

Re Imagine Russellville 2040



Plan Narrative Report

City of Russellville – September 2020

TABLE OF CONTENTS

ONE: INTRODUCTION	5
REIMAGINE RUSSELLVILLE 2040	5
TWO: CONTEXT AND TRENDS	9
2.1 HISTORY AND REGIONAL SETTING	9
2.2 TRENDS	10
2.3 COMMUNITY OUTREACH SUMMARY.....	22
THREE: VISION AND GOALS	23
3.1 MAJOR ISSUES	23
3.2 VISION AND GOALS	27
FOUR: THE PLAN	34
4.1 LAND USE PLAN	34
4.2 KEY INFILL AND REDEVELOPMENT AREAS PLAN.....	40
4.3 FUTURE LAND USE PLAN	41
4.4 TRANSPORTATION AND MOBILITY PLAN.....	42
4.5 RECREATION AND ENVIRONMENTALLY SENSITIVE LAND AREAS	68
4.6 ANNEXATION PLAN.....	71
FIVE: IMPLEMENTATION PLAN	74
5.1 IMPLEMENTATION PLAN AND MATRIX AND PERFORMANCE MEASURES	74
SIX: SUMMARY	84
APPENDIX	85
A.1 EXISTING PLANS AND REPORTS	85
A.2 MAPS AND GRAPHS.....	88
A.3 COMMUNITY OUTREACH	106

FIGURES, MAPS, AND TABLES

Map 1.5.1 Planning Area Boundary..... 8

Figure 3.1.1 Population Growth – Russellville & Searcy 10

Table 3.1.2 Selected Ethnic and Racial Characteristics – Russellville and Selected Entities 11

Figure 3.1.3 Age Distribution – Russellville 11

Figure 3.1.4 Age Distribution – Arkansas 12

Figure 3.2.1 Educational Attainment – Russellville and Selected Entities 13

Table 3.3.1 Top Ten Employers – Russellville 14

Figure 3.3.2 Occupational Composition – Russellville & Arkansas 14

Figure 3.4.1 Median Household Income – Russellville and Selected Entities 15

Figure 3.4.2 Per Capita Income – Russellville and Selected Entities 15

Figure 3.4.3 Household Income – Russellville & Arkansas 16

Table 3.4.4 Poverty – Russellville and Selected Entities 16

Figure 3.5.1 Occupancy Status – Russellville and Selected Entities 17

Figure 3.5.2 Affordability Rates – Russellville and Selected Entities 17

Figure 3.5.3 Age of Housing – Russellville & Arkansas 18

Figure 3.5.4 New Single-Family Construction – Russellville 18

Figure 3.6.1 Travel Time to Work – Russellville and Selected Entities 19

Table 3.6.2 Distance to Work – Russellville 19

Figure 3.6.3 Job Flow 19

Figure 3.6.4 Population Change – Russellville, Arkansas 20

Figure 3.6.5 Employment Share by Resident Status – Russellville and Selected Entities 20

Figure 3.7.1 Population Growth Scenarios 21

Map 4.3.1 Future Land Use Plan (see large format map for detailed information) 41

Map 4.4.1 Existing Street Classification 42

Map 4.4.2 Potential Future Streets (see large format map for detailed information) 44

Map 4.4.3 Proposed Trails (see large format map for detailed information) 62

Map 4.4.4 Future Sidewalk Plan 65

Map 4.4.5 Street Light Map 67

Map 4.6.1 Annexation Sections 71

Map A.2.1 Existing Land Use 88

Map A.2.2 Sewer Service Area 91

Map A.2.3 Water Service Area 92

Map A.2.4 Development Constraints 93

Map A.2.5 Existing Street Classification 94

Diagrams A.2.6 Street Sections 95

Map A.3.1 Russellville Character Areas 106

ONE: INTRODUCTION

ReImagine Russellville 2040

In December of 2015, the City of Russellville began the process to create *ReImagine* Russellville 2040 as an update of its previous Comprehensive Plan created in 2007. The plan drafting process has engaged residents, elected, and appointed officials, business leaders, university stakeholders, and others. This Plan articulates a vision for the community and identifies how development, mobility, environment, recreation, public services, and character all interrelate and will guide Russellville's bright future.

This document contains the Comprehensive Plan for Russellville, Arkansas.

What is the Comprehensive Plan?

The Comprehensive Plan is not a legal document. Rather, it is an official guide adopted by the city for orderly management of growth. The Plan includes recommendations for the city to adopt, directly addressing specific challenges the city currently faces. Divided into key sections, the Comprehensive Plan is developed through a process of city-specific demographic research, community-wide input and evaluation, a careful assimilation of various strengths, and challenges to future growth.

The plan serves as an official policy statement of the City of Russellville for directing growth and development within its city limits and planning area. A steering committee directed the preparation of the plan throughout the preliminary phase, which included careful study of the community. Areas of analysis include Russellville's history, demographics and projected population, topography, utility capacity, transportation systems, existing infrastructure, and surrounding land use. The plan will help guide the decisions of both the Planning Commission and City Council during the next planning period of approximately 20 years. The Comprehensive Plan serves all citizens and property owners within the City and City's planning area as well as others who may have a stake in the future of the Russellville.

The Comprehensive Plan provides a broad guideline for orderly growth and development. It is not meant to direct land use arrangement precisely nor is it a zoning ordinance. It serves as an instrument to blend public and private interests in a manner that will best suit the entire community. Citizens and business interests may look at the plan as a reference guide for the City of Russellville. This guide may change to meet new challenges and growth issues. Periodic updates to the Comprehensive Plan are common and expected.

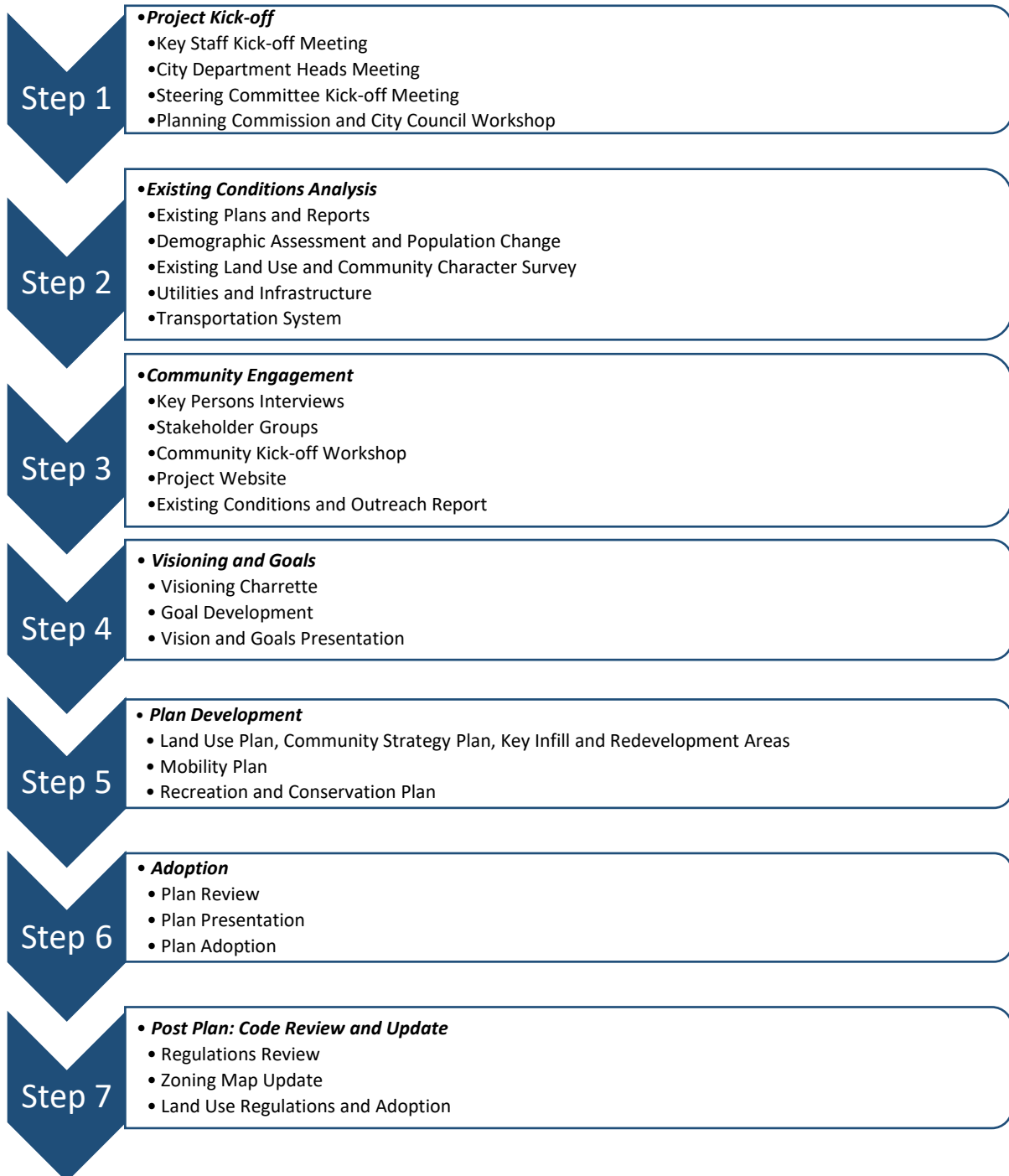
The plan will remain flexible, allowing for necessary modification of land uses. It plots land usage areas according to long-term community needs not short-term individual gains. Planning should also be based on sound development principles. The plan addresses pertinent community issues as a whole rather than treating isolated problems as they may arise.

Why Plan Now?

Cities are vessels of wealth and economic growth. They are subject to fluctuations in the state economy as well as positive or detrimental events in the national economy. People want and expect different amenities and services from their cities, and many communities are grappling with how meet the expectations of their citizens and how to create a higher quality of life for their residents. Russellville has already seen its landscape change because of these factors. Adopting a Comprehensive Plan now requires objective assessment of the City as it is, and what it could become. Although a lengthy and in-depth process, planning for the future must not ensue upon the arrival of local or national economic shocks. Undertaking a Master Plan is to prepare the way for Russellville's best as well as plan for the worst.

Planning Process

The diagram below indicates the process for developing the Comprehensive Plan.



Community Outreach

Community outreach is an important part of the development of ReImagine Russellville 2040. Early in the plan process, we asked the community about the issues facing Russellville and the ways those issues can be addressed. The community outreach summary contains an overview of the responses we received throughout the planning process. The following events and forms of outreach have been held.

- City staff workshop
- City Council/Planning Commission Workshop (2)
- Steering Committee Workshop
- Community Issues Workshop
- Key Person Interviews (8)
- Stakeholder and Student Group Discussions (5)
- Online Crowdsourcing Webmap
- Online Website Feedback Form
- Visioning Workshop (2)
- City Staff and Trails Committee meetings.
- Public Input Survey
- Public Input Meetings (3)



Authority

The purpose of the Comprehensive Plan is consistent with the provisions of Arkansas Codes, Annotated (A.C.A.), §14-56-403. This section requires that plans of a municipality be "... prepared in order to promote, in accordance with present and future needs, the safety, morals, order, convenience, and general welfare of the citizens." The statutes further state that plans may provide for, among other things, the following

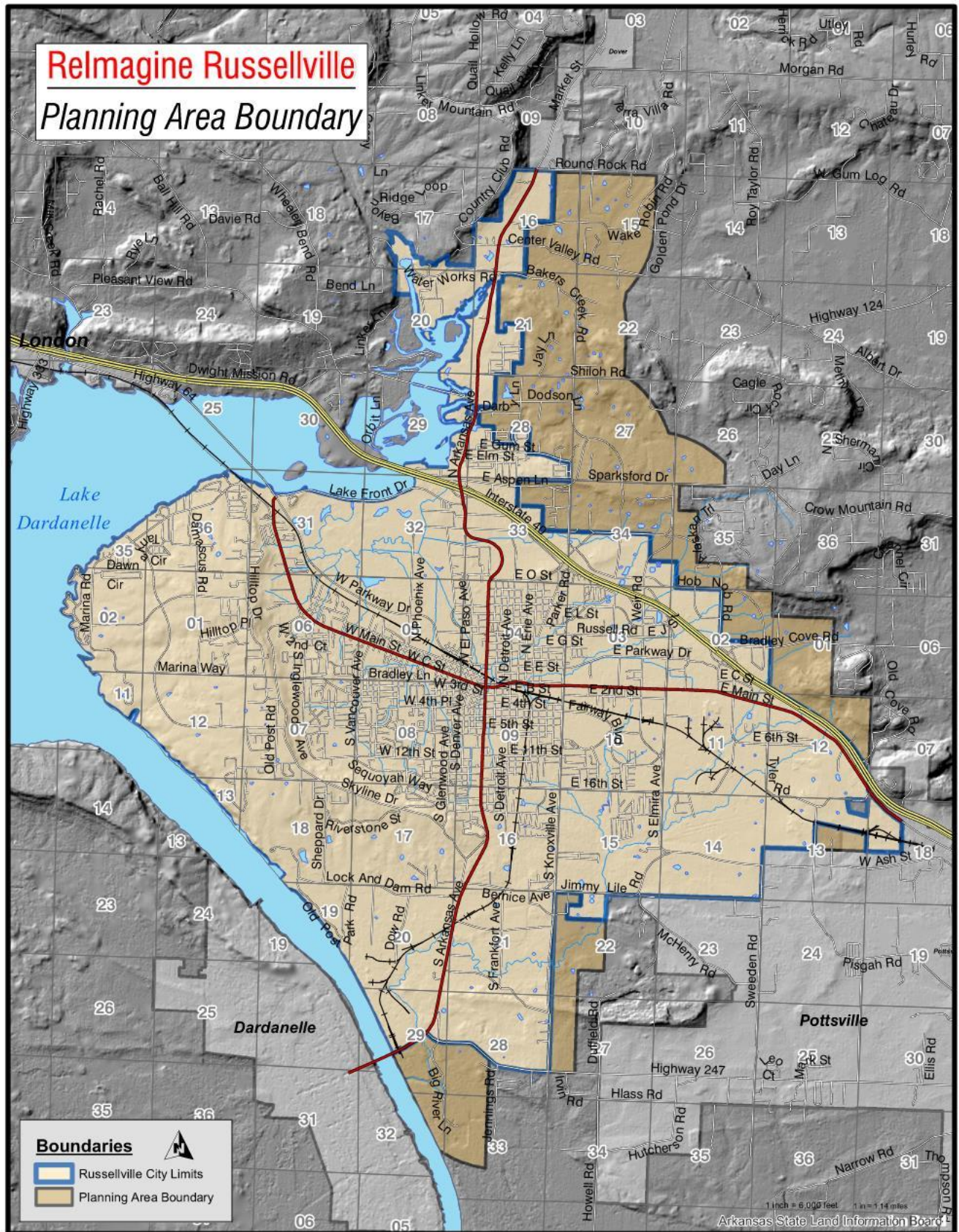
- *efficiency and economy in the process of development*
- *the appropriate and best use of land*
- *convenience of traffic and circulation of people and goods*
- *safety from fire and other dangers*
- *adequate light and air in the use and occupancy of buildings*
- *healthful and convenient distribution of population*
- *good civic design and arrangement*
- *adequate public utilities and facilities*
- *wise and efficient expenditure of funds*

Planning Area

The Russellville Planning Area Boundary appears in graphic form on the following map. The Planning Area Map was prepared in accordance with statutes found in the Arkansas Codes, Annotated § 14-56-413. The Planning Area Boundary includes those lands within the territorial jurisdiction of Russellville for which it may prepare plans, ordinances, and regulations. This area extends beyond the city limits to include those areas most likely to become a part of the city within a period of twenty-five years. The City of Russellville, in accordance with A.C.A. § 14-56-422, is required to file the plans, ordinances, and regulations as they pertain to the territory beyond the corporate limits with the county recorder of Pope County.

The Planning Area Boundary comprises those areas surrounding the city that may likely grow to become part of Russellville in the future.

Map 1.5.1 Planning Area Boundary



TWO: CONTEXT AND TRENDS

2.1 History and Regional Setting

History

Before European settlement, the Russellville area was used as the Osage culture's hunting grounds. Beginning in 1818, the area became part of a larger Cherokee reservation. However, by 1828, the Cherokee were removed to reservations in Oklahoma. With the Native Americans pushed out; the region opened to European settlement.

The city's namesake, Dr. Thomas Russell, moved into the area in 1835 from Illinois. The settlement was focused around the area of present-day downtown and grew slowly. However, the community-maintained prominence because of its position along the Arkansas River and the Little Rock-Fort Smith Road.

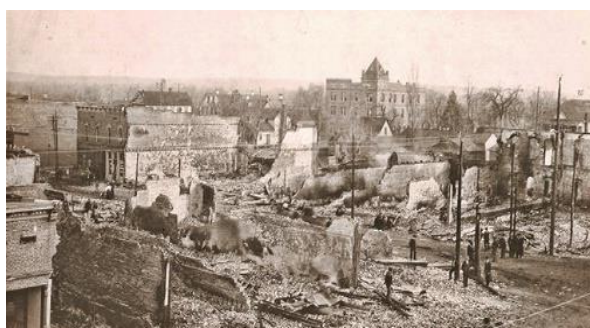
The civil war impacted the city's growth, but the end of the war signaled a new level of importance. The city began to grow steadily as the railroad connecting Little Rock and Fort Smith was completed. Russellville became a steam stop along the newly constructed railroad. The town reached a population of over 800 in the late 1870's. The rapid growth was aided by the city's incorporation in 1870, which also marked the opening of the town's first newspaper and public school. By 1887, Russellville was named the seat of Pope County.

While cotton and subsistence farming were prevalent in the area, the city developed an extractive economy in part due to decreased transportation costs caused by the newly constructed railroad. The main industry was initially timber, but with the discovery of coal, the Ouita Coal Company was established. The mining group operated intensive deep shaft mining to the north and south of the city. The shaft mining transitioned to strip mining around the 1950's. There is little left of those industries today. By the turn of the century, Russellville's population had increased by 125% from 800 people to 1,800. A large fire occurred in 1906, destroying much of downtown. Despite that setback Russellville's population doubled by the 1920's, stimulated by coal mining.



Dr. Thomas Russell

Education became a driving force in Russellville during the early 1900's. In 1907, a new high school was built. The state awarded the city an agriculture school in 1909. The school was named the Second District Agricultural School and was renamed to Arkansas Polytechnical College in 1925. It was later shortened to Arkansas Tech University (ATU) in 1976. ATU is now one of the largest universities in Arkansas, offering Bachelors, Masters, and Doctoral degree program with an enrollment of over 12,000 students.



Downtown Russellville after the catastrophic fire of 1906.

Between 1920 and 1960, Russellville grew slowly but steadily, increasing 4,500 residents to almost 9,000. In 1956, the city's economy got a huge boost with the start of construction of Interstate 40. In 1965, the Arkansas River was dammed creating Lake Dardanelle. The lock and dam created another industry boom as a navigable seafaring waterway increased trade prospects. The lake became Lake Dardanelle State Park, a major tourist destination within the area. In 1974, Arkansas Nuclear One was constructed and continues to provide power to a quarter of the state. These assets helped to start a period of sustained growth for the city over the next 50 years, adding nearly 20,000 residents to the city.

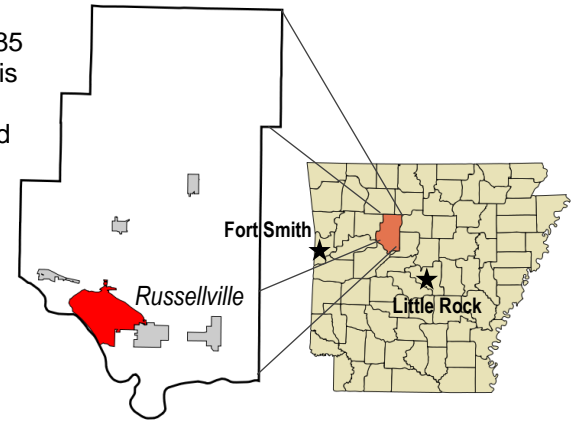
The city's economy has continued to diversify since the construction of Arkansas Nuclear One. The city now produces parking meters, graphite electrodes, car and airplane parts, frozen dinners, railroad cross ties, and many other products. Russellville has several Tyson Chicken plants that help to power the economy. In recent years, the city has seen an additional expansion to Russellville High School, rapid growth at Arkansas Tech, and many new businesses. This growth and Russellville's history of resilience will continue to guide it toward a bright future.

Adapted from *The Encyclopedia of Arkansas History & Culture*

Russellville in Arkansas

The city of Russellville is located 75 miles northwest of Little Rock and 85 miles east of Fort Smith in the Arkansas River Valley. The River Valley is bordered on the north by the Ozark Plateau and to the south by the Ouachita Mountains. Russellville is the county seat of Pope County and the 16th largest city in Arkansas. Clinton National Airport is the closest airport providing commercial air service and is located in Little Rock.

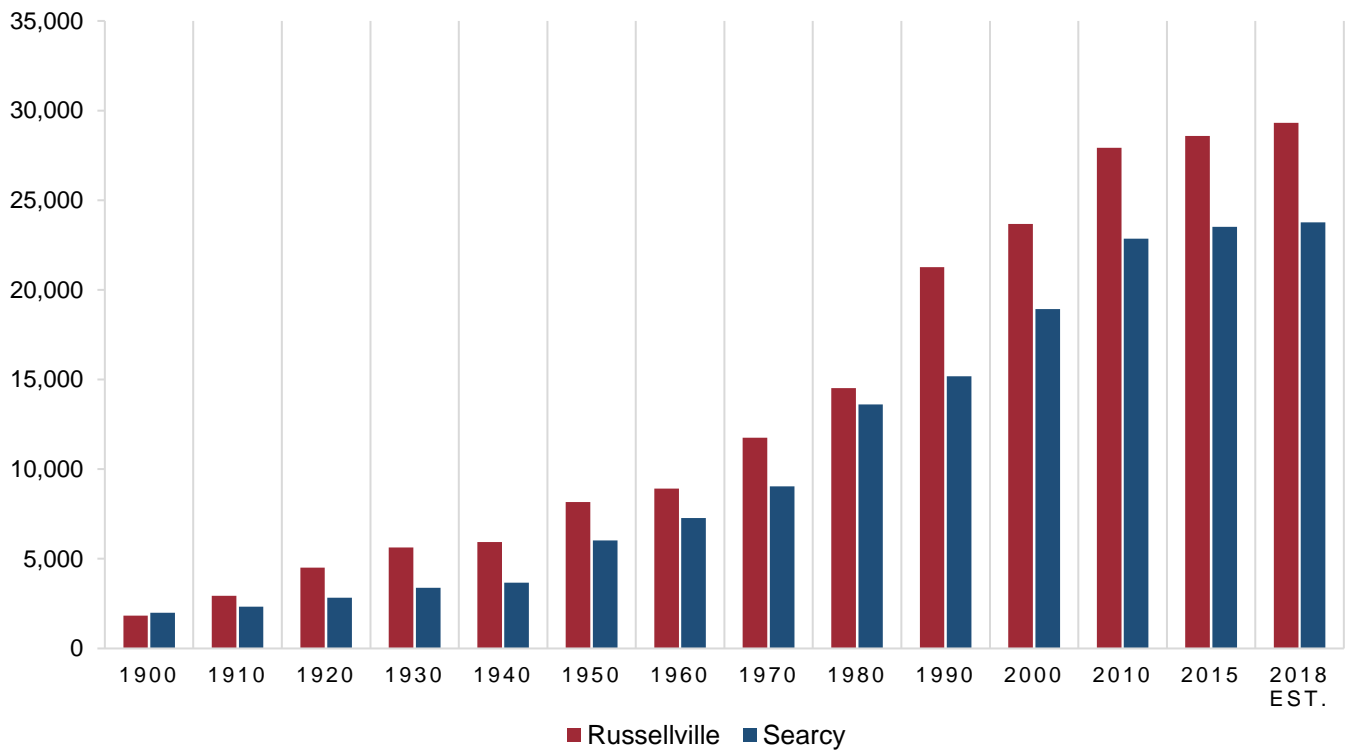
Interstate Highway 40, the Arkansas River, and a Union Pacific Railroad line run through the community bringing commerce. The Russellville area is also home to Arkansas Tech University and Arkansas Nuclear One, the state's only nuclear power plant.



2.2 Trends

Population

Figure 3.1.1 Population Growth – Russellville & Searcy



Source: U.S. Census Bureau

Table 3.1.2 Selected Ethnic and Racial Characteristics – Russellville and Selected Entities

Race	Russellville	Searcy	Pope County	Arkansas
White Alone	86.1%	82.5%	92.1%	79.1%
Black or African American Alone	5.6%	9.7%	3.4%	15.7%
American Indian	0.9%	0.2%	1.0%	1.0%
Asian Alone	1.8%	1.4%	1.3%	1.7%
Native Hawaiian	0.0%	0.1%	0.1%	0.4%
Two or More races	2.6%	4.1%	2.2%	2.2%
Hispanic	15.5%	4.9%	9.4%	7.7%

Source: U.S. Census Bureau

Figure 3.1.3 Age Distribution – Russellville

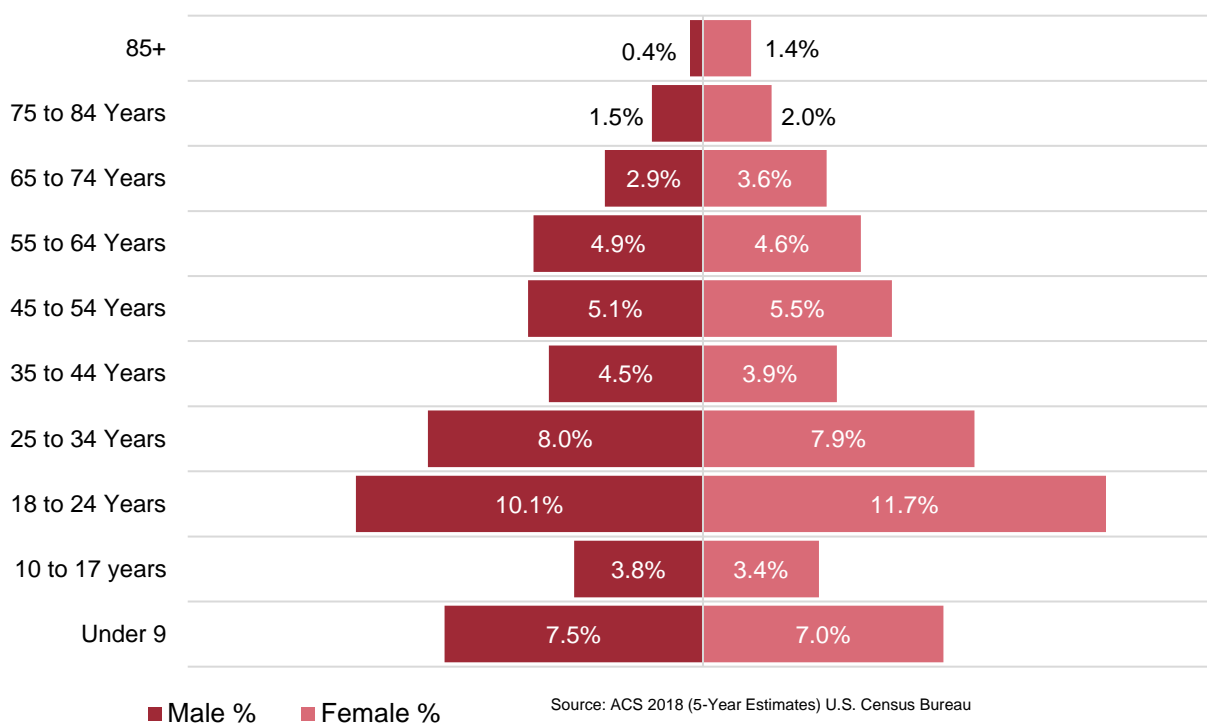
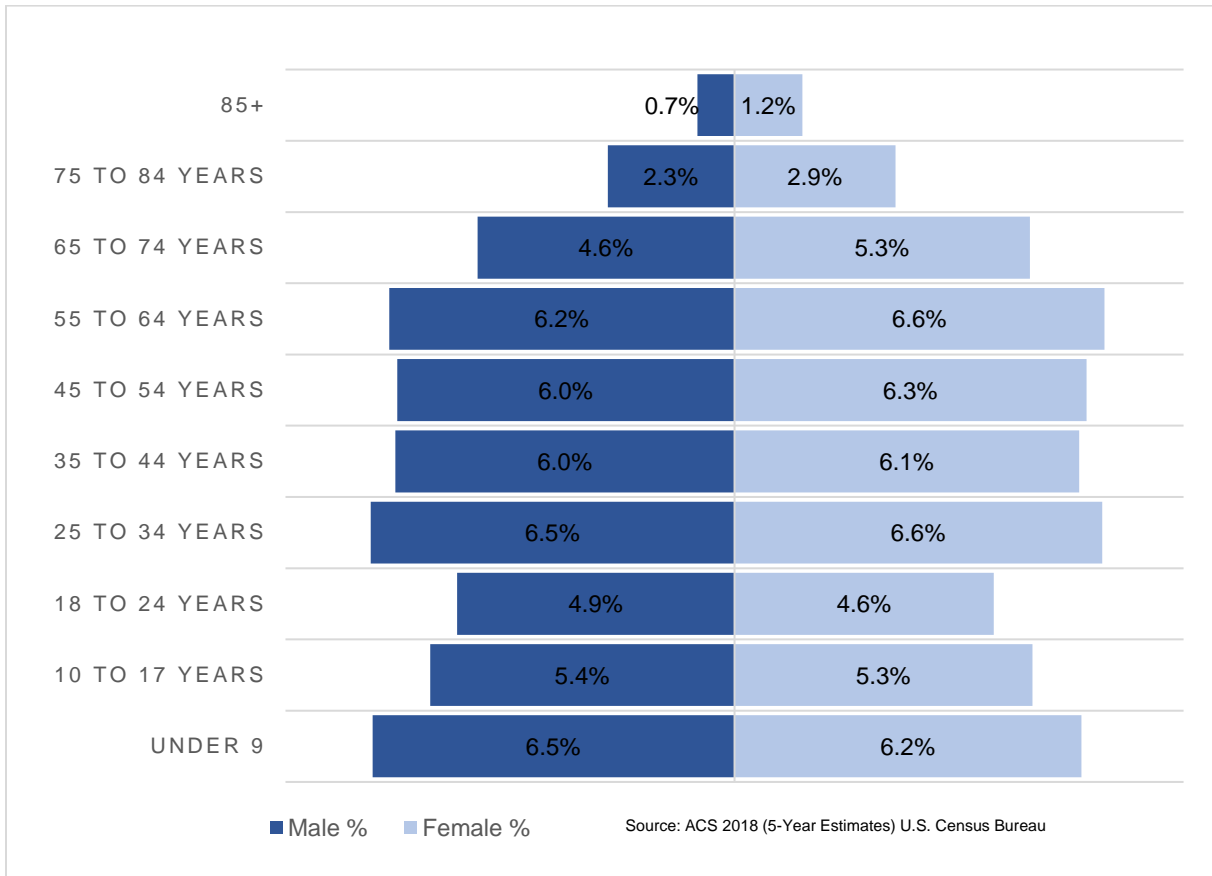


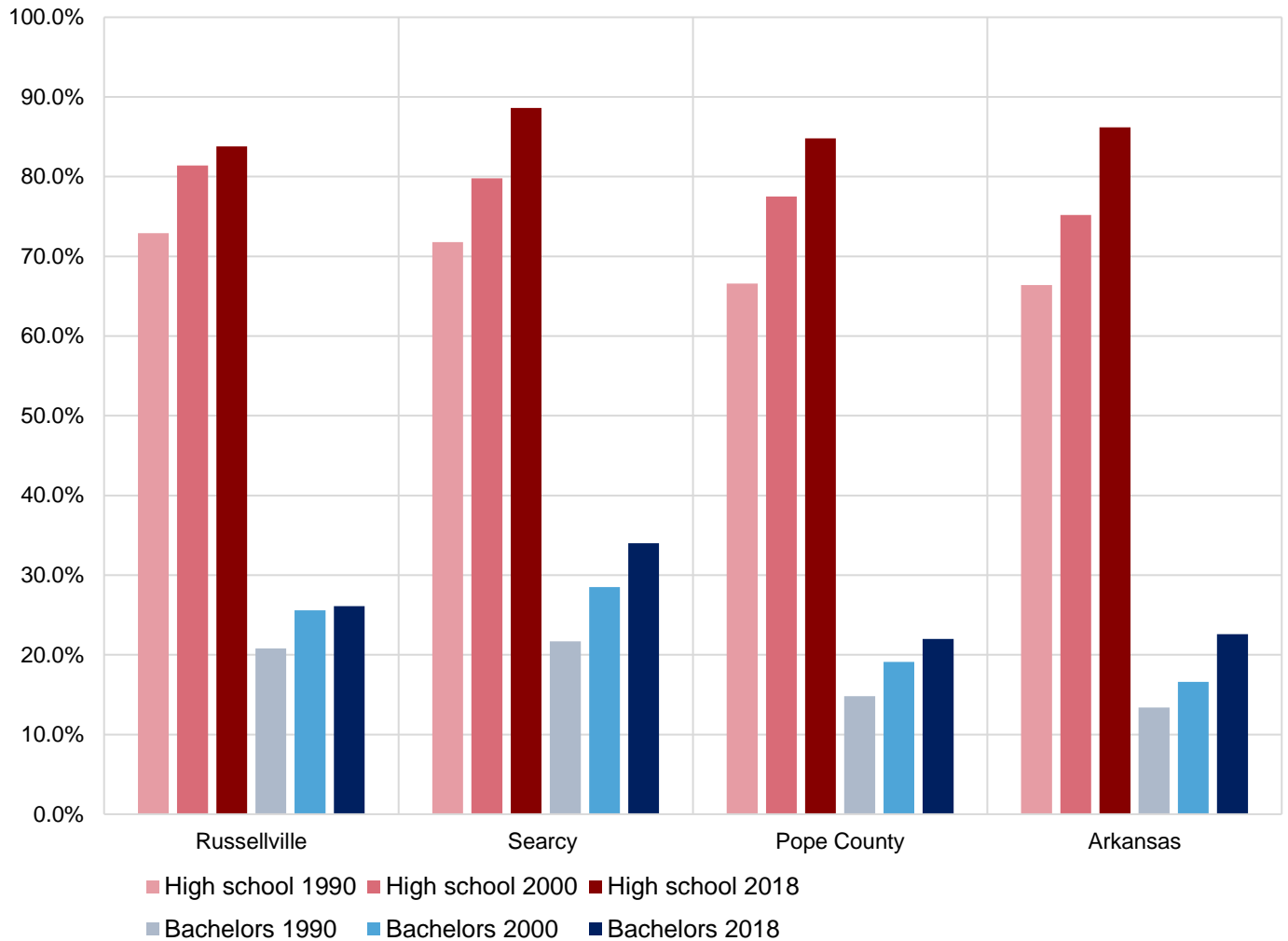
Figure 3.1.4 Age Distribution – Arkansas



- Russellville’s population has been steadily increasing since the early 1900’s, likely a product of the city’s unique location on the railroad, Arkansas River, Interstate 40, and the presence of ATU. These amenities and geographic advantages have fueled growth and industry in the city.
- Russellville has more residents in 18-24 year old age range than the state on average. This is an outcome of having a major university located in the city. This sector of the population may have lower incomes due to being enrolled in college and may skew some data within the report.
- Compared to the state numbers, Russellville has a higher white and Hispanic population. The needs of the city’s growing Hispanic population should be considered.
- The city’s college age population should be kept in mind throughout the planning process. The above average share of college age students is an asset for the city going forward. The city could utilize this asset to help attract new and/or different industry to the area.
- Over the last 20 years Russellville’s Hispanic population has grown by 3,500 people; this accounts for half of Russellville’s growth since 2000.

Education

Figure 3.2.1 Educational Attainment – Russellville and Selected Entities



Source: ACS 2018 (5-Year Estimates) 1990, 2000 U.S. Census Bureau

- Russellville had outpaced the state in share of residents with a high school education and college education until the last decade. Residents with bachelor’s degrees increased by 5% from 1990 to 2000 but plateaued in the most recent data sample.
- In 2018 there were 2.4% fewer Russellville residents with a high school diplomas than the state average. This trend, if it continues, should be highly concerning.

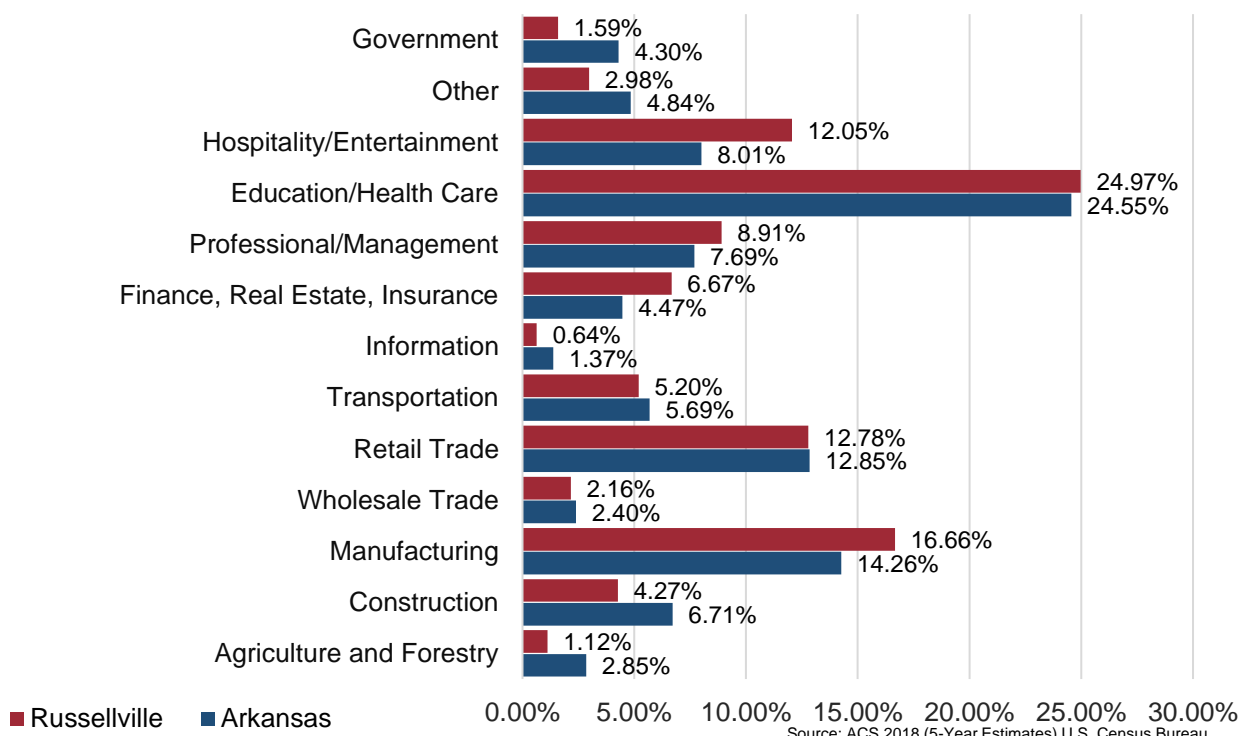
Employment

Table 3.3.1 Top Ten Employers – Russellville

Employer	Employees
Tyson Foods	2,400
Arkansas Tech University	1,505
ConAgra Foods	1,450
Arkansas Nuclear One/Entergy Operations, Inc.	950
St. Mary’s Regional Health System	901
Russellville School District	797
Walmart	465
Asurion	410
Friendship Community Care	400
Pope County	253

Source: Russellville Chamber of Commerce

Figure 3.3.2 Occupational Composition – Russellville & Arkansas



- Russellville has a highly diversified economy that mirrors the state’s economy. This is a beneficial strength because potential job loss in one sector will be mitigated by other healthy sectors.
- Conagra and Tyson account for almost 4,000 jobs locally which translates to approximately 30% of all jobs within the community. Given the impact of these employers the community should give attention to their retention and expansion.
- Arkansas Nuclear One and Arkansas Tech are major employers providing a positive impact on the local economy due to their high wage employment.
- Nearly 20% of Russellville’s jobs belong to manufacturing. The city should work to attract related industries that can complement these existing industries.
- Given that the Arkansas Nuclear One’s reactors have a planned life span, the city should plan for mitigating the economic impacts of the plant’s eventual decommissioning.

Income

Figure 3.4.1 Median Household Income – Russellville and Selected Entities

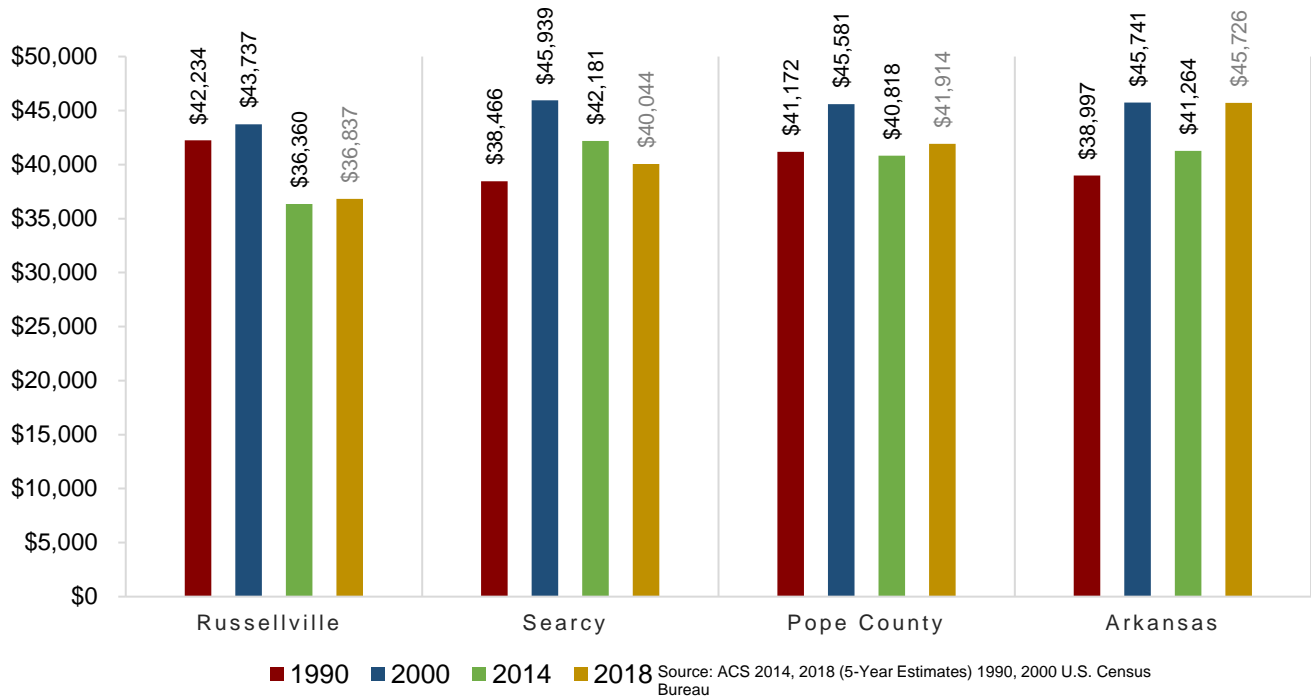


Figure 3.4.2 Per Capita Income – Russellville and Selected Entities

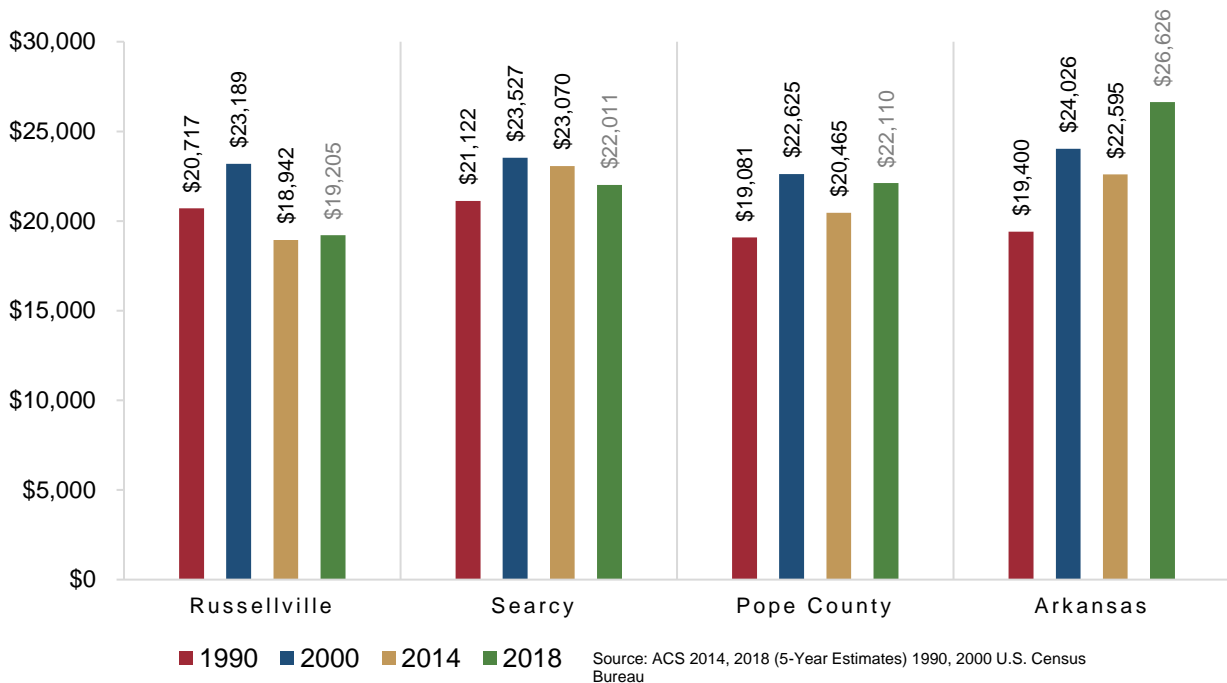


Figure 3.4.3 Household Income – Russellville & Arkansas

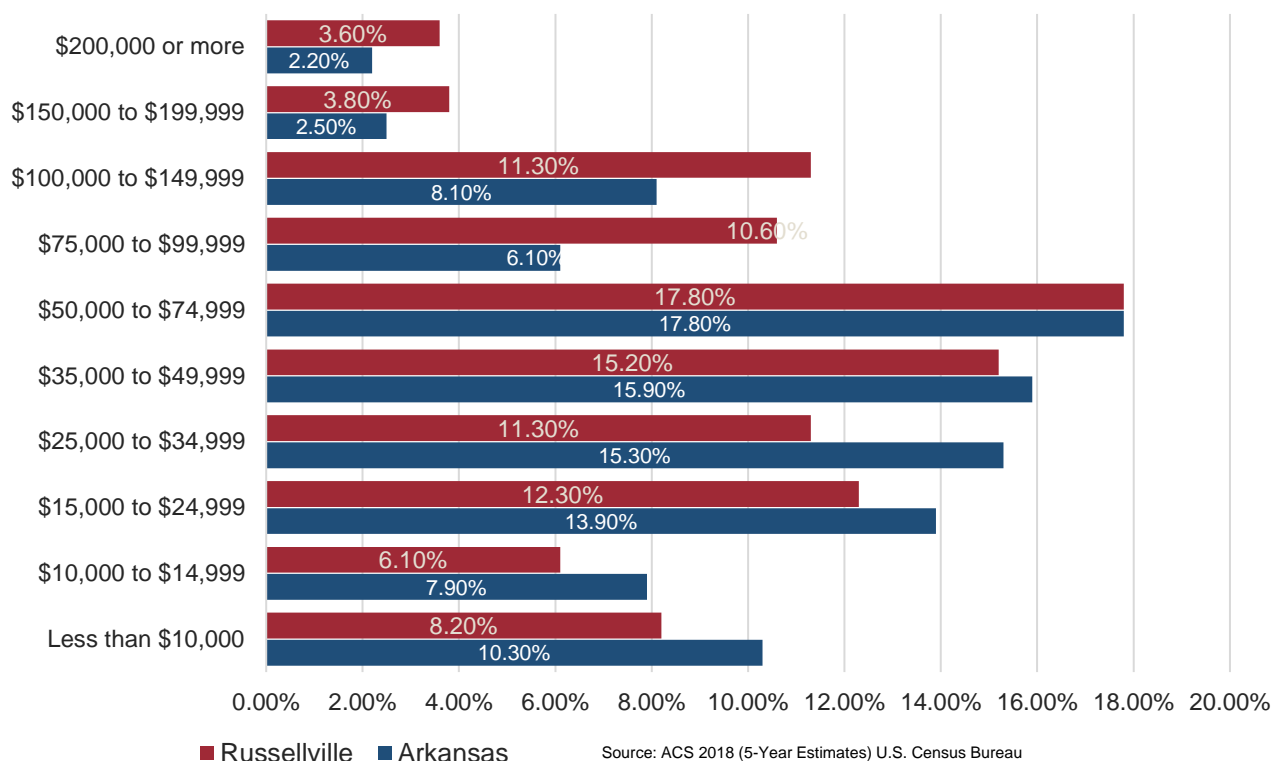


Table 3.4.4 Poverty – Russellville and Selected Entities

Poverty Category	Russellville	Searcy	Pope County	Arkansas
Individuals Below Poverty Level, 1999	15.6%	15.0%	15.2%	15.8%
65 Years and Older	12.3%	8.0%	14.0%	13.9%
Under 18	18.6%	19.2%	19.3%	21.9%
Individuals Below Poverty Level, 2013	↑ 24.7%	↑ 18.6%	↑ 18.9%	↑ 19.2%
65 Years and Older	↑ 13.1%	↑ 8.8%	↓ 10.6%	↓ 10.5%
Under 18	↑ 33.5%	↓ 18.2%	↑ 25.4%	↑ 27.7%
Families Below Poverty Level, 1999	10.9%	11.7%	11.6%	12.0%
No Husband Present	5.9%	6.6%	4.8%	5.8%
Families Below Poverty Level, 2013	↑ 20.6%	↑ 13.0%	↑ 15.0%	↑ 14.4%
No Husband Present	↑ 11.3%	↑ 6.8%	↑ 6.7%	↑ 7.6%

Source: Source: U.S. Census

- Russellville residents experienced a large increase in per capita income and median income from 1990 to 2000, but the recession in 2008 and other outside forces led to a decrease in incomes between 2000 and 2020.
- Russellville has a larger percentage of citizens, compared to the State of Arkansas, in all the income brackets above \$50,000 level. Conversely, the poverty rate is 6% higher than the state’s average rate. Even with the higher wage jobs associated with the Saint Mary’s Regional Health System, Arkansas Nuclear One, and ATU, Russellville’s individual and family poverty rate is higher than the state on average.
 - The higher than average poverty rates *may* be due to the presence of ATU’s 12,000 college students. This trend should be further investigated to inform planning efforts.
- Families and children under 18 in Russellville saw their poverty rate nearly double between 1999 and 2013. These statistics should be concerning considering the long term impact this trend could have on educational performance, health, crime, and income.

Housing

Figure 3.5.1 Occupancy Status – Russellville and Selected Entities

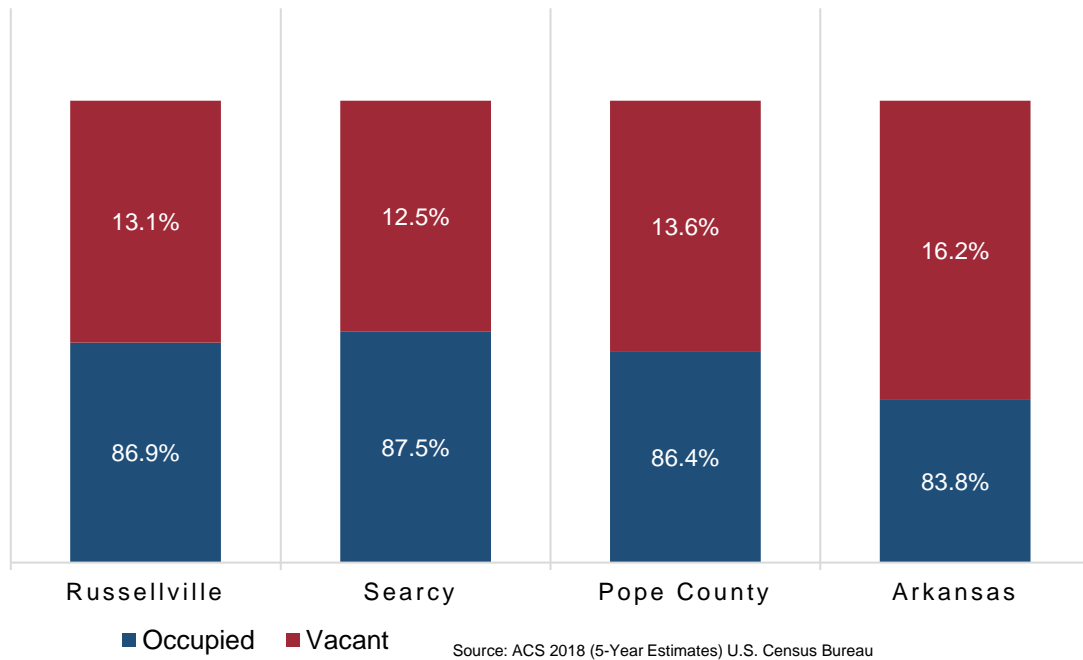


Figure 3.5.2 Affordability Rates – Russellville and Selected Entities

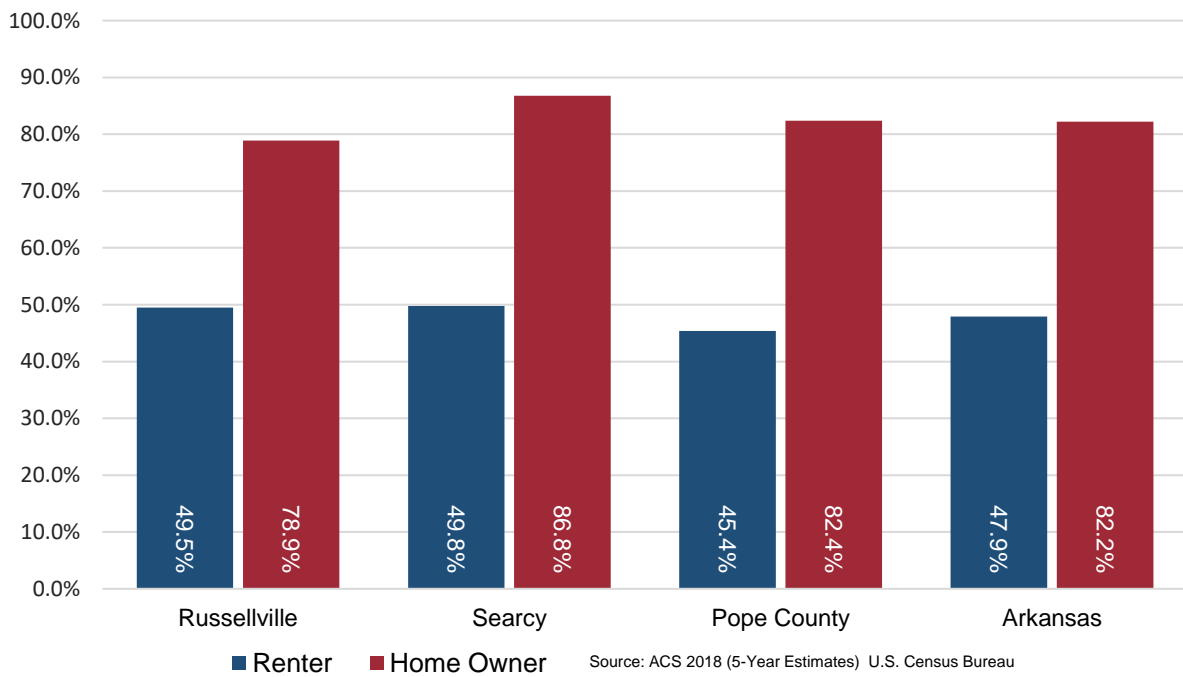


Figure 3.5.3 Age of Housing – Russellville & Arkansas

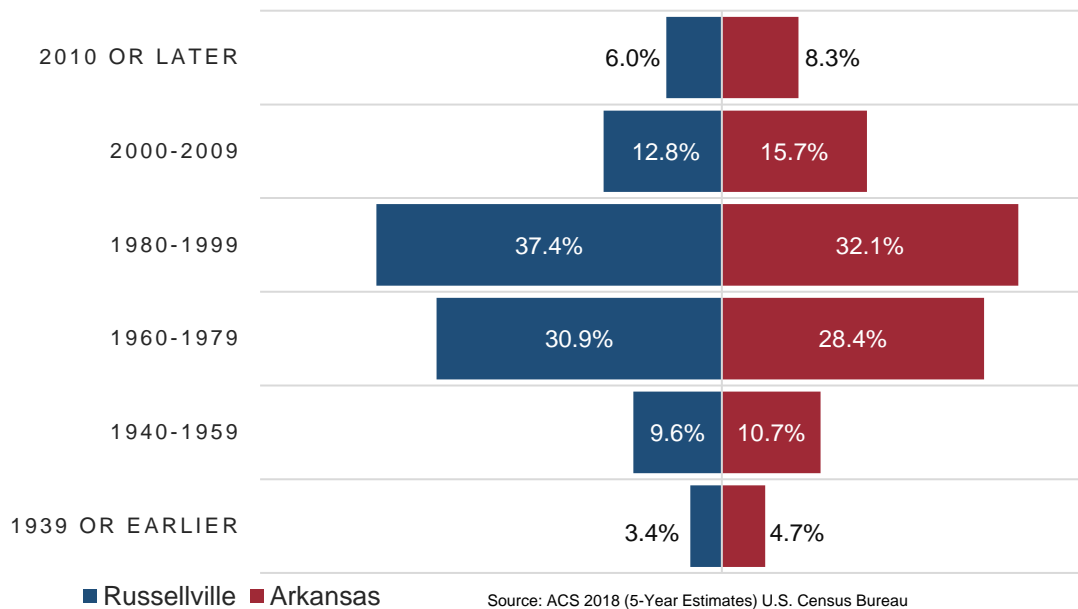
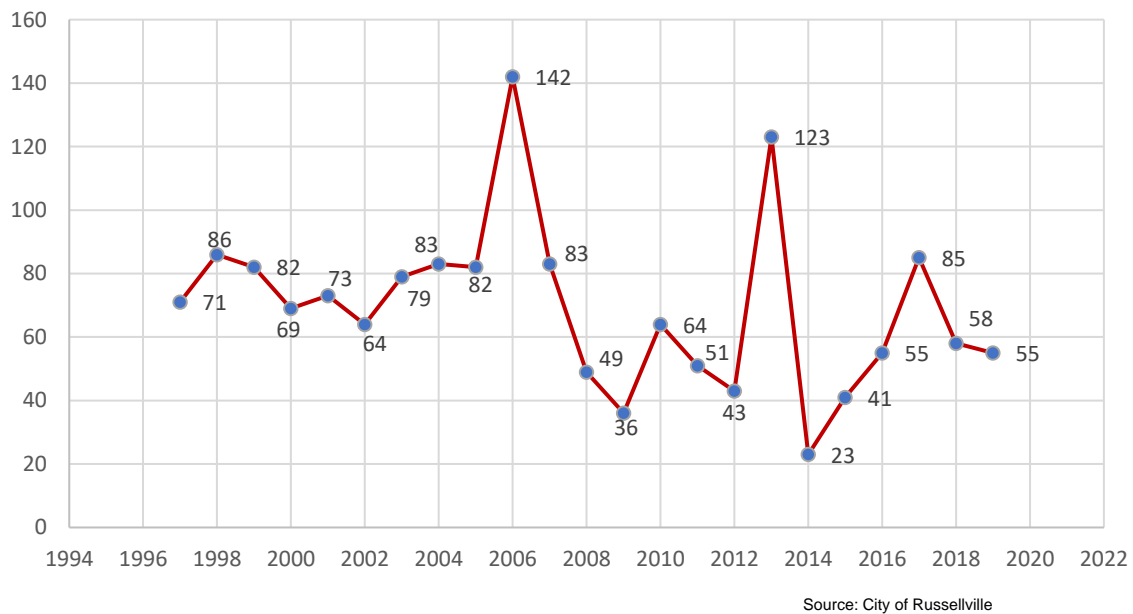


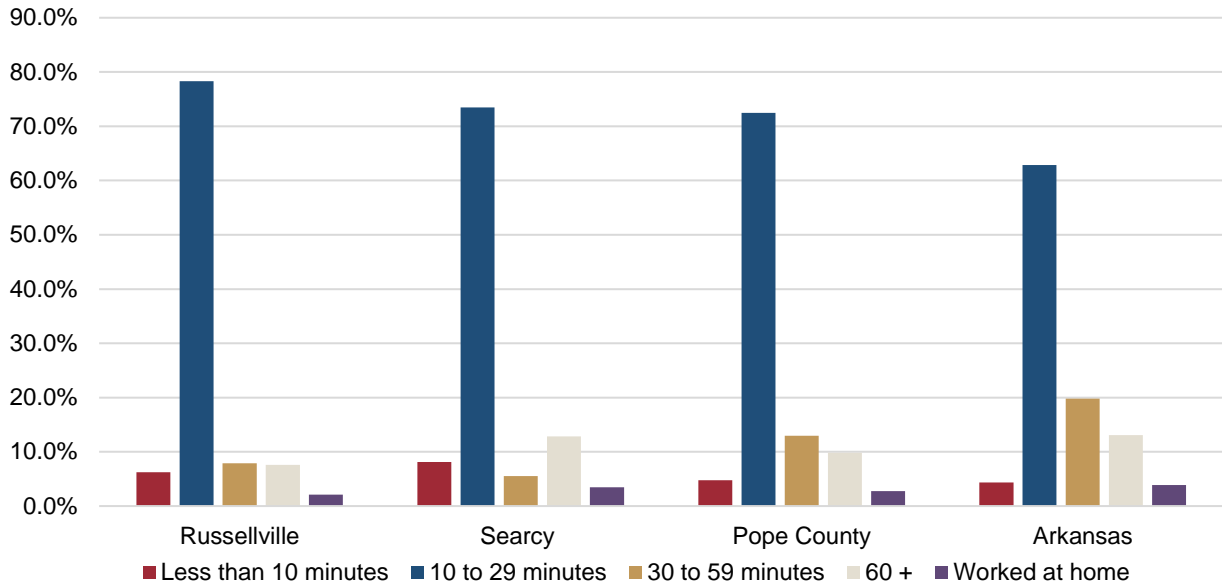
Figure 3.5.4 New Single-Family Construction – Russellville



- Russellville’s housing stock is occupied at a rate 3% above the state’s average. Cities that are experiencing continual population and economic growth tend to have higher occupancy rates.
- Russellville, Searcy, Pope County, and Arkansas all have very similar affordability rates with 45-50% of renters and 80% of homeowners spending less than 30% of their income on their housing.
- Affordability in the city is higher than that of the state and nearly identical to Searcy. Having affordable housing allows residents to spend more money on goods and services in the city. This yields more sales tax revenue and can lead to other economic benefits for the community.
- The growth in Russellville’s housing market has occurred fairly recently. This newer housing stock should be in better condition and less prone to deteriorate than more historic housing. However, excluding 2006 and 2013, which saw large spikes in housing starts, it appears that housing growth has generally slowed since 2008.

Transportation

Figure 3.6.1 Travel Time to Work – Russellville and Selected Entities



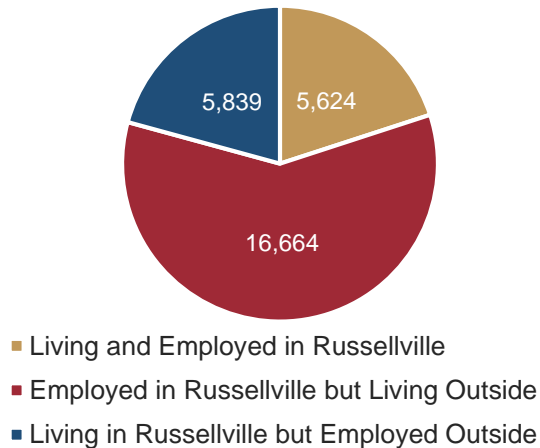
Source: ACS 2018 (5-Year Estimates) U.S. Census Bureau

Table 3.6.2 Distance to Work – Russellville

Total	Russellville Residents	Workers in Russellville
Less than 10 miles	58.8%	49.2%
10-24	5.7%	15.0%
25-50	4.8%	8.8%
50+	30.7%	27.0%

Source: U.S. Census

Figure 3.6.3 Job Flow



Source: ACS 2014 (5-Year Estimates) U.S. Census Bureau

Figure 3.6.4 Population Change – Russellville, Arkansas

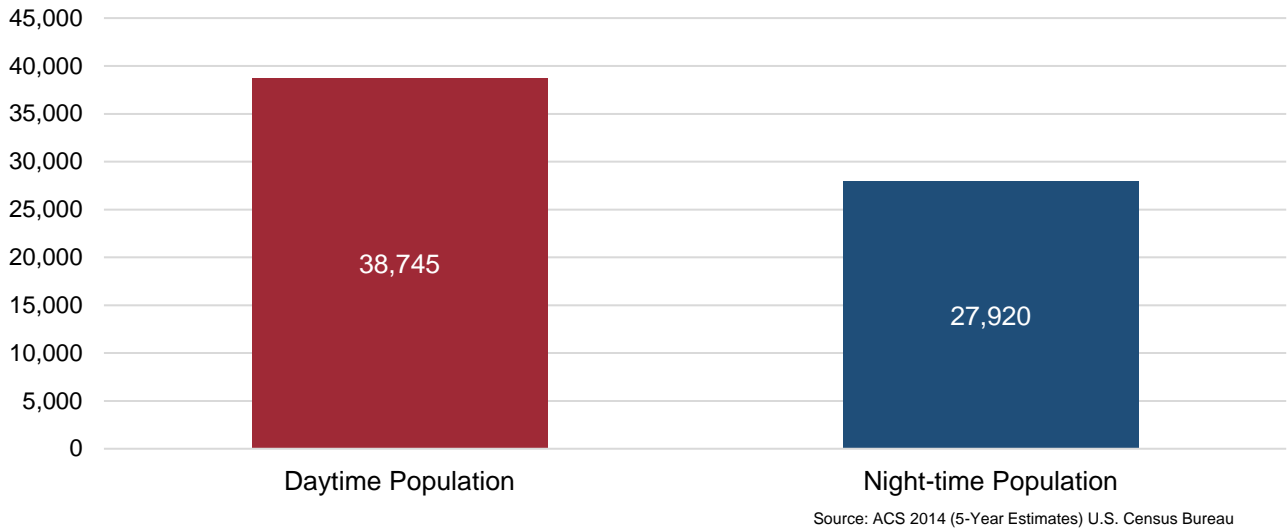
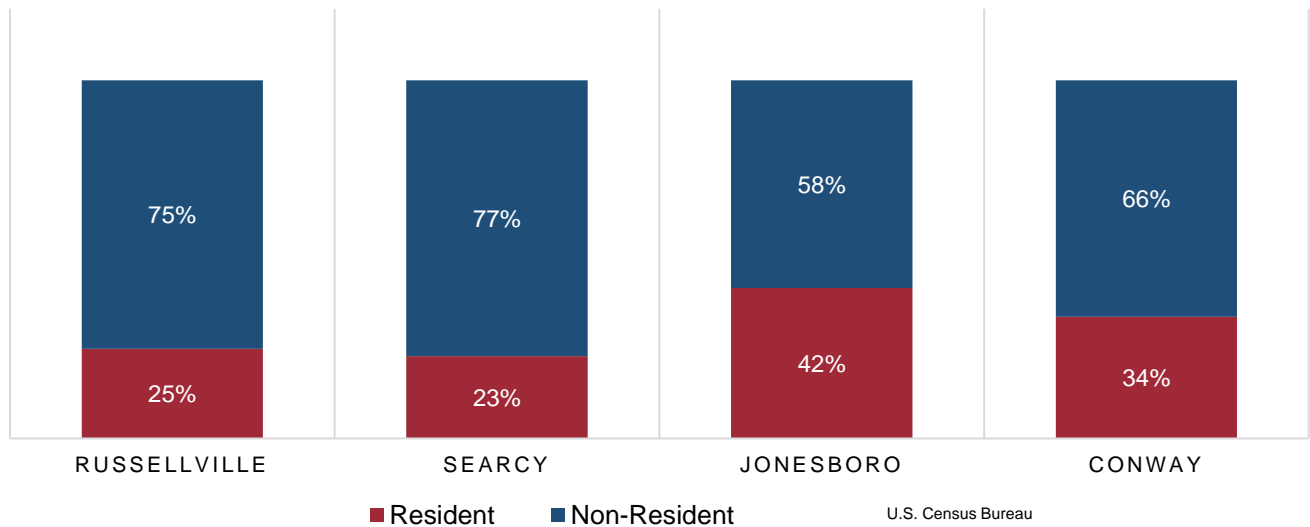


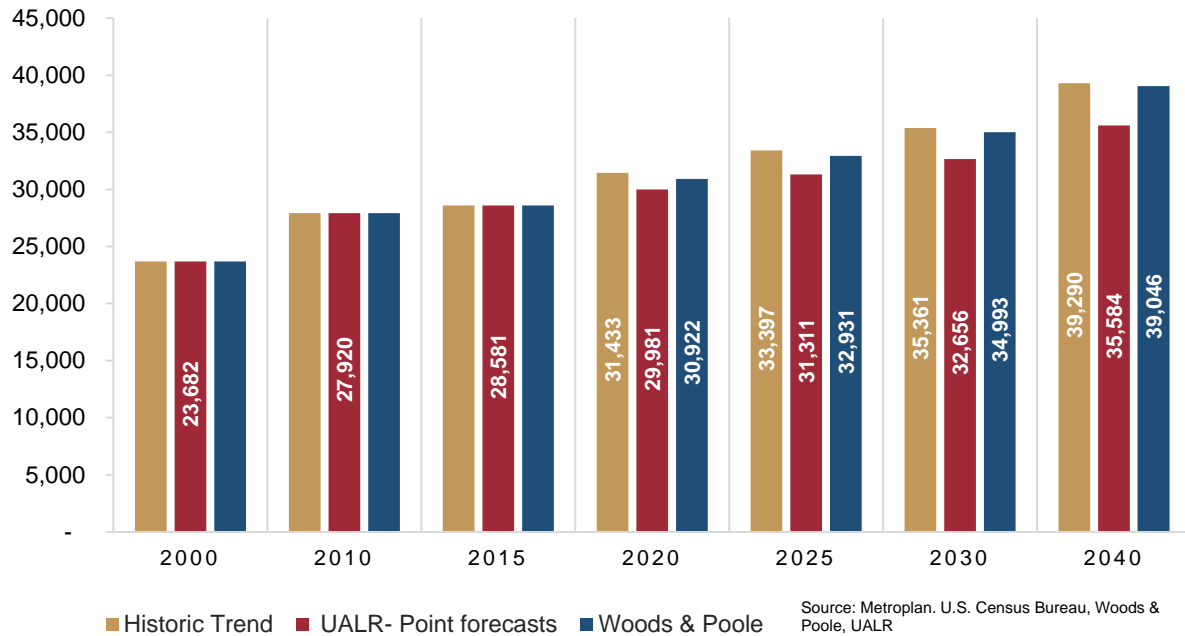
Figure 3.6.5 Employment Share by Resident Status – Russellville and Selected Entities



- 80% of people in Russellville drive less than 29 minutes to work every day. This is not surprising considering the city’s distance from other major employment centers. It would take over an hour to commute to Fort Smith or Little Rock for work. This is a boon to the quality of life for Russellville residents.
- Of the 22,000 people who work in Russellville only 5,600 live within the city’s boundaries. 16,500 live outside of the city and drive in for work every day. These are potential future residents of the city.
- There are almost 11,000 more people in Russellville during work hours. This increased population means more goods and services being purchased and consumed within the city. This leads to a stronger tax base and economic growth for Russellville. The city should focus its economic development efforts to continue to increase local employment.
- Russellville and Searcy have a much larger portion of their employment made up of nonresidents than Jonesboro or Conway. Russellville should continue enhancing quality of life to attract nonresidents to live in the city.

Population Growth Scenarios

Figure 3.7.1 Population Growth Scenarios



The Census Bureau estimates that the 2019 population of Russellville is 29,175. Russellville has been experiencing population growth since the 1880’s, but what will the population in Russellville look like going to 2040? The Woods and Poole projection show that population will have increased by over 5,000 people by 2030 and nearly 10,000 people by 2040. The UALR projections are a bit more conservative showing a growth of 3,400 people by 2030 and 6,400 by 2040. Both of these projections are based on extensive data analysis at the county level applied to the city, but what does the population look like if it continues to grow the way it has historically? The historical trend line based on a regression analysis mirrors the Woods and Poole economic based projection.

All indicators show continued population growth in Russellville. There is some discrepancy between how much growth will occur, but it is evident that there will be sustained growth. The city will have to plan to accommodate these additional residents. In what areas can the city’s housing stock be expanded? What roads will need to be improved? Should the city try to connect new development with pedestrian amenities? Can current facilities for water and sewer support the predicted growth? All of these questions and more need to be answered in order to make Russellville’s future secure.

2.3 Community Outreach Summary

The Community Outreach portion of the Comprehensive Plan consisted of stakeholder group interviews, city official and steering committee interviews, and a large public outreach forum. Nearly every demographic of the city was included in this extensive process of gathering input for the plan. Residents, students, and community leaders were encouraged to list Russellville's strengths and also provide specific recommendations regarding improving the city. Many different concepts and ideas were discussed and assimilated. The Community Outreach can be summarized in the following categories.

1. **Aging Public Infrastructure** – Aging public infrastructure was identified as a key issue during the kick-off meetings. Public infrastructure in Russellville is struggling to keep up with the city's growth. The groups discussed, in several different ways, how public infrastructure needed to be maintained. Additionally, there is consensus that the city does not have enough funding to maintain its current infrastructure. Finding new creative ways to fund city projects will need to be addressed within the Comprehensive Plan. Also, the plan will need to address directed future growth in order to decrease the strain on future public infrastructure. Public infrastructure is a main focus of the kick-off groups and it will be a focus of the comprehensive plan.
2. **Jobs** – Jobs were highlighted as a key issue during the kick-off group sessions as well. The participants stated that the city needs to capitalize on the talent being produced at Arkansas Tech University. These young adults can be a building block of the city's future. Additionally, the groups highlighted a need to attract higher tech and higher paying jobs into the city. Currently, there is a strong base of industrial employment, but efforts should be made to explore the enhancement of employment opportunities in Russellville. The Comprehensive Plan will provide the opportunity to take an in-depth look at jobs in Russellville. The city's current employment base provides a strong foundation for future growth.
3. **Downtown** – Russellville's downtown was highlighted as a key issue within the group sessions. The city recently completed a Downtown Master Plan that highlights ways the area can be improved. Continued public support and private financing will be necessary to continue to improve this area. Additionally, the groups identified the linkage of El Paso between the downtown and Arkansas Tech as a very important future development area. The historic downtown of Russellville is set on a path of revitalized growth. The continued nurturing of this growth can be accomplished through the Comprehensive Plan.
4. **Diverse and Stable Economy** – Diverse and Stable Economy – Ensuring a stable and robust economy was identified as a key issue in the community workshop. Attracting higher wage jobs and expanding the city's already solid industrial base were important issues of concern. The group was also interested in finding new ways for the city to partner with ATU to help facilitate small business development. In order for Russellville to have a secure economy, growth needs to be fostered. This issue is important to Russellville residents and will be carefully considered in the comprehensive plan.
5. **Public Utility Infrastructure** – Flooding caused by Prairie Creek continues to be an issue impacting the city mall area of downtown Russellville. In addition, other areas of the city also experience flash flooding concerns. The residents of Russellville want to pursue abatement of these issues. There is also interest in moving electric utilities below ground in the downtown to help enhance the historic atmosphere. The comprehensive plan will provide a unique opportunity to study these issues and other infrastructure issues more broadly.
6. **Arkansas Tech University Graduate Retention** – ATU graduates are viewed as one of Russellville's most valuable assets. The group suggested a need for higher skill jobs that could help graduates choose Russellville as a permanent area of residence. Additionally, the workshop discussed coordinating with the university to discuss which industries would have the most jobs for ATU students. Quality of life improvements were also seen as necessary to keep students in Russellville. These ideas will be further explored through the comprehensive planning process.
7. **Maintaining City Tax Revenue** – Maintaining the city's tax revenues and tax base was also discussed at length. The workshop participants are interested in seeing sidewalks, trails, and greenways being built in Russellville. Participants highlighted the need for more city revenue in order to make this possible. The possibility of creating new areas for tourism was also a major focus for increased revenue. The issue of maintaining city revenues is central to keeping Russellville's future secure. Different ways to enhance public revenues will be considered in the comprehensive planning process.

THREE: VISION AND GOALS

3.1 Major Issues

Economic Resiliency

Economic resilience is commonly known as the ability of a place or economy to withstand or recover from economic shocks, such as the loss of a major employer or new technology that can disrupt an industry. While economic resiliency may be a growing issue in Russellville, it is also a growing question for the global and national economies, as effects of globalization and automation (replacement of human workers with automated machinery) are being seen and felt. A central question for this plan will be, “How can Russellville become more economically resilient to withstand change in the future?”

With two companies accounting for about 30% of jobs within Russellville, the community is highly dependent on the success of a few key employers.

Why should this topic be a concern? Russellville is a jobs magnet. Nearly 17,000 workers commute into Russellville each day from areas surrounding the city. That figure represents a sum that is greater than half the population of the entire city. It also nears commuting statistics for cities such as Jonesboro and Conway, both with populations double that of Russellville's.

While the economy is also diverse, 30% of those jobs come from two employers in the food processing industry. As such, the city's economy is highly dependent upon that economic segment. With the rising threat and specter of automation affecting employment in this economic sector, should the city work now to insulate itself from any possible future jobs losses in this industry segment or others?

Declining incomes are an area of concern for the city. Russellville has seen drops in both its median household incomes and per person incomes over the last 25 years. Similarly, poverty rates in the community have risen and levels of educational attainment have declined slightly. These items are interrelated. The city should work at attracting more employment opportunities that will support a larger middle class.

Growth at Arkansas Tech University is outstripping the growth of Russellville as a whole. From 2003 to 2016, enrollment at the university approximately doubled. While this growth has slowed in recent years, it is likely to continue to exceed the city's growth rate. This also means employment growth. The university currently stands as the city's 2nd largest employer.

Russellville's Economy in 2040?

What does all this mean for Russellville's economy in 2040? Here are items the plan should address:

- Attracting new industry – What market segments should economic development efforts be focused on in the next 25 years?
- Automation and Industry – What industries in Russellville are most likely to close or be susceptible to employment loss due to automation? What can be done to plan for dealing with the impacts of this now?
- Entrepreneurship – Retention of a greater segment of ATU graduates could greatly benefit the community. Could programs to help encourage entrepreneurship help retain graduates and give rise to homegrown employment?
- Increased Poverty Rates – What strategies can be employed concerning trends with the increase of poverty?



Should ATU be seen as a growth industry for Russellville?

Community Change and Smart Development

Growth in Russellville should continue at a slow and steady pace. This growth will come with increasing diversity and shifting development demands.

Russellville has seen considerable change in the last 20 years and should see continued change over the next 20. The last 20 years has seen the city grow to nearly 30,000 people. Russellville has become increasingly diverse as well. The city's Hispanic population has grown by 3,500 since 2000, accounting for half of the population growth within the city during that time.

Since 2000, Parkway Drive east of Arkansas Avenue has seen considerable development, nearing build out today. Main Street and North Arkansas Avenue have seen some redevelopment, while some corridors like South Arkansas Avenue have declined. The Arkansas Avenue and Highway 321 interchanges are both nearly fully developed. However, despite numerous starts and stops, the Weir Road interchange remains undeveloped. Development may happen in the area soon due to the extension of utilities across I-40. How will the interchange area and new greenfield development opportunities affect the city's existing commercial corridors?

The city has also seen a shifting focus to downtown. Within the last five years, downtown has seen a remarkable resurgence, with little or no vacant storefronts remaining. Public investment in the El Paso corridor will soon lead to considerable redevelopment, and there is increasing interest in infill development within the community. This has been expressed through recent development proposals attempting to match changing needs within the housing market with smaller lot development and apartments.

Nationwide there is declining homeownership, and the confluence of market demands created by millennials and aging baby boomers has spurred new types of housing products. Locally, this has resulted in conflict. Often infill development increases density to provide a suitable return on investment for the developer. The market environment for development that existed 30 years ago or even 10 years is gone, making development today more challenging. How can the community meet changing housing needs in a way that respects the character of existing neighborhoods?

The West Main Street corridor is known for its large historic homes and mature trees. The corridor has seen increasing demand for office and commercial development. Some developments in recent years have respected the existing character of the corridor while others have not. How should development be managed in this area to ensure that the area retains its character and meet the needs of Russellville residents today?

Community Change by 2040?

What does all this mean for Russellville in 2040? Here are items the plan should address:

- Growth Management – What can be done to maximize available development opportunities without harming existing developed areas and corridors?
- Creating Places and Neighborhoods – Downtown's resurgence is part of a larger nationwide trend toward interest in creating "places." How do we align regulatory policy to encourage new development and redevelopment to create enduring places that live beyond a 30-year depreciation cycle?
- Changing Population, Changing Needs – How does Russellville meet the changing needs of a changing population by providing housing options that meet the full spectrum needs of its residents?
- West Main Street – How do we allow continued development of West Main Street without harming one of the city's greatest assets?



West Main has many beautiful historic homes like this one.

Quality of Life and Image

Quality of life and the perceived image of a city are key factors for community growth in the 21st century. Generational changes in priorities for work/life balance are changing the criteria millennials and baby boomers use in choosing where to live, making quality of life increasingly important. In the past, people moved to cities after they acquired work there. Today, people are increasingly moving to the place they want to live and looking for a job. This transition in priorities makes it essential that Russellville continue to focus on providing competitive quality of life amenities for its residents.

Quality of life will be a driving factor for growth in successful cities over the next 20 years.

The city has been working over the past decade to improve its parks system. New ball fields have been added at Pleasant View Park, disc golf courses have been built in multiple parks, and new trail systems have been built in the Ouita Coal Company land adjacent to Lake Dardanelle. Additionally, the city recently constructed a new aquatic facility. These new facilities coupled with Russellville's existing parks system provide a strong framework for recreational amenities within the city. The city should continue investing in its recreational infrastructure in the coming years as a growth strategy.

Although Russellville has a robust parks system, the bike and pedestrian network is lacking in connectivity throughout the city. The city is now focusing on extending the trail system and includes multi-modal trails which are shown in this plan. The city has completed many improvements, but existing infrastructure is disjointed and lacks interconnectivity. Additional investment in its bike and pedestrian network should continue so that the city is able to realize the full benefit of its existing investments. Future infrastructure should connect neighborhoods with parks, schools, and commercial areas.

Russellville is located in the heart of the Arkansas River Valley and has some of the state's most beautiful scenery, however, the main entrances to the community contrast against the area's natural beauty. Both the Arkansas Avenue and Main Street corridors contain a mix of new and old development that are not particularly visually appealing gateways to the city. Community image is important, as it defines how visitors and economic development targets perceive a community. Poor community image can also discourage business investment, as there is no assurance the value of your investment will be retained.



How can the city's gateways change to portray the best of Russellville? Are stronger design and landscaping standards needed?

The city of Russellville's development took off when the Little Rock and Fort Smith Railroad was constructed in the 1870's. June 2020 marked the 150th anniversary of the founding of Russellville. The downtown and the adjacent neighborhoods are rich with historic character. However, some areas of the city have become run down and blighted. Additionally, some development in recent decades has not held up well over time. Reinvestment in blighted neighborhoods be encouraged with creative programs and policy tools that will support and enable private reinvestment.

Russellville Quality of Life and Image in 2040?

- Quality of Life - Should quality of life be a key focus for city policy going forward? If so, what areas are residents most interested in investing in?
- Development Regulations – Are strong development standards needed to create more aesthetic development?
- Who is Russellville - What is the image of the city and should efforts be made to change it?
- Prairie Creek Greenway - What new trail linkages should the city invest in? Do areas like Prairie Creek represent dynamic development opportunities for the city's recreational amenities?

Infrastructure and Fiscal Health

The infrastructure in a city and the tax base that support it are essential to continued growth. The health of both the tax base and infrastructure in a city are directly related. A city cannot provide adequate infrastructure without an adequate tax base, and an economy to create a tax base is enabled by good infrastructure. As such, discussion of these items are a part of this plan.

Annexation is often viewed as synonymous with growth within most cities. Annexation means more territory and more residents. It also means more long-term liabilities that must be funded. It can also mean absorbing undesirable infrastructure. Unfortunately, many annexations do little to leave a city on stronger ground than before the annexation because the additional tax base absorbed may not cover the cost of the infrastructure liabilities that are also absorbed. However, sometimes strategic long-term benefits can outweigh other considerations, particularly when a city finds itself surrounded by other municipalities. This plan will consider potential annexation areas to determine potential annexation areas that might be of benefit to the city.

Annexation can sometimes have negative unintended consequences.

Russellville has aging sewer infrastructure that needs to be replaced. The areas within the city that can be served with gravity lines are mostly exhausted and now many new development areas will require use of pump stations. This will increase the cost of development and increase long-term maintenance costs. Additionally, inflow and infiltration of the system needs to be resolved through repair and replacement of old sewer lines. The water service in Russellville was recently awarded as the best tasting water in the country, and the system is in good condition. However, there are pipes in need of replacing and work is on-going. Russellville has an action plan to rejuvenate the water and sewer systems. Future development and redevelopment should align with planned utility improvements. Existing infrastructure can be made more efficient with infill development.

Drainage within the city is a major issue, especially along the banks of Prairie Creek. The city routinely experiences flash flooding along the creek and in other low-lying areas. This is largely because of development infringing on the flood plain. In the future, it will be important to mitigate drainage impacts of new development in order to help maintain the floodplain at its current extent. Furthermore, plans to improve Prairie Creek are essential for getting flooding issues under control.



Infrastructure and Fiscal Health in 2040?

- Stormwater Utility- Should the city create a utility service for stormwater to finance drainage improvements?
- Fiscal Health- How will new infrastructure development impact the city's fiscal health? Can the city continue to support its infrastructure with its current revenue?
- Development/Infill - As the city continues to buildout will the focus be on annexation or infill and redevelopment? Should development patterns that strengthen the tax be encouraged?

3.2 Vision and Goals

Russellville will be a vibrant, prosperous, and attractive community that provides a high quality of life for all its residents. The community will be home to a diverse and adaptive economy. The city will continue to invest in public infrastructure in a way that fosters quality of life and provides a foundation for economic growth. New development will be guided through a regulatory process that creates a strong sense of place and creates long-term community assets. Targeted public and private investment will be directed towards the Historic Downtown and the El Paso corridor creating walkable activity centers that have a regional draw. The city will maintain a balanced budget that provides for the needs of residents.

Vision Guiding Principles:

1. Preserve Open Space and Protect Environmentally Sensitive Areas.
2. Take Advantage of Existing Community Assets.
3. Foster Walkable Neighborhoods Which Offer a High Quality of Life.
4. Create a Range of Housing Opportunities and Affordable Choices.
5. Mix Land Uses for Pedestrian-Friendly Places.
6. Promote Attractive Development with a Strong Sense of Place.
7. Provide Recreational and Cultural Amenities
8. Provide a Variety of Transportation Choices and High-Quality Transportation Corridors.
9. Expand Economic Development Opportunities.
10. Provide Policies and Processes that are Predictable, Cost Effective, and Equitable to Residents and Developers.

Goals and Policies

The following goals and policies have been created to help direct action in key finding areas within the plan. These goals are to help with the actualization of the vision.

Goal areas:

1. *Economic Resiliency*
2. *Quality of Life and Image*
3. *Community Change and Development*
4. *Infrastructure and Fiscal Health*

Goal Area 1: Economic Resiliency

Economic resilience is the ability of a place or economy to withstand or recover from economic shocks, such as the loss of a major employer or new technology that can disrupt an industry. Technological and cultural changes are likely to drive major changes in the national economy in the next 20 years. These advancements could potentially have profound impacts on Russellville. Because economic activity is the force which underpins the community by providing jobs, creating wealth, and generating tax revenue for public use, the Russellville community will strongly support efforts to encourage future economic growth as the city and economy changes over time.

2040 Vision:

Russellville's economy will be robust, diverse, and resilient to change. The community will embrace economic change as means to create a more vibrant and prosperous community. Russellville will support and encourage entrepreneurship backed by a strong, skilled labor force. The community will provide a welcoming and positive environment for economic growth aided by supportive economic development entities, excellent infrastructure, good schools, and a high quality of life.

Goal 1: Maintain a diverse economy.

- 1.1 Actively work to identify changing economic trends driven by technological and cultural change.
- 1.2 Support economic development efforts in industrial/business sectors not currently in Pope County.
- 1.3 Support local public and higher education to produce a skilled labor pool.
- 1.4 Support collaboration between ATU and state/local economic entities on academic programming.
- 1.5 Support and foster collaboration between ATU and local employers on academic programming.
- 1.6 Identify and direct economic development efforts toward growing areas of the national economy.
- 1.7 Encourage economic development to retain existing employers.
- 1.8 Continue active support to establish the multi-modal industrial facility along the Arkansas River.

Goal 2: Create an economic atmosphere of entrepreneurship.

- 2.1 Support ATU programs directed toward small business support (Arkansas Small Business and Technology Development Center).
- 2.2 Encourage research activity at ATU with commercial viability for start-ups.
- 2.3 Evaluate barriers to start-up businesses.
- 2.4 Promote growth of local small businesses.
- 2.5 Support and encourage entities like Main Street Russellville that encourage downtown growth.
- 2.6 Encourage creation of a community culture of innovation.

Goal 3: Build and maintain a highly skilled labor workforce.

- 3.1 Help improve the existing labor force through support of career education and training programs.
- 3.2 Support programs that provide internship opportunities to ATU and Russellville High School students.
- 3.3 Work to provide a quality of life attractive to skilled and educated workers.

Goal 4: Foster a positive business environment.

- 4.1 Support economic development entities that work to grow the Russellville economy.
- 4.2 Maintain public infrastructure at a level that is desirable for private investment.
- 4.3 Provide fair, transparent, and predictable city regulations for business.
- 4.4 Provide efficient and fair approval processes for development.

Goal Area 2: Quality of Life and Image

Quality of life and the perceived image of a city are key factors for community growth in the 21st century. Cities that do not provide good quality of life for their residents are not likely to grow in the future. Generational changes in preferences focused on quality of life are changing the criteria millennials and baby boomers use in choosing where to live. In contrast to the past, people are moving to the place they want to live and looking for a job. This transition makes it essential that Russellville continue to focus on providing competitive quality of life amenities for its residents.

2040 Vision:

Russellville will be a model city in the region by providing a high quality of life and built environment. The community will be a desirable destination for new residents with exceptional social, economic, and recreational amenities. Russellville will have a strong identity and community pride aided by development that creates attractive community gateways, corridors, and districts.

Goal 1: Improve the aesthetic quality of new developments and enhance key corridors and city gateways.

- 1.1. Provide regulations that promote the creation of welcoming, attractive gateways into the community.
- 1.2. Regulate development on key corridors such as Main Street, Arkansas Avenue, and historic West Main Street in a way that enhances the community's aesthetics.
- 1.3. Provide development guidelines that encourage high quality site design.
- 1.4. Require the use of landscaping in developments as a way to buffer development and improve visual appearance.
- 1.5. Encourage development in gateways into the city to meet enhanced standards for visual quality and provide public monuments and landscaping.
- 1.6. Regulate downtown development through the use of downtown design standards.
- 1.7. Support and/or develop programs aimed at community beautification.
- 1.8. Enhance community gateways with investment in signage and landscaping.

Goal 2: Enhance community and recreational amenities.

- 2.1. Connect all parks, schools, and large commercial areas through pedestrian infrastructure.
- 2.2. Ensure city streets are complete by providing accommodation for pedestrian, bicycle, and vehicle users as appropriate.
- 2.3. Maintain a Parks Master Plan to guide park development and redevelopment.
- 2.4. Invest public funds to aid the creation of trail and greenway system including the Prairie Creek Greenway.
- 2.5. Develop both active and passive recreation opportunities and expand recreational programming.
- 2.6. Support the expansion of recreational use and opportunities with Lake Dardanelle.
- 2.7. Encourage the dedication of open space and recreation areas through the development process.
- 2.8. Maintain recreational facilities and work with community leaders to determine future enhancements.
- 2.9. Support the development of high public spaces through the development process.
- 2.10. Support community and faith-based institutions that work to enhance quality of life.

Goal 3: Pursue an economic development and growth approach that focuses on quality of life.

- 3.1. Continue to focus on infill development in the downtown area.
- 3.2. Encourage new developments to create spaces for pedestrians and connections to the city's existing active transportation system.
- 3.3. Pursue amenities that potential employees and employers will seek out to encourage them to relocate to Russellville.
- 3.4. Support private reinvestment in areas that have blighted buildings.

Goal Area 3: Community Change and Smart Development

Russellville will continue to grow and develop, with a projected 2040 population of 40,000. But how will the community develop and change as it grows? The Russellville of 2000 is not the same Russellville of 2020. The community has become increasingly diverse and its need continue to evolve. A well-crafted and intentional growth strategy will build a strong foundation for Russellville's future as it regulates development, invests tax dollars, and works to attract new businesses and residents.

2040 Vision:

Russellville will grow and develop in a smart way that meets the needs of its population. The city will effectively manage growth to create enduring places and neighborhoods, preserve and capitalize on existing assets, respond to changes in demographic trends and market preferences, foster economic vitality, respect and preserve the environment, and closely steward taxpayer dollars.

Goal 1: Guide and carefully direct growth in a smart and responsible manner.

- 1.1 Encourage development in areas already served by city services, where service provision is most cost effective.
- 1.2 Encourage development that is compatible with the natural and built environments of the surrounding area.
- 1.3 Encourage development that creates long-term community value.
- 1.4 Create thriving, vibrant neighborhoods, districts, and corridors that are distinct places.
- 1.5 Promote mixed-use development that combines commercial, residential, and office functions in the same building.
- 1.6 Ensure new developments locate where they can be properly accommodated by public infrastructure.
- 1.7 Promote development that builds the city's tax base and generates sufficient tax revenue to pay for the life-cycle costs of its supporting infrastructure.
- 1.8 Encourage development that provides necessary services to underserved populations.
- 1.9 Adopt a comprehensive plan that plans for continued population growth through the year 2040.

Goal 2: Enhance the city's land use regulations and development review processes.

- 2.1 Provide and carry out land use and building regulations that protect the health, safety, welfare, and aesthetics of the community.
- 2.2 Utilize land use and building regulations to create vibrant, sustaining places that create long-term value for the community.
- 2.3 Use innovative regulatory tools designed to address community problems identified in the plan such as building design standards, landscaping requirements, character zoning, etc.
- 2.4 Promote use of land use tools that allow flexibility in site design and layout for innovative developments.
- 2.5 Utilize land use regulations to enhance and protect key areas and corridors in the community such as city gateways, the El Paso District, Downtown, West Main Street, Arkansas Avenue, and Main Street.
- 2.6 Support policies that allow the construction of a variety of housing types and price ranges to meet the needs of residents of all ages and incomes.
- 2.7 Provide timely and efficient review of development proposals.
- 2.8 Provide fair, consistent, and transparent review and evaluation of all development proposals.
- 2.9 Ensure development review is conducted to evaluate potential external impacts of development on adjacent properties.
- 2.10 Ensure that the planning commission is representative of the larger community.

Goal 3: Encourage development within the heart of the city.

- 3.1 Support and encourage private investment in downtown by leveraging public resources and infrastructure.
- 3.2 Reinvest in the infrastructure of the city's existing neighborhoods.
- 3.3 Encourage mixed-use infill development and building rehabilitation in downtown.

-
- 3.4 Use targeted but fair code enforcement focused on neighborhoods where blighting influences may discourage private investment.
 - 3.5 Encourage home ownership as a means to promote long-term community investment.
 - 3.6 Encourage residential infill development in the city's historic neighborhoods surrounding downtown.
 - 3.7 Use state and federal programs that help aid in the rehabilitation of historic buildings in the downtown.
 - 3.8 Provide public space that attracts residents to the Downtown Historic District and El Paso District.
 - 3.9 Use regulatory incentives to encourage downtown investment.
 - 3.10 Encourage the preservation and rehabilitation of Downtown historic structures.
 - 3.11 Support and encourage entities like Main Street Russellville that encourage downtown growth.

Goal 4: Ensure diverse community voices are heard and public spending reflects the needs of a diverse community.

- 4.1 Consult with minority populations in the city to make sure community amenities serve all populations.
- 4.2 Encourage greater community engagement from the community as a whole and among minority populations.
- 4.3 Ensure public spending is directed in a fair and transparent manner to meet the needs of the entire community.

Goal 5: Maintain the Comprehensive Plan and use it to guide future growth.

- 5.1 Conduct annual reviews of the comprehensive plan and land use regulations to ensure they remain applicable and up to date.
- 5.2 Russellville's land use regulations will be consistent with and designed to carry out the provisions of the comprehensive plan.
- 5.3 Future street construction will substantially conform to the transportation component of the plan.
- 5.4 Development and rezoning proposals will be evaluated in terms of their compatibility with the comprehensive plan.
- 5.5 All development and rezoning requests will substantially conform to the comprehensive plan.
- 5.6 Review all developments in relation to specific and detailed provisions that at least:
 - A- Regulate the subdivision of land.
 - B- Regulate the use of land to ensure compatibility of adjacent areas.
 - C- Regulate drainage and protection of areas which flood or are environmentally sensitive.
 - D- Ensure safe and convenient mobility for vehicular, bike, and pedestrian users.
 - E- Ensure developments do not result in a reduction in any adopted level of service for infrastructure.
 - F- Ensure development does not outstrip the capacity of the land or infrastructure supporting it.

Goal Area 4: Infrastructure and Fiscal Health

The infrastructure in a city and the tax base that support it are essential to continued growth. The health of both the tax base and infrastructure in a city are directly related. A city cannot provide adequate infrastructure without an adequate tax base, and an economy to create a tax base is enabled by good infrastructure. Infrastructure and fiscal health are vital to future growth and must be addressed and reinforced through the planning process.

2040 Vision:

Russellville will continue to provide and maintain excellent public infrastructure as a foundation for the city's economy and tax base. The city will pursue policies, programs, and actions that promote the fiscal health of the city and careful stewardship of tax dollars.

Goal 1: Coordinate growth and utilities in the most efficient and effective manner.

- 1.1 Control the extension or provision of utilities in order to carry out the provisions of this plan.
- 1.2 Ensure no approved development will result in a decline in the adopted level of service for public infrastructure.
- 1.3 When Technically feasible, require all developments within the Planning Area Boundary to be served by central water and wastewater services.
- 1.4 Require all developments to install public utilities and become annexed to the city as a condition of tying onto city utilities.
- 1.5 Encourage development to occur where it can be supported by the transportation and utility infrastructure.

Goal 2: Provide a multi-modal transportation system that benefits all residents.

- 2.1 Bike and pedestrian users will be given consideration in the planning and design of all transportation facilities in the city and planning area.
- 2.2 Bike and pedestrian facilities will be constructed as part of all new development and transportation facilities according to the provisions of this plan.
- 2.3 The city will monitor mobility and access options for citizens with disabilities as part of the development process.
- 2.4 New developments must provide for the interconnection of existing and proposed streets to permit the orderly expansion of the city's transportation system.
- 2.5 Access management will be considered in revision of development regulations and evaluated upon reviewing all development plans.
- 2.6 Provide improved roadway facilities to improve traffic flow on the east side of Russellville.
- 2.7 Create targeted access management plans to help better regulate how new developments impact major thoroughfares.
- 2.8 Enhance east/west accessibility with pedestrian amenities to help increase walk/bike work trips.

Goal 3: Maintain a healthy tax base.

- 3.1 Prioritize the maintenance of existing utility and transportation infrastructure over the expansion of new facilities.
- 3.2 Promote development patterns such as mixed-use development that yield higher tax revenue per acre.
- 3.3 Continue policy actions that provide adequate funding for the maintenance and life-cycle costs of the city's transportation infrastructure.
- 3.4 Ensure local tax policies provide adequate revenue to meet the city's ongoing liabilities.
- 3.5 Promote policies that will create homegrown jobs with strong wages.
- 3.6 Capture more regional shopping at local shops within the city through coordination between the chamber of commerce and the city.
- 3.7 Work to retain existing jobs and residents within the city by maintaining a strong quality of place.

Goal 4: Address drainage problems in Russellville.

- 4.1 Actively work with the Corps of Engineers to improve drainage along Prairie Creek.
- 4.2 Ensure developments adequately address drainage to ensure new drainage problems are not created.
- 4.3 Provide regulations that ensure drainage issues caused by development are properly mitigated.
- 4.4 Invest in public infrastructure to improve drainage problems throughout the community.
- 4.5 Promote the use of green infrastructure as a way to work with the environment to prevent localized flooding risks and drainage problems.
- 4.6 Use innovative programs and policies like a stormwater utility to ensure adequate mechanism are in place to finance public investment in drainage infrastructure (long term goal).

FOUR: THE PLAN

4.1 Land Use Plan

Place Types Standards Plan

Place types were formulated for the purpose of further categorizing zoning types and compatible land uses. Russellville has many quality-of-life amenities and developable land. The goal of place type categorizations is twofold: to begin to establish a unique sense of identity for various areas of the city of Russellville, and to encourage city officials and developers to consider these areas as such.

Natural

Special Environmental Areas (N-ENV)

Character: Areas suited for natural preservation and resource conservation. These areas include environmentally sensitive areas such as floodplains/floodways, wetlands, or areas with slopes exceeding 20%. Development can occur in these areas, however, it should be minimally impactful and mitigation should be encouraged. These areas may feature passive recreation facilities such as trails.

Land Use: Vacant/Recreational

Density: Little development/ Low density

Utility Requirements: None

Related Zoning: Conservation District



Recreational Area (N-REC)

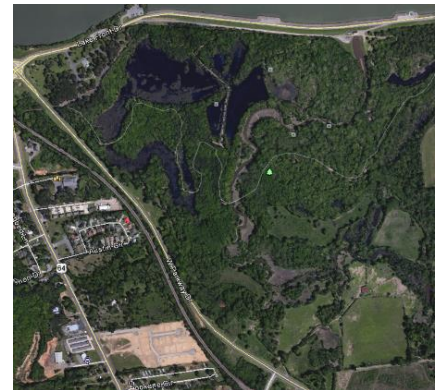
Character: Areas intended for recreational use. These uses include golf courses, soccer fields, baseball complexes, and other similar recreational facilities. Development should be approved on a case by case basis that thoroughly vets the nature of new developments. The natural function of land in this area should be preserved. When alterations to the physical form of the land are required changes should be mitigated.

Land Use: Recreational/Vacant

Density: Sparsely spread buildings that meet public functions or park needs.

Utility Requirements: Possibly water or sewer

Related Zoning: All zones



Rural

Rural Neighborhood (R-NHD)

Character: Areas in the periphery of the city. These spaces have no uniform development pattern. There are a range of housing types and lot sizes. Agricultural functions are also in this area. This development pattern includes all rural areas that do not have commercial functions. Development is located within natural land uses, typically on large lots.

Land Use: Agricultural/Rural Residential

Density: 1 unit per acre or less, 1 acre + for Agricultural uses

Utility Requirements: Water

Related Zoning: A-1, R-E



Rural Corridor (R-COR)

Character: Areas on the periphery of the city. These spaces have no uniform development pattern. Typically, the lots are quite large, Corridors can have commercial, residential, and institutional uses. Commercial uses may include paintball ranges, rodeos, or racetracks. Accessibility is mostly limited to automobile traffic.

Land Use: Mixed Residential, Institutional, and Limited Commercial Uses

Density: 1 unit per acre or less, 1 acre + for other uses.

Utility Requirements: Water, sewer possible

Related Zoning: A-1, R-E, (new category recommended -Rural Commercial)



Suburban Residential

Suburban Single-Family (S-SFR)

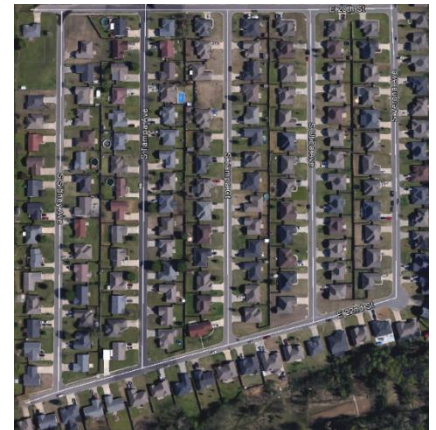
Character: Areas set aside for neighborhoods of single-family homes. These include low density subdivisions that have already been platted but have not been completely built out. The area is mostly made up of single-family detached homes with driveways and garages. These neighborhoods have auto oriented functions.

Land Use: Single Family

Density: 3-6 units per acre

Utility Requirements: Sewer/Water

Related Zoning: R-1, R-2S



Suburban Multi-Family (S-MFR)

Character: Areas include a mixture of housing types including duplexes, triplex/quadplex, and apartments. Each type of development is constructed such that the entire building can house many individuals. The area has single family housing mixed in, but not fully developed subdivisions. These areas are typically characterized by one to four-story buildings with medium-sized parking lots.

This character area should be sensitive to its surroundings. There may be surrounding areas of already developed lower density housing where a lower density of multifamily is appropriate. For example, instead of a four-story apartment building, the apartments or other multifamily are limited to two stories and a maximum footprint size to be in keeping with the scale of the existing neighborhood.

Land Use: Mixed Residential, Large Scale Multi-Family, Small-Scale Multi-Family, Single-Family

Density: 24 units per acre or less (some areas may require a lower density cap to preserve scale and compatibility in existing neighborhoods)

Utility Requirements: Sewer/Water

Related Zoning: R-3, an additional new zoning category should be considered as well



Suburban

Suburban Corridor/ Transitional (S-COR)

Character: Areas include commercial and office developments that are either abutting an arterial corridor or within a transition area. These businesses or offices are set back with some parking in front. The areas are auto oriented and are mainly low-rise buildings. These areas contain fast food drive-ins and large parking lots. In transitional areas, the parking areas should be arranged so that no more than 50% of the parking is in front of the building to help change the feel and scale of the developments and facilitate transition.

Land Use: Sewer Uses, Retail, Office

Density: N/A

Utility Requirements: Sewer/Water

Related Zoning: R-O, C-2, C-4



Suburban Center (S-CEN)

Character: The largest commercial centers in the city. The commercial centers include large box stores with expansive parking lots. The box stores will often be connected and create large shopping centers. The connected nature of the box stores will lead to some provision for pedestrian amenities in order to get to stores directly adjacent. These areas will also be well landscaped.

Land Use: Sewer Uses, Retail

Density: 3 acres +

Utility Requirements: Sewer/Water

Related Zoning: C-3, C-5

**Urban****Downtown District (U-DTN)**

Character: Multi storied buildings accommodating a mixture of uses inside individual structures. Buildings are built up to the public right of way and pedestrian amenities are provided for transportation. Parking for buildings may be located in parking structures. There is a well-connected grid network of streets with on street parking. The area has well-designed streetscapes and public spaces that vary in nature. Cars are parked and then pedestrians navigate the downtown by foot. Residential uses are located above commercial or office functions.

Land Use: Downtown

Density: 1.8 Floor Area Ratio

Utility Requirements: Sewer/Water

Related Zoning: C-1

**Inner City Office (U-ICO)**

Character: Single and multi-storied buildings accommodating a mixture of uses inside individual structures. Buildings have shared parking areas. There is a well-connected grid network of streets with on-street parking in some areas.

Land Use: Along corridors

Density: N/A

Utility Requirements: Sewer/Water

Related Zoning: C-1



Neighborhood Center (U-NCN)

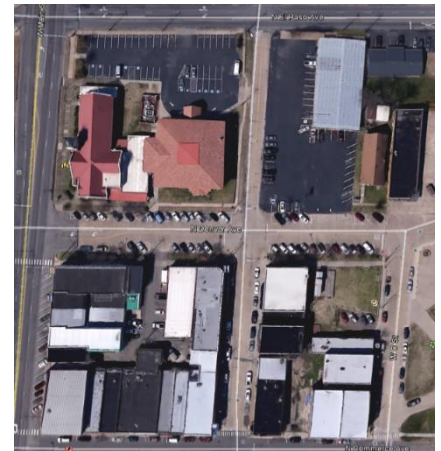
Character: Commercial nodes meant to provide mixed-use and small-scale commercial functions. These areas are connected to abutting neighborhoods through pedestrian amenities. The buildings front the street with on street parking and have parking in rear of commercial buildings. Residential uses also exist in this area and may be located above commercial structures. Streetscapes are well designed and there are public spaces.

Land Use: Small Scale Mixed-Use

Density: N/A

Utility Requirements: Sewer/Water

Related Zoning: (N-C)



Traditional Neighborhood (U-TND) (Historic)

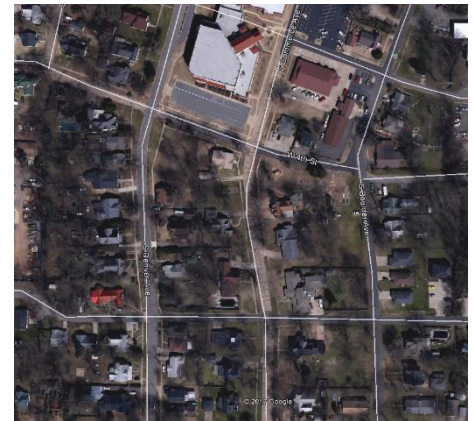
Character: These neighborhoods are adjacent to the downtown and were developed before the automobile influenced land use. These neighborhoods are characterized by minimal setbacks between single family homes. Houses may have an alley in back for parking or parking on the street, but most homes have parking via a garage in the front of the house. Density can be less than in the walkable neighborhood, depending on how large the lots were designed to be historically. Lot sizes are not uniform, but larger lots are less common.

Land Use: Single Family Detached Homes, Attached Homes, Multi-family

Density: >10 units per acre

Utility Requirements: Sewer/Water

Related Zoning: R-2, (N-T)



Walkable Neighborhood (U-WND) (New)

Character: Medium density residential neighborhood characterized by development abutting the street. Garages exist but are at back of the houses or even with the front porch. The roads have on street parking and there are sidewalks and other pedestrian amenities. Town homes or other multi family structures are mixed in with single family housing. These areas can be more dense than traditional urban neighborhoods depending on how much multi-family housing is constructed.

Land Use: Predominantly Single Family with a mix of Small-Scale Multi-Family

Density: <12 units per acre

Utility Requirements: Sewer/Water

Related Zoning: (N-W)



Special

Institutional Campus (SP-INS)

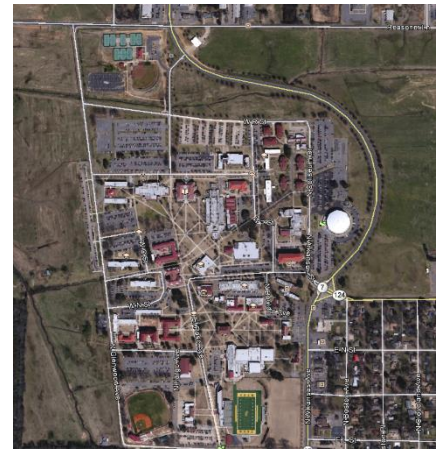
Character: These areas are composed of large-scale campuses. These campuses could be office complexes, college campuses, large public schools, or other similarly outlying land uses. These uses are typically disconnected from other uses. Uses have an internal focus with clustered buildings that are repetitive in use and or design.

Land Use: Office, Public, Institutional

Density: Depends upon the use/purpose

Utility Requirements: Sewer/Water

Related Zoning: EPU



Industrial Area (SP-IND)

Character: Industrial complexes made up of large-scale industrial operations. These areas preclude other types of uses from occurring. The developments are internally focused and usually require large scale buffering/landscaping between adjacent uses. Typically located away from the city center, but close to major transportation amenities.

Land Use: Industrial

Density: 1 acre +

Utility Requirements: Sewer/Water

Related Zoning: M-1, M-2



El Paso District (SP-ELP)

Character: Special district connecting ATU to Russellville’s downtown. This special study area is characterized by small scale mixed-commercial uses combined with dense residential development that support ATU. Commercial buildings may have residential functions as the second story. Commercial uses are directly abutting El Paso and residential uses fan out from there.

Land Use: Commercial, Duplex, Multi Family, Apartment

Density: < 36 units per acre

Utility Requirements: Sewer/Water

Related Zoning: EPU



River Dependent Development (SP-RDD)

Character: Special district that consists of developments that occur along the Arkansas River. These can be industrial, recreational, governmental, and other.

Land Use: River Dependent Development

Density: N/A

Utility Requirements: Possibly water or sewer

Related Zoning: varies based on use.



4.2 Key Infill and Redevelopment Areas Plan

El Paso District

El Paso Avenue has seen revitalization in recent years. As a collector and local road, the corridor was identified by the University and City both as a key area for mixed-use residential and commercial development. The avenue currently has an impressive view of Arkansas Tech University as travelers drive north, closer to campus. New roads and street lighting, as well as bike lanes and landscaping make this corridor stand out among other streets in Russellville.

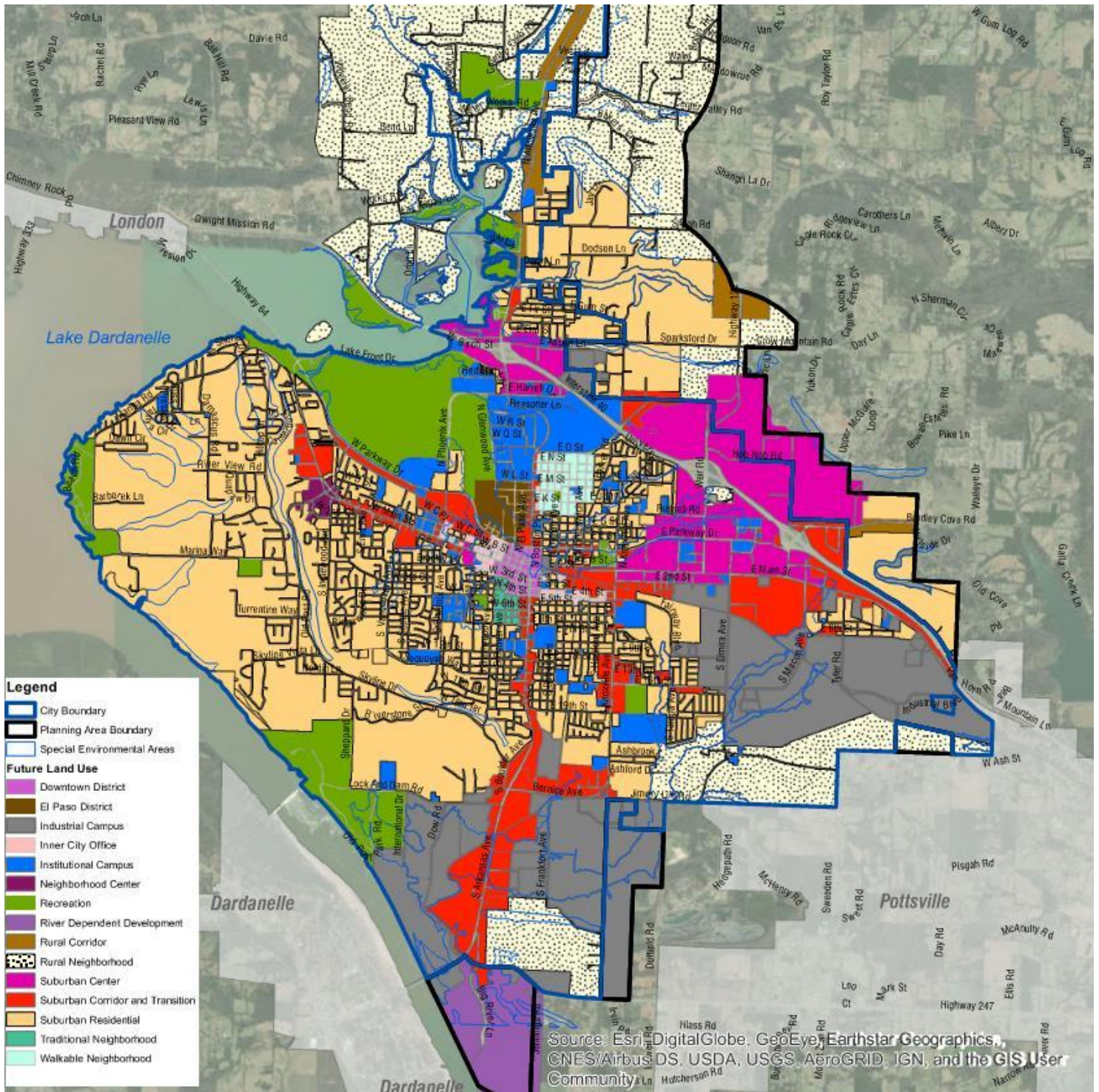
In Fall of 2017, plans were adopted specific to the El Paso district. Guidelines were established as to the corridor's future commercial and residential development. Some of the recommendations include promotion of mixed-use developments with an emphasis on student housing. This plan adheres to the stipulations put forth in the El Paso plan.

Downtown District

Russellville's downtown has seen significant revitalization in recent years. The area expands nearly three blocks in each direction, featuring significant historic buildings such as the City Hall and Fire Station, as well as many improved facades of traditional shops along Main Street. Traveling further down Main to the west reveals mixed-use development on the fringe of the downtown area. Specific plans were adopted in fall of 2017 to guide the development of diverging styles of mixed-use, more contemporary development style and classic, historic downtown appeal. This plan adheres to the stipulations put forth in the downtown plan.

4.3 Future Land Use Plan

Map 4.3.1 Future Land Use Plan (see large format map for detailed information)



4.4 Transportation and Mobility Plan

The transportation plan is based on the Master Street Plan, which proposes new arterials, collectors, and several local roads. The master street plan focuses on establishing an outer loop of collector roads to create a grid allowing for future development in the city. An additional section of the plan is focused on multi-modal transportation, such as strategic locations for multi-modal, shared-use trails.

Master Street Plan

Existing Street Classification Map

The map below depicts the city's existing street classification as denoted in its present Master Street Plan. The city is built around its east-west and north-south axes, Main Street and Arkansas Avenue. Traffic counts within the city have remained largely steady over the last 10 years with exclusion of Weir Road, which has seen traffic increase 10%. However, this has accompanied a drop in traffic on Main Street east of Weir Road.

The existing classification of most streets appear appropriate. While some roadways listed as minor arterials function as collectors, these corridors may need larger rights-of-way in the future. The existing Master Street Plan provides little consideration of the Russellville's northern growth area. Several collector streets have been added in the northeastern planning area on the updated Master Street Plan.

Map 4.4.1 Existing Street Classification



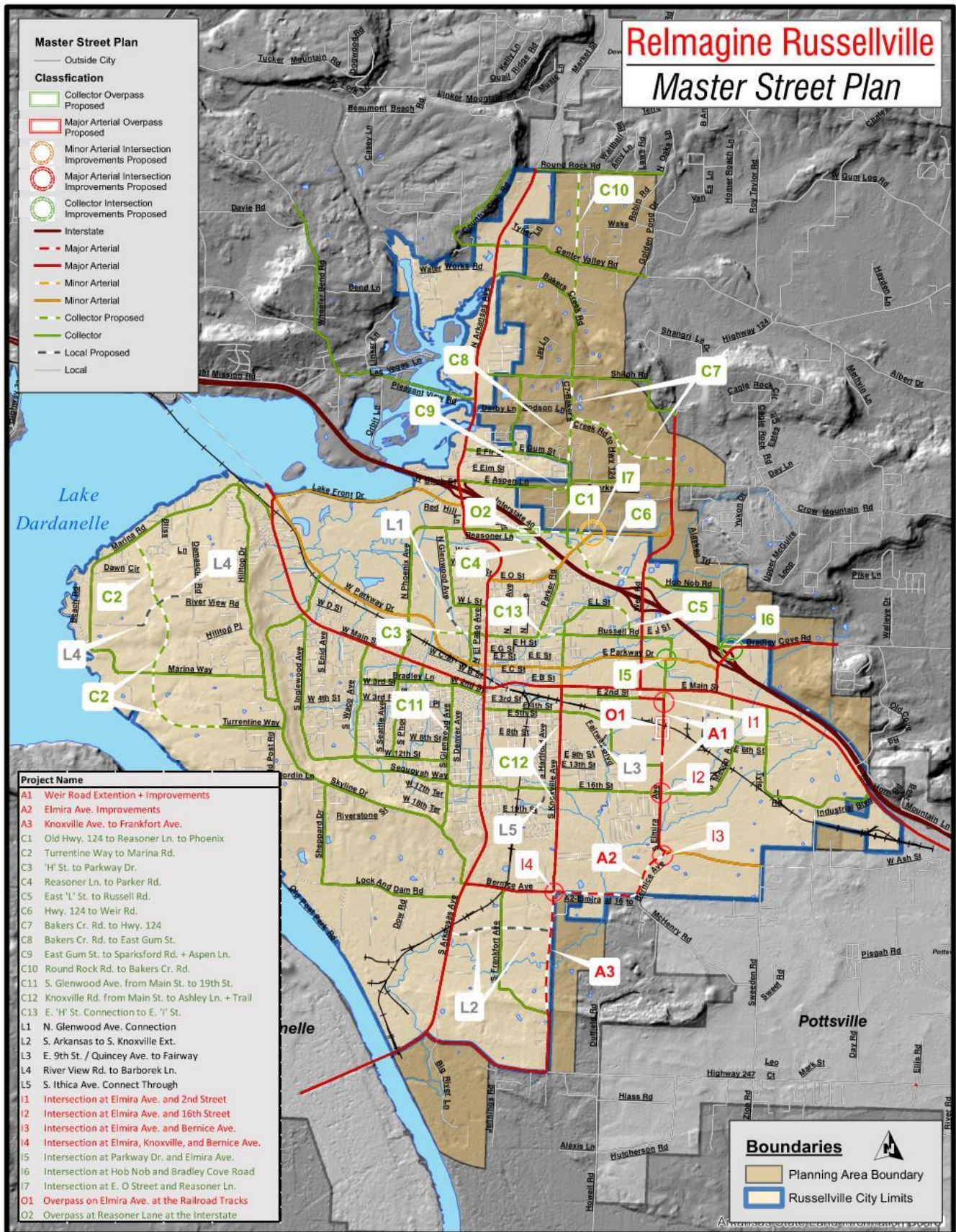
Future Street Connectivity and Proposed Master Street Plan

Many of the city's street projects have focused, in recent years, on increasing connectivity within the street network, which helps distribute traffic loads. However, traffic counts on Arkansas Avenue and Main Street will likely continue to grow.

This plan has identified that growth is expected toward the northeast, and a secondary north south connection, along Weir Road and Elmira Ave, is being studied to help alleviate traffic congestion. Poor access management along these roadways has contributed to a reduced capacity and an increase in congestion. Better access management could help forestall the need for future improvements.

The plan recommends examining opportunities to implement access management policies through redevelopment along Russellville's main corridors and future expansions of current systems.

Map 4.4.2 Potential Future Streets (see large format map for detailed information)



Typical Street Sections

For each type of street shown on the Future Street Map, there is an associated Typical Street Section. Some classes of street have more than one typical section, and the most appropriate street section will be determined by city staff based on the type of development, impact to the street infrastructure, and other factors.

Typical Street Sections provide the minimum requirements for each type of street within the city. They explain the minimum Right-of-Way space that is needed to allow adequate space for all required components. Components can include driving surfaces, turn lanes or medians, green space, sidewalks, sidepaths, drainage and utilities.

The requirements shown in the Typical Sections are based on many factors including average daily traffic, speed limit, the bike/pedestrian connections required, and utilities that are necessary. They range from Residential Roadways to Major Arterial Roadways. The Typical Street Sections can be found in Appendix 2.6

Proposed Arterials

This plan recommends access management of arterial roads throughout the planning area to preserve roadway capacity and forestall future street widening. Many of the arterial roads within the planning area are state highways. Access management of these roads will likely require access management agreements with the Arkansas Department of Transportation. One arterial connection is proposed in this plan. Two streets will be improved to the Arterial Street section requirements in order to meet ARDOT Standards.

The primary function of arterials is to move high-volume traffic. Ideally, this function would be protected. However, historic development patterns and economic factors sometimes lead to problems in maintaining high-volume traffic flow. Many of the city's arterial roads were initially constructed and subdivided in a manner that placed a priority on access, not moving traffic. As the city has grown, traffic along these primary corridors has increased dramatically and their roles have changed. Examples include the high-traffic along Main Street during peak hours, which makes it difficult for local drivers to access areas on Main Street. Another example is the undesirable presence of large semi-trucks traveling through the scenic downtown. This access-traffic flow conflict reduces their efficiency and capacity. Such issues cannot be easily or readily amended, and addressing them requires steady planning and dedicated, long-term implementation of access management standards and policies. Additionally, establishing an outer system of collectors to mitigate heavy traffic around the City and away from downtown will solve some of these problems over time.

Economic factors can also play a role in determining the long-term efficiency and capacity of arterial roads. The high traffic volumes on arterial connectors attract commercial development that desires a great degree of property access. These development demands can easily result in a proliferation of access points/ curb cuts and greatly diminished capacity and traffic flow. Because cities in Arkansas depend heavily upon sales tax revenue, the Planning Commission faces a constant need to balance traffic concerns with economic development concerns. Finding that balance will be important to ensuring economic growth and protecting taxpayers. Methods of achieving this balance include access management where possible especially on arterial roads within Russellville.

A1 Project: Major Arterial — Weir Road Extension to 2nd Street with Improvements to Elmira and 16th Street

Location: East Russellville

Length: 0.85 Miles

Priority: 3 – 8 years

Purpose: This major arterial proposal would provide an alternate method of travel in east Russellville. Connecting Weir Road to Elmira Avenue through a series of improvements and a short extension of Weir Road through Main Street which would provide an alternate route to eastern Russellville from the South and from the Northeast. The improvements include extending Weir Road through Main Street to 2nd Street, updates to 2nd street to the arterial street standard and intersection updates to 2nd street and Elmira. On Elmira updates include construction of an overpass where the current Railroad intersection is, and realignment of Bernard Avenue to line up with the driveway to Americold, providing direct access from

Conagra to Americold without the need for right and left turns within such a short distance. Improvements ending with updates to the intersection at Elmira and 16th Street.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

A2 Project: Major Arterial – Elmira at 16th Street Intersection to Bernice Avenue Improvements

Location: South Russellville

Length: 1.5 Miles

Priority: 8 to 12 years

Purpose: Intersection and Road improvements to ARDOT standards for travel which will allow the City to do a Road Swap from Knoxville to Elmira ensuring that commercial traffic would use the new connection allowing the residential areas surrounding Knoxville to reflect that residential neighborhood feel. Realignment at Bernice straight through to Jimmy Lile Road and realignment of the intersection at Elmira and Jimmy Lile Road.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

A3 Project: Major Arterial — Knoxville Avenue to Frankfort Avenue

Location: South Russellville

Length: 1.19 Miles

Priority: 13 to 20 years

Purpose: Providing an alternate connection from Highway 247 into Russellville from the south, this connection would potentially encourage development of an area largely undeveloped. Although, due to the nature of development of the existing area this may continue acting as an industrial area although there are pockets of land that could develop as small residential neighborhoods.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

Proposed Collectors

The Master Street Plan designates thirteen (13) new collector road connections. It is typical to design collectors so they will not function as continuous through streets but serve to collect traffic and empty onto adjacent arterial corridors. In a grid-street pattern, a street several miles long may serve as a collector rather than an arterial if its predominant use is only to reach the next junction with an arterial. This improved connectivity allows the transportation system to be less dependent on large arterial roads to move traffic. Examples of this kind of network can frequently be seen within the older sectors of many cities.

The policies and proposals of this plan support a street network that uses collector streets to improve connectivity. The City will strive for a system of collector streets spaced approximately one-quarter to half a mile in both north-south and east-west directions.

In most cases there are existing streets or extensions of existing streets that were selected to become designated collectors. In undeveloped areas, they are indicated on the Master Street Plan Map as general locations. As new developments occur, developers will be responsible for construction of the collector street system, which will include improving all or a portion of existing streets located within or adjacent to the developments.

Some streets designated as collectors are fully developed in a manner that will preclude their being brought into compliance with the standards adopted. These are maintained as collectors on the plan for two reasons. First, their designation as collectors may result in avoiding any further degradation to their functional classification. Second, in the event that major redevelopment does occur in the future, the Planning Commission may, at that point require that such redevelopment adhere to the provisions of this plan.

C1 Project: Collector - Old Highway 124 to Reasoner Lane to Phoenix

Location: Northeast Russellville

Length: 2.0 Miles

Priority: 8 to 10 years

Purpose: Connectivity from Northeast Russellville primarily to help ensure emergency services access to facilities in the event of emergencies. This provides an east to west connection in northern Russellville that would help increase mobility throughout town. This key connection is one of a couple east to west connections proposed.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

C2 Project: Collector - Turrentine Way to Marina Road

Location: West Russellville

Length: 2.42 Miles

Priority: As development occurs

Purpose: This proposed collector will provide easier through-traffic for those who would typically have to travel along Marina Road to reach South Russellville. The collector would also intersect with a proposed local road the connect Barborek Lane and River View Road, increasing overall connectivity in this generally rural-residential area of the City. This would be in alignment negotiated and agreed upon by the City.

How this project helps meet goals:

- Included in the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

C3 Project: Collector - West H Street to Parkway Drive

Location: Central Russellville, south of ATU

Length: 0.34 Miles

Priority: As development occurs

Purpose: This connection would extend what is the second of two east to west corridors one in northern Russellville and this one in central Russellville. This connection will help ensure alternate routes from east to west, and vice versa throughout Russellville. Currently only direct routes include Parkway Drive, Main street, and 16th street. This connection along with the 16th street connection provides connectivity through residential neighborhoods.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

C4 Project: Collector - Reasoner Lane/East Harrell Drive to Parker Road/East O Street

Location: Northeast Russellville, near I-40

Length: 0.56 Miles

Priority: As development occurs

Purpose: This half-mile proposed collector would connect the dead-end Reasoner Lane / Harrell Drive to an important intersection in Northeast Russellville. With student housing booming in the area, this collector could become a primary point of access to developers looking to build in this area. The collector would also complete a loop and provide residents nearby recreational options in the form of fields near ATU campus.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

C5 Project: Collector - East L Street to Russell Road

Location: Northeast Russellville

Length: 0.5 Miles

Priority: As development occurs

Purpose: Classified as a collector road, East L Street features multi-family and single-family residences. Its location at its point of termination is within close distance of the up and coming commercial area along Weir Road. This alignment will be negotiated and agreed upon by the city as future development occurs and connects these residential areas to shopping to the south.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

C6 Project: Collector - Highway 124 to Weir Road

Location: Northeast Russellville, North of I-40

Length: 0.78 Miles

Priority: As development occurs

Purpose: This east-west collector would connect a major and minor arterial and provide increased access for long-to-medium range travelers attempting to access commercial areas.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

C7 Project: Collector - Baker's Creek Road to Highway 124

Location: North Russellville, Planning Area

Length: 2.26 Miles

Priority: As development occurs

Purpose: The longest proposed collector, this connection would provide speedy access for residents of the planning area to commercial areas as well as those traveling north. This road would terminate at Highway 124, with a branch breaking off to connect to Sparksford Drive. This road will also provide initial infrastructure for future residential and commercial development along Weir Road/Highway 124.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

C8 Project: Collector - Bakers Creek Road to East Gum Street

Location: North Russellville, Planning Area

Length: 0.82 Miles

Priority: As development occurs

Purpose: A branch of the previously proposed collector from Baker's Creek Road to Highway 124, this connection would provide direct access for residences of northern neighborhoods to East Gum street and Sparksford Road.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

C9 Project: Collector - East Gum Street to Sparksford Road and Aspen Lane

Location: North Russellville, Planning Area

Length: 0.24

Priority: As development occurs

Purpose: This proposal provides plans for a 0.07-mile connection from Gum Street to Sparksford Road, and a 0.17-mile connection of Aspen Land and Sparksford Road.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

C10 Project: Collector - Round Rock Road to Baker's Creek Road

Location: North Planning Area

Length: 1.26 Miles

Priority: As development occurs

Purpose: This collector would complete the north transportation system by providing access for residences of north Russellville and the planning area to Baker's Creek Road through to Sparksford Road and Highway 124.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

C11 Project: Collector – S. Glenwood Ave. S Glenwood between Main St. and 19th St.

Location: South Central Russellville

Length: 1.35 miles

Priority: 3-8 years

Purpose: This collector intends to create a complete street with sidewalks and drainage improvements.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs*
- Will help alleviate traffic
- Will help encourage growth.

C12 Project: Collector – Knoxville Road from Main Street to Ashley Lane with the 10-foot trail connection from Ashley Road to the Hughes Center.

Location: Southeast Russellville

Length: 1.89 miles

Priority: 8 to 12 years

Purpose: Currently Knoxville Road is classified as an Arterial. However, once improvements are completed which connect Weir Road and Elmira Road, including the overpass, the City will work with ARDOT to exchange ownership and maintenance of Knoxville Road and Elmira Road. This will allow Knoxville Road to revert back to a collector street providing streets with sidewalks, a 10-foot trail and drainage improvements, allowing this to be a gateway to this more residential neighborhood and helping to connect the high school with our overall proposed trail network,

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs*
- Will help alleviate traffic
- Will help encourage growth.

C13 Project: Collector – E. H Street to connect to E. I Street.

Location: Central Russellville

Length: 0.25 miles

Priority: As development occurs

Purpose: This connection helps to create an additional east to west path of mobility through town

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs*
- Will help alleviate traffic
- Will help encourage growth.

Proposed Local Roads

Local roads are low-traffic connections that are suitable for single-family residences. In addition to accommodating this type of development, local roads are also compatible with shared use trails and bike lanes, which will be discussed shortly. Five (5) local roads are proposed in the Master Street Plan. Their locations and details are described below. All other local roads will be reviewed, and alignments negotiated and agreed upon by the City.

L1 Project: Local - N Glenwood Avenue Connection

Location: Central Russellville

Length: 0.32 Miles

Priority: As development occurs

Purpose: This location has been expected to develop student housing for ATU students. Connecting Glenwood Avenue on its north and south sides near ATU and student housing would provide a low-traffic connection for students traveling to class and provide another connection from Phoenix to Parkway Drive.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

L2 Project: Local - South Arkansas to South Knoxville Extension

Location: South Russellville

Length: 1 Mile

Priority: As development occurs

Purpose: This mile-long local road is intended to provide connectivity for industry. This route also intersects Frankfort Street, a collector.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

L3 Project: Local - East 9th Street/Quincey Ave to Fairway

Location: Central Russellville

Length: 0.48 Miles

Priority: As development occurs

Purpose: Connecting the medium-density single and multi-family home area along 9th Street to Fairway Avenue, this collector would provide access for the surrounding neighborhoods to future development along Weir Road and East Main Street.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

L4 Project: Local - River View Road to Barborek Lane

Location: West Russellville

Length: 0.58 Miles

Priority: As development occurs

Purpose: This local Road would provide a corridor for West Russellville residents to reach Lake Dardanelle and connects to the proposed collector Turrentine to Marina Road.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- X As development occurs
- X Will help alleviate traffic
- X Will help encourage growth.

L5 Project: Local - South Ithaca Ave to connect through.

Location: Southern Russellville

Length: 0.25 miles

Priority: As development occurs

Purpose: As development occurs this connection will help provide a meaningful link between residential neighborhoods and potentially help to limit the amount of traffic entering Knoxville at a non-signalized intersection.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- X As development occurs
- X Will help alleviate traffic
- Will help encourage growth.

Proposed Intersection and Overpass Improvements

Proposed intersection improvements and overpasses are an important component of the Master Street Plan. Some of these proposed improvements are associated with projects above, however, some are standalone projects that also have merit to improve connectivity in Russellville. There are seven (7) proposed intersection improvements and two (2) proposed overpasses.

I1 Project: Intersection – *Arterial*-Please reference project A1 for information regarding this intersection.

Location: northern intersection improvement at Elmira Ave. and 2nd Street

Priority: 3-8 years

Purpose: This is a portion of the major arterial proposal that would provide an alternate method of travel in east Russellville.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

I2 Project: Intersection – *Arterial*- Please reference project A1 for information regarding this intersection.

Location: Intersection improvement at Elmira Ave. and 16th Street

Priority: 3-8 years

Purpose: This is a portion of the major arterial proposal that would provide an alternate method of travel in east Russellville.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

I3 Project: Intersection – *Arterial*- Please reference project A1 and A2 for information regarding this intersection.

Location: Southern intersection improvement at Elmira Ave. and Bernice Ave.

Priority: 3-8 years

Purpose: This is a portion of the major arterial proposal that would provide an alternate method of travel in east Russellville.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

I4 Project: Intersection - Arterial- Please reference project A2 for information regarding this intersection.

Location: Intersection at Elmira Ave., Knoxville Ave, and Bernice Ave.

Priority: 8 to 12 years

Purpose: This is a portion of the project for Intersection and Road improvements to ARDOT standards for travel which will allow the City to do a “road swap” from Knoxville to Elmira ensuring that commercial traffic would use the new connection allowing the residential areas surrounding Knoxville to reflect that residential neighborhood feel. Realignment at Bernice straight through to Jimmy Lile Road and realignment of the intersection at Elmira and Jimmy Lile Road.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

I5 Project: Intersection - Collector- This intersection improvement will shift Elmira Ave. to the east, and Russell Road to the west to better align.

Location: The intersection of Parkway and Elmira.

Priority: 8 to 12 years

Purpose: Align the intersection for better traffic control

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

I6 Project: Intersection - Collector- This intersection will be important to improve as additional development occurs.

Location: Intersection at Hob Nob Road and Bradley Cove Road

Priority: As development occurs

Purpose: Intersection improvements that will be needed as development occurs.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

I7 Project: Intersection - Collector- Please reference project C1 for information regarding this intersection

Location: Intersection at E. O Street and Reasoner Lane.

Priority: 8-10 years

Purpose: This intersection will be a part of the connectivity from Northeast Russellville primarily to help ensure emergency services access to facilities in the event of emergencies. This provides an east to west connection in northern Russellville that would help increase mobility throughout town. This key connection is one of a couple east to west connections proposed.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

O1 Project: Overpass - Arterial- Please reference project A1 for information regarding this intersection.

Location: Elmira Ave. at the railroad crossing.

Priority: 3-8 years

Purpose: This is a portion of the major arterial proposal that would provide an alternate method of travel in east Russellville.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

O2 Project: Overpass - Collector- Please reference project C1 for information regarding this intersection.

Location: Overpass at Reasoner Lane over the interstate.

Priority: 8-10 years

Purpose: This intersection will be a part of the connectivity from Northeast Russellville primarily to help ensure emergency services access to facilities in the event of emergencies. This provides an east to west connection in northern Russellville that would help increase mobility throughout town. This key connection is one of a couple east to west connections proposed.

How this project helps meet goals:

- Considered for the Capital Improvements Plan
- As development occurs
- Will help alleviate traffic
- Will help encourage growth.

Access Management Plan

As Russellville grows, arterial corridors will see increased demand. The primary function of arterials is to move people and goods about the city. As congestion increases, a common method used to mitigate traffic levels is access management. The use of access management policies is a cost-effective means to ensure a safer transportation network, maintain network efficiency, and limit the need for future infrastructure expenditures. It applies basic roadway principles to the location, design and operation of access drives serving activities along major corridors. Good access management practices will be important to creating a safer and more efficient transportation network for Russellville.

This section provides access management policies that should be applied to Russellville's transportation network.

Future Development Areas for Adoption of Access Management Plans

Access management plans or agreements can be described as a city's specific guidelines to mitigating traffic along roads that are anticipated to become high-traffic generators due to heavy commercial, residential, or industrial development. Typically, a single access management plan will address one or two roads at a time. Through analyzing the future land use designation, street designation in the master street plan, and up-to-date traffic numbers, planners determine appropriate intersection spacing, median spacing, and future design elements such as traversable median or road expansions. An access management plan can be considered a highly specific transportation plan for roads that are expected to experience exponential growth.

Russellville's major arterials include Main Street/Hwy 64, Arkansas Avenue, Knoxville Avenue, Hwy 124, Hwy 33, Hwy 247, and Parkway/16th Street. Arkansas Avenue bisects the city from north to south, and Main Street/Hwy 64 bisects the city from east to west. Of the major arterials listed above, Main Street and Arkansas Avenue are most suitable for consideration of access management plans. The two streets already facilitate high levels of commercial activity in Russellville. The northernmost and southern most areas along Arkansas Avenue contain plentiful land for development. In the same way, East Main Street is expected to become Russellville's next primary location for development.

Finally, and most importantly, with three (3) major arterials proposed in Russellville's Master Street Plan, it is even more important that plans be established for future access management. Designated as north-south connections, one proposed arterial would extend Weir Road across the Union Pacific Rail right of way and connect to Elmira Avenue. Another north-south connection is proposed to connect Knoxville Avenue from Bernice to Frankfort.

Establishing new major arterials is commonly followed by development of adjacent land, if suitable. The properties bisected by both these proposed major arterials are suitable for development. This development, while advantageous to the economic welfare of Russellville, must be appropriately and suitably planned for safety and efficiency.

Recommendations

While this section does not function as an official access management plan for major corridors in the City of Russellville, several key recommendations are made regarding specific plan development. These components include plans for specific streets, planning of major intersections, medians, and driveway spacing. Each of these criteria are discussed below.

1. *Specific Corridors* – Not all corridors are similar, therefore not all access management plans should be homogenous. As an example, Parkway Drive is a high-traffic collector, but its role as a corridor is vastly different from the adjacent Main Street, which also functions as State Hwy 64. Main Street moves much more traffic and runs to many other cities in the state. In the same way, while access management plans can be adopted for existing streets such as these, it is also vital that specific plans be adopted for proposed street extensions such as the Elmira-Fairway, Elmira-Weir and Frankfort-Knoxville future corridors. Some of the land located within the Frankfort-Knoxville corridor area is within the floodplain, while the Elmira-Weir extension will require a carefully planned intersection. Each access management plan should incorporate specific design elements to accommodate specific conditions of each extension.

The following existing or future corridors are certain recommendations for adoption of access management plans: Main Street, Arkansas Avenue, Parkway Drive, Hwy 331 Weir-Elmira extension.

2. *Intersections* – As previously mentioned, access management plans require planning intersections. In some cases, this requires planning an intersection where two proposed corridors will cross. Other circumstances under which planning intersections is required include anticipated intersections with local roads as designated by the Master Street Plan, or along lengthy stretches of proposed road. The best example of this is the

Frankfort-Knoxville extension, which measures 1.19 miles long. A stretch of road this length will likely see accompanying development. In order to prepare for an increase in traffic due not just to the new accessibility but also the development, planning intersections no closer than ½ mile increments is recommended, with a preference for placing intersections at every 2/3 miles.

Regarding intersections, roundabouts are recommended as the only viable alternative to traffic lights. Roundabouts have been studied by traffic and civil engineers across the nation, and they have been proven to decrease the severity of traffic collisions as well as increase flow of traffic for corridors of all classifications. Where suitable, roundabouts are recommended as intersection design facilities.

3. *Medians* – Although these facilities could be considered for existing streets, medians would be most easily included as potential design elements on new roads, such as the Elmira-Weir and Knoxville-Frankfort extensions. Medians are an important improvement to consider as they reduce conflict points, however, they can be very impactful to existing businesses if not designed correctly to allow u-turns. Medians also provide aesthetic improvement for roads, creating a sense of safety and providing an opportunity for lighting or landscaping in the middle of significant collectors or arterials.
4. *Driveway Spacing* – A significant factor to consider for both existing and future corridors alike, driveway spacing can impact future development and traffic patterns. In situations where development has been added over time, poor driveway spacing can make future development difficult and even cause serious traffic accidents. Along existing corridors where development is expected to occur, such as North Arkansas Avenue, establishing rules for driveway spacing based on the posted speed limit can ensure safety and efficiency as future development occurs. It is recommended that the city reference the Transportation Research Board (TRB) “Access Management Manual” for recommended driveway spacing.
5. *Existing Connections* – Residential driveways already existing along major or future corridors can also pose problems for future access. Consider a scenario in which a developer owns a large plot of mostly rural property that he wants to develop for a mixed-use development, but is impeded by nearby large rural homeowners’ driveways, which block access to the future connection. Exploring feasible alternative methods of connecting these driveways to local or collector roads is a significant aspect of a comprehensive plan that must be considered with each corridor. While roads provide access to residents, development along the roads must not be allowed to inhibit these residents’ use of the road.
6. *Review by ArDOT* – All access management plans along State Highways require review and approval by the Arkansas Department of Transportation. All access management plans should be carefully and professionally crafted by capable engineers.

General Provisions for All Corridors

Access Management of Existing Arterials:

The following criteria are proposed for access management along existing arterials as Best Management Practices, when possible:

- *Future widening with raised median-divided facility*
- *Median breaks generally spaced at ¼ mile intervals, preferred ½ mile intervals*
- *Traffic signals generally spaced at ½ mile intervals, preferred 2/3-mile intervals*
- *In already developed areas, the medians break, and signal placements should be designed to reasonably accommodate the needs of existing development patterns within the corridor*

Access Management of Future Arterials:

The plans recommended in this section pertain to proposed major arterial extensions in Russellville. An advantage of access management plans of future corridors is that plans for curb cuts and left turns (median breaks) are regarded as requirements for development. Thus, as development occurs along the route, safety and efficiency will be built-in components.

- *Four-lane roadway, or two-lane with the ability to build out to four-lane, with traversable median*
- *Median breaks generally spaced at 1320 feet*
- *Traffic signals generally spaced at ½ mile intervals and based on traffic warrants, preferred 2/3-mile intervals*

Three primary design elements make up an access management plan:

1. Existing Connections – Existing connections are considered driveways or access points to residential, commercial, or industrial establishments.
2. Future Median Breaks – As development occurs along an arterial with an access management plan, median breaks must be appropriately spaced. If a high-density shopping area provided curb cuts for each shop, traffic would move slowly along the route, and the likelihood of accidents cause from sudden stopping increase dramatically.
3. Future Intersections – Additionally, intersections must be planned and spaced appropriately. Access management plans clearly define intersections as a roundabout or traffic light.
4. These design elements are applied to the two different categories of access management plans that are anticipated for Russellville: access management of existing arterials, and that of proposed arterials.
5. Variances. Block length standards may be varied by the Planning Commission when terrain, topographical features, existing barriers or streets, size or shape of the lot, or other unusual conditions justify a departure.

Bicycle/Pedestrian Facilities

Users

While designing bicycle and pedestrian facilities, it is important to consider the types of users that will accommodate the facilities constructed. This plan is designed around the concept of readily accommodating pedestrians and casual bike riders. As such, more emphasis is placed on bike and pedestrian facilities that separate users from traffic and make them feel safer. Below is a description of the use types taken from AASHTO's *Guide for the Development of Bicycle Facilities, 2012*.

Confident/Experienced Riders

This group includes cyclists who are comfortable riding on most types of bicycle facilities, including roads without any special treatments for cyclists. This group also includes utilitarian and recreational riders of many ages who are confident enough to ride on busy roads and navigate in traffic to reach their destination. Other cyclists, however, may prefer traveling on lower-traffic residential streets or shared-use paths. Such riders may deviate from the most direct route to travel in their preferred riding conditions. Experienced riders may include commuters, long-distance road cyclists, racers, and those who regularly participate in rides organized by clubs.

Casual Riders

This group includes a majority of the population of a city and includes a wide range of people:

- A) those who ride frequently for several purpose,
- B) those who enjoy biking occasionally but may only ride on trails or low-traffic and/or low-speed streets in favorable conditions,
- C) those who ride for recreation, often with children, and
- D) those for whom the bike is a necessary mode of transportation. In order for this group to regularly choose biking as a mode of transportation, a physical network of visible, convenient, and well-designed bike facilities is needed. People in this category may move over time to the “experienced and confident” category.

Trails	User	Detail
Multi-Use/ Shared-Use Trail (Separated)	Pedestrian/ Bike	A trail, at least 10' wide, designed for use by a variety of users. Located separate from a roadway facility with a park or linear trail system. Separated shared-use trails proposals are contained in the Master Trails Plan.
Multi-Use/ Shared-Use Side Path (Road)	Pedestrian/ Bike	A trail, at least 10' wide, designed for use by a variety of users. Located adjacent to a roadway facility as a means of providing safe facilities of casual and less confident bike rider and pedestrians.
Bike Facilities		
Bike Lane	Bike	A portion of a roadway (lane) that has been designated by striping, signing, and pavement markings for the exclusive use of bicycles. No bike lanes are proposed in this plan.
Bike Route	Bike	A traffic lane with pavement markings and signage, typically a sharrow or wide shoulder. This plan shows only existing bike routes. New bike routes are not preferred. Shared Use Trails will be preferred for all future bike facility expansions.
Pedestrian Connections		
Sidewalks	Pedestrian	Separated pedestrian paths, at least 5' wide, that are used to make pedestrian connections to the trail system.

Bicycle and Pedestrian Facility Types

The following list provides details on the facility types for the bicycle and pedestrian elements of this plan.

Multi-Use Trails

Separated Multi-Use Trails

- Separated Multi-Use / Shared-Use Trails should be at least 10 feet wide, located on a right-of-way or easement independent of a roadway.
- These paths are designed for a wide variety of users: cyclists, walkers, joggers, and skaters all enjoy these trails. They are designed to be wheelchair accessible.
- Shared-Use Trails often run along natural features such as creeks, connecting parks, schools, and community centers.

Proposed Separated Multi-Use / Shared-Use Trails in the Plan:

Future separated multi-use trails have been proposed in central Russellville throughout the conservation easement west of ATU along Prairie Creek, along the Entergy Easement following the powerlines between Old Post Park and Marina Way, throughout West Russellville, and near Russellville High School. Each trail segment was strategically located to provide accessibility to as many residential areas as possible. These facilities are intended to be signature features of Russellville’s trail system, generating high traffic and use. Such trails are generally favored by most users except experienced cyclists.

Road Shared-Use Trails

- Road Shared-Use Trails, also called sidepaths, must be at least 10 feet wide and located on a road right-of-way adjacent to a street or highway. Some existing sidepath trails are 8' wide, and there will be areas of transition to accommodate these areas.
- These paths are designed for a wide variety of users, including walkers, joggers, wheelchair users and cyclists. Certain locations and context may restrict bicycling.
- Sidepaths help form a backbone to connect various trail destinations such as schools, parks, etc.

Proposed Road Shared-Use Trails / Sidepaths in the Plan:

Future road shared-use trails have been proposed along Marina Way, S Elmira Avenue, Bradley Lane, Lock and Dam Road, and Bernice Avenue. These road shared-use trails are connected all sections of separated multi-use trails. Each trail is intended to serve college, elementary students, and residents of neighborhoods

across the city. These facilities are designed to give priority to inexperienced and casual cyclists and pedestrians. Corridors where shared-use trails are planned should have an access management plan to limit the number of driveways and increase driveway spacing distance. This provides for increased safety in the use of these facilities for cyclists, pedestrians, and vehicles.

Bike Lanes and Bike Routes

- Bike lanes are constructed through a road striping feature that designates a portion of a street (preferential lane for use by bicycles only).
- Bike routes are constructed through road striping and signage feature (called a sharrow) that designates a street for bike use as part of a connected system. No designated lane is provided.
- Bike lanes and bike routes are an important component to creating a complete system of accessibility and mobility for bicycle users, however, these facilities are designed for bicycle use only.

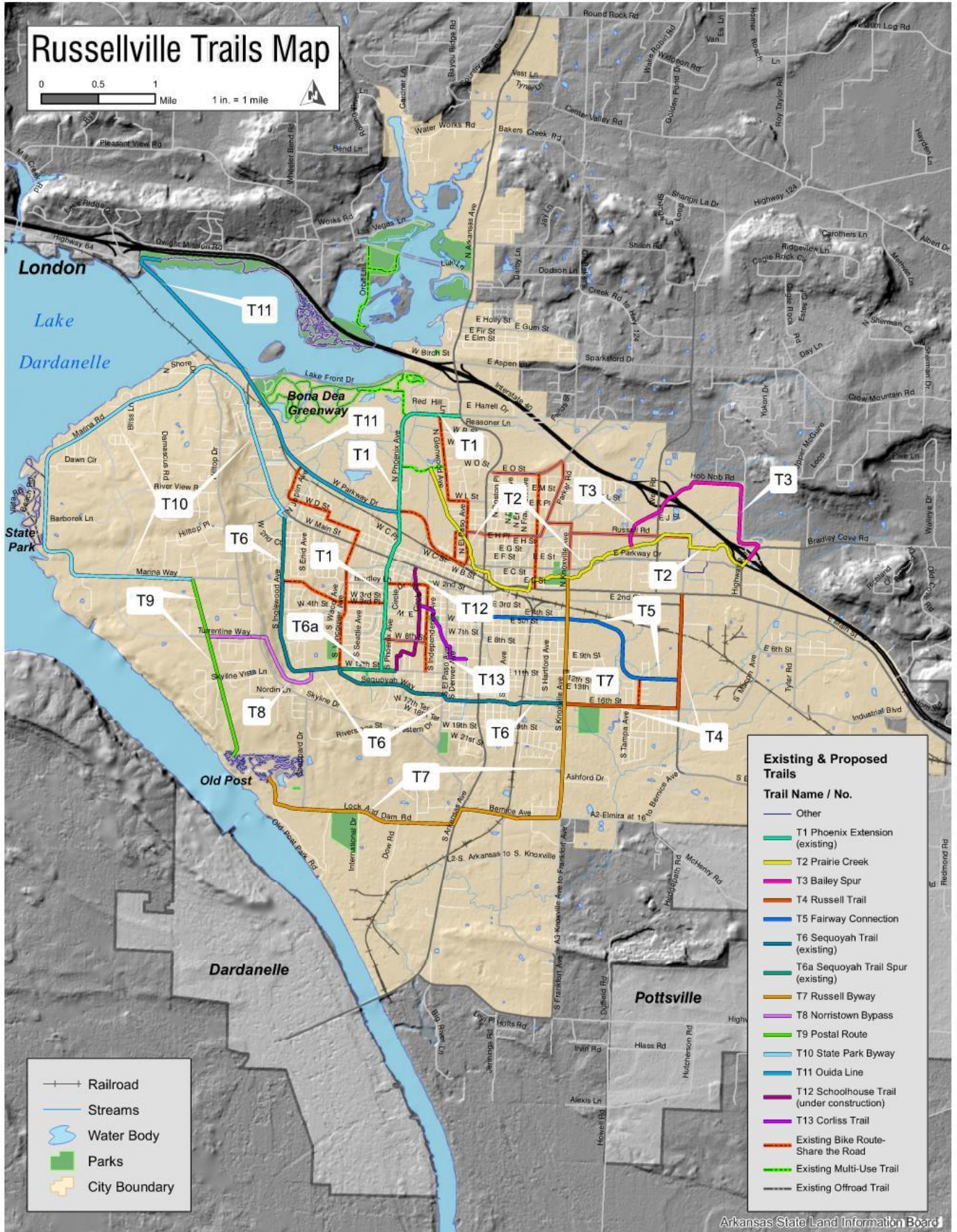
No new Bike Lanes or Bike Routes are proposed in this plan. Shared, multi-use trails are to be the new standard within the City of Russellville.

Bike/Ped Mobility Map

Bike and pedestrian mobility is a major concern within this plan. While such mobility is primarily directed towards recreation, a bike and pedestrian trail system could provide a transportation option for college students as well. The single greatest trail development opportunity within Russellville is the Prairie Creek Greenway. This trail could connect an area from Weir Road to Lake Dardanelle and serve as the primary east-west spine for a city trail system.

Another large opportunity is the possibility of a “rail with trail” along the Dardanelle & Russellville Railroad that is being identified as the Russell Byway. This trail could potentially connect to the Prairie Creek Greenway near downtown, run south and connect to the future Sequoyah Trail at 16th Street/Sequoyah Way and continue on around to Old Post Park and the off road bike trails located there. The Russell Byway could connect through the bike trails at Old Post to the Postal Route Trail over to the State Park Byway and potentially connect back to the Prairie Creek Greenway along Lake Front Drive.

Map 4.4.3 Proposed Trails (see large format map for detailed information)



Trail ID	Type	Start	Stop	Location	Approx. Length	Name
Trail 1	Existing Multiuse	N. Phoenix	N. Glenwood	West of ATU Campus	~0.4 mi	Phoenix Extension
Trail 2	Proposed Multiuse	Trail 1	Russell and Weir Road Intersection	North side of going through downtown	~2.5 mi	Prairie Creek Trail
Trail 3	Proposed Multiuse	Trail 2	Weir Road South of I-40	Northern Spur off Trail 2 near Russell and Weir Road endpoint	~0.4 mi	(Bailey Spur)
Trail 4	Existing Multiuse	West C and N. El Mira	East 16 th at Oakland Heights Elem	East side of town traveling N/S on El Mira then E/W on E 16 th Street	~2.7 mi	Russell Trail
Trail 5	Existing Multiuse	S. Arkansas and 4 th Street	Fairway and El Mira (Trail 4)	SE Sector of city, crosses D&R RR	~2.0 mi	Fairway Connection
Trail 6	Proposed Multiuse	E 16 th at Oakland Heights	Sequoyah Way and E 16 th transition	Tie between Trail 7 and Trail 6	~0.6mi	Sequoyah
Trail 6	Existing Multiuse	Sequoyah Way and E 16 th transition	Sequoyah Way and S. Vancouver (12 th Street)	SW Sector of the City	~1 mi	Sequoyah
Trail 6a	Existing Multiuse	Sequoyah Way at Sequoyah Elem	S. Inglewood near Main Street (Rose Drug)	Travels E/W on West 12 th Street then N/S on S. Inglewood	~2.3 mi	Sequoyah Spur (but only the section that continues down 12 th and connects to the schoolhouse trail)
Trail 6	Proposed Multiuse	West Main Place	Main Street	Connector from S. Inglewood to W. Main Street	~0.2 mi	Sequoyah
Trail 7	Proposed Multiuse	N. Greenwich and Trail 2 intersection	Old Post Park	Travels N/S along D&R RR then E/W along Lock and Dam Rd via Bernice Road	~3.4 mi	Russell Byway Trail
Trail 8	Proposed Multiuse	W. 12 th near S. Inglewood	Skyline and Shepard	Connecting trail between Trail 6 and Skyline	~.25 mi (allowing for switchbacks up hill)	Norristown Bypass
Trail 8	Proposed Multiuse	Intersection with Trail 8	Skyline and Turrentine Way & Trail 9	Runs along natural gas line then along Turrentine to Trail 9	~1.1 mi	(Norristown Bypass)

Trail ID	Type	Start	Stop	Location	Approx. Length	Name
Trail 9	Proposed Multiuse	Old Post Park	Lake Dardanelle State Park	Runs N/S along Old Post then W. along Marina Road to the Park	~3.5 mi	(Postal Route)
Trail 10	Proposed Multiuse	Lake Dardanelle State Park	West Main Street near RR Bridge then East on Main	Runs along Marina Road then W. Main to Trail 6	~3.7 mi	State Park Byway
Trail 11	Proposed Multiuse	W. Main near RR Bridge	Ouida Park	Travel along Hwy 64	~3.0 mi	(Ouida Line)
Trail 12	Proposed Multiuse	S. Independence and W. Main	S. Independence and W. 12 th Street	Runs along UE5G	~1.2 mi	Schoolhouse
Trail 13	Proposed Multiuse	E. Circle Drive	James Park	Spur off Trail 12	~0.5 mi	(Corliss Trail)
				Total	~29.0 mi	

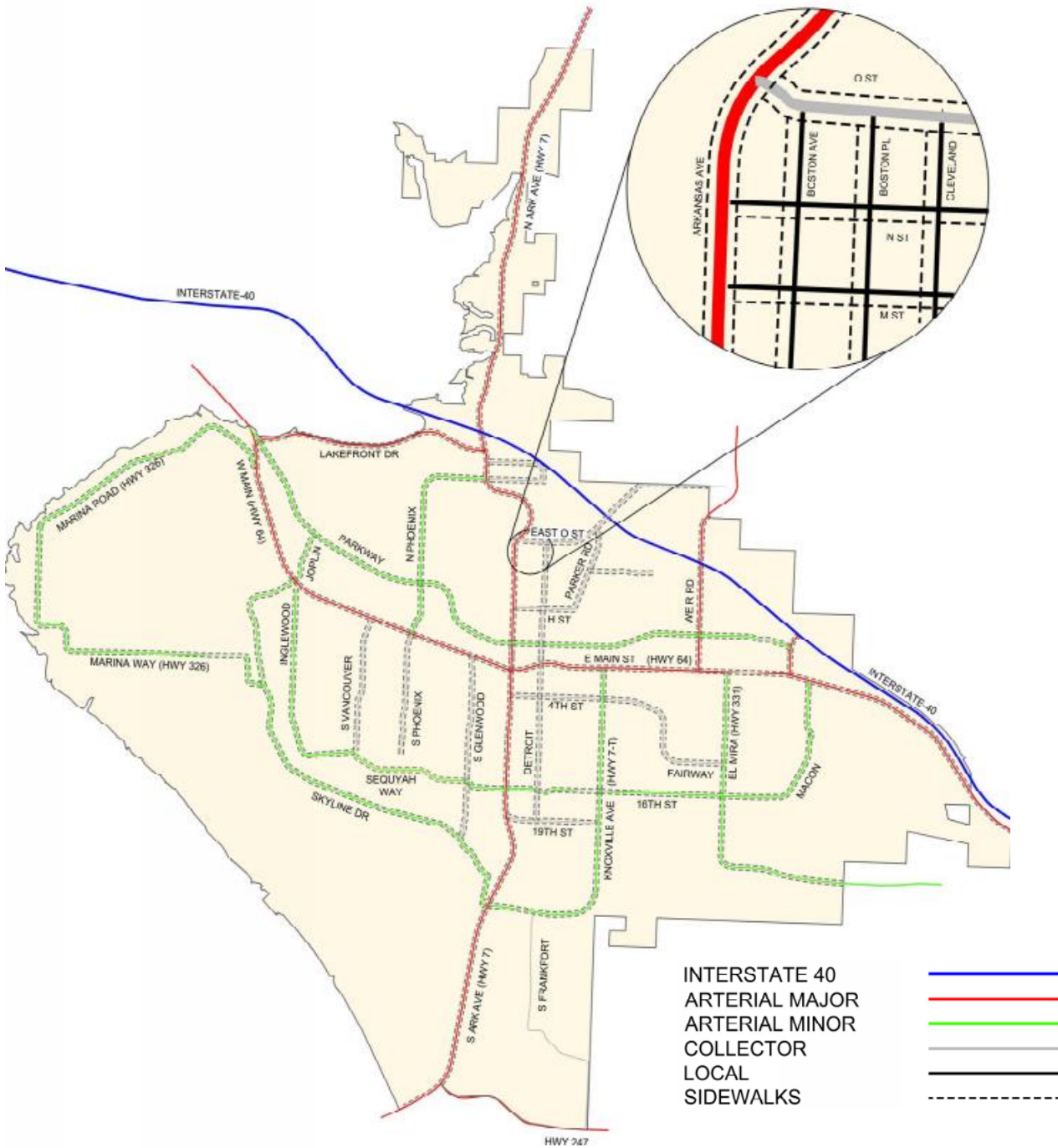
*Construction Constraints- In all of the above alignments, there may exist constraints for construction. These constraints may include, but are not limited to, ARDOT right-of-way issues, railroad crossings, existing drainage, floodplain, steep slopes, and other physical constraints. Based on construction constraints for each individual project, certain alternatives may be considered that include placement, width, dedication, and other alternatives to be approved by city staff administratively.

Sidewalks

Sidewalks are separated pedestrian paths, at least 4'-feet wide on “Residential Roadways”, where those being used to make pedestrian connections to the trail system will be a minimum of 5'-feet wide. The sidewalk connections along streets are a critical portion of the future Bike/Pedestrian connectivity.

The sidewalk plan as proposed indicates that sidewalks are required along arterial and collector streets as shown in the Typical Sections. Along Local Streets Sidewalks should be constructed in general along the south and west sides of the streets, however, staff may consider alternative placements based on construction constraints similar to those listed for trails. Sidewalks will be required.

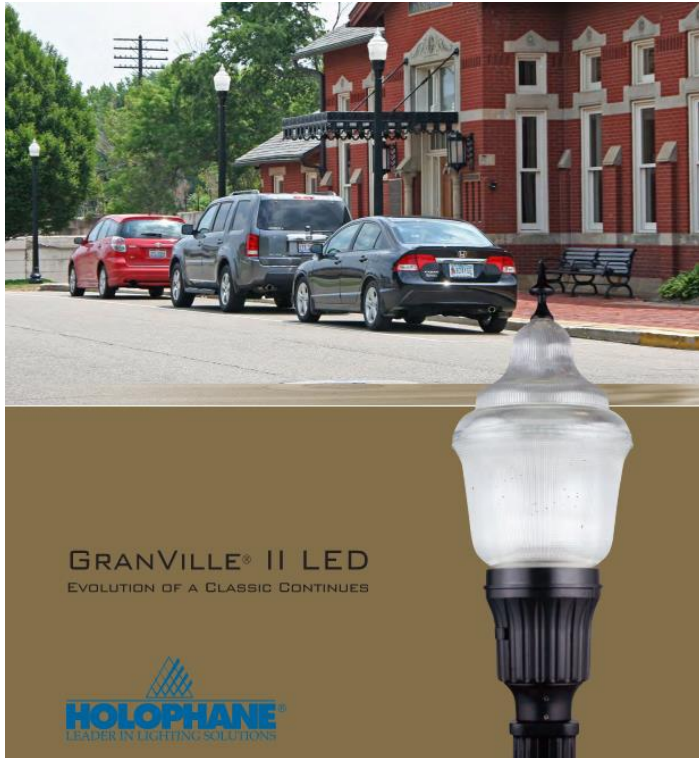
Map 4.4.4 Future Sidewalk Plan



Decorative Street Lights:

Certain segments of Collector and Arterial Roads will be considered for the incorporation of updated, decorative streetlights. These decorative streetlights are not required on all streets, but only specific segments as determined by the City. These areas of street light upgrades will be completed primarily through capital projects initiated and implemented by the City.

In these specific areas that where decorative streetlights have been placed, it is anticipated that the type of fixture below is to be the standard. All installation of light fixtures will adhere to the Shielded Outdoor Lighting Act of the State of Arkansas.

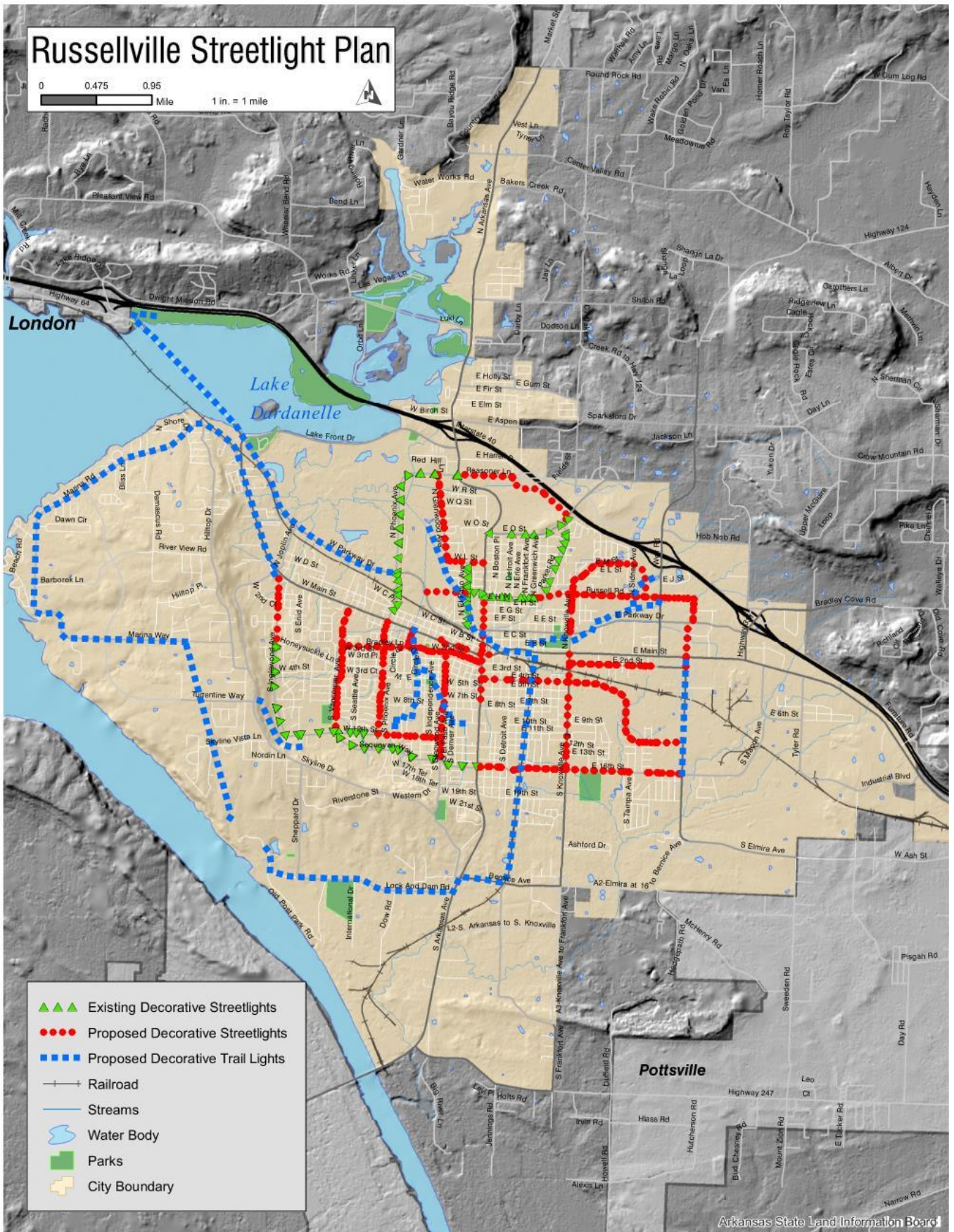


These projects are not to be confused with the existing development code’s requirement for streetlights with new developments. Streetlights required with new developments will continue to adhere to the Land Subdivision and Development Code, and all applicable state laws, specifically ACA 8-14-101 – ACA 8-14-107.

There are three (3) types of decorative lighting in this plan. All will use a similar style of light as shown in the image above, but will have different height requirements:

- Streetlights will typically be 20-25 feet tall.
- Downtown Streetlights (within the Downtown District) will typically be 12’ tall, except at street corners, which will meet the taller Streetlight Standards.
- Trail lighting will be 12-15 feet in height.

Map 4.4.5 Street Light Map



4.5 Recreation and Environmentally Sensitive Land Areas

With an estimated 1,814 acres of vacant land, Russellville's current stock of suitable property is healthy. An additional 2,545 acres remain untouched by developers because of the impractical cost of developing on steep slopes, and because developing in wetlands may require special permitting. Russellville has around 3,600 acres of floodway and floodplain. These areas are important natural resources and care should be taken to protect these areas. Careful development and adherence to State and Federal regulations and guidelines is key to retain the benefits of wetlands, floodplains, and other environmentally sensitive areas. If this land cannot be used as an economic tax base for the city, the city should make other plans for this type of property. Some responses to natural amenities are to establish parks, trails, natural areas, and other public amenities.

Russellville has a healthy stock of recreation facilities as well as conservation districts. A large swath of wetland is preserved in West Russellville between Parkway Drive and Lake Front Drive. With nearly 7 miles of trails throughout this conservation district, Russellville has adopted a progressive mindset with regards to community health and recreation opportunities. While it appears that Russellville has adequate park space according to the National Recreation and Parks Association (NRPA) standards, it may be that access to the park spaces is not at a serviceable level to effectively get people to these spaces. The City recently adopted a Parks Master Plan in 2020, this plan should be used as a reference for park improvements and the creation of new parks.

Environmentally Sensitive Land

Russellville's setting in the lush forests of Central Arkansas provide it with a great potential for high quality of life. With the Ouita Conservation District located to the west and additional creeks located nearby, the city has the responsibility to assure that these important environmental areas are managed or developed appropriately. Russellville has maintained a certain amount of tree canopy within the city. Tree population within a city enhances aesthetics, providing a framework for future development. Finally, assuring that portions of green spaces such as floodplain are managed in a way that allows for public enjoyment are integral to the city's future quality of life.

Russellville's Tree Population

Russellville's tree population is highest in density in western and southern areas of the city, as well as along Skyline Drive. Key areas lacking in tree density are Southeast Russellville and along major corridors such as West Main Street. Trees provide benefits such as community aesthetic, managing soil erosion, and providing shade. In order to pave the way for a healthy tree population in Russellville's future, we recommend that the city council adopt the following principles.

Revise regulatory incentives for tree preservation in Russellville's subdivision code

The City's subdivision code currently requires residential tree plantings. In addition to these regulations, the city should consider adding regulatory incentives, such as increasing density or reduced storm water requirements for new developments that ensure large areas of trees will continue to support local ecosystems and forested areas.

Strategize methods to support school tree planting

Some schools in Russellville do not have tree canopy. As such, Russellville should support tree planting through municipal programs. Most prominent are methods such as "buying bulk", where the city purchases trees at a bulk price and residents can then purchase seedlings from the city at a lower cost. 50-50 tree planting programs are also effective ways to increase greenery, where the city and residents share the cost of purchasing and installing new trees.

Partner with local and regional organizations and advocates

Organizations such as the Arkansas Forestry Commission, Arbor Day Foundation, and many others in Arkansas may be willing to partner with Russellville to address increasing the number of trees in the city. Local entities would likely be eager to join in. Volunteers from the university could earn credit planting and maintaining trees in the city. The city should coordinate with these state and local bodies to enhance awareness of tree planting opportunities and provide materials for installation.

Review and update the development regulations to ensure species appropriateness and diversity of species

Perhaps the most important step Russellville can take toward a higher-density tree population is adopting zoning code and subdivision code-specific regulations regarding tree population. Codes should also require selecting from a

preferred list of species to ensure diversity and reduce the impact of disease or infestation that could destroy a less diverse tree population.

Russellville's Floodplain

As previously mentioned, it is estimated that the greater part of 3,625 acres of floodplain exists within Russellville's city limits. The characteristics of flood-prone areas make development challenging and at times undesirable. However, these areas can potentially be reserved for conservation districts that house recreational facilities such as trails and ponds. While Russellville has a considerable amount of acreage within these areas, they should be considered inherent opportunities for preserved natural areas, public open spaces, or greenways that support stormwater management and multi-modal mobility. Other communities in Arkansas have leveraged their floodplain from local streams and creeks into greenways that support cycling and pedestrian activity. From analyzing floodplain, development constraints, and input from Russellville residents, preserving the wetland conservation district housing Bona Dea Trails as well as two other conservation areas, and preserving recreational facilities emerged as an issue of utmost importance.

Create a Greenway System

Bona Dea Greenway

Designated by the Future Land Use map as recreation, the majority of the land encircled by Parkway Drive, Phoenix Avenue and Lakefront Drive is within floodplain and will not be suitable for development. Russellville has already implemented recreational opportunities in the area and are now one of the most attractive features of the city. The area houses the Bona Dea Trail system, with two trailheads featuring parking, public restrooms, and playground facilities. Although this area has been preserved, several key steps are recommended to protect this lush natural area for years to come. The most important step, establishing a conservation easement around this area, has already been taken, which will restrict future development in the area and ensure plentiful natural recreation in the future. Further steps will be detailed in the Greenway recommendations section.

Southeast Greenway

Southeast Russellville will see a general increase in development as the years progress. There is plentiful vacant land, access to utilities, and Russellville High School is located off South Knoxville. The proposed Southeast Greenway is located near these amenities. Establishing a conservation easement for this area, estimated to be nearly 97 acres, would protect the area so that future recreational facilities can be established in the floodplain. While homes and commercial destinations cannot be established in the area, other facilities such as bike paths or parks would be suitable for development. With existing subdivisions located to the north and west of the plot of land, it would be a welcome recreational addition to this region of the city.

Northwest Greenway

Much of the land in Northwest Russellville's planning area is bisected by the Illinois Bayou. The result has been a very low-density rural development with scattered commercial establishment along North Arkansas Avenue, two city parks and the Russellville Country Club. While this area is somewhat developed, it is recommended that undeveloped areas within floodplain or with steep slopes have a conservation easement established. The rationale for establishing this easement is not driven by the prospect of future recreation, but preservation of the natural greenery and proximity to the Illinois Bayou.

Guidelines for Greenways:

Establish easements to protect the Southeast and Northwest Greenways

The most important method to protect environmental areas, establishing easements will prevent unnecessary development from occurring. Russellville would benefit from this in a number of ways. Development is highly restricted by the presence of conservation easements, and the Southeast Greenway will benefit from the easement and development occurs in surrounding areas. Future recreational facilities will be protected as well, such as trails that connect to nearby subdivisions in the area. In the case of the Northwest Greenway, environmentally sensitive land will be protected by establishing a conservation easement. This will protect the Greenway from unnecessary destruction of forests.

Strategically locate areas that can be utilized for high-quality residential development near the Southeast Greenway
Floodway and floodplain are damaging and potentially catastrophic forces of nature. While establishing an easement would prohibit construction within the greenways, areas on the fringe of the greenway will need to be identified to protect high-quality future development. As subdivisions and commercial areas are established near the Southwest Greenway, implementing methods such as low-impact stormwater management systems and specific landscape design will mitigate any potential flood hazards. The presence of greenways can also be considered a factor that could increase home values, as its presence is a guarantee of recreation and enjoyment of nature for residents.

Establish recreational facilities within the easements

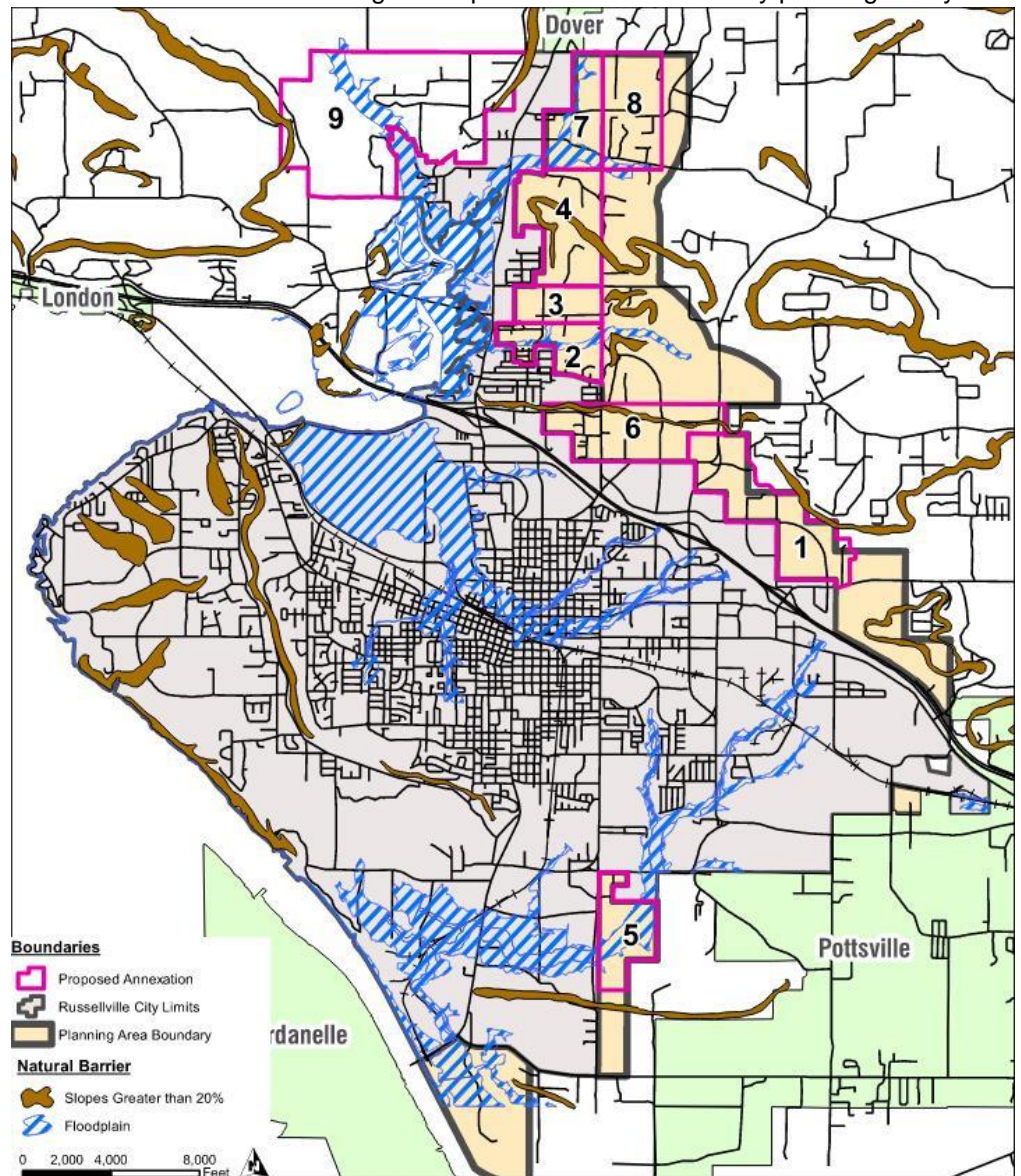
Floodplain and floodway are prime locations for recreational facilities. Shared-use trails, sporting fields and courts, and playgrounds are not easily destroyed by rising water. Locating more facilities within the Southeast Greenway and some within the Northwest Greenway would provide residents not only a new outlet for recreation, but also a potentially extensive one. Future parks and trails can be located within appropriate areas of conservation easements.

4.6 Annexation Plan

It is estimated that Russellville has 18,179 acres within its city limits, and an additional 7,016 acres within the planning area. As previously noted in the land use plan, Russellville’s population has increased significantly since 2000. Significant land use changes have occurred as well: with an increase in single-family residences and a surge of commercial construction, Russellville’s vacant and agricultural land use has decreased to 6,383 acres. Furthermore, a significant portion of this land would be difficult to be used for residential or commercial development due to the presence of floodplain and steep areas.

With Russellville’s population expected to grow to nearly 39,000 by 2040, it is expected that annexation of new land will occur. Annexation is a common method of acquiring new land. The key infill and redevelopment plan detailed specific areas that should be given focus within the city limits. Infill development is a constant task that a city cannot abandon. Sprawl, building deterioration, and poor traffic distribution occur when infill strategies are abandoned by a community. The annexation plan details strategic areas of growth to be considered when infill development cannot accommodate the necessary space for commercial and residential development. With anticipated growth by nearly 30% of its current population, it is likely that Russellville will annex land before 2040.

Annexation is a process that requires coordination with the county and the city. Small rural communities often annex land to accommodate various property owners’ building and development. This often results in a strange, disorganized landscape. In order to continue its tradition of being a well-planned and aesthetically pleasing family and college city, we detail nine (9) areas of potential annexation. Taking into consideration factors such as future land use designations, presence of floodplain and steep slopes, and accessibility by sewer and water lines, seven areas were designated in the planning area boundary as annexation possibilities. The nine areas are general recommendations pertaining to suitability of land. Entire or partial areas may be annexed as needed to accommodate population and development requirements leading to 2040. In order to maximize resources, it is recommended that the city pursue infill development before annexing new lands through city action.



Annexation Sections Overview

The majority of Russellville's planning area is located in the northeast and north. In areas located off Arkansas Avenue and Highway 124 are spurring neighborhood and commercial development in the city's northern area. In east Russellville, land has not been annexed primarily due to difficult terrain. In general, northeast Russellville has the best areas for annexation, as well as a section of Northwest Russellville. Each of these sections were created with the goal of minimizing annexation of liability-prone land: those inclusive of floodplain and difficult slope grades. Land within floodplain or on very steep terrain are difficult for development, but annexation provides a long-term solution. This plan proposes within each section establishing parks within floodplain and creating walking trails through them to connect to steep areas. Annexing allows for time to plan for adopting detrimental factors and turning them into recreational options.

1. Annexation of the property that may develop into a casino and other related businesses is the highest priority. This property contains an area that could develop quickly with the introduction of a casino. Utilities will be made available to service the casino, and the City should capitalize on these extensions by annexing this section into the City Limits in order to provide orderly development of this area that could potentially impact economic development.
2. Section 2 is comprised of a mix of conservation; rural and multi-family land uses as designated by the future land use map. Floodplain splits the section in two from east to west. No steep slopes exist in this area and even more nearby residential development, future annexation is certain. It is recommended that areas north and south of the creek and its floodplain to serve as a natural barrier to neighborhoods.
3. With no floodplain or steep grades and fair sewer and water access, Section 3 is Russellville's best area for holistic annexation. The areas north of Dodson Lane are dense forest, and ponds scattered throughout the area would be prime additions to a subdivision community. Recommendation of annexing this section for future residential development is strong.
4. Section 4 features major connectivity via Bakers creek road. Although no floodplain exists in the area, steep grades exist throughout the entire central portion. Located just east of a subdivision, this area is primarily rural residential with single-family residential designation by the future land use map, with conservation designated within the steep slopes in the central area. With fair sewer and water connectivity, it is recommended that the area be developed in the northern and southern sections only to avoid constructing lift or pump stations over the ridge. With its close proximity to existing residential neighborhoods, this area is likely to be annexed first out of all recommended sections.
5. This recommended area for annexation contains a significant amount of floodplain. However, Section 5 features close access to utilities and Russellville High School. Future land use designated that area as conservation, industrial, and rural residential. With plenty of surrounding land available for development, it is recommended that this area be annexed in future years, close to 2040. Areas north and south of the floodplain are best for residential development. Creating strategic locations for parks within the designated conservation district should be a stipulation for annexation.
6. Annexing Section 6 provides a unique addition to Russellville that has not been discussed. All previous recommendations relate to Russellville's need for future residential areas. As population grows, commercial activity will increase as well. Section 6 is the only proposed annexation area featuring general commercial as a designated future land use. Located near the I-40 interchange at Weir Road, this area is ripe for commercial and residential development alike, with a plethora of available land. With no floodplain and steep slopes located just south of Sparksford Road, it is recommended that the area strategically develop to accommodate future strip malls, offices, and homes.
7. Located in the northernmost area of Russellville's planning area, this section is designated by the future land use map as rural residential. With transportation access via Round Rock Road, Vest Lane and Center Valley Road, the area has single-family and rural residential development potential, with some homes already in the area. Despite accessibility, 100-year floodplain occupies a significant portion of the section. Areas to the west, such as Vest Lane, Tyner Lane, and west Center Valley Road are the best areas for redevelopment. Russellville would be able to convert the significant amount of floodplain into parks or a conservation district

for preservation and recreation. With suitability and terrain drawbacks discussed, it is recommended that this section be reserved for annexation in future years after significant growth has occurred in other areas.

8. Most areas in the North Russellville planning area are designated rural residential. As population density decreases, average property size increases. This section, located east of Section 7, features greater connectivity and existing residential development. Floodplain is limited to the southeast. Given these favorable factors, it could be assumed that the area is prime for annexation. But sewer and water access is severely limited. Pump stations for water can be constructed and maintained easily across flat landscapes, whereas lift station for sewer is more inexpensive to both initially construct and maintain. Section 8 could become an area of high interest for developers because of existing road connections and availability of land. It is recommended that Russellville annex this land as interested developers express a desire to construct.
9. The only northwest section of the planning area recommended for annexation, Section 9 features conservation and recreation future land uses, with a large stock of rural residential. Floodplain is limited to that which is designated by the future land use map, and steep slopes are located west of Wheeler Bend Road. It is recommended that development is focused north of Bayou Ridge Road. It is recommended that this area connect Casey Lane to Bayou Ridge Road to provide accessibility and residential development.

FIVE: IMPLEMENTATION PLAN

5.1 Implementation Plan and Matrix and Performance Measures

Implementing the Goal Areas and Objectives of Russellville’s comprehensive plan will require strategic planning, budgeting, and cooperation with several important state and local departments. The following is a matrix detailing the actions needed to carry out the ReImagine Russellville 2040 plan, along with the parties responsible for implementation. The table is broken down into three varying lengths of time. Not all recommendations can be implemented at once, nor will each recommendation take a long time to achieve. The tables are broken into four sections: Short Term Goals consisting of a timeline of 1-5 years, Medium-Term Goals with a timeline of 5-10 years, Long Term Goals with 10+ years, and Goals that are anticipated to be ongoing projects.

Russellville has many assets and strengths on which it can capitalize as it looks to implement the ReImagine 2040 Comprehensive Plan. In order to summarize and clearly indicate specific steps and goals recommended by the comprehensive plan, performance measures are included to indicate progress of each goal. The complete performance measures, goals and progress indicators are included in detail below.

Implementation Matrix

ASSOCIATED DEPARTMENT(S)	GOAL AREA 1. Economic Resiliency	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
1.1 - Maintain a diverse economy							
Mayor's Office Planning and Development	<i>1.1.1: Actively work to identify changing economic trends driven by technological and cultural change.</i>	Work with the Chamber of Commerce to recruit employers and maintain communications with existing business owners to promote their businesses.		✓		✓	The addition and retention of businesses year to year.
	<i>1.1.2: Support economic development efforts in industrial/business sectors not currently in Pope County.</i>				✓	✓	
	<i>1.1.3: Support local public and higher education to produce a skilled labor pool.</i>	Work with the Chamber of Commerce and the local education systems.		✓		✓	Larger retention of ATU graduates. Larger percentage of local High School students enrolling in ATU classes.
	<i>1.1.4: Support collaboration between ATU and state/local economic entities on academic programming.</i>			✓		✓	
	<i>1.1.5: Support and foster collaboration between ATU and local employers on academic programming.</i>			✓		✓	
	<i>1.1.6: Identify and direct economic development efforts toward growing areas of the national economy.</i>	Work with the Chamber of Commerce to recruit employers and maintain communications with existing business owners to promote their businesses.	✓			✓	The addition and retention of businesses year to year.
	<i>1.1.7: Encourage economic development to retain existing employers.</i>					✓	
	<i>1.1.8: Continue active support to establish the multi-modal industrial facility along the Arkansas River.</i>				✓		

ASSOCIATED DEPARTMENT(S)	GOAL AREA 1. Economic Resiliency	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
1.2 - Create an economic atmosphere of entrepreneurship							
Mayor's Office Planning and Development	<i>1.2.1: Support ATU programs directed toward small business support (Arkansas Small Business and Technology Development Center).</i>	Make connections and offer city support programs to local educators.	✓				The addition and retention of businesses year to year.
	<i>1.2.2: Encourage research activity at ATU with commercial viability for start-ups.</i>			✓			
	<i>1.2.3: Evaluate barriers to start-up businesses.</i>	Partner with the Chamber of Commerce, Main Street Russellville, and other similar organizations to formulate ideas to encourage, support, and promote business. Update Development Regulations and Plans.	✓			✓	
	<i>1.2.4: Promote growth of local small businesses.</i>			✓			
	<i>1.2.5: Support and encourage entities like Main Street Russellville that encourage downtown growth.</i>			✓			
	<i>1.2.6: Encourage creation of a community culture of innovation.</i>					✓	
1.3 - Build and maintain a highly skilled labor workforce.							
Mayor's Office Planning and Development	<i>1.3.1: Help improve the existing labor force through support of career education and training programs.</i>	Work with the Chamber of Commerce and the local education systems.			✓		An increase in skilled labor.
Mayor's Office Planning and Development Other city offices as appropriate.	<i>1.3.2: Support programs that provide internship opportunities to ATU and Russellville High School students.</i>	Work with the Chamber of Commerce to recruit employers to provide internships for local students. Provide City internships if possible.	✓				An increase in internships across multiple types of local businesses.
Recreation & Parks	<i>1.3.3: Work to provide a quality of life attractive to skilled and educated workers.</i>	Increase City amenities.		✓		✓	Additional parks, trails, and other amenities with active & passive components.
1.4 - Foster a positive business environment.							
Mayor's Office Planning and Development	<i>1.4.1: Support economic development entities that work to grow the Russellville economy.</i>	Work with the Chamber of Commerce to form partnerships with entities that can increase value in Russellville's economy.		✓			Partnerships with the Chamber of Commerce and Main Street type groups.
Public Works	<i>1.4.2: Maintain a public infrastructure at a level that is a desirable for private investment.</i>	Continue to invest in public infrastructure maintenance, repair, and expansion.	✓				Create and maintain a Capital Improvements Plan.

ASSOCIATED DEPARTMENT(S)	GOAL AREA 1. Economic Resiliency	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
1.4 - Foster a positive business environment.							
Planning and Development Public Works Recreation & Parks	1.4.3: Provide fair, transparent, and predictable city regulations for business.	Update Development Regulations and Plans.	✓				Having clear and easy-to-understand regulations and policies regarding development.
	1.4.4: Provide efficient and fair approval processes for development.		✓			✓	
ASSOCIATED DEPARTMENT(S)	GOAL AREA 2. Quality of Life and Image	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
2.1 - Improve the aesthetic quality of new developments and enhance key corridors and city gateways.							
Planning and Development	2.1.1: Provide regulations that promote the creation of welcoming, attractive gateways into the community.	Update Development Regulations.	✓				Long-term development patterns.
	2.1.2: Regulate development on key corridors such as Main Street, Arkansas Avenue, and historic West Main Street in a way that enhances the community's aesthetics.	Create overlay districts as appropriate.	✓				
	2.1.3: Provide development guidelines that encourage high quality site design.		✓				
	2.1.4: Require the use of landscaping in developments as a way to buffer development and improved visual appearance.		✓			✓	
	2.1.5: Encourage development in gateways into the city to meet enhanced standards for visual quality and provide public monuments and landscaping.	Update Development Regulations.	✓				
	2.1.6: Regulate downtown development through the use of downtown design standards.			✓		✓	
	2.1.7: Support and/or develop programs aimed at community beautification.				✓	✓	
	2.1.8: Enhance community gateways with investment in signage and landscaping.	Create overlay districts as appropriate.		✓			

ASSOCIATED DEPARTMENT(S)	GOAL AREA 2. Quality of Life and Image	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
2.2 - Enhance community and recreational amenities.							
Recreation & Parks Planning and Development	2.2.1: Connect all parks, schools, and large commercial areas through pedestrian infrastructure.	Extend existing sidewalk/trail system.		✓		✓	Increased connectivity.
Public Works Planning and Development	2.2.2: Ensure city streets are complete by providing accommodation for pedestrian, bicycle, and vehicle users as appropriate.	Update the Master Street Plan and include multi-modal transportation methods.	✓				Long-term development patterns.
Recreation & Parks	2.2.3: Maintain a Parks Master Plan to guide park development and redevelopment.	Maintain a Parks Master Plan.	✓				Health of existing parks and expansion of new park spaces.
Recreation & Parks	2.2.4: Invest public funds to aid the creation of trail and greenway system including the Prairie Creek Greenway.	Extend existing sidewalk/trail system.		✓		✓	Miles of sidewalks and trails added or maintained per year.
	2.2.5: Develop both active and passive recreation opportunities and expand recreational programming.	Maintain a Parks Master Plan.		✓		✓	Health of existing parks and expansion of new park spaces..
	2.2.6: Support the expansion of recreational use and opportunities with Lake Dardanelle.				✓	✓	
	2.2.7: Encourage the dedication of open space and recreation areas throughout the development process.		✓				
	2.2.8: Maintain recreational facilities and work with community leaders to determine future enhancements.		✓			✓	
2.2.9: Support the development of high-quality public spaces throughout the development process.	Update Development Regulations.			✓		✓	
Mayor's Office Recreation & Parks	2.2.10: Support community and faith-based institutions that work to enhance quality of life.	Work closely with community partners to determine the needs that are currently unmet. Then form a plan to enhance community quality of life with those partners.		✓		✓	Ongoing conversations with community partners to determine quality of life successes or shortcomings.

ASSOCIATED DEPARTMENT(S)	GOAL AREA 2. Quality of Life and Image	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
2.3 - Pursue an economic development and growth approach that focuses on quality of life.							
Planning and Development	2.3.1: Continue to focus on infill development in the downtown area.	Update Development Regulations.	✓			✓	Long-term development patterns.
	2.3.2: Encourage new developments to create spaces for pedestrians and connections to the city's existing active transportation system.		✓			✓	
Mayor's Office Recreation & Parks Planning and Development	2.3.3: Pursue amenities that potential employees and employers will seek out to encourage them to relocate to Russellville.	Update City Policies, support funding and pursue grants for active amenities.		✓			Increase in number of amenities available in Russellville.
Mayor's Office	2.3.4: Support private reinvestment in areas that have blighted buildings.	Work with local realtors, bankers, chamber of commerce on a campaign for reinvestment.		✓			Decrease in blighted areas, more reinvestment.
ASSOCIATED DEPARTMENT(S)	GOAL AREA 3. Community Change and Smart Development	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
3.1 - Guide and carefully direct growth in a smart and responsible manner.							
Planning and Development Public Works	3.1.1: Encourage development in areas already served by city services, where service provision is most cost effective.	Update Development Regulations to Require Connection to City Services.		✓			Long-term development patterns that allow utilities to service more people/mile.
Planning and Development	3.1.2: Encourage development that is compatible with the natural and built environments of the surrounding area.	Update Development Regulations.	✓			✓	Preservation of natural environments.
Planning and Development Recreation & Parks	3.1.3: Encourage development that creates long-term community value.						✓
Planning and Development	3.1.4: Create thriving, vibrant neighborhoods, districts, and corridors that are distinct places.	Update Development Regulations and develop overlay districts where appropriate.		✓		✓	Long-term development patterns that create distinct places.
	3.1.5: Promote mixed-use development that combines commercial, residential, and office functions in the same building.	Update Development Regulations to allow flexibility of use types.		✓			Permit more mixed-use construction and infill permits.
Planning and Development Public Works	3.1.6: Ensure new developments locate where they can be properly accommodated by public infrastructure.	Update Development Regulations to Require Connection to City Services.				✓	Long-term development patterns that allow utilities to service more people/mile.
	3.1.7: Promote development that builds the city's tax base and generates sufficient tax revenue to pay for the life-cycle costs of its supporting infrastructure.			✓			

ASSOCIATED DEPARTMENT(S)	GOAL AREA 3. Community Change and Smart Development	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
3.1 - Guide and carefully direct growth in a smart and responsible manner.							
Mayor's Office Planning and Development	3.1.8: Encourage development that provides necessary services to underserved populations.	Develop and Implement Policies that promote inclusion.		✓			Development that considers the needs of all of the citizens.
Planning and Development	3.1.9: Adopt a comprehensive plan that plans for continued population growth through the year 2040.	Adopt the Comprehensive Plan Document.	✓				Adopt the Comprehensive Plan Document.
3.2 - Enhance the city's land use regulations and development review processes.							
Planning and Development Public Works Fire Department	3.2.1: Provide and carry out land use and building regulations that protect the health, safety, welfare, and aesthetics of the community.	Update Development Regulations.				✓	Long-term development patterns.
Fire Department Planning and Development	3.2.2: Utilize land use and building regulations to create vibrant, sustaining places that create long-term value for the community.					✓	
Planning and Development	3.2.3: Use innovative regulatory tools designed to address community problems identified in the plan such as building design standards, landscaping requirements, character zoning, etc.	Increase Code Enforcement.	✓			✓	Increased code enforcement efforts.
Fire Department Planning and Development	3.2.4: Promote use of land use tools that allow flexibility in site design and layout for innovative developments.	Update Development Regulations.	✓				Long-term development patterns.
	3.2.5: Utilize land use regulations to enhance and protect key areas and corridors in the community such as All city gateways, the El Paso District, Downtown, and West Main Street.		✓			✓	Improvements to the key corridors and gateways into the City.
	3.2.6: Support policies that allow the construction of a variety of housing types and price ranges to meet the needs of residents of all ages and incomes.			✓		✓	Permit more variety of housing types and sizes.
Planning and Development Fire Department Public Works City Corporation	3.2.7: Provide timely and efficient review of development proposals.	Update Development Regulations.	✓			✓	Having clear and easy-to-understand regulations and policies regarding development.
Fire Department Public Works City Corporation	3.2.8: Provide fair, consistent, and transparent review and evolution of all development proposals.		✓			✓	
Fire Department Planning and Development	3.2.9: Ensure development review is conducted to evaluate potential external impacts of development on adjacent properties.	Update the Future Land Use Plan.	✓				Long-term development patterns.

ASSOCIATED DEPARTMENT(S)	GOAL AREA 3. Community Change and Smart Development	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
3.3 - Encourage development within the heart of the city.							
Fire Department Planning and Development	3.3.1: Support and encourage private investment in downtown by leveraging public resources and infrastructure.	Capital Improvement Plan.	✓	✓			Increase in business expenditures in the city.
City Corporation	3.3.2: Reinvest in the infrastructure of the city's existing neighborhoods.			✓			Maintain and expand high quality infrastructure to the city.
Fire Department Planning and Development	3.3.3: Encourage mixed-use infill development and building rehabilitation in downtown.	Update Development Regulations.	✓			✓	Permit more mixed-use construction and infill permits.
Planning and Development	3.3.4: Use targeted but fair code enforcement focused on neighborhoods where blighting influences may discourage private investment.	Increase Code Enforcement.	✓	✓			Increased code enforcement efforts.
Mayor's Office	3.3.5: Encourage home ownership as a means to promote long-term community investment.	Work with local realtors, bankers, Chamber of Commerce on a campaign.		✓		✓	Statistics on home ownership vs. rental units
Planning and Development	3.3.6: Encourage residential infill development in the city's historic neighborhoods surrounding downtown.	Update Regulations.				✓	Permit more infill permits.
Fire Department Planning and Development	3.3.7: Use state and federal programs that help aid in the rehabilitation of historic buildings in the downtown.	Connect with state and federal agencies and apply for grants.		✓			Grant money received and permits issued for rehabilitation of historic buildings.
	3.3.8: Provide public space that attracts residents to the Downtown Historic District and El Paso District.	Create appropriate districts.	✓	✓			Increase in visitors to the Downtown Historic District and El Paso District.
	3.3.9: Use regulatory incentives to encourage downtown investment.			✓			Increase in business expenditures in the city.
	3.3.10: Encourage the preservation and rehabilitation of Downtown historic structures.			✓			Permits issued for the rehabilitation of historic buildings.
	3.3.11: Support and encourage entities like Main Street Russellville that encourage downtown growth.		Work with the Chamber of Commerce and others to encourage downtown growth.				✓

ASSOCIATED DEPARTMENT(S)	GOAL AREA 3. Community Change and Smart Development	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
3.4 - Ensure diverse community voices are heard and public spending reflects the needs of a diverse community.							
Mayor's Office	3.4.1: Consult with minority populations in the city to make sure community amenities serve all populations.	Encourage Public Participation.	✓				Number of attendees at public meetings and input sessions.
Fire Department	3.4.2: Encourage greater community engagement from the community as a whole and among minority populations.		✓			✓	
Planning and Development	3.4.3: Ensure public spending is directed in a fair and transparent manner to meet the needs of the entire community.		✓				
Mayor's Office	3.4.4: Ensure that the planning commission is representative of the larger community.	Select diverse community members to be Planning Commission members.	✓			✓	The overall make-up of the Planning Commission members should be diverse
3.5 - Maintain the Comprehensive Plan and use it to guide future growth.							
Planning and Development	3.5.1: Conduct annual reviews of the comprehensive plan and land use regulations to ensure they remain applicable and up-to-date.	Update City Policies.	✓			✓	Annual reviews.
	3.5.2: Russellville's land use regulations will be consistent with and designed to carry out the provisions of the comprehensive plan.	Update the Future Land Use Plan.	✓			✓	Long-term development patterns.
Public Works	3.5.3: Future street construction will substantially conform to the transportation component of the plan.	Update the Master Street Plan.	✓			✓	Long-term street construction.
Planning and Development	3.5.4: Development and rezoning proposals will be evaluated in terms of their compatibility with the comprehensive plan.	Update the Future Land Use Plan.	✓			✓	Long-term development patterns.
	3.5.5: All development and rezoning requests will substantially conform to the comprehensive plan.		✓			✓	
Planning and Development Public Works	3.5.6: Review all developments in relation to specific and detailed provisions that at least:		✓				
	3.5.6A: Regulate the subdivision of land.- Regulate the use of land to ensure compatibility of adjacent areas.	✓				✓	
	3.5.6B: Regulate drainage and protection of areas which flood or are environmentally sensitive.	✓				✓	

ASSOCIATED DEPARTMENT(S)	GOAL AREA 3. Community Change and Smart Development	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
3.5 - Maintain the Comprehensive Plan and use it to guide future growth.							
Planning and Development Public Works	3.5.6C: Ensure safe and convenient mobility for vehicular, bike, and pedestrian users.	Update the Future Land Use Plan.	✓			✓	Long-term development patterns.
	3.5.6D: Ensure developments do not result in a reduction in any adopted level of service for infrastructure.		✓			✓	
	3.5.6E: Ensure development does not outstrip the capacity of the land or infrastructure supporting it.		✓			✓	
ASSOCIATED DEPARTMENT(S)	GOAL AREA 4. Infrastructure and Fiscal Health	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
4.1 - Coordinate growth and utilities in the most efficient and effective manner.							
City Corporation Planning and Development Public Works	4.1.1: Control the extension or provision of utilities in order to carry out the provisions of this plan.	Capital Improvements Plan.		✓		✓	Long-term development patterns.
	4.1.2: Ensure no approved development will result in a reduction in the adopted level of service for public infrastructure.	Update Development Regulations.	✓			✓	
City Corporation Planning and Development	4.1.3: Require all developments within the Planning Area Boundary to be served by central water and wastewater services, when feasible.	Update Development Regulations.	✓			✓	
	4.1.4: Require all developments to install public utilities and annex to the city as a condition of tying onto city utilities.		✓			✓	
Public Works	4.1.5: Encourage development to occur where it can be supported by the transportation and utility infrastructure.	Utilize and update the Future Land Use Plan as needed. Coordinate with City Corporation on any updates.	✓			✓	
4.2 - Provide a multi-modal transportation system that benefits all residents.							
Recreation & Parks Planning and Development Public Works	4.2.1: Bike and pedestrian users will be given consideration in the planning and design of all transportation facilities in the planning area.	Update the Master Street Plan; include multi-modal options.				✓	Long-term development patterns.
	4.2.2: Bike and pedestrian facilities will be constructed as part of all new development and transportation facilities according to the provisions of this plan.					✓	
	4.2.3: The city will monitor mobility and access options for citizens with disabilities as part of the development process.					✓	
	4.2.4: New developments must provide for the interconnection of existing and proposed streets to permit the orderly expansion of the city's transportation system.	Update the Master Street Plan.				✓	

ASSOCIATED DEPARTMENT(S)	GOAL AREA 4. Infrastructure and Fiscal Health	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
4.2 - Provide a multi-modal transportation system that benefits all residents.							
Recreation & Parks Planning and Development Public Works	4.2.5: Access management will be considered in revision of development regulations and evaluated upon reviewing all development plans.	Update the Master Street Plan				✓	Long-term development patterns
	4.2.6: Provide improved roadway facilities to improve traffic flow on the east side of Russellville.					✓	
	4.2.7: Create targeted access management plans to help better regulate how new developments impact major thoroughfares.					✓	
	4.2.8: Enhance east/west accessibility with pedestrian amenities to help increase walk/bike work trips.	Update the Master Street Plan; include multi-modal options.				✓	
4.3 - Maintain a healthy tax base.							
Public Works City Corporation	4.3.1: Prioritize the maintenance of existing utility and transportation infrastructure over the expansion of new facilities.	Capital Improvements Plan.	✓			✓	Gain more utility connections in existing areas.
Planning and Development	4.3.2: Promote development patterns such as mixed-use development that yield higher tax revenue per acre.	Update Development Regulations.	✓			✓	Long-term development patterns.
Finance Director	4.3.3: Continue policy actions that provide adequate funding for the maintenance and life-cycle costs of the city's transportation infrastructure.	Update City Policies.	✓			✓	Financial Health of the City.
Mayor's Office Finance Director	4.3.4: Ensure local tax policies provide adequate revenue to meet the city's ongoing liabilities.		✓			✓	
Mayor's Office Planning and Development	4.3.5: Promote polices that will create homegrown jobs with strong wages.				✓		✓
	4.3.6: Capture more regional shopping at local shops within the city through coordination between the chamber of commerce and the city.	Partner with the Chamber of Commerce.		✓		✓	Reduction of market leakage.
	4.3.7: Work to retain existing jobs and residents within the city by maintaining a strong quality of place.					✓	
4.4 - Address drainage problems in Russellville							
Public Works Department	4.4.1: Actively work with the Corps of Engineers to improve drainage along Prairie Creek.	Work with the Corps of Engineers.	✓				Reduction of flooding issues.
	4.4.2: Ensure developments adequately address drainage to ensure new drainage problems are not created.	Update Development Regulations.				✓	

ASSOCIATED DEPARTMENT(S)	GOAL AREA 4. Infrastructure and Fiscal Health	ACTION ITEM	Time Frame in years				PROGRESS INDICATOR
			1-5	5-10	10+	Ongoing	
4.4 – Address drainage problems in Russellville							
Public Works Department	<i>4.4.3: Provide regulations that ensure drainage issues caused by development are properly mitigated.</i>	Update Development Regulations.	✓				Reduction of flooding issues.
	<i>4.4.4: Invest in public infrastructure to improve drainage problems throughout the community.</i>	Capital Improvements Plan.	✓			✓	
	<i>4.4.5: Promote the use of green infrastructure as a way to work with the environment to prevent localized flooding risks and drainage problems.</i>	Update Development Regulations.		✓			
	<i>4.4.6: Use innovative programs and policies like a stormwater utility to ensure adequate mechanism are in place to finance public investment in drainage infrastructure.</i>	Update City Policies and Regulations in the future as it becomes necessary.			✓		

SIX: SUMMARY

In conclusion, Russellville is looking forward to the future with positivity and goals that will benefit all members of the community. By implementing a future land use plan, the growth and development will be guided in an organized and thoughtful manner. The key infill and annexation plans will help the city determine the best way to improve and expand city infrastructure. Recently, Russellville has transitioned to focusing on amenities and multi-modal transportation options, the transportation and mobility plan and the recreation plan will encourage this type of development focus for the next 20 years.

Russellville is a thriving community with many positive features and is looking toward its future by implementing strong goals and implementation plans to serve the citizens well and propel the City into its next twenty years.

APPENDIX

A.1 Existing Plans and Reports

In 1998, Russellville adopted a Comprehensive Plan to guide growth heading towards 2020. The comprehensive plan laid out a framework for change within the community. The goals within this plan were agreed upon by the community and streamlined by planning professionals. Other plans were created in order to enhance the plan's effectiveness: The Master Street Plan (1999), Downtown Master Plan (2012), Regional Airport Master Plan (2015), Parks Master Plan (2020), and the draft Trails Plan that is currently being updated. These plans function both as implementation frameworks for the 2020 plan as well as inform the current Comprehensive Plan Project. In addition to these plans, the Zoning Code and Land Subdivision and Development Code are used to regulate development. They are the tools by which planning decisions are made and implemented. Understanding what goals from previous plans have been accomplished, and how those goals might be hindered or enabled by the codes and ordinances is important to understanding how to plan the city's next 20 years.

2020 Comprehensive Plan

The major goals in the 2020 comprehensive plan support infill development, neighborhoods with a walkable community design – especially near the downtown, economic development policy directed at creating a highly diverse workforce, directed infrastructure investment, aesthetic design that encourages people to be outside, Preservation of Russellville's natural beauty for future generations, and improving the parks and trails within Russellville.

Recommendations

- ✓ *Create design standards to preserve and enhance the city's natural features.*
- ✓ *Encourage more innovation in neighborhood development and revitalize existing neighborhoods.*
- ✓ *Enhance the city's planning and zoning process.*
- ✓ *Provide alternative methods of transportation for people who cannot drive 100% of the time.*

Downtown Master Plan

The Downtown Master Plan implements the goals of the comprehensive plan, in great detail, within Russellville's downtown. The major goals support preserving the historical framework of the downtown; building developments to be at a pedestrian friendly scale; safe and attractive streetscapes; provide a healthy mixture of shopping dining, and recreation; create complete streets, and adding housing downtown.

Recommendations

- ✓ *Revitalize aging buildings within the downtown.*
- ✓ *Improve pedestrian amenities on El Paso so it can be a linkage between the university and downtown.*
- ✓ *Pedestrian safety improvements along Main Street increasing foot traffic accessibility.*
- ✓ *Long range plans to construct a parking garage to consolidate parking.*

Trails Master Plan

The Trails Master Plan is being updated and will be used to guide future trail development in the city. These trails range from basic connectors between locations of civic interest to large scale trails that traverse the whole city. The major goals support creating a more walkable and bikeable community, improving real-estate values through proximity to pedestrian amenities, and creating alternative options for transportation within the city.

Recommendations

- ✓ *Connect all parks, schools, and commercial centers with trails.*
- ✓ *Integrate pedestrian improvements into new road construction.*
- ✓ *Promote health and wellness through active transportation.*
- ✓ *Expand the city's sense of community through increased social interactions based around trails and greenways.*

Parks Master Plan

The previous Parks Master Plan, created in 2003, was mostly implemented. An updated Parks Master Plan was adopted in 2020 that will further improve the parks within Russellville. The major goals include enhancing park facilities in order to include all age groups in park use, working to keep park features well maintained, improving neighborhood accessibility to parks, and creating park facilities that encourage a wide array of uses that are accommodating to all city residents.

Recommendations

- ✓ *Improve park offerings by enhancing public restroom facilities and building pavilions for recreational use.*
- ✓ *Create a large aquatic facility that can serve both sport and leisure activities.*
- ✓ *Increase accessibility by connecting parks to each other through trail improvements.*
- ✓ *Improve parking and storage in heavy need areas.*

Master Street Plan

The Master Street Plan has been guiding the development of transportation infrastructure in the city since the turn of the century. The major goals of the plan include supplementing vehicle traffic elements with non-vehicular ones, improving traffic flow and reduce conflict points with higher associated risks, expanding the market area for local businesses and industry by reducing travel times, and maintaining a strong transportation network for future generations within Russellville.

Recommendations

- ✓ *New development should mimic the historical grid network.*
- ✓ *New curb cuts will be kept to a minimum when new developments are constructed.*
- ✓ *Encouraging the development of non-vehicular traffic elements such as pedestrian ways and bike paths.*
- ✓ *Including all physical conditions to have access to a mobile lifestyle within the city.*

Airport Master Plan

The Airport Master Plan highlights the planned future growth of the airport. Some of the major goals include maintaining the airport's status as serving noncommercial flights; accommodate the needs of Russellville, Pope County, and surrounding service area; consider the impacts of any changes to the airport in surrounding land uses; and inform future decision making by creating a rational plan and implementing it. In addition, Russellville has introduced an incubator model which includes renting space to commercial businesses. This serves two purposes: it reduces vacant space within the airport facility and promotes entrepreneurs and new business for the city.

Recommendations

- ✓ *Maintain the runway at length not greater than 5,500 feet.*
- ✓ *Construct new facilities when demand threshold is met, not when forecasted.*
- ✓ *Minimize environmental impacts of the airport on the surrounding community.*
- ✓ *Target improvements towards making the airport a self-sustaining entity.*
- ✓ *Implement targeted zoning to restrict building heights in plain flight paths.*
- ✓ *Continue to increase space available for commercial endeavors.*

2014 Water Master Plan

The Water Master Plan was developed in 2003 and revised in 2014. The updated 2014 plan highlights the future water utility needs of Russellville. Some of the major goals include expanding capacity at the water treatment plant by 2040, constructing addition water storage for the I-40 water zone, continuing to replace aging pipes within the system, and begin the process of identifying and planning for a future secondary water source.

Recommendations

- ✓ *Expand water treatment plant capacity through construction of a fourth filter and rehabilitation of existing Superpulsators and finished water clearwell. Replace aging galvanized, asbestos cement, and cast-iron pipes in the system, in order of importance.*
- ✓ *Maintain the existing Huckleberry Creek Reservoir.*

- ✓ *Construct additional water tower in the I-40 water zone.*
- ✓ *Identify location and develop plans for future secondary water source to accommodate growth and provide a redundant water source.*

2003 Water and Wastewater Master Plan

2019 Wastewater Plant Master Plan and Capacity, Management, Operations and Maintenance Plan

The 2019 Wastewater Plant Master Plan highlight improvements needed at the wastewater treatment facility to accommodate current and future wastewater demands from residential, commercial, and industrial customers. The Capacity, Management, Operations and Maintenance (CMOM) plan was developed in response to a Consent Administrative Order (CAO) in 2009 and highlights improvements necessary to achieve compliance within the wastewater collection system by reducing and/or eliminated overflows during heavy rain events. The major wastewater goals are to increase both the hydraulic and biological capacities at the existing wastewater treatment plant to accommodate the growth in the community and reduce the amount of inflow and infiltration in our wastewater collection system in order to be released from the CAO.

Recommendations

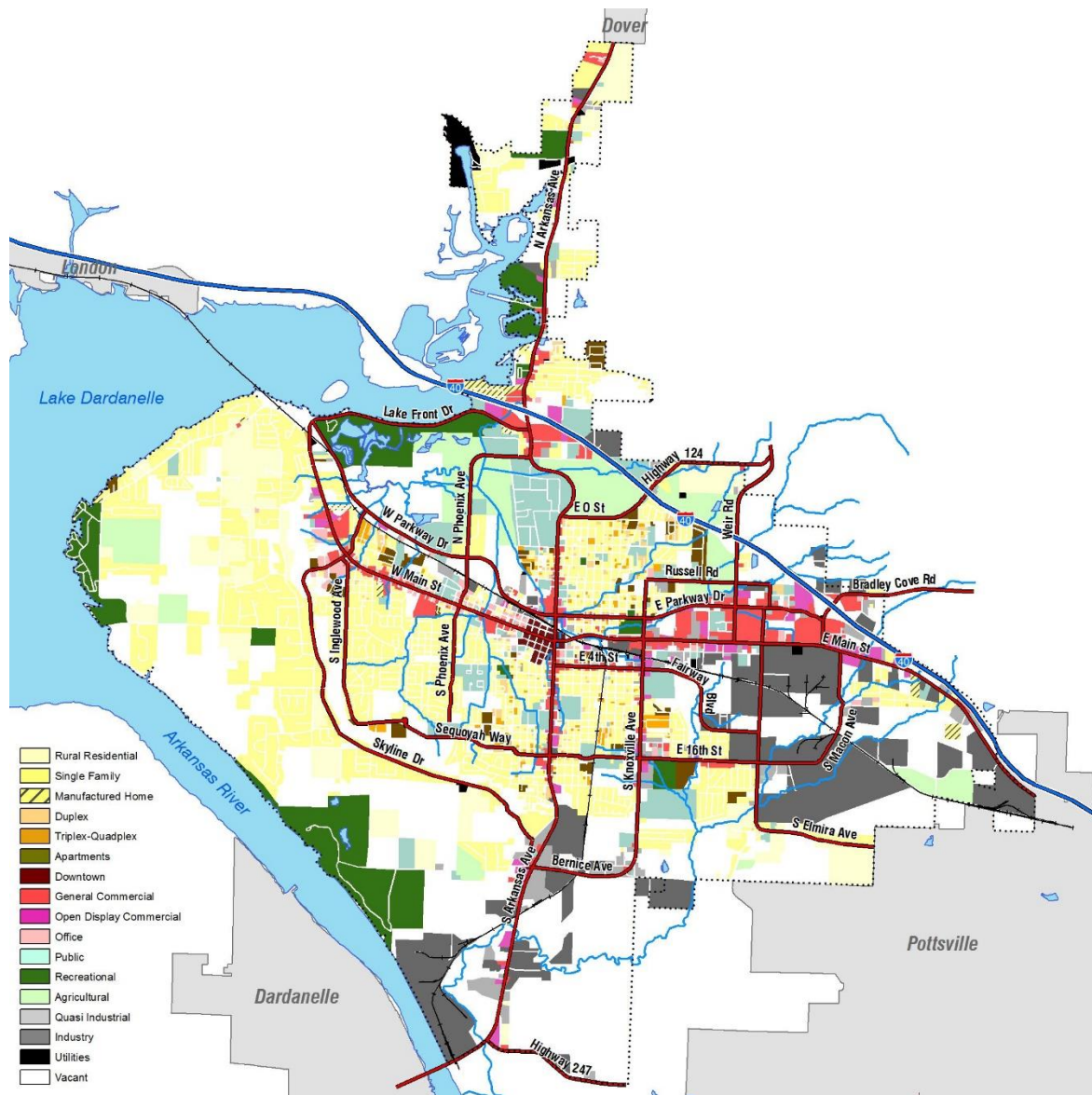
- ✓ *Rehabilitate existing process equipment and construct additional facilities at the wastewater plant to achieve compliance with existing and future regulatory permit limits*
- ✓ *Continue to survey the pipelines and manholes within our collections system and make prioritized repairs based on level of deficiency.*
- ✓ *Survey our entire collection system annually with sounding and televising equipment to identify and address areas where flow is restricted due to roots, grease, damage, etc.*

A.2 Maps and Graphs

Existing Land Use Map

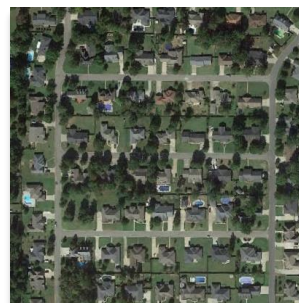
The following map describes land uses of property in Russellville as of mid-2016. This inventory of land uses will be used to help formulate the Place Type Plan within the Comprehensive Plan. A large version of the map is available.

Map A.2.1 Existing Land Use



Rural Residential

Primarily single-family residential uses within a rural context characterized by large unplatted lots and limited availability of sewer service.



Single-Family

Single-family residential uses within a traditional context of a platted subdivision with small to medium sized lots with access to all city utilities.



Manufactured Homes

Manufactured homes (after 1976) and mobile homes (prior to 1976) within a variety of contexts. Areas are delineated from single-family due to efforts to ensure compliance with the Ark. Affordable Housing Accessibility Act of 2003.



Duplex

Two-family housing often found within a context of older neighborhoods as infill development, geographically scattered, or within a development intended solely for duplex development. Access to city utilities.



Triplex-Quadplex

Three and four-family housing found within a context of older neighborhoods as infill development, geographically scattered, or within a development intended solely for multi-family development. Access to city utilities.



Apartments

More than five units in a single structure or more than one structure on a lot. Often found as infill in older neighborhoods or as suburban greenfield development. Access to city utilities.



Downtown

Historic heart of the city characterized by a variety of commercial, public, and residential uses within one and two-story buildings. Built environment is oriented around the pedestrian. Access to city utilities.



General Commercial

Areas of commercial development encompassing a variety of contexts such as strip development or big-box stores. Business conducted inside building. Access to city utilities.



Open Display Commercial

Areas of commercial development encompassing a variety of contexts. Defining characteristics is the display of merchandise outside the building. Access to city utilities.



Office

Commercial areas that are employment centers or where services are provided on-site. Typically, quiet uses including lawyers, doctors, engineers, businesses, etc. Access to city utilities.



Public

Uses such as schools, hospitals, churches, or government offices. Large sites are typical with large buildings that can serve as major traffic generators. Also includes small-scale sites.



Recreational

Areas devoted to parks, whether public or private, or some type of recreational use. Sites are typically large with few structures. May locate on steep terrains or within floodplains.



Agricultural

Very large lot areas devoted to uses associated with the raising of crops, pasturage, or animal husbandry. May have access to city utilities.



Quasi-Industrial

Areas of commercial use that are intensive with impacts that are similar to light industrial uses. Examples include auto repair shops, heating, and air businesses, etc. Access to city utilities.



Industrial

Either large-scale or small-scale areas devoted to industrial uses such as warehousing, fabrication, manufacturing, processing of raw materials, etc. Access to city utilities is typical.



Utilities

Sites for public and/or private utility providers such as electric substations, utility yards, treatment plants, etc.



Vacant

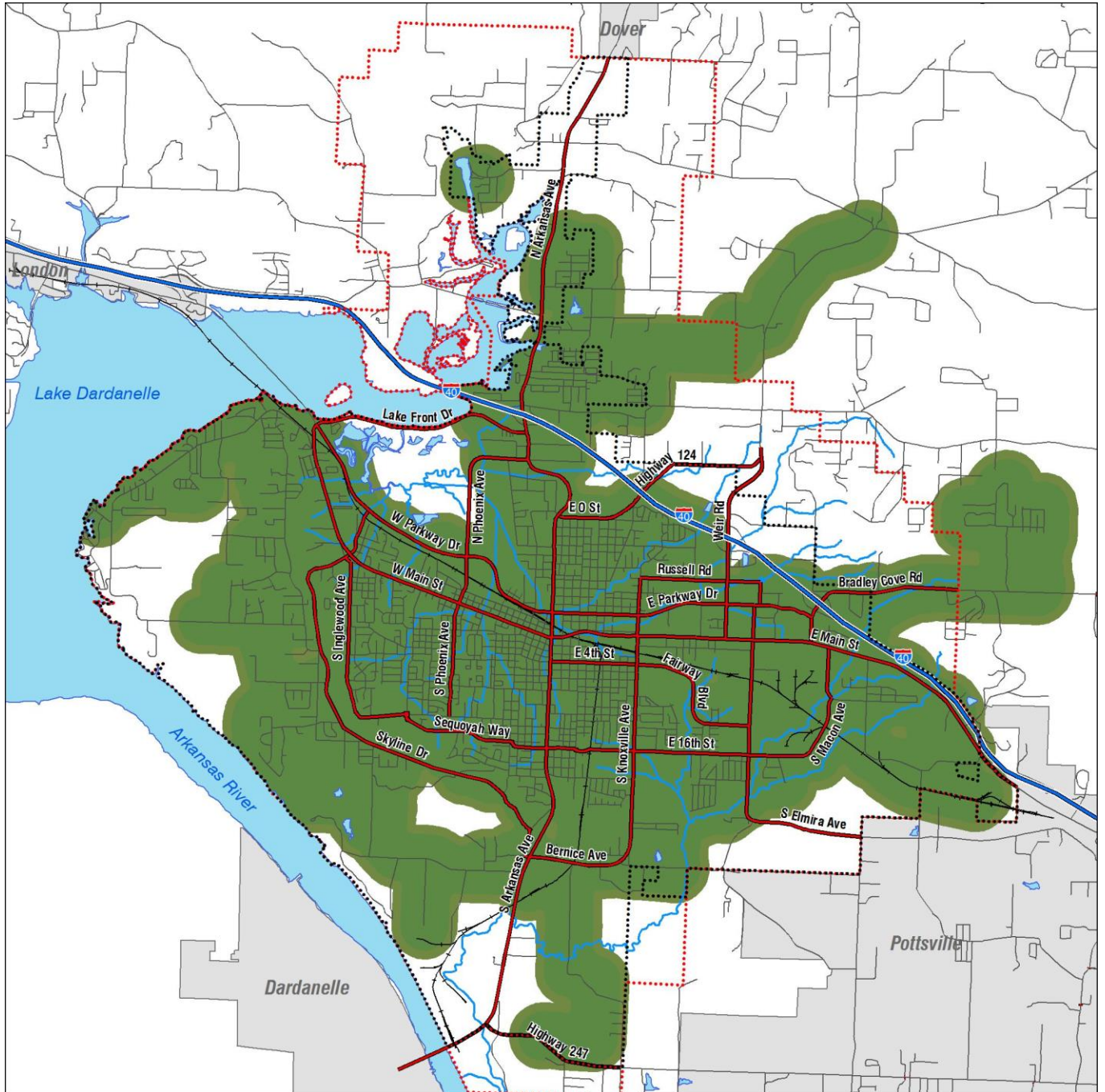
Areas within a suburban or urban context that do not appear to have any active uses on-site. Property may be cleared or wooded. City utilities may or may not be present.

Sewer Service Area Map

The map below depicts areas within ¼ mile of existing sewer service. Most areas within the city limits generally have good access to sewer service. The northern portion of the city towards Dover has poor coverage for sewer service. Development toward Dover, along Highway 7, likely cannot be provided gravity sewer and will require pump stations.

The Weir Road interchange area will likely see future development pressure. Utility extensions by Russellville City Corp. may stimulate some of this pressure, due to the high cost of extending utilities under I-40. Future growth will likely be directed in this area. Russellville City Corp. continues to address issues of inflow and infiltration and line replacement, which will be important to allowing future infill development in many areas.

Map A.2.2 Sewer Service Area

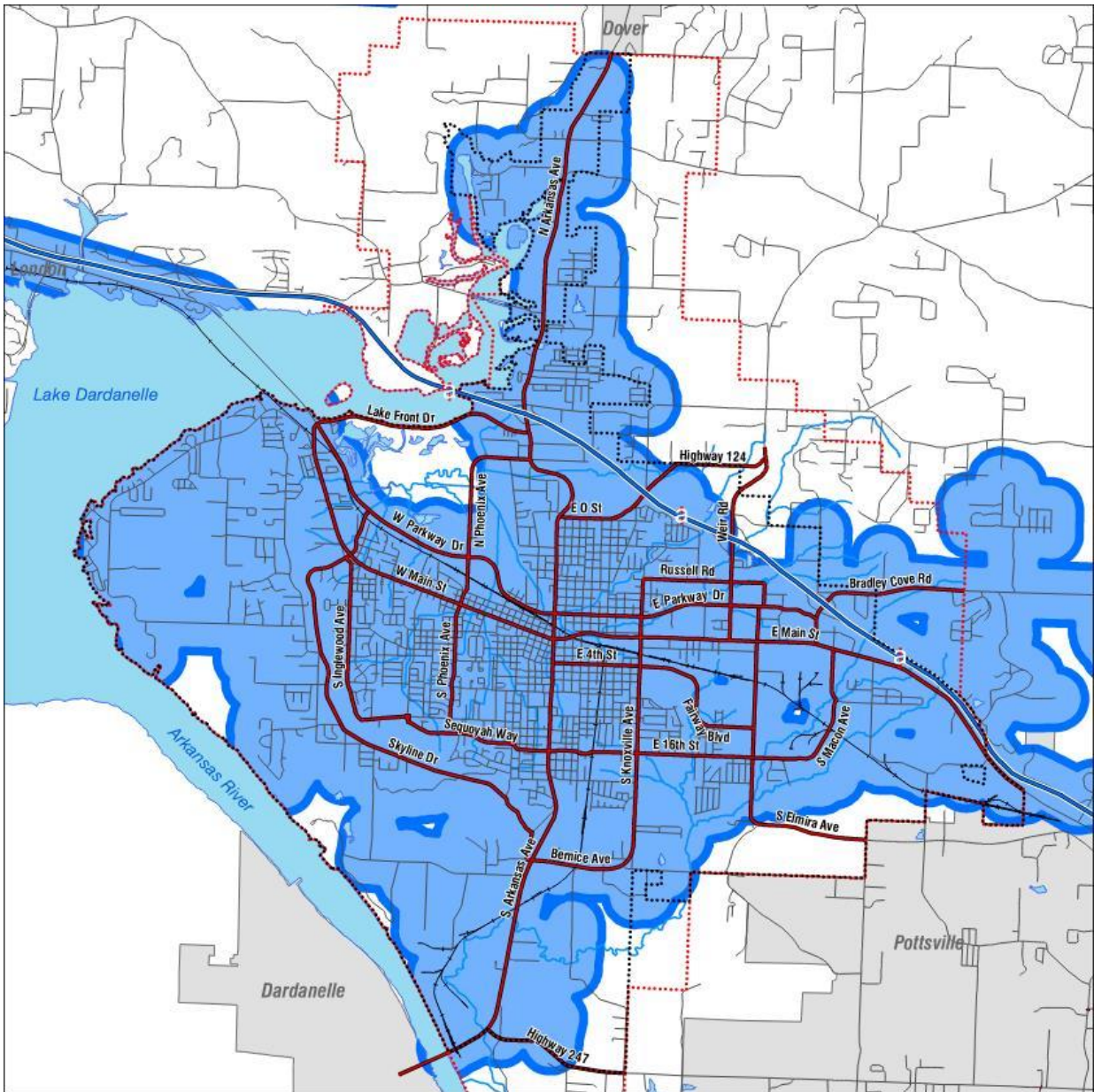


Water Service Area Map

The map below depicts areas within ¼ mile of existing water service. Service is generally available to all areas within the city limits. There is a considerable amount of area presently served by Russellville City Corp. water outside of the city. This includes areas along Bradley Cove Road. Much of this area also has sewer service and should be examined for future annexation. However, residents of the area likely have little incentive to come into the city because they have access to city utilities. Current policy no longer allows the extension of utilities outside the city without annexation.

The continued replacement of aging water lines will be important for enabling future infill development. Capacity of the water treatment system is likely sufficient through the plan’s 2040 time horizon. However, continued improvements will be needed in the system, with an increase in capacity of the water treatment plant likely and identifying and beginning plans for a secondary water source should be a priority. This will be a critical project for growth within the next 20 years, and the expense could require funding well in excess of anything the city currently has planned.

Map A.2.3 Water Service Area

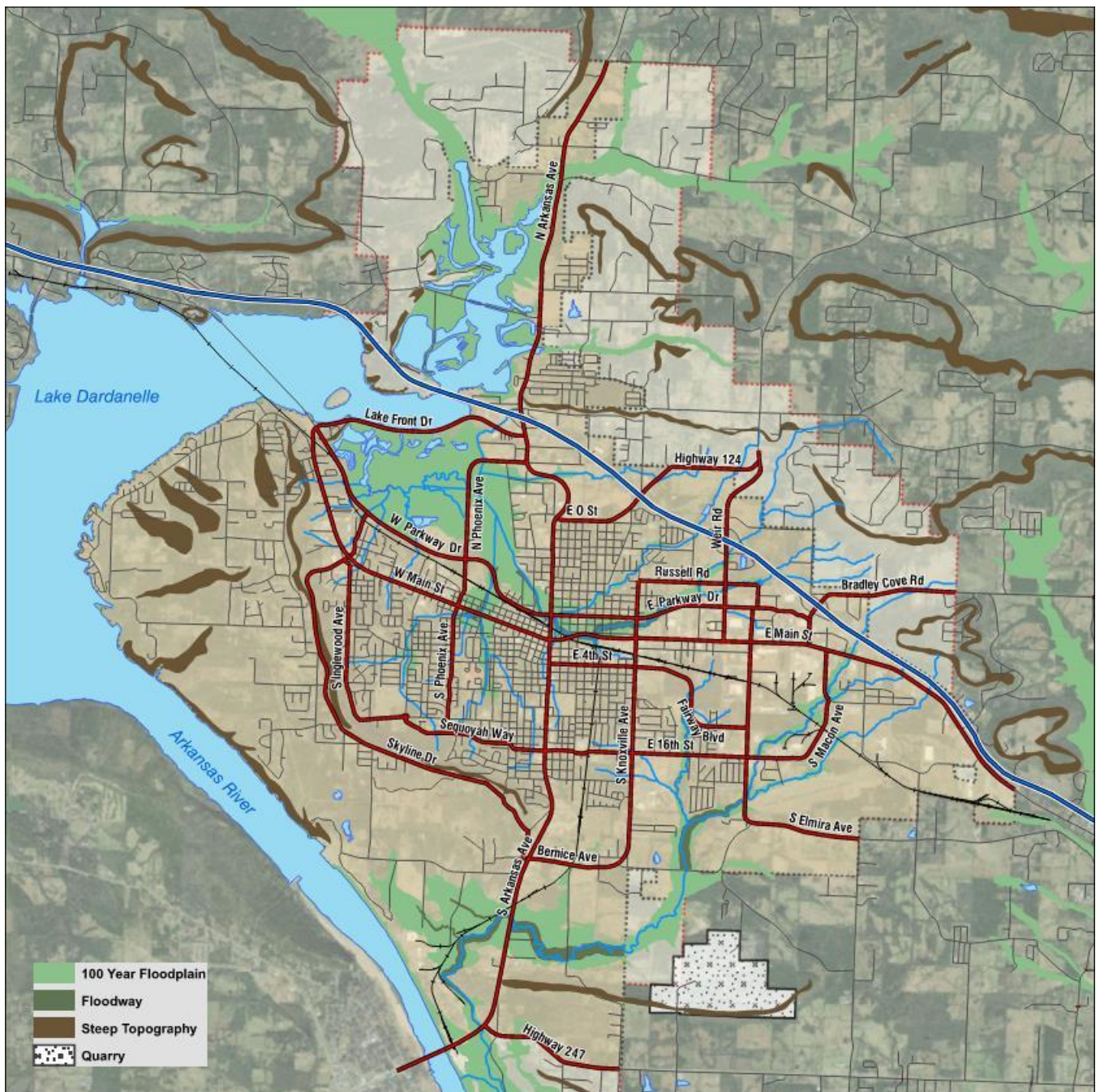


Development Constraints Map

The map below depicts key development constraints. These constraints include floodplains and areas of steep topography. Skyline Drive in the west part of Russellville traverses along a key ridgeline that divides the western part of town, known as Norristown Mountain, from the remainder of Russellville. This ridgeline divide has made development a challenge because of the necessity to pump all sewer across the ridge. A similar challenge exists north towards Dover in the area along Center Valley Road.

One of Russellville’s major constraints also presents one of its largest opportunities. Prairie Creek divides much of Russellville, leaving large swaths of the community within a federally designated floodplain. However, the creek could provide a city-wide greenway in the future. Planned work by the Army Corps of Engineers will modify the creek and should present an opportunity to construct an east-west railway that would benefit Russellville’s quality of life.

Map A.2.4 Development Constraints



Existing Street Classification Map

The map below depicts the city's existing street classification as denoted in its present Master Street Plan. The city is built around its east-west and north-south axes, Main Street and Arkansas Avenue. Traffic counts within the city have remained largely steady over the last 10 years with exclusion of Weir Road, which has seen traffic increase approximately 10%. However, this has accompanied a drop in traffic on Main Street east of Weir Road.

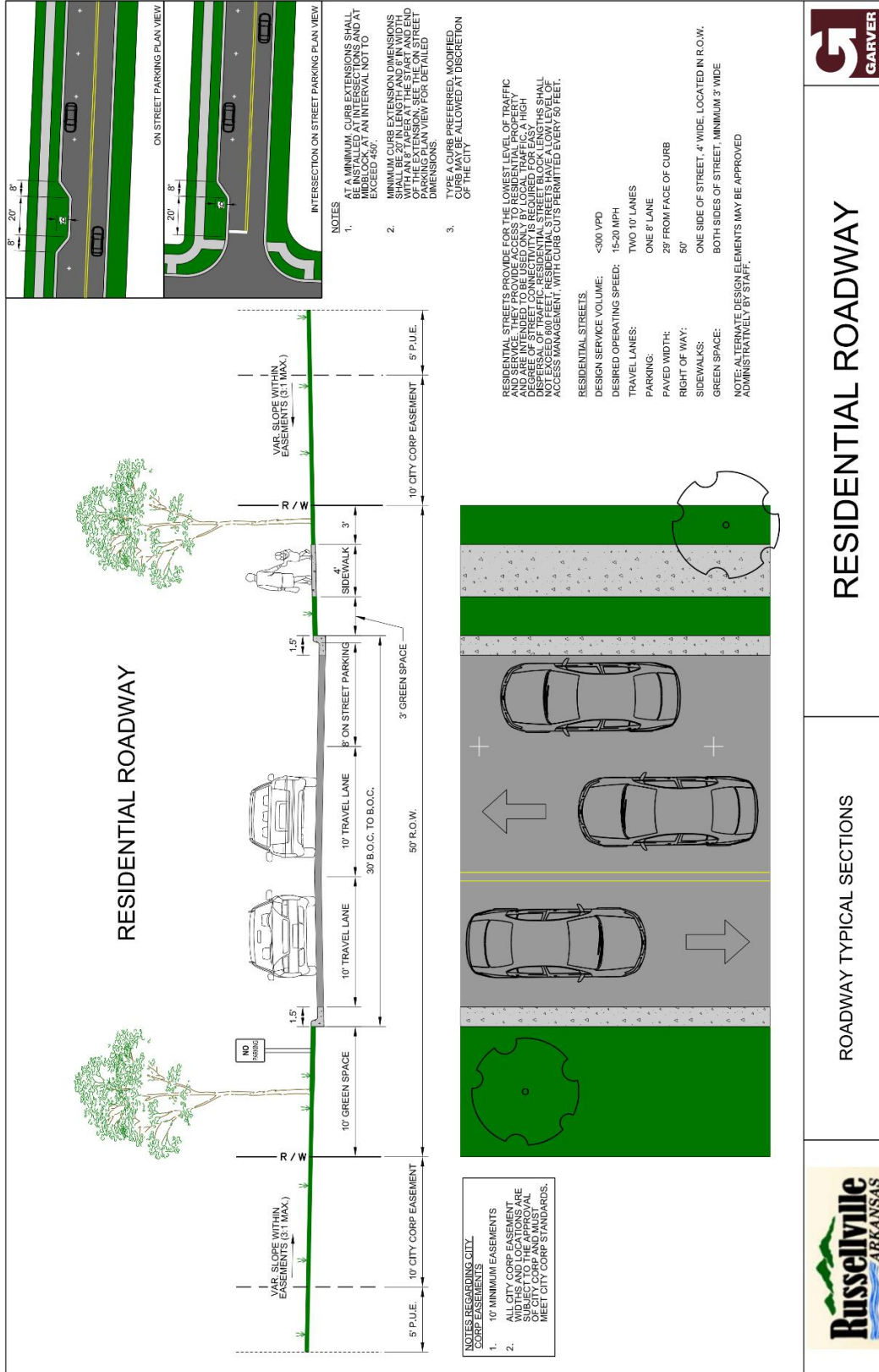
The classification of most streets appears appropriate. While some roadways listed as minor arterials function as collectors, these corridors may need larger rights-of-way in the future. The existing Master Street Plan provides little consideration of the Russellville's northern growth area. This will be carefully studied with development of the plan.

Map A.2.5 Existing Street Classification



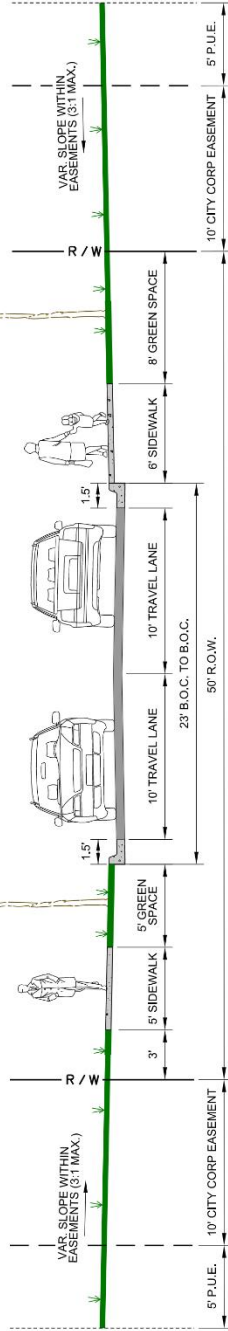
Typical Street Sections

Diagrams A.2.6 Street Sections

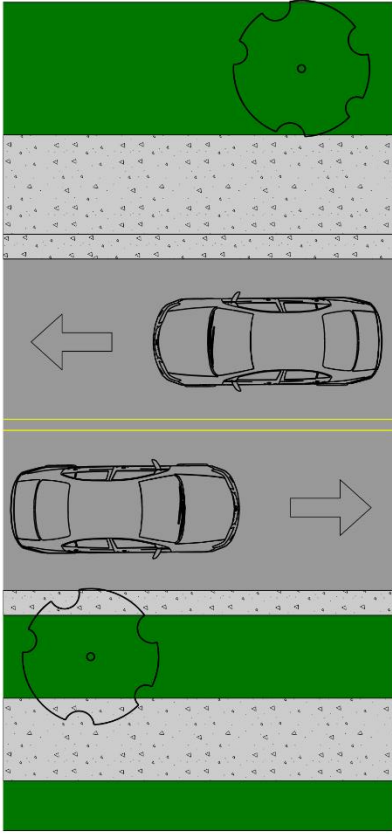


LOCAL ROADWAY

NOTES
 1. SIDEWALK MAY BE LOCATED AT BACK OF CURB LINE WHEN DEEMED NECESSARY BY THE ENGINEER. SIDEWALKS LOCATED AT BACK OF CURB LINE MUST BE A MINIMUM OF 6' IN WIDTH.



NOTES REGARDING CITY CORP EASEMENTS
 1. 10' MINIMUM EASEMENTS
 2. ALL CITY CORP EASEMENT WIDTHS AND LOCATIONS ARE SUBJECT TO THE APPROVAL OF THE ENGINEER. ALL EASEMENTS MUST MEET CITY CORP'S STANDARDS.



LOCAL STREETS PROVIDE FOR A MODERATE LEVEL OF TRAFFIC FLOW AND SERVICE. THEY PROVIDE ACCESS TO ADJUTING LAND USES AND ARE LOCATED IN NEIGHBORHOODS AND URBAN CENTER AREAS. LOCAL CLASSIFICATIONS, LOCAL URBAN STREETS ARE ENCOURAGED IN CITY NEIGHBORHOOD AND URBAN CENTER AREAS AS DEPICTED ON THE APPROPRIATE FOR AREAS THAT MAY FUNCTION AS A MAIN STREET FOR A NEIGHBORHOOD, OFFERING MIXED USES AND A LOW TO MEDIUM LEVEL OF ACCESS MANAGEMENT, WITH CURB CUTS PERMITTED EVERY 50 FEET.

- LOCAL STREETS**
 DESIGN SERVICE VOLUME: <4,000 VPD
 DESIRED OPERATING SPEED: 20-25 MPH
 TRAVEL LANES: TWO 10' LANES
 PARKING: NOT ALLOWED
 PAVED WIDTH: 22' FROM FACE OF CURB
 RIGHT OF WAY: 50'
 SIDEWALKS: BOTH SIDES OF STREET, 5' WIDE MINIMUM, LOCATED IN R.O.W.
 GREEN SPACE: BOTH SIDES OF STREET, 5' WIDE MINIMUM, MAY BE REMOVED IF DEEMED NECESSARY BY THE ENGINEER
 NOTE: ALTERNATE DESIGN ELEMENTS MAY BE APPROVED ADMINISTRATIVELY BY STAFF.



ROADWAY TYPICAL SECTIONS



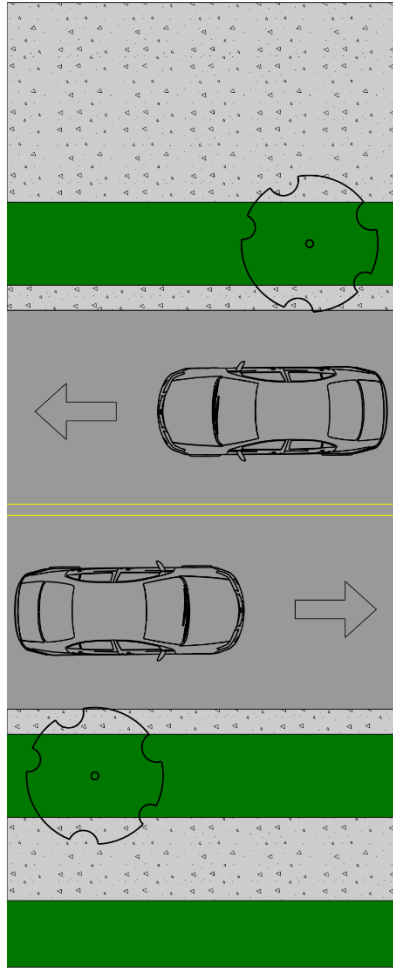
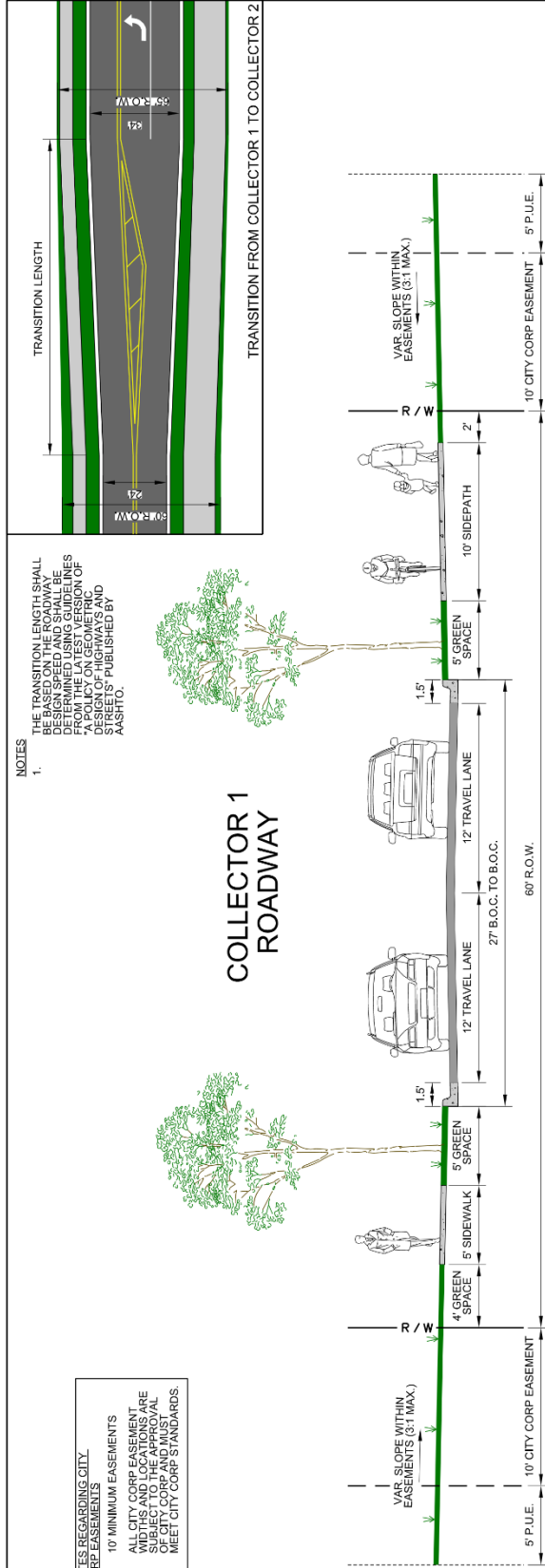
NOTES

1. THE TRANSITION LENGTH SHALL BE BASED ON THE ROADWAY DESIGN SPEED AND SHALL BE FROM THE LATEST VERSION OF A POLICY ON GEOMETRIC STREETS, PUBLISHED BY AASHTO.

NOTES REGARDING CITY CORP EASEMENTS

1. 10' MINIMUM EASEMENTS
 2. ALL CITY CORP EASEMENTS SUBJECT TO THE APPROVAL OF CITY CORP AND MUST MEET CITY CORP STANDARDS.

COLLECTOR 1 ROADWAY



COLLECTOR STREETS PROVIDE TRAFFIC CIRCULATION WITHIN RESIDENTIAL, COMMERCIAL AND INDUSTRIAL AREAS. THEY COLLECT TRAFFIC FROM NEIGHBORHOODS AND FACILITATE TRAFFIC MOVEMENT INTO THE ARTERIAL SYSTEM. COLLECTOR STREETS SHOULD BE DESIGNED TO DISPENSE TRAFFIC THROUGHOUT THE CITY. COLLECTOR STREETS VARY IN WIDTH AND SHOULD BE DESIGNED WITHIN THE CONTEXT OF THE LOCAL LAND USES. A MINIMUM RIGHT-OF-WAY OF 80 FEET SHALL BE PROVIDED FOR COLLECTOR STREETS. THE MASTER STREET, LOCAL STREET, OR SIDEWALK SHALL EXTEND A MINIMUM OF 200 FEET FROM THE INTERSECTION. A 65' OF RIGHT-OF-WAY SHALL BE PROVIDED FOR TRAFFIC GENERATED OR PREDICTED WARRANTS OF TRAFFIC GENERATED OR PREDICTED WARRANTS OF TRAFFIC GENERATED OR PREDICTED WARRANTS OF TRAFFIC GENERATED OR PREDICTED WARRANTS WITH CURB CUTS PERMITTED EVERY 100 FEET.

THE CITY RECOGNIZES THAT THE DESIGN OF COLLECTOR STREETS MAY VARY DEPENDING UPON THE CONTEXT OF THE EXISTING AND FUTURE LAND USES. THE CITY CORP EASEMENTS AND TYPICAL SECTIONS PROVIDE FLEXIBILITY IN CONTEXT WHILE UTILIZING A STANDARD RIGHT-OF-WAY AND ENABLING THE STREET TO EASILY TRANSFORM AS LAND USE INTENSITY OR DENSITY CHANGES OVER TIME.

COLLECTOR 1 STREETS

DESIGN SERVICE VOLUME: $4,000$ VPD - $6,000$ VPD WITH LEFT TURN LANES

DESIRED OPERATING SPEED: 25-30 MPH

TRAVEL LANES: TWO 12' LANES

TURN LANE: 12' TURN LANES WHERE WARRANTED AND AT COLLECTORS AND ARTERIALS

PARKING: NOT ALLOWED

PAVED WIDTH: 26' FROM FACE OF CURB WITHOUT CURB WITH TURN LANE

RIGHT OF WAY: 60' WITHOUT TURN LANE, 65' WITH TURN LANE

SIDEWALKS: BOTH SIDES OF STREET, 5' SIDEWALK ON ONE SIDE, 12' SIDEWALK ON THE OTHER

GREEN SPACE: BOTH SIDES OF STREET AS SHOWN IN TYPICAL SECTION

NOTE: ALTERNATE DESIGN ELEMENTS MAY BE APPROVED ADMINISTRATIVELY BY STAFF.



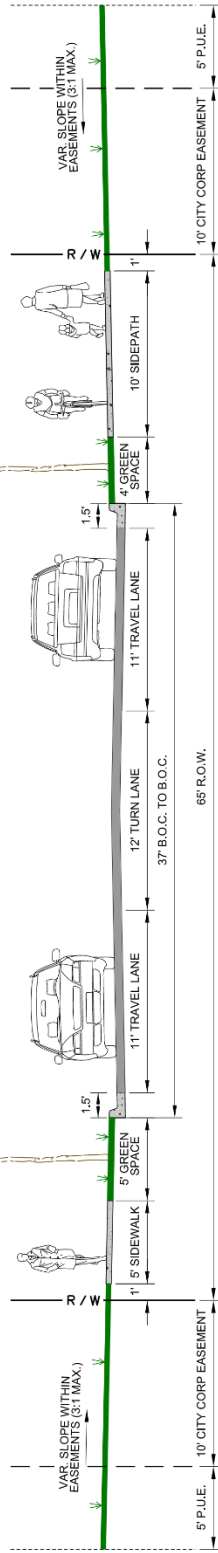
ROADWAY TYPICAL SECTIONS



COLLECTOR 1 ROADWAY

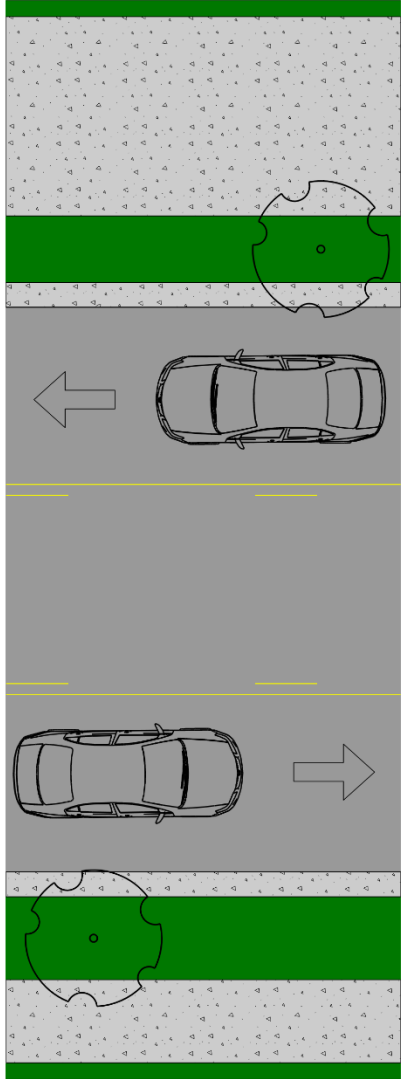
COLLECTOR 2 ROADWAY

- NOTES REGARDING CITY CORP. EASEMENTS**
1. 10' MINIMUM EASEMENTS
 2. ALL CITY CORP. EASEMENT WIDTHS AND LOCATIONS ARE SUBJECT TO THE APPROVAL AND SIGNATURE OF THE CITY ENGINEER AND MUST MEET CITY CORP. STANDARDS.



COLLECTOR STREETS PROVIDE TRAFFIC CIRCULATION WITHIN RESIDENTIAL, COMMERCIAL, INDUSTRIAL, AND RESIDENTIAL STREETS IN NEIGHBORHOODS AND FACILITATE TRAFFIC CONNECTIONS BETWEEN INTERSECTIONS. COLLECTOR STREETS SHOULD BE DIRECT IN ORDER TO DISPERSE TRAFFIC THROUGHOUT THE COLLECTOR STREET NETWORK TO THE CONTEXT OF THE ADJACENT LAND USES. THE MINIMUM RIGHT-OF-WAY OF 65 FEET SHALL BE PROVIDED FOR COLLECTOR STREETS. THE RIGHT-OF-WAY SHALL BE 65 FEET WIDE ON THE MASTER STREET PLAN WITH A 65-FOOT RIGHT-OF-WAY PROVIDED AT INTERSECTIONS AND PRINCIPAL ARTERIALS. THE INTERSECTION RIGHT-OF-WAY MUST EXTEND A MINIMUM OF 200 FEET FROM THE INTERSECTION. THE RIGHT-OF-WAY MUST BE REQUIRED IF THE VOLUME OR TURNING MOVEMENTS OF TRAFFIC ARE CONTINUOUS TURNING LANE. ALL COLLECTORS HAVE A MODERATE LEVEL OF ACCESS EVERY 100 FEET.

THE CITY RECOGNIZES THAT THE DESIGN OF COLLECTOR STREETS MAY VARY DEPENDING UPON THE CONTEXT OF THE EXISTING AND PLANNED DEVELOPMENT. THE CITY ENGINEER WILL PROVIDE THE COLLECTOR TYPICAL SECTIONS PROVIDE THE FLEXIBILITY IN CONTEXT WHILE UTILIZING A STANDARD PAVEMENT WIDTH THAT ENABLE THE STREET TO EASILY TRANSFORM AS LAND USE INTENSITY OR DENSITY CHANGES OVER TIME.



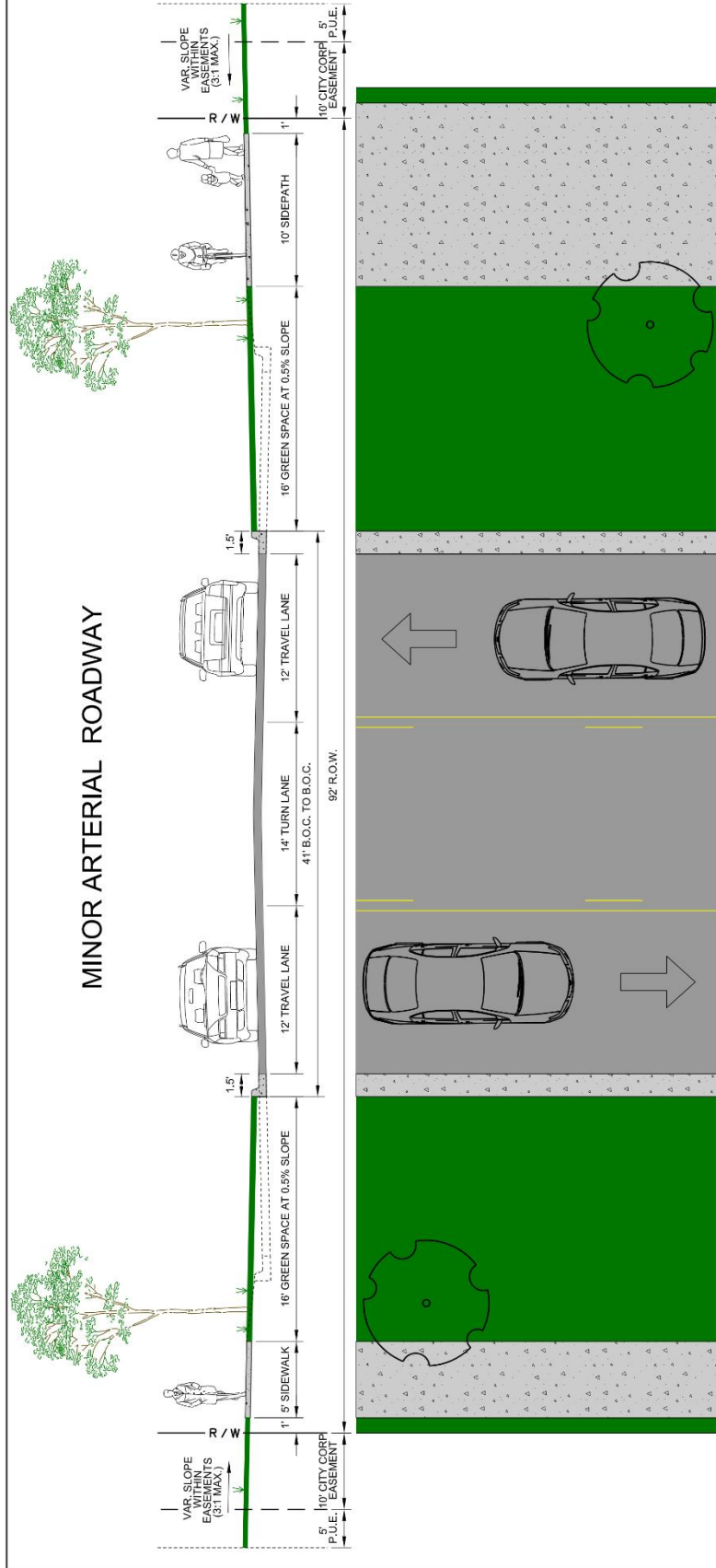
- COLLECTOR 2 STREETS**
- DESIGN SERVICE VOLUME: <4,000 VPD, <8,000 VPD WITH LEFT TURN LANES
 - DESIRED OPERATING SPEED: 25-30 MPH
 - TWO 11' LANES
 - 12' TURN LANE WHERE TURNING MOVEMENTS WITH COLLECTORS AND ARTERIALS
 - NOT ALLOWED
 - 26' FROM FACE OF CURB WITHOUT TURN LANE, 36' WITH TURN LANE
 - 60' WITH TURN LANE, 60' WITH TURN LANE
 - 5' SIDEWALK ON ONE SIDE, 12' SIDEWALK ON THE OTHER
 - BOTH SIDES OF STREET SHALL SHOW IN TYPICAL SECTION
- GREEN SPACE:** BOTH SIDES OF STREET SHALL SHOW IN TYPICAL SECTION
- NOTE:** ALTERNATE DESIGN ELEMENTS MAY BE APPROVED ADMINISTRATIVELY BY STAFF.



ROADWAY TYPICAL SECTIONS

COLLECTOR 2 ROADWAY





MINOR ARTERIAL ROADWAY

NOTES REGARDING CITY CORP EASEMENTS

1. 10' MINIMUM EASEMENTS
2. ALL CITY CORP EASEMENT RIGHTS TO THE APPROXIMATE SURFACE OF THE APPROXIMATE OF CITY CORP AND MUST MEET CITY CORP STANDARDS.

MINOR ARTERIAL STREETS PROVIDE MOBILITY THROUGHOUT THE CITY, ENCOURAGING MULTIPLE MODES OF TRANSPORTATION WITHIN THE ARTERIAL ROADWAY. THE WIDTH OF THE ARTERIAL ROADWAY SHOULD BE LIMITED TO CONTROLLED INTERSECTIONS WHERE POSSIBLE. MANAGEMENT.

MINOR ARTERIAL STREETS

- DESIGN SERVICE VOLUME: <12,200 VPD
- DESIRED OPERATING SPEED: 30-40 MPH
- TRAVEL LANES: TWO 12' LANES
- TURN LANE: 14' TURN LANE
- PARKING: NOT ALLOWED
- PAVED WIDTH: 40' FROM FACE OF CURB
- RIGHT OF WAY: 92'
- SIDEWALKS: BOTH SIDES OF STREET, 5' SIDEWALK ON ONE SIDE, 12' SIDEWALK ON THE OTHER
- GREEN SPACE: BOTH SIDES OF STREET, AS SHOWN IN TYPICAL SECTION

NOTE: ALTERNATE DESIGN ELEMENTS MAY BE APPROVED ADMINISTRATIVELY BY STAFF.

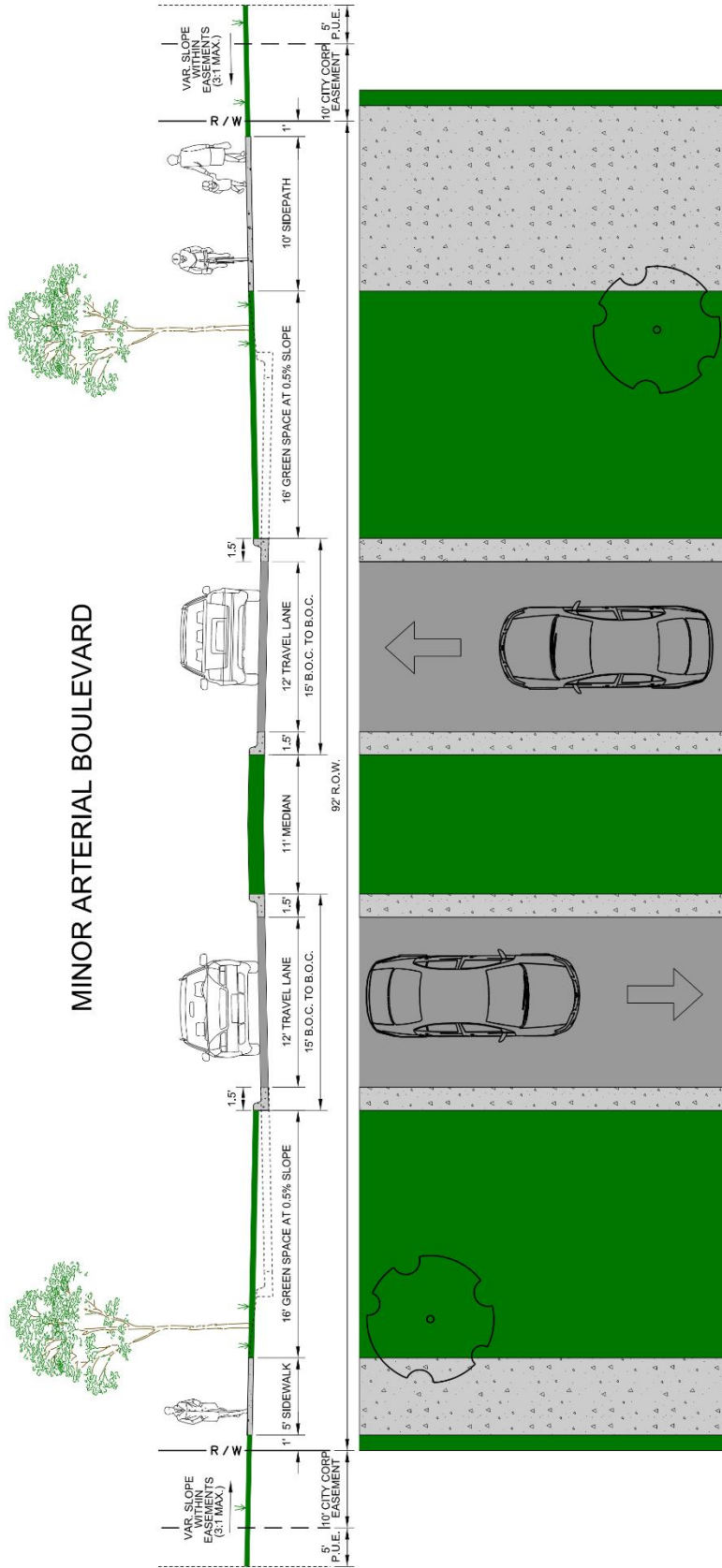


ROADWAY TYPICAL SECTIONS

ARTERIAL ROADWAYS



MINOR ARTERIAL BOULEVARD



- NOTES REGARDING CITY CORP EASEMENTS**
1. 10' MINIMUM EASEMENTS
 2. ALL CITY CORP EASEMENTS SUBJECT TO THE APPROVAL OF CITY CORP AND MUST MEET CITY CORP'S STANDARDS.

MINOR ARTERIAL STREETS PROVIDE MOBILITY THROUGHOUT THE CITY, ENCOURAGING DEVELOPMENT AND INVESTMENT WITHIN THE ARTERIAL NETWORK AND PROVIDE SPACE FOR FUTURE EXPANSION OF THE NETWORK. AT INTERSECTIONS WHERE LIMITED TO CONTROLLED INTERSECTIONS WHERE POSSIBLE, THEY HAVE A MODERATE LEVEL OF ACCESS MANAGEMENT.

MINOR ARTERIAL STREETS
 DESIGN SERVICE VOLUME: <12,200 VPD
 DESIRED OPERATING SPEED: 30-40 MPH
 TRAVEL LANES: TWO 12' LANES
 MEDIAN/TURN LANE: 11', 14' TURN LANE AT INTERSECTIONS
 PARKING: NOT ALLOWED
 PAVED WIDTH: 14' FROM FACE OF CURB, BOTH SIDES OF MEDIAN
 RIGHT OF WAY: 92'
 SIDEWALKS: BOTH SIDES OF STREET, 5' SIDEWALK ON ONE SIDE, 12' SIDEWALK ON THE OTHER
 GREEN SPACE: BOTH SIDES OF STREET AS SHOWN IN TYPICAL SECTION

NOTE: ALTERNATE DESIGN ELEMENTS MAY BE APPROVED ADMINISTRATIVELY BY STAFF.

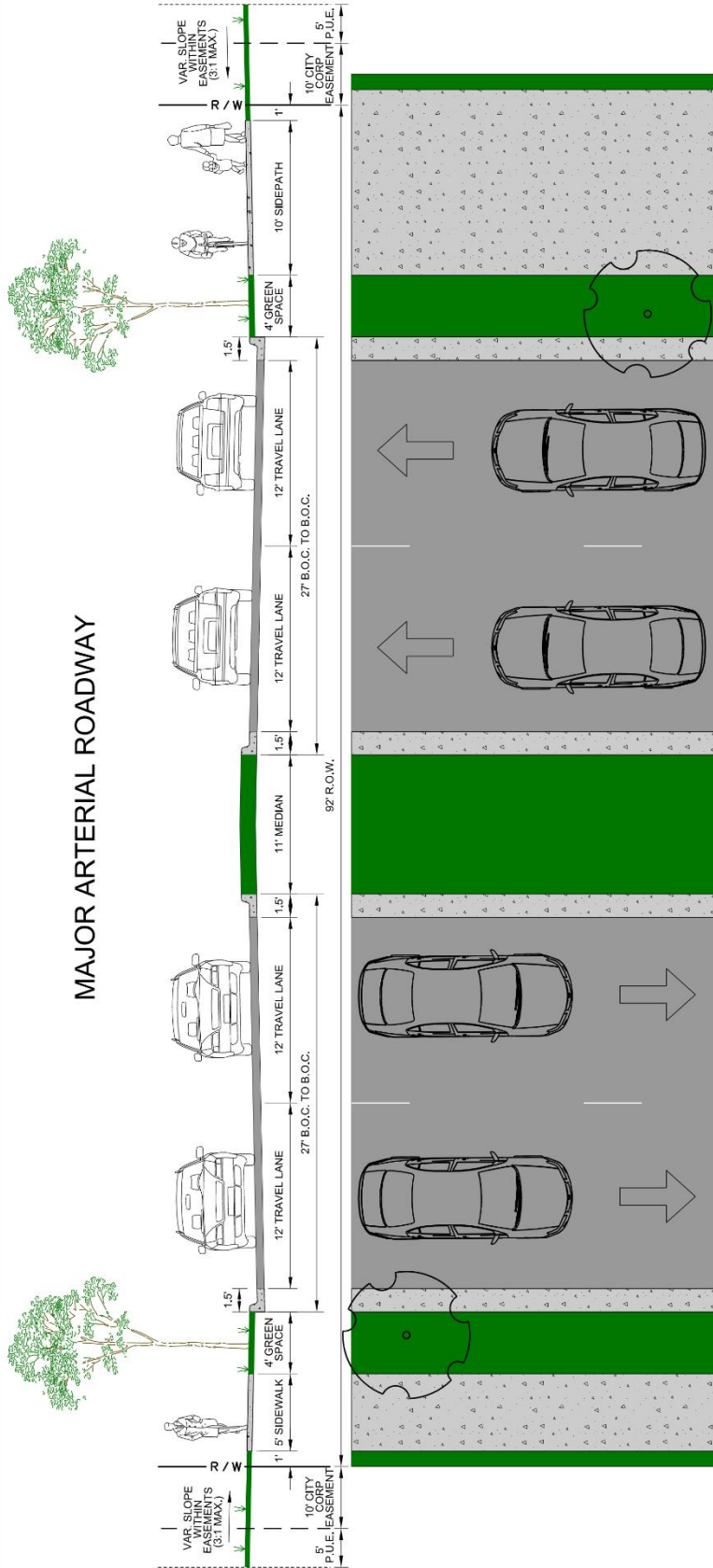


ROADWAY TYPICAL SECTIONS



ARTERIAL ROADWAYS

MAJOR ARTERIAL ROADWAY



- NOTES REGARDING CITY CORP. EASEMENTS**
1. 10' MINIMUM EASEMENTS
 2. ALL CITY CORP. EASEMENTS ARE DESIGNED AS BOLLARDS FOR BEAUTY AND SAFETY. THEY HAVE NO FUNCTIONAL PURPOSE AND ACCESS SHOULD BE PRIMARILY BY WAY OF CROSS-STREETS RATHER THAN INDIVIDUAL CURB CUTS.

MAJOR ARTERIAL STREETS

DESIGN SERVICE VOLUME: <17,600 VPD
 DESIRED OPERATING SPEED: 30-40 MPH

TRAVEL LANES: FOUR 12' LANES
 MEDIAN/TURN LANE: 11', 14" TURN LANE AT INTERSECTIONS
 PARKING: NOT ALLOWED
 PAVED WIDTH: 26' FROM FACE OF CURB, BOTH SIDES OF MEDIAN
 RIGHT OF WAY: 92'

SIDEWALKS: BOTH SIDES OF STREET, 5' SIDEWALK ON ONE SIDE, 12' SIDEWALK ON THE OTHER
 GREEN SPACE: BOTH SIDES OF STREET AS SHOWN IN TYPICAL SECTION

NOTE: ALTERNATE DESIGN ELEMENTS MAY BE APPROVED ADMINISTRATIVELY BY STAFF.



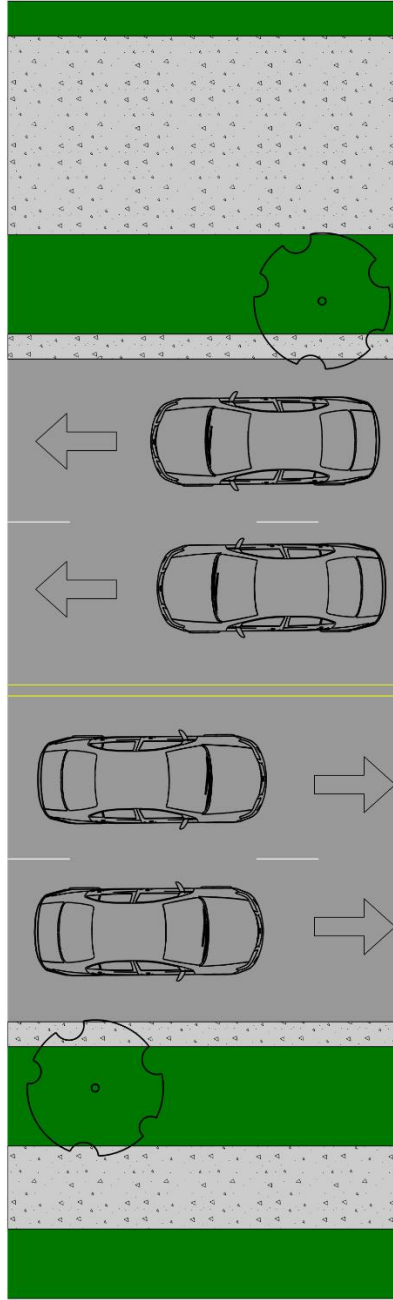
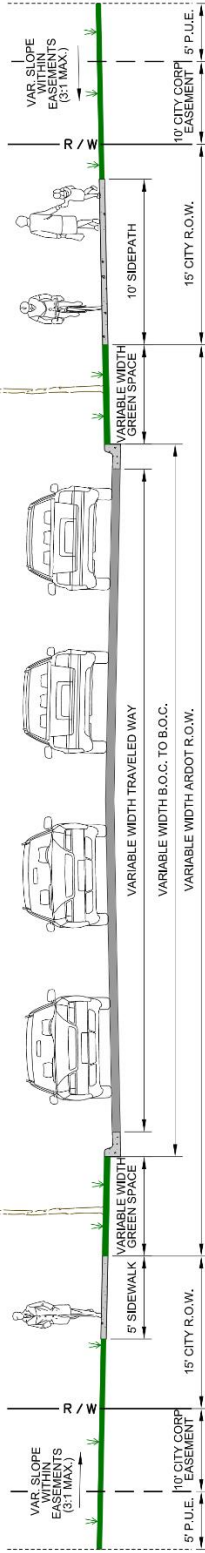
ROADWAY TYPICAL SECTIONS



ARTERIAL ROADWAYS

ROADWAYS WITHIN ARDOT RIGHT OF WAY

- NOTES REGARDING CITY CORP. EASEMENTS**
1. 10' MINIMUM EASEMENTS
 2. ALL CITY CORP. EASEMENT WIDTHS AND LOCATIONS ARE SUBJECT TO THE APPROVAL OF THE CITY ENGINEER AND MUST MEET CITY CORP. STANDARDS.

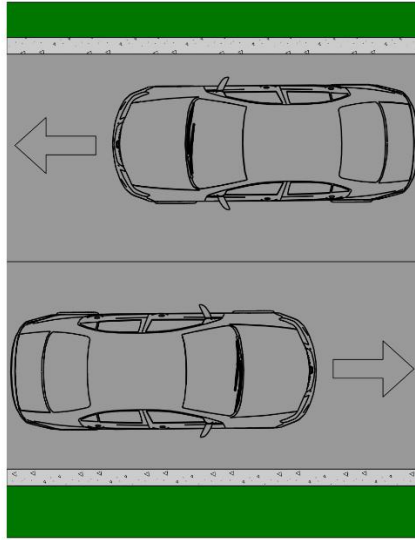
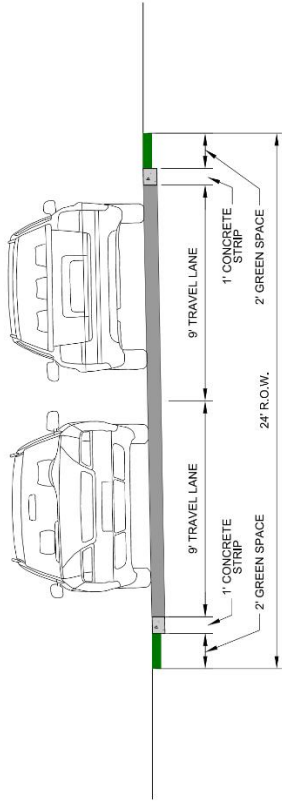


ROADWAYS WITHIN ARDOT RIGHT OF WAY

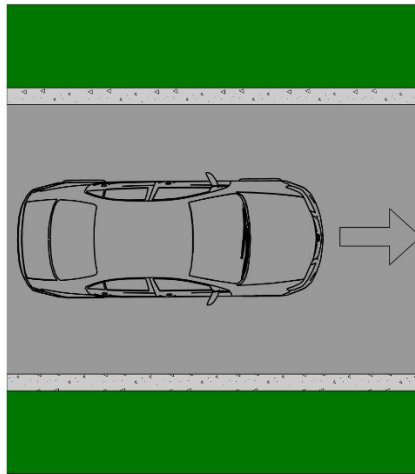
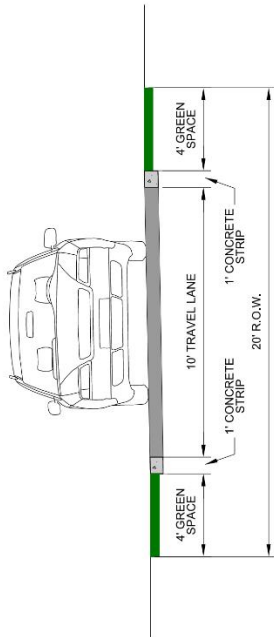
ROADWAY TYPICAL SECTIONS



COMMERCIAL REAR ALLEY : ONE OR TWO WAY



RESIDENTIAL REAR ALLEY : ONE WAY



ALLEY ROADWAYS

ROADWAY TYPICAL SECTIONS



SPECIAL AREAS:

El Paso District:

Streets within the El Paso District, as identified in the "Experience El Paso-An Implementation Strategy, Russellville Downtown Master Street Plan Update" dated June 2017, will be evaluated on a case-by-case basis. The typical street sections should be used as a guide, but implementation of the El Paso District shall take preference when plans are submitted in this area. Amenities including protected sidewalks and landscaping shall be required in most areas in the El Paso District. A protected, separated bike lane may be required in portions of this district as required by zoning code.

Skyline Drive:

Skyline Drive is classified as a "Collector" Street. It has significant topographical constraints, is heavily wooded, and is more rural in nature than much of the city. When developments or improvements are considered in this area, the street section will be considered based on practical constraints and the existing character of the surroundings.

Downtown District:

When street improvements are required for development within the Downtown District, the developer shall be required to match the existing street section in this area. The Downtown Street Section will not be required on Arkansas Avenue or Parkway Drive; these streets shall adhere to the appropriate Typical Street Section

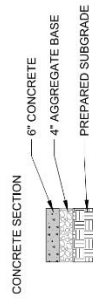
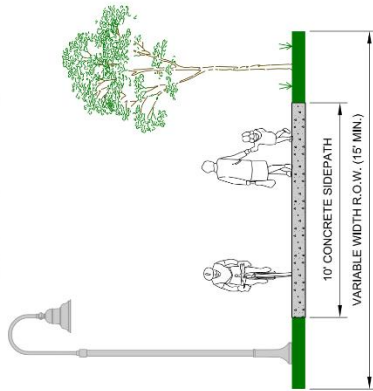


ROADWAY TYPICAL SECTIONS

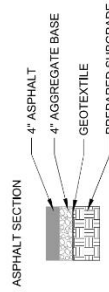
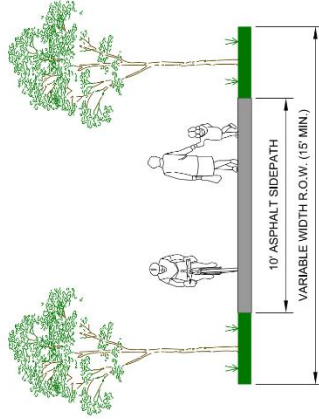
SPECIAL AREAS



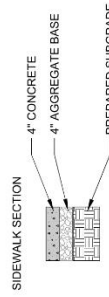
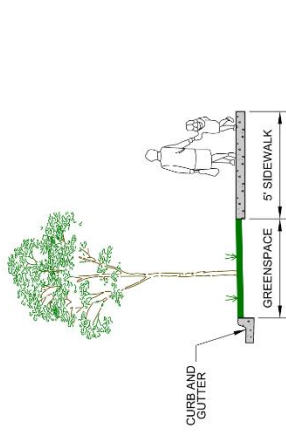
SIDEPATH (CONCRETE)



SIDEPATH (ASPHALT)



SIDEWALK (CONCRETE)



NOTES

1. TRAIL LIGHTING IS REQUIRED, BUT LIGHTING FIXTURES MAY VARY IN PLACEMENT, SPACING, SECTIONS, AND TYPE FROM THE ABOVE SECTIONS.
2. TRAIL LIGHTING SHALL PROVIDE ADEQUATE LIGHT FOR TRAIL USERS WITHIN THE TRAIL RIGHT OF WAY.
3. TRAIL LIGHTING PLANS SHALL BE SUBMITTED FOR APPROVAL BY THE CITY ENGINEER.



ROADWAY TYPICAL SECTIONS

PEDESTRIAN AND BICYCLE FACILITIES

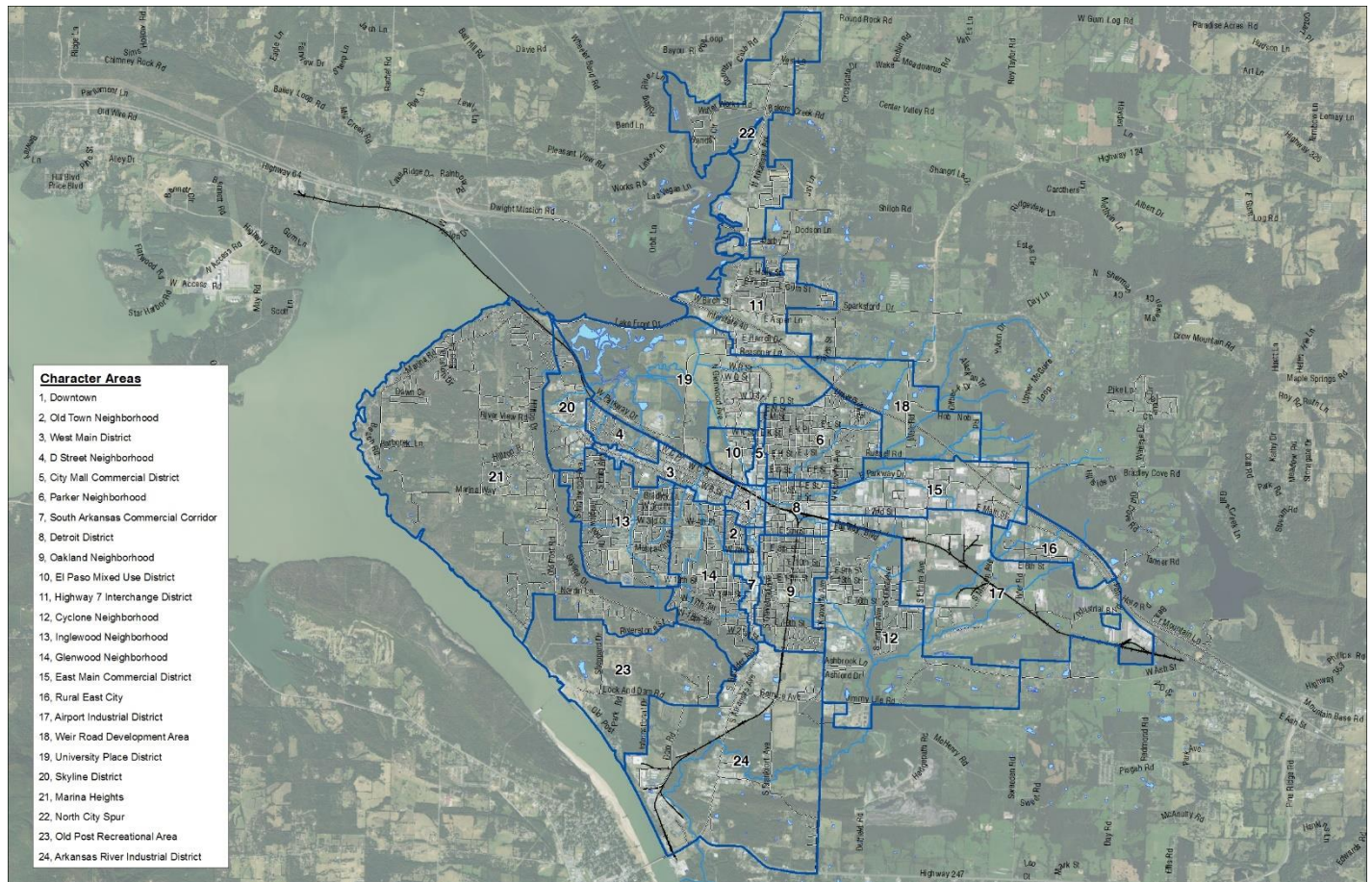


A.3 Community Outreach

Community Character Survey

The map below represents the results of the community character survey. The purpose of the survey was to identify the neighborhoods that combine to compose the city of Russellville. Each character area was examined based upon the identity and “feel”, development form, land use mix, visual appearance, etc. A description for each character area is provided in the following. The survey was performed with the intent of informing construction of the Place Type Standards plan.

Map A.3.1 Russellville Character Areas



Downtown

Downtown Russellville is located between Parkway and Main Street in the heart of the city. The Downtown district is made up of a variety of uses. Historic buildings, built abutting the street, provide a human scale for shopping, eating, and residing within the downtown. The building façades are made of a variety of materials. Signage is kept to a minimum and no signage is free standing. The shops and restaurants provide a variety of goods that attract traffic throughout the day. Pedestrian connectivity has been improved in recent years and commercial developments continue to choose the downtown as a favorable place for business.

Old Town Neighborhood

The historic neighborhood district is bordered by Arkansas Highway 7 South to the east and the historic downtown to the North. This area is composed of older single-family housing. The edges of this neighborhood feature the re-use of historic housing as office and shopping space. The neighborhood has aging pedestrian and vehicle infrastructure. The housing ranges in size from single level homes around 1,500 square feet to larger upper income homes over 2,500 square feet. The neighborhood has some old growth trees that help provide a walkable aesthetic.

West Main District

This commercial corridor is located in the traditional block structure of Russellville to the west of downtown. Over time, the area has begun to accommodate a mixture of land uses, although it was initially developed largely as residential. This area includes commercial, industrial, office, residential, and quasi industrial uses. The pedestrian infrastructure connecting this district to the surrounding neighborhoods is insufficient, but this district has better pedestrian amenities than other areas in the city. There is effort to maintain the historic character of this area.

D Street Neighborhood

This residential neighborhood is made up of a variety of housing types ranging from single-family to apartments. The neighborhood's close proximity to commercial functions on Main Street makes the area a likely place to produce non exercise walking trips. The railroad has a negative impact on this neighborhood by decreasing pedestrian connectivity to the north and noise pollution. Infill development in this area may be considered to enhance the neighborhood's character.

City Mall Commercial District

This commercial corridor is made up of auto-oriented commercial uses. It is located north of the intersection of Main and Highway 7 and continues to the University. The district is comprised of piecemeal commercial development located in older housing and more recently developed commercial structures. The commercial services serve the needs of the entire city, but major grocery services are not yet offered. New development that provides grocery services would be a great benefit to the surrounding neighborhoods.

Parker Neighborhood

This neighborhood extends from Arkansas Tech to Interstate 40. The area contains mostly single-family residential, although some student housing apartments and duplexes are located in the area. This neighborhood has lower income housing attractive to young families or students. The area is lacking in pedestrian amenities and park space, although ATU's campus does provide space for some light outdoor recreation.

South Arkansas Commercial Corridor

This commercial corridor extends down South Arkansas from its intersection with Main Street to the Freeman Brother's Lumber yard. The area is made up of auto-oriented commercial, open display commercial, office, and quasi industrial uses. Piecemeal development in the corridor has led to a vast array of uses. Pedestrian infrastructure in the area is lacking and impacts connectivity to surrounding low-income neighborhoods. The commercial functions this corridor provide do not include grocery components. This corridor sees heavy truck traffic that crowds the roadway.

Detroit District

This district is composed of a mixture of office, commercial, and residential uses. The area is located between the Historic Downtown and the East Main Commercial District. The commercial and office properties are largely older housing that has been repurposed. However, some new commercial development has occurred in the area. The area is lacking pedestrian infrastructure and connectivity. Future growth in this area could be in the form of commercial, office, or residential development. The neighborhood's historic character is both unique and valuable.

Oakland Neighborhood

This district is composed of affordable single and multi-family housing units. Located between Knoxville Avenue and Highway 7, this neighborhood has easy auto access to practical amenities. The area has an elementary school located in its center making it an ideal location for young families to locate. The area is lacking in pedestrian infrastructure which would be useful for students trying to walk to school.

El Paso Mixed Use District

The El Paso corridor is composed of commercial, industrial, and residential land uses. The corridor stretches from Arkansas Tech in the north to the Downtown in the south. The area has been identified through the Downtown Master Plan as a Town and Gown link between ATU and Downtown. The plan calls for a transition towards a mixed-use commercial corridor that serves the needs of the university and draw students into downtown. The city has recently provided updated pedestrian infrastructure in this area. The city should further improve this areas walkability by enhancing connections into the nearby neighborhoods and by providing incentives for new businesses to locate in this area.

Highway 7 Interchange District

This interstate commercial district is located at the confluence of Highway 7 and Interstate 40. The area is composed of mostly hotels and restaurants; however, some commercial retail exists as well. The current developments are mostly chains that fail to create a unique sense of place in the district. These developments are set back from the highway and are crafted in a style comparable to a strip mall. The area serves interstate traffic that is passing through and Arkansas Tech's campus. Pedestrian features connecting the neighborhoods to the north to ATU are lacking in the district.

Cyclone Neighborhood

This neighborhood is comprised of residential uses, commercial uses, and the high school. It is in the south east quadrant of the city and has a rural boundary to the south. The single-family housing in the area is mostly new development. There is a lot of vacant land available for development in this area. The most recent developments have been large subdivisions. Although the high school is the center of this district, the commercial functions nearby are not a product of demand-based services for students, and the commercial services are not targeted at students. As this area continues to develop additional infrastructure will be needed to enhance connectivity and services around the high school.

Inglewood Neighborhood

This neighborhood is composed of middle-income single-family housing. It has space for additional single-family development and is a good location for expansion of the city's middle-income single-family housing stock. The neighborhood is located below Norris Town Mountain and has limited western access. The neighborhood is lacking pedestrian infrastructure – that links it to West Main Street – additional parks, and recreational areas. Some of the additional land that is available for development could be considered for this use.

Glenwood Neighborhood

This neighborhood is composed of mostly lower income single and multi-family housing. Located to the southwest of Downtown and to the west of Highway 7. This area should be a focal point within the comprehensive plan. The areas housing suffers from blight, dilapidation, and abandonment. Additionally, the neighborhood is mostly lower income, and may have different needs than other areas.

East Main Commercial District

This auto-oriented commercial district is the main hub of commerce in Russellville. The area has developed swiftly since the late 1990's providing significant employment. The district has large commercial signs, big box stores with parking in front, and accommodated by vast setbacks. It currently spans from downtown to where Highway 64 exits the city to the east and spans all of the property between Parkway and Main Street. The area is abutted by industrial uses to the south and mostly vacant land to the north.

Rural East City

This neighborhood is the furthestmost east portion of the city and has a rural character. The homes are mostly smaller ranch style houses with carports. This area faces encroachment by the industrial area to the south. The neighborhood is lacking pedestrian linkages to connect it with the commercial district to the northwest. If the neighborhood can experience directed growth, it may be able to develop a unique sense of community on the outskirts of town.

Airport Industrial District

The Airport District is the largest industrial area in the city, containing Conagra, Tyson, Russellville Airport, Firestone, and many other industrial operations. It is the largest node of jobs within the city and carries much economic importance. The area has vacant land that would be attractive for additional industrial development. The industrial sites utilize large lot sizes with big setbacks. Additionally, the area requires a vast amount of utility infrastructure. The Conagra plant alone is responsible for 10% of Russellville's daily water consumption.

University Place District

The University Place District has both Arkansas Tech University and serious recreational features located within its boundaries. ATU has a mixture of building types with many several stories tall, and some large-scale sport complexes. ATU also has a lot of surface parking. ATU owns a large portion of the vacant farmland surrounding the university and targeted future growth should be expected. Connectivity to the West Main Commercial district has been enhanced by the extension of North Phoenix to the University. It is possible that new development may occur on the

extension, but much of the area also lies within the flood plain. Pedestrian connectivity is good within the University, and connectivity to Downtown has been enhanced recently.

Arkansas River Industrial District

This section of industrial growth extends from the end of the South Arkansas Commercial District to the Arkansas River to the southwest. This Industrial area has developed in a hodge-podge way that does a poor job of enhancing the city's natural beauty. The area has vacant land that would be attractive for industrial development. The industrial sites utilize large lot sizes with big setbacks. Additionally, the area requires a vast amount of utility infrastructure. The natural beauty of the river and the surround countryside have been negatively impacted by the way this area has developed. Future development may need to consider the area's natural amenities and better protect Russellville's scenic landscapes.

North City Spur

The Rural Spur is the northernmost extension of Russellville along Highway 7. The district contains a mixture of uses including residential, commercial, recreational, quasi industrial, open display commercial, utilities, and public services. This section of the city is lacking a sense of place that extends beyond just a high trafficked highway. The neighborhoods to the East lack connectivity to recreational amenities in the area.

Marina Heights

The Marina Heights district is made up of single-family middle- and high-income housing. Following the contours of both Lake Dardanelle and Norris Mountain, this neighborhood has capitalized on Russellville's natural amenities. Future development in this area could be well-built single-family homes and recreational facilities. The area has vacant land that is prime for residential development. The district is lacking pedestrian infrastructure, as most roads do not have sidewalks and no roads have bike lanes. Grand views of Lake Dardanelle and of Russellville can be seen from this scenic area.

Old Post Recreational Area

This district includes Old Post Park and the Soccer Complex. This area serves as a major recreational hub for the city and provides plenty of opportunities to enjoy the beauty of Russellville. Old Post Park has softball fields, playground equipment, picnic tables, a performance stage, fishing areas, mountain bike trails, and a disc golf course. The Soccer Complex has fields suitable for all competition levels and a playground. Additionally, the complex recently had a pedestrian walking trail completed. The area is lacking pedestrian connectivity to the neighborhoods to the north and east. The River Industrial area encroaches on these amenities.

Skyline District

The Skyline Commercial node provides commercial services to the Inglewood and Marina Heights neighborhoods. A rotation of grocery stores have come through the location, but none have been successful over the long term. The grocery stores have located within the same building, which is a midsize box store with parking in front. The area also has an assisted living facility, an apartment complex, a series of doctors' offices, and banking services. The area is lacking pedestrian facilities connecting these features to the residential area on the hill.

Kick-off Meetings

The following contain the issues and actions to be taken provided from the kickoff meetings. The issues and recommendations range over a variety of topics; however, a few key themes emerged.

1. *Aging Public Infrastructure* – Aging public infrastructure was identified as a key issue during the kick-off meetings. Public infrastructure in Russellville is struggling to keep up with the city's growth. The groups discussed, in several different ways, how public infrastructure needed to be maintained. Additionally, there is consensus that the city does not have enough funding to maintain its current infrastructure. Finding new creative ways to fund city projects will need to be addressed within the Comprehensive Plan. Also, the plan will need to address directed future growth in order to decrease the strain on future public infrastructure. Public infrastructure is a main focus of the kick-off groups and it will be a focus of the comprehensive plan.
2. *Jobs* – Jobs were highlighted as a key issue during the kick-off group sessions as well. The participants stated that the city needs to capitalize on the talent being produced at Arkansas Tech University. These young adults can be a building block of the city's future. Additionally, the groups highlighted a need to attract higher tech and higher paying jobs into the city. Currently, there is a strong base of industrial employment, but efforts should be made to explore the enhancement of employment opportunities in Russellville. The Comprehensive Plan will provide the opportunity to take an in-depth look at jobs in Russellville. The city's current employment base provides a strong foundation for future growth.
3. *Downtown* – Russellville's downtown was highlighted as a key issue within the group sessions. The city recently completed a Downtown Master Plan that highlights ways the area can be improved. Continued public support and private financing will be necessary to continue to improve this area. Additionally, the groups identified the linkage of El Paso between the downtown and Arkansas Tech as a very important future development area. The historic downtown of Russellville is set on a path of revitalized growth. The continued nurturing of this growth can be accomplished through the Comprehensive Plan.

City Council & Planning Commission Kick-off

Questions:

1. *Identify 5 issues/concerns facing Russellville*
2. *List, in order of importance, the 3 most important issues discussed thus far.*
3. *Identify 3 specific projects/actions that you would like to see undertaken within Russellville*

Issues Ranked by Importance:

- I. City needs more revenue to support aging infrastructure (3)
- II. Public participation and perception of city plans (2)
- III. Infrastructure for tech jobs (1)

Other:

- Streamline permitting process for new developments (1)
- Parks and recreation development
- Preparing for city growth
- More commercial development, in the range of higher-end chain restaurants
- Traffic: with a focus on bike and pedestrian linkages
- Drainage needs to be improved
- Zoning code needs to be updated and zones need to be redrawn
- City reluctant to champion new growth (NIMBY)
- Retail leakage to Conway and areas to the west
- Lacking a strong sense of community identity

Actions to Take:

- More complete streets that serve cars, bikes, and pedestrians
- Take advantage of strategic location next to Lake Dardanelle
- Corridor enhancement of South Arkansas
- Offer incentives for small business development
- Enhance El Paso Connection between Arkansas Tech

Steering Committee Kick-off**Questions:**

1. *Identify 5 issues/concerns facing Russellville*
2. *List, in order of importance, the 3 most important issues discussed thus far.*
3. *Identify 3 specific projects/actions that you would like to see undertaken within Russellville*

Issues Ranked by Importance:

- I. Need more job growth (4)
- II. Arkansas Tech University connection to downtown (3)
- III. Community image especially in commercial corridors (3)

Other:

- Aging Infrastructure (3)
- Residents need pro-growth attitude (3)
- Sustained revenue for operation and maintenance of public facilities (3)
- Russellville needs Hi-Tech industrial growth (2)
- Business development downtown (2)
- Need improved drainage (2)
- Limited areas where growth is occurring (2)
- Promoting mixed-use development through zoning (2)
- Talent retention of student populations at ATU and RHS (2)
- Lack of Greenfield Infrastructure (2)
- Empty commercial buildings (1)
- Zoning code needs to be updated with an eye towards streamlining commercial corridors (1)
- Revitalize older neighborhoods (1)
- Improve exteriors and interiors of aging school buildings (1)
- Lacking a sense of community pride and ownership (1)
- Preserving West Main's historic character
- Lack of affordable and safe housing for the elderly
- Not enough vehicle and bike/ped linkages
- Regulating downtown parking
- Dead end streets
- Lack of community trust
- Not enough infrastructure for high-tech industry
- Development regulations too difficult for commercial developers
- Not taking advantage of community assets (Arkansas Tech University, Russellville School Systems, natural amenities)
- More community programming for residents

Actions to Take:

- Complete streets to provide accessibility for all travel modes
- Revitalize El Paso Corridor
- Work with Arkansas Tech University to streamline area planning
- Develop business accelerator
- Streamline the permitting process
- Change striping on Parkway to 3 lanes
- Make Lake Dardanelle a visible focal point
- Build convention center
- Alleviate Elmira congestion
- Build a roundabout at the intersection of Elmira/Parkway
- Build connection between Highway 124 and Reasoner
- Downtown revitalization effort
- Improve infrastructure adequacy

Department Heads and City Corporation Kick-off**Questions:**

1. *Identify 5 issues/concerns facing Russellville*
2. *List, in order of importance, the 3 most important issues discussed thus far.*
3. *Identify 3 specific projects/actions that you would like to see undertaken within Russellville*

Issues Ranked by Importance:

- I. Aging Infrastructure (6)
- II. Funding/Revenue (4)
- III. Center city decay (3)

Other:

- Better land use planning (2)
- Land availability for development (2)
- Sustainability (1)
- Collaboration and cooperation between stakeholders (1)
- More skilled labor force (1)
- Lack of entertainment
- Lack of potential shopping options
- More job opportunities for ATU graduates
- Consistent implementation of city code and ordinances
- Lacking street drainage infrastructure
- Connectivity across whole city
- Traffic congestion on Main Street and Parkway
- Strong vision casting city trajectory
- City sales tax revenues (Need more)
- Annexation leading to expensive city maintenance
- More activity centers for senior citizens
- City growth: city is landlocked by other municipalities and geographical features
- Bending the rules for special interests by government officials
- Need a new convention center
- Need an aquatic center
- New fire station in the center of the city
- Complete streets supporting all transportation modes
- City mall space is poorly utilized

Actions to Take:

- Railroad should be routed out of town
- North-south route that relocates truck traffic
- Intermodal facility for trains, boats, and trucks
- Clean up neighborhoods targeting aesthetics and infrastructure meant to improve quality of life
- Focus street improvements on existing neighborhoods
- Upgrade infrastructure and drainage
- Recruit new business and industry
- Revitalize downtown and center city district
- Increased millage on sales tax
- Incentives for employee retention
- Improved land use policy
- Complete streets and extensive trail system
- Master street plan update that targets congestion
- Comprehensive and land use plan update
- Improve all infrastructure
- Need another larger public center like the Hughes Center

Kick-off Make-up Session**Questions:**

1. *Identify 5 issues/concerns facing Russellville*
2. *List, in order of importance, the 3 most important issues discussed thus far.*
3. *Identify 3 specific projects/actions that you would like to see undertaken within Russellville*

Issues Ranked by Importance:

- I. Correcting zoning map and updating the associated zoning code. (5)
- II. Attracting hi-tech industry (Acxiom, HP) and retaining young educated talent. (4)
- III. Maintain and use comprehensive plan to inform development. (4)

Other:

- Drainage problems in the city (4)
- Truck traffic in the middle of town on Highway 7 (3)
- Water and sewer infrastructure and upkeep (1)
- Revitalizing West Mains historic character (1)
- Lack of activities for young adults and youths
- Deficient infrastructure for pedestrians
- Retail leakage to other nearby cities and the internet
- Developing new young leadership within the city
- Sustained revenue for pedestrian infrastructure upkeep
- Additional types of housing developments
- Improved downtown parking (Parking deck)
- Remove or restore dilapidated commercial and residential properties

Actions to Take:

- Landscaping and lighting on all interstate exits
- North El Paso linkage to Arkansas Tech

Community Workshop Outreach

The following contains the issues, suggested actions to be pursued, and strengths of Russellville provided from the community workshop session. The issues and recommendations range over a variety of topics; however, a few key themes emerged.

1. *Diverse and Stable Economy* – Diverse and Stable Economy – Ensuring a stable and robust economy was identified as a key issue in the community workshop. Attracting higher wage jobs and expanding the city's already solid industrial base were important issues of concern. The group was also interested in finding new ways for the city to partner with ATU to help facilitate small business development. In order for Russellville to have a secure economy, growth needs to be fostered. This issue is important to Russellville residents and will be carefully considered in the comprehensive plan.
2. *Public Utility Infrastructure* – Flooding caused by Prairie Creek continues to be an issue impacting the city mall area of downtown Russellville. In addition, other areas of the city also experience flash flooding concerns. The residents of Russellville want to pursue abatement of these issues. There is also interest in moving electric utilities below ground in the downtown to help enhance the historic atmosphere. The comprehensive plan will provide a unique opportunity to study these issues and other infrastructure issues more broadly.
3. *Arkansas Tech University Graduate Retention* – ATU graduates are viewed as one of Russellville's most valuable assets. The group suggested a need for higher skill jobs that could help graduates choose Russellville as a permanent area of residence. Additionally, the workshop discussed coordinating with the university to discuss which industries would have the most jobs for ATU students. Quality of life improvements were also seen as

necessary to keep students in Russellville. These ideas will be further explored through the comprehensive planning process.

4. *Maintaining City Tax Revenue* – Maintaining the city’s tax revenues and tax base was also discussed at length. The workshop participants are interested in seeing sidewalks, trails, and greenways being built in Russellville. Participants highlighted the need for more city revenue in order to make this possible. The possibility of creating new areas for tourism was also a major focus for increased revenue. The issue of maintaining city revenues is central to keeping Russellville’s future secure. Different ways to enhance public revenues will be considered in the comprehensive planning process.

Questions:

1. *Identify 5 issues/concerns facing Russellville*
2. *List, in order of importance, the 3 most important issues discussed thus far.*
3. *Identify 3 specific projects/actions that you would like to see undertaken within Russellville*

Issues Ranked by Importance:

- I. Economic stability and the city’s ability to attract tourists (15)
- II. Limited alcohol sales slowing growth (13)
- III.
 - a. Issues with flooding due to poor drainage system (9)
 - b. Inability to retain ATU graduates (9)
 - c. Sustaining and growing tax revenue to cover expenses of quality of life improvements (9)

Other:

- Lack of young adult entertainment, especially between the ages of 18-21 (7)
- Parking downtown is insufficient (6)
- Lack of public transit options (6)
- Lack of streetlights, especially in more suburban neighborhoods (6)
- Rendering Plant (5)
- Fiber connectivity needs to be improved (5)
- The city does not have enough bike and pedestrian amenities (5)
- Lack of affordable housing (4)
- Not enough breadth in disposables you can recycle, especially glass (4)
- Lack of workforce development programs (4)
- Not enough community-based programs that are inclusive of minorities (4)
- Possibility of the Diamond Pipeline coming through Pope County (3)
- City not capitalizing on geographical advantages of being on Lake Dardanelle (3)
- Sidewalk connectivity (3)
- Retail infrastructure (3)
- Not enough minority participation in the planning process (3)
- Entertainment district (3)
- Innovation hub with public access (3)
- Retail infrastructure (3)
- School traffic, especially by the junior high and high school (2)
- Foodscaping and community gardens (2)
- Encouraging small businesses startups (2)
- Condition of roads in less trafficked neighborhoods (2)
- Plastic bag usage in stores (2)
- Vacant or dilapidated commercial buildings, especially downtown (1)
- City needs a North-South arterial on the eastern side of town with an overpass at intersection with railroad (1)
- Lack of adaptive reuse of existing buildings (1)
- Modernizing the city zoning code (1)
- Better information concerning community events (1)
- Capturing growth that comes into the River Valley (1)

- Two separate farmers market, there should only be one (1)
- Outdoor Aquatic Park (1)
- Possibility of growth negatively impacted by surrounding cities (1)
- Lack of higher skill jobs (1)
- Ability to pay for long term costs of infrastructure (1)
- City needs a diverse economy made up of small business and larger retail stores (Losing shoppers to Northwest Arkansas and Conway) (1)
- Enhancement of the library (1)
- Better availability of utilities (1)
- Visibility at intersections is being negatively impacted by insufficient yard maintenance (1)
- Buildings in the downtown need to be properly maintained (1)
- City not paying enough attention to code enforcement at edge of town (1)
- Pedestrian infrastructure that promotes walking downtown (1)
- Support funding for small businesses
- Crack down on higher order crimes, especially drug issues
- Multi culturalism and safe places lacking
- Add Greenways
- Large trash cans are in the way
- Student voting access at ATU
- Cross access agreements
- Gateways into the city need to be better landscaped
- Downtown traffic being negatively impacted by the railroad
- Parkway East of Weir Road has poor traffic flow may need a turn lane
- Enforcement of ordinances regarding abandoned buildings
- Empty downtown storefronts
- The character of East Main, especially the lack of greenery
- Exceptions being made concerning the zoning code
- Developers and city staff not following through on plans
- Utilities need to be moved below ground
- Businesses do not have enough handicap accessibility
- Café seating in the downtown
- No ordinances in place regulating pets defecating
- Continue developing Russellville's streets in the historic grid pattern
- Slowing population growth
- Russellville gets water-downed versions of higher end developments (Small Chili's... Etc.)

Actions to Take:

- Resolve issues concerning city-based infrastructure first and then tackle longer term projects
- Add additional parking in the downtown (create a plan for this)
- Update the zoning code
- Have another vote concerning the wet or dry issue
- Streetlights across the city
- Find and apply for grant funding for sidewalks
- Continue to enforce new developments to build sidewalks
- Enact ordinance to preserve trees
- Downtown revitalization
- Utilize parks for community events
- Start incubator program that encourages tech graduates to start small businesses
- Create a plan for trails, bike lanes, sidewalks, and any/all other pedestrian infrastructure
- Use the library to develop an innovation hub
- Force rendering plant to clean up smell or shut down
- Raise taxes to provide more public amenities
- Make high speed internet a public utility

- Plant more trees in Downtown
- Allow more businesses to sell alcohol in order to attract them to the city
- Build a parking deck
- Create Wi-Fi that covers entire downtown
- Develop public transportation system
- Encourage business owners to stay open later and serve alcohol
- Continue to implement vision for El Paso
- Create and outreach group to get minority groups involved in the planning process
- Include public health issues in Reimagine Russellville
- Turn old box stores into business incubators
- Create policies that support infill
- Have enforcement for ADA regulations
- Develop Weir Road area for retail
- Build additional East to West arterial
- Streetlights on Parkway from Phoenix to Lake Dardanelle
- Recruit industries based on what kind of majors are coming out of ATU

Russellville Strengths & Assets:

- Desire to improve
- Educated population that can implement projects
- Good proximity and access to natural amenities
- Attractive Downtown
- Strong school system
- Locally grown food
- Arkansas Tech University
- Good leadership in the city
- Low cost of living
- Strategic location between Northwest Arkansas and Little Rock
- Lake Dardanelle
- Available land for annexation and development
- The city is so far behind that there is plenty of room for improvement
- Easy access off of I-40
- Young people who are willing to expect more from their city
- Small town community atmosphere
- People think Russellville is a great place to raise children
- Arkansas Nuclear One
- Airport
- Historic District

Student and Hispanic Youth Outreach

Group interviews with students were conducted to determine what ideas and issues were the most important to the city's youth.

Ideas/Issues:

- The closing of Hastings has left a significant void in the availability of places to hang out
- Starbucks does not have enough space for hanging out
- Students currently have to go to Conway or Fort Smith for entertainment
- Existing entertainment includes movie theatre, bowling, seasonal ice skating (some years), and roller skating—issues with age of crowd at skating rink and general run-down nature of facility. Bowling is not engaging activity to most students
- Soccer Complex and Old Post Park have insufficient lighting
- Insufficient internship opportunities in Russellville. Students said it would be easier to stay in the city long term if employment was secure

- Lacking pedestrian amenities across town, especially cross walks
- Russellville needs more bookstores, coffee shops, and boutiques in the downtown
- Downtown does not have enough live music or programming. There should be a dedicated indoor concert venue downtown
- Downtown needs more benches and other types of outdoor seating
- Russellville needs a better sporting goods store
- Old Post needs better playground equipment
- Sequoyah Way needs sidewalks in areas
- Knoxville needs a bike lane
- Downtown needs pedestrian walk signals
- South Arkansas needs a makeover with pedestrian amenities and revamped commercial services/facilities
- O-Street apartments need to have sidewalks
- Parkway needs sidewalks by Stoby's that run to the Junior High
- There are not enough places to hangout in the city. Students want a mall or facilities that provides similar services
- Interested in pursuing a drive-in theatre, aquarium, water park, paint ball, laser tag, go carts, miniature golf, Dave and Busters, trampoline park, frozen yogurt downtown
- More restaurants that have healthy options
- Development of community gardens
- Have a conservation area on skyline. Maybe develop a shared use path
- Downtown should have murals and other artwork
- Downtown should have a series of cultural fairs to help engage all parts of the community
- Bike rental service run out of Downtown, Tech, High School, and Lake Dardanelle State Park
- Clean up the alley ways downtown
- Russellville needs to have a list of all the businesses downtown and a well-kept calendar of planned activities
- Downtown should do seasonal carriage rides and Russellville should have a place where you can do casual horseback riding
- Wi-Fi throughout the downtown. Seating areas where residents can use the Wi-Fi
- Seating downtown should be well lit
- Downtown needs more advertising and better communication with student population
- Dog park
- Two-hour parking downtown
- Bona Dea Trails needs to have an access point from Parkway, closer to the junior high
- Downtown needs to have restricted left turns at peak hours
- Parks need more seating
- Russellville needs a Target and a Kohl's
- There needs to be more programming at parks, specifically movies or music in the park
- Russellville needs a restaurant that has Greek food
- Better lighting on East Aspen Lane and Parkway
- Speed limits need to be lowered when roads are built for all modes
- Roundabouts need to be appropriately engineered

Stakeholder Groups and Key Persons Interviews

Meetings with several stakeholder groups as well as interviews with numerous key persons were conducted as part of the community outreach portion of the plan. For the sake of brevity, that information is not included but will be used to shape the elements of the plan.

Public Input Survey and Public Input Meetings

The Public Input Survey was open from July 6, 2020-July 24, 2020. There were a total of 122 respondents. The Public Input Meetings were held on July 9, 2020. Three meeting times were available at 12:00 p.m., 2:00 p.m., and 5:30 p.m. A total of 18 people attended these meetings. Minor changes to the plan were discussed based on the survey results and the public meetings.