

CPAC ORIENTATION MEETING

# CITY OF SILOAM SPRINGS

Comprehensive Plan

FEBRUARY 16, 2021



**1**

**WELCOME &  
INTRODUCTIONS**

**2**

**OVERVIEW OF PLANNING  
PROCESS**

**3**

**COMMUNITY SNAPSHOT  
& CONTEXT**

**4**

**ECONOMIC  
DEVELOPMENT**

**5**

**SWOT ANALYSIS**

**6**

**VISION EXERCISE**

**7**

**NEXT STEPS**

# **MEETING AGENDA**



# 1. **WELCOME** **& INTRODUCTIONS**

# PROJECT TEAM



**Dawn Warrick, AICP**  
*Project Manager*



**Erica Craycraft, AICP, LEED**  
*Urban Planner*



**Eleana Tuley, AICP**  
*Urban Planner*



**Jason Claunch**  
*Economic Development*



**Reid Cleeter**  
*Economic Development*



**Wendy Shabay**



**Eddie Haas**



**Keith Beatty**

**+ A DEEP BENCH  
OF TALENT &  
EXPERTISE**



# CPAC INTRODUCTIONS

- Name
- What do you want to see come out of this Plan?
- Fun fact about you!

Marla Sappington  
Karina Tun  
Kevin Williams  
Brian Lamb  
Sarah Losh  
Ben Bergstrom

Chris Salley  
Mary Nolan  
Jerry Cavness  
Kate Rennard  
Jody Wiggins

# CPAC'S ROLE

- Ensure that the community's input is reflected by the plan
- Sounding board for plan recommendations
- Ambassadors of the plan and the process





# 2. **OVERVIEW** **OF PLANNING PROCESS**

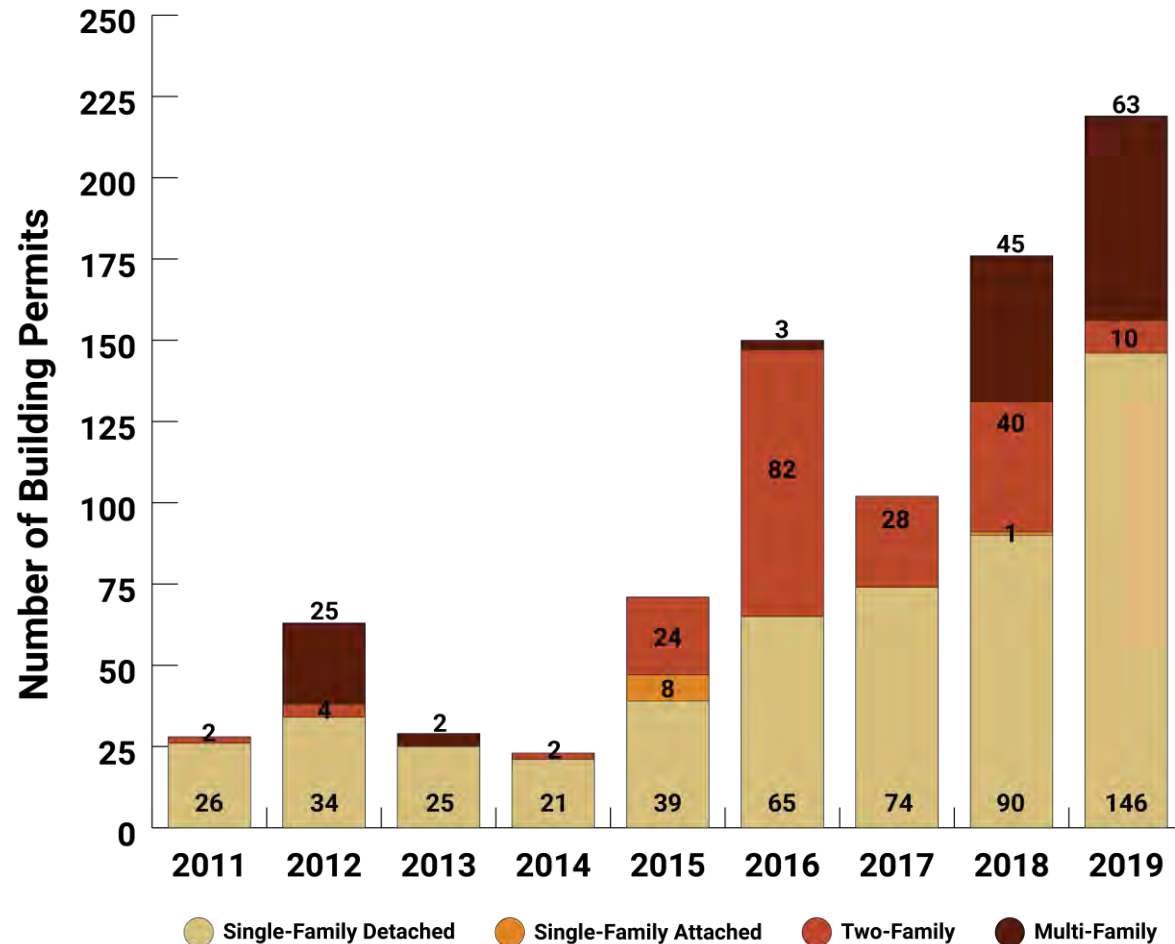
# WHAT IS A COMPREHENSIVE PLAN?



- Community's Vision
- Long-term statement that guides policy
- Basis for subsequent ordinances
- Tool for decision-making



# WHY PLAN?



- Last plan was adopted in 2008
- Build upon previous planning efforts
- Recalibrate City goals with community vision and economic conditions
- Address growth and changed conditions:
  - Steady growth increase since 2010 (1.7% AAGR)
  - Large population of young adults (20 to 24 yrs.)
  - Changes in housing needs / options

# FRAMEWORK



- Community Snapshot
- Vision, Guiding Principles, Goals
- Future Land Use
- Transportation/Mobility
- Economic Development
- Housing
- Livability
- Community Character
- Public Facilities/Services/Utilities
- Implementation



# **PUBLIC** **ENGAGEMENT**

[www.siloamsprings2040.com](http://www.siloamsprings2040.com)

Surveys

Social Media

## MEETINGS & EVENTS

**1** Bi-weekly Staff Coordination Calls

**2** Orientation Meetings

**3** CPAC Meetings [6 Mtgs.]

**4** Stakeholder Interviews

**5** Community Outreach (Virtual & In-Person)

**6** Joint Workshops (Board and P&Z)

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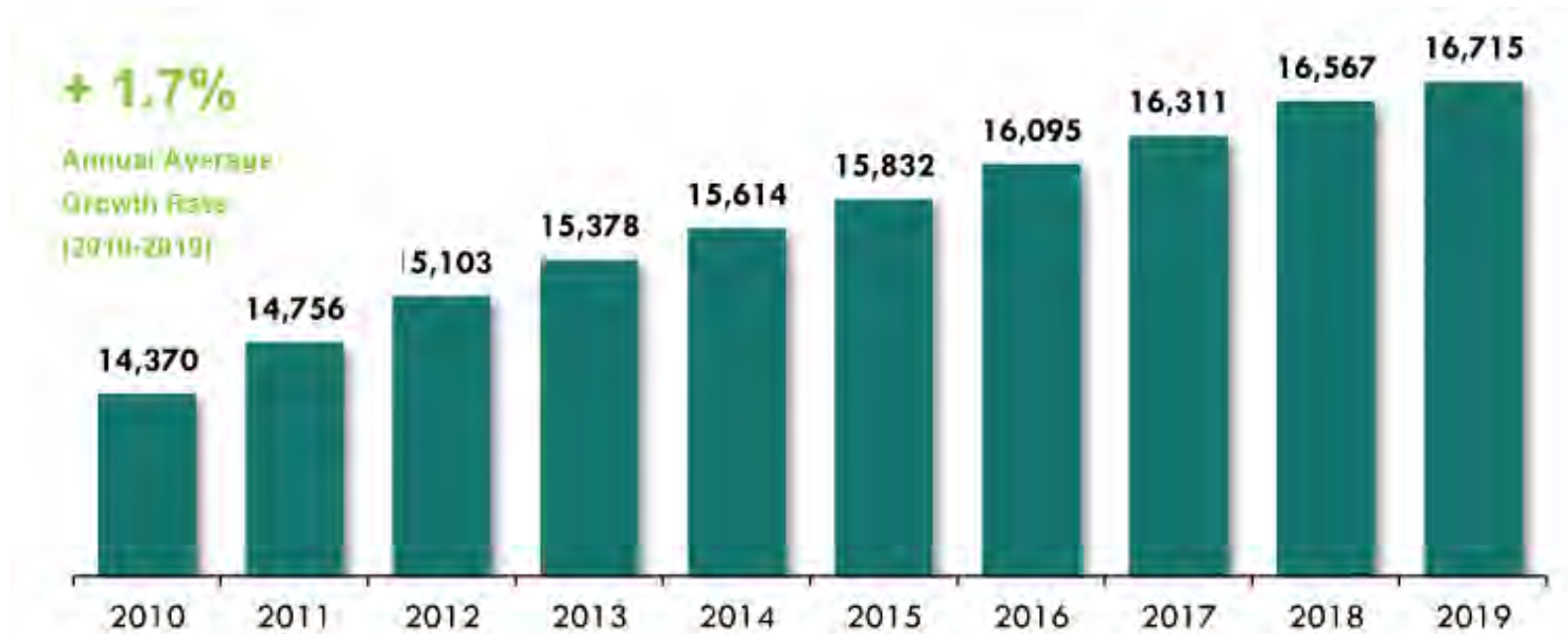




# 3. COMMUNITY SNAPSHOT

# COMMUNITY SNAPSHOT

## HISTORICAL POPULATION TRENDS



Source: U.S. Census Bureau 2010-2019 5-Year Estimates

## POPULATION PROJECTIONS

YEAR	1.5%	2.0%	2.50%
2019	16,715	16,715	16,715
2020	16,966	17,049	17,133
2021	17,220	17,390	17,561
2022	17,479	17,738	18,000
2023	17,741	18,093	18,450
2024	18,007	18,455	18,911
2025	18,277	18,824	19,384
2030	19,689	20,783	21,932
2035	21,211	22,946	24,814
2040	22,850	25,334	28,074
2045	24,616	27,971	31,763

Source: Freese and Nichols, Inc. Population Projections  
Based on U.S. Census Bureau 2019 5-Year Population  
Estimate



# COMMUNITY SNAPSHOT

## MEDIAN AGE (2019)

28.6

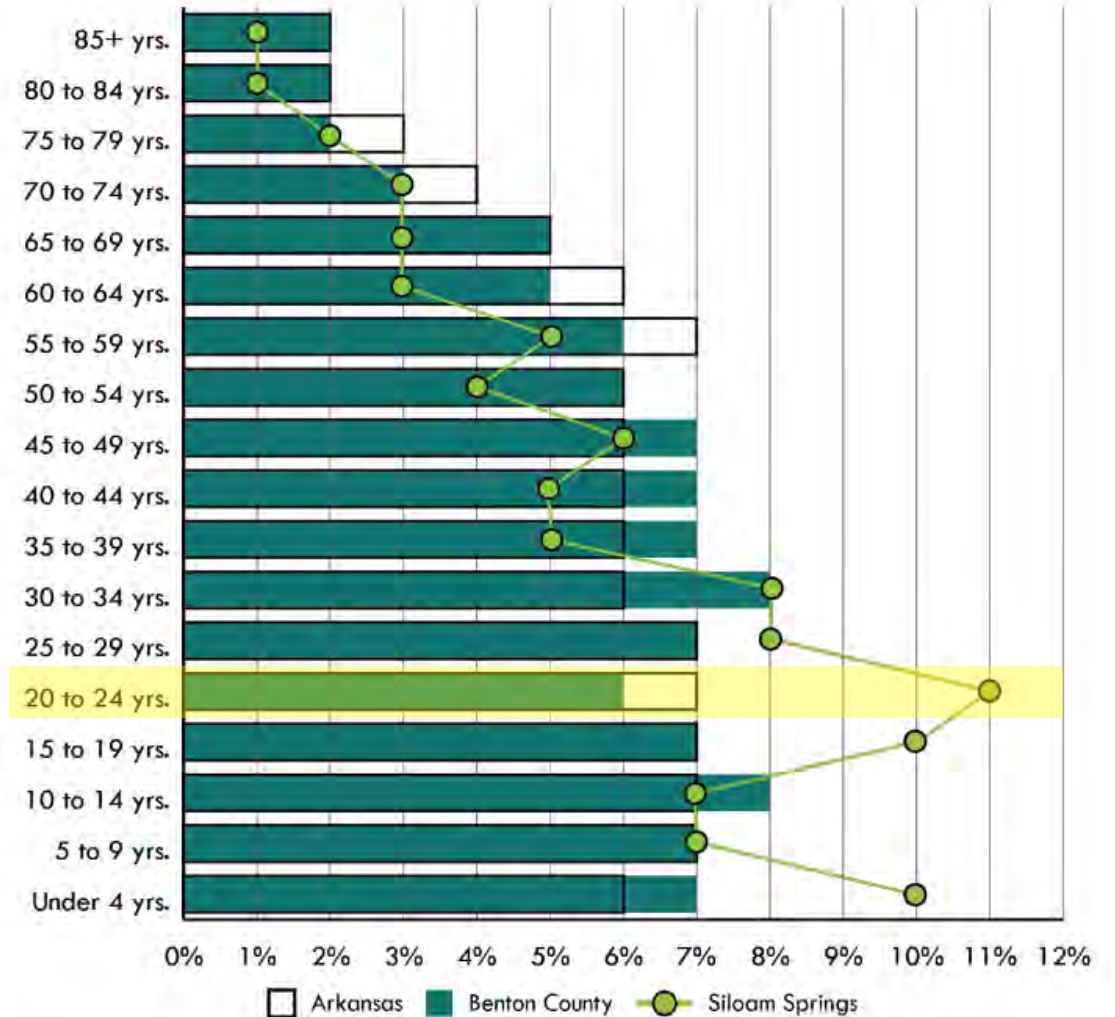
Siloam  
Springs

35.4

Benton  
County

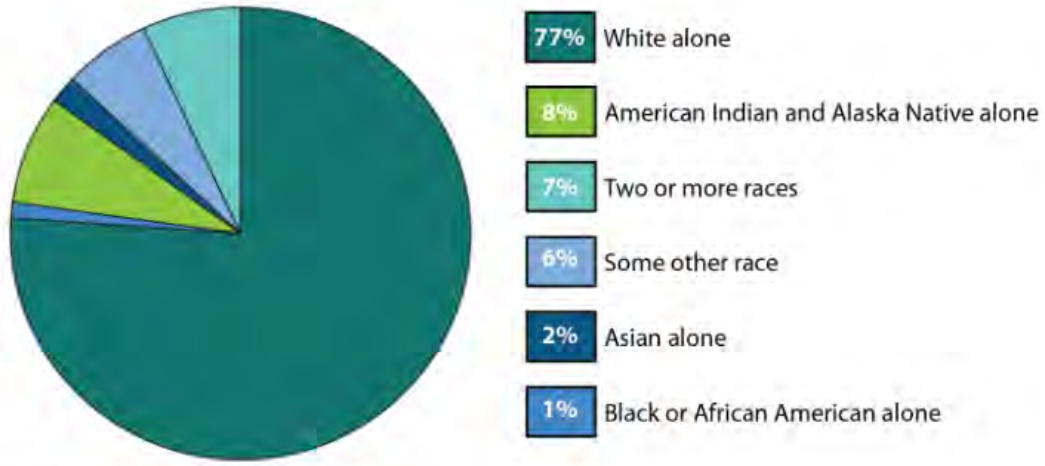
38.1

Arkansas



Source: U.S. Census Bureau 2019 5-Year Estimates

## RACIAL DISTRIBUTION



Source: U.S. Census Bureau 2019 5-Year Estimates



## HOUSEHOLD TYPE

	SILOAM SPRINGS	BENTON COUNTY	ARKANSAS
<b>MARRIED COUPLE FAMILY</b>	<b>51%</b>	<b>59%</b>	<b>48%</b>
With own children of the householder under 18 years	26%	27%	18%
<b>COHABITING COUPLE HOUSEHOLD</b>	<b>8%</b>	<b>5%</b>	<b>5%</b>
With own children of the householder under 18 years	6%	2%	2%
<b>MALE HOUSEHOLDER</b> (No spouse/partner present)	<b>15%</b>	<b>14%</b>	<b>18%</b>
With own children of the householder under 18 years	2%	1%	1%
Householder living alone	9%	10%	13%
65 years and over	2%	2%	4%
<b>FEMALE HOUSEHOLDER</b> (No spouse/partner present)	<b>25%</b>	<b>22%</b>	<b>29%</b>
With own children of the householder under 18 years	6%	5%	6%
Householder living alone	13%	12%	16%
65 years and over	7%	6%	8%
<b>TOTAL NUMBER OF HOUSEHOLDS</b>	<b>5,382</b>	<b>97,249</b>	<b>1,158,071</b>

Source: U.S. Census Bureau 2019 5-Year Estimates



## POPULATION PROJECTIONS

### HOUSEHOLD INCOME



Source: U.S. Census Bureau 2010 & 2019 5-Year Estimates



### MEDIAN HOUSEHOLD INCOME INCREASE 2010 TO 2019

Siloam  
Springs **+21%**

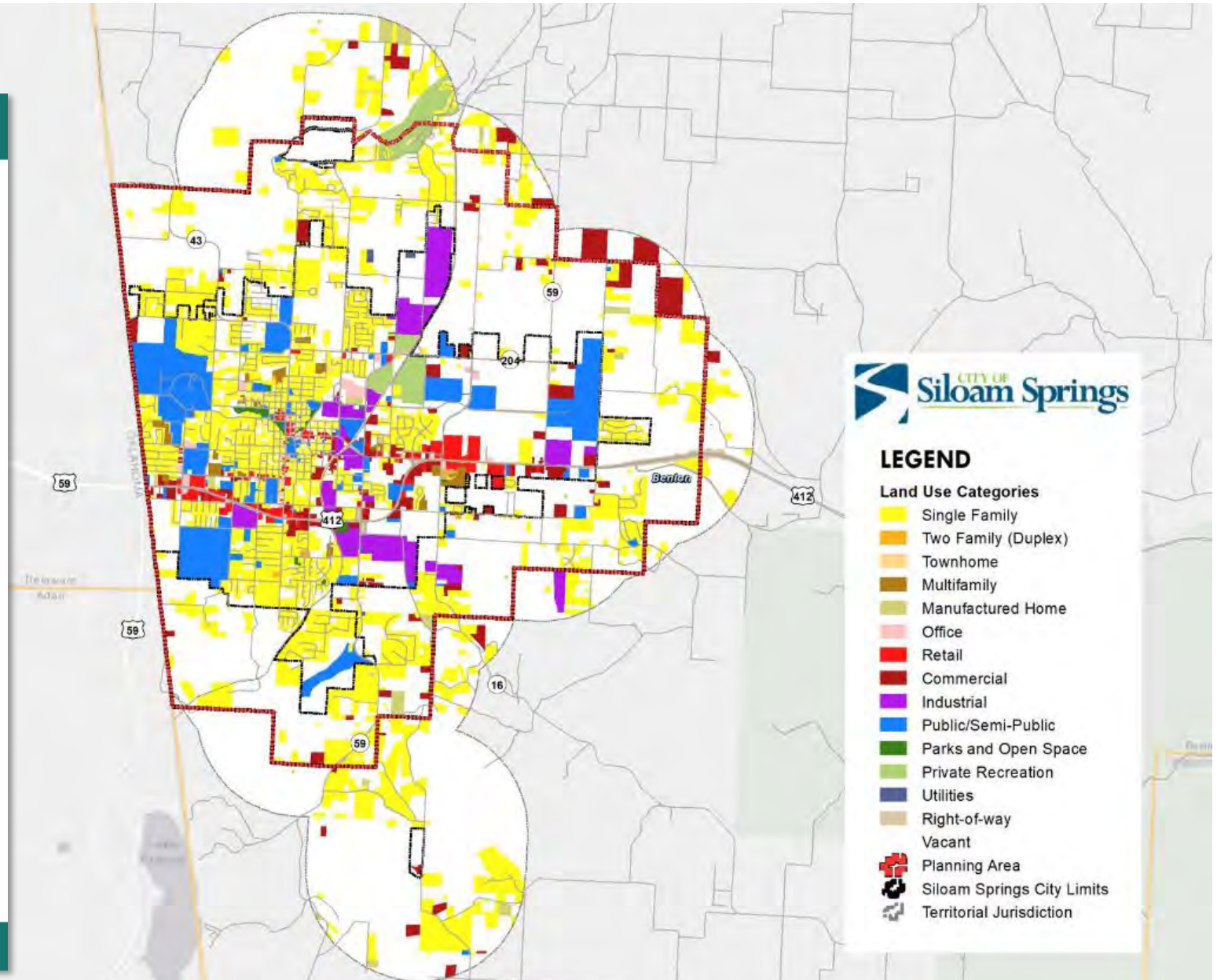
Benton  
County **+32%**

Arkansas **+21%**



# EXISTING LAND USE MAP

EXISTING LAND USE	ACREAGE	PERCENT
Vacant	13,472	60.1%
Single Family	4,760	21.2%
Public/Semi-Public	1,154	5.1%
Right-of-Way	951	4.2%
Commercial	691	3.1%
Industrial	535	2.4%
Private Recreation	276	1.2%
Retail	209	0.9%
Manufactured Home	144	0.6%
Multifamily	99	0.4%
Office	68	0.3%
Parks and Open Space	36	0.2%
Two Family	16	0.1%
Utilities	13	0.1%
<b>TOTAL</b>	<b>224,258</b>	<b>100%</b>





# 4. **ECONOMIC** **DEVELOPMENT**

# Key Topic

- Business Development
  - (Advance corporate attraction, improve and position higher quality of retail)
- Business Retention
  - (Support existing employers and substantiate benefits of Siloam Springs to existing and future employers)
- Talent and workforce
  - (Enhance programs to improve Siloam Springs talent base through a collaborative and coordinated approach)

# Economic Development

## EMPLOYMENT



## BUSINESS





# Key Topic

# Economic Development

- Infrastructure and mobility
  - (Coordinate CIP with city and other state and national grants to help maintain and expand infrastructure in key areas)
- Catalyst sites
  - (Create a clear vision for future development sites)
- Corridors and Gateways
  - (Enhance economic performance of existing commercial corridors and gateways)





# Key Topic

# Economic Development

- Quality of life and economic competitiveness
  - (explore placemaking, increase multi-modal options, leveraging parks and open space, transitions between uses)
- Neighborhood health
  - (Improve fiscal sustainability and diversity to accommodate housing for all people)



# Retail Leakage

1

**Building Materials**

2

**Convenience Stores**

3

**General Merchandise**

4

**Clothing Stores**

## Strengths

- Regional market
- Existing base/retail gravity

## Weaknesses

- Cost of real estate
- Lack of identity in corridors

## Opportunities

- Available vacancies
- Harness new tourism
- Pent up demand
- Increase demand generators

## Threats

- NW Arkansas
- TX and OK incentives
- Legacy ownership





# 5. **COMMUNITY** **VALUES**

# COMMUNITY VALUES

We asked you how important is each value?



Not Important



Somewhat  
Important



Important

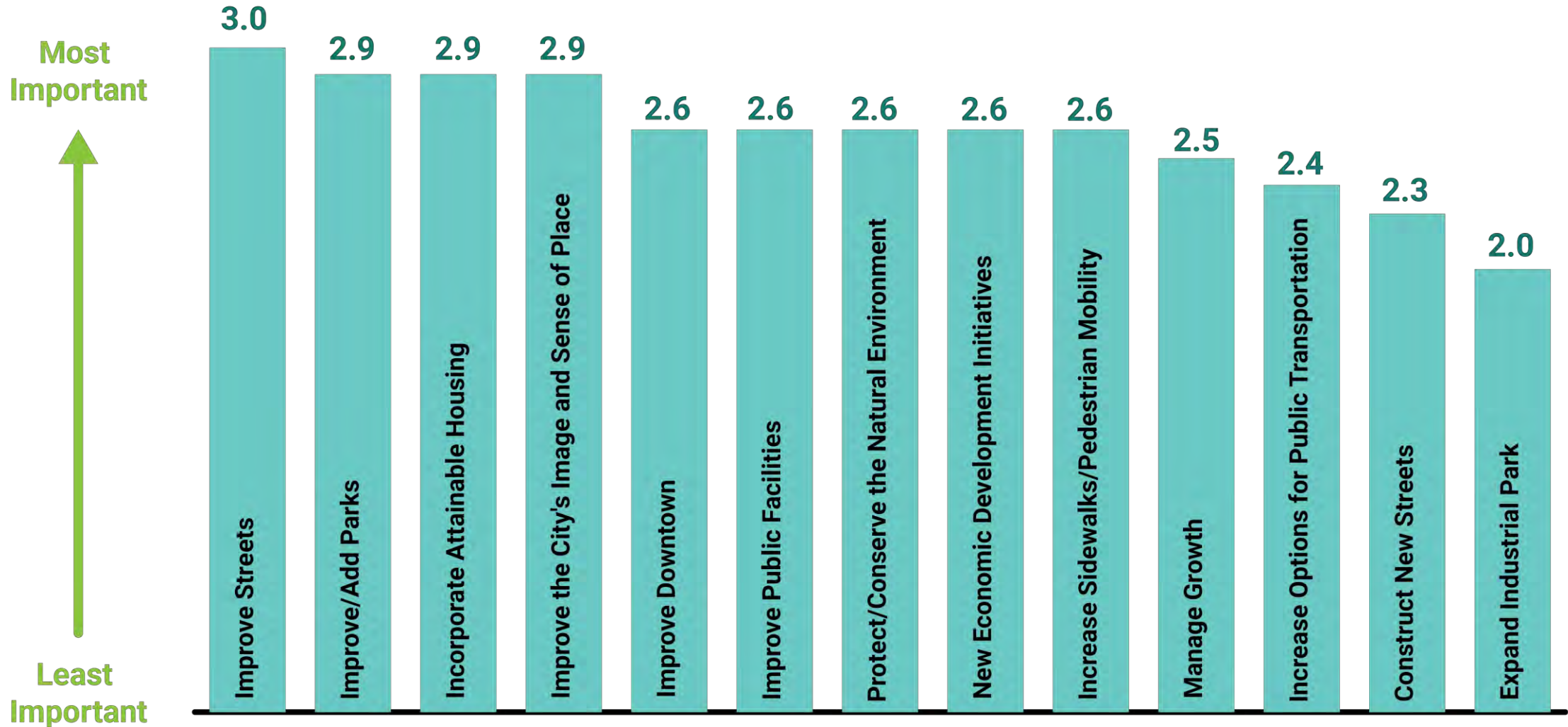
**CITY OF**  
**Siloam Springs**

**2008**  
**Comprehensive Plan**  
**Values**

- 1** *Improve and Enhance Downtown*
- 2** *Improve and Enhance Existing Public and Quasi Public Facilities*
- 3** *Parks*
- 4** *Circulation/Street Maintenance and Improvement*
- 5** *Environmental Stewardship*
- 6** *New Street Expansion*
- 7** *Economic Development*
- 8** *Attainable Housing*
- 9** *The City's Image and Sense of Place*
- 10** *Expanded Industrial Park*
- 11** *Public Transportation*
- 12** *Expanded Sidewalks and Pedestrian Mobility*
- 13** *Growth Management*



# INPUT SUMMARY



2008 Comprehensive Plan Values



# COMMUNITY VALUES

**CITY OF**  
**Siloam Springs**

2008  
Comprehensive Plan  
Values

- 1 Improve and Enhance Downtown
- 2 Improve and Enhance Existing Public and Quasi Public Facilities
- 3 Parks
- 4 Circulation/Street Maintenance and Improvement
- 5 Environmental Stewardship
- 6 New Street Expansion
- 7 Economic Development
- 8 Attainable Housing
- 9 The City's Image and Sense of Place
- 10 Expanded Industrial Park
- 11 Public Transportation
- 12 Expanded Sidewalks and Pedestrian Mobility
- 13 Growth Management

**We asked you...**

How do you think the City has done over the last 13 years in achieving the core values? (8 responses)



0%

Poor



0%

Fair



75%

Good



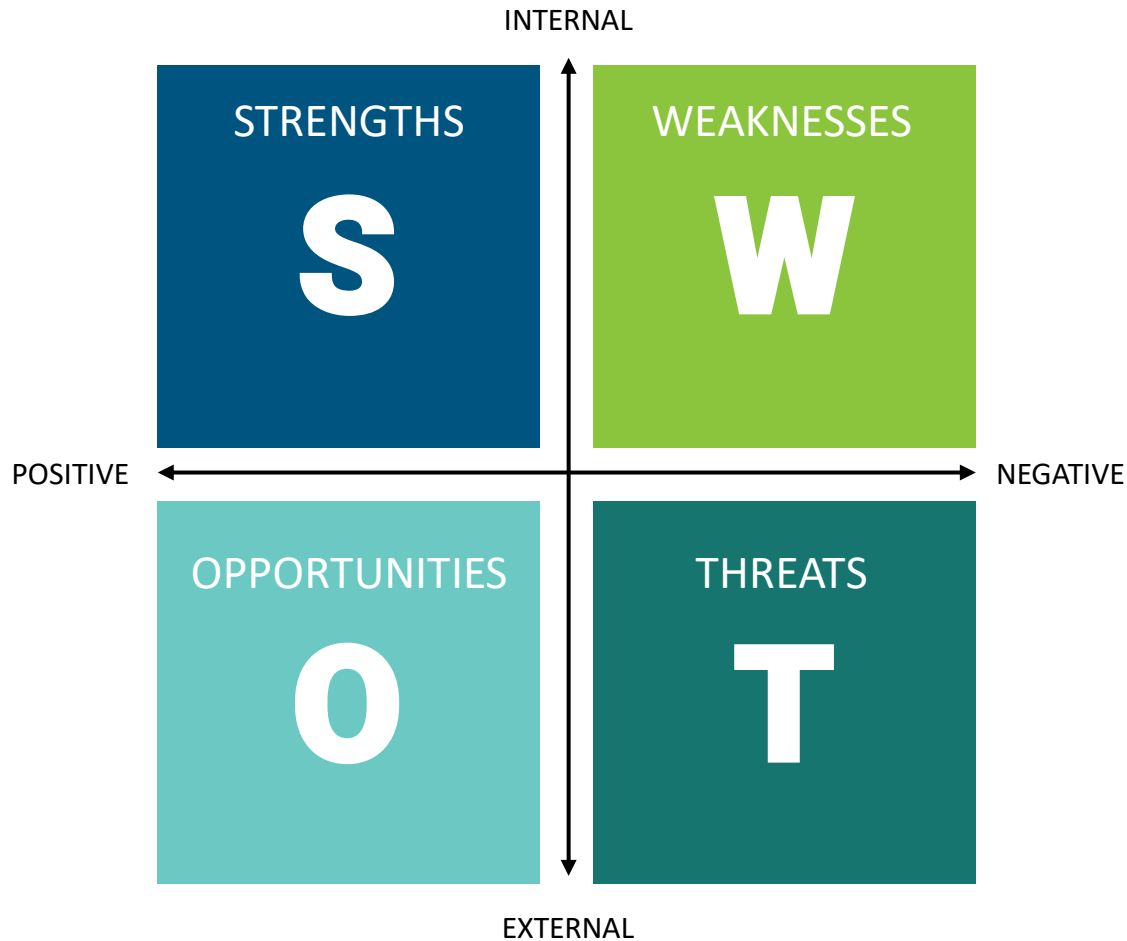
25%

Excellent



# 6. **SWOT** ***EXERCISE***

# SILOAM SPRINGS' CURRENT STRENGTHS

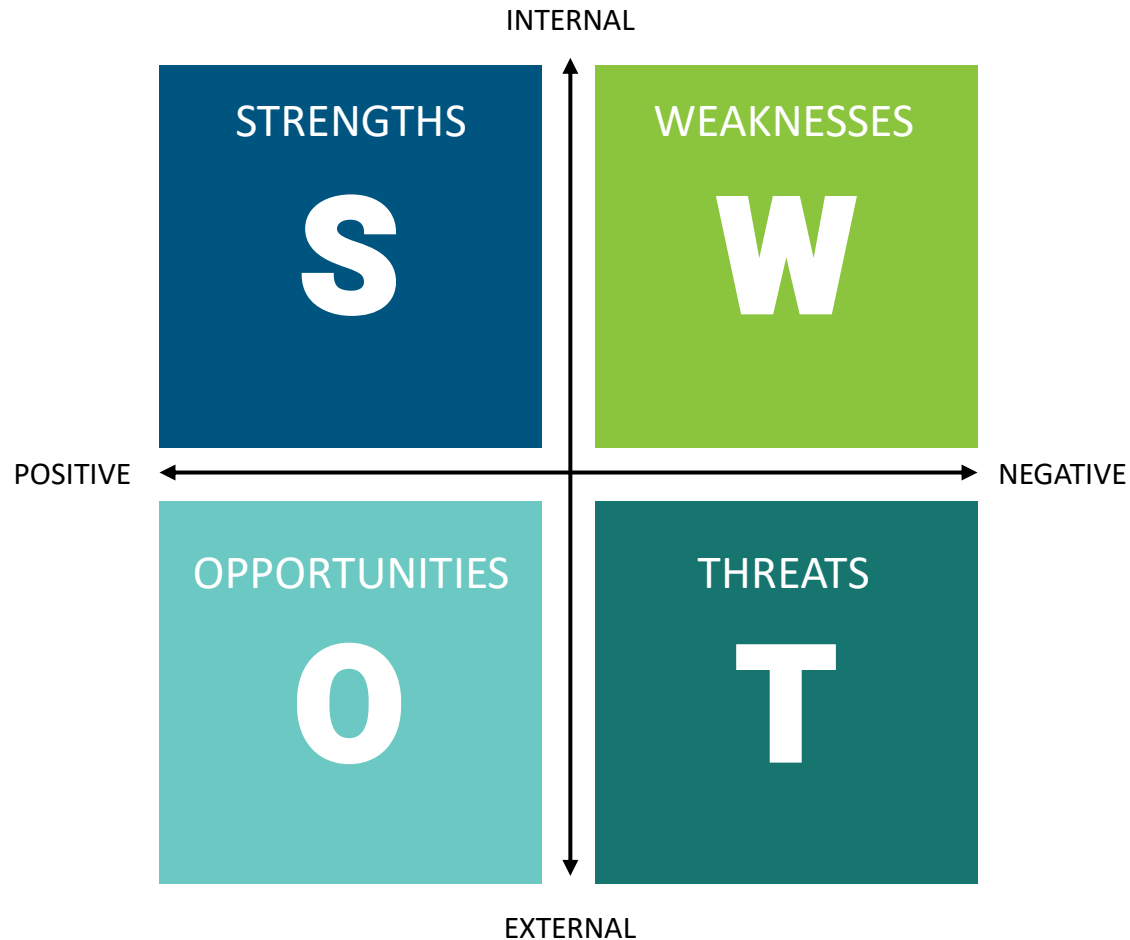


## SUMMARY OF SURVEY RESULTS

- Safe community (low crime rate)
- Sense of community (friendly and welcoming)
- Great school system (3x)
- Wonderful parks, bike/walking trails, and many other opportunities for outdoor activities (3x)
- Small-town feel (2x)
- Downtown walkability - Layout of city makes it easy to locate places
- Community events & events at the amphitheater (e.g., Dogwood Festival, Homegrown Festival, Mother/Son/Daddy/Daughter Dances)
- Our natural setting and assets (Sager creek, Illinois River, nearby National Forests), City Lake Park, the vibrancy of Downtown and its small businesses, our professional and competent city staff
- Parks and historical downtown areas
- Community involvement. Caring for one another
- Accessibility of City Board Members. Access to quality-of-life activities. Beautification efforts to downtown
- City leadership (city manager, staff and board of directors)
- Positive working relationship with public schools, JBU, City
- Natural beauty location and size
- Beautiful location with outdoor amenities, library, water features, biking and walking trails, Sager Creek and access to city lake and Illinois River, vibrant downtown, great neighborhoods, excellent schools, JBU, health care nearby - close to highways and shopping in NWA
- Schools, parks, growing trail system, natural features, historic downtown, rejuvenated downtown, Sager Creek downtown, leadership, PD and FD, city electric



# SILOAM SPRINGS' CURRENT WEAKNESSES



## SUMMARY OF SURVEY RESULTS

- Limited indoor family activity opportunities
- Proximity to retail family clothing shopping opportunities
- Limited childcare options
- Welcoming signage when entering Siloam Springs. I believe placing more welcoming/inviting signage at the entry points to attract visitors and potential residents
- CHICK-FIL-A!!! -Lack of public transportation
- Public gathering places (e.g. splash pad park, children focused museum, community buildings)
- More affordable housing options (2x)
- Women's Shelter, homeless shelter, and tornado Shelter (2x)
- An interconnected trail system, pedestrian infrastructure along many streets (3x)
- A city board that is not representative of our population, a lack of reckoning with the racist past (and present) of our own town and dominant culture
- More parking options and improvement of current parking design on Broadway
- An indoor Arts Center for local and regional performances
- Extending biking walking trails possibly to Gentry, and to other trails like Razorback Greenway. Possible using rails to trails as sites for trails. On Street Bike lanes: such as Fayetteville. Designated by color of paint and not items that impede car traffic
- The plan needs to encompass all walks of life, all ages, and all needs....not wants
- 55 plus housing with one floor and walkability for senior residents
- New construction of higher end homes
- Better lighting on trails at night
- Enforcement of city ordinances for upkeep of residences and apartments
- Incentive to renovate older homes and buildings
- Parks and Rec programming for youth
- Highlight the "springs" that we are named after by making one or some nice attractions

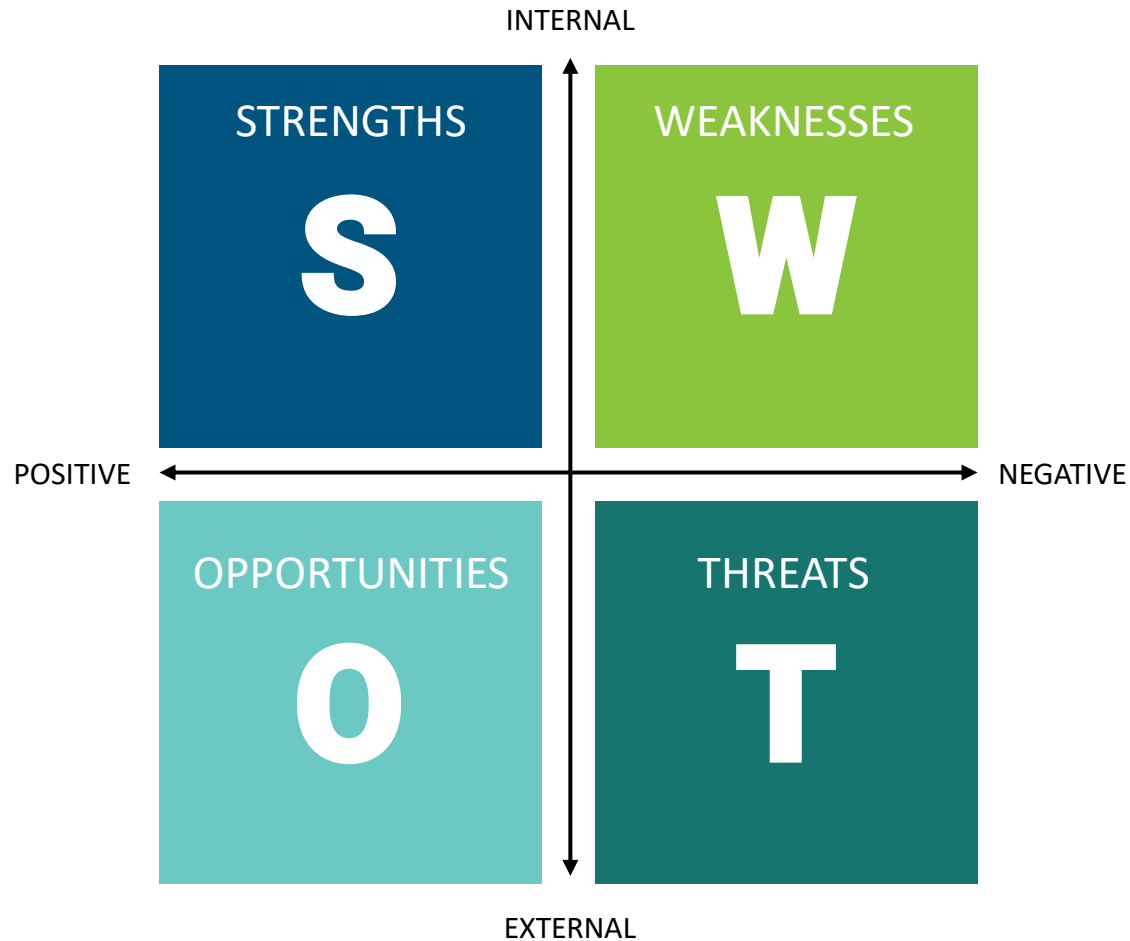
# OPPORTUNITIES FOR SILOAM SPRINGS' FUTURE



## SUMMARY OF SURVEY RESULTS

- I think that as cities and communities on the 49 corridor evolve into one large metro area, we have an opportunity to offer people the smaller community atmosphere with plenty of options and opportunities
- Consider how the City will provide services to areas outside the City when annexed into the City.
- Cultural Arts Programs/Activities
- Incorporate/Outreach of culturally diverse city representation (e.g. City media/announcements in other languages)
- The new kayak park, the burgeoning remote work/live economy, the continued growth of NWA, the anti-racist movement at large
- More affordable low-income housing
- Housing developments for 59 and over with amenities
- Infrastructure improvements (roads, sidewalks, drainage, lighting, speed bumps in neighborhoods)
- Industry to bring more lucrative jobs so families can move to homeowners and independence.
- Retail growth (many vacant spaces)
- Gateway to adventure with 412
- Connected biking and/or trails to greenways in neighboring cities
- Housing developments with higher end properties
- Revision of 2 grade school system to alleviate school-based traffic tie-ups
- Enhance tourism efforts or divert a small % of hotel tax to this
- Development toward and around the kayak parks, development of natural areas and retail around Sager creek running on either side downtown, trails connecting kayak parks with downtown parks with city lake, trails connecting Siloam to I-49 corridor and the Illinois river valley

# THREATS TO SILOAM SPRINGS' FUTURE



## SUMMARY OF SURVEY RESULTS

- Influx of Crime: Provide law enforcement with cutting edge training and consider crime prevention efforts
- Loss of small hometown businesses
- Lack of awareness regarding different cultures
- People moving out of Siloam due to lack of affordable housing
- Buildings constructed for new businesses not being used
- Development of state-line area down Hwy 412 to about the Hwy 59 seems to be forgotten and does not "look" very welcoming coming into town. More marketing efforts from chamber and city to focus on the businesses on 412 (2x)
- Quality of many hotels/motels is concerning
- Racism and white supremacy, lack of institutional trust, recurring public health crises, obstructionism from leaders, climate change
- Lack of vision for proper sustainable growth. Not operating within the budget and failing to maintain a "rainy day" fund
- Balancing growth with maintaining the small-town uniqueness
- We want tax dollars to stay here, but what is the cost to our community of bringing every fast-food chain or large store to our community? A very tough balance
- What makes us really unique is the natural beauty of Sager Creek and the green space around us. A lot of work has been done to restore and maintain the creek recently. Needs to remain ongoing
- Many empty retail buildings
- Enhanced street/median landscaping
- Review noise ordinances for neighborhoods
- Continue improving sidewalks
- Boundaries and divisions among the diverse population that lives in and around Siloam Springs
- The Bike project and downtown bump-outs have made the agricultural worker and farm owner unwelcomed downtown. Those who have lived here forever and those who want it to change into a bigger city atmosphere. Education of change is a very important concept aimed at the why and not at who for
- The divisiveness of the last board of directors' campaign was not positive for our community. Current board members/decision makers who are against progress and new ideas. We need to be able to come to consensus and work together for the betterment of our city
- Danger of becoming over-saturated with entry level housing and higher income housing options





# 7. **VISION** **EXERCISE**





**WHAT DOES SILOAM  
SPRINGS WANT TO BE?**





# 8. **NEXT** **STEPS**



# PLAN SILOAM SPRINGS!

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- Coordinate on future meeting dates
- Checkout the project website
- Online survey demo



GREETINGS FROM

THIS IS YOUR PLAN

Springs



**QUESTIONS?**