

# conway 2025 **REVISITED**

A Sample of our Progress from 2010-2014



**CONWAY**  
Area Chamber of Commerce  
GETSMART

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## **PURPOSE OF THIS GUIDE**

In November of 2009, the Conway Area Chamber of Commerce launched a community-wide strategic planning process. During that process, more than 1,400 area residents were surveyed and chose 12 focus areas from 43 options. Then, more than 200 volunteers collectively held 50 meetings to determine the final 132 goals that became the Conway2025 plan. In October of 2010, the Chamber unveiled Conway2025 at the Business Expo Breakfast.

The 53 goals that follow are a representative sample of the progress our community has made in the four years since the plan was unveiled. Every effort has been made to reach out to the relevant groups responsible for action on each goal. Some have essentially been accomplished; these are marked with a green font. The goals in yellow have seen some progress but still require action. Finally, those goals marked in red have seen no measurable action taken.

# TOTAL PLAN OVERVIEW

The original Conway2025 document included 132 goals spread across seven sectors:

1. Keep Conway Active

2. Keep Conway Building

3. Keep Conway Creative

4. Keep Conway Learning
5. Keep Conway Moving

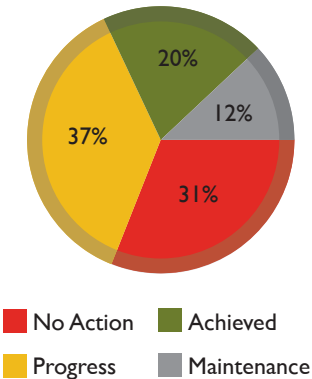
6. Keep Conway Safe

7. Keep Conway Working

To date, 20 percent of the goals outlined in the original plan have seen so much progress that they could most accurately be described as **achieved**. Thirty-seven percent have seen measurable action taken, and the community is moving toward accomplishing the goal. Thirty-one percent of the goals have seen no significant action taken, and the community is essentially where it was in 2010. And finally, 12 percent of the goals (16) outlined in Conway2025 weren't goals to accomplish but were rather things to preserve. Those values or standards have been categorized in this report as **maintenance**.

	Active	Building	Creative	Learning	Moving	Safe	Working	TOTALS
No Action	5	6	10	1	7	5	7	41
Progress	6	11	6	4	11	6	5	49
Achieved	2	3	3	5	5	5	3	26
Maintenance	1	3	0	0	3	8	1	16
								132

The progress detailed above shows that Conway2025 has influenced the decisions of a number of Conway residents and public bodies. Since 2010, two-thirds of the goals requiring action have either been accomplished or show demonstrated progress. Four years into this 15-year plan, the community should reevaluate the 41 goals that have seen little to no action and determine if they are still a priority. The work that has been accomplished should be celebrated, and the progress that is taking place should continue.



## CREATING PARKS THAT ARE ENGAGING, SUSTAINABLE AND EDUCATIONAL

**In 2025, Conway has a variety of park products, including parks designed for special needs children, dog parks, recreational parks geared toward adults and small neighborhood parks.**

- Over the last four years, the city of Conway has added an amazingly diverse range of parks products. Niche use, dog parks and urban plazas have added variety to our parks infrastructure.

**In 2025, local art is featured in Conway parks.**

- Public art has been included in a number of recent park projects. However, most installations have not been created by local artists.

**In 2025, Conway parks have consistent signage and branding that educates and informs users.**

- The A&P Commission will complete a comprehensive “wayfinding” sign study in December or January. That study will establish a sign standard for public use signs.

**In 2025, Conway parks, paths and trails promote environmental stewardship and sustainability.**

- The Hendrix Creek Preserve is a model of education and sustainability. The Tucker Creek and Stone Dam Creek trails offer an equal opportunity.



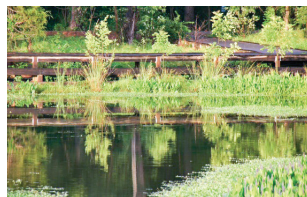
Braves Field



Downtown Mural



Beaverfork Disc Golf Range



Tucker Creek

## ADDING VALUE TO OUR CITY THROUGH RECREATIONAL INFRASTRUCTURE

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### **In 2025, Conway parks have plenty of clean and safe restrooms.**

- Restrooms at Gatlin and Laurel Parks have been upgraded. Fifth Avenue and Beaverfork Parks are scheduled for 2015.



### **In 2025, Markham Street is home to an amphitheatre and park on the site of the former scrap yard.**

- The city has purchased the scrap yard. A master plan is being completed using a “Jump Start” grant from Metroplan.



### **In 2025, Conway has a city water park on par with Carondelet Park/Regional Complex in St. Louis.**

- The city has benchmarked regional public water parks. This project would be a significant expense. The community should determine if this is still a priority.

## OUR HOMES

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**In 2025, Conway has a number of walkable/livable “villages” that were developed using planning tools such as TND and form-based zoning.**

- The Village at Hendrix, The Gardens at Southridge, and The Cove at Cadron Valley are all examples of higher density, more traditional neighborhood designs.



**In 2025, mixed-use developments are prevalent throughout Conway. The city has moved away from its previous “subdivision ordinance” style of planning.**

- The City of Conway Planning Department encourages mixed uses. The current comprehensive plan supports this by identifying “commercial nodes” at appropriate intersections.

## OUR BUSINESSES

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**In 2025, the former Conway Airport site has been redeveloped. It is an asset to the Oak Street corridor and surrounding neighborhoods. The City of Conway, Conway Development Corporation and other community partners have implemented a plan for the highest and best use of the property.**

- A mixed-use development, including several hundred thousand square feet of retail space, has been approved by the city council for this location. In September of 2014, voters overwhelmingly approved a bond issue that will provide the necessary infrastructure.



**In 2025, Interstate 40 provides an attractive view of Conway to drivers. Lake Conway provides an attractive southern entrance feature to the city for drivers on I-40. Property owners collaborate to keep the corridor well maintained. Landscaping and aesthetic elements are incorporated into highway infrastructure.**

- The Chamber has developed a master plan for the interstate corridor. All bridge improvements since 2009 have integrated consistent and higher quality design elements.

## OUR DOWNTOWN

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### **In 2025, Conway's downtown improvements have dedicated and reliable sources of revenue.**

- In November of 2013, the Central Business Improvement District was approved by the city council and downtown property owners. This will generate \$100K annually for downtown improvements. Since 2010, Toad Suck Daze has contributed \$65K toward downtown improvements.

### **In 2025, downtown Conway has multiple parking decks to accommodate shoppers, employees, visitors and residents.**

- The lack of a foreseeable parking deck is now impacting the ability to recruit new businesses and residential projects to downtown. The Conway Development Corporation, Chamber of Commerce, City of Conway, Conway Downtown Partnership and community should determine if this is still a priority.

## PROMOTING VIBRANT DOWNTOWN ACTIVITIES

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### **In 2025, renovation and new construction projects have been built to a standard spelled out in a master plan of development for downtown.**

- New projects in downtown must comply with standards consistent with urban development in the Old Conway Design Overlay pattern book. The Markham corridor has been master planned for appropriate development. And new developments on the southeast corner of Oak and Harkrider will be built to a new urban standard.

### **In 2025, Simon Park is a destination and home to an interactive water feature.**

- There hasn't been any measurable action toward this goal. The community needs to determine if this is still a priority.



# CONNECTING DOWNTOWN LOCALLY AND REGIONALLY

**In 2025, there is a signature entrance feature to downtown at Oak and Van Ronkle Streets.**

- The new arch and fountain at Earl Rogers Plaza were completed in 2013.



**In 2025, the Oak Street corridor between Interstate 40 and downtown is an attractive entryway to Conway and its downtown. It has been redeveloped according to specific design guidelines.**

- The first projects to be built under the new overlay standards for Oak Street are now under construction. The new projects on the south side of Oak Street between Factory and Harkrider Streets will have an urban model with parking in the rear and improved planters and sidewalks on Oak Street.

## KEEP CONWAY CREATIVE



### INVESTING IN ARTS AND CULTURE

**In 2025, the arts community regularly receives financial support from the business community, private grants and public bodies.**

- ArtsFest receives regular funding from the Convention and Visitors Bureau. The CVB and Chamber have also supported the installation of nationally significant public art displays.

**In 2025, Conway regularly identifies possible public art projects (electrical boxes could be painted, sculptures in roundabouts, murals, neighborhood gateways, etc.).**

- Downtown added murals in 2011 and 2012.



*The Architects of Air Mirazozo Luminarium at UCA*



*"Connections" Mural on the side of "Grand on Oak"*



**In 2025, public buildings (hospitals, schools, nonprofits, municipal, county) are committed to incorporating art into their design. They also serve as a place for local artists to exhibit their work.**

- Local artists are featured prominently in the new airport terminal. Conway City Hall has a regular rotation of local art initiatives on display.



**In 2025, Conway is recognized as a city that values diversity. There are regular campaigns and efforts to educate residents about minority issues. Inclusion is a priority during public decision making.**

- Arkansas Shakespeare Theatre has hosted a panel on racial politics in Othello as well as a panel on gender. In 2015, AST will address religious intolerance.

## **DEVELOPING THE ARTS COMMUNITY**

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**In 2025, Conway has dedicated organizations and/or staff responsible for arts leadership.**

- Currently, volunteers are required to sustain the arts community in Conway. The community should determine if this is still a priority and what opportunities could be created with paid staff.

## ENGAGING PARENTS

**In 2025, parents of students in the local school system are active and informed about preschool education, parenting strategies and K-12 issues.**

- Arkansas Preschool Plus (formerly Lifelong Learners) hosts regular “family nights” to engage and educate parents of preschoolers.



**In 2025, there is a website targeted to Conway area parents dedicated to education issues.**

**In 2025, AETN is an active partner in parental involvement in the local school systems.**

- The AETN website is promoted as an at-home learning tool. AETN also partners with local elementary schools to educate parents.

## EDUCATING STUDENTS

**In 2025, Conway School District has adequate facilities for its growing student population.**

- The new high school opened in 2011 and will serve Conway for the foreseeable future. Carolyn Lewis also opened in 2011. The school district has plans and funding to open their 12th elementary in the next 2-3 years.



**In 2025, the majority of daycares and preschools in Conway are considered “quality approved” by the Arkansas Department of Education.**

- Arkansas Preschool Plus and Child Care Aware are working with local early childhood development centers to become “quality approved.” Their goal is to double (from 7 to 14) the number of “Three Star” accredited programs.

## PARTNERING WITH COMMUNITY

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**In 2025, Conway education issues are championed by a local nonprofit organization that promotes intellectual growth.**

- Arkansas Preschool Plus was founded for the purpose of promoting intellectual growth for Conway children.

**In 2025, Conway's business community regularly partners with local higher education institutions. They are recognized for their partnership and new businesses seek opportunities to collaborate with colleges and universities.**

- The Conway Development Corporation has pledged \$25K to assist CBC with their degree-completion campaign. UCA has started partnering with local startup companies to create relevant courses.

## KEEP CONWAY MOVING



### MEETING OUR TRAFFIC DEMANDS

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**In 2025, the citizens of Conway are able to cross the railroad tracks safely and efficiently throughout town.**

- The Salem overpass opened in 2010, relieving one of the most congested railroad crossings.



Salem Overpass

**In 2025, Conway drivers have multiple routes for traveling east and west across the city.**

- Sixth Street will be extended over the interstate landing at Amity and Elsinger in 2016. There are plans to widen and extend Siebenmorgen. Additional alternate routes and potential interstate overpasses should be identified.

**In 2025, Highways 64 and 65 are connected by multiple routes, reducing unnecessary local traffic in Conway.**

- The mayor and county judge are currently requesting that the Arkansas Highway Department conduct a "corridor" study identifying the optimal route for a 64/65 connector.

## BUILDING A PUBLIC TRANSPORTATION SYSTEM

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**In 2025, Conway has regular and reliable public transportation that has grown over time. The system is a result of a Metroplan transportation study. It has reliable funding and is well used. It is integrated with other transit systems in the Little Rock metro area.**

- The community needs to decide if this is still a priority for Conway. A study was released in 2014 that discussed the feasibility/demand of an express bus service between Conway and Little Rock.

**In 2025, area colleges, universities, major employers, hospitals and schools are financial partners in sustaining public transportation.**

- As public transportation decisions are made, these entities need to be involved.

## BUILDING BETTER STREETS

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**In 2025, roundabouts have replaced stoplights at intersections where space is sufficient.**

- Nine (of the 15) roundabouts have been built since 2009. Four of these have replaced traffic signals.



## PROMOTING THE PEDESTRIAN/CYCLIST

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**In 2025, Conway has a comprehensive system of cycling lanes and sidewalks that facilitate car-free travel. This system connects with traditional public transportation infrastructure.**

- Conway was awarded the Bicycle Friendly Community status by the League of American Bicyclists in 2011. We've added 5+ miles of bike lanes, 4K feet of sharrow (shared-lane marking) and 10K feet of shared-use pathway, and 60K feet of sidewalk since 2009.

## DEVELOPING FUTURE TRANSPORTATION INFRASTRUCTURE

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**In 2025, Conway has an airport that is safe and meets the expectations and business needs of the community.**

- The new airport opened in September of 2014. The runway is longer with a safety buffer. There are sites for aviation-related development. The terminal will accommodate all aviation-related business needs.



**In 2025, Conway has plans for future development of high traffic or high visibility corridors (Donaghey, Oak Street, Old Morrilton Highway, Markham Street, etc.). These plans were developed with public input and address aesthetics and beautification.**

- UCA is working with the city to develop a traffic plan that will accommodate more than \$20 million in projects taking place on Donaghey Avenue. The City and Chamber are working with AHTD to plan improvements to Oak Street that address capacity, while still developing attractively.

## KEEP CONWAY SAFE



### CREATING SAFER PLACES

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**In 2025, AEDs are accessible throughout town. They are clearly marked and citizens know how to use them.**

- All fire stations, the Senior Center, McGee and Don Owen centers, and 15 of the public school campuses have AEDs.

### CREATING A CULTURE OF SAFETY

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**In 2025, Conway citizens are informed about the spectrum of medical services offered by the fire department and take advantage of those services.**

- The Conway Fire Department recently developed ConwayFD.com to help keep citizens informed.

PROTECTING OUR INSTITUTIONS AND BUSINESS COMMUNITY

**In 2025, every school in Conway has at least one School Resource Officer.**

- CPD has increased the School Resource Officer (SRO) program by four officers since the plan was initiated in 2007. There are currently 8 SROs covering Conway High, Jr. High, the four middle schools and 10 elementary schools. The community should revisit how future officers should be assigned and whether more should be added.

SUSTAINING OUR PUBLIC SAFETY PROFESSIONALS

**In 2025, the City of Conway has a capital budget for public safety. The fire and police departments have a well maintained fleet of vehicles and equipment that address the demands of a city of our size.**

- The 2012 bond issue enabled the Conway Fire Department to purchase five engines and two aerial/ladder trucks. By 2015, the oldest front line fire apparatus will be 8 years old with a 15-year life expectancy. The City of Conway dedicated \$500K annually for police vehicles. By the end of the year, CPD will have 32 CNG patrol vehicles.



**In 2025, our police and fire departments are recognized for meeting and exceeding national standards.**

- Conway Police Department completed its third reaccreditation in 2013. The department was accredited under the gold standard assessment and was the first in Arkansas to do so.



**In 2025, public safety professionals have access to timely information about commercial structures, their contents and operations.**

- In 2014, the Conway Fire Department purchased and installed Mobile Data Terminals in all front line apparatuses. These on-board computers included occupant information in relation to commercial structures, content and their operational use.

**In 2025, our public safety professionals are demographically representative of Conway's population.**

- The Conway Fire Department recently outlined a plan for recruitment to better represent the demographics of the city. The police department has gone from one minority officer in 2007 to 7 minority officers in 2014.

## **PREPARING FOR THE WORST**

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**In 2025, Conway's public safety professionals and institutional leadership work seamlessly together for disaster preparedness and response.**

- The Conway Police and Fire Departments frequently work with other Faulkner County public safety organizations in training exercises for disaster response. Most recently they partnered with the Vilonia and Mayflower communities during the tornado response.

**In 2025, Conway citizens are signed up for the CodeRed™ emergency call out system.**

- CodeRed™ is administered by the Faulkner County Office of Emergency Management. Most residents have not opted in for the weather warnings.





## ATTRACTING JOBS TO THE REGION

**In 2025, Conway's economic development operations have adequate and reliable funding. Leadership from the City, Conway Corporation, Conway Development Corporation and Chamber partner to identify appropriate funding strategies.**

- The Conway Development Corporation has diversified funding streams for operations. Through contracts for services and open memberships, they have become less reliant on land sales to meet budget.

**In 2025, Conway has attractive, fully served office/technology park sites that are under control and readily available to white collar companies.**

- The Meadows Office & Technology Park has 100+ acres of developable land remaining. The Central Landing development also has the potential to accommodate office users.



The Meadows Office & Technology Park

**In 2025, Conway has transportation infrastructure that is attractive to prospective employers from a capacity, engineering and aesthetic standpoint.**

- The new southern interchange is under construction and improves the marketability of The Meadows Office & Technology Park. Interstate corridor improvements should be continued throughout Faulkner County. Future industrial sites should be planned for concurrently with future highway expansions/improvement.

**In 2025, Conway has attractive, fully served industrial sites that are under control and readily available to high-wage manufacturers.**

- Conway has a limited amount of industrially zoned acreage. Most sites are too small to attract major employers. The community should work with the county and neighboring jurisdictions to identify viable sites.

## GROWING SMALL BUSINESS AND EXISTING INDUSTRY

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**In 2025, the Conway Area Chamber and the Conway Development Corporation are active advocates for the natural gas industry. They identify ways to leverage and maximize the economic impact of the Fayetteville Shale play. They work to increase natural gas's position in the marketplace (CNG vehicles, power plants, etc.).**



- The Chamber has been an advocate for the natural gas industry in a number of settings including the legislature and voter education. The Chamber promotes the use of CNG fuel with their fleet vehicle and by celebrating the construction of CNG fuel stops in Conway.

**In 2025, all of the unique shopping districts in Conway are branded and marketed. Potential business owners have access to hyperlocal demographic information that helps them make sound business decisions.**

- The “midtown” district has met and is currently in the final stages of logo design. The Chamber offers high-quality traffic, demographic and consumer data to all of its members.

**In 2025, downtown Conway is home to a thriving incubator for knowledge-based companies and small business. It offers affordable rent and business resources. The incubator is operated through partnerships between the CDC and our higher education institutions. It offers business plan assistance and serves as a clearinghouse for business startups.**

- Downtown has seen a number of startup companies locate in the last 4 years. However, there hasn't been a formalized effort to create space as an incubator. The Conway startup community should be surveyed to see if this is still a priority for our community.

## **PARTNERS IN THE SUCCESS OF CONWAY2025**

Conway Area Chamber of Commerce

Conway Development Corporation

Conway Corporation

City of Conway  
(all departments)

All Conway area school systems  
(and complementary organizations)

UCA, Hendrix and CBC

Conway Downtown Partnership

Conway Convention & Visitors Bureau

United Way of Central Arkansas

Conway Adult Education Center

Area Nonprofits

Property Owner and Neighborhood Associations

Area employers and small businesses

AETN

Faulkner County Office of Emergency Management

Arkansas Preschool Plus

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## **NEXT STEPS TOWARD EXECUTING CONWAY2025**

Since the unveiling of Conway2025 in October of 2010, the Chamber of Commerce transitioned from its role as facilitator into a role of steward, staff and sustainer. In January of 2015, the Chamber will launch “Conway2025 2.0”—a volunteer-led effort to revisit the original goals and either recommit or redirect as a community.

The Conway2025 steering committee will work with these volunteers to develop an updated plan of action that addresses necessary funding, public policy, partnerships and awareness to complete our goals by 2025.

## **GET INVOLVED**

If you are interested in participating in Conway2025 2.0 and attending a kick-off meeting in January of 2015, visit [Conway2025.com](http://Conway2025.com) and register.



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