FACT SHEET

Apple Blossom Avenue Improvements

Apple Blossom Avenue is a critical east-west corridor serving Springdale and Lowell that provides connection for residential, industrial, and commercial areas. This corridor has experienced significant traffic growth, which is expected to continue due to employment hubs and overall regional development. This is a design and engineering project to widen Apple Blossom Avenue from Goad Springs Street to Highway 265. This project also includes changes to intersections such as 71B and stormwater drainage as well as adding street lighting, side paths, and a connection to the Razorback Regional Greenway.

What is the goal of the project?

The goal is to improve current traffic flow, support future traffic, and provide safe experiences for all users. This is a design and engineering project that will prepare Apple Blossom Avenue for the construction phase of the project, anticipated in 2029.

What is a design and engineering project?

It is the step where engineers plan out how a project will be built including what it will look like, the materials needed, safety features, and technical details needed so that construction crews can build it correctly and safely.

Who leads the project?

The City of Springdale is leading the project in coordination with the City of Lowell, and the City of Springdale has hired Olsson, a local consulting firm, to lead the design of the project. This project will be completed in close coordination with the Arkansas Department of Transportation (ARDOT), who oversees projects that receive this type of federal funding.



Where is the project?

The project area is Apple Blossom Avenue from near Goad Springs Street and the J.B. Hunt Campus east to Highway 265/Old Wire Road.

How is the project funded?

This project is funded through a partnership with 80% of funds from a federal grant program (Surface Transportation Block Grant Program – Attributable, STBGP-A) and 20% of funds provided locally. Local funds were identified in the 2023 City of Springdale Bond Program to support this project.

Why does this project matter?

Apple Blossom Avenue is a main corridor that connects people and businesses. The number of people living near this corridor, the number of cars on this road, and the number of businesses along it are all expected to increase. This project will improve current conditions and prepare the corridor for the future.

What could the design include?

- Roadway widening to support future traffic growth
- Intersection changes to improve efficiency and safety
- Improved bicycle and pedestrian infrastructure, including a connection to the Razorback Regional Greenway
- Street and trail lighting
- Improved stormwater drainage to reduce flooding
- Improvement to public utilities including water and sanitary sewer
- Relocation of utilities like natural gas, communications, and electric
- Railroad crossing improvements to increase safety

How do you share your feedback?

Your input matters! People who live, work, or travel on Apple Blossom Avenue are encouraged to share their thoughts.

- Online: www.AppleBlossomAve.com to learn more, leave comments, and receive updates on the project.
- Public Meetings: at least two will be held for the project where you can learn more and provide feedback in person.

Timeline and actions

Spring 2026 - Project kick off
Spring 2026 - Fall 2026 - Environmental data collection and studies
Summer 2026 - First public meeting
Fall 2026 - Summer 2027 - Initial design development
Fall 2027 - Second public meeting
Winter 2027- Summer 2028 - Finalize design and construction documents

Contact

Project Manager, Olsson: Mariah Crews P.E. | (479) 974-4171
Deputy Director of Engineering, City of Springdale: Ryan Carr, P.E., PTOE | (479) 750-8105
Public Engagement, Olsson: Lauren Hildreth | (479) 443-3404