



DRAFT

Visual Impact Assessment Technical Report

ArDOT JOB NO. CA0602

I-30 (From I-530/I-440 to I-40) and
I-40 (From Hwy. 365/MacArthur Dr. to Hwy. 67)
Pulaski County, Arkansas
January 2018



U.S. Department
of Transportation
**Federal Highway
Administration**



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1 1.0 PROJECT DESCRIPTION

2

3 Approved by Arkansas voters, the Arkansas Department of Transportation (ArDOT) is
4 implementing an accelerated State Highway Construction and Improvement Program
5 named the Connecting Arkansas Program (CAP).

6

7 A major component of the CAP is to implement a project to improve a portion of
8 Interstate 30 (I-30) from Interstate 530 (I-530) and Interstate 440 (I-440) to Interstate 40
9 (I-40), including the Arkansas River Bridge, and a portion of I-40 from Highway (Hwy.) 365
10 (MacArthur Drive [Dr.]) to Hwy. 67. This project is CA0602: I-530 - Hwy. 67 (Widening &
11 Reconstruction) (I-30 & I-40), commonly known as the 30 Crossing project. **Figure 1**
12 illustrates the proposed 7.3-mile project limits.

13 1.1 Existing Facility

14 I-30 is one of the critical links of the Central Arkansas Freeway System. It connects
15 communities within the Central Arkansas Region and serves local, regional and national
16 travelers with varied destinations and trip purposes.

17

18 The I-30 corridor generally consists of three main lanes in each direction with parallel one-
19 way discontinuous frontage roads on each side of the interstate. In the northern portion
20 of the project limits, the I-40 corridor consists of three to four main lanes in each direction
21 with parallel one-way frontage roads on each side of the interstate between the I-30/I-40
22 interchange and North Hills Boulevard. Within the 7.3-mile corridor, four system
23 interchanges are located:

24

- 25 • I-30 with I-530 and I-440
- 26 • I-30 with I-630
- 27 • I-30 with I-40
- 28 • I-40 with Highways 67/167

1

Figure 1: Project Limits Map



2

1.2 Proposed Alternatives

1.2.1 No-Action Alternative

The No-Action Alternative represents the case in which the proposed project is not constructed, but could include future projects identified through the long-range planning process for maintaining a state of good repair as funding becomes available.

1.2.2 Action Alternatives

Two different main lane configurations are under consideration. Both would include the replacement of the Arkansas River Bridge.

- Eight-Lane General Purpose (GP) Alternative would provide four main lanes in each direction with no Collector Distributor (C/D) lanes.
- Six-Lane with C/D Lanes Alternative would reconstruct the existing six-lane (three in each direction) roadway while adding two decision lanes on each side that ultimately feed into a C/D system located at the Arkansas River Bridge.

The current Hwy. 10 (Cantrell Road [Rd.]) Interchange provides direct access to the downtown business district of Little Rock. Its proximity to the Arkansas River Bridge and the I-30 interchange with I-630 creates a unique level of complexity. In order to balance various project goals, two interchange concepts are being considered for replacement of this interchange:

- An elevated Single Point Urban Interchange (SPUI) constructed in the same location as the current interchange;
- A Split Diamond Interchange (SDI) constructed south of the existing interchange at 4th and 9th Streets.

Combining the two main lane configurations with the two Hwy. 10 (Cantrell Rd.) Interchange concepts results in the four Action Alternatives as follows:

- Alternative 1A: 8-Lane GP with SPUI Alternative
- Alternative 1B: 8-Lane GP with SDI Alternative
- Alternative 2A: 6-Lane with C/D Lanes with SPUI Alternative
- Alternative 2B: 6-Lane with C/D Lanes with SDI Alternative

For detailed information on the Action Alternatives, refer to the **30 Crossing Environmental Assessment (EA)** for the proposed project.

2.0 METHODOLOGY

2.1 Purpose of the Visual Impact Assessment (VIA)

This VIA follows Federal Highway Administration (FHWA) guidelines and complies with

1 the National Environmental Policy Act (NEPA). The purpose of completing a VIA is to
2 ensure any visual impacts associated with major transportation projects are adequately
3 assessed and considered during the NEPA phase of project development. The VIA is one
4 component of the environmental review process under NEPA and provides information
5 on beneficial, neutral and adverse impacts associated with the proposed project and
6 evaluates all alternatives. A completed VIA helps guide stakeholders in the mitigation
7 process by identifying areas where adverse visual impacts are anticipated.

8 **2.2 VIA Process**

9 The FHWA stresses the importance of transparency when completing a VIA to best
10 understand the public's relationship to the existing views experienced along a corridor
11 and how these views could change, both positively and negatively, with the proposed
12 alternatives. Established FHWA guidelines for completing a VIA suggest four phases for
13 evaluating the project and impacts to the surrounding area. The four phases are
14 establishment, inventory, analysis and mitigation.

15 **2.2.1 Establishment Phase**

16 The purpose of the Establishment Phase of the VIA is to define the Area of Visual Effect
17 (AVE) along the project corridor. The AVE encompasses areas that can be seen from the
18 road as well as where the road can be seen from adjacent areas (**Attachment 1**).
19 Landscape constraints including land use and natural features largely impact how the
20 AVE is determined because they dictate existing sightlines. The AVE is then used to:

- 21
- 22 • Understand the existing character of the corridor
- 23 • Evaluate alternatives in relation to the existing character of the corridor
- 24 • Assess visual impacts associated with each proposed alternative
- 25

26 **Section 3.2** discusses the AVE and existing limitations in detail.

27 **2.2.2 Inventory Phase**

28 The Inventory Phase seeks to define the existing conditions of the immediate environment
29 in the project area and the affected population. It also considers the existing or preferred
30 condition of visual quality. This is done by looking at the views within the existing AVE
31 and determining what existing views within the AVE could be impacted by the proposed
32 project, then gauging the existing public satisfaction or dissatisfaction with the existing
33 quality of the AVE. The existing visual resources found within the AVE are discussed in
34 detail in **Section 3.4.5**.

35 **2.2.3 Analysis Phase**

36 The Analysis Phase of the VIA evaluates impacts to the current visual quality with
37 proposed alterations. Visual changes are categorized as beneficial, neutral, or adverse
38 to the relationship viewers have with the existing roadway and immediate environment.
39 The Analysis Phase considers all possible impacts for each alternative without
40 recommending one proposed alternative over another, leaving the appropriate decision

1 makers to determine which alternative is best for the community. Discussion of visual
2 changes associated with the proposed project alternatives are found in **Section 5.1**.

3 **2.2.4 Mitigation Phase**

4 The Mitigation Phase is the final step of the VIA. The Mitigation Phase provides
5 recommendations for how to avoid and minimize potential adverse visual impacts and
6 how to compensate when there is no feasible alternative. This phase should also look at
7 options for enhancing visual quality within the AVE during the project where appropriate.
8 Mitigation strategies should consider direct and indirect impacts resulting from the various
9 alternatives and should aim to lessen the overall impacts to the land and people.

10
11 The Mitigation Phase seeks to address negative visual impacts associated with the
12 proposed alternatives. Mitigation explores avoidance, minimization, compensation and
13 enhancement techniques that will vary based on the selected alternative. The degree of
14 mitigation required to compensate for visual changes introduced because of the
15 improvements cannot be fully known until an alternative is selected.

16 **2.3 Assessment**

17 Assessment of the visual impacts associated with the 30 Crossing project used these four
18 phases to determine the various impacts associated with the proposed alternatives. Equal
19 assessment is provided for each alternative to best convey associated impacts and
20 leaving final alternative selection to local stakeholders.

21 **3.0 AFFECTED ENVIRONMENT**

22 **3.1 Regulatory Setting**

23 Federal, state and local laws, rules, ordinances and other regulations designed for
24 compliance with NEPA requirements and pertaining to visual impacts are considered
25 when completing a VIA. NEPA and Section 106 of the National Historic Preservation Act
26 (NHPA) require that any federal undertaking assesses impacts to natural and cultural
27 resources. Visual alterations could cause negative impacts to these resources that would
28 require mitigation. Section 4(f) of the Department of Transportation Act of 1966 requires
29 consideration of “prudent and feasible alternatives” when adverse impacts are anticipated
30 for natural and cultural resources, caused by a transportation project.

31
32 Little Rock adopted Ordinance No. 14,042 on May 5, 1981. The ordinance requires a
33 certificate of appropriateness (COA) for exterior alterations to historic buildings within the
34 MacArthur Park Historic District near downtown Little Rock. The ordinance stresses the
35 cultural value of the buildings and the preservation of aesthetic character. COAs are not
36 required for alterations that are considered building maintenance like paint, but include
37 alterations like lighting, fencing and pavement. This ordinance would not apply to any
38 improvements associated with the SPUI Alternatives. It is anticipated that the SDI
39 Alternatives would not result in alterations to historic properties covered by this ordinance.
40 Potential curb and ADA compliant sidewalks are proposed in certain intersections for the
41 SDI Alternatives; however, these locations are not within the historic district.

1 **3.2 Area of Visual Effect**

2 The AVE is the area of project visibility and is determined by the physical constraints of
3 the environment and the limits of human sight. Landform is the greatest inhibitor of
4 visibility and land cover (buildings, structures and vegetation) also dictates what can be
5 seen from points near a roadway. The AVE considers the limits of human sight including
6 lighting and time of day. The following sections discuss the existing physical constraints
7 and human sight limitations that helped determine the AVE for the VIA.

8 **3.2.1 Physical Constraints**

9 This section describes the current physical constraints within the project limits. Physical
10 constraints of an environment are dependent upon landform, land cover and atmospheric
11 conditions.

12 **3.2.1.1 Landform**

13 The landform within the project limits is generally low-lying with only slight variations in
14 topography. The Arkansas River sits slightly depressed with gently sloping banks. The
15 northern project limits near I-40 in North Little Rock have a slightly higher elevation than
16 Little Rock and the roadway is built near a large embankment along the north side of I-40.
17 There are no major landforms in the project area that would substantially influence
18 sightlines.

19 **3.2.1.2 Land Cover**

20 The land cover within the project limits is generally characterized by urban residential,
21 commercial and industrial developments with some urbanized landscaping, scattered
22 green spaces and open water of the Arkansas River. Open green spaces and urbanized
23 landscaping include woodland areas, wetlands and vegetation. Vegetation has less of an
24 impact in assessing land cover because it is dynamic and changes with seasons and
25 temperature, so views inhibited or revealed by vegetation are not permanent.

26
27 Buildings and structures throughout the project corridor create a visual barrier both to and
28 from the roadway, particularly in the dense downtown Little Rock area where buildings
29 are generally taller and closer together. I-30 itself, including the Arkansas River Bridge
30 and system interchanges, is a structure and considered land cover within the AVE that
31 influences the visual character of the area where there are overpasses and where the
32 entire roadway is elevated.

33 **3.2.1.3 Atmospheric Conditions**

34 Atmospheric conditions are not a substantial constraint within the project limits. The
35 proposed project is within an attainment area and fog, dust and smoke are unlikely to be
36 substantial inhibitors of the overall visual condition within the project limits for any
37 substantial time period.

1 **3.2.2 Human Sight Limitations**

2 Human sight limitations are considered when exploring how far out to carry the AVE.
3 These limitations are constrained by viewsheds and landscape units.

4 **3.2.2.1 Viewsheds**

5 A viewshed is the view that is experienced from any given point. Static viewsheds are
6 observed from one location with a 360-degree view. Dynamic viewsheds are what is
7 observed moving through a landscape. Viewsheds for the 30 Crossing project would be
8 static and dynamic; static from neighboring buildings and public areas along the corridor
9 and dynamic for the travelers utilizing the corridor. Restricted viewsheds are considered
10 temporary and are influenced by vegetation and changing atmospheric conditions.
11 Restricted viewsheds are considered along the project corridor; however, they are ever-
12 changing and cannot be predicted.

13 **3.2.2.2 Landscape Units**

14 Landscape units are sections of the regional landscape that are used to compare visual
15 effects of a proposed project. Landscape units are generally bound by landforms or land
16 cover boundaries. The landscape units used for the VIA are based upon the I-30 Planning
17 and Environmental Linkages (PEL) study area. The I-30 PEL study area is already
18 confined by specific areas and divided nearly evenly in terms of major attributes
19 contributing to project importance creating three distinctive and unique landscape units:
20

- 21 • North Little Rock Landscape Unit
- 22 • I-30 Bridge (Arkansas River) Landscape Unit
- 23 • Little Rock Landscape Unit

24
25 Physical constraints and human sight limitations helped define the AVE that was used to
26 assess potential visual impacts associated with the proposed corridor improvements.
27 Each landscape unit was further divided for analysis to better explore the varied visual
28 resources found within each unit and to better assess how project alternatives may
29 influence existing visual characteristics in specific areas. See **Attachment 1** for the limits
30 of the AVE and **Attachment 2** for location of the landscape units.

31 **3.3 Visual Character**

32 The general visual character of the project corridor is urban with some light industrial
33 areas near the project start and finish and the roadway has various grading as it passes
34 through Little Rock and North Little Rock. The roadway has a combination of concrete
35 and metal safety barriers with typical green interstate signs indicating exits and
36 interchanges. The concrete barrier is the only separation between northbound and
37 southbound lanes, while there are some grassy berms along the exterior of the roadway
38 serving as a buffer.

39
40 The dominating visual interest points in Little Rock near I-30 are the multi-story buildings
41 in the downtown core and the Arkansas River. This area is highly walkable and has

1 multiple parks that are used for recreation and special programming. The visual character
2 of the corridor has become more diverse through upgrades to parks and public spaces,
3 the development of the William J. Clinton Presidential Center (Presidential Center) and
4 the revitalization of buildings and businesses near downtown Little Rock. See
5 **Attachment 3** for locations of area landmarks within the study area.

6 **3.3.1 Natural Environment**

7 Little Rock and North Little Rock both contain unique natural areas that are used and
8 enjoyed by the community. The cities contain many parks and outdoor gathering spaces
9 for community events as well as recreational opportunities.

10 **3.3.1.1 Parks and Waterbodies**

11 The Arkansas River is arguably the most prominent feature of the natural environment
12 that is found within the limits of the 30 Crossing project area. The river is a navigable
13 waterway and a series of dams and locks have created slow-moving pools used for
14 recreational and competitive fishing. The river is relatively narrow through downtown Little
15 Rock and North Little Rock and has some recreational use from competitive rowing teams
16 and kayak clubs, but an average of twelve million tons of commodities are shipped along
17 the Arkansas River annually, giving the area within the AVE a predominantly commercial
18 use. There are multiple parks fronting the Arkansas River near the AVE including
19 Riverfront Park on the north bank, Julius Breckling Riverfront Park adjacent to the Little
20 Rock River Market and the William E. "Bill" Clark Presidential Wetlands. Fourche Creek
21 is also prominent recreation spot located at the southern end of the project. The area is
22 popular for kayakers and biological study due to the diversity of plants and species.
23 Despite the prominence of these features and heavy use by the community, proposed
24 design changes in these areas are anticipated to have neutral visual impacts to parks and
25 waterbodies and will not impact their use or enjoyment.

26 **3.3.1.2 Floodplains and Wildlife**

27 The study area intersects the 100-year floodplain at Fourche Creek near the southern
28 project limit, the Arkansas River near the middle of the project and southeast of the
29 I- 30/I- 40 Interchange near the northern project limit at Dark Hollow Basin. These areas
30 are characterized as Zone A; special flood hazard areas inundated by a 100-year flood,
31 with no determined base flood elevations.

32
33 A portion of Dark Hollow Basin, a ponding/flood detention area, is located along the I-40
34 corridor within the North Little Rock Landscape Unit. Dark Hollow is a low-lying area
35 located east of I-30, generally bounded by I-40 to the north and the high ground adjacent
36 to the Arkansas River to the south. There are several residential areas near Dark Hollow
37 that are historically subject to frequent flooding. Dark Hollow is drained by Redwood
38 Tunnel, a deteriorated, undersized arch-shaped culvert running underground of North
39 Redwood Street (St.) from just north of Broadway St. for approximately 2,600 ft., where it
40 discharges into the Arkansas River. Adverse visual impacts are not anticipated near
41 Fourche Creek (**Figure 2**) or Dark Hollow Basin due to minimal changes to the existing
42 roadway conditions. For further discussion of visual conditions for the floodplain areas,

1 see **Section 3.4.4.1.1** and **Section 3.4.4.3.4**. The area along the I-30 corridor is heavily
2 developed and any natural habitats for plants and animals have already been altered.
3 There are no known rare or unique vegetative species in the project area. Several bridges
4 and structures along the corridor are nesting sites for migratory birds. ArDOT has a
5 special provision for contractors should active nests be present during construction. The
6 project will comply with Executive Order 13112 on Invasive Species to prevent the
7 introduction or spread of plant and animal species caused by the project. Since there are
8 no distinct species or habitats found along the corridor, visual impacts associated with
9 plant and animal habitats are not anticipated.

10
11

Figure 2: Fourche Creek



12
13 *Location: Birdseye view of Fourche Creek at the I-30/I-440/I-530 interchange.*
14 *Source: Project Team, 2014.*

12
13
14

15 **3.3.2 Cultural Environment**

16 Little Rock has many archaeological and non-archaeological historic resources from the
17 centuries of Native American inhabitants and early European settlement. The area was
18 attractive for settlement due to the proximity of the river to move goods and ease of
19 crossing. The project corridor was surveyed to determine extant cultural resources and
20 possible visual impacts to these resources.

21 **3.3.2.1 Archaeological Resources**

22 Archaeological surveying was performed in the existing and proposed right-of way
23 (ROW). Oakland-Fraternal Cemetery was recorded as Site 3PU329 in the cultural
24 resources survey prepared for ArDOT in February 2016. Oakland-Fraternal Cemetery
25 and Little Rock National Cemetery are both listed in the National Register of Historic
26 Places (NRHP) and are adjacent to the AVE. No other known cemeteries are within the
27 AVE. No further work was recommended for archaeological sites near the project area.

1 Monitoring was recommended for a historic road and railway currently under pavement
2 near the Hwy. 10 (Cantrell Rd.) Interchange. Visual impacts are anticipated to be neutral
3 for all recorded archaeological sites within or adjacent to the AVE.

4 **3.3.2.2 Non-Archaeological Historic Resources**

5 Little Rock is home to some of the oldest buildings in the State of Arkansas. Many of
6 these buildings date to the antebellum and post-bellum era and are located within the
7 MacArthur Park Historic District near downtown Little Rock. Section 106 of the NHPA
8 requires that any impacts, including visual, to listed or eligible properties are analyzed
9 and addressed in consultation with the State Historic Preservation Office (SHPO) and/or
10 the Tribal Historic Preservation Office when the project is a federal undertaking. A total of
11 164 historic-age buildings and structures were surveyed as part of the cultural resources
12 survey for the 30 Crossing project.

13
14 The Terminal Warehouse Building (**Figure 3**) and Reichardt House (**Figure 4**) as well as
15 four districts (Marshall Square, Hanger Hill, MacArthur Park and Park Hill) were previously
16 listed in the NRHP and are located partially within the AVE. Marshall Square has eight
17 contributing resources within the AVE; Park Hill has six contributing resources within the
18 AVE; MacArthur Park and Hanger Hill Historic Districts each have five contributing
19 resources within the AVE.

20

**Figure 3: NRHP-Listed
Terminal Warehouse Building**



**Figure 4: NRHP-Listed
Reichardt House**



21 *Source: Project Team, 2014.*

1 The Hinderliter-Grog Shop, individually listed in the NRHP, is immediately adjacent to the
2 AVE on Cumberland St. at the end of the Hwy. 10 (Cantrell Rd.) Interchange and is a
3 feature of the Historic Arkansas Museum (**Figure 5**). Visual changes are not always
4 considered adverse impacts to buildings listed in the NRHP, but the way in which the
5 visual change alters the setting could change the historic integrity of the property. The
6 setting of a historic property may be a reason for its inclusion in the NRHP. Setting is not
7 identified in integrity statements for any of the NRHP-listed properties and districts within
8 the AVE; therefore, visual changes associated with proposed improvements would not
9 negatively impact eligibility of these resources for inclusion in the NRHP. An additional 45
10 resources identified in the cultural resources survey were determined eligible for inclusion
11 in the NRHP, 16 of which are within the AVE; however, they are not anticipated to have
12 substantial negative impacts with the proposed I-30 improvements because their existing
13 locations are not adjacent to the roadway. See **Attachment 3** for locations of listed and
14 eligible non-archaeological historic resources.

15
16

Figure 5: NRHP-Listed Hinderliter-Grog Shop



17
18

Source: Project Team, 2014.

19

3.3.3 Project Environment

20 The proposed project involves improvements to an existing interstate network. The
21 corridor is the most heavily trafficked in the state. Most the existing roadway is at-grade
22 or slightly elevated on-fill. I-30 is depressed below grade near downtown Little Rock until
23 it begins to rise at the Hwy. 10 (Cantrell Rd.) Interchange. The corridor was originally
24 designed with depressed below-grade sections which minimized visual and noise impacts
25 to the community. Proposed improvements have a low-profile design while providing the
26 necessary transportation requirements. Improvements to ramps and interchanges are
27 necessary to bring the outdated facilities up to current design standards to maximize
28 safety and traffic efficiency. The Arkansas River Bridge was constructed in 1950 with a

1 functional life of 50 years. It is now structurally deficient and needs replacing to ensure
2 the safety of drivers utilizing the crossing. The proposed improvements will follow the
3 various grading that is currently found throughout the corridor.

4 **3.3.3.1 Grading**

5 The corridor grade is used to understand potential visual impacts to develop appropriate
6 design and aesthetic improvements. There are four primary grading types within the
7 project corridor: at-grade, above-grade on-fill, below grade and on-structure.

8
9 At-grade roadways are characterized by main lanes positioned at relatively the same
10 elevation as the adjacent access or frontage roads and adjacent properties. This creates
11 an open view across the corridor and is typically only interrupted by local cross street
12 overpasses and interchange crossings over the corridor. I-40 at the northern project limits
13 is the only section of the corridor that is built on-grade. See **Figure 6** for an at-grade
14 roadway along I-40.

15
16

Figure 6: Grading – At-Grade



17
18
19

*Location: Westbound I-40.
Source: Project Team, 2017.*

1 Above-grade, on-fill roadways are characterized by main lanes elevated on an earthen
2 embankment or supported with structural walls. Above-grade, on-fill roadways create a
3 visual and physical barrier across the corridor. Much of I-30 is constructed above-grade
4 on fill through Little Rock and North Little Rock. See **Figure 7** for an example of an above-
5 grade, on-fill roadway along the project corridor.
6
7

Figure 7: Above-Grade, On-Fill



*Location: I-30 at Roosevelt Rd.
Source: Project Team, 2014.*

8
9
10

1 Below grade roadways are characterized by main lanes that are depressed below the
2 adjacent access or frontage roads and adjacent property. This “canyon condition” is
3 characterized by earthen embankment that is either sloped or supported with structural
4 walls. Below grade roadways allow for sightlines across the roadway as well as at-grade
5 vehicle and pedestrian access at cross streets. Below grade roadway conditions are
6 found between Capitol Avenue (Ave.) and 10th St., the I-30 main lanes at the I-30/I-630
7 interchange from 12th St. to 17th St., from just north of 21st St. to 3rd/23rd St. and the
8 entirety of I-630 within the project area. See **Figure 8** for an example of a below-grade
9 roadway along the project corridor.

10
11

Figure 8: Grading – Below Grade



12
13

*Location: I-30 at E. 9th St.
Source: Project Team, 2016.*

1 On-structure roadways are characterized by main lanes utilizing a bridge. On-structure
2 roadways provide uninterrupted access over railroads, local cross streets and waterways,
3 but do interrupt viewer sightlines. Most underpasses and system interchange ramps along
4 the project corridor are built on-structure. On-structure roadways typically have greater
5 visibility when viewed toward and from the corridor. The Arkansas River Bridge and Hwy.
6 10 (Cantrell Rd.) Interchange are both on-structure elements along the corridor that are
7 currently seen as major visual resources. See **Figure 9** for an example of an on-structure
8 roadway along the project corridor.

9
10 **Figure 9: Grading – On-structure**



11
12 *Location: Arkansas River Bridge.*
13 *Source: Project Team, 2017.*

14 **3.4 Existing Visual Quality**

15 Visual quality is a subjective measure used to gauge the aesthetics of an area. Visual
16 quality is subject to each unique viewer group but there are general trends across cultures
17 of what viewers perceive as pleasing. Visual quality is understood by exploring natural
18 harmony, cultural order and project coherence. These three aspects of visual perception
19 determine the visual quality of a particular scene. Descriptions of these characteristics
20 followed by discussions of the existing conditions within the AVE are included in the
21 following sections. These discussions form the basis to determine potential visual impacts
22 discussed further in **Section 3.5**.

23 **3.4.1 Natural Harmony**

24 Natural Harmony relates to how people interpret the built environment in an area in
25 relation to the existing natural environment, often considered simply as harmonious or
26 inharmonious. Specific built and natural resources are repeatedly identified when an area

1 is perceived as harmonious, making protecting those features from adverse visual
2 impacts important to maintaining natural harmony. Environmental review and compliance
3 laws are in place to help maintain natural order when projects are being developed. Public
4 meetings and visioning workshops held through the planning process for the 30 Crossing
5 Project have concluded that community representatives and the public opinion wish the
6 corridor to remain as similar to the existing as possible. Removal and reconfiguration of
7 the Hwy. 10 (Cantrell Rd.) Interchange could bring temporary imbalance to some viewer's
8 perception of the natural harmony in the corridor since it has been a prominent feature in
9 downtown Little Rock. However, the removal of the Hwy. 10 (Cantrell Rd.) Interchange is
10 anticipated to be an improvement to the existing natural harmony and has been a central
11 conversation at visioning workshops. Alterations to the remainder of the corridor do not
12 require removal or alteration of well-known features so there should be minimal
13 disturbance to natural harmony.

14 **3.4.2 Cultural Order**

15 The cultural order of a project is the perception and understanding of the cultural
16 environment perceived by the population. Viewers perceive whether the cultural
17 environment is orderly or disorderly. The higher the degree of order a resource provides
18 a viewer, the greater the importance of the resource. The visual resources of the I-30
19 corridor are typical for any interstate corridor. The proposed project alternatives were
20 planned to have minimal impacts to the existing culture of the area while meeting
21 transportation needs by making the corridor a cohesive visual resource without detracting
22 from surrounding areas. Initial development of I-30 created a physical division between
23 the communities on the east and west sides of the corridor. The proposed roadway
24 enhancements seek to reestablish a connection between communities and anchor them
25 into the urban cores of Little Rock and North Little Rock, thereby potentially recreating
26 some lost cultural order.

27 **3.4.3 Project Coherence**

28 Like natural harmony and cultural order, the visual resources within the project
29 environment help viewers define the project environment as coherent or incoherent. The
30 proposed improvements aim to improve traffic congestion and safety within the corridor.
31 The existing roadways have become part of the cityscapes and after time are coherent
32 with the community. The roadway network provides the immediate link between Little
33 Rock and North Little Rock.

34 **3.4.4 Landscape Unit Visual Characteristics**

35 Understanding the existing visual quality and visual resources found within the project
36 area helped evaluate the specific visual characteristics found within each landscape unit
37 and how proposed improvements may cause adverse, neutral or beneficial visual
38 impacts. The three overall landscape units, Little Rock, Arkansas River and North Little
39 Rock Landscape Units, were divided into a total of 11 unique areas along the corridor.
40 The North Little Rock Landscape Unit is divided into the following smaller areas: Dark
41 Hollow Basin, North Residential, and Southern Light Industrial. The Arkansas River
42 Landscape Unit is divided into the following smaller areas: North Bank, Arkansas River,

1 Downtown Little Rock and Presidential Center. The Little Rock Landscape Unit is divided
2 into the following smaller areas: MacArthur Park, East Little Rock, South Little Rock and
3 Fourche Creek. The areas were divided by changes in types of visual resources present.
4 Visual impacts were evaluated both looking from the corridor and looking toward the
5 corridor.

6 **3.4.4.1 North Little Rock Landscape Unit**

7 The North Little Rock Landscape Unit is the northern portion of the 30 Crossing project
8 area and is inclusive of the I-30/I-40 Interchange, the Hwy. 67/I-40 Interchange, the city
9 of North Little Rock, a UPRR overpass and the Dark Hollow basin. The North Little Rock
10 Landscape Unit (shown in **Figure 10**) begins at E. Broadway St. and concludes at the
11 northern project limit at MacArthur Dr. on the west and Hwy. 67 on the east, along I- 40.
12 The visual quality of this area is considered “average” due to the developed landscape
13 composition and generic built environment commonly seen along interstate corridors.
14 This landscape unit is characterized by wooded areas and low-lying grass infill found
15 throughout residential and commercial areas.

16
17

Figure 10: North Little Rock Landscape Unit



18
19
20

*Location: Birdseye view looking southeast of North Little Rock and the I-30/I-40 Interchange.
Source: Project Team, 2014.*

21 **3.4.4.1.1 Dark Hollow Basin**

22 Dark Hollow Basin is within the North Little Rock Landscape Unit. The general visual
23 character of this area is wooded because it is undeveloped since it is prone to flooding.
24 The I-30/I-40 interchange is immediately northwest of the area. There are no buildings in
25 this area. The area has full, mature vegetation. There is one billboard on the western
26 edge, adjacent to I-30. Minimal ROW will be required in this area along I-40; however, it
27 is in an undeveloped area and alterations will have neutral visual impacts. Overall visual

1 impacts to the Dark Hollow Basin area are anticipated to be neutral regardless of which
2 alternative is selected.

3
4 *Views from the road:* The views from the existing I-30, I-40 and their system interchange
5 looking toward Dark Hollow Basin are of lush, undeveloped land. Views of Dark Hollow
6 Basin from the road are not anticipated to change as improvements are limited to the
7 existing facility and only require minimal ROW from the Dark Hollow Basin area for
8 additional lanes. See **Figure 11** for a typical view toward the Dark Hollow Basin area.

9
10

Figure 11: View from Corridor: Dark Hollow Basin



11
12
13

Location: Looking south across I-40.
Source: Project Team, 2017.

1 *Views toward the road:* Portions of I-30 and I-40 and their system interchanges are visible
2 from the Dark Hollow Basin. I-30 in this area is predominantly above-grade on-fill and I-
3 40 is primarily at-grade. There are some vegetative screens between the main lanes and
4 frontage roads. Proposed improvements to this area of the corridor involve lane
5 improvements (addition of one to two lanes depending on the selected alternative) to the
6 existing facility. Elements will be similar in massing and scale to existing elements so
7 visual changes are anticipated to be neutral. See **Figure 12** for a typical view toward the
8 road from the Dark Hollow Basin area.

9
10 **Figure 12: View toward Corridor: Dark Hollow Basin**



11 *Location: Looking southwest toward I-40.*
12 *Source: Project Team, 2017.*
13

14 **3.4.4.1.2 Northern Residential**

15 There are two predominantly residential areas within the North Little Rock Landscape
16 Unit: north of the Union Pacific Railroad (UPRR) tracks and north of I-40 near the Park
17 Hill neighborhood. Both I-30 and I-40 and their system interchanges are visible from this
18 area of the North Little Rock Landscape Unit. The Locust Street Bridge is in this area,
19 carrying traffic over the UPRR tracks and back to grade at 13th St. The bridge is
20 structurally deficient and will be replaced. A minimal amount of ROW is needed to
21 continue Cypress St. over the UPRR tracks on the west side of I-30. Overall, visual
22 impacts to this area are anticipated to be neutral, regardless of which alternative is
23 selected.

1 *Views from the road:* Views from the road are generic along the interstate. Buildings
2 include residential, small commercial, schools, churches and chain hotels. System
3 improvements in this area include additional main lanes and some ramp modification.
4 There are no well-known landmarks within this area that are visible from the roadway.
5 See **Figure 13** for a typical view toward the northern residential area.

6
7

Figure 13: View from Corridor: Northern Residential



8
9
10

*Location: Looking southwest from I-30 at Nineteenth St.
Source: Project Team, 2017.*

1 *Views toward the road:* Most of the facility in the area is above-grade on-fill. Existing
 2 elevated interchanges and overpasses are visible from this area looking toward I-30 and
 3 I-40 so the proposed improvements built within the existing ROW are anticipated to have
 4 a neutral visual impact. There will be temporary visual changes looking toward the Locust
 5 Street Bridge when it is removed and reconstructed. Since the bridge was determined
 6 eligible for listing in the NRHP in 2016, mitigation for replacement of the bridge include
 7 documentation of the structure through multiple photography formats and the original
 8 bridge plans. The replacement is anticipated to have a similar length, but wider and higher
 9 in elevation keeping the overall visual impact of the bridge replacement to a minimum.
 10 However, the proposed 10-ft. fencing along the bridge would result in a moderate change
 11 in visual quality from the bridge toward the east side of the structure. Land cover in the
 12 form of buildings and vegetation blocks views to and from the roadway for resources not
 13 immediately adjacent, so visual impacts are anticipated to be neutral. Viewsheds from
 14 Lakeview Rd. currently extend across Hwy. 67 toward the undeveloped Dark Hollow
 15 Basin area. See **Figure 14** for a typical view toward I-30 from neighborhoods in the
 16 northern residential area.

17
 18 **Figure 14: View toward Corridor: Northern Residential**



19
 20 *Location: Looking east toward I-30.*
 21 *Source: Project Team, 2014.*

22 **3.4.4.1.3 Southern Light Industrial**

23 The area south of the UPRR tracks and north of E. Broadway St. in the North Little Rock
 24 Landscape Unit is characterized by light industrial and commercial buildings, with
 25 residential buildings further away from the I-30 Corridor. Five residential and one
 26 commercial displacements are anticipated on the west side of the corridor near 9th St.
 27 Much of the roadway in the area is above-grade on-fill with a bridge carrying I-30 over the
 28 UPRR tracks. A small amount of ROW would be required to create a continuous
 29 southbound frontage road with a bridge over the UPRR tracks along Cypress St. A 10-ft.

1 fencing along west side of Cypress St. would be included as a railroad safety requirement
2 and for the safety of pedestrians along the sidewalk. This would result in an obstruction
3 of the view looking west of Cypress St.; however, the view is of mostly industrial facilities
4 and the UPRR tracks and would not result in a negative visual impact. The location of
5 additional lighting has not yet been determined. Overall, visual impacts to the Southern
6 Light Industrial area are anticipated to be neutral, regardless of which alternative is
7 selected.

8
9 *Views from the road:* The view from I-30 is characterized by small commercial warehouse-
10 type buildings with scattered residential, educational and religious buildings. Billboards
11 are visible along both sides of I-30. There are few trees close to the corridor and they
12 become denser in the blocks moving away from I-30. Industrial facilities are visible along
13 the UPRR along with radio and cell towers rising higher than the roadway. Views looking
14 west will slightly change with proposed building displacements and construction of the
15 Cypress St. bridge. Five to six buildings will be removed in the area to accommodate the
16 bridge; however, since the existing roadway is on-structure and the Cypress St. bridge
17 would be built in the place of the removed buildings, visual impacts are anticipated to be
18 neutral. See **Figure 15** for a typical view toward the southern light industrial area.

19
20 **Figure 15: View from Corridor: Southern Light Industrial**



21
22 *Location: Looking east from I-30.*
23 *Source: Project Team, 2014.*

1 *Views toward the road:* The existing I-30 corridor blocks views from one side of the
2 roadway to the other. The roadway is elevated on-fill with on-structure overpasses to
3 allow cross streets to pass below. The proposed displacements could create sightlines of
4 the corridor that had been previously blocked by the buildings; the construction of the
5 Cypress St. bridge in their place, however, would replace views of the grassy
6 embankments along I-30. Since there is currently no view across the corridor,
7 improvements to the existing facility will have a neutral visual impact. The addition of a
8 bridge on the west to create a continuous frontage road is anticipated to have neutral
9 impacts since there is an existing I-30 bridge crossing the UPRR tracks at this location.
10 See **Figure 16** for a typical view toward the Southern Light Industrial area.
11
12

Figure 16: View toward Corridor: Southern Light Industrial



13 *Location: Looking east toward I-30 at the UPRR tracks.*
14 *Source: Project Team, 2014.*
15

3.4.4.2 I-30 Bridge (Arkansas River) Landscape Unit

The I-30 Bridge (Arkansas River) Landscape Unit has been classified as having a “moderately high” existing visual quality due to well-known city landmarks visible from this area as well as linking the two cities within the project area. The Arkansas River is the most notable feature in this landscape unit. The area has developed over some time, with features showing the growth and change of both Little Rock and North Little Rock. The I-30 Bridge (Arkansas River) Landscape Unit is located in between the North Little Rock and Little Rock Landscape Units. This unit is bound on the north by E. Broadway St. and on the south by the Hwy. 10 (Cantrell Rd.) Interchange. The I-30 Bridge (Arkansas River) Landscape Unit includes the Arkansas River. This landscape unit is anticipated to have the most dramatic visual changes both from and toward the roadway. See **Figure 17**.

Figure 17: I-30 (Arkansas River) Bridge Landscape Unit



Location: Birdseye of the Arkansas River looking southwest from North Little Rock.

Source: Project Team, 2014.

3.4.4.2.1 North Bank

The north bank of the I-30 Bridge (Arkansas River) Landscape Unit is the area between the northern bank of the river to E. Broadway St. The vicinity immediately adjacent to the roadway is a mixture of new apartments, park space, a large event venue and small commercial buildings. There is minimal landscaping. One commercial displacement is proposed near the corner of Verizon Arena and Broadway St. The roadway in this area is both on-structure coming off the Arkansas River Bridge and on-fill. Billboards and fast food signs are present along I-30 in this area. Minimal ROW on both sides of I-30 along E. Broadway St. and at the north end of the existing Arkansas River Bridge will be needed for facility improvements. The location additional lighting has not yet been determined. Overall, visual impacts to the North Bank area are anticipated to be neutral, regardless of which alternative is selected.

1
2 *View from the road:* Verizon Arena is the dominant feature in this area due to the scale
3 and circular roof, rising high above the elevated roadway on the west. Improvements to
4 the existing facility are not anticipated to cause a change in visual impacts from the
5 roadway. Minimal changes are proposed for E. Broadway St. to improve traffic flow and
6 managed turn lanes. The displacement of one building is not likely to cause substantial
7 visual impacts from the roadway since Verizon Arena is the dominant feature in this view.
8 These changes are anticipated to have neutral visual impacts. See **Figure 18** for a typical
9 view from the corridor toward the north bank area.

10
11

Figure 18: View from Corridor: North Bank



12
13
14

*Location: Looking southwest of the Verizon Arena.
Source: Project Team, 2014.*

1 *View toward the road:* There is no view from one side of the corridor to the other with the
2 current configuration due to the elevated roadway. Improvements to the underpass at
3 Broadway St. include a greater span to add turn lanes along Broadway and U-turn lanes
4 under I-30 between Locust St. and Cypress St., resulting in a wider view below I-30. See
5 **Attachment 4** for a rendering of proposed changes. There is minimal visibility across at
6 Riverfront Dr. through the underpass. Improvements to the existing facility would not alter
7 the view from one side of the facility to the other. The Arkansas River Bridge is visible
8 from this area. The displacement of one building is not anticipated to alter sightlines
9 toward the road since Verizon Arena is the dominant land cover that already dictates
10 viewsheds in the area. Temporary visual impacts are anticipated during construction with
11 the bridge replacement; however, the consensus is that the replacement bridge should
12 be nondescript so overall visual impacts looking toward the road from this area are
13 anticipated to be neutral. See **Figure 19** for a typical view from North Bank area toward
14 the corridor.
15
16

Figure 19: View toward Corridor: North Bank



17
18 *Location: Looking southeast of I-30 and Arkansas River.*
19 *Source: Project Team, 2017.*

20 **3.4.4.2.2 Arkansas River**

21 The Arkansas River is an important natural and cultural landmark to both Little Rock and
22 North Little Rock and the central feature of the I-30 (Arkansas River) Bridge Landscape
23 Unit. The river is a navigable waterway and gives a sense of identity to the cities. The
24 Arkansas River Bridge is the I-30 crossing over the river. The existing bridge was
25 constructed with concrete and steel and is structurally deficient and will be replaced
26 regardless of which proposed alternative is chosen. Public consensus led decision-
27 makers to propose a design that will be very nondescript and not draw attention away
28 from other area features. Some ROW is required on each side of the river to the bridge

1 replacement. Overall, visual impacts to the Arkansas River area are anticipated to be
2 neutral, regardless of which alternative is selected.

3
4 *View from the road:* The view from the Arkansas River Bridge encompasses many well-
5 known landmarks around Little Rock and North Little Rock. The river itself is arguably the
6 most prominent feature. The pedestrian truss bridges flanking either side are also highly
7 visible. There is no vegetation along the Arkansas River Bridge that could influence views.
8 Downtown Little Rock, Riverfront Market, Verizon Arena and the Presidential Center are
9 all highly visible from the Arkansas River Bridge. Temporary visual impacts are
10 anticipated during the construction project as barges and cranes are used to replace the
11 bridge, however visual impacts from the roadway in this area are anticipated to be neutral
12 once the project is complete. See **Figure 20** for a typical view from the corridor toward
13 the Arkansas River.

14
15 **Figure 20: View from Corridor: Arkansas River**



16 *Location: Looking west of the Arkansas River Bridge.*

17 *Source: Project Team, 2017.*
18

1 *View toward the road:* Views toward the Arkansas River are highly varied. The north side
2 of the river has more open space with clearer views of the river and the Arkansas River
3 Bridge. The south side of the river has the William E. “Bill” Clark Presidential Wetlands
4 and Julius Breckling Riverfront Park. The wetlands have variable vegetation that create
5 diverse views toward the river from various points along trails. Riverfront Park has an
6 amphitheater and various other structures and vegetation that also provide different views
7 looking toward the river and the Arkansas River Bridge. The river is highly visible from the
8 two pedestrian bridges that flank the interstate bridge, the Junction Bridge and the Clinton
9 Presidential Park Bridge. Each of these areas are anticipated to have some temporary
10 negative visual impacts during construction. Although the new bridge will be wider than
11 the existing bridge, the overall visual impacts to the Arkansas River area with the
12 replacement of the Arkansas River Bridge are anticipated to be neutral since designs
13 propose the bridge replacement will be simple and unassuming. See **Figure 21** for a
14 typical view from the Arkansas River toward the corridor.
15
16

Figure 21: View toward Corridor: Arkansas River



17 *Location: Looking southwest of the Arkansas River Bridge.*
18 *Source: Project Team, 2017.*
19

20 **3.4.4.2.3 Presidential Center**

21 The Presidential Center sits prominently on the south side of the Arkansas River,
22 immediately east of the I-30 facility. The area is characterized by open space and modern
23 architecture. The area has views of the Arkansas River and I-30. The area is one of Little
24 Rock’s largest tourist destinations and is also the location of the Heifer International
25 headquarters and portions of the popular Arkansas River Trail pass through the park.
26 Minimal ROW will be required from this area for the Arkansas River Bridge replacement
27 and Hwy. 10 (Cantrell Rd.) Interchange replacement. One commercial displacement is
28 proposed at the southern boundary of this area near 3rd St. and the Hwy. 10 (Cantrell
29 Rd.) Interchange. The location of lighting has not been determined. Overall, visual

1 impacts to the Presidential Center area are anticipated to be beneficial since sightlines
2 toward downtown Little Rock would be opened with the replacement of the Hwy. 10
3 (Cantrell Rd.) Interchange, regardless of which alternative is selected.

4
5 *View from the road:* I-30 in this area is built on-structure as the roadway rises to cross
6 over the Arkansas River Bridge. The elevated roadway allows traffic to pass below
7 between downtown Little Rock and the Presidential Center. The Presidential Center is
8 visible from the roadway. The open park space adjacent to the Presidential Center is also
9 clearly visible from I-30. The existing configuration of the Hwy. 10 (Cantrell Rd.)
10 Interchange interrupts views from the I-30 corridor to the Presidential Center. The
11 elevated curving ramps on the east side of I-30 provide an unobstructed view of this area.

12
13 The replacement of the Hwy. 10 (Cantrell Rd.) Interchange would eliminate the existing
14 circular ramps that are prominently in the dynamic viewshed as drivers enter and exit the
15 facility via the ramps. Alternatives 1B and 2B propose eliminating the current configuration
16 entirely and shift access to 4th St. The existing land taken up by the Hwy. 10 (Cantrell
17 Rd.) Interchange could be converted to green space that could tie in with the existing
18 green space adjacent to the Presidential Center. The SPUI alternatives would leave
19 existing I-30 access where it is; however, the circular ramps would also be eliminated and
20 could be converted to green space. Whichever alignment and interchange is selected to
21 replace the existing Hwy. 10 (Cantrell Rd.) Interchange, the replacement is anticipated to
22 have beneficial visual impacts for the Presidential Center area when viewed from the road
23 since the viewshed will be opened with additional park space. See **Figure 22** for a typical
24 view from the corridor toward the Presidential Center.

25
26 **Figure 22: View from Corridor: Presidential Center**



27
28 Source: Project Team, 2014.
29

1 *View toward the road:* Views from the Clinton Presidential Center across to downtown
2 Little Rock are mostly blocked by the on-structure roadway and the elevated on-fill circular
3 ramps of the Hwy. 10 (Cantrell Rd.) Interchange. All alternatives proposed for replacing
4 the existing Hwy. 10 (Cantrell Rd.) Interchange would have a beneficial visual impact by
5 removing the circular ramps that currently inhibit views across because views would be
6 opened and the two sides of the corridor would be better connected. The proposed green
7 space would tie in with the existing green space found around the Presidential Center,
8 creating a cohesive view through to downtown Little Rock. See **Figure 23** for a typical
9 view from the Presidential Center toward the corridor.

10
11 **Figure 23: View toward Corridor: Presidential Center**



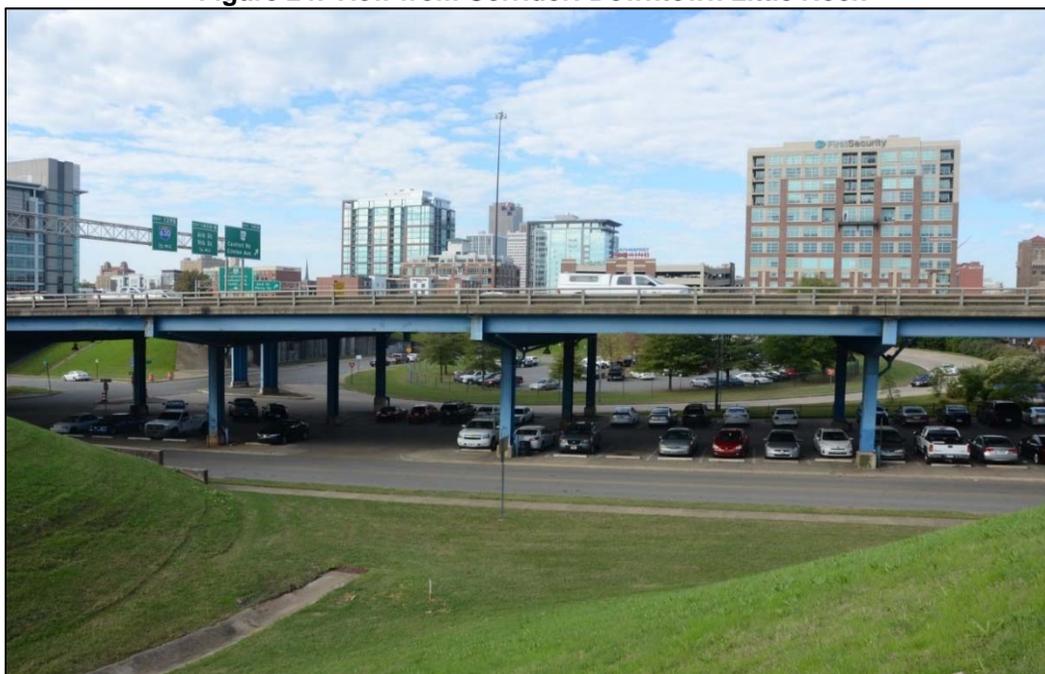
12
13 *Source: Project Team, 2014.*

14 **3.4.4.2.4 Downtown Little Rock**

15 Downtown Little Rock is located within the I-30 Bridge (Arkansas River) Landscape Unit.
16 Downtown Little Rock has numerous views of the I-30 corridor, including the Arkansas
17 River Bridge, main lanes and the Hwy. 10 (Cantrell Rd.) Interchange. Additional views of
18 the corridor may be visible from taller buildings, but they are private spaces and were
19 inaccessible to determine the full extent of visibility. Most of the roadway in this area is
20 on-structure as it approaches the Arkansas River Bridge. The Hwy. 10 (Cantrell Rd.)
21 Interchange has circular ramps that are both on-structure and on-fill. Minimal ROW is
22 required in downtown Little Rock for improvements to the Arkansas River Bridge and
23 redesigned Hwy. 10 (Cantrell Rd.) Interchange. One commercial displacement is
24 proposed near President Clinton Ave. and the Hwy. 10 (Cantrell Rd.) Interchange.
25 Location of additional lighting has not been determined. Overall, beneficial visual impacts
26 are anticipated for downtown Little Rock with the removal of the circular ramps associated
27 with the Hwy. 10 (Cantrell Rd.) Interchange, regardless of which alternative is selected.
28

1 *View from the road:* Multi-story buildings dominate the downtown Little Rock skyline.
2 Smaller, older buildings are not easily visible from the I-30 corridor. Riverfront Market is
3 visible travelling southbound off the Arkansas River Bridge, with views partially obscured
4 by vegetation. There is one billboard along the west side of I-30. The Hwy. 10 (Cantrell
5 Rd.) Interchange into downtown Little Rock is a highly visible feature in the area. The
6 circular ramps obscure views as motorists enter downtown Little Rock. Beneficial visual
7 impacts are anticipated with the replacement of the Hwy. 10 (Cantrell Rd.) Interchange,
8 regardless of which alternative is selected, by removing some of the visual barriers across
9 downtown Little Rock and to other areas of the city. The dense urban fabric prevents
10 views from I-30 extending much beyond one block. See **Figure 24** for a typical view from
11 the corridor toward downtown Little Rock.
12
13

Figure 24: View from Corridor: Downtown Little Rock



14 *Location: Looking west toward I-30.*
15 *Source: Project Team, 2014.*
16
17

18 *View toward the road:* Views toward the road in downtown Little Rock are highly variable
19 depending on viewer location due to variety of buildings and roadway configuration.
20 Overall, I-30 is not highly visible from most points in downtown Little Rock because of
21 buildings obstructing the view. The NRHP-listed Terminal Warehouse Building and
22 Hinderliter-Grog Shop are in this area but do not have substantial views of I-30 so
23 proposed system improvements are anticipated to be neutral from these locations. In
24 addition, the existing Hwy. 10 (Cantrell Rd.) Interchange is not highly visible from both
25 listed buildings, but interrupts views across downtown Little Rock between 2nd St. and
26 3rd St. Portions of the interchange are built on-structure with limited visibility below while
27 other portions are built on-fill and obstruct views entirely. The tall and closely spaced
28 buildings generally block sightlines to I-30 from more than one block away.
29

1 Alternatives 1B and 2B propose removing all existing ramps through downtown Little
2 Rock and shifting corridor access south to 4th St. The existing location of the ramps could
3 be converted to green space. The SDI Alternatives are anticipated to have beneficial
4 visual impacts to downtown Little Rock because the existing elevated circular ramps
5 inhibiting views along the east side of the corridor and the existing east/west ramp
6 elevated along 2nd St. would be removed. The views along 2nd St. and across downtown
7 Little Rock at the Hwy. 10 (Cantrell Rd.) Interchange and below the I-30 corridor would
8 be opened.

9
10 Alternatives 1A and 2A Alternatives are designed in the existing location of the Hwy. 10
11 (Cantrell Rd.) Interchange, but includes removal of the on-fill circular ramps that currently
12 block views across downtown Little Rock. The design still directs traffic toward S.
13 Cumberland St. with part of the ramp on-structure with access below this structure.
14 Although potential green space would result from the circular ramp removals, these
15 alternatives are anticipated to have neutral visual impacts to downtown Little Rock since
16 the east/west ramps would still be visible and would still limit views in the downtown Little
17 Rock area. See **Figure 25** for a typical view from downtown Little Rock toward the
18 corridor.

19
20

Figure 25: View toward Corridor: Downtown Little Rock



21
22
23

*Location: Looking east at 2nd St.
Source: Project Team, 2014.*

1 3.4.4.3 Little Rock Landscape Unit

2 The character of the Little Rock Landscape Unit has been generalized by the
3 development of generic interstate businesses along the corridor and lack of distinct
4 natural features. The Little Rock Landscape Unit has wide contrast between the existing
5 built environment and natural landscape. There is minimal uniqueness or distinction from
6 other interstate corridors and lack of planned compatibility to adjacent areas. The Little
7 Rock Landscape Unit is the most densely populated area in the project corridor. This area
8 contains a variety of roadway configurations and viewsheds from south of 4th St. to the
9 southern project limit at the I-30/I-530/I-440 interchange. See **Figure 26**.

10
11

Figure 26: Little Rock Landscape Unit



12
13
14

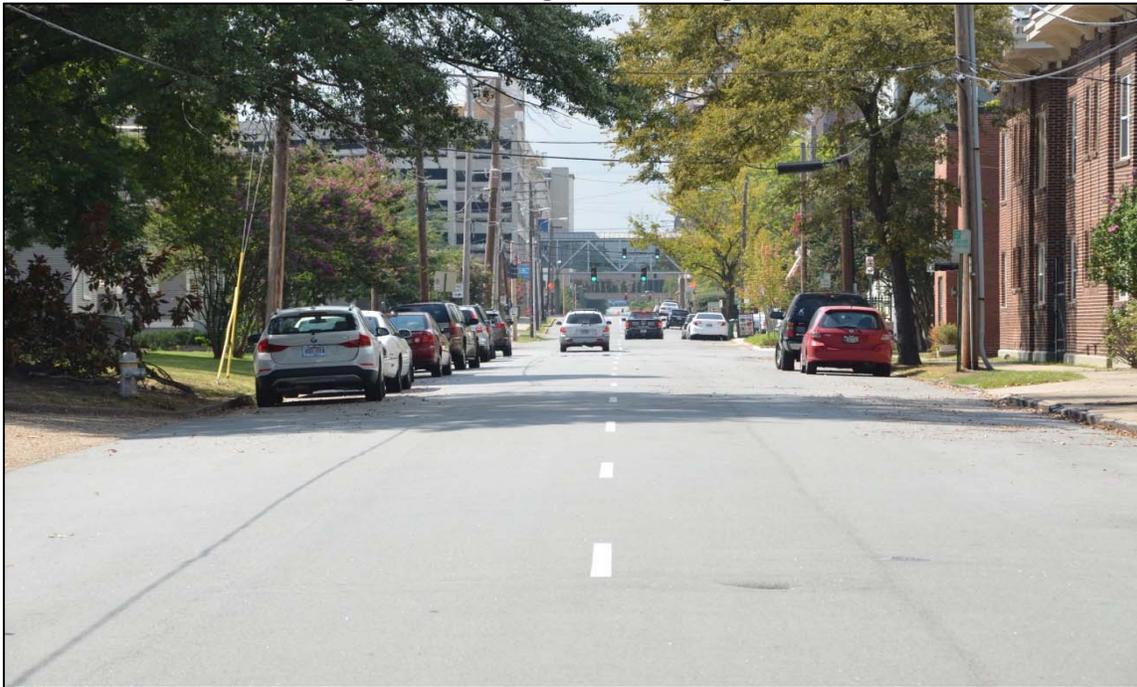
*Location: Birdseye near southern project limit looking northeast.
Source: Project Team, 2014.*

1 3.4.4.3.1 MacArthur Park

2 The MacArthur Park neighborhood is immediately south of downtown Little Rock adjacent
3 to the west side of I-30. The area is primarily residential and MacArthur Park is located
4 prominently within the center. I-630 also divides the neighborhood. MacArthur Park is also
5 a registered historic district listed in the NRHP. Most of I-30 (and I-630) along MacArthur
6 Park is below grade with cross streets passing above the corridor at-grade. Some of the
7 oldest and most architecturally significant buildings in the State of Arkansas are located
8 within MacArthur Park Historic District. The Arsenal Building in the center of the Park
9 housing the Museum of Arkansas Military History is a National Historic Landmark. Minimal
10 ROW is required from street corners along frontage roads. See **Figure 27** for the existing
11 configuration of 6th St. It is possible that adverse visual impacts will be introduced to the
12 MacArthur Park area with the introduction of a more regular traffic flow to the area with
13 Alternatives 1B and 2B located at 4th St.; however, these alternatives would have similar
14 traffic volumes to the No-Action Alternative. All Action Alternatives are anticipated to have
15 neutral visual impacts to the MacArthur Park area because traffic would not be
16 substantially greater than the No-Action Alternative. Traffic volumes for the MacArthur
17 Park Historic District are included in the **Built Environment Resources Effects Analysis**
18 **Technical Report.**

19
20

Figure 27: Existing 6th St. Configuration



21
22
23

*Location: Looking west on 6th St.
Source: Project Team, 2014.*

1 *Views from the road:* Some small commercial buildings (fast food, gas stations) are seen
2 looking toward MacArthur Park from the below grade I-30 main lanes. The University of
3 Arkansas at Little Rock William H. Bowen School of Law is located near the I-30/I-630
4 interchange and is visible from the roadway. Views are limited by the retaining wall and
5 sloping grass berm up to the at-grade frontage roads. The westbound ramp from I-30 to
6 I-630 is elevated on-fill curving around the southeast corner of the park. The park is highly
7 visible from this ramp; however, vegetation blocks views of houses and the ramp dips
8 back below grade as it merges with the I-630 main lanes. Views from the road are
9 expected to have some impact if either Alternatives 1B or 2B are selected for replacing
10 the Hwy. 10 (Cantrell Rd.) Interchange since it will direct traffic closer to this
11 neighborhood. Little Rock residents have voiced concern that this will direct more traffic
12 into the neighborhood; however, the Action Alternative traffic volumes are similar to the
13 No-Action Alternative traffic volumes. See **Figure 28** for a typical view from the corridor
14 toward the MacArthur Park area.
15
16

Figure 28: View from Corridor: MacArthur Park



Source: Google Maps, 2016.

17
18

1 *Views toward the road:* I-30 and I-630 are not visible from most areas within MacArthur
2 Park due to land cover of buildings and mature vegetation, and the configuration of the
3 main lanes below-grade. On-fill ramps between I-30 and I-630 are visible from the
4 southeast corner of MacArthur Park, but are not highly visible from the rest of the park or
5 Historic District. Alternatives 1B and 2B proposed for the Hwy. 10 (Cantrell Rd.)
6 Interchange could have visual impacts for MacArthur Park. The SDI alternatives propose
7 removing on-street parking to add an additional travel lane on 4th St. 4th St. would then
8 become a three-lane (two eastbound lanes and one westbound lane) street. Capitol Ave.
9 and 6th St. are both located within the MacArthur Park Historic District and would remain
10 in their existing conditions. See **Figure 29** for a typical view from the MacArthur Park area
11 toward the corridor.
12
13

Figure 29: View toward Corridor: MacArthur Park



14 *Location: Looking east from 11th St. to I-30.*
15 *Source: Project Team, 2017.*
16
17

1 3.4.4.3.2 South Little Rock

2 The southern portion of the Little Rock Landscape Unit that is west of I-30 and north of
3 the UPRR tracks is predominantly residential. The roadway in the South Little Rock area
4 transitions from below-grade coming out of downtown Little Rock to above-grade, on-fill
5 for the remainder of the area. Billboards are present along both sides of the corridor.
6 Marshall Square Historic District is in this area; however, visual impacts are anticipated
7 to be neutral due to the existing proximity of I-30 and I-630 ramps. The location of
8 additional lighting has not been determined. Minimal ROW will be required for facility
9 improvements near E. Roosevelt Rd. Overall, neutral visual impacts are anticipated for
10 the South Little Rock area, regardless of which alternative is selected.

11
12 *View from the road:* Small commercial businesses and some residential properties are
13 immediately adjacent to the I-30 corridor. Buildings further off the road are mostly hidden
14 by the built environment. The Little Rock Police Department building is located about
15 three blocks off the roadway and is the only prominent multi-story building visible from the
16 roadway. This portion of I-30 is constructed above-grade on-fill; therefore, viewers have
17 clear sightlines beyond the properties immediately adjacent to the facility. See **Figure 30**
18 for a typical view from the corridor toward the south Little Rock area.

19
20

Figure 30: View from Corridor: South Little Rock



21
22
23

*Location: Looking east from I-30 to Roosevelt Rd.
Source: Project Team, 2017.*

1 *View toward the road:* I-30 is not highly visible from residential areas due to land cover in
2 the form of buildings and vegetation. Since the proposed improvements include altering
3 the existing facility, visual impacts toward the road in the area are anticipated to be
4 neutral. See **Figure 31** for a typical view toward the corridor from the south Little Rock
5 area.
6
7

Figure 31: View toward Corridor: South Little Rock



8
9 *Location: Looking east from Roosevelt Rd. to I-30.*
10 *Source: Project Team, 2017.*

11 **3.4.4.3.3 East Little Rock**

12 The East Little Rock area of the Little Rock Landscape Unit extends along the east side
13 of I-30 from the Clinton Presidential Center south to the UPRR tracks. The area is
14 primarily light industrial/commercial with some residential near the I-30/I-630 interchange
15 and moving further away from the corridor. The NRHP-listed Oakland-Fraternal and Little
16 Rock National Cemeteries are both located in this area. The NRHP-listed Reichardt
17 House and Hanger Hill Historic District are both in this area. Visual impacts to the
18 Reichardt house are anticipated to be neutral due to the existing proximity of the corridor
19 and ramps. One commercial displacement is proposed between Capitol Ave. and 6th St.
20 The location of additional lighting in the area has not been determined. Minimal ROW is
21 required for facility improvements near E. Roosevelt Rd. Overall, neutral visual impacts
22 are anticipated for the East Little Rock area, regardless of which alternative is selected.

1 *View from the road:* Views from I-30 toward east Little Rock vary as the roadway grade
2 changes. There is a great deal of open space utilized as cemeteries and athletic fields.
3 There are billboards and small commercial buildings housing gas stations and fast food
4 business immediately adjacent to the corridor. Buildings visible closer to downtown Little
5 Rock are small, non-descript commercial buildings. Views from the road are anticipated
6 to have neutral visual impacts from the proposed improvements since they are an
7 upgrade to an existing facility. See **Figure 32** for a typical view from the corridor toward
8 the east Little Rock area.
9
10

Figure 32: View from Corridor: East Little Rock



11
12 *Location: Looking west from I-30 toward 4th St.*
13 *Source: Project Team, 2017.*

1 *View toward the road:* Views toward the road vary greatly along the corridor with various
2 roadway grading and land cover from buildings and vegetation. Proposed improvements
3 in this area include lane additions to the existing facility so visual impacts in this area are
4 anticipated to be neutral. See **Figure 33** for a typical view toward the corridor from the
5 east Little Rock area.
6
7

Figure 33: View Toward Corridor: East Little Rock



8
9 *Location: Looking southwest at 9th St.*
10 *Source: Project Team, 2017.*
11

1 3.4.4.3.4 Fourche Creek

2 The Fourche Creek area encompasses the southern project limit at the I-30/I-440/I-530
3 interchange. The area is south of the UPRR tracks and is undeveloped due to its
4 classification as a 100-year floodplain. Much of the roadway in this area is on-structure to
5 keep the roadway above floodwater levels.

6
7 *View from the road:* There is no development in this area so views from the road are
8 limited to dense vegetation, drainage ponds and creeks. Alterations proposed for this area
9 are limited to improvements to the existing roadway. Neutral visual impacts are
10 anticipated from the road. See **Figure 34** for a typical view from the corridor toward the
11 Fourche Creek area.

12
13

Figure 34: View from Corridor: Fourche Creek



14
15

Source: Project Team, 2014.

1 *View toward the road:* There are no distinct locations in the Fourche Creek area where
2 the road is readily visible. Existing trails and recreation facilities in the area are used by
3 outdoor enthusiasts; however, since proposed improvements would not substantially alter
4 existing conditions and would remain consistent with existing on-structure roadways,
5 neutral visual impacts are anticipated in this area. See **Figure 35** for a typical view from
6 Fourche Creek area toward the Corridor.

7
8

Figure 35: View toward Corridor: Fourche Creek



9
10
11

*Location: Looking southwest at I-30 frontage road (south of 28th St.).
Source: Project Team, 2017.*

12 **3.5 Viewer Sensitivity**

13 Viewer sensitivity is a subjective measure to assess how sensitive a viewer will be to
14 visual changes. Sensitivity will vary based on viewer proximity to the visual change, the
15 extent the viewer is exposed to the change and the duration the viewer is exposed to the
16 change. Viewer attention and focus are also considered in conjunction with the status of
17 the visual resource and its perceived importance. Viewer sensitivity is the overlap of
18 exposure and awareness to change as described below.

19 **3.5.1 Viewer Exposure**

20 Viewers that will perceive the greatest visual impact are those with permanent, direct
21 views of the corridor (neighbors, business owners) as well as drivers who utilize the
22 corridor daily. There will also be some visual impacts to viewers traveling through the
23 corridor. Visual impacts become less and less apparent as viewers get farther away from
24 the corridor. The impacts that will be the most visible will be the replacement of the
25 Arkansas River Bridge, the reconfiguration of the Hwy. 10 (Cantrell Rd.) Interchange, the
26 removal of on-street parking and restriping of arterial streets in downtown Little Rock and

1 ramp reconfiguration at major interchanges. The least visible will be the addition of lanes
2 to the existing corridor structure and reconfiguration of lanes on the structure to improve
3 safety and transportation efficiency.

4
5 The visual impacts will have a wide audience: those who have a consistent, direct view
6 of the corridor, those who use the corridor on a regular basis, those who use the corridor
7 sporadically and those who use adjacent areas where the corridor is visible. The
8 neighbors of the corridor are those most affected by the visual changes, because they
9 will be constantly exposed and their viewsheds may be altered. The proposed alternatives
10 are in keeping with the massing, scale and appearance of the existing corridor to minimize
11 the impacts to neighbors. Those who use the corridor sporadically will be least affected
12 by visual changes as they are less familiar with the existing visual characteristics. These
13 users are more likely to remember prominent features along the corridor like the Arkansas
14 River rather than lane configurations.

15
16 The length of the viewing period will vary for each viewer. Neighbors have a permanent
17 view of the visual changes while travelers through the corridor only have a fleeting view.
18 Visual changes are anticipated during construction that will also vary by location, but
19 planning includes considering the most efficient timelines to reduce visual disruptions.
20 The construction impacts will also be temporary and for many areas of reconstruction,
21 planning and visioning has stressed that the project should have similar visual conditions,
22 creating the least disruptions. Sensitivity to visual changes typically lessens over time as
23 the change becomes part of the viewer's normal viewshed.

24 **3.5.2 Viewer Awareness**

25 Viewer awareness is another measure to understand a viewer's sensitivity to the project's
26 visual impacts. Those who utilize portions of the entire corridor everyday are highly aware
27 of the existing views and therefore they will be more aware when visual changes occur.
28 Neighbors who see a select portion of the corridor at all times will also be more attentive
29 when their existing viewshed changes. Views in the project area are unique for drivers
30 who only occasionally utilize the corridor and residents who live further away from the
31 roadway. The views along the corridor for these groups are less familiar, so they are less
32 aware of minimal changes along the corridor.

33
34 Most of the views along the corridor within the project area are generic with similar views
35 found on any interstate corridor. Typical visual resources include chain hotels, gas
36 stations and fast food restaurants. Viewers are not focused on a single point and therefore
37 may be more sensitive to changes occurring within these viewsheds. When viewers have
38 a single point to focus on along a corridor, they are less aware to changes in the vicinity.
39 The Arkansas River, Little Rock River Market, downtown Little Rock skyline, the
40 Presidential Center and Verizon Arena are all focal points along the corridor. Drivers may
41 be less sensitive to visual changes near these points because their focus is directed
42 toward specific points and away from the general surrounding area.

43
44 Every corridor has features, whether natural or cultural, that have become iconic to
45 travelers through the corridor as well as people living in the region. Some of these

1 resources are protected under federal, state, or local laws. Sometimes public opinion is
2 enough to protect these natural and cultural resources when these are protected. The
3 Arkansas River, Fourche Creek, the William E. "Bill" Clark Presidential Wetlands and
4 various parks found along the corridor are natural resources that are highly regarded by
5 the community. Viewer sensitivity could be heightened in these areas that the community
6 would like to protect and the proposed improvements have taken community input
7 regarding these features into account for alternative development. Cultural resources
8 within the project area include multiple historic districts and properties, as well as
9 cemeteries and other archaeological sites. There has been some concern about what
10 impacts the proposed project will cause to these cultural resources, particularly the
11 MacArthur Park Historic District near downtown Little Rock. Section 106 of the NHPA
12 requires review of and mitigation plans for potential impacts, including visual. The Section
13 106 process includes assessment of visual changes that the community perceives as
14 adverse near cultural resources.

15 **3.5.3 Summary of Viewer Sensitivity**

16 Views are anticipated to be most aware of visual changes during construction while there
17 is heavy equipment along the corridor and as new portions of roadway are constructed.
18 Planning is in place to reduce the visual impacts during construction including locating
19 construction staging areas away from sensitive areas along the project corridor as
20 requested through public involvement. After construction and full implementation of
21 improvements are complete, it is anticipated that viewer sensitivity will be temporarily
22 heightened near the Hwy. 10 (Cantrell Rd.) Interchange reconfiguration and Arkansas
23 River Bridge for those who travel the corridor on a regular basis or view the corridor from
24 adjacent areas on a regular basis since they have regular exposure and are most aware
25 of the existing visual state of the area. Viewer sensitivity for those using the corridor on
26 an irregular basis or who do not frequent downtown Little Rock is anticipated to be
27 unchanged since they are less familiar with existing visual conditions.

28 **4.0 IMPACT ANALYSIS AND MITIGATION**

29 **4.1 Impact to Visual Character**

30 Project alternatives were developed and screened with stakeholders from state and local
31 agencies and sought feedback through multiple public meetings, visioning workshops and
32 workgroup meetings to best understand viewer's impression of the corridor so that the
33 proposed alternatives could be refined to best meet the needs of the community. The
34 visioning workshops were intended to gather information as to what kinds of
35 improvements would be most beneficial to the community and motorists utilizing the
36 corridor, as well as areas that the community hold in high regard and should be protected.
37 Visioning workshops looked at ways to preserve and enhance the aesthetic qualities of
38 the corridor. Small groups discussed mobility and connectivity, urban design and
39 aesthetics and economic development in three breakout sessions.

40
41 The urban design and aesthetics discussions at the workshop helped shape the aesthetic
42 treatments proposed for the corridor. Design and aesthetic discussions were centered

1 around grading, visual changes and aesthetic consistency. Overall, discussions included
2 urban design goals such as greater cross-connectivity across the I-30 corridor and
3 increased pedestrian connectivity through geometric design decisions.

4
5 The proposed alternatives are in keeping with the existing facility in terms of grading,
6 materials and scale to have the smallest impact in visual character. Public comments
7 received generally support the reconfiguration of the existing Hwy. 10 (Cantrell Rd.)
8 Interchange and regard this as an improvement to existing visual character because it will
9 relink downtown Little Rock areas and preserve the area's walkability. Although the
10 proposed improvements will permanently alter the corridor, they are not anticipated to
11 substantially alter the visual character of the surrounding landscape units.

12
13 The project scale is compatible with the existing visual character of the natural, cultural
14 and project environments. The majority of the project can be completed within the existing
15 ROW with only minimal additional acquisition. The project scale will not contrast with
16 these environments. The project form is also compatible with the visual character of the
17 existing natural, cultural and project environments. The Arkansas River Bridge will have
18 a simplistic form that will not draw attention to it; therefore, it will not detract from
19 neighboring visual features. It will be similar to the existing roadway and will not contrast
20 with these environments. The project materials will be selected to be compatible with the
21 existing roadway materials. Additional features like traffic noise barriers will be designed
22 with compatible materials and aesthetic treatments where noise analysis indicated they
23 will benefit adjacent parcels. See the **Traffic Noise Technical Report** for the location of
24 proposed traffic noise barriers.

25
26 Stakeholders stressed the desire for the entire project to be unified within a single,
27 continuous aesthetic theme and that it should not detract from surrounding visual
28 resources. Participants agreed that visually, structured elements should be simplistic,
29 have minimal depths to create a clean viewshed across the corridor, sculpt elements to
30 be visually appealing at minimal cost, create a common visual assembly of constructed
31 elements, clear use of materials and their inherent visual properties. Neutral wall panels
32 were selected to be used throughout the corridor near on-structure elements and
33 underpasses. The proposed panel is shown in **Figure 36**. There has been discussion of
34 altering the wall finish to blend in with the different communities; however, any aesthetic
35 alterations or upgrades from this proposal would be the responsibility of each jurisdiction.
36 Signage and lighting choices would also be selected and maintained by each local
37 jurisdiction. The guidelines have eliminated painted concrete elements due to future
38 maintenance costs.

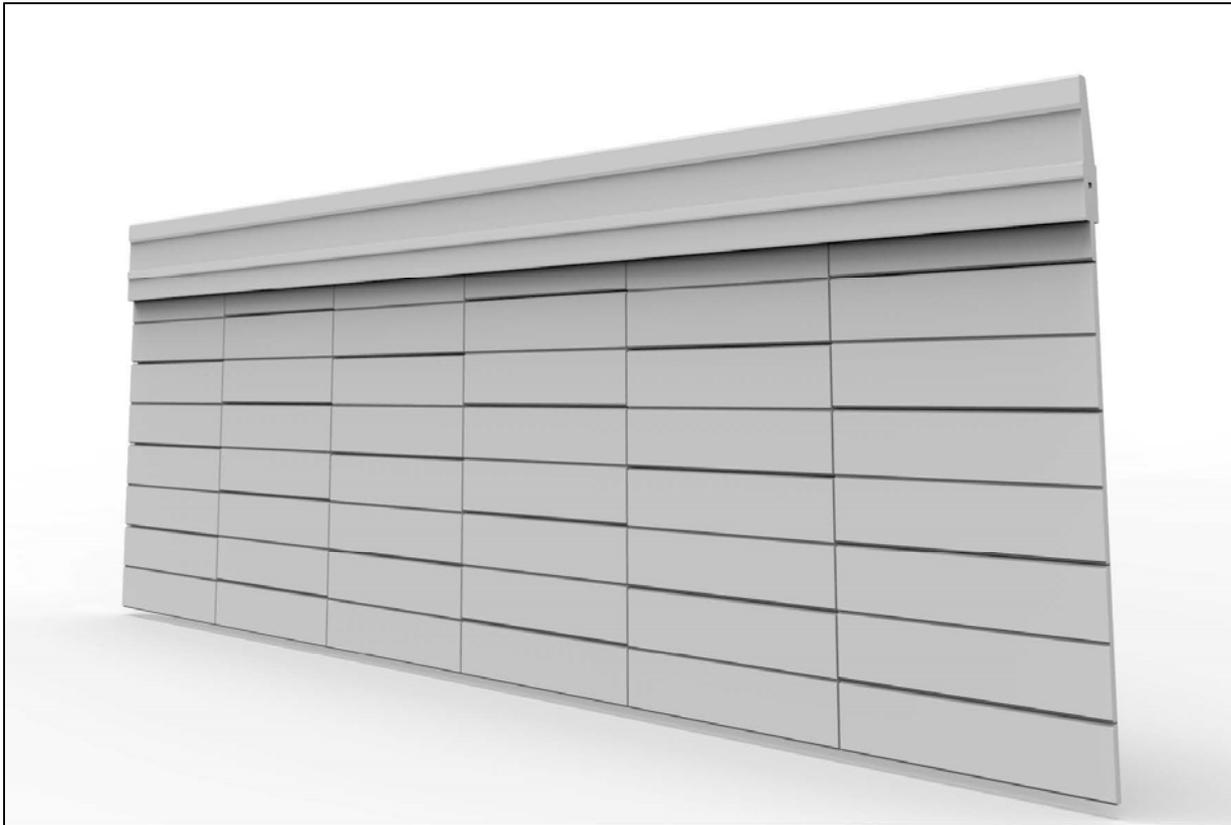
39
40 Public comments and stakeholder feedback from the visioning workshops are also in
41 agreement that the replacement for the Arkansas River Bridge should not be a focal point
42 that would detract from the character of surrounding areas.

43
44 The project's overall visual character will be compatible with the existing natural, cultural
45 and project environments, regardless of which alternative is selected. There will be no
46 substantial contrast and the memorability and vividness of the landscape will not be
47 changed. Improved sightlines at select locations along the corridor will likely open views

1 and positively enhance viewer awareness to important features along the corridor.

2
3

Figure 36: Horizontal reveal style wall panel



4 *Source: Project Team, 2017.*

5 **4.2 Impact to Visual Quality**

6 Viewer sensitivity impacts the degree of impacts to visual quality. The degree of impacts
7 will be different for each viewer and traveler, depending on their relationship with the
8 corridor. The more exposed and aware a viewer is of the corridor, the greater the
9 perceived impact to visual quality. This includes neighbors of the project corridor as well
10 as those who use it on a regular basis. The proposed project is designed to be
11 harmonious with the existing natural harmony by minimizing the impacts to the natural
12 environment. Impacts to the experience of natural harmony within the AVE are anticipated
13 to be neutral.

14
15 The visual resources of the cultural environment are highly variable along the I-30
16 corridor. The community places a high value of cultural order near downtown Little Rock
17 and the Presidential Center. These areas have been revitalized in recent years, making
18 them destination places for both locals and visitors to the area. Viewers currently perceive
19 these visual resources as orderly. Visual alterations could shift the consensus to
20 disorderly, thereby lessening visual quality. The improvements proposed in these areas
21 include the Arkansas River Bridge replacement with a very simple design as well as
22 upgrades to the Hwy. 10 (Cantrell Rd.) Interchange. Listening to public input for the bridge

1 replacement has helped define the existing community impressions of cultural order and
2 aesthetics were designed accordingly. The replacement of the Arkansas River Bridge is
3 anticipated to have minimal impact to viewer exposure and awareness and will therefore
4 be neutral to the experience of cultural order in the AVE. The Hwy. 10 (Cantrell Rd.)
5 Interchange is anticipated to have greater visual impacts, regardless of which alternative
6 is implemented; however, both designs seek in some way to reconnect portions of
7 downtown Little Rock and recreate some cultural order that may have been disrupted with
8 the original construction of the circular ramps found with the existing configuration. The
9 proposed improvements to the Hwy. 10 (Cantrell Rd.) Interchange are anticipated to be
10 neutral to the experience of cultural order.

11
12 The existing project corridor has various components from complex interchanges, lane
13 configurations and grading changes. Most of the proposed project can be constructed
14 within the existing ROW and will utilize like materials, massing and scale throughout the
15 entire corridor. The improvements are designed to be coherent with the existing corridor
16 environment, including the proposed interchange alternatives for the Hwy. 10 (Cantrell
17 Rd.) Interchange. The changes to the project environment are anticipated to be neutral
18 to the experience of project coherence in the AVE.

19
20 Overall, the visual quality of the corridor will be maintained or improved in select areas
21 with the proposed project. Viewer exposure and awareness have anticipated impacts
22 during construction that result from visual changes. These changes will be temporary and
23 planning to reduce their impacts is underway. The visual quality of the AVE will have an
24 overall neutral impact with the improved transportation corridor that is safer and more
25 efficient for drivers with updated facility designs and improved east/west connectivity.

26 **4.3 Project Mitigation**

27 Mitigation addresses negative impacts associated with the proposed project. Mitigation
28 measures need to consider the direct impacts during construction and project
29 implementation, but also the indirect impacts that follow once construction is complete.
30 Mitigation methods include avoidance, minimization, compensation and enhancement.
31 Avoidance is considered the ideal option by exploring a different alternative that would
32 not impact visual resources. Minimization seeks to reduce the adverse visual impacts
33 associated with proposed alternatives. Compensation seeks other options for reducing
34 visual impacts when there is no feasible alternative and should contribute whatever visual
35 quality is being detracted with the proposed project. Finally, enhancement looks for
36 opportunities to improve the existing visual quality and experience of viewers.

37
38 Measures designed to mitigate visual impacts associated with the proposed project need
39 to be practical and feasible. Since most the project is anticipated to have neutral visual
40 impacts, minimal mitigation measures addressing visual changes will be necessary.
41 Mitigation and enhancement of the natural environment will be completed by matching
42 the existing grading to reduce the impacts to topography, as well as coordinating with
43 natural resource stakeholders to understand consideration necessary for bodies of water
44 including Fourche Creek and the Arkansas River. Since the project area is highly
45 urbanized, less mitigation measures are necessary for potential visual impacts to the

1 natural environment. The project will avoid alterations to features that are accepted by
 2 the community as landmarks and contribute to the existing sense of cultural order. See
 3 **Attachment 3** for location of some prominent area landmarks. Coordination with
 4 stakeholders is a crucial step in mitigation and enhancement of the cultural environment.
 5 Visual impacts to the project environment will be mitigated by selecting similar materials
 6 for roadway finishes and scale to minimize the visual impacts for those traveling through
 7 the corridor as well as corridor neighbors. Lighting along the corridor could be used to
 8 enhance underpasses and improve pedestrian safety. See **Attachment 4** for proposed
 9 underpass. **Table 1** provides a guide for developing project-specific mitigation measures
 10 based on impact type.
 11
 12

Table 1: Mitigation Measures by Impact Type

Impact Type	Mitigation Measure Type	Mitigation to act on:	
		Environment (Visual Resources of the Natural, Cultural or Project Environments)	Viewers (Visual Experience of Travelers and Neighbors)
Adverse	Avoidance	Impact to environmental resources given greater importance in alternative screening process	Views for travelers and neighbors will be maintained with minor impacts during construction; alternatives seek to heighten quality of and reconnect views
	Minimization	Alternative screening allowed development alternatives to meet stated purpose and need while causing minimal harm to existing visual resources	Public desire is to maximize views through and across the corridor to create open viewsheds minimizing massing obstruction
	Compensation	Construction will use existing roadways and resources to maintain consistency and minimize impacts to surrounding environment	Project seeks to restore and reestablish diminished views inhibited by past development
Beneficial	Enhancement	Seek to improve viewers experience from along the corridor and in surrounding neighborhoods through additional features	Aim to reconnect east and west communities with improved urban design through enhanced mobility achieving greater cross-connectivity

13 Source: Project Team, August 2016

14
 15 Adverse visual impacts are possible with the reconfiguration of 4th St. with the removal
 16 of on-street parking for an additional travel lane with Alternatives 1B and 2B. There is
 17 concern that this alteration will direct more traffic to side streets and detract from the
 18 integrity of MacArthur Park Historic District. Minimization could also be explored to reach
 19 an agreement with the SHPO that would meet the purpose and need of replacing the
 20 existing interchange while limiting the traffic directed toward the district. Mitigation options
 21 would aim to preserve the existing views and character of the neighborhood that
 22 contribute to the historic integrity of the district.
 23

1 Beneficial visual impacts are anticipated near downtown Little Rock and the Presidential
2 Center with all alternatives proposed for the replacement of the Hwy. 10 (Cantrell Rd.)
3 Interchange. The removal of the circular on-fill ramps will benefit both the visual resources
4 of the natural, cultural and project environments as well as the visual experience of
5 travelers and neighbors. Maintaining the proposed green spaces is a possible indirect
6 impact, with responsibility of local agencies caring for mowing and waste removal;
7 however, creating a green space after construction is complete would be a separate
8 endeavor by the City of Little Rock and not included in the 30 Crossing planning.

9
10 Traffic noise barriers are a mitigation measure to reduce traffic noise impacts to corridor
11 neighbors, but they could also result in a visual impact. Traffic noise barriers are
12 anticipated in some areas where there are existing corridor ramps, screening existing
13 views. Adjacent property owners will be surveyed to vote for or against the proposed
14 traffic noise barriers. Various aesthetic treatments will be considered for proposed traffic
15 noise barriers to improve aesthetics. See the **Traffic Noise Technical Report** for
16 additional information on anticipated traffic noise impacts.

17
18 Project planning will include minimizing the construction impacts of the project through
19 avoidance and minimization.

20 **5.0 SUMMARY AND CONCLUSION**

21 **5.1 Summary**

22 The VIA was completed to analyze the potential visual impacts that will occur with the
23 implementation of the 30 Crossing improvements. The VIA considered views both to and
24 from the existing roadway and how these views will change with the proposed
25 alternatives. Viewer awareness and experience of the corridor influences how impacts
26 were considered in terms of the natural, cultural and project environments by considering
27 the various landscape units found within the AVE. The project poses an opportunity to
28 enhance the corridor by reconnecting the east and west sides of I-30 in North Little Rock
29 and Little Rock through improved driver, bicycle and pedestrian facilities and improving
30 visual continuity.

31 **5.1.1 Visual Impacts from the 6-Lane with C/D Lanes with SDI Alternative**

32 The 6-Lane with C/D Lanes with SDI alternative would result in a facility that is wider than
33 the existing roadway to accommodate the C/D lanes that are intended to improve traffic
34 safety and mobility for motorists entering and exiting the corridor. The SDI would shift
35 corridor access south to 4th St. from the existing location at 2nd St. of the Hwy. 10
36 (Cantrell Rd.) Interchange. The alternative would be primarily constructed within existing
37 ROW; however, minimal ROW would be required along the north side of President Clinton
38 Ave., the east side of I-30 between 3rd St. and 4th St. and on both the east and west
39 sides of I-30 between 4th St. and 6th St. The proposed alternative will utilize scale,
40 massing and construction materials that are similar to the existing facility. Overall, there
41 will be minimal visual changes along the corridor in Little Rock and North Little Rock.
42 There will be visual changes associated with the proposed SDI at the Hwy. 10 (Cantrell

1 Rd.) Interchange. The existing circular ramps and the east/west ramp terminating at
2 Cumberland St. that are part of the Hwy. 10 (Cantrell Rd.) Interchange would be removed,
3 resulting in open sightlines through downtown Little Rock that will help reconnect the
4 urban grid. Traffic will instead be directed further south to access downtown or I-30. The
5 SDI would require restriping of 2nd St. and 4th St. to accommodate for additional travel
6 lanes and would consequently require the removal of on-street parking along 4th St. This
7 alternative is anticipated to have a neutral visual impact along the corridor and a beneficial
8 visual impact in downtown Little Rock due to the removal of the Hwy. 10 (Cantrell Rd.)
9 Interchange circular ramps, potential green space and sidewalks along both sides of 2nd
10 St.

11 **5.1.2 Visual Impacts from the 6-Lane with C/D Lanes with SPUI Alternative**

12 The 6-Lane with C/D Lanes with SPUI alternative would result in a facility that is wider
13 than the existing roadway to accommodate the C/D lanes that are intended to improve
14 traffic safety and mobility for motorists entering and exiting the corridor. The SPUI would
15 be in the same location as the existing Hwy. 10 (Cantrell Rd.) Interchange; however, the
16 existing circular ramps along the east and west sides of I-30 would be removed. The
17 existing east/west ramp terminating at Cumberland St. would be replaced with a similar
18 on-structure ramp. The alternative can be primarily constructed within existing ROW;
19 however, minimal additional acquisition would be necessary from the north side of
20 President Clinton Ave., east side of the existing circular interchange ramps along Collins
21 St. and adjacent to Rector St. between 3rd St. and 6th St. The proposed alternative will
22 utilize scale, massing and construction materials that are similar to the existing facility.
23 Overall, there will be minimal visual changes along the corridor in Little Rock and North
24 Little Rock. There will be visual changes associated with the SPUI. Although one
25 east/west ramp would be reconstructed, the removal of the circular ramps and potential
26 green space would open sightlines and help reconnect the urban grid.

27 **5.1.3 Visual Impacts from the 8-Lane GP with SDI Alternative**

28 The 8-Lane GP with SDI Alternative would also result in a facility that is wider than the
29 existing corridor, although the additional lanes would serve as additional main lanes and
30 would not be separated. The SDI would shift corridor access south to 4th St. from the
31 existing location at 2nd St. The alternative can be primarily constructed within existing
32 ROW; however, minimal ROW would be required along the north side of President Clinton
33 Ave., the east side of I-30 between 3rd St. and 4th St. and on both the east and west
34 sides of I-30 between 4th St. and 6th St. This alternative would utilize, scale, massing
35 and building materials similar to the current facility. Overall, there will be minimal visual
36 changes along the corridor in Little Rock and North Little Rock. There will be visual
37 changes associated with the new SDI. The existing circular ramps at east/west ramp
38 terminating at Cumberland St. that are part of the Hwy. 10 (Cantrell Rd.) Interchange
39 would be removed, resulting in open sightlines through downtown Little Rock that will help
40 reconnect the urban grid. Traffic will instead be directed further south to access downtown
41 or I-30. The SDI would require restriping of 4th St. to accommodate for the additional
42 travel lane and would consequently require the removal of on-street parking between I-
43 30 and Cumberland St. The SDI would also require widening of 2nd St. with sidewalks on

1 both sides of the street to provide additional bicycle and pedestrian accommodations.
2 This alternative is anticipated to have a neutral visual impact along the corridor and a
3 beneficial visual impact in downtown Little Rock with the removal of the circular ramps,
4 potential green space where the Hwy. 10 (Cantrell Rd.) Interchange would be removed.

5 **5.1.4 Visual Impacts from the 8-Lane GP with SPUI Alternative**

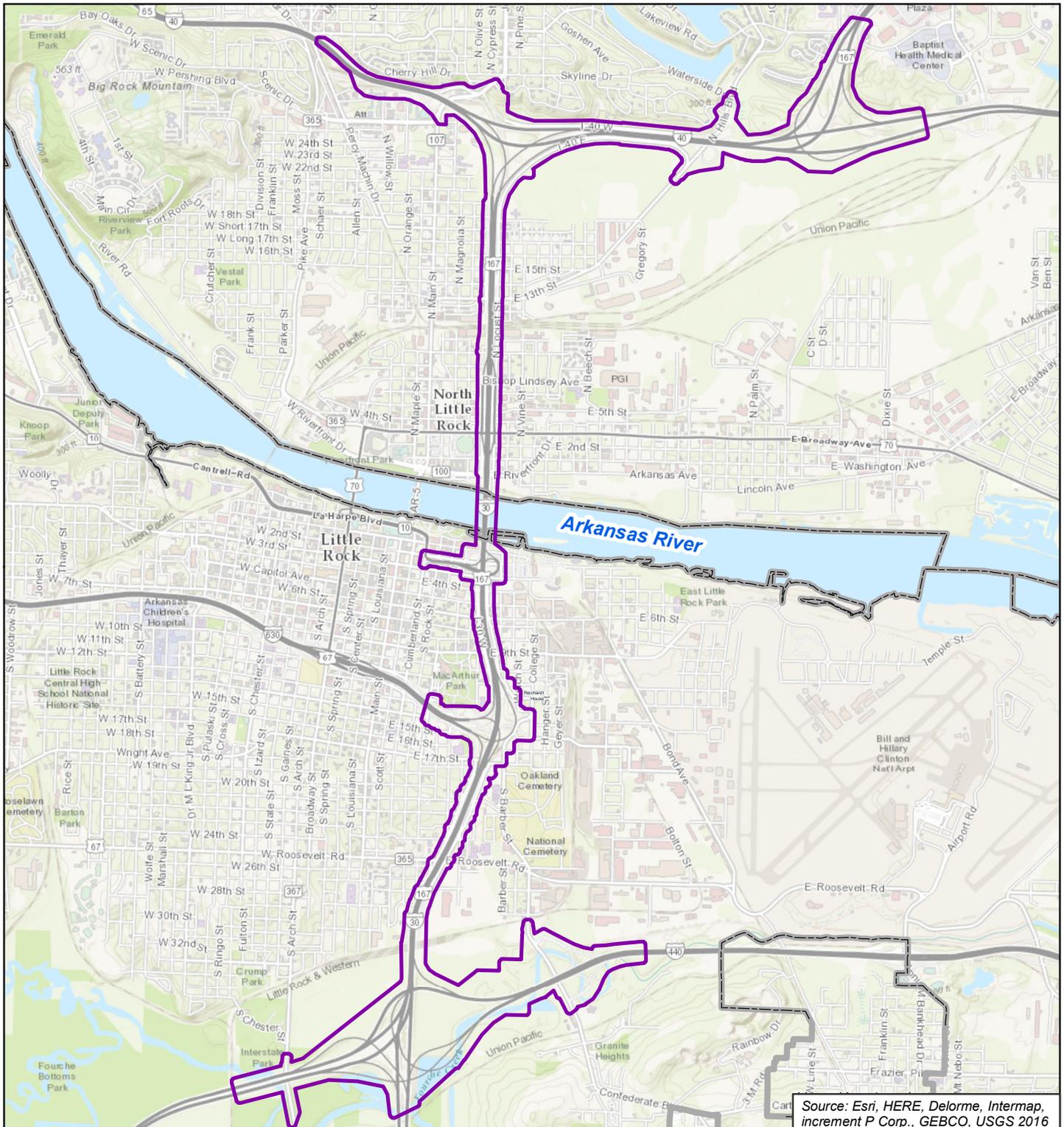
6 The 8-Lane GP with SPUI Alternative would also result in a facility that is wider than the
7 existing corridor, although the additional lanes would serve as additional main lanes and
8 would not be separated. The SPUI would be in the same location as the existing Hwy. 10
9 (Cantrell Rd.) Interchange; however, the existing circular ramps along the east and west
10 sides of I-30 would be removed. The existing east/west ramp terminating at Cumberland
11 St. would be replaced with a similar on-structure ramp. The 8-Lane GP with SPUI
12 Alternative can be built primarily within existing ROW, with minimal additional acquisition
13 necessary from the north side of President Clinton Ave., east side of the existing circular
14 interchange ramps along Collins St. and adjacent to Rector St. between 3rd St. and 6th
15 St. This alternative would utilize, scale, massing and building materials similar to the
16 current facility. This alternative is anticipated to have neutral visual impacts throughout
17 the corridor and beneficial visual impacts in downtown Little Rock at the interchange.
18 Although one east/west ramp would be reconstructed, the removal of the circular ramps
19 and potential green space would open sightlines and help reconnect the urban grid.

20 **5.2 Conclusion**

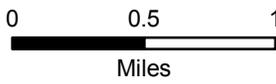
21 The four proposed alternatives for 30 Crossing would result in positive benefits to the
22 communities of Little Rock and North Little Rock with minimal alterations outside of the
23 existing ROW. Furthermore, the alternatives would result in minimal visual changes that
24 would have adverse impacts to the community. The proposed project will improve traffic
25 safety and efficiency for those utilizing the corridor. Potential enhancements including
26 lighting and traffic signals are planned that respond to public input that will benefit corridor
27 neighbors. Permanent visual changes are anticipated in downtown Little Rock with
28 improvements to the Hwy. 10 (Cantrell Rd.) Interchange, but these improvements would
29 be beneficial to the community by improving mobility and opening sightlines and
30 pedestrian and vehicular access through downtown Little Rock. Proposed traffic noise
31 barriers will block views of adjacent cityscapes where the corridor is constructed on-fill;
32 however, they will not dramatically change views toward the corridor, since current views
33 toward the corridor are grassy embankments where the highway is constructed above-
34 grade on-fill or the main lanes where the roadway is at-grade. While proposed traffic noise
35 barriers will create a visual change, their overall mitigation effects to the corridor are
36 anticipated to outweigh the visual impacts, as they will serve to dampen traffic noise. The
37 traffic noise barrier location and noise analysis is further discussed in the **Traffic Noise**
38 **Technical Report**. Mitigation will not be needed for visual changes associated with the
39 Hwy. 10 (Cantrell Rd.) Interchange since it will be visually beneficial. Mitigation for visual
40 changes associated with proposed traffic noise barriers will vary by area.

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ATTACHMENT 1: AREA OF VISUAL EFFECT



Source: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS 2016



Legend

— AVE



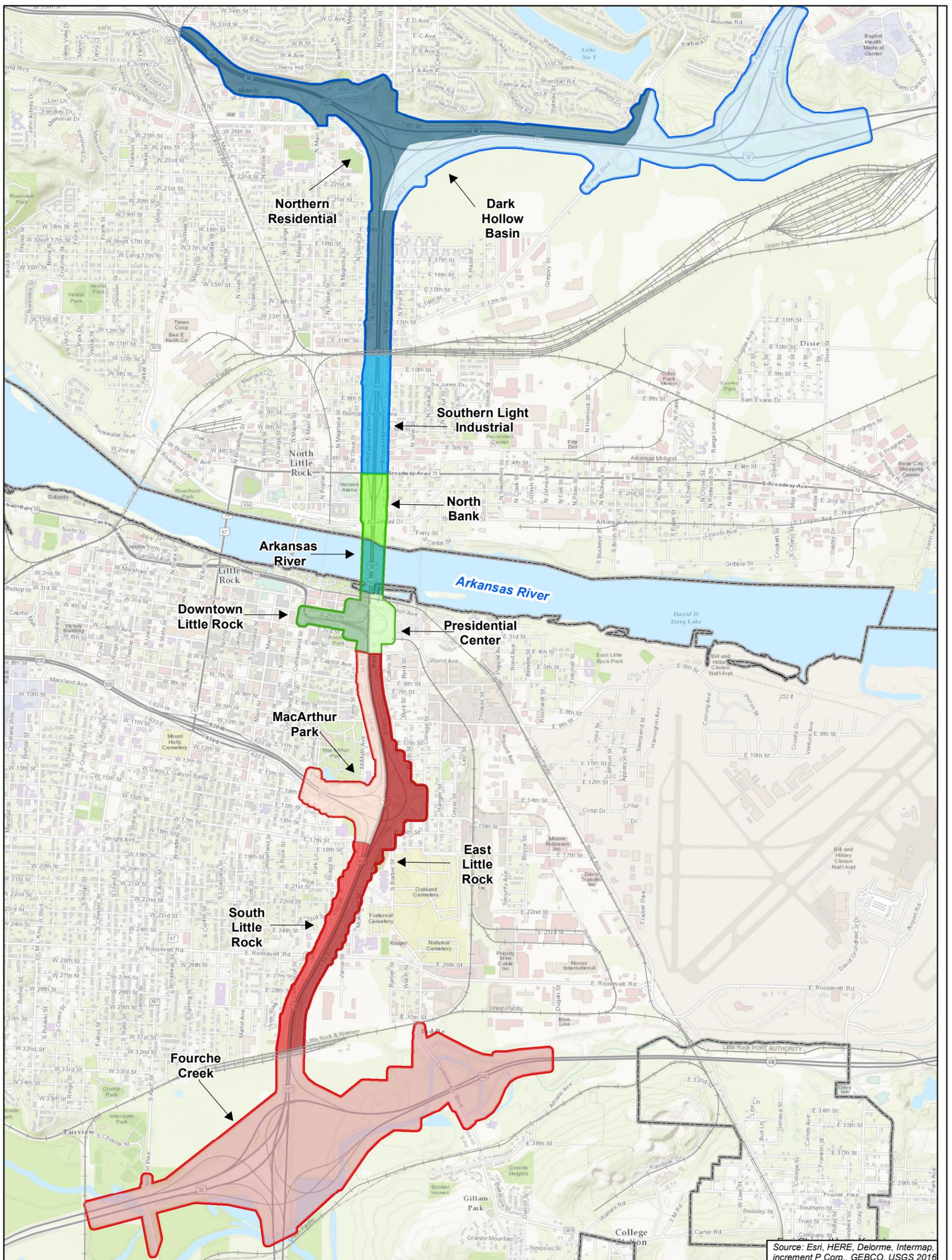
ATTACHMENT 1: AREA OF VISUAL EFFECT

I-30
From I-530 to Hwy. 67
North Little Rock

30 Crossing Project
CA0602

Visual Impacts Assessment
Pulaski County, Arkansas

ATTACHMENT 2: LANDSCAPE UNITS



Source: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS 2016

Legend

- Little Rock Landscape Unit
- Arkansas River Landscape Unit
- North Little Rock Landscape Unit



N

0 0.25 0.5
Miles

ATTACHMENT 2: LANDSCAPE UNITS

I-30
From I-530 to Hwy. 67

30 Crossing Project
CA0602

Visual Impacts Assessment
Pulaski County, Arkansas

ATTACHMENT 3: AREA LANDMARKS

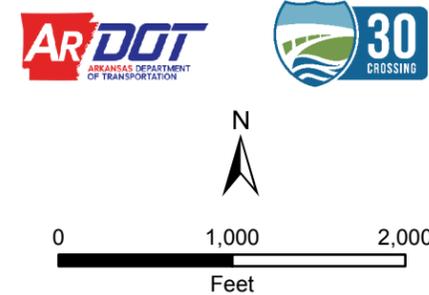
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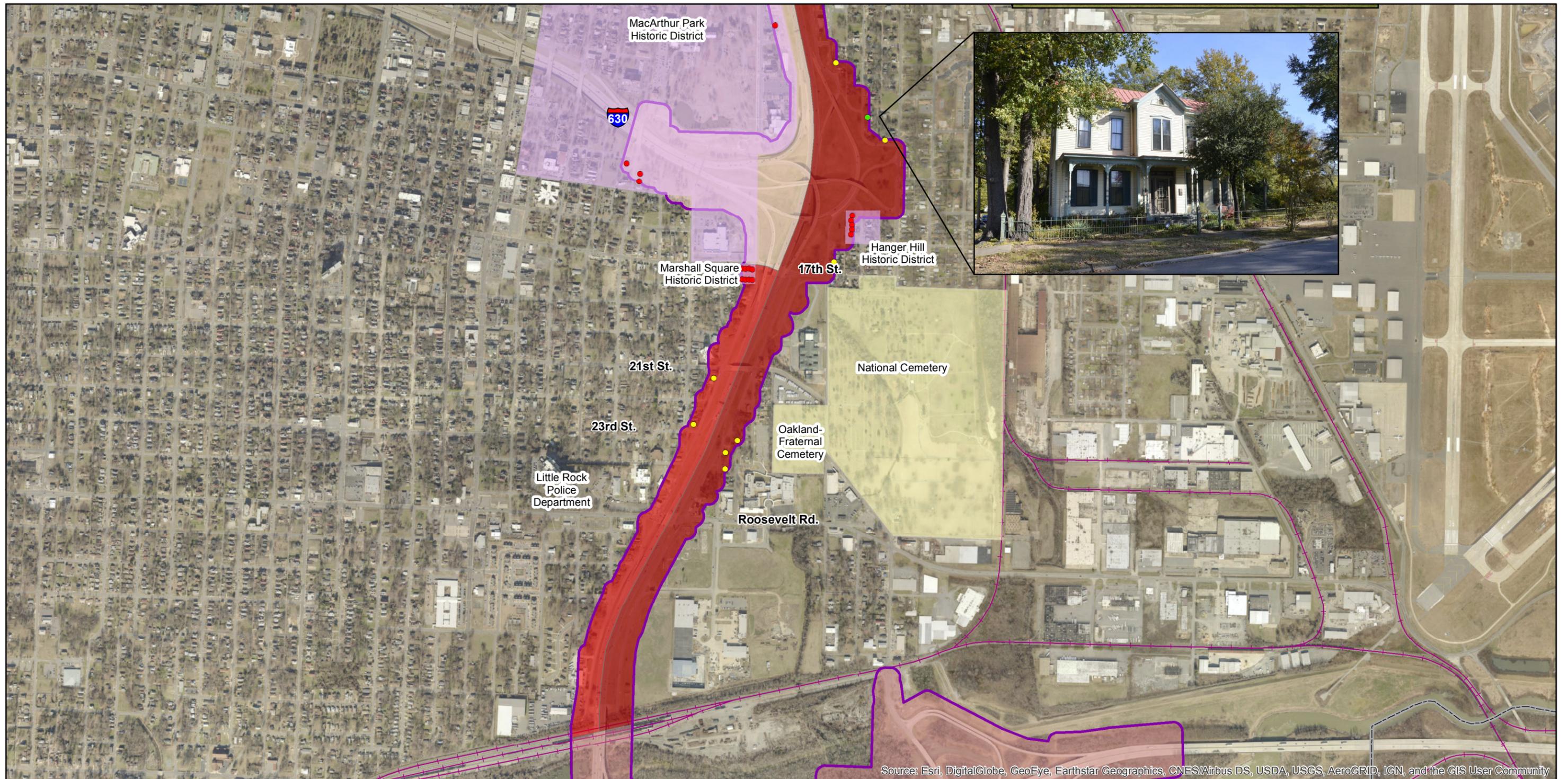
Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

LEGEND

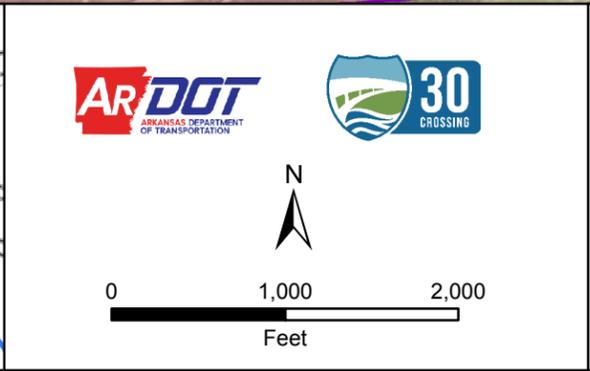
- | | | |
|-------------------------------|-------------------|--------------------------------|
| AVE | Cemetery | Presidential Center |
| Rail Road | East Little Rock | Southern Light Industrial |
| City Limits | South Little Rock | Northern Residential |
| NRHP District | Fourche Creek | Dark Hollow Basin |
| NRHP Eligible | MacArthur Park | Commercial Displacement |
| NRHP Listed | Arkansas River | Residential Displacement |
| Contributing to NRHP District | Downtown | Proposed Traffic Noise Barrier |
| | North Bank | |



ATTACHMENT 3: AREA LANDMARKS
Sheet 1 of 5
 I-30
 From I-530 to Hwy. 67
 30 Crossing Project
 CA0602
 Visual Impacts Assessment
 Pulaski County, Arkansas



LEGEND			
	AVE		Presidential Center
	Rail Road		East Little Rock
	City Limits		South Little Rock
	NRHP District		Northern Residential
	NRHP Eligible		Dark Hollow Basin
	NRHP Listed		Commercial Displacement
	Contributing to NRHP District		Residential Displacement
	Cemetery		Proposed Traffic Noise Barrier
	Fourche Creek		
	MacArthur Park		
	Arkansas River		
	Downtown		
	North Bank		



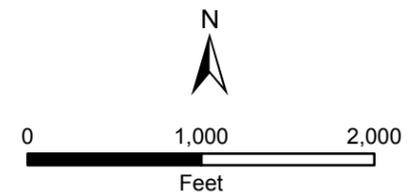
ATTACHMENT 3: AREA LANDMARKS
Sheet 2 of 5
 I-30
 From I-530 to Hwy. 67
 30 Crossing Project
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 Visual Impacts Assessment
 Pulaski County, Arkansas



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

LEGEND

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|-------------------------------|-------------------|--------------------------------|
| AVE | Cemetery | Presidential Center |
| Rail Road | East Little Rock | Southern Light Industrial |
| City Limits | South Little Rock | Northern Residential |
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| | North Bank | |



ATTACHMENT 3: AREA LANDMARKS

Sheet 3 of 5

I-30
From I-530 to Hwy. 67

30 Crossing Project
CA0602

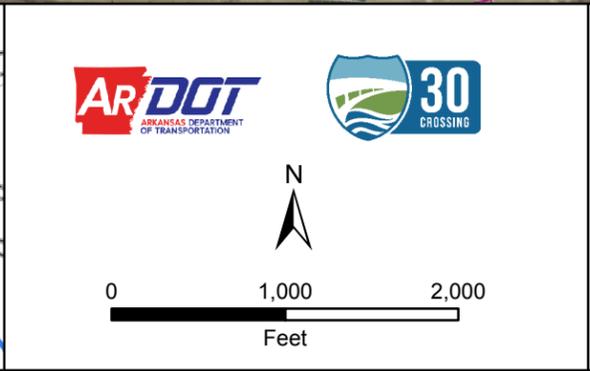
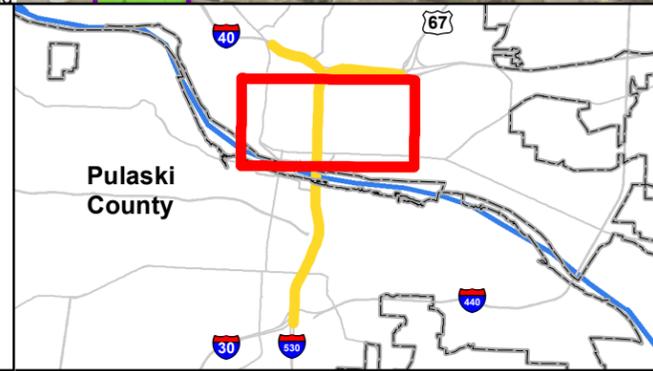
Visual Impacts Assessment

Pulaski County, Arkansas

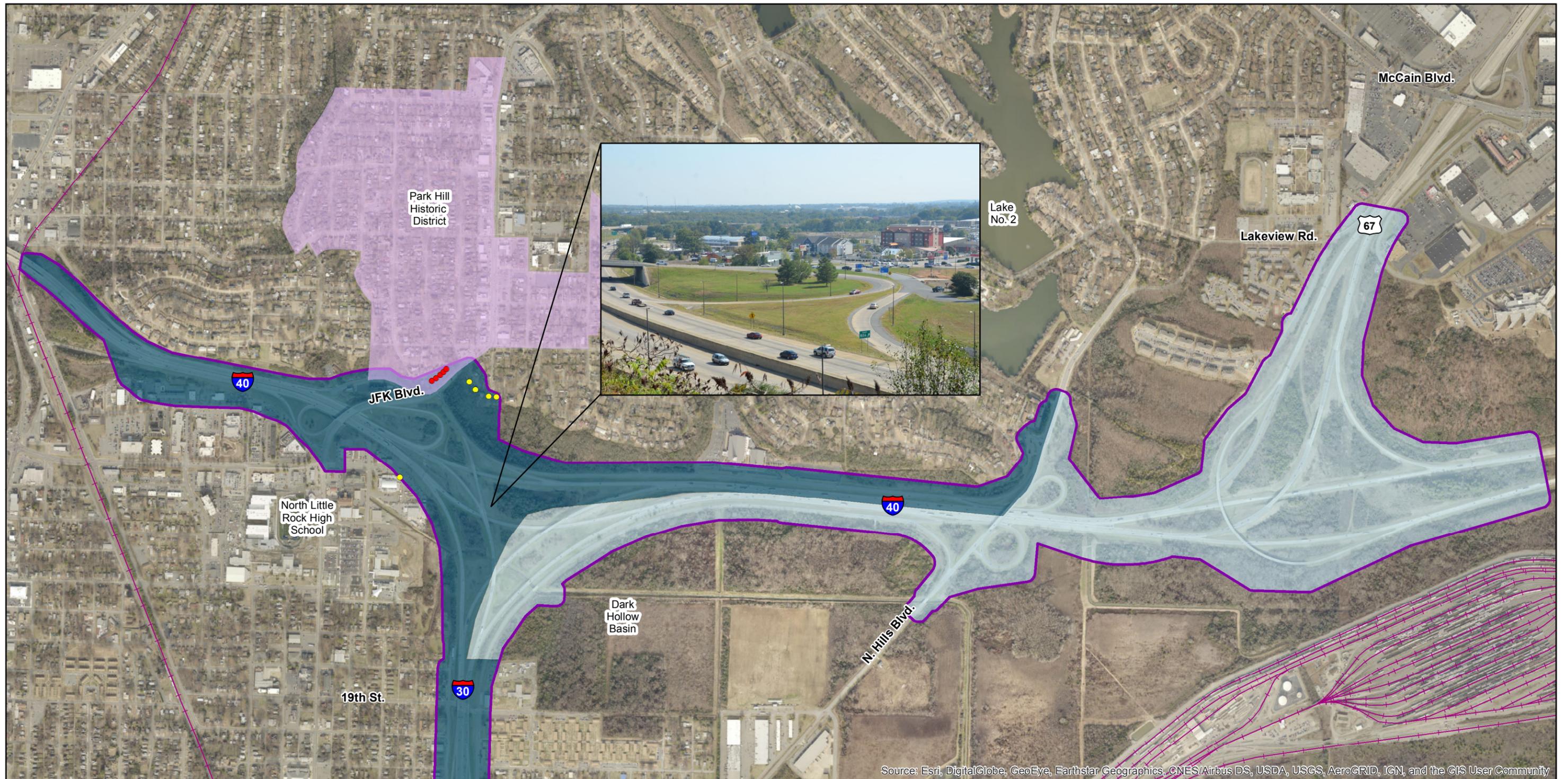


LEGEND

AVE	Cemetery	Presidential Center
Rail Road	East Little Rock	Southern Light Industrial
City Limits	South Little Rock	Northern Residential
NRHP District	Fourche Creek	Dark Hollow Basin
NRHP Eligible	MacArthur Park	Commercial Displacement
NRHP Listed	Arkansas River	Residential Displacement
Contributing to NRHP District	Downtown	Proposed Traffic Noise Barrier
	North Bank	

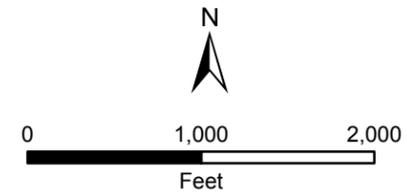


ATTACHMENT 3: AREA LANDMARKS
Sheet 4 of 5
 I-30
 From I-530 to Hwy. 67
 30 Crossing Project
 CA0602
 Visual Impacts Assessment
 Pulaski County, Arkansas



LEGEND

- | | | |
|-------------------------------|-------------------|--------------------------------|
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ATTACHMENT 3: AREA LANDMARKS

Sheet 5 of 5

I-30
From I-530 to Hwy. 67

30 Crossing Project
CA0602

Visual Impacts Assessment

Pulaski County, Arkansas

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ATTACHMENT 4: VISUAL CONDITIONS

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Attachment 4: Visual Conditions

Existing

Proposed



Sixth St. overpass at I-30 facing west. Visual changes include the addition of bicycle lanes, lighting, sidewalk improvements and higher guardrail fencing.



Curtis Sykes Dr. underpass facing west. Visual changes include the addition of bicycle lanes, lighting, sidewalk improvements, turn lanes, traffic signals and improved retaining walls.



Broadway St. overpass at I-30 facing west. Visual changes include the addition of U-turn lanes below I-30, lighting, sidewalk improvements, and lane restriping.

Attachment 4: Visual Conditions Existing



Existing Cantrell Interchange configuration

Proposed



Alternative 1A: 8-Lane GP with SPUI



Alternative 1B: 8-Lane GP with SDI



Alternative 2A: 6-Lane with C/D with SPUI



Alternative 2B: 6-Lane with C/D with SDI

Attachment 4: Visual Conditions
Existing



Existing east/west ramp terminating at Cumberland St.

Proposed



Proposed SPUI interchange looking east from the intersection of Second St. and Cumberland St.



Proposed split diamond interchange looking east from the intersection of Second St. and Cumberland St.

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