

Economic Development – Tourism

- Establish county wide Tourism Commission. **Inventory all tourism signage on Interstate 30 and Highway 7.**
- Continue downtown development of Arkadelphia to create “college community”. Establish similar development in all Clark County communities. Establish standard design guidelines, including building appearance, signage and general streetscape requirements that creates an attractive, pedestrian –oriented shopping environment that is visually exciting and **re-engineer the physical image of Arkadelphia from Interstate 30 and Highway 7.**
- **Obtain a traffic flow analysis in each downtown district** and all high retail traffic areas throughout the county. In those instances where existing traffic flow or highway configuration is detrimental to desired community ambiance **obtain a feasibility study and cost estimate to reroute traffic.**
- Relocate the natural gas tanks adjacent to the Ouachita River Park in Arkadelphia to allow for park expansion to Highway 7.
- **Create a retail/entertainment corridor along Interstate 30** from Gurdon to Caddo Valley that includes numerous venues for retail shopping, dining, entertainment and lodging.
- Working in conjunction with local government and political leadership and the State Highway Department, **obtain an access ramp to Interstate 30 at the Country Club Road overpass in Arkadelphia** to provide better access to Malone Drive, opening this road to retail development activity.
- **Create a retail trucking center at the Interstate 30 and Gum Springs exit.**
- **Prepare a retail gap analysis of Clark County, with specific emphasis on Interstate 30** between the Gurdon and Caddo Valley exit ramps.

Economic Development – Business and Job Creation

- **Enhance the primary entry routes to Arkadelphia, Gurdon and Caddo Valley with high quality signage, entry-way landscaping and zoning reconfiguration.**
- Better define the university campuses of Henderson State University and Ouachita Baptist University with brick and iron fencing. Enhance entrances into both university campuses consider creating main entryways into the universities. Consider renaming 10th Street to University Avenue and adding tree lined center median to the roadway in front of both universities – creating a “University Boulevard”.
- **Relocate maintenance facilities for the City of Arkadelphia and Henderson State University.**
- **Improve the Interstate 30 entryway into Arkadelphia and the Highway 67 entryway into Gurdon.**
- Proactively market Clark County as a premier business location to state, regional and national business organizations, trade organizations, etc. **Complete the development of the Clark County Business Park by providing interstate access and sites for medium size office employers.**
- **Improve the transportation infrastructure of Clark County by engaging an engineering firm to conduct a comprehensive study comparing existing traffic patterns, road and highway infrastructure to an optimal traffic pattern and road/highway infrastructure design.** The study will provide recommendations to reroute traffic from highways 67, 51 and 8 away from downtown Arkadelphia (specifically the heavy truck traffic). **Consider construction of a bypass on the west side of the Ouachita River to satisfy this traffic pattern change.** Construction of a bypass will have an ancillary benefit of opening up land adjacent to the bypass to commercial and residential development. Include within the plan the addition of sidewalks, curb and underground drainage systems to all major roadways within the municipalities in Clark County. Establish bike paths along all major roadways.
- In conjunction with appropriate city government officials and interested citizens, consider honoring the memory of Dr. King by **renaming a street Dr. Martin Luther King Boulevard.**
- **Consider establishing stoplights at the Interstate 30 exits to Caddo Valley.**
- **Consider widening certain major roadways** through Arkadelphia and Gurdon into 4 or 3 lane/tree lined boulevards – 10th Street from Gildner Autoplex to Caddo Street; Pine Street from 28th street to 10th street and Caddo Street from Pine Street to the Ouachita River bridge and Highway 67 through Gurdon.
- **Improve signage all the entryways into the Arkadelphia sports complex** and improve visibility from Interstate 30.



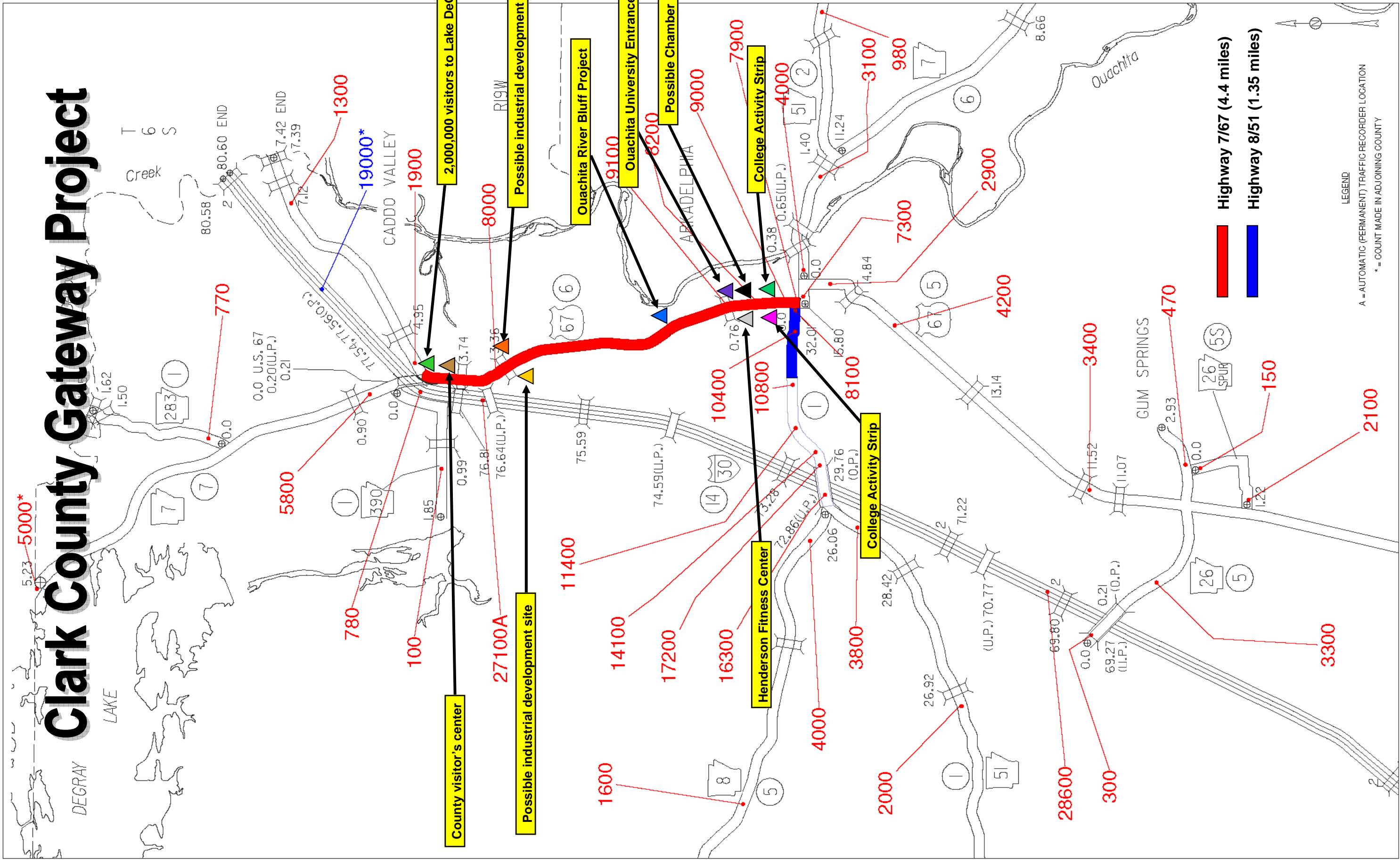
ARKADELPHIA GATEWAY PROJECT



Clark County Strategic Plan

Wesley Kluck, chair
410 Ouachita Street
OBU Box 3753
Arkadelphia, AR 71998-0001
870-245-5400
kluckw@obu.edu

Clark County Gateway Project



2007 ANNUAL AVERAGE
 2006 ANNUAL AVERAGE
 DAILY TRAFFIC ESTIMATES