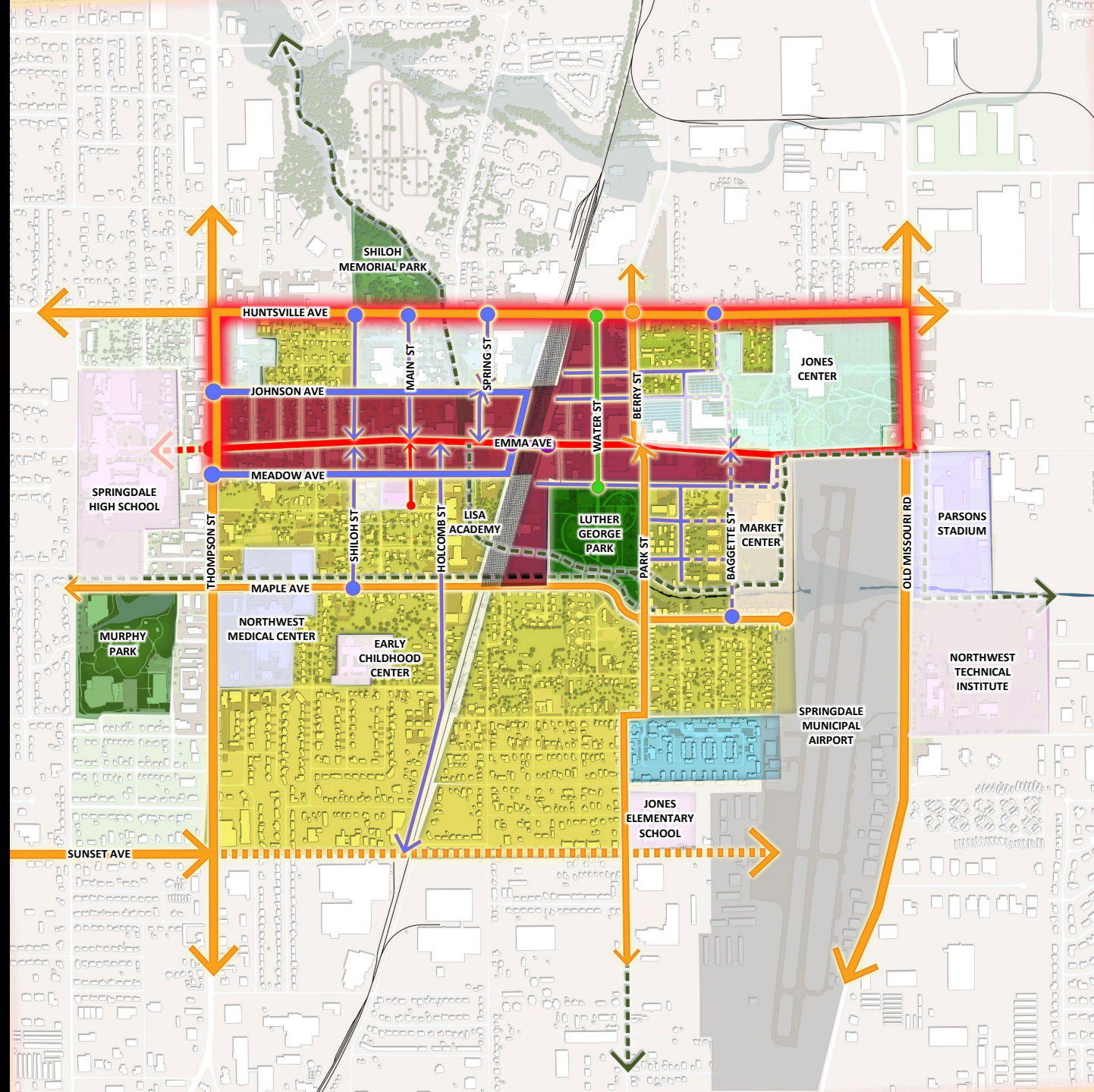


Design and Development Principles

10. Diversify downtown housing with AFFORDABLE AND MISSING-MIDDLE HOUSING.

Downtown Housing

- *Downtown Housing Objectives:*
 - Improve the diversity of housing options that meets changing market needs
 - Maintain and improve affordability
 - Target revitalization of disinvested residential neighborhoods
 - Preserve high-quality residential neighborhoods while facilitating incremental, context-sensitive redevelopment
 - Increase Downtown's resident population as an economic driver



Design and Development Principles

Diversity:

- *The most diverse neighborhoods are located around downtown and mostly East of Downtown where the highest Marshallese and Latino demographics reside.*

Income:

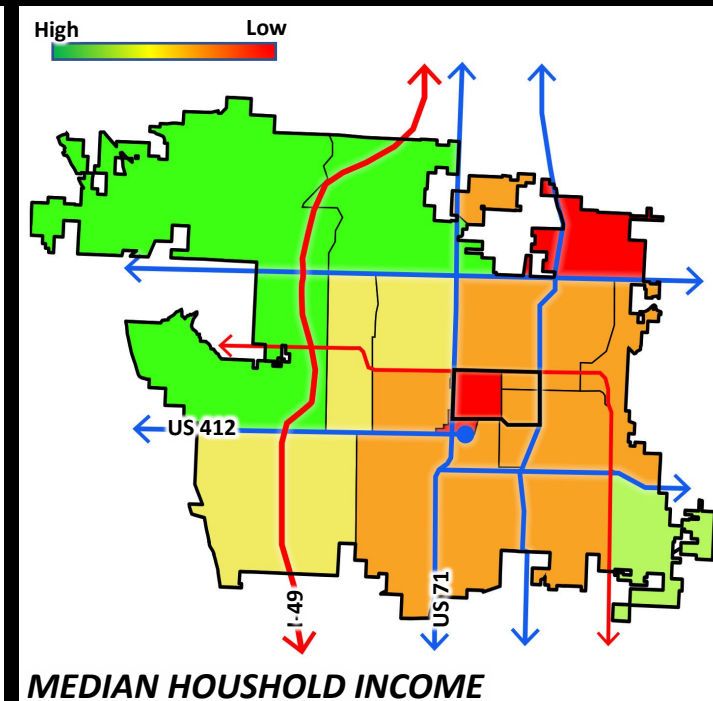
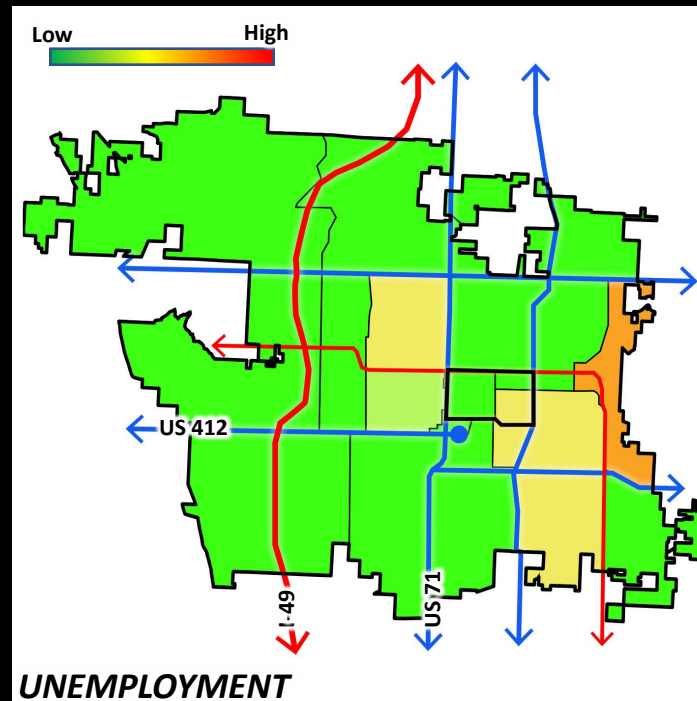
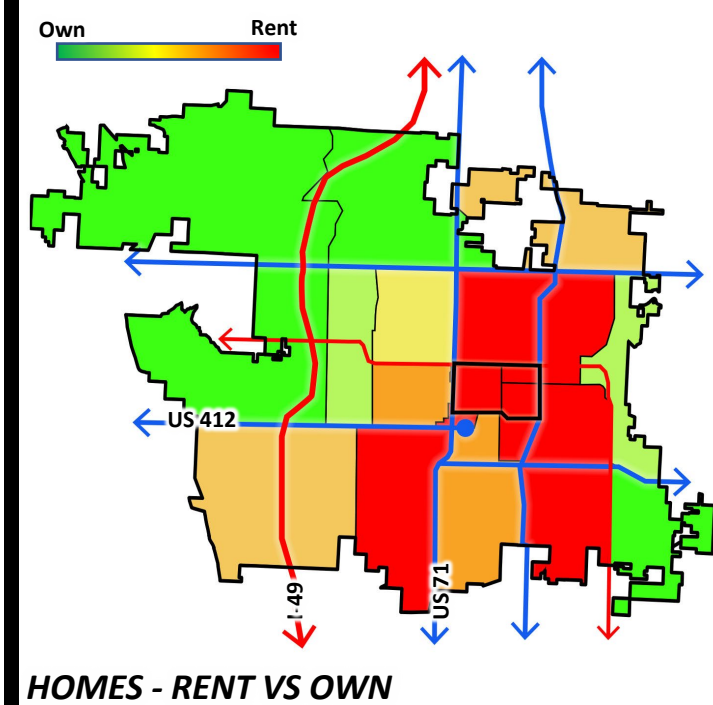
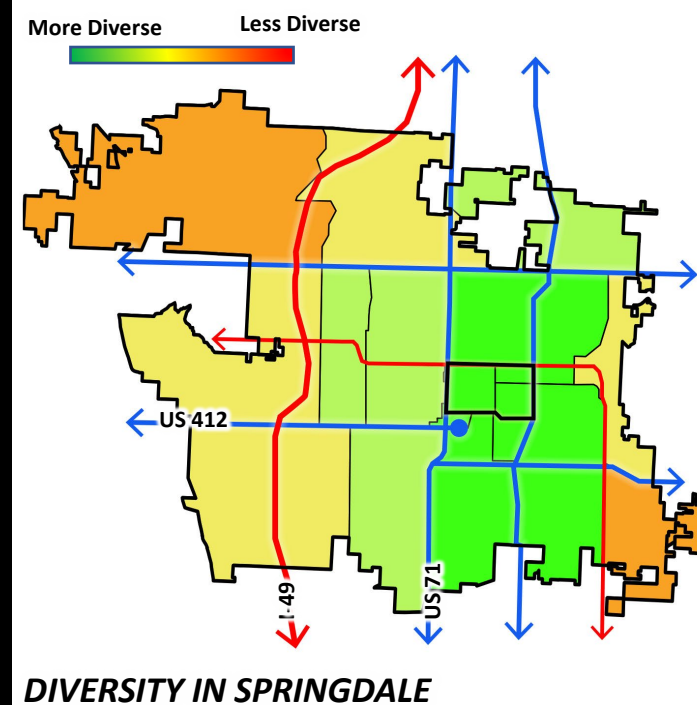
- *These neighborhoods are considered to be low income neighborhoods averaging 44k a year and are classified as Arkansas Low Income Opportunity Zones.*

Employment:

- *Unemployment is low throughout Springdale and the most diverse neighborhoods are located near employment centers like Tyson's.*

Housing Ownership:

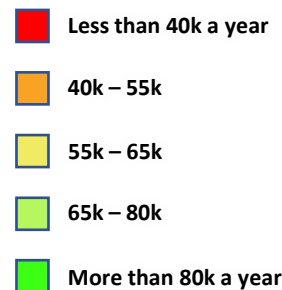
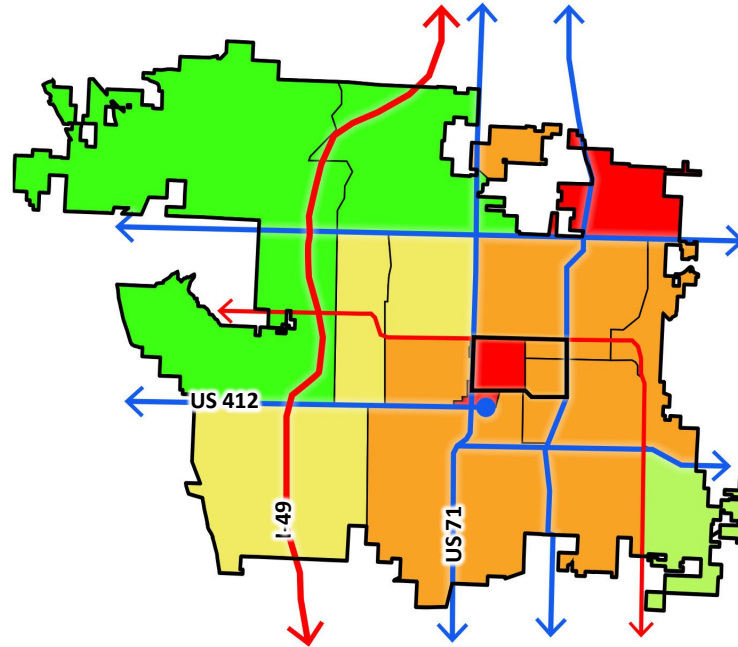
- *The vast majority of these lower income neighborhoods are rental neighborhoods.*



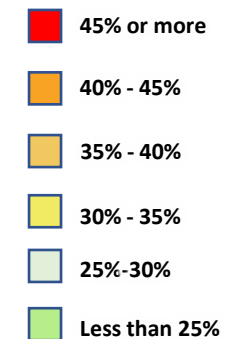
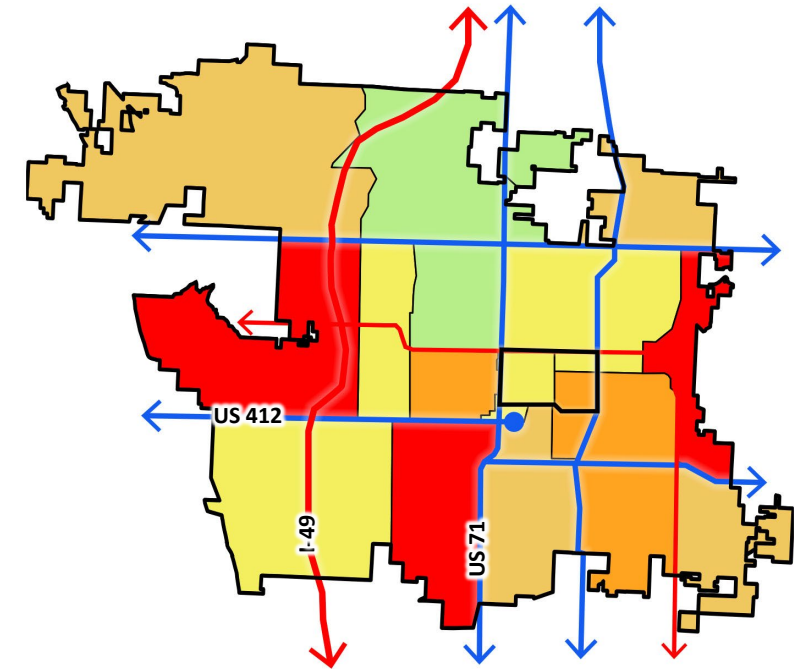
Affordable and Workforce Housing Preserving Affordability

- Conduct a workforce assessment to identify local affordability thresholds for Downtown Springdale.
(Might be different than 80% AMI, etc.)
- Set percentage of affordable unit requirements for all multi-family projects over a certain number of units.
- Set total neighborhood affordability targets and consider incentive or subsidy programs to maintain affordability if targets are not met.
- Develop policies to maintain affordability and evaluate these policies regularly to ensure they are up to date and effective...
this requires further study!

MEDIAN HOUSEHOLD INCOME
Yearly salary per household



HOUSING BURDEN
% of people paying more than 30% their pay towards a home



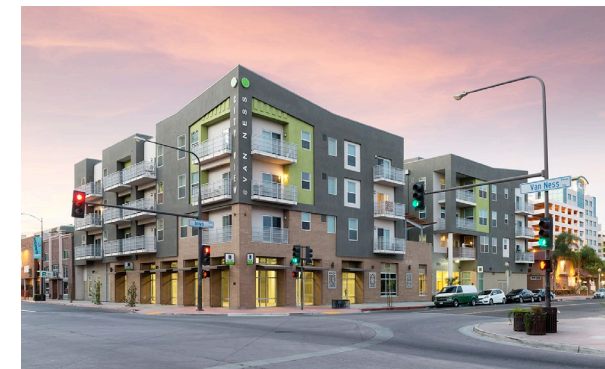
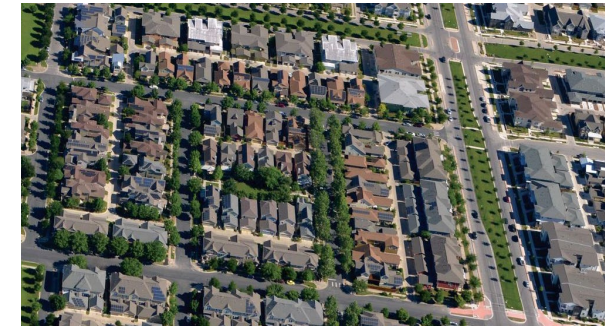
Trends and Considerations Housing + Neighborhoods

NATIONAL TRENDS

- More Americans are renting their homes than **at any time in the last 50 years.**
- **Successful communities** offer a diversity of different housing types and ranges of affordability.
- Preference is increasing for **house types with space for working at home.**
- The share of the U.S. population living in **multigenerational households in 2021 was 18%**
- The number of Americans **spending more than 30%** of their income on housing is increasing.

DOWNTOWN SPRINGDALE CONSIDERATIONS

- Significant “workforce” populations are **employed in or immediately adjacent to Downtown** (Tyson, George’s, Northwest Medical Center, etc.)
- Increasing residential density **will improve Downtown’s economic base.**
- Marshallese and Hispanic populations have a **strong preference for multi-generational housing.**



Neighborhoods are mixing land uses to allow for greater diversity of housing types, affordability, and amenities.

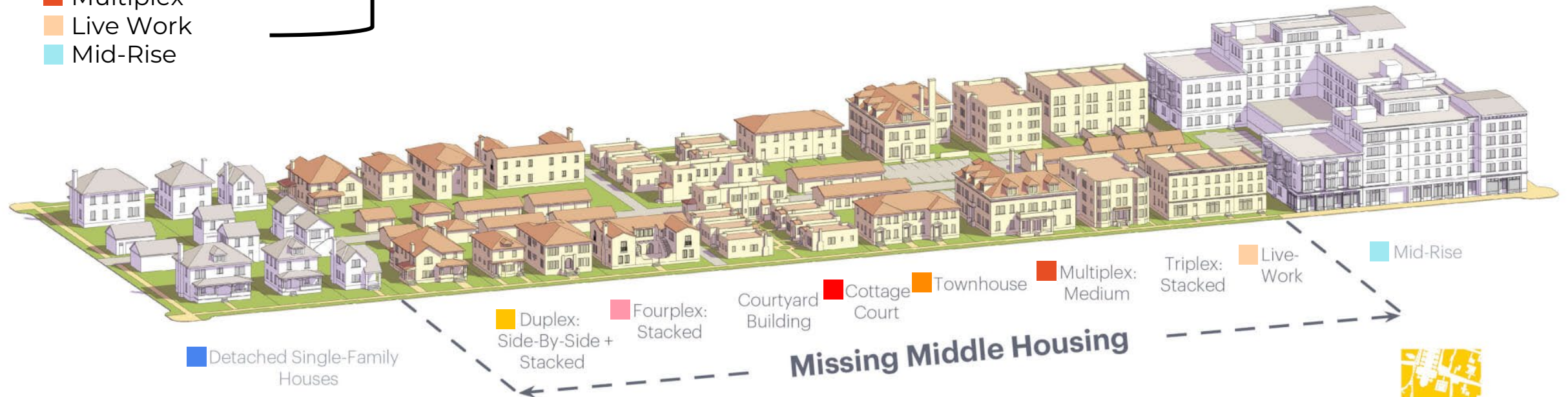
Housing Affordability & Wealth-Building Missing Middle Housing

All Housing Types

- Single Family Houses
- Duplex / Triplex
- Fourplex
- Courtyard Building / Cottage Court
- Townhouse
- Multiplex
- Live Work
- Mid-Rise

**MISSING
MIDDLE
HOUSING**

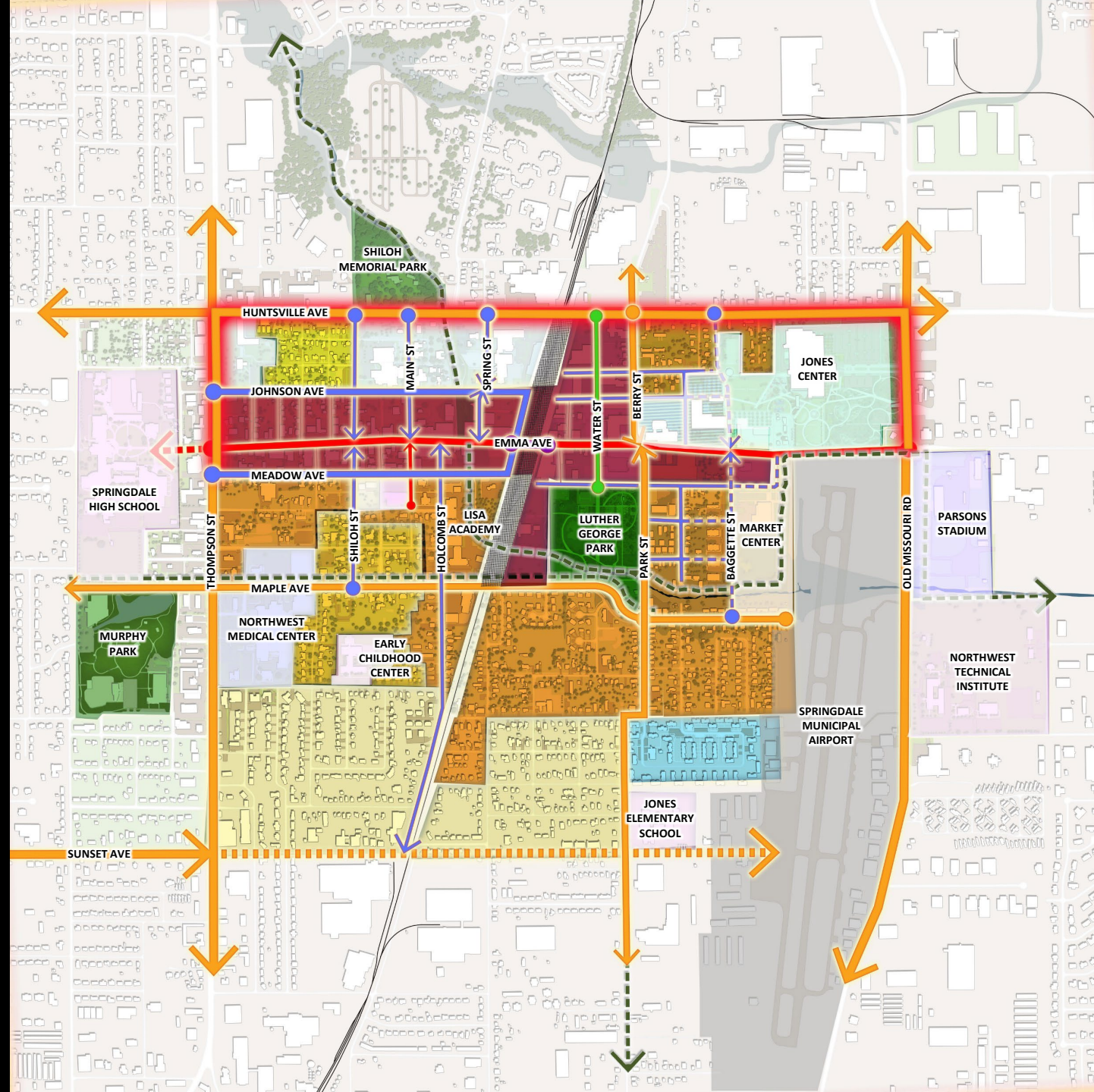
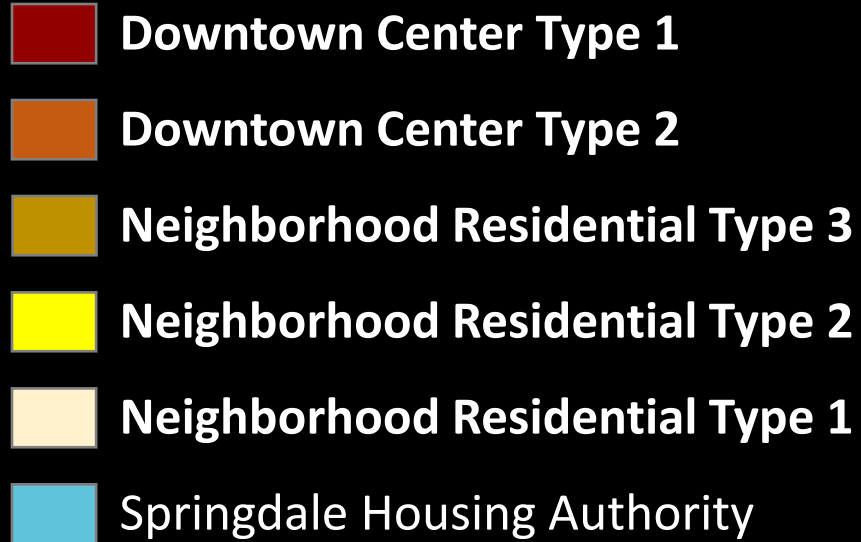
- Missing Middle Housing are *house-scale buildings with multiple units* in walkable neighborhoods. These building types *provide diverse housing options that can be more affordable*.
- “Missing” because they have *typically been illegal to build since the mid-1940s*, and “middle” because they sit in the *middle of the spectrum* between detached single-family homes and mid-rise units.
- Typically, Missing Middle Housing is *more affordable* than either detached single family homes or mid-rise apartments.



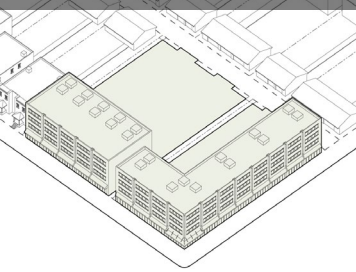
Design and Development Principles

Downtown Housing

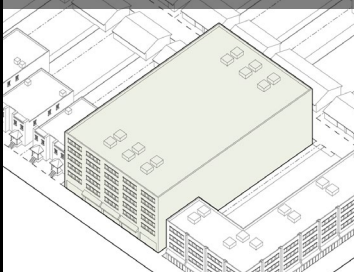
- *Downtown Housing Objectives*
- *Neighborhood Types*



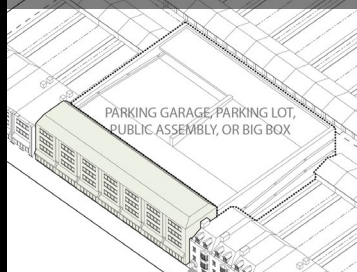
Commercial Block Bldg.



Flex Building



Liner Building



Live / Work Units



Courtyard Building



Rowhouse



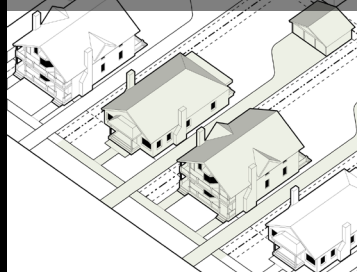
Stacked Flats



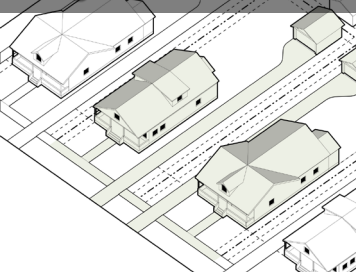
Triplex / Fourplex



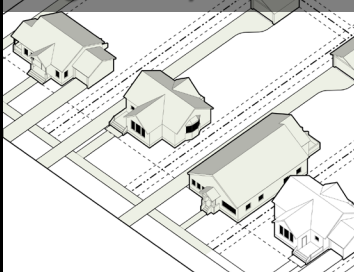
Duplex



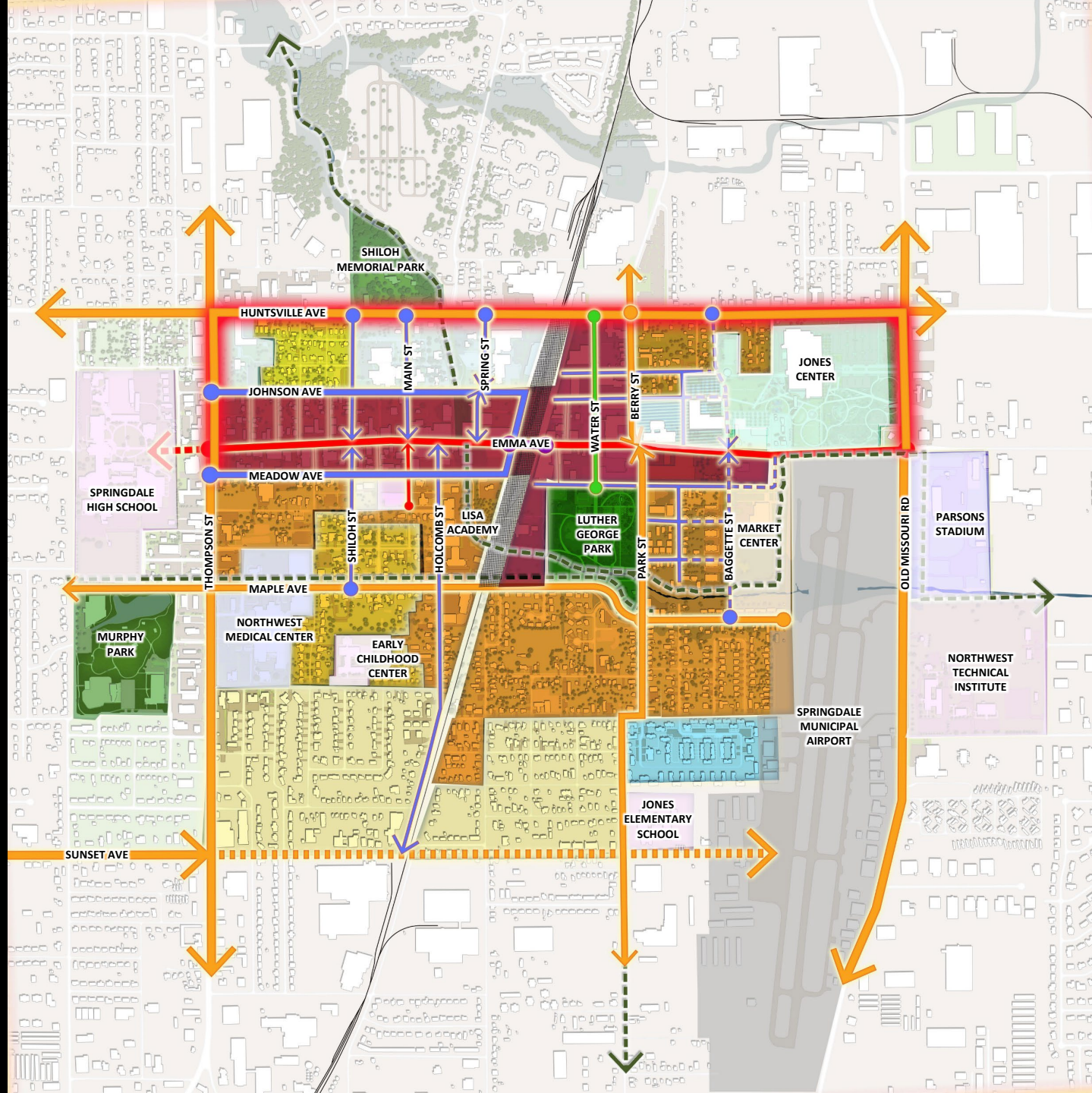
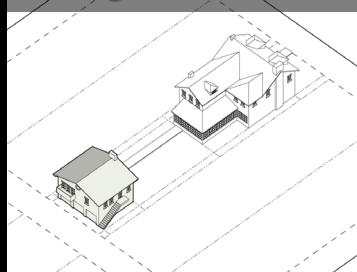
Bungalow



Single-Family House



Carriage House



Housing Infill Strategies – Accessory Dwelling Units

- Permit Accessory Dwelling Units on all existing single-family lots in Downtown with the *Carriage House* and *Detached Garage* Building Types (Form-Based Code)
- Permit Accessory Dwelling Units in conjunction with all *Single-Family House*, *Bungalow*, *Duplex*, and *Triplex/Fourplex* Building Types (Form-Based Code) in all new residential construction in Downtown with the *Carriage House* Building Type



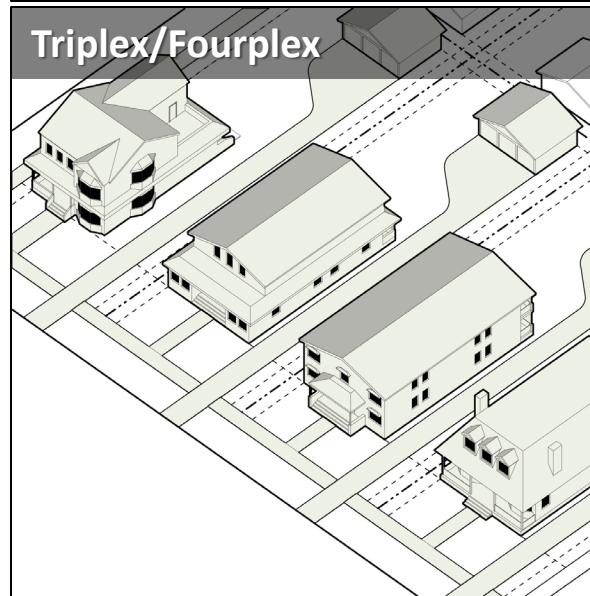
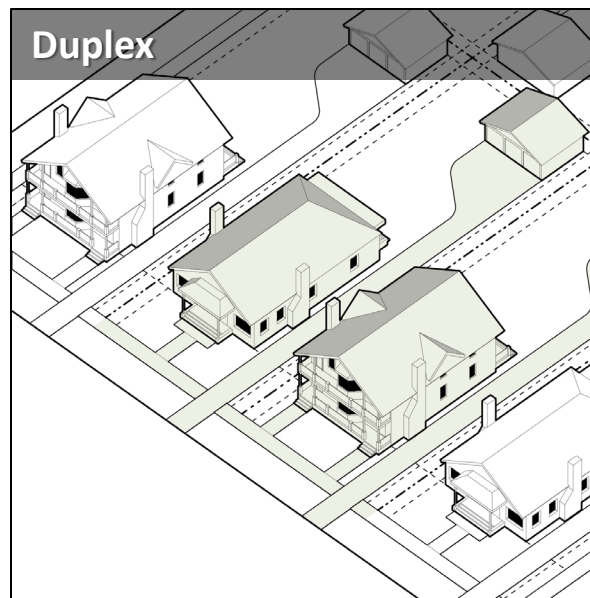
Housing Infill Strategies – Cottage Courts

- Permit Cottage Courts on lots that are 0.5 acres or larger with a *Housing Special Overlay District* addition to the Form-Based Code.
- Cottage Courts should be permitted in the *Neighborhood Residential Type 2*, *Neighborhood Residential Type 3*, and *Neighborhood Center Type 2* districts.
- Form Standards, Building Types, and Uses shall conform to the underlying Form-Based Code to ensure compatibility.



Housing Infill Strategies – *Duplex & Triplex*

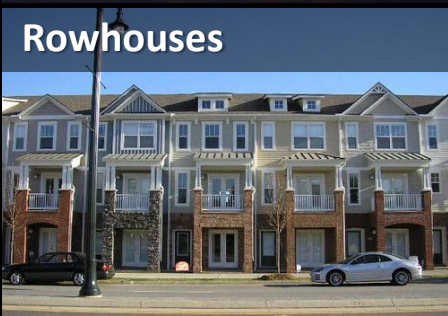
- Permit Duplexes in all Downtown neighborhoods with detached single-family homes.
- Permit Triplexes/Fourplexes in the *Neighborhood Residential Type 3* and *Neighborhood Center Type 2* districts.
- Ensure zoning flexibility that suits multi-generational households, i.e.:
 - *A traditional duplex with two entirely separate units, separate utility services, etc.,*
 - *A large single house with 2 kitchens and other amenities.*
- ***Both can work for multi-generational households in different situations, and both have different zoning implications.***



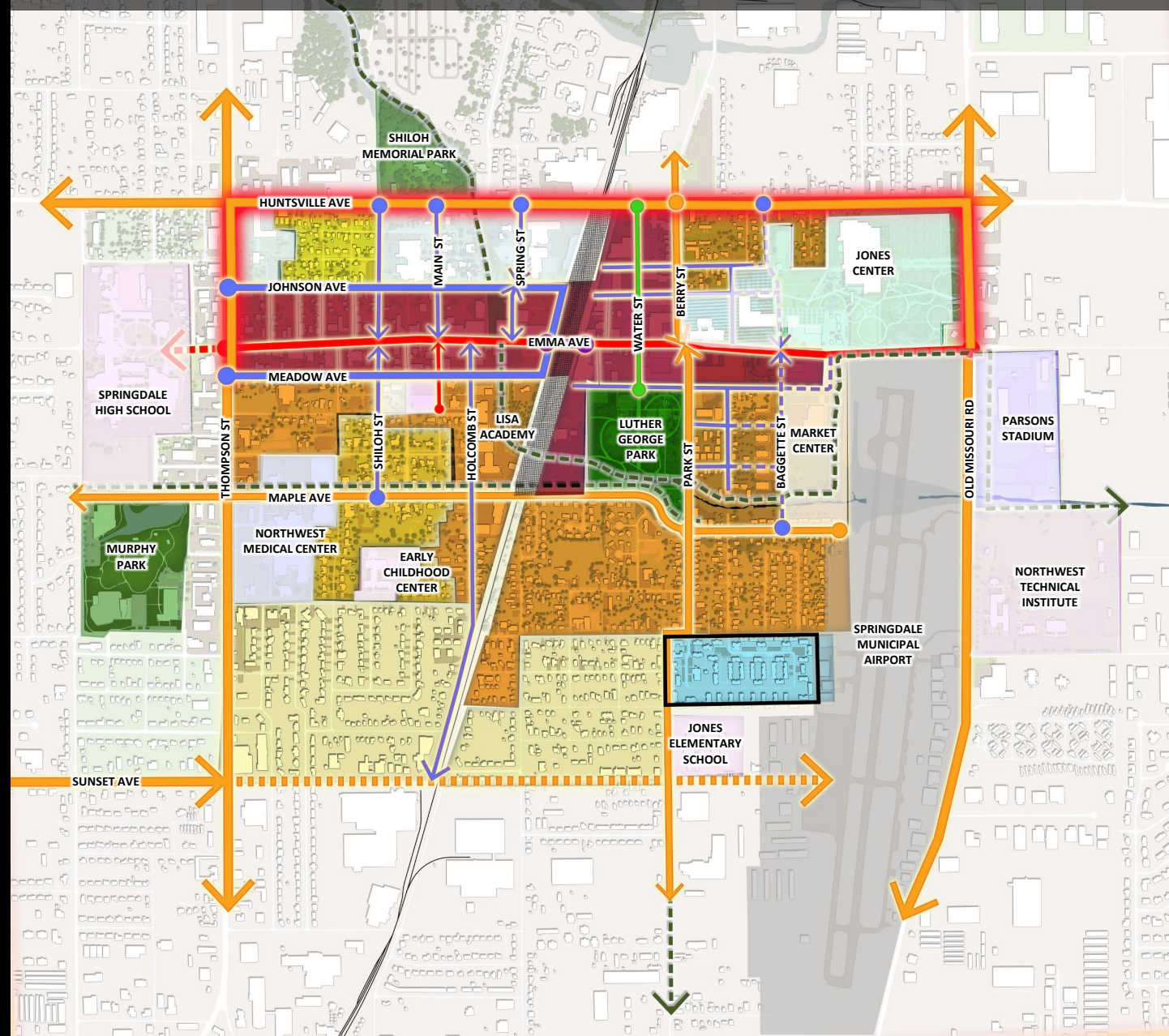
Design and Development Principles

Use the HUD Choice Neighborhoods Program to comprehensively redevelop public housing.

Choice Neighborhoods leverages public-private, mixed-finance strategies to transform public housing into integrated, mixed-income neighborhoods.



Infill Housing Types Springdale Public Housing

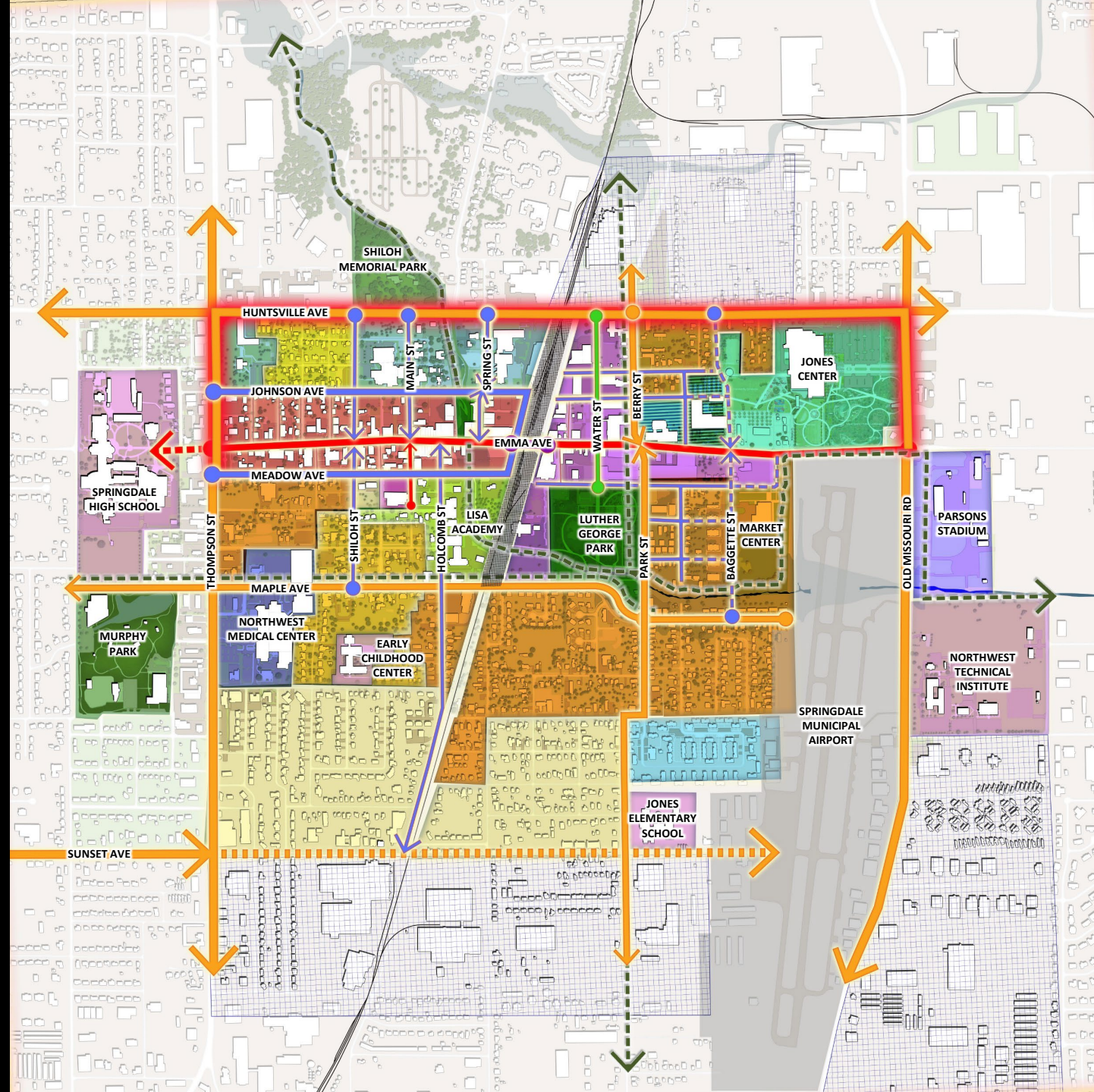


Design and Development Principles

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

Preliminary Recommendations:

- *Develop and Implement a Business Attraction Management Program. (Brand, Attract, Establish and Grow).*
- *Provide for a “downtown curator”*
- *Develop a business incentive program for small and local businesses.*
- *Encourage a diversity of business types and ownership that are reflective of the community.*
- *Continue the façade improvements program.*
- *Adopt a green building, resiliency and sustainability program.*

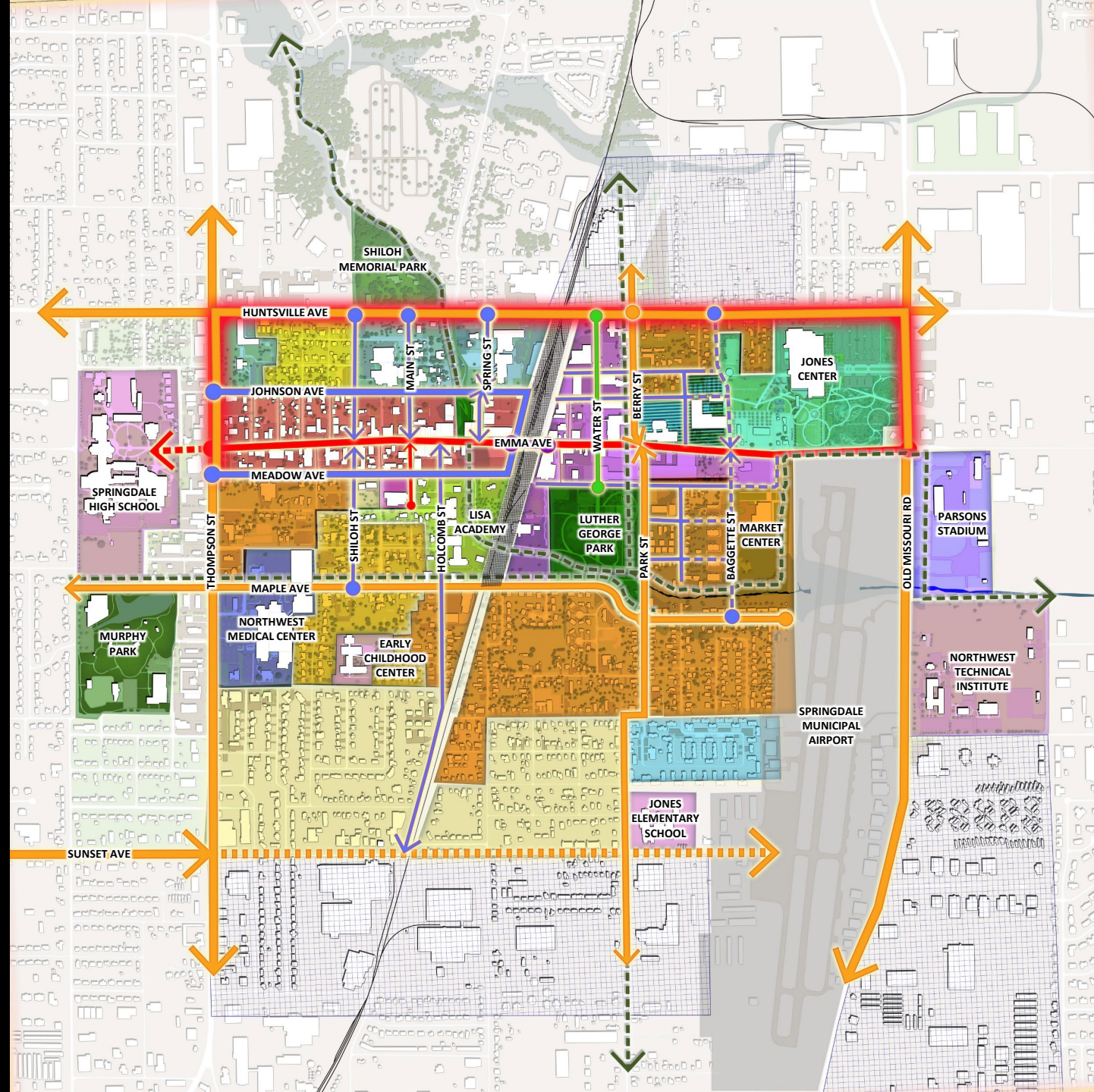


Design and Development Principles

12. Expand the PARTNERING impact of THE CITY, THE CHAMBER OF COMMERCE, THE DOWNTOWN SPRINGDALE ALLIANCE and other local community organizations.

Preliminary Recommendations:

- *Develop impactful public-private partnerships to drive the on-going downtown community development.*
- *Create a clear and distinct brand identity for downtown Springdale.*
- *Based upon this implement a regional outreach, marketing and public relations program.*

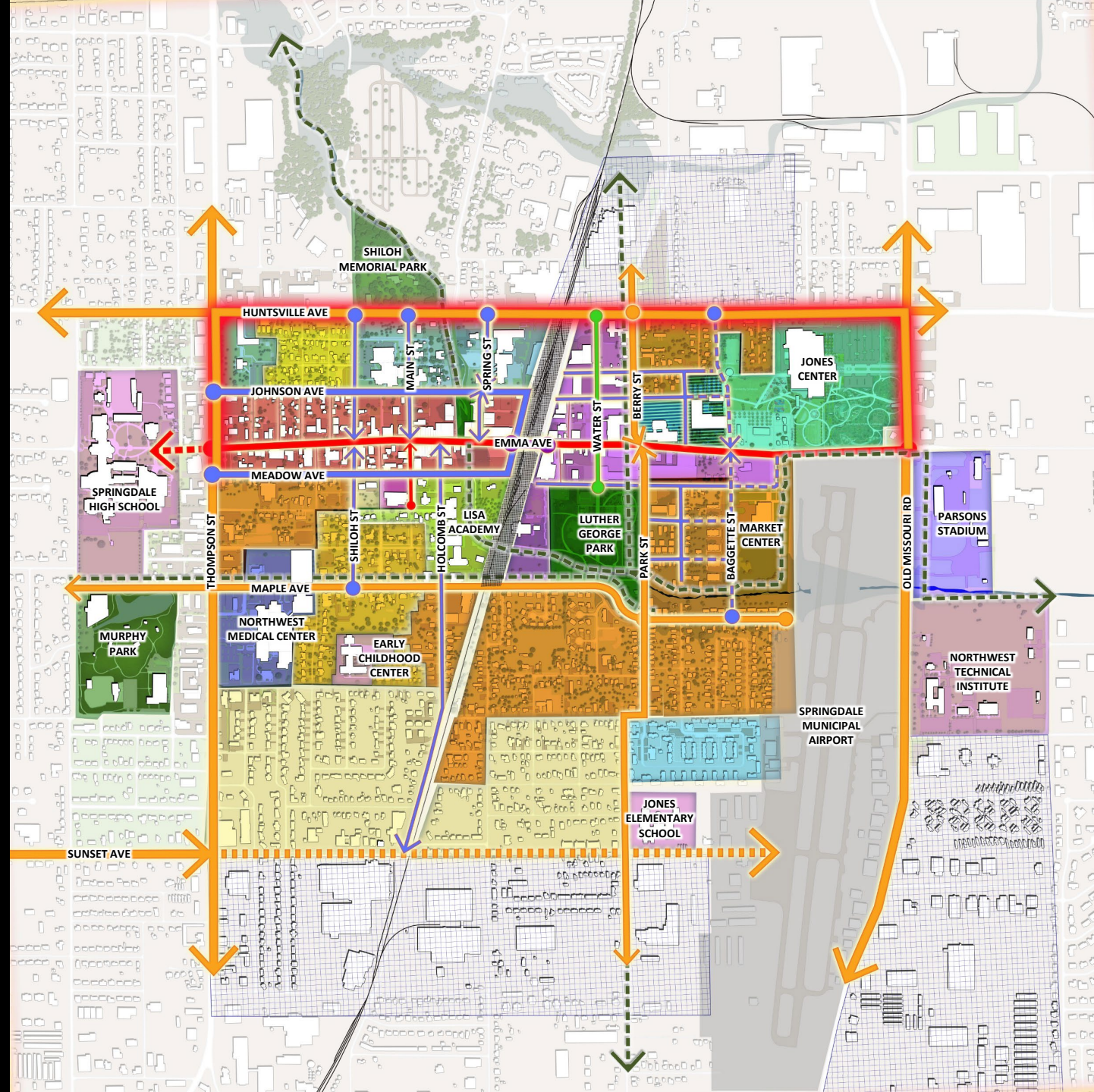


Design and Development Principles

13. Create a WELCOMING, AUTHENTIC, AND SHARED OPPORTUNITY!

Preliminary Recommendations:

- *Diversify existing supporting organizational board membership.*
- *Develop a year-round schedule of seasonal events and programs to attract both regional visitors and Springdale residents to Downtown.*
- *Programs to be reflective of the community!*



Design and Development Principles

13. Create a WELCOMING, AUTHENTIC, AND SHARED OPPORTUNITY!

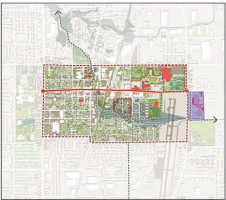
Preliminary Recommendations:

- *Diversify existing supporting organizational board membership.*
- *Develop a year-round schedule of seasonal events and programs to attract both regional visitors and Springdale residents to Downtown.*
- *Programs to be reflective of the community!*
 - *Arkansasa Fest*
 - *Dia de los Muertos*
 - *Live at Turnbow Park*
 - *Christmas on the Creek*
 - *Rodeo of the Ozarks Parade*
 - *May Day Celebration*
 - *Craft Festival*



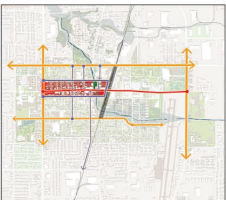
Community Meeting #2

Draft Framework Principles



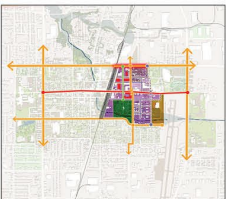
1. Position Downtown Springdale as a LOCAL AND REGIONAL DESTINATION

- 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



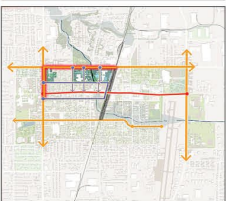
2. Grow the "Main Street" character and function of EMMA AVENUE TO THOMPSON AVE.

- 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.
- 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 pedestrian friendly intersection at Thompson St. and Emma Ave and crossing the railroad tracks.



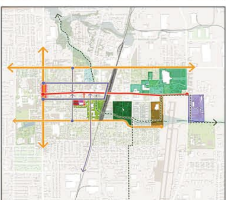
3. Build an EXPANDED DOWNTOWN MIXED-USE INNOVATION DISTRICT to Huntsville Ave.

- Create a pedestrian friendly crossing at Emma Ave. and the railroad line.
- Reconnect Water St. to Huntsville Ave. and as a link to Luther George Park.
- Expand downtown to Huntsville Ave. with mixed-use infill development structured to the creative / innovation businesses sector.
- Create a frontage road from Huntsville Ave. to Maple Ave as a gateway to the Market Center of the Ozarks.
- Expand the mixed use innovation district East of Park St. and Berry St. and South of Emma Ave.



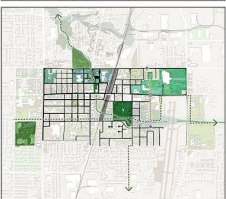
4. Create a NEW FRONTAGE FOR THE MUNICIPAL AND CIVIC DISTRICT along Huntsville Ave.

- Boulevard Huntsville Ave from Thompson Street to Old Missouri Road.
- Re-align Spring St and open two ways.
- Create primary gateways into downtown along Shiloh St., Main St., Spring Street, Water St., Park St., Berry St. and the new frontage road.
- Close Mill St and expand the greenspace between Shiloh Museum and the Municipal Center.



5. Develop the 214 BUILDING as an Arts & Culture venue to provide community-wide programs.

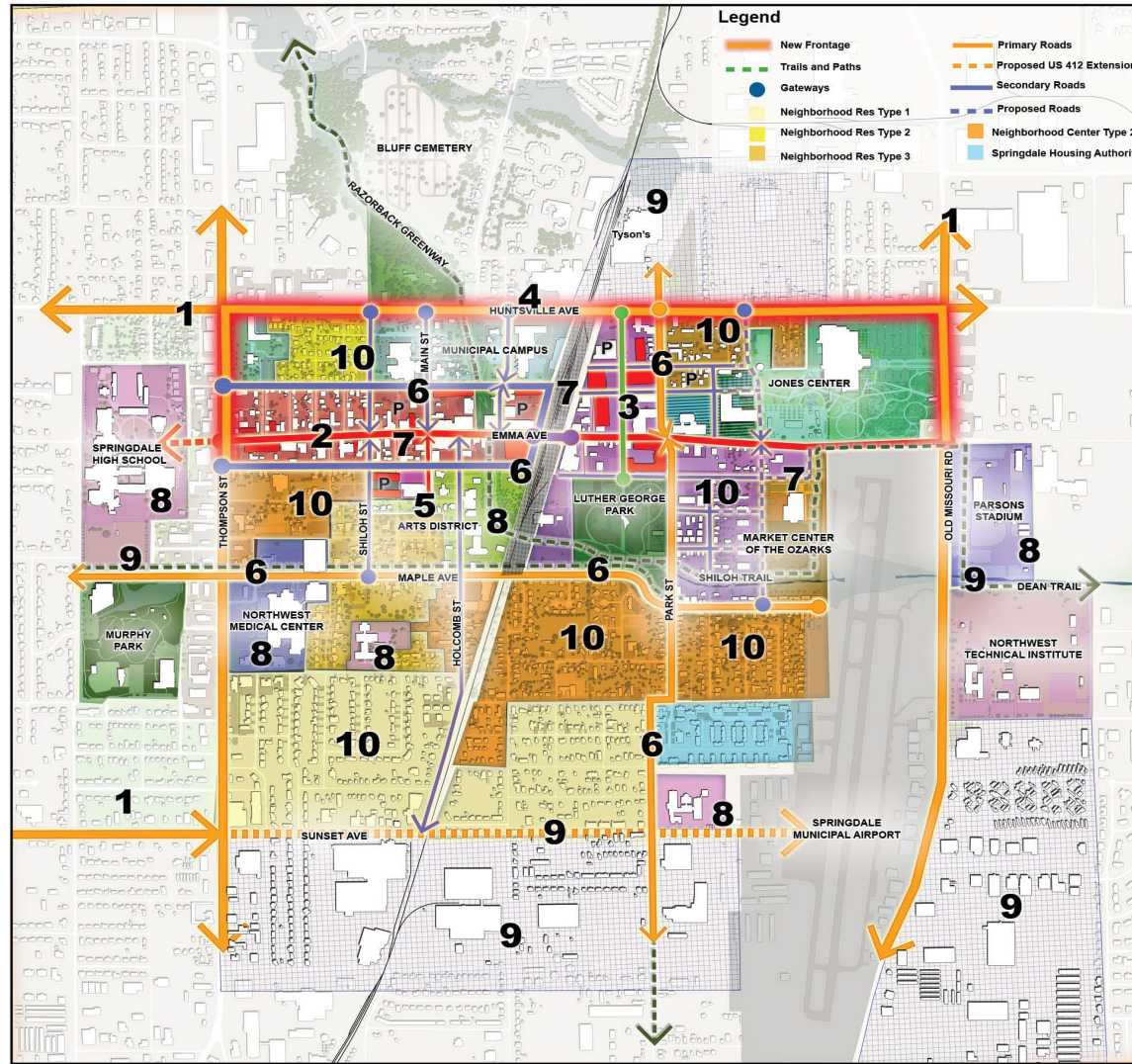
- Expand the uses and the Main and Meadow street presence of the 214 building.
- Establish Main St. as an active connector from the 214 building to Emma Ave.
- Reconfigure and landscape Holcomb St and Shiloh St as gateways from Maple Ave.
- Develop a parking structure and liner building with artist studio's and housing west of the 214 building.
- Close Blair St between Meadow Ave and Grove Ave.
- Create an exterior community events and gathering space as part of the redevelopment of the 214 building and permit the option to close Main Street
- Arts District sponsor a public Art program along the Greenway and in downtown.



6. Connect signature PUBLIC SPACES AND PARKS using COMPLETE STREETS.

- Establish a public works improvement program throughout downtown to improve safety, lighting, sidewalks and landscape and connectivity to greenways and trails
- Create bike paths and sidewalks along major roads between key amenities and parks.

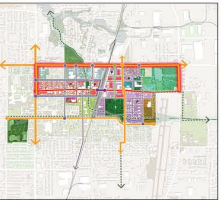
Draft Downtown Framework Plan



Draft Framework Principles

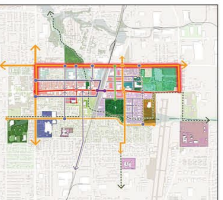
7. Create a MULTI-MODAL DOWNTOWN ACCESS, CIRCULATION AND PARKING system.

- Develop parking structures throughout downtown near key amenities and destinations.
 - At Meadow Ave and Shiloh St.
 - At Johnson Ave and N Commercial St.
 - At Johnson Ave. across from First United
 - At Center Ave. and Hewitt St.
 - At Berry St. and E Center Ave.
- Establish a convenient and reliable transit system connecting Downtown to key regional employment centers.
- Utilize the proposed new transit hub at the Jones Center.
- Ensure easy and convenient interfaces between mobility modes – walking, biking, bus, and ride-share options



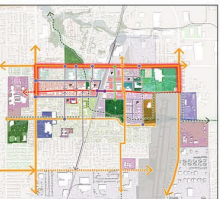
8. Retain the EDUCATIONAL AND HEALTH INSTITUTIONS in Downtown.

- Improve and support:
 - Lisa Academy
 - 214 building
 - Northwest Medical Center
 - Downtown Community Clinic
 - Springdale Early Childhood Center
 - Jones Elementary School



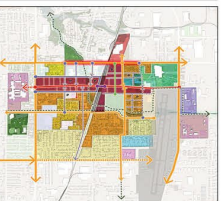
9. Expand downtown and link to key ADJACENT PUBLIC AMENITIES AND EMPLOYMENT CENTERS.

- Expand downtown to Sunset Ave. by creating a connection from Sunset Ave. to Springdale Municipal Airport.
- Support the growth of Springdale High School better connecting it to Emma Ave.
- Expand programming and services at Parson Stadium and Northwest Technical Institute.
- Establish trail connections to Murphy Park, Springdale High School, and Tyson Foods.
- Improve the crossing at Thompson St. and Maple Ave. and Old MO Rd and Emma Ave.



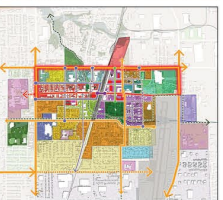
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- Increase Downtown's resident population as an economic driver.



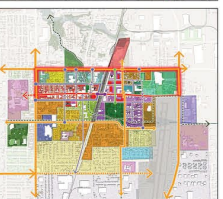
11. Implement TARGETED ECONOMIC, BUSINESS AND SOCIAL IMPACT PROGRAMS to support residents, businesses, and property owners.

- Continue the facade improvements program.
- Create a collective marketing and public relations program.
- Adopt and green building and sustainability program.
- Develop a business incentive program for small and local businesses.
- Encourage a diversity of business types and ownership that are reflective of the community.



12. Expand the impact of and PARTNERING WITH THE CITY, THE DOWNTOWN SPRINGDALE ALLIANCE and other community focused organizations.

- Create impactful public-private partnerships to drive downtown community development.
- Create an accessible communications platform for events, city informations, and projects.



13. Create a WELCOMING, AUTHENTIC, AND SHARED OPPORTUNITY!

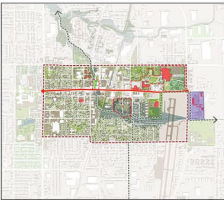
- Develop a year-round schedule of seasonal events and programs to attract both regional visitors and Springdale residents to Downtown.
- Programs to be reflective of the community!

Draft 2022 Vision

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.

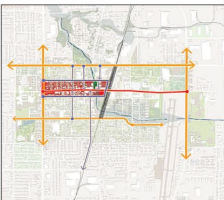
Community Meeting #2

Draft Framework Principles



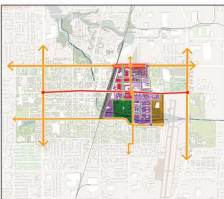
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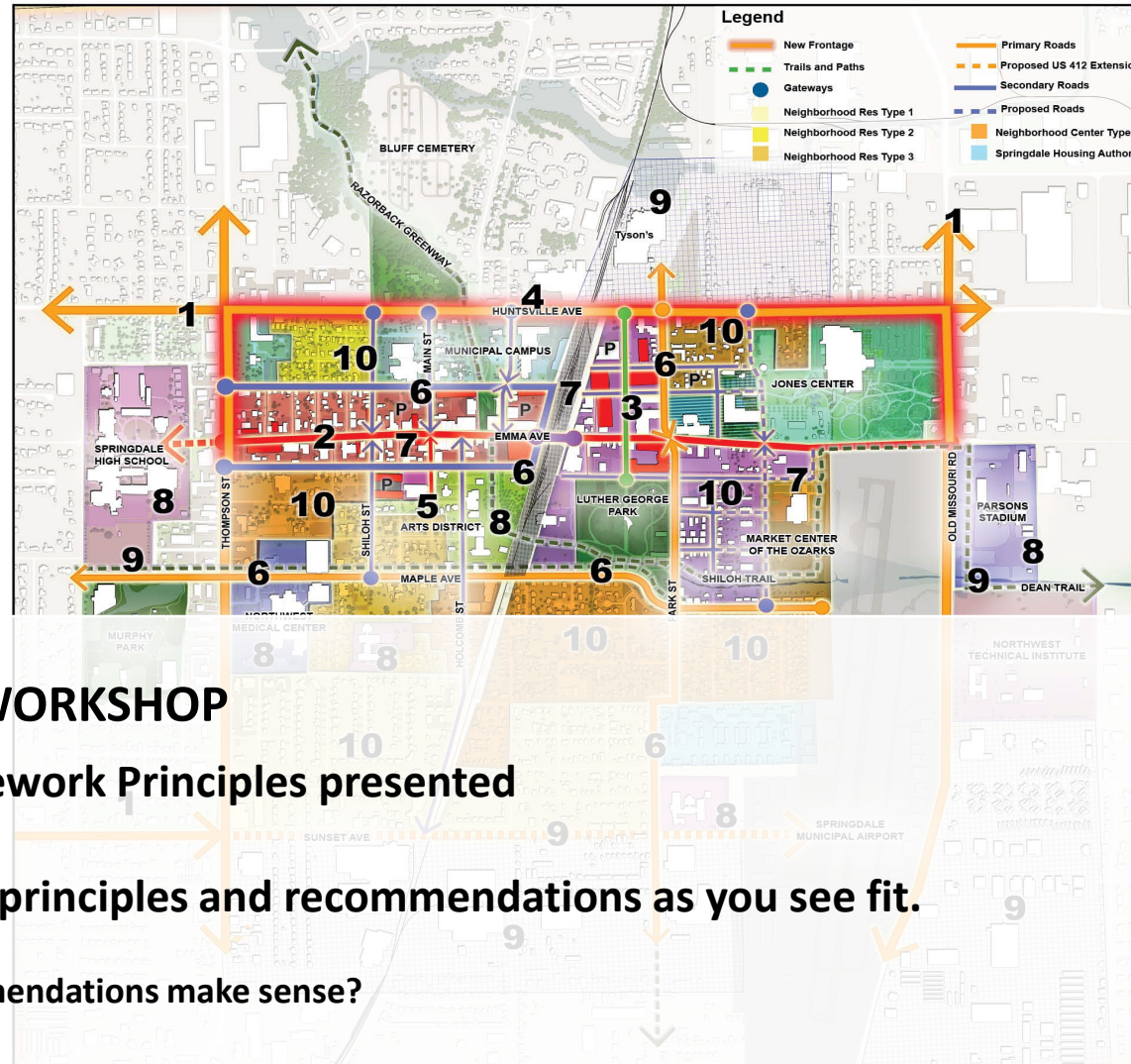
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- Develop west of the 214 building.
- Close Blair St between Thompson Ave. and Emma Ave.
- Create an exterior public art program along the greenway and in downtown.
- Arts District sponsor a public Art program along the greenway and in downtown.

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- Establish a public works improvement program throughout downtown to improve safety, lighting, sidewalks and landscape and connectivity to greenways and trails.
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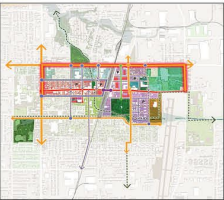
Draft Downtown Framework Plan



Draft Framework Principles

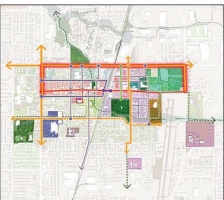
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- Develop parking structures throughout downtown near key amenities and destinations.
 - At Meadow Ave and Shiloh St.
 - At Johnson Ave and N Commercial St.
 - At Johnson Ave. across from First United
 - At Center Ave. and Hewitt St.
 - At Berry St. and E Center Ave.
- Establish a convenient and reliable transit system connecting Downtown to key regional employment centers.
- Utilize the proposed new transit hub at the Jones Center.
- Ensure easy and convenient interfaces between mobility modes – walking, biking, bus, and ride-share options



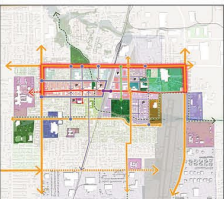
8. Retain the EDUCATIONAL AND HEALTH INSTITUTIONS in Downtown.

- Improve and support:
 - Lisa Academy
 - 214 Building
 - Northwest Medical Center
 - Downtown Community Clinic
 - Springdale Early Childhood Center
 - Jones Elementary School



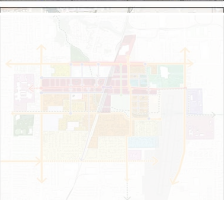
9. Expand downtown and link to key ADJACENT PUBLIC AMENITIES AND EMPLOYMENT CENTERS.

- Expand downtown to Sunset Ave. by creating a connection from Sunset Ave. to Springdale Municipal Airport.
- Support the growth of Springdale High School better connecting it to Emma Ave.
- Expand programming and services at Parson Stadium and Northwest Technical Institute.
- Establish trail connections to Murphy Park, Springdale High School, and Tyson Foods.
- Improve the crossing at Thompson St. and Maple Ave. and Old MO Rd and Emma Ave.



10. Diversify downtown housing with AFFORDABLE AND MISSING MIDDLE HOUSING.

- Improve the diversity of housing options that meets changing market needs.
- Maintain and improve affordability.
- Target revitalization of disinvested residential neighborhoods.
- Preserve high-quality residential neighborhoods while facilitating incremental, context-sensitive redevelopment.
- Increase Downtown's resident population as an economic driver.



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

- Continue the façade improvements program.
- Create a collective marketing and public relations program.
- Adopt a green building and sustainability program.
- Develop a business incentive program for small and local businesses.
- Encourage a diversity of business types and ownership that are reflective of the community.



12. Expand the impact of and PARTNERING WITH THE CITY, THE DOWNTOWN SPRINGDALE ALLIANCE and other community focused organizations.

- Create impactful public-private partnerships to drive downtown community development.
- Create an accessible communications platform for events, city informations, and projects.



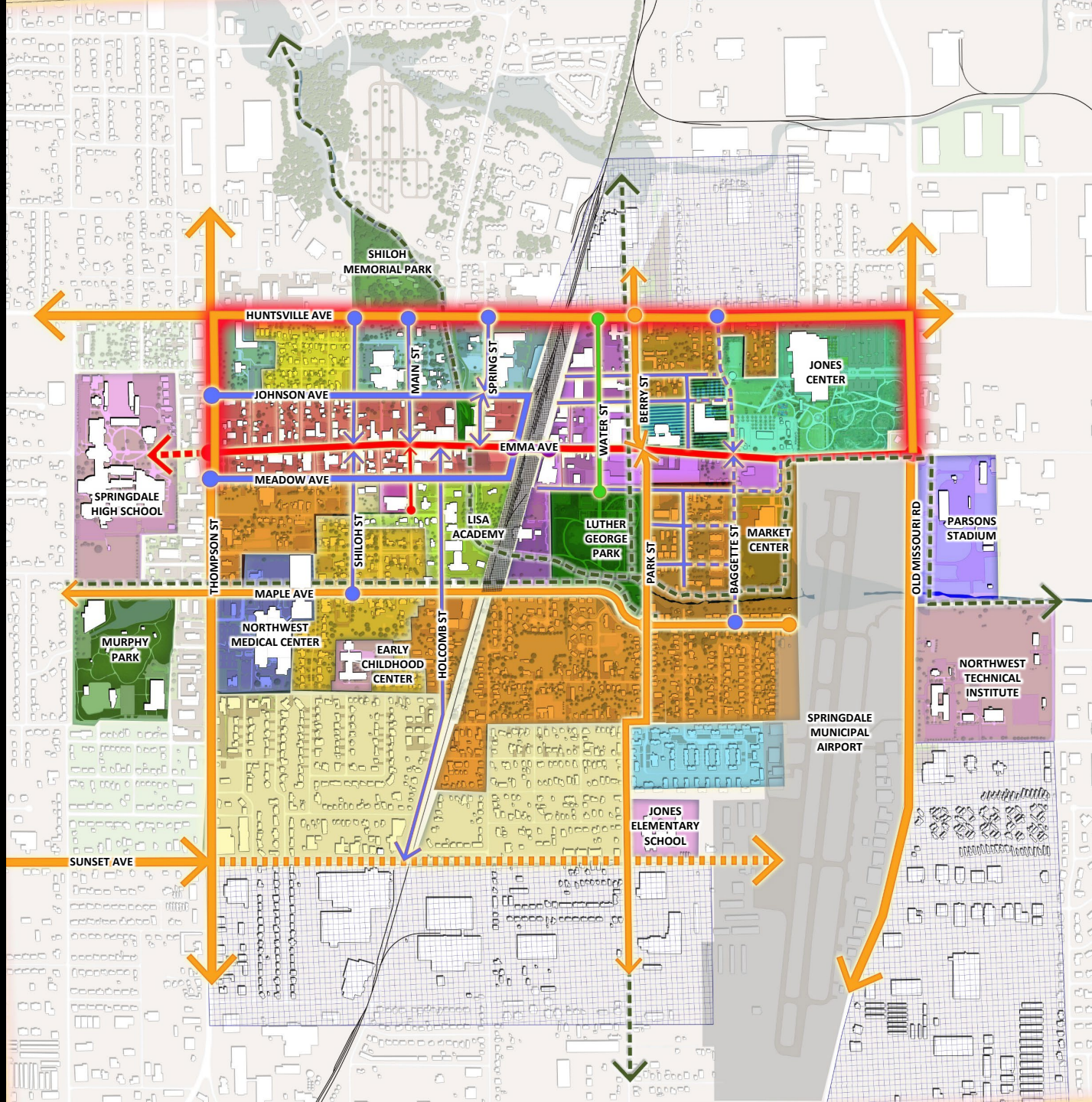
13. Create a WELCOMING, AUTHENTIC, AND SHARED OPPORTUNITY!

- Develop a year-round schedule of seasonal events and programs to attract both regional visitors and Springdale residents to Downtown.
- Programs to be reflective of the community!

DRAFT FRAMEWORK PLAN WORKSHOP

- Review the 13 Framework Principles presented
- Discuss and edit the principles and recommendations as you see fit.
 - Is anything missing?
 - Do the listed recommendations make sense?
- Draw any ideas you have on the map.

Draft 2022 Vision
 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.



NEXT STEPS

1. Master Plan Draft

- Updated Framework, Urban Design, and Focus Area Plans
- Updated Implementation Priorities
- Committee and Client Reviews



THANK YOU!