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?
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

Measureable

- 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