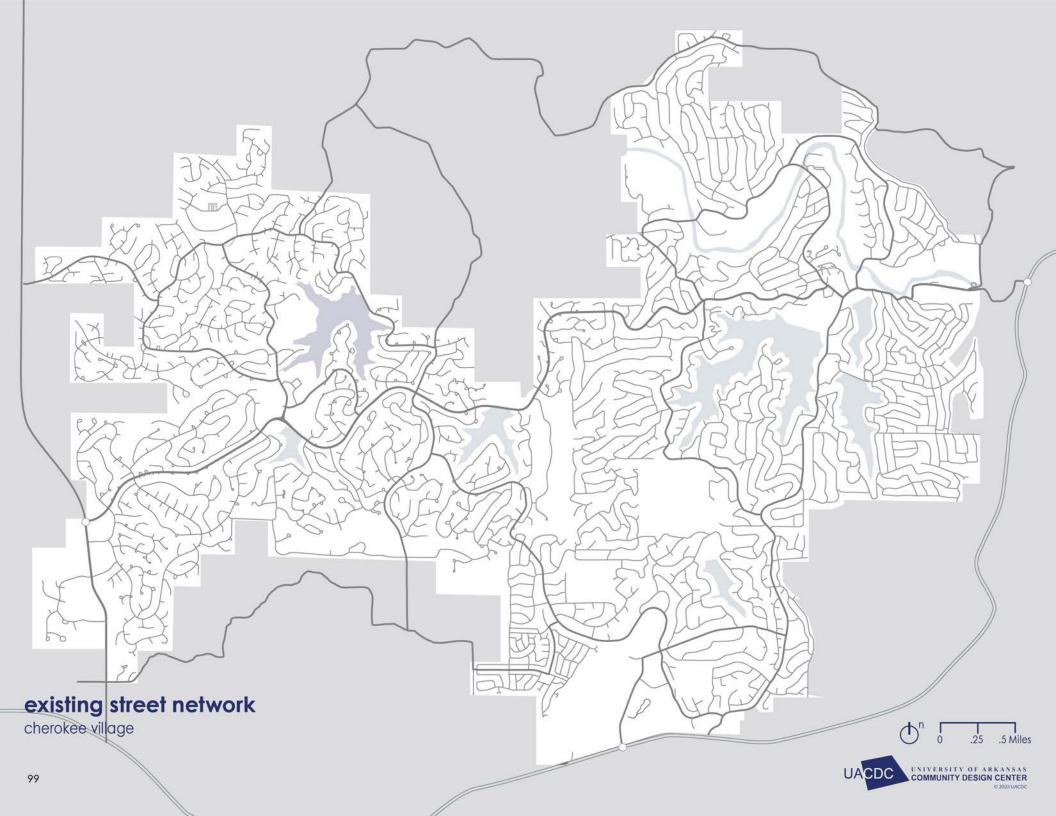
framework plan

what do you do with midcentury planned communities organized around a singular idea that no longer has a market . . . where 80 percent of home sites remain vacant after 60 years?

- opened in 1955
- 21.3 square miles
- platted for a population of 60,000
- current population: 4,973
- 25,000 housing sites
- slightly more than 3,100 housing units
- 296 miles of arterial roads and cul-de-sacs
- including 80 miles of unimproved roads
- median household income: \$37,917
- median home value: \$109,703
- percentage of population below poverty: 17.6%





Restoring the East Village Town Center: The Bowl and the Isthmus



A New West Village Town Center on the Lake



South Gateway Highway 412: Village on the Highway







we propose an "acupunctural urbanism"—the discrete insertion of six new urban pattern languages structured around concepts of hospitality that revitalize the energy of the village.



Lake Omaha Housing Hill Neighborhood

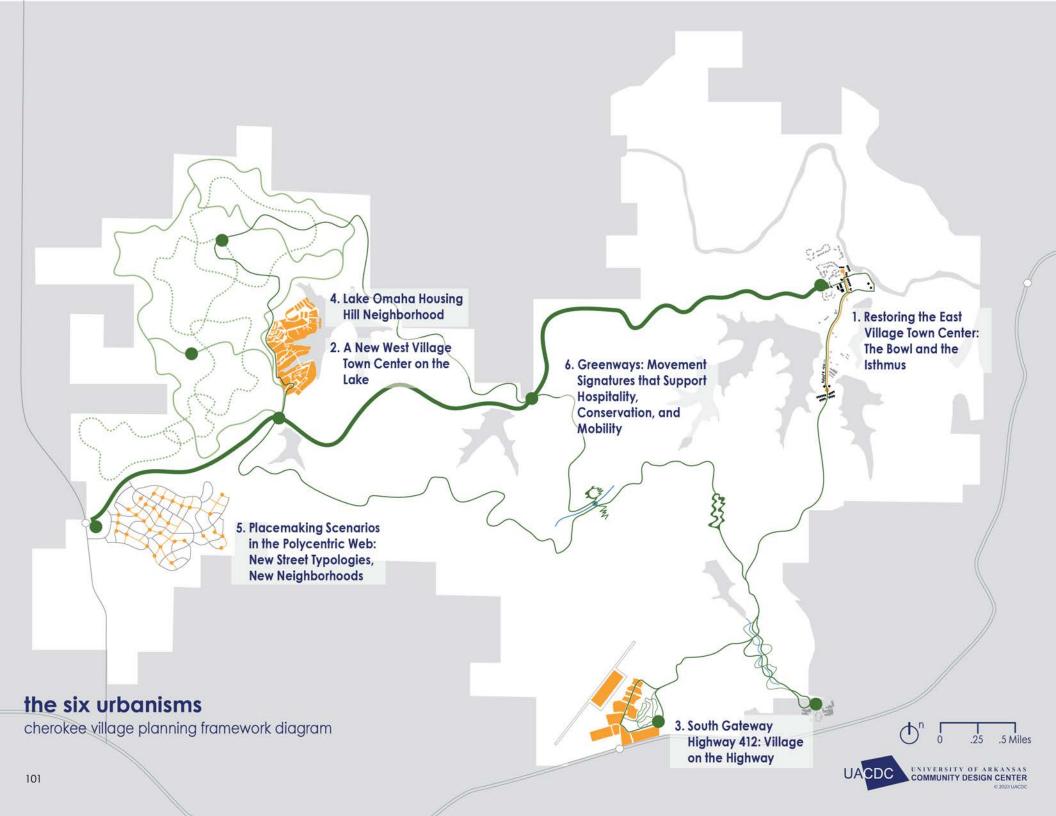


Placemaking Scenarios in the Polycentric Web: New Street Typologies, New Neighborhoods



Greenways: Movement Signatures that Support Hospitality,
Conservation, and Mobility





framework plan goal + principles

framework plan goal

The goal of the Framework Plan is to direct growth in population, housing, and tourism that amplify Cherokee Village's nature, ecosystems, sense of place, and heritage.

framework plan principles

Cherokee Village was developed within a mid-twentieth century planning ethos that valued uniformity and the universal, where a master plan fixed a singular development strategy to create market demand for homesites. To reenergize the Village's development potential, stagnated for decades, the proposed Framework Plan introduces the pluriversal: development conceived through multiple economic and social narratives. Or to use the well-known Zapatistas phrase: "A world where many worlds fit." Within the future development scenarios proposed for Cherokee Village, the Framework Plan simply asks: What are the various ways in which we might want to live within the vision of Cherokee Village? Three principles guide the Framework Plan's recommendations in aligning the Village's underutilized infrastructure with multiple market demands for different living environments.

• The Plan shall be adaptable to changing futures. Different from master plans with their totalizing and fixed solutions, the Framework

Plan assumes an agile "acupunctural" planning approach to optimize systemwide performance. Acupunctural approaches work through a few catalytic interventions that are modulated but impactful in scope, avoiding the highly invasive and capital-intensive approaches of master plans.

- The Plan shall diversify lifestyle and hospitality environments. Cherokee Village was organized exclusively around land sales and the subdivision of parcels for single-family homes. The Framework Plan moves beyond the primary focus on the single-family house to reimagine the Village at the scale of neighborhoods with new blends of living environments, services, and lifestyles attractive to diverse populations of tourists and permanent residents alike.
- The Plan shall be resilient to market uncertainty. The Framework Plan formulates a market-responsive planning vocabulary through the articulation of a set of archetypal places.

 Modulated place types—dense town centers, village clusters, village highway development, rural festival and recreation spaces, greenways, and communal neighborhood formats—address multiple market demand for inclusive living environments distinct from the single-family lotand-home around which Cherokee Village was designed. Each place type can be developed incrementally, simultaneously, or independently of the others as investor interest arises.



Community Design Workshops In 2021



embrace cultural development grow community -housing (levels of privacy) (multiple types of housing) -population > preserve + conserve (natural systems) recreate energy legacy + heritage + sense of place authenticity Connectivity (town center + commerce + social space + infrastructure) Develop infrastructure (roads, utilities, natural gas, broadband, Sidewalks, etc.)

BOUNDARIES (What we don't want)

· loss of identity

Principles

- 1 If you want to grow-
- 2) Write them as if the group obes not share the values (Bedrack principles)
 - 3 All new development happens around lakes? (IDEA)

framework plan approach

plural development ecologies that enhance livability

It is far easier to develop land than to build social life. Yet sustained economic success in land development is correlative to high levels of social development, known as social capital. Different from financial capital, social capital is the measure of wealth expressed through resiliency, trust, security, community coherence, information exchange, and economic vitality that comes from cooperative relationships (you cannot buy these things). Abundant social capital is a hallmark of village life. Yet, the Village's layout—an early exemplar of midcentury suburban planning around the automobile—was dominated more by the abstractions of subdivisioning and land sales than the kind of organic community development which interested Cherokee Village's founder, John Cooper. The auto-oriented polycentric road network is totalizing in its singularity, emphasizing fast movement across Cherokee Village's 21.3 square miles over the "slow living" and social coherence characterizing the human-centered geography of neighborhood and village. In response, the Framework Plan revisits the unique planning possibilities latent in Cherokee Village's geography and community layout.

Cherokee Village's cellular organization of arterial roads and lakes constituted a highly effective capital web for marketing vacant lots to future homeowners. However, the lack of

place types beyond the lakefront home and a few activity nodes (town center, recreation centers, and golf courses) subverts the Village's economic and social development potential. The Framework Plan reprograms this uniform polycentric cellular web through design and planning interventions that articulate identifiable place types using established pattern languages of good town form (see Christopher Alexander's classic: A Pattern Language: Towns, Buildings, Construction). Pattern languages of identifiable elements or sub-systems facilitate incremental implementation of places rather than assume that development happens all at once. Akin to ecological succession in ecosystems, urban patterns and systems evolve identifiable villages, towns, and cities through urban succession. Places initially grow from simple but vital centers (the pioneer stage) to expanded districts (intermediate stages) in an ever-evolving complexity. In his celebrated essay "Solving for Pattern", Wendell Berry observes: "It is the nature of any organic pattern to be contained within a larger one. And so a good solution in one pattern preserves the integrity of the pattern that contains it." Accordingly, the Framework Plan's six urban retrofit strategies—or pattern languages catalyze higher-order living possibilities within Cherokee Village's rural patterns and spaces.

The Framework Plan's six pattern languages are:

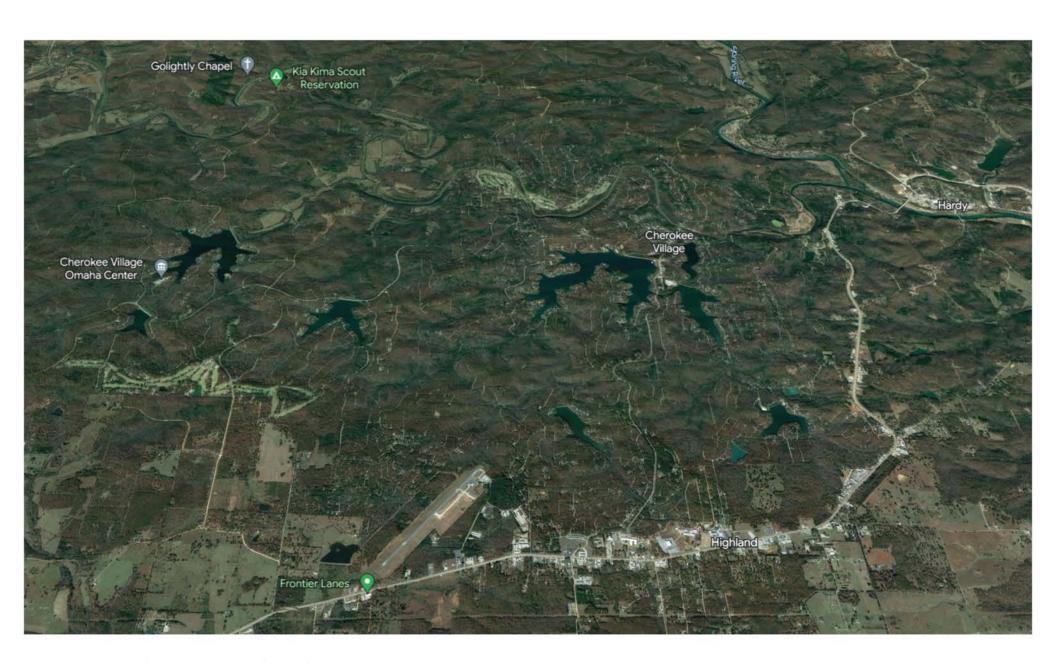
 Restoring the East Village Town Center: The Bowl and the Isthmus

- 2. A New West Village Town Center on the Lake
- 3. South Gateway Highway 412: Village on the Highway
- 4. Lake Omaha Housing Hill Neighborhood
- Placemaking Scenarios in the Polycentric Web: New Street Typologies, New Neighborhoods
- Greenways: Movement Signatures that Support Hospitality, Conservation, and Mobility

The planning approach more visibly engages lost cultural narratives surrounding the Ozarks highlands—a stated aspiration of John Copper but suppressed by the abstractions of speed, mobility, and privacy that shaped midcentury planning models. The Framework Plan's placemaking concepts draw lessons from topics explored in the cultural mapping study prepared for the Village, City in the Woods: Mappings of Cherokee Village, Arkansas. Cultural mappings explored both indigenous heritage (e.g., camp, fit with landscape, natural resource management, and communal settlement patterns) and Ozark settler traditions (e.g., camp/resort, village design, midcentury planning, and modern architectural design) in creating settlement patterns of greater social and economic complexity. Combining contemporary notions of placemaking with local heritage, the Framework Plan offers plural visions that parallel the midcentury plan's singular order.



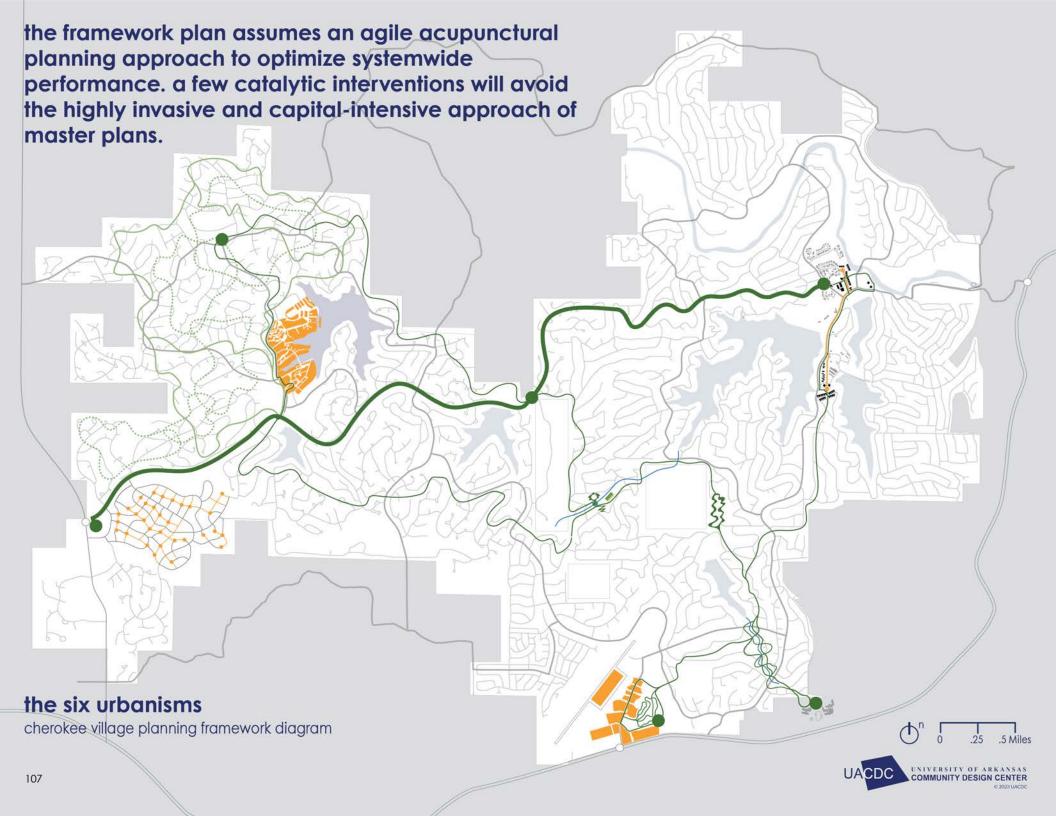




cherokee village satellite view

cherokee village planning framework





restoring the east village town center: the bowl and the isthmus

The anchoring or centering function unique to town centers can be restored and extended through the addition of multifamily housing, neighborhood services, and pedestrian infrastructure to create a walkable mixed-use district. The pattern language employs a new series of distributed public rooms and landscapes that connect civic buildings to streets, housing to streets, and water edges to streets and buildings.

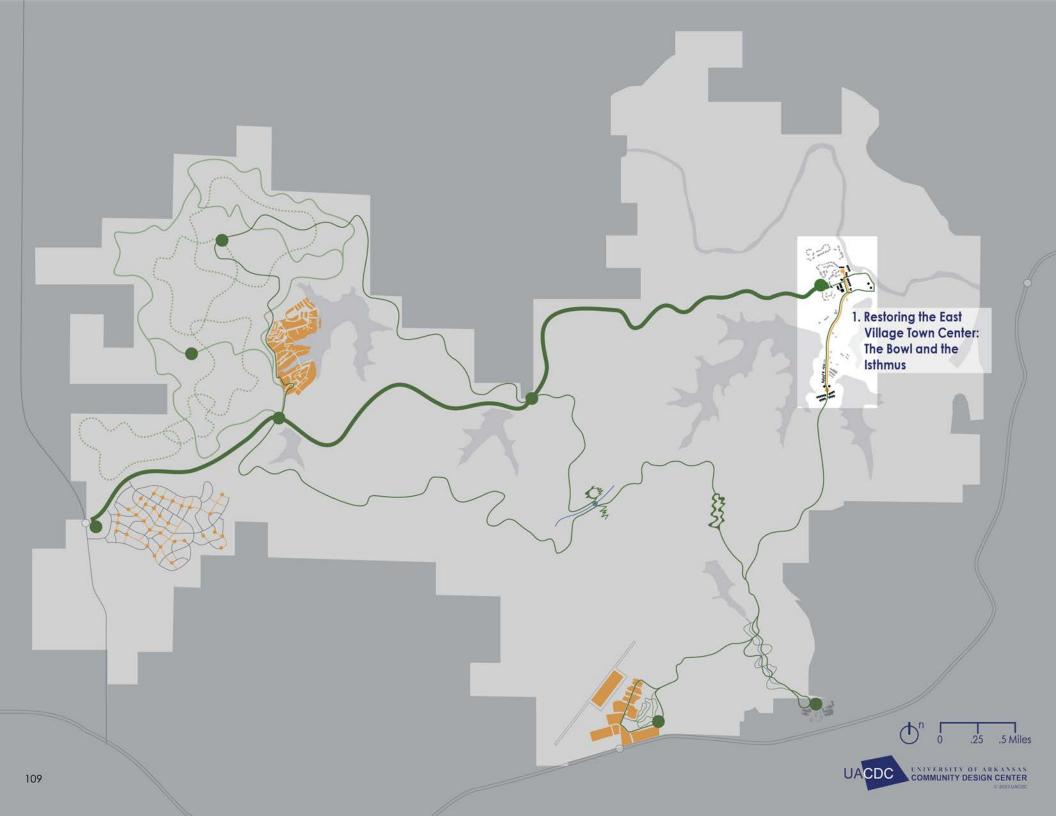
While still the symbolic heart of Cherokee Village with its unique blend of amenities, mixed uses, and utility services (central sewer), the existing town center is a stranded asset lacking economic and social vitality, as well as a general sense of place. The distinct anchoring function of the town center could be restored and extended by the addition of multifamily housing types, neighborhood services, and improved street design in creating an imageable and walkable district. Studies have long shown that towers and townhouses are successful in suburban and rural places when their contexts offer something different from that of single-family homes (i.e., townhouses without other distinguishing land uses are not as successful as subdivisions of single-family homes). Certainly, the town center is a unique asset for adding value to the Village, but only when complemented by the addition of complementary housing types.

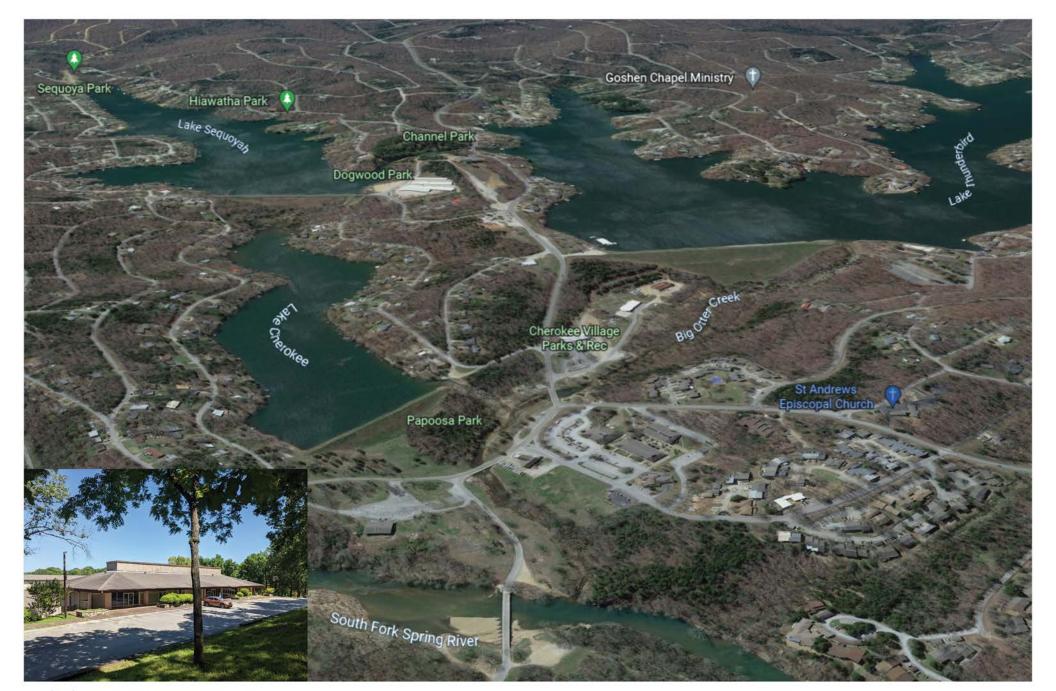
Indeed, moderate-density housing can add value to the Village's other activity nodes, since it accommodates a sizeable consumer market seeking walkable neighborhoods where they can conveniently access commercial and neighborhood services. Successful town and village centers commonly have high Walk Scores (above 70 out of 100) where most errands can be accomplished on foot. Presently, Cherokee Village Town Center's Walk Score is 14, meaning that the area is totally car dependent.

The Plan densifies the bowl-shaped geography of the existing town center and extends its impacts to the higher-elevation isthmus bridging Lake Thunderbird and Lake Sequoyah near the drystorage marina. Neighborhood developments in the bowl and the isthmus are each punctuated by a set of mass timber residential towers (ideally sourced from Arkansas forests) with panoramic views of hills, lakes, the South Fork of the Spring River, and the town center. Recalling an earlier proposal from 1964 to build mid-rise towers at the Village's town center, the bowl and isthmus neighborhoods—together an extended town center—provide Cherokee Village with community-scaled icons for wayfinding and landmarking the town center. Residential towers capitalize on views offered by one of Arkansas' most dramatic lake towns.

- Existing Town Center Improvements
- Bowl Neighborhood
- Isthmus Neighborhood

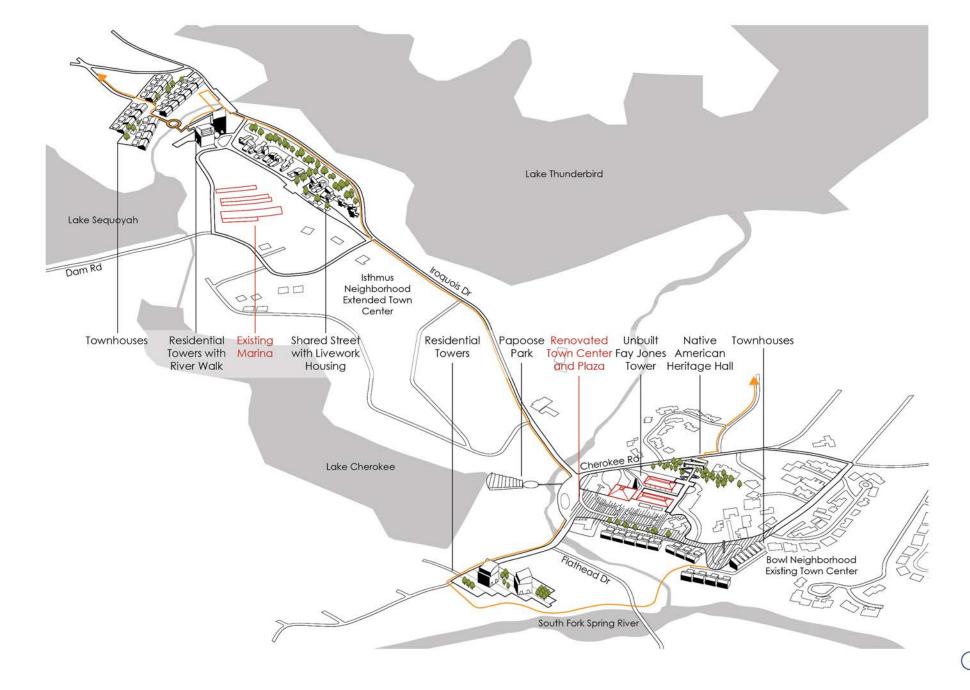






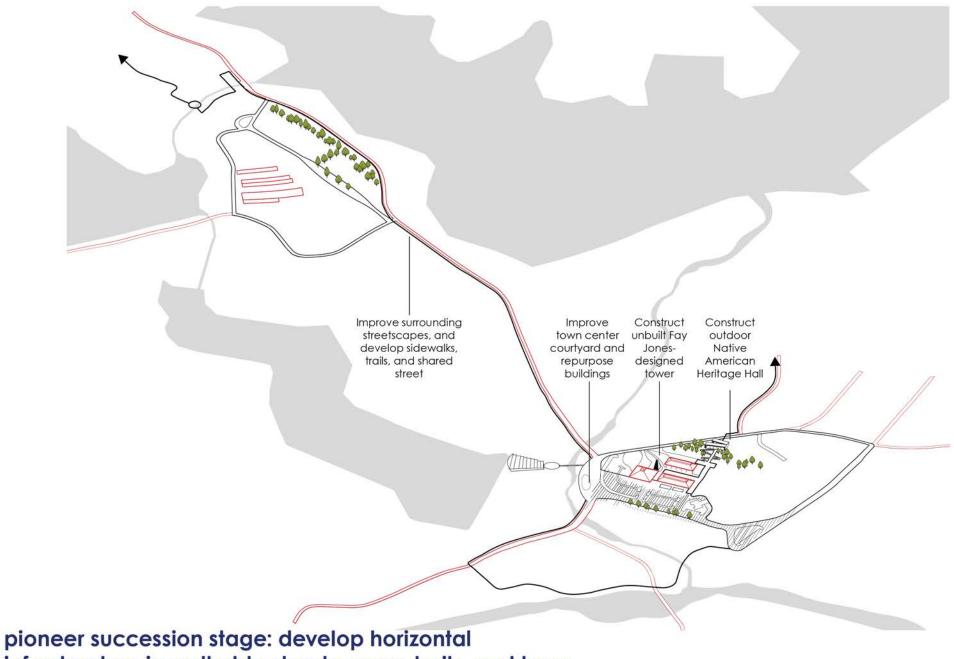
existing town center





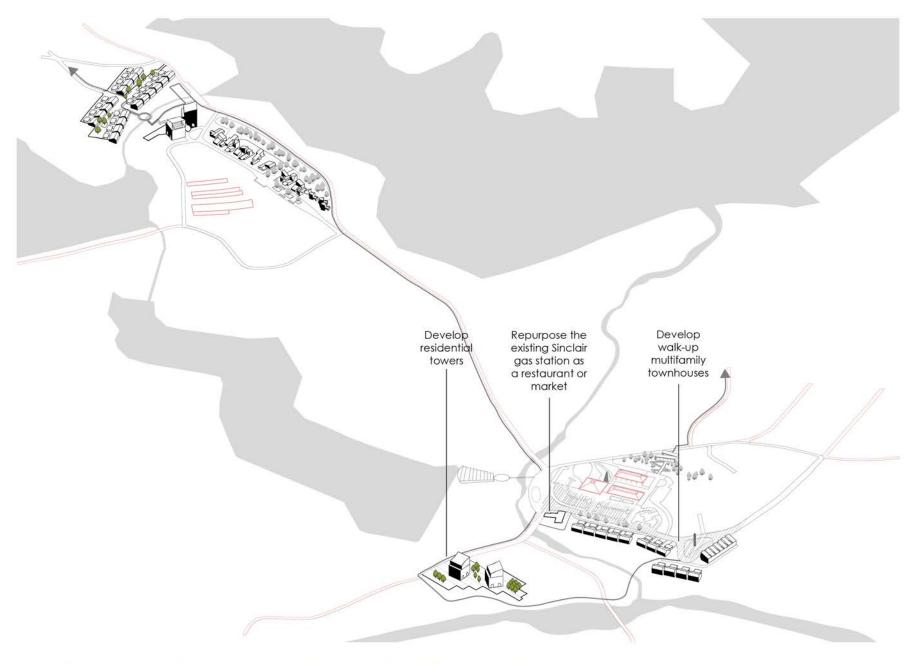
isometric diagram of key elements





pioneer succession stage: develop horizontal infrastructure in walkable streetscapes, trails, and town center grounds













extended town center looking east







Retool the town center as the heart of a walkable mixed-use residential environment that delivers a range of neighborhood services. The auto-dominance of the surrounding context can be tempered by the installation of new sidewalks, pedestrian and bicycle trails, and street retrofits that reward walking and businesses that cater to livability. The town center's courtyard is an important public room that should be restored in service to multiple

community functions. Functions include hospitality space for surrounding businesses, a public lawn for new residential units in the south building, and as a link to the proposed adjacent Native American outdoor Heritage Hall. The Heritage Hall is a cultural land use that complements nearby Papoose Park and serves as a trailhead to a new greenway proposed for Cherokee Road. Renovations internal to the town center grounds

coupled with surrounding streetscape improvements will complement the construction of nearby multifamily housing in creating a true destination living environment.





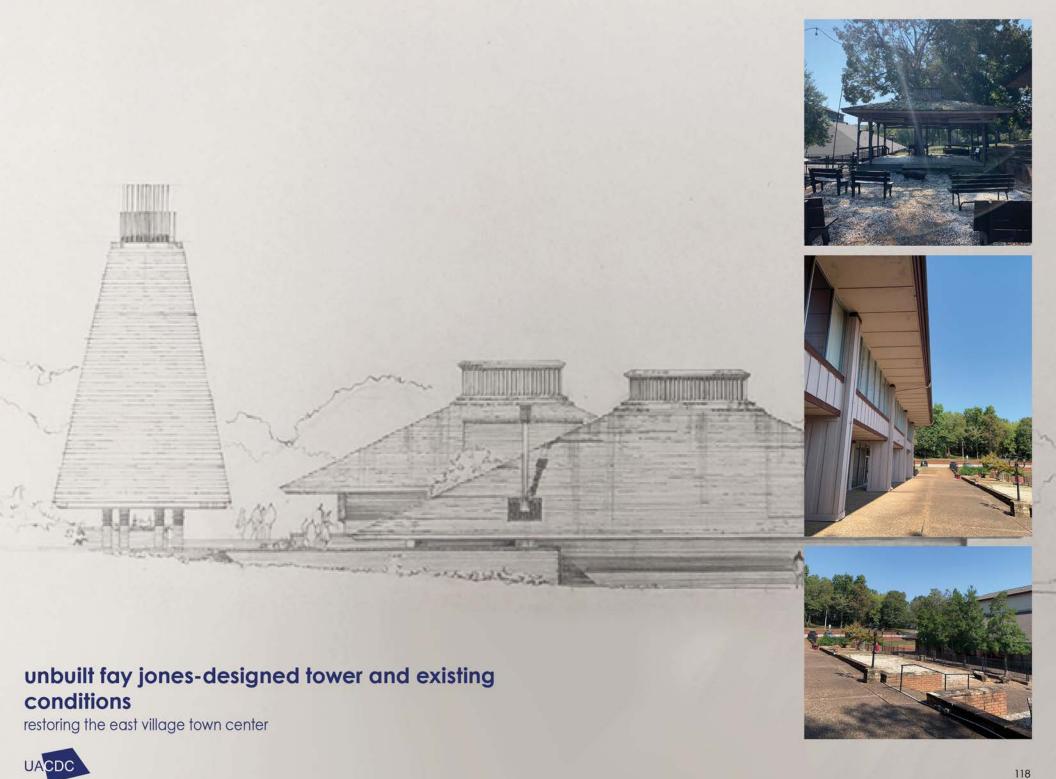
new lawn and building renovations to the town center with new native american heritage hall





native american outdoor heritage hall on cherokee road at the town center







improvements to existing town center courtyard including construction of the unbuilt fay jones-designed tower and re-purposing of the south building with residential units







bowl neighborhood with new residential towers, pedestrian/bike trail, and renovated gas station





let's monetize the views and activate the town center





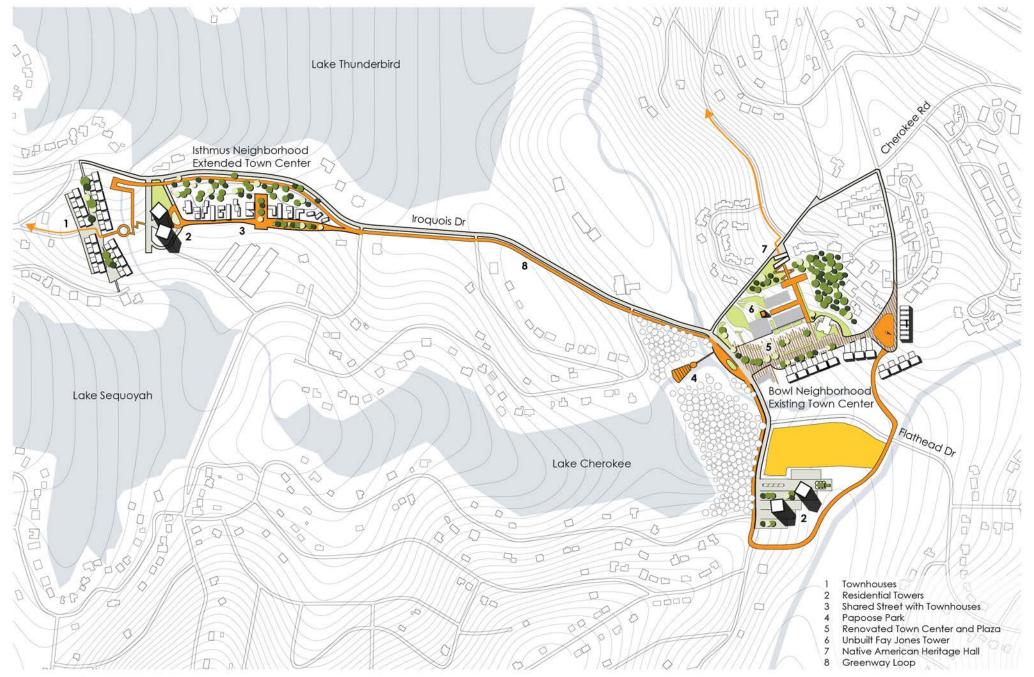
the isthmus neighborhood: the only place to secure views of two lakes





pedestrian/bike trail on eastside of iroquois road connecting the isthmus neighborhood with the town center and bowl neighborhood





plan diagram







2 a new west village town center on the lake

Access to public functions on the water is expanded through the new waterfront West Town Center Complex connected to a refurbished Omaha Recreation Center. The patten language employs a new hillside urban fabric oriented to lake views, connecting a new hilltop neighborhood green with the Omaha Recreation Center, a terraced recreation park, and waterfront facilities below including a marina.

Wouldn't a town center on the waterfront invite more continuous and reliable market activity than a town center without a waterfront? As a waterfront complex serving the West Village, the proposed West Town Center Complex combines a refurbished Omaha Recreation Center at the top of the hill with a new terraced recreation park and lake-edge facilities including a marina. But unlike the beautiful and iconic Thunderbird Recreation Center, sustained economic viability requires the integration of recreational uses with residential and nonresidential development the hallmark of organic communities. Cherokee Village's midcentury plan mostly privatized the lake shores for homesites while separating commercial uses from its waterfronts. Alternatively, the Framework Plan incorporates dramatic lake views into the shaping of public spaces and mixed-use neighborhoods, broadening lake access for residents and visitors.

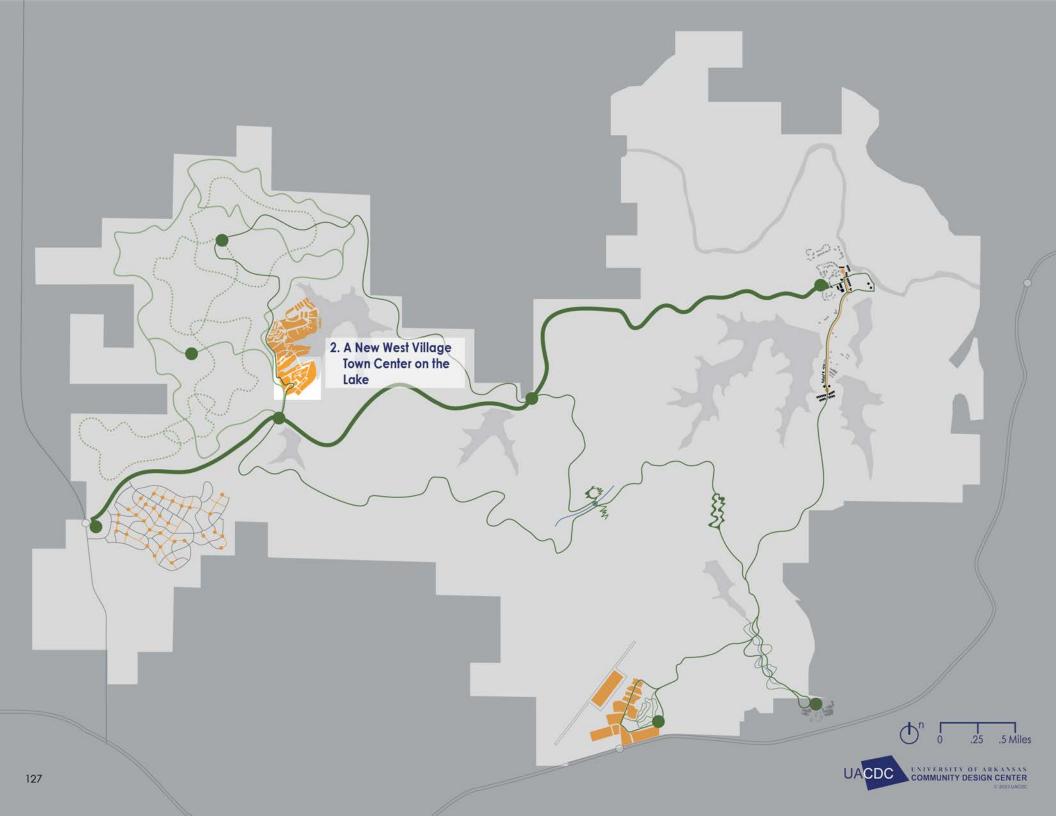
The new West Village Town Center responds to market demand for neighborhoods that are mixed use, walkable, and distinguished by supportive amenities and services. The location of this town center on Lake Omaha in the Fulton County portion of the Village serves new housing starts in this underdeveloped side of Cherokee Village. Too, the location of this new town center is convenient to nearby Emerson's manufacturing facility in neighboring Ash Flat. The waterfront town center complex with its integration of parks and housing is an ideal neighborhood for serving the region's newest employer, as Emerson, an American multinational corporation, seeks to expand its future workforce in the region.

Different from the existing East Village Town Center, the West Village Town Center combines both active and passive recreation amenities with nonresidential uses (commercial, professional, institutional) that enhance livability. A terraced park with recreation amenities sloping to the lake connects the Omaha Recreation Center with new facilities on the water. Neighborhoods sponsor a range of housing types from residential towers to townhouses and pocket neighborhoods (single-family dwellings organized around a neighborhood green). Streets form a connected network for improved walkability, while some street segments are designed as places or "rooms" with public functions and amenities that sponsor non-traffic functions like gathering, recreating, socializing, and entertaining. Recalling village main streets and town

square environments, these proposed "living streets" create a destination place as well as a pedestrian-oriented environment combining live, work, and play on the lake.

- New Town Center on the Lake
- Rehabilitation of Omaha Recreation Center
- Town Center Residential

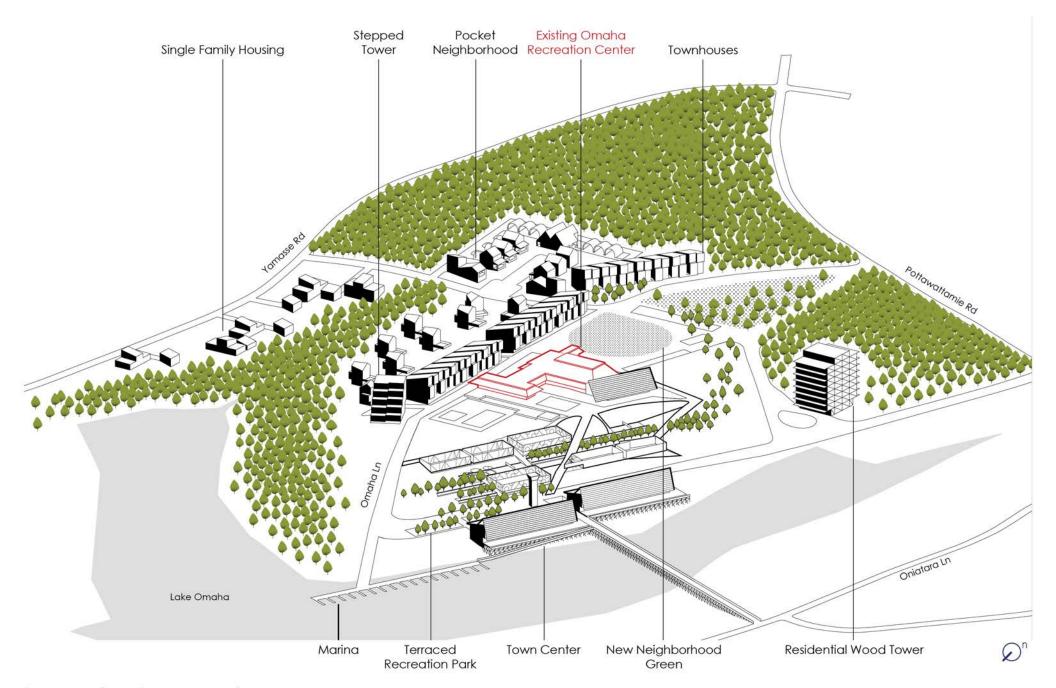






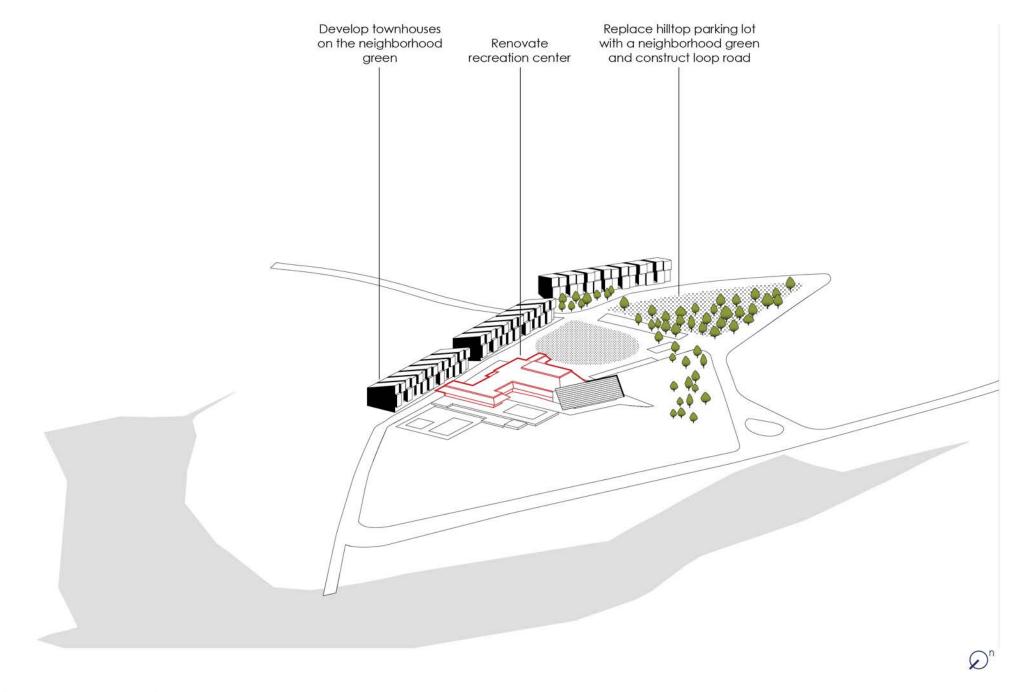
existing omaha recreation center





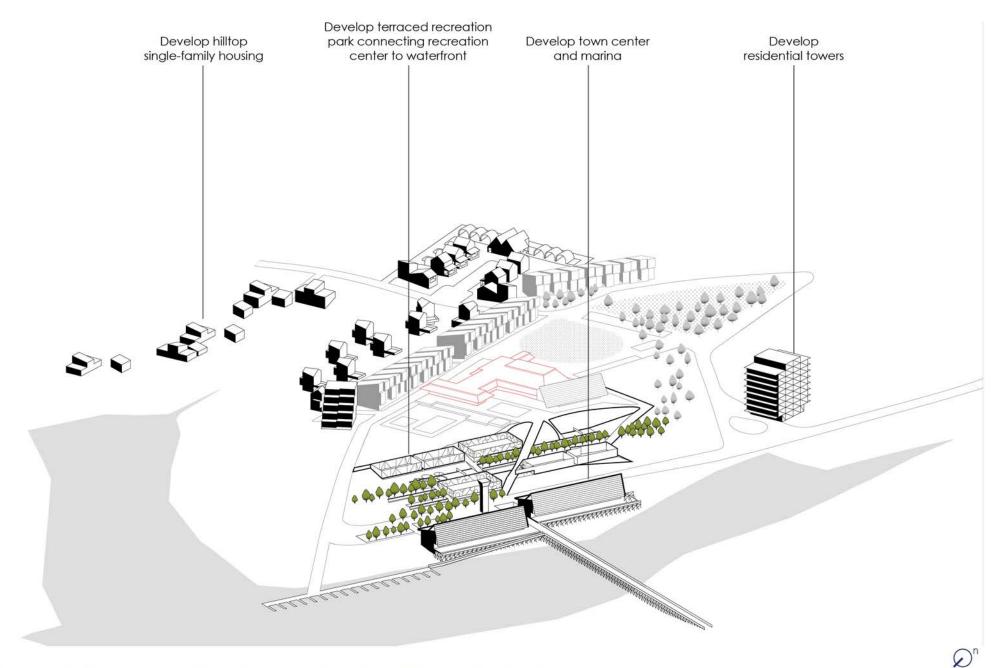
isometric diagram of key elements





pioneer stage: living on the hilltop green





intermediate succession stages: develop the waterfront and neighborhood





a hilltop neighborhood green replaces the omaha recreation center's oversized parking lot





a terraced recreation park connects the renovated recreation facility with a new waterfront town center





let's democratize views to the lake for all





view of town center and waterfront from residential tower looking northeast





looking up at omaha recreation center from the town center and its shared street





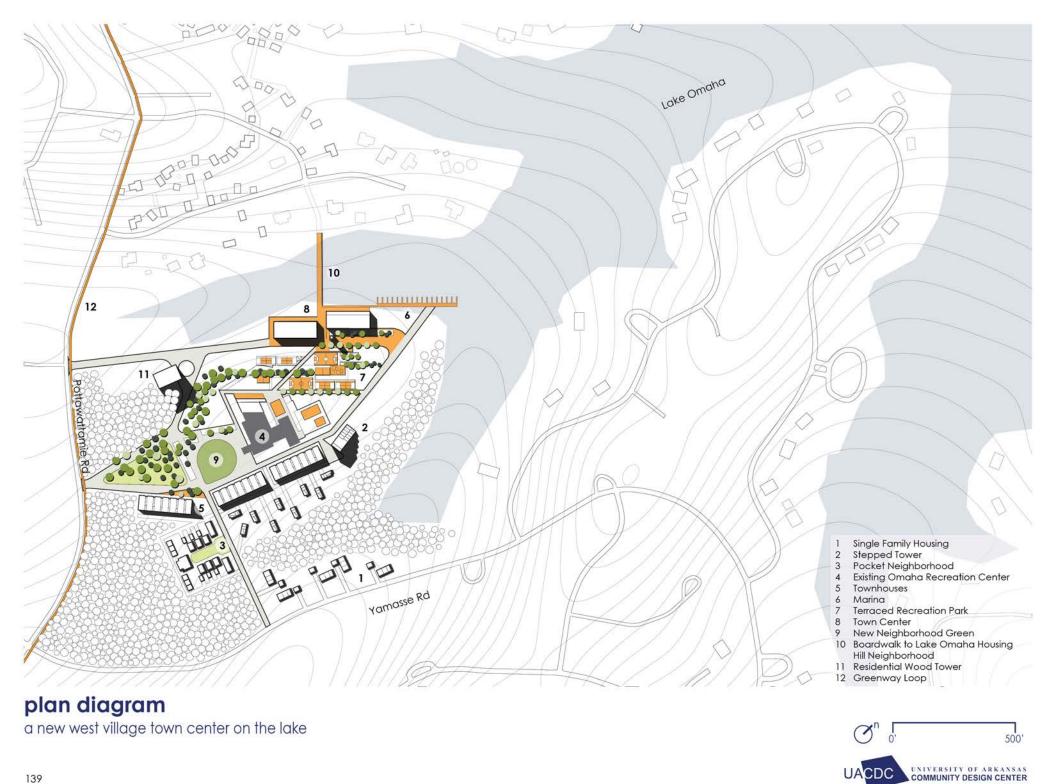
the hilltop green clusters residential, work, and recreational uses





winter at the renovated omaha recreation and social center looking toward the residential tower







3 south gateway highway 412: village on the highway

The proposed South Gateway organizes new highway development—strip commercial, fast-food franchises, garden apartments, suburban housing, and hotels—into a higher-order rural village center at the southern edge of Cherokee Village on Highway 412. The pattern language employs a "living transect" (cross-section) of articulated civic spaces: village green-wild meadow-Tohi Park preserve-shared streetscapes-highway to mark a sense of arrival and meaningful transition into Cherokee Village. When planned, ordinary highway development can do high-level work.

Cherokee Village is an interiorized "bedroom" community without meaningful thresholds marking arrival, or structured connections to essential services at its borders. The Village's edges are underutilized opportunities for capturing a higher-yield tax base than that from residential land use (the tax base of low-density residential land use, at best, pays for only 85 percent of the cost of a community's essential services). Moreover, edges are ecotones—the zones where two systems meet and characteristically the most productive sites of social and economic exchange—ideal for developing a more robust sense of place. Except for the town center and several

nearby commercial establishments, Cooper's planning model expunged most nonresidential land uses—especially auto-oriented commercial development—from Cherokee Village's 21.3-square mile interior creating a pure residential environment. The vacation environment, focused exclusively on the house immersed in nature, represented a midcentury notion of leisure and pleasure, the essence of the Village's self-conception. Despite this purity in concept, manufacturing economies requiring skilled workforces are moving into the area, attracting new development to regional arterials where a mix of affordable multifamily housing, employment centers, and neighborhood services are permitted.

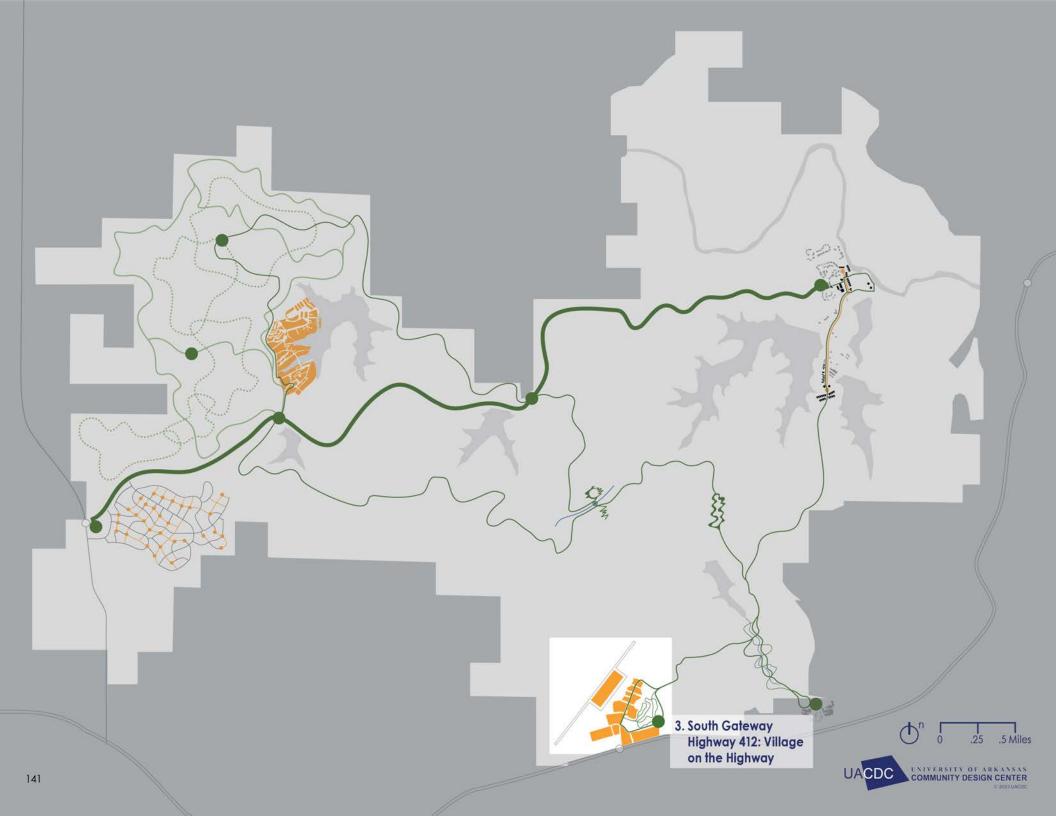
Even before the pandemic, there had been a rekindled interest nationally in the pleasures of small towns and rural urbanism, especially for their sense of community—cities in the woods. Contemporary buyers and renters of homes are seeking small town environments with high levels of services and amenities resembling urban places. The proposed South Gateway organizes generic highway-oriented development strip commercial, fast-food franchises, garden apartments, suburban housing, assisted living facilities, self-storage facilities, gas stations, and hotels—into a higher-order rural town center around a village green. The combination of highway, airstrip, and employment center development relegated to the edge of Cherokee Village supports desirable "rurban"

(rural + urban) lifestyles not imagined in Cherokee Village's original plan. More village design than suburban design, the proposed plan mixes urban and rural environments, moderate density with low density, and wild (Ozark prairie) and manicured (the Village green) landscapes in the same area—witting and memorable fusions rare in cities. Highway-oriented development does not have to be pejorative. We can create a sense of place with planning strategies that shift development patterns from placeless strips to charming hamlet-like clusters that merge town and highway form.

The Framework Plan acknowledges the outsized role played by auto-oriented commercial development in driving the U.S. economy. These seemingly throwaway building categories essentially shape our built environments and are financialized as real estate asset classes by Wall Street. They are more financial and logistical expressions of space than architectural achievements. Accordingly, the proposed South Gateway district uses village planning pattern languages to ensure high-quality outcomes in formatting highway development, without changing the fundamental business models by which developers and financial partners implement such projects.

- Village Green and Tohi Trail Preserve
- Highway Development Prototypes
- Airport Neighborhood

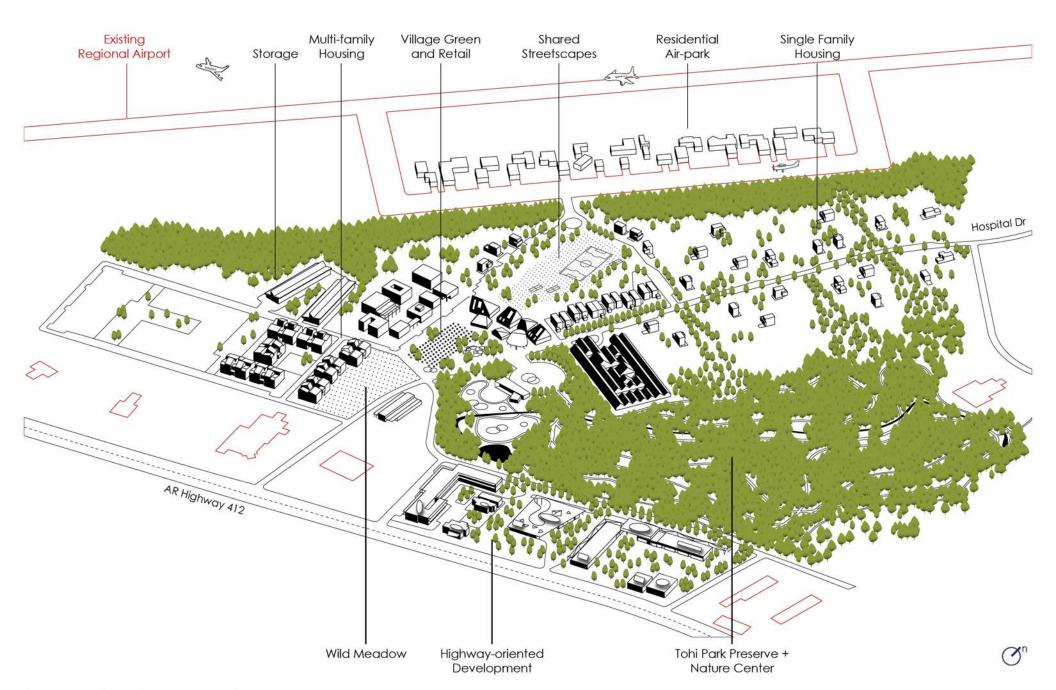






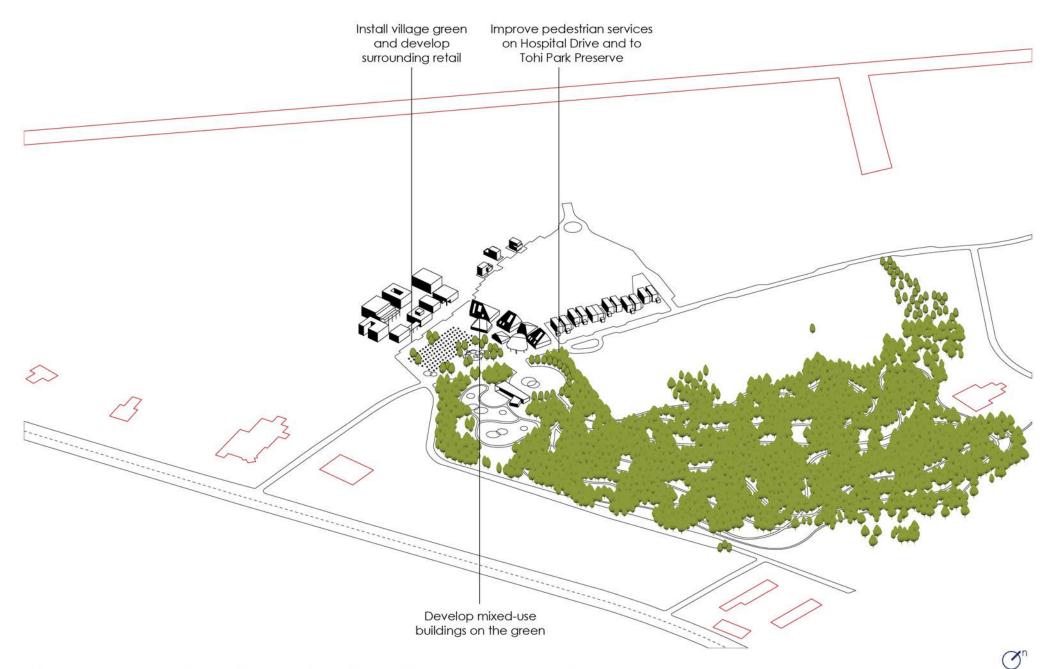
intersection of hwy 412 and hospital dr





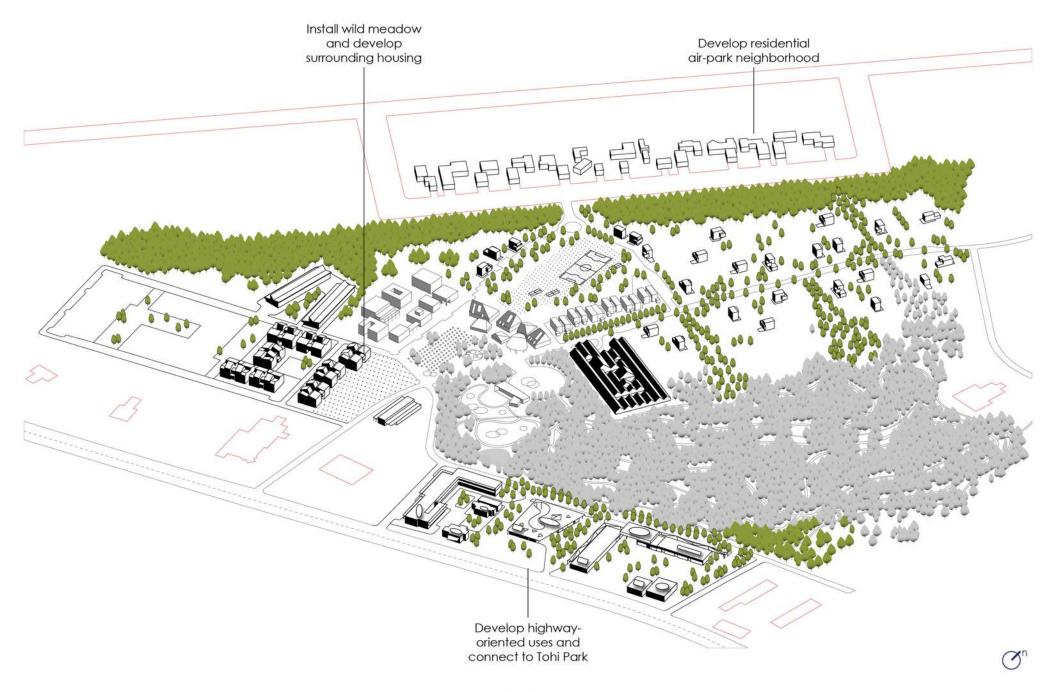
isometric diagram of key elements





pioneer succession stage: develop village green and retail





intermediate succession stages: develop the district





new village center and green connecting airstrip and highway





village center retail and residential overlooking green and prairie





commercial anchors around village green





outdoor market and restaurant on the village green





shared streetscape in mid-block parking court and recreation





highway development connecting a fast casual dining canopy and shopping arcades with tohi park and trails village on the highway





plan diagram







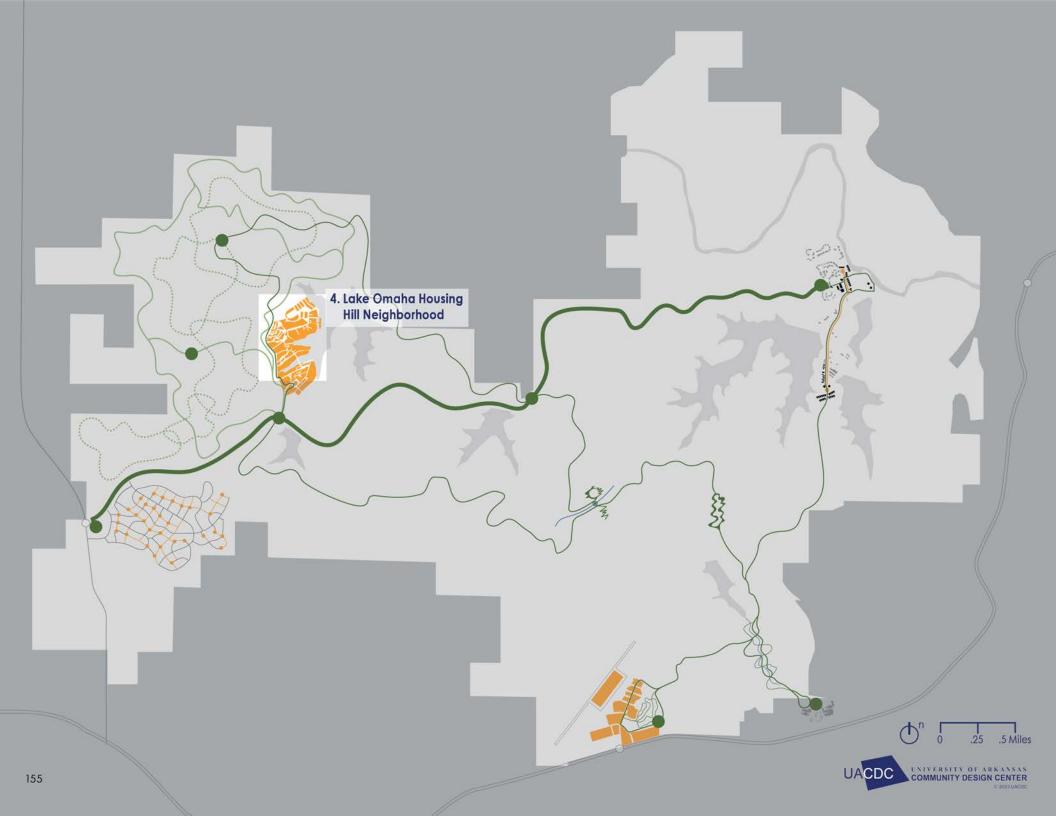
lake omaha housing hill neighborhood

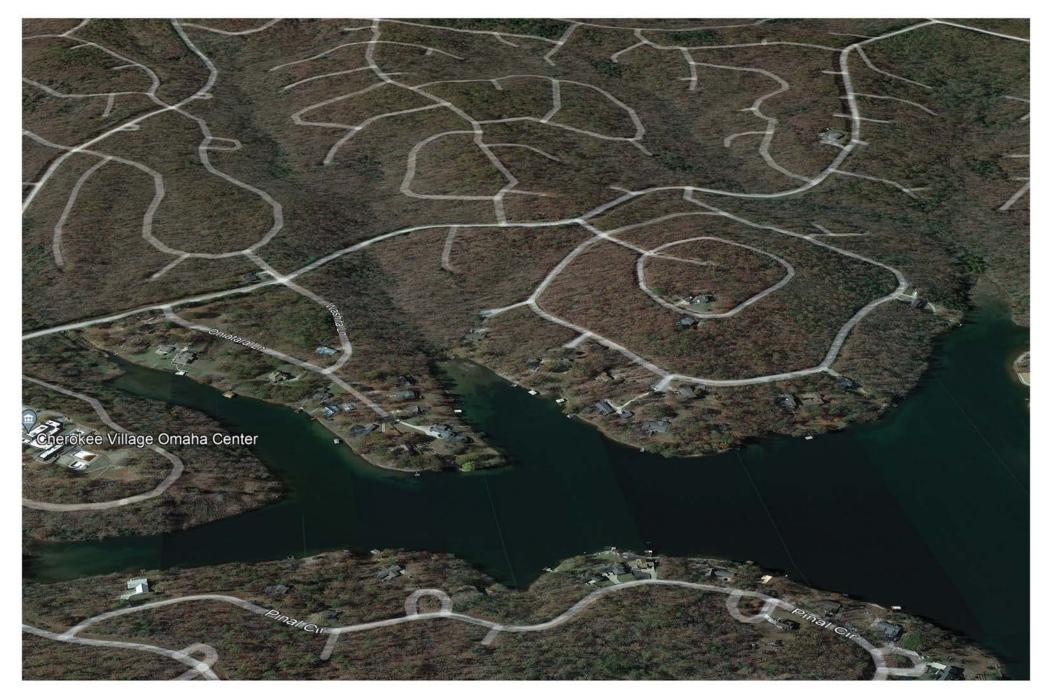
The proposed Omaha Neighborhood for tourists and residents alike capitalizes on one of the Village's most remarkable lakeside slopes to develop a dense "housing hill" oriented to lake views. The pattern language employs new terraced housing that maintains connections to the ground, extends the space of the units though private gardens, and projects an identity for each unit.

Unlike Arkansas' most scenic towns, the hill towns of Eureka Springs, Hot Springs, and Fayetteville, Cherokee Village does not build housing on its hillsides. This is despite the availability of dramatic lake views from its numerous summits. The proposed Omaha Neighborhood capitalizes on one of the Village's most remarkable lakeside slopes to develop a hillside neighborhood for tourists and residents alike. While the original business model behind Cherokee Village turned vacationers into single-family homeowners, the Framework Plan recognizes the importance of accommodating a range of contemporary hospitality and lodging markets that are not necessarily bridges to permanent residency. The Omaha Neighborhood would be the first in Cherokee Village to extensively develop a lakefacing hillside offering a new type of residential and hospitality environment until now unexplored. Building on hillsides is expensive. Therefore, to achieve economies of scale the hillside neighborhood is developed as a concentrated hillside cross-section or housing hill connecting terrace townhouses with hospitality functions and lodging on the waterfront. Like the towers and townhouses proposed for the town centers, the hillside neighborhood monetizes panoramic views in neighborhood and property development. Picturesque and compact hill town landscapes with vertical gardens and public street steps for pedestrians, facilitate a characteristically elevated level of social life and signature placemaking important to hospitality landscapes.

- Hillside Neighborhoods
- Lake Hotel
- Ridge Camps

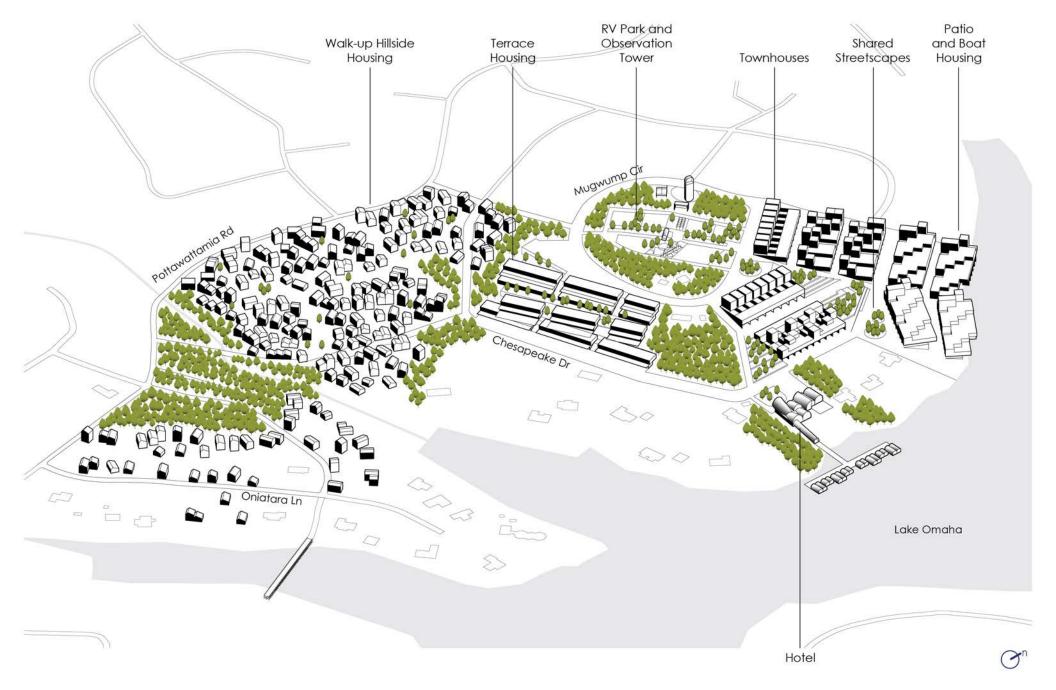






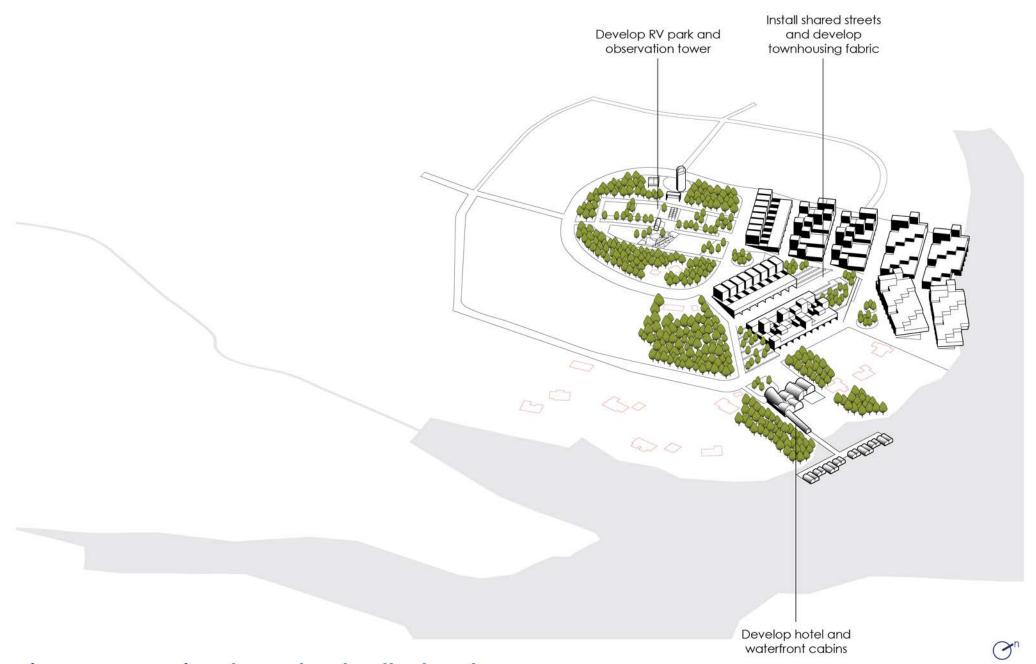
lake omaha hillside





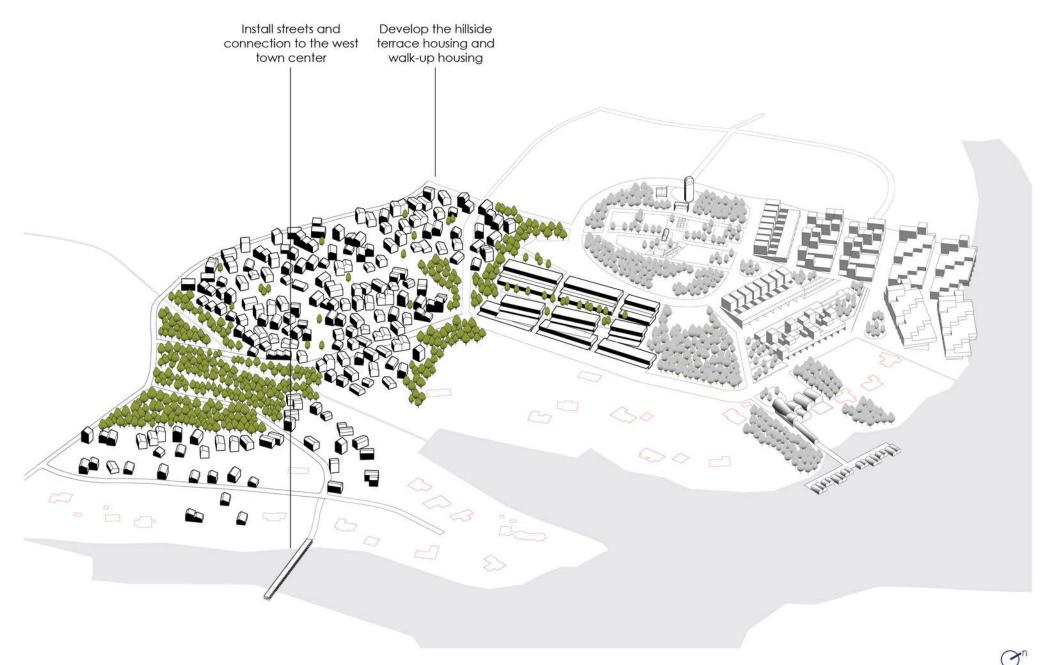
isometric diagram of key elements





pioneer succession stage: develop the townhouse fabric on the waterfront





intermediate succession stages: develop the other two hill housing fabrics





three hillside housing fabrics that multiply access to dramatic lake views





hotel and lake cabins on the waterfront, observation tower and premium RV park atop the hill





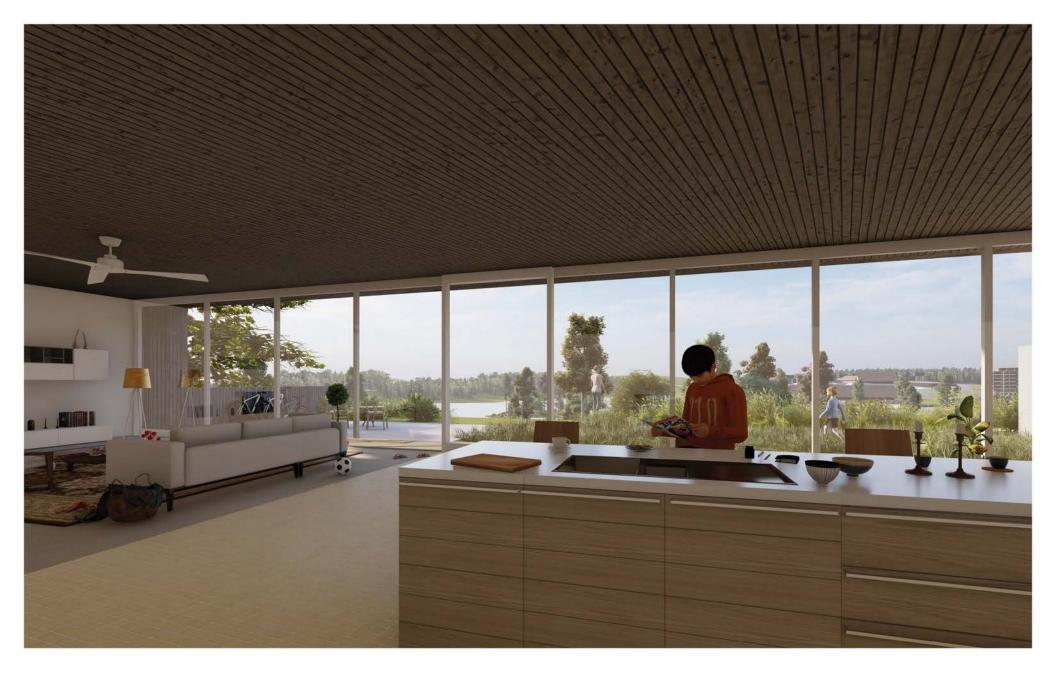
patio housing and terraced streetscape lake omaha housing hill neighborhood





walk-up hillside housing (foreground) meets terrace housing beyond





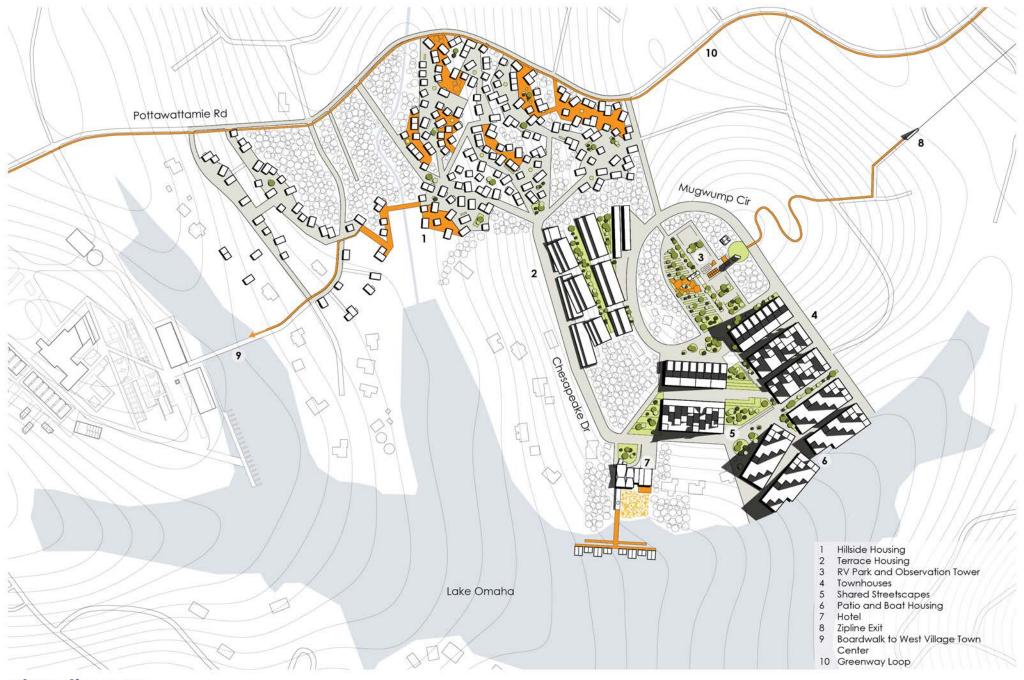
terrace housing interior with lake view lake omaha housing hill neighborhood





hotel and lake cabins on waterfront and hillside housing beyond





plan diagram







5 placemaking scenarios in the polycentric web: new street typologies, new neighborhoods

Neighborhoods begin with the street and evolve from there. To provide a sense of place and orientation in residential environments beyond the typical subdivision, the Plan reintroduces non-traffic social functions of traditional streets back into select areas of the Village's disjointed street network. Streets should also be places for staying in rather than simply moving through. Their pattern languages employ algorithms for retrofitting existing street networks using four "living street" types—boulevards, shared streets, country lanes, and cul-de-sac retrofits to loop dead-end roads in three-way T junctions. Here, we introduce the concept of the cul-de-sac retrofit.

Transportation infrastructure determines how we move around and is therefore the most consequential influence in shaping community livability. A community designed exclusively for cars will diminish social possibilities and eliminate pedestrian activity—it will be a community of cars. The Village's automobile-oriented street network consists of three street classifications: arterial, collector, and local streets. Streets in Cherokee Village lack pedestrian improvements like sidewalks, drainage, lighting, landscape, and furnishings. To provide a sense of place

and unique neighborhood environments beyond the typical subdivision, the Framework Plan outlines design algorithms for retrofitting existing street networks using four "living street" types—boulevards, shared streets, country lanes, and cul-de-sac retrofits. What if a street was a landscaped pedestrian plaza or public "living room" where the car is an interloper? What if a street ecologically managed its own stormwater in place rather than discharge polluted water downstream? What if a street was a play landscape with social spaces and playgrounds built into the public right-of-way? Multiple neighborhood planning scenarios shaped by these various drivers of change can be easily realized through living street types and their algorithms.

Living streets are context-sensitive and memorable landscapes that accommodate all modes of movement including automobile, bicycle, scooter, and foot traffic. The objective of living streets is to create a sense of place; where infrastructure once again assumes civic functions through the delivery of non-traffic social services related to assembly, gathering, dining, recreating, shopping, wayfinding, ornamenting through public art, and stormwater management. Living streets are safer, greener (they may deliver ecological-based water management and other ecological services), and more enjoyable places in which to socialize or recreate. The success of living streets is not simply a measure of traffic throughput—the number of vehicles per

lane per hour—but rather the street's ability to facilitate social life and commerce, underwrite neighborhood and home value, and support a place-based hospitality industry where walkability and iconic environments are in high demand. Great streets build value.

Each living street type supports applications and context-appropriateness specific to its typology: not every type is appropriate everywhere. The street type in Cherokee Village with the greatest promise to create unique neighborhoods and add value to homes is the cul-de-sac retrofit. The retrofit repurposes cul-de-sacs into a connected network while deploying the cul-de-sac's vegetated interior loop as a neighborhood micro-green around which a cluster of homes may be organized—much like a pocket neighborhood.

Shared streets are ideal for application on neighborhood and commercial streets with local traffic where speeds under 17 mph (speed at which a motorist can still maintain intimate eye contact with a pedestrian) are desirable. Like town squares and plazas, shared streets privilege pedestrian culture and social functions without excluding the car, compelling the motorist to behave socially. Street design is based on eliminating mode barriers separating pedestrian and automobiles such that the street feels like an outdoor room or landscape impossible through which to speed.



As signature or ceremonial streets, boulevards are typically used as gateway passage into a district, or to connect important activity nodes. The street design is based on a tree-lined center medium with tree canopies shading the space of the street, where the street is essentially an extended sequence of rooms.

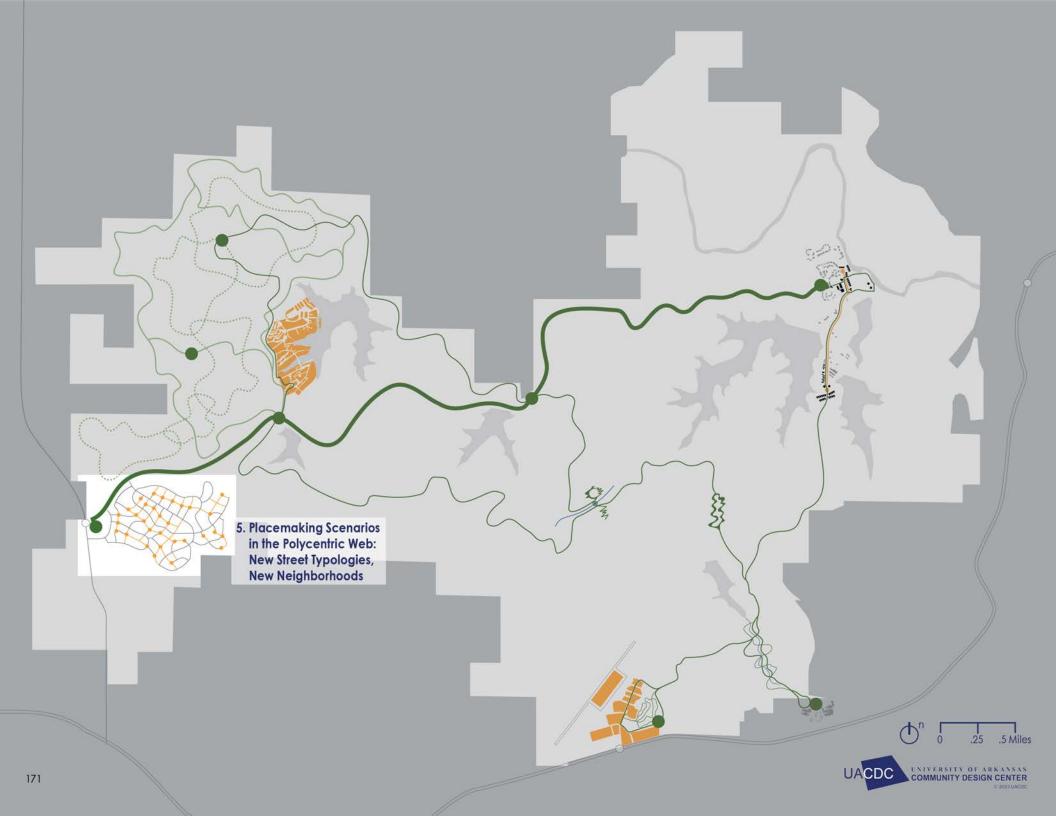
Living streets accommodate all modes of mobility including car, bicycle, public transit, and foot traffic, and are ideal for enhancing the level of service on arterials like Cherokee Boulevard. Living streets accommodate pedestrian/bicycle trails either incorporated into the street or separated from the street as an independent facility but still within the space of the public right-of-way. Communities are adopting living (or "complete") streets policy to ensure that the street is not only a memorable place but delivers neighborhood livability as well.





existing satellite view









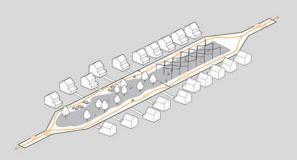






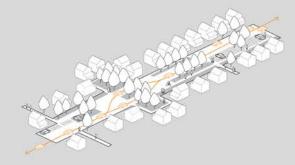






Boulevard

formal streets that use a vegetated median to divide and shade traffic throughways.



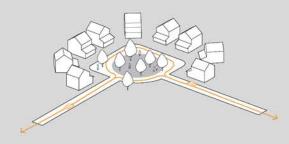
Shared Street

multipurpose right-of-ways that create a common space to be safely shared by vehicles, pedestrians, and bicyclists without conventional mode separators like lanes, sidewalks, and curbs. shared streets are pedestrian-oriented to support social activity in the right-of-way.



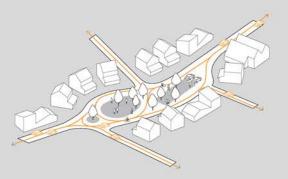
Country Lane

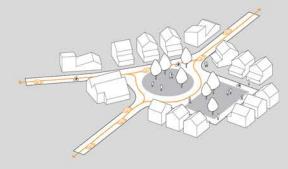
a skinny local street or "yield" street functions as an informal drive without curbs and sidewalks supported by stormwater management landscapes and bioswales, while delivering a high level of safety.



Cul-de-Sac Retrofits

streets that connect dead-end streets to one another, enhancing network connectivity while upgrading landscaped turnarounds as social spaces that anchor modified pocket neighborhoods.





"living" street typology index



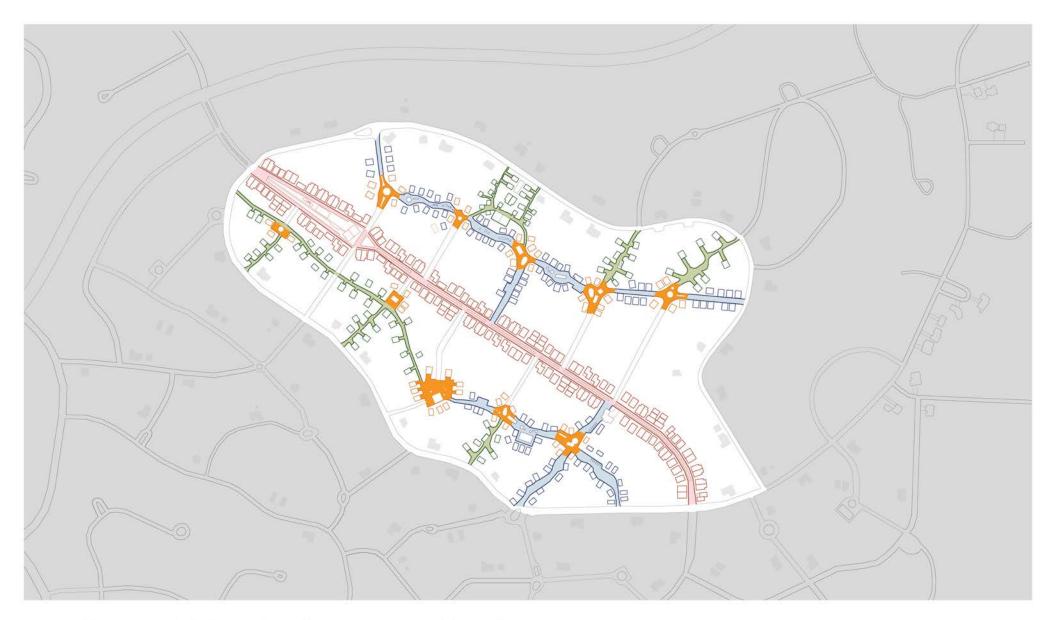


existing unimproved street network

networked cul-de-sacs

network isolated cul-de-sacs with "living" streets to create an active complete street network





plan diagram: higher-density communal housing fabrics nestled within low-density neighborhoods traditional to cherokee village—something for everybody





entrance to boulevard from cherokee road





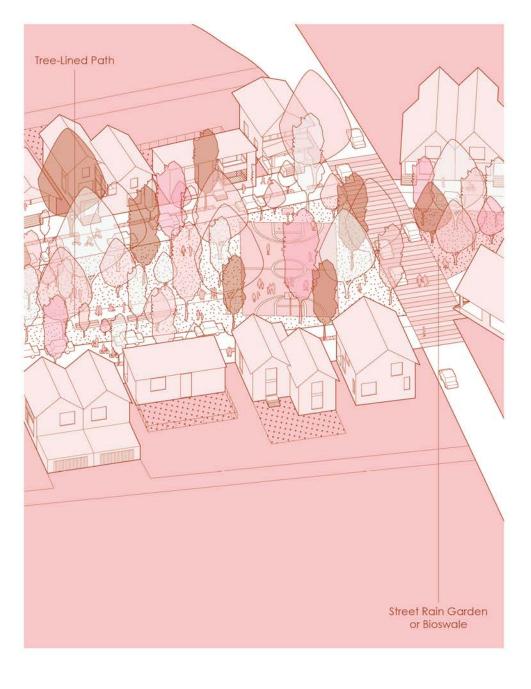
the boulevard: for residents not living on a lake who enjoy an active pedestrian-oriented street





boulevard isometric diagram



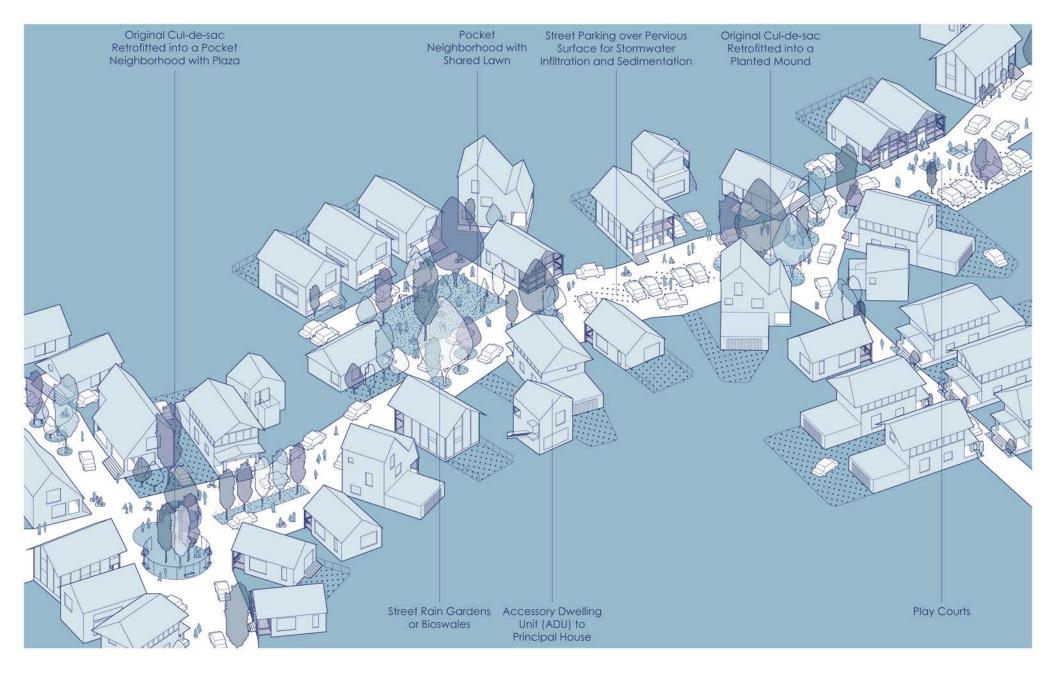






the shared street: where the street is also a park





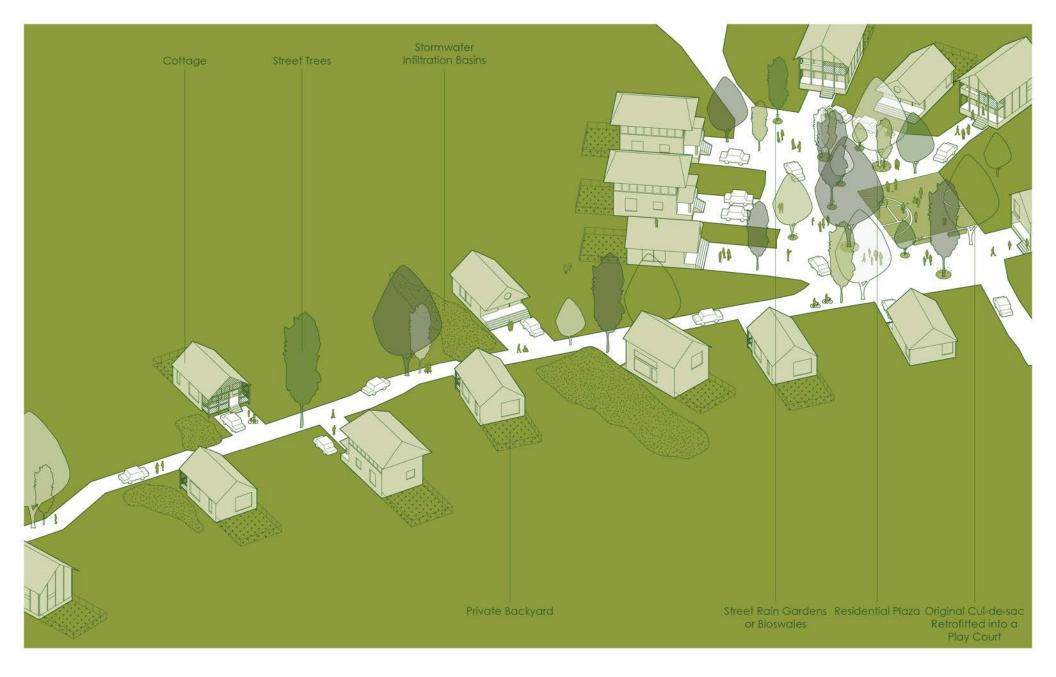
shared street isometric diagram





the country lane: mixing the rustic street of traditional cherokee village with affordable camp-like cottage living and its sociability





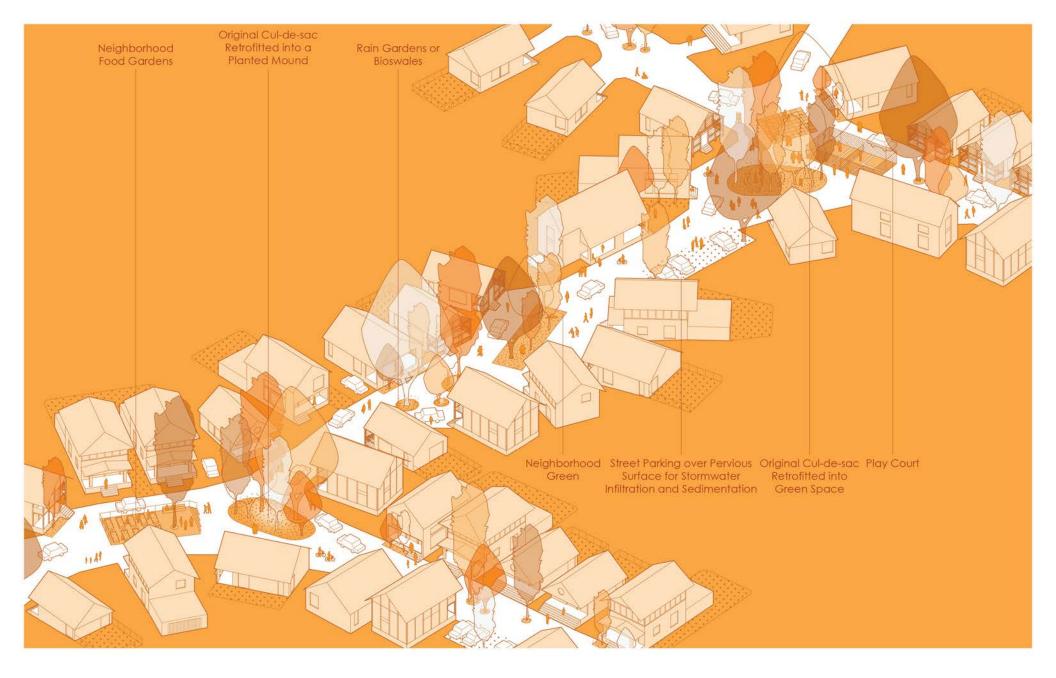
country lane isometric diagram





cul-de-sac retrofit: combining the sociability of the culde-sac with greater connectivity to create walkable neighborhoods





cul-de-sac retrofit isometric diagram





site plan







6 greenways: movement signatures that support hospitality, conservation, and mobility

To accommodate a greater range of hospitality services and community amenities, the Plan provides a greenway network structured around pedestrian, bicycle, and equestrian experience economies. The pattern language employs a continuous network of paths and activity nodes accreted from three general conditions in the Village: repurposing of unimproved roads, retrofitting of trafficked roads as living streets, and developing a secondary independent trail network.

If the twentieth-century greenway was a conservation and mobility corridor preserving wildness in urbanized areas, the rural greenway in forested areas could be an urbanizing corridor for hosting new hospitality landscapes in Cherokee Village. Like Benton MacKaye's famous Appalachian Trail conceived to network wilderness communities, the proposed Village greenway network is a multifunctional infrastructure bundling ecosystem services with tourism, recreation, festival space, natural resource extraction (e.g., forest thinning to yield timber), and living environments related to camps and RV parks. Greenways are underutilized forms of tactical or informal community development that can be significant revenue generators. Akin to the twentieth-century golf course development, consumers now

desire dwelling units connected to greenways, particularly in special-interest lodging formats related to vacation bungalow courts, equestrian communities, and recreational-oriented camps that do not fit the mainstream image of residential subdivisions. The more successful greenways in the U.S., including those in Arkansas, have been likened to America's new Main Streets. Greenway development is the least capital-intensive of the Framework Plan's six planning strategies, sponsoring incremental implementation, ideal for small developers.

Greenways can be permanent armatures or placeholder installations that expand and contract until investment brings higher and better uses. In the western portions of the Village, currently vacant and overgrown by the landscape, greenways can formalize itinerant uses, like jogging and cycling that may already be occurring informally on vacant roads. Unimproved roads can be adapted as trails, which may in turn sponsor tactical development. Also known as DIY (do-it-yourself) urbanism or pop-up urbanism, tactical urbanism refers to low-cost, often grassroots-led event programming and design improvements intended to capitalize on the sense of place—akin to Cherokee Village's own growth from a cluster of camps and vacation spots. This is an age-old process where development evolves from informal beginnings to formal systems: a natural successional logic where successful settlements like camp meetings become incorporated cities. Branson, Missouri,

once a magnet for recreational, social, and religious camp meeting grounds, is arguably the best regional example. Thus, greenway infrastructure supporting diversification and informality may be the most cost-efficient way to prototype the development of novel living environments desired by the market with the least risk.

Pedestrian/bicycle, mountain bike, hiking, and equestrian mobility modes each have their intrinsic pacings, geometries, rhythms, and syncopations that constitute their movement signatures. Movement forms are also forms of sociability giving rise to the identity of a place. Accordingly, individual greenway segments could be developed as context-sensitive corridors responsive to place, function, and movement modality. A bridlepath network separate from other mobility modes could initially support weekend horseback riding. As this special-interest community grows, an equestrian arena and stables could be constructed. even supporting an equestrian residential development. Likewise, pedestrian and bicycle trails could link campgrounds, vacation cottage courts, and RV parks with a new Village festival ground. Presently, the Village lacks a central outdoor gathering place for area concerts and entertainment venues. Also requiring their own dedicated facilities, mountain bike trails could be developed to serve this region of Arkansas, complementing similar world-class facilities under development in Northwest Arkansas, Little Rock,

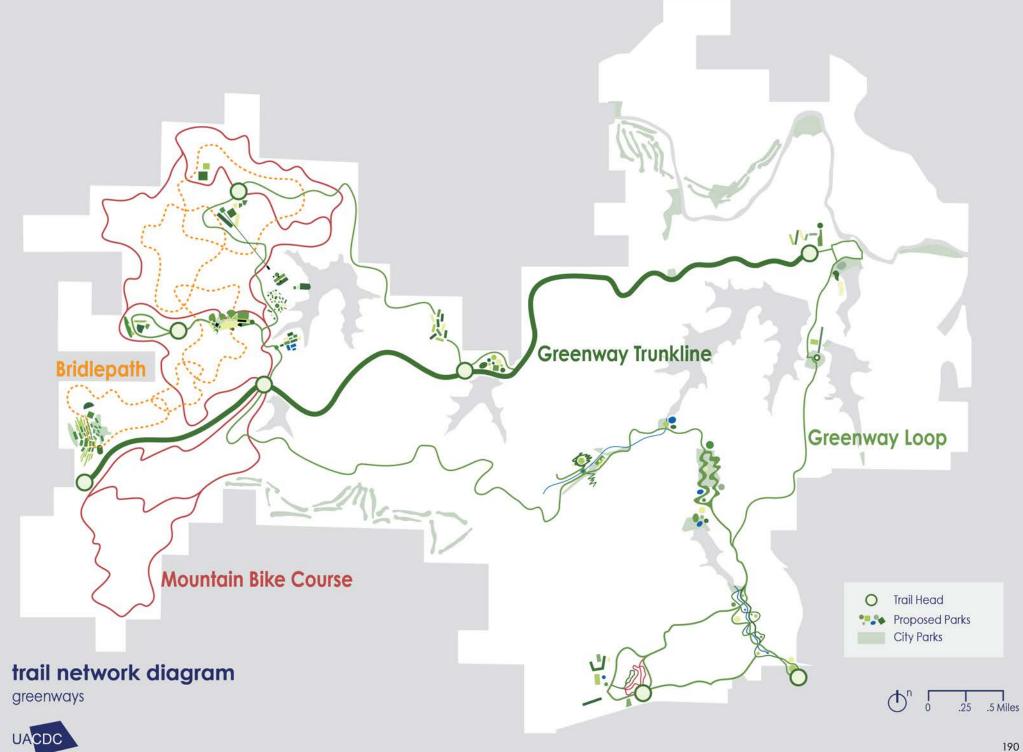


and Hot Springs. Indeed, greenway movement signatures could evolve their own economies in aggregating a constellation of allied land uses and ownership arrangements in support of individual lifestyle developments.

Cherokee Road, the major east-west arterial through the Village, then, could become the greenway trunkline hosting the primary pedestrian and bicycle trails that link multiple neighborhood developments within the Village. Trail networks for visitors, residents, or both may weave their paths through the Village, intersecting to become social condensers where special events happen, complementing the automobile network. Connectivity is both the key and the fuel for economic development. Just like the lakes and golf courses that John Cooper built over 60 years ago as his "capital web" to attract further investment, the greenway network may be the Village's 21st century capital web for regenerating a new pluralistic community development economy.

- Cherokee Road Greenway Trunkline
- Greenway Pedestrian/Bicycle Loops
- Mountain Bike Trails
- Bridlepath and Equestrian Landscapes
- Festival in the Grove
- The ARK: An Ozark Botanical Garden
- Glamping Village
- Recreation Fields
- Big Otter Creek Parks Trail
- RV Park and Observation Tower





movement signatures of the trails







Mountain Bike



Bridlepath



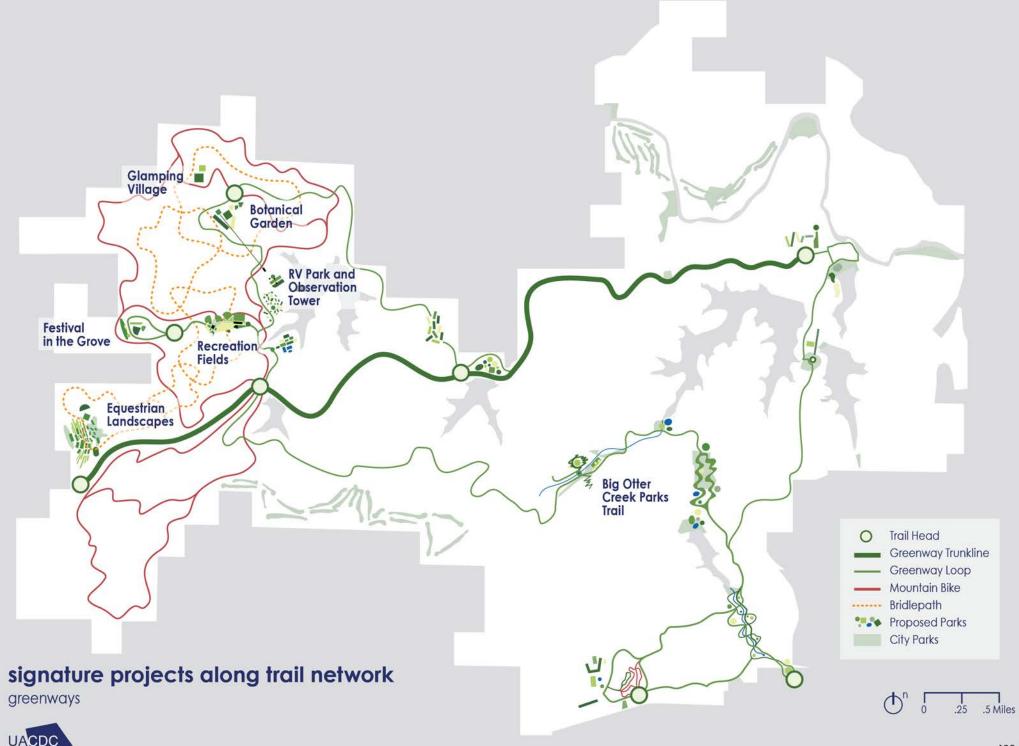
Lexington, Kentucky

Stillwater, Oklahoma

Bella Vista, Arkansas

Dallas, Texas





Festival in the Grove

The ARK: An Ozark Botanical Garden

Glamping Village







Trail-oriented projects constitute a web of hospitality nodes enabled by an incremental "greenway urbanism" not bounded by the dictates of one site. Nodes thicken trails while trails promote development of hospitality landscapes.







Big Otter Creek Parks Trail



Recreation Fields



episodes of the trails



trail as gateway

when trails cross automobile-dominant streets, there is an opportunity to create a gateway into Cherokee Village via an elevated pedestrian/bicycle bridge



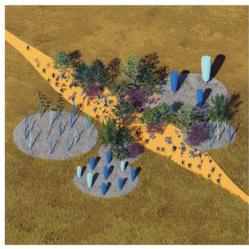
trail as living street

when trails cross local streets, there is an opportunity to slow traffic by bringing trees and the trail into the street - where the street becomes a place



pollinator parking garden

trailheads have the opportunity to protect the landscape by incorporating bioswales designed to manage stormwater runoff



trail as pollinator park

rewilding the landscape with meadows, rookeries, and bat houses gives a destination compatible with both animals and humans

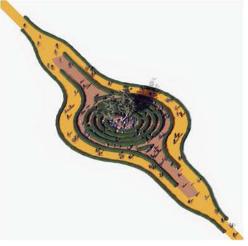


Greenway urbanism is the genesis of hospitality landscapes. Context-sensitive landscapes develop from integrating place, function, and modality (method of movement). This toolkit of 7 strategies can be combined along any trail in the village to develop activities and destinations.



trails as amphitheater
when trails intersect other trails, there is an

opportunity to create destinations of recreation offering multiple services



trail as play

trails can thicken and incorporate nodes of activity, like an archetypal labyrinth



trail as foraging foodscapes

incorporating foodscapes and places of rest and play into the trail creates destinations along the trail, not just at the trailheads





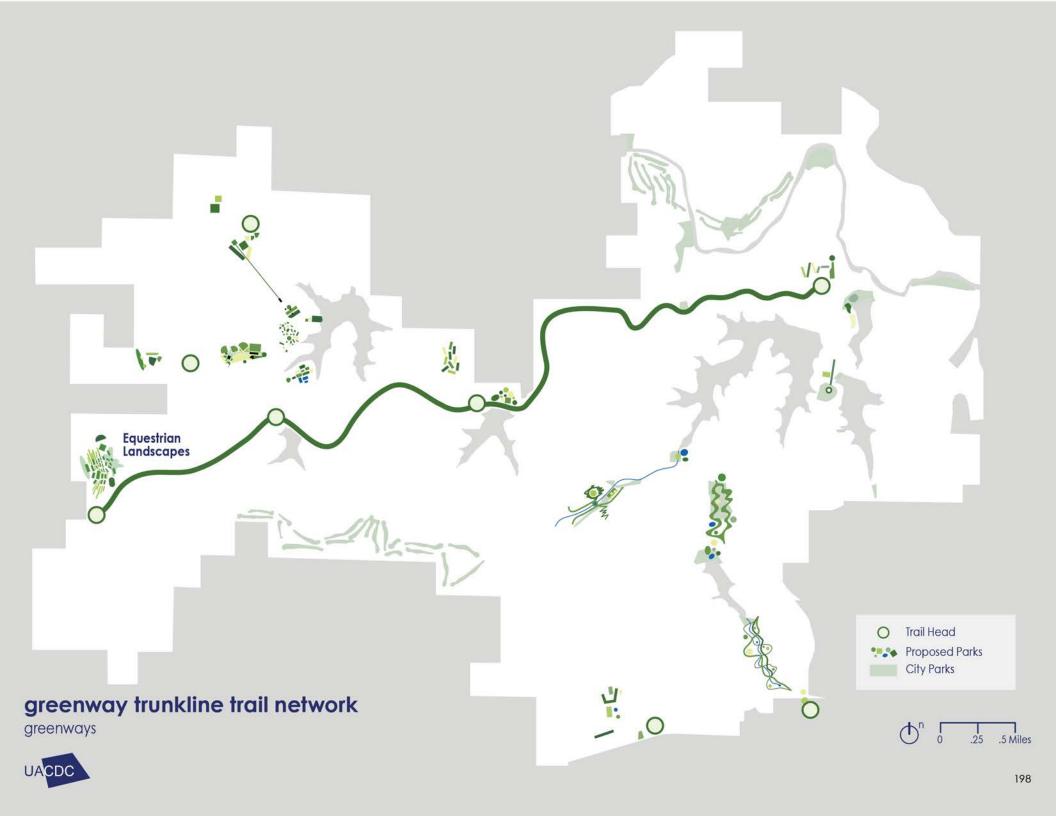
episodes of the trail: trail as pollinator park and rookery greenways





episodes of the trail: parking garden nature habitat greenways





greenway trunkline







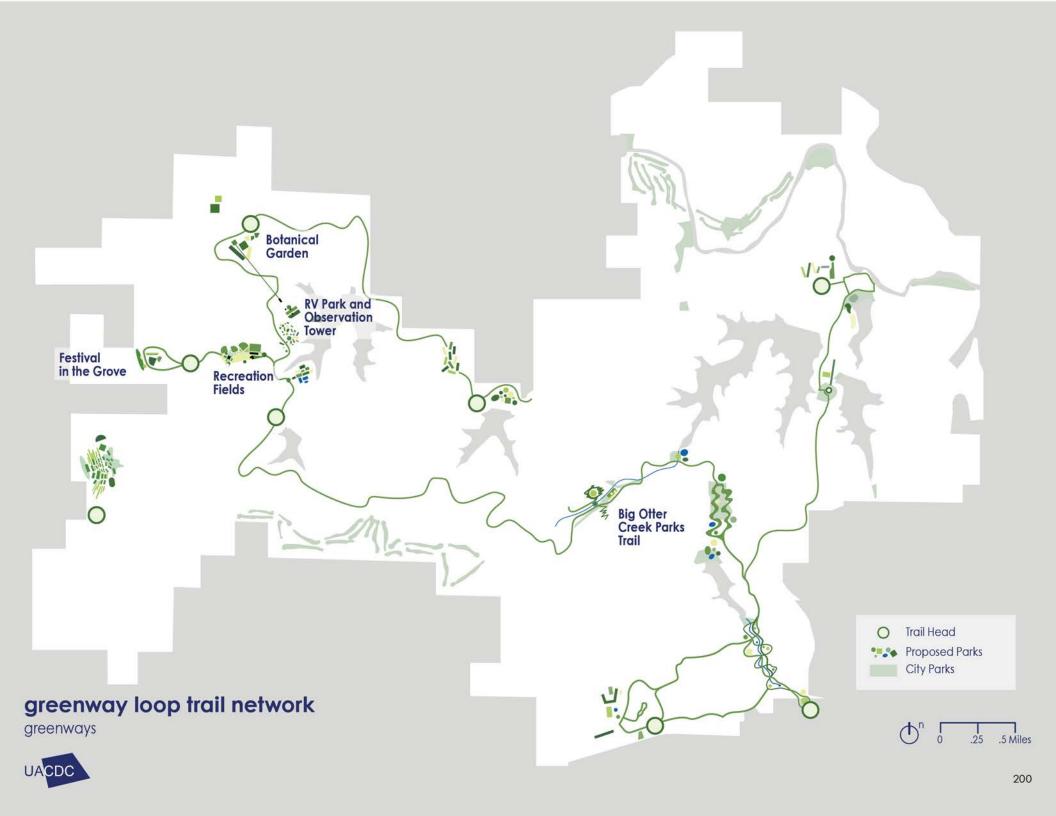
Greenway Trunkline, East Village Town Center

Corktown Common, Toronto, Canada

Bosland, Belgium

trail personality types based on site context, user density, and movement modality





greenway loop







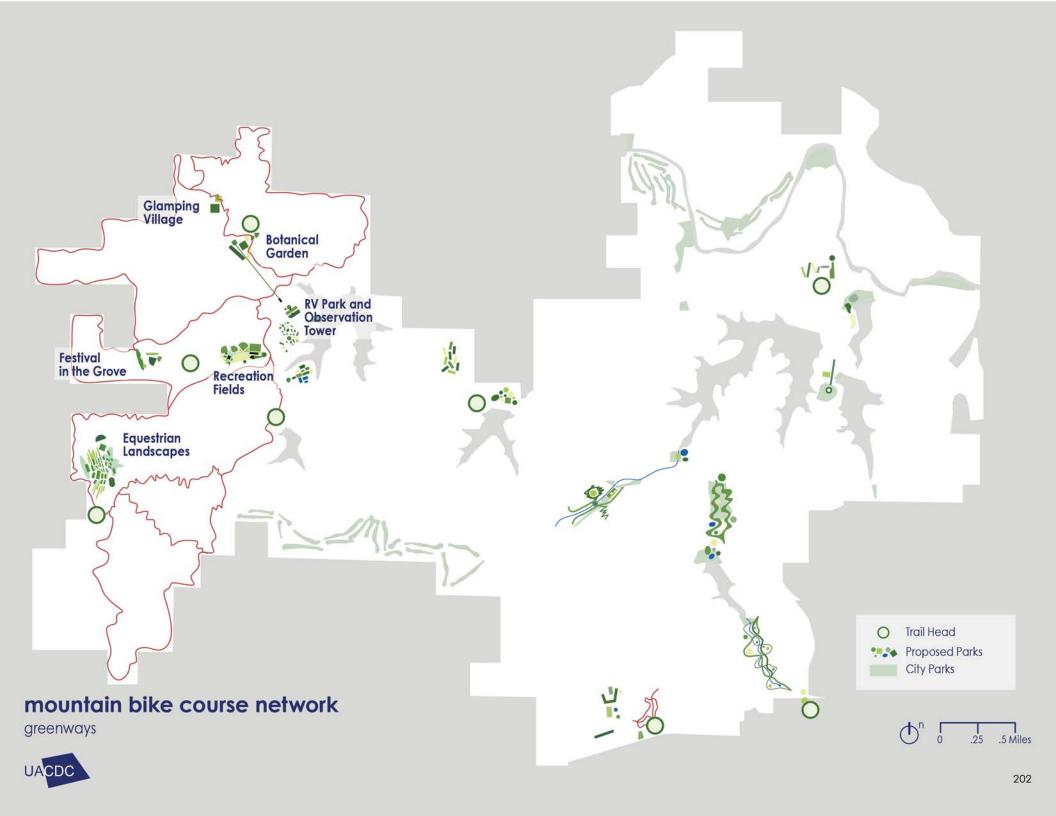
Brightwater, Arkansas



Corktown Common, Toronto, Canada

trail personality types based on site context, user density, and movement modality





mountain bike course





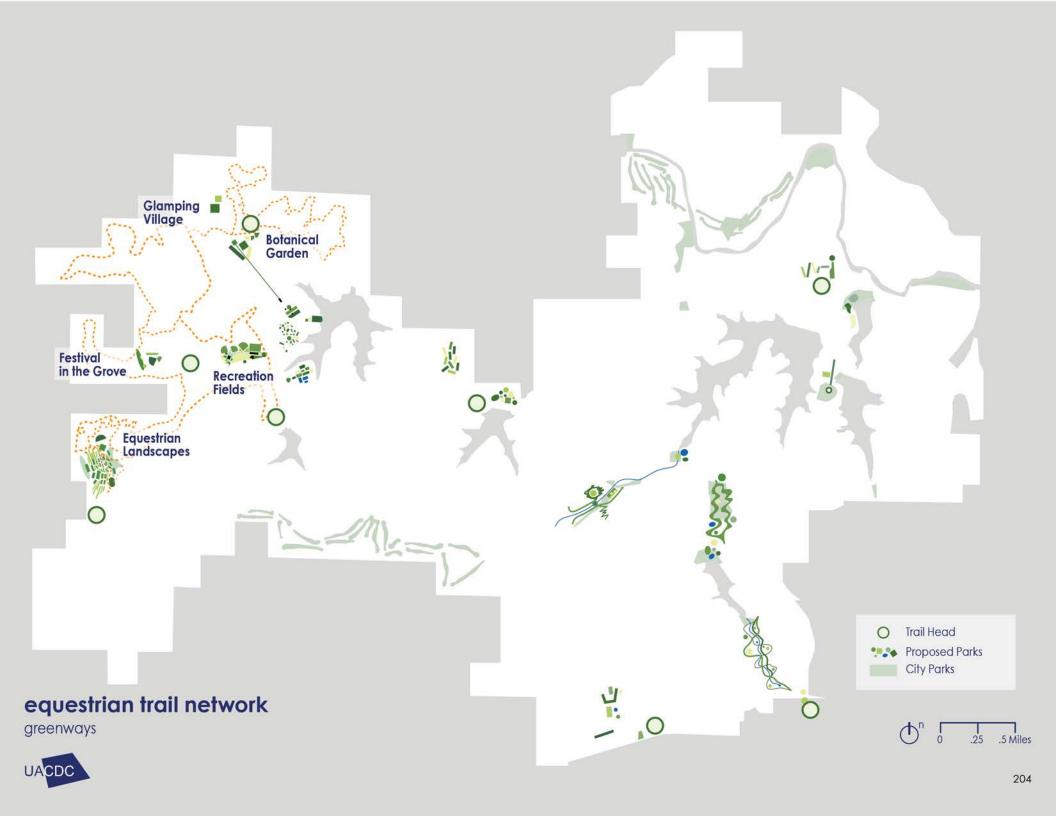


Bella Vista, Arkansas Fayetteville, Arkansas

Bella Vista, Arkansas

trail personality types based on site context, user density, and movement modality

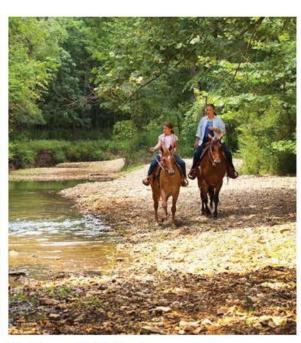




equestrian trails







West Cherokee Village Leadville, Colorado Old Mammoth, California

trail personality types based on site context, user density, and movement modality





Φ

festival in the grove

The festival ground provides an important missing component of any village—a celebrated outdoor gathering place for residents and visitors alike. The festival ground is organized around an outdoor amphitheater or bowl for music events, summer theater, and other social venues like flea markets and annual festivals that lack a signature meeting place in Cherokee Village. Supported by a festival social center with café, shops, outdoor movie

screen, and a large plaza with splashpad and volleyball sandlot, the festival ground serves as a central gathering hub for the various hospitality landscapes being proposed. The bowl, plaza, and RV courts may be constructed first in the pioneer phase, followed by permanent vacation cabins, a clubhouse, and the festival social center. Like with other hospitality landscapes, housing can be flexible,

accommodating a mix of short-term, seasonal, and long-term stays all supported by neighborhood services.







festival in the grove: aerial + north entrance at the rv park and cabins







festival in the grove: bowl views





festival in the grove: stage and cabins beyond at the bowl





festival in the grove: vacation porch cabins on the promenade







festival in the grove: site section of bowl and plaza greenways





festival in the grove: on the plaza between bowl entrance and plaza seating







festival in the grove: festival center showing porches, cafés, movie screen, and plaza





festival in the grove: terrace café looking toward observation tower and plaza





festival in the grove: festival center, plaza, and bowl beyond





festival in the grove: plaza seating and festival center beyond





festival in the grove: evening at the festival center, plaza, and bowl







the ark: an ozark botanical garden

The botanical garden with a zipline proposed for Cherokee Village is a nature-centered node anchoring a larger hospitality/eco-tourism landscape. Legacy woodland-wildflower prairie planting assemblages once dotting a pre-Columbian landscape managed by regional Indian peoples are recalled in this now forested ecosystem. Clearings at the scale of urban blocks are created to house a series of botanical rooms

carved into the dense forest cover. Inverted pyramidical rooms negotiate visitor passage along the steep terrain paralleling the drama of nearby Mississippian Mound Builder earthworks that landmark flatter terrain.

Visitor perception of the wood-screened structures are constantly shifting between monumentality and transparency in accordance with the visitor's movement.

Interactions among screened rooms, organic plant assemblages, steep slopes, and forest cover create a parallax that simultaneously upholds and denies the garden's monumental scale. This place-based asset provides informal and formal event space presently missing in Cherokee Village.





botanical garden: entrance to the hanging gardens and zipline







botanical garden: north elevation and view into the zen garden









botanical garden: west + south elevation





botanical garden: water garden





botanical garden: milkweed pollinator garden (foreground) and prairie mounds beyond greenways





botanical garden: garden rooms among wildflower prairies





botanical garden: plaza entrance to hanging gardens and zipline





glamping village

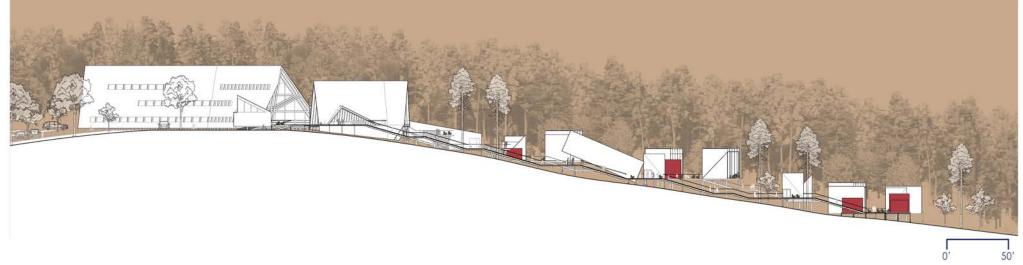
A contemporary extension of camp meeting, "glamping" (glamour + camping) combines cultural experiences in nature with a spectrum of full-service accommodations from the rustic to the luxurious. Camping is no longer limited to tents, though the project's first phase may begin inexpensively with tents and RV facilities. In addition to tents and RV facilities, the glamping village's full collection of lodging would offer cabins, villas, and a hotel

supported by community buildings sheltering a dining hall, arts and crafts workshops, an art studio, writer's facilities, a lecture hall, fire pits, and other informal gathering areas. This new hospitality landscape offers short-term and seasonal stays in a scenic hillside setting. Taking inspiration from established traditions of cultural, recreational, and religious retreat into the Ozarks, including writer colonies, the glamping village services individuals and/or groups

seeking similar resort or conferencing framed by cultural activities.







glamping village: aerial + site section of hillside camp greenways





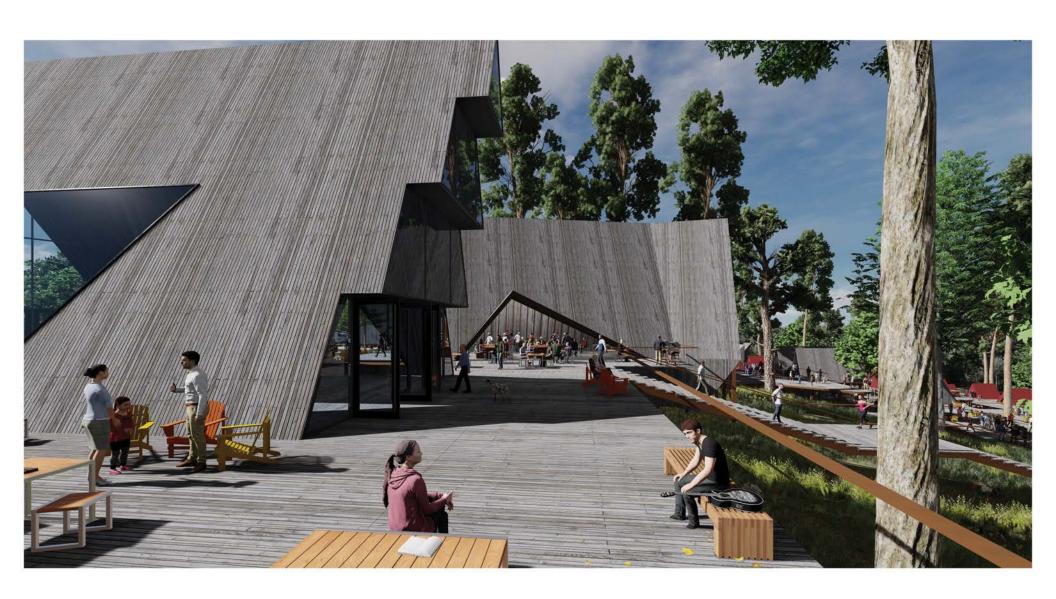
glamping village: parking garden entry looking toward community buildings on the ridge





glamping village: entrance boardwalk looking at dining pavilion, workshops, and hotel beyond greenways





glamping village: community buildings





glamping village: dining pavillion





glamping village: central activity spine with villas, cabins, and tents





glamping village: gathering terraces as camp social condensers





glamping village: hotel with cabins and tents beyond greenways





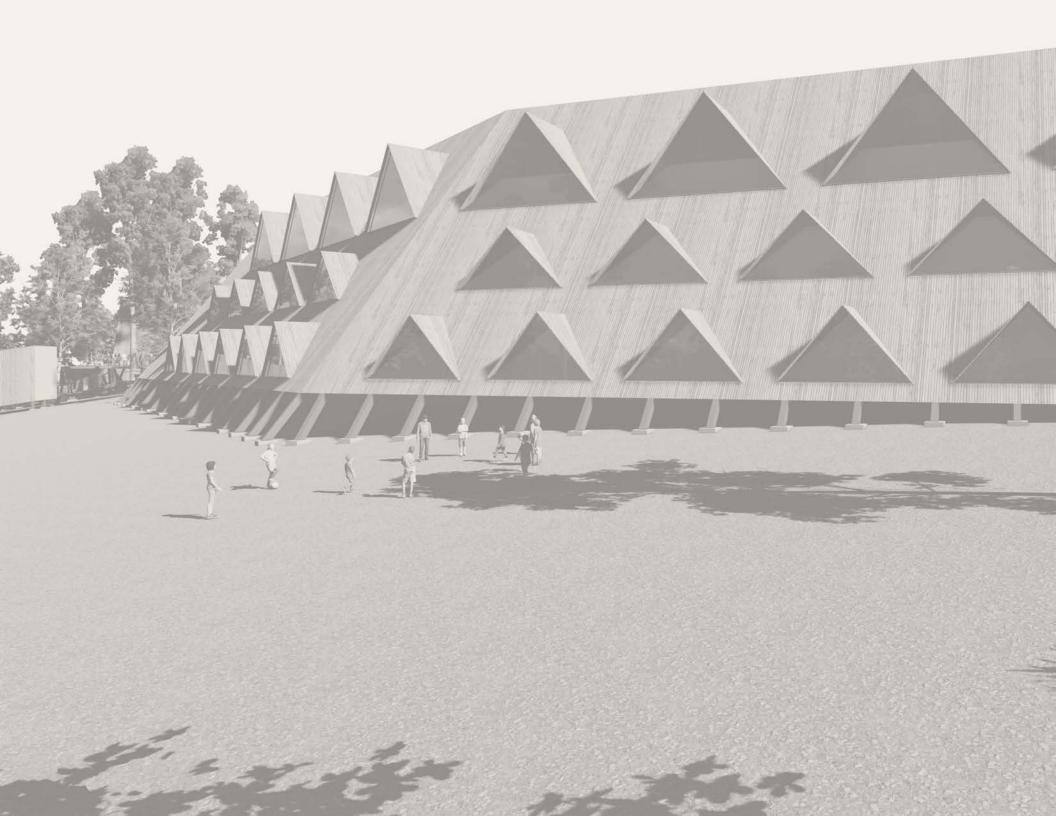
glamping village: cabins, tents, and decks greenways





glamping village: view from the arts studio to outdoor painting deck







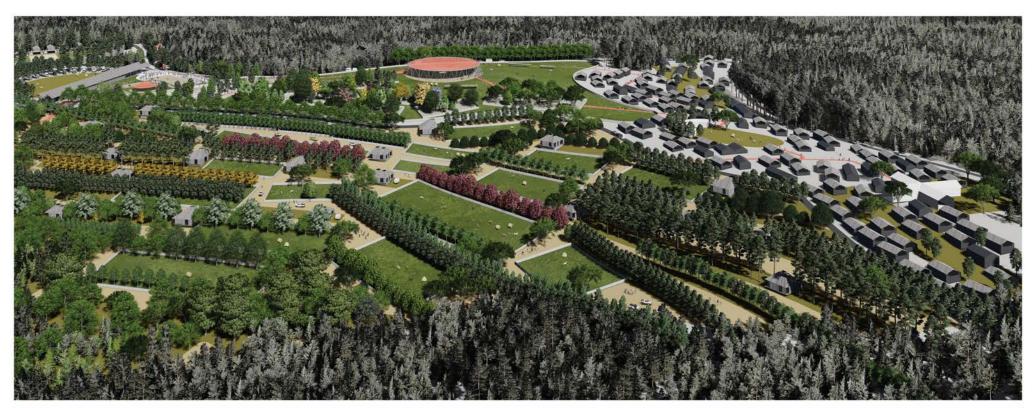
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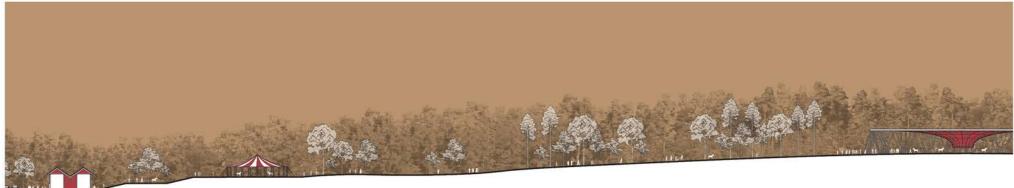
bridlepaths and equestrian landscapes

Harkening back to John Cooper's visions of Cherokee Village, the horse figured prominently in promoting a general spirit of pioneerism, adventure, and a liberating outdoorsmanship. Such a sense of place differs considerably from retirement communities plagued by the widespread use of the golf cart among seniors. More than 80 miles of unimproved roads on rolling hills provide opportunities for affordable equestrian lifestyles.

Equestrian trails require dedicated paths apart from cyclists and pedestrians. Like the other hospitality systems proposed, equestrian landscapes may begin modestly with a grove for RV parking coupled with a riding arena as a starter horse camp. As the lifestyle grows in popularity, developers may add neighborhoods with shared stables, pastures, dressage and events facilities, and additional trails.







equestrian landscapes: a new ecology of pastures, bridlepaths, and allees in the forest clearing greenways







equestrian landscapes: horse stables and tree-lined trailer camp with arenas and pens beyond





equestrian landscapes: stables and trailer camp as the pioneer development phase





equestrian landscapes: arena with stables and semicircular trailer camp beyond





equestrian landscapes: round pen





equestrian landscapes: arena





equestrian landscapes: arena







recreation fields

A sports fields complex is arrayed along the ridge, extending pedestrian and bicycle trails west of the proposed West Town Village Center. The complex functions as a cloister around a clearing in the woods. Ball fields are forest clearings ringing a hilltop meadow and looped to allees sheltering picnic pavilions, walking trails, and automobile parking. If desired, the complex can be scaled to host regional sports tournaments. The

articulation of landscape place types in the cross-section of clearing-hilltop meadow-cloister-allee elevates an otherwise conventional recreation complex to a civic place with strong imageability—the key to hospitality.





recreation fields: the entry plaza anchors a concourse of two primary edges: a tree-lined auto parking allee on the south edge of the meadow, and the decorative fence edges of the ballfields on the north side greenways





recreation fields: the decorative fencing and paving of the ball and lawn courts in the entry plaza double as public art installations







recreation fields: the best baseballs fields in the ozarks! greenways

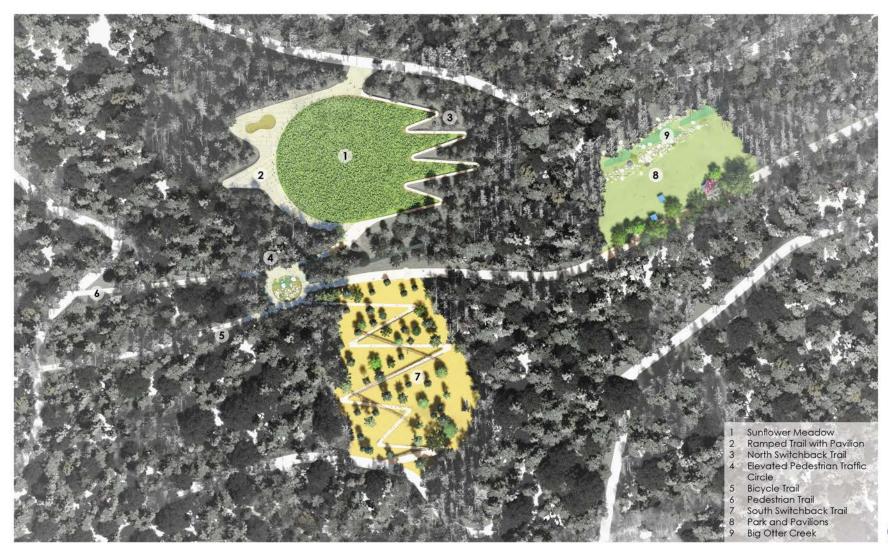




recreation fields: the mall with food trucks and festival booths support recreation and gathering









big otter creek parks trail

East Cherokee Village has approximately 20 parcels designated as "parks" on land use maps but remain unimproved despite having trees. Build trails and parks around human experience. Wet areas like Tasha and Oneda Parks along Big Otter Creek are ideal opportunities to combine investments in scenic trails and recreation facilities with water management landscapes that deliver ecosystem services including biodiversity, pollination, and

conservation, among others. Trails should be developed as place-based facilities that enhance neighborhood services and identity beyond their conventional design as generic transportation facilities. Trails are also ideal last-mile solutions for safely biking or walking to school.





big otter creek parks trail: hillside switchback trails with a ramped bicycle trail encircle a sunflower meadow—a pollinator superhero





big ofter creeks parks trail: hillside switchback trail (right) connects to the people traffic circle bridge over stream below (left)





big otter creek parks trail: elevated people traffic circle merges separate bicycle trails and pedestrian trails into a shared trail including access ramp to the stream greenways





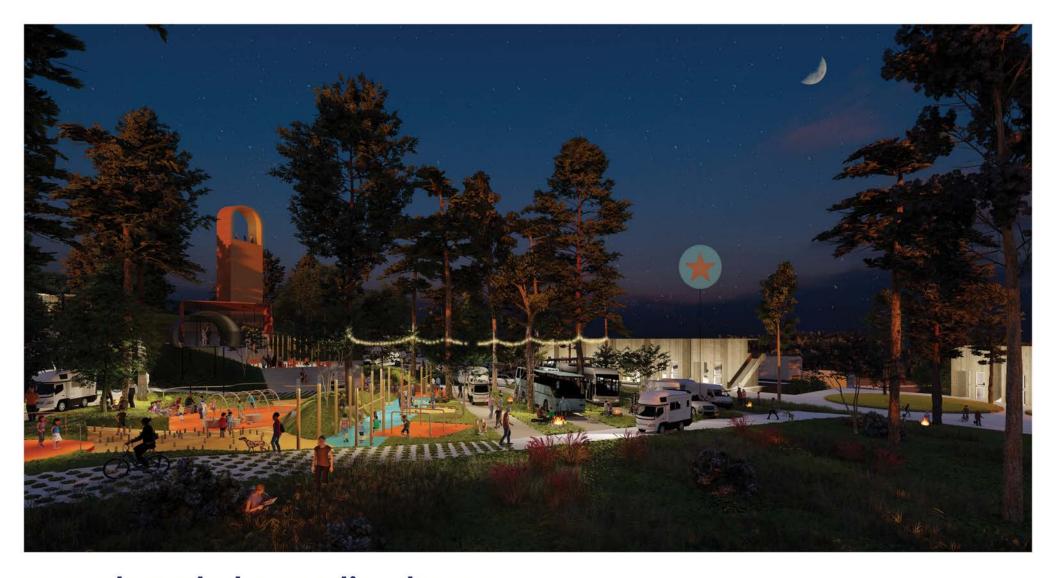
big otter creek parks trail: south hillside switchback trail with espaliers—plants trained on chain-link fence—an inexpensive form of public art





big otter creek parks trail: shared pedestrian and bicycle trail along the stream with mirrored picnic pavilions





rv park and observation tower

The Ozarks has always supported a strong RV and trailer camp culture through hillside facilities with scenic views. Facilities throughout the region cannot keep up with the demand from the 11 million households nationally that own RVs (out of a total of 132 million) seeking full-service facilities with amenities. Well-designed RV parks would be excellent venues for accommodating tourists in Cherokee Village seeking high-quality facilities, while also

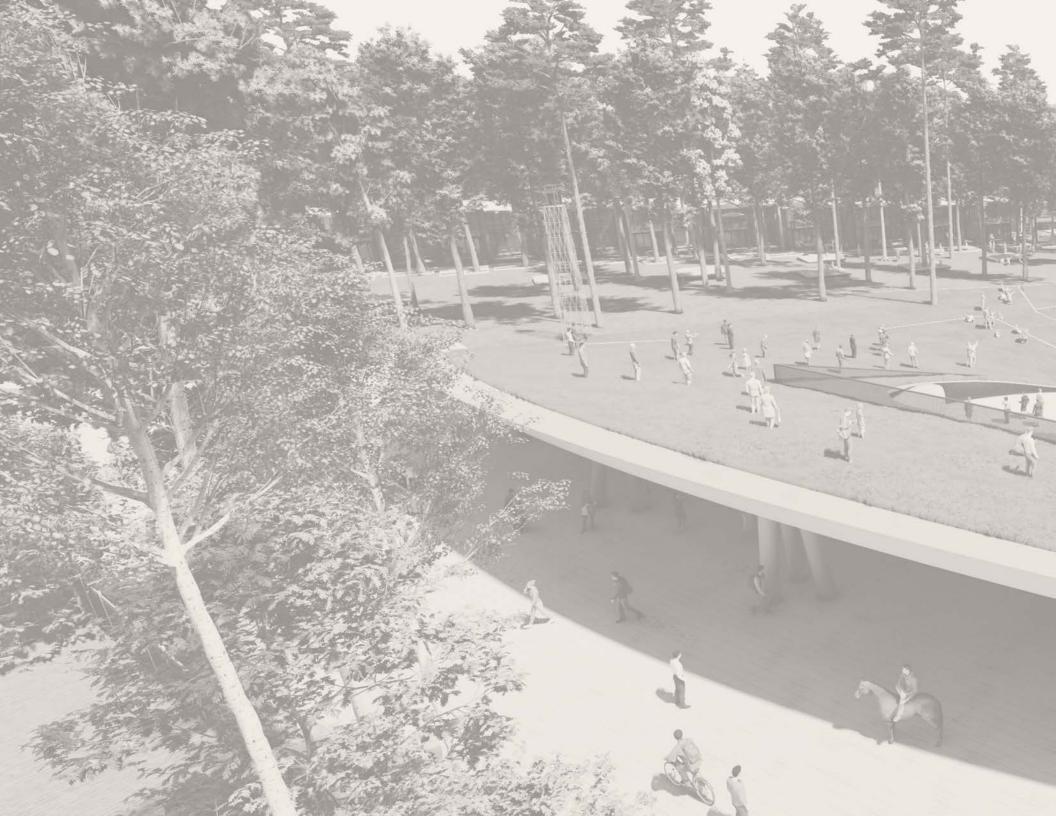
providing recreation facilities for neighborhood residents. The proposed RV park at Omaha Lake sits atop the hill discretely behind hillside housing fronting the lake.





rv park and observation tower: the rv park and its neighborhood amenities can be successfully integrated within many types of living environments greenways







planning recommendations

Funding follows those communities who are prepared with plans. Whether the next steps involve development of trails, neighborhoods, projects, or infrastructure, private-sector investors require public sector codes and planning that facilitate ready entitlement of projects. Effective

public policy is aligned with cultural shifts and demographic changes to leverage new opportunities—or to create them. Law follows culture. Sustained place-based economic development requires the very flexibility lacking in current municipal planning and coding. Almost everything that Cherokee Village needs to do to attract developers, builders, and capital investment is illegal or discouraged under its existing development codes. Therefore, we make the following recommendations.

1

Adopt the Framework Plan as a component of Cherokee Village's Comprehensive Plan to attract scaled development investment into the Village. The prospect of scaled development beyond single-family building projects is the primary incentive in rekindling a developer and builder ecosystem in Cherokee Village.

2

Promote and market the Framework Plan working with the White River Planning & Development District and Arkansas state agencies.

3

Consider hiring a City Planner to promote and coordinate subarea planning efforts with developers, and to manage the municipal geographic information databases necessary for attracting smart investment into Cherokee Village. Like the growing cadre of entrepreneurial cities that have had to re-stimulate their development markets, Cherokee Village will have to assume more development responsibilities and become its own master developer to stimulate its building market.

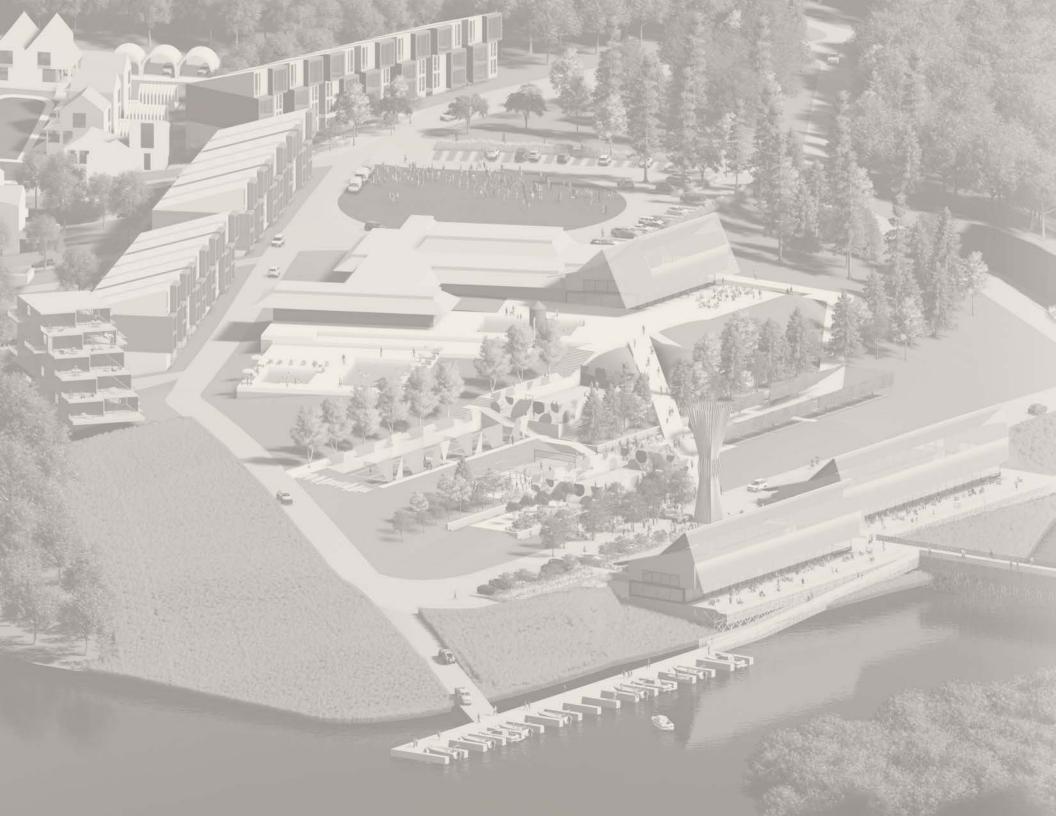


- 4
- Consider formulation of new form-based codes, as defined by the Form-Based Codes Institute (FBCI), a regulatory structure that supports good town form and the development of plural environments. They would replace outdated single-use zoning and subdivision land-use codes that institutionalize low-density development and contribute to Cherokee Village's lack of economic vitality.
- 5
- Consider the development of Smart Code overlay districts of form-based code ordinances (like in Conway, Bryant, and Fayetteville) for prospective new neighborhoods requiring mixed land uses and higher housing densities than allowed under subdivision standards. Serious developers will no longer invest their time in cities that do not allow mixed-use zoning. Capturing nonresidential tax bases is key to Cherokee Village's future fiscal health since residential land uses at best pay for 85 percent of the costs to deliver essential public services.
- 6
- Permit and encourage the planned zoning district (PZD) or the planned unit development (PUD) process as development tools. PZDs allow developers to customize zoning and design guidelines for particular projects in collaboration with city planning staff, subject to approval by the city council.









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Plural Communities: A Cultural Mapping Project + A Framework Plan for Cherokee Village, Arkansas May 2023