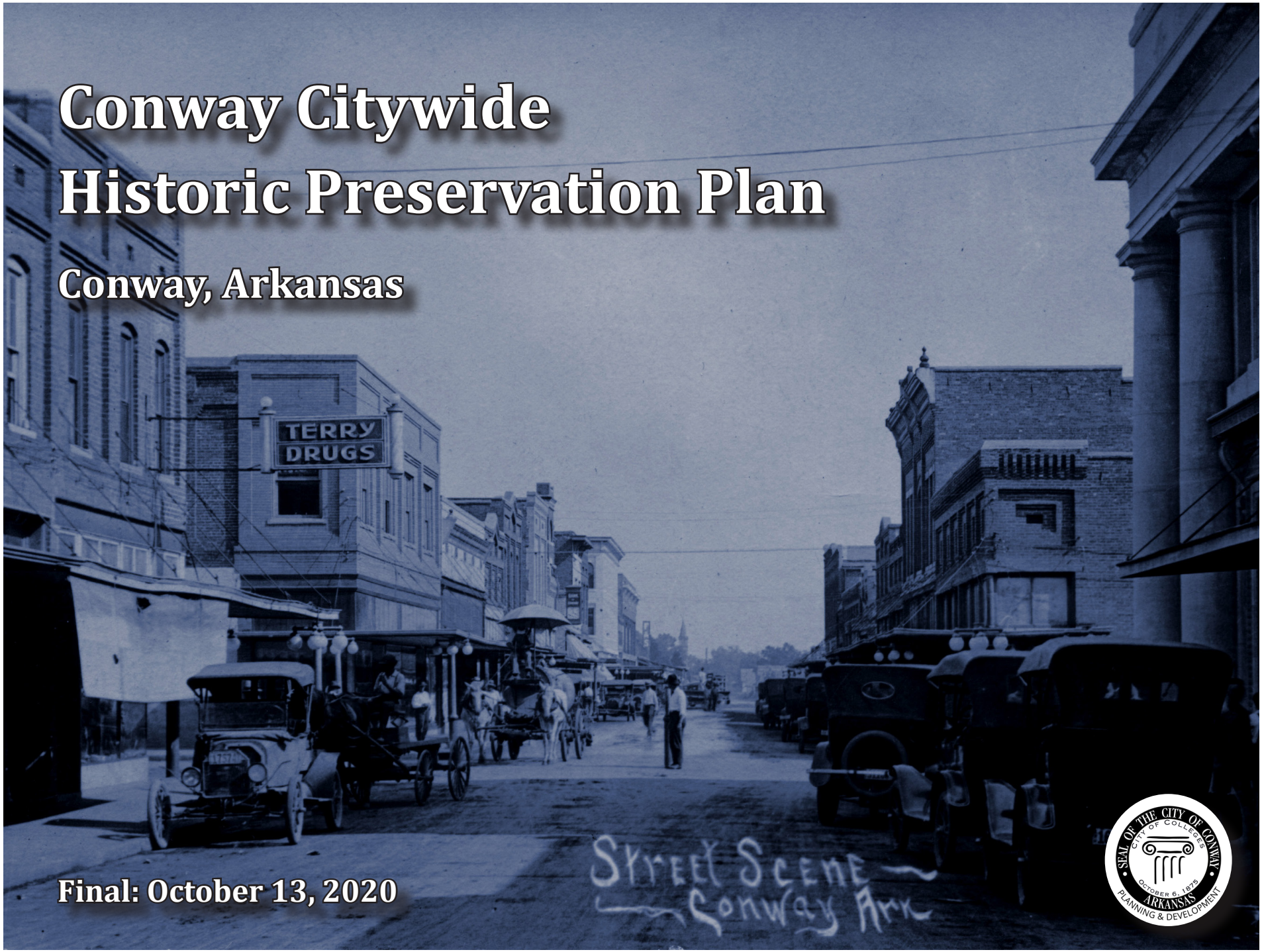
Conway Citywide Historic Preservation Plan

Conway, Arkansas



Final: October 13, 2020

Acknowledgements

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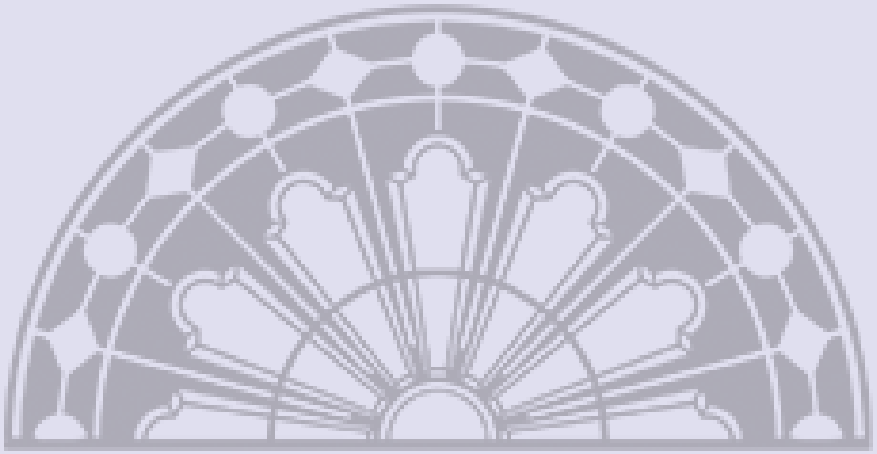




Gone but not forgotten:
The historic train station (above) was demolished in 1987, and the Central Baptist College building (left) was demolished in 1984.

Photo credits: Bill Ward

Project Funding



ARKANSAS HISTORIC PRESERVATION PROGRAM

This material was produced with assistance from the Historic Preservation Fund, administered by the National Park Service, Department of the Interior and the Arkansas Historic Preservation Program, a division of the Department of Arkansas Heritage. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the Department of the Interior or the Department of Arkansas Heritage.

Contents

Topic	Page
EXECUTIVE SUMMARY	i
A) BACKGROUND	
• Project Purpose & Methodology	1
• Historic Overview of Conway	4
• Conway Historic Context	5
• Historic Resources Summary	6
• Existing Planning & Policy Context	14
B) VISION FOR PRESERVATION	
• Public Engagement Process & Results	21
• Summary of Public Opinion Survey Results	22
• Preservation Vision & Goals	25
C) PRESERVATION STRATEGIES	
• Ongoing Education & Public Outreach	26
• Historic Resource Inventory Needs	29
• National Register Nominations	30
• Local District Measures	31
• Other Planning & Regulatory Issues	35
• Incentives for Preservation	36
• Plan Implementation	37
APPENDIX	
Appendix A: Conway Historic Context	

Postcard graphics courtesy of the City of Conway



"US Post Office and Hotel Bachelor, Conway, Ark."



"Courthouse, Conway, Ark."



"Street Scene, Conway, Ark."



EXECUTIVE SUMMARY

Conway Citywide Historic Preservation Plan

EXECUTIVE SUMMARY

Project Background

This Executive Summary provides basic information regarding this historic preservation project for Conway.

Project Purpose
A historic preservation plan is a blueprint for a community's future historic preservation program. It addresses issues such as historic resources inventories, National Register and local historic districts, local historic district regulations, and preservation incentives. The specific purposes of this plan include:

1. Develop an historic context for the community's historic areas.
2. Conduct community engagement in support of accomplishing the plan's scope of work.
3. Identify and establish future preservation vision and goals for the City of Conway.
4. Evaluate the existing structure of the city's regulatory and planning processes for improvement to meet the vision and goals established in the plan.
5. Identify and prioritize future projects for the Conway Historic District Commission relating to the identification, evaluation, registration, and treatment of historic resources/ properties.

Project Methodology
Below is a summary of this project's scope of work to develop this preservation plan for Conway:

Task 1.0: Project Kick-Off & Research
Task 1.1: Evaluate Relevant Documents
Task 1.2: Analyze the City's Design Review Process
Task 1.3: Project Kick-Off Meeting & Tour
Task 1.4: Group Meetings
Task 1.5: Public Kick-Off Meeting

Task 2.0: Context, Survey & Vision/Goals
Task 2.1: Drafting of Historic Context
Task 2.2: Public Opinion Survey
Task 2.3: Creation of Vision & Goals

Task 3.0: Public Workshop & Concepts Preparation
Task 3.1 Follow-Up Field Work (Day 1: morning)
Task 3.2 Public Workshop (Day 1: evening)
Task 3.3 Concepts Preparation (Days 2 & 3)
Task 3.4 Concepts Presentation (Day 3: evening)

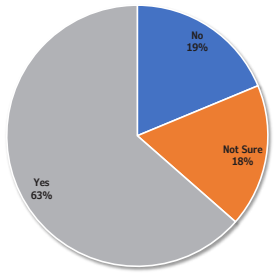
Task 4.0: Draft Plan Preparation
The outline for this draft is reflected in the Table of Contents for the full plan document.

Task 5.0: Plan Presentation & Revisions
This was the culminating task of the project and resulted in the final plan document and presentation to the public.

Public Engagement
This project featured several public engagement opportunities, including the following:

- Stakeholder Group Meetings (4): September 12-13, 2019
- Public Kick-Off Meeting: September 12, 2019
- Workshop & Concept Plan Meetings: February 4 & 6, 2020
- Plan Presentation: June 30, 2020 (via video conference)

There was also a public opinion survey on a wide range of issues related to historic preservation in Conway.



Of those asked whether downtown should become a local historic district, 63% said "yes," 19% said "no," and the rest were unsure.

Historic Context

A historic context tells the story of a community's history through a series of themes that the historic resources are then tied back to. Because it is somewhat lengthy (24 pages), the historic context section of this plan has been provided as *Appendix A* of this plan document. Below is a summary of the six key themes contained in the historic context:

- Significance in Education
- Significance in Community Development
- Significance in Government
- Significance in Commerce
- Significance in Transportation
- Significance in Ethnic History



The Cadron Settlement block house was rebuilt in 1998.
Photo Source: Mike Keckhaver - Encyclopedia of Arkansas

EXECUTIVE SUMMARY

Preservation Vision & Goals

The plan's stated vision and goals are a critical bridge between the background part of the plan and the actual recommendations, as they serve as the basis for the latter. The goals are too lengthy to include here, but below is the plan's vision:

Vision

Conway is a vibrant and progressive community striving to make continuous environmental, social and economic advancements, while preserving its historic resources and overall historic character. The community's historic resources, including downtown and older neighborhoods, provide Conway with a unique identity that distinguishes it from other communities in the region. Historic preservation serves as an important underpinning to Conway's overall quality of life, economy and social fabric.

Preservation Strategies

Interpretation

Tours & Brochures

- Update and expand the Robinson Historic District walking tour brochure.
- Create a walking tour brochure for Downtown.
- Develop an African American heritage walking trail and brochure to connect with the new Pine Street CommUnity Museum.
- Prepare an overall driving tour and brochure highlighting National Register historic districts and individual properties.

Wayside Exhibits

- Develop wayside exhibits for Conway's African American heritage.

Education

Education for Students

- Create curriculum materials on local history for students.
- Provide guided tours of the historic districts for students.

Education for HDC Members & Staff

- Take advantage of ongoing training for HDC members and staff via the Arkansas Historic Preservation Program's Certified Local Government (CLG) grants and other opportunities.



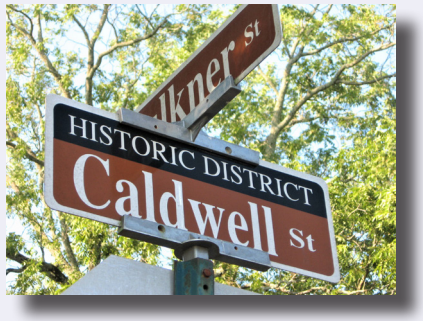
Photo Source: California Office of Historic Preservation website

Entities such as the Arkansas Historic Preservation Program (AHPP) can be a tremendous source for preservation education.

Identification & Recognition

Signage & Plaques/Markers

- Improve signage for the historic districts.
- Consider development of a plaque or marker program for residences.



The Robinson neighborhood already has distinctive street signs indicating it is a historic district, but other future districts could do likewise.

Awards Program

Expand the Downtown awards program of the Conway Downtown Partnership (CDP) to recognize residential rehabilitation and new construction projects

Outreach

- Require title companies to inform sellers and buyers during property transactions within local historic and overlay districts.
- Conduct an annual or biannual mailing to property owners within the local historic and overlay districts to remind them of the associated regulations.
- Create a flyer/brochure on the availability of state and federal preservation tax credits and other incentives for Downtown and residential district property owners.
- Continue outreach to realtors with a flyer/brochure summarizing the overlay district regulations.
- Explore the viability of establishing a non-profit preservation advocacy group in Conway.

PRESERVATION STRATEGIES (CONTINUED)

National Register Nominations

- Evaluate the expansion of the Robinson Historic District if a survey update grant is awarded to the City.
- Update Conway's National Register Historic District nominations that are ten years old or older.
- Prepare a multiple property documentation form (MPDF) following an intensive survey for National Register-eligible properties.

Local District Measures

Historic Districts Ordinance

The City's existing ordinance establishing the local historic district program is generally well-written, so only a few minor revisions are suggested.

New & Expanded Districts

- Make local district designations or expansions contingent upon substantial property owner support.
- Conduct a public education campaign on the merits of local historic districts.
- Pursue local historic district designation for the Conway Commercial and Hendrix Addition National Register districts.

Design Guideline Revisions

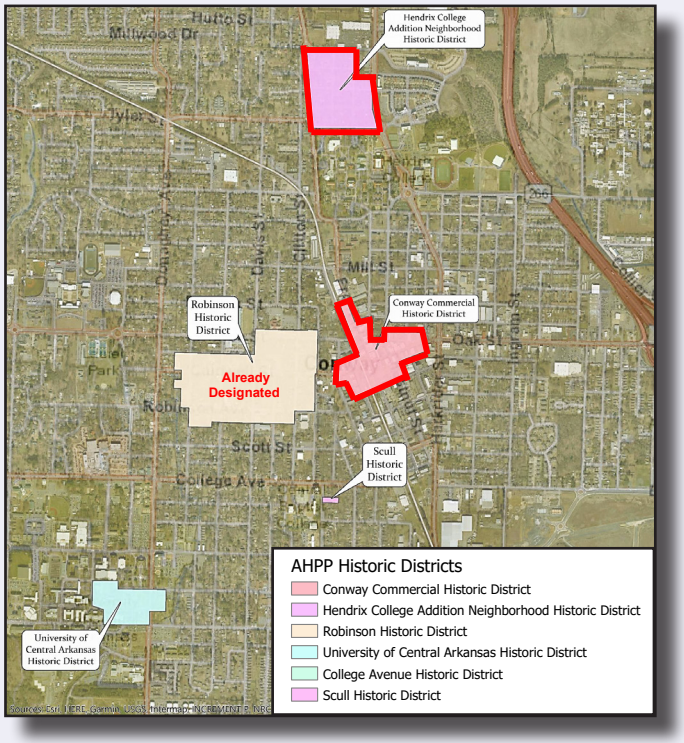
A detailed review was conducted of the design guidelines for the following:

- Robinson Historic District
- Old Conway Design Overlay District (OCDOD)

The guidelines are generally very detailed and effective, but a wide range of minor revisions were recommended for both.



Because there is no historic precedent for these three design treatments, they should not be permitted in the guidelines for the Old Conway Design Overlay District.



The two National Register historic districts proposed for local district protections are both outlined in red above - the Conway Commercial and Hendrix Addition districts.

Historic Resource Inventory Needs

A historic resources inventory (or "survey") is perhaps the most fundamental element of every local historic preservation program because it provides the main body of information on which everything else is based. Below are the key related recommendations:

- Complete an intensive survey of Conway to identify additional historic resources.
- Complete a reconnaissance level survey of suburban areas developed between 1945 and 1970 to identify mid-century modern resources.
- Upload existing and future survey data into the City's Geographic Information System (GIS) data base for citizen access.
- Update the Conway historic resources inventory every 10 to 20 years.

Conway's 1961 map provides direction for future areas to inventory.

Implementation Phasing

A three-phase implementation approach is proposed, as follows:

Phase 1
Tours/brochures, training for HDC members/staff, awards program, public outreach, revisions to preservation ordinance and design guidelines, improvements to HDC approval process, adoption of International Existing Building Code, and improvements and promotion of existing incentives

Phase 2
Wayside exhibits, education for students, resources inventory, National Register nominations, and designations of new local historic districts

Phase 3
Signage and plaques/markers, alignment of this plan with the next comprehensive plan, and revolving fund establishment

PRESERVATION STRATEGIES (CONTINUED)

Other Planning & Regulatory Issues

Design Review & Approval Process
- *Administrative Reviews:* within the overlays, utilize this option to appearing before the full HDC as frequently as possible.
- *COA Applications:* ensure they are complete and of a sufficient quality before being placed on the HDC meeting agendas.
- *Tree Preservation:* enforce regulations on an ongoing basis, rather than only when related to a development application.
- *Final Inspections Enforcement:* ensure that work approved by a COA is done as approved before final inspections for a CO.

Amendments to Related Plans & Policies
- *Comprehensive Plan:* the next citywide plan should align with this preservation plan on preservation-related issues.
- *Building Codes:* The City should adopt the International Existing Building Code (IEBC) established by the ICC.

Incentives for Preservation

Existing Incentives
- *Incentives to Promote:* federal/state investment tax credits for rehabilitations and impact fee exemptions in the Downtown
- *Incentives to Improve:* Conway Downtown Partnership's (CDP's) Building Improvement Grant Program



This building at 1009-1011 Oak Street benefited from the Conway Downtown Partnership's (CDP's) Building Improvement Grant Program.

New Incentive
- *Revolving Fund to Rehabilitate Buildings:* if a local entity to manage such a program is not viable, consider Preserve Arkansas (PA) as an alternative for numerous communities.

Plan Implementation

The key issues addressed by the plan are responsible parties, costs and phasing. Phasing is summarized in the sidebar at left.

Responsible Parties

Plan implementation will require a team effort. The plan details the party roles, but below is a summary of the key parties:

- Historic District Commission (HDC)
- City Planning Staff
- Conway Downtown Partnership (CDP)
- Faulkner County Historical Society (FCHS)

Implementation Costs

Below is a summary of some of the primary costs anticipated for implementing this plan:

Public Policy Revisions

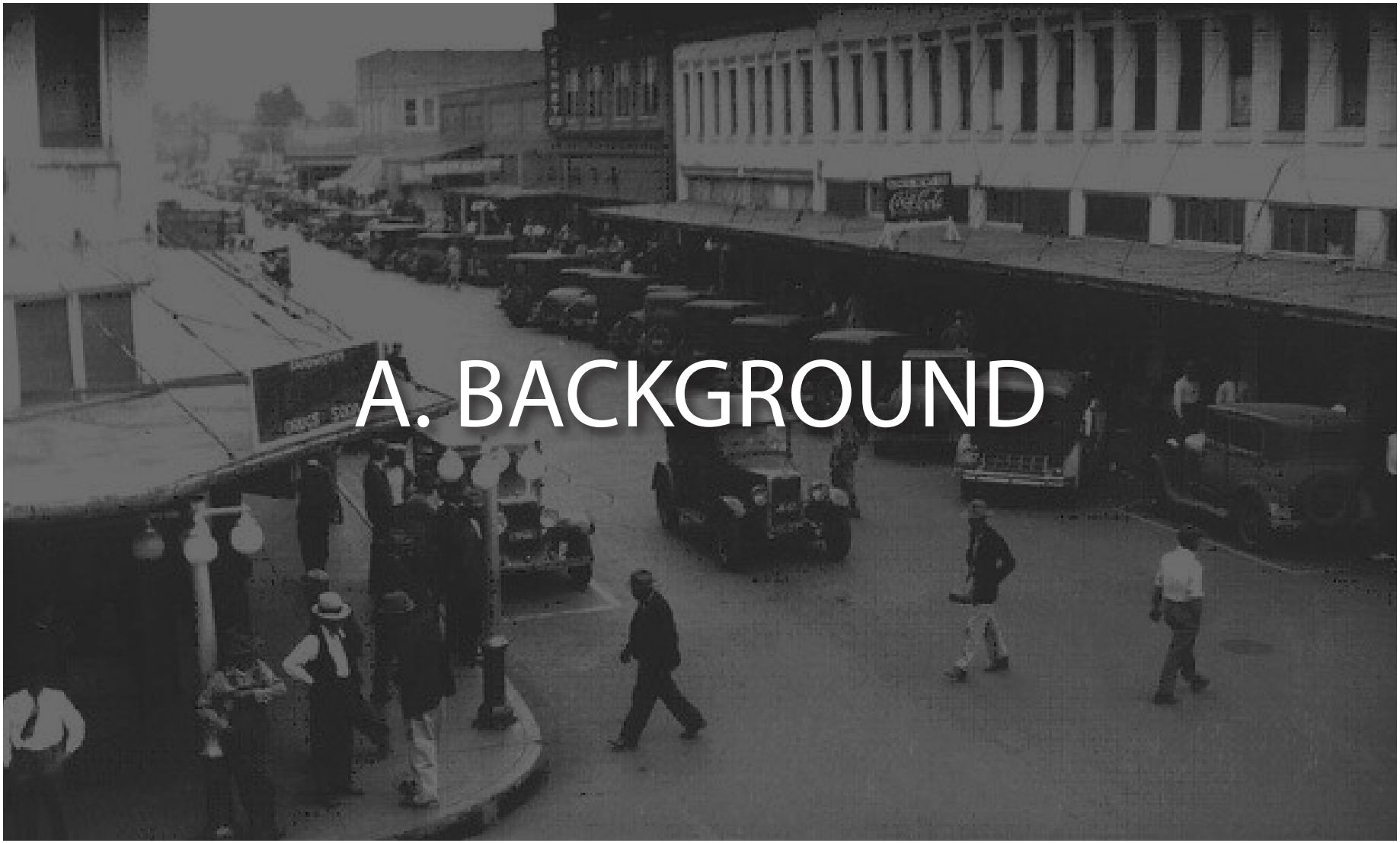
Examples of policies to be revised include the preservation ordinance and design guidelines. There will be no significant costs for these efforts since City staff can achieve them.

Resource Inventory & NR Nominations

This work will likely total in the $60,000 - $70,000 range, but it could be spread out over a few years, and it is a good candidate for CLG funding through the AHPP.

Brochures, Signage, Markers, Exhibits

These costs cannot be determined until the design phase for each product is completed following this plan's adoption.


A. BACKGROUND

A) BACKGROUND

Example Questions to Answer in the Plan

Per the City of Conway's request for proposals (RFP) document, below are just some of the questions that this plan will answer:

- What is the City hoping to achieve through the work of the Historic District Commission (HDC)?
- Should the Downtown Commercial Historic District be governed as a local district instead of a historic zoning design overlay?
- How can the HDC's preservation goals be further integrated into the City's land use regulations?
- Should the HDC pursue the creation of design standards that are specific to certain local districts?
- Should the HDC pursue the creation of sensitively designed pre-approved house plans for new construction for its historic overlay district?

Project Purpose & Methodology

Project Purpose

A historic preservation plan is a blueprint for a community's future historic preservation program. It addresses issues such as historic resources inventories, National Register and local historic districts, local historic district regulations, and preservation incentives. A good preservation plan should answer the following questions:

- Where are we now?
- Where are we headed?
- Where do we want to go?
- How do we get there?

The specific purposes of this plan include the following:

1. Develop an historic context for the community's historic areas.
2. Conduct community engagement in support of accomplishing the plan's scope of work.
3. Identify and establish future preservation vision and goals for the City of Conway.
4. Evaluate the existing structure of the city's regulatory and planning processes for improvement to meet the vision and goals established in the plan.
5. Identify and prioritize future projects for the Conway Historic District Commission relating to the identification, evaluation, registration, and treatment of historic resources/properties.



This 1854 map illustrates Conway County prior to the county being split off into Faulkner County in 1873. It is from "Colton's Railroad & Township Map of Arkansas." In that same year, Conway was designated as the county seat for this newly-created county. Map Source: Library of Congress

Project Methodology

Below is a summary of this project's scope of work to develop this preservation plan for Conway:

Task 1.0: Project Kick-Off & Research

The following sub-tasks were performed by the Consultants before, during and after their two (2) day Trip #1 to Conway:

Task 1.1: Evaluate Relevant Documents

The Consultants performed an evaluation of historic resource planning documents used by the City to later develop recommendations for policy revisions, document updates, program development, and the identification of needs for additional research. Examples of documents reviewed included historic sites inventories, National Register nominations, the City's current Comprehensive Plan, zoning and development regulations, historic district regulations and design guidelines, and similar documents. Much of this task occurred prior to Trip #1.

PROJECT PURPOSE & METHODOLOGY (CONTINUED)

Task 1.2: Analyze the City's Design Review Process
The Consultants performed an analysis of the Historic District Commission's (HDC's) current practices involving the review and decisions on applications to the HDC.

Task 1.3: Project Kick-Off Meeting & Tour
Occurring on the first day of Trip #1, this meeting between the Consultants and key City representatives included a careful review and discussion of the project Scope of Work, a review of documents already obtained by the Consultants versus those still needed, and potential issues for the plan's focus. Following that morning meeting, the Consultants conducted a tour of the community's historic areas that was led by City representatives.

Task 1.4: Group Meetings
As part of Trip #1, the Consultants conducted a series of meetings. Each meeting lasted approximately one (1) hour, each group included ten (10) or fewer participants, and groups included the following:

- Conway Downtown Partnership and Central Business Improvement District Commission
- Property Owners and Residents
- Design Professionals
- Colleges/Universities

Task 1.5: Public Kick-Off Meeting
This meeting occurred on the evening of the first day of Trip #1. It introduced the Consultants to attendees, provided an overview of the project, and began to solicit input from participants regarding their thoughts on historic preservation in Conway.

Task 2.0: Context, Survey & Vision/Goals
The Task 2.0 sub-tasks included the following:

Task 2.1: Drafting of Historic Context
Through background, archival, and on-the-ground research, the historic context for Conway's historic areas was established. This work included using and synthesizing information to establish periods of significance and geographic limits for each historic area such that each area and its development over time can be understood. This task followed the Secretary of the Interior's Standards for Preservation Planning for historic contexts.

Task 2.2: Public Opinion Survey
Based upon a clearer understanding of the various perspectives of community stakeholders gained through Task 1.0, the Consultants drafted a public opinion survey that was administered by the City. The online survey consisted of multiple-choice questions so the answers could be easily tabulated. The survey was designed by the Consultants to solicit opinions, perceptions and preferences of respondents on issues related to historic preservation in Conway. Before being administered, the draft survey was reviewed by the City and a single "red lined" copy was provided to the Consultants for revisions. The survey was promoted to the public through a variety of means, including the City's website and through social media. Following the City's administration and tabulation of the survey results, they were provided to the Consultants to benefit the balance of the project. A total of ninety-six (96) surveys were completed.

Task 2.3: Creation of Vision & Goals
The community engagement process was critical to establishing the Vision and Goals for historic preservation in Conway. The Vision and Goals provided a springboard for all of the subsequent recommendations created in Tasks 3.0 and 4.0 of this project. As just one example, it helped the City prioritize future Historic District Commission (HDC) projects. Similarly, as

Key Questions from the Public Opinion Survey

The results of the Task 2.2 public opinion survey are provided on pages 21-24. Some of the key questions asked include the following:

- Has Conway had success in preserving and protecting its historic assets and buildings?
- How effective would initiating a public awareness campaign be in raising awareness of Conway's historic and overlay district regulations?
- Conway's historic downtown is designated as part of a conservation overlay district, but the associated regulations do not prohibit the demolition of historic buildings, as would local historic district designation. Do you believe that historic district designation should be extended to the downtown?

Words on the Importance of Preservation for Conway

"Historic preservation is critical to ensuring future generations understand the Conway story and can see that history represented in the buildings throughout our community. And while these efforts foster that connection to our history and community pride, there are also tangible economic benefits to the community and property owners when our downtown and historic neighborhoods are vibrant."

- James Walden, AICP
  Director of Planning & Development

"Statistics show that homes in historic districts have a higher re-sale value than houses not located within historic districts."

- Levi Hill
  Assistant Director of Planning & Development

Project Purpose & Methodology (continued)

stated in the RFP, it helped answer the question of "what" the City is working to achieve through the work of its HDC. This task's Vision and Goals can also be used to inform the City's future comprehensive planning efforts and small-area plans throughout Conway.

Task 3.0: Public Workshop & Concepts Preparation

Based upon the Consultants' detailed understanding of historic preservation issues in Conway achieved during Task 1.0, as well as public opinions and the vision established in Task 2.0, this task was the pivotal step in generating the key ideas for the ultimate plan. While the details were decided on with the help of the City as the project progressed, the Consultants' associated three (3) day Trip #2 to Conway included the following components:

Task 3.1 Follow-Up Field Work (Day 1: morning)
Task 3.2 Public Workshop (Day 1: evening)
Task 3.3 Concepts Preparation (Days 2 & 3)
Task 3.4 Concepts Presentation (Day 3: evening)

Task 4.0: Draft Plan Preparation

Based upon the background research, public input process conducted up to this point, the expertise and vast experience of the Consultants, and the City's response to the Concepts created during the Task 3.0 trip to Conway, the draft Historic Preservation Plan was prepared.

Task 5.0: Plan Presentation & Revisions

Following the City's review and feedback, the Consultants presented the draft plan to the public as part of a one-day Trip #3 to Conway. Based upon a review of the draft document by the City, input from the presentation, and the City's submission of a single "red-lined" draft that served as a composite of all comments, it was revised and submitted to the City as a final document.

Project Schedule

The tentative eight (8) month schedule agreed upon at the outset of the project included the following time frame:

Task 1.0: Project Kick-Off & Research . . . . . Month 1
Task 2.0: Context, Survey & Vision/Goals . . . . . Months 2-3
Task 3.0: Public Workshop & Concepts Preparation Month 4
Task 4.0: Draft Plan Preparation . . . . . Months 5-7
Task 5.0: Plan Presentation & Revisions . . . . . Month 8



Consultant team members and City staff conducted a field survey of the historic downtown area to help identify various historic preservation issues.

A) BACKGROUND

Historic Overview of Conway

The following information is a broad overview of Conway's history organized by key dates and eras. The following pages provide more detail with a historic context.

1818 – Cadron Settlement: One of the first permanent non-Native American settlements in central Arkansas was established at the mouth of the Arkansas River and Cadron Creek. It was located on what is now the western edge of Conway and now home to a park. It was placed on the National Register of Historic Places in 1974.

1871 – Founding of Conway: Asa Robinson, the Chief Engineer for the Little Rock – Fort Smith Railroad, was compensated with a deed to a square mile of land near Cadron. In 1871, he platted the area and then built a depot and town around it. It was called "Conway Station."

1873 – Conway Becomes the County Seat: The newly-created town was designated as the county seat for Faulkner County. That same year, Faulkner County was formed from Conway and Pulaski Counties.

1875 – Town is Incorporated: At the time of the city's incorporation, it was only one square mile in area and had a population of roughly 200 people.

1879 – Father Joseph Strub Founded the St. Joseph Colony: As a Roman Catholic from Germany, he had attracted over 100 German families to Conway by 1889.

1890 - 1907 – Colleges are Established:

- 1876: Hendrix College (moved to Conway in 1890)
- 1892: Central College - now Central Baptist College
- 1907: Arkansas State Normal School – now University of Central Arkansas

Photo Source: Mike Keckhaver - Encyclopedia of Arkansas



Photo Source: Wikipedia



Above: The Cadron Settlement block house was reconstructed in 1998.

Left: Father Joseph Strub founded the St. Joseph Colony in 1879.

Below: Although it was established in 1907, by 1909 the Arkansas State Normal School already had a baseball team.

Photo Source: Pinterest.com



Cadron Settlement Park

Below is an excerpt from the Encyclopedia of Arkansas:

In 1976, as a bicentennial project, the Faulkner County Historical Society, the Conway Chamber of Commerce and the Army Corps of Engineers joined together to create the current Cadron Settlement Park and to construct a blockhouse that was historically consistent with Nuttall's 1820 sketch of Cadron. The reconstructed two-story building used cypress planks for walls, with massive fireplaces at each end. The official dedication was on October 14, 1979. Unfortunately, a fire caused by vandals destroyed the blockhouse in 1992, and the entire site was razed. Again, the Faulkner County Historical Society joined with the Chamber of Commerce for a second reconstruction that was completed in 1998. Currently, there is free access to the Cadron Settlement grounds, and the interior is available for public and private use for a small fee.

A) BACKGROUND

The Components of a Historic Context

The following excerpt is from a white paper written by Barbara Wyatt with the National Park Service (NPS) on April 9, 2009 to provide instructions on how to prepare a historic context:

Development of the Theme or Area of Significance
Address pertinent environmental, economic, cultural, technological, settlement, and governmental factors that may have influenced development of the context. The nature of information presented varies, depending on the geographic scope of the context. This section of the context should be presented as a summary, although if themes are complex, cover a wide geographic range, and extend over a long period of time, the content will be more complex than a theme more limited in all aspects. Suggestions regarding information to include in contexts that are local, state, and national in scope follow.

Conway Historic Context

Appendix A of this plan features a detailed historic context of Conway. This page constitutes a concise summary of that document.

The context begins with a two-page summary of the community's overall history, beginning with the area's occupation by Native Americans and carrying through to today. Below is an outline of the context's primary components:

Significance in Education

Hendrix College
- President's House, Hendrix College
- Martin Hall
- Galloway Hall

Central Baptist College

University of Central Arkansas
- University of Central Arkansas Historic District

Arkansas Children's Colony

Significance in Community Development
- Robinson Historic District
- College Avenue Historic District
- The Hendrix College Addition Neighborhood Historic District
- Lasley's College Apartments
- Scull Historic District
- O. L. Dunaway House
- Greeson-Cone House
- Frank E. Robins House
- J. E. Little House
- Michael M. Hiegel House
- Reuben W. Robins House
- D.O. Harton House

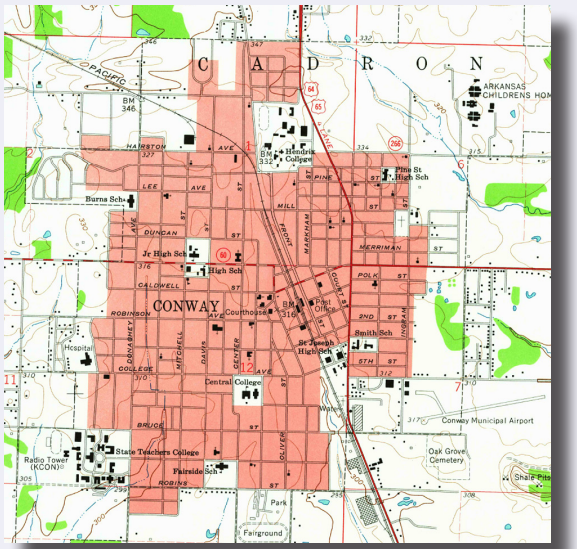
Pine Street Neighborhood
Historically, the Pine Street area was home to much of Conway's African American community. For more information, see this plan's Historic Context in *Appendix A*.

Significance in Government
- Faulkner County Courthouse
- Faulkner County Jail
- Conway Confederate Monument

Significance in Commerce
- Conway Commercial Historic District
- Farmers State Bank
- Frauenthal & Schwarz Building
- Hall-Hogan Grocery Store

Significance in Transportation
- Century Flyer

Significance in Ethnic History
- Pine Street Neighborhood



This map of Conway by the United States Geological Survey (USGS) illustrates the relatively small size of the community as recently as 1961.

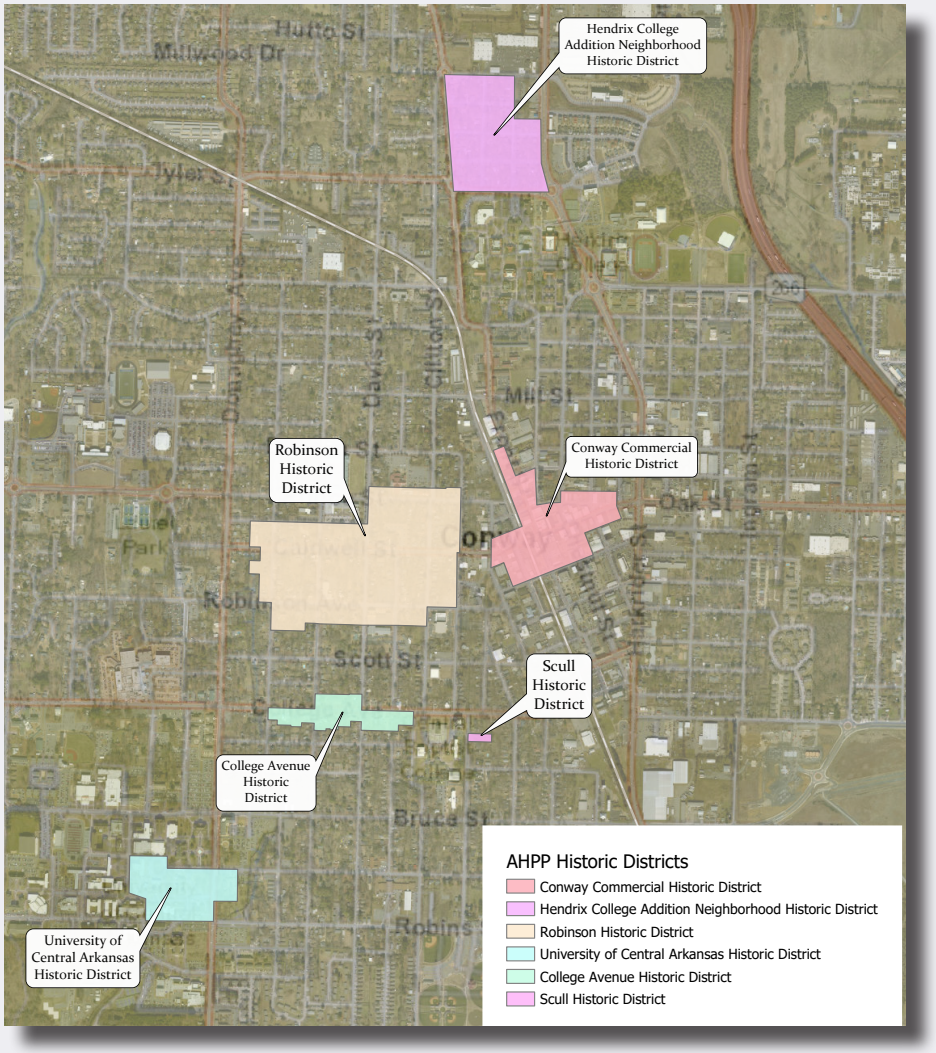
HISTORIC RESOURCES SUMMARY:
NATIONAL REGISTER RESOURCES

Although there are plenty of important historic resources in Conway that are not at the level of significance for National Register (NR) status, NR resources are a good starting point for understanding the community's historic resources. NR resources are addressed here in terms of two categories - districts and individually-designated properties. Below is a map of the six NR districts in Conway.

National Register
Historic Districts
Here is a summary of Conway's existing six NR districts, and a corresponding map is below:

- Conway Commercial Historic District
- Robinson Historic District
- Hendrix College Addition Neighborhood Historic District
- University of Central Arkansas Historic District
- Scull Historic District

The College Avenue Historic District has not yet been officially approved as an NR district, so its status is considered to be pending.



The National Register

The following information is adapted from the National Park Service's website:

The National Register of Historic Places is the official list of the nation's historic places worthy of preservation. Authorized by the National Historic Preservation Act of 1966, the National Park Service's (NPS's) National Register (NR) is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources.

The more than 95,000 NR properties (as of 2019) represent 1.8 million contributing resources - buildings, sites, districts, structures, and objects. Almost every county in the US has at least one place listed in the NR. Listing in the NR is the first step towards eligibility for NPS-administered federal preservation tax credits that have leveraged more than $45 billion in private investment and NPS grant programs.

A) BACKGROUND

National Register Nomination: Summary Excerpt

The Conway Commercial Historic District has remained a thriving commercial center for Conway, Arkansas. Conway is the county seat for Faulkner County, located in the southwest section of the county and in the central part of the state within the Fourche Mountain subdivision of the Ouachita Mountains. Two buildings within the district have been previously listed on the NRHP. The ca. 1925 Frauenthal & Schwarz Building (NR listed 10-23-92) is located at 801 Front Street at the south end of the district. The 1918 Farmers State Bank Building (NR listed 12-22-82) is located at the northwest corner of Front and North Streets in the north-central section of the district. The district encompasses 19 full and 4 partial blocks. Within the district boundaries, there are 130 buildings, one park, 2 vacant lots, and 4 ancillary structures. Of the buildings within the district, 54.1% are contributing elements.

Conway Commercial National Register Historic District

Location:
Downtown (straddling the rail line)

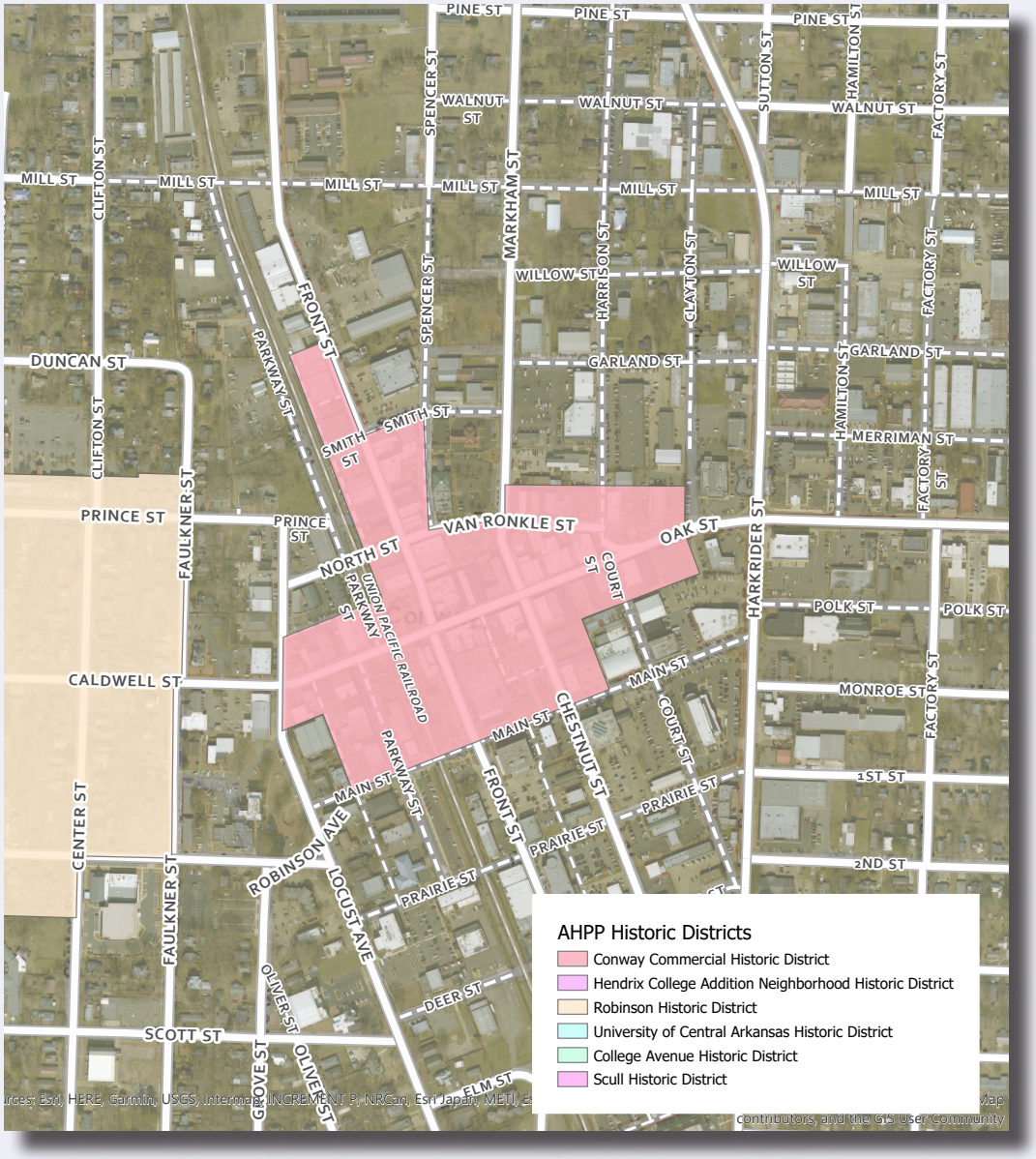
Size:
34 acres

Period of Significance:
1879-1960

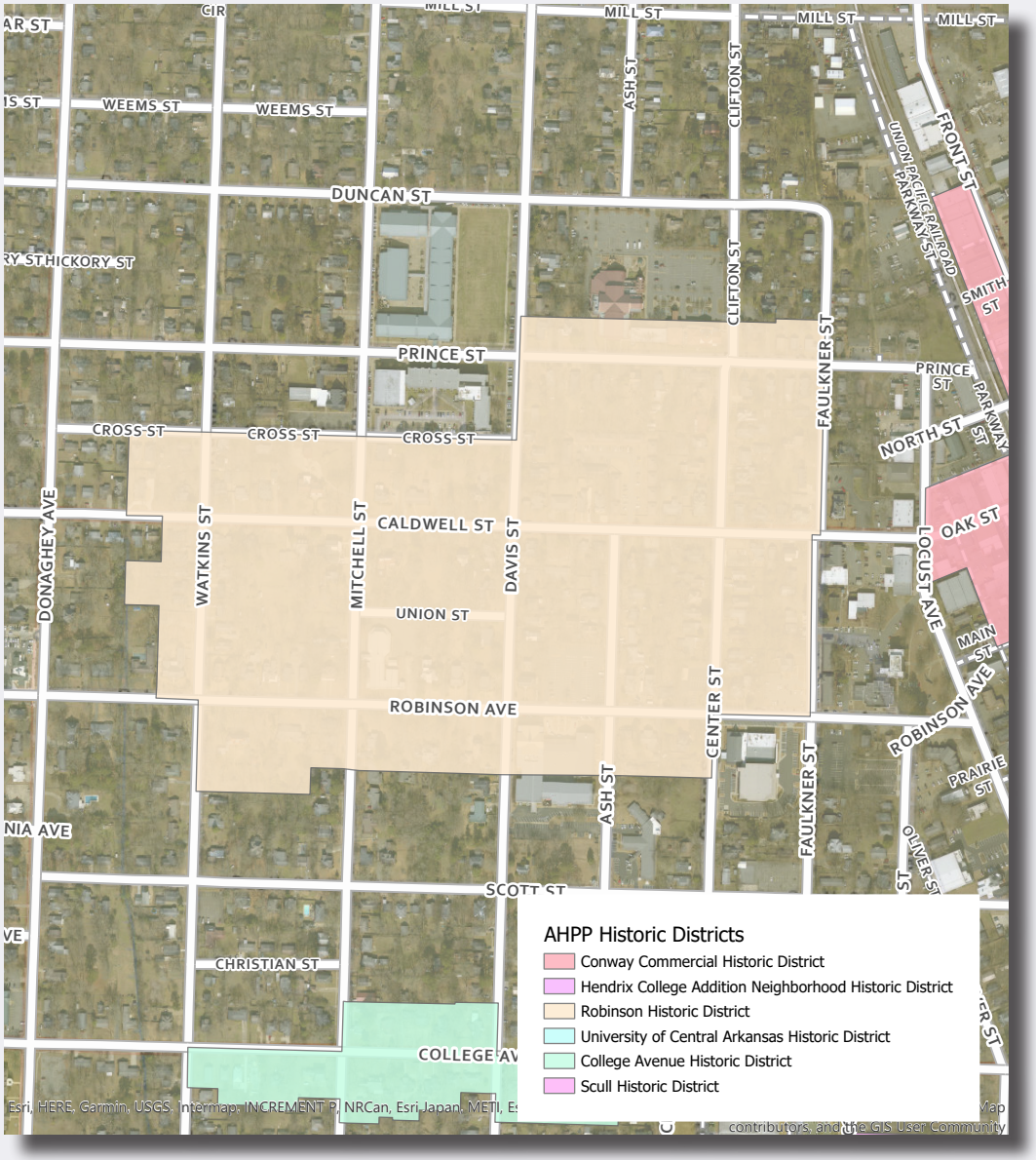
Primary Land Uses & Building Types:
Commercial and institutional

Contributing vs Non-Contributing Properties:
70/61

Year Designated to NR:
2001



A) BACKGROUND



Robinson National Register Historic District

Location:
Immediately west of Downtown

Size:
103 acres

Period of Significance:
1890-1950

Primary Land Uses & Building Types:
Residential and religious

Contributing vs Non-Contributing Properties:
83/54

Year Designated to NR:
2001

National Register Nomination: Summary Excerpt

Located immediately west of the central business district and Faulkner County Courthouse, the Robinson Historic District comprises the oldest residential area in the city of Conway, Arkansas. The area experienced ongoing residential development over a period of sixty years, 1890-1950. Approximately 86% of the buildings in the Robinson Historic District were constructed during the years between 1890 and 1950, with the heaviest concentration (58% of the district) built between 1900 and 1930. Exemplified in the 143 buildings in the district is an array of historic architectural styles ranging from the ornate Queen Anne style to early versions of the ranch style, Colonial Revival and Craftsman style designs make up the bulk of the district's building stock. The Minimal Traditional style is also well represented with twenty-three houses (16%) of this style attesting to the growth of the neighborhood during the 1930s and 1940s.

A) BACKGROUND

National Register Nomination: Summary Excerpt

The Hendrix College Addition Neighborhood Historic District is located immediately north of Hendrix College in Conway, Faulkner County, Arkansas. The Hendrix College Addition Neighborhood Historic District was named for its close association with the school. The area was created for, and still consists of, mainly residential use, though there have always been a small number of commercial establishments located within the boundaries of the neighborhood. The neighborhood experienced continued, significant growth from the early 1900s to the 1950s. New construction substantially waned during the 1960s, although three new homes have been built since 2000. The announcement by Hendrix College of the then-new adjacent subdivision raised interest in residential construction in the area immediately north of the college. There is an array of architectural styles present in the neighborhood.

Hendrix College Addition Neighborhood National Register Historic District

Location:
Just north of Hendrix College

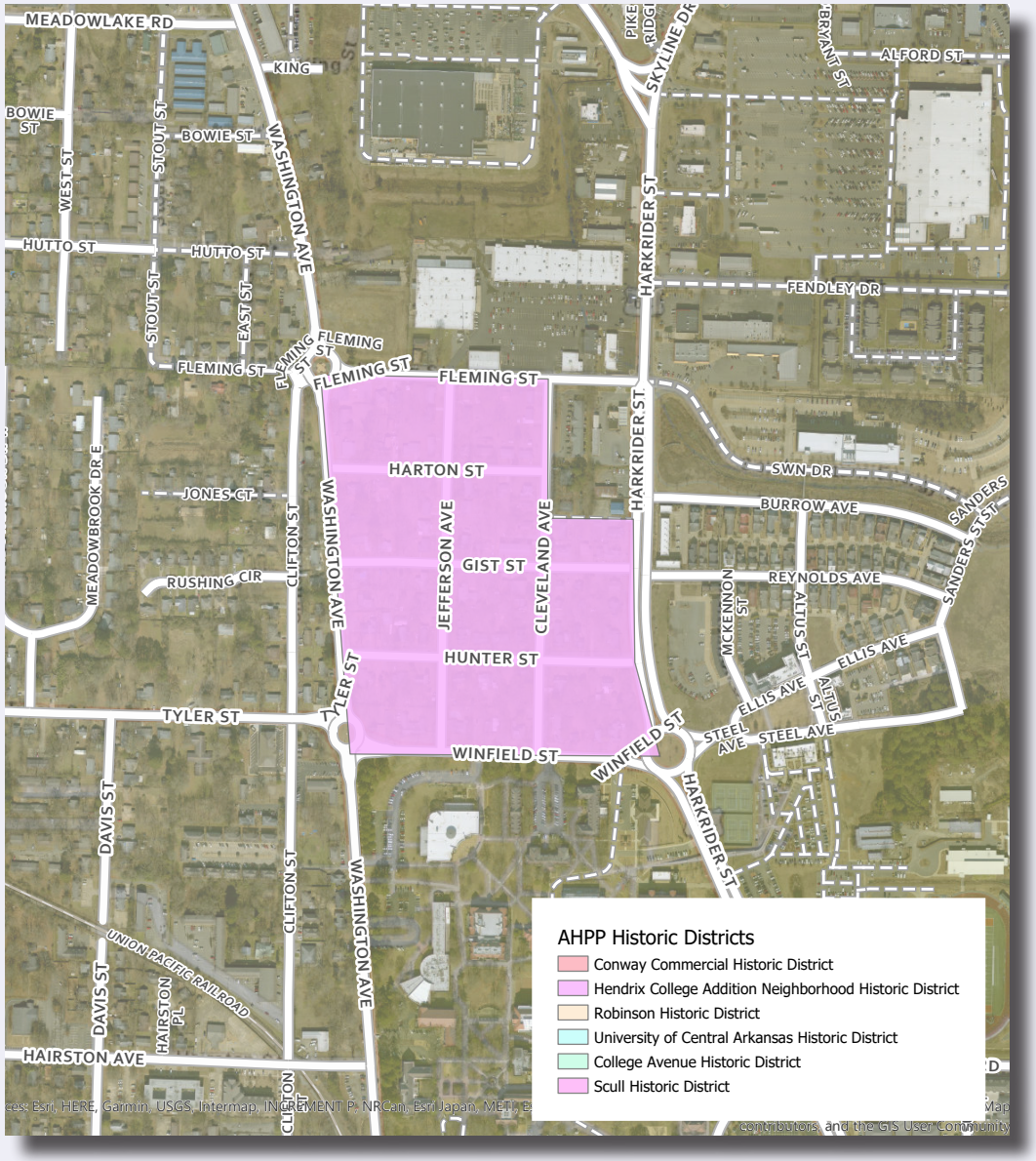
Size:
40 acres

Period of Significance:
1903-1957

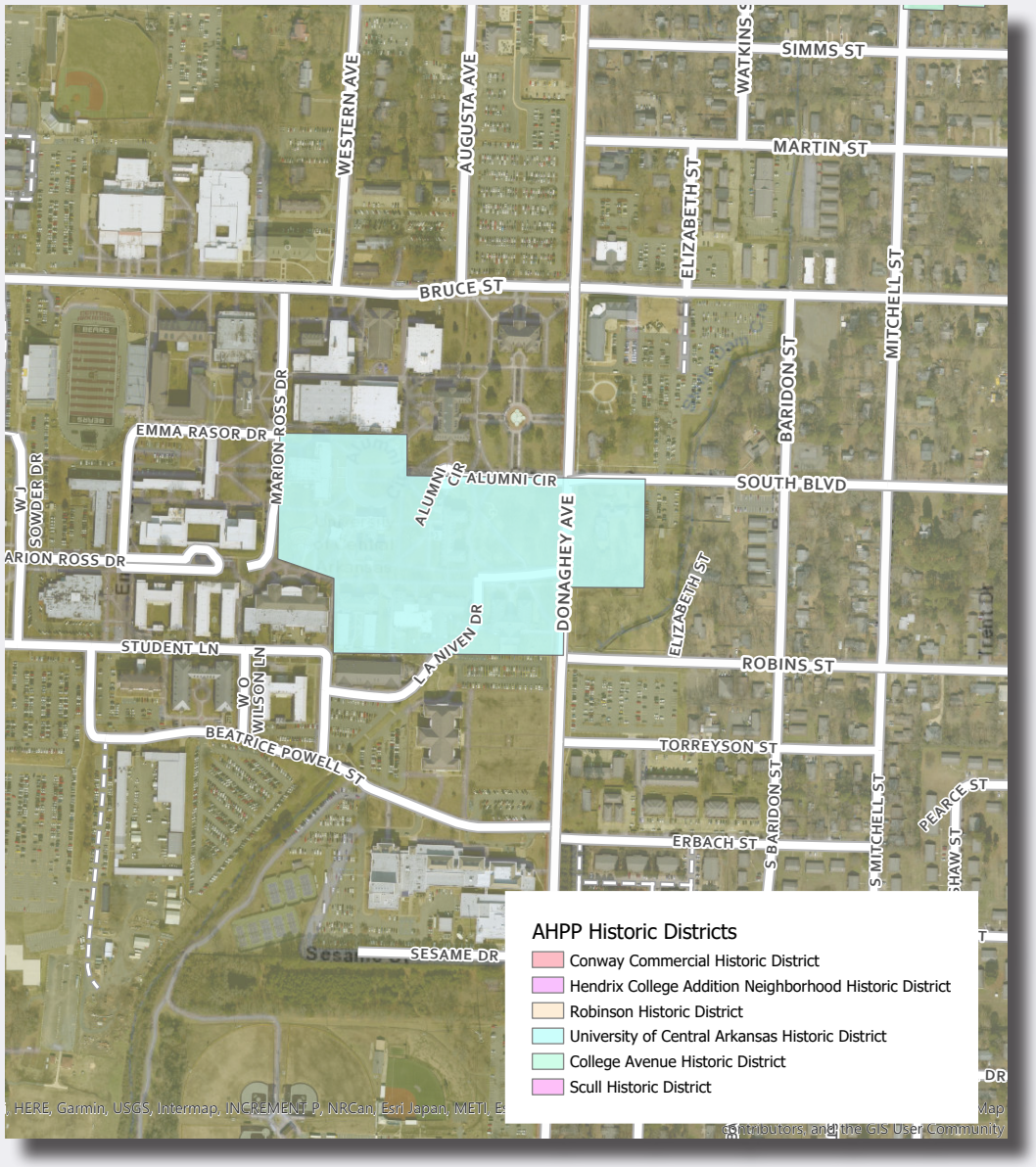
Primary Land Uses & Building Types:
Residential and commercial

Contributing vs Non-Contributing Properties:
42/35

Year Designated to NR:
2007



A) BACKGROUND



University of Central Arkansas National Register Historic District

Location:
Southwest of Downtown at College and Donaghey Avenues

Size:
Less than 1 acre

Period of Significance:
1919-1963

Primary Land Uses & Building Types:
Institutional (educational and religious)

Contributing vs Non-Contributing Properties:
7/0

Year Designated to NR:
2013

National Register Nomination: Summary Excerpt

At the time of its beginning in 1907, the Arkansas State Normal School (now University of Central Arkansas) was located on the outskirts of the town. The University of Central Arkansas Historic District contains eight buildings located on the campus and the President's House, located across Donaghey Street, east of the campus. The buildings in the district range in date of construction from 1919 to 1963 and represent the oldest buildings remaining on the campus. One building, the Administration Building / Ada Waldran Auditorium, was listed in the National Register of Historic Places on January 24, 2011. Architectural styles of the buildings are Colonial Revival and Classical Revival, with one contemporary-style building.

A) BACKGROUND

National Register Nomination: Summary Excerpt

The Scull Historic District in Conway, Arkansas, consists of two one-story decorative cement block dwellings built around 1928. The two buildings are prime examples of American Craftsman, ornamental concrete block construction used in the 1920s. The two dwellings in the Scull Historic District are unique in that they are almost identical structures on abutting lots. The dwellings are also important because few concrete block houses from this time-period remain in Conway, particularly in this area of town, and the two buildings have largely maintained their original design. The dwellings are located on the east side of Conway Boulevard two lots south of College Avenue. The surrounding area is largely residential with the exception of Central Baptist College. The College campus is west of the Scull dwellings.

Scull National Register Historic District

Location:
Southwest of Downtown on Conway Blvd.

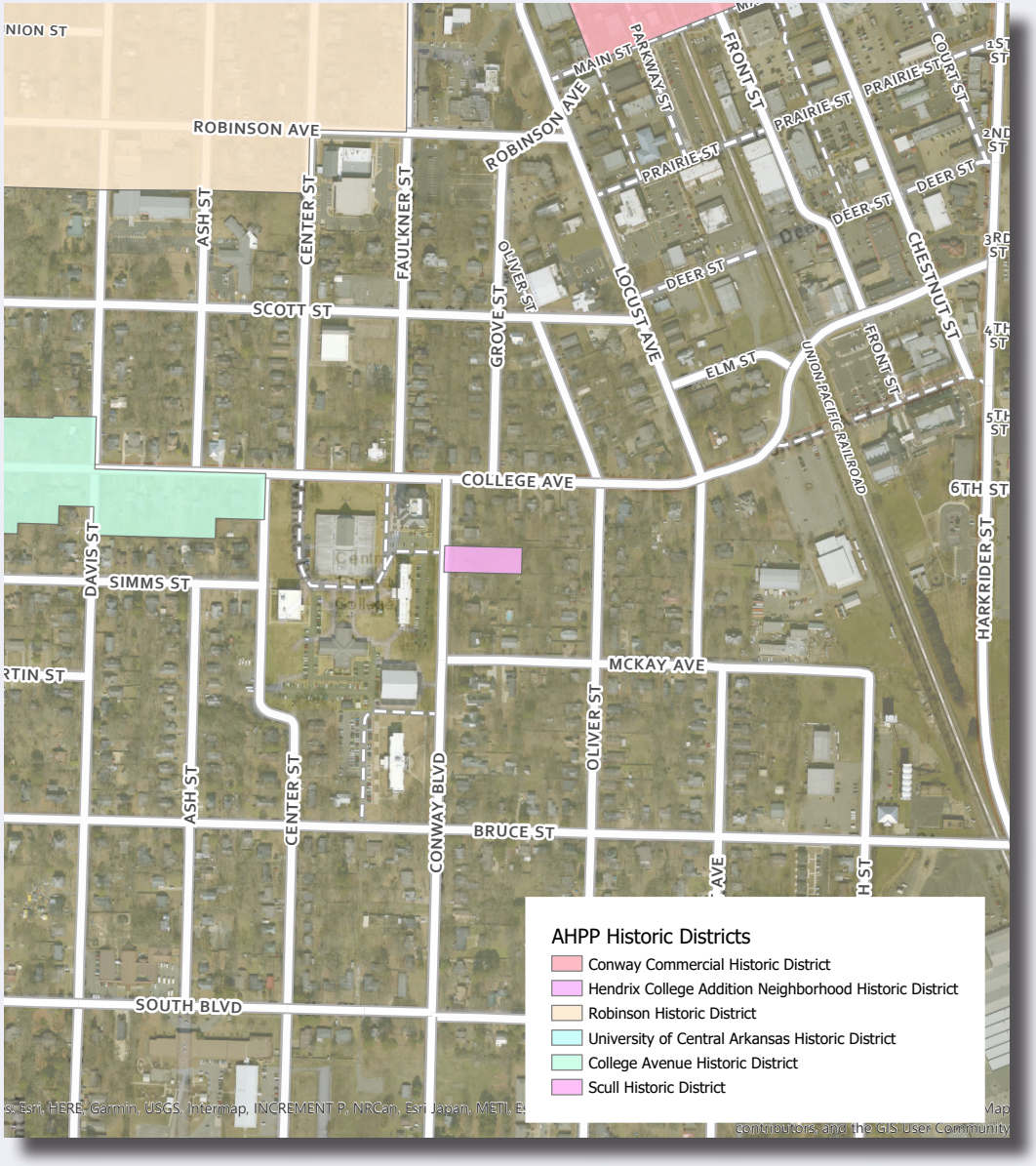
Size:
Less than 1 acre

Period of Significance:
1920s

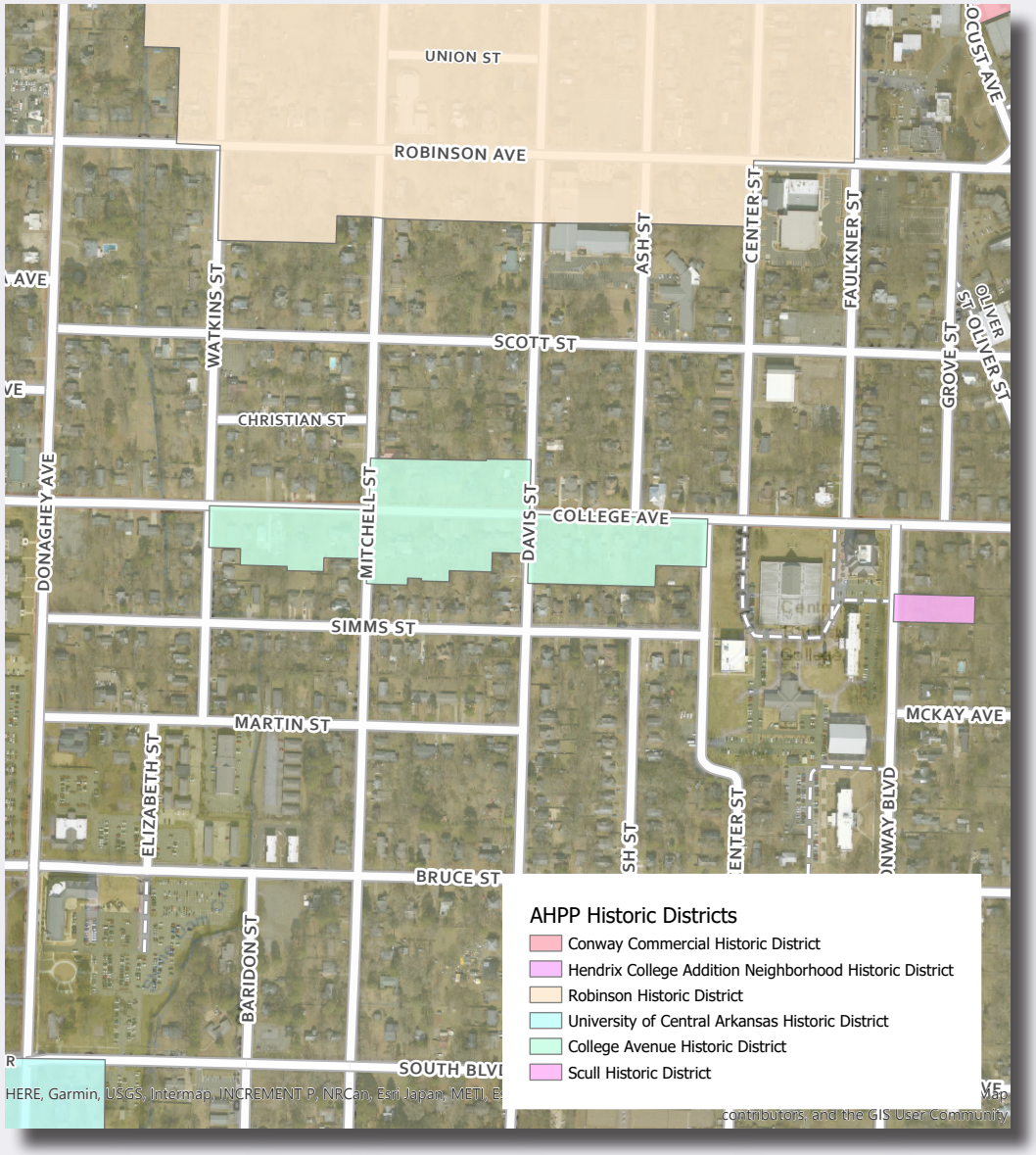
Primary Land Uses & Building Types:
Residential (single-family detached houses)

Contributing vs Non-Contributing Properties:
2/0

Year Designated to NR:
2017



A) BACKGROUND



Pending College Avenue National Register Historic District

Location:
West side of city (1600-1900 blocks of College Avenue)

Size:
11 acres

Period of Significance:
1910-1950

Primary Land Uses & Building Types:
Residential (single-family and multi-family)

Contributing vs Non-Contributing Properties:
18/4

Year Nominated to NR:
2017

As indicated above, this district is considered pending because it has not yet been formally designated as an NR district.

National Register Nomination: Summary Excerpt

The College Avenue Historic District is located a few blocks southwest of the historic commercial area of Conway, Arkansas. The district contains a total of twenty-two residences. All but two were constructed in the period from 1910 to 1950. Two residences built in the early twenty-first century are located on the site of a former historic house.

The homes in the College Avenue Historic District reflect a variety of popular architectural styles commonly seen in the first half of the twentieth century. All of the properties in the historic district face College Avenue. The district includes the south sides of the 1600, 1700, 1800 and 1900 blocks of College Avenue and the north side of the 1800 block of College Avenue.

Criteria for National Register Evaluation

The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

A. that are associated with events that have made a significant contribution to the broad patterns of our history; or

B. that are associated with the lives of persons significant in our past; or

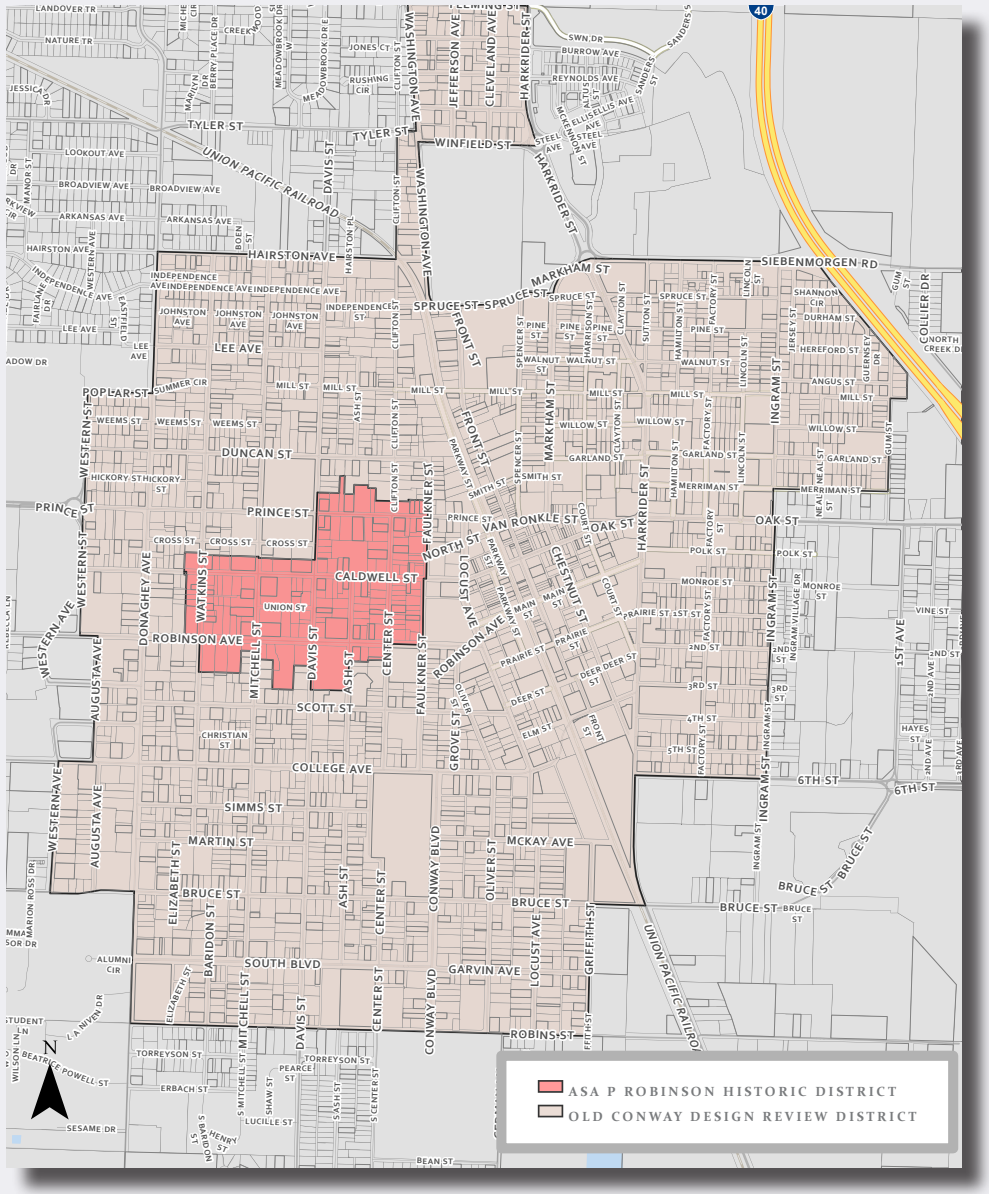
C. that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or

D. that have yielded or may be likely to yield, information important in history or prehistory.

Historic Resources Summary: National Register Resources (continued)

Individually-Listed National Register Properties
The following properties are designated individually on the National Register. Some of those properties are part of one of the NR districts summarized on the previous pages, while others are not.

- Administration Building: University of Central Arkansas - 201 Donaghey Ave. (listed 2011)
- Brown House - 1604 Caldwell St. (listed 1982)
- Cadron Settlement Park - Arkansas River & Cadron Creek (listed 1974)
- Century Flyer amusement park train - 150 E. Siebenmorgen Rd. (listed 2010)
- Conway Confederate Monument - Faulkner County Courthouse lawn (listed 1996)
- O.L. Dunaway House - 920 Center St. (listed 1996)
- Farmers State Bank - 1001 Front St. (listed 1982)
- Faulkner County Courthouse - 801 Locust St. (listed 1995)
- Faulkner County Jail - Courthouse Square (listed 1978)
- First United Methodist Church - NW corner of Prince St. & Clifton St. (listed 1992)
- Frauenthal & Schwarz Building - 824 Front St. (listed 1992)
- Frauenthal House - 631 Western St. (listed 1982)
- Galloway Hall: Hendrix College (listed 1982)
- Greeson-Cone House - 928 Center St. (listed 1995)
- Hall-Hogan Grocery Store - 1364 Mitchell St. (listed 2013)
- Frank U. Halter House - 1355 College Ave. (listed 1980)
- Harton House - 1821 Robinson Ave. (listed 1979)
- D.O. Harton, Jr. House - 607 Davis St. (listed 1996)
- Michael M. Hiegel House - 504 2nd St. (listed 1998)
- Lasley's College Apartments - 1916 & 1922 Bruce St. (listed 2011)
- J.E. Little House - 427 Western Ave. (listed 1999)
- Martin Hall - Hendrix College (listed 1982)
- Military Road: Cadron Segment - address restricted (listed 2004)
- Oak Grove Cemetery: Historic Section - 305 Bruce St. (listed 2009)
- President's House - Hendrix College (listed 1982)
- Frank E. Robins House - 567 Locust St. (listed 1994)
- Reuben W. Robins House - 508 Locust St. (listed 2005)
- Sellers House - 89 Acklin Gap Rd. (listed 2005)
- S.G. Smith House - 1837 Caldwell St. (listed 1982)
- Springfield Bridge - Beaverfork Lake Park (listed 1988)
- Tyler-Southerland House - 36 Southerland Rd. (listed 2005)
- Earl & Mildred Ward House - 1157 Mitchell St. (listed 2005)
- Young Memorial - 1601 Harkrider St. (listed 1996)



Existing Planning & Policy Context: Locally-Designated Districts

Existing System of Local Districts

As indicated previously, Conway's National Register (NR) historic districts are important for underscoring the national significance of these districts and for encouraging the use of federal and state investment tax credits for the rehabilitation of historic buildings. However, other than for federally-funded or federally-licensed projects having potential negative impacts on NR resources, no legal protections are available. Regulatory protections are only available for locally-designated historic and design review districts. At present, Conway has two primary types of protective districts, as illustrated in the map at left:

- Asa P. Robinson Historic District
- Old Conway Design Overlay District

The latter district has multiple sub-districts within it. All of these are described on the following pages.

When is Planning Review Required?

Below is a summary regarding the type of review and approvals required for work done in the City's various local districts:

Robinson Historic District
Review required, regardless of the need for a building permit for new structures, additions, demolition, and exterior remodel (not including maintenance, like for like, etc.).

Old Conway Design Overlay District
Review required if a building permit is required for new (>160 sf) structures, additions (>75 sf), partial demolitions, and exterior remodel (not including maintenance, like for like). Excludes fences.

Markham Street Neighborhood Specific Plan
Review required, regardless of the need for a building permit for new structures, additions, exterior remodel (not including maintenance, like for like), or for a change in occupancy type or use. Excludes fences.

Robinson District Design Guidelines Purpose

Below is an excerpt from the guidelines for this district:

This publication is intended to be a user friendly guide to Conway's Historic District and was written with current property owners, prospective owners, and other interested citizens in mind. Our goal is to explain the context of and rationale behind historic preservation, to describe the application and review process to obtain a Certificate of Appropriateness and to offer recommendations and resources for a variety of restoration and new construction activities. The guidelines are not intended to be a comprehensive restoration or rehabilitation manual. These design guidelines provide applicants, the commission, and staff a basis from which to reach decisions and assurance of consistent procedures and standards. In reviewing applications, the commission and staff considers the property itself along with the site's context in the historic district.

Existing Planning & Policy Context: Locally-Designated Districts (continued)

Asa P. Robinson Historic District

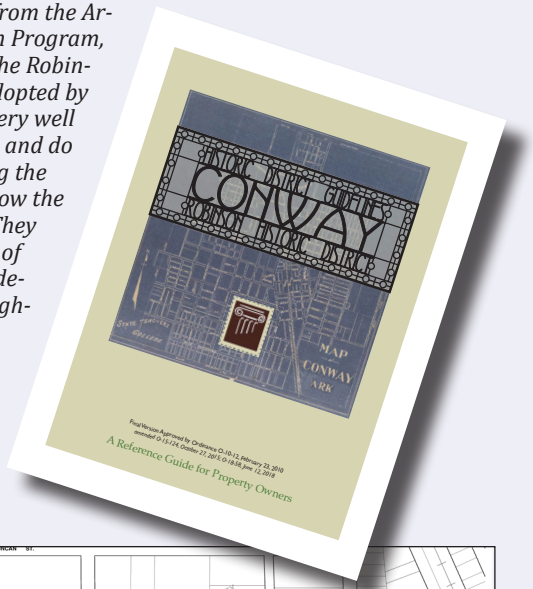
Historic districts offer the highest level of protection to the integrity of a historic area, and this district is both a locally-designated historic district and a National Register (NR) district. It constitutes the City's only existing local historic district, and it was designated in August of 2004. The boundaries of this local historic district are identical to those of the NR district, but it extends a bit further to the north and south at points. Regulated actions are typical of most historic districts, as summarized in the sidebar of the previous page. Design review and approval is conducted by the Conway Historic District Commission (HDC). The HDC is staffed by the City's Planning & Development Department.

Design Guidelines written specifically for this local historic district were adopted in 2010 and have had subsequent updates. As with most guidelines, they are based upon the federal Secretary of the Interiors Standards and Guidelines for Rehabilitation. In addition to explaining the district's regulatory context, design issues within the document are organized as follows:

- The Neighborhood
- The Site
- Changes to Building Exterior
- Demolition and Relocation
- New Construction and Additions

No major deficiencies were identified in a review of these generally well-written design guidelines.

Funded, in part, by a grant from the Arkansas Historic Preservation Program, these design guidelines for the Robinson Historic District were adopted by the City in 2010. They are very well organized, nicely formatted, and do an excellent job of explaining the value of preservation and how the guidelines should be used. They also go into a great amount of detail on all of the relevant design issues, and they have high-quality graphics. However, there are a few standards that warrant reconsideration, such as allowing 50% of a residential front yard to be paved.





Existing Planning & Policy Context: Locally-Designated Districts (continued)

Old Conway Design Overlay District (OCDOD)
Adopted in 2006, this overlay features three zones:

- Urban Zone
- Suburban Zone
- Urban Transition Zone

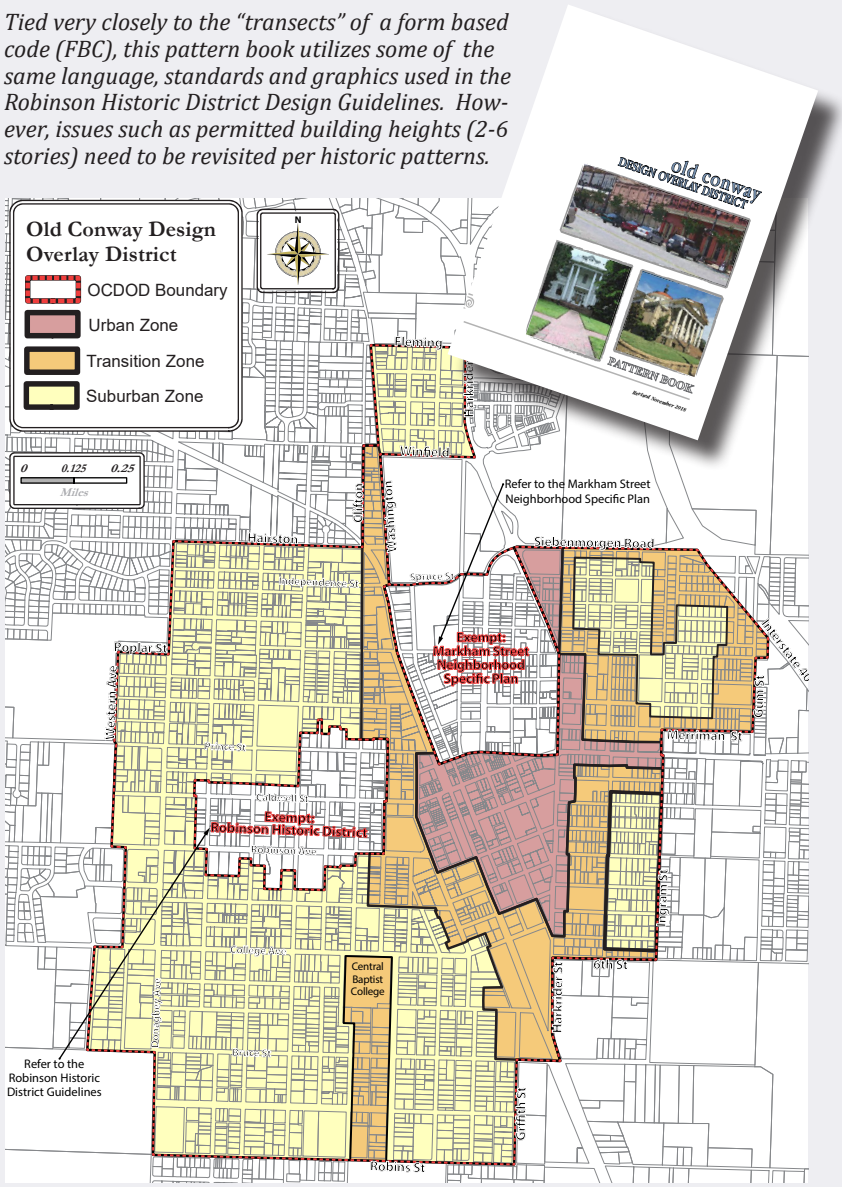
The historic downtown is located within the Urban Zone. There are also two additional areas: the Robinson Historic District (see previous page) and the Markham Street Neighborhood Specific Plan Area (see the following page). As with the Robinson historic district, design review and approval are conducted by the HDC and staffed by the City.

The guidelines for this area - the "Pattern Book" - is a 2018 update of the original 2006 guidelines with expanded text and graphics. Reviewable actions in this district include: exterior alterations, new structures (160+ sq. ft.), additions (75+ sq. ft.), and partial demolitions. The guidelines' design issues are organized as follows:

- The Neighborhood
- Suburban Zone Guidelines
- Urban Transition Zone Guidelines
- Urban Zone Guidelines
- Civic and Institutional Guidelines

The most significant difference between the Robinson Historic District and this design overlay district is that, *within this district, the demolition of buildings is not regulated.* In some jurisdictions, this approach is referred to as "conservation zoning" or "historic zoning lite."

Tied very closely to the "transects" of a form based code (FBC), this pattern book utilizes some of the same language, standards and graphics used in the Robinson Historic District Design Guidelines. However, issues such as permitted building heights (2-6 stories) need to be revisited per historic patterns.



Old Conway Design Overlay District Pattern Book Purpose

Below is an excerpt from the pattern book for this district:

This pattern book serves as a guide to aid Old Conway home owners, business owners, builders, and anyone interested in the historic preservation of Old Conway. This pattern book illustrates the regulations of the Old Conway Design Overlay Ordinance O-06-139 adopted October, 2006 with expanded text and graphics. The hope is that this pattern book will make these regulations more easy to understand and follow. The Old Conway Design Overlay District has a rich architectural heritage that has created a collection of neighborhoods with unique and diverse historical character. A common architectural language reflecting the times at which the buildings were constructed is shared throughout these neighborhoods. Traditional neighborhood patterns also exist within these areas.

Summary of Standards

NEOCA

Suburban Zone: Large front setbacks, moderate lot coverage, and low building height.

Transition Zone: A flexible zone where development can follow a more urban or suburban pattern, dependent upon surrounding patterns.

Urban Zone: Minimal setbacks, maximum lot coverage, taller buildings, and a wide range of land uses.

MSN-SP

C-MU Zone: Creates transitions between Downtown and the Markham Street Neighborhood for office, retail, live-work, and urban residential infill.

R-MU: Provides for a range of urban residential (live-work, townhomes, duplexes, patio homes, etc.) as transitions between the C-MU and CC-MU.

CC-MU: Provides a mix of residential and commercial uses supporting the adjacent Hendrix College to continue the neighborhood evolution.

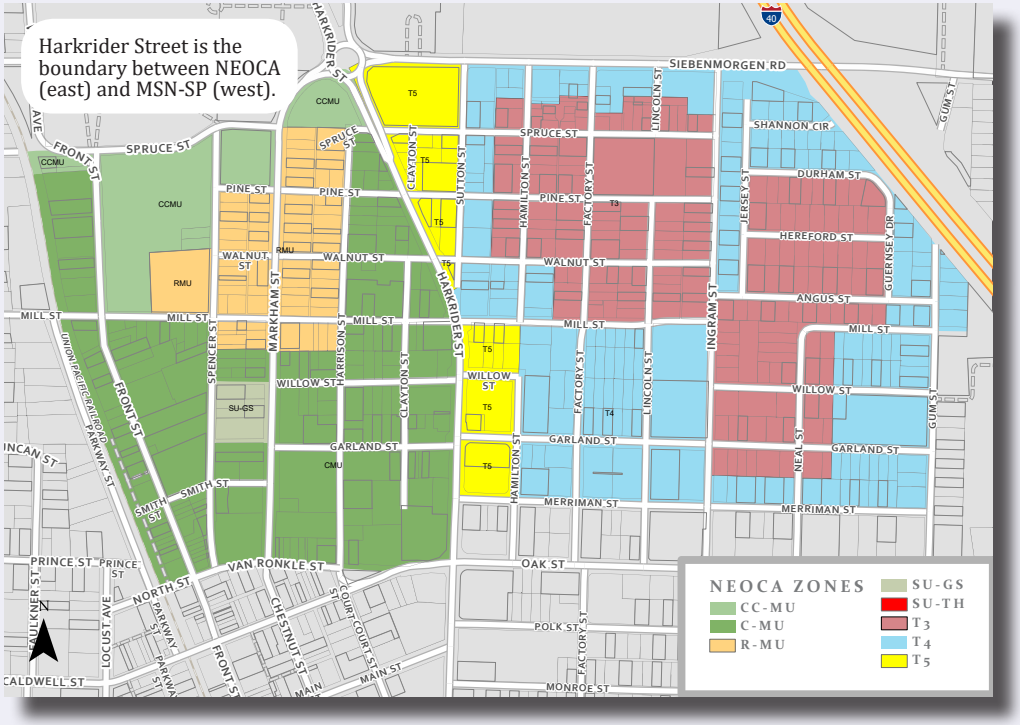
Existing Planning & Policy Context: Specific Plan Areas

Northeast Old Conway Area Specific Plan (NEOCA)
This overlay district was adopted in 2009 and serves as a tool to help correct irregularities and incompatibilities of adjacent uses and character of structures throughout the Northeast Old Conway Area and the three neighborhoods of Downtown, Pine Street Neighborhood, and Markham Street Neighborhood. It is comprised of three (3) transect zones - Suburban, Transitional, and Urban. The design and land use concepts of each zone echo those of the OCDOD since the NEOCA is part of the OCDOD. The NEOCA extends south from Siebenmorgen Road to Merriman Street and east from Harkrider Street to Gum Street.

Markham Street Neighborhood Specific Plan (MSN-SP)
This is the newest of Conway's specific plans. It is an amendment to the NEOCA Specific Plan and was adopted by the City in 2015. The purpose of the MSN-SP is to serve as a tool for redevelopment in the Markham Street area that supports walkable mixed-use development at different scales and intensities based on the existing context and future public investment. The goal is to promote a more functional and attractive community through the use of recognized urban design principles and to allow property owners flexibility in land use. It is comprised of three (3) transect zones - Commercial Mixed-Use (C-MU), Residential Mixed-Use (R-MU), and College Campus Mixed-Use (CC-MU). The boundaries of the MSN-SP are Spruce Street to the north, Front Street to the west, Van Ronkle Street to the south, and Harkrider Street to the east.

Reviewable Actions for Both SP Areas
The following actions are reviewable here:

- New structures
- Additions
- Exterior remodeling
- Changes in occupancy type or use



Existing Planning & Policy Context: Other Key Plans & Policies

Building Codes
The International Existing Building Code (IEBC) is a code established in the US by the International Code Council (ICC) and applied by most of the country's jurisdictions. The code sets out requirements for repairs, alterations and additions to existing buildings and structures. In many cases, the cost of works that would be required to bring a building up to current compliance levels can be prohibitively high. The code provides three options that allow a controlled departure from full compliance with the codes dealing with new construction. The City of Conway has not adopted the IEBC, but should likely consider it.

Historic Preservation Ordinance
Originally adopted in 2002, this ordinance was amended with greater detail in 2010 and 2015. It is a very comprehensive ordinance and follows best practices for historic zoning. Issues to reconsider for potential amendments include the following:

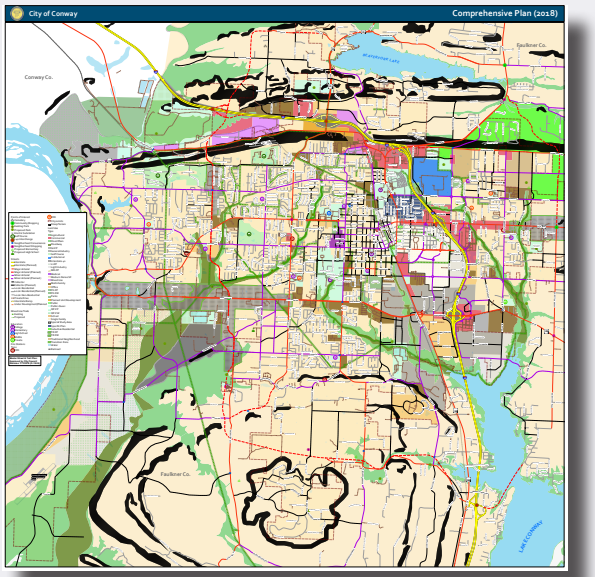
- *Reorganization of the ordinance*, such as moving the "Purpose" section to the beginning.
- *Elimination of redundancy*, which was caused by the various edits that have occurred over time.
- *Clarification that historic district design standards supersede zoning* with regard to all design issues (do not impact permitted lands uses, density, etc.).

Zoning Ordinance
The City's zoning ordinance was adopted in 1994 and has experienced numerous amendments through 2017. It is a relatively conventional zoning ordinance and addresses all of the typical issues addressed by such codes. The provisions most relevant to historic resources and historic preservation have already been described in the previous four pages.

Comprehensive Plan
The City's current Comprehensive Plan is an update of the adopted "1996 Growth Plan" and was adopted by the Conway City Council in 2004. The plan is *"a graphic guideline reflecting the communities' goals and objectives... to facilitate the orderly growth and development of the existing and urbanizing land areas of Conway."* It includes policies regarding:

- Transportation and circulation patterns and the location of major roadways and related functional street classifications;
- The expansion of public facilities and community services;
- Predominant types of long-range land uses
- Policies for guiding and coordinating the use of privately-owned land, buildings, and improvements.

The plan includes only nine (9) pages and a map, and there is no mention of historic resources or historic preservation.



Comprehensive Plan map

City-Wide Development Guidelines
These guidelines are applied citywide, and applicable proposed actions are approved by the Planning Director. The following action types are regulated:

- New multi-family & non-residential buildings
- New parking areas for all multi-family & non-residential uses
- Expansion of gross floor area of any existing structures by 20% or 2,000 sq. ft. (the lesser)
- Expansion of any lot coverage
- Expansion/change to use
- Outdoor dining
- Development allowed via a conditional use permit in all zones



The Federal Investment Tax Credit in Arkansas

Although it was prepared for the AHPP in 2006 before the state tax credit existed, a report on the economic impacts of historic preservation in Arkansas *between 2000 and 2006* included the following findings (in 2006 dollars):

- The federal historic tax credit (HTC) program supported 57 projects totaling more than $54 million in renovation.
- The size of projects supported by the HTC varied from approximately $10,000 to $10 million.
- Rental housing comprised the majority of federal HTC projects in Arkansas with the renovations for 43 projects costing more than $42 million.
- Commercial projects were the next most common usage with costs for the eight projects totaling more than $2 million, although it was less than a third of the approximately $7 million spent on the hotel projects.

Existing Planning & Policy Context: Preservation Incentives

Below is a summary of the three primary preservation incentives relative to Conway. One is federal, one is state-level, and the other is a local incentive.

Investment Tax Credits for Historic Building Rehabilitation

Federal Tax Credit

This long-standing financial incentive for the qualified rehabilitation of historic buildings provides a twenty (20) percent investment tax credit. Main requirements include:

- The property must be listed on, or eligible for, the National Register of Historic Places (NR), or a "contributing" structure within an NR district or a CLG-designated district.
- Costs must exceed the adjusted cost basis (ACB), which equates generally to the amount spent on the property (including acquisition) prior to the rehabilitation's initiation.
- The property must be income-producing, which can include rental residential.
- The project must meet federal preservation standards (Secretary of the Interior's Standards and Guidelines for Historic Rehabilitation).

State Tax Credit

The state program mirrors the federal program in most ways, but with the following exceptions:

There is a twenty-five (25) percent credit for a portion of the investment, as follows:



This building at 825 Parkway Street is a recent tax credit project.

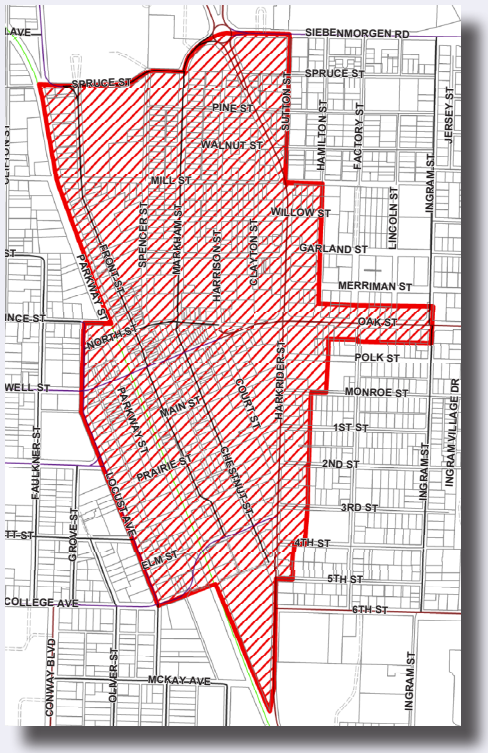
- The first $1.6 million for income producing properties
- The first $100,000 for non-income producing properties

The minimum investment level is as follows:

- $25,000 for income producing properties
- $5,000 for non-income producing properties

Impact Fee Exemption

Most development in Conway is subject to impact fees to offset the various expenses (fiscal impacts) of new development. However, to encourage more development within the Downtown area, it is exempt from those impact fees. This area is roughly the east half of the Old Conway Design Overlay District (OCDOD) and includes the historic Downtown. This exemption is obviously helpful for preservation given the large percentage of buildings in Downtown Conway that are historic. The boundaries of the area exempted are illustrated by the map at right.



Existing Planning & Policy Context: Key Relevant Entities

There are numerous entities that play some role and/or have a stake in historic preservation in Conway. Below is a summary of the primary stakeholder groups:

City of Conway
As the sponsor of this plan and for many other reasons, the City is the single most important entity for the future of historic preservation in Conway. In addition to the City Council, the key body is the Historic District Commission (HDC), and the key department is Planning and Development. See the sidebar at right for more about the HDC.

Faulkner County
Faulkner County is the other relevant local government regarding historic preservation in Conway. Conway is the county seat, so the County government has numerous facilities within the historic Downtown. In fact, the historic County Courthouse is one of Conway's most iconic institutional buildings.

Conway Downtown Partnership (CDP)
The CDP was established in 2001 as the downtown revitalization entity for Conway. It is a private non-profit organization led by twelve (12) Board of Directors members and an Executive Director. The CDP is part of the state and national Main Street America program of the National Trust for Historic Preservation. Following the "four point" approach of organization, design, economic vitality, and promotion, historic preservation serves as the foundation of all Main Street programs. The CDP recently established a business improvement district (BID) for long-term financial stability.

Faulkner County Historical Society
The (FCHS) was formed in 1959 with the purpose of bringing together those people interested in the history of Faulkner County. The society disseminates historical information to generate interest in the county's past by publishing historical material in its journal (Faulkner Facts and Fiddlings), newspapers, magazines or other media. It also holds meetings and hears addresses and lectures. Other activities include marking historic buildings, sites and trails, as well as managing the Faulkner County Museum. This private non-profit organization is led by a twelve (12) member Board of Directors.

Preserve Arkansas
As the state's private non-profit preservation organization, Preserve Arkansas has a commitment to preservation education, advocacy and assistance. Examples of the PA's programs include the announcement of Arkansas's Most Endangered Places each May, and hosting educational events and programs to bring together preservation professionals, professionals in related fields, and preservation-minded Arkansans for educational programs and conferences.

Arkansas Historic Preservation Program
The AHPP was created by the Arkansas General Assembly in 1969 to fulfill the objectives of the National Historic Preservation Act through the identification, registration, preservation and protection of the state's cultural heritage. The AHPP works with the federal government, governmental units within Arkansas, state agencies, organizations and individuals with regard to matters of historic preservation. They also helped to fund this preservation plan.

Conway Historic District Commission (HDC)
The HDC was created by the City's 2002 ordinance that created the local historic district program. That ordinance was revised in 2010 and 2015, including revisions related to the HDC. The HDC consists of seven (7) members. Each member serves a three (3) year term, and required seats include the following:

- 1 Architect
- 1 Pine Street representative
- 3 Old Conway Design Overlay District representatives
- 1 Downtown Partnership representative
- 1 Citizen

Their duties are wide ranging, but a key focus is the review and decisions on Certificate of Appropriateness (COA) applications.



B. VISION for PRESERVATION

Main Concepts from Public Workshop

Participants were able to convey a wide range of ideas at the workshop, including the following examples:

- Greater enforcement of HDC decisions is needed.
- Quality-of-life issues need to be addressed in historic neighborhoods to keep them viable so that further investment will preserve buildings.
- Tree preservation should not be overlooked, including the regulation of tree removal, even when it is unrelated to a development application.





Public Engagement Process & Results

Meetings

Below is a summary of the key public engagement events for this preservation planning project:

Group Meetings: September 12-13, 2019

As part of their first trip to Conway, the project Consultants conducted a series of meetings. Each meeting lasted approximately one (1) hour, each group included ten (10) or fewer participants, and groups included the following:

- Conway Downtown Partnership and Central Business Improvement District Commission
- Property Owners and Residents
- Design Professionals
- Colleges/Universities

Public Kick-Off Meeting: September 12, 2019

This meeting occurred on the evening of the first day of Trip #1. It introduced the Consultants to attendees, provided an overview of the project, and began to solicit input from participants regarding their thoughts on historic preservation in Conway.

Public Workshop & Concept Plan Meeting: February 4 & 6, 2020

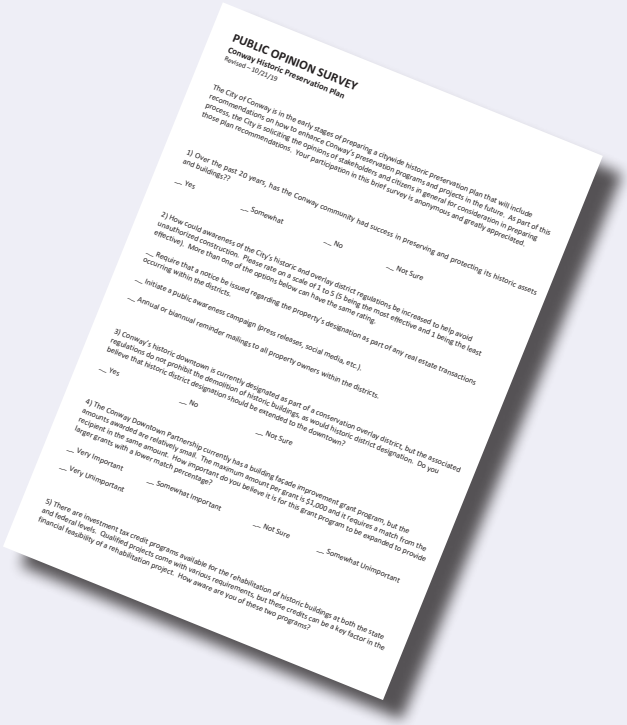
Held in the Chamber of Commerce's meeting room, approximately forty (40) people attended the workshop and provided extensive input as part of this two (2) hour meeting. The same location was used for the Concept Plan presentation two (2) days later, which attracted roughly twenty (20) participants.

Plan Presentation: June 30, 2020

Because of the COVID-19 pandemic, a public meeting was not possible. Therefore, the final presentation was done via teleconferencing and broadcast locally to the community.

Public Opinion Survey

Based upon an understanding of the various perspectives of community stakeholders gained through meetings, the project Consultants drafted a public opinion survey that was administered by the City. The online survey consisted of multiple choice questions so the answers could be easily tabulated. The survey was designed to solicit opinions, perceptions and preferences of respondents on issues related to historic preservation in Conway. The survey was promoted in various ways, including the City's website and on social media. There were ninety-six (96) respondents. Following the City's administration and tabulation of the survey results, they were provided to the Consultants to benefit the balance of the project.



PUBLIC OPINION SURVEY

Conway Historic Preservation Plan

Revised - 10/21/19

The City of Conway is in the early stages of preparing a citywide historic preservation plan that will include recommendations on how to enhance Conway's preservation programs and projects in the future. As part of this process, the City is soliciting the opinions of stakeholders and citizens in general for consideration in preparing those Plan recommendations. Your participation in this brief survey is anonymous and greatly appreciated.

1] Over the past 20 years, has the Conway community had success in preserving and protecting its historic assets and buildings??

— Yes — Somewhat — No — Not Sure

2] How could awareness of the City's historic and overlay district regulations be increased to help avoid unauthorized construction. Please rate on a scale of 1 to 5 (5 being the most effective and 1 being the least effective). More than one of the options below can have the same rating.

— Require that a notice be issued regarding the property's designation as part of any real estate transactions occurring within the districts.

— Initiate a public awareness campaign (press releases, social media, etc.)

— Annual or biannual reminder mailings to all property owners within the districts.

3] Conway's historic downtown is currently designated as part of a conservation overlay district, but the associated regulations do not prohibit the demolition of historic buildings. Do you believe that historic district designation should be extended to the downtown?

— Yes — No — Not Sure

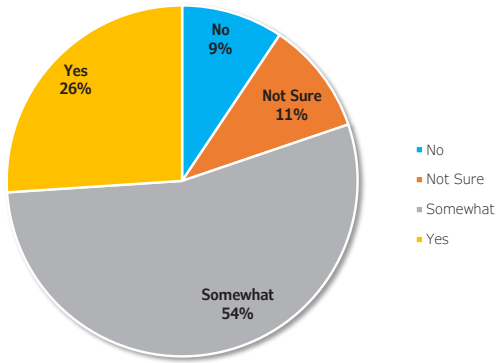
4] The Conway Downtown Partnership currently has a building façade improvement grant program, but the amounts awarded are relatively small. The maximum amount per grant is $1,000 and it requires a match from the recipient in the same amount. How important do you believe it is for this grant program to be expanded to provide larger grants with a lower match percentage?

— Very Important — Somewhat Important — Not Sure — Somewhat Unimportant — Very Unimportant

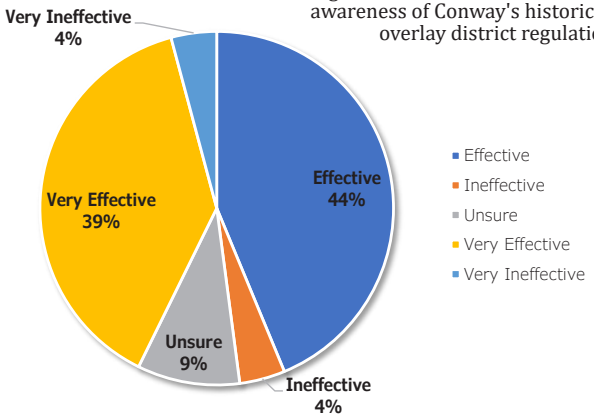
5] There are investment tax credit programs available for the rehabilitation of historic buildings at both the state and federal levels. Qualified projects come with various requirements, but these credits can be a key factor in the financial feasibility of a rehabilitation project. How aware are you of these two programs?

Summary of Public Opinion Survey Results

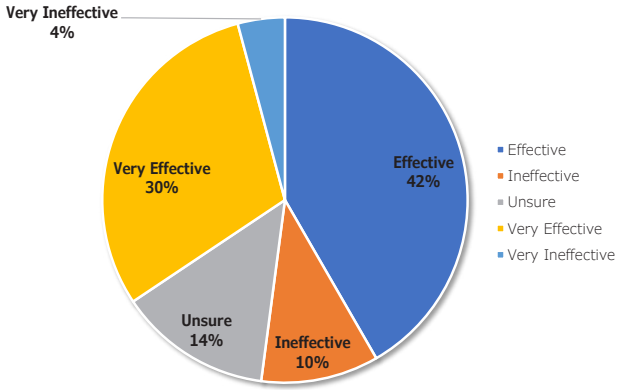
1) Has Conway had success in preserving and protecting its historic assets and buildings?



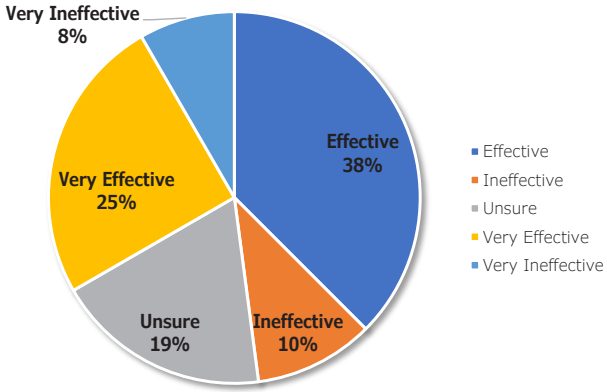
2) How effective would requiring that a notice be issued regarding the property's designation as part of any real estate transactions occurring within the districts be in raising awareness of Conway's historic and overlay district regulations?



3) How effective would initiating a public awareness campaign be in raising awareness of Conway's historic and overlay district regulations?



4) How effective would annual/biannual reminder mailings to property owners be in raising awareness of Conway's historic and overlay district regulations?



Sample Comments from Survey Respondents

"Downtown historic treasures have been lost (depot, Conway Theater, northwest corner of Oak and Front) because business owners and council members have deemed them obstructions to progress. Get serious of preserving some still standing in downtown. Encourage retaining original facades and paint on buildings. Limit the painting of murals and statues (we have enough of them). Keep and use the old buildings that are left."

"I think the more aware that people become of the importance of preservation to downtown Conway, the better. It's great to know this is a priority for our public figures in Conway, keep it up! Born and raised here, so I know how much has changed and it's only gotten better."

"Social media is the best way to spread the word in Conway. A lot of students and young families are constantly moving to this town. If they are informed they have the tools to make better plans in the future. Educational information is a great idea to post on social media and keep everyone aware."

Sample Comments from Survey Respondents

"They need to expand the historic district. I live in a 100+ year old house on Faulkner Street and have tried hard to maintain it. I wish we had the protection of being in the historic district."

"Fix the historic zoning to include downtown and the neighborhoods."

"A street party with the restored house open to view may bring out people who discover they have an historic home and they can restore it!"

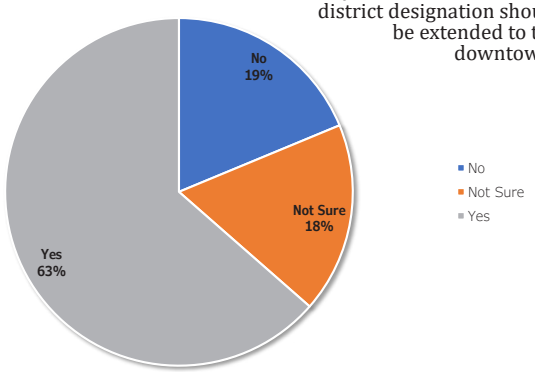
"Locate all of the Silas Owens homes and structures.... He was well-known and respected African-American builder of sturdy rock homes that some call giraffe homes."

"Develop a brochure with pictures, etc. about the history of buildings and businesses downtown and elsewhere because there are a lot of non-native people who are curious about this."

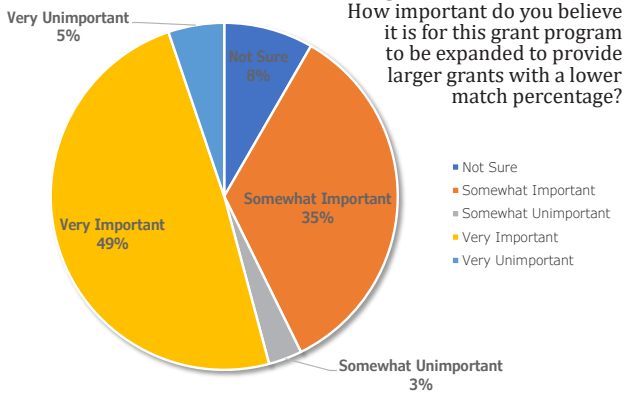
"Create an active Historic Preservation Department or Conway Historical Society which can disseminate information on Conway to inquirers."

SUMMARY OF PUBLIC OPINION SURVEY RESULTS (CONTINUED)

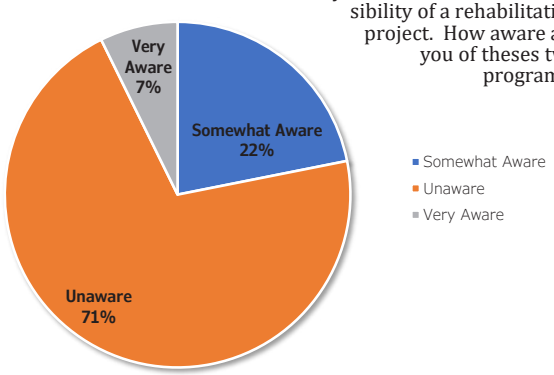
5) Conway's historic downtown is designated as part of a conservation overlay district, but the associated regulations do not prohibit the demolition of historic buildings, as would historic district designation. Do you believe that historic district designation should be extended to the downtown?



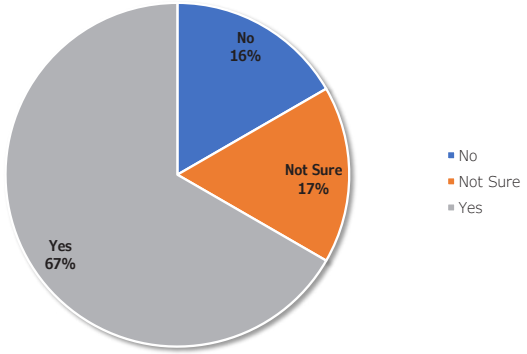
6) The Conway Downtown Partnership has a building facade improvement grant program, but the amounts awarded are relatively small. The maximum amount per grant is $1,000 and it requires a match from the recipient in the same amount. How important do you believe it is for this grant program to be expanded to provide larger grants with a lower match percentage?



7) There are investment tax credit programs available for the rehabilitation of historic buildings at both the state and federal levels. Qualified projects come with various requirements, but these credits can be a key factor in the financial feasibility of a rehabilitation project. How aware are you of theses two programs?

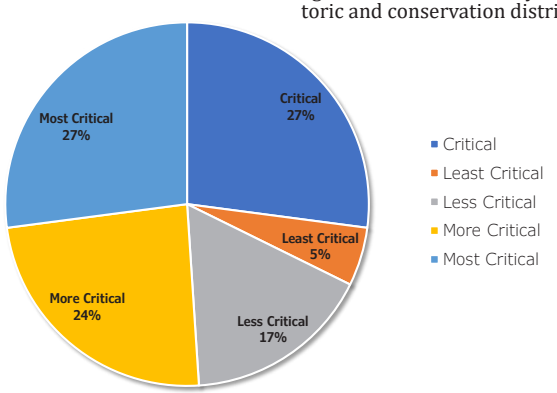


8) Many communities with a local preservation program hold an annual awards event to recognize individuals, organizations and/or projects for their contributions toward local preservation efforts. Do you believe such an event should occur for Conway?

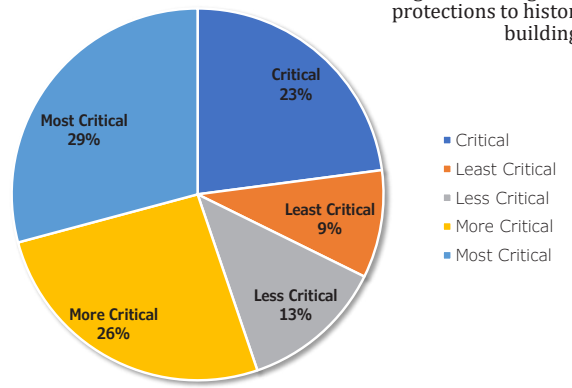


SUMMARY OF PUBLIC OPINION SURVEY RESULTS (CONTINUED)

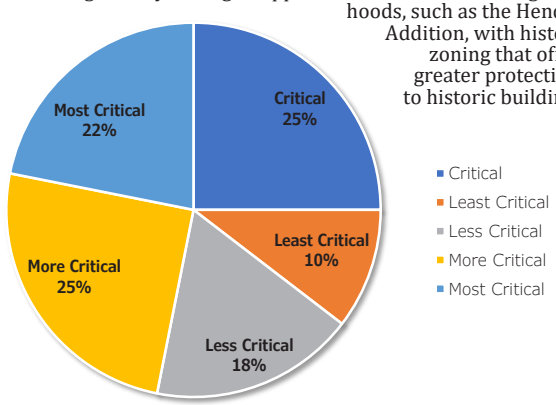
9) What do you consider to be the most critical historic preservation issues facing Conway at present? Option A - The need to raise awareness about the existence of regulations within Conway's historic and conservation districts.



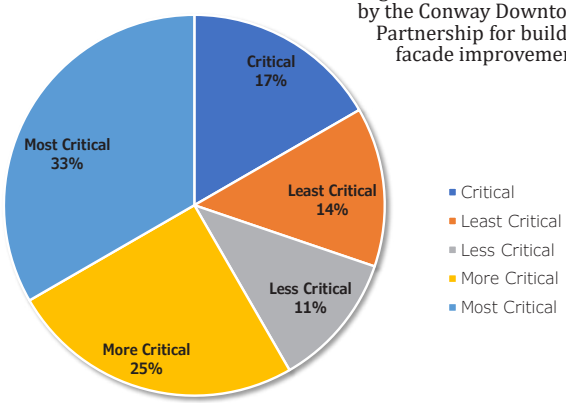
10) What do you consider to be the most critical historic preservation issues facing Conway at present? Option B - The need to replace the existing overlay zoning as applied to downtown with historic zoning that offers greater protections to historic buildings.



11) What do you consider to be the most critical historic preservation issues facing Conway at present? Option C - The need to replace the existing overlay zoning as applied to certain historic neighborhoods, such as the Hendrix Addition, with historic zoning that offers greater protections to historic buildings.



12) What do you consider to be the most critical historic preservation issues facing Conway at present? Option D - The need to expand the grant amounts awarded by the Conway Downtown Partnership for building facade improvements.



Sample Comments from Survey Respondents

"Discourage the historic facades of these homes being changed. Remodelers are painting over the historic bricks on too many of the older homes. Let's keep the quaint ambiance of these areas."

"Voluntary preservation is a good idea. Mandatory preservation to a point. Just don't let it get to the point where it is an infringement on the rights of property owners. We're over regulated by far in this community already. Need a more conservative approach with individual rights in the forefront."

"The critical issue is one of economic advantage. We cannot mandate the preservation of structures whose useful life has gone. Structures that are sound, however, should be put viable uses and not replaced for short term gain."

"Historic preservation matters! Keep up the good work!"

"Regulations regarding the remodeling of historic houses in Old Conway need to be strengthened."

B) VISION FOR PRESERVATION

Sample Comments from Survey Respondents

"Conway needs to focus on growing into a bigger, new age city, not making it harder and harder on developers to make the city look better. You will have old houses crumble because the red tape involved in redoing these houses is too much."

"One thing I think is frequently overlooked is not the prevention of changes made to historic buildings, but the upkeep. Many of the historic buildings and neighborhoods reach a point where they are no longer safe or as beautiful as they once were because there is no set of requirements these buildings/houses must meet to keep them to standard. This creates a much more rapid decay of these buildings rather than regularly checking on and fixing things that need attention, which will keep the buildings in much better shape for a much longer period of time."

"The charm of downtown Conway is a big reason why I continue to live in Conway as opposed to Little Rock (where I commute for work). I would like to see the historic downtown expanded upon, as well as maintained."

Preservation Vision & Goals

The following vision statement and goals were first drafted by the Consultants and later revised based upon public input from the February 4, 2020 Public Workshop.

Vision

Conway is a vibrant and progressive community striving to make continuous environmental, social and economic advancements, while preserving its historic resources and overall historic character. The community's historic resources, including downtown and older neighborhoods, provide Conway with a unique identity that distinguishes it from other communities in the region. Historic preservation serves as an important underpinning to Conway's overall quality of life, economy and social fabric.

Goals

A. Historic Resources Survey and Resource Priorities

Goal A-1: Maintain a Historic Resources Survey that is current, comprehensive and cost-effective.

Goal A-2: Maintain a Historic Resources Survey that is accurate, useful and readily accessible to a wide spectrum of potential users.

Goal A-3: Prioritize Conway's historic resources so that the most important resources can be preserved.

B. Preservation Regulations

Goal B-1: Achieve preservation regulations that are comprehensive, logically organized, and not repetitive.

Goal B-2: Provide greater protections to Downtown's historic buildings and those in Conway's most significant neighborhoods to avoid future demolitions.

Goal B-3: Enforce and apply preservation regulations in a manner that is efficient, effective and fair.

C. Preservation Incentives

Goal C-1: Capitalize on existing state and federal incentives for historic preservation and promote their availability to all applicable entities and individuals.

Goal C-2: Revise and enhance Conway's existing incentives for historic preservation and develop new incentives.

D. Preservation Within all City Policies/Decisions

Goal D-1: Adjust City policies and programs that are in conflict with the City's historic preservation goals, and look for opportunities to benefit preservation.

Goal D-2: Develop new public policy tools to benefit historic preservation efforts in Conway.

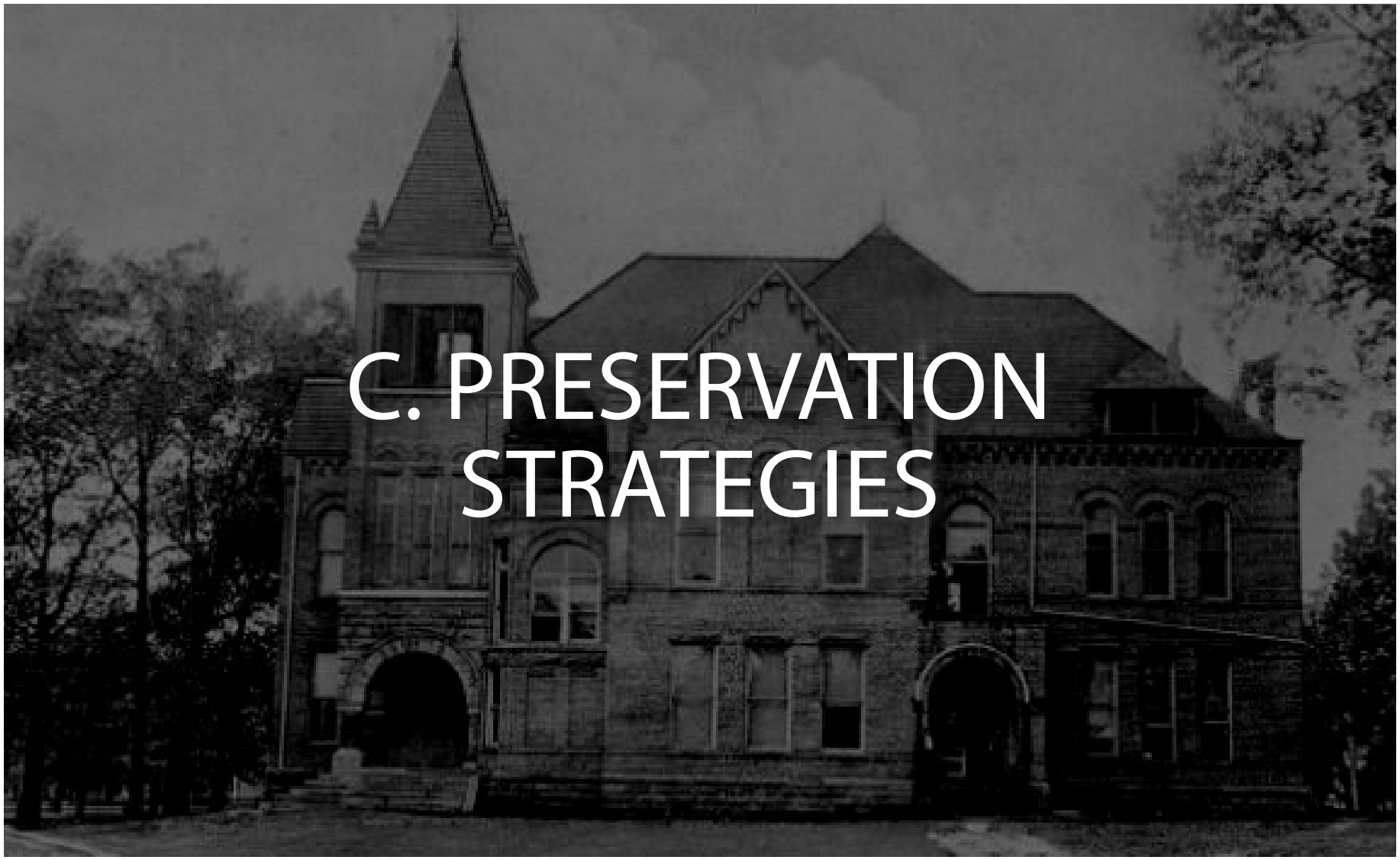
E. Public Education and Communication

Goal E-1: Ensure that all property owners, designers, real estate professionals, and contractors are aware of the City's preservation regulations and how they impact properties with which they are involved.

Goal E-2: The City, working with Conway's various preservation-related organizations, should educate the public on technical issues and promote the benefits of preservation.

Goal E-3: Initiate an annual awards program recognizing exemplary preservation projects, professionals and property owners.

Goal E-4: Educate the general public and students on Conway's history through innovative programs and outreach.



C. PRESERVATION STRATEGIES

Ongoing Education & Public Outreach

Interpretation

Within the context of historic preservation, interpretation involves the identification of interpretive themes, formulating the stories to convey those themes, and utilizing the most effective techniques for communicating those stories. It can be important to building an emotional bond between local citizens and their historic resources, thereby increasing the odds of successful historic preservation efforts. Below are recommendations for enhanced interpretation of the Conway story.

Tours & Brochures

Conway offers an opportunity for multiple historic tours and associated brochures, as follows:

- *Update and expand the Robinson Historic District walking tour brochure.* This is an existing brochure that generally works well and only needs to be modified to be current, as well as expanded to address additional properties.



Existing brochure for the Robinson Historic District

- *Create a walking tour brochure for Downtown.* It is recommended that the same general approach, look and feel of the Robinson brochure be used for this new brochure.

- *Develop an African American heritage walking trail and brochure to connect with the new Pine Street CommUnity Museum.* Effective interpretation is particularly important for the Pine Street area since so much of its original historic fabric no longer exists. That situation makes it more difficult for the average person to envision what was once there. However, the new museum is an excellent resource to supplement the interpretation that could be provided through this recommended trail and brochure.

- *Prepare an overall driving tour and brochure highlighting National Register historic districts and individual properties.* Rather than focusing on specific areas such as the Robinson Historic District, Downtown Conway, or the Pine Street Neighborhood, this tour would be community-wide and highlight all of the National Register districts and individual properties.

Wayside Exhibits

Wayside interpretive exhibits feature vertical or slanted panels mounted on a stand to convey information for interpretation. They typically include a combination of concise text and graphics to tell a story.

- *Develop wayside exhibits for Conway's African American heritage.* These exhibits should be tied to the walking trail recommended above to focus on the Pine Street Neighborhood. See tips for creating wayside exhibits in the sidebar at right.



Although this exhibit could be better designed, it is part of the Freedom Trail in St. Augustine, Florida, interpreting black history.

Tips for Wayside Exhibits

1. After you identify the theme for your exhibits, specify what you want the readers to know, feel, or do after they read them. Make sure every sentence sticks to the exhibit's purpose.
2. Give the story offered by the exhibit a name instead of simply the topic it introduces. Example: instead of "The Cadron Settlement" call it "The Cradle for Conway's Settlement."
3. Use photos, maps and images to tell the story. Use interesting graphics that avoid duplicating the view at hand.
4. Text should support the graphics, headings, and captions, not the other way around. Text should introduce the idea, set the context, and inform the reader.
5. Wayside exhibits should typically contain less than roughly 100 words.

Continued on next sidebar...

Tips for Wayside Exhibits
(continued from page 26)

6. Make your text interesting to read through the use of active verbs and by avoiding descriptive adjectives.
7. Think about how the story would be relevant to today's readers.
8. Make supporting organization logos visible and identifiable, but secondary to the overall story and graphics.
9. Create a mock-up of the final draft. If the narrative catches your eye more than the graphics, rethink the design.
10. Make sure your text is correct – mistakes are expensive to change and can make the visitor question the accuracy of the information.
11. Do a trial run of the design with potential audience members to get comments before implementation and creating the actual wayside exhibit.

ONGOING EDUCATION & PUBLIC OUTREACH (CONTINUED)

Education
It is proposed that education be targeted to two specific groups: students and Historic District Commission (HDC) members and associated City staff. Below are recommendations for both.

Education for Students
Eduction for students should be for both elementary and high school students, as follows:

- *Create curriculum materials on local history for students.* It is acknowledged that most public school systems have very limited flexibility with what they can teach because of state-mandated testing requirements and similar limitations. However, even if such challenges to this idea exist, perhaps the curriculum could be treated as supplemental for students who might be interested. The first step should be to identify model curriculum programs used by other jurisdictions and then to meet with local school system representatives about the idea. If it is determined feasible, perhaps the Faulkner County Historical Society would be the entity best suited to spearhead this effort.
- *Provide guided tours of the historic districts for students.* Although a tour program can be initiated prior to the improvement and expansion of the tours recommended on the previous page, such a program will be enhanced once that work is done. As with the curriculum recommendations, tours of historic areas and sites might be supplemental to the regular course work and activities of students. Likewise, the County historical society might be the most logical group to organize and lead tours for students. Interested students might even be trained to give tours to other students and adults.

Education for HDC Members & Staff
It is critical that HDC members and their supporting City staff be well versed in historic preservation, particularly in architectural history. It is important to keep in mind that those are not topics that your average citizen is knowledgeable about. In fact, the same holds true for even the average city planning professional. Thus, ongoing training is very important. It is recommended that the City apply for grants for ongoing training for HDC members and staff via the Arkansas Historic Preservation Program's Certified Local Government (CLG) grants. Another means of training is to send members to preservation-related conferences (as some are already doing), and to make available education materials on architectural history.



Entities such as the Arkansas Historic Preservation Program (AHPP) can be a tremendous source for preservation education. Photo Source: California Office of Historic Preservation

With the exception of signage, plaques, and wayside exhibits, most of these recommendations for interpretation and education are excellent candidates for Certified Local Government (CLG) funding through the Arkansas Historic Preservation Program (AHPP).

ARKANSAS HISTORIC PRESERVATION PROGRAM

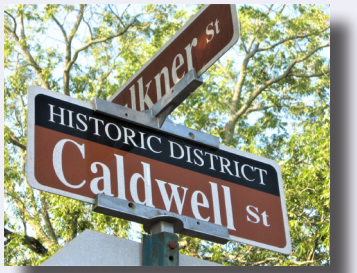
Ongoing Education & Public Outreach (continued)

Identification & Recognition

The two main components recommended for an identification and recognition program for historic preservation in Conway are a sign and plaques/markers program and an awards program, as follow:

Signage & Plaques/Markers

- *Improve signage for the historic districts.* Currently, only the Robinson district has street signs identifying the district. The City should install signs at the major access points to this district, and this same treatment should be applied to all other districts.



The Robinson neighborhood already has distinctive street signs indicating it is a historic district.

- *Consider development of a plaque or marker program for residences.* They should be provided to all of the community's historic properties and districts, and they should indicate the historic names and dates of construction to add to the experience of those taking walking tours. Typically, these types of plaques are affixed to the face of the building and markers are added as small freestanding signs in front yards.

Awards Program

- *Expand the Downtown awards program of the Conway Downtown Partnership (CDP) to recognize residential rehabilitation and new construction projects.* If the CDP is unable to expand their awards current program beyond the geography of the Downtown area, perhaps the Faulkner County Historical Society (FCHS) might be able to serve this role.

Outreach

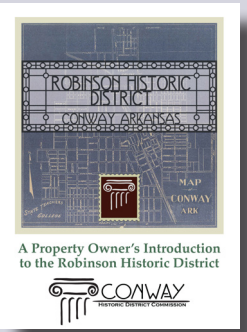
Recognizing the limitations of relying solely on regulatory tools to achieve successful historic preservation in Conway, public outreach is also very important.

- *Require title companies to inform sellers and buyers during property transactions within local historic and overlay districts.* This idea could start with a meeting between City staff and local title company owners to discuss the idea. It could ultimately be implemented by an ordinance adopted by the City.
- *Conduct an annual or biannual mailing to property owners within the local historic and overlay districts to remind them of the associated regulations.* This step should be implemented by the City. Of those surveyed by this project's public opinion survey, only 10% believed that this approach would be ineffective.
- *Create a flyer/brochure on the availability of state and federal preservation tax credits and other incentives for Downtown and residential district property owners.* Of those surveyed by this project's public opinion survey, 71% were completely unaware of the tax credit programs for building rehabilitation.
- *Continue outreach to realtors with a flyer/brochure summarizing the overlay district regulations.*
- *Explore the viability of establishing a non-profit preservation advocacy group in Conway.* Examples of key functions for such a new entity could include: 1) promotion of Preserve Arkansas workshops and other events, and 2) sponsorship of an Annual "Old House Fair" to promote rehabilitation workshops and products. If this recommendation is ultimately not viable, encourage an existing organization to perform this role, such as the Faulkner County Historical Society.

Current Outreach Efforts

Although this plan offers ideas to increase public outreach regarding historic preservation, some efforts are already underway. In particular, the HDC's property owners guide to the Robinson Historic District brochure is a useful tool. Among the section headings are the following:

- Why Do We Have a Historic District?
- Historic District Commission?
- What If I Want to Make Changes to My Home?
- Certificate of Appropriateness?
- How Do I File an Application?
- Where Can I Get More Information?



Inventory Information

Utilizing maps, standardized forms, and photography, examples of just some of the information gathered for a typical property/building includes the following:

- Property location/address
- Current owner
- Property size
- Building age
- Architectural style (if relevant)
- Building description
- Building condition
- Original and current use
- Any known history
- Degree of historic and/or architectural integrity

As noted at right, the state of Arkansas has a standardized form that should be used for historic resources inventories.

Historic Resource Inventory Needs

A historic resources inventory (or "survey") is perhaps the most fundamental element of every local historic preservation program because it provides the main body of information on which everything else is based, including preservation plans, historic district designations, design guidelines, and similar documents. Inventories gather basic information on historic resources within a given area. See the sidebar at left regarding the specific types of information gathered as part of a historic resources inventory.

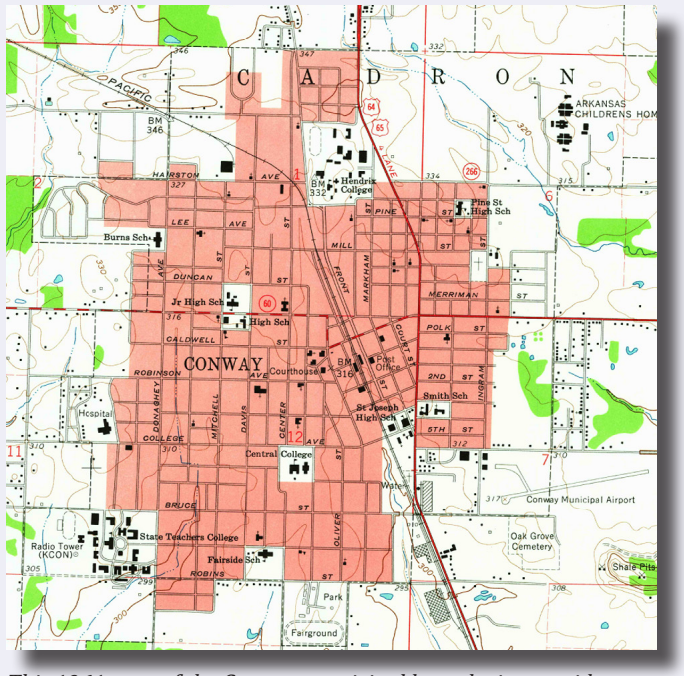
Conway already has an existing inventory for many areas, including where National Register and/or local districts have been designated, but additional inventory work is needed. Below are recommendations intended to ensure that Conway achieves and maintains an accurate, current and comprehensive inventory.

- *Complete an intensive survey of Conway to identify additional historic resources.* An intensive level survey entails completing Arkansas state inventory forms for each relevant property. The geographic focus of the inventory should be the city's 1961 boundaries (see map at right), minus those areas that have already been adequately surveyed.

- *Complete a reconnaissance level survey of suburban areas developed between 1945 and 1970 to identify mid-century modern resources.* A reconnaissance level survey, also referred to as a "windshield survey," is much less detailed than an intensive survey and does not entail completion of an inventory form for each property. The results will determine whether an intensive survey is warranted.

- *Upload existing and future survey data into the City's Geographic Information System (GIS) database for citizen access.* Some people accessing the City's GIS system may want to understand a particular property's historically-based information. It will also be more convenient for the City's planning staff when evaluating development applications.

- *Update the Conway historic resources inventory every 10 to 20 years.* Over time, the characteristics of a historic area and its respective properties can change. For example, building demolitions can occur that result in the loss of historic buildings. Likewise, a building that might have previously been considered "non-contributing" can be rehabilitated to a point that its status changes to "contributing." Consequently, inventories need periodic updates.



This 1961 map of the Conway municipal boundaries provides some direction regarding areas that should be considered for historic resources inventories.
Map Source: United States Geological Survey (USGS)

National Register Nominations

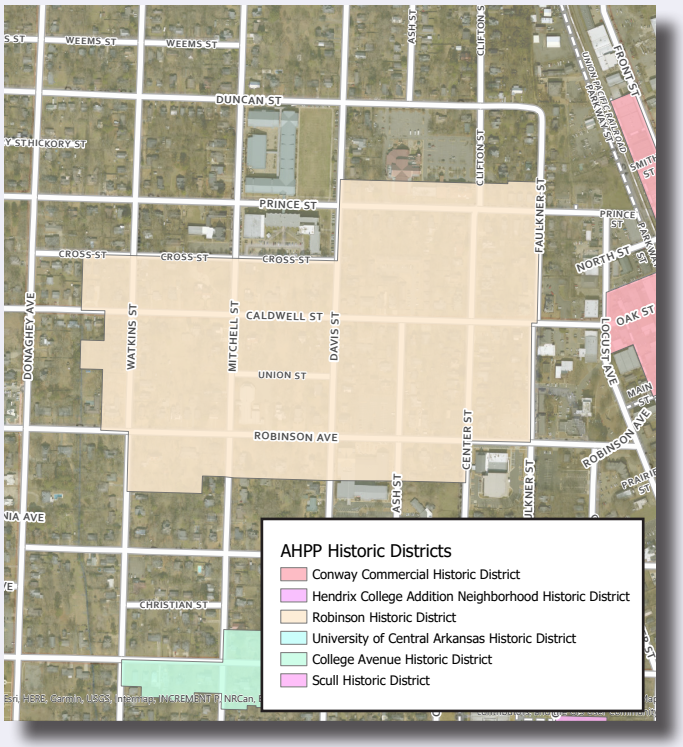
The National Register of Historic Places is the official list of the Nation's historic places worthy of preservation. Authorized by the National Historic Preservation Act of 1966, the National Park Service's National Register of Historic Places is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources. Below are the key recommendations for NR nominations in Conway.

- *Update Conway's National Register Historic District nominations that are ten years old or older.* Those districts include the Robinson Historic District, the Conway Commercial Historic District (Downtown), and the Hendrix Addition District. Updating nominations periodically can add additional historical and architectural information on the context and development of the district. Updates also provide for a re-evaluation of contributing versus non-contributing status as properties might gain significance over time, which would result in making more properties eligible for state and federal tax credits.

- *Prepare a multiple property documentation form (MPDF) following an intensive survey for National Register-eligible properties.* An MPDF is a cost-effective approach to list properties in the National Register as part of an overall contextual approach and it allows them to be included in a single document. The MPDF would outline the historic contexts for the city, what properties are currently listed, and how the eligible properties fit into the contexts.

"A district possesses a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development."

- National Register Bulletin entitled "How to Apply the National Register Criteria for Evaluation"



Above is a map of the Robinson National Register (NR) Historic District. This district and others with NR nominations that are over ten years old warrant updated nominations given the extent of changes that can occur over time.

National Register District Criteria

The *National Register Bulletin* entitled "How to Apply the National Register Criteria for Evaluation" describes NR districts as follows:

"A district derives its importance from being a unified entity, even though it is often composed of a wide variety of resources. The identity of a district results from the interrelationship of its resources, which can convey a visual sense of the overall historic environment or be an arrangement of historically or functionally related properties. For example, a district can reflect one principal activity, such as a mill or a ranch, or it can encompass several interrelated activities, such as an area that includes industrial, residential, or commercial buildings, sites, structures, or objects. A district can also be a grouping of archeological sites related primarily by their common components; these types of districts often will not visually represent a specific historic environment."

Demolition by Neglect Provisions

"Demolition by Neglect" provisions are fairly standard for most preservation ordinances. They simply indicate that a property owner may not allow a structure to deteriorate over time with the end result effectively being demolition. Also, proactive demolition is not an option unless an economic hardship can be proven.

Because Conway's preservation ordinance currently lacks a section entitled "Demolition by Neglect," some have interpreted this to mean that no such protections exist. However, Section 14 ("Maintenance and Repair") appears to meet the needs of Demolition by Neglect provisions. It features a list of types of deterioration that are prohibited and references back to federal preservation standards. Thus, no revisions to the ordinance are recommended in relation to this issue.

Local District Measures

Historic Districts Ordinance

Conway's first ordinance creating the Historic District Commission (HDC), establishing a local historic district, and related regulations was adopted in 2002. That ordinance was replaced by a new one in 2010 and then amended twice in 2015.

Positive Features of the Current Ordinance

Most of Conway's historic preservation ordinance reflects "best practices" for such regulations. Existing provisions that are particularly good, and missing from many preservation ordinances in other communities, include the following:

- Limiting design review (reviewable actions) to areas visible from a public right-of-way. This avoids regulating issues such as a rear deck addition not visible from a public right-of-way.
- Economic hardship provisions that consider the legitimate economic hardships on applicants that may result from an HDC decision.
- Challenges to HDC decisions go directly to the Circuit Court, as opposed to the City Council, thereby reducing the odds of politics dictating the outcome.
- The federal preservation standards (Secretary of the Interiors Standards of Rehabilitation) are made an appendix section to the ordinance.

Recommended Revisions

Because Conway's current preservation ordinance is generally well written, recommendations for revisions are relatively limited, as follows:

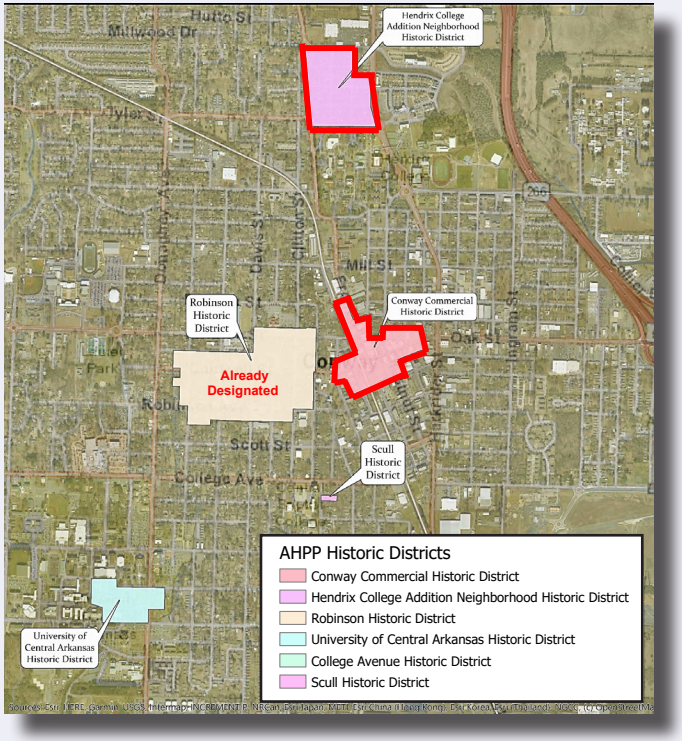
- *Section 6 ("Purpose"): Relocate this section to the very beginning of the ordinance and clarify here how this ordinance relates to zoning.* At present, the Purpose section is buried in the middle of the ordinance, but it should be relocated to the beginning so the reader fully understands the intent of the ordinance before reading the details. Also, this section would be a good location to make it clear that historic district design standards (that are allowed per this ordinance) supersede the underlying zoning for all design issues. In other words, the design standards do not impact land use, density, and related regulations (with the exception of permitting accessory dwelling units), but they do override design issues such as building setbacks, heights, and more detailed design issues.
- *Section 4 ("Duties Generally"): Replace this section with Section 7 ("Commission Powers").* Sections 4 and 7 are repetitive, but since Section 7 is more comprehensive, it should be retained and Section 4 should be eliminated.
- *Section 9 ("Definitions"): Relocate this section to either the beginning or end of the preservation ordinance.* It is very unusual for the definitions section of any ordinance to occur in the middle of it. Since the definitions section occupies multiple pages and is very supplemental to the main body of an ordinance, relocating it to the end would likely be the best option.
- *Section 11 ("Determination on an Application"): Add provisions requiring applications to be "deemed complete" before going onto the HDC's meeting agenda.* While this approach appears to presently be used in practice, it should be clarified within the preservation ordinance. This revision is particularly important given that the City's planning staff will obviously change over time, and such important practices might be inadvertently dropped because of staffing changes. A complete application is important so that the HDC can make fully informed decisions on Certificate of Appropriateness (COA) applications. It is also important to avoid the determination during an HDC meeting that insufficient information is available, thereby requiring the application to be tabled, and costing the applicant another month of valuable time.

LOCAL DISTRICT MEASURES (CONTINUED)

New & Expanded Districts

It is proposed that two new local historic districts be pursued for designation. To achieve these objectives, the following recommendations are offered.

- *Make local district designations or expansions contingent upon substantial property owner support.* Based on the experience of hundreds of communities across the country that have embarked upon local historic districts, it is always recommended that district designations and expansions occur when substantial support can be generated among the impacted property owners.
- *Conduct a public education campaign on the merits of local historic districts.* Because of the recommendation above, it is critical that a public education campaign be conducted prior to any efforts to designate or expand a local historic district. Such a campaign might include press releases, meeting with the editorial board of the local newspaper, social media, and meetings with stakeholders. See the sidebar at right for talking points to help build support.
- *Pursue local historic district designation for the Conway Commercial and Hendrix Addition National Register districts.* As a general principle, this recommendation would otherwise suggest local historic district designation for all of the existing National Register (NR) districts. However, because the UCA district is immune from local governmental regulations because it is a State entity, it is not a candidate for local historic district designation. Likewise, because the Scull Historic District only entails two properties, it is not a good candidate as a local historic district. However, once the proposed College Aveneue district becomes an NR district, it too should be pursued for local historic district designation.



The two National Register historic districts proposed for near term local district protections are both outlined in red above - the Conway Commercial and Hendrix Addition districts.

Benefits of Local Historic Districts

While National Register designation brings the benefits of recognition and potential tax credits for the rehabilitation of historic buildings, it offers very limited protections. A locally-designated historic district, on the other hand, does provide protections. Benefits of such designation include:

1. *The character of your area will be preserved.* Existing historic buildings will not be demolished or negatively altered, and incompatible new buildings will not be built.
2. *An unwanted neighboring building will not be constructed near your property.* Only new buildings that are consistent with the scale, form and character of your area will be permitted.
3. *Your property values will be protected and potentially increased.* Most historic districts increase in value beyond the rate of other similar areas.

Use of Synthetic Materials

The National Park Service's Technical Preservation Services division has produced a series of "Preservation Briefs" that address a range of issues. *Preservation Brief #16: The Use of Substitute Materials on Historic Building Exteriors*, was prepared in 1988. Because of technological advances since, it is no longer valid in all respects. However, the document's opening statement still is:

"The Secretary of the Interior's Standards for Rehabilitation require that 'deteriorated architectural features be repaired rather than replaced, wherever possible. In the event that replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual properties.' Substitute materials should be used only on a limited basis and only when they will match the appearance and general properties of the historic material and will not damage the historic resource."

LOCAL DISTRICT MEASURES (CONTINUED)

Robinson Historic District: Design Guideline Revisions
In general, the design guidelines for this district are very comprehensive, detailed, well-illustrated, and sound. However, there are some opportunities for edits to improve them, as follows:

Section 2.2: The Site
Revisions to this section are proposed for two issue categories.

Walkways, Drives and Planting:

- Discourage the introduction of new driveways to protect both the neighborhood's character and pedestrian safety.
- There is no specified width for driveways, but a maximum of twelve (12) feet should be added (except at garages) to preserve the district's character and limit impervious coverage.
- Reduce the allowed maximum paving of residential front yards for parking from 50% of the yard area to a lower number, such as 25% to 30%.
- Remove or replace the image of a shared driveway, which is intended to be a positive example, since it is too wide.



This photo of a shared driveway is too wide to serve as a positive example.

Signage:
These standards for the Robinson Historic District defer to the Conway Sign Ordinance in nearly all cases.

- *Provide a total size cap for wall signs within the C-1 (Central Business District) zone of 100 sq. ft. or less.* This zone currently allows wall signs to be up to 10% of the façade's size. A two-story building (30 ft. tall) that is 50 ft. wide could have a 150 sq. ft. sign (15' X 10'). That size is out of character for the historic Downtown.

Section 2.3: Changes to Building Exterior

Roofs and Gutters:

- Consider adding provisions to allow synthetic roof materials when they accurately depict natural materials (slate, wood, etc.) when their appearance is proven to hold up over time.



This synthetic roof has the appearance of slate.

Section 2.5: New Construction and Additions

Siding and Bricks:

- Address cementitious siding. These standards prohibit synthetic siding such as vinyl, aluminum, and synthetic stucco (EIFS products), but are silent on cementitious siding ("HardiePlank"). They need to address this material and perhaps allow its use for additions, new construction, and where not visible from streets.

Massing, Scale & Height:

- These standards state that new buildings should be "compatible with neighboring structures," but a height cap is needed.



This graphic addresses building heights, but a limit is not quantified.

LOCAL DISTRICT MEASURES (CONTINUED)

Old Conway Design Overlay District (OCDOD)
Background information on this overlay district is contained on pages 16-17 of this plan. Because the pattern book for this district contains some of the same standards and graphics as the design guidelines for the Robinson Historic District, a few of the same recommendations apply, as follow (the relevant page numbers of the pattern book are in parenthesis):

- *Reduce the portion of front yards that can be paved* for parking from 50% to a lower number (pg. 15).
- *Eliminate or replace the shared driveway photograph*, which is intended as a positive example, because it is excessively wide (pg. 16).

Other recommended revisions that are not repeated from the Robinson Historic District, include the following:

Suburban Zone

Driveway & Parking Surface:
- Allow gravel as a paving option for single-family detached properties, as is permitted for parking areas in the Robinson District (pg. 15), but require a concrete apron at the street.

Exterior Siding:
- Prohibit vinyl and aluminum exterior siding if state laws allow. These materials are only discouraged at present (pg. 33).

Urban Transition Zone

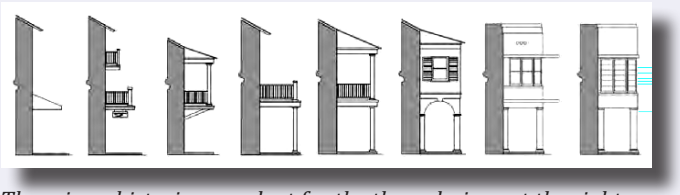
Parking Areas:
- Prohibit driveways for narrow lots, especially lots that are 40 ft. and less in width. A photo in this section of a positive example shows lots less than 40 ft. wide and featuring driveways (pg. 42).

Urban Zone

Building Heights:
- Revise the mandated 2-6 stories to 1-3 stories to be more compatible with Conway's historic development patterns (pg. 55 and 57).

Building Materials:
- Prohibit rather than merely discouraging materials covering original architectural features (pg. 67).

Overhead Cover:
- Permit a simple flat canopy along the full frontage of a building, and prohibit colonnades and arcades since there are no historic precedents for these in Conway (pg. 69).



There is no historic precedent for the three designs at the right.

Civic & Institutional

Parking:
- Eliminate or replace the site plan graphic illustrating, as a positive model, a large parking lot between the street and building (pg. 78).

Overlay District Boundaries

Rear Lot Lines:
- As is already done with the Robinson District, consider following rear lot lines rather than streets to serve as the district boundaries (except for the boundary on the northeast that is now served by the interstate). Otherwise, one side of a street will be under design review while the other side is not.

State Act 446: Residential Design Regulations

In 2019, the State legislature adopted an act entitled *"An Act Concerning County and Municipal Regulation of Residential Building Design Elements; and for Other Purposes."* A review of this act raises questions regarding how it would impact current residential design standards in Conway, as well as some of the related recommendations of this plan. Among the questions raised are the following:

- Does the State law apply to regulations adopted by a municipality prior to the adoption of the State law?
- If so, does it only apply if revisions to those pre-existing regulations are made after the adoption of the State law?
- If so, is a referendum of all effected property owners required to make any revisions to the pre-existing regulations?

It is recommended that the City request a State Attorney General opinion to resolve these issues.

International Existing Building Code (IEBC)

In many cases, the cost of work that would be required to bring a building up to code can be prohibitively high. To address this challenge, the IEBC was established by the International Code Council (ICC) as a set of regulations that is now applied by many jurisdictions in the US. It is sometimes amended to reflect local conditions and legislation. The code establishes requirements for repairs, alterations, and additions to existing buildings and structures. It applies to work on buildings and structures that were constructed before the introduction of the building code requirements in 2000. The code provides three options that allow a departure from full compliance with the codes for new construction, while still maintaining basic standards for structural performance, fire prevention, and other health and safety issues.

Other Planning & Regulatory Issues

HDC Review & Approval Process

Administrative Reviews in Overlay Districts

To make the approval process easier for applicants and to maintain political support for Conway's overlay districts, utilize administrative reviews more frequently when possible (and legal per State laws) for the following types of work:

- Minor work, such as the replacement of materials with like materials, signs, and similar work, and
- Issues for which the guidelines are clear and do not require judgement calls

If the applicant disagrees with an administrative decision, they should have the option to go before the HDC.

COA Applications

A recommendation has already been made to revise the City's preservation ordinance to require that applications be deemed complete before being placed on HDC agendas. In addition to making this part of the COA process, insure that the quality of plans is sufficient to make informed decisions before deeming an application complete.

Tree Preservation

In practice, tree preservation regulations are typically only applied as part of a development application, such as for a COA. However, they should be applied on an ongoing basis, whether a proposed tree removal is part of an application or not.

Final Inspections Enforcement

The City needs to be more vigilant in requiring that a final inspection occurs for approved applications before issuance of a Certificate of Occupancy (CO). Coordination with Conway Corp on power utilities is also part of the equation.

Amendments to Related Plans & Policies

Comprehensive Plan

The City's current plan, which was updated in 2018, does not address historic preservation. It is recommended that:

- Preservation should be addressed in the next plan update.
- The next plan should align with the recommendations of this stand-alone preservation plan and reference it. This plan should be considered an element of the comprehensive plan.

Building Codes

The City's current code does not include special provisions for older buildings. It is recommended that:

- The City should adopt the International Existing Building Code (IEBC) established by the International Code Council.



Trees are an important feature defining the character of many of Conway's most historic neighborhoods. In fact, their preservation was a topic frequently raised by residents at the public meetings related to this project, as well as in the write-in portions of the public opinion survey.

Incentives for Preservation

Existing Incentives
There are already some existing incentives at the local, state and federal levels for historic preservation. See page 19 of this plan for details on those incentives. Below are recommendations to improve on existing incentives and to create a new incentive.

Incentives to Promote
The public opinion survey conducted for this project revealed that 71% of survey respondents were completely unaware of the existing state and federal investment tax credit programs for historic building rehabilitation. Given the self-selected nature of the respondents, many of whom have a specific interest in historic preservation, this survey result is surprising. Clearly, promotion efforts are needed.

- *Existing available incentives should be vigorously promoted by entities such as the City and the Conway Downtown Partnership (CDP).* Such incentives to be promoted include:
  - Federal/state investment tax credits for rehabilitations
  - Impact fee exemptions within the Downtown area

Incentives to Improve
The CDP's Building Improvement Grant Program, which is operated in coordination with Main Street Arkansas, provides a one-to-one match. See the sidebar at right for eligible project types. However, the program is only funded at an annual level of $5,000. The relatively large match requirement and the very small funding pool severely limit the effectiveness of this program.

- *Work with the CDP to see if their existing façade improvement program can be improved with larger grant amounts and lower match requirements.* This recommendation is clearly easier said than done, but it is a very important one.



This building at 1009-1011 Oak Street benefited from the Conway Downtown Partnership's (CDP's) Building Improvement Grant Program. Among this building's many enhancements were a new storefront, uncovering of the transom windows, a new canopy, and a fresh coat of paint.

New Incentive

Revolving Fund to Rehabilitate Buildings
Revolving funds start with seed money used to acquire a building needing preservation and/or rehabilitation. Once saved and/or rehabilitated, it is sold to replenish the fund, and this pattern continues. Facade easements are often placed on the property to ensure future preservation in perpetuity. However, to achieve this sort of program, an entity is needed to operate it, and no such entity currently exists in Conway. This plan recommends exploring the establishment of a non-profit advocacy entity (see page 28).

- *If it is not viable to establish an entity to sponsor a revolving fund, look to Preserve Arkansas (PA) as a potential alternative.* PA has a small staff that would make a revolving fund program challenging, but there is likely a need by other communities, and countless excellent models exist across the country.

CDP Building Improvement Grant Program

Although the available funds are very limited at present, the CDP's grant program can be an effective means of triggering improvement projects. Below is a summary of eligible project types for funding:

1. Awnings
2. Exterior painting
3. Signs - removal, new and repair of existing
4. Exterior masonry repair
5. Repair to exterior facades (front, rear & side facades are eligible)
6. Installation, repair or replacement to cornices, doors, windows, decorative detail, awnings, window display lighting
7. Exterior lighting
8. Landscaping features (e.g. window boxes or planters)
9. Removal of barriers to access for people with disabilities
10. HVAC repairs and replacement
11. Roofing repairs and replacement

Certified Local Government (CLG) Funding

The CLG program is managed by the Arkansas Historic Preservation Program (AHPP) and Conway is one of the state's twenty-one CLGs. No matches are required from the City, and eligible projects include:

- Training for historic district commissioners and their staff
- Staff support for historic district commissions
- Architectural surveys of historic areas
- Nominations of properties to the National Register of Historic Places
- Development of design guidelines for use by historic preservation commissions
- Preservation plans for the protection of local historic resources
- Educational materials for property owners on preservation practices
- Brick-and-mortar restoration work on historic properties

Plan Implementation

While most local preservation programs necessarily have to rely heavily on regulatory tools, it is also important to balance those out with incentives for preservation. In short, there is a need to balance the "sticks" with some "carrots." See the following page for an implementation matrix indicating for each recommendation the pages for details, responsible parties, and phasing.

Responsible Parties
Implementation of this plan will call for a team effort, as follows:

Historic District Commission (HDC)
The HDC's primary role will be providing general leadership and promoting implementation of this plan's various recommendations with the City Council.

City Planning Staff
In addition to playing their typical role by staffing the HDC, the City's planning staff will be needed for pursuing grants, researching various issues related to this plan, drafting preservation-related documents, and similar tasks.

Conway Downtown Partnership (CDP)
The CDP will play a critical role in building property owner support for pursuit of local historic district designation for Downtown, as well as exploring options for increasing funding for their building improvement grant program.

Faulkner County Historical Society (FCHS)
The FCHS will be important to help implement many of this plan's recommendations related to historic interpretation and pubic outreach.

Other important partners for Conway's future preservation efforts beyond the local level include Preserve Arkansas and the Arkansas Historic Preservation Program.

Implementation Costs
Below is a summary of some of the primary costs anticipated for implementing this plan:

Public Policy Revisions
Examples of policies to be revised include the preservation ordinance and design guidelines. There will be no significant costs for these efforts since the existing City staff can achieve them.

Resource Inventory & NR Nominations
This work will like total in the $60,000 - $70,000 range, but it could be spread out over a few years, and it is a good candidate for CLG funding through the AHPP.

Brochures, Signage, Markers, Exhibits
These costs cannot be determined until the design phase for each product is completed following this plan's adoption.

Implementation Phasing
A three-phase implementation approach is proposed, as follows:

Phase 1
Tours/brochures, training for HDC members/staff, awards program, public outreach, revisions to preservation ordinance and design guidelines, improvements to HDC approval process, adoption of International Existing Buildings Code, and improvements and promotion of existing incentives

Phase 2
Wayside exhibits, education for students, resources inventory, National Register nominations, and designations of new local historic districts

Phase 3
Signage and plaques/markers, alignment of this plan with the next comprehensive plan, and revolving fund establishment

C) PRESERVATION STRATEGIES

Plan Implementation: Matrix

No.	Recommendation	Page #	Responsible Party	Time-Frame
A.	**On-Going Education & Public Outreach**			
A-1	Expand interpretation efforts, including tours, brochures and interpretive wayside exhibits	26-27	FCHS	Phases 1 & 2
A-2	Provide education on local history and preservation for students, HDC members and staff	27	FCHS, HDC, City Staff	Phase 1
A-3	Identify historic resources with signage, plaques and markers	28	City, FCHS	Phase 3
A-4	Expand the CDP's Downtown awards program to recognize residential rehab. and new infill	28	CDP	Phase 1
A-5	Require title companies to inform property sellers and buyers about district regulations	28	City, title companies, real estate profs.	Phase 1
A-6	Conduct an annual or biannual mailing to district property owners reminding of regulations	28	City Staff	Phase 1
A-7	Create brochures for property owners and real estate profs. on incentives and regulations	28	City Staff	Phase 1
A-8	Explore the viability of establishing a non-profit preservation advocacy group in Conway	28	HDC, FCHS	Phase 1
B.	**Historic Resource Inventory Needs**			
B-1	Complete an intensive survey of Conway to identify additional historic resources	29	City Staff, HDC (via consultants)	Phase 2
B-2	Complete a reconnaissance level survey of suburban areas developed between 1945 and 1970	29	City Staff, HDC (via consultants)	Phase 2
B-3	Upload existing and future survey data into the City's GIS database for citizen access	29	City Staff	Phase 2
B-4	Update the Conway historic resources inventory every 10 to 20 years	29	City Staff, HDC (via consultants)	Phase 2
C.	**National Register Nominations**			
C-1	Update Conway's National Register Historic District nominations that are 10 years old or older	30	City Staff, HDC (via consultants)	Phase 2
C-2	Prepare a multiple property doc. form following an intensive survey of NR-eligible properties	30	City Staff, HDC (via consultants)	Phase 2
D.	**Local District Measures**			
D-1	Revise the historic district ordinance by reorganizing it and making minor adjustments	31	City Staff, HDC	Phase 1
D-2	Explore the creation of local historic districts for the Commercial and Hendrix NR Districts	32	City Staff, HDC (via consultants)	Phase 1
D-3	Revise the Robinson District design guidelines for various topics, including materials and signs	33	City Staff, HDC	Phase 1
D-4	Revise the Old Conway Design Overlay District (OCDOD) design guidelines for various topics	34	City Staff, HDC	Phase 1

PLAN IMPLEMENTATION: MATRIX (CONTINUED)

No.	Recommendation	Page #	Responsible Party	Time-Frame
E.	**Other Planning & Regulatory Issues**			
E-1	Make various minor adjustments to the HDC COA application review and approval process	35	City Staff / HDC	Phase 1
E-2	Amend related plans and policies such as the comprehensive plan and building codes	35	City Staff / HDC	Phase 1
F.	**Incentives for Preservation**			
F-1	Vigorously promote existing incentives such as rehab tax credits and impact fee exemptions	36	City Staff / HDC	Phase 1
F-2	Work with the Conway Downtown Partnership to enhance their façade improvement program	36	City Staff / HDC / CDP	Phase 1
F-3	Establish a revolving fund for building rehabilitations via a new non-profit or Preserve Arkansas	36	City Staff / HDC	Phase 3


APPENDIX

Appendix A

Conway Historic Context



CADRON SETTLEMENT

This section of central Arkansas was home to Native Americans before the arrival of Anglo-Europeans. Tribes such as the Caddo, Osage and Quapaw lived in established communities and used the lands for hunting and farming. After the Hernando De Soto Spanish expedition through the Mississippi Valley in 1542, disease decimated these tribes. Over the next few centuries these tribes were under Spanish and French influences and continued to suffer from diseases and enslavement. By the late 18th century many members of these tribes moved west, and members of the Cherokee Nation moved into Arkansas as they were being displaced east of the Mississippi River. The Cherokee had a strong presence in central Arkansas until 1828 when they ceded their lands and moved to what is now Oklahoma.

In the early 19th century Anglo-Europeans began moving into the Arkansas River Valley. The first settlement in what is now Faulkner County was made at the mouth of the Cadron Creek by John Standlee in 1814. Approximately five miles west of present-day Conway, the larger Cadron Settlement, consisting of 30-40 families, was established at the confluence of Cadron Creek and the Arkansas River. John McElmurry built a blockhouse and conducted fur trading with the Cherokee and Osage tribes. British naturalist Thomas Nuttall recorded his two visits, in 1819 and 1820, to Cadron. At that time, Cadron was a promising candidate for the location of the territorial capital. By 1831, however, Cadron Settlement was a ghost town, abandoned as other towns in the region grew in prominence.

During the 1830s, thousands of Native Americans traveled through the area on the roadbeds connecting Little Rock to Fort Smith during Indian Removal. In 1834, a group of Cherokee Indians camped at the abandoned site of the Cadron Settlement. Commanding officer Lieutenant Joseph W. Harris was forced to stop the caravan there due to low water in the Arkansas River. While stranded at Cadron, many of the Cherokee, already weak, fell ill to cholera and perished.

This section of Arkansas remained sparsely settled until the mid-1800s. It was part of Conway and Pulaski Counties and the economy was largely based on agriculture. During the Civil War there was some guerilla activity in the region, but no major engagements occurred in the area.

Planned in the 1850s, construction of the Little Rock and Fort Smith Railroad began in 1870. An engineer for this railroad, Asa Peter Robinson, moved from New York to Little Rock in 1869 and began overseeing construction of the railroad. Upon his retirement he was granted 640 acres and platted the Conway Station in 1871. Named for a prominent Arkansas family that produced the first elected governor, James Sevier Conway, the town developed along a westward bend in the railroad. The establishment of Conway was followed by the creation of Faulkner County on April 12, 1873. The construction of the railroad through Conway led to a building boom and the community was incorporated October 16, 1875. By 1880, Conway boasted a population of 1,028 residents and the county had 12,786 citizens.

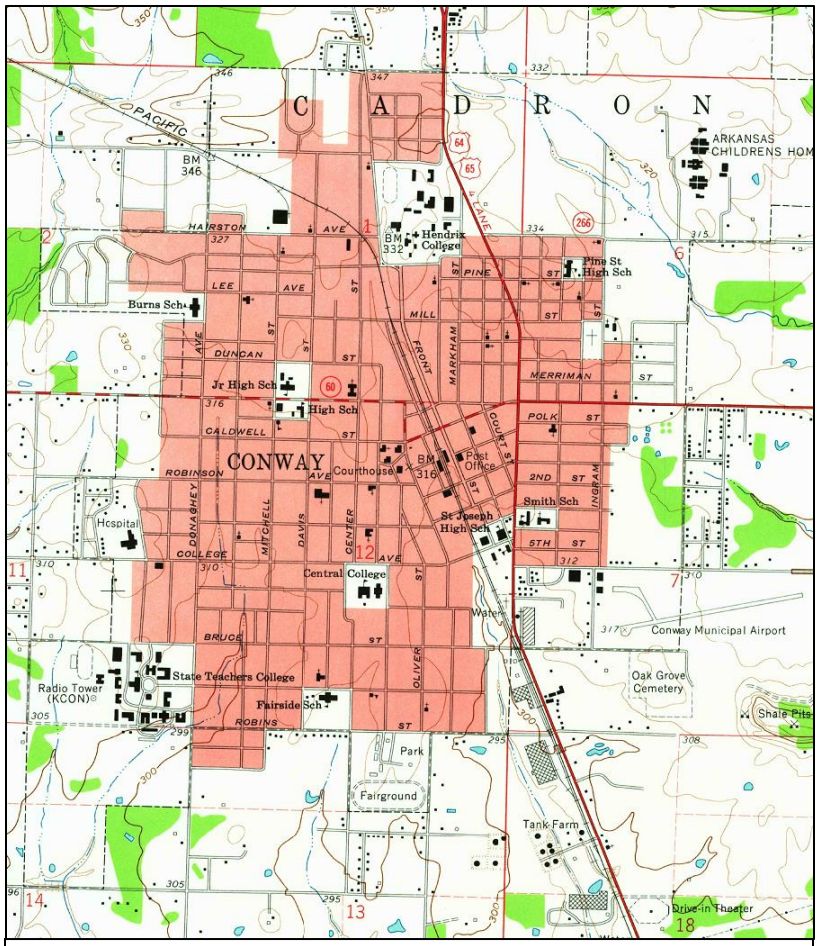
As a railroad town and county seat, Conway became a marketplace for area farmers. Conway and Faulkner County grew with large German and Irish populations. Conway's first newspaper, the *Arkansaw Traveler*, was published in December 1875. The opening of the town's first school in February 1879 marked Conway's early emphasis on education. Within ten years, civic leaders built on this commitment by luring an established college to the town.

Methodist minister Edward Tabor and Captain William W. Martin led a drive to close the town's saloons, which was key to attracting educational institutions to Conway. By 1890, Conway's population grew to 1,207. Martin became mayor of Conway the same year. During Martin's tenure, Conway installed telephone lines and electric lights. Arkansas State Normal School opened in 1908 as the first college for teachers in the state and became Arkansas State Teachers College (ASTC) in 1925. By 1913, Conway grew to a community of over 4,000 residents and it contained three banks, three large wholesale houses, a cotton compress, and a cotton-seed oil mill. Cotton shipments out of Conway ran as high as 25,000 bales per year. Between 1910 and 1920 many new brick commercial buildings were built downtown and the population grew from 2,794 to 4,564.

The 1920s were a prosperous time for Conway as it continued to grow, and the city added another 1,000 residents during this decade. The county and Conway suffered during the flood of 1927 when the Arkansas River overflowed its banks and inundated much of region. Conway and the county also suffered through the years of the Depression with several bank failures and the slowing of business growth. New Deal programs like the Works Progress Administration and the Civilian Conservation Corps helped the county through soil conservation efforts and construction projects on Conway's college campuses and downtown.

After World War II, Conway benefitted from the establishment of new industries and the growth and development of nearby Little Rock. The International Shoe Company opened a factory in Conway in 1947 and also that year the Allied Telephone Company established an office in the city. The Central College for Women closed in 1947, but the campus was

soon purchased by the Baptist Missionary Association of Arkansas and became Central Baptist College. Recreational opportunities were also enhanced with the creation of nearby 6,700-acre Lake Conway in the late 1940s.



CONWAY USGS QUAD MAP, 1961

The 1961 USGS map of Conway shows that the city still remained within much of its original boundaries and very few suburban subdivisions were developed by this time. The character of the city would change significantly when Interstate 40 was constructed directly to the east and north of the city. In addition to bringing new commerce to the city it also provided improved access to Little Rock. Between 1960 and 1980 the population of the city doubled from 9,791 to 20,375 residents. New subdivisions were platted particularly on the west side of the city such as Bellemeade and Conway Manor.

Conway's population grew significantly in the 1990s and into the 2000s with the population tripling to almost 60,000. During these decades the city's three colleges also thrived with the University of Central Arkansas becoming the fifth-largest public university in the state. After 1980, many of the city's late 19th and early 20th century historic resources were recognized through their listing in the National Register of Historic Places. There was also an increased focus on preserving and rehabilitating the downtown commercial district. Today, Conway is recognized as a community which has an emphasis on its quality of life, and it continues to attract new residents and visitors.

SIGNIFICANCE IN EDUCATION

Conway is distinguished as being the home of three institutions of higher learning: Hendrix College, Central Baptist College and the University of Central Arkansas. These institutions have played a major role in the growth and development of Conway and its status as a "college town." While the three campuses are largely composed of post-1970 buildings, they retain several historic properties which reflect their early 20th development. Conway also developed a strong public-school system and several elementary and high school buildings were constructed in the early 20th century. Most of these have been replaced with modern buildings or significantly altered. Another educational institution, the Arkansas Children's Colony, was established in the city in the late 1950s.



FIRST UNITED METHODIST CHURCH, 1913-15

Hendrix College

The anti-saloon drive was instrumental in encouraging the relocation of Hendrix College (originally Central Collegiate Institute) to Conway from Altus in Franklin County. The Methodist-affiliated college chose Conway over other towns in part due to its ousting of saloons, as well as Conway's size and central location. Originally named Central Collegiate Institute, founder Reverend Isham Lafayette Burrow established the school at the town of Altus in 1876 with 20 students.

Hendrix College struggled with contentious relationships between its president and board of trustees, however. Even before relocating to Conway, the administration of the school experienced difficulties. Burrow appealed to the Methodist Church for financial assistance by 1884. The school was able to confer its first four-year degrees in 1885. In 1887, Burrow, however, was replaced as president of the school by Dr. Alexander Copeland Millar.

A native of Pennsylvania and Methodist minister, Millar himself had a proclivity for changing course in his career decisions. He moved between teaching jobs in Missouri and Texas before landing the presidency at Central Collegiate

Institute. He soon changed its name to Hendrix College in honor of Eugene Russell Hendrix of Kansas City, Missouri, recently named bishop of the Arkansas Conference. As president of the school, Millar played a major role in moving it to Conway.

Millar, however, left Hendrix College in 1902 for his former position in Missouri. His replacement at Hendrix, Reverend Stonewall Anderson, soon discovered support lacking from the Methodist Church. Anderson found outside financial resources from a New York organization funded by John D. Rockefeller, enabling the school to broaden its curriculum. Yet, Anderson grew frustrated with the church stretching its support thin among three colleges, including Hendrix. When he resigned, Millar returned, only to resign again over disagreements with the school board of trustees. Finally, a long-term leader was placed at the helm in 1913. The school's first non-clergy president, John Hugh Reynolds, remained until he retired in 1945. A native of Faulkner County and graduate of Hendrix College, Reynolds became a professor of history and political science before accepting the position of president at his alma mater.

With Reynolds' inception, the college built a president's house (NRHP 12.22.1982). The Craftsman-style house was designed by Little Rock architect Charles L. Thompson. The same year, Thompson designed Galloway Hall (NRHP 12.22.1982), a female dormitory in the Tudor Revival style, on the Hendrix College campus. In 1918, Thompson and Harding architectural firm was responsible for Martin Hall (NRHP 12.22.1982), the college's male dormitory, built in the Collegiate Gothic style.



PRESIDENT'S HOUSE, HENDRIX COLLEGE, 1913

President's House, Hendrix College

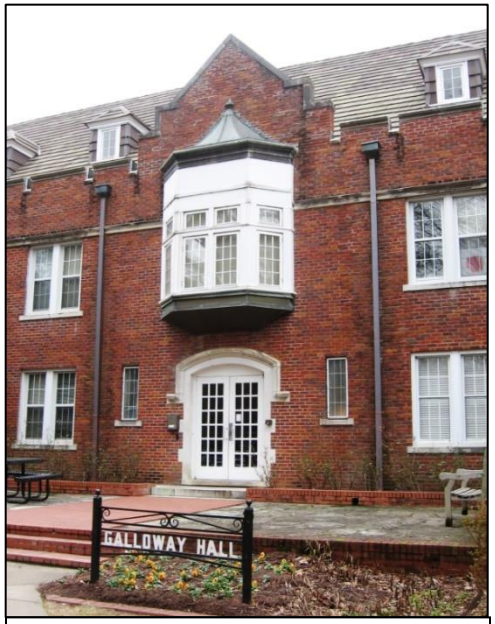
The National Register nomination for the President's House at Hendrix College is described as "an unusually attractive blend of symmetry with informality." The two-story dwelling has exterior walls of red brick, contrasted with an abundance of white trim. The form is a side-gable plan with two projecting gable-front bays on the façade. The recessed main entrance features a one-story porch with Tuscan columns supporting a pergola-type roof with notched rafter tails. Other Craftsman details include faux half-timbering in the gable fields, large brackets, and stucco panels. Lower story windows are all multi-paned casement windows, and the upper windows have six-over-one lights. The building and its furnishings were financed by alumni contributions. In 1980, the building ceased its function as the President's House to become Ellis Hall, a student dormitory.

Martin Hall

Designed by the Thompson and Harding architectural firm, Martin Hall was completed in 1918. The male dormitory shared characteristics with its female counterpart, having three stories, brick walls with stone trim, and an H-plan. It was named to honor Capt. William W. Martin, mayor of Conway who helped to bring Hendrix College to the city in 1890.

Galloway Hall

The oldest female dormitory at Hendrix College is Galloway Hall. It was designed by Charles L. Thompson. The three-story dormitory building displays an H-plan footprint. Its red brick walls are accentuated by limestone trim. The building was named in honor of Charles Betts Galloway, (1849-1909), a Methodist Bishop after Galloway Women's College (also named in honor of the Bishop in 1889) at Searcy, Arkansas, merged with Hendrix College in 1933.



GALLOWAY HALL, HENDRIX COLLEGE

Central Baptist College

Concurrent to the development of Hendrix College, the Central College for Women was established in Conway. In the spring of 1892, construction began on the first buildings for the school. One hundred students were enrolled by the second session of classes in 1893. The earliest degrees conferred by the college were the Bachelors of Arts, Literature, Science, and Music. The school faced financial difficulties after World War I and by 1929 Central was in a financial crisis. The college survived the challenging Depression years, but by 1947 the Arkansas Baptist State Convention voted to move the school to cut costs and closed Central College in Conway in 1951.

The following year, the Arkansas Missionary Baptist Association purchased the property and reopened the school as Conway Baptist College. By the end of the school year, the college was debt free. The college continued to grow through the 1960s with the construction of new buildings and dormitories. In 1962, the name was changed to Central Baptist College, which received full accreditation from the American Association of Bible Colleges in 1977. As of 2019, the college has an enrollment of over 700 students and offers a wide variety of degrees.



University of Central Arkansas

In 1908, Conway became home to the first normal school for teacher training in Arkansas. With the addition of the Arkansas State Normal School, Conway became known as the “City of Colleges.” Normal school training originated in France and in the United States, Horace Mann established the first normal school in 1839 at Lexington, Massachusetts. In 1907, the State of Arkansas passed Act 317, providing for the establishment and maintenance of a State Normal School. Some existing colleges in Arkansas already had normal departments, but the act enabled the creation of a single school committed to the education of teachers.

Several towns in Arkansas applied to be the hometown of the new normal school. The City of Conway offered the choice of three tracts of land and over $51,000 cash, sealing the deal. The Arkansas State Normal School opened at Conway on September 21, 1908, offering a Licentiate of Instruction degree in a two-year track. John James Doyne, formerly the state superintendent of schools, served as the school’s first president until 1917. Enrollment grew from 100 students in 1908 to 200 in 1909.

Enrollment reached 441 students by 1916, and the curriculum for the Bachelor of Arts was created in 1920. The school progressed into the Arkansas State Teachers College (ASTC) in 1925, State College of Arkansas in 1967, and the University of Central Arkansas in 1975.

University of Central Arkansas Historic District

The University of Central Arkansas Historic District is composed of eight buildings representing the earliest structures on the campus, plus the President's House, east of the campus. Their dates of construction range from 1919 to 1963. One building, the Administration Building/Ada Waldran Auditorium, is listed individually in the National Register of Historic Places (01-24-2011). Architectural styles of the buildings are Colonial Revival and Classical Revival, plus one contemporary-style building.



MCALISTER HALL, UAC CAMPUS



HARRIN HALL, UAC CAMPUS

After World War I, the return of so many former soldiers caused school officials to add a four-year Bachelor of Arts degree in 1920. Construction of the Administration Building added 28,150 square feet of space for administrative and academic purposes. It was designed by Little Rock architect John Parks Almand, who was part pf the team of architects to design Little Rock Central High School in 1927.

The normal school at Conway became the Arkansas State Teachers College in 1925 and continued to grow during the Great Depression. The Public Works Administration (PWA) funded construction of additional buildings on the campus, including five of the buildings in the University of Central Arkansas Historic District. PWA money was used to build the Ida Waldran Auditorium, designed by Wittenberg and Delony Architects, to the west façade of the 1919 Administration building. The same architectural firm designed McAlister Hall, constructed in 1934 with PWA funds. The building was named for Herbert L. McAlister, who became president of Arkansas State Normal School on July 1, 1930 and steered the school through its largest period of building growth, despite the Depression. McAlister Hall has been used as a women's dormitory, classrooms, and social center.

Another PWA building is Wingo Hall, constructed in 1935 as a residence for women and married couples. It was also designed by Wittenberg and Delony and was named for Otis T. Wingo, Arkansas State Senator credited with creating the bill that established the Arkansas State Normal School. The President's House, another PWA building designed by the Wittenberg and DeIony was completed in 1936. The two-story Colonial Revival style house was built across the street from the school's campus. The same firm designed McCastlain Hall, a dining hall, and Bernard Hall, a women's dormitory with meeting space for women's organizations, in 1939. The former is named after Orville Wright McCastlain of Holly Grove, Arkansas, a record-setting student-athlete and 1934 graduate of the school. Bernard

Hall was named for Mary Augusta Bernard, an early instructor at the school from 1912 who became a full professor and head of the Department of Art until her death in 1933.

Graduate studies were introduced at the institution in 1955 and doctoral programs in the late twentieth century. In 1967, the school was renamed State College of Arkansas and in January 1975, it became the University of Central Arkansas.

Arkansas Children's Colony

In 1955, Arkansas Governor Orval Faubus threw his support behind development of a full-care facility for mentally disabled students. The General Assembly passed legislation that year, and a 400-acre site was donated in Conway for the campus. Consisting of classrooms, cottages, a gym, health clinic, chapel, and kitchen, the facility schooled and housed children with special learning needs.

During the 1960s, the Arkansas Children's Colony served as a quarantine and research facility for German measles. Patients were housed fourteen to a cottage. With permission of the children's parents, physicians tested vaccines on patients suffering with the disease. This research was groundbreaking in developing the rubella vaccine.

In the 1970s, the original legislative act creating the Children's Colony was revised to expand the definition of eligible residents to include children experiencing difficulties with autism, epilepsy, and cerebral palsy. In 1971, the facility was renamed the Conway Human Development center, and five similar centers were constructed across the state.

SIGNIFICANCE IN COMMUNITY DEVELOPMENT

The growth and development of Conway is illustrated through its residential development in the older neighborhoods surrounding the downtown area. These neighborhoods contain the oldest dwellings in the city and many of these are associated with residents who were prominent in local commerce and education. Dwellings built in the late 1800s were built in the popular Queen Anne style and Folk Vernacular forms. By the early 1900s the revival styles such as Colonial Revival and Tudor Revival were widely built in the city. Several historic districts and related streets represent this significant era in the city's history. In addition to the historic districts, several individual properties are significant for their architectural styles and/or association with Conway's development.



HARTON HOUSE, ROBINSON HISTORIC DISTRICT

Robinson Historic District

As Conway's business and government affairs centered around the railroad depot, merchants and public workers chose the area immediately to the west and north of downtown as the location for the city's preferred residential neighborhood. Named for town founder, Asa Robinson, the Robinson Historic District experienced continual residential development over a period of sixty years from 1890 to 1950. The neighborhood reflects this growth in its architectural styles. The development of this neighborhood represents the community planning and growth of Conway. The National Register nomination for the district states "a list of the builders of the houses within the Robinson Historic District is a compendium of the citizens who were vital links in Conway's economic and governmental prominence, strongly associated with the historic development of not only the neighborhood, but also the city." Prominent leaders with houses in the district include D. O. Harton, a long-time Conway merchant, Oscar Lee Dunaway, an educator and supplier of educational materials, and Dr. J.W. Greeson, a physician and pharmacist.



1839 COLLEGE AVENUE, HISTORIC DISTRICT

College Avenue Historic District

College Avenue west of downtown is another significant collection of dwellings built in the late 19th and early 20th centuries. Aligned along College Avenue east of Central Baptist College, these blocks display dwellings built in the Colonial Revival, Tudor Revival, and vernacular forms during these years. Although not officially listed in the National Register, this section of College Avenue appears to be eligible for its notable collection of dwellings from Conway's early development.



1800 JEFFERSON STREET, HENDRIX ADDITION HISTORIC DISTRICT



LASLEY'S COLLEGE APARTMENTS, 1916-1920 BRUCE STREET

The Hendrix College Addition Neighborhood Historic District

Hendrix College's move to Conway contributed to the city's growth in the early 1900s. The immediate effect to the school, however, was a substantial financial debt. President Millar recommended the sale of some of the college's land, originally consisting of three former farmsteads. The subdivision of one section of land into residential lots both paid down the school's debt and fostered a neighborhood of academics. On a hill north of the campus, the Hendrix College Addition was developed for residences of college faculty and employees. Homes were built from the early to mid-20th twentieth century in popular American styles such as Tudor Revival, American Foursquare, Craftsman, Colonial Revival, and Ranch. Families tended to keep these properties through many generations, and the Hendrix College Addition remains a cohesive neighborhood with a sense of community tied to its association with the college.

Lasley's College Apartments

The Lasley's College Apartments were built in 1947 during the post-World War II period. After the war, Congress passed the GI Bill and veterans inundated college campuses, including the Arkansas State Teachers College (later, the University of Central Arkansas). The student body expanded from 289 in 1943 to 1,700 in 1947. Several apartment buildings were built in Conway during this period, including Lansley's College Apartments, one block from the Arkansas State Teachers College campus. The complex of a pair of two-story buildings was constructed for Jewell Lasley, a successful local businesswoman. Lasley was involved with Conway's Business and Professional Women's organization and operated her own store in downtown Conway.

The apartments represent a good example of a mid-twentieth-century courtyard-style apartment complex. The courtyard-apartment plan was more prevalent in larger cities like Little Rock, and the Lasley

property is an unusual example in the small-town setting of Conway. The property is reflective of the housing shortage and construction boom of the post-war period, when college towns like Conway experienced notable population growth as GIs returned from service and matriculated into universities.



SCULL HISTORIC DISTRICT

Scull Historic District

Central College's growth and evolution fostered development of adjacent residential neighborhoods. The Scull National Register Historic District consists of two concrete block dwellings constructed in 1928 at 428 and 432 Conway Boulevard east of the college campus. These nearly identical one-story dwellings represent the Craftsman style and the builder was local contractor Ferdinand Lawrence Scull. The use of concrete block in building construction increased around the turn of the 20th century with the invention of concrete block machinery. Harmon S. Palmer patented a commercial concrete-block machine in 1900. A lumber shortage in the first decade of the twentieth century also encouraged the use of concrete block. Molds were designed to add textured surfaces to the finish concrete block, called "rock face" for its simulation of natural stone. Scull used the rock face block in the construction of the two dwellings on Conway Boulevard incorporating, Craftsman accents such as exposed rafter tails at the roof eaves and full-width façade porches with square posts on piers.

Frank E. Robins House

As the center of Faulkner County government, Conway was home to area newspapers imparting relevant local information and advertising, as well as the political opinions of its owners/editors. Able F. Livingston founded the *Log Cabin*, a weekly newspaper that favored the Republican party, in 1879. J. W. Underhill became the owner of the newspaper during the late 1880s, shifting the political slant of the publication, even though the *Conway Democrat*, established in 1881, presumably gave voice to Democrat politics.

During this period, Tennessean John Robins moved with his family to Conway and became the owner of several sawmills. On January 1, 1894, Robins traded two of his mills for Underhill's *Log Cabin* newspaper. When Robins died in June 1894, his widow, Minnie, continued publishing the newspaper. Underhill returned to the newspaper business in 1896, buying the former *Conway Democrat*, renamed ***Pollard's Democrat***. Minnie Robins and Underhill married in 1899

and continued publishing both newspapers from the same office until a fire destroyed the building. The *Log Cabin Democrat* continued in publication, and Minnie and John Robin's son, Frank, became its manager and editor. The daily edition of the paper commenced in 1908 coinciding with the opening of the Arkansas State Normal School (now the University of Central Arkansas).

A product of Conway public schools and Hendrix College, Frank Robins became a key civics leader in the community. He was elected as mayor of Conway, serving from 1905 to 1908, and served as alderman for several years. Robins was also a member of the waterworks improvement board, president of the Conway School Board, member of the Elks, Masons, and Rotary Club. Despite his deep involvement in local politics, he maintained a neutral stance in his newspaper, departing from tradition. As editor, he also emphasized area agricultural and rural news.

Frank Robins was an original member of the first board of the Conway Corporation, created in 1929 to ensure financial stability of Hendrix College and Central College. Both educational institutions suffered funding problems from their respective religious backers. The Conway Corporation issued bonds against the earnings of the Municipal Electric System for financial aid to both schools, ensuring their longevity in the community. Frank Robins built his two-story brick Colonial Revival-style dwelling in 1922 during his years of community activism. The building retains a high degree of original materials and integrity and is listed in the National Register for architecture and its association with prominent civic leader Frank Robins.



FRANK E. ROBINS HOUSE

O. L. Dunaway House

The O. L. Dunaway, though listed in the National Register for architecture, reflects the importance of education in Conway. Oscar Lee Dunaway was born in the nearby community of Beryl on February 14, 1872 and earned two degrees from Hendrix College - a Bachelor of Philosophy in 1897 and later a Bachelor of Arts. After receiving a master's degree from George Peabody College for Teachers in Nashville, Tennessee, in 1919, he returned to Arkansas to teach school. He also served as superintendent of schools in Prescott, Texarkana, Texas, and Hot Springs. In 1922, Dunaway returned to Conway to accept a job with the Keystone View Company, a leading stereograph company based in Meadville, Pennsylvania. Dunaway was a co-founder and superintendent of the Arkansas Christadelphian Bible School, initially convened on July 18, 1923 in Martinville. Attendance at the two-week Bible-study school came from 31 states and Canada and averaged 500 students annually. In 2015, there were Christadelphian congregations in North Little Rock, Clinton, Fort Smith, Fayetteville, Camden, and Conway, Arkansas.



O. L. DUNAWAY HOUSE



GREESON-CONE HOUSE

Greeson-Cone House

Another dwelling associated with education in Conway through its owners is the Greeson-Cone House at 928 Center Street. Listed in the National Register for architecture, the house was built on Lots 5 and 6 of Block 25 of the original town plat. The 1921, two-story Craftsman-style dwelling was built by Dr. J.W. Greeson, a physician and pharmacist, and his wife Sarah Pate Greeson. In 1925, Jesse G. and Sallie H. Cone purchased the property. Mrs. Cone was a teacher in Conway public schools for nearly forty years. In 1961, the five-year old Fairside Elementary School was re-named the Sallie Cone School in her honor.



J. E. LITTLE HOUSE

J. E. Little House

This large Neoclassical dwelling at 427 Western Avenue was built in 1919 for wealthy planter John Elijah Little. Little came to Faulkner County from Mississippi in 1883 to manage Lee B. Atkeison's plantation. Two years later, Little married Atkeison's sister-in-law, Lollie Trundle. The couple amassed 3,200 acres on which a community known as Lollie plantation developed after Mrs. Little's death in 1892. By 1900, the community had a store, cotton gin, sawmill, a molasses mill, and post office, where Mr. Little served as postmaster 1888-1911. By 1928, 80 families lived on the plantation, growing cotton, corn, and sorghum. Little was also a prominent Conway businessman and philanthropist. He was the majority stockholder and vice-president of the Faulkner County Bank and Trust Company. He donated 640 acres to Hendrix College in 1914 and was on the school's Board of Trustees. Little also served on the ad hoc committee to locate the State Normal School in Conway. The Little House in Conway reflects the wealth and prosperity of its owner and the importance of agriculture and commerce to the local economy into the twentieth century.



M. M. HIEGEL HOUSE

Michael M. Hiegel House

The Michael M. Hiegel House is significant for its association with Michael Hiegel, a prominent community leader, grocery store owner, and lumberman. Hiegel's parents were French and Swiss immigrants who were drawn to the area by the promise of work and land. Michael's father, Jacques, was a layman at St. Joseph Catholic Church at Conway. Michael Hiegel worked on his family's farm before operating a lumber company with his brother. He ventured into the grocery business with his brother-in-law. Later, he and two sons opened M. M. Hiegel and Sons, a wholesale and retail grocery chain throughout Faulkner County. The Hiegel House at 504 2nd Street is also an excellent example of the Tudor Revival style. Hiegel designed the house, and the Hiegel Lumber Company built the dwelling. In the 1990s, the home was sold out of the Hiegel family and restored as a single-family dwelling.

Reuben W. Robins House

Reuben W. Robins was the second son of John W. and Minnie Freeman Robins. Like his older brother, Frank E. Robins, Reuben attended public schools in Conway before entering Hendrix College in 1896. After two years, he transferred to the University of Arkansas Law School, studying under Judge Samuel Frauenthal. After completing his studies in 1904 and passing the bar exam, Robins and his former mentor established the firm of Frauenthal & Robins. From 1906-07, Robins served as the Deputy Prosecuting Attorney for Faulkner County and secretary for the Faulkner County Democratic Central Committee. He also served as a member of the local school board and city attorney.



REUBEN W. ROBINS HOUSE

Perhaps Robin's most important achievement for Conway was his role in securing funding for the financially troubled Hendrix College and Central Baptist College. The Conway Chamber of Commerce proposed a $150,000 donation to each institution with the stipulation they remain permanently in Conway. Robins worked with George W. Clark and Frank Farris to create the Conway Corporation, which would issue bonds against earnings of the municipal electrical system. Reuben Robins' brother, Frank, was elected the first chairman, and Reuben was chosen to serve as one of two attorneys for the new organization, founded in 1929.

Reuben's business acumen again benefitted the economy of Conway in 1933 when he assisted in organizing the First National Bank of Conway. Three local banks had closed. Harvey C. Couch, Jr., proposed a new bank, which had strong support from the Chamber of Commerce and local businessmen. Reuben was chosen as the new bank's first president, a position he held for five years. The Robins House was built in 1928 at 567 Locust Street as the city of Conway faced major hurdles threatening the future prosperity of the town. Reuben W. Robins was a leader in local business and government. His house was designed with a stucco exterior, red tile hipped roof, arched windows, and enriched doorway which are character-defining features of the Spanish Revival style.



D. O. HARTON HOUSE

D. O. Harton House

D. O. Harton was a prominent figure in the commercial development of Conway. The owner-operator of a successful general mercantile business for over forty years, Harton was a standing member of the Conway Chamber of Commerce. He was also a director of the Faulkner County Bank. The Harton House at 607 Davis Street was designed in the American Foursquare plan by Harton's wife, Elizabeth Moore Harton and constructed by builder George Rice.

SIGNIFICANCE IN GOVERNMENT

As the seat of Faulkner County, the City of Conway's changing public landscape demonstrated the community's economic vitality in a succession of county courthouse buildings. Founder Asa Robinson donated the original land for the first courthouse, a Gothic Revival-style building at 801 Locust Street. City leaders chose to raze the building and replace it in 1893 with a Romanesque Revival-style courthouse on the same site.

Faulkner County's population gained an average of 15 percent each decade, and by 1930 had 28,381 residents. Despite the economic constraints on county finances due to the Depression, county and city leaders again decided to replace their existing courthouse. The Little Rock Architectural firm of Wittenberg and Deloney designed the Art Deco/Colonial Revival-style building in 1936. In 1937-38, the Works Progress Administration (WPA) renovated the adjacent 1896 Faulkner County jail as a library. A Confederate Monument was installed on the courthouse lawn in 1925.



FAULKNER COUNTY COURTHOUSE

Faulkner County Courthouse

The 1936 Faulkner County Courthouse was listed in the National Register for its local significance in architecture and government. Designed by Little Rock's Wittenberg and Deloney architects, it is a combination of the

Colonial Revival and Art Deco styles. These styles are expressed through details such as the rusticated first floor, corner quoins, the pilasters and the arched courtroom, while the heavy, symmetrical overall massing and setback of the fourth story reflect the influence of the Art Deco style. The Faulkner County Courthouse is a four-story, buff brick and reinforced concrete masonry courthouse building. Its floor plan is H-shaped and symmetrical. The significant exterior details include the Classical pilasters, tall, arched fanlight windows that light the courtroom on the eastern elevation, and a large Classical entrance entablature on the façade.

Faulkner County Jail

In 1895, the Faulkner County Court appropriated $2,100 for construction of a jail. Bids were advertised in two local newspapers and received by the court in 1896. J. M. Courtney and T. B. Rice were awarded $2,300 for construction of the jail building, and the Pauly Jail Building and Manufacturing Company of St. Louis received $117.25 for iron works in cells, window guards, doors, sewer and water pipes. The two-story, brick building's main entrance has a Romanesque arch, and each elevation of the building has four windows with stone lintels and sills. The jail featured a corner tower. Its hip roof was original tin, and the foundation is rusticated stone.

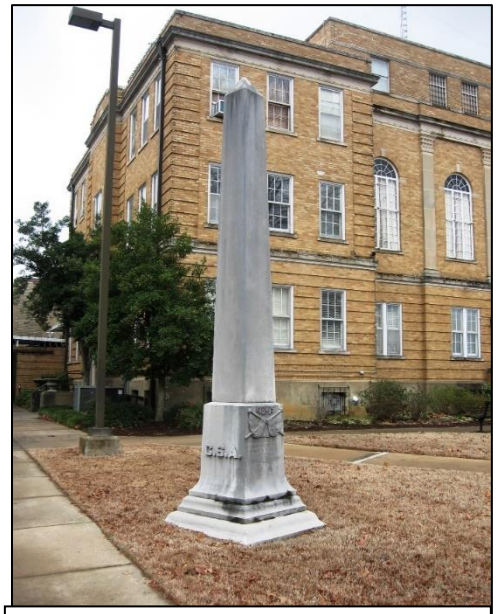
As part of the Economic Recovery Act of the Depression period, funds were made available for establishing libraries. The American Legion developed a national project, "Aid to Libraries," and the Conway chapter applied in 1934 for a library in Faulkner County. A monthly salary of $53.00 was allotted for a librarian, if the Conway library could obtain 535 volumes before June 10, 1935. This goal was reached through gifts to the library. The Works Progress Administration converted the old jail building for use as a library, which opened in 1939 with 637 volumes. The library has undergone two expansions. A 40 x 36-foot addition was constructed in 1958 on the northeast side of the building. A second annex measuring 61 x 32 feet was added in 1964 on the southwest. Both additions were of concrete block construction. The tower contains the original winding stairway. The original Faulkner County jail remains the oldest public building in Conway.



FAULKNER COUNTY JAIL

Conway Confederate Monument

Southern states began adorning their county courthouse lawns with Confederate monuments beginning in the last decade of the 19th century. Faulkner County and Conway were established following the Civil War, yet antebellum residents east of Cadron Creek enlisted for service in the Tenth Arkansas Infantry Regiment and later in Colonel A. R. Witt's Tenth



CONWAY CONFEDERATE MONUMENT

Arkansas Cavalry Regiment. Descendants of these men organized to memorialize their ancestors' service. The Robert E. Lee Chapter of the United Daughters of the Confederacy (established in 1903) raised $1,500 for an obelisk at the Faulkner County Courthouse. The 16-foot tall Conway Confederate Monument is inscribed: *"1861-65 Dedicated to the Memory of Our Confederate Soldiers / The Bravest of the Brave / Erected / By Robert E. Lee Chapter / No. 718 U.D.C. / Oct. 1925."* The monument was listed in the National Register as a commemorative monument financed and erected by an ancestral organization in Arkansas.

SIGNIFICANCE IN COMMERCE

By the late 19th century Conway had developed into a commercial center for the region. Situated on the Little Rock to Fort Smith Railroad, the city's commercial district grew both to the north and south of the railroad line. By the early 1900s, several blocks were lined with one- to three-story brick commercial buildings. The buildings contained a wide variety of businesses such as general stores, hardware stores, groceries and clothing stores. Outside of the commercial district several small grocery stores and other commercial businesses served the residential neighborhoods.

Conway Commercial Historic District

As the Faulkner County seat, downtown Conway was developed with a rich collection of commercial buildings representing architectural styles from the late 19th century and early 20th centuries. The Conway Commercial Historic District was listed in the National Register in 2010 for local significance in commerce and architecture. The district includes private and public buildings used for business, government, religion, education, and industry. Representative architectural styles include Italianate, Neo-Classical, and vernacular commercial forms. The district contains over 130 buildings and includes two individually listed properties, the 1918 Farmers State Bank Building and the ca. 1925 Frauenthal & Schwarz Building.



FARMERS STATE BANK

Farmers State Bank

The Farmers State Bank Building was designed by the Little Rock firm of Thompson and Harding architects in 1918. Its location on the corner of a major intersection in downtown Conway and massive, imposing Classical columns speaks to the bank's importance to the community. This two-story, brick bank building has simple rectangular massing. The facade features four monumental stone Doric columns supporting a plain entablature with the name of the building "Farmers State Bank" and two laurel wreaths. The main entrance has a surround of stylized egg and dart molding and stone panel with an eagle and laurel wreath motif.

The Depression impacted Conway severely and the Farmers State Bank declared bankruptcy in 1931. City leaders were eager for new investors and were encouraged when Harvey C. Crouch, Jr., visited with the local Chamber of Commerce and businessmen to discuss the potential for a new bank. Crouch's father was founder of Arkansas Power & Light and was appointed to President Hoover's Reconstruction Finance Corporation (RFC). Crouch Jr. secured the RFC's commitment to buy stock in a new bank at Conway. A formal petition for the new bank was submitted, and the First National Bank opened July 1, 1933 in the former Farmers State Bank building.

Frauenthal & Schwarz Building

The architectural firm of Sanders & Ginocchio designed the 1925 Frauenthal & Schwarz Building. The project was a renovation of an existing 1879 building. The two-story building was increased in width from fifty to 100 feet, and concrete and steel reinforcement was added.

Max Frauenthal, a German immigrant, arrived at Conway Station as a member of a railroad construction crew in 1871. The following year, he built a small wooden store in the new town. Local oral history maintains that Frauenthal consciously selected his store site in an alley where farmers parked their wagons, rather than Main Street. Frauenthal considered his alley location advantageous, as farmers coming into the market town would happen first upon his business. His alley became Front Street, a principal commercial street in Conway.



FRAUENTHAL & SONS BUILDING

Conway was incorporated in 1875, and by then, Frauenthal's mercantile was so successful, he brought two cousins into the business, Jo Frauenthal and Leo Schwarz. Business was booming, but a fire destroyed all the buildings, constructed of wood, on Front Street in 1878. The German cousins replaced their burned store with a two-story, brick building in the Italianate style. As the city's first brick commercial building, their mercantile dominated the streetscape, and the cousins' business grew prosperous. Max Frauenthal sold his shares in the mercantile to his cousins to diversify his investments elsewhere, and the Frauenthal and Schwarz store continued without him. In 1925, the 1879 building was expanded to encompass an adjoining one-story building, which was incorporated into the original with a second story and matching façade materials.

Hall-Hogan Grocery Store

The Hall-Hogan Grocery Store is located at 1136 Mitchell Street approximately a mile north of downtown Conway and due west of Hendrix College. The small store was built in 1948, operating a robust business in a post-World War II neighborhood. During World War II, Conway residents took busses to work in war industries outside of town. After the war, the Conway Chamber of Commerce courted the International Shoe Company and Vireo Manufacturing Corporation to build plants in the city. Housing developments sprouted in the vicinity to accommodate the industries and nearby Hendrix College. Returning servicemen and wartime workers settled in these neighborhoods.

Edra Hall was the owner-operated of Hall's Grocery Store, hiring local mason Silas Owens, Sr., to side the small building in stone veneer. Hall was familiar with the grocery business through two uncles and a



HALL HOGAN GROCERY STORE

grandfather in the industry. She sold goods and sandwiches to workers at the 1947 International Shoe Company. She lived in the small shed addition to the rear of the store. She later married Lyman Morris and sold the business in 1963 to Alvin Hogan. Mr. Hogan was a local farmer who contracted powder poisoning while working at the Maumelle Ordnance Works for the war effort. He found the grocery business less taxing than farming and invested in a handful of stores around Conway. The building operated as a grocery store until 1974 and has since been used as a single-family dwelling.

SIGNIFICANCE IN TRANSPORTATION



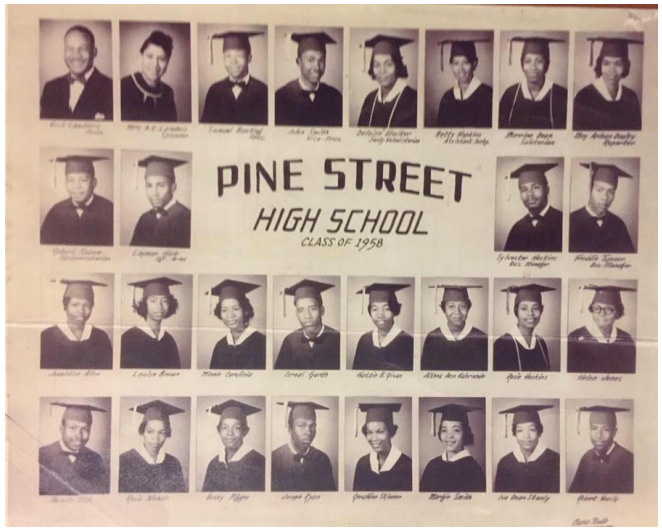
CENTURY FLYER

Conway was established on the Little Rock to Fort Smith Railroad in the 1870s and much of its growth and development resulted from the increased commerce the railroad provided. With the exception of the actual railroad line little remains from this legacy and the original passenger depot is no longer extant. In honor of Conway's heritage as a railroad town, the Century Flyer miniature locomotive was acquired from North Little Rock's Funland Park in 1959. The Little Rock Chapter of the Railway Business Women's Association purchased the train in 1959 for $20,000 for use at the new Arkansas Children's Colony in Conway. This residential facility for mentally disabled children was created in 1955 by the Arkansas General Assembly and Governor Orval Faubus.

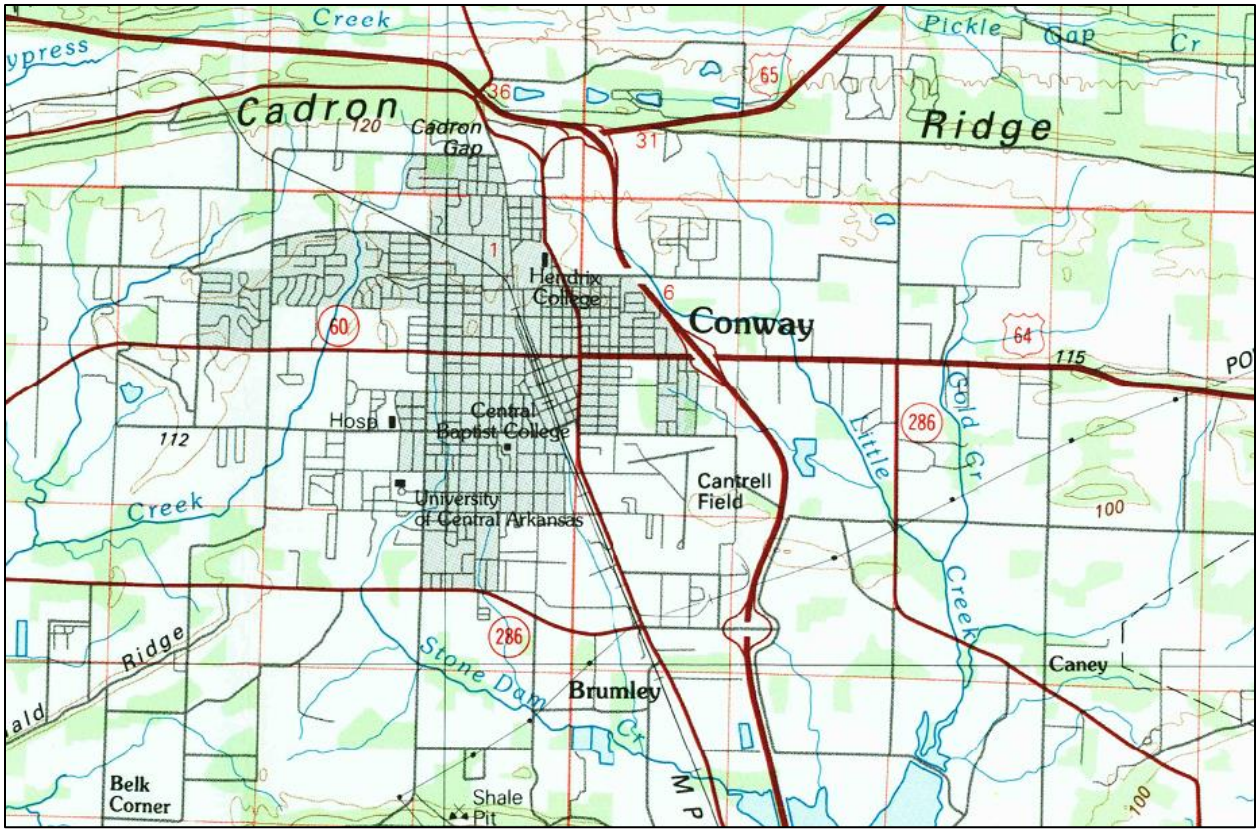
The Century Flyer, designed and manufactured by National Amusement Device Company of Dayton, Ohio, in 1955, is a miniature version of a 1950s-era passenger train. It has a locomotive with a Ford four-cycle engine and three-speed transmission and three coach cars. The Century Flyer is a good example of miniature trains that gained popularity for use in amusement parks during the post-World War II period.

SIGNIFICANCE IN ETHNIC HISTORY

The Pine Street Neighborhood is the center of Conway's African-American community. It was home to the Pine Street High School and most African-American dwellings and businesses. The historic context of this community has not been fully explored but with the opening of the Pine Street CommUnity Museum in January of 2020 there are new opportunities to gather historical information and identify significant properties in the neighborhood. Any future historical and architectural surveys in the city should be coordinated with the staff and volunteers of the museum to assist in developing the context of the Pine Street Neighborhood and identifying those properties which may be National Register-eligible in the community's heritage.



GRADUATING CLASS OF THE PINE STREET HIGH SCHOOL, 1958



1983 USGS QUAD MAP

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