

Sunset Community Plan: 2030

A Vision for a Historic South End Neighborhood

Little Rock, Arkansas



METROPOLITAN HOUSING ALLIANCE
GIVING EVERY STREET A NEIGHBORHOOD
MAKING EVERY HOUSE A HOME

Creating a sustainable community

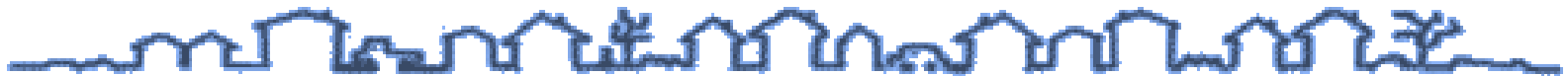
with an emphasis on healthy urban living as an example of how we and our children can live well and prosper while revitalizing an older, underserved neighborhood.

Commissioned by the Metropolitan Housing Alliance

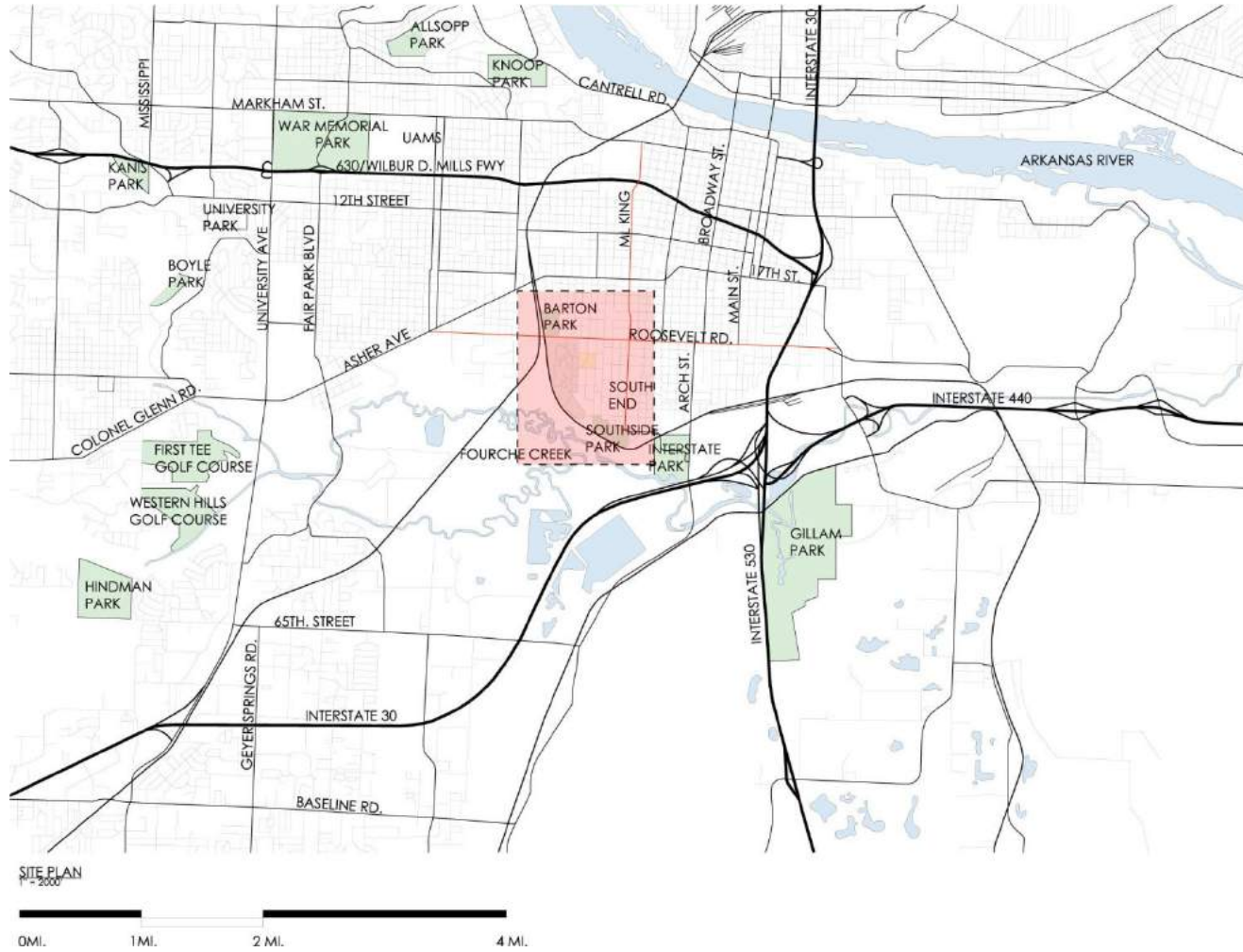
Sunset Community Plan 2030:



The Sunset Community originally developed as workers' housing for nearby industries and institutions. With its picturesque terrain and vistas, the community has been a residential enclave for over 100 years. As the development patterns of Little Rock shifted through the years, this potentially vibrant neighborhood has been overlooked by municipal agencies. Consequently, the neighborhood is lacking many basic services and infrastructure improvements. The following plan is part of a growing movement to redevelop the Sunset Community into a thriving locale in the heart of the City.



Sunset Community Locator Map



Sunset Community

History and Documentation

Existing Site

- CATA ROUTE
- WALKING TRAIL
- MAJOR ROAD



Existing Site



“Our plan must consider alternatives for the continued use of this property – with or without the presence of its primary event (State Fair) and other activities throughout the year. It appears that the overall layout of the State Fairgrounds (as viewed from the air) lacks pre-planning and does not convey an interesting array / configuration of venues surrounding Barton Coliseum...”
-Kwendeche



Aerial View of Arkansas State Fairgrounds and Sunset Community

Photo Credit: Kwendeche

Feb 2008 (Southwest Airlines takeoff departing LR)

The Story of the Sunset Neighborhood

The Sunset neighborhood is tucked away from the hustle and bustle of Roosevelt Road by its **picturesque terrain** of rolling hills. Although the area is considered part of Little Rock's urban core, the Sunset neighborhood is largely a quiet residential district with **panoramic vistas** and an excellent **collection of early to mid twentieth century architectural styles** in its homes.

The fields and forested countryside just south of the "Original City of Little Rock" were described in an 1890 publication "Guide to Little Rock" as "a capital place for a picnic and big enough for half the families of town to go at once without disturbing each other." In the late nineteenth century, the area that would become the Sunset neighborhood was still outside the city limits, but had begun to develop with a scattering of homes.

The neighborhood experienced its largest period of growth in the first quarter of the twentieth century, being annexed into the City in 1913. The area just to the west, now occupied by the Arkansas State Fair, remained outside of the city limits. It contained industrial businesses that had developed along the railroad lines. Arkansas Brick Manufacturing Company and the A.J. Neimeyer Lumber Company were two of the larger operations located in this area.

The state prison, known as "The Walls," was located in the industrial area west of the Sunset neighborhood from 1910 to 1933. The Pulaski County Hospital was close by. A small development called Gallagher's Addition was built near these facilities to house workers.

By 1920, the Sunset neighborhood's blocks were partially developed. The most densely occupied areas were in the southernmost part of the neighborhood. There were several churches, small grocery stores, and an eclectic collection of house styles serving a diverse population. **The railroad defined the western edge of this area. The railroad's presence also affected the professional composition of the neighborhood.** Many of the residents worked as conductors, brakemen and machinists. Other neighborhood residents were employed at the nearby industrial businesses in a variety of occupations including carpenters, bookkeepers, bank tellers, firemen, painters, brick and stone masons, salesmen, and factory workers.



Neighborhood growth stagnated during the economic hardships of the 1930s. The Wagner Act, passed in 1937, provided for state governments to respond to their specific needs for affordable housing. The Little Rock Housing Authority was established in 1940. One of their earliest projects was construction of the **city's first public housing project**, initially called the Battery Street Project, and later named Sunset Terrace. It was constructed to offer affordable housing to soldiers returning from World War II and to low income families. Sunset Terrace was laid out following the contour of the neighborhood's rolling hills and to take advantage of the open view of the western sky. On July 12, 1942 the *Arkansas Gazette* reported that all 76 units had been occupied.

The opening of Sunset Terrace and the national boom years after World War II spurred growth in the western and southeastern parts of the neighborhood, through the 1960s. Single family homes and one-story ranch style houses were popular. This period also saw infill housing built throughout the neighborhood.

The Arkansas State **Fairgrounds** is a significant neighborhood feature. In 1945, a large tract of land encompassing several acres on Roosevelt was chosen as the permanent site for the fair. Barton Coliseum was completed in 1951. The grounds of the State Fair have been expanded over the years to encompass 135 acres with primary access from Roosevelt Road.

A tornado ripped through the Sunset neighborhood in January 1999, causing damage and destruction to many homes. A few new houses have been constructed to replace storm-damaged houses. Demolition of deteriorated houses has created a number of vacant lots scattered throughout the neighborhood.



Development and preservation opportunities of existing buildings in the Sunset neighborhood are plentiful with its vast collection of early to mid-twentieth century architecture. The Sunset neighborhood may be able to thoughtfully take advantage of its history and heritage to guide its future growth.

Basic Sunset Community Data

Sunset has a fairly young population (and a growing number of youth) with a strong set of elders who own their homes and have lived there for many decades.

Data Analysis for LR Area South of Roosevelt Rd 2000-2010
(Western Boundary Schiller, Eastern Boundary MLK)
Basic Population Data 2000-2010

	2000	2010
Total Population	1,289	1,124
Average Household Size	2.67	2.53
Occupied Housing Units	483	444
Total Housing Units	555	526
Occupancy Rate	87.0%	84.4%

2010	Sunset	Pulaski County
Median Household Income	\$32,646	\$42,107
Median Age	34.2 years	36.0 years
Population Under 20 Years Old	343 = 31.4% of total	101,255 = 26.5% of total
Population Age 65+	153 = 14.0% of total	45,908 = 12% of total

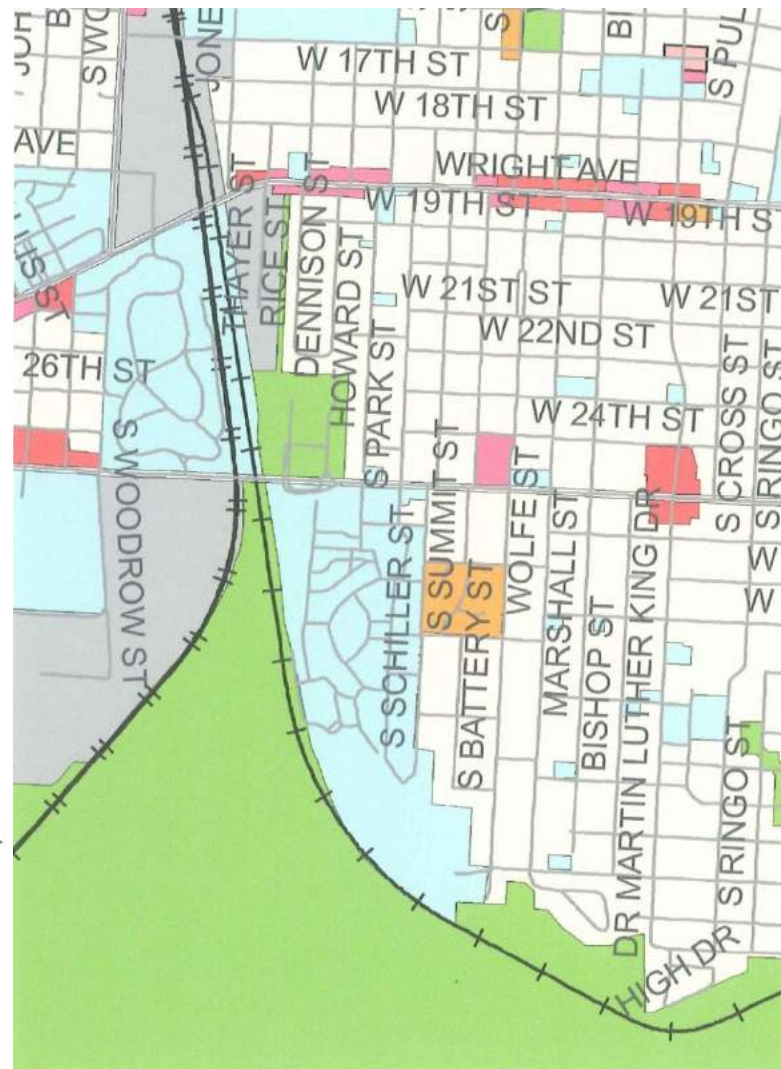
Source: Census 2000 and 2010
Age and income data from Census 2000.

Existing Zoning



Legend

++++	Railroads
	MH MOBILE HOME PARK
	SC SPECIAL CONDITION
	I INDUSTRIAL
	LI LIGHT INDUSTRIAL
	PI PUBLIC INSTITUTIONAL
	PK/OS PARK/OPEN SPACE
	AG AGRICULTURAL
	RM RESIDENTIAL MEDIUM DENSITY
	RL RESIDENTIAL LOW DENSITY
	M MINING
	RH RESIDENTIAL HIGH DENSITY
	NC NEIGHBORHOOD COMMERCIAL
	C COMMERCIAL
	CS COMMUNITY SHOPPING
	MXU MIXED URBAN USE
	MX MIXED USE
	MCI MIXED COMMERCIAL & INDUSTRIAL
	SO SUBURBAN OFFICE
	T TRANSITION
	STD SERVICE TRADES DISTRICT
	MOC MIXED OFFICE & COMMERCIAL
	O OFFICE



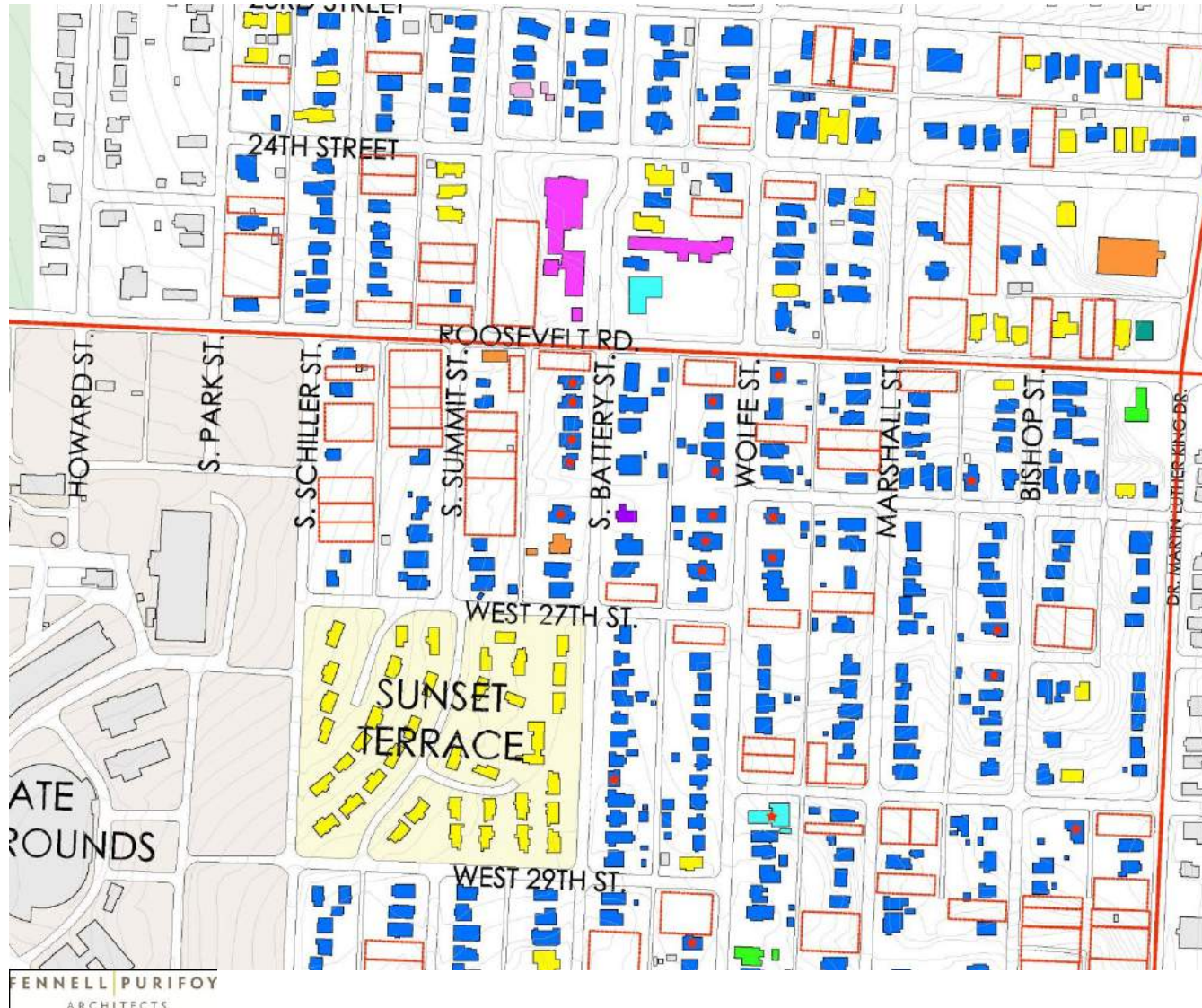
The Sunset Community is zoned almost entirely for **residential** development.

Only a **small amount of commercial and mixed use** property is located along Roosevelt Road.

The remainder of the site comprises of the **Public Institutional** land at the State Fairgrounds complex and **park/open space**.

The current land-use mix is further explored on the following pages. It is evident that there is a lack of grocery stores, child care, and health care services, which are all essential to the well being of a neighborhood.

Current Housing and Land-Use Mix

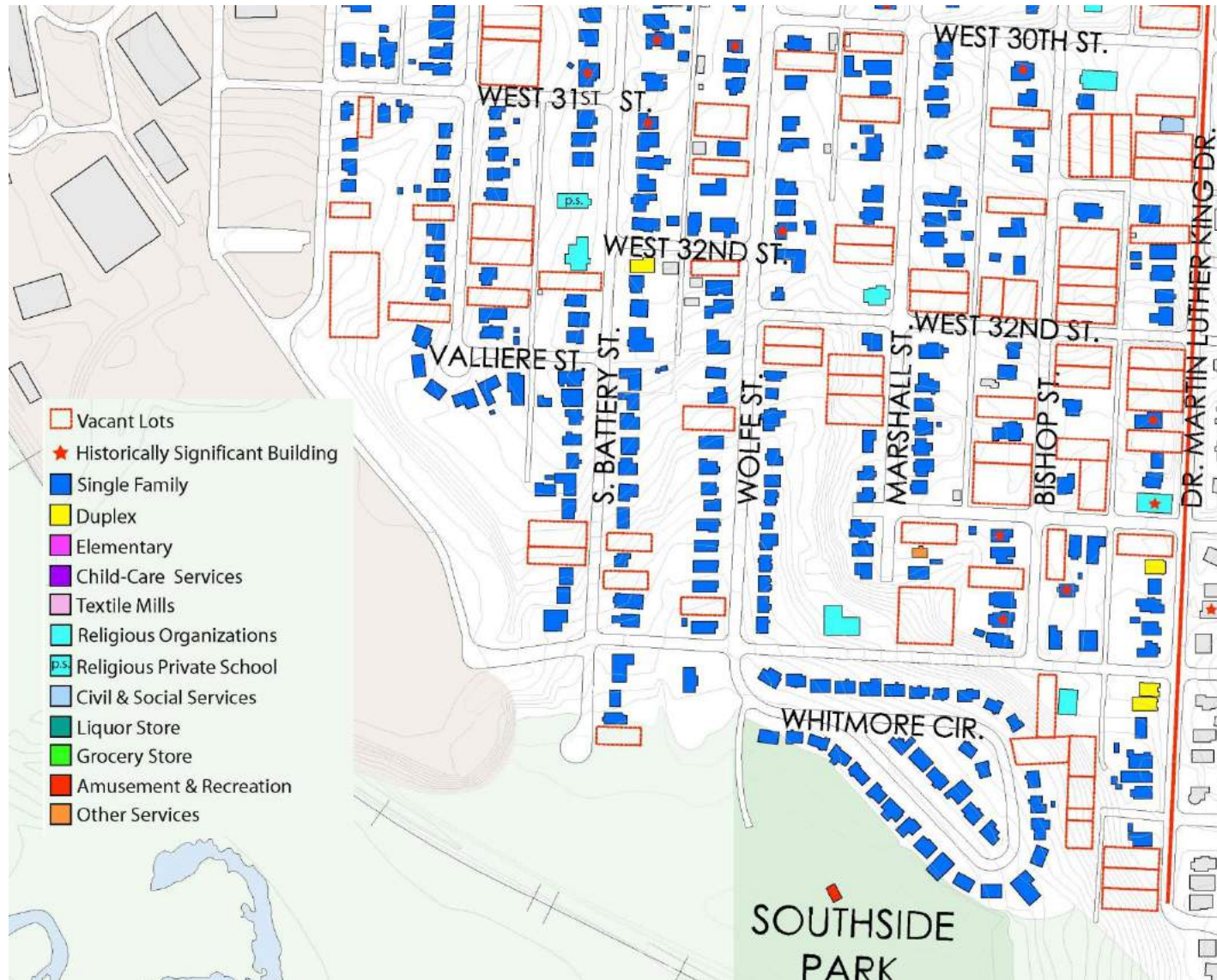


The Sunset Community comprises mainly **single family homes** (dark blue shapes).

Almost **140 vacant lots** (red outlines) are interspersed.

Dozens of **historically significant structures** (red stars) should be priorities for restoration.

Current Housing and Land-Use Mix



Sunset Community Architecture



The Sunset Community is a residential area with several churches and minimal small commercial activity, located approximately twenty blocks south of downtown Little Rock.

Streets in the neighborhood are laid out in a grid and contain an array of housing styles and types that were popular from the early twentieth century through the mid twentieth century. **The houses in the neighborhood reflect the periods of its development and growth in two distinct eras; the earliest development from 1900-1930 and a second wave of growth from 1945-1960.**

The neighborhood contains a variety of modest adaptations of American architectural styles that were popular in the first half of the twentieth century. Most of the houses in the neighborhood are frame or brick, while only a few houses and buildings are covered in stone. The streetscape is intact as most of the houses retain their original profiles and setbacks.



Predominant housing styles Characterizing the Sunset Neighborhood

Examples of 8 common architectural styles in the area



Folk Victorian

Constructed around 1904, the earliest extant houses in the neighborhood reflect Folk Victorian design. This type of house, as seen in the Sunset Community, is typically two-story, of frame construction and denoted by an irregular form with multiple hip and gable rooflines, projecting bays and asymmetrical facades with prominent front porches. Only a few Folk Victorian style houses remain in the neighborhood.



Colonial Revival Cottage

The most dominant style of house in the neighborhood is the one-and-one half story frame Colonial Revival style cottage. This type of house typically features a steep hipped roof with front-facing gable projections and a wrap-around porch. The irregular shape of these cottages indicates a bridging from the Victorian styles to the more classically inspired Colonial Revival style. Most of this type of house in the Sunset neighborhood is sheathed in narrow horizontal wood siding. Details on the houses vary, but include circular gable end windows and round wood columns on front porches. Simpler versions of this style house in the neighborhood are less elaborate with cross-gable roofs and simple half-front porches, rather than the more elaborate wrap-around porch.



American Foursquare

Another early twentieth century style seen in numerous examples in Sunset is the American Foursquare style house. This type of house is characterized by simple square or rectangular two-story plans, low-pitched hipped or gabled roofs, and one-story full-width front porches. Exemplary versions of the American Foursquare are located in the neighborhood, some in excellent condition while others are deteriorated.

Predominant housing styles



Craftsman

The Craftsman style houses in the Sunset neighborhood were constructed in the period from 1915 to 1930. Houses displaying Craftsman features such as low-pitched, gabled roofs accentuated by wide, unenclosed eaves and exposed roof rafters with porches supported by tapered square columns or pedestal porch supports are found throughout the neighborhood. Some of the Craftsman houses in Sunset are two-story, but the majority are one-story covered in narrow frame board or brick veneered, low-profile houses known as the Craftsman Bungalow.



Minimal Traditional

This style was popular in the late 1930s through the mid 1950s. The Minimal Traditional style home is small, usually frame, and has minimal detail. Close rake eaves characterize this style of house. Windows are usually wide double-hung with eight-over-eight panes. The first housing built in this style in the Sunset neighborhood was the housing at Sunset Terrace, constructed in 1942. Streets in the western portion of the neighborhood are lined with Minimal Traditional style houses that were constructed in the years after World War II. This type of house was very affordable and a number of national companies as well as local contractors built this house en masse in the post-WWII years to accommodate the tremendous demand for housing at that time.



English Revival Cottage

Only a few houses in the neighborhood reflect the English Revival style influence that was popular across the country in the 1920s. Two modest, but excellent examples of this style house exist in the Sunset neighborhood. The 1-1/2 story rubble-stone house at 3024 Battery features steep cross gables and its entrance is located in a rounded projection with a conical shaped roof. The other good example of this style is located at 2510 Bishop and is characterized by uncut limestone from Batesville, Arkansas. It features a prominent front gable and front chimney with a rounded porch opening and round top front door.

Predominant housing styles



Contemporary

A grouping of Contemporary style homes constructed in the 1960s is located in the 3600 block of High Street. These houses are one-story and feature low-pitched gable rooflines with overhanging eaves supported by exposed roof beams. Variations of this style found in the Sunset Community neighborhood feature brick veneer and frame walls with stationary single pane wood windows.



Ranch

The standard Ranch style is a long, low brick house often covered by a broad hip roof with wide flat eaves. The Ranch style is seen in the Sunset Community, scattered around the upper portions and concentrated on Whitmore Circle, where many homes were constructed in the mid-1950s. This style home often has a recessed carport or garage.



Other

One house in the neighborhood is of ornamental concrete block. Constructed circa 1906, the house at 1608 W. 26th features walls of ornamental concrete blocks that were molded to mimic stone. This house also has a distinct clipped-gable front porch roof.

The only Rustic style house in the Sunset Community is located at 3105 Wolfe St (shown left). This log, one-story home rests on a fieldstone foundation and features a prominent front stone chimney.

A few Neo-eclectic style homes have been constructed in the Sunset Community area since 2000. These are one-story brick homes featuring prominent gable roof bays and dormers.

Critical and endangered Sunset Houses that shape the historical character of the neighborhood



A few structures in the area represent important architecture that contributes to the area's character; they are currently deteriorating and must be considered important and “endangered.”

These are important sites for careful restoration by private owners or community development organizations.



2515 Battery



3318 Bishop

The History of the Area's Previous Redevelopment Planning

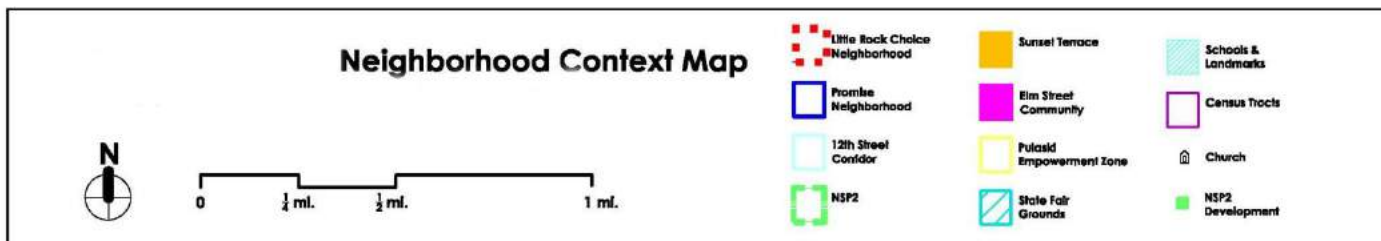
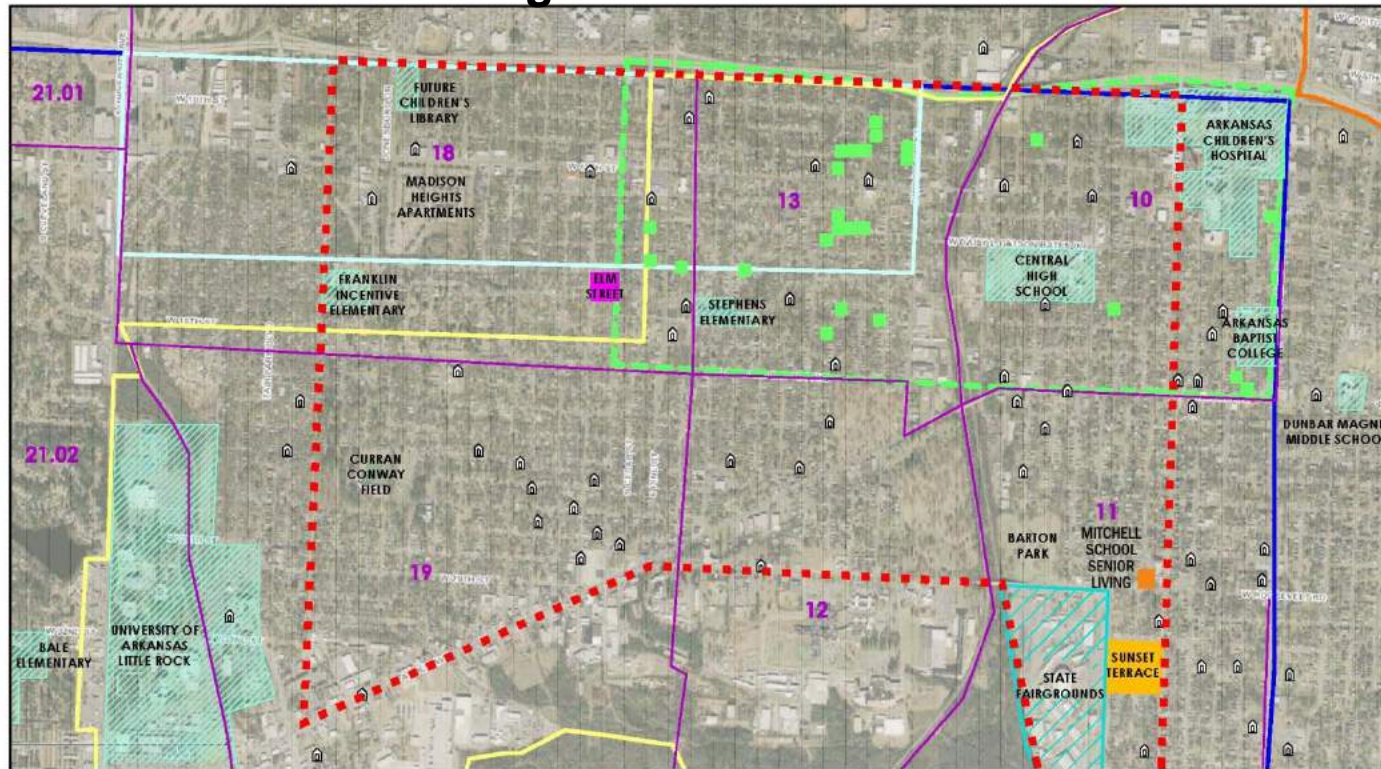
Community activists point to two recent planning efforts, as emblematic of the area's process of identifying priorities, but are waiting for the City to follow through. The South End Area Improvement Plan (1999), its Revision in 2004, and the South End Redevelopment Plan (2009), done for City agencies, each outline a list of infrastructure improvements that are largely unfinished.

Neighborhood planners prioritized drainage issues throughout the Sunset Community and sidewalk improvements on Roosevelt and Wolfe.

The City reported some progress in 2009 on demolitions and weed lot management, and on an assortment of CDBG projects totaling over \$5 million since 2000 but these issues are still sore spots. Eight miles of sidewalks and three miles of sewer had been completed with City funds by 2009. There were additional recommendations for over \$200K in resurfacing, and \$1.6 million in park improvements at South End and Interstate Parks. Like many older neighborhoods of the Central City, **much basic infrastructure work to restore access, mobility, and vibrancy remains.**



Context for Sunset Neighborhood Renewal



The Sunset Community Plan describes the future for a unique section of Central Little Rock.

The redevelopment strategies are linked to important adjacent efforts by a host of key stakeholders, such as:

- Arkansas Baptist College
- Little Rock Promise Neighborhood
- 12th Street Corridor
- Possible relocation of the State Fairgrounds
- Conversion of the old Mitchell School to senior living

Sunset Community

Planning for the Future

Looking Ahead to 2030: What the Community Wants to Accomplish



Looking Ahead: What the Community Wants to Accomplish

Sunset Community Vision 2030



The community vision is for a stable, safe neighborhood with vitality and opportunity—a good place to live with a real community feeling! A clean and beautiful Sunset area, filled with gardens, smooth sidewalks, nice lighting, and safe, sheltered transportation hubs providing links to anywhere in the city is desired.

The neighborhood offers quality living for seniors and plenty of new homes for families scattered throughout the area. Sunset Terrace has been revitalized as a village with beautiful housing for any age and income.

There is a modern Community Learning Center with facilities for learning, recreation, fitness, and programs for training people in technology, business, careers, the arts, financial literacy and home ownership. The Center provides art space, science and learning labs with tutoring, mentoring, and other academic support programs.

Goals:

- Improve the **Quality of Life** to be one of the BEST neighborhoods in the City
- Enhance People's **Financial Opportunities** and Condition
- Improve People's **Access to Health Services**
- Enhance People's **Access to Education, Creativity, and Academic Achievement**
- Enhance **Housing Quality**, Choice, and Architectural Character
- Provide a Full Spectrum of **Youth Development** and Support
- Expand **Community Engagement** and Leadership



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Community Perceptions (from surveys and meetings)

BEST FEATURES of the Area

- Centrally located in town—lots of promise
- Near Downtown, Coliseum
- Easy access, bus stops here
- Friendly; mostly peaceful
- Trustworthy neighbors
- Nice views; small community
- Home, relatives lived here
- The heart of the city!



MAIN BARRIERS to a Better Future

- No resolve to clean out drug houses and enforce safety; **too much crime**
- Loud music, drugs, gangs
- City officials lack of concern
- Delayed response from City
- Negative labeling by the media
- Uncertainty of Fairgrounds, property
- Fair creates traffic, mess
- Too many cars in yards
- Continually boarded-up houses
- Home improvement funds
- Overgrown lots, eyesores-vacant houses
- No place for community pool, Boys-Girls club
- Not enough new and quality affordable homes
- Not enough day care nearby
- Lack of businesses
- Money, incomes for people from employment
- Children are being forgotten
- People don't want to change; lack of interest

Strategic Actions to Reach Goals

- Improve access to **public transportation**
- Expand and **upgrade playgrounds**
- Provide **quality recreation** and sports facilities
- Improve **sidewalks and lighting**
- Develop **safe walking paths**, trails, and **outdoor activities**
- Develop **Fourche Creek** access
- Develop and manage **Community Gardens**
- Create a **Community Center**
- Develop **fitness facilities**
- Develop or attract **fresh markets, grocery store**
- Attract new stores** and reduce the impact of liquor stores
- Provide **health clinics**, and neighborhood services
- Create a Sunset Style of homes
- Build a range of **quality housing** in the neighborhood for families and seniors
- Infill new houses** on vacant lots
- Demolish blighted property**
- Invest in **energy efficiency**, and home improvement

•Reduce crime



- Develop **new business** opportunities
- Develop earned income, tax credit and **individual savings** programs
- Provide property improvement and **tax abatement** for homeowners
- Develop and **provide job, career training**, financial “fitness” and budgeting
- Provide **summer jobs**
- Expand **youth enterprise** and entrepreneurship programs
- Expand **career exploration** and academic supports including scholarships
- Provide ongoing training for the **leaders** of the future
- Create a **homework assistance** learning lab
- Provide **mentoring** and after- or out-of-school programs
- Engage the parents** and families in support of students
- Create a **university center** where colleges and universities provide courses
- Provide **nutrition** information, info on healthy living, eating
- Enhance child and **day-care options**
- Host regular **community events**, Barbecues, community clean- ups, etc.
- Community ideas** from surveys and meetings highlighted in **orange** on this sheet.

Key Steps to Develop a New Vision for Sunset

1. Develop **maps and photographic collections** of historic architectural styles and **a short history** of the area. *Complete.*
2. Incorporate insights from the residents by: distributing a **community survey**, holding small **meetings**, hosting several **community gatherings** within the community, and visiting door to door about successes, concerns, priorities, and dreams. Worked with youth during a summer program at Sunset Terrace public housing to elicit their dreams and solutions to the area's future. *Complete.*
3. Convene **stakeholders**: the small number of local businesses, many pastors, city and county leaders, representatives from adjacent **colleges, universities, and nonprofits** to develop linkages and leverage for anticipated changes in the Sunset area. *Complete.*
4. Research and intensive site visit by the planning group to Pittsburgh's successful community arts, training, and enterprise center, Manchester Craftsmen's Guild and the National Center for Arts and Technology to study **a holistic, artistic approach to youth and family development**. *Upcoming.*
5. Organize **a set of development principles, goals, and priorities into an emerging "Plan"** with Three Phases that would trigger the longer-term **Community Vision**. *Ongoing.*
6. Identification of **a set of promising local partners** to help implement the key strategies. *Ongoing.*



One youngster's vision of the future

Community perceptions (from Vision sessions)



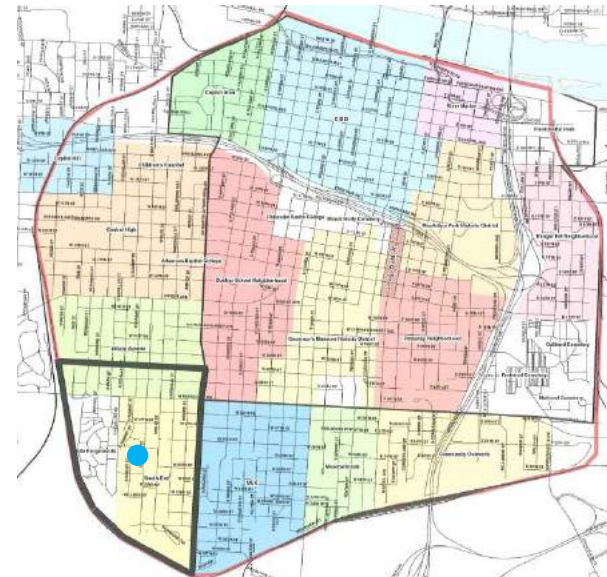
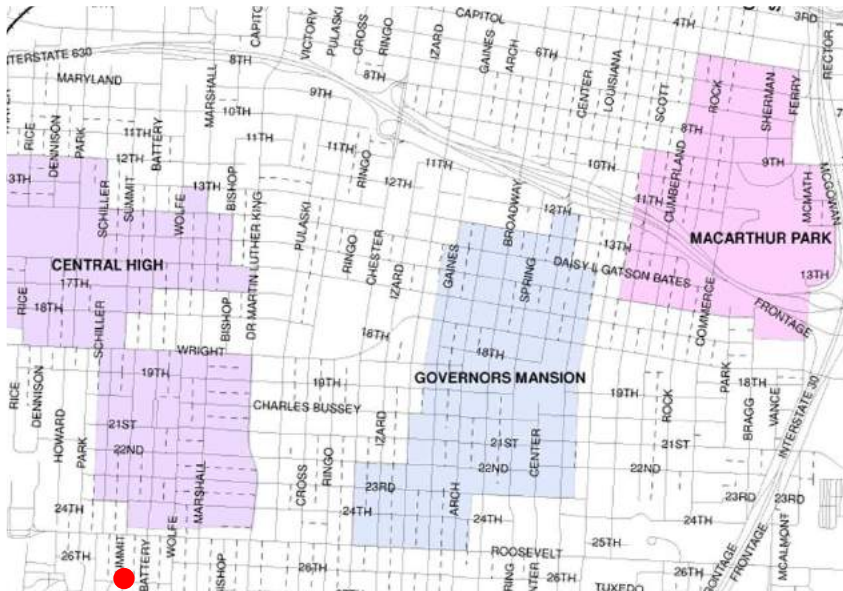
The Sunset Vision and the Larger Quapaw Quarter

The Sunset Community embodies the essential stories and messages that are reflected in the Quapaw Quarter brand for Little Rock's core residential areas—a place where history lives! Sunset residents describe their area in similar terms:

The heart of the City—a place grounded in history.
Centrally located in town—a place with promise.

Identification as a historic area often creates additional opportunities for investment and redevelopment. The sunset neighborhood contains many historic properties which provide a strong base for the future health of the neighborhood. The Quapaw Quarter Association is one potential ally in historic preservation.

- Sunset's adjacency to National Historic register Sites within the greater downtown area.
- Sunset's location within the Quapaw Quarter Association boundaries.



Emerging Concept for the Future Community



A coalition of local and regional entities will build on the assets of the Sunset Community to foster an attractive, dynamic place for families and individuals. The neighborhood will epitomize a healthy urban living lifestyle and a place of opportunity for young and old. Redevelopment of Sunset Terrace, enhancements to and repurposing of Fairground property, public investments in parks, trails, public safety, and neighborhood housing and shopping enhancements make it a desirable neighborhood. Emerging environmental and technical innovations are incorporated to bring the area to the forefront of sustainable living.

The Seven Key Features of the Plan include:

Healthy Living Center

Develop affordable living with urban garden, park and Centers for care, learning, police-city services

Fitness/Exercise Outdoors

Walking trails in neighborhood, parks, Fourche Creek and enhanced recreation and parks

Neighborhood Food Market / Cooperative

Gardens growing fresh produce, greenhouse and nurseries tied to job creation and local businesses

Fourche Creek Nature Center

First class urban nature park, restoration and education
Gateway to the Fourche at Sunset

Education

Public school and university classes
Vocational/entrepreneurial training

Community Arts & Learning Center

World class exposure to a full spectrum of arts and technology

Transportation

Opportunity highway through public transport to educational institutions, health care, and government offices



Concept: Implementing the Plan in Phases



Since key components of the proposed plan envision intensive redevelopment of the existing Fairgrounds, these elements may only be implemented sometime in the next decade assuming a future move of the State Fair to larger facilities. Until such a time as that pivotal change occurs, the Sunset redevelopment plan will have to unfold in a series of phases. It will be triggered by MHA at Sunset Terrace, completion of the Mitchell School complex, and new housing enhancements throughout the area. Additional grants and incentives for moderate income homeowners will help sustain the community's roots and culture.

PHASE ONE: 2012-2015 Redevelopment Focus

JUMPSTART



Redevelop Sunset Terrace public housing as a mixed use Town Center

Development of a Steering Committee - feasibility study for Community Learning and Arts center

PHASE TWO: 2016-2020 Development Focus

EXPANSION



Expand development into neighborhood and fairgrounds; develop a gateway to nature and expand greenhouse growing

PHASE THREE: 2021-2030 Development Focus

ENRICHMENT



Conversion and adaptive use of Fairgrounds as Community Learning & Art Center; new grocery stores

Phase One: **Jumpstart** 2012-2015



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- Development and capacity building of a community development organization to guide the long-term redevelopment on behalf of the neighborhood.

- A - Redevelopment of Sunset Terrace public housing as a mixed use Town Center with new public health, education, child care, community facilities and mixed income housing
- B - Development of a series of paved walking trails
- C - Incorporation of police and alert center features
- D - Development of garden plots to grow fresh produce

Phase One: **Jumpstart** 2012-2015



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- A Mixed use building:
1st floor - Commercial / Institutional
Upper Floors – Apartments
- B Apartments
- C Splash Park
- D Playground
- E Pavilion
- F Parking
- G Bus Stop
- H Garden Plots
- J Market Plaza / Amphitheater
- K Day Care / Early Childhood Program
- L University / Technical School / Parenting Classrooms
- M Mini Branch Library
- N LRSD Enrichments Center / Audubon Lab
- P Neighborhood Meeting / Fitness Center
- Q Cooperative Market / Store
- R Retail / Office Space
- S City, County, State, Federal, Neighborhood offices /
Police Neighborhood center
- T Medical / Wellness Center
- U Trellis / Tools
- V Community Learning and Arts Center

Phase One: **Jumpstart** 2012-2015



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Street view of Mixed Use Buildings

- apartments with balconies on upper two levels
- Medical Clinic shown in this perspective is one of many functions located within the lower level.
- bicyclists, bus, and cars share road

Phase Two: **Expansion** - Housing, Learning, Growing 2016-2020



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- Park, trail and recreation improvements in South End and Barton Parks
 - Redevelopment of Roosevelt Rd. highway bridge and overpass
 - City infrastructure improvements to streets, sidewalks in the area
- A - Development of Fourche Creek Nature Education Center and initial trail access
- B - Development of new arts, gardening, public markets, entrepreneurship programs at the Fair in partnership with ASFG
- C - Increase infill housing and selective restoration of significant historical properties
- D - Additional park, open space and garden development

Phase Three: **Enrichment** 2021-2030



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- Expansion of hiking trails and gateways to Fourche Creek and midtown; infrastructure improvements to streets, sidewalks in the area
- A - Conversion and adaptive use of Fairgrounds as Community Learning & Art Center (the adaptation of the Manchester Bidwell model)
- B - Reduce Parking lots and high demand for cars. Increase use of public and non-motorized transportation. Add bicycle maintenance shop.
- C - Add small track and athletic field.
- D - Continue emphasis on sustainable, off-the-grid living with photovoltaic panels, chicken coops, and green houses.
- E - New private sector grocery, drug, or banking outlets.

Phase Three: **Enrichment** 2021-2030



View of Mixed Use Buildings from inside Sunset Terrace

- Multiple functions of market plaza including:
 - Farmers Market
 - Display of art from the Community Learning & Arts Center
 - Performance venue
 - Places for eating

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Fundamental Principles for Sustaining Neighborhood Redevelopment

Creating a healthy, fair, hopeful place



- Take back our community-one day at a time. The community has secured the right to be the driver, not the passengers, of this future.
- If we value and reinvest in our community, we can ensure that the city places real value on this community!
- Rebuild our people
- Create better health for all
- Eliminate the area as a “food desert”
- Remove vacant lots
- Train leaders for the city’s future
- Enrich the youth and honor the seniors.
- Emphasize ownership – everyone has a stake in the community and its future!



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Guiding and Managing the Plan on Behalf of the Community

The Sunset Community Plan is an ambitious and long-term proposal. Partnerships must be established between neighborhood organizations, the Metropolitan Housing Alliance, and other state and private-sector organizations. A Sunset Community Development Organization/Corporation (CDC) could serve as coordinator, overseeing and supporting the work of the Plan.

LRHA would be a primary partner, with other agencies collaborating on specific elements of the Plan. The multi-use and commercial spaces identified in Phase One Sunset Village redevelopment would require multi-sector partners; the Community Arts & Learning Center will need a similar long-term partnership. With the advent of the Community Arts and Learning Center and the Fourche Creek Nature Center, State Fair administrators and other prospective business partners would be positioned to take advantage of new incentives and move on fresh opportunities. Should the State Fairgrounds relocate, a Redevelopment Commission could be formed to focus on reuse of that area. The State of Arkansas would be a major partner in this phase, since it maintains ownership of much of the current fairgrounds property.

Kick-starting Implementation

A few preliminary steps could help kick start the Plan's implementation:

1. Secure the LRHA's active collaboration, and identify resources to redevelop Sunset Terrace
2. Distribute the Plan widely to engage the community in leadership and supportive roles
3. Clarify roles of and opportunities for prospective partners
4. Facilitate organization and board development for a Sunset CDC
5. Secure local resources and commitments to test the feasibility of the Community Arts & Learning Center, working with Manchester Bidwell Corporation in Pittsburgh

Other Sustainability Investments to Further the Plan

During the redevelopment effort over the next two decades, local leaders should design strategies to support single-family homeowners in Sunset. Since Sunset is historically a neighborhood with strong levels of single family homeownership, the new Community Development Corporation (CDC) should seek effective strategies to enhance and sustain these important neighborhood controlled assets especially if the proposed redevelopment Plan increases property evaluations and taxes in the area.

As part of the redevelopment process grant homeowners a freeze on their real estate taxes. To qualify, the homeowners must actually live in their homes. If necessary, the City could institute a cap on the income of homeowners who receive the benefit of the freeze. The freeze could be for any length of time including as long as the owner resident lives in the house.

Other options: the Community Development Corporation could partner with local banks that are members of the Federal Home Loan Bank of Dallas' Special Needs Assistance Partnership (SNAP). Securing these funds would allow Sunset homeowners with family income up to 80 percent of the Little Rock median income (\$ 39,400 per couple) grants of \$5,000 for home improvements, energy efficiency efforts, etc.

Testing the Feasibility of the Proposed Community Arts & Learning Center



A local steering committee should be developed to further test the feasibility and to expand local support for the Sunset Community Plan. This group should then extend the initial conversations facilitated by the Sunset planning team with leaders at Pittsburgh's Manchester Bidwell Corporation (MBC) to explore how a Little Rock adaptation of their renowned national youth arts and technology learning programs could be embedded in the Sunset redevelopment effort. The planning stages for such an effort would require raising \$150,000 to support the MBC Team's six-twelve month feasibility study and assures its additional five year commitment to this project.

In the first phases of the proposed redevelopment, community arts, presentations, festivals and specialized workforce training will be central features of the Sunset Town Center



Resources Needed to Implement the Plan

The Sunset Community Plan outlined in this document is an ambitious 20 year Plan that will require an **over \$ 67 million** investment. A detailed estimate is provided on pages 40-42.

Initially, the Phase One agenda would require **\$ 21 million**. This might start with federal housing dollars accessed through the MHA to redevelop Sunset Terrace. Pulaski County might contribute funds for trail development. Federal and state funds would be required to develop the Fourche Creek gateway and the Nature Center. Additional grants might be secured in partnership with nonprofit allies (Audubon, Sierra Club, etc.)

Additional state funds are required to redevelop the existing State Fairgrounds for important pieces of this Plan. Joint public-private partnerships will be necessary to develop the institutional offices, town center commercial, and learning facilities outlined here.

The national Sustainable Communities Initiative involving HUD, EPA, and DOT may open the door for innovative funding streams. Additional affordable housing investments through local community development corporations can help improve single-family housing throughout the area; tax credits and state HOME and federal elderly housing resources will be harnessed by private development groups to complete historic projects in the project area (especially the former Mitchell School).

It is likely that other municipal bond funding and resources from special improvement taxes (like those used successfully by CALS) might be employed with sufficient community will and support to complete the later Phases, especially tied to any redevelopment of the Fairgrounds properties. We expect City infrastructure and CDBG resources would be utilized.

An organized leadership group must commit to directing the implementation and convening partners and investors. This organization will need partners in its early phases to add capacity until it is fully functioning and self-sufficient.

Cost Estimates



Building/Site Redevelopment item		Quantity	Unit Price	Total Cost
Planning for Development				
Development of a Steering Committee - feasibility study for Community Learning and Arts center				\$ 150,000.00
Ongoing operations, program support for CDC to guide redevelopment (\$100,000 x 10 years)				\$ 1,000,000.00
Total Cost--Capacity and planning				\$ 1,150,000.00
Phase I Development - Jumpstart				
Existing Building Demolition		40 blds	4,200.00	\$ 168,000.00
Infrastructure/Utility Demolition		40 blds	3,000.00	\$ 120,000.00
80 Apartment Units		87,072 sq. ft.	115.00	\$ 10,013,280.00
Mixed Use Building A (with 20 units)		30,000 sq. ft.	125.00	\$ 3,750,000.00
Mixed Use Building B (with 20 units)		30,000 sq. ft.	125.00	\$ 3,750,000.00
Daycare Center		10,000 sq. ft.	150.00	\$ 1,500,000.00
Picnic Pavilion		2,500 sq. ft.	20.00	\$ 50,000.00
Site Elements (playground, Trellises, benches, bike racks)				\$ 100,000
Site Work (garden plots, parking, utilities, etc.)				\$ 2,500,000.00
Total Cost Phase I				\$ 21,951,280.00

Cost Estimates



Building/Site Redevelopment item		Quantity		Unit Price	Total Cost
Phase II Development - Expansion					
Infill Housing (approximately 40 homes)		60,000 sq. ft.		125.00 \$	7,500,000.00
Fair Building Renovations/begin conversion to art center		40,000 sq. ft.		100.00 \$	4,000,000.00
Fourche Nature Center		12,000 sq. ft.		175.00 \$	2,100,000.00
Additional Garden Plots/Sculpture Garden/site work					\$ 1,250,000.00
Main pieces of Walking/Nature Trails					\$ 1,200,000.00
Continue street, sidewalk, sewer improvements		3-5 miles			\$ 3,315,000.00
Expand City investments to upgrade parks, drainage, facilities					\$ 1,618,000.00
Total Cost Phase II					\$ 20,983,000.00

Cost Estimates



Building/Site Redevelopment item		Quantity		Unit Price	Total Cost
Phase III Development - Enrichment					
Additional fair building renovations/convert to art center		20,000	sq. ft.	100.00	\$ 2,000,000.00
small track/athletic field/reduce parking add green space					\$ 1,250,000
PV Panel addition to sunset apartments (fully off of grid)*		3,000,000	watts	2.5	\$ 7,500,000.00
Full Expansion of trail system					\$ 2,000,000.00
Additional Infill Housing (approximately 30 homes)		45,000	sq. ft.	125.00	\$ 5,625,000.00
Continue street, sidewalk, sewer improvements		3-8	miles		\$ 3,315,000.00
Expand City investments to upgrade parks, drainage, facilities					\$ 1,618,000.00
Total Cost Phase III					\$ 23,308,000.00
Total Community Development Cost **					\$ 67,392,280.00

*average American home use 30.16 kilowatts per day. Number reduced to 25 kilowatt hours to be more appropriate for the size of apartment units. There are 1,000 kilowatts per watt. PV panels cost about 2 to3 dollars per watt. The final cost given to take sunset completely off the grid.

**includes city infrastructure improvements for the area to streets, parks, storm drainage, etc. based on levels in 2009 South End Report

Promising Partners for Implementing the Plan



Key Features of the Plan	Potential Key Partners	Timetable: Phase 1-3
Network of paved hiking trails	Pulaski County; LR-CDBG; federal sustainability programs (HUD); Village Commons; LR Parks; colleges; Gerald Cound, Page Wilson, Correen Frasier, CATA, et al.	Phase 1, expanded in 2-3
Fourche Creek Nature & Ecology Learning Ctr.	Private foundations; Ar. Game and Fish; Ark. Natural Heritage & Forestry Commissions; DAH; Audubon Arkansas; LRHA; Ark. Canoe Club; Union Pacific RR; City; Nature Conservancy; U. S. Army Corps of Engineers; Pulaski County; HUD Sustainability Programs; Metroplan	Phase I, expand programs in 2
Community Learning & Arts Center (creativity, digital mastering, film, graphics, music)	LRHA; AR. State Fair; UALR; Pulaski Tech; Ar. Baptist College; LRSD+ Career Tech/Prof. Dev. for the Arts; Promise Neighborhood; Ark. Arts Center, Clinton School; Workforce Services; Center for Healing Hearts; Manchester-Bidwell Natl. Ctr on Arts-Techn.; LR music educ. and various foundations, esp. THEA, Winthrop Rockefeller Trust and Winthrop Rockefeller Foundation, Ark. Community Foundation, Ark. Symphony Orchestra, et al.	Phase I, expand programs in 2, and 3
Youth development, enterprise programs	Thrasher Boys/Girls; PARK; churches; LRHA; Philander Smith College; AR. Baptist College; Promise Neighborhood; New Futures; Pul. County; ACCION; Hope Credit Union, Innovate Ark.	Phase I, expand
Multi-family-mixed income housing neighborhood-Village	LRHA, public-private development partners; Better Community Developers; banks; ADFA; HUD; Mitchell School Senior Complex	Phase I, expand
Infill new and selected restoration of single-family housing stock	New housing development partnership; new CDC with links to bank programs for small grants to homeowners; Better Comm. Developers, Historic Preservation Alliance of AR	Phases 1-2

Promising Partners for Implementing the Plan



Key Features of the Plan	Potential Key Partners	Timetable: Phase 1-3
Community gardens, greenhouses, cooperative markets and institutional kitchen, storage, market	UAMS; AR. Baptist business incubator/ students; UALR; U of A. Cooperative Extension; UAPB, City healthy foods efforts; DHS; AR. Dept. of Health, LRHA; Pulaski Co.; local growers; certified farm markets (USDA); AR Sustainability Network; Dunbar Garden; U.S. Small Business Administration, Business Development	Part of Village; Town Center in 1, expands footprint in 2-3
Healthy living, nutrition, lifestyle and child development Center	UAMS; St. Vincent; LRHA; Dept. of Health; Human Services; Local Initiatives Support Corp.; federal grants; local churches; possibly nonprofit child or day-care center	Part of Village; Town Center in 1, expands footprint in 2-3
Park and recreation improvements in South End, Barton Park and connecting north-south	City; HUD-Sustainable Communities grants; Pulaski County; foundations and corporation grants; national efforts like KABOOM; Sunset Tigers youth program; churches	Phase 2-3
Community gatherings, festivals, leadership development, heritage studies	New CDC, with active neighborhood assoc.; ACO; Little Rock Neighborhood Empowerment/Pres; churches; LRHA; Philander Smith; AR .Baptist College	
Expand grocery, drug, banking, credit services	USA Drug or WalMart Neighborhood Market; Food Giant; Kroger; Arvest; Metropolitan National; other banks	Phase 3 on former Fairgrounds sites

Direct Benefits to Little Rock due to the Sunset Redevelopment Effort

The proposed Sunset Community revitalization effort will generate social and economic benefits in the central city. There should be new job opportunities for people living in the area: new full time jobs in the agency, childcare, service offices in the Town Center, and construction jobs. The visible neighborhood renewal will promote health and community engagement, spark pride, increase security, help reduce crime, and help lift property values in the area. The other civic “dividends” from environmental, educational enrichment and entrepreneurial support could be significant.

The total direct economic benefit from multi-family housing and single family housing is conservatively calculated at 1.25 to 2.0 times the funds spent on housing. Therefore, Little Rock will get almost **\$50 million return** from the Sunset housing restoration effort (using calculations from the National Home Builders Association). The various housing developments alone could support almost **300 local jobs**.

A national effort to increase opportunity and sustainable living, City Dividends, suggests there could be significant economic returns in Little Rock from improved individual talent, reduced family vulnerability and enhanced “green” approaches to community development as proposed in this Plan. Little Rock is participating in this national initiative, so it will soon be possible to determine more exact local returns. A partnership with the regional Chamber could link Sunset to this citywide effort. In the meantime, we can *estimate* other local benefits rippling out from the Sunset redevelopment in the form of local “dividends” (see the next page).

Other Likely Direct Benefits

The Talent Dividend: Per capita income and college attainment rates are closely correlated. Using data from 2006, the national City Dividends research team calculated that each additional percentage point improvement in aggregate adult four-year college attainment is associated with a \$763 increase in annual per capita income. Raising the academic and technical achievement levels over the next two decades of the several hundred Sunset community residents would be associated with a similar increase in per capita income for the City of Little Rock. The City and its residents will benefit from an additional “creative dividend” as talented people involved with the Community Arts & Learning program generate a new art scene.

The Green Dividend: Every fuel efficient house and vehicle in the Sunset Community contributes positively to reduced energy demand, pollution levels, and reductions in the consumption of petroleum. This “green dividend” results in more income that local residents can spend on other goods and services, thereby stimulating the local economy. The Sunset plan to employ alternative energy sources and energy efficiencies in homes and buildings should provide an additional “green dividend” locally.

The Opportunity Dividend: In the nation’s 51 largest metro areas, the median public expenditure on Medicaid, food stamps and assistance to families including the Temporary Assistance to Needy Families (TANF) program and other state administered general assistance was \$8,200 per person living in poverty in 2006. Little Rock’s anticipated benefit would be substantial as more lower income individuals living in Sunset and other central neighborhoods plug into opportunities in the redeveloped Sunset area to advance their education, secure living wage jobs, and increase family savings. These increasing economic, social, and health levels will eventually reduce public expenses and increase the local tax base. Gradual improvements in the homes in the area, combined with redevelopment of vacant lots should increase property values (provided that the base of older homeowners can be buffered from escalating property taxes) in the area.

Sunset Community

Appendices

Sunset Historic/Significant Properties List



2504 S. Battery



2522 S. Battery



2624 Bishop



3311 Bishop



3214 Dr. M.L.K



2510 S. Battery



2600 Battery



2700 Bishop



3318 Bishop



3226 Dr. M.L.K



2515 Battery



3024 Battery



3004 Bishop



3728 High Dr.



3515 Dr. M.L.K



2518 S. Battery



3101 S. Battery



3300 Bishop



2922 Marshall



2501 Wolfe

Sunset Historic/Significant Properties List



2508 Wolfe



2604 Wolfe



2908 Wolfe



1610 W. 26th. St.



2524 Wolfe



2606 Wolfe



3010 S. Wolfe



2600 Wolfe



2609 S. Wolfe



3105 Wolfe



2601 Wolfe



2801 Wolfe



1515 W. 28th. St.

Additional Sunset Neighborhood Photos



Fourche Creek



Parking – State Fairgrounds



Southside Park



Additional Information/Resources



Manchester Bidwell Corporation

Manchester Bidwell.org

1815 Metropolitan Street
Pittsburgh, PA 15233

Telephone: 412-323-4000
Fax: 412-321-2120

Quapaw Quarter Association

www.quapaw.com

615 E. Capitol
Little Rock, AR 72202

Phone 501-371-0075



Central Little Rock Promise Neighborhood

www.littlerockpromise.org

The CLRPN office is located in
the Bailey Alumni & Friends
Center on the campus of UALR.

2801 S. University Avenue –
Bailey Center
Little Rock, AR 72204



501.683.7356

Churches in the Sunset Planning Target Area

These institutions and their members contributed to the Plan; they are key assets for the redevelopment of the community.

Freewill Missionary Baptist Church

3226 Dr. Martin Luther King, Jr.

Little Rock, Arkansas 72206

Elder G.K. Alford, Pastor

House of prayer Full Gospel Baptist Church

34th and Bishop Street

Rev. Joseph King, Pastor

New Bethel Church Of God In Christ

1600 34th street

Little Rock, Arkansas 72206

Elder Mitchell Hines, Pastor

St. Andrews African Methodist Episcopal Church

3003 Bishop Street

Little Rock, AR 72206

Rev. K. L. Newson, Pastor

New Light Baptist Church

3110 Battery Street

Little Rock, AR 72206

Dr. Harold Betton, Pastor

Gospel Temple Missionary Baptist Church

2420 Wolfe Street

Little Rock, AR 72206

Rev. Nick Nettles, Pastor

Contributors to the Plan



This Plan was built upon the ideas and perspectives of a large number of Sunset community residents and other allies in the area that share a commitment to the flourishing of the community. They provided ideas through individual surveys, conversations, and community meetings.

A Core group that provided direction and ideas for the effort included:

Joyce Dixon	Robert Webb	Connie Whitfield	Nora Veasey	Paisley Boone
Stacie Brown	Pamela Murphy	Warrine Robinson	Wilma Smith	Crystal Gray
Corliss Harris	Lucille Mabin	Tina Rosby	Mary Holmes	George Blevins
Salome Moore	Willie Bailey	Norma Thompson	Aubrey Holmes	Sabra Miller
Vera Redus	Robin Clark	Manuel Williams	Jackie Randall	Raymond Tucker
Claude Jackson	Robert Whitfield	Don Davis	KeyAndre Collins	

Among the other supporters, these folks offered sincere encouragement and intend on shaping an appropriate, longer-term partnership with the neighborhood that will advance key elements of this Plan:

- Director Erma Fingers Hendrix
- Quorum Court Member Judy Green
- HUD Regional offices and Office of Sustainability
- Judge Buddy Villines, La Verne Paige, Pulaski County
- Gospel Temple Missionary Baptist Church
- Dr. Fitz Hill, Arkansas Baptist College
- Joyce Elliott, LR Promise Neighborhood and State Senator (Ron Copeland-UALR)
- Ralph Shoptaw, Arkansas State Fairgrounds
- James Showrank, Manchester Bidwell Corporation-Manchester Craftsmen's Guild
- Sheila Miles, Wright Avenue Neighborhood Association
- C. Dianne Charles, LR Neighborhood Empowerment and Preservation Project
- Raymond Tucker, Arkansas Community Organization
- Darryl Swinton, Better Community Developers
- Dr. Morris Holmes, LRSD
- Frank Scott, Jr., Office of the Governor
- Hon. Frederick Love, State Representative

The Plan was developed in 2011 for the Metropolitan Housing Alliance by a collaborative team of local consultants and architects: Tom Fennell, Kwendeche, Freeman McKindra, Joyce Williams, Constance Sarto, Sandra Taylor Smith, Amy Ehlers, Holly Admire, and Ken Hubbell.