

SE DOWNTOWN Area Plan



arts & culture



food



community

Adopted by City Council January 28, 2014



Bentonville City Council

Mary Baggett, Ward 1
Chris Sooter, Ward 1
Roger Thomas, Ward 2
Shane Perry, Ward 2
Leah Williams, Ward 3
Bill Burckart, Ward 3
Burton Head, Ward 4
Jim Grider, Ward 4

Bentonville Planning Commission

Pat Carroll
James Stanley
Joe Thompson
Joe Haynie
Richard Binns
Lisa Bohn
Debi Havner

Bentonville Board of Adjustment

Rick Rogers
Sam Pearson
James Stanley
Greg Matteri
Rustin Chrisco

Arts District Committee

Shane Perry, City Council
Debi Havner, Planning Commission
Greg Matteri, Board of Adjustment
Dayton Castleman, Public Art Adv. Com.
Aaron Lawson, Lawco
Rhonda French, Merchant District
Peter Lane, Walton Arts Center
Brenda Anderson, Com. Dev. Corp.
Paige Ray, local artist

Residential Committee

Bill Burckart, City Council
Joe Thompson, Planning Commission
Sam Pearson, Board of Adjustment
Rustin Chrisco, Main Street Builders
Randy Lawson, Lawco
Brenda Anderson, Community Development Corp.
Todd Renfrow, Lamplighter
Chris Baribeau, Modus Studios
Jake Newell, Jacobs + Newel Company
Tim Scott, Walmart Real Estate
Jake Lambert, Main Street Builders

Market District Committee

Chris Sooter, City Council
Pat Carroll, Planning Commission
Rick Rogers, Board of Adjustment
Rustin Chrisco, Main Street Builders
Paul Esterer, Newmark Grubb Arkansas
Chris Neely, Walmart
Stan Zylowski, Downtown Redev. Corp.
April Seggebruch, Downtown Redev. Corp.
Dr. Steve Gates, NWA Community College
Mike Harvey, Northwest Arkansas Council
Ramsay Ball, Colliers International

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Downtown Bentonville Inc.

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Daniel Hintz, Past Executive Director
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Bentonville Convention & Visitors Bureau

Kalene Griffith, Executive Director

Bentonville/Bella Vista Chamber of Commerce

Dana Davis, CEO and President
Tom Ginn, V.P. of Economic Development

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Appendix A: Public Workshop Results

Appendix B: Downtown Dashboard: SE Downtown Edition

RESOLUTION NO. 1-28-14 A

**A RESOLUTION ADOPTING THE SOUTHEAST DOWNTOWN AREA PLAN
PURSUANT TO ARKANSAS CODE ANNOTATED §14-56-414**

WHEREAS, the purpose of the SE Downtown Area Plan is to make recommendations to establish an Arts District and a Market District, encourage complimentary land uses, pleasing aesthetics and economic development strategies to create a great downtown neighborhood that is economically vibrant; and,

WHEREAS, the City of Bentonville held a public hearing on January 21, 2014;

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

Section 1. The SE Downtown Area Plan is herein established by the Planning Commission and the City Council pursuant to Arkansas Code Annotated §14-56-414 and attached hereto as Exhibit "A", an electronic copy and hard copy of which is on file with the City Clerk and is hereby adopted by reference as though it were copied herein fully.

Section 2. That this resolution shall be in full force and effect from and after the date of its passage.

PASSED and APPROVED this 28th day of January, 2014.

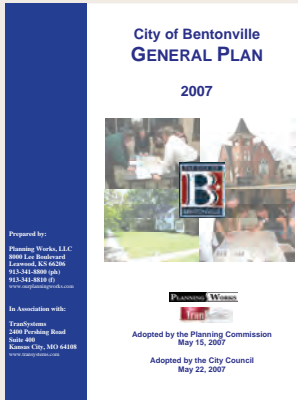
APPROVED:

Bob McCaslin
Bob McCaslin
MAYOR

ATTEST:

Linda Spence
Linda Spence
CITY CLERK

PURPOSE & PROCESS



A Vision of Downtown

*- from the 2006 Downtown
Bentonville Master Plan*

“In the year 2015, Downtown Bentonville will be “the” gathering place in Bentonville. It will be vibrant, characterized by pedestrian and auto activity on the streets, sidewalks and shops, offices and restaurants. It will represent a diverse culture with art shows, public art and murals and events that cater to local minorities. Bentonville residents live downtown in a variety of residential structures, shop for daily needs as well as special occasions, dine in a variety of restaurants and attendance at downtown events will double because downtown is “the” place to be.”

Downtown Master Plan as the Foundation

Over the past 17 years, the City of Bentonville, civic organizations and business leaders have attempted several efforts to guide downtown development. In 1996, the University of Arkansas Design Center prepared a downtown study that presented a plan for renovation of the downtown square. In 2000, the City of Bentonville adopted its General Plan which included several recommendations regarding downtown Bentonville. A formal process to create a specific downtown master plan was launched in 2003.

The purpose of the Downtown Master Plan was to gather all of the concepts, ideas and recommendations from previous efforts then add additional data, analysis and research to establish a common vision and identify the methods and techniques to bring that vision to reality. The plan was facilitated by the City of Bentonville staff. The Soderquist Center for Leadership and Ethics assisted with the visioning workshop and Harrison French Architects and Sandcreek Engineering prepared the renderings and illustrations. It was formally adopted by City Council in 2004. Both the City of Bentonville and Downtown Bentonville, Inc. use the Downtown Master Plan as the guiding document for the 1,790 acres of the downtown planning area.

Since adoption, the city has invested a significant amount of staff and financial resources in the development of downtown. A time line of the projects completed by the city is provided on the following page.

The goal of this plan is to focus attention on a specific area of downtown that has opportunities for redevelopment and provide a more detailed guide for implementation. The study area is approximately 300 acres which allows for more strategic planning. At the same time, this plan proposes two experience districts that may require further study and planning at a future date.



The themes and concepts in the Downtown Master Plan still serve as the primary foundation for downtown development. The concept of human scale and pedestrian activity with a continuous building edge in the commercial nodes is particularly applicable to the experience districts.

Downtown Master Plan Implementation Timeline

2005

- Downtown Design Guidelines adopted
- First standards for sidewalk vendors adopted

2006



- Intersection of Walton Blvd. and W. Central Ave. improved
- Downtown Bentonville Trail (Pepsi Trail) constructed
- Bentonville Library constructed
- Bentonville Community Development Building constructed
- Bentonville Electric Building constructed
- Zoning districts for higher density residential adopted

2007

- WiFi on the Square made available
- Town Branch Trail completed

2008

- Bentonville Fire Station #1 constructed
- Phase II Square Renovations completed

2009



- Identification signs for public parking installed
- Renovation of S. Main St. corridor designed
- Large area of downtown rezoned to Downtown Edge and Downtown Core
- City Hall renovations completed
- Inventory Warehouse constructed

2010



- NW 2nd St. from SW A St. to S. Main St. renovated
- Two new downtown parking lots constructed
- Gilmore Park constructed
- Dave Peel Park renovated
- Lawrence Plaza Ice Rink / Splash Pad completed

2011

- Downtown Activity Center constructed

2012

- Wayfinding signage installed
- Trail connection between downtown and Bella Vista completed
- Renovation of E. Central Ave. completed
- Austin-Baggett Park constructed

Project Goals

- Guide redevelopment activities.
- Preserve the city's investment in public infrastructure.
- Provide predictability to encourage private investors.
- Guide the city in anticipating and aligning resources to budget for necessary physical infrastructure.
- Establish this area as Northwest Arkansas' primary center for local food resources and healthy eating education.
- Establish this area as a concentration of art and cultural venues building on the momentum of Crystal Bridges Museum of American Art and 21C Museum Hotel.
- Improve pedestrian and bicycle infrastructure.
- Create an inviting streetscape and urban character.
- Develop centers of economic activity.

Purpose of Study

Building on the success of the Downtown Master Plan, the City of Bentonville and Downtown Bentonville, Inc. decided to work on a special plan for an area southeast of the Downtown Square to identify experience districts, encourage a variety of residential development, and create a unique urban living and working environment.

Several factors prompted the decision to embark on this process at this time for this study area. These were the conditions at the time of plan initiation.

1. *Uncertain future of vacant industrial properties.*

Two vacant industrial properties are located in this study area: the old Tyson Chicken Plant and the Ice House. The Kraft plant's planned closing results in another vacant industrial structure. Vacant industrial properties encourage vandalism and have an appearance of neglect and disinterest. Providing a plan that presents opportunities for redevelopment supports efforts to bring these properties back online and contribute to the quality of life and city tax base.

2. *Recent investments in park and trail amenities.*

The city invested in this area with the construction of Austin-Baggett Park in 2012. More importantly, the Razorback Regional Greenway travels through this study area on the Town Branch Trail, exposing this currently under used area to visitors from all over the region. A plan with a vision for the area will help maintain and improve the value of these public investments.

3. *8th Street Improvement Project will begin within two years.*

The 8th Street Improvement Project is a federally funded major road widening project that will effect how this corridor develops in the future. Having a plan in place will help guide its future development.

4. *Opportunity to create two experience districts.*

The opening of Crystal Bridges Museum of American Art is significantly impacting the arts community. The opening of 21C Museum Hotel and several art studios suggests an opportunity to concentrate these experiences into one area. Furthermore, the increasing interest in culinary arts suggests another opportunity to capitalize on this growing trend by providing an incubator for such arts and industries.

Planning Process

The planning process used three primary methods for gathering ideas and suggestions: steering committees, public workshops, and surveys.

Steering committees were established for the two proposed experience districts (Arts District and Market District) and one for the residential component.

The project kicked off with a meeting for steering committee members on May 1, 2013 at the Arvest Conference Center. Staff described the purpose and goals of the study and facilitated a discussion to begin identifying issues.

The first round of steering committee meetings began the first week of June 2013. This helped to set the stage for the public workshop held at the Bentonville Public Library later that month on June 26. The purpose of the workshop was threefold: 1) to provide information about the study area gathered to-date, 2) shape the conversation about the proposed experience districts, and 3) gather ideas and suggestions for the plan.

Techniques employed to gather feedback included a large comment board for placing post-it notes with comments, suggestions or questions, a survey instrument to measure design preference for residential building types, and a Just 3 Words section. The results of this survey are in the appendix.

The steering committee met again a week later to hear the results of the public workshop. They conducted a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) and began the visioning process.

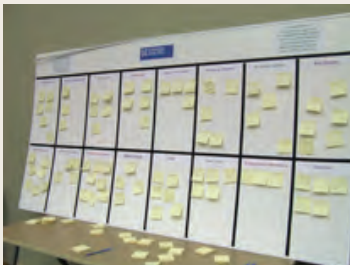
Between August and October, staff began pulling the plan together. During this time they hired Hight Jackson to provide illustrations and graphics for the plan based on the results of the public workshop.

In early November, the steering committees met for a final time to provide feedback and consensus on the direction of the draft plan. The initial illustrations and graphics prepared by Hight Jackson were discussed in detail.

The final plan draft was presented at two public presentations on December 18 at the Bentonville Public Library.



Maps and reports made available during the public workshop.



Attendees placed suggestions and ideas on the comment board.



Displays described the experience district concepts.



Surveys helped defined issues and goals for the study area.

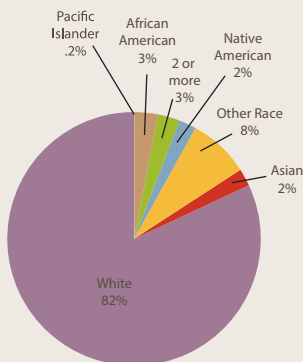
A detailed map of the NEA Street area in Denver. The map shows a grid of streets including Tiger Blvd, NW 7th St, NW 5th St, NW 3rd St, NW 2nd St, SW 2nd St, SW 8th St, SW 14th Street, SE 3rd St, SE 4th St, SE 8th St, SE 10th St, SE 14th Street, N Main St, N Walnut St, N J Street, and SW Street. Key landmarks and parks include Tiger Bluffs, Park Springs Park, Crystal Bridges, Compton Gardens, Lawrence Plaza, Cemetery, Gilmore Park, Dave Peel Park, Town Branch Park, Austin Baggett Park, and Train Station Park. The map also shows the location of the Wal-Mart Home Office and the intersection of I-70 and I-25. The NEA Street area is highlighted in green, and the surrounding urban area is shown in brown.

Total No. of Parcels	636
Total Land Value	\$22,929,550
Total Improvement Value	\$71,876,400
Total Value	\$94,805,950
Total Acres	295.69

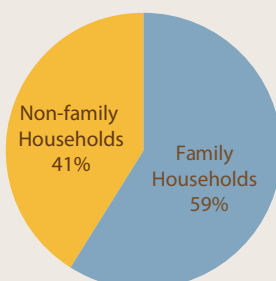
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AREA PROFILE

1,534
2010 population



12%
population
65 years and older



Average
Household Size
1.78

Demographics

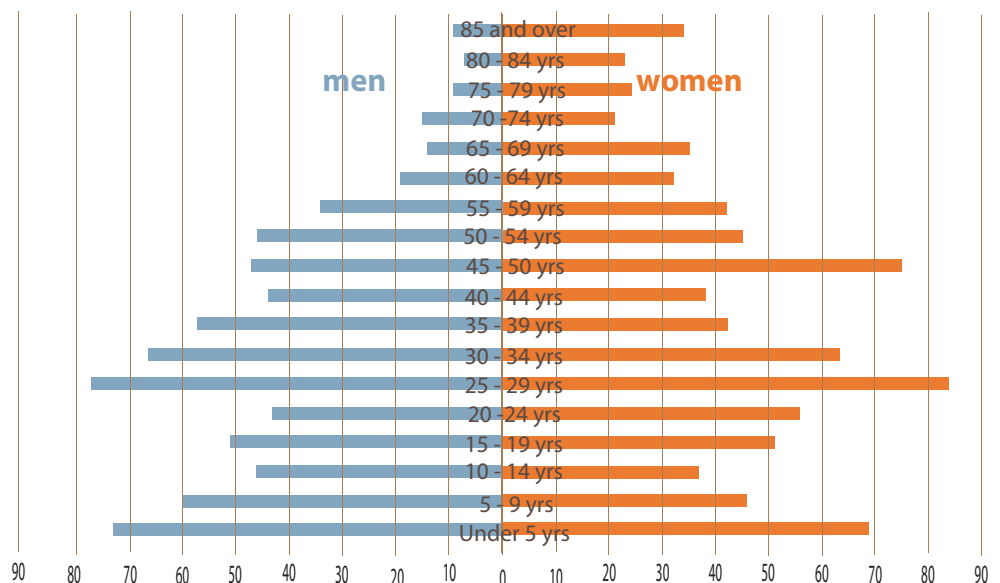
Block level data from the U.S. Census Bureau were used to provide the demographic analysis for the southeast downtown study area. The study area's population is 1,534, approximately 4% of Bentonville's total population of 35,301 in 2010.

Race

The population in the study area is predominantly white, with 82%. Black and Asian races make up the next largest groups. Almost 8% of the population fall into a race other than white, black, American Indian, Asian, or Hawaiian, and nearly 3% are of two or more races.

Age

The median age is 28; younger than the rest of the city with a median age of 30. Approximately 12% of the population is over 65 while 26% is under the age of 18.



Households

There are 614 households with an average household size of 1.78. Nearly 60% of households are families. Approximately 35% of the family households have children under 18 and 14% of all households have a single head of household. Nearly 34% (210 people) of the population is living alone.

85% of houses are occupied



Residential Price per Square Foot

2008	\$70.20
2009	\$66.77
2010	\$51.08
2011	\$53.96
2012	\$64.00

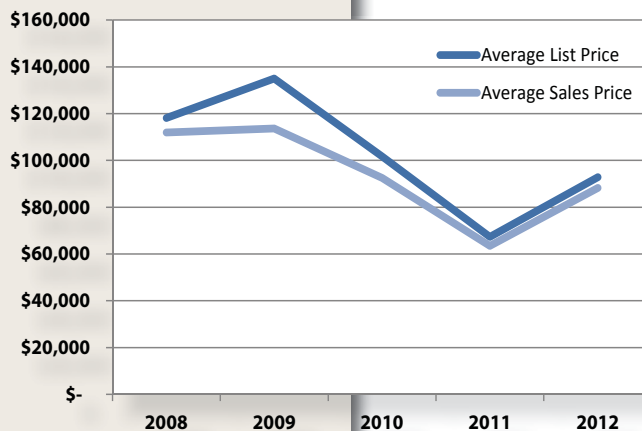
Market Analysis

In April 2013, the City of Bentonville hired Newmark & Grubb Arkansas to prepare a market analysis for the southeast downtown study area. The full results of that report are provided in the Downtown Dashboard: Southeast Downtown located in the appendix.

Residential Summary

The residential trends in the southeast part of downtown reached their lows between 2008 and 2010. In recent years, prices have steadily increased. However, the southeast part of downtown has not shown quite the level of activity as the rest of downtown.

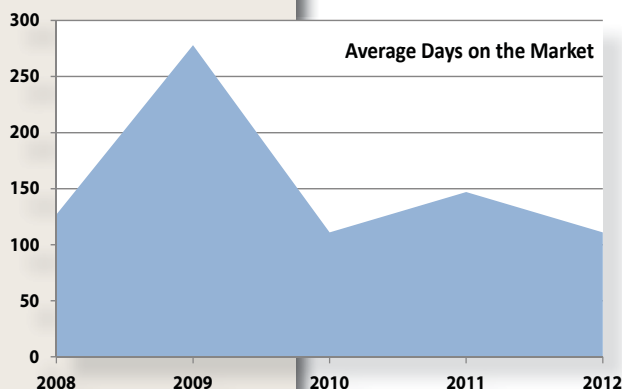
Prices. Average prices in the southeast district are starting to trend upward after significant drops between 2008 and 2011. The average price increased 38% in 2012 over 2011. However, the prices are considerably lower than the rest of downtown. In 2012, the average sales price for the entire downtown was \$134,552 compared with \$88,241 for the southeast area.



List to sale price ratios. Average list to sales price ratios reached their lowest point in 2009. This ratio has trended upward over the past three years, but has yet to exceed 95%. The entire downtown area averaged 96.06% in 2012.

Price per square foot. Average sales prices per square foot declined from 2008 to 2010. Since 2010, these prices have increased approximately 25% to \$64 per square foot. In 2012, the entire downtown district had an average sales price per square foot of almost \$72, or a 12.5% premium over the southeast area.

Days on the market. Average days on the market for residential properties peaked in 2009 at 278 days and have trended downward over the past three years to less than 111 days in 2012. That number is slightly higher than the rest of downtown which had an average of 101 days on the market.



"Interest in the Southeast District continues to increase. Both office users and retailers are looking for opportunities to locate close to the downtown square. With demand high and vacancy low the remaining option is for redevelopment of functionally obsolete properties. We are seeing a surge of new residential, multifamily and commercial developers looking for opportunities in this tight market. We anticipate this to continue for an extended period."

- Ed Belto
Newmark Grubb Arkansas

AREA PROFILE

Average Direct
Lease Rates

	Office	Retail
2010	\$11.50	\$5.75
2011	\$13.67	\$5.75
2012	\$13.25	\$5.75

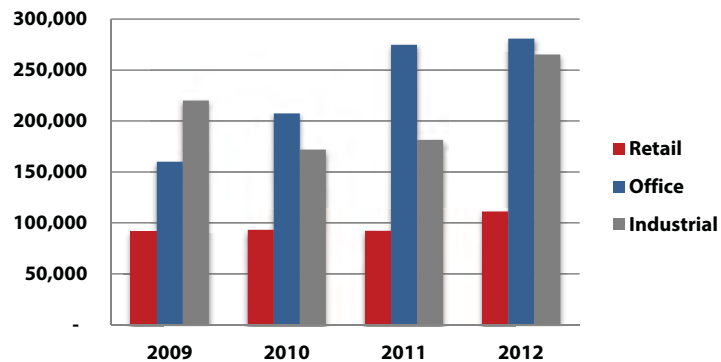
Commercial Summary

In 2011-2012, overall vacancy and lease rates have remained flat, while the office sector showed substantial gains during 2012. The retail sector has shown little signs of life with only marginal space being added over the past four years. There was, however, some positive absorption which took place during the 2012 calendar. The office sector currently has an occupancy rate around 94%.

Vacancy Rates

	Office	Retail	Industrial
2009	7%	0%	0%
2010	9%	20%	0%
2011	28%	20%	0%
2012	6%	16%	29%

Gross Building Area



AREA PROFILE

Public Facilities

- Bentonville Public Library
- City Hall
- Community Development
- Downtown Activity Center
- Electric Office
- Inventory Warehouse
- Water and Sewer Department
- Sign Shop
- Public parking lot in NE corner

Industrial

- Vacant Tyson Plant
- Kraft Plant
- Vacant Ice House
- Bentonville Plastics
- Bentonville Casting

Parks & Trails

- Austin-Baggett Park
- Town Branch Park
- Dave Peel Park
- Train Station Park
- Town Branch Trail/
Regional Razorback Greenway
- Downtown Trail

Existing Land Use

The southeast quarter of downtown is truly an eclectic mix of land uses – consistent with historical development patterns for traditional small towns. It has a concentration of city facilities, several industrial properties, commercial businesses, parks and trails, single family residential interspersed with small-scale multifamily uses.

Public Facilities

Most public facilities are located along SW A St. and S. Main St. with the more industrial-related facilities on SE 3rd St.

Industrial

Industrial properties are concentrated on the southeast side of the study area, between SE 5th St. and SE 8th St., with the exception of Bentonville Plastics located on SW A St.

Commercial

Commercial properties are concentrated around SW A St., S. Main St. and in the northwest corner of the study area along Central Ave.

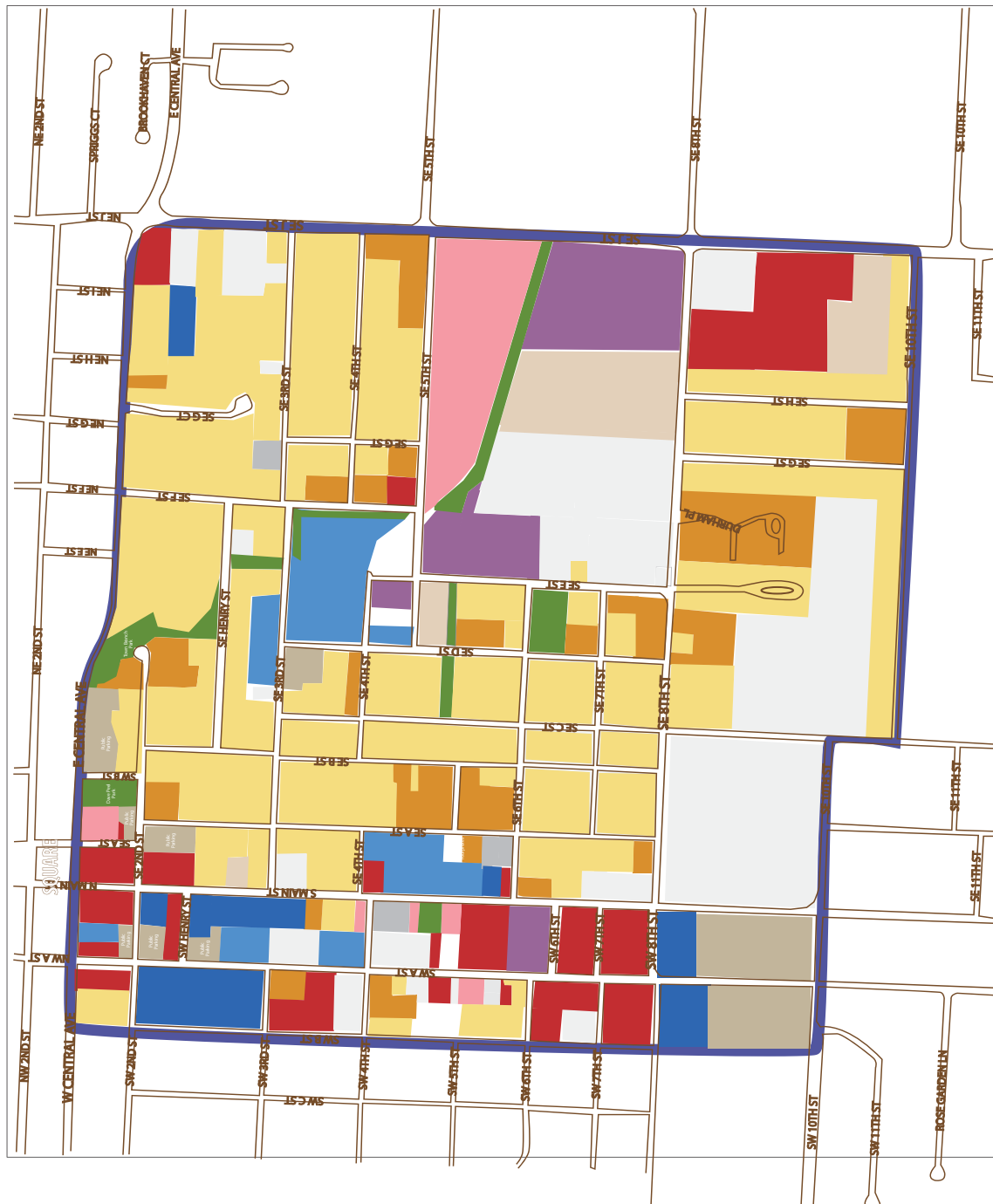
Parks

The parks in the area are small neighborhood parks connected by the trail system.

Trails

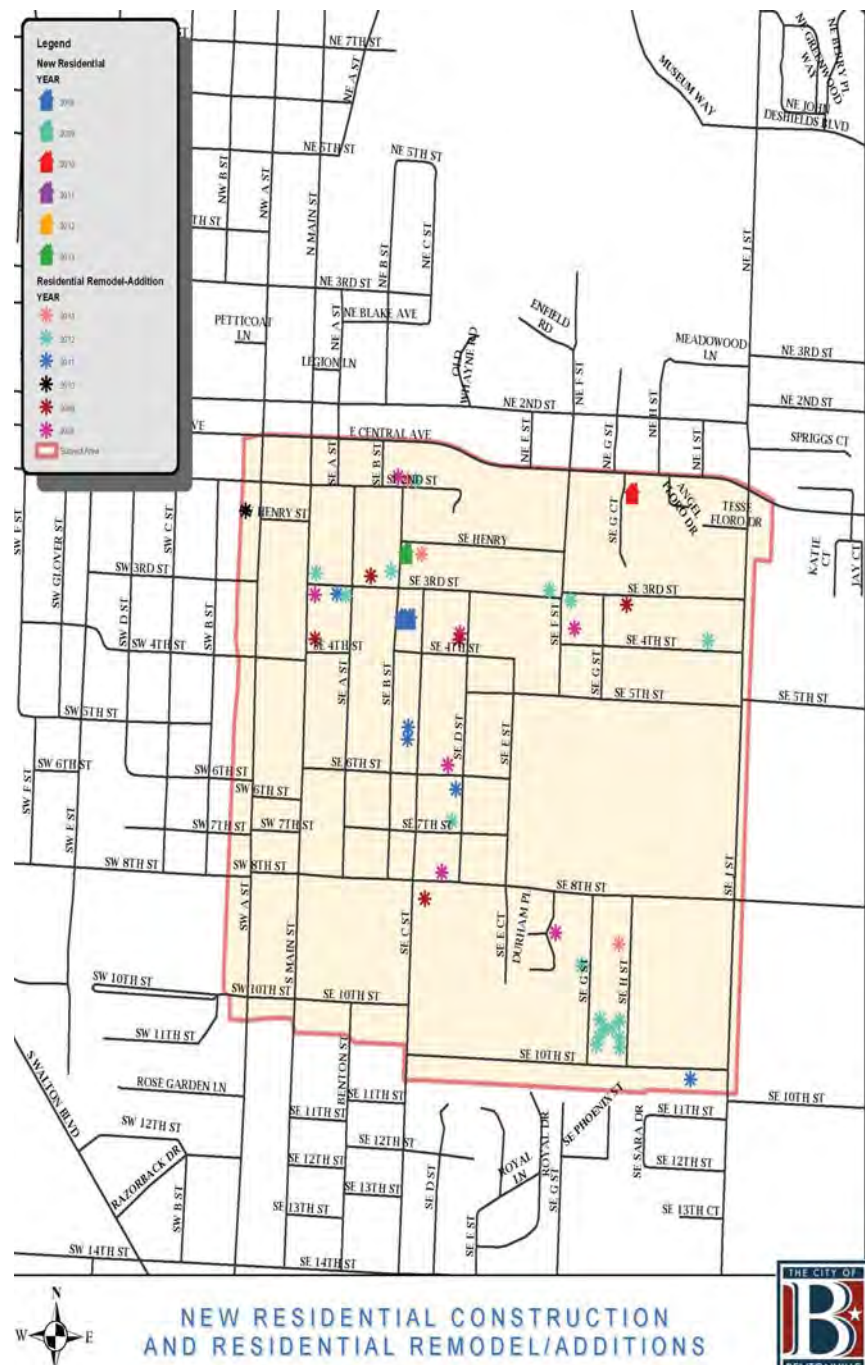
Town Branch Trail is part of the Regional Razorback Greenway, which will ultimately connect 32-miles from Bella Vista to Fayetteville. The Downtown Trail is at the western edge of the study area, just north of the Farmer's Co-op. The city is in the process of constructing a section that will make the final connection between the library and the Razorback Greenway.

Existing Land Use



Residential Activity

New residential construction has been relatively slow over the last five years. Since 2008, there have been two new homes constructed in the study area. On the other hand, residential remodels and additions have steadily increased since 2008, with a total of 36 permits issued. However, it has had less residential activity than the rest of downtown, especially compared to the northwest portion.



AREA PROFILE

Descriptions of Land Use Categories*(2007 General Plan)***Medium density residential**

Moderate density residential development serving as a transition between commercial and low-density residential land uses. Housing types are varied, including zero-lot line, single family, duplexes, townhomes, and low-scale apartment buildings. Some neighborhood scale commercial uses may be included where appropriate access is available.

Mixed-use

Permits a mix of residential and non-residential (excluding industrial uses). The ideal mix of uses in Bentonville is one-third each of medium density residential, office and commercial uses with additional open space amenities included within the development site.

Downtown mixed-use residential

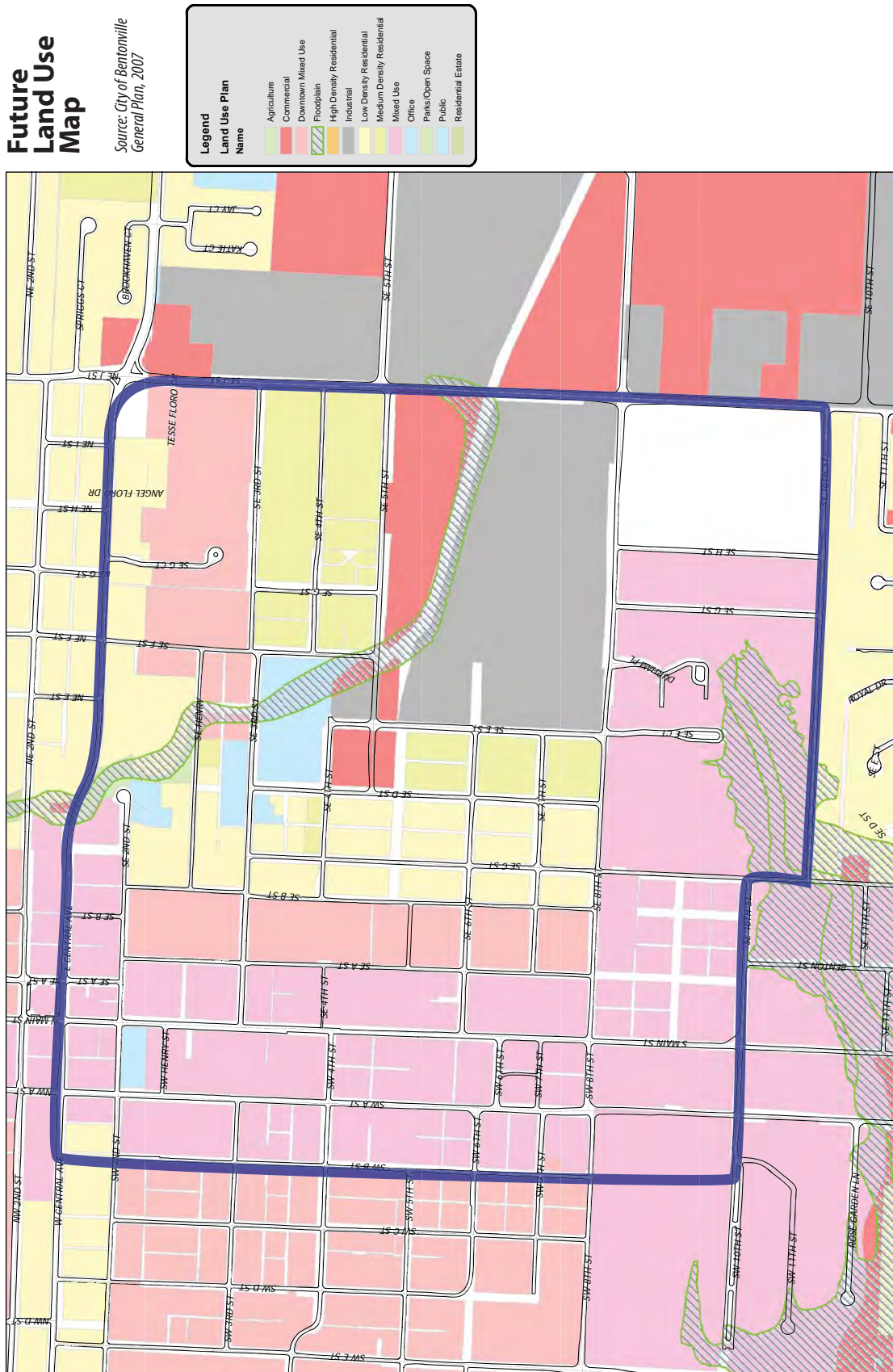
For existing residential neighborhoods surrounding the downtown core, this category permits a range of residential types and densities with supportive neighborhood-scale commercial uses. Appropriate uses will be considered on an individual basis with emphasis on compatibility.

Future Land Use Plan

In 2007, Bentonville adopted a Future Land Use Plan to guide future land development. The key concepts in this plan are to congregate similar uses into activity nodes or centers while encouraging mixed-uses.

The Future Land Use Plan for this area reflects those policies while holding true to historical development patterns. The western and southern edges of the study area are designated as mixed use. Then, it transitions to downtown mixed use residential then single family. The properties around the industrial areas are identified as medium density residential.

Source: City of Bentonville
General Plan, 2007



DC, Downtown Core

The Downtown Core comprises that area of the Bentonville Square and extends those urban characteristics along the primary downtown street of SW A St. to Highway 102. The intent of this zone is to maintain and expand the pedestrian oriented character of the town square. The physical form is of an urban character with uses that promote retail and entertainment venues with upper story residential uses permitted. Mixed use is defined as vertical mixed use with commercial and retail on the first floor and office and residential on the upper floors. Buildings are spaced closely or attached.

DE, Downtown Edge

The Downtown Edge creates an area of transition between the Downtown Core with its retail emphasis and the lower density residential neighborhoods on the outskirts of downtown. This is the area of downtown with the greatest potential for infill and redevelopment. The physical form of structures begins to shift from commercial to residential character with flexibility in use, taking on a more service-oriented character for surrounding neighborhoods. The horizontal and vertical mixed use allows retail, commercial, office and residential uses on all floors. Live/work housing, personal services and small offices are strongly evident in this district. Buildings are spaced closely, but are separated by setbacks.

Regulatory Review

Zoning

A recommendation in the Downtown Master Plan adopted in 2004 was to adopt new zoning designations for the downtown area. Therefore, new districts were established in November 2009. The two districts are: DC, Downtown Core and DE, Downtown Edge.

The SW A St. corridor is the primary area for the Downtown Core zoning district. Then, heading east the zoning transitions into Downtown Edge as a buffer to areas primarily zoned single family residential (R1). Several properties that front SE 8th St. between SE A St. and SE E St. are also zoned Downtown Edge due to their location on an arterial roadway.

There is a large area zoned industrial around the city's public facilities, the Kraft Plant, the vacant Ice House, and vacant Tyson Plant. A small area to the west of the industrial zone is zoned R-3, Moderate Density Residential.

A unique element to these particular zoning districts pertains to the design standards and whether the project is on a primary or secondary street. Developments that face primary streets have specific regulations regarding the relationship between the building and the street. The designated primary streets in the downtown districts are listed below. All other streets in the downtown districts are considered secondary streets.

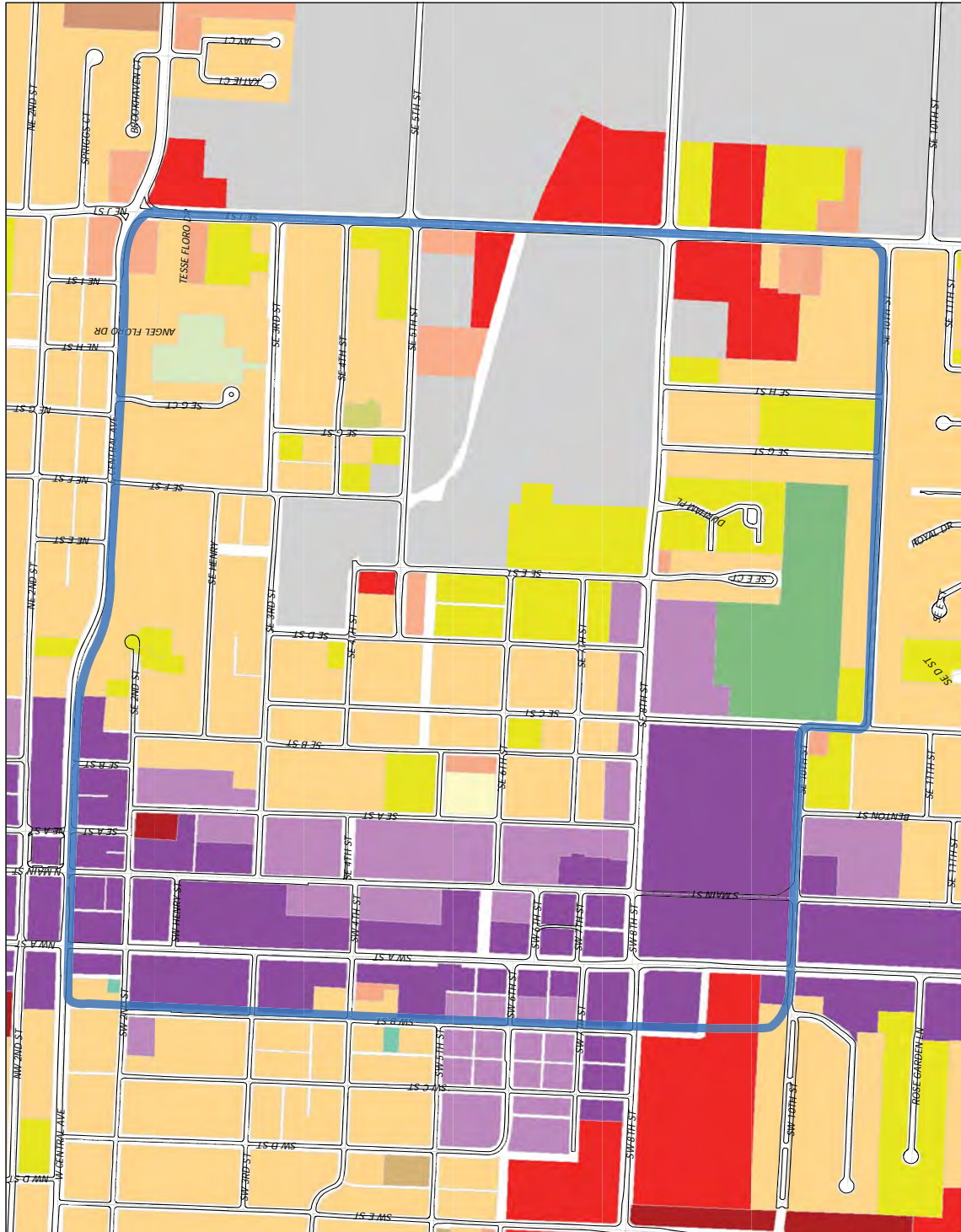
- Central Ave.
- SW A St.
- SW 8th St.
- S. Main St.

The key regulations include:

- 48 dwelling/units per acre (du/acre) in DC and 18 du/acre in DE
- No minimum lot areas or widths
- 100% coverage in DC and 80% in DE
- No setback requirements for non-residential uses
- Max. height of 80' in DC and 60' in DE. DC does have a min. 20' height.

Legend
Zoning
Zone

A-1
C-1
C-2
C-3
D-C
D-E
I-1
I-2
OUT
PRD
PUD
R-1
R-2
R-3
R-4
R-E
R-MHP
R-O
R-ZL
RC-2
RC-3



AREA PROFILE

Downtown Design
Standards

- Wall articulation required
- Minimum of two materials - preferred brick or stone.
- No vinyl or metal
- Emphasized entrances
- In Downtown Core, windows have to be present on at least 50% of the building frontage
- Emphasized corners at intersections
- Franchise architecture prohibited

Signs

Monument style and pole signs are not permitted in the two downtown districts. However, roof, projecting, wall, suspended and marquee signs are permitted. And, unique to these districts is the permission to use moveable sidewalk signs that are not allowed in other districts. Furthermore, no sign permit is needed for the moveable sign type.

Parking

The parking requirements in these districts are more liberal than in other districts. Because of the urban nature of historical development and the desire to mix uses and maximize land use, the parking requirements are much smaller than a development on a vacant parcel in a typical C-2, General Commercial zoning district. In fact, a development with less than 3,000 sq. ft. on the first floor requires no parking in the DC, Downtown Core, and for non-residential uses in the Downtown Edge District.

Landscaping

Landscaping is also less restrictive in the DC and DE districts, again because of the urban-style of development desired.

Note: The landscaping ordinance is currently undergoing a revision and may be adjusted in the near future.

Outdoor Vending

This is another unique feature of the downtown area. Outdoor vending is permitted on the public right-of-way in the form of a vending stand within the Town Square Outdoor Vendor District, which is located in the northwest corner of the study area. However, this ordinance is also undergoing a revision and may likely result in the removal of the Town Square Outdoor Vending District and apply to the DC and DE zoning districts instead, allowing more area for this type of outdoor vending. Larger vendors, such as the trailers and mobile food trucks are currently permitted on private property within these zoning districts.

Design Standards

The General Plan recommends adopting design standards for downtown. In 2005, the city adopted design guidelines, which were essentially design recommendations. Very few regulations were actual standards. While this was effective on a few projects, staff found that more concrete standards were needed.

This was addressed when the city adopted the Downtown Core and Downtown Edge zoning districts, which had specific standards depending on the district and whether the project is on a primary or secondary street. The standards were designed to promote human-scale development patterns with a walkable site design.

Arterials *(in red on map)*

The purpose of arterial roadways is to carry high volumes of through-traffic and connect and support the expressways. They link major commercial, residential, industrial and institutional areas. Bentonville's Master Street Plan shows within the study area boundary one east-west arterial: Southeast Eighth Street and one north-west arterial, Southeast J Street.

Collectors *(in blue on map)*

Collectors provide both access and circulation within residential, commercial and industrial areas. Collectors differ from arterials, providing more of a citywide circulation function, do not require as extensive access control, and penetrate residential neighborhoods, distributing trips from the neighborhood and local street system. They are commonly located along neighborhood borders and collect traffic from residential areas and channel vehicles to major arterials.

Circulation

Bentonville's Master Street Plan serves as the guiding documents for street development and function.

Arterials:	SE J Street (N/S) SW 8th St. (E/W)
Collectors:	E. Central Ave. (E/W) SE 3rd St. (E/W) SE 10th St. (E/W) SW A St. (N/S) S. Main St. (N/S) SE C St. (N/S)

The remainder of the streets are local or residential streets. They provide access to abutting land uses and provide connections to high order systems and are not intended to provide for through-traffic movements.



Planned Improvements

SW 8th St. The Eighth Street improvement project will upgrade the existing two-lane roadway to a five-lane boulevard as it travels through the study area, adding curb, gutter, stormwater drains, and sidewalks. Right-of-way acquisition for this major improvement project will begin in late 2013 with construction anticipated to begin in 2015.

AREA PROFILE

S. Main St. Improving the two-lane road from Central Avenue to Highway 102 (Southeast 14th Street) with curb and gutter, stormwater drains, sidewalks and on-street parking. The design is complete and easement acquisition is underway as of June 2013. Construction is anticipated to begin in 2014.

SW A St. The project will upgrade the existing two-lane road with on-street parking, curb and gutter, stormwater drains and upgraded sidewalks. This project has not yet been designed.

Sidewalks

Existing sidewalks are shown in red on the map below. Sidewalks are scarce in this part of town. The areas near the square tend to have sidewalks, but moving south and east, sidewalk availability and quality declines.



Water / Sewer

Water

The utilities in the study area date back to the 60's, 70's and even earlier the closer you get to the square.

In the past few years , the city has utilized Community Development Block Grant (CDBG) money which allowed for updates to the water lines on SE C and SE D streets between SE 3rd St. and SE 8th St. with 6 inch and 8 inch water mains. The water main on SE 2nd St. from SE B St. to Dave Peel Park has also been updated. The remaining water mains were constructed out of cast iron and asbestos cement and range in sizes from four inch to eight inch; consistent with low-density residential development common at the time of the installations.

A main water transmission line runs east and west along SE 4th St. that allows water to get from the SW I St. pumping station in front of the Walmart Supercenter to the elevated storage tank on Water Tower Road. This is a 16 inch pipe made out of cast iron.

A 12 inch water line runs north and south along SE B St. starting at SE 4th St. and heading north to the downtown elevated storage tank.

Water pressure in the area averages in the 80's with the majority of the fire hydrant flows meeting the desired 1000 gallon per minute that the fire department requests.

Wastewater

The existing sewer system is also dated and almost entirely constructed out of clay ranging in size from 6 inch to 12 inch. The 12 inch is located between the Kraft Plant and the vacant Tyson Plant and flows to the north and is a main sewer line interceptor that collects a large area that goes as far south as Bland Valley. The sewer system in this area seems to be adequate for existing residential development densities.

The planned improvements in this area are tied to the road projects. The S. Main St., SW A St. and SE 8th St. projects all have utility work involved. The plan is to update the existing utilities that are located within the construction limits of these road improvement projects.

AREA PROFILE

Electric

The area is served with feeders from three substations: A, E and D. Substation A and Substation E are located within the study area; A located at SE A St. and SE 5th St., and E on SE J St. and SE 8th St.

Single phase and three phase power are available. Single phase serves primarily residential and three-phase serves commercial and industrial uses. The three-phase lines are located in the commercial areas along SW A St. and around the industrial areas in the vicinity of SE 3rd and SE 5th streets.

Most of the power lines are overhead, with a few underground:

- Three-phase underground is located on the east side of SW A St. between SE 4th St. and E. Central Ave.
- Single phase underground along Central Ave.
- Single phase in the residential developments at SE E Ct., Durham Pl. and SE G Ct.

“A neighborhood will draw people if it’s providing the opportunity for interaction with a backdrop of design that is enjoyable to look at.”

- Lauri Moffet-Felber,
principal with Dahlin Group
Architecture Planning

PLAN CONCEPTS

The overarching goal for developing a plan for the southeast area of downtown is to help make the existing neighborhoods the best they can be. The southeast downtown area should be a place where people want to live, work and socialize. To achieve great neighborhoods, a mixture of uses, a mixture of residential densities, a walkable environment, places to shop and places to gather must be in place.

Three primary concepts are at the heart of this plan to help create great neighborhoods in the southeast area of downtown.

- **Experience Districts**
- **Residential Densities**
- **Multimodal Connections**

Experience Districts

Experience districts employ clustering strategies and placemaking techniques to provide a unique experience for those who live and visit the area. Clustering similar uses in concentrated geographic areas allows for sharing and easy access to similar suppliers and buyers, similar customers and similar infrastructure needs. Placemaking is essentially creating a place that is distinctive...either in its design or what it offers, or both.

The Bentonville Square is the primary destination in downtown Bentonville, serving as its own experience district by offering a slice of small town America. However, the square is nearing full capacity with little opportunity for expansion. The plan recommends the addition of two new experience districts with a different focus, creating two more destination areas downtown.

The first is the Arts District, located in the corridor between SW A St. and S. Main St., between SE 4th St. and SE 8th St. The emphasis of this district is establishing a concentration of art-related businesses, facilities and programs.

The second is the Market District, which includes the industrial areas of closed Tyson Plant, the closing Kraft Plant and the vacant Ice House. The Market District is proposed as a clustering of food-related businesses and organizations and production, storage and distribution facilities.

Each of these districts are described in greater detail in the next plan sections.

GREAT NEIGHBORHOODS

Residential Densities

Density is the number of housing units developed on an acre of land.

Unfortunately, density can be perceived to be associated with lower property values and higher crime and traffic. In fact, such conditions are more attributable to the lack of urban design, rather than just higher density. Which is why site and architectural design are vital to ensuring that future higher densities are not only compatible, but complimentary, to the neighborhood.

Increasing residential densities will have a significant impact on the success of the experience districts. It provides greater numbers of people who live in the area who can patron businesses and restaurants. It provides a variety in housing type for people who prefer something other than the traditional single family home. It also provides opportunities for housing at a variety of price points.

Nationally, housing choice trends are shifting from the typical large suburban home to smaller sizes in urban settings. People are looking for shorter commutes, less home maintenance, and a walkable, vibrant environment. This market is concentrated with empty nesters and the younger population (ages 18-32) with no children.

The Bentonville housing market appears to be following along the same lines as the national trends. Residential activity in downtown Bentonville has steadily increased since 2008, with the most activity occurring since 2010. The activity includes construction of new homes, remodels, and higher sale prices and decreasing number of days on the market.

However, that activity is concentrated in the western portion of downtown. The activity appears to be significantly slower in the study area, but trending positively. In fact, in the study area, the average sale price per square foot went from \$53.96 in 2011 to \$64.00 in 2012. Plus, the average days on the market dropped from 147 in 2011 to 111 in 2012.

The reasons for focusing on the housing element within this plan is twofold:

- 1) Bentonville needs to expand its variety of housing styles to accommodate changing trends; and,
- 2) More people living and working downtown are necessary to the success and vibrancy of the experience districts.

Within the study area, most residential development is low density in the areas between the experience districts. The plan is concentrated on the redevelopment of these areas with rehabilitation and the addition of medium density residential uses that are compatible with the existing residential types.

Multimodal Connections

Tying all of this together is making the transportation connections between the residential areas and the experience districts. The transportation options need to be multimodal, including vehicles, pedestrians, bicyclists and transit. The streets in this area follow a traditional grid pattern which lends itself to easily improving all modes of transportation by providing a variety of route options.

GREAT NEIGHBORHOODS

ISSUES

Need for improved infrastructure

Stormwater, alleys, service areas, and sidewalks all need to be reviewed in detail to determine the adequacy of infrastructure to accommodate higher densities.

Lack of density to support commercial land uses

Density is necessary to support the businesses, restaurants, and activities of the experience districts. Finding the right mix of density is the key, with the goal to achieving this by offering a diversity of residential options. Most residential areas in the study area are zoned for single family.

Lack of design controls

The design of new and remodeled housing is a key element in creating a desirable living environment. The results of the preference survey should guide residential development.

Increasing land costs

Increasing land prices are impacting the ability for the average person to live downtown in a walkable environment. A focused effort to maintain affordable and attainable housing will help provide the needed diversity that contributes to a great neighborhood.

Development regulations may not support a variety of residential types

To encourage new and possibly non-traditional forms of residential developments, the current development regulations should be reviewed and amended for consistency with the vision for residential development. Amendments may include design standards and a downtown residential zoning district.

Property maintenance

A clean and safe appearance is another draw for businesses and people to locate and live downtown. This includes getting the word out about proper property maintenance issues as well as the city being responsive to property maintenance complaints.

Negative association with “high density”

“High density” residential development is not always looked upon in the best light. Therefore, getting community support for much needed medium and higher density residential development is dependant in large part on improving the understanding and acceptance of the need for such types of residential developments.

Parking for moderate to high density residential

With higher densities bring more vehicles, which need space as well. Considerations for shared parking, on-street parking, underground and garage parking should be encouraged.

GREAT NEIGHBORHOODS

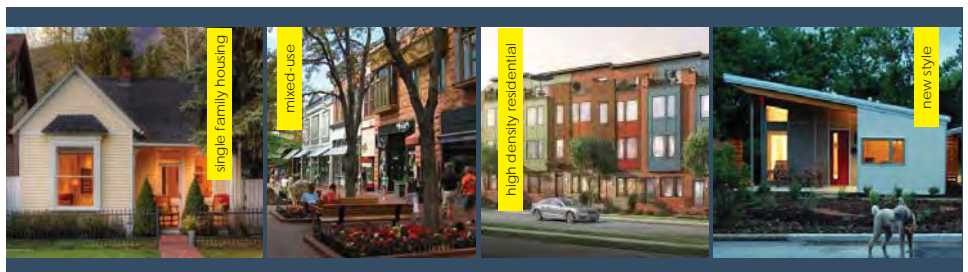
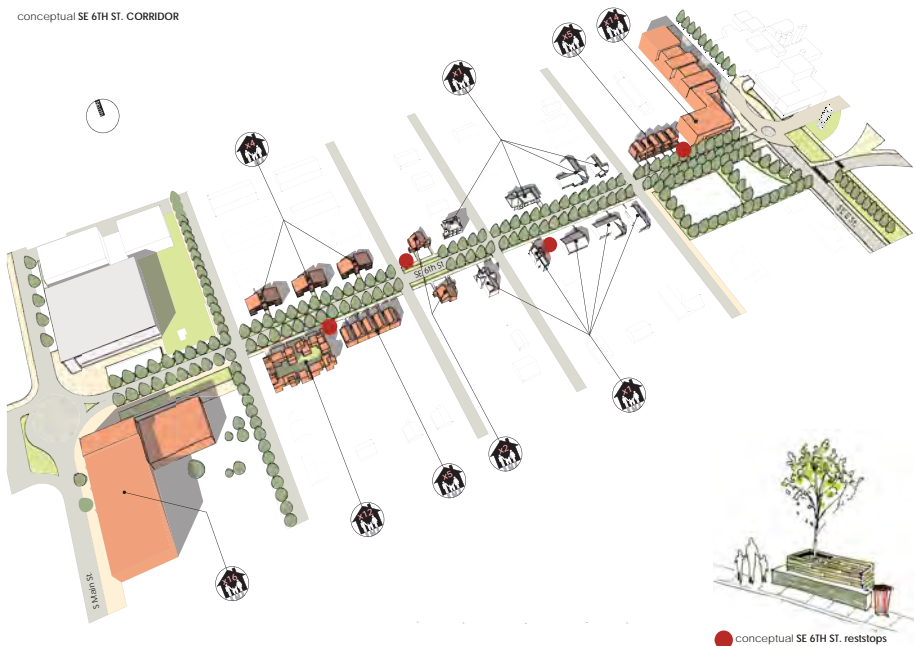
Great Neighborhoods
Vision Statement

*The Southeast
Downtown area offers
a variety of housing
options for all ages at all
price points in
a walkable, friendly,
and vibrant urban
environment.*

VISION FOR GREAT NEIGHBORHOODS

Diversity is the common thread in all southeast downtown neighborhoods. People who live and work here are from different backgrounds and culture. A variety of options of housing types as well as cost add to its unique diversity. Structures are architecturally designed to marry historical characteristics with modern features making this a desirable urban neighborhood. Residents have easy access to necessary, as well as specialty, amenities in the Arts District and Market Districts, which anchor the east and west ends of the SE 6th St. corridor. The neighborhoods are walkable, well-maintained, safe and residents feel a sense of ownership for the care of neighbors and the community.

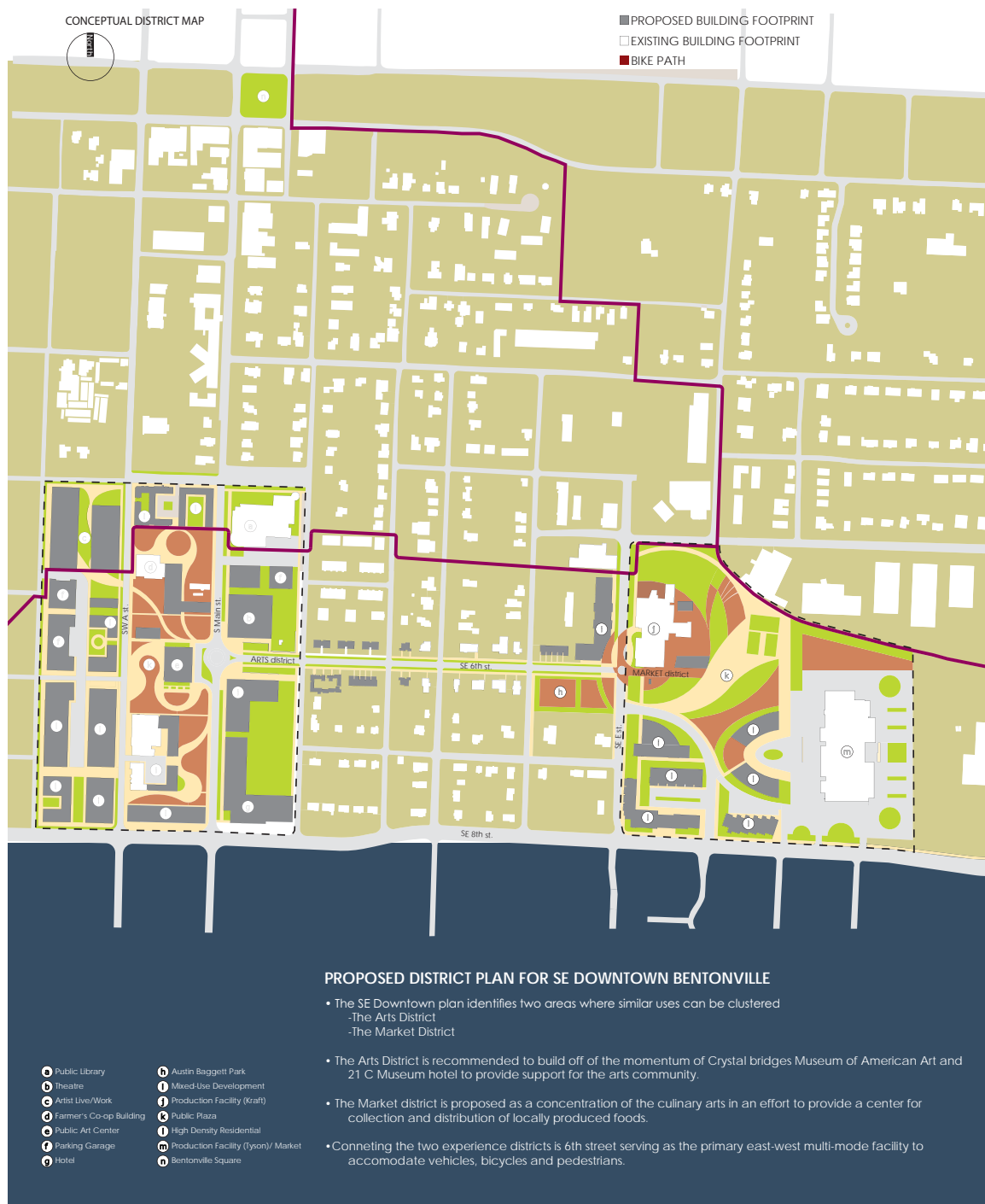
Residential



GREAT NEIGHBORHOODS

SE Downtown Concept Plan

The concept plan for the southeast downtown study area identifies a triangle of destination areas: the square to the northwest, the Arts District on the southwest end and the Market District on the southeast end. In between these destinations areas are the residential neighborhoods. The plan builds on existing amenities, including the Razorback Regional Greenway, existing parks and public facilities, and enhances them with improved vehicular, pedestrian and bicycle connections.



GREAT NEIGHBORHOODS

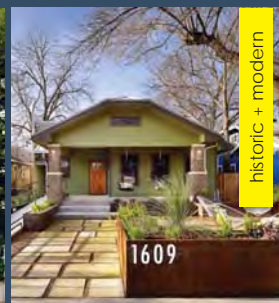
SE 6th St. Connectivity Concept

SE 6th St., traveling in an east-west direction between the proposed Arts District and Market District, is the only corridor that directly connects these districts with each other. This presents an opportunity to increase visitors between the districts by establishing features along SE 6th St. that encourages people to walk to the next district. There are only four blocks between the districts, which is an easy walk or bike ride between them. The corridor can be enhanced with artistic details and places to rest along the way.



6TH ST. CONNECTIVITY/ a walkable neighborhood

- 6th street is the primary east west connection between the Arts District and the Market District. Serving as a multimode transportation facility. It's purpose is beyond transportation, encouraging travelers from one district to visit the other.
- The goal for 6th street is to be a tree lined street that encourages walking and bike riding with opportunities for rest along the sidewalk. Artwork should be incorporated into the infrastructure in order to further emphasize the connection between the two districts.
- Unique features at each end of the street corridor entice visitors to travel from the market district to the art district and back.
- 6th street is also part of a neighborhood. Great neighborhoods are safe and walkable, and typically include a mixture of densities and designs that encourage interaction among neighbors.
- Increased residential densities on 6th street are necessary to the success of the experience districts
- Higher densities that are best suited in and along the edges of the Arts District and Market District can easily blend into lower densities with scale and design that is respectful of existing structures on 6th street.



GREAT NEIGHBORHOODS

Techniques for accommodating neighborhood character

- Study surrounding architectural features: roof lines, window placement, materials, wall treatments.
- Maintain the predominant scale, rhythm and proportions of surrounding buildings.
- Focus details on the ground floor to give it a more pedestrian scale.
- Use landscaping to blend in with surrounding character and bring the eye down to street level for larger massed buildings.

Techniques for blending larger building heights

- Use a gradual transition of heights among buildings.
- On a single building, setback upper floors.
- Define the ground floor with detailed facade treatments.

Preferred Residential Design

Based on results of the preference survey conducted during the public workshop, the following characteristics are preferred for future residential development in the southeast downtown area.

Single Family

- Traditional design
- Pitched roofs
- Front porches
- Garage in rear
- Front door access to sidewalk



Two-Family Design

- Traditional design
- Takes on appearance of a single-family structure
- Parking to the rear or side



Medium Density Design

- Traditional design
- Townhomes
- Low-rise apartments (2-3 stories)
- Live-work (see Arts District for Artist Live/Work Concept)

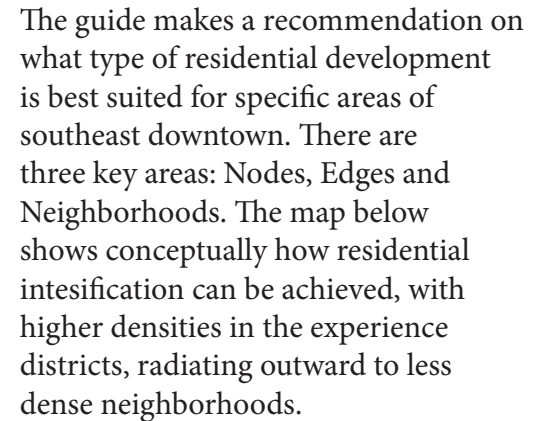


High Density

- Traditional design
- Mid-rise apartment (3-5 stories)
- Mixed use developments



Residential Densities Concept Plan



- Mid-rise apartments
- Mixed-use: commercial/residential
- Live-work units
- Retail uses on ground floor
- Incremental setbacks on upper stories
- Build close to street edge to frame the street
- Pedestrian and bicycle support facilities
- Parking underground, in garage, or in back of building
- Landscaping around surface parking



GREAT NEIGHBORHOODS



Moderate density residential is appropriately located along the edges of the experience districts.



Higher densities are best located in the experience districts in mixed-use developments.

Edges

Location:	Properties surrounding the nodes
Current Uses:	Commercial, moderate density residential, single family
Techniques:	<ul style="list-style-type: none"> • Infill redevelopment • Adaptive reuse of institutional or public buildings • Redevelopment of underutilized properties • Addition of new residential units in existing structures
Density:	36 dwelling units per acre
Design:	<ul style="list-style-type: none"> • Low-rise apartments • Mixed-use: office/residential • Live work units (see Artist Live/Work Concept in Arts District section) • Townhomes • Pedestrian scale • Building close to street edge • Parking preferred in rear of building or in garage • Retail and office uses on ground floors • Landscaping around surface parking

Neighborhoods

Location:	Established low density residential neighborhoods
Current Uses:	Primarily single-family residential
Techniques:	<ul style="list-style-type: none"> • Infill redevelopment • Redevelopment of underutilized properties • Addition of new residential units in existing structures
Density:	9 dwelling units per acre
Design:	<ul style="list-style-type: none"> • Single-family • Two- and three-family • Townhomes • Garages located in rear of dwelling unit/structure • Use of alleys for garage access

GREAT NEIGHBORHOODS

IMPLEMENTATION PLAN FOR GREAT NEIGHBORHOODS

In order to help achieve the vision for making great neighborhoods, an implementation plan consisting of goals, guiding policies and tasks has been established for the following categories:

Getting Around

transportation, parking, biking, walking, and transit

Strategic Development

public and private development, land use, and design

Creating the Experience

special touches that make the district unique

Implementation Partners

The following businesses, agencies and organizations should be partners in the implementation of the plan:

City of Bentonville

Downtown Bentonville,
Inc.

Bentonville Bella Vista
Chamber of Commerce

Bentonville Convention &
Visitors Bureau

Residents

Builders

Architects

Property owners

Investors

GREAT NEIGHBORHOODS

Great
Neighborhoods
Goals for
Getting Around**A:**

A street network that follows the traditional grid pattern of the city and that supports the safe and efficient flow of vehicular activity in harmony with bicycle and pedestrian transportation.

B:

Accessible and safe alternative modes of transportation.

C:

Parking that is available, easily accessible, and integrated into the design of residential neighborhoods, conserving developable land.

Getting Around

One of the most unique elements to these neighborhoods is their accessibility to services, retail, restaurants and employment centers - especially by foot or bike. To continue promoting these neighborhoods as pedestrian and bicycle friendly, it is important that these facilities be expanded and improved.

GUIDING POLICIES

- Internal alley networks in a grid pattern are preferred as large parcels are developed.
- Cross access between developments is recommended to ease traffic congestion.
- A pedestrian oriented environment in the area between the SW A St. and S. Main St. corridors is desired.
- On-street parking is encouraged.
- Shared parking is encouraged.
- Tree plantings are encouraged along street rights-of-way to help with traffic calming.
- Parking and service areas must be adequately addressed with new development.

TASKS

Task 1: Stop vacating alleys; retrofit and / or repave existing alleyways, and encourage internal alleys in new developments.

Task 2: Construct sidewalks in areas where missing. Top priority should be connecting the experience districts and the square, then radiate out from those primary connections.

Task 3: To ensure safe pedestrian passage, repair existing sidewalks.

Task 4: Identify corridors appropriate for sharrows or bike lanes.

Task 5: Ensure that transit stops are available within residential areas.

Task 6: Provide adequate parking for new, higher density residential facilities.

GREAT NEIGHBORHOODS

Great Neighborhoods
Goals for
Strategic
Development**D:**

Local zoning and subdivision regulations that encourage and ease development and redevelopment.

E:

Investment by private developers in new and redeveloped properties.

F:

Adequate infrastructure to meet the needs of future development.

Strategic Development

Finding the right mix of residential development is one of the biggest challenges to creating great neighborhoods. They need to have a variety of densities and choices for a variety of age and income ranges. While market conditions obviously are vital to the feasibility of higher density development, techniques should be identified to encourage and support residential development that is unique or new to Bentonville.

GUIDING POLICIES

- Facade improvements and renovations of existing buildings, especially those of historical or cultural significance is preferred to tear downs.
- Infill development that fills the void or interruptions in the building activity edge is encouraged.
- Residential architecture should reflect the historical characteristic of the area.
- Higher densities are best in or adjacent to the experience districts.
- Development and building codes should be prescriptive regarding desired development patterns and design.
- Mixed use development that incorporates commercial on the first floor and residential on the upper floors is desired.
- New building heights should be in scale with surrounding residential uses.

TASKS

Task 7: Adopt a downtown residential zoning district.

Task 8: Rezone critical areas to the new downtown residential zoning district.

Task 9: Increase allowable densities with the DC - Downtown Core and DE - Downtown Edge zoning districts.

Task 10: Adopt residential design guidelines.

Task 11: Investment from private developers in higher density and mixed-use residential developments.

Task 12: Identify water, sewer and storm water infrastructure deficiencies and develop a plan for addressing those needs.

GREAT NEIGHBORHOODS

Great Neighborhoods Goals for Creating the Experience

G:
Safe, comfortable, friendly
neighborhoods that are a
desirable place to live.

Creating the Experience

For great neighborhoods, the experience comes back to the overall quality of life. These are desirable neighborhoods due to their unique urban environment, walkability, friendliness, and access to unique experiences. Safety and security are significant components to a sense of peace which is essential to quality of life.

GUIDING POLICIES

- Development that uses Crime Prevention through Environmental Design techniques are encouraged to help maintain a safe environment.
- Property owners should maintain their properties compliant with property maintenance codes to maintain the overall appearance of the district.
- An active street life is essential to success and provides a sense of safety. Encourage residential development that has a street presence with street facing windows, front porches and access to front doors from sidewalk.

TASKS

Task 13: Establish neighborhood organizations that can support safety efforts and provide neighborly support.

Task 14: Hold neighborhood or block parties to encourage socializing among neighbors.

GREAT NEIGHBORHOODS

Arts District Planning Area

The map displays the Arts District in Los Angeles, California. The district is highlighted in blue and is bounded by Main St to the west, Central Ave to the north, and 10th St to the south. The map shows a grid of streets including Main St, Central Ave, and various numbered streets from 1st to 11th. The map also shows surrounding areas like the Financial District and the Harbor.

Arts District Planning Boundaries

SW 4TH ST

Bentonville Public Library

SW 5TH ST

SW 6TH ST

SW 7TH ST

SW 8TH ST

SW B ST

SW A ST

S MAIN ST

SE A ST

ARTS DISTRICT

Benefits of Arts Districts

The Bentonville Arts District would be the second one of its kind in Arkansas to be created by a municipality (the first is Fayetteville) and is truly on the cutting edge of economic development strategies. Going beyond a marketing or branding campaign, this district would be a designated area focused on the recruitment, retention and support of our growing creative sector, creating jobs, strengthening the municipal tax base, engaging residents and attracting tourists. This district would influence business development and expansion strategies, inspire and stimulate district revitalization efforts, strengthen Bentonville's identity as a cultural destination, provide education and training in the cultural arts and stimulate the growth of creative enterprise.



Geographic Area Selection Factors

The planning boundaries for the Arts District were determined based on the following factors...

1. The area includes two major downtown corridors (SW A St. and S. Main St.), both of which are planned for improvements over the next several years, so, the city already has a vested interest in this area.
2. The square, which is nearly fully occupied, limits its ability to attract new businesses and it already has its own established "experience." This location, while still within easy walking distance of the square, is an area that has potential for new economic activity.
3. It is anchored by a major public institution: Bentonville Public Library.
4. The area includes public open space with Train Station Park.
5. It is located along the Downtown Trail, which connects to the Northwest Arkansas Razorback Greenway.
6. The area already has an art-related business with Bentonville Ornamental Iron.
7. The vacant property on the northern edge (SW A St. and SW 4th St.), owned by the city, is ripe for development. (Since the plan was initiated, the property has sold and is planned for a mixed use high density residential development.)

Arts Districts Defined

A cultural arts district is:

- a geographically defined area generating creative goods and services that promote and enhance a city's arts and cultural identity while strengthening economic development efforts;
- a mixed-use area with a high concentration of cultural facilities, workers and related activities; and,
- a reflection of the city's growing arts and cultural economy, an incubator for creative industries and an asset in tourism development strategies.

It may be helpful to consider an arts district as an "industrial park" for the creative sector – a defined area generating creative goods and services that promotes and enhances Bentonville's identity as a culturally rich city. The creation of the district ensures our city continues its path towards being a regional epicenter of innovation and creativity – paying substantial dividends across the economic and social spectrum. While galleries, theatres, major cultural institutions and other elements prevalent in other districts may become part of the district experience over time, initial efforts will focus on developing visual art production facilities and the programming associated with those activities.

Economic Impact of the Creative Economy

Creativity in the Natural State Study commissioned by the Winthrop Rockefeller Foundation identified the creative economy as the third fastest growing economic sector in the state behind logistics and transportation. It makes up approximately 3% of all private sector employment in the state and this figure does not include those identified as self-employed, generating over \$927 million in annual personal income.

Americans for the Arts Arts & Economic Prosperity Study IV – Northwest Arkansas completed in 2010, found the non-profit arts and culture sector generates \$46 million in total regional economic impact per year.

Northwest Arkansas' non-profit arts and culture organizations support 1,488 local full-time equivalent jobs, generate \$4 million in government revenue and are a cornerstone of regional tourism.



About the Creative Class

The creative class is made up of the following...

- Individual artists that are the talent and the source of creativity.
- Non-profit cultural institutions and commercial businesses that take the original ideas of these artists and produce creative goods and services.
- Businesses and institutions that bring the creative products to the marketplace.
- Institutions and commercial businesses that depend on creative talent to survive and prosper.
- Support system that nurtures and sustains the creative economy.

About the Creative Economy

Concentrating the creative class into a single geographic area has many local benefits...

Economic Growth. Creative enterprises are more numerous than generally believed, growing faster than the economy as a whole, and are key sources of economic development in many communities.

Amenities that attract businesses, tourists and talented workers. The types of people who typically work in today's high growth sectors are mobile and highly selective, and they look for places to live and work with amenities that satisfy their creative and recreational interests —places with arts, culture, and entertainment.

Contributions to and often convergence with other growth sections. The most obvious is tourism, where the arts and culture are leading magnets. Creative enterprises also influence the packaging of specialty foods and culinary arts.

ARTS DISTRICT

Downtown's Emerging Art Experience

21c Hotel's Pink Snails on Square

Over the past five years, Downtown Bentonville has transformed into the epicenter of Bentonville's art and cultural scene and a driving force in Northwest Arkansas' identity as a cultural destination.

Now home to institutions such as Crystal Bridges Museum of American Art, 21c Museum Hotel, Bentonville Public Library, Compton Botanical Gardens and the Walmart Visitor Center, along with new galleries, public art and multiple festivals, the downtown has become a national destination for tourists, a community resource and an emerging art economy.

Wal-art project on S Main St.*21c Museum Hotel**Crystal Bridges Museum of American Art*

ARTS DISTRICT

Issues

Each experience district faces its own unique issues that help or inhibit its future success. While the Arts District has many strengths, there are conditions that currently exist in the district that the plan is designed to address.

Public libraries are significant community and cultural institutions. The Bentonville Public Library is already drawing people to the Arts District. In that sense, it creates a cultural anchor for the district. It also serves as a place for gathering and meeting within the district. It can serve as a resource for the educational elements of the plan and provides a location for display of public art.

Plans to make streetscape improvements for three corridors within this planning area have been in place for many years. S. Main St. has been designed and will be under construction by 2014. Once that is completed, construction on SW A St. will begin. Finally, the Arts District will be bounded to the south by the SW 8th St. improvements which should be underway within a couple years.

There are several vacant properties available for development and many more that are candidates for redevelopment. The key challenge with these properties is the increasing land purchase costs compared to development costs.

The Arts District is just four blocks south of the square, an easy walking distance. However, there is a disconnect between these two areas of downtown. The challenge is to establish that connection in such a way that encourages activity between the two areas.

The collective properties within the planning boundaries of the Arts District have very little sense of place. The A and Main Street corridors are used as a pass-through to get to the square. There are no landmarks and no real connection to the activities occurring just a few blocks north.

The lack of sidewalks within the district has resulted in a lack of pedestrian activity. Further, vacant properties between the districts cause a break in the sidewalk edge that can discourage pedestrian activity.

Land prices downtown have swelled over the past few years. This creates a challenge to providing affordable housing, especially for artists. Finding creative strategies to offer affordable housing is one of the biggest challenges facing this district.

**Bentonville
Public Library as
a Cultural Asset**

**Major Street Improvements
Already Programmed**

**Opportunities for
Development/
Redevelopment**

**Proximity
to the Square**

**Lacks a
Sense of Place**

**Lack of
Pedestrian Activity**

Affordable Housing

Arts District Vision Statement

The Bentonville Arts District is a downtown destination where all forms of art are produced, experienced and accessible in an authentic, visually interesting setting that is surprisingly unlike anywhere else in Northwest Arkansas.

Recommended Facilities and Businesses

Home decor/ furnishings
Community workshop
Music/media studios
Live/work studios
Dance studios
Movie theater
Performance space
Galleries
Book shops
Gift shops
Framing
Jewelry
Florist
Import shops
Cafes
Coffee house
Jazz bars
Bakeries
Ethnic restaurants
Cocktail / wine / cigar bar
Hair salon / spa services
Postal services
Dry cleaners

Arts District Vision

Art is produced. Living, production and retail space is available and affordable for local artists. The district provides a unique and inspiring living environment. Nearby businesses provide support to these artists by supplying materials needed to create and produce artwork.

Art is experienced. Public artwork is interactive, can be climbed on, touched, heard, felt...experienced. Visitors can see art being created. The Arts District programs unique events, including arts and film festivals. The architecture, public art, creatively designed window displays, and street theater make the district a desirable place for locals and visitors to spend time enjoying the creative economy.

Art is accessible. The Arts District makes art more accessible to all, from public art visible on the streets to artwork displayed in local restaurants to purchasing artwork in galleries. Students of all ages can learn about art and culture with opportunities for their own creative outlets.

All Art Mediums Encouraged:

sculpture	music	performing arts
light	painting	media
architecture	literature	textiles
sound	printmaking	photography



Public art, live music, and art classes create a distinct experience within the Arts District.



ARTS DISTRICT

ARTS district



ARTS DISTRICT CONCEPT

AMENITIES:

public art center, hotel, theater, commercial art galleries, artist live/work studios, restaurants, cafe/coffee shop, street art, unique retail, art supply store, community work shop, night life/entertainment, art classes, public art display.



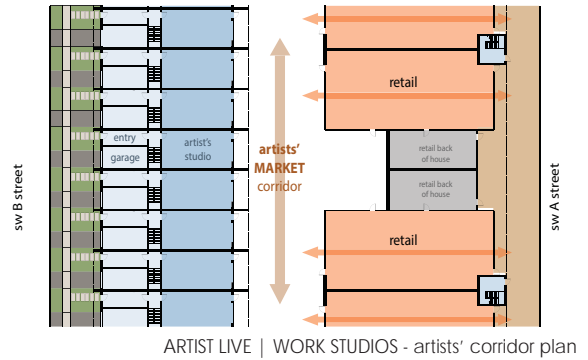
ARTIST

live/work studio

Hight-Jackson Associates PA



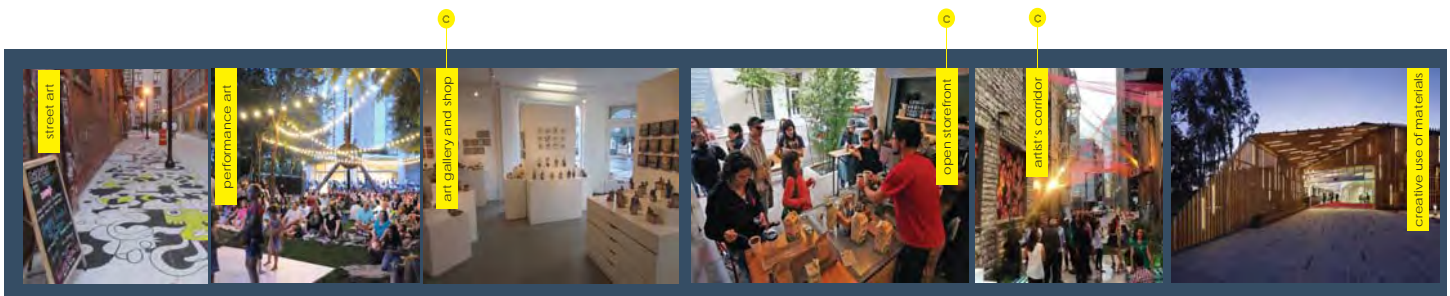
ARTIST LIVE | WORK STUDIOS concept - artists' corridor



ARTIST LIVE/WORK STUDIO CONCEPT/ fostering creativity

• The artist live/work studio is a potential catalyst project to provide affordable living for artists, with studio space and a retail front that encourages interaction with the public.

• The concept includes an artist alley that provides retail fronts into an alleyway, creating a vibrant shopping experience, space for display of public art, and a unique space for art and other festivals.



ARTS DISTRICT



BENTONVILLE ARTS DISTRICT

“An arts and Cultural Incubator”

The Bentonville Arts District is...

- a mixed-use area with a high concentration of cultural facilities, workers, and related activities;
- a reflection of the city's growing arts and cultural economy;
- an incubator for creative industries;
- an asset in tourism development strategies

The goal for the Arts District is to have spaces for artists to both live and work, unique retail, restaurants and entertainment venues, art galleries, street art, supportive businesses, and facilities for art classes... all in a vibrant walkable environment.

Two catalyst projects are suggested :

- 1) an **Artists Corridor with live/work space** that creates a retail element in a pedestrian alley, and
- 2) a **Public Art Center/Plaza** for display of public artwork.

ARTS DISTRICT

Planned Mixed Use: *THRIVE*

The planned Thrive development is located on the southeast corner of SW A St. and SW 4th St. Owners have already received city approval for the development that will be under construction in 2014. Thrive is a 43,467 square feet mixed-use development consisting of 62 residential units and 1760 square feet of flex space. This project is the first of its kind in downtown Bentonville and serves as an example of the mixed-use residential /commercial development desired in the Arts District.

Facing SW A St.



Facing SW 4th St.



Facing alley (south)



IMPLEMENTATION PLAN FOR THE ARTS DISTRICT

In order to help achieve the vision for the Arts District, an implementation plan consisting of goals, guiding policies and tasks has been established for the following categories:

Getting Around

transportation, parking, biking, walking, and transit

Strategic Development

public and private development, land use, and design

Creating the Experience

special touches that make the district unique

Growing the Economy

generating jobs, income and tax revenue

Brand Management

portraying an authentic and consistent image

Implementation Partners

The following businesses, agencies and organizations should be partners in the implementation of the plan:

City of Bentonville

Downtown Bentonville,
Inc.

Bentonville Bella Vista
Chamber of Commerce

Bentonville Convention &
Visitors Bureau

Crystal Bridges Museum
of American Art

21c Museum Hotel

Bentonville Public Arts
Advisory Committee

Walton Arts Center

Trike Theater

Amazeum

Local art galleries

Local artists

Property owners

Investors

Arts District Goals for Getting Around

A.

A street network that follows the traditional grid pattern of the city and that supports the safe and efficient flow of vehicular activity in harmony with bicycle and pedestrian transportation.

B.

A vibrant, safe and highly visible pedestrian and bicycle transportation system within the district, to adjacent neighborhoods and to other downtown experience districts.

C.

Parking that is available, easily accessible, integrates the character of the district and conserves developable land.

D.

Simple and visible wayfinding signage addressing all modes of transportation.

Getting Around

All modes of transportation must be addressed in order for the district to be successful. Multiple modes must be safe and easily accessible to everyone. The district should accommodate vehicular, pedestrians, and bicycles, and plan for future transit opportunities.

GUIDING POLICIES

- Internal alley networks in a grid pattern are preferred as large parcels are developed.
- Cross access between developments is recommended to ease traffic congestion.
- A pedestrian oriented environment in the area between the SW A St. and S. Main St. corridors is desired.
- On-street parking is encouraged.
- Shared parking is encouraged

TASKS

Task 1: Complete the S. Main St. improvement project.

Task 2: Complete the SW A St. improvement project.

Task 3: Complete the 8th St. improvement project.

Task 4: Construct sidewalks on both sides of SE 6th Street.

Task 5: Develop a capital improvement plan and prioritized list to improve the sidewalk connections to surrounding neighborhoods.

Task 6: Enhance, sign and promote bicycle and pedestrian connections to the square, the Market District and the Razorback Regional Greenway.

Task 7: Seek opportunities for a pedestrian oriented environment in the corridor between SW A St. and S. Main St.

Task 8: Establish pedestrian count benchmarks for future measurement.

Task 9: Create a unique crosswalk feature for this district.

Task 10: Seek opportunities for public parking facilities/garages, especially near large or significant catalyst projects.

Task 11: Install pedestrian and vehicular wayfinding signage to and within the district.

Art District Goals for Strategic Development

E:

Investment by private developers in new and redeveloped properties.

F:

Regulations consistent with the desired development pattern that eases development activity.

G:

Adequate infrastructure to meet the needs of future development patterns.

H:

Aesthetic, creative and useful public parks and spaces.

Strategic Development

Development that is strategically designed will add to the aesthetic and economic value of the district. The goal is for new development and redeveloped properties to add to the uniqueness of the area and create value as it pertains to the visual character.

GUIDING POLICIES

- Facade improvements and renovations of existing buildings, especially those of historical or cultural significance (such as the Farmer's Co-Op) is preferred to tear downs.
- Infill development that fills the void or interruptions in the building activity edge is encouraged.
- Key destinations should be distributed evenly throughout the district to encourage street activity.
- Architecture that creates an artwork of itself is encouraged.
- Open space is best created through small and simple spaces spread throughout the district.
- Development and building codes should be prescriptive regarding desired development patterns and design.
- Mixed use development that incorporates commercial on the first floor and residential on the upper floors is desired.

TASKS

- Task12: Recruit developers with experience in live/work housing to provide affordable housing for local artists while having a location to produce and sell their product. See the Artist Live/Work concept plan.
- Task 13: Conduct a gap analysis between the goals of the plan and the zoning and subdivision codes to determine necessary code changes.
- Task 14: Adopt code changes recommended from the code/plan gap analysis.
- Task 15: Seek incentives to encourage preferred development.
- Task 16: Identify water, sewer, and storm water infrastructure insufficiencies.
- Task 17: Identify locations for landscaping improvements.
- Task 18: Renovate Train Station Park using landscape as art.
- Task 19: Seek appropriate location for an interactive water feature.
- Task 20: Screen utility facility on the northwest corner of SE 6th St. and SE A St.
- Task 21: Identify opportunities for artwork to be incorporated into infrastructure, such as etchings in sidewalk or creatively designed tree grates.

Art District Goals for Creating the Experience

I:
Visitors know they are in a special place by the obvious and not-so-obvious placement of art and culture throughout.

J:
Programmed events and activities that breath life into the streets and draw visitors to the district.

K:
A center for learning about art and culture.

L:
A clean and safe environment for residents and visitors.

Creating the Experience

The experience combines the basics of infrastructure and buildings and injects it with activity. This is what people will remember; what will keep drawing them back.

GUIDING POLICIES

- A variety of art mediums are desired.
- Partnerships with existing art-related organizations, such as Crystal Bridges Museum of American Art and 21c Museum Hotel, are the best approach to expanding education and awareness.
- Development that uses Crime Prevention through Environmental Design techniques are encouraged to help maintain a safe environment.
- Property owners should maintain their properties compliant with property maintenance codes to maintain the overall appearance of the district.
- An active street life is essential to success and provides a sense of safety.

TASKS

Task 23: Use Bentonville Public Library as a place to display local artists' work.

Task 24: The Bentonville Public Art Advisory Committee should conduct a Call for Artists to place art within the Arts District.

Task 25: Create unique Arts District gateways.

Task 26: Create a "walk of art" to establish a connection between the Arts District and the square.

Task 27: Coordinate with the existing Art & Culinary Festival held in June as well as the monthly Around the Bloc event.

Task 28: Establish an annual film festival.

Task 29: Establish a community workshop facility to offer all mediums of artwork classes. Work with local educational institutions as well as local artists to establish classes.

Task 30: Provide for an "Artist Alleyway" that offers an affordable energetic marketplace for local and regional artists to sell their works. See Artist Live/Work concept.

Task 31: Incorporate the library as a location to hold art classes and instruction and as a resource for art study.

Task 32: Expand library holdings on art-related books and magazines.

Art District Goals for Growing the Economy

M:

A destination that creates jobs and increases income and sales tax revenue.

Growing the Economy

One of the goals of the Arts District is to help diversify Bentonville's economy by providing facilities for the creative sector. This will include the primary customer draw of retail, restaurant and entertainment. It also includes the supportive businesses that might be needed by those who live and work in the area, including personal services, such as hair salons, dry cleaner, and print shops.

GUIDING POLICIES

- Support entrepreneurs by encouraging locally owned business start-ups to locate in the Arts District.
- To keep activity for retail and restaurants fluent, avoid locating residential on a ground floor in an area focused on retail shops.

TASKS

Task 33: Meet with local artists to determine what amenities and supporting businesses are needed.

Task 34: Recruit the appropriate art/cultural related businesses (i.e. art galleries, performance space, music or media production studios, dance studios, art supply) to create an eclectic business mix.

Task 35: Recruit supportive businesses, such as restaurants, cafes, coffee shops, bakeries, jazz bars, etc. that are affordable for the artists.

Task 36: Establish a merchant's association to work toward a common goal of economic activity within the Arts District.

Task 37: Ensure that the Arts District is accommodated within the city's Economic Development Strategic Plan being finalized in early 2014.

Task 38: Provide market data and demographic data to potential business owners and entrepreneurs.

Task 39: Consider expanding the boundaries of the district in the future if adjacent land uses could become an asset to the district.

Task 40: Help launch new businesses by organizing grand openings, mailers to members, customer lists provided by non-competing businesses, welcome ads and posters.

Art District Goals for Brand Management

N:

A Bentonville Arts District Brand that is recognizable throughout the region.

O:

Promote the Arts District brand.

P:

All business owners and residents accurately use and promote the brand in their own marketing efforts.

Brand Management

Developing, promoting and marketing the Arts District brand is crucial. This includes identifying a logo, a tag line, and a primary target market. Establishing policies for use of the brand are necessary to ensure the message is consistent through all media outlets, both traditional and social.

TASKS

Task 41: Establish an official name for the Arts District.

Task 42: Develop a logo for the Arts District.

Task 43: Develop a tag line for the Arts District (i.e. An Arts and Cultural Incubator)

Task 44: Develop a program for vertical streetscape banners.

Task 45: Adopt a marketing plan and campaign that incorporates the web and social media.

Task 46: Create a working group focused on plan implementation to ensure that the brand is cohesive and consistent.

MARKET DISTRICT

Great Food Starts Here!

Market District Planning Area



The Market District is an area southwest of the railroad, skirting the Razorback Regional Greenway. It is bounded to the north by SE 5th St. and the railroad, to the east by the east edge of the Tyson property, to the south by SE 8th St. and to the west by SE D St. The boundaries are conceptual for planning purposes and do not represent any legal or regulatory boundaries.

The area includes the properties of the old Tyson Chicken Plant, the Ice House and the Kraft Plant. When the planning process began, these properties were vacant or planned to be closed. Since inception, most properties are under new ownership.



MARKET DISTRICT

Terminology**Shared storage facilities**

Multiple producers bring their goods to a shared facility for storage purposes, including shared refrigeration coolers and climate controlled rooms.

Processing center

Used for the development of raw ingredients and materials into a more refined product.

Community kitchen

A shared community space that can function as a commercial kitchen used by processors, producers, or caterers.

Food hub

A centrally located facility with a business management system that facilitates the aggregation, storage, processing, distribution and/or marketing of locally or regionally produced food products. - USDA

Food innovation district

Contains a diverse mix of food-oriented businesses and services, networked or connected to promote a positive environment for collaboration, spur regional economic growth and increase access to healthy local food. - MSU Center for Regional Food Systems

Market (Culinary) Districts Defined

The Market District is recommended as a culinary arts and food district, generally defined as:

- a geographically defined area producing and selling food product that promotes and enhances a city's identity while strengthening economic development efforts;
- a mixed-use area with a high concentration of culinary arts and food related activities; and,
- a reflection of a region's unique food system, an incubator for food and culinary entrepreneurs, and a key asset in tourism development.

Market Districts in General

It may be helpful to consider the Market District (Culinary Arts and Food District) as an "industrial park" that generates food and beverage product, creates jobs and training opportunities, generates sales and hotel/motel/restaurant tax, acts as a tourism amenity, and promotes and enhances Bentonville's identity as a regional leader in the food, culinary and hospitality economic sectors.

Benefits of Market Districts

The Bentonville Market District is on the cutting edge of economic development strategies, creating a designated area focused on a food and culinary experience that creates jobs, broadens the municipal tax base, engages residents and attracts visitors. These districts also influence business development and expansion decisions, inspire downtown revitalization, build community identity, stimulate the growth of culinary enterprises, improve access to healthy food options for local residents; promote a healthier community; and provide a necessary component to support residential development opportunities.

Food systems are an asset to the local economy by stimulating entrepreneurship, creating business opportunities, and driving innovation and investment. They are a powerful player in the quality of life by promoting community health and wellness. The American Planning Association states, "healthy food systems are important for all regions and must be supported in order to ensure food safety, security, sustainable development, public health and nutrition, and sound environmental managements. By congregating similar uses, it allows for peer-to-peer networking and business-to-business opportunities. It allows for cooperation, can reduce business costs with shared infrastructure, and increases the access to suppliers and buyers."

“The fact that the James Beard Foundation has recognized Bentonville as a culinary force to be dealt with speaks volumes about the local culinary movement.”

– Case Dighero,
Food & Beverage
Director, Crystal
Bridges Museum
of American Art

Downtown’s Emerging Culinary Experience

In 2008, Downtown Bentonville, Inc. initiated a culinary development strategy, focusing on creating a food scene that celebrates Bentonville’s unique culinary identity while strengthening the emerging Bentonville brand as a tourist destination.

The plan included:

- Building the infrastructure needed for local food sourcing to restaurants.
- Expanding quality food access to the entire community.
- Identifying, recruiting and supporting diverse restaurant and culinary retail offerings.
- Creating the framework needed to promote and sustain a robust culinary scene.

The 1,790 acre downtown district now has multiple new restaurants, unique food trailers and culinary retail locations. In 2012, the total food sales from those downtown restaurants and food trailers were estimated at over \$10 million dollars. The emerging culinary scene has also garnered national attention becoming The Washington Post’s “In” Scene for 2013. Several restaurants have received local and state awards, and three local chefs have been invited to cook at the famed James Beard House in New York City.

Northwest Arkansas Council Foodways Initiative

In 2012, the Northwest Arkansas Council launched a foodways initiative as part of a regional economic development strategy. The group held a conference that brought together key industry leaders in production, culinary, distribution, food access and education. That conference identified the following priorities:

- Establish benchmarks, milestones and targets for the regional food system by conducting a regional community food assessment and feasibility studies on different models that can coordinate aggregation, processing, distribution and marketing of locally produced foods.
- Enhance the region’s processing and distribution capability to ensure better connections between local producers and consumers by establishing and supporting the creation of a local food hub(s), providing marketing and education to producers and consumers, developing an infrastructure for traceability, liability and quality control, creating delivery systems, and establishing locations for preparation and processing.
- Affect policy change to ease financial burdens and other restrictions on local food producers and sellers.
- Establish an organization to implement ongoing programs and collaborate with regional resources.
- Provide and strengthen accessible locally grown food to all Northwest Arkansans.
- Support local producers to increase regional food capacity.

MARKET DISTRICT

Issues

Each experience district faces its own unique issues that help or inhibit its future success. The Market District has strengths as well as conditions that may create a challenge to implementation.

8th St. Improvement Project

The 8th St. Improvement project carries both positive and negative aspects. There will be access and traffic flow issues during construction. However, both of these issues are significantly improved upon project completion. Because the street is going from two lanes to five lanes, it improves traffic flow, but widens the separation with the neighborhoods south of 8th St.

Razorback Greenway

The spine of the Razorback Regional Greenway skirts the northern edge of the Market District. This serves as access via alternatives modes of transportation and increases visibility of the district.

Culinary Arts as Cutting Edge Economic Development

Using culinary arts as an economic development tool is a relatively new approach. It provides diversity to the local economy and can serve as a model for other communities.

Risk for investors in vacant industrial properties

Old, vacant industrial properties tend to carry a heavier burden for investors in terms of rehabilitation. Environmental, structural and site issues may have to be addressed during development.

Large parcels of vacant property

The relatively large undeveloped parcels provide opportunities for new development.

MARKET DISTRICT

Market District
Vision Statement

The Bentonville Market District is a mixed-use regional destination for locally produced food, beverages and goods with opportunities for culinary training and education offered in a diverse and vibrant setting enhanced with entertainment venues and residential variety.

Recommended
Facilities and
Businesses

Public market
Food hub
Kitchen incubator
Catering kitchens
High density residential
Open space near trail
Residential kitchen supplies
Commercial kitchen supplies
Shared storage facilities
Cafes
Coffee house
Jazz bar
Bakeries
Ethnic restaurants
Wine/cigar bars
Massage Therapy
Maturopathic medicine
Hair salon / spa services
Nutrition education outreach

Market District Vision

Food is processed: Facilities are available for lease to process local food in support of culinary entrepreneurs. This includes catering kitchens or community kitchens as well as shared storage facilities.

Food is distributed: The district contains a facility that serves as a collection point for locally grown food and coordination of distribution to surrounding users, including restaurants, hotels, schools, hospitals, and living facilities.

Food is accessible: Locally grown and produced food is available for purchase and incorporated into the menus of local restaurants. High density residential development and excellent pedestrian and bicycle facilities create an on-site customer based for businesses and facilities.

Food is enjoyed: Culinary classes, both professional and non-professional, are provided within the district. Restaurants provide a variety of ethnic food choices and culinary experiences. Entertainment in programmable open space enhance the relaxed atmosphere of the Market District.



Locally grown food



Restaurants



Teaching kitchen



Entertainment



Year-round market



Open space

MARKET DISTRICT

MARKET district



Austin
Baggett Park
Mixed-Use
Development
h i

Production
Facility(Kraft)
j

Mixed-Use
Development
Public Plaza
i k

Mixed-Use
Development
i

High-Density
Residential
l

Production
Facility(Tyson)
m

High-Density
Residential
l

AMENITIES:

public plaza, recreational sports,
food truck parking, dog park,
local food production, unique
culinary experience, artisanal food
market, amphitheater, community
garden, kitchen incubators, culinary
classes



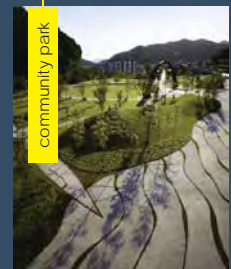
at food starts here!



high density residential



small scale amphitheater



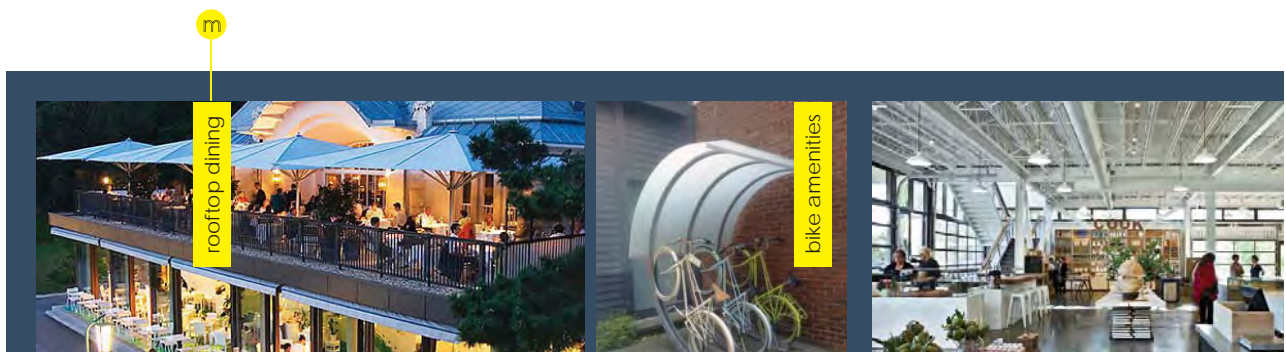
community park

MARKET



LOCAL MARKET

- A catalyst project for the Market District is an engaging year-round public market. The market provides an opportunity for local producers to sell their goods while giving local residents access to healthy food options.
- The market may also offer culinary classes, food storage facilities, or areas for packaging and processing.
- Supporting amenities may include coffee shops and cafes, gift shops, culinary related retail, and restaurants.



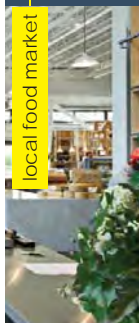
MARKET DISTRICT

local food

Hight-Jackson Associates PA
architecture • engineering • planning • interior design



m

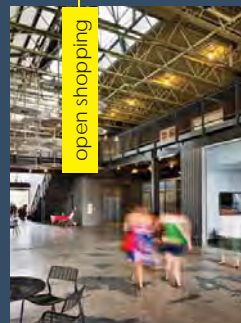


local food market



specialty restaurants

m



open shopping

m



cooking classes

MARKET DISTRICT

IMPLEMENTATION PLAN
FOR THE MARKET DISTRICT

In order to help achieve the vision for the Market District, an implementation plan consisting of goals, guiding policies and tasks has been established for the following categories:

Getting Around

transportation, parking, biking, walking, and transit

Strategic Development

public and private development, land use, and design

Creating the Experience

special touches that make the district unique

Growing the Economy

generating jobs, income and tax revenue

Brand Management

portraying an authentic and consistent image

**Implementation
Partners**

The following businesses, agencies and organizations should be partners in the implementation of the plan:

City of Bentonville

Downtown Bentonville, Inc.

Bentonville / Bella Vista
Chamber of Commerce

Bentonville Convention &
Visitors Bureau

Bentonville Farmer's Market

Northwest Arkansas Council

Northwest Arkansas
Community College

Bentonville Public Schools

Local farmers and growers

Local restaurants

Investors

Property Owners

MARKET DISTRICT

**Market District Goals
for Getting Around****A:**

A street network that follows the traditional grid pattern of the city and that supports the safe and efficient flow of vehicular activity in harmony with bicycle and pedestrian transportation.

B:

A vibrant, safe and highly visible pedestrian and bicycle transportation system within the district, to adjacent neighborhoods and to other downtown experience districts.

C:

Parking that is available and easily accessible, however, is integrated into the design of the district and does not consume more developable land than necessary.

D:

Simple and visible wayfinding signage addressing all modes of transportation.

Getting Around

Similar to the Arts District, transportation and circulation are critical to the success of any experience district. Transportation must be multimodal (vehicles, pedestrians, bicyclists, and transit) with heavy emphasis on pedestrian and bicycle connections. All transportation facilities must be safe, easily accessible and add value to the district.

GUIDING POLICIES

- Cross access between developments is recommended to ease traffic congestion.
- On-street parking is encouraged.
- Shared parking is encouraged.

TASKS

Task 1: Develop an internal vehicular circulation plan within the Market District, particularly an extension of SE 6th St. between SE F St. and the eastern edge of the vacant Tyson Plant property.

Task 2: Complete sidewalks on both sides of the street on SE 6th St. between the Market District and the Arts District to create a pedestrian pathway to either district from the residential areas in between.

Task 3: Look for opportunities to add bike lanes, particularly on the SE 6th St. corridor between the Arts District and Market District, and as part of future internal vehicular circulation facilities.

Task 4: Identify locations and financing for public parking facilities within the Market District.

Task 5: Install pedestrian and vehicular wayfinding signage to and within the district.

MARKET DISTRICT

**Market District Goals
for Strategic
Development****E:**

A local food hub that provides storage, processing and distribution for the Northwest Arkansas region.

F:

Local zoning and subdivision regulations that encourage and ease development and redevelopment within the Market District.

G:

Investment by private developers in new and redeveloped properties.

H:

Adequate infrastructure to meet the needs of future development patterns.

Strategic Development

The development strategy in the Market District is ensuring that the appropriate facilities are in place that promote convenient access to locally produced food. Part of the strategy includes infusing life into an area that is currently void of activity, which will include retail and restaurants that use locally produced food and medium and high density residential in close proximity to establish an immediate market for the commercial entities.

GUIDING POLICIES

- Facade improvements and renovations of existing buildings, especially those of historical or cultural significants (such as the Farmer's Co-Op) is preferred to tear downs.
- New development should incorporate industrial-like features keeping it consistent with the traditional use of the area.
- Mixed-use residential and commercial developments are encouraged.
- Medium and high density residential development is appropriate in the Market District to provide a variety of housing options and customers in close proximity to the district's businesses.
- Development and building codes should be prescriptive regarding desired development patterns and design.

TASKS

- Task 6: Repurpose an existing facility into a food hub where locally grown and produced foods and beverages can be stored, processed, and distributed from farms to consumers.
- Task 7: Establish a year-round indoor public market.
- Task 8: Identify areas within the district that should be considered for rezoning to one of the downtown zoning districts.
- Task 9: Conduct a gap analysis within both the Zoning and Subdivision codes to identify regulations that may be contradictory to the goals of the districts, particularly density and parking requirements, and consider amendments where appropriate.
- Task 10: Identify water, sewer, and storm water infrastructure deficiencies and develop a plan for addressing those needs.

MARKET DISTRICT

**Market District Goals
for Creating the
Experience****I:**

The district is recognizable by its unique character that reflects the historical industrial characteristics.

J:

A place where culinary education is exemplary through a variety of venues.

K:

Aesthetic and useful public parks and open spaces.

L:

The district is, and is perceived to be, clean and safe.

Creating the Experience

The Market District is considered an “experience district” for a reason. The goal is to create a place that provides a memorable experience for the visitor. That experience pulls together all elements of the district, including the retail and restaurants, the services provided, the appearance of the public realm, and event programming.

GUIDING POLICIES

- A variety of culinary arts from around the world are desired.
- Partnerships with existing food and culinary related organizations and businesses are the best approach to expanding education and awareness.
- Development that uses Crime Prevention through Environmental Design techniques are encouraged to help maintain a safe environment.
- Property owners should maintain their properties compliant with property maintenance codes to maintain the overall appearance of the district.
- An active street life is essential to success and provides a sense of safety.

TASKS

Task 11: Establish a streetscape theme that is unique to the Market District.

Task 12: Create and install a gateway feature welcoming visitors to the Market District.

Task 13: Install public art that reflects the culinary and/or industrial nature of the district.

Task 14: Provide on-going culinary educational programs for local chefs.

Task 15: Offer culinary classes on healthy cooking for non-professionals.

Task 16: Establish culinary and health related programs.

Task 17: Establish a programmable open space near the Razorback Regional Greenway.

Task 18: Identify locations for landscaping improvements and develop a plan for implementation.

MARKET DISTRICT

**Market District Goals
for Growing the
Economy**

M:
Create jobs, increase income
and sales tax revenues.

Growing the Economy

While the Arts District engages the creative class to grow the economy, the Market District utilizes the growing trend of culinary arts. This includes businesses, restaurants, and services that are either directly involved in culinary arts or that provide supportive product and service to the culinary arts.

GUIDING POLICIES

- Support entrepreneurs by encouraging locally owned business start-ups to locate in the Market District.
- To keep activity for retail and restaurants fluent, avoid locating residential on a ground floor in an area focused on retail shops.
- Health and wellness related facilities are encouraged to compliment the focus on healthy eating.

TASKS

Task 19: Meet with producers and restaurants to determine what amenities and supporting businesses are needed.

Task 20: Recruit the appropriate businesses to create a unique mix focused on culinary arts.

Task 21: Recruit supportive businesses, such as restaurants, cafes, coffee shops, bakeries, jazz bars, etc..

Task 22: Establish a merchant's association to work toward a common goal of economic activity within the Market District.

Task 23: Help launch new businesses by organizing grand openings, mailers to members, customer lists provided by non-competing businesses, welcome ads and posters.

Task 24: Ensure that the Market District is accommodated within the city's Economic Development Strategic Plan.

Task 25: Consider expanding the boundaries of the district in the future if adjacent land uses could become an asset to the district.

MARKET DISTRICT

**Market District Goals
for Brand
Management****N:**

The Bentonville Market District is known as a regional destination for acquiring locally grown food.

O:

Develop and promote the Market District brand.

P:

All business owners and residents accurately use and promote the brand in their own marketing efforts.

Brand Management

In order to promote the Market District, the message about what is available and offered within the district needs to be consistent in all promotions and advertising. Consistency should be applied to all forms of media and among all establishments within the district. There is power in working together to promote the district, encouraging visitors to come and stay and enjoy all that the district has to offer.

TASKS

Task 26: Establish an official name for the Arts District.

Task 27: Develop a logo for the Arts District.

Task 28: Develop a tag line for the Arts District (i.e. Great Food Starts Here)

Task 29: Develop a program for vertical streetscape banners to identify the district.

Task 30: Adopt a marketing plan and campaign that incorporates the web and social media.

Task 31: Create a working group focused on plan implementation to ensure that the brand is cohesive and consistent.

IMPLEMENTATION MATRIX

The Implementation Matrix compiles the tasks from each plan component into one table, eliminates duplication and provides further detail on how implementation can be accomplished by identifying the parties that are best involved in implementation, a proposed time frame (immediate, short term, long term) a cost range (low, medium, high) and possible financing options (city budget, investors, grants, donations).

Getting Around

	Tasks	Participants	Time Frame	Cost	Financing
1	Stop vacating alleys; retrofit and / or repave existing alleyways, and encourage internal alleys in new developments.	City, Developers	Short Term	Mod	City Budget, Investors, Developers
2	Develop a capital improvement plan and prioritized list to build and improve the sidewalk connections to surrounding neighborhoods.	City	Immediate	Mod	City Budget, Grants
3	Identify corridors appropriate for sharrows or bike lanes.	City, Bike Bentonville	Short Term	Mod	City Budget, Grants
4	Ensure that transit stops are available within residential areas.	City, Developers, ORT	Short Term	Mod	Ozark Transit
5	Seek opportunities for public parking facilities/ garages, especially near large or significant catalyst projects.	City, Developers	Long Term	High	City Budget, Investors, Developers
6	Complete the S. Main St. improvement project.	City	Short Term	High	City
7	Complete the SW A St. improvement project.	City	Long Term	High	City
8	Complete the 8th St. improvement project.	City	Long Term	High	City, Grants
9	Construct sidewalks on both sides of SE 6th Street.	City	Immediate	Mod	City, Grant
10	Enhance, sign and promote bicycle and pedestrian connections between the square, the Market District, the Arts District and Razorback Greenway.	City, Bike Bentonville	Short Term	Low	City, Donations
11	Seek opportunities for a pedestrian oriented environment in the corridor between SW A St. and S. Main St.	City, Developers	Long Term	Mod	City, Developers
12	Establish pedestrian count benchmarks for future measurement.	City	Immediate	Low	City
13	Create a unique crosswalk feature for the Arts District.	City, Public Arts Advisory Cmte.?	Short Term	Low	City, Grants, Donations
14	Develop an internal vehicular circulation plan within the Market District, particularly an extension of SE 6th St. between SE F St. and the eastern edge of the vacant Tyson Plant property.	Developers	Long Term	High	Developers, Investors

IMPLEMENTATION MATRIX

Strategic Development

	Tasks	Participants	Time Frame	Cost	Financing
15	Conduct a gap analysis between the goals of the plan and the zoning and subdivision codes to determine necessary code changes, specifically increasing allowable densities in the DC - Downtown Core and DE - Downtown Edge zoning districts.	City, Developers	Immediate	Low	City
16	Adopt code changes recommended from the code gap analysis.	City	Short Term	Low	City
17	Identify areas within the Market District that should be considered for rezoning to one of the downtown zoning districts.	City, Developers	Short Term	Low	City
18	Analyze the need for a downtown residential zoning district.	City	Long Term	Low	City
19	Rezone critical areas to the new downtown residential zoning district, if adopted.	City	Long Term	Low	City
20	Adopt residential design guidelines.	City	Long Term	Low	City
21	Investment from private developers in higher density and mixed-use residential developments.	Developers, Investors	Long Term	High	Investors, Developers
22	Identify water, sewer and storm water infrastructure deficiencies and develop a plan for addressing those needs.	City	Short Term	High	City, Grants, Developers
23	Recruit developers with experience in live/work housing to provide affordable housing for local artists while having a location to produce and sell their product.	City, Chamber of Commerce, DBI	Short Term	High	Developers, Investors
24	Seek incentives to encourage preferred development.	City, Chamber of Commerce, DBI	Short Term	Mod	Investors
25	Identify locations for landscaping improvements.	City	Long Term	Mod	City, Grants
26	Renovate Train Station Park using landscape as art.	City	Long Term	Mod	City, Grants
27	Seek appropriate location for an interactive water feature.	City	Long Term	Mod	City, Grants
28	Screen utility facility on the northwest corner of SE 6th St. and SE A St.	City	Long Term	Low	City, Grants
29	Identify opportunities for artwork to be incorporated into infrastructure, such as etchings in sidewalk or creatively designed tree grates.	City, Public Arts Advisory Cmte.	Short Term	Mod	City, Grants

IMPLEMENTATION MATRIX

Strategic Development (continued)

	Tasks	Participants	Time Frame	Cost	Financing
30	Repurpose an existing facility in the Market District into a food hub where locally grown and produced foods and beverages can be stored, processed, and distributed from farms to consumers.	Developers, Investors	Long Term	High	Investors, Developers
31	Establish a year-round indoor public market in the Market District.	Developers, Investors, DBI	Long Term	High	Investors, Developers

Matrix Key

Participants

DBI - Downtown Bentonville, Inc.
 CVB - Bentonville Convention & Visitors Bureau
 ORT - Ozark Regional Transit

Cost

-- - Insignificant / Cost of Staff Time
 Low - under \$20,000
 Mod - \$20,000 - \$200,000
 High - \$200,000 or more

Time Frame

Immediate: 2014
 Short Term: 2014-2016
 Long Term: 2016 or later

IMPLEMENTATION MATRIX

Creating the Experience

	Tasks	Participants	Time Frame	Cost	Financing
32	Establish neighborhood organizations that can support safety efforts and provide neighborly support.	City, DBI, Property Owners	Long Term	Low	
33	Hold neighborhood or block parties to encourage socializing among neighbors.	Property Owners, DBI	Long Term	Low	Private
34	Use Bentonville Public Library as a place to display local artists' work.	City, Local Artists	Short Term	Low	City Budget, Grants
35	The Bentonville Public Art Advisory Committee should conduct a Call for Artists to place art within the Arts District.	Public Arts Advisory Cmte.	Long Term	Mod	City Budget, CVB, Grants
36	Create unique Arts District gateways. Create a "walk of art" to establish a connection between the Arts District and the square.	City, Public Arts Advisory Cmte., CVB	Long Term	Mod	City Budget, CVB, DBI
37	Coordinate Arts District events with the existing Art & Culinary Festival held in June as well as the monthly Around the Bloc event.	DBI	Long Term	Mod	DBI, CVB
38	Establish an annual film festival in the Arts District.	DBI	Long Term	Mod	DBI, CVB
39	Establish a community workshop facility to offer all mediums of artwork classes. Work with local educational institutions as well as local artists to establish classes.	DBI, Local Educational Institutions, Local Artists,	Long Term	Mod / High	Developers, Investors, Educational Institutions
40	Provide for an "Artist Alleyway" that offers an affordable energetic marketplace for local and regional artists to sell their works. See Artist Live/Work concept.	Developers, Investors	Long Term	High	Developers, Investors
41	Incorporate the library as a location to hold art classes and instruction and as a resource for art study.	City, Local Artists	Long Term	Low	Donations
42	Expand library holdings on art-related books and magazines.	City	Short Term	Low	City Budget, Grants, Donations
43	Establish a streetscape theme that is unique to the Market District.	City	Long Term	Mod	City Budget
44	Create and install a gateway feature welcoming visitors to the Market District.	City, CVB	Long Term	Mod	City Budget, CVB, Merchants

IMPLEMENTATION MATRIX

Creating the Experience (continued)

	Tasks	Participants	Time Frame	Cost	Financing
45	Install public art that reflects the culinary and/or industrial nature of the Market District.	CVB, Donations	Long Term	Mod	CVB, Donations
46	Provide on-going culinary educational programs for local chefs in the Market District.	DBI, Local Educational Institutions, Chefs	Long Term	Mod	Investors, Local Educational Institutions
47	Offer culinary classes on healthy cooking for non-professionals in the Market District.	DBI, Local Educational Institutions, Chefs	Long Term	Mod	Investors, Local Educational Institutions
48	Establish culinary and health related programs in the Market District.	DBI, Local Health Institutions	Long Term	Mod	Health Institutions
49	Establish a programmable open space near the Razorback Regional Greenway.	City	Long Term	High	City Budget, Grants,
50	Identify locations for landscaping improvements and develop a plan for implementation.	City	Short Term	Mod	City Budget, Grants

IMPLEMENTATION MATRIX

Growing the Economy

	Tasks	Participants	Time Frame	Cost	Financing
51	Meet with artists to determine what amenities and supporting businesses are needed in the Arts District.	City, DBI	Immediate	Low	--
52	Recruit the appropriate art/cultural related businesses (i.e. art galleries, performance space, music or media production studios, dance studios, art supply) to create an eclectic business mix in the Arts District.	City, DBI, Chamber of Commerce	Long Term	Low	--
53	Meet with producers and restaurants to determine what amenities and supporting businesses are needed in the Market District.	Chamber of Commerce, City, DBI	Short Term	Low	--
54	Recruit the appropriate businesses to create a unique mix focused on culinary arts in the Market District.	City, Chamber of Commerce, DBI	Long Term	Low	Investors, Developers
55	Recruit supportive businesses, such as restaurants, cafes, coffee shops, bakeries, jazz bars, etc. that are affordable for those living nearby.	City, DBI, Chamber of Commerce	Long Term	Low	--
56	Establish a merchant's association to work toward a common goal of economic activity within each district.	Chamber of Commerce, DBI	Short Term	Low	--
57	Ensure that both experience districts are accommodated within the city's Economic Development Strategic Plan being finalized in early 2014.	City	Immediate	Low	
58	Provide market data and demographic data to potential business owners and entrepreneurs.	City, Chamber of Commerce, DBI	Immediate	Low	City Budget, Chamber
59	Consider expanding the boundaries of both districts in the future if adjacent land uses could add value.	City, DBI	Long Term	Low	--
60	Help launch new businesses by organizing grand openings, mailers to members, customer lists provided by non-competing businesses, welcome ads and posters.	Chamber of Commerce, DBI	Long Term	Mod	DBI, Merchant's Association

IMPLEMENTATION MATRIX

Managing the Brand

	Tasks	Participants	Time Frame	Cost	Financing
61	Establish an official name, logo and tagline for the Arts District.	DBI, Chamber of Commerce	Short Term	Low	--
62	Establish an official name, logo and tagline for the Market District.	DBI, Chamber of Commerce	Short Term	Low	--
63	Develop a program for vertical streetscape banners in each district.	Merchant's Association, DBI	Long Term	Mod	Merchant's Association, DBI
64	Adopt a marketing plan and campaign that incorporates the web and social media for both district.	Merchant's Association, DBI	Long Term	Mod	Merchant's Association, DBI
65	Create a working group focused on plan implementation to ensure that the brand is cohesive and consistent in each district.	Merchant's Association, DBI	Short Term	Low	Merchant's Association, DBI

IMPLEMENTATION MATRIX

Public Workshop Survey Results

Part I: Preference Survey

The preference survey is designed for people to indicate their preferences among a series of images used to illustrate various housing styles for each category:

- single family
- two-family
- medium density multifamily
- high density multifamily

The survey serves as a tool to provide a range of opinions and identify common ground among the various styles.

The survey presented a total of 4 questions with a series of six photos each. Participants were asked to rank each photo on a scale of -3 to +3, with 0 being neutral. A total of 54 people completed the survey. Three figures are used to help analyze the survey.

Sum. This is simply the total of all of the rankings (subtracting the negatives). With 54 completed surveys, the highest possible sum would be 162 ($54 * 3$) and the lowest would be -162 ($54 * -3$). When a neutral value of 0 is entered, it neither adds or subtracts from the sum.

Mode. The mode indicates the value that was selected the most number of times. While this shows a majority preference, it doesn't show a second or third choice, which may be opposite of the majority.

Mean. The mean is the average, dividing the sum of the responses by the total number of responses. The total number of responses may be different for individual questions as some people missed or did not respond to some of the photos. This provides a more accurate reading of the overall preference on the scale -3 to +3. Some show a clear negative or positive response (as demonstrated by a mean closer to -3 or +3), while others show either a neutral or polarized response (as demonstrated by a mean closer to zero).

KEY FINDINGS

The survey results indicate a desire to maintain traditional and historical housing styles in the Southeast Downtown study area. While modern housing styles ranked negatively, it was only slightly negative compared to the significantly negative numbers for suburban style housing.

- Single family homes with a traditional design characterized by front porches and pitched roofs ranked the highest.
- Two family structures that maintained the appearance of a single-family home are favored.
- Regarding medium-density multifamily, those that either had no garage or a garage setback from the front facade were ranked more positively. The "brownstone" style townhomes were positively ranked. Those with the garage being the dominant feature were ranked negatively.
- High density multifamily structures built out of brick with a more traditional design ranked positively.

Part 1: VISUAL PREFERENCE - RESULTS

1. Rate each photo of *single-family* residential architecture you prefer in SE Downtown.

A.



Sum: 77
Mode: 3

-3 -2 -1 0 1 2 3
Mean: 1.43

B.



Sum: -69
Mode: -3

-3 -2 -1 0 1 2 3
Mean: -1.33

C.



Sum: -1
Mode: 0

-3 -2 -1 0 1 2 3
Mean: -.02

D.



Sum: 130
Mode: 3

-3 -2 -1 0 1 2 3
Mean: 2.41

E.



Sum: -46
Mode: -3

-3 -2 -1 0 1 2 3
Mean: -.85

F.



Sum: -50
Mode: -3

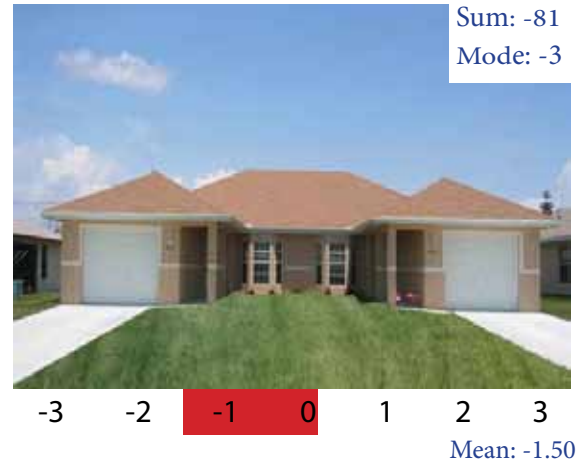
-3 -2 -1 0 1 2 3
Mean: -.94

2. Rate each photo of two-family residential architecture you prefer in SE Downtown.

A.



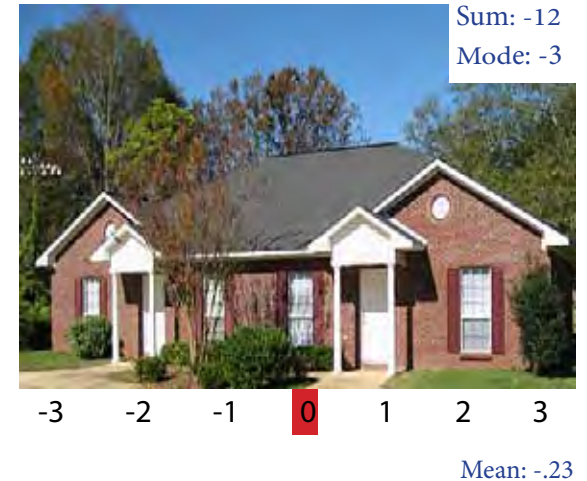
B.



C.



D.



E.



F.



3. Rate each photo of *moderate density* residential architecture you prefer in SE Downtown.

A.



B.



C.



D.



E.



F.



4. Rate each photo of **high density** residential architecture you prefer in SE Downtown.

A.



B.



C.



D.



E.



F.



Part 2: JUST 3 WORDS

KEY FINDINGS

- Respondents find the area rundown and out-dated but still feel it is charming and has potential.
- The Southeast Downtown area they envision in 15 years is vibrant, thriving, and exciting.
- Respondents stressed the need to address the lack of sidewalks and run-down property, fill vacant structures with productive businesses, and reconsider regulatory issues (specifically zoning).
- Participants want to ensure that the friendly, small-town feel is maintained, along with preserving the local history and quality of life elements such as trees and trails.
- A desire for more restaurants, shops, and cultural and art related businesses is evident.
- They do not want to see their taxes change or lose the current free parking.
- Respondents want to ensure open communication about what is happening in the area and find opportunities for community engagement.

What three words best describe the study area as it is today?



What three words best describe what you would like the study area to be in 15 years?



If you could change three things, what would they be?

CIRCULATION & ACCESS

Pedestrian:

Sidewalks (10)
Encourage more pedestrian friendly (2)
Walkability

Roads:

Widen streets (4)
Streets/roads (4)
Streetscape (2)
Better bridge on Henry St.(2)

Parking:

Better/more parking (2)

Traffic:

Traffic (2)

Alternative Options:

A trolley
Transport like tram to each district to make them like one area
Bike trails

INFRASTRUCTURE

Lighting (4)
Infrastructure (3)
Drainage/curbs (3)
Utilities

RESIDENTIAL

Clean up homes in disrepair (4)
Less rental properties (3)
Low end housing (2)
More residential (2)
Apartments
Houses
Single family only
Higher density residential
Remove some multi-family units

VACANT STRUCTURE

Repurpose empty buildings (4)
Vacant homes
Clean up abandoned buildings

ECONOMICS

Price of land
Incentives to improve homes /businesses
More investment

LAND USE

More parks/public spaces (4)

REGULATORY

Codes
Commercial zoning mixed in
Code enforcement
Allow roller skaters on trails
More effective pet ordinances
Stop setting regulations of design solely based on material. If material is used appropriately, it's still aesthetically beautiful

AWARENESS/ENGAGEMENT

Better public communication (2)
Citizen involvement
Activities
Openness
Attitude

BUSINESS/SERVICE

More shopping (3)
More bars/restaurants (2)
Walton Arts Center (2)
Nightlife
Entertainment
More working studio space
More small businesses
Vendor district to help recruit the world's top talent

AESTHETICS/APPEARANCE

Property Maintenance:

Clean
No unkempt property
Yard debris (trash)

Facades:

Upgrade/clean exterior of Bentonville Casting
No more metal warehouses, cover/screen them
Continuity of style with uniqueness
Better curb appeal
Common architectural design theme

Other:

Public art
Welcoming

MISCELLANEOUS

Investors/owners moving forward (2)
Timing
Incorporate healthy lifestyle in community
Make it a destination
Safer
Nothing

What three things shouldn't change?

EXPERIENCE

- Small town feel/ look (9)
- Historical charm (5)
- History (4)
- Family friendly (3)
- Character (3)
- Low crime rate (3)
- Charm (2)
- Friendliness (2)
- Quaintness (2)
- Sense of community (2)
- Relaxed atmosphere
- Simplicity
- Convenience
- Quality of life
- Neighborhood feel
- Lifestyle
- Historical district

CIRCULATION & ACCESS

- Trails (7)
- Existing grid
- Road width
- Speed limits (unless slower)
- Street names
- Street numbers
- Access
- Free parking

RESIDENTIAL

- Historical homes (3)
- No POA (2)
- Maintain some original character (Bungalows and cottages)
- Integrated w/ modern architecture
- Re-development/improving housing
- Craftsman style feel
- Architecture

LAND USE

- Courthouse location
- Residential
- Green-space
- Parks
- Mixed use

AWARENESS / ENGAGEMENT

- Progress (2)
- James Beard Foundation
- Patriotism
- Excitement
- Momentum

ECONOMICS

- Taxes (6)
- Affordability (2)
- Upscale

AESTHETICS / APPEARANCE

- Trees (8)
- Architecture

MISCELLANEOUS

- Farmers market (2)
- Town square (2)
- Location
- Closeness
- Owners
- Maturity
- Soldier on square
- Scale of region
- Don't commercialize

What three things are missing?

CIRCULATION & ACCESS

- Sidewalks (9)
- Parking (6)
- Bus system (2)
- Walkability
- Transit system
- Speed bumps
- Transportation
- Bike lanes

INFRASTRUCTURE

- Curbs
- Underground utilities
- Drainage
- Lighting

LAND USE

- Parks (2)
- Doggie park
- More mixed use within the same building
- More density around square
- Concert park
- Community pool
- Multi-purpose facilities
- Water features
- Work & living areas
- An attraction

RESIDENTIAL

- Impact with existing homes

AWARENESS/ENGAGEMENT

- Events
- Fun activities for public
- Buyout info
- Activity
- Destinations for children
- Approachability

BUSINESSES/SERVICES

- Grocery store (3)
- Restaurants (3)
- Walton Arts Center (3)
- Entertainment (3)
- Shopping (2)
- Outdoor/adventure
- Police station/presence
- Theatre
- Nightclubs
- Nightlife
- Gym
- Food options
- Rick's Bakery

ECONOMICS

- Financing

REGULATORY

- More density in downtown edge

MISCELLANEOUS

- People
- Too early to tell
- Timeline
- Detailed plans
- Downtown plan completion
- Functionality
- # of families impacted
- Magnet areas
- Interesting things

Describe a particular idea or issue you'd like the plan to address...

EXPERIENCE

- Please maintain the historical small-town charm
- Don't turn downtown into a party destination

AESTHETICS/APPEARANCE

- Keep townhouses to older style
- Outdoor activities and connection among the districts visually and functionally
- How can Bentonville Casting Co be better visually? It is on the route to Crystal Bridges.
- This part of the city needs to be cleaned up and remain safe for families
- Public facilities district should include measures to visually distract or hide the utility feel of the area (i.e. trees, fences, etc.)
- Multifamily and rentals on 5th street need re-facing
- Large expanses of empty land that is uncared for

CIRCULATION & ACCESS

- Sidewalks (2)
- Transport to connect the downtown area to these areas of interest (2)
- A trolley (2)
- What about SE C St?
- More mass transit available
- Community connectivity thru integrated trails and eliminate the need for cars as much as possible
- Transportation in area
- Need speed limits enforced - perhaps a speed bump
- Slower speeds

AWARENESS/ ENGAGEMENT

- Since I live in the area, I need to know what my future holds
- Keep the Bentonville citizens informed
- What affected area families can expect (buyouts, etc.)
- I would like to see some discussions around opportunities for local residents to be active business owners in the outlined areas of the plan
- Would there be any local committees raised to address issues, plan related or otherwise?

ECONOMICS

- More economically feasible space for artist community

REGULATORY

- We could use more planned unit developments with some services and retail out in the community

BUSINESSES/SERVICES

- Night life - median age is 27 - needs to be more "classy" bars & hip things to do
- A public market similar in style to the one found in Milwaukee
- A more vibrant theatre district
- An area to highlight/showcase food, customs from around the world
- Encourage local shopping and services within walking distance
- Shopping
- More restaurants
- Classroom/art setting

LAND USE

- Include a vendor (Wal-Mart) district that has the fastest internet in the world, great gym, trendy clubs, restaurants
- Is there a plan to move the street department, or improve the looks? It seems out of place in the middle of residential area.
- Non-shopping related areas for people to gather
- Working studio environment

VACANT STRUCTURES

- The vacant on some to be vacant Tyson & Kraft plants
- Ugly industrial needs cleaning up

INFRASTRUCTURE

- Lighting
- Putting utilities out of sight

MISCELLANEOUS

- Shorter timeline
- Consider individual families when planning proposed districts.
- The proposals seem to be a bonus for the city and residents
- Don't minimize the downtown area
- Art & Market districts are distraction from what we need - drainage, curbs, sidewalks
- Why more area is highlighted than is shown to be used in current study shown here
- Leverage more James Beard Foundation sponsorship
- Don't lose James Beard leverage



ARTS

CULINARY

SOUTHEAST DOWNTOWN

MASTER PLAN OVERVIEW

BUSINESS

RESIDENTIAL

ENTERTAINMENT

SOUTHEAST DOWNTOWN MASTER PLAN

Area Description

The study area is located southeast of the Bentonville Square, with E. Central Ave. creating the northern boundary, SE J Street the eastern boundary, SE 10th St. the southern boundary and SW B St. the western boundary.

Project Description

Several factors prompted the decision to embark on this process at this time.

Uncertain future of vacant industrial properties.

There are currently two vacant industrial properties in this study area: the Tyson chicken plant and the Ice House. Plus, the Kraft plant will be closing by the end of July 2013. Vacant industrial properties encourage vandalism and give the appearance of neglect and disinterest. Providing a plan that presents opportunities for redevelopment will bring these properties back online and contributing to the quality of life and city tax-base.

Recent investments in park and trail amenities.

The city invested in this area with the construction of Austin-Baggett Park in 2012. More importantly, the Razorback Regional Greenway travels through this study area on the Town Branch Trail, exposing this currently underused area to visitors from all over the region. Developing a plan will help to maintain the value of these public investments.

8th Street Improvement Project will begin within two years.

The 8th Street Improvement Project is a federally funded major road widening project that will affect how this corridor develops in the future. Having a plan in place will help guide its future development.

Opportunity to create two experience districts.

The opening of Crystal Bridges Museum of American Art is having a significant impact on the arts community. The opening of 21C Museum Hotel and several art studios suggests an opportunity to congregate these experiences into a concentrated area. Furthermore, the increasing interest in culinary arts suggests another opportunity to capitalize on this growing trend.

Project Scope

The project employs clustering concepts, placemaking strategies and the development of several specialty districts.

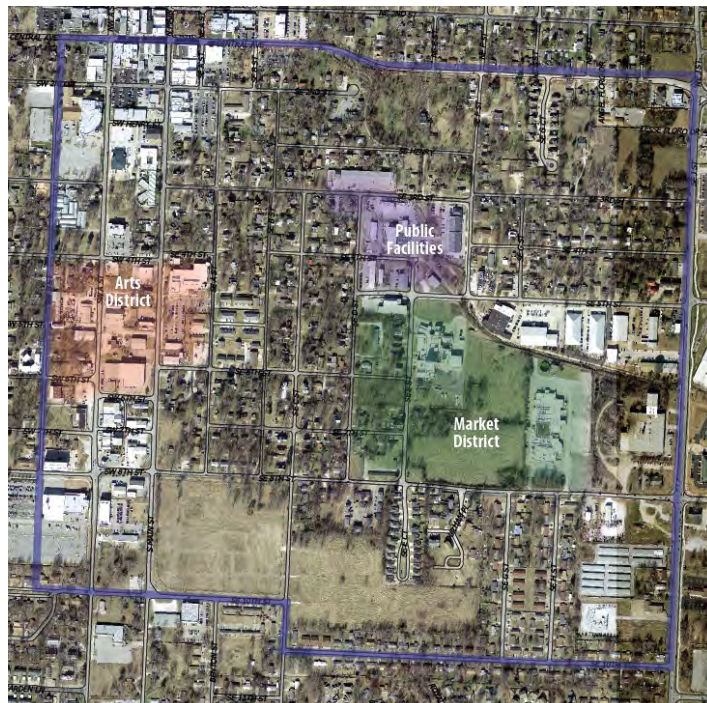
Clustering similar uses in a concentrated geographic area provides a competitive advantage to share similar suppliers and buyers; similar customers, and similar infrastructure needs.

Place-making is essentially creating a place that is distinctive... either in its design or what it offers, or both.

The plan includes four concentrated areas of study:

Market District (Culinary Arts and Food District)

The Market District includes the industrial areas of the Tyson Plant, Kraft Plant, and Ice House. The focus of this study area is to concentrate local food businesses, organizations, and distribution facilities, including wholesale, retail and educational elements.



Arts District

The Arts District is located in the corridor between SW B St. and S. Main, between SE 4th and SE 6th Streets. This intent of establishing this district is to cultivate a high concentration of art and cultural facilities and programs.

Public Facilities

A concentration of public facilities are located in the general vicinity of SE 3rd Street, between SE D St. and SE F St. The city's streets, electric, water, wastewater, and inventory departments all have facilities sitting in the middle of a residential neighborhood. This area is being studied to identify future needs for growth and expansion of these public facilities while ensuring that it remains a good neighbor to the surrounding residential areas.

Residential Development

In the gaps between the above districts is a mixture of low to medium density residential development. This area is being studied to determine the needs for alternative housing options, higher densities and the potential for addressing those needs within these areas.

Project Goals

Goals of the plan include:

- Guide redevelopment activities
- Preserve the city's investment in public infrastructure
- Provide predictability to encourage private investors
- Guide the city in anticipating and aligning resources to budget for necessary physical infrastructure.
- Establish Northwest Arkansas' primary center for local food resources
- Launch the concentration of art and cultural venues
- Improve pedestrian and bicycle infrastructure
- Create an inviting streetscape and urban character
- Develop new centers of economic activity

MASTER PLAN COMMITTEES

SOUTHEAST DOWNTOWN MASTER PLAN

BENTONVILLE CITY COUNCIL

Mary Baggett, <i>Ward 1</i>	Christ Sooter, <i>Ward 1</i>
Roger Thomas, <i>Ward 2</i>	Shane Perry, <i>Ward 2</i>
Leah Williams, <i>Ward 3</i>	Bill Burckart, <i>Ward 3</i>
Burton Head, <i>Ward 4</i>	Jim Grider, <i>Ward 4</i>

BENTONVILLE PLANNING COMMISSION

Pat Carroll	James Stanley
Joe Thompson	Joe Haynie
Richard Binns	Lisa Bohn
Debi Havner	

BENTONVILLE BOARD OF ADJUSTMENT

Rick Rogers	Sam Pearson
James Stanley	Greg Matteri
Rustin Chrisco	

BENTONVILLE STAFF SUPPORT

Troy Galloway, *Community Development Director*
Brian Bahr, *Economic Development Coordinator*
Hadi Dudley, *Library Director*
Shelli Kerr, *Planning Services Manager*
Danielle Shasteen, *Community Programs Coordinator*
Rod Hughes, *Fire Department Captain*
Gary Birch, *Fire Department Assistant Chief*
James Birchfield, *Fire Department Division Chief*
Amy Blood, *Inventory Manager*
Mike Bender, *Public Facilities Director*
Mike Churchwell, *Transportation Director*
Travis Matlock, *Engineering Director*
Preston Newbill, *Water Department Manager*

DOWNTOWN BENTONVILLE INC. STAFF SUPPORT

Daniel Hintz, *Executive Director*
Andy Green, *Productions Manager*

BENTONVILLE CONVENTION AND VISITORS BUREAU

Kalene Griffith, *Executive Director*

BENTONVILLE/BELLA VISTA CHAMBER OF COMMERCE

Dana Davis, *CEO and President*
Tom Ginn, *Vice President of Economic Development*

STUDY COMMITTEES

Arts District

Shane Perry, *City Council*
Debi Havner, *Planning Commission*
Greg Matteri, *Board of Adjustment*
Dayton Castleman, *Public Art Advisory Committee*
Aaron Lawson, *Lawco*
Rhonda French, *Merchant District*
Peter Lane, *Walton Arts Center*
Brenda Anderson, *Community Development Corp.*
Paige Ray, *local artist*

Market District

Chris Sooter, *City Council*
Pat Carroll, *Planning Commission*
Rick Rogers, *Board of Adjustment*
Rustin Chrisco, *Main Street Builders*
Paul Esterer, *Newmark Grubb Arkansas*
Chris Neely, *Walmart*
Stan Zylowski, *Downtown Bentonville Redevelopment Corp.*
April Seggebruch, *Downtown Bentonville Redevelopment Corp.*
Dr. Steve Gates, *Northwest Arkansas Community College*
Mike Harvey, *Northwest Arkansas Council*
Ramsay Ball, *Colliers International*

Residential Committee

Bill Burckart, *City Council*
Joe Thompson, *Planning Commission*
Sam Pearson, *Board of Adjustment*
Rustin Chrisco, *Main Street Builders*
Randy Lawson, *Lawco*
Brenda Anderson, *Community Development Corp.*
Todd Renfrow, *Lamplighter*
Chris Baribeau, *Modus Studios*
Jake Newell, *Jacobs + Newell Company*
Tim Scott, *Walmart Real Estate*

STUDY AREA MARKET DATA

SOUTHEAST DOWNTOWN MASTER PLAN

SOUTHEAST DOWNTOWN BENTONVILLE RESIDENTIAL STATISTICS

2011	BEDROOMS	FULL BATHS	LIST PRICE	SQUARE FOOTAGE	LIST PRICE/SF	SALES PRICE	SALES PRICE/SF	SALES PRICE/LIST PRICE RATIO	DAYS ON MARKET	2011 KEY INDICATORS	
HIGH	5	2	\$89,900	2,364	\$87.60	\$89,900	\$81.87	102.90%	425	\$67,294	AVERAGE LIST PRICE
LOW	2	1	\$34,900	855	\$29.88	\$35,900	\$27.92	80.00%	25	\$63,492	AVERAGE SALES PRICE
AVERAGE	3	2	\$67,294	1,260	\$57.11	\$63,492	\$53.96	94.65%	147	\$53.96	AVERAGE SALE PRICE PER SF
MEDIAN	3	2	\$74,400	1,156	\$54.32	\$68,700	\$52.84	93.70%	118	94.65%	AVERAGE SP/LP RATIO
12 Closed Transactions									147	AVERAGE DAYS ON MARKET	

2012	BEDROOMS	FULL BATHS	LIST PRICE	SQUARE FOOTAGE	LIST PRICE/SF	SALES PRICE	SALES PRICE/SF	SALES PRICE/LIST PRICE RATIO	DAYS ON MARKET	2012 KEY INDICATORS	
HIGH	4	3	\$349,900	3,932	\$132.40	\$343,500	\$132.40	100.00%	301	\$92,829	AVERAGE LIST PRICE
LOW	2	1	\$36,000	817	\$30.82	\$33,725	\$28.87	76.90%	18	\$88,241	AVERAGE SALES PRICE
AVERAGE	3	2	\$92,829	1,297	\$68.17	\$88,241	\$64.00	93.44%	111	\$64.00	AVERAGE SALE PRICE PER SF
MEDIAN	3	1	\$68,000	1,088	\$64.99	\$66,150	\$59.45	94.45%	89	93.44%	AVERAGE SP/LP RATIO
14 Closed Transactions									111	AVERAGE DAYS ON MARKET	

Figure 15

“The Southeast District represents a great opportunity for infill development and renovation of industrial structures. The timing for this will occur slowly as the street improvements are complete on SW A Street and Main Street, as well as 8th Street.”

–Paul Esterer
Newmark Grubb Arkansas

“The downtown Bentonville office market has been relatively resilient when compared to other submarkets within the Northwest Arkansas Metro Statistical Area. The average vacancy rate for all office investment classes in the downtown area have steadily declined from 20% in 2009 to 15% in 2011. Average lease rates for the same period have remained stable with an average lease rate of about \$15.50 per square foot annually, despite a challenging overall market climate.”

–Daniel Hintz
Downtown Bentonville Inc.

“Interest in the Southeast District continues to increase. Both office users and retailers are looking for opportunities to locate close to the downtown square. With demand high and vacancy low the remaining option is for redevelopment of functionally obsolete properties. We are seeing a surge of new residential, multifamily and commercial developers looking for opportunities in this tight market. We anticipate this to continue for an extended period.”

–Ed Belto
Newmark Grubb Arkansas

Southeast Bentonville - Prices (Residential)

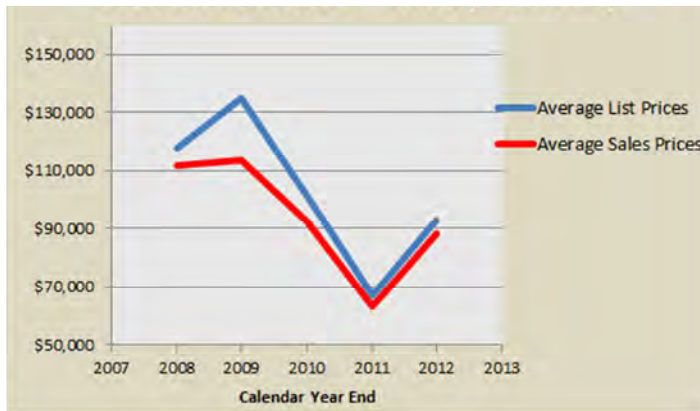


Figure 16

Both average list and sales prices declined from their peak in 2009 to 2011. In 2012, average prices increased over 38% in southeast Bentonville. Average sales price for the entire downtown Bentonville district was \$134,552 in 2012, compared to \$88,241 for the southeast district.

Southeast Bentonville - Days on Market (Residential)

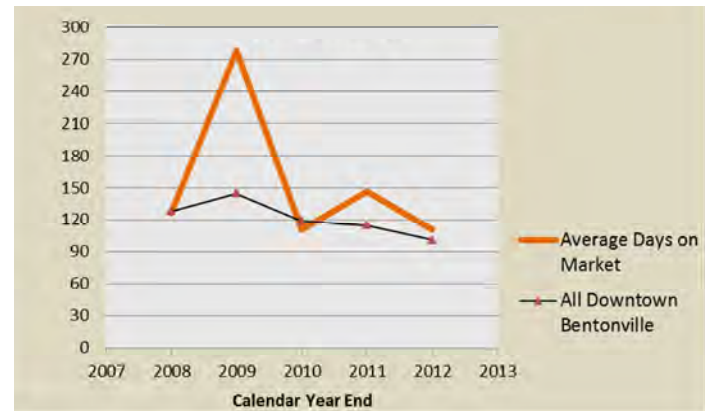


Figure 17

Average days on market for residential properties peaked in 2009 at 278 days and have trended downward over the past three years to less than 111 days in 2012. The entire downtown Bentonville district averaged slightly less at 101 days in 2012.

Southeast Bentonville - Ratios (Residential)

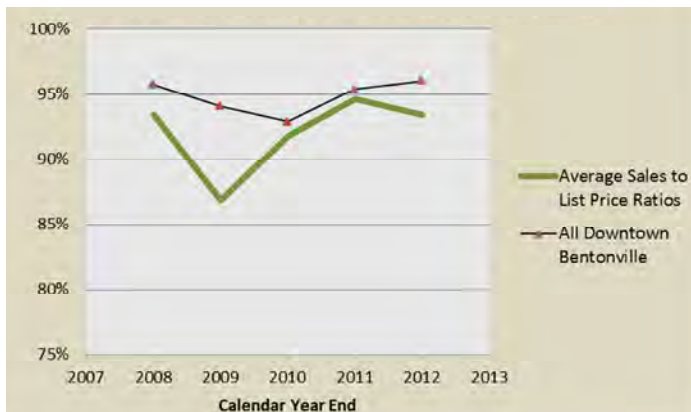


Figure 18

Average list to sales price ratios reached their lowest point in 2009. This ratio has trended upward over the past three years, but has yet to exceed 95%. The entire downtown Bentonville district averaged 96.06% in 2012.

Southeast Bentonville - Price per Foot (Residential)

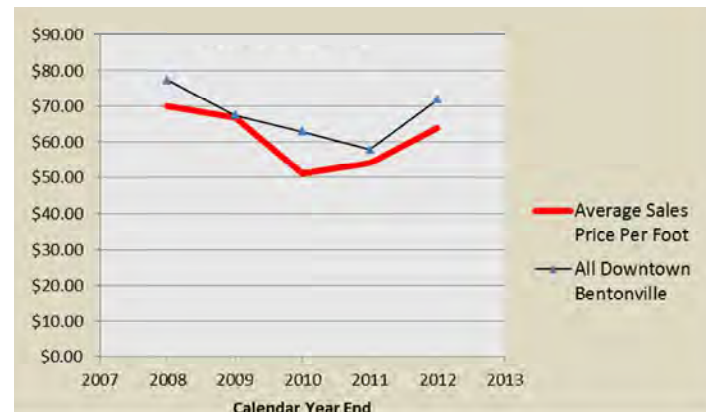


Figure 19

Average sales prices per square foot declined from 2008 to 2010. Since 2010, these prices have increased approximately 25.29% to \$64.00 per square foot. In 2012, the entire downtown Bentonville district had an average sales price per square foot of almost \$72.00, or a 12.5% premium over the southeast district.

STUDY AREA MARKET DATA

SOUTHEAST DOWNTOWN MASTER PLAN

Southeast Bentonville District - Commercial Space

2009	GROSS BUILDING AREA	TOTAL OCCUPIED SQUARE FEET	VACANCY RATE	AVERAGE DIRECT LEASE RATE
OFFICE	159,972	148,572	7%	Unknown
INDUSTRIAL	219,905	219,905	0%	Unknown
RETAIL	91,434	91,434	0%	Unknown
TOTAL	471,311	459,911	2%	

In 2009, vacancy rates for office space within the Southeast Bentonville district held at 7%. For all of Downtown Bentonville, vacancy rates for office space were estimated at 11% for the same calendar year.

2010	GROSS BUILDING AREA	TOTAL OCCUPIED SQUARE FEET	VACANCY RATE	AVERAGE DIRECT LEASE RATE
OFFICE	207,336	189,036	9%	\$11.50
INDUSTRIAL	171,830	171,830	0%	Unknown
RETAIL	92,938	74,738	20%	\$5.75
TOTAL	472,104	435,604	8%	

In 2010, vacancy rates for office space within the Southeast Bentonville district increased slightly to 9%. For all of Downtown Bentonville, vacancy rates for office space were also at 9% in 2010. This was a 3% improvement over the previous year.

2011	GROSS BUILDING AREA	TOTAL OCCUPIED SQUARE FEET	VACANCY RATE	AVERAGE DIRECT LEASE RATE
OFFICE	274,780	198,088	28%	\$13.67
INDUSTRIAL	181,222	181,222	0%	Unknown
RETAIL	92,022	73,822	20%	\$5.75
TOTAL	548,024	453,132	17%	

In 2011, vacancy rates for office space within the Southeast Bentonville district increased to 28% with new supply coming online. For all of Downtown Bentonville, vacancy rates for office space marginally decreased to 8% for the same calendar year.

2012	GROSS BUILDING AREA	TOTAL OCCUPIED SQUARE FEET	VACANCY RATE	AVERAGE DIRECT LEASE RATE
OFFICE	280,800	264,229	6%	\$13.25
INDUSTRIAL	265,235	189,235	29%	Unknown
RETAIL	111,122	92,922	16%	\$5.75
TOTAL	657,157	546,386	17%	

Figure 20

In 2012, vacancy rates for office space within the Southeast Bentonville district dramatically improved to 6%. For all of Downtown Bentonville, vacancy rates for office space were estimated at 3% for the same calendar year.

Overall Commercial Summary:

In 2011-2012, overall vacancy and lease rates have remained flat, while the office sector showed substantial gains during 2012. The retail sector has shown little signs of life with only marginal space being added over the past four years. There was, however, some positive absorption which took place during the 2012 calendar. In regard to the figures for the Industrial sector, it should be noted that the survey data utilized prior to 2012 did not include all of the existing industrial buildings in our target area. These properties (two) have been picked up in the 2012 survey and imply that approximately 84,000 square feet of additional space were added. As a result, the vacancy rates for both the industrial sector and the overall commercial market have been skewed for the 2012 calendar year. This is also illustrated in the chart below:

Southeast Bentonville District - Commercial Market

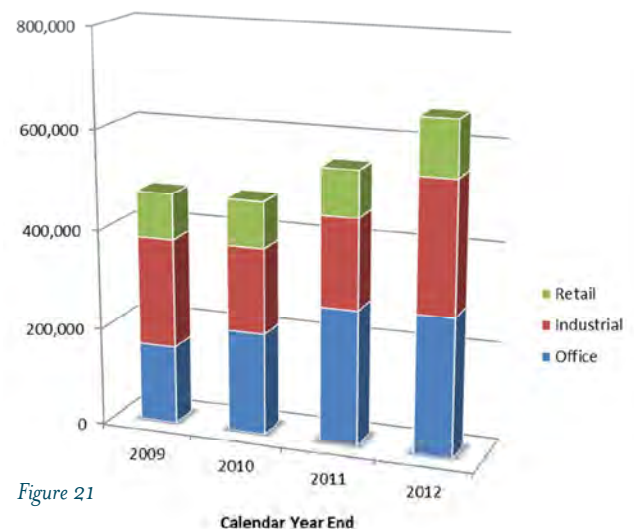


Figure 21

As seen above, very little retail space has been added in the Southeast district since 2009. The office sector has continually expanded during the same time period and currently experiences occupancy rates around 96%. As previously mentioned, the figures regarding industrial space have been skewed for the 2012 calendar year.

STUDY AREA MARKET DATA

SOUTHEAST DOWNTOWN MASTER PLAN

Southeast Bentonville District - Commercial Market

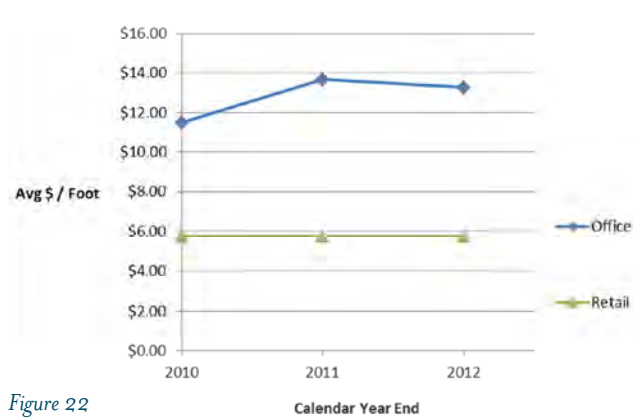


Figure 22

This graph illustrates lease rates for office and retail space in the Southeast Bentonville district.

Vacancy Rates - Commercial Market

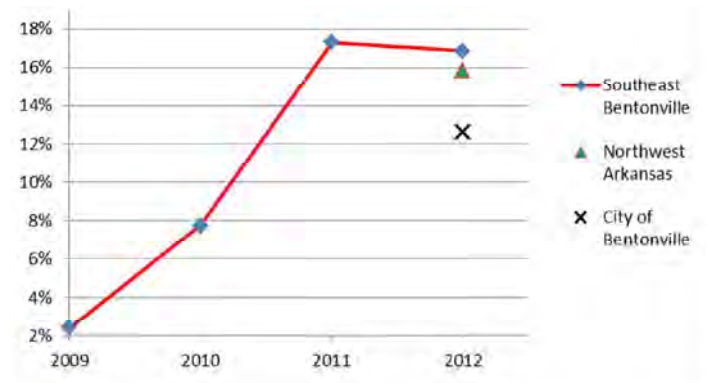


Figure 23

This graph illustrates vacancy rates for all commercial properties within the Southeast Bentonville district. Northwest Arkansas and the City of Bentonville's 2012 vacancy rates have been included for comparison.

Available Retail Space - NWA

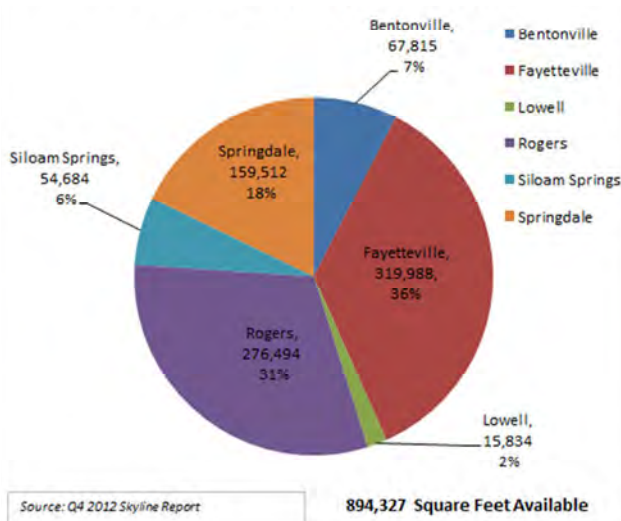


Figure 24

Available Retail Space - (% of Total SF) Downtown Bentonville

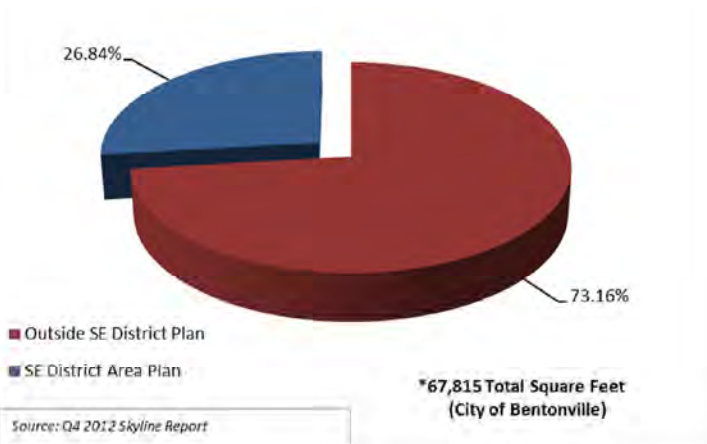


Figure 25



Boundaries

The northern boundaries of the Arts District is SW 4th Street, with SW A Street as the eastern boundary. The boundary follows SW 6th Street to the south and one block west of SW A Street.

Definition

A cultural arts district is:

- a geographically defined area generating creative goods and services that promote and enhance a city's arts and cultural identity while strengthening economic development efforts
- a mixed-use area with a high concentration of cultural facilities, workers and related activities
- a reflection of the city's growing arts and cultural economy, an incubator for creative industries and an asset in tourism development strategies

Description

It may be helpful to consider an arts district as an "industrial park" for the Creative Sector – a defined area generating creative goods and services that promotes and enhances Bentonville's identity as a culturally rich city.

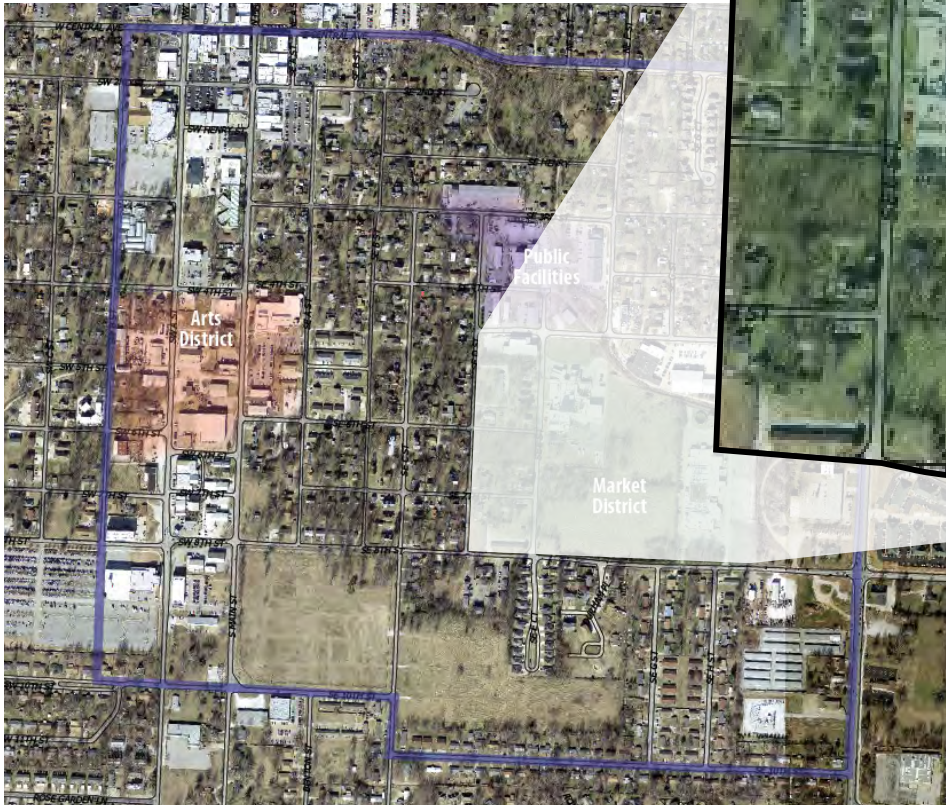
The creation of the district ensures our city continues its path towards being a regional epicenter of innovation and creativity – paying substantial dividends across the economic and social spectrum.

While galleries, theatres, major cultural institutions and other elements prevalent in other districts may become part of the district experience over time, initial efforts will focus on developing visual art production facilities and the programming associated with those activities.

Benefits

The Bentonville Arts District would be the second one of its kind in Arkansas to be created by a municipality (the first is Fayetteville) and is truly on the cutting edge of economic development strategies. Going beyond a marketing or branding campaign, this district would be a designated area focused on the recruitment, retention and support of our growing creative sector, creating jobs, strengthening the municipal tax base, engaging residents and attracting tourists.

This district would influence business development and expansion strategies, inspire and stimulate district revitalization efforts, strengthen Bentonville's identity as a cultural destination, provide education and training in the cultural arts and stimulate the growth of creative enterprise.



Boundaries

The Market District is an area southwest of the railroad, skirting the Razorback Regional Greenway. The area includes the properties of the old Tyson Chicken Plant, the Ice House and the Kraft Plant.

Definition

A cultural arts district is:

- a geographically defined area producing and selling food product that promotes and enhance a city's identity while strengthening economic development efforts
- a mixed-use area with a high concentration of culinary arts and food related activities
- a reflection of a region's unique food system, an incubator for food and culinary entrepreneurs, and a key asset in tourism development

Description

It may be helpful to consider the Market District (Culinary Arts and Food District) as an "industrial park" that generates food and beverage product, creates jobs and training opportunities, generates sales and hotel/motel/restaurant tax, acts as a tourism amenity, and promotes and enhances Bentonville's identity as a regional leader in the food, culinary and hospitality economic sectors.

Benefits

The Bentonville Market District is on the cutting edge of economic development strategies, creating a designated area focused on a food and culinary experience that creates jobs, broadens the municipal tax base, engages residents and attracts visitors.

These districts also influence business development and expansion decisions, inspire downtown revitalization, build community identity, stimulates the growth of culinary enterprises, improves access to healthy food options for local residents; promotes a healthier community; and provides an necessary component to support residential development opportunities.

PLANNING PROCESS OVERVIEW

SOUTHEAST DOWNTOWN MASTER PLAN

1. PROJECT START-UP

Data Collection
Committee Kick Off Meeting (May 1, 2013)

2. LISTENING AND LEARNING

2 Committee Meetings
1 Public Workshop

3. COMMUNITY CONCURRENCE

Draft Reports
1 Committee Meeting (Did we hear you correctly?)
1 Public Meeting

4. PREPARING THE PLAN

Draft Plan
1 Public Meeting for public comment

5. PLAN ADOPTION

Public Review Period
Planning Commission Adoption
City Council Adoption

2013

APRIL

JUNE

AUG

OCT

NOV