



Downtown Springdale **MASTER PLAN**

December 16, 2015

Prepared by **H3** Studio

for the

**CITY OF SPRINGDALE &
DOWNTOWN SPRINGDALE ALLIANCE**



Acknowledgements

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A special thanks to...

Harry and Kathi Blundell, Taraneh Manning, and the staff of the Arts Center of the Ozarks, for graciously hosting the Downtown Springdale Master Plan planning events. And to the residents, business owners, and stakeholders who participated in this process. Thank you!

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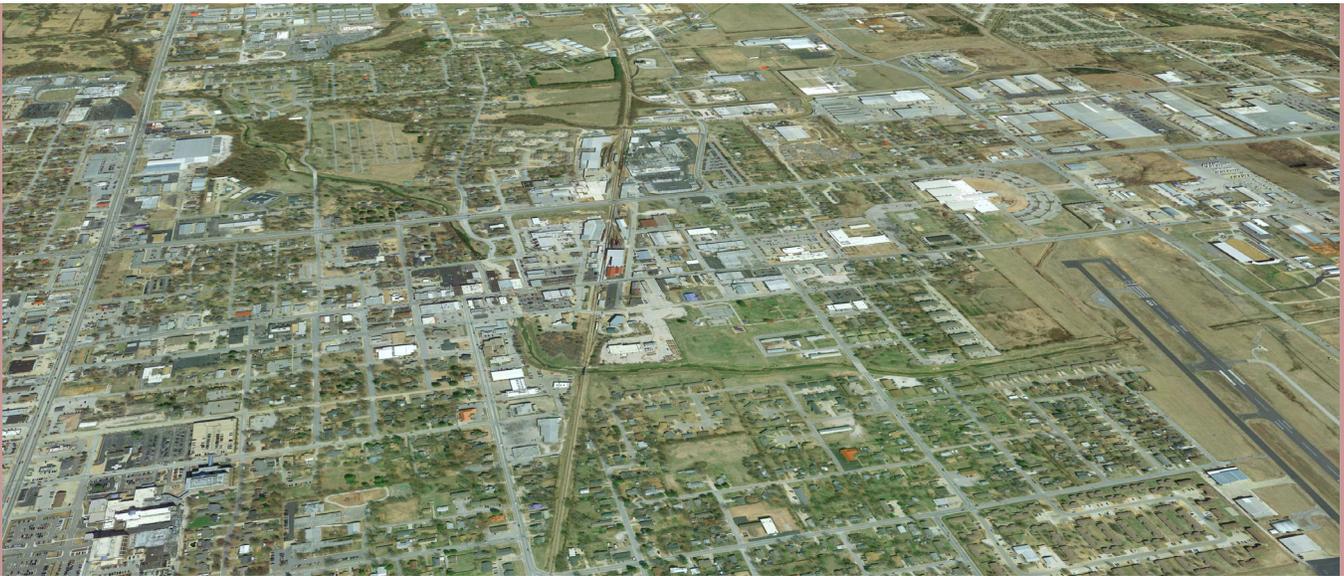
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01

**INTRODUCTION
& EXECUTIVE SUMMARY**



AERIAL PHOTOGRAPH OF THE DOWNTOWN SPRINGDALE PLANNING AREA

Downtown Springdale Vision

That Downtown Springdale will once again become “the Main Street of Northwest Arkansas”; a thriving, clean, friendly, and attractive downtown; creating a more productive business and community environment; and preserving and enhancing the downtown character.

Introduction

Downtown Springdale stands at a crossroads. In the past, it has suffered from disinvestment, negative perceptions, and has not achieved the level of success in recent years that Northwest Arkansas’ other downtowns have enjoyed. Today, however, Downtown Springdale stands perched upon a groundswell of momentum for revitalization.

This momentum is seen in the recently-completed Razorback Greenway, a regional trail that brings Northwest Arkansas residents to a place that many have never before visited. It is seen in the thriving taquerias that are owned by and serve the largest Hispanic population in Arkansas. It is seen in Springdale champion Walter Turnbow and the Downtown park which bears his name. It is seen in Tyson Foods Inc.’s project to renovate its historic headquarters and build the first new offices Downtown in over 20 years. It is seen in the young homeowners and families that have moved into Downtown Springdale and are leading a grassroots effort to bring Downtown back, one house at a time.

The plan builds upon Downtown Springdale’s unique character and authenticity to return it to a vibrant center of commerce and creativity. What was forgotten will once again become the “Main Street of Northwest Arkansas.”

ENGAGEMENT

Stakeholder Interviews

July 13-16, 2015

Springdale Municipal Center

Public Meeting #1 & Community Kick-Off

July 20-22, 2015

Arts Center of the Ozarks

Focus Group Work Sessions

August 17-20, 2015

Springdale Municipal Center

Community Planning Charrette Week

September 14-18, 2015

Arts Center of the Ozarks

Planning Commission

Draft Plan Presentation

October 20, 2015

Springdale Municipal Center

Planning Commission

Draft Plan Public Hearing

December 15, 2015

Springdale Municipal Center

City Council Adoption

December 16, 2015

Springdale Municipal Center

Project Objective

This Plan will serve as the roadmap for the revitalization of Downtown Springdale. Successful Downtowns must maintain a vibrant mix of residential, retail, commercial, dining, entertainment, medical, and public uses. These assets will be positioned in a walkable environment that enhances Springdale's economy, quality of life, and sense of place; and be structured to capitalize on the Razorback Greenway and Spring Creek as the center of downtown. The planning process for Downtown Springdale is structured to achieve the following overall objectives:

- » **BUILD FROM STRENGTH** by capitalizing on existing Downtown assets—Emma Avenue, the ACO, Jones Center, schools, downtown housing, Razorback Greenway, Spring Creek, and more—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 for all citizens.
- » **LEVERAGE PUBLIC INVESTMENTS** to attract developers and clear the path for additional private investments.
- » **PROVIDE VISIONARY AND IMPLEMENTABLE SOLUTIONS** that are market-based, community-supported, and position Downtown Springdale for success.



KICK-OFF MEETING



KICK-OFF MEETING

Creating the Plan

This Plan is the product of a robust and comprehensive public outreach and engagement process, conducted over the course of eight (8) months. This process was designed to effectively access and utilize the knowledge and expertise of Downtown Springdale residents and stakeholders to create a vision for an authentic, vibrant, and holistically-sustainable Downtown. In addition to ongoing, issue-based meetings and community outreach, the Downtown Springdale Master Plan utilized five (5) key engagement initiatives.

- » **Stakeholder Interviews:** 23 individual Downtown stakeholders were engaged in a series of 18 individual and small-group interviews.
- » **Public Workshops & Community Planning Charrette:** The Project Team conducted four (4) public planning workshops and a week-long, on-site community planning charrette, in which approximately 340 individuals participated.
- » **Downtown Springdale Steering Committee:** Consisting of 10 members representing various Downtown stakeholder groups, the Steering Committee met three (3) times throughout the planning process to provide targeted feedback and direction.
- » **Focus Group Work Sessions:** Approximately 65 individuals participated in a series of nine (9) targeted focus group meetings to review key issues and ideas.
- » **City Technical Committee Meetings:** 10 City department heads participated in two (2) review plan review sessions.
- » **Elected Officials:** The Project Team met one-on-one with eight (8) City Council members.

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

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



BASE MAP OF STUDY AREA

- ■ ■ ■ **Downtown Planning Area Boundary**
- Thompson Street (U.S. 71-B) to the west
- Quandt Avenue to Holcombe Street to Caudle Avenue to the south
- Old Missouri Road (Arkansas Highway 265) to the east
- Huntsville Avenue to the north

AERIAL PHOTOGRAPH OF STUDY AREA



These maps represent the existing conditions of the Downtown Springdale Study Area.



FRAMEWORK PLAN CHARRETTE

Structure of the Plan

The Downtown Springdale Master Plan is organized into the following key sections:

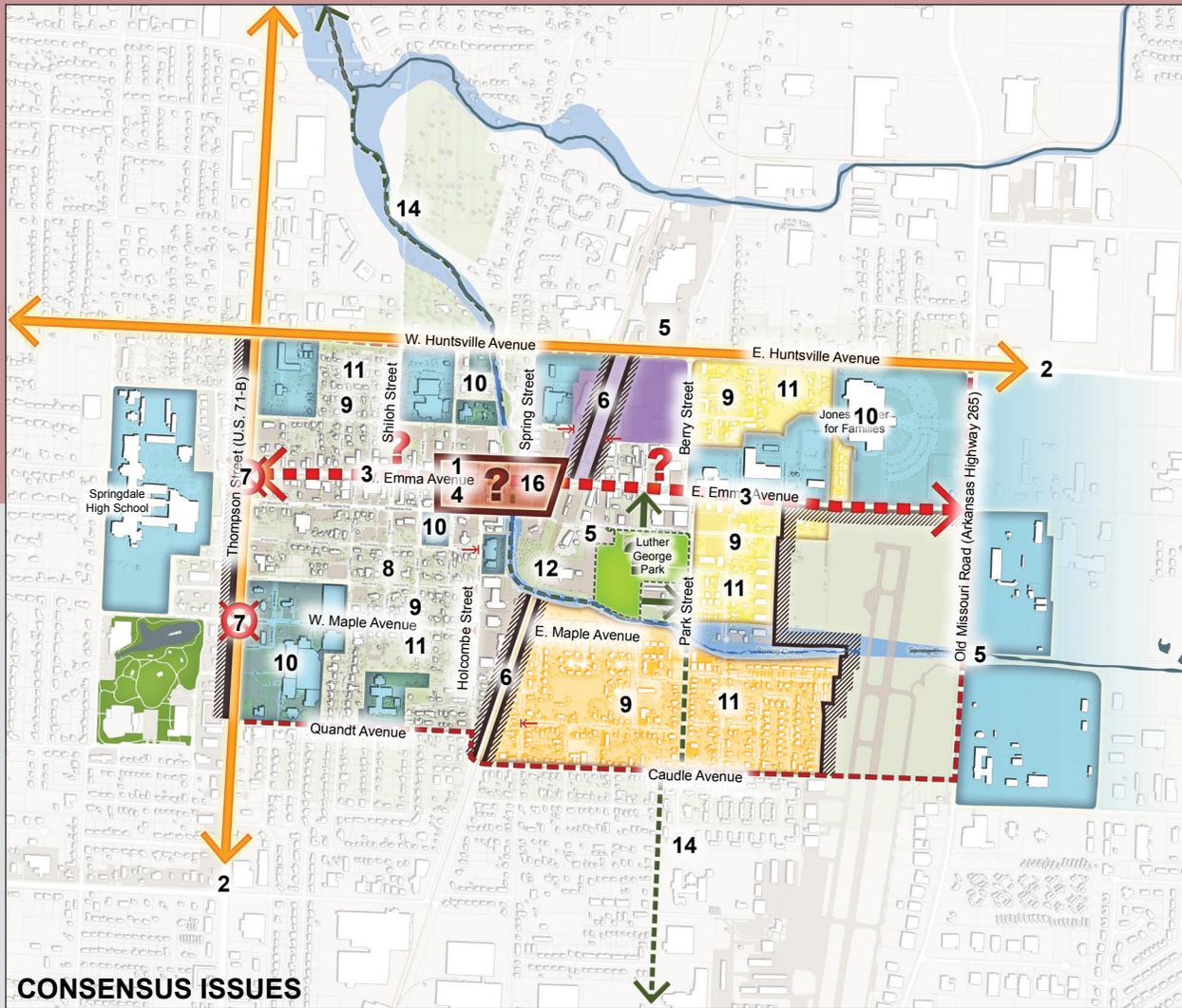
1. **Executive Summary:** This section describes the objective of the Downtown Springdale Master Plan and provides an overview of the Plan's key principles. (Refer to pages 5-17.)
2. **Revitalization Framework & Urban Design Plan:** The *Revitalization Framework Plan* provides the geographic framework to guide ongoing and future revitalization efforts within the Downtown Area. It consists of twelve (12) Revitalization Principles, which describe specific development strategies and activities and are summarized on the facing page. The Urban Design Plan illustrates the specific proposals of the Downtown Revitalization Principles and Framework Plan. In addition, it provides Detail Area Plans and options for key development initiatives. (Refer to pages 19-75.)
3. **Downtown Systems & Programs:** The physical development recommendations of the Urban Design Plan are supported by a variety of Downtown systems that make up the social, cultural, and operational fabric of the community. Downtown systems facilitate and promote the sustainable reinvestment and health of Downtown Springdale. (Refer to pages 77-88.)
4. **Implementation Plan:** The *Implementation Plan* provides recommended implementation phasing, describes key *Early Action Items* to be completed in the next six (6) to 12 months, and summarizes the various project initiatives in a comprehensive *Implementation Phasing* strategy. (Refer to pages 91-99.)

This structure results in a Master Plan document 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 Issues

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

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 Revitalization Principles. They primarily describe the physical conditions and challenges facing Downtown. However, several major issues identified include programming, city policy, and operations, including: crime and safety; access to social services and amenities; Downtown perception; communication; and governance.



1. Downtown Springdale is **perceived poorly in the region**, and there is “no reason” to visit Downtown Springdale due to a lack amenities, community services, and events.
2. **Key regional arterials**, including Sunset Avenue (U.S. 412), Thompson Street (U.S. 71B), and Huntsville Avenue, are high-volume, high-speed thoroughfares and are **perceived as unattractive and unsafe**.
3. There is no consistent **identity for Emma Avenue** in Downtown Springdale.
4. There is a high percentage of **downtown buildings that are vacant, underutilized, and unattractive**.
5. **Vacant land and industrial land uses separate Emma Avenue** from surrounding residential neighborhoods.
6. The A & M rail corridor and Spring Creek result in **dead-end streets and poor street connectivity**.
7. High traffic speeds and volumes through major intersections, result in **negative perceptions of pedestrian safety**.
8. Many streets lack **good quality sidewalks and other pedestrian facilities**.
9. Much of existing Downtown **housing** is outdated, does not meet current market preferences, and appears to be lacking in maintenance.
10. **Downtown institutions**, including the Arts Center of the Ozarks, Jones Center, Shiloh Museum, and Northwest Medical Center, are **perceived as not playing an active role** in Downtown Springdale.
11. A high percentage—34%—of Downtown **housing is either vacant or in poor condition**.
12. Downtown residential areas, especially south of Emma between the railroad tracks and the airport, have **negative perceptions of safety**.
13. There is a **lack of tree canopy** Downtown—only 5% of Downtown Springdale is covered by tree canopy.
14. Downtown Springdale is **not a destination** for Razorback Greenway.
15. Existing Downtown public infrastructure does not have the ability to support additional **new development**.
16. Downtown **lacks a grocery store** and other full-service retailers.
17. There is a lack of **financing programs** and opportunities for Downtown homeowners and property owners.
18. There are **no effective guidelines or regulations** to guide development of successful revitalization of Downtown Springdale.

Market Assessment

The Downtown Springdale Market Assessment examines study area, city and 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.

Since the crash of 2008, the economy of Northwest Arkansas—like the national economy—is in a time of recovery. Many cities are now looking to the future and 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, an Orlando, Florida, research firm, and Kiplinger, published in the Wall Street Journal, 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**

The Urban Land Institute also reported in “Housing in America: The Next Decade” that:

“Over the coming decade, many of those who move to the outer suburbs will do so reluctantly and will miss the sense of community and the amenities they value... This provides a major opportunity for developers to create new outer-edge communities with real town centers and urban amenities. Even on the outer edges, a compact, walkable lifestyle that is affordable will be attractive to income-constrained young families, especially if it provides transportation alternatives.”

Meanwhile, those in the new seniors market want the following:

- **The ability to do without a car**
- **The ability to age in place in their dwelling 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 many of the building blocks necessary for success. It has a variety of high-quality public amenities, such as the Arts Center of the Ozarks, the Shiloh Museum of Ozark History, the Jones Center, a technical school and a Montessori school in addition to the public high school, an airport and the Arkansas & Missouri Railroad.

Citywide, there are sports venues, an aquatic center and other amenities accessible to all. In addition, the Razorback Greenway travels through the center of downtown, offering an opportunity to attract business from pedestrians and cyclists and enabling regional access to nature for residents. Regionally, Springdale residents have access to nature, such as the Buffalo National River and the Ozarks trail, remarkable and historic sites and communities such as Eureka Springs, and the possibility of university attendance as well as college sports. The Northwest Arkansas Naturals, the regions' Minor League Baseball team, play in Springdale at Arvest Ballpark. Springdale is home to nationally important employers. Finally, the Northwest Medical Center offers health care and can add to the health and well being of the local community.

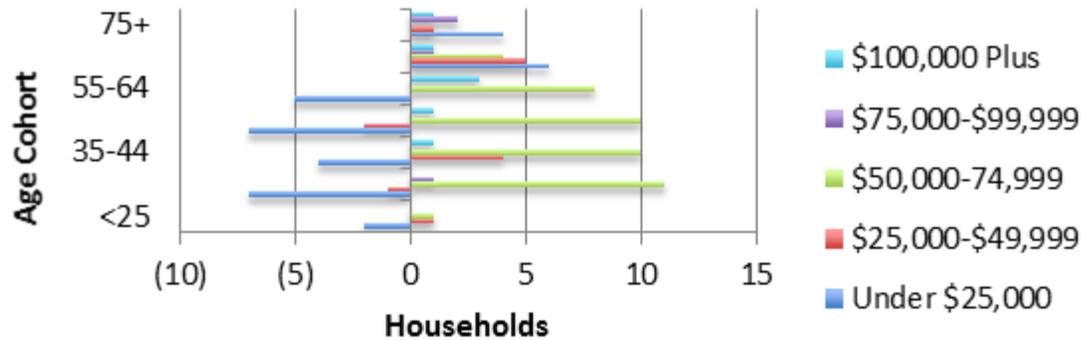
To summarize, many sought after attributes are already in place and, in its Downtown Master Plan, Springdale began the process of creating and enhancing downtown as a destination. The purpose of this project is to continue that work, of making the vision for downtown Springdale a reality. As such, placemaking 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

In July 2005, the Center for Business and Economic Research (CBER) at the University of Arkansas issued draft population projections for counties and metropolitan statistical areas in Arkansas. The Fayetteville-Springdale-Rogers MSA baseline population estimate was expected at that time to reach between 458,659 by 2010. The Census count for 2010 was 463,204 and estimated to rise to 501,653 by 2014, reasonably close to the 2015 baseline projection by the CBER of 510,872. Based upon this correlation, the CBER 2030 regional baseline estimate of $\pm 659,000$ appears reasonable. Taking these projections as a baseline, and considering the historic share of MSA population, Springdale can expect to have between $\pm 88,000$ to $\pm 94,000$ residents by 2030, a change from 2015 estimates of between $\pm 13,600$ and $\pm 19,600$ residents. At current estimates of household size, this would equate to a need for between $\pm 4,400$ and $\pm 6,400$ 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.

Household Change: Income by Age Cohort 2015 to 2020 Downtown Springdale



LOCAL SHORT-TERM POPULATION DEMOGRAPHICS

Given that there is substantial growth expected in the region, examining shorter-term trends to identify the potential for increasing the viability of downtown is a useful place to start. The five-year trends outlined in the following pages will help to crystallize potential for changes in housing, population, and capacity for supporting existing and new businesses in downtown, as well as highlighting such factors as balance in income, potential new housing types for downtown, and elements necessary to attract residents.

Downtown has greater percentages of non-family households and renter households, with younger residents, lower incomes and higher household size than the city as a whole. It also has a higher growth rate in senior households than the city or the region. As illustrated in the chart, Downtown Springdale is projected to grow by approximately 190 households over the next five years. Furthermore, the greatest percentage of growth will be in households between the ages of 25 and 35, with income greater than \$50,000 per year. While the projected incomes of new Downtown Springdale households is lower than those in Springdale as a whole, the basic age cohort and income proportions are comparable. This illustrates the fact that, if Downtown Springdale can provide the physical environment, housing types, and amenities that these populations desire, Downtown can effectively capture its fair share of regional growth.



DOWNTOWN SPRINGDALE ALONG EMMA AVENUE



HISTORIC HOUSING IN DOWNTOWN

DEMOGRAPHIC CHANGE SUMMARY

Downtown Springdale is lower-income than other neighborhoods and communities within 30 miles of Downtown Springdale. If feasible, balancing the income profile of downtown with units that attract higher-income households will reinforce the capacity of downtown to add infill retail and business.

Within a 20-minute commute time of Downtown Springdale, there will be demand for over 7,600 housing units by 2020; given the change in household incomes, the need for units will span incomes from \$25,000 to over \$100,000.

There is a market for multifamily in differing income ranges as half of future household growth is expected to be in renting households.

Income trends are positive for infill commercial space, both office and retail/service space, as well as new residential most likely in rental space or townhomes.

There may be a market for senior or empty nester housing in downtown Springdale if the right amenities and services can be provided to create a suitable environment for these demographics.

Creating a compact walkable downtown with more employment and amenities may attract future young residents desiring an urban lifestyle who might otherwise locate elsewhere in the region.

RETAIL SUPPLY AND DEMAND

An analysis of current demand (how much people spend) and supply (how much is sold) indicate that all of communities within a 20-minute drive time of Downtown Springdale are currently capturing sales that exceed local demand. This does not mean, necessarily, that there will be no demand for space because aggregate incomes are rising faster than inflation with the potential for greater demand for rising incomes.

A comparison of change in aggregate income and typical spending between Downtown, the city, and other communities within ten- and twenty-minute drive times of Downtown does show some potential for increased retail and services.

Retail markets in the Springdale area are robust, with vacancy, as of 2014, at 5.6 percent for the region. The highest vacancy by property type has been in strip centers at almost 9 percent. Interviews with local commercial brokers are necessary to assess how much of the potential space can be created and absorbed, but Springdale has lower available inventory than Fayetteville and Bentonville, according to Colliers International.

If the regional estimates hold true, from 2020 to 2030, there will be further support locally in Springdale for retail and services with an additional $\pm 2,500$ to $\pm 4,500$ households during that time.

EMPLOYMENT AND FUTURE SPACE NEED

The state of Arkansas has published projections from 2012 to 2022 for employment for the Northwest Arkansas workforce region in which Springdale and its metropolitan statistical area (MSA) are located. The MSA is already outstripping the projections in service job categories; for consistency the annual percentage changes in the projections by the state were applied to MSA employment for 2014 to estimate how much can be expected by 2022.

Based upon the estimate of 2022 employment, in the categories that use commercial space (not including warehouse, industrial, retail, food and beverage services, and leisure and hospitality), there may be increased demand for ± 2.7 million square feet of space in the MSA (at 250 square feet per employee). Categories not included are those in which employment space needs, number of employed, and space types are not consistent.

As of 2014 there was over 960,000 square feet of vacant office space in Northwest Arkansas, or 9.2 percent vacancy, but much of that space is in class B and C buildings. In West Springdale, class B and class C had no vacancy, according to Colliers International, while class B in East Springdale had 2.3 percent vacancy and class C stood at 13.5 percent vacancy. If state employment projections prove out, there will still be a regional net market for ±1.7 million square feet. Furthermore, this figure could increase, since as much of current space in class B and C may be vacant for reasons other than low market demand (such as functional obsolescence).

MARKET ASSESSMENT SUMMARY FINDINGS

The Downtown Springdale Market Assessment supports several key conclusions, which the Downtown Springdale Master Plan 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 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 sustainable, long-term revitalization of Downtown Springdale.

Conclusion

Despite past challenges, Downtown Springdale is superbly positioned to achieve implementation success and long-term, lasting revitalization. Recent investments and implementation successes in Downtown indicate a groundswell of momentum for revitalization of Downtown Springdale. Furthermore, market projections indicate a future demand for housing, retail, office space, and public amenities in a vibrant, walkable, mixed-use environment.

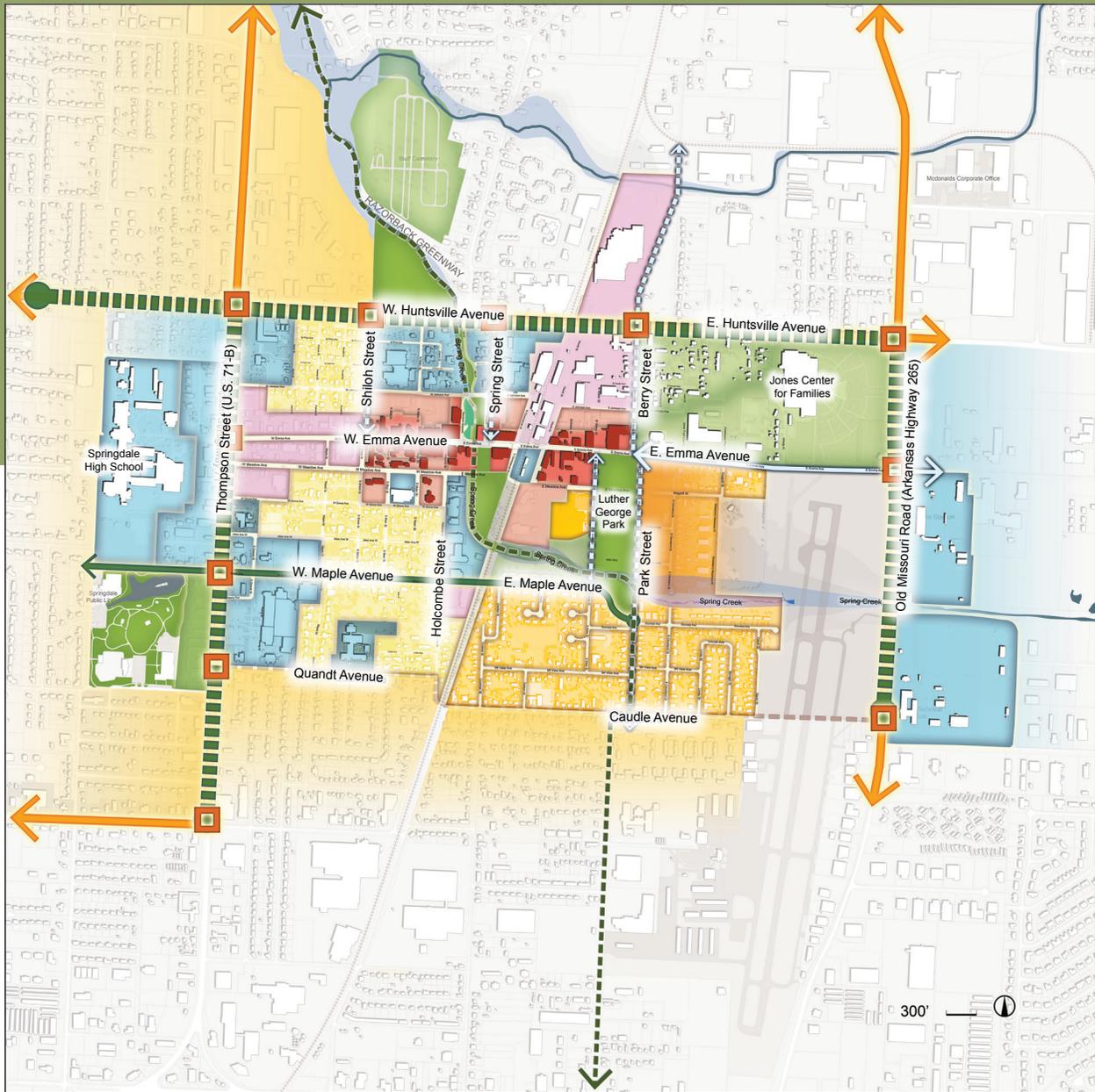
The Downtown Springdale Revitalization Framework and Urban Design Plan—presented on the following pages—strategically orchestrates physical enhancements and supportive programming for Downtown to capitalize on existing assets and overcome existing challenges. Developed through interactive engagement with the Downtown community, the Revitalization Framework and Urban Design Plan represents the physical manifestation of Springdale’s Vision for the future of Downtown.





REVITALIZATION FRAMEWORK & URBAN DESIGN PLAN

The Downtown Springdale Master Plan 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 Revitalization 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 recommendation serve to transform Downtown Springdale into the vibrant, regional downtown that it once was and will be again.



DOWNTOWN SPRINGDALE REVITALIZATION FRAMEWORK PLAN

Downtown Revitalization Framework Plan

The Downtown Revitalization Framework Plan is the physical realization of the Springdale community’s Vision for the future. The Revitalization Framework describes the place-based initiatives that will work to achieve that Community Vision. This plan 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. This is to ensure that

future revitalization investments are made in a coordinated way that fulfills the Vision of the Downtown’s residents, businesses, and stakeholders.

The Downtown Revitalization Framework consists of 12 Revitalization Principles, which consist of specific development strategies and activities. These principles are presented in detail on the following pages.

Downtown Revitalization Principles

1. **Improve the regional accessibility of Downtown Springdale.**

2. **Establish an expanded “Main Street” Downtown Core along Emma Avenue.**

3. **Create a central public gathering space on Emma Avenue.**

4. **Create a new municipal and civic district and gateway to Downtown Springdale.**

5. **Support the continued development of major cultural, educational, and health institutions within the Downtown planning area.**

6. **Stabilize and retain key assets by building a mixed-use core in Downtown Springdale.**

7. **Expand and reconfigure Luther George Park as a major Downtown amenity linked to Emma Avenue and surrounding neighborhoods.**

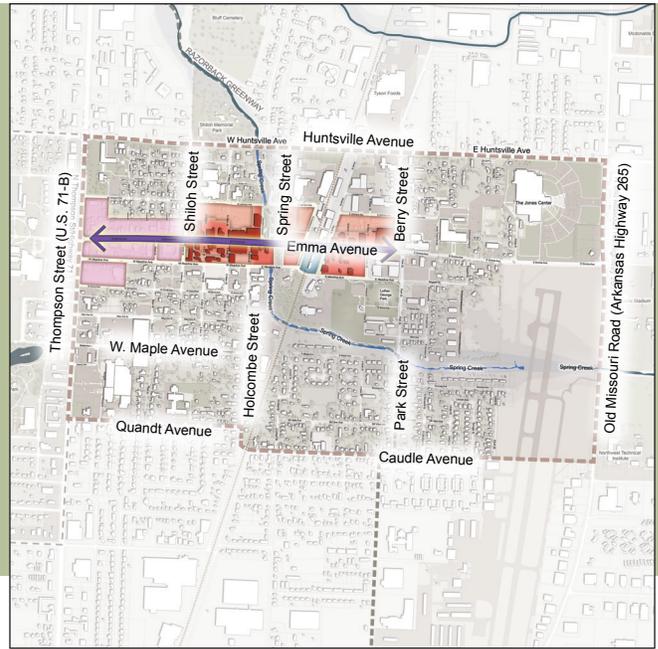
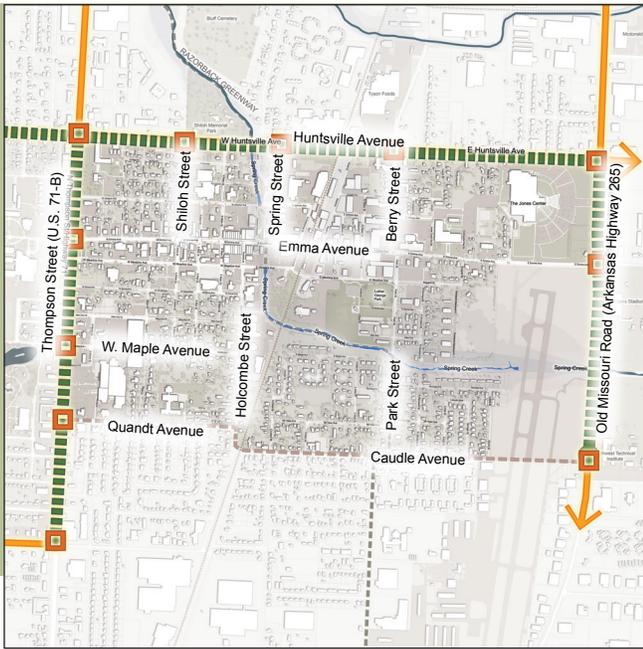
8. **Re-imagine Thompson Street (U.S. 71-B) as a major civic and institutional “green boulevard” and reconnect Maple Avenue.**

9. **Develop a mixed-use Downtown arts, culture & education district and connect Murphy Park to Luther George Park along Maple Avenue.**

10. **Develop new Downtown housing and improve existing housing in established residential neighborhoods.**

11. **Implement programming initiatives to support Downtown residents, businesses, and property owners.**

12. **Expand the impact of the Downtown Springdale Alliance and other organizations.**



Principle #1

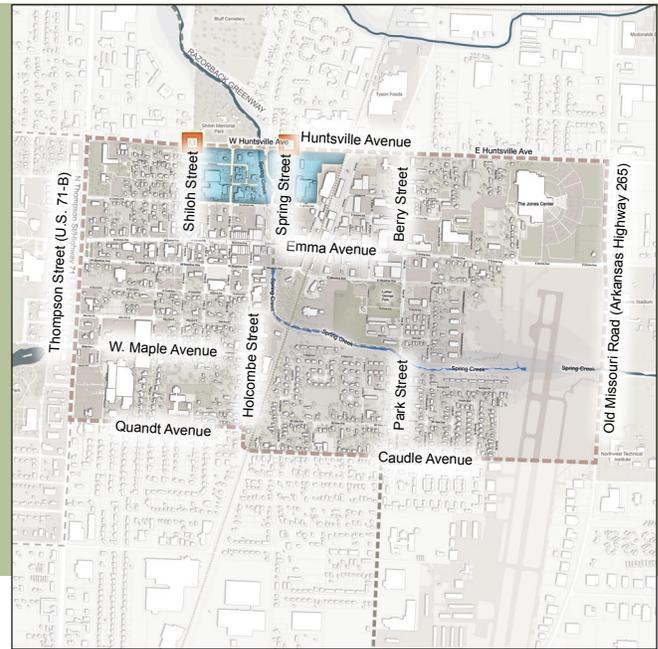
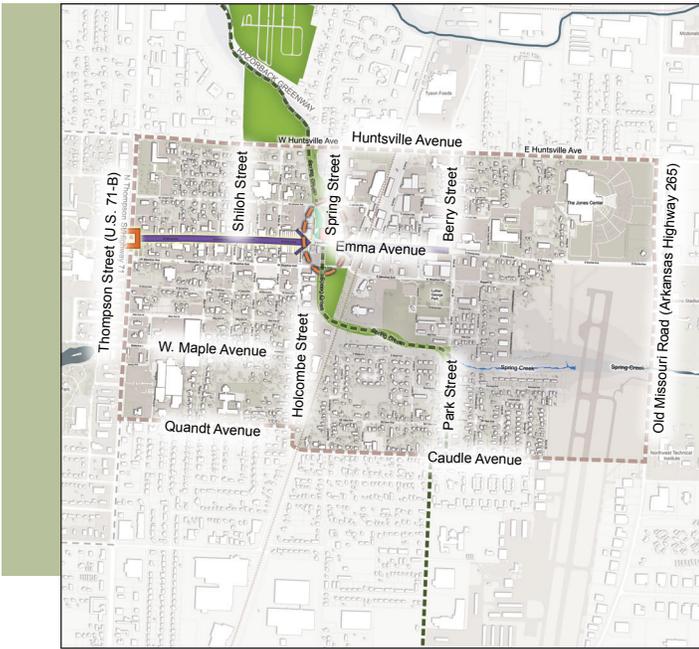
LET'S IMPROVE THE **REGIONAL ACCESSIBILITY** OF DOWNTOWN SPRINGDALE BY...

- Redeveloping Thompson Street (U.S. 71-B), Huntsville Avenue, and Old Missouri Road (Arkansas Highway 265) as major context sensitive walkable thoroughfares based upon standards set by the Institute of Traffic Engineers (ITE).
- Creating new, identifiable entrance gateways into Downtown from Thompson Street (U.S. 71-B), Huntsville Avenue, and Old Missouri Road (Arkansas Highway 265).
- Utilizing green infrastructure to create beautiful landscape amenities, reduce stormwater runoff, and improve water quality.

Principle #2

LET'S ESTABLISH AN **EXPANDED "MAIN STREET"** DOWNTOWN CORE ALONG EMMA AVENUE BY...

- Expanding and developing Emma Avenue as Downtown's "Main Street", featuring ground floor retail and hospitality businesses between Thompson Street (U.S. 71-B) (to the west) and Park Street/Berry Street (to the east).
- Providing multiple connections from Emma Avenue to Downtown Springdale's perimeter thoroughfares.
- As an immediate action item, calming traffic on Emma Avenue; prohibiting truck traffic; and creating a great, walkable, outdoor dining and entertainment street.
- Developing a ground floor retail and merchandizing strategy for Emma Avenue.
- Increasing the number and diversity of international and culturally-relevant restaurants and events.
- Ensuring sufficient and properly-located Downtown parking.
- Over the long term, rebuild Emma Street with an enhanced street section, as described herein.
- Develop a Downtown landscape program to install and maintain street trees, gardens, hanging baskets, and other landscape amenities.



Principle #3

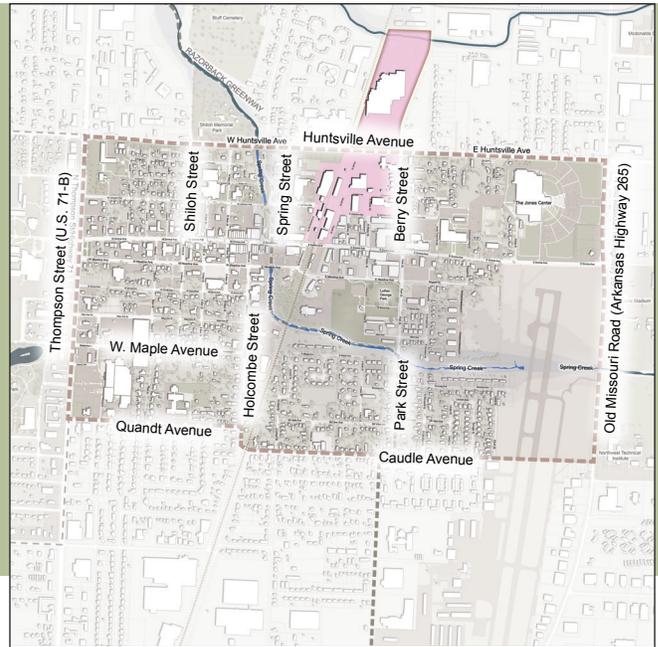
LET'S CREATE A CENTRAL PUBLIC GATHERING SPACE ON EMMA AVENUE BY...

- Continuing the revitalization of Shiloh Square, Water Turnbow Park, and the Arkansas-Missouri Railroad Station.
- Developing a vibrant, regionally-relevant public space and plaza with a "front door" from the south onto Emma Avenue.
- Creating "active" public facades for all buildings facing Shiloh Square and Walter Turnbow Park.
- Developing a program of seasonal and cultural events to bring local residents and visitors together.
- Capitalizing on the Razorback Greenway and providing amenities for Greenway users.
- Utilizing green infrastructure to create beautiful landscape amenities, reduce stormwater runoff, and improve water quality.

Principle #4

LET'S CREATE A NEW MUNICIPAL & CIVIC DISTRICT AND GATEWAY TO DOWNTOWN SPRINGDALE BY...

- Planning the expansion of the existing Springdale Municipal Campus (City Hall and Police Department facilities) to form a major entrance to Downtown at Spring Street from Huntsville Avenue.
- Including in the district plan the Shiloh Museum, First United Methodist Church, and North Main Street
- Planning the new district with linkages to Shiloh Memorial Park, Bluff Cemetery, and the Razorback Greenway.
- Utilizing green building and infrastructure best practices in new public facilities.



Principle #5

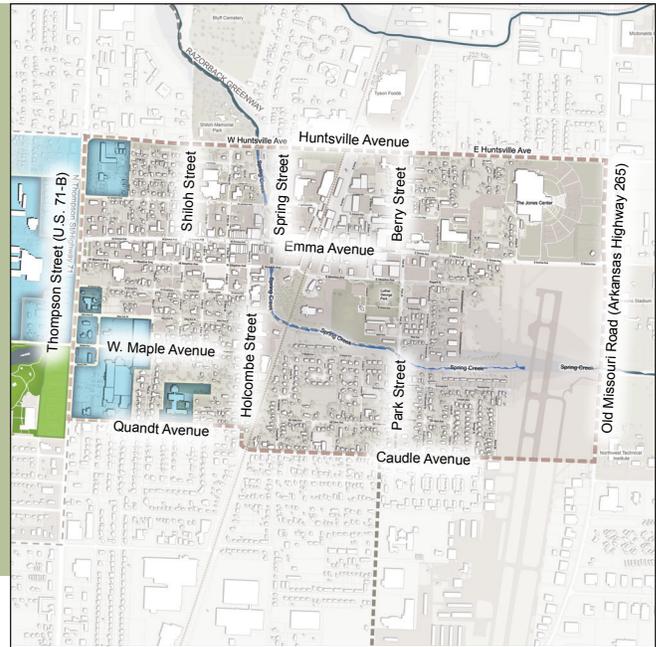
LET'S SUPPORT THE CONTINUED DEVELOPMENT OF **MAJOR CULTURAL, EDUCATIONAL, AND HEALTH INSTITUTIONS** BY...

- Working with the Jones Center to develop a master plan for the existing housing in the southeast quadrant of the area at Berry Street and Huntsville Avenue.
- Enhancing Downtown institutions—including the Arts Center of the Ozarks (ACO), Northwest Medical Center, the Jones Center, Springdale Public Schools, and other religious and educational institutions—with expanded and new amenities and programmable space.
- Developing an improved streetscape on East Emma Avenue.
- Facilitating connections to adjacent institutions, educational facilities, and job training programs including: the Springdale Municipal Airport; Northwest Technical Institute; Parson's Stadium; Jones Elementary School; Robert E. Lee Elementary School; and others.

Principle #6

LET'S STABILIZE AND RETAIN KEY ASSETS BY **BUILDING A MIXED-USE CORE** IN DOWNTOWN BY...

- Building upon the investment of Tyson Foods Inc. in its new Emma Avenue facilities.
- Redeveloping existing warehouse and light industrial properties north of Emma Avenue and south of the Tyson Foods Inc. Berry Street Plant.
- Develop a Downtown landscape program to install and maintain street trees, gardens, hanging baskets, and other landscape amenities.
- Utilizing green infrastructure to create beautiful landscape amenities, reduce stormwater runoff, and improve water quality.
- Developing coordinated, centrally-located shared parking facilities to support new Downtown development and business tenants.
- Offering incentives to private developers to encourage the use of green building techniques and sustainability best practices.



Principle #7

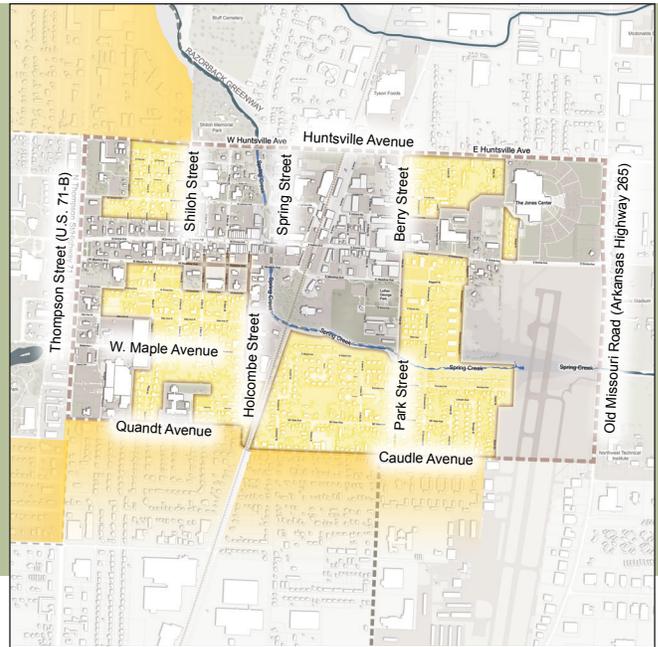
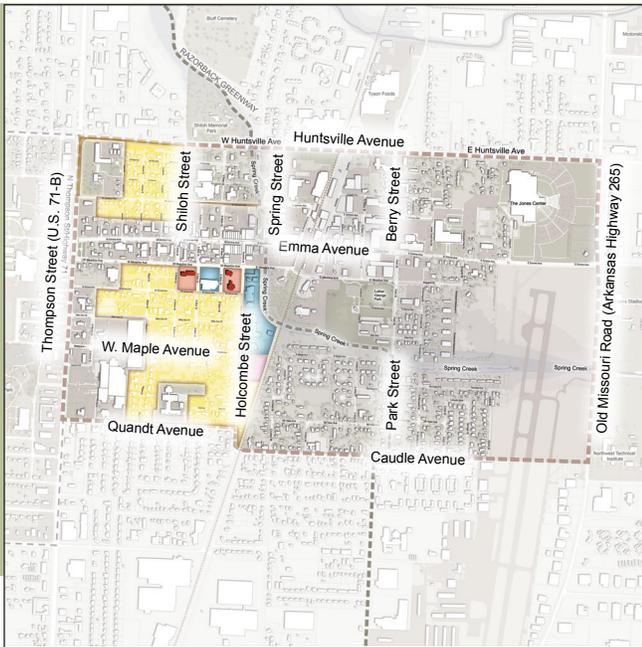
LET'S EXPAND AND RECONFIGURE **LUTHER GEORGE PARK** AS A MAJOR DOWNTOWN AMENITY LINKED TO EMMA AVENUE BY...

- Expanding Luther George Park south to East Maple Avenue and north to East Emma Avenue to link Downtown neighborhoods to the "main street" concept.
- Providing a major entrance to Luther George Park and the Razorback Greenway on East Emma Avenue. Add a southern entrance to the park from the Razorback Greenway.
- Extending Water Street south to East Maple Avenue to provide four (4) public faces to Luther George Park.
- Facilitating the mixed-use redevelopment of the park's facing edges, including new housing.
- Adding necessary storm water retention and infrastructure for water quality improvement.
- Utilizing green building and infrastructure best practices in new public facilities.
- Establishing community gardens in the park for agriculture education and small-scale local food production.
- Providing environmental and ecological education opportunities for all ages.

Principle #8

LET'S RE-IMAGINE **THOMPSON STREET (U.S. 71-B)** AS A MAJOR CIVIC AND INSTITUTIONAL "**GREEN BOULEVARD**" AND RECONNECT MAPLE AVENUE BY...

- Connecting East Maple and West Maple Avenue across the Arkansas-Missouri Railroad tracks as a key pedestrian and bike corridor.
- Enhancing the character of the Northwest Medical Center's campus on South Thompson Street (U.S. 71-B).
- Enhancing the presence and visibility of Springdale High School's campus on Thompson Street (U.S. 71-B).
- Linking Downtown to the Springdale Public Library and Murphy Park, east of South Thompson Street (U.S. 71-B).
- Utilizing green infrastructure to create beautiful landscape amenities, reduce stormwater runoff, and improve water quality.



Principle #9

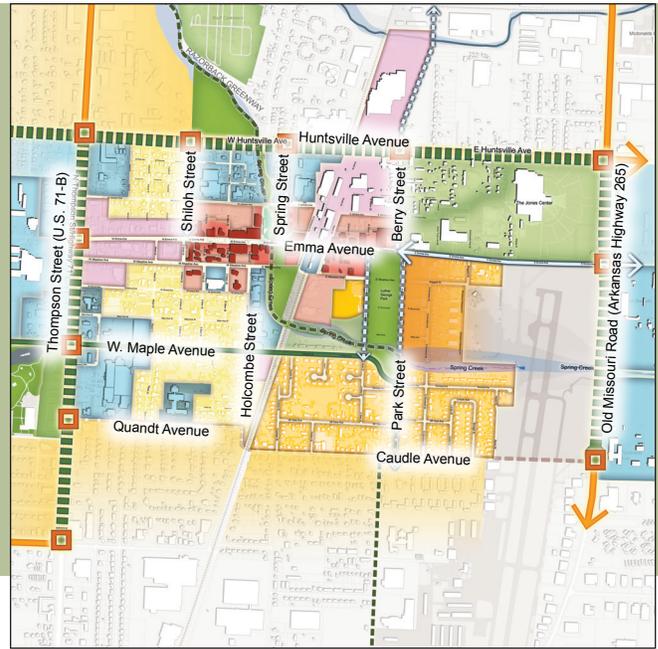
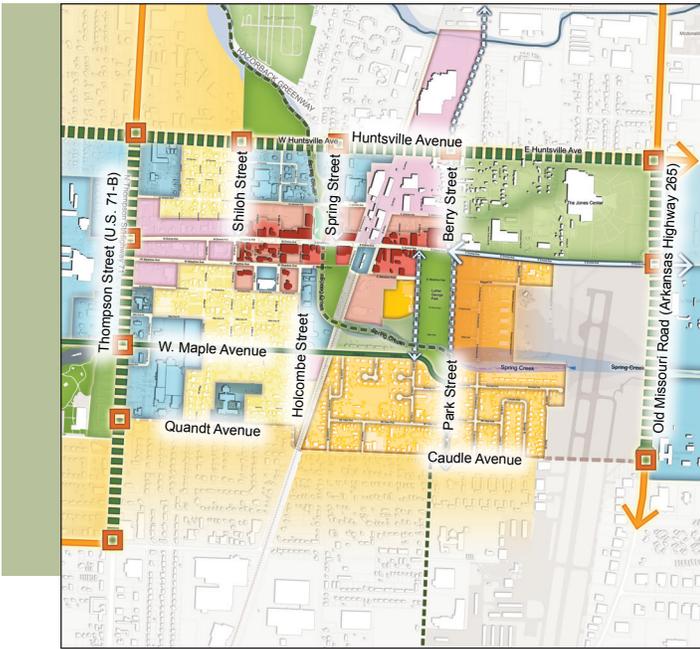
LET'S DEVELOP A MIXED-USE **DOWNTOWN ARTS, CULTURE & EDUCATION DISTRICT** AND CONNECT MURPHY PARK TO LUTHER GEORGE PARK ALONG MAPLE AVENUE BY...

- Building upon the success and expansion of the Arts Center of the Ozarks (ACO) and the new Ozark Montessori School.
- Providing enhanced streetscape connections from the district north to Emma Avenue.
- Expanding outdoor events and educational programs.
- Developing cross-programming opportunities with Emma Avenue businesses.
- Facilitating the creation of mixed-use artist housing through block-by-block redevelopment.
- Establishing a key Downtown gateway on South Thompson Street (U.S. 71-B) at Maple Avenue.

Principle #10

LET'S DEVELOP **NEW DOWNTOWN HOUSING** AND IMPROVE EXISTING HOUSING IN ESTABLISHED RESIDENTIAL NEIGHBORHOODS BY...

- Develop new and diversified housing in and adjacent to downtown.
- Capitalize on and provide “eyes on the park” by developing new housing that overlooks Luther George Park, Spring Creek, and the Razorback Greenway.
- Develop new housing on Berry Street overlooking the enhanced Jones Center campus.
- Work with the Springdale Housing Authority to stabilize and improve existing public housing.
- As an immediate action item, consider partnering with the Springdale Housing Authority to apply for a Choice Neighborhoods Planning Grant (U.S. Department of Housing and Urban Development) to address neighborhood redevelopment surrounding and including existing public housing.
- Facilitate and encourage maintenance, repair of, and improvements to existing housing stock.
- Provide a public improvements program for residential streets.



Principle #11

LET'S IMPLEMENT **PROGRAMMING INITIATIVES** TO SUPPORT DOWNTOWN RESIDENTS, BUSINESSES, AND PROPERTY OWNERS, INCLUDING...

- Safety and maintenance programs;
- Lighting, signage and branding programs;
- Downtown marketing and public relations programs, utilizing: print, web and social media;
- Public works programs, including: landscaping, green infrastructure, all utility services, and smart technology;
- A walkability and bikeability improvement initiative;
- Expanded youth and family programs.
- Adopting the principles of the Crime Prevention Through Environmental Design (CPTED) in all redevelopment initiatives
- Developing a green building and sustainability incentive program and toolkit to encourage individual homeowners and property owners to utilize green building and infrastructure best practices on their property.

Principle #12

LET'S EXPAND THE IMPACT OF THE **DOWNTOWN SPRINGDALE ALLIANCE** AND OTHER ORGANIZATIONS BY...

- Supporting the strategic plan and vision of the Downtown Springdale Alliance and its partners for Downtown revitalization.
- Facilitating collaborative financing opportunities between development partners, key lending institutions, and other financiers.
- Creating impactful, public-private partnerships to drive Downtown community development.
- Developing a "Green the Downtown" tree program to plant and/or replace trees on public land and right-of-ways.
- Developing a year-round schedule of seasonal events and programs to attract both regional visitors and Springdale residents to Downtown.

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Downtown Springdale Urban Design Plan

The Urban Design Plan for Downtown Springdale illustrates the specific proposals of the Downtown Revitalization Principles and 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 building 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 during the Springdale Community Planning Charrette with ongoing review and input from the community and Downtown stakeholders.

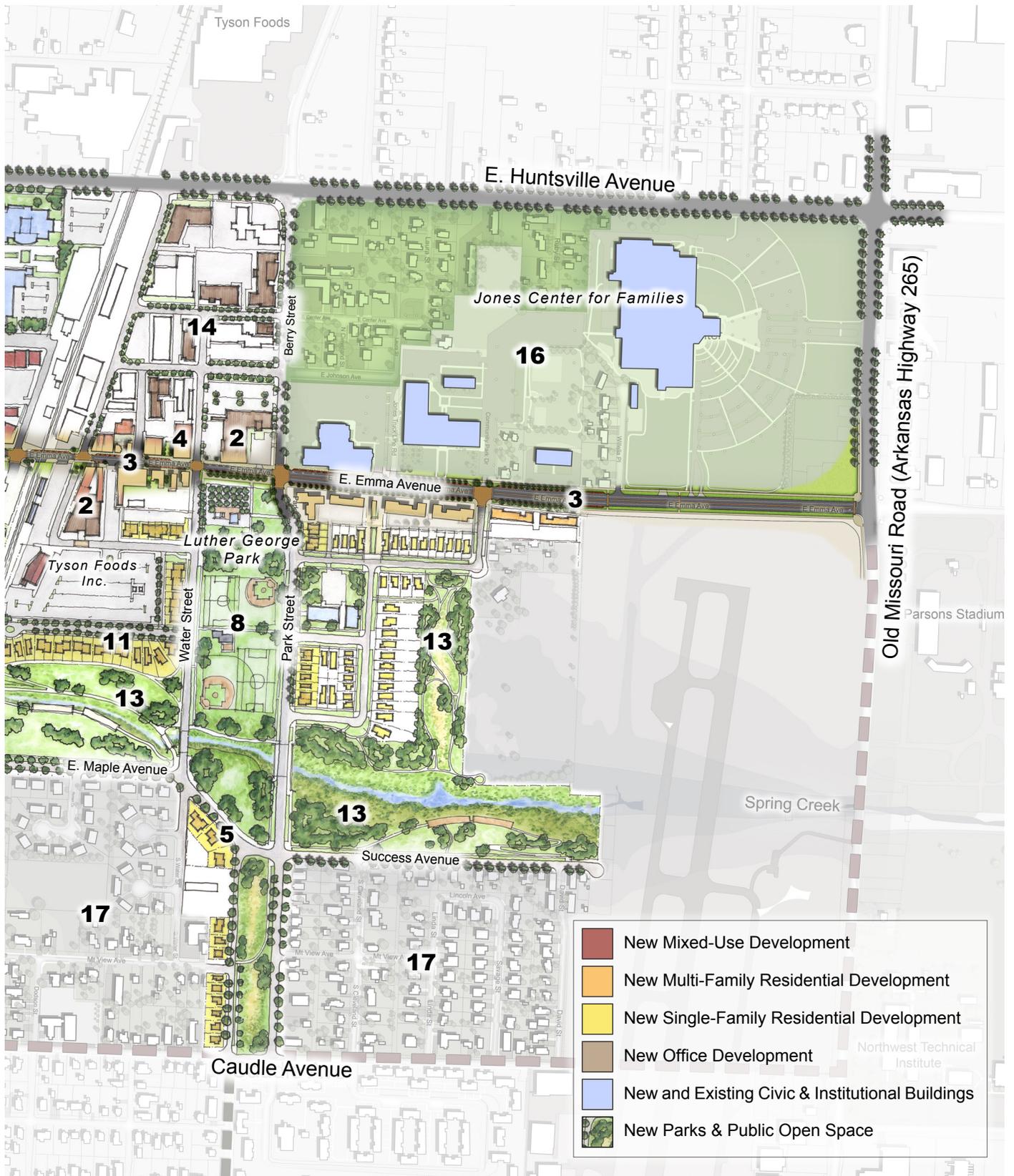
It is important to note that the Urban Design Plan is a Master Plan and not a detailed development proposal, capital improvements plan, or public works plan. Therefore, the recommendations illustrated should serve as a policy guideline in the evaluation of future development proposals and capital improvement 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. **Walter Turnbow Park & Shiloh Square revitalization**
2. **Tyson Foods Inc. Downtown office development**
3. **Emma Avenue streetscape improvements**
4. **Emma Avenue retail revitalization and infill development**
5. **Maple Avenue reconnection and realignment**
6. **Expanded public space and plaza** (south of Emma Avenue along the Razorback Greenway)
7. **Expanded Springdale City Hall and government campus**
8. **Luther George Park expansion**
9. **Arts Center of the Ozarks enhancements and Downtown artist housing**
10. **Shiloh Museum enhancements**
11. **Parkside housing development**
12. **Thompson Street mixed-use office development and Downtown hotel**
13. **Spring Creek public space and green infrastructure improvements**
14. **Berry Street mixed-use office redevelopment**
15. **Northwest Medical Center campus enhancements**
16. **Jones Center for Families campus master plan and enhancements**
17. **Neighborhood housing improvement, redevelopment & infrastructure improvements** (with the Springdale Housing Authority)
18. **Downtown housing stabilization, improvement & infill**



Downtown Springdale Urban Design Plan



What Happened to Downtown?

- New highways increased consumers' travel range
- Retail and services relocated to highways
- Malls developed
- 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.

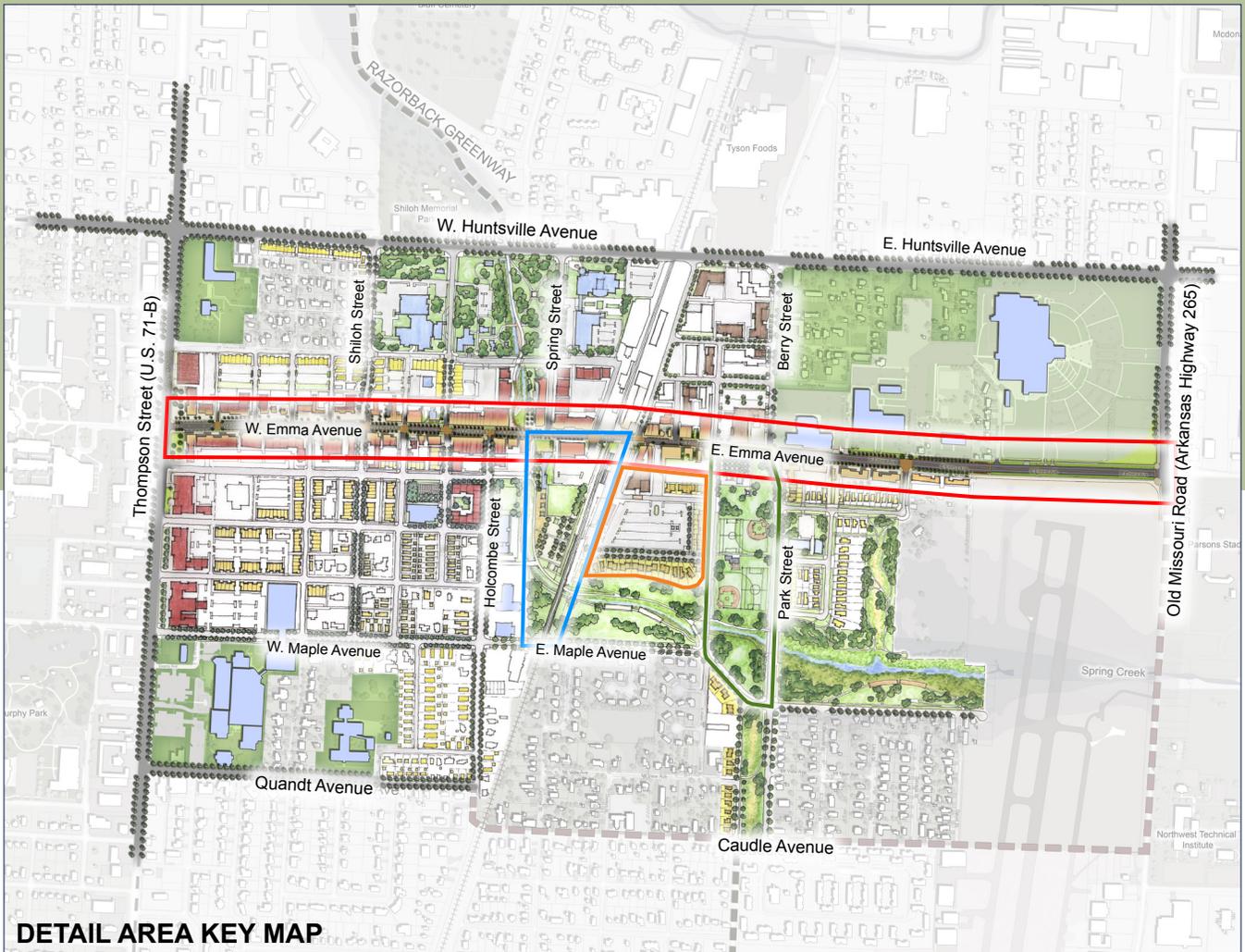
Program Breakdown	Strategies & Considerations
<p>Downtown Retail Program (by 2030)</p>	<ul style="list-style-type: none"> ±166,000 square feet to fill existing vacant and/or underutilized retail space ±156,000 square feet in new, mixed-use infill building and redevelopment with ground floor storefronts over time <p>Total Target for Revitalization:</p> <ul style="list-style-type: none"> ± 322,000 net new retail square feet in existing and new buildings
<p>Downtown Housing Program (by 2030)</p>	<ul style="list-style-type: none"> ± 370 townhouses (market potential) ± 210 duplex units (market potential) ± 330 fourplex units (market potential) ± 1,600 apartments (market potential) <p>Total Units in Urban Design Plan:</p> <ul style="list-style-type: none"> 400 to 550 net new units in Downtown west of the railroad tracks Up to 300 net new units for surrounding the expanded Luther George Park
<p>Downtown Office Program (by 2022)</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>Downtown Parking Program (by 2022)</p>	<ul style="list-style-type: none"> 296 new street parking spaces on Emma Avenue 840 parking spaces in new public lots <p>Total Parking Spaces in Urban Design Plan:</p> <ul style="list-style-type: none"> 1,136 total public parking spaces along Emma Avenue Only 966 spaces are needed based upon the development program (170 space surplus)

Downtown Springdale Detail Area Plans

In addition to the urban design of the overall Downtown planning area, the Urban Design Plan includes four (4) 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 Streetscape Improvements:** Presented in detail on pages 36-65, the plan sets forth a detailed public space design for the entire length of Emma Avenue from Thompson Street (U.S. 71-B) to Old Missouri Road (Arkansas Highway 265).
- **Turnbow Park & Expanded Public Space:** Described on pages 68-69, the plan provides key recommendations and options for creating a central public gathering space and “town square” on Emma Avenue.
- **Luther George Park:** Described on pages 70-71, the plan provides recommendations and options for the expansion and reconfiguration of Luther George Park.
- **Parkside Housing Development:** Described on pages 72-75, the plan provides recommendations on new Downtown housing to be developed along the edges of Luther George Park and Spring Creek.

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



DETAIL AREA KEY MAP

MAP KEY

- Emma Avenue Streetscape Improvements Detail Area.
- Turnbow Park & Expanded Public Space Detail Area
- Luther George Park Detail Area
- Parkside Housing Development Detail Area



Detail Area 1

Emma Avenue Streetscape

Emma Avenue is both the physical and cultural heart of Springdale. As the city’s historic commercial center, Emma Avenue was once the center of civic and commercial life. Today, Emma Avenue remains Springdale’s most important public space.

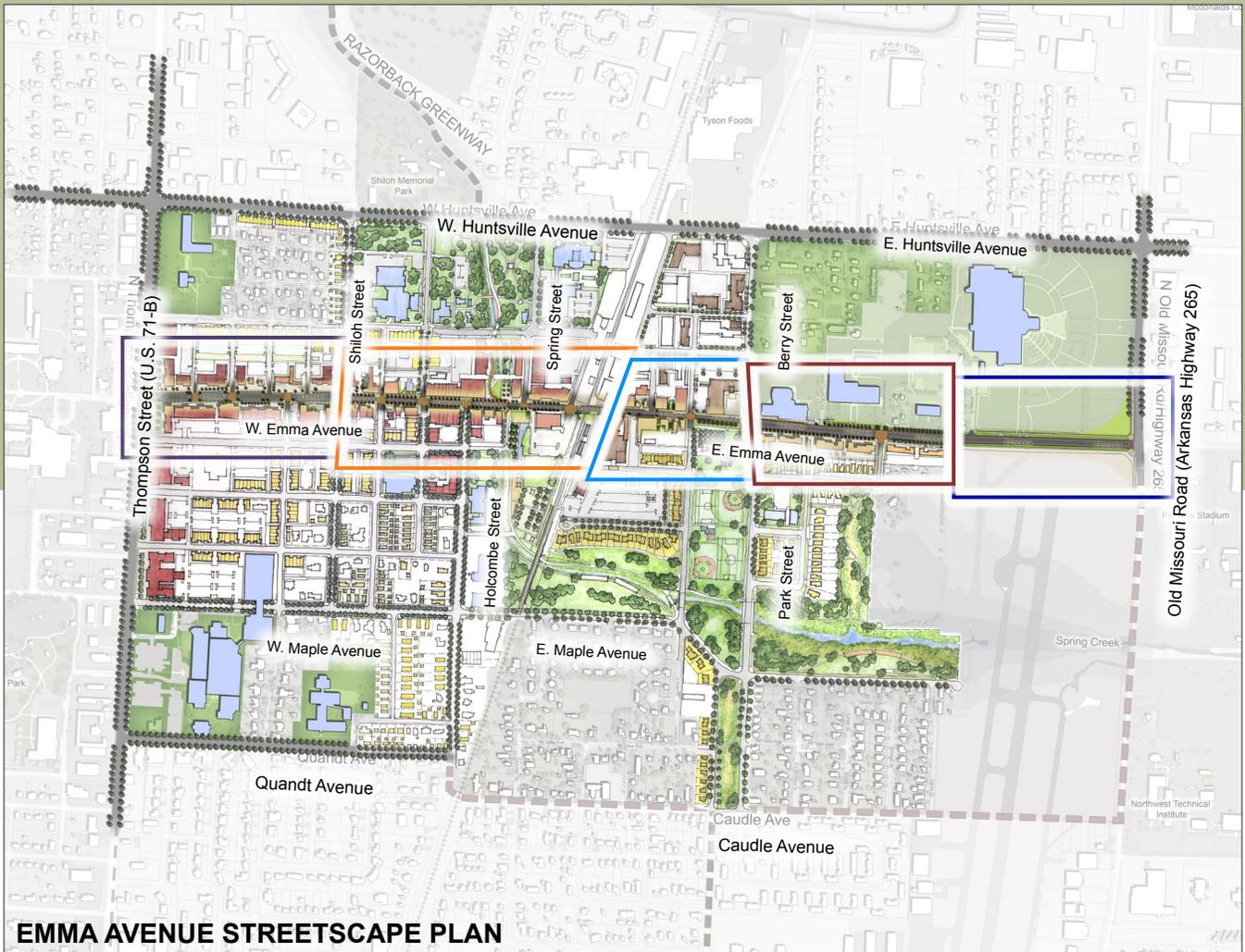
The Downtown Springdale Master Plan builds upon the momentum of the Razorback Greenway and Walter Turnbow Park to recreate a vibrant “main street” for the City of Springdale. Emma Avenue will not only be an amenity for the citizens of Springdale. Like the other regional downtowns of Fayetteville, Bentonville, and Rogers, Emma Avenue and Downtown Springdale will be regionally positioned and regionally relevant to attract visitors and patrons from across Northwest Arkansas.

Emma Avenue is divided into five (5) key districts, each with a unique character and existing conditions. They include:

- **West Emma District**, designed to accommodate a variety of free-standing building types of various eras, heights, and setbacks.
- **Downtown Center**, providing a multi-use, primary commercial street that supports outdoor sidewalk dining, sidewalk retail opportunities, and pedestrian-centric fairs and events.
- **Tyson District**, designed to support the new office and retail uses of Tyson Foods Inc.’s new **Downtown Springdale facility**.
- **East Emma District (D-1 and D-2)**, designed as an urban boulevard to support both a variety of mixed-use residential and institutional uses. The adjacency of Springdale Municipal Airport dictates different streetscape principles within this district.

The Emma Avenue Streetscape Plan responds to the unique local context of Emma Avenue while creating an identifiable, unified public space for Springdale’s main street.

The Emma Avenue Streetscape Plan is presented in detail on the following pages.



MAP KEY

- District A – West Emma:** West Emma Avenue from Thompson Street (U.S. 71-B) east to Shiloh Street.
- District B – Downtown Center:** Emma Avenue from Shiloh Street east to Hewitt Street.
- District C – Tyson District:** East Emma Avenue from Hewitt Street east to Berry Street/Park Street.
- District D-1 – East Emma:** Berry Street/Park Street east to Springdale Municipal Airport property line.
- District D-2 – East Emma:** Springdale Municipal Airport property line east to Old Missouri Road (Arkansas Highway 265)

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Detail Area 1: Emma Avenue Streetscape Improvements

Looking east, Emma Avenue @ Blair Street



EXISTING CONDITIONS



STREETSCAPE & PUBLIC SPACE INFRASTRUCTURE



STOREFRONT TENANCING & REVITALIZATION



INFILL & REDEVELOPMENT

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Detail Area 1: Emma Avenue Streetscape Improvements

West Emma (District A)



WEST EMMA DISTRICT STREETScape PLAN



WEST EMMA STREETScape KEY PLAN

OBJECTIVE

Extending from Thompson Street (U.S. 71-B) east to Shiloh Street, the West Emma district streetscape is designed to accommodate a variety of free-standing building types of various eras, heights, and setbacks. The West Emma district increases public parking with new angled street parking and supports the use of existing front yards for new outdoor retail and entertainment space associated with primary building on the property.

The West Emma district provides two travel lanes, angled parking, new sidewalks, and new crosswalks. Additional details are provided on the following pages.

Detail Area 1: Emma Avenue Streetscape Improvements

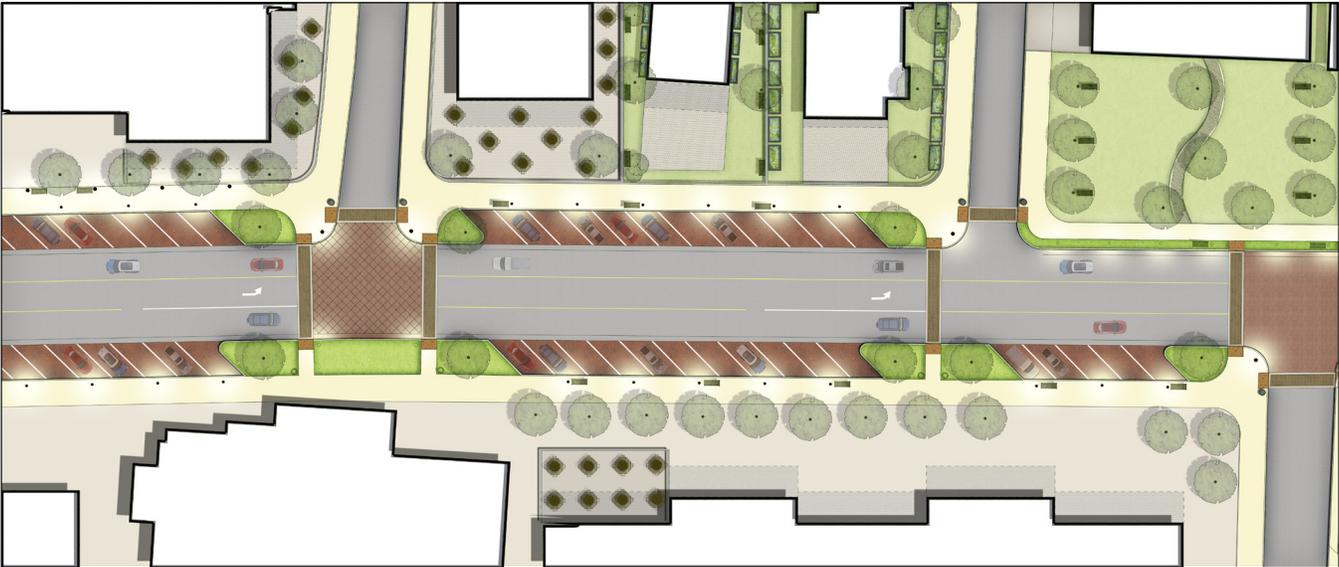
West Emma (District A)



WEST EMMA DISTRICT STREET SECTION

STREETSCAPE IMPROVEMENTS

- 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, to be 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



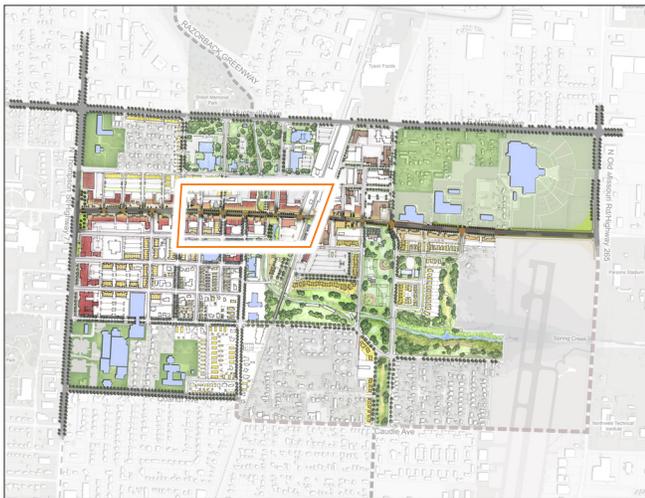
WEST EMMA DISTRICT BLOCK PLAN (TYPICAL)

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Detail Area 1: Emma Avenue Streetscape Improvements
Downtown Center (District B)



DOWNTOWN CENTER DISTRICT STREETScape PLAN



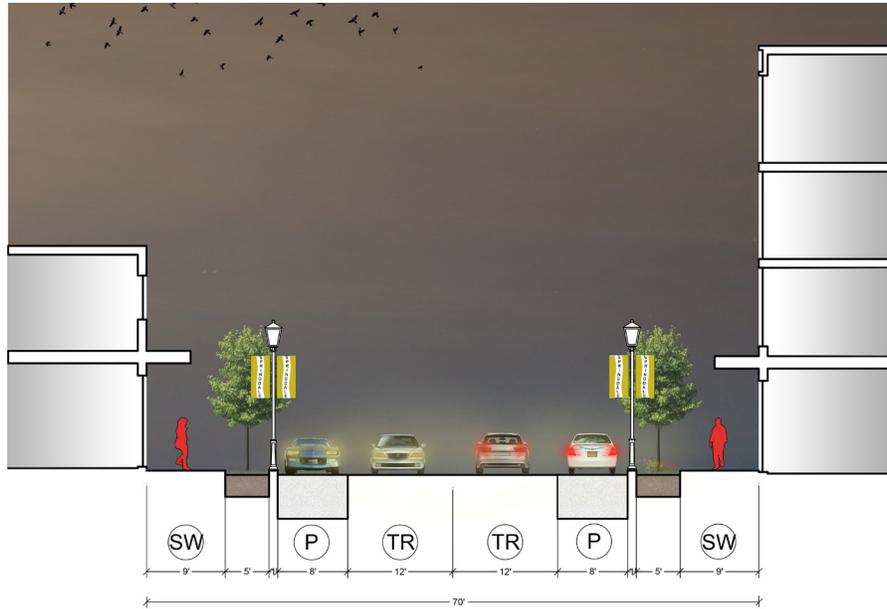
DOWNTOWN CENTER STREETScape KEY PLAN

OBJECTIVE

Extending from Shiloh Street west to Hewitt Street, the Downtown Center district streetscape consists of the retail and entertainment core of Downtown Springdale. The Downtown Center district provides a multi-use, primarily commercial street that supports outdoor sidewalk dining, sidewalk retail opportunities, and pedestrian-centric fairs and events (i.e. farmers markets, art fairs, antique automobile shows, etc.). The Downtown Center district streetscape is designed to calm and slow traffic, provide ample district parking, and create a mixed-use central business district.

The Downtown district provides two travel lanes, parallel parking, and new crosswalks. Additional details are provided on the following pages.

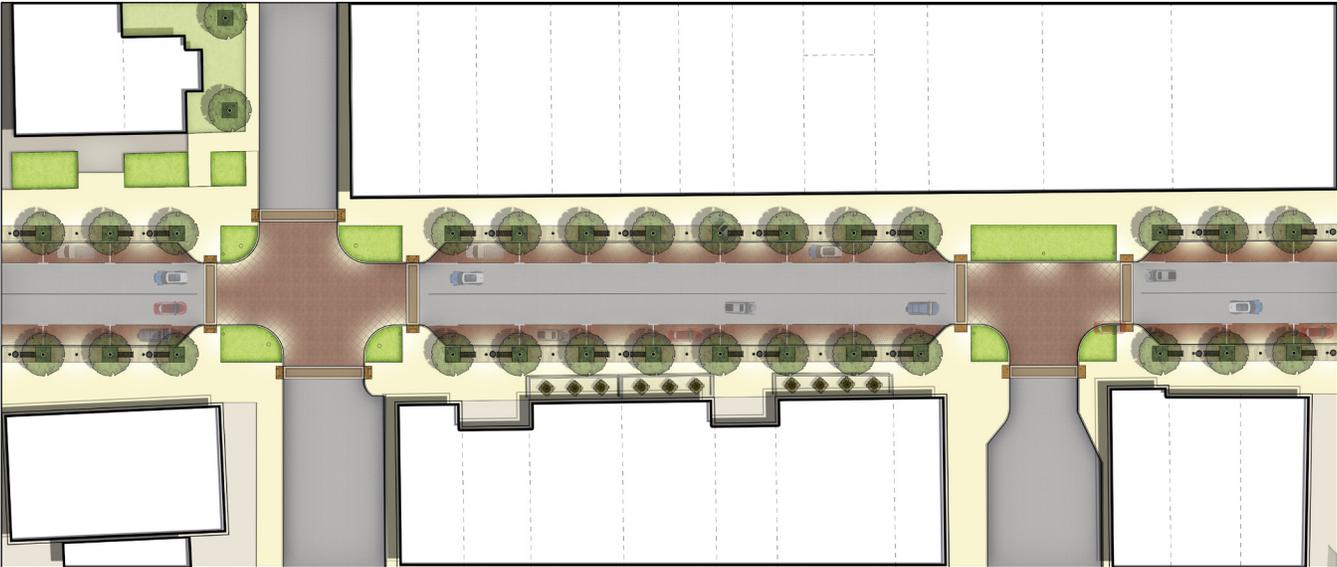
Detail Area 1: Emma Avenue Streetscape Improvements *Downtown Center (District B)*



DOWNTOWN CENTER DISTRICT STREET SECTION

STREETSCAPE IMPROVEMENTS

- Maintain existing street centerline
- New, expanded-width concrete sidewalks to building line
- Parallel parking with brick-look, pervious unit pavers
- 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.)
- Crosswalks paved with brick-look, pervious unit pavers
- Street trees in tree wells, 20-feet on-center (O.C.)
- Corner bump-outs with gardens
- Additional four- (4) way stop signs at key intersections
- Capacity to hang over street banners at key locations



DOWNTOWN CENTER DISTRICT BLOCK PLAN (TYPICAL)

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Downtown Center District Streetscape Improvements

Looking east, Emma Avenue @ Shiloh Square



EXISTING CONDITIONS



STREETSCAPE & PUBLIC SPACE INFRASTRUCTURE



STOREFRONT TENANCING, REVITALIZATION & EVENT PROGRAMMING

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Downtown Center District Streetscape Improvements

Arts Center of the Ozarks & Artist Housing



EXISTING CONDITIONS



PUBLIC INFRASTRUCTURE IMPROVEMENTS & NEW HOUSING



COMMUNITY ARTS PROGRAMMING & PUBLIC REALM ENHANCEMENTS

Downtown Center District Streetscape Improvements

Looking east, Emma Avenue @ Shiloh Square



EVENING SPECIAL EVENT USE



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Detail Area 1: Emma Avenue Streetscape Improvements
Tyson District (District C)



TYSON DISTRICT STREETScape PLAN



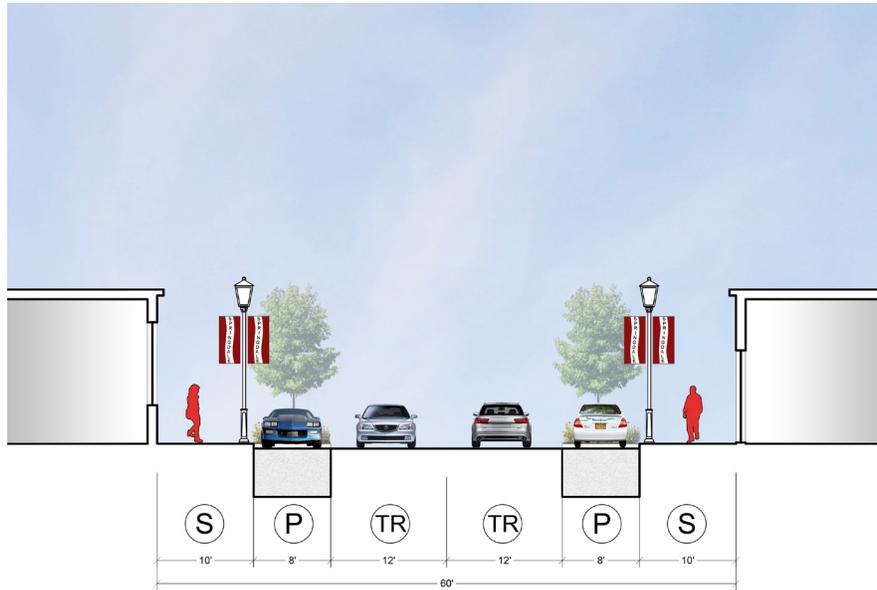
TYSON DISTRICT STREETScape KEY PLAN

OBJECTIVE

Extending from Hewitt Street east to Berry Street/ Park Street, the Tyson district streetscape is designed to support the new office and retail uses of Tyson Foods Inc.'s new Downtown Springdale facility. The Tyson district streetscape works within the constraints of extremely narrow existing sidewalk widths and building line setbacks to provide a consistent and comfortable pedestrian environment through sidewalk and street lighting improvements.

The Tyson district provides two travel lanes, parallel parking, new lighting, and new crosswalks. Additional details are provided on the facing page.

Detail Area 1: Emma Avenue Streetscape Improvements *Tyson District (District C)*



TYSON DISTRICT STREET SECTION

STREETSCAPE IMPROVEMENTS

- Maintain existing street centerline
- New, expanded-width concrete sidewalks to building line
- Parallel parking with brick-look, pervious pavers (where dimensions allow)
- 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.)
- Crosswalks paved with brick-look, pervious unit pavers
- Corner bump-outs with gardens and street trees
- Additional four- (4) way stop signs at key intersections



TYSON DISTRICT BLOCK PLAN (TYPICAL)

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Detail Area 1: Emma Avenue Streetscape Improvements
East Emma (District D-1)



JONES CENTER D-2 STREETScape PLAN



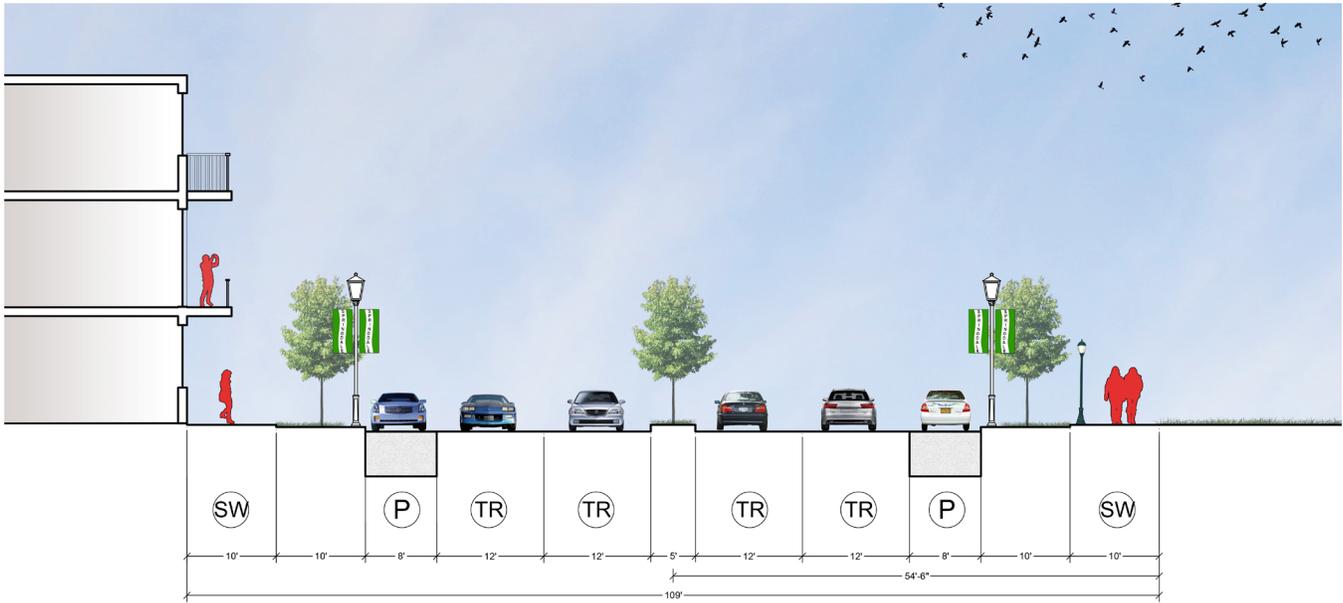
EAST EMMA D-1 STREETScape KEY PLAN

OBJECTIVE

Extending from Berry Street/Park Street east to the property line of the Springdale Municipal Airport, the East Emma D-1 district streetscape is designed as an urban boulevard to support both a variety of mixed-use residential and institutional uses while providing increased traffic capacity and flow. The East Emma D-1 district provides four travel lanes, parallel parking, new lighting, new street trees, and new sidewalks and crosswalks.

Additional details are provided on the facing page.

Detail Area 1: Emma Avenue Streetscape Improvements *East Emma (District D-1)*



EAST EMMA DISTRICT D-1 STREET SECTION

STREETSCAPE IMPROVEMENTS

- Maintain north property line
- New, expanded-width concrete sidewalks & expanded-width tree lawn
- Parallel parking with brick-look, pervious unit pavers (where dimensions allow)
- Four (4) travel lanes (two eastbound, two 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



EAST EMMA DISTRICT D-1 BLOCK PLAN (TYPICAL)

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Detail Area 1: Emma Avenue Streetscape Improvements

East Emma (District D-2)



EAST EMMA DISTRICT D-2 STREETScape PLAN



EAST EMMA D-2 STREETScape KEY PLAN

OBJECTIVE

Extending from the property line of the Springdale Municipal Airport east to Old Missouri Road (Arkansas Highway 265), the East Emma D-2 district streetscape is designed as an urban boulevard—matching the configuration of the East Emma D-1 district—but eliminating parallel parking and any protruding vertical elements. This is mandated to accommodate the flight path of the Springdale Municipal Airport.

The East Emma D-2 district provides four travel lanes, new sidewalks, new crosswalks, and ground-level plantings to create a beautiful gateway entrance from Old Missouri Road (Arkansas Highway 265). Additional details are provided on the facing page.

Detail Area 1: Emma Avenue Streetscape Improvements *East Emma (District D-2)*



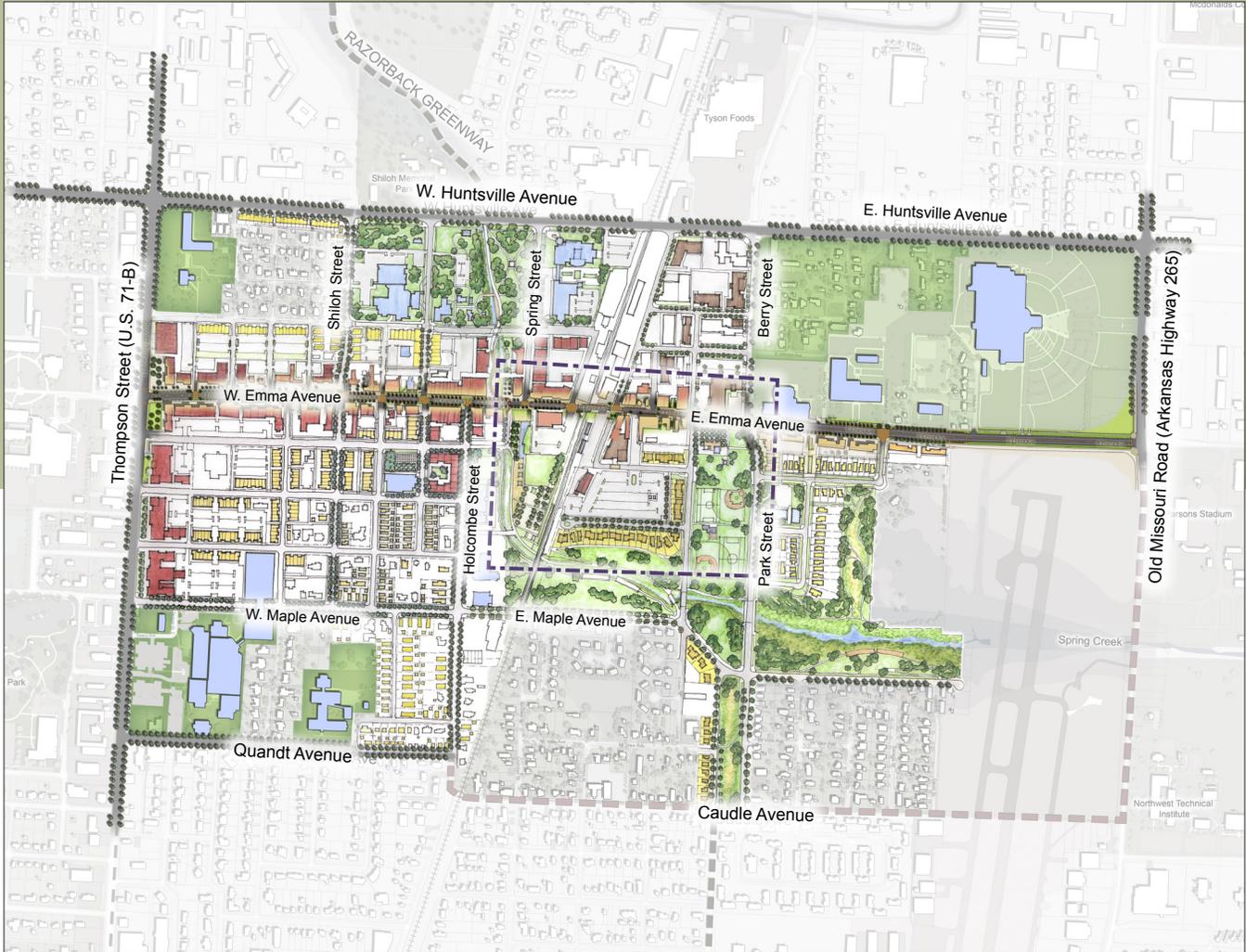
EAST EMMA DISTRICT D-2 STREET SECTION

STREETSCAPE IMPROVEMENTS

- Maintain south property line
- New, expanded-width concrete sidewalks
- New, expanded-width garden strip between sidewalk and curb
- Four (4) travel lanes (two eastbound, two westbound) & center landscape median
- ADA-accessible curb cuts at 90-deg to street right-of-way (R.O.W.)
- Crosswalks paved with brick-look, pervious unit pavers
- No vertically-protruding elements (lights, trees, etc.) due to airport flight path



EAST EMMA DISTRICT D-2 BLOCK PLAN (TYPICAL)



Detail Areas 2, 3 & 4

Spring Creek and Luther George Park

The landscape and geography of Downtown Springdale is defined by Spring Creek. This natural feature is a major asset and amenity in Downtown Springdale. Spring Creek serves as the armature for the Razorback Greenway and the soon-to-be-built Walter Turnbow Park.

Building upon this momentum, the City of Springdale has the opportunity to further capitalize on Spring Creek and create an exemplary public space amenity that is completely unique in Northwest Arkansas.

Spring Creek is the physical feature that serves as the framework for the Downtown Springdale

Master Plan's major public space initiatives. These include: an expanded public space and plaza along the Razorback Greenway; an expanded Luther George Park; and new housing opportunities.

Each of these geographical Detail Areas, along with specific Detail Area Options, are summarized on the facing page and described in detail on the following pages.



Detail Area 2

Expanded Public Space

Throughout the public engagement process, Downtown residents and stakeholders indicated that a major challenge facing Downtown Springdale is the lack of a town square. The Master Plan recommends that a highly programmed, interactive “sculpture playground” with a variety of public space and recreational amenities be developed in the heart of Emma Avenue. This would be unique to Northwest Arkansas and would serve as regional draw.

Refer to pages 68-69 for additional details.



Detail Area 3

Luther George Park

Expanding Luther George Park and improving its visibility, configuration, and access is a top priority of Downtown residents. A new, rectangular park will have four (4) street-facing, publicly-accessible edges and a total area of approximately 14.25 acres. It will provide visibility and accessibility of the park from Emma Avenue and makes a physical connection between Emma Avenue, the Jones Center, and the neighborhoods south of Spring Creek.

Refer to pages 70-71 for additional details.

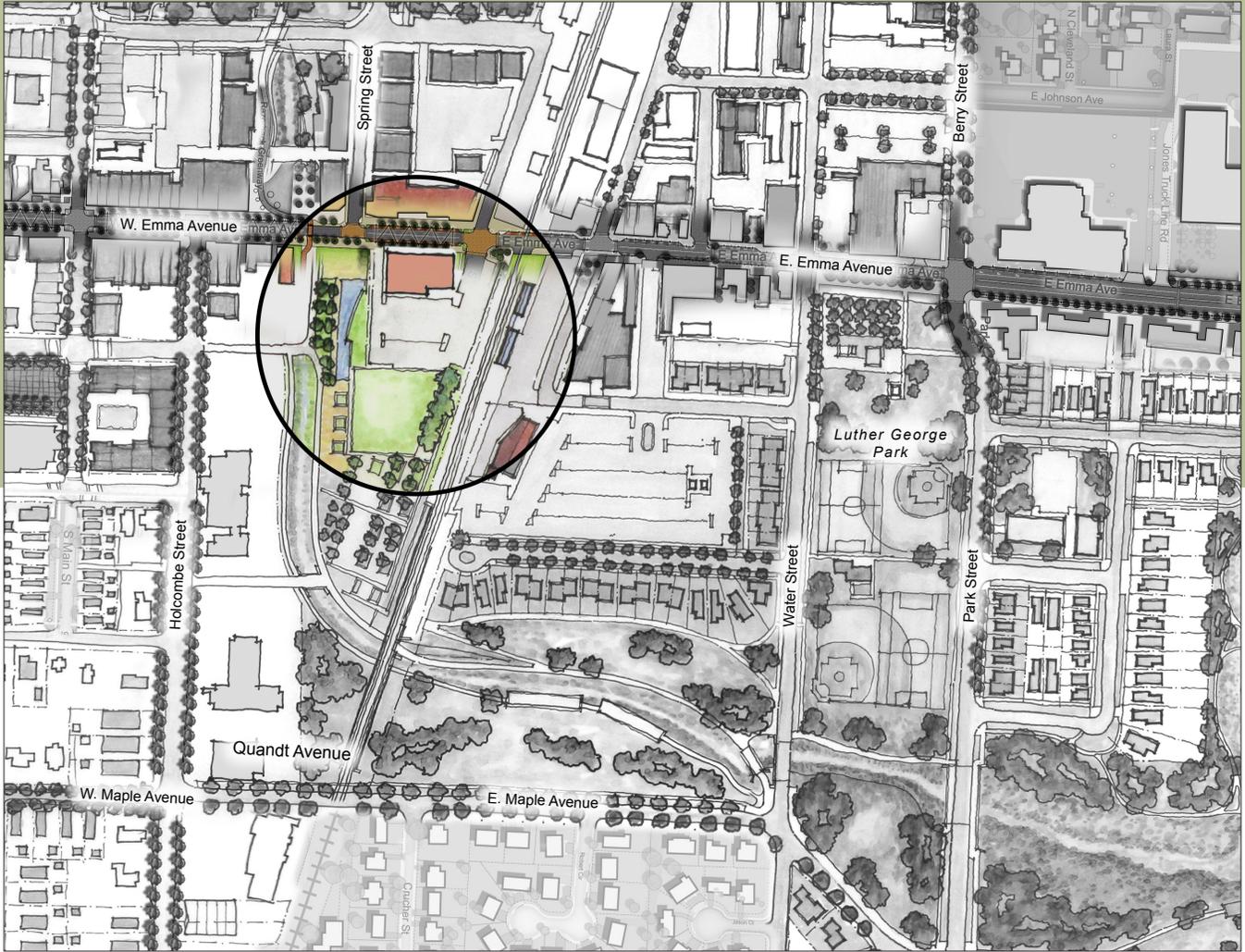


Detail Area 4

Parkside Housing

In conjunction with the expansion of Luther George Park, the Master Plan recommends a series of new public open space improvements around Spring Creek. These improvements—with Spring Creek as their spine—will form an interconnected network of natural public open space along Spring Creek and the Razorback Greenway. They will also provide a major landscape amenity that supports the creation of new housing overlooking the park and creek.

Refer to pages 72-75 for additional details



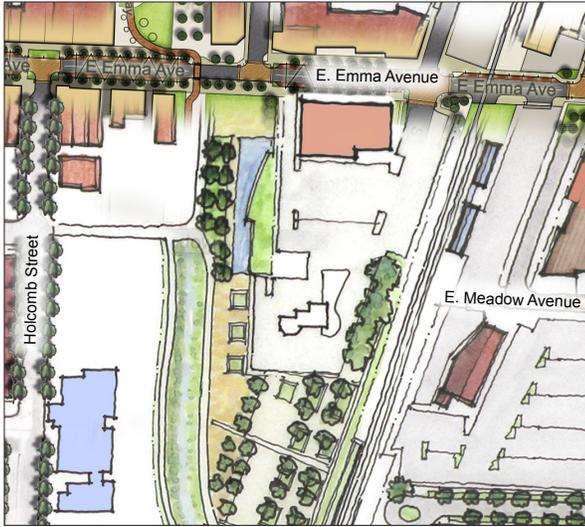
Detail Area 2

Turnbow Park & Expanded Public Space

Throughout the public engagement process, Downtown residents and stakeholders indicated that a major challenge facing Downtown Springdale is the lack of town square. Recent and ongoing improvements including the Razorback Greenway, Walter Turnbow Park, and a proposed redesign of Shiloh Square have begun to build a critical mass around a central Downtown gathering place on Emma Avenue.

The Master Plan recommends that this public space be conceived of as a highly programmed, interactive “sculpture playground” with a variety of public space and recreational amenities. Such a park would be unique to Northwest Arkansas and would serve as regional draw to Downtown Springdale.

This park should be located along the greenway in the roughly-triangular area between the Arkansas & Missouri Railroad and Spring Creek. It should be envisioned as connected to and an expansion of Turnbow Park and Shiloh Square. Due to existing constraints of property ownership, three (3) options for this park have been developed. They are presented in detail on the facing page.



Expanded Public Space *Option 1*

Features

Redevelopment of existing public parking lot; redevelopment of S. Commercial Street as new parking. Helpcard building and Bank of America building remain as is.

Impact

Widened Razorback Greenway crossing and public space extends south of Emma Avenue while keeping existing buildings intact.



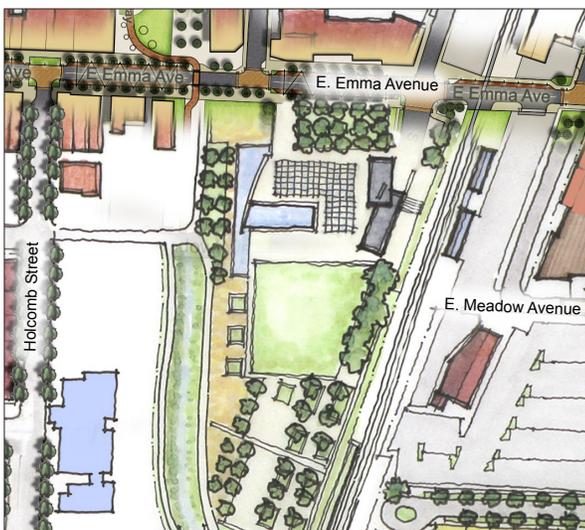
Expanded Public Space *Option 2*

Features

Same as *Option 1*; includes redevelopment of the Bank of America building.

Impact

Widened Razorback Greenway crossing and public space connects to an expanded multi-purpose green space for passive recreation, an outdoor event venue (concerts, movie nights, etc.) and other public gatherings and events.



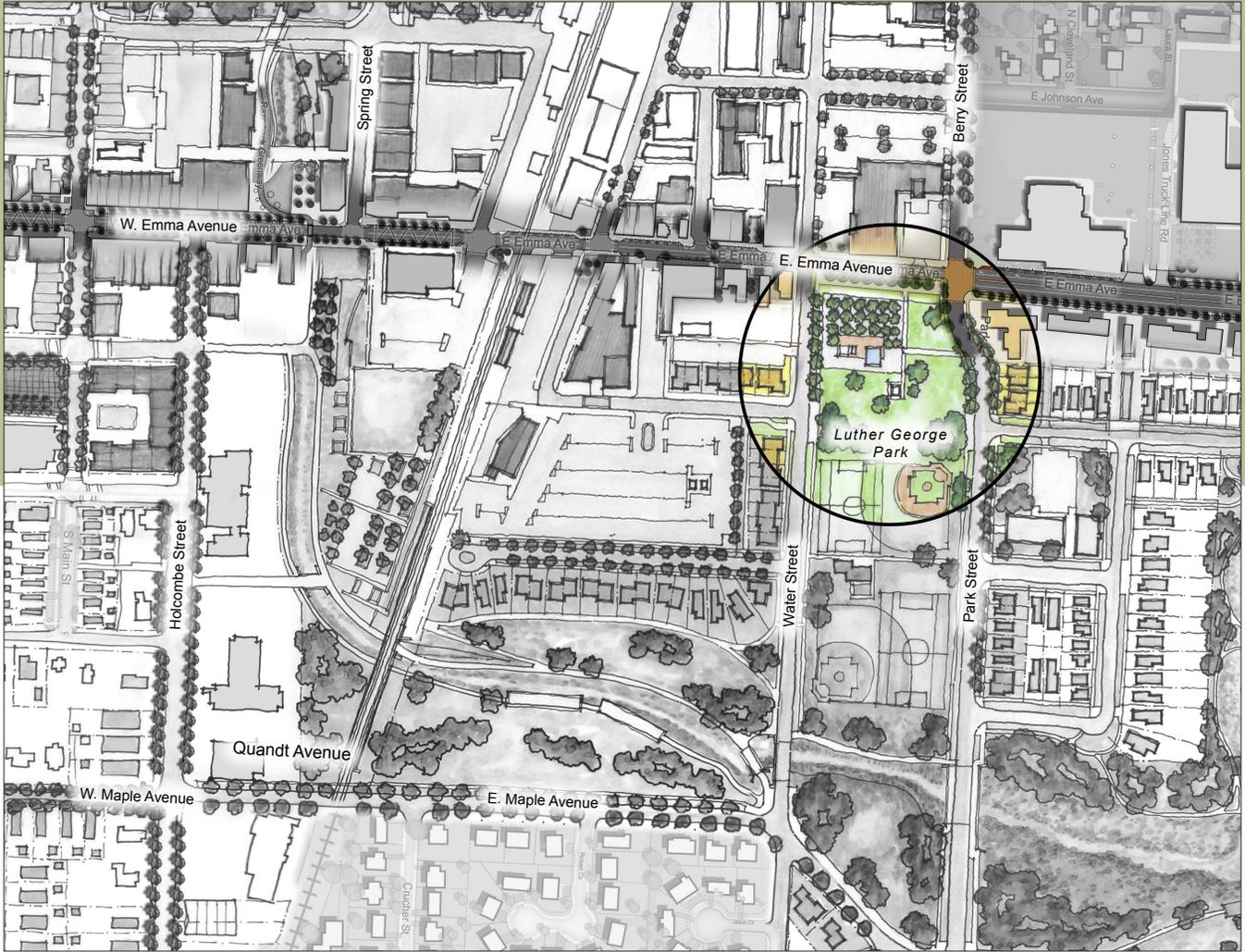
Expanded Public Space *Option 3*

Features

Full redevelopment of both the Helpcard and Bank of America sites.

Impact

Existing buildings are replaced by a large public plaza to support a water play feature, outdoor event venue, passive recreation spaces, and a park building with a restaurant and rentable special event space. The central public space is fully connected across Emma Avenue and creates a new "Town Square".



Detail Area 3

Luther George Park

Expanding Luther George Park and improving its visibility, configuration, and access is a top priority of Downtown residents and stakeholders who participated in this plan. This expansion utilizes two (2) existing public works investments planned by the City: 1) realigning E. Maple Avenue with Success Avenue east of Water Street; and 2) realigning Park Street with Berry Street to create a four- (4) way intersection at Emma Avenue.

In addition to these road improvements, this plan recommends the reconstruction of Water Street south through the existing Luther George Park and across Spring Street to E. Maple Avenue. Luther George Park would then be reconfigured to extend from Park Street west to S. Water Street; and from

E. Maple Street north across Spring Creek and E. Meadow Street to E. Emma Avenue.

This new, rectangular park will have four (4) street-facing, publicly-accessible edges and a total area of approximately 14.25 acres (the existing park is 10.1 acres). This will accommodate up to two (2) baseball diamonds and two (2) rectangular fields, and/or a variety of passive recreation spaces. It also provides visibility and accessibility of the park from Emma Avenue and makes a physical connection between Emma Avenue, the Jones Center, and the neighborhoods south of Spring Creek.

Options for the expansion of Luther George Park are presented on the facing page.



Luther George Park Expansion *Option 1*

In *Option 1*, the existing commercial block bounded by S. Water Street, E. Emma Avenue, Park Street, and E. Meadow Street will be retained for commercial use. S. Water Street will be extended south to E. Maple Avenue—as previously described—and Luther George Park will be reconfigured with boundaries along E. Meadow Avenue, S. Water Street, E. Maple Avenue, and Park Street.

Features

The existing commercial frontage on Emma Avenue between S. Water Street and Park Street will be retained. Luther George Park will have four (4) street-facing, publicly-accessible edges.

Impact

Emma Avenue commercial frontage will be maximized while still providing a reconfigured Luther George Park with improved access. The Park will effectively connect the neighborhoods north and south of Spring Creek, but will stop short of connecting directly to Emma or to the Jones Center. Luther George Park will increase in size by approximately one-half (1/2) acre, for a total area of approximately 10.75 acres.



Luther George Park Expansion *Option 2*

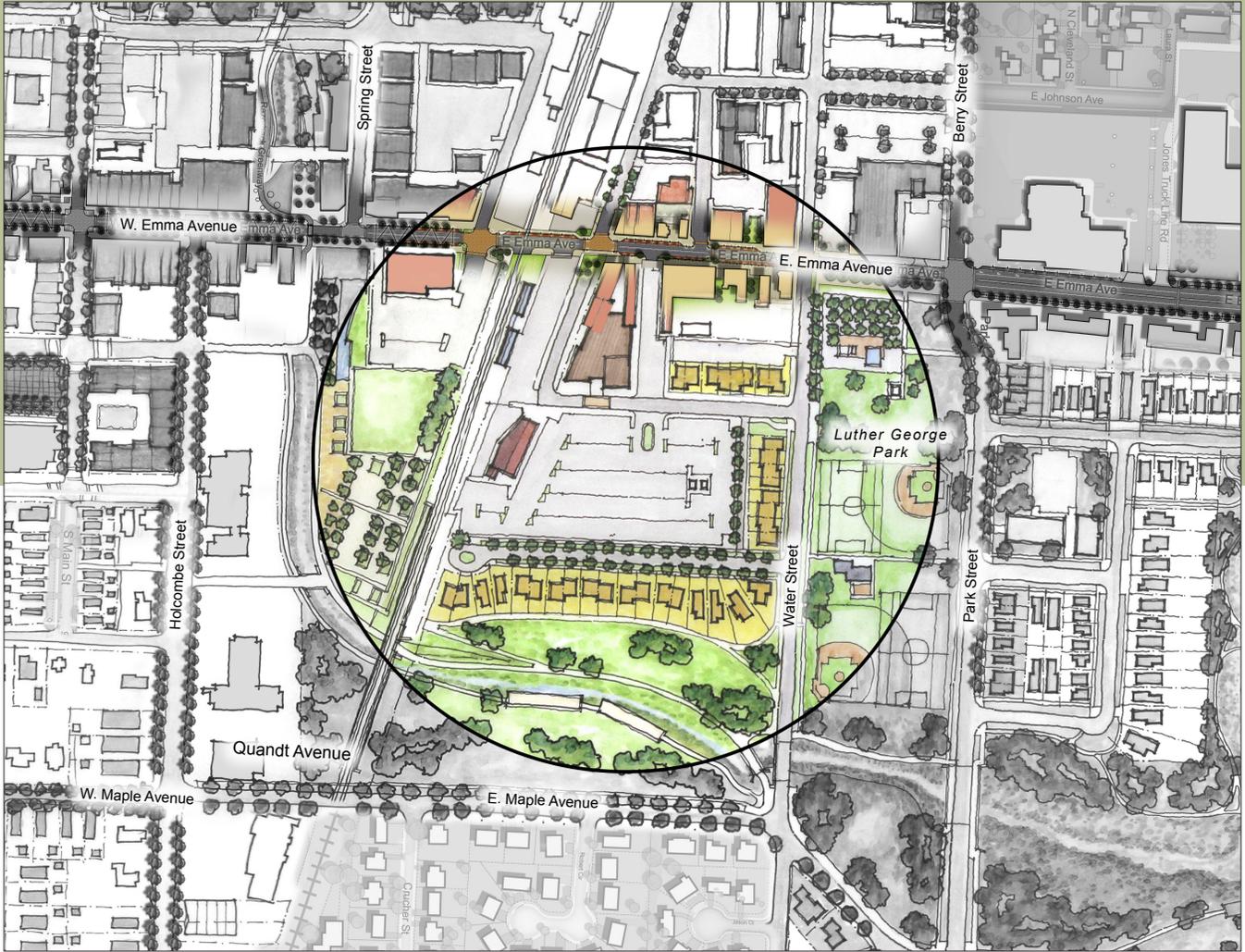
In *Option 2*, S. Water Street will be extended south to E. Maple Avenue—as previously described—and Luther George Park will be expanded and reconfigured with boundaries along E. Emma Avenue, S. Water Street, E. Maple Avenue, and Park Street. The commercial block of Emma Avenue between S. Water Street and Park Street will be redeveloped as part of Luther George Park.

Features

Luther George Park will front onto E. Emma Avenue and be directly visible from Emma Avenue and from the adjacent Jones Center campus. Luther George Park will have four (4) street-facing, publicly-accessible edges.

Impact

Visibility and access to Luther George Park will be maximized. The Park will effectively connect the neighborhoods south of Spring Creek directly to Emma Avenue and to the Jones Center. Luther George Park will increase in size by over four (4) acres, for a total area of approximately 14.25 acres. The flexibility of programming and facilities in Luther George Park will be maximized.



Detail Area 4

Parkside Housing Development

In Downtown Springdale, Spring Creek is classified as an impacted urban waterway. Channelized, built up to, and built over, Spring Creek suffers from poor water quality and poses significant flood risks to adjacent properties.

In conjunction with the expansion of Luther George Park, the completion of the Spring Creek daylighting through Walter Turnbow Park, and the City’s realignment and improvements to Maple Avenue, the Downtown Springdale Master Plan recommends a series of new public open space improvements around Spring Creek. These include: the buyout and removal of flood-impacted homes;

creating large, floodable park spaces surrounding the creek, and providing green infrastructure to detain and filter runoff. These improvements—with Spring Creek as their spine—will form an interconnected network of natural public open space along Spring Creek and the Razorback Greenway. They will also provide a major landscape amenity that supports the creation of new housing overlooking the park and creek.

One major redevelopment site is on the perimeter of Tyson Foods Inc.’s new Downtown project. Two options for new parkside housing have been developed, and these are presented on the facing page.



Parkside Housing Development *Option 1*

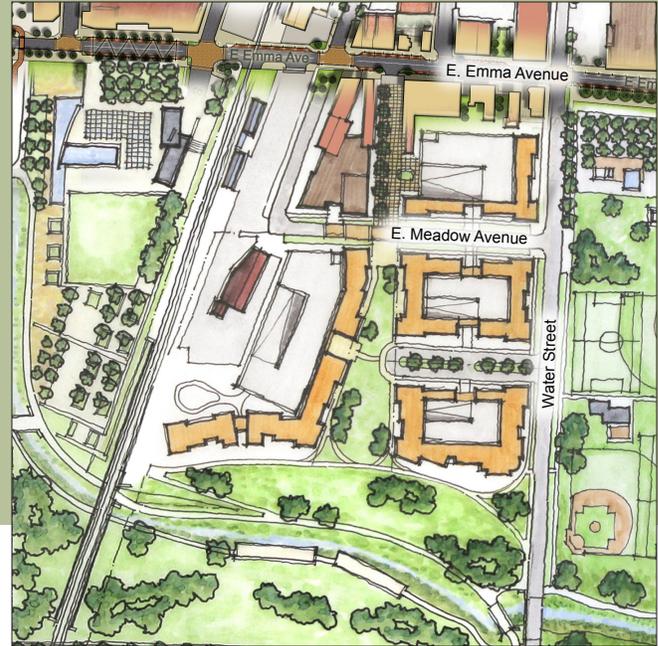
Option 1 utilizes the existing plans for Tyson Foods Inc.'s new surface parking lot south of E. Meadow Avenue and develops new, medium-density housing around the perimeter of the Tyson parking lot.

Features

Approximately 50 units of new housing are proposed in *Option 1*. This housing would be 2- to 3-stories and a mix of attached rowhouses, walk-up flats, and condominiums. All units will be self-parked (i.e. garages or parking spaces would be provided for all units on-site). Vehicular and service access would be from the rear of the lot, and the fronts of the units would overlook either Luther George Park or Spring Creek and the Razorback Greenway.

Impact

This scheme provides new, high-quality housing geared toward the anticipated growth demographic over the next 10 to 15 years. Housing would be of a scale, character, and density to the historic housing that currently exists Downtown. New housing will capitalize on the value that parks and green space provide Downtown.



Parkside Housing Development *Option 2*

Option 2 proposes a series of shared-use parking garages that would accommodate Tyson Foods Inc.'s parking needs as well as residential parking and supplemental parking for Downtown. This increased parking capacity allows for medium- to high-density condominium development.

Features

Approximately 200 units of new housing are proposed in *Option 2*. This housing would be 3- to 5-story condominium buildings with shared parking structures. Units will shared-use parking in central parking structures. Access will be from a series of interior driveways and a central green. Units will overlook the green, Luther George Park, or Spring Creek and the Razorback Greenway.

Impact

This scheme provides new, high-quality housing geared toward the anticipated growth demographic over the next 10 to 15 years. Housing will be urban in nature. It will provide a definitive built edge to the park and provide the maximum capitalization on the value that parks and green space provide Downtown.

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Parkside Housing Development

Spring Creek Improvements & Parkside Housing



EXISTING CONDITIONS



NEW HOUSING DEVELOPMENT



PUBLIC SPACE AMENITIES & PARK PROGRAMMING





DOWNTOWN SYSTEMS & PROGRAMS

The physical development recommendations of the Downtown Springdale Urban Design Plan are supported by a variety of Downtown and neighborhood systems that make up the social, cultural, and operational fabric of the community. These Downtown systems describe a variety of community-wide urban conditions that impact the livability of Downtown and the health, prosperity, and social capital of Downtown’s residents and businesses.



Housing

Mobility & Circulation

Health & Safety

Public Space & Urban Character

Economic Development & Prosperity

Food

Energy, Air, Water & Landscape

Arts, Culture & Education

Waste, Recycling & Composting

Empowerment, Equity & Diversity

Downtown Systems & Programs

In order to reinforce this social and operational network and build community capacity for long-term revitalization, the Downtown Springdale Master Plan addresses these systems with a variety of recommendations to promote the sustainable reinvestment and health of Downtown. The Downtown systems are listed to the left and detailed on the following pages.

The recommended actions presented should be led by the City of Springdale, the Downtown Springdale Alliance (DSA), and other community partners and stakeholders. These recommendations will bolster the ongoing efforts of the DSA and support the physical recommendations of the Master Plan to help ensure implementation success and robust, sustainable revitalization.

Housing

Downtown Springdale has a variety of historic residential neighborhoods. Housing characteristics are a key contributor to the overall vibrance and sustainability of Downtown. Housing character and quality contribute to the urban character of the streets and neighborhood, enhancing safety, comfort, vitality, community interaction, and more. These qualities effect housing and property values, which can have a significant impact on the economic prosperity of Downtown.

Housing also effects the environment in many ways. The quality of housing, building materials, efficiency, and energy systems have a great impact on how much energy homes are using. This impacts the amount of greenhouse gases produced by those energy manufacturers. Reducing greenhouse gases has a positive impact on the environment and climate, creating healthier communities. Reduced energy costs also has a positive economic impact for homeowners and renters.

A variety of housing types allows for people of various socio-economic demographics to find affordable housing in the same neighborhood, creating a diverse and vibrant community. Good quality housing promotes personal investment in the neighborhood, thus creating a more engaged and empowered community.

GOAL

Preserve and maintain historic homes and the architectural fabric of the neighborhood while promoting home ownership and responsible renting practices. Support and plan for high-quality residential infill that will enhance neighborhood character, diversify housing types, and preserve affordability.

RECOMMENDATIONS

1. **Promote responsible renting practices and rental property management.**
2. **Increase home-ownership and owner-occupancy and provide high-quality rental housing.**
3. **Educate residents and local developers on resources available for historic housing and neighborhoods.**
4. **Support, attract, and develop programs that assist with home and property maintenance, with particular attention to senior citizens and low- to moderate-income residents.**

Mobility & Circulation

Mobility and circulation includes all the ways that people move and travel in the neighborhood. It includes walking, biking, driving, and public transit. Traveling impacts individual economics, health, and quality of life. It also has broader impacts on the environment, health, and economic prosperity of Downtown Springdale.

Downtown Springdale, like Northwest Arkansas in general, is primarily served by automobile traffic and infrastructure. However, Downtown is very walkable and is located on the Razorback Greenway. The Greenway provides a regional, multi-use trail connection between Fayetteville and Bentonville, connecting to other Northwest Arkansas downtowns in between.

Walking and biking help to reduce greenhouse gas emissions, improve air quality, and contribute to individual health and wellness. They also limit the individual costs of owning and operating a car. When downtowns and neighborhoods take steps to become safer and friendlier for pedestrians and cyclists, they have been shown to improve overall neighborhood economic prosperity and opportunity, reduce air pollution impacts, and improve quality of life. Also, a wide range of mobility options creates a circulation system which promotes social equity because it accommodates people of all ages, abilities, and demographics.

GOAL

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.

RECOMMENDATIONS

1. **Develop improved sidewalks and crosswalks.**
2. **Develop improved and new pedestrian lighting.**
3. **Improve bicycle circulation, safety, and special events.**
4. **Implement traffic calming measures to reduce automobile speed, discourage cut-through traffic, and increase bicycle and pedestrian safety, particularly along Emma Avenue.**

Health & Safety

Community health and safety includes both individual health and safety, the health and conditions of the community's physical environment, and the safety and perceptions of safety of the community.

Overall environmental health is addressed in many other downtown and neighborhood systems. For example, air quality is impacted by mobility, circulation, energy, landscape, and more. Individual health is addressed here. Improved individual health can improve individual economic circumstances, improving the buying power of residents and their ability to contribute to the Downtown economy. Improved safety can support further economic development and promote community prosperity.

Improving health and safety programs and policies can improve the environmental conditions in the neighborhood by increasing walking and biking, which all reduce greenhouse gases and improve environmental quality.

Strong health and safety programs also increase the overall social equity of the community. They can create equal opportunities for residents to access healthy choices in food, transportation options, and community activities. Creating a safe environment for all residents and visitors reduces individual stress and improves quality of life.

GOAL

Improve individual and community health with continued programs and events promoting health and active living. Reduce crime and enhance actual and perceived safety in Downtown, particularly south of Spring Creek and east of the Arkansas & Missouri Railroad. Promote walking and biking as safe and convenient travel options by improving pedestrian and bicycle amenities and increasing the safety and comfort of streets for all users.

RECOMMENDATIONS

1. **Actively work to eliminate crime in Downtown Springdale.**
2. **Enhance the enforcement of building and occupancy codes and mitigate nuisance properties and crime hotspots**
3. **Support individual and community safety and security initiatives.**
4. **Mitigate health hazards in the home through individual home repair and stabilization programs.**
5. **Create community events and educational programs to promote healthy and active living.**

Public Space & Urban Character

Public space and urban character includes the main public spaces of Downtown—such as parks and plazas—as well as the elements that give visual identity to Downtown. These include Downtown’s edges, entrances, signage, branding, and marketing.

Quality public spaces and good urban character support the economic prosperity of Downtown because high quality parks, streets, and places attract visitors, creating demand and driving more economic development. Marketing and branding can showcase Downtown’s desirability and increase the investment that residents, business owners, and visitors have in their own community. Creating an environment that a diversity of people and businesses are attracted to ensures long term economic and social sustainability.

Parks, streets, and public spaces can be designed as environmental, with low-maintenance landscape, native habitat, and green infrastructure. Along with marketing and programming, beautiful environments can also encourage people to walk and bike, thereby reducing greenhouse gases and improving both individual and community health.

Quality neighborhoods and public spaces enhance livability for all residents by creating safe and pleasant environments. They improve mobility options, access to healthy living choices, and various community building activities. Marketing can also improve pride and involvement in the social activities of the neighborhood.

GOAL

Enhance Downtown parks and open spaces to make them beautiful and functional community gathering spaces. Enhance the 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.

RECOMMENDATIONS

1. **Improve the streetscape of Emma Avenue and provide public space for outdoor dining, sidewalk retail, and community festivals and events.**
2. **Improve Shiloh Square as an integral and vibrant public space amenity.**
3. **Develop an expanded public space and plaza along the Razorback Greenway south of Emma Avenue.**
4. **Expand and reconfigure Luther George Park to improve public accessibility and connect to Emma Avenue and surrounding neighborhoods.**
5. **Develop and implement a Downtown landscaping and street tree program to plant new trees and replace existing trees as needed.**
6. **Continue to use the branding and marketing process to promote the neighborhood.**
7. **Support the jurisdictional and functional entities that implement public space projects.**

Economic Development & Prosperity

Economic development and prosperity involves a number of factors including the commercial development and redevelopment of Downtown; housing quality and property value; the ability to attract new developments; and the individual prosperity of residents and business owners.

Creating an environment with stable or increasing property values; viable and diverse businesses; and high-quality, diverse housing choices contributes to the long term economic sustainability of the community. It allows for adaptation to market forces and accommodates change when necessary.

A strong, stable, and prosperous community is one where healthy environmental practices can thrive. Improved landscape, transportation options, and environmentally friendly building reuse and construction all contribute to a healthier environment.

By integrating a mix of uses, varieties of business serving daily and special use needs, and varieties of housing to accommodate all, a community can support a thriving, diverse, and equitable society. All residents and visitors can have access to amenities and necessities to fulfill their daily needs with the prosperity and buying power to sustain a high quality of life. With these needs fulfilled, people are able to participate as active members of their community and society as a whole.

GOAL

Stabilize and increase housing and property values by promoting maintenance, home repair, infill, and reducing vacancy. Attract visitors to Downtown by developing a comprehensive retail tenancing program to fill all Emma Street storefronts. 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.

RECOMMENDATIONS

1. **Work with the Downtown Springdale Alliance to identify tenants for Emma Avenue and fill all vacant storefronts.**
2. **Build knowledge and capacity among local, community-based business owners with training and education programs.**
3. **Develop a comprehensive, year-round event program for Emma Avenue with local partners.**
4. **Institute a region-wide community identity, branding, and marketing program for Downtown Springdale.**
5. **Facilitate access to available incentive programs for Downtown homeowners, investors, property owners, and business proprietors.**

Food

The neighborhood food system involves all aspects relating to residents' equitable access to healthy, affordable, and nutritious food. It includes physical elements such as grocery stores, farmers markets, community gardens, restaurants, and convenience stores, but also to programming such as the CSA program and healthy eating education.

Access to healthy and affordable food choices is essential to long term health and individual prosperity. Food deserts are a growing concern because lack of fresh and healthy food within the neighborhood means that residents must rely on unhealthy options, putting their health at risk, or spend excessive time and money traveling to a store with healthy choices. This decreases the prosperity and overall buying power of residents, as well as it decreases residents overall health and well-being. Healthy eating programs and education empowers individuals and families to make better choices, thereby increasing health and overall quality of life. Overall, ensuring healthy food options are accessible and affordable will support both the economic and social growth and health of the neighborhood.

Community gardens and CSA programs contribute to a healthy environment as well by creating green space in the neighborhood, supporting local farms and reducing the time food must travel to its final destination.

GOAL

Improve access to healthy, local, and affordable food choices and promote closed loop food processes at a Downtown neighborhood scale. Expand individual and collective participation in growing local food and further community knowledge and understanding of healthy eating and cooking options.

RECOMMENDATIONS

1. **Expand grocery and convenience store options within walking distance of and within the project boundary.**
2. **Develop community gardens and/or community orchards on public land and/or on vacant lots within Downtown**
3. **Develop a Downtown Springdale community-supported agriculture (CSA) program.**
4. **Expand the Springdale Farmers Market and host it on Emma Avenue.**
5. **Partner with Tyson Foods Inc. and other major agribusiness partners to promote local, downtown food productions through demonstration gardens and other projects.**
6. **Create more programs for residents that teach methodologies and best practices for local food, home gardens, and healthy cooking and eating.**

Energy, Air, Water & Landscape

Healthy environmental systems are key to supporting a high quality neighborhood and healthy, prosperous residents over the long term.

Energy, air, water, and landscape are all closely tied; thus, improving the performance or quality of one has major positive impacts for all of the others. Efficient and clean energy systems and reducing overall energy use in buildings and transportation improves the environmental quality, reduces individual energy spending, and creates a more resilient neighborhood.

A healthy landscape can help reduce water use and water dependence, improve air and water quality, decrease energy use, and contribute to higher property values.

Reducing water use and managing stormwater runoff and water quality reduces the risk for flooding, water pollution, and improves environmental resiliency. This is especially important in Downtown Springdale, given the presence of Spring Creek.

All of these positive impacts work toward creating a healthier environment for residents that is more resilient to climate change, less expensive to maintain, and supports individual health and wellness. Reducing energy use and improving efficiency creates more adaptable homes that are cheaper to heat and cool and reduce the carbon footprint of the neighborhood overall.

GOAL

Advance water quality, conservation, and stormwater management at all scales within Downtown. Support a healthy, robust and diverse landscape with special attention to tree maintenance, tree canopy cover, and long term reforestation. Improve air quality through transportation innovation and a healthy landscape. Reduce neighborhood-wide energy use and promote sustainable energy sources.

RECOMMENDATIONS

1. **Create a rain barrel supply and education program supported by water conservation and reuse education.**
2. **Create a comprehensive Downtown reforestation plan with supportive events and programs to build commitment, ongoing interest, participation, and dedication.**
3. **Continue and expand home weatherization education and assistance programs.**
4. **Continue and expand programing and events to educate and provide resources for sustainable energy, air, water, and landscape choices.**

Arts, Culture & Education

The arts and cultural institutions of a neighborhood are a key part of creating long term cohesion, collaboration, and overall success. Downtown Springdale is blessed with many strong institutions, including: the Jones Center for Families; the Arts Center of the Ozarks; the Shiloh Museum of Ozark History; First United Methodist Church; Springdale High School; Robert E. Lee Elementary School; and Ozark Montessori School.

Successful arts and cultural programs can contribute to a growing economy built around those events and programs. Strong schools are a major attractor for neighborhoods; they can boost property values and attract new economic development.

Arts and education programming can contribute to a healthy environment and enhanced quality of life by building awareness for environmental issues, improving public spaces, and creating a culture of awareness, education, and action around community health.

Collaboration and support of arts, culture, and education programs and institutions enhances social capital and health, and empowers residents to participate and contributes to the diversity and vitality of the community.

GOAL

Build on existing arts, culture, and educational institutions and amenities in Downtown to create an integrated, visible, and cohesive Downtown arts and culture program. Expand the relationship of Downtown schools and the Jones Center with other Downtown assets. Partner with the Arts Center of the Ozarks to produce arts and cultural events on Emma Avenue. Advance community arts with Downtown programs and events

RECOMMENDATIONS

- 1. Grow partnerships between neighborhood schools, the Jones Center, the ACO, and residents to advance arts and cultural events and installations in the neighborhood.**
- 2. Grow relationships with other regional arts-based institutions and foundations.**
- 3. Expand existing and develop new Downtown arts and cultural events.**

Waste, Recycling & Composting

Reducing waste, recycling, and composting all serve to reduce the environmental impacts of the throw-away culture that is using raw materials for new products and increasing the strain on land to hold and dispose of waste products.

The neighborhood level approach to waste begins with awareness, education, and programming to get residents involved. Recycling and composting are the most common solutions to reducing solid waste. With the right fee structure, redirecting waste to recycling and composting saves money on waste management fees. Composting, which provides a usable product in the form of fertilizer can also reduce the costs associated with new fertilizer.

Recycling and composting both reduce the environmental impacts of landfills and can be integral parts of a closed loop cycle that support reuse of raw materials.

Education on the waste system and the benefits of composting and recycling empowers residents to make the best choice for themselves. Neighborhood wide recycling and composting programs can unite residents around a cause and create real momentum for change. It increases the dedication to the overall health and prosperity of the neighborhood as a whole.

GOAL

Introduce innovative new programs to reduce neighborhood waste, particularly by increasing sustainable waste disposal methods such as composting and recycling, both in the individual household and as a community overall.

RECOMMENDATIONS

1. **Create more programs to increase household, business, and overall neighborhood recycling and composting.**
2. **Create a neighborhood wide composting facility and program.**

Empowerment, Equity & Diversity

Downtown Springdale has a rich history of diversity and collaboration, but has also had to work through changing circumstances and demographics. Today, Springdale is one of the most diverse communities in Arkansas, with the state’s largest Hispanic population and the largest number of Marshall Islanders outside of the south Pacific. Creating a safe environment for all residents to be active participants in political, cultural, and social life is essential to creating a collaborative community that can work toward successful, long-term revitalization.

Empowering all residents and improving access to social, cultural, educational, and employment opportunities provides equitable power to be active and contributing members of the community. This can have positive improvement on personal health and wellness, but also builds community networks that support neighborhood-wide programs and events.

Empowered residents are proud of their community and more willing to promote and support neighborhood efforts, programs, and events. This helps to improve the image of Downtown and contribute to its sense of place. The residents and business owners themselves become a defining factor of the neighborhood, building a long term culture of inclusion, empowerment, and vitality.

GOAL

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. Empower all residents to be active and contributing members of the community.

RECOMMENDATIONS

1. **Enhance communication and collaboration with diverse communities.**
2. **Continue and expand events celebrating neighborhood diversity and community.**
3. **Create specific efforts to engage youth and seniors in programming and events.**
4. **Analyze the assets and market Downtown Springdale as a vibrant, diverse, accessible, beautiful, and safe multi-cultural and multi-generational community.**
5. **Grow resident and stakeholder participation in the Downtown Springdale Alliance and other community events, programs, and initiatives.**

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04

IMPLEMENTATION PLAN

The Downtown Springdale Master Plan is an ambitious vision encompassing over 565 acres and an estimated \$150 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 & Early Action Items

Today, Downtown Springdale is superbly positioned to achieve implementation success and 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:

- » Successful implementation of the Razorback Greenway, including Phase 1-A improvements to Spring Creek in Downtown Springdale;
- » Pending implementation of Phase 1-B improvements to Spring Creek, including the daylighting of the creek and construction of Walter Turnbow Park.
- » 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; and
- » Expanded leadership by the Downtown Springdale Alliance.

These developments represent a groundswell of momentum for the revitalization of Downtown Springdale. In addition, there is a growing regional perception that Downtown Springdale is "open for business." This is evidenced by expressed sentiments that it is easier than it was in the past to work with the City of Springdale on development



KICK-OFF MEETING



CHARRETTE KICK-OFF MEETING

initiatives and that regulatory processes have been streamlined. There is also a renewed speculative real estate market along Emma Avenue, with key buildings having been purchased by major regional investors.

In order to capitalize on this momentum and propel implementation of the Downtown Springdale Master Plan forward, the Implementation Plan identifies several 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. They are:

1. **Attract visitors to Downtown** by developing a comprehensive retail tenancing program to fill all Emma Avenue storefronts. Support retail tenancing activities with an aggressive, year-round Downtown events program in cooperation with local institutions, organizations, and Downtown merchants.
2. **Build community capacity for housing and community development** by establishing a community-based development organization (CBDO) to guide implementation activities and access implementation funding sources.
3. **Develop a form-based code** for Downtown Springdale to codify the Master Plan's recommendations as a City ordinance and facilitate incremental implementation.

4. **Partner with the Springdale Housing Authority** to address obsolete public housing in Downtown Springdale and build a mixed-income neighborhood. This item includes identification of capital fund infrastructure projects as well as pursuit of large-scale planning and implementation resources like the HUD Choice Neighborhoods Program.
5. **Complete the redesign of Shiloh Square** so that improvements to Shiloh Square can be built in conjunction with the Phase 1-B implementation of Walter Turnbow Park.
6. **Work with the Jones Center for Families** to create a master plan and capital improvements program for the Jones Center campus.

Successful completion of these items will achieve important milestones in the implementation of the Downtown Springdale Master Plan. 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 Downtown Springdale Master Plan, and some should be completed within six (6) months of completion of the Plan.



CHARRETTE PUBLIC MEETING

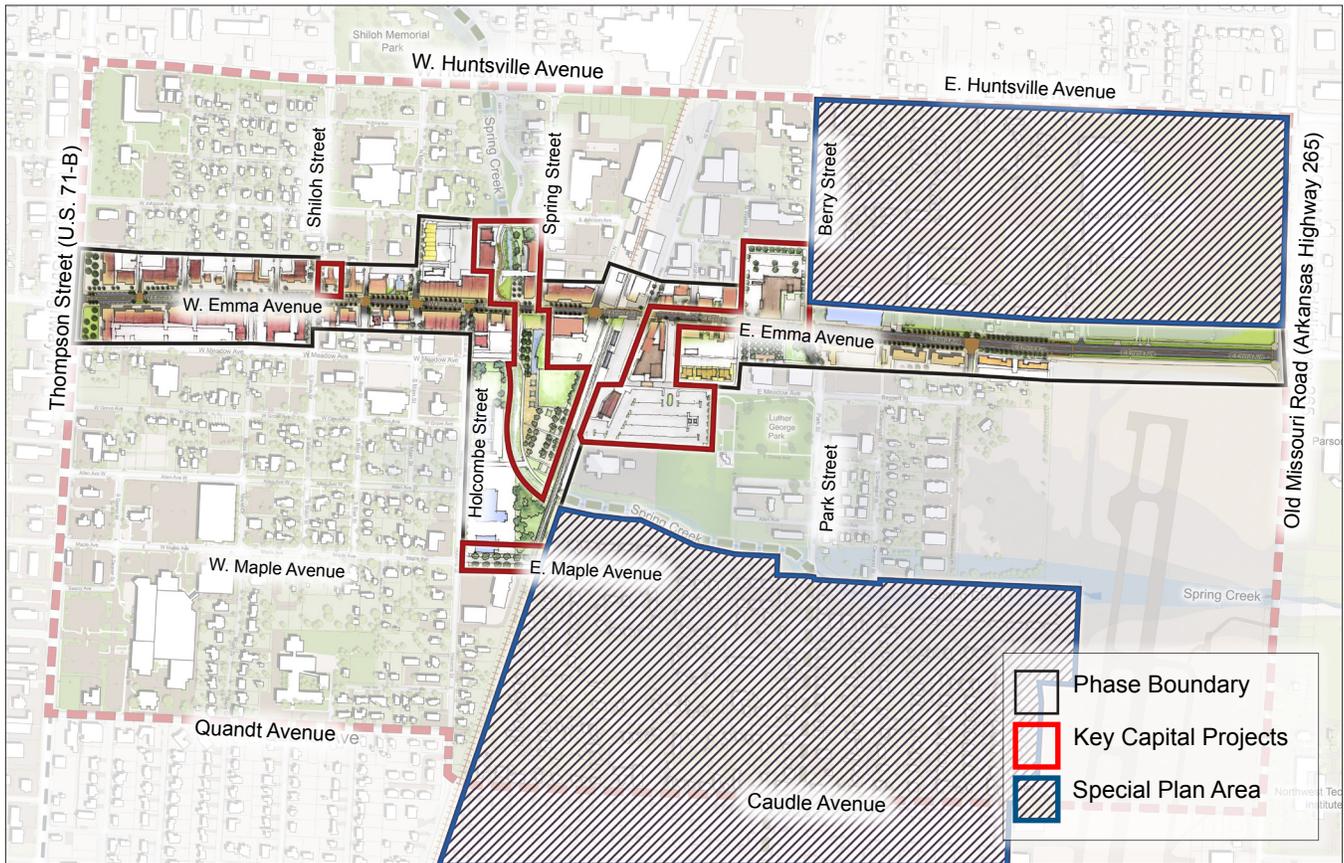
Implementation Phasing

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 four (4) key phases: Phase 1 (short-term, 0-5 years); Phase 2 (medium-term, 3-7 years); Phase 3 (long-term, 7+ years); and Ongoing Activities (those activities which have already been initiated). This phasing strategy is a recommendation only; it is non-binding and does not prohibit existing or future development projects from occurring outside of specified phases.

Implementation Phasing is described in detail on the following pages.

Implementation Phasing



Phase 1 (0-5 Years)

- » Establish an Emma Avenue retail tenanting program & downtown events program
- » Complete the following Emma Avenue streetscape improvements
 - Phase 1A: Operational improvements to calm traffic (additional stop signs, prohibition of truck traffic)
 - Phase 1B: District C - Tyson District street reconstruction (18-24 month completion)
 - Phase 1C: District A - West Emma street reconstruction (2 to 3 year completion)
- » Initiate master planning for the Jones Center for Families campus
- » Intensify Downtown “hot spot” policing and nuisance property abatement
- » Develop a neighborhood and public housing revitalization plan with the Springdale Housing Authority
- » Complete and/or Support Key Capital Projects & Private Development Initiatives
 - Tyson Foods Inc.’s Downtown Springdale Projects
 - Apollo Theater Renovation
 - Walter Turnbow Park Phase 1-B
 - E. Maple Avenue and W. Maple Avenue connection at the Arkansas & Missouri Railroad
 - Shiloh Square improvements
 - Turnbow Park & Expanded Public Space

Implementation Phasing



Ongoing

1. **Develop a comprehensive retail tenancing program** to fill all Emma Avenue storefronts and support retail tenancing activities with an aggressive, year-round Downtown events program in cooperation with local institutions, organizations, and Downtown merchants.
2. **Establish a community-based development organization (CBDO or CDC)** to guide implementation activities and access implementation funding sources.
3. **Develop a form-based code** for Downtown Springdale to codify the Master Plan's recommendations as a City ordinance and facilitate incremental implementation.
4. **Partner with the Springdale Housing Authority** to address obsolete public housing in Downtown Springdale and build a mixed-income neighborhood.
5. **Complete the redesign of Shiloh Square** so that improvements to Shiloh Square can be built in conjunction with the Phase 1-B implementation of Walter Turnbow Park.
6. **Work with the Jones Center for Families** to create a master plan and capital improvements program for the Jones Center campus.
7. **Support and facilitate completion of the Walter Turnbow Park** and Phase 1-B of Spring Creek improvements.

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