

ARKANSAS TIMES Main Street Revival March 28 2013



Project Main Street

1100 to 2500: Sometime in early summer, the city plans to resurface and restripe South Main from I-630 to Roosevelt. The restriping will see the main traffic lanes drop from four to two. One of the old lanes will become a turning lane, and the space the other occupied will be split between two designated bike lanes. The estimated cost is \$460,000. Ninety percent of that will be funded through the Arkansas Highway and Transportation Department's State Aid Street Program. The city will pay for the remaining cost. Ed Sergeant, an architect, conceived Project Main Street, pro bono, after the SoMa group asked him to consider it. Sergeant said that the typical way to make a street more pedestrian friendly involves moving curbs closer to traffic lanes or adding speed tables. Those sorts of measures also cost a lot. Instead, Sergeant drew

