

NTBA

NATIONAL
TOWN BUILDERS
ASSOCIATION

2023 NTBA FALL ROUNDTABLE



**DOWNTOWN DEVELOPMENT
PREPARING FOR GROWTH BY
RETURNING TO OUR URBAN CORES**

SEPT 29-OCT 1 | 2023 | NORTHWEST ARKANSAS

Northwest Arkansas

Welcome to Northwest Arkansas for the NTBA 2023 Fall Roundtable, as we explore innovative strategies for revitalizing existing urban cores and fostering sustained regional growth through a renewed focus on real estate development in our downtowns. Engage with industry experts, local leaders, and passionate participants dedicated to creating inclusive urban spaces that thrive. We extend our heartfelt thanks to our generous sponsors for making this event possible. Let's unlock the potential of our downtowns, foster collaborations, and leave a lasting impact on our communities.



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SPONSORS



2023 FALL ROUNDTABLE SCHEDULE

Thursday, Sept 28 | PRE-ROUNDTABLE ARRIVALS (OPTIONAL)

- 8:00 AM Transportation to Pre tour
- 9:15 AM Eureka Springs Tour – Strenuous Walking
- 12:00 PM Lunch on your own – Lots of choices
- 1:15 PM Walking tour
- 3:00 PM Transportation back to Hotel

Thursday, Sept 28 | ROUNDTABLE DAY 1

- 5:00 PM **Welcome to Fall Roundtable**
Presenters: Lou Marquet and Ward Davis
- 5:15 PM Introduction of Sponsors
- 5:45 PM Session 1 – Downtown Overview**
Presenters: Brenda Anderson
- 6:30 PM Welcome Cocktail event



Friday, Sept 29 | ROUNDTABLE DAY 2

7:30 AM	Hotel Breakfast	12:00 PM	Bus to Springdale
8:30 AM	Session 2 - Developing Scale in Existing Downtowns Presenters: Matthew Hoffman, Robert Sharp, Mitch Moore, Eric Kronberg	12:30 PM	Lunch Bauhaus Biergarten
9:30 AM	Break	1:30 PM	Tour 1 - Downtown Springdale
9:45 AM	Session 3 - Municipal, Philanthropic, and Private Investment in Downtown Revitalization Presenters: Jeremy Pate, Jeremy Hudson, Tom Yantis	3:15 PM	Bus to Bentonville
10:45 AM	Break	3:45 PM	Tour 2 - Downtown Bentonville
11:00 AM	Session 4 - Housing and Transportation, The New Metric of Affordability Presenters: Duke McLarty, Alli Thurmond Quinlan, Erika Finnestead, Juliet Richey, Fernando Pages	5:00 PM	Cocktails and Dinner (The Record)
		8:00 PM	Bus Back to Hotel
		8:45 PM	Pub Crawl Fayetteville

Saturday, Sept 30 | ROUNDTABLE DAY 3

7:30 AM	Hotel Breakfast	12:15 PM	Bus to Rogers
8:30 AM	Session 5 - Micromobility Presenters: Dane Eifling, Andrew Miles, Ryan Hale, Kourtney Barrett, Aaron Lubeck	12:30 PM	Lunch on your own
9:30 AM	Break	1:30 PM	Tour 3 - Downtown Rogers
9:45 AM	Session 6 - Risk Management in Adaptive Reuse Projects Presenters: Jake Holiimon, Ward Davis, Jessica Hester, Frank Starkey	3:00 PM	Bus to Johnson Square
10:45 AM	Break	3:30 PM	Dedication Ceremony for Morgan Hooker
11:00 AM	Session 7 - Downtown Retail, F&B, and Downtown Activation Presenters: Dan Hintz, Molly Rawn, Kathleen Norris, Ty Maloney	4:15 PM	Bus to Fayetteville
		4:30 PM	Tour 4 - Bike, Scoot or Walk Fayetteville
		6:00 PM	Dinner on Your Own at Reserved Locations in Groups

Sunday, Oct 1 | ROUNDTABLE DAY 4

7:30 AM	Hotel Breakfast	10:45 AM	Break
8:30 AM	Session 8 - Women in Development Presenters: Alli Thurmond Quinlin, Erin Adkins-Oury, Megan Brown, Leslie Pickel	11:00 AM	Roundtable
9:30 AM	Break	Afternoon	Stay and visit Chrystal Bridges Museum
9:45 AM	Session 9 - Preparing for Growth Presenters: Britin Bostick, John McCurdy, Taylor Robertson, Tom Yantis		

SESSION 1

Unveiling the Heart of Northwest Arkansas – A Tale of Four Downtowns

Presentation: Brenda Anderson

Discover the essence of Northwest Arkansas as we delve into a captivating keynote address, comparing and contrasting the major downtowns of Springdale, Rogers, Bentonville, and Fayetteville – each at different stages of growth and development. Springdale's downtown is a newly emerging urban core, driven by ambition and innovation, with strategic planning and community engagement laying the foundation for a vibrant future. Downtown Bentonville has experienced rapid growth, fueled by significant capital investment, has transformed it into a thriving hub of art, commerce, and technology, exemplifying visionary urban planning. In just the last few years, Rogers has experienced a remarkable revitalization, seamlessly blending the historical charm of its downtown with modern establishments, captivating visitors with its fresh vibrancy. Meanwhile, Fayetteville's well-established downtown continues to evolve, harmoniously blending tradition and progress through its lively arts scene and vibrant college culture. Our keynote speaker will illuminate the nuanced growth and development stages that define each downtown's character. Witness how these urban cores embrace change while preserving their unique identities and sense of community. This address is an exploration of the heart and soul of Northwest Arkansas, celebrating the past, embracing the present, and paving the way for the promising future of its downtowns. Join us to gain valuable insights, draw inspiration, and witness the magic that makes each downtown an integral part of this diverse and vibrant region.



Brenda Anderson

Brenda is the Chief Strategy Officer for Runway Group, where she works with leaders throughout the Runway ecosystem to create holistic strategies for business, philanthropic, and community investment and engagement.

In her previous role, Brenda led Blue Crane as the Director of Real Estate Development. Prior to her tenure with Blue Crane, Brenda spent 15 years as the Executive Director of Community Development Corporation, Bentonville/Bella Vista, Inc. The CDC is a local non-profit focused on providing affordable housing and housing with services for the elderly. Under Brenda's leadership, the CDC developed the first licensed assisted living facility in Arkansas as well as the first housing cooperative in the state. Brenda's work experience also includes over a decade working in municipal and county planning. Brenda is past President of Downtown Bentonville, Inc., and was a founding member of NWA Land Trust; she currently serves on the ULI Northwest Arkansas Executive Committee as the Chair for Mission Advancement.



SESSION 2

Revitalizing Downtowns: Balancing Scale and Context in Housing Development

Presentation:

Matthew Hoffman Mitch Moore
Robert Sharp Eric Kronberg

As urban centers strive for growth, achieving a delicate balance between expanding the downtown footprint and preserving its historical charm becomes crucial. Join us for a session dedicated to adding housing that supports a dynamic urban landscape while progressing towards a harmonious coexistence with the downtown's unique character. Discover from industry experts successful case studies and innovative strategies that navigate building codes and zoning barriers, paving the way for a more vibrant downtown. Uncover practical approaches to streamline regulations and foster collaboration among stakeholders, developers, and the community. Explore cities that have made remarkable progress towards the balance between growth and heritage. Witness how new housing projects enhance the urban experience while respecting and celebrating the downtown's cultural identity. Be inspired to revitalize your own downtown, creating a sustainable and alluring destination for residents, visitors, and businesses alike. Don't miss this opportunity to reshape your downtown into a prosperous and lively community, where thoughtful housing development supports the growth of everything else. Join us to unlock the keys to a flourishing and connected downtown of the future, while preserving and advancing the essence of its historical roots.



Matthew Hoffman

Matthew Hoffman AIA is the Director of Urban Design for MBL Planning, and President/Co- Founder of Pattern Zones Co. Over ten years with the City of Fayetteville Arkansas, Mr. Hoffman served as Chairman of the Planning Commission, the Board of Adjustments, and the city's Long Range Planning Committee. Mr. Hoffman's portfolio at MBL Planning includes urban design projects across the country, and he is a member of the master planning and architectural design team for Walmart's new 350-acre Home Office in Bentonville Arkansas.



Robert Sharp

Robert Sharp is a practicing Architect in his hometown of Fayetteville, Arkansas. His design ethic is deeply rooted in the history, patterns, and construction methods of the region. Over the years, he has developed expertise in designing mixed-use buildings and has deep experience in adaptive re-use and historic restoration. Robert also specializes in designing two and three story courtyard apartment buildings for TND and infill locations. In the past he has served on the Fayetteville Planning Commission and as Executive Director of Partners for Better Housing.



Mitch Moore

A Northwest Arkansas native, Mitch spent the majority of his early life in Rogers before heading North to Minnesota. It was there that Mitch developed his passion for multifamily real estate, along with his distaste for cold weather. Moving back home in 2018, Mitch plugged in with Newell Development to help with the mission to Curate Place in Northwest Arkansas. In his role, Mitch is responsible for new project vision and underwriting, debt and equity sourcing, identifying new business opportunities, and all brokerage activity for the company.



Eric Kronberg

Eric Kronberg is a zoning whisperer. He specializes in examining and demystifying zoning ordinances to find ways to make great projects possible and help others navigate through the zoning swamp. He uses his skills for the force of good as a principal at Kronberg Urbanists+Architects, leading the firm by combining skills in planning, development, architecture, and zoning. Eric leverages this potent cocktail to chart the course of best possibilities for each site's redevelopment. His work with Kronberg U+A, the Incremental Development Alliance, the Congress for the New Urbanism, the Georgia Conservancy, and the Atlanta Bicycle Coalition has solidified his stance as an advocate for vibrant, inclusive, and lasting communities.

SESSION 3

Fostering Urban Renewal: Collaboration among Municipal, Philanthropic, and Private Investors

Presentation:

Jeremy Pate Tom Yantis
Jeremy Hudson

Unleash the transformative power of collaboration as we explore the roles played by Municipal, Philanthropic, and Private Investment in downtown revitalization. In this session, delve into their distinct impacts and strengths. Discover how municipalities provide essential infrastructure and catalyze private and philanthropic support, fostering thriving city centers. Unravel the intricacies of public-private partnerships, driving economic growth and sustainable urban development. Explore the philanthropic sector's influence, enriching downtowns through grants, community engagement, and placemaking initiatives, sparking social innovation and inclusivity. Witness private investment driving prosperity through commercial and residential projects, spurring job creation and entrepreneurship. Understand the combined impact of these entities, creating vibrant, people-centric downtowns that embrace history, innovation, and community. Join us to explore real-world success stories from the region, celebrating the power of collaboration in revitalizing downtowns. Gain insights into their relative roles and collective impact, shaping a promising and sustainable future for city centers. Don't miss this opportunity to be part of the change-making conversation shaping the downtowns of tomorrow.



Jeremy Pate

Jeremy is a deputy director for the Home Region Program. Before joining the foundation, he was the senior development services director at the City of Fayetteville for eight years, overseeing the building safety, engineering, city planning and community services divisions, and managing special capital investment projects for the administration. Jeremy is a trained landscape architect and worked for a planning firm in Colorado before returning to Northwest Arkansas.



Jeremy Hudson

Jeremy Hudson is the Co-Founder and CEO of Specialized Real Estate Group. He was inspired to co-found Specialized when he saw the need and opportunity to create healthy homes for the Northwest Arkansas community. Through this, he strives to help diversify and support the social fabric of our area. Jeremy graduated from John Brown University with a degree in Construction Management and has been involved in all facets of real estate in Northwest Arkansas since 2002.



Tom Yantis

Tom is Assistant City Manager for the City of Taylor, Texas. In this role, Tom oversees Development Services, Main Street, Internal Services, and the Samsung Taylor Project Team. Tom has spent over 20 years in both the public and private sectors helping cities create quality, sustainable places. His public sector service includes serving as Assistant City Manager for the cities of Georgetown and Leander. His private sector service includes serving as Vice President and Community Planning Practice Lead for Lochner (formerly BWR), Manager with KPMG and Senior Consultant with Accenture.



SESSION 4

Unlocking Urban Living Affordability: The Housing + Transportation (H+T) Metric in Downtowns

Presentation: Erika Finnestead
Duke McLarty Juliet Richey
Alli Thurmond Quinlan Fernando Pages

Join our captivating panel discussion featuring experts on workforce housing, urban planning, attainable downtown development, and public transit as we explore the transformative Housing + Transportation (H+T) affordability metric in Northwest Arkansas. Discover how housing and transportation costs shape urban lifestyle affordability in this evolving region. Explore downtown living's natural advantages, with reduced transportation expenses and proximity to workplaces and services. We'll analyze the H+T metric's influence on housing decisions for employees and professionals, balancing convenience and affordability. Amidst limited but growing public transit options, celebrate walkable and cyclist-friendly urban centers. Gain insights into recent developments and funding for regional public transit, and a roadmap for future growth. By integrating the H+T metric into urban planning, we'll explore how these advancements pave the way for a more inclusive and affordable cityscape. Discuss how downtown's strategic access to central travel corridors and alternative transit options influences the demographics of visitors and residents. Address the current lack of standard H+T metric consideration in housing financing, unintentionally encouraging housing sprawl. Explore solutions to create attainable downtown housing options and promote transit-rich communities. Engage with our expert panel on the transformative potential of the H+T metric in shaping vibrant, affordable, and sustainable downtown living in Northwest Arkansas. Don't miss this opportunity to explore accessible transit, sustainable development, and unlocking urban living affordability with a focus on public transit's remarkable growth and future possibilities.



Duke McLarty

As the Executive Director of Groundwork, Duke collaborates across the region to develop innovative housing solutions that catalyze the development and promote well-designed, mixed-use neighborhoods for the region's workers and their families. Duke previously served as the Senior Director of Government and Community Relations for AIR Communities, a S&P 500 multifamily focused real estate investment trust. Prior to joining AIR Communities Duke was a Senior Policy Advisor at the U.S. Department of Housing and Urban Development and Federal Housing Administration and served in the White House.



Alli Thurmond Quinlan

Alli Thurmond Quinlan is an architect, landscape architect, and infill development advocate. She founded and runs Flintlock Ltd Co (a multi-disciplinary design practice), Flintlock Development (an urban infill real estate development company), and Valkyrie Design Cooperative (a shared services co-op that supports and promotes women in the design profession) in Fayetteville, Arkansas. She also served on the Fayetteville Planning Commission and Construction Board of Appeals and serves as a senior faculty member and Board Member for the Incremental Development Alliance.



Erika Finnestead

Erika Finnestead, Marketing Director for Ozark Regional Transit, is a passionate advocate for sustainable urban development. She actively contributes to transit projects, promoting accessibility, and social equity. Ozark Regional Transit recently won two marketing awards for her work with Pedal It Forward, offering free bikes to the transit community, and for inspiring the next generation of riders through social media. Beyond transit expertise, Erika excels in leveraging marketing strategies for public support and funding, fostering economic growth and environmental sustainability.



Juliet Richey

Juliet Richey is a consulting urban planner at Garver with 20 years of experience. Before joining Garver, Juliet spent 14 years working as a planner and planning director in the public sector. Juliet has a passion for local government and public policy and enjoys working with Public Planners in municipalities and counties in multiple states. She leads a team of urban planners who perform work in Arkansas, Oklahoma, Alabama, and Kansas on a variety of planning projects.



Fernando Pages

Over a 30-career in construction, Fernando has become a dedicated proponent of building innovation in low cost housing. His Liberty Village development won the National Association of Homebuilder's Workforce Housing Award as a multicultural development, sensitive to the architectural preferences of diverse ethnicities. He is expert in and has pioneered advanced technology in housing, winning the NAHB's Best Green Built Demonstration Home for the PATH Concept Home, Featured in Fine Homebuilding Magazine. Fernando authored "Building the Affordable House: Trade Secrets for High-Value, Low-Cost Construction" and "The Affordable Remodel", both published by The Taunton Press. Pages' homes have appeared on HGTV, and he is currently working with Andrés Duany on the design and fabrication of a new generation of manufactured housing.

SESSION 5

Micro-Mobility: Transforming Urban Centers with Efficient Mobility Solutions

Presentation: Ryan Hale
Dane Eifling Kourtney Barrett
Andrew Miles Aaron Lubeck

Throughout Northwest Arkansas, an impressive and regionally connected greenway has been constructed and continues to expand. This transformative development has paved the way for micro-mobility to extend city centers, reducing car traffic and creating greener and more accessible urban landscapes. Our esteemed panel will delve into the planning involved in launching micro-mobility programs, with a particular focus on integrating electric scooter and bicycle initiatives into downtown developments. Join us to learn from success stories that showcase the power of micro-mobility in transforming urban landscapes, including the effective handling of challenges such as community buy-in, program growth, and sustainable financial models. Discover how businesses can adapt to the changing mobility landscape, embracing micro-mobility within their corporate campuses to foster dynamic workforces and contribute to sustainable urban living. This session equips city planners, business leaders, and urban developers with actionable insights to leverage micro-mobility's potential in expanding downtown reach, reducing traffic, and fostering sustainable living.



**Dane
Eifling**

Dane began his work at the City of Fayetteville in 2014 through an AmeriCorps position as the City's first Bicycle Coordinator. From 2018-2020 Dane served in a joint role as the Bike and Pedestrian Programs Coordinator for the City of Fayetteville and the University of Arkansas. In his current role as Mobility Coordinator Dane oversees the City's management of micromobility. Since launching Fayetteville's first bike share system in 2018 micromobility programs in Fayetteville have grown to include more than 1,400 vehicles with ridership nearly a half-million rides annually.



**Andrew
Miles**

A long time transportation industry veteran, Andrew has spent the last five years at the forefront of shared micromobility. Having launched and managed over a dozen markets for eBike and eScooter operator Veo, Andrew joined Canadian-based micromobility SaaS company Joyride in 2021. There he leads Joyride's global partnership team and manages the suite of Joyride hardware, insurance, financing, and e-learning products enabling Joyride's operating customers to scale and thrive.



**Ryan
Hale**

Ryan is a former community banker who spent 5 + years with the Walton Family Foundation as lead program officer for the development of bike and pedestrian infrastructure in the Home Region. In 2017 he founded Laneshift, where he serves as CEO. In 1998 Ryan served as team captain for the University of Arkansas Razorbacks before joining the New York Giants.



**Kourtney
Barrett**

Kourtney Barrett joined Walmart in 2022 as Director of Workplace Mobility. In this role, Kourtney leads the company's efforts to deliver an intentionally designed frictionless mobility experience for associates, visitors, and the community on the new Home Office campus. In 2019, Kourtney co-founded Women of OZ, a community that works to break down barriers for women riders, an organization that has grown to be the largest women's Mountain Biking Organization in the country. Kourtney has served as an executive board member of the Greater Bentonville Area Chamber of Commerce, serving as Chair in 2021.



**Aaron
Lubeck**

Aaron Lubeck is a designer, builder + developer. He is the author of Green Restorations: Sustainable Building and Historic Homes, and an adjunct professor at Duke University's Nicholas School, where he lectured on sustainable home building. In 2012, Aaron developed Durham's first net-zero-energy home, an infill project designed to fit seamlessly in its historic neighborhood. Aaron's more recent work focuses on zoning changes to facilitate reconstruction of affordable housing markets, including local efforts to create Missing Middle codes. He recently served as faculty with Incremental Development Alliance in West Atlanta training fledgling developers. He lives in Durham, North Carolina.

SESSION 6

Navigating Risk in Adaptive Re-Use Projects: Unveiling the Secrets of Centennial Structures

Presentation:

Jake Holiimon Jessica Hester
Ward Davis Frank Starkey

Tune in for a captivating discussion exploring risk management in adaptive re-use projects. Uncover the surprises that await when reconstructing 100-year-old buildings and the critical importance of performing due diligence to ensure successful revitalization. Discover the complexities of managing risk, encompassing structural integrity, environmental considerations, and more, as our expert panel shares valuable insights for navigating uncharted territories in adaptive re-use. Explore the strategies for successful risk management, drawing upon municipal partnerships and leveraging tax incentives to ensure these projects remain financially viable. Learn how to capitalize on the symbiotic relationship between public and private sectors, making adaptive re-use a win-win situation for both the community and investors. Unravel the world of adaptive re-use projects, preserving history while shaping a sustainable and prosperous future. Don't miss this opportunity to gain practical knowledge for managing risks and unlocking the full potential of centennial structures.



**Jake
Holiimon**

Jake Holiimon moved from New Orleans to work for High Street in 2019. With an extensive background in carpentry, historic building restoration and facilities management he attentively navigates the intricacies of both existing building renovation and new construction. Beginning as a construction superintendent for multifamily developments, he now possesses technical skills and knowledge in building science, forensic analysis and best practice construction techniques. While in New Orleans, he served the Louisiana Dept. of Education in facilities management and operations during its \$2.5 billion master rebuild program then, as Director of Construction for a national disaster recovery organization, led teams that built and rebuilt over 300 homes.



**Ward
Davis**

Ward Davis is a founding partner of High Street Real Estate & Development, a real estate company focused on urban and New Urban properties in vibrant, growing cities and towns. He formerly served as the Chief Executive Officer of The Village at Hendrix, a 112-acre traditional neighborhood in Conway, Arkansas. Prior to that he led the acquisitions team for Medical Properties Trust, a public real estate investment trust (REIT), and was a corporate finance investment banker for Stephens Inc. Ward previously served as President of the National Town Builders Association, a national trade organization for leading developers of economically, socially and environmentally sustainable neighborhoods and town centers. Ward has a BA in Economics from Davidson College, a General Course Diploma in Economics from The London School of Economics and Political Science, and an MBA from The University of Virginia.



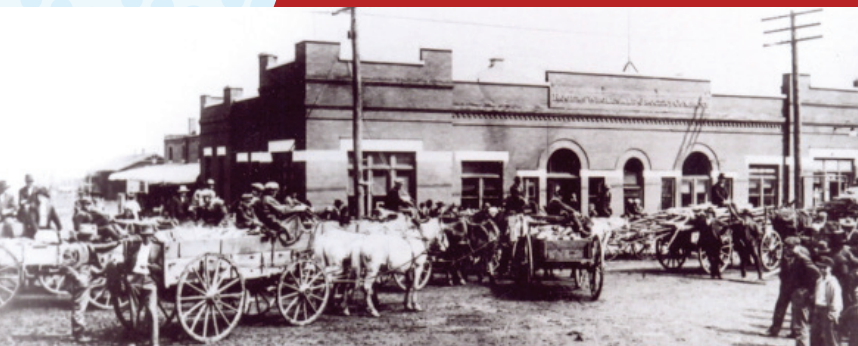
**Jessica
Hester**

A native of Northwest Arkansas, and founder of Verdant Studio, Jessica is a licensed Realtor and an active member of the NWA chapter of the Urban Land Institute focused on building a Women's Leadership Initiative. She holds a Bachelor of Architecture and a Master of Science in Design Research. Prior to founding Verdant, she co-founded an architecture practice in Rome, Georgia selling that in 2016 to return home. After a brief stint as the University of Arkansas Community Design Center's staff architect, she founded Verdant.



**Frank
Starkey**

Frank Starkey is an architect and real estate developer with deep experience developing walkable urban places. He is the founding principal of People Places, LLC, a real estate development, design, and consulting company in New Port Richey, Florida. It's projects include commercial, mixed use, and residential buildings – both new and adaptive reuse. Throughout his career Frank has been at the leading edge of New Urbanism, serving the Boards of The Seaside Institute and National Town Builders Association. He currently serves as Vice Chair of the Board of Congress for the New Urbanism.



SESSION 7

Activating Downtowns: The Power of Food & Beverage in Revitalization & Growth

Presentation:

Dan Hintz Kathleen Norris
Molly Rawn Ty Maloney

Discover the heartbeat of downtown activation as we center our session on the compelling influence of food & beverage establishments. Uncover the pivotal role that F&B plays as an engine for downtown revival, drawing in locals and visitors alike. Delve into their potential as catalysts for urban renewal, fostering a vibrant social scene that nurtures community engagement. Learn how a downtown can provide crucial support to these establishments in their early stages, propelling their success while fostering a nurturing environment for startups and small businesses. Beyond the culinary realm, we'll examine the additional assets that boost downtown activation, including lively breweries, outdoor entertainment/ beverage districts, sidewalk vendors, farmers markets, and the magnetic charm of public events. Engage with our panel of experts to grasp the transformative impact of food and beverage in reimagining city centers as dynamic hubs of gastronomic delight and cultural enchantment. Walk away inspired with actionable insights to leverage the power of food and beverage in downtown activation, breathing new life into your urban core and creating a culinary haven that celebrates the essence of community, commerce, and culture.



**Dan
Hintz**

As CEO of Velocity Group, Daniel has worked on a wide variety of projects in the area. He also owns and operates a German themed biergarten in Springdale with his partner Jennifer Hill Booker. He also owns and operates a successful B and B in downtown Bentonville. Prior to starting Velocity Group, he served as Executive Director of Fayetteville Downtown Partners, as well as Executive Director of Downtown Bentonville, Inc. where he managed and facilitated economic development, experience design and marketing for the 1768 acre downtown district.



**Molly
Rawn**

Molly Rawn is the CEO of Experience Fayetteville, the city's destination marketing organization. During her tenure, the city has seen unprecedented tourism growth including its highest HMR tax collection month on record. Rawn led the team responsible for planning and executing the 2022 Walmart UCI Cyclo-cross World Championship – the second time in 72 years the event was held on U.S. soil. Rawn has been leading the efforts to form a professionally staffed, non-profit downtown organization in Fayetteville, and serves on the board of the newly-formed Downtown Fayetteville Coalition.



**Kathleen
Norris**

Kathleen is a specialist in urban real estate and revitalization. Ms. Norris is also a licensed Real Estate Broker and Managing Principal of Urban Fast Forward, a WBE company. She continues to work with both landlords and tenants, representing some of Greater Cincinnati's best independent restaurateurs and retailers as well as a select list of regional and national clients. Prior to becoming a realtor and consultant, Ms. Norris was an arts industry executive for more than 30 years, serving as CEO of performing arts companies in Cincinnati, New York and Sydney, Australia.



Ty Maloney

With an extensive background spanning over fifteen years in construction, real estate development, and hospitality operations, Ty brings a wealth of invaluable expertise to his esteemed position at Marsh Collective. Renowned as a boutique consulting firm, Marsh Collective has emerged as a prominent advocate and practitioner of Redemptive Real Estate; an approach that empowers patrons to engage in sophisticated real estate development from a love of place. Prior to joining Marsh Collective, Ty made noteworthy contributions at Batson-Cook, one of the largest general contractors in the southeast.

SESSION 8

Leading Women: Shaping Vibrant Urban Cores

Presentation:

Alli Thurmond Quinlin Megan Brown
Erin Adkins-Oury Leslie Pickel

Celebrate the exceptional contributions of women in our traditionally male-dominated industry as they work to shape our cities. Discover their remarkable journeys, leading transformative projects in planning, design, and development, leaving tangible impacts on our communities. Learn how mentors have played a pivotal role in their careers, empowering them to excel and become mentors themselves for the next generation of female professionals. Explore available resources and support systems, including mentorship programs, networking opportunities, and professional development resources, to enhance success in urban development. Join us for an enlightening discussion, celebrating the invaluable contributions of women in urban development. Let's pave the way for a more diverse and inclusive future, fostering vibrant communities through the power of female leadership and innovation.



**Erin
Adkins-Oury**

A seasoned professional in the AEC industry, Erin Adkins-Oury has served for five years as the Director of Commercial Development at High Street Real Estate & Development. With the expertise of 25 years in building systems engineering, commercial contracting, and real estate development, she excels in effectively communicating and coordinating with all project stakeholders. Erin also has a passion for small-scale and infill residential development, particularly in the hands-on revitalization of existing attainable housing stock. She actively supports organizations advocating for gender equality and inclusion in the construction and development industries, offering guidance and mentorship to those in need. As the Vice Chair of the City of Fayetteville Board of Adjustments, Erin dedicates herself to equitable and balanced development.



**Megan
Brown**

Megan Brown serves at the Director of Signature Programming for ULI's Northwest Arkansas council. Through her work, she helps create and execute programs focused on advancing ULI's mission to 'shape the future of the built environment for transformative impact in communities worldwide.' Her current programs focus on growing and supporting the next generation of diverse real estate developers and supporting the built environment growth of the smaller communities of Northwest Arkansas. Megan also serves as a managing partner of Rally Properties, a local development company focused on creating attainably priced housing in walkable areas of NWA's downtown communities.



**Leslie
Pickel**

Leslie Pickel is principal of Seahaven Consulting, based in Habersham, South Carolina. With over 25 years of experience as a non-profit organization manager, she serves as managing director of The Urban Guild, a merit-based membership of traditional architects and urban planners. Leslie also is managing director of the American Shore and Beach Preservation Association, a national organization focused on coastal resiliency and advocating for healthy coastlines, and is event director for the Atlantic Intracoastal Waterway Association. Previously, Leslie served as managing director of The Seaside Institute, director of The National Town Builders Association, and director of real estate services at Habersham Land Company.

**Alli
Thurmond
Quinlin**

See session 4 for bio

SESSION 9

Gearing Up for Growth: Prepared Downtowns

Presentation:

Britin Bostick Taylor Robertson
John McCurdy Tom Yantis

As the region experiences rapid growth, it is crucial for existing downtowns in Northwest Arkansas to prepare and remain relevant over the next two decades. This insightful session delves into the strategies that established downtowns, including Springdale, Bentonville, Rogers, and Fayetteville, have adopted to navigate the challenges and seize opportunities that come with expansion. Explore best practices and success stories from these “big sisters” as they share invaluable lessons learned while maintaining their relevance and vibrancy. Discover how they have successfully managed growing pains, adapted to changing demographics, and retained their unique character. For emerging small downtowns, this session offers practical guidance on reducing growing pains and preparing for sustainable growth. Learn how fledgling communities can plan strategically, build robust partnerships, and engage with local stakeholders to create dynamic and inclusive town centers. Join us as we embark on a forward-looking discussion, exploring how downtowns in Northwest Arkansas can proactively position themselves for the region’s growth surge in the coming decades. Be inspired by the experiences of successful downtowns and take away actionable insights to shape vibrant, resilient, and enduring urban cores for the future.



Britin Bostick

Since the start of 2022 Britin has served as the Long Range Planning/Special Projects Manager for the City of Fayetteville, Arkansas, where she works on everything from historic preservation and development code amendments to housing and stormwater challenges. Britin transitioned her design and construction career with a Master of Science in Community and Regional Planning (specializing in historic preservation) and a Master of Public Affairs in 2016. As the Downtown & Historic Planner for the City of Georgetown, Texas she oversaw development review, compliance, and programming for two local historic districts and more than 1,300 locally-designated historic properties. During the Covid pandemic she started a web series called Tuesday Talks with Britin & Ann to share the history of Georgetown’s historic Square and well-known places with lesser-known stories.



John McCurdy

John McCurdy currently serves as the Director of Community Development for the City of Rogers. A Rogers native, he finds value in applying his diverse background to the service of his hometown. John focuses on urban planning and development for Rogers, leading the creation of the city’s first-ever comprehensive plan, which emphasizes smart growth and New Urbanist principles. John’s initial career path led him to the United States Air Force Academy, eventually serving as a Colonel. Taking a hiatus from military service, John gained business experience at Tyson Foods and Simmons Foods. Later, he had the opportunity to advise the United Arab Emirates on leadership and professional development programs.



Taylor Robertson

Taylor Robertson is the Planning Manager for the City of Bella Vista, Arkansas, where she oversees land development, current planning, and long-range planning within the city and its surrounding planning jurisdiction. One of Taylor’s most recent accomplishments is assisting with the Urban Land Institute’s Aligned for Affordability Policy and Practice Roadmap published in April of 2023. She is a member of the American Planning Association, Congress for New Urbanism, Urban Land Institute, and currently sits as a Chair of the Urban Land Institute’s Women’s Leadership Initiative.

Tom Yantis

See session 3 for bio



OPTIONAL VISIT

Art and Culture Oasis: Exploring Crystal Bridges and The Momentary

Welcome back to Bentonville, Arkansas, a vibrant city known for its cultural treasures. During your visit, immerse yourself in the artistic wonders of Crystal Bridges Museum of American Art, a world-renowned institution nestled in the natural beauty of the Ozarks. Explore an extensive collection of American art spanning from colonial times to contemporary masterpieces, displayed in the stunning architectural masterpiece designed by Moshe Safdie. Adjacent to Crystal Bridges lies The Momentary, an innovative contemporary art space housed in a transformed former Kraft Foods plant. Engage with dynamic exhibitions, performances, and multidisciplinary projects, all aimed at fostering creativity and collaboration. Embrace the unique fusion of art, nature, and community in Bentonville as you discover these two exceptional cultural destinations. Whether you're an art enthusiast or a curious traveler, your time in Bentonville promises to be an enriching and memorable experience.



THURSDAY **PRE-TOUR**

Unveiling Eureka Springs’ Historic Downtown: A Strenuous Stroll through Victorian Treasures

Discover the allure of Eureka Springs, Arkansas, and its exquisitely preserved Victorian architecture in a captivating walking tour. Delve into the charming streets of the historic downtown, adorned with ornate facades and picturesque balconies, showcasing the town’s opulent past. Amid arts, antiques, and natural springs, our expert guides will lead you on a hilly and winding journey, revealing the town’s vibrant history and forming a profound connection with its legacy. Lace up your walking shoes and join us on this transformative adventure, celebrating Eureka Springs’ heritage and the timeless beauty of its Victorian treasures.



FRIDAY TOUR 1

Discover Downtown Springdale: A Rising Urban Gem of Collaborative Development

Embark on an exciting tour of Downtown Springdale, an emerging town center in the heart of Northwest Arkansas, where major corporations and private developers are reshaping the urban landscape. Witness the vibrant transformation as corporate giants establish pockets of their workforce right in the city center, fostering a sense of community and work-life balance. As we explore the streets, you'll experience the seamless integration of market rate and attainable workforce housing, made possible through unique collaborations with philanthropic initiatives. Discover how these housing developments cater to diverse residents, creating a dynamic and inclusive neighborhood. Visit corporate stakeholder locations, where major companies have made strategic moves to build their presence, driving economic growth and creating job opportunities within the community. Our tour will take you to key locations showcasing the essence of Downtown Springdale's revival. Indulge in the flavors of local food and beverage establishments, explore charming retail shops, and experience the inviting ambiance

of Shiloh Square and Turnbow Park, vibrant community hubs at the heart of the city. Engage in insightful discussions about policies designed to foster a vibrant fusion of mixed uses in downtown. Witness firsthand how these well-intentioned measures have inadvertently overburdened the growing urban core with a surplus of empty shop fronts, while existing building owners face challenges in maintaining occupancy and attracting market-rate rents. Uncover the unexpected consequences of seemingly forward-thinking codes that mandate vertical mixed-use development, inadvertently discourage developers from contributing to the downtown's growth. Join us on this journey of discovery, where collaborative development has shaped Downtown Springdale into a thriving urban gem. Experience the energy, diversity, and vision that have transformed this area into a vibrant, inclusive, and dynamic city center. Welcome to the evolving landscape of Downtown Springdale – a testament to the power of collaboration and community-driven progress.

FRIDAY TOUR 2

Discover Downtown Bentonville: A Thriving, Visionary Urban Haven

Experience firsthand the dynamic energy of Downtown Bentonville, Arkansas – a vibrant and activated urban center that exemplifies visionary urban planning and rapid growth. Immerse yourself in the allure of significant capital investment, philanthropy, and the high demand for downtown living that have transformed this bustling hub into a thriving amalgamation of art, commerce, and technology. Explore the diverse culinary landscape as we visit food and beverage establishments that embody the city's rich flavors and culinary variety. Uncover the heart of Downtown Bentonville at its enchanting Square, where history converges with modernity, reflecting the true essence of this flourishing community. Be amazed by the larger-scale multi-family projects that offer

a glimpse into the urban living dream, attracting residents, businesses, and innovation to create a unique and welcoming environment. However, as we navigate the city's impressive growth, we'll also shed light on the challenges of rapid expansion without adequate public infrastructure ready to support it. Witness firsthand how the city grapples with accommodating the demands of its booming population while striving to preserve the character and charm that have made Bentonville so beloved. Throughout the tour, our expert guides will paint a vivid picture of the city's transformation, highlighting the seamless integration of heritage and innovation, with vibrant arts and cultural scenes intermingling with cutting-edge technology and commerce.

SATURDAY TOUR 3

Discover Downtown Rogers: Historic Charm and Modern Vibrancy

Discover the captivating transformation of downtown Rogers, Arkansas, as it experiences peak revitalization. In recent years, this historic downtown has seamlessly blended its timeless charm with modern establishments, creating a vibrant and fresh atmosphere that captivates visitors. Uncover the iconic 1907 building, now home to a diverse range of food and beverage establishments and contemporary multi-family living spaces, representing a perfect harmony of history and present-day amenities. Immerse yourself in the revitalized retail establishments that have reinvigorated the streets, offering unique shopping experiences that appeal to both residents and tourists. While retail and community spaces have taken a strong hold in growing downtown Rogers, the scarcity of housing presents a unique opportunity for developers to step in and help further propel the area's

revitalization. Join us as we explore the potential for creating inviting and sustainable housing options that complement the city's thriving urban landscape, contributing to a flourishing downtown living experience. Stroll through the dynamic parks that grace the downtown area, providing activity-focused spaces such as playgrounds, splash pads, and outdoor gathering spots, fostering a vibrant and engaged community. Join us for an unforgettable experience as we delve into the enchanting blend of history and modernity in downtown Rogers. Witness the city's peak revitalization as it flourishes into a dynamic and captivating destination, celebrating its heritage while embracing a vibrant future. Be part of the momentum, as developers seize the opportunity to nurture a balanced and thriving community by addressing the housing needs and contributing to the city's remarkable growth.

Honoring the Legacy of Morgan Hooker: A Memorial Dedication at Johnson Square Park



Join us as we gather to dedicate a memorial in honor of our cherished professional fellow and dear friend, Morgan Hooker. This poignant tribute, made possible by the generous members of the National Town Builders Association, stands proudly in Johnson Square Park, commemorating the legacy of a visionary and a true town builder, with a heartfelt nod towards his love of the little things that activate a place.

Together, we come to celebrate the life and remarkable contributions Morgan made to the world of urban development and town planning. Let us reflect on his unwavering commitment to fostering vibrant and inclusive communities, leaving a lasting impact on the landscape of town-building for generations to come.

As we gather in Johnson Square Park for this heartfelt occasion, we unite to honor the memory of Morgan Hooker and pay tribute to the enduring legacy he has left within the National Town Builders Association and beyond.

SATURDAY TOUR 4

Discover Downtown Fayetteville: Rich History, Vibrant Culture, and Community Spirit



Join us on an extraordinary journey through the heart of downtown Fayetteville, where the past meets the present, and community spirit thrives. Experience the dynamic charm of this city, influenced by its rich history, adjacency to the University of Arkansas, and progressive arts and culture scene. Two options for touring downtown Fayetteville will be available.

Walking Tour: Delve into the essence of Fayetteville as you stroll through the captivating Historic Square, adorned with architectural wonders and historical landmarks that narrate tales of the past. Witness the seamless integration of food and beverage establishments amidst interspersed housing and multi-family living, creating a vibrant urban tapestry. Explore the welcoming ambiance of the Fayetteville Public Library, fostering knowledge and community engagement. Uncover the artistic hub of Dickson Street, pulsating with energy and college town vitality.

Micro-Mobility Tour: For those seeking a faster-paced adventure, hop on an upright e-scooter, sit-down scooter, or electric bicycle for an exhilarating exploration of downtown Fayetteville. In addition to the locations visited by those on the walking tour, the pace of the Micro-Mobility tour will allow the group to effortlessly glide through the collegiate atmosphere around the University of Arkansas campus, and take you on a scenic ride through the Cultural Arts Corridor, where the city's artistic spirit comes alive.

A point of discussion on this tour will be the ongoing push and pull between the city, developers, and business owners concerning the availability of public parking, the implementation of paid parking, and adherence to mandated parking maximums. This dynamic interplay shapes the downtown experience and reflects the city's efforts to balance vibrant urban living with thoughtful parking management.

Downtown Fayetteville beckons, inviting you to immerse yourself in its captivating blend of history, culture, and community spirit. Whether you choose the leisurely walking tour or the exciting micro-mobility option, an unforgettable adventure awaits as we celebrate the soulful essence of this remarkable city.

TOUR GUIDES



Brad Lonberger

President – Brixton Development Group and Founder/VP – Place Strategies, Inc. Developer, urban designer, and architect focused on walkable, infill housing and mixed-use development. Projects are typically missing middle, sustainable, and mixed-income housing. Brad has an extensive project experience from his planning work in Arkansas. Since the Little Rock NTBA Roundtable, where he presented the Jump Start Initiative for Central Arkansas, Brad has led the Downtown Rogers Master Plan and Form-Based Code, El Paso Avenue Corridor Plan and Code in Russellville, and supported the Fort Smith Downtown Plan. Brad also serves as an owner's representative on developments, focusing on not-for-profit and private clients doing signature or legacy projects. Currently, this work occurs in Hot Springs and Pine Bluff, Arkansas and Fort Worth, Texas.



Yume Rudzanski

Yume is a Director of Development and is involved in many aspects of the development process from project inception through completion. She loves the opportunity to serve Northwest Arkansas communities through the build environment. With over 28 years of professional practice as an architect, she has worked on public and private projects from schools, museums, hospitals, and mixed-use buildings to a range of single and multifamily residential projects. Yume and her large family emigrated to the U.S. when she was only six years old. She moved to Northwest Arkansas for "just a couple of years" in 2000 and, like many others, has been here ever since.



Ward Davis

Ward Davis is a founding partner of High Street Real Estate & Development, a real estate company focused on urban and New Urban properties in vibrant, growing cities and towns. He formerly served as the Chief Executive Officer of The Village at Hendrix, a 112-acre traditional neighborhood in Conway, Arkansas. Prior to that he led the acquisitions team for Medical Properties Trust, a public real estate investment trust (REIT), and was a corporate finance investment banker for Stephens Inc. Ward previously served as President of the National Town Builders Association, a national trade organization for leading developers of economically, socially and environmentally sustainable neighborhoods and town centers. Ward has a BA in Economics from Davidson College, a General Course Diploma in Economics from The London School of Economics and Political Science, and an MBA from The University of Virginia.



Mitch Moore

A Northwest Arkansas native, Mitch spent the majority of his early life in Rogers before heading North to Minnesota. It was there that Mitch developed his passion for multifamily real estate, along with his distaste for cold weather. Moving back home in 2018, Mitch plugged in with Newell Development to help with the mission to Curate Place in Northwest Arkansas. In his role, Mitch is responsible for new project vision and underwriting, debt and equity sourcing, identifying new business opportunities, and all brokerage activity for the company.



Benjamin Craig

Benjamin is a Director of Development at Blue Crane. A licensed architect with 20 years of experience, Benjamin leads projects and teams across a multitude of disciplines ranging from multi-family, mixed-use, hospitality, retail, commercial, and single family. A fun fact, Benjamin is an explorer and backroads kind of guy. Often that's where you may find him: on two wheels.



John McCurdy

John McCurdy currently serves as the Director of Community Development for the City of Rogers. A Rogers native, he finds value in applying his diverse background to the service of his hometown. John focuses on urban planning and development for Rogers, leading the creation of the city's first-ever comprehensive plan, which emphasizes smart growth and New Urbanist principles. John's initial career path led him to the United States Air Force Academy, eventually serving as a Colonel. Taking a hiatus from military service, John gained business experience at Tyson Foods and Simmons Foods. Later, he had the opportunity to advise the United Arab Emirates on leadership and professional development programs.

TOUR GUIDES



Hannah Cicioni

Hannah Cicioni is Owner & Principal of CRD Real Estate & Development. With over 10 years in Commercial Real Estate and Real Estate Development, Hannah serves as Principal Broker for CRD, overseeing all aspects of the company. In addition, Hannah serves as lead for the development division of CRD. Prior to CRD, Hannah has been involved in land development and wildlife management consulting, as well as being the founder of a real estate development and consulting firm that specializes in historic preservation, residential, retail and mixed-use developments, in and around historic downtown settings nationwide. Hannah is also the Founder and Owner of TxAR House BBQ, located in Downtown Rogers. Through service on various boards for the City of Rogers and Rogers Lowell Chamber of Commerce, Hannah currently serves on the Planning Commission for the City of Rogers.

