to commercial land use itself, but of the specific type of land and building development that resulted from the conversion."

Creating Vibrant Public Spaces: Streetscape Design in Commercial and Historic Districts

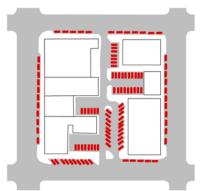
Ned Crankshaw



current elementary school in the Pettaway neighborhood



## distributed parking in a neighborhood format



Parking systems should not dominate commercial districts a autonomous land uses fronting streets, but rather reinforce place-making principles in urban neighborhoods.

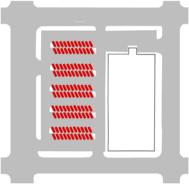
Since driving, parking, and walking are coordinated as a continuous experience in well-planned urban places, parking should be distributed among several formats. Storefront retail needs onstreet parking while larger commercial establishments can be accommodated through a combination of on-street parking and parking lots fitted into block interiors. Parking lots should not be a primary street frontage, nor should they compromise the pedestrian experience. Too much parking along suburban planning standards will disrupt the pedestrian experience, undermining the economic viability of Main Street.



#### "Do This" **Design Principles:**

- balance on-street and on-site parking
  parking should not be a street frontage
  enhance pedestrian pathways

...same amount of parking as a separate land use in large lots







parking is the single largest land use on Main Street

soft engineering or air using plants to contain, degrade, or eliminate pollutants.

Phytoremediation

is the mitigation of

contaminated soil, water,

STORMWATER

Implement an ecologically-based stormwater management network to resolve chronic flooding problems and resultant damage to property within Pettaway.

Instead of expensive conventional hard-engineered upgrades to street drainage using catchbasins, gutters, and underground piping - extensive and thus unlikely investments in the near futureinexpensive landscape-based technologies can be implemented incrementally. These Low Impact Development (LID) strategies offer superior water management performance while beautifying the neighborhood through new types of open spaces. Besides flood control, LID landscapes offer additional ecological services related to habitat biodiversity, pollination, carbon regulation, erosion control, soil formation, waste treatment, and food production among others.

# "Do This"

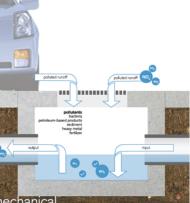
**Design Principles:** 

- integrate treatment landscapes with parking
- and pedestrian pathways

  design LID as a holistic system

  design for the 17 ecological services like flood control and mitigation of heat island effect

## hard engineering



A catch basin is part of a stormwater management system designed to trap debris and sediment before it enters a pipe network.

view of hardengineered facility prone to failure and flooding

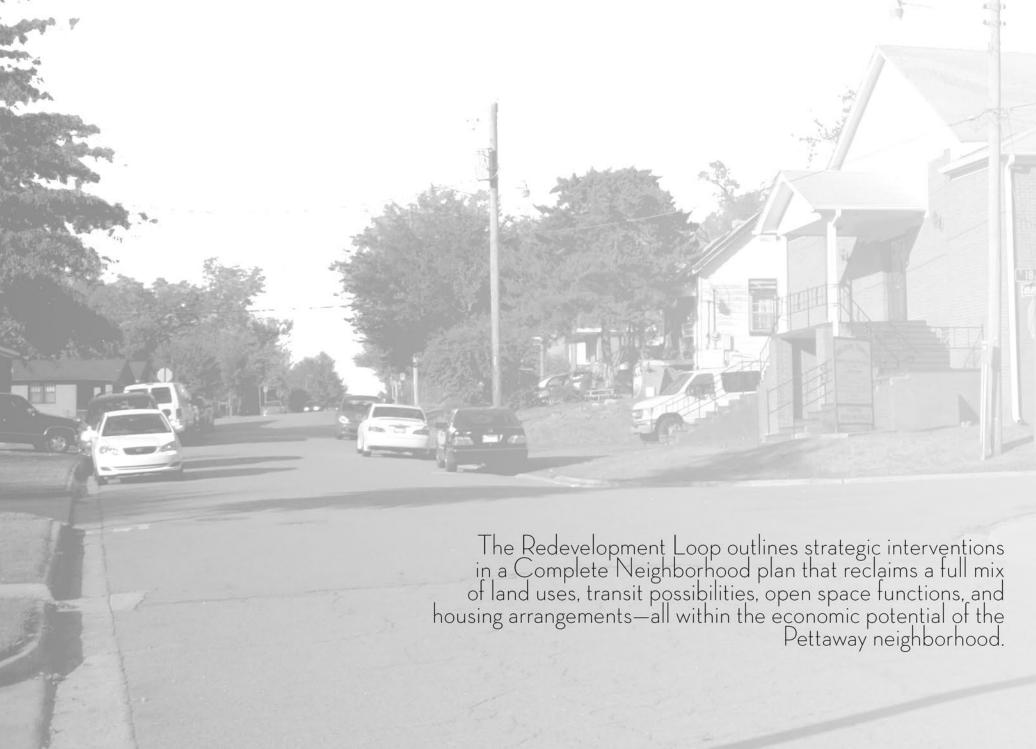
the first hour of urban stormwater runoff often has a higher level of toxicity than that found in sewage



flooding during a modest storm event on Rock Street property



topographic map



PETTAWAY

The Redevelopment Loop Like in acupuncture, the design objective is to revive optimal functioning through strategic and non-invasive intervention that normalizes relationships within a system. Small well-placed interventions can affect a larger territory, catalyzing successive phases of reinvestment. The planning approach targets street improvements and infill projects along a Redevelopment Loop with differing points of intensity that have no true center. The plan's scope encompasses improvements for seven streets. The plan and codes function as a de facto "master developer", aligning public and private investments to sustain redevelopment momentum. Considering the slow pace of property redevelopment, street improvements that rehabilitate a pedestrianoriented environment will create the greatest neighborhood revitalization more quickly. The loop consists of four primary components each with niche development tasks that can be implemented successively or in tandem.

#### Main to Commerce Knot

Overcome a "border vacuum" between the residential neighborhood and the Main Street district by strengthening weak east-west connections within the neighborhood's core.

#### 21st Street Townscaping

Repurpose a remnant historic commercial hub for Pettaway's African-American community as a community center with mixed uses and townscaping elements.

### Bragg "Green" Street

Retrofit a wide residential street with Low Impact Development facilities and agricultural growscapes that expand Pettaway's connection to the city's signature park across Interstate 630—MacArthur Park.

#### **Main Street Transit District**

Coordinate future plans for streetcar transit with mixed-use infill development that reconstitutes the visual continuity and higher density of Main Street.





Streets in complete neighborhoods convey a character and service beyond simple traffic throughput.

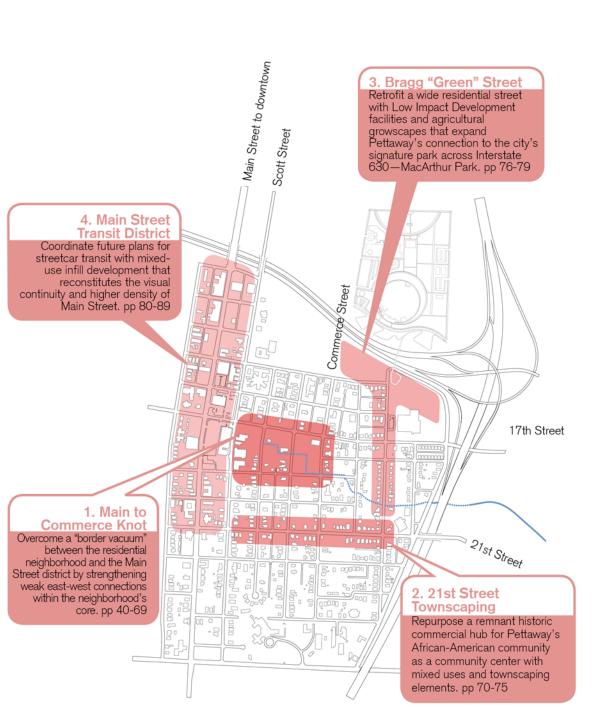
Walkable and human-scaled streets are the building blocks of complete neighborhoods. However, modern transportation engineering has reduced street design to levels of service based upon traffic throughput—number of vehicles per lane per hour. Such automobile-oriented planning has eclipsed the role of non-traffic functions in neighborhood public space. The improved Pettaway street network features a hierarchy of streets which deliver an array of ecological and urban services. Transit corridors, bicycle boulevards, housing courts, shared streets, green streets, and commercial corridors amplify currently underdeveloped features within the neighborhood. As part of a Form-based Code System, the Regulating Street Plan outlines composite requirements governing street profiles and types, and building frontage standards. Street design is indispensable in the development of livable communities and successful place-based economic development.



# COMPLETE

Complete Neighborhoods serve the interests of all residents including those at different stages of their lives with different income levels and mobility needs. A complete neighborhood provides the full spectrum of land uses within its borders to meet the daily needs of its residents.

Functioning as a revitalization framework, the Redevelopment Loop amplifies the neighborhood's historic patterns of proximity and connectivity. The loop provides updated corridor solutions for managing divergent interests between automobile and pedestrian traffic. The loop is "green" infrastructure as well, providing ecologically-based stormwater management within a buried stream corridor. The plan coordinates street retrofits for bicycle boulevards and the reestablishment of streetcar rail transit proposed by Metroplan, Central Arkansas' regional planning authority.











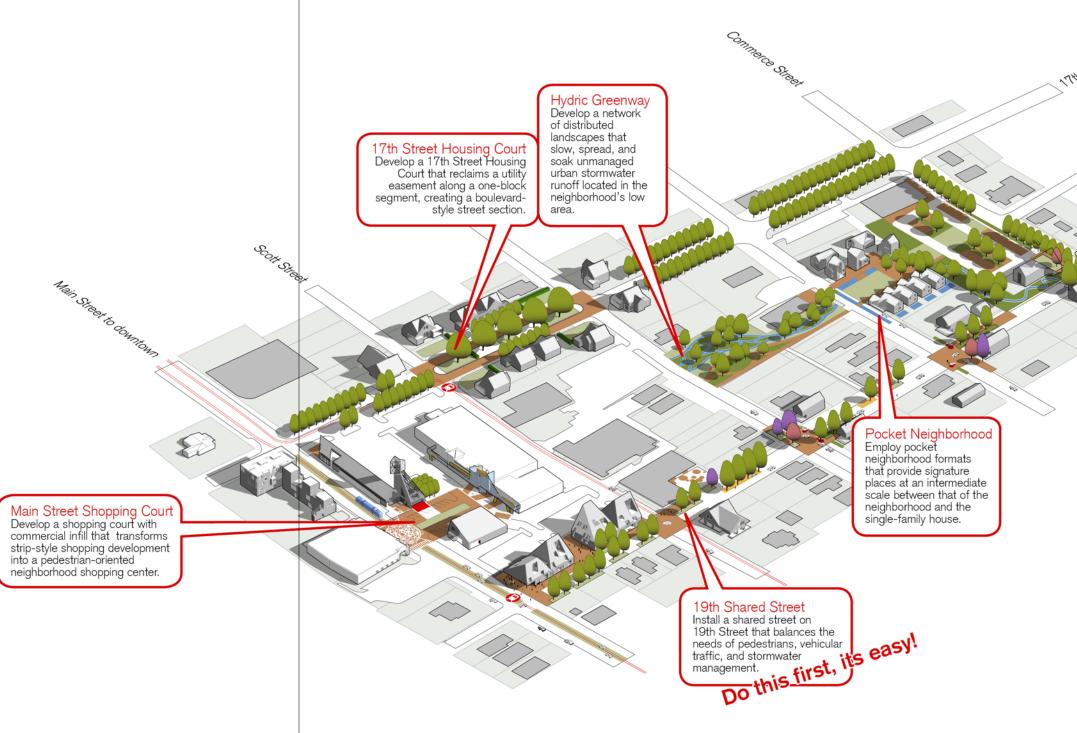




MAIN TO COMMERCE

Overcome a "border vacuum" between the residential neighborhood and the Main Street district by strengthening weak east-west connections within the neighborhood's core.

The qualities that make Main Streets great places with strong visual structure and variety are missing from Pettaway's lateral streets, dominated by service, traffic movement, parking, and utility concerns. The Knot component reconciles unmanaged conflicts through pathway improvements that enhance street legibility and create new trails along a de facto stream corridor. The Knot calms east-west non-neighborhood through traffic, improving pedestrian levels of service with new sidewalks, landscapes, and special street geometries. Proposed infill commercial and housing mitigates impacts from strip-style lot development while reconstituting the district's visual continuity. Automobile parking is redistributed into legible neighborhood formats on streets and within lots. Parking is connected to destination sites by improved pedestrian pathways. Stormwater runoff is managed through a new greenway that offers recreational amenities and enhances neighborhood identity.



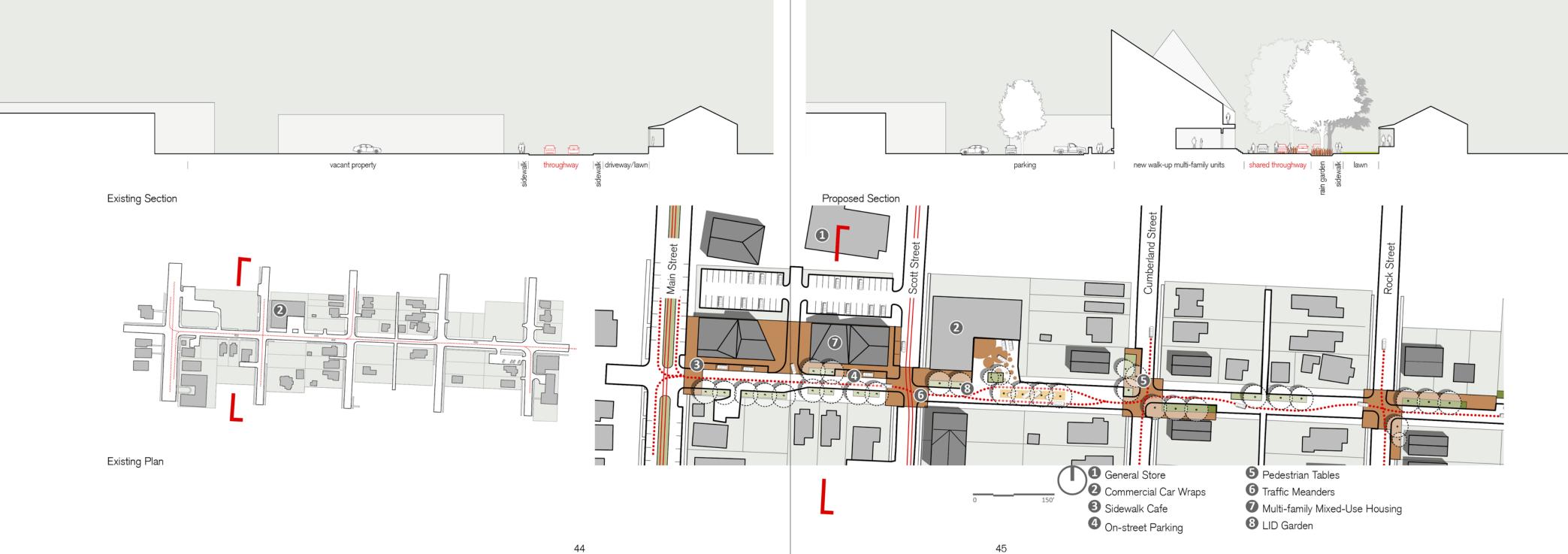
19TH SHARED STREET

A shared street, akin to a linear garden or plaza, balances the needs of pedestrians, vehicular traffic, and stormwater management on 19th Street. As neighborhood-oriented pathways, shared streets support a high level of non-traffic functions featuring opportunities for gathering, play, and general sociability.

Design a street for the desired speed. Activity and the signs of activity like furniture, landscape, and surface graphics compress the optical space of the street (without changing its width), slowing traffic more than regulating devices like bumps, humps, and signs. Shared streets can be initiated from simple and now popular Do-it-Yourself (DIY) tactics by residents, and later formalized through permanent right-of-way alterations by the city once funds become available. Shared streets provide neighborhood open space within gridiron street networks and have a remarkable record of safety while raising abutting property values.



Great streets have always provided both traffic and non-traffic functions. Never close a street; rather change its level of service (i.e., geometry, travel lanes, landscape, surface, and pedestrian amenities) to accommodate local non-traffic needs at the scale of a block or group of blocks. Road diets & meanders Shared streets feature shallow meander circulation patterns that calm vehicle speeds to below 17mph, the threshold at which motorists and pedestrians lose communicative eye contact. Pedestrian tables Install pedestrian tables with bulb-Because the right-of-way is so wide, road surface can outs at intersections as a trafficbe reclaimed for pedestriancalming measure. Tables are made of non-asphaltic paver material oriented functions and enhancement of pathways. containing landscapes and sitting





Looking west on 19th Street, the shared street provides a visual structure while delivering higher levels of urban and ecological services.

Residents from Pettaway and the Governors Mansion District will both now walk to Main Street, enhancing store patronage.



Looking north toward downtown, a mix of housing and commercial revives underutilized potential of the Main Street environment.



located in the neighborhood's low area manages urban stormwater runoff through ecological engineering technologies.

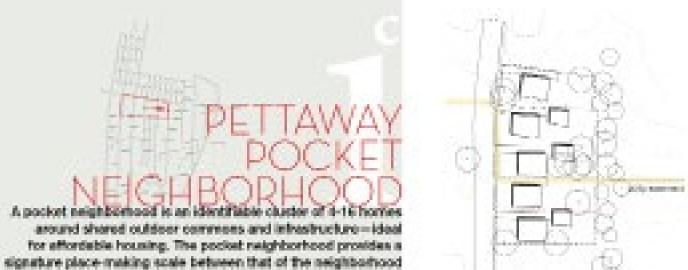
Known as Low Impact Development (LID), these technologies replace or supplement hard-engineered infrastructure, the latter simply transferring polluted water to a downstream site. Runoff volume in LID is managed on-site through landscape facilities also capable of metabolizing pollutants through the ecological processes present in plants. LID facilities offer a low-cost, USEPA-sanctioned water management alternative to costly hard-engineered street drainage facilities. Expensive street improvements in this area are unlikely to be implemented soon. In addition to flood control, the greenway also provides community trails and enhances neighborhood identity.



Clustered infill offering greater public amenities and densities can readily transform a neighborhood, conserving sensitive land to perform ecological services.







and the single-family house.

superior real estate products.

The pocket reighborhood capitalizes on smaller bone and lot footponts, providing niche market housing at sonstruction sosts of \$115 a square foot. Pocket neighborhoods deliver affordability through shared arrentites such as community lawns, playgrounds, shared drives, and stamilizate management infrastructure. UD treatment landscapes create a 60% savings in infrastructure costs and are part of a layered neighborhood open space system that extends the modest living spaces of home interiors. Because pocket neighborhoods employ development patterns that promote community, home values accrete at a higher rate than comparable units aligning the street. Pocket neighborhood residents prize the social life naturally generated in such configurations and are therefore important participants in Petravity's crientil religiborhood sevitalization. For their small investment, pocket heighborhoods are

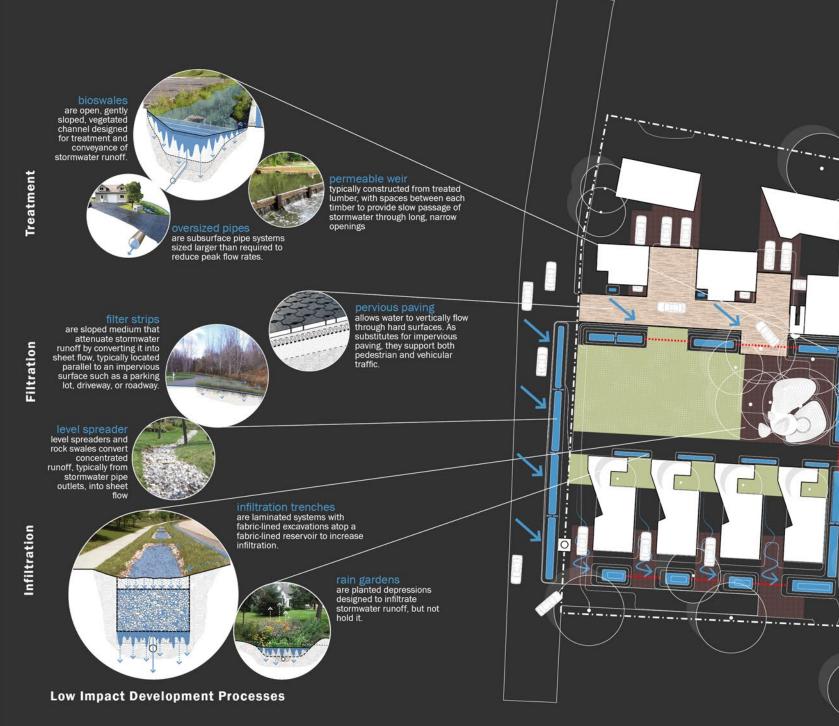
Conventional Development



Product Nietgi-kniel soud Decelopment







site prone to flooding during modest storm event



Consider the design of building frontages to address the oblique view from a walker's perspective.

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Pocket neighborhoods can meet emergent demand for unique and interesting lifestyles unavailable in other neighborhoods.

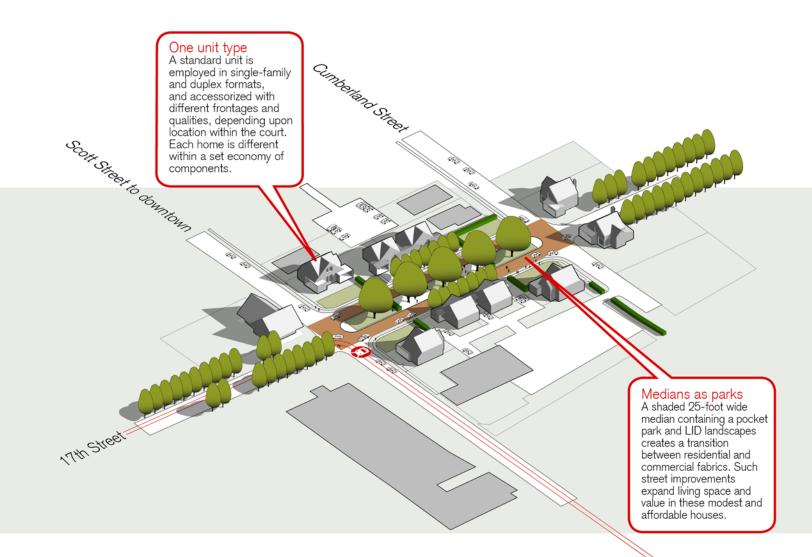
## 17th STREET HOUSING COURT

Similar to a pocket neighborhood the street court aggregates individual housing units around a unifying landscape with strong visual structure at the scale of a block.

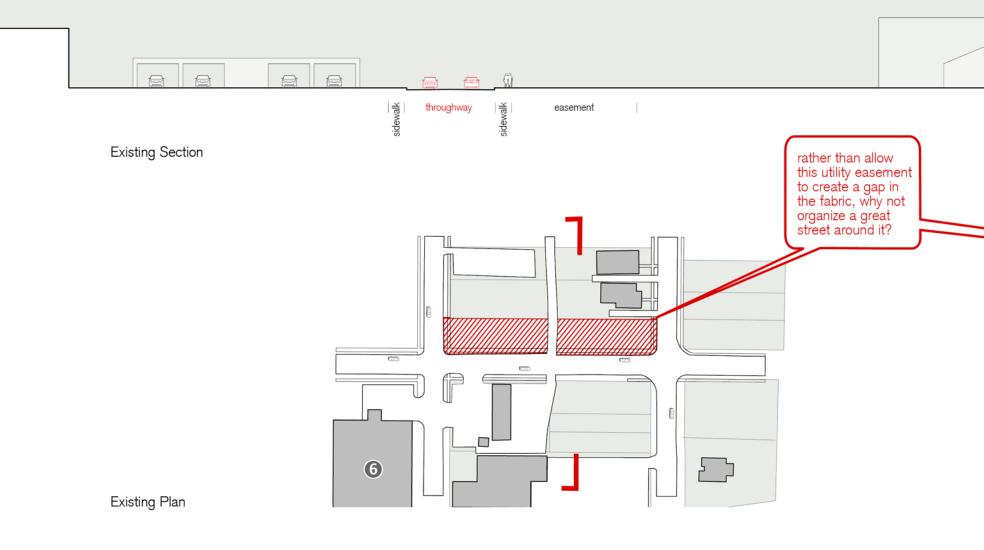
In this case, the 17th Street Housing Court reclaims a utility easement along a one-block segment, creating a boulevard-style street section. The housing court marks a threshold between the residential fabric and Main Street, providing greater legibility and continuity between the two areas. The new street geometry calms non-neighborhood through traffic that moves too quickly due to wide streets and lack of spatial definition. The boulevard section introduces sidewalks, tree lawns, and a landscaped median, together which offer an imagable catalyst for encouraging further neighborhood investments. With cooperative property owners, the housing court is a low-cost, high-concept format easy to implement.

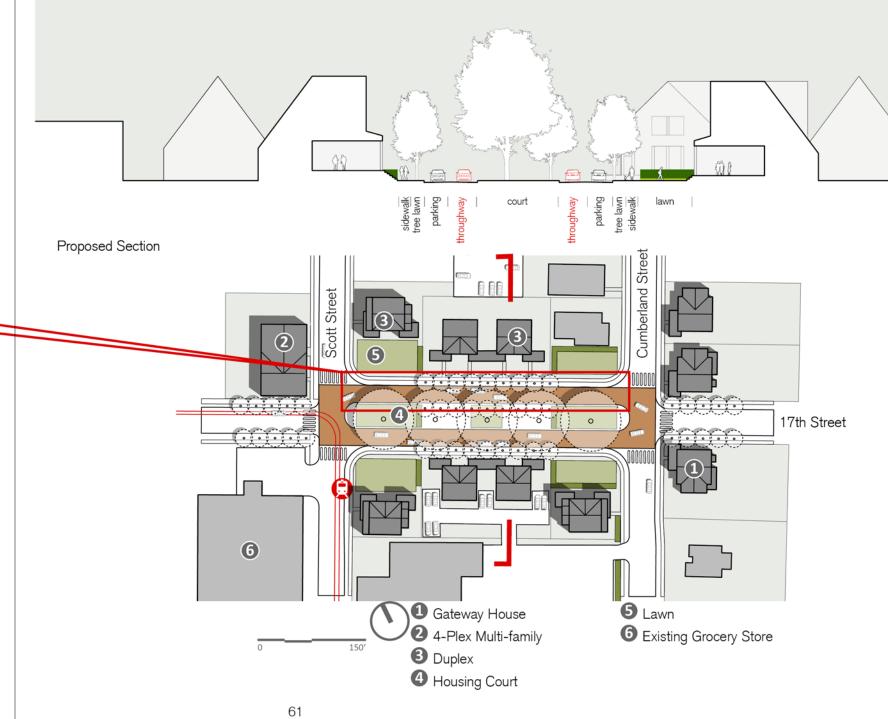


The housing court addresses a border vacuum disconnecting residential fabric from Main Street. Compact housing footprints meet new market demand while tempering gentrification trends.



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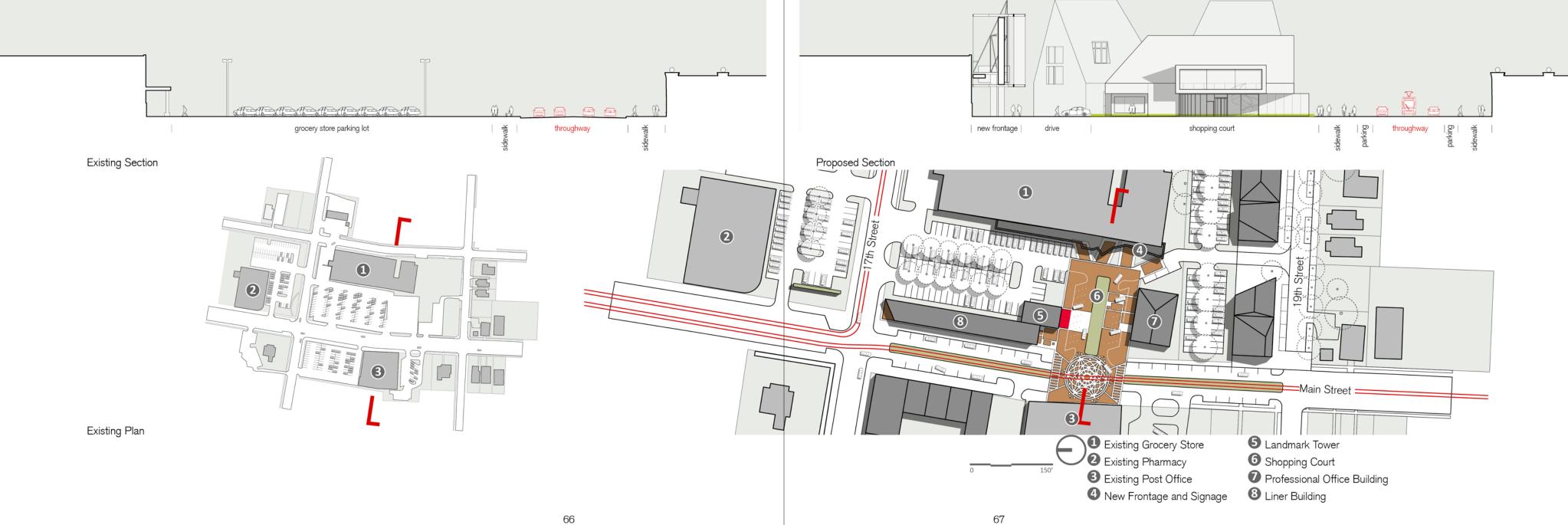
# MAIN STREET SHOPPING COURT

The shopping court transforms strip-style development into a pedestrian-oriented neighborhood center, creating a commercial center of gravity that functions as a gateway to the Main Street District.

New infill commercial development along Main Street replaces
the first parking row to recover an identifiable marketplace
corridor undermined by automobile-oriented strip development. A
shopping court combines new commercial liner buildings around a
landscaped entry court, enhancing the overall shopping experience
for pedestrians as well as motorists. Parking capacity is slightly
increased as some stalls are redistributed among street parking and
midblock landscaped lots that function as urban rooms. Shopping
district improvements accommodate small-scale retail formats
common to Main Street, including incubator retail. The shopping
court also serves as a gateway into the Main Street district from the
south.

Form follows rent. Design retail for the environment that will support it.

Liner building
A new commercial
liner building with A tower that houses signage, lighting, and cell phone antennae atop a incubator retail. open community commercial structure space, and arcade also functions as a reconstitutes Main Main Street landmark designating entry into the commercial Street's edge while still accommodating automobile parking. corridor. Frontage
New building frontage on existing
grocery store punctuates shopping
court, creating a new commercial
center of gravity. Shopping court Connect strip-style commercial development back to Main Street and the Scipio A. Jones Post Office with a green court and pedestrian pathways bordered by new small-scale commercial and retail infill. 65



Residents from the neighboring Governors Mansion District do not shop here because of lack of walkability. Improvements will attract new local patrons.



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21st STREET TOWNSCAPING

Repurpose a remnant historic commercial hub for Pettaway's African-American community as a community center with mixed uses and townscaping elements.

While commercial functions disappeared long ago, the street and the adjacent Pettaway Park still function as a community hub despite the speed of east-west traffic along this through street. Commercial and religious buildings in this context traditionally have taken on the scale of a small one-story house. Since a future mix of viable uses is difficult to determine, attention focuses first on traffic-calming corridor improvements with street furniture, landscape, and graphic surfaces to support a vital pedestrian culture. A proposed mixed-use pocket neighborhood is slated for development diagonal to Pettaway Park, creating a node of urban intensity that should catalyze further reinvestments. The neighborhood would be well served by the return of streetcar transit connecting to the downtown River Market District close to two miles away.

Pocket neighborhood
Develop vacant block as a mixeduse commercial and residential pocket neighborhood with shared commons.

### Street townscapin

Street townscaping
Retrofit levels of service on street
to reflect existing pedestrian
activity and sociability. Townscaping
elements include lighting, tree
stands and container gardens,
street furniture, and surface paving
and graphics.

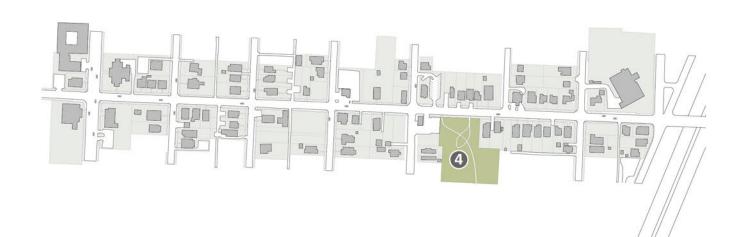
#### Building

Expanding upon historical development along this corridor, the basic building block for infill should be the traditional house form.

Regardless of use—residential, religious, commercial, or civic—buildings of the same crosssection, but of different scales and frontage qualities, would establish a powerful expression of community coherence.



Existing Pettaway Park



Existing Plan



2 Pocket Neighborhood

3 21st Street Townscaping
4 Pettaway Park







Retrofit a wide residential street with Low Impact Development facilities and agricultural growscapes that expand Pettaway's connection to the city's signature park across Interstate 630 - MacArthur Park.

Bragg Street's 30-foot wide paved throughway is excessive and unsafe for a local street with an elementary school and should be submitted to a "road diet". Known as skinny streets, the paved crosssection of the right-of-way should be reduced to 20 feet, adequate for its required level of traffic service. The reclaimed surface is dedicated to LID functions, housing rainwater gardens and infiltration basins in Bragg Street's conversion to a green street. The green street also features growscapes, or civic edible food landscapes and community gardens, at the elementary school and bridge crossing to MacArthur Park. Bragg Street's green infrastructure extends the landscape of Little Rock's signature urban park into the Pettaway neighborhood. The street retrofit and its green layers expand upon the Safe Routes to Schools program, rescaling this superblock with

Arboretum Akin to economic development in the Main Street commercial edible landscapes. low connectivity.

76

incubator, the Bragg Street urban agricultural incubator on the opposite edge of the neighborhood pioneers economically productive

## School gardens To reacquaint youth

and school curriculums with ecological and economic intelligence, school frontage is lined with gardens that also reconnect the campus with the neighborhood. A neighborhood organic food restaurant needs local supply.

### LID facilities

Retrofit the right-of-way with curb extensions housing bioswales, filtration basins, and other LID facilities as opportunities arise on the street's west side. Here, the sidewalks are the most intact with the most building frontage.

Community gardens Public allotment gardens make

gardening cool again. Community gardens create opportunities for information sharing on general gardening knowledge and techniques. Like porches, gardens allow for the possibility of reclaiming an eroded sociability.





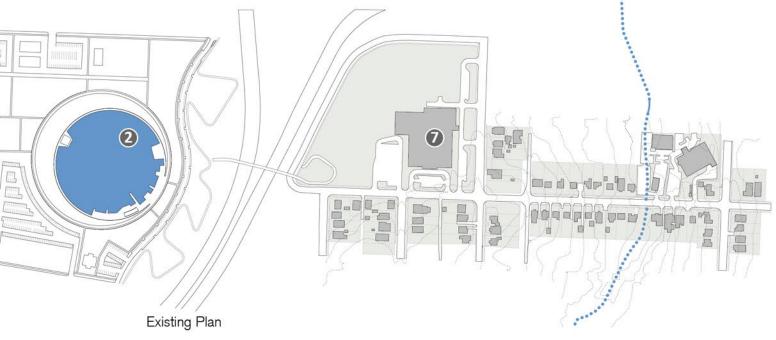


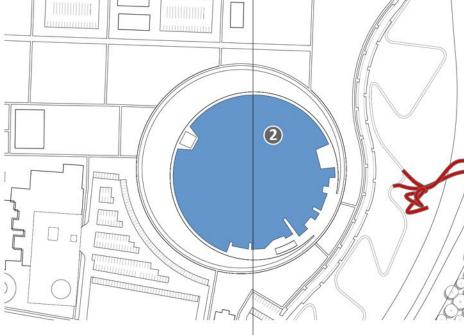


Streets can be retrofitted to deliver ecological services like water management, shading, and food production.

Commercial gardens already happen in Pettaway near Main Street

Existing Rockefeller Elementary School







3 LID Garden

4 Community Garden



Coordinate future plans for streetcar transit with mixed-use infill development that reconstitutes the visual continuity and higher density of Main Street.

What can I walk to? This is the first question many buyers and renters now ask as they seek proximity to services, work, and entertainment venues. The Pettaway section of Little Rock's Main Street was historically developed as a streetcar extension of downtown, a suburban corridor of "taxpayer blocks" (small, low rise house-over-shop types) surrounded by medium and low-density residential development. Main Street districts offer desirable housing options between the scales of single-family homes and mid-rise flats, now called the "missing middle" because they have not been developed since the 1940s. Missing middle housing types, from the duplex to the triplex and fourplex, bungalow court, mansion apartment, townhouse, live-work, and courtyard apartments, are all high-quality medium-density options which meet the densities of viable transit neighborhoods and can be easily financed. Development of streetcar transit and medium-density housing are key elements in the revival of Main Street as a commercial center of

Intersections Install crosswalk

plazas with curb bulbouts at intersections, shortening walk distance across the intersection. Tables of non-asphalt pavers support tree stands, sitting facilities, and public art while calming traffic.

Bicycle boulevard

Retrofit intersections in Scott and Louisiana Streets with traffic controls that assign right-of-way to bicyclists. A bicycle boulevard is a low-speed street which gives priority to cyclists as through traffic, though they do not exclude vehicle traffic.

new types of inexpensive outdoor entertainment venues. In this case a screened porch or shade house is adapted to a civic scale for a local organic food restaurant.

81

Main Street infill is a classic housing over-the-shop building typology that can be deployed incrementally at the scale of a lot or the entire block. Parking for housing occurs on side streets or in midblock.

Parking lots can be reclaimed as

80

Pre-Streetcar Retrofit of Main Street Geometry showing bike throughway per SOMA Streetscape Plan.





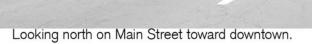


Main Street looking south toward the gateway with liner building and public market, on the left.

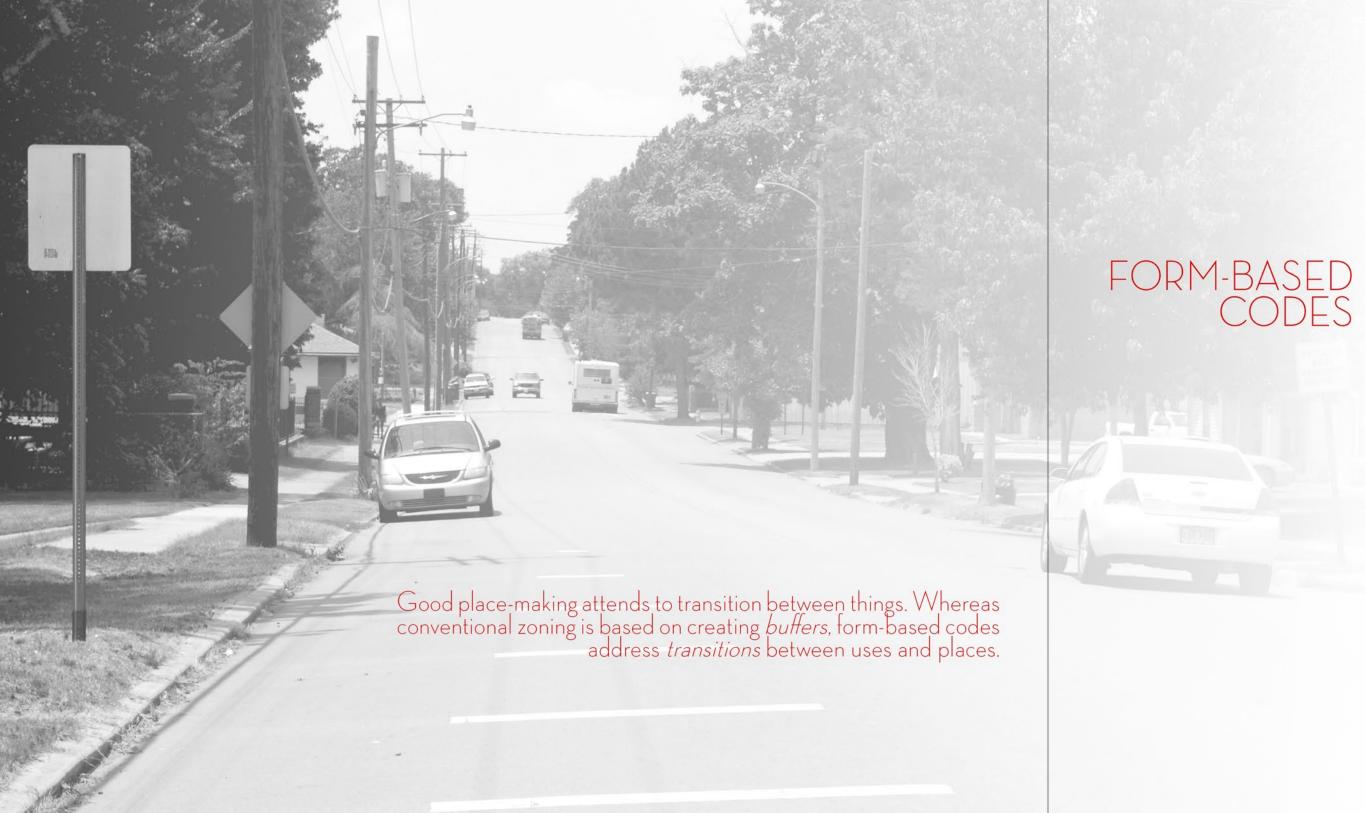












Form-based codes are land development ordinances that govern new construction through urban design parameters rather than land use designations that separate uses. Form-based codes improve predictability in the shaping of the public realm by giving priority to the physical form of a place. The code addresses the relationship between buildings as well as the means by which the public realm is shaped by buildings. Building form, mass, and frontage standards are keyed to street and block types, the latter described in a Regulating Street Plan. The Regulating Street Plan designates the form, scale, and character of development, including street design standards and corresponding automobile parking access

Form-based codes contrast with conventional

land-use zoning and the latter's segregation of functions based on abstract parameters like setbacks, dwellings per acre, floor area ratios (FAR), parking ratios, and traffic levels of service. Whereas conventional zoning is based on creating buffers, form-based codes are about transitions between uses and places. Zoning codes do not incorporate a planning vocabulary necessary to ensure a high-quality built public realm, leaving communities without tools for building a public realm with a sense of place. Formbased codes are communicated in graphic form and include a Regulating Street Plan, Public Space Standards, Building Form Standards, Administration, and Definitions. Form-based codes are now being widely adopted by communities and large cities alike interested in livability and place-based economic development.

## REGULATING STREET PLAN

Walkable and human-scaled streets are fundamental building blocks for complete neighborhoods.

- 1. Streets should possess a balance of complexity and legibility so that they will be engaging places.
- Streets should enhance the psychological security of pedestrians with appropriate levels of prospect and refuge opportunities.
- 3. Streets should maintain the integrity of their buildings, spaces, and artifacts across different historic eras.
- 4. Streets should accommodate adaptation to reflect new social and economic needs.
- 5. Streets should be authentic places connected to the rest of the town and provide gathering opportunities for public events.
- 6. Street should be connected and proximate with neighborhoods and provide links among transportation, parking, and destinations within their centers.

From: Creating Vibrant Public Spaces: Streetscape Design in Commercial and Historic Districts by Ned Crankshaw

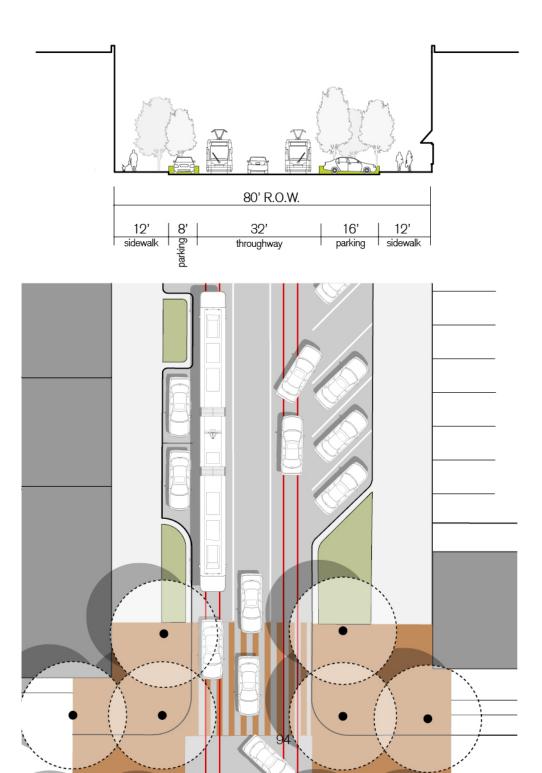


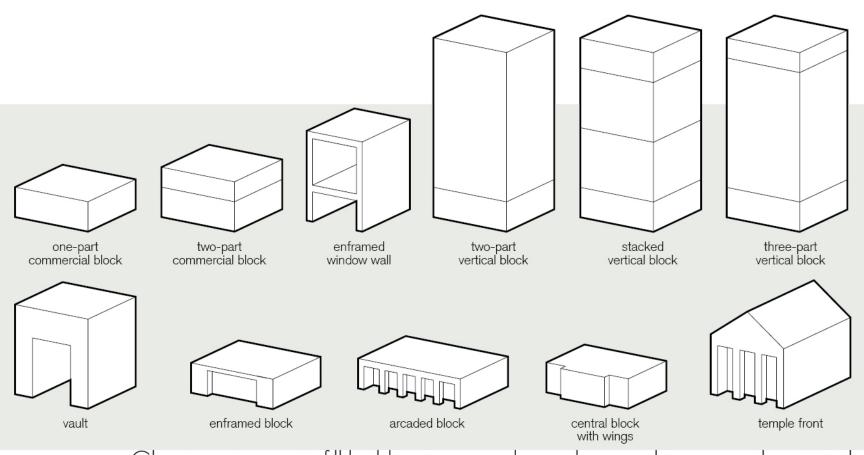
## MAIN STREET TRANSIT BOULEVARD Classification commercial collector 30 mph max.

Classification
Design Speed
R.O.W. Width
Lane Width
Traffic Direction
Number of Parking Lanes
Planting Pattern
Tree Type
Street Light Spacing
Bike Lane Width

Commercial collector
30 mph max.
Ro'
11'
Tres at crosswalks intersection
as appropriate to context
as appropriate to context
as appropriate to context



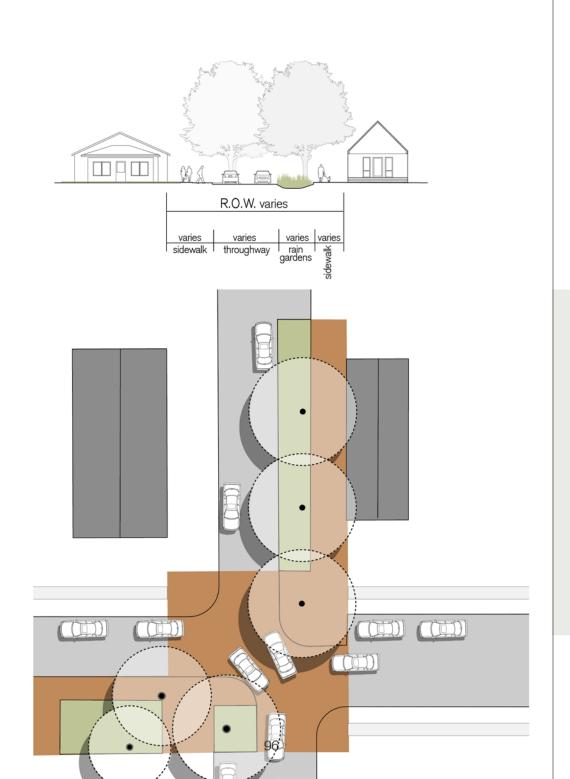


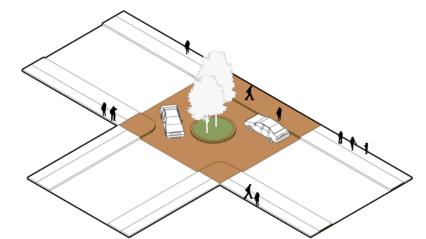


Classic main street infill building types can be implemented to restore the original scale and character of South Main Street Transit Boulevard.

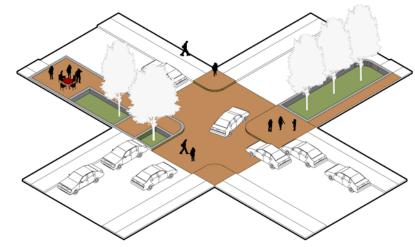
SHARED local street Design Speed 15 mph max. R.O.W. Width varies Lane Width varies Traffic Direction two way Number of Parking Lanes varies Planting Pattern varies Tree Type as appropriate to context Street Light Spacing
Bike Lane Width as appropriate to context Sidewalk Width varies



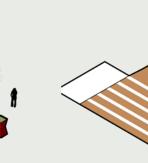




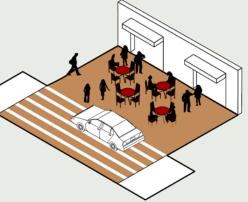
**Traffic calming devices** within the right-of-way slow traffic and create a visual terminus to the shared street.



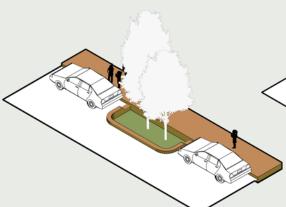
Concentrate investments at the intersection to introduce **stormwater management devices** as well as traffic calming measures.



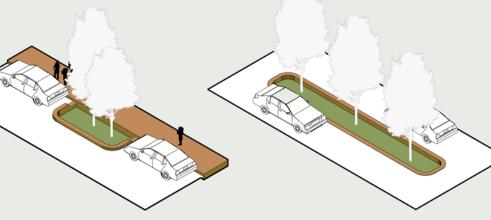
Use **planters** to populate pedestrian areas including intersections to provide seating and calm traffic.



Frontage uses such as **outdoor cafes** blur boundaries between the automobile and pedestrian realms, creating a safer pedestrian place.



Use **curb extensions** to retrofit existing parking lanes with rain gardens. This reduces impervious surface area, and encourages stormwater infiltration.

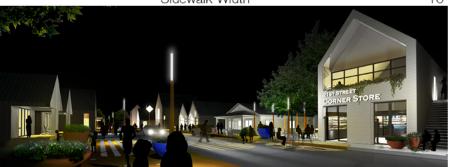


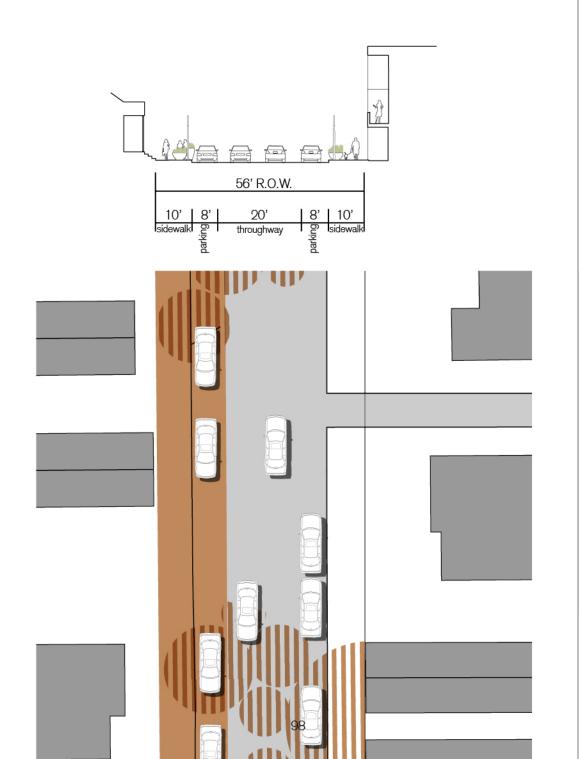
Use **medians** to slow automobile traffic and create large stormwater facilities.

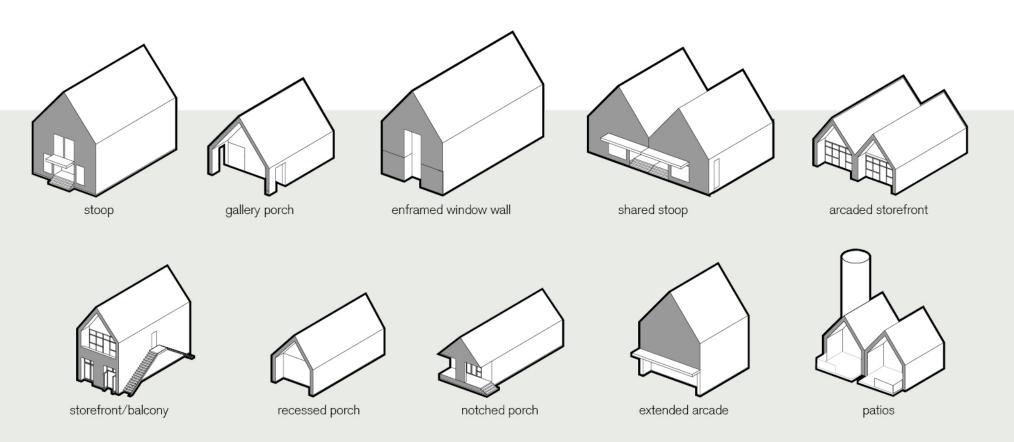
Shared Streets are designed as multipurpose landscapes that calm vehicular traffic.

## TOWNSCAPING

commercial collector	Classification
30 mph max	Design Speed
56	R.O.W. Width
10	Lane Width
two way	Traffic Direction
Ż	Number of Parking Lanes
N/A	Planting Pattern
N/A	Tree Type
40	Street Light Spacing
N/A	Bike Lane Width
10	Sidewalk Width







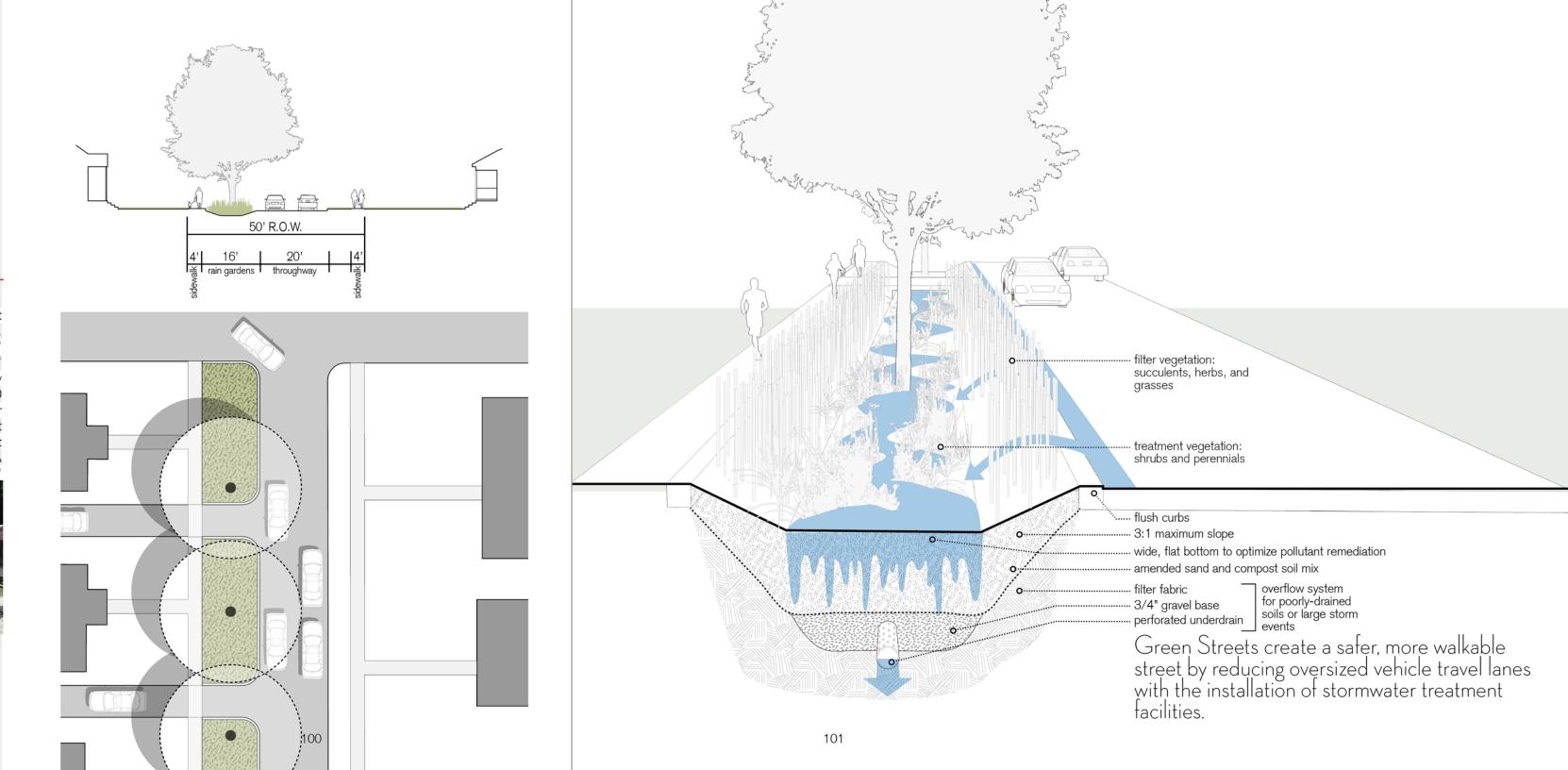
The commercial corridor that once was the heart of Pettaway Neighborhood can easily be restored with affordable, low-maintenance metal building types with great place-making frontages.



metal building with pitched roof

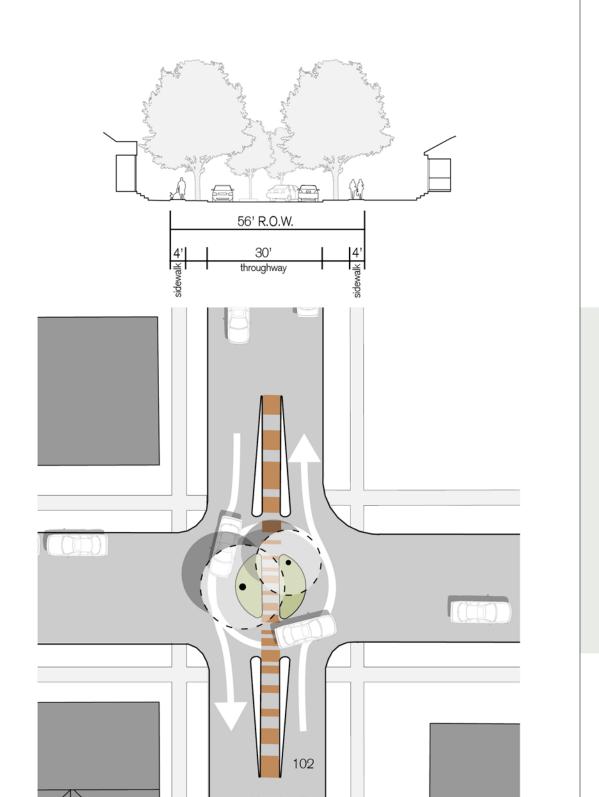
GREEN Classification local street Design Speed 20 mph max. R.O.W. Width 50' 10' Lane Width Traffic Direction two way Number of Parking Lanes Planting Pattern trees at 30' on center Tree Type as appropriate to context Street Light Spacing
Bike Lane Width as appropriate to context

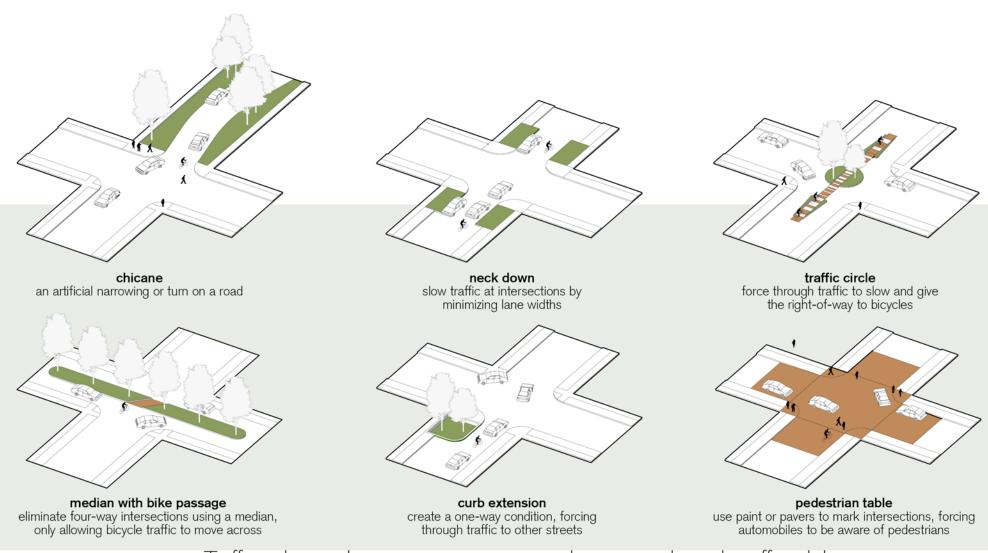




## BICYCLE BOULEVARD

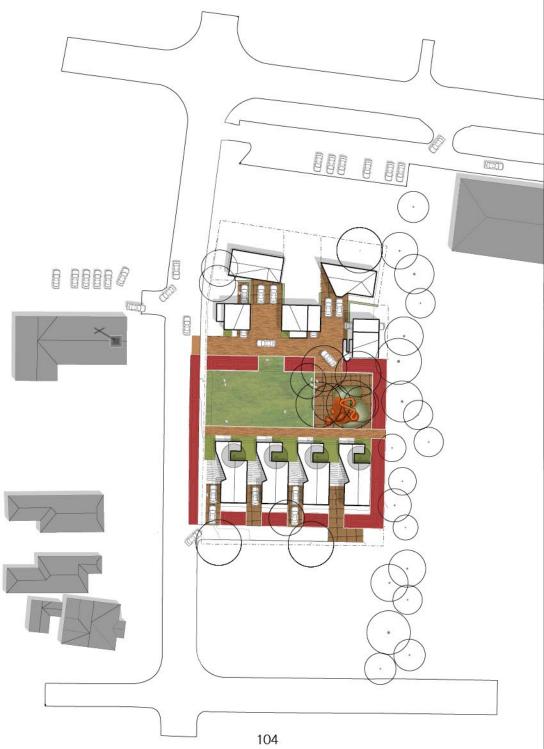
UULEVARD	
local street	Classification
20 mph max	Design Speed
56	R.O.W. Width
10	Lane Width
two way	Traffic Direction
1	Number of Parking Lanes
varies	Planting Pattern
as appropriate to context	Tree Type
as appropriate to context	Street Light Spacing
full stree	Bike Lane Width
4	Sidewalk Width





Traffic-calming elements at intersections discourage through traffic while optimizing the street for bicycle traffic.

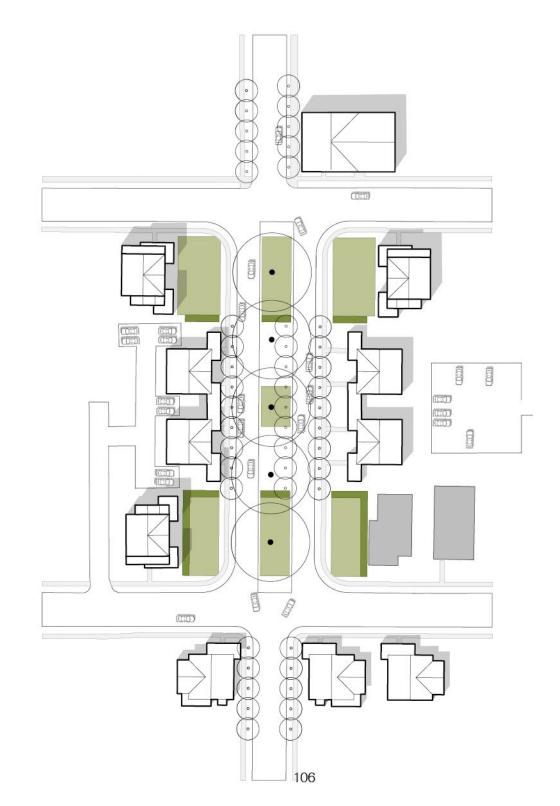
# POCKET NEIGHBORHOOD



Pocket Neighborhoods target niche markets by offering greater densities and shared amenities.





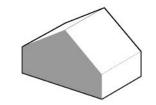


Housing Courts can provide a sense of place and a gateway function while delivering traffic-calming services along a major neighborhood throughway.

increasing density











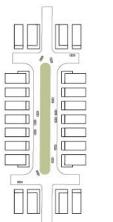




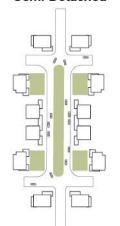




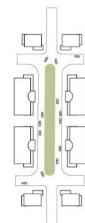




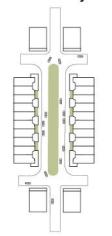
## Semi-Detached



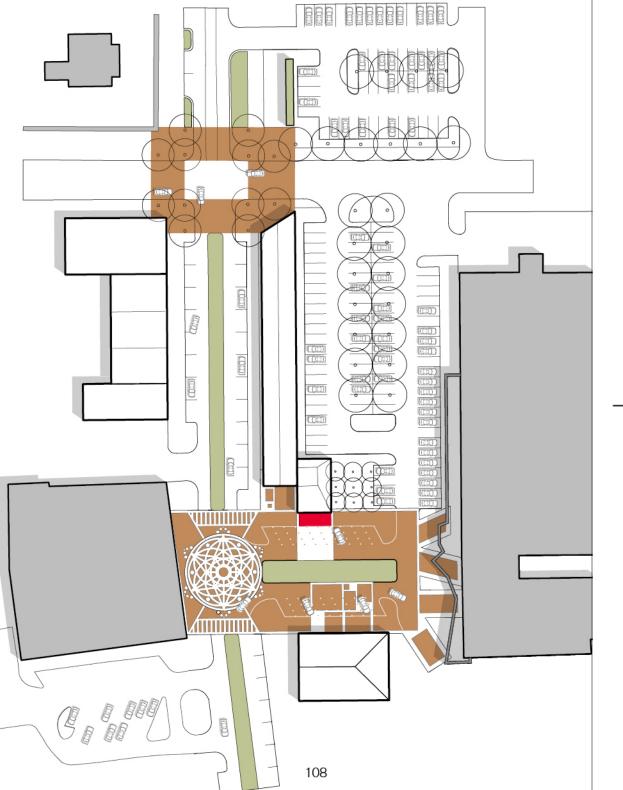
## Attached



Attached Party Wall



# SHOPPING COURT



Automobile-oriented commercial development can be retrofitted to reinforce Main Street's sense of place. First, design the parking lot as a landscaped room.

