



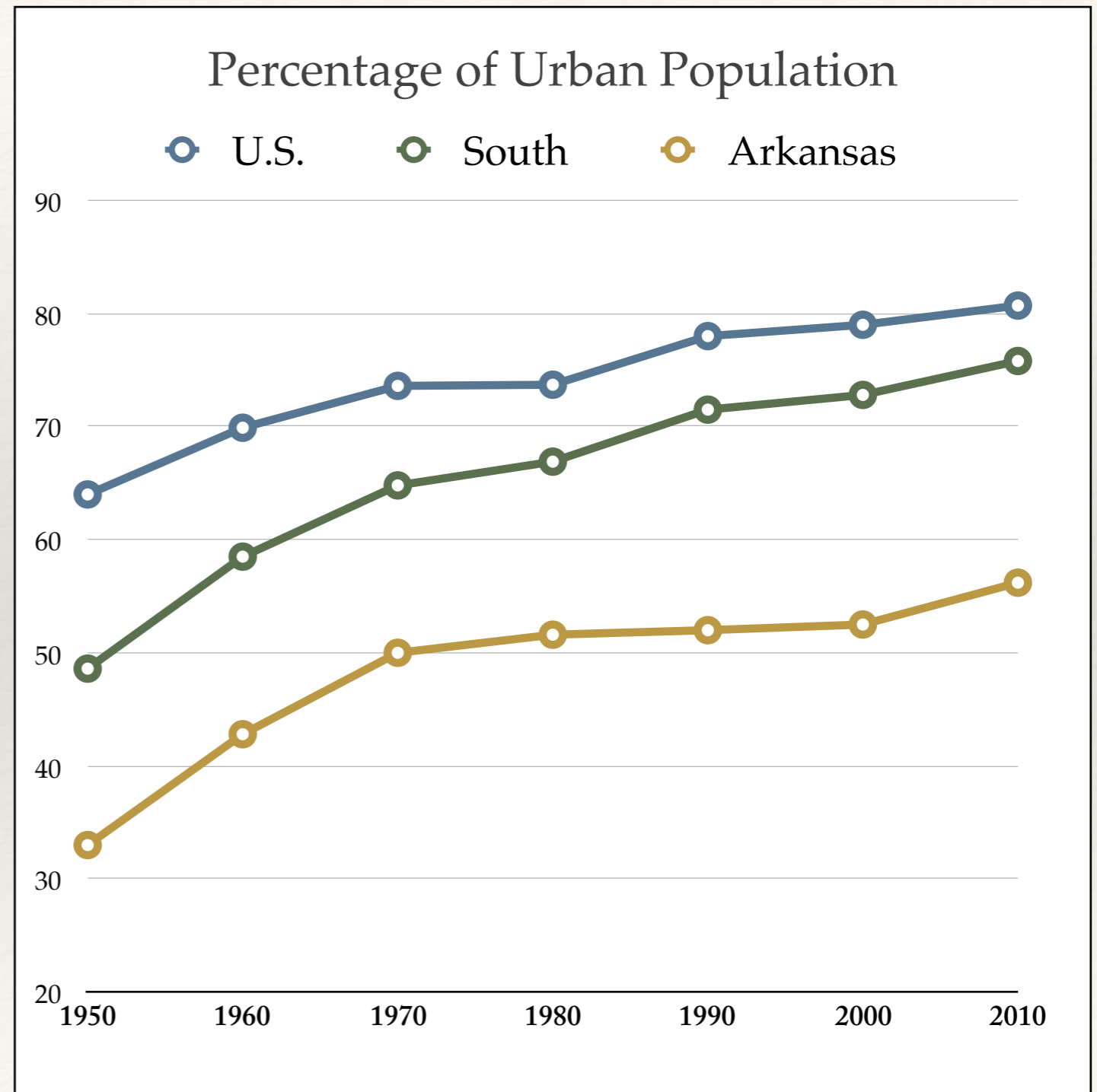
*Development Trends*

# The Urbanization of America

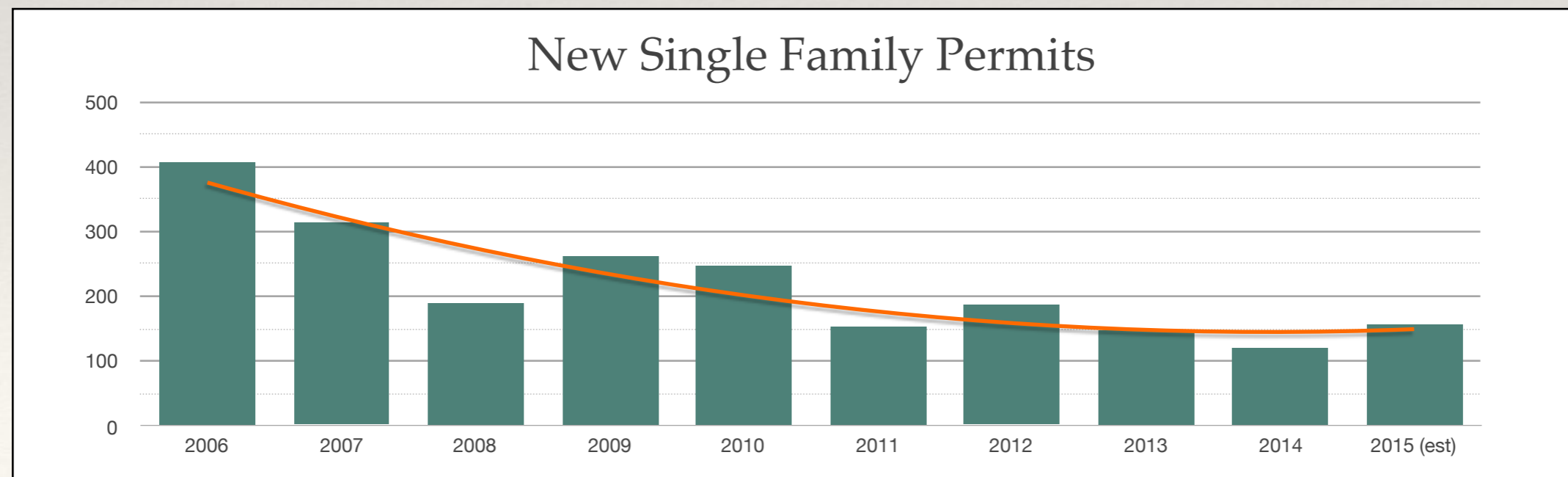
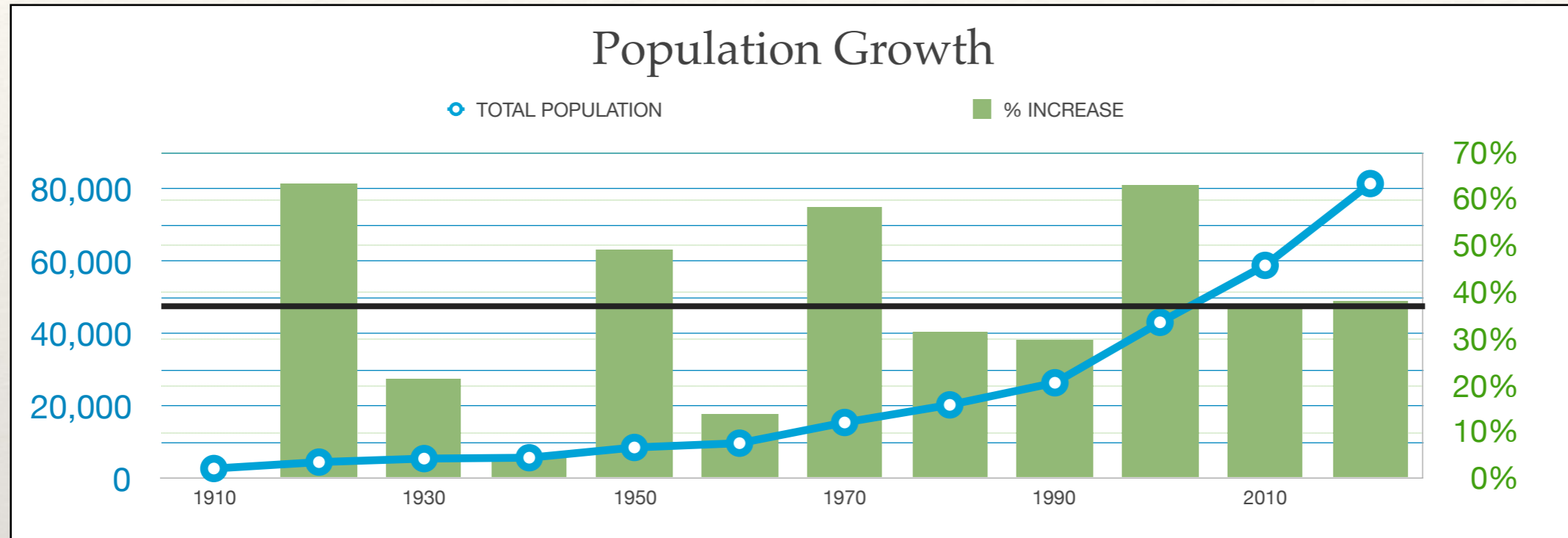
AND NEW OPPORTUNITIES  
FOR CONWAY, ARKANSAS

# National, Regional, & State Trends

- ❖ Urban: cities of 50k+
- ❖ 51% of Earthlings  
56% of Arkansans  
81% of U.S.
- ❖ Growing 25% faster  
than national growth  
rate
- ❖ Persistent & powerful



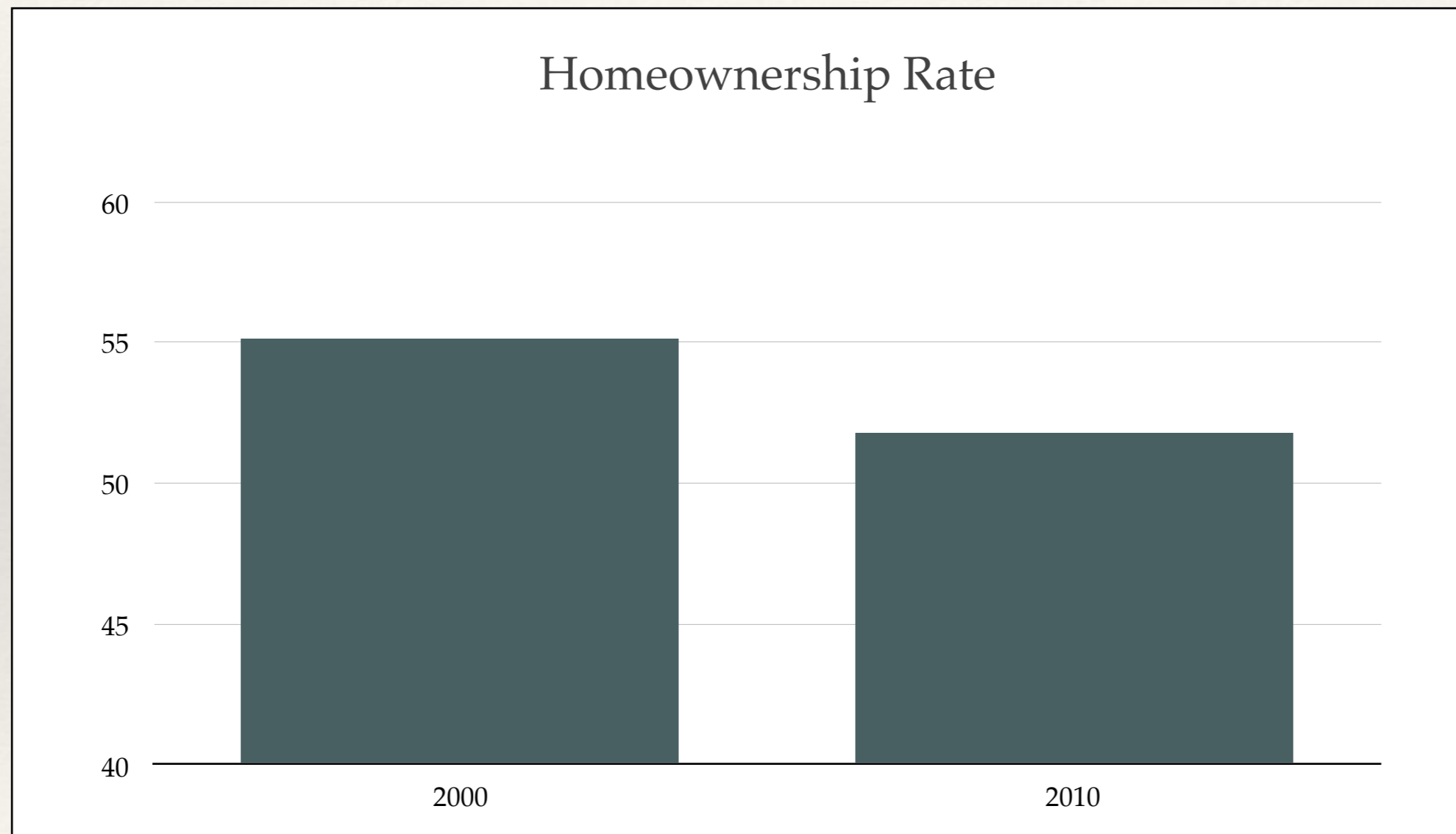
# Conway Trends



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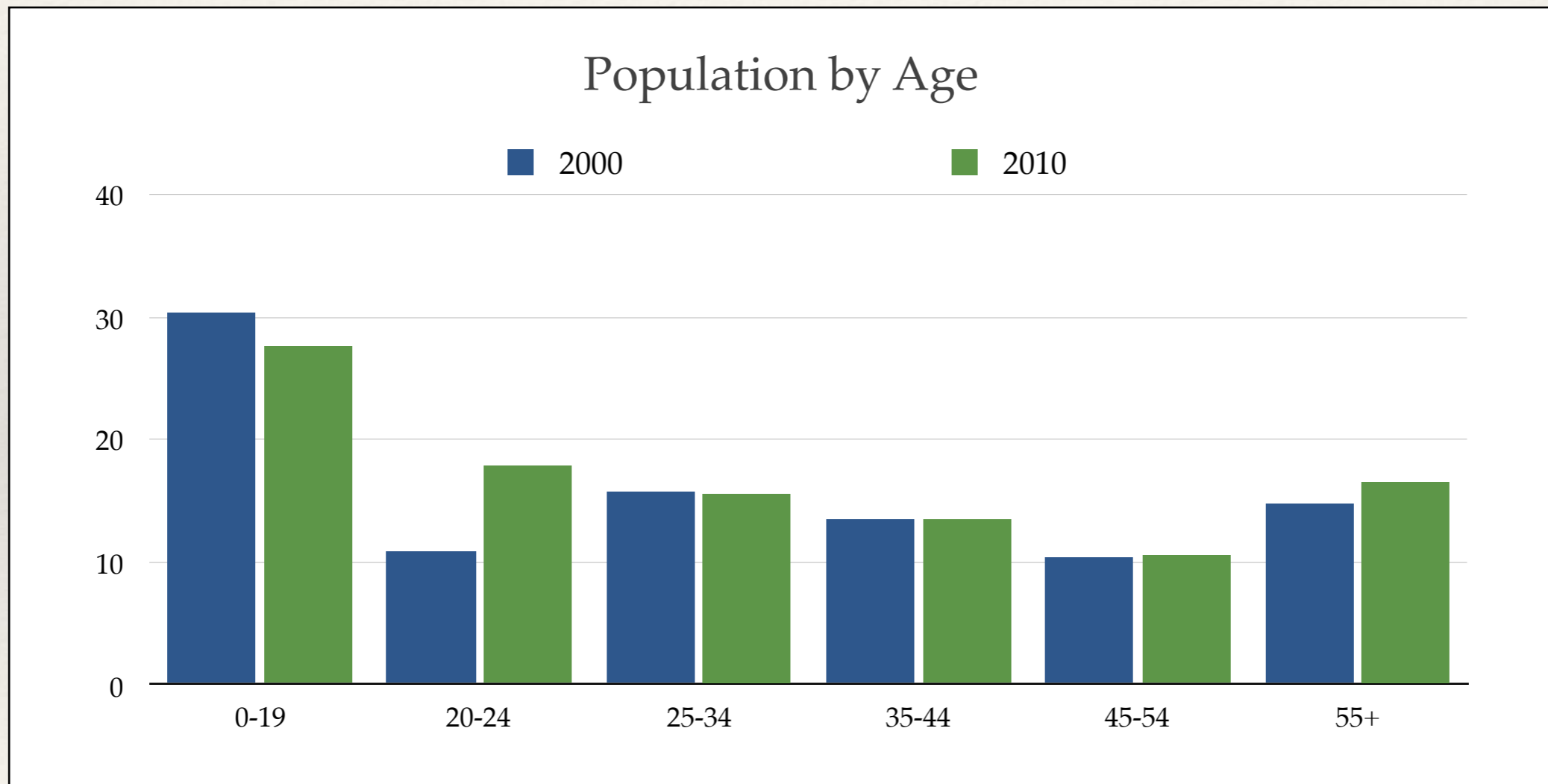
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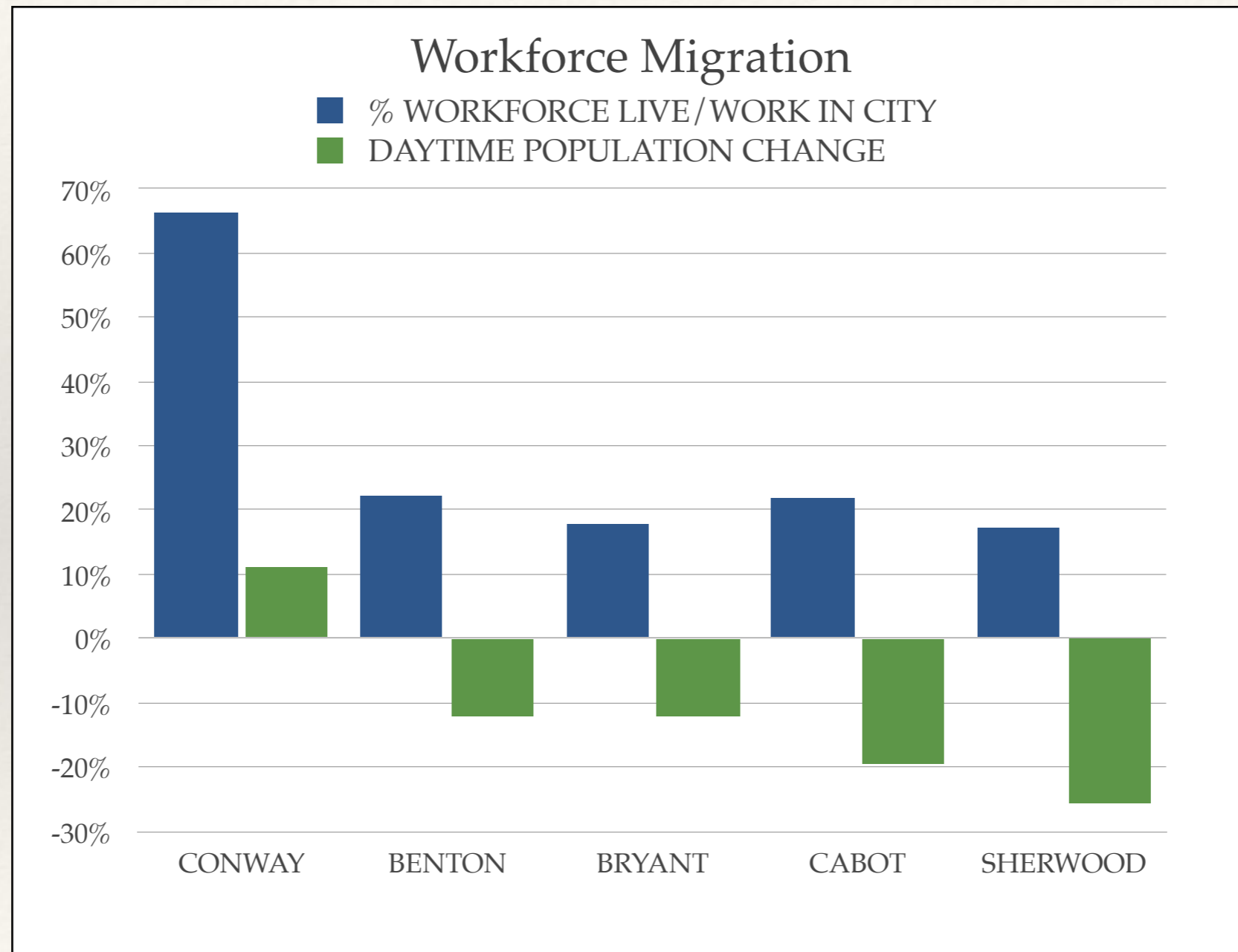
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# Conway Trends

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# Conway Trends



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# Conway Trends

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**So let's do some math...**

Population growth + reduction in new housing starts + rise in rental + shrinking youth + growing college-aged and aging population + commuting dynamics + commercial and office growth + downtown livelihood =

Is Conway becoming a metropolitan area?

Emerging urban housing & lifestyle market?

**Bottom Line:**

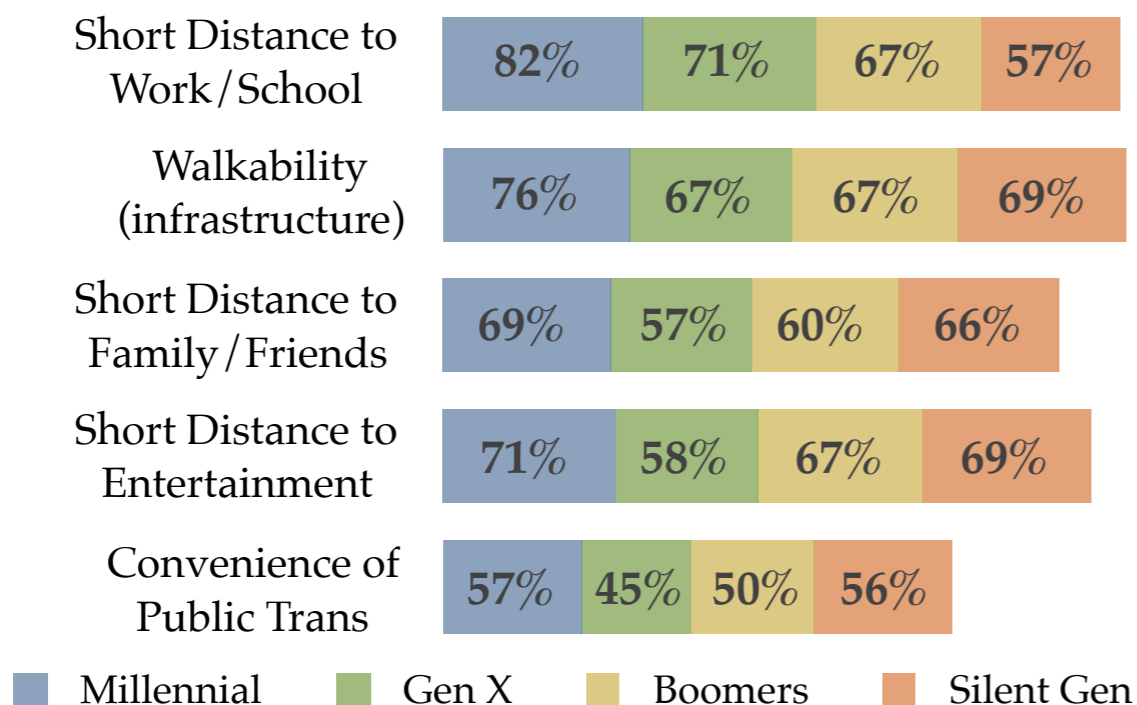
**Will yesterday's strengths be tomorrow's strengths?**

# Evolving Generational Factors

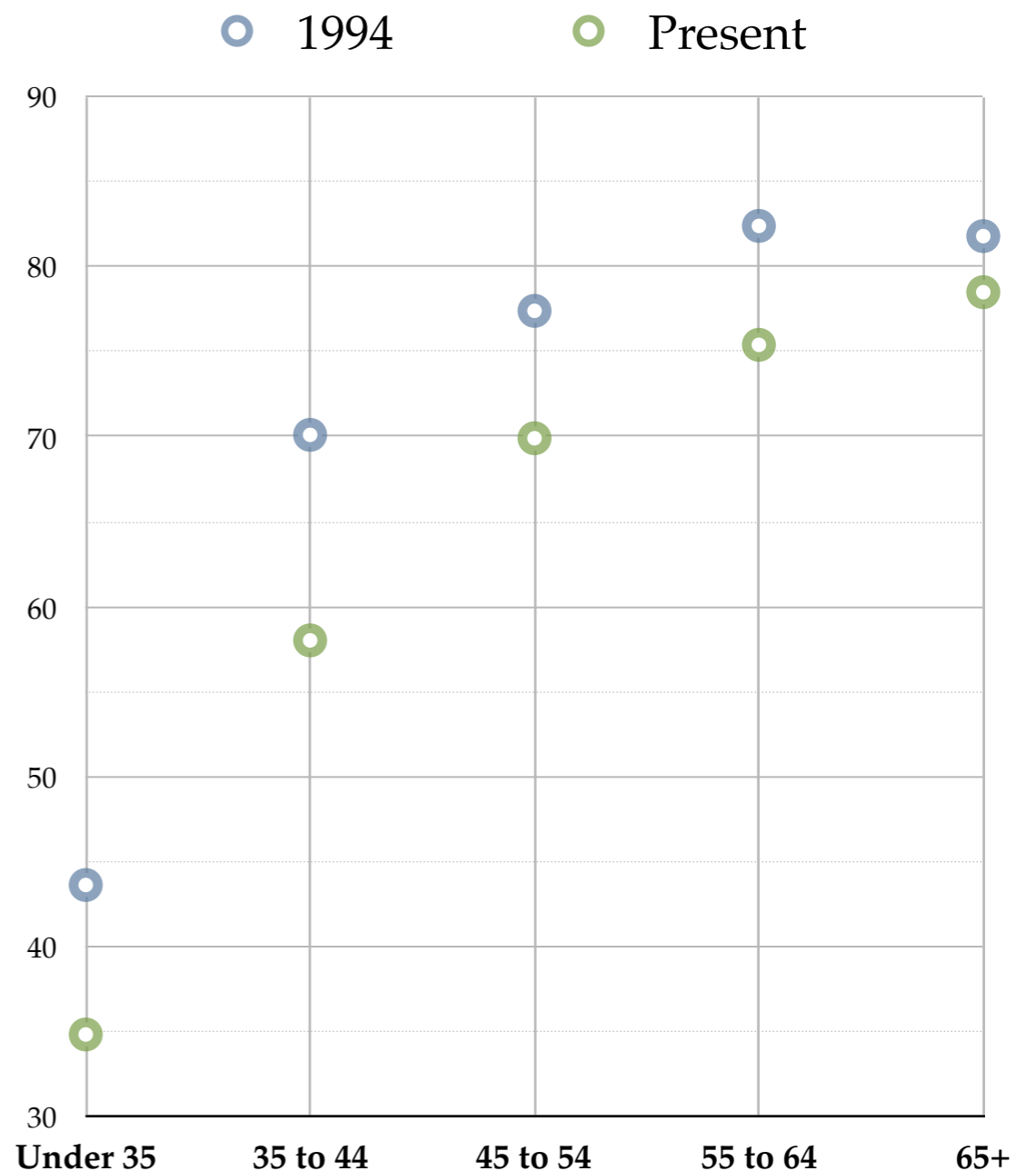
## Transportation Trends

- Drivers as percentage of commuters return to 1980s levels after peak in 2004
- VMT of aged 16-34 down 23% since 1970
- Percentage of high school seniors with driver's license fell 12% since 1996

## Lifestyle Influences



## Declining Homeownership





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# Why Does This Matter To UCA?

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- ❖ UCA is an urban campus
- ❖ Student experience
- ❖ University market competitiveness
- ❖ Security
- ❖ ROI potential



# Why Does This Matter To Neighbors?

- ❖ Amenities
- ❖ Health
- ❖ Community
- ❖ Housing prices
- ❖ Spur creativity
- ❖ Congruent with 2009 Donaghey Corridor Study



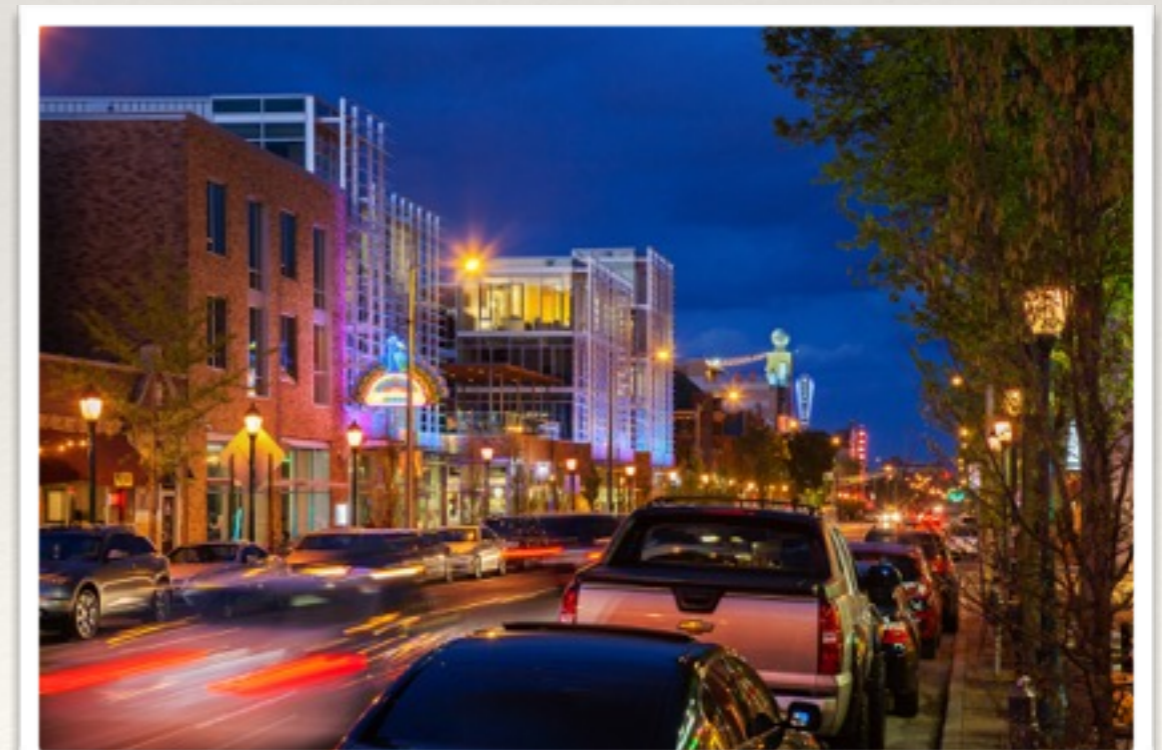
# Why Does This Matter To Conway?

- ❖ Small biz economy
- ❖ Traffic
- ❖ Housing mix
- ❖ Retain millennials & post-millennials (GenZ/iGen)
- ❖ Revenue / Expenditure efficiencies



# Case Study: The Delmar Loop

- ❖ Mixed-Use District of Washington University, STL
- ❖ Similar Size & Density
- ❖ Includes institutional, retail, entertainment uses
- ❖ The Lofts of Wash U student housing (414 students)
- ❖ Planned phase to add additional 186 students



# Case Study: The Delmar Loop



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# The Urbanization of... Conway?

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**Thank you!**