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Downtown Springdale

MASTER PLAN UPDATE

December 2, 2022

Prepared by **H3** Studio

for the

**CITY OF SPRINGDALE &
DOWNTOWN SPRINGDALE ALLIANCE**



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01

**INTRODUCTION &
EXECUTIVE SUMMARY**



2022 Downtown Vision

Downtown Springdale will continue growing as a **vibrant, welcoming, green, and livable downtown**, celebrating local diversity, innovation, and entrepreneurship supported by a strong arts and culture program, all of which improve the quality-of-life, character, economy, and resiliency of downtown.

Introduction

In 2015, Springdale completed and adopted an ambitious, community-based Master Plan for downtown. At that time, Downtown Springdale was standing at a crossroads. It had suffered from past disinvestment, negative perceptions, and had not achieved the level of success that other Northwest Arkansas downtowns were enjoying. However, Downtown Springdale was also experiencing the beginning of a groundswell of grassroots, community-based momentum for change. The Razorback Greenway had recently been completed; construction of Walter Turnbow Park and the daylighting of Spring Creek had just begun; and Tyson Foods was embarking on the rehab of its historic first headquarters and hatchery buildings on Emma Avenue. Additionally, Springdale's Hispanic and Marshallese communities were thriving in downtown, and downtown was beginning to see an influx of new homeowners, particularly young families.

The 2015 Downtown Master Plan (the "Plan") was intended to build on Downtown Springdale's unique character and authenticity to return it to a vibrant center of commerce and creativity—making what was once a forgotten downtown back into the "main street of Northwest Arkansas". Over the past seven (7) years, a total of fifteen (15) private and public implementation projects—specifically called for in the Master Plan and listed on the facing page—have been completed or begun, at a total value of over \$200 million! Collectively, these projects have added over 350 new residential units to Downtown Springdale and over 70,000 square feet of new or rehabbed commercial space, all focused along Emma Avenue. This remarkable success has led the City to revisit the Plan and consider its focus for the next several years.

2015 DOWNTOWN SPRINGDALE URBAN DESIGN PLAN



2015 Downtown Springdale Master Plan Implementation

- ✓ Walter Turnbow Park and Shiloh Square Revitalization
- ✓ Tyson Foods Inc. downtown office development
- ✓ Emma Avenue Streetscapes – Phases 1A, 1B, and 2A
- ✓ Emma Avenue retail revitalization and infill development
- ✓ Maple Avenue reconnection and realignment
- ✓ Adopted Form Based Code and established Springdale Elective Enhancement District (SEED)
- Downtown housing stabilization, improvement, and infill
- Emma Avenue streetscape improvements – Phases 1C and 2B
- Expanded Springdale Municipal Campus
- Spring Creek public space and green infrastructure improvements.
- Shiloh Museum enhancements
- Luther George Park expansion
- Jones Center Campus master plan and enhancements
- 214 Building enhancements and downtown artists housing
- Market Center of the Ozarks
- Park Street realignment and intersection improvements (Park Street / Berry Street @ East Emma Avenue and Park Street @ Powell Street)
- Expanded public space and plaza (South of Emma Avenue along the razorback greenway)
- Northwest Medical Center campus enhancements
 - Berry Street mixed-use office redevelopment
 - U.S. 71B / Thompson Street mixed-use office development and downtown hotel
 - Parkside housing development
 - Neighborhood housing improvement, redevelopment, and infrastructure improvements (with the Springdale Housing Authority)

Project Objective

This Downtown Master Plan Update (the “Update”) will continue to serve as the roadmap for the revitalization of Downtown Springdale, building on the current Plan’s implementation success. Successful downtowns must maintain a vibrant mix of residential, retail, commercial, dining, entertainment, medical, and public uses, positioned in a safe, vibrant, and walkable environment. The 2015 Plan focused on the core of Emma Avenue, from Shiloh Street to Berry Street, to revitalize this area as a functional and vibrant downtown “main street”. Based on investments since 2015 and the survey of downtown residents and visitors, this strategy has been successful and Emma Avenue is functioning as a downtown “main street” once again.

This update builds upon the initiatives successfully completed or underway from the Plan. These include: the completion of Walter Turnbow Park; the new Springdale Municipal Campus; five (5) commercial or mixed-use development projects, including 202 East Emma, Via Emma, Little Emma, Big Emma, and the First Security Bank Building; the Luther George Park Master Plan; a Downtown Springdale trailhead and enhancements to the Razorback Greenway; Emma Avenue streetscape improvements; the Jones Center Campus Master Plan; planned improvements to the Creative Arkansas Community Exchange & Hub (CACHE) 214 Building (214 by CACHE; the former Arts Center of the Ozarks); property acquisition by the Shiloh Museum of Ozark History; and renovation of the historic Tyson headquarters and hatchery building by Tyson Foods. From this core of downtown revitalization, significant opportunities exist to expand this momentum outward; attract new business, arts, and cultural amenities; address emerging and future parking and infrastructure needs; develop new housing for Springdale’s diverse communities; and continue to enhance the unique character and environment of Downtown Springdale.

The planning process for Downtown Springdale is structured to achieve the following overall objectives:

- » **CONTINUE TO BUILD FROM STRENGTH** by capitalizing on existing downtown assets—ongoing Emma Avenue revitalization, 214 by CACHE (formerly Arts Center of the Ozarks), Luther George Park, Jones Center Campus, schools, downtown housing, Walter Turnbow Park, Razorback Greenway, Spring Creek, the Downtown Springdale Alliance’s (DSA’s) annual event calendar, and more—to continue to maximize the positive impact of the Plan and facilitate its implementation.
- » **PLAN FOR COMPLETE COMMUNITIES** that are vibrant, comprehensively sustainable, build social capital, and provide equitable opportunities—including diverse and accessible housing opportunities—for all of Springdale’s diverse cultural communities.
- » **LEVERAGE PUBLIC IMPROVEMENTS** and the investment of public dollars in a way attracts and facilitates private developers; clears the path for additional private investments; and maximizes the collective impact of these investments.
- » **PROVIDE VISIONARY, SPECIFIC, AND IMPLEMENTABLE SOLUTIONS** that are market-based, community-supported, and position Downtown Springdale for continued success.

Specifically, the Update continues to strengthen the core of Downtown Springdale, while expanding impact and focus of implementation activities west along Emma Avenue to U.S. 71B / Thompson Street, and to enhance the strength and identity of downtown’s edges along U.S. 71B / Thompson Street, Huntsville Avenue, Arkansas Highway 265 / Old Missouri Road, and U.S. 412 / Sunset Avenue. The Plan Update leverages the ongoing projects for the Jones Center Campus, Market Center of the Ozarks, and Luther George Park, as well as the adjacent institutions of Parsons Stadium, Northwest Technical Institute, Springdale High School, Murphy Park, and the Springdale Public Library. Additionally, the Plan Update seeks to facilitate housing production and preservation throughout downtown and in the neighborhoods north and south of the 2015 Plan Boundary (parts of which are in the Springdale Elective Enhancement District [SEED]), with a focus on maintaining and enhancing diverse and accessible housing opportunities.

The Update is structured around thirteen (13) *Design and Development Principles*, which are summarized below:

1. Position and Market Downtown Springdale as a **local and regional destination**.
2. Develop a “**main street**” **sub-district** along Emma Avenue from Commercial Street to U.S. 71B / Thompson Street.
3. Create a **mixed-use innovation sub-district** fronting Huntsville Avenue from Hewitt Street to Ruby Street.
4. Build a signature landscaped frontage for **the municipal and civic sub-district** along Huntsville Avenue.
5. Retain and grow the **educational, health, and community service institutions**.
6. Foster a vibrant downtown **arts and culture program amplified by the Arts District and local arts organizations**.
7. Develop the full range of housing types for the provision of **diverse housing to create a mixed-income neighborhood**.
8. Provide an interconnected system of high-quality, well maintained, safe and vibrant **streets, public spaces, parks, and greenways**.
9. Create a multi-modal **access, circulation, and parking** system.
10. Expand downtown and connect to key **adjacent public amenities and employment centers** using the Springdale Elective Enhancement District (SEED).
11. Implement **targeted economic, business, and social impact programs** to support residents, businesses, and property owners.
12. Expand the partnering impact of **the City, the Downtown Springdale Alliance, the Chamber of Commerce**, and other community focused organizations.
13. Support cultural entrepreneurship to create a **welcoming, authentic, and shared opportunity** for all of Springdale’s diverse communities.

ENGAGEMENT

Focus Group Work Sessions

March 30 through April 1, 2022

Public Meetings, Round #1 & Community Kick-Off

March 30-31, 2022

214 Building

Jones Center Campus

Focus Group Follow-Up Work Sessions

May 5-6, 2022

May 17-20, 2022

Public Meetings, Round #2 & Community Kick-Off

May 18-19, 2022

214 Building

Jones Center Campus

City Council & Planning Commission Framework Plan Presentation

May 17, 2022

Springdale Municipal Campus

City Council & Planning Commission Draft Plan Presentation

October 17, 2022

Springdale Municipal Campus



Creating the Plan

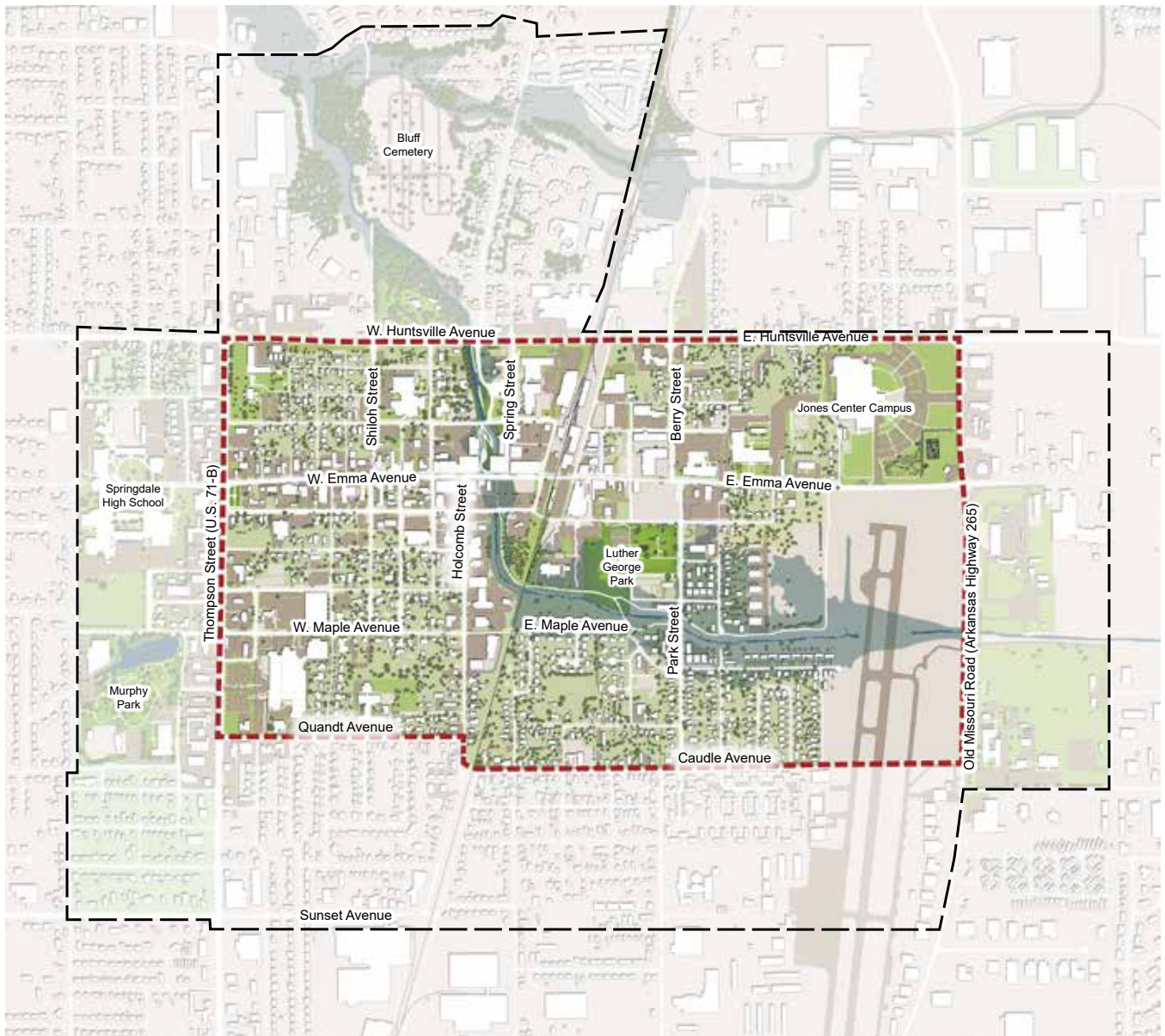
This Update is the product of a robust and comprehensive public outreach and engagement process, conducted over the course of 12 months. This process was designed to effectively access and utilize the knowledge and expertise of Downtown Springdale residents and stakeholders to create an updated vision for an authentic, vibrant, and holistically-sustainable downtown. In addition to ongoing, issue-based meetings and community outreach, the Update utilized five (5) key engagement initiatives.

- » **Community & Business Owners' Surveys:** At the outset of the process, the DSA launched three (3) separate surveys—a downtown resident survey, a downtown visitor intercept survey, and a downtown business owners' survey. These surveys were presented online in English, Spanish, and Marshallese. In addition, the downtown visitor intercept survey was administered by DSA staff at downtown events between Thanksgiving and Christmas of 2021. In total, over 1,200 Springdale residents and regional visitors responded to the survey, representing seven (7) ethnic backgrounds and 11 age groups.
- » **Master Plan Advisory Committee:** A ten-member Advisory Committee representing various downtown stakeholder groups, the Master Plan Advisory Committee met three (3) times throughout the planning process to provide targeted feedback and direction.

- » **Stakeholder Focus Group Workshops:** Seven (7) initial stakeholder Focus Group Workshops were conducted to get input on the success of the Plan and current issues and opportunities facing downtown, followed by five (5) follow-up meetings to review emerging recommendations of the Plan Update. These meetings were collectively attended by over 35 individual stakeholders.
- » **Community Planning Charrette:** The Project Team conducted two (2) rounds of four (4) public planning workshop, two each at the 214 Building and the Jones Center Campus, in which approximately 195 individuals participated.
- » **Elected & Appointed Officials:** The Project Team conducted two (2) rounds of briefing and review sessions with both the Planning & Zoning Commissioners and City Council members.

Over 1,300 downtown residents, stakeholders, and visitors participated in this process, through which the Update was created. This Plan represents the Springdale community's consensus vision for Downtown Springdale!

Over **1,300** downtown residents and stakeholders have engaged in the planning process, with over **1,480 unique points of contact!**



BASE MAP OF STUDY AREA

- Downtown Master Plan Area Boundary**
 - U.S. 71B / Thompson Street to the west
 - Quandt Avenue to Holcomb Street to Caudle Avenue to the south
 - Arkansas Highway 265 / Old Missouri Road to the east
 - Huntsville Avenue to the north

- Expanded Downtown Study Area Boundary**

This map represents the existing conditions of the Downtown Springdale Study Area.



FRAMEWORK PLAN PUBLIC WORKSHOP

Structure of the Plan

The Update is organized into the following key sections:

1. **Introduction & Executive Summary:** This section describes the objective of the Update and provides an overview of the planning process, existing conditions, and the Plan Update's key priorities and principles. (Pages 5-15.)
2. **Revitalization Framework & Urban Design Plan:** The *Revitalization Framework Plan* provides the geographic framework to guide ongoing and future revitalization efforts within the downtown area. It consists of thirteen (13) Design and Development Principles, which describe specific development strategies and activities. The Design and Development Principles also outline recommendations for the variety of downtown systems that make up the social, cultural, and operational fabric of the community, which facilitate and promote the sustainable reinvestment and health of Downtown Springdale.

The Urban Design Plan illustrates the specific proposals of the Design and Development Principles and Framework Plan. In addition, it provides Detail Area Plans and options for key development initiatives. (Refer to pages 17-77.)

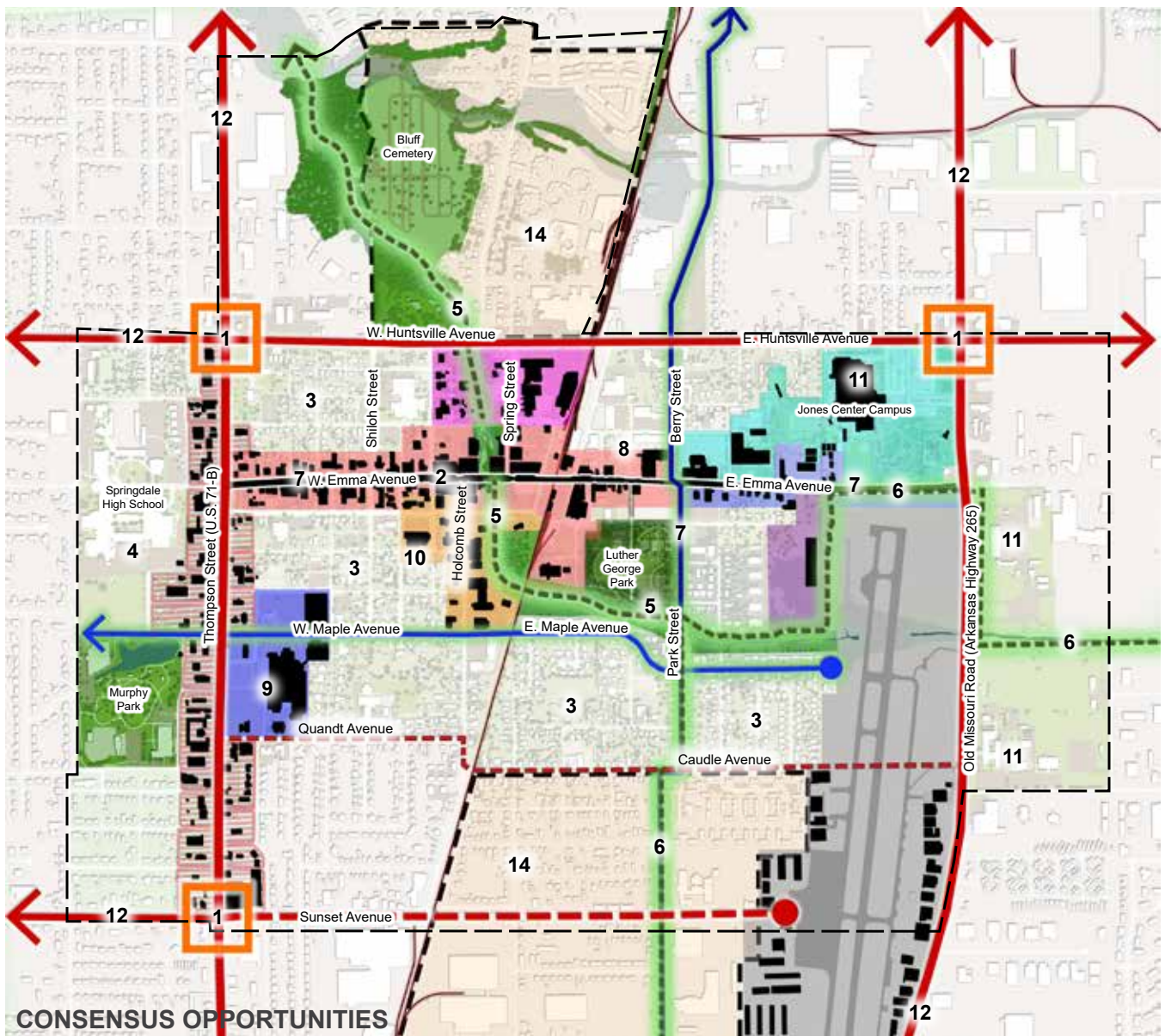
3. **Implementation Plan:** The *Implementation Plan* provides recommended implementation phasing, describes key *Early Action Items* to be completed in the next six (6) to twelve (12) months, and summarizes the various project initiatives in a comprehensive *Implementation Phasing* strategy. (Refer to pages 79-85.)

This structure results in a Master Plan Update that is visionary, concise, and clearly outlines Springdale's goals and aspirations for the future of downtown. The Implementation Plan describes, in detail, the tools and activities that will help to make this vision a reality.

Consensus Opportunities

Over the course of engaging the Downtown Springdale community, H3 Studio compiled a list of key issues facing downtown. Draft issues were first identified through the stakeholder focus group work sessions. These issues were then reviewed, revised, and added to by the community-at-large during public meetings.

The Consensus Issues identified with the community are presented on the facing page. These issues, supported by the study area analysis, form the basis of the Community Vision and the Design & Development Principles, presented in the following section.



CONSENSUS OPPORTUNITIES

1. Capitalize on Downtown Springdale’s central location in the Northwest Arkansas Region.
2. Continue improving the amenities, visual character, and vibrancy of Emma Avenue.
3. Improve the quality, safety, and affordability of housing along Emma Avenue and downtown residential areas.
4. Reconnect institutions west of Downtown Springdale, including Murphy Park and Springdale High School, to downtown.
5. Enhance the amenities along Emma Avenue and the Razorback Greenway.
6. Continue to expand the trail and greenway systems including the Razorback Greenway, Shiloh Trail, Dean’s Trail, and Pride of Springdale Trail.
7. Increase the safety and continuity of sidewalks and bike paths between the neighborhoods and Emma Avenue, and recreational amenities like the Jones Center Campus and Luther George Park.
8. Build upon Tyson’s success and increase the access and quality of tech industry and workforce training opportunities.
9. Continue enhancing the impact and services of the Northwest Medical Center and Community Clinic in downtown.
10. Build upon the initiatives of the 214 Building to leverage arts and culture to create niche artist incubation opportunities.
11. Expand programs and events at institutions like the Jones Center Campus, Parsons Stadium, and Northwest Technical Institute.
12. Expand regional public transportation routes and micro mobility systems into Downtown Springdale.
13. Regionally market the events and successes of Downtown Springdale.
14. Enhance the Springdale Elective Enhancement District (SEED) to expand the economic development and growth of the downtown area.

Market Assessment Update

As originally presented in the 2015 Plan, the Downtown Springdale Market Assessment examines study area, city and metropolitan statistical area (MSA) demographic characteristics and trends, retail supply and demand, employment and projections for the metropolitan statistical area, and an estimate of potential space needs for commercial and retail land uses in a five-year time frame.

During the recovery from the 2008 economic downturn—as well as the more recent recovery from the COVID-19 pandemic of 2020 and 2021, Springdale has been competing to create the environment and conditions that will enable them to capture the population of the next 30 years. In large part, that population is dominated by two groups: millennials and seniors. The strategy for positioning to capture these future population groups is based upon lifestyle desires for the millennials, and need on the part of seniors. Both groups are looking for similar characteristics. According to research by RCLCO and Kiplinger, 88% of millennials want:

- **Walkable, bikable neighborhoods and streets**
- **Amenities and work within walking radius**
- **Smaller houses or smaller units at lower cost**
- **An urban street environment**
- **Access to transit**
- **Access to nature and recreation**
- **Strong sense of community**

Meanwhile, seniors want the following:

- **The ability to do without a car**
- **The ability to age in place in their home or neighborhood**
- **Smaller housing to replace larger units**
- **The ability to close the door and go**
- **Services within walking distance**
- **Access to all modes of mobility**
- **Access to nature and recreation**
- **A strong sense of community**

The overlap between these groups indicates a strong market in the future for neighborhoods with the following attributes: retail and services; employment space; supportive of all forms of mobility; a mix of units that includes smaller units and rentals as well as for-sale units; and a sense of genuine community identity and authenticity.

Downtown Springdale has long-possessed many of the building blocks necessary for success, and the investments in mixed-use development, community amenities, and the production of downtown housing over the past seven (7) years has proven this point.

The Plan began the process of creating and enhancing downtown as both a community and regional destination. The purpose of this update is to continue that work, of making the vision for Downtown Springdale a reality. As such, placemaking becomes an economic development tool to attract future residents who will balance the mix of incomes downtown, increase the labor force and make downtown a destination also for future employers and businesses.

DEMOGRAPHIC TRENDS

The Center for Business and Economic Research (CBER) at the University of Arkansas regularly issues population projections for counties and metropolitan statistical areas in Arkansas. Compared to the baseline projections presented in the 2015 Plan, actual growth for the region has been slightly less than projected ($\pm 492,000$ actual versus $\pm 510,000$ projected). However, this growth rate is in line with the CBER's current 2030 and 2040 projections for the Benton County / Washington County region of $\pm 648,000$ and $\pm 802,000$, respectively.

Utilizing current 2020 Census data and U.S. Census American Community Survey (ACS) estimates from 2015 and 2021 shows whether Springdale and the region are on track with these projections. Springdale has gained over 12,000 new residents (87,255 population), for a total growth rate of 16.2% (2.7% per annum). This is the second-fastest growth rate in NWA and above the regional average of 12.6%. Bentonville has grown the fastest, at nearly 30% growth in 5 years. Springdale remains the second-largest city by population in NWA by a comfortable margin, and the City's growth is more than four times the national growth rate from 2015 to 2020 of 3.2%. The CBER projections cited earlier require a regional average growth rate, per annum, of 2.1%. The observed growth rate since 2015 is 2.5% per annum, almost 25% higher than projected!

The 2015 Plan—using CBER projections for that time—estimated that Springdale would grow to between $\pm 88,000$ to $\pm 94,000$ residents by 2030. Today, these

projections have increased to $\pm 123,000$ by 2030 and $\pm 155,000$ by 2040. This growth rate would require a per annum average growth of between 4.3% and 4.5%. This is about one-and-a-half times Springdale's growth trend over the past seven (7) years, but well within the regional average. But, using Springdale's recent growth trend, the City is on-track to reach about 106,000 people by 2030. At current estimates of household size, this would equate to a need for between $\pm 5,000$ and $\pm 7,000$ units of housing to accommodate growth.

For the purposes of downtown revitalization, these estimates offer scope for planning more intensive residential use in downtown that could support amenities and services not currently there. Adding 2,000 units to the downtown area is not out of the question and would change the prospects for retail and services, dramatically enabling, for instance, a high-quality grocery of medium size. To date, approximately 370 new housing units have been built or are in the process of being built downtown. This is less than rate needed to achieve 2,000 new units by 2030, indicating that downtown is not being as competitive as it could be in attracting City-wide new housing development. However, it does demonstrate that the market for downtown housing has significantly improved in the past seven (7) years. Furthermore, it indicates a potential market that can be capitalized upon to help the City as a whole attract its fair share of regional growth.

DEMOGRAPHIC & HOUSING CHARACTERISTIC CHANGES

A significant challenge facing the NWA region is housing affordability. While Springdale remains the second-lowest income City in NWA (ahead only of Fayetteville) with the lowest median housing values, both of these characteristics have changed significantly since 2015.

Compared to the 2015 median household income of \$42,319, Springdale's median household income has increased 22.6% to \$51,868. While higher than only Fayetteville's and lower than the national median income, Springdale's growth in median household income is the second-highest in the region and is over 10% higher than both the region's and the nation's growth, which are virtually the same.

Springdale has seen a 20.7% growth (from \$137,600 to \$166,100) in median housing value which—although it is the lowest growth rate in NWA (compared to 41.7% in Bentonville, 31% in Fayetteville, and 26.5% in Rogers)—it is over 23% higher than the national increase in median home value over the same period.

The City of Springdale and downtown residents and stakeholder have expressed valid concerns about skyrocketing housing costs in the region as a whole. In order to ensure equitable housing opportunities and the creation of social capital for all of Springdale's diverse populations, maintaining diverse and accessible housing opportunities is critical to successful, continued revitalization of downtown.

Conclusion

The Downtown Springdale Market Assessment Update supports several key conclusions, which the Update has been developed to address:

- **There is sufficient demand from growth in population, income and employment to fuel increased retail services, increased employment space and increased housing infill in downtown Springdale.**
- **Opportunities for housing are not limited to current income demographics in downtown.**
- **There will be demand for housing for seniors, empty nesters and young households if downtown can develop appropriate housing coupled with amenities that drive a downtown lifestyle.**
- **Creating an attractive center with the critical mass to operate as a destination is possible given demand.**
- **Given long-term projections, planning for downtown to act as a destination to receive future households may accelerate the pace of change downtown.**

Capitalizing on these opportunities with effective infrastructure investments, physical development, supportive programming, policies, and operations is key to the continued, sustainable, long-term revitalization of Downtown Springdale.

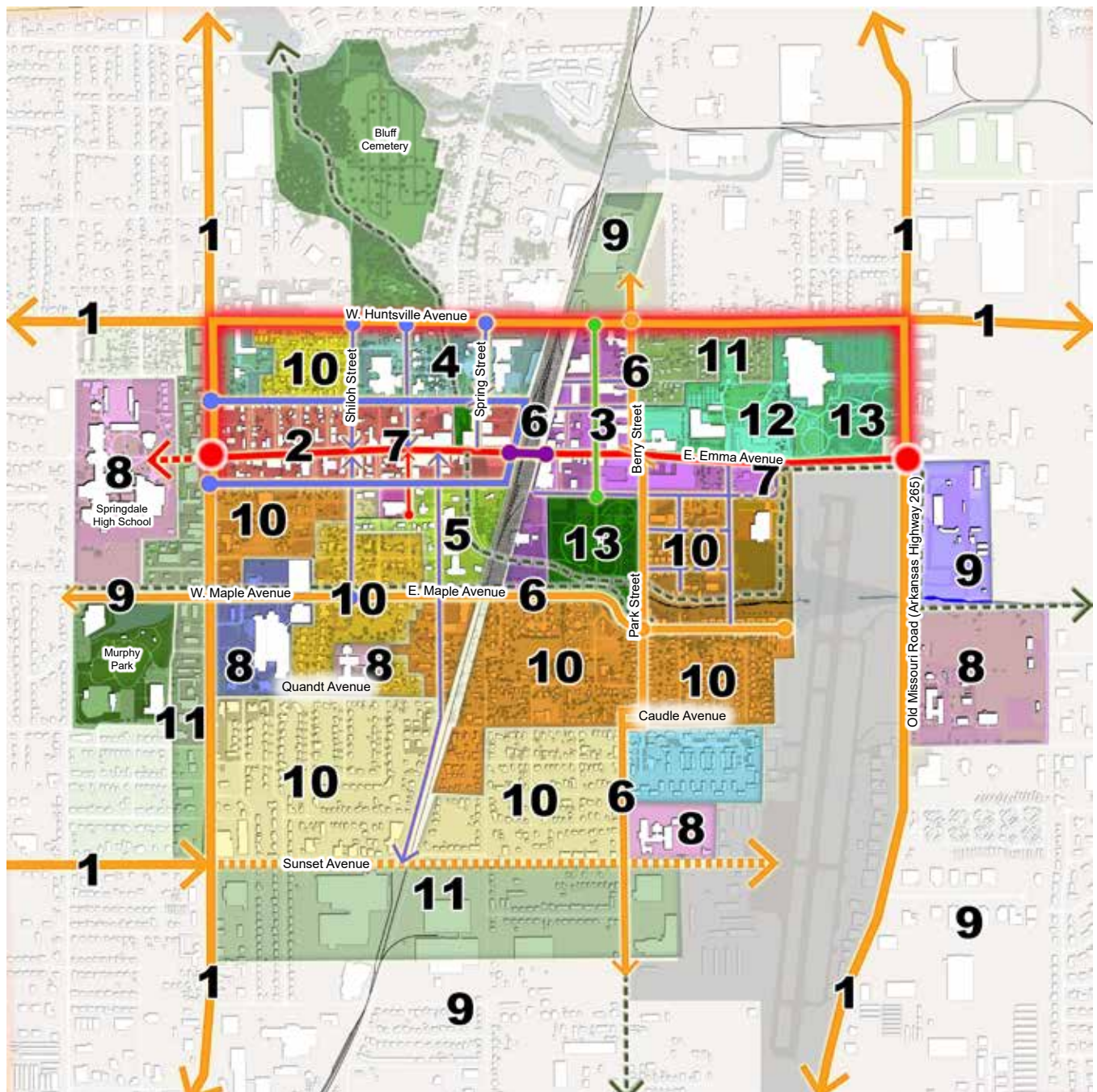




02

REVITALIZATION FRAMEWORK & URBAN DESIGN PLAN

The Downtown Springdale Master Plan Update articulates the community's vision for the future of Downtown Springdale and provides a variety of tools, programming and policy recommendations, and physical development initiatives to achieve this vision. The Design & Development Principles, Revitalization Framework Plan, and Urban Design Plan presented in this chapter illustrate the “place-based” physical and geographic recommendations of the Master Plan. These recommendations build upon Downtown Springdale's success over the past seven years and will continue to transform Downtown Springdale into the vibrant, regional downtown that it once was and is once again becoming.



DOWNTOWN SPRINGDALE REVITALIZATION FRAMEWORK PLAN

Downtown Revitalization Framework Plan

The Downtown Revitalization Framework Plan is the physical realization of Springdale’s Vision for the future. The Plan describes the place-based initiatives that will work to achieve that Community Vision, and provides the geographic framework to guide ongoing and future revitalization efforts within the downtown area. The Downtown Revitalization Framework addresses the priority issues identified by the community, to ensure that future revitalization investments are made in a co-

ordinated way that fulfills the Vision of the downtown’s residents, businesses, and stakeholders.

The Downtown Revitalization Framework comprise thirteen (13) Revitalization Principles, which consist of specific development strategies and implementation activities (the “Plan Recommendations”). These Revitalization Principles are presented in detail on the following pages.

Design & Development Principles

1. Position and Market Downtown Springdale as a **LOCAL AND REGIONAL DESTINATION**.

2. Develop a **“MAIN STREET” SUB-DISTRICT** along Emma Avenue from Commercial Street to U.S. 71B / Thompson Street.

3. Create a **MIXED-USE INNOVATION SUB-DISTRICT** fronting Huntsville Avenue from Hewitt Street to Ruby Street.

4. Build a signature landscaped frontage for **THE MUNICIPAL AND CIVIC SUB-DISTRICT** along Huntsville Avenue.

5. Retain and grow the **EDUCATIONAL, HEALTH, AND COMMUNITY SERVICE INSTITUTIONS**.

6. Foster a vibrant downtown **ARTS & CULTURE PROGRAM AMPLIFIED BY THE ARTS DISTRICT AND LOCAL ARTS ORGANIZATIONS**.

7. Develop the full range of housing types for the provision of **DIVERSE HOUSING TO CREATE A MIXED-INCOME NEIGHBORHOOD**.

8. Provide an interconnected system of high-quality, well maintained, safe and vibrant **STREETS, PUBLIC SPACES, PARKS, AND GREENWAYS**.

9. Create a **MULTI-MODAL DOWNTOWN ACCESS, CIRCULATION, AND PARKING** system.

10. Expand downtown and connect to key **ADJACENT PUBLIC AMENITIES AND EMPLOYMENT CENTERS** using the Springdale Elective Enhancement District (SEED).

11. Implement **TARGETED ECONOMIC, BUSINESS, AND SOCIAL IMPACT PROGRAMS** to support residents, businesses, and property owners.

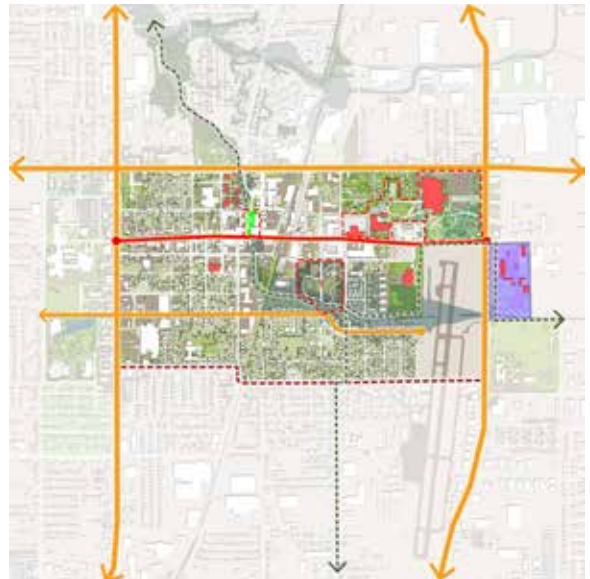
12. Expand the **PARTNERING IMPACT OF THE CITY, THE DOWNTOWN SPRINGDALE ALLIANCE, THE CHAMBER OF COMMERCE**, and other community focused organizations.

13. Support cultural entrepreneurship to create a **WELCOMING, AUTHENTIC, AND SHARED OPPORTUNITY** for all of Springdale’s diverse communities.

Design & Development Principle 1:

LET'S POSITION AND MARKET DOWNTOWN SPRINGDALE AS A **LOCAL AND REGIONAL DESTINATION.**

Since 2015, Downtown Springdale has enjoyed significant redevelopment, revitalization, and activity. What was once the region's "forgotten" downtown is now growing into a destination with a unique identity and character. Moving forward, Downtown Springdale's identity must continue to be strengthened and refined, and the City must market downtown as the premier multi-cultural arts, crafts, and food destination in NWA.



Plan Recommendations

- » Revise Downtown Springdale's regional brand identity based upon the Update's vision statement and downtown's unique history; character; diversity of people; current developments; and the evolution of adjacent neighborhoods.
- » Market Downtown Springdale's central location in the fast-growing Northwest Arkansas region to attract businesses and residents aligned with Springdale's downtown niche market opportunity for creatives, with 18-hour | 6-day-a-week, high-amenity downtown community living, and as the place for family and community gathering.
- » Strengthen Downtown Springdale's community and economic development role and participation in growing the city-wide and regional economic opportunity and initiatives.
- » Determine downtown's desired business mix—retaining and building upon current businesses and identifying new business clusters and niche market opportunities for continued growth—and achieve this mix through active recruiting, business development, and support.
- » Continue to build Downtown Springdale as an important regional hub in the region's arts, culture, and recreational ecosystem.
- » Create an on-going regional, integrated multi-lingual social media presence.
- » Provide enhanced wayfinding to downtown from each of Springdale's major entrances from the regional transportation network, including Arkansas Highway 264 / West Monroe Avenue, Arkansas Highway 265 / Old Missouri Road, U.S. 71B / Thompson Street, Elm Springs Road, U.S. 412 / Sunset Avenue; and Don Tyson Parkway.

Design & Development Principle 2:

LET'S DEVELOP A **“MAIN STREET”** **SUB-DISTRICT** ALONG EMMA AVENUE FROM COMMERCIAL STREET TO U.S. 71B / THOMPSON STREET.

Under the guidance of the Master Plan, Emma Avenue has experienced significant reinvestment in new development, including rehabilitation of historic buildings, new housing, and destination businesses, restaurants, and drinking establishments. The core of Emma Avenue, functioning as downtown’s “main street” should be expanded to the east and west, from Commercial Street all the way to U.S. 71B / Thompson Street.



Plan Recommendations

- » Extend the recently-completed street, sidewalk, lighting, landscaping, and outdoor improvements on Emma Avenue from Shiloh Street west to U.S. 71B / Thompson Street.
- » Ensure a high-quality, walkable, and pedestrian friendly environment with minimal curb cuts on Emma Avenue.
- » Intensify, diversify, and activate the Emma Avenue's streetscape with ground floor primary retail; dining and entertainment venues; outdoor seating; public amenities and gathering spaces; micro-retailing with pop-up stores; and food truck designated parking.
- » Encourage Emma Avenue businesses to provide a digitally-first customer experience; maintain storefront displays that highlight their interiors; and to remain open at night and light their storefront displays on all evenings.
- » Connect all anchor developments along and adjacent to Emma Avenue inclusive of: Springdale High School; Springdale Public Library; Shiloh Museum of History; 214 by CACHE; Shiloh Square and the Razorback Greenway; and the railroad station.
- » Provide secondary circulation to the "main street" section of Emma Avenue using Johnson Avenue, Commercial, Street and Meadow Avenue. Implement planned streetscape and parking improvements as well as a coordinated curbside goods pick-up system and pick-up/drop-off points for micro- and shared mobility. This secondary circulation permits Emma Avenue to be temporary closed for special events and farmers' markets.
- » Strengthen West Johnson, West Meadow, and Maple Avenues as entrances to downtown from U.S. 71B / Thompson Street and Shiloh Street, Main Street, and Spring Street as entrances to downtown from Huntsville Avenue.
- » Support new mixed-use buildings and/or the redevelopment of existing buildings along Emma Avenue with live/work above and active primary retail ground floor uses that promote a vibrant pedestrian environment. Primary retail includes restaurants and catering establishments, bars and brew pubs, art and craft studios, boutique retailers, wineries, and other similar uses.
- » Consider providing designated areas for sidewalk pop-stores, public art, impromptu performance areas, seating and game areas, bike racks, and food truck parking spaces with the necessary supporting electrical infrastructure within the public realm along Emma Avenue and in Walter Turnbow Park.
- » Support new mixed-use buildings and/or redevelopment of existing buildings along Johnson and Meadow Avenues, and the side streets intersecting Emma Avenue, that provide ground floor secondary retail and non-active office and service uses.
- » Prohibit e-commerce warehouses and logistics centers in Downtown Springdale.
- » Ensure that new buildings in the "main street" sub-district are designed to accommodate first floor retail uses, micro retailing, and walk-up retail windows even if they are not initially used for retail businesses.
- » Encourage the provision of roof-top venues on existing and new buildings.
- » Provide safe and protected bike and pedestrian crossings at the U.S. 71B / Thompson Street intersections of Johnson Avenue, Meadow Avenue, Emma Avenue, and Maple Avenue.
- » Brand the "main street" sub-district through accent lighting of buildings, pedestrian lighting, shade trees, micro green, seating, bike racks, pet-friendly facilities, and signage and wayfinding.
- » Enhance the existing Arts District with land use, regulatory, and building code incentives to promote the full spectrum of arts and creative enterprises land uses—including studio and maker space, artist housing, and performance venues—and facilitate public art; expand the enhanced Arts District to be coterminous with the "main street" sub-district and innovation sub-district.
- » Expand the existing Outdoor Dining District to be coterminous with the "main street" sub-district, the Innovation Sub-District, and the expanded Arts District (with City Council approval as licensed restaurant and drinking establishment apply for business licenses).
- » Consider the provision of a Farmers Market area at Shiloh Square, the area of East Emma Avenue between Holcomb Street and Spring Street, and along Mill Street.
- » Provide free wi-fi zones and hotspots along Emma Avenue and in public gathering spaces.

Design & Development Principle 3:

LET'S CREATE A **MIXED-USE INNOVATION SUB-DISTRICT** FRONTING HUNTSVILLE AVENUE FROM HEWITT STREET TO RUBY STREET.

East of the railroad tracks is the historic industrial core of Springdale, the birth-place of Tyson Foods and Jones Truck Lines. Anchored by the Jones Center Campus and Tyson's Berry Street Plant, as well as recent and planned investments including the adaptive rehab of the historic Tyson Hatchery Building, the new Tyson Manufacturing Automation Center, Tyson Company Store, Parsons Stadium, Northwest Technical Institute (NWTI), Springdale Municipal Airport, and the future Market Center of the Ozarks, this sub-district is well-positioned to become an emerging-tech, ag-tech, and food production innovation center with a new front door along Huntsville Avenue.



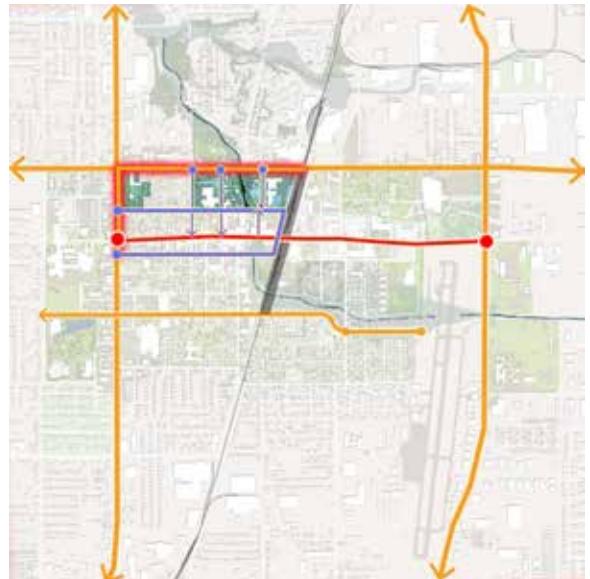
Plan Recommendations

- » Create a walkable, vibrant, mixed-use, and high-amenity downtown innovation sub-district to attract the creative and innovation sectors of the knowledge-based economy by leveraging the Tyson Foods Information Technology Offices, the in-process improvements to Luther George Park, Parsons Stadium, Northwest Technical Institute (NWTI), Springdale Municipal Airport the proposed Market Center of the Ozarks, the Jones Center Campus, the unique warehouse buildings and current businesses, and the regional Northwest Arkansas Council's Life Works Here Initiative.
- » Define the Innovation District from Huntsville Avenue to Spring Creek, and from the railroad to the boundaries of the Jones Center Campus and the Springdale Municipal Airport.
- » Establish a significant gateway redevelopment project opportunity area along Huntsville Avenue from Hewitt Street to the Jones Center Campus focus on the Berry Street sub-district entrance.
- » Provide a new gateway entrance to the sub-district at Water Street and Huntsville Avenue and as a link to Luther George Park.
- » Create a new Maple Street entrance to the sub-district from U.S. 71B / Thompson Street with connections at Berry Street and the extension of Strawberry Meadows Place.
- » Develop mixed-use infill development and/or the redevelopment of existing buildings to support the creative / innovation business sector.
- » Consider the development of a co-working, maker, and/or entrepreneurship organization and incubator space for the start-up innovation economy as an additional anchor development. Development should facilitate the opportunity for micro-retailing and pop-up shops.
- » Ensure that new buildings in the Downtown Innovation Sub-District are designed to accommodate first floor retail uses on Emma Avenue, Water, and Berry Streets even if they are not initially used for retail businesses and encourage the provision of roof-top venues.
- » Support the Innovation Sub-District with new apartments and mixed-income multi-family residential developments, and safe bike and walking connections to adjacent neighborhoods.
- » Enhance the existing Arts District with land use, regulatory, and building code incentives to promote the full spectrum of arts and creative enterprises land uses—including studio and maker space, artist housing, and performance venues—and facilitate public art; expand the enhanced Arts District to be coterminous with the “main street” sub-district and innovation sub-district.
- » Expand the existing Outdoor Dining District to be coterminous with the “main street” sub-district, the Innovation Sub-District, and the expanded Arts District (with City Council approval as licensed restaurant and drinking establishment apply for business licenses).
- » Create a Public Space Activation Plan that ensures a year-long series of public events in Luther George Park and a vibrant streetscape along Water and Berry Streets, and along Emma Avenue from U.S. 71B / Thompson Street to Berry Street.
- » Intensify, diversify, and activate the Emma Avenue streetscape with ground floor primary retail, dining and entertainment venues, out-door seating, public amenities and gathering spaces, micro-retailing with pop-up stores, and food truck parking.
- » Provide free Wi-Fi zones and hotspots along Emma Avenue and in public gathering spaces.
- » Develop the Train Station into a visitor attraction with restaurants, out-door public gathering spaces and a pedestrian friendly crossing at Emma Avenue and the railroad line.
- » Explore the development of one or more public / private parking structures within the district, located along Huntsville Avenue between Berry Street and the Jones Center Campus. These parking structure(s) can serve special events at Luther George Park; expanded development and programs on the Jones Center Campus; and provide shared off-site parking for new development in the district.
- » Engage a regional or national economic development organization to provide workforce readiness, skills training, and similar initiatives to ensure equity and inclusivity.

Design & Development Principle 4:

LET'S BUILD A SIGNATURE LANDSCAPE FRONTAGE FOR THE **MUNICIPAL AND CIVIC SUB-DISTRICT** ALONG HUNTSVILLE AVENUE.

The City is in the process of completing its new municipal campus along Huntsville Avenue, one of the key recommendations of the 2015 Plan. In order to continue the implementation of this recommendation, the City should work with the Shiloh Museum of Ozark History and First United Methodist Church to develop this integrated municipal and civic district and downtown gateway.



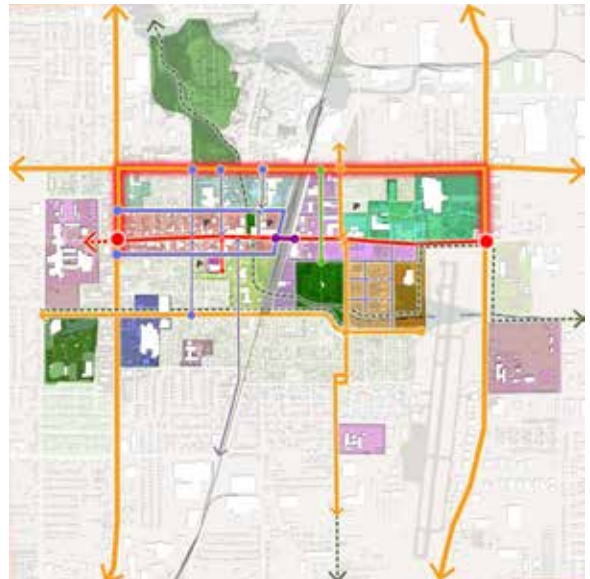
Plan Recommendations

- » Create a visually-engaging and -inviting landscaped edge to downtown along Huntsville Avenue, utilizing an enhanced streetscape design with a wide side path and tree lawn on the south side of Huntsville Avenue from U.S. 71B / Thompson Street to Arkansas Highway 265 / Old Missouri Road; a comprehensive way-finding signage system; and the coordinated use of signature architecture and landscape at key gateways, including First United Methodist Church and Shiloh Museum of Ozark History.
- » Create primary gateways into downtown along Shiloh Street, Main Street, Spring Street, Water Street, and Berry Street.
- » Create a major signature landscape for the Municipal Campus along Huntsville Avenue between Main Street and the railroad tracks
- » Provide a new public/private parking structure at the corner of Johnson Avenue and Commercial Street to serve the Municipal Campus, Emma Avenue businesses, and events at Luther George Park.
- » Support and facilitate the expansion plans for the Shiloh Museum of Ozark History and strengthen both its connection to Emma Avenue and presence on Huntsville Avenue.
- » Create a unique streetscape along Main Street that links the Shiloh Museum of Ozark History and First United Methodist Church to Emma Avenue and 214 by CACHE (former Arts Center of the Ozarks).
- » Encourage the First United Methodist Church to complete a comprehensive long-range development plan.
- » Consider a new public/private lot or parking structure to serve the Shiloh Museum of Ozark History and First United Methodist Church in the middle of the block between Shiloh Street and Main Street.

Design & Development Principle 5:

LET'S RETAIN AND GROW THE **EDUCATIONAL, HEALTH AND COMMUNITY SERVICE INSTITUTIONS.**

The City should work with both local and regional partners to improve individual and community health. Enhancing actual and perceived safety in downtown, expanding opportunities with existing education and community service providers to improve the safety and comfort of streets for all users. Support expanding access to healthy, local, and affordable food choices to build upon the existing educational, health, and community service amenities in Downtown Springdale.



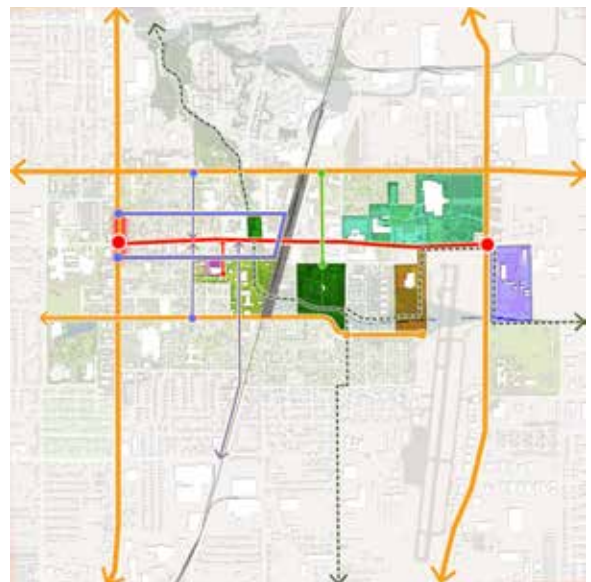
Plan Recommendations

- » Support the evolution of the Jones Center Campus Master Plan.
- » Facilitate the continued growth of and expansion of services at Northwest Medical Center and Community Clinic.
- » Facilitate the implementation of the proposed Market Center of the Ozarks.
- » Encourage a partnership between the Northwest Medical Center, the Community Clinic, and the Market Center of the Ozarks to develop and support a healthy and active living program in Downtown Springdale.
- » Expand grocery and convenience store options within walking distance of the project boundary.
- » Support and work with the Market Center of the Ozarks to promote local downtown food production through demonstration gardens and other projects; teach residents about local food, home gardening, and healthy cooking and eating; develop a community supported agriculture (CSA) program.
- » Expand the Springdale Farmers Market and host it on Emma Avenue.
- » Support the retention of the various education facilities in and adjacent to downtown including Springdale High School, Springdale Early Childhood Center, Jones Elementary School, Archer Alternate Learning Center, Lisa Academy, Haas Hall Academy, and Northwest Technical Institute (NWTI).
- » Integrate and link Murphy Park, Springdale Public Library, Springdale Aquatic Center, Archer Alternate Learning Center, and Springdale High School into downtown.
- » Retain the Marshallese Consulate, the Arkansas Coalition of Marshallese (ACOM) and the Marshallese Educational Initiative (MEI) in downtown.
- » Support to the extent possible the diverse array of community and social services and programs such as, but not limited to, RootED NWA, the Hispanic Women's Organization, the Economic Opportunity Agency (EOA), the Northwest Arkansas Food Bank, Project Compassion, The Bread of Life, Samaritan Community Center, and others.
- » Link all these community supportive service institutions to public transit systems.

Design & Development Principle 6:

LET'S FOSTER A VIBRANT DOWNTOWN ARTS & CULTURE PROGRAM AMPLIFIED BY THE ARTS DISTRICT AND LOCAL ARTS ORGANIZATIONS.

Springdale has long been recognized as Northwest Arkansas' arts, crafts, and maker center, with the region's most diverse cultural history. Downtown Springdale is home to 214 by CACHE (the 214 Building, formerly Arts Center of the Ozarks), a long-standing visual and performing arts center. As a key downtown revitalization strategy, the City should work with local and regional partners to foster an expanded arts and culture program for downtown, built upon 214 and other existing assets.



“NWA must double down on its already significant investments in arts and culture, which are essential for attracting and retaining talent and building the future economy”.

Heartland Forward

Plan Recommendations

- » Define, embrace, and celebrate Downtown Springdale’s maker-history; current arts and cultural assets; and cultural diversity as the basis for a unique creative ecosystem and the resultant economic and community development opportunity.
- » Build strong and supportive local and regional public and private partnerships to realize the positive and inclusive economic and community development potential of Downtown Springdale’s creative ecosystem.
- » Continue Springdale’s membership and participation in the Municipal Arts Agency facilitated by the Creative Arkansas Community Hub and Exchange.
- » Create a Springdale Arts and Culture Commission that will develop and guide the City’s Arts and Cultural Action Plan that focus’s initially on the economic development potential of the arts in downtown.
- » Hire an Arts and Culture Coordinator as a City employee to manage the Arts Commission; facilitate the development and implementation of the Arts and Cultural Action Plan; create networking opportunities and venues for the cultural community; and provide educational resources and venues for emerging artists to advance their careers.
- » Enhance the existing Arts District with land use, regulatory, and building code incentives to promote the full spectrum of arts and creative enterprises land uses—including studio and maker space, artist housing, and performance venues—and facilitate public art; expand the enhanced Arts District to be coterminous with the “main street” sub-district and innovation sub-district.
- » Expand the existing Outdoor Dining District to be coterminous with the “main street” sub-district, the Innovation Sub-District, and the expanded Arts District (with City Council approval as licensed restaurant and drinking establishment apply for business licenses).
- » Support and build upon the success and the current long-term expansion plans, projects, and programs of the 25,000 sq. ft. performing and visual arts center—the 214 Building—managed CACHE.
- » Consider the following physical improvement opportunities for 214 by CACHE:
 - Expand the presence of the 214 Building along Main and Meadow Streets through the creation of a plaza for community gathering with an exterior stage for events.
 - Expand the 214 Building entrance lobby area with a public-use areas such as shop, café and/or restaurant onto the plaza. Line the plaza with work /live artist studio’s that assists in activating the plaza.
 - As an alternate building expansion option, develop a public parking structure with work/live artist studios as a liner building to the parking structure west of the 214 Building. Close Blair Street between Meadow Avenue and Grove Avenue.
 - Establish Main Street as an active connector from the 214 Building to Emma Avenue with an expanded sidewalk and arts walk. Permit the option to close Main Street for special events.
 - Enhance the existing link between the 214 Building to the Razorback Greenway with a pedestrian and bike-friendly streetscape along Meadow Street.
 - Reconfigure and landscape Holcomb Street and Shiloh Street as gateways from Maple Avenue.
- » Support and facilitate the expansion plans for the Shiloh Museum of Ozark History and strengthen its connection to Emma Avenue and presence on Huntsville Avenue.
- » Encourage participation from a broad mix of cultural organizations and achieve greater diversity in downtown arts and cultural programming.
- » Grow partnerships between neighborhood schools, the Jones Center Campus, and residents to advance arts and cultural events and installations in downtown.

Plan Recommendations (continued)

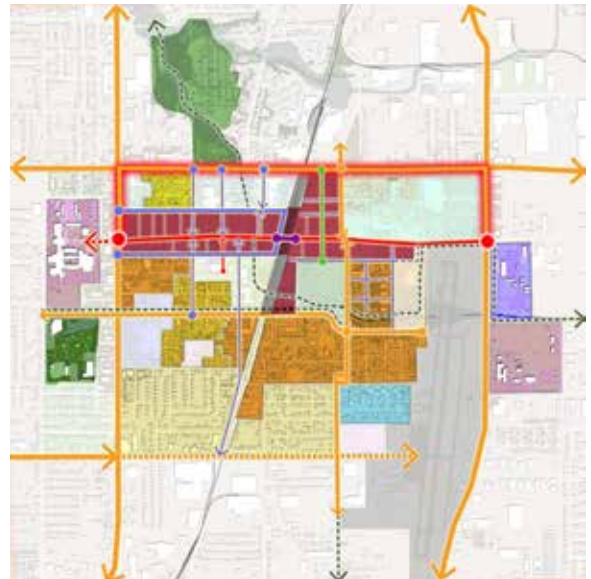
- » Support and market the numerous existing individual artist studios and creative businesses in Downtown Springdale.
- » Sponsor a public art program and annual special events that celebrate and strengthen the community's diverse arts and cultural identity. Focus initially along Emma Avenue, Main and Holcomb Streets, Shiloh Square, Luther George Park, and the Razorback Greenway.
- » Investigate the opportunity for a Percent-for-Public Art Program in downtown.
- » Consider the long-term opportunity to building upon the maker history of Springdale through the re-use of the under-utilized industrial and warehouse buildings in downtown.
- » Utilize the recommended Springdale Arts Commission, through partnerships with local schools, the Jones Center Campus, regional arts organizations, and funders, to develop a downtown-focused community arts and culture youth and work-force education program and supporting grant program to foster emerging talent.
- » Market, educate and engage the regional and national audience in understanding the emergent strength of the arts in Downtown Springdale with events such as the downtown mural tour, storefront art exhibitions, open studios, and on-going events at the 214 Building.

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Design & Development Principle 7:

LET'S DEVELOP THE FULL RANGE OF HOUSING TYPES FOR THE PROVISION OF **DIVERSE HOUSING TO CREATE A MIXED-INCOME NEIGHBORHOOD.**

As Downtown Springdale continues to develop, it is critical to ensure a diversity of housing options and price points that support a variety of homeowners and renters at all income levels and stages of life. This includes workforce populations employed in downtown's major job centers; professionals in emerging and high-tech industries; artists, entrepreneurs, and small-business owners; first time renters and homebuyers; young families; mature families; and senior citizens aging in place. Preserving and enhancing a diverse, mixed-income community is fundamental to maintaining a vibrant, sustainable downtown.



“Housing affordability is a challenge that requires regional solutions developed and implemented through local partnerships.

“A more dense mix of commercial and residential development enables people to walk or bike to many of their daily needs, reducing transportation costs and providing health and environmental benefits.”

Northwest Arkansas Housing Policy
Landscape Assessment, 2021

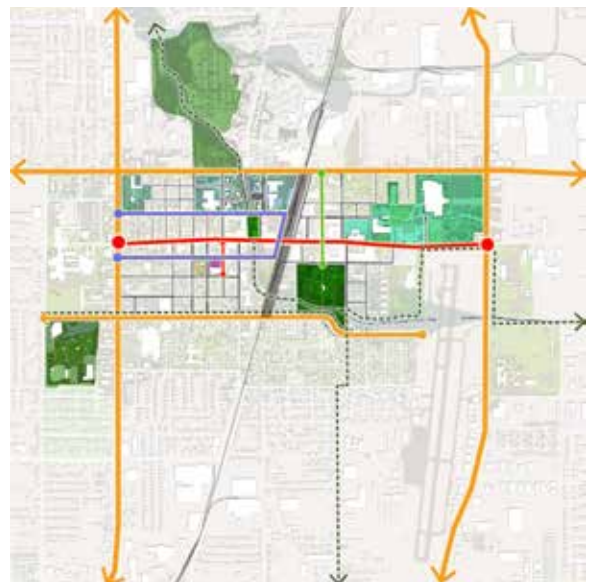
Plan Recommendations

- » Increase downtown's and the adjacent neighborhoods' resident population as an economic and community development strategy and improve the connectivity between downtown and the adjacent neighborhoods.
- » Support and plan for incremental, high-quality, and market-driven residential infill that will enhance neighborhood character, diversify housing types, and provide a mixed-income neighborhood.
- » Collect and maintain city-wide market-rate, workforce, and affordable housing data to understand the current workforce and housing characteristics—including affordability thresholds, housing supply, housing demand, and the physical condition of existing housing—in Springdale; update this data annually to track changing conditions over time.
- » Establish city-wide, downtown, and neighborhood work-force goals for housing type, diversity, and mix.
- » Align the Downtown Form-Based code with the adopted Update and housing diversity goals.
- » Reconsider the range of uses allowable in each Form-Based Code district to respond to trends in hybrid working conditions and the development of small business.
- » Consider using “density bonuses”, reduction of the on-site parking requirements, and other regulatory incentives for meeting green building standard (National Green Building Standard (ICC 700-2008)) and the Sustainable SITES Initiative (SITES) Rating System for landscapes for all downtown development.
- » Encourage use of the U.S. Green Building Council's LEED-ND+ and the Natural Resources Defense Council's (NRDC's) Green Neighborhoods metrics in the continued development of downtown and adjacent neighborhoods.
- » Consider the redevelopment of Springdale Housing Authority's properties from a single-site development to an integrated mixed-income, mixed-use neighborhood.
- » Ensure all residents have easy and immediate access to recreational opportunities and parks, trails, and greenways to foster healthy and active living.
- » Assist developers and property owners in accessing State of Arkansas and Federal Historic Preservation Tax Credits to preserve and maintain historic homes and the architectural fabric of the neighborhood while promoting home ownership and responsible renting practices.
- » Continue to support Springdale's CDBG Housing Rehabilitation Program that assists with home repairs for senior citizens and low- to moderate-income residents; explore additional program funding from general revenue, public-private partnerships, and other HUD entitlement grant funding.
- » Support regional partners (including community reinvestment banks working under the Community Reinvestment Act) to increase home-ownership and owner-occupancy. Services should include credit-counseling, first-time homebuyer education programs, and down-payment assistance for qualifying households.
- » Promote responsible renting practices, rental property management, and provide high-quality rental housing in partnership with local and regional partners. Services should include landlord education services, tenant screening services, tenant rights and responsibilities education, and enhanced code enforcement.
- » Increase support for local, minority, and/or small-scale property developers through education and capacity building programs, including pre-approved development plans under the Form-Based Code and participation in a multi-jurisdictional CDC.
- » Support the Downtown Springdale Alliance to strengthen the sense of community, engagement, and agency in promoting public health and education, a clean and safe neighborhood, high-quality property maintenance and up-keep, mobility options, and improved access to daily opportunities, necessities, and livability.
- » Advocate for a regional financial incentive policy for mixed-income housing development and explore local financial incentives—including the use of Opportunity Zone funds—for mixed-income housing once a regional policy has been established.

Design & Development Principle 8:

LET'S PROVIDE AN INTERCONNECTED SYSTEM OF HIGH-QUALITY, WELL MAINTAINED, SAFE, AND VIBRANT **STREETS, PUBLIC SPACES, PARKS, AND GREENWAYS.**

Enhance downtown parks and open spaces to make them beautiful and functional community gathering spaces. Enhance downtown character and identity with improved entrances and edges, and build the branding and marketing of the neighborhood to tout the great characteristics and qualities of Downtown Springdale.



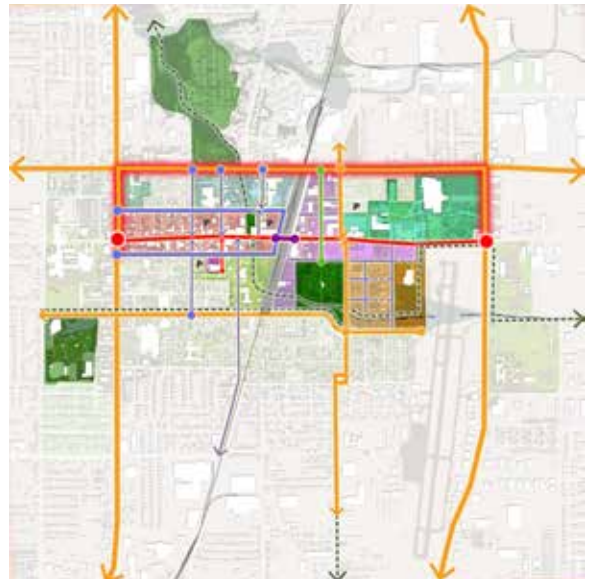
Plan Recommendations

- » Establish a public works improvement and maintenance program throughout downtown to improve pedestrian, bike, and wheelchair safety; sidewalk and crosswalk conditions; and the provision of street furniture and pedestrian lighting.
- » Improve the remaining streetscape of Emma Avenue to U.S. 71B / Thompson Street and provide public space for outdoor dining, sidewalk retail, and community festivals and events.
- » Develop a comprehensive downtown public landscape and green infrastructure program with a focus on a planting bio-diverse street trees on all downtown streets.
- » Redesign U.S. 71B / Thompson Street and enhance Huntsville Avenue as great, walkable boulevards (Institute of Transportation Engineers (ITE) Context-Sensitive Urban Boulevard facility-type classification) that provide a visually appealing and identifiable edge to downtown.
- » Maximize pedestrian and bike connectivity to the Razorback Greenway, Luther George Park, and Murphy Park.
- » Activate Emma Avenue, Main and Holcomb Streets, Shiloh Square, Luther George Park, Murphy Park, and the Razorback Greenway with outdoor seating and venues, a public art program, and frequent special events to celebrate and strengthen the community's diverse arts and cultural identity.
- » Develop an open / shared streets program to improve the safety and livability of in downtown and adjacent neighborhood streets.
- » Provide a bike greenway connection from Downtown Springdale to Bayyari Park and the Fitzgerald Mountain Bike Trail.
- » Develop a community beautification committee and volunteer corps to provide on-going clean-up and maintenance support.

Design & Development Principle 9:

LET'S CREATE A MULTI-MODAL **DOWNTOWN ACCESS, CIRCULATION, AND PARKING** SYSTEM.

Improve walking and cycling conditions and amenities throughout Downtown Springdale to enhance comfort, safety, accessibility, and enjoyment. Balance vehicle circulation and parking needs with pedestrian and cyclist safety and accessibility. Promote walking and cycling as realistic and convenient modes of travel.



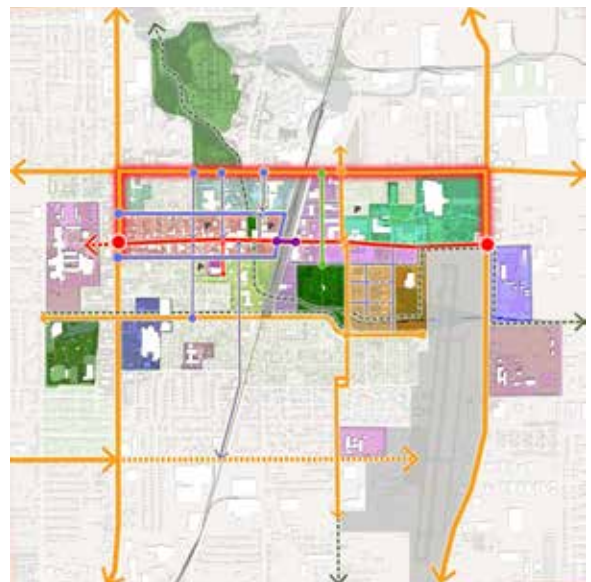
Plan Recommendations

- » Ensure downtown is easily accessed from the regional transportation network with well-designed, tree-lined streets including Huntsville Avenue, U.S. 71B / Thompson Street, Robinson Avenue, and U.S. 412 / Sunset Avenue.
- » Create primary gateways into downtown from Huntsville Avenue along Shiloh Street, Main Street, Spring Street, Water Street, and Berry Street; and from U.S. 71B / Thompson Street at U.S. 412 / Sunset Avenue, and Maple Avenue, Meadow Avenue, Emma Avenue, and Johnson Avenue.
- » Implement traffic calming measures to reduce automobile speed, discourage cut-through traffic, and increase bicycle and pedestrian safety along Emma Avenue while facilitating traffic flow along Meadow Avenue and Johnson Avenue.
- » Coordinate traffic lights for easy traffic flow and implement required vehicular stops at all street intersections and mid-block crossings.
- » Develop public/private parking structures in support of key downtown amenities and destinations. Consider the following general locations:
 - At Meadow Avenue and Shiloh Street;
 - At Johnson Avenue and North Commercial Street;
 - At Johnson Avenue and Blair Street; and
 - At Berry Street and East Center Avenue.
- » Eliminate all private parking requirements in downtown for residential buildings or residential units within mixed-use developments. Replace with a maximum allowable parking.
- » Eliminate all private parking requirements in downtown for commercial uses.
- » Establish a convenient and reliable bus transit system connecting downtown to key regional employment centers and adjacent downtown neighborhoods.
- » Relocate the bike lanes on Holcomb Street to Shiloh Street, and provide a trail connection to the Razorback Greenway along Meadow Avenue.
- » Ensure easy and convenient interfaces between mobility modes – walking, biking, scooters, bus, and ride-share options.
- » Implement a shared member and non-member micro-mobility downtown program that accommodates bike share, and e-bike share at designated on-street corrals.
- » Within downtown, designate ride-hail vehicle drop-off/ pick-up areas that are also used for delivery and service loading and unloading areas.
- » Improve the Maple Street access to downtown with a roundabout at Park Street and a new bridge connection to Strawberry Meadows Place.
- » Extend Sunset Avenue to the Springdale Municipal Airport as a new major airport entrance.

Design & Development Principle 10:

LET’S EXPAND DOWNTOWN TO KEY **ADJACENT PUBLIC AMENITIES AND EMPLOYMENT CENTERS** USING THE SPRINGDALE ELECTIVE ENHANCEMENT DISTRICT (SEED).

Downtown Springdale is immediately surrounded by a number of public and private community amenities (including Springdale High School, Murphy Park, Springdale Public Library, Parsons Stadium, and Northwest Technical Institute) and major employment centers (including Tyson’s Berry Street Plant, Frez-N-Stor, and George’s Chicken). These amenities provide opportunities to attract additional regional visitors to downtown as well as to better incorporate some of the assets into the popularly-understood definition of downtown.



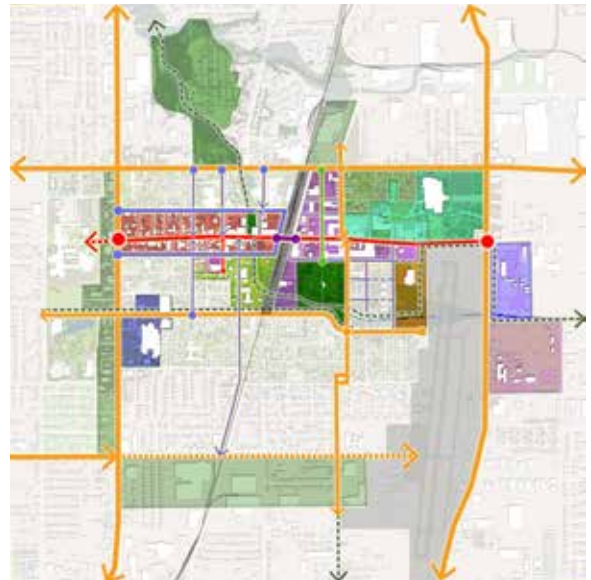
Plan Recommendations

- » Expand downtown to U.S. 412 / Sunset Avenue while simultaneously extending Sunset Avenue to the Springdale Municipal Airport.
- » Create a new major airport entrance at the extended Sunset Avenue and Powell Street.
- » Develop a safe, signalized improved railroad crossing at the Sunset Avenue extension.
- » Continue to develop major business, warehousing, and manufacturing parks as major employment centers south of the proposed extended Sunset Boulevard, north of Huntsville Avenue and adjacent to Arkansas Highway 265 / Old Missouri Road.
- » Support the development of a long-range plan for the Springdale Municipal Airport.
- » Establish designated safe pedestrian and separated bike trail connections to Murphy Park, Springdale Public Library, Springdale Aquatic Center, Archer Alternate Learning Center, Springdale High School, and the adjacent neighborhoods.
- » Enhance the visibility and connection of Springdale High School to U.S. 71B / Thompson Street, Emma Avenue, and Downtown Springdale.
- » Increase and diversify community programming in Murphy Park.
- » Provide safe pedestrian and bike intersections at U.S. 71B / Thompson Street and Maple Avenue, and Emma Avenue and U.S. 71B / Thompson Street.
- » Continue the development of business, warehousing, and manufacturing parks as major employment centers south of the extended Sunset Boulevard, north of Huntsville Avenue and adjacent to Arkansas Highway 265 / Old Missouri Road.
- » Support the expansion of programming, events, and services at Parsons Stadium and Northwest Technical Institute.

Design & Development Principle 11:

LET'S IMPLEMENT **TARGETED ECONOMIC, BUSINESS, AND SOCIAL IMPACT & ENVIRONMENTAL RESILIENCE PROGRAMS** TO SUPPORT RESIDENTS, BUSINESSES, AND PROPERTY OWNERS.

Ensure a positive downtown business climate to support a thriving commercial district that attracts residents and visitors alike, and maintains downtown as the “heart” of Springdale and Northwest Arkansas. Retain existing businesses and attract new businesses through the development of programs and assets that add value to downtown and the City. Support retail tenancing activities with an aggressive, year-round downtown events program in cooperation with local institutions, organizations, and downtown merchants. Build the capacity of local business owners for long-term success. Introduce innovative new programs to improve downtown’s sustainability and resilience, including waste disposal; water quality and stormwater management; landscape; air quality; and energy use.



Plan Recommendations

- » Develop a comprehensive broadband plan and policy that provides high-speed connectivity throughout downtown and zones of free accessibility.
- » Assure that the mix of businesses is market-driven and offers a variety of restaurants, retail, and office establishments that attract residents and visitors alike.
- » Encourage a diversity of business types and ownership that are reflective of the community.
- » Consider including business tenants as well as property owners as District members and funding the organization through sources such as property tax assessments within the improvement district.
- » Develop a business incentive program for small and local businesses. Incentives should reward developers and property owners who lease their ground-floor spaces to retail businesses while also maintaining the owners' flexibility so that they have options to lease to other types of uses when necessitated by economic conditions or personal circumstances.
- » Continue the Façade Improvement Program.
- » Address overall environmental quality downtown, with a focus on air quality.
- » Consider the adoption of a green building and sustainability program.
- » Continue and expand home weatherization education and assistance programs.
- » Continue and expand programming and events to educate and provide resources for sustainable energy, air, water, and landscape choices.
- » Actively work to eliminate crime in Downtown Springdale and adjacent neighborhoods.
- » Enhance the enforcement of building and occupancy codes and mitigate nuisance properties and crime hotspots
- » Support individual and community safety and security initiatives.
- » Mitigate health hazards in the home through individual home repair and stabilization programs
- » Develop a comprehensive waste management plan for downtown that increases household, business, and overall neighborhood recycling, and composting.

Design & Development Principle 12:

LET'S EXPAND THE **PARTNERING** **IMPACT OF THE CITY, THE DOWNTOWN** **SPRINGDALE ALLIANCE, THE** **CHAMBER OF COMMERCE,** AND OTHER COMMUNITY-FOCUSED ORGANIZATIONS.

Downtown Springdale is served by several community-focused organizations and supported more broadly by regional foundations and councils. In order to facilitate implementation and ongoing reinvestment in downtown, these organizations should expand their partnerships and coordinate revitalization efforts to maximize the collective impacts of all implementation activities.

Plan Recommendations

- » Create an impactful, public-private 2022 Master Plan Implementation Partnership Committee to drive downtown's economic and community development.
- » Consider creation of a District Retail Curator position within the Downtown Springdale Alliance to: identify tenants for Emma Avenue; work to fill all vacant storefronts, and build and oversee strategies to create exceptional visitor and tenant experiences.
- » Create an accessible communications platform for events, city information, and projects.
- » Build knowledge and capacity among local, community-based business owners with training and education programs.

Design & Development Principle 13:

LET'S SUPPORT CULTURAL ENTREPRENEURSHIP TO CREATE A **WELCOMING, AUTHENTIC, AND SHARED OPPORTUNITY** FOR ALL OF SPRINGDALE'S DIVERSE COMMUNITIES!

Embrace and celebrate the diversity of Downtown Springdale while preserving and improving equal access to high-quality, affordable housing; transportation and mobility; community amenities; opportunities; and resources. Enhance physical and social connections within downtown. Utilize a collective impact model for implementation to enhance the positive effects of investments and empower all residents to be active and contributing members of the community.

Plan Recommendations

- » Market Downtown Springdale as a vibrant, diverse, accessible, beautiful, and safe multi-cultural and multi-generational community.
- » Develop a year-round schedule of seasonal events and programs to attract both regional visitors and Springdale residents to downtown.
- » Grow resident and stakeholder participation in the Downtown Springdale Alliance and other community events, programs, and initiatives.
- » Enhance communication and collaboration with downtown's diverse communities.
- » Continue and expand events celebrating neighborhood diversity and community.
- » Create specific efforts to engage youth and seniors in programming and events.
- » Develop a plan for diverse philanthropic investment.
- » Utilize tri-lingual wayfinding and signage.
- » Support Downtown Springdale Alliance and other partners to develop downtown programs and events that are reflective of the community!

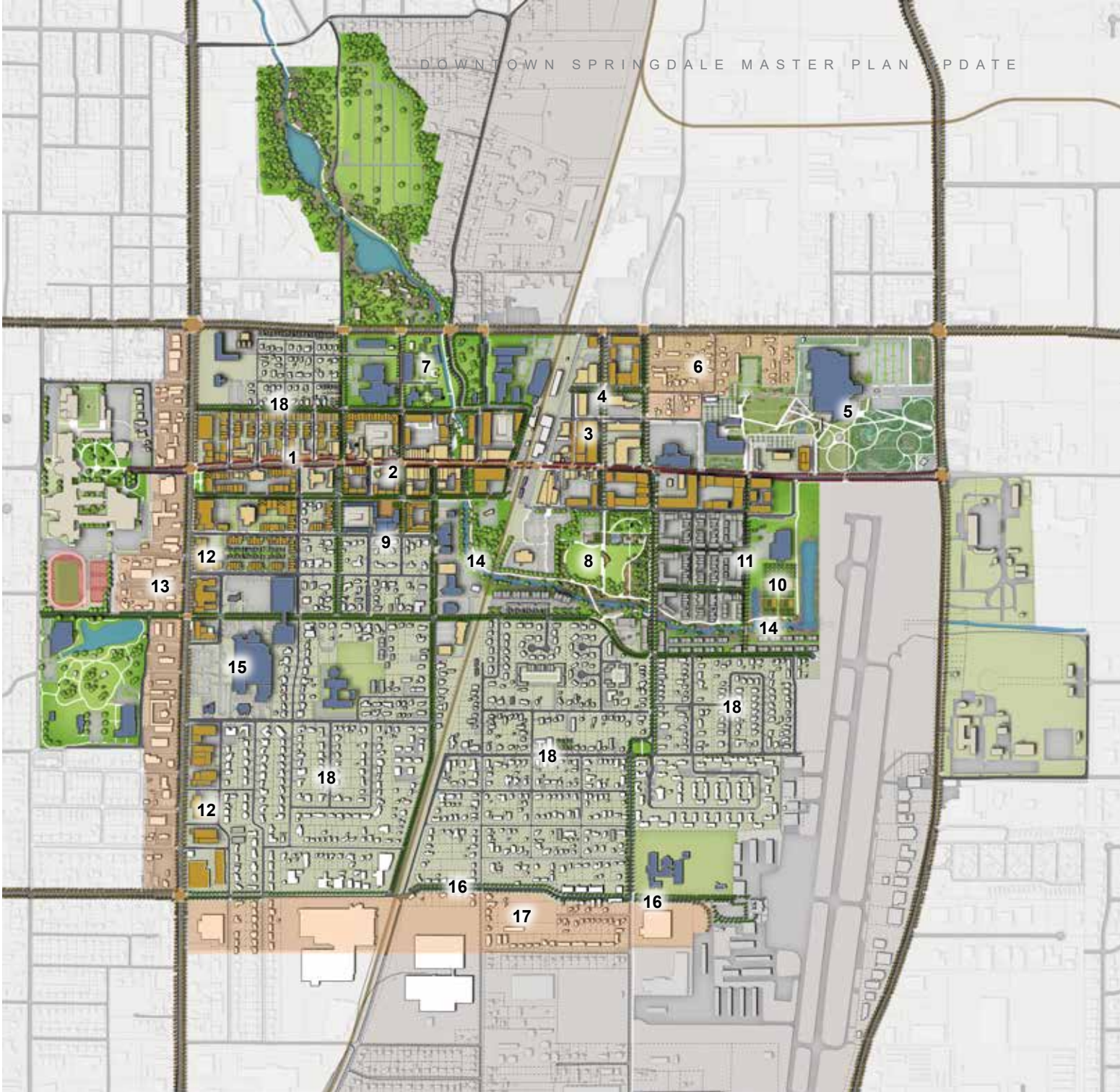
Downtown Springdale Urban Design Plan

The Urban Design Plan for Downtown Springdale illustrates the specific proposals of the Design & Development Principles and Revitalization Framework Plan. The Urban Design Plan sets forth detailed infrastructure, landscape, public space, and public works initiatives to shape the public realm of Downtown Springdale. The Urban Design Plan also illustrates typical recommended building and development scenarios for private investment. This includes new buildings on infill sites and large-scale redevelopment opportunities. In addition, all current proposed and ongoing development projects are illustrated. The Urban Design Plan was developed with ongoing review and input from the community and downtown stakeholders.





It is important to note that the Urban Design Plan is a Master Plan and not a detailed development proposal, capital improvements plan, or public works plan. Therefore, the recommendations illustrated should serve as a policy guideline in the evaluation of future development proposals and capital improvement projects. As illustrated, the Urban Design Plan shows recommended physical development initiatives designed to achieve the Revitalization Principles and Framework. It is expected that, when finally implemented, variations from the Urban Design Plan will exist.

The Urban Design Plan consists of numerous key projects and programs. These projects and programs are listed below and illustrated in the following pages.

1. **Emma Avenue expanded “main street” sub-district streetscape improvements**
2. **Emma Avenue retail revitalization and infill development**
3. **Mixed-use innovation sub-district**
4. **Water Street extension**
5. **Jones Center Campus master plan and enhancements**
6. **Mixed-use innovation sub-district special planning area**
7. **Expanded Shiloh Museum of Ozark History Campus and improvements**
8. **Luther George Park master plan and renovation**
9. **214 by CACHE enhancements and downtown artist housing**
10. **Market Center of the Ozarks**
11. **Strawberry Meadows Lane extension and new bridge connection**
12. **U.S. 71B / Thompson Street mixed-use development**
13. **U.S. 71B / Thompson Street special planning area**
14. **Spring Creek public space and green infrastructure improvements**
15. **Northwest Medical Center campus enhancements**
16. **Sunset Avenue extension**
17. **Sunset Avenue extension special planning area**
18. **Downtown housing stabilization, improvement & infill**



URBAN DESIGN PLAN KEY

-  New Mixed-Use Development
-  Existing Mixed-Use Development
-  New Residential Infill Development
-  New Special Planning Areas
-  Civic & Institutional Buildings
-  Parks & Public Open Space

What Happened to Downtown?

- New highways increased consumers' travel range
- Retail and services relocated to highways in strips and malls
- Downtown lost sales to its newer competition
- Major downtown retailers retired or went out of business

These were inexorable market forces at work.

Why is the Opportunity Here Now?

- People have gotten tired of strips and malls
- Strips and malls are stagnating as investment
- There is a shift in preference to urban, walkable lifestyles
- Consumers and investors want "experience" environments that support this lifestyle

Economic development now requires a sense of place!

Development Program

The goal of urban design is to create a framework for human interaction in which each element contributes to making a great place with physical, cultural, and economic benefits for its community. Successful placemaking involves the creation of an experience, which includes:

- » **Authenticity and unique offerings**
- » **Opportunity to meet friends and neighbors**
- » **Public spaces for community interaction**
- » **Community vitality and entertainment**

This project is an economic development effort to bring Downtown Springdale its share of regional prosperity. To this end, the Urban Design Plan is based around a development program that addresses existing market limitations while capitalizing on and leveraging current market opportunities. This includes:

- » **Creating an attractive center** with the critical mass to operate as a destination is possible given demand;
- » **Acknowledging that opportunities for housing are not limited** to current income demographics in downtown; and
- » **Developing downtown housing** for seniors, empty nesters and young households in coordination with appropriate community amenities.

The Downtown Springdale Development Program is outlined on the facing page.

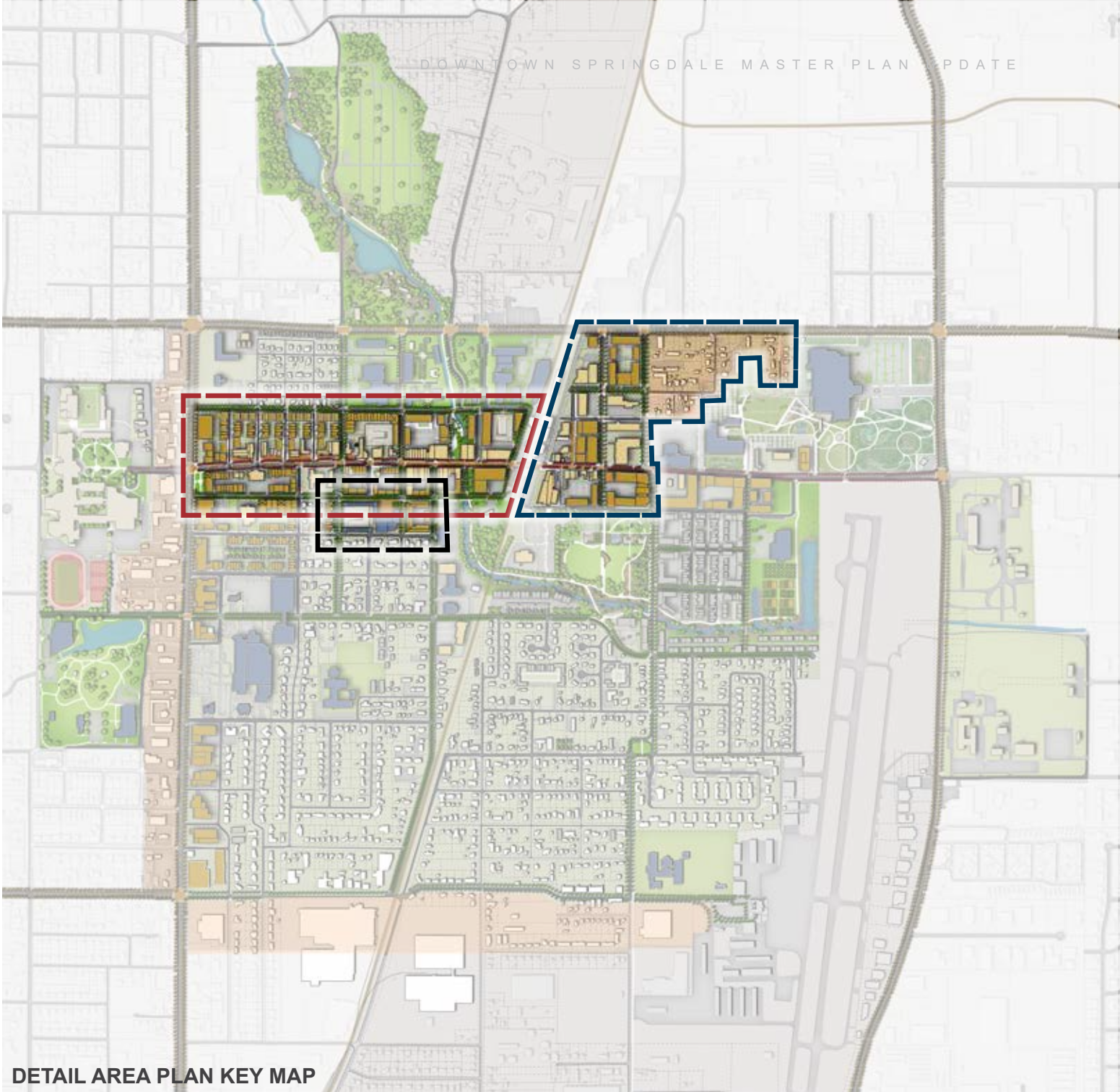
	Program Breakdown	Strategies & Considerations
<p>Downtown Retail Program (2022 to 2030)</p>	<ul style="list-style-type: none"> ±160,000 square feet to fill existing vacant and/or underutilized retail space ±140,000 square feet in new, mixed-use infill building and redevelopment with ground floor storefronts over time <p>Total Target for Revitalization:</p> <ul style="list-style-type: none"> ± 300,000 net new retail square feet in existing and new buildings 	<p><i>Based upon Springdale market preferences and restores basic retail services to downtown</i></p> <p><i>Retains historic features and buildings</i></p> <p><i>15 to 20 restaurants as a destination amenity to increase foot traffic</i></p> <p><i>New downtown grocery store</i></p> <p><i>New housing will add support for increased retail and services</i></p>
<p>Downtown Housing Program (2022 to 2030)</p>	<ul style="list-style-type: none"> ± 370 townhouses (market potential) ± 210 duplex units (market potential) ± 330 fourplex units (market potential) ± 1,300 apartments (market potential) <p>Total Units in Urban Design Plan:</p> <ul style="list-style-type: none"> 1,300 to 1,450 net new units in downtown west of the railroad tracks 550 to 700 net new units in downtown east of the railroad tracks 	<p><i>A range of unit types, costs, and occupancy types (rental vs. homeowner) will appeal to a wider market segment and lower risk</i></p> <p><i>Appeal to a wide range of household incomes and housing type preferences</i></p> <p><i>Development is intended to occur incrementally over time as current owners perceive opportunity</i></p> <p><i>Program mix must remain flexible to address changing market preferences</i></p>
<p>Downtown Office Program (by 2030)</p>	<ul style="list-style-type: none"> 48,000 square feet of medical office adjacent to the Northwest Medical Center 100 room downtown hotel with conference space 	<p><i>Despite current vacancy rates, there is a net potential of ±1.7 million square feet of new office development in the Northwest Arkansas region</i></p> <p><i>New office development will most likely occur next to major employment anchors</i></p> <p><i>There is current market demand for a downtown hotel providing services in relation to the Northwest Medical Center and future downtown employment centers</i></p>
<p>Downtown Parking Program (by 2030)</p>	<ul style="list-style-type: none"> ± 601 new on-street parking spaces ± 2,840 to 3,725 parking spaces in new shared-use parking structures <p>Total Parking Spaces in Urban Design Plan:</p> <ul style="list-style-type: none"> ± 3,954 to ± 4,739 total on-street and shared off street parking spaces along Emma Avenue Only 2,194 spaces are needed based upon the development program (1,760 to 2,210 space surplus for shared use) 	<p><i>Shared-use parking at night and coordinated with other peak use times may be an option</i></p> <p><i>Strategically-locate shared parking structures to take advantage of access routes and leverage adjacent development and amenities</i></p>

Downtown Springdale Detail Area Plans






In addition to the urban design of the overall downtown planning area, the Urban Design Plan includes five (5) Detail Area Plans. These detail areas represent public space and infrastructure improvements that are especially important to implementation of the plan. They include:

- » **Emma Avenue Expanded “Main Street” Sub-District:** Presented in detail on pages 52-57, the plan sets forth a public realm design, infill development strategies, and operational enhancements for Emma Avenue and adjacent blocks from U.S. 71B / Thompson Street to Commercial Street.
- » **Mixed-Use Innovation Sub-District:** Described on pages 58-62, the plan provides key recommendations and options for creating a mixed-use district for emerging arts, high-tech, and craft manufacturing along Emma Avenue between Hewitt Street and the Jones Center Campus.
- » **214 by CACHE:** Described on pages 64-69, the plan provides recommendations for the expansion or possible replacement of the 214 Building, artist housing, and shared parking.
- » **Downtown Springdale Housing Strategy:** Described on pages 70-73, the plan provides strategic recommendations on new housing infill throughout downtown, with a focus on preserving housing diversity and accessibility.
- » **Downtown Springdale Shared Parking Strategy:** Described on pages 74-77, the plan provides recommendations for downtown parking, including on-street parking and shared-use parking structures.

The Urban Design Plan and Detail Areas are summarized on the facing page and presented in detail on the following pages.



MAP KEY

-  Emma Avenue Expanded "Main Street" Sub-District
-  Mixed-Use Innovation Sub District
-  214 by CACHE
-  Downtown Springdale Housing Strategy (Downtown-Wide)
-  Downtown Springdale Shared Parking Strategy (Downtown-Wide)

Urban Design Focus Area 1:

CREATE AN EXPANDED “MAIN STREET” SUB-DISTRICT ON EMMA AVENUE WEST OF COMMERCIAL STREET.

Background & Objective

A major focus of the 2015 Plan was the revitalization of Emma Avenue as a walkable, downtown “main street”. Building on the momentum of the Razorback Greenway and Walter Turnbow Park, the City and the Downtown Springdale Alliance have been successful in achieving this goal over the past seven (7) years, primarily between Shiloh Street and the railroad. Successes include the rehab and tenanting of the Barracks Building; the new 202 East Emma mixed-use development; demolition of the former Helpcard building; completion of the Apollo Theater renovation; ongoing redevelopment of the First Security Bank Building; and DSA’s expanded seasonal event calendar.

Moving forward, the City must expand this core of downtown activity west to U.S. 71B / Thompson Street, as well as to thicken this core north to Johnson Avenue and south to Meadow Avenue. Re-envisioning Johnson Avenue and Meadow Avenue as integral “secondary streets” to Emma Avenue as “main street” provides several key benefits to downtown’s potential vibrancy:

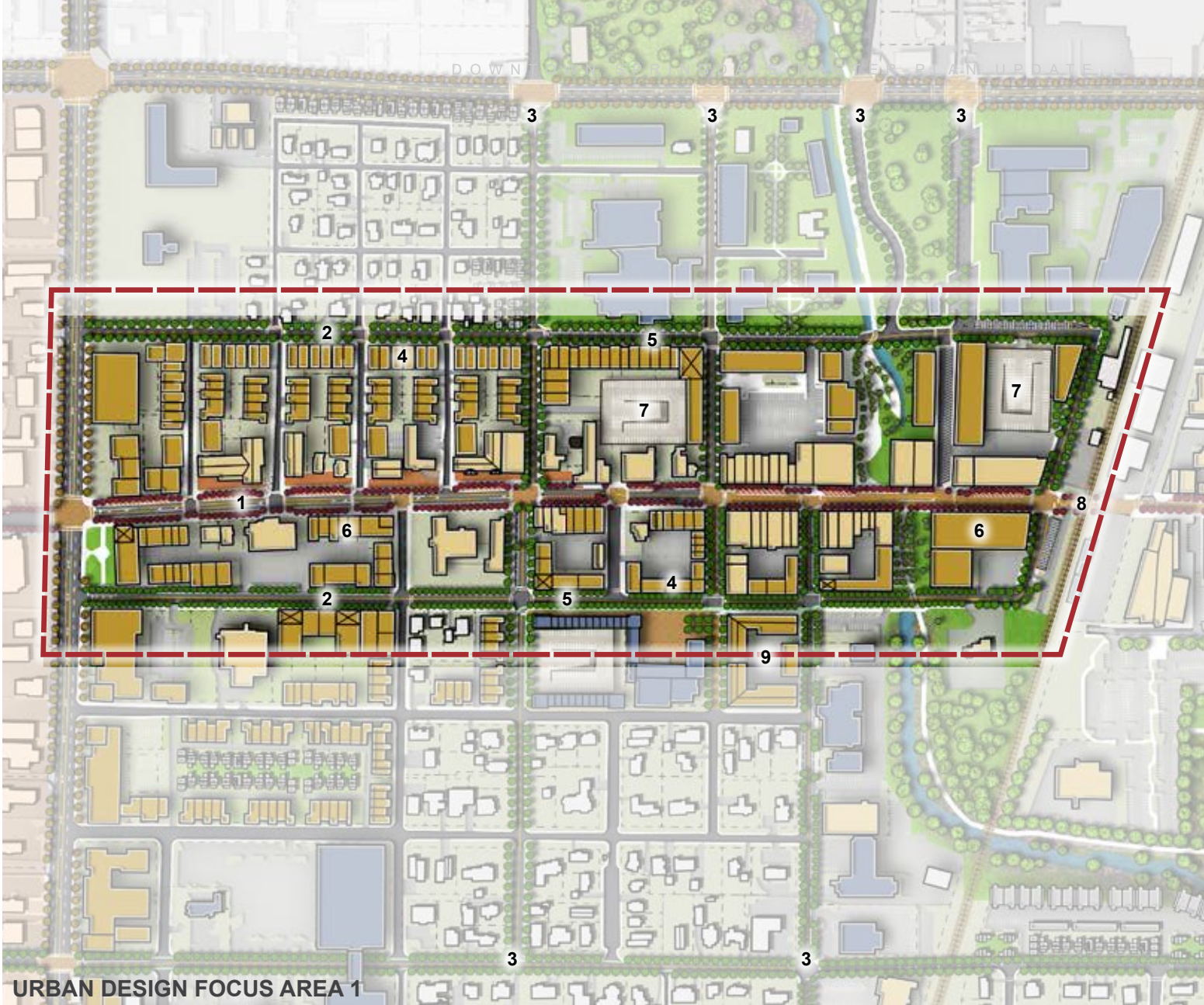
» Johnson Avenue and Meadow Avenue will support

the tenanting of Secondary Retail uses (as described in the Downtown Springdale Form-Based Code), including professional services offices and community service businesses, thereby allowing uses on Emma Avenue to be restricted to Primary Retail uses, including dining, drinking establishments, entertainment venues, galleries, and boutique retail stores.

» Johnson Avenue and Meadow Avenue will have improved street parking, to provide additional on-street parking in downtown.

» Johnson Avenue and Meadow Avenue will be used—in conjunction with Commercial Street—as a bypass to Emma Avenue for special events. This maintains east-west circulation in downtown while permitting longer sections of Emma to be closed for farmers’ markets and festivals.

As part of this strategy, key improved entrances—with enhanced wayfinding, signage, and streetscapes—will be provided from Huntsville Avenue and Maple Avenue to better distribute traffic in and out of downtown and provide more direct access to future shared parking facilities.



URBAN DESIGN FOCUS AREA 1

Recommendations

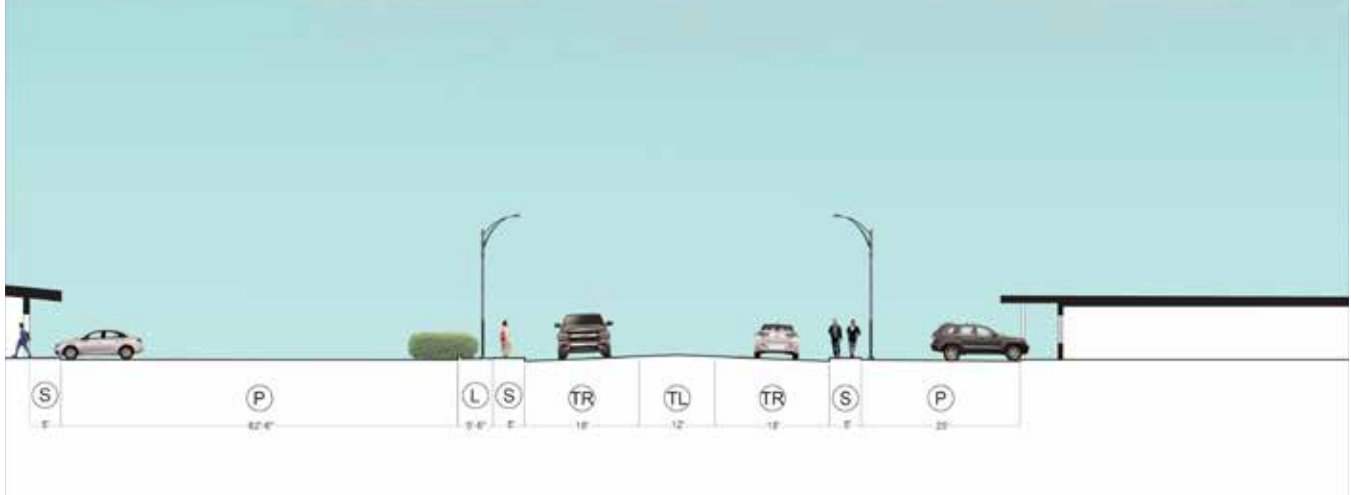
Recommendations of this focus area are:

1. **Improve street, sidewalks, lighting, landscaping and outdoor areas along Emma Avenue west to U.S. 71B / Thompson Street.**
2. **Strengthen Johnson Avenue and Meadow Avenue as additional entrances and alternative circulation through downtown, parallel to Emma Avenue, including expanded off-street parking.**
3. **Improve entrances from Huntsville Avenue to Emma Avenue at Shiloh Street, Main Street, and Mill Street; and from Maple Avenue to Emma Avenue at Shiloh Street and Holcomb Street.**
4. **Support new mixed-use infill and/or redevelopment with ground floor retail and live/work above.**
5. **Permit Secondary Retail uses on Johnson Avenue and Meadow Avenue, and require Primary Retail uses on Emma Avenue through a Form-Based Code Update.**
6. **Intensify and diversify retail, dining, and live/work along Emma Avenue.**
7. **Develop one (1) or more shared-use parking structures through public-private financing.**
8. **Create a pedestrian friendly crossing at Emma Avenue and the A&M Railroad tracks.**
9. **Expand the Arts District and the Outdoor Dining District to include the boundaries of the expanded “main street” sub-district.**

Focus Area 1: **Streetscape Improvements**

West Emma Avenue

W. EMMA AVENUE @ PUTNAM STREET (LOOKING EAST) – EXISTING



W. EMMA AVENUE @ PUTNAM STREET (LOOKING EAST) – PROPOSED



Recommendations

- Maintain existing street centerline
- New, expanded-width concrete sidewalks
- 45-degree angled parking; brick-look, pervious unit pavers
- Two (2) travel lanes (one eastbound, one westbound)
- One (1) optional center turn lane, determined based on traffic capacity and flow analysis
- Historic gas lamp-style street lights with LED fixture, to match existing downtown street lights; 40 feet on-center (O.C.)
- ADA-accessible curb cuts at 90-deg to street right-of-way (R.O.W.)
- Corner bump-outs with gardens and street trees
- Crosswalks paved with brick-look, pervious unit pavers
- Additional four- (4) way stop signs at key intersections

Focus Area 1: **Streetscape Improvements**

West Johnson Avenue

W. JOHNSON AVENUE @ MAIN STREET (LOOKING EAST) – EXISTING



W. JOHNSON AVENUE @ MAIN STREET (LOOKING EAST) – PROPOSED



Recommendations

- Maintain existing street centerline; expand right-of-way (R.O.W.) nine (9) to ten (10) feet
- New, expanded-width concrete sidewalks with vertical curbs
- Parallel parking on north side of street only
- Two (2) travel lanes (one eastbound, one westbound)
- Historic gas lamp-style street lights with LED fixture, to match existing downtown street lights; 40 feet on-center (O.C.)
- ADA-accessible curb cuts at 90-deg to street right-of-way (R.O.W.)
- Corner bump-outs with gardens and street trees
- Crosswalks paved with brick-look, pervious unit pavers

Focus Area 1: **Streetscape Improvements**

W. EMMA AVENUE STREETScape & OUTDOOR SPACE – EXISTING



W. EMMA AVENUE STREETScape & OUTDOOR SPACE – PROPOSED



Focus Area 1: **Streetscape Improvements**

U.S. 71B / THOMPSON STREET STREETScape – EXISTING



U.S. 71B / THOMPSON STREET STREETScape – PROPOSED



Urban Design Focus Area 2:

EXPAND DOWNTOWN WITH A MIXED-USE INNOVATION SUB-DISTRICT ALONG EAST EMMA AVENUE TO HUNTSVILLE AVENUE AND THE JONES CENTER CAMPUS.

Background & Objective

“Innovate Again, Innovate Here!”

The Economic Development: Generating Entrepreneurs (EDGE) Program

During the development of the 2015 Plan, Tyson Foods announced its intention to locate 200 to 400 jobs in Downtown Springdale, utilizing its historic headquarters and hatchery buildings and a new Center for Advanced Technologies. These investments were instrumental in making major streetscape and infrastructure improvements to E. Emma Avenue between the railroad and Berry Street and has helped to facilitate additional residential and mixed-use development. The success of these investments demonstrate that the NWA region’s legacy of innovation needs to be intentionally nurtured and grown through an entrepreneurial ecosystem.

The City of Springdale should focus on the development of two (2) innovation clusters in the area along E. Emma, east of the railroad and north to Huntsville Avenue and east to the Jones Center Campus and airport: (1) data science related to retail, logistics, supply chain, and mobility; and (2) food and technology. Both clusters benefit from regional strengths in the university and business sectors, while the second sector offers synergies for engaging and supporting existing regional food, beverage, art, and music ventures.

Within this focus area, these two innovation clusters can significantly synergize with Tyson Food’s existing investment as well as the future investment of the Walton Family Foundation’s Market Center of the Ozarks. There also exists a major opportunity for redevelopment within downtown’s “warehouse district”, located north of the Emma Avenue between Hewitt Street and Berry Street. The district is home to an emerging local food and craft production scene and support many Hispanic businesses. Development of food and technology innovation markets can facilitate the creation of new dining, brewing, arts, and music establishments within this district, supporting and supported by future investments to the Jones Center Campus and Luther George Park.

Revitalization of this sub-district should be a major priority of the City, as this area has traditionally been challenging, and this area represents downtown’s last remaining area for major expansion and redevelopment.



Recommendations

Recommendations of this focus area are:

1. Extend Water Street north and reconnect it to Huntsville Avenue; developed an improved streetscape as a link to Luther George Park.
2. Expand downtown to Huntsville Avenue with mixed-use infill development structured to the creative / innovation businesses sector.
3. Develop and implement a special planning area between the Jones Center Campus Boundary and Berry Street; coordinate with the Jones Center's Campus Master Plan for the redevelopment of this area.
4. Develop one (1) or more shared-use parking structures through public-private financing.
5. Extend Strawberry Meadows Lane north to E. Emma Avenue and south to Maple Avenue with a new bridge connection over Spring Creek as a frontage road and gateway to the Market Center of the Ozarks.
6. Expand the mixed-use residential district east of Park Street and Berry Street and south of Emma Avenue.
7. Expand the Arts District and the Outdoor Dining District to include the boundaries of the Mixed-Use Innovation Sub-District (with City Council approval as licensed restaurant and drinking establishment apply for business licenses).

Focus Area 2: Streetscape Improvements

Water Street Extension

WATER STREET, BETWEEN EMMA & JOHNSON AVENUE (LOOKING NORTH) – EXISTING



WATER STREET, BETWEEN EMMA & JOHNSON AVENUE (LOOKING NORTH) – PROPOSED



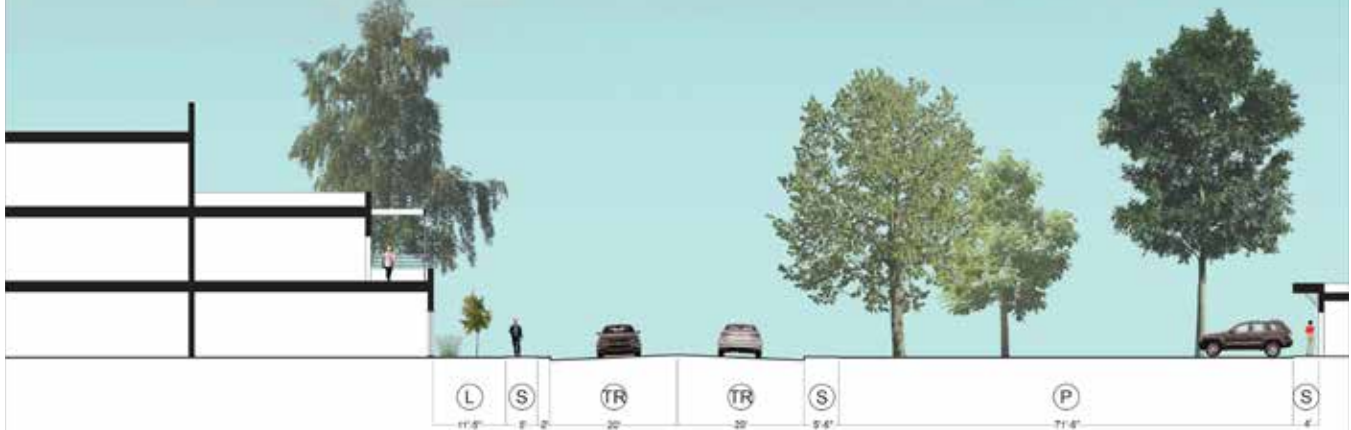
Recommendations

- Maintain existing street centerline
- New, expanded-width concrete sidewalks & expanded-width tree lawn with street trees
- Parallel parking with brick-look, pervious unit pavers
- Two (2) travel lanes (one northbound, one southbound)
- Historic gas lamp-style street lights with LED fixture, to match existing downtown street lights; 40 feet on-center (O.C.)
- ADA-accessible curb cuts at 90-deg to street right-of-way (R.O.W.)
- Corner bump-outs with gardens and street trees
- Crosswalks paved with brick-look, pervious unit pavers

Focus Area 2: Streetscape Improvements

East Emma Avenue

E. EMMA AVENUE @ BAGGETT STREET (LOOKING EAST) – EXISTING



E. EMMA AVENUE @ BAGGETT STREET (LOOKING EAST) – PROPOSED



Recommendations

- Maintain north property line
- New, expanded-width concrete sidewalks & expanded-width tree lawn with street trees
- Parallel parking with brick-look, pervious unit pavers (where dimensions allow)
- Two (2) travel lanes (one eastbound, one westbound) & center landscape median
- Historic gas lamp-style street lights with LED fixture, to match existing downtown street lights; 40 feet on-center (O.C.)
- ADA-accessible curb cuts at 90-deg to street right-of-way (R.O.W.)
- Crosswalks paved with brick-look, pervious unit pavers
- Corner bump-outs with gardens
- Additional four- (4) way stop signs at key intersections

Focus Area 2: **Streetscape Improvements**

WATER STREET – EXISTING



WATER STREET EXTENSION & STREETScape- EXISTING



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Urban Design Focus Area 3:

EXPAND & ENHANCE 214 BY CACHE AS A MAJOR ARTS AND CULTURE VENUE PROVIDING COMMUNITY-WIDE PROGRAMS AND ARTIST HOUSING.

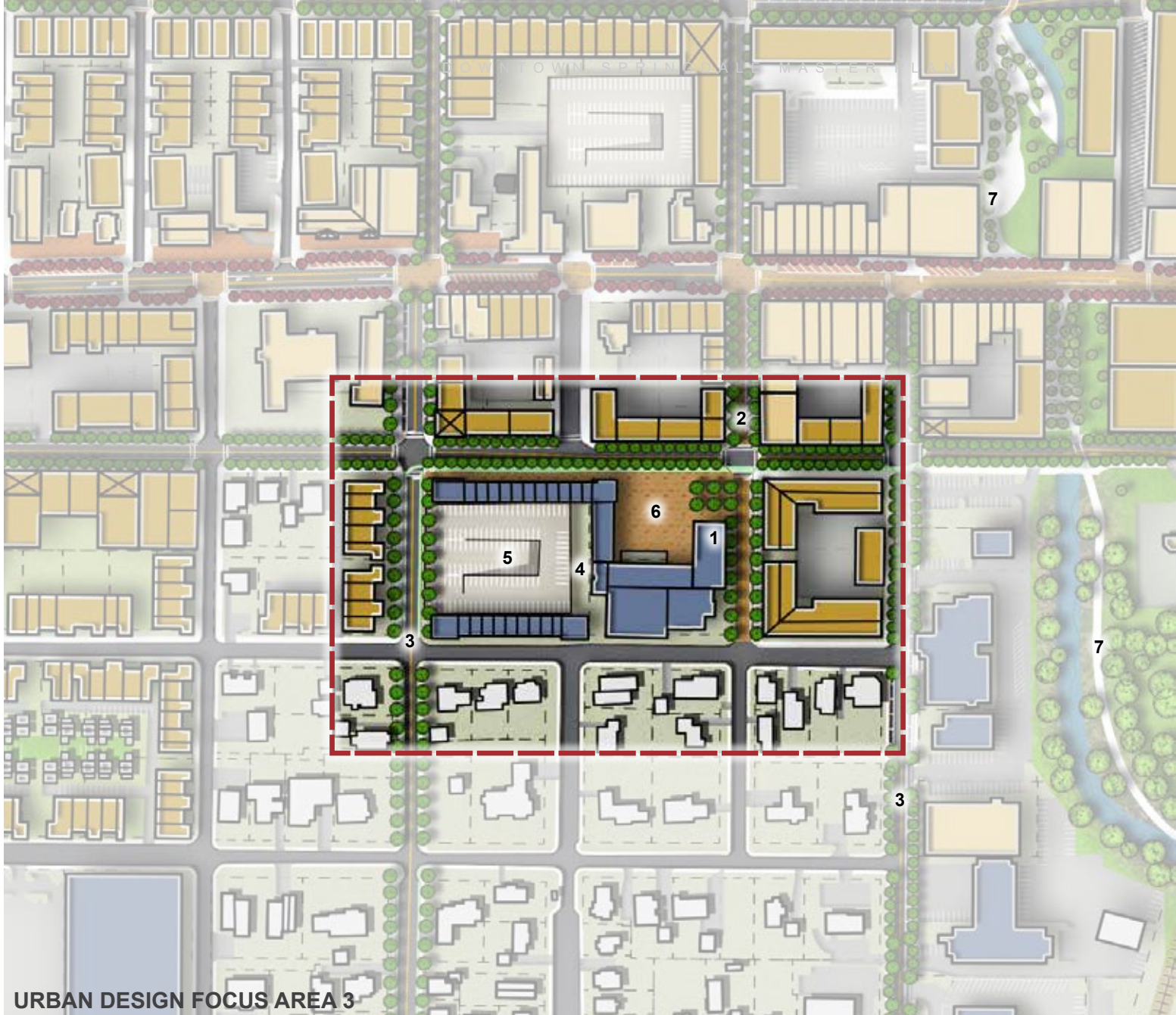
Background & Objective

Identifying, celebrating, and capitalizing on a community's unique arts and cultural legacy is important in both establishing an authentic identity and brand for the community, as well as to enhancing community vibrancy and creating a high-amenity, high quality-of-life. It also provides a foundation for local, grassroots, entrepreneurial economic development.

Since 2015, the Springdale community has done a good job of enhancing its position in the regional arts and cultural scene, which is becoming nationally-known for its innovation, particularly in music. In 2021, the Creative Arkansas Community Exchange & Hub (CACHE)—funded primarily through the Tyson Family Foundation—took over the ownership and operation of the 214 Building—formerly the Arts Center of the Ozarks (ACO). Through a program known as the Community Exchange Fund (CXF), CACHE embarked on a one-year multi-faceted programming initiative designed to activate 214 by CACHE as a community-led destination by promoting professional performing artists, artist residencies, curatorial opportunities, and music ecosystem development.

Through a series of five funding opportunities, CXF invests in local creative production capabilities and skill sets by subsidizing artist time, access to space, and professional development resources. These funding opportunities include: Artist Residencies; Call for Curators; the Mixtape Series; the Producers Fund; and the Platform. By the end of 2022, the CXF will have resulted in at least 24 live performance productions, 24 indoor and outdoor art installations, and over 20 community facing workshops and gatherings for a total of 80 activations at the 214 Building.

Leveraging this momentum and investment, the City of Springdale should facilitate the expansion or redevelopment of the 214 Building as a community-facing, mixed-use hub for the Downtown Springdale Arts District—similar to other types of facilities in the region—and other community arts organizations. As a physical development strategy, expansion or redevelopment of the 214 Building, will serve as an investment and development catalyst for the southwest quadrant of downtown.



URBAN DESIGN FOCUS AREA 3

Recommendations

Recommendations of this focus area are:

1. Expand the uses of the 214 Building and the street presence of the northeast corner of the 214 Building at Main Street and Meadow Avenue.
2. Establish Main Street as an active connector from the 214 building to Emma Avenue.
3. Reconfigure and landscape Holcomb Street and Shiloh Street as gateways to the 214 Building from Maple Avenue.
4. Close Blair Street between Meadow Avenue and Grove Avenue; consolidate these two (2) blocks into a single development site.
5. Develop a shared-use parking structure and liner building with artist studios and housing west of the 214 Building.
6. Create an exterior community events and gathering space as part of the redevelopment of the 214 Building and permit the option to close Main Street
7. Work with CACHE and other arts organizations to sponsor and develop a public art program along the Razorback Greenway and in downtown, operated out of the 214 Building.

Focus Area 3: Streetscape Improvements

South Main Street

S. MAIN STREET, BETWEEN EMMA & MEADOW AVENUE (LOOKING NORTH) – EXISTING



S. MAIN STREET, BETWEEN EMMA & MEADOW AVENUE (LOOKING NORTH) – PROPOSED



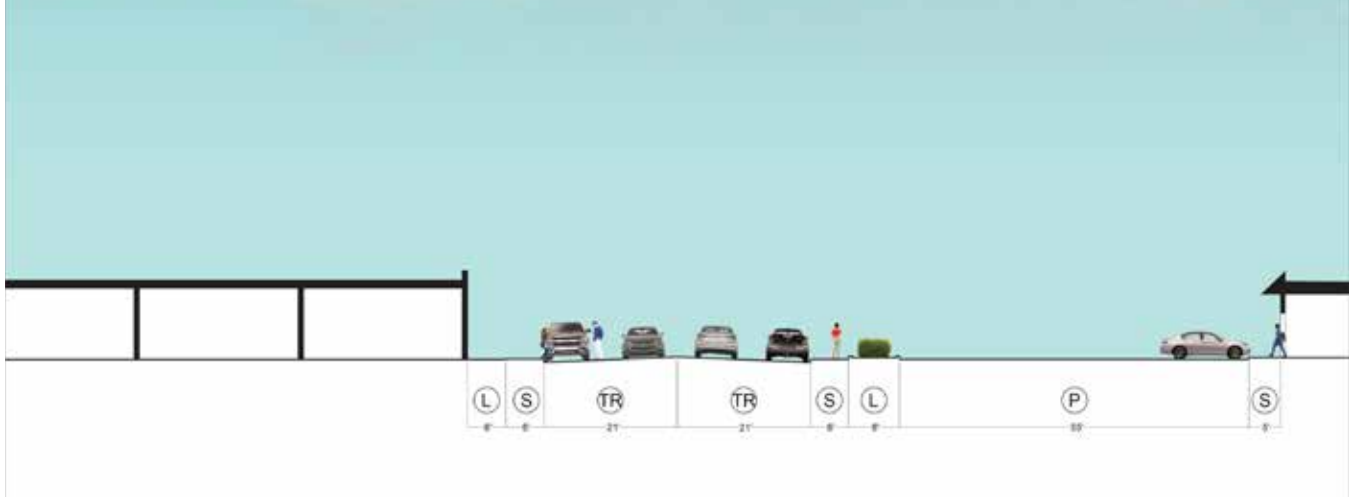
Recommendations

- Maintain existing street centerline; reduce curb-to-curb dimension
- New, expanded-width concrete sidewalks
- Expanded-width tree lawn with street trees, west side of street only
- Parallel parking with brick-look, pervious unit pavers, east side of the street only
- Two (2) travel lanes (one northbound, one southbound)
- Historic gas lamp-style street lights with LED fixture, to match existing downtown street lights; 40 feet on-center (O.C.)
- ADA-accessible curb cuts at 90-deg to street right-of-way (R.O.W.)
- Corner bump-outs with gardens and street trees
- Crosswalks paved with brick-look, pervious unit pavers

Focus Area 3: Streetscape Improvements

West Meadow Avenue

W. MEADOW AVENUE @ SHILOH STREET (LOOKING EAST) – EXISTING



W. MEADOW AVENUE @ SHILOH STREET (LOOKING EAST) – PROPOSED



Recommendations

- Maintain existing street centerline; reduce curb-to-curb dimension
- New, expanded-width concrete sidewalks
- New ten (10) foot, two (2) way multi-use path connecting to the Razorback Greenway, south side of street only
- Two (2) travel lanes (one eastbound, one westbound)
- Landscape median with street trees between eastbound travel lane and multi-use path
- Parallel parking with brick-look, pervious unit pavers, north side of the street only
- Historic gas lamp-style street lights with LED fixture, to match existing downtown street lights; 40 feet on-center (O.C.)
- ADA-accessible curb cuts at 90-deg to street right-of-way (R.O.W.)
- Crosswalks paved with brick-look, pervious unit pavers
- Corner bump-outs with gardens

Focus Area 3: **Streetscape Improvements**

S. MAIN STREET STREETScape – EXISTING



S. MAIN STREET STREETScape – PROPOSED



Focus Area 3: **Streetscape Improvements**

W. MEADOW STREET STREETScape – EXISTING



W. MEADOW STREET STREETScape – PROPOSED



Urban Design Focus Area 4:

FACILITATE THE DEVELOPMENT OF DIVERSE HOUSING TYPES TO CREATE AND MAINTAIN A MIXED-INCOME NEIGHBORHOOD.

Background & Objective

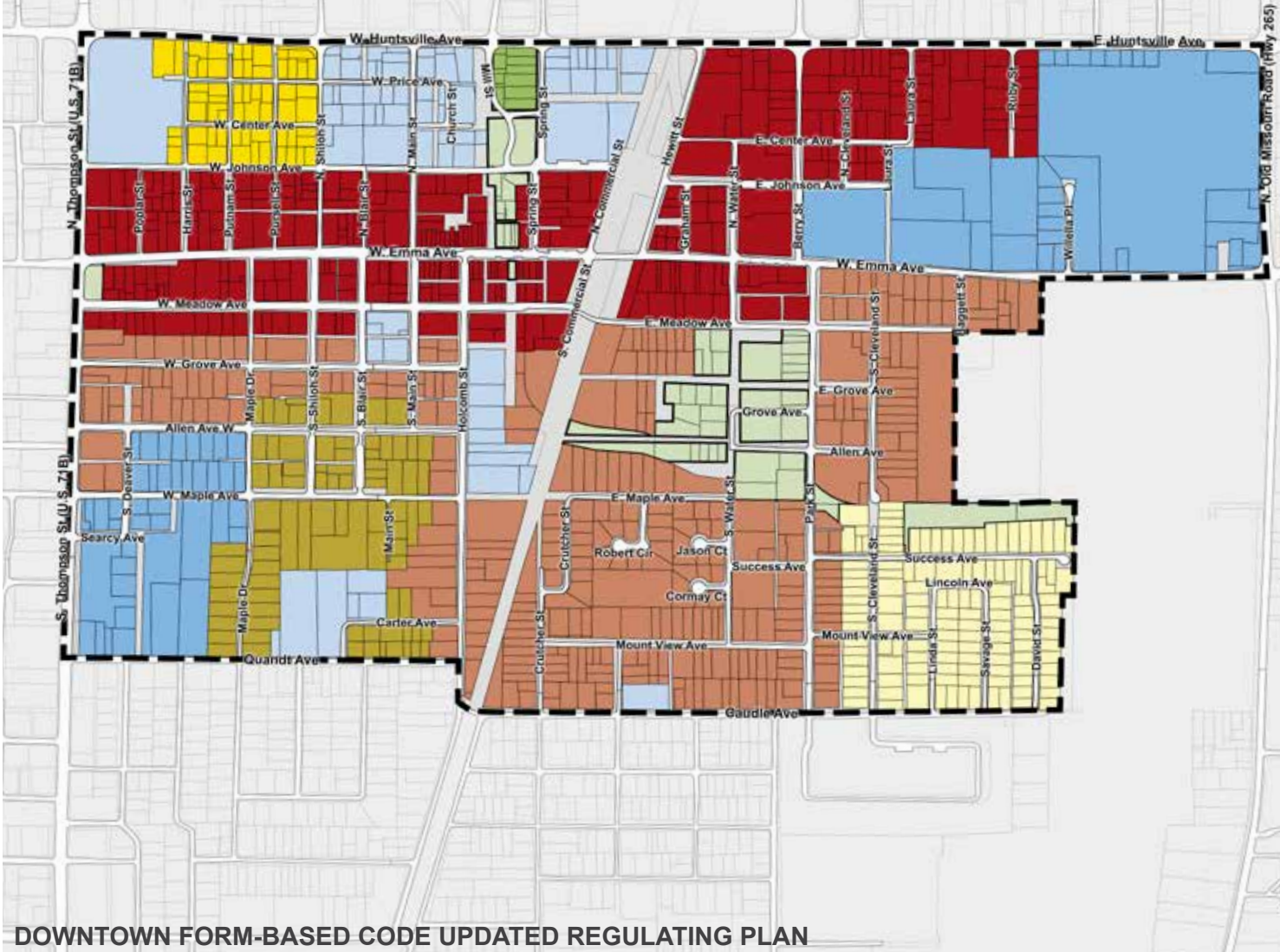
As outlined in the Market Assessment Update, Springdale as a whole is on track to grow to approximately 106,000 residents over the next eight (8) years, which will require between 5,000 and 7,000 new housing units City-wide. Downtown Springdale may be able to capture up to 2,000 of those new housing units. Since 2015, approximately 370 new housing units have been constructed downtown.

Within this new market framework, the Update seeks to achieve the following objectives for new housing development:

- » Improve the diversity of available housing types and housing options within downtown, including “missing middle” housing.
- » Maintain and improve the accessibility of housing for Springdale’s diverse population, with options for young professionals, artists, workforce, seniors, families of all sizes and compositions, and households of all of income levels;
- » Actively minimize displacement of existing downtown residents;
- » Incentivize best practices for site sustainability and green buildings;

- » Facilitate the development of large lots with limited street frontages that existing throughout downtown.
- » Ensure that new development is compatible with existing homes, and that high-quality and stable neighborhoods are preserved; and
- » Promote both new infill housing and rehab and reuse of existing buildings.

The City’s primary tool for guiding, facilitating, and regulating residential development in downtown is the Downtown Form-Based Code. The Form-Based Code should be updated in conjunction with the adoption of the Update.



REGULATING PLAN KEY

- Neighborhood Residential Type 1 District
- Neighborhood Residential Type 2 District
- Neighborhood Residential Type 3 District
- Neighborhood Center Type 1 District
- Neighborhood Center Type 2 District
- Campus Type 1 District
- Campus Type 2 District
- Existing Public Parks (City-Owned)
- Future Park / Public-Use Space

What is Missing Middle Housing?

Image and text courtesy of
Opticos Design © 2010



Missing Middle Housing are house-scale buildings with multiple units in walkable neighborhoods. These building types, such as duplexes, fourplexes, cottage courts, and courtyard buildings, provide diverse housing options and support locally-serving retail and public transportation options.

We call them “Missing” because they have typically been illegal to build since the mid-1940s and “Middle” because they sit in the middle of a spectrum between single-family homes and mid-rise apartment buildings, both in terms of form and scale, as well as number of units and often, affordability. In the diagram above, the Missing Middle types are shown in yellow, providing many housing options in between the single-family homes and higher-intensity apartment buildings.

And while they are “missing” from our new building stock, these types of buildings are beloved by many who have lived in them. Ask around, and your aunt may have fond memories of living in a fourplex as a child, or you might remember visiting your grandmother as she grew old in a duplex with neighbors nearby to help her out. And today, young couples, teachers, single, professional women and baby boomers are among those looking for ways to live in a walkable neighborhood, but without the cost and maintenance burden of a single-family home. Missing Middle Housing helps solve the mismatch between the available U.S. housing stock and shifting demographics combined with the growing demand for walkability.

THE MARKET FOR MISSING MIDDLE HOUSING

A greater variety of household sizes and demographics require a greater variety of housing choices. Young, highly educated, technology-driven millennials desire mobile, walkable lifestyles. They are willing to exchange space for shorter commutes, mixed-use neighborhoods, and shared open spaces for community interaction.

At the same time, baby boomers are working and living longer. They want to stay mobile and active in their later years. They also want to find ways to stay in their community without having to care for a large home and yard.

Multigenerational homes have increased by 17% since 1940. The growing senior population, more families with working parents, diverse family cultures, and an increased desire to live in intergenerational neighborhoods all contribute to growing demand for multigenerational households.

Finally, housing affordability is a primary concern for many Americans. There is an increasing segment of the population that spends more than 30% of their income on housing, reducing their purchasing power. Smaller homes and apartments cost less to rent or purchase and maintain, while urban neighborhoods provide services and amenities within walking distance as well as a variety of affordable transportation options.

For more information, please visit Missing Middle Housing at <http://missingmiddlehousing.com>.

Recommendations

Recommendations of this focus area are:

1. Update the Downtown Form-Based Code to match the recommendations of the Downtown Springdale Master Plan Update.
2. Consider expansion of the Springdale Elective Enhancement District (SEED) to expand the impact of Form-Based Code regulations, based on the Master Plan Update.
3. Permit greater housing diversity through a new Narrow Lot House Type:
 - » Develop a new *Narrow Lot Single-Family House* Building Type (Form-Based Code).
 - » Permit the *Narrow Lot Single-Family House* Building Type in *Neighborhood Residential Type 1*, *Neighborhood Residential Type 2*, *Neighborhood Residential Type 3*, and *Neighborhood Center Type 2* districts (Form-Based Code).
4. Promote greater housing diversity through expanded Accessory Dwelling Unit permissions:
 - » Permit Accessory Dwelling Units on all existing single-family lots in downtown with the *Carriage House* and *Detached Garage* Building Types (Form-Based Code).
 - » Permit Accessory Dwelling Units in conjunction with all *Single-Family House*, *Bungalow*, *Duplex*, and *Triplex/Fourplex* Building Types (Form-Based Code) in all new residential construction in downtown with the *Carriage House* Building Type.
5. Promote greater housing diversity through expanded Duplex and Triplex permissions:
 - » Permit Duplexes in all downtown neighborhoods with detached single-family homes.
 - » Permit Triplexes/Fourplexes in the *Neighborhood Residential Type 3* and *Neighborhood Center Type 2* districts (Form-Based Code).
- » **Ensure zoning flexibility for Duplexes that suits multi-generational households by permitting both:**
 - A traditional duplex with two entirely separate units, separate utility services, etc.,
 - A large single house with 2 kitchens and other amenities.
6. Promote greater housing diversity through new Cottage Court housing type permissions:
 - » Permit Cottage Courts on lots that are 0.5 acres or larger with a *Housing Special Overlay District* addition to the Form-Based Code.
 - » Cottage Courts should be permitted in the *Neighborhood Residential Type 2*, *Neighborhood Residential Type 3*, and *Neighborhood Center Type 2* districts (Form-Based Code).
 - » Form Standards, Building Types, and Uses shall conform to the underlying Form-Based Code to ensure compatibility.
7. Incentivize the provision of affordable housing units through density bonuses for multi-family and mixed-use development in the *Neighborhood Center Type 2* and *Neighborhood Center Type 1* districts (Form-Based Code).
8. Incentivize sustainable site and green building practices through density bonuses for multi-family and mixed-use development in the *Neighborhood Center Type 2* and *Neighborhood Center Type 1* districts (Form-Based Code).
9. Establish replacement of any existing affordable housing units as a prerequisite for all density-bonus incentives.
10. Streamline the development review and approval process with pattern house types—pre-approved development plans that conform to the Form-Based Code requirements—which contribute to the design and character of downtown and may be administratively-approved if submitted with no requested deviations.
11. Partner with the Springdale Housing Authority to comprehensively redevelop public housing assets as a distributed, mixed-use, and mixed-income neighborhood.

Urban Design Focus Area 5:

PROVIDE A COORDINATED SYSTEM OF ON-STREET PARKING, SHARED OFF-STREET PARKING STRUCTURES, AND IMPROVED STREETSAPES AND CIRCULATION.

Background & Objective

As development in Downtown Springdale continues and downtown density increases, demand for parking will continue to increase as well. Parking demand is generated from three key factors: first, demand is generated from new retail and commercial development, in order to provide convenient parking for both customers and employees. Second, demand is generated from new residential units downtown, and off-street parking required to serve the residents of these units. Finally, parking demand is generated by visitors to weekly, seasonal, and special events downtown.

While adequate parking is necessary for a successful downtown—especially a downtown that seeks to become a destination for regional visitors—too much parking is contrary to the goals of a vibrant downtown. In the current development market for multi-family residential and mixed-use projects, the feasible size and density of such projects is often limited by the number of parking spaces required, because structured parking is very expensive to construct. Therefore, parking requirements can have the unintended consequence of limiting downtown density, even when there is market demand for more units.

Separating parking by use can also result in an “over-parked” downtown. Opportunities for shared parking—particularly in mixed-use developments—can strategi-

cally reduce parking requirements by taking advantage of timeframes during which different parking modes occur. Likewise, the provision of larger, shared parking structures (which are more economical to construct on a per-space basis) can serve multiple developments, therefore reducing development costs and permitting increased density.

The Update seeks to achieve the following objectives parking, streetscapes, and circulation:

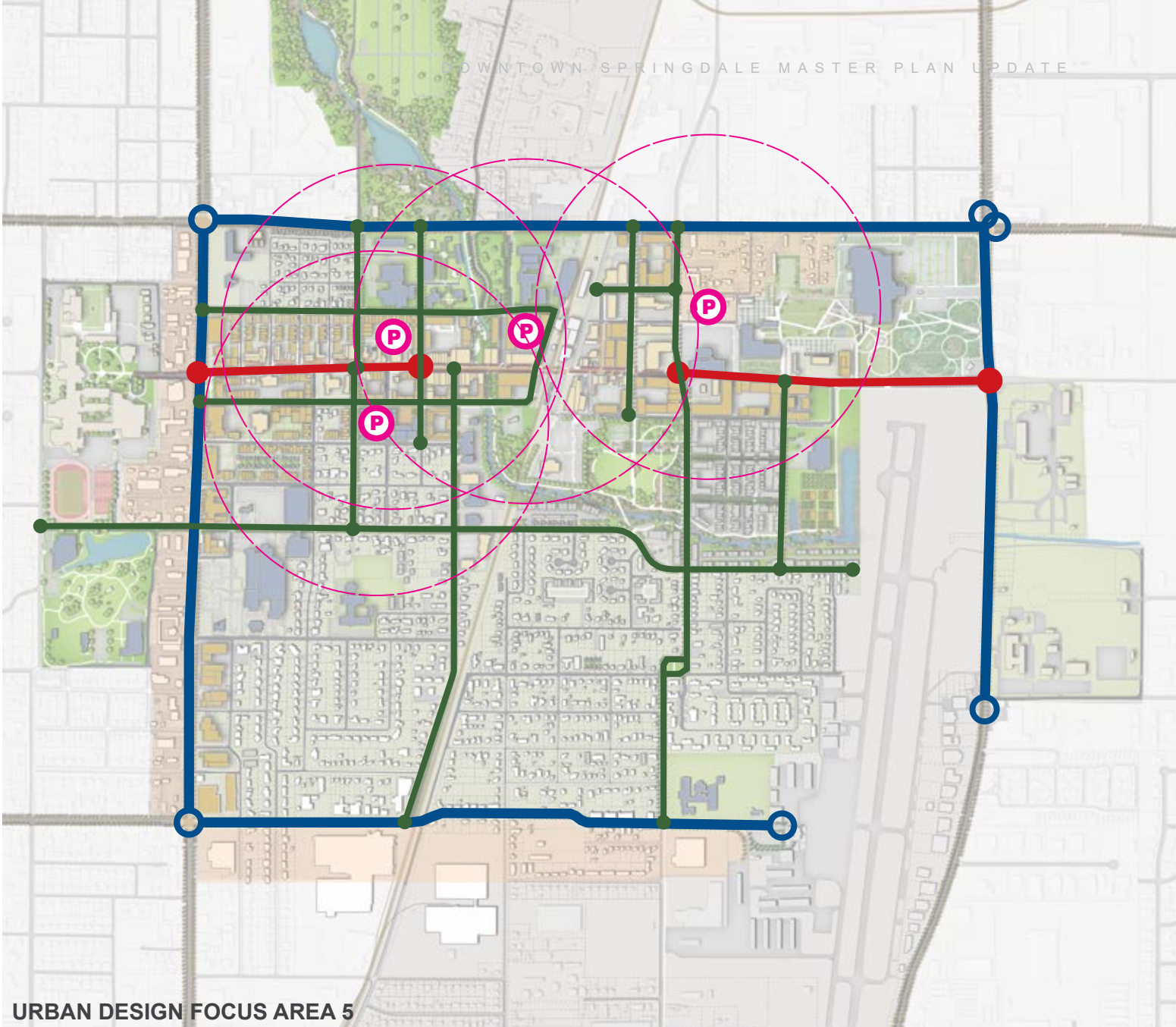
- » Maximize on-street parking within the downtown commercial core;
- » Provide multiple, strategically-located shared-use parking structures, convenient to different downtown amenities and access points;
- » Permit shared parking to reduce the parking requirements for individual development sites;
- » Provide the right amount of parking to support future development and programming;
- » Link shared-use parking to downtown amenities with excellent-quality, green streetscapes; and
- » Reforest downtown with a comprehensive street tree program for all downtown streets.

	Existing Parking	Proposed Parking	Net New Parking
Shared Off-Street Parking	<p>NORTH BLAIR STREET LOCATION</p> <ul style="list-style-type: none"> • Approximately 134 parking spaces in existing surface lots <p>COMMERCIAL STREET LOCATION</p> <ul style="list-style-type: none"> • Approximately 78 parking spaces in existing surface lots <p>214 BUILDING LOCATION</p> <ul style="list-style-type: none"> • Approximately 83 parking spaces in existing surface lots <p>EAST EMMA LOCATION</p> <ul style="list-style-type: none"> • No shared parking 	<p>NORTH BLAIR STREET LOCATION</p> <ul style="list-style-type: none"> • 750 parking spaces in a six (6) level parking garage. (±450 surplus spaces) <p>COMMERCIAL STREET LOCATION</p> <ul style="list-style-type: none"> • 750 parking spaces in a six (6) level parking garage. (±600 surplus spaces) <p>214 BUILDING LOCATION</p> <ul style="list-style-type: none"> • 750 parking spaces in a six (6) level parking garage. (±260 surplus spaces) <p>EAST EMMA LOCATION</p> <ul style="list-style-type: none"> • 885 to 1,770 parking spaces in a one or two six (6) level parking garage(s). (±450 to 900 surplus spaces) 	<ul style="list-style-type: none"> • 3,135 to 4,020 total off-street parking spaces • 2,840 to 3,725 net new off-street parking spaces • ±1,760 to ± 2,210 shared off-street parking spaces (<i>shared off-street parking spaces are surplus spaces not required by the development to which the garage is associated</i>)
Public On-Street Parking	<p>EMMA STREET (WEST)</p> <ul style="list-style-type: none"> • 90 parking spaces <p>EMMA STREET (EAST)</p> <ul style="list-style-type: none"> • 28 parking spaces <p>WATER STREET</p> <ul style="list-style-type: none"> • None <p>PARK STREET</p> <ul style="list-style-type: none"> • None <p>SPRING STREET</p> <ul style="list-style-type: none"> • None <p>MAIN STREET</p> <ul style="list-style-type: none"> • None <p>HOLCOMB STREET</p> <ul style="list-style-type: none"> • None <p>MEADOW AVENUE</p> <ul style="list-style-type: none"> • None <p>JOHNSON AVENUE</p> <ul style="list-style-type: none"> • None 	<p>EMMA STREET (WEST)</p> <ul style="list-style-type: none"> • 200 new parking spaces <p>EMMA STREET (EAST)</p> <ul style="list-style-type: none"> • 90 new parking spaces <p>WATER STREET</p> <ul style="list-style-type: none"> • 100 new parking spaces <p>PARK STREET</p> <ul style="list-style-type: none"> • 64 new parking spaces <p>SPRING STREET</p> <ul style="list-style-type: none"> • 45 new parking spaces <p>MAIN STREET</p> <ul style="list-style-type: none"> • 21 new parking spaces <p>HOLCOMB STREET</p> <ul style="list-style-type: none"> • 54 new parking spaces <p>MEADOW AVENUE</p> <ul style="list-style-type: none"> • 80 new parking spaces <p>JOHNSON AVENUE</p> <ul style="list-style-type: none"> • 65 new parking spaces 	<ul style="list-style-type: none"> • ± 719 total on-street parking spaces • ± 601 net new on-street parking spaces

Recommendations

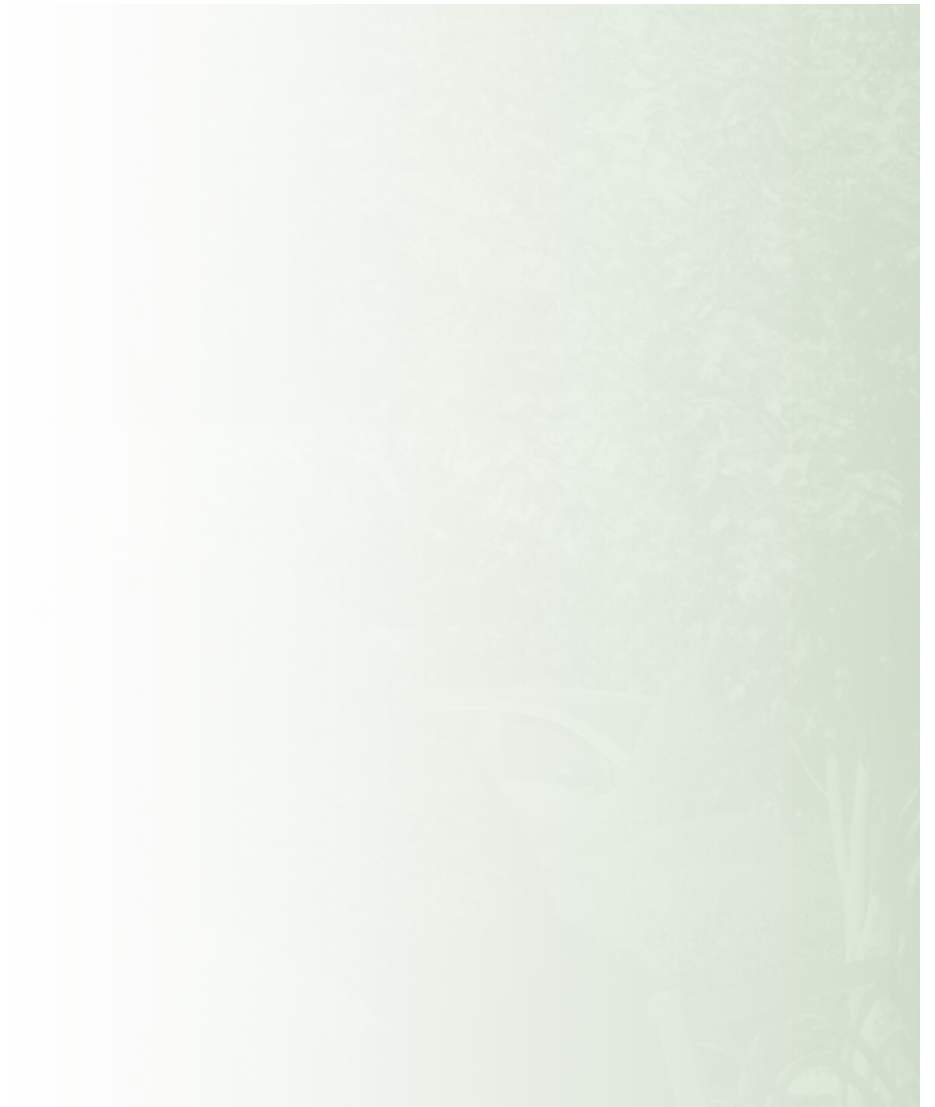
Recommendations of this focus area are:

1. Maximize on-street parking in the expanded “main street” sub-district and mixed-use innovation sub-district with standardized street parking lanes, bump-outs, and striping (refer to the table on the previous for the total number of on-street parking spaces).
2. Facilitate the development of three (3) public-use / shared-use parking structures in downtown west of the railroad, with preferred circulation and access routes:
 - » The block bounded by West Johnson Avenue, North Main Street, West Emma Avenue, and Shiloh Street, with a preferred access route on North Main Street from Huntsville Avenue;
 - » The block bounded by East Johnson Avenue, North Commercial Street, East Emma Avenue, and Spring Street; and
 - » As part of the 214 Building enhancement, with a preferred access route on Shiloh Street from Maple Avenue and Huntsville Avenue.
3. Facilitate the development of one (1) or more public-use / shared-use parking structures in downtown east of the railroad, with a preferred circulation and access route on Berry Street.
4. Consider a public-private funding agreement for one (1) or more parking structures, including the use of City bond funds.
5. Review and consider revisions to minimum on-site parking requirements in downtown (Form-Based Code).
6. Permit minimum on-site parking requirements to be fulfilled in shared-use parking structures (Form-Based Code).
7. Extend and realign Sunset Avenue east from Holcomb Street to the Springdale Municipal Airport as a new entrance to the airport.
8. Complete Emma Avenue streetscape improvements west to U.S. 71B / Thompson Street and east to Arkansas Highway 265 / Old Missouri Road.
9. Develop enhanced, signature perimeter road streetscapes consisting of continuous sidewalks, crosswalks with special pavement, street trees, signature lighting, and wayfinding signage on the following streets:
 - » U.S. 71B / Thompson Street
 - » Huntsville Avenue
 - » Arkansas Highway 265 / Old Missouri Road
 - » Sunset Avenue Extension
10. Develop enhanced, signature downtown street streetscapes consisting of continuous sidewalks, corner bump-outs, striped parallel parking, crosswalks with special pavement, street trees, signature lighting, and wayfinding signage on the following streets:
 - » West and East Johnson Avenue
 - » West and East Meadow Avenue
 - » East Center Avenue
 - » West and East Maple Avenue
 - » Shiloh Street
 - » North and South Main Street
 - » Holcomb Street
 - » Mill Street
 - » Spring Street
 - » Water Street
 - » Berry Street
 - » Strawberry Meadows Place
11. Develop a comprehensive reforestation plan for street trees on all streets. Street trees help to combat urban heat island effect, reduce cooling loads for adjacent buildings, and improve property values.



URBAN DESIGN PLAN KEY

- New Mixed-Use Development
- Existing Mixed-Use Development
- New Residential Infill Development
- New Special Planning Areas
- Civic & Institutional Buildings
- Parks & Public Open Space
- Emma Avenue
- Perimeter Roads
- Downtown Streets
- P Shared-Use Parking Structure





03

IMPLEMENTATION PLAN

The Update is an ambitious vision encompassing over 600 acres and an estimated \$300 million in public/private partnerships; public capital projects; and private redevelopment investments—all facilitated through new programming, operations, policy, and governance initiatives. The Implementation Plan summarizes the key priorities and actions to be taken by the City of Springdale, private investors, and community partners. These actions have been identified to orchestrate development, capital expenditures, and policy decisions in a coordinated way that overcomes existing barriers and maximizes the value of each investment.

Implementation Success & NOW Action Items

Since 2015, Downtown Springdale has been extremely successful in achieving critical recommendations of the Plan and establishing a foundation for long-term, lasting revitalization. This is due to a number of factors, led by both the City of Springdale as well as private investors and other stakeholders, including:

- » The ongoing implementation of Springdale’s new municipal campus, which is nearing completion;
- » Establishment of the Outdoor Dining District;
- » Development and adoption of the Downtown Form-Based Code;
- » Completion of the Luther George Park Master Plan and Jones Center Campus Master Plan.
- » An investment of \$1 million by the Tyson Foundation for downtown revitalization activities;
- » An investment by Tyson Foods Inc. to locate two new office developments and approximately 300 new jobs in Downtown Springdale, including the renovation of Tyson’s historic Emma Avenue headquarters;
- » Completion of Phases 1A, 1B, 1C, and 2A of the Emma Avenue streetscape improvements;
- » Numerous mixed-use and residential development and infill projects;
- » New leadership and revitalization of the 214 Building by CACHE; and
- » Expanded leadership and event production by the Downtown Springdale Alliance.

These developments demonstrate—and have proven—that Downtown Springdale is “open for business.” In order to continue to capitalize on this momentum and position Downtown Springdale for even more success over the next seven (7) to ten (10) years, the updated Implementation Plan identifies key early action items. These items should be completed within 12 months or less of adoption of the Plan. They provide a critical foundation for future capital investments and development initiatives, which are presented on the following page.

Successful completion of these items will achieve important milestones in the implementation of the Update. They will enhance the competitive position of Downtown Springdale in the Northwest Arkansas region and address key issues identified by downtown stakeholders.

These early action items are presented in detail on the following pages. All early action items should be completed no more than 12 months after adoption of the Update, and some should be completed within six (6) months of adoption of the Update.

Implementation Phasing



NOW Action Items

- » Complete amendments to and adopt the amended Downtown Form-Based Code.
- » Create a 2022 Downtown Master Plan Update Implementation Partnership Committee.
- » Develop a public works street and sidewalk program and funding Initiative for ongoing improvement of downtown streetscapes.
- » Re-stripe Johnson Avenue and Meadow Avenue for on-street parking improvements.
- » Complete construction of the Springdale Municipal Campus.
- » Implement the Luther George Park Master Plan.
- » Support the implementation of the Jones Center Campus Master Plan.
- » Support implementation of the proposed Market Center of the Ozarks.
- » Development and implement a “clean, safe and beautiful downtown” program in partnership with the Downtown Springdale Alliance to actively manage maintenance of downtown’s public space and physical infrastructure.
- » Actively work to diversify the leadership of downtown organizations.



FRAMEWORK PLAN PUBLIC WORKSHOP

Implementation Phasing

Implementation phasing identifies and prioritizes capital improvement projects and funding programs; establishes required policies and partnerships; and targets private development in strategic ways to maximize incremental financing and investment leverage potential. Implementation phasing should apply to the City of Springdale, private investors, and community partners and stakeholders.

Implementation is divided into three (3) key phases: Phase 1 (short-term, 0-3 years); Phase 2 (medium-term, 3-7 years); and Phase 3 (long-term, 7+ years). This phasing strategy is a recommendation only and does not prohibit existing or future development projects from occurring outside of specified phases.

Recommended Implementation Phasing is described in detail on the following pages.

FRAMEWORK PLAN PUBLIC WORKSHOP



Implementation Phasing



Phase 1 (0-5 Years)

- » Update Downtown Springdale's regional brand identity and create the regional marketing campaign.
- » Develop the detailed business plan and campaign for downtown.
- » Establish or partner with an existing community-based development organization (CBDO or CDC) to guide implementation activities.
- » Develop the necessary public/private partnerships and funding mechanisms for parking structures. Focus the initial projects at the Commercial Street and Johnson Avenue and / or the Shiloh and Meadow Streets sites.
- » Plan and implement the extension of Water Street to Huntsville Avenue.
- » Plan the extension of Sunset Avenue to the Springdale Municipal Airport.
- » Acquire U.S. 71B / Thompson Street from U.S. 412 / Sunset Avenue to Huntsville Avenue as a city street.
- » Develop a Master Plan for the Shiloh Museum of Ozark History campus.
- » Create an overall downtown waste management plan.
- » Establish a consistent transit line between downtown and key employment centers within the region.
- » Grow resident and stakeholder participation in the Downtown Springdale Alliance and other community events, programs, and initiatives.

Implementation Phasing



Phase 2 (3-7 Years)

- » Extend the recently-completed street, sidewalk, lighting, landscaping, and outdoor improvements on Emma Avenue from Shiloh Street west to U.S. 71B / Thompson Street (Phases 2A and 2B from the 2015 Plan).
- » Improve intersection safety, landscaping, and lighting along U.S. 71B / Thompson Street.
- » Work with CACHE and the Tyson Family Foundation to expand or redevelop the 214 Building and overall arts district programming.
- » Plan and implement the extension of Strawberry Meadows Place across Spring Creek with a new bridge and north to Emma Avenue.
- » Construct one (1) or more shared-use, public-private parking structures.
- » Develop incubator and co-working spaces.

Implementation Phasing



Phase 3 (7+ Years)

- » Support the expansion of medical services at the Northwest Medical Center Campus.
- » Construct the extension of Sunset Avenue to the Springdale Municipal Airport.
- » Construct one (1) or more shared-use, public-private parking structures.
- » Support the redevelopment of commercial properties along U.S. 71B / Thompson Street.



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