

**CPAC #1: VISION & GUIDING PRINCIPLES**

# **CITY OF SILOAM SPRINGS**

Comprehensive Plan

**MAY 17, 2021**



**1**

**PROJECT UPDATE**

**2**

**COMMUNITY SNAPSHOT  
RECAP**

**3**

**ECONOMIC  
DEVELOPMENT**

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**PUBLIC INPUT SUMMARY**

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**VISION & GUIDING  
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**NEXT STEPS**

# **MEETING AGENDA**



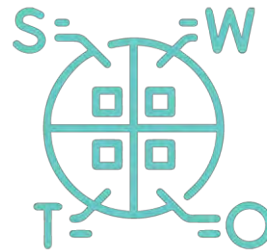
# 1. **PROJECT** **UPDATE**

# COMPREHENSIVE PLANNING PROCESS



## 1. Community Snapshot

Understand the current state of the City  
& demographic profile



## 2. Issue Identification

Understand strengths, weaknesses,  
opportunities, and threats



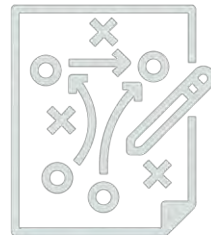
## 3. Engage Residents & Stakeholders

Seek to understand community's  
desires and needs



## 6. Measure Progress

Establish realistic metrics and milestones to  
achieve Plan recommendations



## 5. Establish an Action Plan

Form Plan recommendations and  
overall strategy to achieve the vision



## 4. Develop a Vision & Guiding Principles

Define the City's values and goals

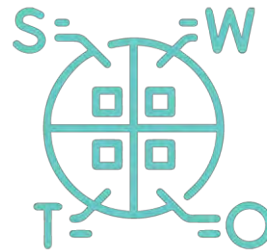


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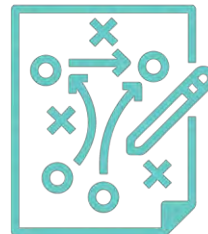
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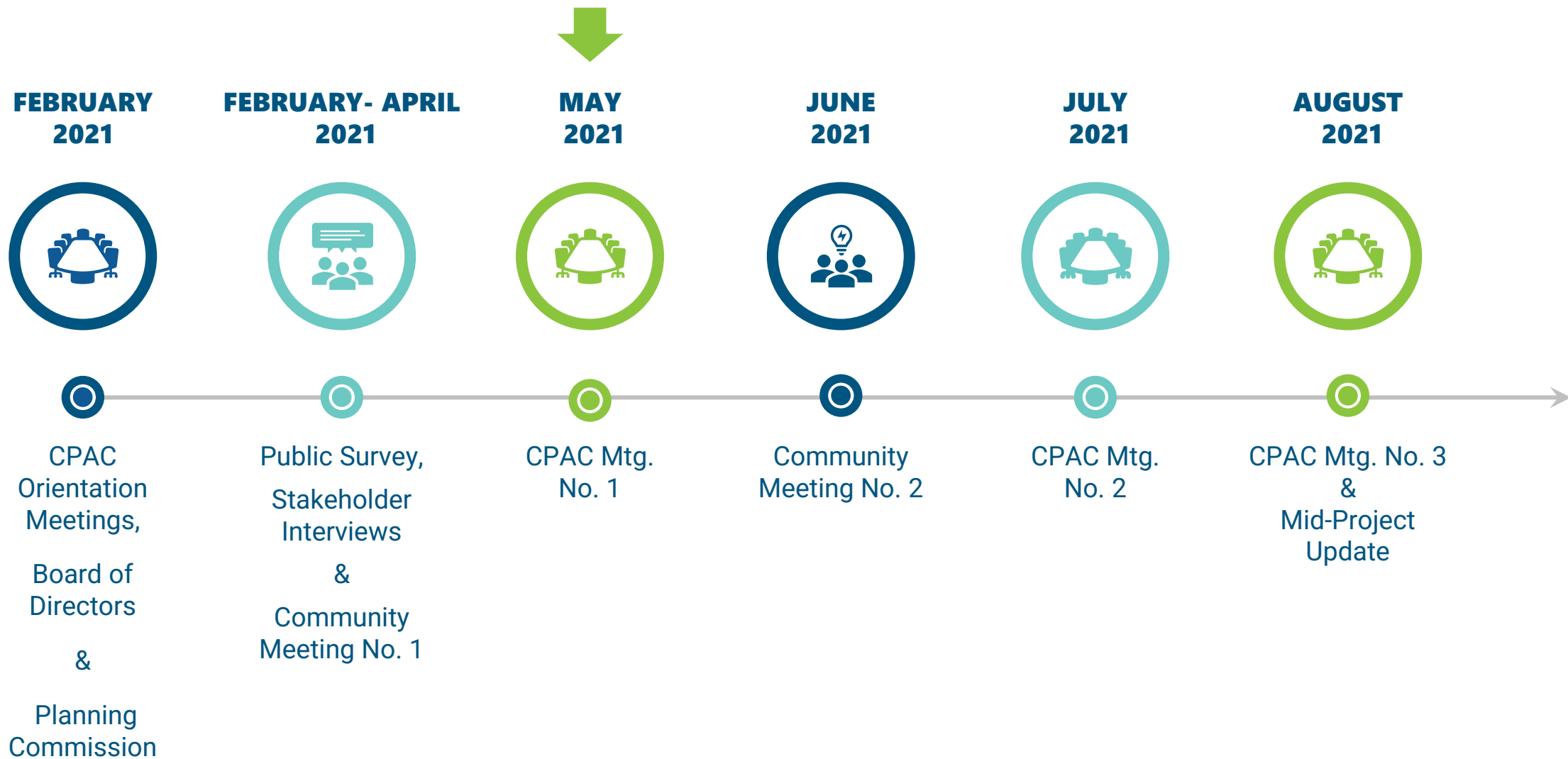
Define the City's values and goals



[illegible]



# PLAN ACTIVITIES



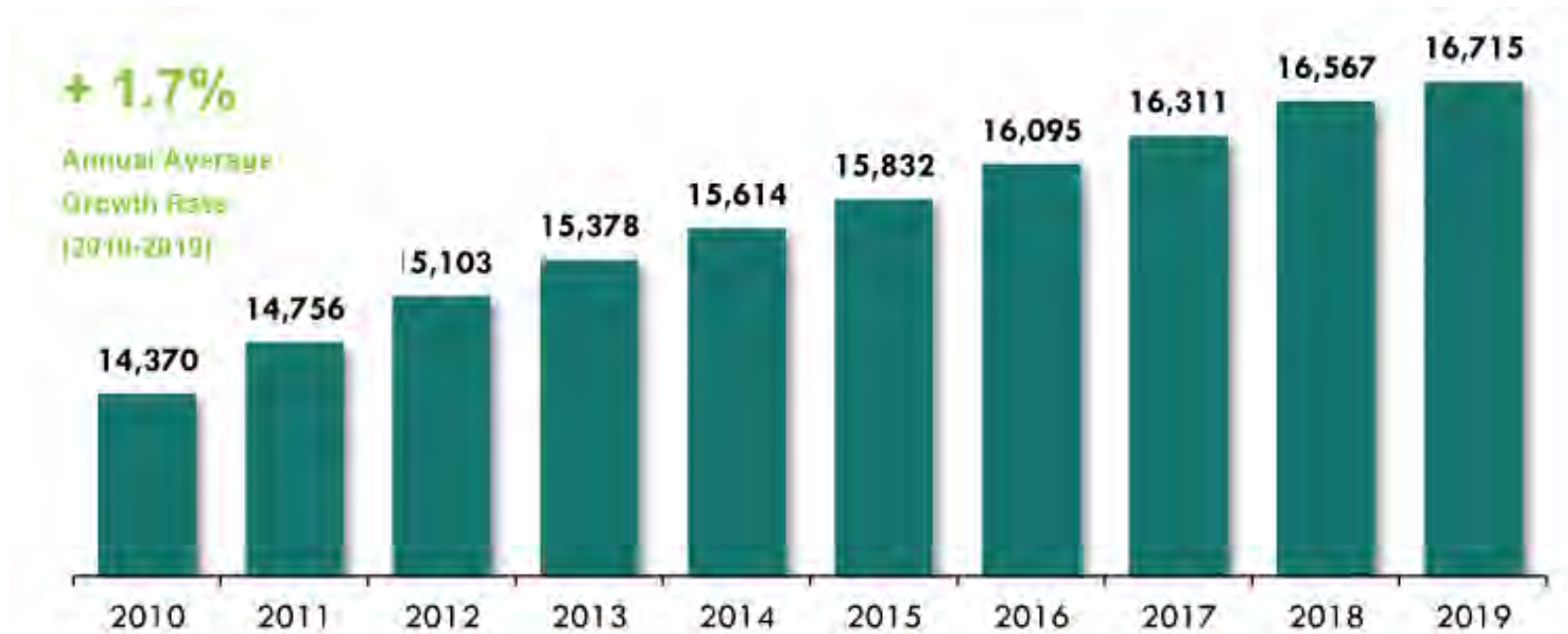


# 2. COMMUNITY SNAPSHOT



# 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

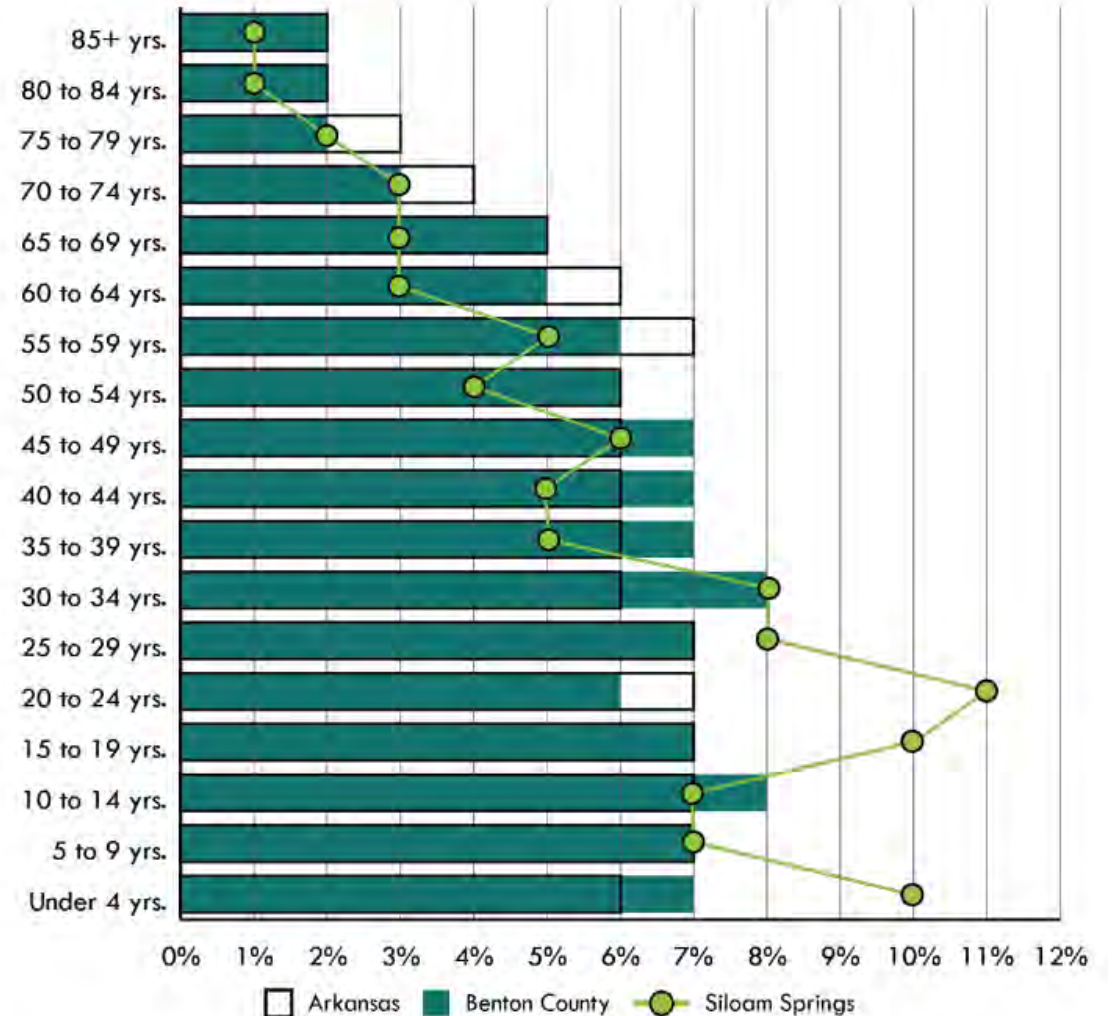
Siloam  
Springs

35.4

Benton  
County

38.1

Arkansas

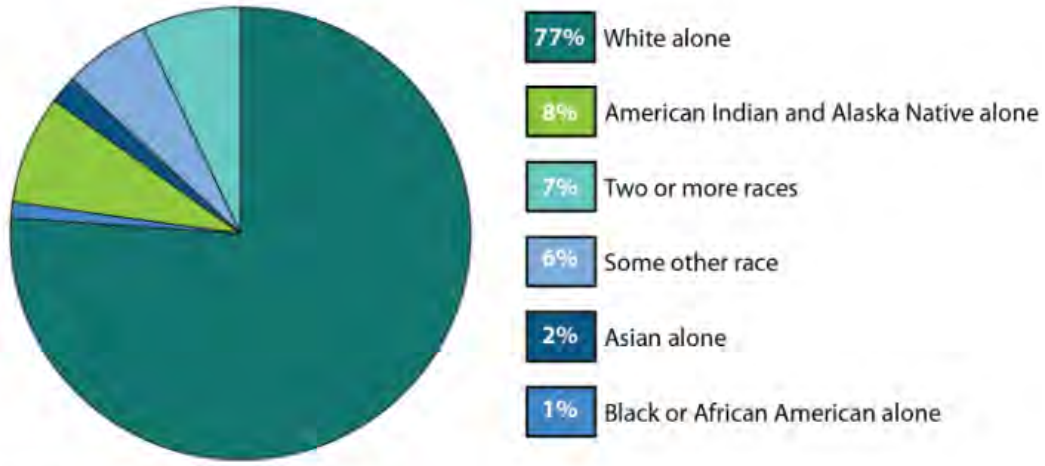


Source: U.S. Census Bureau 2019 5-Year Estimates



# COMMUNITY SNAPSHOT

## RACIAL DISTRIBUTION



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



## HOUSEHOLD TYPE

	SILOAM SPRINGS	BENTON COUNTY	ARKANSAS
<b>MARRIED COUPLE FAMILY</b>	51%	59%	48%
With own children of the householder under 18 years	26%	27%	18%
<b>COHABITING COUPLE HOUSEHOLD</b>	8%	5%	5%
With own children of the householder under 18 years	6%	2%	2%
<b>MALE HOUSEHOLDER</b> (No spouse/partner present)	15%	14%	18%
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)	25%	22%	29%
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>	5,382	97,249	1,158,071

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



# COMMUNITY SNAPSHOT

## POPULATION PROJECTIONS

### HOUSEHOLD INCOME



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



### MEDIAN HOUSEHOLD INCOME INCREASE 2010 TO 2019

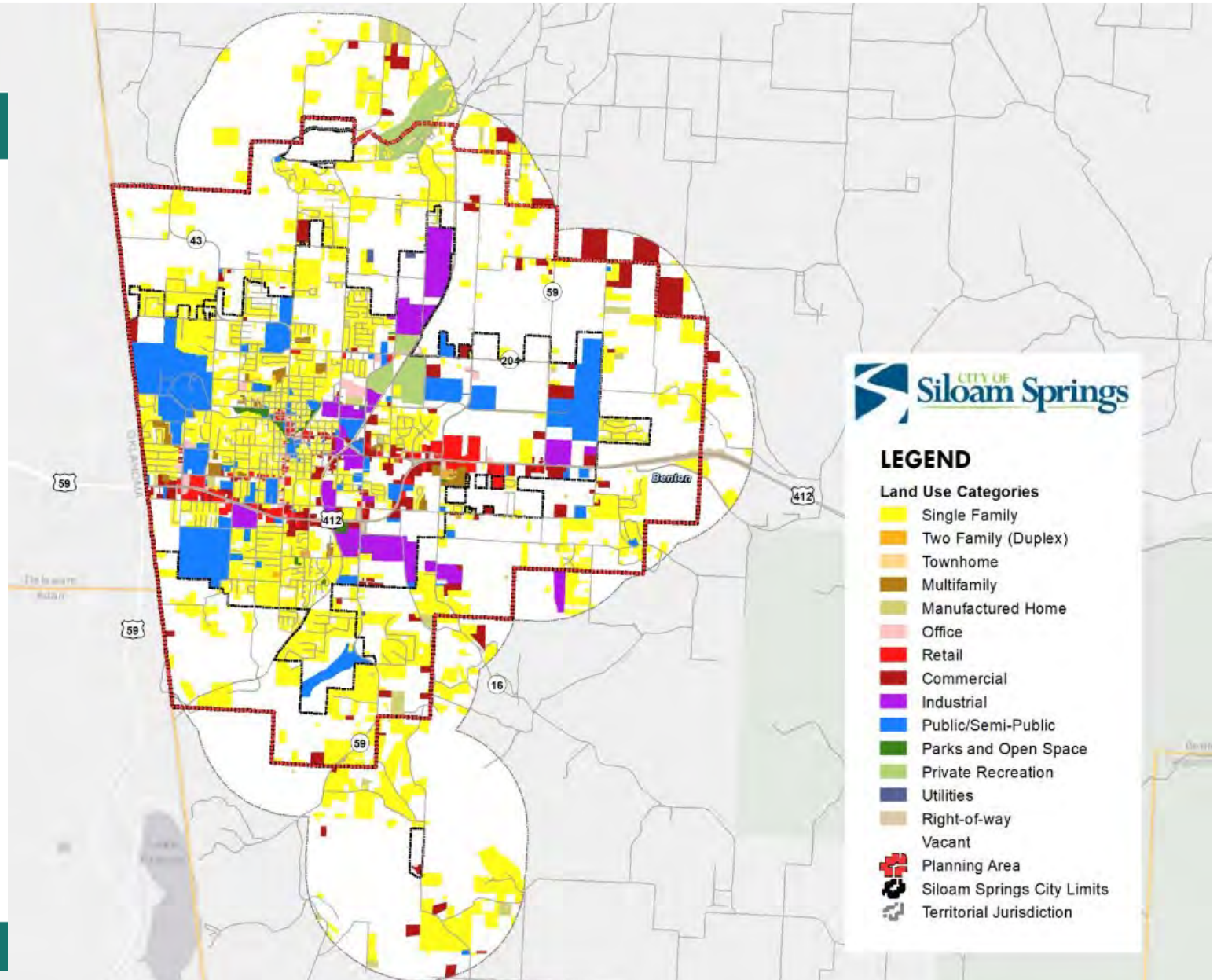
Siloam  
Springs **+21%**

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>







# 3. **ECONOMIC** **DEVELOPMENT**



# ECONOMIC DEVELOPMENT



*Economic development is the creation of wealth from which community benefits are realized. It is the sustained investment in growing the economy and enhancing quality of life for all residents.*

## Aligning

- Community's Vision
- Physical Opportunities
- Market Opportunities (demand)

*Establishes community consensus, political support, and market-supported decision making*

# Key Topic

# Economic Development

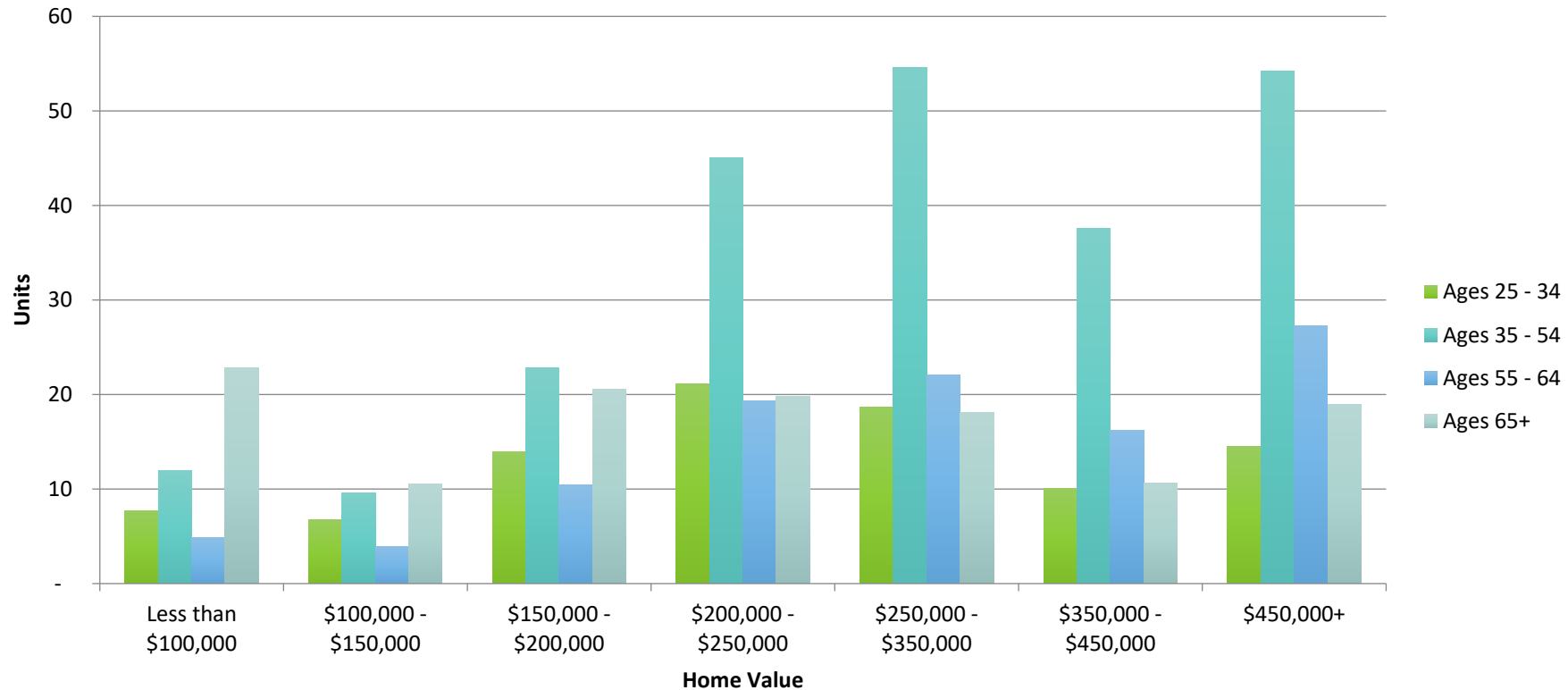
## Why Siloam Springs?

- Quality of Life
  - *Natural Assets*
  - *Downtown*
- Part of Northwest Arkansas regional economy
- Access to quality employment
- Regional retail / amenities
- Favorable economic climate



# RESIDENTIAL DEMAND

## Siloam Springs Annual Owner-Occupied Demand



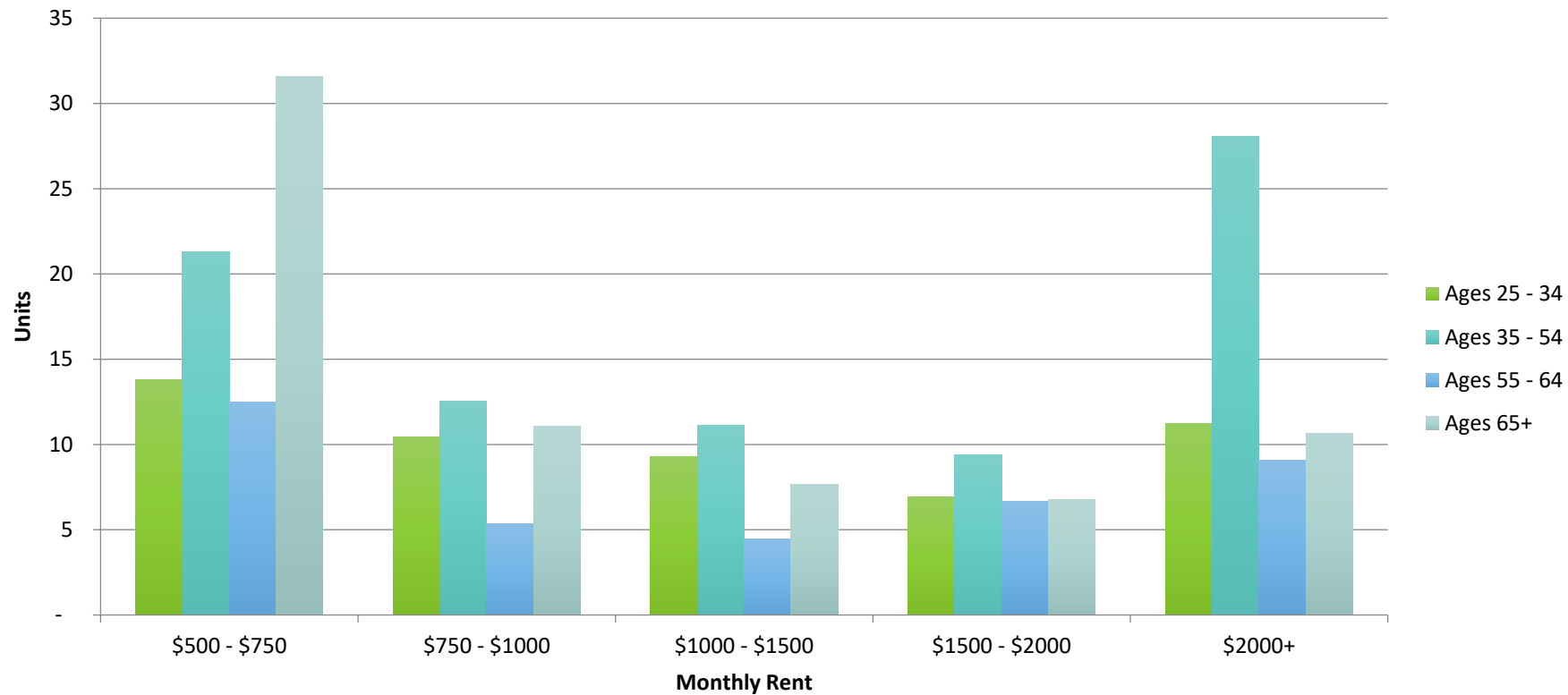
*There is demand for 554 owner-occupied units on an annual basis*

- 74% of demand is for market rate product (\$200k+)*



# RESIDENTIAL DEMAND

## Siloam Springs Annual Renter-Occupied Demand



- There is demand for 240 renter-occupied units on an annual basis*
- 51% of demand is for market rate product (\$1,000+/Month)*

# Key Topic

# Economic Development

## Residential Trends

- *Strong unmet residential demand could revitalize the existing housing stock*
- *Increased desire for diversified housing typologies*
  - *Downtown housing, Master-Planned Communities, Age-restricted housing, Infill, etc.*
- *Increased amenities*
  - *Trails, programmed open space, connections to adjacent uses*
- *Connections to the natural environment*
- *Programmed symbiotic land uses*



# 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



# Key Topic

# Economic Development

## Retail Trends

- *Experience over convenience*
- *Programmable spaces*
- *Pedestrian-oriented design*
- *Entertainment / Destination uses*
  - *Pickleball concept, live music, bocce ball, etc.*
- *Integration of varying uses*

## Opportunities

- *Downtown*
- *Strengthen corridor identities*



# Targeted Industries

## Corporate Service / Information Technology

- *Customer and Tech Support*
- *Shared Services*

## Food-Related Industries

- *Advanced manufacturing*
- *Packaging*

## Healthcare

- *Medical Center*
- *Industrial and Generic Pharma*

## Sustainable Technologies

- *Energy Storage*
- *Power Electronics*
- *Solar Components*

## Transportation and Logistics

- *Distribution*
- *Logistics Services*

# Economic Development



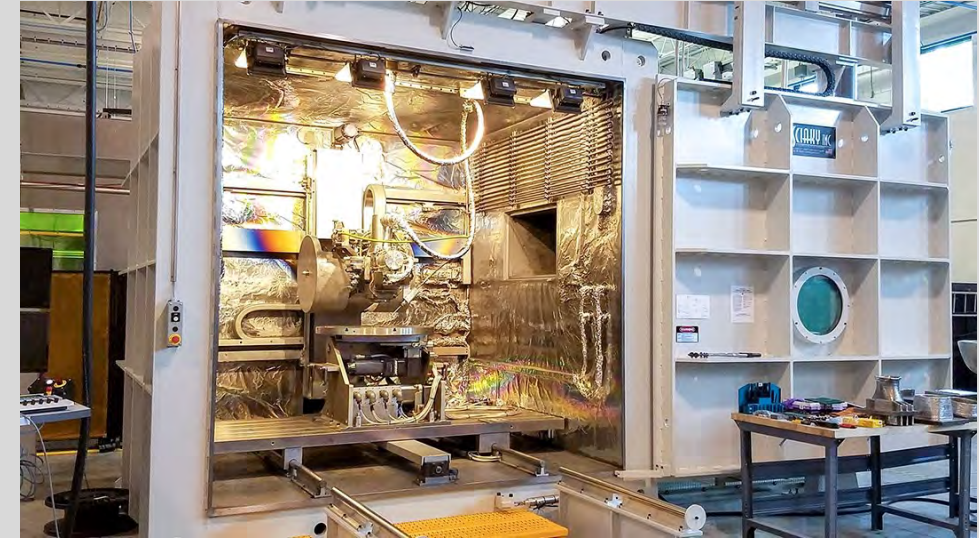


# Key Topic

# Economic Development

## Corporate Attraction Success Factors

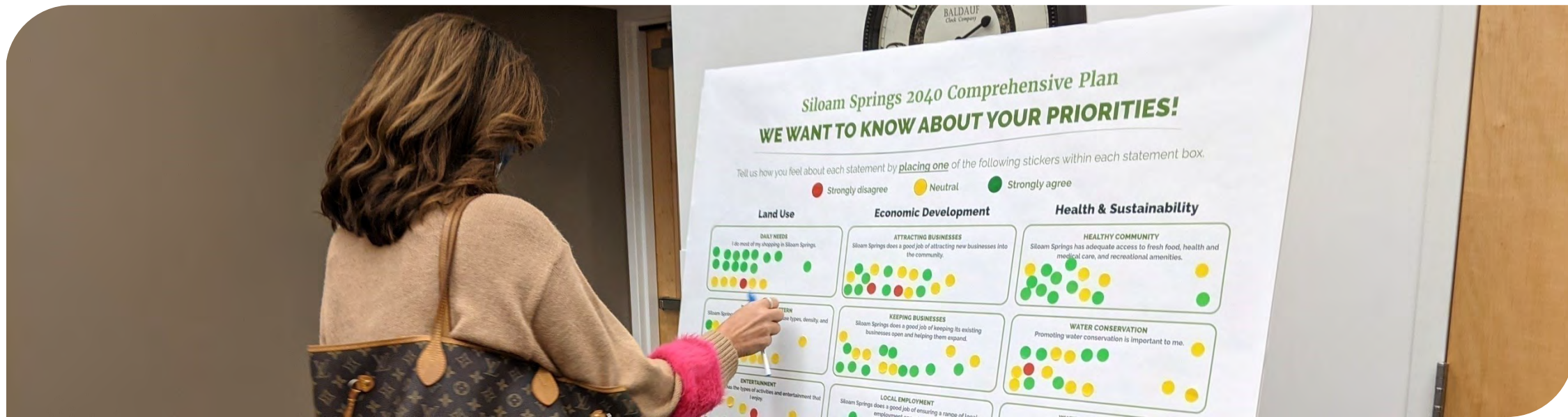
- *Infrastructure*
  - *Physical, technological, organizational*
- *Skilled workforce*
- *Access to sufficient housing*
- *Transportation network*
- *Access to airport*
- *Community appeal / quality of life*
- *Connectivity and proximity to a mix of uses*
- *Access and connectivity to open space*
- *Synergy / competition with similar industries*
- *Strategic incentives for development*





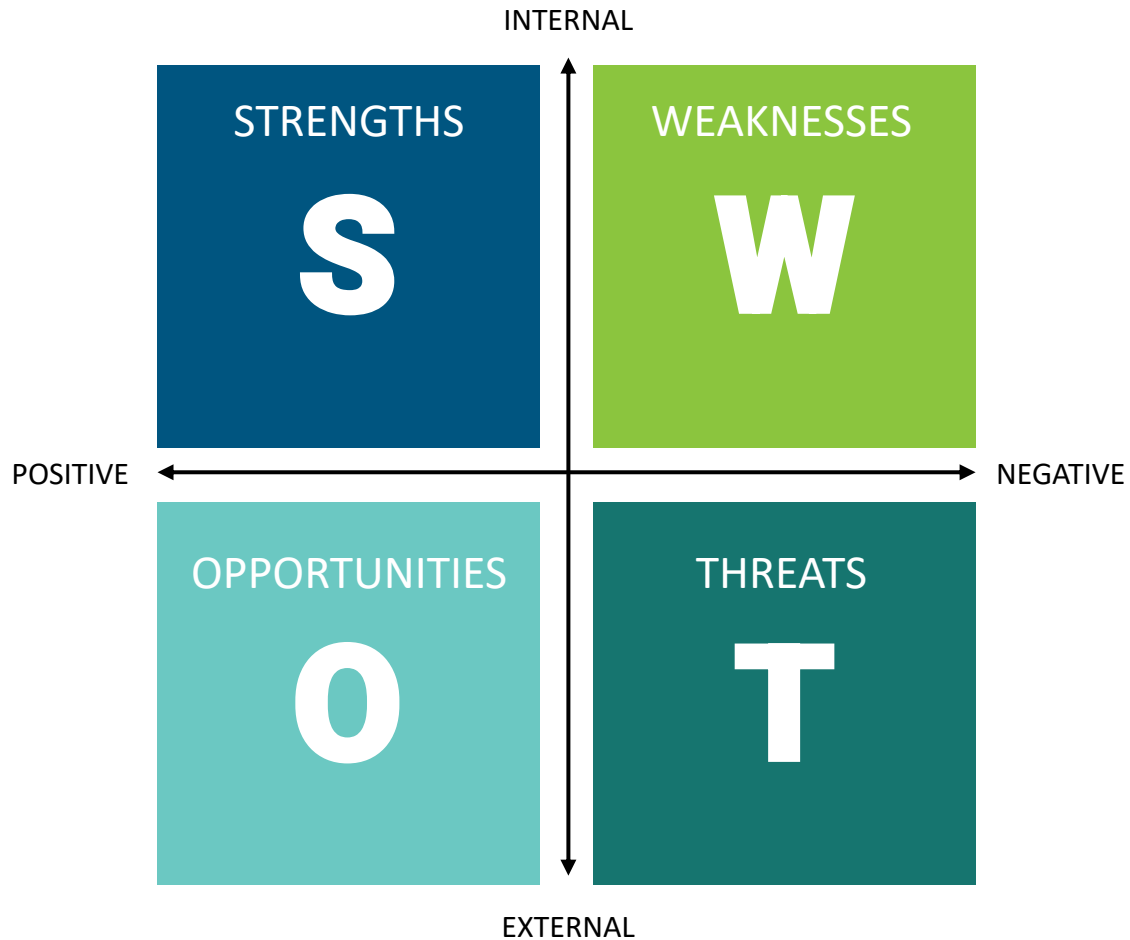
# OPPORTUNITIES

- Downtown
  - Residential, retail, office, mixed-use
- US-412 Corridor revitalization
- SH-59 Corridor
  - Industrial, corporate campus
- Residential development
  - Downtown infill, annexation, AR-16 & US-412



# 4. PUBLIC INPUT SUMMARY

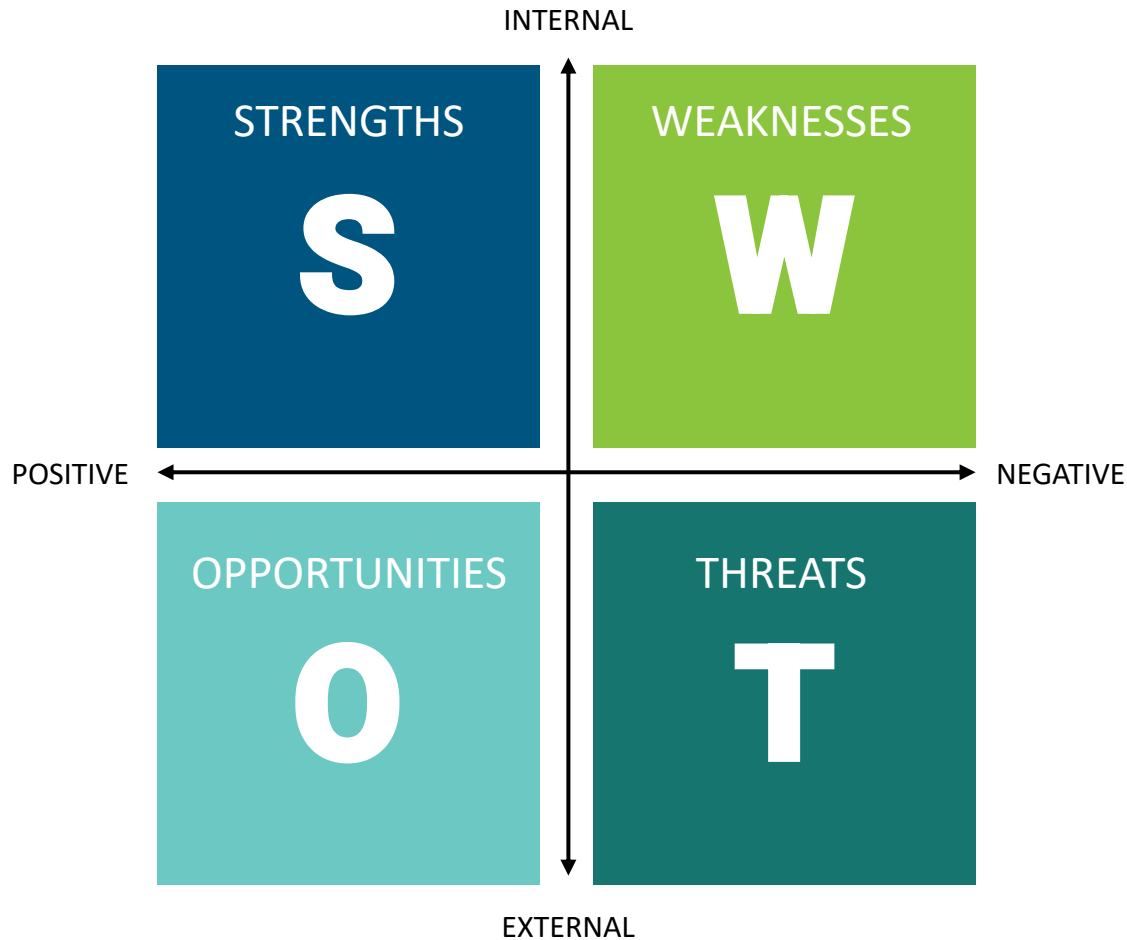
# SILOAM SPRINGS' CURRENT *STRENGTHS*



- Safe community (low crime rate)
- Sense of community (friendly and welcoming)
- Great school system
- Wonderful parks, bike/walking trails, and many other opportunities for outdoor activities

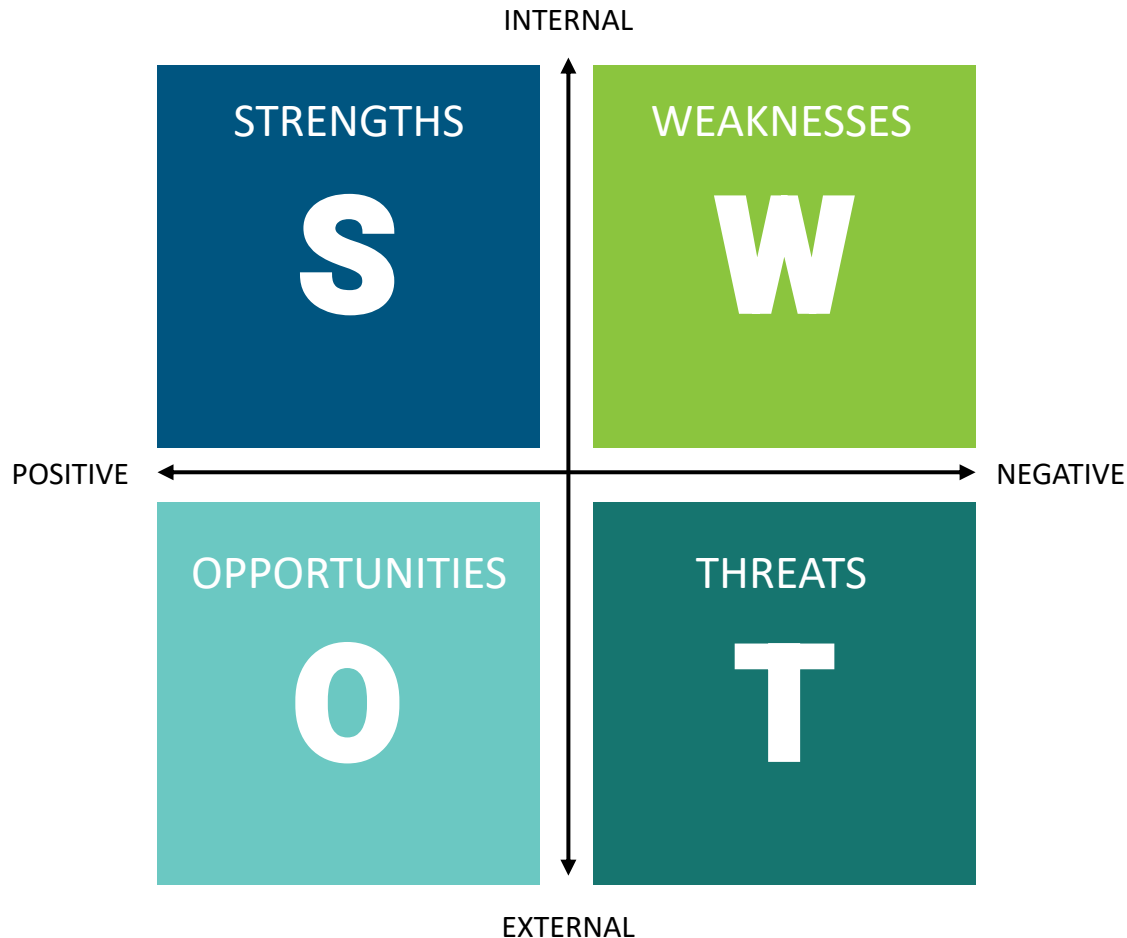


# SILOAM SPRINGS' CURRENT WEAKNESSES



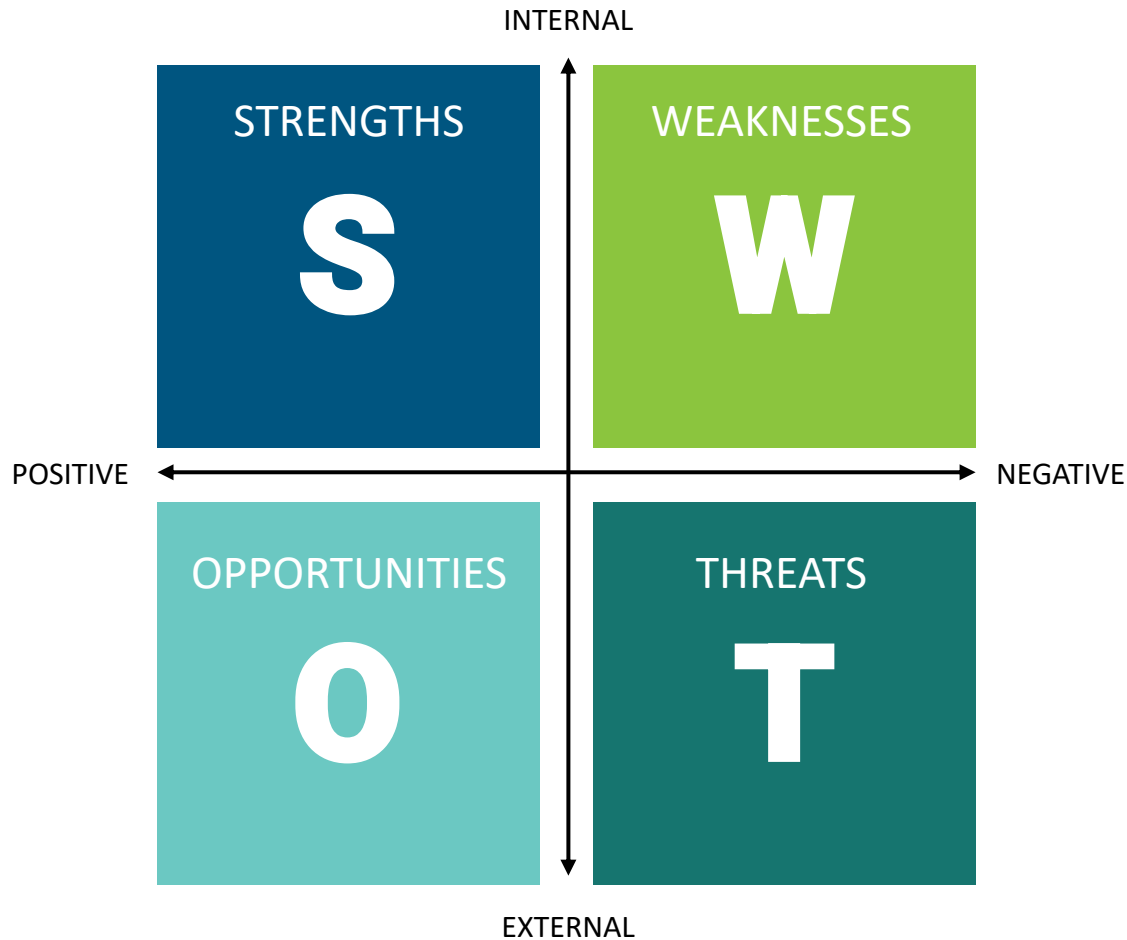
- *Limited indoor family activity* opportunities
- Proximity to retail family clothing *shopping opportunities*
- Limited childcare options
- *Welcoming signage* when entering Siloam Springs. I believe placing more welcoming/inviting signage at the entry points into our city would be a great way for us to help attract visitors and potential residents.

# OPPORTUNITIES FOR SILOAM SPRINGS' FUTURE



- 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, that many people seek.
- While I think keeping our small-town feel is very important, I also believe it is necessary that we consider *annexation of some areas on the outskirts of our city....* to be sure we can provide these areas with needed services, while providing the city the ability to exercise regulatory authority necessary to protect public health and safety.

# THREATS TO SILOAM SPRINGS' FUTURE



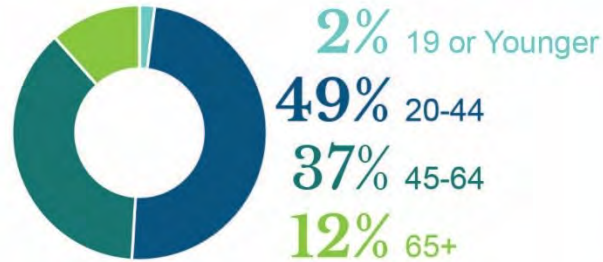
- ***Influx of Crime:*** While I think Siloam Springs is currently a very safe city with an overall low crime rate, I think we should make sure we are focusing on maintaining that, by providing our law enforcement officers cutting edge training to prepare them for current/future crime trends.
- ***Loss of small hometown businesses:*** Our small hometown businesses are vital to a huge part of the identity and draw of our community. In the age of online shopping, automation, working remotely, lockdowns, etc., I believe it is vitally important to promote and preserve our small businesses.



# Survey Summary

**699**  
Participants

What is Your Age?



## Top Three Priorities



## Most AGREED with Statements



## Most DISAGREED with Statements



**WHAT DO  
YOU LOVE  
ABOUT  
SILOAM  
SPRINGS  
TODAY?**



---

**WHICH  
WORDS BEST  
REFLECT  
SILOAM  
SPRINGS  
VALUES?**

---

<b>481</b>	<b>Small-town feel</b>
<b>473</b>	<b>Family oriented</b>
<b>322</b>	<b>Safe and healthy</b>
<b>319</b>	<b>Vibrant downtown</b>
<b>279</b>	<b>Business friendly</b>
<b>258</b>	<b>Connected community</b>
<b>255</b>	<b>Fiscally responsible</b>
<b>243</b>	<b>Natural environment preservation</b>
<b>168</b>	<b>Environmentally sustainable</b>
<b>166</b>	<b>Distinctive community character</b>
<b>137</b>	<b>Diverse and equitable</b>
<b>87</b>	<b>Innovative</b>
<b>67</b>	<b>Tourism oriented</b>
<b>54</b>	<b>Resilient</b>
<b>20</b>	<b>Other</b>



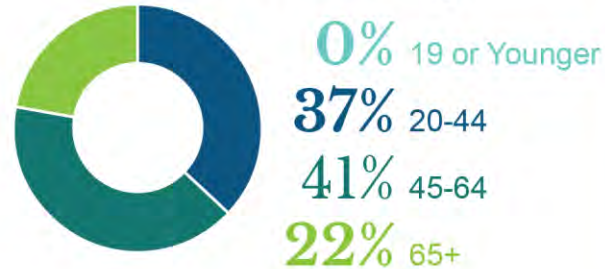
“IN 2040, I  
HOPE  
SILOAM  
SPRINGS  
WILL BE...



# Open House #1 Summary

**27**  
Participants

What is Your Age?



## Top Three Priorities



## Most AGREED with Statements

 <p>Siloam Springs has a good a range of local employment opportunities.</p>	 <p>I think of Siloam Springs as a vibrant place.</p>	 <p>Siloam Springs has a unique and positive community brand.</p>
 <p>The library is welcoming and offers a variety of programs and materials for all ages.</p>	 <p>Siloam Springs' emergency services (like police and fire) meet or exceed my expectations.</p>	

## Most DISAGREED with Statements

 <p>I would like more retail and commercial services within walking distance of my home.</p>	 <p>Siloam Springs has a good variety of cultural, art, and historic facilities.</p>	 <p>Siloam Springs has the types of activities and entertainment that I enjoy.</p>
 <p>Siloam Springs offers choices for commuting and moving around the community without depending on an automobile.</p>	 <p>Siloam Springs has housing for all age groups, such as students, young professional, families, and seniors.</p>	



### Top Ten Keywords that Best Reflect Siloam Springs' Values

13% Small-Town Feel	9% Resilient
11% Family-Oriented	8% Connected Community
10% Fiscally Responsible	7% Safe and Healthy
10% Vibrant Downtown	6% Business Friendly
10% Distinctive Community Character	4% Environmentally Sustainable

**9% Resilient**

## 8% Connected Community

## 7% Safe and Healthy

## 6% Business Friendly

## 4% Environmentally Sustainable

What do you Love about Siloam Springs today?

A word cloud of responses to the question 'What do you Love about Siloam Springs today?'. The words are arranged in a circular pattern, with 'Siloam' and 'town' being the largest and most central. Other prominent words include 'downtown', 'parks', 'feel', 'great', 'family', 'areas', 'walking', 'trails', 'people', 'local', 'One', 'beautiful', 'feels', 'life', 'staff', 'pride', 'creek', 'water', 'Memorial', 'smart', 'love', 'Lake', 'city', 'friendly', 'library', 'amazing', 'scale', 'vibrant', 'dedicated', 'quality', 'things', 'still', 'staff', and 'like'.

Small town

businesses

feel

town

open

variety

life

center

cultural

walkable

bikeable

quality

draw

art

celebrated

event

recreation

empty

maintaining

big store

shops

music

family

tourists

place

supportive

thriving

amenities

visit

strong

amazing



# COMPARISON

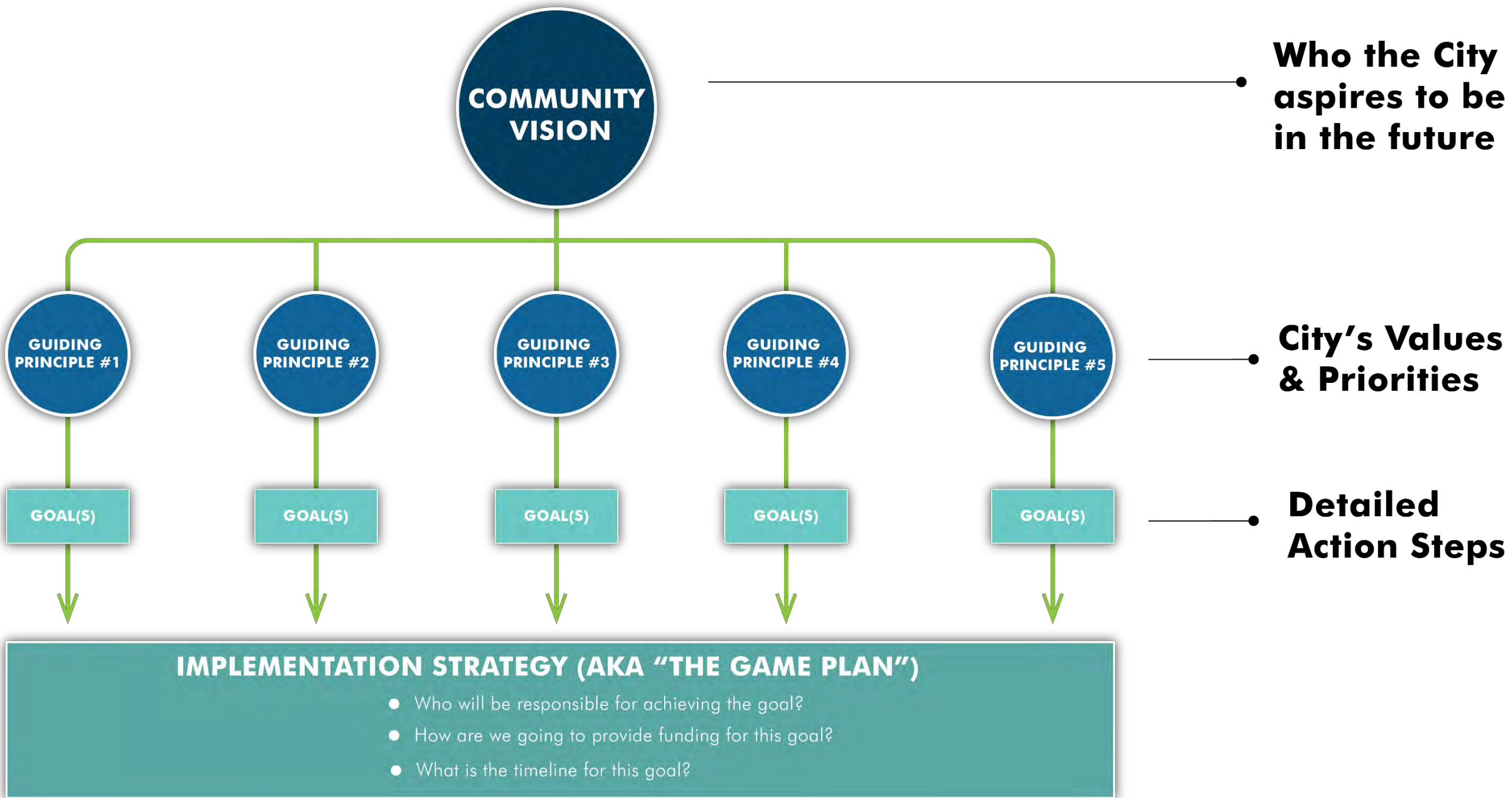
- Consistent results
  - 7 of 8 guiding principles overlap
  - Recurring key words
  - No conflicting “agree/disagree” statements

- Effective outreach across age groups

Ages	Online	City	In-Person
15-19	2%	13%	0%
20-44	49%	49%	37%
45-64	37%	24%	41%
65+	12%	14%	22%



# 5. **VISION &** **GUIDING PRINCIPLES**



# WHAT ARE SILOAM SPRINGS VALUES?



**SMALL TOWN FEEL**



**FAMILY-ORIENTED**



**SAFE AND HEALTHY**



**VIBRANT DOWNTOWN**



**BUSINESS FRIENDLY**



**CONNECTED  
COMMUNITY**



**FISCALLY  
RESPONSIBLE**



**NATURAL  
ENVIRONMENT**



# HOW CAN VALUES TRANSLATE TO GOALS?

## SMALL TOWN FEEL

- XYZ

## FAMILY ORIENTED

- XYZ

## SAFE AND HEALTHY

- XYZ

## VIBRANT DOWNTOWN

- XYZ

# HOW CAN VALUES TRANSLATE TO GOALS?

## BUSINESS FRIENDLY

- XYZ

## CONNECTED COMMUNITY

- XYZ

## FISCALLY RESPONSIBLE

- XYZ

## NATURAL ENVIRONMENT

- XYZ

A photograph of a street scene in Siloam Springs, Arkansas, featuring historic buildings, trees, and a street sign for E Alpine. The image is overlaid with a semi-transparent blue filter. Large, bold text is centered across the middle of the image. The text 'WHAT DOES SILOAM' is in white, while 'SPRINGS WANT TO BE?' is in a vibrant green color. The background shows a brick-paved sidewalk in the foreground with a green fire hydrant and a black planter box filled with purple flowers. In the background, there are historic buildings with awnings, a large tree, and a street sign for 'E ALPINE'.

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



# VISIONING




1 In 2040, Siloam Springs will be known for its quality of life, diverse business climate, and pride of place. Our vibrant downtown is a favorite destination for this family-oriented community with a unique small-town feel. We value the natural environment, connecting with our neighbors, and making informed decisions that support fiscally responsible allocation of community resources.

2 Siloam Springs is a modern, mid-sized city with a small-town feel. A welcoming and safe, family-oriented community that celebrates its rich history and a connection to the natural environment. We enjoy diverse and inclusive neighborhoods, unique destinations, and thriving businesses that support our residents and the region.

# CPAC SURVEY

## VISION STATEMENT

1. Which statement best reflects the community's future vision for Siloam Springs?

-  In 2040, Siloam Springs will be... 0
-  Siloam Springs is a modern, m... 6
-  Neither (share ideas below) 1



## ALTERNATIVE #3

### VISION STATEMENT

- In 2040, Siloam Springs will be known for being a great place to raise your family, a place to retire to leisure living and a place that welcomes visitors in hopes that they will become neighbors. The historical downtown and the growing retail area on HWY 412 make available many types of dining, shopping and business choices for its citizens. The beautiful parks and trails allow outdoor enthusiasts many opportunities to see how Siloam Springs embraces its natural surroundings. While maintaining it's small-town charm it encompasses some of the more advanced methods of marketing and technology. It's location on the intrastate makes it a prime location for trucking industries.



# SUGGESTED EDITS

## VISION STATEMENT

- I would add the fiscally responsible comment to the 2nd one that I chose. I like that we look at our town as "supporting residents and the region". We are the western gateway into the 'corridor'. An emphasis on 412 from Oklahoma to Hwy 59 is key in presenting ourselves as a unique and progressive community.
- I like that number 2 is more succinct. I do like the wording "vibrant downtown" and "pride of place" from number 1



# 6. **NEXT** **STEPS**

# FRAMEWORK



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



# COMMUNITY

## MEETING #2

Thursday, June 17, 2021

### In-person

- Presentation
- Small group/tabletop exercise
- Input boards

### Online Experience

- Project website

# CPAC

## MEETING #2

Thursday, July 15, 2021; 4-6 pm

**Review input from Community Meeting #2**

**Review draft plan content**

- Future Land Use
- Transportation and Mobility

GREETINGS FROM

THIS IS YOUR PLAN

Springs



# QUESTIONS?

