Maumelle FORWARD:

Forward Thinking, Forward Vision, Forward Progress

Final Report

Prepared for:

The City of Maumelle, Arkansas

Adopted October 21, 2013

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PART ONE: Background

Photo courtesy of the City of Maumelle

Chapter One: Who We Are

Introduction to Maumelle

Located on a bend of the Arkansas River in Central Arkansas, the City of Maumelle enjoys unparalleled physical characteristics that set it apart from its surrounding neighbors. The rolling topography provides spectacular views to the river as well as Pinnacle Mountain beyond. The White Oak Bayou winds through parts of town, creating an open space network that is unique to this region and admired by surrounding communities. An extensive trail network connects neighborhoods to parks throughout town, while two country club golf courses capitalize on the community's natural beauty.

The City of Maumelle has been called a "bedroom community" by some residents to describe its suburban relationship to the greater Little Rock area. Many residents of this HUD-funded 'New Town' commute to Little Rock for work, yet Maumelle boasts a good number of employment centers in its industrial park and a small collection of commercial offerings in the heart of town. The attractive neighborhoods and open space amenities are what come to mind when people of Central Arkansas hear the city's name. The residents that comprise Maumelle's majority are predominately families of white-collar professionals who desire a high quality of life away from the urban scene of Little Rock or North Little Rock. Residents deeply value the small town feel with a focus on recreation, schools, and community.

Maumelle Boulevard, flanked by large landscape buffers on each side, stretches from Maumelle's southern boundary north to Highway 365. The community character along Maumelle Boulevard is different than the character in the Morgan area. The latter was more recently annexed into the City with a predominately commercial mix of uses. Many use this interchange as a second option for accessing I-40, but would consider the southern entry on Maumelle Boulevard as the front door of the community. Maumelle is a mayor-councilman form of government with two representatives from each of the four wards that comprise the city. Maumelle residents are proactive and often vocal as evidenced by the high responses to the community survey and participation throughout the planning process.

Demographics

The study of demographics is useful to better understand a community's population makeup. Factors such as age, gender, income, education levels, and household makeup give planners and economic strategists insight to the local markets and marketability of a city, which can be translated into land use and economic development decision-making.

National Demographic Changes and Projections

In order to understand what may (or may not) be occurring within a community, it is important to understand the trends occurring at a larger scale. National and regional trends are compared to local demographics for similarities and differences. If recent trends are similar, educated assumptions related to outcomes may be similar as well. The following national trends will affect how communities are planned for the future.

General

- By 2042, the US will become a minority-majority country.

The Graying of America

- By 2030, 1 in 5 Americans will be over the age of 65.
- By 2030, the 65-plus population will double to about 71.5 million, and by 2050 will grow to 86.7 million people (U.S. Census).
- Life expectancy will increase from 76.0 years in 1993 to 82.6 years in 2050. By 2050, the number of Americans over the age of 85 will triple from 5.4 to 19 million.

Change in the Traditional Family and the Rise of Single-Person Households

- In 1960, 5.3% of children were born to unwed mothers. By 2009, that number rose to 40%.
- Marriage rates for 25-34 year olds dropped from 85% in 1965 to 40% in 2010.
- U.S. birth rates declined 8% from 2007 to 2010, making it the lowest since 1920.
- The U.S. birth rate has dropped from 24.1 births per 1000 people in 1950 to 13.8 in 2010, and is expected to decline to 13.0 by 2030.
- Multigenerational housing is increasing.
- By 2025, the number of single person households will equal family households.
- By 2050, the overwhelming majority of households will be single.

Changes to the Labor Force

- 78 million baby boomers (1946-1964) will start exiting the workforce.
- People ages 55 and older account for nearly 19% of the U.S. labor force, their highest share since 1948 (Bureau of Labor Statistics).
- Workers ages 16-24 account for 14% of the labor force, their lowest share since 1948.
- The share of the labor force that is 55 and older will increase to nearly 23% in 2016. The shares of other major age groups will decline.

The Rise of the "Millennials"

- 44% of Millennials say that marriage is becoming obsolete, compared to 35% of Boomers who feel the same way (Pew Research Center).
- 33% of Millennials live in cities and 14% live in rural environments (Pew Research Center).
- 34% of women now have bachelor's degrees, compared to 27% of men (U.S. Census Bureau). The Millennials are on track to being the most educated generation.

- Twenty-five is the average age of the first time mom in the U.S. Twenty-seven for dads (U.S. Census Bureau).
- 20% of Millennials are Hispanic, while 13% are black. Millennials are more racially diverse than any generation before them (U.S. Census Bureau).

Shift in Market Preferences for Livable Communities

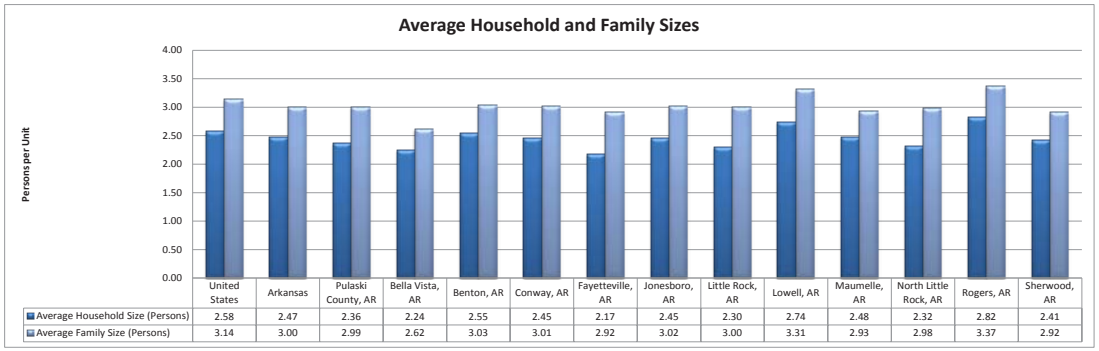
- Demographic and psychographic preferences have shifted over the past decade to new forms of real estate development, as described in "Development Trends" on pages 17-18 of this document.

Sources: Brookings Institution; Dr. James Johnson, UNC; Christopher Leinberger; U.S. Census Bureau; Bureau of Labor Statistics; Pew Research Center; Mitchell Silver, AICP; National Center for Health Statistics; AARP; Congressional Research Service; and the Population Resource Center.

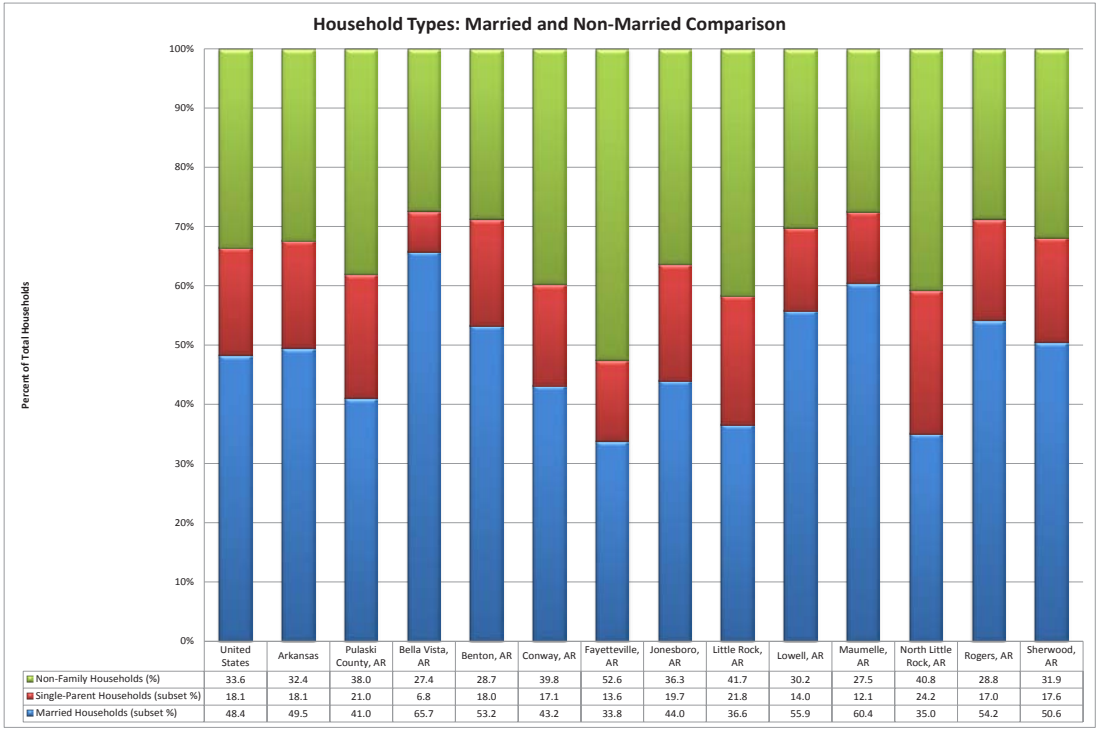
Trends in Central Arkansas (Pulaski, Faulkner, Saline, Lonoke, and Perry Counties)

Some national trends related to population and changes in household make-up have also been evident in Central Arkansas over the past twenty years.

- Population density has steadily increased from 1990 to 2010 in areas to the north and west of Little Rock, including Maumelle.
- The percentage of households consisting of a married couple with children at home has steadily decreased in all five counties from 1990-2010.
- The percentage of households living alone rose in Pulaski, Saline, and Lonoke counties from 1990-2010.



	United States	Arkansas	Pulaski County, AR	Bella Vista, AR	Benton, AR	Conway, AR	Fayetteville, AR	Jonesboro, AR	Little Rock, AR	Lowell, AR	Maumelle, AR	North Little Rock, AR	Rogers, AR	Sherwood, AR
Average Household Size (Persons)	2.58	2.47	2.36	2.24	2.55	2.45	2.17	2.45	2.30	2.74	2.48	2.32	2.82	2.41
Average Family Size (Persons)	3.14	3.00	2.99	2.62	3.03	3.01	2.92	3.02	3.00	3.31	2.93	2.98	3.37	2.92



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Non-Family Households (%)	33.6	32.4	38.0	27.4	28.7	39.8	52.6	36.3	41.7	30.2	27.5	40.8	28.8	31.9
Single-Parent Households (subset %)	18.1	18.1	21.0	6.8	18.0	17.1	13.6	19.7	21.8	14.0	12.1	24.2	17.0	17.6
Married Households (subset %)	48.4	49.5	41.0	65.7	53.2	43.2	33.8	44.0	36.6	55.9	60.4	35.0	54.2	50.6

Source: U.S. Census Bureau

Maumelle Profile: Census 2010

How does Maumelle compare to state and national averages? According to the 2010 Census, Maumelle had:

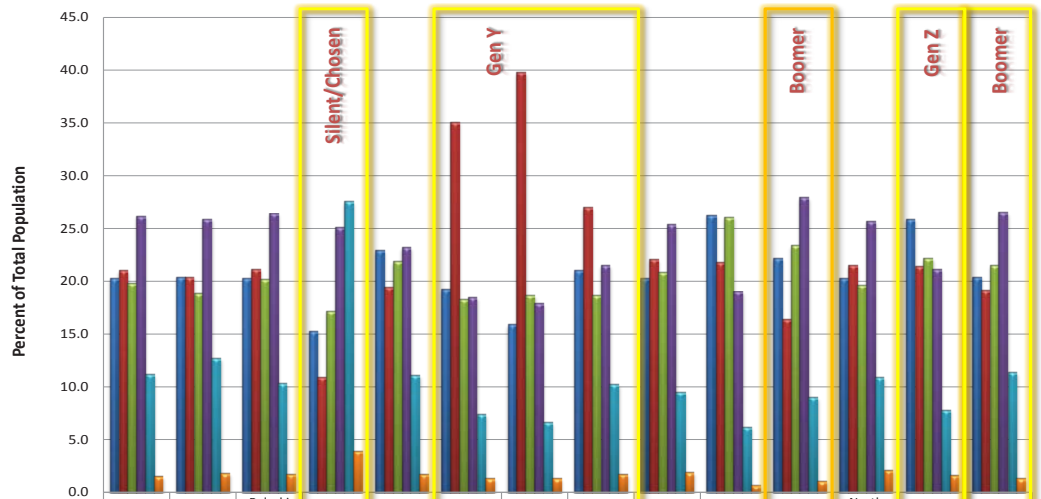
- Lower crime rates
- Fewer high school drop-outs, double the rate of bachelor's degree graduates
- Fewer individuals (ages 15+) who have never been married, and more married individuals
- Fewer individuals are aged 18-24 and 65+
- More individuals are aged 25-54
- More Caucasians, fewer minorities
- More 2-, 3-, and 4- person households; fewer 1- and over 5-person households
- More owner-occupied households; fewer renter-occupied households
- Fewer household values under $99,999; more household values from $100,000 - $399,999
- More with household incomes of $75,000+, and fewer with incomes of less than $49,999

Generation Profiles

By understanding the historical context that defined the various generations of people living today, demographers can make educated predictions (to a general degree) regarding the outlook and characteristics of a group of people based on the time period during which they have lived. The following generation profiles are a simplified look at some of these factors and characteristics of each generation. The table to the right illustrates the timeframe of each generation.

GENERATION PROFILES

GENERATION	BORN BETWEEN	AGE IN 2010
Greatest Generation	1901-1924	Over 85
Silent/Chosen Generation	1925-1945	65-85
Baby Boom Generation	1946-1964	46-64
Generation X	1965-1981	29-45
Generation Y	1982-1995	15-28
Generation Z	1996-today	Under 15



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Generation Z	20.3	20.4	20.3	15.3	22.9	19.2	15.9	21.0	20.3	26.3	22.2	20.3	25.9	20.4
Generation Y	21.0	20.4	21.1	10.9	19.4	35.1	39.8	27.0	22.1	21.8	16.4	21.5	21.4	19.1
Generation X	19.8	18.9	20.2	17.2	21.9	18.3	18.7	18.7	20.8	26.1	23.4	19.6	22.2	21.5
Baby Boom Generation	26.2	25.9	26.4	25.1	23.2	18.5	17.9	21.5	25.4	19.0	27.9	25.7	21.1	26.5
Silent/ Chosen Generation	11.2	12.7	10.3	27.6	11.1	7.4	6.6	10.2	9.5	6.2	9.0	10.9	7.8	11.4
Greatest Generation	1.5	1.8	1.7	3.9	1.7	1.3	1.3	1.7	1.9	0.7	1.1	2.1	1.6	1.3

The Greatest Generation

- Over 85 years old
- Lived during World War I, the Great Depression, and World War II
- Saved before they purchased
- Hard work and sacrifice
- Growth in industry

Source: Mitchell Silver, AICP

The Silent/Chosen Generation

- Over 65
- Grew up during hard economic times
- Rise of the "traditional family"
- Rise of the middle class
- Understood the value of saving and money; very loyal to their employer
- Grew up during the construction of the Interstate Highway System
- Parents of Younger Boomers and older Generation X

Sources: elderlyjournal.com, wikipedia.org, Mitchell Silver, AICP

The Baby Boom Generation (Older, Middle, and Younger)

- Mid 40s to 65
- Period of high birth rates; 3.4 to 4.5 million babies born each year
- Women enter the workforce in large numbers
- Grew up during rapid suburbanization; tended to raise their own families there
- Rise of consumerism, credit cards, and debt
- Are today's CEOs, leaders, and decision-makers
- Older Boomers are parents of Gen X; Younger Boomers of Gen Y

Sources: MetLife Mature Market Institute and Mitchell Silver, AICP

Generation X

- 30s to mid-40s
- Birth rate plummets (the "Baby Bust")
- The traditional family starts to change (divorce rates increase)
- "Latch key" kids
- More ethnically diverse than previous generations
- Place greater importance on personal life and family rather than finances (seek work-life balance)
- "Politically correct" generation grew up in social changes and are comfortable embracing change

Sources: MetLife Mature Market Institute and Mitchell Silver, AICP

Generation Y

- Mid-teens to early 30s; "Millennials" or "Echo Boomers"
- Trophy kids; raised by young boomers who felt their children could do no wrong
- Raised to be civic-minded and believe it is their duty to do good deeds for race and gender relations, the environment, faith, and politics (purpose-driven generation)
- Tech savvy
- Focus more on PLACE than on the JOB
- Want choices (many were raised through their parents' consumerism)

Sources: MetLife Mature Market Institute and Mitchell Silver, AICP

Generation Z

- Infants to mid-teens
- Declining birth rate
- Tolerant of other cultures
- Children of Generation X, many with overprotective parents

- Highly connected, "digital natives" born within an era of mass, mobile technology
- Are growing up with the weakening of America as a global superpower and the emergence of China and India as global economic superpowers
- This generation is still being defined

Sources: MetLife Mature Market Institute, wikipedia.org, and Mitchell Silver, AICP

Outcomes and Implications

Understanding the predicted implications of demographic trends gives community leaders important insight into the potential issues and opportunities that may impact their cities in the future.

Implications of an Aging Population

- Land use patterns and transportation choices will change as millions of aging Americans realize they can no longer drive.
- There will not be enough workers to take care of the aging population.
- Older (Boomers) and younger (Y&Z) generations will demand different lifestyle, housing, and transportation choices.
- The size of homes and lots will get smaller.
- Tax base for local governments may be challenged as seniors seek property tax relief due to their fixed income.

Implications of the Generation Shift & Future Generations

- Generations X and Y will be moving into leadership and decision-making positions. Their values will begin to shape laws and public policy.
- The 2020s will be the decade when single-person households will surpass family households for the first time in American history.
- There will be tension over the next 10 years as generations transform American attitudes and values. The 2020s will be dramatic in terms of cultural and political values as the last of the boomers retire.

Implications for Housing

- Housing demands will change with the rise of single-person and single-parent households, retirees, as well as multi-generational families.
- Housing demands will shift as a larger percentage of the population ages.

Implications for Communities

- Generation Y emphasizes PLACE over the JOB. They tend to locate in areas that provide the lifestyle they desire, rather than following employment as earlier generations did.
- Generation Y generally prefers more urban, walkable communities.
- Younger (Y&Z) and older generations (Boomers) will demand different lifestyle, housing, and transportation choices.

Sources: Mitchell Silver, AICP; Crafton Tull & Associates; Ricker Cunningham

Outcomes: Maumelle 2030

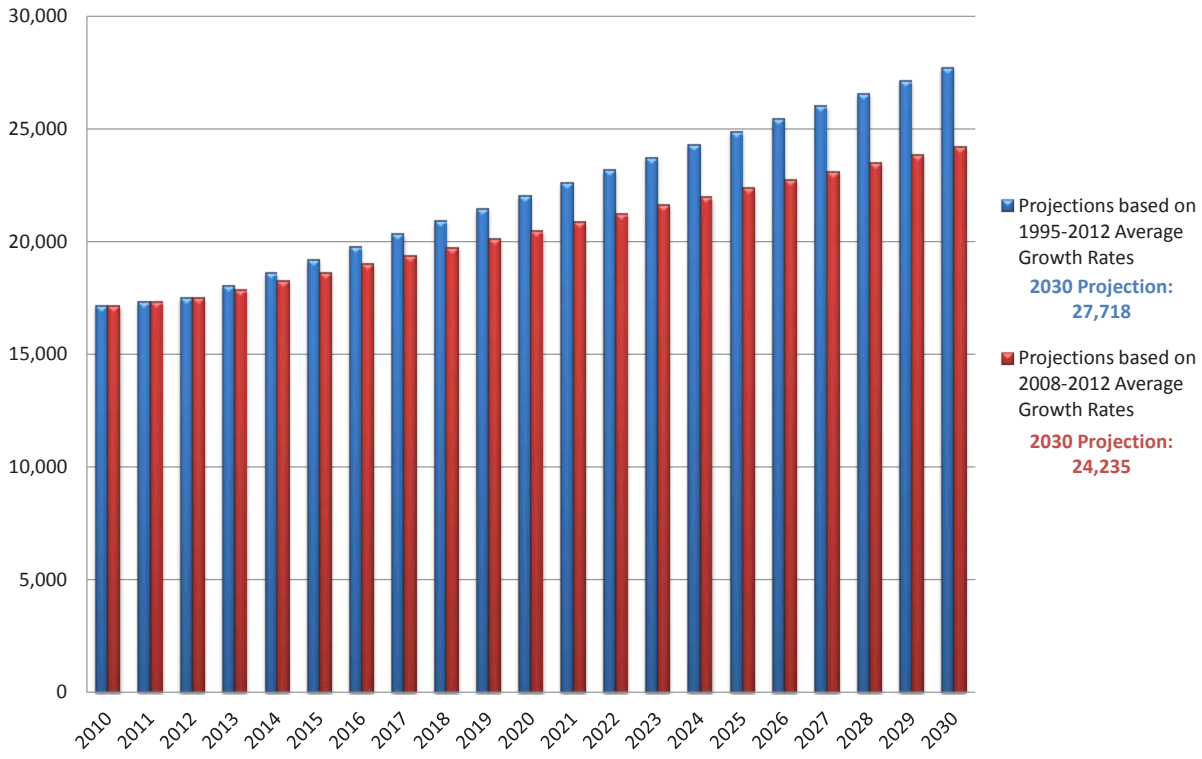
Maumelle currently has approximately 7,000 acres within its incorporated area. According to the 2010 Census, the population was 17,163 people, residing in 6,931 households.

According to Metroplan, Maumelle's population could reach between 24,235 – 27,718 people (a 29% – 38% increase) by the year 2030, requiring an additional 2,851 – 4,256 households, if the 2010 household size remains consistent into the future (2.48 persons per household).

- Where will these new residents live?
- How will Maumelle look as it grows?
- What housing choices will be available? Will they be marketable in 2030?
- What types of non-residential support services will be necessary to accommodate the population in 20 years?

These are the types of questions posed to participants throughout the strategic planning process, to begin the discussion of Maumelle's future.

Sources: US Census Bureau, Metroplan



Source: Metroplan, March 22, 2012

Psychographic Profile

Psychographics is a term used to describe the characteristics of people and neighborhoods which, instead of being purely demographic, speak more to attitudes, interests, opinions and lifestyles. PRIZM (Claritas, Inc.) is a leading system for characterizing neighborhoods and the local workforce into one of 65 distinct market segments.

Commercial retail developers are interested in understanding a community's psychographic profile, as this is an indication of its resident's propensity to spend across select retail categories. Residential developers are also interested in understanding this profile as it tends to suggest preferences for certain housing product types.

Trade Area psychographics groups are further segregated in Table 1.1 by "lifestage." Lifestage groups reflect household affluence, head of householder age, and household composition.

As shown, over 70% of Maumelle households fall into the "Younger Years" and "Family Life" lifestyle groups. The City maintains a solid base of upper middle class and upper class households. Over 73% of total Maumelle households are represented by the four largest segments profiled in the table above (Country Squires, Greenbelt Sports, Big Fish Small Pond, and God's Country), portraying a wealthy lifestyle profile unmatched in the State. In Pulaski County, for example, Maumelle's top 5 lifestyle segments do not appear in the top 12 segments represented in the County overall. This is likely due to Maumelle's position as a "bedroom community" which attracted residents who then stayed for quality of life reasons. The opportunity (and the challenge) for future planning will be to diversify housing to allow: 1) those original residents to "age in place"; and 2) new generations of residents to find lifestyle-driven housing choices.

See Appendix A for further information regarding psychographics.

Table 1.1
Top PRIZM Segments By Lifestage Group

Lifestyle Segment	Area Households	% of Total Households	U.S. Index=100*
Greenbelt Sports	1,411	21.2%	1,584
God's Country	1,032	15.5%	1,064
Young and Rustic	300	4.5%	236
Younger Years Subtotal	**2,743**	**41.1%**	**--**
Country Squires	1,417	21.2%	1,234
New Homesteaders	617	9.2%	514
Kid Country USA	47	0.7%	56
Family Life Subtotal	**2,160**	**31.2%**	**--**
Big Fish, Small Pond	1,076	16.1%	755
Traditional Times	393	5.9%	209
Simple Pleasures	96	1.4%	61
Mature Years Subtotal	**1,626**	**23.5%**	**--**
Total Top Segments	**6,529**	**95.8%**	**--**
Total Trade Area	**6,671**	**100.0%**	**--**

* Indicates concentration of this segment relative to U.S. average. A segment index of 200 would mean that this group contains 2 times the concentration of households compared to the average U.S. community.

Source: Claritas, Inc. and Ricker | Cunningham.

Market Profile

Planning for the strategic development of the City of Maumelle requires an understanding of its physical limitations, as well as its market. The market analysis portion of the Strategic Plan, summarized here, focused on identifying market opportunities within the City of Maumelle and a larger representative trade area (Pulaski County). The purpose of the market analysis in the context of a community planning effort such as this is fourfold:

- Provide a "reality check" for the conceptual planning effort,
- Ensure that recommendations are grounded in market and economic reality,
- Set the stage for implementation, and
- Provide an accurate and independent "story" to tell potential development and investor audiences.

The analysis showed that there is both short-term and long-term market demand in the surrounding trade area and that, with strategic public and private investment and supportive policies, the City of Maumelle could be successfully positioned to capitalize on select niche and destination opportunities.

Trade Area

The information below presents an overview of current and future conditions in the Trade Area surrounding the City (Pulaski County). The Maumelle Trade Area was defined based on the following factors:

- Physical barriers,
- Location of possible competition,
- Proximity to population and employment,
- Zoning,
- Market factors,
- Drive times, and
- Spending and commuting patterns.

The Maumelle Trade Area comprises all of Pulaski County and includes the communities of Maumelle, Little Rock, and North Little Rock.

Development Climate

During the latter part of 2008, new real estate development throughout the United States nearly ceased to exist. In the years that followed, among those markets that have seen modest levels of activity, the nature of real estate evolved from what it was in earlier decades. Successful real estate development now requires a paradigm shift in underlying evaluation metrics. This, the new face of real estate, is being driven by multiple factors including: limited development capital, technology, changing demographics and psychographics (lifestyle segmentation data), and more informed municipal policies.

Every year, the Urban Land Institute and PricewaterhouseCoopers release their Emerging Trends in Real Estate publication, an annual forecast of commercial real estate based on interviews with developers and investors. The following are trends and opportunities identified in the 2012 publication that could influence real estate development over the near- and mid-terms in and around the Trade Area.

Development Trends

- "Generation Y', individuals aged 15 to mid-30s, a larger group than Baby Boomers, are more frugal, comfortable in smaller spaces, and desiring of

living units convenient to work, shopping and recreation/entertainment districts supporting continued growth in mixed-use environments.

- Generation "X", now between 31 and 46, are redefining the "givens" of the past several decades; they want equal parts traditionalism, work and leisure, but gravitating around the home (smaller, higher-quality homes).
- Two age segments prefer low-maintenance housing options (e.g., downtown apartments and condos, townhomes and rowhouses, flats and co-ops): individuals and couples ages 18 to 34 and empty nesters age 55 and over. These two segments comprise 46% of the Trade Area population.
- Over the last several years and into the near term, consumers will seek ways to save on gas, shortening the desire to commute to work and shopping. This will generate more opportunities in urban infill and downtown markets.
- Urbanity in the suburbs (not just walkable new urbanist design, but active programming of space to encourage active lifestyles) will continue to be in demand as many consumers continue to be "priced out" of downtown locations.
- Ethnic retailing, non-store click and mortar (smart phones) concepts, and experience show rooms will dominate the retail field.
- Big box retailers will continue to deliver new boutique stores, particularly in inner-city locations.

Real Estate Opportunities

1. Residential Product Opportunities
    - Women (as a target market)
    - Downtown (urban and infill rental and ownership)
    - Workforce Housing
    - Low-Maintenance Housing
    - Senior Housing (range of options)
2. Retail Product Opportunities
    - Ethnic Retailing
    - Central Cities
    - Lifestyle Centers
3. Employment and Education Product Opportunities
    - Traditional Office Space – in smaller increments
    - Convertible Spaces
    - Education Facilities
    - Third Places

Market Demand

An analysis of the current performance of real estate products within an overall market, as well as competitive projects within a trade area, provides an indication of whether a property or area may be ready for new redevelopment. It also helps to identify potential gaps in the market -- niches that new redevelopment could fill. In addition, in order to identify potential future market opportunities given the City's competitive position and prevailing market conditions, market demand estimates were prepared for residential, retail, and office/industrial (employment) land uses over the next 10 years. The information which follows presents a summary of current demand conditions for competitive land uses within the Maumelle Trade Area.

Residential Demand

Demand for Trade Area residential units is a function of newly formed households, whether they arise through natural increase or net in-migration. As shown in Table 1.2, the Maumelle Trade Area is expected to experience demand for approximately 10,262 new housing units by 2022. Assuming the ratio of rental to owner-occupied units remains at 40%, this would translate into demand for 4,151 new rental units and 6,111 new ownership units.

Table 1.2: Residential Demand Analysis
Maumelle Trade Area (Pulaski County)

Residential Demand Analysis	Households	2012	163,200		
Maumelle Trade Area (Pulaski County)		2017	168,155	Annual Growth Rate	0.6%
10-yr Demand Estimates		2022	173,261		
	Household Growth (2012-22)		10,061	Adjust for 2nd homes, demolition, vacancy	2.0%
	Adjusted Unit Requirement		**10,262**	% Rental	40%

					Trade Area Demand from New Households (10-yr)			
Household Income Range (2010 dollars)	**Approximate Rent Range**	**Supportable Home Price Range**	**Current Households in Income Bracket**	**New Households by Income Bracket**	**Total Units**	**Estimated % Rental**	**Total Rental Units**	**Total Ownership Units**
up to $15K	up to $375	up to $75K	14%	12%	**1,231**	90%	1,108	123
$15-25K	$375 - $625	$75 to $100K	13%	11%	**1,129**	80%	903	226
$25-35K	$625 - $875	$100 to $150K	13%	12%	**1,231**	70%	862	369
$35-50K	$875 - $1,000	$150 to $200K	14%	13%	**1,334**	35%	467	867
$50-75K	$1,000+	$200 to $250K	19%	20%	**2,052**	25%	513	1,539
$75-100K	$1,000+	$250 to $350K	11%	13%	**1,334**	15%	200	1,134
$100-150K	$1,000+	$350 to $500K	9%	11%	**1,129**	5%	56	1,072
$150K and up	$1,000+	$500K and up	7%	8%	**821**	5%	41	780
Totals			**100%**	**100%**	**10,262**	40%	**4,151**	**6,111**

Source: Metroplan, Claritas, Inc.; U.S. Census, and Ricker+Cunningham.

Ownership

Of the 5,988 total units of for-sale housing demand by households earning over $15,000, approximately 35% or 2,096 units could be attached (condominium, town-home, rowhouse, loft, etc.) and the rest (3,892 units) could be detached. Table 1.3 summarizes demand for ownership units.

Rental

The Maumelle Trade Area is expected to support 3,043 total units of rental housing demand by households earning over $15,000. Table 1.4 summarizes demand for rental units.

Retail/Restaurant/Service Demand

Table 1.4: Residential Demand Analysis (Rental)
Maumelle Trade Area (Pulaski County)

Annual Household Income Range	Approximate Rent Range	Trade Area Rental Demand (Incomes $15K+)
$15-25K	$375 - $625	903
$25-35K	$625 - $875	862
$35-50K	$875 - $1,000	467
$50-75K	$1,000+	513
$75-100K	$1,000+	200
$100-150K	$1,000+	56
$150K and up	$1,000+	41
Totals		**3,043**

Table 1.3: Residential Demand Analysis (Ownership)
Maumelle Trade Area (Pulaski County)

Annual Household Income Range	Approximate Home Price Range	Trade Area For-Sale Demand (Incomes $15K+)	Estimated % Single Family Detached	Single Family Detached Demand	Estimated % Townhome/ Condo	Townhome/ Condo Demand
$15-25K	$75 to $100K	226	*65%*	147	*35%*	79
$25-35K	$100 to $150K	369	*65%*	240	*35%*	129
$35-50K	$150 to $200K	867	*65%*	564	*35%*	303
$50-75K	$200 to $250K	1,539	*65%*	1,001	*35%*	539
$75-100K	$250 to $350K	1,134	*65%*	737	*35%*	397
$100-150K	$350 to $500K	1,072	*65%*	697	*35%*	375
$150K and up	$500K and up	780	*65%*	507	*35%*	273
Totals		**5,988**	**65%**	**3,892**	**35%**	**2,096**

Note: Assumes Townhome/Condo development stabilizes at 35% of all ownership demand

Future demand for retail/restaurant/service space is determined by the potential level of retail expenditures in a given trade area from two sources: those dollars spent by trade area residents outside the trade area, or "leakage"; and those generated by new household growth. Table 1.5 summarizes the calculations of both of these sources of retail demand. For each major retail category, current household retail expenditures (demand) are compared to current retail sales (supply) in the Trade Area to determine if there is a retail "surplus" (supply exceeds demand) or "leakage" (demand exceeds supply). Table 1.5 shows that "leakage" exists in all major retail categories, likely due to fact that Maumelle has grown up as a "bedroom community" to Little Rock and even North Little Rock. Projected demand from new household formation over the next ten years is determined by multiplying growth in households with that portion of household income typically spent on general retail and service purchases. Table 1.5 also shows the level of demand by retail category that will be generated by new household formation.

As shown, there is considerable "leakage" in the Trade Area for all retail categories. The level of "leakage" estimated in current retail categories is approximately $76.8 million in retail spending, which could support an additional 283,599 square feet of space. This indicates a substantial "void" in the current market for these identified retail store types.

Table 1.5 shows that an additional $11.9 million in retail spending is anticipated from new household growth, supporting an additional 40,056 square feet of space. In total, the Maumelle Trade Area could absorb approximately 324,000 square feet of new retail/restaurant/service space over the next 10 years.

Table 1.5: Retail Demand Analysis
Maumelle Trade Area (City of)

Retail Category	Estimated 2012 Household Retail Demand	Estimated 2012 Retail Sales (Supply)	Estimated 2012 Retail Void (Leakage)	Estimated Retail Sales/s.f.	New Retail Space Needed to Recapture Void/Leakage	Annual Household Growth Rate (2012-2022)	Net New Household Retail Demand	New Retail Space Needed for Household Growth	Total 10-Year New Trade Area Retail Demand (s.f.)
Furniture & Home Furnishings	$6,661,235	$4,082,939	$2,578,296	$200	12,891	0.6%	$410,640	2,053	14,945
Electronics & Appliance	$6,956,782	$6,084,837	$871,945	$250	3,488	0.6%	$428,859	1,715	5,203
Bldg Materials, Garden Equipment	$29,338,888	$7,850,804	$21,488,084	$300	71,627	0.6%	$1,808,631	6,029	77,656
Food & Beverage (Grocery)	$34,948,845	$32,637,054	$2,311,791	$375	6,165	0.6%	$2,154,463	5,745	11,910
Health & Personal Care	$17,245,137	$15,523,255	$1,721,882	$350	4,920	0.6%	$1,063,097	3,037	7,957
Clothing and Accessories	$14,744,512	$1,979,723	$12,764,789	$225	56,732	0.6%	$908,943	4,040	60,772
Sporting Goods,Hobby, Book, Music	$6,504,853	$3,975,838	$2,529,015	$225	11,240	0.6%	$400,999	1,782	13,022
General Merchandise	$38,956,293	$15,061,321	$23,894,972	$300	79,650	0.6%	$2,401,507	8,005	87,655
Miscellaneous Stores	$8,023,968	$2,302,251	$5,721,717	$200	28,609	0.6%	$494,647	2,473	31,082
Foodservice & Drinking Places	$29,386,267	$26,489,140	$2,897,127	$350	8,278	0.6%	$1,811,552	5,176	13,453
Total	**$192,766,780**	**$115,987,162**	**$76,779,618**		**283,599**		**$11,883,338**	**40,056**	**323,655**

Source: Metroplan; Claritas, Inc.; Urban Land Institute; and Ricker+Cunningham.

Office/Industrial (Employment) Demand

Demand for new employment space is derived from two primary sources: expansion of existing industry; and the relocation of new companies into the market. Employment projections by industry classification for the Trade Area were used to estimate demand over the next 10 years. Assuming an overall 0.7% sustained annual employment growth rate, the Trade Area should add approximately 17,150 new jobs between 2012 and 2022. Assuming differing levels of employment space needed across various industry categories, the analysis revealed demand for nearly 3.3 million square feet of new employment space over this period. This demand could be accommodated in both office and industrial space, depending on tenant needs.

Demand Implications

Residential

Demographic and psychographic trends that should impact the builder market include:

- Doing more with less (smaller home, more upgrades)
- Energy efficiency becoming a cost of entry…linked to cost now more than to "green" beliefs
- American dream revisited (maybe renting is not so bad)
- Urbanity in the suburbs (not just walkable new urbanist design, but active programming of space to encourage an activite lifestyle)
- "Common ground" (related to above) – increasing shared amenities like parks, trails, and open space as increasingly palatable alternative to large yards

Table 1.6: Office / Industrial Demand Analysis
Maumelle Trade Area (Pulaski County)

Industry Category	Estimated 2012 Employees	Estimated Growth Rate 2012-2022	Estimated 2022 Employees	Net New Employees	Estimated % in Office/Industrial Space	Estimated 2022 Office/Industrial Employees	Sq Ft per Employee	Estimated 2022 Office/Industrial Demand
Natural Resources, Mining and Construction	9,230	0.7%	9,897	667	80%	533	300	160,041
Manufacturing	12,946	0.7%	13,881	935	85%	795	300	238,503
Wholesale Trade	12,694	0.7%	13,611	917	90%	825	300	247,617
Retail Trade	25,923	0.7%	27,796	1,873	20%	375	300	112,371
Transportation, Warehousing and Utilities	9,869	0.7%	10,582	713	90%	642	300	192,511
Information	6,460	0.7%	6,927	467	80%	373	300	112,011
Financial Activities	15,975	0.7%	17,129	1,154	80%	923	300	276,994
Professional and Business Services	34,069	0.7%	36,530	2,461	80%	1,969	300	590,729
Education and Health Services	38,006	0.7%	40,752	2,746	60%	1,647	300	494,245
Leisure and Hospitality	20,634	0.7%	22,125	1,491	15%	224	300	67,083
Other Services	7,236	0.7%	7,759	523	50%	261	300	78,417
Government	44,333	0.7%	47,536	3,203	80%	2,562	300	768,699
Totals	**237,375**	**0.7%**	**254,525**	**17,150**	**65%**	**11,131**	**300**	**3,339,220**

Source: Arkansas Department of Workforce Services; U.S. Census; and Ricker+Cunningham.

- Creating community (efforts to build connections and sense of belonging among residents)
- Downsizing trend is an illusion, masking a desire for lower maintenance or single level living
- On-line savvy buyers and renters (marketing outreach needs useful toolboxes and content)

Retail

- Ethnic Retailing
- "Main Street" in the Suburbs
- Non-store – Click and Mortar (smart phones)
- Store Formats and Center Types
  - Smaller is Better (fewer in-store choices)
  - Convenience
  - Multi-Branding/Cross-Branding
  - Health and Wellness Connections
  - Reuse of Second (Third) Generation Space
  - Experience (show rooms)
  - "People, planet and profit" (Forest City)

Employment (Workplace)

Positive Factors

- High percentage of the workforce with advanced degrees (masters and above): 17.7% Maumelle
- High racial/ethnic diversity of the population (42% African American, 7% Hispanic, 2% Asian) across the Trade Area (Pulaski County)

Negative Factors

- High marginal income tax rate (7.0%, only 12 states with a higher rate)
- High percent of employment in manufacturing (5.5% in Pulaski County)
- Large population (386,260 Pulaski County, 47th largest combined statistical area)
- High per capita income (PCI) ($16,904 State of Arkansas in 2000, 48th richest state)
- Large percentage of owner-occupied housing (77.2% – 3.57% for zip codes 72210 and 72201, respectively)

Workforce Trends

- Large numbers of Baby Boomers (born 1945 – 1964) leaving the workforce at around the same time.
- A global shortage of skilled workers.
- Increase in chronic health conditions such as diabetes and heart conditions among employees.
- Growth in the number of employees with caring responsibilities (elder care, child care, both elder care and child care at the same time).
- Employee backlash against rising benefits costs.
- Increased employee demand for work/life balance.
- An increase in proportion of older workers in the workforce.
- Increased concerns about safety and security in the workplace.
- Growth in the number of employees for whom English is a second language.
- Rise in the number of employees with untreated physical and mental health conditions.

Workplace Implications

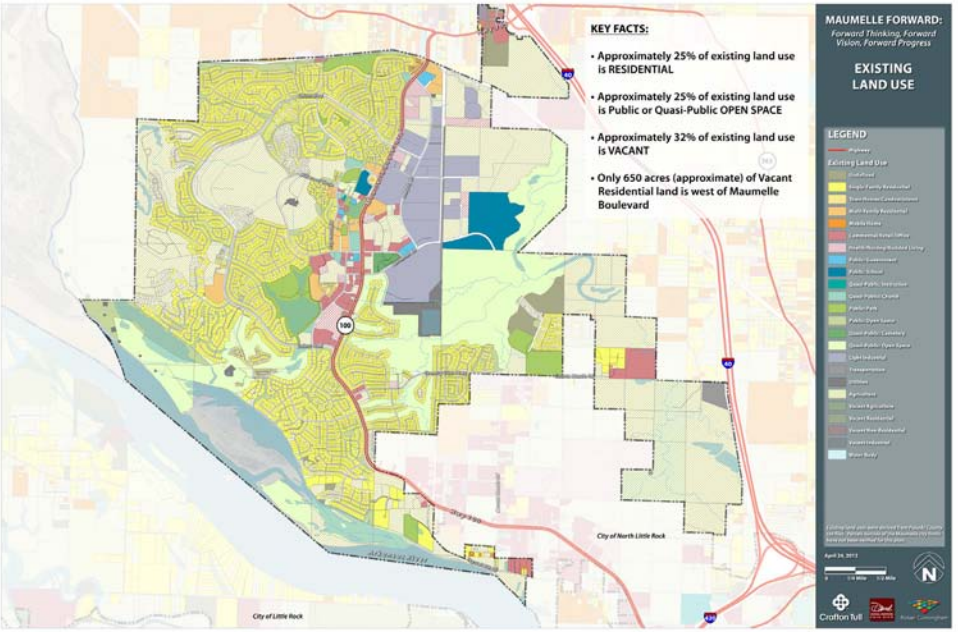
- Anticipate mobile work styles and leverage mobility
- Plan for multiple generations at work
- Give people "environmental control"
- Design the workplace as a resource not a destination
- Incorporate sustainability into the workplace
- Provide healthy work spaces

Physical Conditions

The City of Maumelle's physical conditions are directly related to its proximity to the Arkansas River. The rolling topography provides picturesque views across the river to Pinnacle Mountain and to Little Rock further downstream. A peninsula and island separate the land from river traffic and provide natural open space buffer. The White Oak Bayou flows through town with a concentration of land east of town between the industrial park and Interstate 40. These wetlands provide a home to native Arkansas species of Oak, Hickory and Bald Cypress can be found inhabiting these wetlands along with other indigenous flora and fauna. This large watershed collects and filters the area drainage before connecting to the Arkansas River.

The largest land use is residential, which wraps around the west side of town between Maumelle Boulevard and the river. The southern half of these neighborhoods surround the Maumelle Country Club golf course, while the northern half wrap around a wooded hilltop. A small section of neighborhoods are situated on the east side of Highway 100 adjacent to the Country Club of Arkansas. The Maumelle Industrial Park occupies the northeast quadrant of town buffered by a swath of trees along Maumelle Boulevard and situated adjacent to Union Pacific mainline with a spur that runs through a portion of the industrial park.

A small portion of the city limits extend north of the rail line to meet the Morgan interchange on I-40. This commercial area is on both sides of Highway 365 but only the west side of I-40. The city limits also touch I-40 one-half mile north of the I-430 exit ramp at I-40. This location is currently undeveloped with portions of the land within the White Oak Bayou wetlands. A proposed third entry into the city is to be located in this area that fronts I-40.



Land Use

The current land area of Maumelle is approximately 12 square miles with a population of 17,163 (2010 census). Approximately 25% of the existing land use in Maumelle is residential, while another 25% is public or quasi-public open space. As mentioned above, most of the land west of Maumelle Boulevard is neighborhoods (except for the town center), and most of the wetlands of the White Oak Bayou are located east of Highway 100. Approximately 650 acres of vacant land is left west of Maumelle Boulevard. Over 90% of the residential uses are single-family lots, and many of the neighborhoods are connected by open space trail easements.

Most of the commercial areas of town are either in the central core, along Highway 100 north of Odom Boulevard, or at the Morgan interchange at I-40. The Maumelle Industrial Park is home to a variety of industries and corporations. The Maumelle Middle School and Maumelle High School are also located near the industrial park on Carnahan Drive.

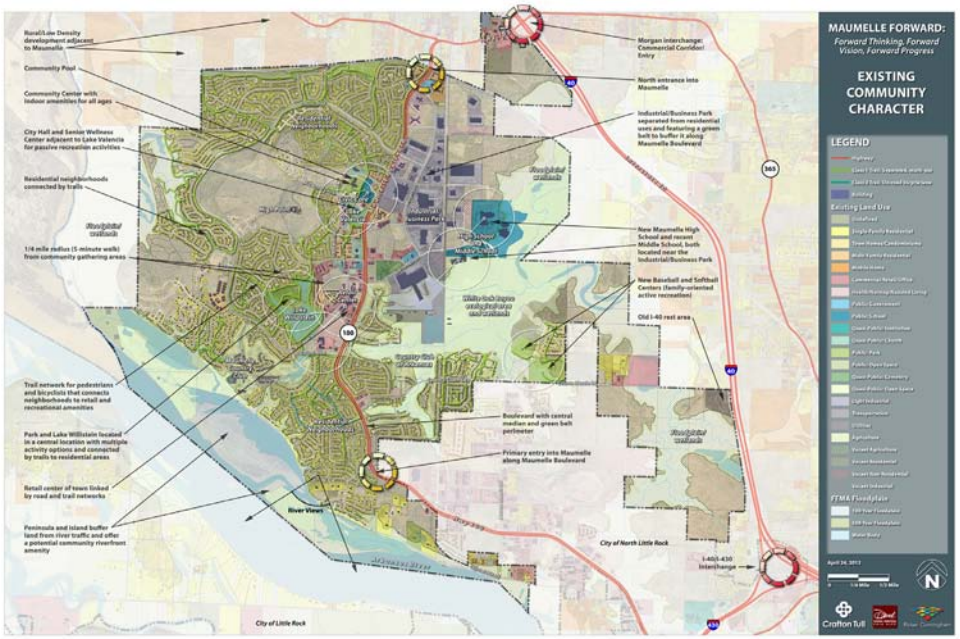
Community Character

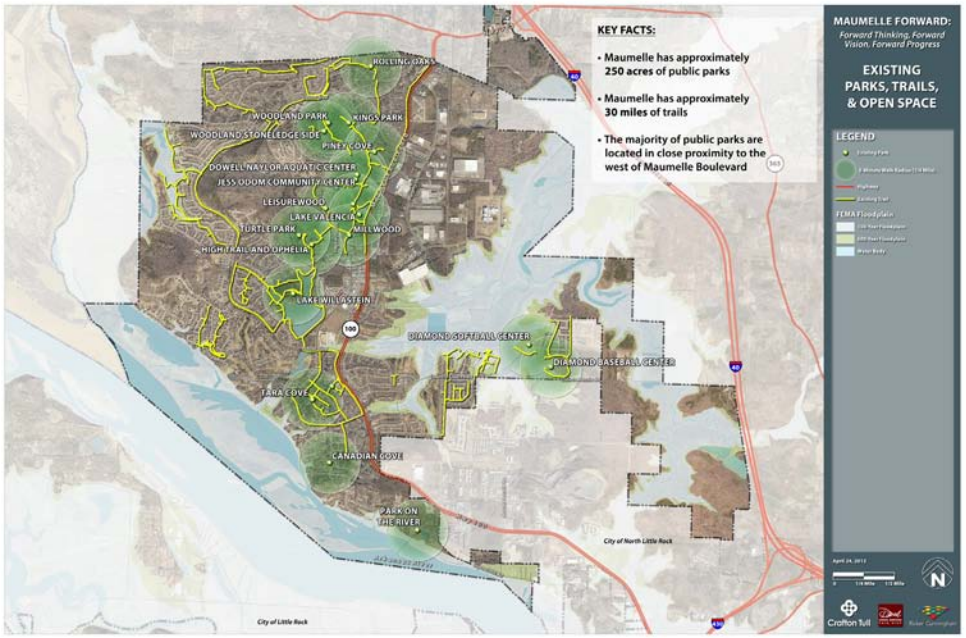
Maumelle currently has a reputation that is centered on neighborhoods, recreation, and a "home town feeling." The entry into the community on Highway 100 is noticeable, not by a gateway or sign, but by the presence of a wide, vegetated, green belt on both sides of the boulevard. The high quality character is further present in the parks like Lake Willastein or Lake Valencia and in the family-oriented neighborhoods with trails. The Jess Odom Community Center's indoor activities and large outdoor pool are another example of a quality of life amenity that adds to the character that makes Maumelle unique.

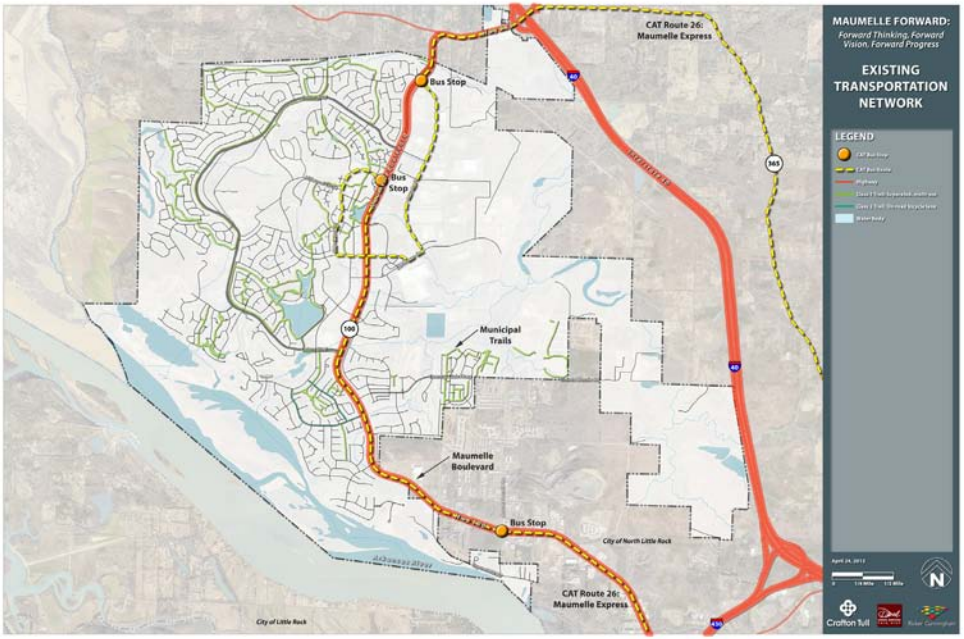
When entering the city on the north end of Maumelle Boulevard (Highway 100), one sees the difference in community character that is in stark contrast to the areas of Pulaski County along Highway 365. The annexed commercial areas at the Morgan interchange present a different character to the visitor, primarily due to land use, but also since Maumelle's city codes were not in place when the businesses were established.

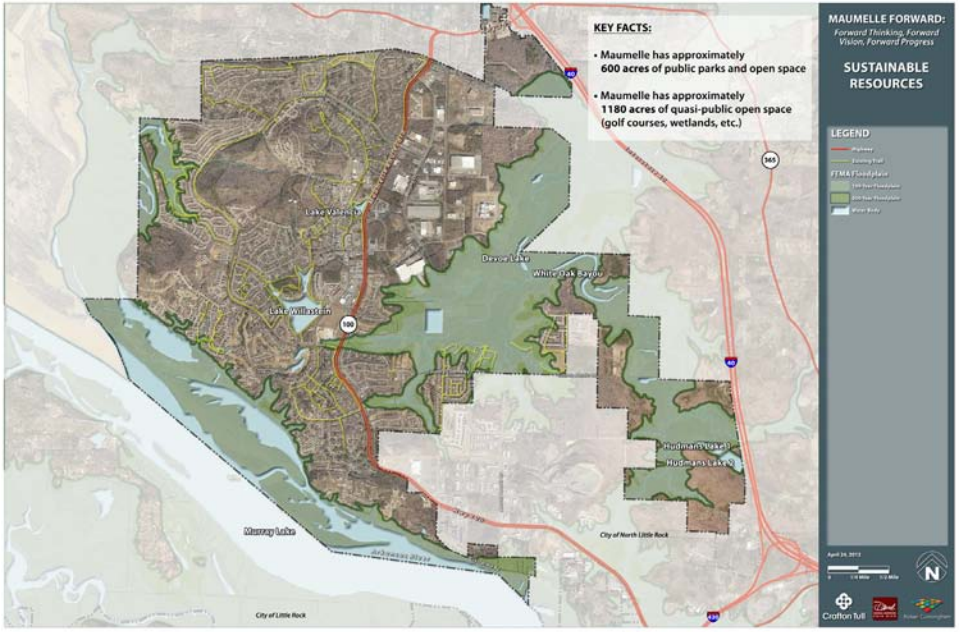
Open Space & Recreation

The Maumelle Parks & Recreation Department maintains 15 public parks and playgrounds, occupying approximately 250 acres of land. In addition, Maumelle residents and visitors can enjoy an extensive trail network, sports fields, and hundreds of acres of natural open space. Maumelle has two recreational lakes, Lake Willastein and Lake Valencia, both surrounded by park land and trails. Picnicking and fishing are available at both lakes. The city has one of the most extensive municipal trail systems in Arkansas that offers access to wooded greenbelts and connects neighborhoods to parks and open space amenities.









Transportation

Vehicular transportation is a point of discussion in Maumelle, according to residents, due to traffic volume and delays during peak rush hour times along Maumelle Boulevard. It the only arterial road providing access to the community. Bisecting the community, Maumelle Boulevard (State Highway 100) runs north-south through town before intersecting State Highway 365 at the north and I-430 at the south. It features a central median with controlled access and a green belt perimeter that sets the stage for aesthetics in the community. City streets loop off Maumelle Boulevard to connect the western neighborhoods to Highway 100, as well as through the concentrated commercial and civic areas and through the industrial park.

Rail transportation is via the Union Pacific line that touches the north eastern side of town. A rail spur line extends from the UP line south into the Industrial Park. In addition, the City of Maumelle has one of the most extensive municipal trail systems in Arkansas that offers access to wooded greenbelts and connects neighborhoods to parks and open space amenities.

Sustainability

Maumelle employs numerous sustainable approaches that are valuable green solutions. The many miles of municipal trails provide a non-motorized mode of transportation that is eco-friendly to residents and visitors alike. Maumelle is the only city in Pulaski County that supplies its water from the ground water of the Alluvial Aquifer.

Maumelle has a recycling program that provides the community two ways to recycle with curbside recycling and drop off recycling. The City encourages residents and businesses to consider sustainability in their daily lives, through recycling, water conservation during the peak times and summer months and by utilizing the trail system to reduce vehicular traffic and consumption of fossil fuels.

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Photo courtesy of the City of Maumelle

Chapter Two: What We Discovered

Planning Process

The Maumelle Forward Strategic Plan was divided into three parts:

- Assessments & Vision,
- Scenario & Framework Plan, and
- Plan Elements & Implementation

A Steering Committee, formed to direct and provide input during the strategic planning endeavor, was made up of leaders in the community in various professional sectors. This committee guided the development of the plan, assisting with decision making and responding to public input gathered throughout the process.

Stakeholder interviews were conducted during the Public Assessment phase in the early stages of the plan. The Stakeholders represented voices from the community, such as neighborhood association leaders, religious leaders, local business owners, industry management, leaders in education, and city staff. A summary of the Stakeholder input can be found in Appendix C of this document.

Over one thousand citizens of Maumelle completed a community survey, which was provided to all residents of Maumelle by mail, online, and for pickup in various public facilities. The input results were tallied and presented to the community at the first public meeting along with demographic information about the city and surrounding region. The input received at each public meeting directed the planning decisions made throughout the process. Four public meetings were conducted, during which the Planning Team solicited input from the attendees. The public meetings during the strategic plan were as follows:

Public Meeting 1: Where are you now? This city-wide public meeting presented the community survey results, a comparison of national and local demographic trends, and existing conditions within the community related to land use, community character, open space and recreation, transportation, and sustainability. Attendees participated in a preserve/enhance/transform mapping exercise and a visioning exercise entitled "I want Maumelle to be…" See Appendix E for the results of these exercises.

Public Meeting 2: Community workshop. The Planning Team conducted two four-hour community workshops to facilitate the discussion and generation of ideas and concepts as well as create potential community growth scenarios.

Public Meeting 3: Where do you want to go? This city-wide public meeting presented the results of the community workshop mapping exercise, the resulting three scenarios developed by the consultants based on input received, attributes and implications of each, and evaluation criteria for the scenarios based on form, values, physical expansion, population growth, and fiscal impacts. The steering committee and meeting attendees independently responded to a questionnaire ranking the scenarios based on multiple criteria and specific attributes.

Public Meeting 4: How do you get there? The final city-wide public meeting presented the results of the scenarios questionnaire, the resulting preferred scenario/framework plan, and the specific plan elements that elaborate on the framework plan in the following areas: land use, community character, economic development, infill and redevelopment, open space and recreation, transportation, and sustainability.

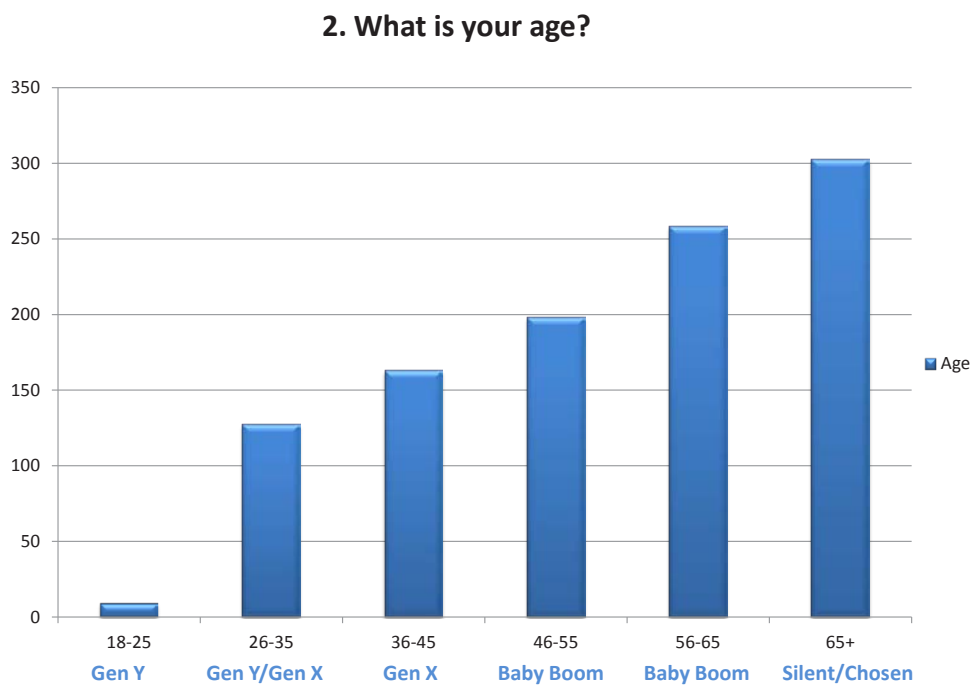
Planning Commission and City Council Adoption: The Planning Team presented Maumelle Forward Strategic Plan to the Planning Commission and City Council for adoption and approval.

In addition to the public meetings, the Planning Team met with the Steering Committee before each public meeting as well as numerous other sessions to discuss outcomes and provide direction for specific components of the plan as well as the creation of policies and implementation options. Discussions with the Steering Committee directed solutions that lead to the outcomes contained within the Maumelle Forward document.

Community Survey

A 22-question survey was distributed to each resident of Maumelle via mail and was made available in various public facilities in town. 1,064 survey responses were received and tabulated, a 6.2% rate of return. Approximately 375 survey responses were necessary to reach a population sample size that would yield results with a 95% confidence level. A 99% confidence rate was achieved at approximately 640 surveys. Therefore, the survey results are considered an accurate reflection of the views of the population. The complete collection of survey response graphics are located in Appendix A.

Females responded at a higher rate than males. Likewise, residents aged 65 or older responded at a higher rate than other age segments of the population. This



breakdown of survey response by age is relevant when considering responses to questions related to jobs, households, and commuting.

Most repondants have lived in Maumelle for 10-20 years. The lowest response was those living over 20 years in Maumelle. The overwhelming majority of respondants were "very satisfied" or "satisfied" with living in Maumelle, with very few responses given as "dissatisfied" or "very dissatisfied."

Questions 5 through 7 were open-ended questions; the responses for each were summarized using a word frequency analysis program (www.wordle.com). The resulting word cloud contains large words that occured most frequently, with the smaller words occuring least frequently. Several words were frequently used to describe those aspects of Maumelle that residents like, while the issue of traffic along Maumelle Boulevard was the clear response for the aspect liked least about living in Maumelle.

5. What do you like MOST about living in Maumelle?

(word frequency analysis of open-ended responses; source: www.wordle.net)

6. What do you like LEAST about living in Maumelle?

(word frequency analysis of open-ended responses; source: www.wordle.net)

7. What word or phrase best defines "Quality of Life" to you?

(word frequency analysis of open-ended responses; source: www.wordle.net)

Maumelle residents categorized the quality of life in Maumelle as "one of the best in Central Arkansas," with a much smaller response of "best in Central Arkansas," "generally good," or "has been detiorating." Likewise, "below average," "poor," and "no opinion" received a trace amount of responses.

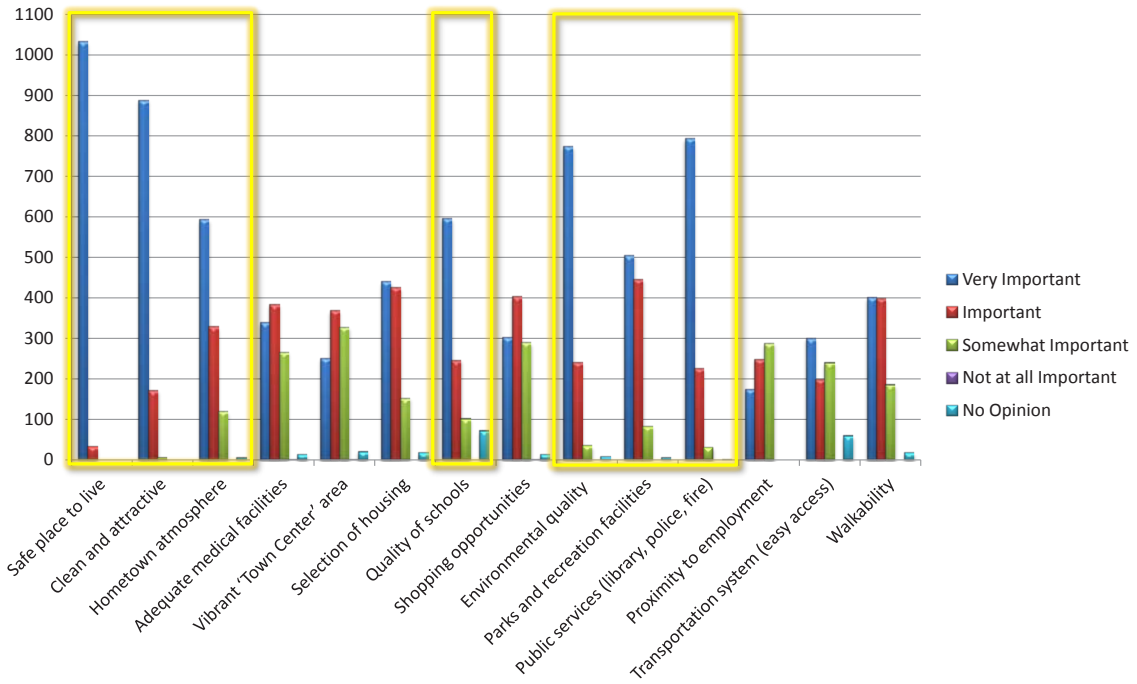
When questioned abou the importance of specific factors that contribute to the quality of life in Maumelle, the following aspects were ranked as "very important" by many residents (refer to the chart below): a safe place to live, clean and attractive, a hometown atmosphere, quality of schools, environmental quality, parks and recreation facilities, and public services (library, police, fire). See the graph below for the responses regarding each aspect.

When asked how Maumelle's quality of life has changed over the past five years, the responses were split between "improved", "stayed the same", and "declined." However, most responders answered that it had "stayed the same", and the fewest said that it had "improved."

The majority of residents indicated that they would recommend Maumelle to their family and friends as a good place to live and agreed that Maumelle offers the housing and services needed to allow them to age in place, if they chose to do so.

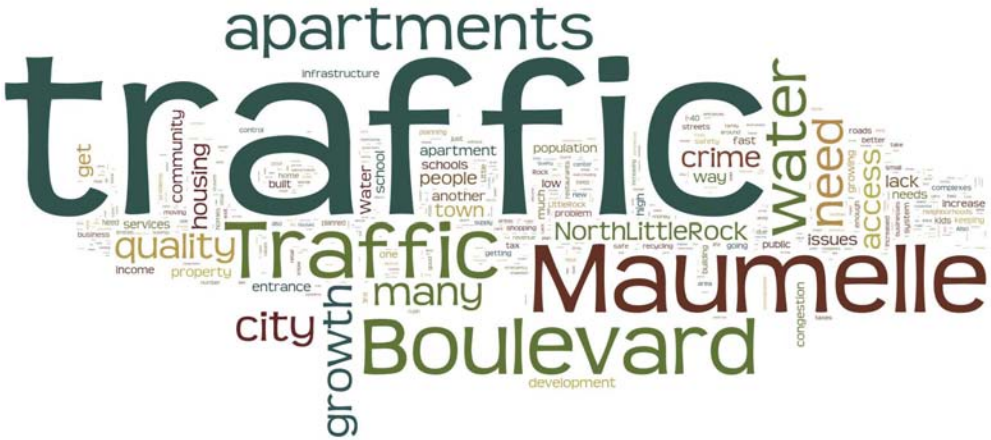
When asked about the most critical issue facing Maumelle today, the responses were largely focused around traffic and the construction of apartments in North Little Rock that are adjacent to Maumelle (see question 13 on the facing page).

9. How important are the following factors to the quality of life in Maumelle?

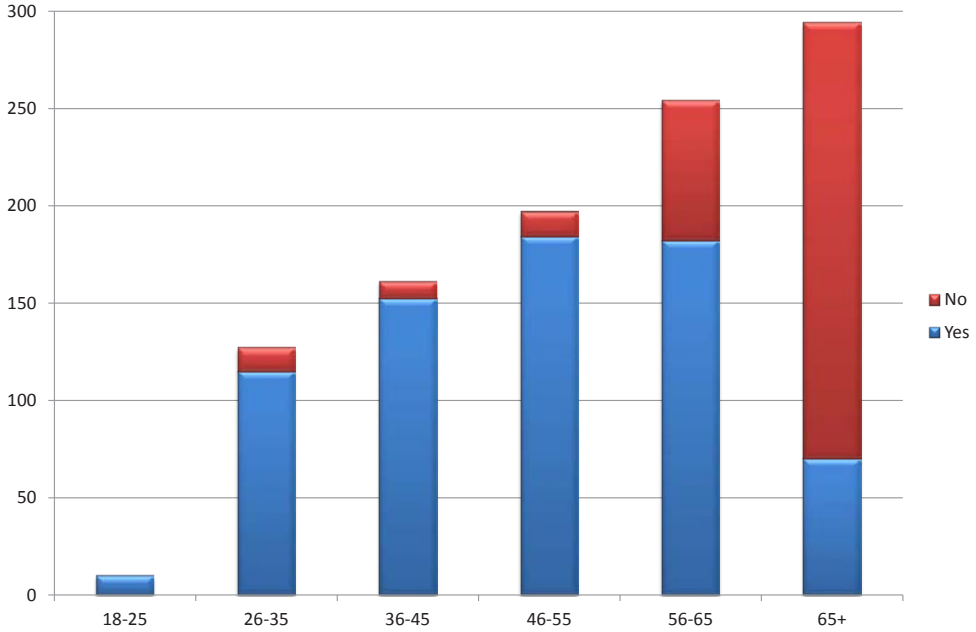


13. What is the most critical issue facing Maumelle today?

(word frequency analysis of open-ended responses; source: www.wordle.net)



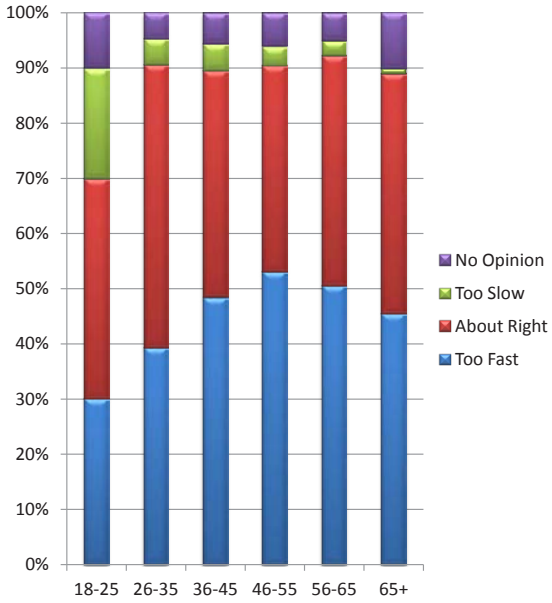
14. Does anyone in your household work outside of Maumelle? (by age group)



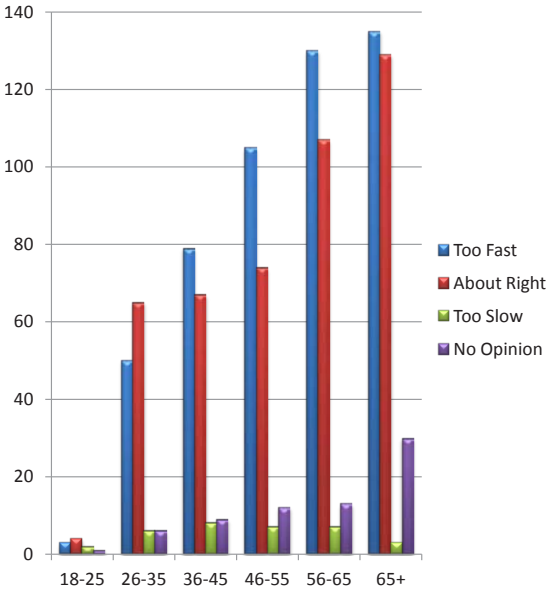
The majority of working-aged adults work outside of Maumelle, as illustrated in question 14, shown to the right. The responses were categorized by age group as to not innacurately skew the overall responses. This response also confirms the cause and the effect of the residents' greatest concern: traffic.

When asked about the current growth rate in Maumelle, the majority of residents indicated it was either "too fast" or "about right." When the same responses were analyzed based on percentages within each age group, the youngest age group polled (which was also the smallest group of responses) showed a larger percentage of a "too slow" response than any other age group.

15. What do you think about the current growth rate in Maumelle? (by age group)



Percentage



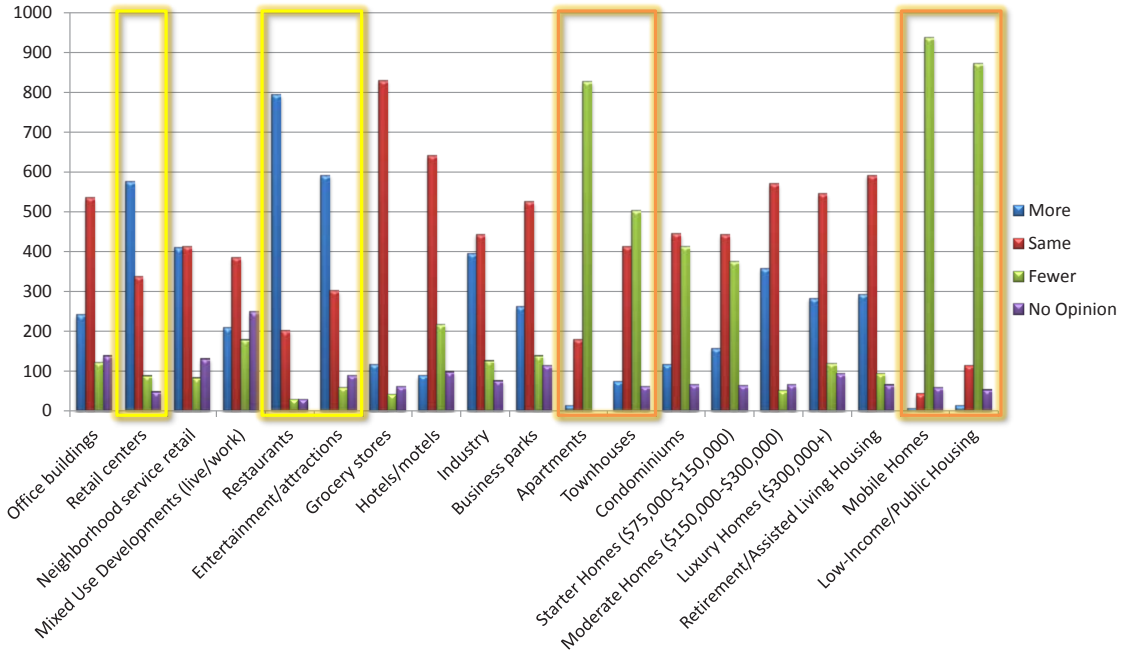
Count

When questioned whether they would support or oppose policies regarding population growth in Maumelle, residents responded that they would "strongly support" or "support" policies that restrict growth; with the strongest responses in "strongly support" or "support" for policies that pace growth in targeted areas. The majority of respondants "strongly opposed" no growth policies and allowing unlimited growth.

Residents were also asked to indicate which types of developments they would prefer to see within the community, as depicted below. Development types within the yellow boxes reflect those that are strongly supported, including retail centers, restaurants, and entertainment/attractions. Development types within orange boxes reflect those that are not strongly supported, including apartments, townhouses, mobile homes, and low-income/public housing.

Citizens were asked about the importance of various issues affecting city facilities, two aspects had a majority of "very important" responses: that the facility generates pride in the community and that it be attractive. Three additional issues received strong support with "very important" and "important" responses: that it include significant amounts of landscaping, that it be sustainable, and that it be economical. The issue that received the least positive input was that the facility be cutting edge.

17. Which of the following types of developments would you like to see more of in Maumelle, keep at the same level, or see fewer of?



In terms of satisfaction with various community characteristics (depicted below), residents were satisfied with almost every issue, with the exception of two: the availability of well-paying, diverse job opportunities, and the vitality of aging neighborhoods, the latter of which received an overwhelming majority of "dissatisfied" ratings.

Citizens also indicated a preference for attending public meetings on Tuesday and Thursday nights and that they receive meeting notifications via mail or e-mail.

A final polling question addressing a $2.76 fee for more recycling options was also included, the response to which was a tie between "yes" and "no."

The complete series of survey question response graphics is located in Appendix D.

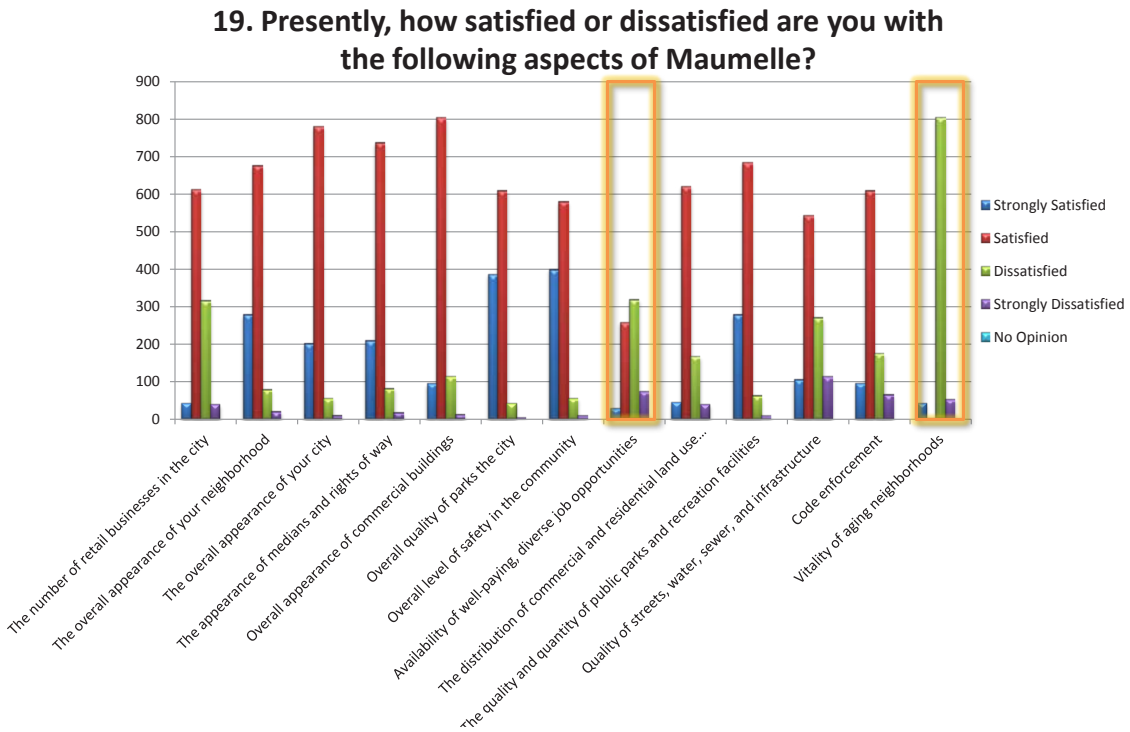


Photo courtesy of the City of Maumelle

Chapter Three: What We Want to Be

Purpose

A vision statement and its supporting goals are developed to reflect the expressed values of the community. These two components 1) convey what the citizens want for the future of their city, 2) give direction to the planning process, and 3) serve in decision making when conflicts arise. They also act as metrics of the success of proposed planning solutions and are used to determine if such solutions are favorable. Policies are subsequently developed to give direction to how each goal may be realized.

Vision: a description of what the community wants to be, or how it wants the world in which it operates to be (an "idealized" view of the world). It is a long-term view and concentrates on the future. It can be emotive and is a source of inspiration.

Goal: a desired result that a community envisions, plans, and commits to achieve, a desired end point.

Policy: measurable, attainable, realistic, time-targeted attributes of a goal and specifies the action needed.

The Planning Team worked with the Steering Committee to establish the community-wide vision statement and goals, which are a reflection of the expressed desires of the residents of Maumelle.

Community-Wide Vision Statement

Maumelle aspires to be a vibrant, economically healthy city that maintains its sense of community while embracing a forward-thinking attitude.

Community-Wide Goals

1. Approach growth in a strategic, targeted, manner that meets the needs of people across the age spectrum.
2. Preserve Maumelle's safe, small town atmosphere.
3. Ensure the conveniences of living in Maumelle (proximity, ease of access, local services).
4. Support the quality of local schools in a proactive manner.

Plan Element Goals

Goals were also established by the Steering Committee for the seven plan elements, to give specific direction to each aspect of community planning. These goals also reflect the values of the citizens of Maumelle and are referenced in decision making throughout the planning process. Each plan element's goals also serve as guides to remind decision makers of the aspirations expressed by the public in the community survey public meetings.

Land Use

Goal 1. Encourage land uses that reinforce Maumelle's community character that are market supported.

Goal 2. Promote a diversity of land uses (residential, retail, industrial, parks, etc.).

Goal 3. Encourage mixed-use development in appropriate areas.

Community Character

Goal 1. Promote a town center "main street" identity.

Goal 2. Provide public facilities and spaces that reinforce community pride.

Goal 3. Improve gateways into Maumelle to define city entries.

Goal 4. Maintain the current high development standards that currently make Maumelle aesthetically attractive.

Economic Development

Goal 1. Monitor and champion existing businesses that are consistent with the expressed vision, particularly those that advance the goals expressed herein.

Goal 2. Maintain a stronger housing to jobs balance in an effort to improve the area's quality of life while minimizing infrastructure impacts.

Goal 3. Be a supportive environment for existing businesses that are consistent with the expressed vision, particularly those that advance the goals expressed herein.

Goal 4. Be regionally-recognized as a viable business "address" with a full complement of economic development infrastructure including access to multiple modes of transportation, adequate housing, natural amenities, services and entertainment, room for expansion and favorable political environment.

Infill and Redevelopment

Goal 1. Stabilize and increase existing neighborhood values while promoting new investment in infill locations.

Goal 2. Grow from within as well as in strategic locations with regional access and visibility.

Goal 3. Be proactive in managing a fiscally-responsible land base.

Sustainability

Goal 1. Encourage future public facilities to be constructed to LEED standards.

Goal 2. Implement standards to ensure environmental quality.

Goal 3. Protect existing natural resources (the Arkansas River, wetlands, tree protection, drainage and storm water management).

Transportation

Goal 1. Continue to explore congestion mitigation solutions along Maumelle Boulevard.

Goal 2. Support the development of a transportation trails network.

Goal 3. Promote the development of safe vehicular and pedestrian routes to schools and work.

Open Space and Recreation

Goal 1. Maintain existing parks and recreational amenities.

Goal 2. Provide public parks, trails, and open space as needed to keep pace with growth.

Goal 3. Provide a variety of amenities and public spaces for all age groups.

Fourth of July parade; photos courtesy of the City of Maumelle

Chapter Four: How We Want to Grow

Creating Scenarios

Three scenarios were developed to study a range of options for the future of Maumelle, to compare outcomes, and to measure the implications of the choices made within each. The scenarios were developed by the consultant team following a series of planning workshops with the Steering Committee and the citizens of Maumelle.

Planning Workshop

Planning workshops were conducted to involve the public in making choices for Maumelle's future, by discussing how leaders and residents desired the community to look and function in the future, and how to achieve that future within the context of the physical environment. The format of the workshops was an open forum with minimal input or guidance by the planning team. The public workshops were conducted with participants working in groups of six to ten people to formulate ideas during roundtable discussions.

Many comments, observations, and discoveries made during these workshops were discussed so they could be further developed into viable planning concepts. Some of the impactful recurring comments were:

- Pedestrian underpasses are needed to safely cross Maumelle Boulevard.
- A 'Town Center' development is desirable on or near Tract D with architectural interest.
- Locate another elementary school in Maumelle, preferably along north Odom.
- Develop parks and sensitive residential developments near the Arkansas River.
- Locate commercial and/or 'employment centers' along I-40.
- Higher density is only palatable if located near the Morgan Exit.
- Highway 365 should be constructed as a boulevard, to have a similar character as Highway 100.
- Connect to West Little Rock and Roland via a river bridge from Highway 365 near Palarm Creek.

The following is a summary of the information and concepts that came out of the six workshop groups that attended the workshop as well as input from the Steering Committee workshop. Conceptual plans that each group produced and presented are located on page 46.

Maumelle Boulevard

- Pedestrian underpass across Maumelle Blvd (Steering Committee, Group 4)
- Pedestrian bridge over Maumelle Blvd (Group 1)
- Expand Maumelle Blvd to 6 lanes (Group 1)

Community Gateways & Entries

- Gateway at Morgan exit off I-40 (Steering Committee)
- Gateway at the 3rd entrance (Steering Committee)
- Gateway at the southern border along Maumelle Blvd (Group 3)

Annexation

- No annexation (Group 1, Group 2)
- Annex to west Arkansas River, north to Faulkner County, East to Hwy 365 (north to Camp Robinson) – Group 4

Growth East to I-40

- Grow to I-40 (Steering Committee, Group 3, Group 5, Group 6)

Growth North to Faulkner County

- Grow to Faulkner County (Steering Committee, Group 3, Group 5, Group 6)
- Long-term growth to Faulkner County (Group 2)
- Develop with residential (Group 3)

Growth West to the Arkansas River

- Grow to Arkansas River (Steering Committee, Group 3, Group 5, Group 6)

Morgan Interchange

- Retail/commercial north of Morgan exit (Steering Committee)
- Retail or mixed use on Maumelle parcel southwest of Morgan exit (Steering Committee, Group 2)
- Commercial growth at the Morgan exit (Group 3, Group 5)

Third Entry

- Add interchange at Marche Road crossing, or move the 3rd entrance to there (Group 2)
- Retail/commercial or employment center north of the 3rd entrance (Steering Committee)
- Commercial at the 3rd entrance (Group 2, Group 3, Group 5)
- Higher density residential or mixed use south of the 3rd entrance (Group 2)
- Police/fire facilities near the 3rd entrance (Group 3)
- Employment center between the 3rd entrance and White Oak Bayou

I-40 Development

- Retail/commercial along the west side of I-40 (Group 3, Group 4, Group 5, Group 6)
- Connect frontage road from Morgan to the 3rd entrance (Group 3)

AR Highway365

- Retail/commercial along 365 (Steering Committee, Group 4, Group 5)
- Commercial along 365 near the Morgan exit (Group 3)
- Create a boulevard along 365 with buffers and a corridor overlay, like

Maumelle Boulevard (Group 6)

- Corridor commercial overlay along 365 east toward the Morgan exit (Group 6)

Tract D

- Mixed Use (Steering Committee, Group 6)
- Create a mixed use destination (farmer's market, gathering space, incorporate connection to Lake Willastein) – Group 6
- Mixed Use, entertainment, gathering space, walkable, high-end, Branson Landing style development (Group 4)
- Tract D should serve as the city center (Group 1, Group 2 (architectural overlay))
- Tract D as retail/commercial (Group 3, Group 5)

Arkansas River (Access)

- Marina (Group 1, Group 3, Group 5 (peninsula))
- AHTD bridge over the Arkansas River north of Faulkner County line should be a priority (Group 3, Group 4, Group 5)
- Pedestrian bridge to peninsula, island parks (Group 4)

White Oak Bayou/Wetlands

- Front amenities toward White Oak Bayou and the wetlands (Steering Committee)
- Residential around White Oak Bayou (Group 2)
- Enhance the wetlands and include boardwalk trails (Group 2, Group 3)

Retail Core

- Redevelopment of the "heart" of the community (Group 3)

Civic Core

- Redevelop/revitalize the civic core (Group 3, Group 6)
- Revitalize/enhance Edgewood from Millwood to the civic core (Group 6) via a corridor overlay along Edgewood

Neighborhoods & Residential Development

- Single-family large lots on the undeveloped hillsides in west Maumelle (Group 2)
- Residential starter homes south of 365 (Group 5)
- Mixed Use PRD/PCD immediately north of 365 (Group 5)
- High-end residential along the ridge north of 365 (Group 5)

Higher Density Residential

- Higher density northwest of city limits south of 365 (Steering Committee)
- High density residential between railroad and Hwy 365 (Group 4)
- Patio homes west of city limits and south of the railroad tracks (Group 5)
- Patio homes are needed (Group 6)

Schools

- Develop an elementary school in the undeveloped residential area along Odom near the Commercial Zone (Group 3)
- Develop an elementary school along Odom in place of the Commercial Zone (purchase and rezone); develop a park immediately west of the school along Odom

Parks & Trails

- Program The Park on the River to accommodate citizens more so than private events (Group 1)
- Enhance Lake Willastein and Lake Valencia (Group 2)

- Include parks and trail connections in the annexation area NW of the city limits (Group 3, Group 5)
- Preserve green space (or develop a park) at White Oak Bayou (Group 4)
- Park on the peninsula in Faulkner County (Group 5)
- Continue trails east of Maumelle Blvd (Group 6)
- Continue parks with new developments (Group 6)

Industry

- Expand the industrial area to the east (Group 3, Group 5)
- Add high tech to the industrial park (Group 4)

Scenarios workshop

Employment

- Attract a high tech call center at the old Kroger site (Group 4) *Note: this site is now occupied*
- Employment uses between the 3rd entrance and White Oak Bayou

Connections

- Bridge over railroad tracks west of city limits (Group 6)
- Connect the civic core and the retail core/Tract D (Group 6)
- Connect the lakes! Willastein and Valencia (Group 6)

Other Issues & Concerns

Group 1:

- Maintain visual harmony with northward expansion
- Will the 3rd entry help?
- Better coordination is needed between Maumelle and North Little Rock
- Clarify/re-write zoning ordinances and regulations
- Maumelle should remain a bedroom community
- Control development locations
- Leave as many trees as possible
- Balance the desires of residents; avoid control of growth by developers, builders, and the business community

Group 2:

- Infrastructure must be able to support growth
- No 18-wheelers along Country Club Boulevard

Expressed Needs

- Maumelle school district
- Indoor pool
- Movie theater
- Patio homes
- Owner-occupied multi-family attached units
- High tech jobs
- Office parks

Scenarios Development

To create three scenarios, the Planning Team employed an overlay method that assembled the best ideas from the six workshop solutions. Three distinct themes emerged from the input received. The comments and ideas that reinforced the desire to leave Maumelle unchanged in character or size were developed into a scenario entitled "Stay the Same."

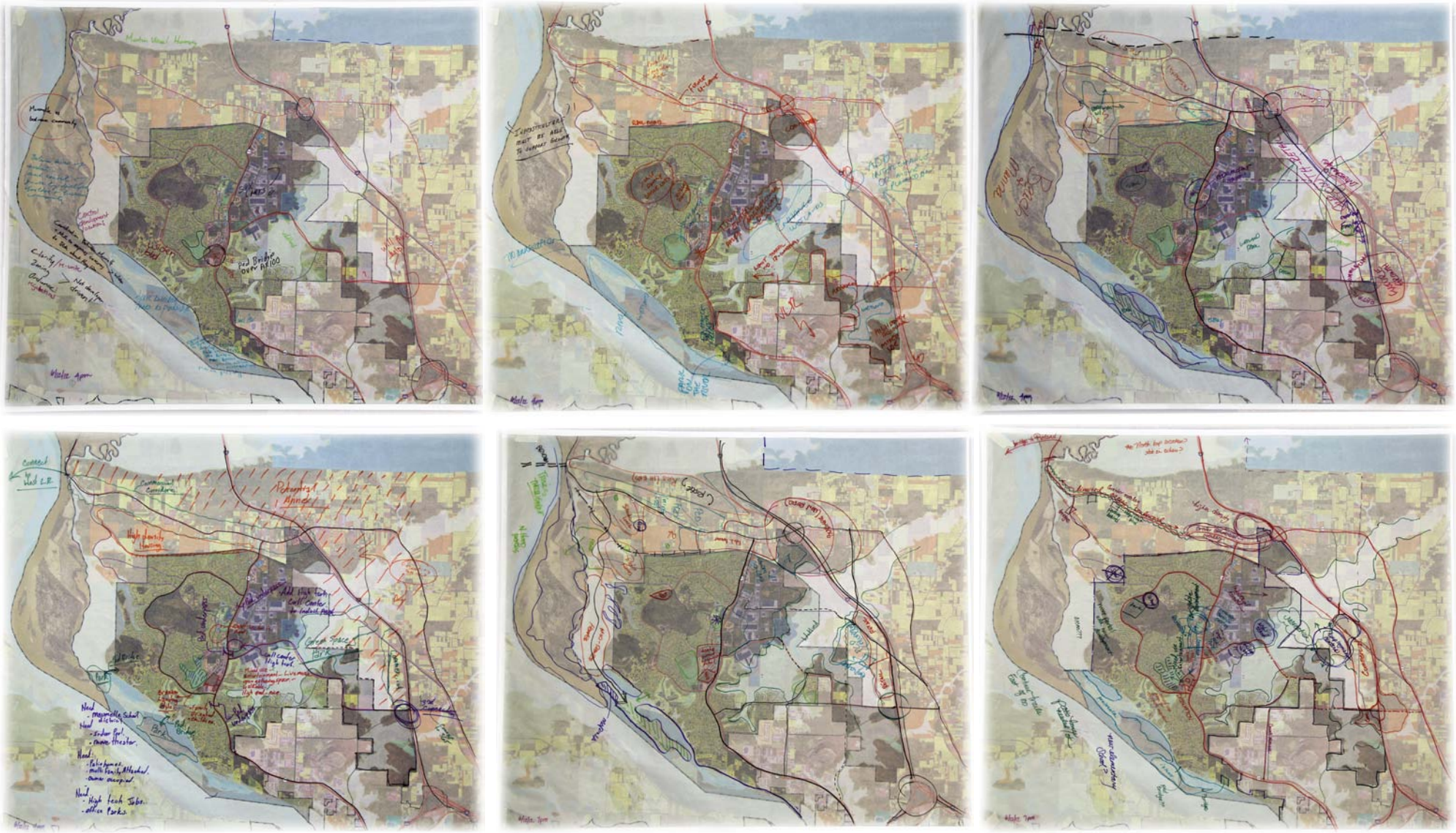
Other comments expressed the desire to support the successful characteristics within the current city limits, while also recognizing the need to extend the City's boundary to accommodate new types of development and land uses in a restrained manner, which were synthesized into a second scenario entitled "Reinforce & Diversify," which was later renamed "Natural Amenities."

A third school of thought included maximizing Maumelle's growth potential and expansion into its planning jurisdiction (before being hemmed in by other municipalities) while maintaining its small town feel, which were compiled in a third scenario entitled "Village Clusters," which was later renamed "Village Centers," referring to addressing growth as a series of smaller, definable villages as opposed to one sprawling municipality.

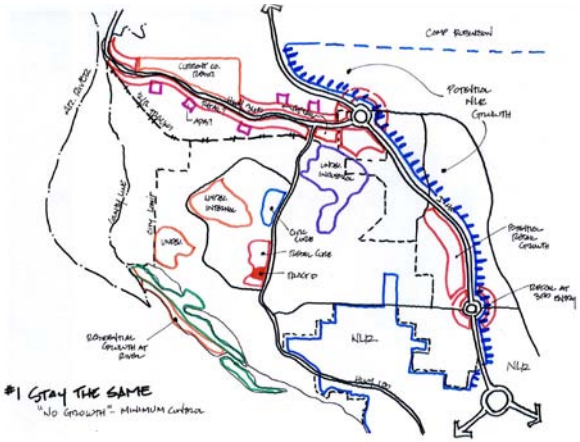
Some ideas fit into more than one concept, while others were specific to one outcome, leading to some concepts being explored with small modifications between scenarios, as they were more universal ideas reinforced by the majority of participants.

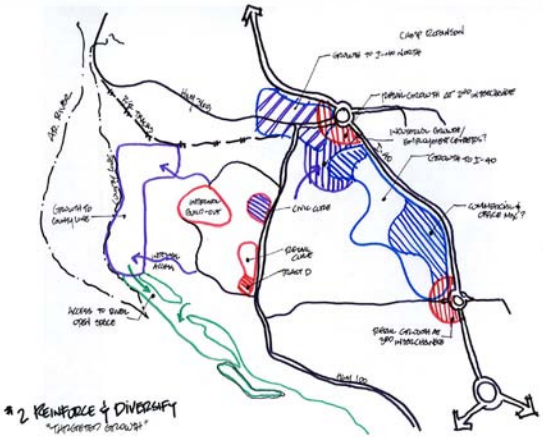
Once the overlays were completed, the scenarios were refined by hand to explore road networks and potential land uses in both existing and proposed areas. This initial refinement was only necessary for the Natural Amenities and Village Clusters scenarios since the first option, Stay the Same, proposed "business as usual" within the city and no expansion beyond the current city boundary. The final refinement added another layer of detail to each scenario as it was entered into a geographic information system (GIS) format for metric comparison.

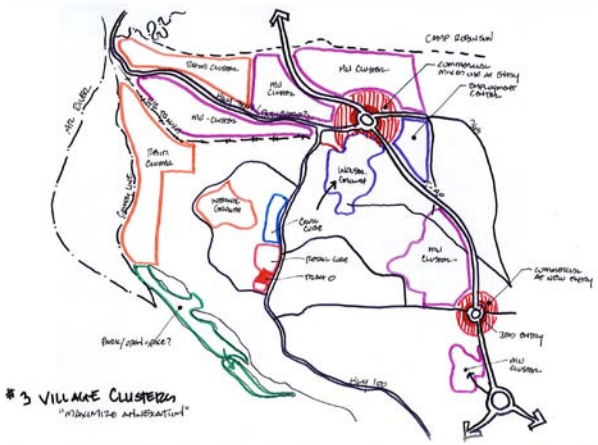
Scenarios workshop presentation of concepts



Step 1: Planning workshop small group concepts





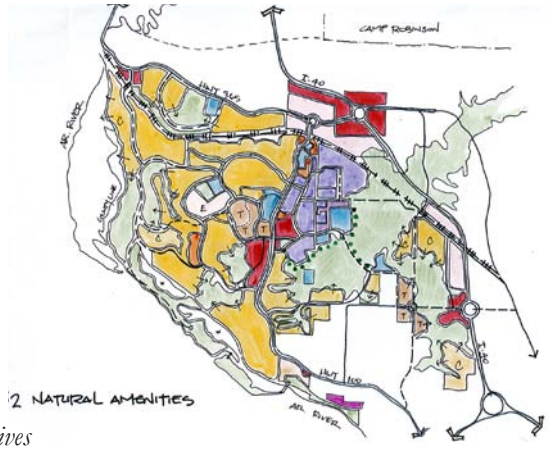


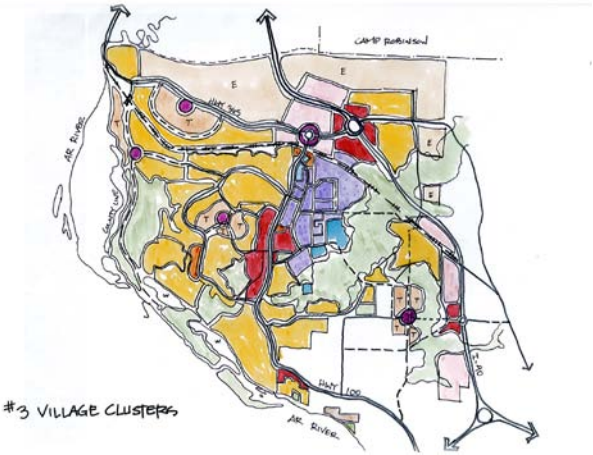
Step 2: Preliminary three concepts idea generation

"Stay the Same" Scenario:

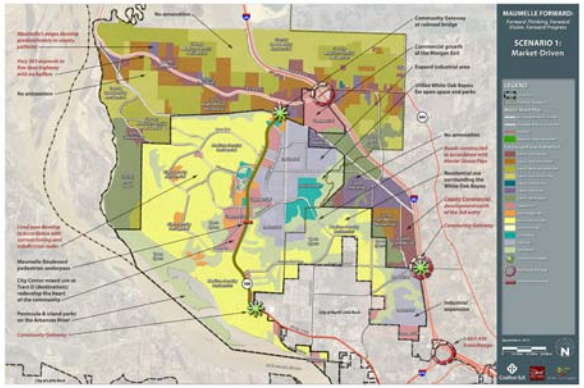
- Existing land uses to remain unchanged

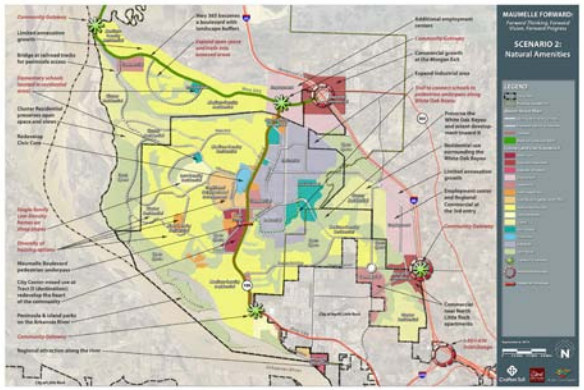
- City boundaries to remain unchanged

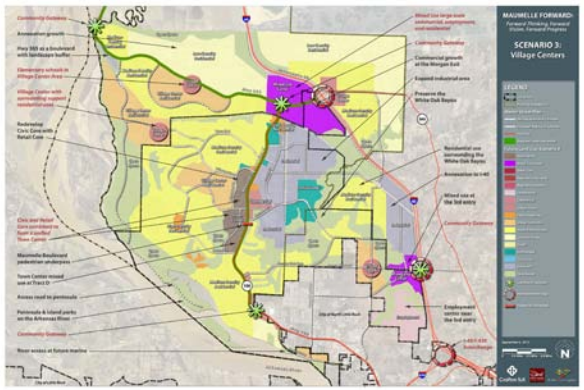




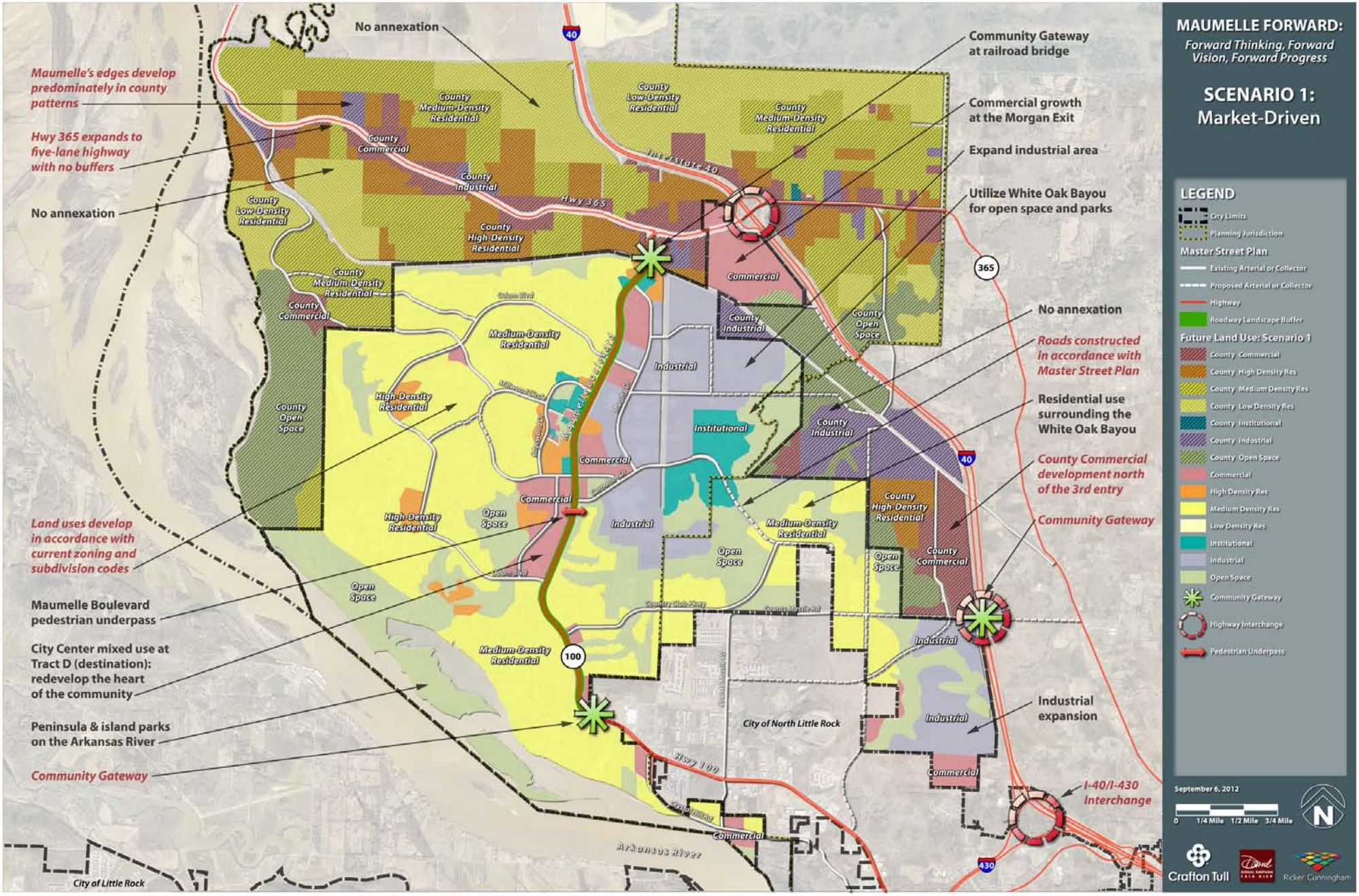
Step 3: Developement of land use and road network alternatives







Step 4: Revised concept plans


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
SCENARIO 1:
Market-Driven
LEGEND
City Limits
Planning Jurisdiction
Master Street Plan
Existing Arterial or Collector
Proposed Arterial or Collector
Highway
Roadway Landscape Buffer
Future Land Use: Scenario 1
County Commercial
County High Density Res
County Medium Density Res
County Low Density Res
County Institutional
County Industrial
County Open Space
Commercial
High Density Res
Medium Density Res
Low Density Res
Institutional
Industrial
Open Space
Community Gateway
Highway Interchange
Pedestrian Underpass
September 6, 2012
0 1/4 Mile 1/2 Mile 3/4 Mile
N
Crafton Tull
Ricker Cunningham
No annexation
Maumelle's edges develop predominately in county patterns
Hwy 365 expands to five-lane highway with no buffers
No annexation
Land uses develop in accordance with current zoning and subdivision codes
Maumelle Boulevard pedestrian underpass
City Center mixed use at Tract D (destination): redevelop the heart of the community
Peninsula & island parks on the Arkansas River
Community Gateway
Community Gateway at railroad bridge
Commercial growth at the Morgan Exit
Expand industrial area
Utilize White Oak Bayou for open space and parks
No annexation
Roads constructed in accordance with Master Street Plan
Residential use surrounding the White Oak Bayou
County Commercial development north of the 3rd entry
Community Gateway
Industrial expansion
I-40/I-430 Interchange
Interstate 40
Hwy 365
Hwy 100
Maumelle Boulevard
Arkansas River
City of North Little Rock
City of Little Rock
County Low-Density Residential
County Medium-Density Residential
County Commercial
County Industrial
County High-Density Residential
County Open Space
Commercial
Medium-Density Residential
High-Density Residential
Open Space
Industrial
Institutional
County Industrial
County High-Density Residential
County Commercial
Medium-Density Residential
Open Space
Industrial
Commercial

Three Scenarios for Maumelle's Future

Scenario 1: Market-Driven

The 'Market-Driven' land use scenario takes an inward focus. It looks at development in accordance with current zoning and subdivision codes as well as roads constructed in accordance with the Zoning Map and Master Street Plan. Scenario 1 maintains the current city limit boundary with no plan for expansion or annexation into surrounding Pulaski County.

City Boundary Remains Unchanged

Development in the county would continue in a random pattern with unchecked growth along Highway 365 similar to the current trend. This uncontrolled growth may result in more traffic along Maumelle Boulevard and Highway 365. The adjacent areas in the county, in this scenario, may be annexed by another city, leaving Maumelle with little control of its edges.

Infill & Redevelopment within the Commercial Core

The most potential for change in this scenario will be with respect to infill and redevelopment options in the central core. In this scenario, a potential Town Center with a new mixed use development on or near "Tract D" would bring commercial opportunities into the core of Maumelle. Redevelopment in and around the civic area by Lake Valencia is also proposed.

Limited Diversity of Development Types

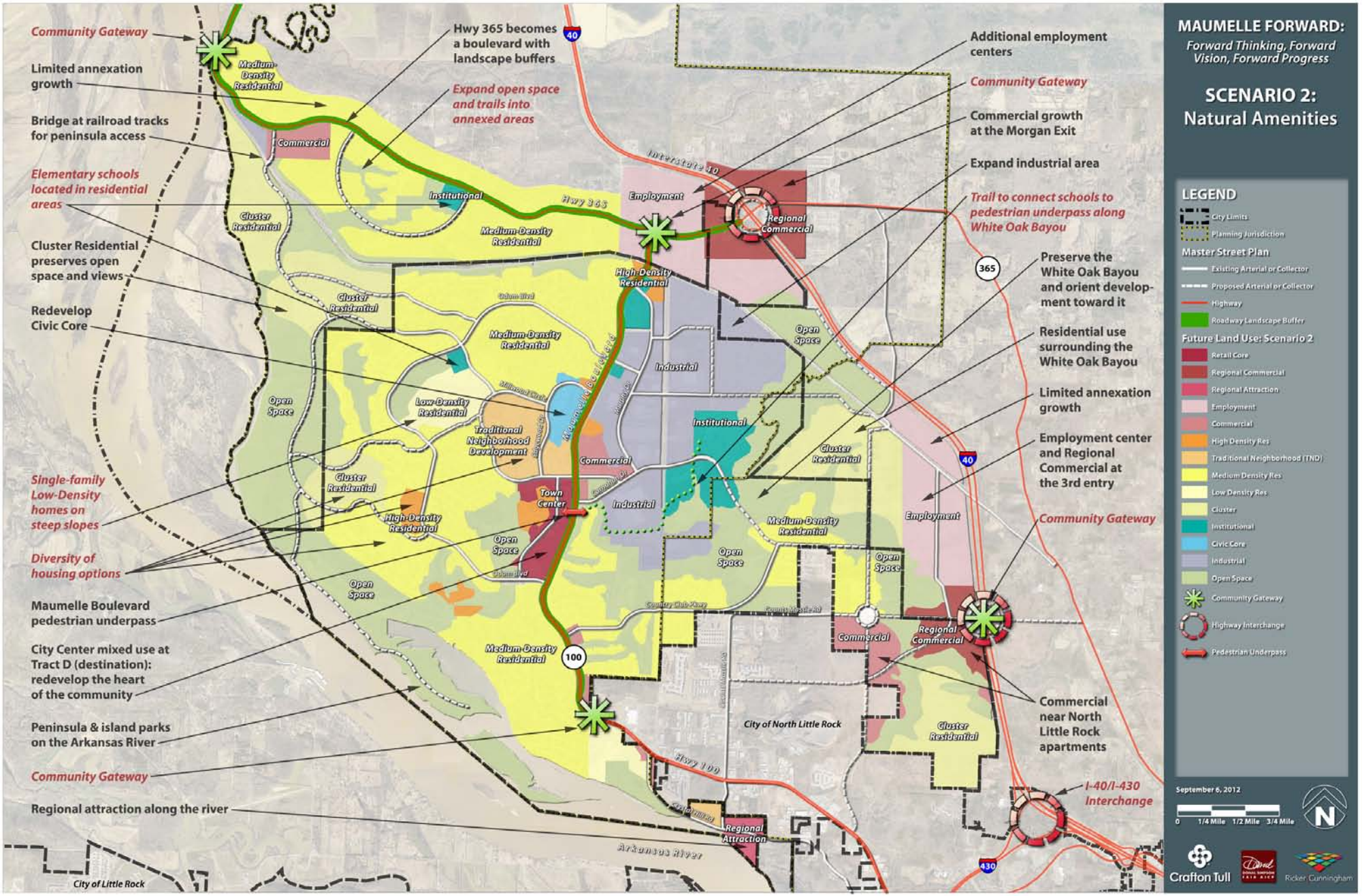
The residential growth within the city would be limited by the available land remaining within the current city limits. Diversity in housing products is less likely since land to develop any new neighborhoods within the current city limit is very limited. Diversity of commercial offerings will be limited to the Town Center and the Morgan interchange at its current configuration of one third of the interchange. The Industrial Park would fill in to its current boundary, commercial growth at the Morgan interchange would reach capacity, and proposed medium density residential west of the new entry on I-40 would develop once Carnahan and Country Club Boulevard were extended.

Community Character

Open space and wetlands will limit growth in built areas and extend into the White Oak Bayou areas east of the Industrial Park as access becomes available. Community gateways at the north and south ends of Maumelle Boulevard (Highway 100) are internally focused, while one at the third entry, once constructed, will provide an opportunity to brand the city on I-40.

Population Implications

The build out population for Scenario 1 is easy to anticipate since it carries the current model forward without external expansion. City services and staffing would increase incrementally as limited development occurs.


MAUMELLE FORWARD:
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SCENARIO 2:
Natural Amenities
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City Limits
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Existing Arterial or Collector
Proposed Arterial or Collector
Highway
Roadway Landscape Buffer
Future Land Use: Scenario 2
Retail Core
Regional Commercial
Regional Attraction
Employment
Commercial
High Density Res
Traditional Neighborhood (TND)
Medium Density Res
Low Density Res
Cluster
Institutional
Civic Core
Industrial
Open Space
Community Gateway
Highway Interchange
Pedestrian Underpass
September 6, 2012
0 1/4 Mile 1/2 Mile 3/4 Mile
N
Crafton Tull
Ricker Cunningham
Community Gateway
Limited annexation growth
Bridge at railroad tracks for peninsula access
Elementary schools located in residential areas
Cluster Residential preserves open space and views
Redevelop Civic Core
Single-family Low-Density homes on steep slopes
Diversity of housing options
Maumelle Boulevard pedestrian underpass
City Center mixed use at Tract D (destination): redevelop the heart of the community
Peninsula & island parks on the Arkansas River
Community Gateway
Regional attraction along the river
Hwy 365 becomes a boulevard with landscape buffers
Expand open space and trails into annexed areas
Additional employment centers
Community Gateway
Commercial growth at the Morgan Exit
Expand industrial area
Trail to connect schools to pedestrian underpass along White Oak Bayou
Preserve the White Oak Bayou and orient development toward it
Residential use surrounding the White Oak Bayou
Limited annexation growth
Employment center and Regional Commercial at the 3rd entry
Community Gateway
Commercial near North Little Rock apartments
I-40/I-430 Interchange
Medium-Density Residential
Commercial
Cluster Residential
Institutional
Hwy 365
Employment
Regional Commercial
High-Density Residential
Open Space
Industrial
Low-Density Residential
Traditional Neighborhood Development
Maumelle Boulevard
Town Center
Medium-Density Residential
Interstate 40
Hwy 100
City of North Little Rock
Regional Attraction
Arkansas River
City of Little Rock
40
365
100
430

Scenario 2: Natural Amenities

The second scenario, titled 'Natural Amenities', draws on the open space relationships that Maumelle has with respect to its proximity on the Arkansas River and its network of wetlands as the White Oak Bayou winds through town. *The focus of this option is on the natural systems that present unique development, recreational, and open space opportunities along the Arkansas River as well as in and around the bayou.*

Opportunities for Commercial Growth

The boundary of the city is pushed east to I-40 and into Pulaski County to the north of Highway 365. The annexation strategy is directed toward controlled growth, both at the new third entry where employment centers and regional commercial prospects are located adjacent to the interstate, and where a regional commercial zone is located at the Morgan interchange. The objective is to create a regional commercial draw at both interchanges in the form of regional multi-use centers (that encourage opportunities for mixed-use). These developments will improve the non-residential tax base for the city, while providing gateways into Maumelle. The third location of expansion is along Highway 365, to the north of Maumelle, where the highway is expanded to a controlled-access boulevard to accommodate increases in traffic with landscaped buffers to improve the aesthetics along this east-west corridor.

Land Uses Supporting Natural Amenities

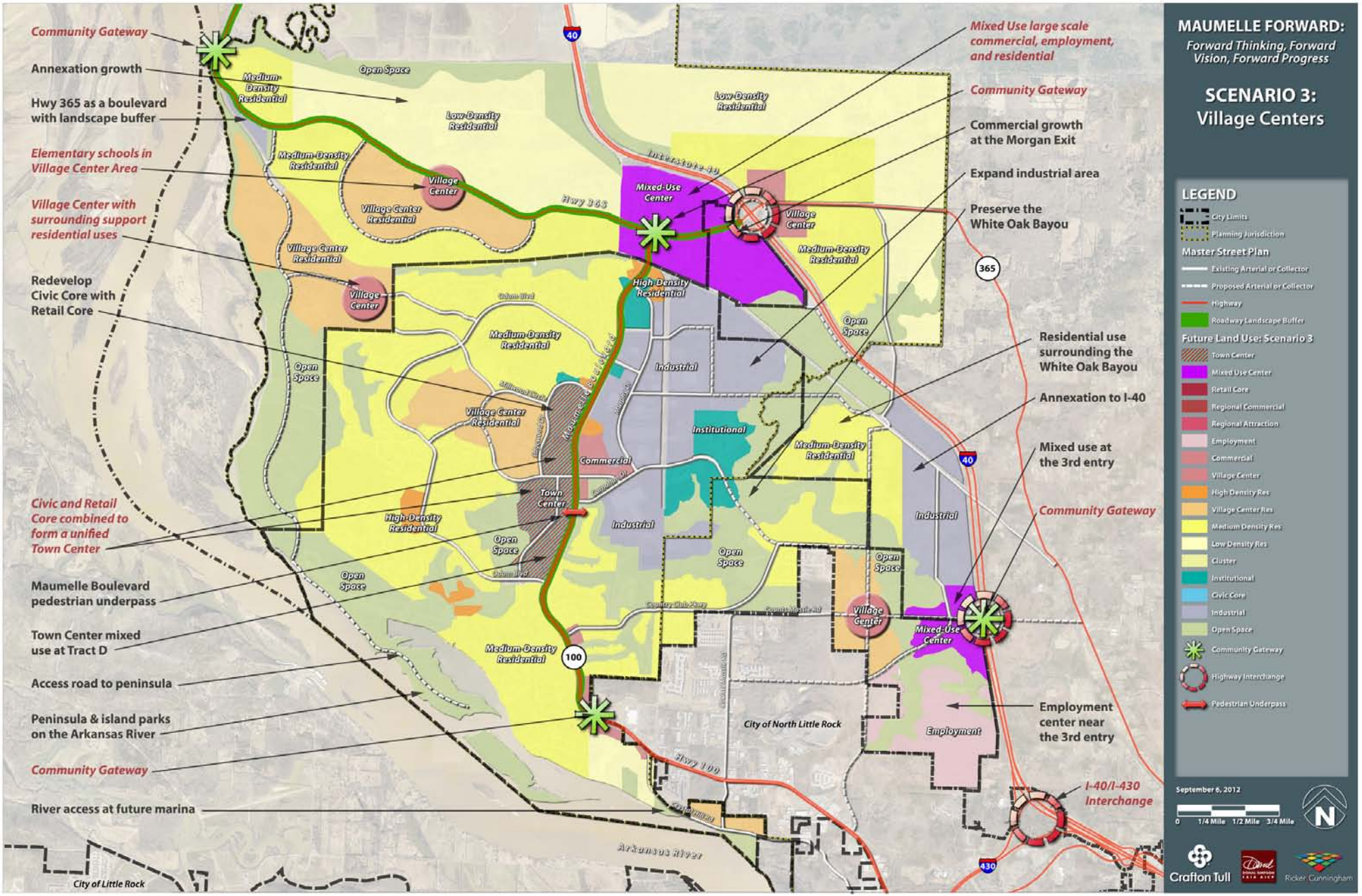
Open space amenities and trail connections will extend into the areas located south of Highway 365, while a connection along the river from Highway 365 extends to the peninsula near the Maumelle Country Club. These new areas provide land for open space amenities as well as a diversity of housing types, such as cluster residential, that develop based on preserving open space and view sheds. In keeping with the 'Natural Amenities' concept, the White Oak Bayou is embraced as a natural amenity for passive use and education within the community. On the southern end of town, a regional attraction is proposed where Crystal Hill Road and Counts Massie are adjacent to the Arkansas River. This development has the opportunity to act as a regional draw due to the unique proximity and beauty of the site.

Creation of a Walkable Town Center

A walkable retail core that encompasses residential, office, and retail uses is proposed. The Town Center, with infill and redevelopment growth, will help create a sense of place in the heart of Maumelle. Design standards should be created to encourage mixed use options. This redevelopment in and around the core will promote revitalization of the aging neighborhoods around the Civic Core, located along Edgewood Drive, as well as an opportunity to renovate or replace some aging civic facilities. Linkages between the retail and civic cores are encouraged, while their primary uses remain distinct.

Community Character

This scenario offers Maumelle the opportunity to set itself apart from other communities by its relationship to the natural environment. Few towns can boast of such large areas of open space and wetlands and fewer still have scenic river frontage. Utilizing the natural amenities that encompass Maumelle as form-givers provides a character that shapes future growth and provides opportunities for branding the community's identity.


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
SCENARIO 3:
Village Centers
Community Gateway
Annexation growth
Hwy 365 as a boulevard with landscape buffer
Elementary schools in Village Center Area
Village Center with surrounding support residential uses
Redevelop Civic Core with Retail Core
Civic and Retail Core combined to form a unified Town Center
Maumelle Boulevard pedestrian underpass
Town Center mixed use at Tract D
Access road to peninsula
Peninsula & island parks on the Arkansas River
Community Gateway
River access at future marina
Mixed Use large scale commercial, employment, and residential
Community Gateway
Commercial growth at the Morgan Exit
Expand industrial area
Preserve the White Oak Bayou
Residential use surrounding the White Oak Bayou
Annexation to I-40
Mixed use at the 3rd entry
Community Gateway
Employment center near the 3rd entry
I-40/I-430 Interchange
Medium-Density Residential
Open Space
Low-Density Residential
Village Center
Village Center Residential
Mixed-Use Center
High-Density Residential
Industrial
Institutional
Commercial
Town Center
Employment
City of North Little Rock
City of Little Rock
Arkansas River
Interstate 40
Hwy 365
Hwy 100
Maumelle Boulevard
LEGEND
City Limits
Planning Jurisdiction
Master Street Plan
Existing Arterial or Collector
Proposed Arterial or Collector
Highway
Roadway Landscape Buffer
Future Land Use: Scenario 3
Town Center
Mixed Use Center
Retail Core
Regional Commercial
Regional Attraction
Employment
Commercial
Village Center
High Density Res
Village Center Res
Medium Density Res
Low Density Res
Cluster
Institutional
Civic Core
Industrial
Open Space
Community Gateway
Highway Interchange
Pedestrian Underpass
September 6, 2012
0 1/4 Mile 1/2 Mile 3/4 Mile
N
Crafton Tull
Ricker Cunningham

Scenario 3: Village Centers

The 'Village Centers' scenario takes both an inward and outward focus on growth. The introduction of neighborhood-scaled, mixed-use village centers at strategic locations strengthens the notion of creating walkable nodes that are supported by the surrounding residential uses in decreasing density as one moves away from each village. *This scenario is consistent with the original 'New Town' concept that Maumelle was founded upon with a modern update to the model.*

Organized Around Village Centers

A diversity of retail, housing and employment types will provide Maumelle both a healthier tax base as well as a variety of live, work and play options. The goal of each village center, as well as the centralized Town Center, is walkablity. This sustainable approach to expansion will provide residential support to the businesses that locate in the village nodes.

A Unified Town Center

The expansion of the central core from Odom to Millwood solidifies a unified Town Center in the heart of Maumelle, merging the separated retail and civic cores that were proposed in the 'Natural Amenities' scenario. Infill and redevelopment mechanisms within the Town Center are promoted to create a sense of place and to stabilize the earliest neighborhoods constructed in Maumelle. Design standards should be created to encourage mixed use development and guide infrastructure and aesthetic decisions.

Expanded Borders

New growth is extended on the edges of town as annexation boundaries are pushed to the extent of the planning jurisdiction boundaries to the east and north to the ridge line near the agricultural fields, while open space and residential neighborhoods are added to the west side of the City along the Arkansas River. A 'step down' in density from suburban (medium density) to estate (low density) residential occurs to the north of Highway 365 through the continuation of low density neighborhoods already in place. This shift provides a transition to the edges, while it also accounts for the steep terrain north of Highway 365. Proposed medium density neighborhoods will embrace the White Oak Bayou much like in the 'Natural Amenities' scenario.

Diversity of Commericial Uses

This scenario focuses on increasing commercial opportunities along Interstate 40 to capture untapped revenue from regional customers. Commercial growth is identified at key locations along I-40 in the form of regional multi-use centers. The Morgan interchange is proposed to have large scale commercial on the east side with employment and mixed use (retail, office and residential) on the west side of I-40. These uses, along with aesthetic amenities, will act as a gateway into the City at highly visible locations.

Community Character

The use of a large roundabout at the intersection of Highways 100 and 365 will create a gateway node of importance as redevelopment and new mixed-use opportunities grow around the gateway intersection. Highway 365 is proposed to be a controlled-acess boulevard in this scenario, as it is in the 'Natural Amenities' scenario.

The third entry, a new regional gateway, will be the location of a regional multi-use center flanked by industrial and employment uses. Interstate and rail access will be critical for new industries located at the new entry. A diversity of employment types different than the ones currently found in Maumelle will add to the local economy and provide jobs for residents that may prefer to work closer to home.

Scenarios Attributes and Implications

Scenario 1: Market-Driven

1. Maumelle's physical expansion ends at current city limit boundaries
   - County growth continues at City's edges and entries
   - Limited benefit from development at the Morgan and 3rd entry interchanges (1/3 and 1/4 of the interchanges in city limits, respectively)
   - Limited impact of gateways and entries into Maumelle at these interchanges
   - Uncontrolled growth and development could result in more traffic along Maumelle Boulevard
   - Continued demographic profile that may limit diversity of commercial growth

2. City develops per existing zoning
   - Build out populations are easily anticipated
   - City services and staffing increase incrementally as development occurs
   - Limited variety of housing, commercial, and industrial/employment types
   - Limited residential growth within city limits
   - Entries and gateways are internally-focused (must pass through other city's or county's developments to get to Maumelle)

Scenario 2: Natural Amenities

1. Infill and redevelopment within two distinct cores, retail and civic, connected with complete streets
   - Infill and redevelopment are promoted to create a sense of place
   - Design standards should be created to encourage mixed use development

2. Traditional Neighborhood Development supports the two cores
   - Revitalization of aging neighborhoods around the civic core
   - Reinvestment in aging civic facilities
   - Creation of a walkable core that encompasses residential, institutional (community), and retail uses

3. Preserve and enhance the White Oak Bayou, wetlands, and Arkansas River
   - Allow access along the Arkansas River to create recreational opportunities while preserving river views
   - White Oak Bayou becomes an amenity for education and trail linkages

4. Encourage low-impact development with a relationship to natural amenities to minimize the development footprint
   - Limits uses to lower-impact development types, such as cluster development, near natural amenities
   - Developments capitalize on their proximity to natural amenities

5. Municipal borders are expanded to encompass the White Oak Bayou, gain river access, and capture economic development opportunities at the Morgan interchange
   - Accommodate regional commercial opportunities at both interchanges in the form of mixed-use centers
   - Accommodate a railroad crossing along Settlement Road

6. Creation of a regional attraction along Crystal Hill facing the Arkansas River
   - Locate in south Maumelle to capitalize on riverfront options and minimize the creation of additional traffic

7. Regional Employment Centers are introduced with access to I-40
    - Additional employment types are supported

Scenario 3: Village Centers

1. Existing retail and civic cores are reinforced to become the primary Town Center of Maumelle ("Main Street" with sidewalks)
    - Infill and redevelopment mechanisms within the Town Center are promoted to create a sense of place
    - Design standards should be created to encourage mixed use development
    - Create a unified Town Center with options for live/work/play

2. Focus new development around village centers
    - Mix of uses (residential, commercial, institutional) with densities decreasing away from the center
    - Consistent with original 'New Town' concept, with a modern form

3. New growth areas are extended to a) accommodate regional uses along I-40, b) gain access to the Arkansas River, and c) allow growth along the Hwy 365 corridor to Maumelle's standards.
    - Retail, housing, and employment types are diversified to provide Maumelle a healthier tax base and its residents a variety of live, work, and play options
    - Create a 'step down' in densities from suburban to county via low-density residential
    - Code enforcement issues may increase initially

4. Regional Employment Centers occur within the Mixed Use Center with access to I-40
    - Additional employment types are supported

5. Expand industrial uses along I-40 with rail access
    - Continued tax base growth
    - Industrial access to interstate

6. Create regional gateways into Maumelle via monumentation, and create local gateways via land use
    - Local gateways with roundabouts and mixed use at the Hwy 365/Hwy 100 intersection and the future Counts Massie/Vestal Blvd intersection
    - Regional gateways at Hwy 365/Pulaski County border, I-40/Hwy 365 interchange, and the 3rd entry.

Table 4.1: Goals Assessment by Scenario

VISION: Maumelle aspires to be a vibrant, economically healthy city that maintains its sense of community while embracing a forward-thinking attitude.	Scenario 1: Market-Driven	Scenario 2: Natural Amenities	Scenario 3: Village Centers
COMMUNITY-WIDE GOALS			
Goal 1. Approach growth in a strategic, targeted, manner that meets the needs of people across the age spectrum.		✓	✓
Goal 2. Preserve Maumelle's safe, small town atmosphere.	✓	✓	
Goal 3. Ensure the conveniences of living in Maumelle (proximity, ease of access, local services).			✓
Goal 4. Support the quality of local schools in a proactive manner.	✓	✓	✓
PLAN ELEMENT GOALS: **LAND USE**			
Goal 1. Encourage land uses that reinforce Maumelle's community character that are market supported.		✓	✓
Goal 2. Promote a diversity of land uses (residential, retail, industrial, parks, etc.).		✓	✓
Goal 3. Encourage mixed-use development in appropriate areas.			✓
PLAN ELEMENT GOALS: **COMMUNITY CHARACTER**			
Goal 1. Promote a town center "main street" identity.			✓
Goal 2. Provide public facilities and spaces that reinforce community pride.	✓	✓	✓
Goal 3. Improve gateways into Maumelle to define city entries.	✓	✓	✓
Goal 4. Maintain the current high development standards that currently make Maumelle aesthetically attractive.		✓	✓
PLAN ELEMENT GOALS: **ECONOMIC DEVELOPMENT**			
Goal 1. Monitor and champion existing businesses that are consistent with the expressed vision…	✓	✓	✓
Goal 2. Maintain a stronger housing to jobs balance in an effort to improve the area's quality of life while minimizing infrastructure impacts.		✓	
Goal 3. Be a supportive environment for existing businesses that are consistent with the expressed vision…	✓	✓	✓
Goal 4. Be regionally-recognized as a viable business "address" with a full complement of economic development infrastructure…		✓	✓
PLAN ELEMENT GOALS: **INFILL & REDEVELOPMENT**			
Goal 1. Stabilize and increase existing neighborhood values while promoting new investment in infill locations.	✓	✓	✓
Goal 2. Grow from within as well as in strategic locations with regional access and visibility.	✓	✓	✓
Goal 3. Be proactive in managing a fiscally-responsible land base.	✓	✓	✓
PLAN ELEMENT GOALS: **SUSTAINABILITY**			
Goal 1. Encourage future public facilities to be constructed to LEED standards.	✓	✓	✓
Goal 2. Implement standards to ensure environmental quality.	✓	✓	✓
Goal 3. Protect existing natural resources (the Arkansas River, wetlands, tree protection, drainage and storm water management).	✓	✓	✓
PLAN ELEMENT GOALS: **TRANSPORTATION**			
Goal 1. Continue to explore congestion mitigation solutions along Maumelle Boulevard.	✓	✓	✓
Goal 2. Support the development of a transportation trails network.	✓	✓	✓
Goal 3. Promote the development of safe vehicular and pedestrian routes to schools and work.	✓	✓	✓
PLAN ELEMENT GOALS: **OPEN SPACE & RECREATION**			
Goal 1. Maintain existing parks and recreational amenities.	✓	✓	✓
Goal 2. Provide public parks, trails, and open space as needed to keep pace with growth.		✓	✓
Goal 3. Provide a variety of amenities and public spaces for all age groups.	✓	✓	✓

Scenarios Comparison

The three scenarios were compared based on community values, physcal expansion, population growth, and fiscal impacts.

Values Comparison

Each scenario was evaluated to measure its alignment with the values expressed by the residents of Maumelle through the public survey, public meeting comments, and input from the steering committee and community business leaders. The results of this analysis are located on the facing page.

Physical Expansion Comparison

The opportunities (desirable outcomes to growth potential) and challenges (negative outcomes to growth potential) related to physical expansion of each scenario were highlighted for comparison purposes in the table to the right.

Growth Comparison

Growth comparisons related to population based on land use and physical expansion assumptions within each scenario. The potential for accommodating new residents was explored in terms of the area within the current city limits, as well as the area within the planning jurisdiction that each scenario assumed, and was graphically depicted as such in Graphic 4.3. Scenario 1 assumed no physical expansion beyond current city limits and unchecked development within the planning area. Scenario 2 assumed some physical expansion into a smaller planning area, and Scenario 3 assumed the most physical expansion within the planning area. Land use types and density assumptions for each type also varied within each scenario. Graphic 4.3 depicts the population units in whole and half increments, each representing approximately 10,000 people.

Table 4.2: Physical Expansion Assessment by Scenario

	Scenario 1: Market-Driven	Scenario 2: Natural Amenities	Scenario 3: Village Centers
OPPORTUNITIES			
	No expansion	**Expand EAST to I-40:**	**Expand EAST to I-40:**
		Capture tax base at interchanges	Capture tax base at interchanges
		Add employment opportunities	Expand industrial opportunities
		Diversification of employment and commercial options	Diversify uses within the Mixed Use Center
	No expansion	**Expand WEST to Arkansas River:**	**Expand WEST to Arkansas River:**
		Gain open space and recreation opportunities and access	Gain open space and recreation opportunities and access
		Preserve river views	Preserve river views
		Diversify housing and development types	Diversify housing and development types
	No expansion	**Expand NORTH to Hwy 365:**	**Expand NORTH to the fields:**
		Influence growth patterns along 365	Influence growth patterns along 365
		Influence appearance of entry into Maumelle	Increase tax base and diversify uses within Mixed Use Center
		Gain employment opportunities near interchange	Limit encroachment by outside influences
CHALLENGES			
	No diversification of uses within city	Providing services in annexed areas	Providing services in annexed areas
	Accept surrounding development	Code enforcement in annexed areas	Code enforcement in annexed areas
	Tax base for development at interchanges goes elsewhere	Adding utilities in annexed ares	Adding utilities in annexed areas
	Limited access to peninsula and island parks	Pacing rate of expansion that city can accommodate	Pacing rate of expansion that city can accommodate

Graphic 4.3: Growth Assessment by Scenario

Fiscal Analysis Summary

The three scenarios were evaluated for their impact on the City's operating budget over time, or their fiscal "prudence". The objectives of the analysis include:

- Ensure that land use decisions consider the City's future fiscal health or "balance"
- Educate stakeholders about the fiscal implications of land use decisions
- Understand relationship between revenue generation and service costs
- Raise awareness as to fiscal implications of land use decisions

The fiscal impact analysis consisted of the following components:

Development Program

- Buildout analysis
- Mix of land uses
  - Balance between residential and nonresidential development
  - Development timing and absorption of uses (relates to market factors)
  - Location and direction of development
  - Efficiency of infrastructure to support development
- Value of product offerings
- Considers fiscal operating revenues/expenses only (general fund)

Fiscal Revenue Estimates

- Tax revenues (property, sales)
- Franchise fees
- Licenses and permits
- Fees and charges
- Fines and forfeitures
- Other revenues

Service Cost Estimates

- Operating expenditures by service department (2012 budget)
- Retail impacts (traffic/transportation, public safety)
- Office/industrial (traffic/transportation, public safety)
- Residential (community facilities, public maintenance)
- Calculated on a per capita basis, including both residents and employees

Fiscal Equation

- Balance revenue generators (nonresidential) with service users (residential)
- Residential generally accounts for less than half of revenues and more than half of costs
- Nonresidential generally accounts for more than half of revenues and less than half of costs

Fiscal impact analyses were completed for each of the three land use scenarios (see Table 4.4):

1. Scenario #1: Market-Driven (Grow Per Existing Zoning)
   - Focus on lower-density residential
   - Support commercial and employment uses
   - "Bedroom Community" model
2. Scenario #2: Natural Amenities (Targeted Growth)
   - Slightly higher residential density
   - More balanced commercial and employment uses
   - "Suburban" model
3. Scenario #3: Village Centers
   - Focus on higher density, clustered mix of land uses
   - Balance of residential and nonresidential uses
   - "Live-Work" model

Fiscal Impact "Take-Aways"

- Estimate future expected fiscal revenues and expenditures are based on the 2012 budget.
- The evaluation of operating revenues and expenditures does not consider capital expenditures.
- Growth scenarios are based on current and future market conditions (absorption of land uses over time).
- The relationship between scenarios is more important than actual figures.
- The strategic integration of high-value land uses + a balanced mix of revenue generators and cost producers = fiscal health.

Conclusions

As shown in Table 4.4:

- Scenario #1 ("do nothing") results in an operating deficit for City, primarily due to its focus on lower-density residential uses (= higher service costs)
- Scenario #2 responds better to market forces – more balanced mix of housing and commercial uses
- Scenario #3 also responds better to market forces and shows that higher density uses can result in a higher cost/value relationship.

Table 4.4: Land Use Scenarios Fiscal Impact Comparison

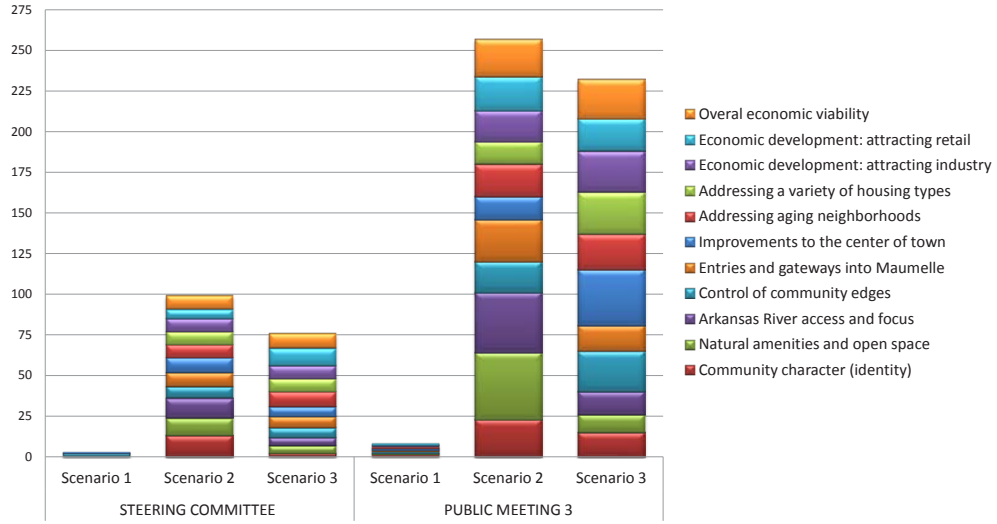
Indicator	Total @ Build-Out		
	Scenario #1: Market-Driven	Scenario #2: Natural Amenities	Scenario #3: Village Centers
Estimated Development In Place Sq Ft/Units:			
Residential (Units)	6,990	10,850	18,530
Retail (SF)	2,200,000	6,300,000	9,000,000
Office/Industrial (SF)	6,600,000	12,700,000	11,200,000
Estimated Annual Revenues by Type:			
Property Tax	$361,191	$674,175	$1,014,179
Sales Tax	$4,598,000	$13,167,000	$21,161,250
Other Revenues*	$5,996,866	$11,336,698	$14,568,473
Total New Annual Revenues to City:	**$10,956,058**	**$25,177,873**	**$36,743,902**
Estimated General Fund Expenditures by Department:			
General Government/Administration	$2,243,279	$3,884,482	$5,627,277
Public Safety	$5,303,216	$9,183,096	$13,303,145
Community Development	$633,551	$1,097,062	$1,589,265
Parks and Recreation	$1,800,580	$3,117,900	$4,516,763
Public Works	$733,629	$1,270,358	$1,840,312
Streets and Sanitation	$2,267,778	$3,926,905	$5,688,734
Total New Annual Service Costs to City:	**$12,982,032**	**$22,479,804**	**$32,565,496**
Total Net Annual City Surplus (Deficit):	**($2,025,975)**	**$2,698,069**	**$4,178,407**
% Net Annual City Surplus (Deficit):	**-18%**	**11%**	**11%**

* Includes Franchise Fees, Licenses and Permits, Charges for Services, Fines and Misc. Revenues.

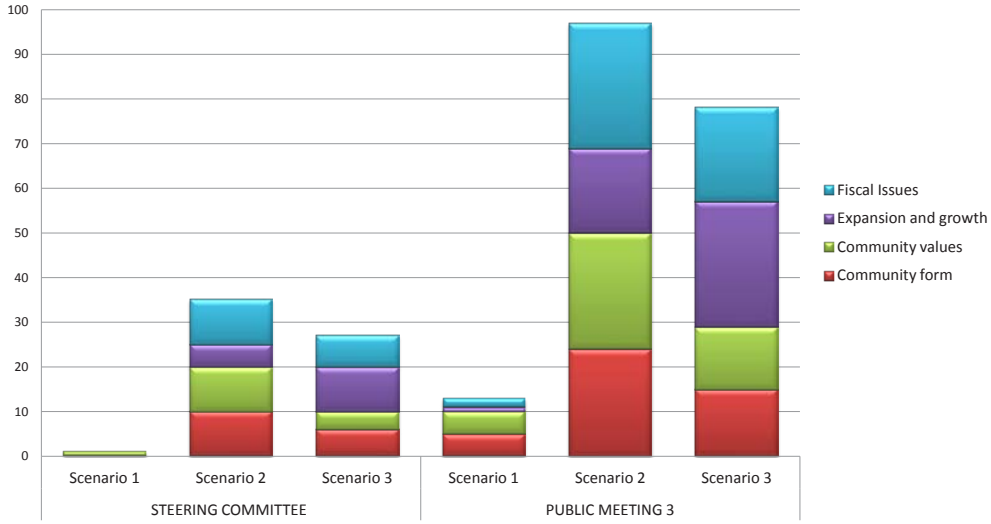
Source: City of Maumelle; Crafton Tull; and Ricker | Cunningham.

Public Input Results: Scenario Preferences

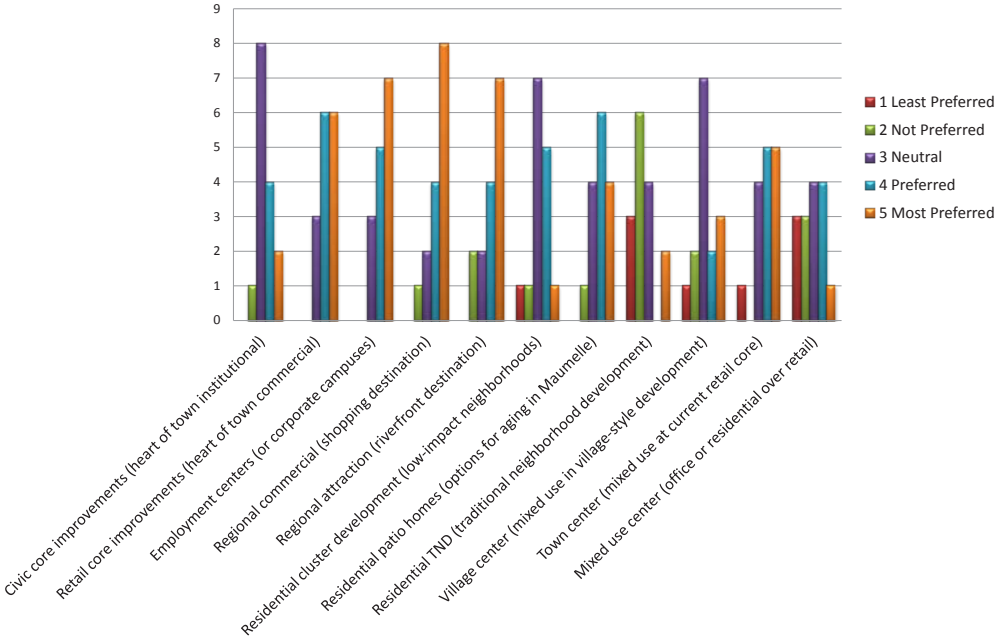
1. Which scenario best met the following CONDITIONS?



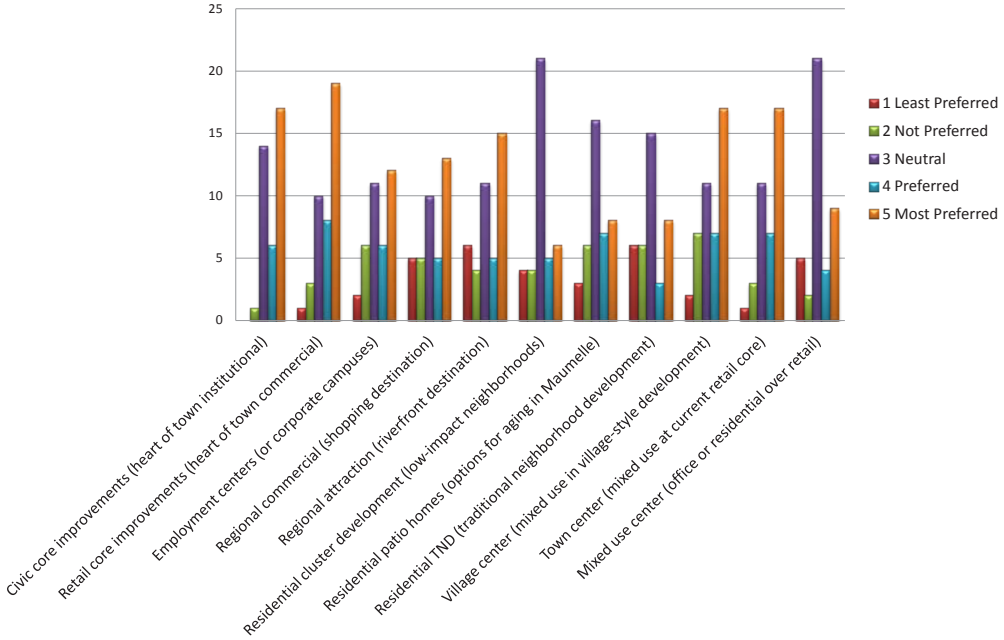
2. Which scenario best addressed the following CRITERIA?



3. Rate your preference toward the following LAND USE TYPES (Steering Committee)



3. Rate your preference toward the following LAND USE TYPES (Public Meeting 3)

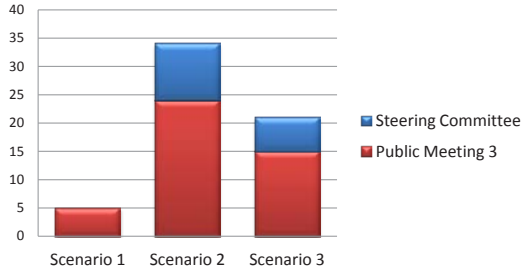


Public Input Results: Scenario Preferences

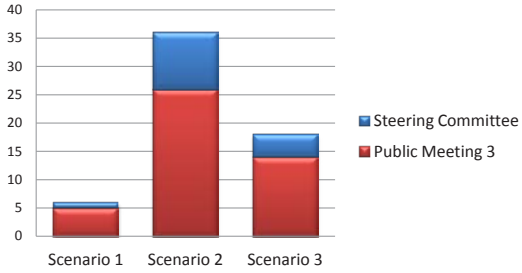
The Preferred Scenario: Framework Plan is a combination of the highly-ranked components from each of the land use scenarios (Market-Driven, Natural Amenities, and Village Centers). The tallied results of the scenarios questionnaire distributed during the public meeting unveiling the scenarios (Public Meeting 3) showed overwhelming support for most Scenario 2: Natural Amenities solutions.

The exceptions were questions regarding "expansion and growth" as well as the "which scenario do you prefer" that favored Scenario 3: Village Centers. The reasoning of both the steering committee and the public who attended the workshops was that (1) ultimate build-out growth into the county as well as (2) the connected Town Center that links the civic and the commercial together were preferred in Scenario 3. All other preferences were aligned with Scenario 2's solutions.

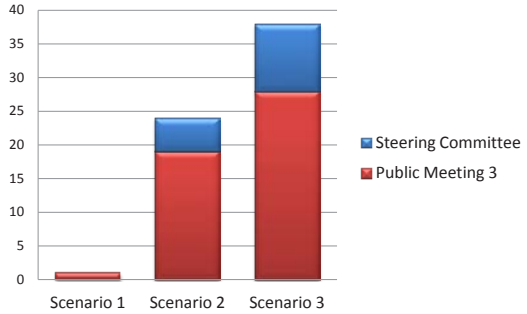
2a. Which scenario best addresses COMMUNITY FORM?



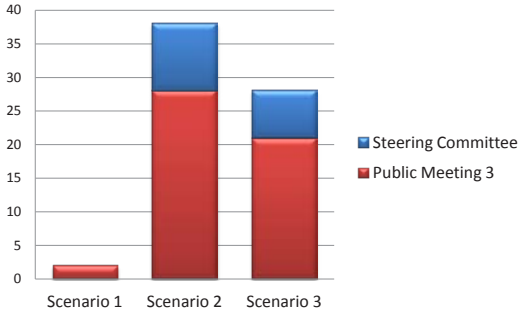
2b. Which scenario best addresses COMMUNITY VALUES?



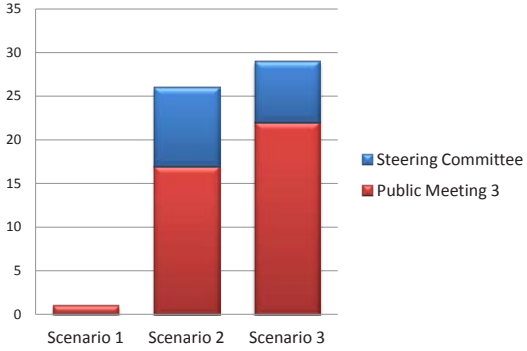
2c. Which scenario best addresses EXPANSION and GROWTH?

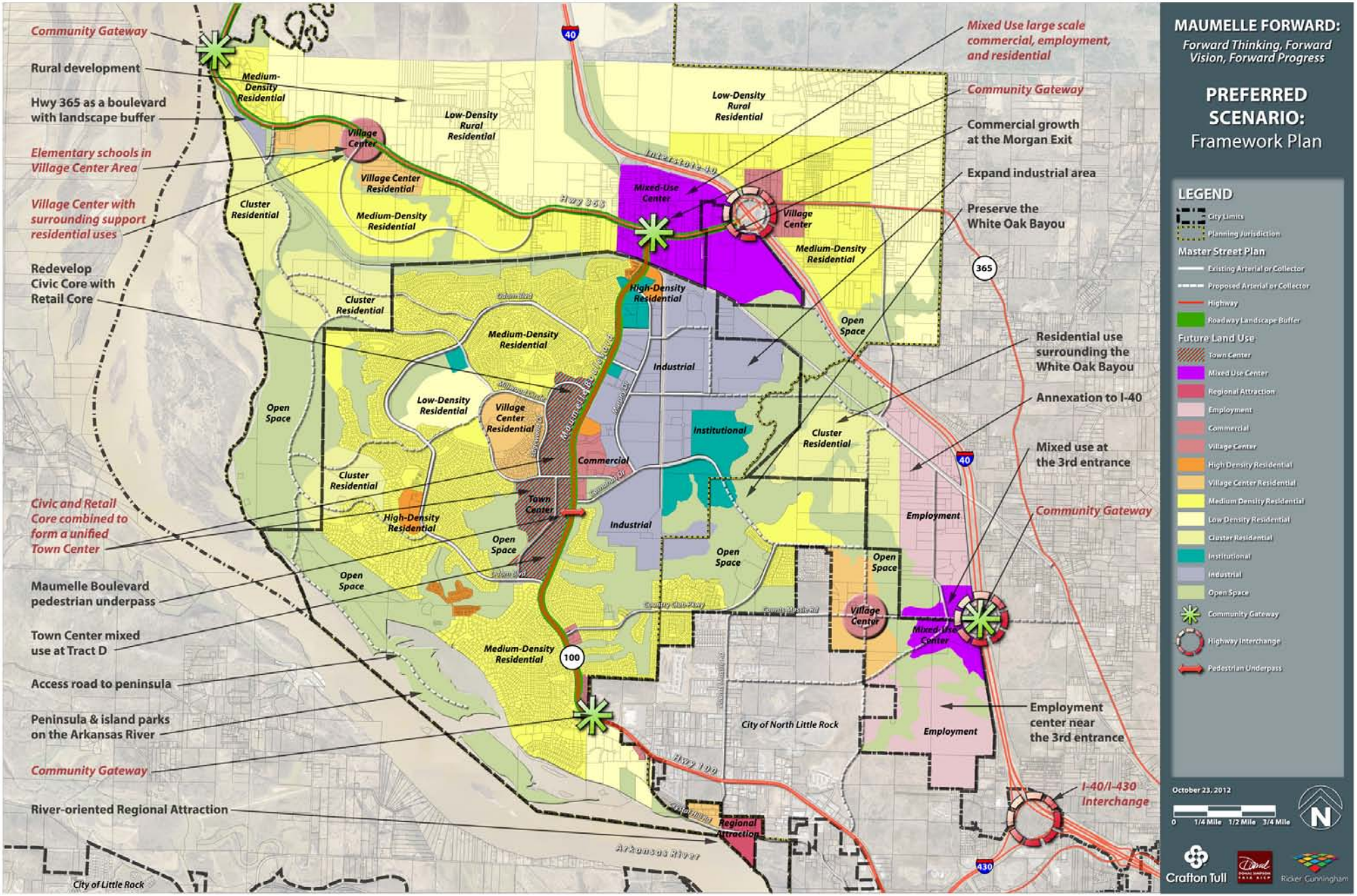


2d. Which scenario best addresses FISCAL ISSUES?



4. Which scenario do you PREFER?

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Planning Jurisdiction
Master Street Plan
Existing Arterial or Collector
Proposed Arterial or Collector
Highway
Roadway Landscape Buffer
Future Land Use
Town Center
Mixed Use Center
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Town Center
Employment
Regional Attraction
City of North Little Rock
Arkansas River
City of Little Rock
Hwy 365
Interstate 40
Hwy 100
Maumelle Boulevard
Country Club Pkwy
Edgewood Dr
Hillwood Circle
Morgan Dr
Cypress Dr
Dolphin Blvd
Millwood Rd
Pinnacle Valley Rd
Pinnacle Valley Rd
Hwy 100
Hwy 365
Interstate 40
365
40
100
430

Framework Plan: Preferred Scenario

The planning themes of 'Natural Amenities' as a *focus* and 'Village Centers' as *organizing elements* are reflected in the Preferred Scenario. The location of each village center and commercial node is strategic. Each of these centers is surrounded by residential land uses that step down in density as they move away from the commercial core of the node to create smaller-scale walkable neighborhood centers of activity. Both proposed multi-use centers are located adjacent to Interstate 40, as are the two proposed employment areas. Visibility and access are the keys to these locations. All of these growth areas still respect and complement the natural amenities found in Maumelle. Proposed cluster residential developments are located in areas that are low-lying near the Arkansas River or adjacent to the bayou closer to I-40. The cluster residential model impacts less land with more preserved open space without reducing the net density of the development.

In the center of Maumelle, the core of town becomes the Town Center by combining the commercial areas to the south of Millwood Circle along Club Manor with the civic area on the north along Edgewood and includes both Lake Willastein and Lake Valencia. This unified area has a 'complete street' spine to provide facilities for biking and walking along Club Manor, Millwood Circle, and Edgewood Drive. In the framework plan, the remaining property within the Town Center is proposed for a mixed-use center with shopping, entertainment and residential options above the commercial uses to create a vibrant "heart" of the community. A connection from this center is made south to Lake Willastein Park, and a pedestrian underpass is proposed under Maumelle Boulevard to connect the Town Center to the east side of town as well. Redeveloped residential, situated to support the Town Center, is located west between Edgewood and Millwood, while additional commercial opportunities extend to the east of Maumelle Boulevard.

The Maumelle Industrial Park continues to expand to the eastern extent of its borders with access to the Union Pacific rail line via the current spur and/or an additional spur in the north eastern locale. Champs Boulevard, Jackie Burnett Drive**,** and Carnahan Drive all extend per the master street plan. These additional north-south and east-west roads located east of town will enhance the vehicular network by providing alternate routes to motorists wishing to avoid high volume traffic areas or connect to the third entrance on I-40.

The third entry into Maumelle, located on Interstate 40, will be connected by Counts Massie Road extending to the new interchange. This new entry will provide new land use and circulation opportunities that will increase Maumelle's commercial visibility and viability, as well as provide an alternate vehicular route into the city. Country Club Parkway will connect to Carnahan Drive once it is extended through the White Oak Bayou. The third entry will also present gateway opportunities for visitors entering the city from I-40. A proposed multi-use center is proposed at the interchange, while employment centers are most desirable along the interstate frontage with easy ingress/egress at an interchange. A village center node with neighborhood-scaled uses is proposed at the future Counts Massie and Vestal Boulevard intersection. Proposed medium density residential surrounds the village center next to meandering open space created by the White Oak Bayou.

The Morgan interchange at Highway 365 undergoes an expansion in the Framework Plan. Maumelle currently has approximately ¼ of the intersection within the city limits. This scenario depicts annexation that would take in the entire interchange with the western half (west of I-40) as a multi-use center and with a village center for local commercial on the east side surrounded by medium density support residential. Land uses to the north of the interchange on both sides of I-40

are proposed to be low density residential to match the existing estate size lots and rolling topography.

The Framework Plan establishes four community gateway opportunities for Maumelle to greet visitors entering the city by establishing an entry feature that will convey Maumelle's identity. These entry features may be monuments, landscape, architecture, signage or a combination of all four. Community gateways are proposed at the new entry at I-40, on Highway 100 where the city limits begin just west of Crystal Hill Road intersection, at the northern intersection where Highway 100 terminates into Highway 365 (possible roundabout), and at the northwest boundary where Highway 365 turns north near the Arkansas River. The features need to be iconic in nature yet consistent in color, material and appearance so there is no doubt that one is entering into the City of Maumelle. The scale of each may vary due to the context of the surrounding structures or the nature of the site.

Much of the Arkansas River frontage is either low land areas that are best suited for open space or already developed as residential lots. Maumelle's river location is a resource to further its community identity and an opportunity to provide places for gathering and celebration; however, it has turned its back on the river and offers very little public access to it. Remaining properties with river front access, either within the current city limits or within the planning jurisdiction, should be carefully considered in terms of its appropriate use. Either as open space or non-residential development, one location within the current city limits that lends itself to a possible river-oriented regional attraction is located on the south end of town along Crystal Hill. The potential for an entertainment venue and/or an educational facility is promising. This proposed site is located on the river with good vehicular and bicycle access, great views across the river, and the possibility of a water-oriented amenity that could attract visitors from the Central Arkansas region.

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PART TWO: Strategy

Chapter Five: Land Use

Land Use Element Overview

The purpose of the Land Use Element is to establish policies that give direction to future land use decisions in order to meet the vision and goals established during the strategic planning process.

Legality of the Land Use Plan

Land Use Plans are prepared by municipalities to guide land use decisions both within current municipal boundaries as well as within territorial jurisdictions to anticipate growth and the provision of municipal services, including police and fire protection, schools, roads, and utilities.

According to Arkansas code SS 14-56-414(B): "The commission may prepare and adopt a land use plan which may include, but shall not be limited to:

A. The reservation of open spaces;
B. The preservation of natural and historical features, sites, and monuments;
C. The existing uses to be retained without change;
D. The existing uses proposed for change; and
E. The areas proposed for new development.

The plan may include areas proposed for redevelopment, rehabilitation, renewal, and similar programs.

Justification for Planning within the Planning Jurisdiction

Most Arkansas cities have territorial jurisdiction over lands within a certain distance of their municipal boundaries. Planning within these districts is allowed under state law to ensure that development occurs within an orderly fashion and to a degree of care that can be incorporated into the municipality should annexation occur.

According to Arkansas code SS 14-56-413(a) (1) (A): "The territorial jurisdiction of the governing body of a municipality shall not exceed the limits stated under this subsection."

According to Arkansas code SS 14-56-413 (a) (1) (B): "If the territorial limits of two (2) or more municipalities conflict, the limits of their respective territorial jurisdictions shall be a line equidistant between them, or as agreed on by the respective municipalities."

According to Arkansas code SS 14-56-413 (a) (2) (A): "In addition to the powers under this subchapter, cities now having eight thousand (8,000) population or more shall have the authority to administer and enforce planning ordinances outside their corporate limits as follows:

(i) For cities of eight thousand (8,000) to sixty thousand (60,000) population, the jurisdictional area will be one (1) mile beyond the corporate limits."

SS 14-56-413 (a) (4): "Cities now having an eight thousand (8,000) population or more and situated on a navigable stream may administer and enforce zoning ordinances outside their corporate limits but may not exceed the territorial limits under subdivision (a) (s) (A) of this section."

Though Maumelle does not currently enforce zoning within its territorial jurisdiction, it is allowed to do so under state law.

Relationship to Existing Zoning

A land use plan is not a regulatory plan, such as a zoning map. It is a policy document that describes the intent of the municipality for the future use of the land. The land use plan articulates the desired direction of the community, as expressed during a strategic planning process, and should be consulted by the Planning Commission and City Council when requests for rezoning are made.

Vision and Goals

As part of the Maumelle FORWARD planning process, the following Vision Statement and Communitywide Goals were developed to guide decisions and policy recommendations.

Vision Statement

Maumelle aspires to be a vibrant, economically healthy city that maintains its sense of community while embracing a forward-thinking attitude.

Community-wide Goals

- Approach growth in a strategic, targeted manner that meets the needs of people across the age spectrum.
- Preserve Maumelle's safe, small town atmosphere.
- Ensure the conveniences of living in Maumelle (proximity, ease of access, local services).
- Support the quality of local schools in a proactive manner.

Process Overview

Existing Conditions

Existing Land Use was derived from the Pulaski County Tax Assessor's GIS database and was field verified by Crafton Tull. Existing zoning, existing land use, and future land use category descriptions are located at the end of this chapter.

Assessment & Vision

Residents and business owners provided direction to the land use component through responding to a community survey that assessed preferences to various land use types, identifying areas of the community which should be preserved, enhanced, and transformed, and by attending public meetings and workshops to provide feedback to goals and concepts.

Scenarios & Framework Plan

Three scenarios were developed based on input received at community workshops, and a test of the fiscal impact of each scenario was completed. These scenarios were presented and voted on by both the steering committee and the public. Each scenario proposed a different direction for the future of Maumelle.

A Framework Plan was the graphic expression of the desires of preferred scenario options. The framework plan establishes the general direction for each of the seven plan elements and is used in tandem with the vision and goals to develop each individual plan element.

Future Land Use Plan

The Land Use Plan was derived from the Framework Plan and was revised to reconcile specific property issues, consider zoning conflicts, and function seamlessly with the other plan elements within Maumelle FORWARD.

Land Use Goals

The goals developed during Maumelle FORWARD that relate specifically to land use include the following:

1. Encourage land uses that reinforce Maumelle's community character that are market supported.
2. Promote a diversity of land uses (residential, retail, industrial, parks, etc.).
3. Encourage mixed-use development in appropriate areas.
4. Consider growth in strategic, implementable phases, or horizons, over time.

Specific policies were subsequently developed to implement each of the goals listed above.

Plan Areas Overview

The Land Use Plan Element Map is divided into eight areas, labeled A through H. These areas delineate geographic regions of the community with similar development patterns, current or future functions, or compatible characteristics. The plan areas include:

Area A	Town Center
Area B	Industrial Park
Area C	Existing Neighborhoods
Area D	Riverfront
Area E	Regional Multi-Use Areas
Area F	Open Space Neighborhoods
Area G	Village Centers
Area H	Estate Neighborhoods

High Density Residential

Village Center Residential

Medium Density Residential

Low Density Residential

Cluster Residential

Future Land Use Descriptions

The following are the future land uses based on the Maumelle Forward public input process. Source: Maumelle FORWARD

Future Land Use Categories: Residential Uses

High Density Residential

Multi-level residential units greater than two stories with attached walls and/or closely arranged buildings in a dense complex such as apartments, townhouses and condominiums with up to 35 units per acre.

Village Center Residential

Medium density residential uses that surround and support a Village Center (neighborhood scale commercial development). The residential structures may be single story or multi story (garden homes, townhouses, or condominiums) with focus on pedestrian linkages to the Village Center.

Medium Density Residential

Residential single family structures on lots between 0.16 and 2 acres in size. Zero lot line configurations are allowed. Accessory dwelling units may be permitted.

Low Density Residential

Residential single family structures on lots greater than two acres or separated by open space to reduce population density in the land use area.

Cluster Residential

Residential lots containing a single permanent living structure, housing one family on smaller parcels or in a cluster (group) configuration. The massing of lots is to set aside common open space for the benefit of the development and community or to protect environmentally-sensitive areas.

Future Land Use Categories: Non-Residential Uses

Village Center

Small neighborhood scale commercial developments with uses that support the adjacent residential areas with goods and services. The close proximity to the surrounding neighborhoods promotes pedestrian connections found in traditional villages in earlier American towns.

Town Center

A development that may contain a combination of multi-uses such as retail, office, institutional and residential in a compact configuration that promotes pedestrian circulation between structures. The town center is typically found at the heart of a community and often has landmark architecture and plazas for public gathering.

Regional Multi-Use Center

A development area that contains multiple buildings with a mix of commercial, office and residential uses in each multi-story structure. Typically the bottom floor contains retail with office and residences above in upper floors. The development supports the varied uses via shared resources, close proximity of structures and ease of access. Vehicular uses and parking are relegated to the edges of the mixed use development to promote pedestrian spaces and internal pedestrian connections.

Regional Attraction

A place of interest that draws visitors from outside the community. The regional attraction may exhibit cultural, historical or natural significance of interest for visitors.

Employment Center

An office park with large lots intended for business headquarters that provides employment to a large workforce at one corporate location.

Village Center

Regional Multi-Use Center

Town Center

Regional Attraction

Employment Center

Commercial

Office

Institutional

Institutional

Industrial

Open Space

Commercial/Office

Commercial, retail, or office lots with single or multilevel structures built for the purpose of selling goods or services.

Institutional

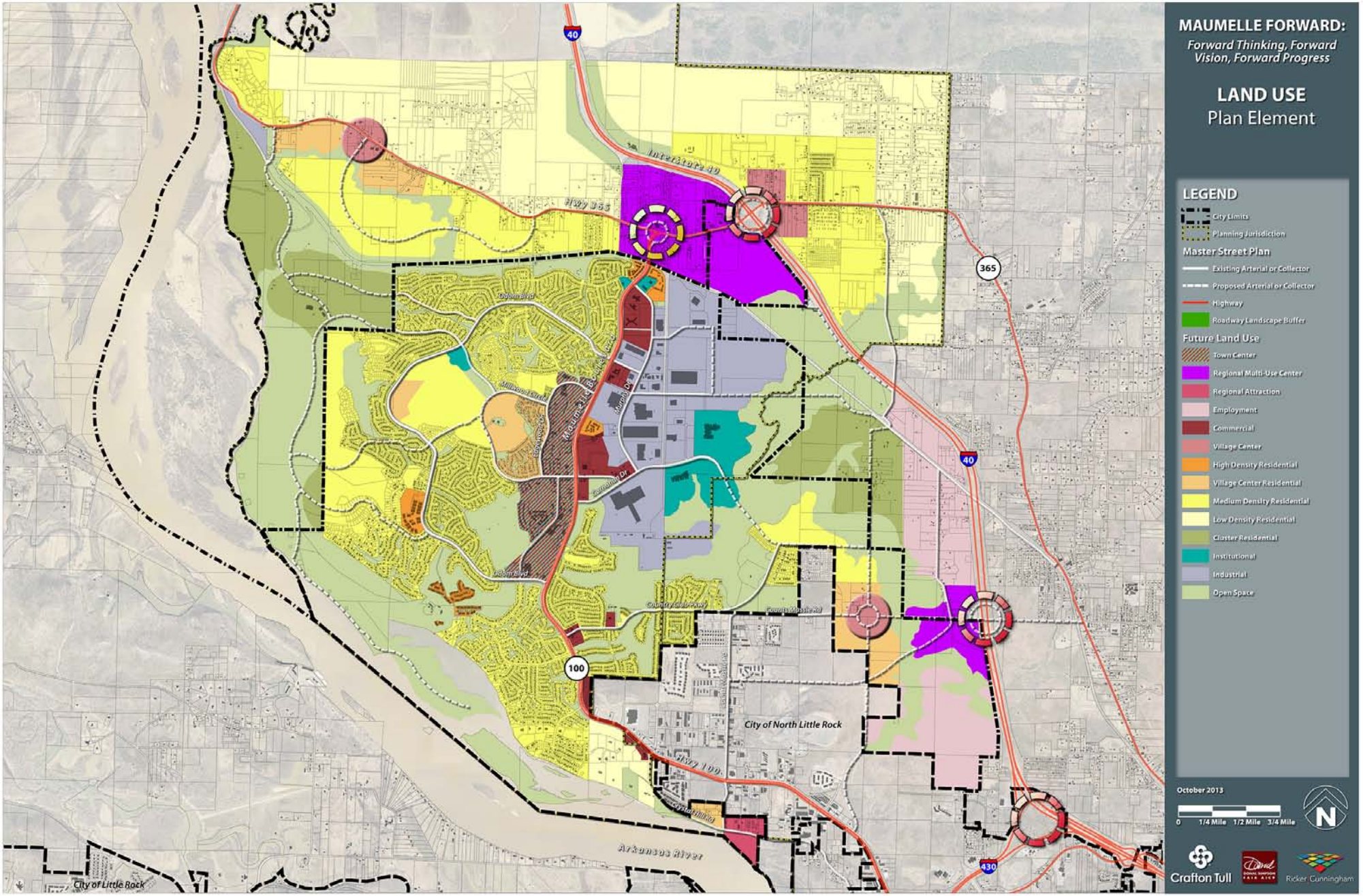
Land uses for governmental, educational, religious structures and public services (police, fire, utilities etc.). These uses may occur throughout the community adjacent to other non similar uses but are often located in or near the Town Center.

Industrial

A district of large lots for manufacturing and supply companies, distribution centers and corporate offices are located adjacent to multi-modal transportation (rail, highway, or river). Industrial districts are typically located near commercial areas and not adjacent to residential uses.

Open Space

Parks, land area, wetland and/or bodies of water under common ownership intended for public use and/or preserved for its intrinsic values to nature and the community. Open space may include passive or active recreational uses or be protected from development due to topography, unique natural conditions or proximity.


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
LAND USE
Plan Element
LEGEND
City Limits
Planning Jurisdiction
Master Street Plan
Existing Arterial or Collector
Proposed Arterial or Collector
Highway
Roadway Landscape Buffer
Future Land Use
Town Center
Regional Multi-Use Center
Regional Attraction
Employment
Commercial
Village Center
High Density Residential
Village Center Residential
Medium Density Residential
Low Density Residential
Cluster Residential
Institutional
Industrial
Open Space
October 2013
0 1/4 Mile 1/2 Mile 3/4 Mile
N
Crafton Tull
Ricker Cunningham
Interstate 40
Hwy 365
Odom Blvd
Millwood Lake
Maumelle Blvd
Maple Dr
Eunice Dr
Country Club Pkwy
County Line Rd
Hwy 100
Arkansas River
City of North Little Rock
City of Little Rock
40
365
100
430

Goals and Policies

Goal 1: Encourage land uses that reinforce Maumelle's community character and that are market supported.

Maumelle has a unique community character that attracts residents and industry alike. A greater variety of land use options are needed to balance the community as it continues to grow. The new uses need to be market supported to ensure success both physically and fiscally.

Policy LU 1.1 Area A: Town Center

- Preferred land uses are community-oriented commercial and retail options with supporting residential uses.
- Mixed use is encouraged.
- Vertical mixed uses are encouraged.
- Village Center residential land uses, located within the Town Center, may vary in density and character from surrounding single family neighborhoods.

Policy LU 1.2 Area B: Industrial Park

- Preferred land uses are industrial and supporting commercial uses, though some existing institutional and multi-family currently exists within the area.
- Rail access is available for lots adjacent to the existing rail lines.
- Encourage sustainable facilities, including those that are built to Leadership in Energy and Environmental Design (LEED) standards.

Policy LU 1.3 Area C: Existing Neighborhoods

- Preferred land uses are single family neighborhoods with an inter-connected open space network.
- Parks, golf courses, and other open space amenities are encouraged.
- Supporting institutional uses are scattered throughout.

Policy LU 1.4 Area D: Riverfront

- Preferred land uses are cluster development, open space (active & passive uses), river related amenities as a regional destination with supporting village center commercial.
- Cluster development residential neighborhoods should be located to lessen impact on natural systems.
- Views to River and Pinnacle Mountain should be protected.

Policy LU 1.5 Area E: Regional Multi-Use Centers

- Preferred land uses are regionally-oriented commercial mixed use centers and employment centers, locally oriented village centers with supporting residential and open space.
- Mixed use is encouraged in the multi-use areas and village centers with appropriate vertical densities.
- Employment areas should target corporate headquarters that desire interstate access.
- Continuation of open space amenities.

Policy LU 1.6 Area F: Open Space Neighborhoods

- Preferred land uses are open space and residential (existing estate lots, new single family neighborhoods).
- Continuation of open space amenities with connections to the middle & high schools.

Policy LU 1.7 Area G: Village Centers

- Preferred land uses are village centers (neighborhood-scale commercial) with a variety of residential types (village center, medium density, cluster) as well as new single family neighborhoods.
- Continuation of open space amenities.

Policy LU 1.8 Area H: Estate Neighborhoods

- Preferred land uses are predominately low density residential.
- Several single family neighborhoods exist.
- Low density estate lots should reflect the character of the area.
- Continuation of open space and trail connections throughout

Policy LU 1.9 Gateways: Regional and Citywide

(see also Community Character, Goal 4)

- Protect the "front door" image of the community with appropriate land uses and development types.
- Preferred regional gateway land uses at the Morgan interchange (Area E) and the third entry (Area E) are multi-use or mixed-use commercial.
- Preferred citywide gateway along Highway 365 land use should emulate entries along Highway 100 in a boulevard style, residential setting.

Policy LU 1.10 Regulation

- Update and adopt the future land use map, to reflect the goals of the Strategic Plan
- Update and adopt a revised zoning map, to reflect the goals of the Strategic Plan

Goal 2: Promote a diversity of land uses (residential, retail, industrial, parks, etc.)

The goal of diverse land uses is one that makes financial sense. According to the fiscal analyses developed to study alternative growth scenarios in Maumelle, additional commercial uses will strengthen, help balance the community, provide needed tax revenue, and attract visitors from the region. A diverse offering of residential choices will help provide an option to age in place and attract young professionals who may be looking for a more urban living option. All this can be achieved within the goal of preserving Maumelle's safe, small town atmosphere.

Policy LU 2.1 Housing Types: Revise zoning and subdivision ordinances to accommodate a wider variety of housing types (for example, include an additional single-family detached district to allow more than 6 dwelling units per acre (du's/ac), or allow accessory dwelling units, such as mother-in-law quarters).

Policy LU 2.2 Cluster Development: Revise zoning and subdivision ordinances to allow cluster-style development within R-1 and R-2 zoning classifications.

Policy LU 2.3 Investment Partner: Seek an investment partner to initiate development in Town Center (Area A).

Policy LU 2.4 Mixed Use: Encourage mixed use developments in Regional Center Area E, near the Morgan interchange.

Policy LU 2.5 Employment Center: Encourage Employment Center growth by attracting corporate headquarters (office) to locate along Interstate 40 at the third entry.

Goal 3: Encourage mixed-use development in appropriate areas.

Community surveys provided insight that the residents of Maumelle know they may not be able to age in place, since most residential options are detached, two-story, single-family homes with large yards. Empty nesters may not wish for the upkeep that most homes in Maumelle require. Ironically, the similar residential option that some seniors desire is what may also attract the young, single professional demographic that is currently missing in Maumelle. A mixed-use option with retail uses at street level with residential or office uses above, in a walkable setting with a diversity of commercial offerings, can provide living opportunities that don't currently exist in Maumelle. This mix of uses may be accommodated at varying densities in the current Town Center, the proposed Village Centers, and in the Regional Centers to be located at the third entry and at the Morgan interchange.

Policy LU 3.1 Multi-Use: Multi-Use designations should accommodate regional or local retail, integrated with appropriate office, institutional and residential developments.

Policy LU 3.2 Mixed Use Allowance in Zoning Codes: Revise zoning and subdivision ordinances to allow mixed-use developments within the PCD (Planned Commercial District), PRD (Planned Residential District), C-1 Village Center, and C-2 Town Center zoning areas.

Policy LU 3.3 Mixed Use Locations: Encourage mixed use in Areas A: Town Center, Area E: Regional Multi-Use Centers, and Area G: Village Centers.

Goal 4: Consider growth in strategic, implementable phases, or horizons, over time.

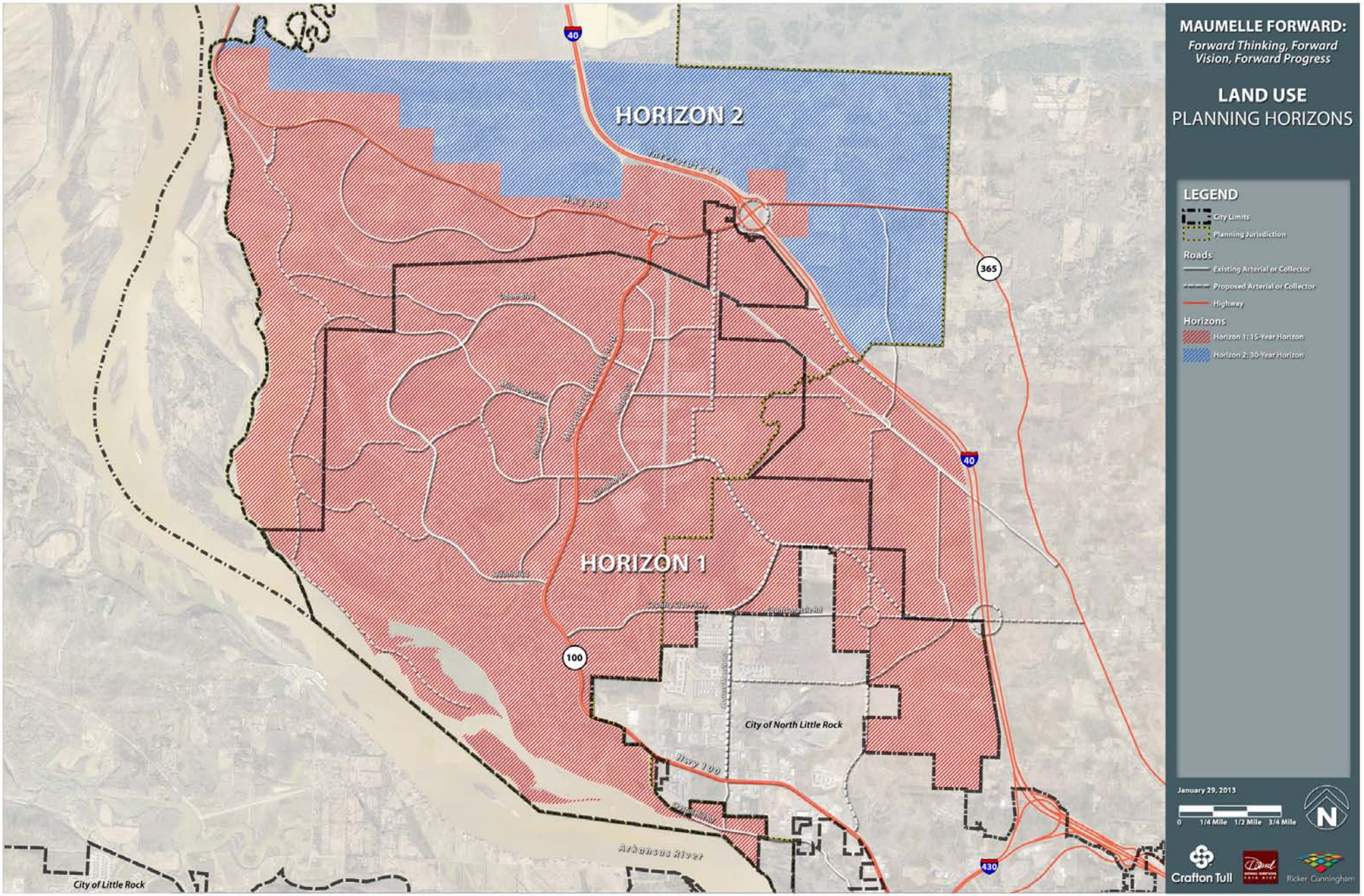
Annexation may be necessary to meet the needs of a growing community within Maumelle's Planning Jurisdiction. Expanding the boundary to borders like Interstate 40 and north of Highway 365 in incremental steps will solidify Maumelle's perimeter and direct appropriate land uses on the edges.

Policy LU 4.1 Planning Jurisdiction Boundary: Modify the Planning Jurisdiction boundary to include all property east of Maumelle to I-40 from the third entry north to Highway 365, as well as strategic parcels located east of I-40 at the third entry.

Policy LU 4.2 Targeted Annexation: Pursue annexation in a targeted, strategic manner so as to not overwhelm the ability to provide City services.

Policy LU 4.3 Annexation Horizons: Annex to accommodate anticipated growth within the next 15 years (the 15-year horizon, or Horizon 1), regulating the 30-year horizon (Horizon 2) as urban fringe to remain unincorporated (differentiate targeted areas for future growth from areas to remain in the urban fringe of Maumelle).

Policy LU 4.4 Planning and Zoning in Planning Jurisdiction: Uphold subdivision regulations within the Planning Jurisdiction; in the future, consider implementing zoning within the jurisdiction to the extents allowed by state law.


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
LAND USE
PLANNING HORIZONS
LEGEND
City Limits
Planning Jurisdiction
Roads
Existing Arterial or Collector
Proposed Arterial or Collector
Highway
Horizons
Horizon 1: 15-Year Horizon
Horizon 2: 30-Year Horizon
January 29, 2013
0 1/4 Mile 1/2 Mile 3/4 Mile
N
Crafton Tull
Ricker Cunningham
HORIZON 2
HORIZON 1
City of North Little Rock
City of Little Rock
Arkansas River
Hwy 100
Hwy 365
Interstate 40
40
365
100
430

Outcomes

Comparisons

In order to gauge planning decisions made during Maumelle FORWARD with current and projected conditions, land areas were calculated in each of five (5) conditions: Existing Land Use (how the land is distributed now), Existing Zoning (how the land is zoned for current and future development), Future Land Use (Maumelle FORWARD, Horizon 1 projections), Future Land Use (Maumelle FORWARD, Horizon 2 projections), and Future Land Use (Maumelle FORWARD, buildout conditions). Each of these conditions can be compared to the current successes or shortcomings of the land distribution and tax base found within Maumelle today.

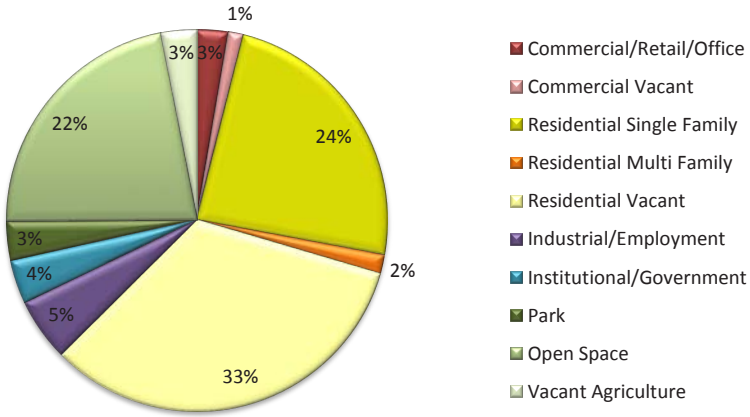
1. Existing Use

The existing land uses, according to the Pulaski County Tax Assessor and as verified by Crafton Tull ground observation, reflect the following percentages of total land in today's corporate limits of Maumelle: 33% vacant residential, 24% single family residential, and 22% open space. Only 3% is currently in commercial use, and 5% is in industrial use.

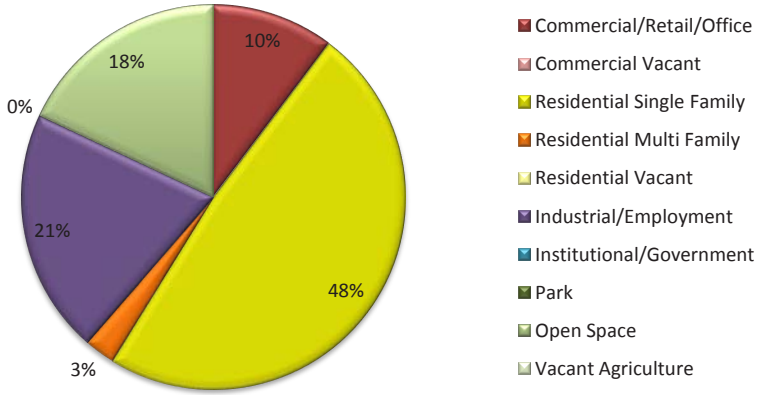
2. Existing Zoning

According to existing zoning maps, 48% of the total land area in Maumelle's corporate limits is slated for single family residential development. Industrial zoning attributes to 21%, and 10% is zoned for commercial uses. Open space zoning is 18% of the total.

Existing Use
(per tax maps, ground observation)



Existing Zoning



3. Maumelle FORWARD Horizon 1

As part of Maumelle FORWARD, a framework plan was developed over two planning horizons. The first includes the buildout of the present day corporate limits and expansion to the Arkansas River, I-40, and Highway 365. Under this horizon, 43% of land would be single family residential, 30% open space, 10% commercial, and 14% industrial.

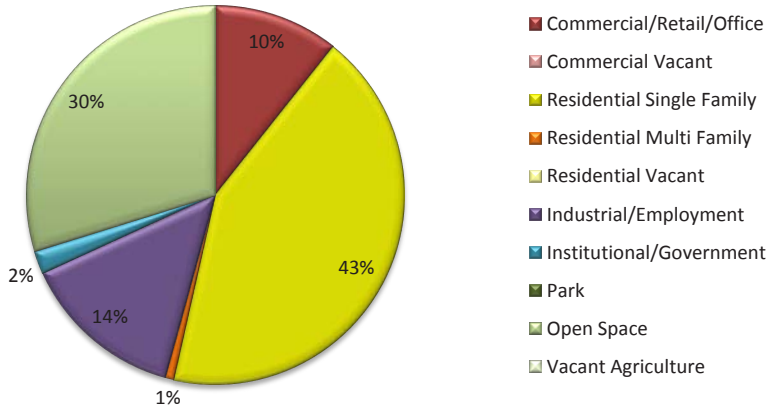
4. Maumelle FORWARD Horizon 2 (no pie chart)

The second planning horizon under Maumelle FORWARD further expands the city's boundaries within its current planning jurisdiction north to the bean fields. Approximately 93% of this expansion would be in the form of single family residential, since there are several existing neighborhoods within this area. This expansion should be carefully considered by city leaders as the cost of city services versus the benefit of having jurisdiction over these areas is weighed.

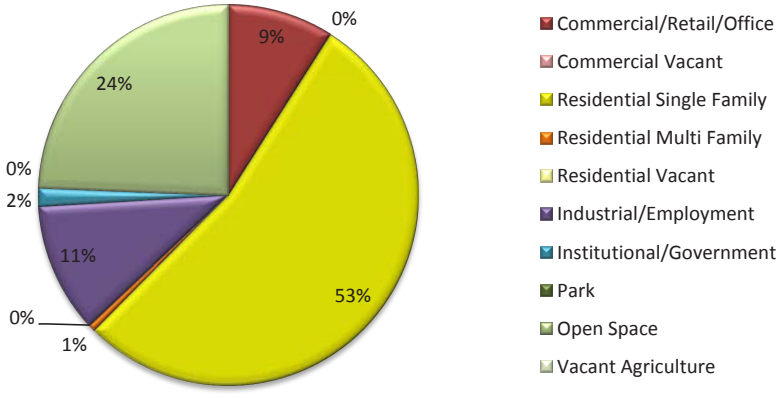
5. Maumelle FORWARD Buildout (City Limits + Horizon 1 + Horizon 2)

Ultimate buildout (which includes both Horizon 1 and Horizon 2), according to the Maumelle FORWARD Land Use Element, would include 53% of land in single family residential use, with 24% open space, 11% industrial, and 9% commercial.

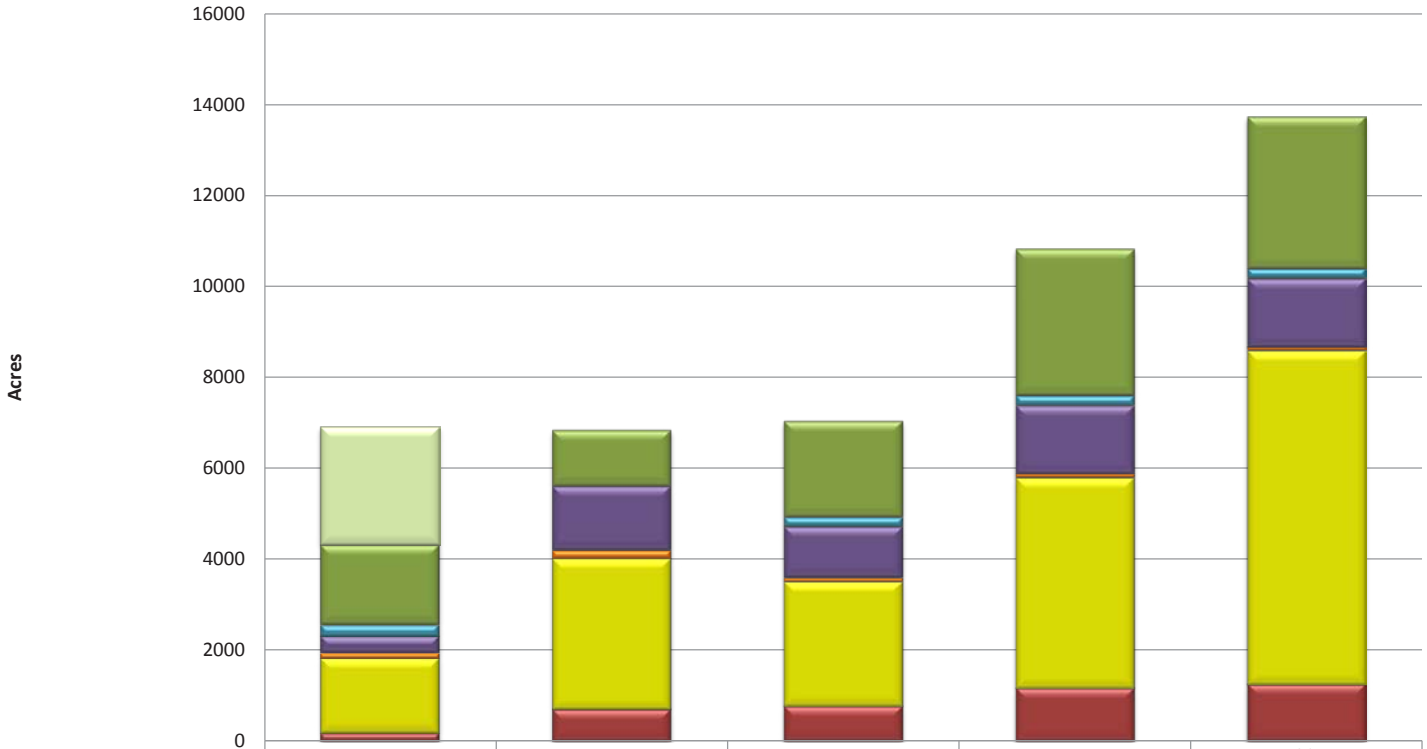
Future Land Use: Horizon 1 (Mid Term)



Future Land Use: Buildout
(Land Use Element)



Land Use Designation Comparison



	Existing Use	Existing Zoning	FLU City Limits	FLU Horizon 1	Buildout
Vacant	2585	0	0	0	0
Parks/Open Space	1753	1233	2106	3220	3345
Institutional/ Government	254	0	214	214	214
Industrial	369	1411	1123	1513	1513
Multi-Family Residential	115	177	82	82	82
Single-Family Residential	1653	3323	2749	4636	7339
Commercial/ Retail/Office	181	701	768	1154	1236

The Land Use Designation chart, above, compares the acres of each land use, per the phases of development described above: Existing Use, Existing Zoning, and Maumelle FORWARD FLU (future land use): City Limits only, Horizon 1, and Buildout (the expansion into and including Horizon 2). The progression from current uses within the existing city limits (compared to the existing zoning map) to the first horizon of growth and development, and ultimately to buildout (including urban fringe Horizon 2) is depicted.

Fiscal Impact Analysis

As with the previous comparison of land use scenarios, a similar fiscal impact analysis was completed for the Land Use Plan, evaluating its impact on the City's operating budget over time, or its fiscal "prudence". Table 5.1 summarizes this fiscal impact analysis. Horizon 1 assumes new growth in the City and strategic annexation of parcels in the County to accommodate economic development. Horizon 2 assumes the remaining buildout of parcels annexed in the County within the Planning Jurisdiction and as depicted on the Land Use Map.

Conclusions

As shown, the Land Use Plan has the potential to generate a healthy fiscal surplus for the City over both of the analysis horizons. A key element in realizing these fiscal surpluses is the early acquisition of strategically-located land to accommodate economic development (commercial and employment uses). Without this additional land, the City will face the fiscal imbalance that most "bedroom communities" face, i.e., high service costs associated with residential land uses and low tax revenues generated by nonresidential uses.

Table 5.1: Land Use Plan Fiscal Impact Comparison

Preferred Land Use Fiscal Impact Summary

Fiscal Impact Factor	Maumelle Preferred Scenario	
	Horizon 1	Horizon 2
Estimated New Development In Place (Units/Sq Ft):		
Residential (Units)	8,940	10,950
Retail (SF)	4,500,000	4,800,000
Office/Industrial (SF)	8,900,000	9,100,000
Estimated Annual Revenues by Type:		
Property Tax	$5,994,567	$6,818,901
Sales Tax	$12,931,875	$13,794,000
Other Revenues*	$5,023,797	$5,752,029
Total New Annual Revenues to City:	**$23,950,239**	**$26,364,931**
Estimated General Fund Expenditures by Department:		
General Government/Administration	$3,495,175	$3,947,478
Public Safety	$8,262,756	$9,332,021
Community Development	$987,113	$1,114,853
Parks and Recreation	$2,805,420	$3,168,464
Public Works	$1,143,042	$1,290,960
Streets and Sanitation	$3,533,346	$3,990,589
Total New Annual Service Costs to City:	**$20,226,852**	**$22,844,365**
Total Net Annual City Surplus (Deficit):	**$3,723,387**	**$3,520,566**
% Net Annual City Surplus (Deficit):	**16%**	**13%**

* Includes Franchise Fees, Licenses and Permits, Charges for Services, Fines and Misc. Revenues.
Source: City of Maumelle, Crafton Tull, and Ricker|Cunningham.

Other observations regarding the land use plan's impact on the City's budget include:

- Responds better to market forces – more balanced mix of housing, commercial and employment uses
- Shows that higher density uses can result in higher cost/value relationship
- Results in sustainable *net fiscal surplus* over time
- Represents a strategic *integration* of high-value land uses + *balanced* mix of revenue generators and cost producers = fiscal health

Zoning Conflicts

The conflicts between existing zoning and the Land Use Element have been identified for purposes of information and/or necessary action to remediate. These conflicts have been defined as follows and are reflected on the Zoning Conflicts graphic, right:

Lateral Move: Nomenclature varies slightly between the zoning classification and the proposed land use description. Though the intent of the use of the land is largely the same between the two documents, modifications have been made to reflect the community vision as documented during the Maumelle FORWARD planning process. This can be resolved by language modifications to the zoning classifications to allow an expanded variety of uses.

Upzone: The Land Use Element proposes a more intense use than is currently allowed via existing zoning. This occurs in areas where redevelopment is applicable in the future.

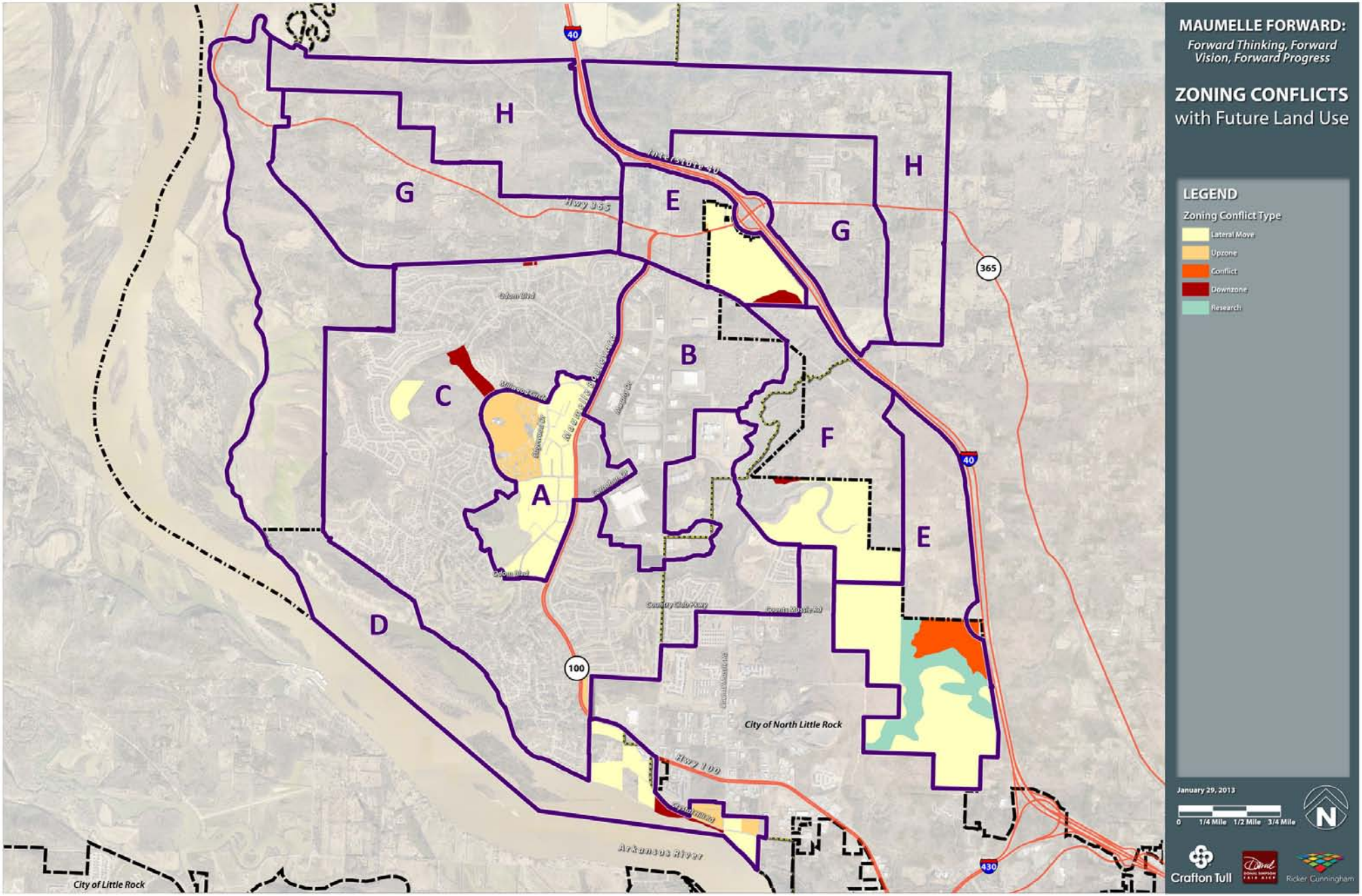
Conflict: The existing zoning and the Land Use Element propose two differing uses. For example, the proposed land use of a Regional Multi-Use Center west of the third entry conflicts with the property's existing I-1 zoning classification.

Downzone: Existing zoning allows uses of greater intensity on the site than does the Land Use Element. These changes should be implemented through the purchase or acquisition of such properties, as actual downzoning (the rezoning of the property to accommodate the Land Use Element) would not be feasible.

Research: Zoning and the Land Use Element may not conflict, due to other agreements or easements.

These zoning conflicts occur for three identifiable reasons, each in keeping with the community vision established in Maumelle FORWARD:

1. To position properties in the Town Center to develop or redevelop with an expanded variety of options.
2. To position properties for appropriate development options at both interchanges.
3. To focus on the appropriate development types along the Arkansas River.


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
ZONING CONFLICTS
with Future Land Use
LEGEND
Zoning Conflict Type
Lateral Move
Upzone
Conflict
Downzone
Research
January 29, 2013
0
1/4 Mile
1/2 Mile
3/4 Mile
N
Crafton Tull
Ricker Cunningham
A
B
C
D
E
F
G
H
City of North Little Rock
City of Little Rock
Arkansas River
Hwy 365
Hwy 100
Interstate 40
40
365
100
430

Glossary of Land Use Element Terms

Existing Zoning Descriptions

The following are current zoning descriptions found in the City of Maumelle Code of Ordinances – Chapter 94 Zoning Regulations.

C-1 Village Center

Designed to serve the retail needs of the surrounding residential neighborhood and should be within walking distance of residential areas.

C-2 Town Center

The central focus of the community with the greatest concentration of commercial and office activity. Public functions (i.e. city offices, police, fire, library) are located here with major retail shopping, consumer services, office and multifamily residential developments.

C-3 Commercial Service

Intended locations for retail sales, service and storage serving the city population and the land owners within the industrial park and town center areas.

C-4 Highway Commercial

An area of retail establishments that cater to the traveling public located near the Interstate 40 and State Highway 365.

I-1 Industrial Park District

Designed to provide a park like development for industry.

OS Open Space

Set aside open space whether for institutional reasons or aesthetic reasons or for the protection of land area where natural topography creates practical difficulty for urban development.

FW Floodway District

Designated areas where special flood hazards exist.

PRD Planned Residential District

Planned residential projects intended to accommodate a variety of housing styles and densities and may include retail commercial activities geared to the PRD residential market.

PCD Planned Commercial District

Planned commercial projects intended to encourage clusters, centers and preplanned groupings of buildings within areas specifically designed to accommodate mixed uses and to discourage the proliferation of freestanding commercial or industrial uses along thoroughfares.

R-1 Single-Family Detached

Allows up to 6 dwelling units per acre. A zero-lot line option is included.

R-2 Multifamily

Allows up to 10 dwelling units per acre up to 40' tall.

R-3 Multifamily

Allows up to 35 dwelling units per acre and up to 125' tall.

R-4 Manufactured Home District

Allows for lots designed and intended for manufactured homes.

R-5 Manufactured Home Parks

Provides an area for two or more manufactured homes on a parcel of land under single ownership.

Existing Land Use Descriptions

The following is an assessment of uses currently in place in the City of Maumelle, as identified for taxation purposes by the Pulaski County Treasurer's Office and field verified by Crafton Tull. Additional land use categories were added by Crafton Tull to further distinguish existing land uses.

Existing Land Use Categories: Residential Uses

Single-Family Residential

Residential lots containing a single permanent living structure, housing one family.

Town Homes/Condominiums

Residential attached structures with outside doors for each unit similar to row houses. Condominiums are multi-family residential units in which one owns the interior of the unit and shares maintenance and upkeep on common areas with the other unit owners (i.e. pool, park space, drives, etc).

Multi-Family Residential

Residential development housing more than one family in one building (i.e. duplexes, triplexes, etc.) and/or several buildings within one complex, such as apartments.

Mobile Home

Residential developments containing manufactured homes.

Existing Land Use Categories: Non-Residential Uses

Commercial/Retail/Office

Commercial, retail and office uses with single or multi-level structures built for the purpose of providing goods or services.

Health/Nursing/Assisted Living

Medical uses related to clinics, nursing facilities and medical care living facilities.

Public: Government

Land uses owned and/or occupied by City owned entities, such as City Hall, libraries, police, fire.

Public: School

Institutional use related to primary and secondary education for children that live in the region.

Quasi-Public: Institution

Institutional uses in private ownership, such as private or charter schools.

Quasi-Public: Church

Institutional uses related to religious facilities and services.

Public: Park

Open space designated for active and passive recreational uses.

Public: Open Space

Land area, wetland and/or bodies of water under common ownership intended for public use and/or preserved for its intrinsic values to nature and the community.

Quasi-Public: Cemetery

Open space that is privately owned yet open to the public at prescribed visitation times.

Quasi-Public: Open Space

Open space that is not developable, but is not publicly owned.

Light Industrial

Light manufacturing or production, distribution, and warehousing that does not create significant pollution or risk of contamination.

Transportation

Vehicular road network, rail lines and pedestrian trail network in and around the community.

Utilities

Land owned by or utilized by local service providers (electricity, water, gas etc).

Agriculture

Land that is intended for cultivation and production of crops and raising of livestock.

Vacant Agriculture

Vacant land that is currently being taxed as agriculture with no active agricultural uses.

Vacant Residential

Vacant land that is currently being taxed as residential with no dwelling structure.

Vacant Non-Residential

Vacant land that is currently being taxed as commercial land with no structure or active use.

Vacant Industrial

Vacant land that is currently being taxed as industrial land with no structure or active use.

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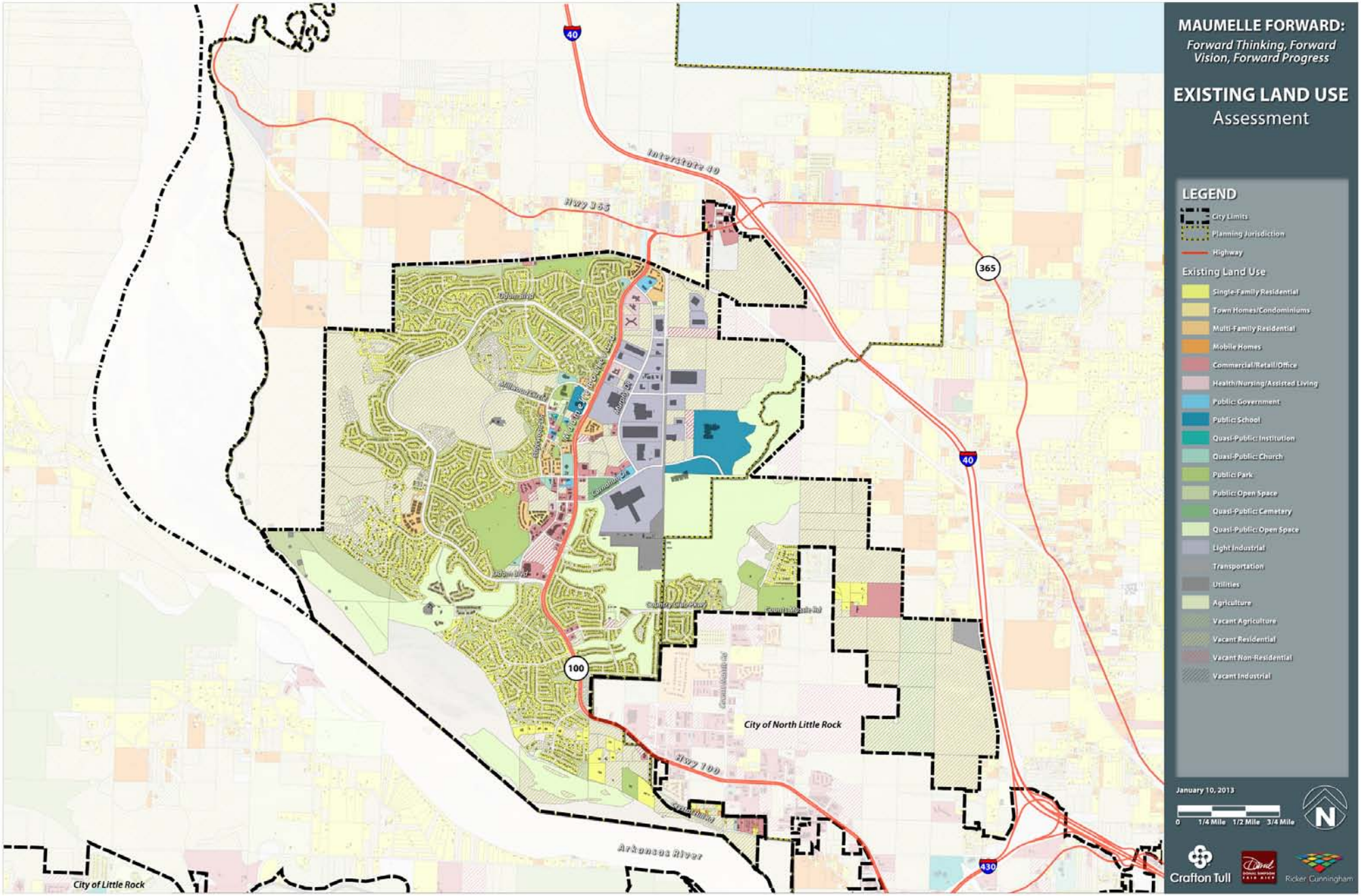
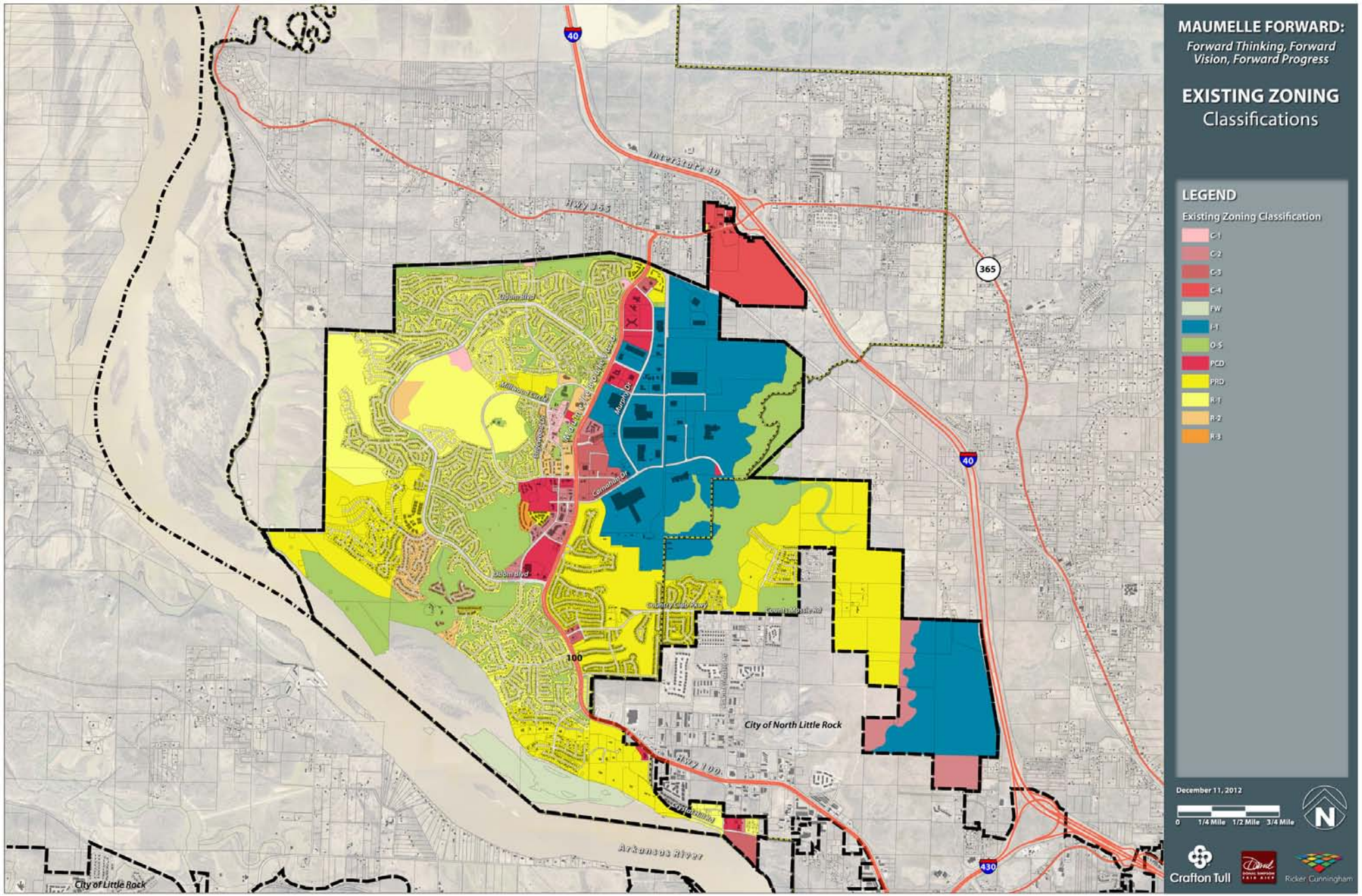

MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
EXISTING LAND USE
Assessment
LEGEND
City Limits
Planning Jurisdiction
Highway
Existing Land Use
Single-Family Residential
Town Homes/Condominiums
Multi-Family Residential
Mobile Homes
Commercial/Retail/Office
Health/Nursing/Assisted Living
Public: Government
Public: School
Quasi-Public: Institution
Quasi-Public: Church
Public: Park
Public: Open Space
Quasi-Public: Cemetery
Quasi-Public: Open Space
Light Industrial
Transportation
Utilities
Agriculture
Vacant Agriculture
Vacant Residential
Vacant Non-Residential
Vacant Industrial
January 10, 2013
0 1/4 Mile 1/2 Mile 3/4 Mile
N
Crafton Tull
Ricker Cunningham
Interstate 40
Hwy 365
Hwy 100
Arkansas River
City of North Little Rock
City of Little Rock
365
40
100
430


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
EXISTING ZONING
Classifications
LEGEND
Existing Zoning Classification
C-1
C-2
C-3
C-4
FW
I-1
O-S
PCD
PRD
R-1
R-2
R-3
December 11, 2012
0 1/4 Mile 1/2 Mile 3/4 Mile
N
Crafton Tull
Ricker Cunningham
Interstate 40
Hwy 365
Millwood Circle
Millwood Dr
Murphy Dr
Carnahan Dr
Dodson Blvd
Country Club Pkwy
Country Club Rd
Hwy 100
Arkansas River
City of North Little Rock
City of Little Rock
40
365
100
430

molex

Chapter Six: Economic Development

Overview

The purpose of the Economic Development Element is to give direction to future policy, regulating and funding decisions that will serve to move forward the vision and goals established during the Maumelle FORWARD strategic planning process.

Vision and Goals

As expressed earlier in the Land Use Element, the following Vision Statement and Community-wide Goals were expressed to guide decisions and recommendations in the context of advancing Maumelle FORWARD.

Vision Statement

Maumelle aspires to be a vibrant, economically healthy city that maintains its sense of community while embracing a forward-thinking attitude.

Community-wide Goals

- Approach growth in a strategic, targeted manner that meets the needs of people across the age spectrum.
- Preserve Maumelle's safe, small town atmosphere.
- Ensure the conveniences of living in Maumelle (proximity, ease of access, local services).
- Support the quality of local schools in a proactive manner.

Definition of Economic Development – Economic development refers to the sustained, concerted actions of communities and policymakers that improve the standard of living and economic health of a specific locality. Source: whatiseconomics.org

Land Use Goals

Land Use Goals developed during Maumelle FORWARD that relate specifically to land use (and as presented earlier) include the following:

1. Encourage land uses that reinforce Maumelle's community character that are market supported.
2. Promote a diversity of land uses (residential, retail, industrial, parks, etc.).
3. Encourage mixed-use development in appropriate areas.
4. Consider growth in strategic, implementable phases, or horizons, over time.

Economic Development Goals

Economic Development Goals developed during Maumelle FORWARD were deemed to be in support and furtherance of the Land Use Goals. These include the following:

1. Monitor and champion existing businesses that are consistent with the expressed vision, particularly those that advance the goals expressed herein.
2. Maintain a stronger housing to jobs balance in an effort to improve the area's quality of life while minimizing infrastructure impacts.
3. Be a supportive environment for existing businesses that are consistent with the expressed vision, particularly those that advance the goals expressed herein.
4. Be regionally-recognized as a viable business "address" with a full complement of economic development infrastructure including access to multiple modes of transportation, adequate housing, natural amenities, services and entertainment, room for expansion and favorable political environment.

Plan Areas Overview

Whereas economic development initiatives are the actions of a community to create and maintain a favorable environment for its residents and business interests, these efforts are most visible in their choice of land uses and the character of development that is realized. The health of a community's fiscal balance sheet is based directly on the policies that inform decisions in both of these arenas.

The Land Use Plan Element of this Maumelle FORWARD document speaks to eight areas of the community where the City's economic development agenda will be targeted. These include: Town Center, Industrial Park, Existing Neighborhoods, Riverfront, Regional Multi-Use Areas, Open Space Neighborhoods, Village Centers, and Estate Neighborhoods.

Too often lay people assume that economic development programs are limited to efforts associated with primary job creation. Others accept that economic development can also involve the recruitment of commercial operators (service wage job generators). However, very few understand that a comprehensive economic development strategy also speaks to quality of life factors for which future employers will depend in order to attract quality employees including: the housing inventory (broadly representative), public amenities, education infrastructure, image and service levels.

The Economic Development Goals identified above are broadly representative of all aspects of a comprehensive economic development program for Maumelle. The policies that follow each goal offer greater specificity with regard to the public initiatives which will need to be prioritized and advanced in order to achieve the community's vision.

Ribbon cutting

Maumelle Business Expo

Photos courtesy of the City of Maumelle

Part 2: Goals and Policies

Goal 1: Monitor and champion existing businesses that are consistent with the expressed vision, particularly those that advance the goals expressed herein.

The primary purpose behind economic development is to achieve new gains in the economic growth of the community. This most often means creating business activity and jobs that increase the earnings of residents that will in turn be reinvested into the community. By shortening the commute between home and work, you not only enhance the residents' quality of life (less time on the road), but also improve the community's fiscal balance sheet. With a diversity of employment offerings, the community is less dependent on a single industry or source of revenue for its sustainability during potential economic cycles of growth and decline. Additionally, you are better positioned to attract a broader skill set, which correspondingly helps in attracting new employers. Diversification of a Maumelle's economic base through the attraction of new and expansion of existing commercial and industrial business, and public support of its economic development "infrastructure" will be essential for the long-term health and viability of the community. Locations where the community should direct employment uses include: all existing and future gateways, potential annexation areas currently located within the extra territorial jurisdiction and any infill sites with access to regional transportation improvements and compatible with surrounding uses.

Policy ED 1.1

Encourage participation by local industries in service organizations for the purpose of solidifying their presence in the community and offering them a venue to talk about service support.

Policy ED 1.2

Meet with representatives of various service organizations, discuss areas of overlap and redundancy and encourage them to be a conduit between government and industry. Promote alignment in expanding a sense of and commitment to the community.

Policy ED 1.3

Meet with representatives of local and regional newspapers and explain the vision for the community and its desire to communicate a pro-business and pro-quality investment environment. Collaboratively develop a communications plan where information flows directly from the City to these organizations in an effort to encourage the highest level of accuracy.

Goal 2: Maintain a stronger housing to jobs balance in an effort to improve the area's quality of life while minimizing infrastructure impacts.

Two primary goals emerged from the planning process that directly informed this economic development element. First, citizens stressed their deep commitment to maintaining some autonomy within the region (stand along community). Second, they wanted to maintain existing service and quality levels. What became apparent to those that participated was the connection between commerce and industry and fiscal independence. While some may have gone into the process generally opposed to "commercial growth," many left understanding that if targeted, directed and controlled, it could be part of the strategy to advance the goals stated above. Whereas residential uses tend to cost community money through the provision of services, non-residential uses tend to make a community money, thereby providing the resources to fund service levels. While Maumelle currently maintains a modest

level of commercial and industrial space, a fiscal impact analysis of its existing developed and undeveloped land base illustrated the need for additional non-residential development, as well as improvements in its existing base. Several locations, both within and outside the existing planning area, were identified that could host these improvements, while not negatively impacting existing neighborhoods.

Policy ED 2.1

Take the results of the business survey completed during the planning process and share information related to the number of employees who commute in with area developers to prove up support for a greater diversity of housing products.

Policy ED 2.2

Solicit the interest of targeted developers with experience working in infill locations. Share the market information prepared for this effort and discuss the possibility of supporting them in advancing a demonstration housing project (a product that does not exist in the market today).

Goal 3: Be a supportive environment for existing businesses that are consistent with the expressed vision, particularly those that advance the goals expressed herein.

See discussion under Goal 2 above.

Policy ED 3.1

Establish a "buy local" campaign to support Maumelle businesses and include in all communications a map and list of local businesses.

Policy ED 3.2

Work with local merchants and service organizations to develop a sign program.

Policy ED 3.3

Investigate the feasibility of creating a Maumelle Merchants Association, or at a minimum, a committee.

Policy ED 3.4

Design an interactive program for citizens that explains the choices and consequences of the decisions of municipal staff, leaders, and elected and appointed officials in an effort to heighten education and awareness.

Policy ED 3.5

Review current ordinances that are perceived or real barriers to investment (reasons for retailers and other businesses to choose another location than Maumelle), investigate their evolution and intent, and determine if they are still applicable in the current development cycle.

Policy ED 3.6

Solicit ideas for local festivals that could attract regional attention, yet feature local merchants, restaurants and talent.

Policy ED 3.7

Complete a feasibility study of building a bridge over the rail, particularly in the vicinity of the industrial park. Its purpose would be to alleviate traffic congestion and offer an alternative route in the event of accident on the rail line.

Policy ED 3.8

Solicit testimonials by area developers and businesses regarding the city's business-friendly environment and use them in future marketing materials.

Goal 4: Be regionally-recognized as a viable business "address" with a full complement of economic development infrastructure, including access to multiple modes of transportation, adequate housing, natural amenities, services and entertainment, room for expansion and favorable political environment.

In order to attract quality commercial and industrial uses to Maumelle, the local leadership must consider its economic development "infrastructure" in a holistic way and understand the connections between uses, spaces and quality of life that then translates into commerce. The location and character of land uses can be as impactful on community image and perceptions as the quality of their roads and open spaces. Strong relationships between housing and commercial districts, their proximity to employment centers, high standards of development quality, and a comprehensive approach to connecting places to people are what give communities their identity and are essential elements of any economic development initiative.

Local government has the largest and longest-term interest and responsibility in a community's economic sustainability. Therefore, under any plan, the public entity needs to have strong involvement, a visible presence, and always provide continuing leadership. Through a system of regulations and incentives that reflects current industry trends while maintaining local standards, the City will be better positioned to effectively leverage private investment and thereby further their goal for quality economic growth in the community.

Policy ED 4.1

Make trail connections (bike and pedestrian) a priority capital improvement. Note: Ensure neighborhoods and business centers are fully connected to each other, as well as other centers of activity.

Policy ED 4.2

Prepare an improvement master plan for the city's existing industrial park that includes gateway enhancements, signage, and recreation areas that gives it an identity and business "address."

Policy ED 4.3

Identify areas where the city could grow its industrial base, particularly near or along major transportation corridors, both within and outside of the city's municipal boundaries. Note: See INRE Policy 3.1.

Policy ED 4.4

Evaluate the feasibility of creating a Maumelle School District - understanding the legal, economic, and logistical implications and correspondingly the benefits.

Policy ED 4.5

Meet with medical service providers to understand their perceptions of the market and any plans to expand or diversify. Assist where possible in order to maintain this critical component of the area's economic development infrastructure and resource that will allow the city's residents to age in place.

Policy 4.6

Investigate the feasibility of, and interest in, having local/regional industry finance the "third entry" with repayment by local, state, federal sources over an agreed upon period of time.

Chapter Seven: Infill & Redevelopment

Overview

The purpose of the Infill & Redevelopment Element is to ensure that the City's policies and programs reflect current and anticipated market trends, so as to be competitively relevant, and a private sector perspective of investment challenges. Successful public-private partnerships are the bridge that advance difficult, yet meaningful projects with a community benefit.

One of the most important attributes appreciated and worthy of preservation, as identified by citizens during the planning process, is Maumelle's small town character and unique community image. As discovered, there are many components that combine to create a community's image and character, and Maumelle has taken several steps to preserve and strengthen those elements. Perhaps the most effective action has been to preserve and protect its open and public spaces, and foster a favorable climate for single family and industrial park development. Going forward, with limited land remaining for development and even fewer redevelopment opportunities, the city's future fiscal health will be dependent on equal emphasis on infill development and strategic extraterritorial annexations.

There is a significant amount of information that supports the fact that infill development is more difficult and costly than development on the fringe of a community. However, from a fiscal perspective, infill development takes advantage of existing infrastructure and is frequently more appropriate for land uses and products that do not currently exist – higher density housing types, mixed-use developments, and vertically-integrated commercial projects with supporting infrastructure (public spaces, structured parking, etc.). Infill and redevelopment projects often have to absorb higher land costs, lower rents (initially), and higher construction costs, but ultimately a higher return on investment. An important initiative of the City will be to understand these early economic inequities and proactively create an environment where infill properties can compete on a "level playing field."

The existing inventory of available commercial and industrial sites will be challenged to attract top tier users given their size, configuration, location, access and/or visibility. The type of retail that generates revenue sufficient to enable the City to continue offering a similar level of services and programs to its residents will want better access and visibility, and this environment is only possible along I-40.

Vision and Goals

As expressed earlier in the Land Use Element, the following Vision Statement and Communitywide Goals were expressed to guide decisions and recommendations in the context of advancing Maumelle FORWARD.

Vision Statement

Maumelle aspires to be a vibrant, economically healthy city that maintains its sense of community while embracing a forward-thinking attitude.

Community-wide Goals

- Approach growth in a strategic, targeted manner that meets the needs of people across the age spectrum.
- Preserve Maumelle's safe, small town atmosphere.
- Ensure the conveniences of living in Maumelle (proximity, ease of access, local services).
- Support the quality of local schools in a proactive manner.

Infill Goals

Infill Goals developed during Maumelle FORWARD were deemed to be in support and furtherance of both the Land Use and Economic Development Goals. These include the following:

1. Stabilize and increase existing neighborhood values while promoting new investment in infill locations.
2. Grow from within as well as in strategic locations with regional access and visibility.
3. Be proactive in managing a fiscally-responsible land base.

Specific policies have been developed to implement each of the goals listed above.

Part 2: Goals and Policies

Goal 1: Stabilize and increase existing neighborhood values while promoting new investment in infill locations.

Residential neighborhoods are the foundation of the Maumelle community. Throughout the Maumelle Forward process, citizens indicated a desire to strengthen existing neighborhoods, encourage new residential development to provide a greater diversity of housing choices, increase the amount of common landscaping and open space areas through more compact site design, and provide greater access throughout the community. Citizens also called for the need to expand cultural, recreational, and commercial opportunities serving both new and existing neighborhoods. In addition, neighborhoods should be interconnected by expanding the existing trail system and providing multiple street and public transit connections. Single or otherwise limited access points that force residents onto a limited number of arterials roadways will be discouraged in new neighborhoods.

Policy INRE 1.1

Make improvements to the public realm a priority, particularly those that impact property values and people's perceptions of the area, especially along major commercial corridors and at the gateway to existing neighborhoods.

Policy INRE 1.2

Create a CIP (Capital Improvement Program) for the City which prioritizes sites and areas with near-term potential to leverage public investment.

Policy INRE 1.3

Identify owners of apartment complexes to understand their investment goals. Based on these discussions, define either a regulating or incentive program to foster improvements.

Goal 2: Grow from within as well as in strategic locations with regional access and visibility.

Traditional land use and zoning patterns typically indicate a single use for a parcel of property such as commercial or office development. Transportation issues such as congested roads and the desire for walkable, pedestrian-friendly neighborhoods have resulted in the desire of Maumelle residents to encourage mixed-use development in appropriate locations. The term "mixed-use" can be applied to a development that offers a variety of different land uses co-located within a single or multiple parcels (integrated horizontally), or it can be applied to a building that contains multiple uses such as residential units atop commercial or office space (vertical mixed-use). Although mixed-use projects are not desirable everywhere, specific parcels within the city have been identified as suitable for this type of use assuming certain public initiatives.

Policy INRE 2.1

Direct investors and developers toward properties that the community desires to have developed or redeveloped.

Policy INRE 2.2

Meet with the owners of properties in strategic locations (particularly Tract D) to understand their investment intentions - discuss the potential to participate in soliciting a development partner with experience delivering a "downtown product." Consider relocating city hall as part of a larger master planning concept as well as and capitalizing on lake frontage and existing municipal facilities (rec center).

Policy INRE 2.3

Minimize private sector risk associated with demonstration projects, or projects which must "prove up" their market potential through political certainty (commitment to the long-term vision), expedited development reviews, and communications management.

Policy INRE 2.4

Understand the feasibility of developing residential and non-residential uses adjacent to the river. Investigate ownership patterns, entitlement restrictions, market potential and other impacts and corresponding benefits.

Goal 3: Be proactive in managing a fiscally-responsible land base.

Whereas Maumelle has long been a bedroom community, input gained during the planning process does little to suggest that residents want it to be anything other than that. As the fiscal analysis showed, one of the biggest threats to the City's fiscal health is an over-supply of the same housing product. While additional residential development is encouraged in the plan, a more diverse inventory will not only advance the goals of the plan, but better benefit the City's balance sheet. More diversity in product will result in more diversity in people that will in turn result in more diversity in shopping and dining opportunities that will ultimately result in more revenue to the community.

Policy INRE 3.1

Establish an aggressive property acquisition program so that key parcels are developed in accordance with the plan (City acquires, positions and disposes of property to private interests who will advance the goals of the plan).

Potential Mixed Use Infill Development

Potential Mixed Use Infill Development *Potential Residential Infill Development*

Potential Residential Infill Development

Policy INRE 3.2

Establish and promote the use of TDRs (Transfer of Development Rights) to allow property owners to transfer density entitlements from one property to another in an effort to direct growth to targeted locations.

Policy INRE 3.3

Support private sector efforts to assemble parcels and facilitate larger developments.

Policy INRE 3.4

Identify and establish a program of incentives specifically geared towards addressing the unique challenges of redevelopment (Tax Increment Financing, TDRs, property tax abatement, sales tax reimbursements, others).

Policy INRE 3.5

Require a fiscal impact analysis of all new development applications within the city boundaries, particularly new residential applications and zoning requests that would take a non-residentially zoned parcel and make it residential.

Policy INRE 3.6

Complete an analysis of impact fees in competitive communities and determine how the local fee structure compares. Where there is room to increase them, do so, but correspondingly design a communications program that explains the increase and its purpose, which is to enhance public amenities and service levels.

Policy INRE 3.7

Investigate a range of revenue-raising options for the City, including revisiting the A&P tax. In this context, meet with representatives of other cities to understand lessons learned - successes and failures in related efforts.

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Photo courtesy of the City of Maumelle

Chapter Eight: Community Character

Community Character Element Overview

Describing the heart of the community, the special places within it, and the reflection of the values regarded by its population define a community's character. These characteristics distinguish places from one another, and the understanding of these differences aid in the planning of a community's future while preserving and enhancing what makes it special.

Defining Community Character

Assessing community character involves the assimilation of and merging of expressed values and physical attributes.

"I want Maumelle to be..."

Expressed Values

The citizens of Maumelle have characterized their community through a variety of public input methods. Results from the community survey demonstrated that residents of Maumelle value the small town feel, the open space and trails network, the safe, quiet, peaceful, friendly, and family-oriented neighborhoods, and the proximity to the conveniences of Little Rock. Most felt that the quality of life in Maumelle was one of the best in central Arkansas.

When asked the importance of various factors to the quality of life in Maumelle, the following characteristics were rated overwhelmingly as "very important": A safe place to live, clean and attractive, hometown atmosphere, quality of schools, environmental quality, and public services (library, police, fire, etc.).

The most critical issues facing Maumelle were identified as traffic, apartments, and water issues. Residents also expressed dissatisfaction with the vitality of aging neighborhoods and the availability of well-paying, diverse job opportunities.

Public meeting participants were also given the opportunity to participate in two additional input sessions, including the "I Want Maumelle to Be…" exercise and the Preserve/Enhance/Transform exercise. The "I Want Maumelle to Be…" exercise encouraged residents to complete the sentence on large stickers and apply them to a banner, with other citizen responses.

The second input opportunity, the Preserve/Enhance/Transform exercise, allowed citizens to geographically evaluate which community features or landmarks should be preserved, enhanced, or transformed. Residents were asked to place green dots on areas of a map (right) which they wished to preserve, yellow dots on areas they wished to enhance, and red dots on areas they wished to transform. See Appendix E for more information.

Physical Attributes: Place Types

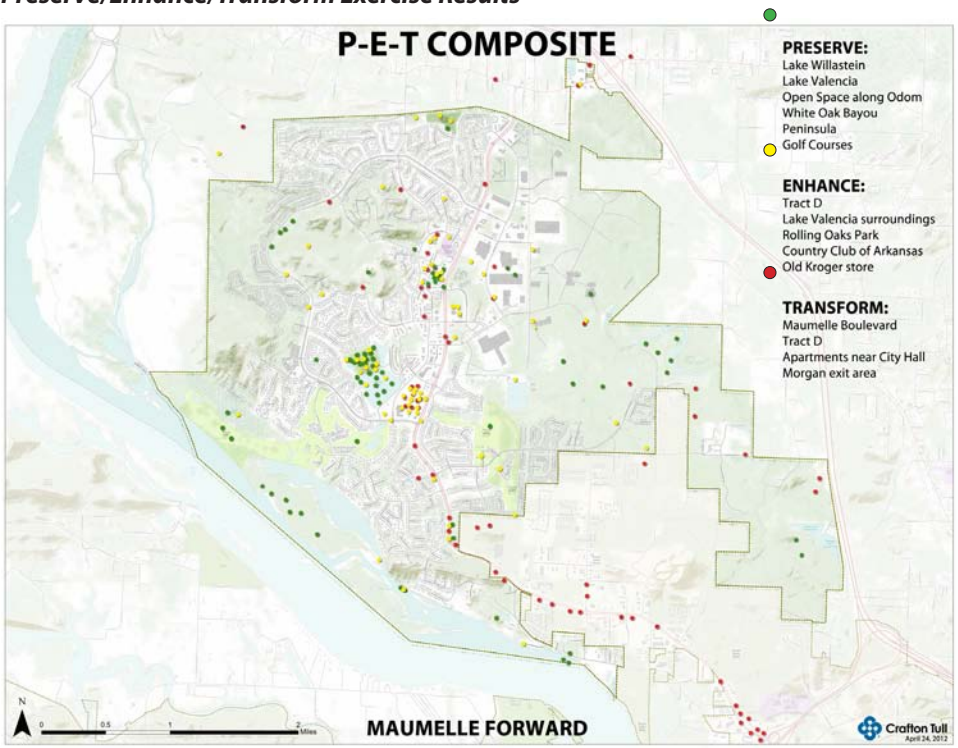
By assessing the special places within a community (preserve, enhance, transform) and understanding citizen values, community character can be defined, enhanced, and preserved as the city grows.

Equally important is the understanding of how places are built, how they relate to each other, and how they function. Recognizing that neighborhoods function very differently than industrial parks and other areas of towns, the following Place Types are defined:

- Centers/Cores – Activity hubs within a community, generally containing non-residential and mixed-use properties, which serve as gathering areas for trade, social interaction, and/or cultural activities.
- Corridors – Routes of travel, including vehicles, bicycles, pedestrians, or wildlife.
- Districts – Land areas of a specialized, single, often non-residential use, such as airports, industrial parks, hospitals, college campuses, etc.
- Neighborhoods – Land areas specifically designated for residential uses.
- Open Space – Land or water which is not developed for intense private use. Open space may include parks, wetlands, floodplains, or other lands set aside from development for any reason, as well as unique features such as Lake Willastein, Lake Valencia, or the Arkansas River.

Each place type contributes uniquely to a community's character and is addressed independently within this plan element.

Preserve/Enhance/Transform Exercise Results



Place Types in Maumelle

Based on the Land Use Element, place types either currently occur or are planned in the following ways:

1. Centers/Cores
    - Regional Multi-Use Center (planned at Hwy 365 at I-40 and the third entry area)
    - Town Center (Club Manor and Edgewood areas west of Maumelle Blvd)
    - Village Centers (planned along Hwy 365 west of I-40, at Hwy 365 and the east side of I-40, and along the Counts Massie extension to the third entry)
2. Corridors
    - Arterials (Hwy 100 & Hwy 365)
    - Collectors (Odom, Carnahan, etc.)
    - Neighborhood Streets
    - Complete Streets (initially along Edgewood, Club Manor, Millwood)
3. Districts
    - Industrial Park (currently existing)
    - Employment District (planned along I-40 north and south of the third entry)
4. Neighborhoods
    - Existing
    - Future
5. Open Spaces
    - Natural areas
    - Recreational amenities (parks, trails, etc.)

The Place Types map depicts the areas described above, with the following areas outlined to correspond with the Land Use map and plan element:

AREA	CLASSIFICATION	WAYFINDING NAME
Area A	Town Center	Town Center
Area B	Industrial Park	Maumelle Industrial Park
Area C	Existing Neighborhoods	River View, Pinnacle View
Area D	Riverfront	The Riverfront
Area E	Regional Multi-Use Areas	Morgan Station, White Oak Gateway
Area F	Open Space Neighborhoods	White Oak Woods
Area G	Village Centers	Mt. Pilgrim Village, White Oak Gateway
Area H	Estate Neighborhoods	Palarm Heights, Blue Hill

Relationship to Land Use

"Land use" refers to parcel specific uses throughout the city. While one parcel may contain a retail use, surrounded by parcels with uses such as office, mixed use, or other commercial uses, the place type of the larger context may be defined as a center or core. "Land Use" refers to a more specific designation, while corresponding "Place Types" refer to the function, context, and character of an area.

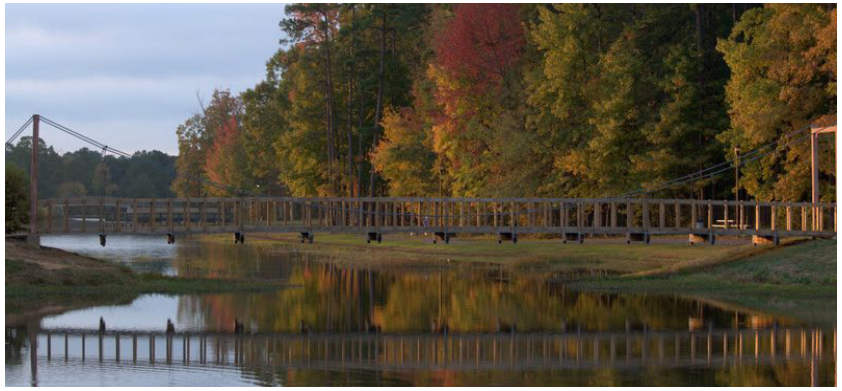
Vision and Goals

As part of the Maumelle FORWARD planning process, the following Vision Statement and Community-wide Goals were developed to guide decisions and policy recommendations.

Vision Statement

Maumelle aspires to be a vibrant, economically healthy city that maintains its sense of community while embracing a forward-thinking attitude.

Balloons near Lake Willastein Park; photo courtesy of the City of Maumelle



Pedestrian bridge over Lake Willastein; photo courtesy of the City of Maumelle

Maumelle logo

Community-wide Goals

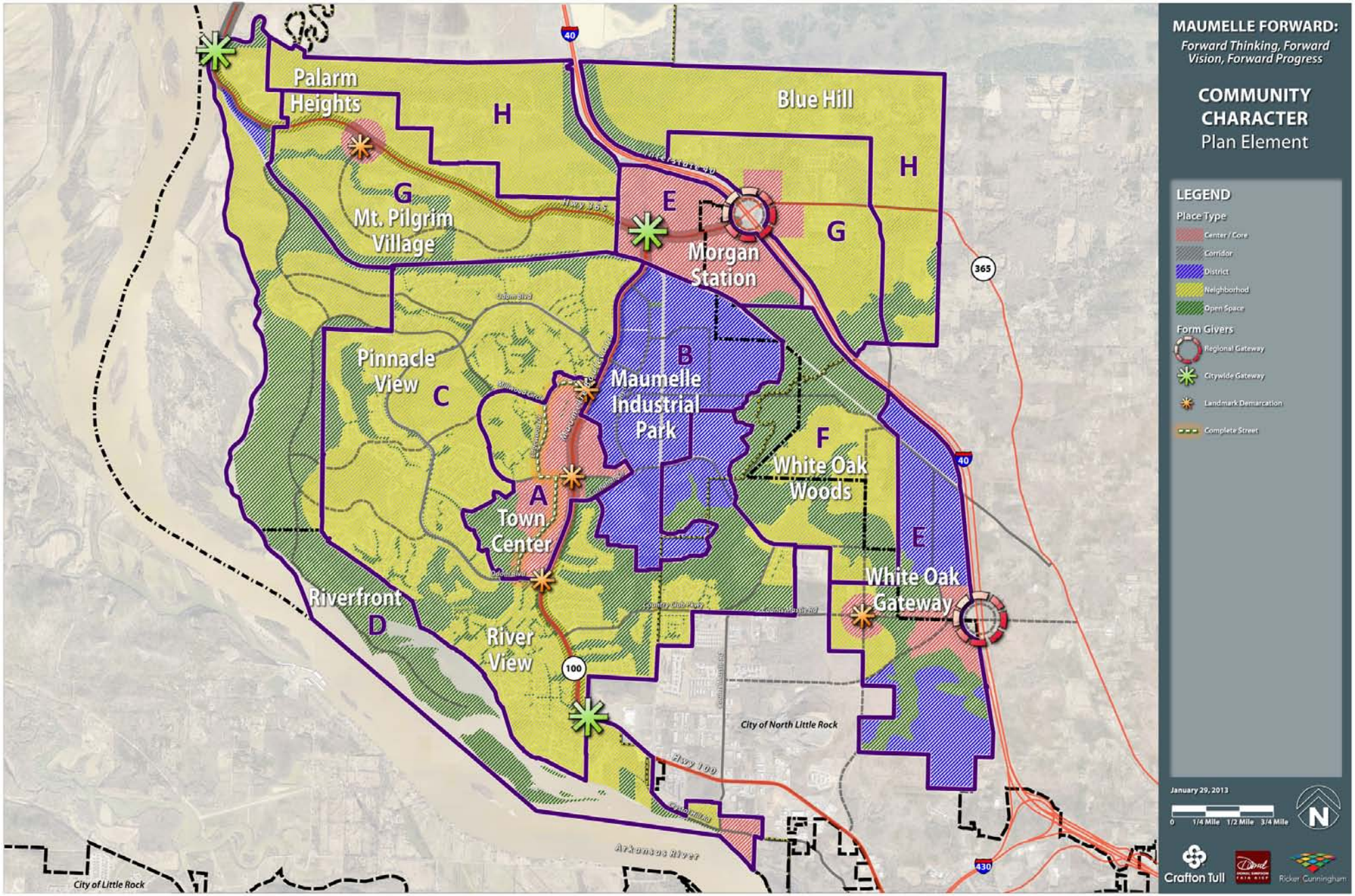
- Approach growth in a strategic, targeted manner that meets the needs of people across the age spectrum.
- Preserve Maumelle's safe, small town atmosphere.
- Ensure the conveniences of living in Maumelle (proximity, ease of access, local services).
- Support the quality of local schools in a proactive manner.

Community Character Goals

The goals developed during Maumelle FORWARD that relate specifically to community character include the following:

1. Apply design solutions through place types and form givers to reinforce community character.
2. Promote a town center "main street" identity.
3. Provide public facilities and spaces that reinforce community pride.
4. Improve gateways into and around Maumelle to define city identity and special places.
5. Maintain high development standards that make Maumelle aesthetically attractive.

Specific policies have been developed to implement each of the goals listed above.


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
COMMUNITY CHARACTER
Plan Element
LEGEND
Place Type
Center / Core
Corridor
District
Neighborhood
Open Space
Form Givers
Regional Gateway
Citywide Gateway
Landmark Demarcation
Complete Street
January 29, 2013
0 1/4 Mile 1/2 Mile 3/4 Mile
N
Palarm Heights
H
Blue Hill
H
G
Mt. Pilgrim Village
E
Morgan Station
G
Pinnacle View
C
B
Maumelle Industrial Park
F
White Oak Woods
A
Town Center
E
White Oak Gateway
Riverfront
D
River View
City of North Little Rock
City of Little Rock
Arkansas River
Interstate 40
Hwy 365
Hwy 100
40
365
100
430
Crafton Tull
Ricker Cunningham

Goals and Policies

Goal 1: Apply design solutions through place types and form givers to reinforce community character.

Establish consistent design criteria for existing and proposed place types and form givers to solidify the Maumelle brand.

1.1 Centers/Cores

1.1.a – General: Town Center (Area A)

Policy CC 1.1.a.1 Town Center Design Guidelines: Establish an overlay district with design guidelines addressing building form, scale, massing, materials, the pedestrian environment, landscape, lighting, public art, wayfinding, and site furnishings.

Policy CC 1.1.a.2 Complete Streets: Retrofit Club Manor north of Odom, Edgewood, and Millwood Circle to complete streets (see also Sustainability Recommendations and Transportation Recommendations).

Policy CC 1.1.a.3 Tract D: Coordinate with the owners of Tract D and other sites within the Town Center to incentivize and work proactively in their development.

Policy CC 1.1.a.4 Civic Area: Invest in upgrades, rehabilitation, or reconstruction of City Hall.

Policy CC 1.1.a.5 Street Enhancements and Pedestrian Environment: Install uniform lighting, sidewalks, and street trees along Edgewood and Club Manor to create a unified appearance through the Town Center.

1.1.b – General: Regional Multi-Use Centers (Area E)

Policy CC 1.1.b.1 Regional Multi-Use Center Design Guidelines: Establish an overlay district with design guidelines addressing building form, scale, massing, materials, the pedestrian environment, landscape, lighting, public art, wayfinding, and site furnishings.

Policy CC 1.1.b.2 Street Enhancements and Pedestrian Environment: Install uniform lighting, sidewalks, and street trees along roads within each Regional Multi-Use Center to create a unified and attractive environment.

1.1.c – General: Village Centers (Areas G, E)

Policy CC 1.1.c.1 Character: Incentivize the development of Village Centers that are independently identifiable from one another with distinguishing architectural themes based on location and context to reinforce community character. Common attributes between Village Centers should include land uses, setbacks, site amenities, parking requirements, street treatments, etc.

1.1.d – General: Regional Attraction

Policy CC 1.1.d.1 Character: Seek partners for the development of a Regional Attraction that is appropriate to the context and access of sites located near or along the Arkansas River. The Regional Attraction should feature uses that

capitalize on the nature of the site and embrace the river while offering a destination experience.

1.2 Corridors

1.2.a – Principal Arterials: AR Highway 100 and AR Highway 365 (see also Transportation Recommendations)

Policy CC 1.2.a.1 Highway 365: Pursue the widening of Highway 365 in a boulevard style with controlled access, rather than a five-lane highway with a continuous center turn lane.

Policy CC 1.2.a.2 Controlled Access: Restrict curb cuts and access points along Highway 365 through the use of medians and controlled access points.

Policy CC 1.2.a.3 Street Trees and Buffers: Install street trees in informal grove patterns along Maumelle Boulevard and Highway 365. Maintain buffer requirements along Maumelle Boulevard. Implement a 50' commercial buffer requirement and 25' residential buffer requirement along Hwy 365 to mirror the requirement along Maumelle Boulevard. Maintain green space buffers along I-40.

Policy CC 1.2.a.4 Pedestrian Circulation: Accommodate pedestrian circulation along arterials through the use of regional trails (see also Open Space & Recreation Recommendations).

Policy CC 1.2.a.5 Building Relationships: If non-residential buildings do not face arterial roads, require the screening (through fencing and landscape) of the rear face of the building and its service areas.

1.2.b – Principal and Minor Arterials (non-State Highways) and Collector Streets (see also Transportation Recommendations)

Policy CC 1.2.b.1 Shared Access: Require shared access along arterial and collector streets to reduce excessive curb cuts within minimum distances.

Policy CC 1.2.b.2 Pedestrian Circulation: Accommodate pedestrian circulation along arterials and collectors through the requirement of sidewalks, local, or regional trails.

Policy CC 1.2.b.3 Building Relationships: Non-residential buildings should front collector roads with limited setback to maximize street presence. Residential developments which do not front arterials or collectors should be buffered with a consistent perimeter wall or ornamental fencing with landscaping along the length of the development separating it from the arterial or collector street.

1.2.c - Neighborhood Streets (see also Transportation Recommendations)

Policy CC 1.2.c.1 Pedestrian Circulation: Accommodate pedestrian circulation by requiring the construction of sidewalks on each side of the neighborhood street.

Policy CC 1.2.c.2 Street Trees: Require the planting of street trees along neighborhood streets. (See also Sustainability and Transportation Recommendations)

1.2.d - Complete Streets (see also Transportation Recommendations)

Policy CC 1.2.d.1 Location Criteria: Complete Streets should be constructed in high pedestrian areas, such as in all Centers/Cores Place Types, defined in CC 1.1.a, CC 1.1.b, and CC 1.1.c. Incorporate into the Master Street Plan.

Policy CC 1.2.d.2 Connectivity: Complete Streets should connect to streets with bicycle lanes or trails that accommodate both bicycles and pedestrians to prevent dead ends or bicycle lanes that go nowhere.

Policy CC 1.2.d.3 Relationship to Buildings: Complete streets should promote walkability to and between residential and non-residential uses. They should be fronted with non-residential buildings at scales appropriate for pedestrian access and reinforce an inviting pedestrian environment.

1.3 Districts

1.3.a - General: Industrial District (Area B)

Policy CC 1.3.a.1 Character: Develop and maintain the industrial district within Area B with high architectural standards to maintain desirability for companies to locate and remain in Maumelle.

Policy CC 1.3.a.2 Road Retrofitting: Retrofit Murphy Drive and Carnahan with curb and gutter to accommodate increased traffic demands (see Transportation Recommendations).

1.3.b - General: Employment District (Area E)

Policy CC 1.3.b.1 Character: Develop employment districts within Area E to high architectural standards to maintain desirability for companies to locate and remain in Maumelle.

1.4 Neighborhoods

1.4.a - Form Givers: Street Interconnectivity

Policy CC 1.4.a.1 Street Connectivity: Avoid unconnected neighborhood street patterns along collector streets which result in the formation of super blocks (see Transportation Recommendations).

Policy CC 1.4.a.2: Controlled Access: Controlled access for neighborhood streets is appropriate only along arterial roads.

1.4.b - Form Givers: Residential Demarcations

Policy CC 1.4.b.1 Entries: Incentivize landscaped neighborhood entry features and signage to establish and reinforce neighborhood identity.

1.4.c - Form Givers: Street Treatments

Policy CC 1.4.c.1 Neighborhood Streets: Require street trees and sidewalks on both sides of local neighborhood streets within the subdivision ordinance to create an inviting street appearance.

1.4.d - Form Givers: Buffers and Edges

Policy CC 1.4.d.1 Buffers: Require consistent perimeter walls or ornamental fencing along collector or arterial roads in which residential units do not front the collector or arterial.

1.4.e - Form Givers: General Appearance

Policy CC 1.4.e.1 Appearance: Maintain high standards of code enforcement.

1.5 Open Spaces

1.5.a - Form Givers: Views and Viewsheds

Policy CC 1.5.a.1 Viewsheds: Preserve views and viewsheds to the Arkansas River, Pinnacle Mountain, the White Oak Bayou, and other natural features.

1.5.b - Form Givers: Open Space Landmarks

Policy CC 1.5.b.1 Open Space Landmarks: Signify preserved open space and natural amenities by emphasizing with lighting, small monumentation, or wayfinding signage at collector or arterial crossings.

1.5.c - Form Givers: Trail Crossing Designations

Policy CC 1.5.c.1 Trail Crossings: Demark trail crossings at streets of all classifications through the use of bollards, striping, flashing lights, and/or raised speed tables (see also Transportation Recommendations).

1.5.d – Form Givers: Open Space Hierarchy

Policy CC 1.5.d.1 Hierarchy: Prepare an open space master plan and adopt open space hierarchy classifications to direct management, use, and maintenance (see also Open Space & Recreation Recommendations).

Outcome: Place types and form givers are the built elements that help define the physical aspects of a community. They vary in size and use but through consistent design guidelines, can establish a vocabulary that reinforces community character. The place types and form givers shown above will build on the brand that makes Maumelle distinct.

Goal 2: Promote a town center "main street" identity

In addition to the Preserve/Enhance/Transform and the "I Want Maumelle to Be…" exercises, citizens were asked, "If one million dollars were buried at the heart of Maumelle, where would you dig?" Many different responses were given with little consistency, suggesting that there isn't currently an identifiable heart of the community, at least not one that residents agreed on.

2.1 Town Center (Area A)

Policy CC 2.1.a Street Treatments: Adopt an overlay district to create an inviting, multi-use street treatment along Club Manor and Edgewood.

Policy CC 2.1.b Lake Willastein: Provide direct pedestrian and visual connections to Lake Willastein to incorporate this vital community asset within the Town Center.

Policy CC 2.1.c Renovation of City Hall: see Policy CC 1.1.a.4.

Policy CC 2.1.d Mixed Use: Encourage and incentivize vertical mixed use within Area A to create synergy within the Town Center with a variety of live/work/play options (see also Land Use Element).

Policy CC 2.1.e Building Relationships: See Policy CC 1.1.a.1. Buildings should front Club Manor and/or Edgewood with small setbacks and parking located at the side or rear of the building to create a defined street edge.

Policy CC 2.1.f Public Gathering Space: Provide formal gathering spaces (such as plazas, promenades, etc.) within Area A – Town Center to encourage social interaction, people watching, and opportunities for people to gather, mingle, and visit repeatedly.

Policy CC 2.1.g Infill and Redevelopment: Refer to Infill & Redevelopment Element.

Policy CC 2.1.h Programming and Events: Expand the programming of gatherings and events beyond Lake Willastein to include gathering spaces within the Town Center non-residential areas.

Outcome: The heart of any community is the place where residents gather, a place with recognizable architectural or physical elements that often becomes the icon of the community. It's a place that all roads lead to and civic events start from. By connecting the civic and commercial areas to Lake Willastein, the Town Center has all the makings of being the heart of Maumelle. Through the use of complete streets to connect each core area together, the Town Center will have its 'Main Street' running through the new heart of Maumelle.

Goal 3: Provide public facilities and spaces that reinforce community pride

Once the Town Center is established by combining the civic area, commercial area, and Lake Willastein, how can Maumelle create an iconic presence for its public facilities?

Policy CC 3.1 Sustainability: Implement sustainable design techniques in public buildings for energy efficiency and environmental stewardship (see Sustainability Recommendations).

Policy CC 3.2 Architectural Character: Reinforce community character by constructing public facilities with enduring native materials and regional architectural styles.

Policy CC 3.3 Site Character: Reinforce the characteristics of a master-planned community through constructing public facilities with careful consideration to site placement, relationship to other public facilities, trails, or natural amenities, and context.

Outcome: Site and architectural character are important elements of good design and along with sustainability serve to make a public facility unique to its location with the potential to be a community icon. The goal of a public facility is to functionally serve the community at the most responsible cost. A design with character should follow those goals.

Goal 4: Improve gateways into and around Maumelle to define city identity and special places.

Gateways are needed to establish an identity to the entry points of the community. Visitors are often confused on where Maumelle actually starts after they exit I-40 and travel down Maumelle Boulevard (through North Little Rock). Likewise, both sides of the northern interchange at Hwy 365 is often called Morgan and not Maumelle.

4.1 Regional Gateways

Refer to Land Use Policy LU 1.9 for appropriate gateway land uses.

Policy CC 4.1.a Location: Locate Regional Entries and Gateways at major entry points to the City, defined as follows:

- I-40 at the Hwy 365 exit
- The third entry

Policy 4.1.b Type: Establish regional gateways via multi-use developments reflecting the community's high architectural standards (through land use and development). The form and layout of structures should serve as the gateway.

4.2 Citywide Gateways

Refer to Land Use Policy LU 1.9 for appropriate gateway land uses.

Policy CC 4.2.a Location: Locate Citywide Entries and Gateways at major entry points to the City, defined as follows:

- The intersection of Maumelle Boulevard (Hwy 100) and Hwy 365
- The southern entry into Maumelle along the Boulevard, northwest of Crystal Hill Road
- Hwy 365 at the Pulaski County line (also the limit of Maumelle's Planning Jurisdiction)

Policy CC 4.2.b Type and Scale: Citywide Entries and Gateways should include vertical architectural and landscape elements constructed at scales large enough to signify major entry points and be seen from moderate distances. These should be the largest landmarks (within the family of gateways) in the community.

4.3 Landmark Demarcations

Policy CC 4.3.a Location and Type: Locate attractive monumentation to denote entries to the Town Center as well as Village Centers. These may be monument signage with a unified architectural character consistent within each core/center.

Outcome: Through the use of consistent landmarks, monuments, landscape, signage and lighting at key locations, there should be no questions about where Maumelle begins. The entry into Maumelle should be one of arrival, with the proposed gateways serving as the harbingers to announce that arrival.

Neighborhood entry monument

Goal 5: Maintain high development standards that make Maumelle aesthetically attractive.

Maumelle currently has a brand that attracts residents and businesses alike. That brand or image must be consistent throughout the city to speak the right message. The commercial areas in the core of town have a different character than the commercial area at the Morgan interchange. How will the new growth areas match the brand that has made Maumelle successful?

Policy CC 5.1 Character: Support developments that add to the character of Maumelle and not those that result in "placelessness."

Policy CC 5.2 Existing Ordinances: Uphold existing hillside, landscape, and sign ordinances.

Policy CC 5.3 Beautification: Commit to beautification projects at public facilities and along street rights of way.

Policy CC 5.4 Regionalism: Discourage architectural transplants from other locales and encourage appropriate regional architectural styles.

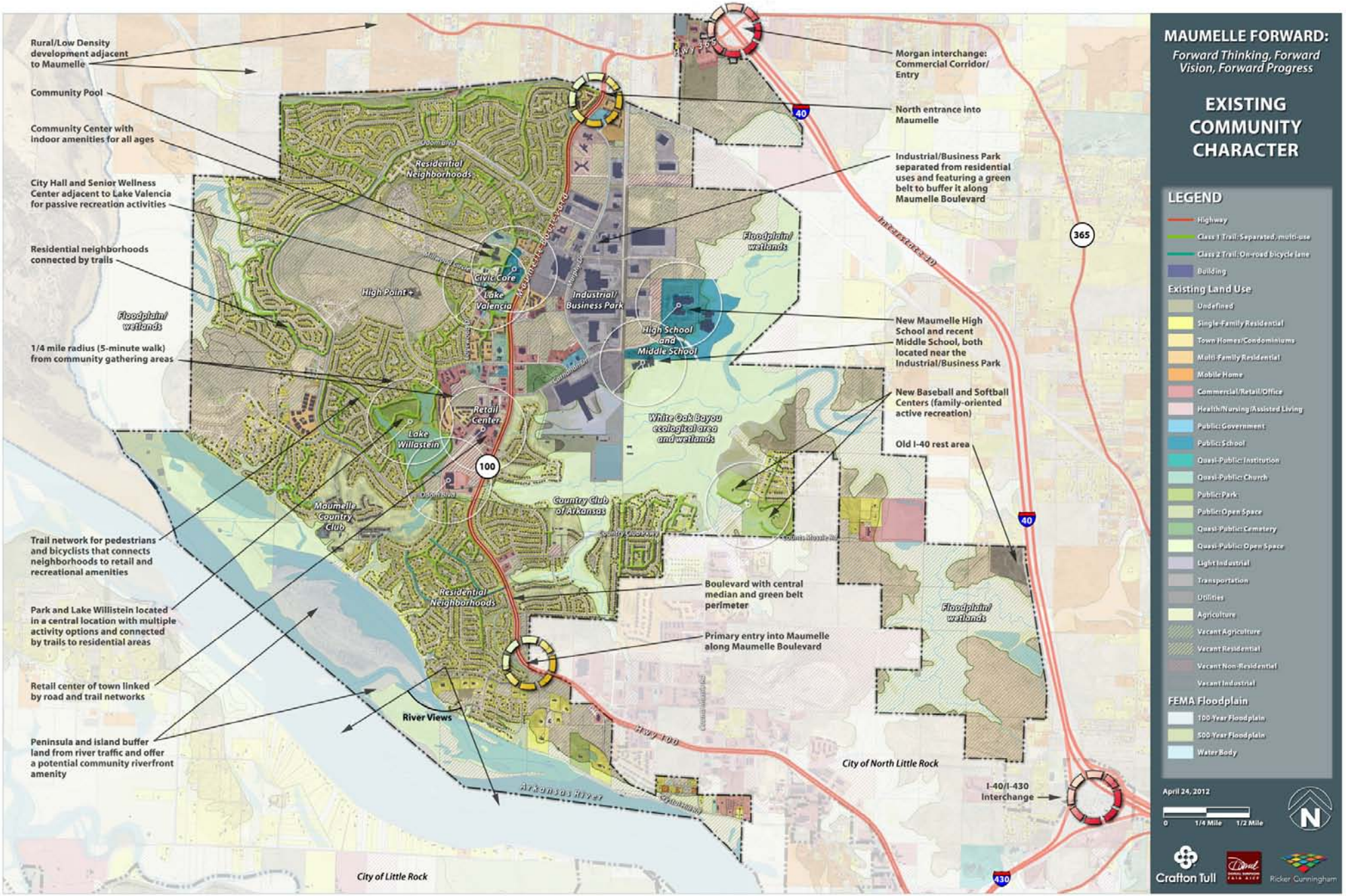
Policy CC 5.5 Wayfinding: Develop a comprehensive wayfinding system throughout the city.

Policy CC 5.6 Tree City USA: Maintain the "Tree City USA" certification.

Outcome: Much like the gateway that announces arrival into Maumelle, a consistently high development standard carried throughout the community will reinforce Maumelle's community character. The specific sign, landscape, wayfinding, and architectural standards are what set Maumelle apart from her neighboring cities and what will continue to attract a high caliber of developers, businesses and employment centers. Rather than being "Anywhere, USA" with the same development patterns found in numerous cities across the country, Maumelle will remain unique by continuing to uphold high standards.

Civic architecture

Signange and landscape examples


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
EXISTING COMMUNITY CHARACTER
LEGEND
Highway
Class 1 Trail: Separated, multi-use
Class 2 Trail: On-road bicycle lane
Building
Existing Land Use
Undefined
Single-Family Residential
Town Homes/Condominiums
Multi-Family Residential
Mobile Home
Commercial/Retail/Office
Health/Nursing/Assisted Living
Public: Government
Public: School
Quasi-Public: Institution
Quasi-Public: Church
Public: Park
Public: Open Space
Quasi-Public: Cemetery
Quasi-Public: Open Space
Light Industrial
Transportation
Utilities
Agriculture
Vacant Agriculture
Vacant Residential
Vacant Non-Residential
Vacant Industrial
FEMA Floodplain
100-Year Floodplain
500-Year Floodplain
Water Body
April 24, 2012
0
1/4 Mile
1/2 Mile
N
Crafton Tull
Ricker Cunningham
Rural/Low Density development adjacent to Maumelle
Community Pool
Community Center with indoor amenities for all ages
City Hall and Senior Wellness Center adjacent to Lake Valencia for passive recreation activities
Residential neighborhoods connected by trails
Floodplain/ wetlands
1/4 mile radius (5-minute walk) from community gathering areas
Trail network for pedestrians and bicyclists that connects neighborhoods to retail and recreational amenities
Park and Lake Willistein located in a central location with multiple activity options and connected by trails to residential areas
Retail center of town linked by road and trail networks
Peninsula and island buffer land from river traffic and offer a potential community riverfront amenity
Morgan interchange: Commercial Corridor/ Entry
North entrance into Maumelle
Industrial/Business Park separated from residential uses and featuring a green belt to buffer it along Maumelle Boulevard
New Maumelle High School and recent Middle School, both located near the Industrial/Business Park
New Baseball and Softball Centers (family-oriented active recreation)
Old I-40 rest area
Boulevard with central median and green belt perimeter
Primary entry into Maumelle along Maumelle Boulevard
I-40/I-430 Interchange
Residential Neighborhoods
Civic Core
Lake Valencia
High Point
Industrial/ Business Park
High School and Middle School
Retail Center
Lake Willastein
White Oak Bayou ecological area and wetlands
Maumelle Country Club
Country Club of Arkansas
River Views
Arkansas River
City of Little Rock
City of North Little Rock
Hwy 100
Maumelle Boulevard
Interstate 40
40
100
365
430

Glossary of Community Character Terms

Place Types

Center/Core

The focal point of a community or neighborhood that typically includes a mix of non-residential and residential uses and is designed to have a positive effect on its surroundings. Centers/Cores occur at various scales of service (regional vs. neighborhood), usually have a higher density than surrounding development, and include retail, services, public facilities, and employment.

Corridor

Linear circulation routes designated for automobiles, bicycles, and/or pedestrians, as well as its adjacent land uses which are generally dependent on the corridor's presence. For the discussion of place types, corridors are typically defined as those with non-residential uses along them (neighborhood corridors are generally placed within the neighborhood place type).

District

Specialized areas largely comprised of one predominant land use (college campuses, airports, industrial parks) which typically functions independently of surrounding uses.

Neighborhood

Residential areas containing housing types at varying densities and offering automobile, pedestrian, and bicycle circulation options as well as supporting schools, places of worship, civic uses, and recreational amenities.

Open Space

Land or property that is undeveloped; the term is generally used to refer to lands that are intended to remain in a natural state or for recreational purposes.

Additional Community Character Descriptors

Complete Street

A street which provides access for vehicular, transit, bicycle, and pedestrian traffic in a safe manner for all ages and abilities.

Entry/Gateway

An architectural feature signaling the arrival within a community or a specific district, neighborhood, or center.

Buffer

The space reserved as a barrier between two things or places for the purpose of reducing the hindrance of one to the other.

Neighborhood Street

A road that accommodates the traffic to and from homes and support services within a residential area, typically two lanes in width.

Collector Street

A road that collects traffic from multiple neighborhoods; sizes vary between two and four lanes.

Arterial Street

A road that serves as a major thoroughfare, typically four or more lanes in width.

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Chapter Nine: Open Space & Recreation

Open Space & Recreation Recommendations Overview

Purpose of the Recommendations

The purpose of the Open Space & Recreation Element is to analyze the current state of the Maumelle Parks System and make recommendations for the future growth and development of the system.

Open Space and Recreation Planning

Community Benefits of Open Space

There are numerous ways to define the importance of parks and open space in a community. The Trust for Public Land suggests the following:

- Attract investment: Parks and open space create a high quality of life that attracts tax-paying businesses and residents to communities.
- Revitalize Cities: Urban parks, gardens and recreational open space stimulate commercial growth and promote inner-city revitalization.
- Boost Tourism: Open space boosts local economics by attracting tourists and supports outdoor recreation (especially in Arkansas)
- Prevent Flood Damage: Floodplain protection offers a cost-effective alternative to expensive flood-control methods.
- Promote Sustainable Developments: Open space preservation helps communities prevent the higher costs of unplanned development.
- Safeguard the Environment: Open space conservation is often the cheapest way to safeguard drinking water, clean the air and achieve other environmental goals.

The Role of Parks within a Community

An important bi-product of a community's park system is what a park or open space can mean to a family. Parks can offer a variety of passive and active recreational options. In this day of rising childhood obesity rates and chronic health issues for all ages, parks present accessible options for family activity that not only promotes exercise to improve physical and mental health but also increases the possibility of families interacting with each other. The social benefits of parks is not something that can be measured or quantified but is none the less important. A sense of community is born from a social exchange between families as they network at the neighborhood park or pass each other on the trail. Parks have the ability to act as ties that bind a community together.

The Importance of a Trail Network

Trails and paths become connections between the grid and nature, intertwining each other and linking residential and commercial areas to the environment via greenways. The greenways become the life blood of the community. Having an address near or on any of these greenways becomes more valuable in more ways than just economics. Recreational opportunities, as well as alternate transportation options, are the result of this balance.

Park Classification System

For purposes of park system planning, parks are categorized based on the purpose it serves, its size and facilities within it, and its proximity to users and how they access it. The classifications for active park spaces include mini parks, neighborhood parks, community parks, and regional parks. Passive recreational opportunities may exist in larger community and regional parks, as well as along Maumelle's extensive network of greenways and open space.

Mini Parks: In Maumelle, mini parks are usually between ¼ and ½ acre in size, are predominately located along the trail network, contain playground equipment and one or two miscellaneous amenities, and serve the neighborhood in which they are located. Canadian Cove, Woodland Park, and Piney Cove are a few of the mini parks located in Maumelle.

Neighborhood Parks: These parks are typically between ½ and 1 acre in size in Maumelle, are often times located along the trail network, contain playground equipment, along with small courts, open play areas, gazebos, or some other amenity, and serve one or two neighborhoods. Turtle Park, Leisurewood, and Kings Park are examples of neighborhood parks in Maumelle.

Community Parks: Community parks vary in size in Maumelle, and most are home to multiple sports fields. These parks serve the entire community, are usually drive-to parks with vehicular parking areas, and may have their own internal trail loops in addition to trail connections to their surroundings. These parks may serve a dual role as a neighborhood park for the immediate surroundings, if playgrounds, open play fields, and other amenities are also located within them. Rolling Hills, the Diamond Baseball Center, and the Diamond Softball Center are all community parks in Maumelle.

Regional Parks: Regional parks and facilities are classified based on size or function. In some cases, such as Lake Willastein Park, the size and expanded variety of facilities earn its classification. Others, such as the Dowell Naylor Aquatic Center, are facilities which accommodate specialized activities only offered in select locations. In either case, these parks and facilities attract and serve people beyond the borders of Maumelle.

POA Parks: Property Owner Association (POA) parks can be found within some neighborhoods in Maumelle. These parks were constructed and are maintained with property owner association dues and fees. Many of these parks provide the services of mini parks, while some may provide the services of neighborhood parks. In many cases, these parks are restricted to use by members of the property owners association, and are therefore not considered public parks.

Parks, Recreation and Open Space in Maumelle

As a planned community, Maumelle was founded with a connected open space network of parks and trails. As the city has grown, new developments have provided additional parks and trails. Today, Maumelle has over 215 acres of public parks in eighteen locations. The majority of this land is comprised of larger community and regional parks, including Lake Willastein and three sports complexes. In addition to actively programmed parks, the City also has approximately 1000 acres of zoned open space.

Maumelle offers its citizens a variety of recreational facilities, including an aquatics center, activity center, and fishing piers, in addition to numerous tennis and basketball courts; soccer, baseball, and softball fields; and playgrounds.

Preferences and Expressed Needs

In order to understand the values and priorities within a community, citizens are often polled about their likes, dislikes, preferences, and opinions about what currently is and is not working within their parks system. Maumelle residents have a love for their parks and open space system, as is reflected in the responses received, below.

Community Survey

Residents of Maumelle were asked to respond to a survey during the early stages of Maumelle FORWARD to identify and respond to a number of issues affecting Maumelle. In terms of parks and open space, the following results emerged:

- When asked "How important are parks and recreation facilities to the quality of life in Maumelle?" 91% of respondents rated it either "Very Important" or "Important".
- When asked "How important is walkability to the quality of life in Maumelle?" 80% of respondents answered either "Very Important" or "Important".
- When asked, "Presently, how satisfied are you with the overall quality of parks in the city?" 96% responded with "Satisfied" or "Strongly Satisfied".
- When asked "Presently, how satisfied or dissatisfied are you with the quality and quantity of public parks and recreation facilities?" 93% answered "Satisfied" or "Very Satisfied".

Preserve/Enhance/Transform Exercise

During the planning process, residents were asked to participate in a Preserve/Enhance/Transform exercise, in which they were asked to place green dots on areas of a map which they wished to preserve, yellow dots on areas they wished to enhance, and red dots on areas they wished to transform. They were responding to citywide spaces, not specifically parks and open space. See Appendix E for more information.

The most frequently recurring areas community-wide which residents desired to preserve were open spaces. They included Lake Willastein, Lake Valencia, the White Oak Bayou, the golf courses, the peninsula, and undeveloped land along Odom. This further reinforced the notion that Maumelle residents place a large value on parks and open spaces in the city.

Issues Identified

The National Recreation and Parks Association has identified several trends for the future. Of those, the following trends resonate with some of current issues facing Maumelle and should be considered carefully by Maumelle leaders while determining a path for the future of parks, recreation, and open space.

Trend 1. *Current practice: "For cost-effective operations and maintenance, smaller parks are eliminated. "*
Future direction: "For child health and obesity issues the goal is to eliminate 'Recreation Deserts' by creating smaller neighborhood parks. "

Similar sentiments have been expressed during Maumelle's planning process and should be carefully considered before eliminating more parks. One approach is to evaluate each park for its utilization, location, and visibility. Focus maintenance and upgrades in these locations and convert less desirable mini parks into open space rest stations along the trail system. Construct new parks in areas with service gaps that are better suited for neighborhood park use.

Trend 2. *Current practice: "'What market will bear revenue generation strategies for the Parks Department."*
Future direction: "Revenue generation guided by market research and business practices."

Grant funding for economic development is often directed toward park improvements, especially when there is an obvious lack of active park land to meet the need of the residents and future corporate families the City hopes to attract.

Trend 3. *Current practice: "Undeveloped open space left unmanaged and unimproved; environmental sustainability practices take low priority."*
Future Direction: "Residents want managed, useable, but not overdeveloped open space; environmental sustainability takes high priority."

The residents of Maumelle have expressed the desire for the "Future Direction", described in Trend 3, during this planning process. Considering sustainable management practices for open space creates more passive recreation opportunities for citizens and puts the community into the role of being good stewards of the environment.

Additional issues have been expressed during the public planning process, including the following:

1. More passive recreation opportunities are desired. Lake Willastein is one of the few parks to offer this, and it can be overused. Build on successful parks in the system and plan ahead to meet demands for additional space.
2. Operational costs of maintaining mini parks is overwhelming.
3. Some smaller parks are not visible, and safety is a concern.
4. Growth of the parks, recreation, and open space system needs to occur to meet the needs of population growth and municipal expansion.

Open Space and Recreation Goals

The following goals were identified during the planning process for Maumelle FORWARD:

1. Maintain existing parks and recreational amenities.
2. Provide public parks, trails, and open space as needed to keep pace with growth.
3. Provide a variety of amenities and public spaces for all age groups.

Parks need to not only serve all age groups but all abilities as well. Taking into account that new ADA regulations that will affect parks and campgrounds are coming, all discussion pertaining to park use needs to address accessibility as well.

Jess Odom Community Center

Rolling Oaks Park

Standards, Levels of Service, and Needs

Comparative Standards and Levels of Service

Park standards were developed by the National Recreation and Parks Association (NRPA) in 1983 and updated in 1995 for use as a planning tool for parks and recreation systems. The Urban Land Institute (ULI) also developed standards for park land. These, when used alongside the current Levels of Service (LOS) and standards of peer communities, can serve as a useful tool for comparing Maumelle's current LOS and determining Maumelle's benchmarking standards for the future. Naturally, each community has different needs and expectations of their park and recreation system, so community input and feedback is a vital part of the planning process.

In 2010, the NRPA began a research program in which park and recreation providers can share extensive information regarding their park systems in one centralized location. This program, named PRORAGIS, allows users to access assimilated data from communities of varying sizes, locations, and budgets for use as a further comparative and benchmarking tool. Both industry standards as well as assimilated data from PRORAGIS have been used for purposes of formulating recommendations for Maumelle FORWARD.

These standards address not only park land (mini parks, neighborhood parks, community parks, and regional parks) in terms of the number of acres provided and/or needed per 1,000 residents, but also recreational facilities (playgrounds, courts, fields, and other amenities) in terms 1 facility per X number of people.

The following tables demonstrate several aspects:

1. Benchmarking from national organizations and/or peer communities.
2. Current Levels of Service (LOS) offered by the Maumelle Parks Department.
3. Proposed Standards by which the City should plan to provide lands and facilities in the present and in the future.
4. Current needs according to the proposed standards.
5. Future needs according to the proposed standard and buildout populations as determined through the Maumelle FORWARD planning process.

<u>Current Level of Service: Park Land</u>

The City of Maumelle currently offers 12.7 acres of park land per 1,000 people. This is at the lower range of the NRPA standards. When analyzing peer providers in both the surrounding states as well as across the country (communities with populations between 10,000 and 30,000 residents), Maumelle's park lands fall below the average amount of park land provided. For purposes of this comparison, only currently programmed active park spaces were considered. This analysis did not consider private POA parks, as they do not provide the general public with park facilities. Maumelle also has open space along its trail system that is not currently programmed (and may not be appropriate for) active park uses. Refer to Table 9.1.

<u>Current Levels of Service: Recreation Facilities</u>

In most cases, the City of Maumelle meets or exceeds recreation facilities standards or current levels of service offered in peer communities (refer to Table 9.3). Maumelle exceeds standards and peer communities' offerings in baseball fields, soccer fields, basketball courts, and playgrounds. The community is also well served by golf courses, recreation centers, softball fields, football fields, outdoor aquatics, trails, and natural open space. In fact, the only standards which Maumelle did not meet or exceed included those for tennis courts, dog parks, and community gardens.

Proposed Level of Service Standards

Creating level of service standards for both park land as well as recreation facilities is based on trends, public input (expressed needs), analysis of current levels of service, and evaluation of peer communities' level of service. The resulting standards are benchmarks with which Maumelle can measure its progress in keeping pace with population expansion. These standards should be addressed periodically to be adjusted for changes in trends, demographics, and community desires.

Maumelle Diamond Center

Standards Recommendations: Park Land (Table 9.1)

The following recommendations pertain to the ratio of park land to population that should be provided to keep pace with growth:

Mini Parks: Currently, 0.2 acres per 1,000 people are offered. Due to maintenance inefficiencies and concerns of continued operation of mini parks within the department, further construction of mini parks is not recommended.

Neighborhood Parks: Currently, 0.3 acres of parks per 1,000 people are offered, on parcels between 0.5 and 1 acres in size. This a is surprising low level of service. Considering the discontinuation of small mini parks, neighborhood parks deserve focus to continue to meet the needs of providing opportunities for active recreation across the city. Neighborhood parks should be provided at the rate of 1 acre per 1,000 people, on 1-5 acre parcels that are visible, safe, and along the trail system to encourage use by children.

Community Parks: Currently, Maumelle offers 5.3 acres of park land per 1,000 residents. Community parks are typically 20-50 acres in size (or larger) to accommodate larger facilities, such as sports fields. It is recommended that community parks be provided at the rate of 8 acres per 1,000 people and that each community park also include opportunities for passive recreation as well as provide neighborhood park services, so they may serve a dual function for their surrounding neighborhoods.

Regional Parks: Regional parks are typically found in large urban areas and may include facilities such as zoos, botanical gardens, and other special facilities that serve a larger region beyond the city's borders. Maumelle has three properties that serve such a purpose: Lake Willastein, Dowell Naylor Aquatic Center, and the Park on the River, at the rate of 6.9 acres per 1,000 people. The standard proposed is slightly lower, at 5.0 acres per 1,000 people. While Maumelle residents desire and deserve such facilities, the City should not strive to meet an over-ambitious need to serve the larger region. This is reflected in the increase in level of service proposed for community parks. This more modest standard will still incur larger park needs as the city grows, without over burdening the city budget.

Table 9.1: Comparative Park Standards and Levels of Service, Maumelle Current Level of Service & Proposed Level of Service Standards

TYPE	NRPA	ULI	AGGREGATE 1 (US) 2011 *	AGGREGATE 2 (AR & Border States) 2011 **	AGGREGATE 1 (US) 2012 *	AGGREGATE 2 (AR & Border States) 2012 **	CURRENT LOS: MAUMELLE	PROPOSED LOS STANDARD: MAUMELLE
Mini Parks/Playgrounds								
Recommended Size (Acres)	2500 s.f. - 1 ac. [2]	n/a					0.25-0.5 ac.	n/a
Recommended Service Radius	< 0.25 miles [2]	n/a					one neighborhood	n/a
Recommended Acres/1000 Population	0.25 - 0.50 [1]	3.0					0.2	0.0
Neighborhood Parks								
Recommended Size (Acres)	5-10 ac. [2]	5-10 ac.					05.-1 ac.	1-5 ac.
Recommended Service Radius	0.25-0.5 miles [2]	0.5 miles					several neighborhoods	0.5 miles
Recommended Acres/1000 Population	1.0-2.0 [1]	2.0					0.3	1.0
Community Parks/Sports Fields								
Recommended Size (Acres)	30-50 ac. [2]	40-100 ac.					varies	20-50 ac.
Recommended Service Radius	0.5-3 miles [2]	2 miles					citywide	2 miles
Recommended Acres/1000 Population	5.0-8.0 [1]	3.5					5.3	8.0
Citywide /Large Urban/District								
Recommended Size (Acres)	50+; 75+ optimal [2]	100-200 ac.					varies	n/a
Recommended Service Radius	entire community [2]	3 miles					Central Arkansas	n/a
Recommended Acres/1000 Population		2.0					0.0	0.0
Regional Parks								
Recommended Size (Acres)	200+ [1]	500-1000 ac.					varies	varies
Recommended Service Radius		10 miles					Central Arkansas	Central Arkansas
Recommended Acres/1000 Population	5.0-10.0 [1]	15.0					6.9	5.0
TOTAL ACRES	**11.25-20.5**	**25.5**	**16.6**	**24.2**	**20.9**	**20.4**	**12.7**	**14.0**
General Aggregate Info								
Population			10,000-30,000	10,000-30,000	10,000-30,000	10,000-30,000	17,163	
White/Caucasian			76.27%	77.11%	74.82%	84.20%	82.9%	
Black/African American			10.90%	12.75%	9.70%	6.18%	12.1%	
Hispanic or Latino			7.36%	4.81%	8.85%	3.83%	2.4%	
Square Mileage of Jurisdiction [3]			11	26	11	20	9.3	
Jurisdiction Capital Budget [3]			$889,055	$2,300,000	$4,344,018	$2,740,509		
Jurisdiction Per Captia Income [3]			$28,664	$37,878	$28,914	$23,123	$37,168	
Jurisdiction Median Income [3]			$46,168	$39,970	$53,160	$43,600	$84,361	
Jurisdiction Population [3]			17,224	17,378	19,274	17,000	17,163	
Population Under 18 [3]			25.50%	24.55%	24.75%	21.00%	25.8%	
Population Over 65 [3]			14.15%	11.86%	11.55%	12.95%	10.2%	
Growth Rate 2000-2010 [3]			9.85%	11.05%	18.10%	24.35%	62.6%	
Number of Parks [3]			12	10	16	8	19	
Number of Park Acres [3]			153	155	298	300	218.5	
Acres of Parkland per 1,000 Population (Median)			9.6	8.7	14.4	17.8	12.7	
Acres of Parkland per 1,000 Population (Average)			**16.6**	**24.2**	**20.9**	**20.4**	**12.7**	**14.0**
Total Acres of Open Space/Conservation/Preservation			231	404	172	n/a		
Total Mileage of Greenways and Trails			9	11.42	13.15	n/a	30	

* Aggregate includes cities 10,000-30,000 population in size across the US participating in the PRORAGIS survey

** Aggregate includes cities 10,000-30,000 population in AR, MO, TN, MS, LA, TX, and OK participating in the PRORAGIS survey.

[1] 1983 NRPA Standard

[2] 1995 NRPA Standard

[3] Median Values

Standards Recommendations: Recreation Facilities (Table 9.3)

The following recommendations pertain to the number of people who should be served by one recreation facility of each type, in order to keep pace with population expansion:

Recreation Centers: Currently, there is one recreation center per 17,163 people. The level of service standard is to provide one recreation center for every 20,000 people.

Baseball Fields: Currently, there is one baseball field per 2,860 people. The level of service standard is to provide one baseball field for every 5,000 people.

Softball Fields: Currently, there is one softball field per 5,721 people. The level of service standard is to provide one softball field per 5,000 people.

Soccer Fields: Currently, there is one soccer field per 1,226 people. The level of service standard is to provide one soccer field for every 2,500 people.

Basketball Courts (outdoor): Currently, there is one basketball court per 2,145 people. The level of service standard is to provide one basketball court for every 5,000 people.

Football Fields: Currently, there is one football field (located at Rolling Oaks Park) for 17,163 people. A second football field (not included for park LOS purposes) is located at Maumelle High School. There is no recommended standard level of service for football fields (game) as part of this study.

Playgrounds: Currently, there is one playground per 1,716 people. The standard level of service is 1 playground for every 2,500 people.

Pools (outdoor): Currently, there is one outdoor pool per 17,163 people. The standard level of service is one pool for every 20,000 people.

Tennis Courts (outdoor): Currently, there is one tennis court per 8,582 people. The standard level of service is one tennis court for every 7,500 people

Dog Park: Currently, there is one dog park per 17,163 people. There is no recommended standard level of service for dog parks as part of this study.

Community Gardens: Currently, there is one church-owned community garden in Maumelle. There is no recommended standard level of service for community gardens as part of this study.

Golf: Currently, there is one golf course (private) per 8,581 people. There is no recommended level of service for public golf courses as part of this study.

Walking Trails: Currently, there is one mile of trail per 572 people. The standard level of service is one mile of trail for every 500 people, to continue to offer trails in the same manner as new subdivisions are developed and population grows.

Fishing at Lake Valencia; photo courtesy of the City of Maumelle

Projected Needs

Projected needs are calculated to provide rough estimates of park land which will need to be acquired and recreation facilities that will need to be provided as the community grows, to ensure that parks and facilities are located to adequately serve current and future populations.

Projected Need Outcomes: Park Land

Projected needs were tabulated under two separate assumptions:

1. How many acres of park land are needed to keep pace with growth while providing the same level of service that is currently offered, and
2. How many acres of park land are needed to keep pace with growth while providing the recommended level of service based on the proposed park land standards.

This comparison allows city officials and planners to compare the costs and benefits of "staying the course" versus making strategic changes in how the City offers parks and recreation services.

Table 9.2: Projected Needs (two-part)

PROJECTED NEEDS based on CURRENT LEVEL OF SERVICE

TYPE	CURRENT SIZE RANGE	CURRENT ACRES PER PARK TYPE	**CURRENT LOS**: ACRES/1000 POP (CURRENT)	PROJECTED NEED based on **CURRENT LOS** (HORIZON 1)	PROJECTED NEED based on **CURRENT LOS** (BUILDOUT)
Population			*17,163*	*41,231*	*47,091*
Mini Parks	0.25-0.5 ac.	3.5	0.20	4.91	6.10
Neighborhood Parks	0.5-1 ac.	5.5	0.32	7.71	9.59
Community Parks/Sports Fields	varies	91.5	5.33	128.31	159.55
Regional Parks	varies	118	6.88	165.47	205.76

PROJECTED NEEDS based on PROPOSED LEVEL OF SERVICE

TYPE	PROPOSED SIZE RANGE	**PROPOSED LOS STANDARD**: ACRES/1000 POP	CURRENT NEED based on **PROPOSED STANDARD**	PROJECTED NEED based on **PROPOSED STANDARD** (HORIZON 1)	PROJECTED NEED based on **PROPOSED STANDARD** (BUILDOUT)
Population			*17,163*	*41,231*	*47,091*
Mini Parks	0.5-1 ac.	0	-3.50	-3.50	-3.50
Neighborhood Parks	1-5 ac.	1	16.60	24.20	41.59
Community Parks/Sports Fields	20-50 ac.	8	45.80	238.35	285.23
Regional Parks	100+ ac.	5	-32.19	88.16	117.46

Projected Needs Outcomes: Park Land (Table 9.2)

Projected needs are calculated to estimate the amount of park land necessary to accommodate two planning horizons: the first horizon (or mid-term) assumes targeted annexation growth west to the Arkansas River, east to I-40, and north to Highway 365 (including the parcels immediately to its north). The second horizon (or long-term) assumes future growth to the north beyond the first horizon, within the city's planning jurisdiction, ending at the ridges which overlook the bean fields. The numbers described below assume the buildout population to encompass the second, or long-term, horizon.

Mini Parks: In order to maintain the current level of service of 0.2 acres per 1,000 people currently offered, the City would need to construct an additional 6 acres of mini parks to accommodate the estimated buildout population. However, the proposed standard level of service is to construct no additional mini parks, or 0 acres per 1,000 people.

Neighborhood Parks: To maintain the existing level of service of 0.3 acres of parks per 1,000 people at buildout, the City would need to provide an additional 10 acres of neighborhood parks. However, the proposed standard level of service is to pro-

vide 1 acre per every 1,000 people, or 42 additional acres of neighborhood parks based on buildout population estimates.

Community Parks: A total of 160 additional acres of community parks are needed if Maumelle were to sustain its current level of service of 5.3 acres per 1,000 people. The proposed standard level of service is 8 acres per 1,000 people, resulting in a need of 285 additional acres of community parks to serve the estimated buildout population.

Regional Parks: While 206 additional acres of regional parks would be necessary to sustain the current level of service offered to Maumelle residents, the proposed level of service is 5 acres per 1,000 people, resulting in a need of 117 additional acres of regional parks to serve the estimated buildout population of Maumelle.

Projected Needs Outcomes: Recreation Facilities (Table 9.3)
Projected needs for recreation facilities were determined based on the standard level of service described in the previous section of this document (page 128).

Recreation Centers: One additional recreation centers will be needed to serve Maumelle's estimated buildout population.

Baseball Fields: Four additional baseball fields will be needed to serve Maumelle's estimated buildout population.

Softball Fields: Seven additional softball fields will be needed to accommodate Maumelle's estimated buildout population.

Soccer Fields: Five additional soccer fields will be needed to accommodate Maumelle's estimated buildout population.

Basketball Courts (outdoor): Two additional outdoor basketball courts will be needed to accommodate Maumelle's estimated buildout population.

Football Fields: No standard level of service was established for football fields (game); therefore, no projected need has been calculated.

Playgrounds: Nine additional playgrounds will be needed to accommodate Maumelle's estimated buildout population.

Pools (outdoor): One additional aquatics facility will be needed to accommodate Maumelle's estimated buildout population.

Tennis Courts (outdoor): Four additional tennis courts will be needed to accommodate Maumelle's estimated buildout population.

Dog Park: No standard level of service was established for dog parks; therefore, no projected need has been calculated. Dog parks should be constructed when a need is expressed by the residents of Maumelle.

Community Gardens: No standard level of service was established for community gardens, therefore, no projected need has been calculated. Community gardens should be constructed when a need is expressed by the residents of Maumelle. One community garden exists on private property to serve Maumelle citizens.

Golf: No standard level of service was established for public golf courses; therefore, no projected need has been calculated.

Walking Trails: Sixty-four additional acres of trails will be needed to accommodate Maumelle's buildout population at a comparable level of service as is enjoyed presently.

Table 9.3: Comparative Facilities Standards and Level of Service, Maumelle Current Level of Service & Proposed Level of Service Standards

Facility Type	NRPA	AGGREGATE 1 (US) *	AGGREGATE 2 (AR & Border States) **	Maumelle: Existing LOS	Maumelle: Proposed LOS Standard	Need: Current	Need: Horizon 1	Need: Buildout
Population	*n/a*	*10,000-30,000*	*10,000-30,000*	*17,163*	*n/a*	*17,163*	*41,231*	*47,091*
Recreation Centers	No standard	1 per 14,240	1 per 18,029	1 per 17,163	1 per 20,000	0.0	1.1	1.4
Senior Centers		*1 per 17,278*	*n/a*	*1 per 17,163*				
Baseball Fields - adult	1 per 5,000	1 per 12,593	1 per 18,552	1 per 2,860	1 per 5,000	0.0	2.2	3.4
youth		*1 per 5,000*	*1 per 5,100*		*1 per 5,000*			
Softball Fields - adult	1 per 5,000	1 per 8,375	1 per 7,988	1 per 5,721	1 per 5,000	0.4	5.2	6.4
youth		*1 per 5,382*	*1 per 5,588*		*1 per 5,000*			
Soccer Fields - game	1 per 10,000	1 per 5,000	1 per 4,900	1 per 1,226	1 per 2,500	0.0	2.5	4.8
practice		*1 per 4,313*	*1 per 5,588*		*1 per 2,500*			
Basketball Courts (outdoor)	1 per 5,000	1 per 6,438	1 per 7,667	1 per 2,145	1 per 5,000	0.0	0.2	1.4
Football Fields - game	1 per 20,000	1 per 14,446	1 per 17,900	1 per 17,163 1	No standard	n/a	As needed	As needed
Playgrounds	No standard	1 per 2,260	1 per 3,178	1 per 1,716	1 per 2,500	0.0	6.5	8.8
Pools (outdoor, non-competition)	1 per 20,000	1 per 12,186	1 per 10,955	1 per 17,163	1 per 20,000	0.0	1.1	1.4
Pools (indoor)		*1 per 15,939*	*n/a*	*None*	*No standard*			
Tennis Courts (outdoor)	1 per 2,000	1 per 3,121	1 per 2,788	1 per 8,582	1 per 7,500	0.3	3.5	4.3
Dog Park	No standard	1 per 17,500	1 per 16,855	1 per 17,163	No standard	n/a	As needed	As needed
Community Gardens	No standard	1 per 14,045	1 per 17,900	1 per 17,163 [3]	No standard	n/a	As needed	As needed
Golf	1 per 50,000	n/a	n/a	1 per 8,581 [2]	No standard	n/a	As needed	As needed
Driving Range		*1 per 22,500*	*n/a*					
Walking Trails	No standard	n/a	n/a	1 mile per 572	1 mile per 500	4.3	52.5	64.2
Total Miles		*9*	*11.42*	*30*				

* Aggregate includes cities 10,000-30,000 population in size across the US participating in the 2011 PRORAGIS survey

** Aggregate includes cities 10,000-30,000 population in AR, MO, TN, MS, LA, TX, and OK participating in the 2011 PRORAGIS survey.

[1] Football field at Maumelle High School

[2] Private golf courses

Goals and Policies

Goal 1: Maintain existing parks and recreational amenities

The current level of park maintenance has a direct effect on the level of support the public gives a park system. When leaders of a community ask the citizens to financially invest in new parks, the comment that is often heard is "why should we pay for new parks when we can't maintain the parks we currently have?" Each park should serve a purpose, even if that purpose is purely aesthetic or therapeutic. The purpose of each park can be related to the level of maintenance that it receives. Not all areas within the same park require the same level of maintenance that a golf course or ball field requires. Not all parks can be left to natural succession as a wetland can. Each park is unique and requires its own maintenance plan that best fits the use at that park and aligns with maintenance staff and budget.

The National Recreation and Park Association published Park Maintenance Standards that defines levels of maintenance for various modes:

Mode I: State of the art maintenance applied to a high quality diverse landscape. Usually associated with high traffic urban areas such as public squares, malls, governmental grounds or high visitation parks.

Mode II: High level maintenance – associated with well developed park areas with reasonably high visitation.

Mode III: Moderate level maintenance – associated with locations with moderate to low levels of development, moderate to low levels of visitation or with agencies that because of budget restrictions can't afford a higher intensity of maintenance.

Mode IV: Moderately low level – usually with low level of development, low visitation, undeveloped areas or remote parks.

Mode V: High visitation natural areas – usually associated with large urban or regional parks. Size and user frequency may dictate resident maintenance staff. Road, pathway or trail systems relatively well developed. Other facilities at strategic locations such as entries, trail heads, building complexes and parking lots.

Refer to Appendix F for additional information regarding each maintenance mode.

<u>1.1 Maintenance</u>

Policy OSR 1.1.a: Park Maintenance Modes

- Mode I: Reserve for future grand public spaces in or around the Town Center
- Mode II: Regional and community parks with moderate to high visibility and visitation: Lake Willastein, Lake Valencia, Dowell Naylor Aquatic Center, Jess Odom Community Center, Diamond Center Baseball, Diamond Center Softball, Rolling Oaks, and Park on the River.
- Mode III: Neighborhood and mini parks with moderate visitation: Canadian Cove, Tara Cove Court, High Trail, Leisurewood Subdivision, Millwood Landing, Piney Cove, Kings Park, Woodland Stoneledge, Woodland Park, and Turtle Park.
- Mode IV: Any properties held by the City of Maumelle that are not currently developed parks.
- Mode V: White Oak Bayou, any future open space along the Arkansas River, future open spaces along floodways or in wetlands.

1.2 Upgrades, replacements, and removals

Policy OSR 1.2.a Conversion: Many mini parks are costing more to maintain and upgrade than the perceived need they serve; these mini parks may be considered for conversion to managed open space along the trail system.

Policy OSR 1.2.b Upgrades: Upgrade facilities within functioning mini and neighborhood parks to provide useful active play destinations.

Policy OSR 1.2.c Replacements: Replace obsolete or unsafe equipment in all parks.

Outcome: Standardizing maintenance modes based on park types and visitation levels helps the City of Maumelle anticipate operations budgets as new parks are planned and developed. Regularly scheduled upgrades, replacements, and removals reduce unexpected expenditures and can be more adequately planned in annual budgeting efforts.

Easter egg hunt at Lake Willastein; photo courtesy of the City of Maumelle

Goal 2: Provide public parks, trails, and open space as needed to keep pace with growth

A general analysis and needs assessment was conducted as part of the Maumelle FORWARD Strategic Plan process (see Part 2 of this section) to anticipate recreation and open space needs as they relate to land use, transportation, sustainability, community character, and economic development. Recreation and open space is a valuable amenity offered in Maumelle that is recognized throughout Central Arkansas. Providing parks at a pace similar to that of growth and development within Maumelle is closely linked with Maumelle's community character and quality of life.

2.1 Planning

Policy OSR 2.1.a Comprehensive Plan: Prepare a comprehensive park and trail system master plan to project future park land and facilities needs.

2.2 Function

Policy OSR 2.2.a Destinations: Invest in existing and proposed parks to create local and regional destinations.

2.3 Mini Parks

Policy OSR 2.3.a Future Mini Parks: No new construction of mini parks by the City should occur, due to maintenance concerns.

2.4 Neighborhood Parks (1-5 acre parcels, 1 acre per 1,000 people)

Policy OSR 2.4.a New Parks: Neighborhood parks should be constructed to keep pace with growth (refer to Standards Recommendations: Park Land).

Policy OSR 2.4.b Location: Neighborhood parks should be located along the trail system, which is critical to maintain access between each neighborhood parks for non-motorists. Neighborhood parks should be visible and safe.

Policy OSR 2.4.c Program: Neighborhood park facilities should include simple comforts (shade, seating, water), a playground to accommodate multiple age groups, an open play field, and small courts as space allows.

Policy OSR 2.4.d POA vs. Public Parks: Do not depend on the construction of Property Owner Association (POA) parks to meet neighborhood park needs. Though this results in lower capital and operational costs to the City, it will result in a sharp absence of public neighborhood parks.

Policy OSR 2.4.e POA Park Turnover: Consider accepting park land and facilities developed as part of a residential neighborhood to be deeded to the City for maintenance and public access.

2.5 Community Parks & Sports Facilities (20-50 acre parcels, 8 acre per 1,000 people)

Policy OSR 2.5.a New Parks: Drive-to community parks and sports facilities that serve the entire community should be constructed to keep pace with growth and serve both active and passive recreational needs (refer to Standards Recommendations: Park Land).

Policy OSR 2.5.b Location: Location along the trail system, as well as inclusion of neighborhood park facilities, is crucial to allow a community park to serve a dual purpose as a community park and a neighborhood park. This minimizes the need to provide both types of parks within the same service area.

Policy OSR 2.5.c Access: Larger sites with easy transportation access are desired for community parks in order to accommodate vehicular trips to and from the site.

Policy OSR 2.5.d Program: Community parks that have a non-sports related focus (such as Lake Willastein) should be created to offer a variety of recreational opportunities for a wide range of users.

2.6 Regional Parks (50+ acres or Special Facilities, 5 acres per 1000 people)

Policy OSR 2.6.a New Parks: Parks such as Lake Willastein serve Maumelle as well as surrounding communities. Additional special facilities such as the Park on the River and the Dowell Naylor Aquatic Center serve residents beyond Maumelle's municipal borders. New facilities should be constructed on an as-needed basis (refer to Standards Recommendations: Park Land).

Policy OSR 2.6.b Future Locations: Consider the purchase of property adjacent to the Arkansas River for use as regional parks and trails to be constructed in the future.

Outcome: Planning for the utilization of existing parks and facilities as well as future expansion of the park system ensures that future developments are constructed with the same level of connectivity and amenities that currently exist throughout Maumelle.

Goal 3: Provide a variety of amenities and public spaces for all age groups

In addition to providing parks and facilities based on population, proper programming of each park and facility to include activities for multiple ages and abilities is critical to building a successful recreation and open space system.

3.1 Active Recreation

Policy OSR 3.1.a Program: Active recreation opportunities should be accommodated in all park types, but are most prevalent in neighborhood and community parks.

Policy OSR 3.1.b Open Play Fields: Open play fields and opportunities for pick-up games should be accommodated in addition to spaces for organized play and league events.

Policy OSR 3.1.c Circulation: Because active parks usually have large numbers of participants, it is important to have good vehicular circulation to these parks to accommodate the traffic on game days.

Policy OSR 3.1.d Special Needs: Active recreation can include special needs parks as well, with well designed rubber surface fields and play grounds designed for accessible use.

3.2 Passive Recreation

Policy OSR 3.2.a Program - Large Parks: Passive recreation opportunities should be accommodated in all community and regional parks along with the active component these parks typically provide. A large park is expected to meet the needs of many and include a wider variety of recreation opportunities.

Policy OSR 3.2.b Program - Small Parks: Parks smaller than community parks can incorporate passive areas tied to education or natural areas, bird sanctuaries, community garden locations and strategically located rest areas.

3.3 Trails

Policy OSR 3.3.a Local Trails: Local trails have been constructed throughout many neighborhoods in Maumelle. These trails are beloved by residents, and shape the character of Maumelle throughout Central Arkansas. These local trails should continue to be required within the subdivision ordinance and implemented in all future residential developments, regardless of residential zoning classification.

Policy OSR 3.3.b Regional Trails: Implement a regional trail connector system, which joins residential and non-residential uses, connects neighborhoods to schools, joins Maumelle to the larger trail system in Central Arkansas, and provides the spine to which future neighborhood developments in the city can connect.

Policy OSR 3.3.c Trail Crossings: Refer to Transportation Recommendations for location of trail crossings along Maumelle Boulevard to connect the east and west sides of the community.

3.4 Open Space

Policy OSR 3.4.a Management Plan: Establish a citywide management plan for creating opportunities for utilizing open space in a sustainable manner.

Policy OSR 3.4.b Identification: Identify significant open spaces that need to be preserved due to existing natural conditions or views (refer to Land Use plan).

Policy OSR 3.4.c Preservation: Design and implement zoning tools that preserve open space.

Policy OSR 3.4.d Prioritization: Establish priority-setting criteria for open space acquisition.

Outcome: Providing a variety of recreation and open space types which are inter-connected reinforces quality of life attributes that were expressed as important by the residents of Maumelle.

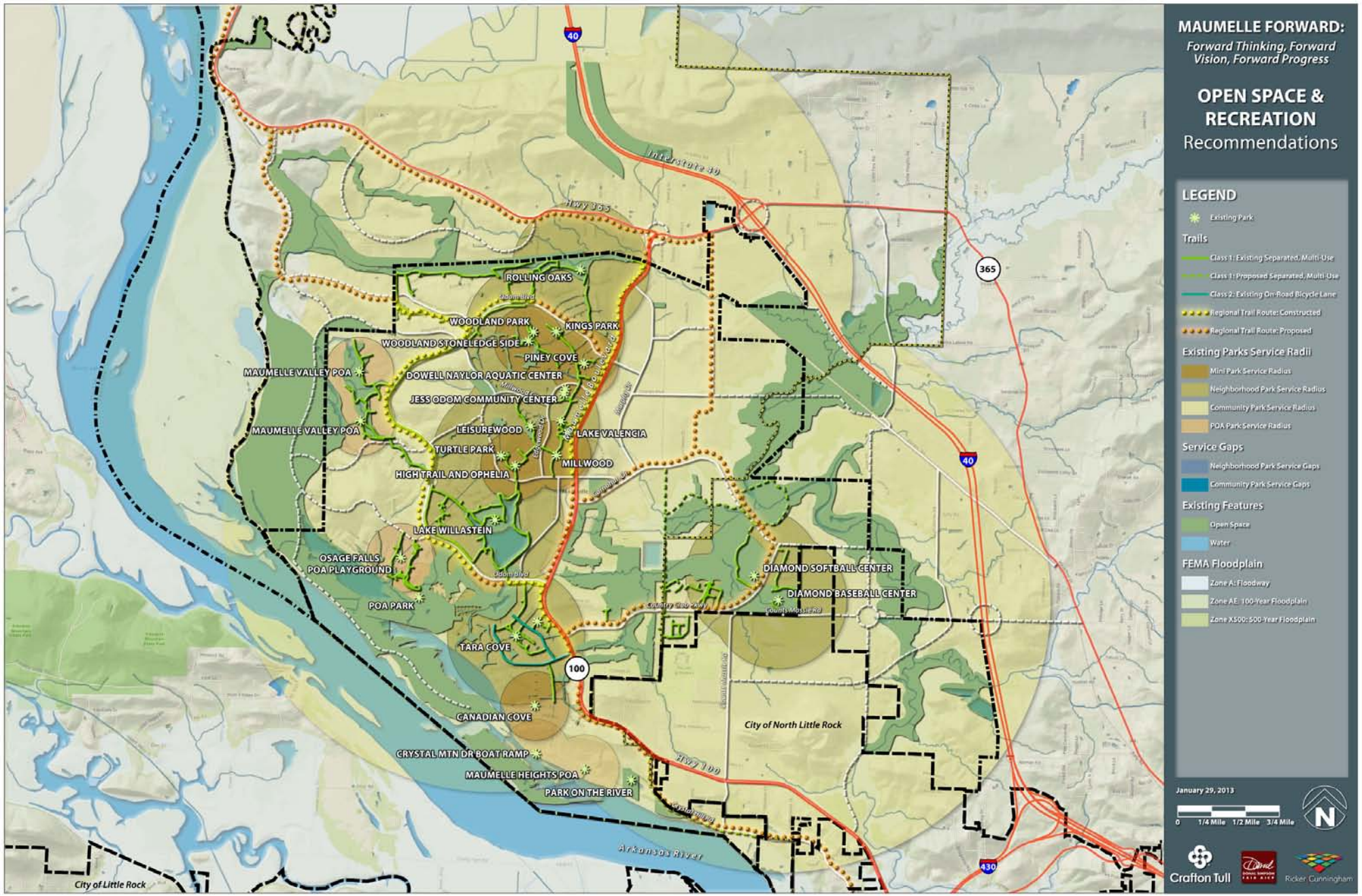
Conclusion

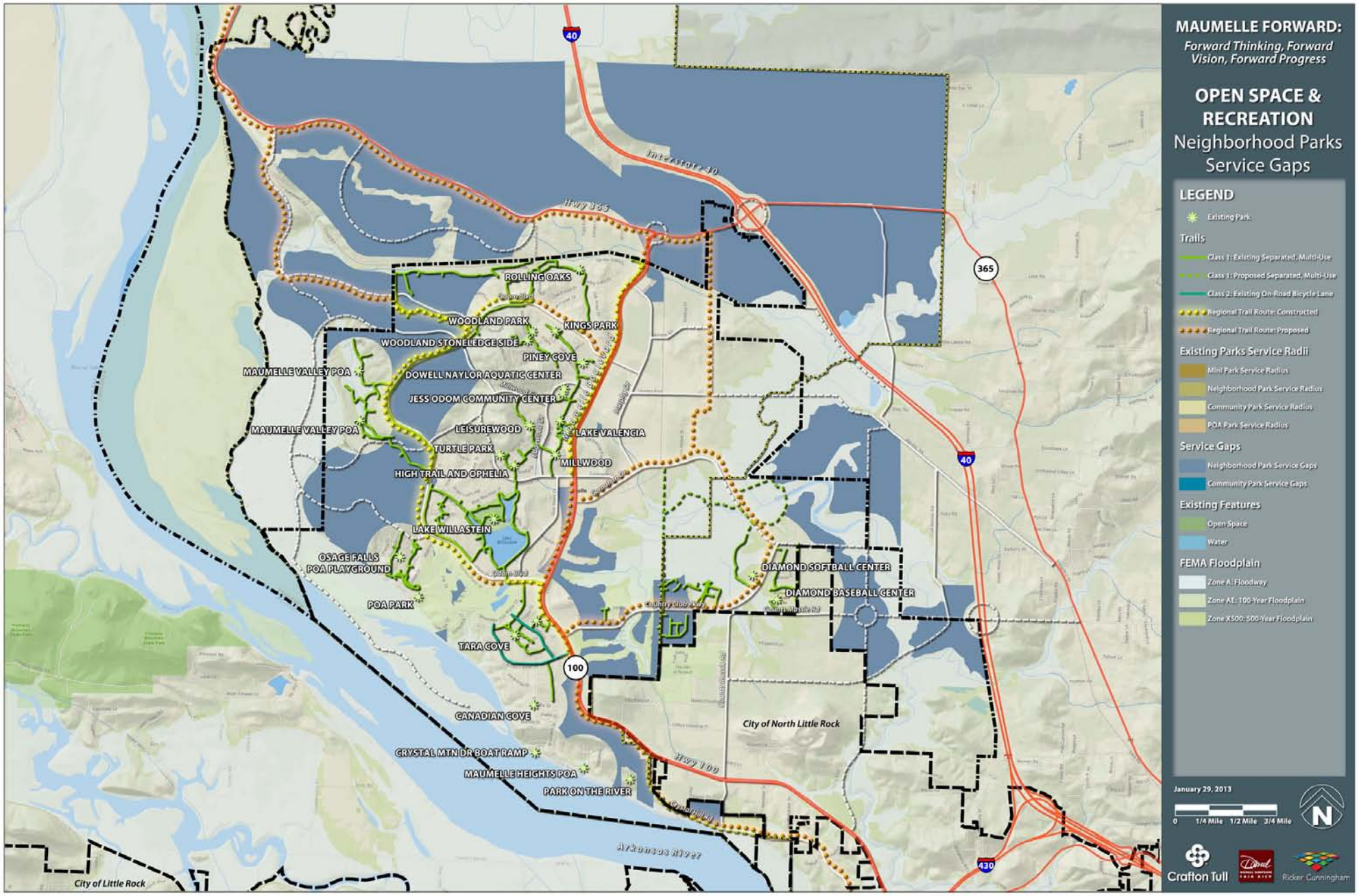
As Maumelle continues to grow, the City leaders must strive to find and preserve valuable open space. Not only to find it, but to make conscience plans with it as the important puzzle piece to which all other pieces connect. Once open space is lost to development and connections are lost to adjacent open space, options for linking parks via greenways, trails and bike paths to each other are difficult, if not impossible, in the future. By linking trails to parks and parks to trail, the entire park system grows exponentially.

Park Land Service Gap Mapping

Park land service gaps are roughly mapped to depict areas within Maumelle and its projected growth areas that are not currently served by neighborhood or community parks, respectively (pages 138-139). Blue shaded areas on the following two maps indicate residential areas (existing or planned) that are not located within the service area of a neighborhood park (1/2 mile) or community park (2 miles), as determined for the comparative park standards as part of the strategic plan. These areas are general in nature, depicting radii "as the crow flies" as opposed to along routes of existing or proposed streets. The maps are intended to inform city staff and officials about large areas of the community that lack public or property owner association (POA) park service.

Neighborhood trails in Maumelle


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
OPEN SPACE & RECREATION
Recommendations
LEGEND
Existing Park
Trails
Class 1: Existing Separated, Multi-Use
Class 1: Proposed Separated, Multi-Use
Class 2: Existing On-Road Bicycle Lane
Regional Trail Route: Constructed
Regional Trail Route: Proposed
Existing Parks Service Radii
Mini Park Service Radius
Neighborhood Park Service Radius
Community Park Service Radius
POA Park Service Radius
Service Gaps
Neighborhood Park Service Gaps
Community Park Service Gaps
Existing Features
Open Space
Water
FEMA Floodplain
Zone A: Floodway
Zone AE: 100-Year Floodplain
Zone X500: 500-Year Floodplain
January 29, 2013
0 1/4 Mile 1/2 Mile 3/4 Mile
N
Crafton Tull
Ricker Cunningham
ROLLING OAKS
WOODLAND PARK
KINGS PARK
WOODLAND STONELEDGE SIDE
PINEY COVE
MAUMELLE VALLEY POA
DOWELL NAYLOR AQUATIC CENTER
JESS ODOM COMMUNITY CENTER
MAUMELLE VALLEY POA
LEISUREWOOD
LAKE VALENCIA
TURTLE PARK
MILLWOOD
HIGH TRAIL AND OPHELIA
LAKE WILLASTEIN
OSAGE FALLS POA PLAYGROUND
DIAMOND SOFTBALL CENTER
DIAMOND BASEBALL CENTER
POA PARK
TARA COVE
CANADIAN COVE
CRYSTAL MTN DR BOAT RAMP
MAUMELLE HEIGHTS POA
PARK ON THE RIVER
City of North Little Rock
City of Little Rock
Arkansas River
Interstate 40
Hwy 365
Hwy 100
40
365
100
430


MAUMELLE FORWARD:
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OPEN SPACE & RECREATION
Neighborhood Parks Service Gaps
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Existing Park
Trails
Class 1: Existing Separated, Multi-Use
Class 1: Proposed Separated, Multi-Use
Class 2: Existing On-Road Bicycle Lane
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FEMA Floodplain
Zone A: Floodway
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January 29, 2013
0 1/4 Mile 1/2 Mile 3/4 Mile
N
Crafton Tull
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ROLLING OAKS
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PARK ON THE RIVER
DIAMOND SOFTBALL CENTER
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City of North Little Rock
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Interstate 40
Hwy 365
Hwy 100
Arkansas River
40
365
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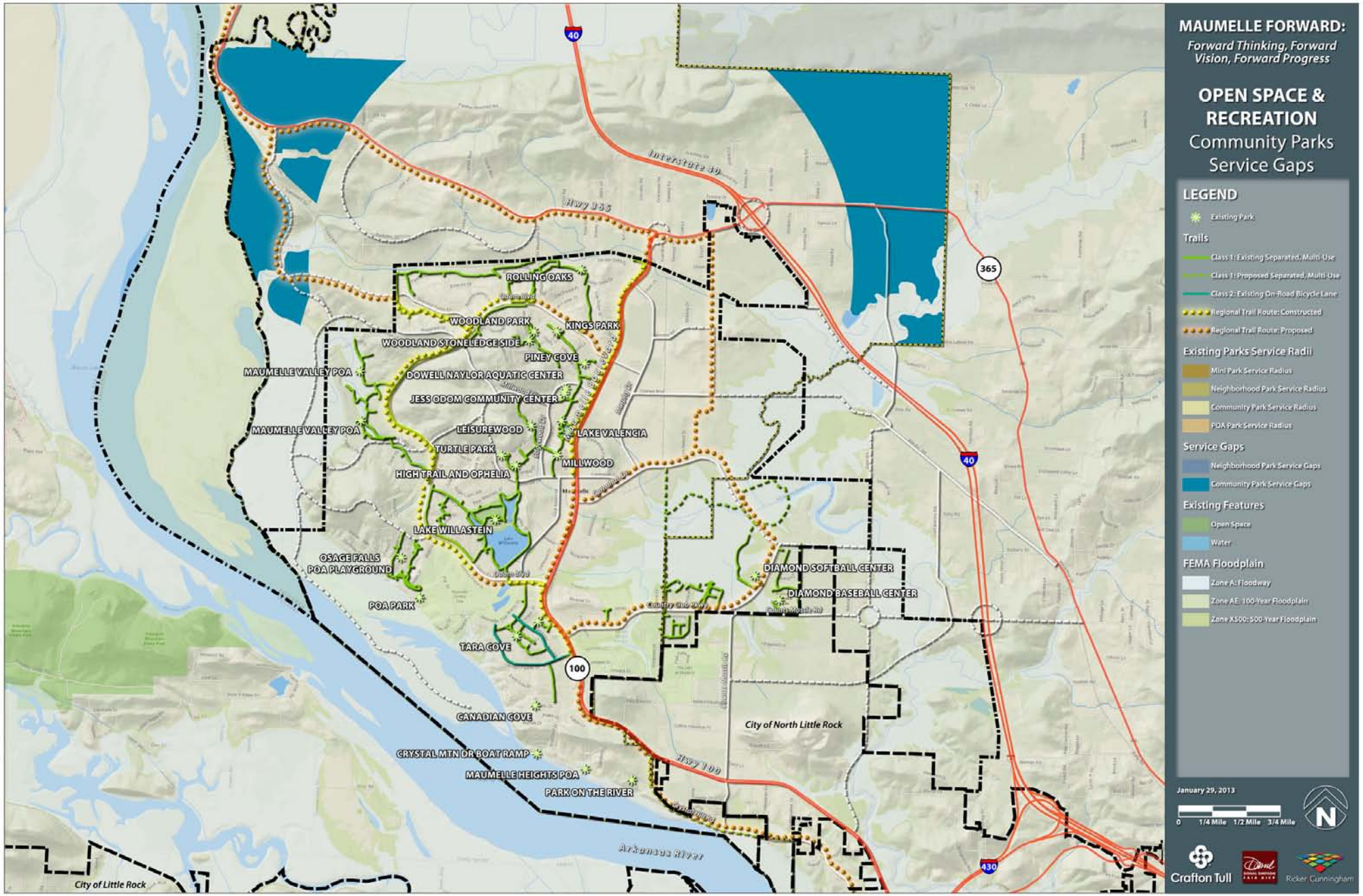
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CRYSTAL MTN DR BOAT RAMP
MAUMELLE HEIGHTS POA
PARK ON THE RIVER
DIAMOND SOFTBALL CENTER
DIAMOND BASEBALL CENTER
40
365
100
430

Photo courtesy of Crafton Tull

Chapter Ten: Transportation

Transportation Recommendations Overview

Purpose

The purpose of the transportation recommendations is to establish policies that give direction to transportation decisions in order to meet the vision and goals established during the strategic planning process. The following goals and policies were derived from input by Maumelle residents at public meetings and from survey results.

Values, Vision, and Goals

Expressed Values

The residents of Maumelle, through the community survey and input at public meetings, expressed their concerns over the traffic on Maumelle Boulevard. As North Little Rock continues to grow around Counts Massie Road, the congestion during morning and afternoon rush hour on Maumelle Boulevard will continue to be an issue. The addition of the third entry may alleviate some of the traffic. However, vehicular circulation is only one piece of the transportation puzzle. Many of the Maumelle residents said they value the open space and trails network. This local trail system is a great way to get from one neighborhood to another or provide access to a local park, but the network doesn't provide safe access to the Middle School and High School nor does it connect Maumelle to surrounding attractions in Central Arkansas. Many members of the Steering Committee agreed that a regional trail network is a goal worth investigating.

Vision Statement

Maumelle aspires to be a vibrant, economically healthy city that maintains its sense of community while embracing a forward-thinking attitude.

Community-wide Goals

- Approach growth in a strategic, targeted manner that meets the needs of people across the age spectrum.
- Preserve Maumelle's safe, small town atmosphere.
- Ensure the conveniences of living in Maumelle (proximity, ease of access, local services).
- Support the quality of local schools in a proactive manner.

Master Street Plan

The Maumelle Master Street Plan was used a valuable reference in developing the

Northern entrance into Maumelle

Edgewood Drive

Neighborhood trail at Lake Valencia

transportation goals and policies below. As stated below, the realization of the master street plan will help alleviate some the congestion issues currently experienced on Maumelle Boulevard by providing more options and/or alternate routes. The proposed changes or additions to the master street plan are noted in policies below and shown on the transportation graphic above.

Transportation Recommendations Map

The graphic contained within the Transportation Recommendations serves to visually depict those policies and actions specifically stated within this document. The graphic is not a modification to, nor a replacement for, the Master Street Plan which has been adopted by the City of Maumelle.

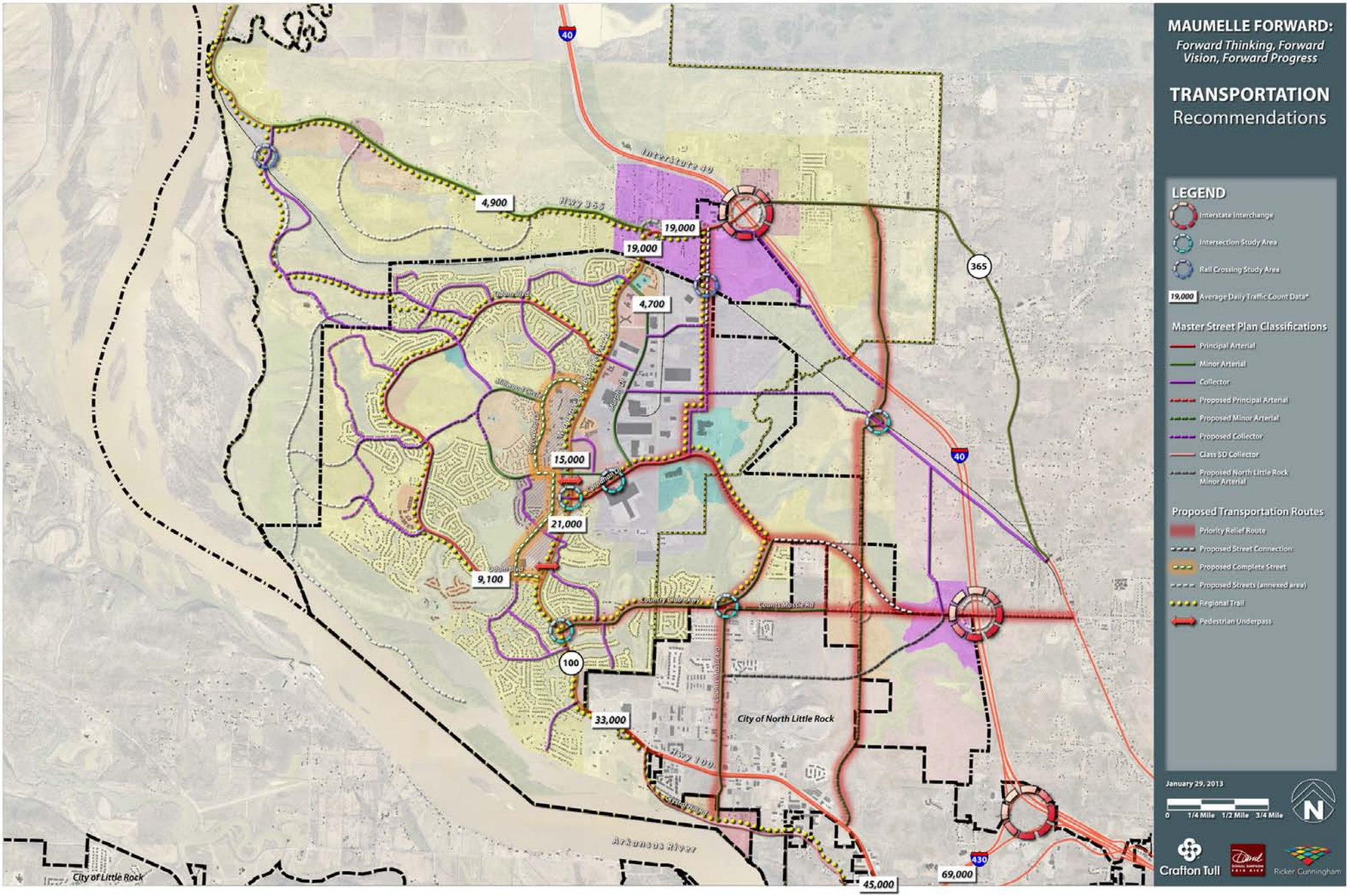
The Transportation Recommendations graphic depicts vehicular, bicycle, and pedestrian circulation issues across the city. It considers the growth of Maumelle and the information derived through the Maumelle FORWARD process that impacts transportation decisions, including land use, community character, economic development, infill and redevelopment, open space and recreation, and sustainability.

Transportation Goals

The goals developed during Maumelle FORWARD that relate specifically to transportation include the following:

1. Continue to explore congestion mitigation solutions along Maumelle Boulevard.
2. Employ new methods of enhancing the vehicular circulation network.
3. Support the development of a transportation trails network.
4. Promote the development of safe pedestrian routes to schools and work.

Specific policies were subsequently developed to implement each of the goals.


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
TRANSPORTATION
Recommendations
LEGEND
Interstate Interchange
Intersection Study Area
Rail Crossing Study Area
19,000 Average Daily Traffic Count Data*
Master Street Plan Classifications
Principal Arterial
Minor Arterial
Collector
Proposed Principal Arterial
Proposed Minor Arterial
Proposed Collector
Class SD Collector
Proposed North Little Rock Minor Arterial
Proposed Transportation Routes
Priority Relief Route
Proposed Street Connection
Proposed Complete Street
Proposed Streets (annexed area)
Regional Trail
Pedestrian Underpass
January 29, 2013
0 1/4 Mile 1/2 Mile 3/4 Mile
N
Crafton Tull
Ricker Cunningham
Interstate 40
Hwy 365
Hwy 100
Arkansas River
City of North Little Rock
City of Little Rock
4,900
19,000
19,000
4,700
15,000
21,000
9,100
33,000
45,000
69,000
40
365
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430

Goals and Policies

Goal 1: Continue to explore congestion mitigation solutions along Maumelle Boulevard.

The congestion on Maumelle Boulevard, starting at the city limits on Hwy 100 and heading toward I-40, can be attributed to many factors that all surface at the same time during early and late rush hours each work day. The window of heavy traffic is seldom more than an hour long, but the delays can be frustrating to the motorists who are moving slowly to their destination east or south of town. Since Maumelle cannot do anything about North Little Rock's growth or road network, the most effective solution to alleviate traffic on Maumelle Boulevard is to move cars to the east and north. Simply put: the Master Street Plan should create a network of streets east of town to feed commuters to the third entry or north to the Morgan Interchange per the Master Street Plan.

1.1 Inter-Connected Street Network for Vehicular Options

Policy TR 1.1.a East-West Connectors: Construct east-west connectors to alleviate traffic flow along Maumelle Boulevard.

Policy TR 1.1.b North-South Connectors: Construct north-south connectors west of the third entry to alleviate traffic flow along Maumelle Boulevard.

Policy TR 1.1.c Multi-Use: Locate all new higher density multi-use developments close to I-40 for direct interstate access.

1.2 Vehicular Connections to the Third Entry

Policy TR 1.2.a East-West Connectors: Add east-west connectors to connect the third entry to the core of Maumelle as well as alleviate the Counts Massie traffic that currently feeds onto Maumelle Boulevard (Hwy 100).

Policy TR 1.2.b North-South Connectors: Develop north-south connectors west of third entry.

Policy TR 1.2.c Controlled Access: Continue current policies on controlled access along major routes to the third entry.

1.3 Maumelle Boulevard Improvements

Policy TR 1.3.a Controlled Access: Continue current policies for controlled access along Maumelle Boulevard.

Policy TR 1.3.b Traffic Signals: Coordinate with AHTD to synchronize traffic signals along Maumelle Boulevard in Maumelle and North Little Rock to establish a consistent traffic flow during rush hour times.

Poilcy TR 1.3.c Development Impacts: Coordinate with AHTD and the City of North Little Rock to minimize the impacts of growth and development along and impacting Maumelle Boulevard.

Policy TR 1.3.d Traffic Study: Conduct a traffic study for Maumelle Boulevard from Odom to Country Club Parkway to review traffic counts and the need for additional left turn lanes as the third entry is constructed.

Policy TR 1.3.e Traffic Study: Conduct a traffic study for the intersection of Maumelle Boulevard at Carnahan to review traffic counts and the need for additional left turn lanes.

Policy TR 1.3.f Pedestrian Tunnel(s): Plan for pedestrian tunnels under Maumelle Boulevard at more than one key location to allow non motorized crossings without interrupting vehicular traffic flow.

Policy TR 1.3.g Street Trees: Add irregular 'grove' tree plantings in right-of-ways along Maumelle Boulevard to help screen adjacent properties and provide visual interest on roadway.

Policy TR 1.3.h Gateways: Add city-wide entry gateways at specified locations (see Community Character Element) to signify transitions into Maumelle.

1.4 Country Club Parkway Improvements

Policy TR 1.4.a Shared Access: Continue current policies for shared access along Country Club Parkway.

Policy TR 1.4.b Connection to Third Entry: Modify Country Club Parkway alignment to connect to Counts Massie Road for direct connection to the third entry, either by signalized intersection or roundabout.

Policy TR 1.4.c Traffic Study: Conduct a traffic study to measure impacts from the third entry and necessary road modifications.

Policy TR 1.4.d Sidewalks: Continue sidewalks along both sides of Country Club Parkway.

Policy TR 1.4.e Pedestrian Crossings: Provide for pedestrian 'safe zone' crossings at various locations along Country Club Parkway. Use signage to alert motorists of crossing areas.

1.5 Carnahan Drive Improvements

Policy TR 1.5.a Connection: Connect Carnahan to Country Club Parkway per the Master Street Plan.

Policy TR 1.5.b Connection: Connect Carnahan to Counts Massie per Master Street Plan for direct connection to third entry.

Policy TR 1.5.c Traffic Study: Conduct a traffic study for intersection of Carnahan at Commerce to review traffic counts and the need for additional left turn lanes.

Policy TR 1.5.d Connection: Extend Carnahan east through the White Oak Bayou beyond the Maumelle High School property. Allow for pedestrian access adjacent to the roadway (Class 1 or Class 2 trails).

Policy TR 1.5.e Sidewalks: Construct sidewalks or trails along both sides of Carnahan from Maumelle Boulevard to the Maumelle Middle School and Maumelle High School properties for safe routes to school options.

Policy TR 1.5.f Shared Access: Continue current policies for shared access along Carnahan Drive as it extends to the east.

1.6 Alternative Solutions

Policy TR 1.6.a Bike to Work: Develop a bike to work program to encourage Maumelle residents to ride their bike to work/school once the regional bike system is in place.

Policy TR 1.6.b Carpool: Encourage the use of CATA's 'Park n Ride' program for residents who wish to share their commute to Little Rock or North Little Rock through a local communications and outreach campaign.

Policy TR 1.6.c Public Transportation: Coordinate with Central Arkansas Transit Authority (CATA) to provide a dedicated express route with more frequent service from the Town Center to downtown Little Rock.

Policy TR 1.6.d School Schedules: Coordinate with Pulaski County Special School District to enact staggered school start times for the elementary, middle and high schools in Maumelle. Discuss a similar start time solutions with North Little Rock Schools for the elementary schools that serve Maumelle residents.

Outcome: The addition of any or all of the above policies may alleviate some of the current congestion on Maumelle Boulevard by providing multiple options for motorists that wish to access I-40. The positive outcome of these efforts may lead to shortened commuter times, help reduce vehicular emissions and fuel consumption, as well as provide alternate routes should there be road construction or an accident on Maumelle Boulevard.

Goal 2: Employ new methods of enhancing the vehicular circulation network

Maumelle's growth will require an expansion to the current road network. This expansion will bring more challenges of access and congestion in and around the community. The employment of the following planning and transportation techniques may help improve the traffic flow, provide transportation options and provide better connections through neighborhoods to adjacent uses.

2.1 Highway 365 Boulevard Development

Policy TR 2.1.a Controlled Access: Work with AHTD to widen Highway 365 with controlled access and a center median to match Maumelle Boulevard's character.

Policy TR 2.1.b Pedestrian Tunnel(s): Provide pedestrian tunnels under the Hwy 365 Boulevard at more than one key location to allow non motorized crossings without interrupting vehicular traffic flow.

Policy TR 2.1.c Street Trees: Add irregular 'grove' tree plantings in right-of-ways along Hwy 365 Boulevard to help screen adjacent properties and provide visual interest on roadway.

Policy TR 2.1.d Gateways: Add city-wide entry gateways at specified locations (see Community Character Element) to signify transitions into Maumelle.

Policy TR 2.1.e Regional Trail: Extend regional trail network along Hwy 365 Boulevard (see Open Space & Recreation Recommendations).

2.2 Industrial Park Roads

Policy TR 2.2.a Retrofitting: Retrofit existing roads with 60' right of way or greater to include curb and gutter with sidewalks.

Policy TR 2.2.b Sidewalks: Use the addition of sidewalks in the industrial park to serve as trail connections for industrial employees.

Policy TR 2.2.c Trail Easements: Acquire easements and link the trail system in the industrial park where sidewalks don't permit connections.

2.3 Complete Streets

Policy TR 2.3.a Near-Term Locations: Retrofit Club Manor, Edgewood Drive and Millwood Circle into a complete street to accommodate multi modal circulation (separate vehicular, bike and pedestrian facilities). See Community Character Element.

Policy TR 2.3.b Long-Term Locations: Add complete streets to proposed Village Centers and Town Center where appropriate.

Policy TR 2.3.c Trail Connections: Construct complete streets that start and end near trail connections to prevent dead end trails.

2.4 Roundabouts

Policy TR 2.4.a General Locations: Utilize roundabouts (traffic circles) on local streets to improve vehicular flow and lessen stop/go traffic collisions present at 4-way intersections, as determined by separate traffic studies for high volume intersections.

Policy TR 2.4.b Village Center Locations: Incorporate roundabouts at proposed Village Centers to improve traffic flow at key intersections near the third entry and on Hwy 365.

Policy TR 2.4.c Gateway Roundabout Location: Incorporate a two lane roundabout at the intersection of Maumelle Boulevard (Hwy 100) and Hwy 365 when it becomes a boulevard arterial. The center of the traffic circle may include a gateway feature to signify the importance of the improved crossroad. See Community Character Element.

2.5 Local Street Connectivity

Policy TR 2.5.a Limit Cul-de-sacs: Modify Chapter 70-132: Streets in Maumelle's Subdivision Ordinance to reduce the use of cul-de-sacs and encourage through street access in new areas of Maumelle. This will prevent 'superblocks' and will provide multiple routes around a more interconnected street layout.

Policy TR 2.5.b Street Grid: Allow for an interconnected street network in the Multi-use Regional Centers to avoid 'superblocks' and increase traffic route options.

Policy TR 2.5.c Undeveloped Tracts: Require connectivity to undeveloped tracts during the development process.

Policy TR 2.5.d Rail Crossings: Begin planning for the construction of two additional rail crossings to allow improved connectivity to the north (refer to the Transportation graphic for locations).

Outcome: Through the use of the above transportation techniques, the transportation network in new areas of Maumelle will offer options not currently found. Options for pedestrians and cyclists in the complete street setting as well as in the Industrial Park area, options to improve traffic flow through roundabouts, and options for alternate routes with local street connectivity should improve the road network as each technique is implemented.

Goal 3: Support the development of a transportation trails network.

The current Maumelle trail system is one of the best in the state of Arkansas. A network of Class I and Class II trails connect neighborhoods to surrounding parks and community attractions. A local trail further connects some neighborhoods together along Odom and Maumelle Boulevards. There is now a need for additional local trails to connect underserved areas and link Maumelle to other locations beyond the city borders.

3.1 Regional Trail Connections

Policy TR 3.1.a Regional System: Connect the current trail system to the Central Arkansas regional system.

Policy TR 3.1.b North and South Connections: Connect the Maumelle trail network to the Arkansas River trail (in North Little Rock) for linkages to the south and connect north to Faulkner County.

Policy TR 3.1.c Design: Construct regional trails to be wider than local trails (10'-12' wide) to accommodate multiple user groups and greater travel speeds.

3.2 Pedestrian Connections in the Industrial Park and Employment Districts

Policy TR 3.2.a Location: Provide pedestrian connections along Murphy Drive.

Policy TR 3.2.b Connection Types: Provide pedestrian connections in future Employment Districts via sidewalks or trails.

Policy TR 3.2.c Linkages: Provide connections from the Employment District to existing trail system.

Policy TR 3.2.d Ordinance: Create a subdivision ordinance requiring future development in Employment district to provide sidewalks and trails.

3.3 White Oak Bayou Trails

Policy TR 3.3.a Education: Complete construction of trails and boardwalks in and around the wetlands near the middle and high schools for nature education.

Policy TR 3.3.b Safe Routes to Schools: Connect a bayou trail behind Maumelle Middle School from Hyman Drive to Carnahan drive for an alternate safe route to school for Country Club of Arkansas residents.

Outcome: An expanded Maumelle trail network will continue to serve local users, and by implementing the above policies, now serve the resident or student who wishes to access the bayou, walk in the Industrial district or ride beyond the city to regional destinations. The key to any good transportation network is meeting the needs of many by providing numerous opportunities. See the Open Space & Recreation Recommendations.

Goal 4: Promote the development of safe pedestrian routes to school and work

According to the public input, few Maumelle residents bike or walk to work and school. Many of the respondents commute to work in Little Rock or North Little Rock, where distance to work is an issue that indicates a need for alternate transportation options. As the community continues to grow the employment and commercial sectors, more future residents may live and work in Maumelle. It is important to establish policies for safe routes to work and school in Maumelle FORWARD to keep pace with growth and meet the future needs.

4.1 Pedestrian and Bicycle Access to Schools

Policy TR 4.1.a Sidewalks: Acquire necessary right of way along roads that serve schools to provide sidewalks for student use where there are none. Walks should be separated from the edge of road by a landscape buffer of 4' min.

Policy TR 4.1.b Neighborhood Linkages: Connect paved school sidewalks to the Maumelle trail system to link school routes to surrounding neighborhood trails.

4.2 Pedestrian Tunnels

Policy TR 4.2.a Maumelle Boulevard: Provide pedestrian tunnels under Maumelle Boulevard at key locations to accommodate safe pedestrian access without the need for surface crossings on the busy arterial. See Transportation Graphic.

Policy TR 4.2.b Hwy 365: Provide pedestrian tunnels under Hwy 365 at key locations to accommodate safe pedestrian access without the need for surface crossings on the busy arterial.

4.3 Trail Crossing Demarcations

Policy TR 4.3.a Signage: Provide consistent signage to signify an upcoming trail crossing.

Policy TR 4.3.b Pavement Indicators: Provide road markings and/or changes to paving material where trails cross roads.

Policy TR 4.3.c Lighting: Provide lighted bollards or overhead lighting where trail crossings occur in open space areas or poorly lit locations.

Outcome: Safety of cyclists and pedestrians is always the utmost concern when vehicular–pedestrian conflicts are present. One way to avoid the conflict is to separate the pedestrian from the motorist via tunnels. Pedestrian refuge medians, signage, and other visual clues are also options to protect the cyclist, runner or walker. Traffic on vehicular routes will lessen if parents feel the pedestrian routes to school are safe and encourage their children to ride their bikes. The side benefit will be healthier children through exercise. By providing safe options for routes to work, Maumelle residents who work in town may opt for this sustainable transportation option. See the Sustainability Recommendations.

Photo courtesy of the City of Maumelle

Chapter Eleven: Sustainability

Sustainability Recommendations Overview

The purpose of the sustainability recommendations is to establish policies that will help guide the City of Maumelle's future development, while protecting and enhancing the many natural resources and quality of life that its residents have expressed as a vital component to the future growth of the community. These policies can substantially reduce or eliminate negative environmental impacts to the community through high-performance, market-leading design, construction and operations practices.

Community Sentiment

Results from the Maumelle FORWARD community survey indicate strong support for sustainable practices. Environmental quality was overwhelmingly rated "very important" in contributing to quality of life in Maumelle. In terms of population growth and physical expansion, unlimited growth was strongly opposed, while policies that restrict growth and policies that pace growth in targeted areas were supported. When asked specifically about the construction of future city facilities, residents rated sustainability as "very important." However, when asked if residents would be willing to pay for more recycling options, the responses were 50% in favor and 50% opposed.

Vision and Goals

As part of the Maumelle FORWARD planning process, the following Vision Statement and Community-wide Goals were developed to guide decisions and policy recommendations.

Vision Statement

Maumelle aspires to be a vibrant, economically healthy city that maintains its sense of community while embracing a forward-thinking attitude.

Community-wide Goals

- Approach growth in a strategic, targeted manner that meets the needs of people across the age spectrum.
- Preserve Maumelle's safe, small town atmosphere.
- Ensure the conveniences of living in Maumelle (proximity, ease of access, local services).
- Support the quality of local schools in a proactive manner.

Recycling initiatives displayed at the Maumelle Expo; photo courtesy of the City of Maumelle

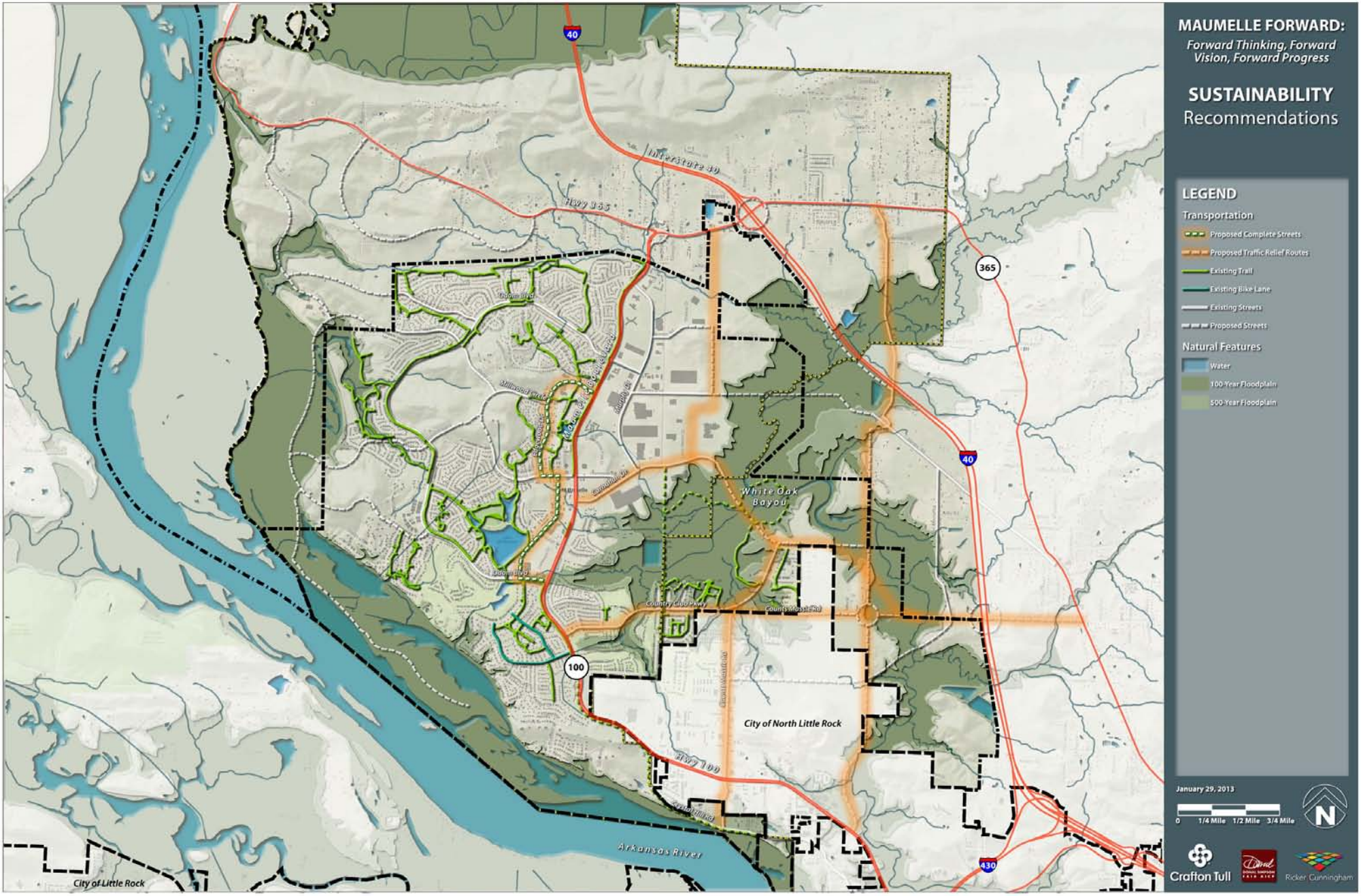
White Oak Bayou; photo courtesy of the City of Maumelle

Sustainability Goals

The goals developed during Maumelle FORWARD that relate specifically to community character include the following:

1. Implement standards to ensure environmental quality.
2. Protect existing natural resources (the Arkansas River, wetlands, tree protection, drainage, and storm water management).
3. Encourage future public facilities to be constructed to LEED standards.

Specific policies have been developed to implement each of the goals listed above.


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
SUSTAINABILITY
Recommendations
LEGEND
Transportation
Proposed Complete Streets
Proposed Traffic Relief Routes
Existing Trail
Existing Bike Lane
Existing Streets
Proposed Streets
Natural Features
Water
100-Year Floodplain
500-Year Floodplain
January 29, 2013
0 1/4 Mile 1/2 Mile 3/4 Mile
N
Crafton Tull
Ricker Cunningham
Interstate 40
Hwy 365
Hwy 100
Hwy 430
White Oak Bayou
City of North Little Rock
City of Little Rock
Arkansas River
Millwood Drive
Bloom Blvd
Country Club Pkwy
County Line Rd
Maumelle Blvd
Maumelle Dr
Maumelle Pkwy
Maumelle Rd
Maumelle Trail
Maumelle Park
Maumelle Park Drive
Maumelle Park Rd
Maumelle Park Trail
Maumelle Park Way
Maumelle Park Lane
Maumelle Park Circle
Maumelle Park Court
Maumelle Park Place
Maumelle Park Terrace
Maumelle Park Ridge
Maumelle Park Hill
Maumelle Park Valley
Maumelle Park Meadow
Maumelle Park Grove
Maumelle Park Forest
Maumelle Park Woods
Maumelle Park Glen
Maumelle Park Creek
Maumelle Park Bluff
Maumelle Park Point
Maumelle Park Cove
Maumelle Park Bend
Maumelle Park Knoll
Maumelle Park Ridge
Maumelle Park Hill
Maumelle Park Valley
Maumelle Park Meadow
Maumelle Park Grove
Maumelle Park Forest
Maumelle Park Woods
Maumelle Park Glen
Maumelle Park Creek
Maumelle Park Bluff
Maumelle Park Point
Maumelle Park Cove
Maumelle Park Bend
Maumelle Park Knoll

Part 2: Goals and Policies

Goal 1: Implement standards to ensure environmental quality.

1.1 Water Conservation

Statement: Reduce per capita water consumption in City operations and throughout the community to avoid water rationing during hot, dry summers.

Policy SU 1.1.a Parks Irrigation

- Retrofit existing park facilities with more efficient irrigation components, including nozzles, rain sensors and controllers.
- Retrofit park systems irrigation controls to a Central Control System.
- Provide adequate maintenance to existing irrigation systems for maximum efficiency.

Policy SU 1.1.b Open Space

- Reduce use of large expanses of turf and provide more naturalized, drought tolerant vegetation in park design.

Policy SU 1.1.c Community Pools

- Cover pools when not in use to minimize water evaporation. Pool covers can reduce water loss by 30-50 percent.

Policy SU 1.1.d Public Awareness

- Provide opportunities for public awareness and education on matters related to water conservation for homes through training, events, classes, programs and publications.
- Develop a pilot "demonstration landscape" project as a tool to educate the public on how to landscape using native and low-water use plants as well as to help manage on-site stormwater with rain gardens.

Outcome: Through these measures, the City of Maumelle can conserve water through pro-active measures to increase water conservation, lower water consumption and encourage efficient water use.

1.2 Stormwater Management

Statement: Improve stormwater management standards and practices in City operations and throughout the community to help protect Maumelle's natural resources, such as the Arkansas River, wetlands, and other water resources throughout the community.

Policy SU 1.2.a: Water Quality

- Provide filter strips between hardscape and water resources to protect water quality.
- Design new parking lots with grassy swales or bioretention islands that filter overland run-off to improve water quality.
- Consider pervious pavement in parking lots to filter any associated pollutants and to reduce storm water surges.
- Limit disruption and pollution of natural water flows by managing stormwater run-off.

Policy SU 1.2.b: Water Quantity

- Limit disruption of natural hydrology by reducing impervious cover, increasing on-site infiltration, reducing or eliminating pollution from stormwater run-off and eliminating contaminants.

Outcome: Implement best management practices (BMP's) that will ensure the protection of Maumelle's many water resources that are so important to the community.

1.3 Transportation

Statement: Reduce pollution and land development impacts from automobile use.

Policy SU 1.3.a Alternative Transportation

- Provide multi-modal transportation opportunities such as public transit, sidewalks and trails to promote options for transportation besides single-occupancy vehicles.

Policy SU 1.3.b Safe Routes to Schools

- Provide sidewalks and/or trails to schools to promote walking and biking to schools.

Policy SU 1.3.c Road Systems Network

- Increase efficiency of existing and planned roadways and transportation infrastructure to decrease time spent in traffic and to mitigate traffic congestion during peak commute times, which results in added pollution and fuel consumption. (see also Transportation Recommendations)
- Provide 'Complete Streets' which will provide opportunities for walking and biking. (see also Transportation Recommendations, Community Character Element)

Policy SU 1.3.d Public Awareness

- Provide public awareness regarding the benefits, availability, and use of multiple modes of transportation (i.e. trails) for functional use and not just for recreation.
- Provide public awareness of the use of advanced emissions controls, alternative fuels and fuel-efficient technology in public and private vehicles.

Outcome: As Maumelle continues to grow, City leaders must strive to promote techniques to improve air quality and fuel efficiency.

1.4 Material Resources

Statement: Increase recycling throughout the community and decrease the total waste being transported and disposed of in landfills.

Policy SU 1.4.a Reduce, Reuse and Recycle

- Reduce: Decrease the amount of disposable and non-renewable products in City operations and promote and educate the community of ways to be more sustainable.
- Reuse: Increase the reuse of materials for other purposes such as composting of green waste within parks maintenance practices.
- Recycle: Use products that are comprised of recycled content in city operations and educate the community to do the same.

Outcome: The City of Maumelle can reduce the quantity of waste while improving the built environment through responsible waste management and materials selection. Operations and building management can effectively reduce a building's

overall impact on the environment with waste management programs and purchasing policies that reduce waste and specify less harmful materials and supplies.

Goal 2: Protect existing natural resources (the Arkansas River, wetlands, tree protection, drainage, and storm water management).

Open Space Preservation

Statement: Retain beneficial environmental components from development practices.

Policy SU 2.1 Open Space Networks

- Encourage strategically-planned, interconnected open space networks through and between developments, rather than open space "islands," when approving development plans under existing subdivision ordinance requirements.

Policy SU 2.2 Ecologically-Sensitive Sites

- Recognize and protect (through conservation easement) or acquire ecologically-sensitive sites as identified as part of an open space hierarchy plan (see Open Space & Recreation Recommendations).

Policy SU 2.3 Tree Preservation

- Adopt a tree preservation ordinance to protect stands of trees and/or require replacement of removed trees during development.

Policy SU 2.4 Education

- Encourage the programming of preserved open spaces for educational purposes.

Outcome: The City of Maumelle can continue to preserve its character and identity through protection of natural amenities.

Goal 3: Encourage future public facilities to be constructed to LEED standards.

Sustainable Facility Design

Statement: Implement practices to reduce energy and natural resource consumption by designing public facilities and parks with conservation in mind.

Policy SU 3.1 Upgrade Existing Facilities

- When renovating existing public facilities, retrofit using sustainable practices and materials to improve energy and water efficiencies.

Policy SU 3.2 LEED Certification for New Facilities

- Require LEED certification for all new public facilities.

Policy SU 3.3 Future Park Design

- Improve sustainability guidelines for new park designs, including improved water efficiency and recharge, renewable energy sources, recycled materials and native or low-water use plantings.

Outcome: The City of Maumelle can become a leader in sustainable design practices which will foster economic development and attract green businesses and industries to the community.

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Photo courtesy of the City of Maumelle

Chapter Twelve: Implementation

Purpose

This document, Maumelle FORWARD will serve as an update to the community's existing comprehensive plan. While a policy document, it is also a strategic roadmap to move the community's vision towards reality. As such, it includes specific goals and policies to ensure that development and redevelopment is accomplished in a way that balances private investment objectives with community sustainability. In its entirety, it is based on a realistic understanding of physical, market and fiscal conditions and is intended to be responsive to the community's needs and vision for its future. The recommendations presented here as policies or actions needed to achieve the goals, were informed by participants in the process, and affirmed by the project directors (both public and private sector interests). Knowledge gained with regard to existing conditions, potential niche opportunities and economic implications provided a platform for discussions about choices and an understanding of consequences. Finally, Maumelle FORWARD speaks to high-priority public investments, the need for regulatory alignment and strategies for balancing fiscal challenges. This strategic plan should be reviewed and updated every five years to measure progress and reaffirm priorities and actions.

Embodied in the vision for Maumelle is the on-going presence of residential neighborhoods, connected by non-vehicular pedestrian and bicycle trails, anchored by civic and institutional venues, and supported by industry and commerce. The community's expressed desire is to manage and direct growth in a manner that maintains and improves municipal service levels and a sustained quality of life. Experience suggests that the timing of this Plan is ideal given the near-term prospect for interchange improvements along Interstate 40 (I-40), recent legislative reform related to planning in extraterritorial areas and emergence from a national recession, which was felt at regional and local levels. With a community-supported vision for the future, the City should be well-positioned to proactively pursue and respond to investment opportunities. Whereas existing neighborhoods have and will continue to serve as the heart and soul of the community, this plan also speaks to strategies to stabilize and improve these invaluable assets, along with those resources – industrial and commercial – that serve to sustain the area's quality of life and service levels. Maumelle FORWARD is intended to be specific about what is desired, yet flexible enough to respond to conditions which might change over time. As explained throughout the planning process, it is assumed that private investment will follow public commitment and that the community will benefit from a thoughtful approach to growth, based in market realities and sound planning practices.

Maumelle can move forward with a diversity of land use and development types.

Moving Forward

Once the vision and desired results are defined, there comes the challenge of outlining an implementable strategy to inform investment (public and private) in the community and its extraterritorial areas. Ultimately, the City's success will be a direct result of its willingness to advance the policies and implement the actions presented here. The key to success will be the continued monitoring of individual and collective effectiveness and the speed with which the community and its leaders are able to amend their course in response to changing conditions and new information. Equally important will be a process that keeps multiple initiatives moving forward simultaneously. The definition of initiative as used here is broad: it includes public, private, and public-private physical projects; social, educational and promotional programs; and policy and regulatory reform.

The Implementation Matrix, located in Appendix G, will be an important tool going forward. The matrix provides time frames (near-term, mid-term and long term) for each policy located in Chapters Five through Eleven. It also provides cross references to related policies across all of the plan elements and recommendations specified in Maumelle FORWARD. In addition, each policy is classified with regard to the required resources needed using the following categories: Planning & Program; Design & Construction; Communication, Outreach & Awareness; and Operations. City leaders need only align the category with the respective committee, groups or staff to know who will help accomplish said task in the timeframe suggested. This matrix, in essence, is like a flight monitor at the airport. It shows when it will happen, where you will go and who will get you there. Since so many policies are interrelated, it will be good practice to review the matrix often to update progress as items are accomplished.

Guiding Principles

The range of actions identified to move the plan forward were selected based on a foundation of guiding principles. These principles, while general in nature, were considered to be representative of community interests, the City's existing policy framework, and stakeholder input. Each one is presented below. A matrix of the goals and policies (actions) that serve these principles follows in Appendix G.

1. ***Ensure that the City's inventory of developed and undeveloped land accomplishes the expressed objectives.*** Based on a fiscal impact analysis that was prepared as part of the planning process, it was discovered that the City cannot address its goals without a greater amount and diversity of land uses. Further, it was determined that its land base, both developed and undeveloped and within and outside its municipal boundaries, must be put into product use. The planning process also revealed that the most valuable opportunities for Maumelle to address its fiscal challenges existed along I-40. Annexations, particularly at existing and future interchanges, will net the City its biggest return on investment, while also securing strategic strongholds on real estate that will inevitably attract region-serving investment. While resulting in a lower direct impact, infill parcels (both undeveloped and under-developed) were considered equally important for the community's future. Although they returned fewer dollars for the resources required, they offered opportunities for destination uses unique in the region. Tract D was considered to be among the most valuable infill locations that should be positioned for private investment in the near-term.

2. ***Align all of the policy, regulatory and financial resources of the City towards the goals of this plan.*** As a policy document, a strategic plan alone cannot protect a community's vision; rather it requires supporting documents that regulate land uses, building materials and or design standards. To this end, an important next step should involve reviewing all of the City's regulatory documents and modifying any language that may be in conflict with the plan. All financial resources (particularly incentive programs) need to be used to encourage what is desired and discourage what is not).

3. ***Regularly monitor the City's fiscal health.*** Whereas Maumelle has long been a bedroom community, input gained during the early stages of the planning process did little to suggest that residents wanted it to be anything other than that. As the fiscal analysis showed, one of the biggest threats to the City's fiscal health is an over-supply of the same housing product. While additional residential development is encouraged in the plan, a more diverse inventory will not only advance the goals of the plan, but better benefit the City's balance sheet. More diversity in product will result in more diversity in people that will in turn result in more diversity in shopping and dining opportunities that will ultimately result in more revenue to the community. Once presented with the fiscal impacts of land use decisions explored within the planning scenarios, citizens expressed support for diversifying development types incrementally.

4. ***Annex land between the City's eastern municipal boundaries and I-40 and along the eastern and western edges of all current and future interchanges.*** The existing inventory of available commercial and industrial sites will be challenged to attract top tier users given their size, configuration, location, access and visibility. The type of retail that generates

revenue sufficient to enable the City to continue offering similar service levels and programs to its residents will want better access and visibility and this environment is only possible along the I-40 corridor.

5. ***Implement strategies to improve area schools (understanding that this will have an indirect impact on housing values).*** Learn from the experience of other communities in the region with regard to efforts to improve area schools including forming individualized municipal districts. Not only will success in this type of effort benefit area residents, but it will increase housing values and revenue for the City. An indirect benefit will be felt in the form of less traffic on existing roads that currently struggle to accommodate commuters, families choosing schooling options outside of the community, and non-residents that are employed by businesses within the city's boundaries.

6. ***Expand and improve the City's industrial inventory of land (create business park environments).*** Similar to the City's inventory of retail land, there is not enough industrial land in viable locations to allow for expansion by existing businesses and industries. Based on conversations with existing business operators, what they value the most about their Maumelle "business address" is its reputation as a favorable place to live, its image in the region, its context and natural amenities. While there were other more obvious industrial locations in the Little Rock Metro Area, these businesses wanted an environment that offered a positive corporate image. Recognizing the invaluable contribution these businesses make to the community's fiscal balance sheet, every effort must be made to sustain, improve and promote those aspects of the community that are considered favorable to the corporate site seeker. Having said this, there is little point in promoting the community as a business location if new sites are not made available and existing conditions for area business improved. Signage from the interstate is weak, roads are narrow, and existing trail systems do not connect to either commercial or residential centers. The City's existing industrial park may seem to operate as a collection of independent users, rather than as a business park with shared amenities; however, many of the businesses located in the industrial park gave favorable comments when interviewed. Speaking highly of its location and business address, many said that it fits the brand their company wishes to portray.

7. ***Position infill properties to compete on a "level playing field" with properties on the edge of the city.*** There is a significant amount of information that supports the fact that infill development is more difficult and costly than development on the fringe of a community. However, from a fiscal perspective, infill development takes advantage of existing infrastructure and is frequently more appropriate for land uses and products that do not currently exist – higher density housing types, mixed-use developments, and vertically–integrated commercial projects with supporting infrastructure (public spaces, structured parking, etc.). For this reason, the public sector often, if not always, has to play a proactive role in attracting investment to these areas that are often perceived as being a higher risk. While properties in interior locations of the community may be privately held, there are a host of roles that the City can play in assisting and participating in positioning these parcels for investment. Several strategies are addressed in the supporting action matrix to this implementation section of the plan.

8. ***Create centers of activity that give the city an "address" in the minds of potential visitors to the community.*** Mixed-use, multi-use and infill

Maumelle FORWARD public meetings; photos courtesy of the City of Maumelle

developments primed by public investment and connected by spaces where people can gather tend to be destinations, as they offer more than just places to spend money, but rather spaces to come together as a community. Experience has shown that communities who host and anchor facilities like these often become known by and because of the project. Examples include the River Market District in Downtown Little Rock, Addison Circle in the Dallas Metroplex, and Bricktown in Oklahoma City. While a smaller community, Maumelle has a similar opportunity to create a heart and soul in its community that becomes its new "address."

Planning Platform

Historically, Maumelle's pattern of development has been fairly traditional with limited integration of uses. In this update to the current community plan, areas have been identified that can accommodate a mix of uses which can be vertically- and/or horizontally-integrated. This building format is considered a sustainable model for growth as it makes more efficient use of valuable land while strengthening a community's ability to react to changing market conditions and allowing existing residents to age in place.

The community's traditional roots and supporting zoning, while the essence of what made it special in the region, have begun to bump up against evolving demographic and psychographic trends, an aging resident base, and ever declining supply of land for investment. Transportation concerns, such as congested roads, along with a growing desire for accommodations for non-vehicular movement between neighborhoods and commercial and industrial areas walkability, pedestrian-friendly neighborhoods continue to push the community to consider alternative land uses, densities, and building forms.

As expressed earlier, Maumelle's residential neighborhoods are its greatest asset and must be protected. Throughout the Maumelle FORWARD planning process, citizens indicated a desire to strengthen existing neighborhoods, but also encourage new residential development to provide a greater diversity of housing choices and increase the amount of common landscaping and open space areas through more compact site design, while providing greater access throughout the community. Citizens also called for the need to expand cultural, recreational, and commercial opportunities serving both new and existing neighborhoods. Recommendations to accomplish this end include new neighborhoods that are interconnected by an expanded system of trails, along with multiple street and public transit connec-

tions. Similarly, single or otherwise limited points of access that force residents onto arterials roadways are discouraged in new neighborhoods.

Since Maumelle has a limited amount of land to be developed, as well as limited redevelopment potential, all new development and redevelopment should be of high quality designs that meet or exceed current standards. To this end, existing standards will be maintained and encouraged to be exceeded in select areas that have the potential to catalyze investment in products that are as yet unproven in the Maumelle market. These high standards, however, may produce economic challenges that the City will need to acknowledge and address through offsetting incentives including fee waivers, participation in capital investments, tax rebates, and/or reimbursements (Tax Increment Financing TIF Zones) and other means which do not negatively impact the community's general fund, yet effectively leverage desired private investment.

One of Maumelle's most frequently cited attributes was its "small town character and unique community image." Participants in the planning process and respondents to the survey acknowledged that there are many components that in combination define its image and character, and that Maumelle has taken several steps to preserve and strengthen them. Considered the most effective action has been the preservation and protection of its open and public spaces and the fostering of a favorable development climate for single family homes and industrial park users. With a limited inventory of undeveloped land, the City's future fiscal health will be dependent on a land use program that places equal emphasis on development of non-residential and a greater diversity of residential products in infill and extraterritorial locations. The density, scale and configuration of these uses will greatly influence Maumelle's overall community character and image, along with its financial balance sheet.

Finally, when asked where Maumelle's "heart" was, or even its center, few people agreed. However, many agreed where and what it should be. Numerous residents and business interests thought Maumelle needed a "downtown or main street" to serve as the community's commercial, social and civic epicenter. They thought it should offer something unique and in contrast to the environment typified by many large, auto-oriented commercial corridors and centers. While the exact location was not defined, many believed that it needed to be in an infill location, easily accessible by vehicle, foot and bicycle. It was thought to include a pedestrian-friendly character with wide sidewalks, on-street parking, and urban design elements (landscaping, public art, plazas, etc.). Streetscape amenities, such as lighting, signage, trash receptacles, benches, bike racks, and news kiosks, were considered essential in order to foster a consistent image and character; however, specific land uses were not identified.

Maumelle FORWARD acknowledges conditions today and anticipates future conditions as well as one can predict what may happen in the near future. Whereas growth pressures are forcing other communities in the region to define willingness and desire to be a receiving ground for investment, so too must Maumelle. Through this process the community has sought to anticipate these pressures and define the place it will be for its residents, visitors, and investors over the near- and long-term. While it is intended to have a 10+ year life-space, it will need to be frequently revisited as strategic actions are accomplished and the market changes. This will ensure that Maumelle FORWARD is a living document that adjusts as the area grows and the city evolves to match that growth. The ability to meet and capitalize on these changes will make certain Maumelle's success and solidify its status as one of Arkansas's most desirable communities.

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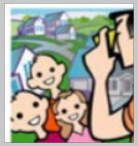
PART THREE: Appendices

Appendix A: Psychographics

Psychographics describe characteristics of people and neighborhoods which, instead of being purely demographic, speaks to attitudes, interests, opinions & lifestyles.

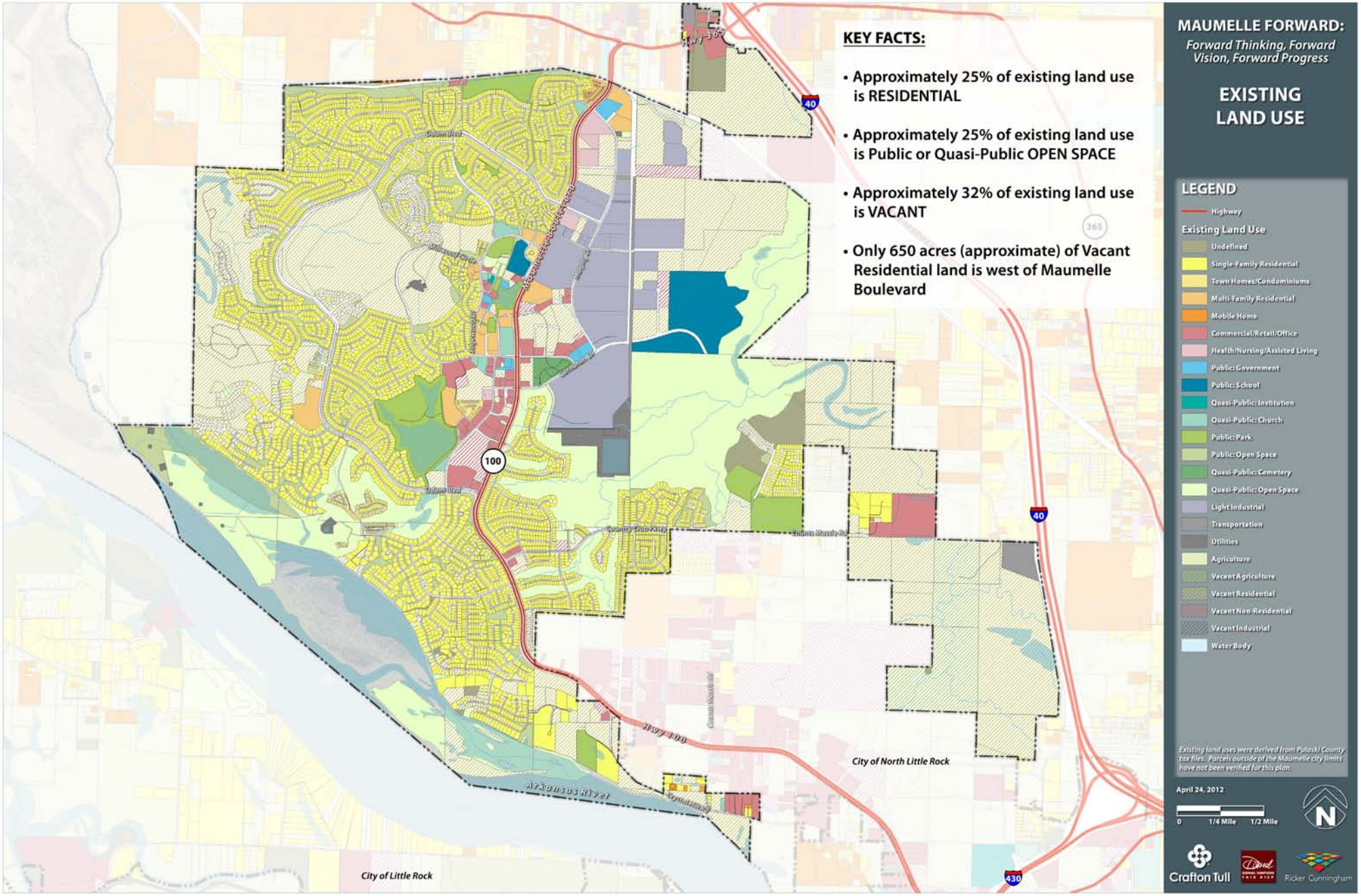
PRIZM NE (Claritas, Inc.) is a leading system for grouping neighborhoods into one of 65 distinct market segments – used by retailers, home-builders and site-selection specialists to tailor product offerings and align development with target markets.

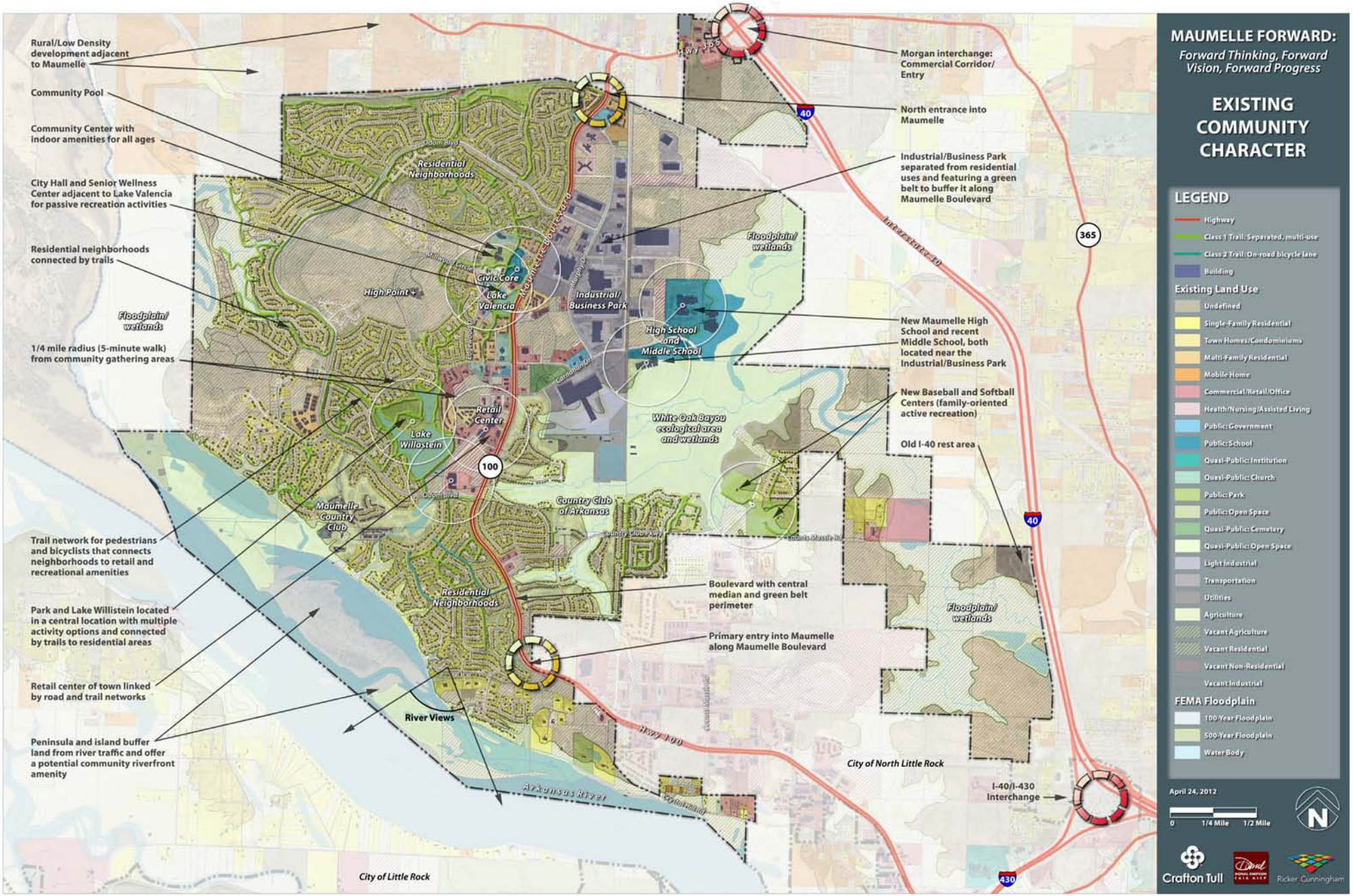
Top 5 Maumelle PRIZM Segments (by Households)

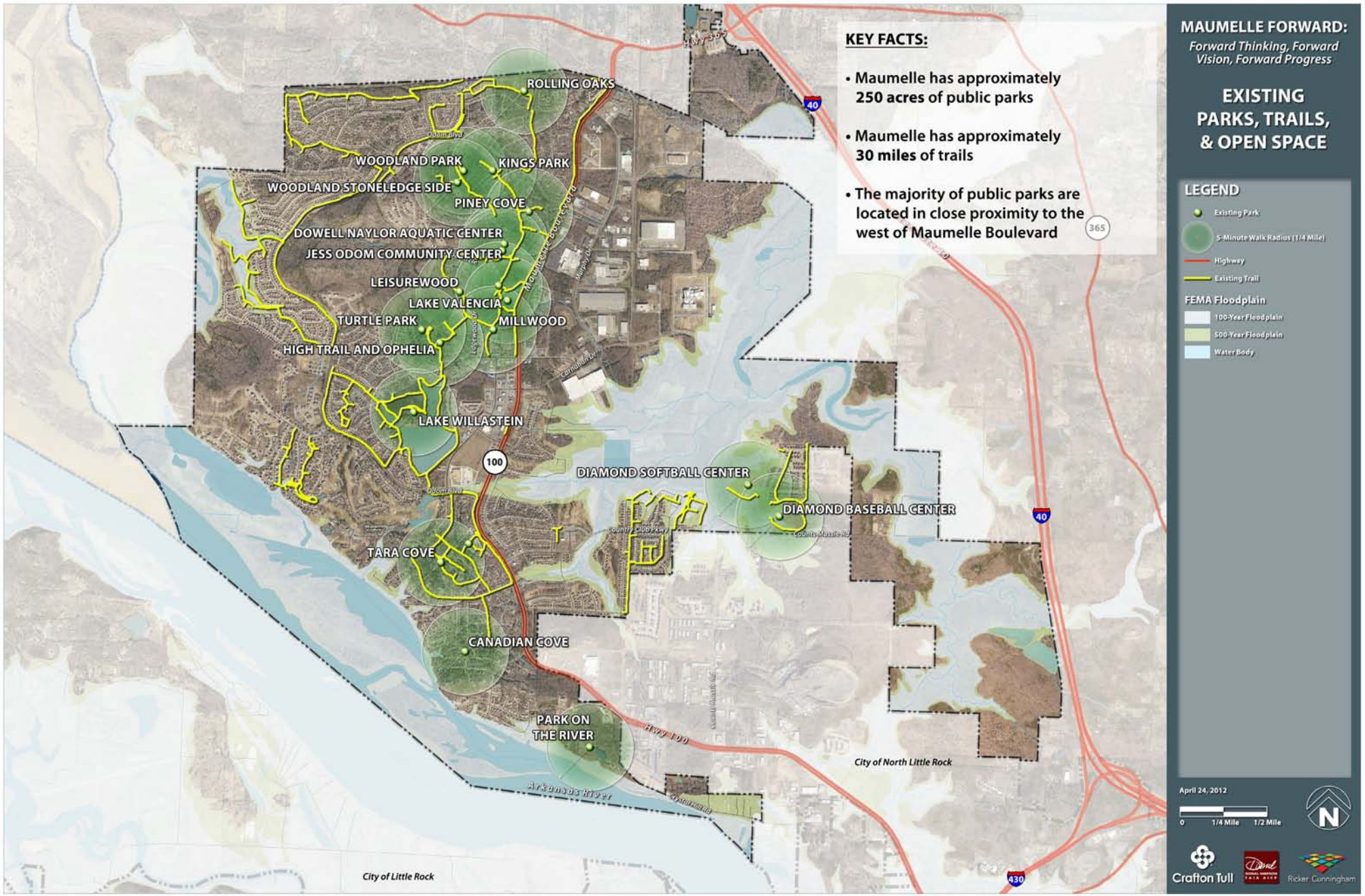
		Area Households
Country Squires	The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city of the charms of small-town living. In their bucolic communities, noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming, as well as skiing, boating and biking.	1,417 (x 12.3)
Greenbelt Sports	A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities, such as skiing, canoeing, backpacking, boating and mountain biking.	1,411 (x 15.8)
Big Fish, Small Pond	Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.	1,076 (x 7.5)
God's Country	When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure.	1,032 (x 10.6)
New Homesteaders 	Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys.	617 (x 5.1)

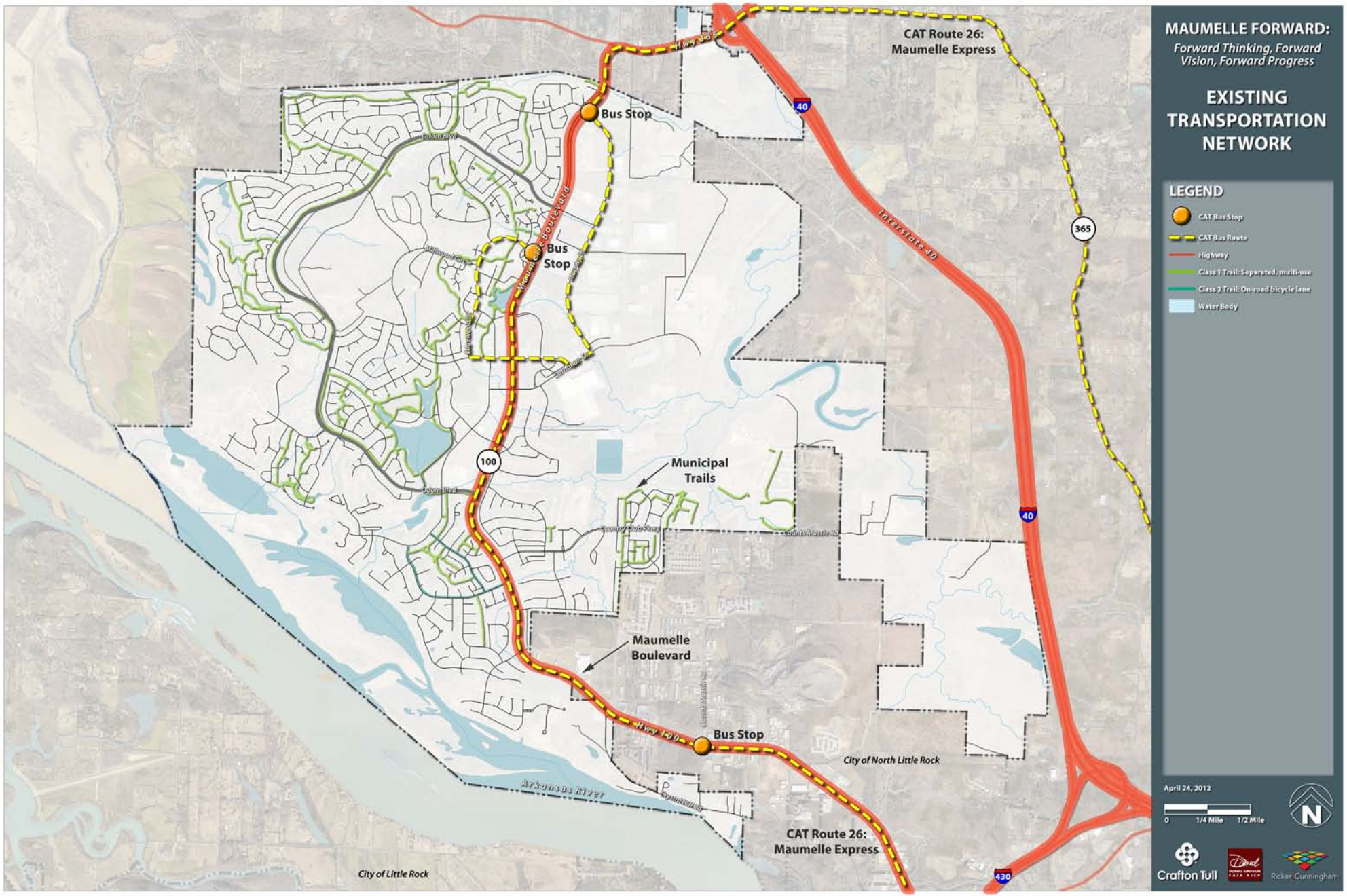
The City of Maumelle maintains a solid base of upper middle and upper class households. With over 73% of total Maumelle households represented by the first <u>four</u> segments profiled in the table at the left, the City portrays a wealthy lifestyle profile unmatched in the State. In Pulaski County, for example, Maumelle's top 5 lifestyle segments do not appear in the top 12 segments represented in the County overall. This uniqueness presents both opportunities and challenges for the City's economic development efforts.

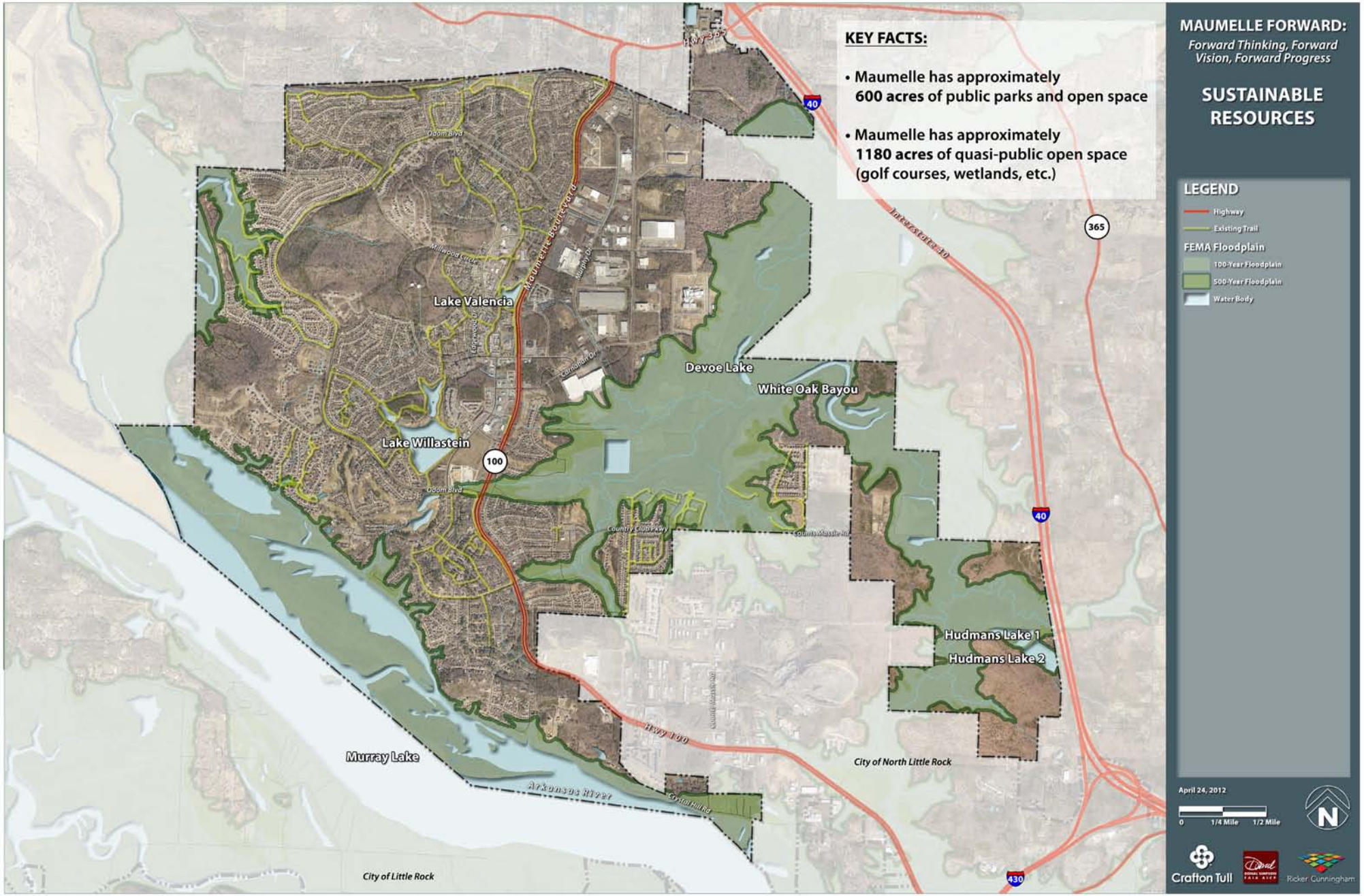
Appendix B: Existing Conditions


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
EXISTING LAND USE
KEY FACTS:
• Approximately 25% of existing land use is RESIDENTIAL
• Approximately 25% of existing land use is Public or Quasi-Public OPEN SPACE
• Approximately 32% of existing land use is VACANT
• Only 650 acres (approximate) of Vacant Residential land is west of Maumelle Boulevard
LEGEND
Highway
Existing Land Use
Undefined
Single-Family Residential
Town Homes/Condominiums
Multi-Family Residential
Mobile Home
Commercial/Retail/Office
Health/Nursing/Assisted Living
Public: Government
Public: School
Quasi-Public: Institution
Quasi-Public: Church
Public: Park
Public: Open Space
Quasi-Public: Cemetery
Quasi-Public: Open Space
Light Industrial
Transportation
Utilities
Agriculture
Vacant Agriculture
Vacant Residential
Vacant Non-Residential
Vacant Industrial
Water Body
Existing land uses were derived from Pulaski County tax files. Parcels outside of the Maumelle city limits have not been verified for this plan.
April 24, 2012
0
1/4 Mile
1/2 Mile
N
Crafton Tull
Ricker Cunningham
City of North Little Rock
City of Little Rock
Arkansas River
Hwy 100
Hwy 365
40
100
430


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
EXISTING COMMUNITY CHARACTER
LEGEND
Highway
Class 1 Trail: Separated, multi-use
Class 2 Trail: On-road bicycle lane
Building
Existing Land Use
Undefined
Single-Family Residential
Town Homes/Condominiums
Multi-Family Residential
Mobile Home
Commercial/Retail/Office
Health/Nursing/Assisted Living
Public: Government
Public: School
Quasi-Public: Institution
Quasi-Public: Church
Public: Park
Public: Open Space
Quasi-Public: Cemetery
Quasi-Public: Open Space
Light Industrial
Transportation
Utilities
Agriculture
Vacant Agriculture
Vacant Residential
Vacant Non-Residential
Vacant Industrial
FEMA Floodplain
100-Year Floodplain
500-Year Floodplain
Water Body
April 24, 2012
0
1/4 Mile
1/2 Mile
N
Crafton Tull
Ricker Cunningham
Rural/Low Density development adjacent to Maumelle
Community Pool
Community Center with indoor amenities for all ages
City Hall and Senior Wellness Center adjacent to Lake Valencia for passive recreation activities
Residential neighborhoods connected by trails
Floodplain/ wetlands
1/4 mile radius (5-minute walk) from community gathering areas
Trail network for pedestrians and bicyclists that connects neighborhoods to retail and recreational amenities
Park and Lake Willistein located in a central location with multiple activity options and connected by trails to residential areas
Retail center of town linked by road and trail networks
Peninsula and island buffer land from river traffic and offer a potential community riverfront amenity
Morgan interchange: Commercial Corridor/ Entry
North entrance into Maumelle
Industrial/Business Park separated from residential uses and featuring a green belt to buffer it along Maumelle Boulevard
New Maumelle High School and recent Middle School, both located near the Industrial/Business Park
New Baseball and Softball Centers (family-oriented active recreation)
Old I-40 rest area
Boulevard with central median and green belt perimeter
Primary entry into Maumelle along Maumelle Boulevard
I-40/I-430 Interchange
Residential Neighborhoods
Civic Core
Lake Valencia
High Point +
Industrial/ Business Park
High School and Middle School
Retail Center
Lake Willistein
Maumelle Country Club
Country Club of Arkansas
White Oak Bayou ecological area and wetlands
Floodplain/ wetlands
River Views
City of North Little Rock
City of Little Rock
Arkansas River
Hwy 100
Hwy 365
Interstate 40
Maumelle Boulevard
Odom Blvd
Millwood Street
Cypress Point Dr
Country Club Pkwy
County Line Rd
Cypress Point Rd
Cypress Point Dr
365
40
100
430


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
EXISTING PARKS, TRAILS, & OPEN SPACE
KEY FACTS:
• Maumelle has approximately 250 acres of public parks
• Maumelle has approximately 30 miles of trails
• The majority of public parks are located in close proximity to the west of Maumelle Boulevard
LEGEND
Existing Park
5-Minute Walk Radius (1/4 Mile)
Highway
Existing Trail
FEMA Floodplain
100-Year Floodplain
500-Year Floodplain
Water Body
ROLLING OAKS
WOODLAND PARK
KINGS PARK
WOODLAND STONELEDGE SIDE
PINEY COVE
DOWELL NAYLOR AQUATIC CENTER
JESS ODOM COMMUNITY CENTER
LEISUREWOOD
LAKE VALENCIA
TURTLE PARK
MILLWOOD
HIGH TRAIL AND OPHELIA
LAKE WILLASTEIN
DIAMOND SOFTBALL CENTER
DIAMOND BASEBALL CENTER
TARA COVE
CANADIAN COVE
PARK ON THE RIVER
City of North Little Rock
City of Little Rock
Arkansas River
April 24, 2012
0 1/4 Mile 1/2 Mile
Crafton Tull
Ricker Cunningham


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
EXISTING TRANSPORTATION NETWORK
LEGEND
CAT Bus Stop
CAT Bus Route
Highway
Class 1 Trail: Separated, multi-use
Class 2 Trail: On-road bicycle lane
Water Body
April 24, 2012
0
1/4 Mile
1/2 Mile
N
CAT Route 26:
Maumelle Express
Bus Stop
Bus Stop
Bus Stop
Bus Stop
Interstate 40
Hwy 365
Hwy 100
Maumelle Boulevard
Municipal Trails
Maumelle Boulevard
Arkansas River
City of Little Rock
City of North Little Rock
CAT Route 26:
Maumelle Express
40
365
100
430
Crafton Tull
Ricker Cunningham


MAUMELLE FORWARD:
Forward Thinking, Forward Vision, Forward Progress
SUSTAINABLE RESOURCES
KEY FACTS:
• Maumelle has approximately 600 acres of public parks and open space
• Maumelle has approximately 1180 acres of quasi-public open space (golf courses, wetlands, etc.)
LEGEND
Highway
Existing Trail
FEMA Floodplain
100-Year Floodplain
500-Year Floodplain
Water Body
Lake Valencia
Lake Willastein
Devoe Lake
White Oak Bayou
Hudmans Lake 1
Hudmans Lake 2
Murray Lake
Arkansas River
City of Little Rock
City of North Little Rock
Maumelle Boulevard
Odom Blvd
Millwood Circle
Edgewood Dr
Lambrian Dr
Country Club Pkwy
Colonel Maxwell Rd
Hwy 100
Crystal Hill Rd
Interstate 40
Hwy 365
April 24, 2012
0
1/4 Mile
1/2 Mile
N
Crafton Tull
Ricker Cunningham

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Appendix C: Stakeholder Interview Summary

Part One: General

1. ***Are you, or is your organization, involved in any past, current, or pending studies or initiatives that could impact the City of Maumelle either directly or indirectly? Please describe.***

- No
- No
- No
- No
- FUMC Church profile
- No
- No
- No
- No
- Interviewed AHTD re: traffic & spoke with planning commission, etc. – Should publish in the form of a press release.
- Former Maumelle resident 9 years
- Past charrette participant in 2005 + current process
- Came to 2005 charrette meetings
- Attended Donaghey plan hearings in 1998 + took part in two day charrette in 2005
- Yes – lead 2005 charrette process
- No
- Attended charrette process in 2005
- No
- Included in 2 day charrette in 2005 - pushed for open and honest government
- No
- No
- No

2. ***Do you own or represent property and/or a business in Maumelle? If so, what type of land use or business concerns might you have? Also, how long have you owned the property?***

- Residence
- Residence 6 years
- Everybody needs to play by the same rules (developers)
- Residence (10 years) near North Little Rock
- Church / Resident
- Need family activities (recreation)
- Missing an indoor pool
- Don't have a Main Street- that is missing
- Get families together, his youth are form many different schools – schools aren't the "hub" here since students are from many different cities.
- Maumelle needs a Main Street
- Residence (2 years)
- Business Owner (12+ years)
- Some businesses don't move in because of higher development standards
- [the stakeholder's] cost to keep the shop in city limits not worth it – don't need the exposure
- Works from home / resident
- Apartments
- [stakeholder's] group wants to preserve the quality of life of residents
- There are developer pressures on the City Council
- Resident and oversee company here and in Mexico
- Land use – the city started superbly – as residential with central commercial area & industrial on the other side of town.
- School in industrial park was a mistake – but understand why they did it

- Sometimes the City lets things grow to quickly
- Likes that developers/the City are still putting in trails
- As a business owner, he like apartments; as a resident, he doesn't want more apartments in the future.
- School may hamper other industry coming in, they would not want to locate that close to a school (traffic, noise, safety issues)
- Charter school established 2001;
- Served 16 months as PCSSD Superintendent; 6 years as Pine Forest principal and 3 years as teacher
- Water quality
- Represents local manufacturing company. Probably 10% of its employees live in Maumelle; most are commuting in from Mayflower or Conway. There is not enough supply base in Arkansas to support them, however.
- Few business leaders live in Maumelle; they come in from other areas. There's a wage range of those who live in Maumelle ($50k-$200k).
- It is not a good thing when your business leaders don't want to live in the community where they do business; this is very problematic. Should really encourage them to live in your community.
- Resident since 1997
- Resident of Osage neighborhood for 7 years
- Resident of Country Club of Arkansas bought in 2003; second home in Maumelle
- No – work here
- Work in Maumelle
- 5 year business / lease land + 13 year resident
- Residential ownership in River Run neighborhood
- Resident of Maumelle for 10 years + worked here 26 years
- Resident of Maumelle – owned for 4.5 years
- Resident since 1998 + helped 4 friends build house
- No

3. ***Understanding local issues which may impact the Strategic Plan is an important aspect of the stakeholder interview process. Please share any local issues within the city of which you are aware and feel is important for us to understand, or which may impact future planning decisions. Such issues may include local politics, activities of special interest groups, plans for developments within the city, local bond elections, etc.***

- Disagrees with groups against development – but we need to grow in an orderly manner
- Moved here in 2000
- Need to look at the infrastructure to handle growth, developers may have to help
- Increase taxes or instate impact fees
- Many don't want the current way of life to change based on growth
- 15% green space requirement in all developments
- Need to get employment here to support the residential & keep young people here
- The people who live here don't work here and those who work here don't live here
- There has been a lot of change over the past 6 years
- The development between Maumelle & North Little Rock
- Traffic along Counts Massie (more apartments more cars)
- Counts Massie will need to be widened
- There needs to be more communication between the 2 cities (Maumelle and North Little Rock)
- His neighborhood is partially in North Little Rock (near ball fields)
- Fears of who might live there (in the apartments)
- Don't want Maumelle Boulevard to end up looking like Branson (signs, traffic, development)

- Not convinced that the 3rd entrance will solve any problems
- Don't want to develop a city into gridlock
- City in pretty good shape
- One major problem – the water company is a separate company
- City voted they would have to approve any rate increases the Water Company wants to instate; is this legal?
- Central Arkansas Water (CAW) doesn't want to take it over
- Maumelle Water Management (MWM) is an improvement district, not a utility company
- Maumelle Water Management and City have discussed cost sharing
- Solution – bring in MWM as part of the city
- The Boulevard is filling up with uses that Maumelle can't control nor receive revenue for (in North Little Rock)
- The land is cheaper in North Little Rock with fewer restrictions
- Traffic of Maumelle Blvd & 3rd entrance to correct
- A lot of tax base is going to North Little Rock – lost Wal-Mart sales tax
- Involved with Maumelle Chamber
- Have to build something for people to come; need things that can go year round; other cities have such amenities
- Aquariums, zip lines, landmarks
- What about an outlet mall along the interstate – north of Holiday Inn (over 100 acres)?
- City needs a cool annual event – Memphis BBQ (would require fundraising) Friday/Saturday event with beer, music (live) someone has to step up and run with it.
- Opened store because there were friends & family here 7+ years ago.
- Limited access in and out of town is problematic – need to fix this before building anything else.
- Al Canelli proposed A&P tax – must have a plan of how the money would be spent.
- Maumelle needs more retail (and many people want more retail), but it is difficult to attract because people are gone during the day (working outside of Maumelle)
- Attempted to start an Economic Development Corporation, but no one knew why we needed one when there was a Chamber. So there's a Chamber committee now instead.
- A public meeting was held to present a possible A&P tax. Citizens didn't want an A&P Commission (bad reputation in Little Rock). However, this issue may come up again.
- Many residents have a higher education and higher income, and expect/demand more from public service
- 1% public safety sales tax in place
- Maumelle has one of the lowest crime rates in the state, and borders North Little Rock which can have a high crime rate (and serious violent crime rate); Maumelle does experience an overflow in property crime from Little Rock and North Little Rock.
- There are 1.2 officers per 1000 residents in year 2000. Statewide there were 2.5-3 per 1000.
- Today there are 33 officers with 17,500 population (1.9 per 1000)
- Likes the small-town attitude
- Apartments do increase calls for police service, but not an increase in crime. Apartment residents fall victim to property crime more often (more people=more calls and an easier target for property crime) More dense population gives the impression of higher crime
- Higher domestic calls incidence than other communities across the board – not socio-economic
- Refinance franchise fees (reduce payments) + Future projects with bonds – road projects, connecting road ways, sports complex

- Need to be open to expand towards Mayflower / Need more sales tax base retail (tourist etc)
- Morgan exit as a hub (both sides of overpass)
- Minimum building code standards need to be revised
- Traffic on Maumelle Boulevard
- Develop plan to make A & P tax
- 3rd entrance of I-40
- Two groups in Maumelle: 1. want all goods & services (60% 30's) / 2. doesn't want change (40% 60+)
- Cost of land to build on $11.50 - $12.00 square foot is high compared to $8.50 square foot in Club Manor
- Small business is key to Maumelle growth - more needed to support number of residential units
- Traffic on Maumelle Boulevard
- 3rd entry may help some
- Plans for marina on river
- Transportation & Access
- Infrastructure development
- Water- delivery system and quality - replace infrastructure to improve quality
- No expansion
- Traffic is tied to development
- Subdivision growth

Part Two: Quality of Life

1. ***How would you describe the City of Maumelle today? (physical character, general quality of life, etc.) What changes have you noticed?***

- Church expansions (although many are in North Little Rock)
- Charter School: most come from Maumelle; some come from Little Rock, North Little Rock, Oak Grove: 650 students, probably 450 from Maumelle and 200 from other locations (including Conway and Mayflower)
- Parks have kept up with growth
- Newer middle school
- Since 1993 additional golf course & housing – City has been very fast growing
- Well situated between Little Rock and Conway
- Community center expanded 12-13 years ago
- New library
- Expansion of Pine Forest Elementary School
- New High School
- Couldn't be better; we have a high school now (kids don't have to go to private school now) far better today than it has been
- Problem: the town was divided so West would be residential and East would be commercial – now schools are on the East – how do people get across Maumelle Boulevard?
- Country Club of Arkansas neighborhoods have no trails
- Trails were not required at the Country Club of Arkansas
- Good quality of life – clean city, recreational opportunities
- Been here 13 years; not much to do here 13 years ago
- Only drawback is the Boulevard used to be a grand entry to the city; now it is littered with metal buildings

- Been here since 1986; town has changed from rural, lake-type community to upscale suburb.
- Having growing pains
- Seeing increase in crime
- Apartments; traffic increasing
- Taxes and fees increasing
- The market is flooded with $250 -400k homes
- Some of the things that make Maumelle special are being peeled away
- Going from small town to more urban; Maumelle is still a nice place to live
- A great place to live – parks, trails, etc. and the effort to keep it a bedroom community
- A nice place to raise a family
- As it grows it doesn't have the same tight- knit feeling
- Very high quality of life
- Lots of things that look new/clean
- Newcomers think "golf course living," but no Main Street
- Good location, centrally-located
- Very family friendly
- Community-oriented
- There are a lot of opportunities to get involved
- It feels safe here – the safest place to be in central Arkansas
- A friendly community
- Great quality of life
- Great public facilities and schools
- Changes in growth and development
- Quality of life has always been important; have just tried to expand on it and make it better
- Haven't noticed a lot of change
- Apartments debate led to the overthrow of the city manager form of government
- Many came here for quality of life who really couldn't afford it
- Most residents don't work in Maumelle
- Would like to see more job opportunities here
- Would like to see more community involvement
- Perception: Bedroom community during week / family on weekend
- Quality of Life is great for family life / Family friendly – quiet to raise family
- Quality of Life is high / maintain Quality of Life as we grow (small town feel)
- Quality of Life – Excellent / nice safe community / education is improving
- Quality of Life – Excellent; shares a lot, caring individuals / changed from bedroom community to family/job community as a true town
- Quality of Life excellent - best in Arkansas
- Quality of Life – excellent / changed in 13 years – more trails, amenities, options
- Quality of Life #1 (safety, convenience, neighborhoods, environmentally friendly, trails)
- Quality of Life with excellent park system / growth issues related to traffic / elementary school to small – kids go to NLR school which creates traffic issues
- Quality of Life – terrific, new high school, good walk/bike trails / recent changes – street lights added, Kroger, markets added – less driving
- Quality of Life – excellent / high school walk issue / public safety improved

2. ***What are some trends or changes taking place in Central Arkansas that interest or concern you? How long have they been happening?***

- Communities have realized they have to work together, yet each has their own Economic Development Department & Chamber
- They need to work collectively instead of "splitting the pie"
- Must have proper education to create the proper work force
- Have to keep up with technology
- North Little Rock is acting irresponsibly in their growth that will ultimately affect Maumelle
- There's a difference between growth and responsible growth
- The two cities should work together and reduce their animosity
- A difference in public service & law enforcement
- How to handle the homeless population in Little Rock
- Economy is improving – although it remained relatively steady here
- Little Rock & North Little Rock mayors are wanting to keep Broadway Bridge for pedestrians & build a new vehicle bridge nearer to Maumelle
- 3rd entrance won't improve anything until I-40 is expanded to 3 lanes from Conway to Little Rock
- Hwy 365 supposed to be expanded to 4 lanes
- Charter school (the rising of)
- Influx of industries
- Central AR not hit as hard economically as the rest of the nation
- Some Little Rock/North Little Rock/Pulaski County Special School District Schools have been declared "unitary"
- Traffic issues
- The 3rd entrance won't help if there are not three lanes from Little Rock to Conway; these issues are being addressed
- It's tough to compete with surrounding states. Some are critical of state-wide incentives to attract companies from out of state; we need to offer incentives to existing businesses, too, not just new ones.
- Maumelle Water Management is addressing aging infrastructure issues
- Maumelle High School competes with North little Rock, Central, Charter, CAC, PA, LRCA
- Maumelle road system not keeping pace with growth / due to school issues, Maumelle should annex out of Pulaski County School District
- Apartments – high density leads to traffic issues
- Positive: Regional Chamber brings in new industry / Negative: Work Force Development – tough to hire basic manufacturing skills, high turnover
- Employment base from service to technology base / Central Arkansas slow to change Northwest Arkansas embraced business more / Education issues moved to Conway/Benton/Bryant - Maumelle doesn't have its own district
- Public schools are pushing people to Conway, Benton, Bryant, etc. from Little Rock
- People moving to Maumelle due to new high school / safety
- Exodus from Little Rock area to Conway & Bryant due to home prices/ taxes/crime
- People moving to suburbs because they don't want urban but its slowing down (developers doing good job) / schools improving
- School systems Central Arkansas – issues w/ court involved / safety issues in Central AR / highway congestion
- Light rail & alternate transportation may come soon due to fuel costs / mixed use may come to Maumelle but in the right locations

3. *What cities or towns that you have lived in or visited did you admire and what was it about these communities that impressed you? What attributes from these places would you like to see in Maumelle?*

- Most visits and attributes were tourist attractions – couldn't be applied here
- Virginia Beach, VA – a lot to do there
- Lived in Madison, IN (pop 12,000) was there before and after the Civil War and is largely the same today. Had lots of history.
- On the river; why is Maumelle not oriented toward the river?
- Likes to vacation in Florida – different attitude
- Like living close to larger cities with entertainment; have entertainment options without living in the big city
- Prefer the smaller town/suburbs
- Grew up outside Madison, WI; lakes/universities
- Lived close to Raleigh Durham
- Living near college towns
- Broken Arrow, OK is a nice community – go out of their way to please its residents
- Pleased with living in Maumelle – the problem was the schools
- Likes Maumelle
- Batesville, AR, is a beautiful place and community minded; big enough but with a small town feel., have Main Street, comes together regardless of faith
- Maumelle is larger than Batesville and people are more transient here.
- Like towns with a Main Street or Town Square
- Like Little Rock and the River Market
- North Little Rock and Argenta District
- The city respects Mike Watson
- Conway was a comfortable place to live – they took pride in their city; they are growing pretty responsibly; don't like the roundabouts
- Conway – progressive
- Colleyville, TX
- Fayetteville; Northwest Arkansas: they have the ability to make change happen – they don't just talk about it; want that ability here

3a. *Cities lived in or visited that impressed you*

- Suburban Atlanta – Lithonia / Conway – progressive nature yet sense of community
- Hilton Head
- Suburb of Nashville (Cool Springs/Brentwood)
- Sanibel Island, Florida
- Wilmington, N.C. – near ocean / Tampa St. Pete – shopping / San Antonio – shopping / Portland – geography
- Belle Vista – planned community with changes similar to Maumelle / Russellville – showed progressiveness with Nuclear Plant nearby / Kansas City – embraced urban similarities but country feel
- San Antonio – Christmas at Riverwalk / Harrison – people changed the town. Had a square & hometown personality
- Northwest Arkansas: Rogers, Bentonville - due to their growth (retail & residential)
- Barcelona, Spain – clean/pristine cosmopolitan / Fayetteville – natural beauty & Dickson Street
- Grapevine, TX – Maumelle can learn from their model / Growth and success – 12k to 38k with downtown growth / Good tax base
- Austin – Green initiatives, village style nodes, mixed use with med facility (walkable)

- & public transit / Colorado Springs – county /city relationship / Kansas City – overland park outlet mall
- Las Colinas TX – central shopping, good infrastructure, don't need to leave for amenities with night life & public transit

3b. Attributes of these places

- Middle class - Christian atmosphere w/ diversity
- Well planned with parks, trails, schools & excellent retail developments (walkable, open air shopping)
- Walkable shopping
- Geography / Riverwalk
- Large corporation office campus (like HP Conway) / Maumelle could use 3rd access @ 1-40 through wetland with Bass Pro Shop that combines wildlife preserve for education & recreation
- Home town feel & family oriented
- Add more retail near Kroger
- Overlay district – commercial development (tract D) Mixed use example: Highland Park Square in Dallas near SMU (not lifestyle center but walkable node)
- Centralized shopping & public transit
- Mixed use in Maumelle? Retail alone initially - maybe someday residences above but years later
- No town center but Maumelle has Lake Willastein Park / would like to see a lifestyle center at Kroger on Tract D but with common space

4. How is Maumelle perceived in the Central Arkansas by people living outside of Maumelle? Is this an accurate perception or not?

- Perceived as a bedroom town – it may be right but some people move here for quality of life, clean, safe city; but have to go to Conway or Little Rock to shop
- There are a lot of educated people here with lots of good ideas
- A nice area
- A safe place
- A higher income area that makes it attractive
- Rental units here have been done in a more responsible manner
- Upper middle class; wealthier
- Viewed as safe and love crime – but not necessarily accurate
- Almost retirement-type living
- Most think it's an uppity area – a lot of wealthy people when really it's more of a mix
- Wealthy
- The nicest place in Central Arkansas to live aside from West Little Rock
- Many don't realize there's a high cost to live here, higher taxes and fees
- Fight to reduce community service fee by $2.00; wanted to phase it out
- Have talked about a hamburger tax or a tax to support 3rd entrance
- Indoor pool
- The current residents end up paying for growth no impact fees here
- Developers control the water department and council allow it to happen
- Perceived very well
- Shocked at the comparison of housing polices (lower) than in Chenal Valley
- They still think it's a long way out
- A lot talk about the traffic

- Good police department
- Think people from Maumelle are snobbish but they're not
- The original houses are more expensive
- People from Maumelle speak with pride about Maumelle
- There's an attitude that Maumelle will come to them (business-wise)
- People call Maumelle a bedroom community
- Perceived as a rich, white community
- Maumelle offers middle-income housing and is open to racial diversity
- Perception: rich, elitist community / Reality: good people & with people from various countries
- Perception: Way far out with traffic issues
- Perception: Right wing republicans , rich / Not as accurate
- Good business location but no amenities / Nice community – bedroom style town
- Perception: Upper fringe working community. Reality: It's somewhat accurate but people know it is not Chenal in West Little Rock
- Perception: Rich people / Reality: Yes accurate but has average priced housing
- Perception: Wealthy, well to do – good for some businesses / Reality: semi-accurate. Some groups in Maumelle want no growth
- Perception: Rich snobbish yuppies / Reality: accurate
- Perception: Elite, upper tier / Reality: Yes accurate, low crime rate
- Perception: Nice place to live but bad traffic / Perception = reality
- Perception: Excellent but not bedroom community / Reality: more industry than most think / Future: Industry is ok even if employees don't' live here but more office & light industry more appropriate

Part Three: Community Character

1. ***How important are each of the following factors to the quality of life in any community? Please rate from 1 to 5, with one (1) being "very important" and five (5) being "not at all important".***

RANKING	**1**	**2**	**3**	**4**	**5**
Variety of housing options	6	4	6	2	
Quality of public institutions and infrastructure (schools, libraries, parks, streets, sidewalks, etc.)	14	4			
Variety of employment opportunities	8	6	4		
Vibrant & attractive downtown area	3	7	7		1
Safe, clean, and well maintained residential neighborhoods	15	3			
Variety of retail establishments and entertainment options	5	8	5		

- Maumelle should address a variety of housing types to accommodate residents over 65.

2. How would you rate the following community elements and issues in Maumelle? Rank these regarding your understanding of their health from one to five, one (1) being in the best condition, three (3) being average, and five (5) being the most in need of intervention.

RANKING	1	2	3	4	5
Overall Quality of Life	12	9			
General Economic Health	6	7	6		
Local Business Environment	1	7	10	2	
Regional Business Environment	4	8	6	1	1
Livable Neighborhoods	19	2			
Parks and Recreation	11	6	1		
Active Recreation (sports, open play fields, playgrounds)	13	5			
Passive Open Space (fishing, picnic areas, leisure activities)	9	7	2		
Community Programs (recreational programs, leagues, etc.)	12	4	1		
Trails / Pedestrian Connections	11	5	1		
Regional Cooperation	3	9	4	2	1
Transportation Network		2	6	12	1
Education	6	8	2	4	
Sustainability	6	11	3		

- General Economic Health: ranks industrial a 1 – it is doing great. Ranks commercial/retail a 3 – it is weak and needs help
- Parks and Recreation: Many want an indoor pool
- Transportation & Education: schools add to traffic issues (many kids attend Crystal Hill Elementary in North Little Rock, south of I-430, adding to traffic congestion.

3. Name three assets that separate Maumelle from other Central Arkansas communities in providing a desirable quality of life.

1) Affordability
   Police
   Location – close to shopping in a park like setting
   Parks
   Safety
   Underground Electricity
   Public & personal safety
   Neighborhoods
   Parks and recreation
   Per capita income
   Schools – New High School
   City attractiveness
   Housing options
   Safe
   Open and honest city government
   Safety
   Focus on keeping community with home town values

2) Parks and recreation system
   Fire
   Green space / Trees
   Safety
   Economically Homogenous
   Parks and Recreation
   Trails/Open Space & Walkability
   People

Residential environment
Pedestrian circ. system
Clean – Environmental
Home town personality
Community involvement
Clean
Ability of residents to get things done
Sense of community
Family opportunities (parks & trails)

3) Schools
Codes / code enforcement
Financial ability of people to take care of things
Scenery (natural)
Schools
Schools
Sense of Community (volunteerism)
Available land – many options
Location
Safety
Safe – low crime
Family oriented
City service (parks, fire, police)
Friendly
Small town feel
Number of amenities

4. Do you think Maumelle provides a safe environment for raising a family? Why or why not?

- Yes
- Yes
- Yes – good police force/dept. Mayor and police work together well. Residents seem to trust them.
- Yes – the police department does a good job of patrolling and the mentality of "help your neighbor"
- Yes – good street layout, cul de sacs
- Yes – kids can walk to school without fear
- Children can play in their neighborhoods
- Many there are family oriented
- Police and Fire
- Tunnels along Edgewood (by community center)to allow safe crossings to schools
- Yes – there is almost no crime on the trails, which are patrolled by police
- Yes: Neighborhoods that look after each other "small town feel"
- Yes: Low crime, new school, recreation option & trails
- Yes: Small town feel with parks and recreation, police and fire availability
- Yes: Safe due to good police fire / aesthetically pleasant neighborhood environment
- Yes: Type of people / good fire & police that are neighbors
- Yes: Lack of low income housing = low crime / Police & fire good
- Yes: Excellent fire/police, community oriented
- Yes: Police & fire quality / Infrastructure
- Yes: according to teachers at High School
- Yes
- Yes

5. ***Other than sports, what activities or programs are offered in the community for youth?***

- Can't think of any
- Government activities
- Church activities
- Methodist Church and NLC have large programs
- Community Center programs
- School activities
- Yes there are a few
- Festivals
- Community center
- Lots of sports
- Church activities
- Extracurricular school activities
- Student acting group
- Cotillion
- Summer day camp
- Mayor's youth council
- Church youth group
- Haunted house
- Interact club (Rotary) & Key club (Kwanis)
- High School Drama
- Mayor's council for volunteers
- Other educational through schools
- Churches have youth programs
- Not much - Community center / Maumelle players but no kids currently
- Church youth groups
- Community center with pool
- Skateboard park
- Boy scout/ girl scout
- Children's theater
- Maumelle youth council / Players association (drama)
- Youth golf & Community group
- Community groups
- Not much - Not much for teens either
- Skateboard park
- Community center
- Not much – (half of youth baseball league are non Maumelle residents)
- High School Drama
- High School Quiz bowl

6. ***What methods do you envision to attract young adults to return to their hometown following any post-secondary education?***

- Must have the jobs – give them a way to make a living here
- We have good industry but not the jobs that would attract college educated young people
- Proximity to jobs in Little Rock
- Attracting jobs here in Maumelle
- Trails and outdoor activities
- Kid friendly community
- Locations for socialization
- A place they can afford to live that's not temporary (apartments)
- Currently more attractive to young families
- Many in downtown areas with culture and the arts.
- Hard to want to live here if you aren't married with kids
- Don't want to attract them back, we are an urban retirement community

= less traffic

- All 3 kids are moving back to Maumelle; 2 will probably work here
- Son in 20s and friends like living in smaller units closer to downtown Little Rock
- Community in Florida that's mixed use and walkable – should drop something like that on Tract D
- Club Manor should be Main Street but many businesses have their back to it
- Must have a job for them, they leave because there are no jobs for them
- Don't change to attract them back
- Once young are married with children – come to Maumelle
- Continue smart growth
- Good schools for young children once post college are parents
- Future office retail areas
- Good jobs – ability to live and work in same community
- Employment opportunities
- Need moderate housing
- Need movie theater
- Job opportunities is the key
- Quality of Life
- Good employment
- Offer similar quality of life to what they grew up with
- May not be attractive to 20s
- Job / Quality of life
- Jobs
- Add urban town center
- Job, recreational options, ministry

7. Do you think Maumelle has traffic congestion issues? If so, what is one possible solution?

- Yes – the only solution is the 3rd entrance and possibly a 4th entrance… Little Rock bypass.
- Need the 3rd entrance
- Needs to be on Counts Massie rather than Country Club Blvd (residential)
- The 3rd exit isn't the solution – still diverts traffic to the same point on 430 / Crystal Hill. They need another bridge of the Arkansas River.
- Yes – adding more lanes along the Boulevard
- Lights need to be timed better along the Boulevard
- Not enough median cuts for turning
- Want to keep it from getting far worse – larger lots, lower density, retirement community and proposed moratorium defeated.
- Yes – but doesn't experience it because he doesn't commute
- We hear the 3rd entrance / 3 lanes of interstate is the solution
- 2 lane entrance onto I-430 from I-40 and vice versa
- New Elementary school would solve+ new private school options
- 3rd entry may help
- Stagger start times of schools
- Not an issue – factor of growth
- 3rd entry will help
- Shift focus north to Morgan exit
- One large elementary school
- More options for people to work from home
- More businesses to support residents
- Schools play a minor role in traffic
- 3rd entry may help but not sure
- Stagger school start times

- Yes, but will 3rd entry fix the issue?
- Maumelle would be a different place if traffic wasn't an issue
- Traffic light synchronization will help
- Larger elementary will help some
- Private schools may increase from region
- Solve it by thinking big - West little Rock loop that circles Maumelle
- Maumelle roads are ok, it's the Blvd that has issues
- Toll road at 3rd exit?
- River ferry for short term (at Hwy 365)
- 3rd entry would help some
- North Little Rock multi-family is the issue!
- 3rd exit for quick fix
- One large elementary school may help
- 3rd entry will fix

Part Four: Economic Development

1. Maumelle is an economically attractive environment for starting or locating a business.

- Agree 9
- Somewhat Agree 7
- Somewhat Disagree 3
- Disagree
- Not Sure 1

Why?

- Depends on the business (not attractive for retail)
- They try hard to recruit and accommodate; will struggle to get more manufacturing here
- Many go out of business
- Good location for large industry
- Maumelle has a favorable clientele (retail, corporation, good education, work force)
- Need to build the work force here
- Ask Judy Keller if 85% of people who work here don't live here
- Labor Force (would suite more white collar jobs)
- 17,000 people to support it
- Income / population issues
- Region is proactive to assist
- Mayor and Economic Development Professional are very responsive!
- Depends on business – some don't have community support
- Have so few businesses – low competition
- Maumelle needs more – incentive must be added (industry)
- Too many rules and restrictions (sign & landscape ordinance)
- Too many regulations
- High price of property
- Depends on type: undeveloped areas (retail) – residents located near by
- Quality of life – live/work same community

2. What kinds of businesses do well and what kinds suffer in the local business environment?

- The industry has done well, retail (small business) don't do well – competing with Wal-Mart
- Warehousing is doing well – we don't have manufacturing and really can't from the restrictions
- Do well: industrial; suffer: retail

- Banks do well, restaurants
- See a lot of turnover of smaller businesses in strip malls (video, home décor)
- Some distribution centers come and go – Maumelle has a lot of distribution; the remainder of the industrial park seems stable
- Been here 19 years and it hasn't changed a lot
- Manufacturing does okay
- Retail is doing better now
- Many go to Little Rock for going out to eat/entertainment
- Yard service, maintenance companies do well
- Small business suffer due to cost [of doing business]
- Fast food does well
- Some restaurants suffer
- Not a large retail sector here
- Food does well – need more diversity; those who have failed have been on price point
- Service industry does well
- Tech businesses do well
- Service industries do well
- Manufacturing probably wouldn't do well (hard goods)
- Small specialty shops don't seem to last (high overhead with a lot of volume)
- Restaurants seem to do well; many people would prefer more upscale restaurants and a movie theater
- Service industries are doing well (dry cleaners, lawn service, house cleaning, etc., that use disposable income)
- Well: Restaurants
- Well: Restaurants
- Well: Fast food
- (Need a Best Buy/Home depot nearby but not in town)
- Well: services (specialty)
- Suffer: restaurants, clothing, small - retail, shoes
- Well: Dollar General/Kroger
- Suffer: Home décor (specialty shops)
- (Need patio homes for 70+ niche)
- Well: Restaurants – supported by all the roof tops
- Suffer: Small business (if a niche, not enough support)
- Well: restaurants
- Suffer: general retail (small businesses)
- Suffers: Small retail, some food places go out
- Well: Manufacturing
- Well: businesses that provide good & services to local residents
- Suffer: low wages / industrial don't serve community
- Well: Restaurants, boutique shops (hallmark)
- Suffer: Interiors, small furniture, UPS store

3. ***What are the greatest resources that Maumelle has to offer for locating, expanding, relocating, and/or stabilizing employment opportunities in the area? What attributes of Maumelle will be able to offer these resources? What is missing?***

- Middle income families
- Educated population
- Talent pool
- Geographic location
- The City is a long ways from being able to attract retail – can't think of why someone would want to locate a retail shop here. They need a bunch and a bunch of goods ones – good brands

- Judy Keller and Economic Development system are a good help to businesses looking to locate here
- Not a fan of the hamburger tax – taxes the wrong people to benefit the wrong people
- Proactive approach
- Judy Keller to help attract industry
- The parks, schools, and safety of the community
- Judy Keller is the resource! Everyone who moves here speaks highly of her. She tries to meet everyone's needs in a responsible way
- The community itself the asset – it's a good place to live (public schools, parks)
- Safe environment and safe place to do business
- High standards but should be attractive for doing business
- Companies receive continued support from the City even after their business is open
- People – depending on the business
- Disposable income of residents
- Missing: labor force come from outside city
- Affluent community – massive number of consumers
- Families on the run – need for conveniences
- Safe place
- Affluent consumer base
- Regional assistance
- AEDC / Governor's office
- Networking with other businesses (Chamber, etc)
- Community success through contacts
- People
- Low competition
- Demographics show ages to support
- Resource are the people = collective consumer base (supply & demand)
- Economic level of shoppers
- Safety
- Quality of life
- Want to be here
- Location – intersection of I-40 and I-30
- Missing: More access options at I-40 and I-30
- Missing: River access
- Many consumers – service business or finance business does well (based on residential support)
- Could be good Office location
- Low end market not good

4. ***What do you perceive to be Maumelle's greatest opportunities and greatest threats (barriers to investment)?***

Opportunities:

- New High School
- Quality of life
- Education of the population
- Maumelle is designed to grow
- The city works well with businesses
- They want you to come here survive (the community as well as the city)
- Have the land availability
- It's a good place to live
- Thrive with white collar related businesses
- Will support new business (starving for more options)
- Little competition
- Price point in Maumelle (disposable income)

- Sell it right – Economic Development Dept. does well
- Buy into quality of life
- Regional support
- Assistance from AEDC for internal recruitment & training
- Good work force – bright individuals
- Good demographics & high income
- Proximity close in
- Good exposure
- Not a lot of competition
- Could support - Car dealerships, medical
- Family Fest – to promote business
- Tract "D" ready to go
- People – High tech labor force
- Census shows young / family residents within tech savvy age groups
- Annex North – make plans to claim land
- Disposable income – could support high end dress shop or Bass Pro Shops/Cabelas)

Threats:

- Drawing the people in causes more traffic
- Land management issues
- Not a level playing field; all need to adhere to same rules
- Step it up! don't just allow square strip centers
- Land management has been a problem; a reluctance for people to get involved in land issues
- School location
- Road infrastructure
- Financial
- Many who work in industrial park don't live in Maumelle
- Traffic; feeling like your trapped if employees can't get in and out from work
- Must plan for infrastructure and address congestion
- Provide housing for those who work in the industrial park
- Standards can be a financial deterrent (it can be a perception that doing business here is more difficult)
- Tend to keep out certain demographics
- Would exclude blue collar options
- Demographics
- Population base only 17,000
- Circulation network (traffic)
- Industrial labor force issues (less than 10% of workers live in Maumelle)
- Not embracing infrastructure issues (not improving water, road, water etc)
- Vocal groups that wants no change
- Economics of the country
- People set in ways – may continue to shop in Little Rock or Conway
- City reviews are thorough
- Codes stringent
- Land cost high
- Don't have Economic Development Commission to help locate prospective businesses
- No A&P tax
- No medical options in area
- Anti growth 50+ age group – want bedroom community to stay as is
- Getting boxed in - annex north for options
- Address short term traffic issue

5. Of the following land use and development types, which could play a larger role in the economy of Maumelle? Please pick your top three to five (3-5) choices.

3 Distribution
13 Research and Development
3 Light Industrial
5 Office
11 Corporate Campuses
1 Large Employment Centers
9 Retail
8 Mixed Use (pedestrian-oriented retail and/or office on the ground floor, office or residential above)
6 Entertainment, cultural, or sports facilities
1 Lodging (hotel/motel)
2 Institutional (government offices and facilities, educational buildings)
7 Green Industry (green products manufacturing, design, recycling, micro-breweries, garden centers, natural foods, etc.)

6. What is the level of cooperation between the City of Maumelle and the private sector?

9 Excellent
9 Good
0 Average
0 Poor

7. Is the growth rate of Maumelle too rapid, a steady pace, or too slow, in your opinion?

- Steady pace (other than housing slow down)
- Between too slow and a steady pace
- Don't want to grow quickly
- Need a diversity of business
- Steady pace
- Steady pace
- Too Rapid
- Residential side – to rapid (as a resident)
- Business side – steady
- Steady pace
- Were growing to fast at a steady pace now
- Was doing 300 building permits a year now down to 100
- Steady pace
- Law enforcement opinion: if Council is open to growth in public safety issues as the city grows, then it's not too fast
- OK with the rate we're growing
- Steady
- Steady
- Steady
- Too rapid (top 5 in AR)
- Steady
- Steady
- Steady
- Steady (zoning requirements tougher than in NLR)
- Too rapid before (residential growth rate)
- Steady (holding for awhile)
- Steady now (was too rapid prior to economy dip)

8. ***How should Maumelle comprehensively address its need to grow, provide economic development, and protect its sense of place? (select the most appropriate)***

3 Encourage growth in all geographic areas of Maumelle
12 Focus growth opportunities to defined geographic areas (commonly called smart growth)
2 Protect identified open spaces and/or landmark elements
1 Other: it must take infrastructure into account before allowing high density housing
1 Other: building permit restrictions until infrastructure keeps up
1 Other: project wetlands

Closing Discussion:

1. ***What do you think should be at the top of the list of desired outcomes for the Maumelle Strategic Plan and its process?***

- Dwell on retail business and small industry rather than large industry
- Need to have an understanding of what the community/citizens want and need; surrounding communities need to see it as well
- Develop the idea for Maumelle being a city, not a neighborhood
- Where people want to live here and work here
- Charter School needs to be successful
- Balance residential use and business use
- Should be more residential based on what land is left and the type of community that's already here
- To see the City recognize that Maumelle should be a refuge from negatives of urban development
- Should be a bedroom community instead of a retail hub
- Overuse of traffic facilities that ruin our quality of life
- That there's a good sense of what the community wants and follows through with that
- All a delicate balance
- Job growth – manufacturing (high tech)
- Business/financial
- Concern that plan cannot respond to the city not having the same leadership
- Hopes it can create a vision supported by the community and elected officials
- Unity: the community agreeing on where they want to go and working together to get there
- Defining the vision
- Understand that if there's a pattern of growth, then a pattern of increased services must accompany it
- Must be fluid, not locked in; must be adaptable
- Must prepare for the future based on trends (i.e. demographics: upcoming teens and preparation of public safety as they enter early adulthood)
- Direction for the growth of the city for the next 5-15 years
- People driven plan
- Allow city to grow North to give future options (to avoid being boxed in)
- Long term plan to help develop existing resources and strategically phase pending new development (i.e. new elementary school, fire station needed, more light industry)
- Where we annex – land use plan
- Where to add business and residential
- Growth of retail and industry should be well thought through to support positive residential growth

- Smart growth actions steps (short, medium and long term goals)
- Well defined
- Flexibility for the growth
- Maintain intent of the city's initial vision but address infrastructure & education
- Attract individual that work/live in Maumelle for increased tax revenue
- School system issues
- Traffic recommendations
- Retail multi use & residential options
- Plan reflects public opinion
- Managed growth for retail (recruit what fits best)
- Strong Community Center for family- and youth-related activities
- Traffic solutions

2. Twenty years from now, what kind of community do you envision Maumelle to be? (List three words to describe the future)

- Futuristic growth megaplex
- Home
- Safe
- Attractive
- Comfortable
- Convenient
- Desirable
- Bedroom community
- Not much bigger than it is now
- Limited apartments
- Family friendly
- Convenient place to live
- Still invigorated
- Larger
- Jobs that kids will want to come back to
- Older
- Great, great, great!
- Still growing (can't keep up current pace, but improve what we have and be able to buy what you need here without going elsewhere)
- Still a Tree City
- Still have thriving businesses with a few more!
- Bigger, less friendly
- Vibrant
- Sense of community
- Diverse retail opportunities
- Larger
- Better
- More retail options
- Upscale
- Self-sufficient (live/work/place in same community)
- Accessible
- Vibrant
- Convenient
- Metropolitan
- Progressive
- Environmentally conscience
- Destination (livable community)
- Innovative
- Intelligent
- Neighborly
- Family oriented

- Diverse
- Growing
- Thriving
- Enjoyable
- Safe
- Twice the size
- Traffic Issues
- More retail options
- Retail with personality
- Improved bedroom community
- Aesthetically pleasing
- Controlled growth

3. *What will be the biggest obstacles to advancing this vision?*

- Money
- Planning
- Political guidance everyone needs to play by the same rules
- Think Maumelle has done a great job; needs to stay on course in the future
- Traffic – traveling in and out of the city
- No community feel (no heart of the city) without a Main Street
- Currently there
- Most people who live in Maumelle do not work here
- There needs to be more retail near Kroger
- Will rising fuel prices change people's mindset about where they live and can access services
- Keeping up with the growth
- Need tax base but don't build at all cost
- Determination
- Focus of political leaders
- Strategies to solve short term traffic issues and have the fortitude to grow north
- Everyone to agree
- Participation
- Community mind set
- Taxes people don't want to approve
- Special interest groups – worrying about their own interests
- Economy
- Fuel cost
- Popular growth
- Arrogant keep not change
- Closed minded attitudes
- Affordable housing – diversity
- Good planning + follow through
- Fear of unknown
- Proactive / not reactive

Additional comments and/or suggestions

Regarding aging in place:

- It's hard to build a smaller house ($125k) on a $40k lot, which is the going rate here.
- There aren't other options here that aren't assisted living
- Many would only need a 1000-1200 s.f. home with less maintenance (smaller yard, etc.)
- This may be a problem in Maumelle
- There are few medical providers/clinics in Maumelle, but we do have doctor's offices

Other comments:

- Many travel to Conway rather than Little Rock for merchandise because there are fewer traffic lights (travel via I-40 to get there quickly)

- Academics Plus Charter School primarily offers college-prep courses is high school. Trade courses offered include business and medical (as electives), which are well-received
- No shop, home economics, etc. offered
- Current 2011-2012 enrollment is 634
- 650 students enrolled for 2012-2013; 121 more on a waiting list

- Bring a major attraction to the river front!

Local jobs and education:

- BEI Precision Systems is high-tech (supplies parts for helicopters)
- Molex employs numerous engineers
- Kimberly Clark features a high-tech lab

- City ordinance only has I-1 zoning, and targets certain groups:
  - Logistics/distribution/warehousing
  - High tech
- Great location for distribution
- Medical care distribution
- Scholastic and Target both closed distribution facilities around the same time
- Successful at getting grants to aid in improvements
- Want walking trails in the industrial park
- Wants to see a larger Economic Development department (team) for business attraction and business retention; the Chamber is getting more involved

- Maumelle won't go over I-40 into Marche – residents/land owners most likely won't sell
- Small business is the key to Maumelle's growth – number of support the number of residential units
- Maumelle has approx 466 acres of wetlands – White Oak Bayou study to rank development options
- Environmental groups: Tree Board / Friends of Lake Willastein
- Tract 'D' owned by Tommy Lassiter of Doyle Rogers Company
- 12 acres on North Odom is zoned to accommodate mixed use (town center) office/retail or res/retail
- Estimate that 80% of residents drive to LR for work. If Hi Tech office added – maybe 5-10% less will go to LR but not a ton more

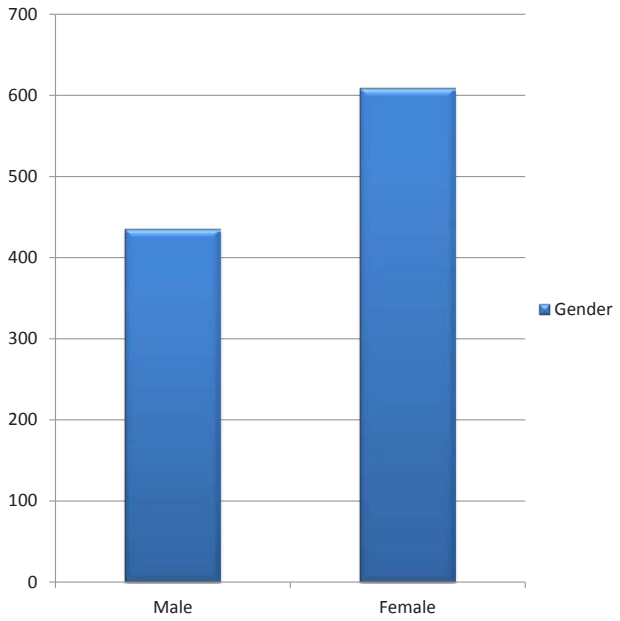
- Charter School is at capacity
- High School student number: 860 – current / 1,113 projected 2013 / 1,500 max (47% bussed in)
- Dr. Jerry Guess – superintendent of the Maumelle Schools

Previous Plan

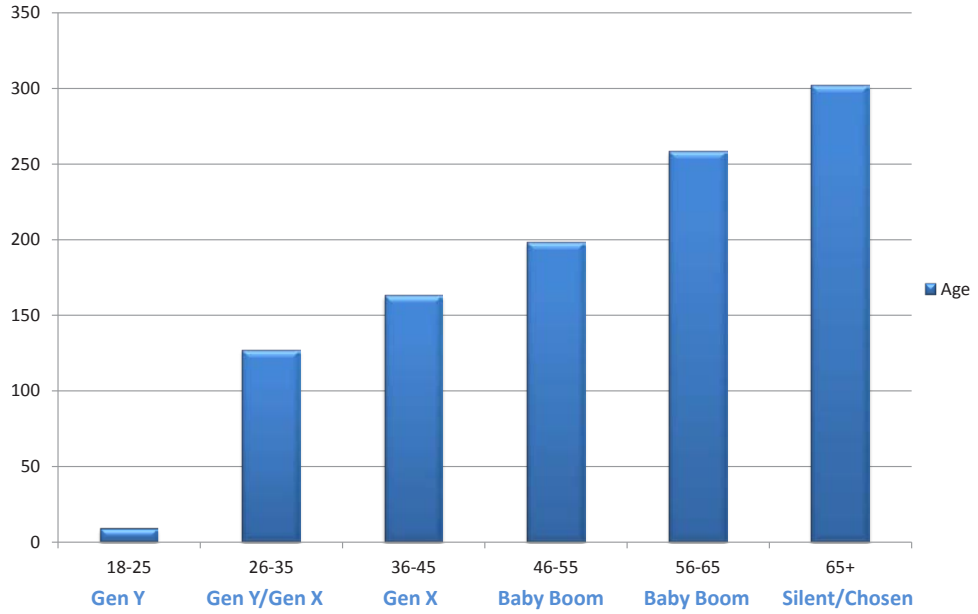
- Two-day charrette were interactive with breakout groups (needed more than just one two-day)
- Failures – took too long to get info back (lost momentum)
- Incomplete – only vision, no action steps

Appendix D: Community Survey

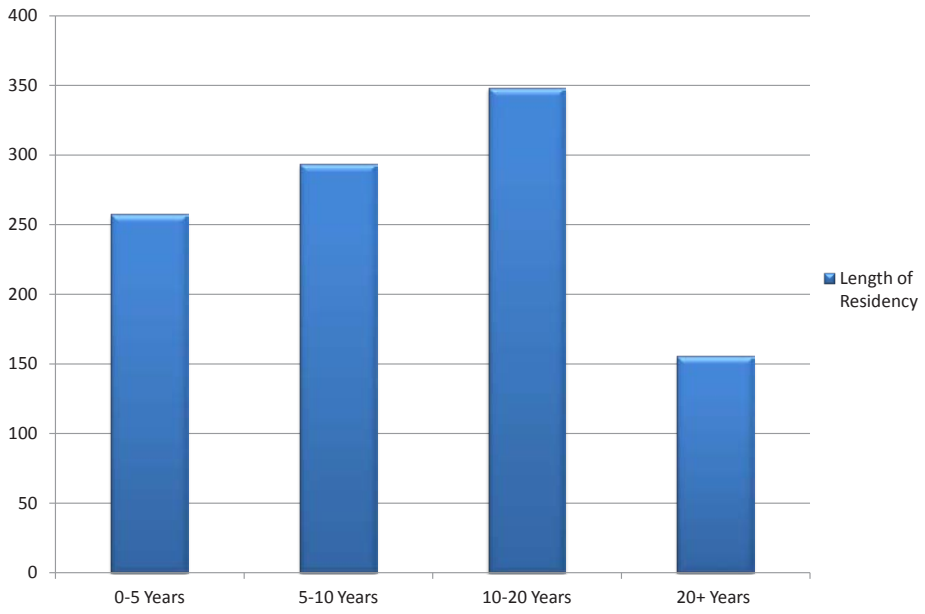
1. What is your gender?



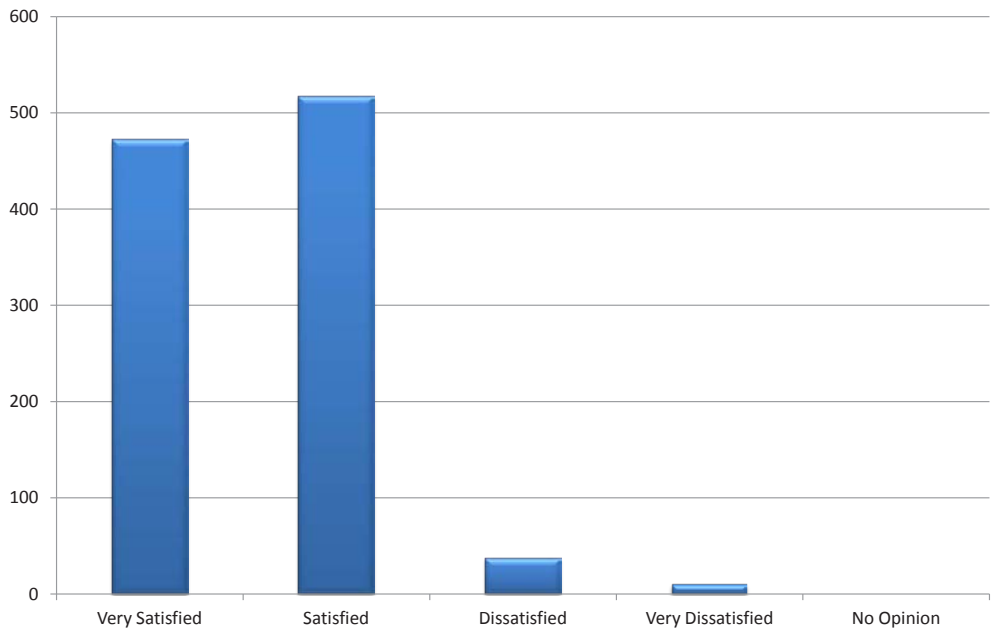
2. What is your age?



3. How long have you lived in Maumelle?



4. How satisfied are you with living in Maumelle?



5. What do you like MOST about living in Maumelle?

(word frequency analysis of open-ended responses; source: www.wordle.net)

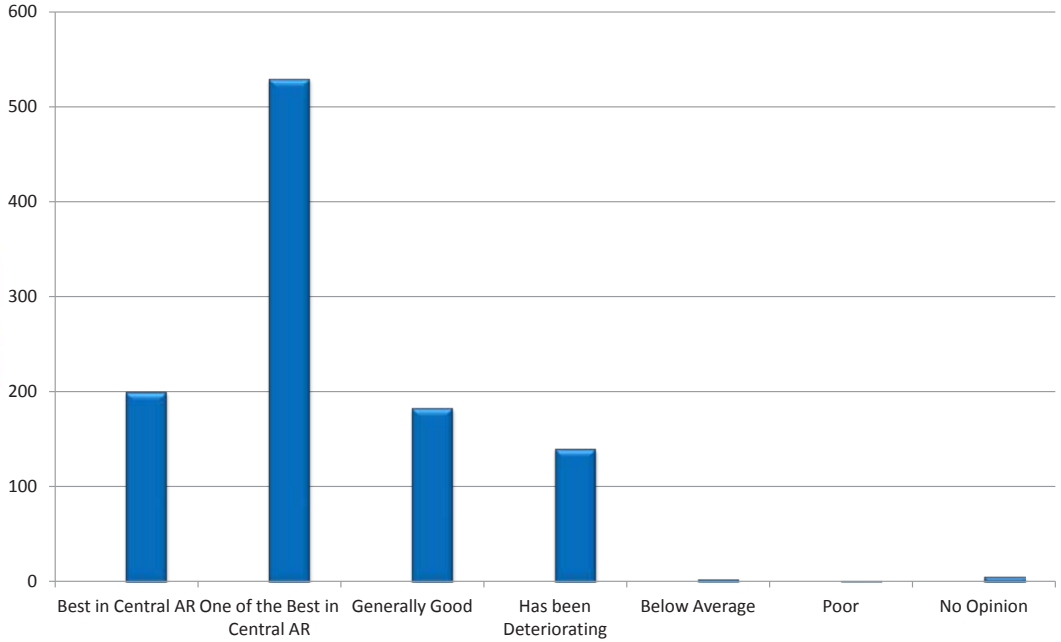
6. What do you like LEAST about living in Maumelle?

(word frequency analysis of open-ended responses; source: www.wordle.net)

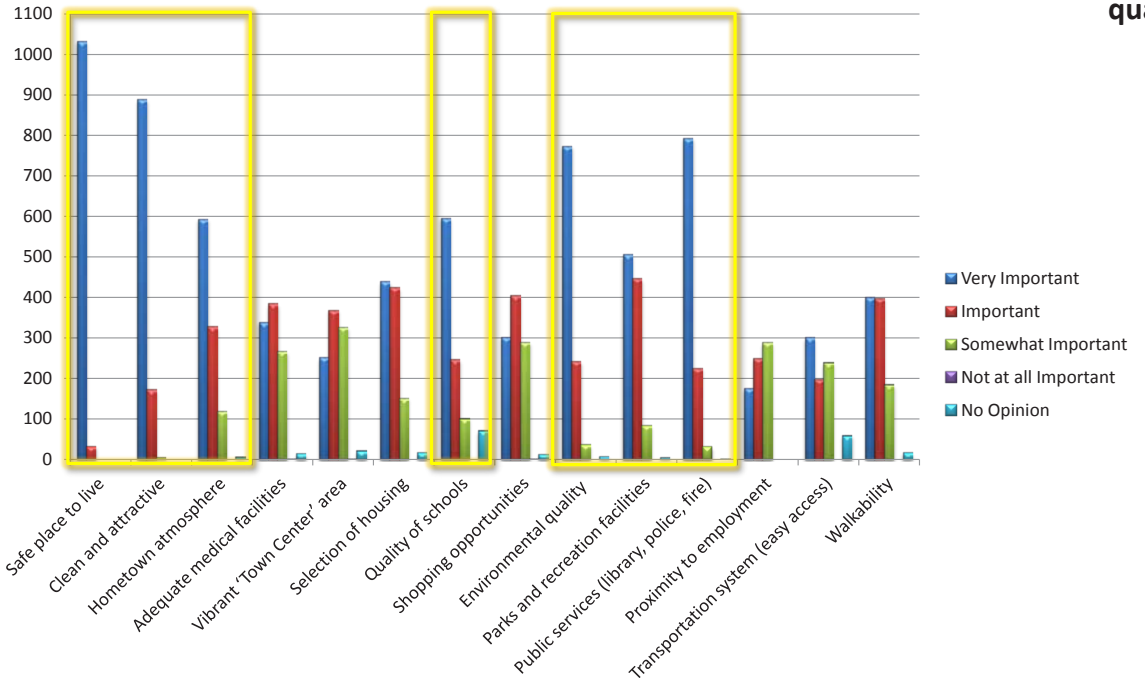
7. What word or phrase best defines "Quality of Life" to you?

(word frequency analysis of open-ended responses; source: www.wordle.net)

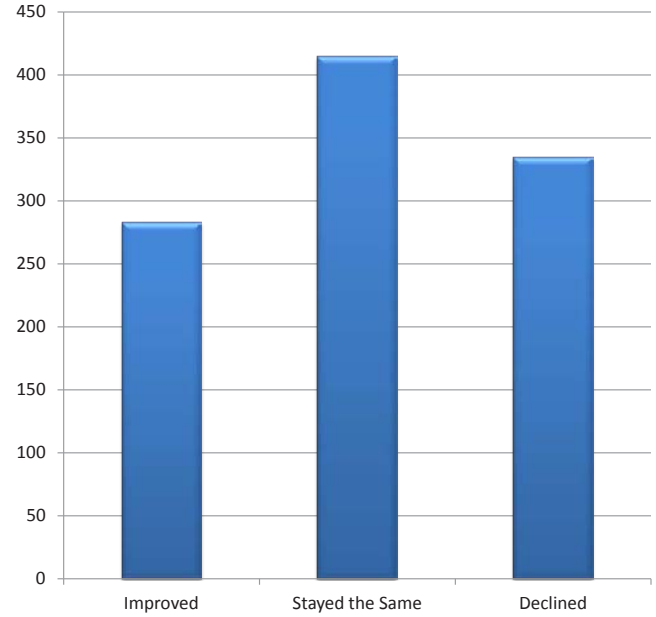
8. How would you categorize the quality of life in Maumelle?



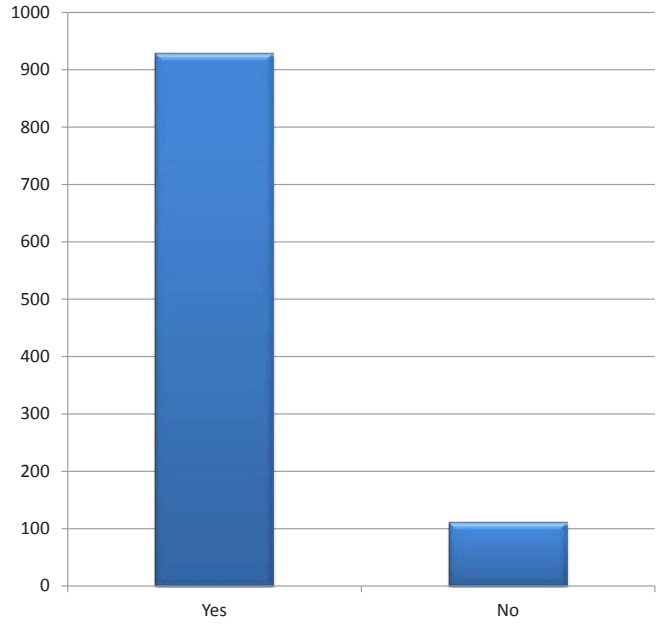
9. How important are the following factors to the quality of life in Maumelle?



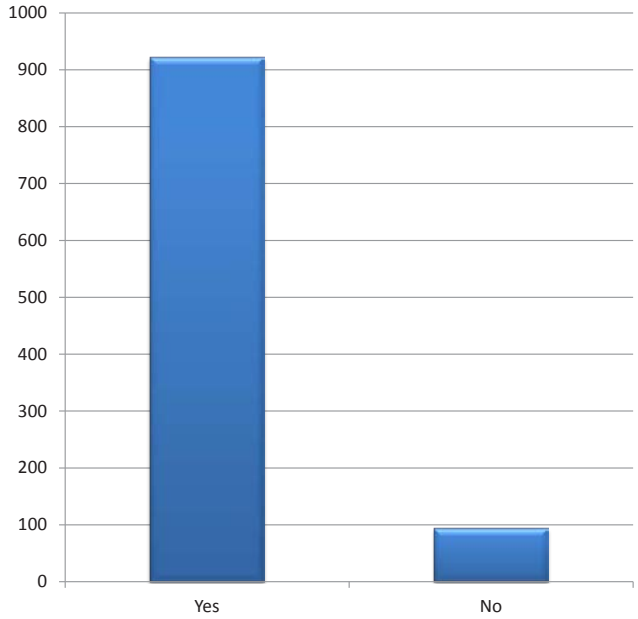
10. Over the past five (5) years, do you believe Maumelle's quality of life has improved, stayed about the same, or declined?



11. Would you recommend Maumelle to your family or friends as a good place to live?



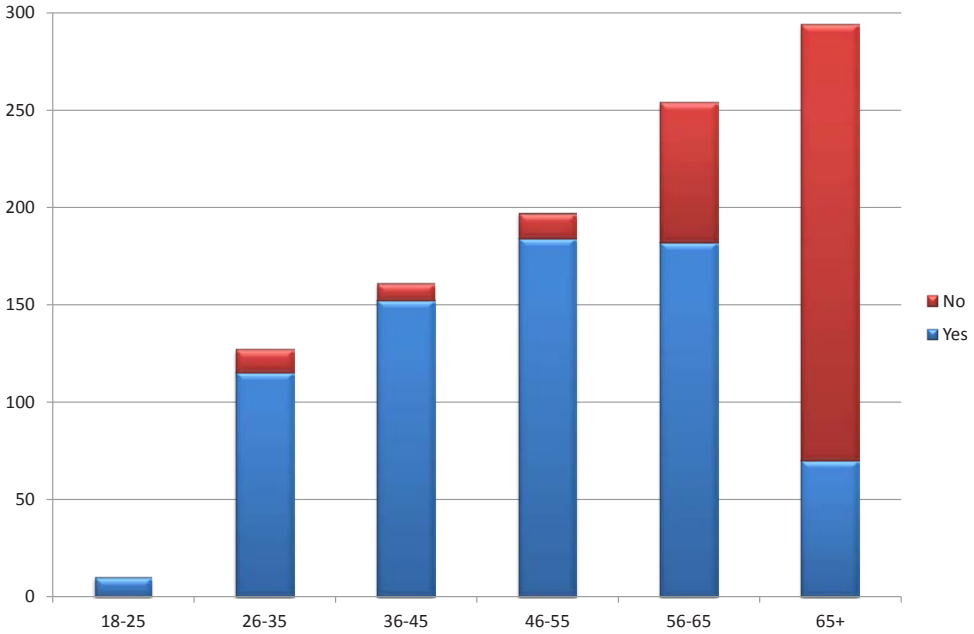
12. Does Maumelle offer the housing and services to allow you to age in place (continue to live in Maumelle) if you choose to do so?



13. What is the most critical issue facing Maumelle today?

(word frequency analysis of open-ended responses; source: www.wordle.net)

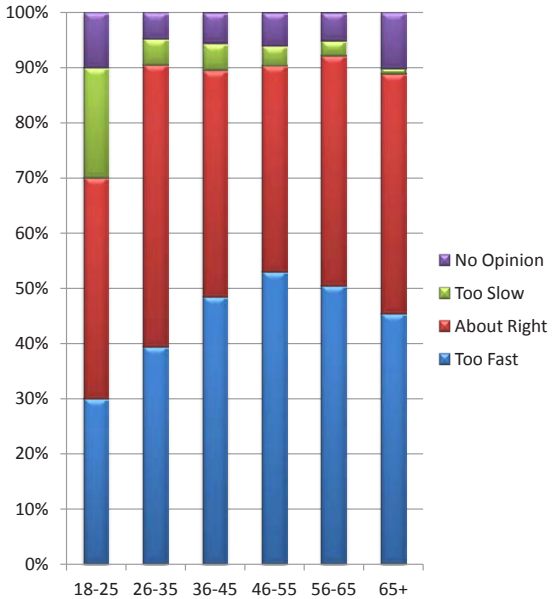
14. Does anyone in your household work outside of Maumelle? (by age group)



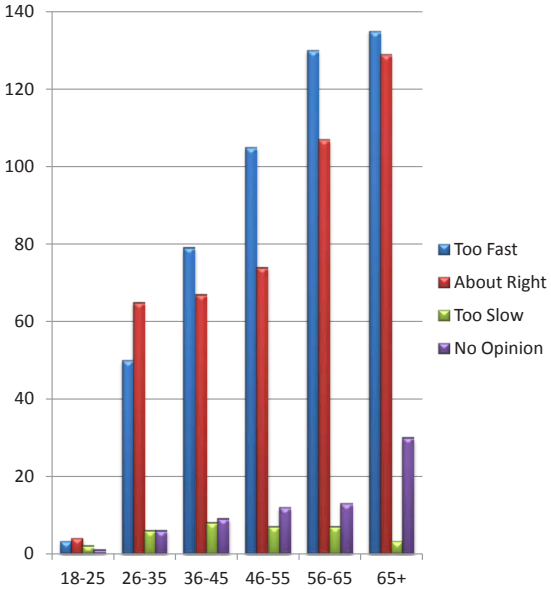
Does anyone in your household work outside of Maumelle? If YES, then why?

(word frequency analysis of open-ended responses)

15. What do you think about the current growth rate in Maumelle? (by age group)

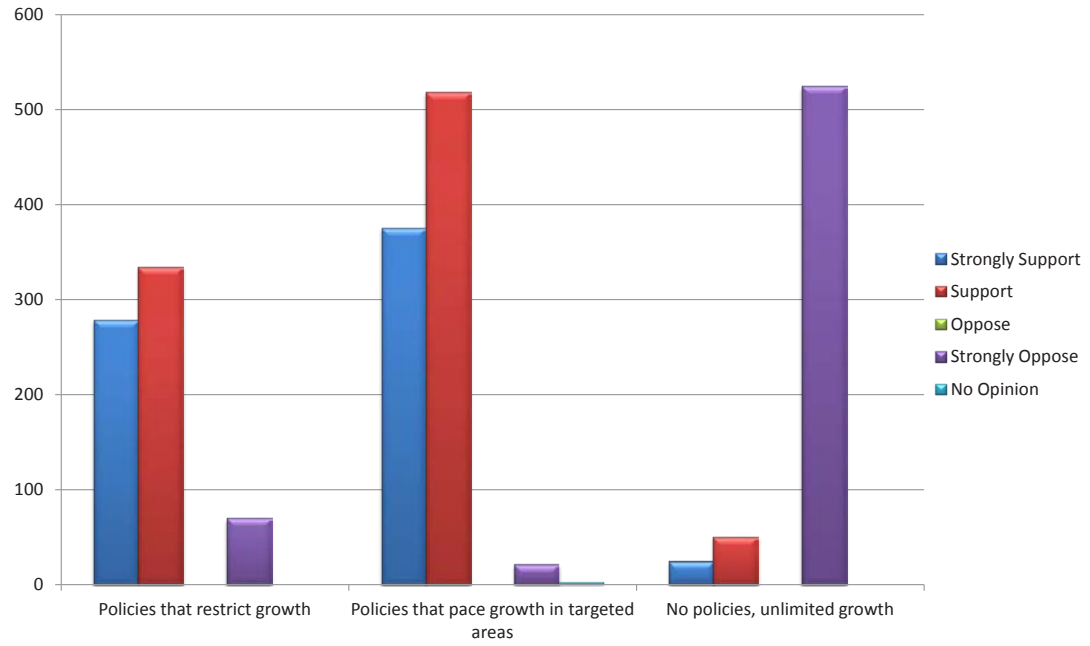


Percentage

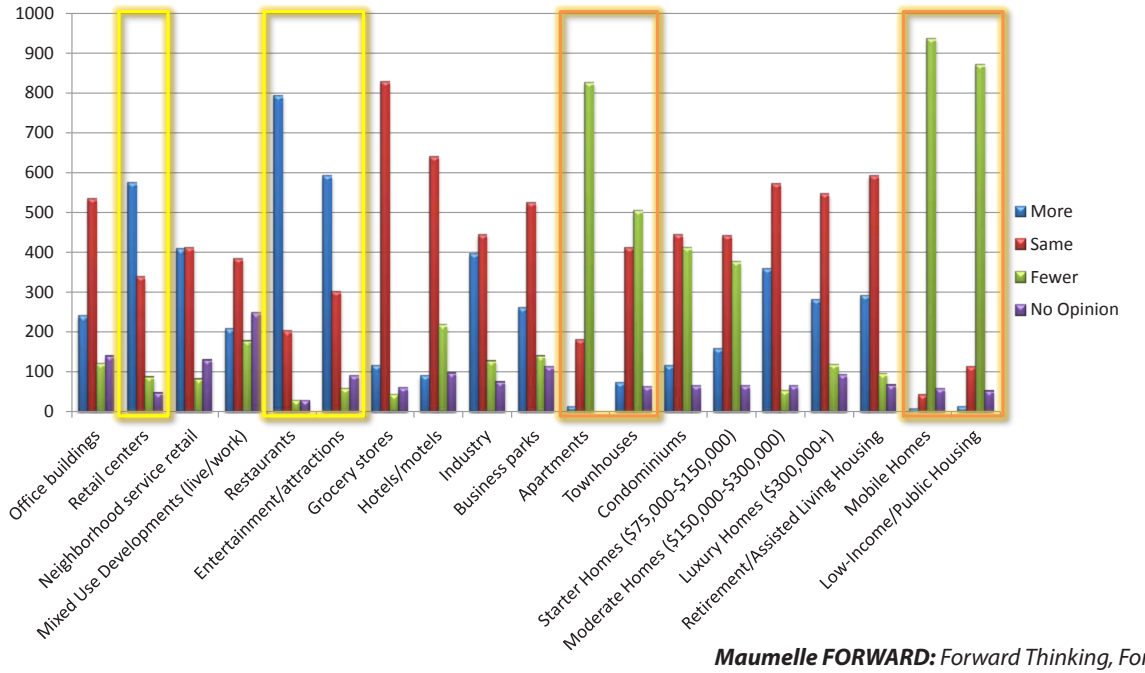


Count

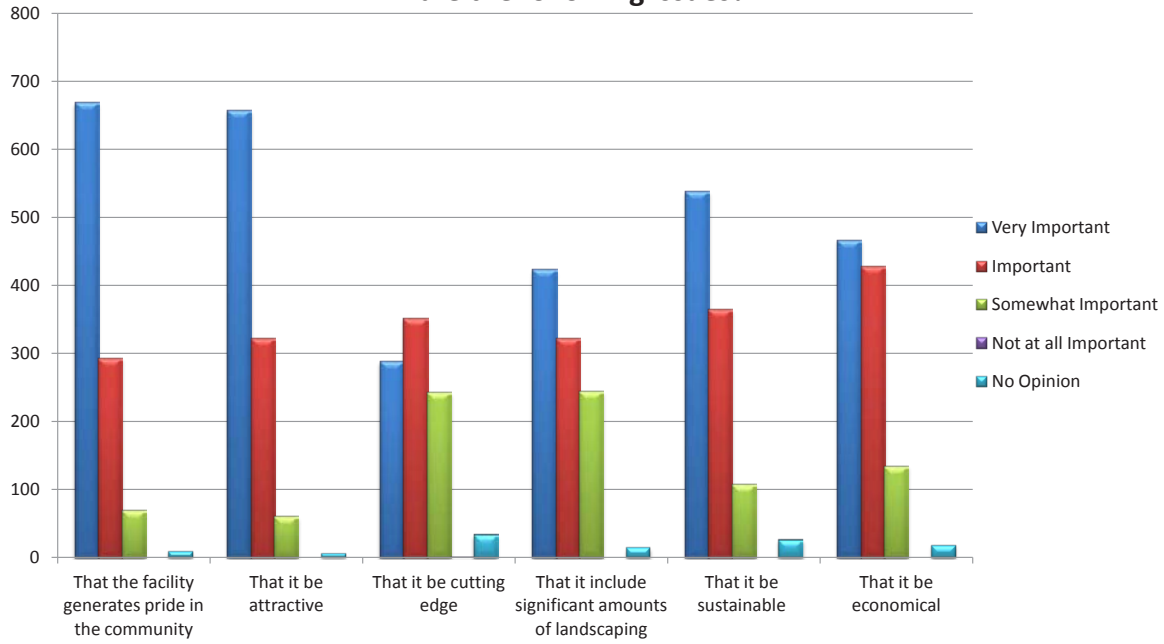
16. How strongly would you support or oppose policies regarding growth in Maumelle?



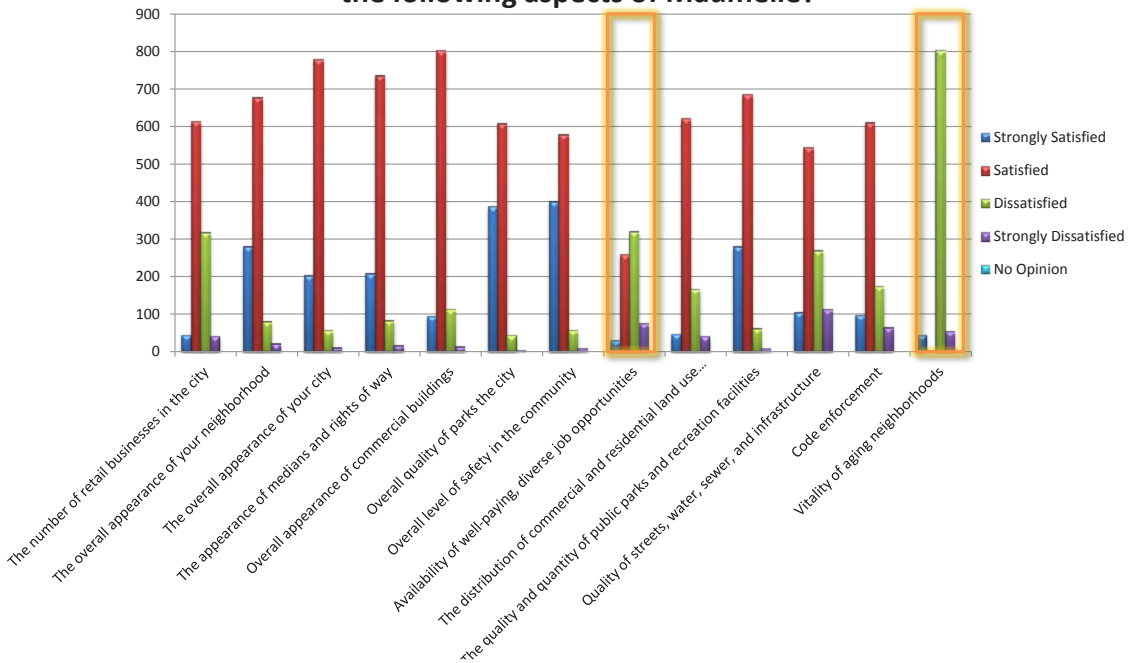
17. Which of the following types of developments would you like to see more of in Maumelle, keep at the same level, or see fewer of?



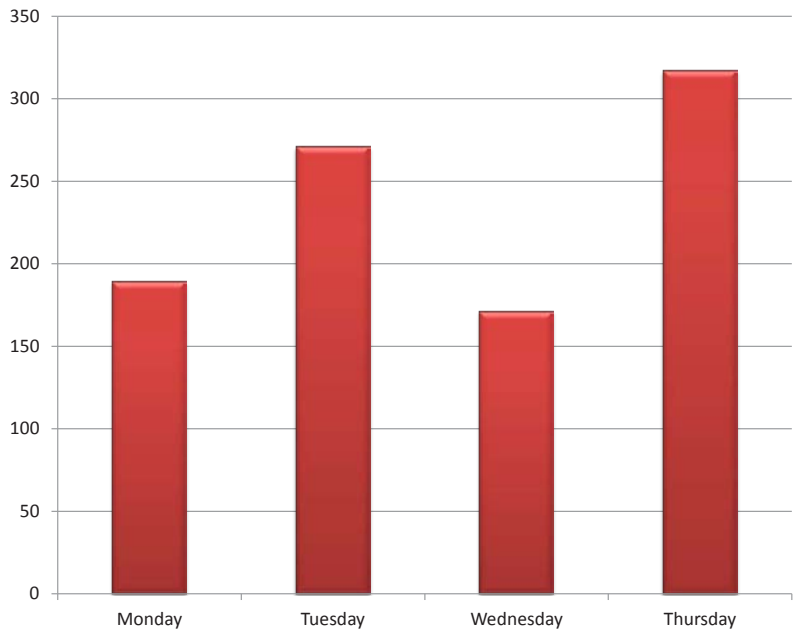
18. In constructing future city facilities, how important or unimportant are the following issues?



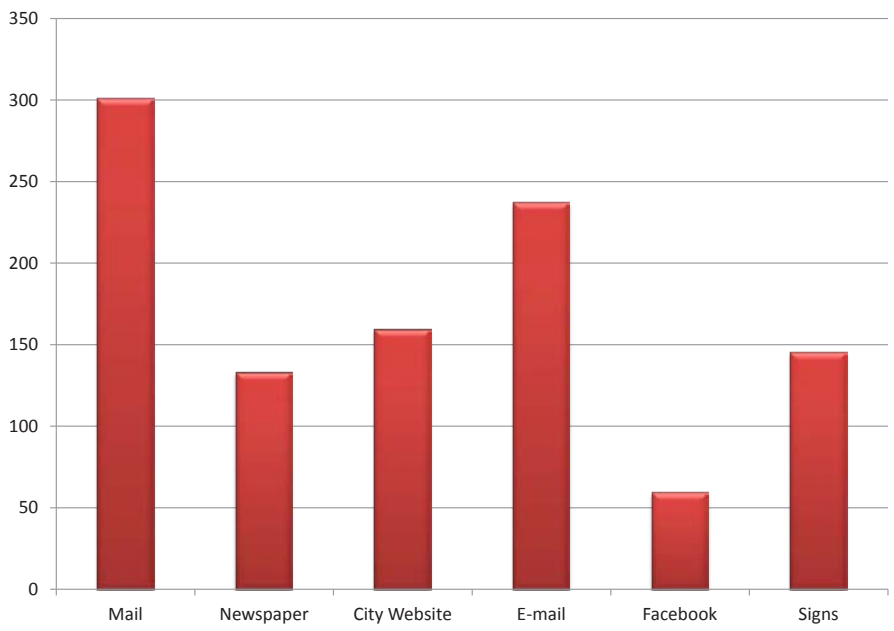
19. Presently, how satisfied or dissatisfied are you with the following aspects of Maumelle?



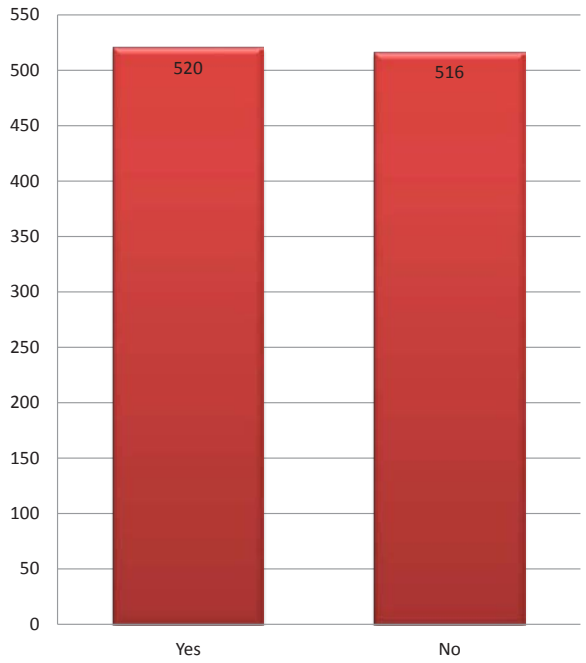
20. What evenings would be convenient to attend a public meeting?



21. What form of communication do you prefer to be notified about public meetings?



22. Would you be willing to pay $2.76 per month for more recycling options?



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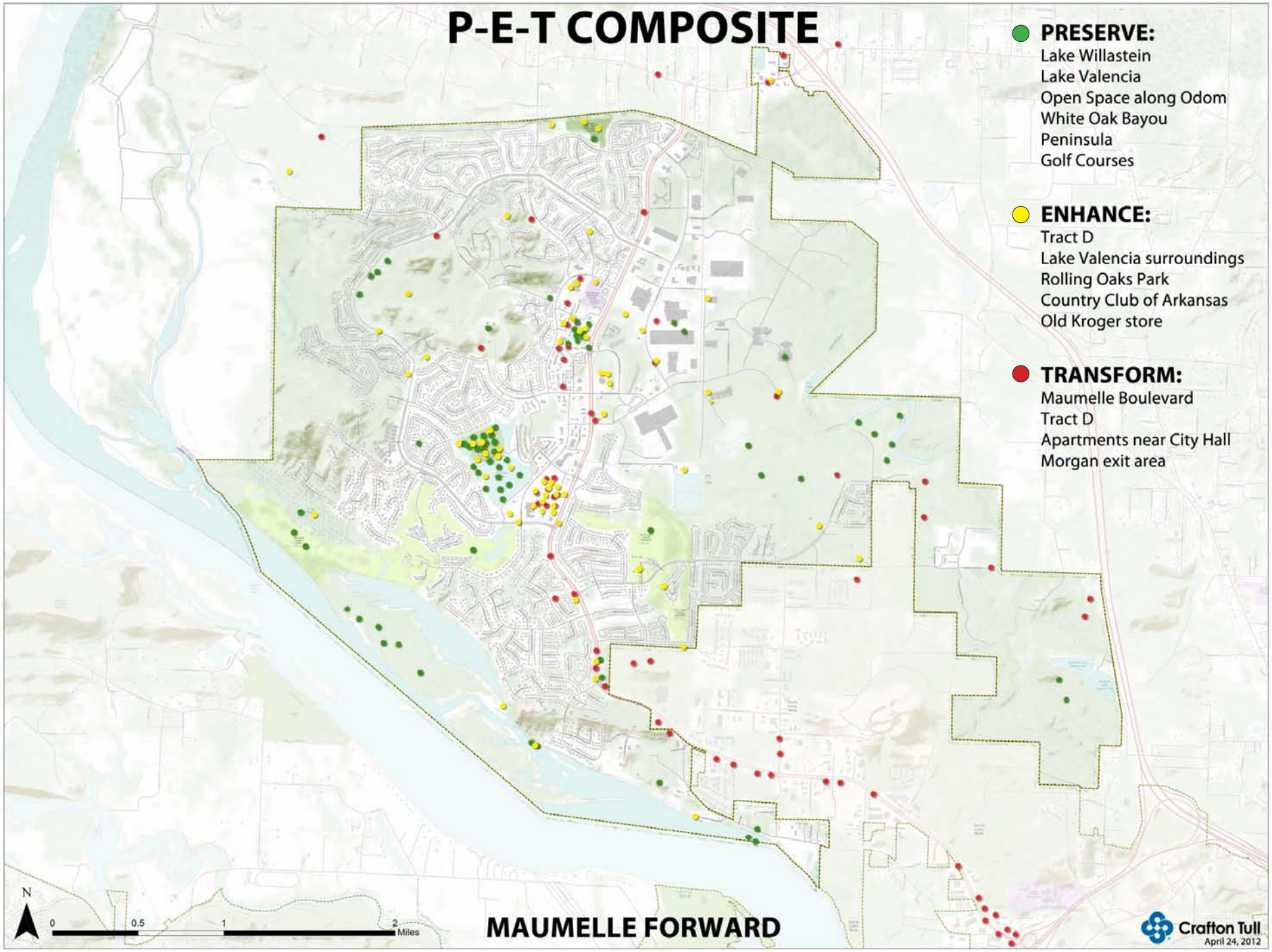
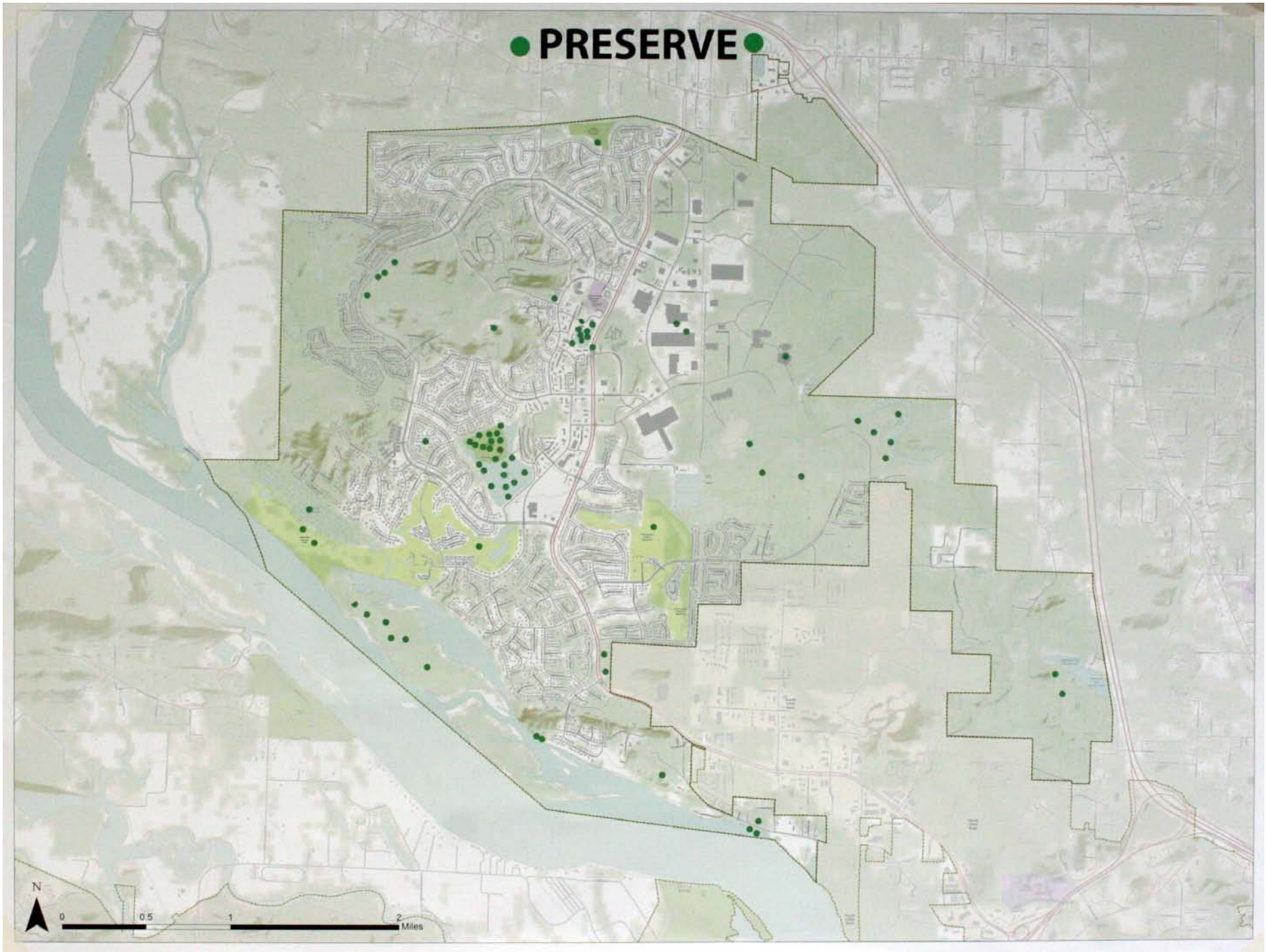
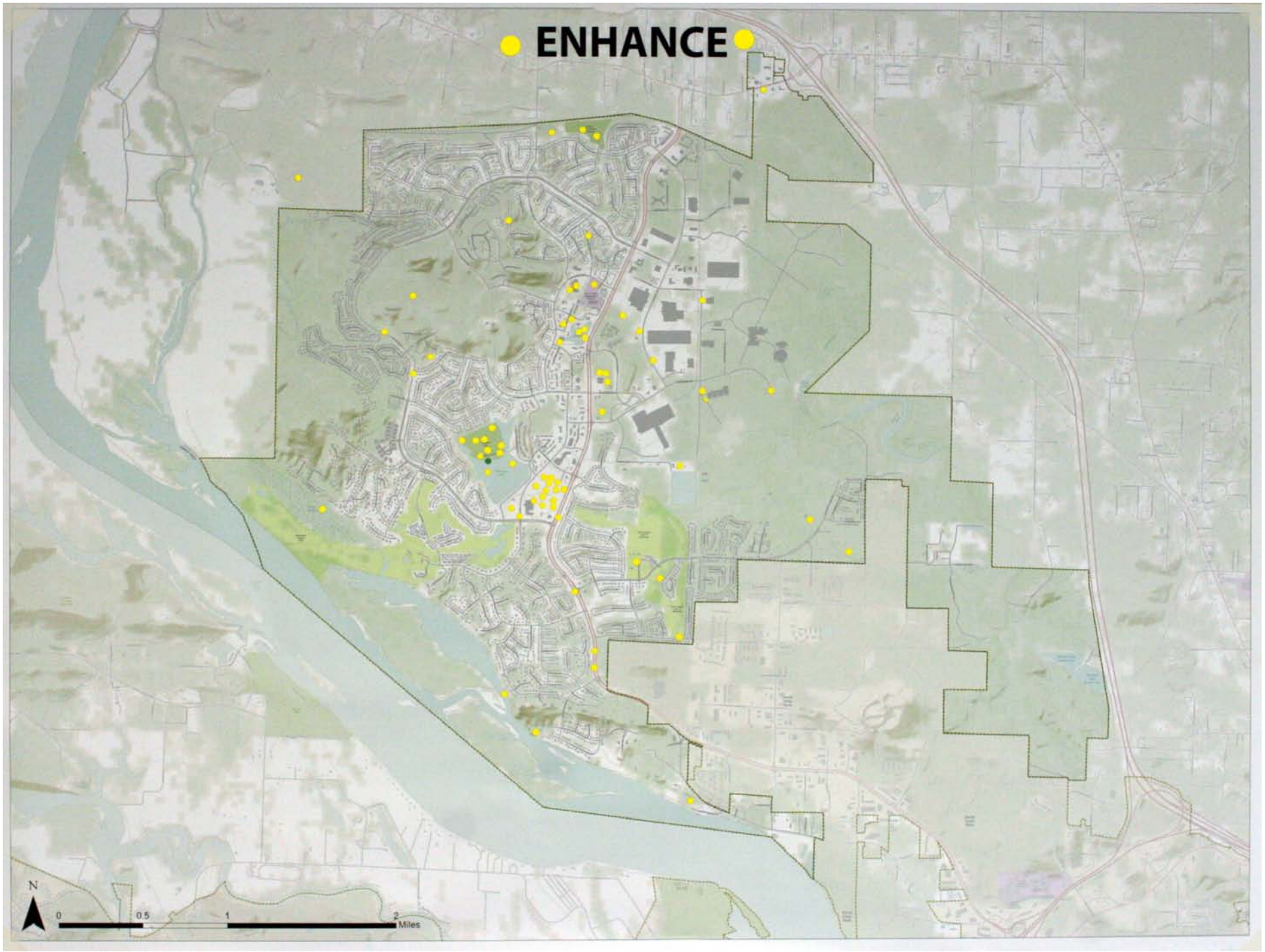
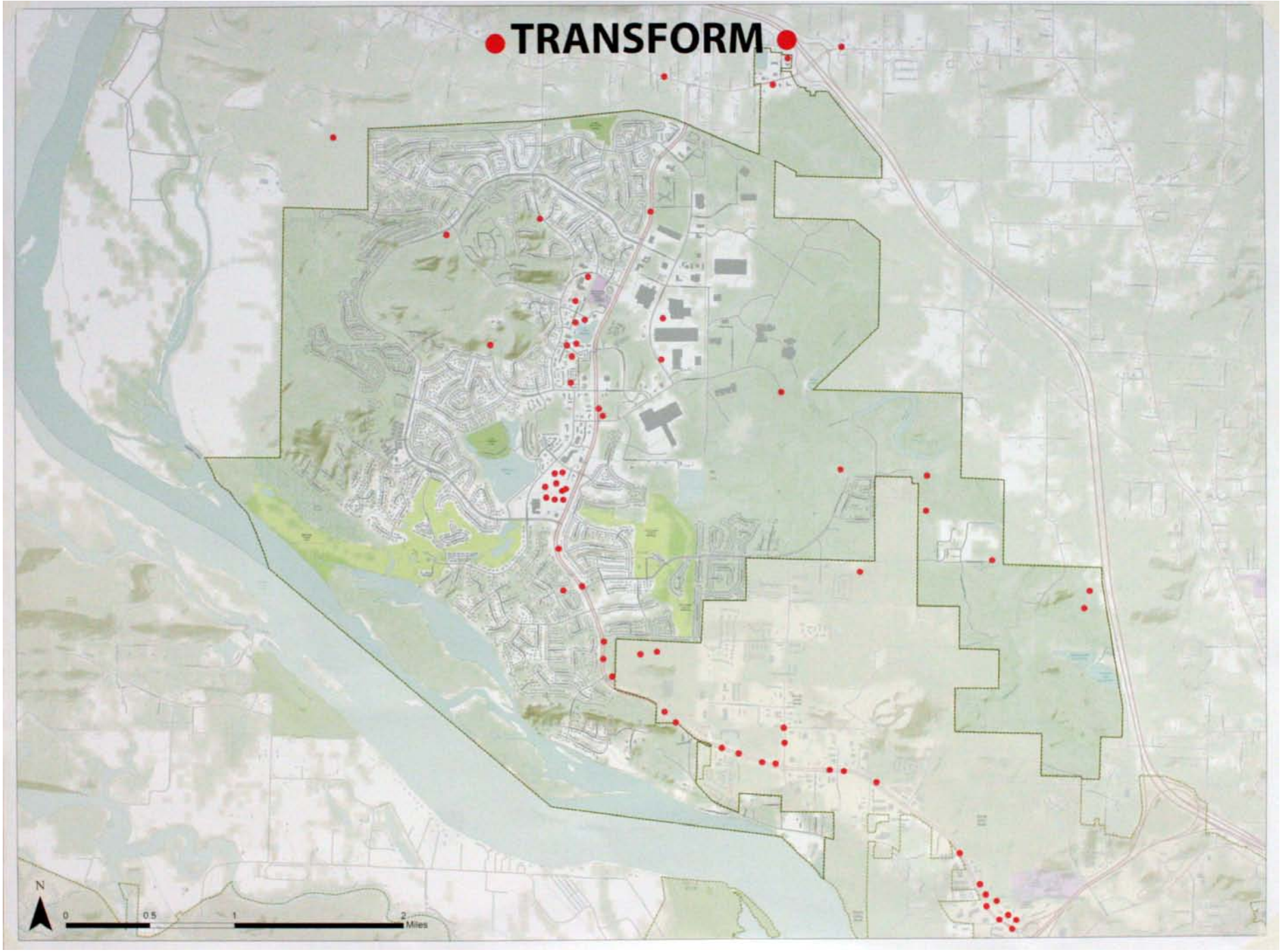
Appendix E: Visioning Exercises

Preserve/Enhance/Transform Exercise


P-E-T COMPOSITE
PRESERVE:
Lake Willastein
Lake Valencia
Open Space along Odom
White Oak Bayou
Peninsula
Golf Courses
ENHANCE:
Tract D
Lake Valencia surroundings
Rolling Oaks Park
Country Club of Arkansas
Old Kroger store
TRANSFORM:
Maumelle Boulevard
Tract D
Apartments near City Hall
Morgan exit area
N
0
0.5
1
2
Miles
MAUMELLE FORWARD
Crafton Tull
April 24, 2012


PRESERVE
N
0
0.5
1
2
Miles


ENHANCE
N
0
0.5
1
2
Miles


TRANSFORM
N
0
0.5
1
2
Miles

"I Want Maumelle to Be..." Exercise Composite

Source: www.wordle.com

"I Want Maumelle to Be..." Exercise Responses

- A city with more high-end restaurants
- More entertainment
- Better traffic
- A city with a town center
- More self sufficient in retail outlets
- A modern "village" with a town center
- More focused on fixing flood issues
- More high tech companies
- More attractive to investors who want to locate high-end jobs and businesses here
- Retain
- Restaurants
- Jobs
- Update older neighborhoods
- Even more attractive
- I want Maumelle to be a safe, quiet bedroom community with consideration given for limited traffic access
- Safe
- Clean
- A place that attracts visitors
- Have activities for older residents as well as growing families (we are currently only oriented to young families)
- Family friendly
- Safe
- Focused on quality education
- Quiet
- Active
- Friendly
- Corporate-friendly
- Left as it is!
- Older singles group
- Social community get togethers
- Hospital, healthcare
- Classes (variety)
- Chick-fil-a
- Big businesses involved in new high school
- Keep a focus on good health (trails, parks, community center, youth activities)
- Natural
- Supportive with its own school district
- Mentally stimulating
- Calming, peaceful
- A town to be proud of
- Safe
- A good investment
- A city with more retail and some entertainment
- Stay safe
- Recapture money [spent outside Maumelle]
- Safe
- Green
- Clean
- Safe
- Clean
- Convenient
- Safe and with a downtown area with retail and entertainment

- A destination
- Grow in retail, entertainment, and business opportunities
- Family friendly
- Full of opportunity
- Where you want your kids to call home
- I want Maumelle to have the qualities that brought me here originally
- Small town feel
- Smart growth
- Self supporting
- The bedroom community that it already is
- A community with good water, recycling, middle income housing for teachers, etc.
- More retail
- Better fences
- Newer water pipes
- Entice younger educated with tech businesses
- Homes
- Restaurants
- Shops

Appendix F:
Park Maintenance Modes

An Excerpt from Park Maintenance Standards, published by the National Recreation and Park Association, 1986.

MODE 1

State of the art maintenance applied to a high quality diverse landscape. Usually associated with high traffic urban areas such as public squares, malls, governmental grounds or high visitation parks.

1. Turf care - Grass height maintained according to species and variety of grass. Mowed at least once every five working days but may be as often as once every three working days. Aeration as required, not less than four times per year. Reseeding or sodding as needed. Weed control should be practiced so that no more than one percent of the surface has weeds present.

2. Fertilizer - Adequate fertilization applied to plant species according to their optimum requirements. Application rates and times should ensure an even supply of nutrients for the entire year. Nitrogen, phosphorus and potassium percentages should follow local recommendations from your County Extension Service. Trees, shrubs and flowers should be fertilized according to their individual requirements of nutrients for optimum growth. Unusually long or short growing seasons may modify the chart slightly.

3. Irrigation - Sprinkler irrigated. Electric automatic commonly used. Some manual systems could be considered adequate under plentiful rainfall circumstances and adequate staffing. Frequency of use follows rainfall, temperature, seasonal length and demands of plant material.

4. Litter control - Minimum of once per day, 7 days per week. Extremely high visitation may increase the frequency. Receptacles should be plentiful enough to hold all trash generated between servicing without normally overflowing.

5. Pruning - Frequency dictated primarily by species and variety of trees and shrubs. Length of growing season and design concept also a controlling factor as are clipped hedges versus natural style. Timing usually scheduled to coincide with low demand periods or to take advantage of special growing characteristics such as low demand periods or to take advantage of special growing characteristics such as pruning after flowering.

6. Disease and Insect Control - Control program may use any of three philosophies: 1.) Preventative; a scheduled chemical or cultural program designed to prevent significant damage. 2.) Corrective; application of chemical or mechanical controls designed to eliminate observed problems. 3.) Integrated pest management; withholding any controls until such time as pests demonstrate damage to plant materials or become a demonstrated irritant in the case of flies, mosquitoes, gnats, etc. At this maintenance level the controlling objective is to not have the public notice any problems. It is anticipated at Mode I that problems will either be prevented or observed at a very early stage and corrected immediately.

7. Snow removal - Snow removal starts the same day as accumulations of ½ inch are present. At no time will snow be permitted to cover transportation or parking surfaces longer than noon of the day after the snow stops. Applications of snow melting compound and/or gravel are appropriate to reduce the danger of injury due to falls.

8. Lighting - Maintenance should preserve the original design. Damaged systems should be repaired as quickly as they are discovered. Bulb replacement should be done during the first working day after the outage is reported.

9. Surfaces - Sweeping, cleaning and washing of surfaces needs to be done so that at no time does an accumulation of sand, dirt and leaves distract from the looks or safety of the area. Repainting or restaining of structures should occur when weather or wear deteriorate the appearance of the covering. Wood surfaces requiring oiling should be done a minimum of four times per year. Stains to surfaces should be taken off within five working days. Graffiti should be washed off or painted over the next working day after application.

10. Repairs - Repairs to all elements of the design should be done immediately upon discovery provided replacement parts and technicians are available to accomplish the job. When disruption to the public might be major and the repair not critical, repairs may be postponed to a time period which is least disruptive.

11. Inspection - Inspections of this area should be done daily by a member of staff.

12. Floral plantings - Normally extensive or unusual floral plantings are part of the design. These may include ground level beds, planters or hanging baskets. Often multiple plantings are scheduled, usually at least two blooming cycles per year. Some designs may call for a more frequent rotation of bloom. Maximum care of watering, fertilizing, disease control, disbudding and weeding is necessary. Weeding flowers and shrubs is done a minimum of once per week. The desired standard is essentially weed free.

13. Restrooms - Not always a part of the design but where required will normally receive no less than once per day servicing. Especially high traffic areas may require multiple servicing or a person assigned as attendant.

14. Special features - Features such as fountains, drinking fountains, sculpture, speaker systems, structural art, flag poles or parking and crowd control devices may be part of the integral design. Maintenance requirements can vary drastically but for this mode it should be of the highest possible order.

MODE II

High level maintenance - associated with well developed park areas with reasonably high visitation.

1. Turf care - cut once every five working days. Aeration not less than two times per year. Reseeding or sodding when bare spots are present. Control practiced when weeds present visible problem or when weeds represent 5 percent of the turf surface. Some preemergent products may be utilized at this level.

2. Fertilizer - Adequate fertilizer level to ensure that all plant materials are healthy and growing vigorously. Amounts depend on species, length of growing season, soils and rainfall. Distribution should ensure an even supply of nutrients for the entire year. Nitrogen, phosphorus and potassium percentage should follow local recommendations from the County Extension Service. Trees, shrubs and flowers should receive fertilizer levels to ensure optimum growth.

3. Irrigation - Some type of irrigation system available. Frequency of use follows rainfall, temperature, seasonal length, and demands of plant material.

4. Litter control - Minimum of once per day, five days a week. Off-site movement of trash dependent on size of containers and use by the public. High use may dictate once per day cleaning or more. Containers are serviced.

5. Pruning - Usually done at least once per season unless species planted dictate more frequent attention. Sculptured hedges or high growth species may dictate a more frequent requirement than most trees and shrubs in natural growth style plantings.

6. Disease and Insect Control - Usually done when disease or insects are inflicting noticeable damage, reducing vigor of plant materials or could be considered a bother to the public. Some preventative measures may be utilized such as systemic chemical treatments. Cultural prevention of disease problems can reduce time spent in this category. Some minor problems may be tolerated at this level.

7. Snow removal - Snow removed by noon the day following snowfall. Gravel or snow melt may be utilized to reduce ice accumulation.

8. Lighting - Replacement or repair of fixtures when observed or reported as not working.

9. Surfaces - Should be cleaned, repaired, repainted or replaced when appearance has noticeably deteriorated.

10. Repairs - Should be done whenever safety, function, or bad appearance is in question.

11. Inspection - Inspection by some staff member at least once a day when regular staff is scheduled.

12. Floral planting - Some sort of floral plantings present. Normally no more complex than two rotations of bloom per year. Care cycle usually at least once per week except watering may be more frequent. Health and vigor dictate cycle of fertilization and disease control. Beds essentially kept weed free.

13. Restrooms - When present should be maintained at least once per day as long as they are open to public use. High use may dictate two servicings or more per day. Servicing period should ensure an adequate supply of paper and that restrooms are reasonably clean and free from bad odors.

14. Special features - Should be maintained for safety, function and high quality appearance as per established design.

MODE III

Moderate level maintenance - associated with locations with moderate to low levels of development, moderate to low levels of visitation or with agencies that because of budget restrictions can't afford a higher intensity of maintenance.

1. Turf care - Cut once every 10 working days. Normally not aerated unless turf quality indicates a need or in anticipation of an application of fertilizer. Re-seeding or resodding done only when major bare spots appear. Weed control measures normally used when 50 percent of small areas is weed infested or general turf quality low in 15 percent or more of the surface area.

2. Fertilizer - Applied only when turf vigor seems to be low. Low level application done on a once per year basis.

3. Irrigation - Dependent on climate. Rainfall locations above 25 inches a year usually rely on natural rainfall with the possible addition of portable irrigation during periods of drought. Dry climates below 25 inches normally have some form of supplemental irrigation. When irrigation is automatic a demand schedule is programmed. Where manual servicing is required two to three times per week operation would be the norm.

4. Litter control - Minimum service of two to three times per week. High use may dictate higher levels during warm season.

5. Pruning - When required for health or reasonable appearance. With most tree and shrub species this would not be more frequent than once every two or three years.

6. Disease and Insect Control - Done only on epidemic or serious complaint basis. Control measures may be put into effect when the health or survival of the plant material is threatened or where public's comfort is concerned.

7. Snow removal - Snow removal done based on local law requirements but generally accomplished by the day following snowfall. Some crosswalks or surfaces may not be cleared at all.

8. Lighting - Replacement or repair of fixtures when report is filed or when noticed by employees.

9. Surfaces - Cleaned on complaint basis. Repaired or replaced as budget allows.

10. Repairs - Should be done whenever safety or function is in question.

11. Inspection - Once per week.

12. Floral planting - Only perennials or flowering trees or shrubs.

13. Restrooms - When present, serviced a minimum of 5 times per week. Seldom more than once each day.

14. Special features - Minimum allowable maintenance for features present with function and safety in mind.

MODE IV

Moderately low level - usually associated with low level of development, low visitation, undeveloped areas or remote parks.

1. Turf care - Low frequency mowing schedule based on species. Low growing grasses may not be mowed. High grasses may receive periodic mowing to aid public use or reduce fire danger. Weed control limited to legal requirements of noxious weeds.

2. Fertilizer - Not fertilized.

3. Irrigation - No irrigation.

4. Litter control - Once per week or less. Complaint may increase level above one servicing.

5. Pruning - No regular trimming. Safety or damage from weather may dictate actual work schedule.

6. Disease and Insect Control - None except where epidemic and epidemic condition threatens resource or public.

7. Snow removal - None except where major access ways or active parking areas dictate the need for removal.

8. Lighting - Replacement on complaint or employee discovery.

9. Surfaces - Replaced or repaired when safety is a concern and when budget is available.

10. Repairs - Should be done when safety or function is in question.

11. Inspection - Once per month.

12. Floral plantings - None, may have wildflowers, perennials, flowering trees or shrubs in place.

13. Restrooms - When present, five times per week.

14. Special features - Minimum maintenance to allow safe use.

MODE V

High visitation natural areas - usually associated with large urban or regional parks. Size and user frequency may dictate resident maintenance staff. Road, pathway or trail systems relatively well developed. Other facilities at strategic locations such as entries, trail heads, building complexes and parking lots.

1. Turf care - Normally not mowed but grassed parking lots, approaches to buildings or road shoulders, may be cut to reduce fire danger. Weed control on noxious weeds.

2. Fertilizer - None.

3. Irrigation - None.

4. Litter control - Based on visitation, may be more than once per day if crowds dictate that level.

5. Pruning - Only done for safety.

6. Disease and Insect Control - Done only to ensure safety or when problem seriously discourages public use.

7. Snow removal - One day service on roads and parking areas.

8. Lighting - Replaced on complaint or when noticed by employees.

9. Surfaces - Cleaned on complaint. Repaired or replaced when budget will permit.

10. Repairs - Done when safety or function impaired. Should have same year service on poor appearance.

11. Inspection -Once per day when staff is available.

12. Floral planting - None introduced except at special locations such as interpretive buildings, headquarters, etc. Once per week service on these designs. Flowering trees and shrubs, wildflowers, present but demand no regular maintenance.

13. Restrooms - Frequency geared to visitor level. Once a day is the common routine but for some locations and reasons frequency may be more often.

14. Special features - Repaired whenever safety or function are a concern. Appearance corrected in the current budget year.

MODE VI

Minimum maintenance level - low visitation natural area or large urban parks that are undeveloped.

1. Turf areas - Not mowed. Weed control only if legal requirements demand it.

2. Fertilizer - Not fertilized.

3. Irrigation - No irrigation.

4. Litter control - On demand or complaint basis.

5. Pruning - No pruning unless safety is involved.

6. Disease and Insect Control - No control except in epidemic or safety situations.

7. Snow removal - Snow removal only on strategic roads and parking lots. Accomplished within two days after snow stops.

8. Lighting - Replacement on complaint basis.

9. Surfaces - Serviced when safety is consideration.

10. Repairs - Should be done when safety or function is in question.

11. Inspection - Once per month.

12. Floral plantings - None.

13. Restrooms - Service based on need.

14. Special features - Service based on lowest acceptable frequency for feature. Safety and function interruption a concern when either seem significant.

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Appendix G: Implementation Matrix

Goal	Reference	Policies	Policy Classification	Timeframe	Cross Reference
Definitions:					
Desired conditions resulting from advance-ment of policies.	Plan element and policy number reference.	Initiatives to achieve goal and advance the expressed vision. Note: In the case of the Land Use Element - the policies are a description of each component of the Land Use Plan.	Category which describes type of initiative with regard to required resources. • Planning and Program • Design and Construction • Operations • Communication, Outreach, Awareness	Time-frame for initiating policy. *Near-Term* = within 36 months of adopting the plan; *Mid-Term* = 3 - 7 years; *Long-Term* = 7+ years.	Related policy reference
LAND USE					
Goal 1: Encourage land uses that reinforce Maumelle's community character that are market-supported.					
	LU 1.1	Area A - Town Center: • Preferred land uses are community-oriented commercial and retail options with supporting residential uses. • Mixed use is encouraged. • Vertical mixed uses are encouraged. • Village Center residential land uses, located within the Town Center, may vary in density and character from surrounding single family neighborhoods.	Planning and Program	Near-Term	LU 2.3 LU 3.2 LU 3.3 CC 1.1.a (all) CC 1.2.d (all) CC 2.1.d
	LU 1.2	Area B - Industrial Park: • Preferred land uses are industrial and supporting commercial uses, though some existing institutional and multi-family currently exists within the area. • Rail access is available for lots adjacent to the existing rail lines. • Encourage sustainable facilities, including those that are built to Leadership in Energy and Environmental Design (LEED) standards.	Planning and Program	Near-Term	CC 1.3.a (all)
	LU 1.3	Area C - Existing Neighborhoods: • Preferred land uses are single family neighborhoods with an interconnected open space network. • Parks, golf courses, and other open space amenities are encouraged. • Supporting institutional uses are scattered throughout.	Planning and Program	Near-Term	LU 2.1 LU 2.2 OSR 3.3.a SU 2.1
	LU 1.4	Area D - Riverfront: • Preferred land uses are Cluster Development, Open Space (active and passive uses), river related amenities as a regional destination with supporting village center commercial. • Cluster Development residential neighborhoods located to lessen impact on natural systems. • Views to River and Pinnacle Mountain should be protected.	Planning and Program	Mid-Term	CC 1.1.d (all) CC 1.5.a.1 OSR 3.4.b
	LU 1.5	Area E - Regional Multi-Use Areas: • Preferred land uses are regionally-oriented commercial mixed use centers and employment centers, locally oriented village centers with supporting residential and open space. • Mixed use is encouraged in the multi-use areas and village centers with appropriate vertical densities. • Employment areas should target corporate headquarters that desire interstate access. • Continuation of open space amenities.	Planning and Program	Near-Term	LU 2.4 LU 2.5 LU 3.1 LU 3.3 CC 1.1.b (all) CC 1.3.b (all) TR 1.1.c
	LU 1.6	Area F - Open Space Neighborhoods: • Preferred land uses are Open Space and Residential (existing estate lots, new single family neighborhoods). • Continuation of open space amenities with connections to the Middle and High Schools.	Planning and Program	Mid-Term	LU 2.1 LU 2.2 CC 1.5.a.1 OSR 3.4.b
	LU 1.7	Area G - Village Centers (also Area E) • Preferred land uses are Village Centers (neighborhood-scale commercial) with a variety of residential types (village center, medium density, cluster) as well as new single family neighborhoods. • Continuation of open space amenities.	Planning and Program	Near-Term	LU 3.2 LU 3.3 LU 4.3 LU 4.4 CC 1.1.c (all)
	LU 1.8	Area H - Estate Neighborhoods: • Preferred land uses are predominately low density residential. • Several single family neighborhoods exist. • Low density estate lots should reflect the character of the area. • Continuation of open space and trail connections throughout	Planning and Program	Long-Term	LU 4.3 LU 4.4

	LU 1.9	Gateways: Regional and Citywide (see also Community Character, Goal 4) • Protect the "front door" image of the community with appropriate land uses and development types. • Preferred regional gateway land uses at the Morgan interchange (Area E) and the third entry (Area E) is multi-use or mixed-use commercial • Preferred citywide gateway along Highway 365 land use should emulate entries along Highway 100 in a boulevard style, residential setting.	Planning and Program	Near-Term	CC 4.1.a CC 4.1.b CC 4.2.a CC 4.2.b TR 1.3.h
Goal 2: Promote a diversity of land uses (residential, retail, industrial, parks, etc.)					
	LU 2.1	Revise zoning and subdivision ordinances to accommodate a wider variety of housing types.	Planning and Program	Near-Term	LU 1.3 LU 1.6
	LU 2.2	Revise zoning and subdivision ordinances to allow cluster-style development within any residential zone.	Planning and Program	Near-Term	LU 1.3 LU 1.6
	LU 2.3	Seek an investment partner to initiate development in Town Center (Area A).	Communications, Outreach, Awareness	Near-Term	LU 1.1 CC 1.1.a.3
	LU 2.4	Encourage mixed use developments in Regional Center Area E, near the Morgan interchange.	Communications, Outreach, Awareness	Near-Term	LU 1.5
	LU 2.5	Encourage Employment Center growth by attracting corporate headquarters (office) to locate along Interstate 40 at the third entry.	Communications, Outreach, Awareness	Mid-Term	LU 1.5
Goal 3: Encourage mixed-use development in appropriate areas.					
	LU 3.1	Multi-Use designations should accommodate regional or local retail, integrated with appropriate office, institutional and residential developments.	Planning and Program	Near-Term	LU 1.5
	LU 3.2	Revise zoning and subdivision ordinances to allow mixed-use developments within the PCD (Planned Commercial District), PRD (Planned Residential District), C-1 Village Center, and C-2 Town Center zoning areas.	Planning and Program	Near-Term	LU 1.1 LU 1.7 CC 1.1.a.1 CC 1.1.c.1 CC 2.1.d
	LU 3.3	Encourage mixed use in Areas A: Town Center, Area E: Regional Centers, and Area G: Village Centers.	Communications, Outreach, Awareness	Near-Term	LU 1.1 LU 1.5 LU 1.7 CC 2.1.d
Goal 4: Consider growth in strategic, implementable phases, or horizons, over time.					
	LU 4.1	Modify the Planning Jurisdiction boundary to include all property east of Maumelle to I-40 from the third entry north to Highway 365.	Planning and Program	Near-Term	ED 4.6
	LU 4.2	Pursue annexation in a targeted, strategic manner so as to not overwhelm the ability to provide City services.	Planning and Program	Mid-Term	
	LU 4.3	Annexation strategy: Annex to accommodate anticipated growth within the next 15 years (the 15-year horizon), regulating the 30-year horizon as urban fringe to remain unincorporated (differentiate targeted areas for future growth from areas to remain in the urban fringe of Maumelle).	Planning and Program	Long-Term	LU 1.7 LU 1.8
	LU 4.4	Uphold subdivision regulations within the Planning Jurisdiction; consider implementing zoning within the jurisdiction to the extents allowed by state law.	Planning and Program	Ongoing	LU 1.7 LU 1.8
ECONOMIC DEVELOPMENT					
Goal 1: Monitor and champion existing businesses that are consistent with the expressed vision, particularly those that advance the goals expressed herein.					
	ED 1.1	Encourage participation by local industries in service organizations for the purpose of solidifying their presence in the community and offering them a venue to talk about service support.	Communications, Outreach, Awareness	Mid-Term	
	ED 1.2	Meet with representatives of various service organizations, discuss areas of overlap and redundancy and encourage them to be a conduit between government and industry. Promote alignment in expanding a sense of and commitment to the community.	Communications, Outreach, Awareness	Mid-Term	
	ED 1.3	Meet with representatives of local and regional newspapers and explain the vision for the community and its desire to communicate a pro-business and pro-quality investment environment. Collaboratively develop a communications plan where information flows directly from the City to these organizations in an effort to encourage the highest level of accuracy.	Communications, Outreach, Awareness	Mid-Term	
Goal 2: Maintain a stronger housing to jobs balance in an effort to improve the area's quality of life while minimizing infrastructure impacts.					
	ED 2.1	Take the results of the business survey completed during the planning process and share information related to the number of employees who commute in with area developers to prove up support for a greater diversity of housing products.	Communications, Outreach, Awareness	Mid-Term	CC 1.1.a.3 TR 1.1.C LU 2.2 LU 2.1

	ED 2.2	Solicit the interest of targeted developers with experience working in infill locations. Share the market information prepared for this effort and discuss the possibility of supporting them in advancing a demonstration housing project (a product that does not exist in the market today).	Design and Construction	Near-Term	CC 1.1.a.3 TR 1.1.C LU 2.1 LU 2.2 LU 2.3 LU 3.3
Goal 3: Be a supportive environment for existing businesses that are consistent with the expressed vision, particularly those that advance the goals expressed herein.					
	ED 3.1	Establish a "buy local" campaign to support Maumelle businesses and include in all communications a map and list of local businesses.	Communications, Outreach, Awareness	Near-Term	
	ED 3.2	Work with local merchants and service organizations to develop a sign program.	Communications, Outreach, Awareness	Near-Term	
	ED 3.3	Investigate the feasibility of creating a Maumelle Merchants Association, or at a minimum a Committee.	Communications, Outreach, Awareness	Near-Term	
	ED 3.4	Design an interactive program for citizens that explains the choices and consequences of the decisions of municipal staff, leaders, and elected and appointed officials in an effort to heighten education and awareness.	Communications, Outreach, Awareness	Near-Term	
	ED 3.5	Review current ordinances that are perceived or real barriers to investment (reasons for retailers and other businesses to choose another location than Maumelle), investigate their evolution and intent, and determine if they are still applicable in the current development cycle.	Planning and Program	Near-Term	LU 2.1 LU 2.1 LU 3.1
	ED 3.6	Solicit ideas for local festivals that could attract regional attention, yet feature local merchants, restaurants and talent.	Communications, Outreach, Awareness	Mid-Term	
	ED 3.7	Complete a feasibility study of building a bridge over the rail, particularly in the vicinity of the industrial park. Its purpose would be to alleviate traffic congestion and offer an alternative route in the event of accident on the rail line.	Design and Construction	Long-Term	LU 1.2
	ED 3.8	Solicit testimonials by area developers and businesses regarding the city's business-friendly environment and use them in future marketing materials.	Communications, Outreach, Awareness	Near-Term	
Goal 4: Be regionally-recognized as a viable business "address" with a full complement of economic development infrastructure including access to multiple modes of transportation, adequate housing, natural amenities, services and entertainment, room for expansion and favorable political environment.					
	ED 4.1	Make trail connections (bike and ped) a priority capital improvement. Note: Ensure neighborhoods and business centers are fully connected to each other, as well as other centers of activity.	Design and Construction	Near-Term	CC 1.2.c.1 TR 3.2.b TR 3.2.c TR 3.2.d TR 3.3.A TR 4.2.a SU 1.2 SU 1.3.a SU 1.3.c OSR 3.3.a
	ED 4.2	Prepare an improvement master plan for the city's existing industrial park that includes gateway enhancements, signage, and recreation areas that gives it an identity and business "address."	Design and Construction	Near-Term	TR 3.2.b TR 3.2.c TR 3.2.d TR 4.2.a TR 4.3.a TR 4.3.b TR 4.3.c LU 1.2 LU 1.9
	ED 4.3	Identify areas where the city could grow its industrial base, particularly near or along major transportation corridors, both within and outside of the city's municipal boundaries. Note: See INRE Policy 3.1.	Planning and Program	Near-Term	LU 1.2 LU 1.9 LU 4.1 LU 4.2 LU 4.3 INRE 3.1
	ED 4.4	Evaluate the feasibility of creating a Maumelle School District - understanding the legal, economic, and logistical implications and correspondingly the benefits.	Operations	Mid-Term	

	ED 4.5	Meet with medical service providers to understand their perceptions of the market and any plans to expand or diversify. Assist where possible in order to maintain this critical component of the area's economic development infrastructure and resource that will allow the city's residents to age in place.	Communications, Outreach, Awareness	Mid-Term	
	ED 4.6	Investigate the feasibility of, and interest in, having local / regional industry finance the "third interchange" with repayment by local, state, federal sources over an agreed upon period of time.	Design and Construction	Mid-Term	CC 4.1.a LU 1.9 LU 4.2 LU 4.3 ED 4.6
INFILL AND REDEVELOPMENT					
Goal 1: Stabilize and increase existing neighborhood values while promoting new investment in infill locations.					
	INRE 1.1	Make improvements to the public realm a priority, particularly those that impact property values and people's perceptions of the area, especially along major commercial corridors and at the gateway to existing neighborhood.	Design and Construction	Near-Term	CC 1.2.f CC 1.2.c.1 TR 3.2.b TR 3.2.c TR 3.2.d TR 3.3.a TR 4.1.a TR 4.1.b TR 4.2.a TR 4.3.a TR 4.3.b TR 4.3.c SU 2.1 SU 1.3.c
	INRE 1.2	Create a CIP (Capital Improvement Program) for the City which prioritizes sites and areas with near-term potential to leverage public investment.	Design and Construction	Near-Term	TR 3.2.b TR 3.2.c TR 3.2.d TR 3.3.a TR 4.1.a TR 4.1.b TR 4.2.a TR 4.3.a TR 4.3.b TR 4.3.c SU 1.3.a SU 1.3.c SU 2.1
	INRE 1.3	Identify owners of apartment complexes to understand their investment goals. Based on these discussions - define either a regulating or incentive program to foster improvements.	Planning and Program	Mid-Term	
Goal 2: Grow from within as well as in strategic locations with regional access and visibility.					
	INRE 2.1	Direct investors and developers toward properties that the community desires to have developed or redeveloped.	Communications, Outreach, Awareness	Near-Term	TR 1.1.c LU 2.3
	INRE 2.2	Meet with the owners of property in strategic locations to understand their investment intentions - discuss the potential to participate in soliciting a development partner with experience delivering a "downtown product." Consider relocating city hall as part of a larger master planning concept, and capitalizing on lake frontage and existing municipal facilities (rec center).	Operations	Near-Term	CC 1.1.a.3 CC 2.1.d LU 1.1 LU 1.5 LU 2.3 LU 3.1 LU 3.3
	INRE 2.3	Minimize private sector risk associated with demonstration projects, or projects which must "prove up" their market potential through political certainty (commitment to the long-term vision), expedited development reviews, and communications management.	Operations	Near-Term	CC 1.1.a.3 TR 1.1.c LU 4.1 LU 2.1 LU 2.2 LU 2.3 LU 3.1 LU 4.2
	INRE 2.4	Understand the feasibility of developing residential and non-residential uses adjacent to the river. Investigate ownership patterns, entitlement restrictions, market potential and other impacts and correspondingly benefits.	Planning and Program	Mid-Term	LU 1.4
Goal 3: Be proactive in managing a fiscally-responsible land base.					
	INRE 3.1	Proactively work in collaboration with private sector interests to acquire and position select parcels in accordance with the plan.	Planning and Program	Near-Term	CC 1.1.a.3 LU 1.1.c LU 2.1 LU 2.2 LU 2.3 LU 3.1

	INRE 3.2	Establish and promote the use of TDRs (Transfer of Development Rights) to allow property owners to transfer density entitlements from one property to another in an effort to direct growth to targeted locations.	Planning and Program	Mid-Term	CC 1.1.a.3 CC 2.1.d TR 1.1.c LU 2.3
	INRE 3.3	Support private sector efforts to assemble parcels and facilitate larger developments.	Design and Construction	Mid-Term	TR 1.1.c LU 2.1 LU 2.2 LU 3.1 LU 3.3 LU 4.2 LU 4.3 LU 4.4
	INRE 3.4	Identify and establish a program of incentives specifically geared towards addressing the unique challenges of redevelopment (Tax Increment Financing, TDRs, property tax abatement, sales tax reimbursements, others).	Planning and Program	Near-Term	CC 2.1.d LU 2.3 LU 3.3
	INRE 3.5	Require a fiscal impact analysis of all new development applications within the city boundaries, particularly new residential applications and zoning requests that would take a non-residentially zoned parcel and make it residential.	Operations	Near-Term	LU 2.1 LU 2.2 LU 2.3
	INRE 3.6	Complete an analysis of impact fees in competitive communities and determine how the local fee structure compares. Where there is room to increase them, do so but correspondingly design a communications program that explains the increase and its purpose which is to enhance public amenities and service levels.	Planning and Program	Near-Term	LU 4.2
	INRE 3.7	Investigate a range of revenue-raising options for the city including revisiting the A&P tax. In this context, meet with representatives of other cities to understand lessons learned - successes and failures in related efforts.	Operations	Near-Term	
COMMUNITY CHARACTER					
Goal 1: Apply design solutions through place types and form givers to reinforce community character.					
	1.1.a	Centers/Cores: Town Center (Area A)	-		
	CC 1.1.a.1	Town Center Design Guidelines: Establish an overlay district with design guidelines addressing building form, scale, massing, materials, the pedestrian environment, landscape, lighting, public art, wayfinding, and site furnishings.	Planning and Program	Near-Term	LU 1.1 LU 3.2 LU 3.3 CC 2.1.a CC 2.1.e CC 2.1.f CC 4.3.a
	CC 1.1.a.2	Town Center Complete Streets: Retrofit Club Manor north of Odom, Edgewood, and Millwood Circle to complete streets.	Design and Construction	Mid-Term	LU 1.1 CC 1.2.d (all) CC 2.1.a TR 2.3 (all) SU 1.3.c
	CC 1.1.a.3	Tract D: Coordinate with the owners of Tract D and other sites within the Town Center to incentivize and work proactively in their development.	Communications, Outreach, Awareness	Near-Term	LU 1.1 LU 2.3 CC 2.1.g
	CC 1.1.a.4	Civic Area: Invest in upgrades, rehabilitation, or reconstruction of City Hall.	Design and Construction	Long-Term	LU 1.1 CC 2.1.c CC 3.1 SU 3.1
	CC 1.1.a.5	Street Enhancements and Pedestrian Environment: Install uniform lighting, sidewalks, and street trees along Edgewood and Club Manor to create a unified appearance through the Town Center	Design and Construction	Mid-Term	LU 1.1 CC 1.1.a.1 CC 1.1.a.2 CC 1.2.d (all) CC 2.1.a
	1.1.b	Regional Multi-Use Centers (Area E)	-		
	CC 1.1.b.1	Regional Multi-Use Center Design Guidelines: Establish an overlay district with design guidelines addressing building form, scale, massing, materials, the pedestrian environment, landscape, lighting, public art, wayfinding, and site furnishings.	Planning and Program	Near-Term	LU 1.5 LU 2.4 LU 2.5 LU 3.1 LU 3.3 TR 2.5.b
	CC 1.1.b.2	Street Enhancements and Pedestrian Environment: Install uniform lighting, sidewalks, and street trees along roads within each Regional Multi-Use Center to create a unified and attractive environment.	Design and Construction	Mid-Term	LU 1.5 TR 2.5.b TR 3.2.b TR 3.2.c

	1.1.c	Village Centers (Areas G, E)	-		
	CC 1.1.c.1	Character: Develop Village Centers that are independently identifiable from one another with distinguishing architectural themes based on location and context to reinforce community character. Common attributes between Village Centers should include land uses, setbacks, site amenities, parking requirements, street treatments, etc.	Planning and Program	Near-Term	LU 1.7 LU 2.4 LU 3.2 LU 3.3 CC 4.3.a
	1.1.d	Regional Attraction	-		
	CC 1.1.d.1	Character: Develop a Regional Attraction that is appropriate to the context and access of sites located near or along the Arkansas River. The Regional Attraction should feature uses that capitalize on the nature of the site and embrace the river while offering a destination experience.	Design and Construction	Mid-Term	LU 1.4
	1.2.a	Arterial Streets: Highway 100 and Highway 365	-		
	CC 1.2.a.1	Highway 365: Pursue the widening of Highway 365 in a boulevard style with controlled access, rather than a five-lane highway with a continuous center turn lane.	Communication, Outreach, Awareness	Long-Term	TR 2.1.a
	CC 1.2.a.2	Controlled Access: Restrict curb cuts and access points along Highway 365 through the use of medians and controlled access points	Planning and Program	Long-Term	CC 1.2.a.1 TR 2.1.a
	CC 1.2.a.3	Street Trees and Buffers: Install street trees in informal grove patterns along Maumelle Boulevard and Highway 365. Maintain buffer requirements along Maumelle Boulevard. Implement a 50' commercial buffer requirement and 25' residential buffer requirement along Hwy 365 to mirror the requirement along Maumelle Boulevard. Maintain green space buffers along I-40.	Design and Construction	Long-Term	TR 1.3.g TR 2.1.c
	CC 1.2.a.4	Pedestrian Circulation: Accommodate pedestrian circulation along arterials through the use of regional trails.	Design and Construction	Mid-Term	TR 2.1.e TR 3.1.c OSR 3.3.b
	CC 1.2.a.5	Building Relationships: If non-residential buildings do not face arterial roads, require the screening (through fencing and landscape) of the rear face of the building and its service areas.	Planning and Program	Near-Term	CC 1.4.d.1
	1.2.b	Principal and Minor Arterials (non-State Highways) and Collector Streets	-		
	CC 1.2.b.1	Shared Access: Require shared access along arterial and collector streets to reduce excessive curb cuts within minimum distances.	Planning and Program	Near-Term	TR 1.1 (all) TR 1.2 (all) TR 1.5.f
	CC 1.2.b.2	Pedestrian Circulation: Accommodate pedestrian circulation along arterials and collectors through the requirement of sidewalks, local, or regional trails.	Planning and Program	Near-Term	TR 1.4.d TR 1.5.d TR 1.5.e
	CC 1.2.b.3	Building Relationships: Non-residential buildings should front collector roads with limited setback to maximize street presence. Residential developments which do not front arterials or collectors should be buffered with a consistent perimeter wall or ornamental fencing with landscaping along the length of the development separating it from the arterial or collector street.	Planning and Program	Near-Term	CC 1.4.d.1
	1.2.c	Neighborhood Streets	-		
	CC 1.2.c.1	Pedestrian Circulation: Accommodate pedestrian circulation by requiring the construction of sidewalks on each side of the neighborhood street.	Planning and Program	Near-Term	CC 1.4.c.1 CC 1.4 (all)
	CC 1.2.c.2	Street Trees: Require the planting of street trees along neighborhood streets	Planning and Program	Mid-Term	CC 1.4.c.1 CC 1.4 (all)
	1.2.d	Complete Streets: Town Center (Area A)	-		
	CC 1.2.d.1	Location Criteria: Complete Streets should be constructed in high pedestrian areas, such as in all Centers/Cores Place Types, defined in CC 1.1.a, CC 1.1.b, and CC 1.1.c. Incorporate into the Master Street Plan.	Design and Construction	Near-Term	LU 1.1 CC 1.1.a.2 CC 1.1.a.5 TR 2.3 (all)
	CC 1.2.d.2	Connectivity: Complete Streets should connect to streets with bicycle lanes or trails that accommodate both bicycles and pedestrians, to prevent dead ends or bicycle lanes that go nowhere.	Planning and Program	Near-Term	LU 1.1 CC 1.1.a.2 CC 1.1.a.5 TR 2.3 (all)
	CC 1.2.d.3	Relationship to Buildings: Complete streets should promote walkability to and between residential and non-residential uses. They should be fronted with non-residential buildings at scales appropriate for pedestrian access and reinforce an inviting pedestrian environment.	Planning and Program	Near-Term	LU 1.1 CC 1.1.a.2 CC 1.1.a.5 CC 2.1.e TR 2.3 (all)
	1.3.a	Industrial District (Area B)	-		
	CC 1.3.a.1	Character: Develop and maintain the industrial district within Area B with high architectural standards to maintain desirability for companies to locate and remain in Maumelle.	Planning and Program	Near-Term	LU 1.2
	CC 1.3.a.2	Road Retrofitting: Retrofit Murphy Drive and Carnahan with curb and gutter to accommodate increased traffic demands.	Design and Construction	Long-Term	TR 2.2.a TR 3.2.a
	1.3.b	Employment District (Area E)	-		
	CC 1.3.b.1	Character: Develop employment districts within Area E to high architectural standards to maintain desirability for companies to locate and remain in Maumelle.	Planning and Program	Near-Term	LU 1.5
	1.4	Neighborhoods	-		
	CC 1.4.a.1	Street Connectivity: Avoid unconnected neighborhood street patterns along collector streets which result in the formation of super blocks.	Planning and Program	Near-Term	CC 1.2.c (all) TR 2.5 (all)
	CC 1.4.a.2	Controlled Access: Controlled access for neighborhood streets is appropriate only along arterial roads.	Planning and Program	Near-Term	CC 1.2.a.2 CC 1.2.c (all)

	CC 1.4.b.1	Residential Entries: Incentivize landscaped neighborhood entry features and signage to establish and reinforce neighborhood identity.	Planning and Program	Near-Term	
	CC 1.4.c.1	Neighborhood Street Treatments: Require street trees and sidewalks on both sides of local neighborhood streets within the subdivision ordinance to create an inviting street appearance.	Planning and Program	Mid-Term	CC 1.2.c.2
	CC 1.4.d.1	Street Buffers: Require consistent perimeter walls or ornamental fencing along collector or arterial roads in which residential units do not front the collector or arterial.	Planning and Program	Near-Term	CC 1.2.b.3
	CC 1.4.e.1	Appearance: Maintain high standards of code enforcement.	Operations	Ongoing	
	1.5	Open Spaces	-		
	CC 1.5.a.1	Viewsheds: Preserve views and viewsheds to the Arkansas River, Pinnacle Mountain, the White Oak Bayou, and other natural features.	Planning and Program	Near-Term	OSR 3.4.b
	CC 1.5.b.1	Open Space Landmarks: Signify preserved open space and natural amenities by emphasizing with lighting, small monumentation, or wayfinding signage at collector or arterial crossings.	Design and Construction	Mid-Term	LU 1.4 LU 1.6 OSR 3.4 (all)
	CC 1.5.c.1	Trail Crossings: Demark trail crossings at streets of all classifications through the use of bollards, striping, flashing lights, and/or raised speed tables.	Design and Construction	Mid-Term	TR 1.4.e TR 4.3 (all) OSR 3.3.c
	CC 1.5.d.1	Open Space Hierarchy: Prepare an open space master plan and adopt open space hierarchy classifications to direct management, use, and maintenance.	Planning and Program / Operations	Near-Term	OSR 3.4.a SU 2.1 SU 2.2
Goal 2: Promote a town center "main street" identity.					
	2.1	Town Center (Area A) "Main Street" Identity	-		
	CC 2.1.a	Street Treatments: Adopt an overlay district to create an inviting, multi-use street treatment along Club Manor and Edgewood.	Design & Construction	Near-Term	CC 1.1.a.1 CC 1.1.a.2 CC 1.1.a.5 CC 1.2.d (all) TR 2.3 (all)
	CC 2.1.b	Lake Willastein: Provide direct pedestrian and visual connections to Lake Willastein to incorporate this vital community asset within the Town Center.	Design & Construction	Mid-Term	
	CC 2.1.c	Renovation of City Hall: see Policy CC 1.1.a.4.	Design & Construction	Long-Term	LU 1.1 CC 1.1.a.4
	CC 2.1.d	Mixed Use: Encourage and incentivize vertical mixed use within Area A to create synergy within the Town Center with a variety of live/work/play options.	Planning and Program	Near-Term	LU 1.1 LU 3.2 LU 3.3
	CC 2.1.e	Building Relationships: Buildings should front Club Manor and/or Edgewood with small setbacks and parking located at the side or rear of the building to create a defined street edge.	Planning and Program	Near-Term	CC 1.1.a.1 CC 1.2.d.3
	CC 2.1.f	Public Gathering Space: Provide formal gathering spaces (such as plazas, promenades, etc.) within Area A: Town Center to encourage social interaction, people watching, and opportunities for people to gather, mingle, and visit repeatedly.	Design and Construction	Mid-Term	CC 1.1.a.1 CC 2.1.h
	CC 2.1.g	Refer to Infill and Redevelopment Element. See also CC 1.1.a.3.	Planning and Program	Mid-Term	CC 1.1.a.3
	CC 2.1.h	Programming and Events: Expand the programming of gatherings and events beyond Lake Willastein to include gathering spaces within the Town Center non-residential areas.	Planning and Program	Near-Term	CC 2.1.f
Goal 3: Provide a public facilities and spaces that reinforce community pride.					
	3	Public Facilities	-		
	CC 3.1	Sustainability: Implement sustainable design techniques in public buildings for energy efficiency and environmental stewardship.	Design and Construction	Mid-Term	CC 1.1.a.4 SU 3.2
	CC 3.2	Architectural Character: Reinforce community character by constructing public facilities with enduring native materials and regional architectural styles.	Design and Construction	Near-Term	CC 5.4
	CC 3.3	Site Character: Reinforce the characteristics of a master-planned community through constructing public facilities with careful consideration to site placement, relationship to other public facilities, trails, or natural amenities, and context.	Design and Construction	Near-Term	CC 5.1 SU 3.2
Goal 4: Improve gateways into and around Maumelle to define the city identity and special places.					
	4	Gateways and Demarcations	-		
	CC 4.1.a	Regional Gateways Location:Locate Regional Entries and Gateways at major entry points to the City, defined as follows: o I-40 at the Hwy 365 exit o The third entry	Planning and Program	Mid-Term	LU 1.9
	CC 4.1.b	Regional Gateways Type: Establish regional gateways via multi-use developments reflecting the community's high architectural standards (through land use and development). The form and layout of structures should serve as the gateway.	Planning and Program	Mid-Term	LU 1.9
	CC 4.2.a	Citywide Gateways Location: Locate Citywide Entries and Gateways at major entry points to the City, defined as follows: o The intersection of Maumelle Boulevard (Hwy 100) and Hwy 365 o The southern entry into Maumelle along the Boulevard, northwest of Crystal Hill Road o Hwy 365 at the Pulaski County line (also the limit of Maumelle's Planning Jurisdiction)	Planning and Program	Mid-Term	LU 1.9 TR 1.3.h TR 2.1.d TR 2.4.c

	CC 4.2.b	Citywide Gateways Type and Scale: Citywide Entries and Gateways should include vertical architectural and landscape elements constructed at scales large enough to signify major entry points and be seen from moderate distances. These should be the largest landmarks (within the family of gateways) in the community.	Design and Construction	Mid-Term	LU 1.9 TR 1.3.h TR 2.1.d
	CC 4.3.a	Landmark Demarcations Location and Type: Locate attractive monumentation to denote entries to the Town Center as well as Village Centers. These may be monument signage with a unified architectural character consistent within each core/center.	Design and Construction	Mid-Term	CC 1.1.a.1 CC 1.1.c.1
Goal 5: Maintain high development standards that make Maumelle aesthetically attractive.					
	5	High Development Standards	-		
	CC 5.1	Character: Support developments that add to the character of Maumelle and not those that result in "placelessness."	Planning and Program	Near-Term	CC 3.3
	CC 5.2	Existing Ordinances: Uphold existing hillside, landscape, and sign ordinances.	Planning and Program	Near-Term	
	CC 5.3	Beautification: Commit to beautification projects at public facilities and along street rights of way.	Design and Construction	Near-Term	
	CC 5.4	Regionalism: Discourage architectural transplants from other locales and encourage appropriate regional architectural styles.	Planning and Program	Near-Term	CC 3.2
	CC 5.5	Wayfinding: Develop a comprehensive wayfinding system throughout the city.	Planning and Program	Near-Term	
	CC 5.6	Tree City USA: Maintain the "Tree City USA" certification.	Planning and Program	Near-Term	
RECREATION AND OPEN SPACE					
Goal 1: Maintain existing parks and recreational amenities.					
	1.1	Maintenance Levels for Existing Parks	-		
	OSR 1.1.a	• Mode I: reserve for future grand public spaces in or around the Town Center • Mode II: Regional and community parks with moderate to high visibility and visitation: Lake Willastein, Lake Valencia, Dowell Naylor Aquatic Center, Jess Odom Community Center, Diamond Center Baseball, Diamond Center Softball, Rolling Oaks, and Park on the River. • Mode III: Neighborhood and mini parks with moderate visitation: Canadian Cove, Tara Cove Court, High Trail, Leisurewood Subdivision, Millwood Landing, Piney Cove, Kings Park, Woodland Stoneledge, Woodland Park, and Turtle Park. • Mode IV: Any properties held by the City of Maumelle that are not currently developed parks. • Mode V: White Oak Bayou, any future open space along the Arkansas River, future open spaces along floodways or in wetlands.	Operations	Near-Term	SU 1.1.a SU 1.1.b SU 1.1.c
	1.2	Upgrades, replacements, and removals	-		
	OSR 1.2.a	Many mini parks are costing more to maintain and upgrade than the perceived need they serve; these mini parks may be considered for conversion to managed open space along the trail system.	Operations	Near-Term	
	OSR 1.2.b	Upgrade facilities within functioning mini and neighborhood parks to provide useful active play destinations.	Design and Construction	Ongoing	
	OSR 1.2.c	Replace obsolete or unsafe equipment in all parks.	Operations	Near-Term & Ongoing	
Goal 2: Provide public parks, trails and open space as needed to keep pace with growth.					
	2.1	Planning	-		
	OSR 2.1.a	Prepare a comprehensive park and trail system master plan to project future park land and facilities needs.	Planning and Program	Near-Term	
	2.2	Function	-		
	OSR 2.2.a	Invest in existing and proposed parks to create local and regional destinations.	Operations	Ongoing	
	2.3	Mini Parks	-		
	OSR 2.3.a	No new construction of mini parks by the City should occur, due to maintenance concerns.	Planning and Program	Near-Term	
	2.4	Neighborhood Parks	-		
	OSR 2.4.a	Neighborhood parks should be constructed to keep pace with growth (refer to Standards Recommendations: Park Land).	Design and Construction	Ongoing	SU 1.1.b SU 3.3
	OSR 2.4.b	Neighborhood parks should be located along the trail system is critical to maintain access between fewer neighborhood parks for non-motorists. Neighborhood parks should be visible and safe.	Planning and Program	Ongoing	OSR 3.3.a
	OSR 2.4.c	Neighborhood park facilities should include simple comforts (shade, seating, water), a playground to accommodate multiple age groups, an open play field, and small courts as space allows.	Design and Construction	Ongoing	SU 1.1.b SU 3.3
	OSR 2.4.d	Do not depend on the construction of Property Owner Association (POA) parks to meet neighborhood park needs. Though this results in lower capital and operational costs to the City, it will result in a sharp absence of public neighborhood parks.	Planning and Program	Near-Term	
	OSR 2.4.e	Consider accepting park land and facilities developed as part of a residential neighborhood to be deeded to the City for maintenance and public access.	Operations	Near-Term	

	2.5	Community Parks and Sports Facilities:	-		
	OSR 2.5.a	Drive-to community parks and sports facilities that serve the entire community should be constructed to keep pace with growth and serve both active and passive recreational needs (refer to Standards Recommendations: Park Land).	Design and Construction	Ongoing	SU 3.3
	OSR 2.5.b	Location along the trail system, as well as inclusion of neighborhood park facilities, is crucial to allow a community park serve a dual purpose as a community as well as a neighborhood park. This minimizes the need to provide both types of parks within the same service area.	Planning and Program	Ongoing	OSR 3.3.a
	OSR 2.5.c	Larger sites with easy transportation access are desired for community parks in order to accommodate vehicular trips to and from the site.	Planning and Program	Ongoing	
	OSR 2.5.d	Community parks that have a non-sports related focus should be created to offer a variety of recreational opportunities for a wide range of users.	Design and Construction	Mid-Term	SU 1.1.b
	2.6	Regional Parks	-		
	OSR 2.6.a	Parks such as Lake Willastein serve Maumelle as well as surrounding communities. Additional special facilities such as the Park on the River and the Dowell Naylor Aquatic Center serve residents beyond Maumelle's municipal borders. These facilities should be constructed on an as-needed basis (refer to Standards Recommendations: Park Land).	Design and Construction	Ongoing	SU 1.1.b SU 3.3
	OSR 2.6.b	Consider the purchase of property adjacent to the Arkansas River for use as regional parks and trails to be constructed in the future.	Planning and Program	Near-Term	OSR 3.4.b
Goal 3: Provide a variety of amenities and public spaces for all age groups.					
	3.1	Active Recreation	-		
	OSR 3.1.a	Active recreation opportunities should be accommodated in all park types, but are most prevalent in neighborhood and community parks.	Planning & Program	Ongoing	
	OSR 3.1.b	Open play fields and opportunities for pick-up games should be accommodated in addition to spaces for organized play and league events.	Design and Construction	Ongoing	
	OSR 3.1.c	Because active parks usually have large numbers of participants, it is important to have good vehicular circulation to these parks to accommodate the traffic on game days.	Design and Construction	Ongoing	
	OSR 3.1.d	Active recreation can include special needs parks, with well designed rubber surface fields and play grounds designed for accessible use.	Design and Construction	Ongoing	
	3.2	Passive Recreation	-		
	OSR 3.2.a	Passive recreation opportunities should be accommodated in all community and regional parks along with the active component these parks typically provide. A large park is expected to meet the needs of many and include a wider variety of recreation opportunities.	Planning and Program	Ongoing	SU 1.1.b
	OSR 3.2.b	Parks smaller than community parks can incorporate passive areas tied to education or natural areas, bird sanctuaries, community garden locations and strategically located rest areas.	Design and Construction	Ongoing	SU 1.1.b
	3.3	Trails	-		
	OSR 3.3.a	Local trails have been constructed throughout many neighborhoods in Maumelle. These trails are beloved by residents, and shape the character of Maumelle throughout Central Arkansas. These local trails should continue to be required within the subdivision ordinance and implemented in all future residential developments, regardless of residential zoning classification.	Planning and Program	Near-Term	LU 1.3 OSR 2.4.b OSR 2.5.b SU 1.3.a
	OSR 3.3.b	Implement a regional trail connector system, which joins residential and non-residential uses, connects neighborhoods to schools, joins Maumelle to the larger trail system in Central Arkansas, and provides the spine to which future neighborhood developments in the city can connect.	Design and Construction	Mid-Term	TR 3.1 (all) SU 1.3.a
	OSR 3.3.c	Refer to Transportation Recommendations graphic for location of trails and trail crossings along Maumelle Boulevard to connect the east and west sides of the community.	Design and Construction	Long-Term	CC 1.2.a.4 CC 1.5.c.1 TR 3.1 (all)
	3.4	Open Space	-		
	OSR 3.4.a	Establish a citywide management plan for creating opportunities for utilizing open space in a sustainable manner.	Planning and Program	Near-Term	CC 1.5.d.1 SU 2.1
	OSR 3.4.b	Identify significant open spaces that need to be preserved due to existing natural conditions or views (refer to Land Use plan).	Planning and Program	Near-Term	LU 1.4 LU 1.6 CC 1.5.a.1 OSR 2.6.b SU 2.2
	OSR 3.4.c	Design and implement zoning tools that preserve open space.	Planning and Program	Near-Term	
	OSR 3.4.d	Establish priority-setting criteria for open space acquisition.	Planning and Program	Near-Term	SU 2.2
TRANSPORTATION					
Goal 1: Continue to explore congestion mitigation solutions along Maumelle Boulevard.					
	1.1	Create an interconnected collector street network with more options for vehicular travel choices.	-		SU 1.3.c
	TR 1.1.a	Construct east-west connectors to alleviate traffic flow along Maumelle Boulevard.	Design and Construction	Mid-Term	CC 1.2.b (all)
	TR 1.1.b	Construct north-south connectors west of the third entry to alleviate traffic flow along Maumelle Boulevard.	Design and Construction	Long-Term	CC 1.2.b (all) TR 1.2.b

	TR 1.1.c	Locate all new higher density Multi-use developments close to I-40 for direct interstate access.	Planning and Program	Near-Term	LU 1.5
	1.2	Develop vehicular connections to the third entry.	-		
	TR 1.2.a	Add east-west connectors to connect the third entry to the core of Maumelle as well as alleviate the Counts Massie traffic that currently feeds onto Hwy 100.	Design & Construction	Near-Term	CC 1.2.b (all)
	TR 1.2.b	Develop north-south connectors west of third entry.	Design and Construction	Long-Term	TR 1.1.b
	TR 1.2.c	Continue current policies on controlled access west of the third entry (treat like boulevard).	Planning and Program	Near-Term	CC 1.2.a (all) CC 1.2.b (all)
	1.3	Maumelle Boulevard Improvements	-		CC 1.2.a (all) SU 1.3.c
	TR 1.3.a	Continue current policies for controlled access along Maumelle Boulevard.	Planning & Program	Near-Term	
	TR 1.3.b	Synchronize traffic signals along the Boulevard in Maumelle and North Little Rock to establish a consistent traffic flow during rush hour times.	Communications, Outreach, Awareness	Near-Term	
	TR 1.3.c	Coordinate with AHTD and the City of North Little Rock to minimize the impacts of growth and development along and impacting Maumelle Boulevard.	Communications, Outreach, Awareness	Near-Term & Ongoing	
	TR 1.3.d	Conduct a traffic study for Maumelle Boulevard from Odom to Country Club Parkway to review traffic counts and the need for additional left turn lanes as the third entry is constructed.	Planning and Program	Near-Term	TR 1.4.c
	TR 1.3.e	Conduct a traffic study for the intersection of Maumelle Boulevard at Carnahan to review traffic counts and the need for additional left turn lanes.	Planning and Program	Mid-Term	
	TR 1.3.f	Plan for pedestrian tunnels under the Boulevard at more than one key location to allow non motorized crossings without interrupting vehicular traffic flow.	Planning and Program	Mid-Term	TR 4.2.a
	TR 1.3.g	Add irregular 'grove' tree plantings in right-of-ways along boulevard to help screen adjacent properties and provide visual interest on roadway.	Design and Construction	Mid-Term	CC 1.2.a.3
	TR 1.3.h	Add city-wide entry gateways at specified locations (see Community Character Element) to signify transitions into Maumelle.	Design and Construction	Mid-Term	LU 1.9 CC 4.2.a CC 4.2.b
	1.4	Country Club Parkway Improvements	-		C 1.2.b
	TR 1.4.a	Continue current policies for shared access along Country Club Parkway.	Planning & Program	Near-Term	
	TR 1.4.b	Modify Country Club Parkway alignment to connect to Counts Massie Road for direct connection to the third entry, either by signalized intersection or roundabout.	Design and Construction	Near-Term	
	TR 1.4.c	Conduct a traffic study to measure impacts from the third entry and necessary road modifications.	Planning and Program	Near-Term	TR 1.3.d
	TR 1.4.d	Continue sidewalks along both sides of Country Club Parkway.	Design and Construction	Mid-Term	CC 1.2.b.2
	TR 1.4.e	Provide for pedestrian 'safe zone' crossings at various locations along the parkway. Use signage to alert motorists of crossing areas.	Design and Construction	Near-Term	CC 1.5.c.1 TR 4.3 (all)
	1.5	Carnahan Drive Improvements	-		CC 1.2.b
	TR 1.5.a	Connect Carnahan to Country Club Parkway per the master street plan.	Design & Construction	Long-Term	
	TR 1.5.b	Connect Carnahan to Counts Massie per master street plan for direct connection to third entry.	Design and Construction	Long-Term	TR 1.2.a
	TR 1.5.c	Conduct a traffic study for intersection of Carnahan at Commerce to review traffic counts and the need for additional left turn lanes.	Planning and Program	Mid-Term	
	TR 1.5.d	Extend Carnahan east through the White Oak Bayou beyond the High School property. Allow for pedestrian access adjacent to the roadway (Class 1 or Class 2 trails).	Design and Construction	Long-Term	CC 1.2.b.2
	TR 1.5.e	Construct sidewalks or trails along both sides of Carnahan from Maumelle Boulevard to the Middle School and High School properties for safe routes to school options.	Design and Construction	Near-Term	CC 1.2.b.2 SU 1.3.b
	TR 1.5.f	Continue current policies for shared access along Carnahan Drive as it extends to the east.	Planning and Program	Near-Term	CC 1.2.b.2
	1.6	Alternative solutions	-		
	TR 1.6.a	Develop a bike to work program to encourage Maumelle residents to ride their bike to work/school once the regional bike system is in place.	Planning & Program	Near-Term	SU 1.3.a SU 1.3.d
	TR 1.6.b	Encourage the use of CATA's 'Park n Ride' program for residents who wish to share their commute to Little Rock or North Little Rock through a local communications and outreach campaign.	Communications, Outreach, Awareness	Near-Term	SU 1.3.a SU 1.3.d
	TR 1.6.c	Coordinate with Central Arkansas Transit Authority (CATA) to provide a dedicated express route with more frequent service from the Town Center to downtown Little Rock.	Communications, Outreach, Awareness	Near-Term	SU 1.3.a SU 1.3.d
	TR 1.6.d	Coordinate with Pulaski County Special School District to enact staggered school start times for the elementary, middle and high schools in Maumelle. Discuss a similar start time solutions with North Little Rock Schools for the elementary schools that serve Maumelle residents.	Communications, Outreach, Awareness	Near-Term	SU 1.3.c SU 1.3.d
Goal 2: Employ new methods of enhancing the vehicular circulation network.					
	2.1	Develop Hwy 365 as a Boulevard	-		CC 1.2.a (all)
	TR 2.1.a	Work with AHTD to widen Highway 365 with controlled access and a center median to match Maumelle Boulevard's character.	Planning and Program	Long-Term	CC 1.2.a.1 CC1.2.a.2

	TR 2.1.b	Provide pedestrian tunnels under the Hwy 365 Boulevard at more than one key location to allow non motorized crossings without interrupting vehicular traffic flow.	Design and Construction	Long-Term	TR 4.2.a
	TR 2.1.c	Add irregular 'grove' tree plantings in right-of-ways along Hwy 365 Boulevard to help screen adjacent properties and provide visual interest on roadway.	Design and Construction	Long-Term	CC 1.2.a.3
	TR 2.1.d	Add city-wide entry gateways at specified locations (see Community Character Element) to signify transitions into Maumelle.	Design and Construction	Mid-Term	LU 1.9 CC 4.2.a CC 4.2.b
	TR 2.1.e	Extend regional trail network along Hwy 365 Boulevard (see Open Space and Recreation Recommendations).	Design and Construction	Long-Term	CC 1.2.a.4 OSR 3.3.b
	2.2	Industrial Park Roads	-		
	TR 2.2.a	Retrofit existing roads with 60' right of way or greater to include curb and gutter with sidewalks.	Design and Construction	Long-Term	CC 1.3.a.2 TR 3.2.a
	TR 2.2.b	Use the addition of sidewalks in the industrial park to serve as trail connections for industrial employees.	Design and Construction	Long-Term	
	TR 2.2.c	Acquire easements and link the trail system in the industrial park where sidewalks don't permit connections.	Design and Construction	Mid-Term	
	2.3	Complete Streets	-		SU 1.3.c
	TR 2.3.a	Retrofit Club Manor, Edgewood Drive and Millwood Circle into a complete street to accommodate multi modal circulation (separate vehicular, bike and pedestrian facilities) (See Community Character Element).	Design and Construction	Near-Term	CC 1.1.a.2 CC 1.2.d (all) CC 2.1.a
	TR 2.3.b	Add complete streets to proposed Village Centers and Town Center where appropriate.	Design and Construction	Mid-Term	CC 1.1.a.2 CC 1.2.d (all) CC 2.1.a
	TR 2.3.c	Construct complete streets that start and end near trail connections to prevent dead end trails.	Planning and Program	Mid-Term	CC 1.1.a.2 CC 1.2.d (all) CC 2.1.a
	2.4	Roundabouts	-		
	TR 2.4.a	Utilize roundabouts (traffic circles) on local streets to improve vehicular flow and lessen stop/go traffic collisions present at 4-way intersections, as determined by separate traffic studies for high volume intersections.	Design and Construction	Mid-Term	
	TR 2.4.b	Incorporate roundabouts at proposed Village Centers to improve traffic flow at key intersections near the third entry and on Hwy 365.	Design and Construction	Mid-Term	
	TR 2.4.c	Incorporate a two lane roundabout at the intersection of Maumelle Boulevard (Hwy 100) and Hwy 365 when it becomes a boulevard arterial. The center of the traffic circle may include a gateway feature to signify the importance of the improved crossroad. See Community Character Element.	Design and Construction	Long-Term	CC 4.2.a
	2.5	Local Street Connectivity	-		
	TR 2.5.a	Modify Chapter 70-132: Streets in Maumelle's Subdivision Ordinance to discourage the use of cul-de-sacs and encourage through street access in new areas of Maumelle. This will prevent 'superblocks' that will provide multiple routes around a more regular grid layout.	Planning and Program	Near-Term	CC 1.4.a.1
	TR 2.5.b	Allow for a grid street network in the Multi-use Regional Centers to avoid 'superblocks' and increase traffic route options.	Planning and Program	Near-Term	CC 1.1.b (all)
	TR 2.5.c	Require connectivity to undeveloped tracts during the development process.	Planning and Program	Near-Term	
	TR 2.5.d	Begin planning for the construction of two additional rail crossings to allow improved connectivity to the north (refer to the Transportation graphic for locations).	Planning and Program	Mid-Term	
Goal 3: Support the development of a transportation trails network.					
	3.1	Regional Trail Connections	-		
	TR 3.1.a	Connect the current trail system to the Central Arkansas regional system.	Design and Construction	Mid-Term	OSR 3.3 (all)
	TR 3.1.b	Connect the Maumelle trail network to the Arkansas River trail (in North Little Rock) for linkages to the south and connect north to Faulkner County.	Design and Construction	Mid-Term	OSR 3.3 (all)
	TR 3.1.c	Construct regional trails to be wider than local trails (10'-12' wide) to accommodate multiple users and greater travel speeds.	Design and Construction	Mid-Term	OSR 3.3 (all)
	3.2	Pedestrian connections in the Industrial Park and Employment Districts	-		
	TR 3.2.a	Provide pedestrian connections along the current Industrial Park's primary road (Murphy Drive).	Design and Construction	Long-Term	CC 1.3.a.2 TR 2.2.a
	TR 3.2.b	Provide pedestrian connections in future Employment Districts via sidewalks and trails.	Planning and Program	Long-Term	CC 1.1.b.2
	TR 3.2.c	Provide connections from the Employment District to existing trail system.	Planning and Program	Long-Term	CC 1.1.b.2
	TR 3.2.d	Create a subdivision ordinance requiring future development in Employment district to provide sidewalks and trails.	Planning and Program	Near-Term	
	3.3	Trails Through and Around White Oak Bayou	-		
	TR 3.3.a	Complete construction of trails and boardwalks in and around the wetlands near the Middle and High School for nature education.	Design and Construction	Mid-Term	SU 2.4
	TR 3.3.b	Connect a bayou trail behind the Middle School from Hyman Drive to Carnahan drive for an alternate safe route to school for Country Club of Arkansas residents.	Design and Construction	Mid-Term	SU 1.3.b

Goal 4: Promote the development of safe pedestrian routes to school and work.					
	4.1	Pedestrian and Bicycle Access to Schools	-		
	TR 4.1.a	Acquire necessary right of way along roads that serve schools to provide sidewalks for student use where there are none. Walks should be separated from the edge of road by a landscape buffer of 4' min.	Design & Construction	Near-Term	SU 1.3.b
	TR 4.1.b	Connect paved school sidewalks to the Maumelle trail system to link school routes to surrounding neighborhood trails.	Design and Construction	Near-Term	SU 1.3.b
	4.2	Pedestrian Tunnels under Arterials	-		
	TR 4.2.a	Provide pedestrian tunnels under the Maumelle Boulevard at key locations to accommodate safe pedestrian access without the need for surface crossings on the busy arterial.	Design and Construction	Long-Term	TR 1.3.f TR 2.1.b
	4.3	Identify Trail Crossings	-		
	TR 4.3.a	Provide consistent signage to signify an upcoming trail crossing.	Design and Construction	Mid-Term	CC 1.5.c.1 OSR 3.3.c
	TR 4.3.b	Provide road markings and/or changes to paving material where trails cross roads.	Design and Construction	Mid-Term	CC 1.5.c.1 OSR 3.3.c
	TR 4.3.c	Provide lighted bollards or overhead lighting where trail crossings occur in open space areas or poorly lit locations.	Design and Construction	Mid-Term	CC 1.5.c.1 OSR 3.3.c
SUSTAINABILITY					
Goal 1: Implement standards to ensure environmental quality.					
	1.1	Water Conservation	-		
	SU 1.1.a	Parks Irrigation: • Retrofit existing park facilities with more efficient irrigation components, including nozzles, rain sensors and controllers. • Retrofit park systems irrigation controls to a Central Control System. • Provide adequate maintenance to existing irrigation systems for maximum efficiency.	Operations	Mid-Term	OSR 1.1.a
	SU 1.1.b	Open Space: • Reduce use of large expanses of turf and provide more naturalized, drought tolerant vegetation in park design.	Planning and Program	Mid-Term	OSR 1.1.a OSR 2.4.a OSR 2.4.c OSR 2.5.d OSR 2.6.a OSR 3.2 (all)
	SU 1.1.c	Community Pools: • Cover pools when not in use to minimize water evaporation. Pool covers can reduce water loss by 30-50 percent.	Operations	Ongoing	OSR 1.1.a
	SU 1.1.d	Public Awareness: • Provide opportunities for public awareness and education on matters related to water conservation for homes through training, events, classes, programs and publications. • Develop a pilot "demonstration landscape" project as a tool to educate the public on how to landscape using native and low-water use plants as well as to help manage on-site stormwater with rain gardens.	Communications, Outreach, Awareness	Near-Term	
	1.2	Stormwater Management	-		
	SU 1.2.a	Water Quality: • Provide filter strips between hardscape and water resources to protect water quality. • Design new parking lots with grassy swales or bioretention islands that filter overland run-off to improve water quality. • Consider pervious pavement in parking lots to filter any associated pollutants and to reduce storm water surges. • Limit disruption and pollution of natural water flows by managing stormwater run-off.	Design and Construction	Mid-Term	
	SU 1.2.b	Water Quantity: • Limit disruption of natural hydrology by reducing impervious cover, increasing on-site infiltration, reducing or eliminating pollution from stormwater run-off and eliminating contaminants.	Design and Construction	Ongoing	
	1.3	Transportation	-		
	SU 1.3.a	Alternative Transportation: • Provide multi-modal transportation opportunities such as public transit, sidewalks and trails to promote options for transportation besides single-occupancy vehicles.	Planning and Program	Long-Term	TR 1.5.f TR 1.6 (all) OSR 3.3 (all)
	SU 1.3.b	Safe Routes to Schools: • Provide sidewalks and/or trails to schools to promote walking and biking to schools.	Design and Construction	Near-Term	TR 1.5.e TR 3.3.b TR 4.1 (all)
	SU 1.3.c	Road Systems Network: • Increase efficiency of existing and planned roadways and transportation infrastructure to decrease time spent in traffic and to mitigate traffic congestion during peak commute times which results in added pollution and fuel consumption. • Provide 'Complete Streets' which will provide opportunities for walking and biking.	Design and Construction	Long-Term	CC 1.1.a.2 CC 1.2.d (all) TR 1.1 (all) TR 1.2 (all) TR 1.3 (all) TR 1.6.d TR 2.3 (all)

	SU 1.3.d	Public Awareness: • Provide public awareness regarding the benefits, availability, and use of multiple modes of transportation (i.e. trails) for functional use and not just for recreation. • Provide public awareness of the use of advanced emissions controls, alternative fuels and fuel-efficient technology in public and private vehicles.	Communications, Outreach, Awareness	Mid-Term	TR 1.6 (all)
	1.4	Material Resources	-		
	SU 1.4.a	Reduce, Reuse and Recycle: • Reduce: Decrease the amount of disposable and non-renewable products in city operations and promote and educate the community of ways to accomplish. • Reuse: Increase the reuse of materials for other purposes such as composting of green waste within parks maintenance. • Recycle: Use products that are comprised of recycled content in city operations and educate the community to do the same.	Communications, Outreach, Awareness	Near-Term	
Goal 2: Protect existing natural resources (the Arkansas River, wetlands, tree protection, drainage and storm water management.)					
	2	Open Space Preservation	-		
	SU 2.1	Open Space Networks: • Encourage strategically-planned, interconnected open space networks through and between developments, rather than open space "islands," when approving development plans under existing subdivision ordinance requirements.	Planning & Program	Near-Term	LU 1.3 CC 1.5.d.1 OSR 3.4 (all)
	SU 2.2	Ecologically-Sensitive Sites: • Recognize and protect (through conservation easement) or acquire ecologically-sensitive sites as identified as part of an open space hierarchy plan.	Planning and Program	Ongoing	CC 1.5.d.1 OSR 3.4 (all)
	SU 2.3	Tree Preservation: • Adopt a tree preservation ordinance to protect stands of trees and/or require replacement of removed trees during development.	Planning and Program	Near-Term	
	SU 2.4	Education: • Encourage the programming of preserved open spaces for educational purposes.	Planning and Program	Mid-Term	TR 3.3.a
Goal 3: Encourage future public facilities to be constructed to LEED standards.					
	3	*Sustainable Facility Design*	-		
	SU 3.1	Upgrade Existing Facilities: • When renovating existing public facilities, retrofit using sustainable practices and materials to improve energy and water efficiencies.	Design & Construction	Mid-Term	CC 1.1.a.4
	SU 3.2	LEED Certification for New Facilities: • Require LEED certification for all new public facilities.	Planning and Program	Mid-Term	CC 3.1 OSR 3.3
	SU 3.3	Future Park Design: • Improve sustainability guidelines for new park designs including improved water efficiency and recharge, renewable energy sources, recycled materials and native or low-water use plantings.	Planning and Program	Near-Term	OSR 2.4.a OSR 2.4.c OSR 2.5.a OSR 2.6.a