

"I'm so proud to live here and to have participated in this exciting process."

– Fayetteville Resident

Downtown Master Plan

Fayetteville, AR

PROJECT DETAILS

Project Area: 324 acres
Client: City of Fayetteville
Year Adopted: 2004
Website: accessfayetteville.org/government/planning/documents/index.cfm

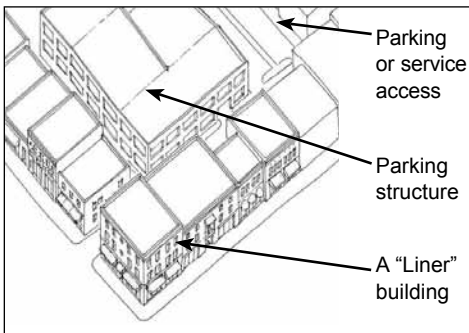
For more information, visit doverkohl.com.



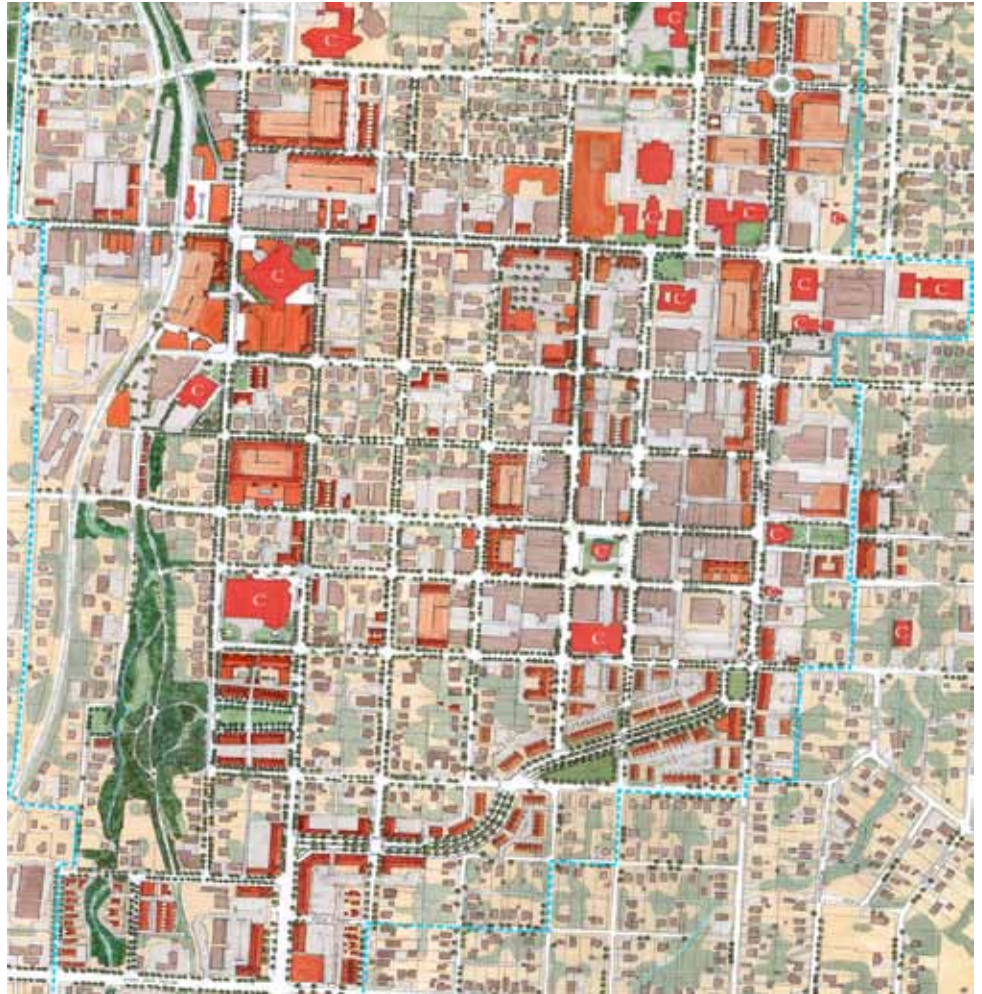
Infill development along Dickson Street completes the street scene.



A prominent Downtown intersection is redeveloped.



A new zoning district was also created along with designs for residential and mixed-use infill development and "smart" parking structures. This illustration is of a "liner" building, which surrounds parking with ground-floor shopfronts and upper-level offices and residences.



The Project

Fayetteville has sustained a real downtown character with many things to do. However, road widenings and automobile dominance have disturbed certain streetscapes, and development regulations provided little opportunity for quality infill development. By improving development regulations, reclaiming once-walkable streets, and establishing a clear vision for Downtown, proper development activities and infrastructure improvements can enhance what is already a great urban center. Consultants from UrbanAdvisors, Hall Planning & Engineering, BensonMiles TND, and UrbanAdvantage assisted with the Plan.

The Process

During a seven-day charrette, Dover-Kohl conducted an open planning process to identify the ideas, needs and concerns of the community. By "designing in public", participants played a key role in creating the Downtown Master Plan. As a result, the plan crystallizes the desires of Fayetteville's citizenry into buildable, functional visions and provides do-able instructions for government and private investors.

Status

Upon the unanimous adoption of the plan in 2004, the City formed the first Tax Increment Financing District (TIF) in the State of Arkansas. The availability of TIF funds has been instrumental in the redevelopment of the Mountain Inn Hotel and the transformation of College Avenue. In October 2006 the Downtown Code was adopted, revising the land development regulations to ensure the type and form of development that Fayetteville residents desire.

Change Over Time

College Avenue was a focal point of the Fayetteville Downtown Master Plan. A range of capital improvements were proposed, which could be implemented over time with both public and private investments. Major improvements can occur even with small changes, as shown in these photos.

Top Right: Existing Conditions on College Avenue are those of a suburban arterial roadway. Buildings are set far apart in parking lots. The street is focused on automobile travel and is not pedestrian-friendly.

Short-Term Improvements, Right: College Avenue is narrowed to three lanes. Street trees are planted and the sidewalk is widened.

Intermediate Improvements, Lower Right: New buildings are built close to the street with doors and windows facing College Avenue. On-street parking is introduced, slowing traffic and offering parking in front of businesses and shops.

Long-Term Improvements, Below: Buildings are built on both sides of the street, forming an urban relationship and transforming College Avenue into a spatially defined “urban room.” Improvements include the creation of a supermarket as a multi-story, mixed-use neighborhood grocery prototype.

