



FAYETTEVILLE FOOD HALL

A PROPOSAL FROM HOUSES INC

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The location at the north edge of the Cultural Arts Civic Park is critical to the vitality of the downtown and the region. The Razorback Greenway is the alternative transportation spine of Northwest Arkansas. Dickson Street is the premiere entertainment district in the state. The Walton Arts Center is a cultural icon and gets better with every season.

The building at this critical location must be vibrant, inclusive, and diverse. A Food Hall allows multiple culinary experiences under one roof. There are opportunities for a variety of flavors appealing to all ages that will be available at multiple price points. Options will be created for morning, lunch, evening, and after hours dining.

Food Halls can act as economic incubators: by sharing resources and management, chefs are able to focus on creating unique menus and preparing great food. Barriers to entry are low and new ideas can be tested quickly. Many creative people in the region are already brewing, roasting, cooking, and canning great food and drink. Fayetteville Food Hall creates a central place where these people can come together and offer a culinary experience that will be a magnet for the region.

The arrangement of the Fayetteville Food Hall maximizes openness along the Dickson Street, Razorback Greenway, and Park frontages. Large doors can be cranked open on temperate days. The Park side features a large shaded terrace for dining and events. The sidewalk along Dickson Street will be wide and include room for outdoor seating, impromptu gatherings, and street performers. The main space will be 24' tall with a continuous balcony along the inside with room for overflow dining and additional food options. All levels will be wheelchair accessible.

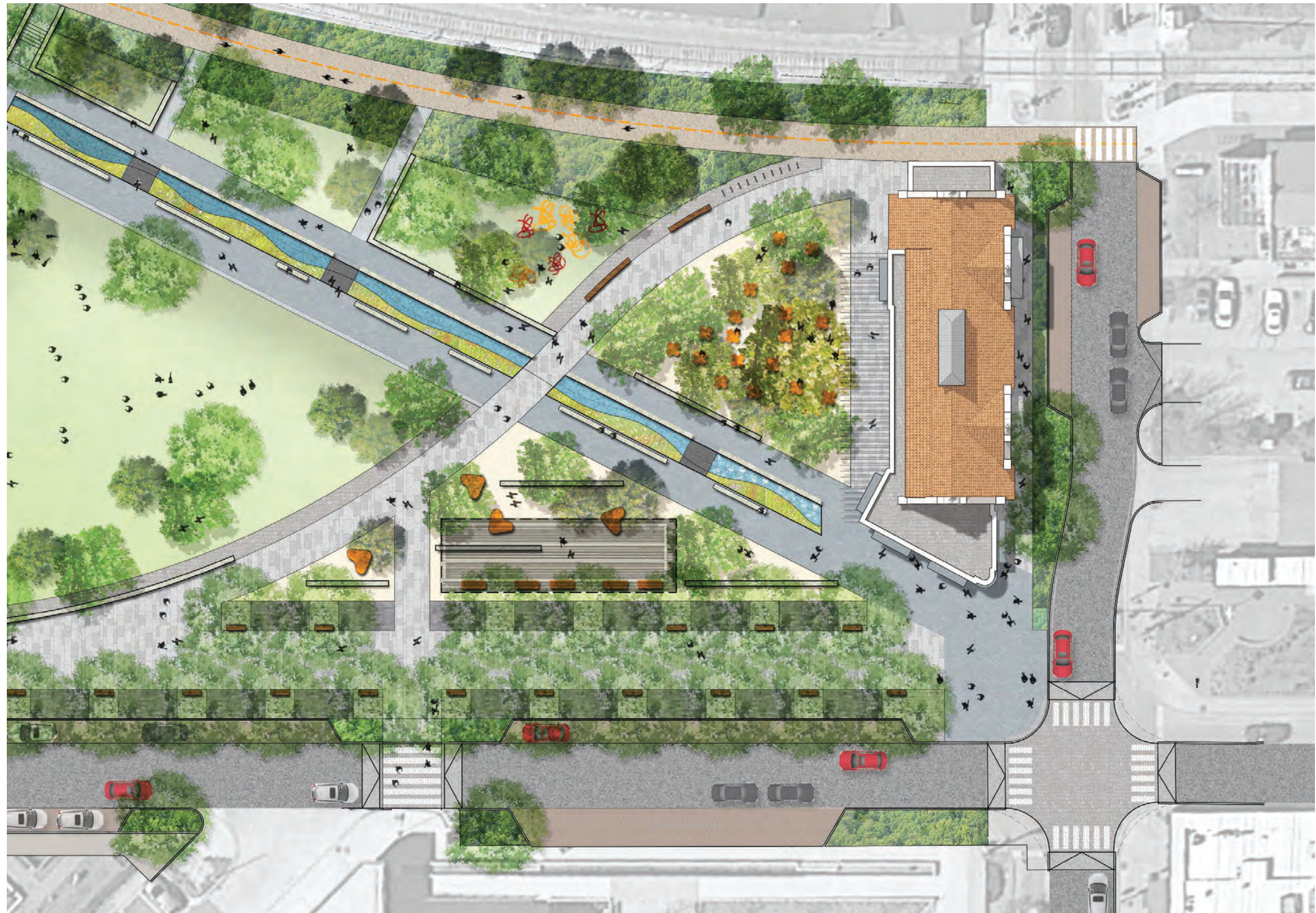
The upper floors are flexible and can be office space or residential. The roof level is well suited for bar, restaurant, or other hospitality use. The outdoor roof terraces overlook the Park, the Walton Arts Center, and Dickson Street.

The architectural language pays homage to the historic train depot and the railroad heritage of the area. Modern elements facing the Park and the Walton Arts Center feature ironspot brick, anodized aluminum, and large window openings.

This prominent location demands a building that is durable, significant, of high quality, and open to all.









VIEW FROM DICKSON STREET LOOKING EAST
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VIEW FROM DICKSON STREET LOOKING WEST
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VIEW FROM WALTON ART CENTER LOOKING WEST
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VIEW FROM ABOVE THE PARK LOOKING NORTHEAST
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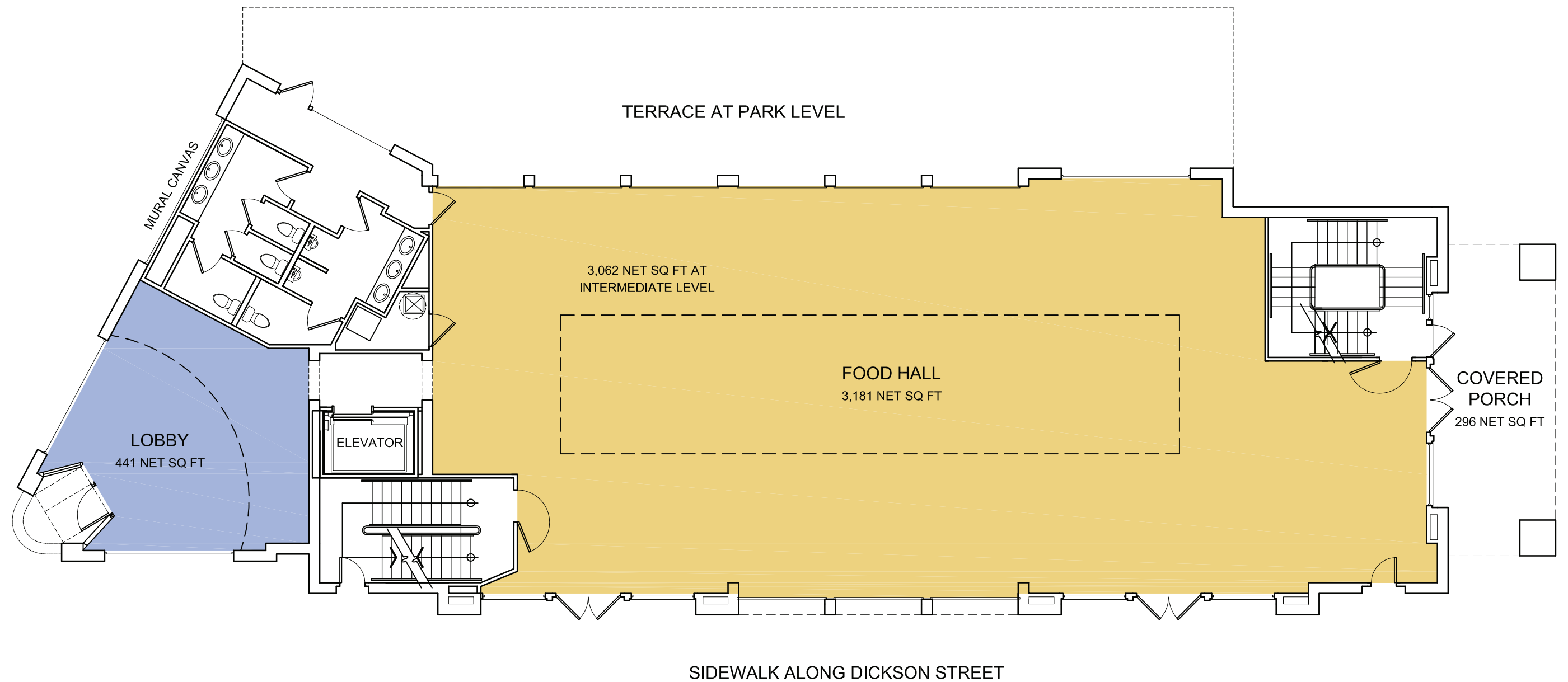


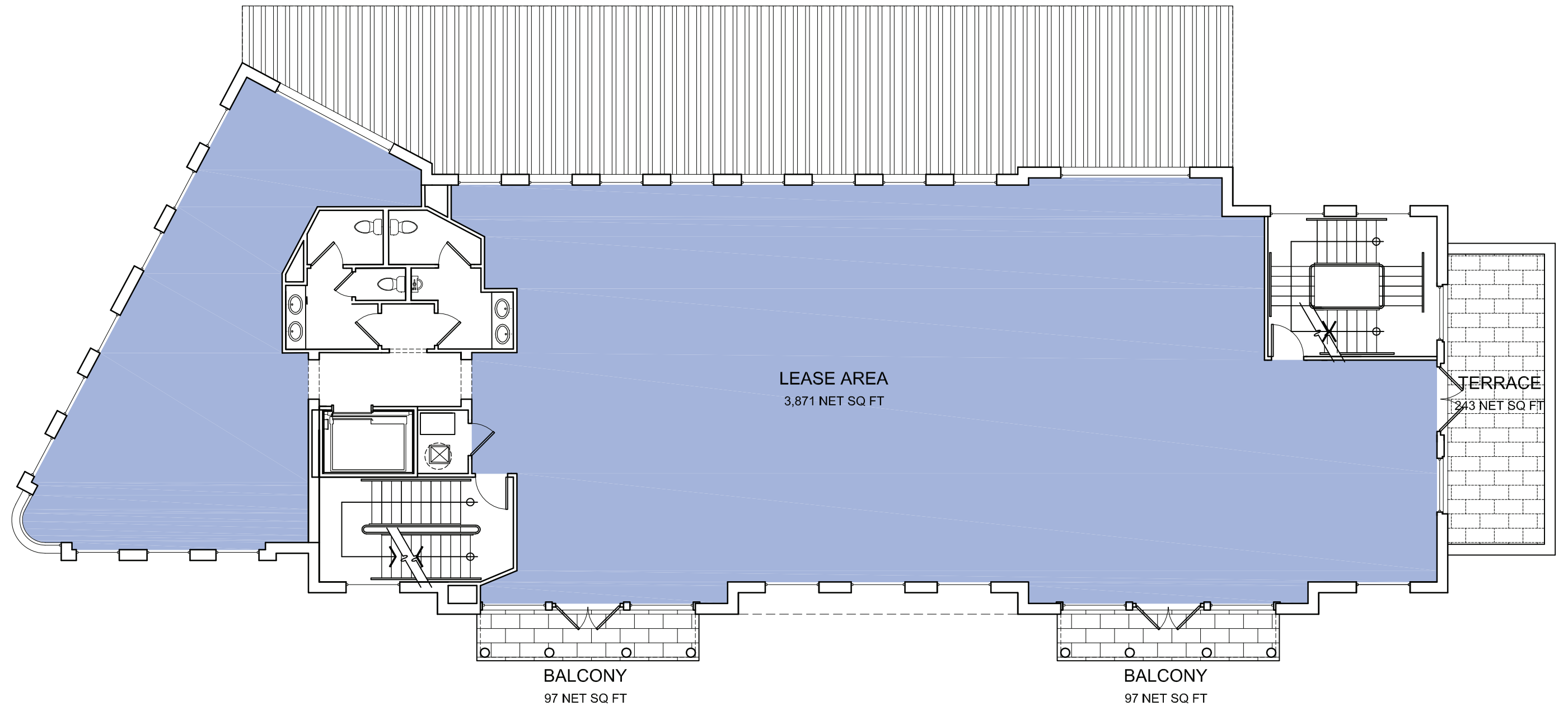
WEST FACADE FACING GEORGE'S MAJESTIC LOUNGE

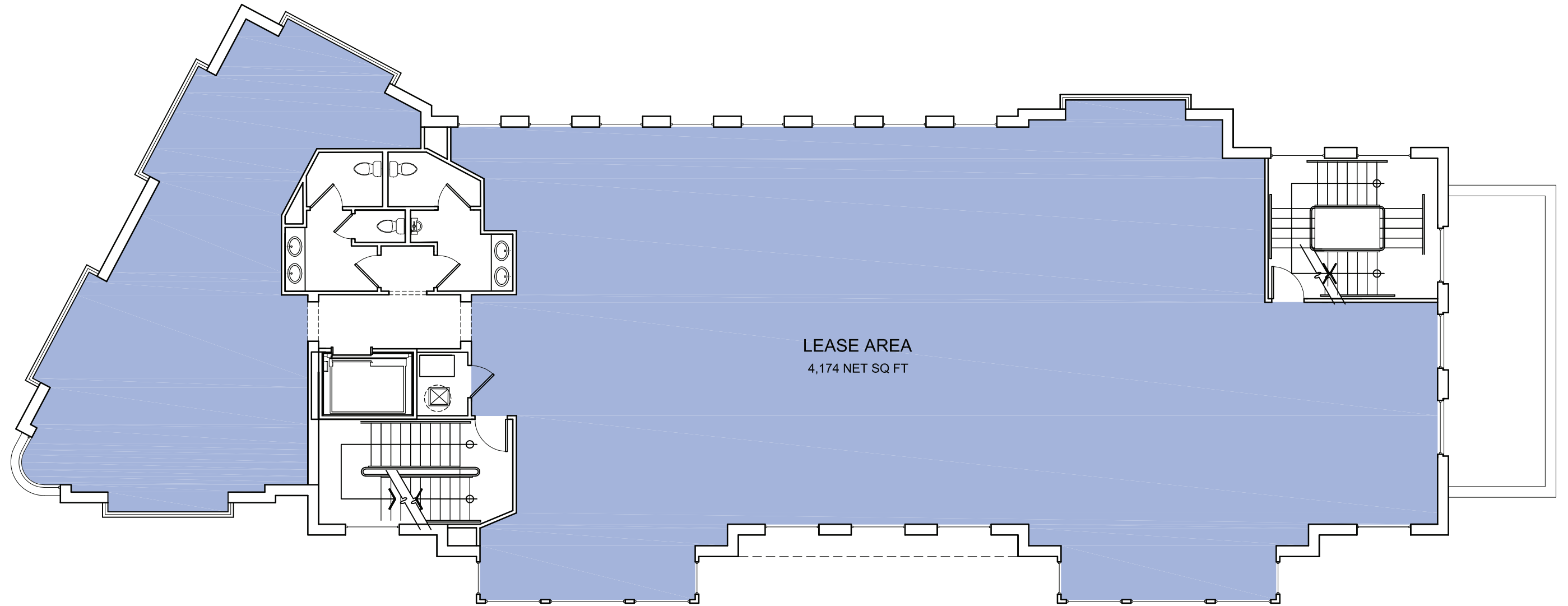
EAST FACADE FACING WALTON ARTS CENTER
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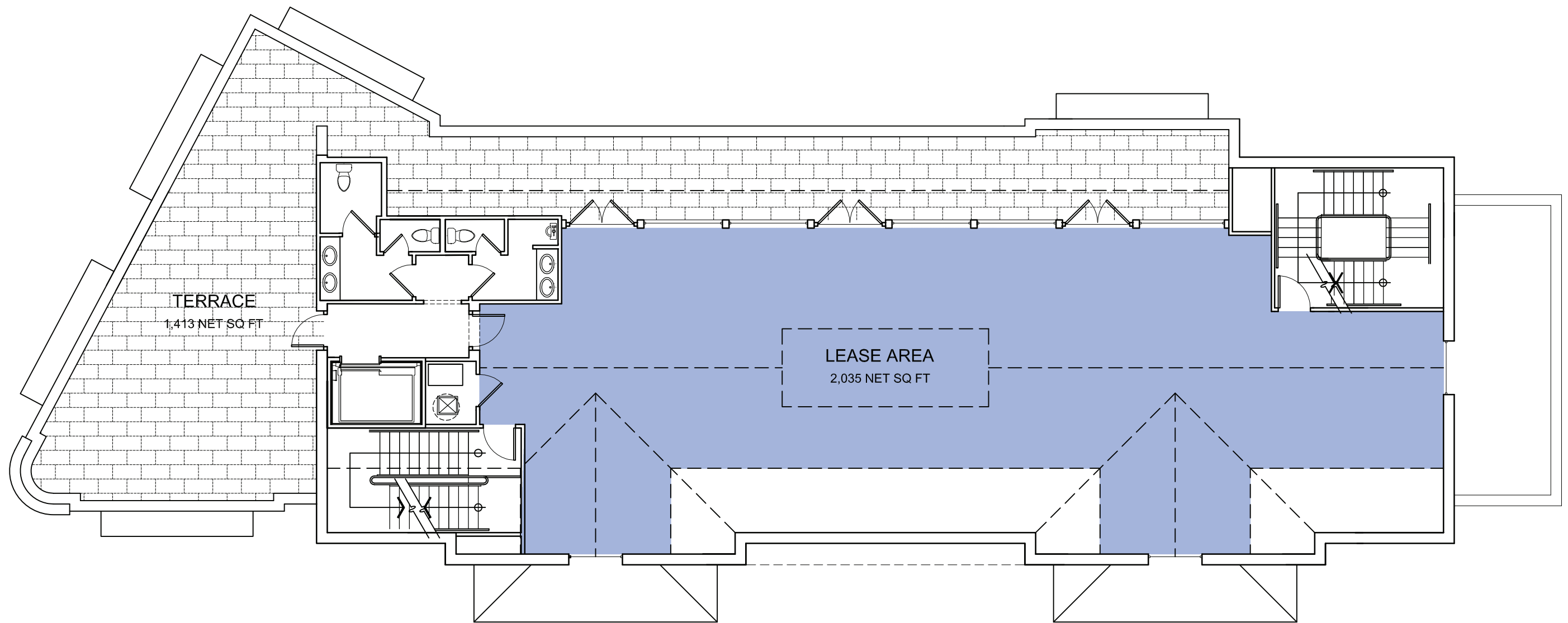


SOUTH FACADE FACING THE PARK
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QUESTIONS?



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