



Community Plan Quick Guide

Key elements and concepts of the Bentonville Community Plan

Bentonville **COMMUNITY PLAN**

A PLAN FOR A NEW AMERICAN TOWN

BENTONVILLE'S VISION

A beautiful natural environment, recreational amenities, a robust local economy, and a strong sense of place. Bentonville is home to world class arts and culture, a spirit of innovation, and residents from around the world. All of these elements coexist and make Bentonville an exciting, vibrant and sincere community.



Adopted 10/23/2018
Resolution No. 10-23-18A

1 Role & Purpose of the Community Plan

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- The official Comprehensive Plan for the City of Bentonville.
- The plan is not an ordinance or a regulation, but instead serves to identify key areas of focus, define a vision for future growth & development, and provide guidance for city actions and investments for the next 10 - 20 years.
- It helps to achieve a more coordinated, collective impact across all spectrums of community life.
- The plan articulates a vision for Bentonville that reflects the community's aspirations while respecting the unique character and defining sense of place that distinguishes Bentonville from other places.

The Bentonville Community Plan is a living document intended to be responsive to changing conditions over time. The plan serves the following key functions:

Telling Bentonville's Story and Sharing Its Vision

Serve as a powerful statement of the community's vision for how it grows and changes in the coming years.

Evaluate and Inform Development Proposals

Guide and assist in the evaluation of development proposals and help ensure support for the city's long-term objectives.

Regulatory Framework

Serve as a foundation for zoning and development regulations, water planning and policy, annexations, and other decisions guided by these regulations.

Local and Regional Coordination

Inform and coordinate local and regional planning initiatives at the city, county and regional levels.

CIP and Budgeting

Inform the development of the city's capital improvement program and budgeting process.

Identify Future Studies

Help identify additional studies and future action steps to address specific needs.

Inform and Educate

Provide important information for policy makers, local boards and commissions, organizations, businesses, and residents.

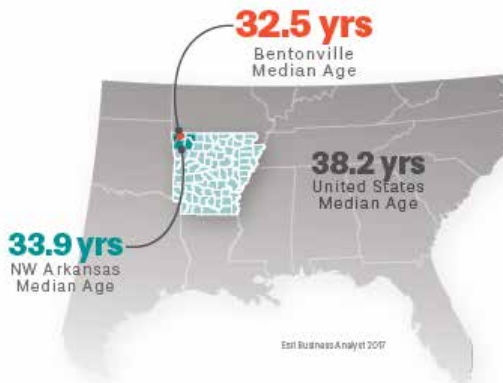
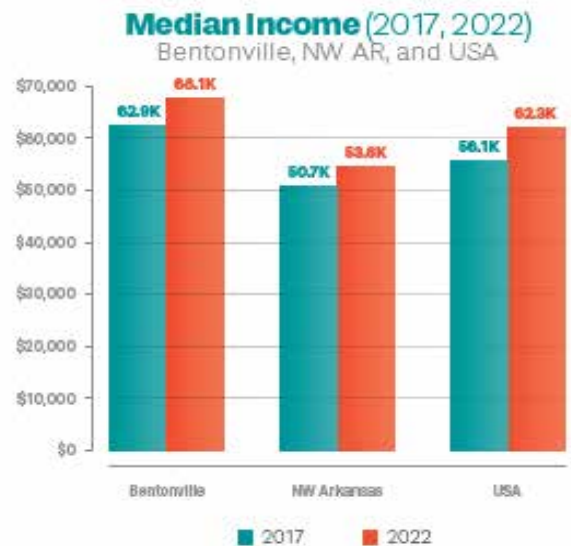


Community Profile

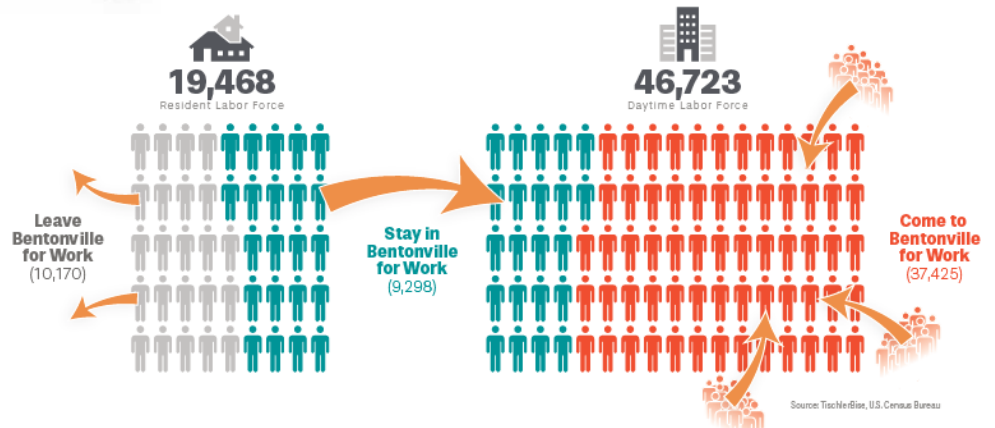
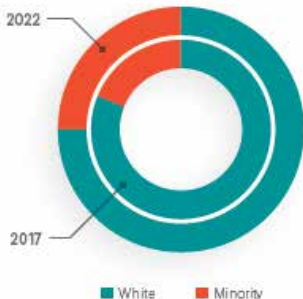
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- Bentonville is part of a larger full-service region.
- As Bentonville grows, the ability to move people and goods will become critical to commerce and quality of life.
- Bentonville's population is young and becoming increasingly diverse and affluent relative to the region and country as a whole.
- Each business day, the regional and local transportation network must accommodate a 40% net increase, or 37,425 people, in daytime population.

72,463
2035 Population Projection



Racial Distribution (2017, 2022)
Bentonville



Vision & Guiding Principles

PLAN PAGES

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Bentonville's Vision

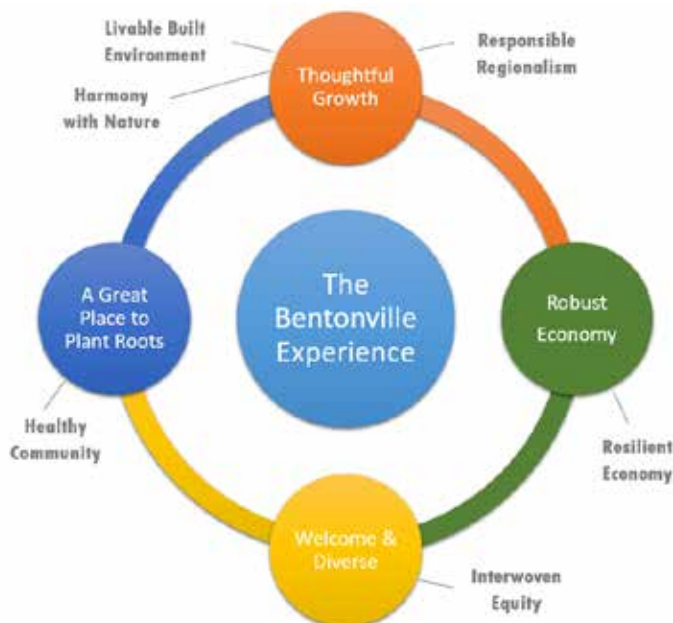
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Guiding Principles

The Bentonville Experience

A community that offers something for just about everyone. A Bentonville experience that is unique and accessible to all. The spirit of stewardship embraced by Bentonville citizens is what provides a great and fulfilling experience in addition to a collection of great places.



Thoughtful Growth

Prioritize the development of vacant or under-utilized properties within the already developed areas of the city that are served by existing infrastructure. By focusing community growth and new development into infill areas, the community can better maintain and reinforce its small town character and charm and limit negative impacts on the natural environment and ecological systems.

Robust Economy

A diverse portfolio of economic activity is the lifeblood of Bentonville: providing jobs, creating wealth, and generating the tax revenue that funds local facilities and services, which contribute significantly to overall quality of life. Support and encouragement of entrepreneurship, a strong local labor force, corporate attraction and retention, and a business and economic environment that is welcoming and nurturing are the foundation for economic activity. Quality of life factors, such as a variety of quality housing, good schools, and high levels of public safety, are necessary to attract economic investments and a skilled work force.

Planning Elements

Land Use__ **STRATEGIC GROWTH**

Neighborhoods & Housing__ **STRONGER NEIGHBORHOODS**

Commerce & Industry__ **BETTER DEVELOPMENT**

Transportation & Mobility__ **EFFECTIVE MOBILITY**

Open Spaces & Environment__ **HEALTHY LIVING & OPEN SPACE**

Facilities & Infrastructure__ **ACCOMMODATE FUTURE GROWTH**

Community Outreach

Over **1,700 participants** generated thousands of comments, ideas and insights through a variety of methods of participation.

- City department head meetings
- City Council workshops and updates
- Planning Commission workshops and updates
- Comprehensive Plan Advisory Committee (CPAC) meetings and workshops
- Community workshops
- Business workshops
- Public comment cards
- Stakeholder interviews
- Student workshops
- Developer and property owner workshop
- Community visioning workshop
- An interactive project website that included online questionnaires for residents and businesses, a student/teacher portal, and map.social, an online community mapping tool.

Welcoming & Diverse

Scenes of diversity and global interaction on a local scale should be thought of as commonplace; intrinsic to the fabric of Bentonville. A city that is truly welcoming to all, that feels like home, and one which provides a rich and authentic “sense of community”, is universally valued and desired. By embracing its increasingly diverse and culturally rich population, and prioritizing quality of life, equity, and inclusion for all, Bentonville will be poised to be the New American Town that embraces the best the world has to offer.

A Great Place to Plant Roots

A comprehensive approach to how people live, not just work, play or shop. Housing options, quality and safe neighborhoods, and the ability to age in place. Shopping, employment, education, parks, health care, museums, and events, can convince someone to become an invested long-term citizen.

Land Use: Strategic Growth

PLAN PAGES

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Growth Objectives

- Maximize the amount of development and redevelopment in urbanized portions of Bentonville through market-responsive regulations and infrastructure installations and upgrades.
- Prioritize the maintenance and upgrading of existing infrastructure in areas designated for more intensive development, over the installation of new infrastructure in long-term growth areas.
- Annex unincorporated areas already served by municipal infrastructure and services.
- Limit the extension of infrastructure to only those incorporated areas designated for development in the Land Use Plan.



Priority 1

Downtown Intensification

Highlights reinvestment in urban neighborhoods in and around Downtown Bentonville.

Priority 2

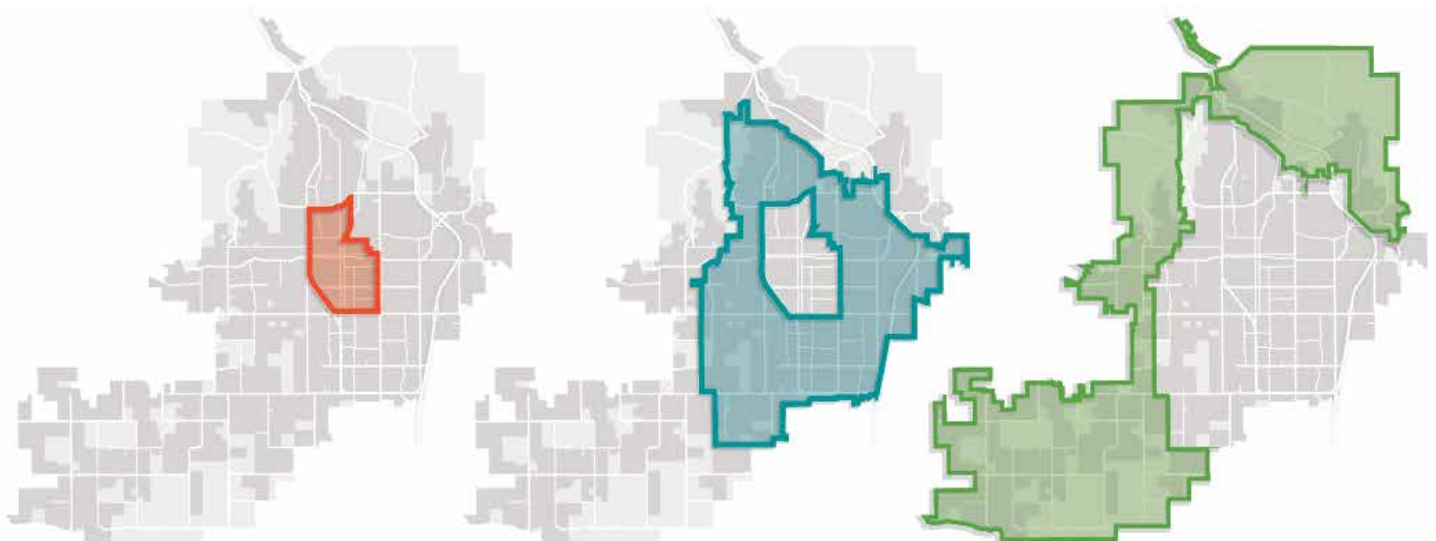
Infill

Supports the development of vacant properties already served by infrastructure within the context of existing development.

Priority 3

Edge Growth

Focuses on development in areas proximate to existing infrastructure in order to capitalize on municipal investment that has already taken place.




















Land Use Categories

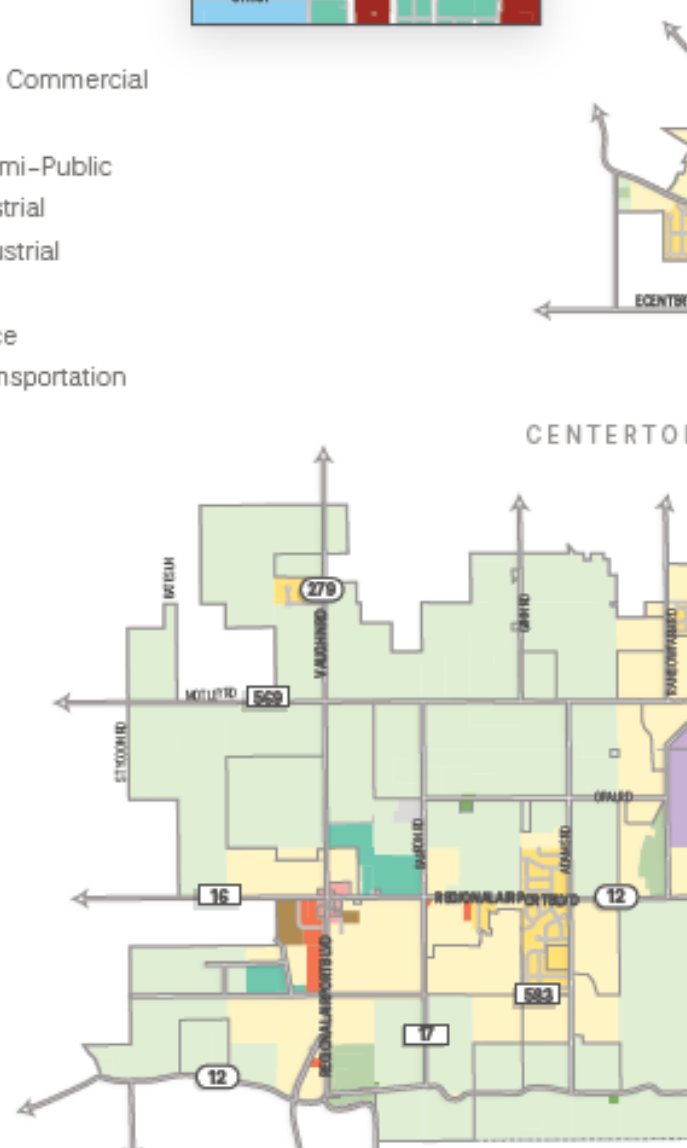
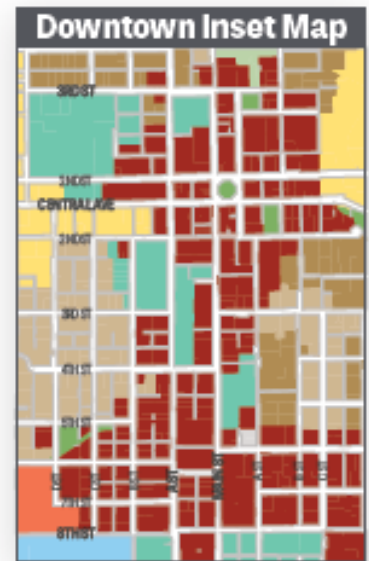
Low-Intensity Development	Medium-Intensity Development	High-Intensity Development
Residential		
<p>Low-Density Residential</p> <ul style="list-style-type: none"> detached single-family 3-8 units/acre <p>Residential Estate</p> <ul style="list-style-type: none"> larger properties (1+ acre) detached single-family 	<p>Medium-Density Residential</p> <ul style="list-style-type: none"> townhouse or duplex 8-12 units per acre downtown and growth areas 	<p>High-Density Residential</p> <ul style="list-style-type: none"> apartments, condominiums 12 + units per acre integrated amenities
Commercial		
<p>Office</p> <ul style="list-style-type: none"> professional office uses accessory commercial uses stand-alone office buildings multi-building office park 	<p>Downtown Commercial</p> <ul style="list-style-type: none"> traditional vertical mixed-use focus on design character and pedestrian access first floor: restaurants, retail, and services upper-floor: offices, services and residential units 	<p>General Commercial</p> <ul style="list-style-type: none"> regional retail and services restaurants offices <p>Mixed-Use Commercial</p> <ul style="list-style-type: none"> local retail day-to-day services small offices vertical mixed-use
Industrial		
	<p>Light Industrial</p> <ul style="list-style-type: none"> light manufacturing large-scale storage distribution and warehousing 	<p>Heavy Industrial</p> <ul style="list-style-type: none"> heavy manufacturing processing salvage activities environmental impacts
Special Use		
<p>Agriculture</p> <ul style="list-style-type: none"> larger properties raising of crops or livestock <p>Open Space</p> <ul style="list-style-type: none"> actively preserved areas development challenges unique environmental characteristics 	<p>Parks</p> <ul style="list-style-type: none"> municipal and private parks outdoor recreation facilities golf courses <p>Public / Semi-Public</p> <ul style="list-style-type: none"> government offices educational facilities religious uses community centers regional healthcare facilities 	<p>Utility / Transportation</p> <ul style="list-style-type: none"> railroad rights-of-way trail corridors water treatment facilities utility substations roadway facilities

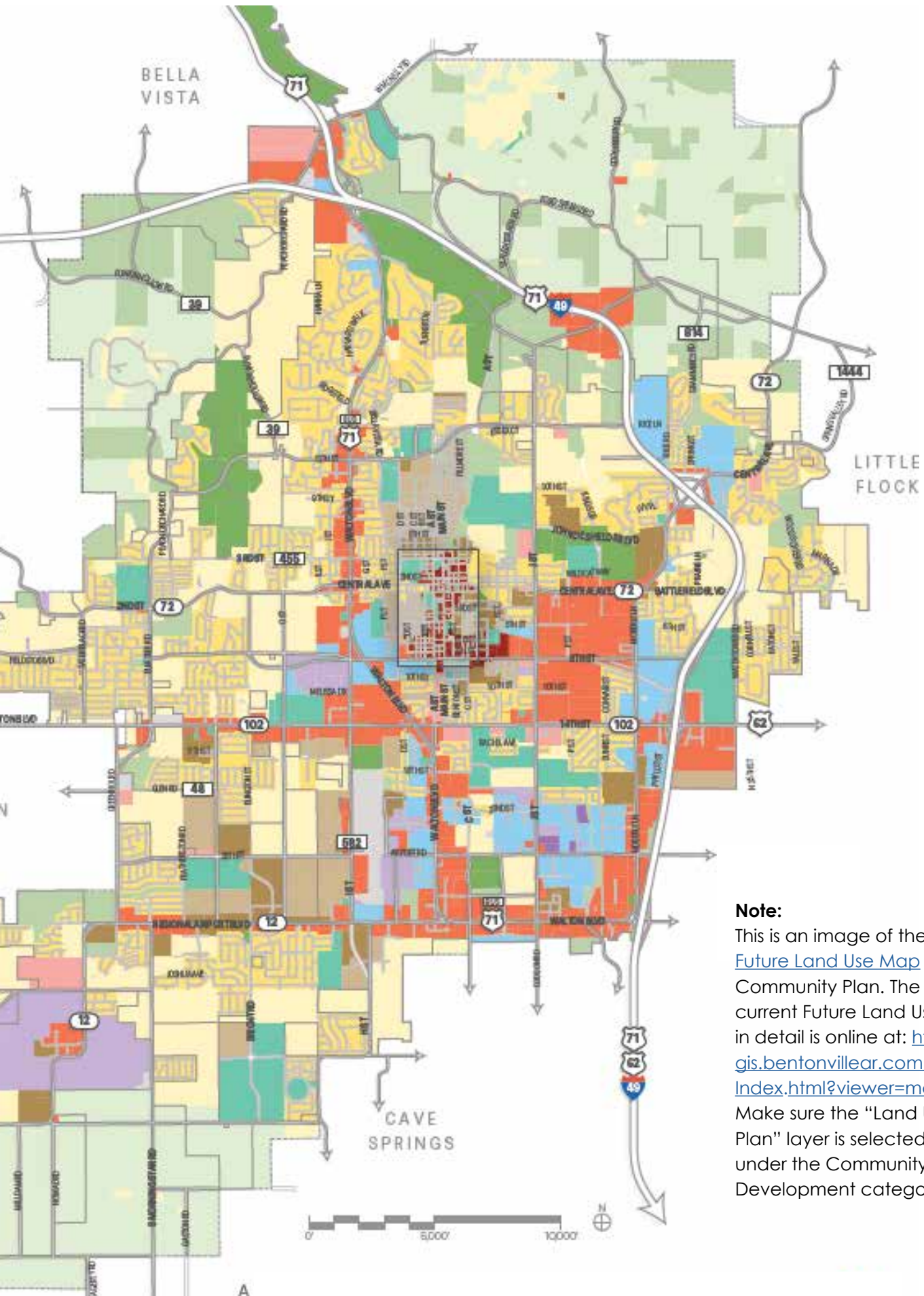
Land Use Plan

Opportunities for new development are significantly influenced by the existing land use pattern. The pattern of growth over the past several decades presents both significant challenges and opportunities related to future land use and development.

Map Key

 Bentorville's Municipal Boundary	 Downtown Commercial
 Planning Area	 Office
 Agriculture	 Public / Semi-Public
 Residential Estate	 Light Industrial
 Low-Density Residential	 Heavy Industrial
 Medium-Density Residential	 Parks
 High-Density Residential	 Open Space
 Mixed-Use Commercial	 Utility / Transportation
 General Commercial	





Note:

This is an image of the [Future Land Use Map](#) in the Community Plan. The most current Future Land Use Map in detail is online at: <https://gis.bentonvillear.com/Htm15/Index.html?viewer=master>. Make sure the "Land Use Plan" layer is selected under the Community Development category.

Neighborhoods & Housing: Stronger Neighborhoods

PLAN PAGES

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Neighborhood &
Housing Objectives

**Making Stronger
Neighborhoods**

**Supporting
Affordability**

**Encouraging
Aging in Place**



Residential Goals

- Provide a variety of housing types that meet the spectrum of demands from Bentonville's diverse population.
- Improve the character of existing neighborhoods and ensure that future neighborhoods reflect a compatible and high level of design.
- Provide proximity to, or integrate within neighborhood development, resident-based services such as parks, trails, public facilities, and local commerce.
- Use creative market-driven tools to maintain housing affordability throughout the community.

Aging in Place

- Increased housing diversity (i.e. single-family homes, townhouses, and apartments or condominiums) at the block and neighborhood levels that allow for down-sizing within the local area.
- Designated senior living centers or campuses that provide the full spectrum of independent, semi-supported, and full-care living options and services, and are fully integrated into surrounding neighborhoods in terms of local mobility and character.
- Well-designed and fully-connected local bicycle and pedestrian networks that provide safe and accessible access to parks, commercial centers, and services.
- Alternative modes of transportation that enhance mobility and access to other parts of Bentonville.

Affordability

- Increased density in key areas to reduce the land cost per unit for a development.
- Alternative forms of density, such as duplexes within a single structure or accessory dwelling units that would provide more affordable units without altering neighborhood character.
- Reduced parking provisions in order to reduce the amount (and cost) of land needed per unit.

Commerce & Industry: Better Development

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Commerce & Industry Objectives

Encouraging Better Development

Implementing Localized Framework Plans

- Align specific markets with local capacities.
- Support transformation and modernization of aging areas.
- Require a high quality design.
- Remove barriers to local entrepreneurship.
- Support investment that creates a more diverse and resilient economy.
- Integrate commercial goods and services in new residential areas.
- Implement a business registration or licensing system.
- Support multi-modal access to goods, services and jobs.
- Improve functionality and appearance of commercial and industrial areas.

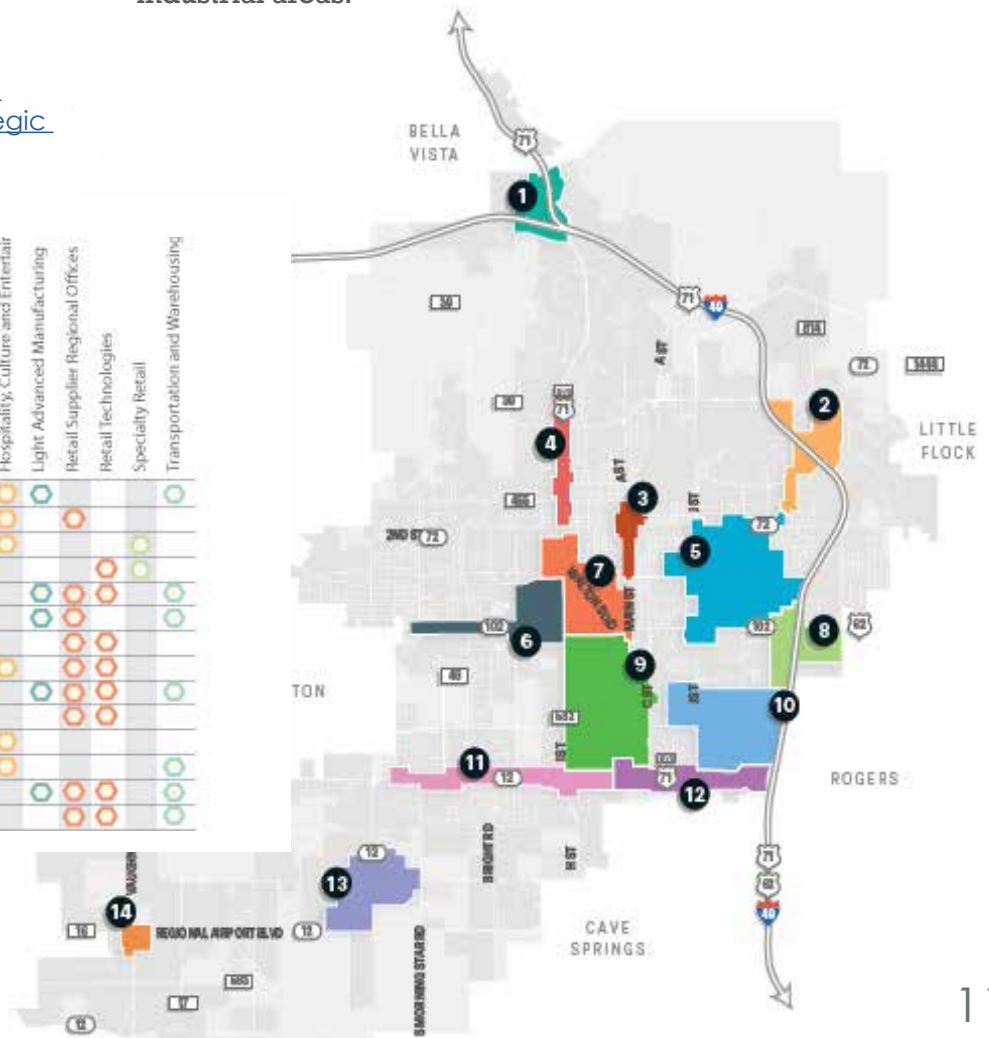


PLAN CONNECTION

- [Bentonville Blueprint Economic Development Strategic Plan](#)

Commerce and Industry Framework

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



Transportation & Mobility: Effective Mobility

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Transportation & Mobility Objectives

- Getting Around the Region**
- Getting Around Bentonville**
- Getting Around the Neighborhood**



PLAN CONNECTION

- [Master Street Plan](#)
- [Bike & Pedestrian Plan](#)



Getting around the region

- Improving southwest Hwy 12.
- Expanding Ozark Regional Transit services.
- Creating a SW Industrial Connector.
- Integrating transit centers.
- Upgrading network-wide technology.
- Implementing the Bike and Pedestrian Master Plan.
- Creating a multi-modal facility rail spur.
- Establishing a coordinated experienced from XNA to Bentonville.

Getting around Bentonville

- Connecting Tiger across I49.
- Connecting NWACC south to Rogers.
- Making long term pedestrian improvements on 8th Street.
- Requiring access management on arterial corridors.
- Improving transit corridor infrastructure and facilities.
- Enhancing pedestrian crossings along arterial corridors.
- Using employment & school traffic demand management strategies.
- Providing complimentary local transit services.
- Providing logical connections to new development areas.
- Implementing community connections in the Bike and Pedestrian Master Plan.

Getting around the neighborhood

- Following a roadway grid layout.
- Constructing sidewalks.
- Completing gaps in sidewalks.

Open Spaces & Environment: Healthy Living

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Open Space &
Environment Objectives

**Access to Healthy
Living and Open Space**

**Preserving the
Environment**



PLAN CONNECTION

- [Parks & Recreation Master Plan](#)
- [Bike & Pedestrian Master Plan](#)

Healthy Living & Open Space

- Creating new public open spaces.
- Use floodplains for local parks.
- Proactively acquire land necessary for community parks.
- Establish regulatory open space dedication.
- Enhancing access to local open spaces.
- Use floodplains and greenways to create trail networks that connect open spaces.
- Prioritize pedestrian network improvements in areas around parks and open spaces.
- Integrate local bike routes through shared sidepaths and on-street bike lanes.
- Utilizing open spaces.
- Consider non-traditional uses of open space.
- Monitor community-wide and localized demographics and user preferences.
- Include amenities that enhance the character and comfort of the open space.

Preserving the Environment

- Adopt greater regulatory incentives for tree preservation.
- Support residential tree planting in existing neighborhoods.
- Partner with local and regional organizations and advocates.
- Encourage youth education and awareness.
- Support volunteer opportunities in ecological management and restoration.
- Support the daylighting of buried floodways and restore their ecosystems.
- Encourage property owners to install deep-rooted native landscaping.
- Reinforce areas at risk of significant erosion or failure.
- Encourage nearby properties to minimize impactful runoff.
- Partner with local organizations to acquire at-risk land.

■ Tree
Canopy



Community Facilities & Infrastructure: Sustain & Build

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Facilities &
Infrastructure
Objectives

**Accommodating
Future Growth**

**Enhancing
Community
Character**

**Supporting
Arts & Culture**

Accommodating Future Growth

- Plan infrastructure capacity for anticipated build-out population.
- Require logical connections to existing roadway, trail and sidewalk systems.
- Prioritize new infrastructure development in areas easily linked to existing systems.
- Establish thresholds for the development of new public safety facilities.
- Identify opportunities to expand long-term infrastructure capacity.
- Proactively preserve land for critical public services.
- Integrate sustainable infrastructure practices.

Enhancing Community Character

- Utilize green building and sustainability best practices when developing or improving public buildings.
- Manage the location of utilities and utility corridors.
- Incorporate public art into civic buildings.
- Participate in the Northwest Arkansas Design Excellence Program when designing prominent new civic buildings.
- Screen utility substations.
- Relocate non-customer-based public facilities.
- Install attractive gateway features at all prominent entry points into Bentonville.

Supporting Arts & Culture

- Promote the collaboration with arts and culture organizations.
- Support the adaptive reuse of Bentonville's older buildings for uses that support arts and culture.
- Review and amend zoning regulations to allow for a more flexible mix of uses.
- Support art internship and apprenticeship opportunities for local students.
- Continue to support Bentonville Film Festival and the creation of new events.



Subarea Plans

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

Downtown Bentonville

As the symbolic heart of the Bentonville community, [Downtown Bentonville](#) provides an inviting, charming, mixed-use environment for visitors and residents, offering a variety of shops, restaurants, historical buildings, and beautiful open space.

Downtown Neighborhoods

Surrounding the Bentonville Square and the traditional Downtown core are established residential neighborhoods that provide a predominantly single-family environment. The [Downtown Neighborhood Plan](#) will guide development regulations, land use, investment, and the transition of the area into a more dynamic residential area.

8th Street

The [8th Street Corridor](#) is becoming increasingly significant and the intensification of the roadway and nearby development is anticipated to increase with a new interchange, expanded/widened roadway design, new institutional campuses and investment, and the presence of Walmart Home Office and related development. This plan provides the framework within which all of these components can collectively transform the corridor into a prominent and attractive community gateway.

14th Street

The [14th Street Corridor](#) provides a unique mix of land uses including large vacant properties, schools, industry, and single-family residential neighborhoods. This plan provides the strategy and targeted improvements necessary to accommodate development and investment, while improving corridor character, functionality, and long-term viability.

Regional Airport Boulevard/I Street

The area near [Regional Airport Boulevard](#) and I Street represents a tremendous opportunity for new development. The area is spotted with pockets of residential development, a few commercial uses, large areas of undeveloped land, and the Bentonville Municipal Airport. The plan establishes a framework for development, access, and mobility that creates a hierarchy of land use intensity.





Implementation

PLAN PAGES

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Implementation is essential to convert the Bentonville Community Plan into physical change and action within the City of Bentonville.

This process will require the cooperation of City staff, elected and appointed officials, public agencies, the local business community, property owners, developers, residents, and other community stakeholders.

The implementation action matrix offers a comprehensive list of all implementation strategies, policies, and recommendations contained within the Bentonville Community Plan.

The matrix provides staff with a tool to prioritize implementation activities and projects over the life of the plan.

In addition, the matrix allows the City to approve specific, actionable items on an annual basis and evaluate progress based upon completed implementation strategies.

The implementation action matrix offers a brief description of each project and identifies the public cost estimates, ease of implementation, tools and techniques and the lead responsibility.

