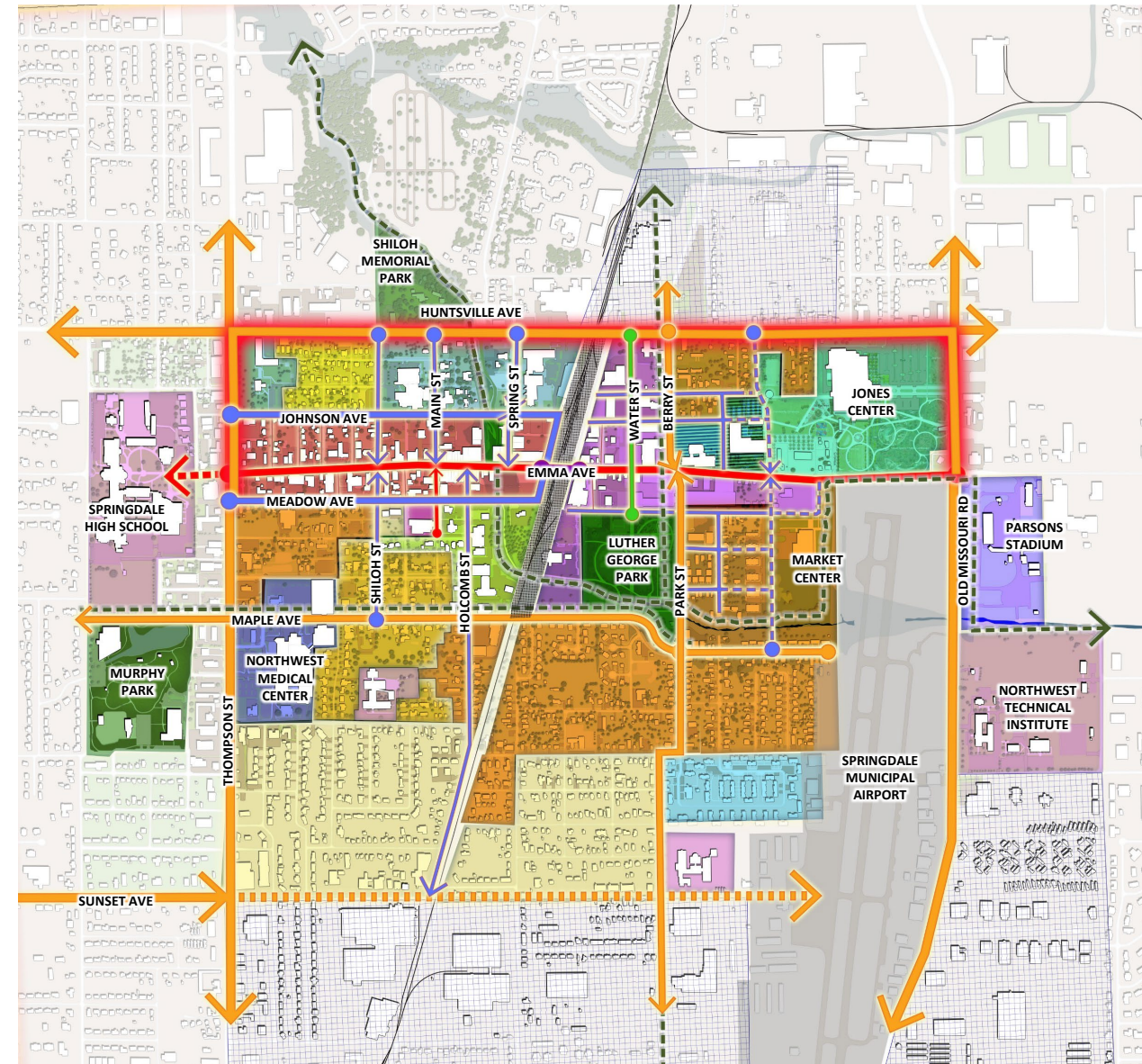


2022 VISION STATEMENT

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

2022 DESIGN & DEVELOPMENT PRINCIPLES

1. Position Downtown Springdale as a **LOCAL AND REGIONAL DESTINATION**.
2. Grow the “Main Street” character and function of **EMMA AVENUE TO THOMPSON AVE.**
3. Build an **EXPANDED DOWNTOWN MIXED-USE INNOVATION DISTRICT** to Huntsville Ave.
4. Create a **NEW FRONTAGE FOR THE MUNICIPAL AND CIVIC DISTRICT** along Huntsville Ave.
5. Develop the **214 BUILDING** as an Arts & Culture venue to provide community-wide programs.
6. Connect signature **PUBLIC SPACES AND PARKS** using **SAFE STREETS**.
7. Create a **MULTI-MODAL DOWNTOWN ACCESS, CIRCULATION AND PARKING** system.
8. Retain the **EDUCATIONAL AND HEALTH INSTITUTIONS** in Downtown.
9. Expand Downtown and link to key **ADJACENT PUBLIC AMENITIES AND EMPLOYMENT CENTERS**.
10. Diversify downtown housing with **AFFORDABLE AND MISSING-MIDDLE HOUSING**.
11. Implement **TARGETED ECONOMIC, BUSINESS AND SOCIAL IMPACT PROGRAMS** to support residents, businesses, and property owners.
12. Expand the impact of partnering with the City, the **DOWNTOWN SPRINGDALE ALLIANCE** and other community focused organizations.
13. Create a **WELCOMING, AUTHENTIC, AND SHARED OPPORTUNITY!**



2022 FRAMEWORK PLAN

Design and Development Principles

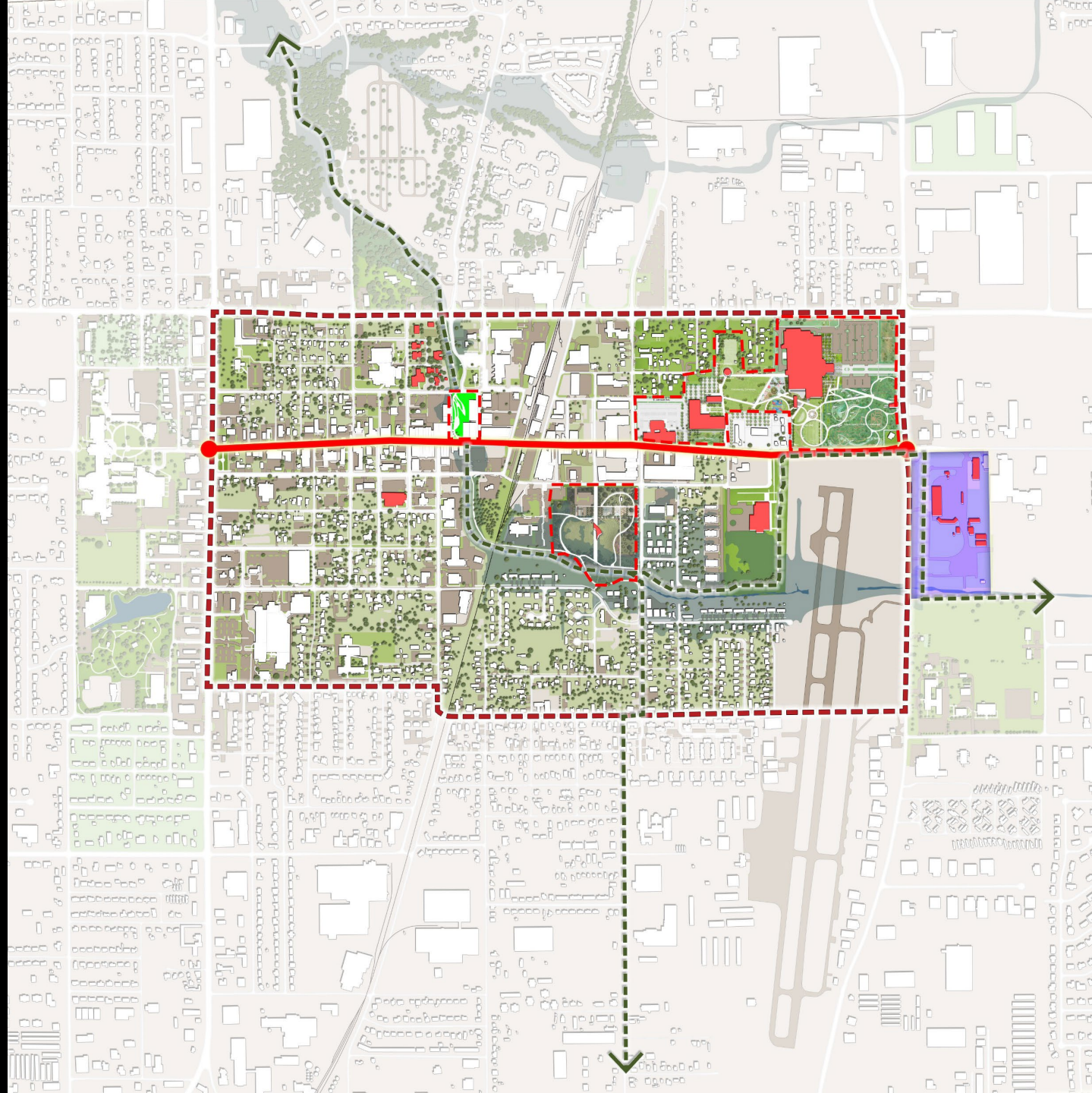
1. Position Downtown Springdale as a LOCAL AND REGIONAL DESTINATION.

Preliminary Recommendations:

- *Position, leverage & market Downtown Springdale's unique central location, developments and programs.*
 - *Emma Avenue*
 - *Walter Turnbow Park*
 - *Shiloh Museum*
 - *Razorback Greenway*
 - *Luther George Park*
 - *214 Art Center*
 - *Jones Center*
 - *Market Center of the Ozarks*
 - *Parson Stadium*
 - *Airport*
 - *Annual Festivals and Programs*

The Power of 10+

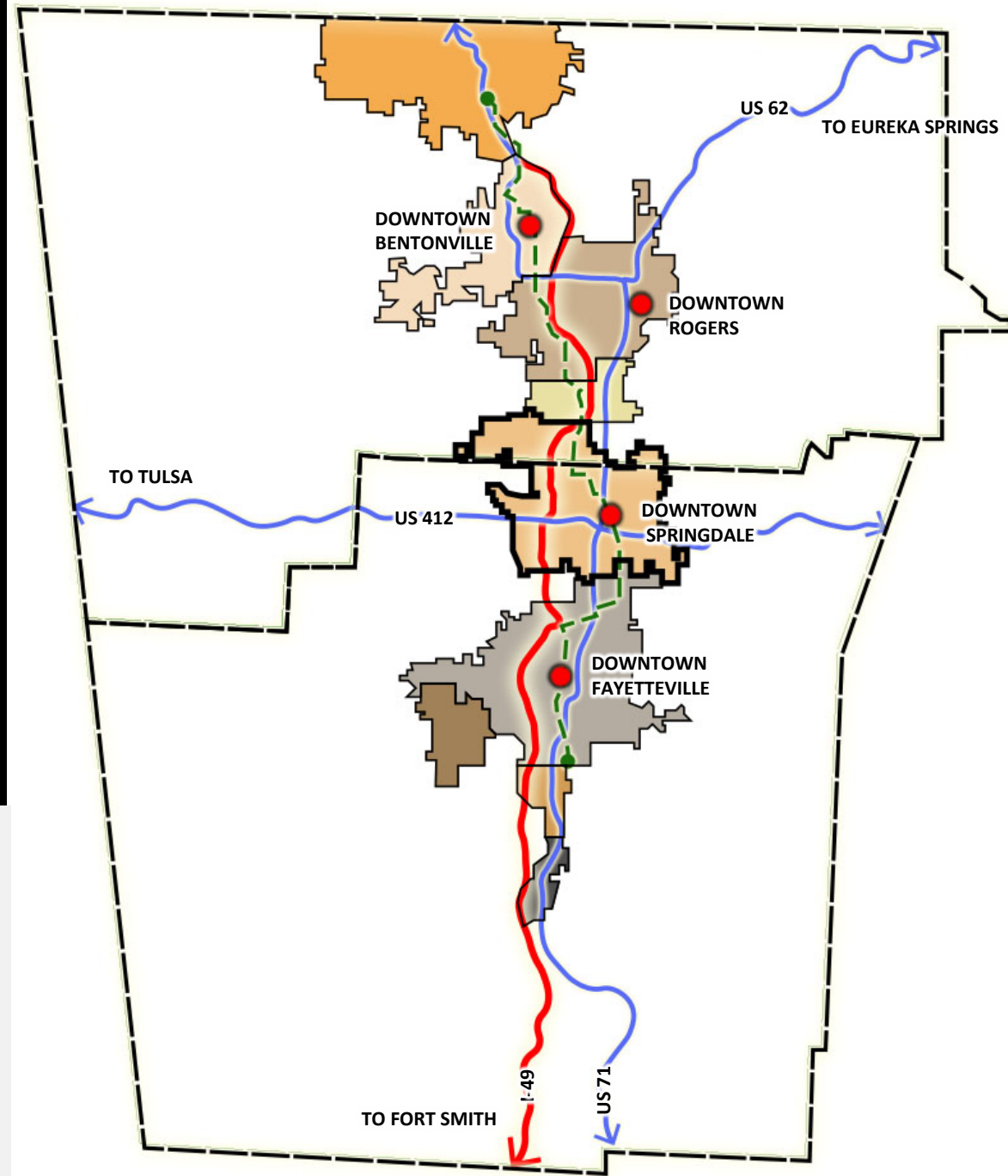
Project for Public Spaces



Design and Development Principles

Regional Activity Centers

- *Of the four main regional downtown areas Springdale's is most accessible and centrally located.*
- *Regional visitors can have a substantial effect on local economies and assist in stabilizing seasonal demand fluctuations ... downtown needs a unified marketing effort to reach potential visitors as regularly and effectively as the competition*



2019 NORTHWEST ARKANSAS POPULATION HIGHLIGHTS

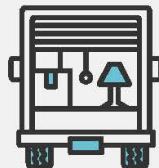
NORTHWEST ARKANSAS
POPULATION INCREASED BY

+20%
SINCE 2010



NORTHWEST ARKANSAS
HAS A NET GAIN OF

30 PEOPLE
PER
DAY



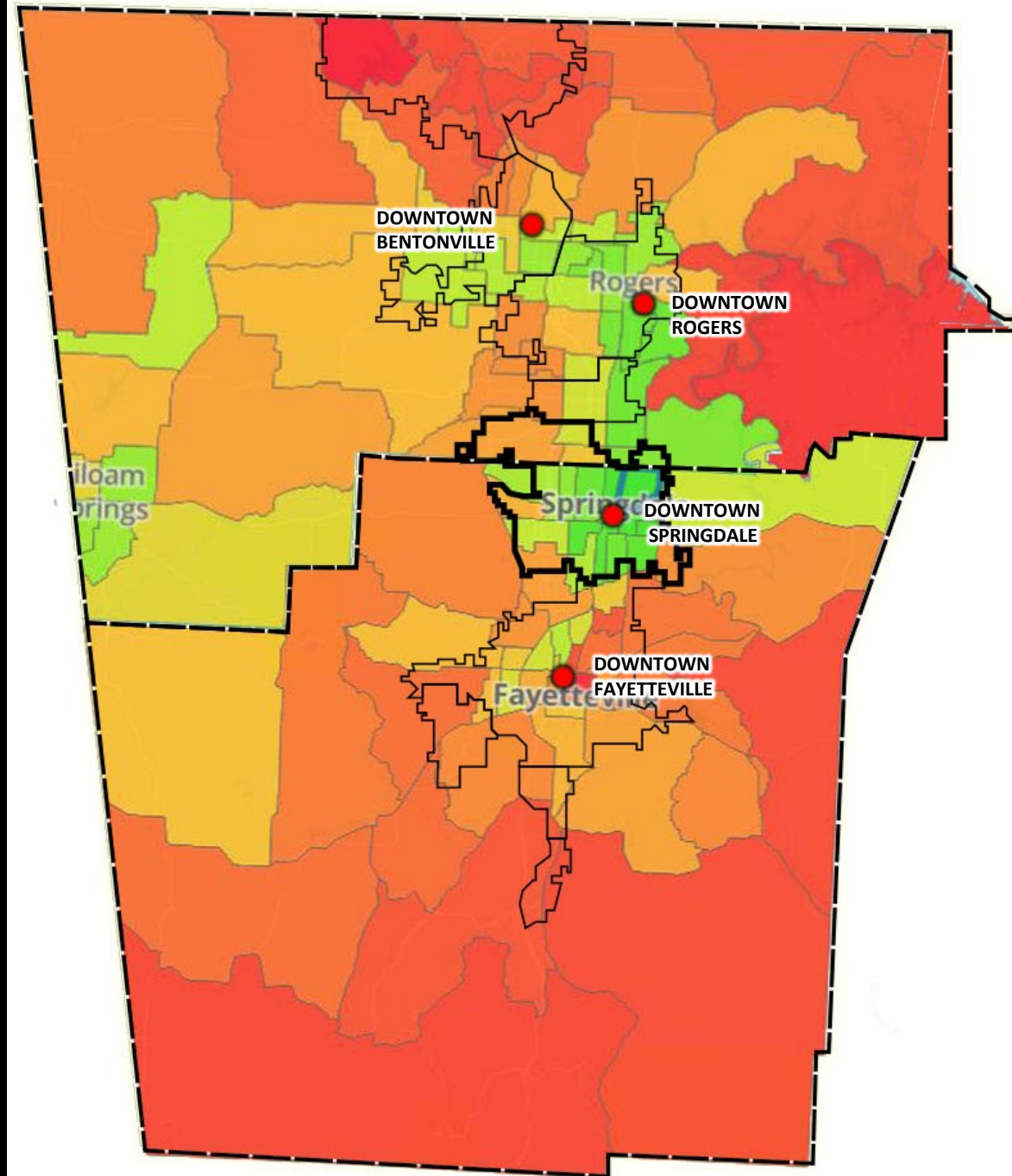
Design and Development Principles

Regional Diversity Index

Def: Measure of the probability that two people chosen at random will be from different race and ethnicity groups. (Ref: US Census Bureau)

- *Springdale – 95%*
- *Rogers – 90%*
- *Bentonville – 87%*
- *Fayetteville – 85%*
- *State of AK – 49.8%*

The most diverse populations in Northwest Arkansas are found between Springdale and Rogers – and typically concentrated around the downtowns.

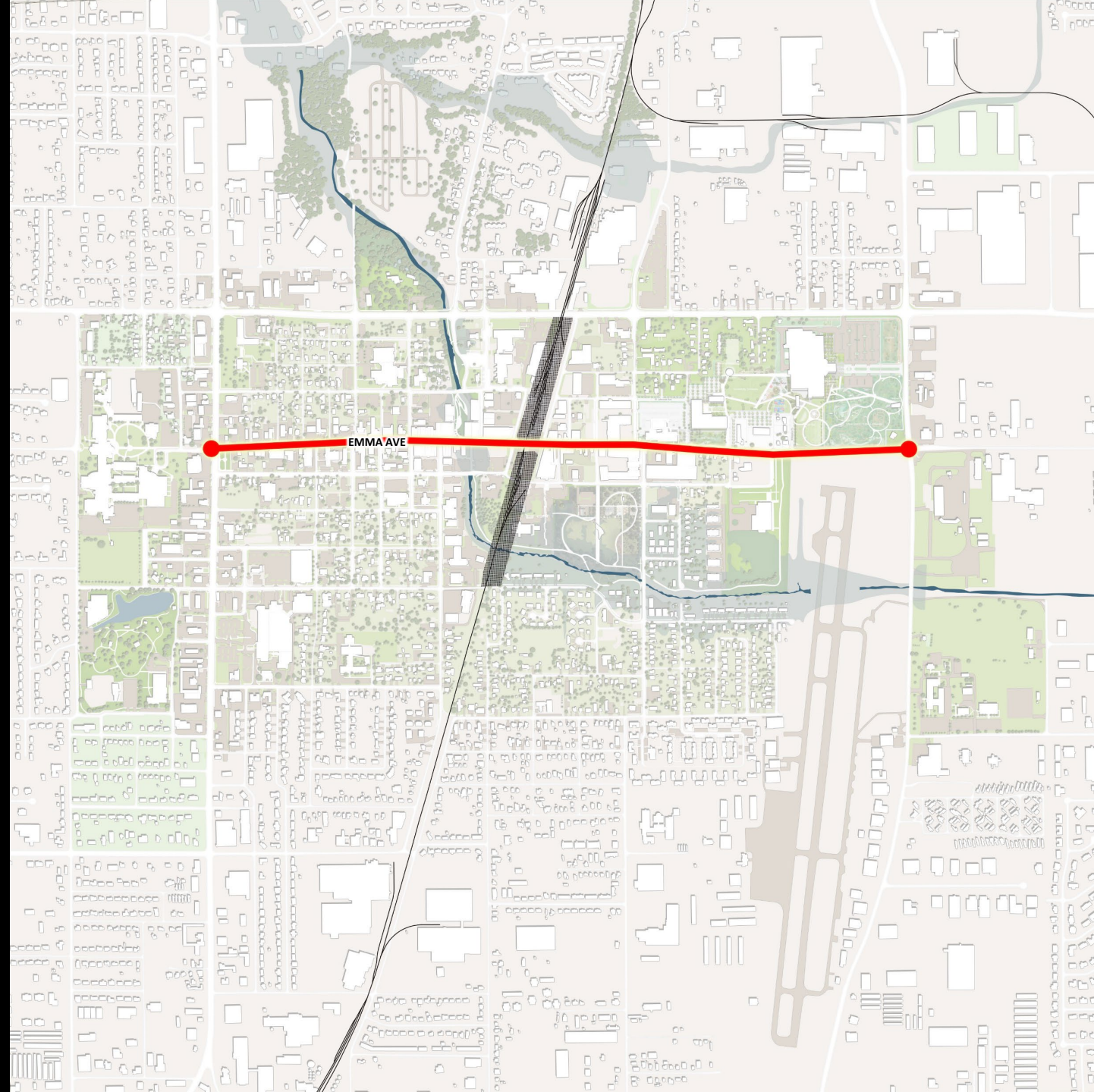


Design and Development Principles

2. Grow the “Main Street” character and function of EMMA AVENUE TO THOMPSON AVE.

Emma Ave as a “Main Street”

- Emma Avenue – 1.25 miles long
 - It takes 25-30 minutes to walk this distance one way
- Divided by Spring Creek and Railroad



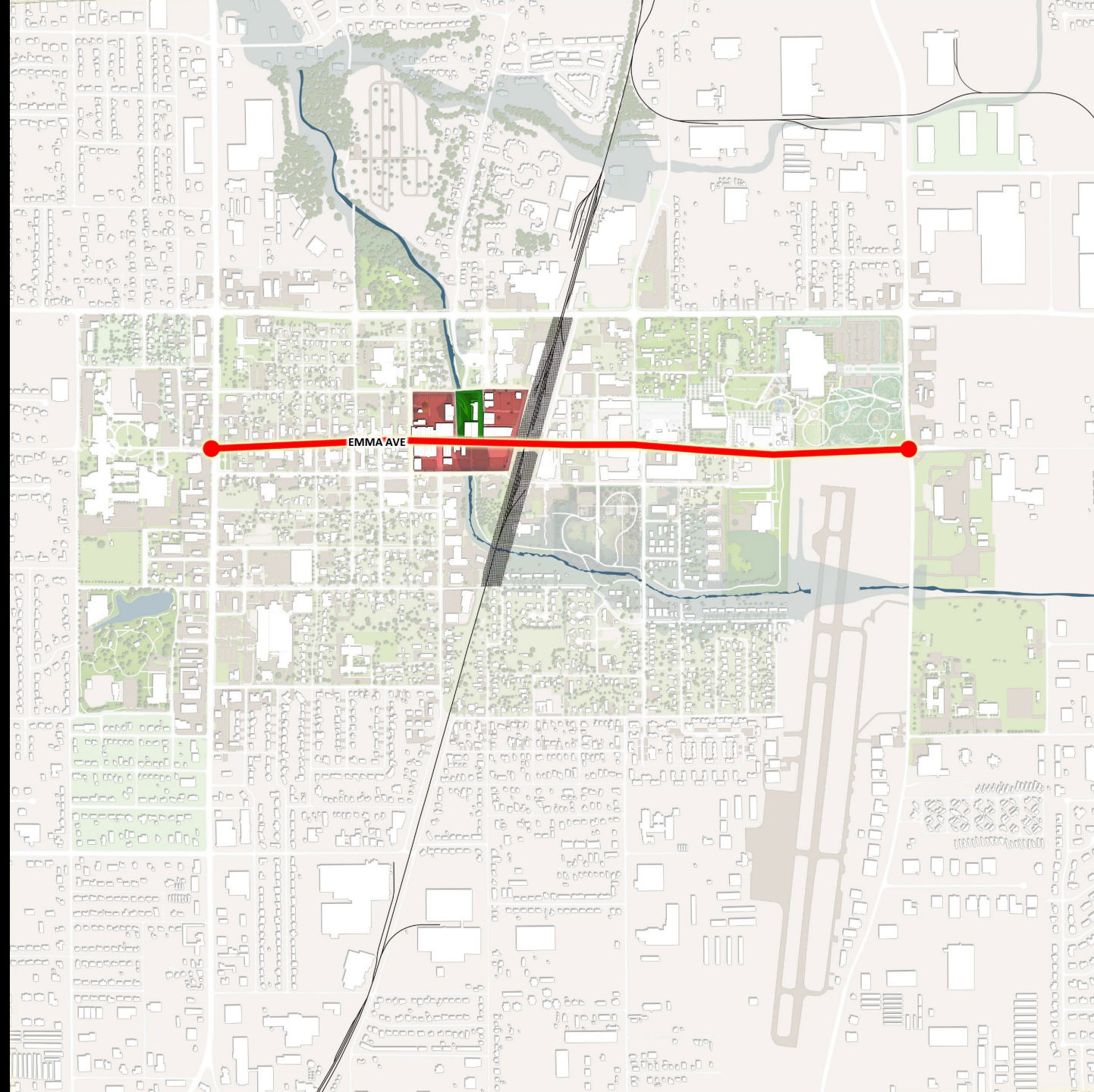
Design and Development Principles

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Emma Ave as a “Main Street”

- *Emma Avenue – 1.25 miles long*
 - *It takes 25-30 minutes to walk this distance one way*
- *Divided by Spring Creek and Railroad*
- *Concentration of retail and programming at Shiloh Square*

Need a critical mass of retail and dining opportunities!

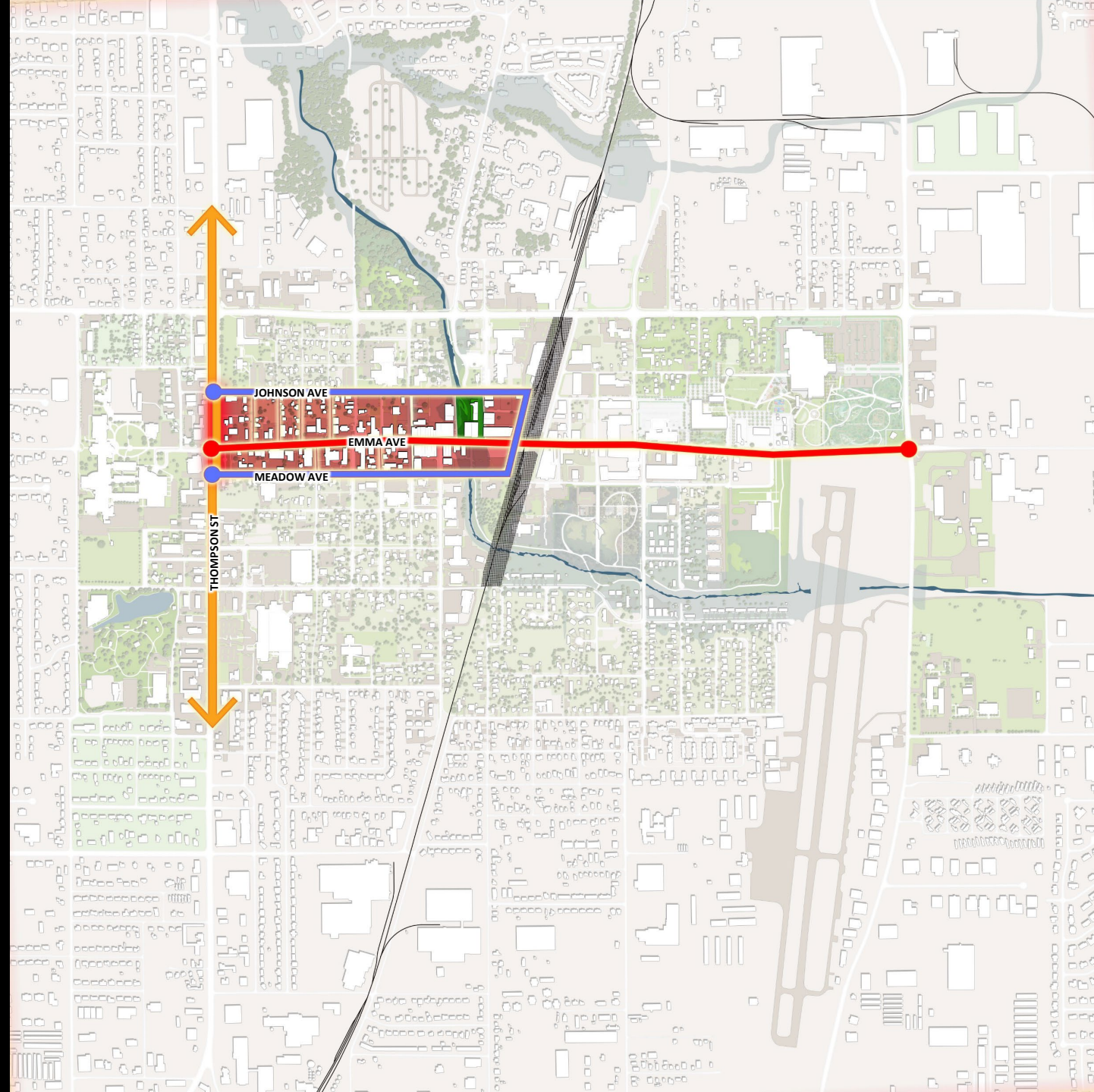


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Preliminary Recommendations:

- *Improve street, sidewalks, lighting, landscaping and outdoor areas along Emma Ave. to Thompson Ave.*
- *Strengthen Johnson Ave and Meadow Ave as additional entrances and circulation through downtown.*

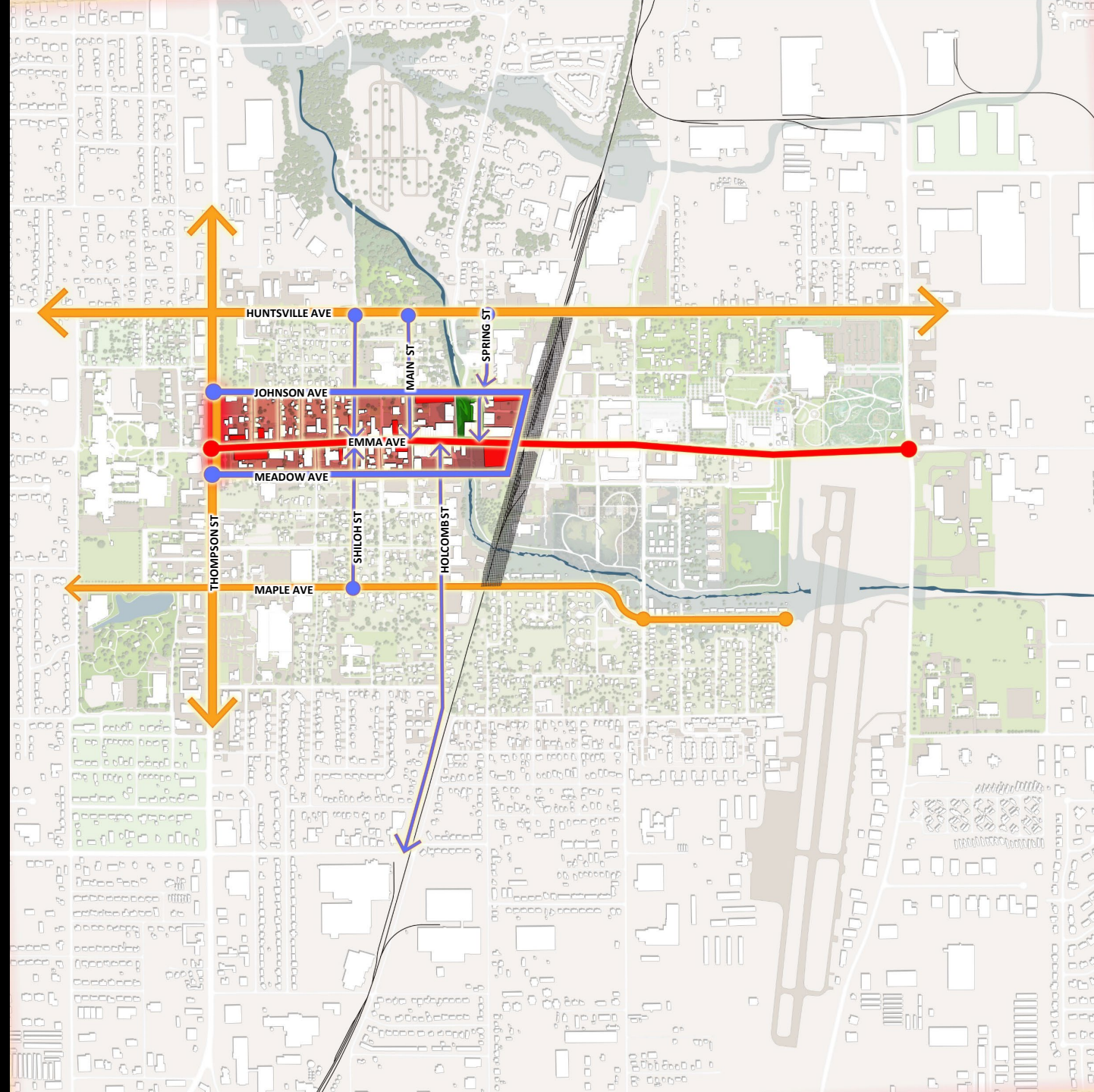


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- *Improve entrances from Huntsville Ave, and Maple Ave to Emma Ave.*
- *Support new mixed-use infill and/or redevelopment with ground floor retail and live/work above.*
- *Intensify and diversify retail, dining, and live/work along Emma Ave.*

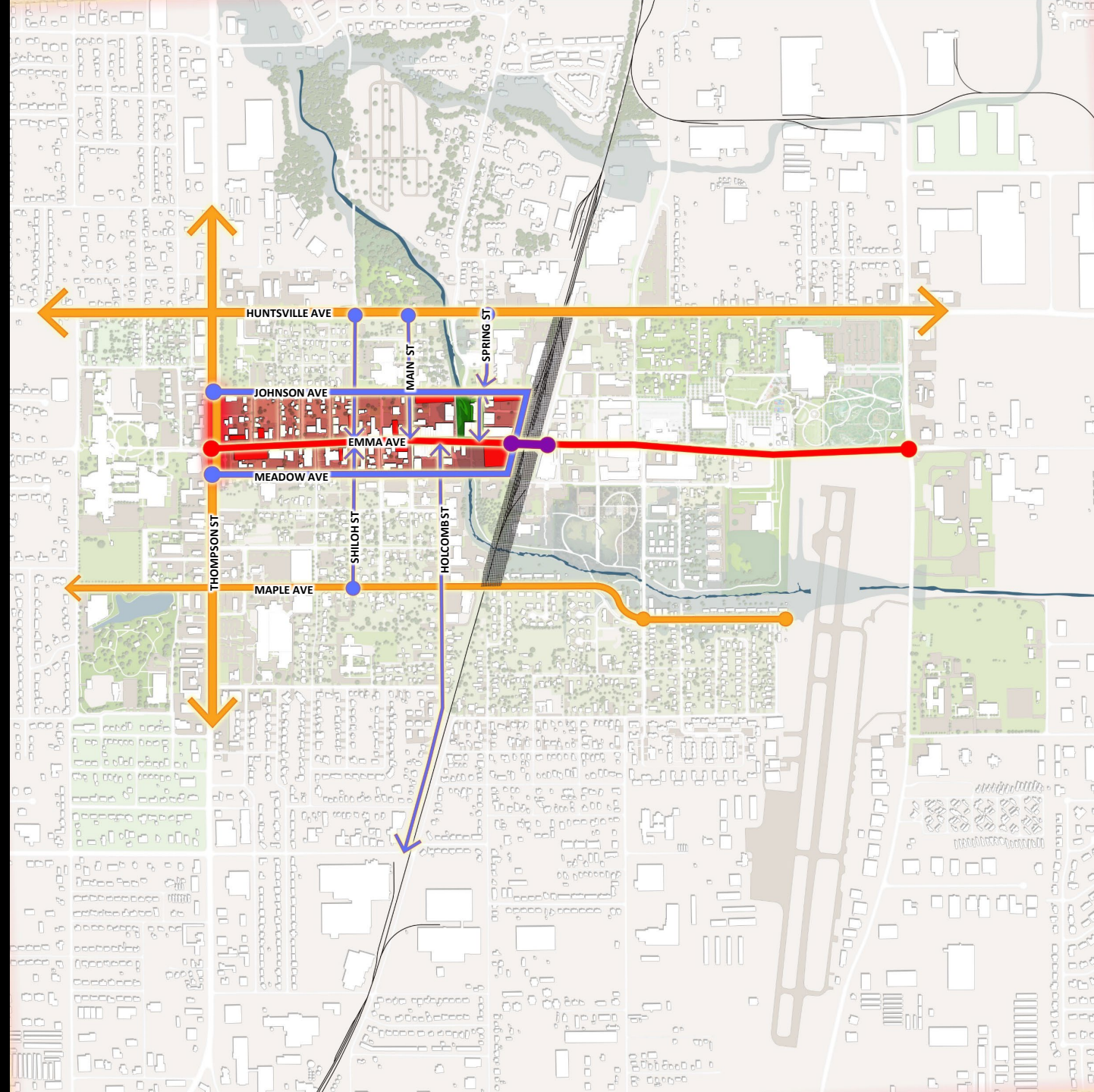


Design and Development Principles

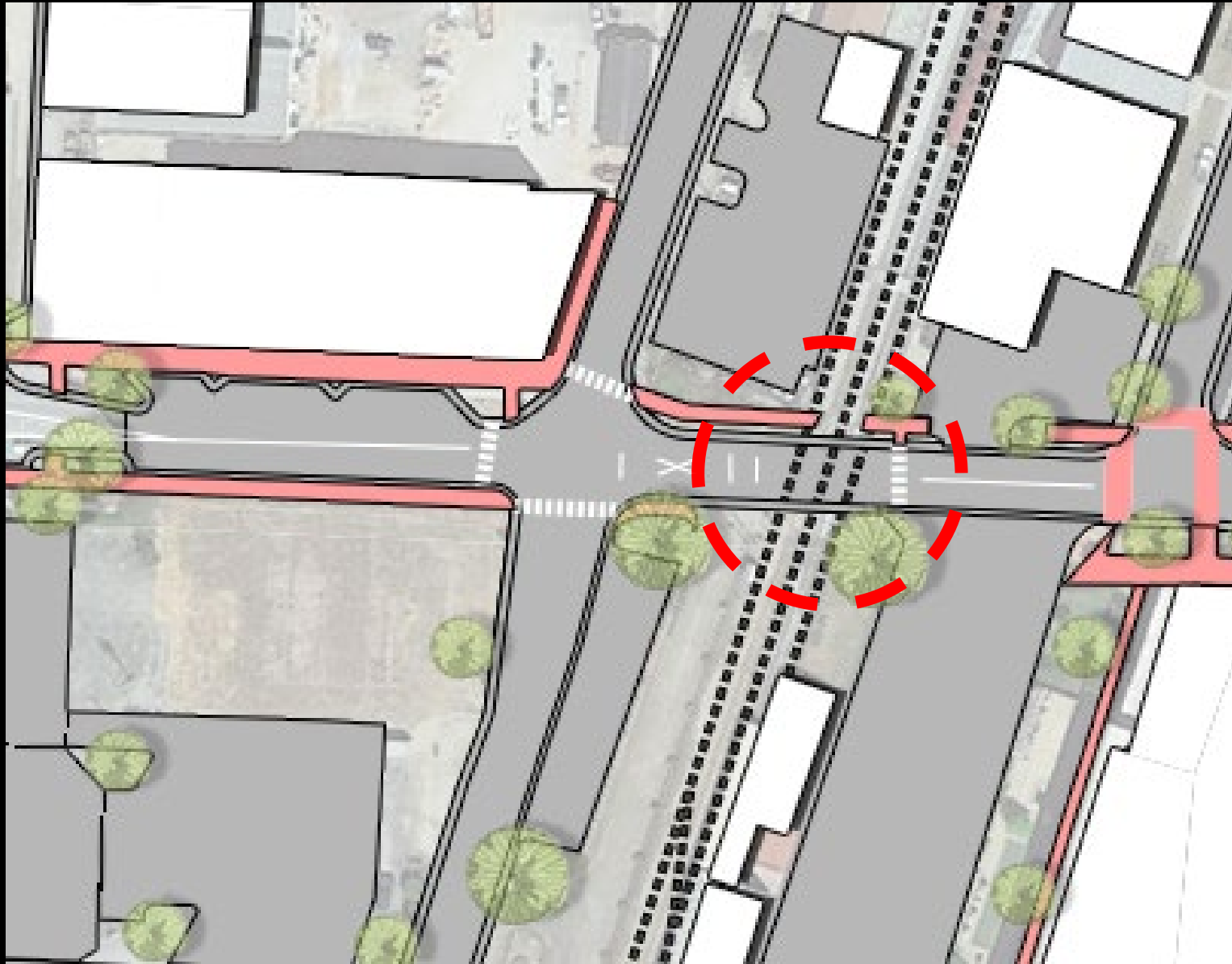
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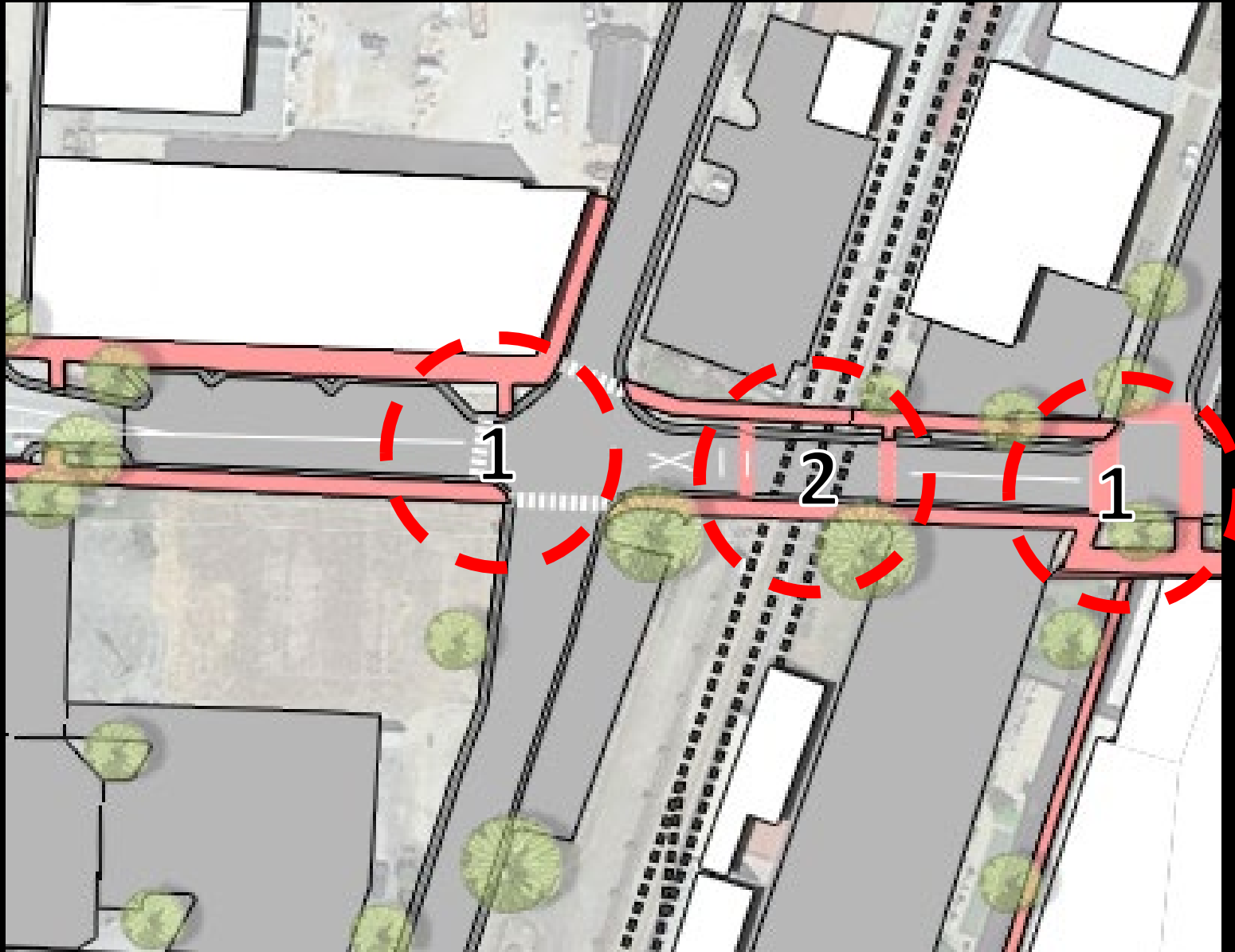
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- *Support new mixed-use infill and/or redevelopment with ground floor retail and live/work above.*
- *Intensify and diversify retail, dining, and live/work along Emma Ave.*
- *Create a pedestrian friendly crossing at Emma Ave. and the railroad line.*



Design and Development Principles



Design and Development Principles



Lighted intersection with pedestrian beacons and increased landscaping



Even and continuous walking surface same texture as existing sidewalks, gates, and landscaping

Design and Development Principles

3. Build an EXPANDED DOWNTOWN MIXED-USE INNOVATION DISTRICT to Huntsville Ave.

Luther George Park

- *Status: In Progress*
- *10 million dollar project*
- *14 acres of park renovated including:*
- *200 new trees and native ecosystems*
- *Open air stage*
- *Picnic areas*
- *Park and playground recreational amenities*
- *Extensive arts and culture programming at a central amphitheater.*





3. Build an EXPANDED DOWNTOWN MIXED-USE INNOVATION DISTRICT to Huntsville Ave.

Market Center of the Ozarks

- *Status: In Progress*
- *45,000 square foot facility*
- *Cost: \$31 million*
- *Expected construction June 2022-2024*

Food systems hub including:

- *Community learning spaces*
- *Commercial kitchens*
- *Crop aggregation*
- *Food entrepreneurship*
- *Office space*
- *Storage*

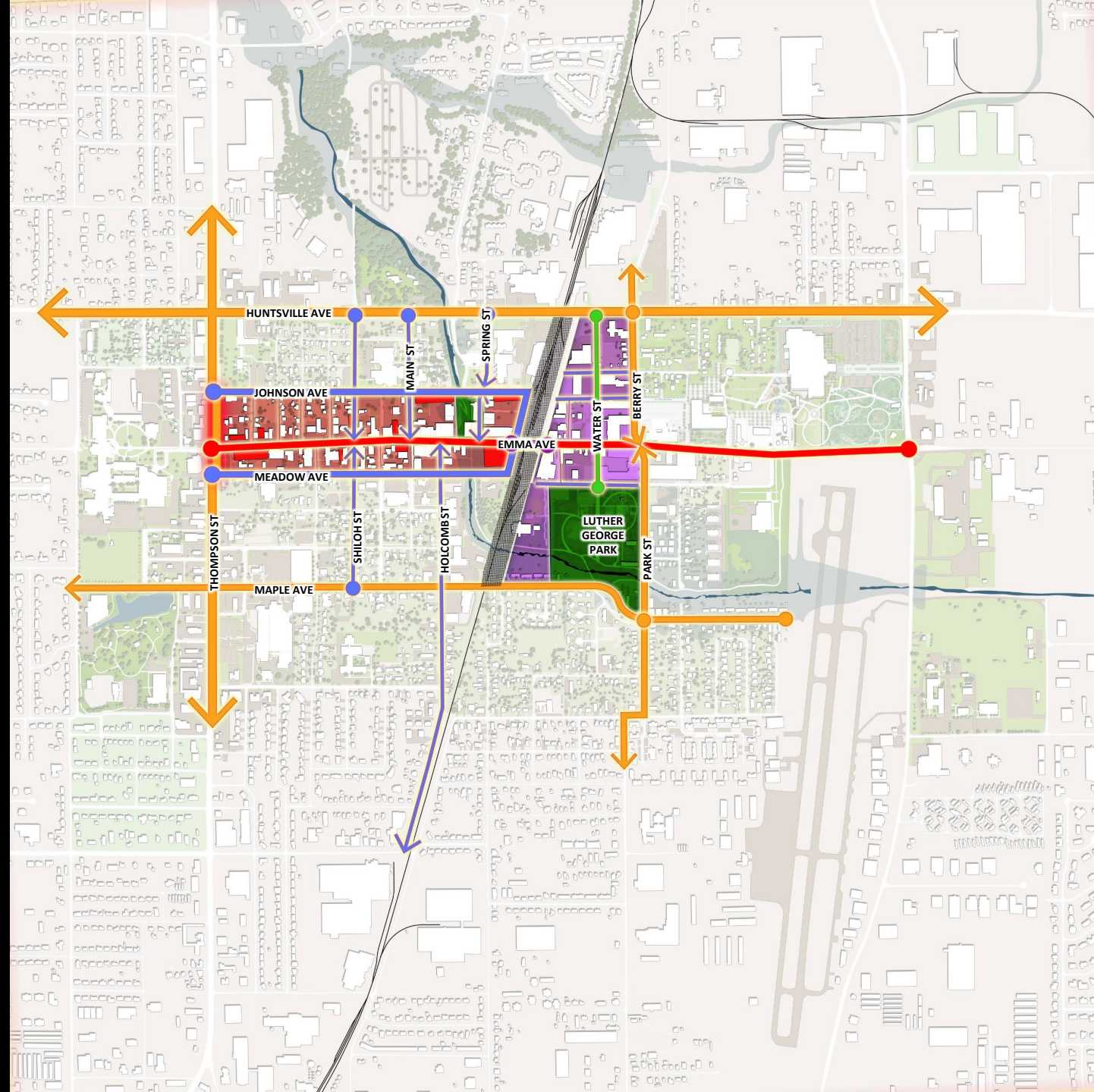


Design and Development Principles

3. Build an EXPANDED DOWNTOWN MIXED-USE INNOVATION DISTRICT to Huntsville Ave.

Preliminary Recommendations:

- *Reconnect Water St. to Huntsville Ave. and as a link to Luther George Park.*

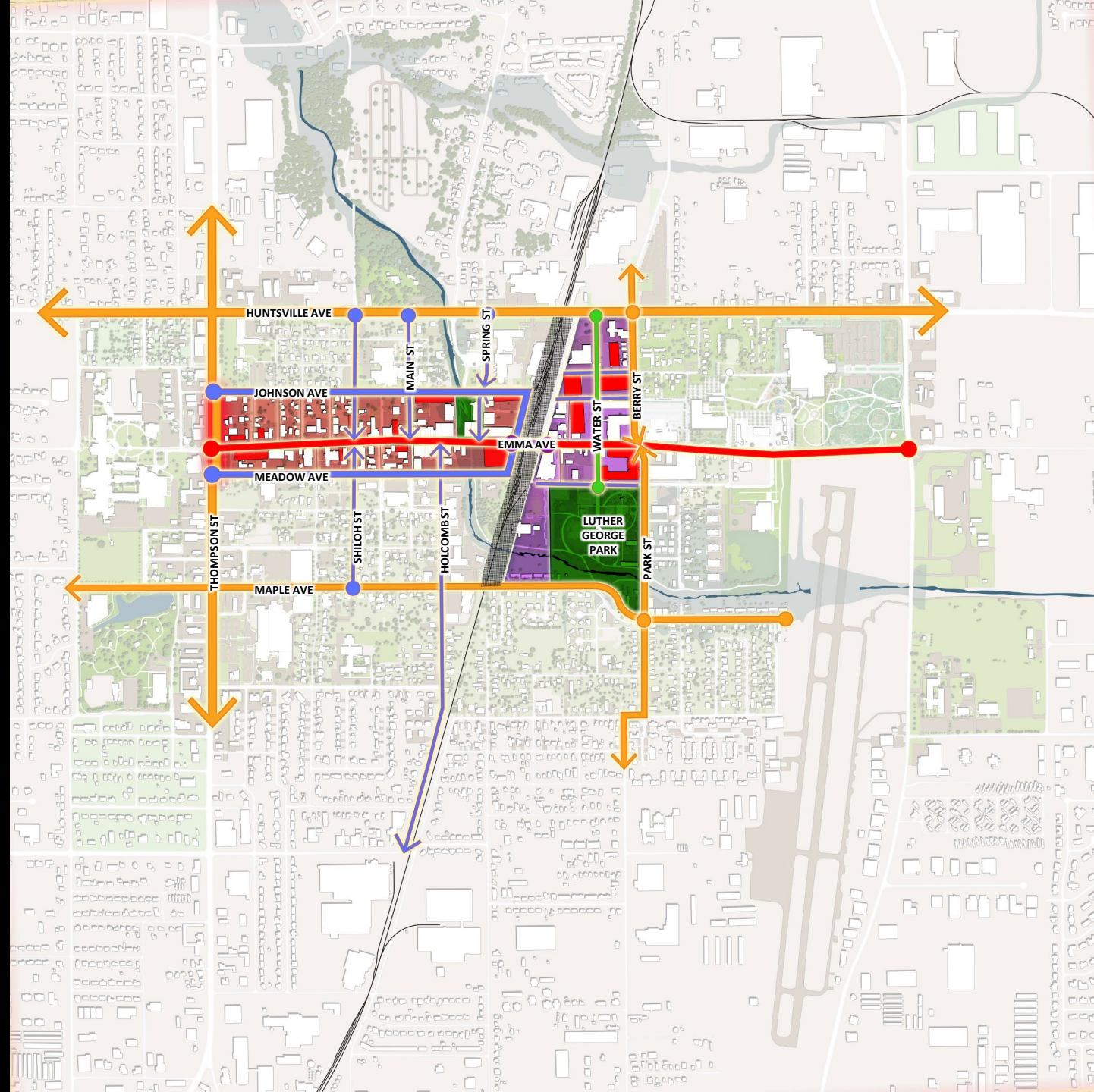


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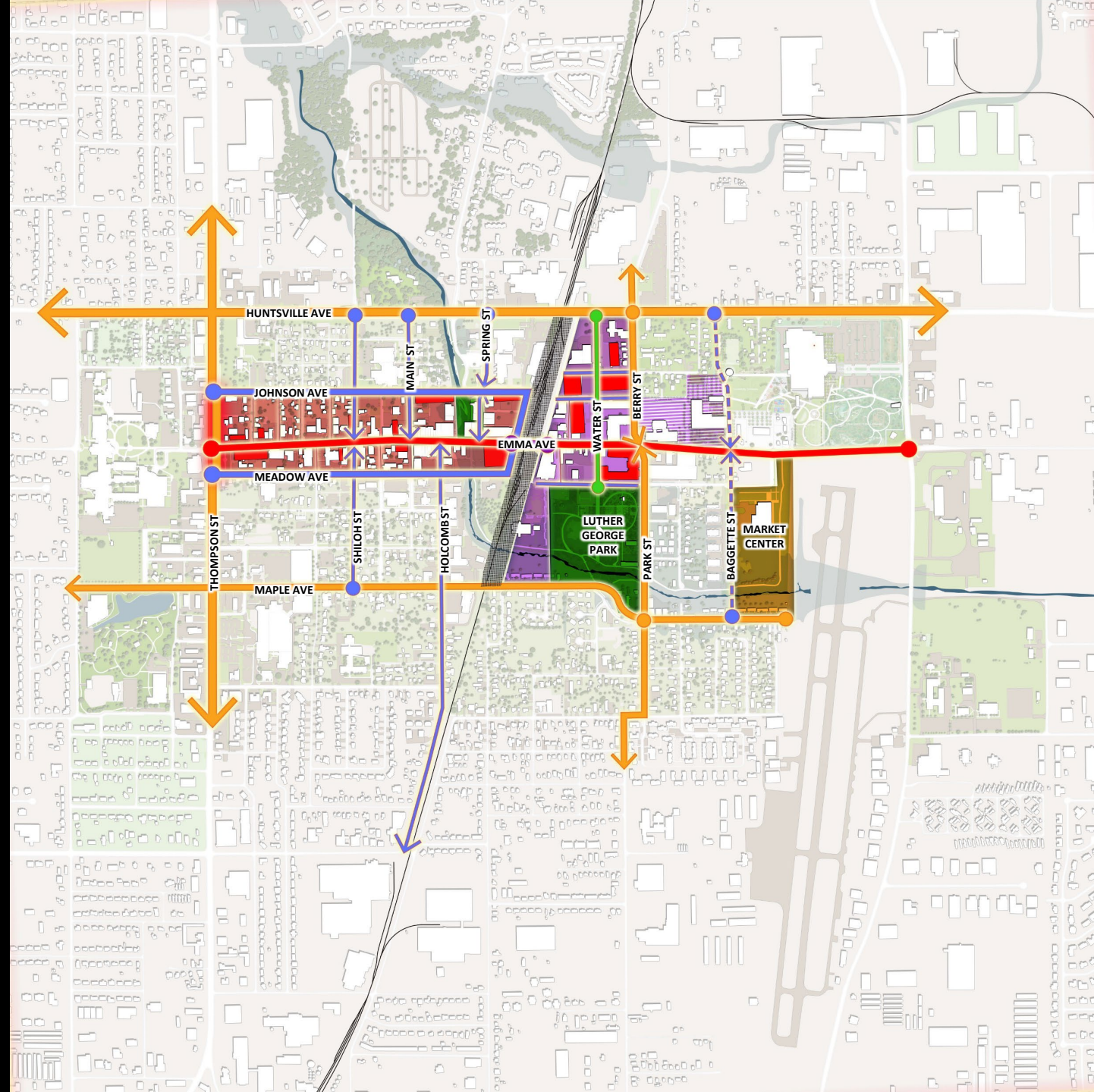


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- *Create a frontage road from Huntsville Ave. to Maple Ave as a gateway to the Market Center of the Ozarks.*

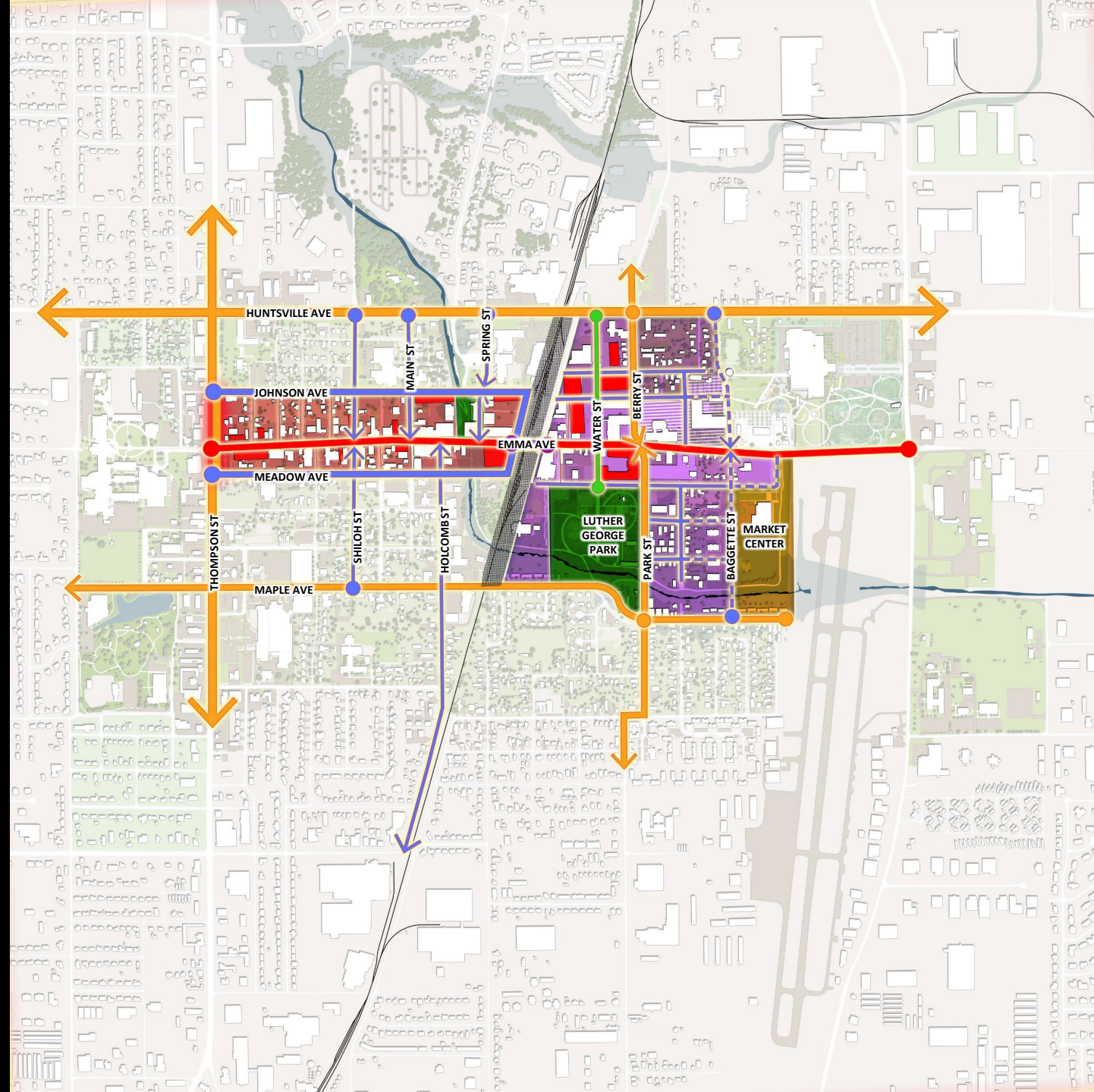


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- *Create a frontage road from Huntsville Ave. to Maple Ave as a gateway to the Market Center of the Ozarks.*
- *Expand the mixed-use residential district East of Park St. and Berry St. and South of Emma Ave.*



FUTURE TRENDS | RETAIL + ENTERTAINMENT

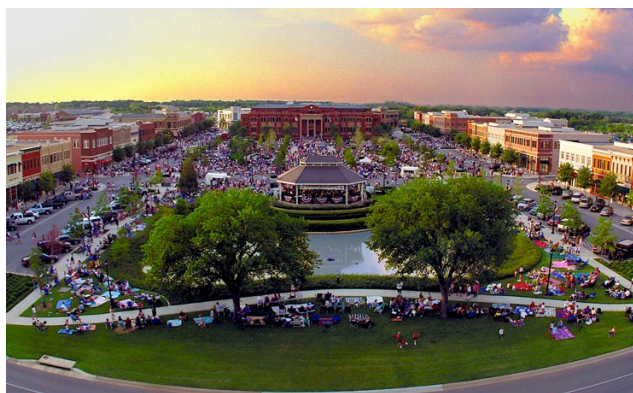


- Retail is increasingly differentiating between “service” based offerings to **“experience retail”** centered around a **place-based destination** — people visit the destination and access multiple shopping, dining, and entertainment options.
- Shopping and Entertainment districts are actively **integrating arts, design & culture** to increase visitorship, vibrance, and vitality.

Environment encompasses the overall atmosphere and ease of transactions.
Education refers to participation of events driven by consumers’ desire to improve knowledge/skills (e.g. demos, product advice, and how-to info).
Escapism encapsulates the desire to seek changes in one’s daily routine.
Entertainment captures the activities designed to influence desire of products/brands (e.g. exhibitions and live events).

Downtown districts around the country are incorporating more mixed housing/retail programs, public space, street side amenities prioritizing pedestrian experience and accessibility to the area.

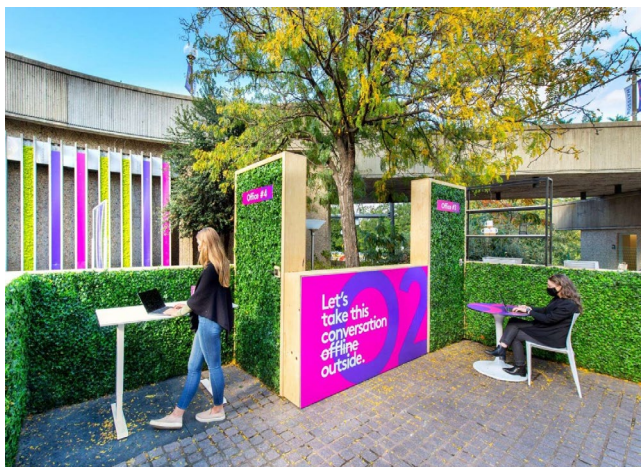
FUTURE TRENDS | RETAIL + ENTERTAINMENT



Downtown districts around the country are incorporating more mixed housing/retail programs, public space, street side amenities prioritizing pedestrian experience and accessibility to the area.

- **Winning in convenience is still critical:** Consumer preference for convenience is fairly consistent across all retail segments; it is the primary reason 43% of US consumers make purchases online.
- The growth in **e-commerce** is eliminating the need of higher occupancy brick and mortar stores.
- At the same time, brick and mortar stores are becoming **smaller and closer**.
- Major retailers are providing an **enhanced technology-driven in-store experience**.
- Direct-to-consumer, food service alternatives, subscription services rentals, marketplaces, and resale are all growing in popularity.

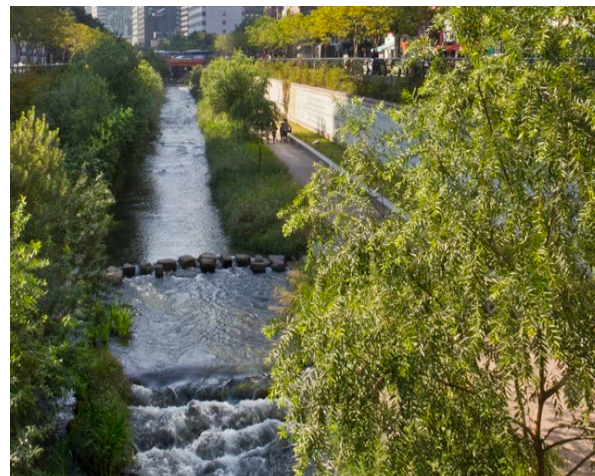
FUTURE TRENDS | WORKFORCE + INDUSTRY



- 45% of US labor force positions are transitioning to **online and work from home**.
- 70% of companies expressed interest in adopting a **hybrid work model** full time.
- In order to attract a talented and diverse workforce, companies are increasingly locating in “**opportunity cities**” that are affordable, amenity rich and offering a high-quality-of-life.
- **Tech industry** opportunities are occupying more of the downtown / town center space.

The traditional office is becoming obsolete as companies increase flexibility of workspace and amenities offered to employees.

FUTURE TRENDS | COMMUNITY HEALTH & WELL-BEING



- ▶ More communities are gravitating toward **locally sourced foods** to combat climate change, improve health, and advance equity.
- ▶ The growing impact of climate change challenges communities to **future proof and plan for resilience**.
- ▶ Communities are incorporating **green infrastructure** to mitigate flooding and stormwater, and improve water quality.
- ▶ **Generation Y** are attracted to more diverse and sustainable communities.
- ▶ **Healthcare centers** are a major asset to communities.