

Proposal for

Walton Arts Center Expansion

Submitted by

The City of Fayetteville
&
The University of Arkansas



Walton Arts Center Expansion Project Proposal

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Introduction

Sam and Helen Walton provided a generous gift to the University of Arkansas to build a performing arts facility because they believed that exposure to the arts would enhance the education of Arkansas' young adults. When asked, Mrs. Walton explained that it wasn't about every student having a ticket—it was about exposure. Whether a student attends a show at the Walton Arts Center, has friends who attend shows, or views exhibitions like “Slow Dancing” from the street, the student develops a sense of the importance of the arts in a community and in the human experience. The Waltons' vision became a reality when the Walton Arts Center opened in 1992, in close proximity to the state's flagship university. The center has become a place where community members, arts patrons and students mingle at performances and on Dickson Street year-round.

This unique confluence began with the Waltons' vision and became a reality because of a determined partnership between the University of Arkansas and the City of Fayetteville, formed at Helen Walton's suggestion. This partnership was supported by community leaders who valued the arts and had the tenacity to complete an ambitious project that led the transformation of Fayetteville's downtown into a vibrant, thriving destination.

The Walton Arts Center is Northwest Arkansas' premier arts facility, and a new vision has begun to take shape. This new vision encompasses an expansion that includes three additional theater spaces that will serve the region's growing population, attract a wider audience and take the cultural infrastructure in the region to the next level.

The City of Fayetteville and the University of Arkansas again join in partnership to support an expansion of the Walton Arts Center at its current location and to offer the use of Bud Walton Arena and Donald W. Reynolds Razorback Stadium for Walton Arts Center concerts. This proposal offers unique benefits that are not attainable anywhere else in Northwest Arkansas. The proxim-

*“Songs, dances, writings
allow us to speak to one
another across generations.
They gave us an understand-
ing of our commonality long
before DNA told us we are
part of one glorious
procession.”*

*-Wynton Marsalis,
Jazz at Lincoln Center
Artistic Director*

*Performed at the Walton
Arts Center March 2010*

ity of the proposed site to the University of Arkansas and its concert venues generates an arts synergy created by 20,000 students, performing arts faculty, and over 1.3 million visitors attracted annually by sporting and academic events. Dickson Street’s historic structures and eclectic offerings provide a dynamic sense of place, and the existing railroad line provides opportunities for passenger rail. This proposal also anchors the performing arts facilities in the heart of a region that stretches from Fort Smith to Bella Vista.

An illustrious committee of community leaders helped craft this proposal and will lend their support and influence to ensure that the project is funded and completed according to the designated timeline. These leaders come from the arts, business, political and philanthropic communities and are all devoted patrons of the Walton Arts Center. Together, they represent the historic and future commitment of the community to the arts.

Describe the property. (shape, topography, existing structures, roads, utilities, adjoining properties, ease of access)

The proposed expansion properties comprise 7.04 acres and, when combined with the Walton Arts Center parcel and the Nadine Baum Studio parcel, comprise 11.58 acres. These parcels form a polygon in the heart of Fayetteville’s downtown, roughly bounded by Dickson Street to the north and Meadow Street to the south. West Avenue bisects the property, and the Arkansas-Missouri Railroad line and School Avenue form a western and eastern boundary, respectively. The following structures are present at the proposed site: the Walton Arts Center, administrative offices, Nadine Baum Studios, Grub’s Bar and Grille and eight residential properties.



The proposed site gently slopes to the southwest, with a 20-foot change in elevation from the existing administrative offices on South School Avenue to West Avenue. The proposed performing arts complex would be located at one of the lowest points on Dickson Street, and while visible from both ends of Dickson Street, would not impair views of historic cultural sites.

The proposed site has all required utilities. The City of Fayetteville provides water and sewer service. Southwestern Electric Power Company provides electricity, and Arkansas Western Gas Company provides natural gas. No major utility infrastructure costs would be required for expansion on this site.

The property is surrounded by downtown amenities to the north, east and west, including restaurants, retail, and live music venues. Some residential properties and mixed-use development border the property to the east, west and south. The Fayetteville Public Housing Authority manages the property to the south, which is also owned by the City of Fayetteville.

The site is approximately six minutes from I-540 and two minutes from 71B, a five-lane principal arterial road. These two roads are the primary north/south connections in the region. From I-540, the shortest routes to the Walton Arts Center will only require one or two turns. (See access map.) The proposal outlines access improvements to intersections, streetscapes and wayfinding signage to enable easy navigation of these two routes.

Bud Walton Arena is located on a 25-acre site and has a 19,000-seat capacity. The 301,000 square-foot facility sits on flat terrain and has all the necessary municipal infrastructure and utilities. The arena fronts onto Razorback Road and is approximately four minutes from the nearest I-540 exit.



Donald W. Reynolds Razorback Stadium is located on 13.5 acres at the corner of Maple Street and Razorback Road and is approximately four minutes from I-540. The 69,500-capacity stadium has all the necessary municipal infrastructure and utilities. The field is synthetic turf and includes a 30x107-foot SMARTVISION LED video screen.

Property Owner(s):

- University of Arkansas: Bud Walton Arena, Donald W. Reynolds Razorback Stadium, Nadine Baum Studios property
- City of Fayetteville: surface parking lots, the existing Walton Arts Center site and the parcel directly south of the Walton Arts Center
- Private property owners: 8 parcels

Market Value of Properties:

- Expansion Properties Owned by the City of Fayetteville: \$4.2 million
- Expansion Properties City of Fayetteville could acquire: \$1.2 million
- Donald W. Reynolds Razorback Stadium: \$325 million
- Bud Walton Arena: \$35 million



Please describe how the site meets the criteria set out by the Walton Arts Center Board of Directors.

Critical

Funding for the construction project

The City of Fayetteville and the University of Arkansas will contribute funding through multiple avenues. The City of Fayetteville will initially pursue funding through

the Fayetteville Advertising and Promotion Commission. The estimated bonding capacity is between \$5 and \$6 million. The University of Arkansas is also willing to provide some funding for the construction of a shared 600-seat theater.

The following table outlines the funding that would ultimately contribute toward project costs:

	Contribution (in millions)
Market Value of the City of Fayetteville property	\$4.2
Market Value of Acquired Property	\$1.2
Advertising and Promotion Commission Estimated Bonding Capacity	\$6.0
Parking Structure Construction	\$7.5
Current Access Improvementsw	\$6.5
Transportation Improvement Program Funds Available for Future Access Improvements	\$8.0
Total	\$33.4 million

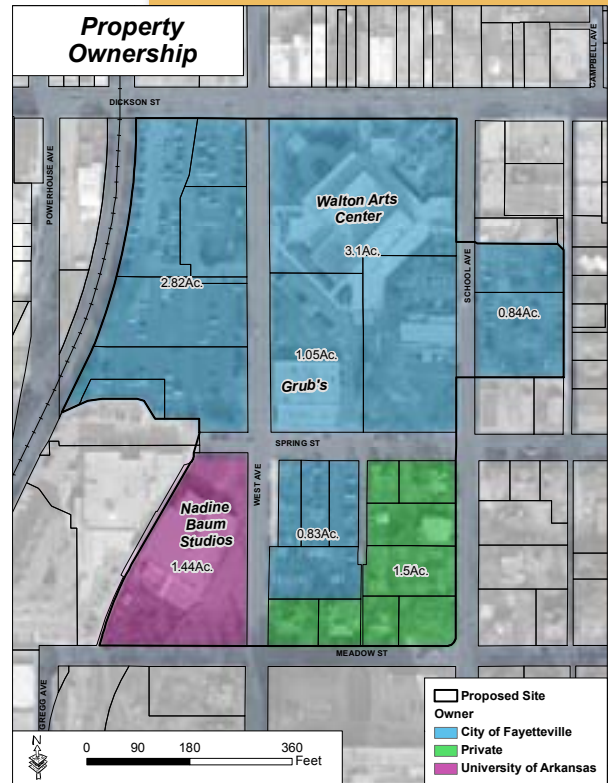
The total amount contributed to the construction of the expansion is over \$33.4 million when considering the possibility of sharing construction costs of the 600-seat theater with the University. The other projects mentioned in the table are described throughout the rest of the proposal.

In addition to the contributions listed in the proposal, the City of Fayetteville and the University of Arkansas anticipate a significant number of private donations and fundraising efforts initiated by community leaders. These efforts are consistent with historic successes to build Fayetteville’s cultural infrastructure.

Site Size

The City of Fayetteville currently owns five parcels adjacent to the Walton Arts Center that could be utilized for expansion. These include the current Walton Arts Center parking lot, the property leased by Grub’s Bar

and Grille, the parking lot east of the existing site on School Avenue, and the parking lot directly south of Grub's. These properties total 5.54 acres. In addition, the City of Fayetteville is willing to facilitate a partnership among the University of Arkansas and the Fayetteville Advertising and Promotion Commission to acquire the remaining properties located in the block bounded by Spring Street, Meadow Street, West Avenue and School Avenue. The remaining properties total 1.5 acres, bringing the total acreage to 7.04 acres. This is in addition to the current Walton Arts Center site, which is 3.1 acres and Nadine Baum Studios, which is located on 1.44 acres; both of these properties have expansion possibilities. The City of Fayetteville also owns 2.46 acres directly south of the described area, which could be utilized for future expansions beyond the scope of this proposal request.



In addition to the sites listed in the Dickson Street area, the University of Arkansas will make Bud Walton Arena and Donald W. Reynolds Razorback Stadium available for Walton Arts Center programming. These facilities add possibilities beyond those offered in the envisioned performing arts complex, such as large concerts that draw an audience outside of Northwest Arkansas from Dallas to Kansas City and from Little Rock to Tulsa. Bud Walton Arena has a seating capacity of 19,000, and Razorback Stadium accommodates 69,500 for non-football events.

Parking

The proposed concept envisions two parking structures designed to accommodate 95 spaces per level, in addition to the 298 spaces available in the current Walton Arts Center parking lot. One parking structure is envisioned directly east of the existing facility on School Avenue in what is now surface parking. The second parking structure is envisioned at the southeast corner of Spring

Property	Acres
Existing Sites (Walton Arts Center and Nadine Baum Studios)	4.54
City of Fayetteville Properties adjacent to existing site (including parking lots)	5.54
Properties the City of Fayetteville and University of Arkansas could acquire	1.5
Total Acreage	11.58

Street and West Avenue. The current zoning permits structures up to six stories, which means that these two structures combined will accommodate approximately 1,140 parking spaces. The additional 298 spaces available in the existing surface parking bring the total parking accommodations to 1,438 spaces for the performing arts complex.

Buses and other large vehicles could be accommodated in the existing surface parking lot. Alternatively, one of the parking structures could be designed to provide additional space for these vehicles on the ground floor.

Both parking structures are envisioned with “liner buildings” or habitable space along the street edge that can be utilized for retail, restaurant or office space. These buildings enable the valuable real estate at the street edge to be recaptured for urban architecture or green space and prevent the parking structure from dominating the street scene. The liner buildings also provide natural surveillance and add to, rather than detract from, the street character.

With prior arrangements, the University of Arkansas can provide between 2,000 and 10,000 parking spaces for events at the Bud Walton Arena and Donald. W. Reynolds Razorback Stadium, with 710 spaces directly north of the stadium.

Political Will to Complete the Project in a Timely Manner

Both Mayor Lioneld Jordan and Chancellor G. David Gearhart have publicly stated their commitment to the arts in Fayetteville and in the university community, and this joint submission provides further evidence of that commitment. Both leaders also share a deep appreciation for the performing arts, articulating the benefits of arts in the human experience, particularly for children and young adults.



Bryan Street Parking Deck with commercial liner building, Savannah, GA



Parking deck, St. Louis, MO

“As the Walton Arts Center grows, I see great potential to positively affect our students and our community at large. The arts are an important part of a student’s education, and we have the opportunity to elevate dramatically our partnership relationship in the years to come.”

-Chancellor G. David Gearhart

Mayor Jordan and Chancellor Gearhart represent organizations that have historically demonstrated a commitment to the performing arts, and more specifically, the endeavors of the Walton Arts Center. The current Walton Arts Center opened debt free in April 1992 due to a joint partnership between the City of Fayetteville and the University of Arkansas that extended back to 1986, as well as the significant efforts of private donors within Fayetteville and the region. Fayetteville’s City Council unanimously adopted a Downtown Master Plan (DMP) in 2004, which was designed to enhance the Downtown’s unique sense of place and capitalize on the synergy created by the proximity of major cultural institutions. A Walton Arts Center expansion was incorporated into the community’s downtown vision and formed one of the cornerstones of the Plan. Most recently, the City Council implemented paid parking in the Dickson Street area, which was a direct result of Mayor Jordan’s efforts to mitigate the parking challenges faced by patrons of the Walton Arts Center.

Mayor Jordan and Chancellor Gearhart also recognize that a project like the Walton Arts Center expansion can outlast the tenure of any one leader. This foresight led them to assemble a committee of leaders from the arts, business, labor, university and philanthropic communities who are all patrons of the Walton Arts Center and willing to commit their time and effort to ensure that an expansion of the existing site is funded and completed according to the designated timeframe.

Walton Arts Center Expansion Proposal Committee:		
Leslie Belden	Ann Henry	Dede Peters
Hope Bradberry	Greg House	Berta Seitz
Hugh Brewer	Dennis Hunt	Julie Sill
Steve Clark	Hugh Kincaid	Lindsley Smith
Carl Collier	Bill Mitchell	Steve Smith
Nelson Driver	Don Pederson	Billie Jo Starr
Denise Garner	Neal Pendergraft	Debbie Walker

“The artist is one who has a passion and drive that cannot be contained. As the prophet Jeremiah said, ‘It is a fire that is shut up in my bones, and it must come out.’

The same fire that comes out of every artist’s inner-most being burns deep into the heart and soul of every person it touches. Whether it be on canvas, in a play, in a statue, in a book, in dance, in an orchestra, or in a song, it gives the people comfort, and it gives them hope in a time when we need it the most. The arts community is such a vital part of our city and its people that I could not see how this city could exist without it.”

*-Mayor Lioneld Jordan
(Art and Humanity
Proclamation, 2009)*

The projects that have been completed within the Entertainment District and contribute to the cultural infrastructure were not only completed according to designated timelines, but many have garnered national recognition. This recognition is a testament to the political and community leadership that led to the construction of a debt-free performing arts center and a LEED-certified National Library of the Year.

Ease of Access off of I-540

The existing site provides numerous access points. The table provided identifies the driving time from Fayetteville’s five I-540 exits. The City of Fayetteville anticipates that most out-of-town patrons will utilize either the Martin Luther King Jr. Blvd. exit if approaching from the south and the Garland Avenue exit if approaching from the north. These multiple access points and the Downtown grid network of streets enable traffic to disperse more efficiently when patrons arrive and leave an event because the network offers motorists a variety of options to get from one destination to the next. The Downtown street network will avoid the delays that occur when a limited number of larger streets become congested, contributing positively to a patron’s overall experience before and after a performing arts center event.

Exit off of I-540	Driving Time to Walton Arts Center Site
Garland Avenue, Hwy. 112	8 minutes
Porter Road	8 minutes
Wedington Drive, Hwy. 16	7 minutes
Martin Luther King Jr. Blvd., Hwy. 62	6 minutes
Razorback Road	7 minutes



The current Transportation Improvement Bond Program and other City and Arkansas Highway Transportation Department programs will contribute to improved access from I-540 to all the venues described in this proposal.

Planned Project Location	Status
1. Garland Avenue/I-540 Interchange	Under construction by the Arkansas Highway Transportation Department (AHTD)
2. Martin Luther King Jr. Boulevard/I-540 Interchange	Construction by AHTD to begin Summer 2010
3. Wedington Drive/I-540 Interchange	Under construction by the Arkansas Highway Transportation Department (AHTD)
4. Razorback Road/Maple Street bounded by Martin Luther King Jr. Boulevard to Garland	Study Phase: Determining needed improvements
5. Garland Avenue from Wedington Drive to Janice Street—widening to four lanes with a median	Design Phase: Construction anticipated 2012
6. Maple Street Bridge Rehabilitation and Streetscape	Construction anticipated 2014

In addition, the City of Fayetteville has \$8 million in the Transportation Improvement Bond Program that could be utilized for improving ease of access to the proposed site and has identified \$5 million worth of projects.

Proposed Project	Description	Anticipated Cost
A. Maple Street	Provide streetscape and alignment improvements and improve intersections at Leverett and West Avenues	\$1,500,000
B. West Avenue	Provide streetscape and alignment improvements	\$625,000
C. School Avenue	Provide streetscape improvements and reconfigure the intersection at South School Avenue and Archibald Yell	\$2,000,000
D. Wayfinding Signage	Provide signage at interstate exits and key intersections	\$100,000
Total Anticipated Cost		Approximately \$5,000,000



Ability for WAC to Maintain Regional Performing Arts and Entertainment Leadership

The existing site puts the performing arts center in the geographic and population center of the Northwest Arkansas region, extending south to Fort Smith and north to Bella Vista. The addition of Bud Walton Arena and Reynolds Razorback Stadium will enable the Walton Arts Center to host events that both pull visitors from the region and capitalize on the over 1.3 million visits made annually to the University of Arkansas for sports and academic events. The size of these venues will provide an opportunity to offer large-scale concerts with headline performers such as Carrie Underwood, Lady Gaga, Michael Buble or the Rolling Stones. No other facility in this region has the capacity to host these types of concerts, and the performances will provide an additional revenue stream for the performing arts center complex.

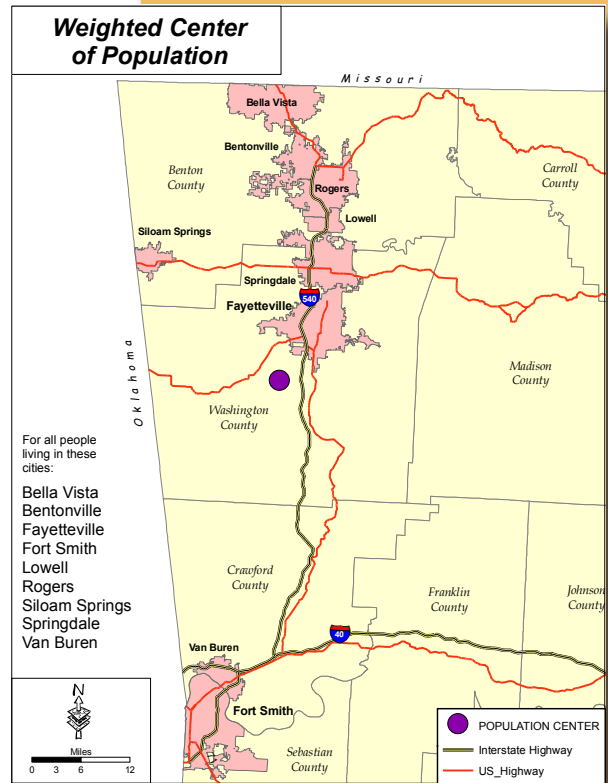
On-going Support

The City of Fayetteville will explore all available avenues for financial support, including operating grants, utilities offsets and millage support. The Jordan Administration commits to working with Fayetteville’s elected leaders to determine how the City of Fayetteville could best contribute. These efforts would be in addition to the projected annual contribution of \$289,000 generated from parking fees.

The University of Arkansas is also willing to explore a funding partnership for the operation of a shared 600- to 800-seat theater.

Important

Community Leadership, Neighborhood Characteristics and Experiential Quality, Proximity to Other Cultural Institutions



An expansion of the existing site locates the performing arts center in the heart of the premier entertainment and cultural district of Northwest Arkansas. The proximity to the University of Arkansas and its student population creates a synergy in downtown Fayetteville that is unlike any other in the region. The community embraces a diversity of art, welcoming shows that range from “Rent” to “Beauty and the Beast.” Dickson Street exudes a vibrant, urban spirit that serves as an ideal venue for performing artists who seek to inspire an engaged and diverse audience.

The existing site of the Walton Arts Center is adjacent to the University of Arkansas, the premier education institution in the state and home to thriving theater arts and performing arts programs. The Blair Public Library, the 2005 National Library of the Year, is a short ¼-mile walk along the newly constructed Frisco Trail, which runs through the heart of downtown Fayetteville. Various music venues offer opportunities for musicians and performers to practice their trade locally, and Fayetteville High School will soon undergo a transformation that will add to downtown attractions. The University of Arkansas has committed millions of expansion dollars to accommodate its growing student population, attracting a diverse population to the city. TheatreSquared, Northwest Arkansas’ professional regional theatre company currently performs its work in the Nadine Baum Studios, attracting a growing audience to world premiere performances of plays written and directed by local artists.

These notable resources are complemented by an eclectic group of institutions that contribute to the historic, cultural and economic value of the existing site:

- Over 80 restaurants within a half-mile radius with an over 10,000-seat capacity
- Over 40 additional live music venues
- Over 1,000 hotel rooms within a two-mile radius
- UA Stella Boyles Music Hall
- Historic Fayetteville Square



Frisco Trail, Fayetteville, AR



Fayetteville Public Library

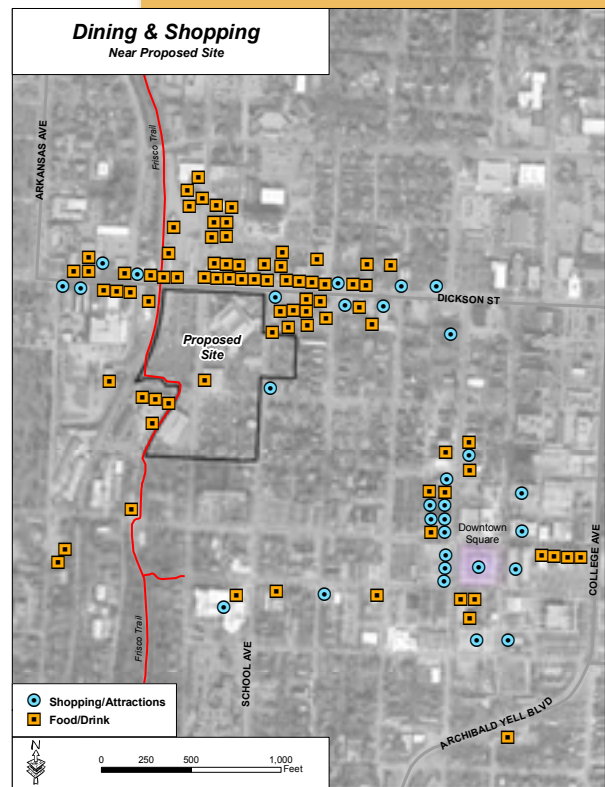


Fayetteville Farmer's Market,
Downtown Square

- West Dickson National Register District
- George’s Majestic Lounge
- University of Arkansas Campus Historic District
- UA Greek Theater
- Clinton House Museum
- Evergreen National Cemetery

This downtown environment generates added value for the Walton Arts Center. Patrons have the opportunity to park once and then enjoy a meal before a performance, dessert and drinks after a show or exhibition, or a tour of historic places before a matinee. This venue also capitalizes on the significant pedestrian traffic throughout the day and evening hours, allowing exhibitions like “Slow Dancing” to metaphorically extend the Baum Walker Hall stage to include the Dickson Street audience.

The community leaders identified in this proposal represent the historic and future support of an entertainment and arts culture in downtown Fayetteville. Fayetteville’s community leaders have demonstrated an unwavering focus on the development of a cultural district in Northwest Arkansas, beginning with the partnership to construct the Walton Arts Center. Community leaders proceeded to locate Fayetteville’s award-winning library downtown, form a Dickson Street Improvement District to enhance the streetscape, renovate Old Main and Carnall Hall, secure the designation of West Dickson Street as a National Register Historic District, develop an ambitious and inspiring vision in the Downtown Master Plan, establish TheatreSquared as the first professional regional theater company in Northwest Arkansas, form a Fayetteville Forward Creative Economy action group, and initiate First Thursday’s art exhibitions on the Square. These accomplishments show an over two-decade commitment of community leadership to developing and enhancing the arts economy and infrastructure.



“Slow Dancing” Walton Arts Center, 2009

Moderate

Infrastructure, Zoning Regulations, Cost of Land Acquisition and Construction, Economic Development Impact, Visibility and Views

The proposed expansion property is serviced by City of Fayetteville water and sewer and all other public utilities, making the site “shovel-ready.” The existing water and sewer lines are adequate; however, an additional main line from Dickson Street to fire hydrant locations may be necessary for fire protection requirements.

The identified property in this proposal is zoned Main Street Center, which is also the zoning of the existing Walton Arts Center site. This zoning district encourages a range of uses, including cultural and recreational facilities. The minimum buildable frontage is 75% of the lot width, and the maximum height allowed is six stories or 84 feet. Main Street Center has a build-to zone of 0 to 25 feet from the front property line and no side setbacks, enabling the property owner to utilize a greater percentage of this valuable real estate than conventional zoning districts. Main Street Center would allow an expansion of the existing facilities by-right, and downtown architectural design standards ensure that the facilities are compatible with the urban streetscape. As such, there will be no delays associated with rezoning or other regulatory issues.

The City of Fayetteville is willing to facilitate a partnership with the University of Arkansas and the Advertising and Promotion Commission to acquire the properties detailed in this proposal for the purposes of a Walton Arts Center expansion.

The economic development opportunities presented by



an expansion of the existing site come primarily from the site's proximity to the University of Arkansas. The opportunities for hosting music festivals that attract tens of thousands of visitors to Northwest Arkansas multiply exponentially with the addition of facilities within walking distance from the university. Fayetteville would be a prime location for a variety of music festivals, particularly jazz and classical, with the University of Arkansas' distinguished music faculty and its recent All-Steinway school designation. The university offers dormitory housing, and between the campus, the Walton Arts Center, historic downtown churches and live music venues, downtown Fayetteville offers over 50 performance spaces within walking distance. In addition, Razorback Transit and Ozark Regional transit offer mass transportation options for festival attendees. Both transit systems have a concentration of stops within the Downtown, which is unique to the region.

These types of festivals not only bring world-class artists to the city and attract visitors from around the globe, they also produce employment opportunities for production and technical specialists. This economic development opportunity is unique to the existing site because of the synergy created by its proximity to the University of Arkansas.

The six-story height of the proposed facility would provide views to Old Main, Arkansas' iconic landmark, as well as the surrounding Ozark hills. The proposed expansion site locates the performing arts center on Arkansas' most-recognized street—Dickson. The facility would be visible from both ends of Dickson Street, and the address will resonate with millions of Arkansas residents and visitors who have attended the University of Arkansas or joined 70,000 fans on game day.



Dickson Street, Fayetteville

What characteristics of the property make it a favorable location to build and to operate?

The expansion project would occur at what has become one of the most prominent corners in Northwest Arkansas—Dickson Street and West Avenue. This site offers an already established “sense of place” and significant advantages in both urban and natural features. The existing rail line located west of the proposed site provides the opportunity for transit to and from Walton Arts Center events. The Frisco Depot is commonly discussed as a future light rail stop, but also has the potential to serve as a destination for passenger rail on the existing track. Bikes, Blues and BBQ has utilized the railroad for transportation during its festival and this same concept could be utilized for other large events such as major Broadway performances and University of Arkansas football games. While alternative transportation options are a vital amenity for performing arts spaces in large metropolitan areas, they are becoming increasingly common in smaller metropolitan areas, which performing arts facilities use to their advantage. The Blumenthal Performing Arts Center in Charlotte, NC, recently began advertising Charlotte’s first light rail line as a convenient alternative for transportation to and from events.

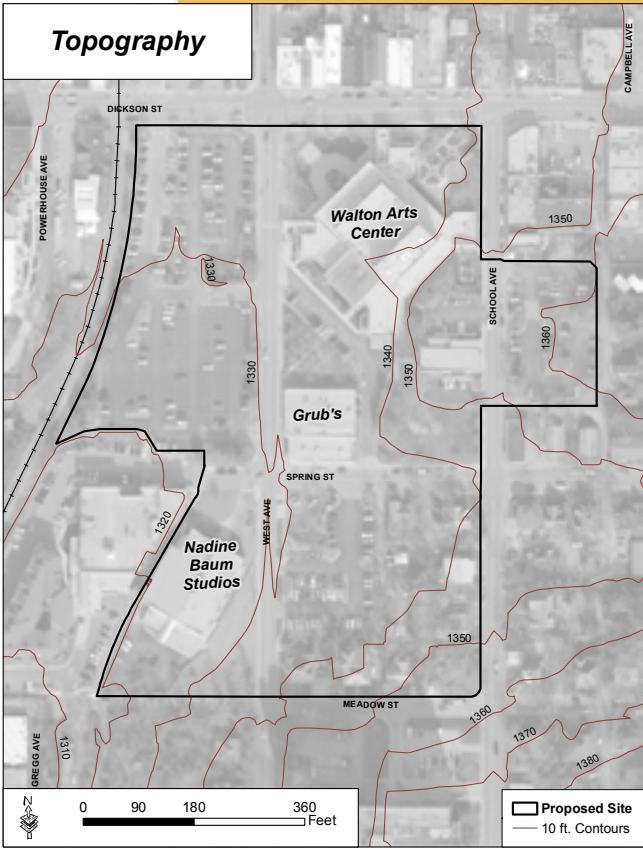
Locating the new facilities contiguous to one another and to the original structure creates a whole greater than the sum of its parts. The first three halls of the Walton Arts Center facility are under one roof. When all are active, the patrons interact and intersect in the lobby spaces—all members of one arts community. This scene is replicated in arts facilities around the world. Much like Lincoln Center in New York City and the Kennedy Center in Washington, D.C., one large complex with multiple interrelated arts opportunities adds palpable strength,



Envisioned lightrail depot at Dickson and West Avenue, Fayetteville. University of Arkansas Community Design Center, 2007

energy and excitement to the overall experience.

The existing site is located outside of the Hillside/Hilltop Overlay District and identified floodplains. The topography also lends itself to the construction of theater-style seating for 2,200 patrons. The grade drops by 20 feet between School and West Avenues, which enables the sloped seating to follow the topography, mitigating construction costs.



Are there currently development plans for the site? If yes, please describe and include whether such plans are in process, funded and soon to begin or envisioned for the future.

The City of Fayetteville currently plans to build a parking structure in close proximity to the existing Walton Arts Center property with 300 to 500 parking spaces. The Downtown Master Plan envisioned a development agreement with the Walton Arts Center to provide structured parking that contributes to rather than detracts from the urban fabric. The recent parking plan passed by the Fayetteville City Council creates a funding mechanism for a parking structure on the property described in this proposal. The City will need one year of revenue before identifying the timeline for project completion, but preliminary projections indicate that a parking structure could be completed by 2014.

Contact Information:

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If you are the owner, would you consider donating the property to the Walton Arts Center Council, Inc.?

All properties in the proposal would be considered for donation, with the exception of Bud Walton Arena and Donald W. Reynolds Razorback Stadium.

I understand by submitting the document Walton Arts Center is under no legal obligation to take any action on my submission.

Yes.

**Proposed Concept:
School Avenue and Spring Street Intersection
as Artistic Hub**

The proposed concept envisions the construction of a 2,200-seat theater and 100-person capacity black box theater directly south of the existing Walton Arts Center. The orientation of the large theater would work with the existing slope and locates a grand lobby at the northwest corner of Spring Street and School Avenue. This intersection would be completed with the construction of a 600-seat theater club across Spring St. at the southwest corner, creating a unique synergy as patrons mingle in the lobby spaces of both facilities.

Two parking structures are proposed in the conceptual plan—one at the corner of West Avenue and Spring Street and the other on School Avenue directly east of the existing performing arts center. Both parking structures would have retail/commercial liner buildings at street level and would accommodate approximately 95 parking spaces per level, bringing 1,140 additional parking spaces to this area.

The configuration of this design will allow the existing Walton Arts Center facility, the larger theater space and the black box to share loading facilities, with access located on Spring Street. The administrative offices could either be relocated to Nadine Baum Studios or be housed in the new facility in one of the liner buildings located on West Avenue.

This concept also allows for project phasing. For example, the theater club and adjacent parking structure could be constructed as Phase I of the overall project. Phase II would include the 2,200-seat theater, black box theater and second parking structure. The property located south of the proposed theater club could initially be used as a staging area for construction and then as an outdoor amphitheater.

Proposed Concept: School Avenue and Spring Street Intersection as Artistic Hub

This scenario envisions a compact design that could be built in two phases, allowing uninterrupted use of the current facilities and parking during Phase I.

Phase I:

1- Theater club that will accommodate 600 patrons.

2- Lobby area for the 600-seat theater club.

3- Parking structure with the potential for approximately 95 spaces per level. A six-story structure would provide about 570 parking spaces.

4- Ground level commercial liner building for the proposed parking structure on West Ave. Approximately 8,400 sq. ft. for commercial use.

Phase II:

5- Large theater with 2,200 seats. The placement of this theater in this configuration allows for expanded backstage and loading space for the existing and the new theater space.

6- Grand lobby area for the 2,200-seat theater. Entrances on both School Ave. and Spring St.

7- Small black box theater

8- Shared backstage and loading areas

9- Interior truck loading area located at the ground level.

10- Commercial liner building along West Ave. that could be used for commercial or office uses

11- Parking structure with the potential for 95 parking spaces per level. A six-story structure would provide about 570 spaces.

12- Ground level liner building along School Ave.

13- Train depot that could be used for its original purpose with the addition of passenger or light rail service to downtown Fayetteville.

14- Outdoor amphitheater utilizes existing grade to provide outdoor performance space with adjacent patio. This space could initially be used for construction staging.

15- Existing WAC parking lot to remain for revenue generation and future expansion or development potential.



Addendum A: Additional Conceptual Schemes

Despite the rapid growth and development of Northwest Arkansas, the region still offers large swaths of open space for new development. Fewer infill projects are attempted and none with the ambitious scope of the performing arts center proposal. The City of Fayetteville and University of Arkansas believe that infill development provides economic, social and environmental benefits beyond what can be “created” on a newly developed site without established cultural infrastructure. Infill development utilizes existing infrastructure, creates a sense of place from the blending of commerce and recreation on the street, and conserves land.

Urban infill projects, and the Dickson Street site in particular, offer a realm of possibilities for site configuration. The following three concepts demonstrate the flexibility of the existing site, as well as its economic development potential. All concepts in the proposal provide at least 106,000 square feet, as outlined by the Arts Consulting Group.

Concept 1: West Avenue as Performing Arts Center Row

This concept envisions West Avenue as a super block for the performing arts, utilizing the the two blocks south of Dickson Street. The smaller 600-seat theater club and black box theater are envisioned directly south of the existing performing arts center, sharing lobby and loading space with the existing facility. The larger 2,200-seat theater would be located at the corner of West Avenue and Spring Street, completing the intersection and creating a performing arts row. Two parking structures with liner commercial buildings are envisioned in the concept—one located at the northwest corner of Spring Street and School Avenue and the other at the southwest. The administrative offices could be relocated to Nadine Baum Studios or be located within the larger facility.

Concept 1: West Avenue as Performing Arts Center Row

This scenario orients the existing and future theater space along West Ave. and preserves the existing Walton Arts Center parking lot for current revenue generation and future commercial development possibilities:

- 1- Large theater with 2,200 seats located on the corner of Spring St. and West Ave. Truck loading accessed from Meadow St. Additional backstage and/or office space located along Meadow St.
- 2- Parking deck with first floor commercial liner building located at the street level facing Spring St. and School Ave. Parking deck would have approximately 95 spaces per level, for a maximum of number of 570 parking spaces.
- 3- 600-seat theater club with lobby connected to the existing WAC lobby. Expanded backstage and loading area for the existing WAC and the proposed black box theater.

- 4- Black box theater accessed through the common lobby space of the 600-seat theater club.
- 5- Parking deck with commercial liner building located at the street level facing Spring St. and School Ave. This parking deck could have approximately 75 parking spaces per level, for a maximum number of 450 spaces.
- 6- Train depot that could be used for its original purpose, with the addition of passenger or light rail service to downtown Fayetteville.
- 7- Existing WAC parking lot to remain for revenue generation and future expansion or development potential.



Concept 2: Exploring Art Through Nature

This concept locates the most commanding architecture at the corner of Dickson Street and West Avenue. A grand lobby is proposed to front on Dickson Street, completing the intersection of Dickson Street and West Avenue. Loading access and office space would be located at the back of the theater, and a six-story parking structure is shown south of the theater. The 600-seat theater club and black box theater are envisioned as joining the existing Walton Arts Center facility and fronting onto West Avenue with a second parking structure located at the corner of West Avenue and Spring Street.

This concept uniquely captures the hidden assets of an existing underground stream by daylighting it and thereby enhancing the pedestrian experience on West Avenue through this natural art feature. The concept of Arto-sphere—exploring art through nature—would become an enduring feature of the performing arts complex.

Concept 2: Exploring Art Through Nature

This scenario envisions creating an exemplary art experience through nature.

1- Large theater with 2,200 seats located at the corner of Dickson St. and West Ave. on the existing WAC parking lot. Grand lobby space would front onto Dickson St. Loading and backstage areas would be accessed through the ground level of the parking deck located to the south of the theater. A large plaza area with a daylighted existing stream parallels West Ave., which has the potential to become a public art exhibition.

2- Parking deck with a green vegetative screen. Potential for approximately 95 parking spaces per level for a maximum of 570 parking spaces. Frisco Trail would meander through green space located to the south of this parking structure.

3- 600-seat theater club with lobby space located along West Ave. and interconnected to the existing Walton

Arts Center lobby.

4- The existing Grub's Restaurant building would remain.

5- The existing parking lot located on the corner of Spring and West Ave. would remain and could be used for surface parking of large trucks and buses.

6- Parking deck with a vegetative green façade located at the corner of School Ave. and Spring St. Potential for 95 parking spaces per level for a total of 570 parking spaces.

7- Train depot that could be used for its original purpose with the addition of passenger or light rail service to downtown Fayetteville.



Concept 3: Merging the Arts and the Trails System

The concept is a variation of the plan envisioned in Fayetteville's Downtown Master Plan. The 600-seat theater club completes the intersection of Dickson Street and West Avenue and lines an interior parking structure that will accommodate 570 parking spaces. A rail depot is located adjacent to the theatre club and a rail platform abuts the parking structure.

The 2,200-seat theater and black box theater would be constructed directly south of the existing facilities, with a second parking structure located at the southeast corner of West Avenue and Spring Street. The northwest corner of the intersection becomes a pedestrian gathering space where Frisco Trail will link to the performing arts complex.

Concept 3: Merging the Arts and the Trails System

This scenario envisions creating a gathering space for arts patrons, downtown pedestrians and trail users.

1- 600-seat theater club located on the corner of Dickson St. and West Ave. with a large plaza area and water feature located prominently on the corner.

2- Commercial space that could be utilized as a depot for future passenger or light rail service.

3- Black box theater fronting on West Ave. with the existing stream daylighted and flowing to the south to form an attractive outdoor space along the West Ave. street frontage.

4- Passenger rail loading platform and waiting area

5- Parking deck located in the center of the existing Walton Arts Center parking lot. This deck is screened on three sides with performing arts and commercial space. Approximate capacity of 96 parking spaces per level for a total of 570 parking spaces.

6- Commercial spaces front onto the Frisco trail. In this scenario, the trail would serve as the pedestrian

street or throughway and patio space would separate the trail from the storefronts. The daylighted existing stream would resurface and form a large pond located at the southwest corner.

7- Large 2,200-seat theater with a grand lobby oriented to the corner of School Ave and Spring St. Large truck access would be accomplished interior to the overall structure with access from both Spring St. and West Ave. Extended backstage areas would be shared between the new 2,200-seat theater and the existing Walton Arts Center.

8- Commercial liner buildings fronting on West Ave. to create an interesting façade for this street. These structures could be multiple stories to screen the large theatre building.

9- Parking deck with an exterior commercial liner building that could be multiple stories. Parking structure could accommodate 75 parking spaces per level for a total of 450 parking spaces.



**Addendum B:
Letter of Support from Billie Jo Starr**

BILLIE JO STARR

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July 26, 2010

Honorable Lioneld Jordan
Mayor of the City of Fayetteville
113 West Mountain Street
Fayetteville AR 72701

Dear Mayor Jordan:

I would like to make it known that I support ONLY the Fayetteville plan that ensures a bright future for the Walton Arts Center by increasing its size.

This Center was built with funding from the University through a donation by Sam and Helen Walton and combined with equal monies from the City of Fayetteville from a hotel/motel tax earmarked for an arts center. It was and is designed to serve the entire Northwest Arkansas community as a regional center. The Center is situated within steps of the University of Arkansas campus on a street with a rich history and is a place celebrated by both Helen and Sam Walton from ground breaking to ribbon cutting. Moreover, the site has been designated as an entertainment district with colorful cafes, a nearby award-winning library, and a thriving downtown district within walking distance.

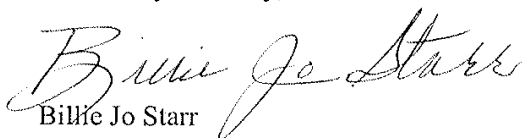
This expanded site should remain the Walton Arts Center with changes that only reflect the success that has made it a national model for educational and cultural programming in the last 20 years.

So many elements go into this expansion for a larger hall – more dressing room space, storage and loading areas for large trucks, and of course, additional parking for arts center patrons. There is no denying these will be needed five years from now, but until we can meet that goal a phased effort can be put in place to continue meeting the needs of the area's children and families who have come to love the arts center.

Perhaps those of us who have worked so very hard to make sure this center became a reality have strong emotional ties to the existing location. But it is that passion to make a dream come true that gave us the strength to get the job done for the people of Northwest Arkansas.

Bravo to the City of Fayetteville staff for sharing the pride in this special place and working to keep it in its special place!

Yours very sincerely,


Billie Jo Starr