

A PLAN FOR A NEW AMERICAN TOWN

Resolution No. 10-23-18A

Resolution No. 02-11-2025M

Resolution No. 06-24-2025M

DPZ
CODESIGN

DPZ
CODESIGN

RESOLUTION NO. 10-23-18A

**A RESOLUTION ADOPTING THE BENTONVILLE COMMUNITY PLAN AND
FUTURE LAND USE MAP OF THE CITY OF BENTONVILLE, ARKANSAS
PURSUANT TO ARKANSAS CODE ANNOTATED §14-56-414**

WHEREAS, the Bentonville Community Plan is the City of Bentonville's most basic statement of public policy describing how the city can achieve its desired future and providing direction to city leaders as they make decisions; and,

WHEREAS, the Bentonville Community Plan includes the Future Land Use Map that shows the desired location for each land use as the city continues to grow and develop; serving as a guide for land use and development decisions; and,

WHEREAS, a three year-long process guided by a steering committee, involving public workshops, public hearings, and community surveys provided the direction for plan development;

**NOW, THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE
CITY OF BENTONVILLE, ARKANSAS, THAT:**

Section 1. That the Bentonville Community Plan and Future Land Use Map of the City of Bentonville, Arkansas is herein established by the Planning Commission and the City Council pursuant to Ark. Code Ann. §14-56-414, three copies of which are on file with the City Clerk and which is hereby adopted by reference as though it were copied herein fully.

Section 2. That a copy of this resolution, Bentonville Community Plan and Future Land Use Map of the City of Bentonville shall be filed with the City Clerk and the County Recorder.

Section 3. That this resolution shall be in full force and effect from and after the date of its passage.

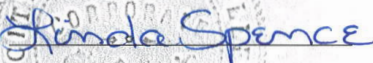
PASSED and APPROVED this 23rd day of October, 2018.

APPROVED:

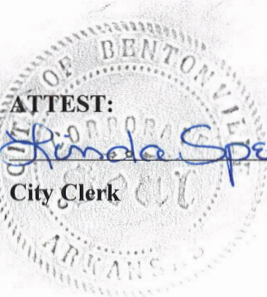


Mayor Bob McCaslin

ATTEST:



City Clerk



2018 Acknowledgments

MAYOR

Bob McCaslin

CITY COUNCIL

Stephanie Orman

Ward 1 Position 1

Chad M Goss

Ward 1 Position 2

Tim Robinson

Ward 2 Position 1

Chris Sooter

Ward 2 Position 2

Aubrey Patterson
Ward 3 Position 1

Bill Burckart

Ward 3 Position 2

Octavio Sanchez
Ward 4 Position 1

Jon Terlouw

Ward 4 Position 2

PLANNING COMMISSIONERS

Scott Eccleston

Jim Grider

Rod Sanders

Joe Haynie

Richard Binns

Elaine Kerr

Dana Davis

STEERING COMMITTEE

Dr. Stephen Goss, MD
**Health | Clinic President,
Mercy Clinic NWA**

Paul Wallace
**Education | Director of Facilities,
Bentonville Public Schools**

Lee Culpepper / Mark Espinoza
**Walmart Corporate | Corporate
Affairs, Walmart**

Larry Perkin
**Business Community | Partner,
Hight Jackson**

Kalene Griffith
**Travel and Tourism | Executive
Director, Visit Bentonville**

Josh Kyles
Development | Kyleton

Tim Robinson
City Council | Walmart

Scott Eccleston
**Planning Commission | Crystal
Bridges Museum of American Art**

April Seggebruch
Business Owner | Movista

Charles Walsh
Resident at Large

Sheree Miller
Social Service

Rob Apple
**Downtown | RopeSwing
Hospitality Group**

STAFF

Troy Galloway, AICP
**Director of Community
and Economic Development**

Shelli Kerr, AICP
**Interim Director of Community
and Economic Development**

Brian Bahr
**Economic Development
Coordinator**

Mike Bender
Director of Public Works

Dennis Birge
Transportation Engineer

Jon Stanley
Senior Planner

Danielle Semsrott, AICP
Senior Planner

Tyler Overstreet
Planner

Camille Thompson
Staff Attorney

Nancy Busen
Manager of Wastewater

Preston Newbill
Manager of Water

Gary Wilson
Manager of Billing and Collections

Travis Matlock
Engineering Director

Hadi Dudley
Library Director

David Wright
Parks and Recreation Director

Brent Boydston
Fire Chief

Jon Simpson
Police Chief

SPECIAL THANKS TO THE BENTONVILLE COMMUNITY

A special thank you goes to everyone who participated in the planning process for the Bentonville Community Plan. This Plan was made possible by the contributions and insights of the residents, business owners, property owners, and representatives from various groups and organizations.

PROJECT CONSULTANT



We are an innovation-based urban planning and design firm. We pride ourselves on creativity, collaboration, and delivery of quality. Our team approach is built on strong relationships, the exchange of ideas, and a commitment to the integration of technology. Our priorities are to do good, have fun, work hard, and provide responsive, visionary, and viable solutions to our clients and partners.

RESOLUTION NO. 2-11-25 M

A RESOLUTION ADOPTING A NEW FUTURE LAND USE MAP AND PLACE TYPES FOR THE CITY OF BENTONVILLE, ARKANSAS; AMENDING THE 2018 BENTONVILLE COMMUNITY PLAN; ADOPTING A FUTURE LAND USE MAP AND ZONING ALIGNMENT POLICY PURSUANT TO ARKANSAS CODE ANNOTATED §14-56-414; AND FOR OTHER PURPOSES.

WHEREAS, the Future Land Use Map is the foundation for future community development, showing the desired location for each land use as the city continues to grow and develop while serving as a guide for land use and development decisions;

WHEREAS, the Bentonville Community Plan and Future Land Use Map were adopted on October 23, 2018;

WHEREAS, in 2023, city officials determined a need to update the Future Land Use Map due to continuing growth;

WHEREAS, the city hired DPZ CoDesign to lead a year-long process, guided by robust public engagement, which provided the direction for the Future Land Use Map Update;

WHEREAS, a Future Land Use Map and Zoning Alignment Policy is needed in the interim until new zoning districts are adopted; and

WHEREAS, additional areas of study have been identified on the Future Land Use Map that will be analyzed in greater detail upon adoption of the Future Land Use Map and Place Types.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BENTONVILLE, ARKANSAS, THAT:

Section 1: That the Future Land Use Map of the City of Bentonville, Arkansas as shown in *Exhibit A: Bentonville Future Land Use Map* is herein established by the Planning Commission and the City Council pursuant to Ark. Code Ann. §14-56-414, three copies of which are on file with the City Clerk and which is hereby adopted by reference as though it were copied herein fully;

Section 2: That Bentonville Community Plan, Chapter 2 Community Profile is hereby updated by adding *Exhibit B: Community Plan Update to Chapter 2 and Chapter 4*, three copies of which are on file with the City Clerk and which is hereby adopted by reference as though it were copied herein fully;

Section 3: That the Future Land Use Map and Zoning Alignment Policy as shown in Exhibit C is herein established by the Planning Commission and City Council, three copies of which are on file with the City Clerk and which are hereby adopted by reference as though it were copied herein fully;

Section 4: That the areas highlighted in *Exhibit D: Study Areas* will undergo further analysis, and proposed amendments will be submitted for review to Planning Commission no later than July 31, 2025;

Section 5: That a copy of this Resolution and all exhibits will be filed with the City Clerk and the County Recorder;

Section 6 - Severability Provision: If any part of this Resolution is held invalid, the remainder of this Resolution shall continue in effect as if such invalid portion never existed;

Section 7 - Repeal of Conflicting Provisions: All Ordinances, Resolutions, or Orders of the City Council, or parts of the same, in conflict with this Resolution are repealed to the extent of such conflict; and

Section 8: That this Resolution shall be in full force and effect from and after the date of its passage.

PASSED and APPROVED this 11 day of February, 2025.

APPROVED:


Stephanie Orman, Mayor

ATTEST:


Malorie Marrs, City Clerk



2025 Acknowledgements

MAYOR

Stephanie Orman

CITY COUNCIL

Beckie Seba
Ward 1 Position 1

Gayatri Agnew
Ward 1 Position 2

Cindy Acree
Ward 2 Position 1

Chris Sooter
Ward 2 Position 2

Aubrey Patterson
Ward 3 Position 1

Bill Burckart
Ward 3 Position 2

Octavio Sanchez
Ward 4 Position 1

Holly Hook
Ward 4 Position 2

PLANNING COMMISSION

Reginald Wright, Chairperson

Dana Davis, V. Chairperson

Douglas Bryant

Eric Hipp

Ifeoma Ibekwe

Danny Bennet

Elaine Kerr

STEERING COMMITTEE

Ani Ruddha

Austin Bryan

Brenda Anderson

Celia Swanson

Charlotte Stacy

Cortney Carlson

Dana Schlagenhaft

Dean Kruithof

Dennis Rittle

Gayatri Agnew

James Bell

Janet Schwanhausser

Jessica Pearson

Joe Albright

Kalene Griffith

Kevin Butler

Octavio Sanchez

Reginald Wright

Rod Sanders

Sam Slaton

Sapna Ramachandran

Scott Eccleston

STAFF

Tyler Overstreet, AICP
Planning Director

Patrick Johndrow
Finance Director

Mike Bender
Public Works Director

Dennis Birge
Transportation Director

Bonnie Bridges
Staff Attorney

Preston Newbill
Deputy Director Water Utility

Gary Wilson
Manager of Billing and Collections

Travis Matlock
Engineering Director

Hadi Dudley
Library Director

David Wright
Parks and Recreation Director

Justin Scantlin
Fire Chief

Ray Shastid
Police Chief

Table of Contents

1	INTRODUCTION	1
2	COMMUNITY PROFILE	9
3	VISION and GUIDING PRINCIPLES	37
4	LAND USE and STRATEGIC GROWTH	41
5	NEIGHBORHOODS and HOUSING	71
6	COMMERCE and INDUSTRY	81
7	TRANSPORTATION and MOBILITY	93
8	OPEN SPACES and ENVIRONMENT	107
9	COMMUNITY FACILITIES and INFRASTRUCTURE	119
10	SUBAREA PLANS	127
	DOWNTOWN BENTONVILLE	136
	DOWNTOWN NEIGHBORHOODS	154
	8 TH STREET	164
	14 TH STREET	176
	REGIONAL AIRPORT BOULEVARD	186
11	IMPLEMENTATION	189

1

AT A GLANCE

What is the Bentonville Community Plan?

How was this Plan created?

What are the elements of the Bentonville Community Plan?

National Setting

Regional Setting

Community Setting

Planning Area

History

INTRODUCTION

Bentonville is a community of strong spirit and optimism; a community that believes its best days lie ahead. Blessed with a "can do" attitude, an entrepreneurial heart, and the resources and institutional commitment to leverage catalytic change, Bentonville is uniquely positioned to take on big challenges and work toward fulfilling the community's aspirations.

Bentonville is facing more challenges because of its success, rather than facing challenges due to its failures. The city is experiencing tremendous growth, but how best to manage it? Development interest has never been stronger, but how to best balance new infill development with historic charm? And as areas of the community begin to transform due to economic success and investment, what should be the character that defines "sense of place" in the future?

The Bentonville Community Plan provides the guidance necessary to answer these questions and sets the course for the future of the community. By taking full advantage of its assets and the overwhelming sense of community stewardship, this Plan will ensure Bentonville has the vision, tools, focus, and strategies necessary to realize its full potential.

CORE VALUES

Holding true to community values and character as a rudder for moving forward, the Bentonville Community Plan is built upon a foundation of five guiding principles that reflect the heart and character of the community.

1. Thoughtful Growth
2. Sustainable Economy
3. Welcoming and Diverse
4. The Bentonville Experience
5. A Great Place to Plant Roots



WHAT IS THE BENTONVILLE COMMUNITY PLAN?

The Bentonville Community Plan is the official comprehensive plan for the City of Bentonville. It is intended to serve as a roadmap for the community as it evolves, grows, and changes over time. The Bentonville Community Plan should serve as a foundation for decision-making for stakeholders throughout the community, including elected and appointed officials, business owners and developers, educational facilities and not-for-profits, and residents and community groups. Strategies and policies within the plan should guide municipal regulations, and annual budgeting.

Further, recommendations and improvement projects should assist with capital improvement programming. The plan helps to achieve a more coordinated "collective impact" across all spectrums of community life.

The Bentonville Community Plan addresses the issues, challenges, trends, and opportunities facing the community. The Plan articulates a vision for Bentonville that reflects the community's aspirations while respecting the unique character and defining sense of place that distinguishes Bentonville from other places. The Community Plan addresses issues related to land use and development, sense of place, transportation and mobility, facilities and infrastructure, open space and environment, economic development, and much more.

The Bentonville Community Plan is a living document intended to be responsive to changing conditions over time. The plan cannot tackle every issue in sufficient detail to determine every type of necessary action. The plan is not an ordinance or a regulation, but instead serves to identify key areas of focus, define a vision for future growth and development, and provide guidance for city actions and investments over the next 10 to 20 years.

The plan serves the following key functions:

Telling Bentonville's Story and Sharing Its Vision: serve as a powerful statement of the community's vision for how it grows and changes in the coming years.

Evaluate and Inform Development Proposals: guide and assist in the evaluation of development proposals and help ensure support for the city's longterm objectives.

Regulatory Framework: serve as a foundation for zoning and subdivision regulations, water planning and policy, annexations, and other decisions guided by these regulations.

Local and Regional Coordination: inform and coordinate local and regional planning initiatives at the city, county and regional levels.

CIP and Budgeting: inform the development of the city's capital improvement program and budgeting process.

Identify Future Studies: help identify additional studies and future action steps to address specific needs.

Inform and Educate: provide important information for policy makers, local boards and commissions, organizations, businesses, and residents.



HOW WAS THIS PLAN **CREATED**?

In August 2015, the City of Bentonville initiated the process to create a new community-wide comprehensive plan, known as the Bentonville Community Plan. A multi-step process was undertaken to ensure the plan would be reflective of community aspirations, comprehensive in scope, visionary and forward-thinking, grounded in market realities, and implementable over time.

The process leveraged industry-leading geospatial analytical tools to accurately assess the impact of different growth and development scenarios over time. This approach resulted in the development of land use recommendations that best accommodated projected community growth, while balancing the long-term impact on infrastructure and community sense of place.

Overall, the approach used to develop the Bentonville Community Plan included the following major components:

Listening – A robust public outreach and participation campaign engaged residents, elected and appointed officials, businesses, not-for-profits, students, and other community stakeholders to develop consensus around key areas of interest, priorities, and strategies for moving forward.

Inventorying and Assessing – A complete inventory and assessment of the existing conditions, regulations, current and past plans, and physical attributes of the community was undertaken to ensure a thorough understanding of the community's overall context.

Data Analysis – Extensive research and analysis of market and demographic data was undertaken to establish a firm understanding of existing and projected population trends and market conditions, in order to provide the insight necessary to ensure land use and planning recommendations are realistic and market viable.

Establishing a Vision – Working with an engaged and informed community, the process sought to establish a vision and direction for the community that was reflective of community values and aspirations.

Scenario Testing – Building on community input, data analysis, and visioning, preliminary plans and recommendations were developed, "tested", and refined to ensure the community's vision was also viable and provided the balance necessary to provide sustainable growth, investment, and development over time.

Developing Plans – Based on all previous steps in the planning process, detailed plans and recommendations were developed for all areas of the city and its planning jurisdiction, including subarea plans for key locations within the community.

Implementation Strategies – Finally, implementation strategies were developed to provide the community with the tools and direction necessary to begin and sustain implementation of plan recommendations.



WHAT ARE THE **ELEMENTS** OF THE BENTONVILLE COMMUNITY PLAN?

The Bentonville Community Plan addresses how the city will grow, how the economy can thrive, how people will get around, how our neighborhoods can be more livable, and how the Bentonville community can be an even better place to live and visit. The Bentonville Community Plan includes the following 11 elements.

1. INTRODUCTION

Establishes the role of the Community Plan.

2. INFLUENCES and COMMUNITY CONTEXT

Highlights several planning influences related to past plans and studies, community outreach, and key issues.

3. VISION and GUIDING PRINCIPLES

Describes the vision and guiding principles that run through all elements of the plan.

4. LAND USE and GROWTH MANAGEMENT

Describes what type of development should go where and how the city should align its resources and services with the population as it grows over time.

5. NEIGHBORHOODS and HOUSING

Establishes policies related to areas where Bentonville residents live in order to improve neighborhood character.

6. COMMERCE and INDUSTRY

Identifies ways to support a healthy local economy and improve the character of Bentonville's main corridors.

7. LOCAL and REGIONAL MOBILITY

Describes how a layered transportation network can support active lifestyles and improve access to jobs, recreation, commerce, entertainment, and more.

8. PARKS and OPEN SPACE

Identifies tools for protecting important natural areas and enhancing access to community amenities.

9. PUBLIC FACILITIES and INFRASTRUCTURE

Establishes policies to ensure that utilities and services enhance local character, identity, and culture.

10. SUBAREA PLANS

Provides detailed planning concepts for five evolving areas of Bentonville.

11. IMPLEMENTATION

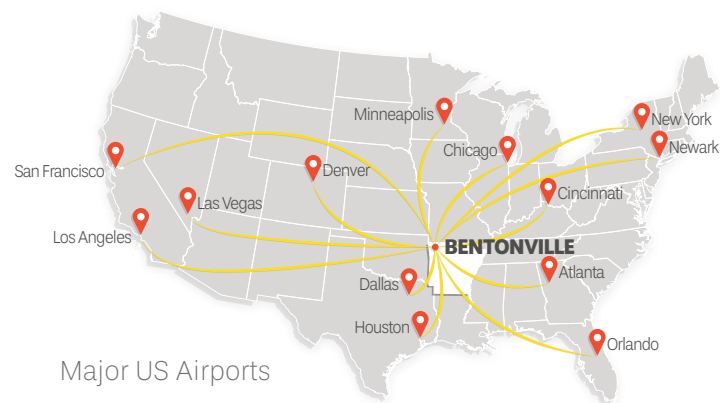
Provides strategic guidance on how to put the plan into action and assess its impacts over the next fifteen to twenty years.

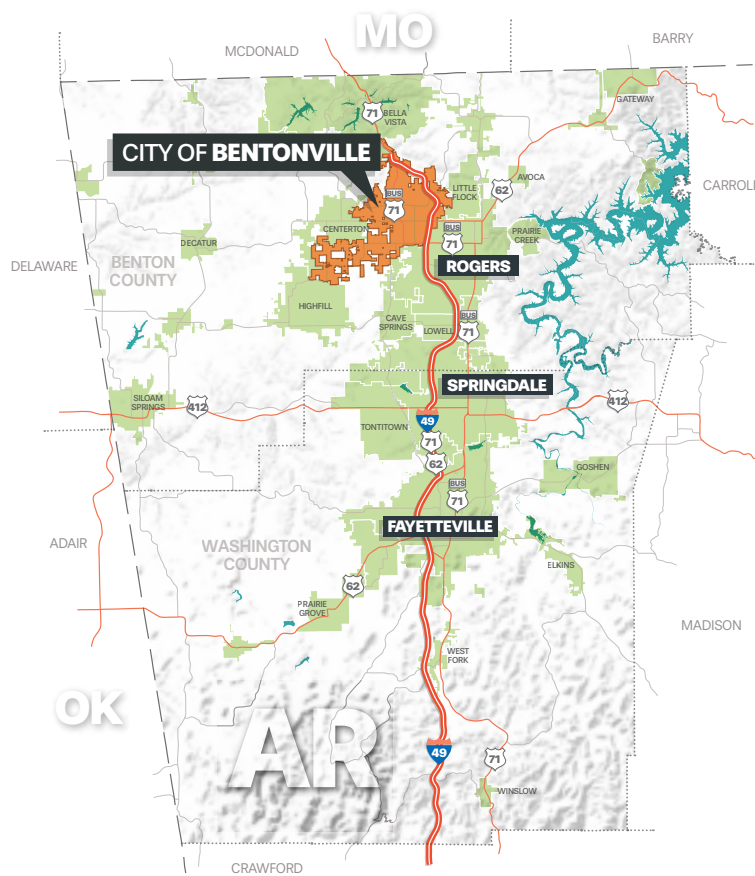


NATIONAL SETTING

The City of Bentonville is becoming a key player on a national scale. As the world headquarters for the Walmart Corporation, Bentonville has a far reaching and ever expanding impact on the corporate world. The city's distinctive topography and landscape have made it a destination for recreation and sports, hosting the World Mountain Biking Summit in 2016.

The Northwest Arkansas Regional Airport, located southwest of the city, provides national and international transportation to Bentonville. In addition, cultural amenities like The Crystal Bridges Museum of American Art and the Bentonville Film Festival, are bringing widespread attention to the city at large. The city's continued growth as a corporate, recreational, and cultural hotspot is putting Bentonville on the national and global stage.





REGIONAL SETTING

Bentonville is located in the north-west corner of Arkansas, roughly 8 miles south of the Missouri border and 20 miles east of the Oklahoma border. The city has a population of approximately 45,000 and is the seat of Benton County. Bentonville is part of the two-county Northwest Arkansas region, also known as the Fayetteville–Springdale–Rogers metropolitan statistical area (MSA). The MSA ranks 109th in the United States in population, home to approximately 525,000 people, yet has the country's 24th largest Gross Metropolitan Product (GMP).

The city is bordered to the east and south by Rogers, the north by Bella Vista, and the west by Centerton. Interstate 49 runs north and south through eastern Bentonville connecting the city to other communities in the region, as well as major metropolitan centers. The community's growing population and influence are elevating Bentonville's role within the Northwest Arkansas region.

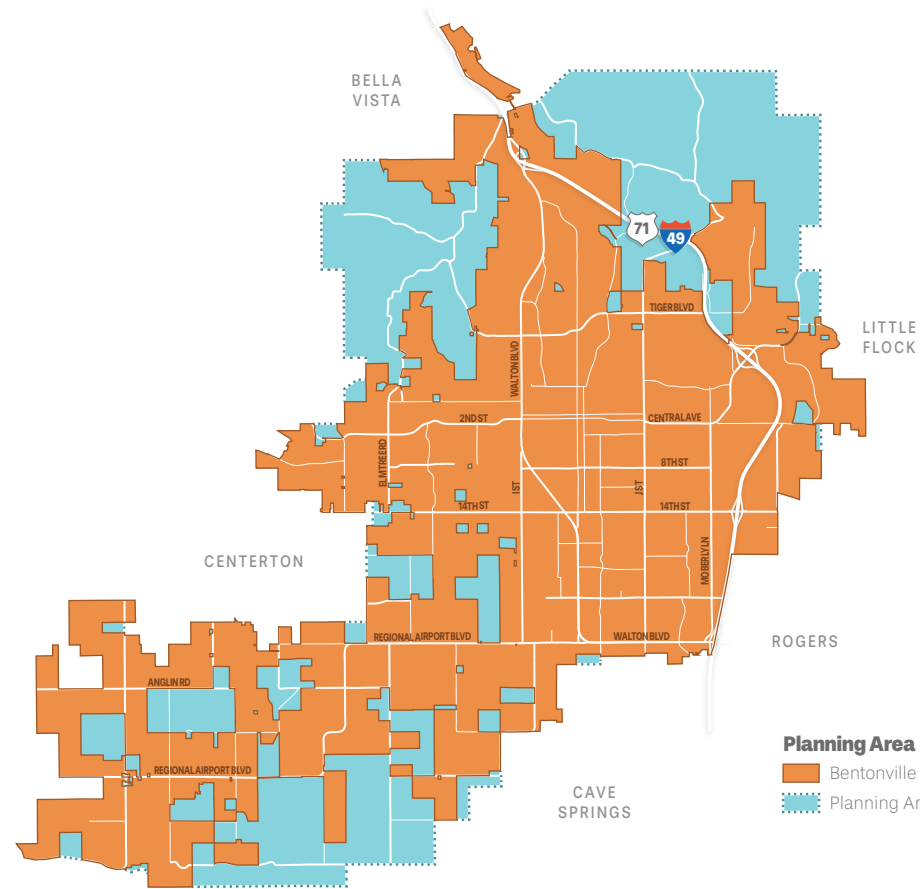
COMMUNITY SETTING

Bentonville is a community in motion. Once a small community nestled in the Ozark foothills, Bentonville has maintained its unique character and charm as it has evolved into a rapidly growing community with inviting neighborhoods, a thriving local economy, and booming cultural scene. Historic Downtown Bentonville remains the heart of the community, providing a strong link to the past while accommodating new shopping, entertainment, restaurants, and cultural offerings.

Bentonville offers tremendous opportunity for new growth and investment. From the resurgence of the traditional downtown neighborhoods to the development of large-scale industrial and business facilities on the edge of its planning area, Bentonville is constantly improving upon the best it has to offer. Bentonville truly is a new American town.

PLANNING AREA

The planning boundary depicted in the above map represents the area under the planning jurisdiction of the City of Bentonville. According to Arkansas Statute § 14-56-413 – Territorial Jurisdiction, the City of Bentonville is able to adopt planning policies for lands within its municipal boundary as well as the area one mile beyond the municipal boundary, so long as it doesn't intrude upon other municipalities or their agreed upon planning areas. The current municipal boundary was established by Resolution No. 1-24-12A on January 24, 2012.





Circa early 1920's



Circa early 1900's

HISTORY

Bentonville's early history is typical of a frontier community. Originally named Osage after the Osage tribe that occupied the area, the community was given its current name in 1843 and was first incorporated in 1873. Bentonville was a key staging area during the Civil War and was heavily impacted by fires and destruction as a result.

Many of the oldest buildings standing in Bentonville today are the result of the Reconstruction Era following the Civil War. The community's early economy was based on agriculture and livestock – specifically, apple crops and poultry. However, the economic and physical landscape in Bentonville was destined to change dramatically.

In 1950, Sam Walton opened Walton's Five and Dime in a store-front facing Bentonville Square. As of 2014, Walmart had over 11,000 stores around the world and annual revenue of over \$485 billion. While Walmart was the primary spark, there are several pieces of kindling that supported the rapid economic and population growth in Bentonville and the region, including University of Arkansas, Tyson Foods, and J. B. Hunt.



Circa 1900's



Circa early 1970's



Circa 1900

2

AT A GLANCE

Bentonville's Regional Role

Population Growth

People

Housing

Jobs

Community Outreach

Past Plans and Studies

COMMUNITY PROFILE

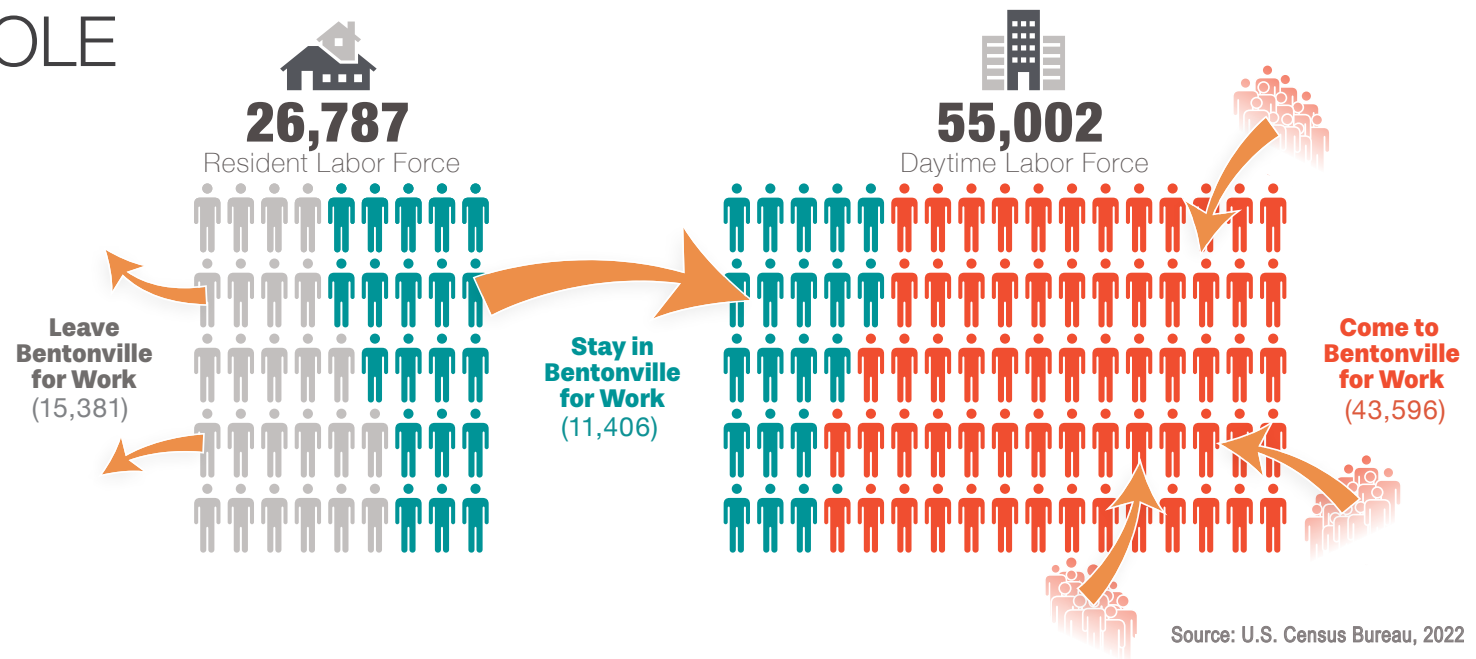
2025 UPDATE

Over the past decade, Bentonville has seen an unprecedented rate of growth, transforming the city and positioning it for further expansion and economic diversification. This concentrated growth in Bentonville—within a rapidly expanding Northwest Arkansas—has outpaced the development of housing, transportation, and essential infrastructure, leading to challenges such as traffic congestion, limited sewer capacity, and escalating housing costs. Bentonville's unique small-town charm remains an important community value, and preserving this quality amid urbanization requires new residential and commercial developments that relieve pressure on the city center while supporting fiscally responsible growth.

At this pivotal moment, the Community Plan has been updated to better address Bentonville's evolving needs and capitalize on the opportunities presented by regional growth. The updated plan takes into account Bentonville's current demographic trends, housing needs, job market, and community feedback to guide strategic land use and transportation decisions. This growth trajectory presents a significant opportunity to diversify the regional economy, broaden housing choices, and improve quality of life through thoughtful placemaking initiatives and the conservation of nearby rural and natural areas.

This chapter outlines the key factors influencing the Community Plan, including a detailed analysis of demographics, employment, housing, and input from Bentonville residents. Together, these components serve as a foundation for the plan's strategic recommendations—found in the following chapters—that aim to support Bentonville's development in a way that aligns with the city's values, meets the needs of a diverse and growing population, and ensures a vibrant future for the community.

BENTONVILLE'S REGIONAL ROLE



A CHANGING REGION

Over the past two decades, Northwest Arkansas has transformed from a largely rural area into a dynamic, economically diverse region with increasing national recognition. Bentonville, in particular, has evolved from a quiet town centered around Walmart's headquarters to a vibrant economic, cultural, and social hub. This evolution has brought numerous benefits, including a strong job market, world-class recreational and cultural facilities, and a growing selection of diverse dining and entertainment options. Regionally, Bentonville serves as a destination for both employment and entertainment and is gaining recognition as a national hotspot for recreation and culture.

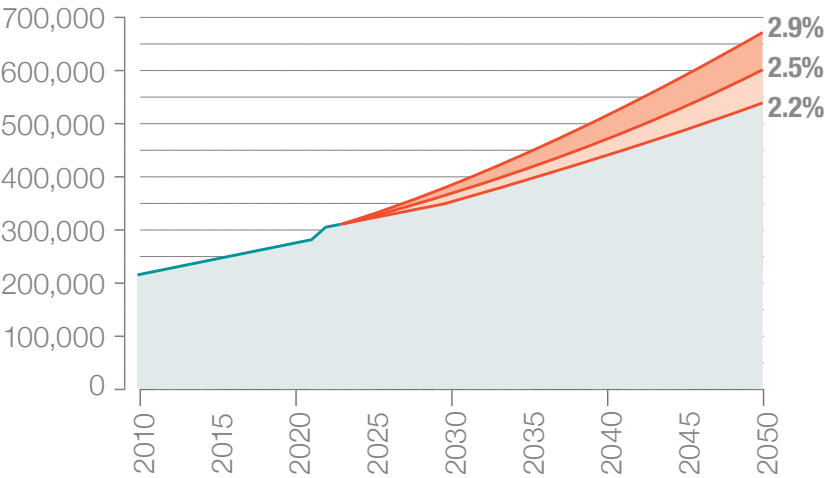
Bentonville's position as a regional employment leader has created significant transportation pressures, with 80% of the city's workforce commuting daily from surrounding areas, leading to congestion on city streets. The pace and spread of regional growth have outpaced transportation infrastructure, with future facilities needing better regional coordination. As Bentonville continues to expand, addressing transportation challenges will be critical to maintaining the city's quality of life.

As a center for entertainment, recreation, and culture, Bentonville attracts visitors from far and wide. It's common to hear various languages around the town square and to see mountain bike riders throughout downtown. While the tourist sector has been bolstered by high-quality attractions, an expanding food scene, and increasing flight options, there remains a shortage of lodging and transportation resources. The resulting rise in short-term rentals has added pressure to the already high-demand housing market.

Bentonville's growth is part of a broader regional trend. Nearby cities like Rogers have developed housing, retail, and office spaces that are deeply connected to Bentonville's economy and weekday population. The surrounding cities of Centerton, Bella Vista, and Pea Ridge have also expanded, offering residential options to support the Bentonville-Rogers economic hub. To the south, Springdale and Fayetteville form another economic and cultural pairing, driven by the University of Arkansas and a mix of office, retail, and housing developments. Together, this regional growth, along with strong economies and emerging cultural assets, is accelerating overall expansion, as reflected in optimistic growth projections.

The Community Plan is designed to meet Bentonville's unprecedented growth and increasingly diverse population and economy. As the region continues to develop beyond previous expectations, Bentonville must actively manage this growth to preserve its unique character, reduce strain on downtown and surrounding neighborhoods, and foster an environment that supports long-term economic resilience and vitality.

POPULATION (BENTON COUNTY, AR)



Source: U.S. Census, LandUse USA

POPULATION GROWTH

BENTONVILLE'S SCALE

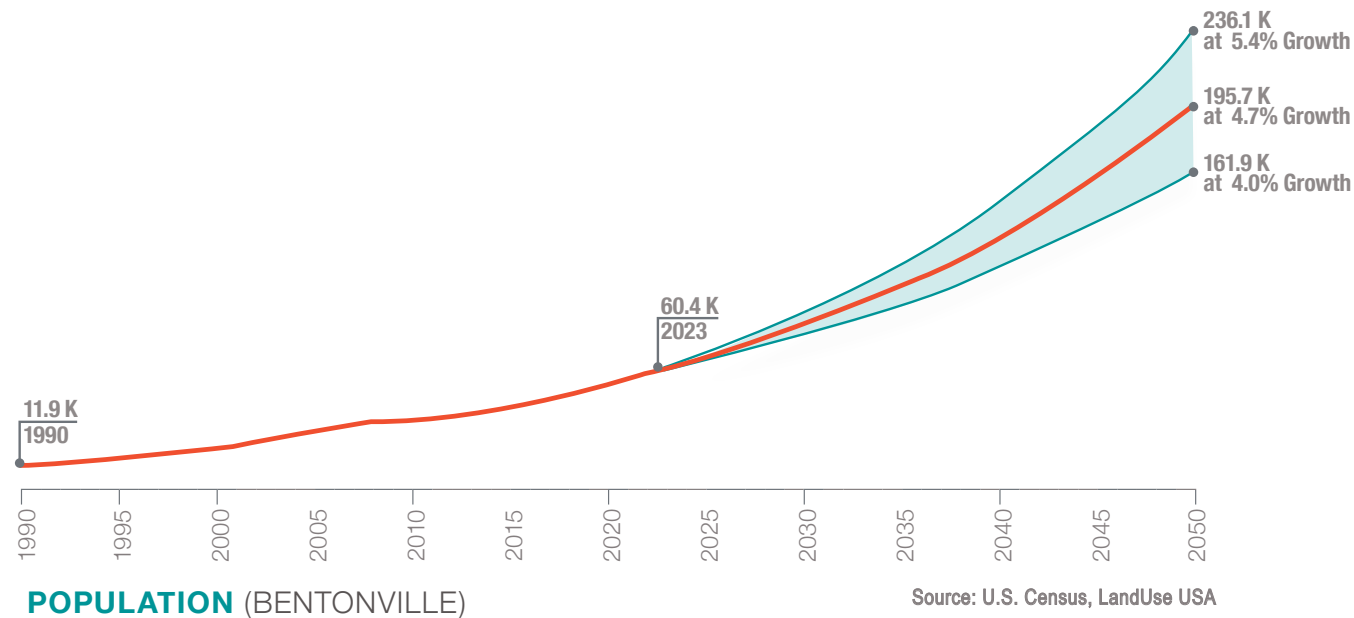
Recent unprecedented growth has raised a central question: just how much will Bentonville expand in the coming decades?

To guide planning, three growth scenarios have been developed, each offering a long-term population forecast. In a moderate growth scenario, current rates would slow to about 4.0% annually, with the population reaching approximately 161,900 by 2050. If recent growth trends hold steady at 4.7%, Bentonville's population could approach 195,700 by 2050. In an accelerated scenario of

5.4% annual growth, a rate that Bentonville has recently experienced, the population could surge to nearly 236,100 by 2050. Even at the conservative 4% growth rate, projections suggest a population over 230,000 by 2060, indicating that Bentonville may quadruple in size within the next few decades.

The Community Plan outlines strategies to accommodate a city four times its current size. Limiting growth within Bentonville would likely shift demand to surrounding communities, worsening traffic congestion and straining resources.

To meet these challenges, Bentonville must proactively manage its expansion, directing growth to meet the city's fiscal needs while enhancing quality of life for its residents. The city should align its policies to enable a fast pace of development to accommodate a diversity of demand for housing and for economic expansion. Both should consider cost and the growing lack of affordability - for places to live and for new businesses to establish.



PEOPLE

EVOLVING POPULATION

Bentonville's demographic profile is shifting rapidly, with a notable increase in foreign-born residents, especially from India, and an influx of newcomers from other states like Texas, Missouri, and Oklahoma. These trends are diversifying the community and driving demand for housing, varied recreational facilities, and culturally relevant services. Bentonville also has a relatively young, affluent, and well-educated population. With a median household income projected to reach \$105,600 by 2028 and over half of residents holding a bachelor's degree or higher, the city stands out as an attractive hub for economic activity and skilled labor.

The following actions represent some of many ways the city can advance its programs, policies, and partnerships to support an evolving population.

Culturally Inclusive Community Services:

Develop parks, libraries, and community centers that reflect the city's diverse population, with multilingual materials, cultural programming, and event spaces that celebrate different backgrounds.

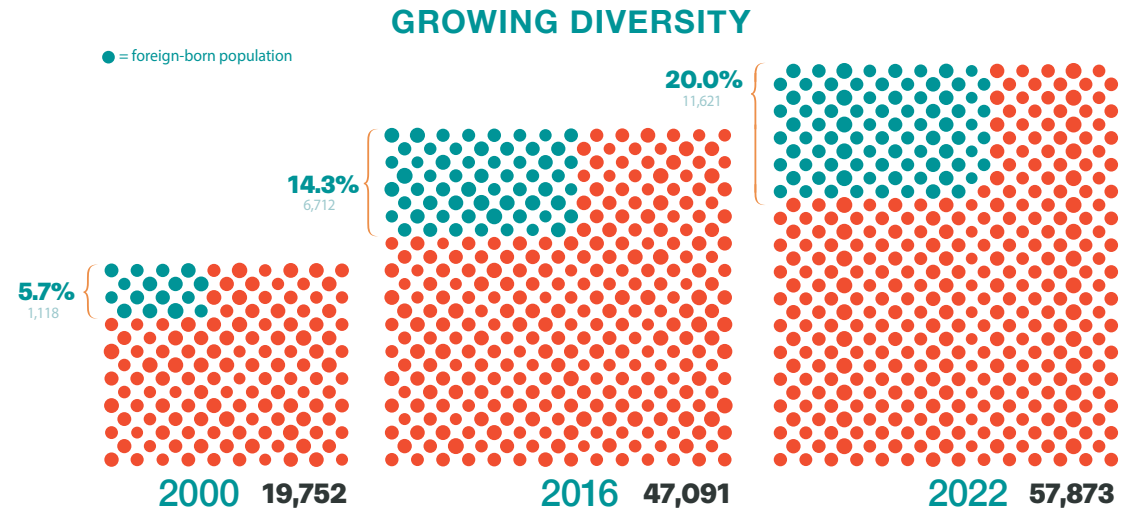
Housing Diversity: Create policies to promote a range of housing types, from affordable homes for young professionals to larger residences for families, meeting the varied needs of a multicultural population.

Support for New Residents: Enhance orientation programs and support services tailored for newcomers, including international residents, to ease integration into the community and familiarize them with local services.

Youth and Senior Programs: Expand resources for both younger families and the city's slowly aging population by developing programs that address intergenerational needs, including family-friendly facilities, as well as age-friendly infrastructure and services.

Education and Workforce Development: Strengthen ties with local educational institutions and employers to attract and retain a skilled workforce, focusing on programs that bolster lifelong learning and career development.

Economic Opportunity and Small Business Support: To harness the city's affluence and professional talent, encourage entrepreneurial activity through small business incentives and culturally inclusive economic programs, supporting Bentonville's growth as a diverse, prosperous community.



Source: American Community Survey

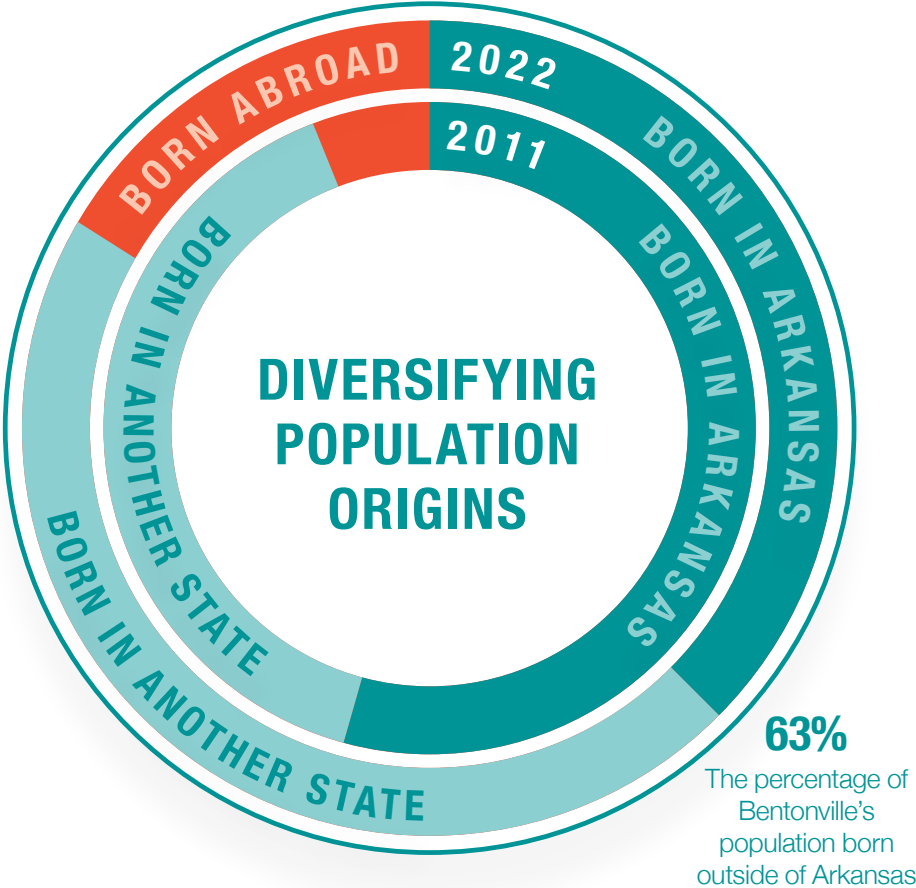
Origins of Foreign Born. According to the American Community Survey, the majority of foreign-born residents moving to Bentonville are from India, a proportion that has increased significantly over the past decade, rising from 38.7% in 2010 to 53.2% in 2021. In contrast, immigrants from Mexico represent a much smaller share and have been declining over time, dropping from 28.2% in 2010 to 11.9% in 2021. Other notable groups include immigrants from South and Central America (17.0% combined) and East Asia (11.7% combined), reflecting a growing diversity in Bentonville's population.

This increased diversity includes both foreign-born individuals and those relocating from other U.S. states, collectively contributing to rising housing demand, shifting lifestyle preferences, and influencing city services such as parks and libraries. Together, these demographic changes are

reshaping Bentonville's cultural and social landscape, underscoring the city's need for responsive planning and community services.

Movement. According to IRS tax filing data, most new households migrating into Benton County each year are relocating from neighboring Washington County, with over 3,500 people moving annually between 2016 and 2020. When residents leave Benton County, they are just as likely to move back to Washington County as they are to other counties within Arkansas. Additionally, new residents

are arriving from neighboring states, particularly Texas, Missouri, and Oklahoma, each contributing approximately 1,000 to 1,500 people annually. International migration is also notable, with around 1,400 households moving from abroad. This influx of foreign-born residents has significantly enriched Bentonville's diversity, adding to the area's multi-cultural fabric.



Source: U.S. Census, LandUse USA

Race. Bentonville is more racially and ethnically diverse than the surrounding region. According to the 2022 American Community Survey, 67% of Bentonville’s population identifies as exclusively White or Caucasian, which is lower than the figures for Benton County (72%) and the State of Arkansas (73%). Additionally, just 5% of Bentonville’s residents report being Black, African American, or identifying as two races with one being White. While this is higher than Benton County’s average of 3%, it remains significantly below the state average of 16%.

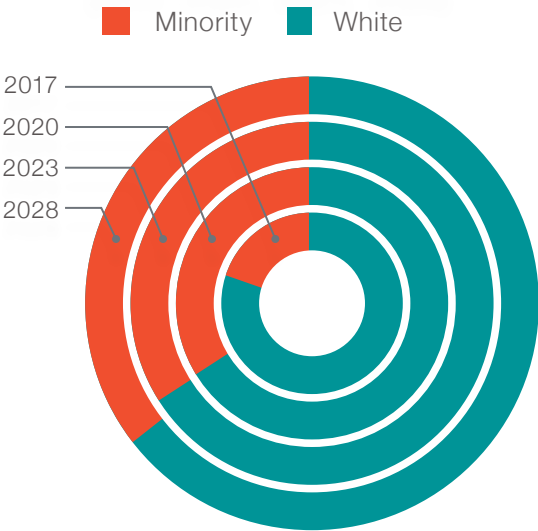
In contrast, Bentonville has a notable Asian population, with 10% of residents identifying as Asian Indian and another 3% identifying with other Asian nationalities, totaling 15%. This combined percentage is particularly high compared to Benton County (5%) and the state average (3%).

Regarding ethnicity, 10% of Bentonville’s population identifies as Hispanic, Latino, or Latina, which is lower than Benton County’s rate of 17% but slightly higher than the state average of 8%. These statistics highlight Bentonville’s unique position within the broader demographic landscape of the region, showcasing its growing diversity.

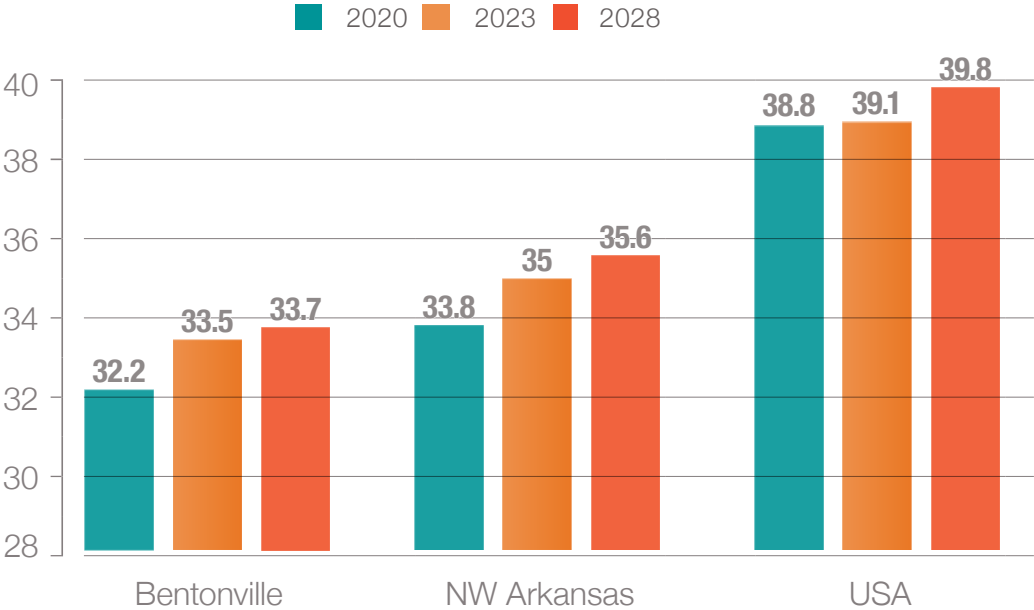
Age. Bentonville’s population is aging, yet it remains relatively young, with a median age of 33.5 in 2023, projected to rise only slightly to 33.7 by 2028. Compared to the broader region and the country, Bentonville is experiencing a slower aging process, indicating an increasing proportion of younger residents relative to both the region and the nation.

This demographic profile suggests a vibrant, working-age population with the potential for continued growth and economic development. However, it also highlights the need to address the demands of an aging population while catering to the preferences of young professionals and balancing housing services effectively. This dual focus can help ensure that Bentonville remains a dynamic community capable of meeting the diverse needs of its residents.

RACIAL DISTRIBUTION
(2017, 2020, 2023, 2028)



MEDIAN AGE OVER TIME

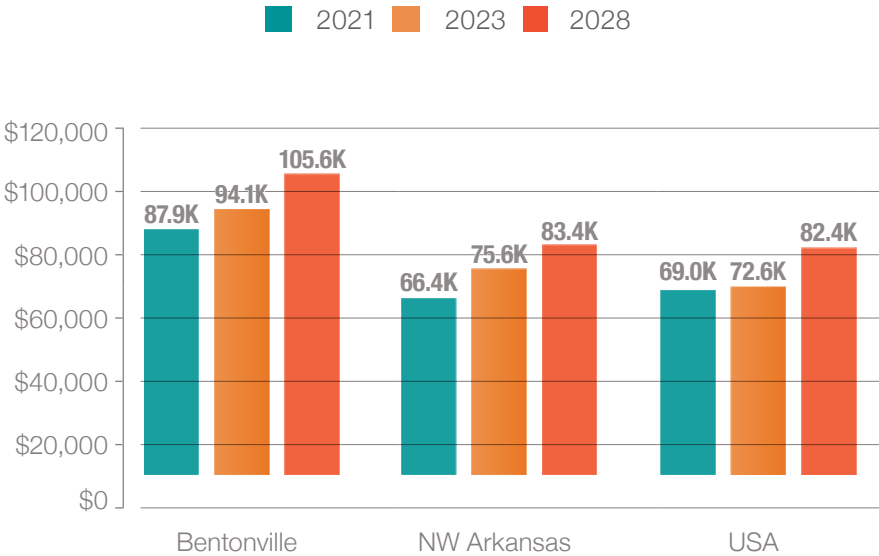


Source: U.S. Census, ESRI Business Analyst

Income. Incomes in Bentonville are on the rise, with households in the city demonstrating greater affluence compared to those in the surrounding region. As of 2023, the median household income in Bentonville is estimated to be \$94,100. By 2028, this figure is expected to increase by nearly \$11,500, reaching approximately \$105,600. This projected growth surpasses that of the region, where median household incomes are anticipated to rise from \$75,600 in 2023 to \$83,400 in 2028. In comparison, the national median household income was estimated at around \$74,580 in 2023, with projections suggesting an increase to approximately \$81,000 by 2028. This indicates that Bentonville's growth rate not only reflects local economic strength but also positions it as an attractive area relative to national trends.

Overall, these income trends underscore Bentonville's appeal as a desirable place to live and work, contributing to its growing reputation as a hub for economic activity and quality of life.

MEDIAN HOUSEHOLD INCOME

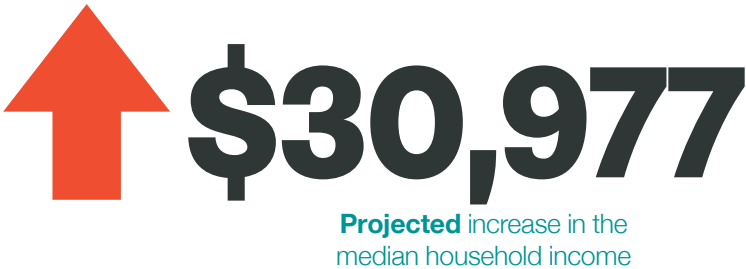


Source: U.S. Census, ESRI Business Analyst

GROWING AFFLUENCE (2017-2022)



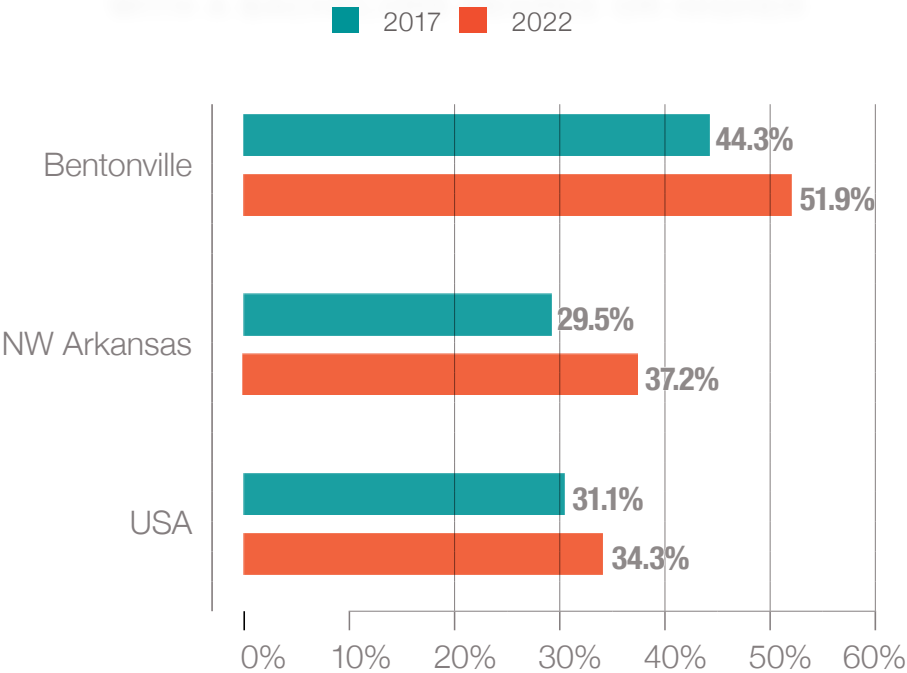
GROWING AFFLUENCE (2022-2030)



Source: American Community Survey

Education. Bentonville residents are notably well-educated. As of 2022, 51.9% of individuals over the age of 25 hold a bachelor's degree or higher, significantly surpassing both the regional average of 37.2% and the national average of 34.3%. This emphasis on education contributes to Bentonville's competitive edge, as it attracts affluent households and skilled professionals, further bolstering local businesses and services. Overall, Bentonville outpaces the broader Northwest Arkansas region in both income and educational attainment. This demographic advantage plays a critical role in driving economic growth and establishing the city as a desirable location for businesses and a skilled workforce.

PERCENTAGE OF POPULATION (25 YEARS.+) WITH A BACHELORS DEGREE OR HIGHER



Source: Houseal Lavigne Associates, ACS

HOUSING

CRITICAL HOUSING NEEDS

Bentonville's housing landscape, characterized by a modern stock mostly built between 1990 and 2019, currently reflects a strong emphasis on single-family homes, which make up 70% of all units. Multi-family housing constitutes only 27%, with duplexes at just 2%, which falls below the national average for multi-family units and may limit options for young residents or those seeking more affordable living arrangements. Additionally, the city has experienced rapid home value appreciation, with the median home price soaring from \$170,000 in 2010 to \$570,000 by 2024. This rapid price escalation indicates a housing market under high demand, with values projected to rise even further by 2028, potentially reaching \$750,000. With Bentonville's growth expected to surpass 30,000 housing units by 2030, there is an urgent need to expand housing diversity to meet the evolving preferences and needs of its growing population.

Addressing these conditions requires programs and policies encouraging change such as the following:

Diversify Housing Types

- **Expand Multi-Family Housing:** Encourage multi-family developments and townhomes to increase affordable housing options. This can support younger residents, those seeking rental options, and first-time homebuyers.
- **Incentivize Duplex and Townhome Construction:** Offering incentives for developers to build duplexes and townhomes will diversify the housing stock and provide affordable entry points in a competitive market.

Adopt Affordable Housing Policies

- **Through City Council or an Affordability Task Force** explore ways to counter rapid price growth and keep homeownership accessible, establishing and adopting policies to incentivize affordable housing.

Public-Private Partnerships

- **Partner with Developers for Mixed-Income Housing:** Collaborate with developers on

mixed-income housing projects to ensure affordable units are available within larger developments.

- **Leverage Nonprofits for Affordable Housing Solutions:** Partner with nonprofit housing organizations to create affordable rental and ownership opportunities, especially for essential workers.

Sustainable Growth:

- **Promote Walkable, High-Density Developments:** Align housing growth with broader city goals by focusing on transit-oriented, walkable developments, especially near employment centers and public amenities.

Data-Driven Approach to Short-Term Rentals

- **Implement a Short-Term Rental Monitoring Program:** Collect accurate data on short-term rentals and assess their impact on housing affordability and availability. This data can inform policies to regulate and manage these units without reducing long-term rental options.

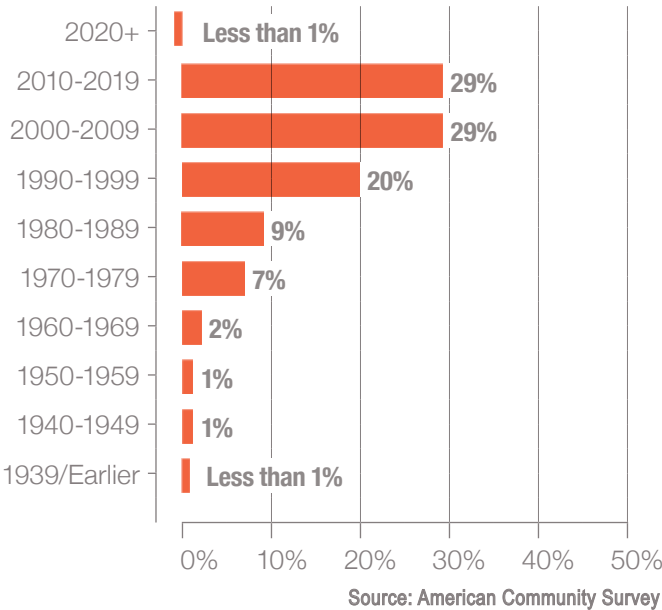
Units by Age. The majority of housing units in Bentonville were constructed between 1990 and 2019, with less than 20% built prior to 1980 and fewer than 1% added after 2020. This age distribution reflects a relatively modern housing stock, yet to accommodate projected population and household growth, Bentonville may need to focus on developing new housing options. This is particularly important given the rapid pace of growth in the region, which necessitates a proactive approach to housing development.

Units by Type. In Bentonville, 70% of housing units are single-family detached homes, 27% consist of multi-family units or townhomes, and only 2% are classified as duplexes. Nationally, the high share of single-family homes is also prominent but varies significantly by region. According to the U.S. Census Bureau, approximately 61% of all housing units in the United States are single-family homes, while multi-family units account for about 29% of the housing stock. Bentonville's ratio of single-family

homes is slightly above the national average. In contrast, many small and mid-sized cities across the country tend to have a higher percentage of multi-family housing, which is increasing in response to a growing demand for more affordable housing options.

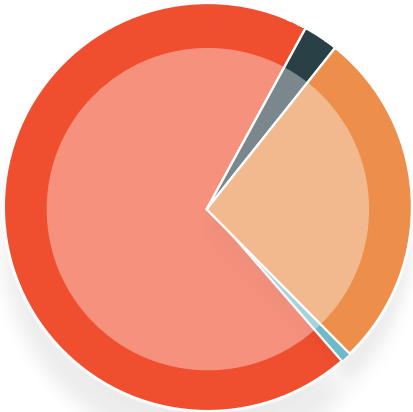
The shift towards more multi-family units and townhomes in many cities reflects broader trends in housing preferences, particularly among younger generations who prioritize walkability and proximity to amenities. In Bentonville, however, the relatively lower percentage of multi-family units suggests that while the city remains attractive for families, there may be a missed opportunity to accommodate younger residents and those looking for more affordable living arrangements. This imbalance underscores the need for Bentonville to diversify its housing options to meet the evolving demands of its growing population, aligning with national trends that increasingly favor a mix of housing types to support various lifestyles and economic backgrounds.

HOUSING UNITS BY AGE (1939-2021)



HOUSING TYPE (2019-2022 AVG.)

- SF Detached (70%)
- Multi-Family (27%)
- Two Units / Duplex (2%)
- Mobile Home (1%)



Units by Tenure. In Bentonville, approximately 47% of housing units are owner-occupied, while 45% are renter-occupied, and only 8% remain vacant. These figures indicate a relatively balanced housing market, with a slight preference for homeownership. Notably, the data does not account for short-term rentals, for which accurate local measurements are currently unavailable.

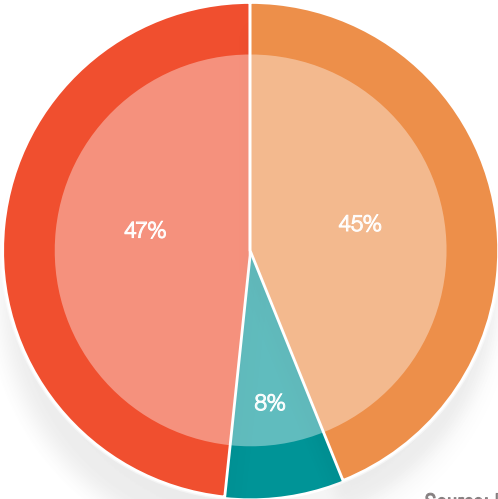
Comparatively, national trends reflect a different landscape in residential occupancy. According to the U.S. Census Bureau, the national average for owner-occupied housing units stands at around 65.4%, while rental occupancy accounts for approximately 34.6% of housing units. This suggests that Bentonville’s rental market is

more pronounced than the national average, potentially indicating a greater demand for rental options, particularly among younger populations and those seeking flexible living arrangements. The lower vacancy rate in Bentonville may also reflect a strong demand for housing, further emphasizing the need for continued development to accommodate growth.

Overall, Bentonville’s occupancy statistics highlight the city’s appeal to both homeowners and renters, but they also suggest a potential opportunity for expanding housing diversity to meet evolving demographic needs, consistent with broader trends observed across the country.

HOUSING BY TENURE (2021)

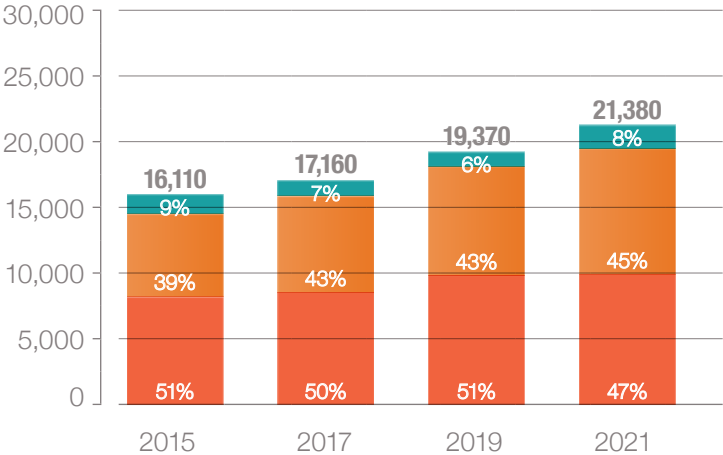
Owner Occupied Renter Occupied Vacant



Source: US Census

HOUSING UNITS BY OCCUPANCY

Vacant Renter Occupied Owner Occupied

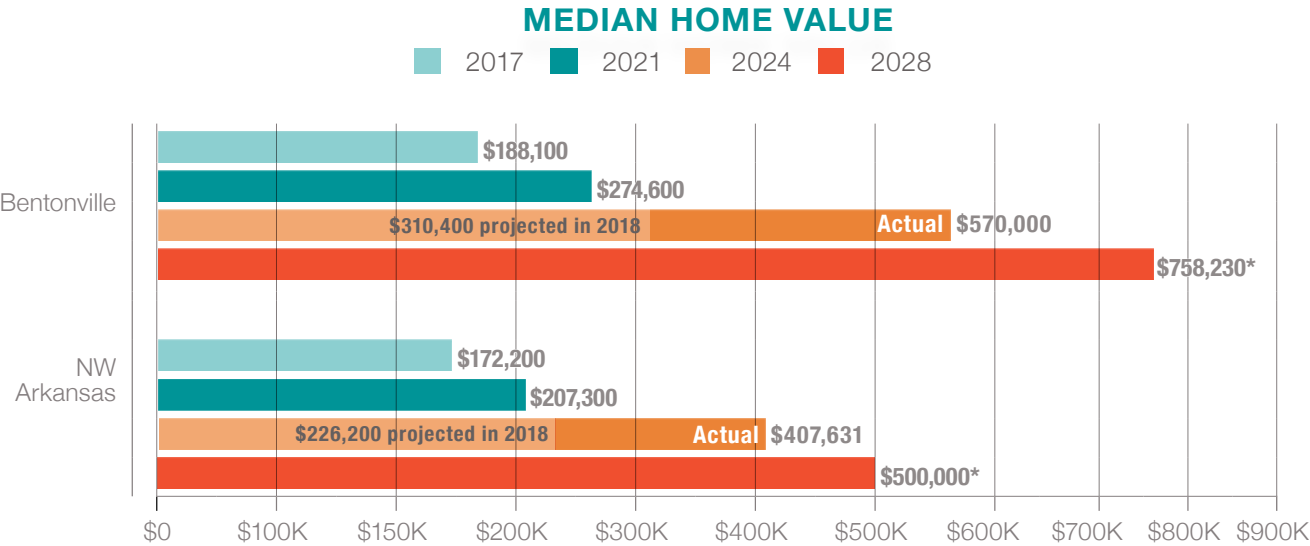


Source: US Census

Median Home Value.

In Bentonville, the median home value for owner-occupied housing units surged from around \$170,000 in 2010 to \$274,600 by 2021. This rapid growth reflects Bentonville’s booming market, with property values climbing much faster than previously anticipated. By 2024, the median home value had reached \$570,000, significantly exceeding earlier estimates and underscoring the city’s high demand. Based on current trends, projections suggest that by 2028, the median home value in Bentonville could exceed \$750,000, driven by ongoing population growth, economic expansion, and limited housing supply.

Nationally, median home values have also seen consistent growth, although at a slower rate compared to Bentonville. As of early 2024, the U.S. median home price hovered around \$417,000, with markets in smaller cities and high-growth areas like Bentonville showing sharper increases due to demand outpacing supply . Many markets nationwide are responding to the dual pressures of limited housing inventory and heightened demand, particularly in regions experiencing economic and job growth. However, Bentonville’s accelerated price growth stands out, highlighting its appeal as an attractive, economically vibrant destination while reflecting broader national trends of appreciating home values.

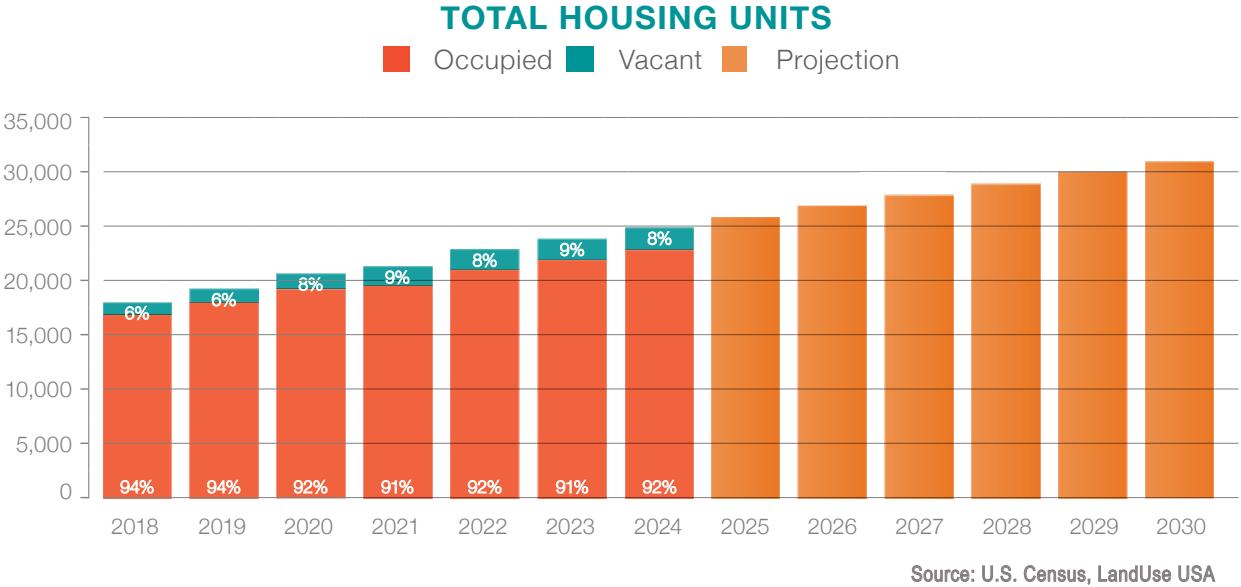


Source: Houseal Lavigne Associates, ACS, ESRI Business Analyst
*Most optimistic scenario

Total Housing Units.

Bentonville’s housing stock expanded significantly from over 13,000 units in 2010 to more than 20,000 units by 2020. With population and economic growth driving further demand, the city is on track to exceed 30,000 housing units by 2030 if growth continues at a similar pace. This trend reflects broader national housing dynamics where rising demand is fueling growth in both single-family and multi-family housing. Nationally, the percentage of multi-family units has been growing in response to

a shift in housing preferences, especially among younger generations seeking affordability, urban amenities, and more flexible living arrangements. Bentonville’s multi-family housing share, while traditionally stable, has also seen recent increases as local demand adapts to these broader lifestyle trends. This shift aligns with many U.S. markets, where multi-family developments are a key part of meeting diverse housing needs in growing cities.



DEVELOPMENT REPORT

Bentonville’s housing market increasingly favors multi-family and townhomes, reflecting national trends driven by rising home prices and remote work. The commercial market also follows national patterns, focused on completing existing projects over initiating new development.

Residential Development.

Bentonville’s housing market has shifted, with multi-family and townhome construction outpacing single-family development. In 2016, 549 single-family homes were permitted compared to 314 multi-family units. By 2018, single-family permits stayed steady at 487, while multi-family surged to 1,032. Although the pace slowed during the pandemic, multi-family permits rebounded to 585 in 2023. That year, total lots platted declined, with final plats down 12.5% and preliminary plats down 48.8%. Still, multi-family construction rose 67.4%, totaling 914 planned units, including 168 townhomes and 746 multi-family residences, compared to 322 single-family units. Bentonville’s housing production continues prioritizing townhomes and multi-family housing, reflecting market demand.

Comparison to National Trends: Nationally, multi-family housing demand is growing, fueled by rising home prices, preferences for apartments, and the remote work trend. Bentonville reflects this shift to diversify housing options and address affordability challenges.

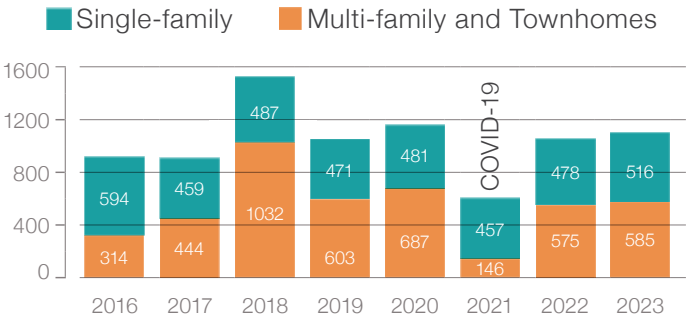
Commercial Development.

Bentonville’s commercial sector showed mixed results in 2023. The city issued 156 commercial permits, a slight decline from 2022, but permit values dropped 41.9%, from \$493 million to \$286 million. Despite this, completed commercial projects rose 19%, showing a focus on finalizing developments. This shift underscores a move away from initiating large projects toward completing and upgrading existing spaces to meet demand.

Comparison to National Trends: Nationwide, commercial real estate saw similar patterns, with reduced new permit values due to economic uncertainties, rising interest rates, and declining demand for office spaces. Like other cities,

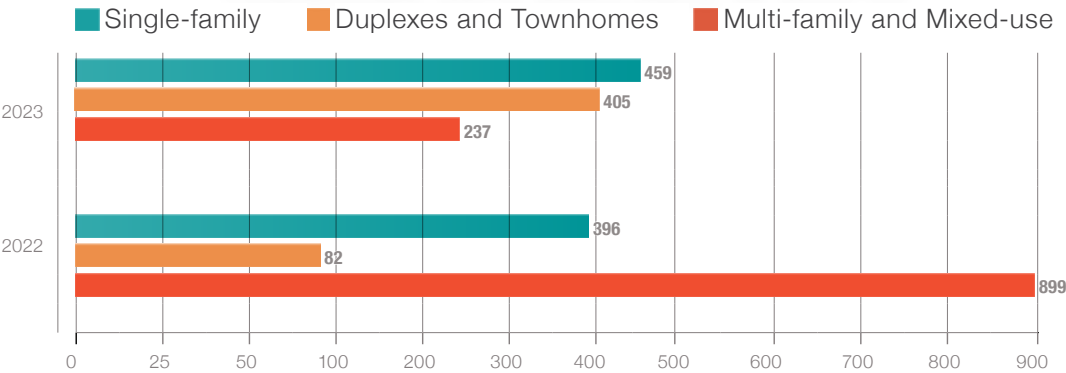
Bentonville’s market emphasizes completing projects and enhancing infrastructure, reflecting a broader trend toward adaptable, efficient commercial development.

RESIDENTIAL UNITS BUILT



Source: City of Bentonville

TOWNHOME DATA AVAILABLE IN 2022-23



Source: City of Bentonville

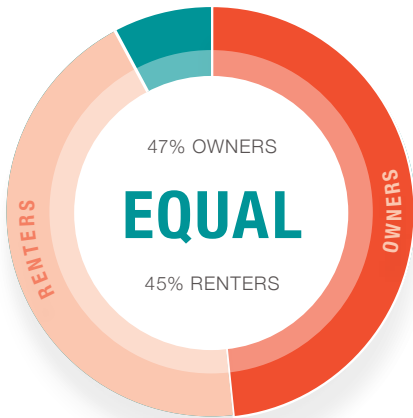
BALANCING SUPPLY AND DEMAND

Bentonville’s housing demand remains robust, with especially high interest in both single-family homes and apartments or condos from prospective renters and buyers. This demand reflects a diverse spectrum of housing needs in the community: some residents are attracted to the rural tranquility outside the city center, while others prefer the vibrancy of downtown. Similarly, some residents seek large homes with spacious yards, while others prioritize smaller, low-maintenance options. This range of preferences highlights the importance of a variety of housing options—both ownership and rental opportunities—to meet different lifestyle needs, economic circumstances, and personal preferences.

Providing a broad selection of housing supports a dynamic and inclusive economy that benefits from a mix of residents across backgrounds and life stages.

However, Bentonville’s housing supply has not kept pace with this growing demand, resulting in gaps that affect both renters and owners. The city’s current housing mix, dominated by single-family homes, does not fully align with demand: many renters occupy single-family homes due to limited apartment options, and prospective homeowners often face a shortage of townhomes and condos.

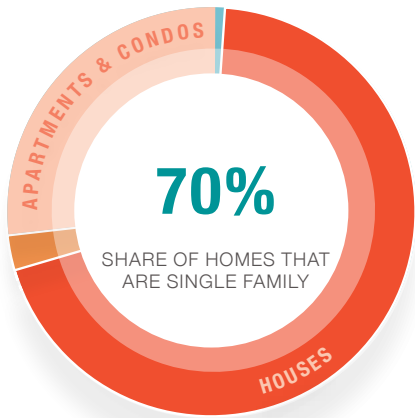
To better match demand, the city could benefit from increasing the supply of diverse housing types, including single-family homes, townhomes, apartments, and condos. This approach would promote a balanced market, allowing smaller households to avoid occupying larger homes and helping families find affordable space, which could help moderate housing costs across the city.



HOME OWNERSHIP RATE



NEW HOME POTENTIAL



EXISTING HOME SUPPLY

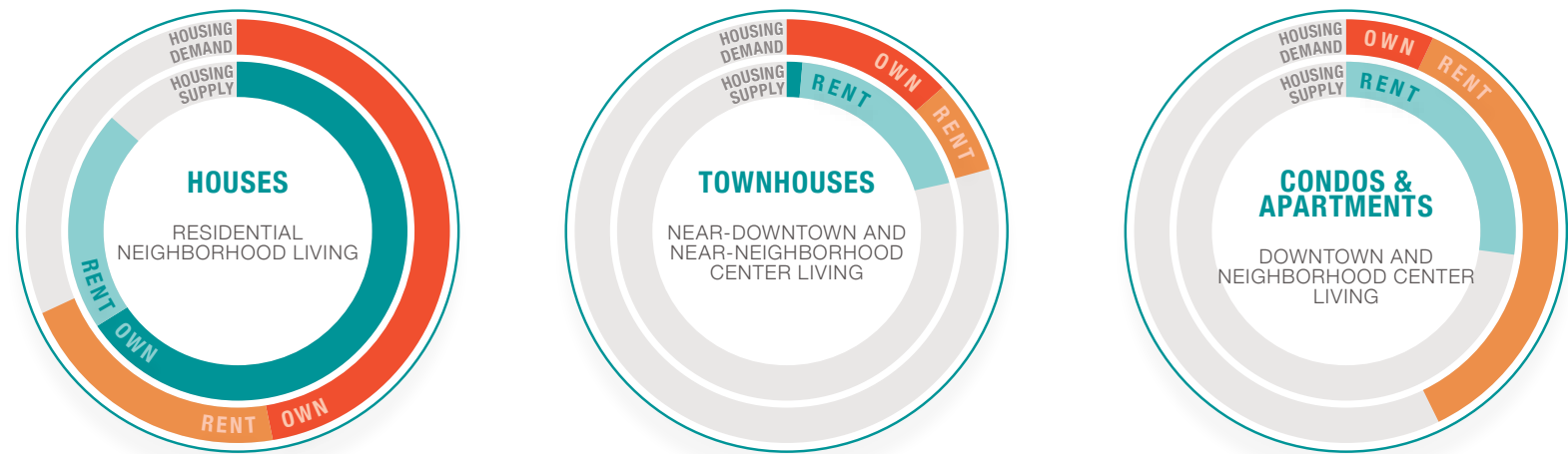
Source: LandUse USA

Single-Family Homes: Demand for all types of single-family homes is strong in Bentonville, and in a variety of settings. However, current housing production may over-saturate this segment over time. Adjusting new construction to include more condos, townhomes, and small homes near urban areas would help address shifting demands and support a broader mix of residents.

Townhomes: Townhome construction has largely kept up with demand, and demand for this type of housing is expected to remain steady. However, there are more townhomes available for rent than for sale, highlighting a gap in options for buyers. To sustain this demand, additional areas suited to townhome living—close to, but not in the middle of, vibrant activity centers—would enhance Bentonville’s offerings.

Apartments and Condos: Apartment availability is limited, with a high unmet demand for condo living as well. Increased construction of both apartments and condos is necessary to meet lifestyle preferences, especially for those who seek an active, low-maintenance urban environment. Along with new construction, developing more areas with a downtown-like atmosphere outside of the current downtown would support demand for apartment and condo living and provide more options for residents seeking a lively, connected community.

Community Plan. The plan guides housing growth toward a diverse mix of types and settings, from bustling urban areas to quiet neighborhoods. This balanced approach will help align the city’s housing market with demand, contributing to a vibrant, sustainable local economy and a well-served, thriving population.



SUPPLY AND DEMAND FOR HOMES BY TYPE AND OWNERSHIP

Source: LandUse USA

JOBS

Bentonville is a Regional Employment Hub

Bentonville is an anchor for Northwest Arkansas’s economy, supported by major corporations like Walmart, J.B. Hunt, and Tyson Foods. These companies attract talent and supplier networks, driving regional growth and fostering economic development. Building on this success, Bentonville aims to diversify its role as an employment hub by fostering new industries and reducing reliance on corporate anchors.

Economic Diversification and Workforce Growth

Bentonville is focused on attracting high-tech, advanced manufacturing, and logistics companies. The I-Street Corridor exemplifies this effort, creating opportunities to establish regional corporations that enhance long-term stability. Encouraging entrepreneurship and small business growth in tourism, retail, and hospitality bolsters economic resilience.

Partnerships with educational institutions and technical training programs will prepare residents for jobs in emerging industries. Supporting incubators, expanding workforce training, and investing in technology infrastructure strengthen Bentonville’s ability to attract forward-thinking companies and a skilled workforce.

Placemaking to Attract and Retain Talent

Placemaking is central to attracting and retaining talent. Cultural and recreational assets like Crystal Bridges Museum, a dynamic culinary scene, and world-class biking trails create an appealing urban lifestyle. Expanded parks, plazas, and public spaces enhance livability and foster community connection. Bentonville’s ability to offer vibrant cultural experiences recruits top talent and builds long-term commitment among residents and workers.

Housing and Infrastructure for Growth

Expanding diverse and affordable housing options encourages workers to live near their jobs, reducing congestion, improving environmental outcomes, and fostering stronger community ties. Investing in transit, bike networks, and road improvements ensures accessibility for residents and visitors, supporting sustainable growth and reducing strain on infrastructure.

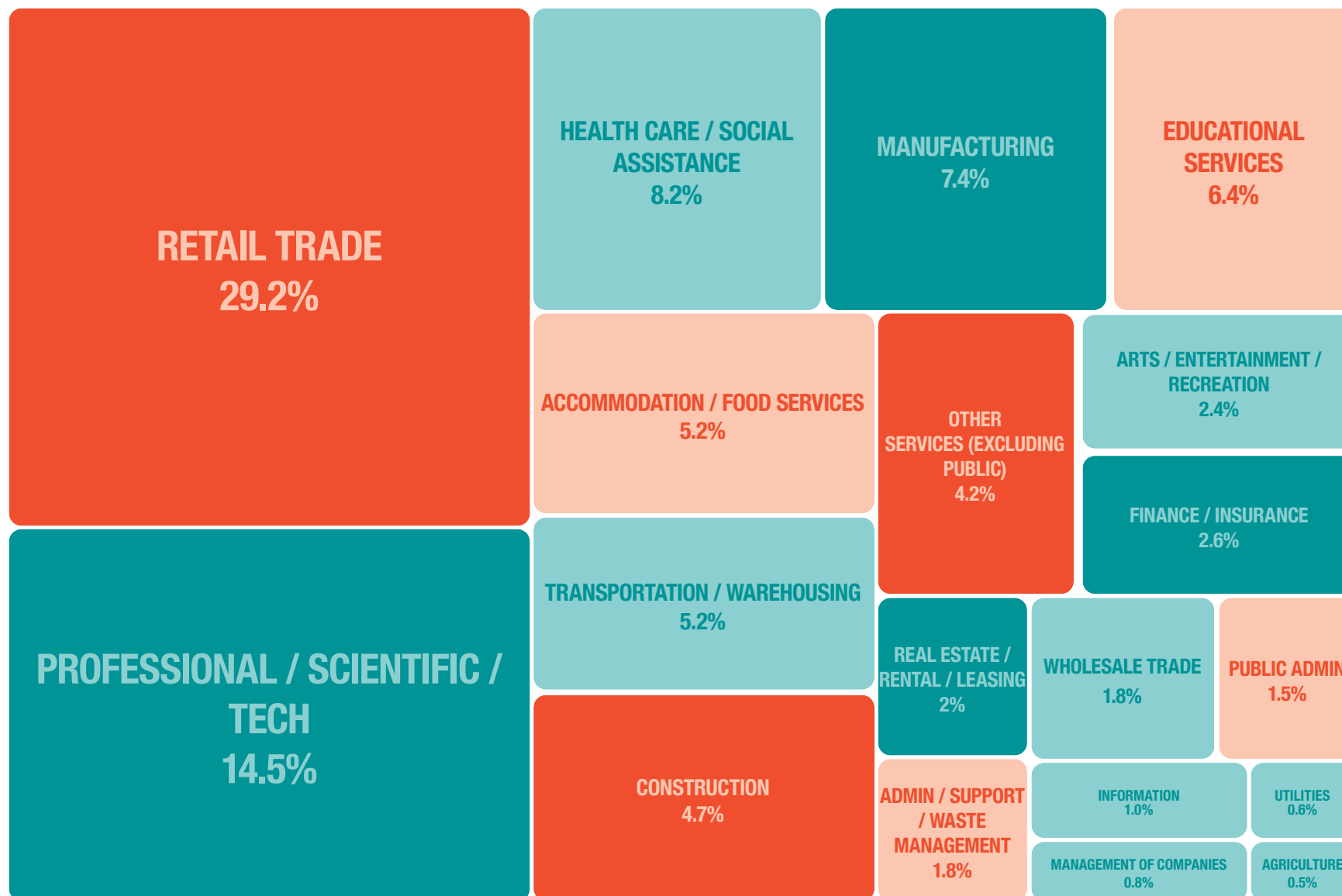
Leadership and Innovation

Bentonville drives business growth by supporting startups, public-private partnerships, and incentives for emerging industries. Balancing its corporate strengths with new industries enables a dynamic, sustainable, and inclusive economic future for Bentonville and the Northwest Arkansas region.

EMPLOYMENT BY INDUSTRY (2023)

Industry	30,966	100%
Retail Trade	9,044	29.2%
Professional/Scientific/Tech	4,495	14.5%
Health Care/Social Assistance	2,552	8.2%
Manufacturing	2,279	7.4%
Educational Services	1,982	6.4%
Transportation/Warehousing	1,616	5.2%
Accommodation/Food Services	1,605	5.2%
Construction	1,465	4.7%
Other Services (Excluding Public)	1,293	4.2%
Finance/Insurance	800	2.6%
Arts/Entertainment/Recreation	754	2.4%
Real Estate/Rental/Leasing	630	2.0%
Wholesale Trade	548	1.8%
Admin/Support/Waste Management	556	1.8%
Public Administration	468	1.5%
Information	295	1.0%
Management of Companies	261	0.8%
Utilities	171	0.6%
Agriculture/Forestry/Fishing	151	0.5%
Mining/Quarrying/Oil & Gas	1	0.0%

Source: ESRI Business Analyst



COMMUNITY OUTREACH

2025 UPDATE

In 2024, the City of Bentonville embarked on Plan Bentonville, an expansive process to reaffirm and fine-tune the community input received during development of 2018's Community Plan, and to leverage those contributions in the creation of a Future Land Use Map (FLUM).

Launch of www.planbentonville.com in the fall of 2023 marked the start of what's become the most extensive community planning process in Bentonville history, with over 11,000 unique visitors to the project website viewing nearly 36,000

pages of news and information.

Throughout the process, the Bentonville community was tasked with sharing input and insights, assessing ideas, and providing feedback to help fine-tune emerging proposals.

Opportunities were promoted across all city communications channels, including banners, flyers and posters, emails, newsletters, press releases, promotional give-aways, and tens of thousands of views on social media.

Along the way, residents and other community stakeholders engaged directly with the process through:

- Project website
- City department head meetings
- City Council and Planning Commission presentations and updates
- Technical Advisory Committee meetings
- Open houses



- Surveys
- Stakeholder interviews
- Pop-up sessions
- One-on-one interactions with city staff
- Online review of work-in-progress

During 15 hours of community meetings, 22 hours of pop-ups, and 33 hours on one-on-one interviews and conversations, nearly 1,300 people turned out to contribute. 2,100 more completed surveys. And nearly 1,200 people helped fine-tune the draft Future Land Use Map with nuanced perspectives on individual parcels.

The first phase of outreach and community engagement occurred leading up to and including Design Week — six days of growth-related community input, February 24-29, with an on-site design team making real-time revisions to their work-in-progress.

That input fueled a subsequent round of recommendations and proposals subjected to community review and comment a second time in July and August. Over the course of two weeks, residents and other stakeholders were engaged through a series of open houses, pop-up booths, and one-on-one conversations with city staff.

Finally, recommendations on how to better regulate land development, together with a draft of the Future Land Use map, were posted online in an interactive Story Map. Over 9,700 visitors reviewed the materials with nearly 1,200 parcel-level comments

provided.

Participation throughout the process reflected a wide diversity of Bentonville residents sharing all manner of viewpoints: lifelong residents, new residents, elected officials, Planning Commission, State Representatives, county judges, Board of Adjustments, affordable housing advocates and providers, schools administration, Walmart Active Mobility, small entrepreneurs, builders/developers, banks, grassroots conservatives, social services providers, the local Indian community, accessibility advocates, and Downtown area neighbors.

The Plan Bentonville process was an illuminating exercise in what's possible when the community takes an active role in determining its future. Taken collectively, the contributions made were instrumental in shaping the Bentonville Future Land Use Plan and setting the foundation for a future zoning code update to align with and entitle its vision.



1,272

residents engaged in-person via open houses, pop-up events, and staff office hours

33

hours of
1-on-1 conversations
expressing a wide range of
perspectives on growth

22

hours of
pop-up events
in popular destinations
spread across town

2,095

community surveys completed

15

hours of
in-person meetings
Public open houses and
topic-specific discussions
with local officials in
infrastructure, utilities, land
use, transportation and
economic development

11,428

unique website visitors
viewing 35,780 pages

9,767

views of place type StoryMap overview

Viewpoints represented:

Lifelong residents, new residents, elected officials, Planning Commission, State Representatives, County Judge, Board of Adjustments, affordable housing advocates and providers, schools administration, Walmart Active Mobility, small entrepreneurs, builders/developers, banks, grassroots conservatives, social services, Indian community, accessibility advocates, and downtown area neighbors

1,169

parcel-level comments on interactive Future Land Use Map

Social media advertising



332,446 impressions, 100,577 viewers reached, 53,422 engagements, 265 likes, 287 comments, and 87 shares

Affordable housing and a range of housing options were top concerns, with participants urging more diverse housing types (like townhomes, apartments, and small lot single-family homes) to meet the needs of a growing population across different income levels and life stages.

Feedback consistently highlighted the need for a more connected transportation network that supports various modes—walking, biking, transit, and cars — and emphasizes multi-modal corridors and connecting neighborhoods to key destinations.

Bentonville residents value the town's unique character, and they want new development to

respect and enhance this identity. Maintain local architectural and landscape styles, with codes that will encourage distinctive and contextual development.

Community members expressed a forward-thinking perspective on resilience, advocating for infrastructure that supports sustainable water and energy use, stormwater management, and resilient building practices.

In making itself heard, the Bentonville community is ensuring that its future growth aligns with a collective vision for a balanced, vibrant, and sustainable city.

[illegible]

traffic

affordable

housing

infrastructure

losing

public

environmental

overpopulation

green

gentrification

political

local

loss

issues

charm

concerns

businesses

transport

flood

spaces

sprawl

crime

zones

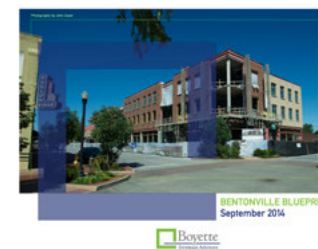
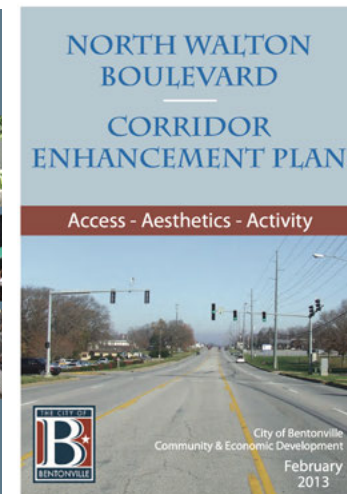
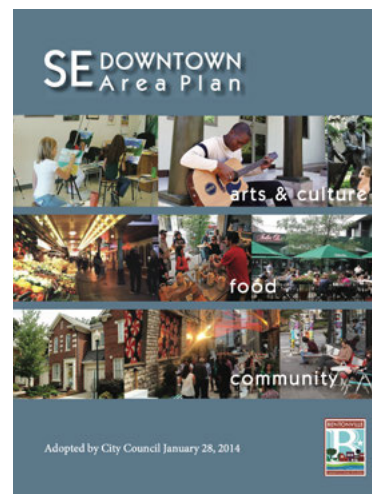
PAST PLANS AND STUDIES

As the Community Plan was developed, a review process took place to analyze a series of plans and studies covering multiple aspects of community life including: Downtown Development, Parks and Recreation, Greenways and Natural Resources, Economic Development and Land Use, Infrastructure and Transportation, and Bicycle and Pedestrian Mobility. Additional one-on-one interviews were conducted with key staff from various city departments, further informing the city's current programs and initiatives, as well as emerging needs and opportunities.

The plan studies reviewed include:

- City of Bentonville - Downtown Bentonville Master Plan (2004)
- City of Bentonville - General Plan (2007)
- City of Bentonville - Parks and Recreation Master Plan (2007)
- City of Bentonville - Master Street Plan (2021)
- Walton Family Foundation - Northwest Arkansas Greenway Design Study (2010)
- City of Bentonville - North Walton Boulevard Corridor Enhancement Plan (2013)

- City of Bentonville - Bentonville Blueprint (2014)
- City of Bentonville - SE Downtown Area Plan (2014)
- Bentonville Schools 10-Year Plan (2022)
- Connecting Bentonville - Bentonville Bike and Pedestrian Master Plan (2021)
- Northwest Arkansas Regional Planning Commission - Transportation Alternatives Analysis Study (2015)
- Northwest Arkansas Open Space Plan (2016)
- City Wide Traffic Study (2014)
- ARDOT - Arkansas Department of Transportation - Annual Report (2023)
- Bentonville Community Plan - Public Input (2018)



PUBLIC INPUT TO THE 2018 COMMUNITY PLAN

Public outreach and community engagement is part of the foundation for comprehensive planning. It is essential. Throughout the planning process, the Bentonville community was asked to provide important input, feedback, and insight into the community, regarding the issues, opportunities, priorities, and aspirations for the next several years. This input and community stewardship helped shape the Bentonville Community Plan. Community residents and stakeholders were engaged throughout the process and given several opportunities to let their voice be heard.

In total, over 1,700 participants (4% of population) generated thousands of comments, ideas, and insights for consideration. Accounting for unique visits to the project website, roughly 25% of the population had awareness or involvement in the planning

process. Outreach included face-to-face engagement as well as extensive online engagement, and included small group, one-on-one, and large group settings.

A detailed list and summary of all outreach activities and feedback is included in the Existing Conditions Report, on file with the Community and Economic Development Department. This level of interest and involvement was pivotal in creating a responsive, detailed, and effective plan for the Bentonville community.

Outreach activities undertaken as part of the planning process included:

- City department head meetings
- City Council workshops and updates
- Planning Commission workshops and updates
- Comprehensive Plan Advisory

Committee (CPAC) meetings and workshops

- Community workshops
- Business workshops
- Public comment cards
- Stakeholder interviews
- Student workshops
- Developer and property owner workshop
- Community visioning workshop
- An interactive project website that included online questionnaires for residents and businesses, a student/teacher portal, and map, social, an online community mapping tool.



Collectively, the community outreach and feedback identified a wide range of issues considered most important to residents and stakeholders. While thousands of issues, concerns, priorities, and aspirations were identified by participants throughout the process, several areas/categories of concern rose to the top as being the issues most frequently identified by stakeholders.

Land Use Development.

- There are barriers preventing the development of affordable housing, which is becoming a bigger need in Bentonville. There is also a need for senior housing and workforce housing, and there ought to be more neighborhoods with a mix of housing types.
- Neighborhoods around the Downtown should be allowed to transform into denser areas.
- Zoning regulations and procedures need to be aligned with development and more flexible.

- There is concern over rapid growth and sprawling development. Growth ought to be more sustainable, including natural preservation, solar farms on vacant land, and awareness of open space and environmental issues.
- Infrastructure is aging, especially in the city's older neighborhoods and downtown, where drainage is an issue.
- The Bella Vista Lake represents an opportunity for new recreation. The dam ought to be made safer.
- Downtown lacks affordable retail space.
- There is a need for additional entertainment and recreation venues.

Transportation and Mobility.

- Downtown connectivity, congestion, and parking is an issue. Parking decks are needed to support businesses.
- Walmart employee traffic creates congestion in the southern portion

of Downtown, employee schedules ought to be staggered.

- Traffic signals should use technology to manage traffic better.
- Better public transportation is needed, including an expanded bus system and a shuttle to Downtown.
- Pedestrian improvements or roundabouts should be installed at key intersections.
- The bike network should be expanded and cyclists should have access to education and awareness programs.
- Neighborhoods need better infrastructure, including curb and gutter, lights, and sidewalks.
- Airfare to XNA is not affordable.



Economic Development.

- The economy needs to be more diverse and not rely on one employer or sector.
- We need to work to retain existing businesses and not just worry about new businesses.
- The City should have a low-cost business registration program as a way of having better information about what types of activities are going on.
- There ought to be a regional training program for small businesses.
- Tourism and hospitality are important aspects of the future economy.

Image and Identity.

- Bentonville needs a strong and distinctive identity to distinguish it from other parts of the region.
- There is a need for incentives to get the Arts District fully developed.
- We need to preserve historic buildings and balance the small-town past with a bigger future.
- Preserve Central Avenue as a historic corridor.
- Walton Boulevard needs to be beautified through streetscaping and new development.
- Bentonville should continue to be a very welcoming and diverse community.
- Zoning should not over-regulate design, but rather allow appropriate flexibility to

Health, Safety, and Education.

- There is concern over the disparity in the quality of schools in different parts of the community.
- The Library is running out of space as the population grows and demand for meeting spaces increases.
- The City should offer better recycling systems and provide greater awareness for residents, businesses, and students.
- There are certain groups in Bentonville, such as seniors with disabilities, who need better services.
- Residents need better local health care services and preventative health information



3

AT A GLANCE

A Vision for Bentonville
Guiding Principles for the
Community Plan

VISION and GUIDING PRINCIPLES

The Bentonville Community Plan includes recommended actions, strategies, concepts, and policies aimed at improving the community over the next 10–20 years. However, in order for these to add up to something greater, they must be guided by an overarching vision and set of guiding principles. The effort and resources spent on each action should move the needle toward the broader vision. Each development should aim to advance the community by building upon one or more of its core values.

Going forward, the community should use the vision and guiding principles as a "compass" to ensure that decisions are grounded in what is most appropriate for Bentonville. The Vision and Guiding Principles presented in this chapter reflect some of the most significant themes heard from residents through public engagement over the course of the planning process. They are the foundation for each recommendation included in the Community Plan and represent the aspirations of Bentonville's citizens.



A VISION FOR BENTONVILLE

Bentonville has made great strides in balancing its history as a small town in Northwest Arkansas and its emerging role as an international marketplace. The vision for Bentonville includes the best attributes of each. A beautiful natural environment, recreational amenities, a robust local economy, and a strong sense of place. Bentonville is home to world class arts and culture, a spirit of innovation, and residents from around the world. All of these elements coexist and make Bentonville an exciting, vibrant, and sincere community.

Thoughtful and deliberate growth will provide the long-term framework for development, services, and infrastructure that support a high quality of life for Bentonville residents. How land and other resources are used will define the balance between our "small town" feel and international appeal. Our economy will be stronger as it attracts a diverse range of entrepreneurs and investors. Both corporations and individuals will be the lifeblood of innovation, complemented by skilled residents ready to work.

Bentonville will continue to be open to new ideas from all kinds of people. Creativity and new perspectives will be embraced and will serve as the seeds of innovation and excitement. Bentonville will offer a truly unique experience for citizens and visitors, with great neighborhoods, fun places to work, world-class cultural offerings, and the highest quality educational and recreational amenities. Bentonville will be a place where people don't simply exist, but instead feel personally invested in making a great place – a place in which they want to stay, grow, and build a long-term future.

GUIDING PRINCIPLES FOR THE COMMUNITY PLAN

Thoughtful Growth

Bentonville is a community that is growing quickly. A significant projected population increase over the next 20 years means Bentonville must ensure that new development accommodates the growing population while prioritizing community character, sense of place, and quality of life. What is built now and in the near future will be with Bentonville for generations. We have to do it right.

While it can be easier to prematurely develop land on the outskirts of town, a better approach is to prioritize the development of vacant or underutilized properties within the already developed areas of the city. These infill sites are served by existing infrastructure, provide access to existing transportation systems, support enhanced walkability and mobility, and provide proximity to goods, services, and activities. By filling in the gaps of the existing urban fabric, Bentonville can accommodate anticipated growth in a thoughtful, responsible and appropriate manner.

By focusing community growth and new development into infill areas, the community can better maintain and reinforce its small town character and charm and have less of a negative impact on the natural environment and ecological systems. Currently there are more than 1,000 acres of vacant land within the developed areas of the city. Although infill development may be more challenging, its long term benefits are undeniable. Even while anticipating conservative development densities, this available land can accommodate projected population increases and the demand for goods, services, and amenities.

A SIGNIFICANT PROJECTED **POPULATION INCREASE**
OVER THE NEXT 20 YEARS MEANS BENTONVILLE
MUST ENSURE THAT DEVELOPMENT RESPONSIBLY
ACCOMMODATES THE GROWING POPULATION



Robust Economy

Forty years ago, Bentonville was a small town in Northwest Arkansas. Today, it's a rapidly growing city that is home to corporate executives from around the world, a growing brew pub and food truck scene, and is a national destination for mountain biking. As the local economy continues to evolve, the community must strive to support and encourage entrepreneurship, a strong local labor force, corporate attraction and retention, and a business and economic environment that is welcoming and nurturing.

Economic activity is the lifeblood of any community: providing jobs, creating wealth, and generating the tax revenue that funds local facilities and services, which contribute significantly to overall quality of life. Bentonville's economy must be based on a diverse portfolio of economic activity, including corporate, retail, entertainment/hospitality, professional service, and a robust employment sector. Bentonville should strive to provide the economic environment where everyone can find the right job or create the right opportunity.

Quality of life factors should be promoted to attract economic investments and a skilled work force. Among these factors are an attractive and well-maintained community; availability of a variety of quality housing options; accessible and responsive local government; good public schools; access to nature, high quality parks, leisure and recreation activities; high levels of public safety; efficient and reliable multimodal transportation opportunities; and smoothly running essential infrastructure.

Welcoming and Diverse

This charming Arkansas town has always been welcoming, but is now a beacon of opportunity and inclusion for people across the globe. A fifth generation Bentonville resident alongside a software engineer from Europe striking up a conversation as they wait in line at a Thai food truck in Downtown Bentonville...why not? Scenes of diversity and global interaction on a local scale should be thought of as commonplace; intrinsic to the fabric of Bentonville.

The high quality of life, diversity of economic opportunity, and wealth of cultural amenities should serve as a launching pad to further establish Bentonville as the city with a charming small town feel and a global appeal. It is anticipated that the community's cultural amenities, recreation, housing, and educational offerings will be among the first components to respond in order to better accommodate the city's increasingly diverse population.

A city that is truly welcoming to all, that feels like home, and which provides a rich and authentic "sense of community", is universally valued and desired. By embracing its increasingly diverse and culturally rich population, and prioritizing quality of life, equity, and inclusion for all, Bentonville will be poised to be the New American Town that embraces the best the world has to offer.



A Unique Bentonville Experience

Bentonville is a truly unique place that offers the charm of small-town America with a dash of international arts and culture.



The Bentonville Experience

As a community that offers something for just about everyone, what is it that collectively creates the Bentonville experience? Looking for a thriving historic downtown? Bentonville Square sends one back to the roots of small-town Arkansas. Want to launch your career in a fun city? Bentonville's corporate partners, outdoor activities, restaurants, pubs, and festivals create the complete experience for young professionals. Hoping to find a nice neighborhood to raise a family? Redevelopment near the Downtown and new neighborhoods throughout the community provide a safe and attractive range of options for families. Seeking top-notch arts and culture? Crystal Bridges Museum, the Bentonville Film Festival, Amazeum, the Museum of Native American History, and other emerging destinations provide the community with a new level of cultural visibility and access for visitors from around the United States and the world.

Each of these experiences – and others yet to be defined – are based on several factors. The community has excelled at providing the places and events for people to experience. Access to these places and events is provided through an effective transportation system that supports motorists, cyclists, and pedestrians. And upon arrival, people see a high level of character and care given to each and every piece of that experience. These factors must be sustained and improved in order to keep the Bentonville experience unique and accessible to all.

But perhaps the most important factor in the Bentonville experience is the people. Bentonville citizens exude a sense of pride about their community – their home. Whether it is providing a friendly face to visitors in the city, or telling those who don't live here what Bentonville has to offer, citizens must continue to be the "heart and soul" of the Bentonville experience. Without the spirit of stewardship embraced by its citizens, Bentonville will simply be a collection of interesting places, rather than a great and fulfilling experience.

A Great Place to Plant Roots

People choose to live in Bentonville for a variety of reasons. Some are drawn to the traditional feel of the community, others are attracted by the opportunity for employment at a global corporation, and many others are excited by the emerging culture of innovation and entrepreneurship. Whatever the motivation, the community provides several compelling reasons for wanting to move here and stay here. Between 1990 and 2010, the city grew by approximately 24,000 people. Between 2010 and 2035, it is projected to grow by another 37,000 people.

Healthy communities thrive when citizens are invested in their future. How can the Bentonville community be a long-term landing spot for residents, rather than a short-term stopping point on the way up the corporate ladder or a stepping stone to a bigger city? The answer to this question requires a comprehensive approach to how people live – not just work, play, or shop – in a community.

Housing options that provide market entry, quality, and safe neighborhoods, and the ability to "age in place". Shopping areas that provide needed goods and services, but are also fun places to spend an afternoon. Employment that allows for personal growth and an economy that fosters innovation and creativity. Life-long education that offers promise to young families and adults alike. Parks that support personal health and bring residents together to support a sense of community. Museums and events that citizens recognize are unique to Bentonville and feed a growing sense of pride. These are the aspects of the Bentonville community that can tip the balance and convince someone who initially came here for a job opportunity, to become an invested, long-term citizen of Bentonville.

4

LAND USE and STRATEGIC GROWTH

AT A GLANCE

Existing Land Use

Municipal Budget

The Cost of Growth

Strategic Growth Areas

Future Land Use Plan

Future Land Use and Zoning

Place Types

Getting Around Bentonville

Bentonville's projected population growth and land needs will drive demands for transportation, infrastructure, open space, and community services.

This chapter outlines a vision for responsible growth, building on Bentonville's history of growth and charting the course to be both a great place to live and be fiscally responsible.

The Future Land Use Plan aims to create a more livable, desirable, and fiscally sustainable community with the following key objectives:

- Optimize for market-based development.
- Grow in a fiscally responsive manner
- Enhance community character and cohesion.
- Guide strategic investment.
- Strengthen a sense of place.

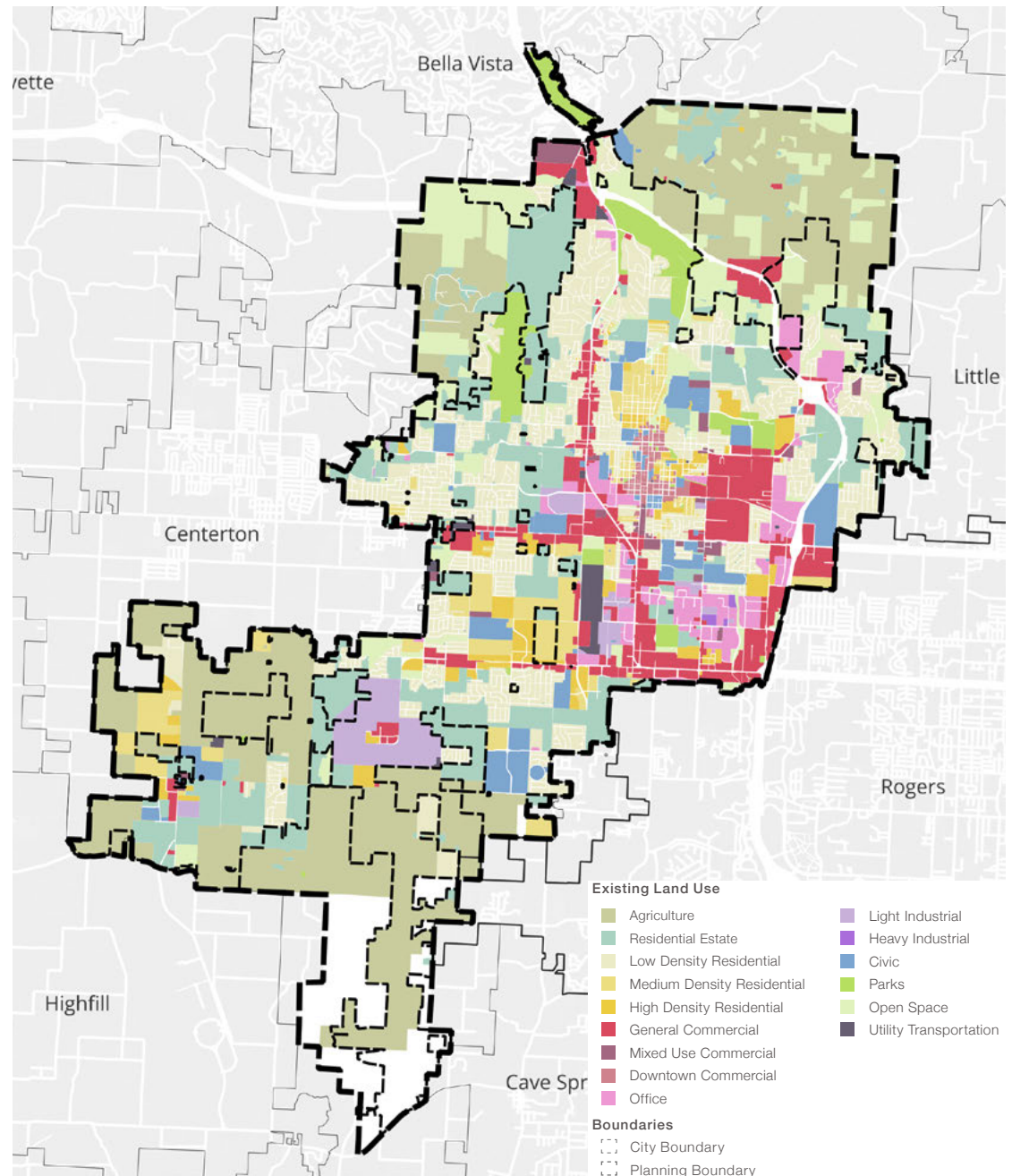
Through Place Types, the Plan focuses on how the character of future growth can create places - neighborhoods, centers of activity, and the connections between - distributed in a manner that provides opportunity throughout the city. Most existing areas are not planned for growth, rather to preserve their current character. A balance between growth and preservation is necessary to achieve the Plan's key objectives.

EXISTING LAND USE

Bentonville's land use represents a blend of planned initiatives and organic growth, creating a vibrant yet uneven urban environment. The city's commercial development is largely concentrated along major arterial roads, resulting in vehicle-dependent corridors with limited walkability. Meanwhile, residential growth has been fragmented, with suburban neighborhoods often isolated due to insufficient street connectivity. This disconnection challenges cohesive community development and makes it difficult for the city to accommodate future growth effectively.

Downtown Bentonville has evolved into a thriving cultural and economic hub, attracting visitors with its diverse dining, arts, and entertainment options. While this revitalization has bolstered the city's core, it has also led to an over-concentration of activity downtown compared to other parts of the city. Combined with a lack of housing options to meet growing demand, many workers are forced to live farther from their jobs, increasing traffic congestion and placing strain on infrastructure and quality of life.

To sustain growth, Bentonville must prioritize balanced land use policies that promote housing availability across all income levels, enhance neighborhood connectivity, and diversify economic and cultural activity beyond the downtown core. These measures are crucial to alleviating congestion, supporting the growing workforce, and fostering a more integrated



urban environment. The completion of Walmart’s new headquarters highlights Bentonville’s role as a corporate center, while ongoing efforts to attract additional industries to the I-Street Corridor further enhance the city’s economic prospects.

However, development has spread beyond downtown, particularly in the southwestern quadrant, where growth is outpacing infrastructure capacities such as roads and sewer systems. While philanthropic investments in parks, trails, and cultural sites have increased Bentonville’s recreational and social appeal, the concentration of these amenities around downtown has resulted in a lack of similar resources in newer, outlying neighborhoods. This has led to heightened demand for the city center as Bentonville’s primary social and entertainment hub.

Expanding peripheral areas and improving connectivity are essential to alleviating pressure on the downtown core. Increased traffic congestion, particularly along routes like 14th Street from Centerton, can be mitigated by improving infrastructure and addressing low-density commercial and industrial areas through redevelopment. While the 2018 Community Plan prioritized infill development, Bentonville’s expansion has encompassed both infill and peripheral growth. The updated Community Plan aims to balance residential and commercial development across the city, address connectivity challenges, and support expansion that relieves pressure on the downtown area, creating a more sustainable and accessible Bentonville for all residents.

MUNICIPAL BUDGET

Managing Growth for Fiscal Sustainability

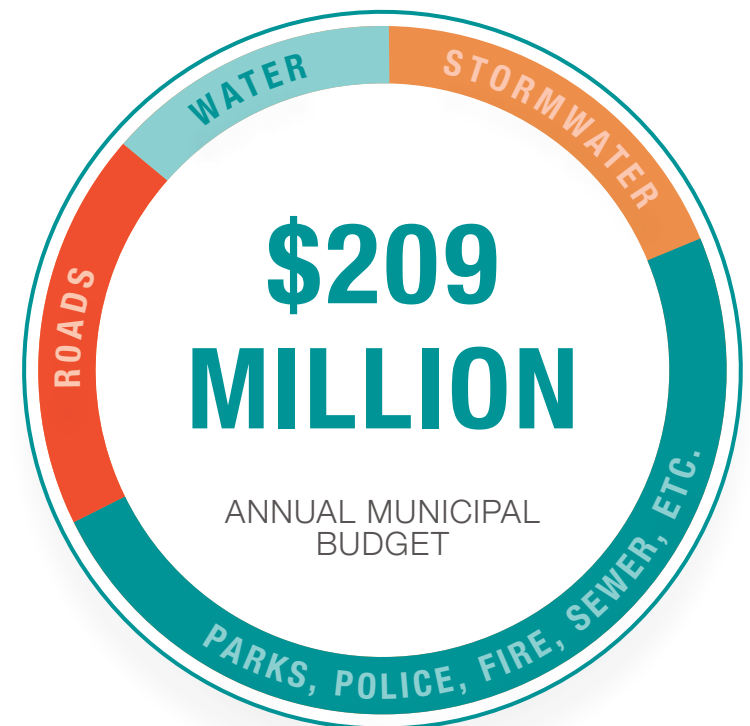
Operating Bentonville in 2024 costs approximately \$16,824 per developed acre, a figure that will rise with continued growth. The \$209 million budget funds critical services like public safety, infrastructure, parks, and utilities. However, existing revenue streams—sales taxes, property taxes, utility fees, and impact fees—are insufficient to address current and future demands, such as:

- Expanding water, sewer, and power capacity.
- Alleviating traffic congestion and supporting active transportation.
- Addressing regional stormwater challenges.
- Funding additional parks and community amenities.

Bentonville’s long-term fiscal sustainability hinges on managing growth and land use efficiently to support services without overburdening the budget. Historically, subsidizing low-density residential growth with infrastructure investments—roads, sewers, parks, and schools—has stretched resources thin. These patterns assume residential developments cannot pay their way and rely on sales tax contributions. In contrast, townhomes, mixed-use, multi-family housing, and commercial developments typically contribute more

than they consume in resources, offering a path to bridge funding gaps.

As the city prepares for substantial population growth, the current trajectory of subsidized low-density expansion is unsustainable. To ensure a fiscally resilient future, Bentonville must adopt strategies to balance land uses, support self-sustaining growth, and generate surplus revenue to fund unmet needs.



Source: City of Bentonville

Fiscal Strategies for Sustainable Growth

1. Prioritize Balanced Land Use

Encourage diverse development types that contribute positively to the budget. Mixed-use, commercial, and denser residential developments offer higher returns per acre and reduce per capita service costs compared to traditional suburban growth patterns.

2. Ensure Growth Pays Its Way

Rather than burdening new developments with excessive fees that could deter growth, focus on policies that align development with its fiscal contributions. Growth within existing infrastructure areas should be prioritized, as it minimizes costs compared to expanding into undeveloped areas. Development fees may be necessary but they are secondary to both the location and net contributions of new growth.

3. Align Housing Policies With Fiscal Needs

Promote denser housing forms like multi-family units and townhomes to reduce infrastructure costs while increasing property tax revenues. Addressing the housing shortage will also reduce traffic congestion by enabling workers to live closer to jobs, lowering strain on roads and utilities.

4. Invest in Cost-Effective Transportation

Expand active transportation networks, including bike paths and sidewalks, to lower road maintenance costs and reduce reliance on single-occupancy vehicles. Transit-oriented development can enhance accessibility while improving fiscal performance.

5. Leverage Parks and Recreation as Economic Drivers

Strategically invest in parks and trails to boost property values in underutilized areas and attract tourism. Recreation amenities can stimulate

secondary economic activity, contributing to the city's budget.

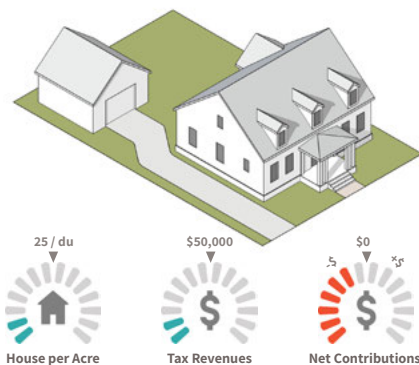
6. Embrace Economic Diversification

Attract high-value industries like technology, advanced manufacturing, and logistics to increase commercial tax revenues. Supporting small businesses further diversifies the tax base, enhancing economic resilience.

By focusing on fiscally sustainable growth and land use practices, Bentonville can address the financial challenges of expansion, reduce reliance on inefficient development patterns, and invest in services that enhance the quality of life for residents. This approach will position Bentonville to remain a thriving, well-resourced community.

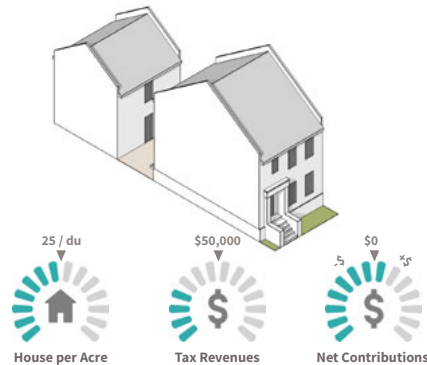
DETACHED HOUSE ON A MEDIUM PROPERTY

Average property size of 6,000 sq. ft.



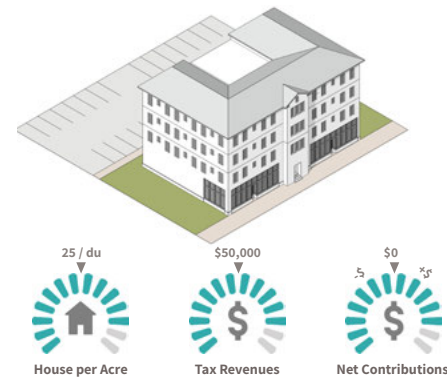
TOWNHOUSE ON A SMALL PROPERTY

Average property size of 2,000 sq. ft.



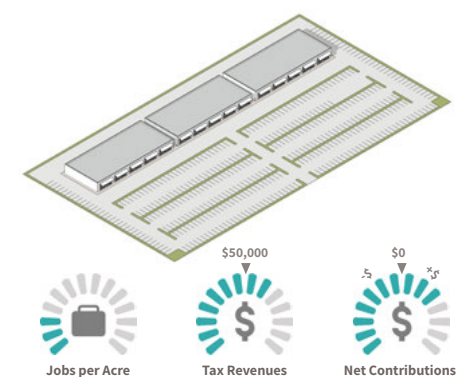
MIXED-USE RESIDENTIAL (4 STORIES)

Average property size of 22,000 sq. ft.



STRIP COMMERCIAL

Average property size of 260,000 sq. ft.



THE COST OF GROWTH

Bentonville's growth strategy must weigh the cost implications of various densities, balancing community character, fiscal sustainability, and land use efficiency. Growth patterns will significantly influence infrastructure costs, land consumption, and the city's long-term financial health. A thoughtful approach is essential to manage the trade-offs between outward expansion and higher-density development while preserving Bentonville's quality of life.

Infrastructure Costs and Land Consumption

Bentonville's current average density of 2.5 homes per acre is financially unsustainable for future growth. Expanding at nearly double this density at 4 homes per acre would require \$1.6 billion to develop 1,896 miles of infrastructure, consuming all available land and an additional 16,413 acres beyond the city's limits. This outward growth drives up infrastructure costs, disrupts rural character, and exacerbates traffic congestion as people commute longer distances.

By contrast:

- 16 Homes per Acre:** Requires \$407 million for 474 miles of infrastructure, leaving 2,329 acres undeveloped.
- 12 Homes per Acre:** Costs \$543 million for 632 miles of infrastructure, leaving 246 acres undeveloped.

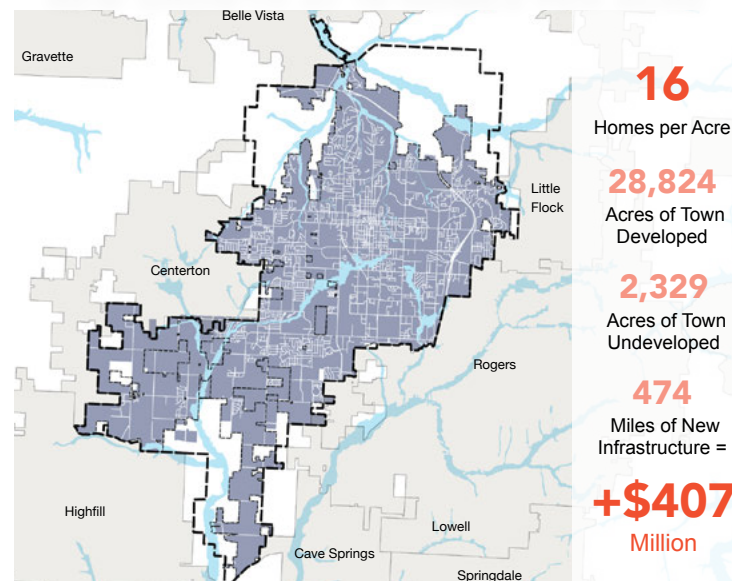
- 8 Homes per Acre:** Increases costs to \$815 million for 948 miles of infrastructure, requiring an additional 3,919 acres beyond current city limits.

Moderate densities—such as 8-12 homes per acre—balance infrastructure efficiency with housing diversity, offering a path to accommodate growth while reducing land consumption and fiscal strain.

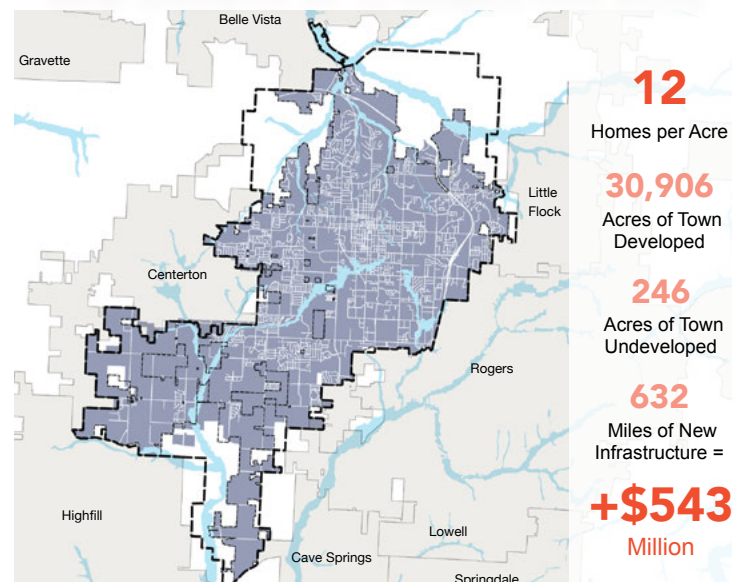
The Fiscal and Land Use Case for Moderate Density

Moderate-density development provides a fiscally responsible approach, reducing infrastructure costs per household while preserving rural land and character. Higher-density housing options like townhomes, duplexes, and apartments typically contribute more in property tax revenue relative to their infrastructure demands. This supports the city's long-term financial stability while meeting diverse housing needs. Accommodating moderate densities also includes single family homes on small, moderate, and large lots alongside townhomes and other higher-density options. This moderate, blended density can meet the demand present in the housing market and also provide a solid fiscal foundation for city finances.

NEW GROWTH AT 16 HOMES PER ACRE



NEW GROWTH AT 12 HOMES PER ACRE



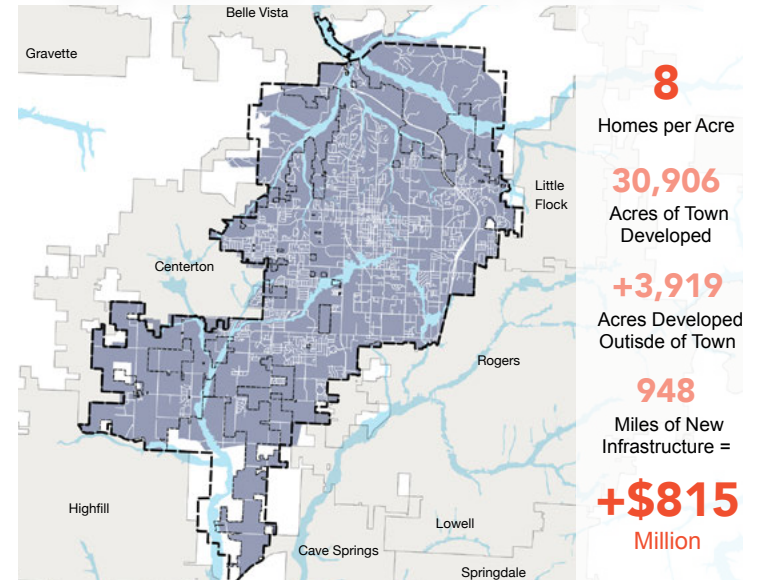
Growth and Fiscal Sustainability Strategies

- 1. Optimize Land Use for Cost Efficiency:** Encourage densities that balance housing supply and infrastructure costs, reducing the need for extensive outward growth.
- 2. Preserve Rural and Natural Areas:** Limit low-density growth to protect rural land and agricultural spaces, conserving the character of Bentonville's surrounding areas.
- 3. Grow Compactly:** Promote walkable, connected neighborhoods with a mix of housing types that require less extensive infrastructure.
- 4. Support Active Transportation and Connectivity:** Invest in bike paths, sidewalks, and transit-supportive designs to reduce traffic congestion and lower road maintenance costs.
- 5. Expand the Tax Base Strategically:** Encourage mixed-use and commercial developments throughout the community to generate surplus revenues that offset the costs of low-density growth.
- 6. Plan for Resilient Infrastructure:** Integrate infrastructure costs into land-use decisions to ensure that future development contributes positively to the city's budget.

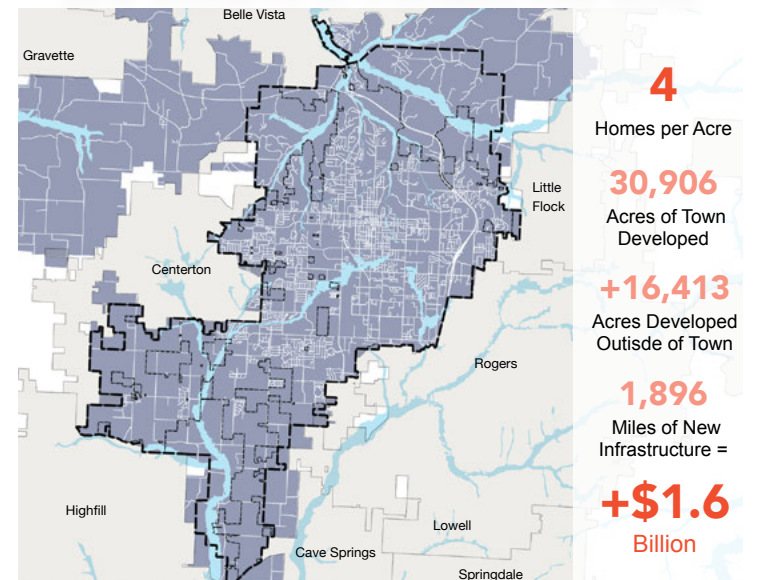
Balancing Density, Community Character, and Costs

While overly dense development could challenge Bentonville's small-town character, moderate-density growth represents a fiscally and socially balanced solution. By avoiding excessive outward growth, Bentonville can preserve open spaces and rural character while managing costs effectively. This approach supports a thriving, inclusive, and financially resilient city capable of meeting future demands without compromising its identity.

NEW GROWTH AT 8 HOMES PER ACRE



NEW GROWTH AT 4 HOMES PER ACRE

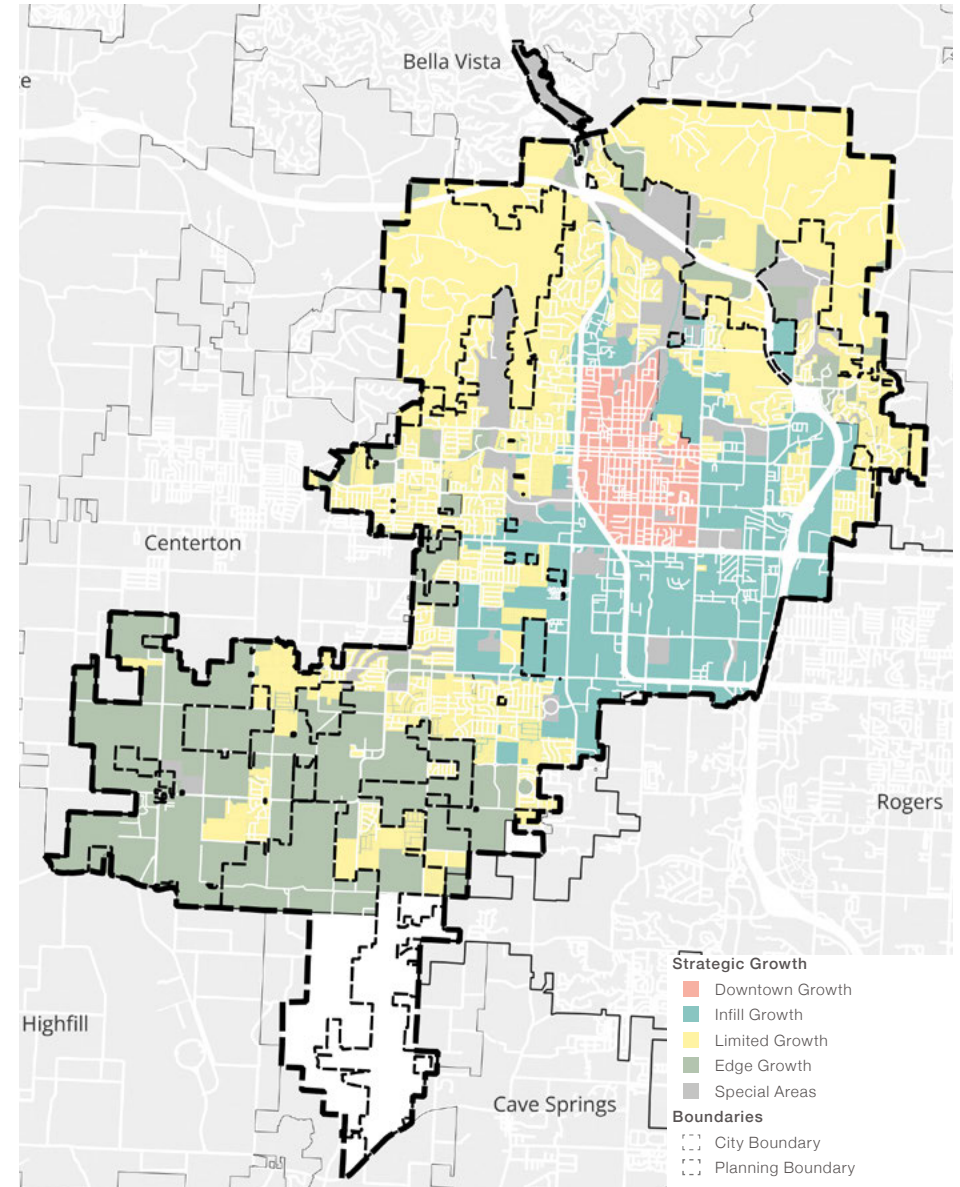


STRATEGIC GROWTH AREAS

As Bentonville's growth continues, the form and approach to development vary significantly across the city, with different areas needing tailored strategies. Recent growth has shown that multiple areas will continue to see development concurrently: redevelopment within the core downtown area, infill within less developed areas near downtown, and growth at the city's periphery.

Downtown Growth.

Bentonville's downtown has seen remarkable growth over the past decade, evolving into the city's central hub for business, dining, and entertainment. As it continues to grow, following existing plans and policies, the area will remain the focal point for economic and cultural activities. However, infrastructure limitations—particularly for parking, transportation, and utilities—pose ongoing challenges. Enhanced pedestrian and cycling options aim to ease parking demand and traffic, making downtown more accessible and reducing reliance on cars. Supporting development in other parts of Bentonville will help to ease the intensity of growth downtown, distributing housing and commercial expansion more evenly across the city. This strategic approach will allow downtown to sustain balanced growth while maintaining its character as the city's vibrant core, accommodating new residential and business needs without overburdening infrastructure.



Infill Growth.

The areas surrounding Bentonville's downtown include both nearby residential neighborhoods and opportunities for redevelopment along commercial corridors and former light-industrial zones. Growth in these infill areas needs to be carefully scaled to transition smoothly into adjacent low-intensity neighborhoods, maintaining a balance between development and existing community character. Expanding and preserving street connectivity is essential to improve access and manage traffic flow, even as these areas contend with limited infrastructure for utilities like power, sewer, and transportation. In underdeveloped commercial and light-industrial zones, there is potential for more intensive redevelopment, which can absorb significant demand for growth, thereby reducing pressure on the downtown core. By thoughtfully concentrating higher-density growth in these areas, Bentonville can better accommodate its expanding population while supporting infrastructure and transportation needs across the city.

Limited Growth.

These areas are characterized by relatively low-density development and typically have limited street connectivity. Because of their established character, they are more sensitive to further infill or densification than other parts of Bentonville. Additionally, many of these neighborhoods are newly built, making significant change or redevelopment less likely. The growth occurring in other parts of the city can serve to support these established areas, but substantial changes within

these limited-growth zones should be minimized to preserve their existing qualities and avoid overburdening the infrastructure.

Edge Growth.

The city's outer areas are anticipated to see growing demand for walkable, mixed-use neighborhoods that blend diverse housing options—such as single-family homes of various sizes, townhomes, and apartments—with accessible commercial spaces. This approach fosters a balanced housing market that bolsters Bentonville's fiscal sustainability while creating vibrant, interconnected communities. New developments in these peripheral areas should prioritize street connectivity, safe biking routes, and pedestrian-friendly pathways to ease traffic congestion and encourage active transportation. Strategically placing larger commercial centers and neighborhood-focused retail within these zones can help reduce downtown congestion and make walking and biking viable options for nearby residents. Thoughtfully planned growth should enhance accessibility, support community cohesion, and contribute to Bentonville's long-term economic and social resilience.

Special Areas.

These are locations where growth is expected to occur in nontraditional or highly specialized ways. Many of these areas, such as parks and recreational spaces, are intentionally preserved and are not intended for further development. Other uses may evolve in unique formats, such as educational campuses and research institutions, which follow tailored growth trajectories aligned with their specialized functions. These areas enhance Bentonville's character and provide essential services, recreational opportunities, and cultural amenities, adding diversity to the city's built fabric. Their preservation and careful, purpose-driven development are integral to Bentonville's balanced growth and community identity.

Together, these growth strategies aim to balance Bentonville's expansion with infrastructure capacity, connectivity, and preservation of community character. By addressing each area's unique needs, the city can foster a cohesive yet diverse built landscape that supports quality of life and economic resilience.

FUTURE LAND USE PLAN

The Future Land Use Plan envisions Bentonville's growth through 2050 and beyond by employing "Place Types" to delineate the purpose and character of different city zones.

The Place Types guide development in several main categories:

Center Place Types

Designed as mixed-use hubs, Centers incorporate retail, business, and residential spaces. These range from high-activity Regional Centers—featuring the tallest buildings and lively public areas—to more localized Neighborhood Centers that offer essential services and smaller-scale amenities for nearby residents.

Neighborhood Place Types

Primarily residential, Neighborhoods are characterized by a mix of housing densities to meet diverse community needs. They include Suburban neighborhoods with low-density housing, Traditional neighborhoods with a mix of historic homes and new development, Walkable neighborhoods with moderate-density housing, and Urban neighborhoods with higher densities, fostering a varied residential landscape.

Corridor Place Types

Major thoroughfares such as 14th Street and Regional Airport Boulevard primarily serve commercial functions today but are envisioned to evolve. Some Suburban Corridors will retain their

low-scale, car-oriented character due to existing constraints, while Walkable and Urban Corridors will incorporate mixed-use, higher-density developments to improve walkability and connectivity.

Recreational Place Types

Encompassing parks, open spaces, and outdoor venues, these areas provide recreational opportunities for both residents and

visitors. Recreation areas may be publicly or privately managed and are designed to enhance the city's livability and offer varied amenities.

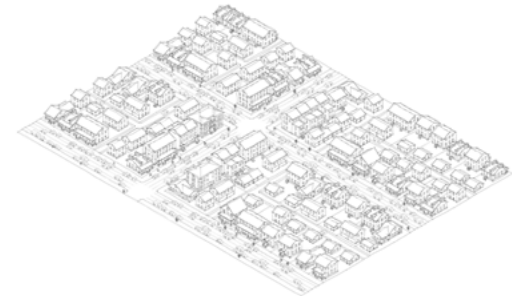
Specialized Place Types

Additional Place Types include rural and industrial areas and institutional campuses that serve specialized functions within the city's overall land use framework.

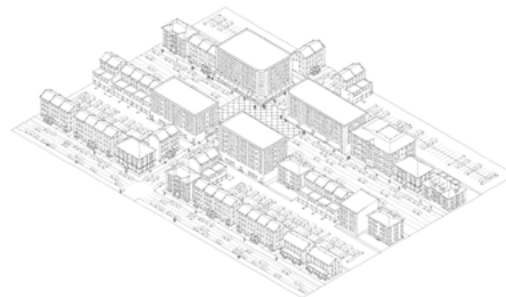
CENTERS



NEIGHBORHOODS



CORRIDORS



RECREATION



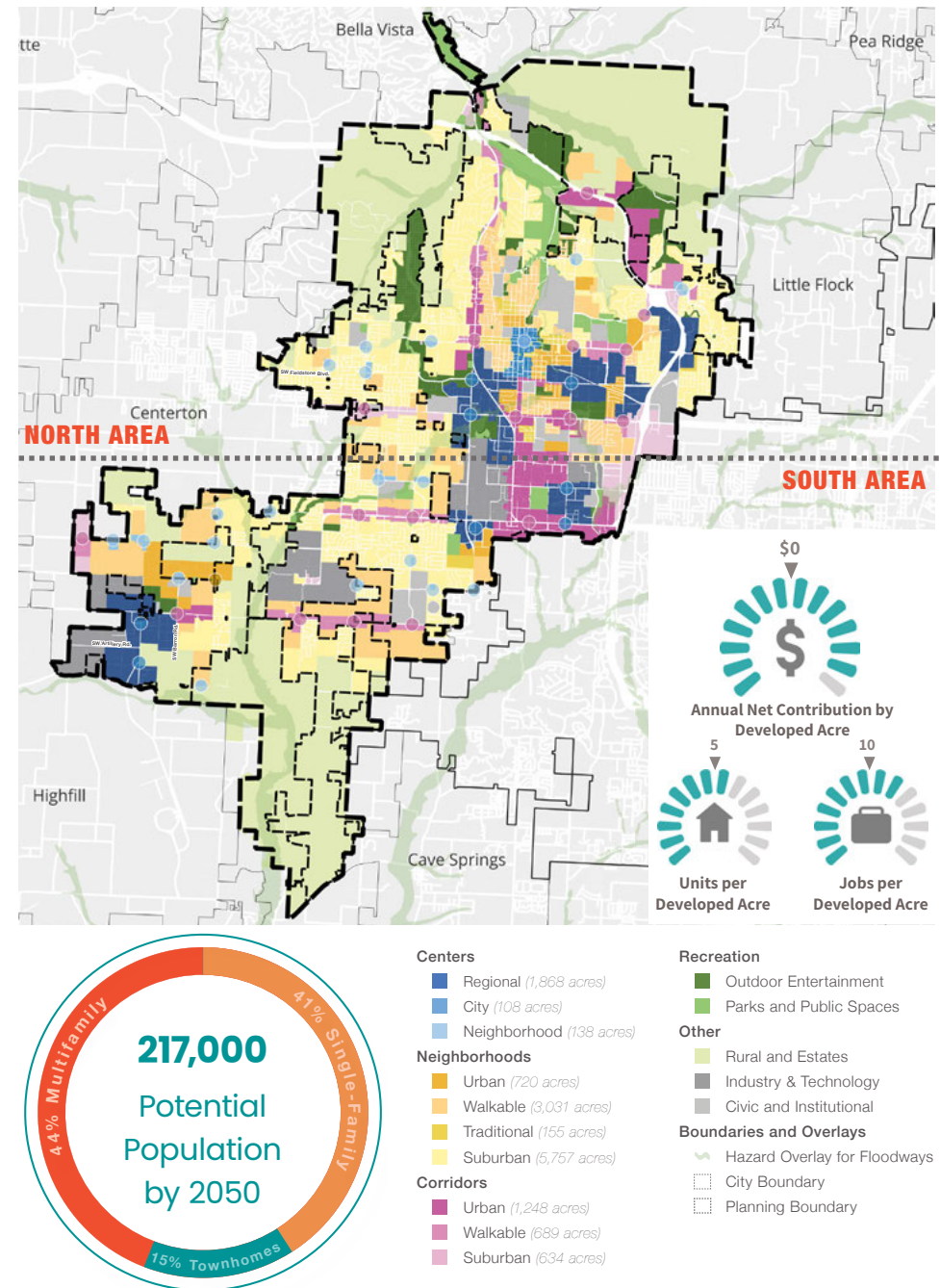
Strategic and Balanced Growth

To ease pressure on downtown and encourage walking and biking, the plan establishes multiple activity hubs, including a major future employment center near Northwest Arkansas National Airport. These Regional Centers will boost the city's economic base with spaces for cultural venues, entertainment, diverse jobs, and higher-density housing in areas away from the airports. Within residential zones, smaller Neighborhood Centers provide convenient retail and gathering spots, fostering a network of community-focused amenities within easy walking, biking, and driving distance for most residents.

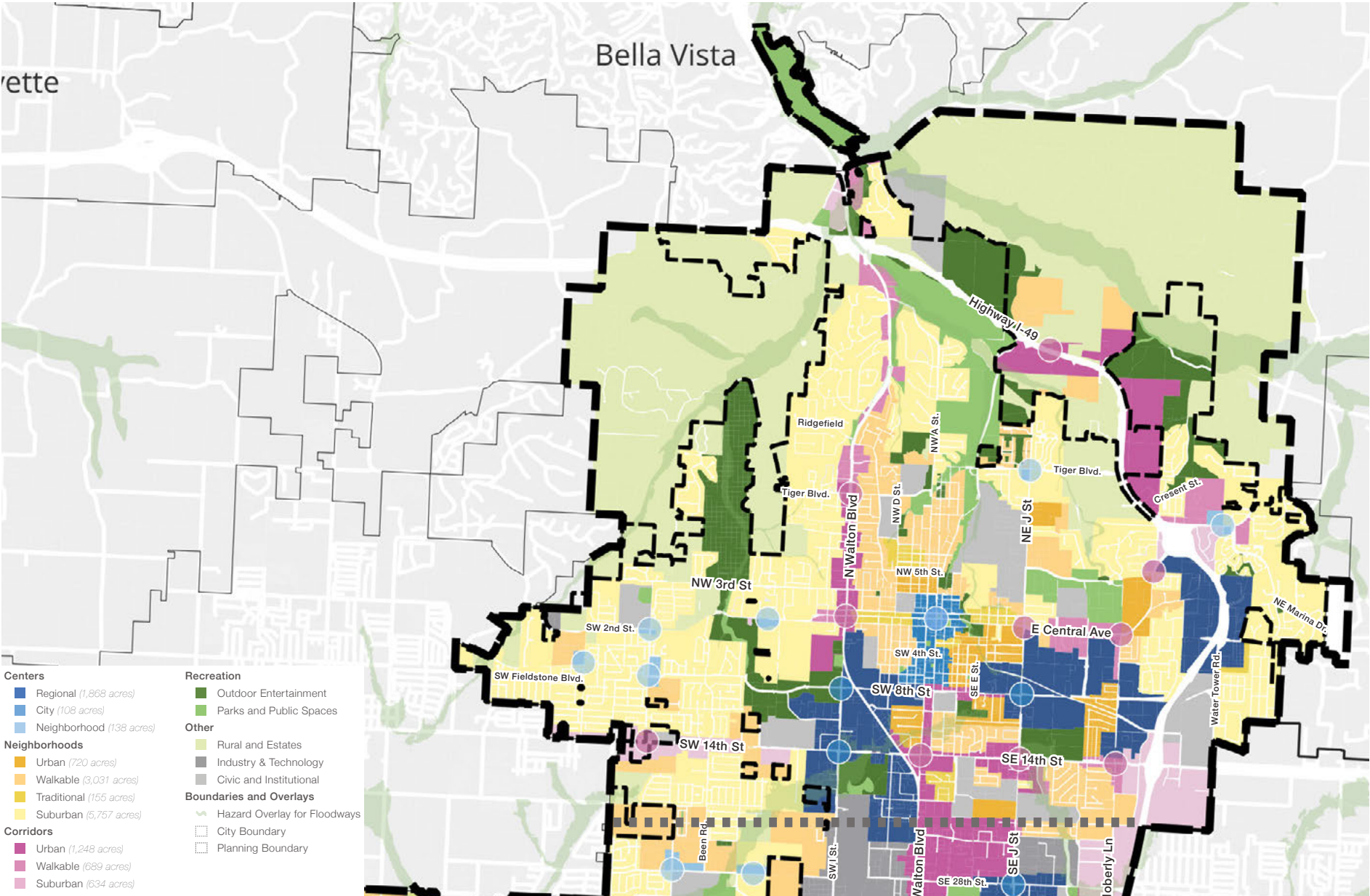
Strategically planned infill and compact growth in new areas aim to enhance Bentonville's fiscal health by minimizing infrastructure costs and creating a budget surplus to reinvest in city services, infrastructure, and recreation. With projected growth nearing 220,000 residents, the Future Land Use Plan addresses fiscal sustainability by balancing growth density and housing diversity.

Balanced growth, as outlined in the plan, supports a sustainable fiscal outlook, reduces downtown congestion, promotes alternative travel options, and diversifies housing to meet demand. The Community Plan targets an average new growth of about 13 units per acre, blended between new, high-density places like Regional Centers, medium-density places like Urban Corridors, and low-density places like Walkable Neighborhoods, while discouraging growth in Suburban and Traditional Neighborhoods and Rural areas. Each Place Type contributes to the city's economy, housing, and character, underscoring the need for comprehensive, balanced growth and a diversity of environments for residents, providing a high quality of life and accessibility to housing, jobs, and mobility for future generations.

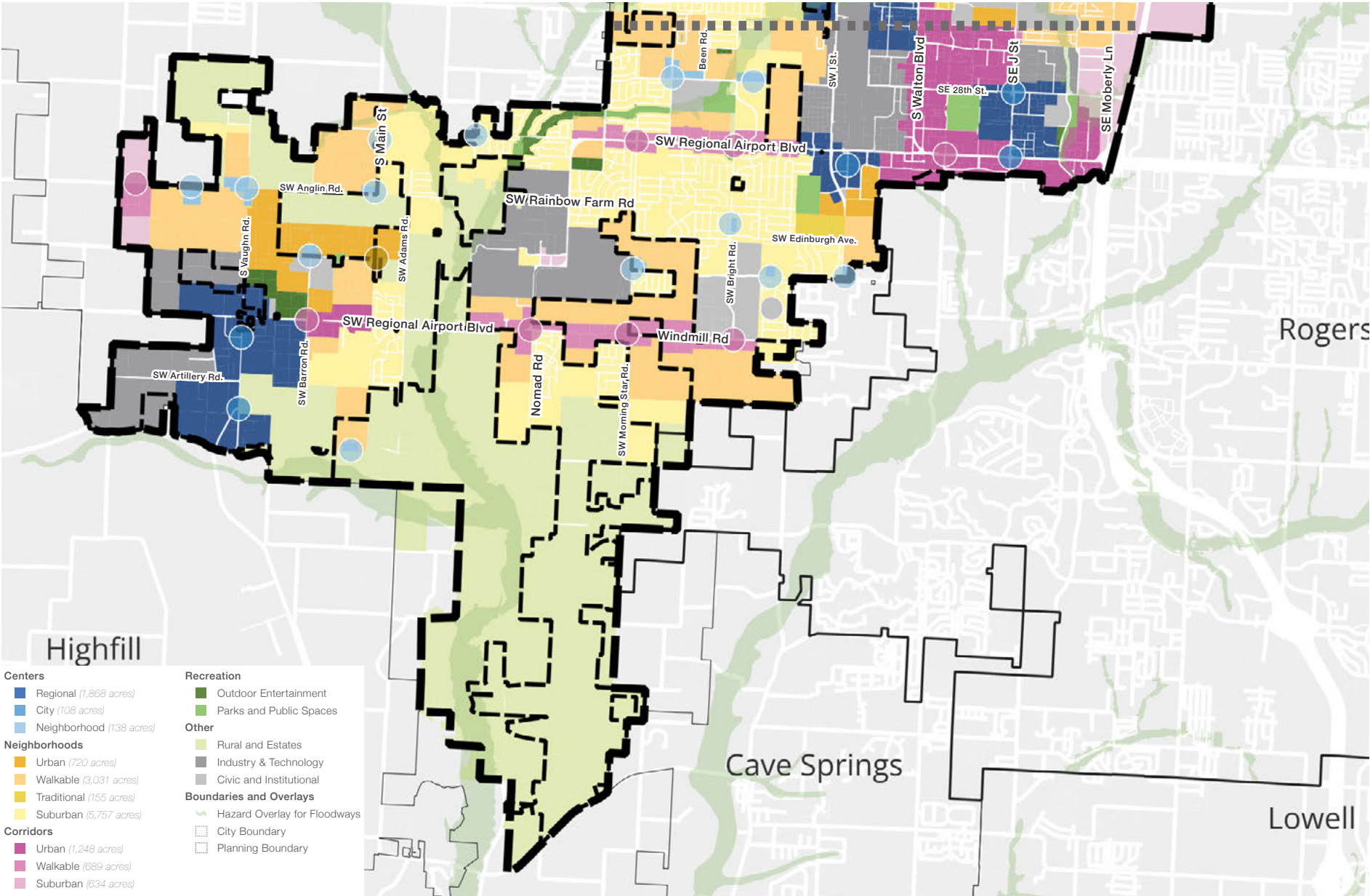
Preserving rural character remains a key priority. The plan encourages relatively higher-density development within the city's core and hubs, reducing the need for outward expansion. While the plan can accommodate population growth beyond current projections, compact, fiscally responsible growth ensures Bentonville retains its rural surroundings and strong fiscal outlook, meeting population demands while staying adaptable to future challenges.



NORTH AREA



SOUTH AREA

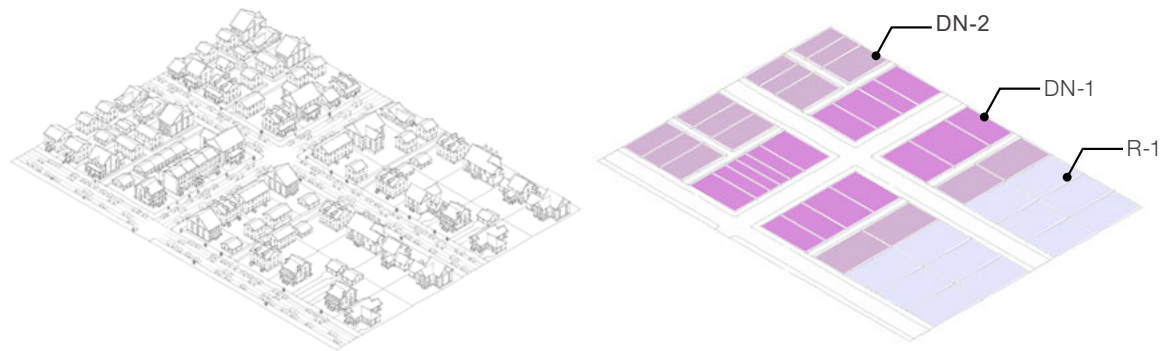


FUTURE LAND USE AND ZONING

Future Land Use and zoning are interconnected yet distinct components of city planning. While the Community Plan does not directly change zoning, it provides a vision for the city's development by defining Place Types—a set of intended characteristics for each area of the city, including land uses like residential, commercial, or mixed-use, typical activities, and building scale. Each Place Type can incorporate several zoning districts, and property owners may request rezoning as needed. These requests are assessed in light of the Community Plan to ensure they align with the Place Type's objectives. The Future Land Use Plan provides a structured framework that guides zoning decisions by outlining the intended characteristics and uses within each designated Place Type and by suggesting compatible zoning categories. Decision-makers use this framework in conjunction with the Zoning Alignment Table, which identifies existing Zoning Districts compatible with each Place Type. For example, the Suburban Neighborhood Place Type might align with R-1 and R-3 zoning, while Parks and Public Spaces may allow for broader zoning compatibility. However, all developments should meet the specific character and functional goals set forth for each Place Type to maintain the area's intended purpose and appearance.

Future Land Use assignments can be changed by request of the property owner. Such requests are evaluated once each year, holistically, to ensure they support the goals of the Community Plan and other city goals and policies.

TRADITIONAL NEIGHBORHOOD



REGIONAL CENTER

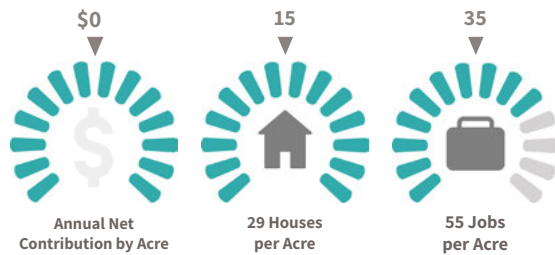


Examples of Place Type correlation with zoning districts. Place Types typically include multiple zoning districts.

Note: Rezoning requests should be reviewed in accordance with the city's most recently adopted Future Land Use Map and Zoning Alignment Policy.

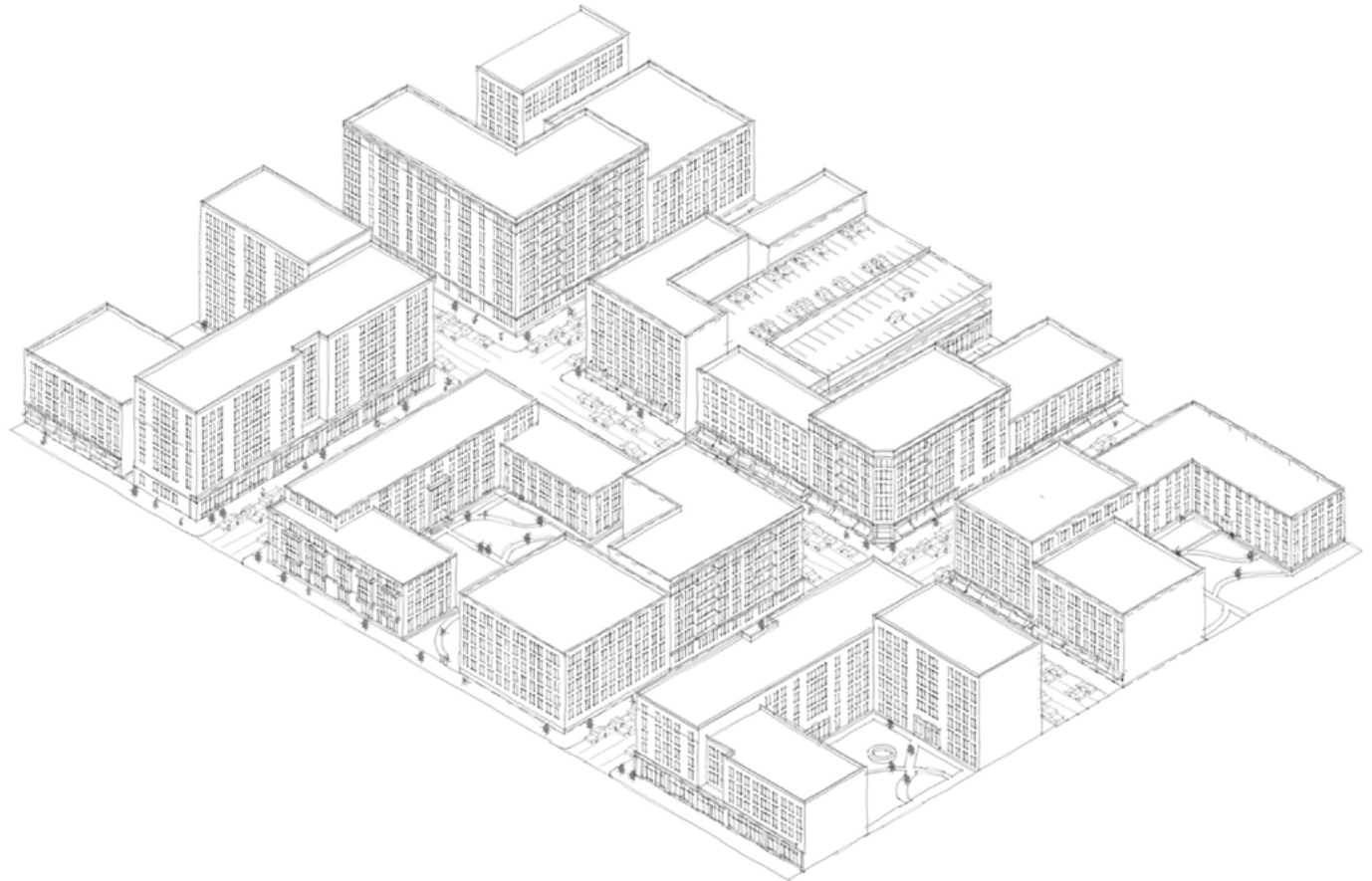
PLACE TYPES

REGIONAL CENTER

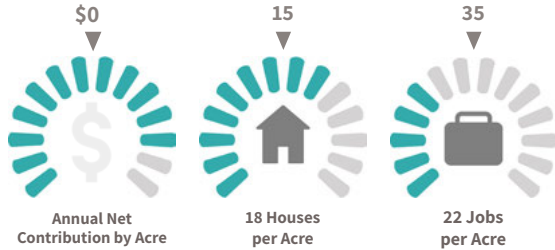


Anticipated building height: 6-8 stories

Regional Centers are typically hubs of concentrated white collar employment, together with the smaller businesses — like restaurants, office supplies, and other services — that support them. They are also a good place for more concentrated housing in close proximity to abundant jobs. Walmart's emerging corporate campus is one example, Uptown Rogers is another. Delivering the city's highest financial performance, these areas play an important role in generating the money that local residents use to pay for housing and goods, and also support a robust economy of complementary businesses.

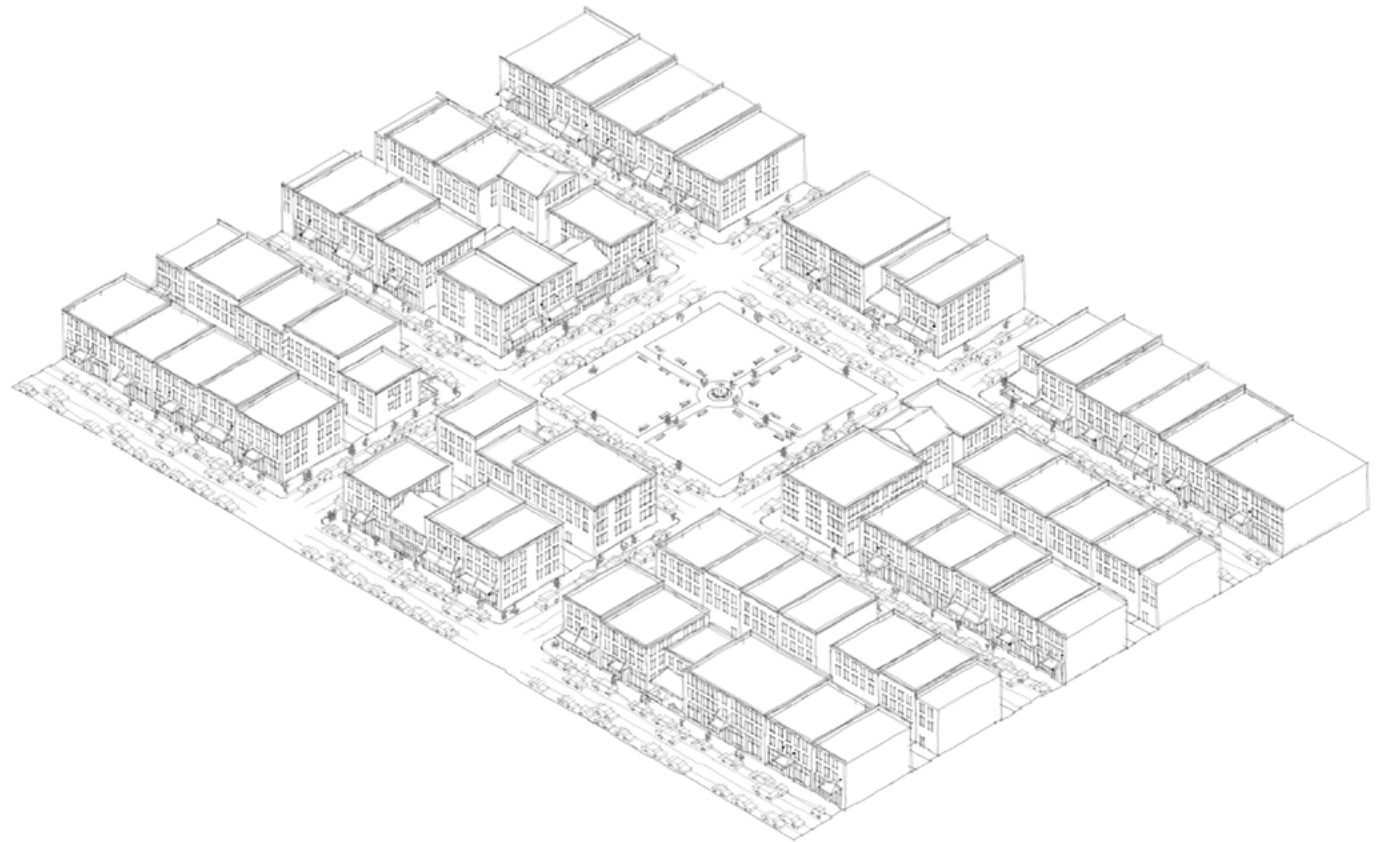


CITY CENTER

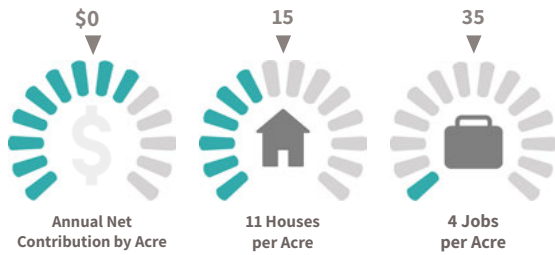


Anticipated building height: 4-6 stories

City Centers are places like the Downtown Bentonville Square and its surrounding blocks, consisting of jobs, entertainment, convenience retail, daily services, and housing at a variety of scales — from single story shops to office and residential buildings. This combination of types and uses, from sidewalk-lining buildings to civic institutions like churches and city hall, to apartments, condos, and townhomes, makes for the city's most active, compact and walkable space. In the future there may be more than one City Center providing convenient access to additional amenities, particularly in the southwest, and reducing the growth pressure around the city's beloved heart. With a high concentration of commercial along with housing, City Centers contribute substantially to the city's budget.

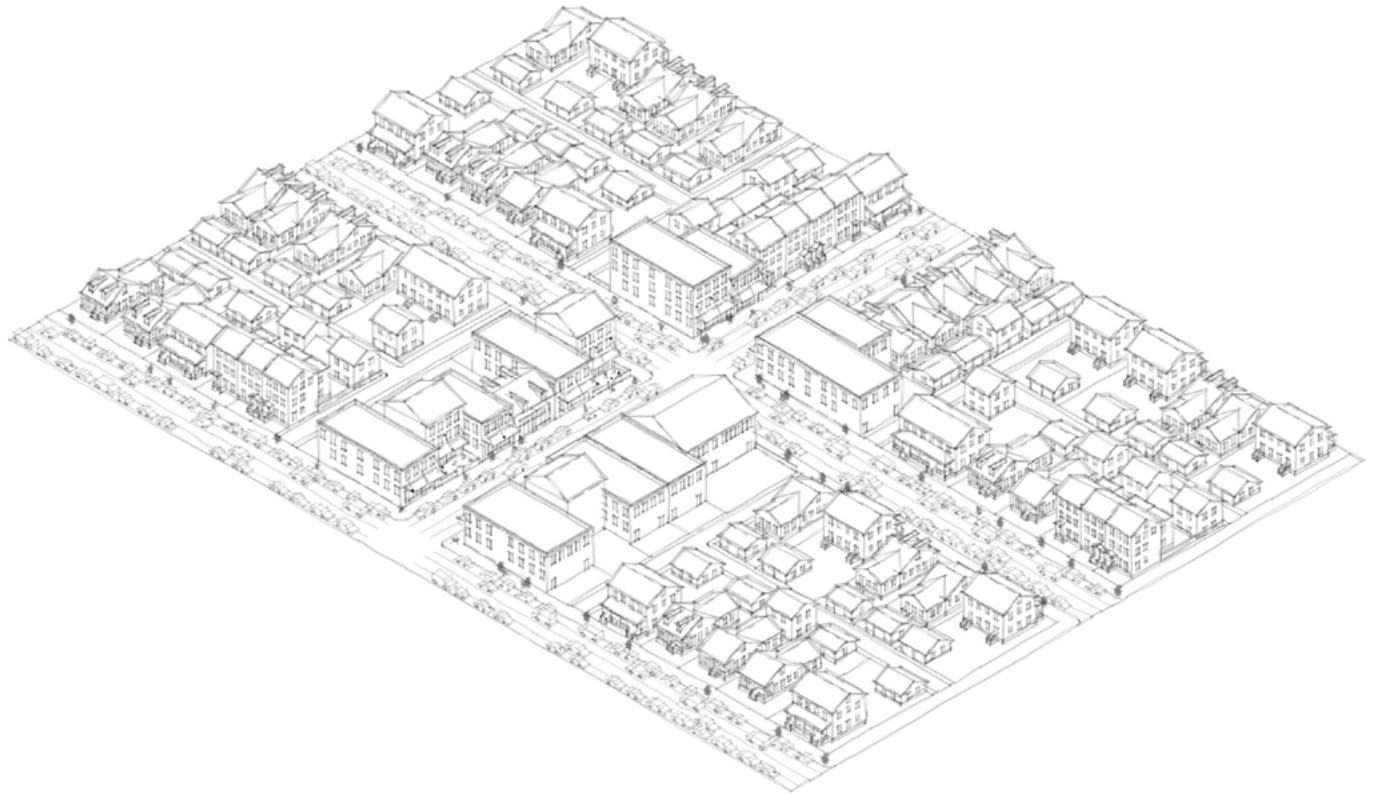


NEIGHBORHOOD CENTER

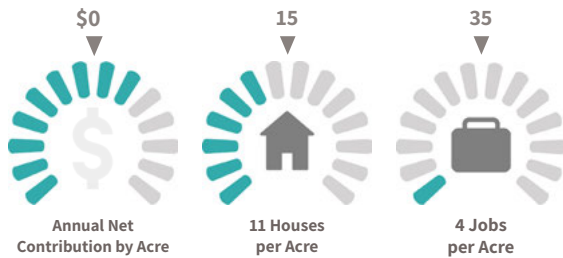


Anticipated building height: 3-5 stories

Neighborhood Centers serve as the physical glue between neighborhoods — providing a human-scaled destination where surrounding neighbors can walk or bike, gather in fellowship, dine out, or pick up basic daily needs. Small, local businesses typically provide a variety of entry-level jobs, a sense of increasing independence for area youth, and an opportunity to support more home-grown businesses. They usually also include nearby townhomes, small apartment buildings, and small homes transitioning in scale and activity to less concentrated surrounding neighborhoods. Neighborhood Centers contribute sales tax and concentrated property tax to the city's budget, balancing nearby neighborhoods.

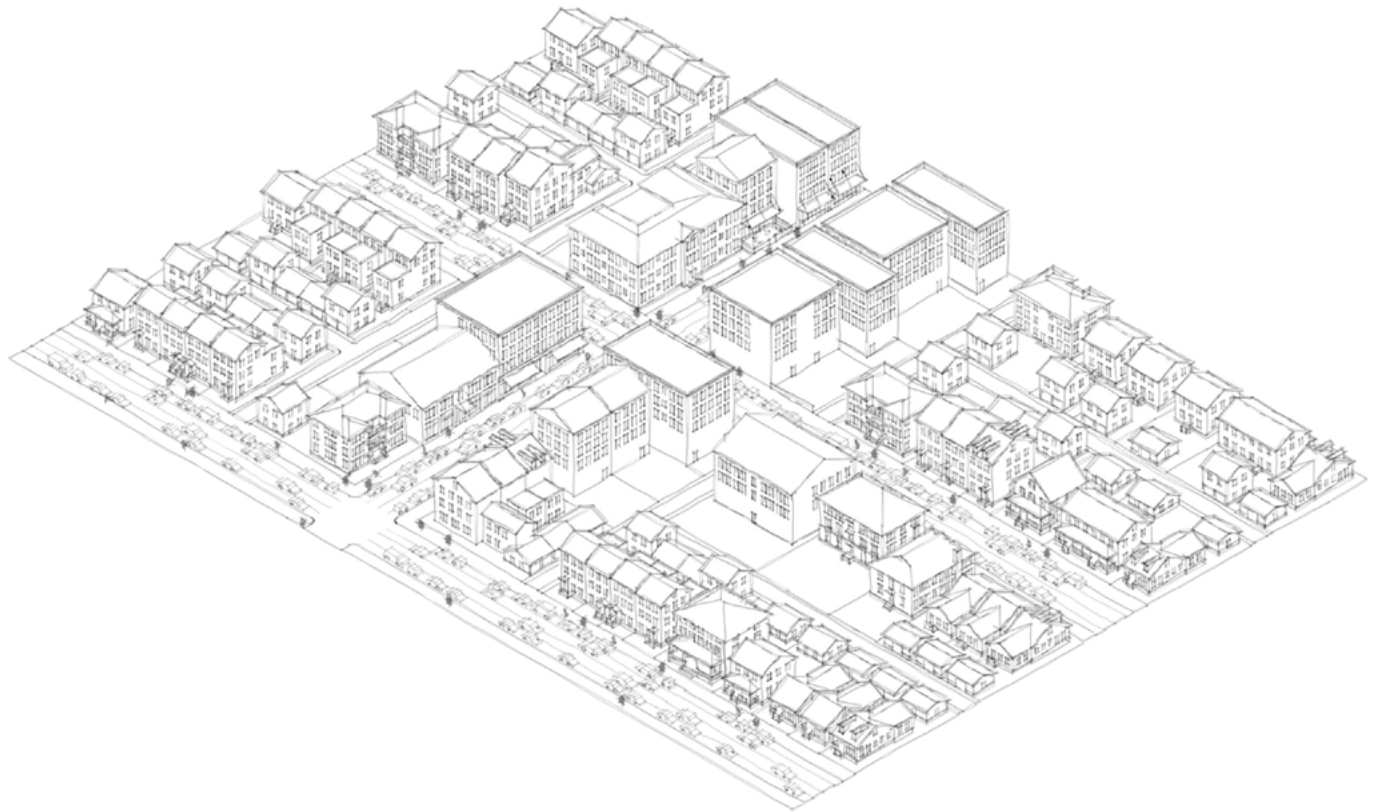


URBAN NEIGHBORHOOD

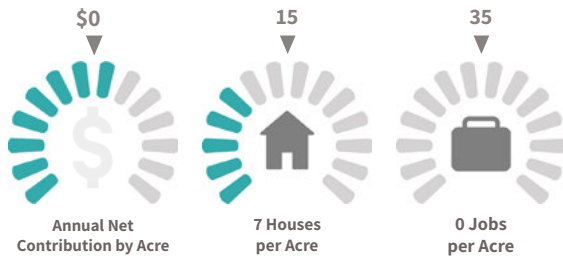


Anticipated building height: 3-5 stories

Urban Neighborhoods are the city's highest intensity neighborhoods, defined primarily by multi-family buildings and townhomes but with some single family and smaller commercial uses mixed in. Catering to those seeking more flexible, lower maintenance lifestyles, they provide considerable housing in a relatively small footprint and support walking and biking as viable transportation alternatives. Financially, Urban Neighborhoods are net positive and significantly reduce the amount of land needed for growth.



WALKABLE NEIGHBORHOOD

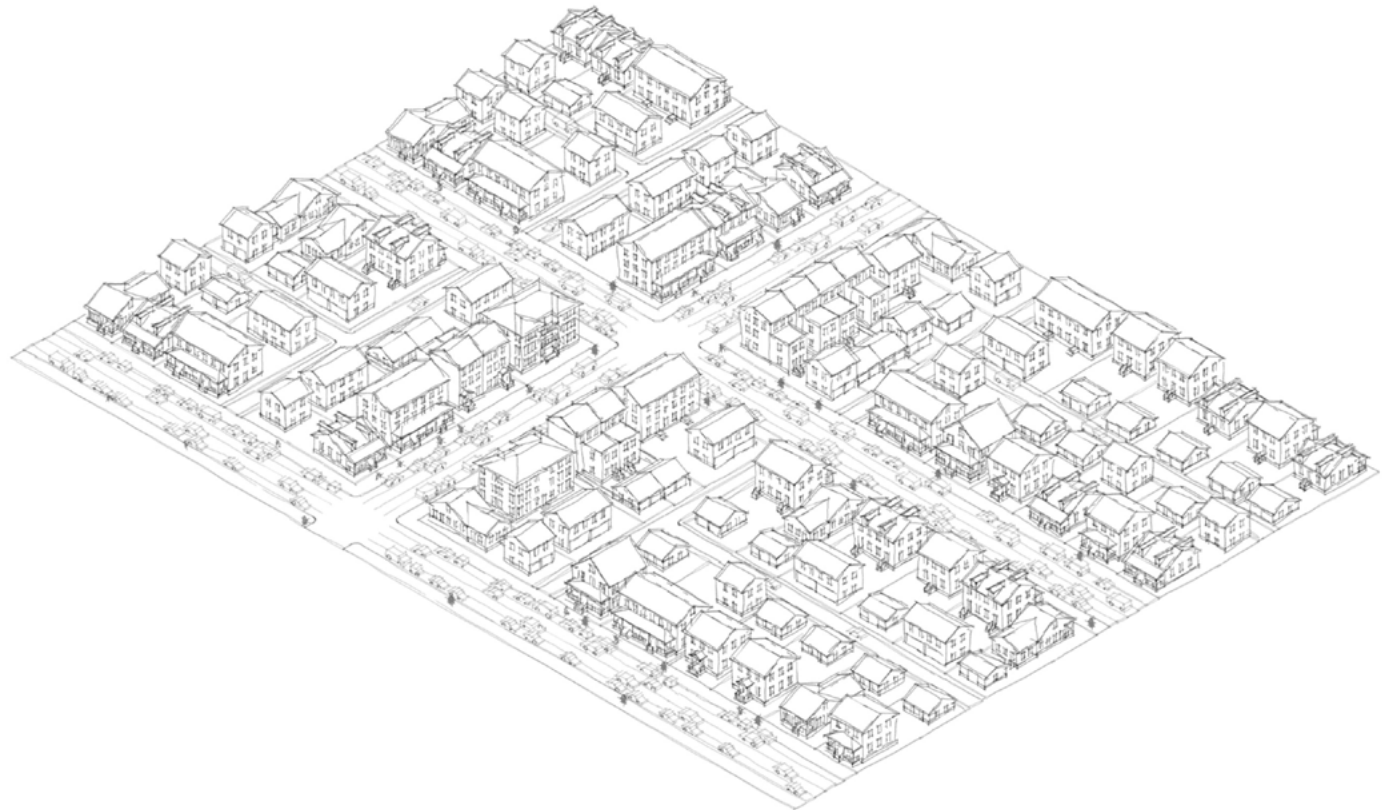


Anticipated building height: 3 stories

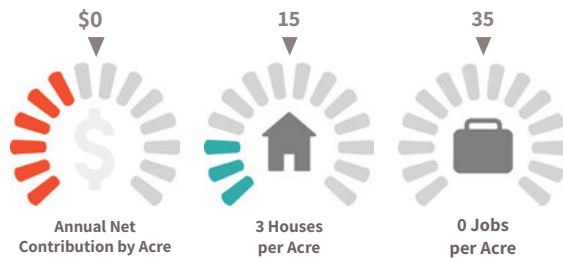
Walkable Neighborhoods combine compatibly-scaled single family homes, townhomes, and apartment buildings in a neighborhood setting.

They provide a high degree of housing diversity, allowing for more people of different circumstances to share the same neighborhood. They also support some small neighborhood shops and are often near Neighborhood Centers and parks, making it easy to walk and bike for frequent trips.

Financially, mixed neighborhoods don't fully cover their costs, but by providing housing in a compact footprint, they reduce the amount of land needed for growth.



TRADITIONAL NEIGHBORHOOD

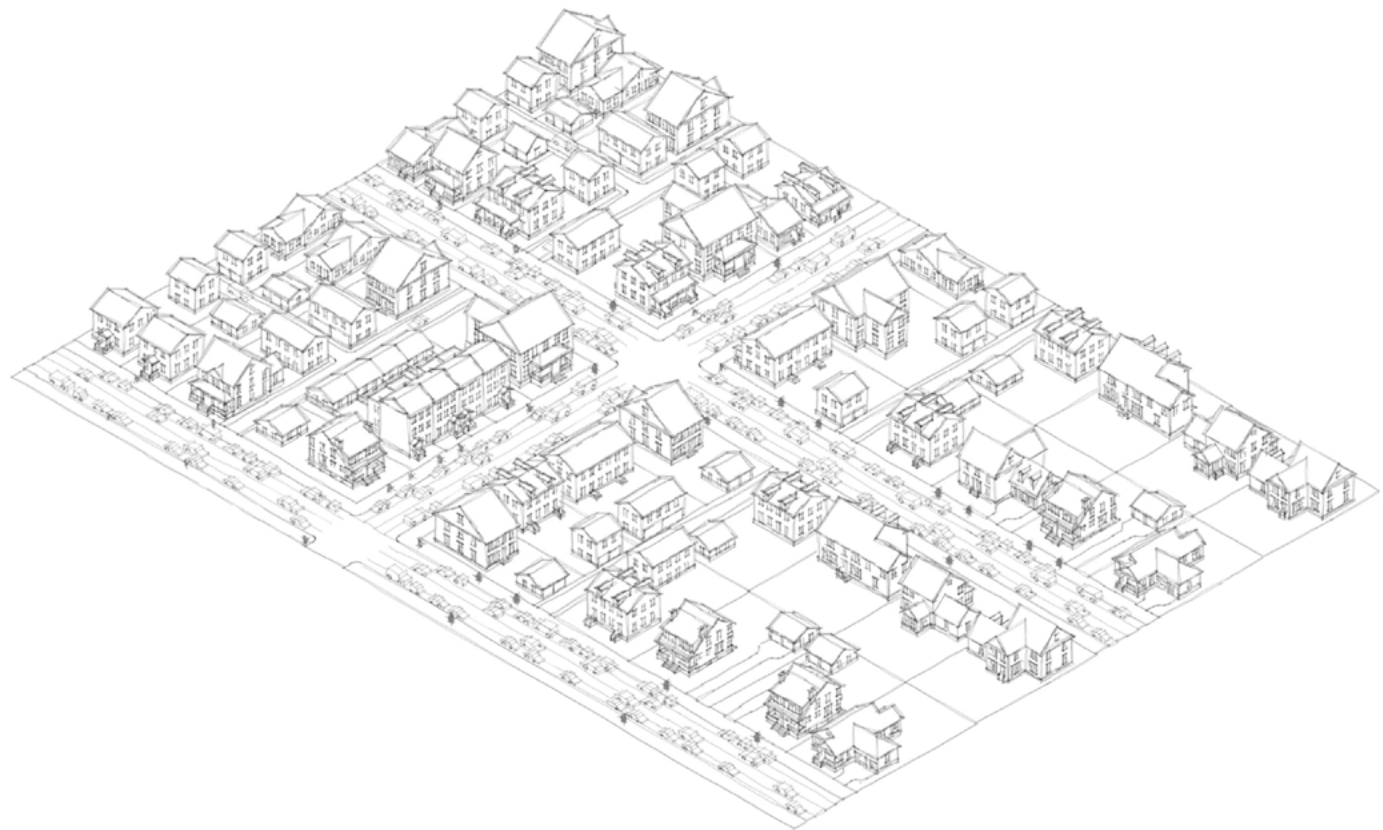


Anticipated building height: 2.5-3 stories

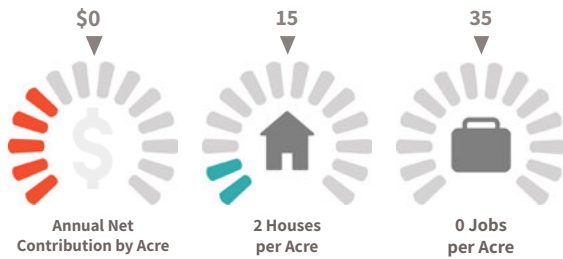
Traditional Neighborhoods serve as a bridge between denser, more mixed-use Walkable Neighborhoods and more dispersed and automobile-oriented Suburban Neighborhoods. As such, they merge features of both.

Characterized by gridded, walkable blocks of single family homes and townhomes, they provide diverse housing opportunities while easing the way towards areas of single family homes only.

Lots are formally structured but grow incrementally larger as you move outward, maintaining the viability of walking and biking for many trips while contributing to a more relaxed residential character.



SUBURBAN NEIGHBORHOOD

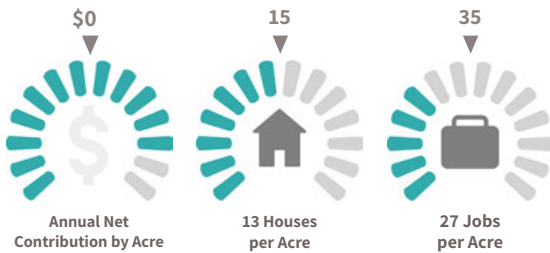


Anticipated building height: 2.5-3 stories

Suburban Neighborhoods, often referred to as subdivisions, consist mainly of single family homes on comparatively larger lots, some including accessory dwellings within the main house volume or in a detached building. They are generally quiet areas more removed from most commercial amenities. Family-oriented, often with large concentrations of children, suburban neighborhoods are often preferred by growing families. Because houses are on larger properties, buildings are more spread out and car trips are required for most needs. Suburban Neighborhoods don't cover their own costs, but they provide housing needed for a large segment of the community, including families raising the next generation of Bentonville residents.

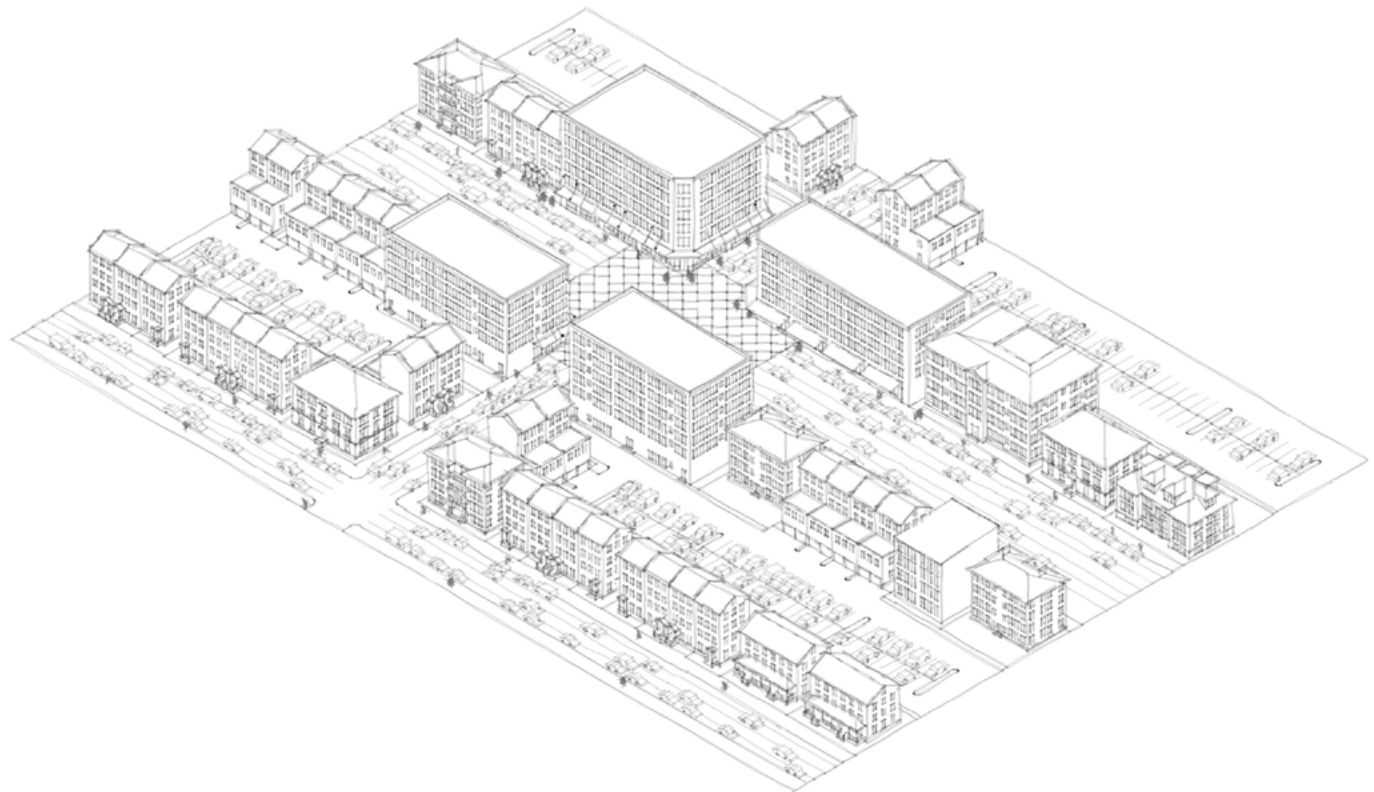


URBAN CORRIDOR

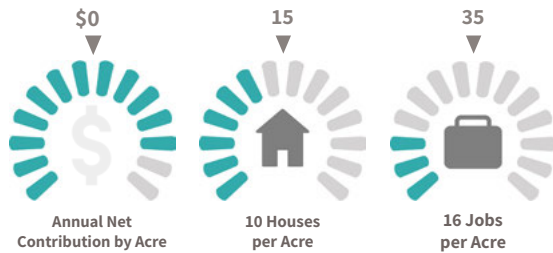


Anticipated building height: 3-6 stories

Urban Corridors are primary thoroughfares fronted by larger multi-family and office buildings interspersed with neighborhood-serving commercial uses. They feature development on unbuilt properties as well as new uses added to properties only partially built out. Comparable to but more intense than Walkable Corridors, they allow for large numbers of people to safely walk or bike to jobs and daily needs. Urban Corridors are strong tax contributors, outperforming all other place types except Regional and City Centers.



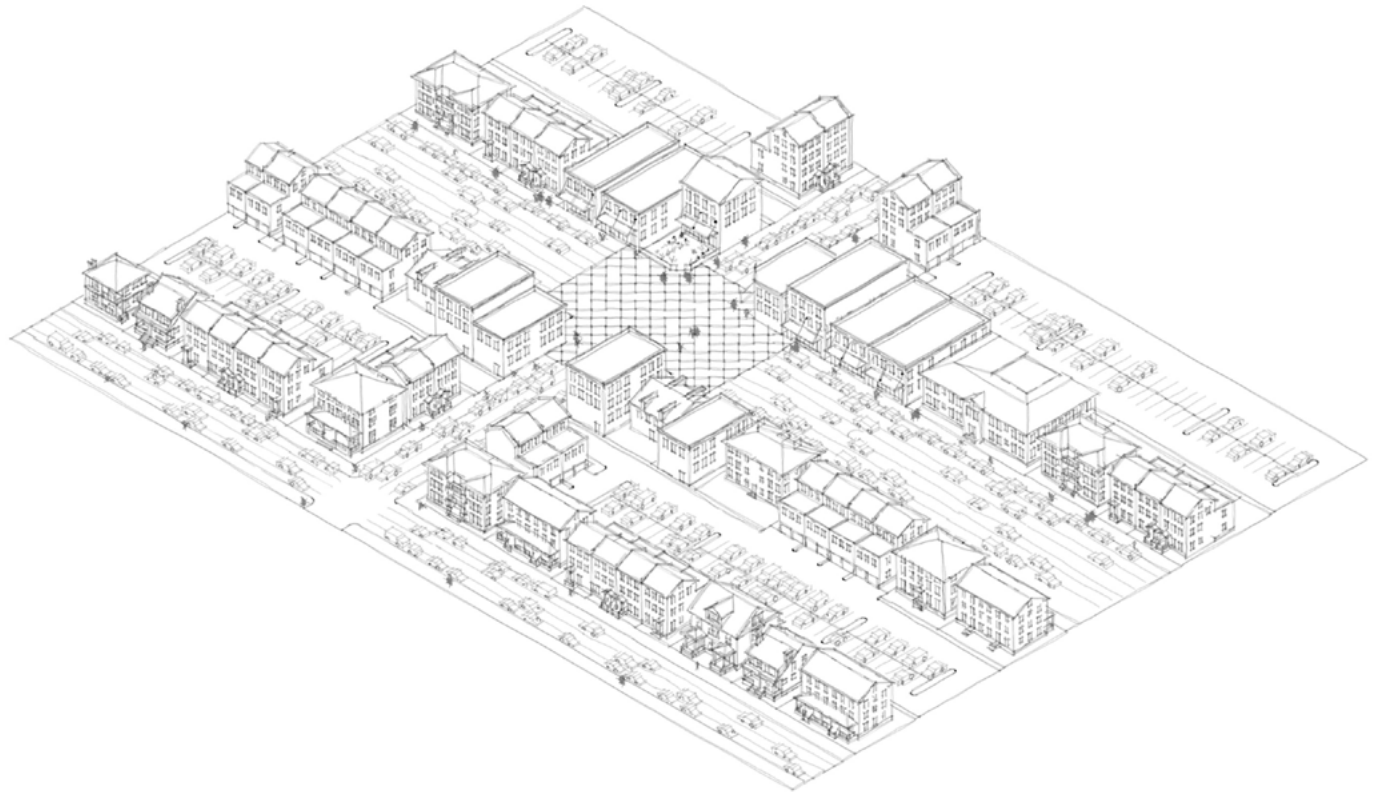
WALKABLE CORRIDOR



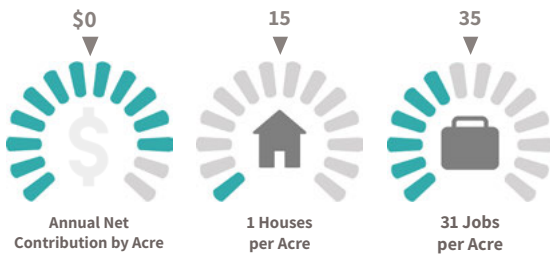
Anticipated building height: 3-5 stories

Walkable Corridor refers to areas that once were large arterial roadways lined by strip-commercial uses but maintain the potential to become a sort of Neighborhood Center in linear form; a more human-scaled, connected destination where adjacent neighbors can safely walk or bike to retail and services. They consist of mixed-use developments, apartments, and townhomes on unbuilt properties and new uses added to properties only partially built upon. Together they support more businesses and residents in close proximity.

Financially, Walkable Corridors perform better than Suburban Corridors as an alternative land use along arterial roadways.

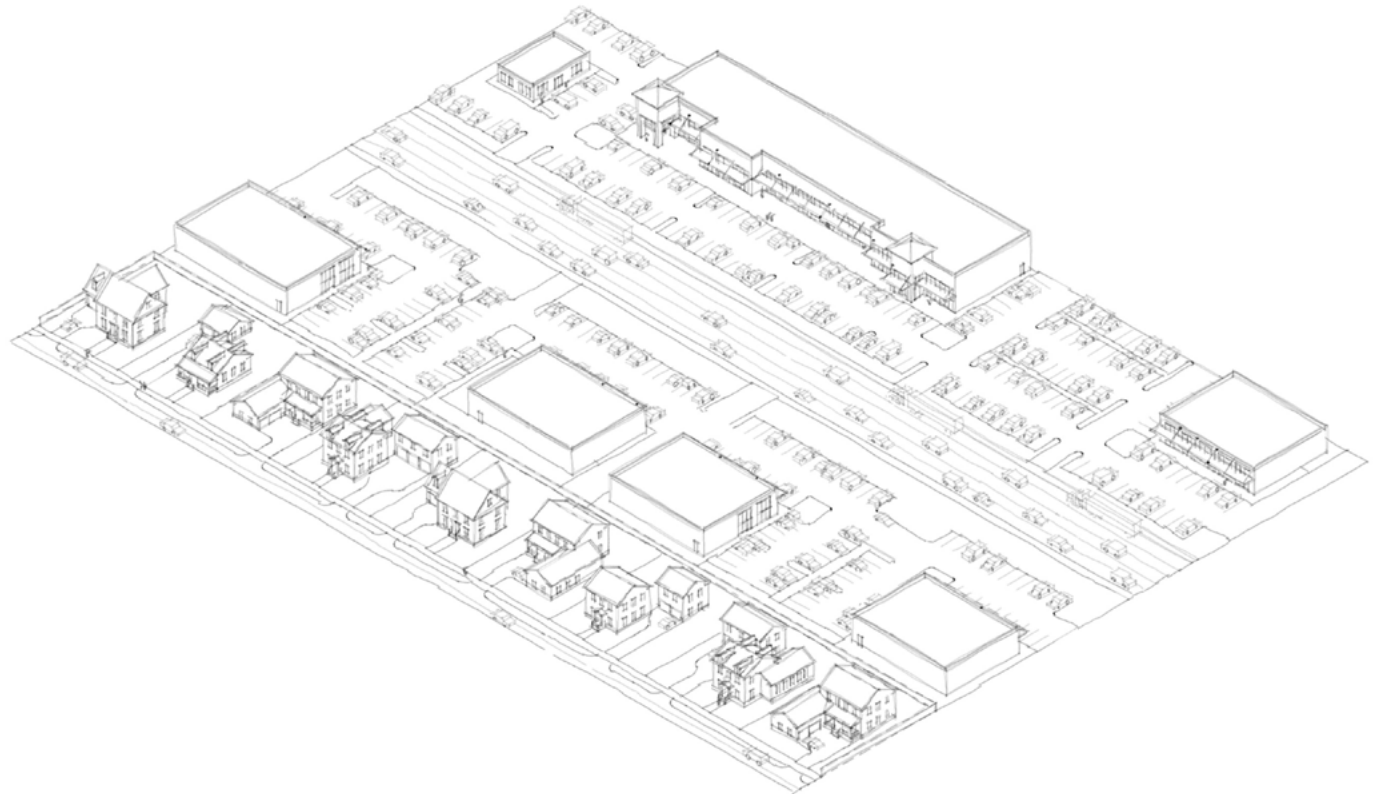


SUBURBAN CORRIDOR



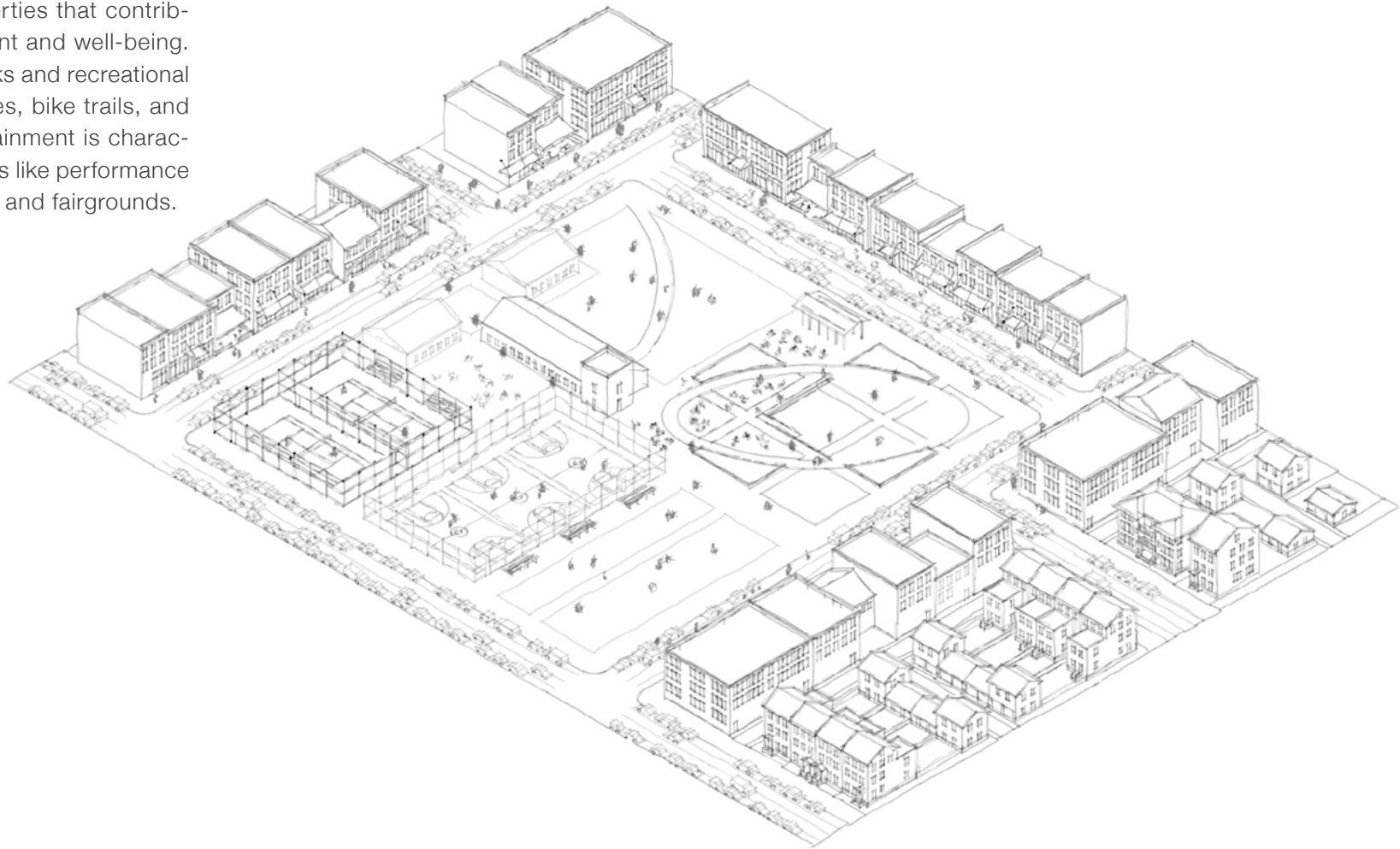
Anticipated building height: 2-4 stories

Suburban Corridors are areas comprised of large format retail environments like big box stores, shopping malls, car sales, and large industrial facilities, as well as residential developments serving regional commuters. Because these areas cater to those traveling primarily by car, they feature large parking areas and related drainage which limits their financial performance. Nonetheless, largely through sales tax revenue, Suburban Corridors generate more than their associated costs.

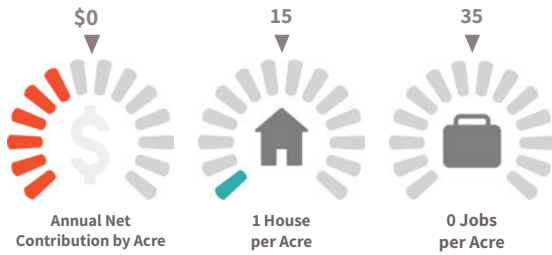


RECREATION

Recreation is defined by two categories: Parks and Public Space and Outdoor Entertainment. Parks and Public Space refers to both public and privately owned properties that contribute to community enjoyment and well-being. This includes the city's parks and recreational amenities, gathering spaces, bike trails, and museums. Outdoor Entertainment is characterized by larger format uses like performance venues, amusement parks, and fairgrounds.

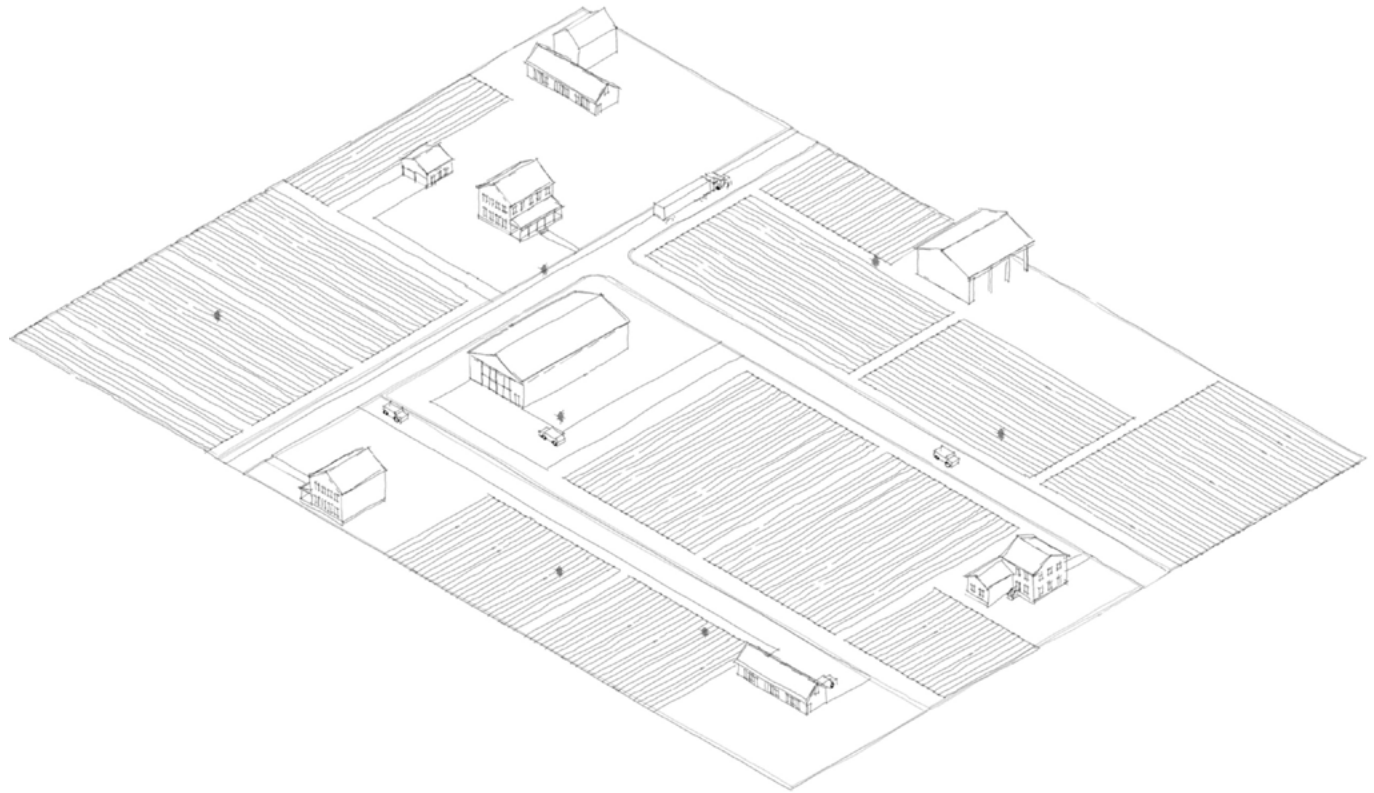


RURAL AND ESTATES

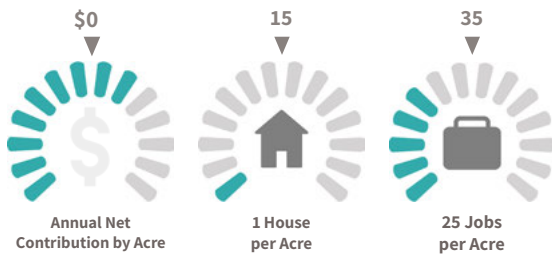


Anticipated building height: 2.5 stories; and taller structures for agricultural operations

Rural and Estates areas, with their low population densities and wide open spaces, put the country in “town and country.” Characterized by agricultural uses, natural landscapes, and dispersed residential on large lots, they offer a tranquil sense of retreat from more vibrant place types but also require driving for most needs. Economically, these areas come very close to covering their own costs, largely due to their limited infrastructure and public amenities.



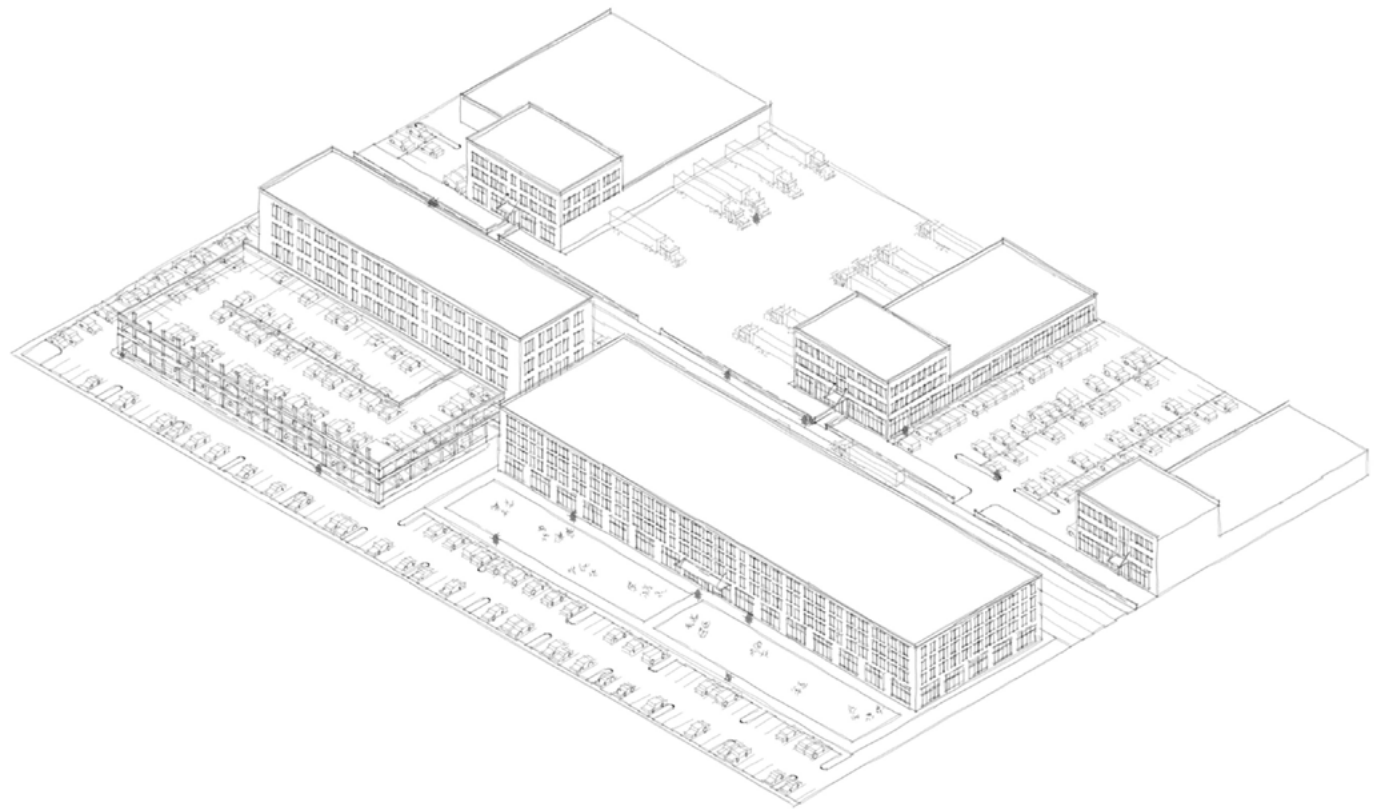
INDUSTRY AND TECHNOLOGY



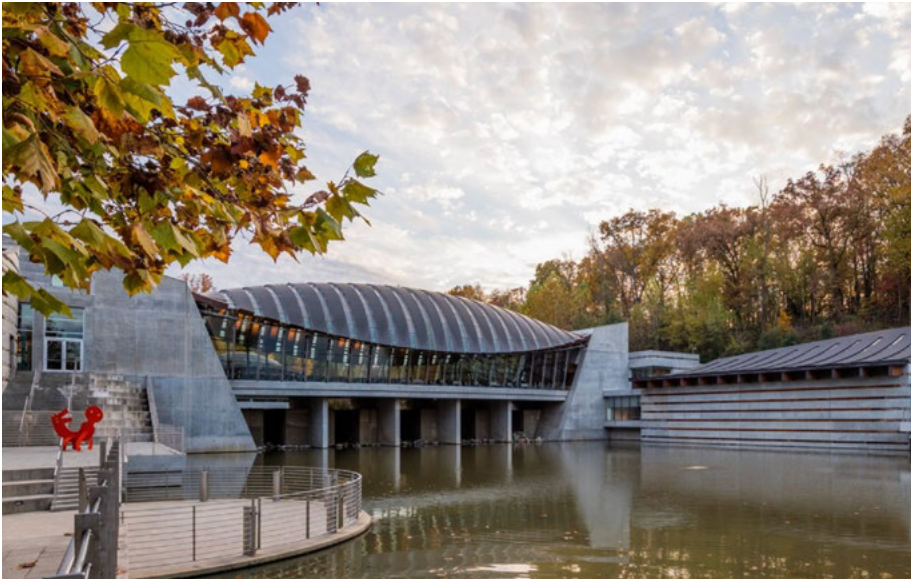
Anticipated building height: up to 5 stories or 60 feet

Industrial and Technology refers to areas that, in earlier times, were characterized as light industrial. Today these areas feature all aspects of the maker economy — technology startups, light manufacturing, warehousing and distribution, art galleries, artisans, craftspeople, and other made-by-hand enterprises. Such areas play an important role in accommodating and concentrating non-corporate employment, providing space for start-up businesses and businesses that support the larger local and regional economy. Because of the format of buildings and general lack of housing, they don't cover their costs.

However Industrial and Technology place types play an important role in the employment ecosystem which indirectly contributes to sales and property taxes.



CIVIC AND INSTITUTIONAL



Civic and Institutional areas are typically designed with a campus-like layout, which distinguishes them from other Place Types structured around a traditional street and block system. These areas may vary widely, encompassing uses such as hospital campuses, research institutions, and cultural centers, each with unique features that support their primary function, like housing and services for students or employees. Some Civic and Institutional areas may be dense, with few open spaces, while others, particularly cultural sites, may include substantial green spaces or natural areas. Civic and Institutional areas serve an essential role in the local economy, driving tourism,

fostering new businesses, attracting research initiatives, and providing educational opportunities. The campus format means that building design, green space, and circulation within each area are highly specialized to its purpose, resulting in unique layouts. Although many Civic and Institutional campuses are nonprofit and don't directly cover municipal costs, they support the employment landscape and stimulate the local economy, indirectly contributing to property and sales tax revenue.

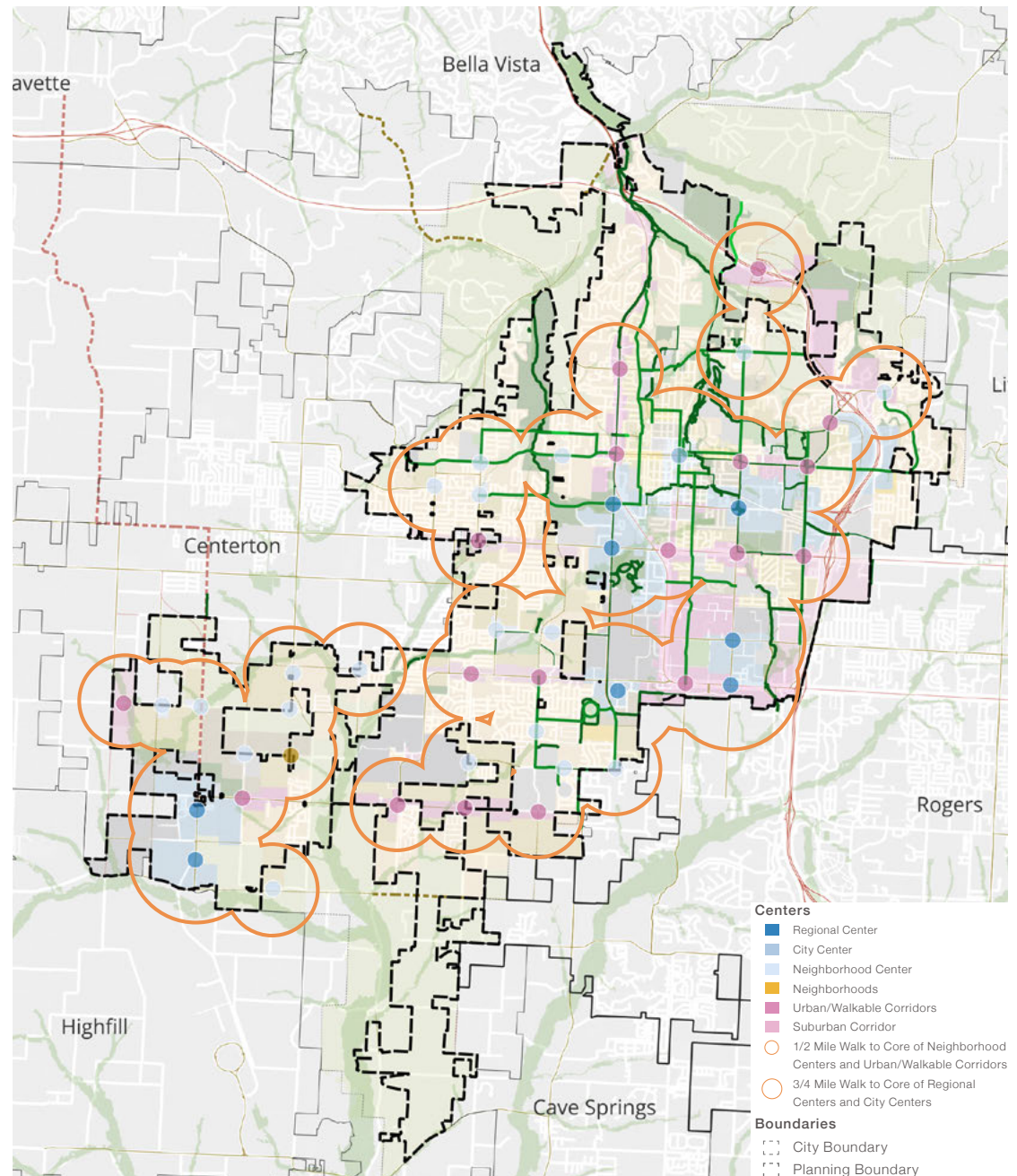


GETTING AROUND BENTONVILLE

Bentonville's rapid growth and increasing population necessitate a mobility strategy that provides practical, efficient, and accessible options for all residents and visitors. The city's current transportation network, shaped by car dependency, faces challenges such as congestion, limited connectivity, and unequal access to alternative travel modes. The Community Plan focuses on land use strategies designed to support enhanced mobility choices across cycling, walking, and public transit while optimizing road systems to ensure seamless travel for all users. By diversifying transportation options and improving infrastructure, Bentonville can create a balanced, user-friendly network that serves a dynamic, growing community.

Future policies and mobility investments should:

1. **Expand mobility options:** Develop infrastructure that prioritizes walking, biking, and supports current and future transit alongside road networks.
2. **Improve connectivity:** Create well-connected networks for all modes of transportation, connecting more streets, bicycle ways, and sidewalks, enabling direct and convenient travel.
3. **Ensure equity:** Provide access to multiple mobility options for all community members.
4. **Foster economic growth:** Support businesses, employment hubs, and recreational areas through strategic mobility planning by providing convenient access for customers and employees across all modes.



Cycling Infrastructure: Expanding Options for Riders

Create a citywide cycling network that serves commuters, recreational riders, and visitors.

Bentonville has become a national leader in cycling, yet significant opportunities exist to further develop its infrastructure. Expanding protected bike lanes, integrating cycling with land use planning, and enhancing connections to major destinations will encourage more people to choose biking as a primary travel option. Strengthening programs like bike-sharing and providing wayfinding signage can make cycling more accessible for casual users and tourists.

Pedestrian Connectivity: Supporting Walkable Neighborhoods and Districts

Build a pedestrian-friendly city with safe, direct, and comfortable walking routes to essential services and amenities.

Walking offers a practical, low-cost mode of transportation for short trips. However, Bentonville's pedestrian network is concentrated in downtown areas, leaving many neighborhoods underserved and connections between districts difficult. Expanding sidewalks, ensuring safe crossings, and connecting walking paths and trails to schools, parks, and commercial centers will allow residents to travel safely and conveniently without a car.

Commuting Solutions: Diversifying Travel Modes

Reduce peak-hour congestion by promoting alternative commuting options and optimizing traffic flow.

Nearly 45,000 daily commuters travel to Bentonville, approaching the city's entire population. Expanding housing options near employment centers can shorten commutes and reduce dependency on cars. A multimodal approach—including cycling, walking, and carpooling—can distribute traffic and alleviate pressure on main corridors. Adding secondary routes and improving road efficiency will provide drivers with more options and smoother travel.

Future Transit: Planning for Regional Access and Future Transit Routes

Lay the foundation for future public transit systems by clustering development and creating natural transit hubs.

While Bentonville lacks a robust public transit network, thoughtful land use planning today can set the stage for future systems. Locating higher-density housing and employment centers near potential transit corridors ensures efficient service when transit becomes viable. Transit-ready development, paired with active transportation options, can provide residents with choices beyond driving.

Street Network Connectivity: Enhancing Mobility Through Direct Routes

Develop an interconnected street network that improves access for all transportation modes.

Fragmented street layouts force reliance on major roads, leading to congestion and limited mobility. By prioritizing a grid-style network in new developments and retrofitting connections in existing neighborhoods, Bentonville can create more travel options, reducing traffic concentration along the city's more significant roadways. A connected street system also supports active transportation by offering direct, safe routes for pedestrians and cyclists.

Complete Streets: Balancing Street Design to Serve All Users

Design streets that balance the needs of drivers, cyclists, pedestrians, and transit users.

Complete Streets principles ensure that streets cater to diverse travel needs, balanced according to differing user demands across the community. Adding bike lanes, pedestrian amenities, and safe transit stops makes streets accessible for all while reducing conflicts between modes. Designing streets to suit their surrounding Place Types ensures each area receives appropriate features, whether for busy commercial corridors or quiet residential zones.

Biking and Walking Integration: Enabling Mobility Modes Other Than Driving

Make biking and walking practical alternatives for everyday travel.

Walking and biking are essential to reducing congestion and broadening mobility options. Investments in mixed-use developments, pedestrian-friendly streets, and enhanced biking infrastructure encourage active transportation as a daily habit. Major projects like the Walmart Home Office's goal for bike commuting demonstrate how private initiatives can align with city goals, reducing overall traffic while increasing transportation equity.

Equitable Mobility: Meeting Diverse Needs

Ensure transportation options accommodate all community members, regardless of age, ability, or income.

A successful transportation network addresses the needs of all users, including children, seniors, and those without access to a car. Adding accessible pathways, affordable bike-share programs, and safe pedestrian crossings can ensure mobility equity across Bentonville's neighborhoods. Targeting underserved areas with improved infrastructure builds a more inclusive and resilient community.

Key Priorities for Bentonville's Mobility Future

- **Accessibility:** Ensure all transportation modes are available and convenient for every resident.
- **Efficiency:** Reduce travel times through well-designed routes and integration of multiple transportation options.
- **Safety:** Minimize vehicle speed and accident severity through placemaking, complete street design strategies, improved connectivity, and traffic-calming measures.
- **Community-Centered Design:** Align mobility strategies with the needs of Bentonville's growing population and local businesses by prioritizing pedestrians and cyclists, especially within hubs of community and commercial activity.

By focusing on expanding mobility options and improving connectivity, Bentonville can address its transportation challenges while enabling growth and supporting successful business and cultural communities.

5

AT A GLANCE

Making Stronger Neighborhoods

Areas of Neighborhood Stability

**Areas of Neighborhood
Transformation**

**Areas of New
Neighborhood Investment**

NEIGHBORHOODS and HOUSING

The residential landscape in Bentonville has evolved rapidly over the past two decades. New subdivisions are sprouting throughout the rural landscape. Neighborhoods developed over the past 10–20 years are maturing as trees grow and homes go through their first cycles of owner turnover. Near the center of the community, some of the city's oldest neighborhoods are experiencing rapid redevelopment in an effort to meet the demands of changing lifestyles and market dynamics. As the population in Bentonville continues to increase, neighborhoods must continue to support a high quality of life.

The Neighborhoods and Housing chapter recognizes the unique stories playing out in different parts of Bentonville. As the community continues to become more diverse, the demand for different types of neighborhoods and housing will likely increase, to better accommodate aging in place, attract millennials and young families, and accommodate the community's housing needs at all socioeconomic levels. As some neighborhoods age, they will be the focus of redevelopment.

As the population grows, new neighborhoods will emerge. As people of all ages and socioeconomic levels become residents of the community, neighborhoods and housing choices will need to meet the needs of current and future populations. This chapter includes policies that support responsible neighborhood maintenance, transformation, and new development where appropriate.



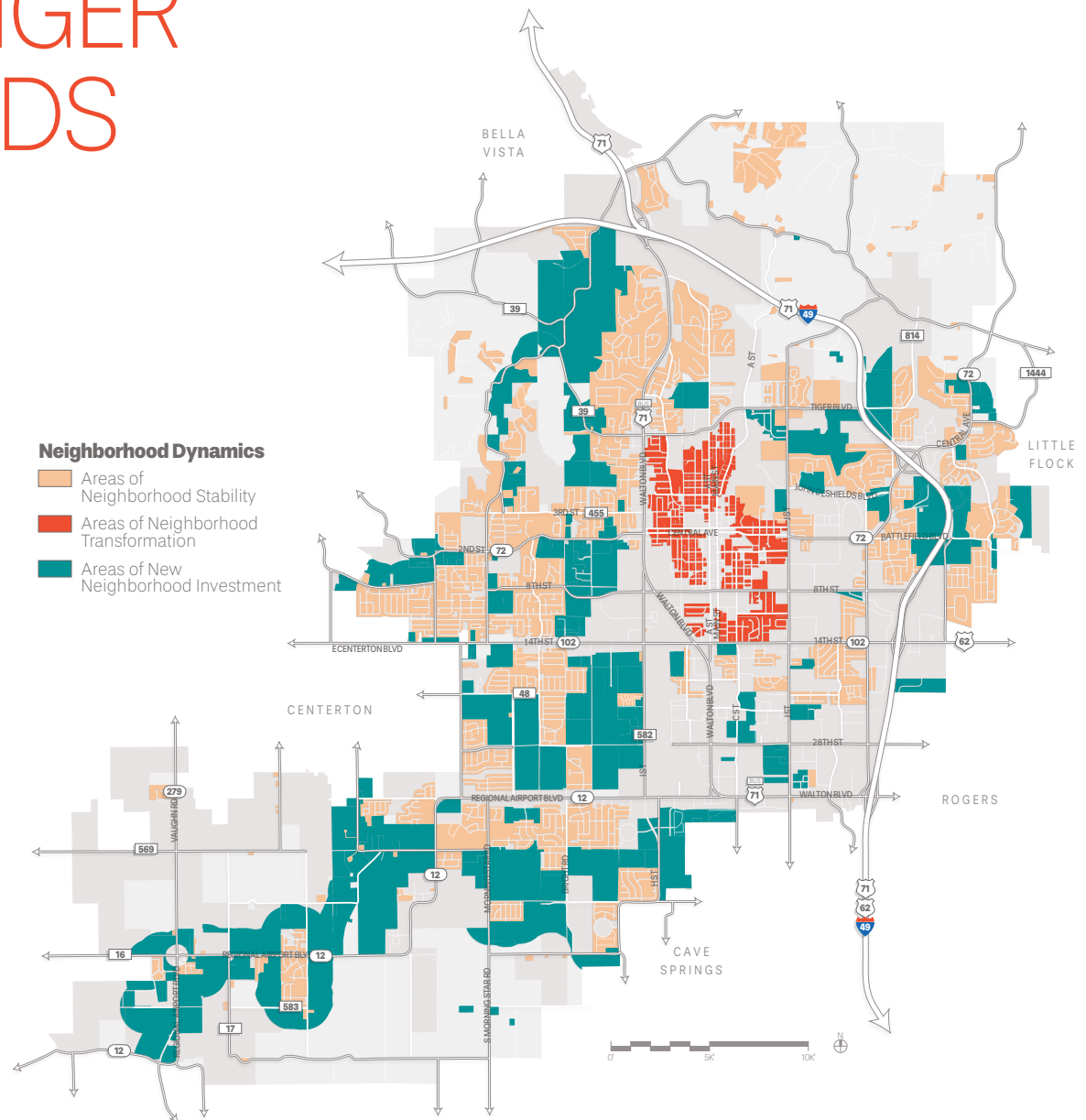
MAKING STRONGER NEIGHBORHOODS

Bentonville is experiencing growth and development at a rapid rate. By 2035, the community is projected to grow by about 32,000 people for a total population of over 72,000. These new residents will generate demand for reinvestment in existing neighborhoods and the development of entirely new subdivisions. At the same time, the city experiences an influx of over 30,000 workers each day. Currently, 43% of workers in Bentonville travel 10 miles or more to their job. (Eighteen percent of workers travel from more than 50 miles away.)

These statistics demonstrate the opportunity to capture new residents by providing viable housing options nearer to where people work. The **Neighborhoods and Housing** chapter provides guidance for different strategic approaches to providing quality neighborhoods throughout Bentonville.

The recommendations of this chapter are structured based on three specific dynamics currently playing out in Bentonville. Each dynamic has specific implications on how to achieve the "residential goals" described on the next page (page 55). These dynamics are:

- **Areas of Neighborhood Stability.** where existing residential structures are in good condition and the types of housing and design of the neighborhood is not anticipated to change.
- **Areas of Neighborhood Transformation.** where existing neighborhoods are experiencing redevelopment due to a number of factors, including the age or condition of housing, proximity to other amenities, or the cost of land.
- **Areas of New Neighborhood Investment.** which include "infill" through the subdivision of larger tracts of land surrounded by existing neighborhoods as well as the development of neighborhoods in new growth areas.





RESIDENTIAL GOALS

All residential areas should strive to achieve the following goals.

1. Provide a variety of housing types that meet the spectrum of demands from Bentonville's diverse population.
2. Improve the character of existing neighborhoods and ensure that future neighborhoods reflect a compatible and high level of design.
3. Provide proximity to, or integrate within neighborhood development, resident-based services such as parks, trails, public facilities, and local commerce.
4. Use creative, market-driven tools to maintain housing availability for all socioeconomic levels.
5. Provide the residential environments that support the city's economic engine, employment base, and commerce.

SUPPORT AFFORDABILITY

Housing affordability is a growing concern in Bentonville as property values have increased at a rate greater than the income levels of many local workers. There are several ways the City can use regulatory tools, rather than fiscal incentives, to support increased affordability through market-rate development.

Throughout Bentonville, the City should review zoning and subdivision regulations as needed and encourage developers and property owners to consider the following:

- Increase density in key areas to reduce the land cost per unit for a development;
- Allow alternative forms of density, such as duplexes within a single structure or accessory dwelling units ("granny flats"), that would provide more affordable units without altering neighborhood character;
- Reduce parking provisions in order to reduce the amount (and cost) of land needed per unit; and
- Prioritize the permitting of projects that demonstrate a mix of housing types that increases market-driven affordability.

ENCOURAGE AGING IN PLACE

The number of residents in Bentonville age 55 and above is projected to grow from approximately 5,000 in 2010 to 9,500 in 2022. As this demographic trend continues, it will and shift the market demand for different types of housing. The City must be aware of the importance of "aging in place", or the ability to live in one's own home and community safely, independently, and comfortably, regardless of age, income, or ability level.

Most adults would prefer to age in place to remain in their home and community of choice as long as possible. This is why neighborhood livability, walkability, and easy access to goods and services matters. Aging in place should be supported in all neighborhoods in Bentonville, rather than establishing isolated senior living areas.

To support aging in place throughout Bentonville, the City should support projects that accomplish one or more of the following objectives:

- Increase housing diversity (i.e. single-family homes, townhouses, and apartments or condominiums) at the block and neighborhood levels that allow for down-sizing within the local area;
- Designate senior living centers or campuses that provide the full spectrum of independent, semi-supported, and full-care living options and services, and are fully integrated into surrounding neighborhoods in terms of local mobility and character;
- Develop well-designed and fully-connected local bicycle and pedestrian networks that provide safe and accessible access to parks, commercial centers, and services;
- Allow nearby centers for goods and services that meet the needs of the senior community; and
- Promote alternative modes of transportation – provided by public agencies, special service providers, or senior housing providers – that enhance mobility and access to other parts of Bentonville.

AREAS OF NEIGHBORHOOD STABILITY

Many of Bentonville's neighborhoods were developed over the last few decades and are both in good condition and competitive in terms of the types of home amenities buyers are seeking. The intent in these areas is to sustain the housing stock over time while making small improvements to enhance local character and quality of life. To improve these areas, the following actions should be implemented.

Designate Bike Routes

Install local bike routes and bike lanes. Some residential streets are as wide as 30' and many are not relied upon for on-street parking due to the single-family nature of neighborhoods. These streets could accommodate a designated bike route that connects other segments of the network to local destinations and amenities. Bike routes could be designated by small-scale signage or on-street lane markings.

Complete Sidewalks

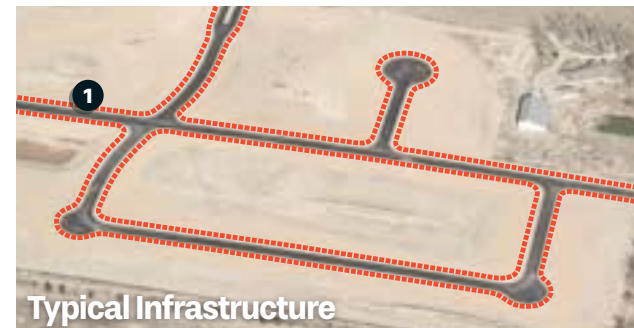
Work with developers to complete the sidewalk network in unfinished subdivisions before remaining lots are developed. Since most subdivisions in Bentonville require the developer to pay for sidewalks, this may require initial investment by the City to construct the sidewalks that could be recouped during building permit approval for individual lots.

Rethink Approach to Sidewalk Installation

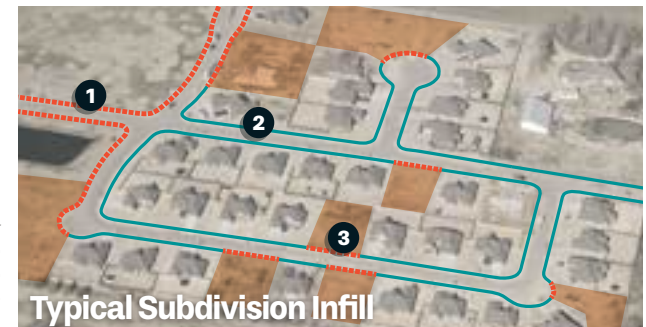
The complete sidewalk network should be installed as infrastructure is laid in a new development to support walkability for the first residents who move in. 1) sidewalks are not installed as part of the initial infrastructure phase, 2) sidewalks are installed based on home build-out, 3) sidewalk gaps are created in the overall subdivision



Bike Routes



Typical Infrastructure



Typical Subdivision Infill



Plant Trees

Plant Trees

Establish a neighborhood tree planting program that allows residents to purchase City-approved species at a bulk rate for installation in parkways or front yards. Approved species should support plant diversity, resiliency, and water conservancy.

Disaggregate mailboxes

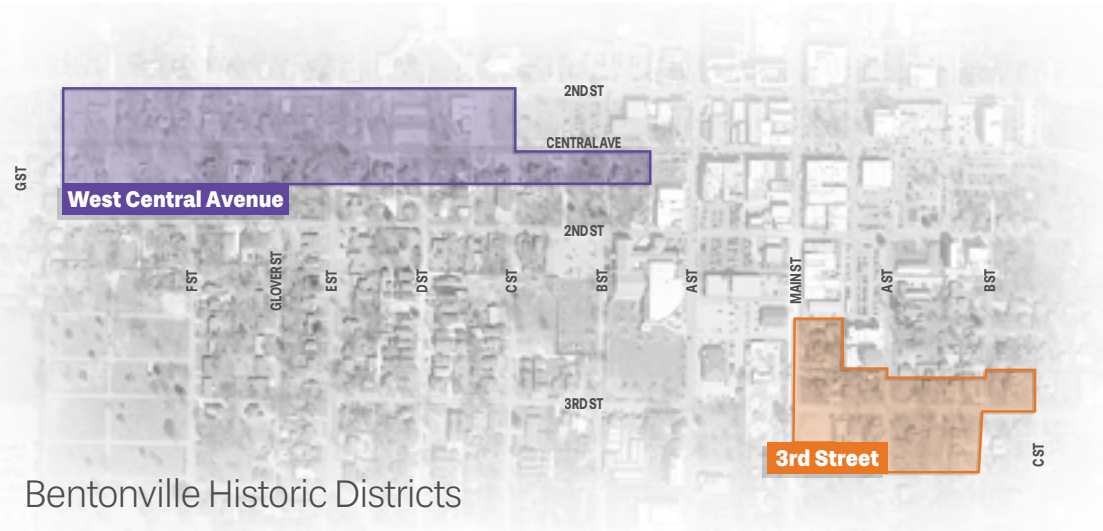
Disaggregate neighborhood mailboxes and consider requiring individual property owners to provide their own mail receptacles. Neighborhood mailboxes are often out of character with the neighborhood and are prominently located in parkways. Each residence should have a dedicated mailbox that is either attached to the house (preferred) or located in the parkway and designed to be compatible with the neighborhood character.

Screen Utility Boxes

Work with local utility providers to vault utility boxes in front yards. The City should consider working with property owners and utility providers to bury utility boxes in front yard vaults that minimize visual impacts, yet allow for necessary access and maintenance. Alternatively, property owners could use landscaping to screen utility boxes.

Preserve Bentonville Historic Districts

The City should continue to support the preservation of historic structures along Central Avenue in the West Central Avenue and 3rd Street Historic Districts.



Bentonville Historic Districts

AREAS OF NEIGHBORHOOD TRANSFORMATION

Portions of Bentonville's oldest neighborhoods are under significant pressure to redevelop. This is being driven by three primary factors: 1) Housing stock in these areas is old and often deteriorating or obsolete compared to other housing on the market. (For example, homes may lack modern kitchens, bathrooms on each floor, or multiple stories.); 2) These areas are close to attractive amenities, such as Downtown Bentonville or the Walmart Home Office, that elevate the market based on location; and 3) Land prices in many of these areas have risen dramatically in the past few years, and the growing market for small-lot single-family homes, townhouses, or condominiums is supporting the purchase and redevelopment of lots with increased residential densities.

Many of these blocks exist near the center of the city where new zoning regulations have been adopted to support residential redevelopment (More detailed recommendations related to Downtown Neighborhoods can be found in Chapter 10). Others areas of neighborhood transformation may emerge over time as housing ages and market dynamics evolve.

In order to support the appropriate transformation of these areas, the City should implement the following actions.

Support Housing Variety

Support a variety of housing types on a given block and throughout the neighborhood. Increased density and housing diversity will support market-driven affordability. It will also appeal to several potential buyers. For example, townhouses and condominiums are attractive to young professionals, small families, and empty-nesters.

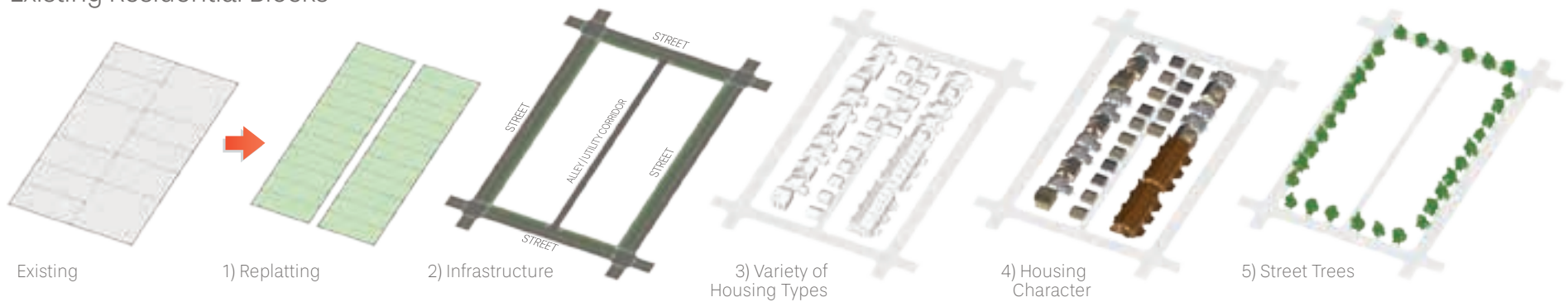
Increase Residential Density

Support appropriate increases of residential density through the subdivision of large parcels into smaller lots and an increase in the number of housing units, including the aggregation of several parcels to create larger lots to subdivide and develop. Areas of transformation will continue to be located near the downtown, meaning greater densities in these areas will result in more people living closer to employment centers, areas of commerce, and public services. As blocks are subdivided or replatted, alleys should be accommodated where possible to support higher density and the relocation of utilities.

Provide Design Guidelines

Provide residential design guidelines to assist developers in providing housing and neighborhood design that is compatible with the desired character of the community. The recently adopted Downtown Neighborhood (DN) District zoning standards include basic principles related to site design, parking access, massing, and orientation of residential development. The City should consider additional guidelines that accommodate a wide range of architectural and housing styles, that address building details, porches, landscaping, orientation, massing, and other aspects of traditional neighborhood design.

Five Steps to **Transform** Existing Residential Blocks



Utilize Alleys and Utility Corridors

In some established neighborhoods alleys and/or alley rights-of-way exist at the rear of the residential properties, providing a potential corridor for site access and the location of utilities away from the front of properties.

Coordinate Utilities

Coordinate closely with utility providers to relocate and upgrade infrastructure in order to support additional density and minimize the impacts on neighborhood character.

Plant Trees

As redevelopment occurs, require the planting of trees in parkways and front yards. Trees in parkways and residential front yards are an important element of traditional neighborhood character. The City should require the planting of trees that enhance species diversity and resiliency.



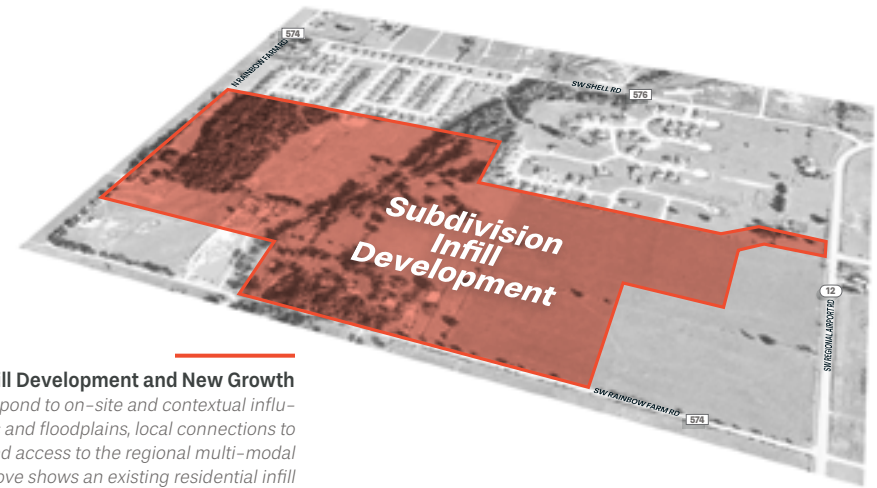
Transformative Block Redevelopment

AREAS OF NEW NEIGHBORHOOD INVESTMENT

The Strategic Growth strategy in Chapter 4 identifies areas of infill development and new growth. These areas represent the greatest potential for the creation of new, high-quality neighborhoods that will accommodate some of Bentonville's projected increase in population. New development in these areas should integrate characteristics of Bentonville's most attractive neighborhoods.

The City should review, and amend where appropriate, its subdivision regulations, zoning standards, and infrastructure design standards to encourage or require the following development characteristics.

- **Logical connections to the surrounding roadway network.** Local collector streets should intersect with streets in other subdivisions wherever possible in order to minimize traffic conflict points, improve connectivity, and enhance overall local mobility.
- **A well-connected neighborhood grid.** Neighborhood streets should support local circulation by minimizing cul-de-sacs and dead end streets.
- **Dedicated local recreational open spaces and detention areas.** Usable open spaces should be included based on the standards established in the City's Parks and Recreation Master Plan. Open spaces could have recreational amenities or could include fields that allow for local stormwater detention during local rain events.
- **Adequate right-of-way for on-street bike routes or dedicated bikeways.** Neighborhood collector streets designated as local bike routes should be wide enough to accommodate on-street bike travel. A curb-to-curb width of 32' could accommodate two travel lanes and a striped bike lane in each direction. The location of designated bike routes should be guided by the City's Trails Master Plan.



Infill Development and New Growth

New subdivisions should respond to on-site and contextual influences, including greenways and floodplains, local connections to adjacent neighborhoods, and access to the regional multi-modal network. The photo above shows an existing residential infill development opportunity. A neighborhood development concept for the infill site is illustrated on the opposing page.

- **Buffers abutting impactful non-residential uses or arterial streets.** Dense screening within adequate buffers should be provided along rear residential property lines when abutting traffic-intensive commercial uses, loading or utility areas, and industrial properties. Where residences back up to arterial roadways, attractive landscaping should be provided to minimize the negative impact of rear yard fences.
- **Local access to adjacent commercial corridors and nodes.** Sidewalks, pedestrian cut-through's, and local roads should be used to provide access to local commercial uses. This would enhance walkability and bikability and alleviate some of the need to use vehicles and arterial streets to access local goods and services.
- **Local housing diversity and compatible character.** Subdivisions should be encouraged to provide a range of housing types (i.e. standard single-family, small-lot single-family, townhouse, etc.) in order to enhance market-rate affordability and allow residents to remain in the neighborhood as they age. All housing, regardless of type, should integrate contextually appropriate design elements and avoid monotony.
- **Attractive design of the public realm.** Neighborhood streets should include lighting, trees, and parkways that provide character and comfort for residents. Entrances to subdivisions could include attractive monument signs that establish a palette for street lighting and landscaping within the development.

Subdivision Design Characteristics



Key Improvements

1. Neighborhood streets connect to surrounding subdivisions to enhance local mobility.
2. The local street grid is well-connected to support walkability and disperse traffic flow.
3. Local parks and natural greenways provide opportunities for recreation and stormwater management.
4. Designated collector streets accommodate on-street bike routes that connect to the regional trail network.
5. Buffers protect residential lots from surrounding commercial uses and traffic along arterial streets.
6. Area is reserved for future commercial development.
7. Local street connections and pedestrian connections to nearby commerce enhance access to local goods and services.
8. A diverse range of housing enhances affordability for a broader spectrum of potential owners and provides the opportunity for residents to age within their neighborhood.
9. Decorative lighting, public trees, and appropriately located utilities result in attractive streets that enhance neighborhood character.
10. Area is reserved for future commercial development.

6

AT A GLANCE

Engouraging Better Development
Local Improvements

COMMERCE and INDUSTRY

Growth in commerce and industry has driven Bentonville's transformation into an international community. In 1962, Sam Walton owned one store in Rogers, Arkansas. Five years later, 24 Walton stores dotted the landscape. By 1975, 51 stores recorded total sales of \$78 million. This exponential growth continued through the next four decades. In the 1980's, Walmart sales eclipsed \$1 billion. In the 1990's, the company employed over 370,000 workers and celebrated its first \$100 billion sales year. By 2009, the company totaled more than \$400 billion in annual sales.

This trajectory has spurred investment in other aspects of the community; new neighborhoods, arts and culture, mountain biking, food trucks, local breweries, a variety of restaurants, and much more. It has also required a unique approach to local investment to establish the foundation for tomorrow's commerce and industry. The **Commerce and Industry** chapter explores answers to some important questions – How can Bentonville balance the needs of long-time residents and international visitors? How can outdated areas of commerce be modernized? How can new growth areas accommodate local goods and services for residents?



ENCOURAGING BETTER DEVELOPMENT

In order to establish a vision for commerce and industry in Bentonville, it is important to first understand what Bentonville is and what it is not. The following information paints a picture of Bentonville's local commercial and industrial landscape, and places it within the context of the North-west Arkansas region.

Retail

Bentonville has more than 1.6 million square feet of retail space, which is far beyond the demand created by the community's resident population. However, the relatively low vacancy rate of 5.6% demonstrates that the retail base is serving a daily influx of employees from throughout the region and those travelling to Bentonville to do business with Walmart and other major corporations.

Office

Bentonville has as much office space as Rogers, Fayetteville, and Springdale combined. However, only 14% of it is Class A space.

Industrial

Bentonville has 4.4 million square feet of industrial space. However, 98.5% of the region's manufacturing jobs are in other communities. The vast majority of industrial space in Bentonville is related to logistics and distribution.



INFLUENCES ON LOCAL COMMERCE and INDUSTRY

There are several factors inherent in the current commercial and industrial landscape that will influence how the community capitalizes on future opportunities. These influences provide the framework for subsequent recommendations in this chapter.

Aging commercial corridors

As new development has occurred throughout Bentonville, several corridors have failed to capture reinvestment or redevelopment. Areas like North Walton Boulevard and SW A Street near 8th Street have not benefitted from "clean slate" development opportunities that have been the foundation for more contemporary development along South Walton Boulevard and other areas. These older areas require a more proactive approach in order to assemble properties that can accommodate contemporary commercial development, parking, landscaping, and other site design characteristics.



Varying character of commercial development

The character of commercial development varies greatly throughout Bentonville. Downtown is historic, quaint, and pedestrian-oriented. South Walton Boulevard is a modern auto-oriented corridor. The city's highway interchanges are generally indistinct from one another and from those in other communities. The intent should not be to make all commercial and industrial areas look and feel the same. Rather, the intent should be to establish character-defining elements that ensure all areas of Bentonville are viable and attractive to intended patrons.

The role of Walmart

For decades, Walmart has been the primary engine driving investment in employment, office space, and commerce to meet the demands of workers and corporate guests. Some experts believe between 60–96% of local office space is attributable to Walmart corporate operations, vendors, and related off-shoot tenants. This plan does not assume that Walmart's role in the region will diminish. However, rustbelt cities demonstrate the risk of relying too heavily on one employer or industry to support a local economy. As part of creating a healthy, sustainable, and resilient economy, this chapter recognizes the importance of growing additional industrial sectors.



The local economic vision: BENTONVILLE BLUEPRINT

In 2014, the City adopted Bentonville Blueprint, an economic vision for the community that seeks to build upon recent successes and provide a framework for long-term economic health and diversity. The plan identifies eight target sectors for economic growth; Digital Media, Entrepreneurship and Innovation, Hospitality Culture and Entertainment, Light Advanced Manufacturing, Retail Supplier Regional Offices, Retail Technologies, Specialty Retail, and Transportation and Warehousing. Recent successes, such as the Bentonville Film Festival, advance several of these sectors (Digital Media and Hospitality Culture and Entertainment). Bentonville Blueprint is regularly updated and should serve as a strategic partner to the vision for the development of commercial and industrial areas presented in this chapter of the Community Plan.

COMMUNITY-WIDE RECOMMENDATIONS

Subsequent pages in this chapter include recommendations for 14 specific commercial or industrial areas in Bentonville. However, there are several actions that may be applicable to several, if not all commercial and industrial areas. The following recommendations should be used throughout Bentonville to guide site-specific, as well as general area, commercial and industrial improvements.

Align specific markets with local capacities

Some areas of Bentonville serve local residents, while others serve the region. Certain areas are best positioned for retail, while others are suited for offices or industry. Local land use, site capacity, infrastructure, and area character should respond to site-specific characteristics related to access and visibility, development context, and the resulting impact on local identity.

Support transformation and modernization of aging areas

The oldest commercial development areas in Bentonville are generally its most challenging to redevelop. The City should be open and welcoming of developers proposing appropriate and desirable development that includes property acquisition and assembly. This is a critical first step that would set the stage for more substantial projects and the opportunity to address other objectives, such as managed access and circulation, contemporary tenant floorplans, and enhanced building and site design.

Require a high quality of design

Updates to the City's zoning ordinance have added requirements related to landscaping and façade design, and the benefits can be seen in the quality of more recent development. The City should consider additional design/development standards that can be implemented as either zoning text amendments or as guidelines that could be used to evaluate proposed development, especially within key areas of the community that have a high impact on image and identity, such as the Downtown.

Remove barriers to local entrepreneurship

There are some portions of the city where market dynamics inhibit the desired type of investment. For example, Downtown is a vibrant and successful commercial area, but rents are prohibitive to many small, mom-and-pop businesses that could add to the vitality and foster a unique Bentonville "flavor." Whether it is the Downtown area or a prominent corridor, the City should explore small business programs that could support a more diverse range of tenant spaces, partnerships, and marketing and promotion to foster local entrepreneurship.

Support investment that creates a more diverse and resilient economy

Using Bentonville Blueprint as a guide, the City should support investment in businesses that advance the eight targeted sectors that can enhance economic diversity and resiliency. Special consideration should be given to those businesses that have the potential to catalyze spin-off investment in other business or targeted economic sectors.

Integrate commercial goods and services in new residential areas

The Land Use and Strategic Growth chapter of this Community Plan identifies many acres of potential residential growth. As these areas develop, the City should support the development of well-integrated local commercial nodes that provide easy access to day-to-day retail, services, and jobs.

Implement a business registration or licensing system

Although the City has an excellent relationship with the local business community, it currently does not require businesses to register or procure an operating license. As a result, the City has difficulty tracking and quantifying growth or shifts in different commercial and industrial sectors. The City should establish a commercial and industrial registration or licensing system. In doing so, the City should demonstrate the many benefits of a system, rather than creating the perception that it is simply a revenue and regulatory tool.

Support multi-modal access to goods, services, and jobs

As commercial and industrial areas are improved or developed, they should support multi-modal mobility and access. The City should work with local transportation and transit agencies to ensure that these areas accommodate well-designed pedestrian crossings, comprehensive sidewalk networks, connections to local and regional trail networks, and transit facilities and technologies that support an efficient, safe and comfortable rider experience.

Improve functionality and appearance of commerce and industry areas

There are several improvements that can be implemented to support the more efficient functioning of commercial and industrial areas. In already developed areas, these improvements may require owner cooperation and retrofitting of existing properties.

In new growth areas, these improvements can be integrated as investment occurs. Such improvements include:

- Better access management through curb cut consolidation, cross-access, and vehicular access from side streets;
- The integration of internal circulator roadways to provide access to local uses;
- Enhanced screening of parking lots and installation of parking lot islands;
- Modified commercial signage that is integrated into site and building design;
- Façade enhancements that improve the character of commercial buildings; and
- On-site pedestrian infrastructure that supports access from nearby neighborhoods, job centers, and transit services.

Make unique and interesting places

The most successful areas of commerce and industry are often those that are most enjoyable to be in. For example, people from throughout Northwest Arkansas are drawn to Downtown Bentonville because of its charm and character that is defined by Bentonville Square, traditional architecture, and a vibrant mix of uses. Contemporary development should not necessarily try to copy Downtown Bentonville, but should integrate creative site planning, urban design elements, architecture, branding and marketing to create varying types of unique and attractive places throughout the community.

LOCALIZED FRAMEWORK PLANS

Bentonville's commercial and industrial landscape covers a broad geographic area and responds to several markets. As such, a more localized look at commercial and industrial areas is necessary to understand how places differ and what improvements are appropriate in different circumstances. This section looks at 14 specific geographic areas of the city and presents recommendations aimed at improving local land use, functionality, and character. It is important to note that the following recommendations are meant to be used as a guide for future development.

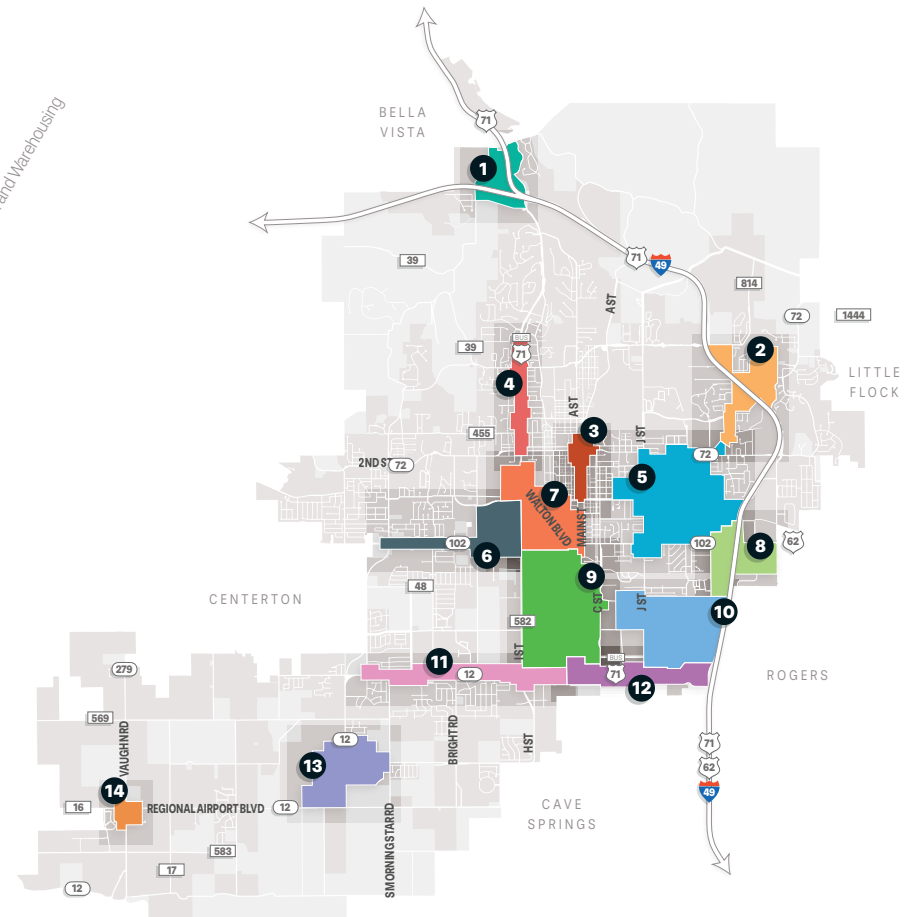
Commerce and Industry Framework

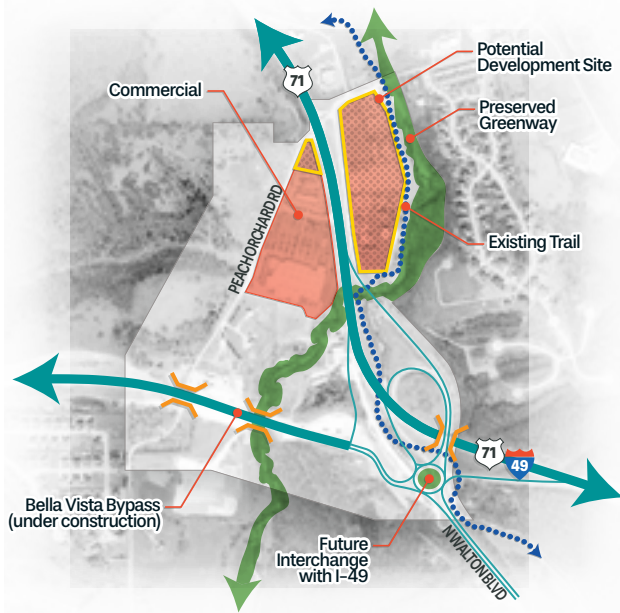
	Digital Media	Entrepreneurship and Innovation	Hospitality, Culture and Entertainment	Light Advanced Manufacturing	Retail Supplier Regional Offices	Specialty Retail	Transportation and Warehousing
1 Bella Vista Bypass							
2 Central Avenue and I-49							
3 Downtown Bentonville							
4 North Walton Boulevard							
5 East Side Walmart Employment							
6 West 14th Street							
7 Walmart Home Office and Vicinity							
8 14th Street and I-49							
9 Municipal Airport and Walton							
10 Northwest Medical Center and Vicinity							
11 Regional Airport Boulevard							
12 South Walton Boulevard							
13 Southwest Walmart Distribution Center							
14 Southwest Growth Area							

Bentonville Blueprint: Target Sector Opportunities

TARGET SECTOR OPPORTUNITIES

BENTONVILLE BLUEPRINT



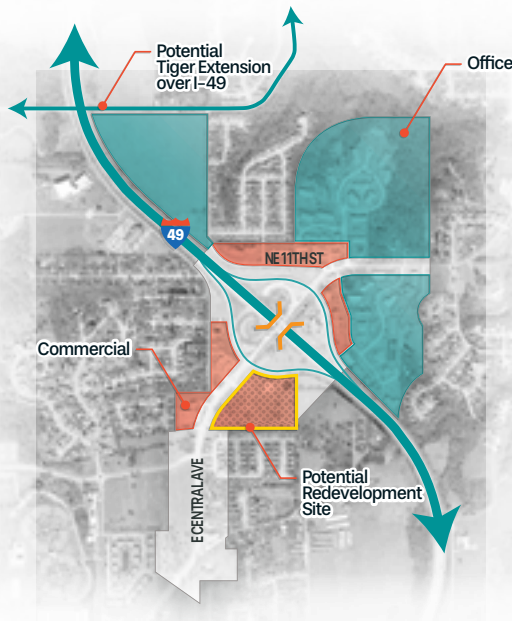


1. Bella Vista Bypass

Core Focus: Enhanced/intensified commercial development and improved access and visibility.

When completed, the Bella Vista Bypass will increase traffic coming through this northern point of Bentonville. However, access to the existing commercial area is not significantly improved. Nonetheless, as traffic and the resident population both increase around this commercial node over time, the City should support the redevelopment of the south-east quadrant of Bella Vista Way and McNelly Road.

This area currently includes an eclectic mix of small commercial and industrial properties. Redevelopment could result in a planned commercial project that better manages local traffic circulation and the visibility of the site. As this area is improved, access to the Wishing Springs Trail should be enhanced, and negative impacts on the McKissic Creek should be minimized.

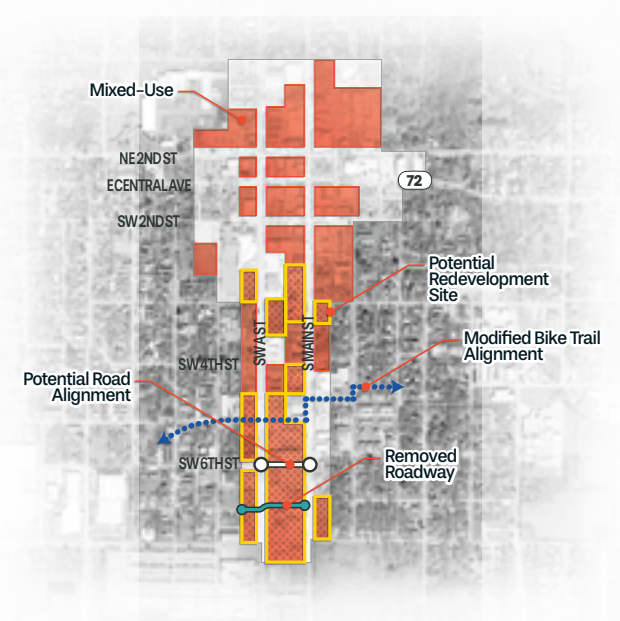


2. Central Avenue and I-49

Core Focus: Interchange node commercial surrounded by office/business park development to the east, north-east, and northwest, with Tiger Road extension over I-49.

The northeast side of the Central Avenue/I-49 interchange hosts two office parks and a few restaurants and hotels. However, development quickly dissipates to the northeast and becomes rural moving away from Bentonville.

To the northwest of the interchange, new office development should be considered on the vacant property located on the southeast corner of I-49 and Tiger Road extended. Consideration should be given to extended Tiger Road to the east, crossing over I-49. The southwest side of the interchange provides greater opportunity for development.

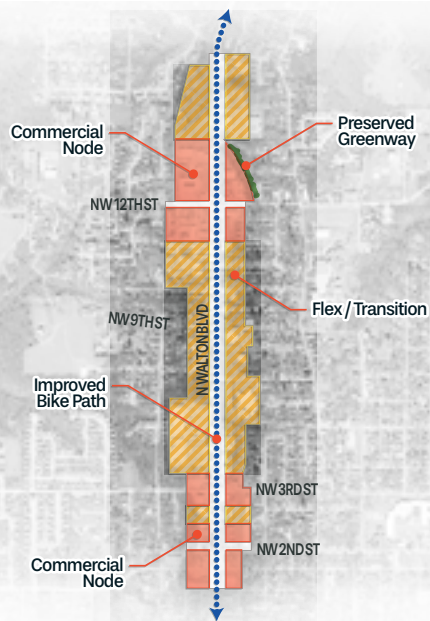


3. Downtown Bentonville

Core Focus: Reinforce the Downtown as the symbolic heart of the community with preservation of historic structures, new commercial/mixed-use redevelopment to the south on A and Main, and a higher density of residential in the surrounding neighborhoods.

Downtown Bentonville includes the traditional core of the community located around Bentonville Square, adjacent blocks, and the S Main Street and SW A Street corridors to 8th Street. Near the Bentonville Square, efforts should focus on preservation of existing historic structures. South of S 2nd Street, S Main Street and SW A Street should be the focus of significant redevelopment. (Concepts related to this area are included in Chapter 10 Subarea Plans.)

Modifications to the roadway network, such as the removal of S 7th Street between SW B Street and S Main Street and the extension of 6th Street between S Main Street and SW A Street, would create more logical redevelopment sites. The existing east-west trail could be relocated to run on the former rail right-of-way just south of the historic train station building.



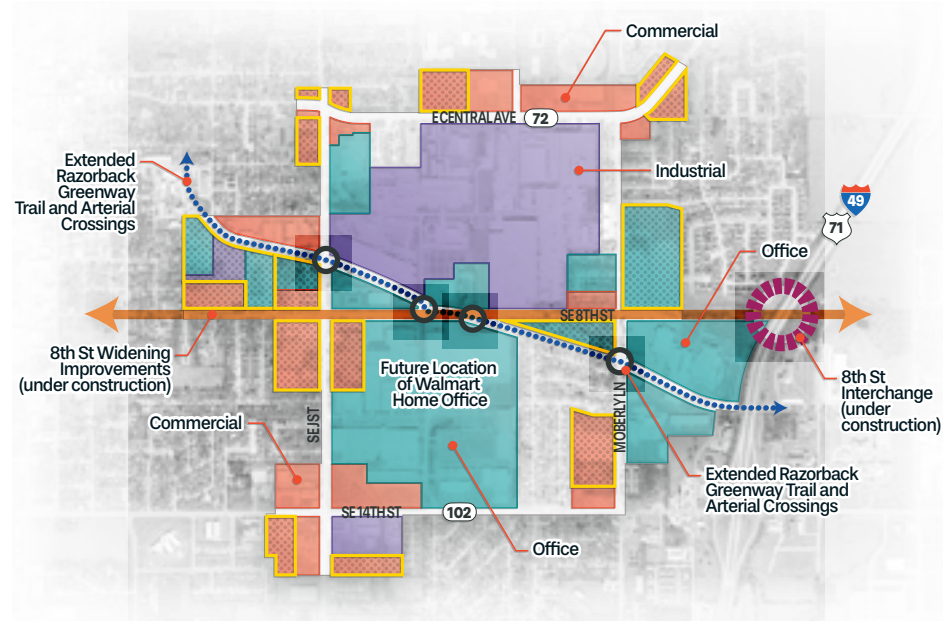
4. North Walton Boulevard

Core Focus: Commercial nodal approach around key intersections, stitched together with a “new” more flexible incubator/start-up focus accommodating a wide range of compatible uses.

This commercial area poses the most complex challenges in terms of redevelopment and transformation of character. On many blocks, fragmented property ownership and small parcels have led to difficult circulation, excessive curb cuts along Walton Boulevard, and disruptions to the trail on the west side of the street. Many of these properties have deteriorated because they offer little opportunity for investment on their own.

The City should embrace a “nodal approach” to this section of North Walton Boulevard, by concentrating and prioritizing commercial/retail/service uses near the intersections of 12th/Tiger Street, 3rd Street, and 2nd Street, creating concentrated nodes of commercial activity. The sections of corridor between the nodes should adhere to a more flexible land use approach and accommodate a range of uses including smaller start-up/entrepreneurial space, smaller format retail, craft industry, and residential development.

This portion of the corridor could be viewed as an innovation/incubator corridor and supported as a unique business destination within the community. Development should continue to have a strong orientation to the street, but lots could be developed with greater pedestrian emphasis and orientation. Curb cuts should also be removed where possible, with access provided from side streets or adjacent properties.



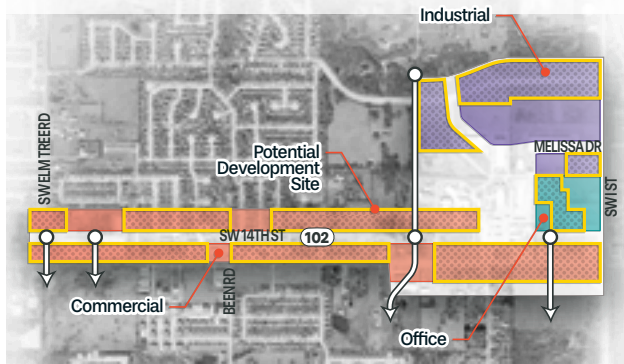
5. East Side Walmart Employment

Core Focus: Anchored by Walmart distribution, offices, and employee services facilities, this area can be further enhanced with additional commercial and office uses taking advantage of the new 8th Street improvements and I-49 interchange.

This area includes a mix of Walmart distribution facilities, employee services and professional offices organized within a grid of arterial streets. Existing Walmart distribution and office properties are expected to remain in place. However, additional office development could be accommodated on large parking areas. Commercial development could occur along Central Avenue, 8th Street, and 14th Street as a result of the community-wide traffic patterns.

Commercial and industrial uses in this area should take advantage of the planned 8th Street roadway design and interchange at I-49. The Razorback Greenway should be extended through this area on the existing rail corridor.

This will provide an important link between the western trail to Downtown and Crystal Bridges, and the eastern trail to Northwest Arkansas Community College. Much of the existing residential development in this area can remain, though industrial and commercial uses should provide appropriate buffers and screening. (Concepts related to this area are included in Chapter 10 Subarea Plans.)



6. West 14th Street

Core Focus: Development as a primarily mixed commercial corridor fronting on 14th, with thriving adjacent residential neighborhoods located to the north and south, and industrial and office uses on the northeast end.

West 14th Street is the primary connection to Centerton and serves as an alternate route to the Northwest Arkansas Regional Airport during peak traffic periods. East of SW 1st Street, however, it is largely undeveloped. Recent residential development is setback from 14th Street to allow for commercial development along the corridor.

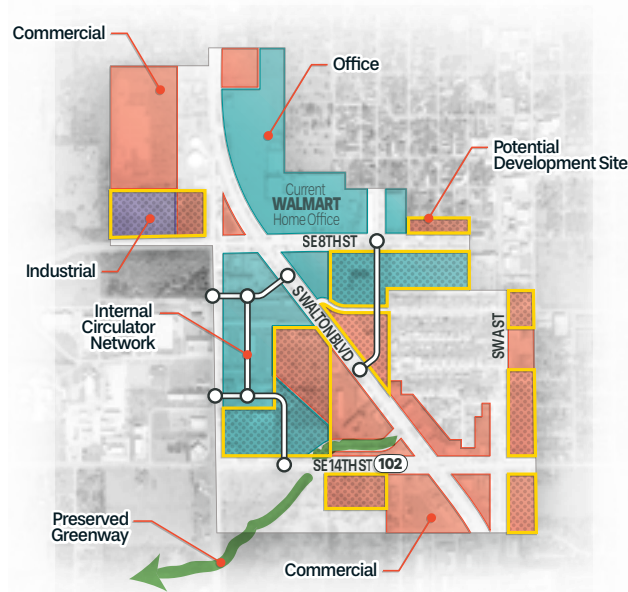
This depth can accommodate planned commercial centers with parking access off periodic north-south intersecting streets. Development should integrate attractive building design and landscaping similar to recent development on South Walton Boulevard. The northwest portion of this area includes industrial development wrapped around the Benton County Jail facility. Light industrial uses and small offices should fill in remaining property in this area.

7. Current Walmart Home Office and Vicinity

Core Focus: Current Walmart Home Office area further improved by the addition of a new executive office campus, enhance pedestrian environment, and surrounding commercial/mixed-use development to the east, southeast, and northwest.

This area is anchored by Walmart's Current Home Office and has the potential to grow as a regional and national office center. Walmart announced it will be relocating its new Home Office further east on 8th Street. This area, along with the existing Bentonville Plaza vendor office building could anchor an executive office campus that would transform large parking areas into an attractive and walkable office environment.

Along primary corridors, commercial or mixed-use development would further enhance Walton Boulevard as the spine of the community. New office development should be better connected through a series of internal circulator streets. *(Concepts related to this area are included in Chapter 10 Subarea Plans.)*



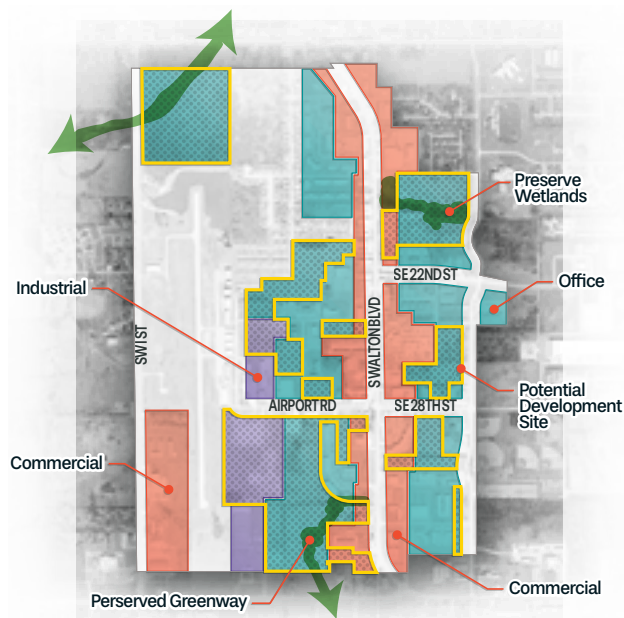
8. 14th Street and I-49

Core Focus: Concentration and intensification of regional commercial uses surrounding the interchange and along 14th, with the southeast quadrant transitioning north to south from corridor fronting commercial, to office, to adjacent residential.

The 14th Street/I-49 interchange represents the City's best short-term opportunity to capture regional commercial development. The existing Walmart Neighborhood Market and Sam's Club on the east side of I-49 provide the catalyst for additional retail and commercial services. Over 25 acres of land with good visibility from 14th Street could accommodate a planned commercial development with well-managed circulation.

To the south, the remaining vacant land could accommodate office development that would provide a transition to future residential areas. This office park should accommodate existing greenways and include an internal roadway network. West of I-49, investment would require the redevelopment of existing uses. However, this would allow for the creation of larger project sites that could better manage access, circulation, and design. *(Concepts related to this area are included in Chapter 10 Subarea Plans.)*



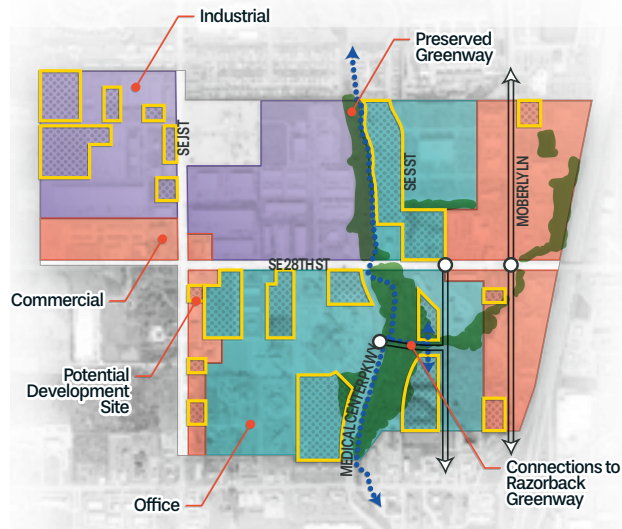


9. Municipal Airport and Walton

Core Focus: With the airport serving as one catalyst for the area, and Walton Boulevard being the other catalyst, the area should develop with commercial development along Walton, and a mix of industrial, office, and business uses in the other portions of this subarea.

This area includes a diverse mix of uses located between Louise M. Thaden Field and South Walton Boulevard. Along Walton Boulevard, there are some opportunities for commercial infill development. However, on either side of the corridor, there are several properties that can accommodate new offices or commercial services.

Water features on the site should be integrated into any redevelopment as an amenity for tenants and employees. Just east of the airport, light industrial development could be accommodated to build upon similar uses already in place. All development in this area should be sensitive to existing residential neighborhoods. Appropriate screening and buffers should be provided when abutting residential uses.

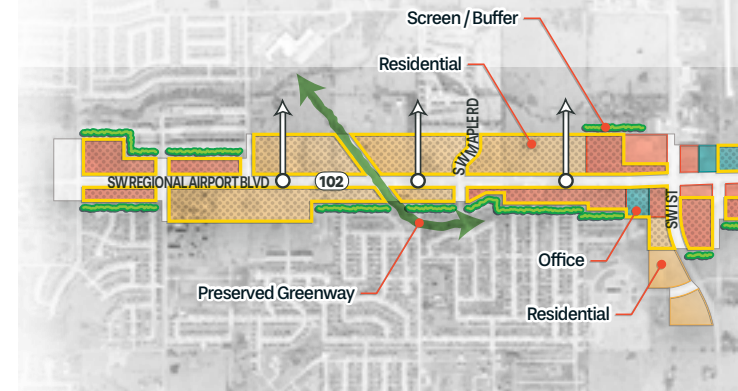


10. Northwest Medical Center and Vicinity

Core Focus: Uses related to and supportive of the medical center should be a focus of the area, along with other large office use areas, and commercial uses along Moberly Street and J Street, with the Razorback Greenway running north and south through the area.

This commercial and industrial area is anchored by the Northwest Medical Center-Bentonville. Several medical clinics, rehab facilities, and senior housing complexes surround the main hospital site. The area is bisected by the Razorback Greenway, which benefits from a recently installed grade-separated crossing at South Walton Boulevard. South of 28th Street, infill development should consist of offices with retail along primary arterials.

North of 28th Street, offices should be developed around the Sam's Club headquarters, while light industrial uses fill in remaining properties in the northwest portion of the area. Throughout this commercial and industrial area, the existing greenway should be preserved, and additional points of access should be provided to the Razorback Greenway.

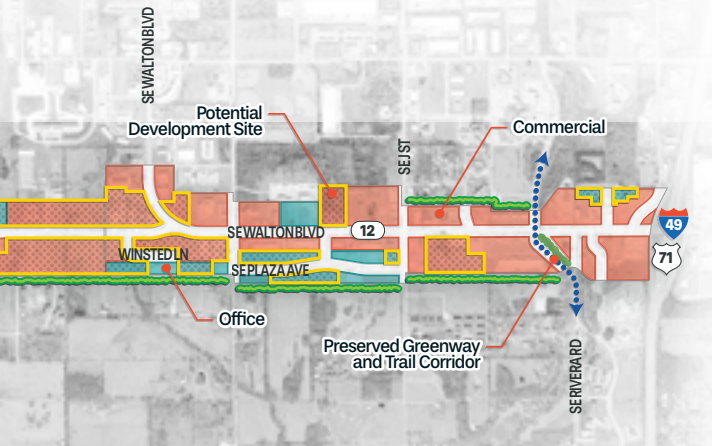


11. Regional Airport Boulevard

Core Focus: Corridor commercial development fronting the roadway, transitioning to residential development in the adjacent areas to the north and south.

Though it is currently largely undeveloped, Regional Airport Boulevard is poised to become a prominent commercial corridor as its regional role increases and residential development occurs in the surrounding areas. Recent residential development has been setback from the corridor approximately 300', which will allow for planned commercial centers along the road's frontage.

Commercial development in this area should integrate coordinated access and circulation that minimizes potential traffic conflicts along Regional Airport Boulevard. Local circulator streets should provide periodic access from Regional Airport Boulevard and connect to adjacent neighborhoods as they are developed. The focal point of this area is the intersection with SW I Street. Here, a larger commercial node could accommodate larger retailers. The creek just west of SW Bright Road should be preserved through site planning and integrated stormwater management techniques. *(Concepts related to this area are included in Chapter 10 Subarea Plans.)*



12. South Walton Boulevard

Core Focus: Intense mixed-commercial development including retail, restaurant, hospitality, service uses, and more, all with coordinated and managed access, in an attractive and well landscaped setting.

Recent development along South Walton Boulevard represents a model for auto-oriented corridor commerce. Shared parking access, attractive building design, landscaping, and office sites located behind retail, are characteristics that can be replicated as redevelopment along this corridor occurs. The western end of this commercial area provides the opportunity for such development.

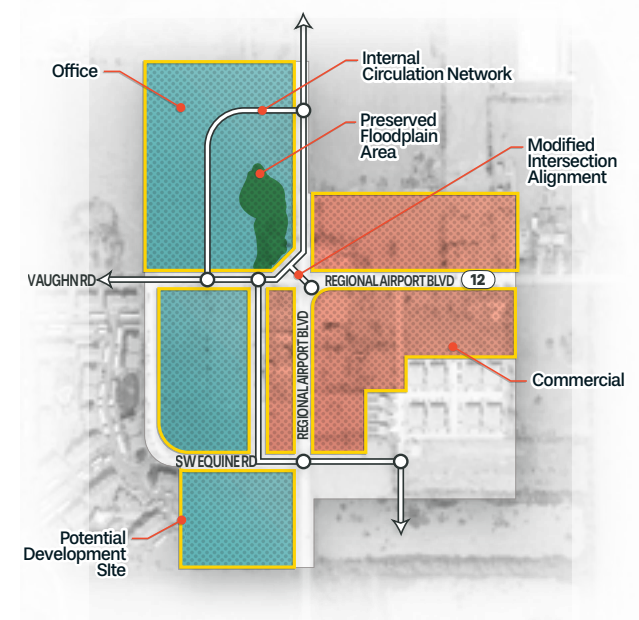
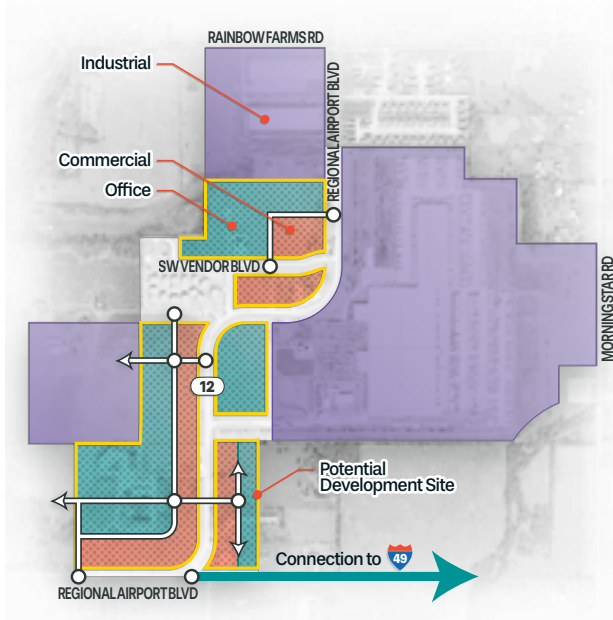
Throughout the area, the sidewalk network should be completed and, where right-of-way allows, separated from the edge of the curb to provide a safe buffer from traffic for pedestrians. The City should work with existing development to better connect adjacent parking lots and consolidate curb cuts. Consideration should be given to extending/connecting SW Regional Airport Road east to Highway 112 for more direct access to I-49. (Concepts related to this area are included in Chapter 10 Subarea Plans.)

13. Southwest Walmart Distribution Center

Core Focus: Additional distribution facilities will further bolster this area as a distribution hub, with adjacent office and residential development, and commercial development fronting Regional Airport Boulevard.

This area is already experiencing commercial and office development around the 1.1 million-square foot Walmart distribution center on Regional Airport Boulevard. Development in this area should be modeled after recent development along South Walton Boulevard.

Retail and commercial services should be located along Regional Airport Boulevard, while offices and secondary services could be located away from the corridor. A series of internal circulator roads would provide controlled access to these uses, and could connect to surrounding residential neighborhoods as they develop over time. Appropriate buffers and screening should be provided along areas planned for residential development.



14. Southwest Growth Area

Core Focus: New commercial development along the road frontage, adjacent office and business development, and a reconfigured Vaughn Road intersection are key to the future development of this area.

This commercial area is located in an area anticipated for future development. Currently, there is not the local population to support significant commercial investment. However, development that has occurred provides the framework for investment along Regional Airport Boulevard. Characteristics of this concept could be applied to other new growth areas as they emerge over time.

Retail and restaurant uses should front on Regional Airport Boulevard, with offices located away from the primary corridor. Local roadways should be installed to enhance access to commercial uses and adjacent neighborhoods. In this area, redevelopment provides the opportunity to realign Vaughn Road to make the intersection with Regional Airport Road safer and more efficient. Though it is currently largely undeveloped, Regional Airport Boulevard is poised to become a prominent commercial corridor as its regional role increases and residential development occurs around it.

7

TRANSPORTATION and MOBILITY

AT A GLANCE

Effective Mobility

Getting Around the Region

Getting Around Bentonville

Getting Around the
Neighborhood

As Bentonville's population and urban footprint grow, the efficiency of the transportation system will continue to be an important factor in the ability of the community to provide a high quality of life for its citizens. Residents desire a community where they can spend less time in their cars and avoid traffic congestion. Corporations envision a place that merges the historic small-town charm with the mobility of an international city. Industry is reliant upon connections to the regional network to move goods and materials to other parts of the country.

The Transportation and Mobility chapter aims to link users (residents, business owners, employees, corporate guests, tourists, etc.) with the wealth of neighborhood, commercial, employment, and cultural resources found in Bentonville. It also recognizes that the transportation system must appeal to all users to create a network that is both efficient and appealing to an international marketplace.

A key to moving forward is to focus on improving the transportation network already in place, rather than prioritizing the expansion of the network into areas not yet served. By improving active transportation, prioritizing pedestrians and cyclists, transit, trail and sidewalk connectivity, roadway capacity, and embracing a "complete streets" approach, the existing transportation system can be significantly improved throughout all developed areas of the community. This approach will better accommodate infill development and the anticipated population increase in all areas of the city, while balancing resource allocation and increased quality of life for all residents.



EFFECTIVE MOBILITY

Bentonville's rapid rate of growth is resulting in extensive investment of transportation infrastructure. However, even very significant projects represent little more than a short-term fix as increased capacity will soon be absorbed by new growth and long commute patterns for thousands of people working in Bentonville. Some sources estimate that as many as 30,000 new jobs could be added in Bentonville by 2030. If workers filling these jobs continue to travel from several miles away, Bentonville will have to continue providing transportation infrastructure for a population well beyond its residents.

This dynamic has profound impacts on local resources. In 2014, the City of Bentonville had jurisdiction over about 600 lane miles of roadway. Assuming the lifespan of a roadway in Bentonville's climate is 20 years, the City would have to budget for the maintenance of about 30 lane miles per year at the cost of about \$3.5 million. In 2014, the City had budgeted \$350,000, or 10% of that need, for roadway maintenance.

For now, that amount may satisfy immediate maintenance needs since many of the roadways were built more recently than 20 years ago. However, as the initial lifecycle expires, the need for funding for roadway maintenance will become prohibitive to funding other community needs. This does not account for roads not yet built to serve the city's projected population growth.

This chapter of the Community Plan examines strategies for managing a multi-modal network through three specific lenses:

- Getting around the region, which examines key roadway, rail, freight, transit, and bicycle network improvements that would enhance access to Bentonville from other parts of the Northwest Arkansas Region, United States, and other countries;
- Getting around Bentonville, which examines roadway, transit, bicycle and pedestrian improvements that would ensure Bentonville residents have safe and efficient access to goods and services, education, employment, and cultural amenities; and
- Getting around the neighborhood, which identifies a series of best practices aimed at improving pedestrian and bicycle access for residents of all ages and levels of mobility.

One of the important influences for Bentonville's multi-modal network is the various agencies or forms of local government that have jurisdiction over infrastructure and services. The implementation of each recommendation in this chapter will depend upon close coordination among these stakeholders to address design considerations, balance potentially competing goals and objectives, identify available funding, and establish long-term capital programs that maximize collaboration and minimize total project cost.

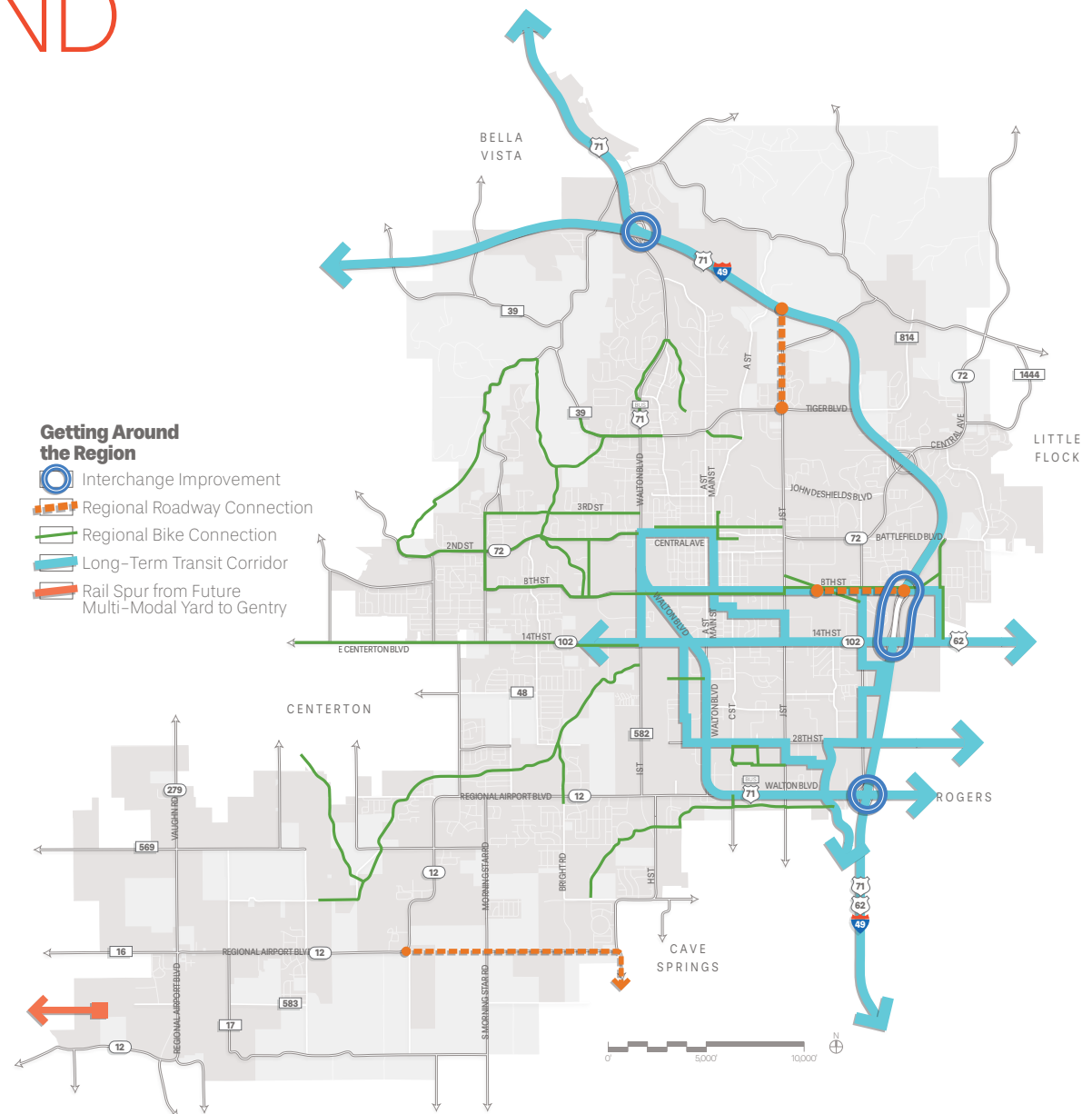
- The City of Bentonville maintains local roadways, bridges, sidewalks, and bike routes.
- The Arkansas State Highway and Transportation Department maintains designated at-grade highways, interstates and bridges.
- The Benton County Road Department maintains county highways and bridges.

- Northwest Arkansas Regional Airport Authority supports the long-term vision for the Northwest Arkansas Regional Airport.
- The Bentonville Municipal Airport supports both regional and personal air travel.
- Ozark Regional Transit provides bus transit service throughout the region, including one route currently operating in Bentonville.

GETTING AROUND THE REGION

Each day, more than 60% of people who work in Bentonville travel from more than 10 miles away to come to their jobs. Destinations like Downtown Bentonville, Crystal Bridges, and Walmart Home Office attract people from throughout the region, state, and country. Visitors to the Bentonville Film Festival, Slaughter Pen Jam and other special events add to the number of people coming from outside of the community to enjoy its offerings.

These daily patterns and special events highlight the importance of a robust regional transportation system. This section includes recommendations that seek to build upon on-going projects to enhance regional mobility to and from Bentonville.



PROGRAMMED PROJECTS

There are several projects that are either under construction or are funded that will influence regional mobility in Bentonville. The benefits of these projects are taken into account in the recommendations included in this section. These on-going or funded projects include the following.

Hwy 12 Improvements

Regional Airport Boulevard is being expanded to a four-lane cross-section and some turns are being reconfigured with larger radii between Walton Boulevard and the large Walmart Distribution Center in southwest Bentonville. This is expected to manage increased traffic flow as residential development continues in the southwestern portion of Bentonville, though congestion could persist given the pace of development in this area of the city.

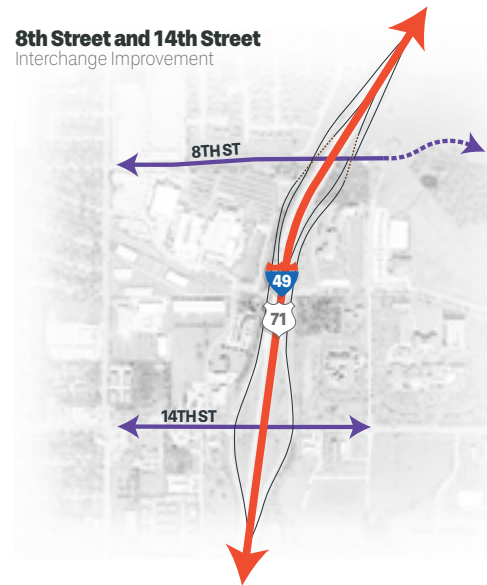
8th Street and 14th Street Interchanges

The City of Bentonville is partnering with the Arkansas State Highway and Transportation Department to enhance access to I-49 by extending 8th Street between Moberly Lane and the interstate, and installing a new interchange at 8th Street. The new interchange will provide more direct access to Walmart Home Office, Downtown Bentonville, and Crystal Bridges. The new interchange will modify the configuration of the 14th Street exit ramps, but will not significantly alter access to 14th Street.

Bella Vista Bypass

The Bella Vista Bypass will enhance access between Bentonville and areas to the northwest. This project is considered temporary, and plans are under development for a new interchange once I-49 is completed within Missouri.

8th Street and 14th Street
Interchange Improvement



Bella Vista Bypass
Interchange Improvement



POTENTIAL LONG-TERM PROJECTS

There are some projects identified in the Northwest Arkansas Regional Transportation Plan that have the potential to influence regional mobility in Bentonville. However, these projects are not yet funded, and the timeline for implementation is unknown. For the purposes of this Community Plan, they are described below, though plan recommendations should be reviewed and changed as necessary if they become more feasible.

Southwest Hwy 12 Improvements

Long-term plans call for the improvement of Highway 12 from the Walmart Distribution Center to the Northwest Arkansas Regional Airport. This would be an extension of improvements currently being made to Highway 12, and would enhance traffic flow to the airport.

Bike and Pedestrian Master Plan

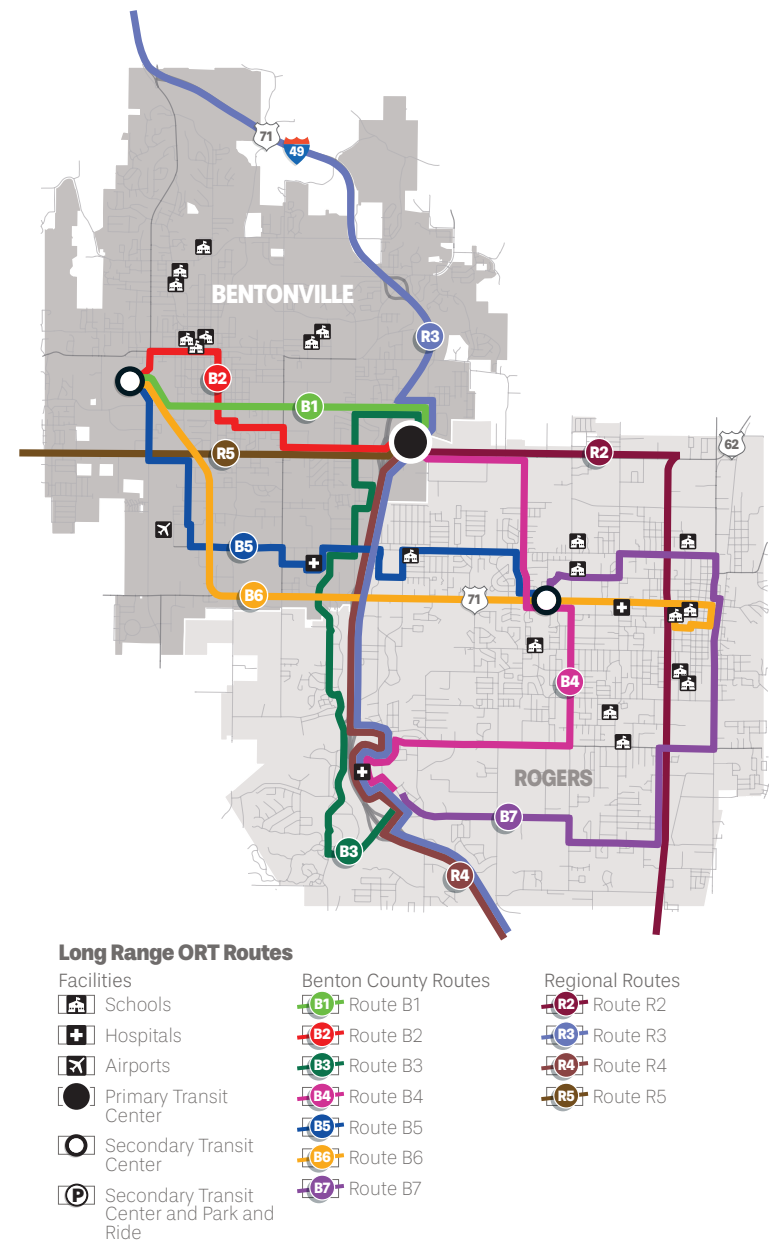
The City's Bike and Pedestrian Master Plan identifies several regional trail corridors that would enhance multi-modal mobility to Centerton, Rogers, and other communities. These conceptual corridors are represented in the recommendations of this section, and are complemented by recommendations in the Open Space and Environment section of this Community Plan.

Expanded Ozark Regional Transit Service

Bentonville is currently served by one Ozark Regional Transit bus route. The Regional Transportation Plan identifies several proposed new routes that would enhance connectivity to local jobs and destinations. These services would include a primary transit center at NWACC and a secondary transit center near Walmart Home Office.

J Street Interchange

The plan includes a proposed interchange at J Street and I-49 that could create a new access point in northeast Bentonville and direct access to Crystal Bridges from the north. If constructed, the interchange would require J Street to be extended and improved between I-49 and Tiger Boulevard.



REGIONAL MOBILITY RECOMMENDATIONS

The following recommendations should be implemented to maximize the benefit of other transportation investments and help the Bentonville community achieve goals presented in this Community Plan.

Southwest Industrial Connector

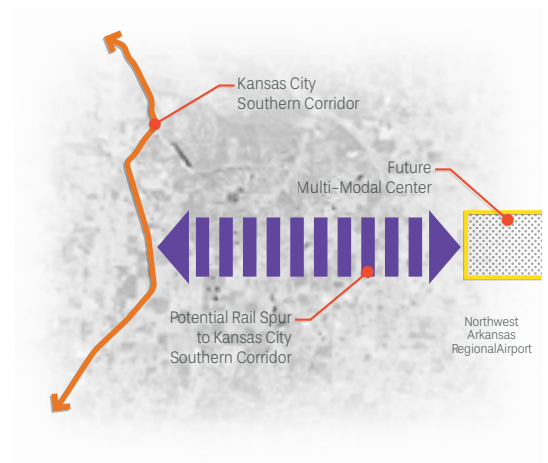
The Walmart Distribution Center located on Highway 12 near SW Windmill Road generates significant truck traffic. The Future Land Use Plan identifies additional distribution uses in this area within the Industrial land use category. In addition, the City has approved an additional distribution use in the area as of the drafting of this document. The City should work with the Arkansas State Highway and Transportation Department to create a new east-west connection to Highway 112. Trucks could then head south on Highway 112 and use the Highway 412 bypass, which is under construction and will connect Highway 112 to I-49.

Integrated Transit Centers

The Regional Transportation Plan identifies several long-term transit routes in Bentonville. This includes two transit centers, which are intended for establishment of transfer facilities between multiple routes, and potential long-term expansion as Park & Ride facilities. The City should work with NWACC and Walmart to integrate the transit centers into their properties. This would maximize access to central employment and institutional hubs.

Network-wide Technology Upgrades

Bentonville's traffic signals are currently timed without the assistance of real-time traffic information. This limits the ability of the network to be responsive to specific instances of congestion or special events that do not reflect typical traffic patterns. The City should work with the Arkansas State Highway and Transportation Department to create a system-wide network that includes real-time traffic management. This could help offset congestion caused by morning and evening rush hours, major events or tourist activities, and impacts due to construction or delays in other parts of the network.



Implement the Bike and Pedestrian Master Plan

The Bike and Pedestrian Master Plan identifies several future multi-modal corridors that would enhance connectivity to surrounding communities. The City should work with neighboring communities and property owners to establish regional trail corridors through floodplains, greenways, and as an integrated part of large-scale development projects.

Multi-modal Facility Rail Spur

The Future Land Use Plan identifies an area just north of Northwest Arkansas Regional Airport as the industrial land use category, intended for a multi-modal distribution center that would take advantage of airport proximity. The City should work with the Kansas City Southern Railroad to establish a spur that would provide access to their line that currently runs through Siloam Springs and Gentry. This would allow air-, truck-, and rail-based freight at the new multi-modal facility.

Coordinated "experience" from the Northwest Arkansas Regional Airport to Bentonville

Northwest Arkansas Regional Airport is the gateway to the community for tourists and business people from around the globe. The terminal provides a positive first impression, especially given the size of the airport. Every step of the journey into Bentonville should build upon this impression.

The City should work with the Arkansas State Highway and Transportation Department and other partners to implement the following:

- Decorative wayfinding signs along SW Regional Airport Boulevard to guide travelers to different parts of the community via Walton Boulevard, SW I Street, and other entry corridors;

- Periodic decorative landscaped or sculpture areas that provide visual interest along the way and convey a sense of international prominence;
- Substantial gateway elements that announce entry into Bentonville; and
- An attractive transit center near Walmart Home Office that integrates high-quality architectural design and pedestrian connections to nearby offices and hotels along the 8th Street corridor.



Proposed XNA Entry Elements

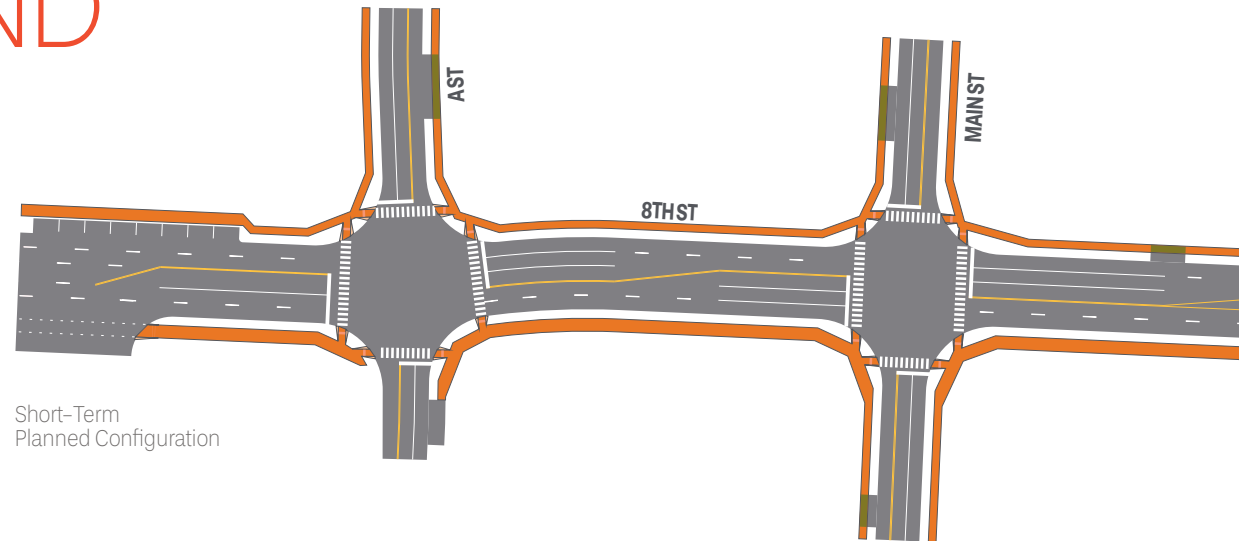
- Wayfinding
- Gateway Elements
- Landscape / Sculpture Area
- Transit Center

GETTING AROUND BENTONVILLE

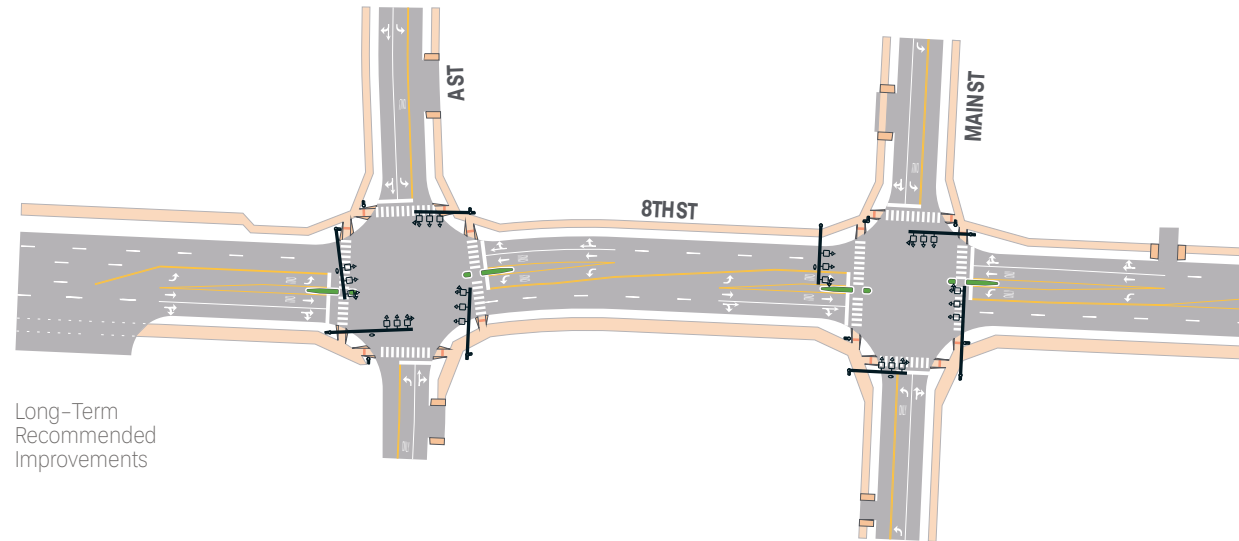
Community-wide mobility is a growing concern for many Bentonville residents. This concern is driven by two primary factors; the growing number of people living and working in Bentonville, and the increased distances people are travelling as development further separates housing from employment and educational centers. The City should implement the following actions to enhance community mobility throughout Bentonville.

8th Street long-term pedestrian improvements

8th Street is currently being reconstructed as a five-lane cross-section. This, along with the new 8th Street/I-49 interchange, will make 8th Street a prominent traffic corridor through the central portion of Bentonville. However, the corridor also hosts major employment and cultural amenities. The City should establish a long-term vision to improve the character of 8th Street, multi-modal mobility along the corridor, and bike and pedestrian movements across the corridor. The area between J Street and Walmart Home Office should be prioritized for character and multi-modal improvements.



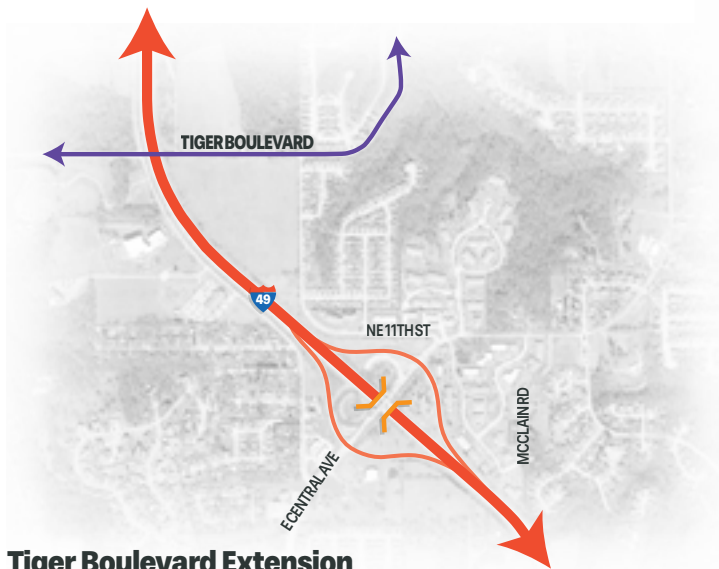
Short-Term
Planned Configuration



Long-Term
Recommended
Improvements

8th Street Realignment Plan

Roadway Improvement



Tiger Boulevard Extension
Roadway Overpass / Connection

Tiger Boulevard connection across I-49

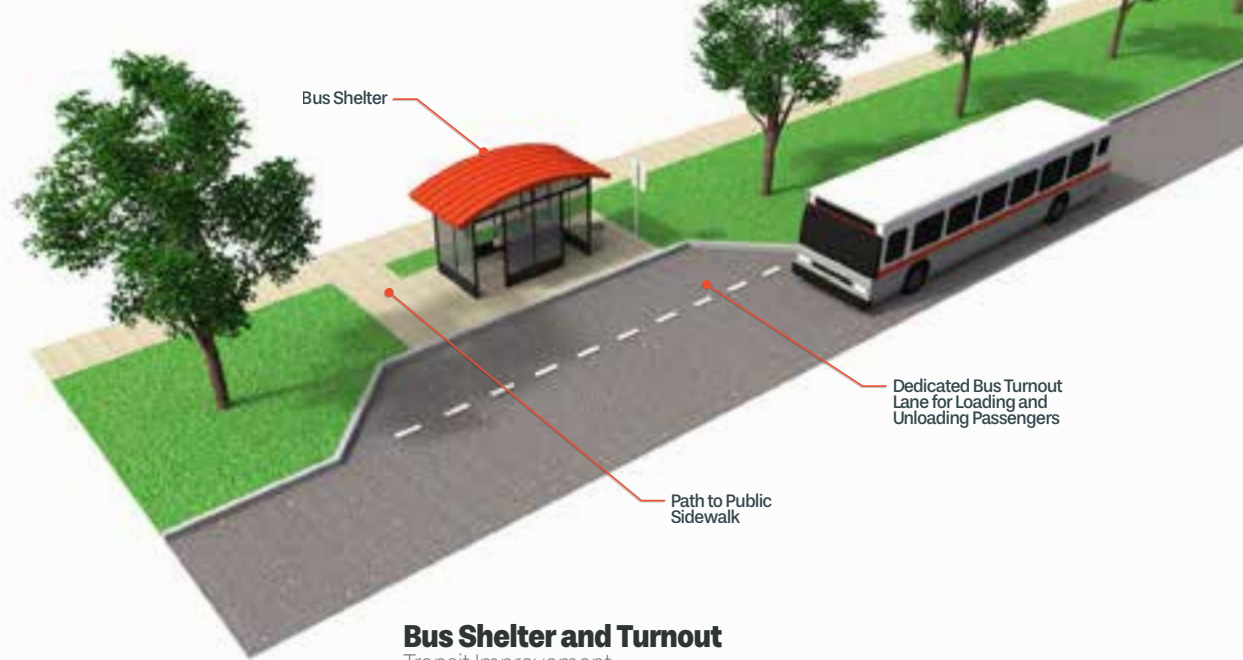
Tiger Boulevard currently dead ends just west of I-49. While the Central Avenue interchange is only 0.7 miles down I-49 from Tiger Boulevard, the circuitous distance required to travel across I-49 at Central Avenue may warrant construction of an overpass at Tiger Boulevard. The City should work with the Arkansas State Highway and Transportation Department to assess the need for and feasibility of this improvement.

Access management on arterial corridors

Traffic flow on Bentonville's arterial roadways is often inhibited by frequent street intersections and curb cuts. While street intersections should generally remain to support local mobility, the City should work with property owners to reduce the number of curb cuts provided along arterial roadways.

While efforts to reduce curb cuts must carefully consider access to businesses, the following opportunities for curb cut reduction should be considered:

- Removal of excess curb cuts where one parcel has multiple curb cuts along the same arterial frontage;
- Side street access that relocates curb cuts from the primary arterial to the side street;
- A shared curb cut and cross-access where adjacent businesses each have separate curb cuts close to the same shared property line; and
- Shared internal circulation road that provides more formal access to each site and allows for the removal of several individual curb cuts along the length of a block.

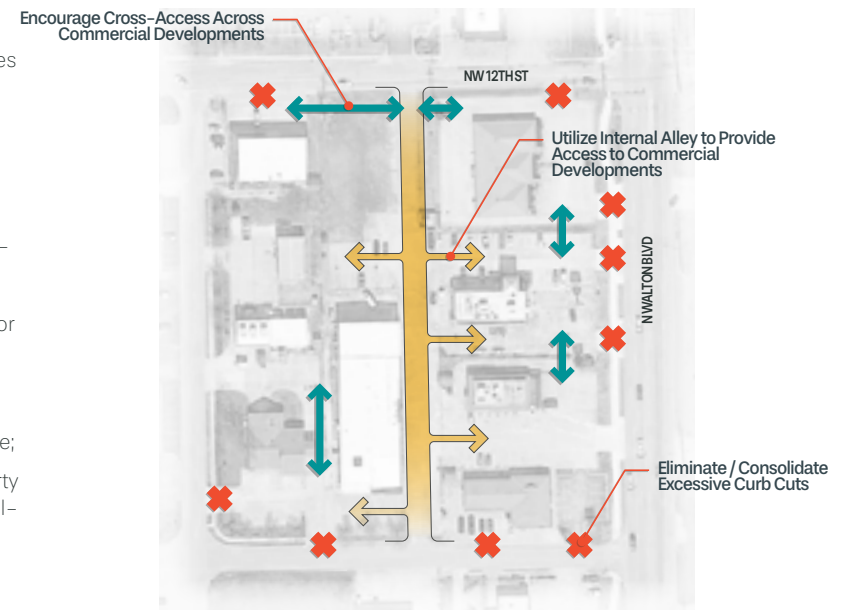


Bus Shelter and Turnout
Transit Improvement

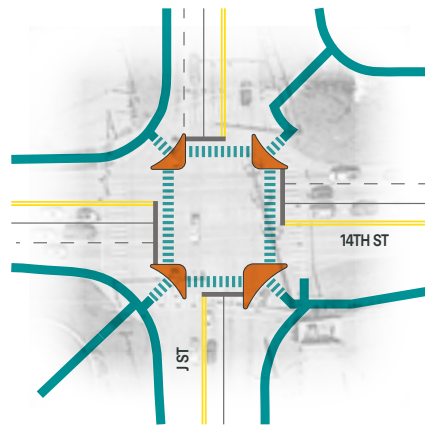
Transit corridor infrastructure and facility improvements

The potential long-term bus routes identified in the Regional Transportation Plan represent service alignments. The City should work with the Arkansas State Highway and Transportation Department and Ozark Regional Transit to implement the following improvements where feasible:

- Dedicated bus turnout lanes for passenger loading/unloading;
- Transit signal priority technology to make operations more efficient and predictable;
- Agreements with local property owners for on-site transit facilities where appropriate; and
- Passenger waiting facilities that include basic shelters, rider information, and designated connections to the public sidewalk.



Access Management
Roadway Improvement



J Street and 14th Street
Intersection Improvement

Enhanced pedestrian crossings along arterial corridors

Many of Bentonville's neighborhoods have comprehensive side-walk networks but are surrounded by arterials that are difficult or unsafe to cross. This limits multi-modal access to parks, schools, jobs, or other amenities that may be within walking or bicycling distance. The City should work with the Arkansas State Highway and Transportation Department to improve pedestrian crossings on arterial streets. Improvements could include:

- More prominent crosswalks that are highly visible to motorists;
- Modified signal phasing to allow adequate time for pedestrians of various levels of mobility to cross the roadway cross-section;
- ADA-compliant curb cuts and sensory surfaces; and
- Refuge islands or "pork chop" islands that provide a stopping point to allow for incremental crossing over two signal cycles.

Employment traffic demand management strategies

Much of Bentonville's most significant congestion is caused by morning and evening rush hour traffic near major employment centers. The City should work with employers to implement traffic demand management strategies that will lessen peak traffic during these times of the day. Potential strategies include:

- Encouraging working from home;
- Allowing for modified shift start and end times;
- Providing tax-free transit ridership programs; and
- Providing showers, lockers, and storage for bicyclists.

NWACC connection south to Rogers

Currently, the first north-south connection east of I-49 between 14th Street and 28th Street/Olive Boulevard is 1.5 miles to the east in Rogers. The City should work with the City of Rogers to extend SE Griffin Drive south to N 46th Street in Rogers. This would provide more immediate access for Rogers residents to the emerging retail node on the east side of the 14th Street/I-49 interchange.

Complementary local transit services

The Regional Transportation Plan identifies several potential future routes in Bentonville served by Ozark Regional Transit. However, it may be several years before population growth and ridership potential warrant implementation of these routes. In the short-term, the City should work with local partners to provide complementary transit shuttle services to specific destinations. Potential partners include Walmart, Downtown Bentonville, Inc., Crystal Bridges, Northwest Medical Center, senior housing and nursing home providers, and other employers or not-for profits.

The Impact of Schools

Schools have a significant impact on traffic congestion and mobility across the Bentonville community. Although bus service is provided, a significant number of students are driven or drive to school, which causes severe traffic congestion and problem areas at key times of the day. Although localized, these "hot spots" quickly impact traffic in a fairly large network area.

Going forward, the City, working cooperatively with the schools, should undertake a focused effort to address the issue of school traffic and its impact on the transportation system. At a minimum, the effort should include:

- Examining the need for more buses
- A marketing campaign to increase bus ridership and change the perception of riding the bus..."taking the bus is cool and environmentally responsible" – target kids and parents
- Improved pedestrian and bicycle facilities and routes to schools (Safe Routes to School)
- Improved drop-off/pick-up operations for schools

GETTING AROUND THE NEIGHBORHOOD

As Bentonville continues to grow, neighborhoods should integrate multi-modal infrastructure. This should include considerations for motorists, pedestrians, and bicyclists in a manner which minimizes travel times and maximizes efficiency and safety. The following should be considered for new residential growth and development, and, where feasible, should be retrofit into existing neighborhoods.

Sidewalk construction

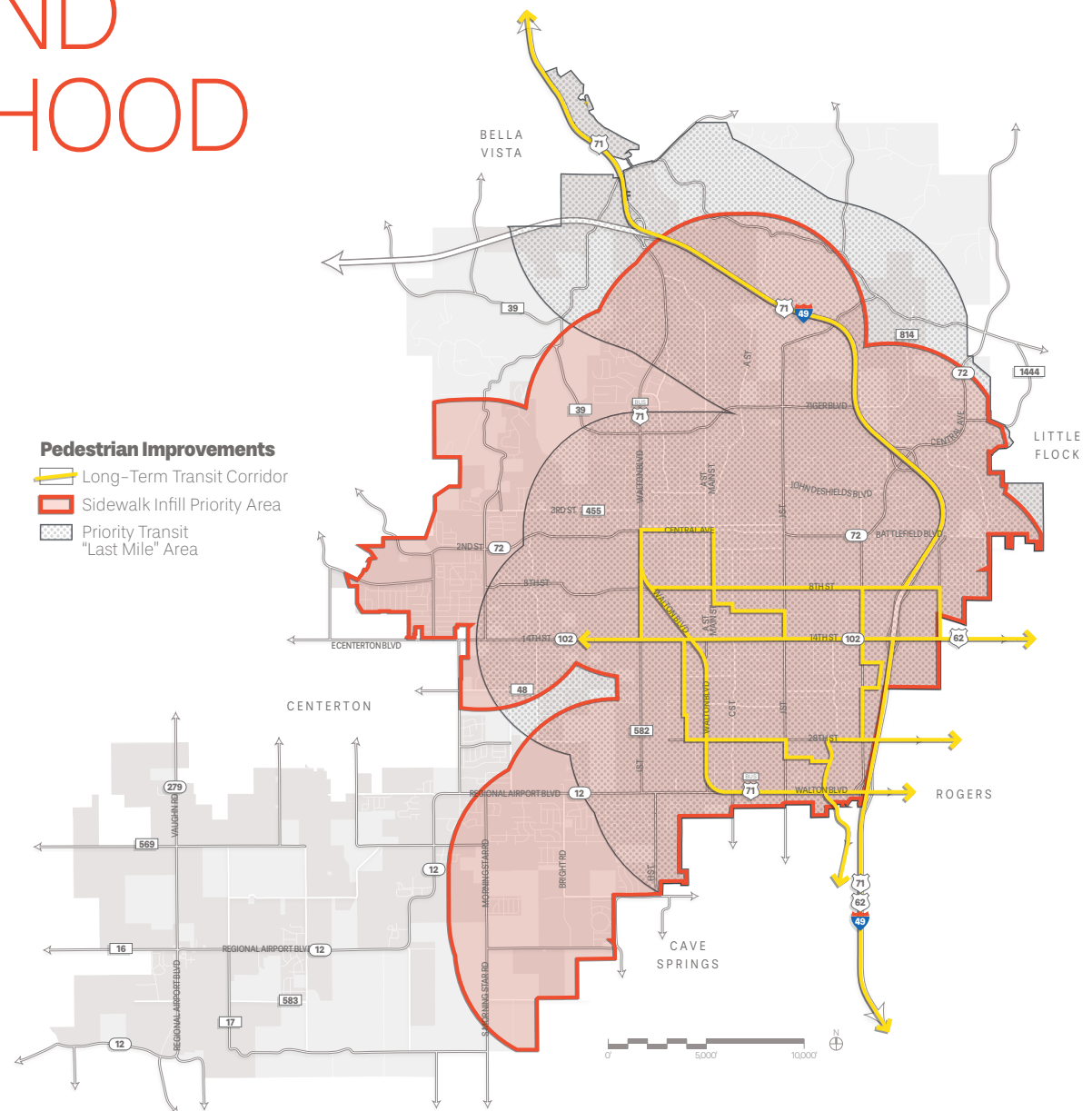
All neighborhoods should include sidewalks within the public right-of-way on both sides of all roadways. For larger subdivisions which will be built in phases, sidewalk construction should not be linked to home construction. This can result in incomplete sidewalk networks with sidewalk gaps between developed lots. Sidewalks should be developed in tandem with roadways to ensure that neighborhoods are fully connected as housing units come online.

Sidewalk infill

Some older neighborhoods in Bentonville lack a consistent sidewalk network. The City should establish a long-term sidewalk infill program to enhance walkability in these areas. Priority should be given to neighborhoods within close proximity to major activity centers and destinations, such as schools, parks, or shopping districts.



Sidewalk Infill Opportunity



Multi-modal streets

Many of Bentonville's residential collectors or local streets are wide enough to accommodate on-street bike lanes. The City should identify opportunities to implement the Bike and Pedestrian Master Plan and enhance local mobility through the following:

- On-street bicycle lanes, which would be designated by striping the roadway to provide a dedicated area for cyclists. These are most effective when there is adequate roadway width and on-street parking is provided.
- Shared bicycle/automotive lanes, which are designated by a "sharrow." These are most effective on streets with limited roadway width and where on-street parking would not force cyclists into on-coming traffic.
- Local wayfinding through small-scale bike route signage identifying turns in the designated route or nearby connections to other trail segments or destinations.

Roadway grid layout

New neighborhoods and subdivisions should be designed with a grid layout that maximizes walkability. Variations to the grid layout, such as curvilinear roadways, should be allowed to support neighborhoods with unique character. However, variations should still maintain the basic goals of a grid pattern and provide necessary connections to reduce travel times and support access between neighborhoods.

Appropriate measures for grid walkability include the following:

- Link-to-node ratio, which measures the number of intersections against the number of roadway segments. Walkable neighborhoods should have a link-to-node ratio of at least 1.5. (Cul-de-sacs and other barriers to walkability result in a lower ratio.)
- Block length, which measures the distance of roadway segments. Walkable neighborhoods typically have block lengths with a maximum of 800 feet.
- Block perimeter, which measures the total perimeter of the block. Walkable neighborhoods typically have block perimeters with a maximum of 1,800 feet.

Neighborhood crossing improvements

Neighborhood intersections sometimes lack many basic pedestrian amenities. These intersections should be improved with the necessary amenities to ensure complete pedestrian accessibility and reasonable safety. A typical intersection should have the following features:

- Sidewalks in all directions that create complete connectivity to the surrounding network;
- Crosswalks in all directions that are clearly marked through striping, decorative pavers, or signage;
- ADA-compliant curb-cuts including appropriate materials, slope gradient, width, and directionality; and
- Residential boulevard refuge islands that would provide a protected waiting area where pedestrians could look for on-coming traffic where boulevards have been installed in neighborhoods.

Trail connections

New and existing neighborhoods which utilize more irregular or curvilinear roadway layouts should be improved with trail connections where possible. These can connect areas which are close in proximity but separated by a significant length of roadway. Trail connections can also help provide recreational spaces within residential neighborhoods.

"Last mile" transit access

The walk between a transit stop and a specific destination, often known as the "last mile," often presents the greatest barrier to transit use. Sidewalk infill and crosswalk improvements should be prioritized areas located near transit stops and routes. The City should work closely with Ozark Regional Transit to identify areas scheduled for new service as the long-range vision for transit in Bentonville is realized.

8

AT A GLANCE

A Vision for Bentonville's
Open Spaces

Preserving the Environment

Healthy Living and Open Space

OPEN SPACES and ENVIRONMENT

Bentonville's open spaces and natural environment represent both a link to the community's past, and an important foundation for its vision. The rolling hills north of Bentonville feed McKissic Creek, whose waters flow south and help establish the setting for the Crystal Bridges Museum. Wooded areas and small creeks wind their way through Bentonville and provide the framework for a growing system of local and regional trails that attract mountain bikers from throughout the world. As the community grows, residents are seeking parks and open spaces in order to sustain access to a healthy lifestyle and the "small town" feel that defines many people's image of Bentonville.

The Open Spaces and Environment chapter of the Bentonville Community Plan includes recommendations that aim to balance the long-term growth projected for Bentonville with the preservation of important open spaces and environmental resources. The intent of this chapter is to ensure that these important areas can help the community accomplish three important goals: preservation of the natural environment, access to healthy lifestyle choices, and quality amenities for current and future residents.



A VISION FOR OPEN SPACES

Preserving a comprehensive network of open spaces and environmental areas requires a proactive approach amid Bentonville's rapidly changing landscape. The projected population increase through 2035 will require new development in housing, commerce, and employment. As this occurs, vacant lands will be absorbed, and if there is no vision for open spaces and environmental preservation as development occurs, the opportunity will be lost. There are several factors that should guide the City's approach to open space and environmental planning.

Continue to host world-class outdoor events.

Bentonville's open spaces host several events that attract people from around the world. The Bentonville Film Festival uses outdoor spaces in and around Downtown Bentonville, and the Slaughter Pen Jam brings over 300 cyclists and 2,000 spectators to the community. In 2016, Bentonville hosted the International Mountain Bicycling Association's World Summit, attended by over 500 cyclists from around the globe. Beginning with the half-marathon, established in 2011, Run Bentonville now hosts a seven race annual series. These events not only support other community objectives related to identity and economy, but also provide local amenities that enhance the quality of life for residents.

Provide the recreational and open space needs of an increasingly diverse population.

Between 2000 and 2013, the share of foreign-born residents in Bentonville increased from 6.7% to 13.1%. This increase in share, when combined with the raw increase in total population, demonstrates a significant influx in foreign-born residents. This shift means that service providers – schools, recreation programs, cultural programming, etc. – must constantly monitor preferences for different types of facilities and programs.

Coordinate with and support the Parks and Recreation Master Plan.

At the time of the drafting of the Bentonville Community Plan, the City was working on the development of a new Parks and Recreation Master Plan. The Master Plan will guide investment undertaken by the Parks and Recreation Department, and will provide more detailed recommendations regarding the location of new facilities, programming, and other elements of the department. The role of this Community Plan is to provide broader policy context that aims to support implementation of the Parks and Recreation Master Plan.

GOALS FROM THE NEW PARKS and RECREATION PLAN

The new Parks and Recreation Plan establishes the new visions:

- 1. The Grand Loop Trail** – The creation of a grand loop trail that connects existing parks, new parks, and neighborhoods together into a seamless whole.
- 2. The Four Quadrants** – The division of Bentonville into park quadrants to ensure the equitable distribution of parks, services, and amenities across all areas of the community.
- 3. Enhancement of Existing Parks and Open Space** – to insure a diversity of park uses that meet the needs of all residents – young and old.




Open Space Concept Plan

Map Key

Natural Areas

-  Foodplains
-  Steep Slopes
-  Wetlands
-  Open Space

Nodes and Links

-  Unique destinations or experiences that meet the open space and recreational demands of Bentonville's residents
-  Natural Greenways
-  Designated Trail Corridors that provide access to local trail networks

Parks

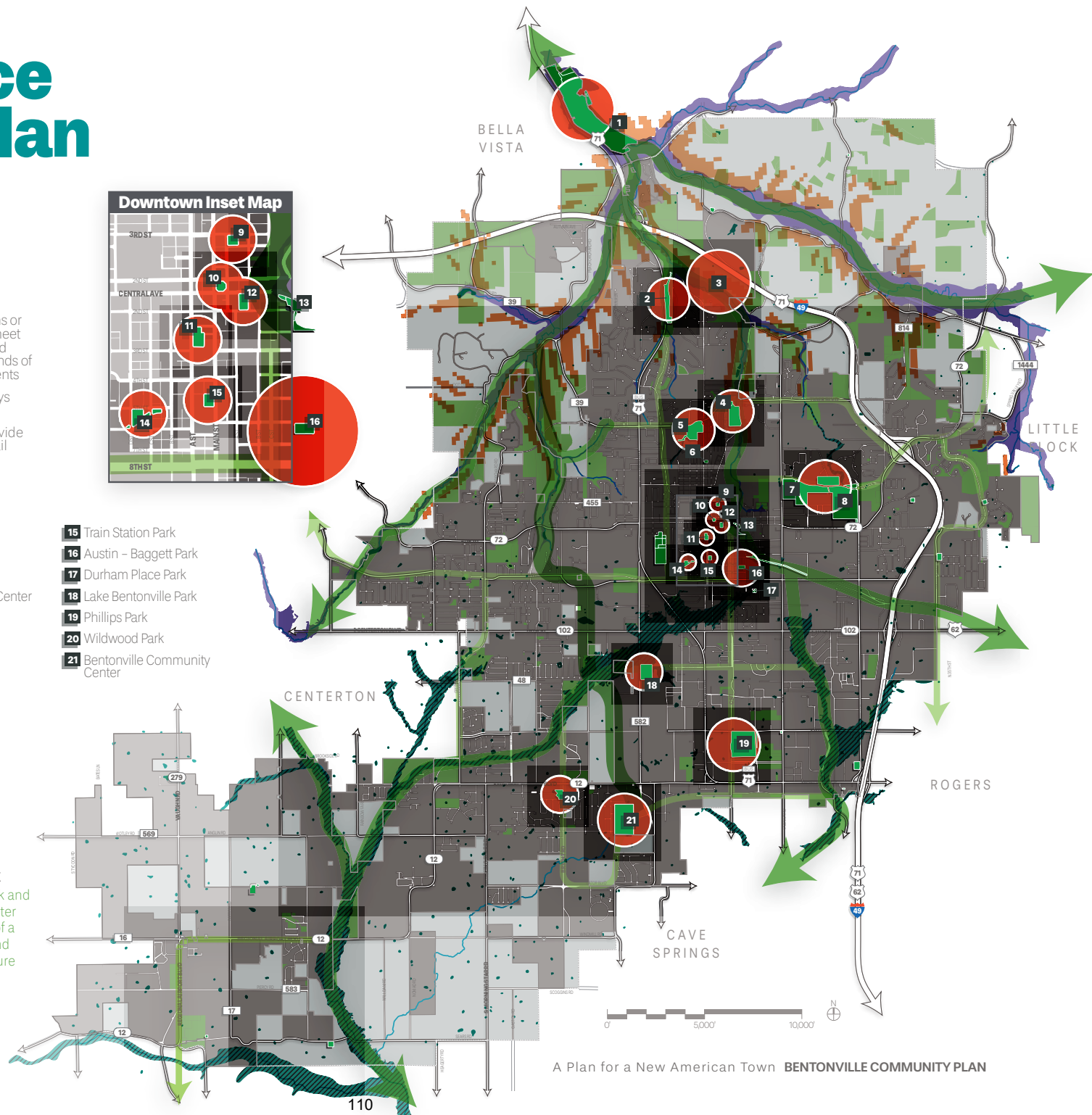
- | | | |
|--------------------------------|------------------------------------|--|
| 1 Bella Vista Lake | 8 Memorial Park | 15 Train Station Park |
| 2 Bentonville Bark Park | 9 Lawrence Plaza | 16 Austin - Baggett Park |
| 3 Slaughter Pen | 10 City Square | 17 Durham Place Park |
| 4 Enfield Park | 11 Downtown Activity Center | 18 Lake Bentonville Park |
| 5 Park Springs Park | 12 Dave Peel Park | 19 Phillips Park |
| 6 NW A Street Park | 13 Town Branch Park | 20 Wildwood Park |
| 7 Orchards Park | 14 Gilmore Park | 21 Bentonville Community Center |



Source: 2017 Bentonville Parks and Recreation Plan

The Coil / The Helix

As stated in the new Park and Recreation Ten Year Master Plan, "with the addition of a few connectors, the grand loop will be able to capture all parks and schools."



PRESERVING THE ENVIRONMENT

The Northwest Arkansas climate and natural environment has played a significant role in defining local character. The rolling terrain near Bella Vista has limited growth in the northern part of the community. Local creeks and floodways have resulted in greenways that support bicycling, stormwater management, and animal migration. Bentonville's tree population enhances the aesthetics of the community and provides a framework for future development.

The Arkansas Game and Fish Commission identifies more than 20 endangered species, including the American alligator, three species of bat, several species of bird, and several species of fish. Several species of native plants thrive in the area, which has a USDA Plant Hardiness Zone classification of 6b, defining what types of plants can naturally grow in the area. These characteristics should all be factors that are considered in the decision-making process of the City.

TOPOGRAPHY

There are approximately 1,500 acres of land in Bentonville with a slope of more than 13%. This threshold generally makes land difficult to develop without significant investment in erosion control, retaining walls, and additional structural support. These areas are generally located in the northern portion of the planning area. In order to preserve the integrity of these areas, the City should support the following actions.

Reinforce areas at risk of significant erosion or failure

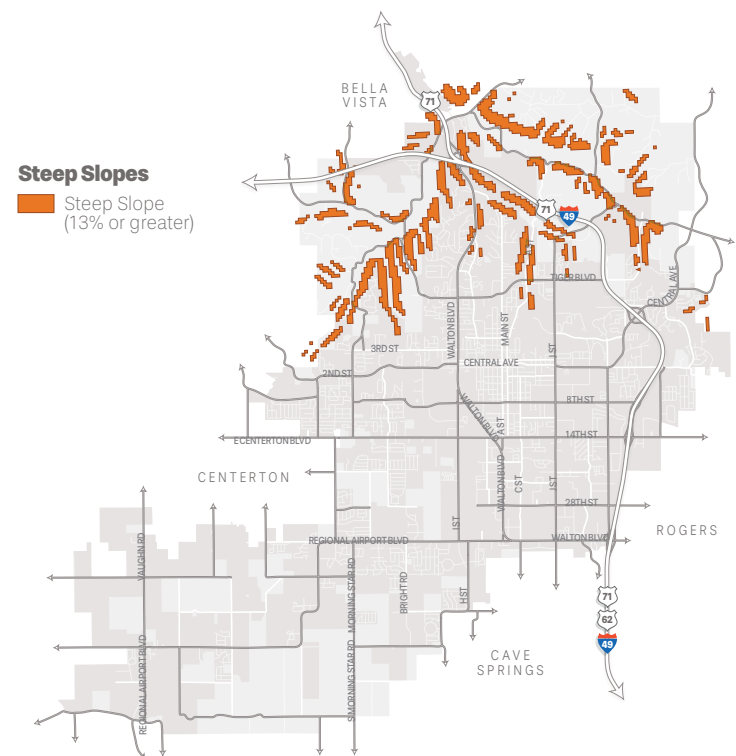
Some areas may be experiencing or susceptible to significant erosion that can cause damage if not addressed. The City should work with property owners to identify funding for excavation, installation of retaining walls, or the planting of landscape that prevents erosion in areas identified as at-risk.

Encourage nearby properties to minimize impactful runoff

Private development can impact areas of steep terrain by producing fast-moving runoff that erodes the surface. The City should encourage property owners to install pervious pavers, rain gardens, rain barrels, and other treatments that reduce stormwater runoff or slow down the rate of runoff during rain events. This should be required in areas with a slope of 13% or greater.

Partner with local organizations to acquire at-risk land

Some property owners may be left with undevelopable land due to the increase of the severity of slopes or erosion that has occurred since initial purchase or development. These properties will likely remain unmaintained, creating additional risk of erosion over time. The City should partner with the Northwest Arkansas Land Trust or other organizations to receive land donations and ensure properties are adequately protected from future erosion.





WETLANDS and FLOODPLAINS

There are a total of approximately 150 acres of wetlands and 3,750 acres of floodplains in the Bentonville planning area. Some of these are in areas identified as potential growth areas in Chapter 4: Land Use and Strategic Growth of this Community Plan. Wetlands and floodplains are critical features of the natural environment as they support local wildlife, cleanse ground water, and move stormwater to help avoid localized flooding. In order to support the preservation of wetlands and floodplains, the City should support the following actions.

Require vegetative buffers around wetlands

The City currently uses a Flood Damage Prevention Ordinance, adopted in 2012, to restrict development in special flood hazard areas. However, the City should review and amend its zoning and subdivision ordinances to require private buffers along floodplains and wetlands in order to minimize on-site erosion, enhance water quality in the floodplains and wetlands, and reduce the likelihood that structures become located in floodplains as they may expand over time.

Encourage property owners to install deep-rooted native landscaping

Managing on-site stormwater can be an effective way of preserving the integrity of floodplains and wetlands. The City should encourage property owners to install native landscaping that reduces runoff and erosion into floodplains. This could be done through technical support and oversight for project design, fiscal support for improvements that demonstrate a reduction on municipal infrastructure demand, and regulatory amendments that clearly state potential projects and landscape specifications.

Support volunteer opportunities in ecological management and restoration

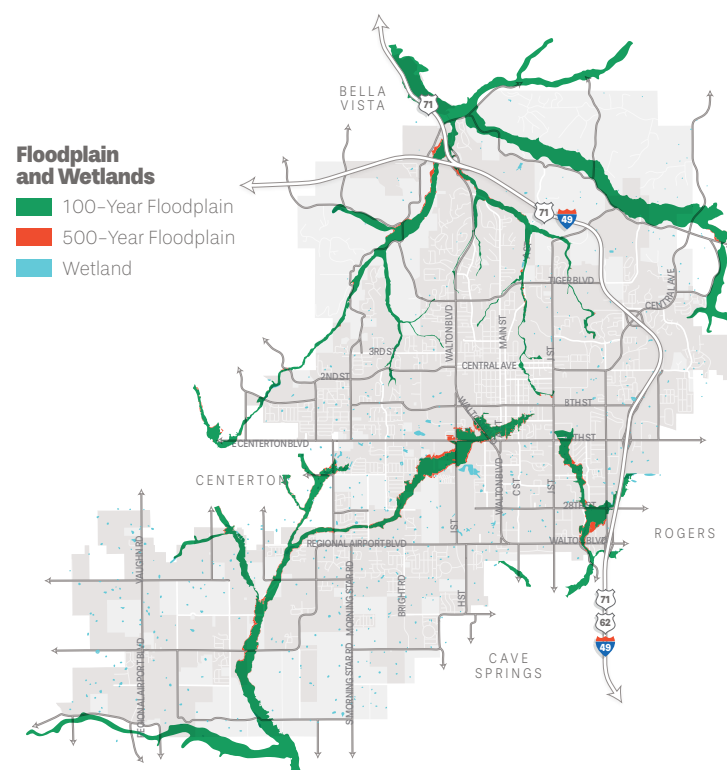
The Northwest Arkansas Land Trust, Nature Conservancy, and others have initiatives that allow citizens to actively participate in the maintenance of the local environment. The City should direct residents, businesses, and advocates to these groups in order to align local volunteerism with programs that can provide financial or human resources towards preservation and clean up.

Support the daylighting of buried floodways and restore their ecosystems

Traditionally, many floodways or streams have been buried as development has occurred in order to create cleaner project sites. Daylighting these floodways can enhance stormwater management, reduce reliance on municipal stormwater infrastructure, support ecosystem restoration, and provide new opportunities for public space. The City should consider developing standards or guidelines for these projects to encourage property owners and developers to daylight waterways as part of development.

Encourage youth education and awareness

Wetlands and floodplains offer valuable educational opportunities for students to engage with the environment and learn about its ecosystems. The City should support local education providers in participating in hands-on education and increase awareness of the importance of these areas to the health and sustainability of the community.

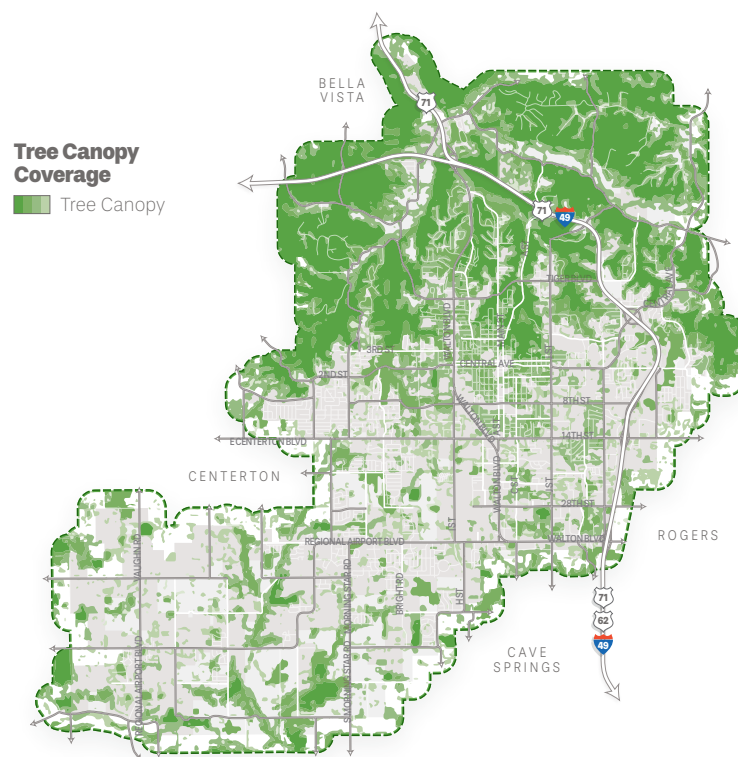


TREE POPULATION

In 2015, the City conducted a survey that inventoried trees throughout the community. The tree population provides benefits related to community character, reducing urban heat island effect, managing soil erosion, and more. In order to enhance the tree population in Bentonville, the City should support the following actions:

Adopt greater regulatory incentives for tree preservation

The City's subdivision code requires residential tree plantings and offers credits which can be applied toward the planting requirement if existing trees are preserved. The City should consider additional regulatory incentives, such as increased overall density or reduced stormwater requirements for new developments that preserve large areas of trees that support local ecosystems and forested areas.



Continue to review and update the development regulations to ensure species appropriateness and diversity

The City's zoning code and subdivision code each include lists of appropriate trees to be used in development. These lists should be reviewed to ensure invasive species are prohibited and resilient trees are encouraged. Species that are resilient to climate change and have a low reliance on water should be preferred. Codes should also require a certain amount of species diversity to reduce the impact of disease or infestation that could destroy a less diverse tree population.

Partner with local and regional organizations and advocates

Organizations like the Arbor Day Foundation, Arkansas Urban Forestry Council, Arkansas Forestry Commission, Northwest Arkansas Land Trust, and Walton Family Foundation can provide support and resources for city programs and initiatives. The City should coordinate with these and other groups to enhance awareness of tree planting opportunities and access to materials and installation services.

Plant trees as a part of commercial streetscape improvements

Through on-going initiatives and recommendations included in this Community Plan, the City is considering streetscape improvements to several prominent corridors. These streetscape designs should include trees that enhance the character of the area and screen utilities.

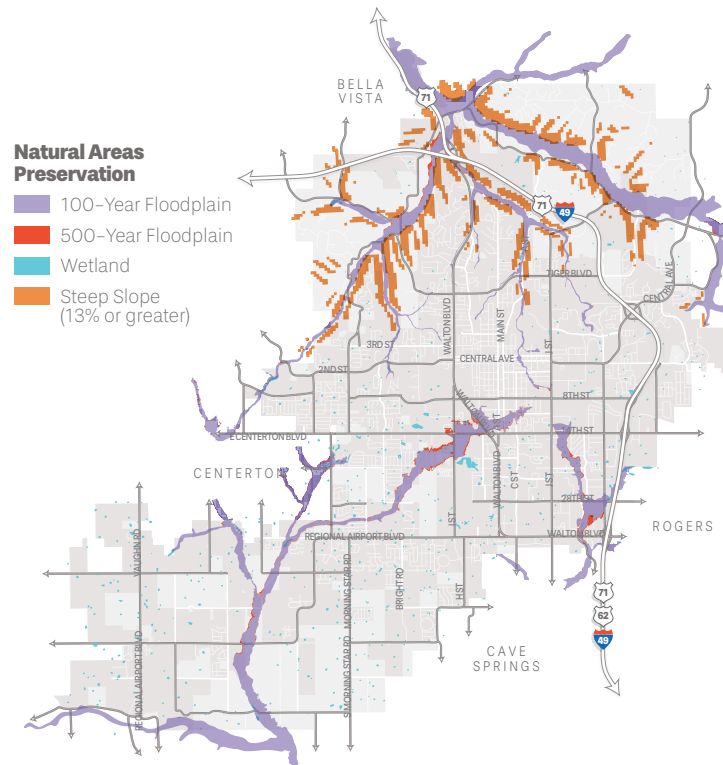
Support residential tree planting in existing neighborhoods

While the subdivision code requires tree plantings in new development, several established neighborhoods lack trees in front yards or parkways. The City should support residential tree planting through municipal programs. Examples include a "buy bulk" program where the City purchases trees at a bulk price and residents in turn purchase the trees from the City, or a 50-50 tree planting program where residents share the cost of the purchase and installation with the city. The City should also continue tree giveaways and its annual tree planting blitz, and develop a long term maintenance plan for trees planted as part of the City's efforts.

OPEN SPACE and NATURAL AREAS PRESERVATION

In the Bentonville planning area, there are almost 4,800 acres of undeveloped land. The vast majority of this land is either vacant and primed for development or used for agricultural purposes. Chapter 4: Land Use and Strategic Growth of this Community Plan includes policies for how this land ought to be developed.

Approximately 385 acres of undeveloped land include characteristics that make development difficult; such as floodplains, wetlands, or steep slopes (Northwest Arkansas Open Space Plan). These areas are inherent opportunities for preserved natural areas, public open spaces, or greenways that support stormwater management and multi-modal mobility.



CASE STUDY

CONSERVATION DESIGN

Conservation design is an approach to development that protects an area's natural features through the preservation of open space, farmland, and natural habitats for wildlife. Land that is set aside can be held by a conservation organization or protected by a conservation easement, and design features, such as low-impact stormwater management systems and landscape design, can be implemented to reduce negative impacts of development. Benefits include access to open space, reduced infrastructure costs, better stormwater management, protection of wildlife habitat, and potentially higher home values. The following are the key components of conservation design:



- 1 Preserved natural areas set aside through conservation easements
- 2 Appropriate transitions to surrounding developments
- 3 Clustered development that minimized infrastructure needs
- 4 Local access to open spaces

HEALTHY LIVING and OPEN SPACE

According to the Center for Disease Control, in 2013, 24.5 percent of adults in Benton County age 20 and older reported no leisure time for physical activity. While this could be due to a number of factors, increasing access to greenways and parkland may eliminate a major barrier to physical activity. Bentonville is becoming increasingly recognized as a community that supports a healthy and high quality of life. While a strong local economy and quality neighborhoods provide the essentials that many potential residents look for, open spaces are an important factor that distinguish Bentonville from other communities.

Open spaces have provided the potential for unique amenities like world-class mountain bicycling trails, recreational programming, and local events. The City's Parks and Recreation Master Plan provides specific recommendations related to recreational facilities and programming needs. This section of the Community Plan identifies how the community can use open spaces to support better community health and quality of life.





CREATING NEW PUBLIC OPEN SPACES

Bentonville's projected population will create demand for new open spaces, and areas of new growth will be isolated from existing open spaces. The City should support the following actions in order to ensure that the community provides an adequate amount of open space in proximity to potential users.

Proactively acquire land necessary for community parks.

Planning for community parks requires the foresight to preserve and acquire adequate land for larger facilities and programming. Based on the recommendations of the Parks and Recreation Master Plan and the Future Land Use Plan included in this Community Plan, the City should identify and acquire land necessary for community parks. Properties should be targeted based on their ability to accommodate intended facilities and programs, maximize multi-modal access, and remain compatible with existing or planned adjacent land uses.

Establish regulatory open space dedications.

The City currently utilizes Planned Unit Development (PUD) and Planned Residential Development (PRD) to preserve open space as part of proposed development. The City should consider amending its zoning ordinance and subdivision regulations to require developers to provide open space as a component of new developments, established as-of-right.

This will satisfy the incremental demand created as the community grows. Standards should include the amount of open space required based on the anticipated population of a new subdivision, the desired location of the open space, means of multi-modal access, amenities, and phasing of completion within the context of other improvements in the subdivision. Parkland dedication requirements exist for development in municipalities in almost all states across the country.

Use floodplains for local parks.

Floodplains weave throughout the landscape in Bentonville and provide inherent opportunities for public parks and open spaces that cater to neighborhoods in the immediate area. These open spaces could include flood-resistant amenities, such as picnic shelters, playgrounds, and ball fields.



ENHANCING ACCESS TO LOCAL OPEN SPACES

Simply providing open spaces does not ensure they will be actively used by residents. Appropriate means of access must be provided so that all potential users, from youths to senior citizens, can take advantage of open space amenities. To enhance multi-modal access to open spaces, the City should support the following actions.

Use floodplains and greenways to create trail networks that connect open spaces.

The City has used several greenways as the location for local and regional trails. This should be continued throughout the community where doing so does not impact critical ecosystems or endangered species. The Parks and Recreation Master Plan and Master Trails Plan should guide this effort.

Prioritize pedestrian network improvements in areas around parks and open spaces.

Some neighborhoods around parks and open spaces lack sidewalks or accessible crosswalks. As the City programs capital improvements, these areas should be considered a high priority for pedestrian infrastructure investment. Further, the City should develop a sidewalk construction master plan that identifies costs and potential funding sources.

Integrate local bike routes through shared sidepaths and on-street bike lanes.

It is often difficult to retrofit existing neighborhoods with dedicated bike trails. However, improvements can often be made to the right-of-way on local streets to accommodate cyclists. Where feasible, the City should restripe local roadways to include on-street bike lanes, or expand sidewalk width on one side of the street to create a multi-use path.

Implement a comprehensive parks and open space wayfinding system.

The Razorback Greenway is a good example of trail wayfinding that enhances the user-friendliness of the network. The City should implement a community-wide wayfinding program that highlights access to local parks and open spaces for trail users.

Require community design that supports visual and physical access.

The City should review and amend its zoning and subdivision ordinances to ensure that as new open spaces are planned, surrounding development is appropriately design and oriented. Land uses should be oriented toward open spaces to enhance their visibility and safety. Where possible, physical barriers, such as fences and landscape buffers, should be removed to maximize access.

Work with the Arkansas Department of Transportation to improve key crossings on arterial streets.

The City of Bentonville does not have jurisdiction over several arterial roadways in the community, resulting in limited local influence over design characteristics. The City should coordinate with the Arkansas Department of Transportation to ensure that arterial pedestrian crossings that enhance access to local open spaces are properly designed with highly visible crosswalks, pedestrian crossing signals, and adequate signal phasing to allow for safe crossing.



UTILIZING OPEN SPACES

Once a framework of open spaces is in place and adequate multi-modal access is provided, the programming and utilization of the open spaces becomes the primary consideration in terms of their benefit to the community. The City should support the following actions when determining how various open spaces ought to be used.

Consider non-traditional uses of open space.

Often, open spaces in urban communities are immediately programmed for neighborhood recreation or athletics. However, open spaces provide the opportunity for other amenities that provide other benefits. The City should consider alternative uses for open spaces, such as urban gardening, native landscaping, or wetland restoration. These uses, along with informational signage, can be important resources in creating awareness of local issues. The City should coordinate with other organizations or groups in exploring non-traditional uses, particularly the Bentonville School District.

Provide for long-term flexibility in facilities planning.

Local demographics and user preferences change over time. As open spaces are improved, consideration should be given to the long-term flexibility of the land. For example, building a structure for a specific athletic use limits the ability of that space to be used for something else in the short- and long-term.

Monitor community-wide and localized demographics and user preferences.

The Parks and Recreation Master Plan provides a more specific profile of community demographics and preferences that will influence programming and facilities. However, the rapid rate of growth in Bentonville and its growing rate of diversity will require the City to regularly update its understanding of what residents are seeking. This includes regular demographic analyses as well as user preference surveys to determine programming that will best meet the needs of residents.

Include amenities that enhance the character and comfort of the open space.

Providing special facilities for specific events or programming can adequately accommodate those users. However, open spaces that are comfortable and attractive to all users are more likely to benefit the community as a whole. The City should include amenities such as benches, lighting, recycling and trash cans, shared facilities, and others that encourage a wide range of appropriate activities throughout different times of the day or week. This could include public art and kiosks which provide information about local events and educational materials.

Environmentally Sensitive Areas

Educational signage should be used to inform residents and visitors about the essential roles environmentally sensitive areas play in the Bentonville community and the region as a whole.



9

AT A GLANCE

Influences and
Existing Community Facilities

Accommodating Future Growth

Enhancing Community Character

Supporting Arts and Culture

COMMUNITY FACILITIES and INFRASTRUCTURE

Bentonville's recent growth would not be possible without investment in community facilities and infrastructure that support a high quality of life for residents, businesses, and visitors. From basic services to keep the community operating (such as water, sewer, and public safety) to elements that distinguish Bentonville from other cities in the region and nation (such as Crystal Bridges, the Community Center, and Walmart), citizens have access to world-class services that attract people from around the world.

The Community Facilities and Infrastructure chapter includes recommendations intended to sustain these services and build upon them to accommodate the long-term growth of Bentonville. The development of new areas, evolving local priorities, and dynamic level of investment in the community warrant unique and creative solutions to ensure Bentonville remains a world-class city with the charm of a small town in Northwest Arkansas.



INFLUENCES and EXISTING COMMUNITY FACILITIES

Bentonville's recent rate of growth and expanded role as an international destination can be seen in the evolution of its community facilities and services. The following influences will continue to shape facilities and services in the future, and provide context for recommendations included throughout this chapter.

Projected growth and redevelopment

The projected increase in population by 2035 will create demand for new community facilities and infrastructure. Chapter 4: Land Use and Strategic Growth of this Community Plan describes how redevelopment, infill, and new growth can be used to accommodate such growth. Community facilities and infrastructure will need to be proactively planned, improved, and activated in parallel with growth and development.

Existing facility standards.

Several service providers provide services according to standards that have a direct impact on local land use and character. For example, the State of Arkansas requires new elementary schools to acquire land based on maximum enrollment. Each facility must be a minimum of 10 acres, and include one additional acre for each 100 projected students. Due to land costs in Bentonville, this has resulted in investment on the fringe of the community, which in turn drives residential development outward. It also results in school properties that are difficult to access by walking or bicycling.

The need for stakeholder collaboration.

The City of Bentonville is responsible for infrastructure, public safety, and other basic government services. However, many of the services that define Bentonville's long-term potential are provided by others. The following list summarizes many of the major stakeholders and the services they provide in Bentonville.

Recent investment in arts, culture, and identity.

Private entities have spearheaded several projects that have heightened Bentonville's role in arts and culture. Crystal Bridges is a world-renowned art museum and architectural specimen, and the on-going investment along 8th Street will support the community's long-term goals of becoming a destination for food, arts, and education. Others, including the City of Bentonville, have invested in streetscaping and other projects to enhance the character and identity of the community. These efforts lay the foundation for future investment that should aim to strengthen the community's local quality of life and regional, national, and international image.

CITY OF BENTONVILLE

- Electric Utility Department
- Wastewater Utilities Department
- Water Utilities Department
- Streets Department
- Fire Department
- Police Department
- Planning Department
- Parks & Recreation Department
- Transportation Department
- Bentonville Public Library

EDUCATION

- Bentonville Public Schools
- Charter and Independent Schools
- Northwest Arkansas Community College

HEALTHCARE

- Northwest Medical Center
- Mercy Clinic

ARTS & CULTURE

- Crystal Bridges Museum of American Art
- Scott Family Amazeum
- Walmart Museum
- Bentonville Film Festival
- Walton Family Foundation
- 21c Museum Hotel
- Compton Gardens and Conference Center
- Peel Mansion & Gardens
- Museum of Native American History
- Trike Theatre

Community Facilities

Bentonville's recent rate of growth and expanded role as an international destination can be seen in the evolution of its community facilities and services. The following influences will continue to shape facilities and services in the future, and provide context for recommendations included throughout this chapter.

City of Bentonville

- 3 Compost Facility
- 6 Wastewater Treatment Facility
- 21 Bentonville City Hall
- 23 City Downtown Activity Center
- 24 Community Development
- 25 Bentonville Public Library
- 26 Public Works Maintenance

Education

- 1 Cooper Elementary School
- 2 Planned Future School Facility
- 5 Lincoln Jr. High School
- 7 Tennie Russell Primary School
- 8 Sugar Creek Elementary School
- 9 Bentonville Christian Academy
- 10 Thomas Jefferson Elementary School
- 15 Apple Glen Elementary School
- 16 Washington Jr. High School
- 19 R.E. Baker Elementary School
- 20 Old High Middle School
- 27 NW Arkansas Community College
- 28 Brightwater Culinary Institute
- 29 Thaden School (Planned)
- 32 Northwest Arkansas Classical Academy
- 35 Elm Tree Elementary School
- 36 Ardis Ann Middle School
- 37 Bentonville West High School
- 39 Mary Mae Jones Elementary School
- 44 Bentonville High School and Arend Arts Center
- 45 Barker Middle School
- 46 Haas Hall
- 48 Bentonville Preparatory School
- 53 Bright Field Middle School
- 54 Willowbrook Elementary School
- 55 Fulbright Lincoln Jr. High School
- 56 Central Park-Morning Star Elementary School
- 57 Planned Future School Facility

Public Safety

- 4 City Fire Department Station 3
- 13 City Fire Department Station 4
- 30 City Police Department Facility 3
- 31 City Fire Department Station 1
- 36 City Fire Department Station 5
- 40 City Police Department Facility 1 and City Police Department Facility 2
- 43 City Fire Department Station 2
- 51 City Fire Department Station 6

Public Health

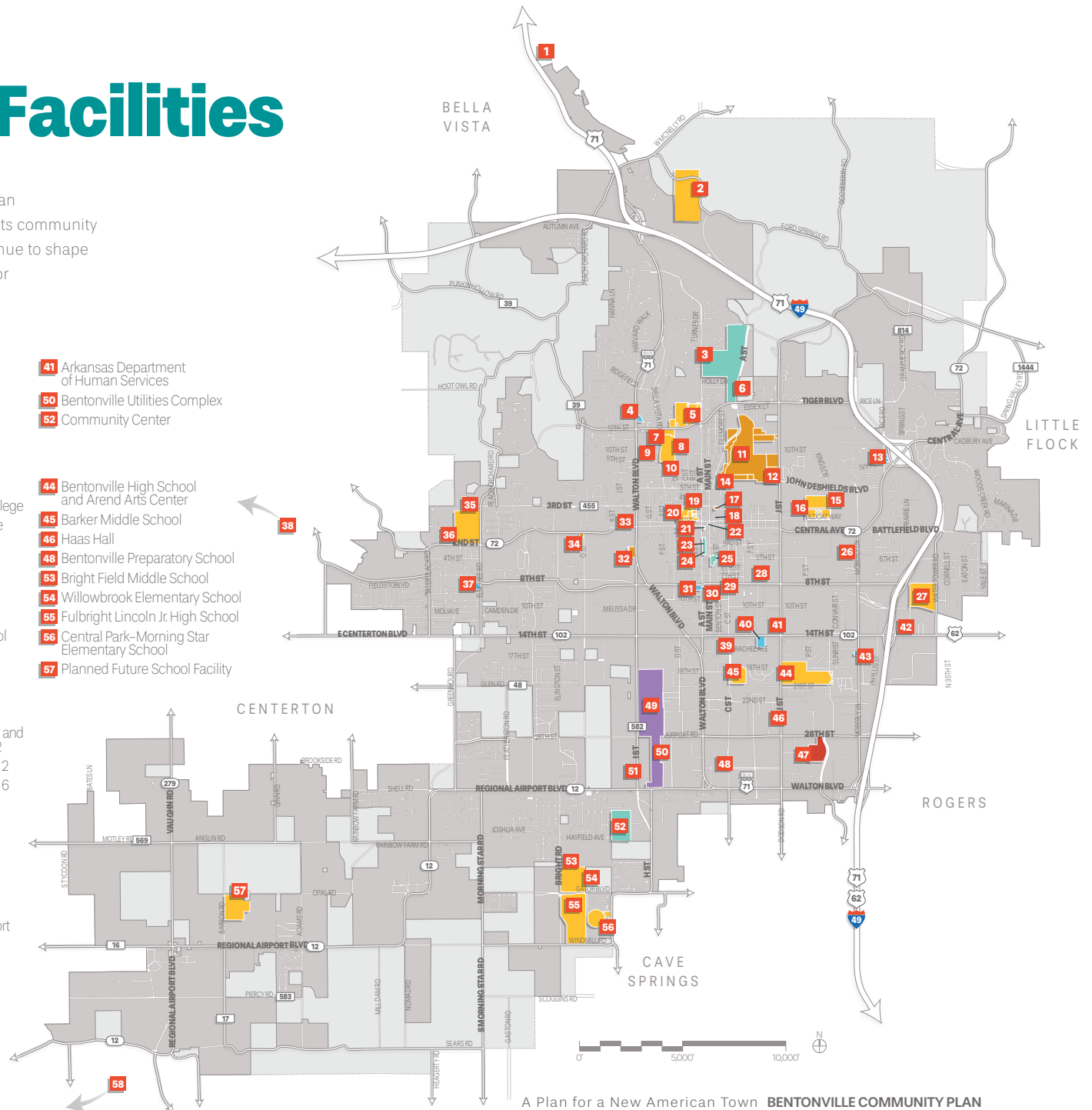
- 42 Mercy Clinic
- 47 NW Medical Center

Airports

- 49 Bentonville Municipal Airport
- 58 NW Arkansas Regional Airport

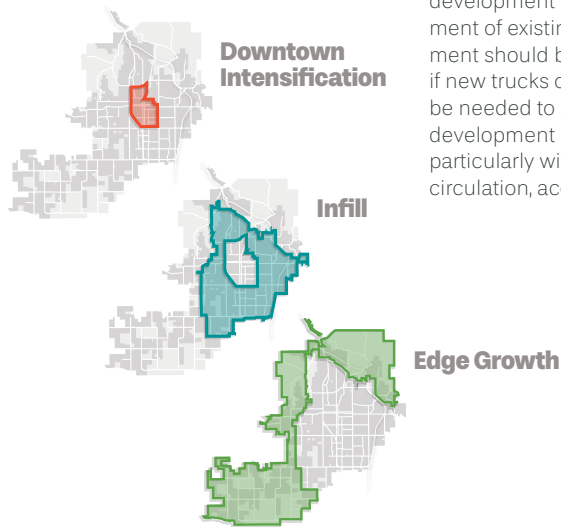
Other Facilities

- 11 Crystal Bridges
- 12 Amazeum
- 14 Compton Gardens and Conference Center
- 17 Lawrence Plaza Ice Rink and Splash Park
- 18 Trike Theater
- 22 Walmart Museum
- 33 The Peel Mansion and Heritage Gardens
- 34 Museum of Native American History



ACCOMMODATING FUTURE GROWTH

Chapter 4: Land Use and Strategic Growth of this Community Plan identifies a three-pronged approach to managing future growth; 1) downtown intensification, 2) infill, and 3) edge growth. Through this approach, the community should be able to accommodate a population beyond the projection of new residents expected by 2035. Using this framework as context, this section presents recommendations regarding the provision of infrastructure and services in the changing Bentonville landscape.



AREAS OF DOWNTOWN INTENSIFICATION

Assess the need for capital investment in new fire trucks to serve a more urban environment

Some areas of intensification may include higher densities, taller structures, narrow roads or alleys, and more constrained site plans. However, existing fire trucks and public safety equipment may not be able to adequately serve this development model. An assessment of existing trucks and equipment should be done to determine if new trucks or equipment would be needed to serve a more urban development neighborhood model, particularly with respect to on-site circulation, access, and mobility.

Modernize infrastructure to a more urban model

Many areas slated for redevelopment and intensification have rural infrastructure systems, such as open ditch stormwater conveyance. The City should upgrade these systems to increase capacity and better serve the anticipated future population. Upgrades could include the installation of curb and gutter drainage, new and higher capacity telecommunications lines, and sustainable infrastructure practices.

Assess the need for upgrades to water, waste water, electricity, and other utilities

The redevelopment and intensification of existing development will increase the demand on local systems. For example, the recently adopted Downtown Neighborhood zoning allows for more intensive residential development in the center of the city. As a result, the City is assessing existing systems to ensure they can meet the demand of a greater population. Where necessary, upgrades in capacity should be made as redevelopment is proposed.

Assess the need to expand Bentonville Public Library

An expansion of the public library should align with population growth, school enrollment and city development. Downtown, the library has experienced strong circulation, growing program attendance and the community's need for quality library services. Popular library collections available at the Community Center, as well as outreach activities and technology access provided to local students, demonstrate a desire for library services beyond downtown. The expansion of the Main Street location should be assessed, as well as library building opportunities in areas of infill or edge growth.

Monitor potential influxes in school enrollment against the capacity of existing schools

Areas identified for intensification are within the boundaries of existing schools. As intensification occurs, school enrollment may increase. The City should work with Bentonville Public Schools to assess potential enrollment increases and plan for the expansion of existing capacity where necessary with the intent of allowing residents to attend a school close to their neighborhood. This should align with the Future Land Use Plan, and may require a dedicated study to address all necessary factors.



AREAS OF INFILL

Plan infrastructure capacity for anticipated build-out population

The Future Land Use Plan establishes general parameters for population densities in infill areas. These parameters should be refined as needed and used as a basis for assessing the capacity of current infrastructure systems based on the anticipated built-out demand. Where necessary, upgrades should be made prior to infill development occurring.

Require logical connections to existing roadway, trail, and sidewalk systems

Infill areas should be seamlessly woven into the established development pattern. All new collector streets should be linked to one another, and sidewalks and bike trails should provide continuous multi-modal mobility between neighborhoods.

Prioritize new infrastructure development in areas easily linked to existing systems

The extension of infrastructure into new areas is typically expensive and seldom provides positive return on investment for the City. Although some development in outlying growth areas is anticipated, the City should encourage and prioritize developments in areas that are easily linked to existing infrastructure systems in order to maximize the efficiency of the overall system, and minimize the creation of new infrastructure expansion that will be an additional cost and maintenance burden in the future.

Establish thresholds for the development of new public safety facilities

New residents and business will result in greater resource demands, more police calls and new fire services. The location of new development could also inhibit efficient response time during emergencies. The Police and Fire Departments should establish thresholds for population growth that warrant new investment in facilities, staff, and fleets in order to sustain a high level of service to all parts of the community.

AREAS OF EDGE GROWTH

Identify opportunities to expand long-term infrastructure capacity

It may be several years before the long-term population projections are realized, but planning for the capacity to serve those residents and businesses should begin in the short-term. The City should assess the capacity of existing water supplies, water treatment facilities, waste water treatment facilities, and other elements to determine if they can accommodate long-term population growth. If they are found to be lacking long-term capacity, appropriate resources or properties should be identified to fill the gap as growth occurs.

Limit the expansion of infrastructure to areas easily connected to existing systems

The Land Use and Strategic Growth chapter of this Community Plan identifies areas within quarter-mile of existing water, waste water, and sewer lines. Areas beyond this quarter-mile buffer should not be approved for development until the adjacent buffer area is developed and logical local infrastructure connections can be made.

Support Bentonville Public Schools

The State of Arkansas school siting requirements establish minimum development sites of 10 acres for elementary schools, 20 acres for middle schools, and 40 acres for a K-12 school. Sites of this size are difficult to acquire and assemble in appropriate locations near residential areas due to the rapid development of the region and rising land costs. The City should work with Bentonville Public Schools to advocate for relief from these requirements by demonstrating the local burden they present and the challenges they create in achieving other community objectives.

Integrate sustainable infrastructure practices

While sustainable infrastructure could be implemented throughout Bentonville, new growth areas pose the greatest opportunity to install modern systems that reduce the demand for traditional conveyance systems. The City should support the installation of green infrastructure that reduces stormwater runoff, enhances water quality, provides local amenities for residents, supports local wildlife, and allows for trails and other complementary networks. Common green infrastructure components include permeable pavements, bioswales, green streets and alleys, green parking, green roofs, urban tree canopy, and land conservation.

ENHANCING COMMUNITY CHARACTER

Public infrastructure and facilities in Bentonville have a direct impact on local character. On one hand, facilities like the Bentonville Parks and Recreation headquarters integrate attractive building design, landscaping, and signage. On the other hand, the location of utilities and supporting facilities negatively impacts the character of neighborhoods and commercial areas. Other public facilities, like the Bentonville Public Library, are a source of civic pride and reflect the City's traditional values and sense of community. The City should support the following recommendations in order to enhance the character of the Bentonville community.

Manage the location of utilities and utility corridors

Currently, utilities are located based on standards that focus on ease of installation and maintenance. However, the result is often utilities placed in residential front yards or in prominent locations along commercial corridors. The City should review and modify its standards to allow for proper maintenance but relocate or bury utilities. Potential solutions include the integration of alleys or utility corridors and easement as subdivision occurs, the vaulting of utility boxes, or investment in machinery that allows for smaller setbacks from buildings and the ability to more easily access utility boxes in "tight" spaces.

Utilize green building and sustainability best practices when developing or improving public buildings

Over the next two decades, Bentonville's growing population will likely warrant the development or improvement of civic buildings, schools, and public safety facilities. The City should serve as a model for sustainable building and site development by integrating local materials, energy efficient design, local energy production, native landscaping, green infrastructure, and other aspects of design as investment occurs.

Participate in the Northwest Arkansas Design Excellence Program when designing prominent new civic buildings

The Walton Family Foundation sponsors the Northwest Arkansas Design Excellence Program, which provides funding to encourage public purpose buildings and spaces to integrate design elements that elevate the experience for residents and visitors. The City should identify priority public buildings and hire design firms as needed to pursue funding through this program.

Screen utility substations

There are several utility substations that are located within existing neighborhoods or areas planned for future residential growth. Ideally, relocating these substations is preferred, but can be extremely costly. Alternatively, these substations should be heavily screened with dense landscaping that allows for necessary maintenance access.

Incorporate public art into civic buildings

The City of Bentonville maintains a Public Art Policy that establishes a Public Art Advisory Committee and standards for the review, installation, maintenance, and removal of art in public spaces. The City should consider adopting a policy that would require the inclusion of public art to be integrated in facilities generally accessible to the public. This could include requirements that a space be provided to accommodate public art to be sourced from by private artists, or that a portion of the construction budget for new facilities be set aside to purchase public art.

Install attractive gateway features at all prominent entry points into Bentonville

The City currently installs markers at entry points that identify entry into Bentonville. However, these markers do not convey the prominence of the community and its place in international arts and culture. The City should work with local artists and designers to install prominent gateway elements along major corridors. These elements could represent a variety of styles and provide a more dramatic entry into the community.

SUPPORTING ARTS and CULTURE

Bentonville has a uniquely large amount of arts and cultural amenities for a community its size. On its own, Crystal Bridges is a facility that many major cities around the world could not envision. Add to that the Amazeum, the Brightwater Culinary Institute, The Momentary, the Bentonville Film Festival, Walmart Museum, Museum of Native American History, and several other projects that create a full spectrum of arts and cultural experiences for residents and visitors of all ages and interests. The following actions should be supported by the City in order to sustain the role of arts and culture over the next several decades.

Promote the collaboration with arts and culture agencies and organizations

While City government will have a limited responsibility in implementing arts and culture initiatives, it is a critical partner in facilitating the actions of others seeking to sustain and grow Bentonville's prominence in these areas. The City should seek creative ways to support art and culture initiatives through its regulatory tools, coordinated capital improvements, marketing, and permit approval procedures.

Continue to support the Bentonville Film Festival (BFF) and the creation of new events

After three years, the Bentonville Film Festival has proven to be highly successful in terms of both attendance and significance to the film industry. The on-going development of a new theater near Downtown Bentonville will enhance the festival experience. The City should continue to support the BFF and other events through the shared use of public spaces and facilities, marketing, promotions, and permitting.

Review and amend zoning regulations to allow for a more flexible mix of uses

The City's current zoning ordinance lacks specificity on flexible uses that could support an arts-oriented community, such as live-work spaces, arts production studios, and gallery and display spaces. More specifically, none of these activities are allowed in any residential district. The City should amend its zoning ordinance to include provisions for these types of uses where appropriate through special use standards or through an overlay that would support a creative arts living and working environment. Some of the new arts and culture district areas and experience district areas, as well as possibly a more flexible area along North Walton Boulevard, are planned to accommodate such a flexible mix of residential, arts, innovation, entrepreneurial, and other uses.

Support art internship and apprenticeship opportunities for local students

Through the development of the Momentary, the Walton Family Foundation and Bentonville community are shifting the spotlight from simply finished art to also include the process of creating art. The City should partner with and coordinate with the Foundation, local schools, and other local partners to align local artists with students interested in learning trades and skills related to the arts. This endeavor supports an entrepreneurial spirit and culturally rich community, which can significantly contribute to the community's economic success over time.

Support the adaptive re-use of older buildings for uses that support arts and culture

The on-going reuse of the former Tyson facility and Kraft facility for the Brightwater Center and the Momentary illustrate the potential of other obsolete structures to accommodate new uses. The City should support the adaptive reuse of older buildings in order to preserve the city's traditional character while accommodating new amenities that would strengthen local arts and culture.

Continue to support collaborative arts programming and education.

Northwest Arkansas Community College, Bentonville Public Schools, Crystal Bridges, and other partners currently collaborate to provide access to art facilities and education for Bentonville youth and adults. The City should continue to support this effort through shared marketing and forwarding inquiries about these programs to appropriate partners. Additionally, arts and culture partnerships with City departments, such as the Bentonville Public Library, offer community engagement in art, creativity and cultural experiences. Programs and events that are open to everyone and appropriate to the collaborating organizations' missions should continue and expand.

10

SUBAREA PLANS

AT A GLANCE

Subarea Framework

Subarea Toolbox Improvements

Downtown Bentonville
Subarea Plan

Downtown Neighborhood
Subarea Plan

8th Street Subarea Plan

14th Street Subarea Plan

Regional Airport Boulevard
and I Street Subarea Plan

In addition to planning for Bentonville as a whole, the Bentonville Community Plan identifies several distinct areas within the community that warrant more detailed planning. These areas include parts of Bentonville that may be experiencing rapidly changing conditions, the need for more specific guidance to better direct development and investment, and the desire to establish consensus around a unified direction and sense of character.

These areas represent significant opportunity for development and improvement, and these more detailed Subarea Plans are intended to help guide investment and interest in a creative and coordinated manner. Both public and private investment in these subareas should be guided by these plans so that investment is consistent with broader objectives described in the Community Plan.

Rather than dictate development and the final outcome, these Subarea Plans demonstrate the potential of an area in a way that allows the coordination of multiple stakeholders, including property owners, developers, the City, local institutions, and more. Each subarea includes localized recommendations related to land use and development, access and mobility, and character and urban design.



SUBAREA FRAMEWORK

DOWNTOWN BENTONVILLE

As the symbolic heart of the Bentonville community, Downtown Bentonville provides an inviting, charming, mixed-use environment for visitors and residents, offering a variety of shops, restaurants, historical buildings, and beautiful open space. The Downtown Bentonville Subarea Plan includes the Bentonville Square, the traditional development around it, and the Central Avenue, Main Street, and SW A Street gateway corridors.

DOWNTOWN NEIGHBORHOODS

Surrounding the Bentonville Square and the traditional Downtown core are established residential neighborhoods that provide a predominantly single-family environment. These neighborhoods are experiencing significant investment and redevelopment with a variety of housing types. The Downtown Neighborhood Subarea Plan will guide development regulations, land use, investment, and the transition of the area into a more dynamic mixed-residential area.

8TH STREET

The 8th Street Corridor is becoming increasingly significant and the intensification of the roadway and nearby development is anticipated to increase with a new I-49 interchange, expanded/widened roadway design, new institutional campuses and investment, and the presence of Walmart Home Office and related development. 8th Street is also the southern gateway to both the Art District and Market District. The 8th Street Corridor Subarea Plan provides the framework within which all of these components can collectively transform the corridor into a prominent and attractive community gateway.

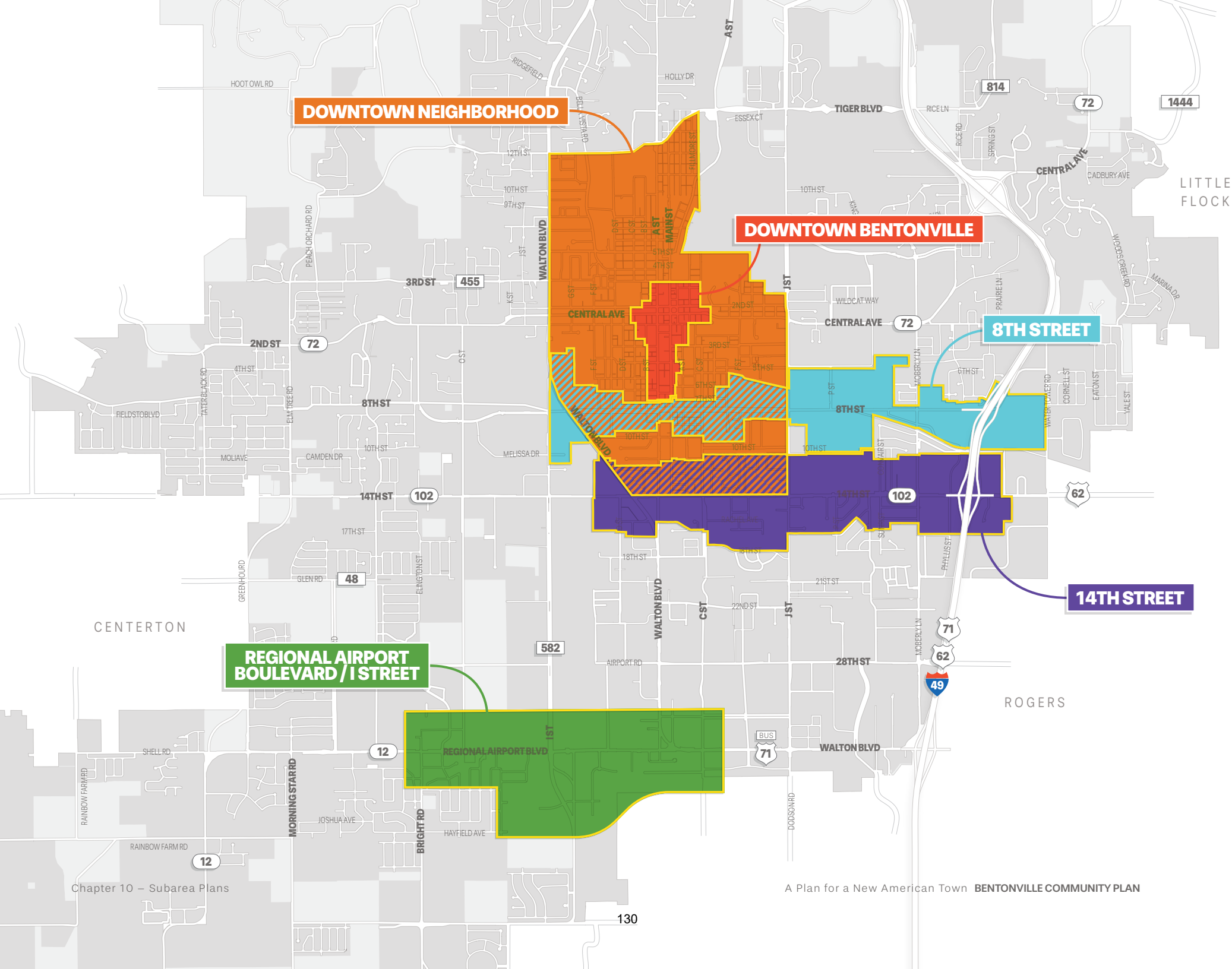
14TH STREET

The 14th Street Corridor provides a unique mix of land uses including large vacant properties, schools, industry, and single-family residential neighborhoods. As a primary east/west corridor with a direct connection to I-49, the corridor plays an important role within the community. With some areas ripe for new development and change, and other areas needing to be protected. The 14th Street Corridor Subarea Plan provides the strategy and targeted improvements necessary to accommodate development and investment, while improving corridor character, functionality, and long-term viability.

REGIONAL AIRPORT BOULEVARD/I STREET

Just south and west of some of the most intensely developed areas of Bentonville, the area near Regional Airport Boulevard and I Street represents a tremendous opportunity for new development. The area is spotted with pockets of residential development, a few commercial uses, large areas of undeveloped land, and the Bentonville Municipal Airport. The Regional Airport Road/I Street Subarea Plan establishes a framework approach for development, access, and mobility that creates a hierarchy of land use intensity for this southwest gateway into the community.

THIS CHAPTER OF THE BENTONVILLE COMMUNITY PLAN EXPLORES **FIVE SUBAREAS**; DOWNTOWN BENTONVILLE, DOWNTOWN NEIGHBORHOODS, 8TH STREET, 14TH STREET, AND REGIONAL AIRPORT BOULEVARD/I STREET.



DOWNTOWN NEIGHBORHOOD

DOWNTOWN BENTONVILLE

8TH STREET

14TH STREET

**REGIONAL AIRPORT
BOULEVARD / I STREET**

SUBAREA TOOLBOX IMPROVEMENTS

Although the five subareas identified are different from one another, some of the improvements that are recommended have applicability in all of the subareas. While nuances of their local application may vary depending on site characteristics and land use, these best practices can be thought of as tools in a "local improvement toolbox." This section describes these toolbox improvements, and the subsequent subarea plans illustrate where each tool may be applicable.

In fact, while the toolbox improvements are presented in this subareas chapter, most of the toolbox recommendations can be applied and implemented in areas throughout Bentonville. Although any one of the toolbox improvement recommendations can seem relatively simple, obvious, or straight forward on their own, collectively, application of these individual toolbox recommendations can significantly improve the character, functionality, and viability of the community. Bottom line, these "simple" improvements can have a big collective impact.

This section provides descriptions and supporting images for 12 specific toolbox improvements aimed at improving the subareas:

- Mural Opportunity
- Parking Lot Reconfiguration
- Parking Lot Screening
- Parking Cross-Access
- Parking Lot Landscaping
- Designated Bicycle Connection
- Roadway Removal
- Land Use Buffer
- Façade Improvements
- Utility Relocation or Burial
- Streetscape Improvements
- Gateway Features

Mural Opportunity

Large, blank walls in highly visible locations provide the opportunity for decorative murals. Though the installation of murals will require coordination with property owners, the City should pursue these opportunities as a way of expressing the identity of the Bentonville community or specific subarea.



Parking Lot Reconfiguration

Some existing parking lots lack efficiency based on their access points or connectivity to adjacent lots used by the same user. Reconfiguring these parking lots through restriping or minor modifications to curb locations can enhance circulation and, in some cases, increase the number of available parking spaces.



Parking Lot Screening

Unscreened parking lots can have a detrimental impact on the character of an area. Where space allows, lots should integrate screening along public streets or public uses. Appropriate screening could include decorative shrubs, attractive walls or fences, or bioswales where space allows.



Parking Cross-Access

In many instances, individual businesses have their own access from the public street and there is no circulation provided between adjacent parking lots that align. Encouraging property owners to provide cross-access between these lots can enhance on-site circulation and increase the amount of total parking that can be provided. It results in opportunities to remove excessive curb cuts that create potential traffic conflict points and disrupt the sidewalk network and street wall.



Parking Lot Landscaping

Several large parking lots lack landscaping islands that would improve the visual character of the site, provide local stormwater management, and increase the community's tree population. In many cases, such landscaping can be combined with parking lot reconfiguration or restriping to result in no net loss of parking spaces as landscaping is installed.



Designated Bicycle Connection

Throughout the subareas, there are opportunities for new bicycle connections. These may be the result of unused rail corridors, historic infrastructure alignments, or components of new development that would enhance system-wide mobility. New connections could include on-street bike lanes or dedicated bicycle paths or trails.



Roadway Removal

In some instances, the removal of a roadway can create more feasible development sites with little or no impact on local circulation and mobility. Where roadway removal is recommended in this plan, new development should consider the integration of pedestrian connections or plazas to maintain non-motorized connections and preserve access to underground infrastructure.



Land Use Buffer

Incompatible land uses often abut one another throughout Bentonville's subareas. As redevelopment occurs or sites are improved, buffers should be provided to minimize the impacts on more sensitive land uses, especially residential areas. Buffers could include berms, dense landscaping, and/or protective fences.



Façade Improvements

Façade design is an important factor in defining the character of an area. Some façades will require improvements to make them more compatible with surrounding buildings or the vision for the area. Improvements could include new external building materials, façade articulation, enhanced fenestration, detailed design elements, and others.



Utility Relocation, Burial, or Buffering

Overhead utilities can have a significant negative impact on community character. As opportunities occur, overhead utilities should be relocated to alleys at the rear of properties, or buried underground. The placement of above ground utility boxes should be located so as not to be prominently displayed, or should be buried in vaults below grade. City-wide policy/standards for utility box locations should also be reevaluated.



Streetscape Improvements

Several subareas include prominent streets that play a role in defining local character. Often, these streets lack decorative streetscape elements and are instead overrun with utilities, gravel shoulders, or other undesirable characteristics. While the specific streetscape opportunities will vary based on right-of-way width, adjacent land uses, and intended corridor character, prominent streets should include decorative lighting, landscaping, comfortable pedestrian areas, and attractive intersection materials.



Gateway Features

Bentonville has installed gateway features throughout the community in order to reinforce local identity or announce entry to a specific area. These gateway features establish the aesthetic for additional gateways that could be installed in existing areas or those that are likely to emerge as redevelopment occurs.





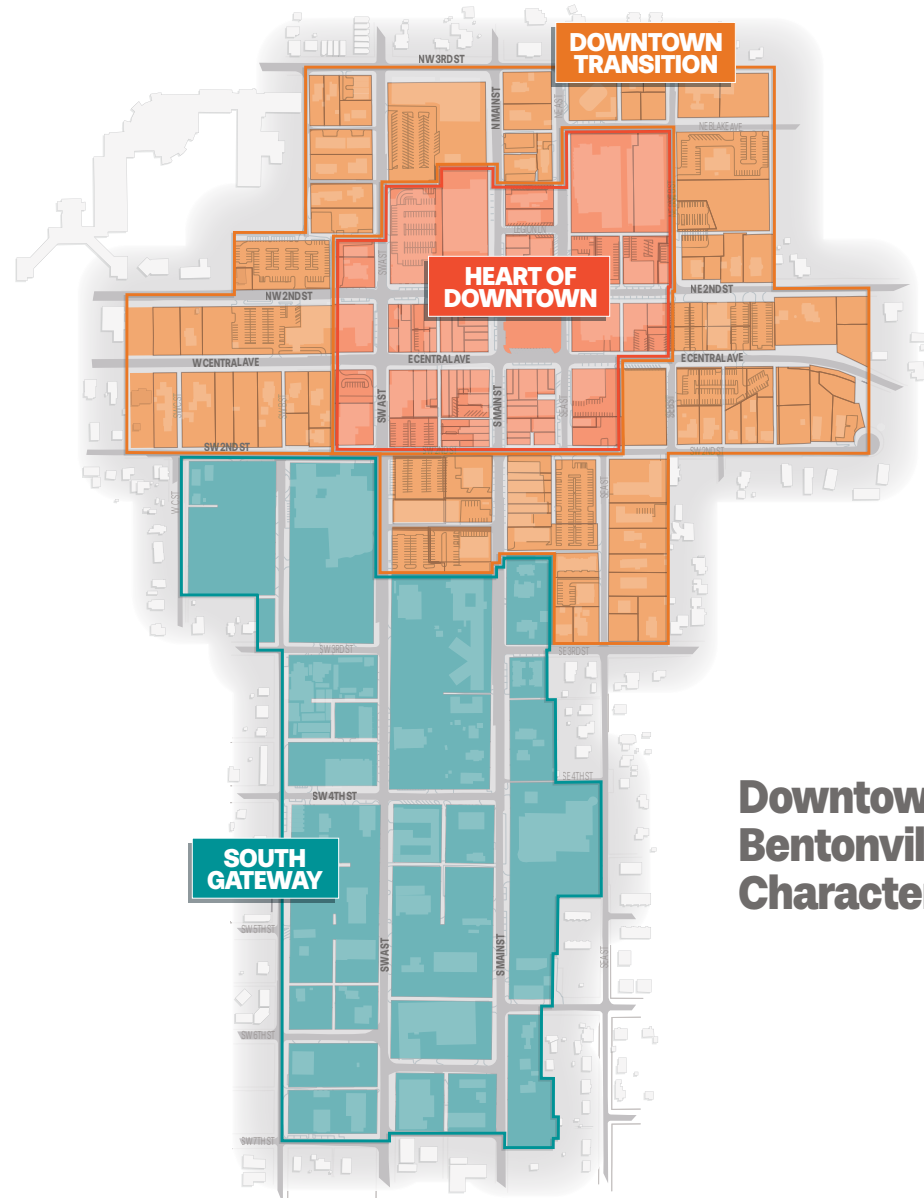
Downtown Bentonville Subarea Plan

Downtown Bentonville is the symbolic heart of the community, offering an exciting mix of retail, restaurant, civic, culture, and entertainment. More than simply the Bentonville Square and the buildings that surround it, Downtown is comprised of several different character areas that collectively provide the "Downtown experience". The vision for Downtown must also consider the transition to surrounding residential neighborhoods and various points of entry and approaches into the area.

DOWNTOWN BENTONVILLE CHARACTER AREAS

By addressing the role, function, and character of each of its distinct areas, Downtown Bentonville will continue to thrive.

- ▣ The **Heart of Downtown**, which includes historic Bentonville Square and the adjacent concentration of traditional, and in many cases, historic, buildings;
- ▣ The **Downtown Transition**, which includes areas surrounding the Heart of Downtown and the Central Avenue corridor; and
- ▣ The **South Gateway**, which includes the S Main Street and SW A Street corridors.



Downtown Bentonville Character Areas

Downtown Bentonville Character Area

Heart of Downtown

The Downtown Subarea Plan includes a distinct vision for each of these character areas that recognizes the unique role each plays in serving residents, businesses, and visitors. The Heart of Downtown includes Bentonville Square and the buildings surrounding it. These buildings are generally characterized by their placement along the front lot line, traditional façade design elements, and retail or restaurant tenants appealing to patrons from throughout the community and beyond. The public realm includes vibrant sidewalks and attractive civic spaces. Generally, pedestrians are the focus of the area.

LAND USE and DEVELOPMENT

- Support the establishment of new retail, restaurant, and local entertainment uses that result in pedestrian activity at different times of the day and week.
- Prioritize ground floor commercial spaces for uses that create pedestrian activity (such as retail restaurant, and direct customer services) with offices being located on upper floors.
- Support the long-term retention of the Benton County Court House at NE A Street and E Central Avenue.
- Encourage upper floor residential units as a way of expanding housing choice in Downtown Bentonville.

ACCESS and MOBILITY

- Continue to prioritize pedestrian safety and mobility.
- Minimize the presence of surface parking lots through redevelopment or parking structures with commercial tenant space on the ground floor fronting public rights-of-way.
- Support the preservation of right-of-way for buses or local shuttles as transit services evolve.
- Utilize the Downtown Parking Study to determine parking demand for businesses and tenants at different times of the day and week in the Heart of Downtown. (This study should relate to other portions of Downtown as well to assess the demand in other areas as well as the potential for surrounding areas to accommodate parking that supports demand in the Heart of Downtown.)

CHARACTER and DESIGN

- Support design solutions in the public and private realms that prioritize the traditional character and pedestrian orientation of the area over factors related to automotive access, utilities, and other elements.
- Continue to require the integration of façade transparency, pedestrian-scale signage, and decorative lighting to reinforce the traditional nature of the character area.
- Support new development that effectively integrates traditional building elements – such as awnings, planar variations, inviting façade design, etc. – with modern building materials and design technologies.
- Encourage the construction of low impact developments through enhanced storm-water management, energy efficiency, passive heating and cooling, and other design and engineering techniques.

Heart of Downtown

Downtown Character Area

The Heart of Downtown is generally built-out. However, one small site (approximately 3,500 square feet in area) at the southeast corner of NW A Street and NW 2nd Street could be redeveloped as a mixed-use site that would reestablish a traditional corner coming into Downtown from the west.

Refer to the
**DOWNTOWN
TRANSITION**








Refer to the
**DOWNTOWN
TRANSITION**

Refer to the
**DOWNTOWN
TRANSITION**

The west façades of two building on the northeast corner of SW A Street and E Central Avenue provide a unique opportunity for murals or mosaics. The varying building heights allow for a mural or mosaic on two levels that would mark entry to the western edge of the historic Downtown.

Parking Cross-Access. There are two opportunities to enhance parking circulation through cross-access between adjacent parking lots. One is at the Benton County Court House Annex at NE 2nd Street and SE A Street, and the other is at the Greater Bentonville Area Chamber of Commerce at SE A Street and E Central Avenue.

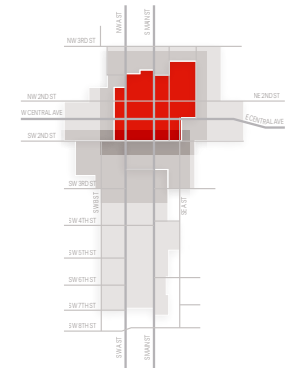
Map Key

-  Parking Cross-Access
-  Parking Lot Screening
-  Façade Improvement
-  Parking Lot Reconfiguration
-  Potential Parking Structure
-  Mural Opportunity
-  Development Opportunity

The public parking lots that front on SW A Street on either side on SW 2nd Street could accommodate a structure that would span over SW 2nd Street and accommodate approximately 90 spaces per level. Such a structure should allow SW 2nd Street to continue through the ground floor, and include liner retail space on SW A Street.

Refer to the
**SOUTH
GATEWAY**

Refer to the
**DOWNTOWN
TRANSITION**



PARKING LOT RECONFIGURATION

The parking area behind the Benton County Court House currently has a total of 63 spaces served by four curb cuts, which leads to inefficient circulation. Reconfiguring the parking would result in a reduction in the number of curb cuts and more efficient circulation. However, four parking spaces would be lost. This could be offset by converting this lot into a parking structure that would greatly enhance capacity and serve the Bentonville Court House, Benton County Assessor's Office, and commercial spaces around Bentonville Square.



INFILL REDEVELOPMENT

The Heart of Downtown is generally built-out. However, one small site (approximately 3,500 square feet in area) at the southeast corner of NW A Street and NW 2nd Street could be redeveloped as a mixed-use site that would reestablish a traditional corner coming into Downtown from the west.



Downtown Bentonville Character Area

Downtown Transition

The Downtown Transition area includes blocks surrounding the Heart of Downtown with secondary commercial uses, designated parking areas, and higher density residential development. As its name implies, this character area serves as a transition in use and scale between more intensive Downtown development and surrounding blocks that are predominantly residential. Pedestrian mobility is important in this area, but it also accommodates surface parking that serves Downtown destinations.

LAND USE and DEVELOPMENT

- Support the establishment of offices, services, and secondary retail that complement Downtown businesses but do not rely on the high visibility provided nearer Bentonville Square.
- Attract businesses that provide goods and services for nearby residents.
- Support the development of medium- to high-density residential or mixed-use structures that increase housing choice and market support for Downtown commerce.
- Support a mix of residential and local commercial uses along Central Avenue.

ACCESS and MOBILITY

- Continue to use underutilized properties as public parking areas or remote private parking lots for businesses in the Heart of Downtown and Downtown Transition.
- Support the development of structured parking facilities as development intensifies in the Heart of Downtown and Downtown Transition areas. Such structures should include ground floor commercial spaces to maintain an active street environment.
- Maximize on-street parking opportunities through the striping or reconfiguration of existing streets.
- Where possible, locate parking for Central Avenue businesses and access to the parking lots towards frontage along N 2nd Street or S 2nd Street.
- Continue to utilize shared or dedicated bike lanes to accommodate bicycle access throughout the Downtown Subarea and enhance on-street markings for the N 2nd Avenue shared bike lane.

CHARACTER and DESIGN

- Integrate residential building forms in commercial and mixed-use design in order to provide a transition from the Heart of Downtown to surrounding residential blocks.
- Extend Downtown streetscapes along prominent corridors.
- Maintain tree canopy and green parkway along Central Avenue, and minimize the extent to which utility installation or maintenance impacts existing trees.
- Install signs, gateway features, or sculptures that announce entry into the Downtown area.
- Support the preservation of historic structures along Central Avenue.
- Require Central Avenue through-lots to provide screening along N 2nd Street and S 2nd Street.
- Require the screening of surface parking areas with perimeter landscaping or decorative walls or fences that use materials compatible with Downtown architecture.

Downtown Character Area

Presently, there are no gateway features leading into Downtown from the north or west. Gateway features should be installed at the intersections of NW 4th Street and NW 3rd Street, S Main Street and NW 3rd Street, and W Central Avenue between W C Street and W B Street. Such features should reflect the design character of those on E Central Avenue.

Map Key

- Gateway Feature
- Parking Lot Screening
- Parking Lot Landscaping
- Potential Parking Structure
- Mural Opportunity

Refer to the
**SOUTH GATEWAY
CHARACTER AREA**

MURAL OPPORTUNITY

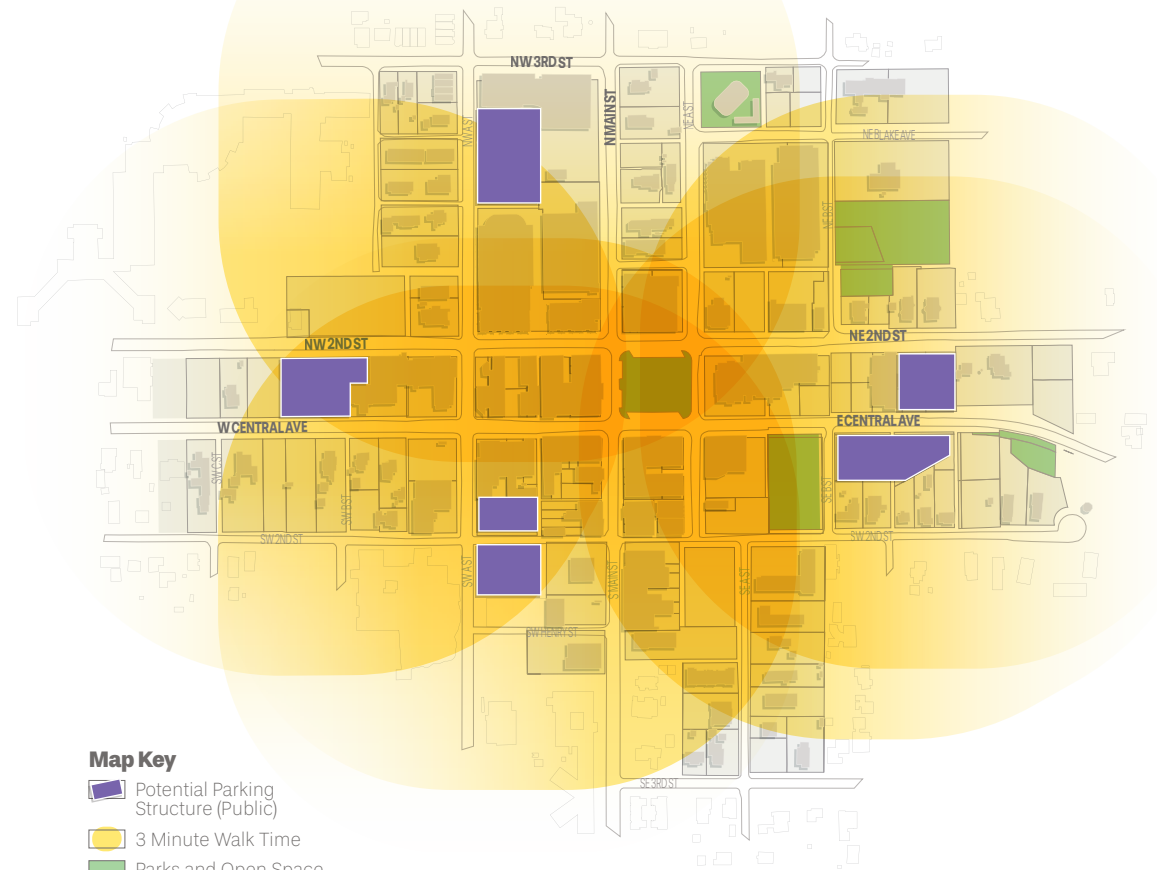
The large brick building on SW Henry St. provides an opportunity for a mural or mosaic. A mural on the southern façade would be highly visible when entering Downtown and would serve as a prominent gateway feature.



POTENTIAL PARKING STRUCTURE

There are five opportunities for structured parking in the Downtown Transition area. The first includes a portion of the parking structure opportunity described in the Heart of Downtown Improvement Plan that would occupy public parking lots on SW A Street and SW 2nd Street. The second is the parking lot on the southwest corner of SW Henry Street and SW A Street, where a structure could accommodate approximately 50 spaces per level.

The third is the parking lot for the Church of the Nazarene on NW 3rd Street and NW A Street, which could accommodate a structure with 80 spaces per level. The fourth is a structure between W Central Avenue and NW 2nd Street that would benefit from dual access and hold approximately 52 spaces per level. The fifth is a structure east of the Benton County Assessor's Office between E Central Avenue and NE 2nd Street, and at the southeast corner of E Central Avenue and SE B Street. These could accommodate approximately 64 spaces and 68 spaces per level, respectively. Structures fronting on Central Avenue should integrate ground-floor commercial space and attractive façade design to be compatible with the character of Downtown.



Downtown Bentonville Character Area

South Gateway

S Main Street and SW A Street are the primary southern gateways to Downtown Bentonville. These corridors include several vacant lots or light industrial land uses and could be redeveloped over time as the South Gateway character area transitions and intensifies. This Subarea Plan envisions S Main Street as a corridor with a traditional local character hosting residences, small businesses, and open spaces. SW A Street envisioned as a more vibrant and dense mixed-use street serving as the primary connection between S 8th Street and Downtown Bentonville.

LAND USE and DEVELOPMENT

- Encourage the redevelopment of SW A Street as the primary entry way to Downtown from the south with multi-story mixed-use buildings, retail, and civic uses.
- Continue to support S Main Street as a secondary entry to Downtown, with a mix of local commercial, public services, residential structures converted for commercial use, and multi-family, townhouse or small-lot single-family residences.
- Support the relocation of existing light industrial uses to other portions of Bentonville where design character and community identity are not as highly prioritized.

ACCESS and MOBILITY

- Maximize opportunities for on-street parking through the reconfiguration of SW A Street.
- Utilize intersecting streets for on-street parking to support commercial uses.
- Support the development of parking structures toward the interior of blocks to support commercial uses and multi-family buildings.
- Vacate local streets that create unnecessarily short block frontages along SW A Street and Main Street.
- As redevelopment occurs, focus vehicular access to rear alleys and side streets rather than SW A Street and Main Street.

CHARACTER and DESIGN

- As redevelopment occurs, install decorative streetscaping – including a decorative median, parkway lighting, and landscaping – and relocate or bury unsightly utilities along SW A Street.
- Require a high quality of architecture and site design – including building materials, massing, façade transparency, signage and lighting – for development on SW A Street.
- Require development on S Main Street to incorporate residential design elements including pitched roof forms, residential building materials, massing and fenestration elements, and entrances.

Downtown Character Area

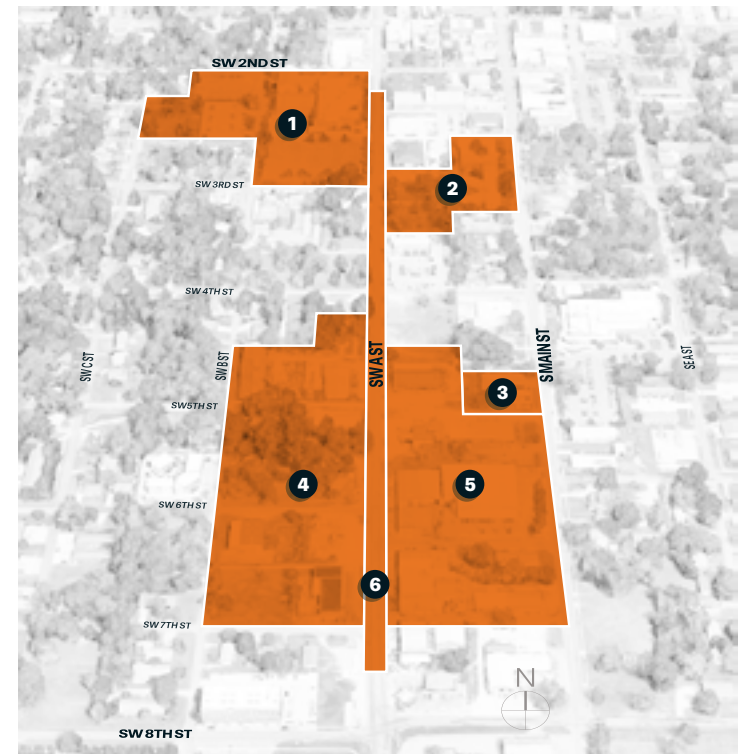
146

SOUTH GATEWAY SITE-SPECIFIC IMPROVEMENTS

The South Gateway Character Area includes several locations where site-specific improvements or development projects could significantly transform the character of the Downtown Subarea.

The following pages describe the following recommended improvements:

- 1** SW 2nd Street and SW A Street that maximizes the potential of an existing site to better balance neighborhood access, parking, and redevelopment along SW A Street;
- 2** Municipal Center and mixed-use redevelopment that would complete a "civic campus" along SW A Street and maximize the opportunity for mixed-use commerce and living along S Main Street.
- 3** Historic Rail Corridor Marker that recognizes the former rail corridor and historic train station, and provides enhanced bike and pedestrian mobility through the area;
- 4** SW A Street to SW B Street Model Block Development that provides a template for more intensive mixed-use development and an appropriate residential transition to surrounding neighborhood blocks;
- 5** SW A Street to Main Street Model Block Development that takes advantage of unusually deep blocks and sustains S Main Street as an eclectic mix of residential and commercial uses;
- 6** SW A Street Roadway Reconfiguration that would enhance the character of the public street, accommodate on-street parking for businesses, and establish the framework for private development and an active pedestrian realm.





1. SW 2ND STREET and SW A STREET

Mixed Use Recommendation

Improvements should allow for enhanced access, greater parking capacity, and the opportunity for commercial development along SW A Street. The vacation of SW B Street between SW 2nd Street and SW 3rd Street would allow for the expansion of the main building to the west (opportunity site 1a.)

Reconfiguring the existing parking lot to 90-degree parking would help offset lost parking spaces and allow for landscaped islands. The overflow parking (opportunity site 1b located along SW C Street), could be developed as residential units consistent with the character of the surrounding neighborhood. The southern portion of the site along SW A Street (opportunity site 1c) could accommodate new commercial development, creating a more continuous connection to Downtown. The size and configuration of the parking lot could accommodate a parking structure to support the site and other businesses or events in the Downtown area.



2. MUNICIPAL CENTER and MIXED RESIDENTIAL

Redevelopment

A large vacant property on SW A Street (opportunity site 3a) and an empty senior housing complex on S Main Street (opportunity site 3b) can accommodate significant investment between SW Henry Street and SW 4th Street. The vacant lot on SW A Street lies in between the Parks and Recreation building and the City's Community Development building.

This is an ideal location for a new City Administration Center that would complete build-out of a "civic campus" and allow the current City Hall to become a commercial mixed-use building on Central Avenue. The lot provides adequate space for a plaza or small events and parking that is connected to the Parks and Recreation building southern lot.



3. HISTORIC RAIL CORRIDOR MARKER

Public Art Opportunity

Several decades ago, an east-west rail corridor crossed S Main Street and SW A Street between S 4th Street and S 6th Street. The national registered historic Bentonville Train Station sits at the intersection of the former rail line and S Main Street.

To the east and west, the former rail alignment has been converted to a trail that provides connectivity to Walmart Home Office and the Razorback Greenway. The alignment of this rail line should be commemorated through this character area with the installation of decorative street materials that reflect the location and form of the tracks.

The alignment can also serve as a pedestrian link between S Main Street and SW A Street, providing a more direct link between the Bentonville Public Library, Train Station Park, and the trail segment west of SW A Street.



4 and 5. SW A STREET to SW B STREET and SW A STREET to MAIN STREET

Model Block Development

Between SW4th Street and SW 8th Street, blocks bounded by SW A Street and SW B Street are likely to see significant redevelopment over the next several years. Such redevelopment should include several characteristics that collectively result in an attractive SW A Street corridor and an appropriate transition to residential areas to the west. These include:

- ▣ A 14' setback along the west side of SW A Street, as described in the SW A Street roadway reconfiguration concept, to allow for an expanded right-of-way and streetscape improvements;
- ▣ Mixed-use frontage along SW A Street with attractive building design, ground floor façade transparency, façade articulation, and corner elements;
- ▣ Parking located to center of block and access off internal alleys, and potentially parking structures to accommodate additional development intensity when supported by property costs and tenant rates;
- ▣ Small-lot single-family, townhouse, or multi-family housing along SW B Street that is contextually appropriate with surrounding residential blocks;
- ▣ On-street parking on east-west side streets to support local commerce; and
- ▣ The vacation of intersecting side streets that currently result in small block frontages along SW A Street.



6. SW A STREET

Roadway Configuration

SW A Street, south of SW 4th Street, is currently designed as a two-lane roadway with an awkward parking configuration and little distinction between the public street and private properties. Blocks fronting on SW A Street provide significant opportunity for redevelopment. As this redevelopment occurs the roadway should be redesigned to include elements that support corridor investment, multi-modal mobility, and character that is appropriate for such a prominent gateway to Downtown.

The reconfiguration of the roadway should occur in two phases. Phase one, which could be implemented within the existing 66' right-of-way, includes one travel lane in each direction and on-street parking. (The City could work with individual property owners to allow for the installation of public sidewalks on private property.) As redevelopment occurs, new buildings should be setback at least 14' from the existing right-of-way, and on-site trees should be planted 7' away from the front property line.

This will allow for phase two roadway design. This would include one travel lane in each direction, a central landscaped median, on-street parking, and a decorative streetscape zone and public sidewalk on each side of the street. Trees planted 7' from the current front property line and buildings setback 14' from the existing right-of-way would help create a zero-setback mixed-use environment with decorative street trees.

Existing Roadway

SW A Street



Proposed Roadway

SW A Street





Downtown Neighborhood Subarea Plan

The residential neighborhoods surrounding any successful downtown are every bit as vital to the success of Downtown as the shops, restaurants, and entertainment venues. A robust, attractive, vibrant residential neighborhood adds to the overall character, appeal, stability, and desirability of a downtown. Downtown Bentonville is no exception.

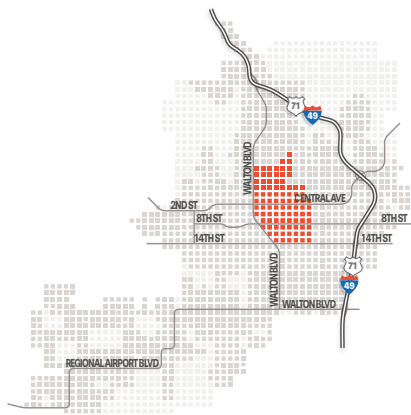
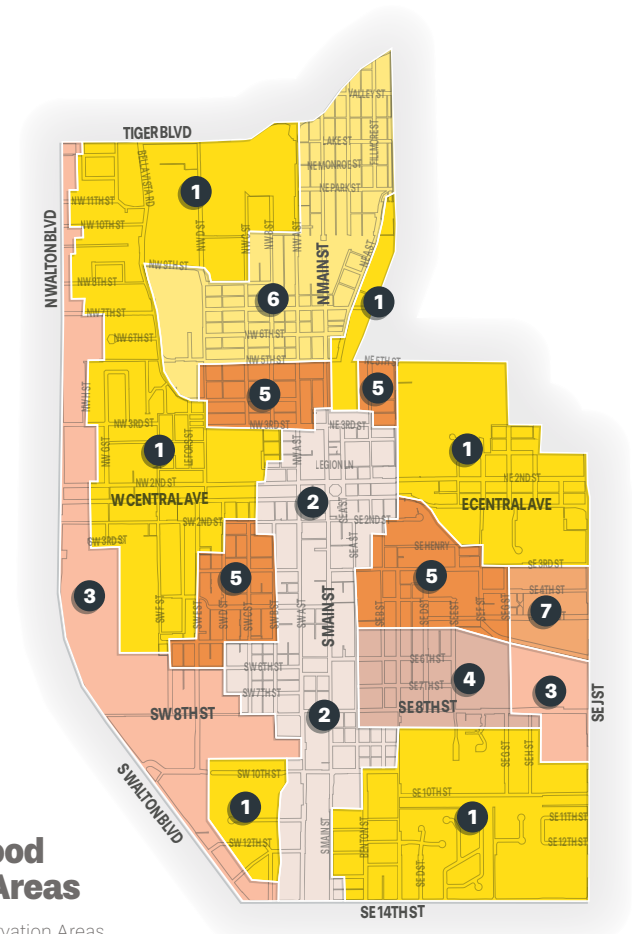
The neighborhoods surrounding Downtown Bentonville are experiencing rapid change and significant investment as they become increasingly desirable places to live. With close proximity to the Downtown and nearby cultural resources, these traditional grid pattern neighborhoods are providing a focus for new development and investment as more and more people want to call the Downtown Neighborhoods their home.

DOWNTOWN NEIGHBORHOOD CHARACTER AREAS

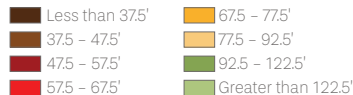
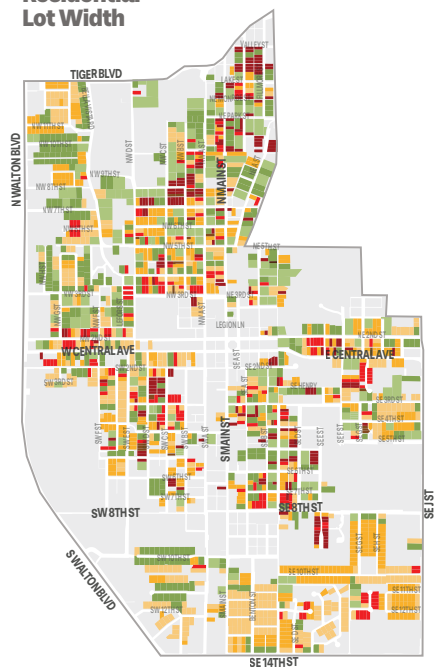
Collectively, the framework for the Downtown Neighborhood Subarea includes several unique Character Areas that include everything from the downtown core and gateway corridors that provide approaches to the square, to the traditional single-family blocks and areas of new multi-family and mixed-residential development. It is this unique fabric of the area that defines its attractiveness and overall sense of place. It is within this dynamic context that the environment for targeted residential strategies is created.

Downtown Neighborhood Character Areas

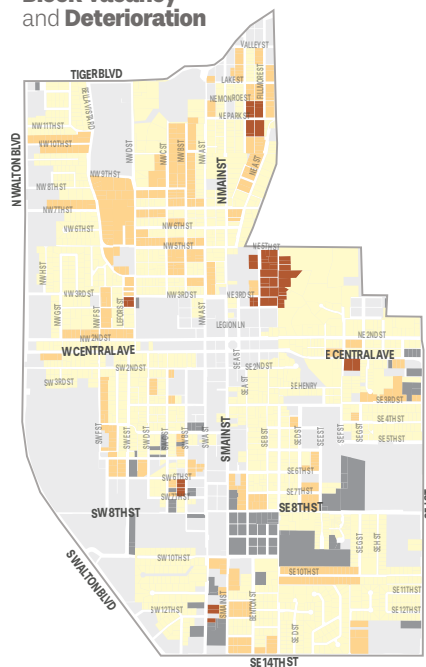
- 1 Residential Preservation Areas
- 2 Downtown Core and Gateway Corridors
- 3 Corridor Commercial Areas
- 4 Southeast Downtown Plan Area
- 5 High Density Residential Area
- 6 Secondary Residential Density Area
- 7 Transitional Residential Area



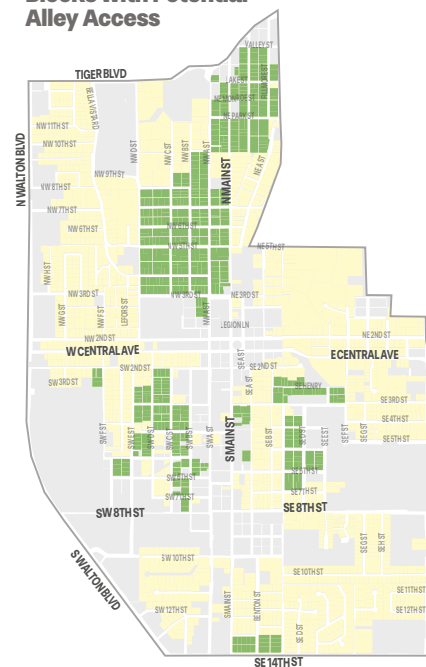
Residential Lot Width



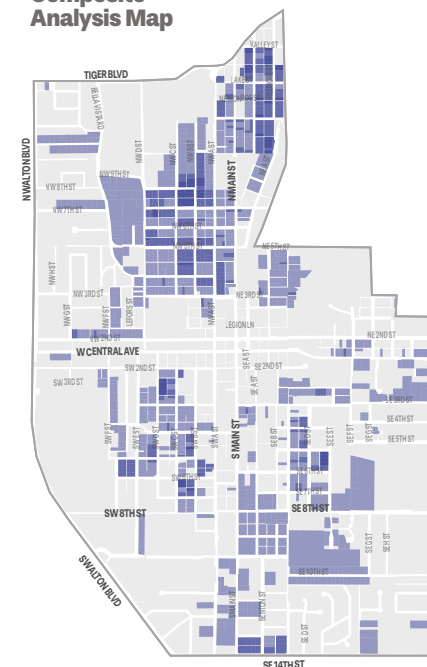
Block Vacancy and Deterioration



Blocks with Potential Alley Access



Composite Analysis Map



AREAS OF STABILITY and CHANGE

Based on a variety of factors and existing conditions, the neighborhoods' most stable areas and its areas most susceptible to change have been identified, providing a clear indication of where redevelopment is most likely to occur, where increased density is most appropriate and most compatible, where more flexible housing types may be most viable, and what areas are most stable and unlikely to see significant pressures for change.

Lot Width

Although almost all of the single-family detached residential lots in the Downtown neighborhoods are zoned R-1, the lots vary in width from greater than 120' wide to less than 37' wide. With some blocks having a significantly higher concentration of smaller/narrower widths, and therefore a higher existing residential density, a natural and more organic mix of residential lot sizes and densities can be replicated as redevelopment occurs.

Block Vacancy and Deterioration

Other determining factors include vacancy and deterioration. While most of the neighborhoods are well maintained and occupied, some blocks have higher rates of building deterioration, deferred maintenance, and vacancy. These blocks represent more likely candidates for redevelopment, as the value of the land exceeds the value of the improvements on that land. Where this condition exists, redevelopment often occurs.

When these and other existing factors are applied, areas of high redevelopment likelihood emerge, as do areas that will likely remain the same. In areas of likely and anticipated change, a mix of single-family homes, town-homes, duplexes, and multi-family housing will emerge. Generally speaking, the nearer the blocks are to the Downtown Core, the greater the density and variety of residential dwelling types. The residential neighborhoods and their proximity to the Downtown commercial and mixed-use areas impact the variety and density of residential development.

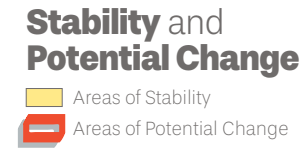
Alley Access

Several blocks in the Downtown neighborhoods have alley access at the rear of lots. Some of these exit as functioning alleys and others are merely existing rights-of-way yet to be improved with actual alleys. In these areas, increased residential densities and narrower lots can be accommodated, along with reduced sideyards and larger building areas. This is due to the fact that lots are accessed via the alley at the rear and do not require the minimum 10' wide setback to accommodate a side driveway to access a rear garage.

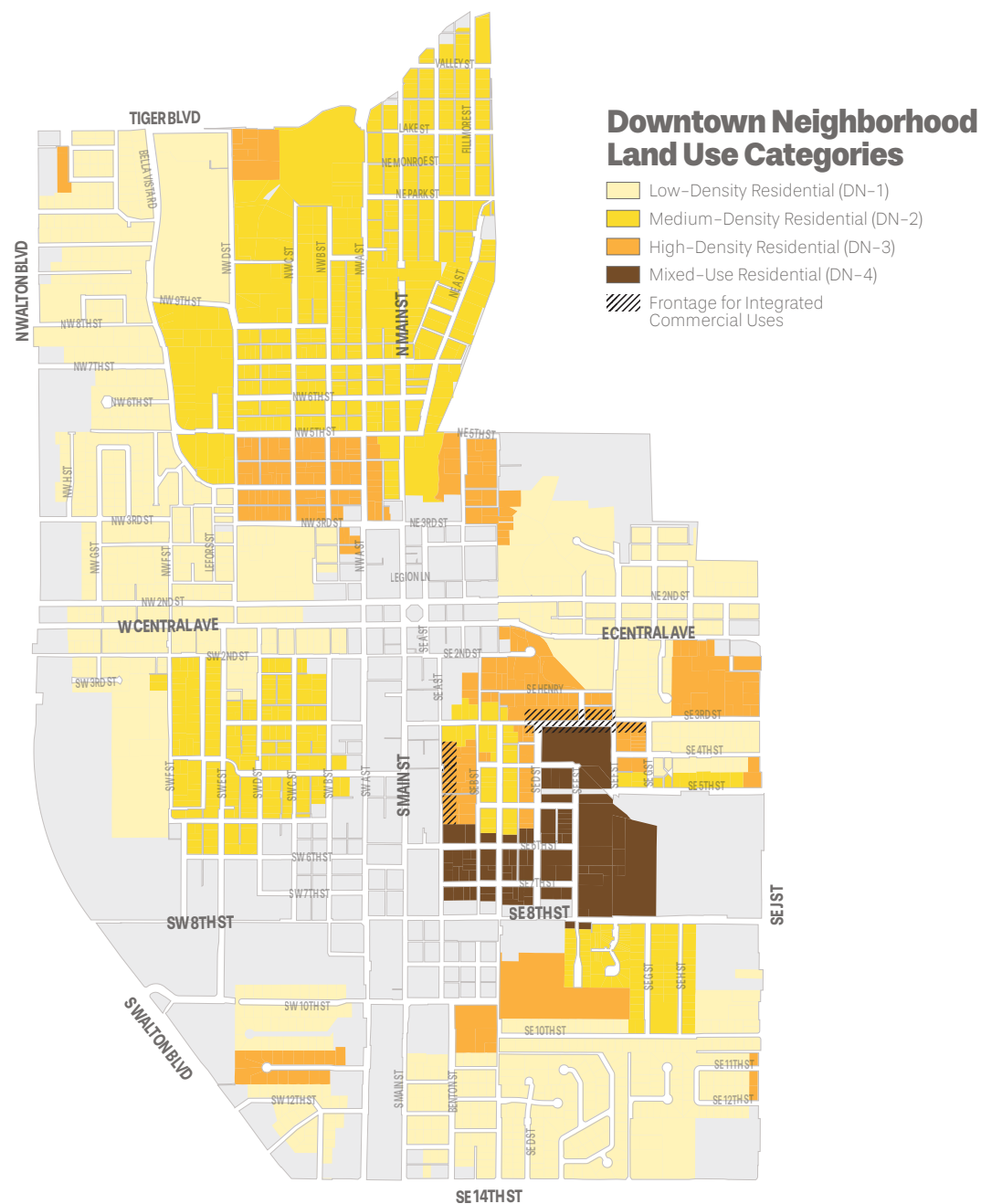
When the four core principles are applied, and all of the existing conditions and factors are taken into consideration, a framework of seven distinct areas are created. This framework establishes the basic foundation for the Downtown Neighborhoods Plan. The seven areas that comprise the framework include:

- **Residential Preservation Areas.** Existing residential areas where redevelopment and subdivision into higher residential density is not anticipated.
- **Downtown Core and Gateway Corridors.** Represent the primary commercial/mixed-use components within the area that set much of the tone and character of the neighborhood areas.
- **Corridor Commercial Areas.** The more traditional commercial areas along the corridors and the perimeter of the Downtown Neighborhoods area.

- ▣ **Southeast Downtown Plan Area.** Infused with cultural and institutional investment, this area includes the Experience District, Arts District, and Market District.
- ▣ **High Density Residential Area.** Areas immediately adjacent to the Downtown Core and Gateway Corridors, planned for the highest density and range of housing types, including multi-family.
- ▣ **Secondary Residential Density Area.** Areas typically defined by smaller lot single-family with a mix of townhomes and duplex developments.
- ▣ **Transitional Residential Area.** A small area on the western edge of the study area accommodating a higher density and mix of residential uses due to its proximity to new institutional and cultural development.



The basic framework for this area served as the foundation for the development of four distinct residential districts within the Downtown Neighborhoods Subarea. While the commercial areas of the framework (Downtown Core, Gateway Corridors, and Commercial Corridors) are addressed in other sections of the Bentonville Community Plan, the four residential areas and their respective plans and strategies for improvement are provided on the following pages.

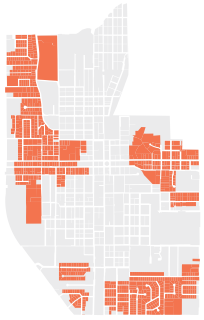


DOWNTOWN NEIGHBORHOOD BUILDING TYPES

One of the primary advantages of the Downtown Neighborhood is that there is an expectation and the opportunity to provide a diverse range of compatible housing choices within very close proximity. In fact, this very notion reinforces the mixed-use nature of a downtown and its surrounding area.

To provide the desired diversity of housing types, while also maintaining compatibility and options for increased densities, four primary types of housing are designated for the Downtown Neighborhood. Collectively, these four housing types accommodate and promote investment in all areas of the neighborhood, including areas of stability and those areas anticipated to transition into more densely developed residential areas closer to the Downtown's core.





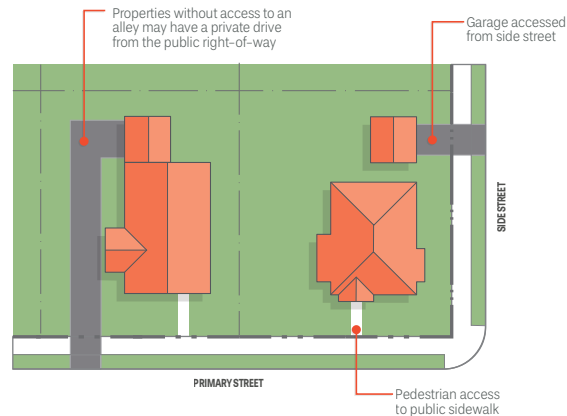
Downtown Low-Density Residential

The intent of the Downtown Low-Density Residential neighborhood area is to preserve the established predominantly single-family detached residential development pattern of portions of the Downtown Neighborhood with lots generally larger than 60' in width. Downtown Low-Density comprises the largest area within the Downtown Neighborhoods, and represents the areas least likely to see significant change.

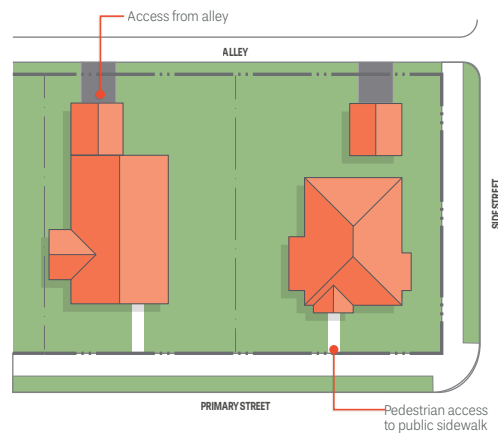
While investment and redevelopment will occur in the area, it will likely be in the form of "teardown"/infill redevelopment, where one single-family structure is demolished and replaced with a new larger single-family structure on the same lot.

SITE DESIGN STANDARDS examples

Without Alley Access



With Alley Access



APPROPRIATE DESIGN examples



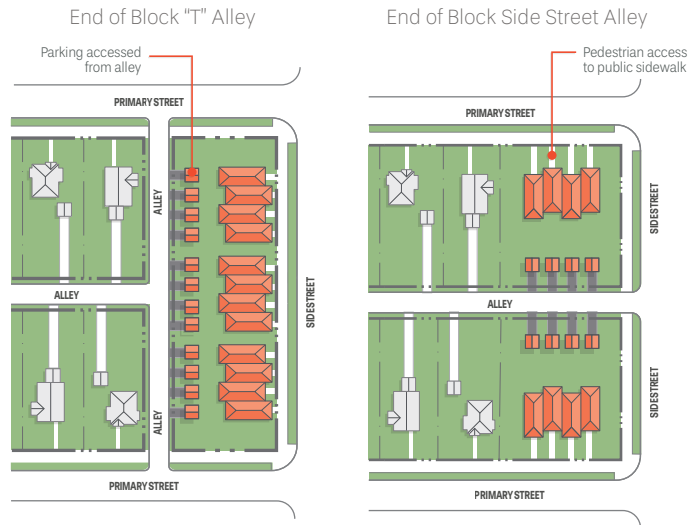


Downtown Medium-Density Residential

The intent of the Downtown Medium-Density Residential neighborhood area is to allow for an increased single-family density through smaller lot widths where alleys and infrastructure support such development, and where small-lot single-family development provides an appropriate transition between large-lot residential areas and those of higher density. It is anticipated that this area will be comprised of both larger and smaller lots.

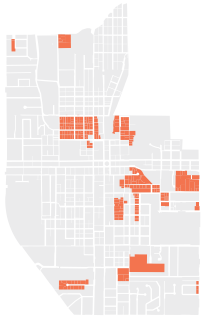
As investment and redevelopment occurs in this area, it is anticipated that some larger single-family properties would be subdivided into smaller single-family properties, thus increasing the density of the neighborhood while maintaining neighborhood compatibility and integrity. In some instances, small townhouse developments may be appropriate, but only as developments anchored on the corner of blocks rather than mid-block surrounded on both sides by single-family.

SITE DESIGN STANDARDS examples



APPROPRIATE DESIGN examples





Downtown High-Density Residential

The intent of the Downtown High-Density Residential neighborhood area is to allow for an increased neighborhood density primarily through the development of small-lot single-family housing and townhouses. These mixed residential areas tend to be adjacent to downtown commercial uses and serve as a transition between single-family residential to areas of higher density, a wider range of housing types, and areas of commercial/mixed-use development and activity. In some instances, small scale multi-family apartment/condominium buildings may be appropriate, but only as developments anchored on the corner of a block, rather than mid-block surrounded on both sides by single-family and townhomes.

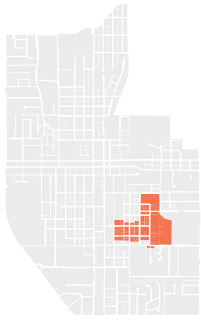
As investment and redevelopment occurs in this area, it is anticipated that density will increase as larger single-family properties are subdivided into small lots, and some single-family properties will be converted to townhouse and

SITE DESIGN STANDARDS examples



APPROPRIATE DESIGN examples



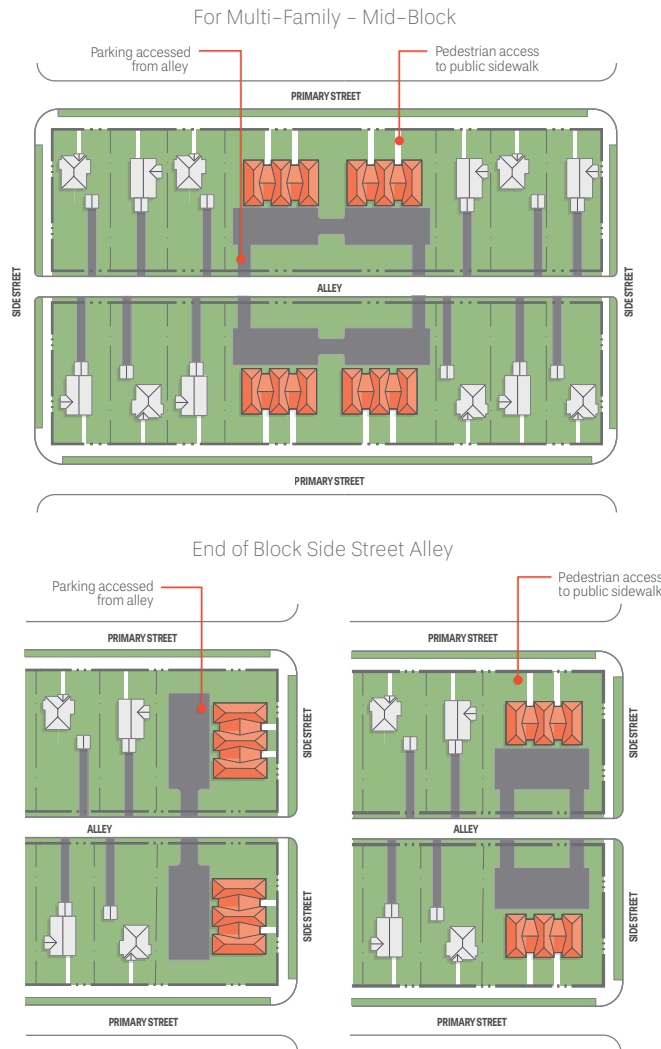


Downtown Mixed-Use Residential

The intent of the Downtown Mixed-Use Residential neighborhood area is to allow for increased neighborhood density and increased local commerce through the development of multi-family housing and mixed-use structures. These areas tend to be located in areas of unique activity due to the surrounding context and resulting levels of activity and housing demand. These areas are differentiated from other residential neighborhood areas by the inclusion of mixed-use developments and non-residential uses existing side-by-side with residential uses.

As investment and development occurs in this area, a creative and flexible blend of residential, commercial, and cultural uses can be expected. While the full range of residential housing types are accommodated in the area, it is anticipated that densities will increase due to demand for townhomes and multi-family units.

SITE DESIGN STANDARDS examples



APPROPRIATE DESIGN examples



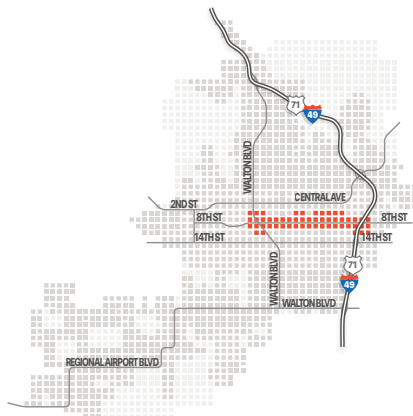
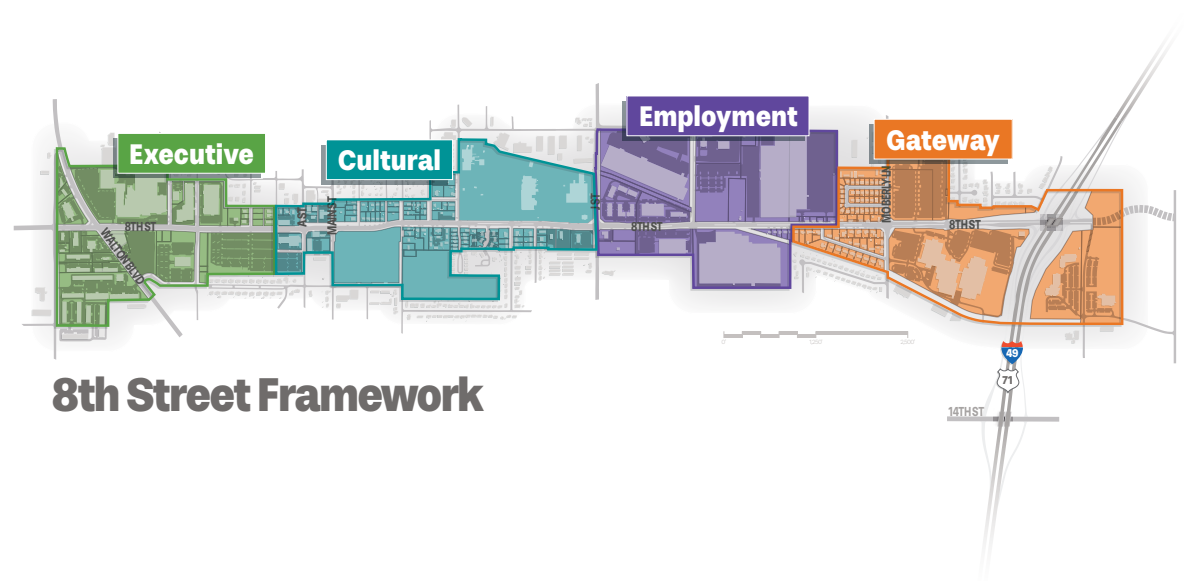


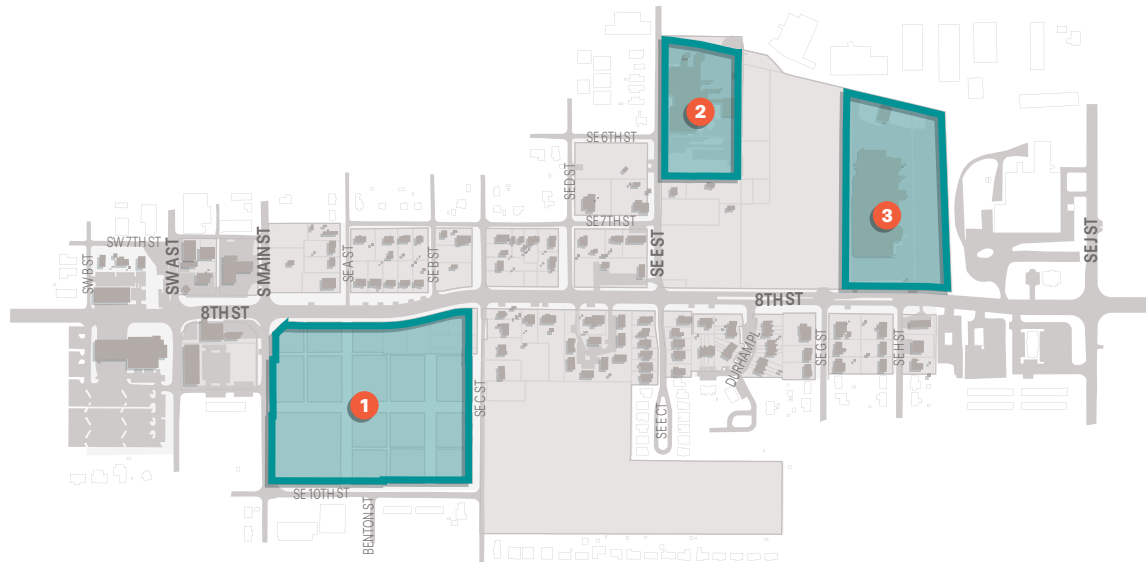
8th Street Subarea Plan

8th Street has had a dynamic history and will have an even more transformative future. Planned expansion of the roadway and improved access at I-49 and dedicated interchange will dramatically change the role of 8th Street as it becomes the gateway to corporate Bentonville, Downtown, Crystal Bridges, and more. The 8th Street Subarea Plan establishes a vision for the corridor that aims to build on long-term investment, on-going development, and anticipated advantages in order to create a signature corridor in Bentonville.

8TH STREET CHARACTER AREAS

The 8th Street corridor is over 2.5 miles long and includes an eclectic mix of housing, commerce, industry, employment, and institutional uses. In order to address local conditions and opportunities along the corridor, this Subarea Plan breaks the corridor down into character areas. Subsequent pages include recommendations for each character area related to land use and development, mobility, and character.





Recent Private Investments

1. Thaden School (Under Construction)
2. The Momentary (Under Construction)
3. Brightwater Center for Culinary Arts & 8th Street Market

PLANNING INFLUENCES

The future of the 8th Street corridor will be influenced by several factors initiated by different entities. Each of these has the potential to change the role of 8th Street, its physical character, and the nature of development along it.

Recent Zoning Amendments

In the fall of 2016, the City of Bentonville adopted new zoning regulations for residential properties around the 8th Street corridor between J Street and Walton Boulevard. The regulations, known as the Downtown Neighborhood (DN) district, allow for greater residential densities and mixed-use development in some areas. It is anticipated that blocks immediately adjacent to the 8th Street corridor will include more small-lot single-family, townhome, and multi-family housing than they currently do.

8th Street Design Improvements and I-49 Interchange

The City of Bentonville has received federal funding to complete a widening of 8th Street between SW I Street and I-49. This improvement, along with a new interchange at I-49, will dramatically change the role of 8th Street in terms of cross-town mobility, character, and connections to local, regional, and international destinations. The new five-lane cross-section will include a center turn lane and a 10' wide multi-use trail on the south side of the street. Throughout the corridor, new crosswalks and curb cuts will be provided at intersections. While these improvements will aid mobility along the corridor, the design and anticipated traffic flow could restrict the crossing of 8th Street.

Institutional Investment and the 8th Street Master Plan

The Walton Family Foundation is guiding significant investment along an important stretch of 8th Street from Main Street to J Street. A charter school sited on the former fairgrounds property, the Crystal Bridges "Plant" project, and the Brightwater Center for Culinary Arts are all in varying stages of planning and development. A separate planning effort is underway to establish a master plan for this section of 8th Street in order to maximize the benefits of these investments through enhanced urban design, surrounding land use and development, and improved multi-modal mobility.

Corporate Operations

Walmart's current Home Office is located at the west end of the 8th Street corridor. The impacts of this, both positive and negative, can be seen at different times of the day. Spin-off investment, such as the Bentonville Plaza office building and local restaurants, serve employees and Walmart corporate guests. However, during the morning and evening rush hours, traffic congestion spikes in this area due to the amount of employees travelling to or from the area, and pedestrian activity between offices on the north side and parking on the south side of 8th street. When Walmart relocates its Home Office to the new location this location is ideal for executive types of businesses.



CORRIDOR VISION and UNIFYING ELEMENTS

8th Street must balance two fundamental roles; one as a series of distinct "places" that have a unique blend of uses and built characteristics, and the second as a unified corridor that establishes an overall identity for the community. Subsequent pages in this Subarea Plan break the corridor down into its individual "places" and include recommendations for local improvements and development. However, the unifying elements establish an overall vision for the 8th Street corridor.

A series of urban design "experiences"

Along the length of the corridor, there are opportunities for small public spaces that can create a rhythm of experiences. These spaces are often remnant properties from lots bisected by a rail corridor or were created as a result of right-of-way acquisition for the widening of 8th Street. Others include frontage along 8th Street that could be set aside as redevelopment occurs. These spaces should include hard-scape, sculpture, landscaping, gardens, water features, or other amenities that invite public access and interaction.



Hi-tech, multi-sensory streetscape elements

8th Street is poised to become the global gateway to Bentonville. A high-tech streetscape theme would strengthen the city's image and create a unique first impression for visitors. Modern fixtures, integrated changeable video signs, music, and other elements could be coordinated to lead travelers to key centers of activity. Imagine a streetscape that changes depending on the event.

During a show at Crystal Bridges, the streetscape could include images of famous pieces. On the night of a high school football game, signs could show support for the team. Streetscape treatments could be installed on intersecting streets so that lighting and imagery could lead the traveler to the destination, while remaining portions of the corridor could be "turned off" and provide basic lighting for safety.



Real-time wayfinding

The corridor could integrate real-time traveler and traffic information to guide people to events and destinations. Variable signage could lead the way to events, let motorists know where parking is available, and divert traffic during times of heavy congestion.

8th Street Character Area

Gateway

The Gateway Character Area will serve as a primary point of entry for people going to Walmart Home Office, Downtown, Crystal Bridges, NWACC, Walmart ISD, and more. This improvement plan builds upon existing office and warehouse activities, but also illustrates the potential for redevelopment of underutilized properties or isolated residential pockets. The primary objectives of this character area are:

- ▣ Establish an attractive and substantial point of entry around the future I-49 interchange;
- ▣ Minimize the aesthetic impacts of existing office and warehouse uses;
- ▣ Enhance local and community-wide multi-modal mobility;
- ▣ Support the transition of incompatible land uses; and
- ▣ Broaden access to local goods and services.



Gateway

8th Street Character Area

The existing rail corridor should be reused as a link between the Razorback Greenway west of SE J Street and the AR/MO Trail east of Moberly Lane. This should include a user-activated crossing on Moberly Lane.

See pg 148

The intersection of Moberly Lane and SE 8th Street represents the greatest opportunity for redevelopment in this character area. Mixed-use development should be focused at the intersection, with townhomes or multi-family housing to the southwest. North of SE 8th Street, office or warehouse uses should be developed where isolated residences or parking lots currently exist.

Road extension and realignment

Refer to the
EMPLOYMENT
CHARACTER AREA



Map Key

- Parking Lot Landscaping
- Edge Screening
- Community Gateway
- Roadway Connections
- Trail Nodes / Crossings

Remnant land left after the creation of the new right-of-way for SE 8th Street should be developed as a linear sculptural garden that provides an attractive gateway into Bentonville. Local paths should connect to sidewalks along SE 8th Street and to the neighborhood to the north.

This portion of SE 8th Street will be entirely new and will create a critical link to the new I-49 interchange. To the extent possible, this section of the corridor should include a decorative median and landscaping.

The new I-49 interchange will transform the role of SE 8th Street for residents and visitors. SE 8th Street will become a major regional connection to Walmart Home Office, Crystal Bridges, Downtown Bentonville, and other destinations. This interchange area should include a substantial gateway element that ties into corridor-wide streetscaping.



8th Street Character Area

Employment

The Employment Character Area is home to several Walmart properties and is the future location of Walmart's proposed Home Office. Enhanced multi-modal mobility is a key consideration given the proximity to the Razorback Greenway, Crystal Bridges, Bentonville High School, and other nearby destinations. The primary objectives of this character area are:

- ▣ New development should support the future location of Walmart Home Office
- ▣ Sustain land uses that provide opportunities for local employment;
- ▣ Support specific redevelopments that take advantage of the access and visibility afforded by the new SE 8th Street design;
- ▣ Enhance multi-modal mobility and connections to regional bike networks; and
- ▣ Minimize the aesthetic impacts of warehousing uses along SE 8th Street.

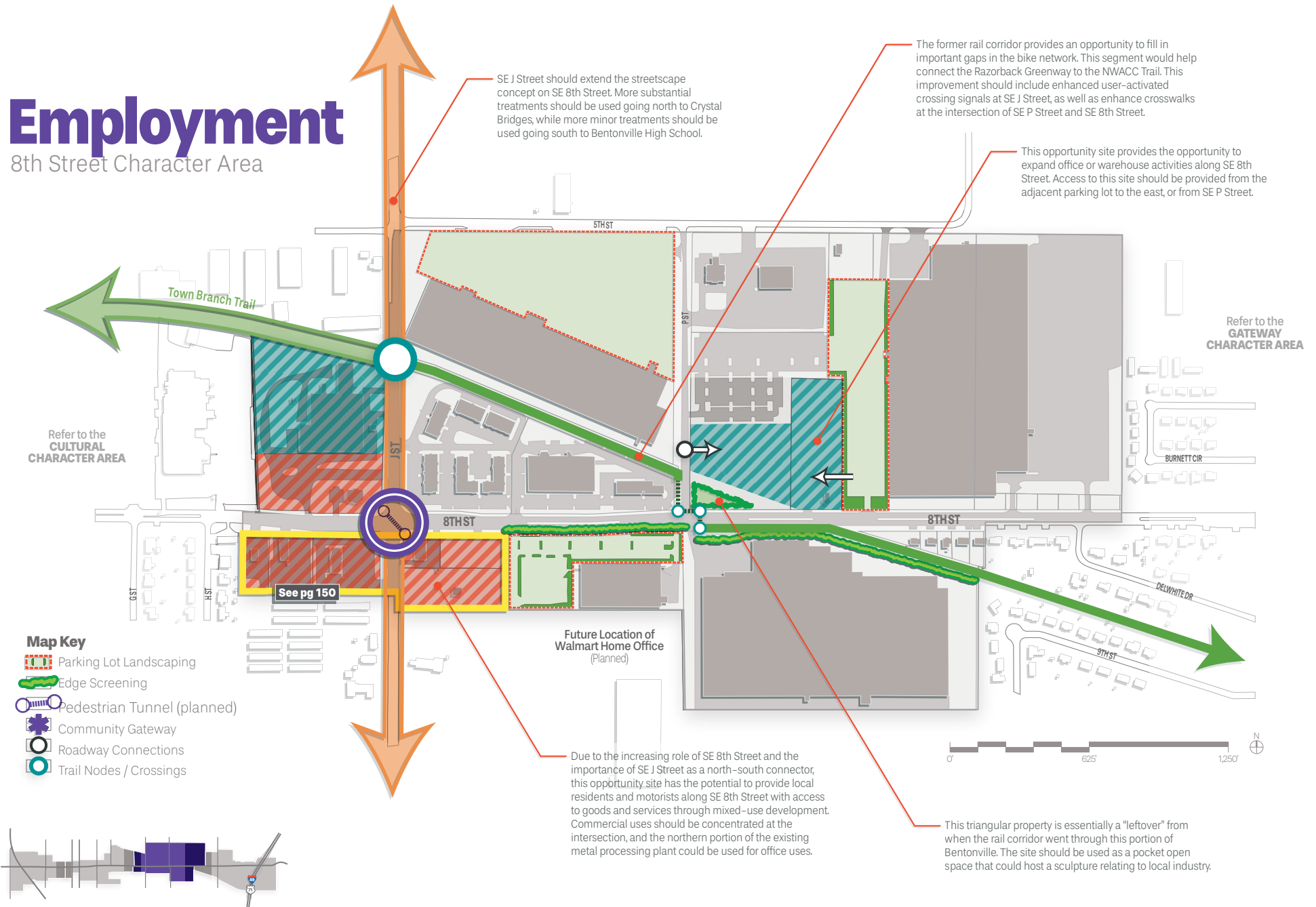


Catalyst Site Model
EMPLOYMENT

- ▣ Roadways and Parking
- ▣ Commercial
- ▣ Open Space
- ▣ Sidewalks and Plaza Space

Employment

8th Street Character Area



8th Street Character Area

Cultural

The Cultural Character Area is experiencing dramatic transition. The Walton Family Foundation is spearheading several projects aimed at enhancing the role of arts, education, and hospitality in Bentonville. The recent rezoning of residential areas along 8th Street will allow for greater density and housing choice. Vacant or underutilized properties are experiencing market pressure to redevelop. These factors set the stage for the emergence of a key segment of 8th Street that is the gateway to Downtown Bentonville, Walmart Home Office, and other important amenities. The primary objectives of this character area are:

- ▣ Build upon on-going investment in education, hospitality, and arts facilities;
- ▣ Intensify housing and commercial development to create a more "urban" environment;
- ▣ Create a strong link to Downtown Bentonville;
- ▣ Establish an appropriate transition to the area to the west including Walmart Home Office; and
- ▣ Minimize the impacts on bicycle and pedestrian mobility created by the planned 8th Street reconfiguration.



Cultural





8th Street Character Area

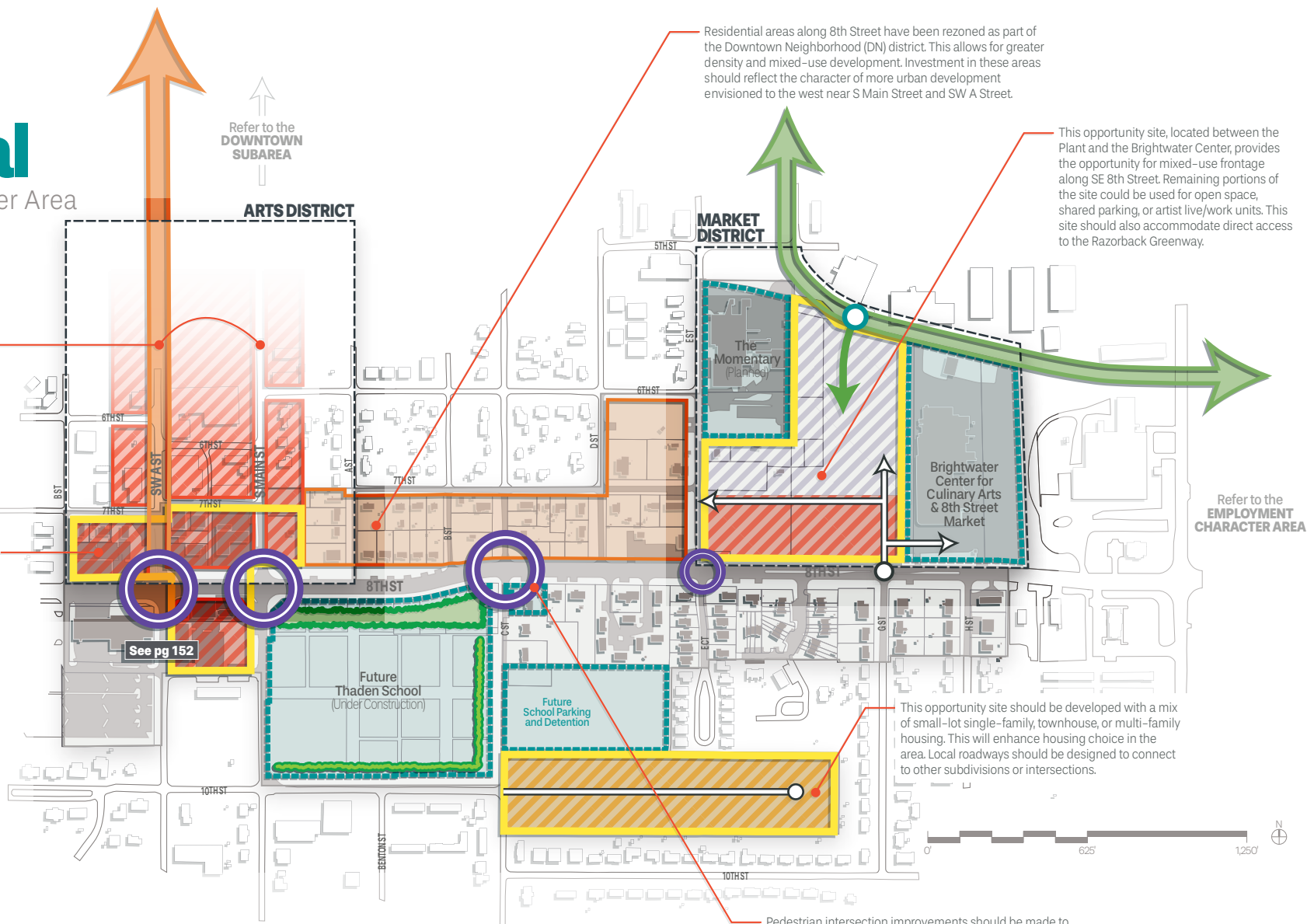
S Main Street and SW A Street represent the southern gateway to Downtown Bentonville. This portion of the 8th Street corridor should utilize built form, streetscaping, and wayfinding to announce the proximity of Downtown.

Refer to the **EXECUTIVE CHARACTER AREA**

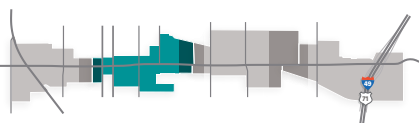
The blocks fronting 8th Street between SW B Street and SE A Street should be redeveloped with multi-story mixed-use buildings. This will convey a sense of "arrival" at this important intersection, and create a stronger connection to Downtown Bentonville to the north and more urban character.

Map Key

-  Edge Screening
-  Community Gateway
-  Roadway Connections
-  Trail Nodes / Crossings



Pedestrian intersection improvements should be made to enhance pedestrian mobility across the new 8th Street configuration. Priority should be given to SW A Street, S Main Street, SE C Street and SE E Street. The City should assess the need for a new signal at SE C Street to accommodate traffic leaving the Thaden School.



8th Street Character Area

Executive

The Executive Character Area represents the power center of international business in Bentonville. The current home to Walmart Home Office, this area includes several hundred thousand square feet of office space occupied by corporate operations, vendors, and supporting professionals. It is in many ways the destination for international business people looking to work for or with Walmart. This draw is the foundation for the transformation of key properties that could improve the image of the city for visitors from around the world. The primary objectives of this character area are:

- ▣ Build upon the presence of current Walmart Home Office and proximity to Downtown Bentonville to transform the character of the area;
- ▣ Modernize office facilities to attract global investment;
- ▣ Create a fully-supported executive destination;
- ▣ Improve the aesthetic character of existing development; and
- ▣ Capture "spin-off" investment for supporting local businesses and services.



Catalyst Site Model
EXECUTIVE

- Roadways and Parking
- Office
- Light Industrial
- Parking Garages
- Open Space
- Sidewalks and Plaza Space

Executive

8th Street Character Area

Streetscaping on Walton Boulevard should be an extension of investment along SW 8th Street. On Walton Boulevard, the City should work with the Arkansas Department of Transportation to add attractive lighting, landscaping, and, where possible, medians. Overhead utilities should be buried, relocated, or reduce visual impact as redevelopment occurs.






The intersection of 8th Street and Walton Boulevard should be a signature focal point. This intersection should include decorative paving elements, sculptures, and wayfinding. Development that fronts on this intersection should convey a sense of modern and high quality design.

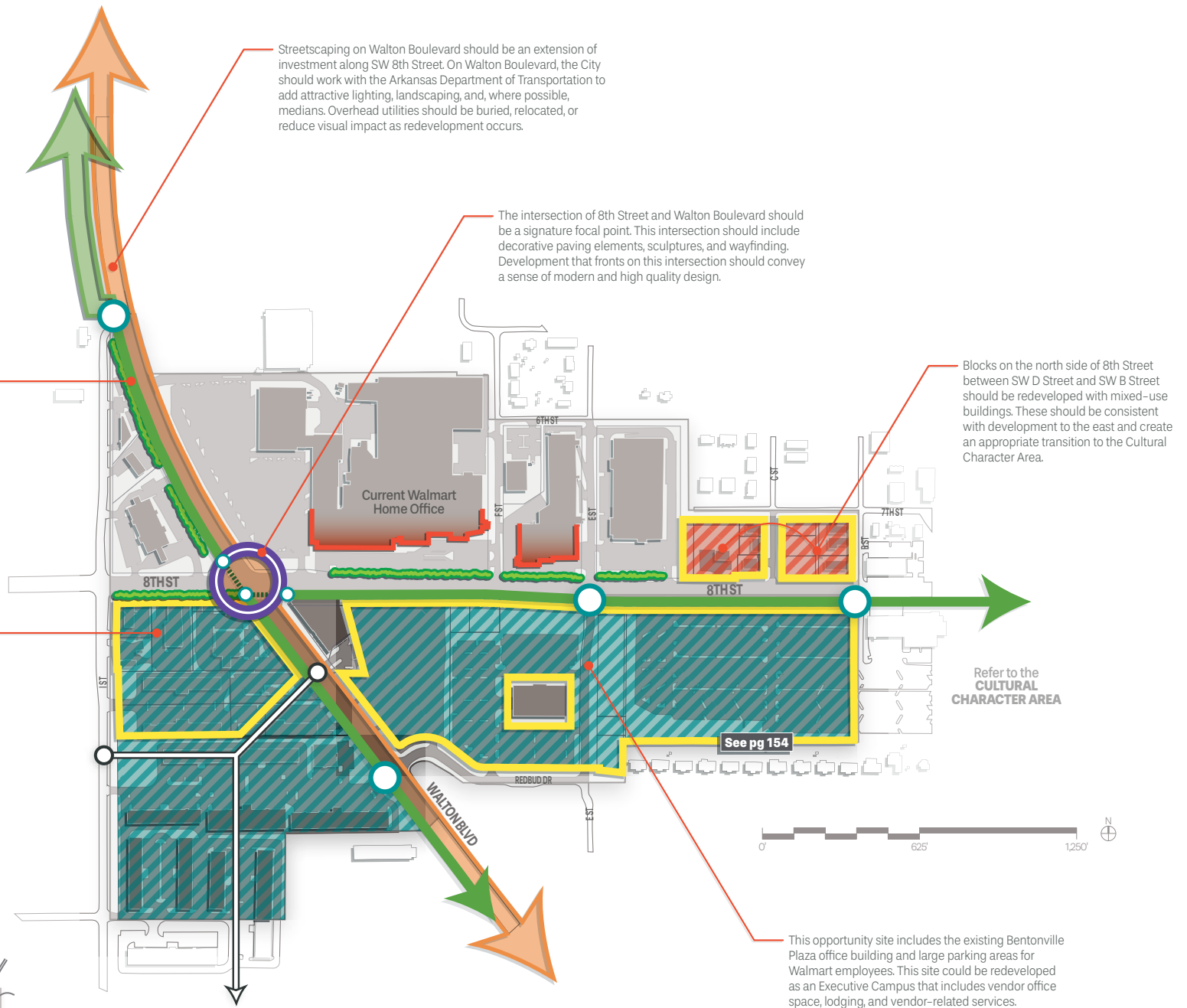
The multi-use path that runs on the west side of North Walton Boulevard should be extended south through this area. (A multi-use trail is included in the design plan for the south side of 8th Street.)

Blocks on the north side of 8th Street between SW D Street and SW B Street should be redeveloped with mixed-use buildings. These should be consistent with development to the east and create an appropriate transition to the Cultural Character Area.

This opportunity site currently hosts auto-oriented commercial uses and underutilized offices. This site could be assembled and redeveloped as mid-rise offices that increase the intensity and level of activity around Walmart Home Office.

Map Key

-  Edge Screening
-  Facade Improvements
-  Community Gateway
-  Roadway Connections
-  Trail Nodes / Crossings



This opportunity site includes the existing Bentonville Plaza office building and large parking areas for Walmart employees. This site could be redeveloped as an Executive Campus that includes vendor office space, lodging, and vendor-related services.



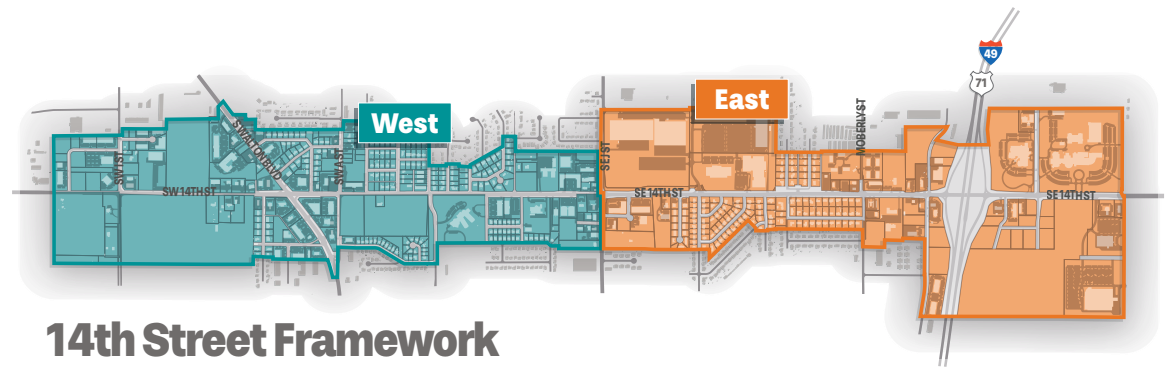
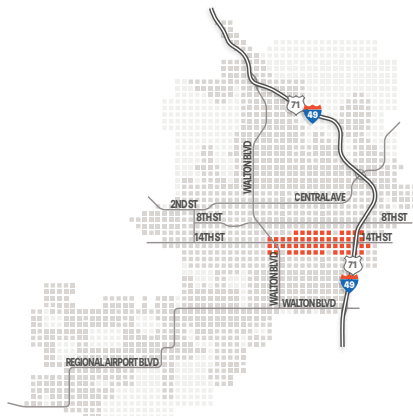
14th Street Subarea Plan

14th Street plays a vital role within Bentonville. With its I-49 interchange connection and its continuous east-west flow across the community, 14th Street has developed into a spine of local commerce, regional accessibility, institutional landmarks, residential neighborhoods, and scattered development potential. This broad spectrum of land uses and development patterns makes the 14th Street Corridor a unique challenge within the community, and a corridor that cannot be singularly characterized.

14TH STREET CHARACTER AREAS

While some small areas along the corridor can be transformed into something different going forward, much of the corridor is stable, established, and appropriately developed. For these areas, the objective is to improve aesthetics and functionality.

Rather than having a corridor that is logically divided into distinct “functional subareas”, the corridor jumps back and forth between uses and development types from one end to the other. Therefore, the Subarea Plan addresses the corridor as a whole, by identifying individual improvements, developments/redevelopments, and other recommendations as they are to be implemented within the corridor.



PLANNING INFLUENCES

The 14th Street Subarea Plan is influenced by several existing conditions and potentials along the corridor. These influencing factors have helped to shape and guide the subarea recommendations and highlight the most important and contributing factors to the overall success of the corridor for the future.

Enhanced Aesthetics and Corridor Character

A primary objective for the corridor is the desire to enhance its overall appearance and character. The aesthetic quality of the corridor varies wildly from one end to the other. From building orientation and parking lot landscaping and screening, to billboard removal and the addition of gateway features, recommendations for 14th Street vary block-by-block in an attempt to collectively enhance the corridor's appearance.

I-49 Interchange and Community Gateway

As a prominent gateway into Bentonville, the I-49 interchange at 14th Street serves as a point of entry for visitors from throughout the region and beyond. The interchange, and its convenient connection to the regional transportation system, influences everything from the location of fast food and convenience retail to the large regional-serving business and institutional uses such as the Walmart Distribution Center and NWACC.

Existing Residential Areas

Existing neighborhoods are located at various points along both the north and south sides of 14th Street. As a land use, these neighborhoods make up a considerable portion of the land area, and were developed at a time when 14th Street was not so intensely used as a regional arterial roadway. As the corridor traffic and use has intensified over the years, single-family uses have become less viable and less desirable for properties fronting directly on 14th. Now, many residential structures are being used for commercial/office activities. Protecting these neighborhoods and accommodating frontage property re-use is a challenge facing the corridor.

Development Opportunities

From the very east end to the west end, large and small development opportunities exist within the subarea. Development of these properties have the potential to change the corridor. Several different land uses are identified for the development opportunity sites, including residential, commercial, office, service, and more. These opportunity sites must be capitalized upon to ensure high quality development that meets the needs of the community and strengthens the character and success of the corridor.

Improved Mobility

Regardless of mode of transportation, the 14th Street Corridor provides opportunity for improved access and mobility. As one of the most significant influences along the corridor, the transportation network allows pedestrians and cyclists to safely navigate the area while accommodating the high volume of automobile traffic. Improving pedestrian connectivity and safety, and providing better access management and connectivity for properties fronting 14th Street, are planning components that influence improvement recommendations for the entire corridor.

East End








14th Street Character Area

This site includes large areas with sufficient depth that can accommodate an expansion of the existing Walmart office facilities or the development of a significant amount of new general commercial/retail uses along 14th Street. Regardless of the long term use or development of the vacant portions of the site, the existing creek running through the site should be preserved if possible, both for aesthetic and stormwater management purposes. Direct access to this site from 14th Street should be limited, with primary access provided by J Street on the west and P Street on the east.

Refer to the
WEST END
CHARACTER AREA

The front façade of the Walmart Employee Fitness Center is setback from 14th Street and screened by a small berm. Decorative landscaping should be installed on the berm to provide additional screening of the building façade and enhance the general character of the 14th Street Corridor.

Map Key

-  Parking Lot Landscaping
-  Edge Screening
-  Sidewalk Gaps
-  Cross-Access
-  Potential Pedestrian Underpass
-  Community Gateway
-  Roadway Connections

0 400' 800'



This vacant site south of McDonald's is best suited for office development that builds off existing office uses to the south and is compatible with the multi-family residential uses to the west, although the northern portion could accommodate additional fast food or service uses. The east side of this site should integrate high quality design elements since it is visible from the I-49 expressway.

14th Street/Moberly Lane Intersection Improvement



1 South Bentonville Trail

The South Bentonville Trail currently runs south on J Street then east on the north side of 14th Street. The trail should be extended to cross 14th Street as it runs south on J Street, then run east along the south side of 14th Street to the existing creek corridor. It should then head south between Evergreen Street and SE O Street to connect to the Razorback Greenway.

2 Boeing Avenue

Boeing Avenue provides access to Convair Street and Lockheed Street on the north side of 14th Street. Additional landscaping should be installed along this portion of 14th Street, both north and south of the sidewalk, to improve the appearance and provide screening for the residential neighborhood to the north, and to better buffer the South Bentonville Trail from 14th Street traffic.

3 Residential Structures

Several residential structures along this block have been adapted for retail or small office uses. If these structures remain, efforts should be made to eliminate curb cuts and provide cross access and shared parking for adjacent properties. Overtime the residential structures will likely be replaced with commercial structures, which should provide coordinated development, attractive residentially scaled buildings, improved parking and access management, and appropriate screening and buffering for the residential uses to the south.

4 New Shopping Center

This site currently includes small office park uses and a used car dealership that could remain. However, should these sites become available for redevelopment, the sites could be assembled with properties fronting along 14th Street to accommodate the development of a new shopping center with a larger footprint at the corner of 14th and Moberly Lane.

5 14th Street/Moberly Lane

The 14th Street/Moberly Lane intersection should be improved to facilitate safer pedestrian and bicycle crossing. A clear and well defined pedestrian crosswalk is lacking at three of the four intersection points, despite the intersection being a connection along the Moberly Lane Path. Intersection improvements should include enhanced crosswalk striping and "pork chop" islands.

6 Commercial Infill Development and Office Uses

This site, located between a restaurant and a skating rink, can appropriately accommodate commercial infill development and office uses. Retail and restaurant uses would be less desirable due to lack of visibility and proximity to single-family residential. Any development should provide internal site cross connections to the skating rink to the south and church access drive to the north, if possible.

7 Office Infill

This area can accommodate office infill, and possibly hospitality and services uses, that connect to surrounding development. An internal roadway system should be provided to better connect these internal areas to Phyllis Street on the east, Moberly Lane to the west, and 14th Street to the south, likely requiring easements and agreements with adjacent property owners.

8 Gateway Features

Gateway features should be installed at the ends of the I-49 exit ramps along 14th Street. These gateway/entry features will announce entry into Bentonville for those traveling on the interstate, and could also include wayfinding elements directing visitors to local destinations such as NWACC, Mercy Sisters, Walmart Home Office, Crystal Bridges, and Downtown.

Mixed-Residential Redevelopment Opportunity



9 Mixed-Residential Redevelopment Opportunity

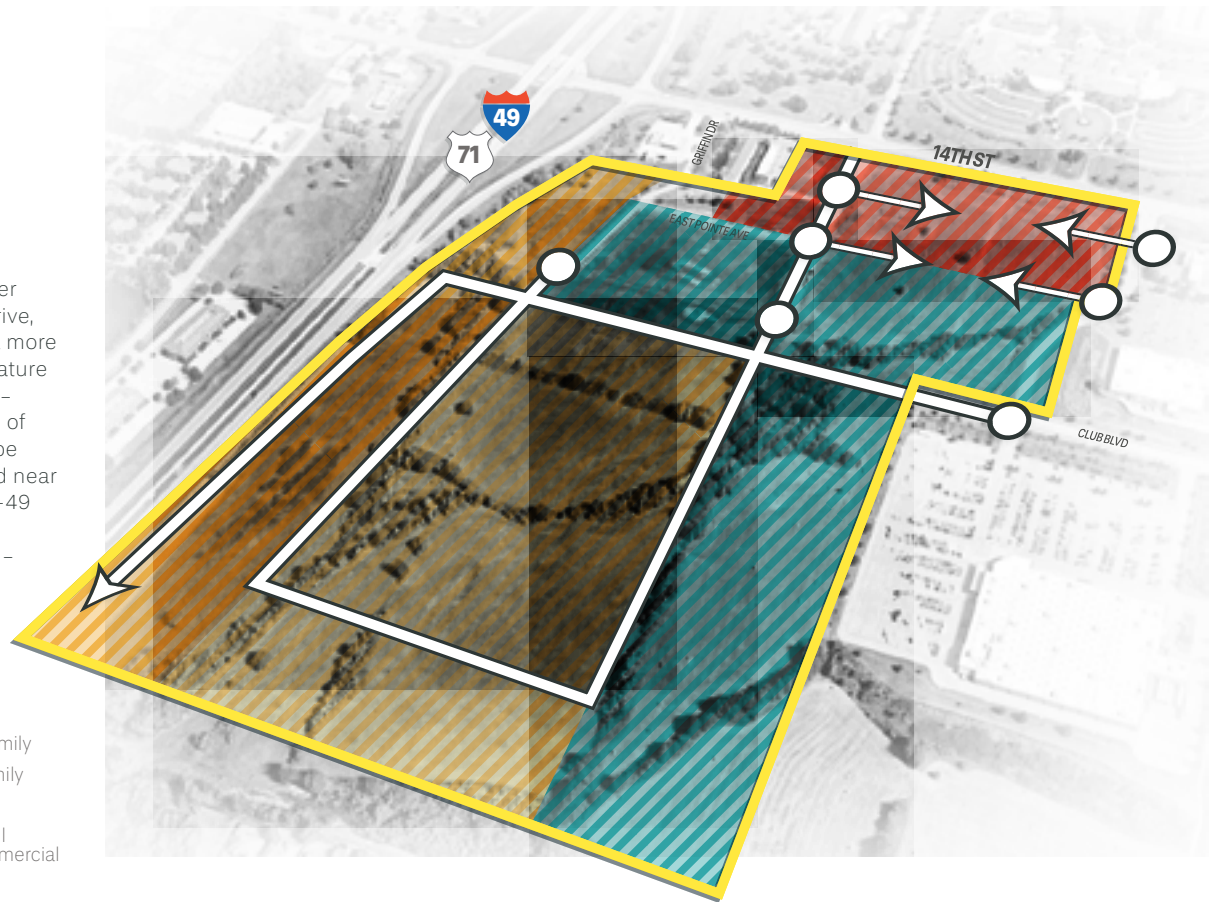
The general land use direction for this large opportunity site is already established by the existing big-box retailers and hotel. Frontage along 14th Street should include infill retail and commercial uses. South of East Point Drive, a mix of commercial and office uses could be accommodated. As the area transitions to the south, there may be an opportunity for mixed-residential development, which could serve as an appropriate transition to the existing residential neighborhood to the south. Consideration should also be given to developing a local roadway network that connects to Rogers to the south.

10 Southwest Corner of the NWACC

The southwest corner of the NWACC property, at the corner of 14th Street and Bekaert Drive, provides an opportunity for a more substantial gateway/entry feature for travelers entering Bentonville from Rogers. The design of the gateway feature should be consistent with those located near the ends of the 14th Street/I-49 interchange exit ramps, and should include signage, landscaping, and lighting.

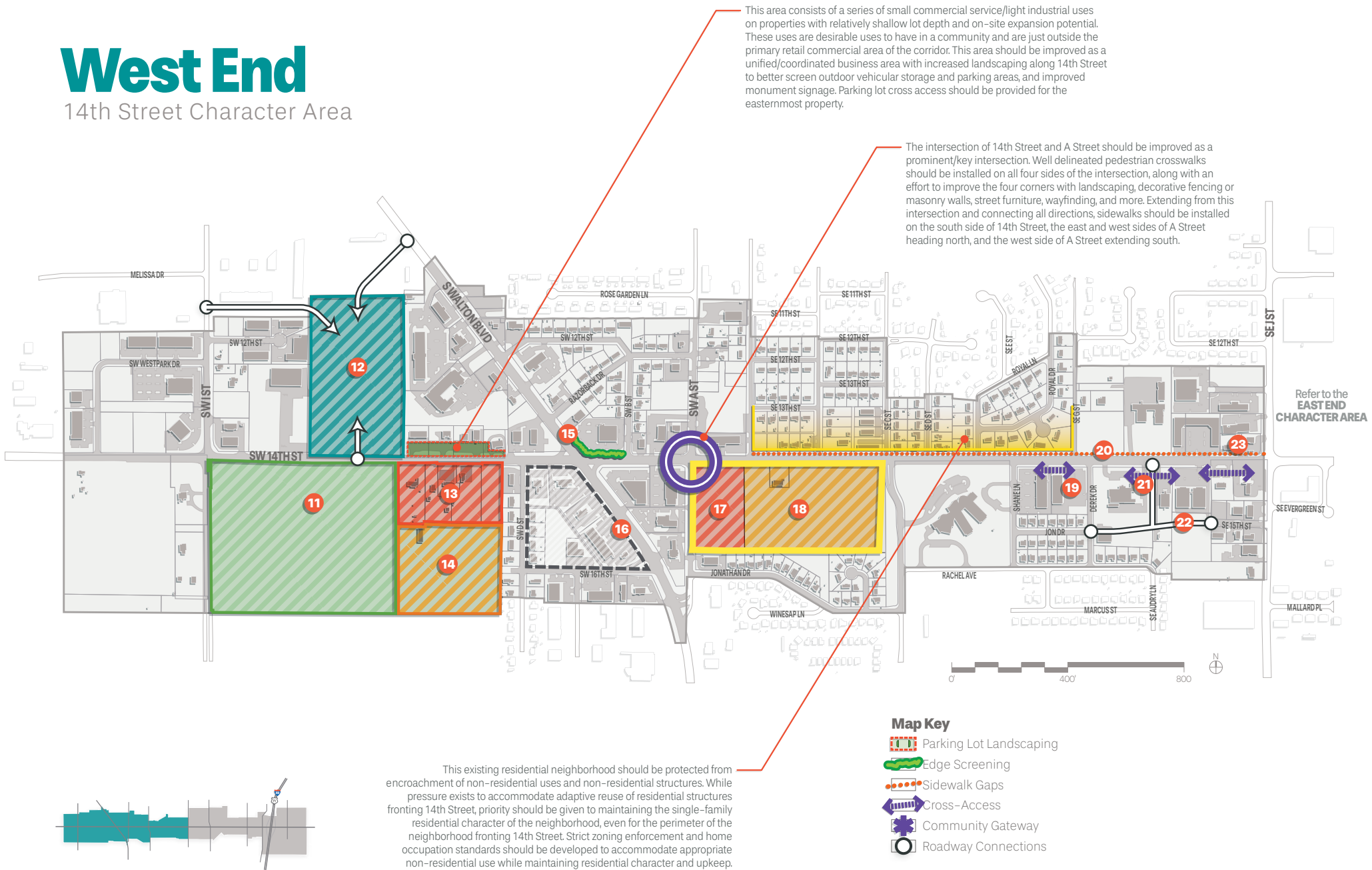
Map Key

-  Single Family
-  Multi-family
-  Office
-  Infill Retail and Commercial



West End

14th Street Character Area



11 Preserve Open Space

This large open space should be preserved to support local ecosystems and provide access to public green space. Access to this area should be provided from an extension of SW 16th Street from the east, and possibly SW 18th Street from the south.

12 Access from SW I Street

This site could accommodate infill office development that is compatible with the character of surrounding uses. To maximize the potential of this site, and to provide additional access from streets other than 14th, the City should work with adjacent properties to the west to provide access from SW I Street, and to the east to provide access to S. Walton Boulevard.

13 14th Street Redevelopment

These existing residential lots and small businesses provide the opportunity for redevelopment along 14th Street. Such redevelopment should include planned commercial buildings that connect to one another through cross-access and internal circulation in order to minimize the number of curb cuts on 14th Street. Any commercial development of this area should consider incorporating the two northernmost properties on SW D Street, just south of 14th Street.

11 Strengthen and Stabilize the Residential Area

This portion of a large undeveloped property could be preserved for green space or be developed for residential. If residential units are built, the site should include access from existing stub streets at SW 16th Street and SE F Street. The development pattern should aim to preserve trees, wetlands, or other sensitive areas on the site. Development of this area for residential uses would help to strengthen/stabilize the residential area along SW D Street, between 14th Street and SW 18th Street.

15 Existing "Best Practice"

The perimeter parking lot landscaping of the Crossroads Plaza on the southeast corner of 14th Street and Walton Boulevard should serve as an example for properties on the other three corners of the intersection, and for all properties along the 14th Street corridor. With the building setback as far as they are from the street, it is the landscaping and monument signs that will establish much of the character and aesthetic for the area.

16 Model for Suburban Commercial Corridor

This block captures many of the desired characteristics of new development in Bentonville, including coordinated access between parking areas, central detention for surrounding uses, an internal roadway network, and a transition to residential uses away from the primary roadways. This development should serve as a model for other suburban commercial corridor areas within Bentonville.



Existing "Best Practice"

This existing development at the SW corner of 14th Street and S. Walton Boulevard is an example of corridor commercial development that incorporates several "best practices", and should serve as a model for other developments within the subarea. Desirable development components include: A) parking lot perimeter screening/landscaping, B) internal cross access, C) internal roadway, D) on-site/internal/building landscaping, E) central detention, and F) buffers and transitions to residential uses.



17 14th Street and A Street

This large vacant frontage at the southeast corner of 14th Street and A Street should be developed for commercial/retail uses. This development will help establish the character of SW A Street heading north toward Downtown Bentonville, and should include attractive site and building design that holds the corner of the intersection.

Currently, the intersection lacks development appeal, with the corners improved with a used car lot, a parking lot and the back side of a two-story building lacking any architectural interest, and a strip center that provides virtually no landscaping or parking lot screening. This development has the opportunity to set the benchmark that other development in the areas should follow. Any commercial development must provide appropriate landscaping/buffering for the residential development to the east.

18 Development Opportunity

This large parcel is an excellent development opportunity site that is large enough to accommodate a range of uses. Given the residential uses to the north and south, Mary Mae Jones Elementary School to the east, and anticipated commercial to the west, this site is best suited for a mixed residential or multi-family residential development. The mix of housing types could vary between small-lot single-family, townhouses, or multi-family, but any development plan should include a well-planned internal roadway network, integrated open space, and an attractive neighborhood design character.

19 Cross-Access

These adjacent shopping centers are oriented perpendicular to the 14th Street frontage and provide an opportunity for cross-access that could potentially remove one curb cut along 14th Street and provide cross connection between the two properties. Also, the 14th Street frontage, and parking lot perimeters, should be better landscaped to screen the large parking areas and enhance the appearance of the "end facades" of the buildings that front 14th Street. The two pylon/pole signs on the site are uncharacteristic for this stretch of the corridor and are unattractive. Consideration should be given to replacing the existing signs with more effective and attractive monument signs.

20 14th Street Sidewalks

The north side of 14th Street lacks sidewalks in this portion of the corridor. There are also a number of remnant curb cuts from when direct access was provided from 14th Street to adjacent residential homes. These curb cuts should be removed, and sidewalks should be constructed on the north side of 14th with a grass parkway between the sidewalk and roadway back of curb.

21 Internal Cross-Access

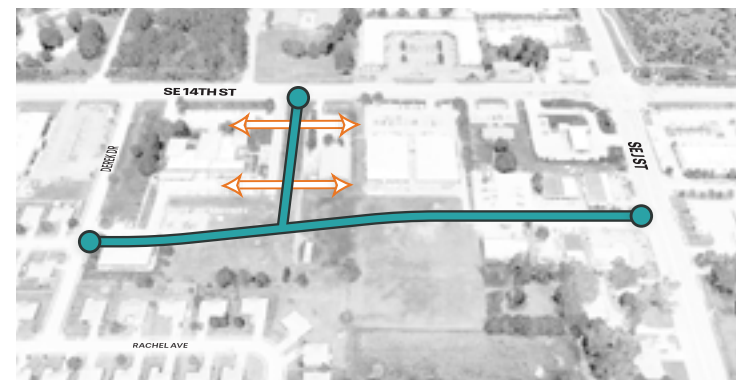
This series of five commercial lots on the block between J Street and Derek Drive, on the south side of 14th Street, provides the opportunity for internal cross-access that would enhance site circulation and allow for the removal of curb cuts.

22 Install Local Roadway

Development in the southwest quadrant of 14th Street and J Street lacks alternative access points not on 14th Street. The City should support the installation of a local roadway that would connect 15th Street west to Derek Drive. Another segment between the new east-west connector and 14th Street could be inserted between the Police Department driveway and property to the east, and would enhance access directly from 14th Street.

23 Attractive and Appropriate Commercial Presence

This small property is currently developed with a small single-family structure that is used for commercial purposes. The structure seems out of place, sandwiched between Best Collision and the Pinnacle Plaza. The small property should be redeveloped or otherwise enhanced to provide more attractive/appropriate commercial presence along the corridor, possibly incorporated into the Best Collision development to the east and north.



**Road Connections
and Cross-Access**

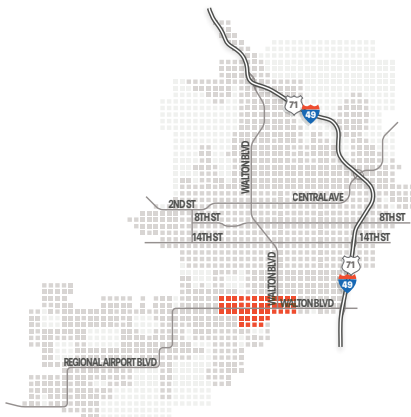


Regional Airport Boulevard Subarea Plan

Regional Airport Boulevard has emerged as a major arterial and an important gateway into the Bentonville community. As the primary connector linking the Northwest Arkansas Regional Airport to the more developed areas of the city, the Regional Airport Boulevard corridor carries a high volume of traffic as it connects to Walton Boulevard, where it feeds into the city's most intensely developed commercial corridor and provides direct access to I-49 at the SE Walton Boulevard interchange.

Although considerable development is beginning to occur especially in areas behind the frontage properties, this section of the corridor presents significant opportunity for new development. Larger residential developments have been approved and constructed along the corridor that left open areas fronting the roadway for future corridor development.

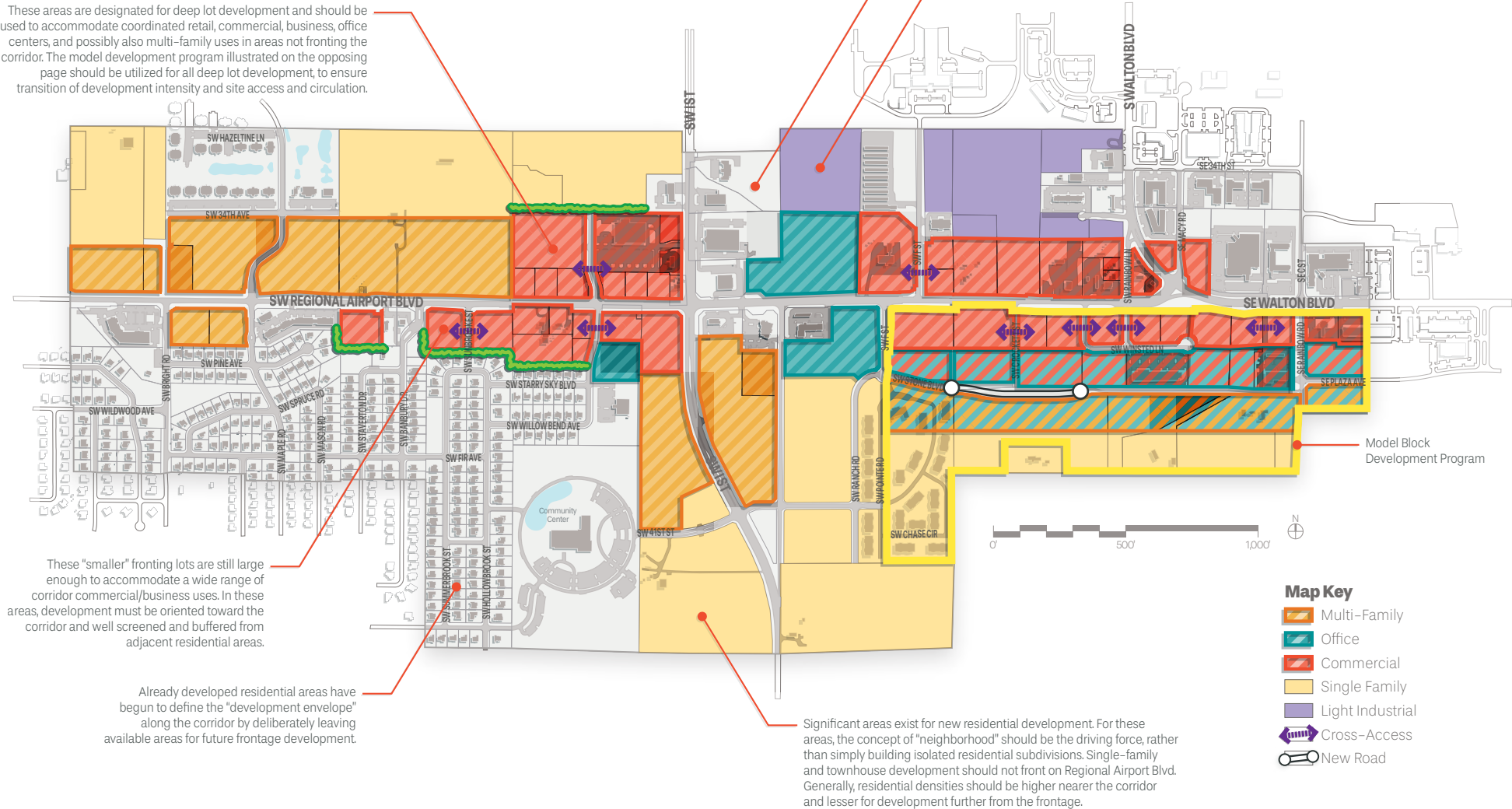
Some commercial development, such as the Walmart Neighborhood Market and other commercial uses, have been developed to take advantage of the access and visibility provided by this busy thoroughfare. In many ways, the development that already exists and the development already approved but not built, is determining the somewhat "scattered" land use pattern of the area.



Regional Airport Boulevard

Character Area

These areas are designated for deep lot development and should be used to accommodate coordinated retail, commercial, business, office centers, and possibly also multi-family uses in areas not fronting the corridor. The model development program illustrated on the opposing page should be utilized for all deep lot development, to ensure transition of development intensity and site access and circulation.

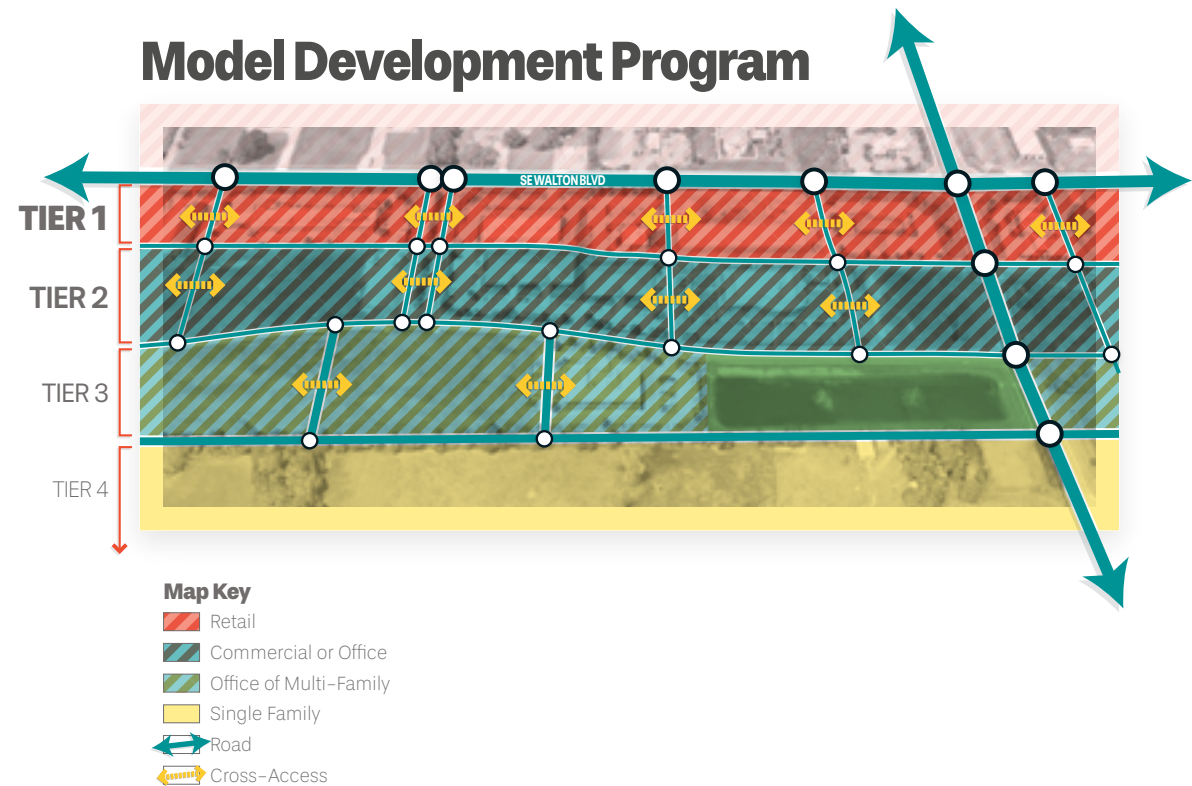


MODEL BLOCK DEVELOPMENT PROGRAM

The newer development that exists along the south side of SE Walton Boulevard just east of this subarea, provides an excellent example of development along a corridor that was done well. This existing development should serve as a model in terms of transitional land use, development intensity, access management, cross access and circulation, landscaping and buffering, and more.

Applying this model will ensure compatibility, functionality, and overall development character. Building off of this local success, a model for corridor development has been established that will serve to guide development within the Regional Airport Boulevard Subarea.

This model can be applied to vacant properties yet to be developed, as well as inform how best to develop adjacent to and integrate sites into already developed areas. This approach can effectively accommodate development ranging from the most intense commercial corridor activity all the way to lower density residential development in adjacent areas.



11

AT A GLANCE

Administration,
Follow-up, and Funding

Zoning and
Regulatory Strategy

Capital Improvement Plan (CIP)
Projects Framework

IMPLEMENTATION

Implementation is essential to convert the Bentonville Community Plan into physical change and action within the City of Bentonville. This process will require the cooperation of City staff, elected and appointed officials, public agencies, the local business community, property owners, developers, residents, and other community stakeholders. This chapter provides the tools and strategies to assist with achieving the City's long-term vision and applying recommendations to meet the specific goals and objectives of the plan.

This chapter includes three core elements: (1) Administration, Follow-Up, and Funding; (2) Zoning and Regulatory Strategy; and (3) Capital Improvement Plan (CIP) Projects Framework. These three areas of focus provide a comprehensive approach to ensuring that all plan recommendations can be tied to specific actions, strategies, and policies, many in coordination with other City implementation and planning initiatives.



ADMINISTRATION and COORDINATION

GENERAL ADMINISTRATION and FOLLOW-UP

A comprehensive plan should be used daily, functioning as the official policy guide for land use, development, and community improvement in Bentonville. It should act as a "go-to" document to assist City staff, the City Council, and other boards and commissions, providing direction for the review and evaluation of future projects, development proposals, and initiatives. In addition, the City should encourage service providers and partner organizations to utilize the plan when establishing goals and analyzing future development, new facilities, infrastructure extensions, and programming.

USE THE PLAN FREQUENTLY

To ensure daily usage and further educate the community about the Plan, the City should:

- Make copies of the plan document available online;
- Provide assistance to the public in explaining the plan and its relationship to development projects and other proposals, as appropriate;
- Assist the City Council and other boards and commissions in the day-to-day administration, interpretation, and application of the plan;
- Meet with key department heads and officials to explain the purpose, importance, and benefits of the plan;
- Provide a plan "orientation" for new staff, officials, and board members that highlights key takeaways and major goals of the **Bentonville Community Plan** that are essential to local policy and initiatives; and
- Maintain a list of current possible amendments, issues, or needs that may be the subject of change, addition, or deletion from the plan;

FORM AN IMPLEMENTATION ACTION COMMITTEE

As a first step toward implementation, the City may consider forming an implementation action committee. This group would perform in an advisory role, charged with ensuring the comprehensive plan is implemented and continues to reflect the priorities and vision of the City. The committee would meet at specific times throughout the year to review the plan, discuss completed projects and improvements, and identify opportunities for additional implementation.

The findings of these meetings would then be turned over to appropriate staff to direct implementation. This should include prioritized actions that are reflective of the plan's goals and objectives, as well as changing conditions that may have been unforeseen during the development of the plan. In this way, the advisory implementation action committee would guarantee that action items are responsive to City finances, economic development initiatives, and implementation progress.

DEVELOP and MAINTAIN PARTNERSHIPS

The City of Bentonville should be the primary lead for plan implementation, coordinating administrative actions and public improvement projects as identified within the **Bentonville Community Plan**. The success of implementation will be reliant on developing and maintaining partnerships with the numerous stakeholders throughout Bentonville, including public agencies, neighborhood groups, adjacent municipalities, the local business community, foundations, and the private sector. Given the breadth and scope of the plan, these organizations will be essential to assisting the City in reaching the established goals and vision for the future of Bentonville.

Per the recommendations of the plan, the City should identify specific organizations and agencies to assist with implementation and explore opportunities for potential partnerships and collaborations. This should include open and regular communication with other governmental and service districts such as Bentonville Schools, Benton County, the Arkansas Department of Transportation (ArDOT), and utilities companies. This should include discussion following adoption of the plan regarding what goals and recommendations are most likely to affect partner agencies. Further, the City should encourage property owners and developers to undertake improvements and new construction that conforms to the directives of the plan.

MAINTAIN PUBLIC COMMUNICATION

The **Bentonville Community Plan** was supported by an outreach process intended to gather public input and foster a sense of stewardship and excitement for the plan. Through outreach events, public workshops, the project website, online surveys, interactive mapping tools, and other media, residents and stakeholders were able to get involved and stay informed of the plan's development. This public participation throughout the process helps communicate the importance of planning and provide individuals with a clear understanding of ongoing efforts to better their community and improve overall quality-of-life.

The outreach process should serve as a foundation for continued communication with members of the public throughout the implementation process. The City should ensure that major recommendations and the overall vision for Bentonville, as defined within the plan, are conveyed to the entire community. This should be supported by regular updates, coverage of major milestones, and additional opportunities for residents to voice their opinion.

UPDATE REGULARLY

Noting the City's dedication to thoughtful planning, the Community Plan should not exist as a static document, but rather the center of a continuous planning process. Following adoption of the plan, the community will continue to move forward, change, and evolve. As such, the plan should be updated on a regular basis to respond to these changes, addressing shifts in community aspirations and demographic trends as well as new and unexpected issues as they arise. The City should regularly initiate a systematic review and analysis of the plan.

In general, a full review should be completed at least every two to three years. Best practice, however, should be reviewed annually. This process should coincide with preparation of the City's annual budget and CIP, enabling recommendations and projects from the plan to be considered as part of upcoming commitments for that fiscal year. Establishing a routine for review of the plan will ensure the document remains relevant to the needs and desires of Bentonville.

COORDINATION

The City of Bentonville should assume the leadership role in implementing the new comprehensive plan. In addition to carrying out the administrative actions and many of the public improvement projects called for in the plan, the City may choose to administer a variety of programs available to residents, businesses, and property owners. For the **Bentonville Community Plan** to be successful, however, it must also be based on a strong partnership between the City, other public agencies, various neighborhood groups and organizations, the local business community, and the private sector.

The City should be the leader in promoting the collaboration needed to implement the plan. Specific partners to the City should include:

- Other governmental and service districts, such as Bentonville Schools, Northwest Arkansas Community College, Benton County, private utility companies, ArDOT, and others;
- Builders and developers, who should be encouraged to undertake improvements and new construction that conform to the plan and enhance the overall quality and character; and
- The Bentonville community, since all residents and neighborhood groups should be encouraged to participate in the on-going planning process, and all should be given the opportunity to voice their opinions on improvement and development decisions within the community.

INTERGOVERNMENTAL COORDINATION

Bentonville includes several distinct governing bodies charged with providing one or more services to citizens. The City should continue to partner with and support these entities to achieve the shared goals of the community. The City should work with the following groups to maximize opportunities to create efficiencies in the delivery of services and infrastructure, share information that will influence how capital investments occur, and encourage alignment between various entities to provide the greatest possible benefit to Bentonville's residents.

Benton County

Much of the Bentonville's planning area is under the jurisdiction of Benton County. The County is an important partner in implementing strategies that achieve common goals. This City should continue to work closely with the County in all aspects of community planning and development, including:

- The creation, maintenance, and sharing of data, including demographics and growth projections, GIS data, land use, and environmental analyses and studies;
- Coordination of services and, where appropriate, the establishment of service agreements that result in more efficient and seamless services for City and County residents;
- The creation of an intergovernmental agreement that allows for municipal review of subdivision proposals within two miles of the City's incorporated boundary;
- Closer alignment of development regulations to ensure that regional growth is appropriate.
- Collaborative planning related to issues that cross municipal borders, such as the environment and economy.

Bentonville Schools

Bentonville Schools is an important service provider in the community. As the school district prepares to meet the current and future needs of the community, the City should collaborate with them by:

- Sharing demographics and growth projections to ensure municipal planning is using a consistent set of assumptions;
- Ensuring that planned residential growth areas preserve land for school facilities that enhance access for future residents;
- Considering community-wide and local impacts of transportation access to and from school sites;
- Identifying appropriate programs for the adaptive reuse of vacant or underutilized school facilities; and
- Fostering coordination among the community's school districts, higher education providers, and industry to create a continuum of education that prepares residents for quality jobs.

Northwest Arkansas Community College

Northwest Arkansas Community College (NWACC), a two-year college centrally located in the City, is the most prominent higher education facility in Bentonville. NWACC was founded in 1989 after approval by voters in the Bentonville and Rogers public school districts. The community college offers a wide variety of programs related to vocational degrees, technical degrees, and liberal arts. The City should collaborate with NWACC as it continues to become a stronger asset to the community by:

- Identifying potential programs or capital investments that advance the goals of both the college and City;
- Aligning educational programs with emerging industries targeted for future economic development;
- Identifying opportunities for the development of shared facilities;
- Identifying opportunities for the joint development of an educational/research/professional campus that host private industry and offers practical education for students;
- Developing student-oriented activities and services in other parts of the community, and marketing them through NWACC's student-oriented media outlets; and
- Enhancing transit opportunities between the NWACC and major shopping, cultural, or entertainment destinations within Bentonville.

FOUNDATION and NON-PROFIT COORDINATION

There are several foundation and non-profit organizations in the Bentonville area that share many of the same community objectives as the City. The following provides a brief overview of some of these organizations and provides recommendations for coordinating with them.

Economic Growth, Business Development, and Tourism

Bentonville is served by three entities that aim to increase commercial investment in the form of new economic development, local business growth, and tourism. The Bentonville Chamber of Commerce provides support services and programs to the local business community. These include networking and promotion, legislative advocacy, business referrals, and others. Visit Bentonville encourages tourism and markets the area for gatherings, conventions, and other large events.

The City should continue to partner with these entities to expand the draw of Bentonville by:

- Collaborating on broader multimedia campaigns to expand the reach of local business promotion and marketing;
- Aligning municipal incentives with other programs aimed at creating opportunities for new investment in local economic development, tourism, and housing that supports industrial growth; and
- Establishing a "Two Days in Bentonville" pamphlet that provides tourist information and itineraries that guide visitors to local businesses, natural resources, historic landmarks, and cultural destinations throughout the community.

Walton Family Foundation

The Walton Family Foundation was established as the culmination of the philanthropic interests of the family of Sam M. and Helen R. Walton, owners of Wal-Mart. Primary objectives of the foundation include: (1) improving K-12 outcomes for all students, especially those of limited means; (2) creating long-term solutions for protecting rivers, oceans and coasts, and local communities and economies; (3) sustaining long-term economic opportunities in Arkansas communities. The Walton Family Foundation has been and remains an important partner with the City as it seeks to improve the community through a wide variety of education, cultural, recreation, and institutional initiatives.

PUBLIC/PRIVATE PARTNERSHIP OPPORTUNITIES

Many of the projects and improvements identified in the **Bentonville Community Plan** can be implemented through policy decisions or traditionally funded municipal programs, however, other projects, particularly those of the scope and scale included as redevelopment catalyst sites, may require a more wide-ranging, strategic approach, including the use of public-private partnerships to ensure appropriate levels of quality and character for new projects. The City of Bentonville may also want to consider the following tools as a part of a comprehensive development strategy, in addition to utilizing the previously identified potential funding sources:

- **Land acquisition/assembly.** Larger redevelopment projects will require larger site areas. The City may want to consider developing a land acquisition/assembly strategy in targeted areas. Once properties have been assembled, the City may release a Request for Proposals (RFP) for future redevelopment of opportunity sites. As proposals from the development community are presented to the City, these proposals should be reviewed based on their consistency with the **Bentonville Community Plan**.

- **Marketing.** The marketing of potential redevelopment sites will be important to ensure a larger regional market is aware of these unique opportunities in the City of Bentonville. This may include the preparation of a name and logo for the area, a broad regional marketing campaign, and local support of business owners.
- **Development codes.** City codes should be updated to encourage redevelopment projects to implement key sidewalk, lighting, open space, and other improvements within the public purview. To the extent practicable, the City should also coordinate roadway improvements in conjunction with private development to leverage private-sector resources and minimize community disruption. Ultimately, public/private partnerships should be used to further the objectives of the Community Plan and to implement the Plan's recommendations.

IMPLEMENTATION ACTION MATRIX

The implementation action matrix offers a comprehensive list of all implementation strategies, policies, and recommendations contained within the **Bentonville Community Plan**. The matrix provides staff with a tool to prioritize implementation activities and projects over the life of the plan. In addition, the matrix allows the City to approve specific, actionable items on an annual basis and evaluate progress based upon completed implementation strategies. The implementation action matrix offers a brief description of each project and indicates the following:

PUBLIC COST ESTIMATE

Public cost estimates are represented by a scale ranging from \$ to \$\$\$\$\$. The costs in this column refer only to public costs. Below is a description of the cost scale:

- \$ – Primarily internal staff time with limited outside funding required.
- \$\$ – Outside consulting services assistance is expected or capital expenditures are to be more than \$25,000 but less than \$100,000.

EASE OF IMPLEMENTATION

The ease of implementation is indicated by a traditional grade scale from **A** to **F**, with **A** being easiest to implement and **F** being most difficult to implement. This category is a collective indicator of the anticipated level of effort by responsible parties, estimated cost, budget opportunities, and general stakeholder interest.

TOOLS AND TECHNIQUES

Relevant methods of implementation are described here. If a specific type of funding is applicable to the recommended action, it may be listed as well. Detailed descriptions of potential funding sources are included in the preceding section of this chapter.

LEAD RESPONSIBILITY

Lead responsibility includes government bodies, civic organizations, private entities, and other associations that may be able to provide assistance with the identify strategy through coordination and cooperation are identified. As applicable, lead responsibility groups should coordinate with potential partners to explore opportunities for collaboration to complete the identified recommendation.

MATRIX IMPLEMENTATION ACTION

No.	Implementation Strategy	Cost	Ease	Tools and Techniques	Lead Responsibility
A. Land use and strategic growth					
A6	Continue to support the increased density of residential development in select locations, in the form of townhouse, multi-family, and mixed-use housing that allows developers to offset high land acquisition costs through market-driven means.	\$	B	Policy	City of Bentonville
A7	Identify opportunities to encourage specific types of projects in the Downtown Intensification Area that include key infrastructure improvements, achieve other established community objectives, transform otherwise challenging development sites, or act as a catalyst for the development of surrounding properties.	\$	A	Development incentives; policy	City of Bentonville
A8	Work with developers to accommodate appropriate infill development and facilitate a dialogue with local property owners to support their desire to sell and entitle vacant/agricultural land within the infill area.	\$	A	Policy; development incentives	City of Bentonville; development community; property owners
A9	Discourage zoning requests for new residential development in areas located more than ¼-mile away from existing water, sewer, and stormwater infrastructure.	\$	C	Policy; regulatory	City of Bentonville
A10	Work with Benton County to limit new residential subdivisions in unincorporated areas that are not served by existing infrastructure.	\$	C	Policy	City of Bentonville; Benton County
A11	Within the ¼-mile buffer of existing infrastructure (water/sewer), approve new subdivisions only if they connect to existing infrastructure and serve as logical extensions to existing/adjacent development.	\$	C	Policy	City of Bentonville
A12	Encourage the preservation of land for, or integration of, local commercial uses in new residential subdivisions.	\$	D	Policy	City of Bentonville
B. Neighborhoods and housing					
B6	Establish a neighborhood tree planting program that allows residents to purchase City-approved species at a bulk rate for installation in parkways or front yards. Approved species should support plant diversity, resiliency, and water conservancy.	\$	B	Policy	City of Bentonville; neighborhood associations
B8	Support appropriate increases of residential density through the subdivision of large parcels into smaller lots and an increase in the number of housing units, including the aggregation of several parcels to create larger lots to subdivide and develop. As blocks are subdivided or replatted, alleys should be accommodated where possible to support higher density and the relocation of utilities.	\$	C	Policy	City of Bentonville; Benton County; property owners
B9	Support a variety of housing types on a given block and throughout the neighborhood. Increased density and housing diversity will support market-driven affordability, and will appeal to many potential buyers.	\$	B	Policy	City of Bentonville; development community
B10	Coordinate with utility providers to relocate and upgrade infrastructure in order to support additional density and minimize the impacts on neighborhood character.	\$\$-\$\$\$	B	Policy	City of Bentonville; utility providers

No.	Implementation Strategy	Cost	Ease	Tools and Techniques	Lead Responsibility
C. Commerce and industry					
C5	Support small business programs, a diverse range of tenant spaces, and partnerships in marketing and promotion to foster local entrepreneurship.	\$	A	Policy; business incentives	City of Bentonville
C6	The City should consider establishing a commercial and industrial registration or licensing system. In doing so, the City should demonstrate the many benefits of a system, rather than creating the perception that it is simply a revenue and regulatory tool.	\$	A	Policy	City of Bentonville
C7	Throughout the commercial and industrial area near Northwest Medical Facility, the existing greenway should be preserved, and additional points of access should be provided to the Razorback Greenway.	\$	A	Policy	City of Bentonville
D. Heart of Downtown					
D4	Support the establishment of new retail, restaurant, and local entertainment uses that result in pedestrian activity at different times of the day and week.	\$	A	Policy; business incentives	City of Bentonville
D5	Prioritize ground floor commercial spaces for uses that create pedestrian activity (e.g., retail restaurant and direct customer services) with offices being located on upper floors.	\$	A	Policy	City of Bentonville
D6	Support the long-term retention of the Benton County Court House at SE A Street and E Central Avenue.	\$	A	Policy	City of Bentonville
D7	Encourage upper floor residential units as a way of expanding housing choice in Downtown Bentonville.	\$	A	Policy; regulatory	City of Bentonville
D8	Support the preservation of right-of-way for buses or local shuttles as transit services evolve.	\$-\$	C	Policy	City of Bentonville
D9	Utilize the Downtown Parking Study to determine parking demand for businesses and tenants at different times of the day and week in the Heart of Downtown. (This study should relate to other portions of Downtown as well to assess the demand in other areas as well as the potential for surrounding areas to accommodate parking that supports demand in the Heart of Downtown.)	\$	A	Policy	City of Bentonville
D10	Encourage new development that effectively integrates traditional building elements—such as awnings, planar variations, inviting façade design, etc.—with modern building materials and design technologies.	\$	A	Policy	City of Bentonville
D11	Encourage the construction of low impact developments through enhanced stormwater management, energy efficiency, passive heating and cooling, and other design and engineering techniques.	\$	A	Policy	City of Bentonville

No.	Implementation Strategy	Cost	Ease	Tools and Techniques	Lead Responsibility
E. Downtown Transition					
E7	Support the establishment of offices, services, and secondary retail that complement Downtown businesses but do not rely on the high visibility provided nearer Bentonville Square.	\$	A	Policy; development incentives	City of Bentonville
E8	Attract businesses that provide goods and services for nearby residents.	\$	C	Policy; business incentives	City of Bentonville; business owners
E9	Support the development of medium- to high-density residential or mixed-use structures that increase housing choice and market support for Downtown commerce.	\$	A	Policy; regulatory	City of Bentonville
E10	Support a mix of residential and local commercial uses along Central Avenue.	\$	A	Policy; regulatory	City of Bentonville
E11	Continue to use underutilized properties as public parking areas or remote private parking lots for businesses in the Heart of Downtown and Downtown Transition.	\$	A	Policy	City of Bentonville
E12	Support the development of structured parking facilities as development intensifies in the Heart of Downtown and Downtown Transition areas. Such structures should include ground-floor commercial spaces to maintain an active street environment.	\$	A	Policy; development incentives	City of Bentonville
E13	Where possible, locate parking for Central Avenue businesses and access to the parking lots towards frontage along N 2nd Street or S 2nd Street.	\$	B	Policy	City of Bentonville
E14	Continue to utilize shared or dedicated bike lanes to accommodate bicycle access throughout the Downtown Sub-Area and enhance on-street markings for the N 2nd Avenue shared bike lane.	\$-\$	A	Policy	City of Bentonville
E15	Maintain tree canopy and green parkway along Central Avenue, and minimize the extent to which utility installation or maintenance impacts existing trees.	\$	B	Policy	City of Bentonville
E16	Support the preservation of the West Central Ave and Third Street Historic Districts.	\$	A	Policy	City of Bentonville
E17	Install signage at the gateways to the historic districts.	\$	A	Policy	City of Bentonville

No.	Implementation Strategy	Cost	Ease	Tools and Techniques	Lead Responsibility
F. South Gateway					
F7	Encourage the redevelopment of SW A Street as the primary entry way to Downtown from the south with multi-story mixed-use buildings, retail, and civic uses.	\$-\$\$\$	C	Policy	City of Bentonville; development community
F8	Continue to support S Main Street as a secondary entry to Downtown, with a mix of local commercial, public services, residential structures converted for commercial use, and multi-family, townhouse or small-lot single-family residences.	\$	A	Policy	City of Bentonville
F9	Support the relocation of existing light industrial uses to other portions of Bentonville where design character and community identity are not as highly prioritized.	\$\$\$	D	Policy	City of Bentonville; property owners
F10	Support the development of parking structures toward the interior of blocks to support commercial uses and multi-family buildings.	\$	C	Policy	City of Bentonville; development community
F11	As redevelopment occurs, focus vehicular access to rear alleys and side streets rather than SW A Street and Main Street.	\$	A	Policy	City of Bentonville
H. West End					
H3	The vacant frontage at the southeast corner of 14th Street and A Street should be developed for commercial/retail uses. This development will help establish the character of SW A Street heading north toward Downtown Bentonville and should include attractive site and building design that holds the corner of the intersection.	\$	C	Policy; development incentives	City of Bentonville; development community
I. Regional Airport Boulevard					
I1	Vacant land on either side of the Municipal Airport should be developed for light industrial/business uses, ideally in support of and compatible to the airport's operations and activities.	\$	C	Policy	City of Bentonville; development community

ZONING and REGULATORY STRATEGY

Implementing the Bentonville Community Plan will require a wide range of implementation actions, collectively aimed at realizing the Plan's recommendations. Zoning and other development regulations are a powerful tool for implementing the Plan. Regulatory controls are municipal ordinances that direct the land use and physical development of properties within the City limits. They seek to promote the health, safety, and general welfare of Bentonville residents by minimizing nuisances, reducing hazards, and optimizing land use compatibilities.

This section provides a framework for a zoning and regulatory strategy aimed at implementing the Bentonville Community Plan. The guidelines and recommendations outlined in this section are based on Plan recommendations that can be at least partially realized through the implementation of zoning amendments and regulatory actions.

Regulatory changes are intended to enhance the visual appearance and image of the community and advance the public welfare through the resulting benefits to the economy, character, and quality-of-life in the City of Bentonville. By using the recommendations and guidance contained in this section, the City will be well positioned to establish the regulatory controls necessary to ensure an attractive physical environment, accommodate contemporary development practices, promote compatibility with established residential areas, and enhance the economic viability and strength of the entire community.

REVIEW OF ZONING and SUBDIVISION REGULATIONS

Although this section identifies several recommended actions related to zoning and regulatory controls and procedures, adoption of the **Bentonville Community Plan** should be followed by a detailed and thorough review and update of the City's various development controls including the zoning ordinance and subdivision ordinance. It is essential that all development controls be consistent with and complement the Plan's vision, goals, objectives, and recommendations.

The Community Plan strives to address economic development, growth and investment, sense of place and community character, transportation and parking, and much more. Many of these items, especially those that have a physical or use related component, are directly impacted by the City's regulatory controls. By using the Community Plan to direct zoning and regulatory amendments, the City will begin to effectively implement key plan recommendations. Areas of Plan recommendations that can be at least partially addressed through zoning and development regulations include: Aligning zoning with the Land Use Plan; Prioritizing infill development; Residential design guidelines; Parkway trees and landscaping; Requiring neighborhood elements; Parking minimums and maximums; Creating pedestrian environments; and many more.

An example of the type of regulatory implementation that should be undertaken is the creation of the new zoning districts for Downtown Bentonville. Based on the objectives of balancing increased residential density, maintaining and enhancing neighborhood character, providing more certainty to neighbors and developers, and providing a more diverse range of housing types, four new Downtown neighborhood zoning districts were created – DN-1, DN-2, DN-3, and DN-4.

While the Community Planning process was used to identify and clarify the issues, as well as identify, test, and propose new zoning solutions, it was a deliberate Downtown neighborhood zoning initiative that resulted in the new zoning districts being created. This level of effort should be applied to the entire Bentonville Zoning Ordinance to better leverage zoning as a tool to implement recommendations and realize the community's aspirations.

LAND USE PLAN and ZONING DISTRICT ALIGNMENT

At its most basic function, the Community Plan establishes a land use designation for every parcel and area within the community, via the Land Use Plan. This Land Use Plan should be used to guide the establishment of new zoning districts, amendments to existing districts, and the creation of a new zoning map that better aligns with the new Land Use Plan (page ??). Similar to the creation of the new Downtown Neighborhood Districts (DN-1, DN2, DN-3, DN-4), the City should carefully examine the Land Use Plan as it prepares a new zoning ordinance and map. Amendments should reflect the recommendations of the Plan as it relates to character, uses, intensity of development, and more.

Currently, the Land Use Plan establishes 15 different land use categories, while the zoning ordinance contains 24 different zoning districts. As an implementation first step, it is imperative that the City amend the zoning ordinance and map to better reflect the Community Plan. It is unlikely, due to existing uses and development patterns that the Land Use Plan and zoning map will align perfectly, given that land was developed under zoning rules that may now change. This is to be expected. However, it is important to understand that zoning is not planning. Planning must come first, and now that the Community Plan is in place, the zoning should be amended to reflect the intent of the Plan. This alignment provides "fair certainty", allowing land owners, developers, officials, staff, and residents what the expectation is regarding land use, development, character, intensity, and more.

REGULATORY STRATEGY MATRIX

The regulatory strategy matrix offers several specific tactics and recommended policies related to the vision outlined in the **Bentonville Community Plan**. This regulatory strategy matrix provides staff with a tool to identify and guide amendments to zoning and regulatory policies that will enable the City to begin implementing the Plan. The matrix reflects the Plan recommendations that have a possible tie to zoning and development regulations. The matrix provides a description of the recommendation or action, cost impact, ease of implementation, various tools and techniques, and lead responsibility. Relative to other types of implementation tasks, zoning and regulatory related items are relatively low cost, can often be undertaken by City staff or consultants, and can be completed in a relatively short timeframe.

PUBLIC COST ESTIMATE

Public cost estimates are represented by a scale ranging from \$ to \$\$\$\$\$. The costs in this column refer only to public costs. Below is a description of the cost scale:

- \$ – Primarily internal staff time with limited outside funding required.
- \$\$ – Outside consulting services assistance is expected or capital expenditures are to be more than \$25,000 but less than \$100,000.

EASE OF IMPLEMENTATION

The ease of implementation is indicated by a traditional grade scale from **A** to **F**, with **A** being easiest to implement and **F** being most difficult to implement. This category is a collective indicator of the anticipated level of effort by responsible parties, estimated cost, budget opportunities, and general stakeholder interest.

TOOLS AND TECHNIQUES

Relevant methods of implementation are described here. If a specific type of funding is applicable to the recommended action, it may be listed as well. Detailed descriptions of potential funding sources are included in the preceding section of this chapter.

LEAD RESPONSIBILITY

Lead responsibility includes government bodies, civic organizations, private entities, and other associations that may be able to provide assistance with the identify strategy through coordination and cooperation are identified. As applicable, lead responsibility groups should coordinate with potential partners to explore opportunities for collaboration to complete the identified recommendation.

MATRIX REGULATORY STRATEGY

No.	Implementation Strategy	Cost	Ease	Tools and Techniques	Lead Responsibility
A. Land use and strategic growth					
A1	Amend zoning ordinance and map to reflect the recommendations of the Community Plan's Land Use Plan, and establish development review and approval procedures that streamline and improve the infill development process.	\$	B	Regulatory; zoning code amendment(s)	City of Bentonville
A2	Consistent with the process undertaken to amend the Downtown Neighborhood residential districts, identify opportunities for appropriate amendments to other zoning districts to increase density and provide a wider range of residential dwelling types.	\$	B	Policy	City of Bentonville
A3	Amend the zoning and subdivision ordinances to establish standards that discourage any new residential development in areas located more than ¼-mile away from existing water, sewer, and stormwater infrastructure, such as a development adjacency or concurrency requirement.	\$	C	Policy; regulatory	City of Bentonville
B. Neighborhoods and housing					
B1	Adopt residential design guidelines that ensure the design of housing is compatible with the desired neighborhood character. The recently adopted Downtown Neighborhood (DN) District zoning standards include basic principles related to site design, parking access, massing, and orientation of residential development. The City should consider additional non-regulatory standards that address building details, porches, landscaping, orientation, massing, and other aspects of traditional neighborhood design.	\$\$	B	Regulatory; design standards	City of Bentonville; consultants
B2	As redevelopment occurs, require the planting of trees in parkways and front yards. Trees in the parkway and residential front yards are an important element of traditional neighborhood character. The City should require the planting of trees that enhance species diversity and resiliency.	\$\$	B	Regulatory	City of Bentonville; HOAs
B3	Review, and amend where appropriate, subdivision regulations, zoning standards, and infrastructure design standards to encourage or require high-quality urban design elements, such as limited driveway widths, garage orientation and design, utility location and screening, and more.	\$	A	Regulatory; zoning code amendment(s)	City of Bentonville
B8	Amend the zoning ordinance to allow smaller lots in areas targeted for increased residential densities.	\$	C	Policy	City of Bentonville; Benton County; property owners
B9	Amend the zoning and subdivision ordinances to better accommodate/promote the creation of and use of public alleys as a primary means to access individual residential properties.	\$	C	Policy; Regulatory; Zoning; Subdivision ordinance	City of Bentonville
B10	Amend the zoning ordinance to allow a variety of housing types (single-family detached, single-family attached, and multi-family) on a given block and throughout neighborhoods in targeted residential areas.	\$	B	Policy; Regulatory; Zoning Code amendment(s)	City of Bentonville
C. Commerce and industry					
C1	Consider additional design standards that can be implemented as either requirements for projects that use local incentives, or as base standards within key areas of the community that have a high impact on image and identity, such as the Downtown. Example of such locations include development at prominent intersections, gateway areas into the Downtown, and other locations where there is a unique opportunity to further enhance the Bentonville brand.	\$	A	Regulatory; development incentives	City of Bentonville

No.	Implementation Strategy	Cost	Ease	Tools and Techniques	Lead Responsibility
D. Heart of Downtown					
D1	Minimize the presence of surface parking lots through redevelopment or parking structures with commercial tenant space on the ground floor fronting public rights-of-way.	\$	C	Regulatory; parking requirements	City of Bentonville
D2	Support design solutions in the public and private realms that prioritize the traditional character and pedestrian orientation of the area over factors related to automotive access, utilities, and other elements.	\$	A	Policy; regulatory; design standards	City of Bentonville
D3	Continue to require the integration of façade transparency, pedestrian-scale signage, and decorative lighting to reinforce the traditional nature of the character area.	\$	A	Regulatory; design standards	City of Bentonville
E. Downtown Transition					
E1	Integrate residential building forms in commercial and mixed-use design in order to provide a transition from the Heart of Downtown to surrounding residential blocks.	\$	C	Regulatory; design standards	City of Bentonville
E2	Require Central Avenue through-lots to provide screening along N 2nd Street and S 2nd Street when properties are being developed or redeveloped.	\$	A	Regulatory	City of Bentonville
E3	Require the screening of surface parking areas with perimeter landscaping or decorative walls or fences that use materials compatible with Downtown architecture.	\$	A	Regulatory	City of Bentonville
E4	Support the preservation of historic structures along Central Avenue in the West Central Ave and Third Street Historic Districts.	\$	A	Policy; Preservation guidelines and ordinance	City of Bentonville
F. South Gateway					
F1	Vacate local streets that create unnecessarily short block frontages along SW A Street and Main Street.	\$	C	Regulatory; municipal ordinance	City of Bentonville
F2	As redevelopment occurs, install decorative streetscaping—including a decorative median, parkway lighting, and landscaping – and relocate or bury utilities along SW A Street.	\$\$	B	Regulatory	City of Bentonville
F3	Require a high quality of architecture and site design—including building materials, massing, façade transparency, signage and lighting—for development on SW A Street.	\$	A	Regulatory; design standards	City of Bentonville
F4	Require development on S Main Street to incorporate residential design elements including pitched roof forms, residential building materials, massing and fenestration elements, and entrances.	\$	A	Regulatory; design standards	City of Bentonville

CIP PROJECTS FRAMEWORK

The capital improvement plan (CIP) is a multi-year program for expenditures by the City of Bentonville for rehabilitation, replacement, and balancing of the City's municipal infrastructure systems. Projects considered through the CIP process involve proposed investments in the City's infrastructure and facilities, including police and fire stations, parks and recreation facilities, community centers, offices, roads and sidewalks, and utilities.

RELATIONSHIP BETWEEN CIP and THE COMMUNITY PLAN

The CIP is intended to complement the **Bentonville Community Plan** to ensure infrastructure can be provided to meet the goals of this plan, with a clear definition of needs and priorities to assist in annual budget development. Comprehensive planning influences the programming of capital improvements, and, as noted above, state law reinforces that link by authorizing the Planning Commission to annually prepare a CIP to support and implement comprehensive plan recommendations.

The City also provides a strong connection between the comprehensive plan and capital improvements in the form of short-range implementation strategies. In addition to the **Bentonville Community Plan**, several other planning documents provide implementation recommendations that link the future vision of the community to relatively short-term actions. These documents include, but are not limited to:

- ▣ Downtown Bentonville Master Plan (2004)
- ▣ General Plan (2007)
- ▣ Parks and Recreation Master Plan (2007)
- ▣ Master Street Plan (2008)
- ▣ Master Plan Study for Water Distribution (2010)
- ▣ Northwest Arkansas Greenway Design Study (2010)
- ▣ Transit Development Plan (TDP) (2010)
- ▣ Watershed Management Plan for the Upper Illinois Watershed (2012)

- ▣ North Walton Boulevard Corridor Enhancement Plan (2013)
- ▣ Heritage Trail Plan (2013)
- ▣ Regional Transportation Plan (2013)
- ▣ Bentonville Blueprint (2014)
- ▣ SE Downtown Area Plan (2014)
- ▣ Regional Bicycle and Pedestrian Master Plan (2014)
- ▣ Northwest Arkansas Transportation Alternatives Analysis (2014)
- ▣ Bike and Pedestrian Master Plan (2015)
- ▣ Greater Northwest Arkansas Development Strategy for 2015–2017
- ▣ Transportation Alternatives Analysis Study (2015)
- ▣ Northwest Arkansas Open Space Plan (2016)

CAPITAL IMPROVEMENT POLICY

Per the City's most recent annual budget document, its capital improvement policy includes the following core elements:

- ▣ The City Council will adopt a five-year CIP. It will serve as a plan to provide for the orderly maintenance, replacement, and expansion of capital assets. Each year after budget adoption, the CIP will be reviewed and revised to reflect the impact of the adopted budget and to add a year to the CIP.
- ▣ Each year the new CIP will serve as the base for preparation of the budget for the coming year. Deviations from the CIP can be requested in the budget but there must be an explanation for the change.
- ▣ The replacement of existing capital that is worn out, broken, or costly to maintain will not be deferred except in unusual circumstances. The costs to defer would usually result in greater total expenditures over time.

- ▣ Vehicles are considered for replacement in accordance with established guidelines on age and/or miles.
- ▣ The CIP identifies long-range capital projects and capital improvements of all types that will be coordinated with the annual operating budget to maintain full utilization of available revenue sources.
- ▣ While reviewing and updating the CIP, the City will seek to identify all viable capital projects and capital improvements required during the subsequent five-year period. These projects and improvements will be prioritized by year. Future operating costs associated with a project or an improvement will also be given consideration in the establishment of priorities.
- ▣ The City will seek Federal, State, and other funding to assist in financing capital projects and capital improvements.
- ▣ The City will incorporate the reasonable findings and recommendations of various City Boards, Commissions, Committees, and Citizen task forces, as they relate to the establishment of projects and

project priorities.

PRIORITIES vs. FUNDING AVAILABILITY

Priority rankings do not necessarily correspond to funding sequence. For example, a road-widening project that is ranked lower than a park project may be funded first, since the road project has access to a restricted revenue source, while the park project may have to compete for funding from other revenue sources. A project's funding depends on many of factors—not only its merit, but also its location, cost, funding source, and logistics.

The City of Bentonville utilizes the following approach when reviewing the list of requests:

- ▣ Can the project be funded with capacity/impact fees? If so, that money would be used first.
- ▣ Is there other money available to assist with funding such as development agreements, grants, cost sharing ventures with interested parties, set asides from prior years, or regular operating revenues? Debt is not looked to first unless the scope of the project(s) is of such a magnitude that debt is the only solution. This is what the City was faced with when the capital sales tax was taken to the voters in August. The City believes the projects that are accomplished with the bond issue will take the City well into the future.

UNFUNDED NEEDS

The CIP cannot address all the capital expenditure needs for the City. As with other communities throughout the region, state, and nation, the City's infrastructure systems have needs that are growing at such a rate that they cannot be addressed within the span of a five-year CIP. Some identified needs cannot be addressed because of limits on the annual amount of available funding or staffing resources. Others cannot be addressed because of a lack of any applicable funding source, or perhaps policy or legal restrictions.

As a result, solutions cannot be implemented within the CIP for all capital needs. Rather than discard or ignore these items, they are included in the CIP as unfunded needs, with many of them shown outside of the five-year capital planning window. This information will provide guidance to City staff in examining the limitations and restrictions currently in place and seeking alternative methods to achieve solutions to these needs.

OPERATIONAL AND MAINTENANCE NEEDS

The City of Bentonville includes an operations and maintenance (O&M) budget and a capital projects budget within their annual budget. Projects that are considered operational, maintenance, or recurring are typically excluded from the CIP, but are captured in the O&M budget portion of the annual City budget document. In the CIP framework detailed below, some O&M projects are included, such as:

- ▣ Minor bridge rehabilitation,
- ▣ Minor street repairs and filling of potholes,
- ▣ Replacement of roofs, doors, and windows,
- ▣ Parking lot reconstruction,
- ▣ Computer system upgrades,
- ▣ Hydrant and water valve replacement,
- ▣ Security system upgrades, and
- ▣ Water meter replacement.

CAPITAL IMPROVEMENT PLAN (CIP) FRAMEWORK MATRIX

The CIP framework offers a broad list of all capital-improvement strategies, policies, and project recommendations contained within the **Bentonville Community Plan**. The framework provides staff with a tool to prioritize CIP-related implementation activities and projects over the life of the plan. In addition, the framework allows the City to approve specific, actionable items on an annual basis and evaluate progress based upon completed implementation strategies. The CIP project framework offers a brief description of each project and indicates the following:

PUBLIC COST ESTIMATE

Public cost estimates are represented by a scale ranging from \$ to \$\$\$\$\$. The costs in this column refer only to public costs. Below is a description of the cost scale:

- \$ – Primarily internal staff time with limited outside funding required.
- \$\$ – Outside consulting services assistance is expected or capital expenditures are to be more than \$25,000 but less than \$100,000.
- \$\$\$ – Capital improvements greater than \$100,000 but less than \$1,000,000.
- \$\$\$\$ – Multi-million-dollar capital project investment.

EASE OF IMPLEMENTATION

The ease of implementation is indicated by a traditional grade scale from **A** to **F**, with **A** being easiest to implement and **F** being most difficult to implement. This category is a collective indicator of the anticipated level of effort by responsible parties, estimated cost, budget opportunities, and general stakeholder interest.

TOOLS AND TECHNIQUES

Relevant methods of implementation are described here. If a specific type of funding is applicable to the recommended action, it may be listed as well. Detailed descriptions of potential funding sources are included in the preceding section of this chapter.

LEAD RESPONSIBILITY

Lead responsibility includes government bodies, civic organizations, private entities, and other associations that may be able to provide assistance with the identify strategy through coordination and cooperation are identified. As applicable, lead responsibility groups should coordinate with potential partners to explore opportunities for collaboration to complete the identified recommendation.

MATRIX CAPITAL IMPROVEMENT PLAN FRAMEWORK

No.	Implementation Strategy	Cost	Ease	Tools and Techniques	Lead Responsibility
A. Land use and strategic growth					
A4	Establish a short- and long-term capital plan to upgrade infrastructure in Downtown in order to accommodate potential population growth and development intensification.	\$\$	B	CIP	City of Bentonville
A5	Update the Master Street Plan.	\$	B	CIP	City of Bentonville
B. Neighborhoods and housing					
B4	Work with developers to complete the sidewalk network in unfinished subdivisions before remaining lots are developed. Since most subdivisions in Bentonville require the developer to pay for sidewalks, this may require initial investment by the City to construct the sidewalks that could be recouped during building permit approval for individual lots.	\$\$-\$\$\$	C	CIP	City of Bentonville; development community
B5	Install local bike routes and bike lanes. Some residential streets are as wide as 30' and many are not relied upon for on-street parking due to the single-family nature of neighborhoods. These streets could accommodate a designated bike route that connects other segments of the network to local destinations and amenities. Bike routes could be designated by small-scale signage or on-street lane markings.	\$\$-\$\$\$	C	CIP	City of Bentonville
C. Commerce and industry					
C2	In Downtown Bentonville, relocate the existing east-west trail on the former rail right-of-way just south of the historic train station building.	\$	B	CIP	City of Bentonville
C3	Throughout the South Walton Boulevard area, the sidewalk network should be completed and, where right-of-way allows, separated from the edge of the curb to provide a safe buffer for pedestrians from traffic.	\$\$	B	CIP	City of Bentonville
C4	Consideration should be given to extending/connecting SW Regional Airport Road to the east to connect to Highway 112 for more direct access to I-49.	\$\$\$-\$\$\$\$	C	CIP	City of Bentonville
E. Downtown Transition					
E4	Maximize on-street parking opportunities through the striping or reconfiguration of existing streets.	\$-\$\$	B	CIP	City of Bentonville
E5	Extend Downtown streetscaping elements along prominent corridors.	\$-\$\$	B	CIP	City of Bentonville
E6	Install signs, gateway features, and sculptures that announce entry into the Downtown area.	\$\$-\$\$\$	C	CIP	City of Bentonville
F. South Gateway					
F5	Maximize opportunities for on-street parking through the reconfiguration of SW A Street.	\$\$-\$\$\$	C	CIP	City of Bentonville
F6	Utilize intersecting streets for on-street parking to support commercial uses.	\$\$\$	C	CIP	City of Bentonville

No.	Implementation Strategy	Cost	Ease	Tools and Techniques	Lead Responsibility
G. East End					
G1	Additional landscaping should be installed along the north side of 14th Street, both north and south of the sidewalk, to improve the appearance and provide screening for the residential neighborhood to the north, and to better buffer the South Bentonville Trail from 14th Street traffic.	\$\$	A	CIP	City of Bentonville
G2	The South Bentonville Trail should be extended to cross 14th Street as it runs south on J Street, then run east along the south side of 14th Street to the existing creek corridor. It should then head south between Evergreen Street and SE O Street to connect to the Razorback Greenway.	\$-\$\$	B	CIP	City of Bentonville
G3	Efforts should be made to eliminate curb cuts and provide cross access and shared parking for adjacent properties. Over time, residential structures will likely be replaced with commercial structures, which should provide coordinated development, attractive residential scaled buildings, improved parking and access management, and appropriate screening and buffering for the residential uses to the south.	\$\$	C	CIP	City of Bentonville
G4	The 14th Street/Moberly Lane intersection should be improved to facilitate safer pedestrian and bicycle crossing. A clear and well defined pedestrian crosswalk is lacking at three of the four intersection points, despite the intersection being a connection along the Moberly Lane Path. Intersection improvements should include enhanced crosswalk striping and "pork-chop" islands.	\$\$	B	CIP	City of Bentonville
G5	Gateway features should be installed at the ends of the I-49 exit ramps along 14th Street. These gateway/entry features will announce entry into Bentonville for those traveling on the interstate, and could also include wayfinding elements directing visitors to local destinations such as NWACC, Mercy Sisters, Walmart Home Office, Crystal Bridges, and Downtown Bentonville.	\$\$	B	CIP	City of Bentonville
G6	The southwest corner of the NWACC property, at the corner of 14th Street and Bekaert Drive, provides an opportunity for a more substantial gateway/entry feature for travelers entering Bentonville from Rogers. The design of the gateway feature should be consistent with those located near the ends of the 14th Street/I-49 interchange exit ramps, and should include signage, landscaping, and lighting.	\$\$	B	CIP	City of Bentonville
H. West End					
H1	Curb cuts on the north side of 14th should be removed, and sidewalks should be constructed with a grass parkway between the sidewalk and roadway back of curb.	\$	B	CIP	City of Bentonville; property owners
H2	Support the installation of a local roadway that would connect 15th Street west to Derek Drive. Another segment between the new east-west connector and 14th Street could be inserted between the Police Department driveway and property to the east, and would enhance access directly from 14th Street.	\$\$-\$\$\$	C	CIP	City of Bentonville
J. SW					
J1	Work with existing development to better connect adjacent parking lots and consolidate curb cuts along S Walton Boulevard.	\$\$-\$\$\$	C	CIP	City of Bentonville; property owners
J2	The creek just west of SW Bright Road (and SW Regional Airport Boulevard) should be preserved through site planning and integrated stormwater management techniques.	\$\$-\$\$\$	C	CIP	City of Bentonville; property owners
J3	Construct a series of internal circulator roads to provide controlled access to uses within the Southwest Walmart Distribution Center area, connecting to surrounding residential neighborhoods as they develop over time.	\$\$\$-\$\$\$\$	C	CIP	City of Bentonville; property owners
J4	In Downtown Bentonville, modifications to the roadway network, such as the extension of 6th Street between S Main and SW A, would create more logical redevelopment sites.	\$\$\$-\$\$\$\$	C	CIP	City of Bentonville; property owners

RESOLUTION NO. 6-24-25 H

**A RESOLUTION AMENDING THE DESCRIPTION OF THE TRADITIONAL
NEIGHBORHOOD PLACE TYPE IN THE UPDATED COMMUNITY PLAN,
CHAPTER 4, PURSUANT TO ARKANSAS CODE ANNOTATED §14-56-414; AND
FOR OTHER PURPOSES**

WHEREAS, the Future Land Use Map and Place Types were adopted with Resolution No. 2-11-25M on February 11, 2025;

WHEREAS, the description for the Traditional Neighborhood place type indicates small-scale building as an appropriate land use;

WHEREAS, the Traditional Neighborhood place type was not intended for small-scale apartment buildings; and

WHEREAS, the Future Land Use Map and Zoning Alignment Policy does not allow zoning districts that allow apartment complexes within the Traditional Neighborhood place type.

NOW, THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BENTONVILLE, ARKANSAS, THAT:

Section 1: That Chapter 4 of the Bentonville Community Plan be amended as shown in *Exhibit A: Traditional Neighborhood Amendment*, three copies of which are on file with the City Clerk and which is hereby adopted by reference as though it were copied herein fully;

Section 2 - Severability Provision: If any part of this Resolution is held invalid, the remainder of this Resolution shall continue in effect as if such invalid portion never existed;

Section 3 - Repeal of Conflicting Provisions: All Ordinances, Resolutions, or Orders of the City Council, or parts of the same, in conflict with this Resolution are repealed to the extent of such conflict; and

Section 4: That this Resolution shall be in full force and effect from and after the date of its passage.

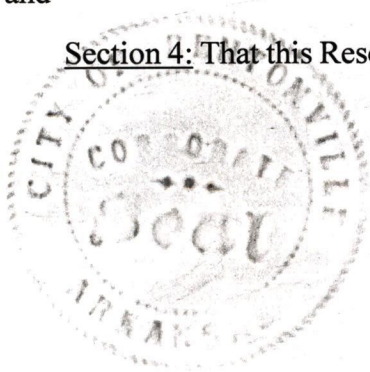
PASSED and APPROVED this 24 day of June, 2025.

APPROVED:


Stephanie Orman, Mayor

ATTEST:


Malorie Marrs, City Clerk



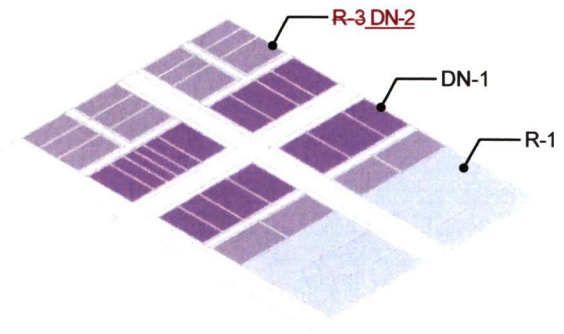
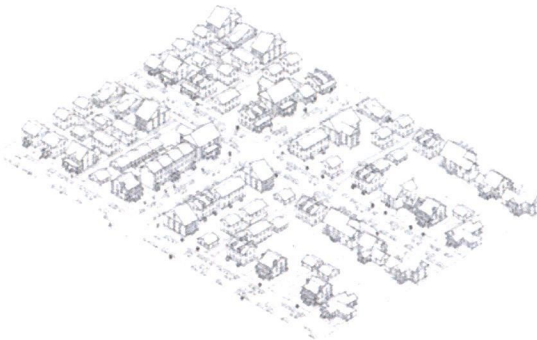
FUTURE LAND USE AND ZONING

Exhibit A: Traditional Neighborhood Amendment

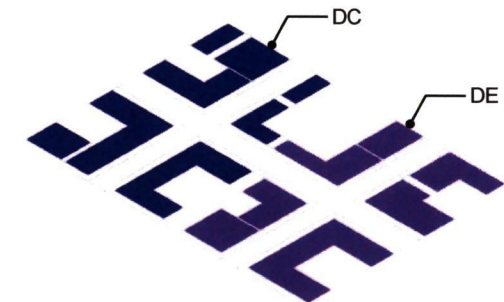
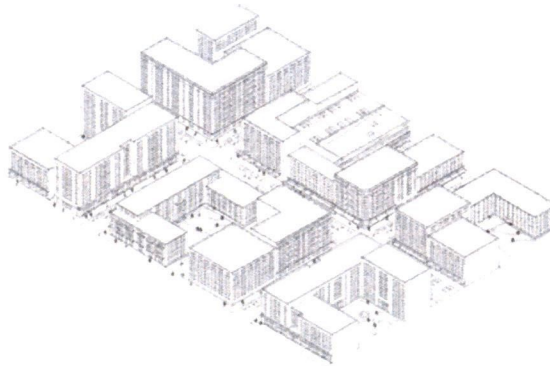
Future Land Use and zoning are interconnected yet distinct components of city planning. While the Community Plan does not directly change zoning, it provides a vision for the city's development by defining Place Types—a set of intended characteristics for each area of the city, including land uses like residential, commercial, or mixed-use, typical activities, and building scale. Each Place Type can incorporate several zoning districts, and property owners may request rezoning as needed. These requests are assessed in light of the Community Plan to ensure they align with the Place Type's objectives. The Future Land Use Plan provides a structured framework that guides zoning decisions by outlining the intended characteristics and uses within each designated Place Type and by suggesting compatible zoning categories. Decision-makers use this framework in conjunction with the Zoning Alignment Table, which identifies existing Zoning Districts compatible with each Place Type. For example, the Suburban Neighborhood Place Type might align with R-1 and R-3 zoning, while Parks and Public Spaces may allow for broader zoning compatibility. However, all developments should meet the specific character and functional goals set forth for each Place Type to maintain the area's intended purpose and appearance.

Future Land Use assignments can be changed by request of the property owner. Such requests are evaluated once each year, holistically, to ensure they support the goals of the Community Plan and other city goals and policies.

TRADITIONAL NEIGHBORHOOD



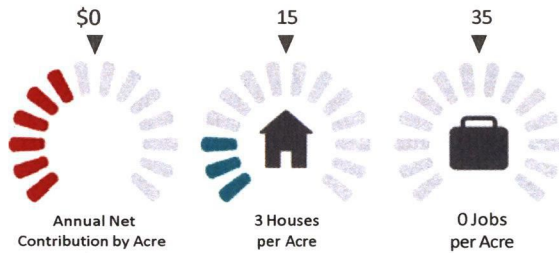
REGIONAL CENTER



Examples of Place Type correlation with zoning districts. Place Types typically include multiple zoning districts.

Note: Rezoning requests should be reviewed in accordance with the city's most recently adopted Future Land Use Map and Zoning Alignment Policy.

TRADITIONAL NEIGHBORHOOD



Anticipated building height: 2.5-3 stories

Traditional Neighborhoods serve as a bridge between denser, more mixed-use Walkable Neighborhoods and more dispersed and automobile-oriented Suburban Neighborhoods. As such, they merge features of both.

Characterized by gridded, walkable blocks of single family homes ~~and~~, townhomes, ~~and small-scaled apartment build—ings~~, they provide diverse housing opportunities while easing the way towards areas of single family homes only.

Lots are formally structured but grow incrementally larger as you move outward, maintaining the viability of walking and biking for many trips while contributing to a more relaxed residential character.

