



Old Morrilton Highway Corridor Study

City of Conway, Arkansas
Planning and Development Department

April 2008



The Planning Process

Old Morrilton Highway Corridor Study

- Public Presentation, April 24
- Public Workshop, April 26
- Visual Preference Questionnaire, April 24 – May 2
- Public Comments, April 28 – May 2
- Preliminary Plan / Public Meeting, Mid-May



The Planning Process

Lower Ridge Road Corridor Study (Early June)

- Public Presentation
- Public Workshop
- Visual Preference Questionnaire
- Public Comments
- Preliminary Plan / Public Meeting



The Planning Process

Final Combined Plan for Both Corridors (Mid-July)

- Draft of Combined Plan / Public Meeting
- Public Comment Period
- Presentation of Final Combined Plan



The Planning Process

Opportunities for Public Participation

- Public Workshops
- Public Comment Periods
- Open Houses
- Visual Preference Questionnaires



The Planning Process

The Comprehensive Plan

- Conway has Comprehensive Plan, adopted by the City Council in 2004
- Comprehensive Plan is framework for future land uses in Conway and extra-territorial jurisdiction
- Rezoning requests should be consistent with Comprehensive Plan; however, Planning Commission and City Council are not bound by the Comprehensive Plan when considering requests



The Planning Process

The Comprehensive Plan

- Comprehensive Plan considers city as a whole rather than individual neighborhoods or corridors
- Land use plans specific to neighborhoods and corridors would be more useful
- Upon completion, Old Morrilton Highway / Lower Ridge Road Corridor Plan will be submitted to City Council for adoption
- If adopted, the Corridor Plan would replace the portion of the Comprehensive Plan that covers Old Morrilton Highway / Lower Ridge Road



Old Morrilton Highway Corridor Study



Existing Conditions



Existing Conditions

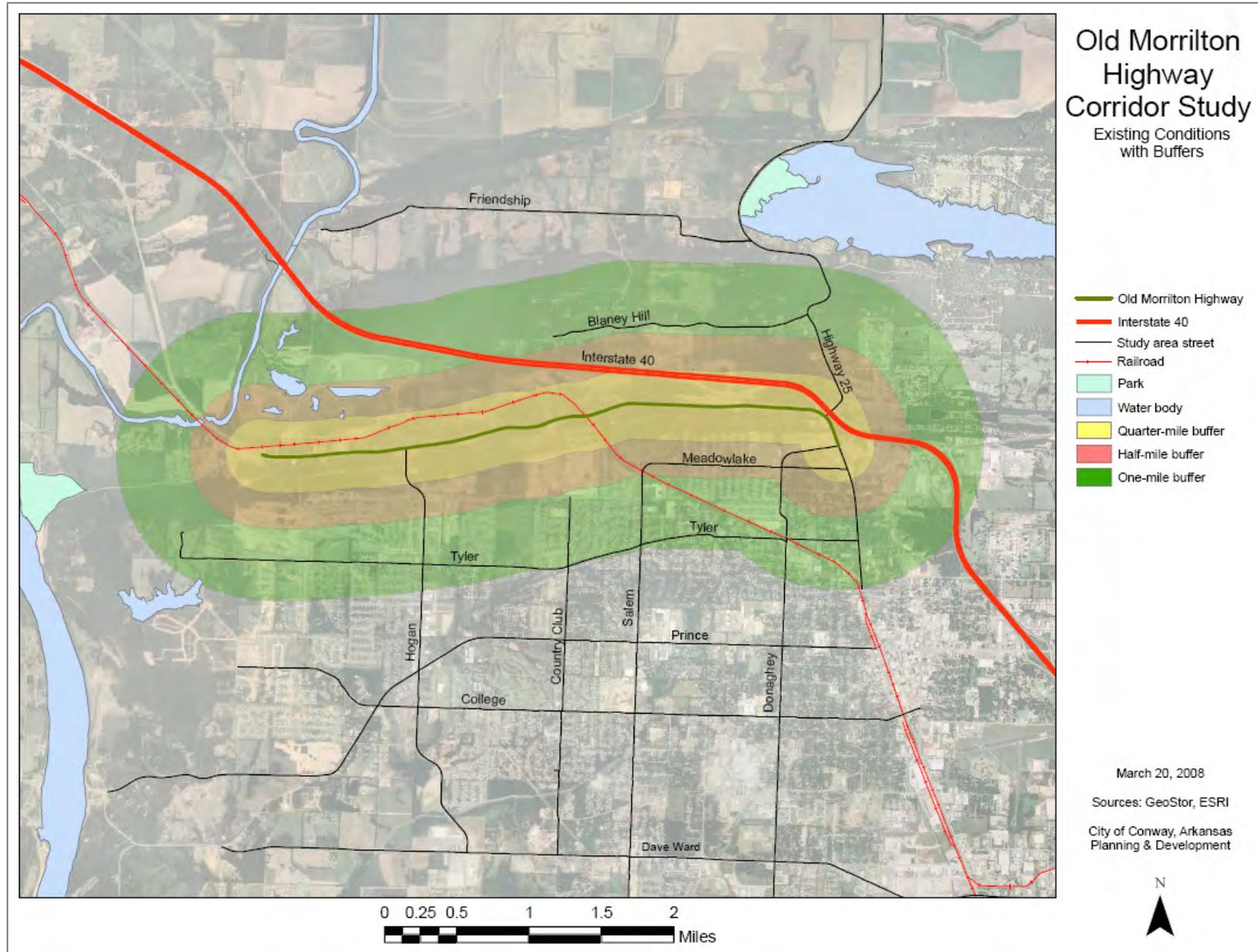
- Delineation of Study Area
- Barriers to Development
- Current Zoning
- Environmental Conditions
- Current Land Uses
 - Commercial
 - Institutional
 - Residential



Existing Conditions

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Study Area with Buffers





Study Area

Major Roads in the Old Morrilton Area

- Interstate 40
- Hogan
- Prince
- Donaghey
- Highway 25



Existing Conditions

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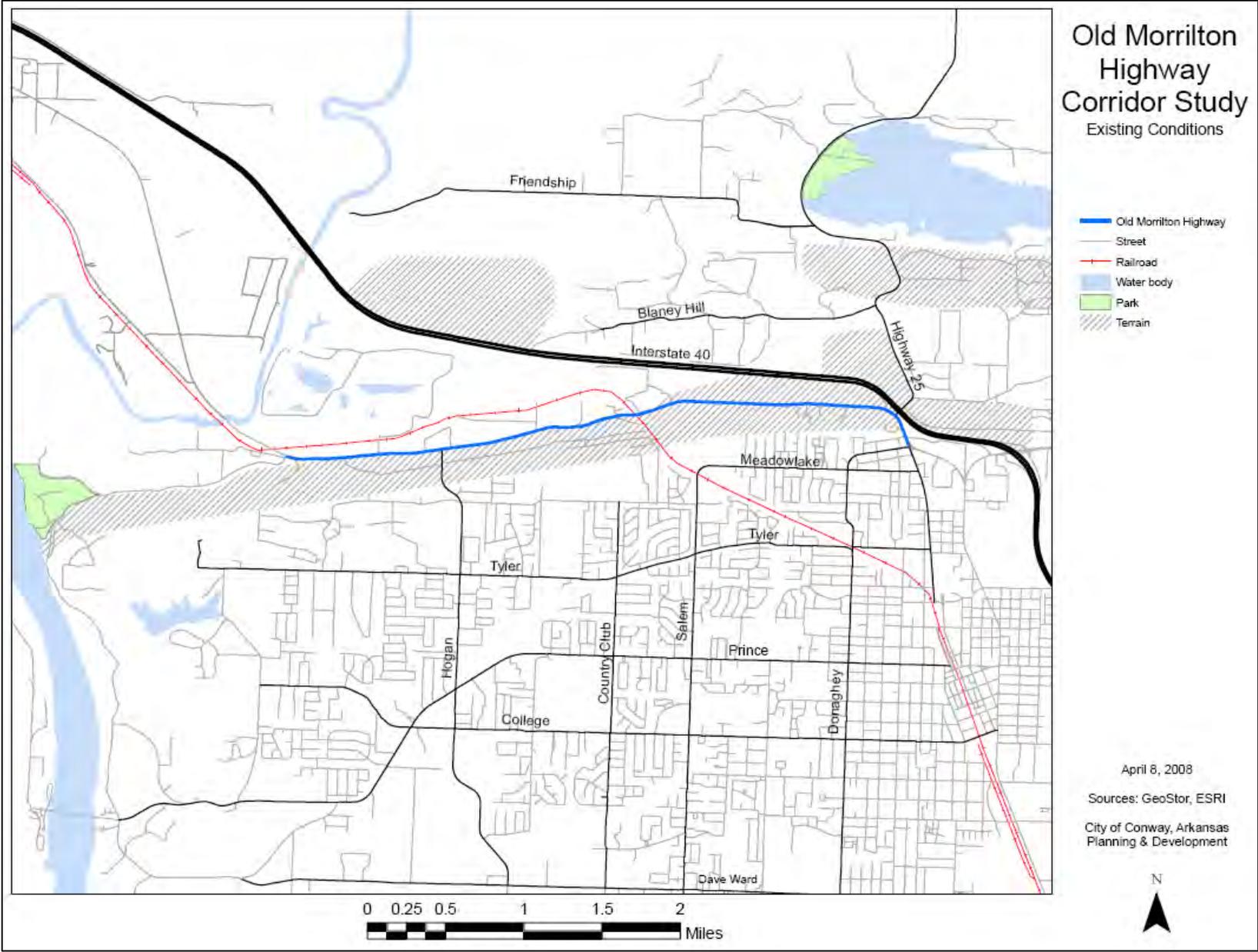


Existing Conditions

Barriers to Development in the Old Morrilton Area

- Existing road network
- Railroad
- Water bodies
- Terrain
- City / County standards
- Lack of infrastructure

Existing Conditions





Existing Conditions

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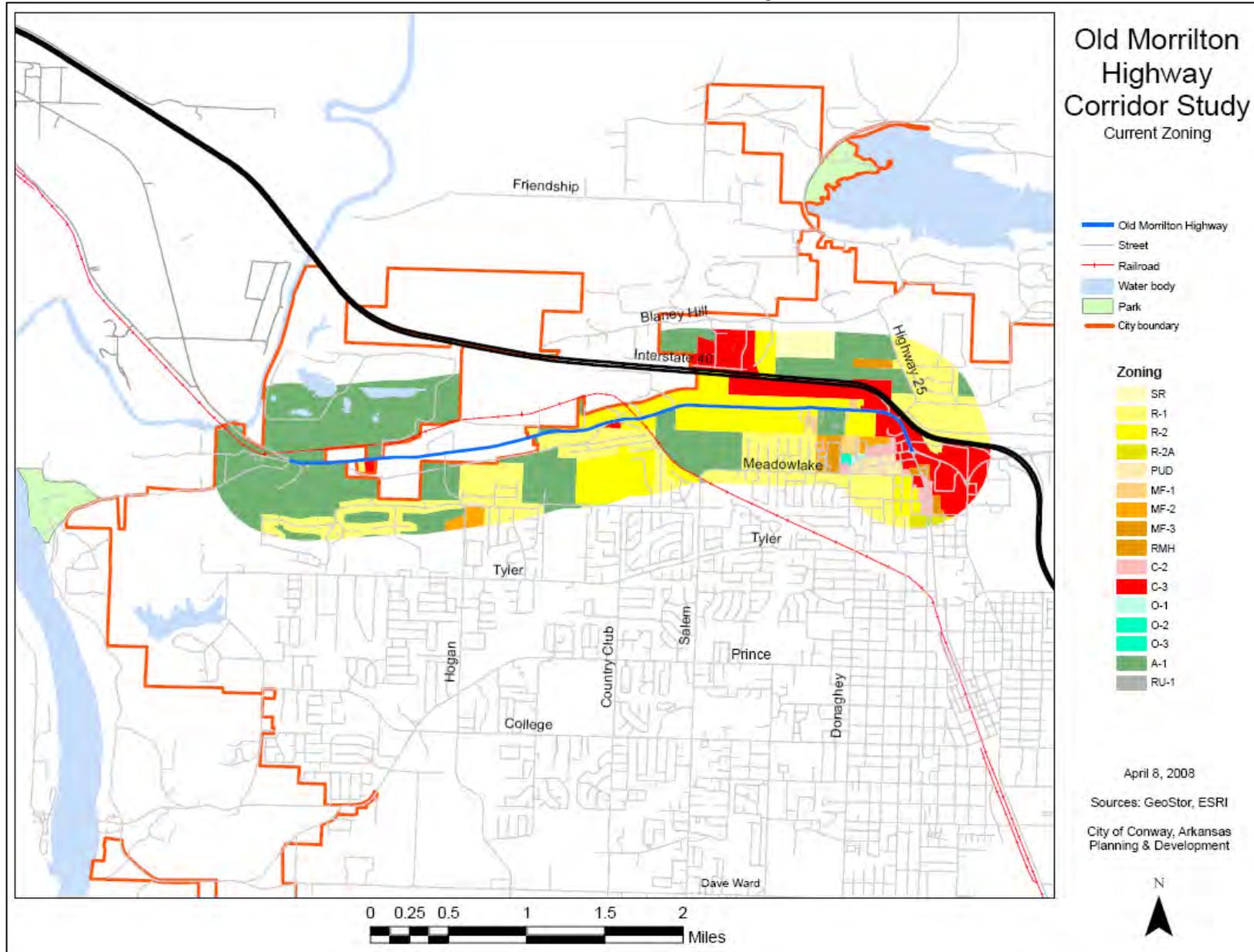


Current Zoning

Current Zoning

- Mostly R-1 and R-2
- C-3 along portion of interstate
- A-1 along western portion

Current Zoning





Existing Conditions

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Environmental Conditions

Ecological Concerns

- Cadron Ridge
- Impaired water bodies

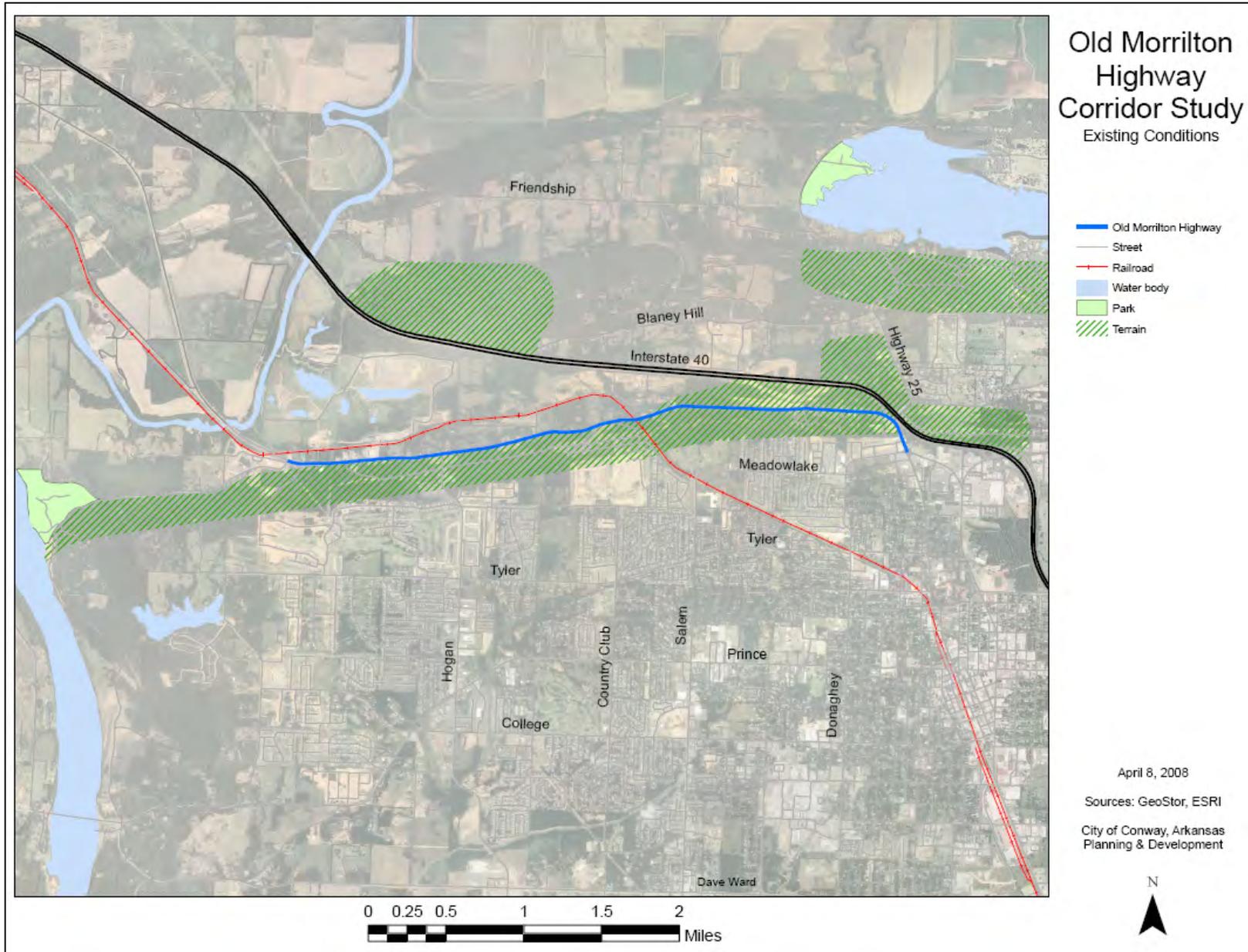


Environmental Conditions

Cadron Ridge

- Ridge severely limits development potential on south side of highway
- Existing hillside excavations
 - Aesthetically unpleasant
 - Run-off issues
- Hillside excavations now limited to ten feet (See Conway City Ordinance O-06-67)

Environmental – Cadron Ridge



Environmental – Hillside Excavation





Environmental Conditions

Impaired Water Bodies

- Cadron Creek presently listed on EPA's 303(d) list of impaired waters for turbidity
- Arkansas River presently listed on EPA's 303(d) list of impaired waters for low dissolved oxygen, turbidity, and dissolved solids
- Impairments do not necessarily originate in Conway, but our activities do have an impact

Environmental – Cadron Creek





Existing Conditions

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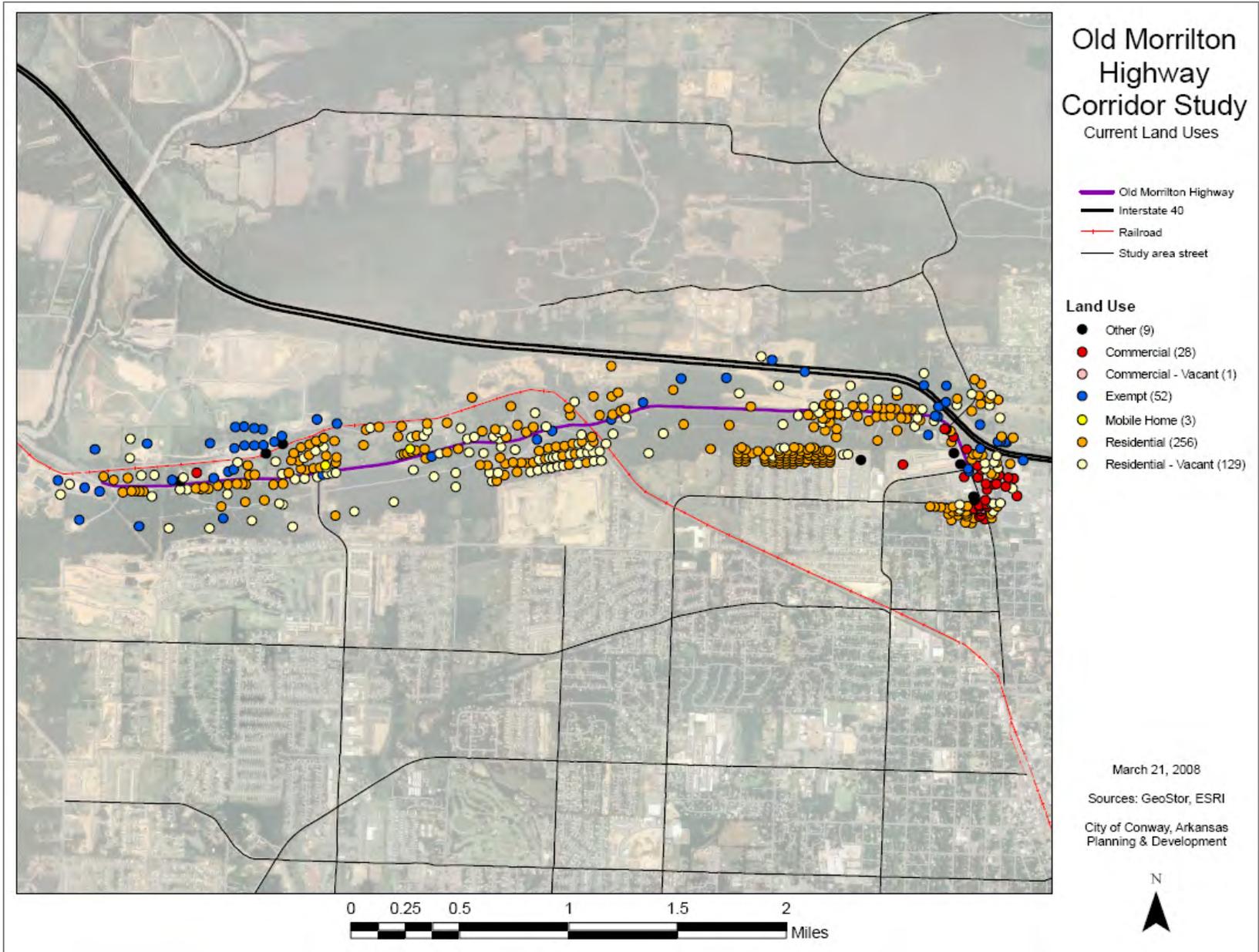


Current Land Uses

Land Use Characteristics

- 349 unique parcels
- Nearly three-quarters are residential
- Only eight percent are commercial
- 52 parcels are exempt
 - Government-owned
 - Church

Current Land Uses





Existing Conditions

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 - Residential

Commercial – Cimarron Park



Commercial – Washington Park Shopping Center





Existing Conditions

- Delineation of Study Area
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 - Institutional
 - Residential

Institutional – Water Treatment Facility



Institutional – Entergy Station



Institutional – Sanitation Facility



Institutional – Cadron Ridge Baptist Church





Existing Conditions

- Delineation of Study Area
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 - Commercial
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 - Residential

Residential – Single Family (Typical)



Residential – Single Family (Typical)



Residential – Duplex



Residential – Multi-Family



Residential – Multi-Family





Existing Conditions

Summary of conditions

- Environmentally sensitive area
- Little diversity in land use
- No design consistency



VISION



Vision

Long-Range Vision

- Corridor as Scenic Parkway
- Focus on Recreation
- Environmental Preservation
- Multi-family opportunities
- Creative commercial opportunities
- Light industrial opportunity



Vision

Long-Range Vision

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Corridor as Scenic Parkway

Characteristics

- Context-sensitive road design
- Preservation of existing trees
- Wide landscaped median
- Buffer between sidewalks and road
- Wide two-way bicycle lane
- Limited access
- Turn lanes with major streets
- Periodic U-turn cuts through median

Corridor as Scenic Parkway – Context-sensitive



Scenic parkway incorporates natural characteristics into street design.



Corridor as Scenic Parkway – Tree Preservation

Preserving trees through ordinances

- Tree and natural area preservation ordinance (examples: Austin TX, Lakeland TN; both require tree inventories)
- Note: Lakeland's ordinance applies to subdivisions, planned developments, and commercial developments
- Overlay zone to protect preferred species (example: Anaheim's Scenic Corridor Overlay Zone)

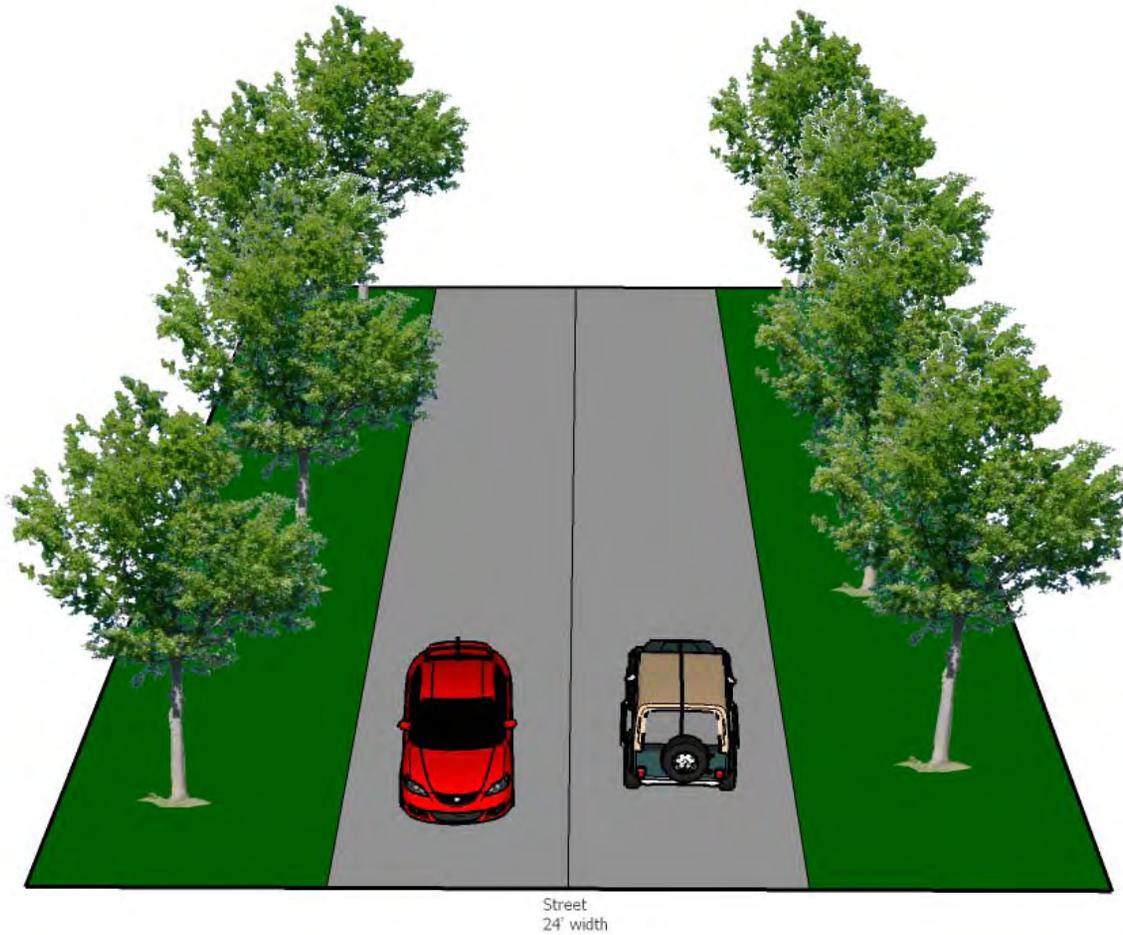
Corridor as Scenic Parkway – Tree Preservation



Old Morrilton Highway views with trees

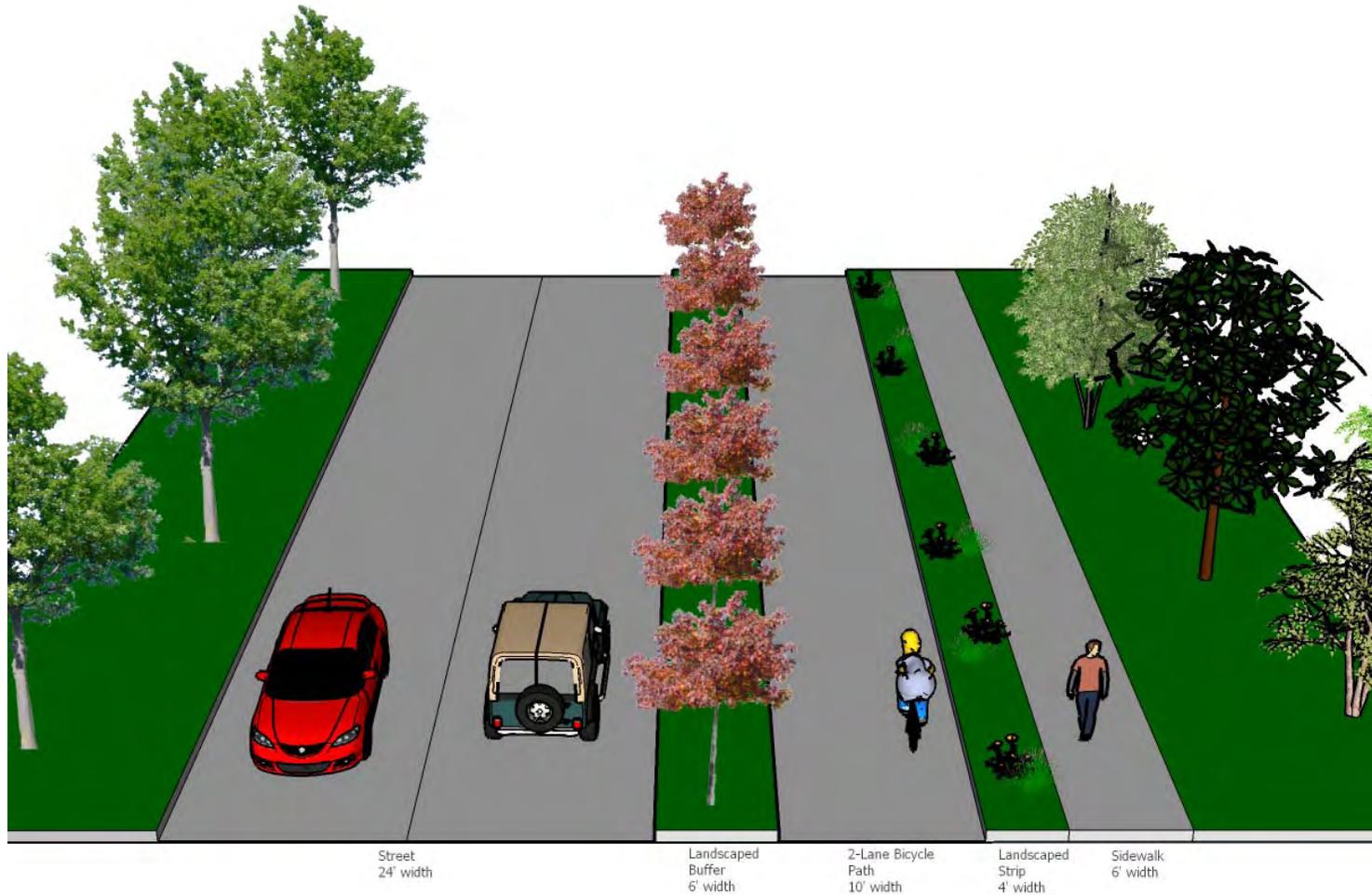


Corridor as Scenic Parkway – Cross-Section



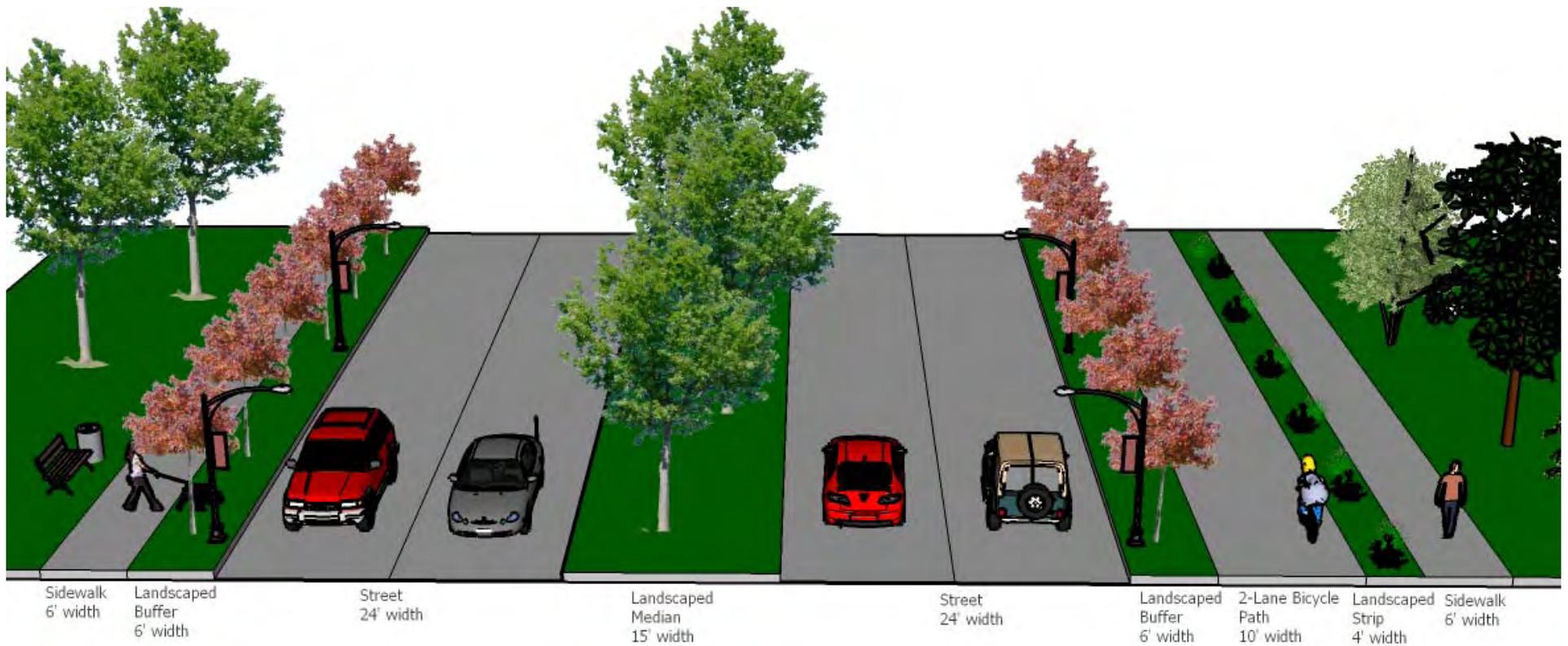
Existing (2 lanes, no curb)

Corridor as Scenic Parkway – Cross-Section



Next Step: 2 lanes with curb, bike path, and sidewalk

Corridor as Scenic Parkway – Cross-Section



Next Step: 4 lanes with median, bike path, sidewalks,
street lamps, an landscaping



Vision

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Focus on Recreation

Characteristics

- Connecting existing parks
- Utilizing ridge for mountain biking
- Utilizing existing utility easement



Focus on Recreation

Possibilities

- Wide, paved 2-lane bike path parallel to street
- Mountain biking trail along side of ridge

Focus on Recreation



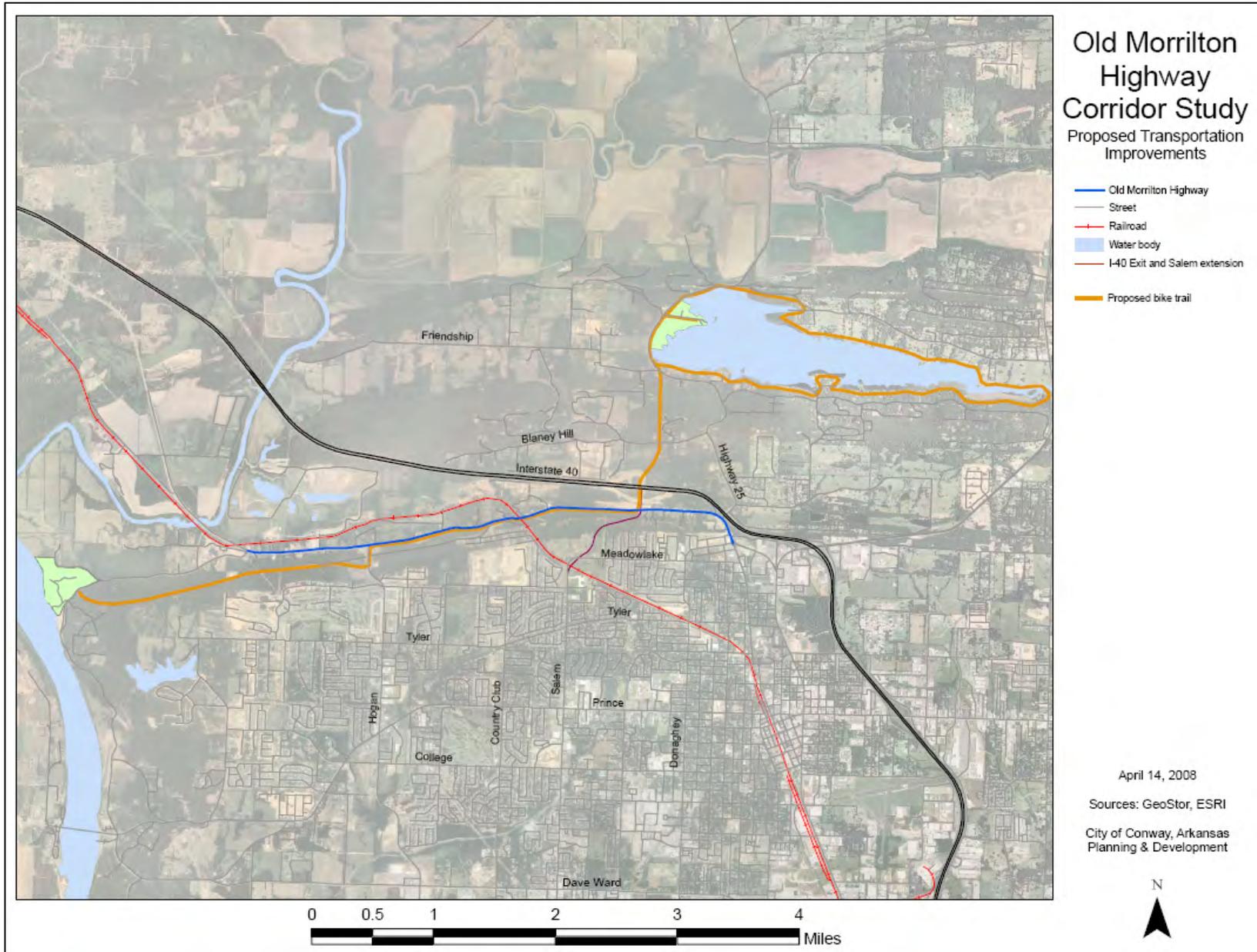
Two-way bicycle path parallel to divided highway

Focus on Recreation



A pedestrian/bicycle bridge may be necessary to safely move across Old Morrilton Highway.

Focus on Recreation – Bike Trail



Focus on Recreation



Conway Corp easement provides potential for mountain biking trail

Focus on Recreation



Mountain bike path



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Environmental Preservation

Characteristics

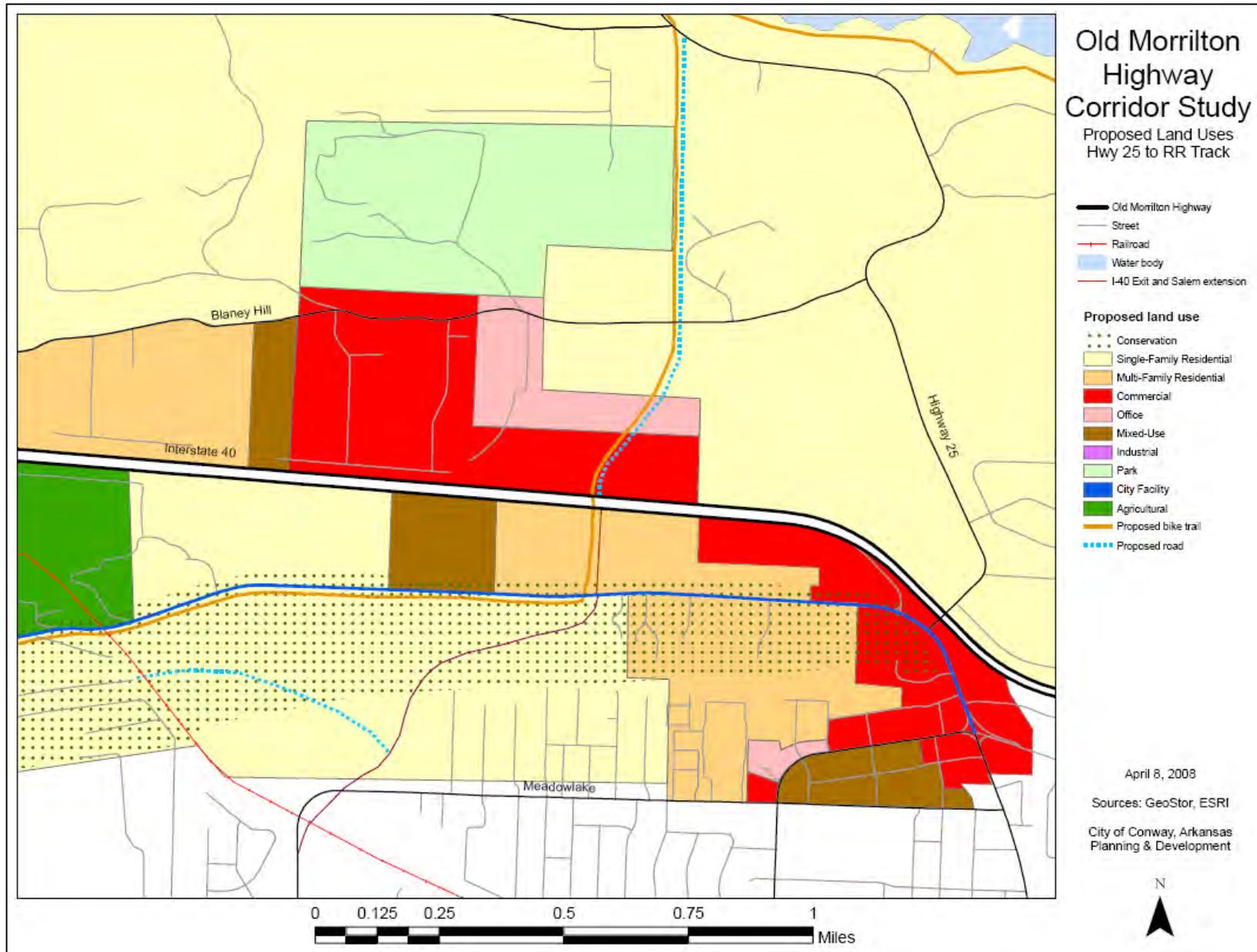
- No additional hillside excavations
- Additional green space where possible
- Utilization of buffers to separate housing from hazardous sites



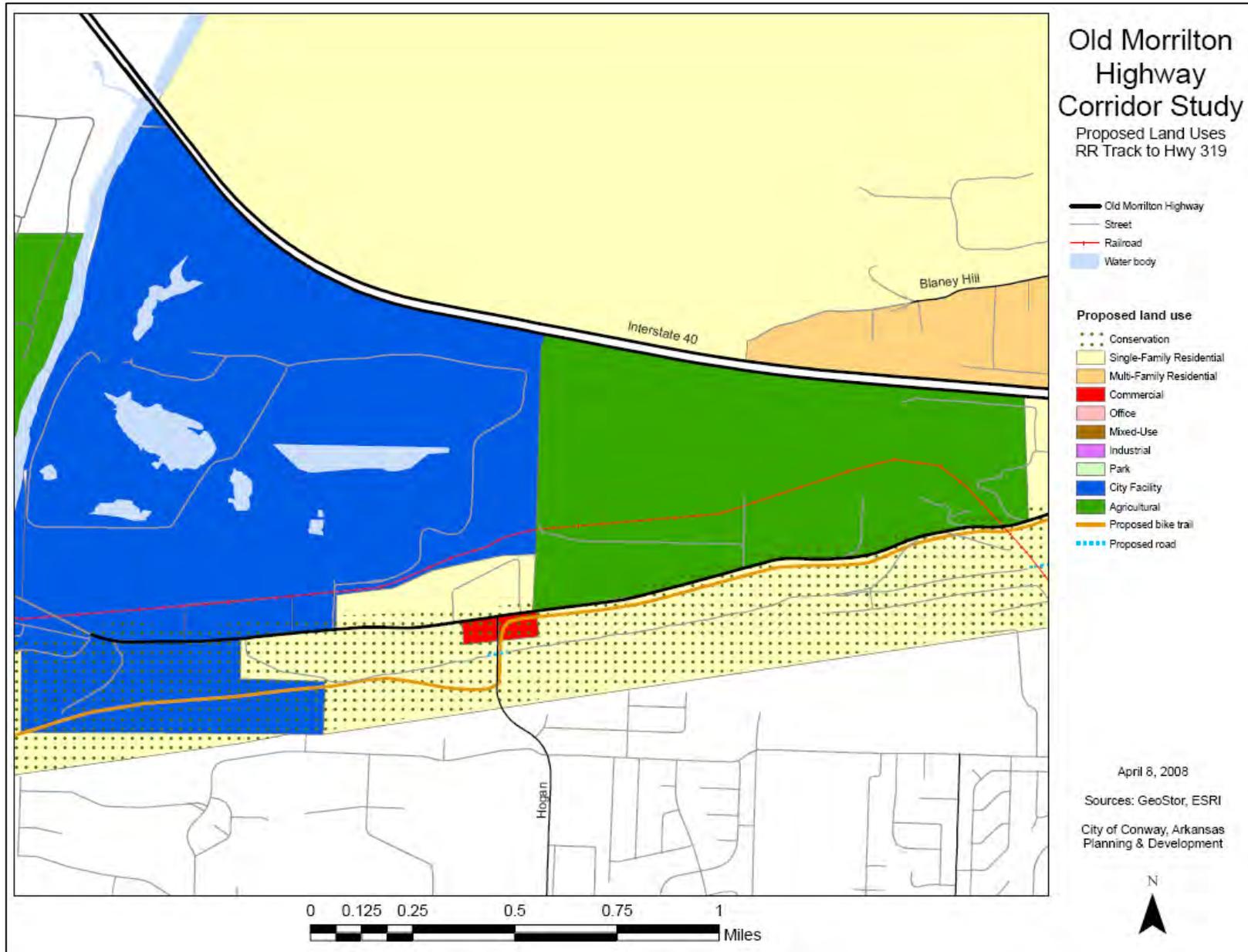
Environmental Preservation – Hillside Excavation

- Uncertain future of existing excavations
- Possible commercial usage at strategic locations (small commercial nodes)
- Conway City Ordinances O-06-67 and O-07-43
- No future excavations beyond ten feet without City Engineer approval

Environmental Preservation – Green Space



Environmental Preservation – Agricultural Buffer





Environmental Preservation – Agricultural Buffer

Role of Agricultural Buffer

- Separates higher density single-family residential from sanitation facility
- Allows for lower density single-family residential (one acre lots)
- Allows for reconsideration at a later time should State create a Hogan Road exit (See Zoning Ordinance, 401.7)
- If exit does not materialize, agricultural land could be used alongside the sanitation facility to create a large urban park



Vision

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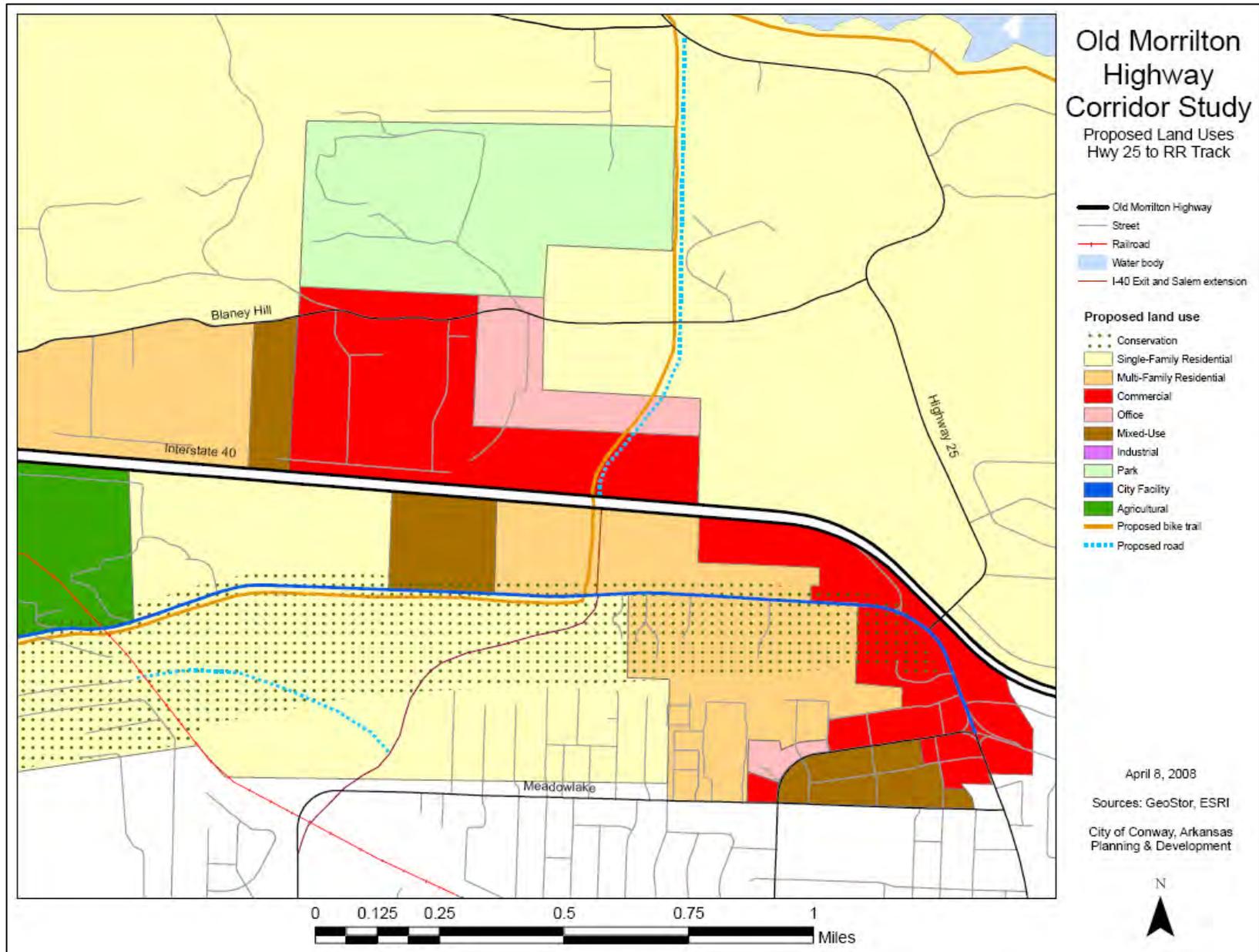


Multi-family Opportunities

Characteristics

- Multi-family potential near new exit
 - Foothills in North Little Rock
 - Crescent at Wolfchase in Memphis
- Serves as transitional buffer between single-family housing and commercial

Multi-family Opportunities





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Creative Commercial Opportunities

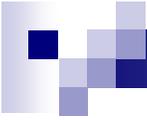
Characteristics

- Avoid appearance of other corridors
- Additional pockets of mixed-use and office development
- Increase commercial uses north of I-40
- Commercial node at Hogan intersection

Creative Commercial Opportunities – Oak Example



A typical interstate exit would not fit the character of the Old Morrilton Highway.

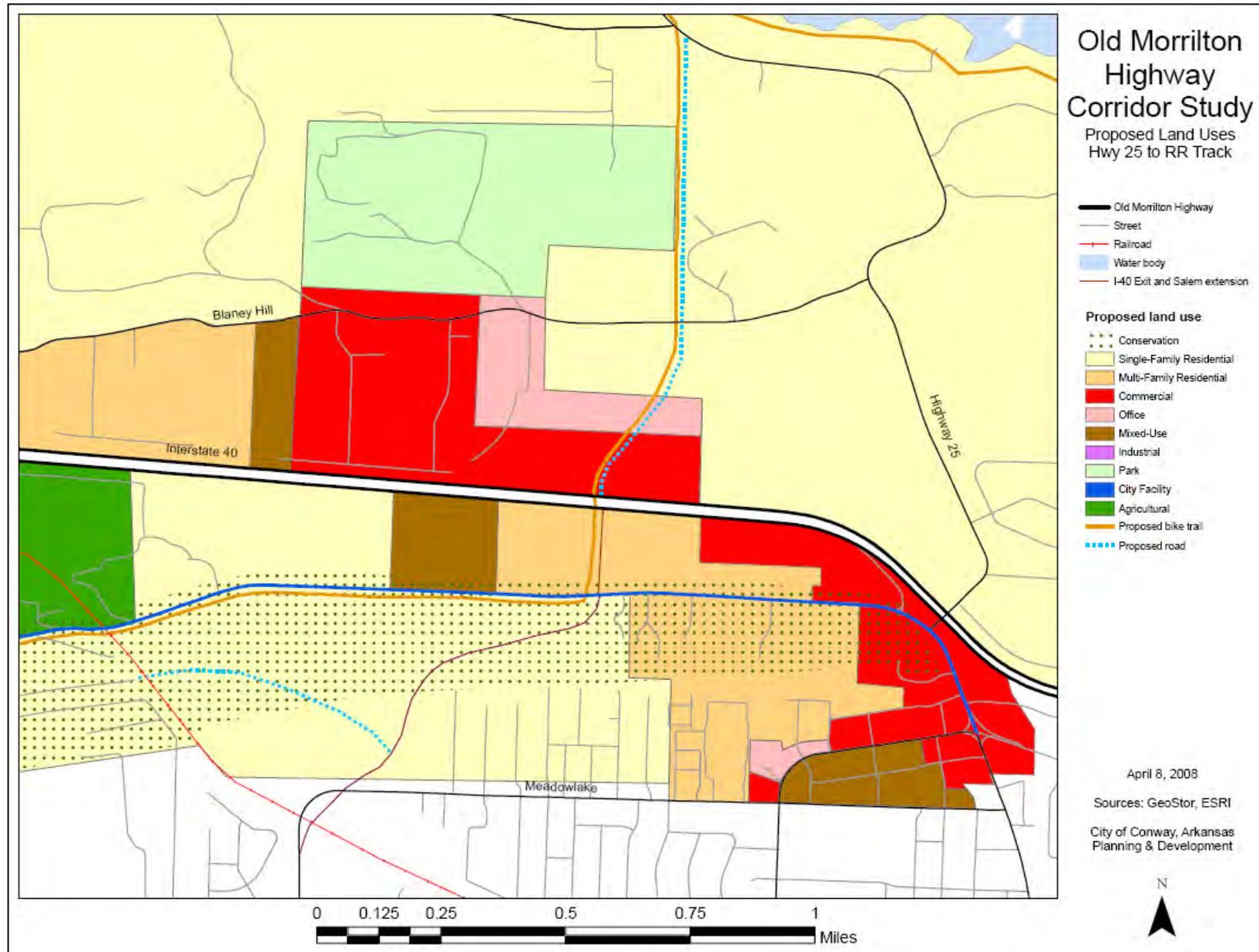


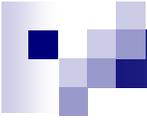
Creative Commercial Opportunities

Commercial Development Complications

- Restrictions on curb cuts on the Salem extension (due to steep grade)
- Restrictions on curb cuts behind State-installed fence at intersection
- Potential for congestion at intersection
- Road can only be widened so much (to accommodate additional traffic, turn lanes, etc.) due to natural characteristics and hillside excavation ordinance
- Traditional interstate exit businesses (convenience stores, fast food restaurants, etc.) are within close proximity

Creative Commercial Opportunities – North of I-40





Creative Commercial Opportunities

New Design Standards

- Ordinance enacted by City Council in October 2007
- Ideal for areas such as Old Morrilton Highway, where a distinguished pattern would compliment natural characteristics
- Highlights of new standards:
 - Each side of new structure that is visible from public realm must be 51% masonry
 - Prominent landscaping and screening required
 - Sidewalks required on all street frontage
 - Curb cuts limited



Creative Commercial Opportunities

Mixed-Use Developments

- Have at least two different uses on a single parcel or multiple connecting parcels
- Combination of two or more of these: commercial, residential, institutional, and office
- Mixing uses provides convenience, especially when a residential component is included
- Mixed-use developments can buffer residential from strictly commercial areas and serve as transitional areas
- Usually draw upscale tenants, many debuting in local area

Creative Commercial Opportunities – Mixed Use



Conway's North Market Plaza is an example of a small mixed-use development.



Creative Commercial Opportunities

Lifestyle Center

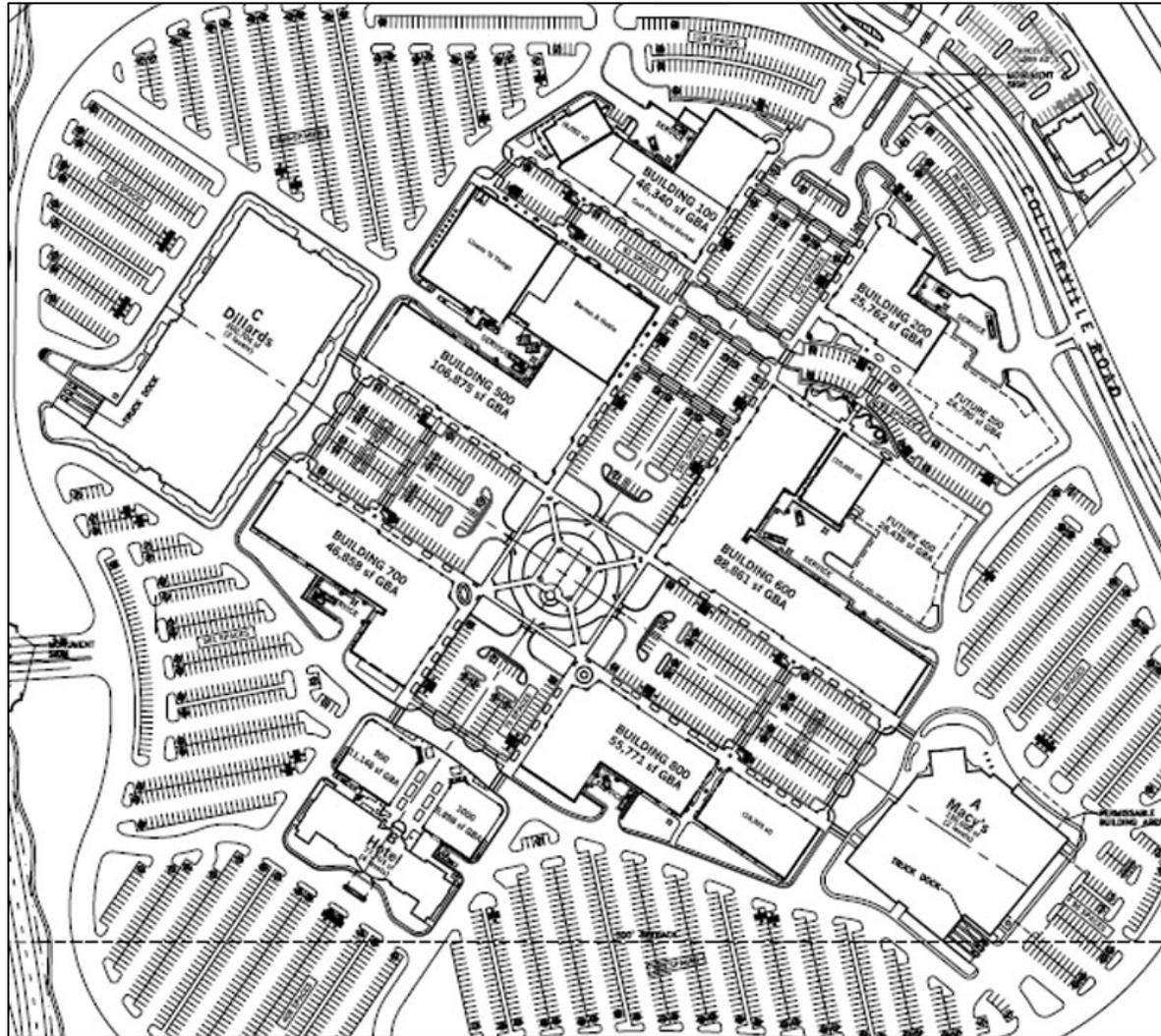
- First proposed by Memphis firm Poag and McEwen in 1980s
- Smaller than indoor malls
- Not typically anchored by big-box stores
- Have a Main Street feel and include open spaces, street furniture, and human-scale street lamps
- Marketed as regional amenity rather than local shopping center

Creative Commercial Opportunities – Lifestyle Center



The Avenue Carriage Crossing is a lifestyle center located on a major freeway in Collierville, Tennessee (a Memphis suburb).

Creative Commercial Opportunities – Lifestyle Center



Lifestyle centers recreate the Main Street shopping experience.

Creative Commercial Opportunities – Lifestyle Center



Many lifestyle centers incorporate open space, Main Street ambiance, and seasonal recreation—such as ice skating—into their design.

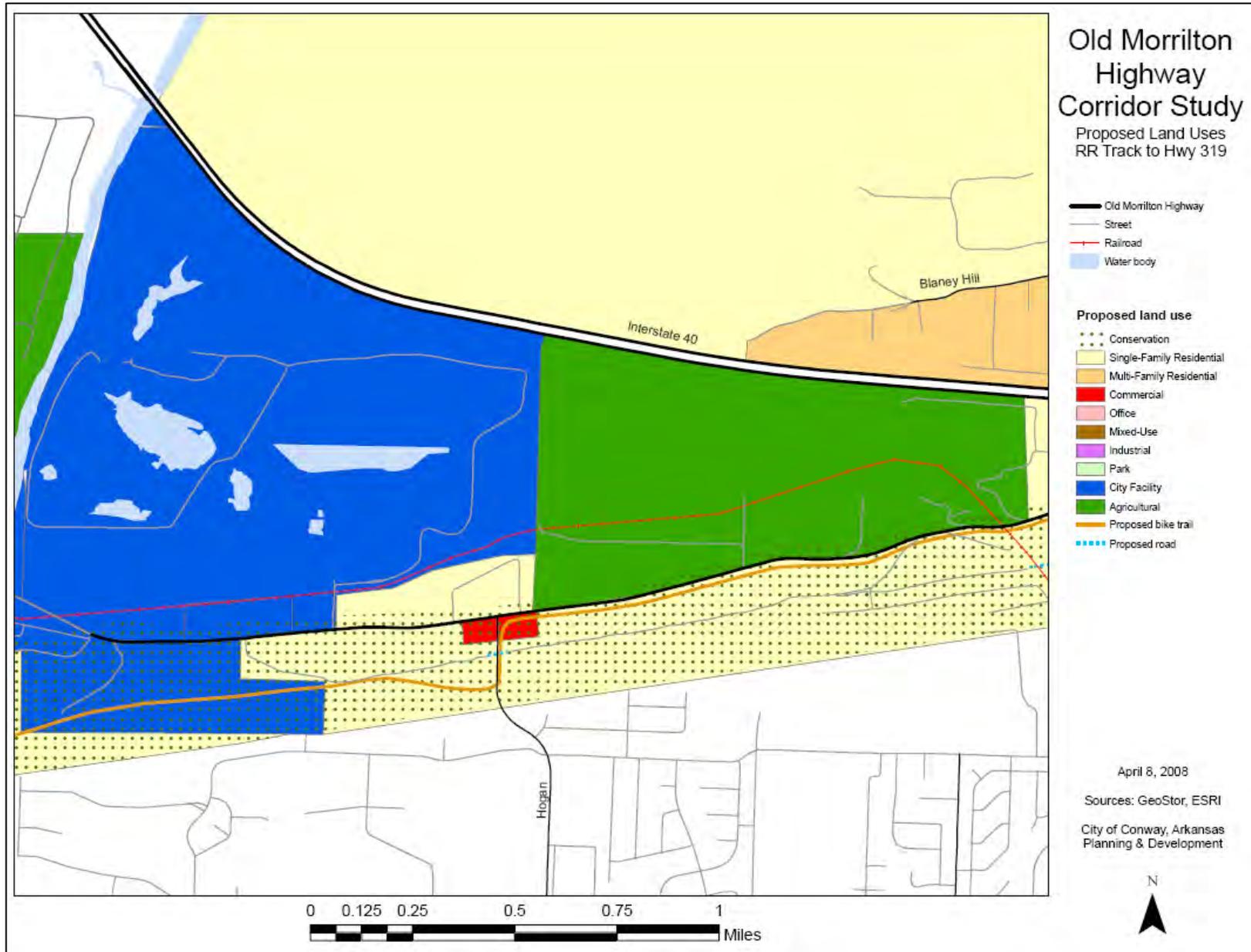


Creative Commercial Opportunities

Strategic Node at Hogan

- Hillside excavations exist on east and west sides of Hogan intersection
- Area is further removed from typical interstate businesses than new exit is
- Incline is not as severe as extended Salem Road incline
- Traffic engineering study would be necessary to determine feasibility

Creative Commercial Opportunities – Strategic Node



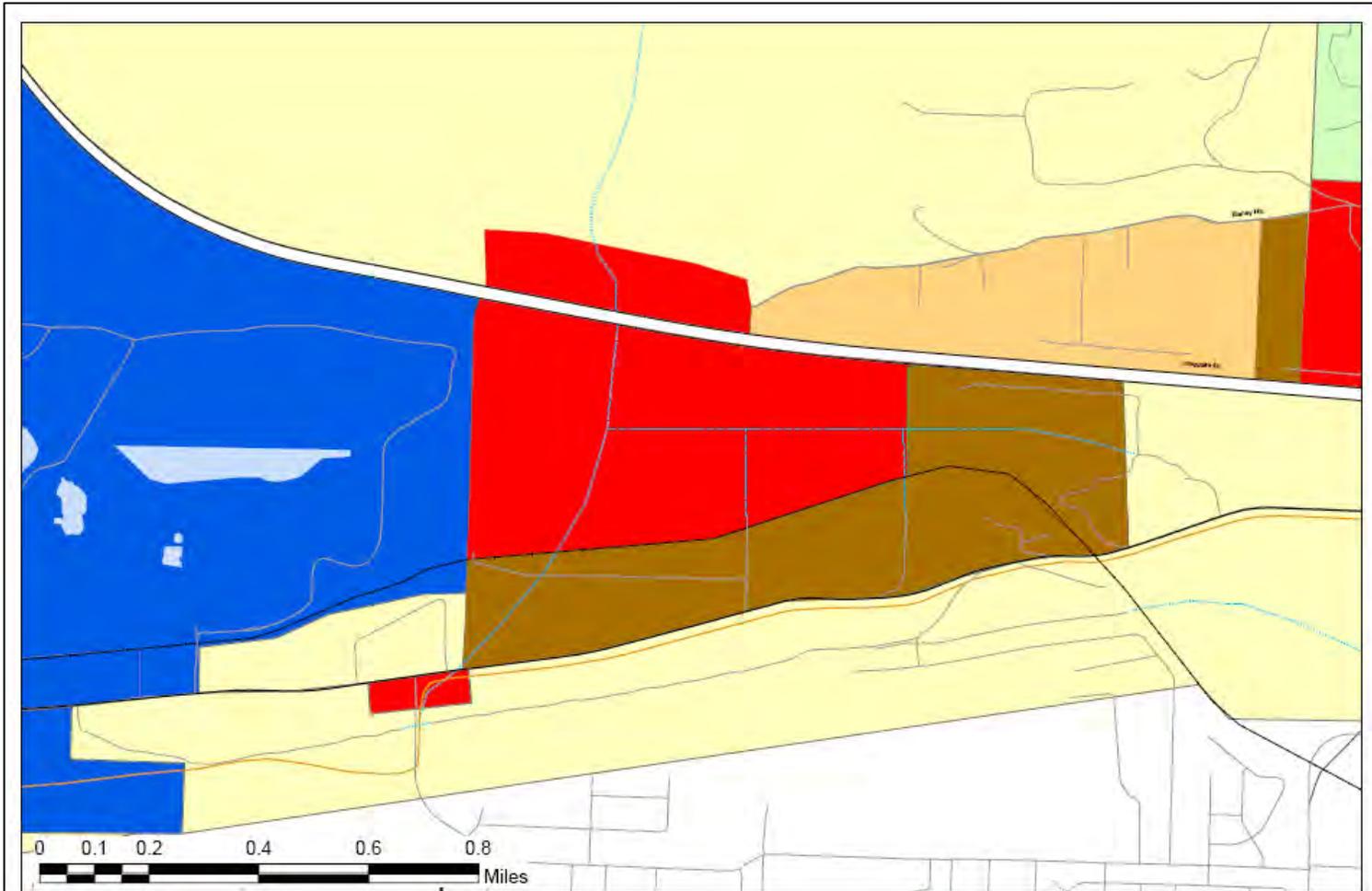


Creative Commercial Opportunities

Hogan Road Interchange Alternative

- If interchange becomes reality, plan should include vision
- More traditional interstate exit
- Greater distance between interstate and Old Morrilton Highway than at new exit, allowing for new commercial without disrupting natural state of highway
- Design standards apply

Creative Commercial Opportunities – Hogan Interchange



Old Morrilton
Highway
Corridor Study
Hogan Interchange
Alternative Use

- | | | |
|---------------------------------|-----------------------------|-----------------------|
| — Old Morrilton Highway | — Single-Family Residential | — Industrial |
| — Street | — Multi-Family Residential | — Park |
| — Railroad | — Commercial | — City Facility |
| — Water body | — Office | — Agricultural |
| — I-40 Exit and Salem extension | — Mixed-Use | — Proposed bike trail |
| | | — Proposed road |

April 8, 2008
Sources: GeoStor, ESRI
City of Conway, Arkansas
Planning & Development





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Long-Range Vision

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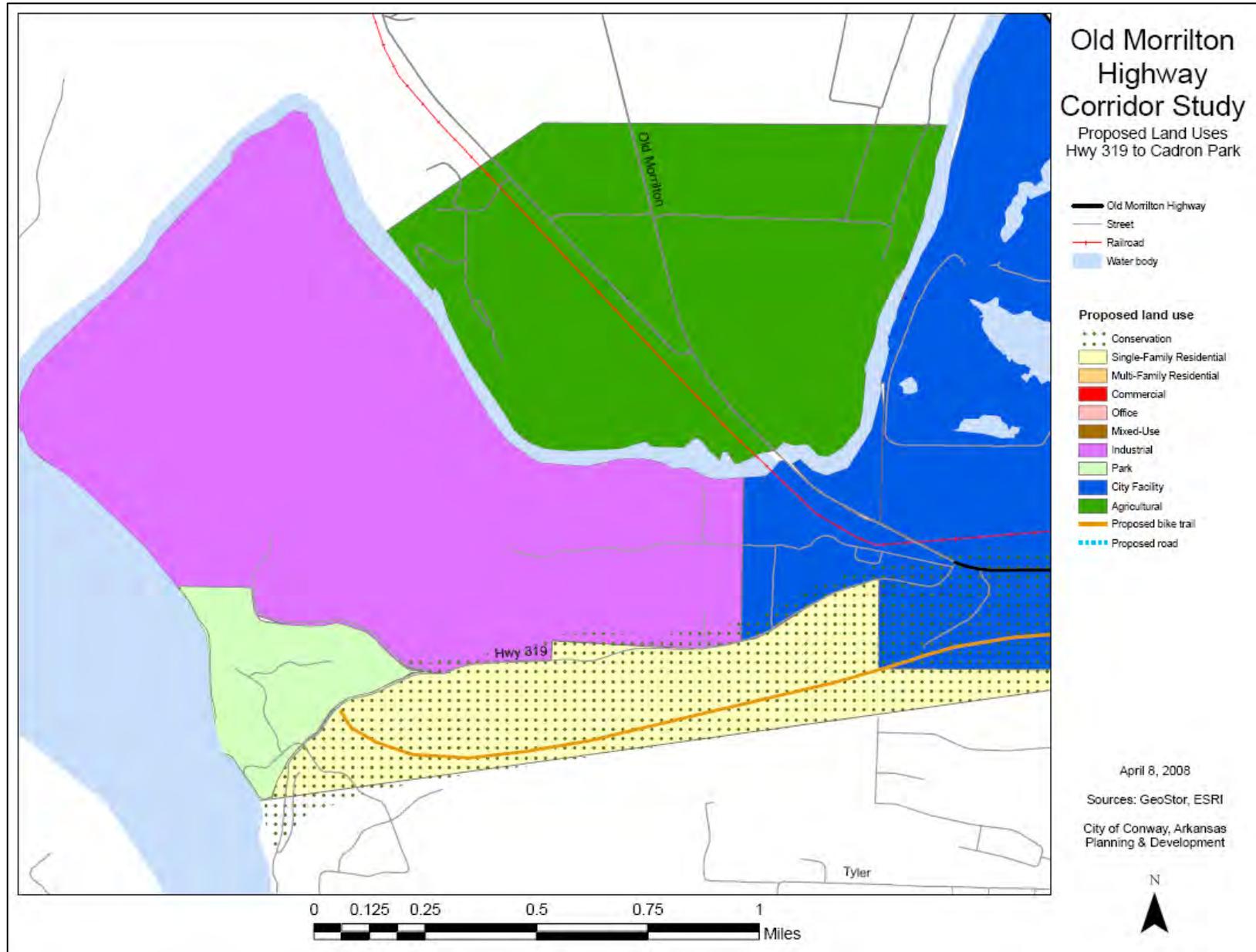


Light Industrial Opportunity

Light Industrial

- Land situated north of Cadron Settlement Park has river, rail, and quick interstate access, making it an ideal site for an industrial use
- Immediate proximity to river makes this a sensitive site
- ADEQ's strict regulations should prevent runoff
- Any discharge would require a state permit, which is not likely considering the impaired status of nearby water bodies
- Strategy: Seek industry that is focused on using river for transport, rather than as place to discharge waste

Light Industrial Opportunity





Light Industrial Opportunity

Conditions for Light Industrial to Work

- Use of river and rail transport
- Not clog parkway with trucks
- Strict compliance with all ADEQ, EPA, ADH regulations

Benefits to Community

- Jobs and revenue
- Making Cadron Settlement Park less remote, possibly less prone to vandalism and criminal activity



Conclusion

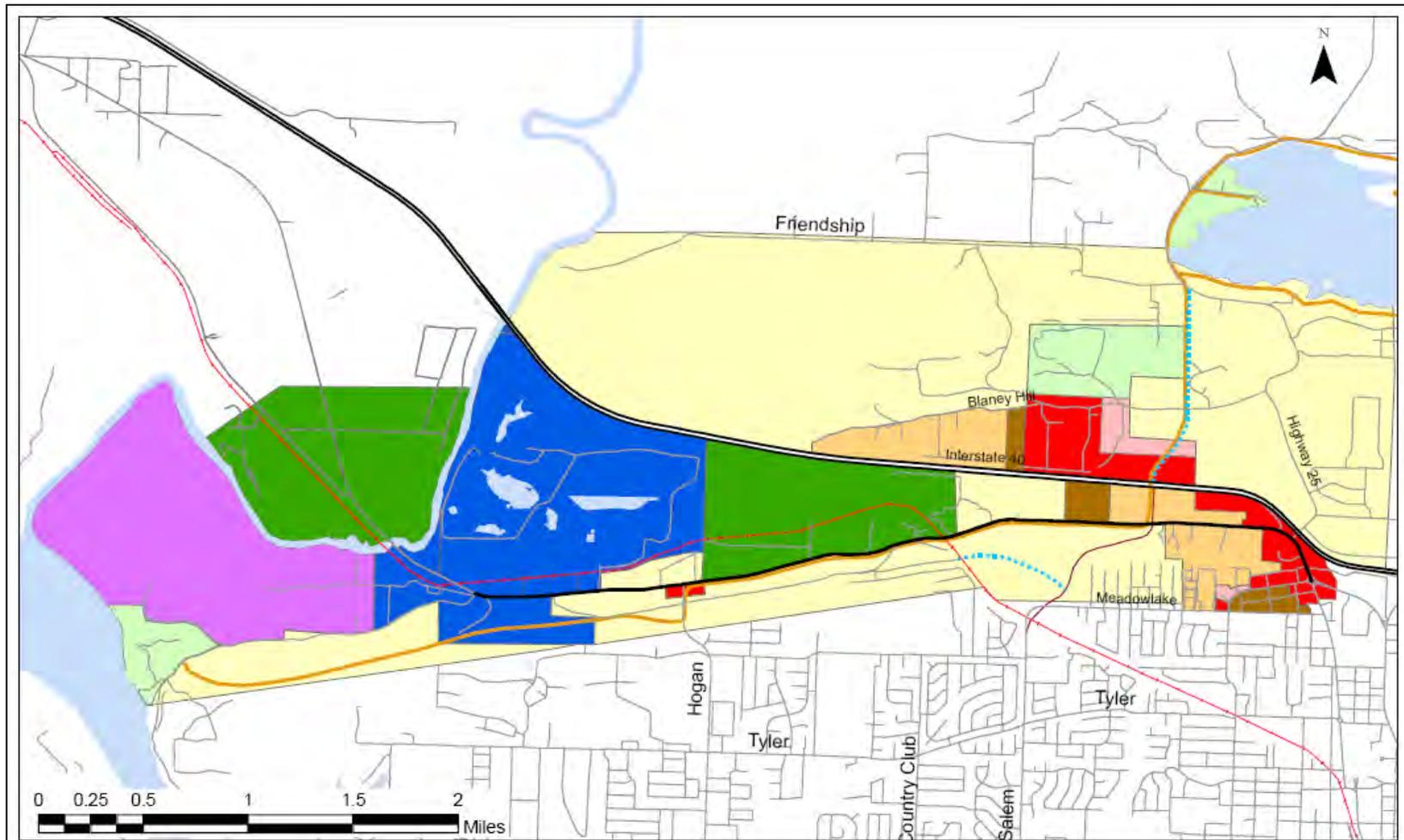


Conclusion

Old Morrilton Highway Corridor

- Long-range land use map
- Challenges
- Opportunities
- Future events

Conclusion – Land Use Plan



Old Morrilton
Highway
Corridor Study
Proposed Land Uses

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> Old Morrilton Highway Street Railroad Water body I-40 Exit and Salem extension | <p>Proposed land use</p> <ul style="list-style-type: none"> Single-Family Residential Multi-Family Residential Commercial Office Mixed-Use | <ul style="list-style-type: none"> Industrial Park City Facility Agricultural Proposed bike trail Proposed road |
|---|---|---|

April 8, 2008
Sources: GeoStor, ESRI
City of Conway, Arkansas
Planning & Development



Conclusion

Corridor Challenges

- Terrain
- Environmental issues
- Political jurisdictions



Conclusion

Corridor Opportunities

- Protection of natural resources
- Ideal for recreational uses
- Proper planning can prevent stripped-out appearance of other corridors in area
- Untapped potential for creative uses, such as mixed-use developments and park network
- Present low density allows for creation of proper buffers to protect single-family character of corridor



Thank you for attending.

Public Workshop

Saturday, 4/26/08

McGee Center

Come by our office to take a closer look and
offer additional suggestions

Conway City Hall, 2nd Floor

Monday, April 28 – Friday, May 2

8:00 AM – 4:30 PM



Thank you for attending.

Answer the Visual Preference Questionnaire

Online at www.conwayplanning.org

Available Monday April 28 – Friday, May 2

Paper copies available upon request



Thank you for attending.

City of Conway
Planning & Development Department
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