

JONES

CAMPUS

VISION



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**“All are welcome.”**

Bernice Jones



# executive summary

Gifted to the community of Springdale and Northwest Arkansas 25 years ago, the Jones Center and its 52-acre campus is the embodiment of the community-first philosophy of Harvey and Bernice Jones. Throughout the years, Harvey and Bernice became a driving force in the region, generously supporting education and healthcare among their projects. Their most lasting legacy - The Jones Center - is a recreation, education, and event center for families located in downtown Springdale, Arkansas. Founded with the core mission of strengthening the community by serving families and nonprofits to enrich lives and celebrate all cultures, the Jones Campus is a regional destination where families, and those who serve them can collaborate and thrive. The Jones Campus includes the Center for Non-Profit @ the JTL Shops, home to more than forty nonprofit organizations serving Northwest Arkansas by providing affordable, professional office and meeting space, and the Harvey Jones Education Building.







## Re-imagining the Jones Campus

The project purpose is to create a vision for the 52-acre site to modernize and re-imagine the Jones Campus to remain relevant in the ever-changing Northwest Arkansas Region. The project will create an attractive destination that ties into the spine of the Razorback Greenway Trails System as well as planned trail connections to Fitzgerald Mountain and Lake Fayetteville; attract a new generation to the Jones Campus and continue to serve a diverse demographic of the Northwest Arkansas population; elevate The Jones Center's core indoor recreation amenities with sustainability in mind while complimenting and blending with the Springdale Downtown Revitalization Master Plan.

## Community-Empowered Design

Design is a creative activity but not one that comes from one author. Design is the way in which the design team gives form, expression, and craft to the ideas and values of the community. Design grows out of people, place, history, and function, with the form and style a result of a process not an imposition of the design team's ego or brand. The act of public space design is a process of listening, interpreting, listening more, and then beginning to turn purpose and program into design. To achieve such success, we have intentionally built a relationship with the community based on understanding and trust. Collectively we believe community engagement enhances the outcomes of a project, educates and empowers community members to participate and shape their future community spaces, and should strive to impart and exhibit the values and intended outcomes of the project during the engagement process.

Over the past eight months, we adapted our approach to work within the limitations imposed by a pandemic. We modified our methods, added new techniques and engaged the community in socially distant and safe way. Innovative solutions included drive-through dinner events with food prepared by chefs from various Springdale communities as well as virtual meetings for community members and the design team. These techniques created an environment that welcomed every participant and provided them with an opportunity to engage in an inclusive and productive manner. From this tailored approach, we achieved overwhelming success, and a process that is perhaps even more equitable and focused on creating mutually-beneficial events and activities. Ultimately, the Vision for the Jones Campus must enable all community members to create memorable experiences and have meaning to the diverse population that makes Springdale unique, bringing them back on Campus and visiting downtown over and over again.

## The Ethos of the Place

Early in the project we worked hard to build our understanding of the ethos of the place and the common threads that bind the community of Springdale together. Through extensive research, proactive community engagement, and a series of one-on-one and small group interviews it became apparent that in order for the Campus Vision to be successful it must celebrate the diversity and uniqueness of Springdale, while providing the community a place to come together, recreate, celebrate, and build a stronger sense of community. It must expand upon the core mission of Bernice and create a campus where "All are welcome".

## A Vision for the Jones Campus

The Vision Plan outlines a series of bold changes intended to expand The Jones Center's existing recreational amenities; introduce new open spaces and plazas for the community to come together; create an interconnected system of hard and soft-surface trails, walkways, and bicycle trails tying The Jones Campus into downtown and out into the region, unifies the campus by providing physical and visual connections between all areas of Campus, incorporates art as placemaking experiences to pique the interest of users, and imprints the Campus with culturally-inspired design gestures that bring prominence to the diverse communities that make up Springdale.

The Campus Vision creates a layered approach to programming and activation while introducing native plant ecotypes throughout campus to create a more sustainable and experiential landscape. The proposed vision relies on a diverse theme-based programming strategy that includes: wellness and recreation, gardens and ecology, community and gathering, arts and culture, and campus support.

*Wellness and Recreation:* The Jones Campus has a history of being THE place that the community comes to play. The new Campus will expand upon its recreational roots and introduce a more holistic approach to wellness that includes spaces for pause, relaxation, reflection, and observation.

*Gardens and Ecology:* The 52-acres of the Jones Campus provide a unique opportunity to introduce a more diverse system of both designed and environmentally appropriate landscape systems at a range of scales from intimate garden rooms, to campus-wide landscape systems.

*Community and Gathering:* To become the place that Springdale will gather, the Campus Vision introduces a variety of flexible spaces and places that can be programmed and activated by families, the existing tenants, and a variety of non-profit and other community groups.

*Arts and Culture:* Springdale is home to the most ethnically and culturally diverse community in Northwest Arkansas. Celebrating these cultures through the design of the campus creates both a sense of familiarity and an opportunity to educate the greater community on the unique aspects and histories of these cultures. With a rapidly emerging regional art scene, the Jones Campus and Springdale are primed to become regional destinations for recreation, arts, and culture.

*Campus Support:* The Campus Vision expands the existing maintenance staff and facilities to enable the new campus landscape and program to be maintained at the level expected of a facility as well known as the Jones Center.



# Melele ko rellap ilo tukadu

25 yio ko remootlok kar lelok ñan jukjuki pad in an Springdale im Northwest Arkansas, the Jones Center im kããmpoj eo 52 eka aetokan rej debdebju in ettonak eo an Harvey im Bernice Jones kon aer likut bwe jukjuki pad eo en moktata. Iloan yio ko relloñ, elukkuun lap kunaan Harvey & Bernice nan jikin in im raar kattõre, ilo aer kwalok jouj im rejetake jikin jelãlokjen im ejmour im ko jet. Unleplepin jermal kein ej ñan kakjoorlok jukjuki pad in ilo ad jermal ñan baamle ko im douluul ko rej monono in jipañ ro jet ilo ejjelok woneen, ñan kakomanmanlok mour ko an armej ro im monono kon kajin im manit ko re oktak jen doon. The Jones Center ej juon jikin eo mwe baamle ko, im ro rej jermal ipaer remaron jermal ippan doon nan eddeklok wot. Kããmpoj eo an The Jones ej kitibuuj Center for Non-Profit @ the JTL Shops, ijo im eloñlok jen eñoul nonprofit douluul ko rej jermal ilo Northwest Arkansas rej pãd ie, ilo ad lelok woneen ko remman, jikin opij im kweilok ko, im Harvey Jones Education Building.



## Pijaiklok kããmpoj eo an The Jones Center

Kottopar eo ilo burojeek in ej ñan pijaiklok melan eo 52 eka aetokan ñan kakomanmanlok kããmpoj in an The Jones Center bwe en depdep wot ilo an ekkeijelok ippãn ukooktak ko rej bok jikier ilo Northwest Arkansas Region. Burojeek in enaaj komman bwe en juon jikin enaaj kaaltok armej ro im ej kobalok wot ippan spine eo an Razorback Greenway Trails System bareinwot trail ko ilo Fitzgerald Mountain and Lake Fayetteville; jej konaan bwe ro rekããl ren itok ñan kããmpoj in im wonmaanlok im jermal ñan population in ilo Northwest Arkansas; lelõñtak kein kamõnono im ikkure ko iloan The Jones Center ilo an ekkeijelok wot ippan Springdale Downtown Revitalization Master Plan.

## Design eo Jukjukin Pad eo ej Kakajoore

Design ej juon jermal eo ro elap kapeel ippaer remaroñ kommane, botaab juon rijeje book ejjab mãroñ kommane. Waween juon design ej kitibuu in an ro ilo kumi in design eo jermal ippan doon im kwalok pija im jekjek ko ekkar nan lomnak im men ko reaurok ippan ro ilo jukjukin pad eo. Jermal eo ñan design I juon jikin ilooblej ej kitibuu roñjake, ukook kajin ko, bar roñjake, im kio jinoe ilo ad ukote kottopar ko ad ñan erom juon design. Ñan ad topar mejenkajjik in, emwoj ad kaleke juon jimjerã ippan ro ilo jukjukin pad in bedbed ion ad melele kon doon im ad liki doon. Jej tomak bwe an ro ilo jukjukin pad in bok kunaer ej men eo enaaj komman bwe en emmanlok toprak ko renaaj walok jen juon burojeek, ej bareinwot letok melele im kakjoore ro mottan jukjukin pad eo nan bok kunaer nan pijaiklok jikin ko ilo jukjukin pad eo, im rej aikuj kate er nan kalikkar men ko rej kauroki im men ko rej konaan jen burojeek eo.

Iloan alloñ ko rualitok remootlok, kem ar ukote waween ad makutkut kon jermal in ekkar nan jonan ko rekkar kon nañinmej eo ej walok ipelaakin lal in. Kem ar ukote waween jermal ko, kakobaiktok jet kain kilen jermal ko rekããl im kitibuuji ro ilo jukjukin pad in ilo ad pad ettolok jen doon, im makutkut ilo ad kemmemej wot nan kojparok. Waween kein raar kitibuu drive-through ko nan ieen ajeej mona ko Chef ko jen jukjukin pad ko ilo Springdale in bareinwot ieen kweilok ko online ippen ro mottan jukjukin pad in im kumi in design eo. Makutkut kein raar komman bwe en wor juon mejatoto in karuwainene nan kajojo iaan ro raar bok kunaer, im lelok nan er maron eo nan bok kunaer. Itok jen karok kein, kem ar lo elap toprak. Elaptata, Vision eo an kããmpoj eo an The Jones Center ej aikuj komman bwe ro ilo jukjukin pad in ren maron jolok ieen ko aer im monono im en wor tokjen nan population eo ilo Springdale im eloñ kain kajin im manit, im bwe ren bar rootok nan kããmpoj in im lotok downtown bar juon alen.

## Mejatoto eo an jikin eo

Ilo jinoin burojeek in elap ad kar kate kem nan kaedeklok ad melele kon jikin eo im men ko rekka aer bok jikier ilo jukjukin pad in ilo Springdale. Ikkijeen ad kar kapok melele ko, jipan jen ro ilo jukjuk in pad in, im elon ieen ad kenono ippan kumi ko reddik, ear jino alikkar bwe nan an lap toprak ilo Campus Vision in ej aikuj alikkar bwe ej monono kon manit, kajin, im aelon ko ilo Springdale, ilo an lelok jikin an jukjukin pad in koba ippan doon, monono ippan doon, im kakajoorklok ad borokuuk ippan doon. Ej aikuj le im kajoorklok einwot an kar konaan im kottopar eo an Bernice ba “Aolep rej ruwainene”.







## Bijen eo an Jones Campus

Vision Plan eo ej kalikkar jet oktak ko rellap nan kalaplok melan eo an The Jones Center; komman jikin ko repelok im plaza ko nan an ro ilo jukjukin pad eo kobatok ippan doon; komman jikin etetal ko, jikin bajekol ko, kakobaik jikin eo nan kaampoj eo. Enaaj wor jiñña ko rekaitoktoklimo im rej kalikkar manit, im kajin ko ipelaakin Springdale in.

Campus Vision eo enaaj bar kalikkar menin eddek ko jen jikin in, im renaaj ped iloan kaampoj in. Vision eo ej bedbed ioon elon kain lomnak ko im ej kitibuuj; emman ko nan ejmour im menin kamono ak ikkure ko, jikin kallip, jikin an ro ilo jukjukin pad eo koba im mona ippan doon, im jinna ak pija ko im rej kalikkar manit.

Ejmour im menin Kamono: Bwebwenato in The Jones Campus ej bwe ej jikin eo mwe aolep ro ilo jukjukin pad eo rej itok nan ikkure. Kaampoj in ekaal enaaj kadepakpaklok jikin ikkure ko ie im kalaplok jikin ko im rej emman nan ejmour im ej kitibuuj jikin ko nan ad bojrak, kakuje, alooj ,im kalmenlokjen.

Jikin ekkat im menin edded ko: Kaampoj eo 52 eka aetokan ej komman bwe jen maron kommane juon ekkat ko iloan melan eo einwot jikin ekkat ko ilo ruum ko, im menin eddek ko ipelaain mela neo.

laaio ko an ro ilo jukjuk in pad eo: Bwe en jikin eo ro ilo Springdale renaaj koba ippan doon, Campus Vision eo ej letok elon jikin ko im baamle ko, ro rej kojerbal mwiin, im non-profit im douluul ko remaron kojerbali.

Jiñña/Pija im Mani: Springdale ej ijo ilo Northwest Arkansas im elon kain manit, kajin, im armej ro rej itok jen aelon ko jet. Ad kalikkar ad monono kon men kein ikkijeen design in kaampoj eo ej komman bwe ro ilo jukjukin pad in remaron katak elon men ko kon bwebwenato in manit ko jet. Ilo an mokaj an eddeklok im depakpaklok jikin jinna im pija ko The Jones Campus im Springdale renaaj jikin ikkure im kamono, jinna im pija ko, im jikin manit.

Jipañ ilo Kaampoj eo: The Campus Vision enaaj komman bwe maintenance ro rej jerbal kio im ro rej bok eddo in mwiin ren maron jerbal ilo aer lale im kojaroke einwot aer kommane ilo Jones Center.

# Resumen ejecutivo

Regalado a la comunidad de Springdale y el noroeste de Arkansas hace 25 años, el Jones Center y su campus de 52 acres es la encarnación de la filosofía de la comunidad primero de Harvey y Bernice Jones. A lo largo de los años, Harvey y Bernice se convirtieron en una fuerza impulsora en la región, apoyando generosamente la educación y la atención médica entre sus proyectos. Su legado más duradero - El Centro Jones - es un centro de recreación, educación y eventos para familias ubicado en el centro de Springdale, Arkansas. Fundado con la misión central de fortalecer la comunidad al servir a las familias y organizaciones sin fines de lucro para enriquecer vidas y celebrar todas las culturas, el Campus Jones es un destino regional donde las familias y aquellos que las sirven pueden colaborar y prosperar. El Campus Jones incluye el Centro para Organizaciones sin Fines de Lucro en el JTL Shops, hogar de más de cuarenta organizaciones sin fines de lucro que sirven al noroeste de Arkansas al proporcionar oficinas asequibles y profesionales y espacio para reuniones, y el Edificio de Educación Harvey Jones.

## Reimaginando el Campus Jones

El propósito del proyecto es crear una visión para el sitio de 52 acres para modernizar y re-imaginar el Campus Jones para seguir siendo relevante en la siempre cambiante Región del Noroeste de Arkansas. El proyecto creará un destino atractivo que se une a la columna vertebral del Razorback Greenway, así como las conexiones planificadas a Fitzgerald Mountain y Lake Fayetteville; atraer a una nueva generación al Campus Jones y continuar sirviendo a una población diversa del noroeste de Arkansas; eleve las principales comodidades de recreación en interiores de The Jones Center con la sostenibilidad en mente mientras complementa y se mezcla con el Plan Maestro de Revitalización del Centro de Springdale.

## Diseño empoderado por la comunidad

El diseño es una actividad creativa, pero no una que proviene de un autor. El diseño es la forma en que el equipo de diseño da forma, expresión y artesanía a las ideas y valores de la comunidad. El diseño surge de las personas, el lugar, la historia y la función, con la forma y el estilo como resultado de un proceso, no de una imposición del ego o la marca del equipo de diseño. El acto de diseño del espacio público es un proceso de escuchar, interpretar, escuchar más, y luego comenzar a convertir el propósito y el programa en diseño. Para lograr tal éxito, hemos construido intencionalmente una relación con la comunidad basada en la comprensión y la confianza. Colectivamente, creemos que la participación de la comunidad mejora los resultados de un proyecto, educa y empodera a los miembros de la comunidad para que participen y den forma a sus futuros espacios comunitarios, y debemos esforzarnos por impartir y exhibir los valores y los resultados previstos del proyecto durante el proceso de participación.

En los últimos ocho meses, adaptamos nuestro enfoque para trabajar dentro de las limitaciones impuestas por una pandemia. Modificamos nuestros métodos, agregamos nuevas técnicas e involucramos a la comunidad de manera socialmente distante y segura. Las soluciones innovadoras incluyeron eventos de cenas con comida preparada por chefs de varias comunidades de Springdale, así como reuniones virtuales para los miembros de la comunidad y el equipo de diseño. Estas técnicas crearon un ambiente que dio la bienvenida a cada participante y les brindó la oportunidad de participar en una forma inclusiva y productiva. A partir de este enfoque personalizado, logramos un éxito abrumador y un proceso que tal vez sea aún más equitativo y se centre en la creación de eventos y actividades mutuamente beneficiosos. En última instancia, la Visión para el Campus Jones debe permitir que todos los miembros de la comunidad creen experiencias memorables y tengan significado para la diversa población que hace que Springdale sea único, trayéndolos de vuelta al Campus y visitando el centro de la ciudad una y otra vez.

## El Ethos del Lugar

Al principio del proyecto trabajamos duro para construir nuestra comprensión del espíritu del lugar y los hilos comunes que unen a la comunidad de Springdale. A través de una extensa investigación, la participación proactiva de la comunidad y una serie de entrevistas uno a uno y en grupos pequeños, se hizo evidente que para que la Visión del Campus tenga éxito debe celebrar la diversidad y la singularidad de Springdale, al tiempo que proporciona a la comunidad un lugar para reunirse, recrearse, celebrar y construir un sentido más fuerte de comunidad. Debe ampliar la misión central de Bernice y crear un campus donde “Todos son bienvenidos”.







## Una visión para el campus de Jones

El Plan de Visión describe una serie de cambios audaces destinados a expandir las comodidades recreativas existentes del Jones Center; introducir nuevos espacios abiertos y plazas para que la comunidad se una; crear un sistema interconectado de senderos de superficie dura y blanda, pasarelas y senderos para bicicletas que unen el Campus Jones en el centro de la ciudad y hacia la región, unifica el campus al proporcionar conexiones físicas y visuales entre todas las áreas del Campus, incorpora el arte como experiencias de creación de lugares para despertar el interés de los usuarios e imprime al Campus con gestos de diseño culturalmente inspirados que brindan prominencia a las diversas comunidades que conforman Springdale.

La Visión del Campus crea un enfoque en capas para la programación y la activación, al tiempo que introduce ecotipos de plantas nativas en todo el campus para crear un paisaje más sostenible y experiencial. La visión propuesta se basa en una estrategia de programación basada en temas diversos que incluye: bienestar y recreación, jardines y ecología, comunidad y reunión, arte y cultura, y apoyo al campus.

**Bienestar y recreación:** El campus de Jones tiene una historia de ser el lugar que la comunidad viene a jugar. El nuevo Campus ampliará sus raíces recreativas e introducirá un enfoque más holístico para el bienestar que incluye espacios para la pausa, la relajación, la reflexión y la observación.

**Jardines y ecología:** Los 52 acres del Campus Jones brindan una oportunidad única para introducir un sistema más diverso de sistemas de paisaje diseñados y ambientalmente apropiados en una variedad de escalas, desde salas de jardín íntimo hasta sistemas de paisaje en todo el campus.

**Comunidad y reunión:** Para convertirse en el lugar que Springdale reunirá, la Visión del Campus presenta una variedad de espacios flexibles y lugares que pueden ser programados y activados por las familias, los inquilinos existentes y una variedad de grupos comunitarios sin fines de lucro y otros.

**Arte y Cultura:** Springdale es el hogar de la comunidad étnica y culturalmente más diversa en el noroeste de Arkansas. Celebrar estas culturas a través del diseño del campus crea un sentido de familiaridad y una oportunidad para educar a la comunidad en general sobre los aspectos únicos y las historias de estas culturas. Con una escena artística regional rápidamente emergente, el Campus Jones y Springdale están preparados para convertirse en destinos regionales para la recreación, las artes y la cultura.

**Apoyo al campus:** La visión del campus amplía el personal de mantenimiento y las instalaciones existentes para permitir que el nuevo paisaje y el programa del campus se mantengan al nivel esperado de una instalación tan conocida como el Jones Center.



# project significance

The history of the Jones Center begins with the hard work and determination of Harvey and Bernice Jones. Together in 1918, they established one of the largest private trucking businesses in the United States. After years of working in the hauling industry and continuous philanthropic work for the community of Springdale, the Jones Trucking Line closed its doors. Though, the end of one era led to another opportunity. Bernice Jones and the Jones Trust established the Jones Center for Families, now known as The Jones Center. The community center is their legacy and was intended as a place for the community to come together. This Vision Plan expands upon that goal to create a campus that welcomes all.

The efforts associated with this Vision Plan propose a revitalized campus that can adapt to the growing needs of the Springdale area. Through extensive community engagement events, both in-person and virtually, design team work sessions, and leadership guidance the Vision for the future Jones Campus was established.

The project takes inspiration and understanding from the diverse cultural and native landscape identity of Springdale and Northwest Arkansas and translates those ideas into a sustainable long-term campus vision. This plan delivers a vision for the growing community of Springdale as a regional attraction, a widely connected space, and vibrant community gathering place. Critical components of the Vision Plan include improving major connections to adjacent neighborhoods, extension of downtown pedestrian paths, connection to regional bikeways, and improved vehicular access. It also considers development of long-term programming, near and short-term art programs, and maintenance/operations costs for the future stability of the Jones Campus.

# THE **Jones**<sup>TM</sup> CENTER



The Jones Legacy: An inspiring place  
for all to learn, play and belong

## Project Goals

During the Walton Family Foundation Design Excellence grant application, The Jones Center leadership aligned with the following Guiding Principles that were to be referred to throughout the design process to ensure the vision that was developed achieved the desired outcome. These included:

- 1. Strengthen Public Life:** The Jones Campus will reflect the Springdale Downtown Revitalization Masterplan and will be a complimentary east anchor that extends inviting bike paths and park-like greenspaces and increased opportunities for social engagement and recreational amenities. The campus is mid-way on the Razorback Greenway Trails system and will connect to downtown bike paths.
- 2. Celebrate Local Culture:** We envision a variety of park-like elements featuring local artists and artworks that celebrate diversity and foster a sense of togetherness, as well as pop-up performances and cultural programs that inspire community involvement and connectivity.
- 3. Elevate Standards of Sustainability and Resiliency:** As the Center of Diversity in NWA, The Jones Center continues to attract other entities like Crystal Bridges, Trike Theater, Camp War Eagle, Hispanic Women's Organization of Arkansas and many others to hold events in Springdale. The new campus will strengthen that ability to bring the region together.

The efforts described in this book build off of the established campus design principles, project goals, and the Jones Family legacy. The Jones Trust engaged the design team to develop a vision for the future of the Jones Campus. These efforts focused on connecting the east and west campus, revitalizing the outdoor programming of the site, redefining the opportunity for future outdoor use of the property, and creating a space that invites the community to call their own.

**“It’s not what you *gather* in life,  
but what you *scatter* in life that  
tells the kind of life you have  
lived.”**

Helen Walton



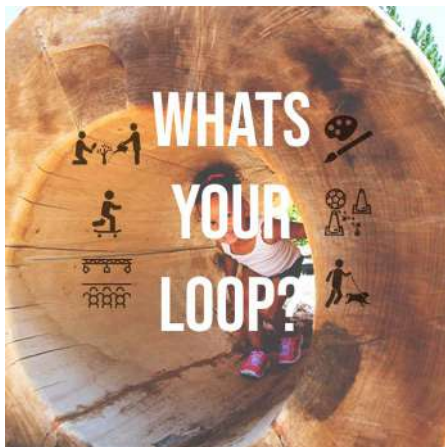
# community-based design

We believe that authentic and effective community engagement is more expansive than a traditional communications strategy, which often focuses on a one-way push of information through pre-existing social systems or broadcast through traditional media channels with few modes of real feedback. Impactful community engagement is a multi-model contact sport of listening, adapting, challenging, networking, celebrating, meeting people where they are and discovering ways to address the needs of stakeholders in real time.

The Jones Campus Vision occurred entirely during a global pandemic, underscoring the need to push beyond a conventional communications strategy. Social gatherings, the life blood of community engagement efforts, were also not a viable option due to public safety concerns.

Virtual meeting technology, video content, robust social media platforms, strategic one-on-one conversations, aligned activations that exemplified The Jones Center mission and supportive allied communication platforms to spread the message and calls to action were all utilized. This approach broadened The Jones Center social network, deepened diverse relationships with the community, provided opportunities for small and emerging businesses and strengthened vital stakeholder feedback loops that can be leveraged for future initiatives.

As the project progressed, we continually reviewed and refined our approach to ensure expansive participation from a diverse group of community members representative of the diversity found in Springdale and Northwest Arkansas. The following outlines the engagement tactics utilized, their effectiveness, and a summary of the results to date.



## Our Team

Engagement is a constant act of connecting, building trust, and providing fertile ground for problem solving and collaboration. The first step in a relevant and compelling outreach strategy is pulling together the right team. Setting out to immediately expand the reach of the initiative and ensure the mission of The Jones Center – to be a place for all - was reflected in the core team, Civitas and the Velocity Group hired local influencers and community leaders. Their unique points of view, incredible insights and dynamic social networks had an immediate and positive effect on the initiative.

- Aron Shelton – founder of FindingNWA website, former director of TASC, consultant with the Northwest Arkansas Council
- Na'Tosha Devon – actor, poet, and community activist
- Melissa Laelan – executive director of the Arkansas Coalition of Marshallese
- Jacqueline Perez – executive director of TASC and Springdale community activist
- Maximiliano Perez – artist, community activist and former director of arts and cultural programming at The Station
- Jeannette Balleza Collins – founder of Grit Studios, consultant for the Sam. M. Walton School of Business entrepreneurial program and Director of Entrepreneurial Ecosystems for the Northwest Arkansas Council

In addition, the design team also partnered with CACHE to expand outreach through the master plan community feedback initiative and generate interest in the inclusion of the arts as a design paradigm.

## Our Engagement Model

In every community touch-point, whether electronic or in-person, we viewed our strategies through the following model, finding the sweet spot of engagement at the intersection of the four questions.

Through this model, our team was able to produce compelling messaging content, amplify community voices to build project affinity, compel significant feedback participation and promote local businesses while expanding the brand of The Jones Center as a Springdale/ Northwest Arkansas institution.

## Our Engagement Toolkit

We were able to animate the call the action for a dynamic community feedback loop by utilizing a wide range of tools identified below.



How can we thrill and inspire?



How can we fulfill a need or want?



How can we both teach and learn?



How can we be our authentic selves?

Sweet  
Spot



## The Story Swell™ Toolkit for Community Engagement



One-on-One Conversations



Outdoor Gatherings



Video Storytelling



Project Website



Community Experience Walks



Zoom Affinity Groups and Virtual Community Conversations



Workshops and Think Tanks



Multi-Lingual Outreach



Storefront Design Galleries



Online Surveys

### One-on-one and small group tenant, staff and community leader interviews

To combat the limitations of the pandemic, in the first two months of the study our team utilized a series of socially distant one-on-one and small group meetings to establish a baseline understanding of the ethos of the Jones Center, Springdale and Northwest Arkansas. By meeting directly with a diverse group of residents, tenants, staff, and community leaders our team was able to complete a deep dive into the culture, the campus, and most importantly current perceptions of the Jones Campus. The following summarizes some of the common themes and key ideas that were generated during these sessions.

**1. The Campus lacks of a sense of arrival:** Arriving at the Jones Campus is complicated by multiple vehicle and pedestrian entry points into the Campus and each building, creating confusion amongst first-time users. Moving forward the Campus Vision should consider how to create a sense of arrival and a hierarchy to the various building entries.

**2. The Campus is physically and perceptually two campuses:** As it exists the campus includes three primary structures: the Harvey Jones Education Building and The JTL Shops/Center for Non-Profits on the western half and the Jones Center occupying the eastern half. Because of adjacent private ownership, the 52 acres of the Jones Campus has limited connectivity between the east and west areas resulting in a physical and perceptual divide within the campus.

**3. Overall connectivity is lacking - internal to campus | between campus and the region:**

Geographically located near the center of Northwest Arkansas, the Jones Campus has an opportunity to be the central hub servicing all areas of the region, and the eastern anchor to downtown Springdale. However, as it currently exists the Jones Campus is physically and perceptually distant with limited connectivity into the region. While regional connectivity is currently being enhanced with the introduction of a new greenway connecting The Jones Center to Mount Fitzgerald, the proposed expansion to Luther George Park, and the city's Emma Street Improvements, the Campus Vision must consider how to further enhance and celebrate regional connections. Internal to the campus, limited connections exist between the various facilities on campus. As the Campus Vision is refined, careful consideration should be given to expand and enhance on-campus connections, with an emphasis on safe and comfortable connections.

**4. The campus does not tell the story of what The Jones Center does for the community:**

The Jones Campus is home to many diverse and important family and community-based services and non-profit entities. These entities build upon the mission established by Harvey and Bernice Jones, existing to empower the underserved and create Springdale and The Jones Center as "a place for all." As the Campus Vision is developed careful consideration should be given to enhance the tenant experience and provide new venues that can be used by and make these tenants and their activities more visible to campus users.

**5. Vision must retain and support the diversity and dynamic community:**

Within Northwest Arkansas, Springdale is the most ethnically diverse community. Overwhelmingly throughout these initial interviews the community leaders stressed how special this is, and that the Vision developed for the Jones Campus must embrace and celebrate this diversity. It must embody the vision established by Harvey and Bernice Jones.

**6. Springdale is a working-class community – with a blue collar “gritty industrial” quality to it that needs to be a part of the vision to make it authentic:**

The “gritty industrial” quality of Springdale is symbolic of the hard-working and entrepreneurial spirit that is best embodied by the history of the Jones Trucking Line and many other local businesses. As the Campus Vision is defined, it is important to retain and celebrate these qualities to create a place that is authentic to Springdale and unique within the region.

**7. How can the campus vision expand the users of The Jones Center:**

As a recreational facility The Jones Center has become a place for families to learn, recreate, and compete in a variety of athletic endeavors. The facilities appeal to families with young children and the senior population. However, it has struggled to attract and retain the 16-60 demographic who do not have children. The Campus Vision should strive to create activities and spaces that appeal to this demographic to create a place that all community members regardless of age feel welcome.



## Outdoor Gatherings – The Dinner Drive Through Approach

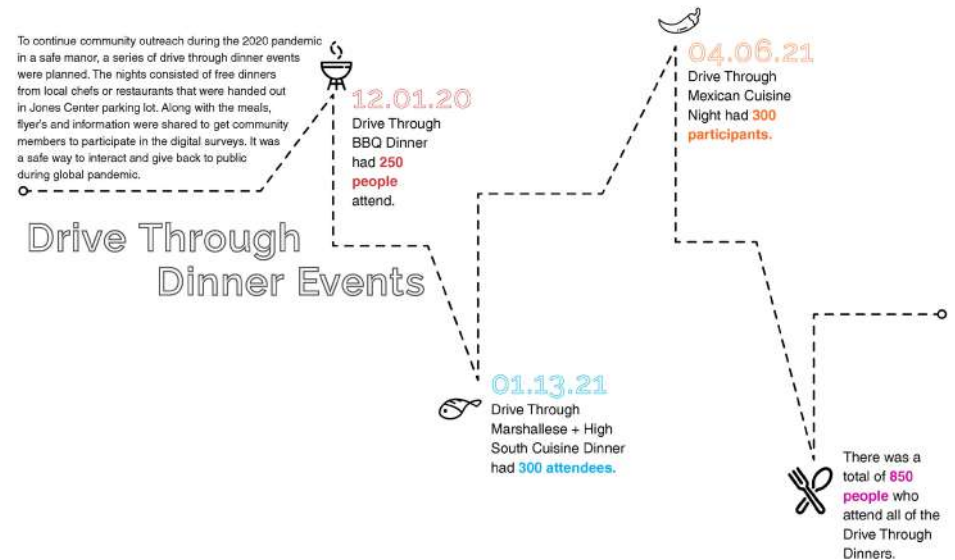
The modes to directly connect to people in public were significantly limited during the pandemic, so our strategy turned to a hybrid approach that merged outdoor gatherings with:

- clear pandemic safety protocols
- new Jones Center partnerships
- unique food offerings that support emerging small business
- calls to action around the various surveys
- personal community engagement with the design team.

In addition, these Dinner Drive Through Events served healthy meals to Springdale's underserved community members that were particularly struggling with the impacts of the pandemic.

**Dinner Drive Through Event #1:** The team worked with Nate Walls, an army veteran, chef, and owner of community-centered BBQ-restaurant Secondhand Smoke NWA. Collaborating on the event and financially supporting his company mission of addressing food insecurity by cooking for those in need, we served 300 meals while also promoting the initial project survey.

**Dinner Drive Through Event #2:** Partnering with Brightwater: A Center for the Study of Food to support emerging Marshallese chef Judy Tatios. The process of developing her menu and preparing for the Dinner Drive Through gave her confidence to begin planning her own Marshallese food truck – a first for Northwest Arkansas. This event also strengthened The Jones Center's relationship with the Consul General's office for the Republic of the Marshall Islands and provided new connections within the Marshallese community to Brightwater, fulfilling a significant goal of the Northwest Arkansas Community College.







Chef Judy Tatios was the first Marshallese chef to partner with this institution, which included co-teaching a Marshallese cooking class at Brightwater with Melisa Laelan, Executive Director of the Arkansas Coalition of Marshallese. Brightwater students also helped prep for the event, which extended the cultural exchange learning opportunity and provided additional project outreach through Brightwater's extensive social media network.



In addition, the menu tasting events held at Brightwater gathered local chef luminaries like Chef Matthew McClure, executive chef and 6-times James Beard Award nominee of The Hive at 21C Museum Hotel, Chef Rafael Rios, owner of Yeyo's and recently nominated for Best Chef of the South by the James Beard Foundation and Chef Brent Hale, owner of Big Sexy Food in Springdale and long time NWA culinary scene advocate. This connector event turned the tasting event into a storytelling platform, as each attendee posted the event and talked about the upcoming Dinner Drive Through.



The event itself provided over 300 meals using Brightwater's food truck, with significant attendance from the Marshallese community to support Chef Judy and drove participation for the online survey #2 and the Virtual Community Meeting #1.

**Drive Through Event #3:** Working with Chef Rafael Rios, owner of the nationally recognized Yeyo's: Alma de Mexico, the design team partnered with three LatinX Brightwater culinary school graduates Chef Jose Soto-Rios, Chef Jennyfer Quijada and Chef Jesus Rodriguez. This collaborative menu included traditional carnitas, Salvadorian Curtido, Epazote Black Beans, a variety of specialty salsas and Polvorones for dessert.



Chef Rafael and team hosted a tasting event at Yeyo's at 8th Street Market in Bentonville, which allowed 16 people to taste the food and provide feedback in preparation for the upcoming Dinner Drive Through event. A lauded experience by attendees, participants helped spread the word of the upcoming event through their social networks while celebrating the contributions of the chefs. In addition, the young chefs also shared their desires to open their own restaurants, providing a platform to generate support for those efforts. The event provided 300+ meals to the community, also bringing attention to Survey #3 and the Community Zoom Meeting #2

## Video Storytelling

Developing a variety of video content that included twelve stakeholder PSA's, six Dinner Drive Through Sizzle Reels, five Community Zoom recordings and two recorded Facebook Live events, the content was able to tell an immersive and powerful story that proved an effective engagement tool on the website and social media platforms. Aside from the tapestry of finished products, the process also provided over 130 hours of B-roll that can be utilized by The Jones Center for future endeavors.

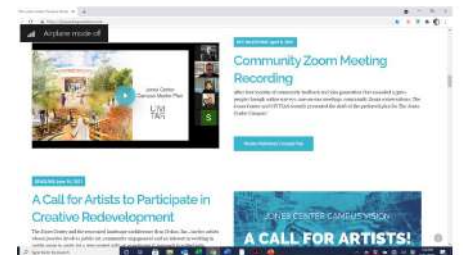
PSA Videos included:

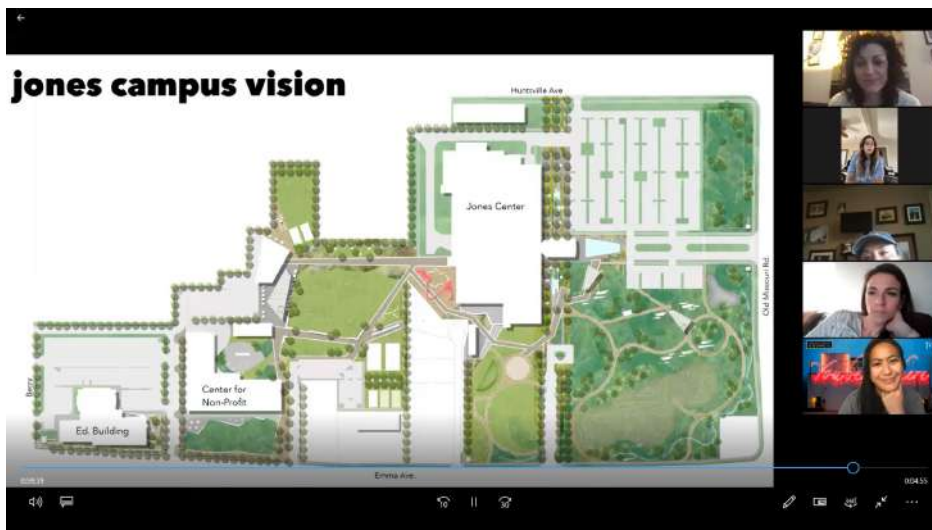
- Raine Perrodin, high school student and artist
- Jacqueline Perez English/Spanish, Executive Director of TASC, Jones Center tenant
- Doug Sprouse, City of Springdale Mayor
- Melisa Laelan English/Marshallese, executive director of the Arkansas Coalition of Marshallese
- Ed Clifford, Executive Director, The Jones Center
- Coach Shannon Lang, Lang Academy, The Jones Center program partner
- Judd Semington, Executive Director, Community Clinic
- Max Perez, artist, and community activist
- Scott Jordan, Principle, Civitas
- Hunter Rogers, Manager of Community Outreach, The Jones Center
- Robin Aprea, Skating Coordinator, The Jones Center
- Sam Lopez English/Spanish, local artist, and community activist

We also worked with three different videographers to diversify the point of view of the content, including Evan Alverado, Tom McFetridge of Ozark Film and Video, and Trent Jones/Michael Day of the Springdale School District and students from the Tyson School of Innovation.

## Project Website

We created a project website that housed general project information, unique video content and Community Zoom recordings, updated master plan designs, team profiles, aspirational projects from around the country, survey results and associated links.





## Campus Experience Walks

Ensuring an immersive experience to understand of the breadth and depth of the overall Jones Center Campus, the design team and several of our community stakeholders would walk and talk about their ideas, as well as tell stories of their own relationship growing up at The Jones Center. These points of view were vital to the design process and provided valuable context to the work.

## Virtual Community Meetings

Due to the pandemic, having face-to-face community meetings to share information and solicit input was not possible, so the design team bridged this gathering gap by providing two virtual community meetings to that offered online discussions, facilitated breakout rooms and real time surveys.

### Virtual Meeting #1: How Bold do you want to be?

Held on January 22, and attended by 40 individuals, a 30-minute presentation was followed by break-out sessions where discussions focused on the level of boldness for the visions, the appropriate programming for the park, and the types of community gathering spaces the community would like to see. These sessions were filmed and uploaded to the website for community members who were not able to attend.

### Virtual Meeting #2: What is Your Preferred Vision?

This virtual meeting outlined the emerging preferred vision and design inspirations with real time polling and a robust online discussion. This meeting was attended by 44 people and the session was filmed and uploaded to the website for community members who were not able to attend.

## Affinity Group Working Session

To supplement the feedback received during Virtual Meeting #1 and to continue to engage the community leaders/members and tenants, the team crafted a series of affinity group sessions that included brief presentations followed by facilitated discussions. We utilized our various team members and several community allies to develop the invitation list and invite their colleagues. The results were a very high response rate to participate. The Affinity Groups included:

- February 2nd – Jones Center Tenants #1 (24 participants)
- February 4th – Urban Land Institute NWA (36 participants)
- February 9th – Jones Center Tenants #2 (4 participants)
- February 17th – LatinX Community Leaders (28 participants)
- February 23rd – Northwest Arkansas Entrepreneurial Leadership (35 participants)
- February 25th – Jones Center Staff (35 participants)
- March 2nd – Marshallese Community Leaders (16 participants)
- March 2nd – Marshallese Community Facebook Live Event (35 participants. Viewed by over 1.5k people, including from the Marshall Islands)
- March 3rd – Jones Center Program Partners (9 participants)
- March 9th – Artists and Creatives (22 participants)

## Jones Center E-Newsletters

The Jones Center staff led the efforts to promote member participation in the survey, as well as inform their members of the overall process. Over 13,536 individual email newsletters went out over the course of the initiative with project details and calls to action.

## Team Workshops & Think Tanks

The design team met both virtually and on campus with Jones Center staff throughout the project, providing updates and idea workshops to continue to hone both the vision and process. This internal alignment provided an important feedback loop on the outreach strategies and in development of the design principles for the overall project.



## what's on your wish list?



### Help us shape the future of the Jones Center Campus

Please join us for a Virtual Working Session

**When:** Thursday January 21st at 6:00 pm

**How:** Zoom Meeting - <https://zoom.us/j/97081795449>

Share your thoughts on the design for the Campus by taking our NEW Phase 2 survey beginning January 23rd.

### Jipañ kökmanmanjok ilju im jeklaj Ayúdanos a dar forma al diseño eo an Jones Center Campus

Jouj im kobatok ilo ilen Virtual Working Session in

**Náát:** Tálje Janwode 21 raan ilo 6:00 awa Jota

**Itula:** Zoom Meeting - <https://zoom.us/j/97081795449>

Enaaj wör riukok ñan kajin Majel Böke Survey eo im kwalok lömpak ko am ñan kilen aer naaj kökmanman Campus eo. Enaaj bellok survey in ilon jain jinoe ilo raan in Jänwöde 23.

### Únase a nosotros para una sesión de trabajo virtual futuro del Jones Center Campus

Únase a nosotros para una sesión de trabajo virtual

**Cuándo:** jueves 21 de enero a las 6:00 pm

**Cómo:** Zoom Meeting - <https://zoom.us/j/97081795449>

Tenga en cuenta que durante la reunión habrá traductores de español

Comparta sus pensamientos sobre las opciones de diseño para el campus realizando nuestra NUEVA encuesta de la Fase 2 a partir del 23 de enero.



visit our survey @ [thejonescenter.net/take-the-survey](https://thejonescenter.net/take-the-survey)

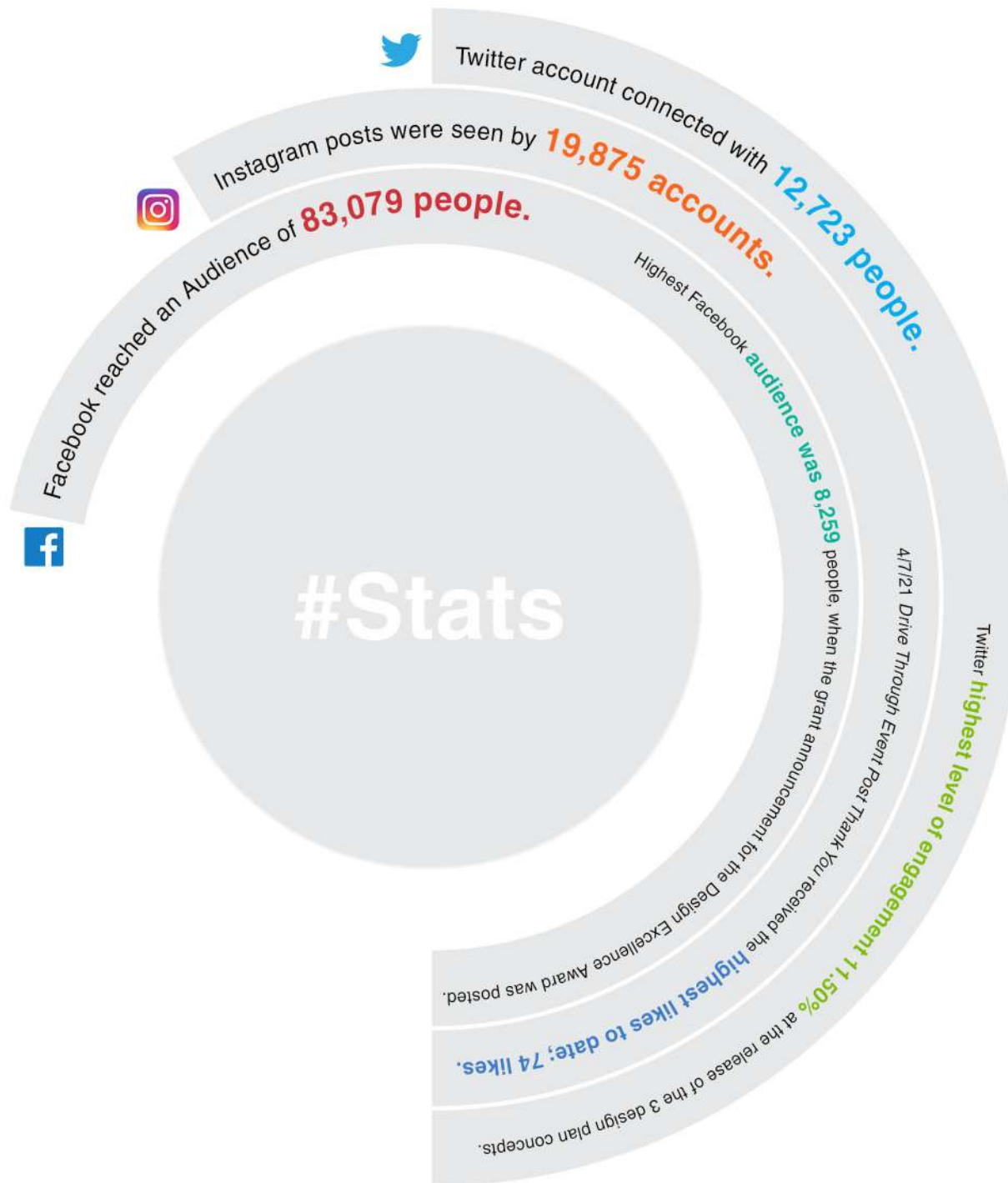


## Multi-Lingual Content

With more than 40 different languages spoken within the Springdale School District, the design team understood that a multi-lingual approach was vital to ensure a broad base of community members felt welcome in the design process. We focused on Spanish and Marshallese due to the significant populations of native speakers in the community, and this manifested in printed materials, website buttons, various surveys, video narrative and live streaming content.

## Jones Center Atrium Design Galleries

While in person and virtual content drove much of engagement strategy, the team developed a series of presentation boards located in The Jones Center atrium. Providing information on the overall project, survey link information, design principles and draft visioning illustrations, these tools ensured the initiative had a consistent presence in the physical space and would engage even those without access to electronic media.



## Digital Outreach

The **website** had **5,438 page views** from Nov. 2020 to May 2021.

The **E-newsletter** went out to **13,536 households.**

## Community Interaction

As of 5/10/21 the survey had **1,881 respondents.**

**Phase 1 survey** had a total of **696** responses.

**Phase 2 survey** had a up to **531** responses.

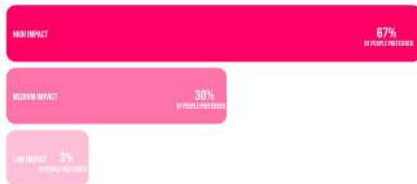
**Phase 3 survey** had over **632** responses.

#### WHAT RANKING WOULD YOU GIVE THIS DESIGN PRINCIPLE?

1. CELEBRATE THE DIVERSITY OF SPRINGDALE, WHILE ENSURING EQUAL ACCESS FOR ALL.



#### HOW COMFORTABLE ARE YOU WITH THE JONES CENTER CAMPUS PHYSICALLY CHANGING?



## Online Surveys

Three online surveys over the course of several months provided community members with an easy way to provide input on the various iterations of the emerging plan. The surveys were extensively promoted through social media, drive-thru dinner events, and traditional media coverage, with a total of 1,881 respondents. The survey was also translated into Marshallese and Spanish.

- Online Survey #1 – What should the program and purpose of the Jones Center Campus be? - 696 responses
- Online Survey #2 – Intro to emerging design principles and design alternatives – 535 responses
- Online Survey #3 – Final Draft Concepts and Design Inspirations – 632 responses

## Traditional Media

Traditional media include television and newspaper coverages. Examples included:

- 1.13.21 - KHOG Jones Center Holds Drive Thru Food Giveaway to Help Inform Community About Survey
- 1.18.21 - KNWA, The Jones Center Seeks Input for Expansion
- 1.22.21 - PRESS RELEASE distributed to 21 media outlets; includes regional newspapers/ magazines, online event calendars, regional TV and radio stations, and minority media, including La Prensa, La Zeta and Chikin Melele.
- 1.22.21 - Fayetteville Flyer, Jones Center Seeks Input on Campus Design
- 1.24.21 - Northwest Arkansas Democrat Gazette, cover page story on Campus Vision Effort
- 2.1.21 - Celebrate Magazine February 2021, Pages 82 and 83, a Story by Joan McQuaid on the Campus Vision Project
- 3.12.21 - KUAF Community Spotlight aired on radio 91.3 FM- 3-minute interview featuring Kelly Kemp-McLintock
- 4.6.21 - Ch 5 reporter interviews Scott Jordan at Dinner Drive Through
- 4.7.21 - NWA Democrat Gazette Section B Front Page - Dinner Drive Through Coverage
- 4.19.21 - Prompt KNWA/FOX24 interview May events and Campus Vision excitement
- 4.22.21 - Series of five live Interviews KNWA/FOX 24 from 5:30 AM through 7:30 AM

**“You can’t just keep doing what works one time - everything around you is changing. To succeed, stay out in front of change.”**

Sam Walton



# analysis + understanding

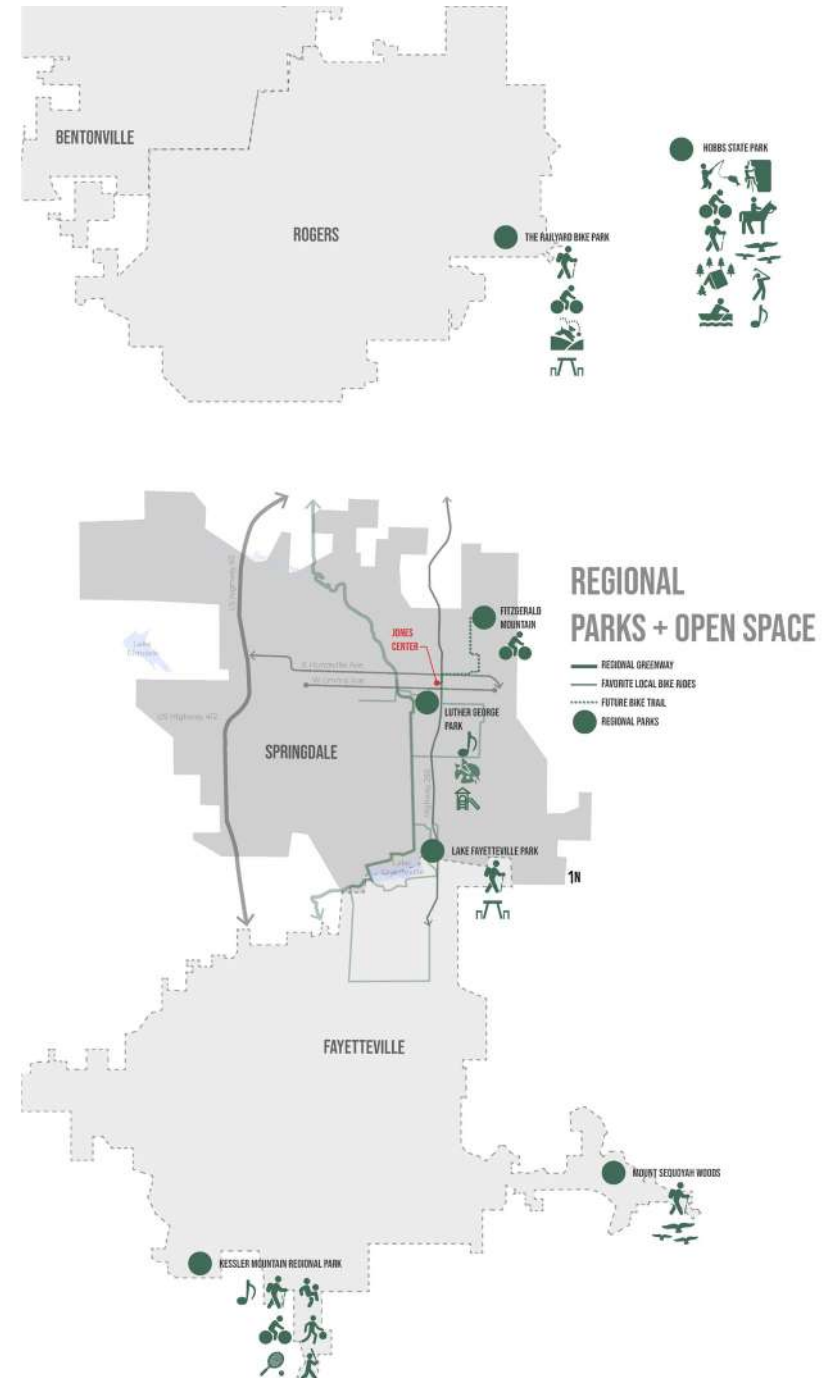
Our understanding of the project began with an in depth look at the existing site and expanding our research outward to a regional scale. It was important to understand The Jones Center and it's inner working, but also to look at the wider context of Springdale and the surrounding areas to get a grasp of all the possible elements that influence the site. Starting with a wide lens we studied regional systems and their impact on Springdale. Then we moved closer within the city context and finally took a deep dive into understanding the site itself. Through this process we were able to compile quantitative analysis that resulted in qualitative studies. This method helped reveal information that was not easily identified through standard maps and site analysis. The result of this research led to a series of maps ranging in scale and that helped the design team start to understand the opportunities and limitations for this Vision Plan.

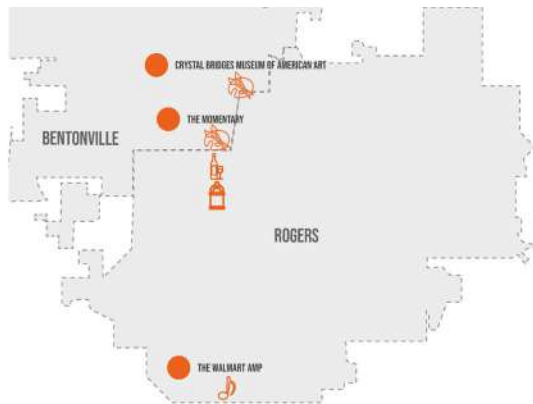
## Regional Context

The limits of the regional context framed out in our site analysis included the major centers of Northwest Arkansas including Bentonville, Rogers, Springdale, and Fayetteville. This regional scale allowed us to understand the various amenities, attractions, connections, and systems that have an effect on the community of Springdale and the site of the Jones Campus. The importance of this information helps the design incorporate elements that are missing from the regional area, not repeat already successfully public spaces, and connect the site to the large-scale network.

## Parks + Open Space

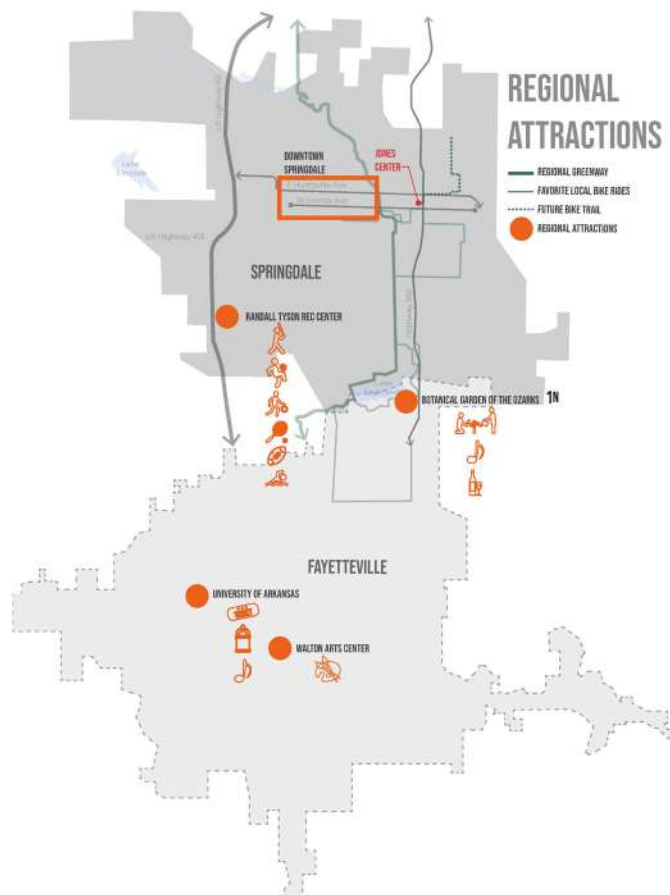
The regional map depicts the vast network of public park and natural spaces accessible to the people of Northwest Arkansas. An important discovery from this mapping exercise showed that Springdale was missing key programming that is provided in the other regional centers. Another key feature of this regional map is the opportunity to connect the existing network of bike trails and regional greenways. This connection looks specifically at the importance of incorporating access to Fitzgerald Mountain trails, Luther George Park, Downtown Springdale, and the Razorback Greenway.





## Cultural Attractions

Northwest Arkansas has been at the forefront of generating amazing public spaces that provide unique attractions for its population. This study of the regional attractions shows the many hot spots and the variety of activities they each provide. One thing that stands out when looking at this map, is the lack of regional attractions near the heart of Springdale and the Jones Campus. Bentonville and Fayetteville house widely popular cultural attractions, while Springdale is home to many smaller-scale cultural facilities. The Jones Campus has the opportunity, if designed carefully, to expand upon its reputation as a regional recreational destination to also become a major cultural destination.



## City Context

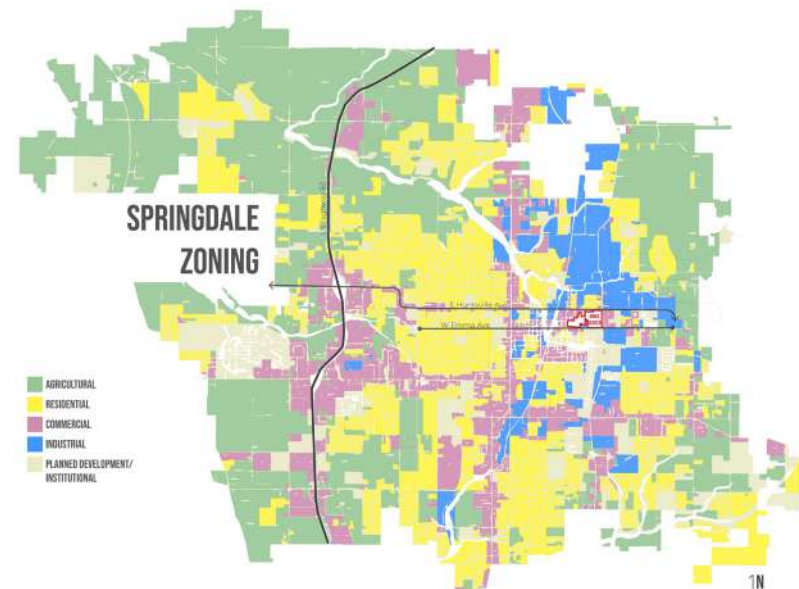
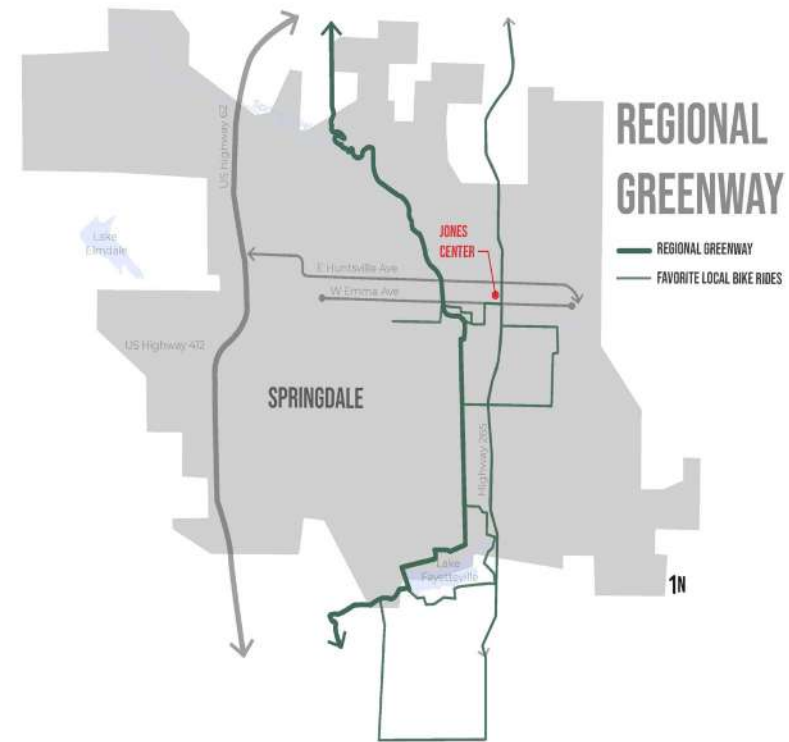
The next layer of site analysis looks at the city scale. This set of maps frames out the surrounding area of the Jones Campus and what direct influences might affect the site. The information reviewed ranged from Springdale specific zoning, recreation, gathering spaces, popular spots, and local events. This level of research builds upon the previous regional study to further understand what is missing in the area, what needs to be connected to, and what is already successful in the community.

## Greenways

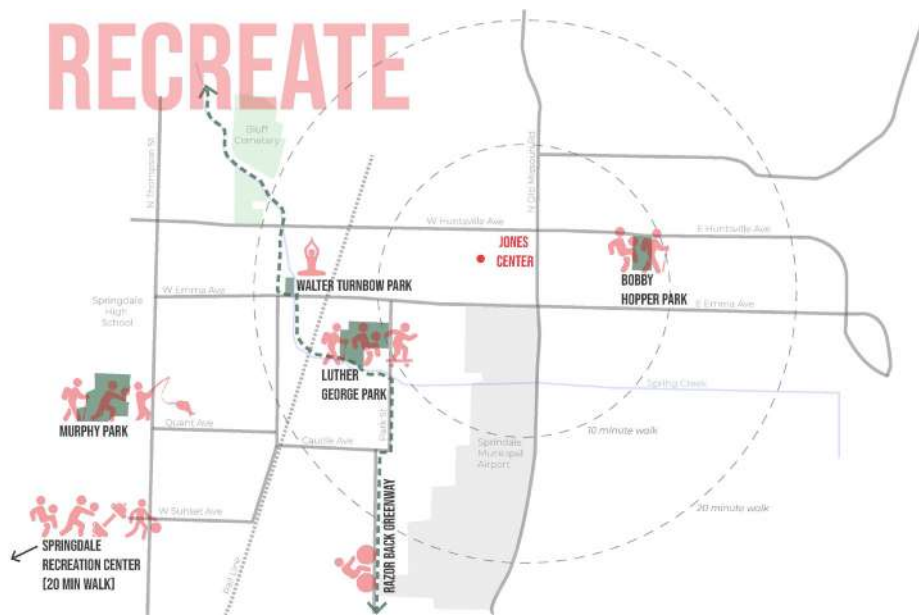
This area of Northwest Arkansas is home the Razorback Greenway and many smaller city bike trails and greenways. The multitude of bikeways and trail systems linked to the Jones Campus open up the possibility of it becoming a major hub at the center of the regional and local greenway systems.

## Zoning

The importance of this zoning map is to understand the immediate influence of adjacent properties on the Jones Campus. The majority of visitors arrive from the residential areas that are located to the west and south of the site. Immediately adjacent to the site is primarily commercial and planned development/institutional lots. The massing of the residential zoning reveals the importance of enforcing the connection to those areas, also it highlights the opportunity to build upon the proximity of the commercial district to increase visitorship from one to the other.

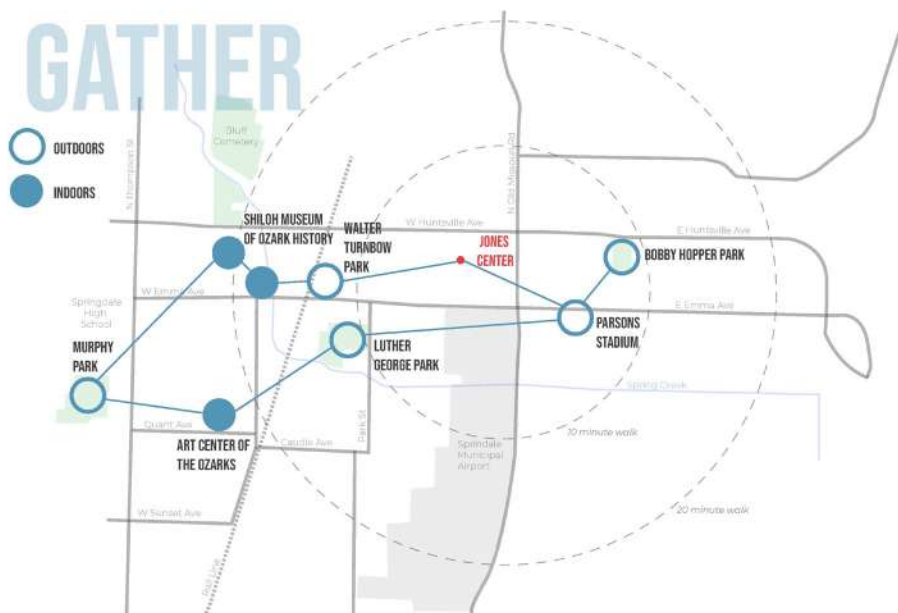






## Recreational Facilities

There are currently many recreational facilities within Springdale and many public parks that provide a variety of programming and recreational opportunities for users. As the vision for the Jones Campus is established it will be critical to consider which recreational facilities could also be offered on Campus, while introducing new and unique recreational programs.



## Community Spaces

Springdale is home to a variety of museums, parks, and event spaces. The Jones Campus falls in the middle and proximate to the majority of these places. By activating and re-envisioning the Jones Campus as a place for the community to gather it will become part of this network extending visitors stays in downtown Springdale.

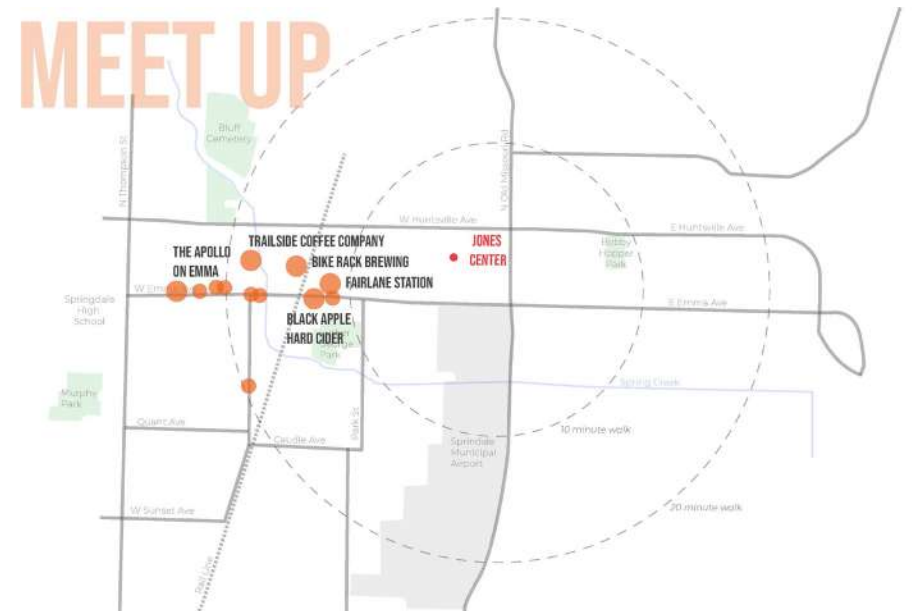
## Event Spaces

The Happening map depicts the location of popular local events in downtown Springdale. Some of these events are seasonal and some are year-round. The importance of this information is to understand the types of activities that are already happening in town and that are successful with the community of Springdale. There is a clear appreciation for outdoor, active, and cultural events in this community.



## Local meet-ups

This map depicts the types of business that attract community members to Springdale. By reviewing what exists we can gain a deeper understanding of what resonates to visitors in terms of taste and style. The other important piece of this map is the walking proximity of those spots to the Jones Campus. Most of these meet-up spaces are within a 15-minute walk to the site



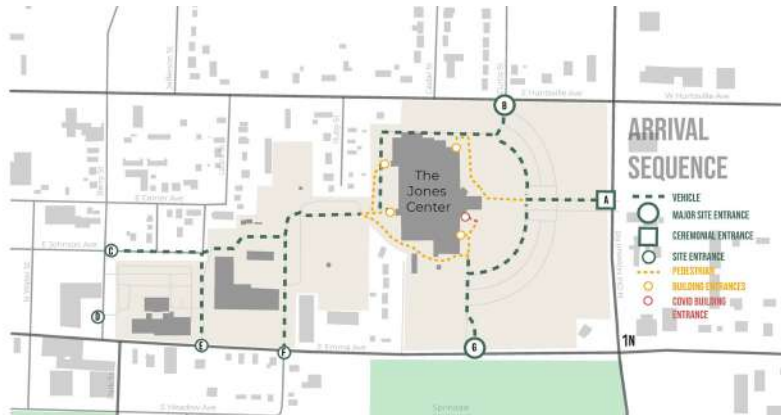


## Site Context

The last piece of the site analysis phase focuses on the immediate site context. In order to create a vision that works for the region, city, and site it's important to understand the issues, opportunities, constraints, unique features, circulation, existing uses, and programming that are directly affecting the site. The Jones Campus and its many tenants create a unique setting. Understanding how the existing spaces and buildings exist on campus, how they are used what is working and what is not will be critical to the creating a Vision that can provide solutions to existing problems and create spaces that work within and are appropriate to the existing context of the campus.

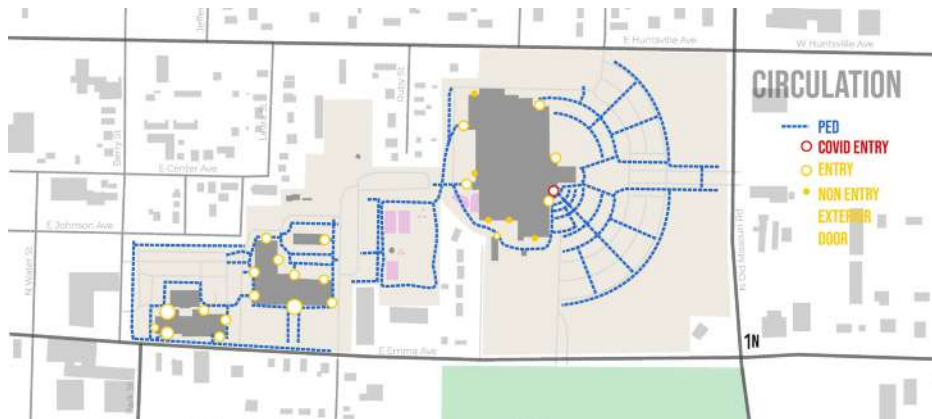






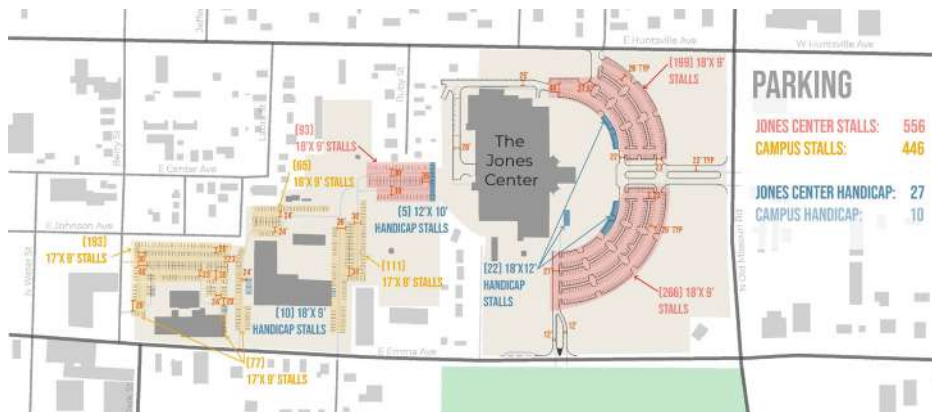
## Arrival Sequence

This map depicts the various vehicular arrival sequences of the campus in order from east to west. The map also shows the types of entrances and variety of traffic types. The east-half of campus has three clear entrances and it's important to note the primary entrance is more ceremonial than functional. The west-half of campus is more disjointed and has a few entry options depending on the building visitors are going to. There is no clear hierarchy to the arrival sequence throughout campus.



## Pedestrian Circulation

The existing pedestrian circulation from the east to the west is very fragmented and many connections between buildings force pedestrians to cross busy vehicular drives. Overall the existing pedestrian network on campus makes it difficult for someone on foot to move freely across campus.

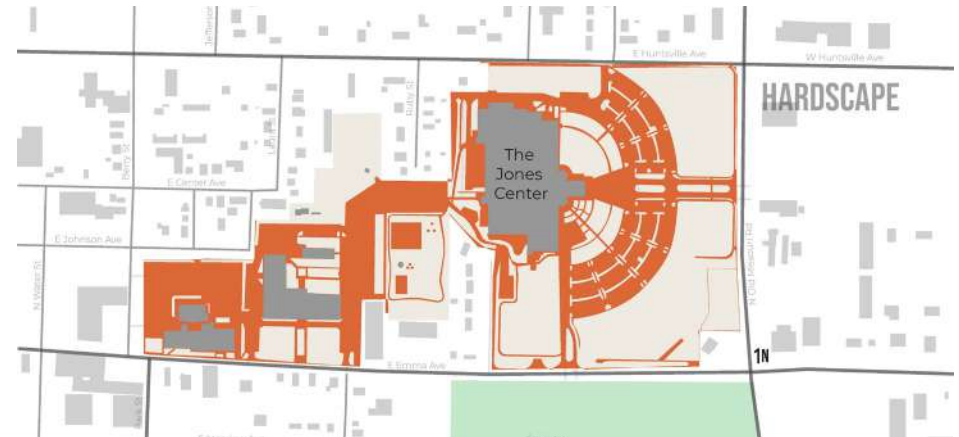


## Parking

With over 1,000 parking spaces on campus, the Jones Campus is over-parked, while having limited proximate accessible parking due to the locations of the existing lots. Parking on the west campus is fragmented creating many smaller parking lots that break up the usable open space. While centrally located parking facilities occupy some of the most important real-estate on campus, suggesting a parking strategy that shifts parking to the edges, while providing proximate accessible parking spaces will be critical to the future success and functionality of the Campus.

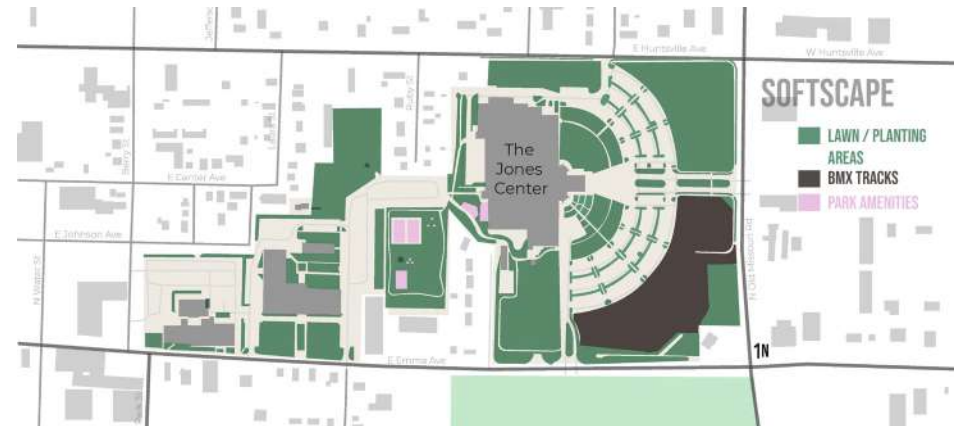
## Impervious Surfaces

Due to the extensive parking and paved surfaces on Campus, the majority of the Jones Campus is impervious resulting in extensive surface run-off flowing untreated off-campus via a series of concrete drainage channels. As the Campus Vision is established it will be critical to limit impervious surfaces, while introducing sustainable green storm water treatment techniques to create a more environmentally sensitive campus.



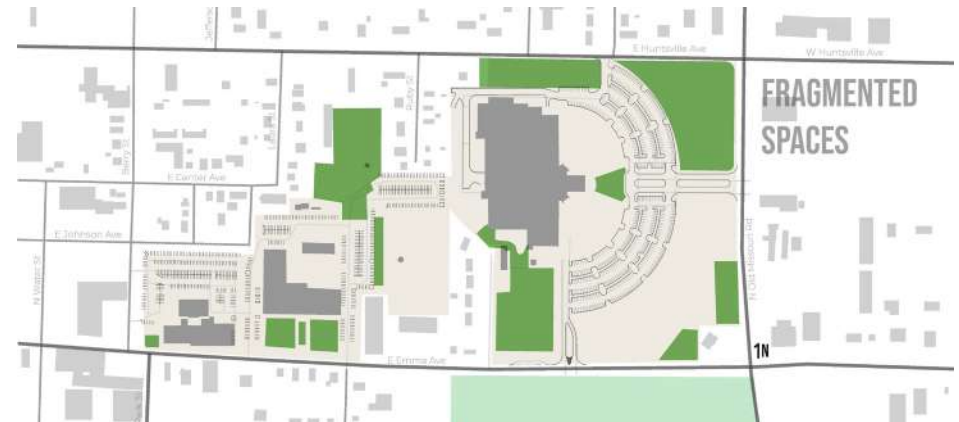
## Open Space

The majority of open space is located along the perimeter of Campus adjacent to roadways with extensive vehicular traffic. This is problematic as it places the usable greenspace in less desirable locations. Many of the larger open spaces are disconnected from one another and are often separated by parking lots or vehicular drives, creating a very disjointed open space system on Campus.



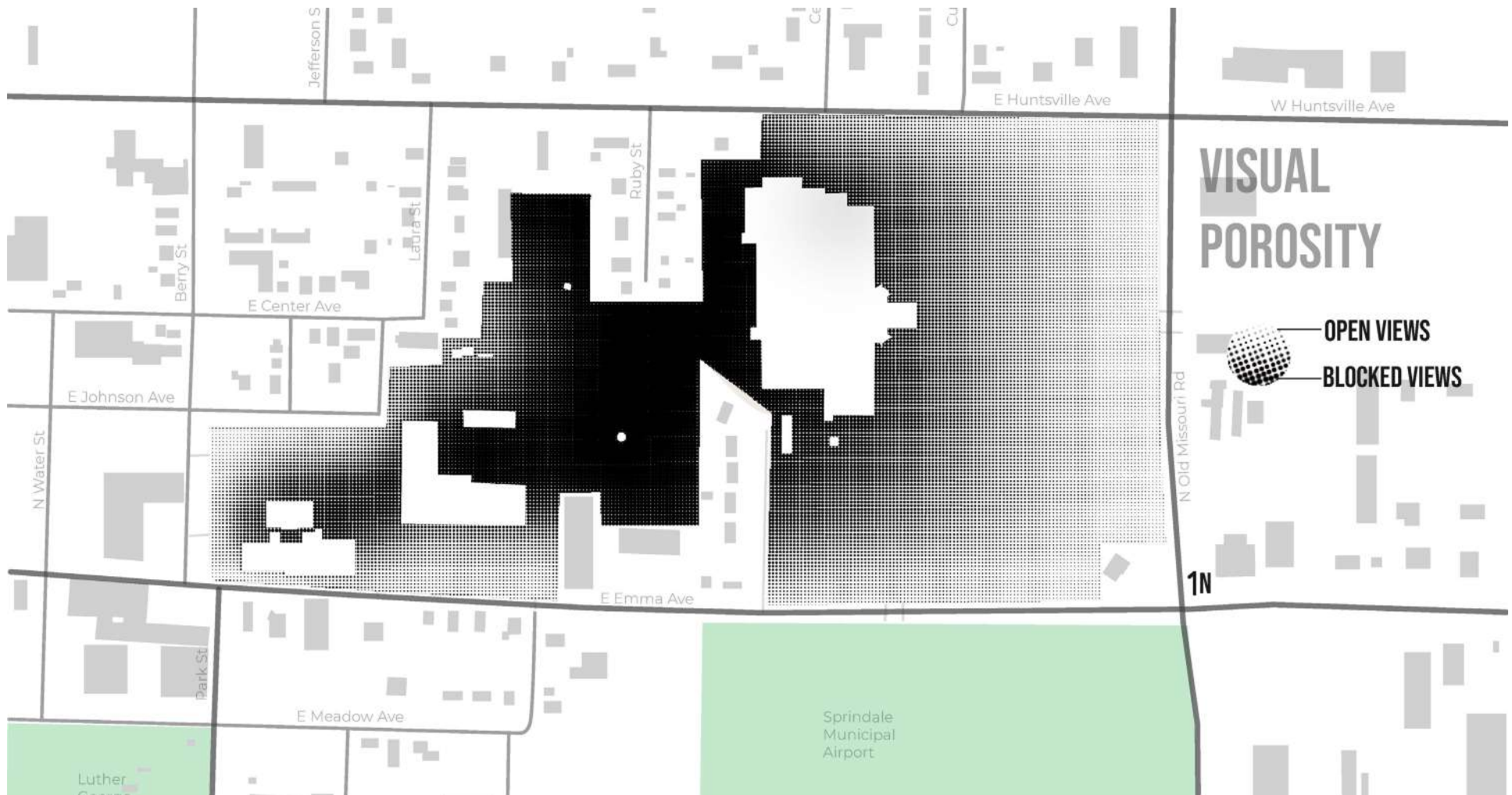
## Fragmented Open Space

Within the 52-acre campus, a disproportionate amount of usable open space consists of expansive areas of non-programmed turf fields. While turf fields create opportunities for informal sporting events and passive uses, they require extensive irrigation, and provide minimal environmental benefit.



## Visual Porosity

The visual porosity diagram depicts the visibility or lack of visibility that exists from the perimeter of campus into the various open spaces on campus. Along with the majority of open space on campus not being usable, there is also the issue of blocked views into campus making it difficult to know what type of spaces exist in the core of the campus. This lack of visibility has resulted in a lack of use, safety concerns, and an overall lack of awareness of the facilities and uses that exist on campus. Because of existing ownership patterns, visual porosity will continue to be limited suggesting that a strategy of creating visual features and cues are utilized to draw visitors into campus, increasing the number of users, which in turn creates an increased sense of safety and comfort.



# design frameworks

Working from the understanding gained through the analysis, research, and community engagement, the design team was able to develop guiding principles and a series of framework strategies to inform the foundational creative moves for the campus. These principles build from the core values established by the Jones Trust, while creating tangible principles that all future design ideas will be tested against. Following the design principles the initial step was developing framework ideas that grounded the campus and helped optimally organize the site. Those initial ideas addressed key needs, issues, wants, and questions for the campus. The next step was to create framework plan alternatives to gauge the community's preference in changing the campus.



## Design Principles

1. **Unify the programmatic purpose of the Jones Center:** as a place for all where families and community can come together.
2. **Celebrate the diversity of Springdale,** while ensuring equal access for all.
3. **Connect the Campus,** - physically and perceptually both internal to and externally into the region.
4. **Establish a sense of place at the core of the campus,** while enabling inevitable future campus changes at its edges.







5. **Introduce art** as place making, programming and community building park features.



6. **Balance the needs of all users** - recreational, programmatic and community gathering needs.



7. **Enhance the tenant experience** to extend user stays and create inter-facility synergy.



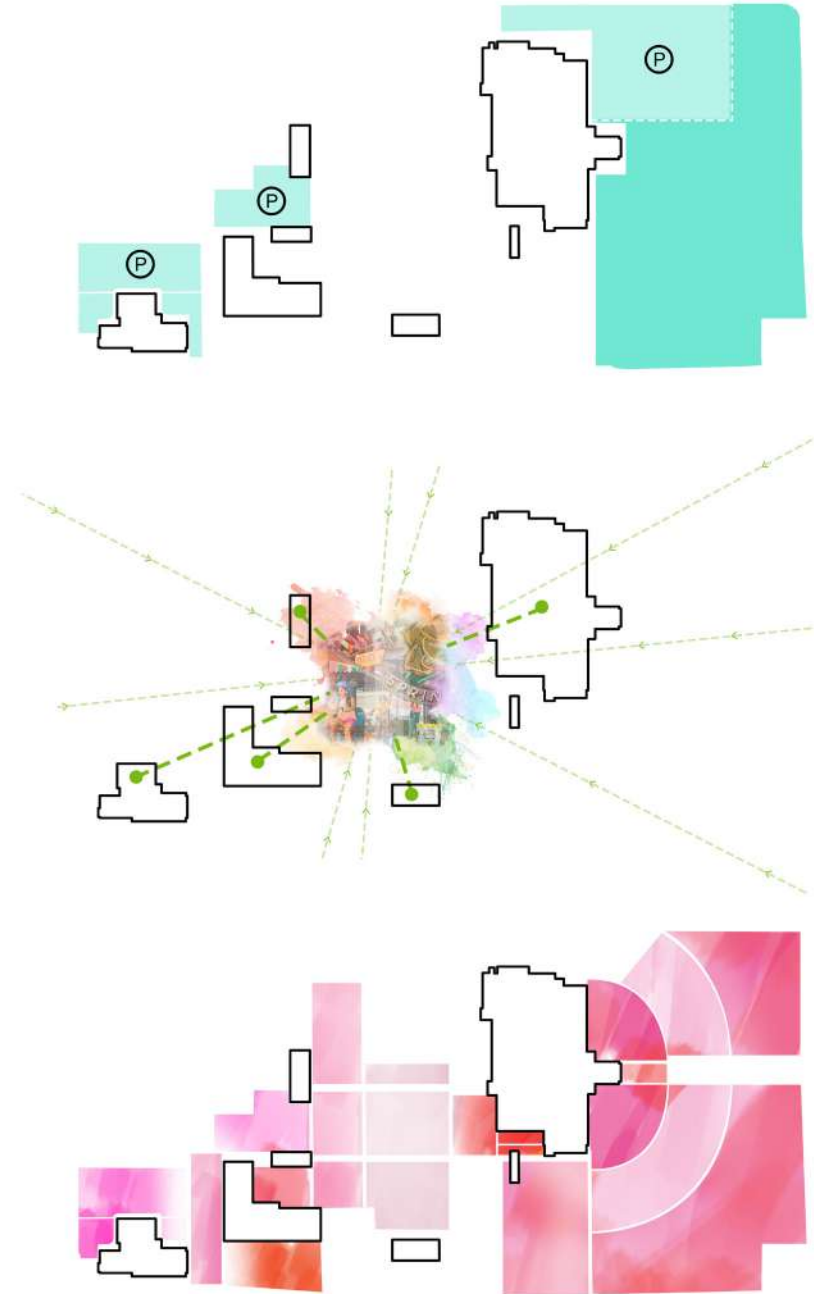
8. **Create a multi-generational campus** where everyone can derive meaning and create memories.

## Framework Strategies

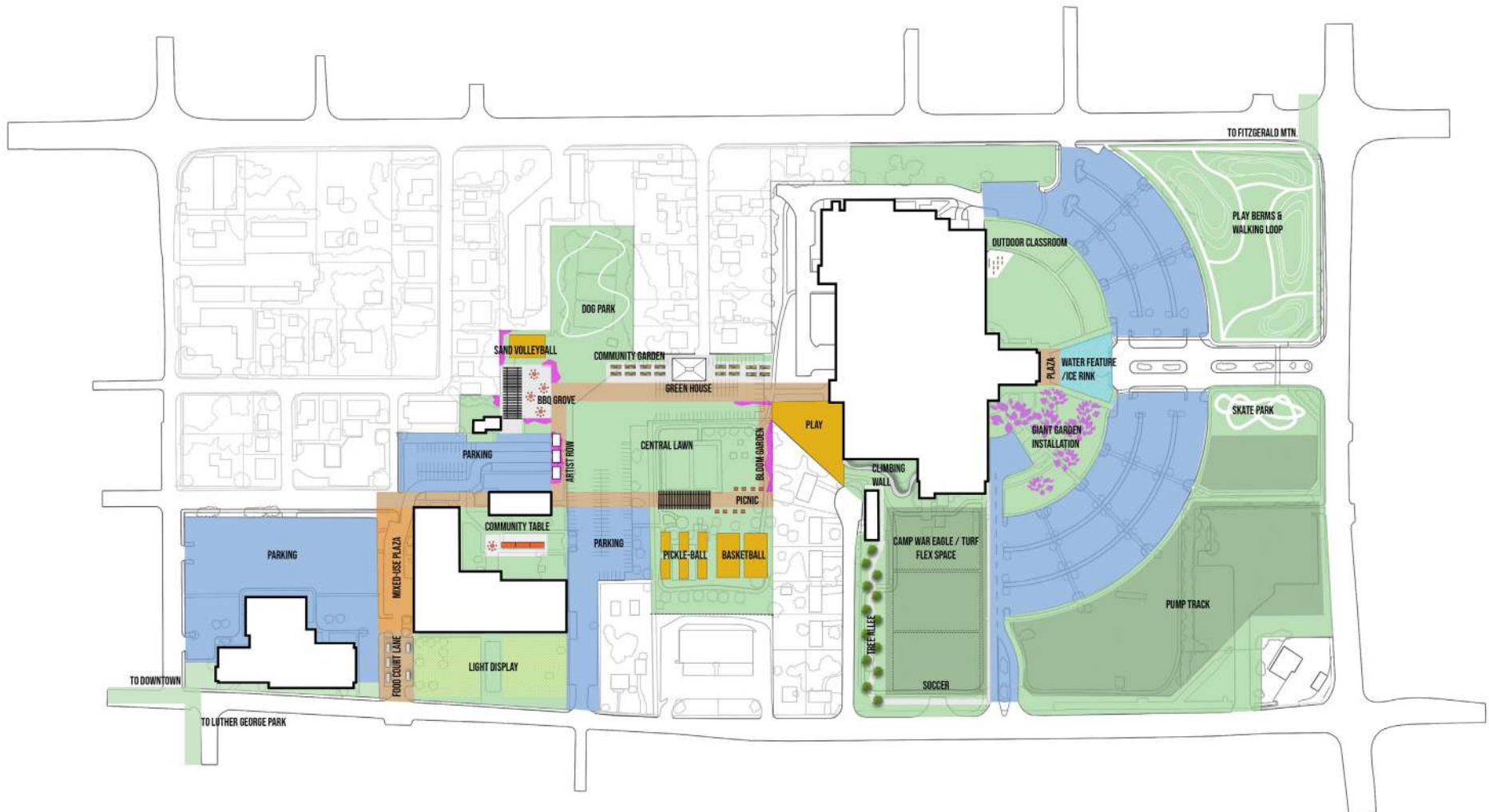
A series of strategies were created as the starting point for the campus framework. Each strategy functioned as an idea that helped organize the campus and tell the story of Springdale and the Jones Campus. The background of developing these ideas came from initial community outreach, leadership team discussions, and talking with the Jones Center Board.

The following strategies were developed as key organizational pieces:

- Reconfigure parking to the perimeter to reclaim the core
- Create a community gathering space
- Make the core the central focus
- Improve circulation through campus by connecting the doors of campus buildings
- Organize the campus with gravitational spine pathways
- Create spaces and places to provide opportunity for programming and uses



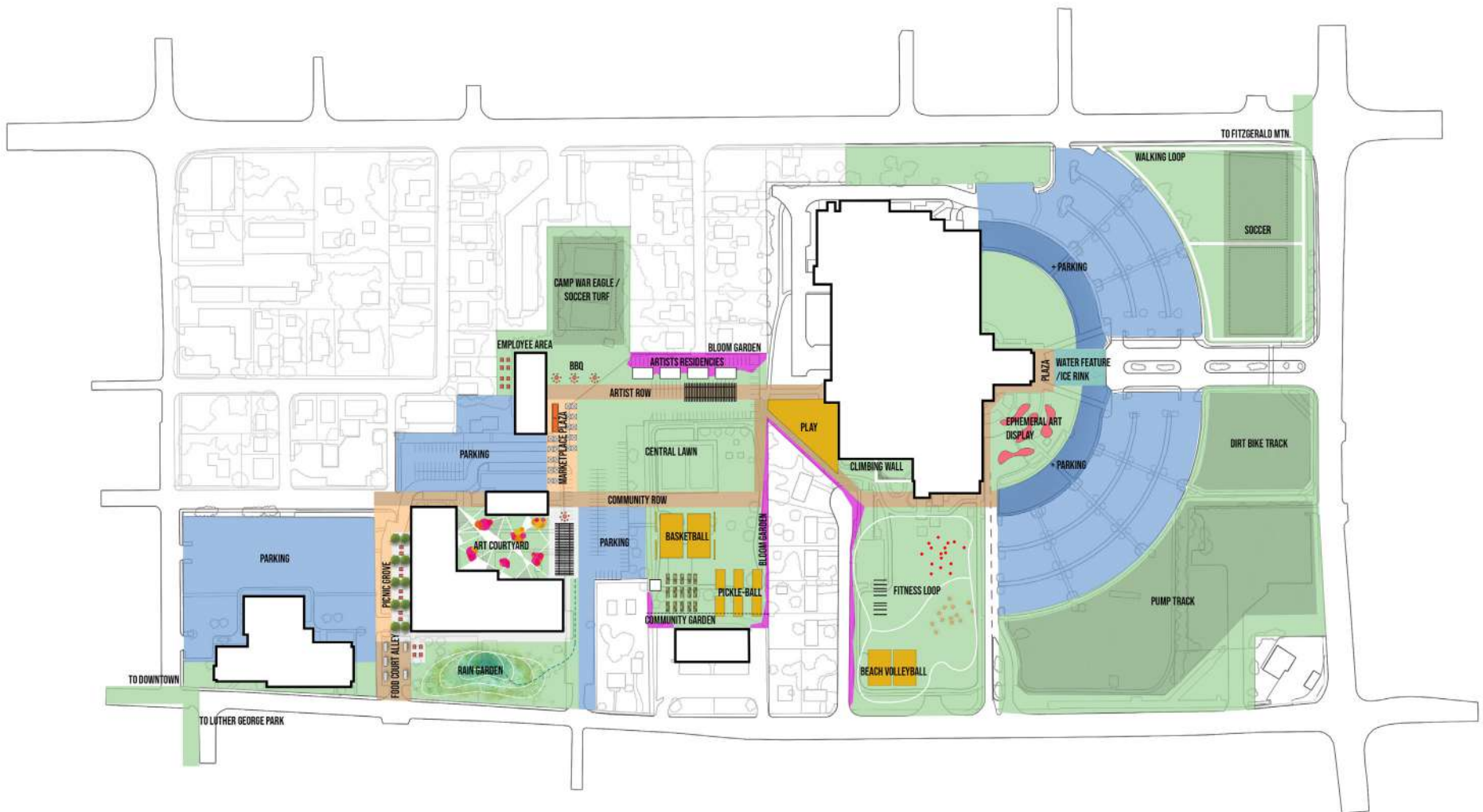
## Framework Alternatives



### Alternative 1 - The Living Room

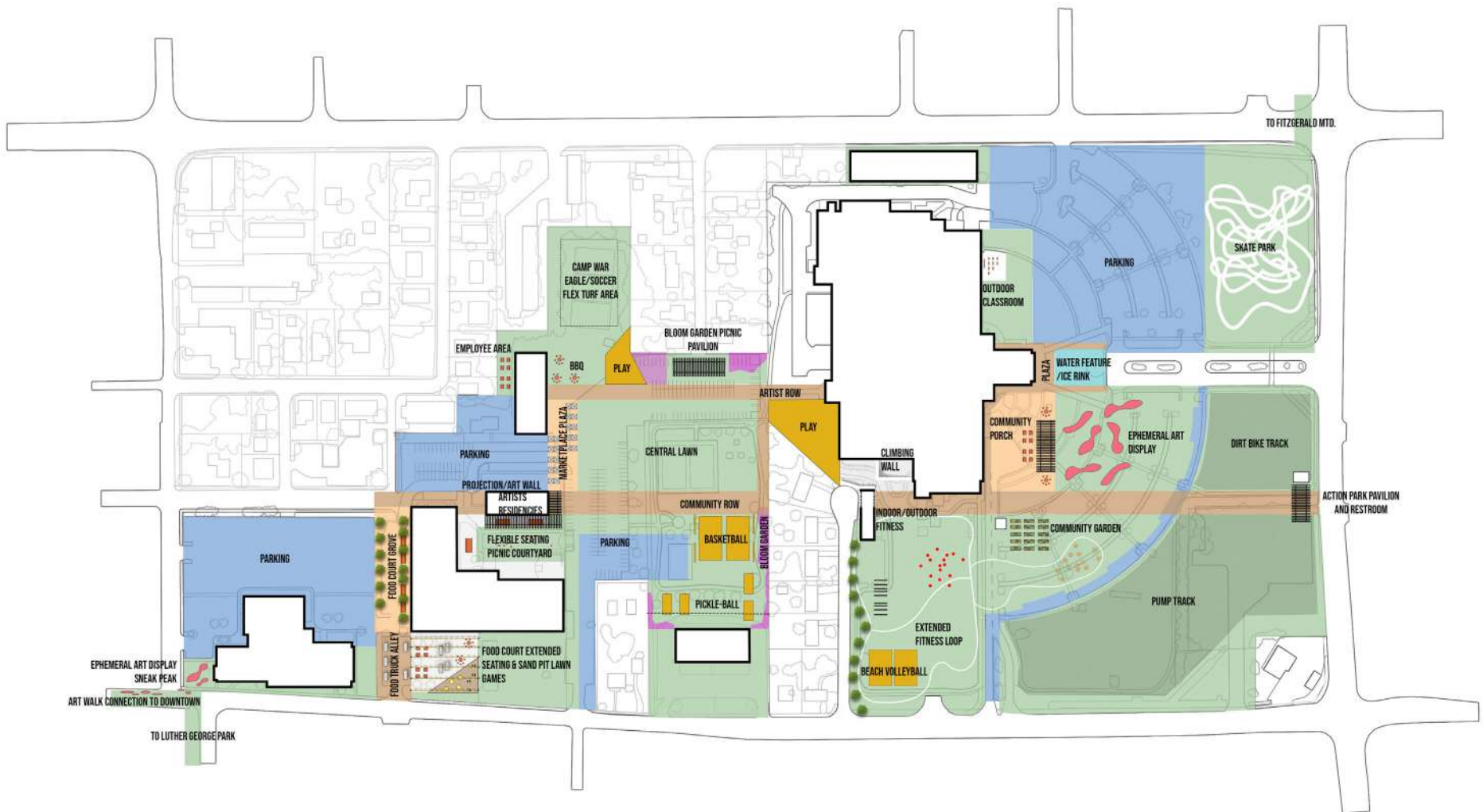
The first framework plan is the least impactful and limits the majority of design to the western half of campus. This framework plan builds off the framework strategies by including a central lawn, a north and south spine pathway, easier pedestrian connection between west campus buildings, and unique individual spaces that house different programs and features. The east half of campus included some improvements to the currently unused open space by placing new programming opportunities that would not require a lot of physical change to the spaces. The Living Room plan provides enough of a design impact to connect the disjointed campus and create activation for the outdoor spaces on Campus, while not making big shifts in the overall layout.





## Alternative 2 - The Quad

The second framework explores the potential of shifting around existing uses or adding a new tenant to the Campus through the addition of a new activating structure on the western-half of campus. Located just west of the central lawn, the proposed structure will bring much needed users to the core of the campus, increasing user comfort and the overall sense of safety and comfort. Other additions to this plan include larger spaces for community gatherings and markets, water retention gardens, more sports and play opportunities, re-located parking, and designated art focused spaces on campus.



### Alternative 3 - The Hub

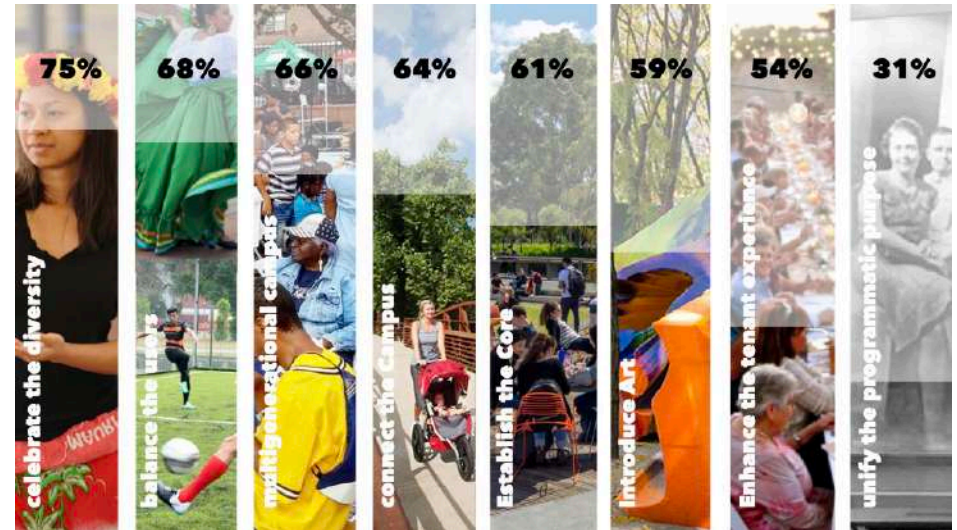
The third framework plan proposed the most impactful change to the Jones Campus. The bold design ideas begin with the redesign of the eastern half of campus. The existing parking is reoriented to the north, thus providing ample space in the south for action sports and community spaces. This plan also follows the key strategies of providing a central core, two spine pathways, and improved circulation between buildings. The unique elements to this plan also include larger market place plazas, enhanced outdoor fitness facilities, improvements to the existing Wash Plant and Tire building, enhanced entry drive to the east, and multiple play locations.

## Community Survey Results

Following the initial virtual community meeting, the second online survey was released to gather feedback. The important pieces to this survey were understanding the community's perception of our site analysis and the elements they valued from the campus framework.

### Which of the design principles do you value most?

An important piece to this early project phase was gauging the public's ranking of the design principles. This helps the design prioritize foundational goals of the project that are better suited for the community. The results from this survey showed that the community was in favor of a campus that celebrates Springdale's diversity, balances the user types, creates a space for all, and connects the campus.



### When it comes to parking at the Jones Center which do you prefer?

A key question from this survey was the community's preference when it comes to parking on site. As it was shown in the site analysis section, the parking on site is disjointed and not efficiently laid out. There is opportunity to improve this piece of the campus, but within the realm of the community's needs. The feedback from the community showed that the majority of people preferred the success of the park as the most important aspect of the Jones Center Campus. Parking should be located wherever is best for the design of the park. The second highest preference resulted in willingness to park slightly farther away from the intended facility if it allows the park to be more successful. These results show the support to reorient the parking lots in order to create a vibrant activated campus.





**The Living Room**



**The Quad**



**The Hub**



**26%**

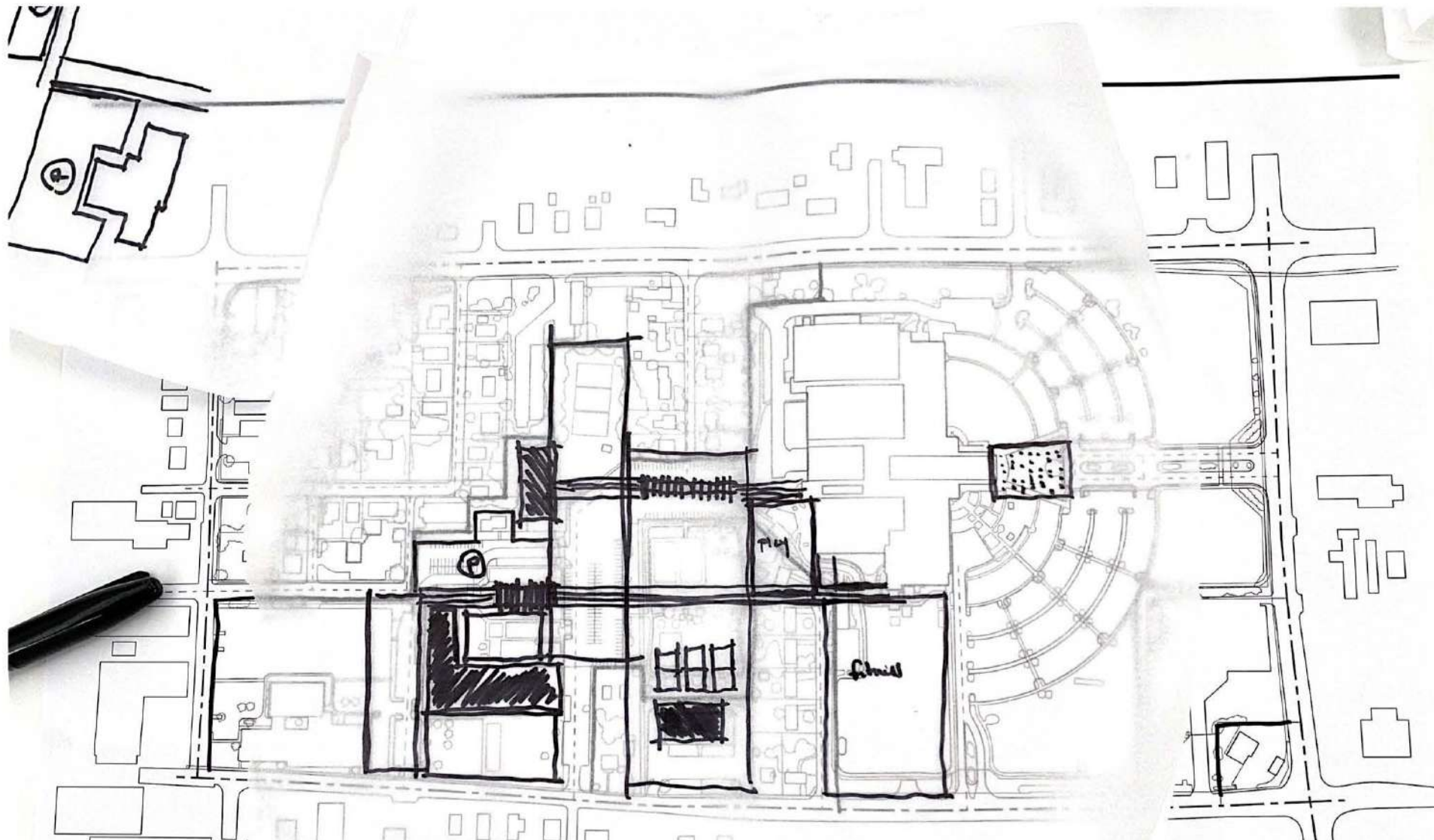
**24%**

**50%**

### How bold should the vision be for the Jones Center Campus?

After presenting these three plans to the community there was an overwhelming support for the most impactful plan, The Hub. This outreach data showed the willingness from the community to improve the Jones Center and invite big changes to result in an amazing space.





# vision plan

Building from the process of analysis research, framework strategies, and community engagement, the design team began creating the vision plan. The first step on furthering the framework plans was to find design inspiration from a cultural and landscape perspective. The importance of this phase was to begin to tell the story through the design that is unique to the community of Springdale and makes the campus feel like a place for all. The design story gives the diverse population a voice in the campus plan and creates a story and place that the whole community feels is their own.



The next step in the vision plan process was to translate the vast cultural and landscape research into design form. From here three core ideas were used to organize the campus design. These ideas were inspired from the many diverse groups in Springdale and core ideologies of the concepts representing multiple communities within Springdale at once.

Another component of this phase was not only creating a design story and form, but to also establishing activation and programming that fits the needs of the community. The final results of these multiple steps ended with a thorough vision plan that creates a place for all, connects the whole campus, provides unique and necessary programming, activates the site, tells a story, and creates a space that puts The Jones Center on the map for its original intended purpose.

## Design Inspiration

An important piece of developing the site framework plans into designed spaces involved detailed research into the cultural makeup and history of Springdale and the Jones Campus. This research helped form the inspiration for the design. The value of this design phase was to reflect the community and the history of this place in the design form and create a campus that makes all people of Springdale feel welcome.



The first step of the process was to research and understand the history of the founding families in Springdale. These families helped build Springdale and Northwest Arkansas into what it is today. They also created successful transportation and poultry empires that have help put this area on the map.

### FOUNDING FAMILIES CARING FOR COMMUNITY

*"All are welcome who behave as ladies & gentlemen."*  
- Bernice Jones

*"It's not what you gather in life, but what you scatter in life that tells the kind of life you have lived"*  
- Helen Walton



### FOUNDING FAMILIES DIVERSITY

**George Family**  
An poultry empire that began with a small local grocery store and farm in Bush Creek.

C.L. George raised cows, turkeys, and chickens, and grew orchards of apples and peaches.

The George's business succeed through the tradition of diversity and it still values that today.

George's innovation helped replace the use of railroad to trucking for poultry hauling.



### FOUNDING FAMILIES TRANSPORTATION HUB

**Jones Family**  
It started with two mules and a wagon...

It became a national transportation hub.

Harvey Jones helped expanded poultry hauling with the additional of refrigerated trucks.

Harvey always gave back whether it was making supplies and hauling for WWII, founding for schools, providing scholarships, and helping with plans for local health care facilities.

### FOUNDING FAMILIES COLLABORATION

**Tyson Family**  
WWII food rationing with the exception of poultry helps business grow.

John Tyson and Harvey Jones would plan their hauls up to Chicago together and tie their trucks together on the way back to save gas.

In-transit feeding system led to longer hauls (Wills Shaw helped create).

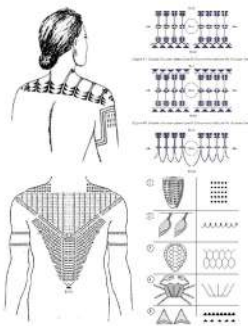
A sample of some of the rich cultural communities that were studied as part of our understanding of Springdale.



### MARSHALLESE COMMUNITY STORYTELLING + PATTERNS

Weaving is almost a lost art to the Marshallese people. They weave pandanus leaves to create:

- Tolao – sitting mat
- Jepko – floor mat
- Jamini – sleeping mat
- Jab – decoration
- Oboon – decoration
- Iep – baskets



### MARSHALLESE COMMUNITY STORYTELLING + SYMBOLS

Patterning and placement of symbols represent many elements of home:

- Ocean, swells, canoe, mast, clouds, waves, spiritual, feathers, fish, etc.



### MARSHALLESE COMMUNITY NAVIGATION + CONNECTION

Meto – Stick chart navigation  
A deep connection and understanding of the land and the seas.



### LATINX COMMUNITY CELEBRATION + MOVEMENT

LatinX community celebrations are full of intricate patterns and movement: from the delicate cut-out folk art of papel picados, to the colorful Jalisco dresses during a vibrant dance.



### LATINX COMMUNITY LIFE + COLOR

The presence of flowers can be found at most Hispanic celebrations. These flowers can be real and also made of paper (Paper Dahlias).

- Common flowers used in celebrations:
- Dahlia
  - Cempasuchil (Mexican marigold)
  - Alcatraz (calla lilies)
  - Rosa
  - Girasol (sun flower)
  - Noche Buena (poinsettia)

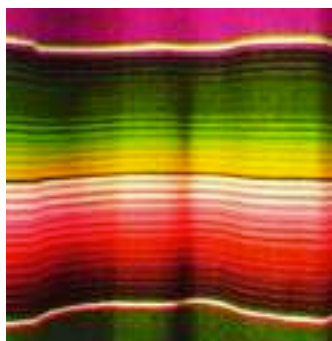
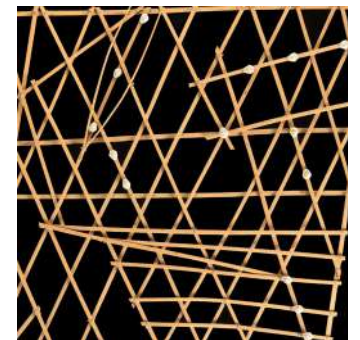
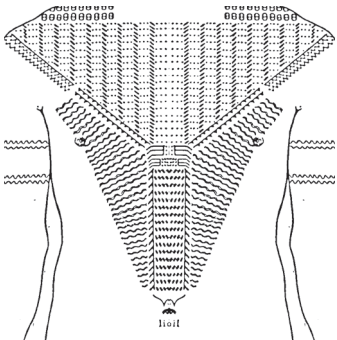
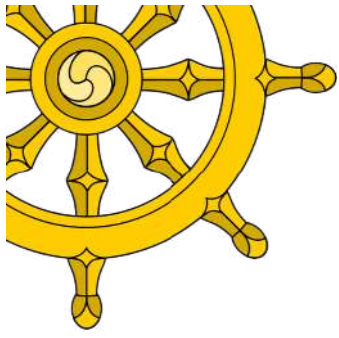
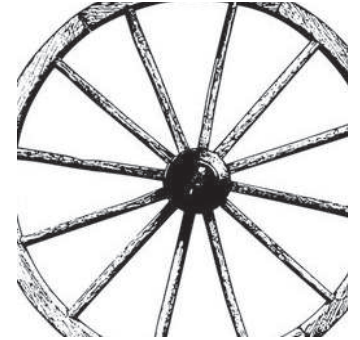
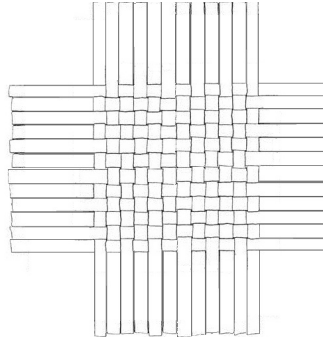


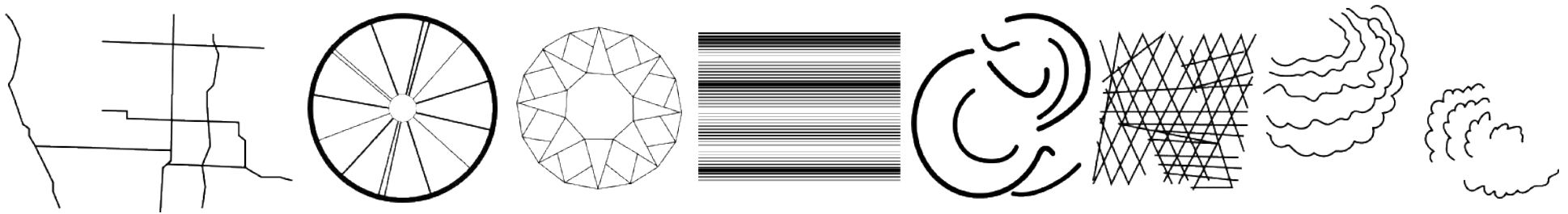
### LATINX COMMUNITY DIVERSITY

Springdale Hispanic and Latino population 37.6% in 2020.

- Groups included:
- |                                     |                      |
|-------------------------------------|----------------------|
| Mexican                             | South American       |
| Puerto Rican                        | Argentinian          |
| Cuban                               | Bolivian             |
| Dominican Republic                  | Chilean              |
|                                     | Colombian            |
| Central American (excludes Mexican) | Ecuadorian           |
| Costa Rican                         | Paraguayan           |
| Guatemalan                          | Peruvian             |
| Honduran                            | Uruguayan            |
| Nicaraguan                          | Venezuelan           |
| Panamanian                          | Other South American |
| Salvadoran                          |                      |
| Other Central American              |                      |







### **Distilling Design Form**

The result of this in-depth research was the creation of the campus design story. From all the groups studied there were key images or forms to translate into design form. The distilling process of the research led to taking complex stories and imagery and breaking them down into minimalist and iconic forms that could then be used in the design plan.

The most interesting component of the design inspiration process was seeing how the many stories and history from different groups began to overlap each other. A great example of this was element of dance which was a strong component of many cultural celebrations in Springdale. This physical expression of joy, celebration, tradition, and story was seen in many cultures we looked into. This shared element was then able to be used as a design form by taking the organic flow of fabric and movement from the body and translate it into shapes within the design plan. With the overlap of many cultural stories, the design is able to tell multiple stories with a single idea. The representation of dance, flowers, mapping, movement, etc. can all represent different groups of people at once.





## Melting Pot

A look at the rich diversity of people and culture in Springdale. Today, Springdale has become home to people that are full of color, life, ingenuity, and spirit. This graphic represents that mix of stories.





## Through Time

A graphic timeline of Springdale and the changes it's seen through time. From the origins of hard-working families that created booming businesses to the home of people from different cultures and backgrounds, Springdale had a rich story to tell.



### **Dance + Celebration**

The vibrancy of dance and movement found in many cultures and communities that make up the diversity of Springdale. The lines represent the form of the body in motion, but also that of fabric flowing with movement. It creates organic forms that are vibrant and full of life.





### History of Motion

The Jones Campus exists today because of the Jones family and the Jones Tuck Line. This collage takes a deeper look at the Jones family and the other founding families of Springdale. From poultry to transportation; those families helped put Springdale on the map. Here's an ode to Jones, Walton, Tyson, George, Walker, Hunt and Rogers families.





### **Diversity + Culture**

A scene to honor the diverse people who make Springdale unique and distinct. The many groups that call this place home have similarities in their stories and celebrations. This image shows the beauty of dance, movement, life, happiness, community, and celebration that they all share.





### **Mosaic of Springdale**

The Jones Campus is a mosaic of Springdale's community. The campus can be seen as a series of rooms that make a mosaic of spaces. The stories behind the design go beyond the campus and become an important piece of Springdale, the boundary of the campus is not the limit of its impact.



## Landscape Research

Another important factor of research that helped influence the design was the study of the beautiful native landscape of Northwest Arkansas. Several key components became the focus of this study; geology, hydrology, and flora. Being that Springdale is located on the Springfield Plateau its rich makeup of geology includes sandstones, shales, and limestones. Through time the deposits of minerals, uplifts, and erosion of rock led to what the Springfield Plateau is today. Another important role in the native landscape history is the hydraulic history of the area. The area of Northwest Arkansas has many springs and creeks, today the creation of Beaver Lake has helped service the area with potable water. The combination of the Springfield Plateau and the access to water has made cities like Springdale, Bentonville, and Rodgers the most habitable cities on the Plateau. This landscape history is an important factor in inspiring the campus design. The landscape is what ties the rich cultural diversity of this community together. It is the binding fabric, the resource that created and supports life. The land is the foundation of this place and community.



Geology Arches



Hydrology



Forest



Native Flora



Limestone

Through this research and story of the land and culture several components were developed and applied to the design.

1. The Perimeter Trail
2. Meto Spine Pathway
3. Woven Links

## Design Concepts

### Perimeter Landscape

To unify the campus, a perimeter trail of native ecotypes and green infrastructure was added to the plan. This design move establishes the story of the native landscape throughout the site and helps connect the many puzzle like pieces of the campus.

### Woven Links

A commonality between many of the cultures studied was the tradition of weaving and fabrics. This concept introduces the idea of using pattern and form to elicit the woven form and create new and distinct garden spaces within the campus. The addition of the north/south woven links with tree bosques acts as vertical elements that helps create structure to the campus and draw users into the campus from its edges. The other useful component of this weaving pattern is it gives flexible opportunity as a design element. The patterns can be expressed as a paving pattern, in play layout, or as an eroded edge to a path.

### Meto Stick Spine Pathway

Springdale has one of the largest populations of Marshallese in the country and their culture has many unique and beautiful traditions that were appropriate for the site design. One of their traditions is a tool called a Meto Stick chart. It is used to teach young sailors how to safely navigate the water around their islands. The beauty of this tradition is that it creates an intuitional connection to world around them. A sailor must instinctively understand the water current, weather patterns, and island geology that they need to transverse around. The inspiration from the Meto Stick chart was applied as a navigational component of the design plan. From the framework plans, two foundational spine pathways were proposed. These pathways were perfect elements to take on the story of the Meto Stick through design form and act as a navigational component of the design. The Meto Spine acts as the main circulation path through the site and grounds the design as a foundational piece.





Existing Condition





## Vision Plan

### Legend

- |                          |   |   |
|--------------------------|---|---|
| ① Connection to Downtown | ⑬ OZ Play Area  | ⑳ Patchwork Parking                       |
| ② Garden Space           | ⑭ Food Court  | ㉑ Dog Park                                |
| ③ Rain Garden            | ⑮ Metro Spine Pathway                                     | ㉒ Trail Connection to Fitzgerald Mountain |
| ④ Metro Spine            | ⑯ Fitness Pad   | ㉓ Maintenance Shed                        |
| ⑤ JTL Courtyard          | ⑰ Fitness Hub   |   |
| ⑥ Market Place           | ⑱ Woven Links   |   |
| ⑦ Shade Shelter          | ㉔ JTL Plaza / Jones Center Entry                          |   |
| ⑧ The Art Garage         | ㉕ Expanded Bike Park and OZ Gardens with Native Plantings |   |
| ⑨ Perimeter Trail        |   |   |
| ⑩ Wildflower Meadow      |   |   |
| ⑪ Community Common       |   |   |
| ⑫ Sport Courts           |   |   |



## Campus Program

Conceived as a place where “all are welcome” for the past 25 years, The Jones Center has been a place where the community has gathered, recreated, and played. The Campus Vision, tasked with expanding this core value out into the landscape to keep the Jones Center relevant for the next 25 years and beyond, must strive to create a program (the things that people will do) that is diverse and balances the variety of needs and desires of the community that it serves. Throughout the visioning process, the community made it clear the Jones Campus must be a place that the community can come together, realize commonalities and build a stronger and more unified Springdale.

This section organizes the program into five themes: wellness and recreation, gardens and ecology, community and gathering, arts and culture, and campus support. These themes summarize thousands of responses from participants at committee meetings, online surveys, and additional vision plan events and meetings. The themes encompass the uses and activities respondents desire today, while also capturing a range of potential future uses, ensuring that the campus continues to offer something for everyone now and into the future.

The quality and character of these program elements will set the Jones Campus apart from other parks in and around Northwest Arkansas. Some of these elements will be unique to The Jones Center; others, like sport courts, can be found elsewhere, but will be exceptional at The Jones Center by virtue of their quality, location, and surrounding landscape.

A public space is a democratic space. Walking through a campus can be a way to tap into the energy and character of a community—by watching games, participating in events, or bumping into friends from other parts of town. This sense of community enhances the feeling of welcome and safety for all campus visitors. At the same time, a great space includes the complementary experience of being in nature by providing spaces for relaxation, delight, and solitude.

Springdale and Northwest Arkansas are growing. The Jones Campus offers the citizens of Springdale a place for wellness, relaxation, and natural discovery that will help unite the growing population through shared experiences and connections to the land. The Vision Plan outlines a range of possible programs, but also recognizes that program offerings will change over time to support the changing needs of the community.

## Wellness and Recreation

Established as a recreational facility The Jones Center has a history of being THE place that the community comes to recreate. The Campus will expand upon its recreational roots and introduce a more holistic approach to wellness that includes spaces for pause, relaxation, reflection, and observation.

**Recreation:** Remaining true to its origins the Campus Vision will extend the indoor recreational facilities out into the campus landscape by introducing a variety of recreation-centric facilities including an indoor/outdoor fitness facility, outdoor fitness equipment, expanding action sports areas, and new/relocated courts. Examples include a well-designed sports court set within a grove of trees and an open field reserved for wandering and exercise.

**Wellness:** The Jones Center will be a respite from busy urban lives, a place to rejuvenate, to encourage mindfulness, and to experience the healing potential of natural spaces. Interspersed throughout the campus will be a variety of more quiet and contemplative spaces more attune for reflection and relaxation.

**Play:** The Jones Campus will house a range of play areas for all ages and abilities. In addition to traditional play elements like slides and swings set within Ozark-inspired features, there will be areas for play where natural materials arranged for exploration provide exposure to the uncertainty and excitement of the natural world. Water play in fountains and on splash pads stimulates sensory experience and cools people down in summer.





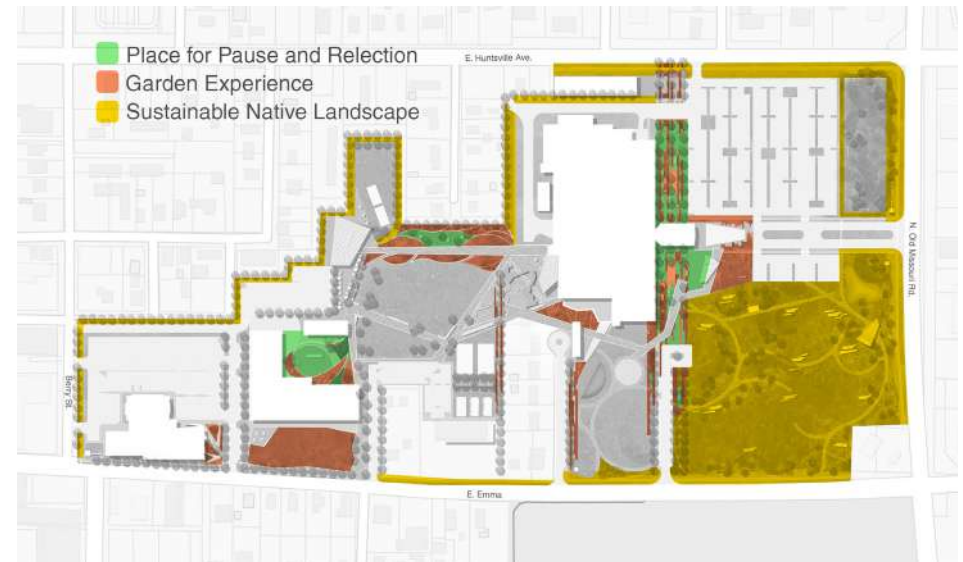
## Gardens and Ecology

The 52-acres of the Jones Campus provides unique opportunities to introduce a more diverse system of both designed and environmentally appropriate landscape systems.

***Sustainable Native Landscapes:*** Inspired by the prairie and other Ozark landscape types, the restored areas of the campus will be interlaced within both programmed (action sports park) and passive (perimeter trail) spaces, creating many new and unique nature-based experiences on campus.

***A place for Pause and Reflection:*** One of the most important functions of an urban campus is to provide a quiet retreat from everyday life. Especially as Springdale grows and becomes denser, the campus will serve as a reminder of the area's ecological diversity and a much-needed escape for a walk, to read a book, and for solemn reflection.

***A Garden Experience:*** Currently limited to the entry gardens to the East of the Jones Center, the Campus Vision proposes a variety of highly designed and mixed-wildflower garden spaces that can be utilized for small gatherings, outdoor classrooms, and passive more contemplative uses. These garden spaces are enhanced by groves of large trees providing a shaded respite from the warmer summer temperatures.





## Community and Gathering

To become the place where Springdale will gather, the Jones Campus must introduce a variety of flexible spaces and places that can be programmed and activated by families, the existing tenants, and a variety of non-profit and other community groups. The Campus Vision creates a series of open spaces and pavilions with gentle slopes, a robust circulation network, and nearby amenities and facilities.

***Shelters and Pavilions:*** Located throughout the campus the shelters and pavilions provide weather protected facilities with electric and water services that enable them to be used for family celebrations, large community events, small concerts, and interactive programming.

***JTL Community Center:*** Located in the re-purposed tire repair facility, the community center provides a highly flexible weather-controlled facility that can accommodate a wide variety of community meetings, educational events, and artist opportunities.

***Plaza and Lawn Space:*** Interspersed throughout the re-imagined campus, a series of large flat lawns can be used for informal play or large community events, while plazas spaces can accommodate community markets, food trucks, and a variety of performance and temporary uses.

## Arts and Culture

Springdale is home to the most ethnically and culturally diverse community in Northwest Arkansas. Celebrating these cultures through the design of the campus will create both a sense of familiarity and an opportunity to educate the greater community on the unique aspects and histories of these cultures. With a rapidly emerging regional art scene, the Jones Campus and Springdale are primed to become regional destinations for recreation, arts, and culture.

**Art:** As the regional art scene continues to grow, so does the need for space for rehearsals, performances, and exhibitions of all sizes. The indoor and outdoor spaces of the Jones Campus can fulfill those needs, for local and regional creators as well as visiting artists.

**Culturally Inspired Spaces:** Based on extensive research and community input, the proposed Campus Vision introduces a variety of culturally inspired spaces throughout the 52-acre campus. With the Meto-spine as its Marshallese-inspired primary wayfinding and circulation device and the woven link gardens as the primary entry landscape culturally-inspired designs are featured in some of the most prominent spaces on campus.







## Campus Support

The proposed campus vision will require expanding the existing maintenance staff and facilities to enable the new campus landscape and program to be maintained at the level expected of a facility as well known as The Jones Center.

Some program elements are necessary for running a campus. These include bathrooms, vehicle and bike parking, service and emergency vehicle access, transit stops, and maintenance facilities. Maintaining such a complex landscape will create many new jobs and provide opportunities for new partnerships and mentoring opportunities to further the Jones Trust mission of empowering the local under-served communities.

***Support Facilities:*** In addition to the typical campus facilities and restrooms, the proposed vision includes a new maintenance facility located in the existing service area located to the west of The Jones Center. This facility is intended to house the vehicles and tools required to maintain the enhanced campus.



## Meto Spine

A key design element that organizes the site and provides clear and direct circulation is the Meto Spine pathway. The inspiration behind the form of this main thoroughfare is from the Marshallese tradition of using Meto Stick Charts as a sailing navigational tool. The intent of the stick chart is to learn and understand the land, currents, weather, and sea before taking to the water. This creates an instinctual connection between the user and their home. This tool represents a beautiful story of direction and connection, which has been interpreted to inspire the main navigational pathway for the Campus. The Meto Spine begins at the entry of the Campus and starts to make its way towards the west half of campus. The angular form of the path creates smaller niche areas with diverse programming throughout Campus.



E. Huntsville Ave.



play area



fitness area



shelter area



pedestrian grand entry



bleachers + sports area



garden experience

E. Emma Ave.

Berry St.



connection to downtown





### Emma Ave. Connector + JTL Courtyard

The spaces around the Center for Non-Profit and the Harvey Jones Education Building have been refined to enhance the overall tenant experience and introduce innovative sustainable storm water techniques onto the Campus. A key concern of existing tenants was the lack of pedestrian connectivity between buildings which resulted in the proposed vision to narrow the drive between the buildings to create a more comfortable and safer pedestrian environment. There are smaller garden areas added around these buildings to provide peaceful getaway moments along with a rain garden feature to collect stormwater. The other important piece of this section is the JTL Courtyard that is a mix of hardscape and planted area to help soften the courtyard. This area provides flexible programming opportunity for events and pop-ups. The proposal for the existing Tire Building in this courtyard includes adding garage-like doors that can open up, creating an open-air type structure while also creating additional shade around the edge of the building.



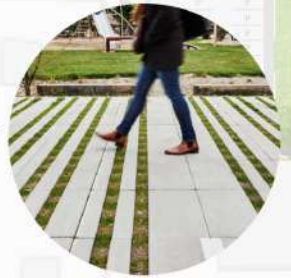
open air building



JTL courtyard



garden rest area



meto spine pedestrian  
entry



connection to downtown



rain garden

E. Emma Ave.

Berry St.





## The Community Common

The Community Common is organized by a large central lawn for flexible programming. The main lawn is lined with bleacher seating for smaller group gatherings and smaller areas for reflection and contemplation. Along the south edge of the central lawn is an area of sports courts including basketball, tennis, pickleball, and volleyball, with a communal table set within a formal grove of trees to create a shaded respite for family and friends to gather and watch. North of the central lawn is a linear pathway that connects The Jones Center to the large park pavilion with a restroom. Along this walk are a series of wildflower meadows, providing a vivid pop of color, and a series of informal seating areas for pause and reflection, and a larger picnic nook to the north of the path that includes seating and BBQs for community gatherings. Along the western edge of the Community Common is the market place. The market place is lined with trees for shade and has plenty of central open space for markets, performance, and events. The parking in this area has been reorientated to provide easy access for events or food trucks for the western half of campus.





pickleball courts



picnic garden



wildflower meadow



shelter + restroom



market place



bleachers



harvest table



central lawn



multipurpose courts





## OZ Play Area

The inspiration for this play area came from the beautiful natural landscape of Northwest Arkansas and the unique geologic arch formations found in the Ozark forests. This play feature is designed to go up and over the pathway to mimic the natural arches found in the region. Along with the main play structure are nature play elements and bleacher seating for easy viewing of the play area. To the east of the play structure is an additional shade shelter that comes off The Jones Center building creating an outdoor food court area to capitalize on the existing food services found within The Jones Center.





OZ play area



shelter food court



nature play



native gardens



bleachers



drop off drive



pickleball courts



sand volleyball courts

Willella Pl.





## Fitness Pad

The design intent for this area is to extrovert the indoor recreational activities of The Jones Center to the outside. The Fitness Pad includes many workout opportunities such as circulation loops, a sand pit, a workout mound, bleacher seating, open flex lawn, and a workout patio. Included in the design is an extensive renovation to the existing Wash Plant to create a new indoor/outdoor building that can house fitness classes, Camp War Eagle groups, and a variety of community uses. The proposed renovation includes the removal of exterior walls to create an open-air pavilion spanning the Meto Spine along the building's north side.





garden area



bleachers



indoor / outdoor fitness



workout mound



sand pit



fitness track



open flex lawn

Willella Pl.

E. Emma Ave.





## OZ Gardens + Expanded Action Sports

The eastern half of campus is focused on the expansion of the action sports offerings and introducing native landscapes eco-types to campus. The existing bike park will be expanded to include some soft-surface trails while multiple community pavilions, bike storage, and public restrooms will be added. There is a smaller parking lot to the north to provide easy access for users of this area, along with a drop-off drive off Emma Ave with parallel parking. This area of Campus incorporates the organic forms of flower petals and the flowing movements of dance in the pathway and the planting strategy. The landscape strategy is the inclusion of a native prairie plant palette that envelopes the action sports.

Additionally, there is the southern half of the Woven Links gardens near the entry to The Jones Center. This area takes inspiration from the cultural tradition of weaving and fabric arts and applies it to design form in the ground plain and planting layout. The gardens are a mix of Klingstone, paving, planting, limestone seating, and a small bubbler water feature. All these elements create a quite and calm space for passive activity.



N. Old Missouri Rd.



water feature



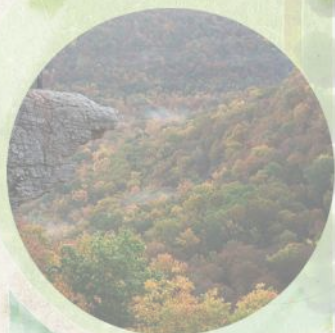
shelter



extened bike park



woven links gardens



native landscape



shelter + restroom +  
storage



storm water drainage



action sports

E. Emma Ave.

Willella Pl.







### **Woven Links + Patchwork Parking + JTL Plaza**

The Woven Links gardens are highly-designed and planted passive spaces that create a unique arrival experience for The Jones Center and extend the weaving patterns to the north of the Jones Center entry. This area is a bit larger than the southern portion and has room for additional uses like an outdoor classroom and larger gatherings. Just off the front of The Jones Center is the main entry experience that includes a main water feature surrounded by gardens in the same linear weaving form as the Woven Links. The major change to the eastern half of the Campus is the reorientation parking that unifies all the parking in one area and is closer to the building. The parking lot includes large planted areas performing important storm water capture and treatment. To the east of the parking lot is a proposed dog park that is wrapped in native landscapes to help shield the dog park from the busy streets. The final piece of the east campus is the expanded perimeter trail area that includes a soft trail next to the sidewalk. This helps in creating a place for bikes and connecting the Jones Campus to Fitzgerald Mountain and its extensive network of trails.



E. Huntsville Ave.

patchwork parking

dog park

OZ gardens

connection to Mt.  
Fitzgerald

gardens water  
feature

entry plaza + water  
feature

entry monuments

N. Old Missouri Rd.





# implementation

This document establishes a vision for the Jones Campus that will ensure it as a place for the community, that was developed by the community to empower the community for many years to come.

Implementing an aspirational vision requires:

- a rigorous approach to the detailed design phase;
- continued community involvement;
- an integrated approach to art;
- programming + activation
- a comprehensive maintenance and operation strategy, and;
- continually evaluating the performance metrics to ensure success for future generations.







# programming + activation strategy

Creating an active and vibrant campus is critical to realize the vision established by Bernice Jones over 25 years ago. Throughout the visioning process the community rallied around the idea that the Campus must become THE place in Springdale to gather, recreate, celebrate, and build a stronger community. As developed through the community-based design process the vision for the Jones Campus includes a variety of flexible lawn and plaza spaces, shade pavilions and enhanced community buildings that are ideal for community-based activities and gatherings. The infrastructure and frameworks created by the vision enable near-term programming and activation opportunities that meet the current needs of Springdale, while remaining adaptable enough to enable new uses and activities to occur in the future as programming and interests evolve.

As the place where the community will come together, the Jones Campus is a framework for public participation and activation. While the Jones Trust and its tenants will regularly host a variety of events and activities on the Campus, it is not viable for the Trust to be the sole source of programming and activation. As such it is imperative that the Jones Trust partners with their existing tenants, the various non-profits and other existing and future community groups/agencies, and private citizens from the region to host their events and activities on the Campus.

## **Frequency of Events**

As envisioned the Jones Campus has the potential to host one-off as well as regularly-scheduled events and activities at various locations throughout the Campus. The regularity and frequency of events will need to be carefully considered so that a balance can be struck between enough activations to make the campus feel vibrant, but not so many that the community feels like the campus is not welcoming for everyday use. A secondary concern is the stress that regular activations can place on the landscape, infrastructure and site amenities. As the project moves through the detailed design phase these and other considerations will need to be addressed with a specific event program created to help guide the future use of the Campus.

## **Managing the program**

Much like The Jones Center manages and operates the interior facilities with external groups/clubs running the actual programming of these facilities, the current strategy for the campus is for the Jones Trust to manage and operate these facilities with external groups running the programs and activities. This approach will rely on an expansion to the current management and scheduling programs used for the interior spaces, and the addition of staff to manage the schedule/program of the exterior spaces. As the project advances into detailed design a programming and activation consultant will be engaged to review the current management systems, analyze potential programming, and make specific recommendations for the quantity and type of additional staff required to successfully manage and operate the campus spaces.





# public art strategy

Through its renewal, the Jones Campus is poised to become a premier creative outdoor space in Northwest Arkansas that will reflect the regions identity as a location filled with rich cultural identity and ambitious plans for expansive growth and innovation through the creative economy. In collaboration with Springdale's creative community, the Jones Campus redevelopment will present public art in all of its modalities to enhance the campus and the city's imaginative capacity, enliven downtown, and contribute to its economic vitality.

The public art strategy takes a step forward in presenting contemporary art by capitalizing on the energy, creativity and adaptability that the Jones Campus offers as an evolving public space. The curatorial vision and organizational structure are reflective of public engagement, best practice research, and the contributions of artists and arts leaders from across the region.

## Process

This strategy lays out the vision, goals and parameters, as well as the varied considerations for the mediums and phases of implementing and piloting the strategy. Over the course of the design development phase of the Jones Campus, this document will be refined and further developed in parallel with the campus design team and its creative partners.

### Public Art Vision

Through its evolution, the Jones Campus will help create a regionally connected campus that aligns with the Springdale Downtown Revitalization Plan. The goal is that the redesign will transform the campus into a regional destination; creating stronger physical connections to downtown Springdale and the Razorback Regional Greenway trail system.

The campus renewal will bring innovative, relevant, and contemporary art to Springdale through publicly accessible, permanent and temporary exhibitions and performances, engaging the public in meaningful experiences, interactions and dialogue with art and each other. Artists will be afforded opportunities to make and exhibit bold, new work that considers the cultural identity of a quickly growing region, while providing audiences with opportunities to engage with the Jones Campus through rotating annual artwork and performances.

Located at the center of the region's most vibrant creative communities, the Jones Campus has an opportunity to partner with local and regional artists in creating an epicenter for creativity; embracing Northwest Arkansas' diverse residents, and providing opportunities to support the development and employment of the local creative economy, while reinforcing inclusivity and accessibility.

Public art at the Jones Campus will embody many approaches and will be defined expansively. With limited interior public space available for the art program, the majority of artworks and programming will occur within the 52-acres of publicly accessible open green space.

## Goals

The renewal of the Jones Campus provides an unparalleled opportunity to:

- Commission bold, imaginative and forward-thinking contemporary art projects in diverse modalities as a central focus of the campus, elevating the Jones Campus and Springdale as innovative spaces, both locally and nationally, as preeminent space for public art
- Create an art program showcasing temporary and performative works of art, affirming the campus' reputation as a distinguished location to visit again and again, while complimenting the region's largely sophisticated permanent art institutions and museums
- Tell the stories and celebrate the diverse cultures of Springdale and the region
- Establish the campus as a place for cultural tourism, both locally and nationally
- Provide opportunities for local artists and arts organizations to develop, program and steward new projects, while championing local creative voices





- Designate the campus as an accessible, central gathering space for residents and visitors through the connection of the Jones Campus to downtown
- Engage people of all ages and cultures for events, performance and play through art, recreation, and health/fitness

### **Curatorial Considerations**

The Jones Campus's curatorial framework considers both the content of artwork and its many modalities. To guide content, we will adhere to the following conceptual framework.

#### **Conceptual Framework:**

- **Connection:** Projects connecting with individual communities through and around Springdale, rich with connections to its history, the natural world or the ephemeral quality of life, encouraging a sense of shared ownership and collective affiliation
- **Participation:** Projects that captivate visitors with the Jones Campus and with one another through interactivity and engagement
- **Health / Social Cohesion:** Projects that help to break down barriers both mental and physical, sparking imaginations, catalyzing placemaking, forging new connections, and bringing people together.
- **Advancement:** Pilot & promote engaging interactive series of events to test and introduce the public to the renewed Jones Campus through projects that develop, support and champion local, national and international creatives voices, contributing to the local creative economy, while uplifting visibility for local artistry
- **Variable:** Projects that surprise and delight, that provide opportunities for experimentation, multi-sensory interaction, and vary with the seasons, considering the cyclic patterns of public interaction, movement, season, light and weather conditions.

### **Design + Creation + Programming Of Artwork**

Public art & programming at the Jones Campus will provide myriad opportunities for community engagement including:

- **Permanent Artwork:** Permanent public art commissions within the Jones Campus will focus on interventions that add character and display inventiveness: creative lighting schemes, creative furniture and, most importantly, on embedding an additional vein of creativity into the design of new spaces and structures. Some public art commissions will outreach artists nationwide while others will be designated as "For Regional Artists Only," specifying that artists must live within a specified distance to Northwest Arkansas.
- **Temporary Artwork:** Temporary projects offer a testing ground for more permanent projects and sustain the idea of a living, evolving Jones Campus which provides opportunities for emerging artists. For this reason, the key approach to this area should be an ongoing public art program in the form of temporary commissions, festivals and events.
- **Community Art:** Select temporary public art projects are designed to engage all community members via an open-ended, participatory creative process. These initiatives will typically be designed and led by artists inviting people of all ages and backgrounds to participate.
- **Performative Art:** Performance based art is an artwork or art experience created through actions executed by the artist or other participants. It may be live, through documentation, spontaneously or written that is traditionally interdisciplinary. Performative Art includes: Concerts, Dance, Performance, Theater, Spoken-Word, Poetry and the like.

## Community Engagement

Ongoing community outreach will ensure that a broad spectrum of Springdale residents are fully engaged with public art at the Jones Campus. The Public Art program should provide a wide array of opportunities for community involvement by encouraging residents, property owners, businesses and employers, neighborhood groups and arts and cultural leaders and activists to participate and contribute. A diverse cross-section of the community (ethnicity, age, gender, physical ability, etc.) should continue to be outreached through a range of initiatives.

There are numerous methods for engaging communities in public art projects and arts programming including:

- Mini-projects created in parallel with a featured project, that explore its wider themes through other artforms (e.g. music, dance, creative writing, photography)
- Participatory workshops which involve people directly in creative production or design activity
- Artists' talks which help to describe and reveal the creative process and ideas behind a commissioned artwork
- Events to celebrate the launch or anniversary of a public art commission
- Cultural volunteering opportunities, for example art 'ambassadors' who serve as public art tour guides

## Public Art Project Management

Top priority should be given to partnering with a local arts organization to manage all Jones Campus arts initiatives. The organization would be responsible for supervising projects from conception through installation, coordinating with artists, the Jones Campus staff, City agencies, community members and all key stakeholders to ensure public art projects are completed and installed on time and within budget. The organization should have demonstrated success managing innovative public art projects of a similar range, scope and scale, working with artists ranging in experience from emerging to established. Specific fees will need to be negotiated; a minimum of 10% of the overall budget should be allocated to project management; project management fees can range up to 25% of a project budget, depending on type and scope.





## Near-term Art Strategy

(Fall 2021 - Fall 2023)

### Programmatic Recommendations

- Commission at least 3, small to mid-sized pieces of public art from NWA-based artists selected through an open RFQ process to participate in the campus redesign.
- Pilot an Artist in Residence program, helping to further identify locations/sites as areas where art is made and shared with audiences, providing money, space and time to artists to work over a longer period of time, in a site specific or new way of working.
- Pilot ≥ 2-3 performance series, targeting different disciplines, audiences and genres.

### Operations and Key Decisions

- The Jones Trust will need to form an Art Advisory Committee to provide aesthetic review and advice to the Jones Campus & the curatorial partner on all public art projects and matters.
- Identification of key partners in supporting programming, curation and art related collaborations/partnerships.
- Development of a clear funding structure for the Jones Campus to sustain and execute the public art program launched by this strategy.
- Gather and analyze early and ongoing park metric usage as outlined in the implementation metric section of this document (What are the assets that are and are not being utilized within the park, and how can art help to shift future patterns for optimal effect, safety, and operational needs?)









## Long-term Art Strategy

(2023 and beyond)

### Programmatic Considerations

- Continue to pilot on-going curated art experiences - both temporary and permanent, performative and visual
- A spectacle project will make the Jones Campus a destination and is impressive in scale, interactivity, and artistic excellence. Planning and implementation of these projects is a multi-year endeavor that requires dedicated staff capacity and fundraising.
- Build partnerships with other regional organizations creating artistic synergies (CACHE, City departments, Crystal Bridges Museum of American Art/the Momentary, etc..)
- Develop seasonal programming to enhance visitation year-round.
- Develop an outreach plan for each project that addresses the best way to inform interested parties, the general public, and art press about the project. Outreach platforms will include: Online platforms, Jones Campus Leadership Groups & Committees, CACHE Network, Regional Arts Councils, Press Releases.
- Create ways for Jones Campus visitors to learn more about each project including: Augmented Reality, signage, audio guides, website, public programs, artist talks, events & tours, offsite exhibitions associated with projects at the Jones Campus.

### Operations and Key Decisions

- Building on this document and current planning, create a financial and creative framework for inclusive long-term and temporary art presentation, activation and experiences
- Conduct ongoing internal evaluation of metrics to encourage an iterative process throughout and ability to evolve goals, ensuring incorporation of key lessons learned from early pilot artworks/ programmatic choices
- Take a leadership role to promote best practices in public art commissioning including: artist selection guidelines, design development processes, appropriate consultation, and relevant statutory compliance.
- Establish a long-term partnership with an arts-focused group to manage and administer the arts program (CACHE)
- Build on community input and interests to curate and sustain a sustainable arts strategy
- Adopt an expanded view of 'public art' to include temporary, celebratory and participatory commissions (e.g. festival and performance work, music, photography or moving image), and connect with other community arts activity supported throughout Northwest Arkansas

# operations + maintenance

The goal of maintenance is to provide a high quality of service to ensure that Jones Campus is clean, attractive, and usable for visitors. To achieve the highest levels of service for maintenance, a number of principles should guide maintenance work at the Campus: classifying maintenance standards, having an effective management and maintenance process, and ensuring that those performing maintenance and repair have the needed skills for the tasks.

Experience has shown that organization of maintenance around the seasons is the most effective approach, quite simply because a great many factors that shape the pattern(s) of maintenance work are tied to the seasons. These factors include general level of park use, growing conditions and weather. It is recommended that park management define seasons for the Jones Campus around which to structure park maintenance. The spring and fall seasons are “shoulder” seasons, and their levels of use will vary from year to year depending on the weather.

The Jones Center Facilities staff will be responsible for maintenance of the Campus. Some landscapes and site features are expected to require skills different than those required of a standard campus landscape and may be beyond the skill level of existing full-time staff. In-house staff should be supplemented with contracted services as needed. Quality maintenance is essential to protecting the long-term capital investment of the Campus. To the best extent possible, the Jones Trust should support a strong maintenance initiative and high standards for Campus to insure its vitality for years to come.

Low impact maintenance tasks, such as litter removal, may take place throughout the day. When possible, disruptive maintenance tasks, such as power washing, should be performed during early morning or off-hours when there are fewer campus visitors. Similarly, maintenance work that will affect the use of, or limit access to campus features, such as lawn renovation, and water feature decommissioning should be announced prior to scheduled work whenever possible. Notification may be done through postings on bulletin boards, social media, or temporary signage throughout the Campus.

The Jones Campus features a variety of landscape types and site features with specific maintenance needs. This Operations and Maintenance Appendix identifies these maintenance needs, along with any potential maintenance concerns, that should be used to further refine the design and maintenance strategy of the Jones Campus Vision as the project moves into detailed design.



## **Standard of Care**

The standards of care for maintenance of any public space directly affect the annual maintenance budget and also influence perceptions of safety and use. For example, a maintenance plan in which all tasks are carried out at or above recommended best maintenance practices may create a pristine landscape but may ultimately prove to be unsustainable due to cost. Alternatively, a maintenance plan in which tasks and repairs are carried out at minimal levels may reduce annual budgets, but will likely result in high capital costs required for replacement or repairs that could have been prevented with regular care. Low standards of care can also create an unsafe environment for users.

Intensity of use is another factor that influences the maintenance budget. In general, the greater number of visitors a public space receives, the greater the maintenance load. Similarly, areas with intensive use and higher concentrations of visitors, such as play areas and lawns, typically require greater maintenance.

Directly related to this is the fact that the level of maintenance impacts campus use. Simply stated, a well-maintained campus attracts visitors, whereas a poorly maintained site discourages positive park visitorship and often invites misuse and vandalism. Given this relationship between maintenance and use and the aforementioned standards of care, it is important to develop a maintenance plan that balances fiscal considerations with maintenance needs in order to provide a sustainable, high-quality visitor experience.

General standards of care are based on the Operational Guidelines for Grounds Management, 2001, published by APPA, National Recreation and Park Association, and Professional Grounds Management Society, and adapted to the specific needs of the Jones Campus.

## **Special Event Maintenance**

Special events are an important component of the Jones Campus Vision and its desired activation. Special events have the potential to attract a great number of visitors and generate revenue. Precisely because these types of events draw substantial users, it is essential that they are carefully planned, scheduled and operated. Even with excellent planning, special events can cause significant damage to a campus's landscape, and this damage must be addressed quickly in order to maintain campus standards.







# metrics + post occupancy

Building on the guiding principles and the information that has been compiled through one-on-one interviews, online surveys, discussions with affinity groups and community leaders, the design team has developed project specific design principles that will be utilized throughout the design process to test all ideas against to ensure that the outcome reflects the broader project goals. In addition to the principles we have outlined, a series of metrics that will validate the success of each principle that will need to be collected for the existing conditions and annually for the post-construction conditions for up to 5 years to understand how the campus continues to evolve and achieve the stated principles.

Because of the limited use of The Jones Center as a result of the current pandemic, it is the design team's recommendation that the existing metric analysis be completed once vaccinations and restrictions/limitations have been lifted in NWA, when numbers will more accurately reflect the typical use patterns of the campus. The method of collecting these metrics will include

1. In-person field observations (FO)
2. the use of metering technology (M)
3. plan/mapping analysis (MA)
4. pre/post construction user intercept surveys (IS)
5. on-line surveys (OS)

## Design Principles

1. **Unify the programmatic purpose of the Jones Center – a place for all where families and community can come together.**

Analytic Techniques:

- Pre-construction / Post Construction
- Park Users (FO) – number of park users at 9:00, 12:00, 3:00, 5:00, 8:00
  - o To occur four times per year on similar days, with similar weather conditions in all four seasons
- Feeling of being welcome on the campus (IS and OS)

2. **Create a multi-generational campus where everyone can derive meaning and create memories.**

Analytic Techniques:

- Pre-construction / Post Construction
- Park Users (FO) – number of park users, by age (0-5, 6-12, 13-16, 17-25, 25-40, 40-60, 60 and above)
  - o To occur four times per year on similar days, with similar weather conditions in all four seasons
- Family vs. Non-family Users (FO)
  - o To occur four times per year on similar days, with similar weather conditions in all four seasons



**3. Establish an identity and sense of place at the core of the campus, while enabling inevitable future campus changes**

Analytic Techniques:

- Pre-construction / Post Construction
- Perception Survey - Does the campus have a core to it? (IS and OS)

**4. Reconnect the campus - physically and perceptually both internal to and externally into the region.**

Analytic Techniques:

- Pre-construction / Post Construction
- Perception survey of existing tenants (OS)
- Pedestrian and Bikeway Metering (M) at key connection points on campus (Emma and Berry intersection, Regional trail along Emma, and the future connection to Mount Fitzgerald)

**5. Balance the recreational, programmatic and community gathering needs.**

Analytic Techniques:

- Pre-construction / Post Construction
- Events and Programming (FO) – number of scheduled events pre vs. post construction (utilize the existing calendar and on-going management by the Jones Center)
  - o To occur annually for up to five years

**6. Celebrate the diversity of Springdale, while ensuring equal access for all.**

Analytic Techniques:

- o Pre-construction / Post Construction
- o Park Users (FO) – number of park users, by ethnicity
  - o To occur four times per year on similar days, with similar weather conditions in all four seasons

**7. Extrovert the recreational and social programs of Jones Center into the landscape.**

Analytic Techniques:

- Pre-construction / Post Construction
- Events and Programming (FO) – number of scheduled events pre vs. post construction (utilize the existing calendar and on-going management by the Jones Center)
  - o To occur annually for up to five years

**8. Enhance the tenant experience to extend user stays and create inter-facility synergy.**

Analytic Techniques:

- Pre-construction / Post Construction
- Extended Stays (FO & IS) – number of people who participate in more than one activity on campus or stay for an extended period of time
  - o To occur annually for up to five years
- Mapping (MA) exercise that highlight the areas within campus that are most likely to have an extended stay

## 9. Introduce art as placemaking, programming and community building park features.

Analytic Techniques:

- Pre-construction / Post Construction
- Mapping (MA) exercise that highlight the art interventions that exist on site.
- Online Survey (OS) of the perceived art experiences



In addition to the design-based metrics the overall sustainability of the campus environmentally and financially is critical to the overall success of the campus vision. The following metrics will be used during the process to ensure financial viability and long-term environmental appropriateness.

### 1. On-going Operation and Maintenance Costs

As part of the visioning process our team will be developing anticipated operation and maintenance costs associated with both the physical care of the campus facilities, but also the on-going management/oversight of the much-desired community activities.

Analytic Techniques:

- Post Construction
- Annual budget analysis
- Annual review of management hours applied to Campus events and activities.

### 2. Campus Sustainability

While the ultimate design is yet to be determined, all campus improvements will be completed with an eye to long-term sustainability including: decreasing impervious surfaces; increasing storm water capture and treatment on-site; utilizing locally sources materials and products; and increasing the quantity and diversity of tree and ground plane plantings.

Analytic Techniques:

- Pre- and Post-Construction
- Mapping analysis of existing versus implemented conditions.

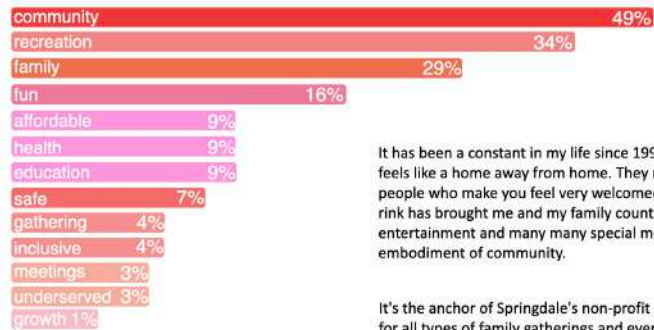




# appendix

# community survey #1

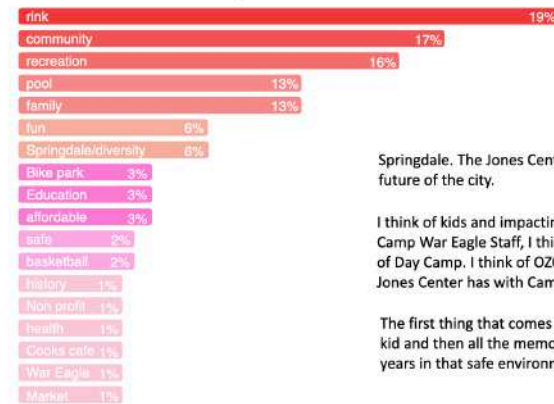
What does the jones center mean to you?



It has been a constant in my life since 1995. Somehow it always feels like a home away from home. They manage to hire the nicest people who make you feel very welcomed. The access to the ice rink has brought me and my family countless hours of entertainment and many many special memories. This place is the embodiment of community.

It's the anchor of Springdale's non-profit entities. It's a safe place for all types of family gatherings and events.

When you think of the jones center what is the first thing that comes to mind?

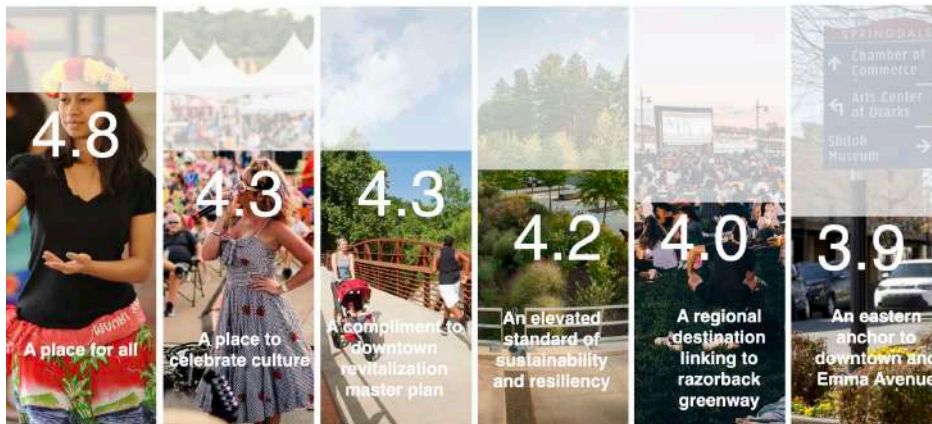


Springdale. The Jones Center encapsulates the diversity and future of the city.

I think of kids and impacting families. Since I am a part of the Camp War Eagle Staff, I think of SOAR. I think of families. I think of Day Camp. I think of OZONE. I think of the support system the Jones Center has with Camp War Eagle.

The first thing that comes to mine is all the memories I had as a kid and then all the memories I've seen students make over the years in that safe environment.

the jones center is...

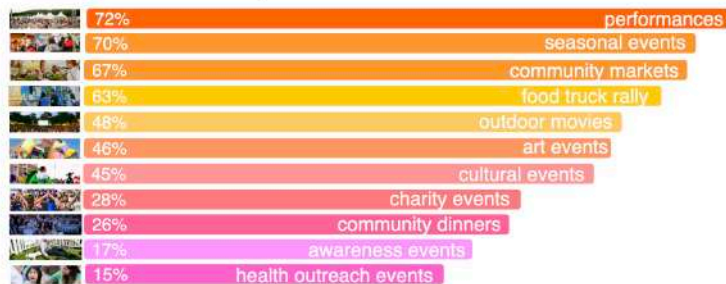


Thinking of the Jones Center Campus, which activity loop would most appeal to you?





Which events would you attend if they were offered at the jones center?



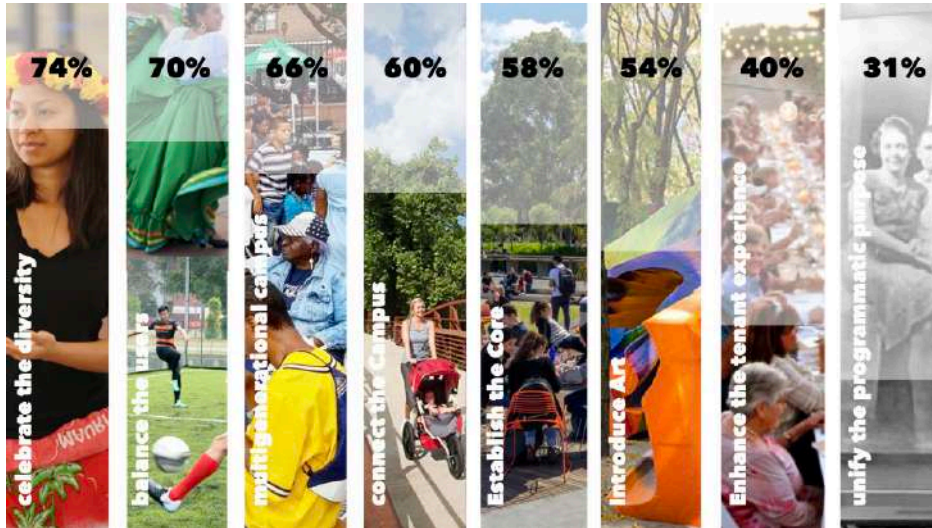
When you think regionally of what activities are missing & should be added to the jones center?



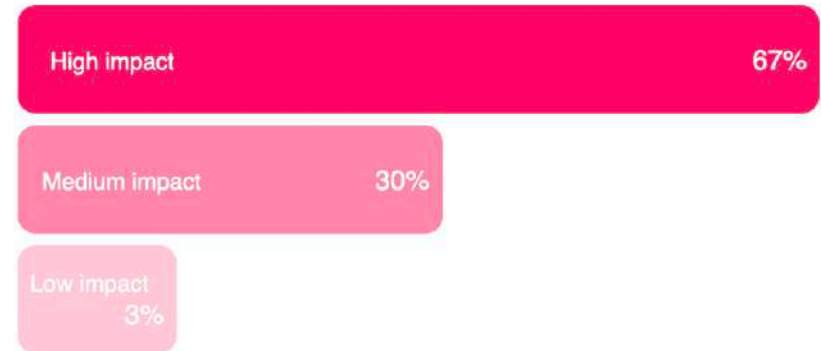
When I visit the jones center, I am most likely to \_\_\_\_\_ in the same outing?



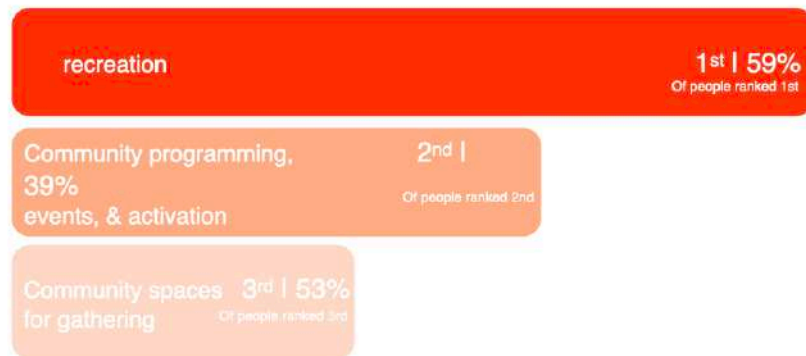
# community survey #2



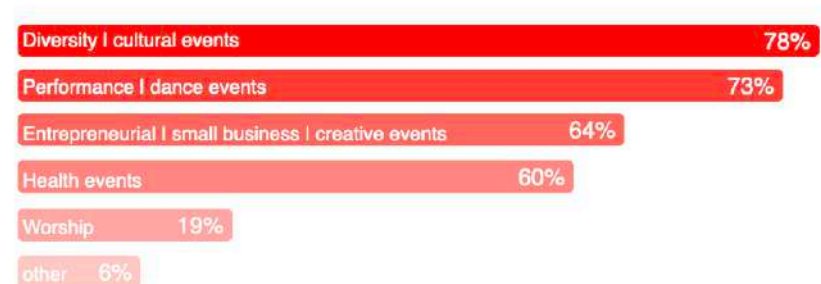
## How comfortable are you with the jones center campus physically changing?



## Which types of uses would you like to see the most at the jones center campus?



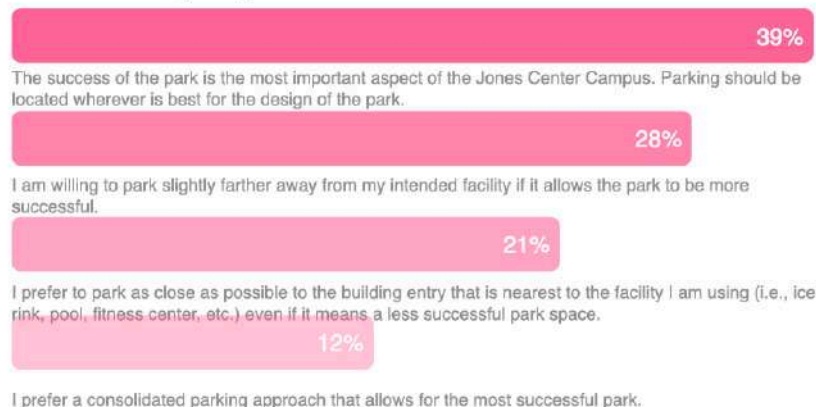
## Which types of events would you like to see at the jones center campus?



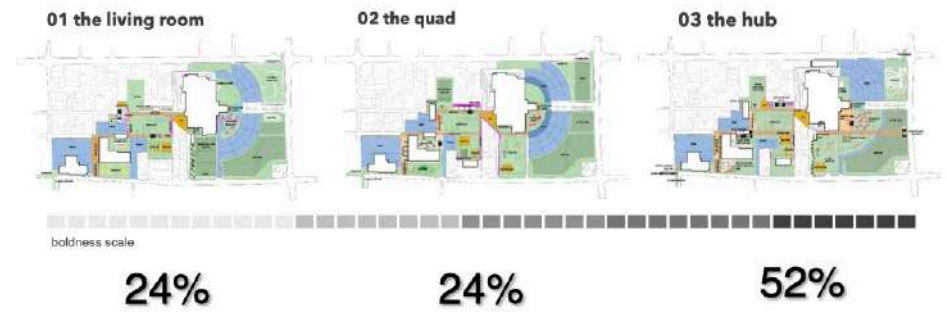
## Which types of gathering spaces do you think have a home at the jones center? (pick 3)



## When it comes to parking at the jones center, which do you prefer?



## Which design option do you prefer?



## What is your phasing preference for the jones center campus?





## Which strategy most appeals to you?



58% | 248 resp.

A hybrid approach that features all of the above is most appealing.



18% | 78 resp.

Introducing an iconic park feature that makes the Jones Center a must-visit.



17% | 73 resp.

Creating a flexible park space that enables community groups and non-profits to program and use the park in a variety of ways.



7% | 31 resp.

Introducing new supporting uses and buildings around the edges of the park to help activate the core of the park.

## How did you hear about this survey?

Social media posts

152

Springdale school district

86

Word of mouth

52

Email

52

Local news report

34

Posters at the Jones Center

22

Attending Another Vision Plan Event

11

Work

9

Board Member email

6

Local Paper

5

Drive-thru dinner

2

Project website

1

# community survey #3

## What campus framework do you prefer the most?



## Which of the collages do you find to be the most inspiring?



## Which gathering areas would you most likely visit?



## Which spaces would you most likely visit?



## If the project has to be phased what strategy is most appealing?



## What type of art are you most excited about being included on campus?



## How did you hear about the survey?





# virtual meeting poll results

## What campus space are you most likely to use?



## If the project has to be phased what strategy is most appealing?



## What inspirational collage is most appealing to you?



## What type of art would you most like to see on campus?

