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

Population by Age

- 2000
- 2010

Age Groups:
- 0-19
- 20-24
- 25-34
- 35-44
- 45-54
- 55+
Conway Trends

Workforce Migration

- % WORKFORCE LIVE/WORK IN CITY
- DAYTIME POPULATION CHANGE

CONWAY  BENTON  BRYANT  CABOT  SHERWOOD
Conway Trends

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

Declining Homeownership

Lifestyle Influences

<table>
<thead>
<tr>
<th></th>
<th>Millennial</th>
<th>Gen X</th>
<th>Boomers</th>
<th>Silent Gen</th>
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</thead>
<tbody>
<tr>
<td>Short Distance to Work</td>
<td>82%</td>
<td>71%</td>
<td>67%</td>
<td>57%</td>
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<tr>
<td>School</td>
<td></td>
<td></td>
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<tr>
<td>Walkability (infrastructure)</td>
<td>76%</td>
<td>67%</td>
<td>67%</td>
<td>69%</td>
</tr>
<tr>
<td>Short Distance to Family</td>
<td>69%</td>
<td>57%</td>
<td>60%</td>
<td>66%</td>
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<tr>
<td>Friends</td>
<td></td>
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</tr>
<tr>
<td>Short Distance to Music</td>
<td>71%</td>
<td>58%</td>
<td>67%</td>
<td>69%</td>
</tr>
<tr>
<td>Entertainment</td>
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<tr>
<td>Convenience of Public Trans</td>
<td>57%</td>
<td>45%</td>
<td>50%</td>
<td>56%</td>
</tr>
</tbody>
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Graph showing declining homeownership by age group from 1994 to present.
Why Does This Matter To UCA?

❖ 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
The Urbanization of... Conway?

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Thank you!