



CITY OF SPRINGDALE
DOWNTOWN MASTER PLAN UPDATE

Public Workshop #2

May 19th 2022



Welcome!

Springdale is growing, engaged, & active!



AGENDA

- 1. Project Overview**
- 2. Summary of Public Workshops**
- 3. Downtown Framework Plan Update**
- 4. Framework Plan Work Session**
- 5. Next Steps**



PROJECT OBJECTIVE AND WORK PRODUCTS

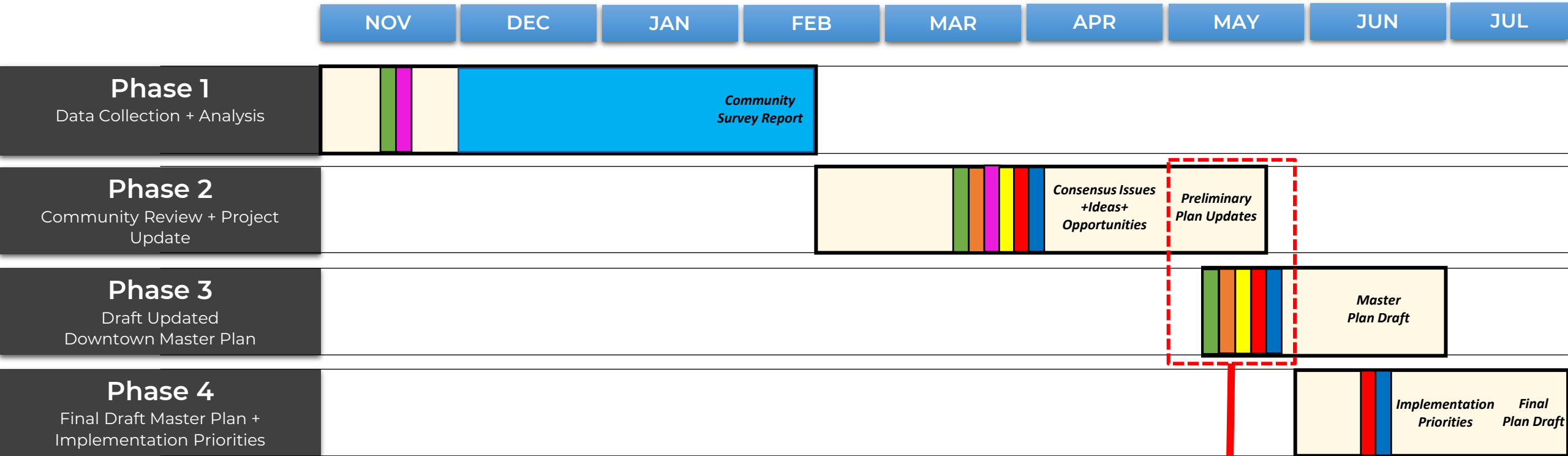
The objective of this planning process is to develop an update to the **2015 Downtown Master Plan Update** for the City of Springdale.

The Downtown Master Plan Update will cover the area from Huntsville Ave in the north to Quandt Ave. and Caudle Ave in the south, and from Thompson Street in the west to Old Missouri Road in the east. It will also account for the Mill and Powell SEED districts. The Downtown Master Plan Update will amend the following components:

- **Framework Plan**
- **Urban Design Plan**
- **Implementation Plan**
- **Form-Based Code**



PROJECT SCHEDULE



- Site Visits
- Client Meeting
- Public Meetings
- Stakeholder Meetings
- Community Survey Open
- Advisory Committee Meeting
- Form Based Code Workshop

Site Visit #3 May 18th, 19th, & 20th

- Public Workshop #2
- Stakeholder Interviews
- Advisory Committee Meeting
- Client Review Meeting



SITE VISIT AND WORKSHOP SUMMARY

PUBLIC WORKSHOP #1

The first Public Workshop occurred from March 29th – April 1st. During that time there were a series of meetings, including:

- **Community workshops with over 150 attendees**
- **An Advisory Committee meeting**
- **Several Community Stakeholders Meetings**
- **A Form-Base Code Workshop**

These meetings and workshops helped identify Springdale's:

- **Significant successes from the 2015 plan.**
- **Preliminary consensus issues and opportunities.**
- **Community goals and ideas for the next round of downtown growth and development.**



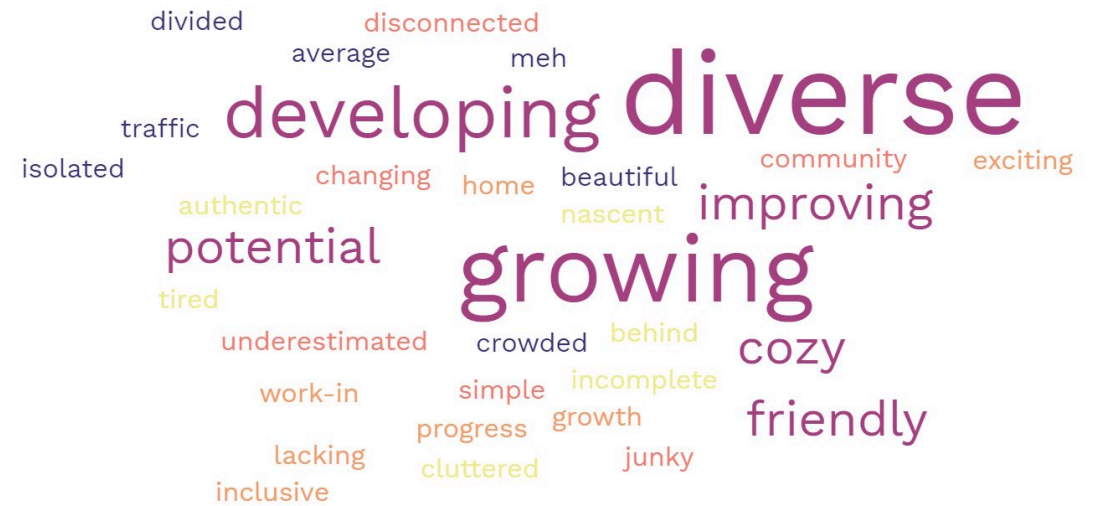
COMMUNITY PERCEPTION

One Word...

Downtown Springdale today:

March 30th 2022 @ 214 Building

March 31st 2022 @ Jones Center



COMMUNITY PERCEPTION

One Word...

Downtown Springdale in 2030:

March 30th 2022 @ 214 Building



March 31st 2022 @ Jones Center



Issues

Emma Avenue as a “Main Street”

- There are a lack of diverse options in restaurants and retail.
- Emma Avenue lacks a vibrant nightlife.
- Emma Avenue is a narrow street, which creates a challenging environment for integrating vehicles, pedestrians, and bicyclists.
- Parking is limited along Emma Avenue and parking lots are challenging to access and unsafe.
- Curb bump-outs along Emma contribute to traffic safety issues.
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Housing and Neighborhoods

- There is a lack of quality affordable housing in downtown.
- Poor property maintenance contributes to a less desirable housing market in downtown.
- There is a perception that downtown residential areas are unsafe.
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Streets, Transportation, and Connectivity

- Thompson Street is a visual and pedestrian barrier between Downtown Springdale and the High School, Murphy Park, and the Library.
- There is a perception that the public transit system has limited access to downtown.
- Downtown Springdale is challenging to access from I-49.
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Infrastructure and Utilities

- Some areas experience flooding from stormwater runoff.
- A lack of well lit areas contribute to unsafe environments in Downtown.
- Special events create a parking issue downtown.
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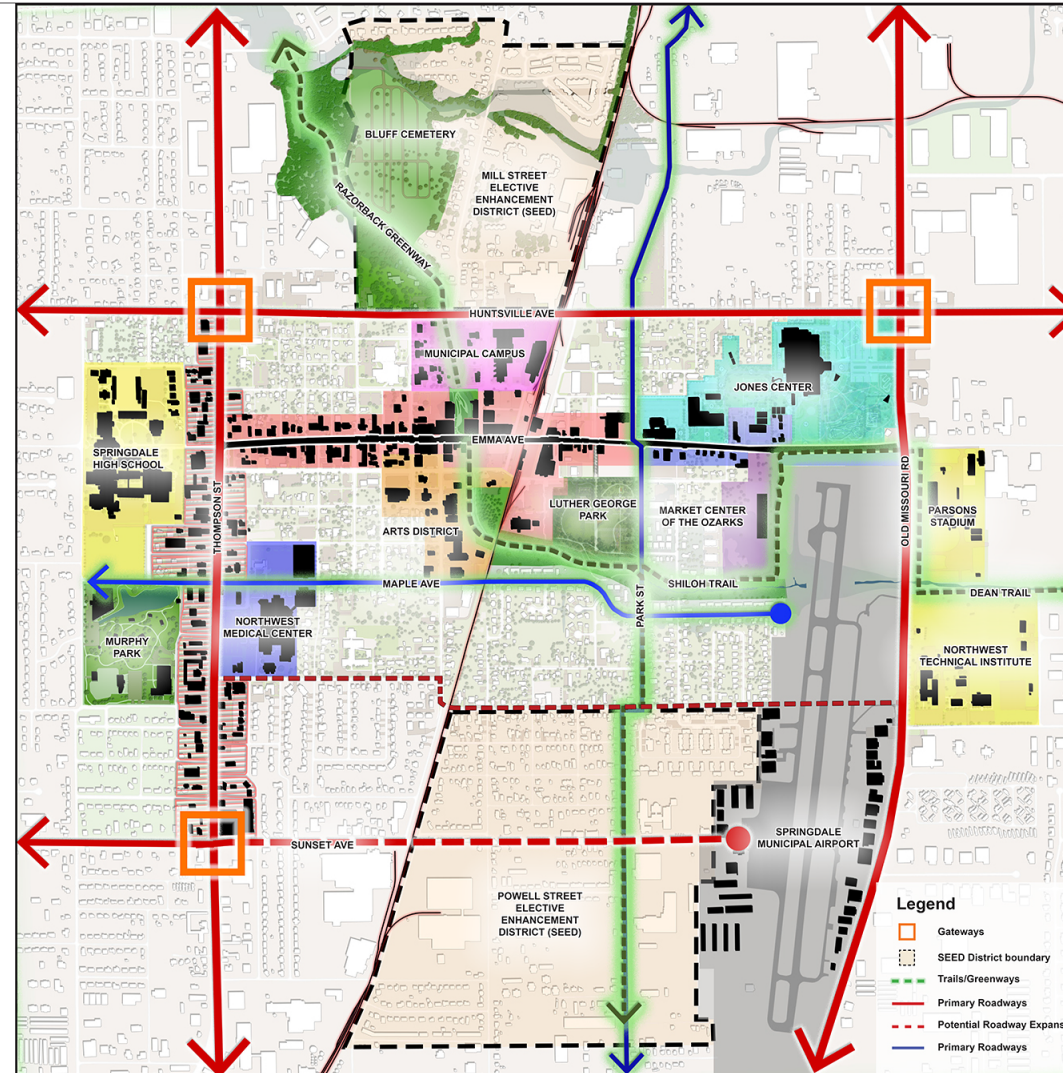
Regulation and Enforcement

- Code regulations are often ignored or minimally-enforced.
- City regulations are difficult to work with when starting a small businesses and/or expanding business amenities.
- Traffic laws are disregarded and minimally-enforced around Downtown.
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Community Amenities and Wellbeing

- There is poor air quality in downtown Springdale.
- The park and greenway system needs an increased sense of security.
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Draw your ideas on the map below!



Opportunities

- Capitalize on Downtown Springdale’s central location in the Northwest Arkansas Region.
- Continue improving the amenities, visual character, and vibrancy of Emma Avenue.
- Improve the quality, safety, and affordability of housing along Emma Avenue and downtown residential areas.
- Reconnect institutions west of Downtown including Murphy Park and Springdale High School to downtown.
- Enhance the amenities along Emma Avenue and the Razorback Greenway.
- Continue to expand the trail and greenway systems including the Shiloh Trail, Dean’s Trail, and Heart of Springdale Trail.
- Increase the safety and continuity of sidewalks and bike paths between the neighborhoods and Emma Avenue, and recreational amenities like the Jones Center and Luther George Park.
- Build upon Tyson’s success and increase the access and quality of tech industry and workforce training opportunities.
- Continue enhancing the impact and services of the Northwest Medical Center and Community Health Center in Downtown.
- Build upon the initiatives of the 214 Building to leverage arts and culture to create niche artist incubation opportunities.
- Expand programs and events at institutions like the Jones Center, Parsons Stadium, and Northwest Technical Institute.
- Expand regional public transportation routes and micro mobility systems into Downtown Springdale.
- Market the events and successes of Downtown Springdale regionally.
- Enhance the Springdale Elective Enhancement Districts (SEEDs) to expand the economic development and growth of the Downtown area.
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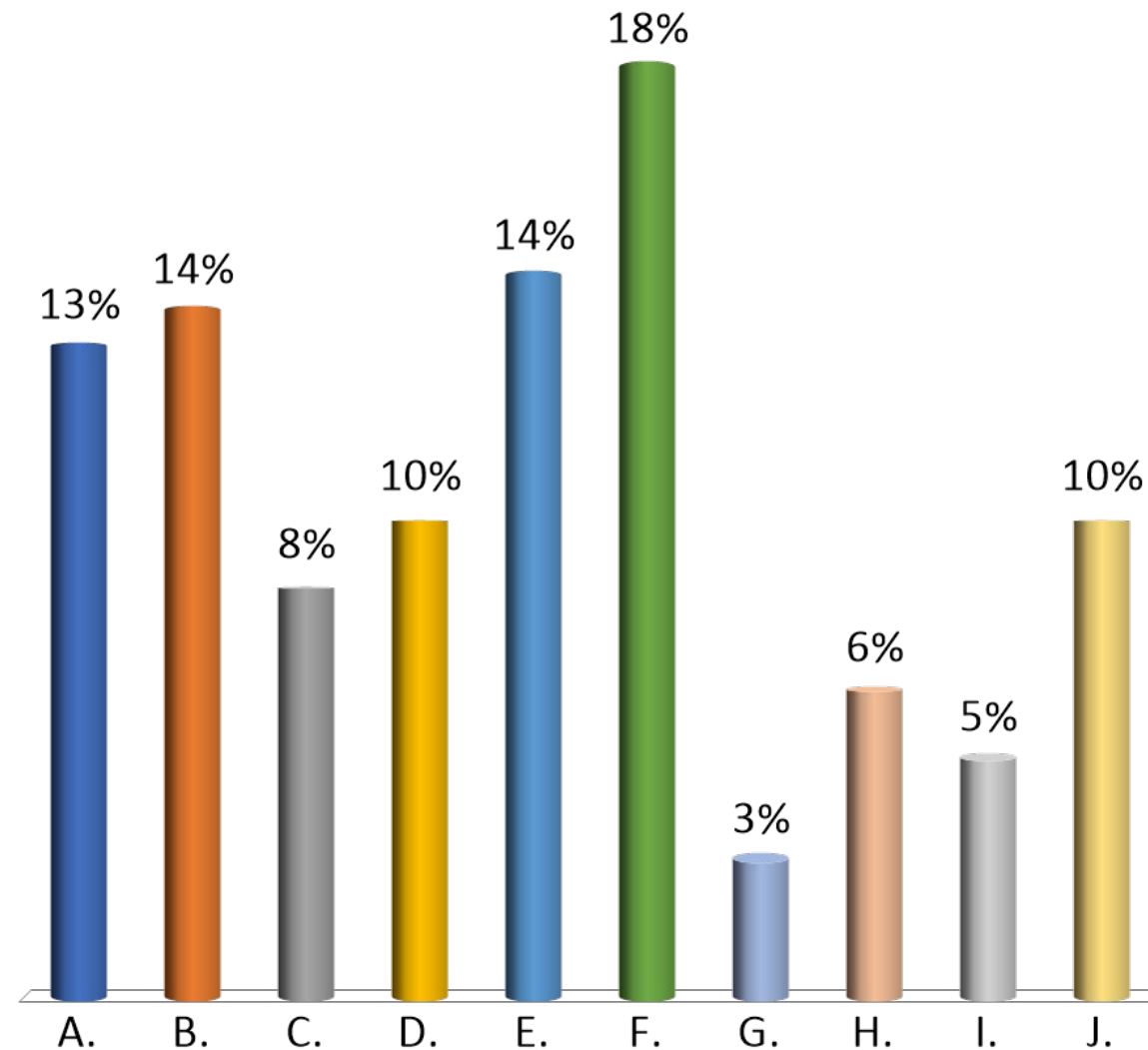
2015 Vision

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.

Community Opportunities Poll Results

March 30th 2022 @ 214 Building

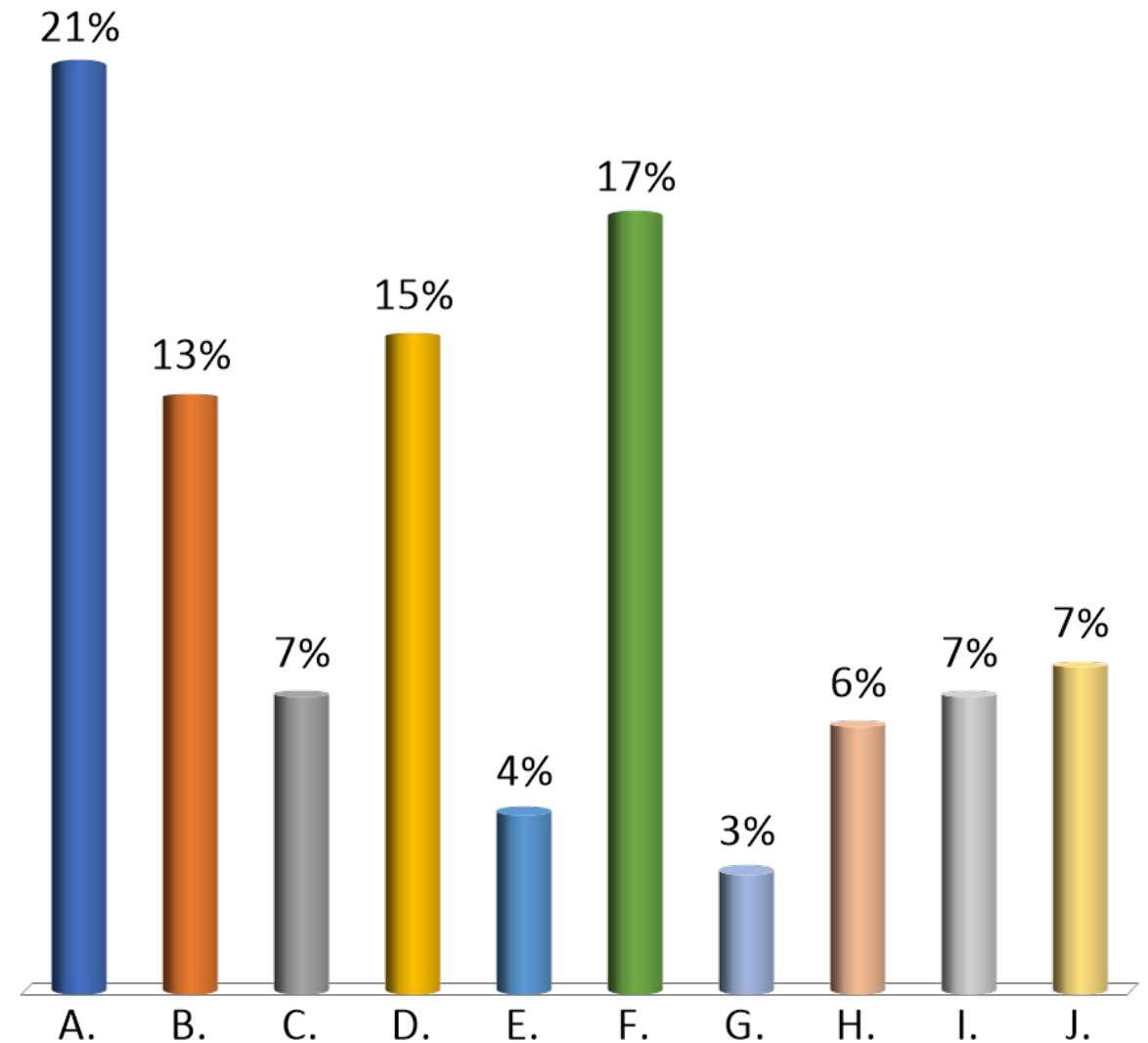
- A. Continue improving the vibrancy of Emma Avenue.**
- B. Improve the quality and affordability of Downtown housing.**
- C. Reconnect Murphy Park and Springdale High School to Downtown.
- D. Enhance the amenities along Emma Avenue and the Razorback Greenway.
- E. Continue to expand the trail and greenway system.**
- F. Increase the safety and continuity of sidewalks and bike paths throughout Downtown.**
- G. Increase the access and quality of tech industry and workforce training opportunities.
- H. Build upon the initiatives of the 214 Building to leverage arts and culture to create niche artist incubation opportunities.
- I. Expand programs and events at the Jones Center, Parsons Stadium, and Northwest Technical Institute.
- J. Expand regional public transportation and micro-mobility resources in Downtown Springdale.



Community Opportunities Poll Results

March 31st 2022 @ Jones Center

- A. Continue improving the vibrancy of Emma Avenue.**
- B. Improve the quality and affordability of Downtown housing.**
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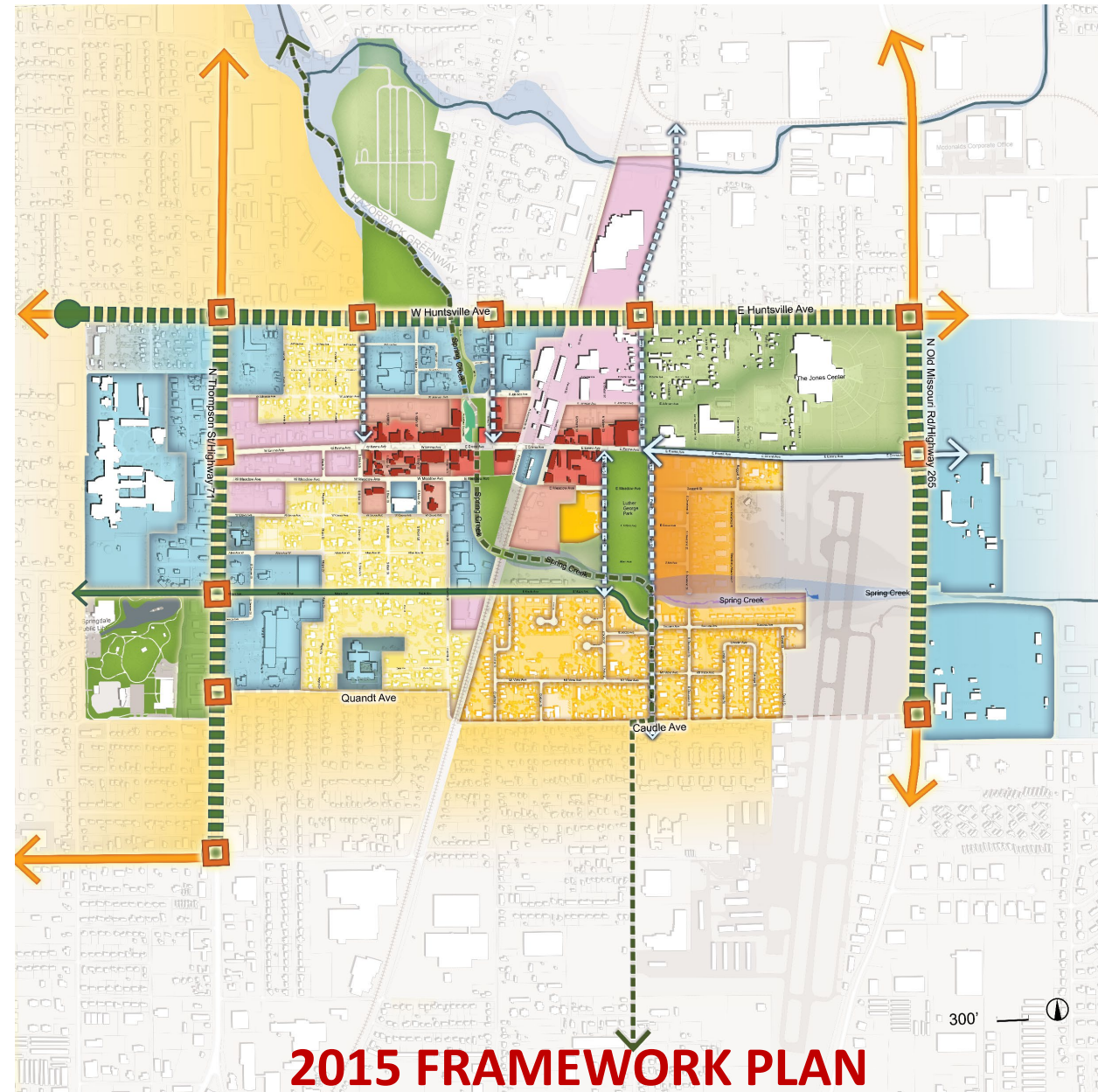
DOWNTOWN FRAMEWORK PLAN UPDATE

2015 VISION STATEMENT

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.

2015 DESIGN & DEVELOPMENT PRINCIPLES

1. Improve **REGIONAL ACCESSIBILITY**.
2. Establish an expanded **“MAIN STREET”** along Emma Avenue.
3. Create a **CENTRAL PUBLIC GATHERING SPACE**.
4. Create a new **MUNICIPAL AND CIVIC DISTRICT** and Gateway.
5. Support **CULTURAL, EDUCATIONAL, AND HEALTH INSTITUTIONS** in Downtown.
6. Build a **MIXED-USE CORE**.
7. Expand and reconfigure **LUTHER GEORGE PARK**.
8. Re-imagine **THOMPSON STREET** as a **“GREEN BOULEVARD”**.
9. Develop a mixed-use **ARTS, CULTURE & EDUCATION DISTRICT**.
10. Develop **NEW AND IMPROVED DOWNTOWN HOUSING**.
11. Implement **PROGRAMS** to support residents, businesses, and property owners.
12. Expand the impact of **DOWNTOWN SPRINGDALE ALLIANCE** and other organizations.



2015 FRAMEWORK PLAN

Framework Plan Options

Growth and Development

- *Since the 2015 Plan Springdale has completed:*
 - *Walter Turnbow Park and Shiloh Square Revitalization*
 - *Tyson Foods Inc. Downtown office development*
 - *Emma Avenue Streetscapes – Phases 1A, 1B, and 2A*
 - *Emma Avenue retail revitalization and infill development – 204 E Emma Ave*
 - *Little Emma*
 - *Maple Avenue reconnection and realignment*
 - *Adopted Form Based Code & Established SEED districts*

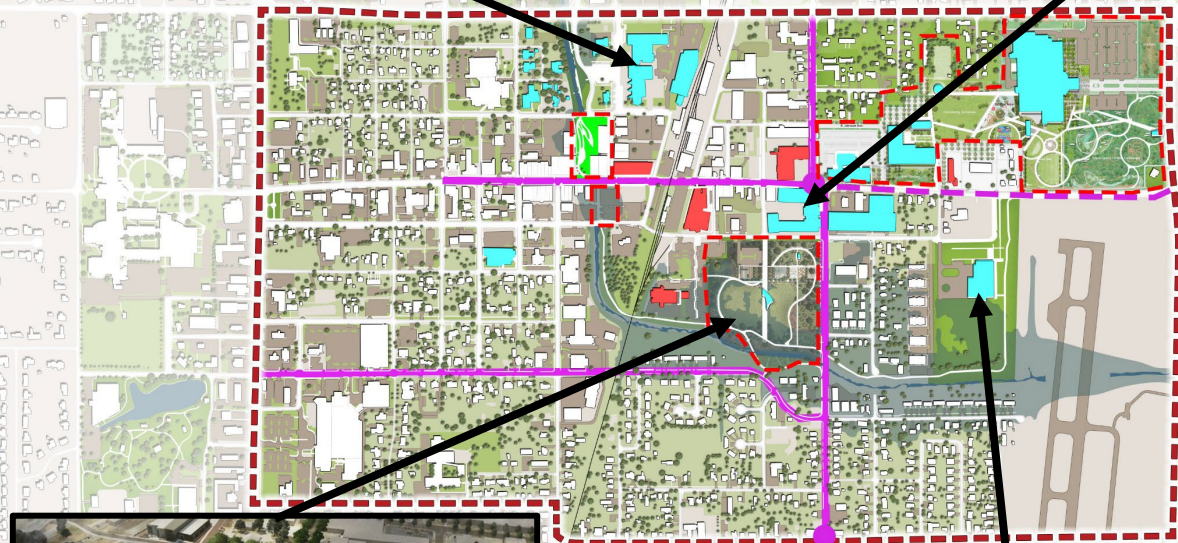


Completed Projects

Framework Plan Options

Growth and Development

- *These are projects in progress:*
 - *Downtown housing stabilization, improvement, and infill – Via Emma, Big Emma*
 - *Emma Avenue streetscape improvements – Phases 1C and 2B*
 - *Expanded Springdale Municipal Campus*
 - *Spring Creek public space and green infrastructure improvements.*
 - *Razorback Greenway re-alignment at Emma Ave.*
 - *Park St and Berry St Re-alignment*
 - *Park and Powell Roundabout*
 - *Shiloh Museum Master Plan*
 - *Luther George Park expansion*
 - *Jones Center for Families campus master plan and enhancements*
 - *214 building enhancements and Downtown artists housing*
 - *Market Center of the Ozarks*



- **Completed Projects**
- **In Progress Projects**

Framework Plan Options

Growth and Development

- *15 projects completed or planned at a total value of over \$200 million since 2015!*



Framework Plan Options

Growth and Development

- *How to leverage the completed and planned development for a vibrant Downtown Springdale?*

