

Public Workshop

for the

Conway Citywide Historic Preservation Plan



February 4, 2020

Introductions

Consultants:

- *Phil Walker:*
The Walker Collaborative
- *Phil Thomason:*
Thomason & Associates
Preservation Planners



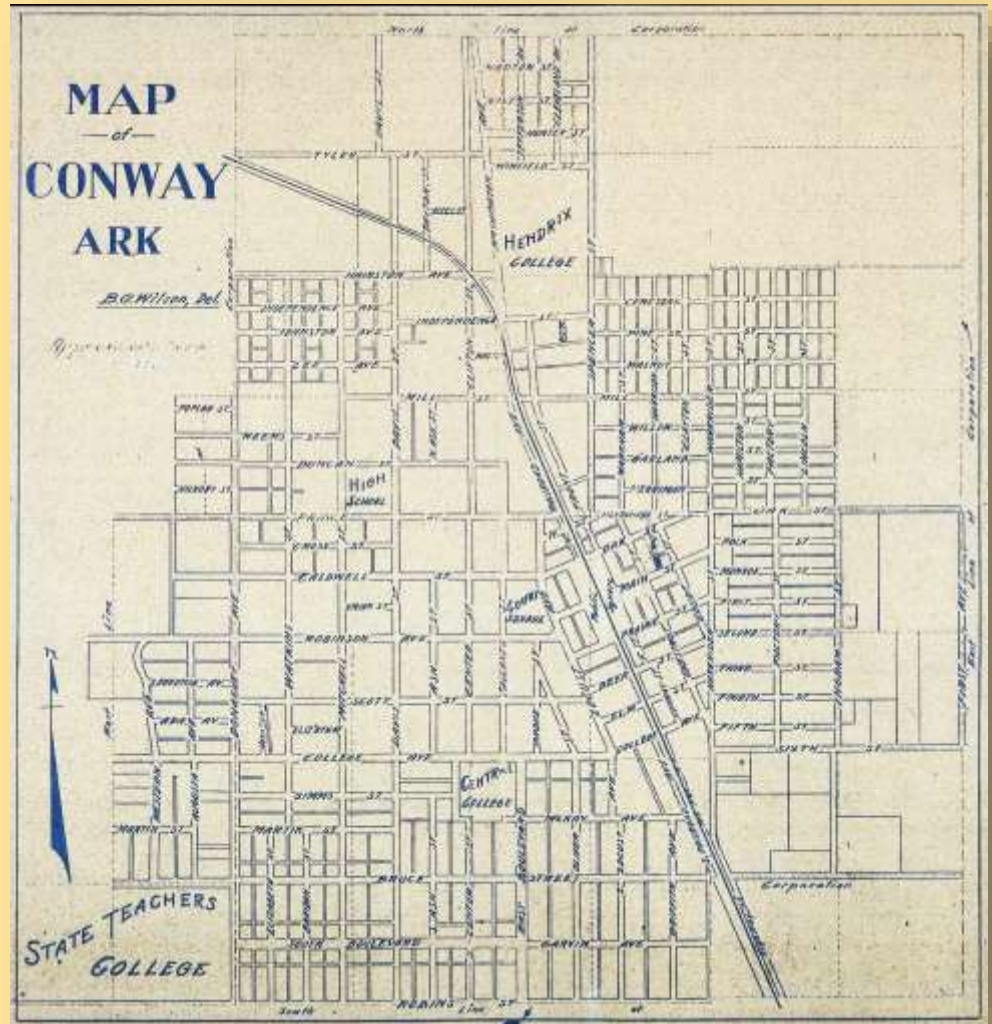
Project Steering Committee

- *Jack Bell* – Office of the Mayor / Downtown Partnership
- *Marianne Black-Welch* – Faulkner County HS
- *Cody Ferris* – Design Professional
- *Liz Hamilton* – Design Professional
- *Steve Hurd* – HDC Member
- *James Walden* – HDC Staff
- *Emily Walter* – HDC Member
- *Leona Walton* – Pine Street Development Corporation
- *Kim Williams* – Downtown Partnership

Workshop Overview

What We'll Do Tonight:

- Project Overview
- Historic Context
- Findings
- Public Opinion Survey Results
- Vision & Goals
- Workshop Exercise
- Next Steps



Project Overview

What is a Historic Preservation Plan?

A blueprint for the future historic preservation program in your community. It addresses issues such as historic resources inventories, National Register and local historic districts, historic district regulations, and preservation incentives.

A good preservation plan should answer the following questions:

- 1) Where are we now?
- 2) Where are we headed?
- 3) Where do we want to go?
- 4) How do we get there?



Project Overview

Project Purpose (per the City's RFP):

- 1) Develop an *historic context* for the community's historic areas.
- 2) Conduct *community engagement* in support of accomplishing the plan's scope of work.
- 3) Identify and establish future preservation *vision and goals* for the City of Conway.
- 4) *Evaluate* the existing structure of the city's *regulatory and planning processes* for improvement to meet the vision and goals established in the plan.
- 5) *Identify and prioritize future projects* for the Conway Historic District Commission relating to the identification, evaluation, registration, and treatment of historic resources/properties.

Project Overview

Project Process

Task 1.0:

Project Kick-Off & Research

Task 2.0:

Context, Survey & Vision/Goals

Task 3.0:

Public Workshop &
Concepts Preparation



Task 4.0:

Draft Plan Preparation

Task 5.0:

Plan Presentation & Revisions



Historic Context

Summary

1818 – Cadron Settlement: One of the first permanent non-Native American settlements in central Arkansas was established at the mouth of the Arkansas River and Cadron Creek. It is on the western edge of the city and there is now a park there. It was placed on the National Register in 1974.



Blockhouse reconstructed in 1998

1871 – Founding of Conway: Asa Robinson, chief engineer for Little Rock – Fort Smith Railroad, was compensated with a deed to a square mile of land near Cardon. In 1871, he platted the town and then built a depot and a town around it – “Conway Station.”

1873 – Declared the County Seat: For newly-created Faulkner County. Faulkner County was formed from Conway and Pulaski Counties.

Historic Context

Summary (continued)

1875 – Town is Incorporated: It was only one square mile in area and had a population of roughly 200 people.

1879 – Father Joseph Strub Founded the St. Joseph Colony: As a Roman Catholic from Germany, he attracted over 100 German families to Conway by 1889.

1890s to 1950s – Colleges are Established: Hendrix College (1890); Arkansas Normal School – now University of Central Arkansas (1907); Central Baptist College (1952), which started as Central College in 1892.

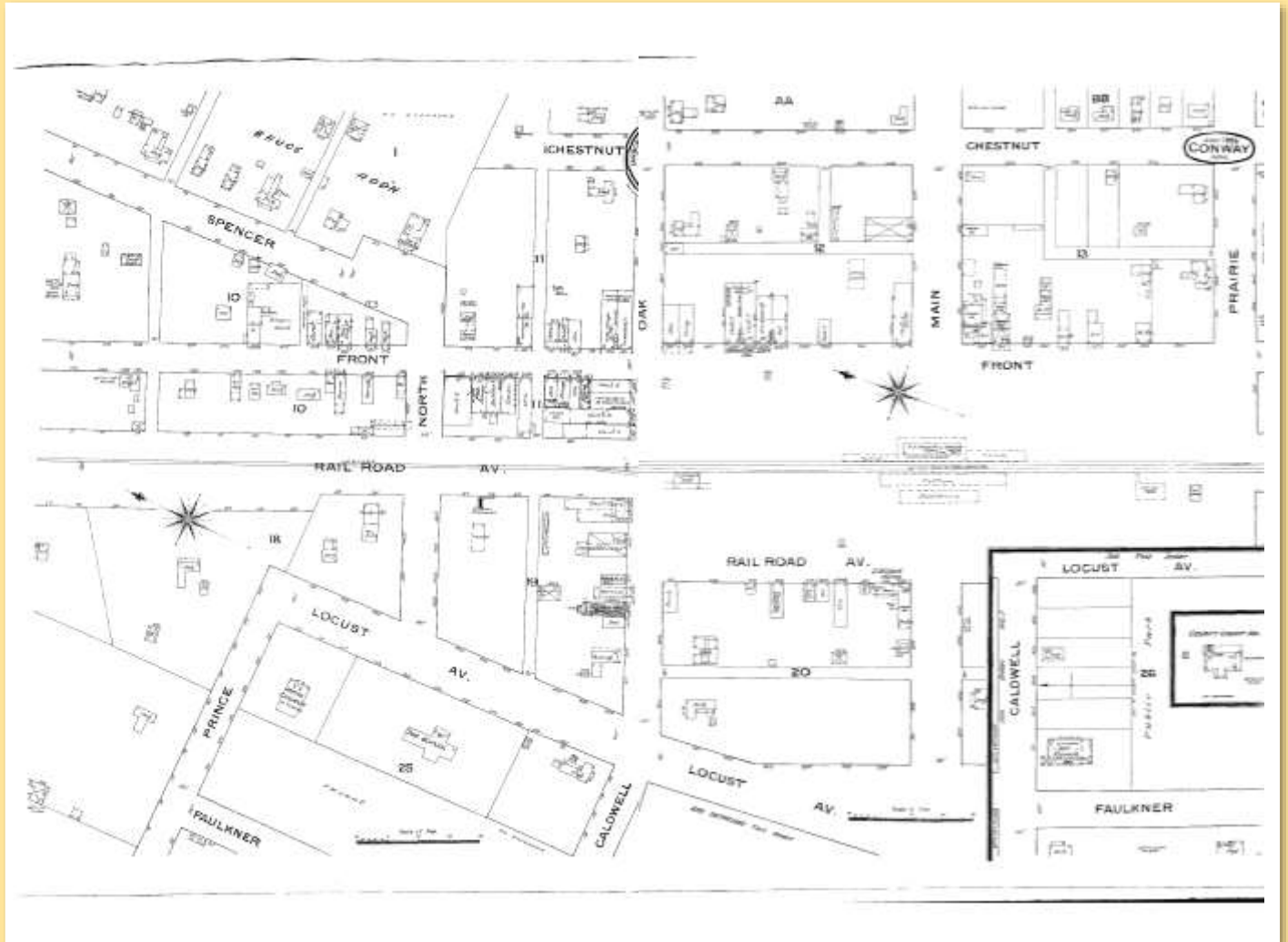
1960 to 1990 – Substantial Growth: From 7 square miles to 35 square miles.



Father Strub

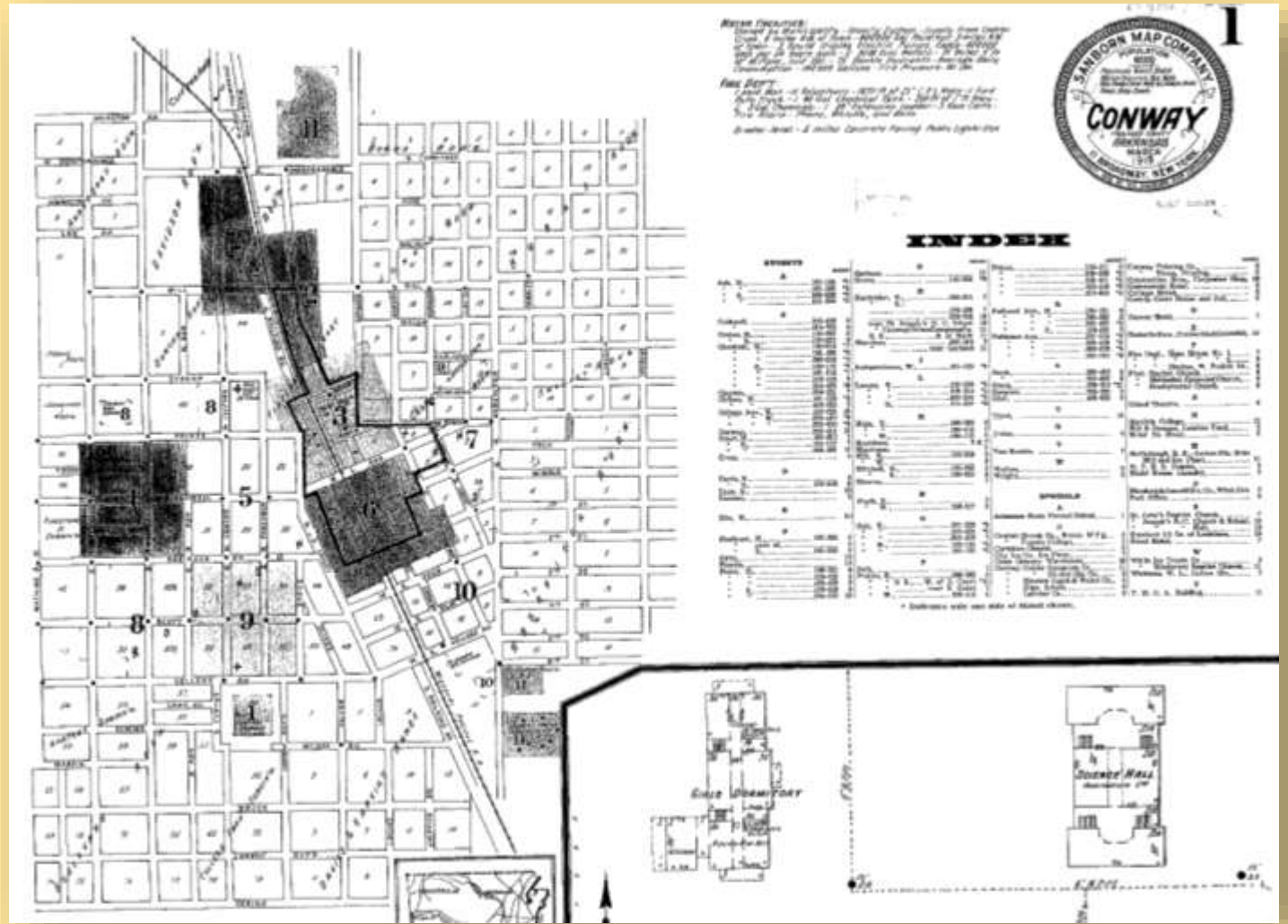
Historic Context

1886
Sanborn
Insurance
Map



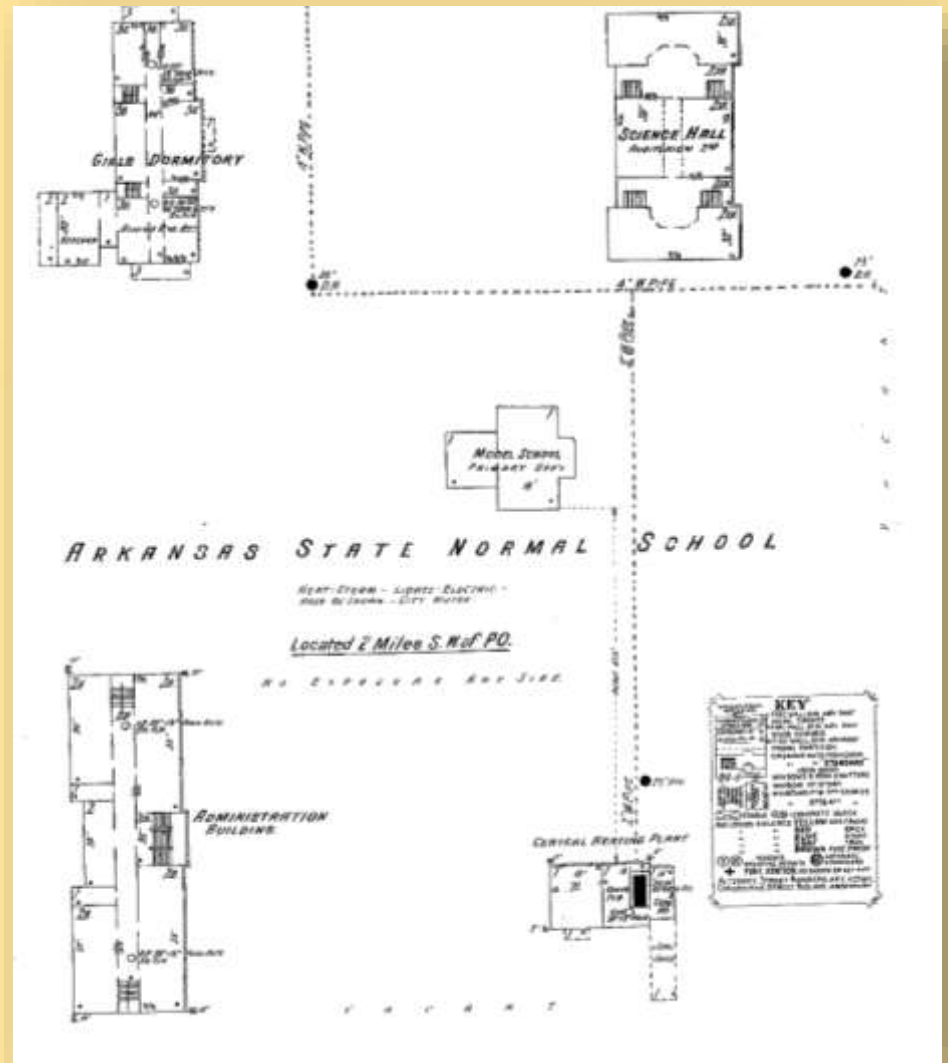
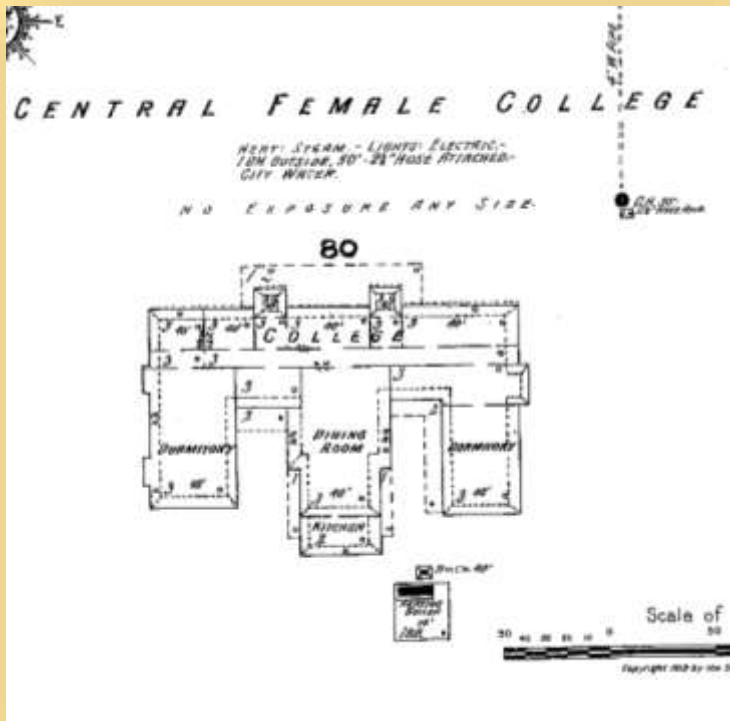
Historic Context

1919 Sanborn Insurance Map



Historic Context

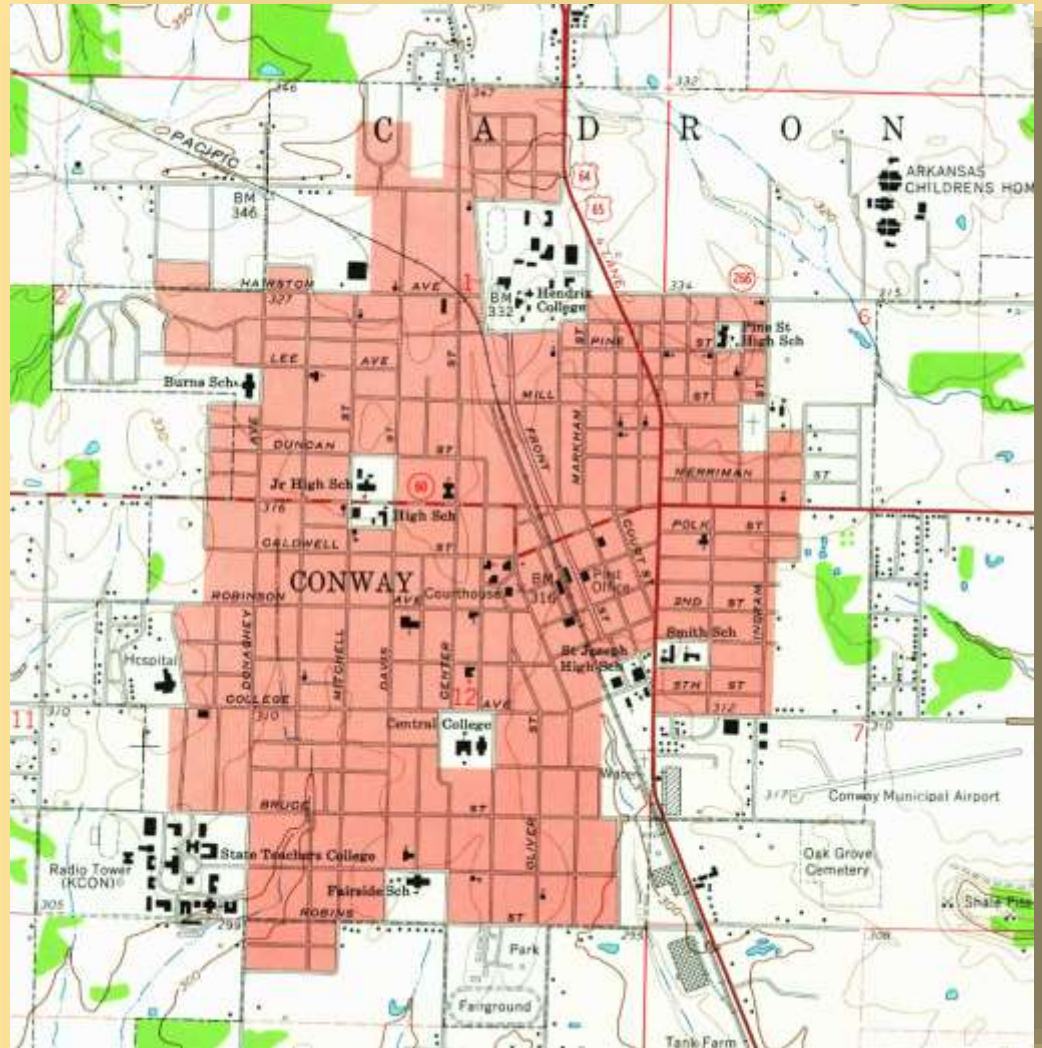
1919 Sanborn Insurance Map



Historic Context

1961 USGS Quad Map

Relatively consistent with 19th century Conway boundaries prior to the interstate and intensive suburban growth at the periphery

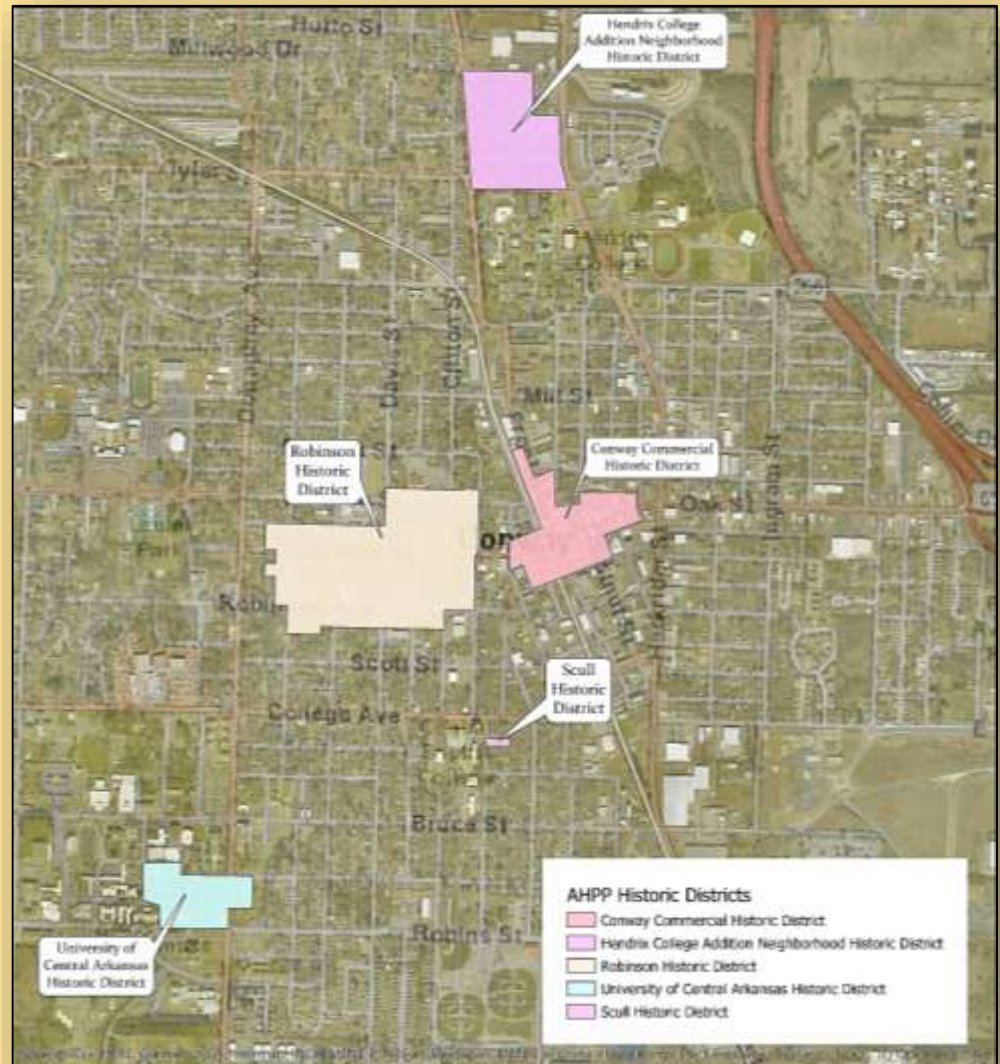


Findings: NR Historic Districts

National Register (NR) Historic Districts

- 1) Conway Commercial Historic District
- 2) Robinson Historic District
- 3) Hendrix College Addition Neighborhood Historic District
- 4) University of Central Arkansas Historic District
- 5) Scull Historic District

College Avenue Historic District is pending approval



Findings: NR Historic Districts

Conway Commercial Historic District

- *Location:* Downtown (straddling the rail line)
- *Size:* 34 acres
- *Period of Significance:* 1879-1960
- *Primary Land Uses & Building Types:* Commercial and institutional
- *Contributing vs Non-Contributing Properties:* 70/61
- *Year Designated to NR:* 2001



Findings: NR Historic Districts

Robinson Historic District

- *Location:* Immediately west of Downtown
- *Size:* 103 acres
- *Period of Significance:* 1890-1950
- *Primary Land Uses & Building Types:* Residential and religious
- *Contributing vs Non-Contributing Properties:* 83/54
- *Year Designated to NR:* 2001



Findings: NR Historic Districts

Hendrix College Addition Neighborhood Historic District

- *Location:* Just north of Hendrix College
- *Size:* 40 acres
- *Period of Significance:* 1903-1957
- *Primary Land Uses & Building Types:* Residential and commercial
- *Contributing vs Non-Contributing Properties:* 42/35
- *Year Designated to NR:* 2007



Findings: NR Historic Districts

University of Central Arkansas Historic District

- *Location:* Southwest of Downtown at College and Donaghey Aves.
- *Size:* Less than 1 acre
- *Period of Significance:* 1919-1963
- *Primary Land Uses & Building Types:* Institutional (educational and religious)
- *Contributing vs Non-Contributing Properties:* 7/0
- *Year Designated to NR:* 2013



Findings: NR Historic Districts

Scull Historic District

- *Location:* Southwest of Downtown on Conway Blvd.
- *Size:* Less than 1 acre
- *Period of Significance:* 1920s
- *Primary Land Uses & Building Types:* Residential (single-family detached houses)
- *Contributing vs Non-Contributing Properties:* 2/0
- *Year Designated to NR:* 2017



Findings: NR Historic Districts

College Avenue Historic District

- *Location:* West side of city (1600-1900 blocks of College Ave.)
- *Size:* 11 acres
- *Period of Significance:* 1910-1950
- *Primary Land Uses & Building Types:* Residential (single-family and multi-family)
- *Contributing vs Non-Contributing Properties:* 18/4
- *Year Designated to NR:* 2017



Findings: NR Properties

Individually-Listed NR Properties (33 total)

- 1) *Administration Building: University of Central Arkansas* - 201 Donaghey Ave. (listed 2011)
- 2) *Brown House* - 1604 Caldwell St. (listed 1982)
- 3) *Cadron Settlement Park* - Arkansas River & Cadron Creek (listed 1974)
- 4) *Century Flyer amusement park train* - 150 E. Siebenmorgen Rd. (listed 2010)
- 5) *Conway Confederate Monument* - Faulkner County Courthouse lawn (listed 1996)
- 6) *O.L. Dunaway House* - 920 Center St. (listed 1996)
- 7) *Farmers State Bank* - 1001 Front St. (listed 1982)
- 8) *Faulkner County Courthouse* - 801 Locust St. (listed 1995)

Findings: NR Properties

Individually-Listed NR Properties (continued)

- 9) *Faulkner County Jail* - Courthouse Square (listed 1978)
- 10) *First United Methodist Church* - NW corner of Prince St. & Clifton St. (listed 1992)
- 11) *Frauenthal & Schwarz Building* - 824 Front St. (listed 1992)
- 12) *Frauenthal House* - 631 Wester St. (listed 1982)
- 13) *Galloway Hall: Hendrix College* (listed 1982)
- 14) *Greeson-Cone House* - 928 Center St. (listed 1995)
- 15) *Hall-Hogan Grocery Store* - 1364 Mitchell St. (listed 2013)
- 16) *Frank U. Halter House* - 1355 College Ave. (listed 1980)
- 17) *Harton House* - 1821 Robinson Ave. (listed 1979)
- 18) *D.O. Harton, Jr. House* - 607 Davis St. (listed 1996)

Findings: NR Properties

Individually-Listed NR Properties (continued)

- 19) *Michael M. Hiegel House* - 504 2nd St. (listed 1998)
- 20) *Lasley's College Apartments* - 1916 & 1922 Bruce St. (listed 2011)
- 21) *J.E. Little House* - 427 Western Ave. (listed 1999)
- 22) *Martin Hall* - Hendrix College (listed 1982)
- 23) *Military Road: Cadron Segment* - address restricted (listed 2004)
- 24) *Oak Grove Cemetery: Historic Section* - E. Bruce St. (listed 2009)
- 25) *President's House* - Hendrix College (listed 1982)
- 26) *Frank E. Robins House* - 567 Locust St. (listed 1994)
- 27) *Reuben W. Robins House* - 508 Locust St. (listed 2005)
- 28) *Sellers House* - 89 Acklin Gap Rd. (listed 2005)
- 29) *S.G. Smith House* - 1837 Caldwell St. (listed 1982)

Findings: NR Properties

Individually-Listed NR Properties (continued)

- 30) *Springfield Bridge* - Beaverfork Lake Park (listed 1988)
- 31) *Tyler-Southerland House* - 36 Southerland Rd. (listed 2005)
- 32) *Earl & Mildred Ward House* - 1157 Mitchell St. (listed 2005)
- 33) *Young Memorial* - 1601 Harkrider Dr. (listed 1996)



Young Memorial, also known as the War Memorial Monument, is a World War I memorial located on the north side of Reynolds Hall on the Hendrix College campus. It was erected in 1920 and listed on the National Register in 1996.

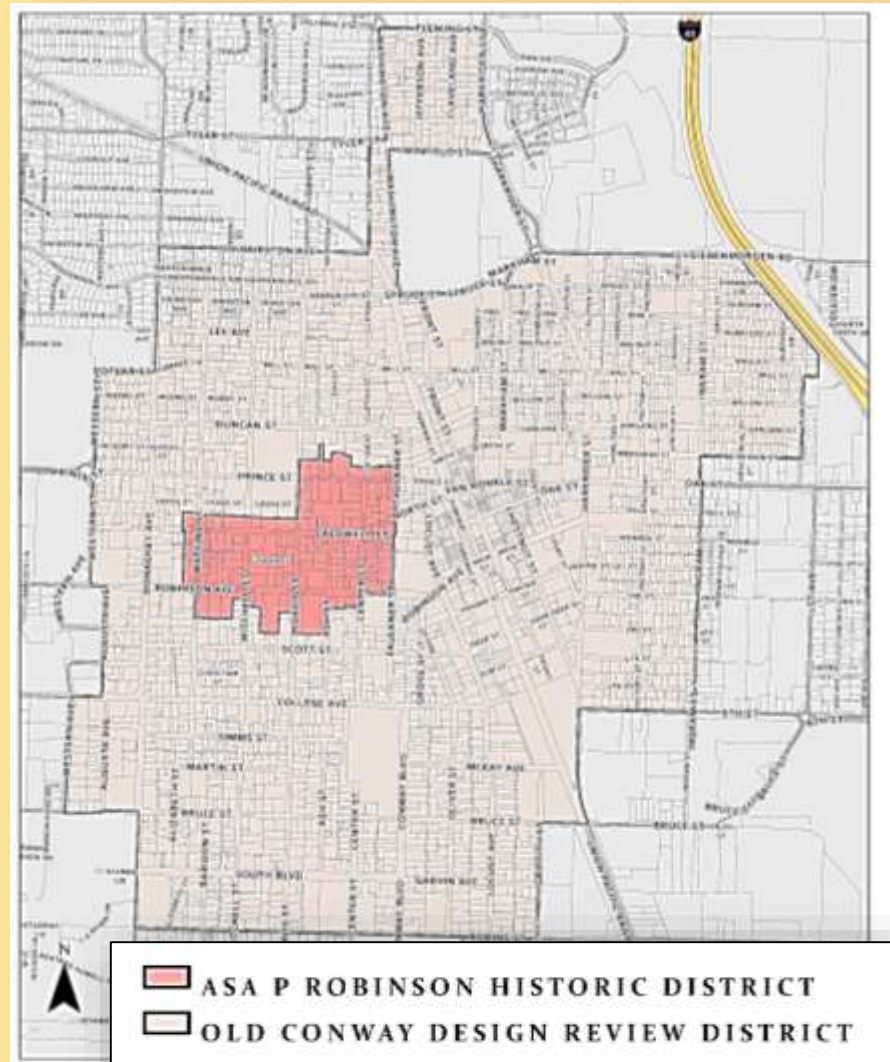
Findings: Locally-Designated Districts

Asa P. Robinson Historic District

- Historic districts offer the highest level of protection to the integrity of a historic area.

Old Conway Design Overlay District

- Design overlay districts of this type tend to have guidelines less stringent than those of historic districts.
- The overlay includes Downtown and surrounding older neighborhoods.



Findings: Locally-Designated Districts

Asa P. Robinson Historic District

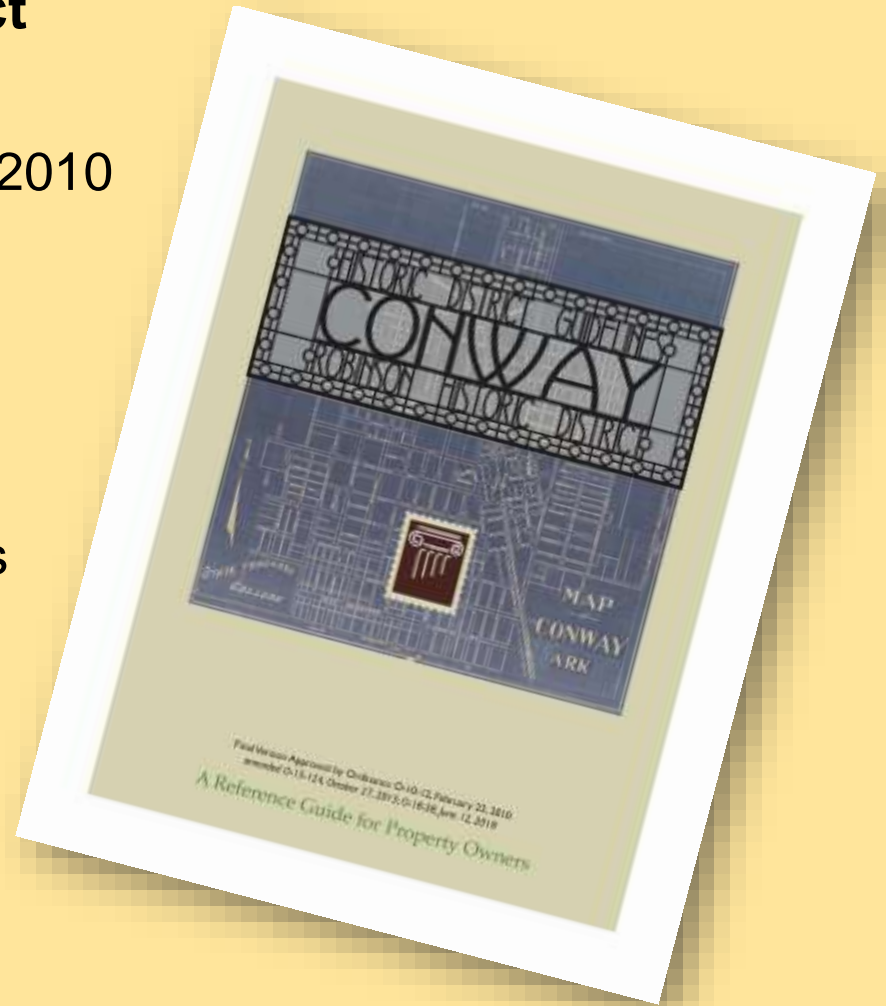
- Boundaries are identical to the NR district, but extend a bit to the north and south.
- Regulated actions are typical of most historic districts.
- Design review and approval is conducted by the Conway Historic District Commission (HDC).
- The HDC is staffed by the City's Planning & Development Department.



Findings: Locally-Designated Districts

Asa P. Robinson Historic District (continued)

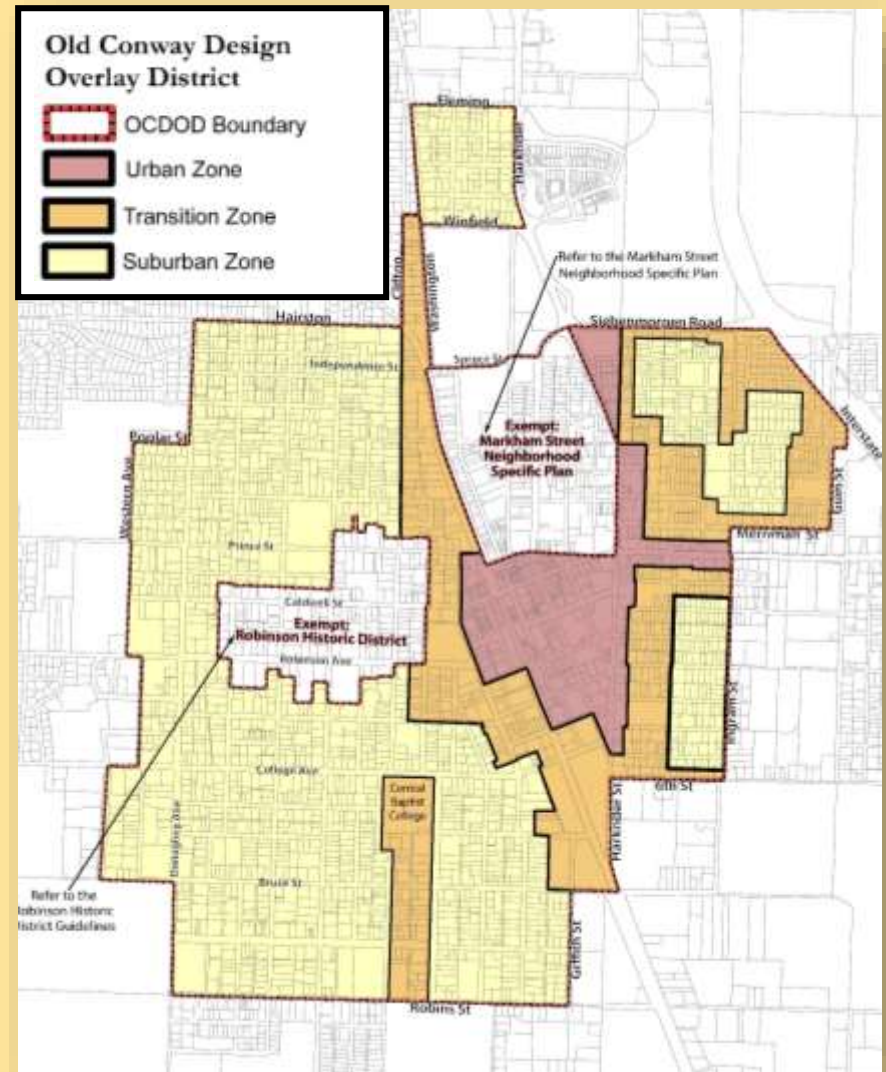
- Design Guidelines were adopted in 2010 and have had subsequent updates.
- They are based upon the federal Secretary of the Interiors Standards and Guidelines for Rehabilitation.
- In addition to explaining the district's regulatory context, design issues are organized as follows:
 - The Neighborhood
 - The Site
 - Changes to Building Exterior
 - Demolition and Relocation
 - New Construction and Additions



Findings: Locally-Designated Districts

Old Conway Design Overlay District (OCDOD)

- The overlay, adopted in 2006, features three zones:
 - Urban Zone
 - Suburban Zone
 - Urban Transition Zone
- There are two other areas:
 - Robinson Historic District
 - Markham Street Neighborhood Specific Plan area
- As with the Robinson HD district, design review and approval is conducted by the HDC and staffed by the City.

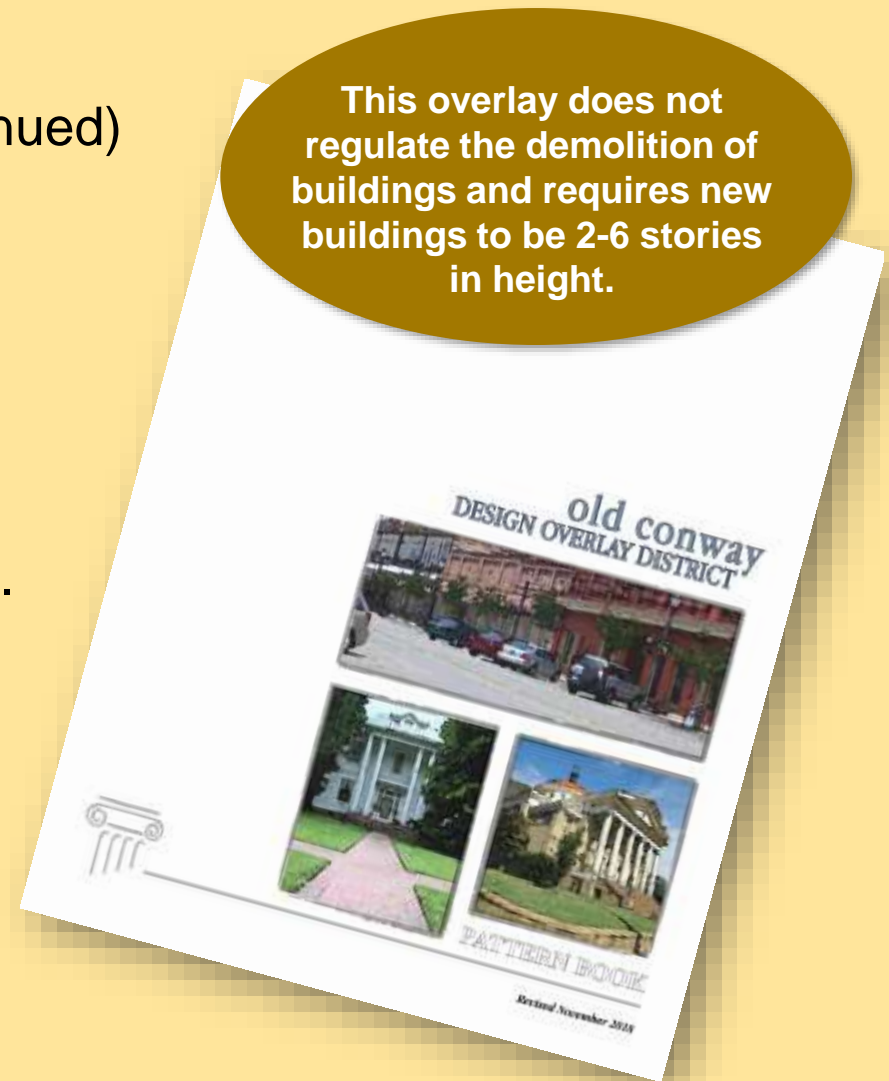


Findings: Locally-Designated Districts

Old Conway Design Overlay District (OCDOD) (continued)

- Pattern Book is a 2018 update of the original 2006 guidelines with expanded text and graphics.
- Regulates exterior alterations, new structures (160+ sq. ft.), additions (75+ sq. ft.), and partial demolitions.
- In addition an overview, design issues are organized as follows:
 - The Neighborhood
 - Suburban Zone Guidelines
 - Urban Transition Zone Guidelines
 - Urban Zone Guidelines
 - Civic and Institutional Guidelines

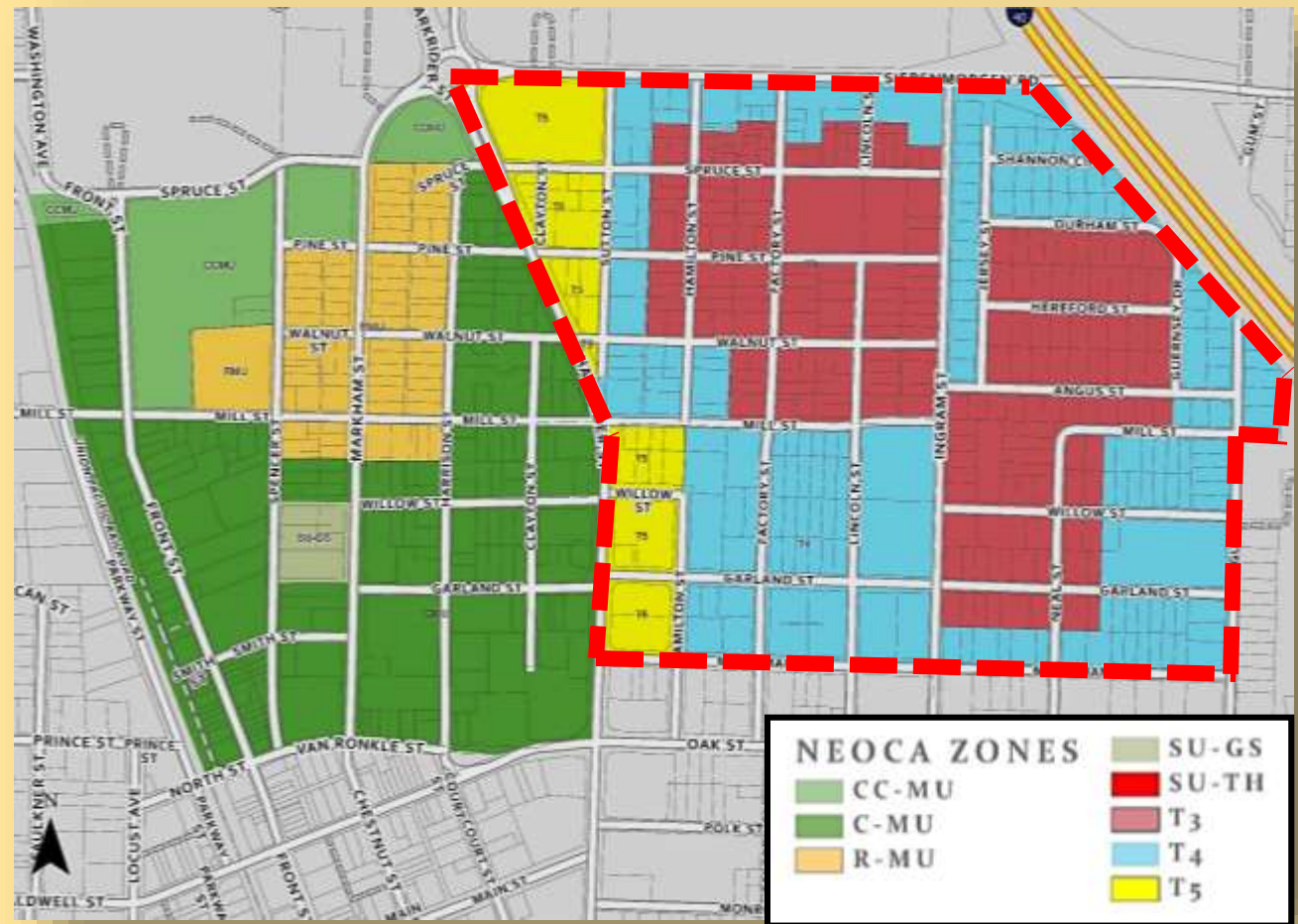
This overlay does not regulate the demolition of buildings and requires new buildings to be 2-6 stories in height.



Findings: Area Specific Plans

Northeast Old Conway Area (NEOCA) Specific Plan

- Review of new structures, additions, exterior remodeling, changes in occupancy type or use.
- 3 transect zones (urban, suburban, transitional).
- Standards echo OCDOD since part of it.



Findings: Other Relevant Regulations

City-Wide Development Guidelines

- Applicable proposed actions are approved by the Planning Director.
- The following application types are regulated by these guidelines:
 - New multi-family & non-resid. bldgs.
 - New parking areas for all multi-family & non-residential uses.
 - Expansion of gross floor area of any existing structures by 20% or 2,000 sq. ft. (the lesser).
 - Expansion of any lot coverage.
 - Expansion/change to a site's use.
 - Outdoor dining.
 - Development allowed via a conditional use permit in all zones.



Findings: Preservation Incentives

Investment Tax Credits for Historic Building Rehabilitation

Federal Program

- 20% credit
- Must be on or eligible for the NR
- Costs must exceed adjusted cost basis (ACB)
- Property must be income-producing
- Project must meet federal standards

State Program

Mirrors federal program in most ways, but:

- 25% credit for a portion of investment:
 - First \$1.6 million for income-producing
 - First \$100,000 for non-income producing
- Minimum investment:
 - \$5,000: non-income producing properties
 - \$25,000: income producing properties



*Recent tax credit project
- 825 Parkway Street.*

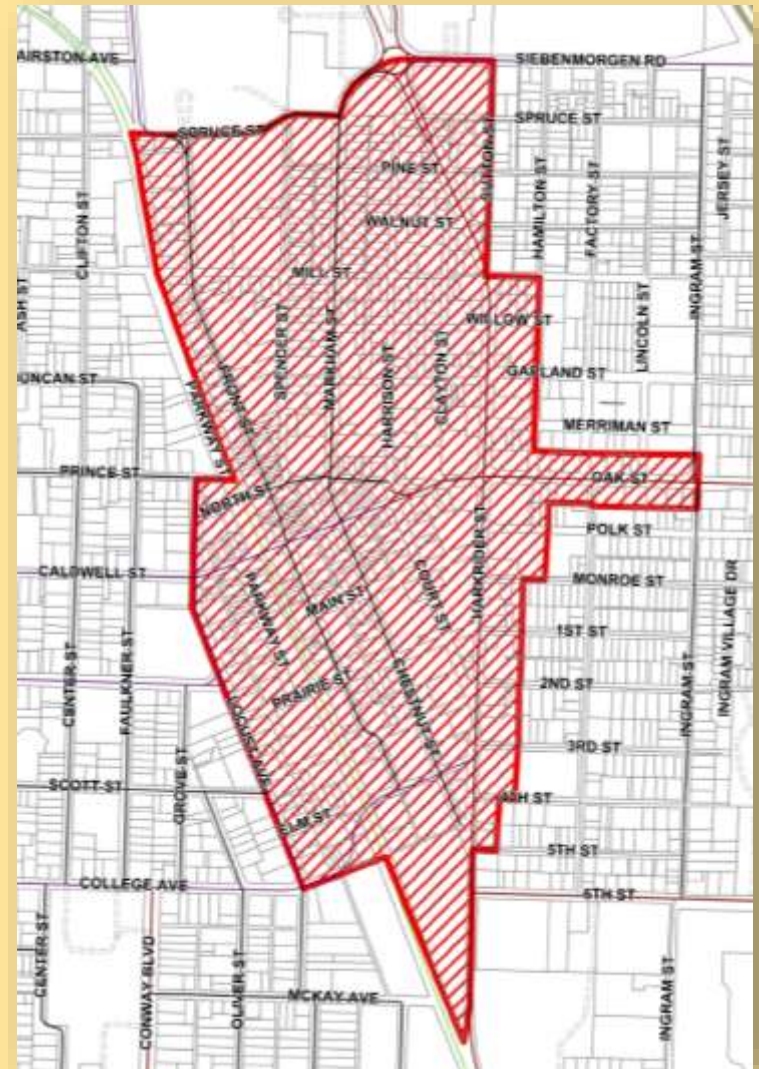
Findings: Preservation Incentives

Impact Fee Exemption

Rough Boundaries

- *North:* Spruce St. & Siebenmorgen Rd.
- *South:* McKay Ave.
- *East:* Sutton St., Hamilton St., Ingram St. & Harkrider St.
- *West:* Parkway St. & Locust Ave.

This area is roughly the east half of the Old Conway Design Overlay District (OCDOD) and includes the historic Downtown.



Public Opinion Survey Results

Survey Overview

Survey Purpose - To gauge the opinions, perceptions and preferences of Conway's citizens with regard to historic preservation in Conway.

Survey Content - Seven multiple choice questions with an opportunity for open-ended comments at the end.

Survey Implementation - On the City's website for several weeks

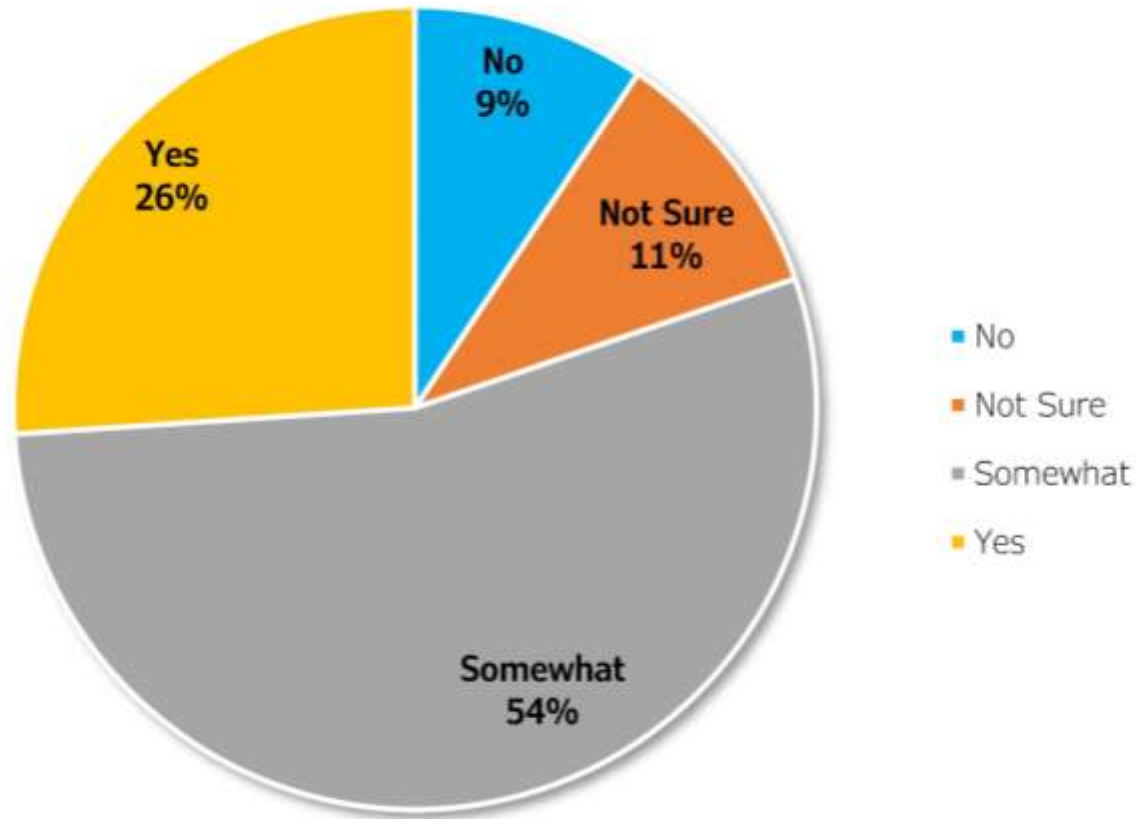
Survey Promotion -

- Front page of the City's website
- Two facebook/tweets on social media
- Websites of the Conway Downtown Partnership (CDP) and Old Conway Preservation Society provided links to the survey

Survey Participation - 96 respondents

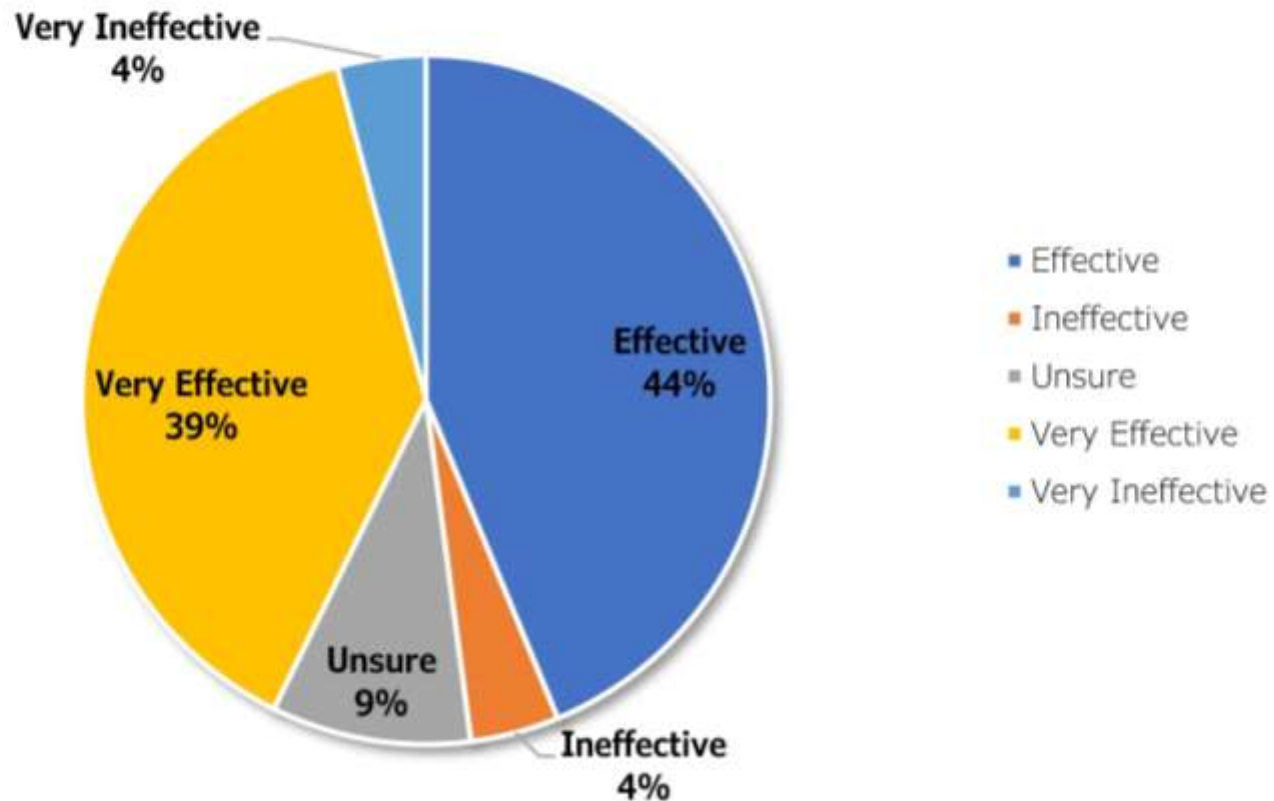
Public Opinion Survey Results

Has Conway had success in preserving and protecting its historic assets and buildings?



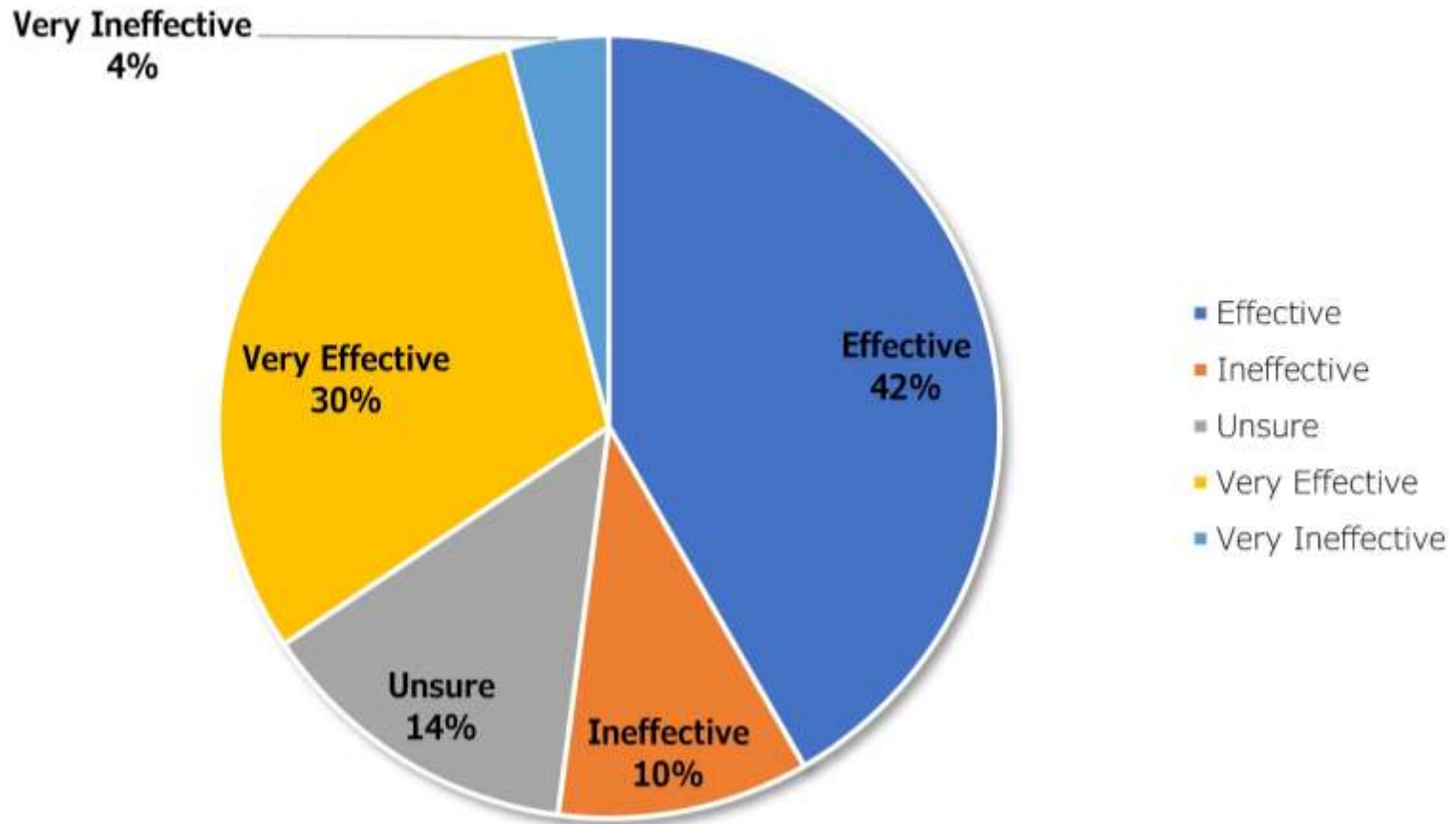
Public Opinion Survey Results

How effective would requiring that a notice be issued regarding the property's designation as part of any real estate transactions occurring within the districts be in raising awareness of Conway's historic and overlay district regulations?



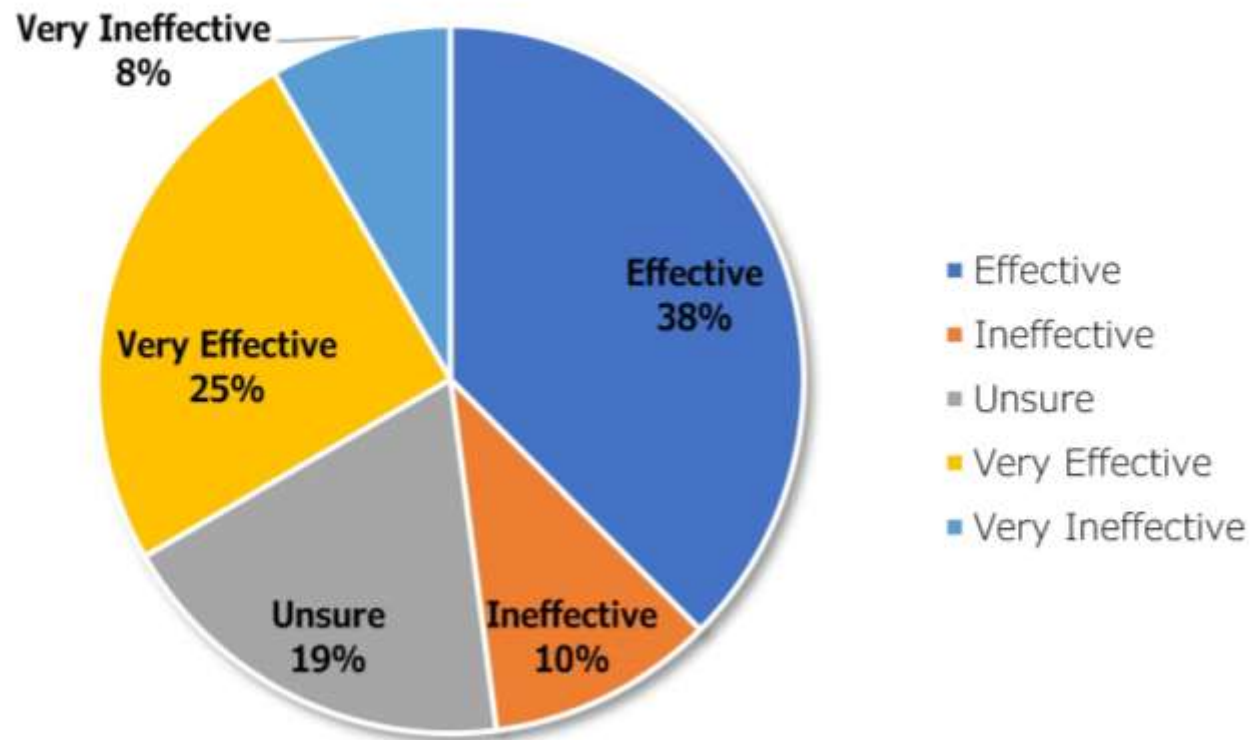
Public Opinion Survey Results

How effective would initiating a public awareness campaign be in raising awareness of Conway's historic and overlay district regulations?



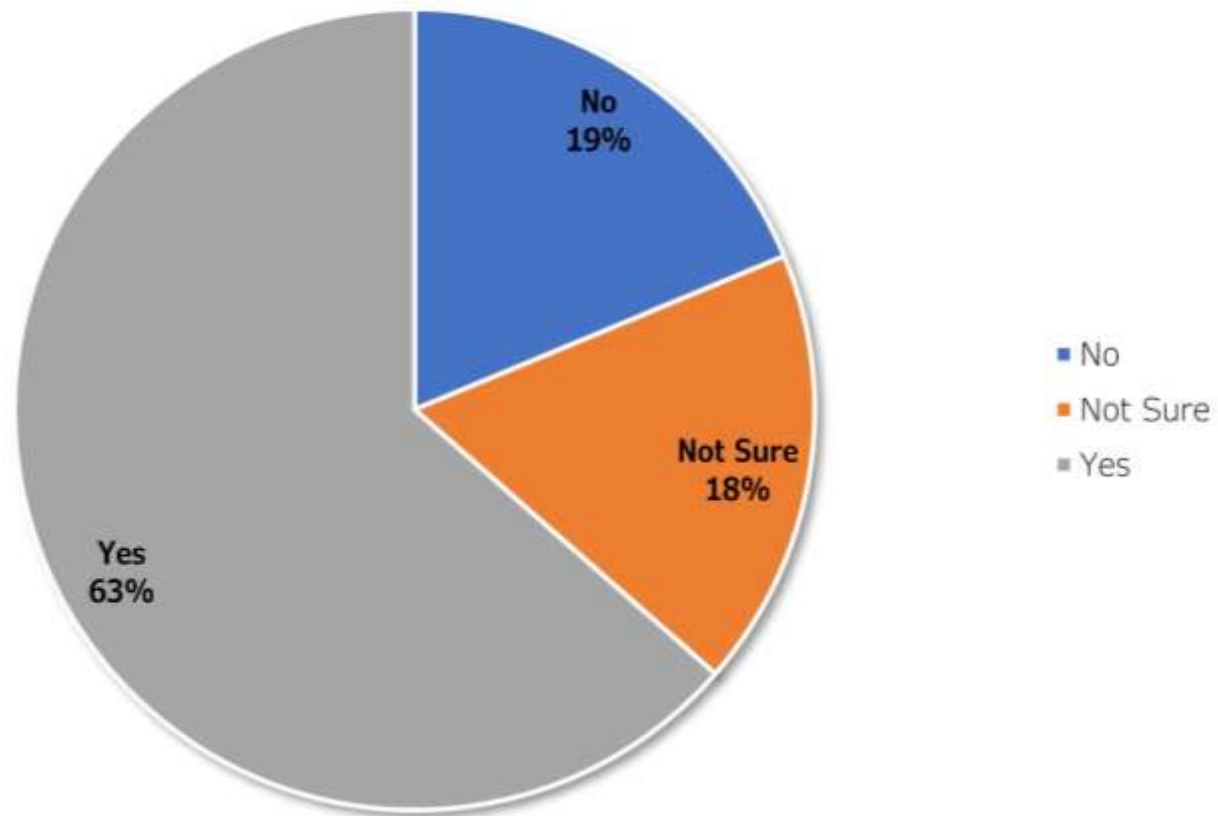
Public Opinion Survey Results

How effective would annual/biannual reminder mailings to property owners be in raising awareness of Conway's historic and overlay district regulations?



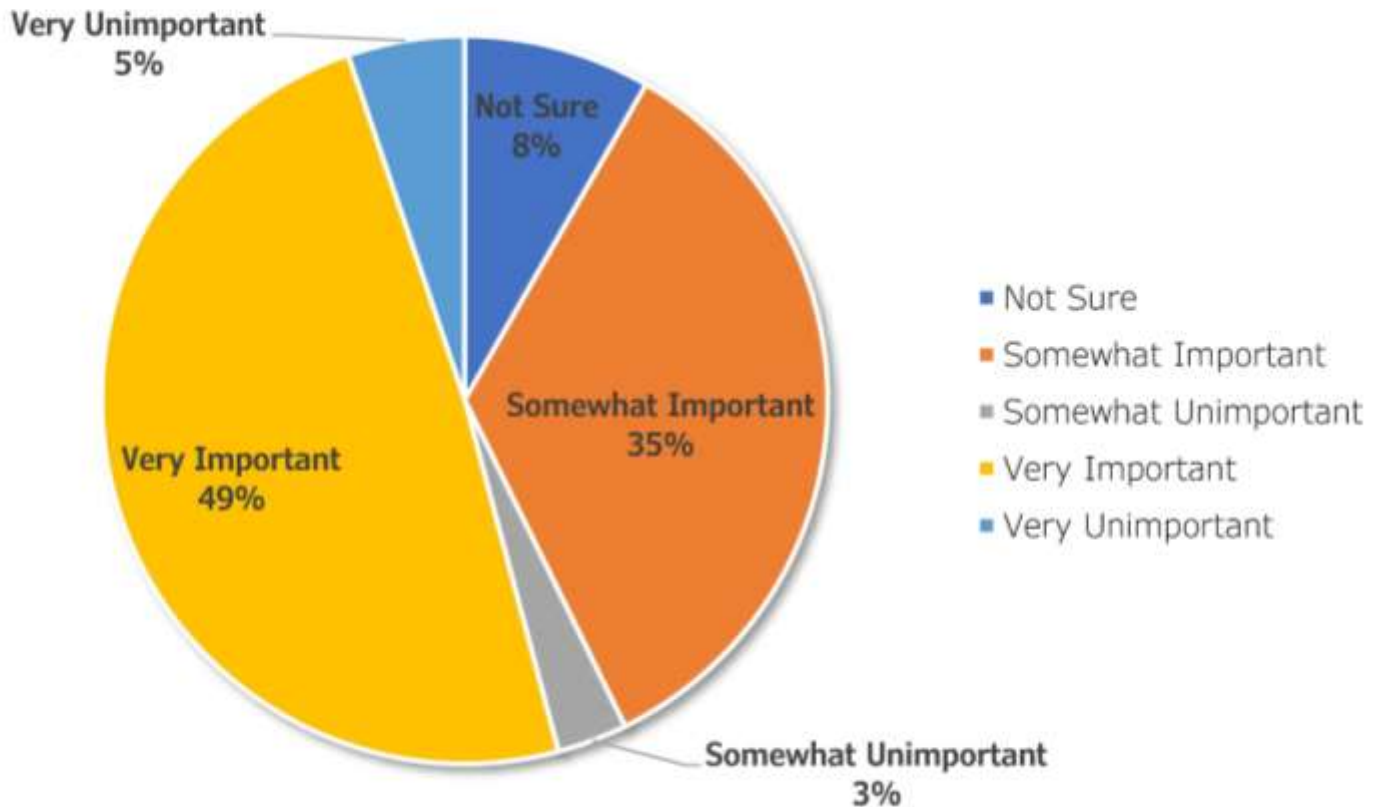
Public Opinion Survey Results

Conway's historic downtown is designated as part of a conservation overlay district, but the associated regulations do not prohibit the demolition of historic buildings, as would historic district designation. Do you believe that historic district designation should be extended to the downtown?



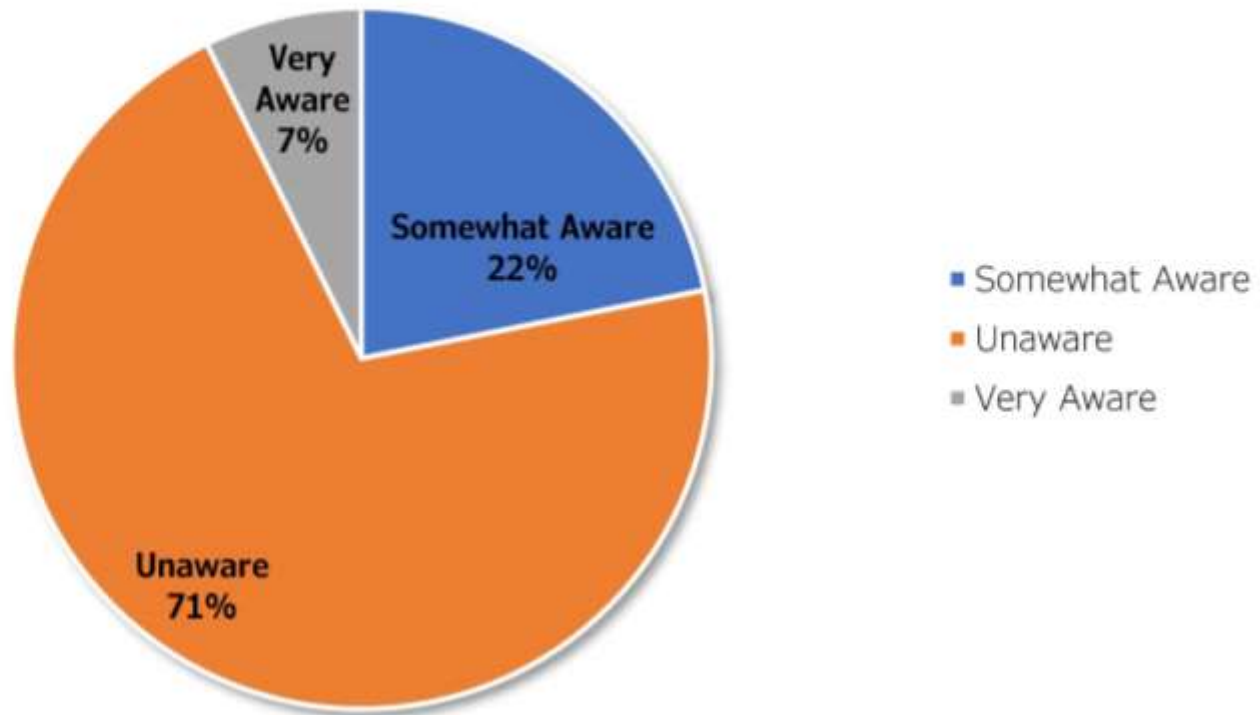
Public Opinion Survey Results

The Conway Downtown Partnership currently has a building façade improvement grant program, but the amounts awarded are relatively small. The maximum amount per grant is \$1,000 and it requires a match from the recipient in the same amount. How important do you believe it is for this grant program to be expanded to provide larger grants with a lower match percentage?



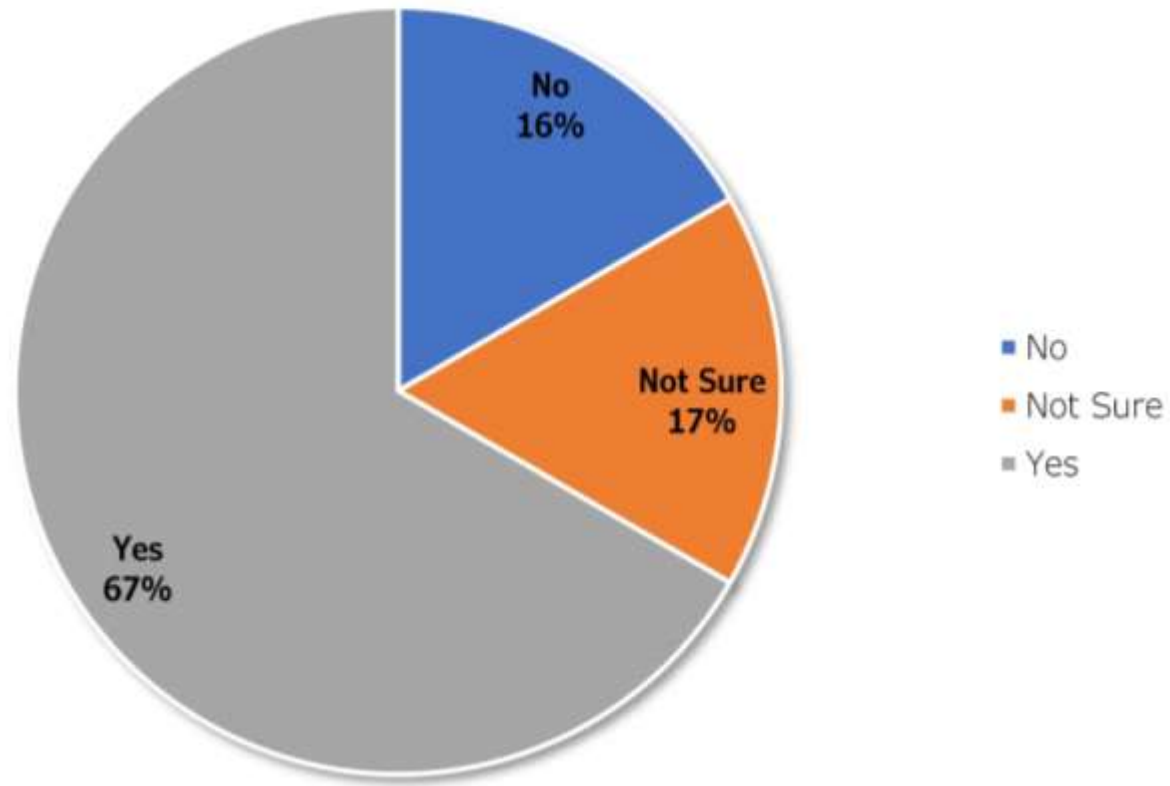
Public Opinion Survey Results

There are investment tax credit programs available for the rehabilitation of historic buildings at both the state and federal levels. Qualified projects come with various requirements, but these credits can be a key factor in the financial feasibility of a rehabilitation project. How aware are you of these two programs?



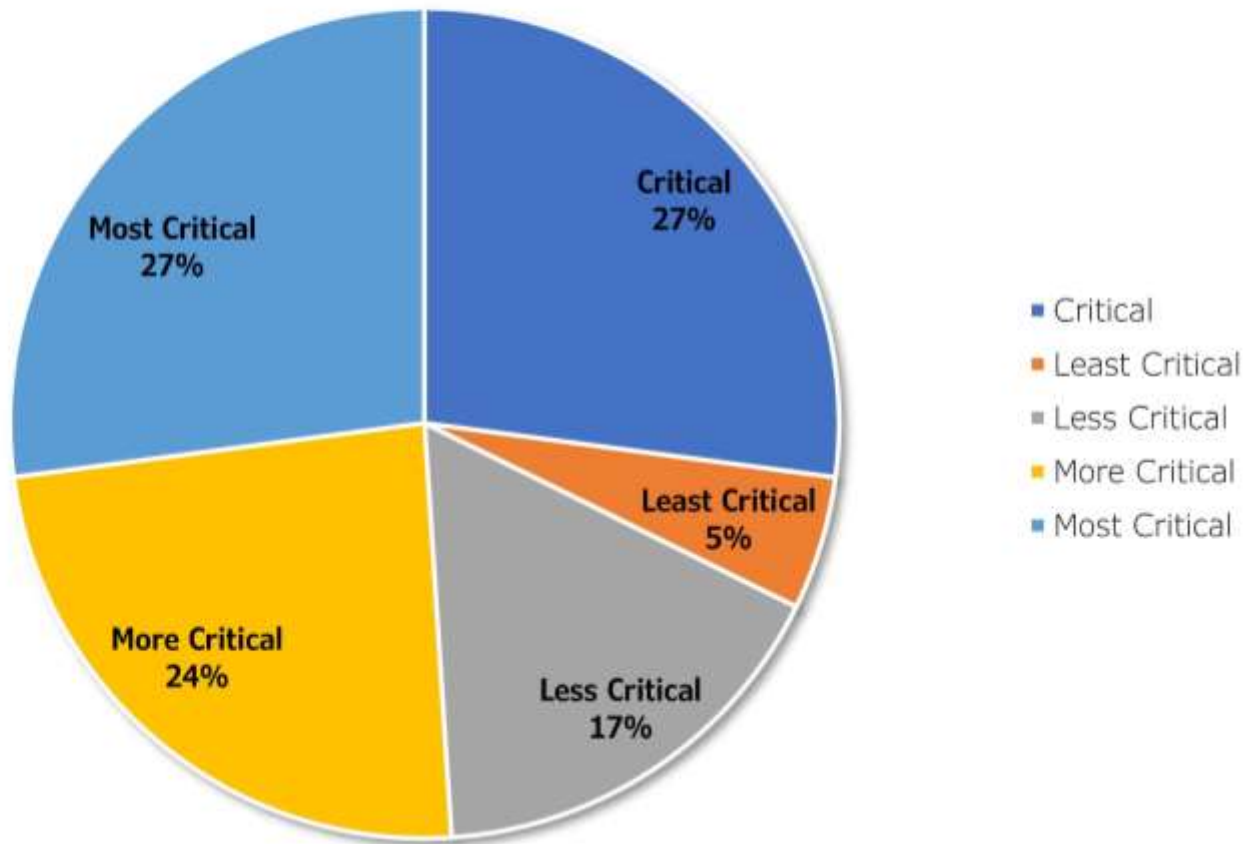
Public Opinion Survey Results

Many communities with a local preservation program hold an annual awards event to recognize individuals, organizations and/or projects for their contributions toward local preservation efforts. Do you believe such an event should occur for Conway?



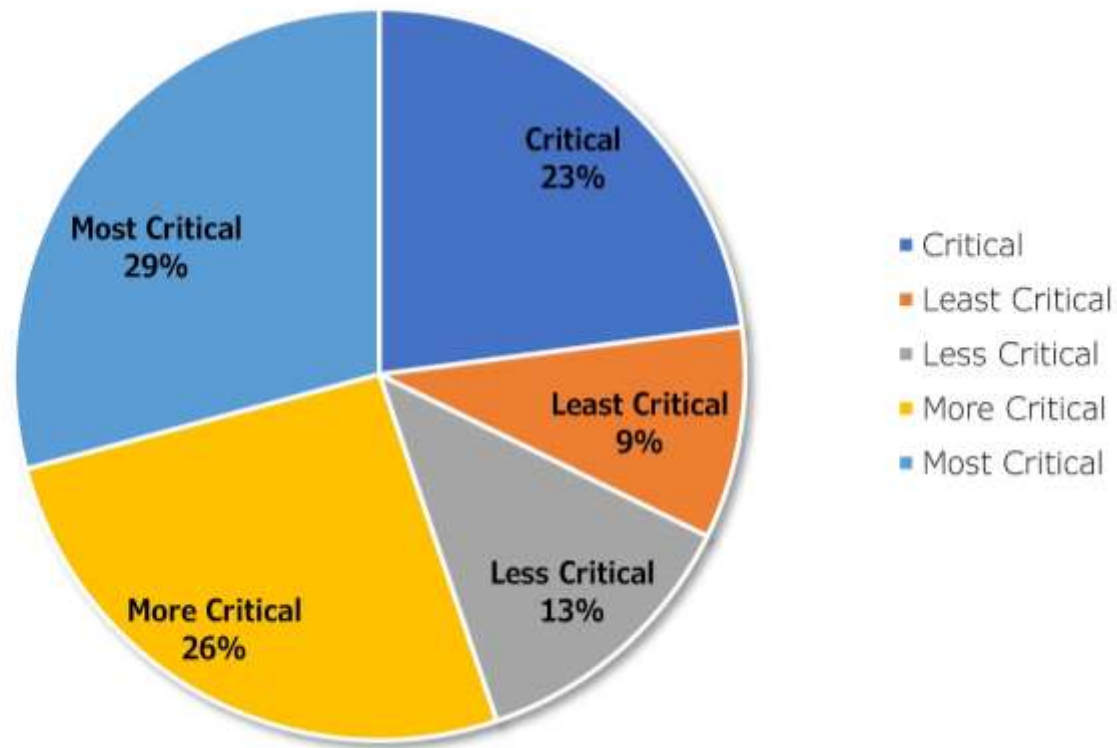
Public Opinion Survey Results

What do you consider to be the most critical historic preservation issues facing Conway at present? Option A - The need to raise awareness about the existence of regulations within Conway's historic and conservation districts.



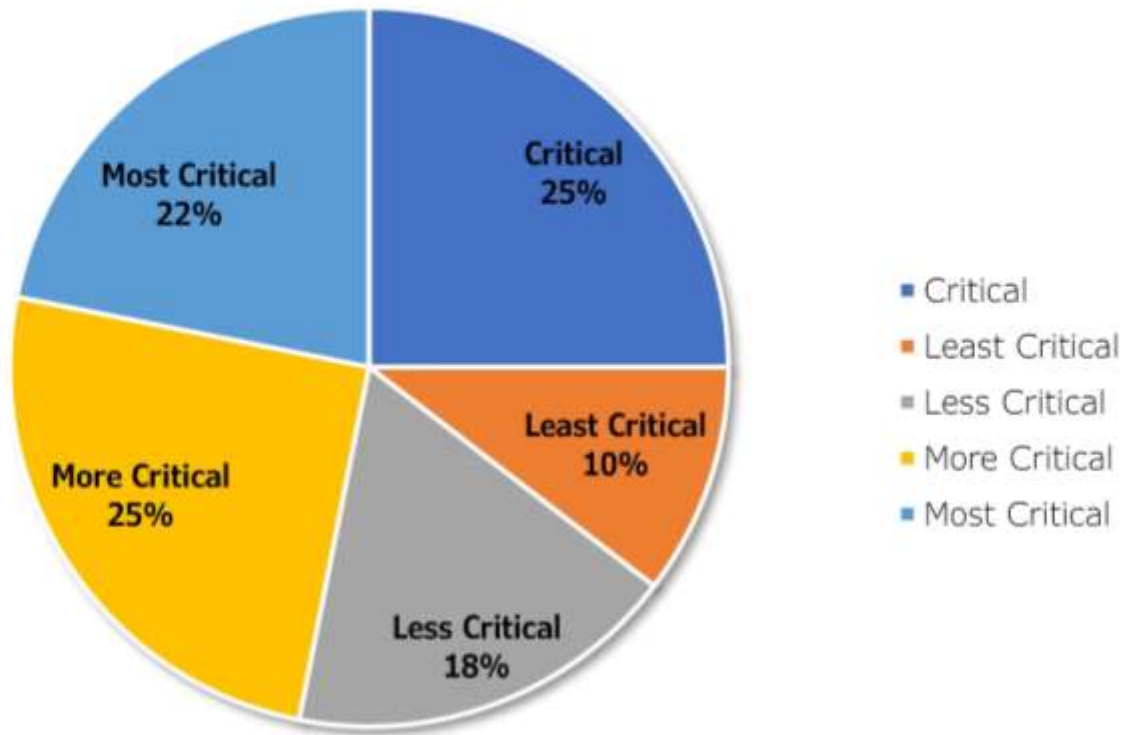
Public Opinion Survey Results

What do you consider to be the most critical historic preservation issues facing Conway at present? Option B - The need to replace the existing overlay zoning as applied to downtown with historic zoning that offers greater protections to historic buildings.



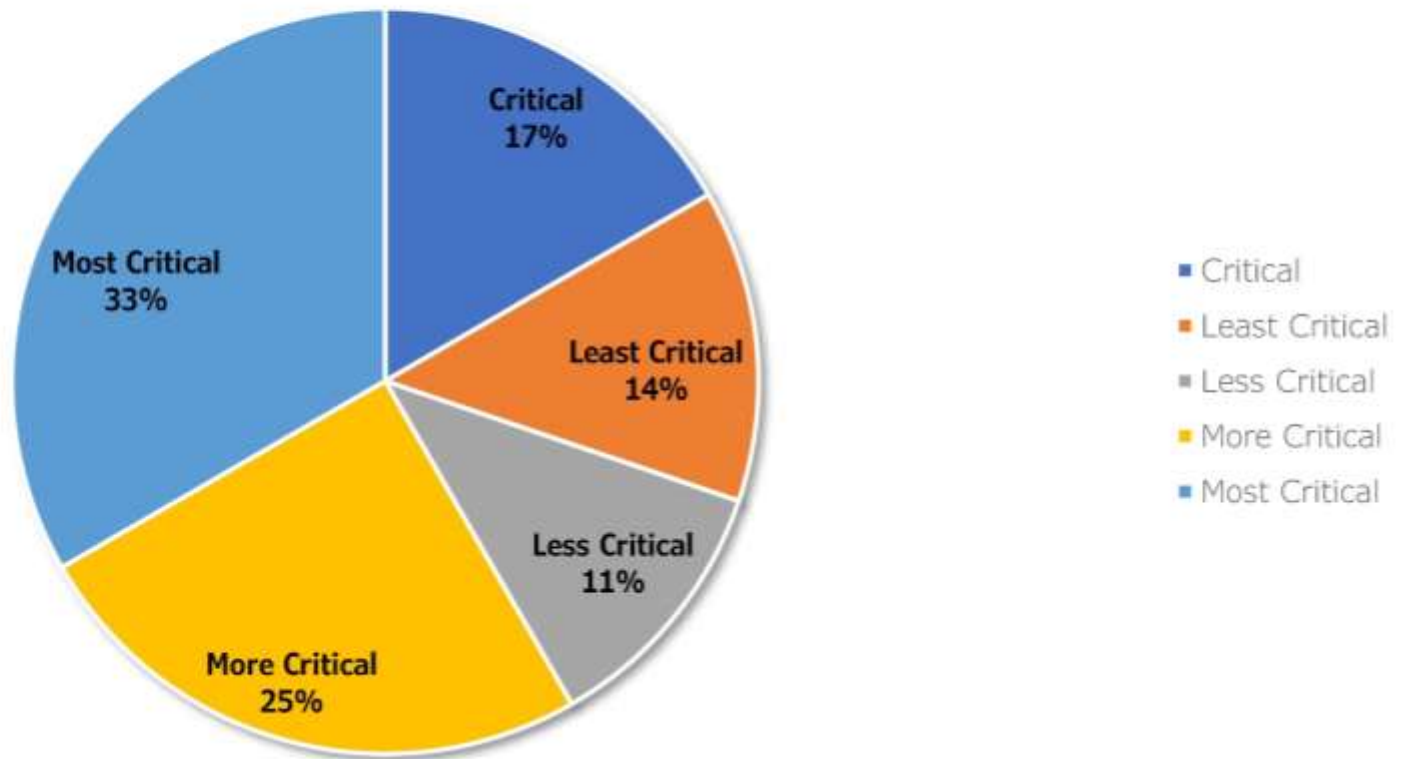
Public Opinion Survey Results

What do you consider to be the most critical historic preservation issues facing Conway at present? Option C - The need to replace the existing overlay zoning as applied to certain historic neighborhoods, such as the Hendrix Addition, with historic zoning that offers greater protections to historic buildings.



Public Opinion Survey Results

What do you consider to be the most critical historic preservation issues facing Conway at present?
Option D - The need to expand the grant amounts awarded by the Conway Downtown Partnership for building facade improvements.



Vision & Goals

Vision

Conway is a vibrant and progressive community that strives to make continuous environmental, social and economic advancements, while preserving its historic resources and overall historic character. The community's historic resources, including its downtown and older neighborhoods, provide Conway with a unique identity that distinguishes it from other communities in the region. Historic preservation serves as an important underpinning to Conway's overall quality of life, economy and social fabric.

Vision & Goals

Goals

A. Historic Resources Survey and Resource Priorities

Goal A-1: Maintain a Historic Resources Survey that is current, comprehensive and cost-effective.

Goal A-2: Maintain a Historic Resources Survey that is accurate, useful and readily accessible to a wide spectrum of potential users.

Goal A-3: Prioritize Conway's historic resources so that the most important resources can be preserved.

Vision & Goals

Goals

B. Preservation Regulations

Goal B-1: Achieve preservation regulations that are comprehensive, logically organized, and not repetitive. It should address all key issues related to historic district regulations, but should address design standards in a referenced supplemental document.

Goal B-2: Provide greater protections to Downtown's historic buildings and those in Conway's most significant neighborhoods to avoid future demolitions.

Goal B-3: Enforce and apply preservation regulations in a manner that is efficient, effective and fair.

Vision & Goals

Goals

C. Preservation Incentives

Goal C-1: Capitalize on existing state and federal incentives for historic preservation and promote their availability to all applicable entities and individuals.

Goal C-2: Revise and enhance Conway's existing incentives for historic preservation and develop new incentives.

Vision & Goals

Goals

D. Preservation Within all City Policies/Decisions

Goal D-1: Adjust City policies and programs that are in conflict with the City's historic preservation goals, and look for opportunities to benefit preservation.

Goal D-2: Develop new public policy tools to benefit historic preservation efforts in Conway.

Vision & Goals

Goals

E. Public Education and Communication

Goal E-1: Ensure that all property owners, designers and contractors are aware of the City's preservation regulations and how they impact properties with which they are involved.

Goal E-2: The City, working with Conway's various preservation-related organizations, should educate the public on technical issues and promote the benefits of preservation.

Goal E-3: Initiate an annual awards program recognizing exemplary preservation projects, professionals and property owners.

Vision & Goals

Goals

E. Public Education and Communication (continued)

Goal E-4: Educate the general public and students on Conway's history through innovative programs and outreach.

Workshop Exercise

Break-Out Groups for Discussion

(organized by goals categories)

Group #1: Phil Thomason

- A. Historic Resources Survey and Resource Priorities
- E. Public Education and Communication

Group #2: Phil Walker

- B. Preservation Regulations
- C. Preservation Incentives

Group #3: James Walden

- D. Preservation Within All City Policies/Decisions

If groups are too small, conduct this as one group.

Next Steps

Task 1.0:

Project Kick-Off & Research ✓

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Context, Survey & Vision/Goals ✓

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