

---

# Northeast Old Conway Area Study

Conway Planning and Development Department  
Conway, Arkansas

July 20, 2009

---



# Northeast Old Conway Area Study

City of Conway, Arkansas  
Planning and Development Department

Bryan Patrick, Director

Ken Pickett, Assistant Director  
Donald Anthony, Planner (Study Coordinator)  
Wes Craiglow, Planner  
Christy Sutherland, Planner  
Jason Lyon, GIS Coordinator  
Lileha Rhea, Planning Technician

July 28, 2009

## Acknowledgements

---

The Conway Planning and Development Department wishes to express its appreciation to the following individuals and organizations for their assistance in the Advisory Group and public participation portions of the Northeast Old Conway Area Study.

Linda Paxton  
Jamisa Hogan  
Herby Perkins  
Leona Walton

Pine Street Area Community Development Corporation  
Union Baptist Church and its Pastor, Melvin Williams

The following City of Conway officials and employees participated in Advisory Group meetings, offered guidance to the Planning and Development Department, and assisted throughout the planning process.

Jack Bell, Assistant to the Mayor  
A.J. Gary, Chief of Police  
Lauralee McCool, Community Development Director  
Shelley Mehl, Conway City Council  
Jim Rhodes, Conway City Council  
Mark Vaught, Conway City Council

# Table of Contents

Acknowledgements	i	5. The Harkrider Corridor	35
Table of Contents	iii	Planning Area Delineation	35
List of Maps	iv	Neighborhood Character	35
List of Tables	v	Land Use	35
List of Figures	vi	Transportation	36
List of Selected Images	vii	6. The Pine Street Neighborhood	41
Executive Summary	1	Planning Area Delineation	41
<b>Section A: Introduction</b>	<b>3</b>	Neighborhood Character	41
1. Introduction	5	Land Use	42
Purpose and Scope	5	Transportation	43
Delineation of Study Area	5	7. The Brown-Erbacher Neighborhood	47
Congruence with Other Plans	5	Planning Area Delineation	47
Old Conway Design Overlay District	7	Neighborhood Character	47
Study Area Background	7	Land Use	47
Data Sources	7	Transportation	49
<b>Section B: Analysis</b>	<b>9</b>	8. Environment	51
2. Conditions and Trends	11	Protecting Air Quality	51
Demographics	11	Protecting Water Quality	51
Economic and Income Characteristics	12	Energy Efficiency	51
Housing Characteristics	14	Weatherization	52
Northeast Old Conway Area Transect	17	9. Community Resources	53
Current Land Uses	18	Historic Preservation	53
Existing Green Space	19	Community Facilities	53
Building Characteristics	19	Community Organizations	54
Current Zoning	19	Open Space	54
Summary	20	Transit Options	55
3. The Planning Process	23	<b>Section D: Implementation Strategies</b>	<b>59</b>
Community Meeting 1	23	10. Next Steps	59
Planning Department Open House	23	Future Studies	59
Community Meeting 2	23	Financing Strategies	59
Division of Study Area into Sub-Areas	23	Marketing Strategies	60
Goals and Objectives of the Plan	24	Empowerment Strategies	60
<b>Section C: Plan</b>	<b>27</b>	Conclusion	60
4. The Markham Street Corridor	29	Glossary	63
Planning Area Delineation	29	<b>Attachments</b>	
Neighborhood Character	29	Appendix A: Community Meeting Attendance	
Land Use	30	Appendix B: Public Input	
Transportation	30	Appendix C: City Council Documents	

## List of Maps

---

1.1 Study Area Delineation	6
1.2 Current Boundaries of Old Conway Design Overlay District	7
2.1 Current Transect	17
2.2 Current Land Uses	18
2.3 Study Area Residential Proximity to Usable Green Space	19
2.4 Current Zoning	20
3.1 Major Planning Areas	24
4.1 The Markham Street Corridor (Delineation)	29
4.2 The Markham Street Corridor Transect (Proposed)	30
4.3 The Markham Street Corridor Alleyway Plan (Proposed)	32
5.1 The Harkrider Corridor (Delineation)	35
5.2 The Harkrider Corridor Transect (Proposed)	36
5.3 The Harkrider Corridor Street Plan (Proposed)	38
5.4 The Harkrider Corridor Alleyway Plan (Proposed)	39
6.1 The Pine Street Neighborhood (Delineation)	41
6.2 The Pine Street Neighborhood Transect (Proposed)	42
6.3 The Pine Street Neighborhood Alleyway Plan (Proposed)	44
7.1 The Brown-Erbacher Neighborhood (Delineation)	47
7.2 The Brown-Erbacher Neighborhood Transect (Proposed)	48
7.3 The Brown-Erbacher Neighborhood Street Plan (Proposed)	49
9.1 Study Area Proximity to Proposed Usable Green Space	54
9.2 Study Area Proximity to Proposed Bus Stops (Options 1 & 2)	56
9.3 Study Area Proximity to Proposed Bus Stops (Option 4)	57

## List of Tables

---

2.1	Population, Study Area, 1990-2000	11
2.2	Households, Study Area, 1990-2000	11
2.3	Age Groups, Study Area, 1990-2000	12
2.4	Age Cohorts, Study Area, 1990-2000	12
2.5	Race, Study Area, 1990-2000	12
2.6	Racial Composition Comparison, 1990-2000	13
2.7	Educational Attainment, Study Area, 1990-2000	13
2.8	Median Household Income, Study Area, 1990-2000	13
2.9	Annual Household Income, Study Area, 1990-2000	14
2.10	Poverty Status, Study Area, 1990-2000	14
2.11	Housing Tenure, Study Area, 1990-2000	14
2.12	Median Home Sales Price, Study Area, 1990-2000	15
2.13	Median Rent, Study Area, 1990-2000	15
3.1	Community Meeting 2 Issues List	24
3.2	Plan Goals and Objectives	25
8.1	Low Impact Development Techniques	51

## List of Figures

---

2.1	Population Growth Comparison, 1990-2000	11
2.2	College Graduates Comparison, 1990-2000	13
2.3	Unemployment Rate Comparison, 1990-2000	13
2.4	Median Household Income Comparison, 1990-2000	14
2.5	Poverty Level Comparison, 1990-2000	14
2.6	Tenure Comparison, 1990-2000	15
2.7	Median Sales Price Comparison, 1990-2000	15
2.8	Median Rent Comparison, 1990-2000	15
2.9	Cost Burden, 1990-2000	16

## List of Selected Images

---

2.1 Rural-to-Urban Transect	17
4.1 Transition Zone Overview	29
4.2 Transition Zone Street Frontages	31
4.3 Transition Zone Building Dispositions	32
4.4 Cross-Section Scenario for Markham Street	33
4.5 Cross-Section Scenario for Typical Streets (Area 1)	33
5.1 Urban Zone Overview	35
5.2 Urban Zone Street Frontages	37
5.3 Urban Zone Building Dispositions	38
5.4 Cross-Section Scenario for Harkrider Street	39
5.5 Cross-Section Scenario for Typical Streets (Area 2)	39
6.1 Sub-urban Zone Overview	41
6.2 Sub-urban Zone Street Frontages	43
6.3 Transition Zone Building Dispositions	44
6.4 Cross-Section Scenario for Siebenmorgen Road	45
6.5 Cross-Section Scenario for Typical Streets (Area 3)	45
7.1 Cross-Section Scenario for Ingram Street	50
7.2 Cross-Section Scenario for Typical Streets (Area 4)	50



# Executive Summary

---

The Northeast Old Conway Area Study is the result of an in-depth, collaborative community planning effort led by the Conway Planning and Development Department. The study provides an overview of existing conditions within the roughly 64-block study area and goal-driven, comprehensive, long-range plans for each of four identified sub-areas. The study concludes with implementation strategies ranging from marketing to stakeholder involvement.

Data gathered from the 1990 and 2000 decennial censuses reveals several striking trends in the Northeast Old Conway Area. The area's number of 25 to 34 year olds—a key demographic in evaluating an area's vitality—decreased by 25 percent during that time. Inflation-adjusted median household income decreased by nearly twelve percent, while the area's poverty rate increased by 28 percent. The inflation-adjusted median home sales price decreased by more than 40 percent.

Problems with the Northeast Old Conway Area's physical environment are equally alarming. More than three in ten residential lots are vacant. Dozens of residential lots directly abut commercial and industrial lots. Green space is limited to two small playgrounds, which are separated from much of the area by busy roads. Multi-family zoning throughout the study area's core is incompatible with the area's character. Clearly, the Northeast Old Conway Area is distressed physically, economically, and with regard to income or housing.

The plan portion of the study presents design, land use, and transportation schemes that could lead to a revitalized Northeast Old Conway Area if properly implemented. The plan examines four sub-areas within the Northeast Old Conway Area block-by-block and—in some instances—lot-by-lot. The plan utilizes the rural-to-urban transect, a widely-recognized form-based model that emphasizes practicality and compatibility in

neighborhood and structural design. The plan includes three transect zones: *urban*, which is characterized by shallow setbacks, substantial pedestrian activity, and higher density uses; *sub-urban*, which is characterized by wide setbacks, lower building heights, and a limited set of uses; and *transition*, which serves as a buffer between the urban and sub-urban zones and is the most flexible zone in terms of setbacks, building heights, and pedestrian activity.

The Markham Street Corridor, which is the westernmost of the four sub-areas, is designated as a transition zone. The plan further identifies frontage along Markham Street as appropriate for townhomes; these two to three story structures with shallow setbacks would line the street on both sides, providing an inviting passageway between Downtown Conway and the new urbanist Village at Hendrix development. The plan recommends the construction of alleyways where appropriate and envisions an existing scrap metal yard as a multi-functional community green space.

The Harkrider Corridor lies directly east of the Markham Street Corridor and is a busy U.S. highway. The plan designates the Harkrider Corridor as an urban zone and recommends minimal changes to the street itself, focusing instead on the structures that line the street. The plan envisions Harkrider and surrounding streets as having shallow setbacks and rear and/or side parking lots. Existing streets and open alleyways that hinder redevelopment potential are recommended for closure.

The Pine Street Neighborhood is a historic neighborhood that sits at the center of the study area. Recognizing the traditional residential character of the Pine Street Neighborhood, the plan designates much of the neighborhood as a sub-urban zone. The northern, western, and southern perimeters of the neighborhood as designated as transition zones to allow a buffer between the busy

streets and higher density uses of surrounding areas and the core of the neighborhood. For example, the plan identifies frontage along Siebenmorgen as appropriate for townhomes.

The Brown-Erbacher Neighborhood is the easternmost portion of the study area and includes both sub-urban and transition zones. The existing single-family neighborhood core is designated as sub-urban, which restricts uses to mostly residential. The single-family core is surrounded by a transition zone, which buffers the core from busy streets and highways such as Siebenmorgen and U.S. Interstate 40. The plan identifies frontage along Ingram as appropriate for townhomes and a parcel within the neighborhood's core as appropriate for a small neighborhood park. New street connections are recommended to make the neighborhood more accessible.

Recommendations regarding protection of the natural environment include improving alternative transportation, implementing low impact development techniques, and publicizing energy saving and weatherization programs. The plan recommends seeking historic designation for the Pine Street School and improving open spaces and recreational opportunities to area residents.

Implementation strategies are offered in the study's final section. Those strategies include: conducting in-depth, lot-by-lot studies of each sub-area as needed; determining the capability of existing infrastructure and making improvements where possible; creating an incentive package for developers; creating a marketing scheme for the study area and each of its sub-areas; ensuring representation from the study area on the Old Conway Design Review Board, which determines the appropriateness of proposed developments in the area; and encouraging regular contact between stakeholders and City officials. Stakeholder participation and awareness is a recurring theme throughout the study.



## A. Introduction to the Northeast Old Conway Area Study



# 1. Introduction

---

The *Northeast Old Conway Area Study* is the result of a collaborative effort led by the Conway Planning and Development. After several years of discussions regarding the current state and future of the Pine Street neighborhood, the Conway Planning and Development Department set out in early 2008 to engage other City departments and stakeholders in the process of evaluating the strengths and weaknesses of the Pine Street neighborhood and surrounding areas and creating a long-range plan. Organizations and agencies consulted in the formation of the plan include the Pine Street Area Community Development Corporation, Conway Corporation, the City of Conway's Community Development office, and the Conway Police Department. The resulting *Northeast Old Conway Area Plan* is a small-area plan that both compliments and clarifies the City's Comprehensive Plan. Like other small-area plans, the plan offers a long-range vision for a specific geographic area. Once adopted, the neighborhood plan replaces the corresponding portion of the Comprehensive Plan and gives residents, property owners, developers, and other stakeholders a clear framework for future growth and revitalization.

## Purpose and Scope

The purposes of the *Northeast Old Conway Area Study* and the planning process are to: identify existing conditions, strengths, weaknesses, opportunities, and threats both internally and externally; establish a common vision that is acceptable to the community's residents, property owners, and other stakeholders; and propose future development patterns that are sensible, sustainable, and economically feasible.

The need for the *Northeast Old Conway Area Study* has arisen as a result of a considerable decline in home values and homeownership rates in

the area coupled with an increase in the number of vacant lots. The *Northeast Old Conway Area Study* will provide an analysis of existing conditions and trends, a vision for the area's future, and revitalization strategies.

## Delineation of Study Area

The study area is in the northeastern portion of Conway and is bordered roughly by Interstate 40 on the east, Siebenmorgen Road on the north, Spencer Street on the west, and Merriman Street on the south. Map 1.1 shows the boundaries of the study area and the streets included within the area. The entire study area is contained within Census Tract 107, Block Group 3.

## Congruence with Other Plans

The plan portion of the *Northeast Old Conway Area Study* is not congruent with the current Comprehensive Plan and should replace the corresponding portion of the Comprehensive Plan. The plan is congruent with the most up-to-date version of Conway's Bicycle Master Plan.

The text and maps related to long-range land use and transportation found in chapters four through seven should replace the corresponding portions of the City's Comprehensive Plan. Appendix C includes a modified version of the plan that should be adopted in conjunction with a new *Specific Plan (SP)* zoning classification. The SP classification will not function in the same manner as traditional Euclidean zoning; rather, appropriate form, land use, and streetscape will be based upon the rural-to-urban transect zone for each particular area. Chapter two includes an overview of transect zoning. The zoning plan found in Appendix C and the overall plan found in chapters four through

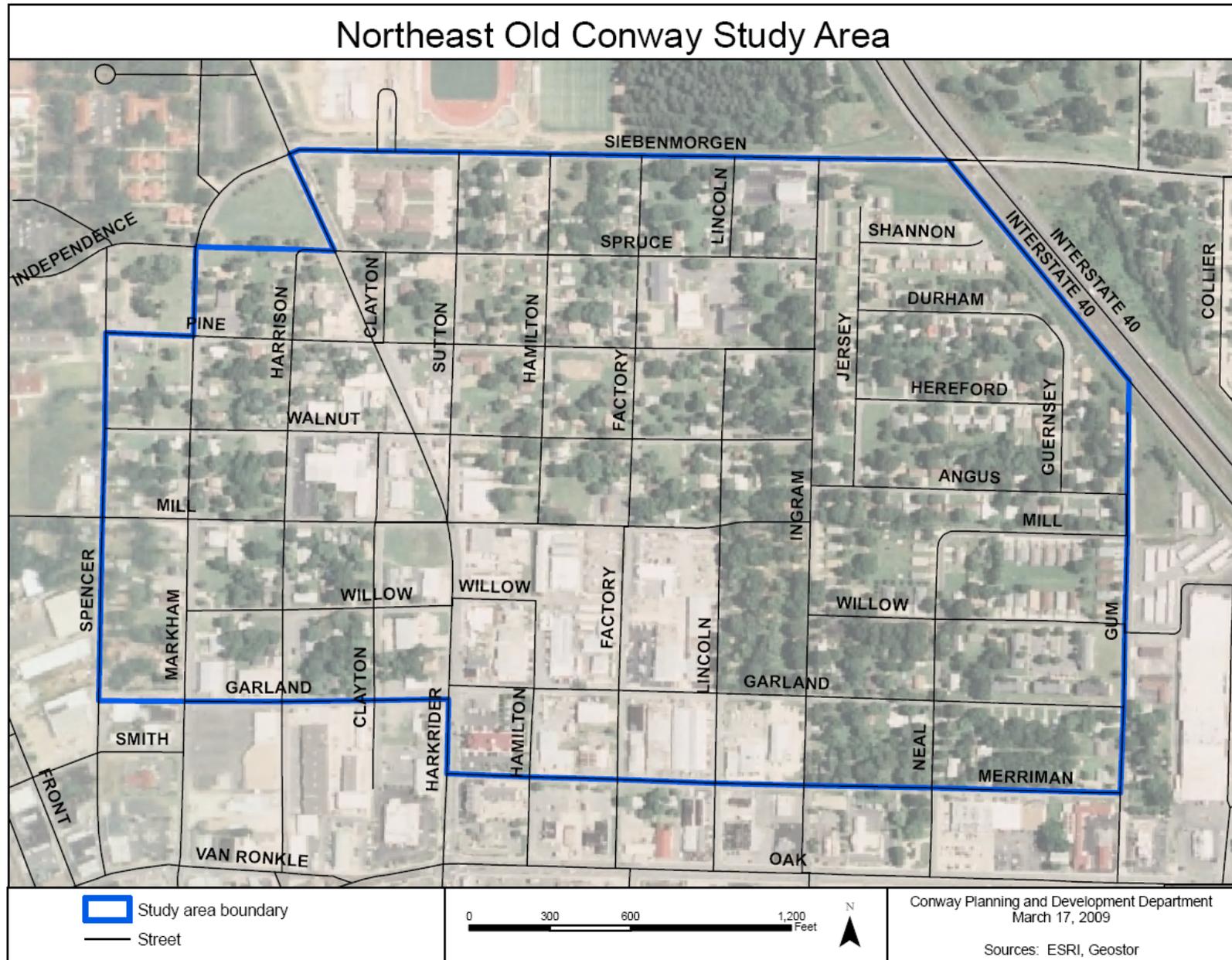
seven utilize the same transect zones; the primary difference between the two plans is that the overall plan (found in chapters four through seven) designates specific uses for specific sites, while the zoning plan does not.

## Old Conway Design Overlay District

The Old Conway Design Overlay District was created by the City Council in 2006. Development activities within the district are governed by a set guidelines and restrictions which are intended to protect and enhance the character of the neighborhoods within the district. Presently, most of the study area lies within the boundaries of the Old Conway Design Overlay District; the sole exception is the Brown-Erbacher neighborhood east of Ingram. Map 1.2 shows the current boundaries of the Old Conway Design Overlay District in relation to the study area. In order to maintain functionality and consistency within the study area, the Brown-Erbacher neighborhood should be included in the Old Conway Design Overlay District and should be subject to the oversight of the Old Conway Design Review Board, which reviews building projects within the district.

*Old Conway Design Overlay District Urban Design Guidelines Pattern Book* delineates the area contained within the district and sets forth guidelines for appropriate development patterns and styles within the district. Though the Old Conway Design Overlay District standards and *Pattern Book* have applied only to residential developments, a future revision will expand the district's scope to include all uses.

Map 1.1: Study Area Delineation



## Study Area Background

The Northeast Old Conway Area's core is the Pine Street neighborhood, which emerged as a prominent residential and business center for Conway's African-American community in the late nineteenth century. By the turn of the twentieth century, the neighborhood had a distinct economy complete with grocers and blacksmiths. Perhaps most significantly, the neighborhood boasted its own school, which expanded to include high school grades in 1930.

Changes that led to depopulation of the neighborhood began as early as the 1950s. Among the primary contributors to the neighborhood's decline in the late twentieth century were the deterioration of the neighborhood's housing stock and the closing of the Pine Street School in 1969. Abandoned and vacant properties and a wave of crime threatened the neighborhood's stability in the 1980s and 1990s. Though the crime rate has decreased significantly in recent years, there has been little private investment in the area, leading to an aging and increasingly renter-driven demographic. Income levels in the Northeast Old Conway Area fell between 1990 and 2000, defying city-wide trends and making the area something of a struggling island within a prospering city.

## Organization of Document

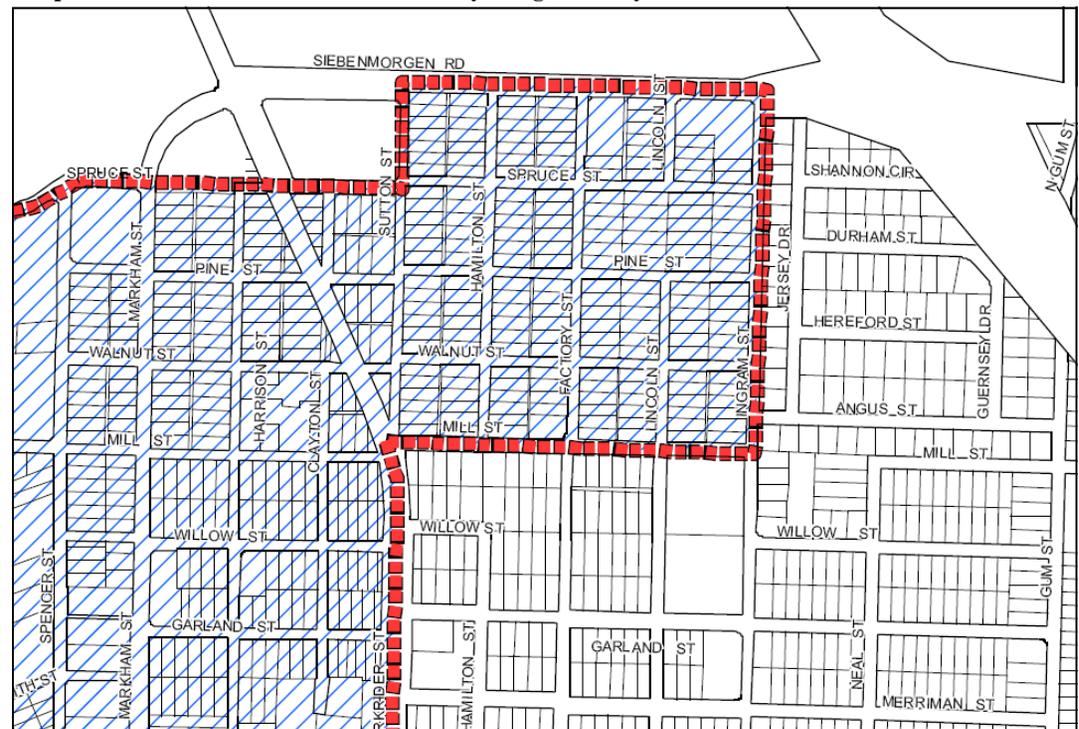
The *Northeast Old Conway Area Study* consists of four sections broken into ten chapters. The first section is the Introduction, which includes the plan's purpose and scope as well as delineation of the study area. The second section is the study, which includes an analysis of the existing conditions and trends in the Northeast Old Conway Area and an overview of the planning process. The third section outlines the overall vision for the study area by delineating sub-areas and

incorporating community-driven goals and objectives into those areas. The final section includes strategies that will help the City of Conway and the Northeast Old Conway Area accomplish the goals and objectives outlined in the previous section.

## Data Sources

Demographic and statistical data found in chapter one was obtained from the U.S. Census Bureau. *SmartCode Version 9.2* is the source for the Character and Use portions of each sub-area plan.

**Map 1.2: Current Boundaries of Old Conway Design Overlay District**





## B. Northeast Old Conway Area Analysis

Conditions and Trends

The Planning Process



## 2. Conditions and Trends

This chapter highlights existing conditions and trends within the Northeast Old Conway Area, comparing the area to the larger region. The social, economic, and physical characteristics of the Northeast Old Conway Area, as well as the area's place within Conway and Faulkner County, will be examined. Population, employment, housing, and land use conditions are among the aspects considered in this inventory and analysis.

### Demographics

**Population.** The U.S. Census indicates that between 1990 and 2000, the population of the Northeast Old Conway Area increased slightly from 1,166 persons to 1,195 persons. If the 1990-2000 growth rate holds steady, the population of the Northeast Old Conway Area should reach 1,272 persons by the next decennial census. Table 2.1 shows changes in population in the Northeast Old Conway Area from 1990 to 2000.

The Northeast Old Conway Area's slight population growth failed to keep pace with the growth experienced at both the city and county levels. While the Northeast Old Conway Area increased by 6.5 percent, both Conway and Faulkner County experienced growth at rates in excess of 60 and 40 percent, respectively. Figure 2.1 shows population growth rates from 1990 to 2000 at the neighborhood, city, and county levels

**Households.** Between 1990 and 2000, growth in the number of households in the Northeast Old Conway Area exceeded the population growth rate. However, the number of people per household decreased slightly. This modest change in household patterns is most likely attributable to the increase in the number of rental homes, which typically house fewer residents than owner-occupied homes. Table 2.2 shows changes in the

number of households and persons per household in the Northeast Old Conway Area from 1990 to 2000.

**Age Characteristics.** Significant age shifts occurred in the Northeast Old Conway Area between 1990 and 2000. During that time period, the number of young adults and elderly residents decreased, while the number of college-aged and middle-aged residents increased. As Table 2.3 shows, the most noticeable growth occurred among 35-year old to 54-year old adults.

An examination of age cohorts reveals that residents who were between the ages of 20 and 34 in 1990 were the most likely to leave the Northeast Old Conway Area by 2000; this age cohort decreased by 36 percent between 1990 and 2000. During that same period, the elderly cohort (65 and older in 1990) decreased by 52 percent, while the young adult cohort (10 to 14 in 1990) increased by more than 82 percent. Table 2.4 shows growth rates among age cohorts between 1990 and 2000.

The median age for the Northeast Old Conway Area (27.5) is nearly identical to that of Conway as a whole. Both are slightly lower than the median age for Faulkner County (31.0).

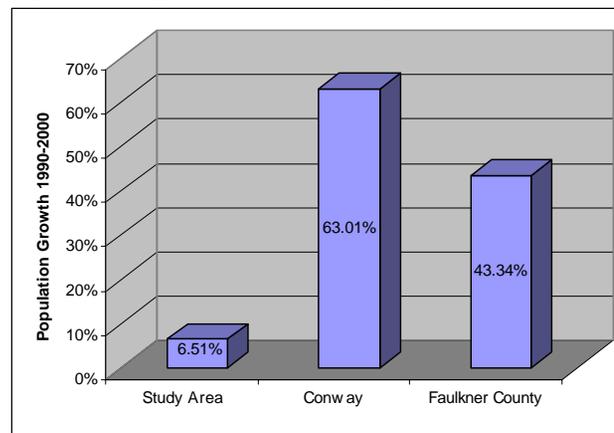
**Racial Composition.** The Northeast Old Conway Area is a racially diverse area with an African-American majority. The racial composition of the neighborhood changed little between 1990 and 2000. Whites make up a significant minority. Other racial minorities account for slightly more than two percent of the neighborhood's population. Table 2.5 shows changes in racial composition between 1990 and 2000.

As Table 2.6 shows, the Northeast Old Conway Area has a significantly higher percentage

**Table 2.1: Population, Study Area, 1990-2000**

	1990	2000	2010 (proj.)	Change 1990-2000	% Change 1990-2000
Population	1,122	1,195	1,272	73	6.51%

**Figure 2.1: Population Growth Comparison, 1990-2000**



**Table 2.2: Households, Study Area, 1990-2000**

	1990	2000	2010 (proj.)	Change 1990-2000	% Change 1990-2000
Households	457	502	551	45	9.85%
Persons per household	2.46	2.38	2.31	-0.07	*

of African-American residents than both Conway and Faulkner County. Other racial minorities account for a smaller percentage of residents in the Northeast Old Conway Area than in the other geographic areas.

**Education.** Generally, education levels increased in the Northeast Old Conway Area between 1990 and 2000. In 1990, only 47 percent of area residents

aged 25 and older had completed high school. In 2000, high school graduates made up 63 percent of the area's population. As Table 2.7 indicates, the Northeast Old Conway Area saw a significant increase in the number of residents who had attended college. The number of college graduates, however, decreased slightly between 1990 and 2000.

Slightly more than ten percent of the Northeast Old Conway Area's residents hold at least a four-year college degree. Comparatively, approximately 36 percent of Conway residents hold a four-year degree or higher. Figure 2.2 compares the percentage of college graduates at the study area, city, and county levels.

The collective demographic data for the Northeast Old Conway Area reveals few definitive trends. The area's population and household numbers are relatively stable. Education data mirror national trends. The loss of 25 to 34-year olds is a notable demographic trend in the area. This age group—sometimes labeled the *creative class* by planners and other urban advocates—is often credited with keeping neighborhoods economically, aesthetically, and socially lively. When combined with declining economic and housing trends, an area's inability to attract and retain people of this age group can be seen as a sign of neighborhood stagnation.

### Economic and Income Characteristics

Employment Characteristics. In 2000, the Northeast Old Conway Area had an unemployment rate of nearly 11 percent. As Figure 2.3 illustrates, the unemployment rate in the Northeast Old Conway Area was only slightly higher than the unemployment rate for Conway as a whole in 2000.

**Table 2.3: Age Groups, Study Area, 1990-2000**

Age Group	1990	2000	Change 1990-2000	Percent Change 1990-2000
Under 5	107	106	-1	-0.93
5-9	102	112	10	9.80
10-14	82	76	-6	-7.32
15-19	85	94	9	10.59
20-24	128	150	22	17.19
25-29	118	99	-19	-16.10
30-34	109	71	-38	-34.86
35-39	58	75	17	29.31
40-44	39	80	41	105.13
45-49	36	56	20	55.56
50-54	33	39	6	18.18
55-59	38	34	-4	-10.53
60-64	38	32	-6	-15.79
65-69	56	42	-14	-25.00
70-74	59	38	-21	-35.59
75-79	41	37	-4	-9.76
80-84	20	31	11	55.00
85 and Older	17	23	6	2.49

**Table 2.4: Age Cohorts, Study Area, 1990-2000**

Age Group in 1990	Age Group in 2000	1990	2000	Change 1990-2000	Percent Change 1990-2000
Under 5	10-14	107	76	-31	-28.97
5-9	15-19	102	94	-8	-7.84
10-14	20-24	82	150	68	82.93
15-19	25-29	85	99	14	16.47
20-24	30-34	128	71	-57	-44.53
25-29	35-39	118	75	-43	-36.44
30-34	40-44	109	80	-29	-26.61
35-39	45-49	58	56	-2	-3.45
40-44	50-54	39	39	0	0.00
45-49	55-59	36	34	-2	-5.56
50-54	60-64	33	32	-1	-3.03
55-59	65-69	38	42	4	10.53
60-64	70-74	38	38	0	0.00
65-69	75-79	56	37	-19	-33.93
70-74	80-84	59	31	-28	-47.46
75-79	85 and older	78	23	-55	-70.51

**Table 2.5: Race, Study Area, 1990-2000**

	1990	2000	Change 1990-2000	Percent Change 1990-2000
White	471 40.40%	494 41.34%	23	4.88
Black	690 59.18%	670 56.07%	-20	-2.90
Hispanic Ethnicity	4 0.34%	12 1.00%	8	200.00
Other Races	1 0.08%	19 1.59%	18	1800.00

However, both the Northeast Old Conway Area and Conway had higher unemployment rates than Faulkner County, where the unemployment rate was less than seven percent.

**Income.** Sixty-eight percent of households in the Northeast Old Conway Area earned less than \$25,000 in 2000. Only 23 percent earned at or above Conway’s median household income of \$37,063. Table 2.8 shows changes in annual household income for the Northeast Old Conway Area between 1990 and 2000.

The Northeast Old Conway Area’s median household income showed a 20 percent increase in nominal dollars from \$13,371 in 1990 to \$16,087 in 2000.

However, the median household income decreased in real dollars from \$18,273 in 1990 to \$16,087 in 2000. Table 2.9 shows median household income in both nominal and real dollars for the period 1990 to 2000.

Median household income in the Northeast Old Conway Area lags behind that in Conway and Faulkner County. In fact, the Northeast Old Conway Area’s median household income of \$16,087 is less than half of the median household income of both other geographies. Figure 2.4 compares median household income across the three geographies.

**Poverty Status.** Though the percentage of people living below the poverty level decreased both nationally and statewide between 1990 and 2000, the Northeast Old Conway Area saw an increase in the poverty rate from 32 percent in 1990 to more than 37 percent in 2000. As shown in Table 2.10, the number of individuals living below the poverty level increased by more than 28 percent between 1990 and 2000.

Comparatively, the Northeast Old Conway Area’s percentage of residents living below the poverty level is much higher than that of both Conway and Faulkner County. In fact, as Figure 2.5 illustrates, the Northeast Old Conway

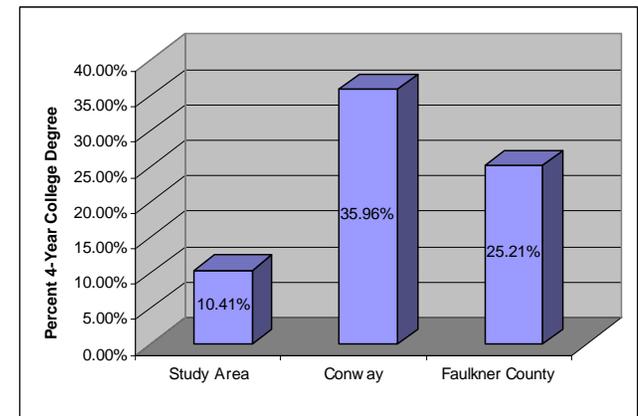
**Table 2.6: Racial Composition Comparison, 1990-2000**

	Pine Street Neighborhood	Conway	Faulkner County
Percent White	41.34	82.97	87.45
Percent Black	56.07	12.07	8.44
Percent Hispanic	1.00	2.28	1.75
Percent Other	1.59	2.68	2.36

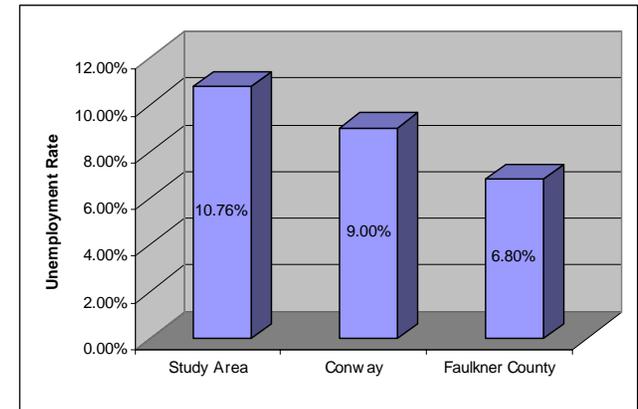
**Table 2.7: Educational Attainment, Study Area, 1990-2000**

	1990	2000	Change 1990-2000	Percent Change 1990-2000
Age 25 and older	641	701	60	9.36
Less than 9 <sup>th</sup> grade	113 17.63%	51 7.23%	-62	-54.87
9 <sup>th</sup> – 12 <sup>th</sup> grade, no diploma	228 35.57%	207 29.53%	-21	-9.21
High school graduate (including equivalency)	135 21.06%	196 27.97%	61	45.19
Some college, no degree	47 7.33%	168 23.97%	121	257.45
Associate degree	23 3.59%	6 0.86%	-17	-73.91
Bachelor degree	71 11.08%	67 9.56%	-4	-5.63
Graduate or professional degree	24 3.74%	6 0.86%	-18	-75.00

**Figure 2.2: College Graduates Comparison, 1990-2000**



**Figure 2.3: Unemployment Rate Comparison, 1990-2000**



**Table 2.8: Median HH Income, Study Area 1990-2000**

	1990	2000	Change 1990-2000	Percent Change 1990-2000
Median Household Income	\$13,371	\$16,087	\$2,716	20.31
Inflation Adjusted (to 1999) Median Household Income	\$18,273	\$16,087	-\$2,186	-11.96

Area's poverty rate is more than three times that of Faulkner County.

Economic and income data paints an alarming picture of the Northeast Old Conway Area's health relative to other parts of Conway. Higher unemployment, decreasing (inflation-adjusted) income levels, and an increase in the poverty rate indicate that the Northeast Old Conway Area and many of its residents are struggling economically.

### Housing Characteristics

**Housing Types and Tenure.** Most of the housing within the Northeast Old Conway Area is single-family detached. However, duplexes and multi-family units are prevalent throughout the easternmost portion of the study area between Ingram Street and Gum Street. The single-family houses vary greatly in style and size, though small bungalows and ranch-style houses are most common.

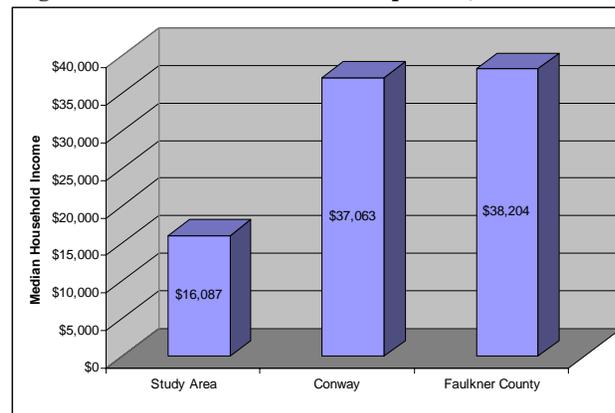
The number of dwelling units in the Northeast Old Conway Area increased by more than ten percent between 1990 and 2000. A visual survey indicates that the subdivision of single-family houses likely accounts for a significant part of this increase. The number of owner-occupied units decreased by 22 percent; this decrease corresponds to an increase of nearly 23 percent in the number of renter-occupied units.

The vacancy rate in the Northeast Old Conway Area was more than 12 percent in 2000. Seventy-three units were vacant in 2000 compared to 44 units vacant in 1990. The vacancy rate grew by more than 65 percent between 1990 and 2000. Table 2.11 shows tenure for the Old Conway Area for the period 1990 to 2000.

**Table 2.9: Annual HH Income, Study Area, 1990-2000**

	1990	2000	Change 1990-2000	Percent Change 1990-2000
Less than \$10,000	176 40.46%	148 26.43%	-28	-15.91
\$10,000 - \$14,999	63 14.48%	122 21.79%	59	93.65
\$15,000 - \$24,999	105 24.14%	111 19.82%	6	5.71
\$25,000 - \$34,999	50 11.49%	46 8.21%	-4	-8.00
\$35,000 - \$49,999	21 4.83%	31 5.53%	10	47.62
\$50,000 - \$74,999	20 4.60%	43 7.68%	23	115.00
\$75,000 - \$99,999	0 0.00%	35 6.25%	35	*
\$100,000 - \$149,999	0 0.00%	0 0.00%	0	0
\$150,000 or more	0 0.00%	24 4.29%	24	*

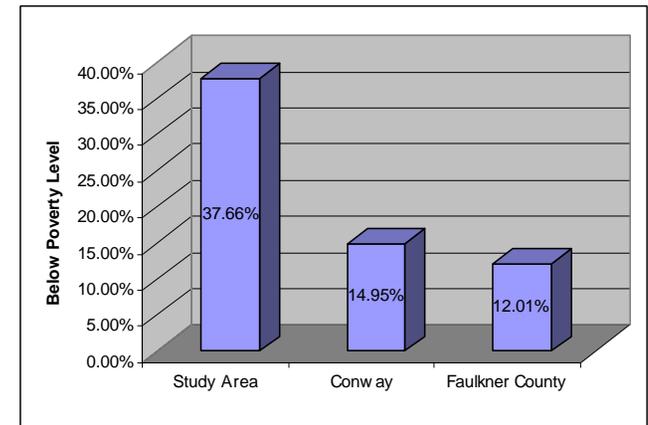
**Figure 2.4: Median HH Income Comparison, 1990-2000**



**Table 2.10: Poverty Status, Study Area 1990-2000**

	1990	2000	Change 1990-2000	Percent Change 1990-2000
Number of individuals below poverty level	351	450	99	28.21
Percent below poverty level	32.03	37.66	*	*

**Figure 2.5: Poverty Level Comparison, 1990-2000**



**Table 2.11: Housing Tenure, Study Area, 1990-2000**

	1990	2000	Change 1990-2000	Percent Change 1990-2000
Housing Units	519	575	56	10.79
Owner-Occupied	182 35.07%	142 24.70%	-40	-21.98
Renter-Occupied	293 56.45%	360 62.61%	67	22.87
Vacant	44 8.48%	73 12.69%	29	65.91

The owner-occupancy rate in the Northeast Old Conway Area is less than half that of Conway and Faulkner County, while the neighborhood's renter-occupancy rate is higher than that of both other geographic areas. The Northeast Old Conway Area's vacancy rate of 12.69 percent exceeds the vacancy rates of Conway and Faulkner County, both of which have rates between six and seven percent. Figure 1.6 shows tenure comparisons among the three geographic areas.

**Home Values and Rent.** The median sales price for houses in the Northeast Old Conway Area decreased in both nominal and real dollars between 1990 and 2000. In 2000, the median sales price was \$30,600, more than a 40 percent decrease in real dollars from 1990. Table 2.12 shows the median sales price for homes in the Northeast Old Conway Area in both nominal and real dollars.

The median home sales price in the Northeast Old Conway Area is approximately one-fourth of that of Conway as a whole and approximately one-third of that of Faulkner County. Figure 2.7 compares median homes sales prices at the study area, city, and county levels.

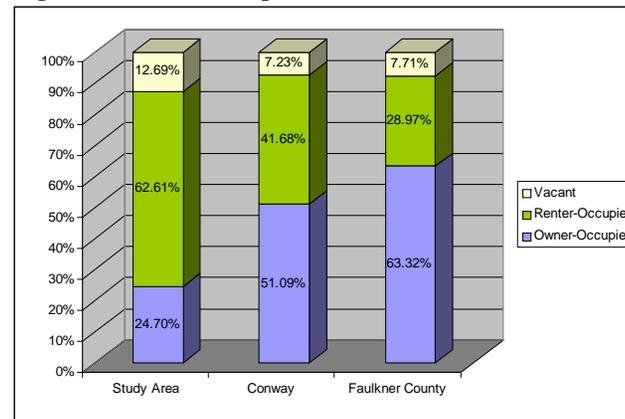
Median rent in the Northeast Old Conway Area decreased in real dollars by 22 percent between 1990 and 2000. Table 2.13 shows changes in median rent between 1990 and 2000.

Comparatively, the median rent in the Northeast Old Conway Area is \$102 lower than the median rent in Conway as a whole and \$69 lower than the median rent in Faulkner County, making the Northeast Old Conway Area more affordable for renters than many other parts of the city and county. The availability of rental housing coupled with lower rents has made the Northeast Old

Conway Area an attractive option for lower income renters. Figure 2.8 compares the median rent in the Northeast Old Conway Area, Conway, and Faulkner County.

**Cost Burden.** As Figure 2.9 demonstrates, approximately 73 percent of owner-occupants in the Northeast Old Conway Area have housing cost burdens of less than 30 percent of their incomes. Twenty-seven percent of owner-occupants are moderately cost-burdened. No owner-occupants in the neighborhood have cost burdens of greater than 50 percent. Renters in the Northeast Old Conway Area are slightly more cost-burdened than owner-occupants in the

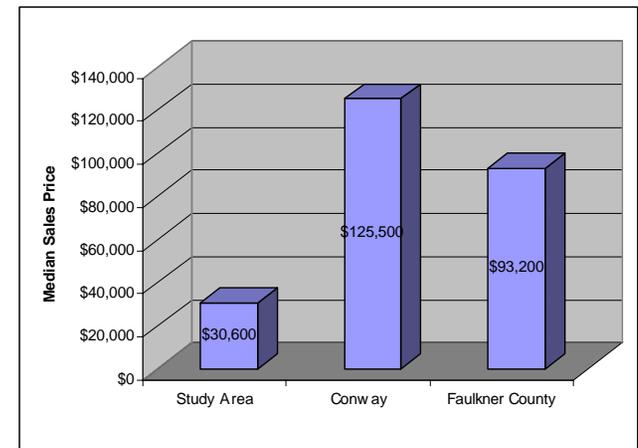
**Figure 2.6: Tenure Comparison, 1990-2000**



**Table 2.12: Med. Home Sales Price, Study Area 1990-2000**

	1990	2000	Change 1990-2000	Percent Change 1990-2000
Median Sales Price	\$37,700	\$30,600	-\$7,100	-18.83
Inflation Adjusted (to 1999) Median Sales Price	\$51,524	\$30,600	-\$20,924	-40.61

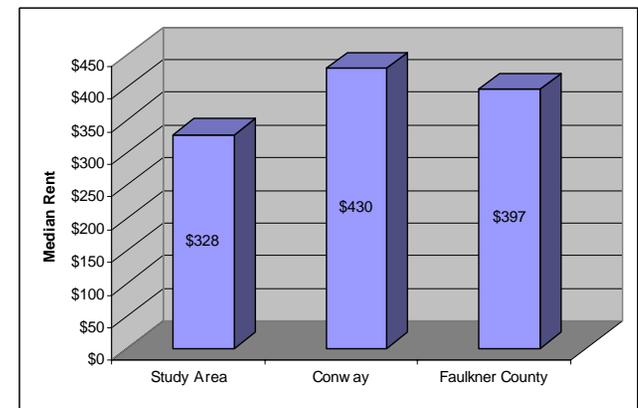
**Figure 2.7: Median Sales Price Comparison, 1990-2000**



**Table 2.13: Median Rent, Study Area, 1990-2000**

	1990	2000	Change 1990-2000	Percent Change 1990-2000
Median Rent	\$309	\$328	\$19	6.15
Inflation Adjusted (to 1999) Median Rent	\$422	\$328	-\$94	-22.27

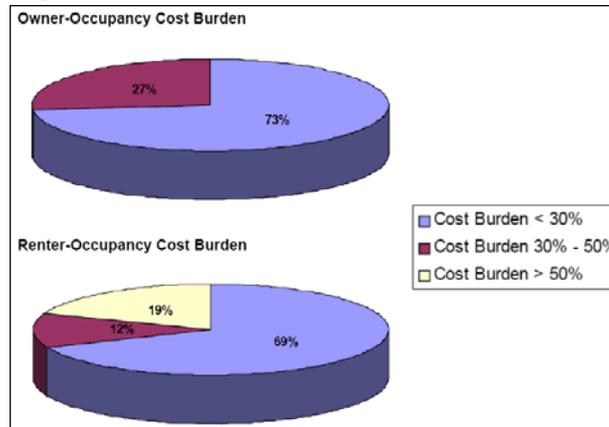
**Figure 2.8: Median Rent Comparison, 1990-2000**



neighborhood. Approximately 31 percent of renters in the Northeast Old Conway Area have cost burdens of greater than 30 percent of their income. Slightly more than 19 percent of renters have cost burdens of greater than 50 percent.

The Northeast Old Conway Area's overall housing data reveals a decrease in owner-occupancy, a sharp decrease in home sales prices, and significant levels of cost burden for both owner-occupants and renters. These negative trends appear to correspond to the negative economic and income trends noted previously.

**Figure 2.9: Cost Burden, 1990-2000**

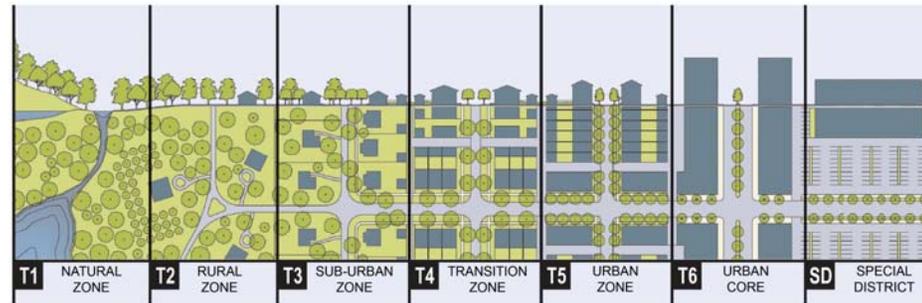


## Northeast Old Conway Area Transect

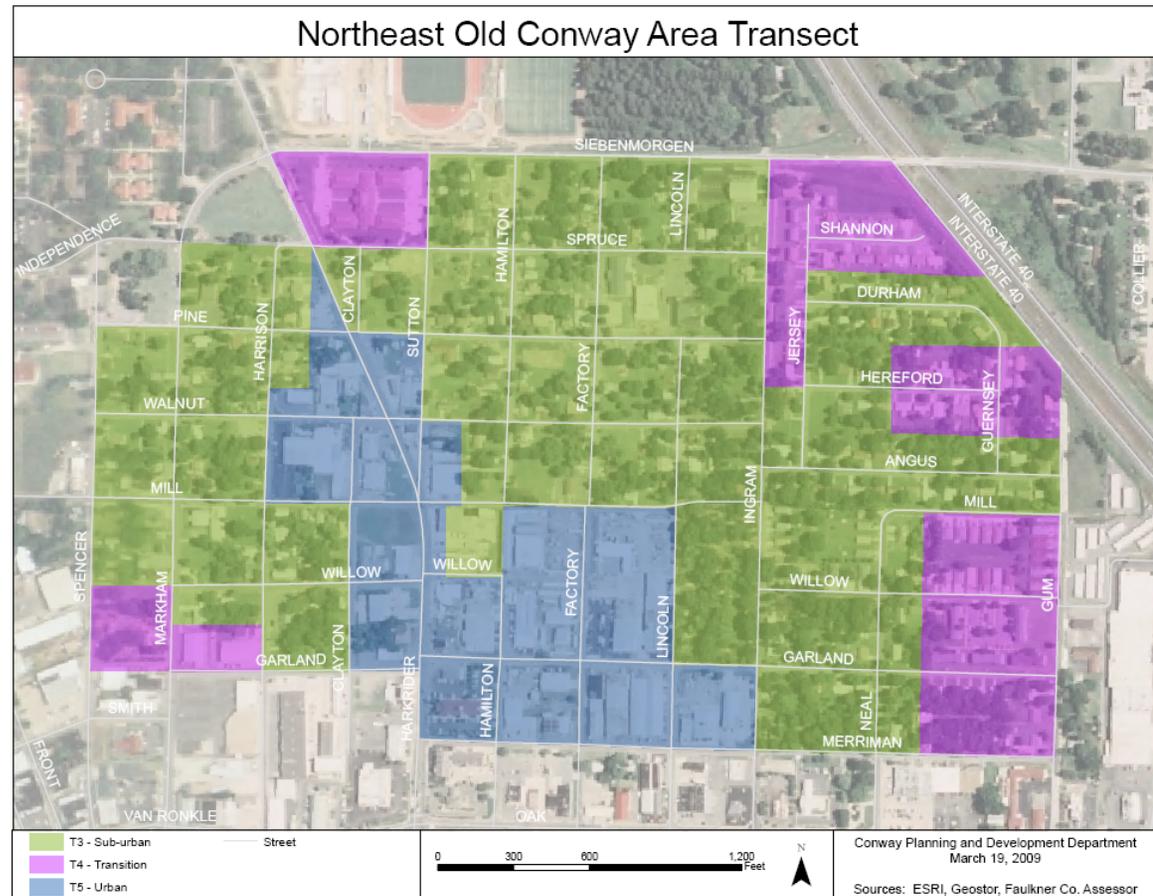
Conway follows a traditional Euclidean zoning model whereby land uses are segregated into geographic districts, and limitations are placed on the magnitude of the allowed development activities within each district. While Euclidean zoning is easily implementable and more familiar than other zoning models, it offers little flexibility and often prevents creative and desirable development patterns. In 2007, the City of Conway and Hendrix College worked with the planning firm Duany Plater-Zyberk to create a master plan for The Village at Hendrix, Conway's first entry into form-based codes, a non-Euclidean model. The Village at Hendrix, which is under construction, will be a new urbanist, mixed-use development north of the Pine Street neighborhood; the development will include an eclectic mix of single family housing, multi-family housing, live-work units, retail, restaurants, and civic uses. Neighborhoods such as The Village at Hendrix have found success across the U.S. Prominent examples include Seaside, Florida, and Harbor Town in Memphis, Tennessee.

The *Northeast Old Conway Area Study* utilizes a form-based model called the rural-to-urban transect to delineate desired transitions in form among the neighborhood's major areas. Image 2.1 shows how the rural-to-urban transect advances from T1 (natural zone) to T6 (urban core) based on the built environment. The rural-to-urban transect was popularized by architect Andres Duany, who is recognized as a leader in both the SmartGrowth and new urbanist movements. SmartGrowth is a growth management strategy that incorporates both design and policy as means to achieve a more sustainable and compact built form. New urbanism is an urban design model that emphasizes compact built form by encouraging denser, walkable, mixed-use neighborhoods with a range of services, amenities, and housing options.

Image 2.1: Rural-to-Urban Transect



Map 2.1: Current Transect



Application of the rural-to-urban transect to the current-day Northeast Old Conway Area reveals that the study area includes three of the six transect zones. The core of the neighborhood—that which is separated from the major thoroughfares—is largely suburban (T3), while the Oak and Harkrider corridors are more commercialized and urban in character (T5). In many neighborhoods, duplexes, multi-family apartments, and light office uses separate single-family residential areas from heavy commercial areas; however, there is such no buffer or transitional zone (T4) between the residential neighborhoods and the commercialized areas in the Northeast Old Conway Area. Transitional-type uses are prominent in the Brown-Erbacher portion of the study area, though single-family housing abuts Interstate 40 along three streets. There is also a transitional area between the southwestern portion of the study area and Downtown Conway. Map 2.1 shows the current transect for the study area.

### Current Land Uses

Current land uses within the study area include single-family residential, multi-family residential, duplex, commercial/industrial, and civic/institutional. Map 2.2 shows the current use for each parcel in the study area. Housing is the most dominant use in the study area. The Faulkner County Assessor's Office identifies 598 unique parcels within the study area; more than 80 percent of those parcels are assessed as residential properties.

Presently, there are 486 residential lots in the study area; of those, 150 are vacant. Significant clustering of vacant lots is most noticeable in the westernmost portion of the study area and the area south of Siebenmorgen in the central portion of the study area. Single family housing is prominent throughout the study area, excepting property nearest Harkrider and Oak.

Multi-family housing is present in the eastern portion of the study area. The small Willow Street Apartments complex includes five buildings. The Village of Seven Mornings—bounded by Siebenmorgen, Harkrider, Spruce, and Sutton—is a residential facility for the elderly.

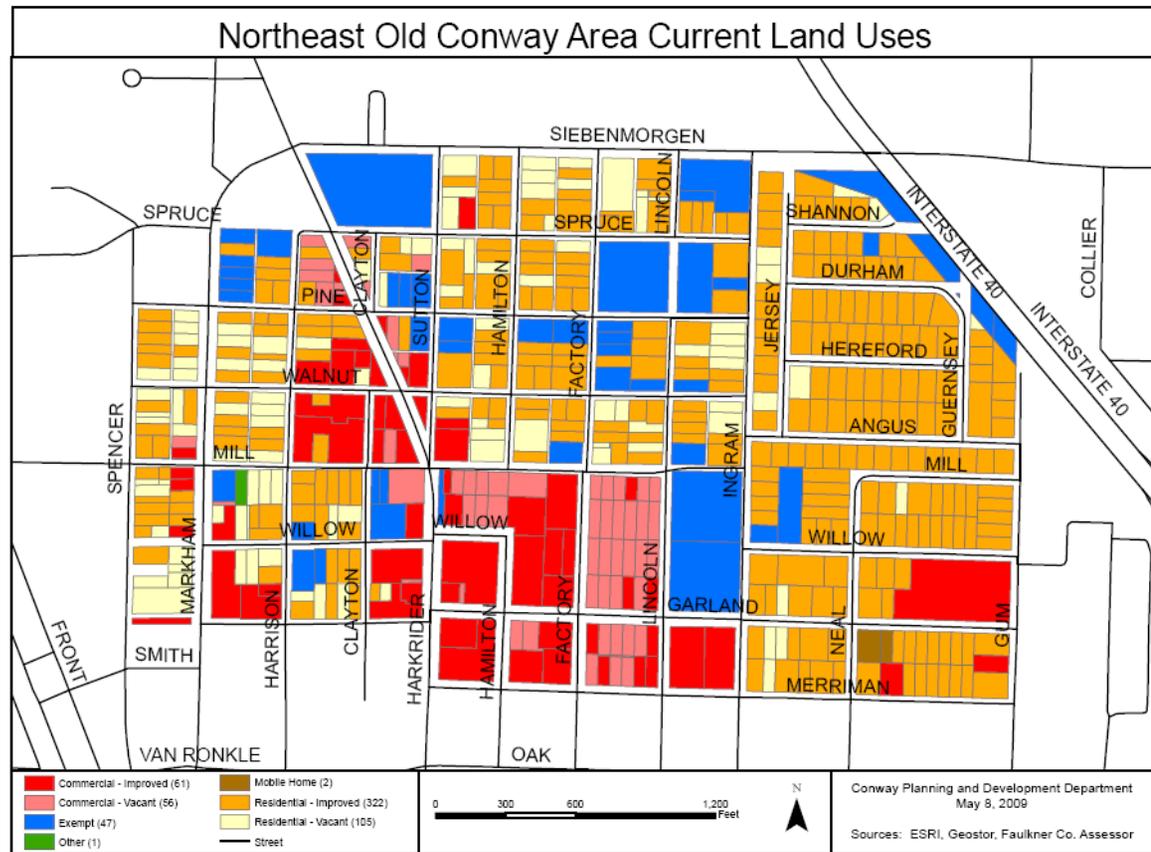
Duplex housing is most prominent in the northern half of the Brown-Erbacher neighborhood, though some houses in the traditional Pine Street core appear to have been subdivided into duplexes.

Commercial is most prominent along Harkrider and south of Mill Street. Light industrial uses are also prominent in the area between Mill

and Oak. Industrial use is typically incompatible with residential use; there is no transitional buffer between the industrial and residential uses in the study area.

Civic/institutional uses are scattered throughout the study area. Eleven churches are located within the study area. Additionally, a community clinic, playground, and city-run neighborhood outreach center are all located within the study area.

Map 2.2: Current Land Uses



## Existing Green Space

Usable green space within the study area is mostly limited to two small neighborhood playgrounds near the intersection of Pine and Factory Streets. Busy streets and limited speed controls on streets such as Harkrider and Ingram serve as barriers between the playgrounds and residents of the westernmost and easternmost portions of the study area who may otherwise use the playgrounds. An analysis of residential proximity to the playgrounds reveals that only 57 of 324 (17.6 percent) of residential properties within the study area are within one-tenth of one mile of the playgrounds; 142 (43.8 percent) are within two-tenths of one mile, and 196 (60.5 percent) are within a quarter-mile.

## Building Characteristics

Many of the single-family detached houses in the portion of the study area between Spencer and Ingram are remarkably similar in design and appearance. For the most part, the exterior characteristics of houses in the area directly relate to the time at which the house was built. The small, cottage-type houses that are scattered throughout the area date to the 1920s and 1930s. The ranch-style homes in the area were post-World War II additions. Houses in the area tend to have either brick or siding exteriors and are typically situated at the center of their respective lots 20 to 35 feet from the curb.

Other structures in the area between Spencer and Ingram vary in style. The older church buildings in the area tend to be rectangular structures that occupy one or two lots and resemble the nearby older houses; examples include the Bethel African Methodist Episcopal Church building and the Jones Chapel African Methodist Episcopal Zion Church building. Newer church

buildings, such as Harrison and Willow church of Christ and Greater Pleasant Branch Missionary Baptist Church, tend to have more sprawling campuses and not resemble the nearby older houses.

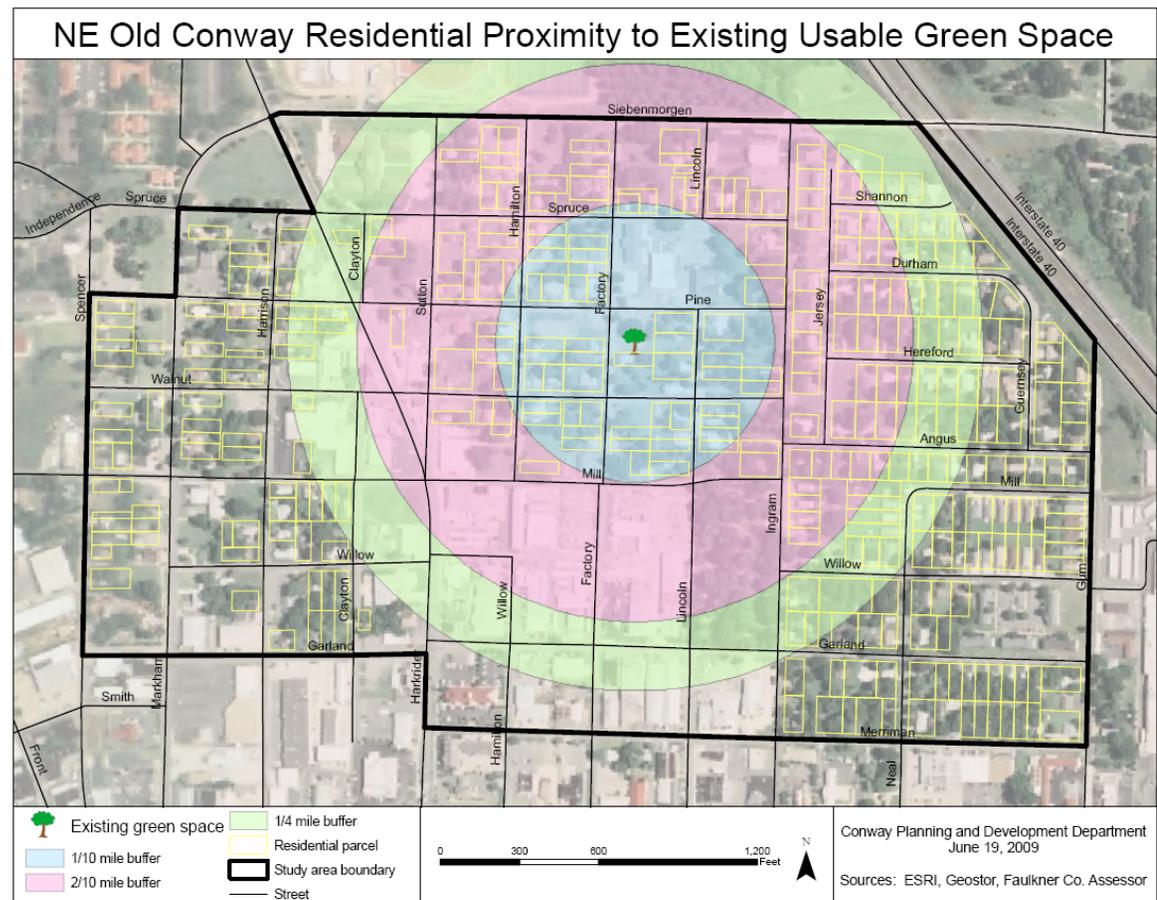
Structures in the Brown-Erbacher neighborhood east of Ingram vary greatly in style and design, though like structures tend to be clustered. Ranch-style, single-story houses dominate the interior of the neighborhood's northern half. Other structures in the area include:

two-story townhouse duplexes, which are prominent along Ingram; single-wide mobile homes, which are prominent along Garland; and single-story duplexes, which are prominent in the northeastern corner of the neighborhood.

## Current Zoning

Zoning in the Northeast Old Conway Area ranges from lower density residential (R-2) to

Map 2.3: Study Area Residential Proximity to Usable Green Space

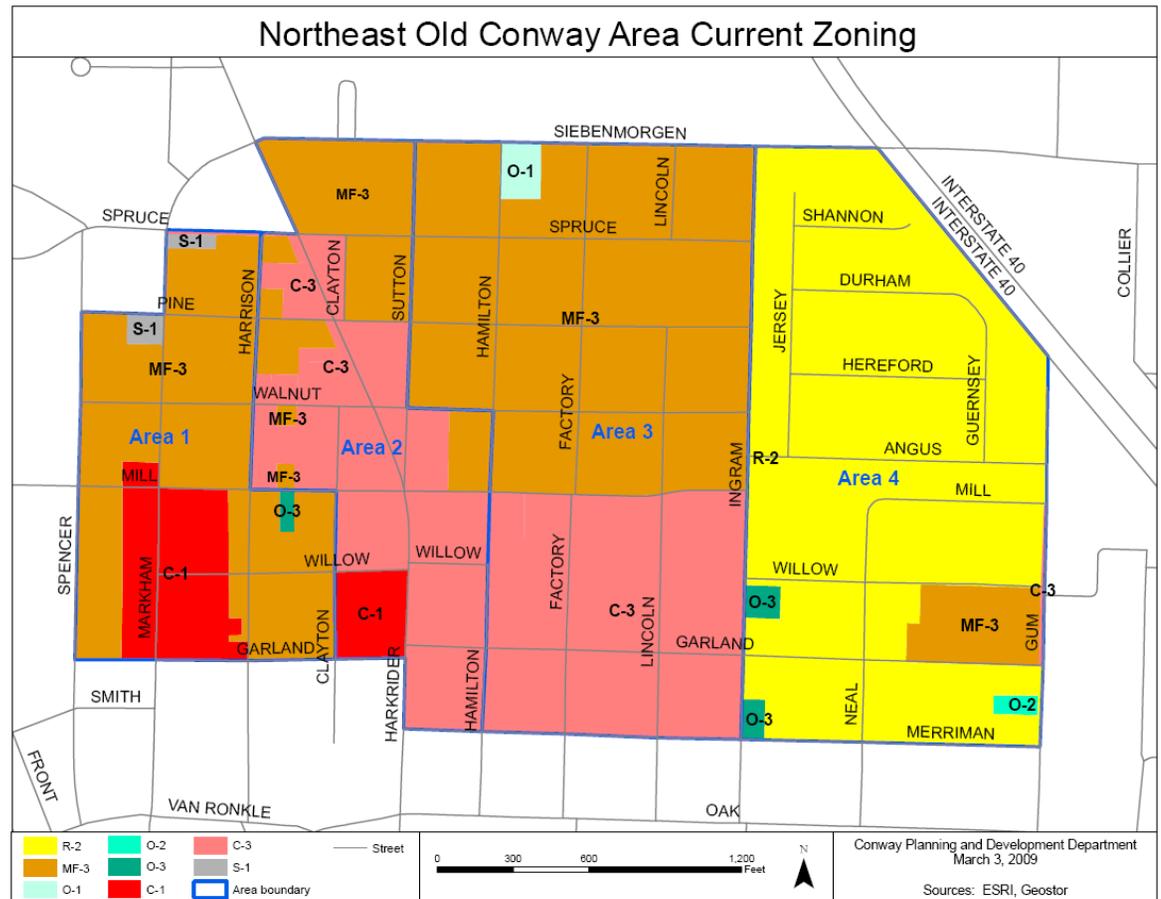


highway commercial (C-3) and includes significant high-density, multi-family housing (MF-3). No portion of the study area is presently zoned single-family residential (R-1), despite single-family residential being the primary use throughout much of the study area. Under current zoning standards, as many as 24 multi-family units can be built per acre in the MF-3 zone. The portion of the study area west of Ingram lies within the Old Conway Design Overlay District, which has the authority to evaluate and grant certificates of appropriateness to residential projects. The purpose of the evaluation process is to ensure that new developments are aesthetically and functionally compatible with the surrounding neighborhood. At this time, the Old Conway Design Overlay District does not extend beyond Ingram into the Brown-Erbacher neighborhood.

### Summary

Economic and housing trends, incompatible land use patterns, vacant and abandoned properties, a lack of uniformity in building styles, and zoning categories that do not match neighborhood development patterns are among the problems in the Northeast Old Conway Area cited in this chapter. Juxtaposed with the growth occurring on nearly every side of the area, the Northeast Old Conway Area is clearly in physical and economic decline. Revitalization efforts within the area should be based on an underlying long-range small-area plan that is supported by residents, property owners, planners, and City officials.

Map 2.4: Current Zoning



**Images from Northeast Old Conway**



Above: Small, cottage-style homes can still be found throughout the historic Pine Street neighborhood.

Below: Newer ranch-style home in the Pine Street neighborhood.



Above: Existing Harkrider Corridor streetscape, looking south from Pine Street. Harkrider is lined with commercial uses and lacks adequate pedestrian access in this area.



The former Bethel AME Church (above) and Jones Chapel AME Zion Church (right) are examples of churches built in a fashion similar to the houses in the area.



Harrison and Willow church of Christ (above) and Greater Pleasant Branch Missionary Baptist Church are examples of more modern church structures in the area.



Typical ranch-style house in Brown-Erbacher neighborhood.



Two-story duplexes facing Jersey in the Brown-Erbacher neighborhood.



Single-story duplex in the northeastern portion of the Brown-Erbacher neighborhood.



### 3. The Planning Process

The Northeast Old Conway Area planning process began in Summer 2008 with advisory group meetings. The advisory group consisted of representatives of the Planning and Development Department, Community Development Office, Mayor’s Office, City Council, and the Pine Street Area Community Development Corporation. The advisory group discussed problems within the neighborhood and potential solutions to those problems. Those meetings led to a series of community meetings at which stakeholders were invited to share their own visions of the area’s future.

#### Community Meeting 1

The first Northeast Old Conway Area Planning Project Community Meeting was organized by the Planning and Development Department and held on April 6, 2009, at Union Baptist Church in the Pine Street neighborhood. The meeting included a presentation, open forum, and small group exercise. The presentation made by the Planning and Development Department highlighted demographic and economic trends within the neighborhood and offered scenarios for a future redevelopment scheme. Attendees were invited to ask questions and offer comments throughout the presentation and afterwards. A representative from the City’s Community Development office was present to answer questions as well. The meeting concluded with a map exercise, in which participants broke into small groups and indicated community strengths and weaknesses on individual maps. More than 50 stakeholders attended the meeting. The Planning and Development Department presentation and map exercises are included in this document as Appendix A.

#### Planning Department Open House

The Planning and Development Department followed Community Meeting 1 with an Open House at Conway City Hall; the Open House began Tuesday, April 7, and ran through Friday, April 10, from 1:30 PM to 4:30 PM each day. The Open House event included a recap of the presentation given at Community Meeting 1, maps and other visual displays, and the opportunity for attendees to ask questions and offer suggestions. Five stakeholders visited the Open House.

#### Community Meeting 2

Community Meeting 2 was a citizen-led workshop, which allowed attendees to break into two groups to discuss concerns and goals among themselves. Group leaders included a Pine Street Neighborhood resident and an area business owner. Participants were urged to discuss the strengths and weaknesses of the Northeast Old Conway Area and offer their own ideas of *the perfect neighborhood*. Following the hour-long small group session, the group leaders presented their respective groups’ ideas to all in attendance. Strengths were social in scope and included family ties and history. Weaknesses tended to be more physical, ranging from unkempt vacant lots to a lack of traffic control measures. Attendees indicated that *the perfect neighborhood* would include sidewalks, improved infrastructure, and an active neighborhood watch. The concerns and goals presented by stakeholders at Community Meeting 2 form the basis of the Neighborhood Resources goal of the plan portion of the study and are prevalent throughout other portions of the plan as well. Table 3.1 includes a more detailed list of items discussed at Community Meeting 2. Highlights of the group exercise are also included in this document as Appendix B.

#### Division of Study Area into Sub-Areas

In order to keep the long-range plan manageable, readable, and easily accessible, the plan portion of the study delineates the Northeast Old Conway Area into four major sub-areas. The delineation is based on physical barriers, such as major streets, as well as historic boundaries. See

#### Community Meeting 1



Above: Community Meeting 1 attendees participate in “What Makes a Good Neighborhood” exercise.

Below: Small group exercise at Community Meeting 1.



Map 3.1 for a visual representation of the major areas. Throughout this study, the sub-areas will be referred to as the following:

- Area 1 is the **Markham Street Corridor**.
- Area 2 is the **Harkrider Corridor**.
- Area 3 is the **Pine Street Neighborhood**.
- Area 4, is the **Brown-Erbacher Neighborhood** (currently *Cowtown*).

### Goals and Objectives of the Plan

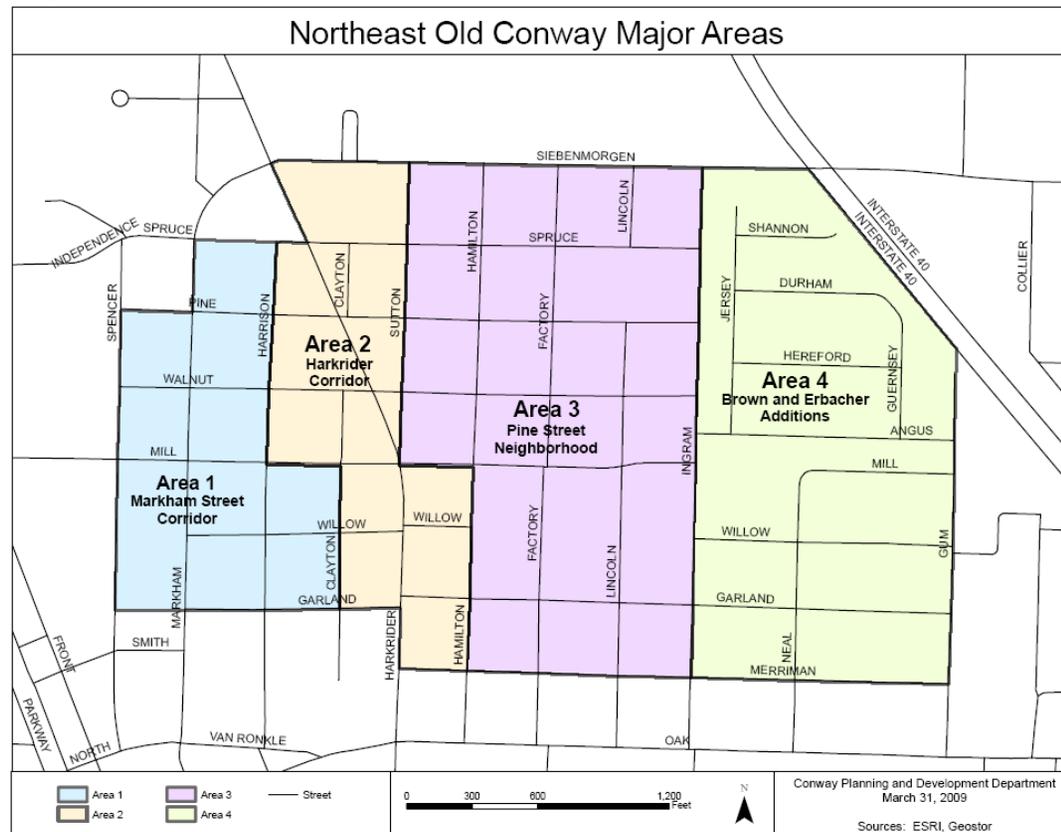
The plan portion of the *Northeast Old Conway Area Study* is based on six goals, each of which has a unique set of objectives. The goals are broadly categorized as: Neighborhood Character, Land Use, Transportation, Environment, Community Resources, and Community Development. The complete list of goals and objectives can be found in Table 3.2. Neighborhood character, land use, and transportation are covered for each sub-area in chapters four through seven. Environment is a

broad theme that encompasses the entire study area; chapter eight covers environmental preservation and enhancement. Chapter nine covers community resources. Community development is considered in the context of implementation strategies, which can be found in chapter ten.

**Table 3.1: Community Meeting 2 Issues List**

<p><b>Neighborhood Strengths</b></p> <ul style="list-style-type: none"> <li>People</li> <li>Churches</li> <li>Family ties</li> <li>History</li> </ul>
<p><b>Neighborhood Weaknesses</b></p> <ul style="list-style-type: none"> <li>Lack of traffic control</li> <li>Lack of police patrol</li> <li>Vacant lots</li> <li>Lack of code enforcement</li> <li>Vacant and deteriorated houses</li> <li>Perception of crime</li> <li>Unmaintained ditches</li> </ul>
<p><b>The Perfect Neighborhood</b></p> <ul style="list-style-type: none"> <li>Safe</li> <li>Sidewalks throughout</li> <li>Active neighborhood watch</li> <li>Streetlights</li> <li>Community garden</li> <li>Community center as focal point</li> <li>Increasing property values</li> <li>Conveniences (grocery store)</li> <li>New infrastructure</li> </ul>
<p><b>Reasonable Neighborhood Goals</b></p> <ul style="list-style-type: none"> <li>Revitalized existing homes</li> <li>Proactive residents</li> <li>Maintained property</li> <li>Additional parks</li> <li>Consistency among old and new homes</li> </ul>

**Map 3.1: Major Planning Areas**



**Table 3.2: Plan Goals and Objectives**

Northeast Old Conway Area Plan  
Goals and Objectives

**Neighborhood design that fosters a unique sense of place and provides a seamless transition between various areas within neighborhood**

- Identify characteristics of existing structures
- Determine standards for new structures to be consistent with existing structures
- Determine appropriate setbacks, lot dispositions, and building heights
- Apply rural-to-urban transect zones to determine appropriate neighborhood form
- Enhance standards for existing commercial areas to ensure aesthetic quality and compatibility with surrounding neighborhoods

**Land use scheme that allows for multiple types of land uses while protecting single-family residential neighborhoods from commercial encroachment**

- Identify viable single-family neighborhoods
- Designate appropriate uses within each rural-to-urban transect zone
- Ensure that designated uses are compatible internally within each zone and externally with surrounding zones

**Transportation scheme that supports desired neighborhood forms, enhances connectivity and accessibility, and provides for multiple modes of transportation**

- Identify areas that lack connectivity and accessibility
- Increase connectivity and accessibility opportunities by identifying areas appropriate for new streets and extensions
- Identify streets that reduce neighborhood functionality
- Identify areas appropriate for open alleyways and on-street parking
- Support alternative transportation by identifying areas appropriate for sidewalks and transit stops

**Neighborhood and structural designs that foster energy efficiency and protect local air and water quality**

- Support air quality protection and carbon emissions by identifying appropriate means of alternative transportation throughout neighborhood
- Support water quality protection by increasing the number and variety of low impact development techniques used within the neighborhood
- Identify programs that can assist residents in making their homes more energy efficient

**Neighborhoods in which culture and history are preserved, opportunities for recreation are available, and residents are empowered to make decisions about the neighborhood's future**

- Identify structures that may qualify for historic designation and funding opportunities
- Support increased recreational opportunities
- Support neighborhood organizations that foster identity, economic development, and safety within the neighborhood
- Support permanent neighborhood presence on local decision-making bodies

**Neighborhoods in which infrastructure is adequate for redevelopment, multiple types of housing are available, and home ownership is emphasized and attainable for people of every socioeconomic background**

- Identify problems with current infrastructure and support modernization
- Support pursuit of federal, state, and local infrastructure, housing, and small business funding opportunities
- Identify ways in which City can incentivize revitalization efforts
- Support progressive design methods that increase neighborhood safety
- Encourage strong police presence and stricter code enforcement



## C. Northeast Old Conway Area Plan

The Markham Street Corridor

The Harkrider Corridor

The Pine Street Neighborhood

The Brown-Erbacher Neighborhood

Environment

Neighborhood Resources



## 4. The Markham Street Corridor

Prior to the realignment of Harkrider Street, the Markham Street Corridor area was considered part of the Pine Street neighborhood. The street grid and remaining houses in the area reveal a pattern similar to that of the Pine Street neighborhood, indicating a continuity between the areas. However, the widening and realignment of Harkrider created a physical disconnect between the areas, leaving the area west of Harkrider somewhat isolated from the Pine Street neighborhood. The Markham Street Corridor area has moved from a mostly residential neighborhood to a mixed use neighborhood, where houses, vacant lots, churches, a large retailer, and several smaller commercial businesses coexist. New construction in the area in recent years has been limited to commercial and multi-family housing. Few—if any—single-family houses have been constructed in this area over the last several decades.

### Planning Area Delineation

The Markham Street Corridor area includes eleven blocks and is bounded by Pine, Spruce, and Mill on the north; Harrison and Clayton on the east; Garland on the south; and Spencer and Markham on the west. Markham is the primary north-south transportation avenue in this area; the east-west avenues appear to be used by comparable traffic volumes. Map 4.1 shows the Markham Street Corridor study area.

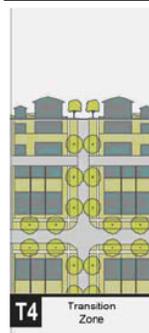
### Neighborhood Character

The entire Markham Street Corridor should be designated as a Transition (T4) transect zone and should follow the Old Conway Design Overlay District guidelines for a Transition zone. Generally, the area should include a mix of land

uses and building types, shallow to medium front yards, and adequate facilities for pedestrians. Image 4.1 gives a general overview of the desired character of the Transition Zone, while Image 4.2 and 4.3 show public frontages and building dispositions, respectively.

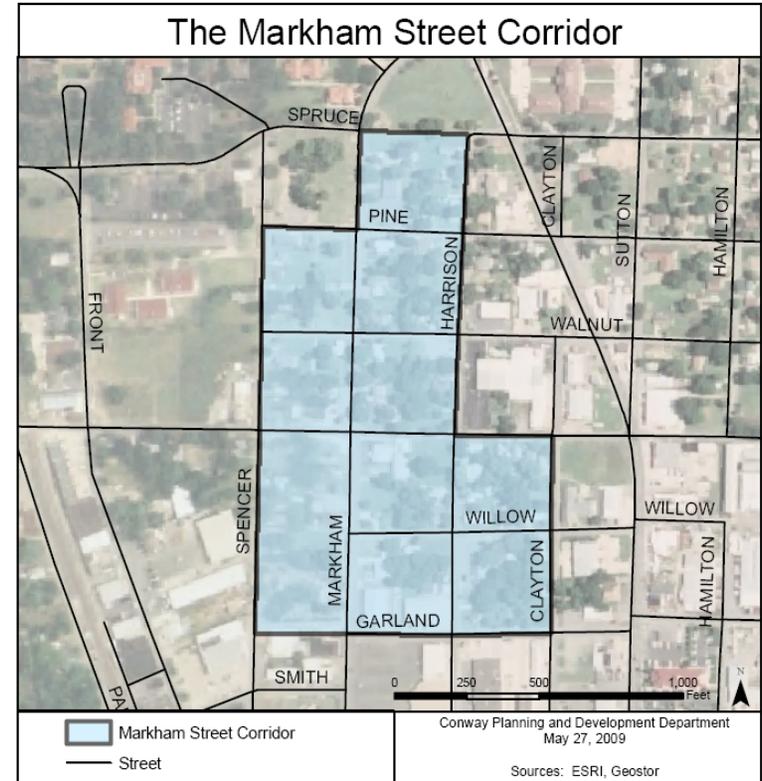
The Transition Zone is among the more flexible of the zones included in the rural-to-urban transect. Thus, there is not necessarily a single desired streetscape for streets included in the zone. Streetscapes may range from nearly sub-urban in character to highly urban, depending upon the street's function within the overall plan. Markham Street itself should support a more urban streetscape, complete with on-street parking and stoop frontages. Other streets within the corridor area will typically be less urban in nature, lacking on-street parking while supporting edgelyards, sideyards, and more suburban-oriented frontages such as porches.

**Image 4.1: Transition Zone Overview**



The T-4 Transition Zone consists of a mixed use but primarily residential urban fabric. It may have a wide range of buildings types: single, sideyard, and rowhouses. Setbacks and landscaping are variable. Streets with curbs and sidewalks define medium-sized blocks.

**Map 4.1: The Markham Street Corridor (Delineation)**



**General Character:** Mix of houses, townhouses, and small apartment buildings with scattered commercial activity; balance between landscaping and buildings; presence of pedestrians

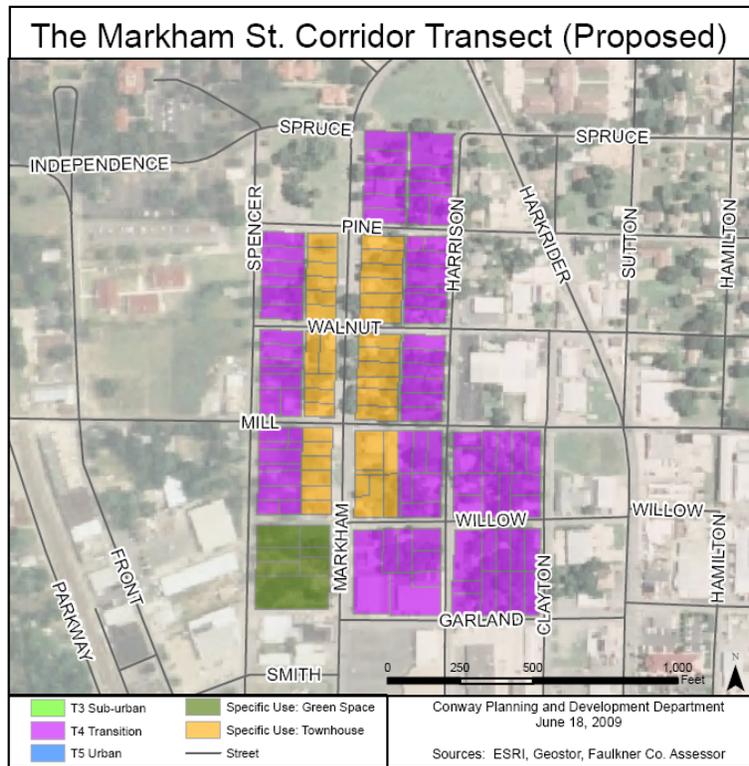
**Building Placement:** Shallow to medium front and side yard setbacks

**Frontage Types:** Porches, fences, dooryards

**Typical Building Height:** 2 to 3-story with a few taller mixed use buildings

**Type of Civic Space:** Squares, greens

**Map 4.2: The Markham Street Corridor Transect (Proposed)**



**Land Use**

The proposed land use scheme for the Markham Street Corridor area varies from a general use category to specific uses. While most of the area is suitable for a wide variety of uses, two areas are targeted for specific development types.

Typical Uses. Allowable land uses within the Markham Street Corridor should be limited to the following, though other uses may be allowed by condition if the City Council deems such uses appropriate:

- Flex building
- Apartment building
- Live-work unit
- Row house
- Duplex house
- Courtyard house
- Sideyard house
- Cottage
- House
- Accessory unit
- Inn (up to 12 rooms)
- Bed & breakfast (up to 5 rooms)
- School dormitory
- Office building
- Open-market building
- Retail building
- Display gallery
- Restaurant
- Kiosk
- Bus shelter
- Fountain or public art
- Library
- Playground
- Religious assembly
- Surface parking lot
- Kennel
- High school
- Elementary school
- Childcare center
- Fire station
- Police station
- Cemetery
- Funeral home
- Medical clinic

Specific Use: Townhouses. Map 4.2 designates three blocks fronting the east and west sides of Markham as appropriate for townhomes. The townhomes could take the shape of brownstone apartments, row houses, and/or live-work units.

Townhomes in this area should have an elevated stoop, have shallow setbacks, and be two to three stories in height. While attached units are preferred in order to maximize the number of units available, detached units may be necessary in order to keep the units affordable to a larger number of people. If the units must be detached, the space between units should not exceed the minimum required to meet fire and other building codes. On-street parallel parking and nearby amenities such as green space and retail should give the affected portion of Markham a unique streetscape and contribute to a lively street scene.

Specific Use: Green Space. Map 4.2 designates an existing scrap metal yard at the southwest corner of the study area as appropriate for community green space. The two and one-half acres included in the scrap metal yard site could house a retention pond; a creative secondary use of the pond could be as an amphitheater. Designated green space within the corridor area would serve several functions: 1) a stormwater retention area would help alleviate flooding problems on the north side of Downtown; 2) an amphitheater would provide an additional venue for outdoor events, such as concerts and plays; and 3) a small park would provide open space for residents of the Markham Street Corridor, the Hendrix College campus, and other local neighborhoods. Chapter nine discusses potential green space in the area in more detail.

**Transportation**

Proposed modifications to the transportation network in the Markham Street Corridor area include the opening and construction of alleyways, provisions for alternative transportation, and construction of on-street parking where appropriate.

Alleyways. The north-south alleyways parallel to Markham between Pine and Willow on the west and Pine and Garland on the east should be opened and built to provide access to the proposed townhomes on Markham. Access to homes and/or businesses on Spencer and Harrison could also be accessed from the alleyways. Map 4.3 shows proposed alleyway openings.

Alternative Transportation. Conway’s Bicycle Master Plan identifies the Markham Street Corridor as a *bicycle friendly neighborhood*. Low speed

limits and minimal traffic volume on most streets in the area should ensure that bicycle traffic moves through the neighborhood unimpeded. Heavier traffic volume on Markham may require the painting of *sharrows* on the roadway and prominent signage to indicate the presence of bicyclists; however, the proposed parallel parking on Markham would make that street not well-suited for dedicated bicycle lanes. Spencer Street, which is a less-traveled street that runs parallel to Markham, should be considered for a test case for a bicycle boulevard, which is a shared roadway that gives

**Image 4.2: Transition Zone Street Frontages**

	SECTION		PLAN	
	LOT PRIVATE FRONTAGE	R.O.W. PUBLIC FRONTAGE	LOT PRIVATE FRONTAGE	R.O.W. PUBLIC FRONTAGE
<b>Porch &amp; Fence:</b> a frontage wherein the façade is set back from the frontage line with an attached porch permitted to encroach. A fence at the frontage line maintains street spatial definition. Porches shall be no less than eight feet deep.				
<b>Terrace or Lightwell:</b> a frontage wherein the façade is set back from the frontage line by an elevated terrace or a sunken lightwell. This type buffers residential use from urban sidewalks and removes the private yard from public encroachment. Terraces are suitable for conversion to outdoor cafes.				
<b>Forecourt:</b> a frontage wherein a portion of the façade is close to the frontage line and the central portion is set back. The forecourt created is suitable for vehicular drop-offs. This type should be allocated in conjunction with other frontage types. Large trees within the forecourts may overhang the sidewalks.				
<b>Stoop:</b> a frontage wherein the façade is aligned close to the frontage line with the first story elevated from the sidewalk sufficiently to secure privacy for the windows. The entrance is usually an exterior stair and landing. This type is recommended for ground floor residential use.				
<b>Shopfront:</b> a frontage wherein the façade is aligned close to the frontage line with the building entrance at sidewalk grade. This type is conventional for retail use. It has a substantial glazing on the sidewalk level and an awning that should overlap the sidewalk to within two feet of the curb.				
<b>Gallery:</b> a frontage wherein the façade is aligned close to the frontage line with an attached cantilevered shed or a lightweight colonnade overlapping the sidewalk. This type is conventional for retail use. The gallery shall be no less than ten feet wide and should overlap the sidewalk to within two feet of the curb.				

### Streetscape Scenarios for The Markham Street Corridor




*T4 streetscape can range from more suburban (above) to more urban (right).*



*Above: T4 Single-family homes with porch and fence frontage.*



*Below: Traditional brownstone apartments with on-street parallel parking appropriate for Markham.*

preference to bicycle traffic through the implementation of traffic diversion devices that discourage cut-through motorized traffic.

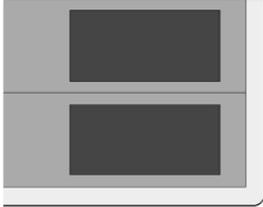
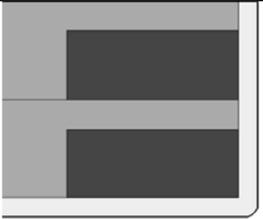
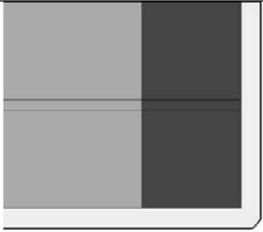
There is not a cohesive network of sidewalks within the Markham Street Corridor area. However, current Subdivision and Zoning Ordinance regulations require that new projects include sidewalks along all street frontage. As the Markham Street Corridor redevelops, residents and visitors can expect to see greater pedestrian access throughout the area.

**Street Width.** The typical width of streets within the Markham Street Corridor is 22 to 25 feet; typical street right-of-way is 40 feet. Markham Street itself, however, is approximately 36 feet from curb to curb and has a right-of-way of 80 feet, making it ideal for on-street parking. A widening

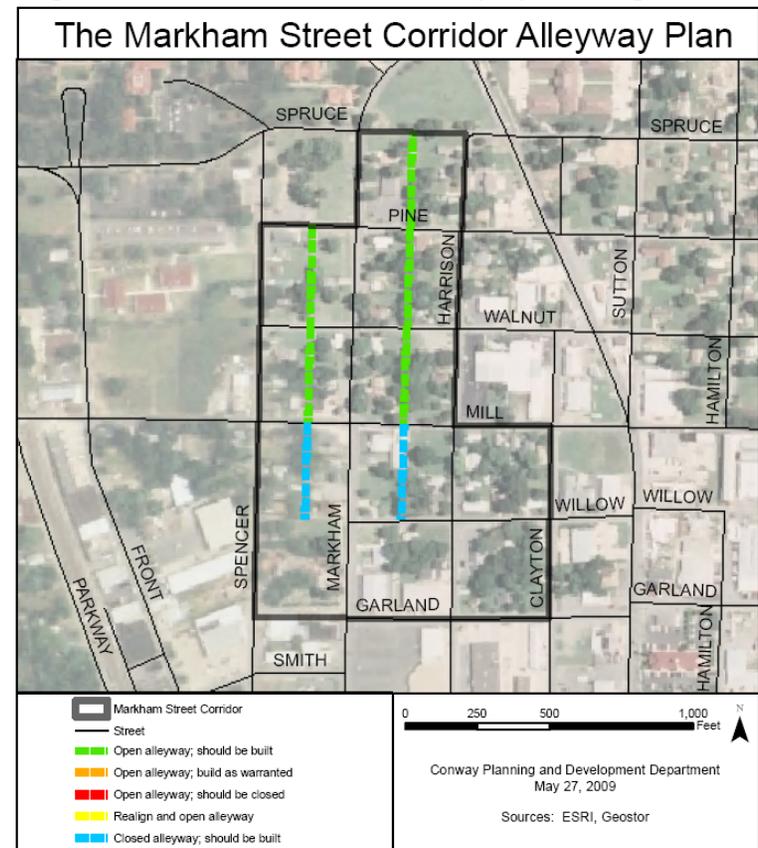
of the roadway within the confines of the existing right-of-way will allow on-street parking on both sides of Markham to accommodate local residents and their visitors as well as visitors to the proposed community green space.

**Street Cross-Sections.** Street cross-sections showing desired dimensions for Markham Street and typical neighborhood streets are included in this chapter as Images 4.4 and 4.5, respectively.

**Image 4.3: Transition Zone Building Dispositions**

<p><b>Edgeyard:</b> Specific types – single family house, cottage. A building that occupies the center of its lot with setbacks on all sides. This is the least urban of types as the front yard sets it back from the frontage, while the side yards weaken the spatial definition of the public thoroughfare space. The front yard is intended to be visually continuous with the yards of adjacent buildings. The rear yard can be secured for privacy by fences and a well-placed backbuilding.</p>		<p>T3 T4</p>
<p><b>Sideyard:</b> Specific types – Charleston single house, double house, zero lot line house, twin. A building that occupies one side of the lot with the setback to the other side. A shallow frontage setback defines a more urban condition. If the adjacent building is similar with a blank side wall, the yard can be quite private. This type permits systematic climatic orientation in response to the sun or the breeze. If a sideyard house abuts a neighboring sideyard house, the type is known as a twin or double house. Energy costs and sometimes noise are reduced by sharing a party wall in this disposition.</p>		<p>T4 T5</p>
<p><b>Rearyard:</b> Specific types – Townhouse, rowhouse, live-work unit, loft building, apartment house, mixed use block, flex building, perimeter block. A building that occupies the full frontage, leaving the rear of the lot as the sole yard. This is a very urban type as the continuous façade steadily defines the public thoroughfare. The rear elevations may be articulated for functional purposes. In its residential form, this type is the rowhouse. For its commercial form, the rear yard can accommodate substantial parking.</p>		<p>T4 T5</p>

**Map 4.3: The Markham Street Corridor Alleyway Plan (Proposed)**



## Street Cross-Sections for the Markham Street Corridor

Image 4.4: Cross-Section scenario for Markham Street between Pine and Willow Streets.

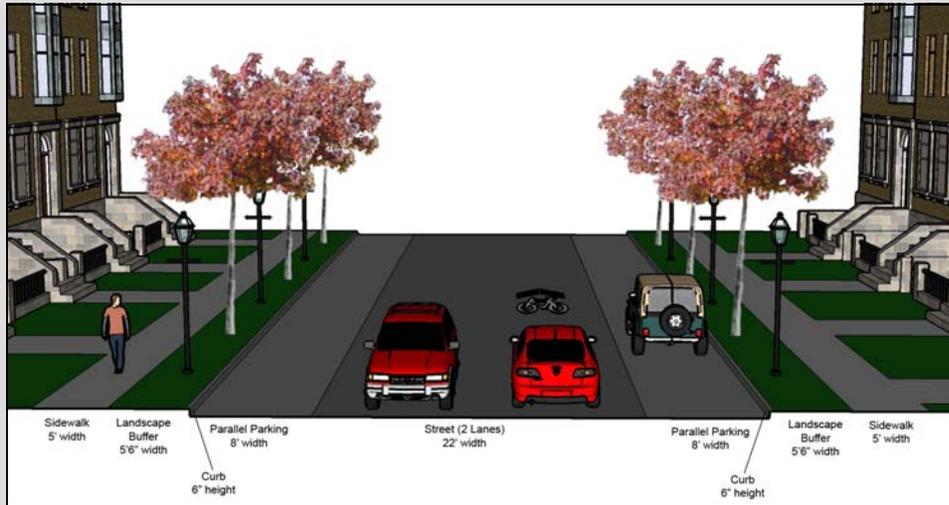
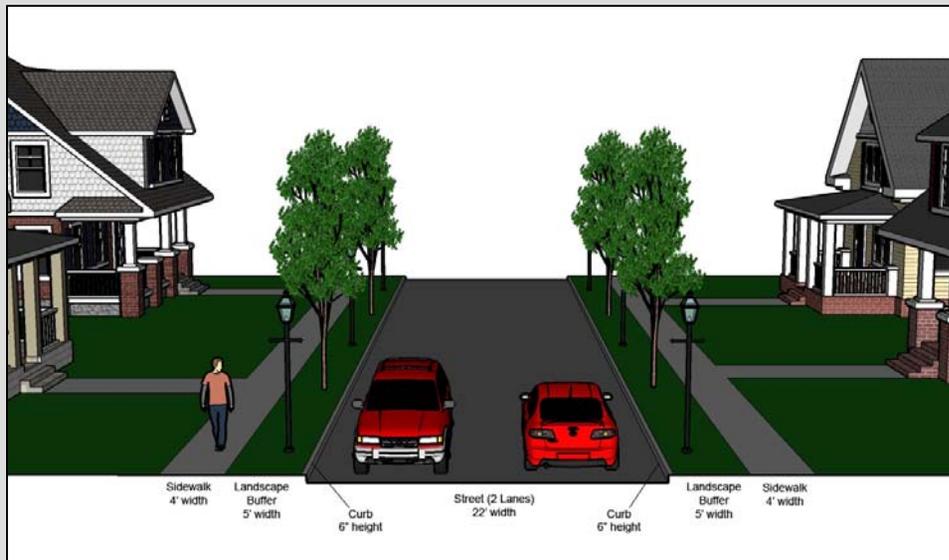


Image 4.5: Cross-Section scenario for typical streets within the Markham Street Corridor.





## 5. The Harkrider Corridor

Harkrider Street is one of Conway’s most heavily-traveled roadways with portions of the street serving as U.S. Highway 64, U.S. Highway 65, State Highway 365, or some combination of those highways. The portion of Harkrider that is included in the study area serves as both U.S. Highway 64 and U.S. Highway 65. Because Harkrider serves alternately as a U.S. highway and state highway, the Arkansas Highway and Transportation Department has control over changes to the roadway. Thus, this plan approaches Harkrider both cautiously and conservatively, offering proposals for changes primarily to the character of the structures lining the street rather than to the street itself.

### Planning Area Delineation

The Harkrider Corridor area includes roughly twelve blocks, several of which are irregularly shaped. The area is bounded by Siebenmorgen and Mill on the north; Sutton and Hamilton on the east; Merriman, Garland, and Mill on the south; and Clayton, Harrison, and Harkrider on the west. Harkrider is the primary north-south avenue in this area, having an average daily traffic count of 18,600 vehicles at its intersection with Mill Street; the east-west avenues appear to be used by comparable traffic volumes. Map 5.1 shows the Harkrider Corridor study area.

### Neighborhood Character

The entire Harkrider Corridor should be designated as an Urban (T5) transect zone and should follow the Old Conway Design Overlay District guidelines for an Urban zone. The Urban zone should support higher density structures, a variety of frontages, various building heights, and

adequate facilities for pedestrians. Image 5.1 gives a general overview of the desired character of the Urban Zone, while Images 5.2 and 5.3 show public frontages and building dispositions, respectively. The typical streetscape in the Urban zone should include wide sidewalks and support heavy traffic volumes and pedestrian activity. Typically, the Urban zone would support parallel parking on at least one side of the street. However, none of the streets in the Harkrider Corridor can adequately accommodate on-street parking at this time. Further, as previously mentioned, Harkrider’s status as a U.S. highway makes it unlikely that on-street parking could be accommodated in the future.

### Land Use

The Urban zone allows a wide variety of uses including residential, lodging, commercial,

Map 5.1: The Harkrider Corridor (Delineation)

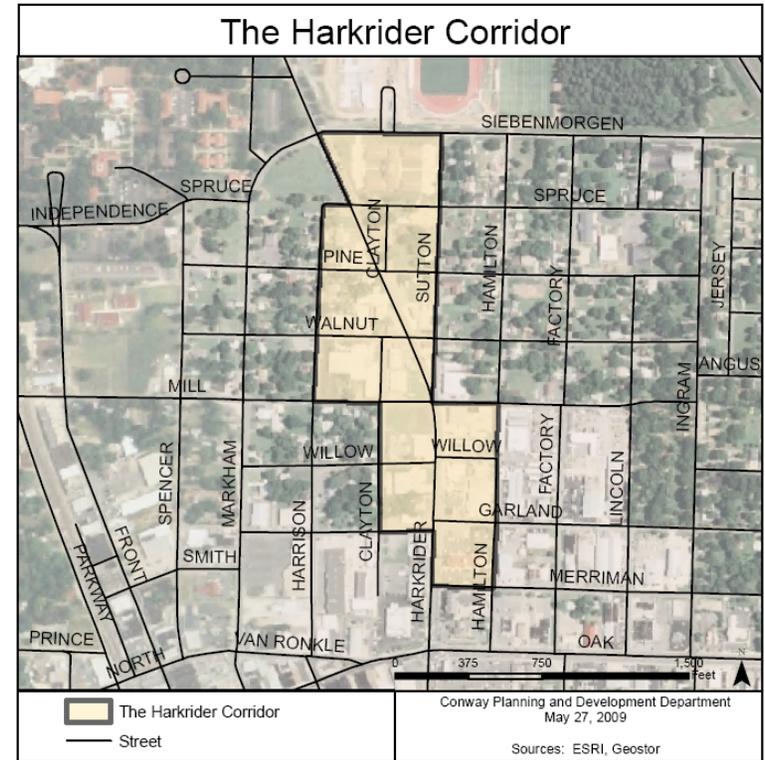
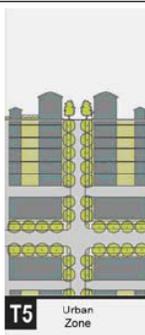


Image 5.1: Urban Zone Overview



The T-5 Urban Zone consists of higher density mixed use buildings that accommodate retail, offices, rowhouses, and apartments. It has a tight network of streets with wide sidewalks, steady street tree plantings, and buildings set close to the sidewalks.

**General Character:** Shops mixed with townhouses, larger apartment houses, offices, workplaces, and civic buildings; predominantly attached buildings; trees within public right-of-way; substantial pedestrian activity

**Building Placement:** Shallow setbacks or none; buildings oriented to street defining a street wall

**Frontage Types:** Stoops, storefronts, galleries

**Typical Building Height:** 3 to 5-story with some variation

**Type of Civic Space:** Parks, plazas, and squares; median landscaping



redeveloped. Map 5.4 shows the alleyway plan for the Harkrider Corridor area.

Alternative Transportation. Conway’s Bicycle Master Plan identifies Harkrider Street as appropriate for *sharrows*, which would indicate to drivers that they must share the roadway with bicyclists. Other streets within the Harkrider Corridor area are identified by the as *bike friendly* by the Bicycle Master Plan.

Excepting short, separated portions of sidewalks along Harkrider itself, the Harkrider Corridor area lacks sidewalks. In fact, long stretches of Harkrider have no sidewalks on either side; the abundance of curb cuts and parking lots coupled with the lack of sidewalks makes Harkrider a decidedly unfriendly street for pedestrian activity.

Due to the construction of traffic circles on Harkrider near The Village at Hendrix (north of the study area), sidewalks will be built along Harkrider on the northernmost end of the study area. However, from Oak to Siebenmorgen, the availability of sidewalks along Harkrider will remain limited without intervention from the Arkansas Highway and Transportation Department. Sidewalks should be built along Harkrider and all other streets within the Harkrider Corridor area. As these streets redevelop, sidewalks must be built in accordance with the Subdivision and Zoning Ordinances. In the case of Harkrider, the City should encourage the State to build sidewalks on both sides of the street to allow and encourage pedestrian activity.

**Image 5.2: Urban Zone Street Frontages**

	SECTION		PLAN	
	LOT PRIVATE FRONTAGE	R.O.W. PUBLIC FRONTAGE	LOT PRIVATE FRONTAGE	R.O.W. PUBLIC FRONTAGE
<b>Terrace or Lightwell:</b> a frontage wherein the façade is set back from the frontage line by an elevated terrace or a sunken lightwell. This type buffers residential use from urban sidewalks and removes the private yard from public encroachment. Terraces are suitable for conversion to outdoor cafes.				
<b>Forecourt:</b> a frontage wherein a portion of the façade is close to the frontage line and the central portion is set back. The forecourt created is suitable for vehicular drop-offs. This type should be allocated in conjunction with other frontage types. Large trees within the forecourts may overhang the sidewalks.				
<b>Stoop:</b> a frontage wherein the façade is aligned close to the frontage line with the first story elevated from the sidewalk sufficiently to secure privacy for the windows. The entrance is usually an exterior stair and landing. This type is recommended for ground floor residential use.				
<b>Shopfront:</b> a frontage wherein the façade is aligned close to the frontage line with the building entrance at sidewalk grade. This type is conventional for retail use. It has a substantial glazing on the sidewalk level and an awning that should overlap the sidewalk to within two feet of the curb.				
<b>Gallery:</b> a frontage wherein the façade is aligned close to the frontage line with an attached cantilevered shed or a lightweight colonnade overlapping the sidewalk. This type is conventional for retail use. The gallery shall be no less than ten feet wide and should overlap the sidewalk to within two feet of the curb.				

### Streetscape Scenarios for The Harkrider Corridor



*T5 streetscape is characterized by narrow setbacks and high density.*



*Street trees, shopfront frontages, and mixed modes of transportation contribute to a lively street scene in a T5 zone.*



*Typical mixed use building in a T5 zone.*

The study area should also be included in any discussion about future bus transit in Conway. Depending upon the selected route(s), bus stops and shelters should be prominent along Harkrider. While an objective of the Northeast Old Conway Area Study is to create a well-functioning neighborhood that is connected with Downtown and The Village at Hendrix, study area residents should also have quick access to other major shopping and dining areas including Conway Commons (Oak at Elsinger), Conway Towne Center (Skyline at Interstate 40), and Conway Market Place (Dave Ward at Hogan).

**Traffic Calming.** Traffic volume and speed along Harkrider pose significant threats to pedestrian activity within the larger study area. Traffic

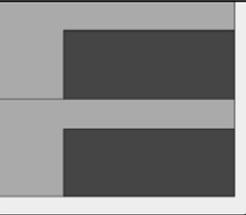
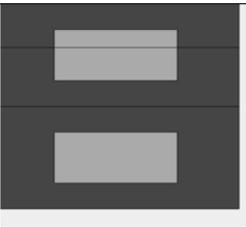
calming measures that will make the corridor more pedestrian-friendly should be considered in order to slow traffic and give pedestrians a safe place for crossing the street. The City Engineer should work in conjunction with the Arkansas Highway and Transportation Department to assess the need for traffic calming along Harkrider and propose alternate solutions for increasing safety and efficiency.

**Street Width.** Aside from Harkrider Street, the roadways within the Harkrider Corridor area range from 22 to 24 feet in width. Harkrider itself is approximately 40 feet from curb to curb and is the only four-lane street within the study area. No

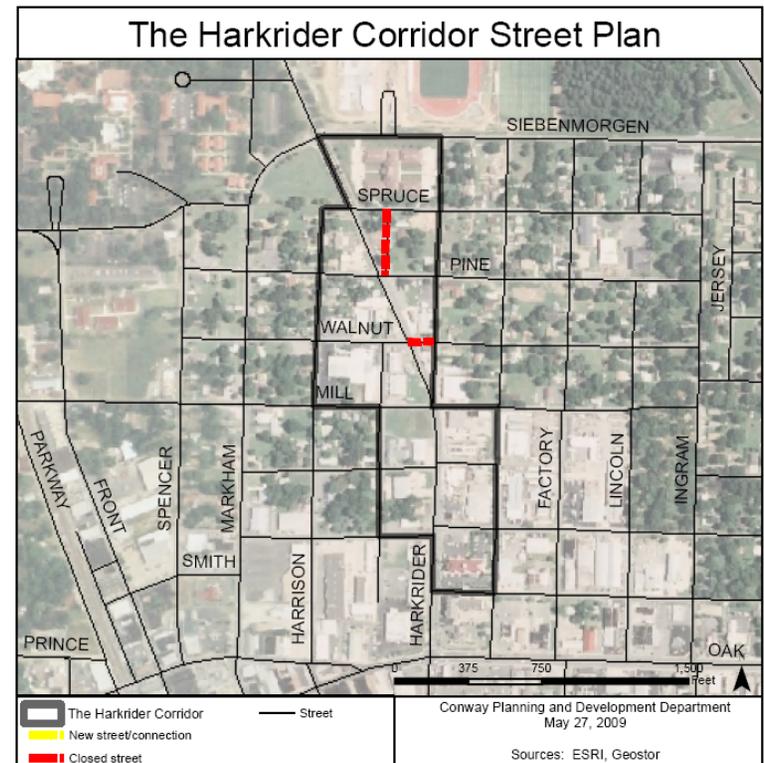
changes are recommended for any street widths in the Harkrider Corridor area.

**Street Cross-Sections.** Street cross-sections showing desired dimensions for Harkrider and typical neighborhood streets are included in this chapter as Images 5.4 and 5.5, respectively.

**Image 5.3: Urban Zone Building Dispositions**

<p><b>Sideyard:</b> Specific types – Charleston single house, double house, zero lot line house, twin. A building that occupies one side of the lot with the setback to the other side. A shallow frontage setback defines a more urban condition. If the adjacent building is similar with a blank side wall, the yard can be quite private. This type permits systematic climatic orientation in response to the sun or the breeze. If a sideyard house abuts a neighboring sideyard house, the type is known as a twin or double house. Energy costs and sometimes noise are reduced by sharing a party wall in this disposition.</p>		<p>T4 T5</p>
<p><b>Rearyard:</b> Specific types – Townhouse, rowhouse, live-work unit, loft building, apartment house, mixed use block, flex building, perimeter block. A building that occupies the full frontage, leaving the rear of the lot as the sole yard. This is a very urban type as the continuous façade steadily defines the public thoroughfare. The rear elevations may be articulated for functional purposes. In its residential form, this type is the rowhouse. For its commercial form, the rear yard can accommodate substantial parking.</p>		<p>T4 T5</p>
<p><b>Courtyard:</b> Specific types – Patio house. A building that occupies the boundaries of its lot while internally defining one or more private patios. This is the most urban of types, as it is able to shield the private realm from all sides while strongly defining the public thoroughfare. Because of its ability to accommodate incompatible activities, masking them from all sides, it is recommended for workshops, lodging and schools. The high security provided by the continuous enclosure is useful for crime-prone areas.</p>		<p>T5</p>

**Map 5.3: The Harkrider Corridor Street Plan (Proposed)**

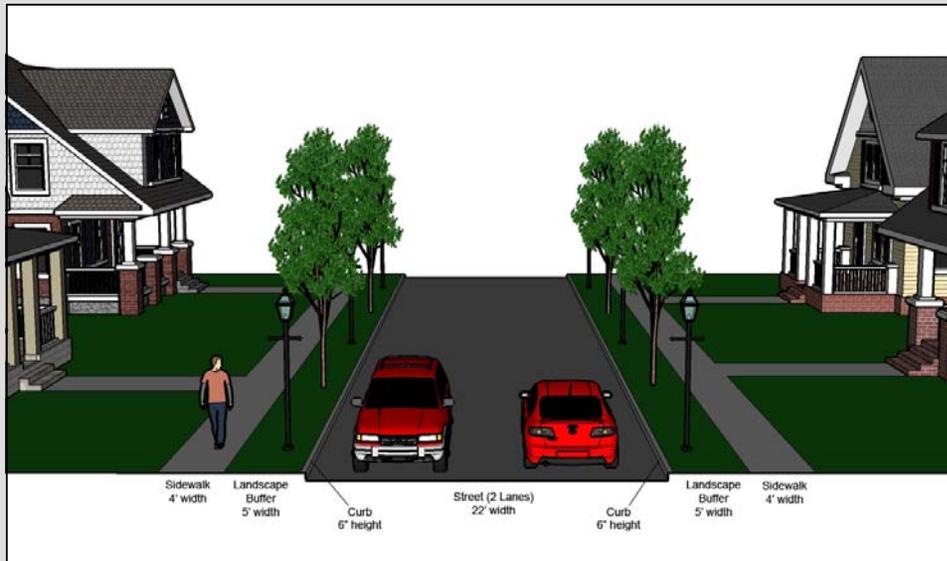


### Street Cross-Sections for the Harkrider Corridor

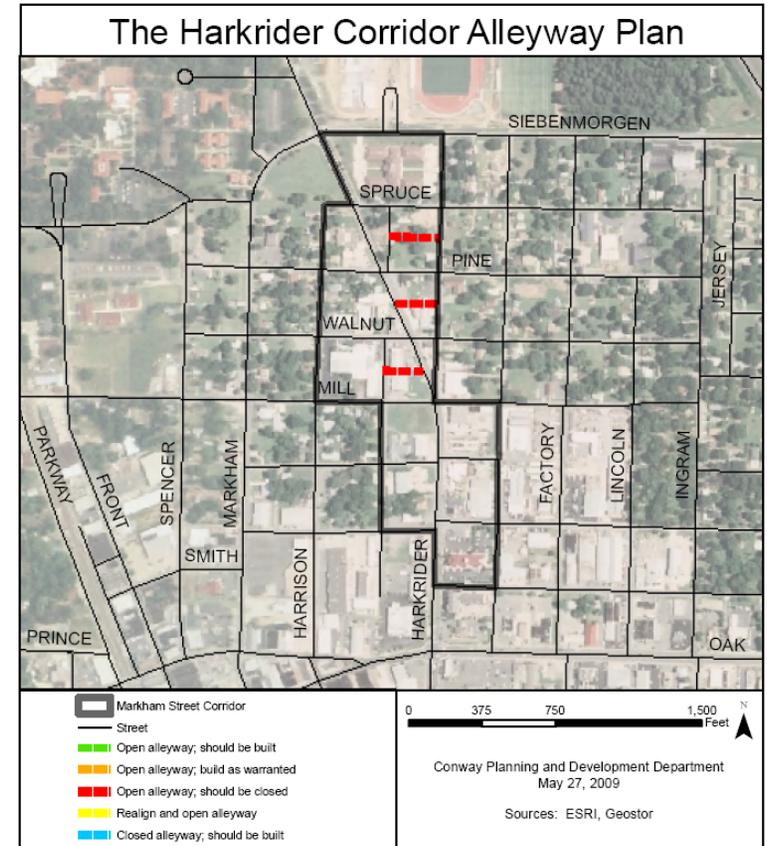
Image 5.4: Cross-Section scenario for Harkrider Street.



Image 5.5: Cross-Section scenario for typical streets within the Harkrider Corridor.



Map 5.4: The Harkrider Corridor Alleyway Plan (Proposed)





## 6. The Pine Street Neighborhood

The heart of the Pine Street neighborhood is the Pine Street School, which sits on the northeast corner of Pine and Factory Streets. For decades, the school served students in the predominantly African-American Pine Street Neighborhood; many current area residents attended Pine Street School and fondly remember it as the area's educational, social, and cultural hub. The Pine Street School—which ceased operation as a school in the late 1960s—is now part of the Greater Pleasant Branch Missionary Baptist Church campus. The corner of Pine and Factory Streets continues to be the central gathering place for neighborhood residents.

### Planning Area Delineation

For the purposes of this plan, the Pine Street neighborhood consists of 25 blocks, 17 of which are approximately 300' by 300' and are laid out on a traditional street grid. Structural expansions and subsequent street closures have resulted in several blocks being merged, particularly the blocks between Mill and Garland Streets. The Pine Street Neighborhood is bounded by Siebenmorgen on the north; Ingram on the east; Merriman and Mill on the south; and Hamilton and Sutton on the west. Ingram and Factory are the only north-south streets with uninterrupted through-access between Siebenmorgen and Oak; Ingram appears to carry the highest north-south traffic volume. The east-west avenues appear to be used by comparable traffic volumes. Map 6.1 shows the Pine Street Neighborhood study area.

### Neighborhood Character

The northernmost, westernmost, and southernmost edges of the study area should be

designated as Transition (T4) transect zones and should follow the Old Conway Design Overlay District guidelines for Transition zones. Generally, the area should include a mix of land uses and building types, shallow to medium front yards, and adequate facilities for pedestrians. Image 4.1 (in chapter four) gives an overview of the characteristics of the Transition zone.

The remaining portion of the study area should be designated as a Sub-urban (T3) zone and should follow the Old Conway Design Overlay District guidelines for a Sub-urban zone. The Sub-urban zone is typically characterized by lower density, greater setbacks, lower building heights, and stricter use limitations than the Urban or Transition zones. Image 6.1 gives a general overview of the desired character of the Sub-urban zone, while Images 6.2 and 6.3 show public frontages and building dispositions, respectively.

Map 6.1: The Pine Street Neighborhood (Delineation)

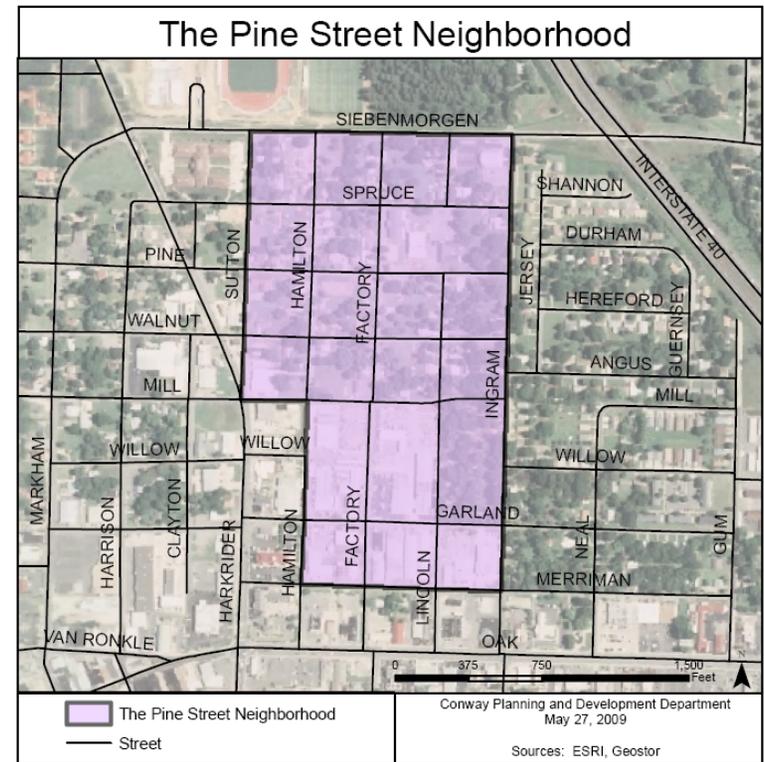


Image 6.1: Sub-urban Zone Overview



The T-3 Sub-Urban Zone consists of low density residential areas, adjacent to higher zones that allow some mixed use. Home occupations and outbuildings are allowed. Planting is naturalistic and setbacks are relatively deep. Blocks may be large and the roads irregular to accommodate natural conditions.

**General Character:** Lawns and landscaped yards surrounding detached single-family houses; pedestrians occasionally

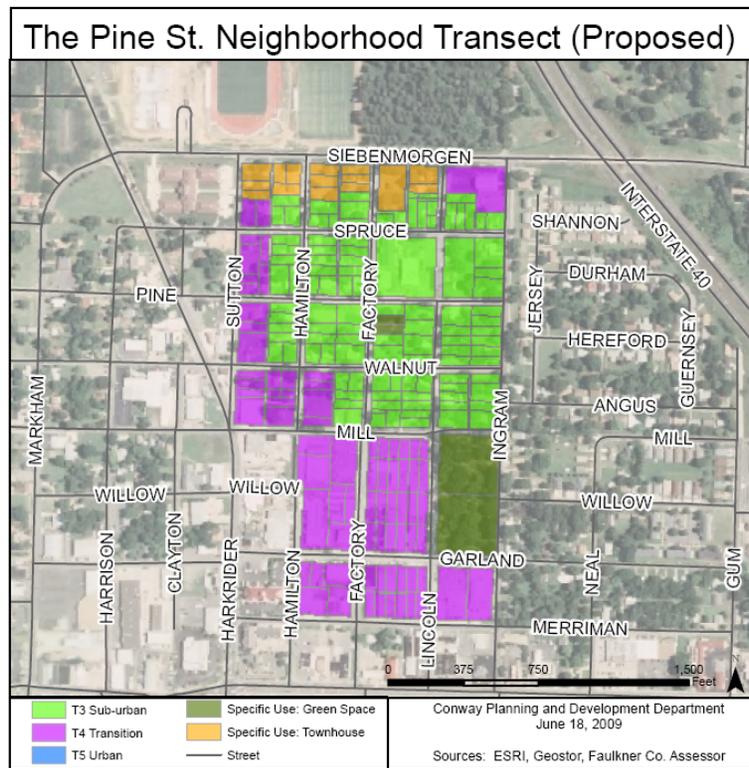
**Building Placement:** Large and variable front and side yard setbacks

**Frontage Types:** Porches, fences, and naturalistic tree planting

**Typical Building Height:** 1 to 2-story with some 3-story

**Type of Civic Space:** Parks, greenways

**Map 6.2: The Pine Street Neighborhood Transect (Proposed)**



Streetscapes within the Transition and Sub-urban zones may be similar, as edgards are allowable in both zones. Along Siebenmorgen and Sutton (both T4 Transition zones), the streetscape should be slightly more urban in nature with buildings positioned closer to the roadway. The southern portion of the study area, which is also designated as a Transition zone, currently supports commercial and light industrial activity; gradual changes to the streetscape should make this area fit better with the surrounding neighborhood. A future Oak Street Corridor study should further explore redevelopment opportunities for this area.

**Land Use**

Typical Uses. The southern portion of the study area, which is designated as a Transition zone, is appropriate for the following uses:

- Flex building
- Apartment building
- Live-work unit
- Row house
- Duplex house
- Courtyard house
- Sideyard house
- Cottage
- House
- Accessory unit
- Inn (up to 12 rooms)
- Bed & breakfast (up to 5 rooms)
- School dormitory
- Office building
- Open-market building
- Retail building
- Display gallery
- Restaurant
- Kiosk
- Bus shelter
- Fountain or public art
- Library
- Playground
- Religious assembly
- Surface parking lot
- Kennel
- High school
- Elementary school
- Childcare center
- Fire station
- Police station
- Cemetery

- Funeral home
- Medical clinic

The central portion of the study area is designated as a Sub-urban Zone and is appropriate for a more limited list of uses which includes:

- Live-work unit
- Sideyard house
- Cottage
- House
- Accessory unit
- Elementary school
- Childcare center
- Bed and breakfast (up to 5 rooms)
- Live-work unit
- Open-market building
- Fire station
- Cemetery
- Bus shelter
- Fountain or public art
- Outdoor auditorium
- Playground
- Religious assembly

Specific Use: Townhouses. Map 6.2 designates three blocks of frontage along Siebenmorgen (between Sutton on the west and Lincoln on the east) as appropriate for townhomes. The townhomes would provide a buffer between heavily-traveled Siebenmorgen and the single-family residential portion of the Pine Street neighborhood, while also creating a more urban streetscape for Siebenmorgen. The townhomes could take the shape of brownstone apartments, row houses, and/or live-work units. Townhomes in this area should have an elevated stoop, have medium setbacks, and be two to three stories in height. Townhomes may be either attached or detached; if detached, the space between the units should not exceed the minimum required for fire and other

building codes. Due to its limited width, high traffic volume, and speed, Siebenmorgen is not appropriate for on-street parking at this time. Thus, the townhomes would have to be accessed solely from rear alleyways. The Hendrix College campus and The Village at Hendrix development on the north side of Siebenmorgen would provide residents of the townhomes the typical amenities that residents of urbanized housing expect.

**Specific Use: Green Space.** Two small playgrounds near the intersection of Pine and Factory Streets currently serve the Pine Street Neighborhood. A playground at the southeastern corner of the intersection includes a small pavilion and basketball court. A second playground on the north side of the Pine Street Neighborhood Outreach Center is equipped for smaller children. Both of these playgrounds should be maintained and enhanced in order to better serve neighborhood residents. Vacant city-owned property to the east of the Pine Street Neighborhood Outreach Center could serve as a community garden; chapter nine includes a more detailed discussion of this proposed use.

## Transportation

Proposed modifications to the transportation network in the Pine Street Neighborhood include the opening and construction of alleyways, provisions for alternative transportation, and installation of traffic-calming devices if necessary.

**Alleyways.** The Pine Street neighborhood study area presently has several open alleyways that have never been built. Five of the open alleyways should be built as blocks within the area are redeveloped. Those alleyways include: a north-south alleyway on the block bounded by Spruce, Hamilton, Pine, and Sutton; a north-south alleyway on the block bounded by Spruce, Factory, Pine, and Hamilton; a north-south alleyway on the block bounded by Pine, Hamilton, Walnut, and Sutton; a north-south alleyway on the block bounded by Walnut, Hamilton, Mill, and Sutton; and a north-south alleyway on the block bounded by Walnut, Factory, Mill, and Hamilton. Alleyways are particularly useful in neighborhoods with narrow lots that have limited street frontage, such as the Pine Street Neighborhood; built alleyways would allow property owners to construct rear garages or carports, rather than having a significant portion of street frontage consumed by these structures. The

**Image 6.2: Sub-urban Zone Street Frontages**

	SECTION		PLAN	
	LOT PRIVATE FRONTAGE	R.O.W. PUBLIC FRONTAGE	LOT PRIVATE FRONTAGE	R.O.W. PUBLIC FRONTAGE
<b>Common Yard:</b> a planted frontage wherein the façade is set back substantially from the frontage line. The front yard created remains unfenced and is visually continuous with adjacent yards, supporting a common landscape. The deep setback provides a buffer from the higher speed thoroughfares.				
<b>Porch &amp; Fence:</b> a planted frontage wherein the façade is set back from the frontage line with an attached porch permitted to encroach. A fence at the frontage line maintains street spatial definition. Porches shall be no less than eight feet deep.				

## Streetscape Scenarios for The Pine Street Neighborhood



*Possible scenario for Siebenmorgen frontage. Townhomes, rowhouses, and/or live-work units could live the area and create a clear transition between the Hendrix College campus and the Pine Street neighborhood.*



*Above and below: Examples of traditional narrow-lot homes suitable for a historic area such as the Pine Street neighborhood.*



three blocks shown as appropriate for townhomes in Map 6.2 would require east-west alleyways in order to create an urban frontage along Siebenmorgen. The present lot alignment on these blocks is north-south; thus, the affected lots would have to be reconfigured to accommodate the desired use and form. Map 6.3 shows proposed alleyway changes.

Alternative Transportation. Conway’s Bicycle Master Plan identifies the Pine Street neighborhood as a bicycle friendly neighborhood. Low speed limits and minimal traffic volume on most streets in the area should ensure that bicycle traffic moves through the neighborhood unimpeded. The Bicycle Master Plan identifies both Siebenmorgen and Ingram as appropriate for *sharrows*, which would indicate to drivers that they must share the roadway with bicyclists.

There is not a cohesive network of sidewalks within the Pine Street neighborhood. However, current Subdivision and Zoning Ordinance regulations require that new projects include sidewalks along all street frontage. As the Pine Street neighborhood redevelops, residents and visitors can expect to see greater pedestrian access throughout the area. In the meantime, the City could consider allocating a portion of *in-lieu* sidewalk funds for the construction of a sidewalk network within the neighborhood.

Traffic Calming. Neighborhood residents report that speeding vehicular traffic along Pine and

Factory Streets poses a threat to the safety of children making their way to and from neighborhood playgrounds. Attendees at Community Meeting 2 recommended that the City consider installing speed bumps in this area to slow speeding traffic. The City Engineer should monitor traffic flow in this area and determine whether any traffic calming devices would be appropriate. If the City Engineer makes a positive recommendation, the City should install the device(s) recommended by the City Engineer.

Street Width. The typical width of streets within the Markham Street Corridor is 22 to 25 feet; typical street right-of-way is 40 feet. A major exception is Mill Street, which has a 53-foot right-of-way in the study area. No changes are recommended for any street widths in the Pine Street neighborhood.

Street Cross-Sections. Street cross-sections showing desired dimensions for Siebenmorgen and typical neighborhood streets are included in this chapter as Images 6.4 and 6.5, respectively.

Map 6.3: The Pine Street Neighborhood Alleyway Plan (Proposed)

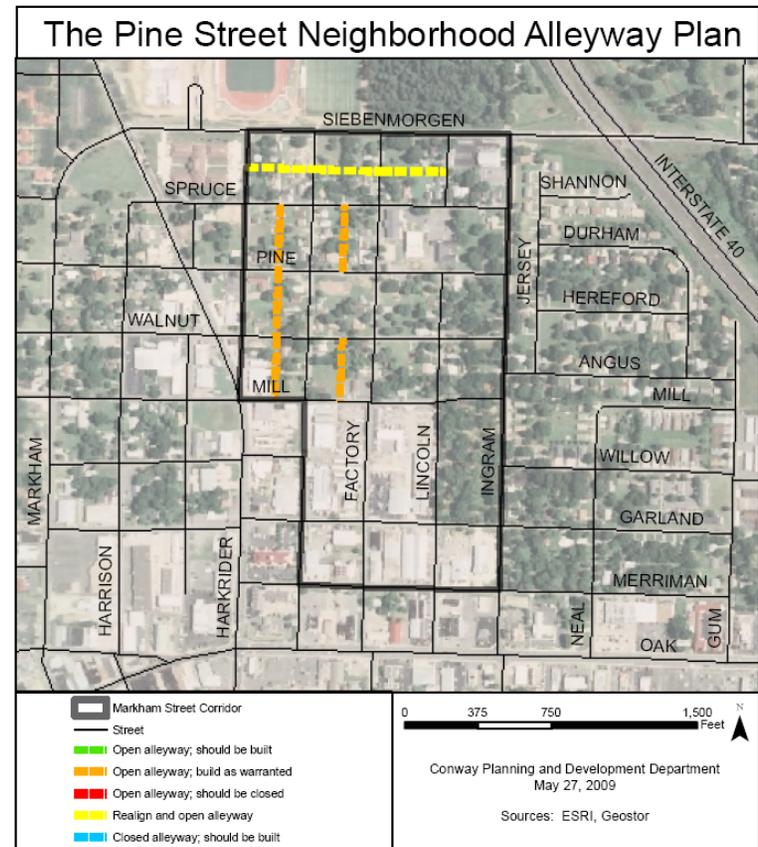


Image 6.3: Transition Zone Building Dispositions

**Edgeyard:** Specific types – single family house, cottage. A building that occupies the center of its lot with setbacks on all sides. This is the least urban of types as the front yard sets it back from the frontage, while the side yards weaken the spatial definition of the public thoroughfare space. The front yard is intended to be visually continuous with the yards of adjacent buildings. The rear yard can be secured for privacy by fences and a well-placed backbuilding.

## Street Cross-Sections for the Pine Street Neighborhood

Image 6.4: Cross-Section scenario for Siebenmorgen Road.

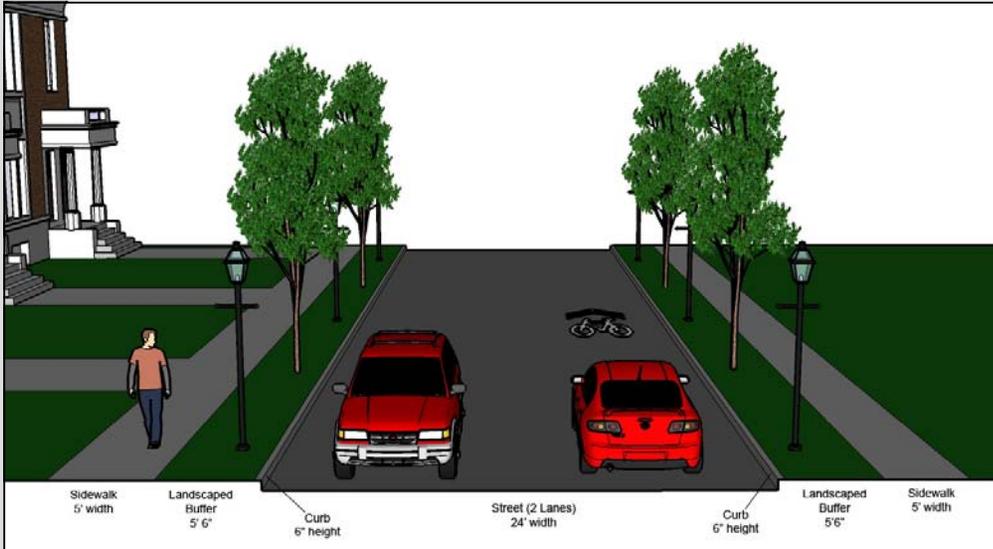
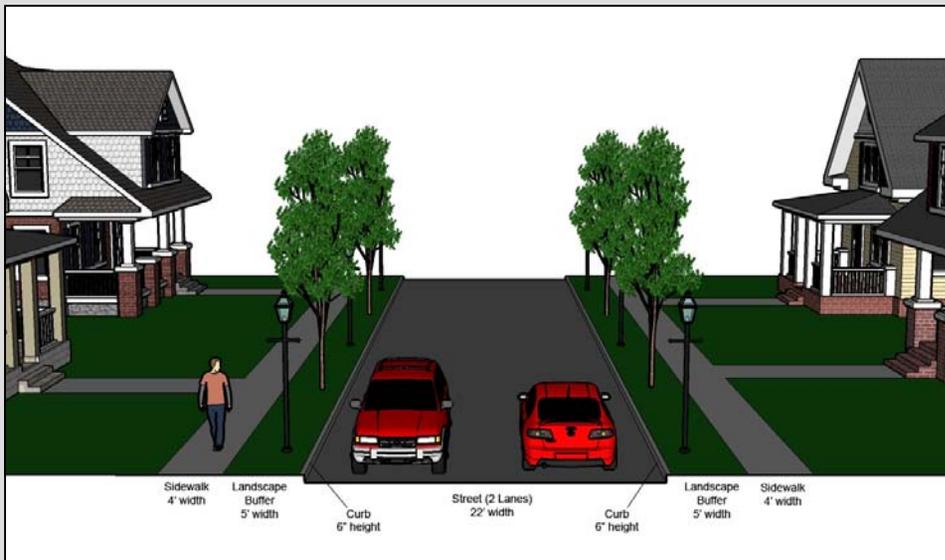


Image 6.5: Cross-Section scenario for typical streets within the Pine Street Neighborhood.





## 7. The Brown-Erbacher Neighborhood

The Brown-Erbacher Neighborhood is the easternmost portion of the Northeast Old Conway Area. Popularly known as *Cowtown*, the neighborhood takes its nickname from its previous history as pasture land and its cattle-related street names, such as *Jersey* and *Angus*. The neighborhood is diverse in physical character and land use and includes commercial businesses, single-family ranch-style homes, duplexes, apartments, townhomes, and mobile homes. The neighborhood's proximity to Interstate 40 makes portions of the neighborhood highly visible to passers-by. Brown-Erbacher has been plagued by a relatively high crime rate for several years and is physically and—in some aspects—socially disconnected from the Pine Street neighborhood.

### Planning Area Delineation

The Brown-Erbacher Neighborhood is not laid out on a traditional urban street grid. The study area consists of approximately 65 acres and is bounded by Siebenmorgen on the north; Interstate 40 on the northeast; Gum on the east; Merriman on the south; and Ingram on the west. Ingram is the predominant north-south avenue. Angus, which serves as the entryway to the northern half of the study area, is the primary east-west avenue for the northern half, while Willow, Garland, and Merriman on the south appear to be used by comparable traffic volumes. Map 7.1 shows the Brown-Erbacher Addition study area.

### Neighborhood Character

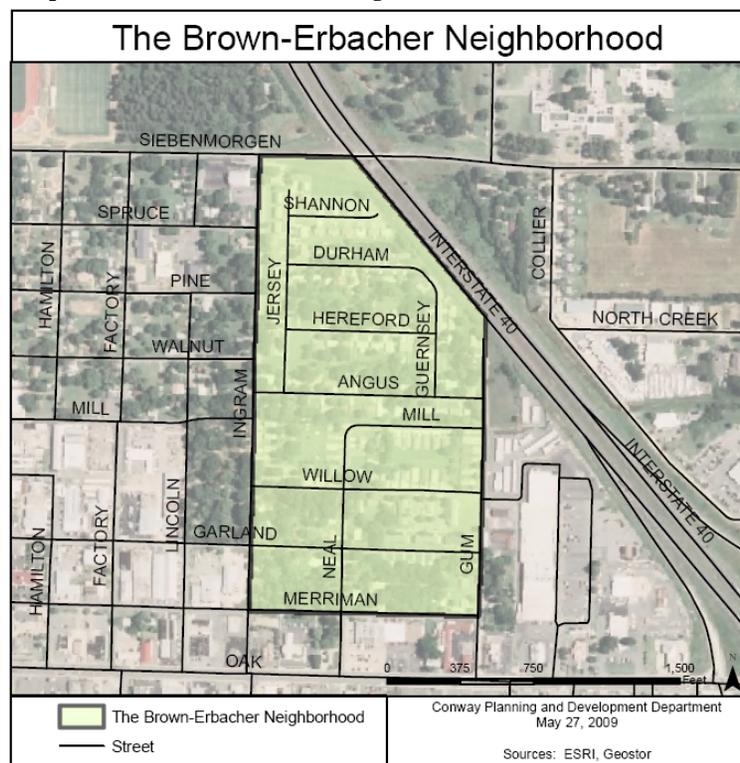
The northern, eastern, and southern portions of the Brown-Erbacher Neighborhood should be designated as Transition (T4) transect zones and should follow the Old Conway Design

Overlay District guidelines for Transition zones. Generally, the area should include a mix of land uses and building types, shallow to medium front yards, and adequate facilities for pedestrians. Image 4.1 gives a general overview of the desired character of the Transition Zone, while Images 4.2 and 4.3 show public frontages and building dispositions, respectively.

The remaining portion of the study area should be designated as a Sub-urban (T3) zone and should follow the Old Conway Design Overlay District guidelines for a Suburban zone. The Sub-urban zone is typically characterized by lower density, greater setbacks, lower building heights, and stricter use limitations than the Urban or Transition zones. Image 6.1 provides an overview of the desired character of the Sub-urban zone; Images 6.2 and 6.3 show public frontages and building dispositions, respectively.

Streetscapes within the Transition and Sub-urban zones may be similar, as edgyards are allowable in both zones. The southern portion of the study area, which is designated as a Transition zone, currently supports commercial and light industrial activity; gradual changes to the streetscape should make this area fit better with the surrounding neighborhood. A future Oak Street Corridor study should further explore redevelopment opportunities for this area.

Map 7.1: The Brown-Erbacher Neighborhood (Delineation)



### Land Use

Typical Uses. The northern, eastern, and southern portions of the study area, which are designated as Transition zones, are appropriate for the following uses:

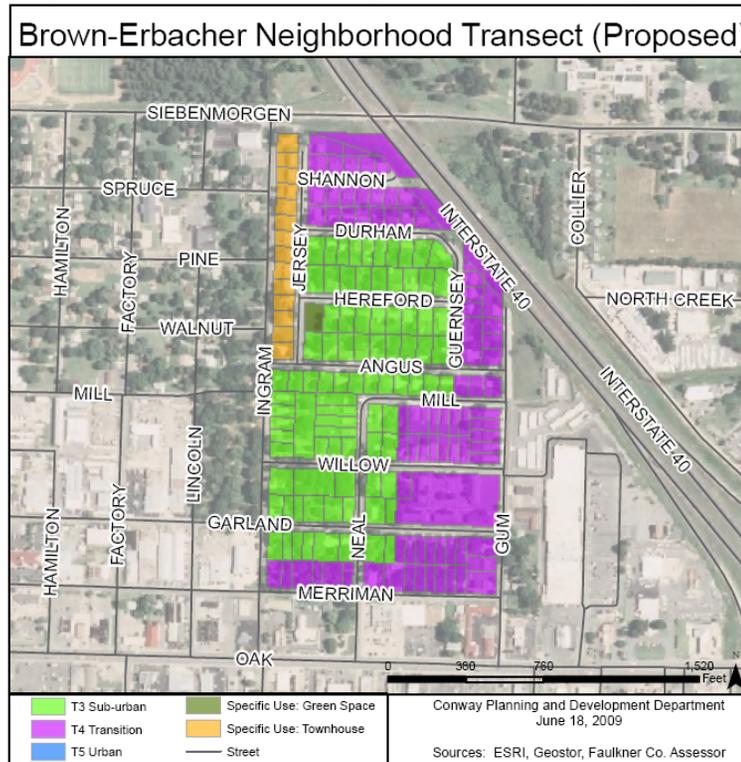
- Flex building
- Apartment building
- Live-work unit
- Row house
- Duplex house
- Courtyard house
- Sideyard house

- Cottage
- House
- Accessory unit
- Inn (up to 12 rooms)
- Bed and breakfast (up to 5 rooms)
- School dormitory
- Office building
- Open-market building
- Retail building
- Display gallery
- Restaurant
- Kiosk
- Bus shelter
- Fountain or public art
- Library
- Playground
- Religious assembly
- Surface parking lot
- Kennel
- High school
- Elementary school
- Childcare center
- Fire station
- Police station
- Cemetery
- Funeral home
- Medical clinic

- Childcare center
- Bed & breakfast (up to 5 rooms)
- Live-work unit
- Open-market building
- Fire station
- Cemetery
- Bus shelter
- Fountain or public art
- Outdoor auditorium
- Playground
- Religious assembly

**Specific Use: Townhouses.** Map 7.2 designates the strip of land bounded by Siebenmorgen, Jersey, and Ingram as appropriate for townhomes. The

**Map 7.2: The Brown-Erbacher Neighborhood Transect (Proposed)**



The central portion of the study area currently has a mix of housing types. This area is designated as a Sub-urban Zone and is appropriate for a more limited list of uses which includes:

- Live-work unit
- Sideyard house
- Cottage
- House
- Accessory unit
- Elementary school

### Streetscape Scenarios for The Brown-Erbacher Addition



Townhomes facing single-family homes on a sub-urban street. A similar streetscape could be achieved on Ingram, where townhomes on the east side of the street would serve as a visual separation between the Brown-Erbacher and Pine Street neighborhoods.



Example of multi-family housing suitable for a T4 zone.



Live-work units are permitted in any of the three zones included in the study. The units are multi-story and have private entrances (in this rendering, the various colored doors) for the residential portions of the units.

townhomes would create a visual delineation between the Pine Street and Brown-Erbacher neighborhoods and provide a sensible use for an awkwardly-shaped strip of property. The townhomes could take the shape of brownstone apartments, row houses, and/or live-work units. Townhomes in this area should have an elevated stoop, have shallow setbacks, and be two to three stories in height. Townhomes may be either attached or detached; if detached, the space between the units should not exceed the minimum required for fire and other building codes. Because the strip of land between Ingram and Jersey is not wide enough to accommodate an alleyway, residents and visitors should access the townhomes from Jersey, which—while serving as a public street—would also serve as a *de facto* alleyway for rear access to the townhomes.

**Specific Use: Green Space.** The Brown-Erbacher Neighborhood is somewhat isolated from neighborhood and community green and recreational space. Neighborhood children and other residents should be served by a small neighborhood park. A centrally-located vacant lot or pair of lots near the intersection of Jersey and Hereford would be ideal for a small park consisting of a pavilion and playground. One such lot is identified on Map 7.2.

**Transportation**

Proposed modifications to the transportation network in the Brown-Erbacher Neighborhood include the construction of new street segments to better connect the neighborhood and provisions for alternative transportation.

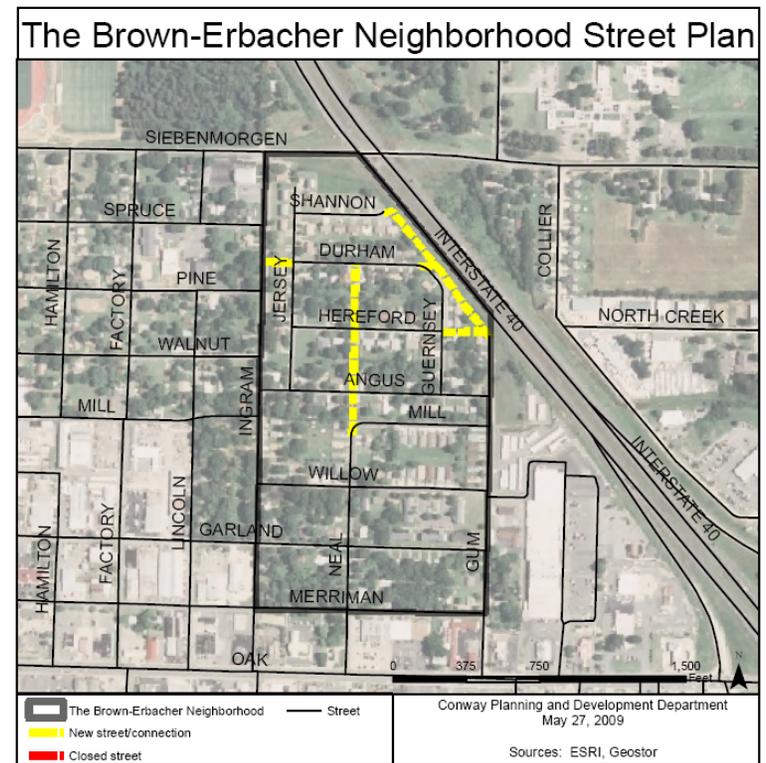
**Connectivity.** Additional street connections are needed in the Brown-Erbacher neighborhood, which has two dead-end streets (Shannon and

Jersey) and an irregular street layout. At present, the area north of Angus is minimally connected and has no north, east, or west access. Accessibility from the north is impossible because of the proximity to the Siebenmorgen bridge across Interstate 40, and accessibility from the east is impossible because of Interstate 40. An additional access point should be considered on the west to connect Durham through Jersey to Ingram. This would give residents, visitors, and emergency vehicles an additional entryway into the Brown-Erbacher neighborhood. Within the study area, additional connections would make the area more accessible to residents and visitors. Ideally, Neal should be extended to Durham, Hereford should be extended to Gum, and Gum should be extended to Shannon to create a more open, better-connected neighborhood. Map 7.3 shows proposed street connections.

**Alleyways.** There are no open alleyways in the Brown-Erbacher Neighborhood. Because of the relatively young, ranch-style housing stock that predominates the neighborhood, it is unlikely that alleyways would be practical in this area. However, should any large-scale redevelopment occur within the area, the feasibility and desirability of alleyways should be reexamined.

**Alternative Transportation.** Conway’s Bicycle Master Plan identifies both Siebenmorgen and Ingram as appropriate for *sharrows*, which would indicate to drivers that they must share the roadway with bicyclists. The Bicycle Master Plan does not

Map 7.3: The Brown-Erbacher Neighborhood Street Plan (Proposed)



call for any changes to be made within the interior of the Brown-Erbacher Neighborhood at this time.

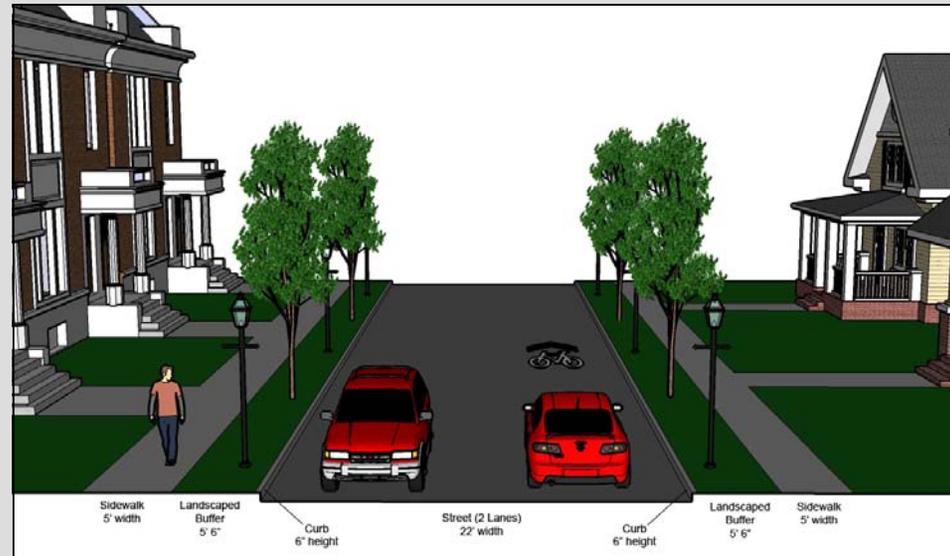
There is not a cohesive network of sidewalks within the Brown-Erbacher neighborhood. However, current Subdivision and Zoning Ordinance regulations require that new projects include sidewalks along all street frontage. As the Brown-Erbacher Neighborhood redevelops, residents and visitors can expect to see greater pedestrian access throughout the area. In the meantime, the City could consider allocating a portion of *in-lieu* sidewalk funds for the construction of a sidewalk network within the neighborhood.

**Street Width.** The typical width of streets within the Brown-Erbacher neighborhood is 22 to 25 feet; typical street right-of-way is 40 feet. No changes are recommended for any street widths in the Pine Street neighborhood.

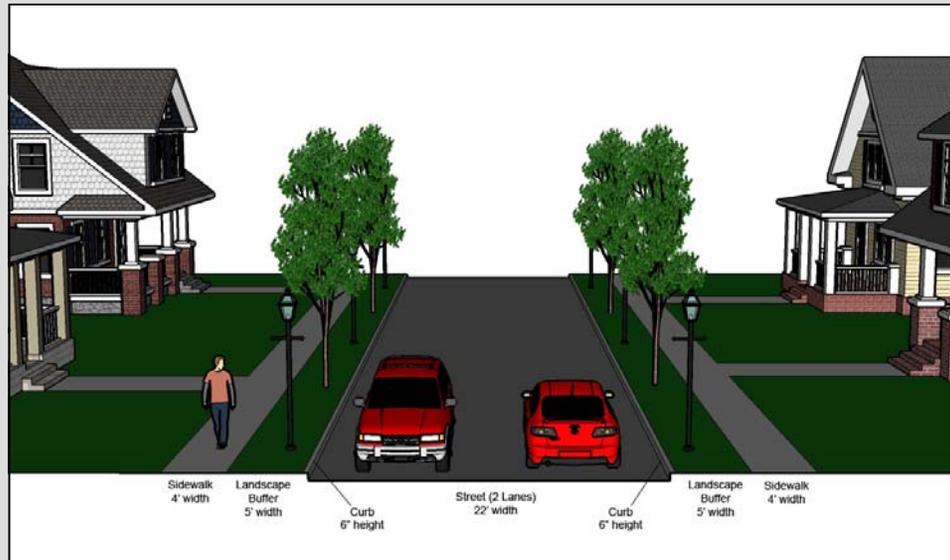
**Street Cross-Sections.** Street cross-sections showing desired dimensions for Ingram and typical neighborhood streets are included in this chapter as Images 7.1 and 7.2, respectively.

### Street Cross-Sections for the Brown-Erbacher Neighborhood

**Image 7.1: Cross-Section scenario for Ingram Street.**



**Image 7.2: Cross-Section scenario for typical streets within the Brown-Erbacher Neighborhood.**



## 8. Environment

Environmental protection is an important component of any plan. While the Northeast Old Conway Area does not include any major waterbodies or have any localized air quality problems, the area can have significant impacts on local water and air quality. This chapter includes practical suggestions for environmental protection and enhancement; the suggestions in this chapter apply to the entire study area.

### Protecting Air Quality

By increasing alternative transportation options, a redeveloped Northeast Old Conway Area can help improve Conway’s air quality and reduce local carbon emissions. A prominent and well-connected sidewalk network will make workplaces and nearby amenities more easily accessible for pedestrians. Further, *sharrows* for bicyclists and a public transit system will encourage alternative means of transportation and help reduce residents’ and visitors’ dependence on automobiles. Benefits of alternative transportation include: less traffic congestion; safer conditions for drivers, pedestrians, and bicyclists; a healthier lifestyle; and a more vibrant street scene.

### Protecting Water Quality

A primary threat to water quality is stormwater runoff, which results from rainwater not percolating into the ground. As runoff makes its way to storm drains, it flows over the ground and impervious surfaces, collecting debris, chemicals, and other pollutants. These pollutants make their way through the storm drain system to local water bodies, where they pose serious threats to water quality and fish habitats. Even areas far removed from waterbodies—such as the Northeast Old

Conway Area—can have negative impacts on local and regional waterbodies. The effects of stormwater runoff can be mitigated through the implementation of low impact development (LID) techniques such as porous paving, bioswales, and green roofs. Besides protecting water quality, neighborhood-scale LID techniques—when implemented properly—can also lead to a redistribution of stormwater, thus easing flooding problems. Table 8.1 lists LID techniques that are appropriate for the study area. Among the options that should be considered by developers and builders:

- New homes could include rain gardens that catch rooftop and surface runoff.
- Accessory buildings could have rain barrels or other LID mechanisms to reduce rooftop runoff.
- Built alleys could include bioswales which run the length of the alley on both sides.
- Where possible, bioswales could be installed along neighborhood streets to provide relief to the stormwater drainage system.

- New buildings in the Harkrider Corridor area and large buildings in the other three areas could include green roofs and/or other LID tools such as pervious parking or bioswales.

Large-scale developments are encouraged to follow the lead of Conway Corporation, which is implementing LID techniques at its new Engineering Building site on South Harkrider.

### Energy Efficiency

Where possible, new homes and other structures should adhere to the Leadership in Energy and Environmental Design (LEED) construction standards and EnergyStar operating standards. LEED is a certification system developed by the U.S. Green Building Council that scores building projects on nine criteria: sustainable sites, water efficiency, energy and atmosphere, materials and resources, indoor environmental quality, locations and linkages, awareness and education, innovation in design, and regional priority. Presently, there are no LEED-certified projects in Conway, though two local projects are registered with the U.S. Green Building Council.

**Table 8.1: Low Impact Development Techniques**

Low Impact Development Techniques					
Technique	New Residential	New Commercial	New Accessory	Streets	Alleys
Bioretention Curb Extension				X	X
Bioswale				X	X
Permeable Paving	X	X	X		
Rain Barrel	X	X	X		
Rain Garden	X	X	X		
Rooftop Garden (Green Roof)		X			
Tree Box Filter	X	X	X		

The EnergyStar program, which is a joint venture of the U.S. Environmental Protection Agency and the U.S. Department of Energy, offers a certification in energy efficiency for both residences and businesses. Energy efficient products—including office equipment, electronics, heating and cooling devices, appliances, lighting, and windows—are considered by the EnergyStar program. In addition, Conway Corporation offers the EnergySmart designation for homes that include effective insulation, high-performance windows, tightly-sealed construction and ductwork, high-efficiency heating and cooling equipment, high-efficiency lighting and appliances, and low-flow water products.

### **Weatherization**

The Community Action Program for Central Arkansas (CAPCA) presently serves as the local subgrantee of the Arkansas Weatherization Program. The program is funded by the U.S. Department of Energy and administered at the state level by the Arkansas Department of Human Services. Qualified households may be eligible for a range of weatherization services including replacement of broken windows, caulking and weather-stripping doors and windows, insulating walls and attics, and improving the efficiency of heating and cooling equipment. Weatherized homes typically consume less energy and see significant savings on utility bills. The Weatherization Program should be promoted by CAPCA, the City, and Conway Corporation within the neighborhood—particularly among lower-income households—as an energy and cost-saving measure.

Much of the study area's appeal to potential developers, buyers, and renters is its proximity to Downtown. By installing sidewalks

and making streets safer and more inviting for bicyclists, the City could contribute to the creation of a lively street scene between the study area and Downtown while—at the same time—improving local air quality by reducing reliance on automobiles. Implementation of low impact development techniques and the construction of energy-efficient structures could make the study area a showpiece for the region.

## 9. Community Resources

This chapter examines historic preservation efforts within the study area as well as an assessment of and recommendations for community facilities, community organizations, and green space. While the study area is rich in cultural and historical significance that shape the area's past, it is also home to several active churches and the Pine Street Area Community Development Corporation, which are the will play a significant role in shaping its future.

### Historic Preservation

A recent attempt to list the entire Pine Street neighborhood on the National Register of Historic Places was unsuccessful. However, several structures within the area have both historic and cultural significance for Conway and, particularly, its African-American community. Those structures include the Pine Street School on the northeast corner of Pine and Factory and the older churches that are scattered throughout the neighborhood. While these facilities likely cannot obtain National Register designation for their architecture alone, it may be possible to obtain such designation based primarily on cultural significance. The Rosenwald School in eastern Perry County is a local example of a structure that has been included in the National Register due largely to cultural—rather than architectural—significance. The City and the Pine Street organizations should work together to pursue such a designation for any structures deemed eligible, particularly the Pine Street School. Funding from federal and state historic organizations could assist the community in maintaining and enhancing the school and other eligible structures as community cultural treasures.

### Community Facilities

The study area is home to at least eleven churches and several other community facilities including a free medical clinic, a city-owned outreach center, and two small playgrounds. The Pine Street Neighborhood Outreach Center at the southeast corner of Pine and Factory includes office space currently occupied by Police and Code Enforcement and a small meeting room appropriate for community group meetings; the Pine Street Area Community Development Corporation meets at the outreach center monthly.

At the Community Meetings, attendees noted that the study area lacks a recreational facility and an adequate community center. In fact, residents must travel to the Don Owen Sports Complex on Lower Ridge Road or the McGee Center on College for indoor recreational opportunities. At this time, a large, indoor recreational facility similar to the Don Owen or McGee Centers would be impractical for the study area due to the acreage that such a facility would require. However, the following should be considered in order to ensure that area residents have adequate recreational opportunities:

- Improve existing recreational facilities to include options for youth and adults of all ages.
- Support efforts by nonprofit organizations to improve youth programs and recreational opportunities in the area.
- Encourage Hendrix College to open its recreational facilities to neighborhood residents and create a fee structure that is sensitive to various income levels.



*Stakeholders at both Community Meetings supported the idea of a community garden in the study area. Pictured is the Conway Community Garden at the McGee Center in West Conway.*

- Create a new multi-purpose park on Markham that will be easily accessible to residents, particularly those west of Harkrider.
- Encourage the City's Parks and Recreation Department and Commission to consider proximity to the study area when determining where to place any future large, indoor recreational facility.

Most attendees at Community Meeting 2 supported the idea of a community garden, which would give area residents the opportunity to tend a small plot of land and raise their own vegetables. The Pine Street neighborhood previously had a community garden at the site of the present Village of Seven Mornings. The Conway Parks and Recreation Department currently has one community garden at the McGee Center in West Conway. The Parks and Recreation Department should consider either purchasing a parcel of land in the study area or utilizing city-owned land north

and east of the Pine Street Community Outreach Center for a community garden. The growing popularity of home-raised produce and community gardening would likely make the garden appealing to residents of other neighborhoods as well, though priority for space should be given to residents of the study area.

### Community Organizations

The Pine Street Area Community Development Corporation (PSACDC) is presently the only organization with a sole focus on the study area. The organization has no staff and a minimal annual budget. The City provides the PSACDC with office space and has previously directed Community Development Block Grant funds to the PSACDC and should continue to actively support the organization both structurally and financially. In order for the PSACDC to adequately manage grant seeking and writing, property acquisition, sales, and management, it needs a paid staff. The PSACDC, City government, and the Central Arkansas Planning and Development District should work together to seek start-up funding that would allow the PSACDC to hire at least one staff person.

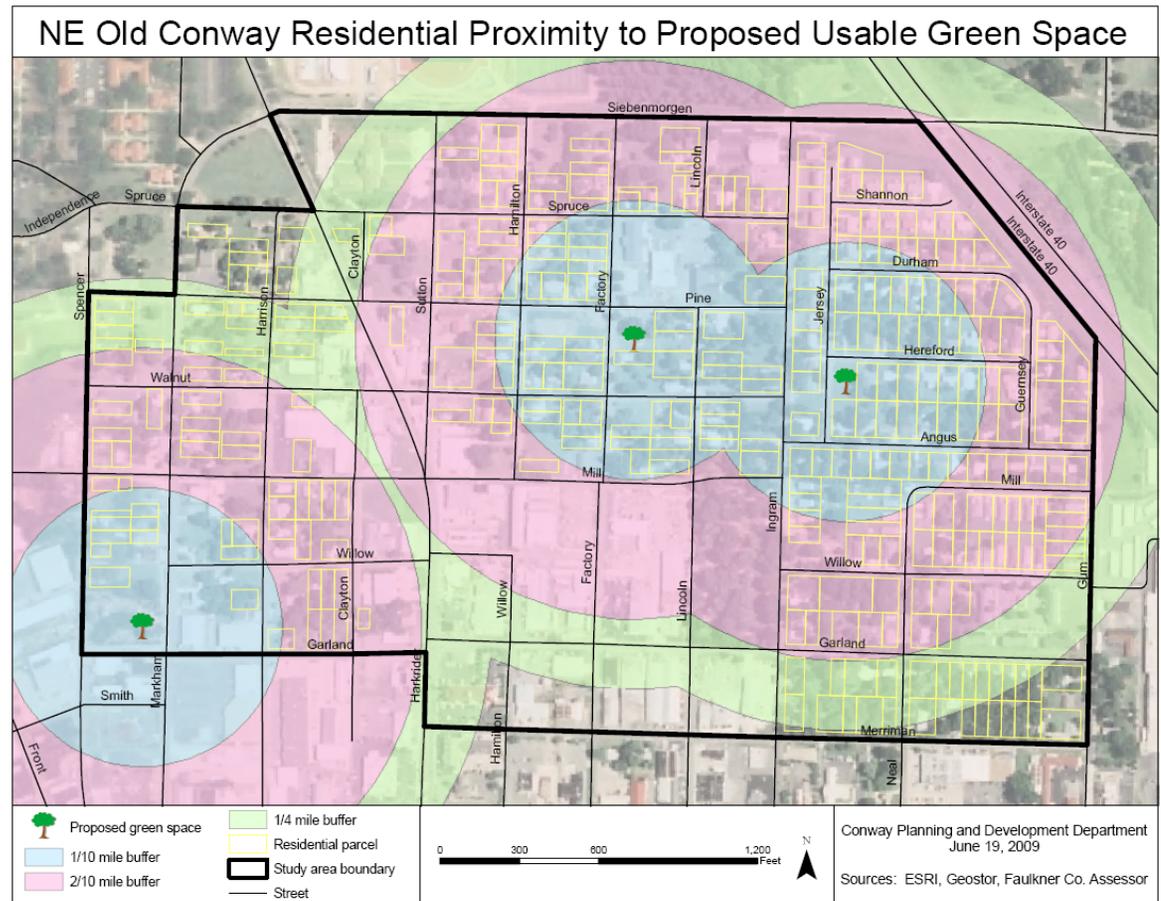
The Northeast Old Conway Area also needs both a neighborhood association and a neighborhood watch group. The Community Development Office and the Planning and Development Department should assist interested stakeholders in starting a neighborhood organization and finding start-up funding. The Conway Police Department should assist interested stakeholders in starting a neighborhood watch program, installing signage, and organizing regular block parties.

### Green Space

The sub-area plans included two possible locations for additional green and/or recreational space. As previously noted, the entire study area currently has only two small playgrounds, which are clustered near the intersection of Pine and Factory Streets. Distance and traffic serve as impediments to residents of portions of the study area outside the Pine Street Neighborhood who

might otherwise utilize the playgrounds. The two new proposed green spaces are on Markham Street at the site of an existing scrap metal yard and at the corner of Jersey and Hereford Streets in the Brown-Erbacher Neighborhood. While these particular properties have been identified as examples of future green and/or recreational space due to their potential availability and central locations, other nearby, available properties should be considered as well.

Map 9.1: Study Area Proximity to Proposed Usable Green Space



Based upon the examples in the sub-area plans, the vast majority of existing improved residential lots within the study area would be within a short walk of a green and/or recreational space.

- 133 of 324 (41 percent) of improved residential properties would be within one-tenth of one mile of a green and/or recreational space. This represents an increase of 133 percent over the number of residential properties currently within one-tenth of one mile of the existing playgrounds (57 properties).
- 278 (85.8 percent) would be within two-tenths of one mile. This represents an increase of nearly 96 percent over current numbers (142 properties).
- 315 (97.2 percent) would be within a quarter-mile. This represents an increase of more than 60 percent over current numbers (196 properties).

The proposed green space in the Brown-Erbacher Neighborhood should serve as a small community park and gathering place. The example lot shown on the sub-area plan is approximately one-quarter of one acre in size, providing adequate space for a small playground and pavilion. As a small neighborhood park, parking needs would likely be minimal. The larger Fifth Avenue Park on the south side of Oak Street is more regional in scope and provides additional amenities such as tennis courts, basketball courts, large pavilions, and a softball field.

Green space at the existing scrap metal yard on Markham is envisioned as a regional amenity that would serve residents of the Northeast Old Conway Area as well as residents of other parts of Conway and surrounding areas. As mentioned in

chapter four, the proposed green space would be a flexible space, providing Downtown and the Markham Street Corridor with flooding relief, while being available for practical uses during dry weather.

### Transit Options

Representatives from the City of Conway have been working alongside Metroplan (the Little Rock-based Metropolitan Planning Organization), the Arkansas Highway and Transportation Department, Central Arkansas Transit Authority, and others to determine the feasibility of a bus system in Conway. LSC Transportation Consultants, a Denver-based firm, has provided technical guidance throughout the transit planning process.

To date, LSC has produced three technical memoranda which evaluate the financial feasibility of a bus system and suggest route options. In its most recent technical memorandum, LSC offered six options, three of which directly connect to portions of the study area.

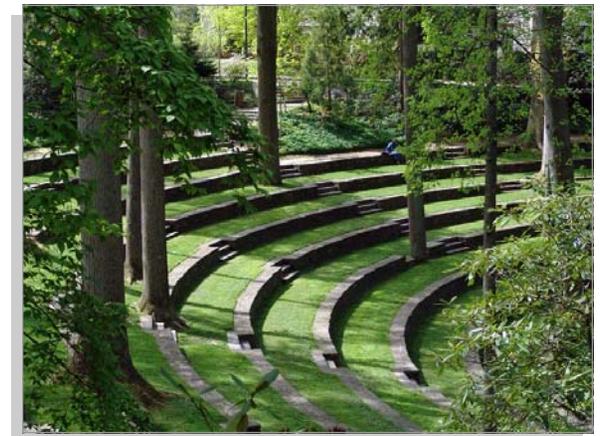
- Option 1 includes two routes, one of which would include both Oak and Harkrider and would include stops at Conway Towne Center, Conway Commons, Conway Regional Medical Center, and Conway Market Place.
- Option 2 is a single route that includes the same stops as Option 1.
- Option 3 is Dial-a-Ride with no fixed route.
- Option 4 is a single route that includes Oak, Harkrider, and Sibenmorgen and includes stops at Conway Commons, Conway Human Development Center, Conway Regional Medical Center, and Conway Market Place.

- Option 5 serves West and South Conway; the nearest stop for study area residents would be on Donaghey Avenue.
- Option 6 also utilizes Donaghey as its main corridor and does not come closer than three-quarters of a mile to the study area.



*Above: A small neighborhood park with playground and pavilion can be situated comfortably on one or two typical residential lots and provide neighborhood residents with both recreational opportunities and a gathering place.*

*Below: A tiered amphitheater could be used for stormwater retention during a heavy rain event.*

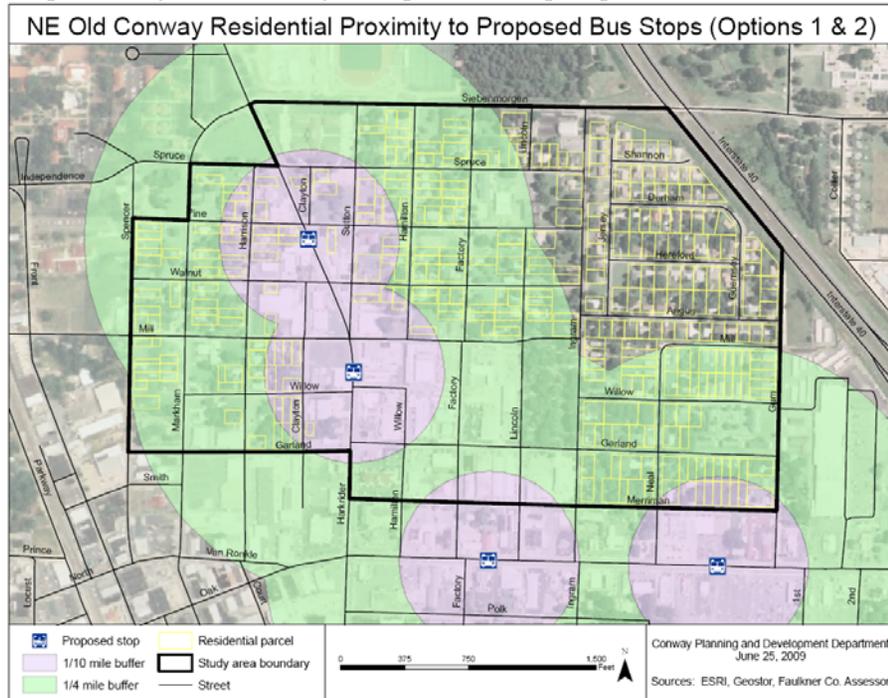


Options 1, 2, and 4 offer the most convenience for study area residents. Options 1 and 2 are similar; the primary difference is that Option 1 includes an additional route that would expand accessibility mainly between Donaghey and Country Club, though access to the IC Corporation would also be possible. Option 4 would provide the greatest access to residents in the study area, and the route would be similar to the route in Options 1 and 2; the Conway Towne Center would not be included in Option 4. Options 3, 5, and 6 would not be as useful for residents in the study area. Options 5 and 6 would require residents to walk as far as a mile to Donaghey to find the nearest bus stop. Regardless of which—if any—of the routes is implemented, residents' access to workplaces, retail, restaurants, and civic institutions will be limited by the bounds of the selected route.

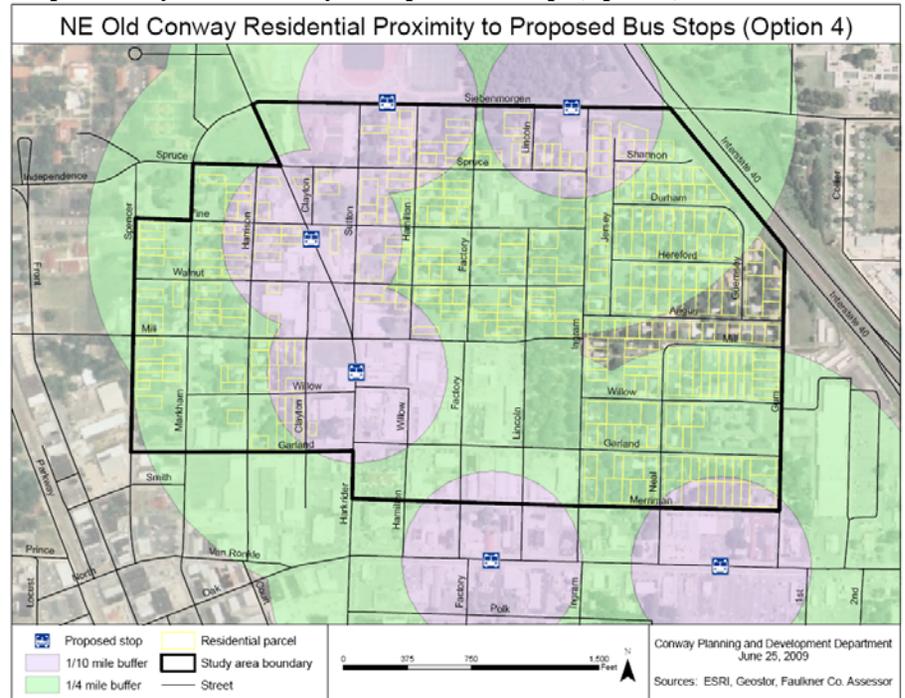
Map 9.2 shows the proximity of parcels identified as *improved residential* by the Assessor's office to bus stops that may be possible with Options 1 and 2. Based on the proposed stops, if either of these options are adopted, 67 of 324 (20.7 percent) total improved residential parcels would be within a one-tenth of a mile walk of a bus stop; 228 of 324 (70.4 percent) would be within a quarter-mile walk.

Map 9.3 shows the proximity of improved residential parcels to stops that may be possible under Option 4. Using this scenario, 108 (33.3 percent) improved residential parcels would be within a one-tenth of one mile walk of a bus stop; 306 of 324 (94.4 percent) would be within a quarter-mile walk. Clearly, Option 4 with its inclusion of Sibenmorgen, would put more households within walking distance of the bus line.

**Map 9.2: Study Area Proximity to Proposed Bus Stops (Options 1 & 2)**



**Map 9.3: Study Area Proximity to Proposed Bus Stops (Option 4)**



## D. Implementation Strategies



## 10. Next Steps

The purpose of this chapter is to offer recommendations related to plan implementation. Most of the recommendations below are social or economic in scope. The recommendations include provisions for future studies and strategies for redevelopment financing, marketing, and neighborhood empowerment.

### Future Studies

- Conduct an in-depth study of the Markham Street Corridor to determine the most appropriate streetscape and building designs. The study should be conducted by the Conway Planning and Development Department and should include input from neighborhood residents, Hendrix College administration officials, area businesses, and other interested individuals and organizations. The overall transect zone of the Markham Street Corridor should be consistent with that designated in this plan; however, design guidelines may be tailored to specific areas within the corridor area.
- Conduct an in-depth study of the Harkrider Corridor to determine appropriate streetscape and architectural guidelines. While this plan designates a transect zone for the Harkrider Corridor that should be followed, a lot-by-lot study may be necessary should any major redevelopment be proposed for the area.
- Conduct an in-depth study of the capabilities of existing utility infrastructure. Conway Corporation reports significant impediments with regard to water lines that could hinder any

large-scale redevelopment efforts in the study area. The existing water lines would likely be insufficient to support fire and domestic flows throughout the area. Further, work on sewer lines—including extension, size increases, and rehabilitation—could increase redevelopment costs significantly. The developer(s) interested in the Northeast Old Conway Area would need to work with Conway Corporation to identify specific problems; additionally, the Community Development Office, Planning and Development Department, and/or Conway Corporation may need to work with the developer(s) to find public funding sources.

- Like all small-area plans, the Northeast Old Conway Area Plan should be revisited regularly to ensure compatibility with other plans and to keep pace with the realities of neighboring developments, economic conditions, migration trends, and public demand. Once adopted, the plan should be adhered to unless formally amended; further, the plan should not be amended without public input.

### Financing Strategies

- Create and/or expand City-backed incentives for neighborhood redevelopment. Incentives could include waiver of fees including development review, permitting, and impact fees. (All developments must still undergo Development Review and be permitted in accordance with local ordinances.) Further, the City should work with a

reputable investment firm to determine the likely success of a Tax Increment Reinvestment Zone. Tax increment financing (TIF) is a tool whereby a community may sell bonds to finance development or redevelopment of a blighted area. The bonds are repaid over a fixed term by the property tax revenue generated by increased property assessments in the affected area; the increased revenue is referred to as the *increment*. When properly planned, tax increment financing can be a useful financing tool for large-scale projects, especially those that include significant up-front infrastructure costs.

- Seek additional Federal and State funding. The City's Community Development Office should continue to work with the U.S. Department of Housing and Urban Development and the Arkansas Development Finance Authority to identify grants and loans available to residents, home owners, and developers. At both Community Meetings, residents of the study area indicated the need for home repair assistance for the elderly and low-income households. Federal programs such as HOME may be used to assist these individuals with such repairs; a home repair program should be considered by the Community Development Office should HOME funds become available to Conway. HUD programs—including Low Income Housing Tax Credits—should be pursued by both the City and developer(s) once a developer(s) is (are) identified. Keeping housing affordable through the use of federal and state incentive programs is a key to creating a neighborhood with

mixed housing styles that is open to people of various income levels. Further, programs that require certain numbers of units to remain affordable for low and moderate income households will help protect the neighborhood against unwanted gentrification.

## Marketing Strategies

- Create authentic and appealing branding schemes for each of the four major areas. Logos that are rooted in the area’s history and culture should be adopted and publicized. Banners should hang on street lamps around the sub-areas’ perimeters to alert passers-by of the sub-areas’ unique identities.
- Capitalize on the study area’s proximity to popular nearby areas. Throughout the planning process, one question has arisen continually: *What would make people want to move to this part of the city?* The area’s marketability relies heavily on three factors: 1) proximity to Downtown and other amenities; 2) affordability; and 3) neighborhood vibrancy. Full implementation of the Northeast Old Conway Area Plan will result in all three of these factors becoming reality. Additionally, inter-organizational contact between the Pine Street Area Community Development Corporation, other neighborhood organizations, the Conway Downtown Partnership, the Conway Chamber of Commerce, Hendrix College, and the City will keep neighborhood leaders alerted to any upcoming changes in proximate areas that could benefit or harm the Northeast Old Conway Area.

- Seek out a developer with experience in urban infill development. The Northeast Old Conway Area is a unique area with a historic character and—for the most part—traditional urban layout. The developer(s) involved in the redevelopment effort should have knowledge of traditional neighborhoods and experience in urban revitalization efforts. Architects and other experts with knowledge of and experience in new urbanism and urban infill development should be consulted to ensure compatibility among structures, uses, and designs within the affected areas and as those areas relate to surrounding areas.

## Empowerment Strategies

- Ensure that the Northeast Old Conway Area is represented on the Old Conway Design Review Board (OCDRB) by permanently designating one seat for a resident of the neighborhood. The OCDRB should either be expanded to allow more members or restructured in order to give affected neighborhoods adequate representation. The Planning and Development Department, which serves as staff to the OCDRB, will work with the OCDRB, Pine Street Area Community Development Corporation, City Council, and Mayor’s office to ensure fair representation on the OCDRB.
- Encourage regular contact between stakeholders and City officials, including representatives from Community Development, Planning and Development, Streets, and Police. Throughout the public participation portion of the planning process, stakeholders indicated a strong

desire for better communication between themselves and City government. In particular, stakeholders are concerned with housing rehabilitation, economic development, traffic control, pedestrian improvements, code enforcement, and safety within the area. These issues cannot be resolved within the text of this plan. Rather, stakeholders and City officials should meet regularly to discuss these problems and work collaboratively to find solutions. The importance of opening lines of communication among all involved in preserving and advancing the Northeast Old Conway Area cannot be overstated.

## Conclusion

The plan portion of the *Northeast Old Conway Study* is based on a comprehensive overview and analysis of the affected study area along with a set of goals and objectives for the area. The plan breaks the study area into four smaller, more manageable, sub-areas that range from primarily residential in character to nearly all commercial in character. By applying SmartCode’s rural-to-urban transect to the sub-areas, the plan defines acceptable streetscapes, frontages, and building dispositions for each of the sub-areas. Land use and transportation are included in each sub-area plan.

The Markham Street Corridor (chapter four) is designated as a Transition zone, which will allow for a broad development scheme ranging from urban to nearly sub-urban. Acceptable land uses for the Markham Street Corridor area are equally broad in scope, ranging from single-family cottage homes to restaurants. Suggested transportation modifications include alleyway construction and on-street parking.

The Harkrider Corridor (chapter five) is designated as an Urban zone, which allows for shallow setbacks, multi-story structures, and more intensive land uses. Among the uses allowed in the Urban zone are apartments, hotels, theaters, restaurants, and schools. Suggested transportation improvements include a reduction in the number of east-west connections with Harkrider and alleyway closures.

The Pine Street Neighborhood (chapter six) includes both Transition and Sub-urban zones. The core of the neighborhood—which is largely single-family residential at present—is designated as Sub-urban. The Sub-urban zone has deeper setbacks and is characterized by a limited list of allowable land uses. Single-family houses typically predominate a Sub-urban zone, though civic and religious uses are also permitted. Transportation improvements included in the plan include the opening and realignment of several alleyways.

The Brown-Erbacher Neighborhood (chapter seven) also includes both Transition and Sub-urban zones. The transect-based plan for the neighborhood largely mimics the existing transect. New street connections are among the transportation improvements suggested for the neighborhood.

The plan includes suggestions for environmental protection ranging from complex certifications and techniques—including Leadership in Energy and Environmental Design and Low Impact Development—to more simple steps—including publicizing programs such as the Community Action Program for Central Arkansas' Weatherization Program. The plan also notes the importance of community resources and encourages neighborhood residents, organizations, and City departments to pursue a wide range of opportunities including historic and cultural preservation and the creation of two new, activity-specific neighborhood organizations.

The primary strength of the Northeast Old Conway Area is the determination and enthusiasm of its residents and other stakeholders. Whether through day-to-day living in the area, visiting family and friends, Sunday attendance at one of the area's many churches, or monthly participation in the Pine Street Area Community Development Corporation meetings, many people in Conway are connected to Northeast Old Conway. Those connections—both historic and current—keep the area thriving socially, in spite of the physical, economic, and housing problems cited in the study portion of this document. The planning process built on those connections by inviting every stakeholder to help shape the area's future. The *Northeast Old Conway Area Study* further builds on those connections by recognizing the importance of citizen participation, the preservation of history and culture, and development that is in character with existing neighborhoods.



# Glossary

---

**Affordable housing:** dwellings consisting of rental or for-sale units that have a rent (including utilities) or mortgage payment typically no more than 30 percent of the income of families earning no more than 80 percent of median incomes by family size for the county

**Alleyway:** a vehicular way located to the rear of lots providing access to service areas, parking, and outbuildings and containing utility easements

**Bioswale:** a low or slightly depressed natural area for drainage

**Civic:** the term defining not-for-profit organizations dedicated to arts, culture, education, recreation, government, transit, and municipal parking

**Commercial:** the term collectively defining workplace, office, retail, and lodging functions

**Common yard:** a planted private frontage wherein the façade is set back from the frontage line; it is visually continuous with adjacent yards

**Comprehensive plan:** a map showing long-term land use and transportation goals

**Cottage:** an edgeyard building type; a single-family dwelling, on a regular lot, often shared with an accessory building the back yard

**Courtyard building:** a building that occupies the boundaries of its lot while internally defining one or more private patios

**Density:** the number of dwelling units within a standard measure of land area

**Disposition:** the placement of a building on its lot

**Edgeyard building:** a building that occupies the center of its lot with setbacks on all sides

**Elevation:** an exterior wall of a building not along a frontage line

**Façade:** the exterior wall of a building that is set along a frontage line

**Flex building:** a building that may serve multiple purposes including residential, office, and/or commercial

**Frontage:** the area between a building façade and the vehicular lanes, inclusive of its built and planted components; frontage is divided into private frontage and public frontage

**Frontage line:** a lot line bordering a public frontage; facades facing frontage lines define the public realm and are therefore more regulated than the elevations facing other lot lines

**Gallery:** a private frontage conventional for retail use wherein the façade is aligned close to the frontage line with an attached cantilevered shed or lightweight colonnade overlapping the sidewalk

**Green space:** a civic space type for unstructured recreation, spatially defined by landscaping rather than building frontages

**House:** an edgeyard building type, usually a single-family dwelling on a large lot, often shared with an accessory building in the back yard

**Infill:** new development on land that had been previously developed, including cleared land within urbanized areas

**Inn:** a lodging type, owner-occupied, offering six to twelve bedrooms, permitted to serve breakfast in the morning to guests

**Live-work unit:** a mixed use unit consisting of a commercial and residential function; the commercial function may be anywhere in the unit. It is intended to be occupied by a business operator who lives in the same structure that contains the commercial activity or industry.

**Lodging:** premises available for daily and weekly renting of bedrooms

**Lot:** a parcel of land accommodating a building or buildings of unified design

**Mixed use:** multiple functions within the same building through superimposition or adjacency, or in multiple buildings by adjacency

**Open space:** land intended to remain undeveloped; it may be for civic or green space

**Park:** a civic space type that is a natural preserve available for unstructured recreation

**Planter:** the element of the public frontage which accommodates street trees, whether continuous or individual

**Plaza:** a civic space type designed for civic purposes and commercial activities in the more urban transect zones, generally paved and spatially defined by building frontages

**Principal building:** the main building on a lot, usually located toward the frontage

**Private frontage:** the privately held layer between the frontage line and the principal building façade

**Public frontage:** an area between the curb of the vehicular lanes and the frontage line

**Rowhouse:** a single-family dwelling that shares a party wall with another of the same type and occupies the full frontage line

**Setback:** the area of a lot measured from the lot line to a building façade or elevation that is maintained clear of permanent structures

**Sharrows:** symbols placed on a roadway to indicate that motorists should expect to share the lane with bicyclists; unlike bicycle lanes, they do not designate a particular part of the roadway for the exclusive use of bicyclists

**Shopfront:** a private frontage conventional for retail use, with substantial glazing and an awning, wherein the façade is aligned close to the frontage line with the building entrance at sidewalk grade

**Sidewalk:** the paved section of the public frontage dedicated exclusively to pedestrian activity

**Sideyard building:** a building that occupies one side of the lot with a setback on the other side

**Stoop:** a private frontage wherein the façade is aligned close to the frontage line with the first story elevated from the sidewalk for privacy, with an exterior stair and landing at the entrance

**Streetscape:** the space between buildings on either side of a street that define its character; typically includes building frontage, landscaping, sidewalks, street paving, street furniture, signs, awnings, and street lighting

**Townhome:** a multi-story building that occupies the full frontage line, leaving the rear of the lot as the sole yard

**Transect:** a cross-section of the environment showing a range of different habitats. The rural-to-urban transect of the human environment used in SmartCode is divided into six transect zones. These zones describe the physical form and character of a place, according to the density and intensity of its land use and urbanism.

**Transect zone:** one of several areas on a zoning map regulated by SmartCode. Transect zones are administratively similar to the land use zones in conventional codes, except that in addition to the usual building use, density, height, and setback requirements, other elements of the intended habitat are integrated including those of the private lot and building and public frontage

**Urbanism:** collective term for the condition of a compact, mixed use settlement, including the physical form of its development its environmental, functional, economic, and sociocultural aspects

**Zoning map:** the official map or maps that are part of the zoning ordinance and delineate the boundaries of individual zones and districts