

A large, stylized monogram logo consisting of a large 'V' with a smaller 'V' nested inside it, and a circular element with a crescent shape inside, all in a dark brown color.

THE
VILLAGE
AT HENDRIX



Mission

- Enhance the quality of life for Hendrix students, faculty and staff;
- Integrate the College into the City of Conway; and
- Earn a profit for the Endowment



Strategy

To build a fantastic neighborhood to enhance life around the College.

- What does that mean?
- How does it function?
- What does it look like?
- Who lives there?
- What are our favorite neighborhoods?

Garden District, New Orleans



Savannah, Georgia



Beacon Hill, Boston



Old Town Alexandria, Virginia



New York
Brownstones



Santa Fe,
New Mexico

Arkansas - Eureka Springs, Dickson Street, The Heights & Hillcrest



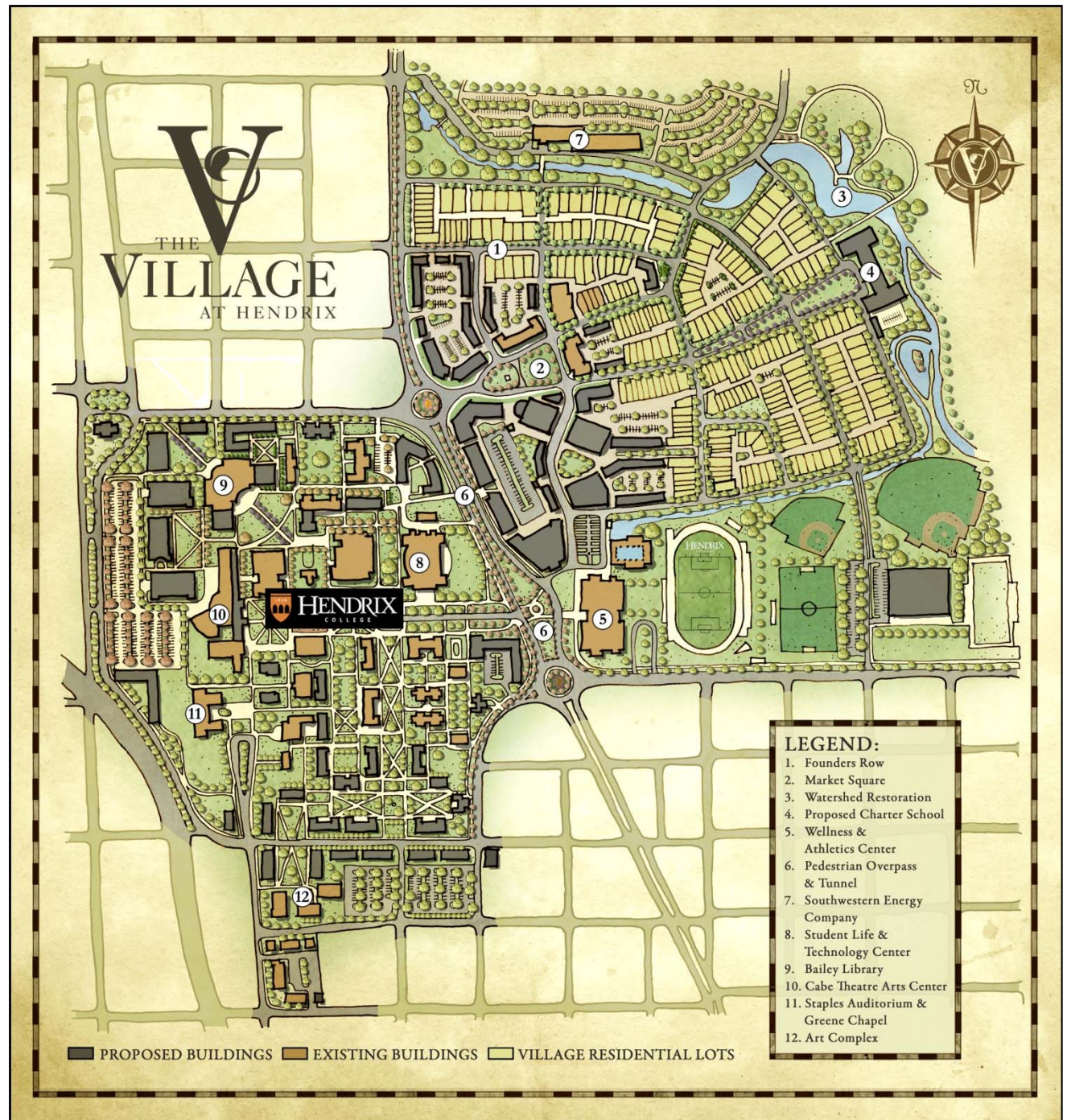


Why are these our favorite neighborhoods?

- Mix of people
 - ✓ Mix of Units
 - ✓ Mix of Prices
- Mix of Uses
 - ✓ Residential
 - ✓ Convenience
 - ✓ Experience
- Aesthetic Beauty

How do we make a great neighborhood?

- Zoning flexibility
- Focus on pedestrians
- Places for casual human interaction
- Aesthetics





Where Is The Village Now?



Where Is The Village Now?



Becoming Beautiful



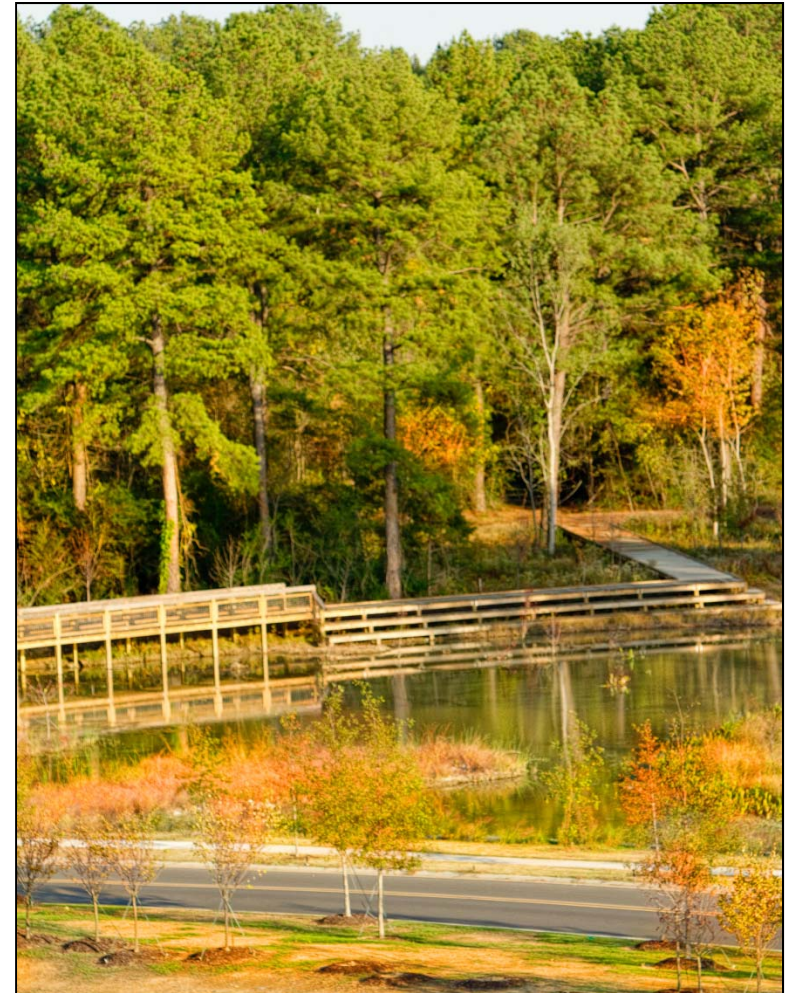
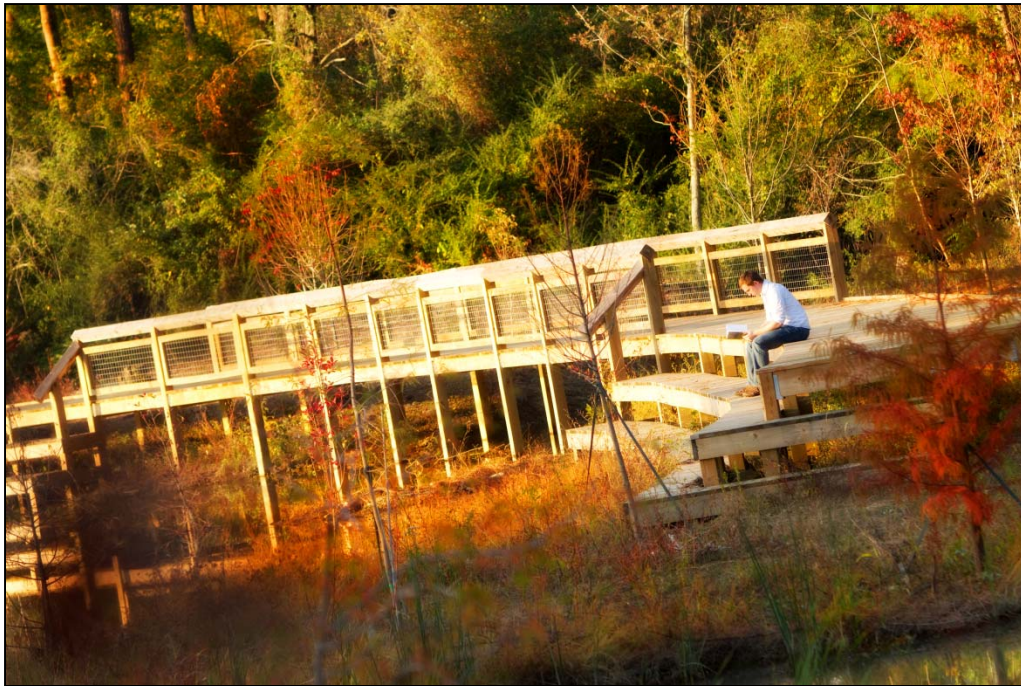
Where Is The Village Now?



Becoming Beautiful



Where Is The Village Now?



Going Green



Where Is The Village Now?



Socializing

Where Is The Village Now?



Relaxing



Where Is The Village Now?



Trick or Treating



Where Is The Village Now?



Entertaining



Where Is The Village Now?



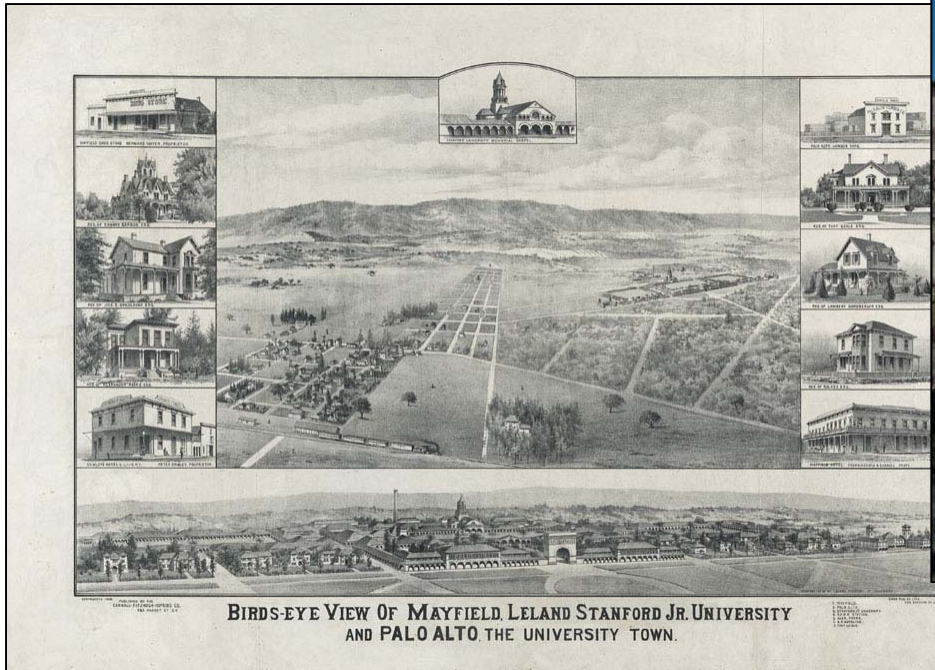
Entertaining



Precedent Projects



Precedent Project Stanford & Palo Alto





Precedent Project Princeton New Jersey





Walk Appeal – Critical for Donaghey Corridor

Walk Appeal



Walk Appeal



Anytown, USA

Rome

London (or Rome or Washington, DC) Standard Maybe 2 Miles



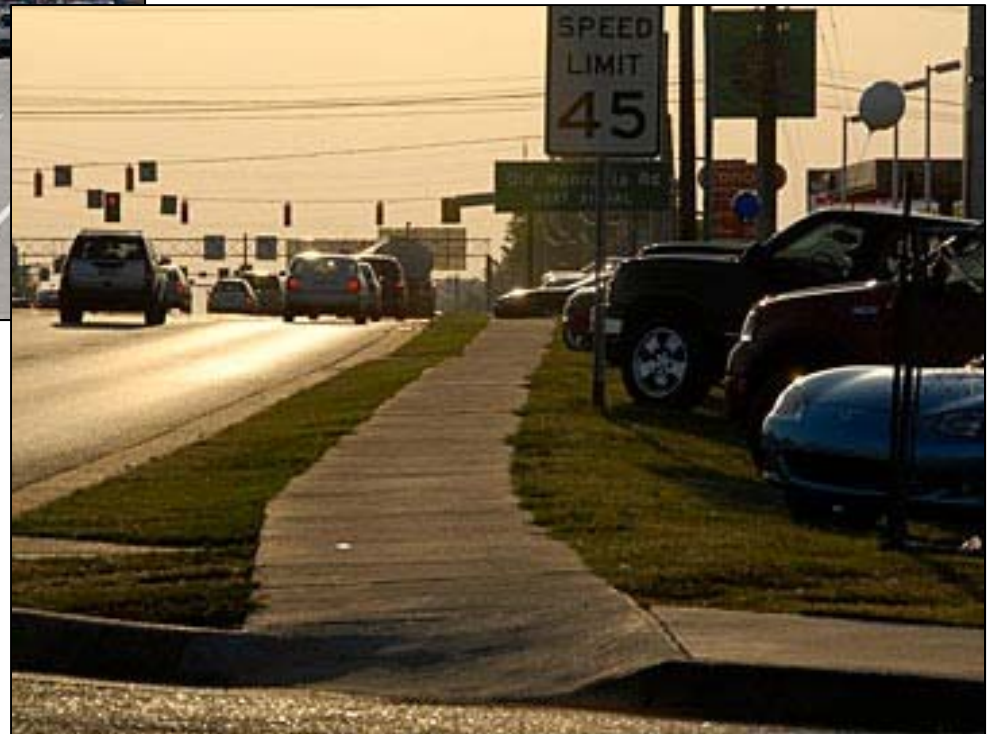
Well Designed Neighborhood 1/4 Mile Standard



Power Center Standard 100 Feet?



Parking Backed Standard 25 Feet?





Walk Appeal Drivers

Measurable

- View Changes
- Street Enclosure
- Window of View
- Shelter
- Goals in the Middle Distance
- Turning the Corner

Immeasurable

- People on the Street
- Loveable Things
- Discoveries
- Safety
- Nature
- Time, Weather & Burdens
- Sounds

People, Sound, Discoveries





**University of
Central Arkansas™**