



CITY OF CONWAY, ARKANSAS PLANNING COMMISSION

June 21, 2022 • 6:30pm • 1111 Main Street

**Decisions made by the Planning Commission acting as the Board of Zoning Adjustment are final. Decisions may not be appealed to City Council.*

Planning Commission meeting procedures (per by-laws adopted July 19, 1993; amended September 20, 2021)

**Subdivision Review items are included for consideration as administrative reviews to determine compliance with the Conway Subdivision Ordinance, Zoning Code, and applicable plans. Such items are not conducted as public hearings.*

***Order and conduct for public hearings: Following the announcement of the item by the Chair, Planning Staff will present the report findings. Following Staff presentation the Applicant is granted up to 10 minutes for additional presentation with subsequent favorable public comments limited to 3 minutes per person. If opposed parties are present the initial speaker is then granted up to 10 minutes with each subsequent public comment limited to 3 minutes per person. No person shall address the Planning Commission without first being recognized by the Chair and stating his/her name and address for the public record. All questions/remarks shall be made from the podium and addressed through the Chair to the Commission as a whole. Any group with common interest shall select a speaker to address the Commission on behalf of the group; repetitive comments will be limited.*



City of Conway

PLANNING COMMISSION

June 21, 2022

PLANNING COMMISSION

Rhea Williams, Chair
Rebekah Fincher, Vice-Chair
Laura King, Secretary
Alexander Baney
Adam Bell
Latisha Sanders-Jones
Ethan Reed
Drew Spurgers
Larry Webb
Greg West

The Conway Planning Commission makes recommendations to the City Council on public hearing items. Items reviewed on this agenda will be considered by the City Council as early as **June 28, 2022**.

Items not approved by the Planning Commission may be appealed to the City Council within 30 days of the date of Planning Commission denial, with exception of decisions made by the Planning Commission acting as the Board of Zoning Adjustment.

Call to Order and Roll Call.

Finding of a Quorum.

Approval of Minutes. May 16, 2022

I. Public Hearings**

- A. Consideration to approve a Public Art Master Plan as an appendix to the Comprehensive Plan
- B. Request for zoning variance† to allow a reduction of the required 25' landscape setback in the O-1 zoning district for property located at 825 S Donaghey Avenue (VAR-0522-0264)
- C. Request for conditional use permit to allow an Automobile Body Shop in the I-3 zoning district for property located at 1215 Thomas G Wilson Drive (CUP-0522-0256)
- D. Request to annex 44.97 acres ± located north of Emphy Trail, west of Orchard Park Subdivision and south of Cresthaven Subdivision, Phase 4 (ANN-0522-0257)
- E. Request to annex 6.70 acres ± located at 110, 130, 170, 190, 220, and 250 E Grandview Heights Drive; Lots 1 - 6 Grandview Heights Subdivision (ANN-0522-0263)
- F. Request for conditional use permit to allow Religious Activities in the R-2A zoning district for property located at 1919 South Boulevard (CUP-0522-0266)

II. Development Review Appeal

- A. Appeal of Development Review administrative denial to allow reduced masonry on new Crain Genesis automobile dealership (SDR-0422-0242)

Adjournment

Consideration of item was tabled at the May 16th meeting

The Public Art Master Plan is being considered for adoption as an appendix to the Conway Comprehensive Plan. The plan was developed to provide a road map for future investments in public art across Conway with an eye towards fostering greater quality of life, reinforcing a Conway identity, and promoting an appreciation of arts and culture among residents and visitors to the city. The work is a result of an 11-month process working with Designing Local of Columbus, OH. The project was led by a steering committee with extensive public engagement provided throughout development of the plan.

TYPES OF PUBLIC ART

SCULPTURE
Whether contemporary, irreverent, traditional or something more, sculptures are often the focal points of civic art. Sculptures may commemorate and celebrate our history, express civic pride, or be established as culturally-defining showpieces for the City.

Sculptures can take on many shapes and sizes and often fit well when created in or alongside gateways, parks, gathering spaces, roundabouts, and community centers. Because communities can celebrate and enhance their civic identity, they are especially appropriate in parks and downtown settings.

MURALS
While curating permanent works of art as part of the collection is important, ephemeral works such as murals allow for the exposure of many artists over a short period of time rather than a few artists over a long period of time.

FUNCTIONAL ART
Conway is focused on improving the infrastructure to facilitate added use by residents. Due to the ongoing investment in infrastructure to implement there is a unique opportunity to implement uniquely Conway designs in place of otherwise ordinary pieces of infrastructure. Integrating unique designs into infrastructure may be an affordable and efficient way to create a major visual impact.

Some possible options for functional art installations include bike racks, benches, signal boxes, medians, transit stops, storm drains, manholes, installations within parking garages, highway detail, highway gateway signage, monument signage, sidewalk treatments and more.

16

CONWAY PUBLIC ART MASTER PLAN

The complete proposal and associated appendix is available for review in its entirety as a separate document. For digital version, it is included following the Appendix.

03. ESTABLISHING A SHARED UNDERSTANDING OF PUBLIC ART

Public art provides meaning to public spaces, reflects the history of place, adds uniqueness to neighborhoods, and humanizes the built environment. Public art lives at the intersection between our past, present, and future. The City of Conway is committed to strengthening their public art program so the public's desire to see a wide variety of high quality public art from artists with various backgrounds is realized.

In order to grow a strong program with many community partners, shared vocabulary around what public art is and is not must be established.

14

Request for Zoning Variance: Reduction of required landscape setback in O-1

I.B

825 S Donaghey Avenue

APPLICANT

Kortney Bennett
Engage Management
201 Lee Andrew Ln
Conway, AR 72034

OWNER

Brent Salter
Salter Acquisitions
PO Box 11778
Conway, AR 72033



SITE

Location. 825 S Donaghey Ave.

Site Area. 1.33 acres±.

Current Zoning. O-1 (General Office District).

Existing Structures. None.

Overlay. None.

Requested Zoning Variance. Allow variance along S Donaghey Ave frontage from the required 25' green space setback to 10'. This will be a variance of 15'. A 10' landscape buffer will be installed along S Donaghey Ave.

General Overview. The applicant is proposing a total of five buildings. Three buildings will be 3 story with roughly 4,600 sf of commercial space and 22 apartments per building. There will be one 2 story building with 9,100 sf of commercial space and 13 apartments. There will be one 2 story building with roughly 22,400 sf of commercial space.

O-1 zoning district requirements.

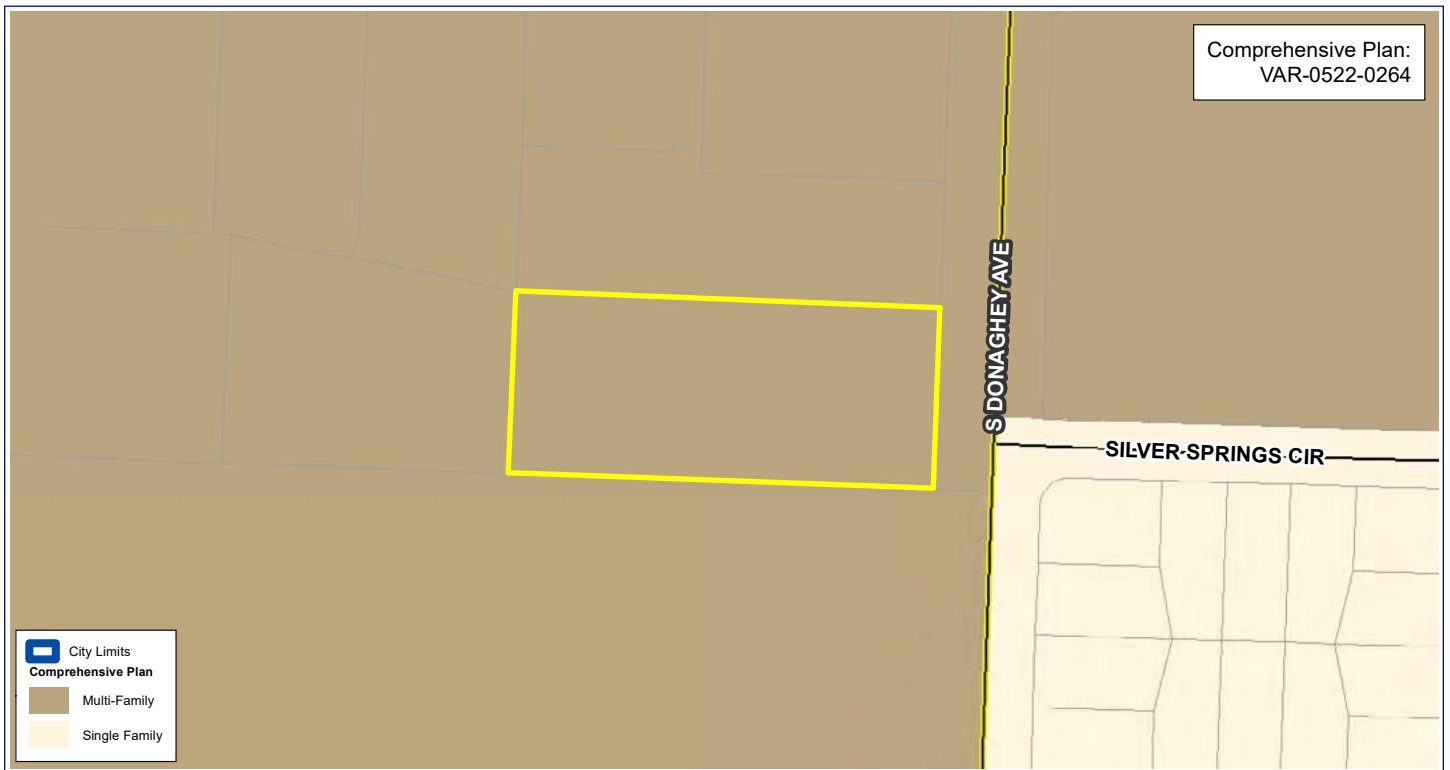
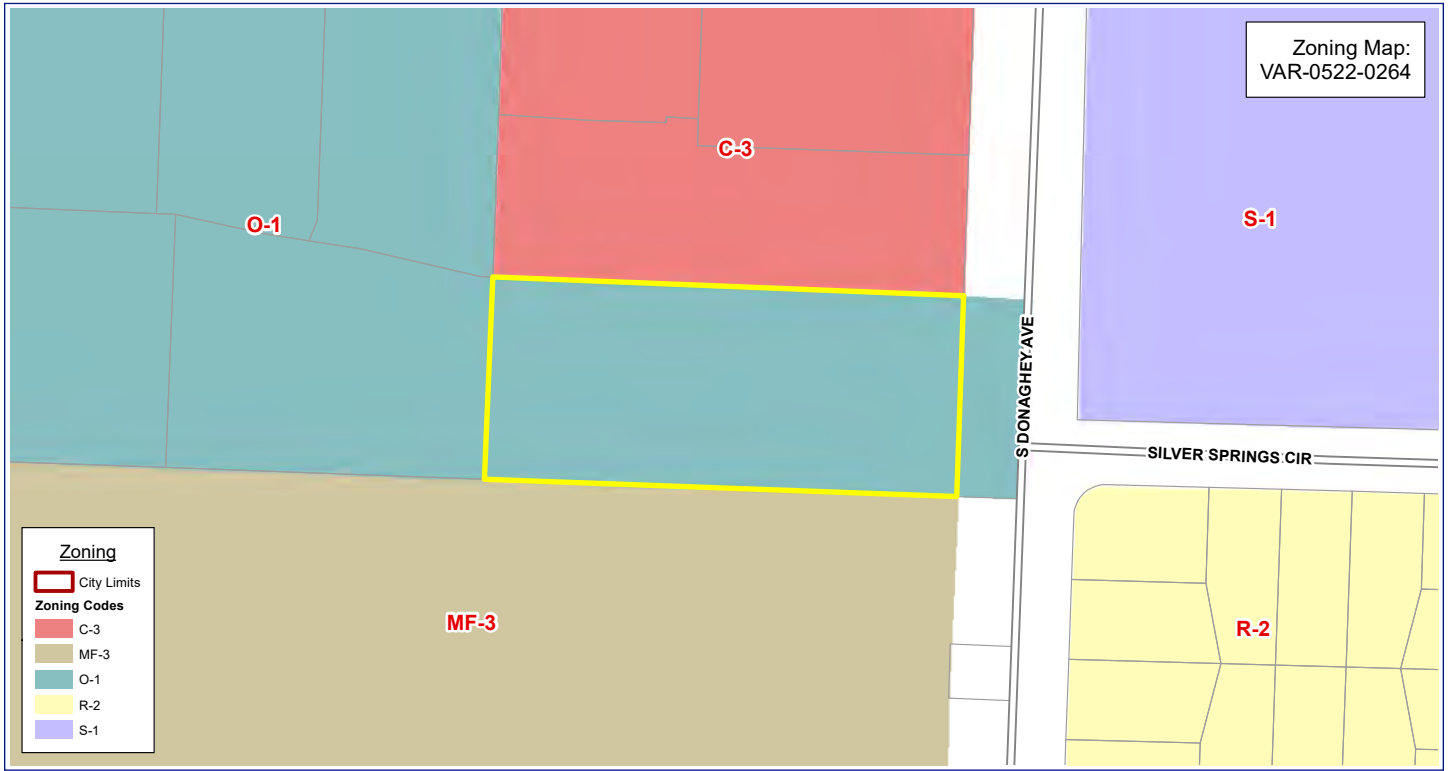
Minimum Lot Area: 15,000 sf; Setbacks: Front – 25', Rear – 15', Side – 10', Exterior – 25'.

A twenty-five (25) foot landscaped setback parallel to and abutting any boundary street to be provided by the owner with restricted parking allowing no wheeled vehicles.

Request for Zoning Variance: Reduction of required landscape setback in O-1

I.B

825 S Donaghey Avenue



Request for Zoning Variance: Reduction of required landscape setback in O-1

825 S Donaghey Avenue

Basis of Variance Review. The Planning Commission acting as the Board of Zoning Adjustments, should only grant zoning variances if strict enforcement of the zoning ordinance will cause undue hardship due to circumstances unique to the individual property. Variances should only be granted when it is demonstrated that such action will be in keeping with the spirit and intent of the ordinance. The Commission may impose conditions in granting a variance to ensure compliance and to protect adjacent property.

STAFF COMMENTS

- This variance permit will only apply to the frontage on S Donaghey Ave. All other landscaping requirements must be met by applicant.
- Given the location of the site and surrounding properties, this variance will likely not have a negative impact to the area.
- Allowing the variance would not preclude the applicant from meeting all other requirements of the zone.
- This variance permit will only apply to the currently proposed building, exclusive of additions and/or redevelopment.
- The request is consistent with the multi-family Comprehensive Plan designation for the site. Allowing for a mixed use development in this area will create a smooth transition between the multi-family development to the south and the commercial development to the north.

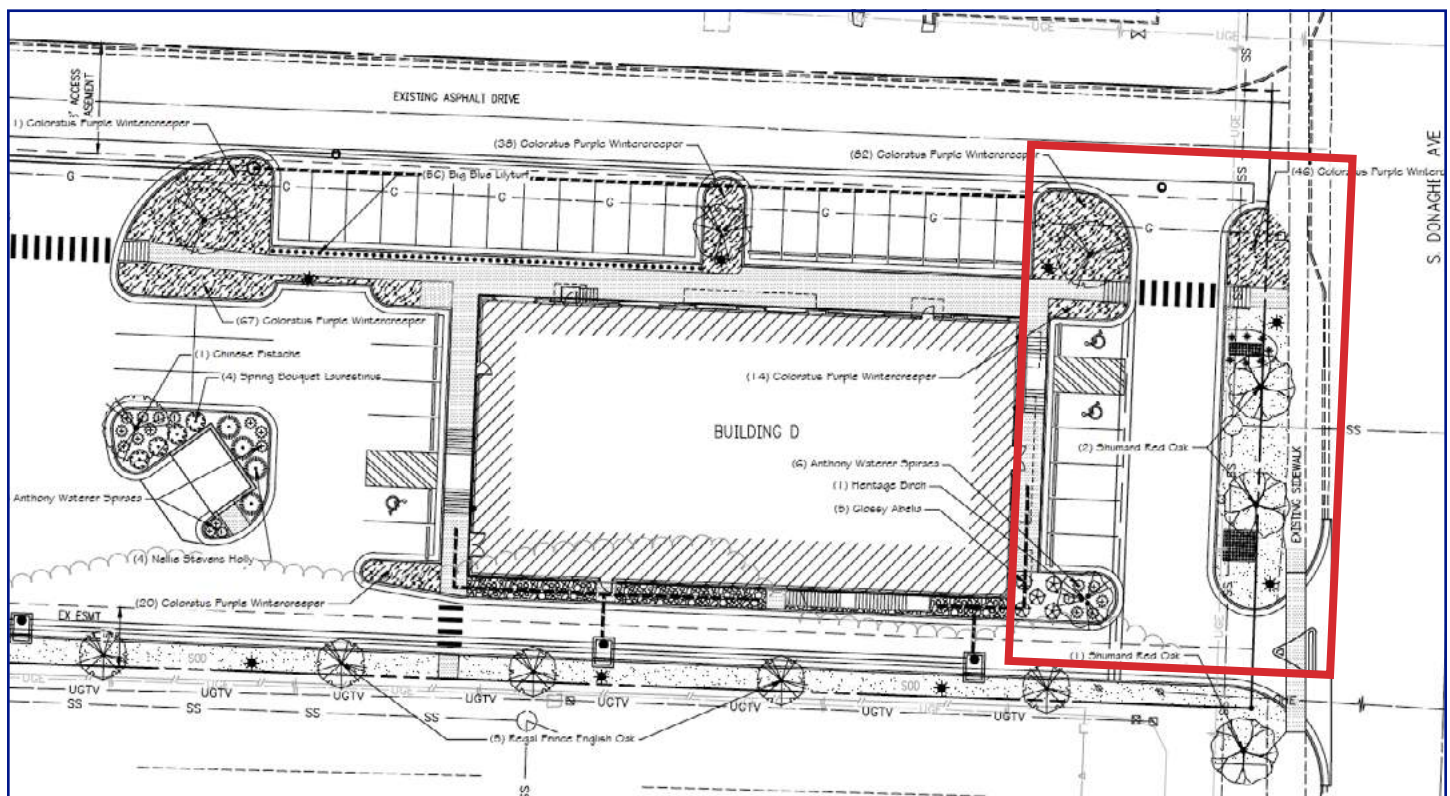
STAFF RECOMMENDATIONS

Staff recommends approval of the variance on the following basis: Granting the variance would allow appropriate development of the site without harming adjacent property. If this property redevelops in the future, any new structure and/or expansion will be required to meet all applicable codes and ordinances. Planning recommends approval of this variance request with the following conditions:

1. Landscaping buffer along S Donaghey Ave may be reduced from the required 25' to 10' as shown on the proposed site plan.
2. All other landscaping requirements must be met by the applicant.

SAMPLE MOTION

I move to accept the staff recommendation to approve the requested variance with the conditions indicated in the staff report in that, as conditioned, it allows for appropriate use of the property and would not likely negatively impact adjacent property.



Request for Zoning Variance: Reduction of required landscape setback in O-1

I.B

825 S Donaghey Avenue



View of subject property S Donaghey Ave looking W



View of area of subject property affected by variance request



Property adjacent to the S



Property adjacent to the N



Property adjacent to the E

Request for Conditional Use Permit: Automobile Body Shop in I-3

I.C

1215 Thomas G Wilson Drive

APPLICANT/AUTHORIZED AGENT

Lily Whisenhunt
Caliber Collision Centers
2941 Lake Vista Dr
Lewisville, TX 75067

OWNER

A & J Collision, Inc.
c/o Jody Gatchell
20 Davis Hill Rd
Conway, AR 72032



SITE

Location. 1215 Thomas G Wilson Dr.

Site Area. 2.57 acres±.

Current Zoning. I-3 (Intensive Industrial).

Existing Structures. 18,000 sf metal industrial building on elevated slab.

Overlay. None.

Requested Conditional Use. Automobile Body Shop.

Comprehensive Plan. General Industry.

Projected Traffic Impact. No increase in the projected traffic is anticipated as the proposed use is similar to the current use.

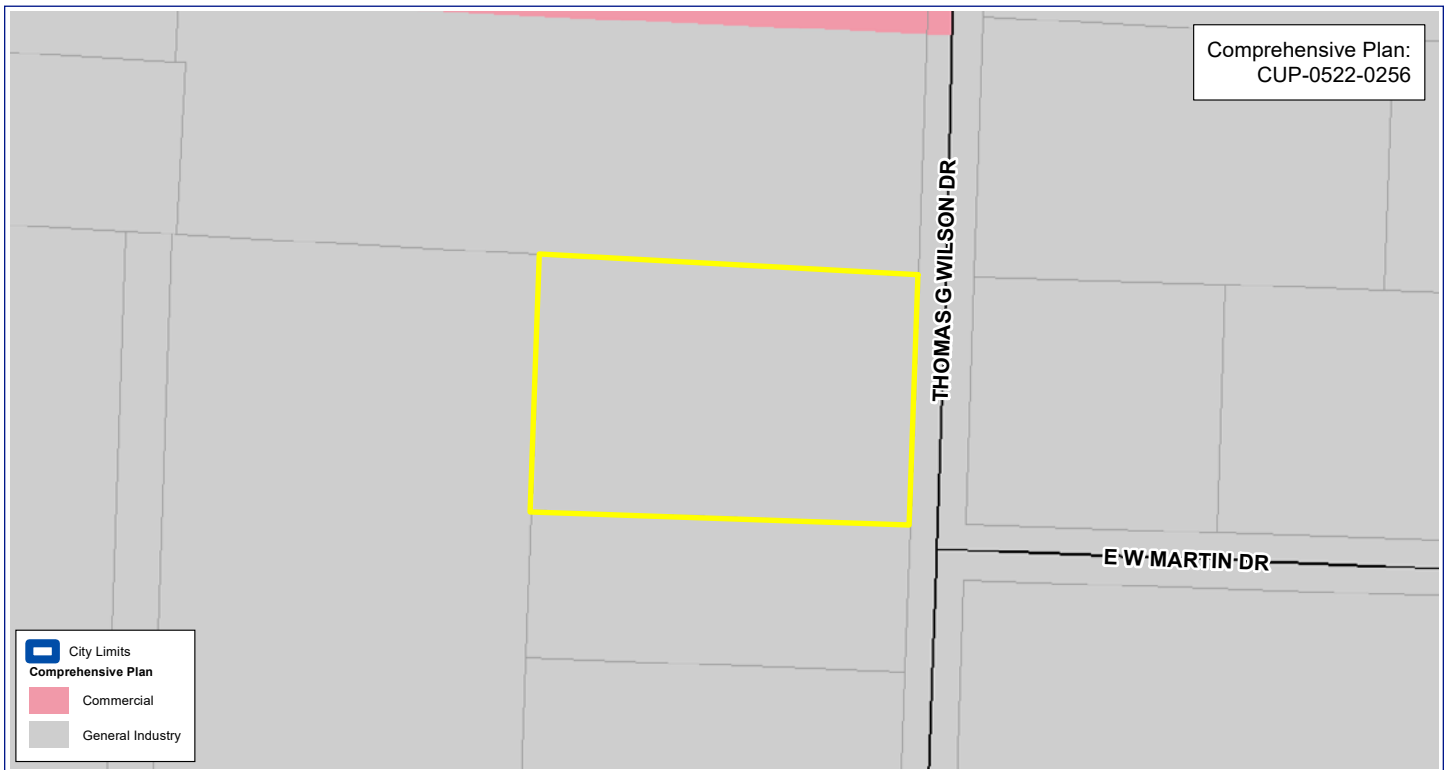
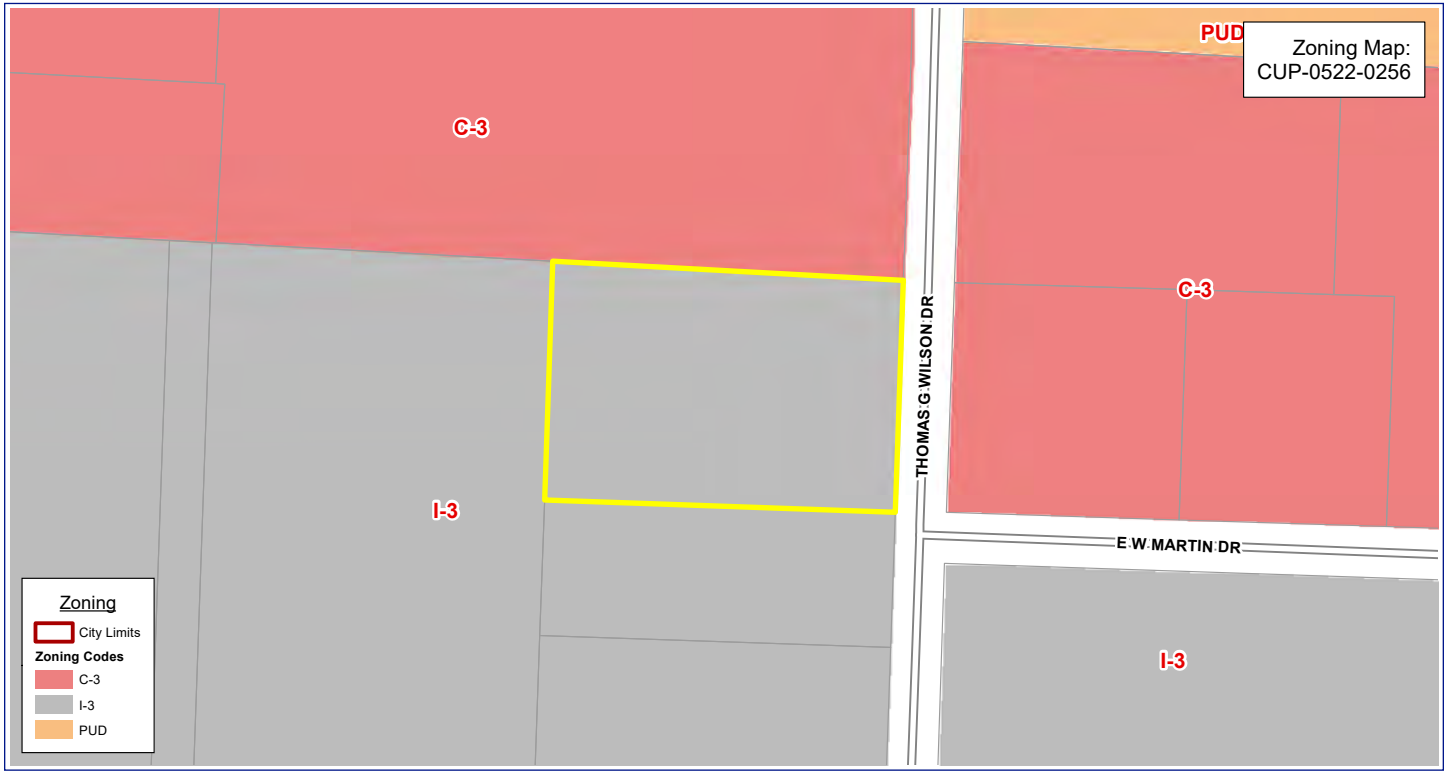
Current Traffic Counts. Average daily traffic count information is not available for this area, though it is estimated to be 3,500 – 6,000 ADT.

Flood/Drainage. The site is not within any regulated floodplains or floodways.

Request for Conditional Use Permit: Automobile Body Shop in I-3

1215 Thomas G Wilson Drive

I.C



Utilities. The site is currently developed and served by Conway Corp utilities.

Master Street Plan. Thomas G Wilson Dr – Collector.

Street Improvement. No current improvement plans.

General Overview. The applicant is requesting conditional use approval to operate an automobile body shop in the I-3 zoning district. The request is the result of a change in the building occupancy and subsequent application for a sign permit. Upon review of the sign permit application it was discovered that the use was not allowed by right in the I-3 zoning district and, while the previous tenant may have operated in a legally non-conforming manner, a change in the occupancy prompted the move toward compliance with the Zoning Code.

STAFF COMMENTS

- The applicant is proposing to operate an automobile body shop at the location. This use is not permitted by right in the current zoning district, but is allowed by conditional use permit.
- The site is located in a mostly industrial area; the proposed use is appropriate.
- The proposed use is consistent with Comprehensive Plan.
- As conditioned, the use would not likely negatively impact adjacent property.

STAFF RECOMMENDATIONS

Staff recommends approval of the conditional use permit with the following conditions:

1. No work may be conducted outside the building.
2. All proposed signage shall comply with Article 1301 (Sign Ordinance) of the Conway Zoning Code.
3. Any new fencing shall require approval by Planning Staff and shall comply with Article 1101 (Development Review) of the Conway Zoning Code.
4. Any new lighting shall not exceed twenty (20) feet in height and be full cut-off, shielded lighting as defined by the IESNA. Such lighting shall be directed to prevent the trespass of light onto the adjacent properties.
5. Any expansion of the structure or site shall require development review approval.
6. Any change to the use may require a new or amended conditional use permit.

SAMPLE MOTION

I move to accept the staff recommendation to approve the request with the conditions indicated in the staff report on the basis that, as conditioned, the proposed use would not likely negatively impact adjacent property and will allow for appropriate use of the property.

Request for Conditional Use Permit: Automobile Body Shop in I-3

1215 Thomas G Wilson Drive

I.C



Property adjacent to the S



View of subject property from Thomas G Wilson looking W



Property adjacent to the E



Property adjacent to the N

Request to Annex: 44.97 acres±

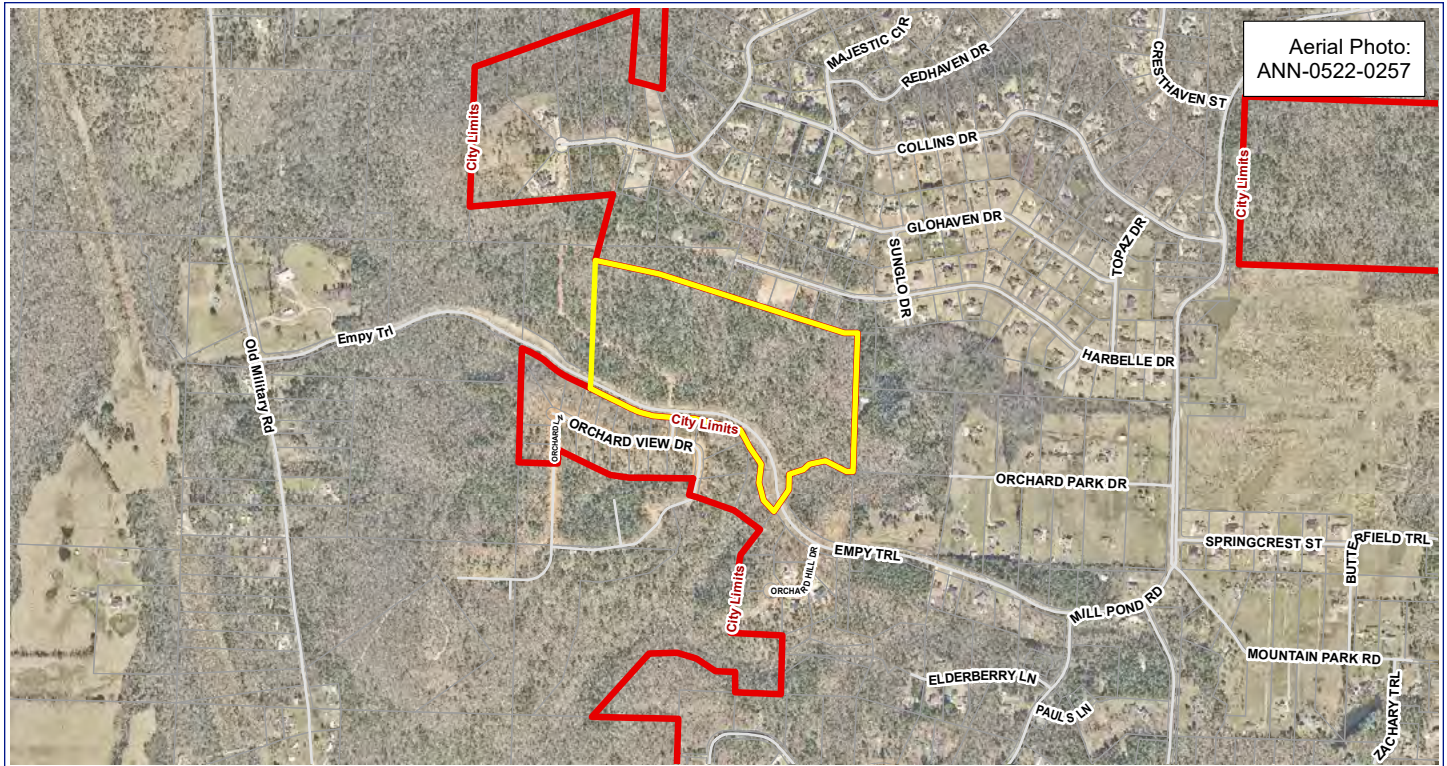
North of Empy Trail, west of Orchard Park Subdivision and south of Cresthaven Subdivision Phase 4

APPLICANT/AUTHORIZED AGENT

Tyler Group, Inc.
240 Skyline Dr, Ste 3000
Conway, AR 72034

PETITIONER/OWNER

Frank Shaw Properties
1315 Main St
Conway, AR 72034



SITE

Location. North of Empy Trl, South of Harbelle Dr, East of Old Military Rd, West of Millpond Rd.

Site Area. 44.97 acres±.

Current Zoning. N/A (Outside City).

Requested Zoning. R-1 (One-Family Residential); Staff concurs with requested zoning.

Adjacent Zoning. North: R-1; South: R-1 and A-1 (Agricultural); East: R-1; West: n/a (outside city limits).

Existing Structures. None.

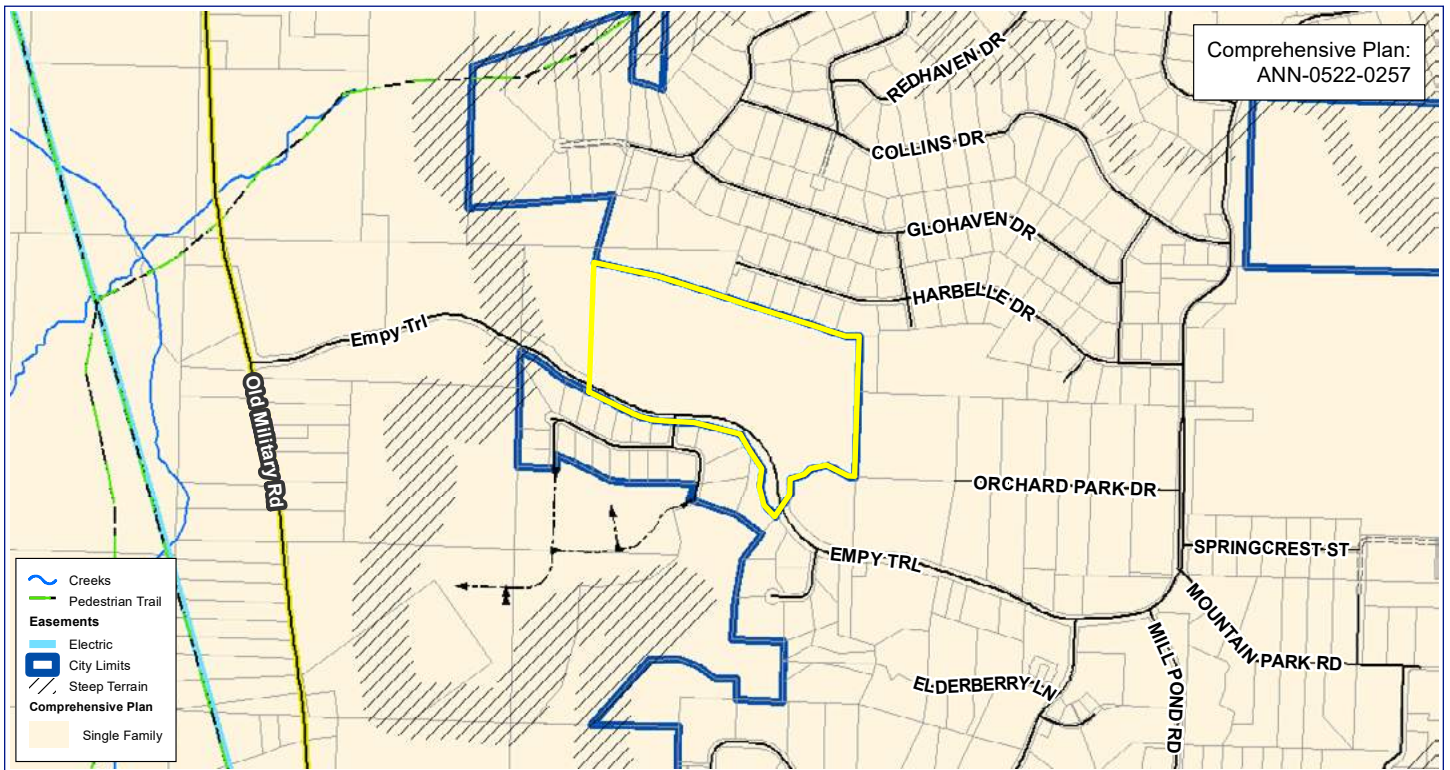
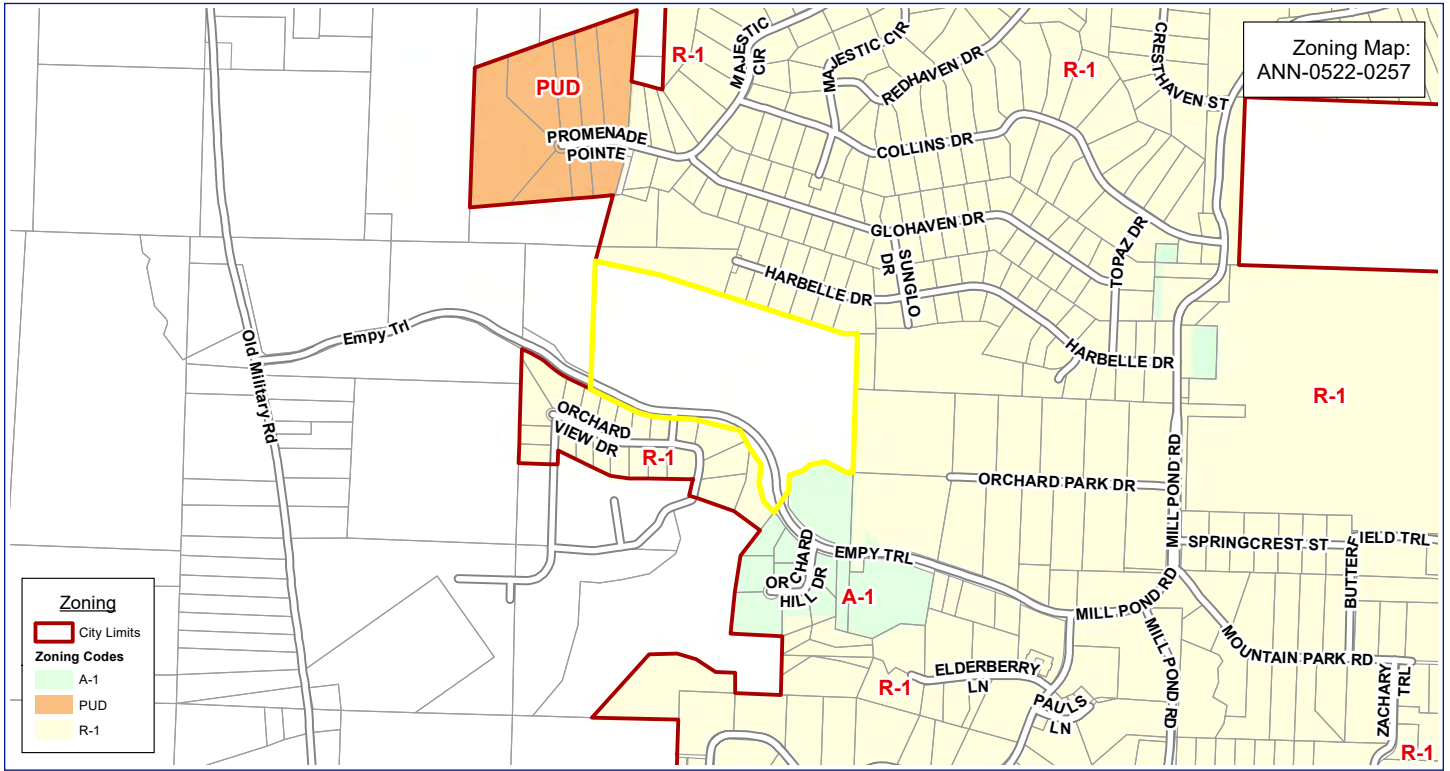
Overlay. None.

Comprehensive Plan. Single Family (which calls for “quiet, low-density areas for single family living and related recreational, religious, and educational facilities protected from all commercial and industrial activity.”)

Projected Traffic Impact. The likely use of the property is for residential though no subdivision plat has been submitted for review. Because of the lack of sewer, this development will yield fewer residences than an R-1 neighborhood with sewer available. Based solely on acreage, if fully developed as single-family residential zoned R-1, the property could yield up to 40 standard single-family lots which would generate an estimated 378 vehicle trips per typical weekday.

Request to Annex: 44.97 acres±

North of Empy Trail, west of Orchard Park Subdivision and south of Cresthaven Subdivision Phase 4



Flood/Drainage. The site is not within any regulated floodplains or floodways.

Utilities. Utility service extension will be required to support development. Applicant will need to coordinate with Conway Corporation. Sewer is not available at this site.

Street Conditions. Empy Trl (Collector) is an improved city-maintained street which lacks curb and gutter. The street appears well maintained in most areas at this time. If subdivision occurs on any annexed property, the developer shall be responsible for road construction.

STAFF COMMENTS

- The proposed property is vacant land.
- R-1 zoning is appropriate for the property in the area.
- The applicant is requesting police protection, fire protection, street maintenance, and the ability to connect to available Conway Corp Utilities.
- The annexation request complies with the requirements of ordinance #O-99-95 specifying procedures for annexations.
- The request is consistent with the single-family Comprehensive Plan designation for the site.

STAFF RECOMMENDATIONS

Staff recommends approval of this request. As proposed, the annexation would allow for appropriate development of the property and would be a valuable addition to the City.

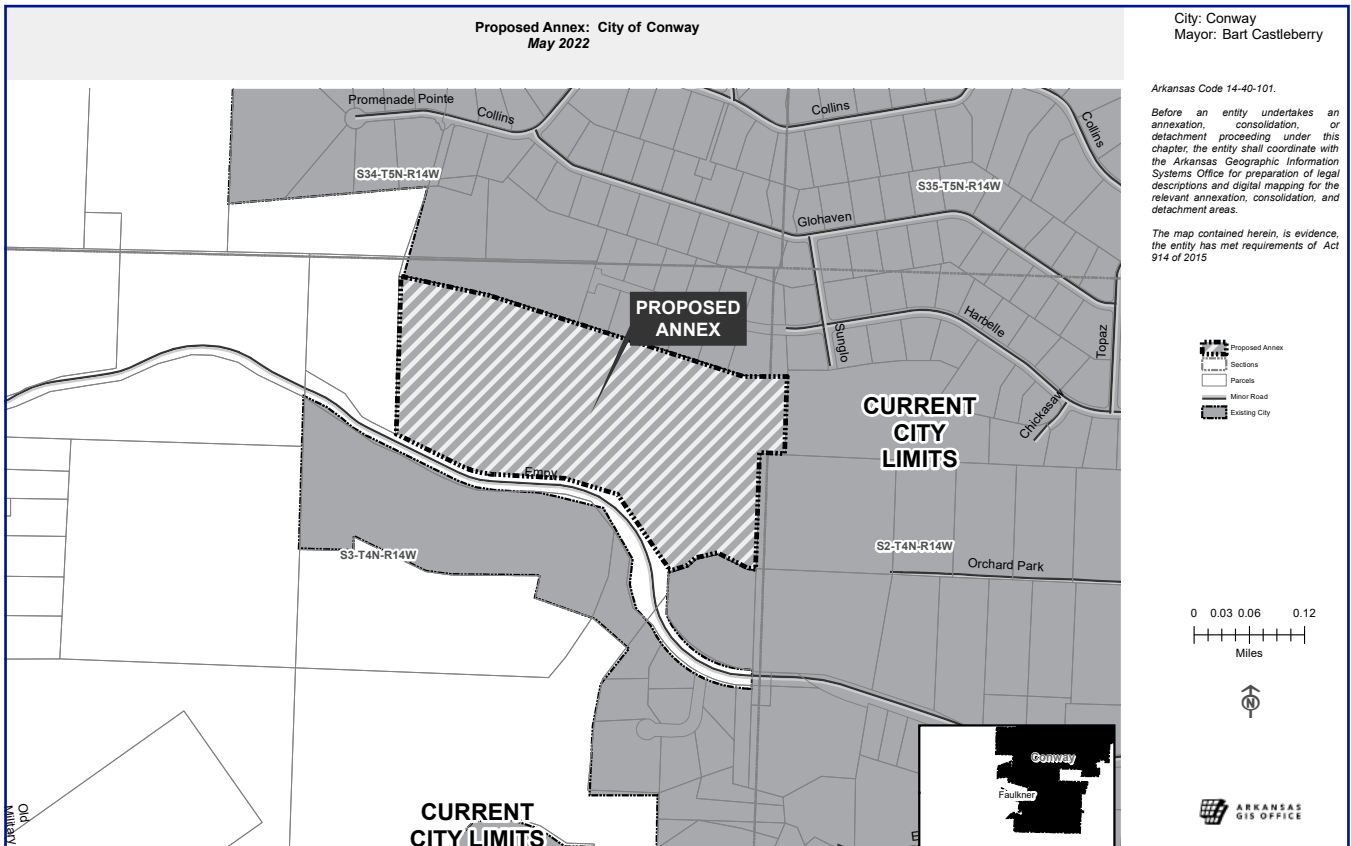
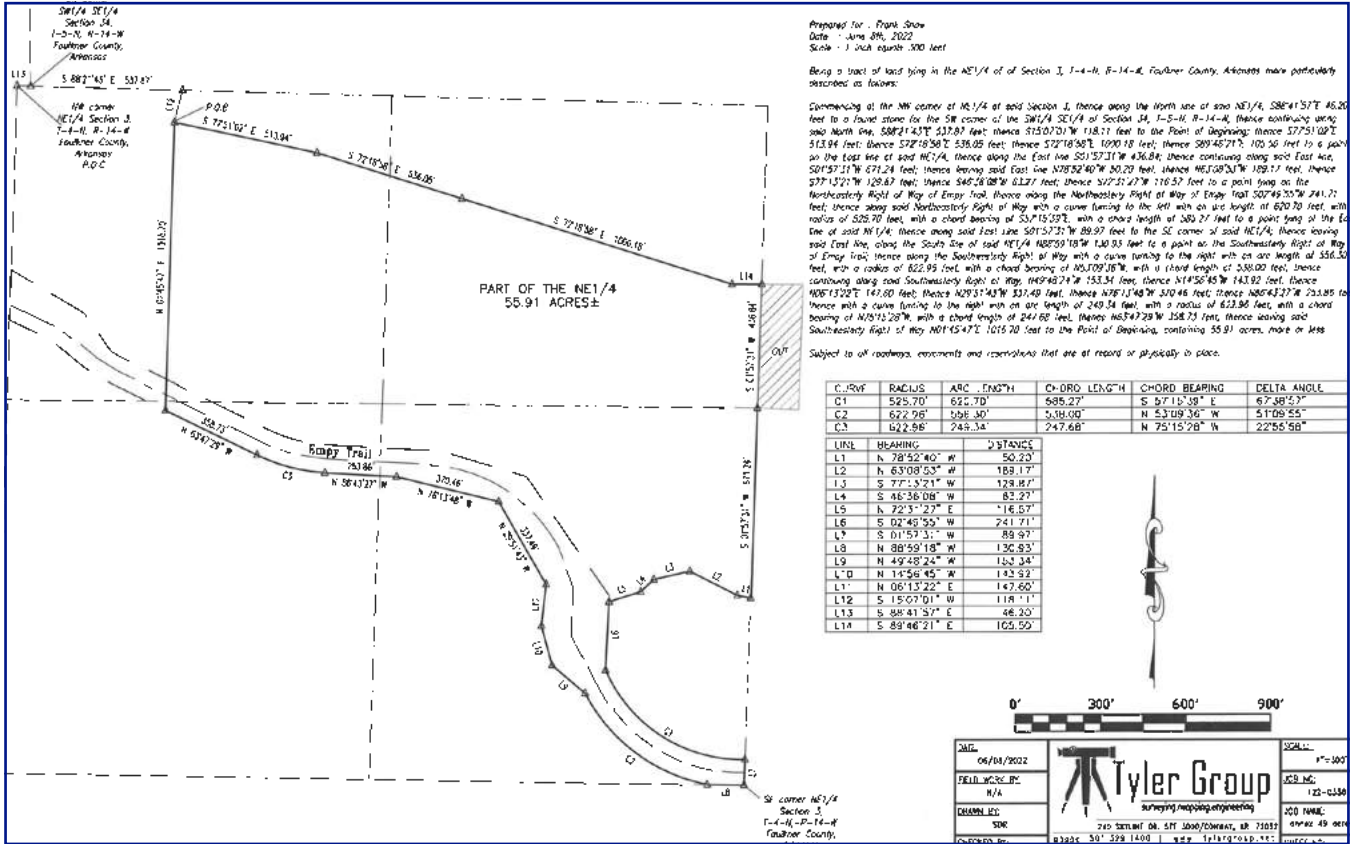
- Fire Department: Recommends Annexation
- Conway Corporation: Recommends Annexation
- Planning and Development Department: Recommends Annexation
- Transportation Department: Recommends Annexation

SAMPLE MOTION

I move to accept the staff recommendation to approve the request as it allows for appropriate use of the property and would not likely negatively impact adjacent property.

Request to Annex: 44.97 acres±

North of Emory Trail, west of Orchard Park Subdivision and south of Cresthaven Subdivision Phase 4



Request to Annex: 44.97 acres±

North of Emory Trail, west of Orchard Park Subdivision and south of Cresthaven Subdivision Phase 4

I.D



View of subject property looking N



View of subject property looking NW



View from subject property looking SW toward Emory Trl



View from subject property looking S toward Emory Trl

Request to Annex: 6.70 acres±

I.E

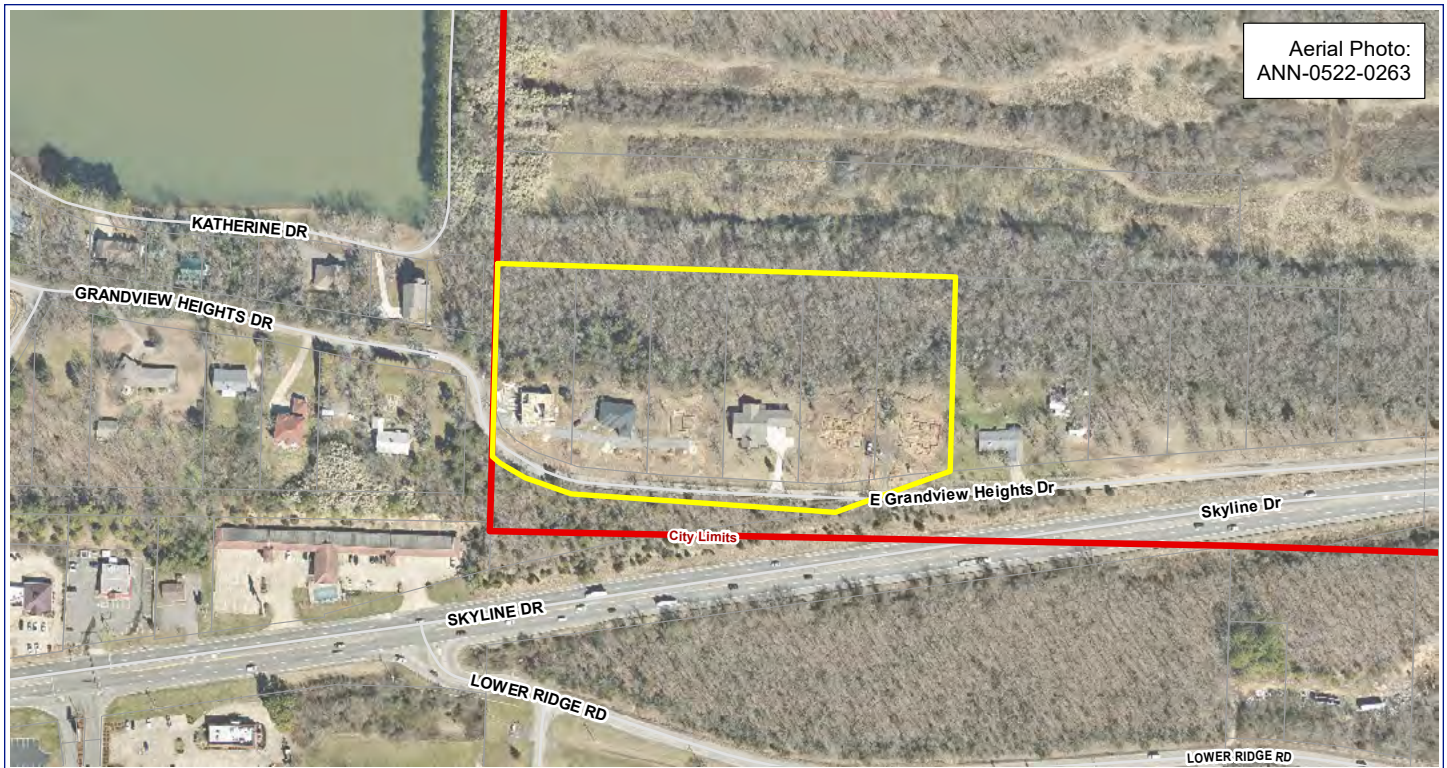
110, 120, 130, 170, 190, 220 and 250 E Grandview Heights Drive

APPLICANT/AUTHORIZED AGENT

Francisco Yanez
1815 Old Morrilton Hwy, Ste 103
Conway, AR 72032

OWNERS

Silvia Yanez 110 E Grandview Heights Conway, AR 72032	FRM Enterprise, LLC 2535 Donaghey Ave, Apt 3543 Conway, Ar 72032	Scott & Dana Zigtema 190 E Grandview Heights Dr Conway, AR 72032
Michael & Bethany Roberts 220 E Grandview Heights Dr Conway, AR 72032	Tyler Gray & Rachel Basham 250 E Grandview Heights Dr Conway, AR 72032	



SITE

Location. 110-250 E Grandview Heights Dr, North of Skyline Dr.

Site Area. 6.70 acres±.

Current Zoning. N/A (Outside City).

Requested Zoning. R-1 (One-Family Residential); Staff concurs with requested zoning.

Adjacent Zoning. North: TJ (Rural District); South: S-1 (Institutional) and TJ; East: TJ; West: R-1.

Existing Structures. All single-family homes requesting annexation have been constructed.

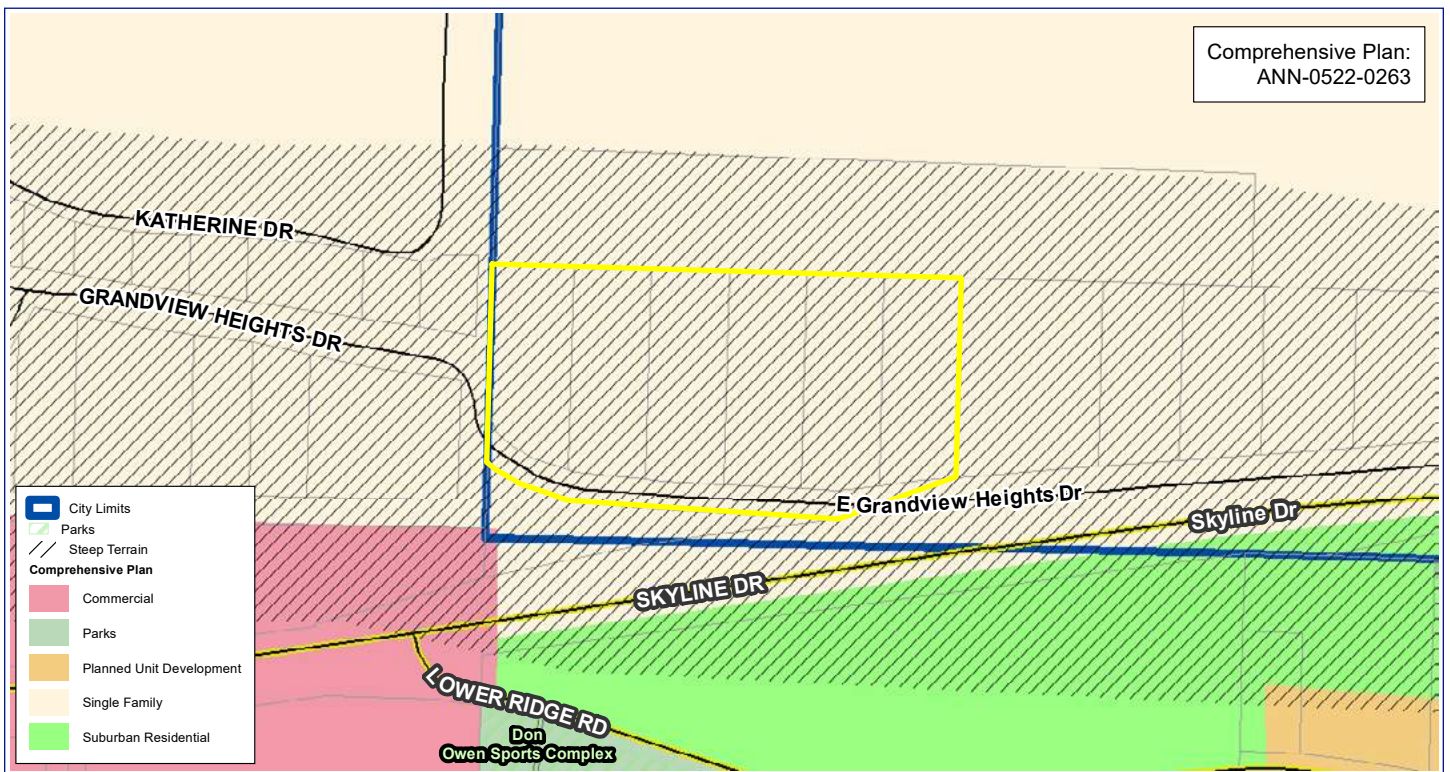
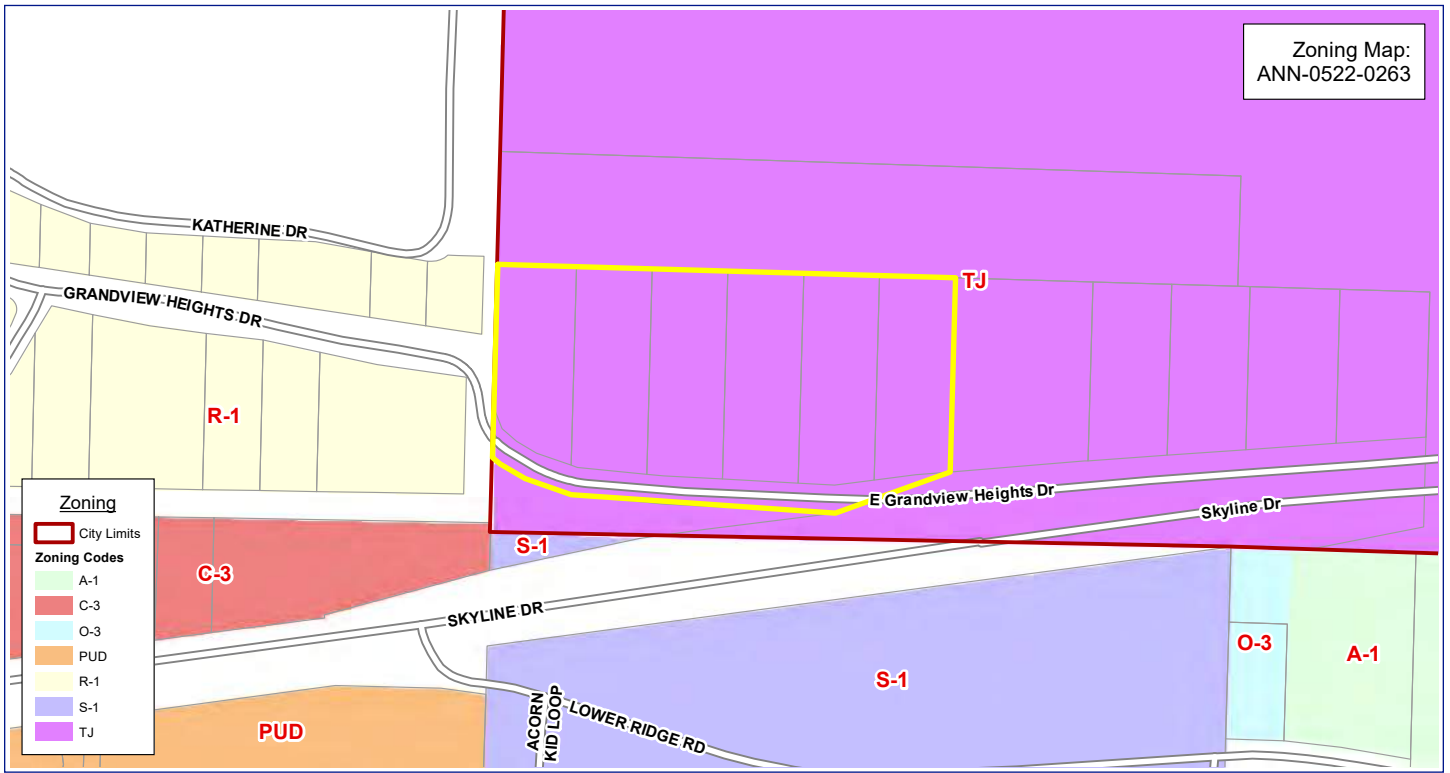
Overlay. None.

Comprehensive Plan. Single Family (which calls for "quiet, low-density areas for single family living and related recreational, religious, and educational facilities protected from all commercial and industrial activity.")

Request to Annex: 6.70 acres±

110, 120, 130, 170, 190, 220 and 250 E Grandview Heights Drive

I.E



Request to Annex: 6.70 acres±

I.E

110, 120, 130, 170, 190, 220 and 250 E Grandview Heights Drive

Projected Traffic Impact. The property is currently developed as single family residential so no traffic increase is expected. The five single family lots generate approximately 47 vehicle trips per typical weekday.

Flood/Drainage. The site is not within any regulated floodplains or floodways.

Utilities. Applicant will need to coordinate with Conway Corporation for any utilities that are not currently present on site.

Street Conditions. E Grandview Heights (Local-Residential) is an improved city-maintained street which lacks curb and gutter. The street varies from 17'-20' of paved surface. There are currently potholes on the street and alligator cracking in various locations. If subdivision occurs on any annexed property, the developer shall be responsible for road construction.

STAFF COMMENTS

- The proposed properties are currently developed as single family.
- R-1 zoning is appropriate for the property in the area.
- The applicant is requesting police protection, fire protection, street maintenance, and the ability to connect to Conway Corp Utilities.
- The annexation request complies with the requirements of ordinance #O-99-95 specifying procedures for annexations.
- The request is consistent with the single-family Comprehensive Plan designation for the site.

STAFF RECOMMENDATIONS

Staff recommends approval of this request. The annexation would have limited impact on current city services offered in the area. If additional parcels in this area attempt annexation in the future, issues affecting provision of adequate fire service and access will be addressed at the time of development.

- Fire Department: Recommends Annexation
- Conway Corporation: Recommends Annexation
- Planning and Development Department: Recommends Annexation
- Transportation Department: Recommends Annexation

SAMPLE MOTION

I move to accept the staff recommendation to approve the request as it allows for appropriate use of the property and would not likely negatively impact adjacent property.

Request to Annex: 6.70 acres±

110, 120, 130, 170, 190, 220 and 250 E Grandview Heights Drive

I.E



View of subject property from E Grandview Heights looking E



110 E Grandview Heights



View of E Grandview Heights looking W



View of E Grandview Heights looking E

Request for Conditional Use Permit: Religious Activities in R-2A

1919 South Boulevard

AUTHORIZED AGENT/DESIGN PROFESSIONAL

H+N Architects
1109 Main St
Conway, AR 72032

OWNER

Catholic Dioceses of Little Rock
2500 N Tyler St
Little Rock, AR 72207



SITE

Location. 1919 South Blvd.

Site Area. 0.56 acres±.

Current Zoning. R-2A (Two-Family Residential District).

Existing Structures. None.

Overlay. Old Conway Design Overlay District - Suburban Zone.

Requested Conditional Use. Religious Activity.

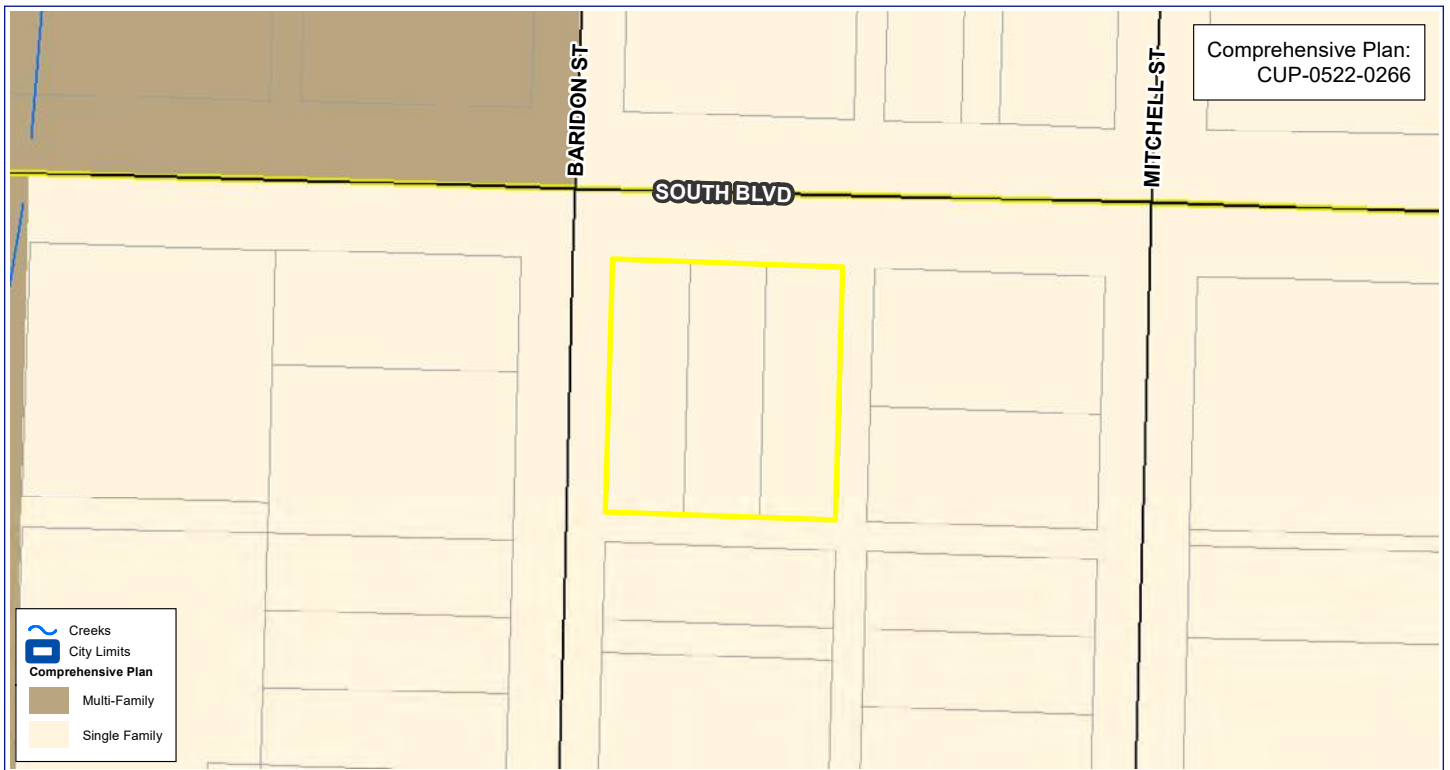
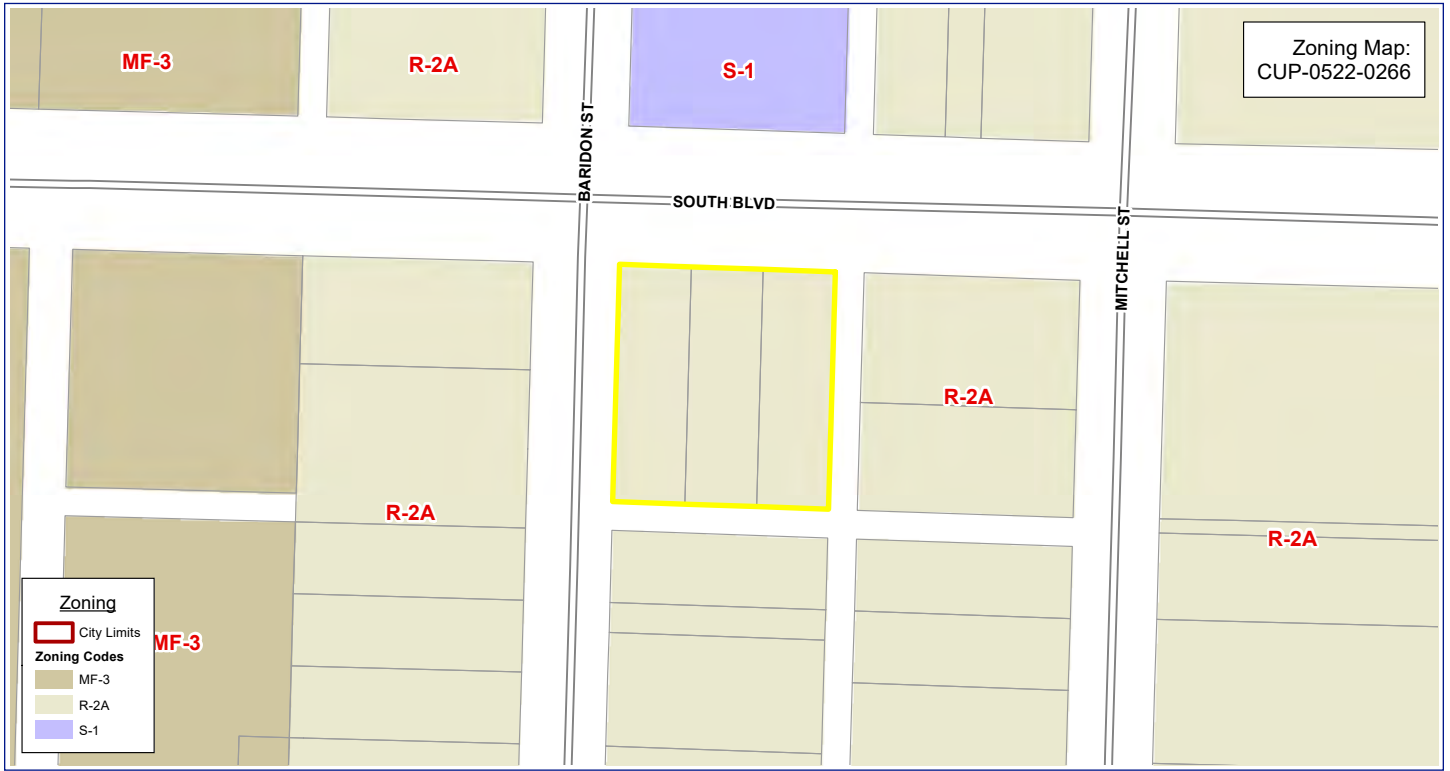
Comprehensive Plan. Single-Family.

Projected Traffic Impact. The projected traffic impact is challenging to estimate as the facility provides an elective service with peak usage times. The most similar use is likely a hybrid of office and church. A church, of the proposed square footage, would yield approximately 54 vehicle trips per typical weekday, understanding that those trips would likely be concentrated to specific times and days of the week. It is also likely that several people may walk to the facility given its proximity to the UCA campus. An office building with a small staff of 2-3 employees would yield an approximately 24-30 vehicle trips per typical weekday. Neither estimate indicates a significant increase in traffic for the area, though the site is currently vacant. It is intended for trips to be directly solely onto South Blvd.

Request for Conditional Use Permit: Religious Activities in R-2A

I.F

1919 South Boulevard



Current Traffic Counts. Reliable average daily traffic count information is not available for this area. The nearest reference is 1,600 ADT (Conway Blvd @ South Blvd).

Flood/Drainage. The site is not within any regulated floodplains or floodways.

Utilities. At time of development, the site will be served by Conway Corp for all utilities.

Master Street Plan. South Blvd – Major Arterial; Baridon St – Collector.

Street Improvement. No current improvement plans. The Master Street & Trail Plan indicates a proposed future east-west shared use path within the South Blvd ROW at the north end of the property.

General Overview. The applicant is requesting conditional use approval to construct a 7,761 sf student religious facility to house the Catholic Campus Ministry, an organization that serves college-age students of Conway at UCA, Hendrix, CBC, UACCM, etc.

STAFF COMMENTS

- The applicant is proposing to develop the property with a new religious student ministry facility. Religious activities, as defined by the Zoning Code, is a use not permitted by right in the R-2A zoning district, but is allowed with a conditional use permit.
- The Zoning Code defines Religious Activity as, “A place of worship and religious training and including accessory housing facilities such as a rectory. A place where persons regularly assemble for religious worship which is used only for such purpose and those accessory activities as are customarily associated herewith. Uses included, but are not limited to: House of worship, church, synagogue or temple, including Sunday School facilities, convent or monastery or novitiate, parish house, parsonage or rectory, and religious retreat facility.”
- The existing zoning is consistent with Comprehensive Plan. A small-scale, religious institutional use is appropriate given the site’s proximity to UCA.
- The site is in close proximity to UCA, student housing, and other religious and student ministry facility sites, both existing and proposed. In recent years the UCA campus has expanded to the east and many single-family residential sites have been re-purposed or redeveloped in support of the student population.
- The property was recently replatted in May in preparation for the proposed development.
- As conditioned, the use would not likely negatively impact adjacent property and would provide an appropriate service given the area context.

STAFF RECOMMENDATIONS

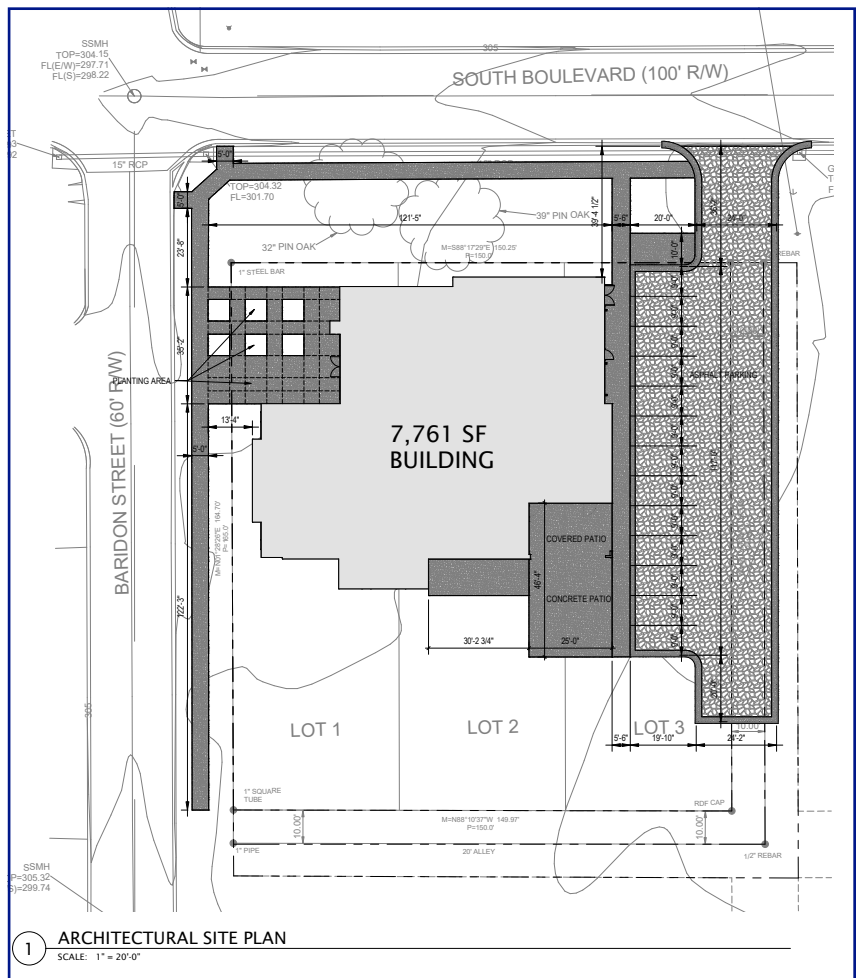
Staff recommends approval of the conditional use permit with the following conditions:

1. The development shall be subject to both Historic District Commission (HDC) and Development Review Approval. The HDC approved the proposed design in April 2022 contingent on 1) the issuance of a conditional use permit allowing the requested use and 2) the submission of revised plans to the Planning Director for final approval.
2. The use of EIFS or vinyl siding shall be prohibited.
3. Landscaping shall be at least 1.25 times that required by Article 1101 of the Conway Zoning Code, including the planting of street trees along Baridon St and South Blvd.
4. A 36” combination brick and Hardie® siding wall shall be required to screen the transformer and parking areas along South Blvd.
5. All proposed signage shall fully comply with Article 1301 (Sign Ordinance) of the Conway Zoning Code and the Old Conway Design Overlay District Guidelines.
6. Any proposed fencing shall comply with Article 1101 (Development Review) of the Conway Zoning Code and the Old Conway Design Overlay District Guidelines.
7. All lighting shall not exceed twenty (20) feet in height and be full cut-off, shielded lighting as defined by the IESNA. Such lighting shall be directed to prevent the trespass of light onto the adjacent properties.
8. Any future expansion or additions to the site beyond approval of the development review plans will require a new or amended conditional use permit.
9. Conditional Use Permit expires 2 years from the date of issue if a building permit has not been issued.



SAMPLE MOTION

I move to accept the staff recommendation to approve the request with the conditions indicated in the staff report on the basis that, as conditioned, the proposed use would not likely negatively impact adjacent property and would provide a use supportive of the surrounding neighborhood.



Request for Conditional Use Permit: Religious Activities in R-2A

1919 South Boulevard

I.F



Property adjacent to the E



View of subject property from South Blvd looking S



Property adjacent to the N



Property adjacent to the W



Property adjacent to the S



Property adjacent to the NW

Development Review Denial Appeal: Reduced masonry requirement

II.A

1075 Collier Drive

APPLICANT/AUTHORIZED AGENT

Chapel Associates Architects, Inc.
3825 Mt Carmel Rd
Bryant, AR 72202

OWNER

The Clifton Trust
Bob & Mary Clifton, Trustees
1808 Caldwell St
Conway, AR 72034



SITE

Location. 1075 Collier Dr; Located west of Chris Crain Hyundai.

Site Area. 2.53 acres±.

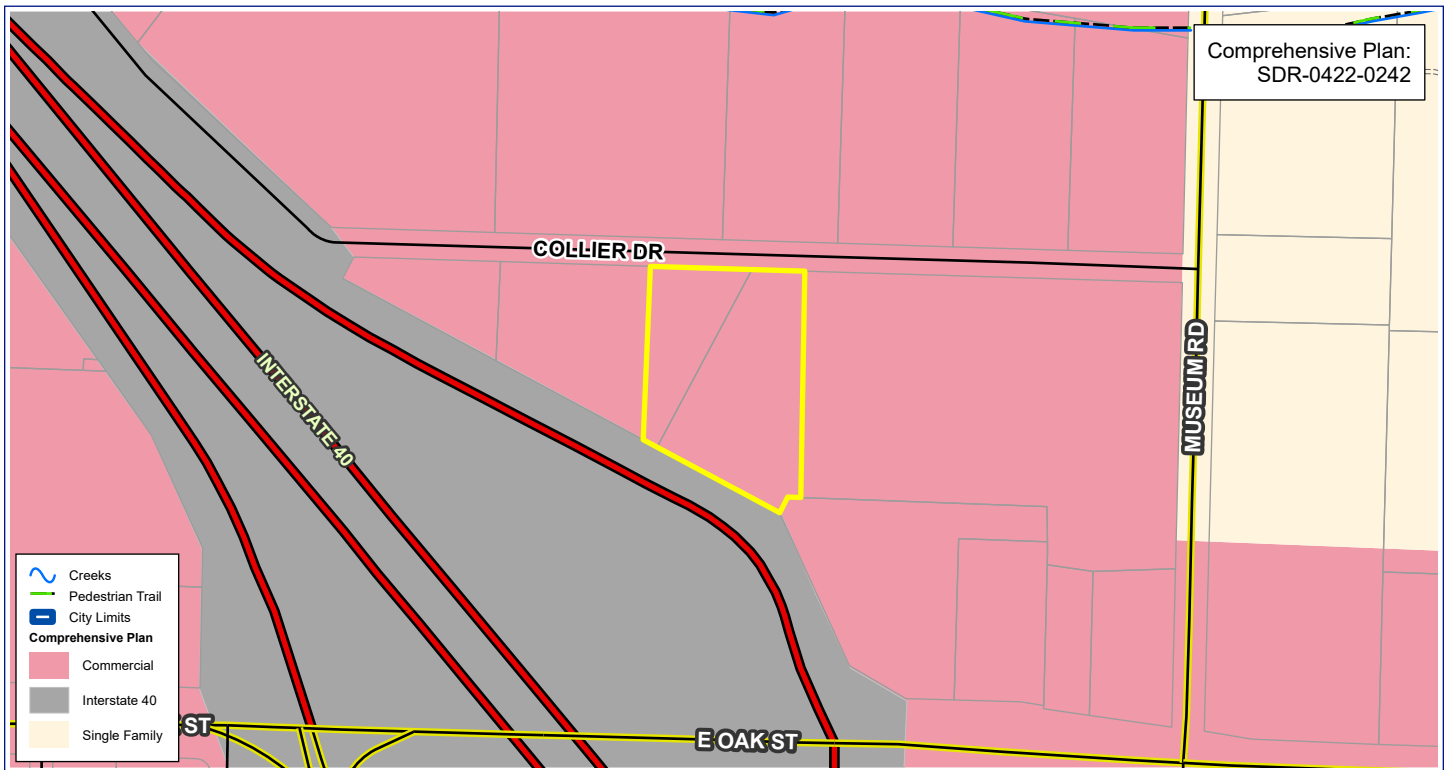
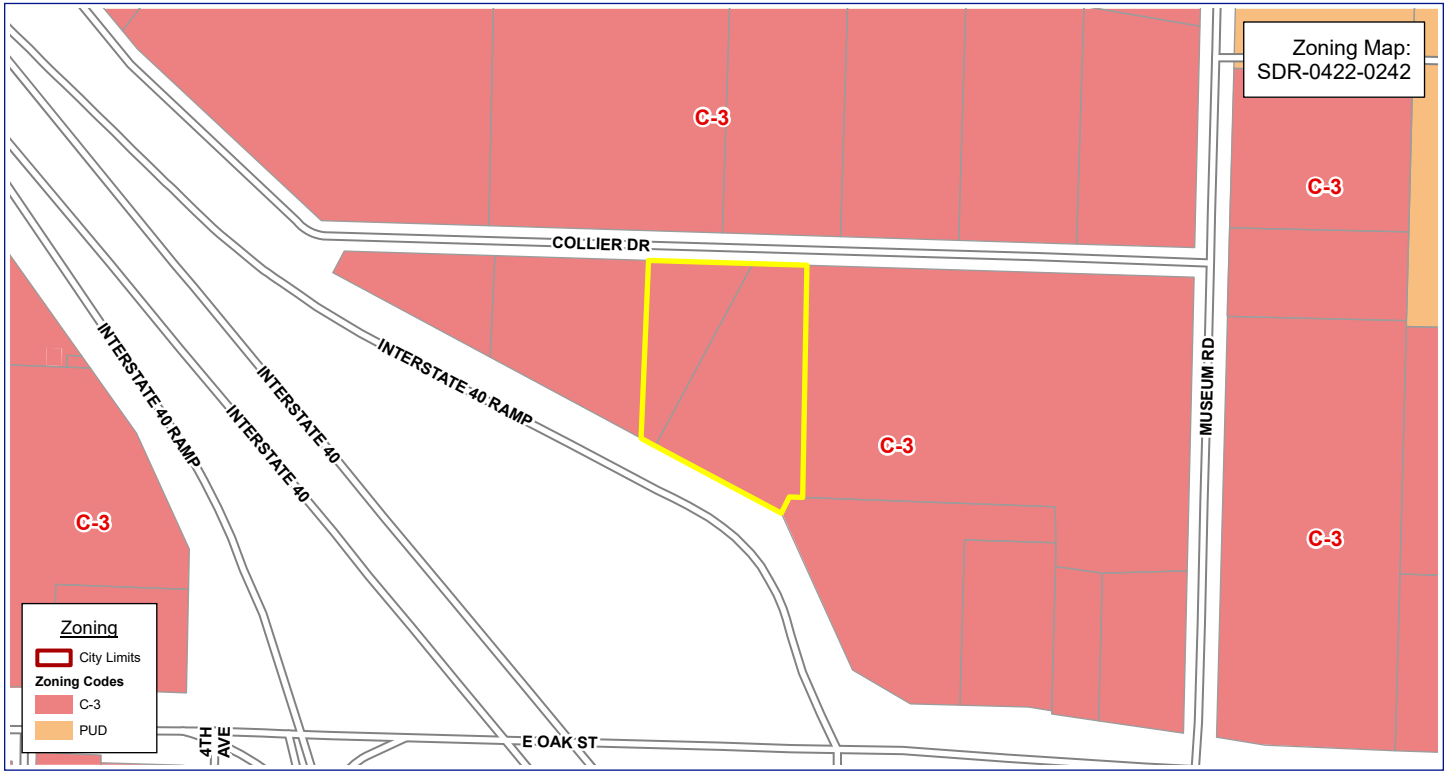
Current Zoning. C-3 (Highway Service and Open Display District).

Existing Structures. None.

Overlay. None.

Request. The applicant has submitted a site development plan proposing the use of materials that are inconsistent with the standard city design requirements. The minimum percentage required of masonry used for the building façade is not met (51%). The application was denied by staff because it did not meet the standards of the code. However, based on the quality of architecture and criteria established in the Zoning Code, staff supports granting of a waiver or the building standards for this project.

1075 Collier Drive



STAFF COMMENTS

Staff issued comments to the applicant pertaining to the required masonry requirements, specifically noting concerns in regard to the following:

- Section 1101.7(C)(3)(a)(ii) of the Zoning Code states, "Masonry shall occupy no less than 51% of any façade of any structure. Brick or brick-like units should be the dominant masonry material. Split face block or other textured concrete CMU block should be used as a base or façade accent. Split face and textured block is limited to no more than 25% of a wall face area. Durable fiber cement board, cast concrete, poured concrete, stone, and cultured stone materials are acceptable masonry materials." As proposed, the development does not comply with this provision.
- The design principles and architectural integrity of the neighborhood is not diminished or substantially changed based on the proposed development.
- The proposed development is in general conformity with the general theme of styles present in the neighborhood. There are several car dealerships and automotive businesses in this area.

At this time the applicant has appealed the decision of the Planning Department in accordance with Section 1101.5 (Development Review Appeals).

STAFF RECOMMENDATIONS

Planning Staff recommends approval of the Site Development Plan as proposed with the following conditions:

1. All Transportation, Fire, and Sanitation comments regarding the plans must be resolved by the applicant before receiving final approval of building plans.
2. All building permits and inspections will be obtained by the applicant.
3. The site development plan will be followed as approved by staff. Allowing the materials shown does NOT allow for any other variances or deviations from City ordinances and codes.

SAMPLE MOTION

I move to accept the staff recommendation to approve the request with the conditions indicated in the staff report in that, as conditioned, it allows for appropriate use of the property and would not likely negatively impact adjacent property.



Development Review Denial Appeal: Reduced masonry requirement

1075 Collier Drive

II.A



Property adjacent to the E



View of subject property from Collier Dr looking S



Property adjacent to the N



Property adjacent to the N



Property adjacent to the W

Subject: VAR-0522-0264 Feedback

Date: Thursday, June 9, 2022 at 6:13:16 PM Central Daylight Time

From: Jefferson Whitehead

To: planning

This message was sent from outside the organization. If you were not expecting this email, please be cautious when opening attachments or clicking on links.

Good afternoon,

I would like to state my opposition to variance request VAR-0522-0264.

Green space is needed in Conway to enhance the livability and the attractiveness of our community. Less green space and more hard surface also increases water runoff thereby increasing potential flooding in our drainage system.

For these reasons, please deny variance request VAR-0522-0264.

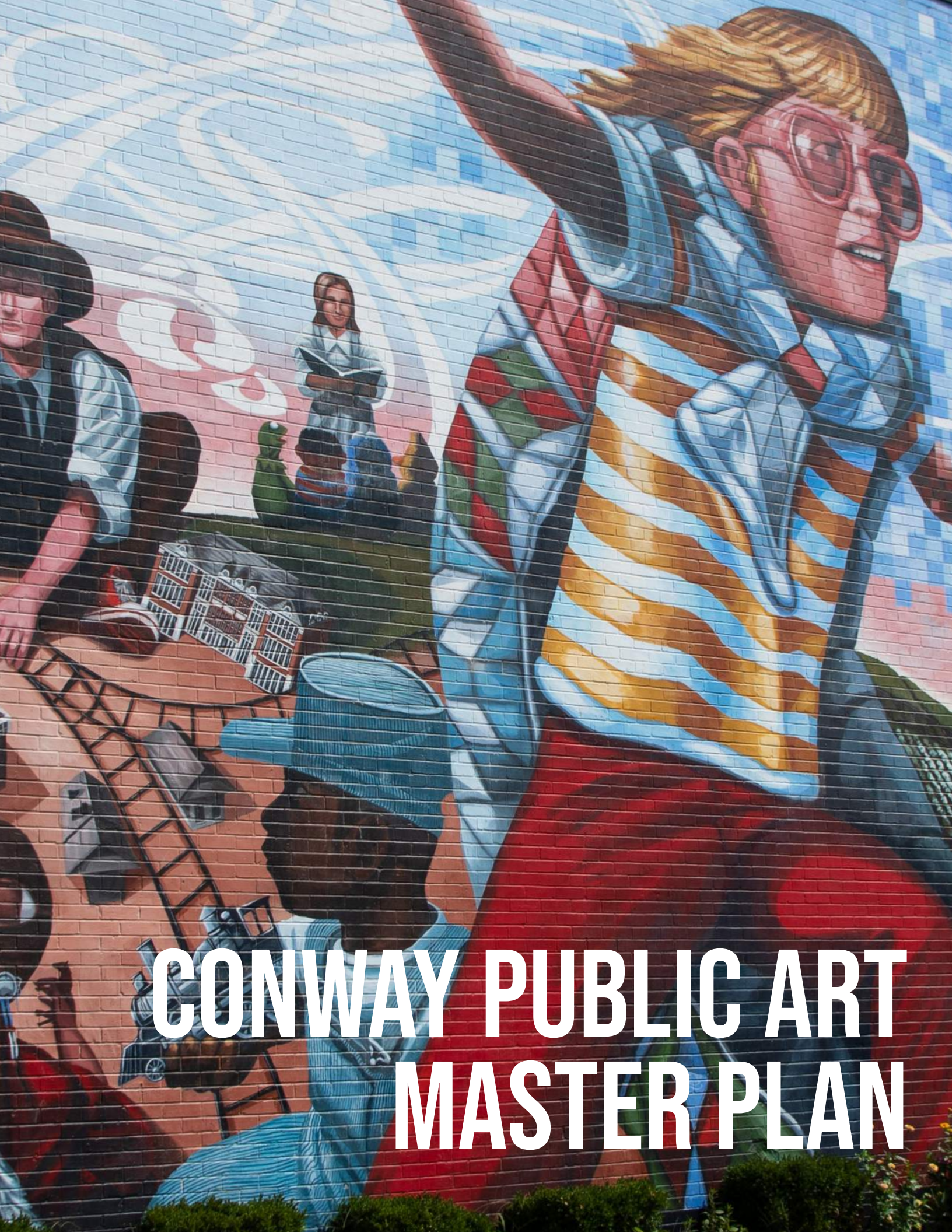
Thank you,
Jefferson Whitehead
315 Yale Drive
Conway, AR 72034

APPENDIX

The following items, which do not require public hearings or Planning Commission action, have been reviewed and approved by the Director of Planning & Development and are being reported to the Planning Commission as required by the Zoning Code and Subdivision Ordinance.

Plats filed for record (Lot Splits, Lot Mergers, and Final Plats)

- Roman Catholic Diocese Replat (P2022-00031)
- Summerwood Replat, a Replat of Lots 5, 8, and 15, Block 7 Burns Addition (P2022-00032)
- Block 4 Hardy Replat (P2022-00034)
- Replat of Lot 1-A, Block 16 Srygley Addition (P2022-00035)



CONWAY PUBLIC ART MASTER PLAN



01. INTRODUCTION / 03



**02. COMMUNITY INSIGHTS
AND VISION / 06**



**03. ESTABLISHING A
SHARED UNDERSTANDING
OF PUBLIC ART / 14**



**04. OPERATIONALIZATION
OF THE CONWAY PUBLIC
ART PROGRAM / 19**



**05. STRATEGIES TO
ACTIVATE THE CONWAY
PUBLIC ART PROGRAM / 29**



**06. CONCEPTUAL
PROJECTS FOR FUTURE
CONSIDERATION / 46**



**07. PRIORITY ACTION
PLAN / 57**

TABLE OF CONTENTS



01. INTRODUCTION

Conway is a city known for its family friendly vibe, youthful outlook, and vibrancy in the Central Arkansas region. The City of Colleges has crafted its own unique identity that is full of beautiful college campuses, peaceful nature trails, access to gorgeous lakes, one impressive river, and plenty of restaurants and cool local spots. Conway is home to passionate community members who are looking to the future and asking “How can we grow our identity as a city known for supporting creativity? How can we invest now so that we

are known as a hub for the arts in the future?” These questions have led to the creation of this Plan - a Plan seeking to define the role of public art in a city already known for its high quality of life.

The Public Art Plan lays the foundation for the future of public art in Conway and prepares the city to begin injecting artwork into all facets of the community. The public art investments in Conway will be a tool to communicate who Conway is and who Conway wants to be.

COMMUNITY CHARACTER FRAMEWORK



NATURE

Conway is lush, diverse in natural beauty and is a great place for outdoor adventure.

- Lake Conway
- Arkansas Anglers
- Beaverfork Lake Kayaking
- Arkansas River camping
- Hendrix Creek Preserve
- Kinley Trail

YOUTHFUL OUTLOOK

Conway is the City of Colleges which keeps the vibe playful, whimsical, enthusiastic and full of purpose.

- University of Central Arkansas
- Hendrix College
- Central Baptist College
- Baum Gallery
- Conway Art Walk
- Youth Leagues

The purpose of the Community Character Framework is to celebrate all that makes Conway unique and special and to help artists and visionaries communicate the values and special qualities that Make Conway, Conway. The descriptors, historic tidbits, and imagery comes together to create a family of components that speaks to the identity of Conway.



HERITAGE

Conway is a City where history meets a vibrant future, ripe with folklore and forward thinking.

- Trail of Tears
- Railroad
- Pine Street Community
- Cadron Settlement Park
- Historic Downtown
- Agricultural Center
- Toad Suck Daze

SMALL TOWN CHARM

Conway's way of life is slower paced, intentional, and influenced by the love of community.

- Laid back
- Murals
- Kings Live Music
- Conway Farmers and Crafts Market
- Spring Flowers
- Annual Christmas Parade



02. COMMUNITY INSIGHTS AND VISION FOR THE FUTURE

The following chapter outlines the vision, mission, goals, and core values of Conway's public art program. The plan also provides essential administrative guidelines for determining how public art is identified, preserved, selected, and placed.

In 2015, the City formally recognized the value that public art adds to Conway through establishing a Public Art Ordinance, which outlined Conway's hopes for a future program. In 2021, the City deepened its commitment to building a sustainable public art program through starting the master planning process. This Plan will be the framework for how the City can fund, manage, and review public art projects in the future.

OVERVIEW OF THE PLANNING PROCESS

This plan is a result of extensive public engagement. The consultant team worked diligently to engage the public throughout a ten-month process (July 2021 - May 2022) and provided ample opportunity for a broad cross-section of the community to participate in shaping the vision for public art in Conway. The team was guided by a 12 member steering committee and frequently consulted members of the Public Art Committee. The team held over twenty individual stakeholder interviews, five community focus groups, one focus group with UCA faculty, and two community-wide workshops. Participants included business owners, city staff, arts organizations, artists, private developers, community groups, faculty from local colleges, and engaged citizens. A community-wide survey was also conducted and garnered 522 responses. In all, over 750 people were engaged in the planning process.

STAKEHOLDER INTERVIEWS

Each stakeholder was asked the following questions.

1. Name, what you do for a living, and your last experience with public art.
2. Share your perception of the arts in Conway.
3. What is special about Conway? What's special about Conway in the context of the Little Rock region?
4. What is your vision for public art in Conway?
5. What locations do you think would be appropriate for public art in Conway?
6. How are the people of Conway best engaged?

LOVE, CONWAY COMMUNITY WIDE WORKSHOPS

Each Love, Conway workshop focused on generating conversation with participants on integrating public art into parks, community facilities, corridors, private development projects, and gathering spaces to experience more art throughout the city visually.

Discussion Questions

1. What parks and community facilities would benefit from an investment in public art?
2. What corridors would benefit from an investment in public art?
3. How can public art be integrated into new development?
4. How can public art enhance community destinations for the local community?
5. What values should be celebrated in your neighborhood?
6. What values should be celebrated throughout the City?
7. Where should public art be placed in your neighborhood?
8. Where should public art be placed throughout the City?

PROJECT SURVEY

The project survey received 522 responses throughout the planning process. 92% of respondents were residents, 65% work in Conway, and exactly 50% of respondents were between the ages of 25-44.

Throughout each conversation and public input opportunity, recurring themes emerged.

The people of Conway want public art to be a part of their everyday experience. Residents want public art to be synonymous with their identity, already anchored in a youthful outlook. Residents want public art to celebrate and showcase the many cultures that call Conway “home”, and they want public art to be integrated into their public spaces seamlessly—making them more inviting, exciting, and desirable. They want public art in Conway to share the history and the openness to the future that the people of Conway embrace.

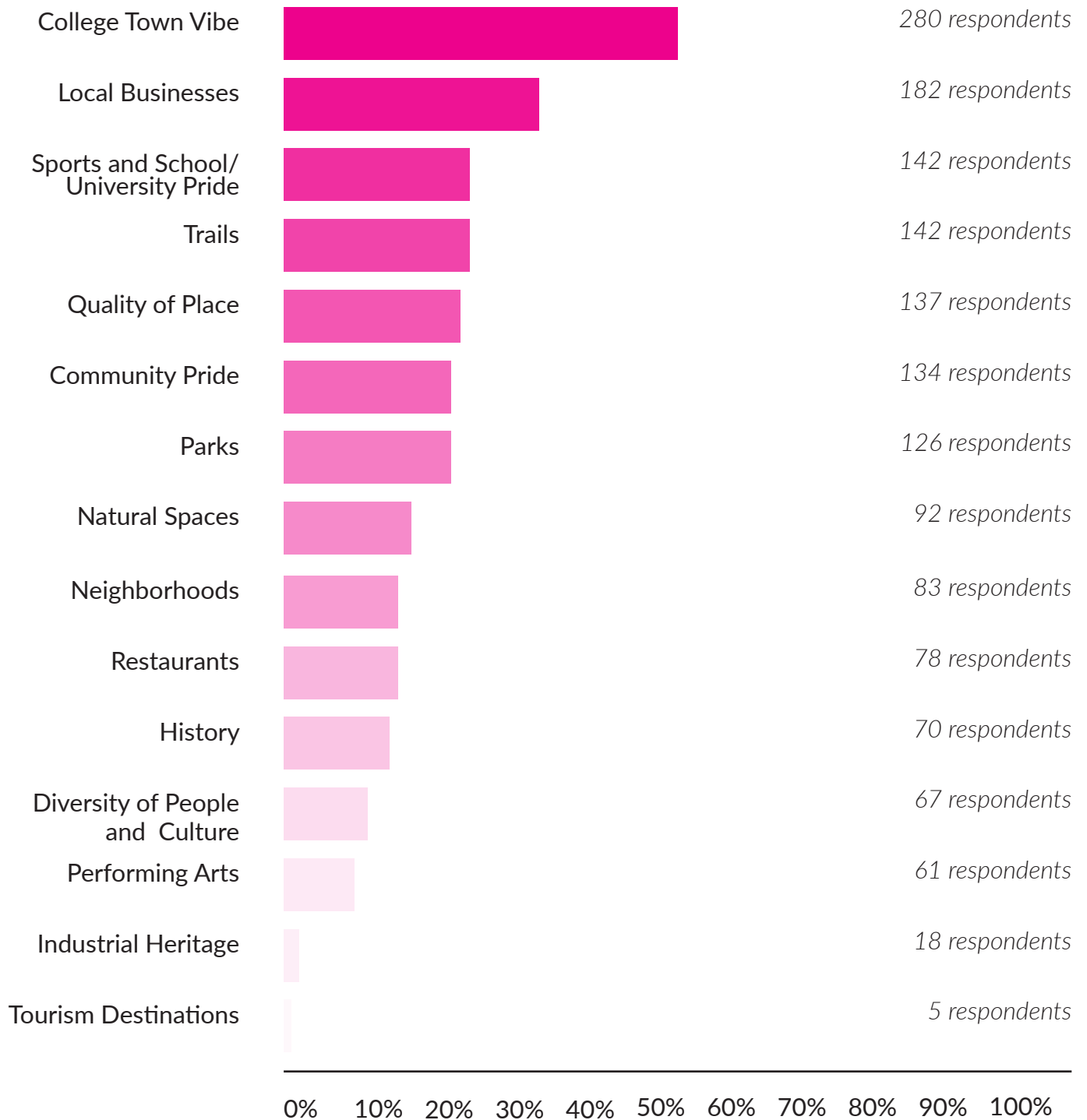
INSIGHTS

A series of survey questions that gave specific insight into what residents currently value in their city, what values they want to see expressed in their future public art, and where they want to see future public art places. Overwhelmingly participants communicated their desire to see public art projects on a neighborhood scale as well as on a larger scale—creating iconic destinations throughout the City.

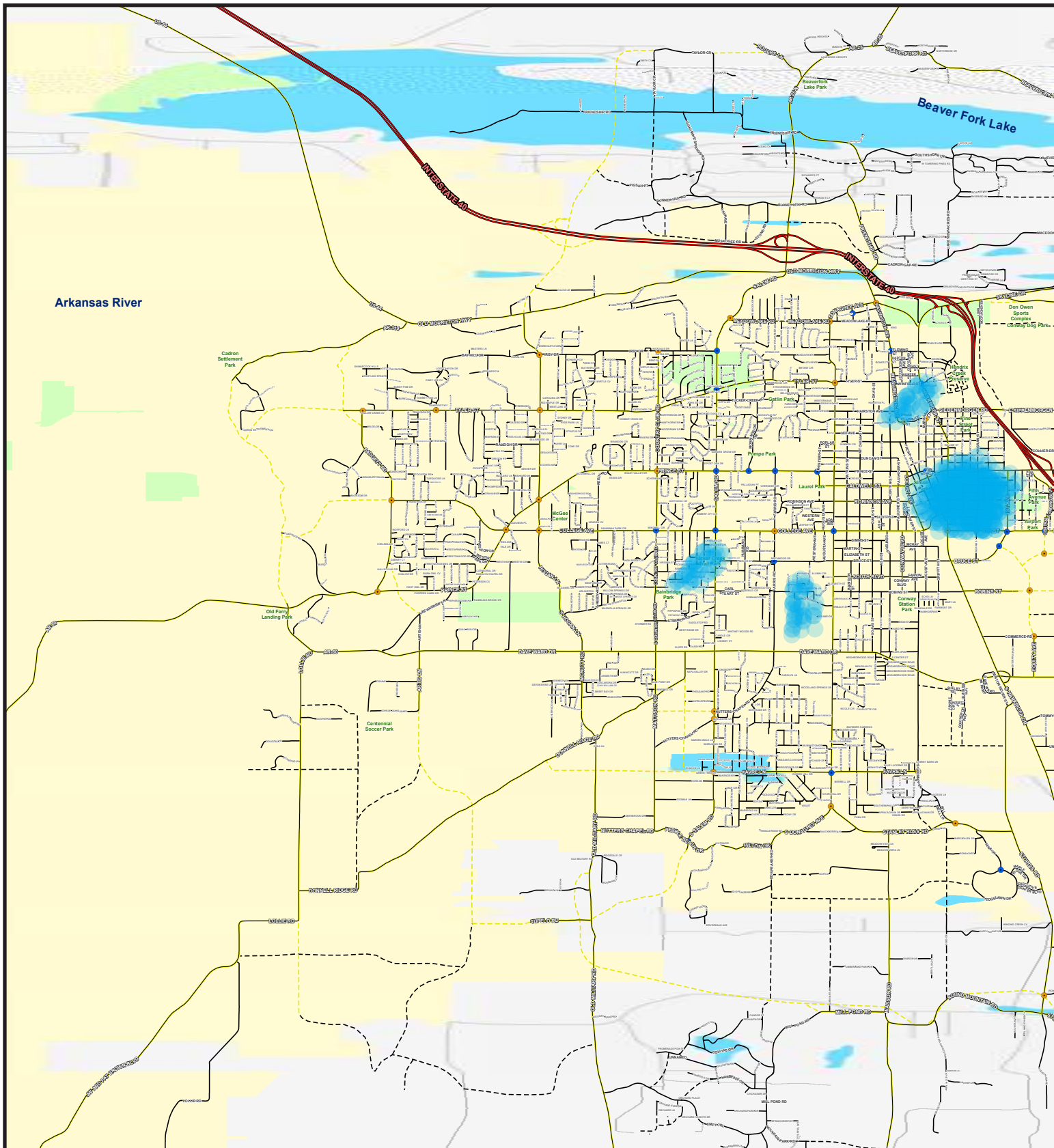
CONWAY RESIDENTS WANT PUBLIC ART

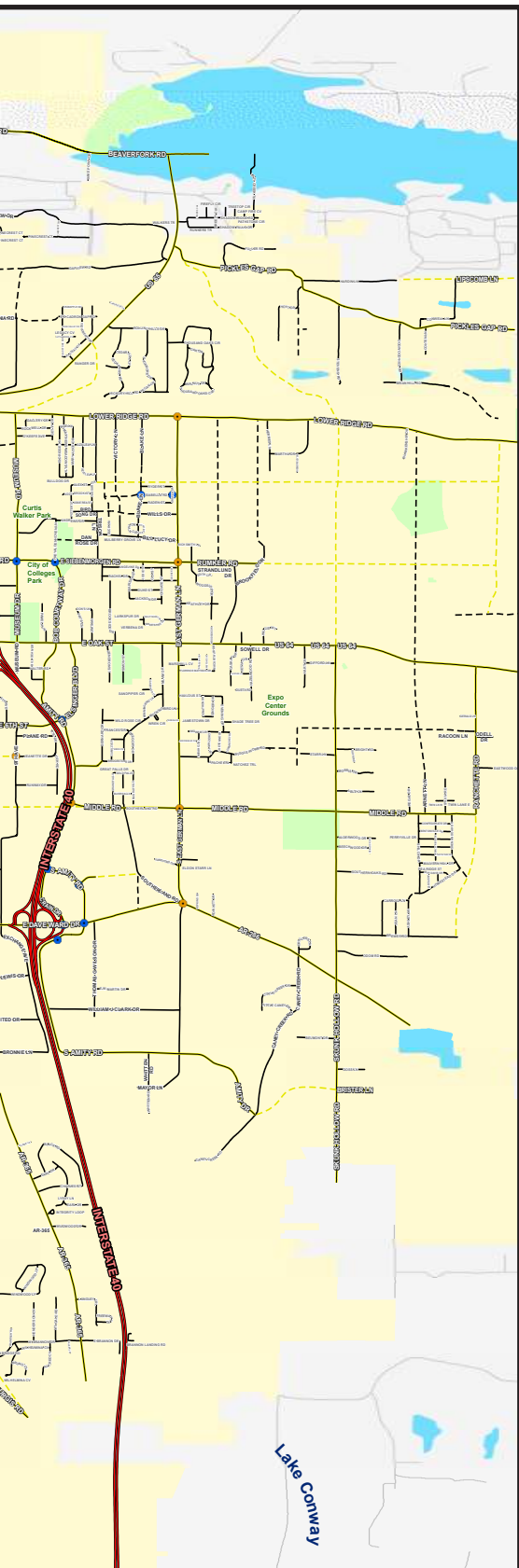


WHAT IS UNIQUE ABOUT CONWAY? (SELECT 3)



COMMUNITY TREASURES

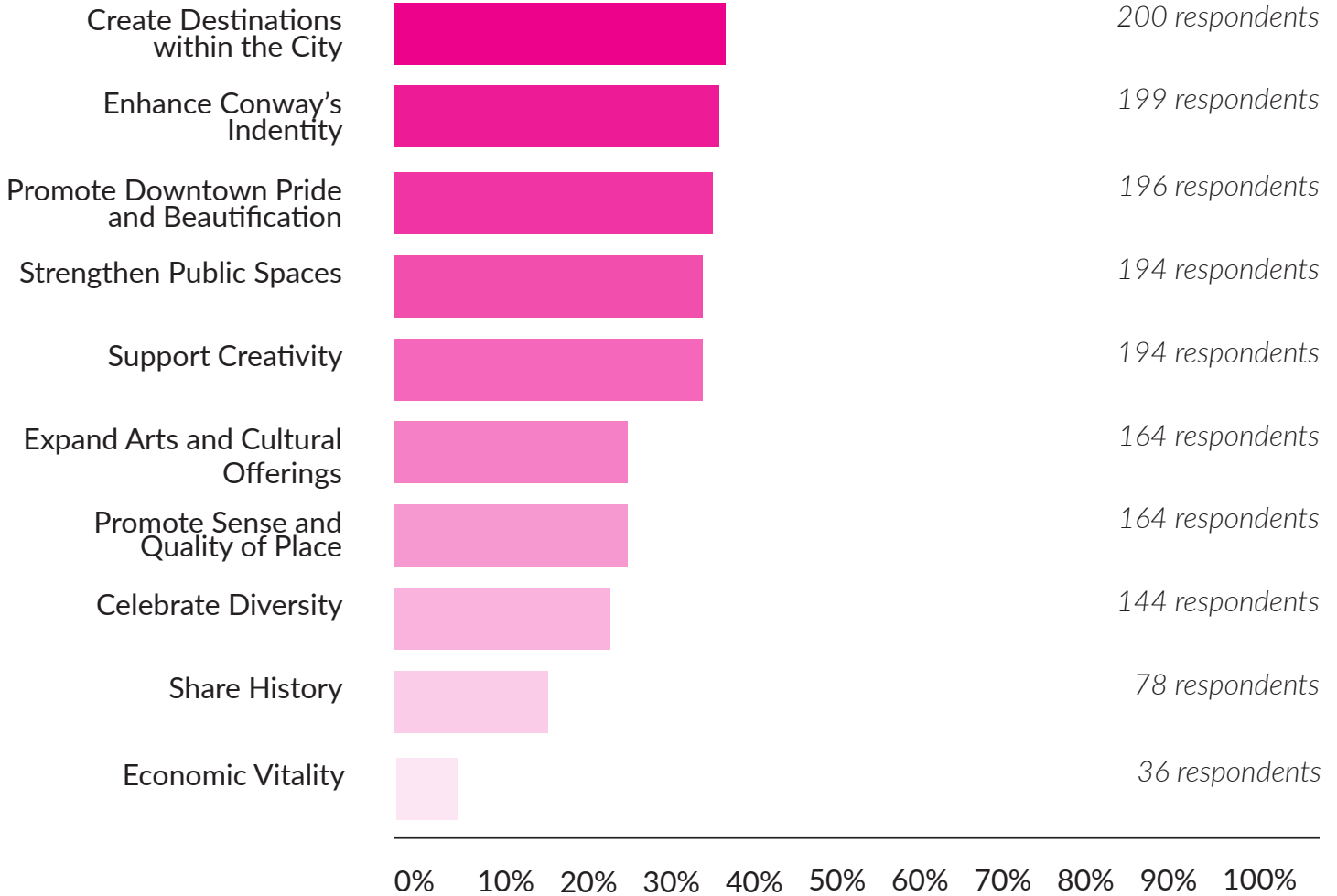




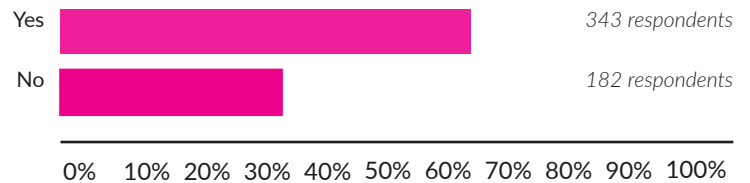
TOP RESPONSES

- DOWNTOWN :118 RESPONSES**
- DOWNTOWN MURALS: 54 RESPONSES**
- DOWNTOWN BUILDINGS: 31 RESPONSES**
- TOAD SUCK SQUARE: 51 RESPONSES**
- PARKS: 18 RESPONSES**
- ROUNDBABOUTS: 17 RESPONSES**
- HENDRIX COLLEGE: 29 RESPONSES**
- TUCKER CREEK TRAIL: 19 RESPONSES**
- UCA: 12 RESPONSES**
- CADRON SETTLEMENT PARK: 6 RESPONSES**
- TRAILS: 5 RESPONSES**
- MOORE NATURE RESERVE: 3 RESPONSES**

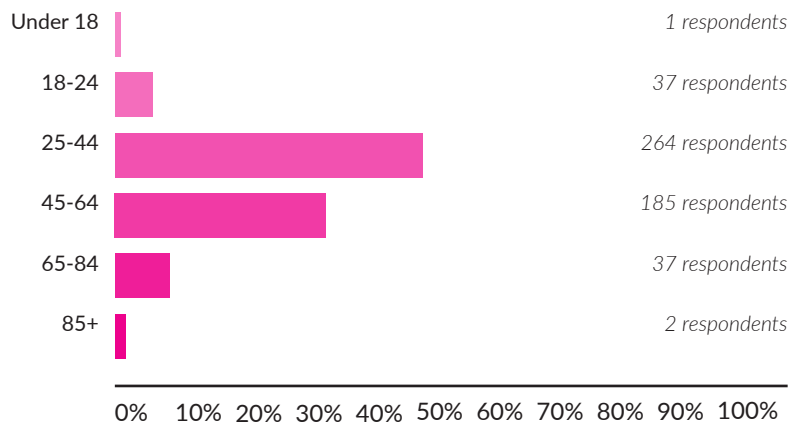
HOW CAN PUBLIC ART SERVE CONWAY IN THE FUTURE? (SELECT YOUR TOP 3)



ARE YOU A RESIDENT OF CONWAY?



AGE OF RESPONDENTS





VISION

WE ENVISION A CONWAY WHERE CITIZENS CAN EASILY ACCESS PUBLIC ART BUILDING UPON EXISTING WORKS TO CREATE A CATALOG OF VARIED PIECES THAT TELL INCLUSIVE AND ENGAGING STORIES.

MISSION

The Conway Public Art Program seeks to form meaningful connections between people and public art.

CORE VALUES

CELEBRATE CONWAY

Tell stories that are unique to the history, natural setting, and culture of Conway.

SUPPORT ARTISTS

Present a wide variety of meaningful public art from artists with diverse experience levels, inclusive of all people and backgrounds.

BUILD COMMUNITY

Build awareness and enthusiasm for place by connecting residents to one another through an investment in public art.

STRATEGIES TO GUIDE DECISION MAKING

Conway's Public Art:

- Creates a strong sense of place that provides opportunities for meaningful community interaction;
- Enhances assets such as parks and trails, corridors, and community gathering spaces;
- Honors Conway's deep connection to nature;
- Strengthens and communicates the Conway identity; and
- Supports the high quality of life in Conway by supporting creativity and inspiring new ideas.



03. ESTABLISHING A SHARED UNDERSTANDING OF PUBLIC ART

Public art provides meaning to public spaces, reflects the history of place, adds uniqueness to neighborhoods, and humanizes the built environment. Public art lives at the intersection between our past, present, and future. The City of Conway is committed to strengthening their public art program so the public's desire to see a wide variety of high quality public art from artists with various backgrounds is realized.

In order to grow a strong program with many community partners, shared vocabulary around what public art is and is not must be established.

PUBLIC ART: A SHARED DEFINITION

The Public Art Master Plan will use the following definition for the Conway Public Art Program:

Public Art is any of the following: sculpture, statues or monuments in any material or combination of materials; painting; murals; graphic arts including printmaking and drawing; photography; crafts in clay, fiber and textiles, wood, metal, plastics, glass and other materials; mixed-media, any combination of forms or media, including collage; functional art such as street furniture, as defined by the Conway Public Art Plan; environmental art consisting of landforms and artistic landscape composition.

The term "Public Art" does not include reproductions by mechanical or other means of original works of art, except for limited editions, controlled by the artist, of original prints, cast sculptures, photographs or other works of art; decorative, ornamental, or functional elements which are designed by the building architect or consultants engaged by the architect which are a traditional and typical element of architectural design; elements generally considered to be conventional components of a landscape architectural design including, but not limited to, plant materials, pools, paths, benches, receptacles, fixtures and planters except street furniture as defined by the Conway Public Art Plan and environmental art consisting of landforms and artistic landscape composition; "Art objects" which are mass produced or of a standard design, such as playground sculpture or fountains, except pieces of historical significance to the city; directional or other functional elements, such as supergraphics, signage, color coding and maps, except where sculptural pieces are used to define gateways in the city; electrical, water or mechanical service for activation of the work; exhibitions and educational programs related to the work; performing arts; and art that displays slogans, logos, mascots or commercial advertising.

TYPES OF PUBLIC ART

SCULPTURE

Whether contemporary, irreverent, traditional or something more, sculptures are often the focal points of civic art. Sculptures may commemorate and celebrate our history, express civic pride, or be established as culturally-defining showpieces for the City.

Sculptures can take on many shapes and sizes and often fit well when created in or alongside gateways, parks, gathering spaces, roundabouts, and community centers. Because communities can celebrate and enhance their civic identity, they are especially appropriate in parks and downtown settings.

MURALS

While curating permanent works of art as part of the collection is important, ephemeral works such as murals allow for the exposure of many artists over a short period of time rather than a few artists over a long period of time.

FUNCTIONAL ART

Conway is focused on improving the infrastructure to facilitate added use by residents. Due to the ongoing investment in infrastructure in Conway, there is a unique opportunity to implement uniquely Conway designs in place of otherwise ordinary pieces of infrastructure. Integrating unique designs into infrastructure may be an affordable and efficient way to create a major visual impact.

Some possible options for functional art installations include bike racks, benches, signal boxes, medians, transit stops, storm drains, manholes, installations within parking garages, highway detail, highway gateway signage, monument signage, sidewalk treatments and more.





LIGHT INSTALLATIONS

Contemporary artists use lighting in creative and interesting ways in order to manipulate the built environment with limited physical impacts. Light installations may be used on existing buildings, in parks on substantial landscape features, or as part of a larger installation of sculpture. They may be especially useful and impactful when used in infrastructure projects.

MULTIMEDIA

Multimedia installations may combine many art types in ways that expand the imagination. Video, lighting, sculpture, murals, and more can be combined to make multimedia installations some of the most interesting around. Multimedia installations are especially useful for temporary or pop-up installations.



SITE-SPECIFIC

Site-specific art is created to enhance and celebrate its surroundings in which an artist considers the site first before anything else. Site-specific art uses the surroundings to enrich the experience of the place itself. It can help to tell the story of the location, neighbors or residents, or simply exist to elevate the site.



Top Left: *Language of the Birds*, Brian Goggin
Top Middle: *El Seed*, SPARK
Top Right: *Brilliance*, Creative Machines
Top Middle: *Street Mural*, Asheville, NC
Top Bottom: *Crank Zappa*, Amigo and Amigo

POP-UP & TEMPORARY ART

Art can be long-lasting, or it can be something experienced for a short period of time. Though temporary art is not intended to live for a generation, it can have a lasting impact on a community by creating a sense of surprise and joy in unexpected places. Some ideal locations for temporary installations include construction sites, sidewalks, alleyways, parks, and temporarily empty spaces and storefronts.

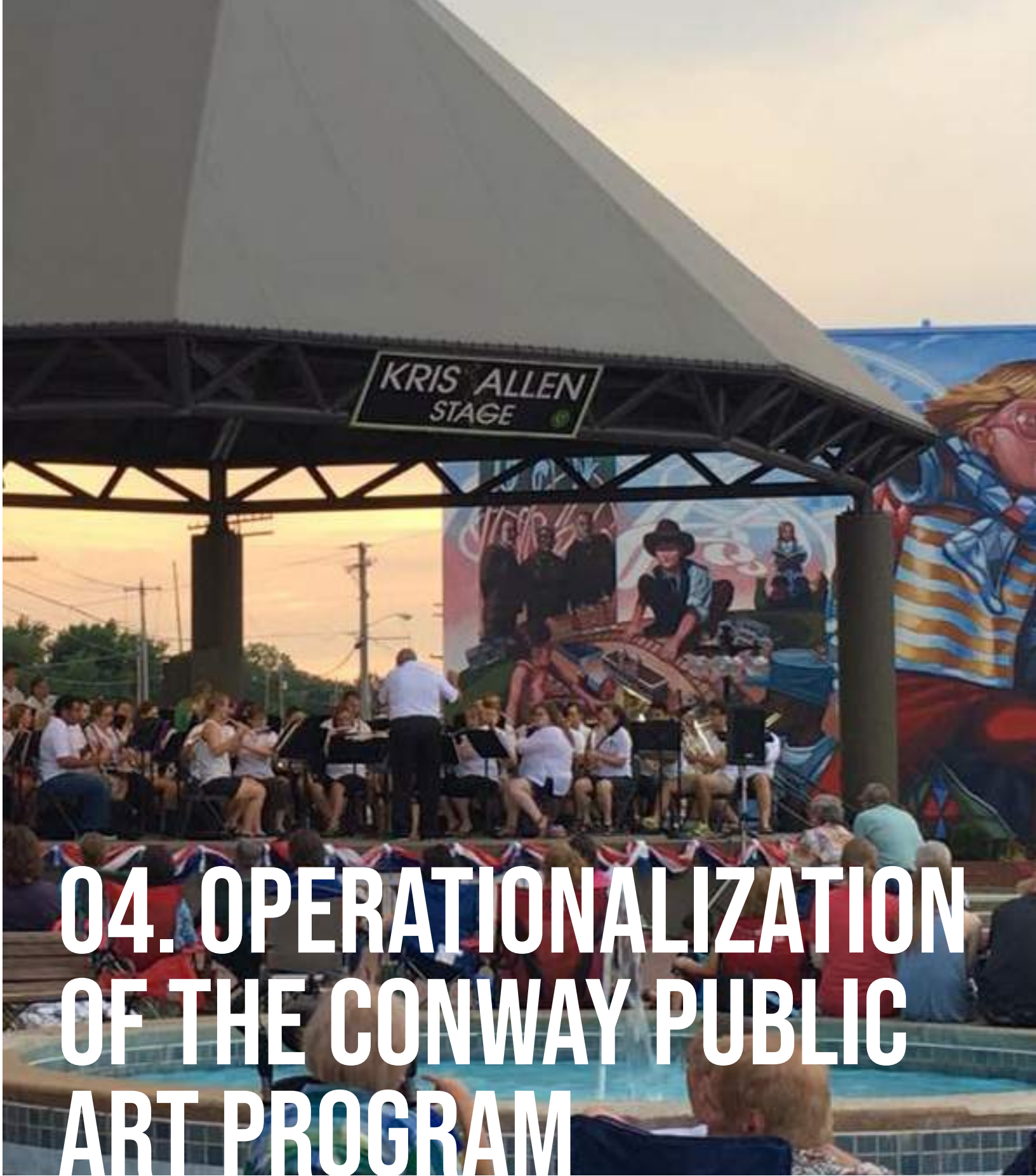
Temporary art can be done inexpensively and easily, provide opportunity for additional artist engagement, and it can be a small investment for a huge impact. In whatever form, its short lifespan gives energy to the space and drives excitement among the community. Temporary art invites collaboration, be it with local schools or community groups, and creates opportunity for the artwork to evolve with the community over time.

COMMUNITY PARTICIPATORY ART

Participatory art is more focused on the creation of an art piece than any of the typologies listed above. Specifically, a piece is made by the community to enhance and celebrate its process and participants. Collaborative art pieces use people to enrich the experience and heighten the feeling of pride and ownership.



Top: Plywood Portals
Middle: The Blue Trees, Konstantin Dimopoulos
Bottom: Sidewalk Poetry



Though the City of Conway has long had public art, the City has yet to launch an official program with formal processes and policy to guide the future of public art. Through implementing the following steps, the City of Conway will formally establish a Public Art Program.

STEP 1: FURTHER DEFINE THE ROLE OF THE PUBLIC ART ADVISORY COMMITTEE.

Public art is currently under the purview of the Public Art Committee (Current title) as defined in Ordinance 15-96 in Section 3. Narrowing the description of responsibilities will allow for streamlined program development and a solid understanding of expected contributions to the Program.

The Public Art Committee should be recognized as the Public Art Advisory Committee. The following roles and responsibilities should be considered for adoption with other proposed policies in Step

4 and on p. __ of the Appendix. The following recommendations further define the role of the Committee as well as their responsibilities.

The Conway Public Art Advisory Committee is made up of 7 members, appointed by the Mayor and confirmed by City Council, that is committed to promoting awareness, access, and appreciation of public art for the City of Conway.

The Committee shall include:

1. Four (4) members with expertise in the field of art, either an art historian, gallery director, art professor or instructor or other art professional.
2. Three (3) members of the community at large.

Any member serving on the Committee is ineligible for a public art project by the City of Conway during their membership and for an entire year following.

Members shall serve a two (2) year term and any subsequent terms shall require reappointment by the Mayor and confirmation by the City Council.

The Public Art Advisory Committee shall be staffed by the Public Art Manager within the Planning Department or their designee who shall manage all administrative affairs for the Committee.

The Public Art Advisory Committee has the following responsibilities:

- Provide input and advise staff about the Public Art Master Plan and proposed policy to support the Public Art Program;
- Provide input in developing the annual work plan.
- Provide input in establishing criteria and eligibility standards for applicants of projects;
- Support staff in establishing criteria for awarding projects;and
- Act principally in an advisory capacity to Conway staff in any matter pertaining to public art.



STEP 2:
STREAMLINE
PROGRAM
MANAGEMENT
THROUGH THE
ESTABLISHMENT
OF A STAFF-
DRIVEN PUBLIC ART
COMMITTEE.

Public Art Program Management

The City of Conway currently does not have a standard approach to managing their public art program. Artwork has been realized through a variety of processes, depending on the initiating department, funding source, and nature of the project. To ensure strong coordination between departments, the City should have a single point of contact for all public art and clearly defined processes and policy for review and approval.

An Interdepartmental Public Art Coordination Committee should be formed consisting of staff from relevant departments to ensure coordination among departments and projects within departments, principally within Planning, Transportation, Parks, and the Mayor's office. The Committee should meet quarterly. As the Program and Collection grows, the managing staff should be someone who has extensive knowledge in the public art field including administration, maintenance, inventory management, and experience using various funding mechanisms to fund public artwork.

Until a Public Art Manager is hired, this role will be filled by the Planning Director.

How will the City Initiate Public Art Projects?

Public Art Program Update

The Public Art Program Update is an annual document that outlines projects initiated in the coming year and projects that will be in

process during that year. The Program Update is one of the most crucial elements of the public art program. It creates a roadmap for the year and allows for the input of community members, elected officials, and others who care deeply about public art in Conway.

The Program Update will be coordinated through consultation with the Interdepartmental Public Art Coordination Committee, and the Program Manager. The Update will be submitted to the Mayor and Council as a recommendation by the public art manager with advice from the Public Art Advisory Committee during budget hearings on an annual basis.

The following steps will be taken to develop the Public Art Program Update:

- Work with City departments to determine the availability of funds for the upcoming year.
- Identify projects to be paid for by identified funding, including acquisition and maintenance.
- Develop a draft Public Art Program Update that will include locations, goals, and budgets for public art projects and programs for staff review.
- Host a public meeting to present the accomplishments of the previous year and any anticipated projects included in the Program Update.
- Integrate feedback from City Council to determine the final Program Update.

STEP 3: UPDATE

THE PUBLIC ART

ORDINANCE.

The City of Conway's Public Art Program is governed by Ordinance No. O-15-96 and should be updated to reflect a variety of updates including the definition of public art, more defined roles and responsibilities of the Public Art Advisory Committee and City Staff, as well as an update to the dedication of funding for public art.

STEP 4: IMPLEMENT PUBLIC ART POLICY.



Consideration and adoption of a Collection Management Policy would recognize the value and legacy of the current collection while planning for the maintenance of the future collection. Sound collection management practices include routine documentation, monitoring, and maintenance. The Collection Management Policy will equip the City to care for existing work while setting standards for any new pieces in the collection, receiving gifts of public art, accepting memorial gifts, and addressing temporary art.

The proposed Collection Management Policy is included in the Appendix on p. __, and specifically includes the following:

- Establishes the management practices of artworks acquired through the solicitation and donation processes.
- Outlines standards for maintenance and guards against inappropriate disposal of any of the pieces in the collection.
- Provides direction for surveying the collection, working with future artists to establish a maintenance plan for any commissioned work, and includes inspection guidelines.
- Creates procedures for individuals or organizations who request to donate artwork to the City.

The Public Art Manager should administer or oversee the following tasks:

- Review and update an annual survey of all pieces within the City's collection. Each piece should be evaluated and should have information about maintenance needs.
- Ensure that all repair and restoration of artwork is completed with the highest standards of professional conservation practice.
- Ensure routine maintenance is completed by the City's Physical Plant Department.
- Prioritize maintenance and plan for the future development of the collection.
- Advocate for funding of maintenance of the collection, when appropriate.

What is in a Collection Management Policy?

A Collection Management Policy establishes

the management practices of artworks acquired through the solicitation and donation processes. These pieces are considered part of the City's permanent collection and must be cared for per the Maintenance Policy. The Collection Management Policy will help maintain the value of the City's permanent collection and guard against inappropriate disposal of any of its pieces.

Donation and Artwork on Loan Policy

This policy creates procedures for individuals or organizations who request to donate artwork to the City. These donations may be considered on a case-by-case basis, and requests for consideration shall be made to the Public Art Advisory Committee.

Maintenance Policy

This policy establishes the procedure for maintaining the future public art collection and pieces currently therein. Direction for surveying the collection, working with future artists to establish a maintenance plan for any commissioned work, and artwork inspection guidelines are included.

Mural Guidelines

The Mural Guidelines offer guidelines for both publicly-owned murals on public and private property and consider the process for approval. The guidelines consider the ownership of the building in which the mural will be sited.

STEP 5: ADOPT **SUSTAINABLE** **FUNDING** **PRACTICES.**

Currently, the Public Art Program is funded through a portion of the voluntary property tax collected for public recreation in Conway as well as a thirty thousand dollar allocation from the city's assigned portion of Advertising and Promotion Prepared Food Sales tax revenue.

In order to achieve the vision outlined in this plan, additional funding will be needed. The following is a series of public art funding mechanisms for consideration and is multi-pronged in execution. This approach supports the implementation of projects and activation strategies outlined in Chapters 5 and 6 and supports a long-term effort to inject public art into public projects. All proposed funding mechanisms would require Council approval to be used.

Public Funding Recommendation
Consideration of a Public Percent for Art
The most common funding model in cities

throughout the country is the 'percent for art' model. A majority of public art programs allocate a percentage of a jurisdiction's capital improvement budget to develop public art funding. Percent-for-art resolutions guarantee a funding stream for public art projects regardless of what happens to municipal budgets or arts funding. The policy also guarantees that public art projects will be planned each year, as long as Capital Improvement Projects (CIP) are underway and municipal construction continues. The allocation is typically one percent, although it can range from a low of .5 to a high of 2%.

The public art allocation for all capital projects should be calculated based on the total construction costs, excluding all costs for demolition and real property acquisition for any given capital project. In addition, the appropriation for public art should be calculated only on the original appropriation

for design and construction services, excluding any amounts appropriated for change orders. A public art allocation should not be made for road maintenance, underground infrastructure and underground utility projects with no above ground components other than roads. When there are utility projects with above ground components that are visible, a donation toward public art should be considered.

Types of Projects to Include Public Art Within:

- New Road Construction
- Streetscape Projects
- Parks and Trails
- Community Facilities
- Fire and Police Stations

Upcoming Projects that Could be Included in the Percent for Art

- Aquatics Center
- Soccer Fields

Private Development Funding Recommendation

A number of opportunities are outlined below for funding public art within private developments. It is recommended that all options are pursued and codified so that creativity is injected throughout the community and in places that the City is not a development partner.

Voluntary Public Art Contribution within the Old Conway Design Overlay District

The Old Conway Design Overlay District has a rich architectural heritage that has created a collection of neighborhoods with unique and diverse historical character. Traditional neighborhood patterns exist with a gridded street system with alleyways, sidewalks, shallow setbacks, narrow streets and unique building types. Any development falling within the District is subject to review and approval by the Historic District Commission prior to receiving a Certificate of Appropriateness.

Within the Old Conway Design Overlay District, a Voluntary One Percent for Public Art in Private Development should be considered. This recommendation would strongly encourage

developers within the district to undertake one of the following:

Option 1: Include public art on the development site valued at approximately one (1) percent of total project cost, including construction and land. (this 1% of development cost is in the mid-range set by municipal governments across the nation.)

Option 2: Make a cash contribution of equal value (approximately 1% of the total project cost) to the public art fund which is administered by the City for acquisition or commission of public art on publicly-owned sites or for other public art related purposes.

Study the Current Impact Fees for Parks and Roadways for Adequacy and Consider Allocating a Percentage of Collected Parks Impact Fees for Public Art in Parks

Section 12 of Conway's Subdivision Ordinance addresses impact fees. The intent of impact fees are to ensure impact-generating development bears a proportionate share of the cost of improvements to the City's major roadway and park systems. The Impact Fee Ordinance calls for review of fees every three years. However, the city's impact fee study has not been updated since 2003. As such, the fee determination has also not been updated since that time.

The City of Conway should update the Fee Determination to, at minimum, adjust for inflation of construction costs since 2003. With the increase, the City should explore allocating a portion of the annual parks fee to new public art within parks.

Explore Diverting a Portion of Annual Building Permit Fees to Public Art

In the last two years, the City has generated approximately \$227,033 (2019) and \$269,389 (2020) in Building Permits. Any income over a specific amount set by the City in building permit fees could be allocated to public art. In addition, the City could explore the allocation of the Sign Permit fees.



05. STRATEGIES TO ACTIVATE THE CONWAY PUBLIC ART PROGRAM

After establishing a strong foundation for the future of public art utilizing the steps in Chapter 4, the City should take the following actions to activate the Conway Public Art Program. The goals and strategies to implement the program are in the following sections.

STRATEGY 1:

ESTABLISH

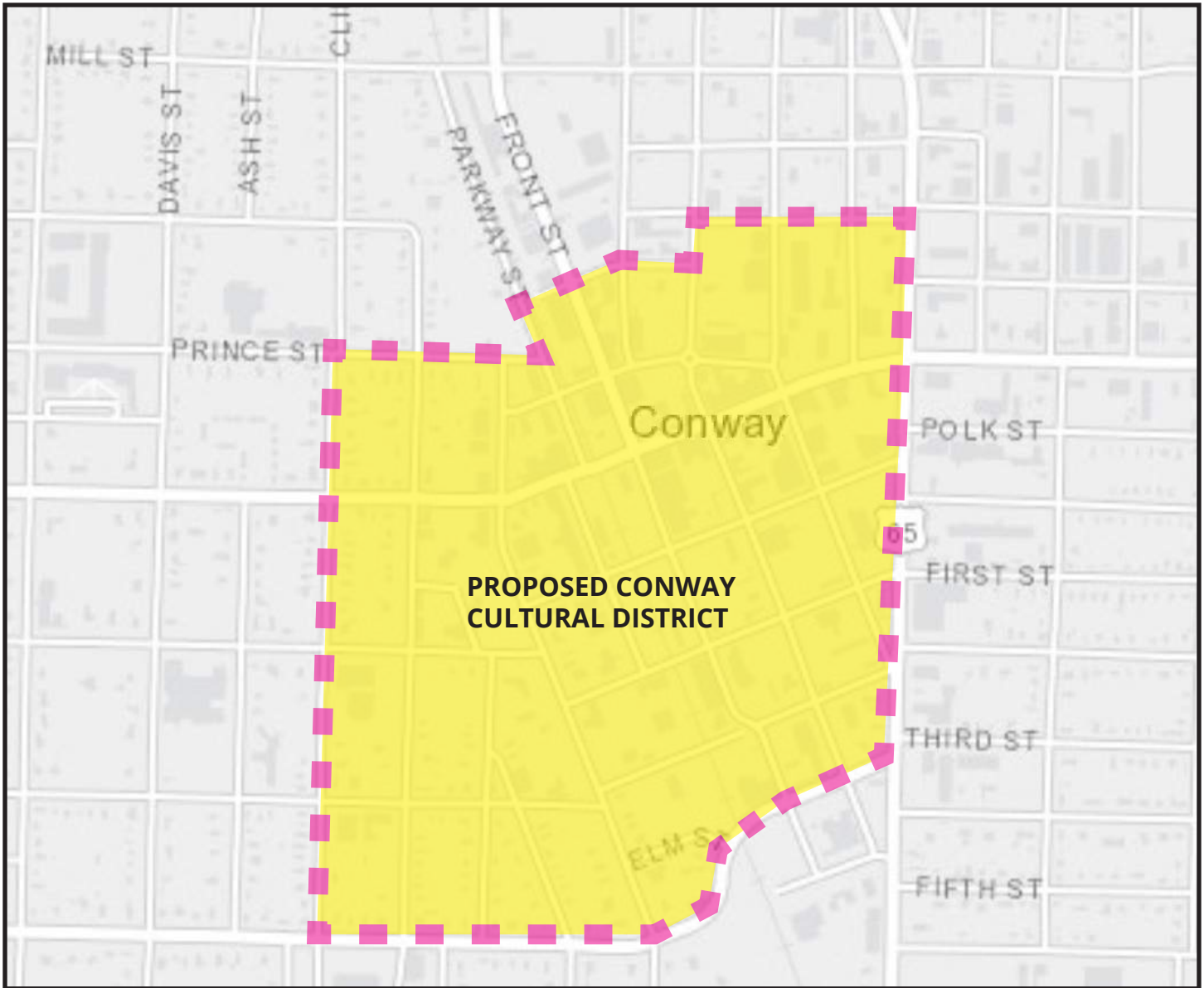
CONWAY'S FIRST

CULTURAL

DISTRICT

Conway's downtown is home to a number of local businesses, and institutions that support arts and culture. Designating downtown as Conway's Cultural District will recognize the role of the arts in growing and sustaining a vibrant community as well as enhancing opportunities for the creative economy. Designating this area of town would signal to local businesses as well as visitors to the area that arts are seen as integral to building community, engaging residents, encouraging entrepreneurship, and attracting visitors.

Upon designation, the City should begin dedicating significant resources to this geographic area for a number of efforts including but not limited to supporting signature events in the District, supporting creative placemaking efforts, encouraging creative economy use in commercial buildings, and implementing public art projects throughout.



STRATEGY 1.A: EXPLORE THE VIABILITY OF A CREATIVE INCENTIVE PROGRAM TO SUPPORT THE BUILDING OF THE CULTURAL DISTRICT.

The City should explore the viability of a gallery and live music incentive program which would support art galleries and performance art. The program would allow the owner of a for profit gallery to apply for a rent subsidy for 12 months and a start-up grant to offset costs related to relocation, advertising, and tenant improvements. The City should set the rent subsidy using the current market rate of commercial space within downtown Conway.

This Program should be undertaken as a public-private partnership with community institutions.

To prepare for this incentive program, the City should determine the following:

Boundaries in which the incentive would be offered;

- Identification of annual funding for this program;
- Lease term;
- Determination of market rate rental rates for commercial buildings;
- Qualifications of applying businesses to receive the incentive; and
- Compliance with qualifications.



STRATEGY 1.B HIRE AFRICAN AMERICAN ARTISTS TO REALIZE AND CELEBRATE THE CONTRIBUTIONS OF AFRICAN AMERICANS TO DOWNTOWN CONWAY, SPECIFICALLY IN THE PINE STREET AND MARKHAM STREET NEIGHBORHOODS.

Building upon the Conway Arkansas African American Historic Context Study that was completed in 2021, the City should hire African American artists to help share stories of past residents and events that took place in both neighborhoods. The City is working to place historic markers to note where physical buildings once stood. Accompanying artwork would support the recognition of the community's contribution to Conway.

STRATEGY 1.C: INVEST IN SPECIFIC PEDESTRIAN SCALE-PLACEMAKING PROJECTS WITHIN THE DISTRICT.

A number of specific placemaking interventions should be considered in downtown Conway. All efforts should be directed by an artist or artist team.

Pop-up Alley and Pocket Park Program

As the city invests in improvements to specific alleys within the cultural district, a number of improvements could become standard within alleyways and within proximity to vacant lots including access to electricity, and improved pedestrian access. Artists could develop programming for the alleys and pocket parks on a rotating basis throughout the summer and could include overhead lights, interesting plant material and pedestrian amenities- creating new public space in downtown Conway. Pop up parks could be in parking lots or between buildings. An artist-designed dumpster program could also be considered where artists paint murals on new dumpsters-creating an interesting activation of a mundane and necessary piece of urban living.

Specific Alleys for Consideration:

- Chestnut Alley
- Locust to Parkway Alley
- Oak to Main Alley
- Markham Corridor

Specific locations for potential pocket parks:

- Pocket Lot by Blue Sail



Left: Protest!, Jeyifous
Top: Todos Juntos, Berry and Linne
Middle: Alley Activation, Chattanooga, TN



Origami Animals, Gerardo Gomez

Downtown Sculpture Tour

Throughout downtown, specifically at intersections on Oak, Main, Chestnut, Front, and Court Streets, there are locations within the right of way that extend further than the sidewalk. All of the bumpout extensions are well landscaped and could offer locations for small scale sculpture.

Many communities host an annual sculpture tour in which sculptures are placed in various locations throughout a specific geographic area for members of the public to explore at their leisure. Conway could select 10 locations throughout the Cultural District and place plinths within those locations to support small-scale sculpture. A call could be released awarding 10 artists a stipend to showcase sculpture from their collection for the duration of one year. The City could purchase one of the sculptures annually to build its collection.

Pop-Up Food Experience

A significant part of building a Cultural District is the culinary experience. The City, in partnership with other nonprofits and local businesses, should consider purchasing a building and building out a commercial kitchen and whiteboxing the rest of the space. Local and visiting chefs could be invited to program the space and a menu for 3 month windows, improving the local food scene and creating a destination for regional foodies.

Regularly Programmed Events at the Simon Park

Simon Park offers a unique opportunity to develop programming where supportive infrastructure already exists. Opportunities for live music, high school band, choir, and theater performances, local dance companies abound at this location. Weekly programming from April - October at Simon Park would build synergy within the cultural district and would provide an affordable option for families to enjoy all of the cultural offerings Conway has.

STRATEGY 2: **LAUNCH THE** **CONWAY** **MURAL GRANT** **PROGRAM**

Conway should establish a Mural Grant Program in cooperation with the downtown partnership that subsidizes mural creation within the cultural district through granting property owners up to 25% of the cost of the mural on their property. Applicants would have to abide by the mural guidelines found on p. __. Funds should be distributed on a first come, first served basis. Applicants should submit their contract with their selected artist and submit proof of final payment to receive the grant. The City could explore this as a pilot

program for two years and then examine its success. At that time, the City could expand the program to reach outside of the cultural district.

Applications should include:

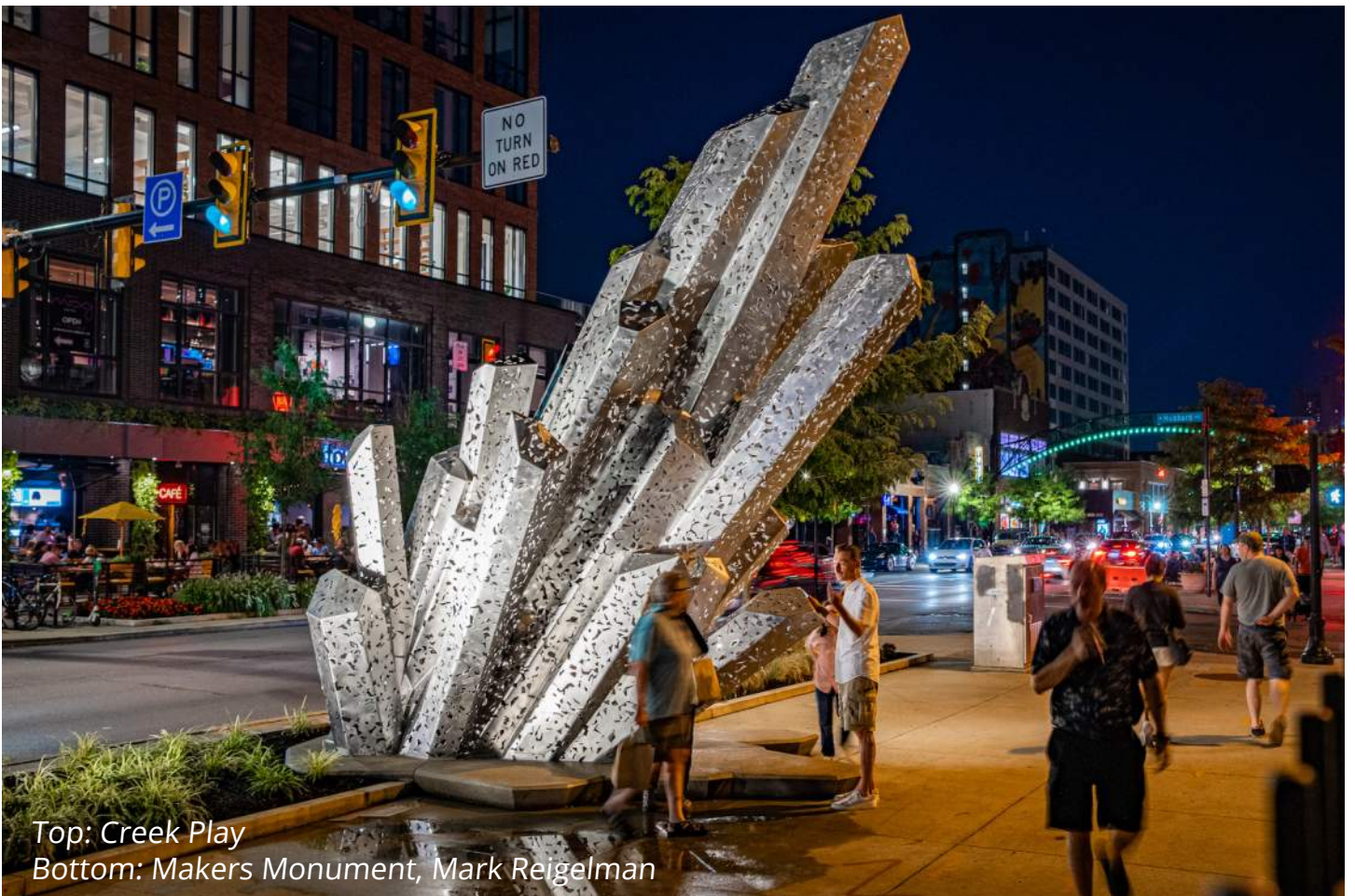
- Images of the proposed wall
- Proposed dimensions of the mural
- A concept rendering from the selected artist
- Proposed budget
- Contract with artist

STRATEGY 3: **INVEST IN** **ICONIC PUBLIC** **ART IN EXISTING** **PUBLIC SPACES.**

An investment in large-scale commissioned artwork is an essential step in developing a public art program and will project early success of the city's investment. Locations vary in type, but all prominent locations throughout the City. A mix of large-scale sculpture and intimate small-scale work will create varying landscapes and different points of interest for those experiencing the collection.

Iconic Locations for Consideration Include:

- Roundabout at the 6th St Overpass
- Prince St Roundabouts - need to contact Conway Corp about utility conflicts
- Entry to the Conway Community Center (Roundabout for new aquatic center)
- Simon Park
- Large Privately-owned walls throughout the City
- Major trailheads or points where trails branch



Top: Creek Play
Bottom: Makers Monument, Mark Reigelman

STRATEGY 4: **INVEST IN** **PUBLIC ART** **ON TRAILS AND** **IN PARKS.**

Conway is known statewide for their parks and trails and are not slowing down when building supportive infrastructure for residents to enjoy spending time outdoors. The arts are becoming a growing part of how people enjoy parks and recreation spaces throughout the country. From artist designed playgrounds to natural sculpture hidden along trails, to artists who focus on sharing the effects of climate change through their work, parks have become a place to experience artwork in nature.



Snail, Cracking Art

INVESTMENT OPPORTUNITIES ON TRAILS

Natural, Unprogrammed Trails

A series of public art projects could be commissioned to draw deeper connections between the environment and parks that are more natural and unprogrammed. The City could consider various themes to explore in these more natural parks and could integrate pieces made of degradable materials. This investment would create opportunities for artists and the City to educate users on environmental stewardship and the history of Conway and its significance to the indigenous community. Additional programming could support the installation like guided trail walks, story time, star gazing, or concerts. The pieces in these parks should be surprising to find and should not upstage the natural beauty that already exists.

Locations for Consideration:

- Hendrix Creek Preserve
- Jewel Moore Nature Reserve
- Cadron Settlement Park
- Blaney Hill MTB Park

PAVED, PROGRAMMED TRAILS AND PATHS

Layering cultural experiences on paved paths will encourage healthy activity and unsolicited exposure to the arts. Conway has a number of trails that are within parks, alongside waterways, and that connect different parts of town. Specific themes should be explored for each trail or path. Along cycle tracks, light art could be considered so users can experience riding in the dark safely.

Locations for Consideration:

- Stone Dam Creek Trail
- Paved Bike Paths and Cycle Tracks throughout Town
- Cadron Settlement Park
- Kinley Bike Trail
- Central Arkansas Regional Greenway
- Proposed Connect Conway Trails
- Proposed Little Creek Greenway

INVESTMENT OPPORTUNITIES IN PARKS

The Public Art Manager and appropriate staff should collaborate with artists to design functional elements of parks that reveal or respond to unique aspects of each park. This should be examined for existing parks as well as for future parks. In addition to functional art, artwork should be commissioned to support the unique identity of each individual park, strengthening the connection between the park and its users. These improvements should coincide with reinvestment in the parks such as the recent major reinvestments made by 5th Avenue Park.

Parks for Consideration:

- Airport Park
- Bainbridge Park
- Beaverfork Lake
- Soccer Complex at Curtis Walker Park
- City of Colleges Park
- Conway Station Park
- Curtis Walker Park
- Don Owen Sports Park
- Fifth Avenue Park
- Gatlin Park
- Laurel Park
- McGee Center
- Pine Street
- Simon Park
- Tennis Center

Specific Investments within Parks Could Include:

- Artist designed playgrounds
- Benches
- Wayfinding signage within the park and at entries
- Trail Markers
- Pavillions or Shelters
- Mural on Basketball Courts



Top: Lean In, Olive Moya
Bottom: The Troll that Hatched the Egg, Thomas Dambo



Bryant Anthony, Sullivant Bright

STRATEGY 5:

INVEST IN

CONWAY'S

ROADWAYS.

Conway's natural gathering spaces are placed throughout the City and are mostly accessed by car. Therefore, many residents spend a considerable amount of time in their personal vehicles. Enhancing the experience of both drivers and pedestrians along the roadway is an opportunity that is often overlooked in public art programs. Conway should invest in public art on major corridors through a variety of public art types. The lifespan of the following investment range from temporary to permanent.

TYPE 1: ROUNDABOUT ART

Roundabouts offer an opportunity to calm traffic safely and efficiently. Left in the center of these traffic calming strategies is a blank canvas for placement of public art and Conway has a considerable number of roundabouts to offer as potential locations. When multiple

roundabouts are located on one corridor, the city should consider how each roundabout could accommodate a piece of public art, all linking together to form a full experience that can support those viewing from a vehicle or those viewing from the pedestrian standpoint.

Special consideration should be given to landscaping around each piece of art and any signage that may be needed to support the work and/or credit the artist. Signage should be located outside of the roundabout so those wishing to view signage are able to safely view the information presented on the signage and the artwork without crossing any lanes of traffic to reach the art in the center or the roundabout.

TYPE 2: CREATIVE CROSSWALKS

Crosswalks are a necessary measure for pedestrian safety on major roadways and neighborhood streets alike. A growing trend allows for municipalities to trade the white lines that are recognized as a universal symbol for pedestrian crossing with a creative application developed by artists in the same footprint as a traditional crosswalk. Some municipalities allow artists to use paint on lesser traveled streets and some require pre-printed laminate applied to the asphalt on higher trafficked roads.

Conway should develop a creative crosswalk program that focuses on placing creative crosswalks on city-controlled roadways.

TYPE 3: BANNERS

Conway currently has a series of banners that promote a variety of events throughout the year. Banners provide a highly visual, usually vibrant pop of color when driving on major roads. Conway should rotate original artwork by local artists onto the banner poles between event promotion. Calls to artists could be released on a biennial basis. Because these are developed from a high resolution file, visual artists of all mediums could participate in this program.

TYPE 4: TACTICAL URBANISM ARTIST-IN-RESIDENCE

Incorporating public artists into the inner workings of a municipality has yielded creative and unique projects throughout the Country in a variety of mediums. Artists think differently than traditional municipal staff members, and placing artists at the center of a relatively mundane municipal necessity like roads will place creative vision at the center of this public infrastructure program.

An artist should be hired through a professional services retainer to assist in the planning and implementation of new roads. Outcomes could include creative community engagement projects soliciting ideas from the community about the structure and amenities offered on new roads, a sidewalk poetry program, or a creative lighting scheme. Special attention should be paid to utilizing art to illustrate upcoming roadway improvements.



*Left: Morning Sun, Brad Howe
Right: Banners, Robert Plante*



STRATEGY 6: **ESTABLISH A** **LOCAL ARTIST** **DATABASE.**

Honor the local artist community through establishing a local artist database for public art projects. To accommodate requests from interested parties seeking to commission artwork by local artists, the City should create a local artist database. This database would create one hub of local artists that could be shared with those seeking to directly hire local artists for commissions and would provide the City with an easy way to share calls for artists.

This could be accomplished through an annual RFQ process that the City runs and manages the database including the placement of material into the database, or the City could set up the database and artists could load their own content into the database for public consumption.



06. CONCEPTUAL PROJECTS FOR FUTURE CONSIDERATION

8 conceptual projects or programs have been identified as opportunities for public art. The specifics of each project are explored on the following pages. Implementation of public art should not be restricted to the following concepts as an artist should be in charge of the final outcome of the concept. The following projects are not ranked in order of importance and should be strategically selected as opportunities and funding arise.

01. NATURE WALK

As trails continue to play a major role in shaping the identity of Conway in the Region and throughout the state, a series of natural public artworks should be created with foliage and material and should be placed on multiple trails. Natural materials would break down naturally over time and would require little to no maintenance. This project will require a public private partnership.

ANTICIPATED PROJECT BUDGET

\$250,000-\$300,000

PROPOSED TRAILS OR PARKS

- Jewell Moore Natural Area
- Hendrix Wetland Trails

SUPPORTIVE STRATEGY

Strategy 3



Dyre, Thomas Sayre

02. DONAGHEY ROUNDBOUTS

As Conway Regional and UCA continue to invest in construction projects to improve their campuses, the City of Conway is implementing a complementary project to one and a half miles of Donaghey Avenue. The street improvements will include better accommodations to support vehicular traffic, cyclists, and pedestrians and includes replacing traffic signals with roundabouts at Prince Street, Caldwell Avenue, and College Avenue. There will also be a cycle track, new sidewalks, and increased landscaping.

As part of the street improvements, three pieces of sculpture should be placed in each of the new roundabouts. A theme of openness should be explored by the selected artists.

ANTICIPATED PROJECT BUDGET:

\$600,000

\$200,000/sculpture

SUPPORTIVE STRATEGY

Strategy 5



Beacon Bloom, BoMAR Industries



Opportunities to spend time as a family while outdoors is a priority for the City and amenities within Conway Parks are of utmost importance. The City should select a site for a large destination playground where an artist is integrated into the design team. Instead of ordering a standard playground for a new park in Conway, why not have a one of a kind destination where families from all over the region and state will visit. Subject matter is endless when it comes to engaging imagination and when artists and children work together, the possibilities are endless!

POTENTIAL LOCATIONS

- 5th Avenue Park
- Airport Park
- New Soccer Complex at Curtis Walker Park

SUPPORTIVE STRATEGY

Strategy 3, Strategy 4

03. ARTIST DESIGNED PLAYGROUNDS

04. FUNCTIONAL ART PROGRAM

Functional art designed by artists is a simple and impactful way of introducing art into the public realm in a variety of locations. Location options range from parks and open spaces to sidewalks, rights of way, and other public spaces. Functional art can be both temporary and permanent and can vary significantly in scale. Functional art creates a relatively cost effective way to place public art throughout a community while making a big impact.

The City should explore committing a small amount annually to this program and when larger opportunities for tactical urbanism interventions arise, additional dollars could be allocated. The Functional Art Program could be focused on creating opportunities for local artists rather than open to national artists.

FUNCTIONAL ART ELEMENTS INCLUDE:

- Bike Racks
- Benches
- Light poles
- Utility box murals
- Transit shelter art
- Crosswalks
- Share structures
- Storm drains

PROJECT COST:

\$15,000 annually

SUPPORTIVE STRATEGY

Strategy 5, Strategy 1, Strategy 6



Streetdeck, Archatrak



Art This Way, Fort Wayne, IN

The City of Conway could host an annual mural festival in the Cultural District to give residents and visitors an opportunity to see artists creating large scale artwork in real time. Additional programming could be considered such as live music and food trucks. This could be launched in tandem with the Mural Grant Program.

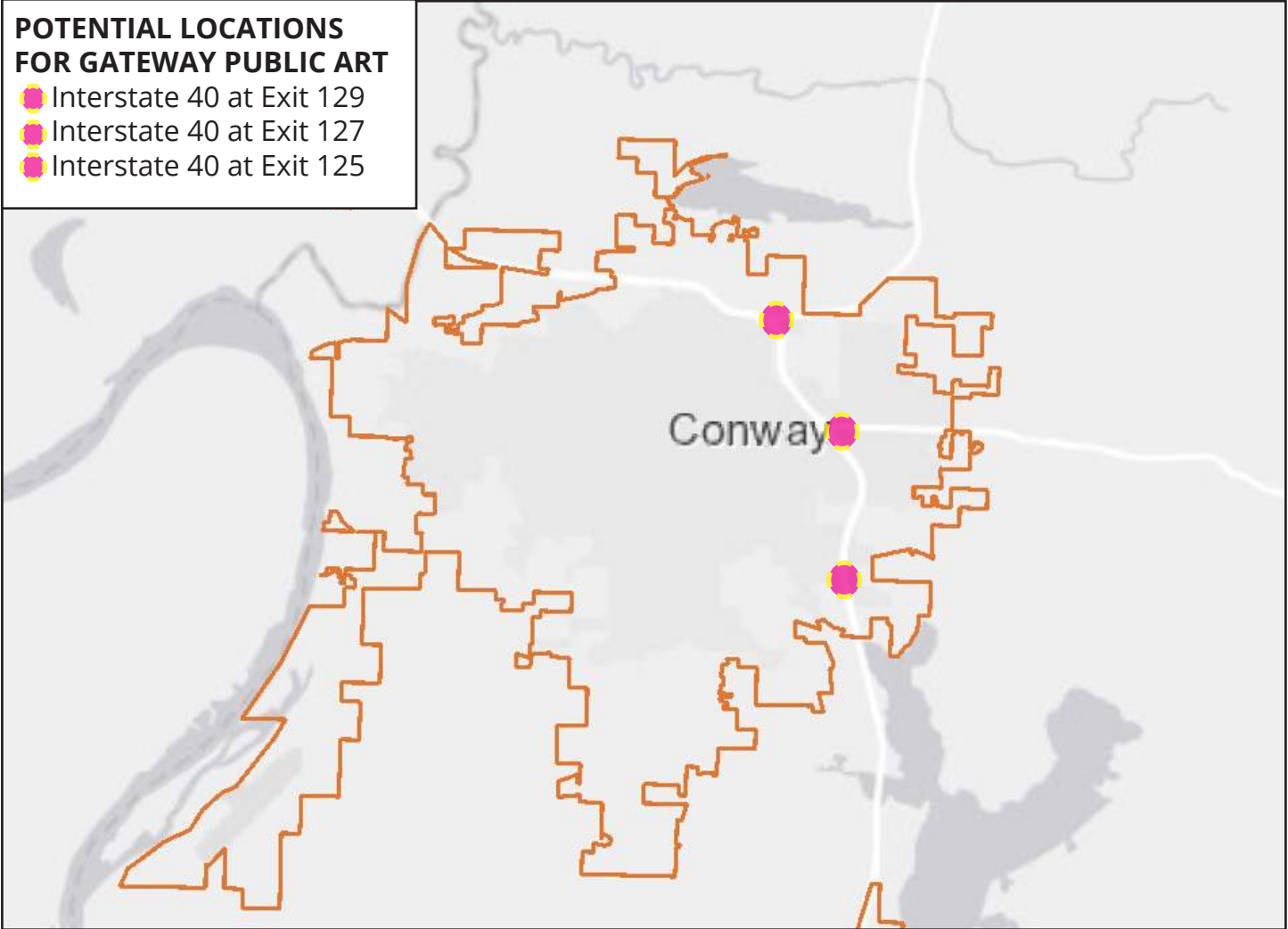
PROJECT COST
\$25,000 annually

SUPPORTIVE STRATEGY
Strategy 1, Strategy 2, Strategy 3

05. MURAL FESTIVAL

**POTENTIAL LOCATIONS
FOR GATEWAY PUBLIC ART**

- Interstate 40 at Exit 129
- Interstate 40 at Exit 127
- Interstate 40 at Exit 125



06: CONWAY GATEWAYS



LightRails, Bill Fitzgibbons

The City of Conway has a number of access points along Interstate 40 that would be great opportunities to provide a first impression when entering the City. Creative lighting with supportive murals at each exit should be considered. The lights could be different colors on each exit with a supportive mural in a similar color scheme. Additional locations could be explored for monumental sculpture at other gateway locations.

POTENTIAL LOCATIONS

- Interstate 40 at Exit 129
- Interstate 40 at Exit 127
- Interstate 40 at Exit 125

PROJECT COST

- \$150,000 - \$200,000 per light installation
- \$25,000 - \$50,000 per mural

SUPPORTIVE STRATEGY

- Strategy 3, Strategy 5

Many communities host an annual sculpture tour in which sculptures are placed in various locations throughout a specific geographic area for members of the public to explore at their leisure. Conway could select 10 locations throughout the Cultural District and place plinths within those locations to support small-scale sculpture. A call could be released awarding 10 artists a stipend to showcase sculpture from their collection for the duration of one year. The City could purchase one of the sculptures annually to build its collection.

POTENTIAL LOCATIONS

Within bump outs on the following roads:

- Oak Street
- Main Street
- Chestnut Street
- Front Street
- Court Street

PROJECT COST

\$20,000 for Plinth Pouring throughout the Cultural District (\$2,000/plinth/10 plinths)

\$15,000 for 10 sculptures annually

\$10,000 for 1 purchase annually

\$25,000 annually + \$20,000 Year 1

SUPPORTIVE STRATEGY

Strategy 1, Strategy 3, Strategy 5



Tunnel Vision, Jen Stark

07: DOWNTOWN SCULPTURE TOUR



Lunar Eclipse, Hanna Jubran



Portal Eclipse, Nathan Pierce



**PROPOSED
SCULPTURE TOUR
CORRIDORS**

08: CULTURAL DISTRICT CREATIVE INCENTIVE PROGRAM

The City should explore the viability of a gallery and live music incentive program which would support art galleries and performance art. The program would allow the owner of a for profit gallery to apply for a rent subsidy for 12 months and a start-up grant to offset costs related to relocation, advertising, and tenant improvements. The City should set the rent subsidy using the current market rate of commercial space within downtown Conway. This Program should be a public private partnership.

POTENTIAL LOCATIONS

Within the proposed boundaries of the Cultural District

PROJECT COST

Dependent upon the level of commitment and desired number of businesses to impact

SUPPORTIVE STRATEGY

Strategy 1, Strategy 3, Strategy 5



07. PRIORITY ACTION PLAN

The following goals and strategies are derived from community engagement and national best practices in public art planning. Goals and strategies are broken down into short and medium term categories. The Priority Action Plan is ambitious and will require public private partnerships and strong leadership to accomplish the goals and objectives set forth in the goals below.

SHORT TERM STRATEGIES

FY 2022-2024

POLICY AND OPERATIONS	
1	Update the Public Art Ordinance and adopt policy.
2	Establish the Interdepartmental Public Art Coordination Committee and schedule quarterly meetings for the remainder of the fiscal year.
3	Audit ongoing City projects to determine if public art can be integrated. This audit should include the planning department, the parks department, and public works.
4	Develop an unveiling process that is duplicated each time a public artwork is installed. This process could include: <ul style="list-style-type: none"> • Artist Talk: Selected artists should present their artistic process and design choices in an open and free event format. • Unveiling event: Host a short event at the installation of a new piece. Elected officials, the selection committee, neighbors, and community members should all be invited to the unveiling.
5	Update the City’s website with information about the program, policy, and create a map with the collection for the public to view.
6	Further study the sustainable funding mechanisms to determine which method will generate needed revenue for the Program.
7	Expand the database of artworks in the City collection and coordinate conservation and maintenance plans of existing artworks with the proper City Departments. The maintenance plan should address specific roles and responsibilities of each department and create unique treatment of each piece as its own facility.
8	Utilize Public Art funds to leverage and provide matching monies for grant opportunities from local, state, and national organizations. Target grants for strategic placemaking endeavors or programmatic actions such as: <ul style="list-style-type: none"> • Programming that supports cultural diversity in the arts; • Programs for reaching underserved communities; • Projects that integrate arts and culture into community revitalization work such as land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies; • Projects that utilize the arts to support the creative needs of non-arts sectors; • Projects that explore the intersection of artistic creativity and creativity in non-arts sectors; • Projects that use the arts and the creative process to address complex issues; and • Programming that celebrates heritage or history of a specific place.

SHORT TERM STRATEGIES

FY 2022-2024

PROGRAMMING VISIBILITY	
1	Determine the final boundaries of the Conway Cultural District and generate community buy in for the District. The following tasks should be considered when building momentum for the District: <ul style="list-style-type: none"> • Securing partners for funding the creative incentive program; • Developing parameters for the creative incentive program, and • Developing accompanying marketing materials for the District.
2	Develop a downtown Public Realm Strategic Plan that focuses on pedestrian improvements including locations for the sculpture tour, alley activation, and privately owned walls that could be considered for mural installations. This plan should identify specific price points for each intervention and potential partners for implementation.
3	Explore the viability of the mural grant program and identify available funding. Consider a mural festival as an opportunity to celebrate the mural grant program.
4	Select a major roadway project to pilot the utilization of public artists in transportation projects. Explore the addition of 1-2% of the total project cost being allocated to public art.
5	Develop the local artist database publicize it to the local artist community.

MEDIUM TERM STRATEGIES

FY 2024-2027

POLICY, OPERATIONS, AND PROGRAMMING VISIBILITY

1	If a funding mechanism is adopted before Fiscal Year 2024, evaluate the effectiveness of the funding stream and determine if additional policy changes need to be made to accommodate the economic conditions.
2	Evaluate the effectiveness of the Interdepartmental Public Art Coordination Committee and determine if the structure could be strengthened.
3	Evaluate the effectiveness of the Mural Grant Program and determine if the program could be expanded outside of the Cultural District.
4	Explore developing a strategic public art plan for the parks system.