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A Plan for the
Future of Conway





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A Plan for the Future of Conway

Purpose of this Guide

This document is designed to serve a number of purposes towards achieving the following goals:

- Hold community leaders accountable to progress towards these goals.
- Identify the measures (financial, public policy, partnerships, awareness) necessary to achieve each goal.
- Inform the community about the desired direction of Conway.
- Identify stakeholders who are necessary partners in the successful implementation of Conway2025.
- Identify next steps towards putting this plan into action.
- Solicit further community participation in the Conway2025 process.

Conway2025 Process Overview

For communities to thrive there must be a strategic, long-range plan for the future. The Conway Area Chamber of Commerce facilitated this strategic planning process to develop Conway2025, our community's long-range plan.

Public Input

The first step was public input through a short survey to identify local priorities. More than 1,400 Conway area residents participated in the survey. This almost tripled our goal of 500 responses. The survey asked residents to prioritize 43 possible focus areas. The Conway2025 steering committee identified twelve areas that stood out among the survey responses.

- Education
- Transportation
- Public Safety
- Job Creation
- Minority Affairs
- Public Transportation
- Arts and Culture
- Drainage
- Land Use and Planning
- Parks and Recreation
- Downtown
- Small Business and Entrepreneurship

Set Goals for Focus Areas

During the survey process, respondents were asked if they were willing to help write the plan. More than 300 people volunteered. This also exceeded our expectations. More than 200 area residents participated in more than 50 meetings to set the goals for each focus area.

Establish Sector Groups

Once goals were established for the twelve focus areas, they were rewritten for consistency and condensed where overlap occurred. It became obvious that the plan could then be reduced to seven sector groups.

- Keep Conway Moving
- Keep Conway Active
- Keep Conway Building
- Keep Conway Working
- Keep Conway Safe
- Keep Conway Creative
- Keep Conway Learning

Developing an Action Plan

We have identified four components of success that must be addressed to achieve the individual and collective goals outlined in the plan:



Funding

Where necessary, appropriate sources and amounts of funding must be identified and established.



Public Policy

A Conway2025 agenda should be developed to help local government implement new or amended ordinances and policies.



Partnerships

Existing community partnerships need to be reinforced to leverage their success. New partnerships must be formed to meet new challenges.



Awareness

Residents must be aware of community programs, projects and the impact of the Conway2025 plan.

Each goal has been reviewed and assigned a component(s) that will be used to organize our action plan.

Conway2025 Action Plan

Keep Conway Active

Creating parks that are engaging, sustainable and educational

In 2025, information about parks resources, programs, facilities, etc. is available to users through smart phones and social media. 📱

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

In 2025, every park in Conway has area dedicated to nature and wildlife. 🏛️

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

In 2025, Conway's parks are safe and efficiently operated. Interruptions for maintenance or closures are rare. 🏛️

In 2025, Conway's parks system offers programming that promotes education and development. 🏛️

In 2025, Conway parks have consistent signage and "branding" that educates and informs users. 🏛️ 📱

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

Adding value to our city through recreational infrastructure

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

In 2025, Conway actively benchmarks other city parks systems and continues to identify opportunities for green space in expanded areas of the city. 🏛️

In 2025, Conway partners with the school district to use existing playgrounds as “after hours” parks for neighborhoods. 🕒

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

In 2025, Conway parks have plenty of clean and safe restrooms. 💰 🏠

In 2025, Conway is home to a multi-purpose, coliseum-style facility that regularly hosts large, multi-day events. 💰 🏠

Keep Conway Building

Our homes

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

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

In 2025, the city of Conway has a planning ordinance that accommodates truly high density residential developments. 🏠

In 2025, Conway’s historic architecture and landscape features are preserved and interpreted by its citizens. 🏠

Our businesses

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

In 2025, Conway has an established program requiring that trees cut down for construction projects are replaced. 🏠

In 2025, Conway's commercial buildings are built to a scale that is consistent with nearby buildings. 🏠

In 2025, Conway has addressed billboard signs in a way that is attractive to visitors and residents. 🏠

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

In 2025, Conway is recognized by residents and visitors as having little to no litter. This is due to regular volunteer efforts, city ordinances and required waste infrastructure. 🗑️

Our downtown

Investing in downtown infrastructure

In 2025, most of downtown Conway's utility infrastructure is underground. 💰

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

In 2025, downtown drainage issues have been remedied, in part, by improvements made along Markham and Spencer Streets. These improvements are both effective and aesthetically pleasing. 💰 🏠

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

Promoting vibrant downtown activities

In 2025, downtown Conway offers a variety of housing options: townhomes, apartments, single family housing and loft developments. Attractive developments have access to incentives. 🗑️

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

In 2025, St. Joseph Parish and School are well-integrated into the design and activities of downtown Conway. 🗑️

In 2025, downtown Conway is a regional destination. It is home to a hotel, convention center performing arts complex and other entertainment venues. The community's higher education institutions are active and visible downtown. 🎨

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

In 2025, downtown buildings are preserved or removed responsibly. 🏠

Connecting downtown locally and regionally

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

In 2025, Markham Street is a lively corridor between downtown and the Hendrix Village. It is anchored by a park and amphitheatre on the site of the old salvage yard. 💰 🏠

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

Keep Conway Creative

Investing in arts and culture

In 2025, public buildings (hospital, schools, non-profits, municipal, county) are committed to incorporating art into their design. They also serve as a place for local artists to exhibit their work. 🎨 🎨

In 2025, the City of Conway has accurate information assessing the local economic impact of the arts. 🎨 🎨

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

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

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

Enjoying the arts

In 2025, Conway's downtown frequently hosts performances such as music or theatre on Friday nights. Restaurants and other businesses are open to accommodate these events. 🎨 🗣️

In 2025, Conway residents and visitors have easy access to information about local art events. This information is available on local television stations, the radio, web and smart phones. 🗣️

In 2025, the arts community performs in "cross-disciplinary" settings, such as music at gallery events, art exhibitions in theatre lobbies, etc. 🎨 🗣️

In 2025, the arts, particularly music, play a role in Conway's civic events. 🎨 🗣️

Developing the arts community

In 2025, Conway is a community that actively encourages minority populations to participate and excel in the arts. 🎨 🗣️

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

In 2025, there is an up-to-date and accurate registry of local arts organizations, artist's guilds and contacts. 🗣️

In 2025, Conway benchmarks its arts activities against similar cities with thriving arts communities. Conway is identified as a "city of the arts." 🗣️

In 2025, Conway has a location for arts and crafts studios. Space is available at attractive rates to resident artists. The location hosts "open to the public" events where visitors can watch artists work. 🎨

In 2025, there is live/work space available to artists who want to live downtown. 🇸

In 2025, artists of every medium have full access to city and community services/opportunities. 🇸

In 2025, Conway area schools have access to Arts education scholarships, bringing more arts into the schools. 🇸

In 2025, UCA, Hendrix and CBC offer a rich arts curriculum that offer classes, internships and projects that involve students with community arts. 🇸

In 2025, Conway is host to at least one festival or event that highlights and celebrates traditional minority art forms (music, theatre, etc.). 🇸

Keep Conway Learning

Engaging parents

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

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

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

Educating students

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

In 2025, Conway School District has adequate facilities for its growing student population. \$ 🇸

In 2025, the Conway School District has successfully increased graduation and retention rates among minorities over the last 15 years. 🇸 🇵

In 2025, Conway area school's faculty and staff reflect the demographic makeup of the students they serve. 🇸 🇵

Partnering with community

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

In 2025, Conway education issues are championed by a local non-profit organization that promotes intellectual growth. 🇸

In 2025, students and educational institutions benefit from a volunteer bank and mentorship program manned primarily by retired professionals. 🇸

Keep Conway Moving

Meeting our traffic demands

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

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

In 2025, highways 64 and 65 are connected by multiple routes, reducing unnecessary local traffic in Conway. \$ 🏠

In 2025, Conway's stoplights are managed in an efficient and coordinated fashion. 🏠

Building a public transportation system

In 2025, Conway has regular and reliable public transportation. The system is a result of a MetroPlan transportation study. It has reliable funding and is well used. It is integrated with other transit systems in the LR metro area. 💰 🏠 🔄

In 2025, local officials allocate land for the purpose of public transportation infrastructure. This land may be home to public “wait stations”, rail, additional lanes, carpool lots, etc. 🏠

In 2025, alternative energy sources play a significant role in our public transportation. 🏠

In 2025, all regional transit providers collaborate and share resources. Existing transportation programs for youth, elderly and disabled offer expanded service and access to all populations. They are integrated into regional public transportation networks. 💰 🏠 🔄

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

In 2025, downtown is prepared to serve as a hub for regional public transportation. 🏠 🔄

Building better streets

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

In 2025, Conway streets have a system of managed access. Higher speed corridors have limited curb cuts. 🏠

In 2025, Conway city government considers the aesthetics of any finished street and makes decisions that are “context sensitive.” Landscaping, street trees, sidewalks and bike paths are promoted in the design process. 💰 🏠

In 2025, Conway city government has adequate revenue for maintenance, reconstruction and construction of streets, bike lanes and sidewalks. 💰 🏠

Promoting the pedestrian/cyclist

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

In 2025, cyclists and drivers are informed about bicycle safety and shared roadway principles. 🚲 🗣️

In 2025, the Conway Police Department enforces traffic laws aimed at/for the bicycle. 🏠

In 2025, Conway citizens interact with a “sidewalk administrator” to serve as a liaison between citizens, city government and developers. 🏠 🚲

In 2025, Conway's walking trails and bike paths are well lit and equipped with video security stations and emergency phones. \$ 🏠

In 2025, downtown Conway is linked to UCA, CBC, Hendrix and local high schools by bike trails. \$ 🏠 🚲

In 2025, Conway is linked with Pulaski County through a regional bike path system accessing the river and downtown. \$ 🏠 🚲

In 2025, all of Conway has equal access to parks, sidewalks and trails that are developed and well maintained using reliable revenue streams from a variety of sources. \$ 🏠

In 2025, Conway has an expertly developed plan for its trails system. Trails are built and maintained with reliable sources of revenue. \$ 🏠

Developing future transportation infrastructure

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

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

In 2025, Conway citizens actively participate in local, state and federal public hearings about highway improvements. 🗣️

Keep Conway Safe

Creating safer places

In 2025, city planning and design standards address crime prevention through environmental design. Streets are well lit and dark spots are minimized in public spaces. 🏠

In 2025, Automated External Defibrillators are accessible throughout town. They are clearly marked and citizens know how to use them. 🏠 🗣️

In 2025, insurance rates in Conway are nationally competitive thanks to low crime and comprehensive fire protection. 💰

In 2025, Conway has fire stations located throughout the city, fully staffed, and capable of meeting and exceeding national standards. 🏠

In 2025, annexation decisions consider the need for additional public safety infrastructure. 🏠

Creating a culture of safety

In 2025, most Conway neighborhoods and subdivisions have active neighborhood watch programs. 🗣️ 🗣️

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

In 2025, Conway citizens have access to crime prevention best practices and education from law enforcement. 🗣️

In 2025, Conway police officers are highly visible and are regularly seen in neighborhoods. 🏠

Protecting our institutions and business community

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

In 2025, low crime rates help businesses locate or expand in Conway. 🗣️

Sustaining our public safety professionals

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

In 2025, our police and fire departments are fully staffed and meet or exceed our existing levels of service. 💰 🏠

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

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

In 2025, Conway has seen a steady decrease in the property crimes for the last 15 years. 🏠 📉

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

In 2025, the Conway Fire Department has a thriving fire prevention program. 🏠 🗣️

In 2025, the Conway Police Department uses up-to-date technology to track, respond to and prevent crimes. 🏠

In 2025, Conway citizens and public safety professionals have above average satisfaction with their ambulance service. 🏠 🗣️

Preparing for the worst

In 2025, most Conway citizens are signed up for the "Code Red" emergency call out system. 🗣️

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

In 2025, Conway's disaster plan addresses the unique needs of the elderly, disabled, non-English speaking and institutional residents. 🏠 📉

In 2025, Conway has a plan for publicizing evacuation routes. 🗣️

Keep Conway Working

Attracting jobs to the region

In 2025, Conway's economic development operations have adequate and reliable funding. Leadership from the City, Conway Corporation, Conway Development Corporation and the Chamber of Commerce partner to identify appropriate funding strategies. \$ 🇺🇸

In 2025, Conway has attractive, fully served industrial sites that are readily available to high wage manufacturers. \$ 🇺🇸

In 2025, Conway partners with neighboring communities to prepare and develop large industrial sites (300+ acres) that serve the regional workforce. 🇺🇸

In 2025, Conway has attractive, fully-served Office/Technology Park sites that are readily available to white collar companies. 🇺🇸

In 2025, Conway markets itself to site selection consultants through partnerships with the state and the Metro LR Alliance. The CDC also effectively markets Conway to companies that may not use consultants. 🇺🇸 🇵🇸

In 2025, Conway has actively recruited and/or grown successful minority owned businesses. 🇺🇸 🇵🇸

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

Growing small business and existing industry

In 2025, the Conway Area Chamber and the Conway Development Corporation are active advocates for the natural gas industry. They identify ways to leverage and maximize the economic impact of the Fayetteville Shale Play. They work to increase the position of natural gas in the marketplace (Compressed Natural Gas vehicles, power plants, etc.). 🇺🇸 🇵🇸

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

In 2025, entrepreneurs are able to reference a local guide to doing business in Conway. This guide is available online. 🇵

In 2025, there is a staff person dedicated to minority affairs (business, education, etc.) working in Conway. They maintain an accurate “census” of active minority business and organizations. 🇵

In 2025, entrepreneurs and small business owners are contacted regularly about obstacles and opportunities related to small business. The small business community is regularly surveyed about the local business environment. 🇸 🇵

In 2025, Conway's small business community networks regionally to share best practices, trend recognition and promote legislation. 🇸 🇵

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

In 2025, Conway businesses have local access to state and national agencies dedicated to the small business sector. 🇸 🇵

In 2025, Conway has a thriving business mentor program for small business owners. There are regular seminars and continuing education opportunities for small business owners. 🇸 🇵

Partners in the Success of Conway2025

Conway Area Chamber of Commerce

Conway Development Corporation

Conway Corporation

City of Conway (all departments)

All Conway area school systems (and complementary orgs)

UCA, Hendrix and CBC

Conway Downtown Partnership

Conway Young Professionals

Conway Convention & Visitors Bureau

United Way of Central Arkansas

Conway Adult Education Center

Area Non-Profits

Property Owner and Neighborhood Associations

Area employers and small businesses

Next Steps Toward Executing Conway2025

- The Chamber of Commerce will immediately transition from its current role as facilitator into a role of steward, staff and sustainer. The Chamber will establish, by 2011, an ad hoc “accountability committee” to monitor progress towards adoption and execution of the plan community wide.
- A committee of current Conway2025 volunteers, stakeholders and community members will begin developing a plan of action that addresses the necessary funding, public policies, partnerships and awareness to achieve plan goals by 2025.
- Conway2025 goals will be presented to relevant boards and governing bodies by January of 2011.
- Conway2025 goals will be distributed and publicized community-wide. Residents will have the opportunity to participate developing and executing the plan.

How you can get involved

Visit Conway2025.com and track our progress.

Email info@conway2025.com if you have questions or want to volunteer.

Participate online:
[Facebook.com/Conway2025](https://www.facebook.com/Conway2025)
[Twitter.com/Conway2025](https://twitter.com/Conway2025)



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GETSMART

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