



## TRAFFIC SAFETY AND SIGNAGE COMMITTEE

Monday, June 7, 2021 – 2:00pm *(Via Zoom)*

***AND IN PERSON AT:***

Bentonville City Hall – Planning Commission Chambers  
305 SW “A” Street  
Bentonville, AR 72712

### AGENDA

**I. OLD BUSINESS/TABLED ITEMS:**

**A. Jason Stringfellow – 5201 SW Blairemont Road, Bentonville – Phone: (904) 962-8385  
Email: [jayinjax@yahoo.com](mailto:jayinjax@yahoo.com)**

With the addition of Lochmoor Phase 3 and Edgar Estates, it has been observed that there is (1) fast traffic (above limits), (2) lack of posted limits, and (3) increased construction/general traffic throughout Lochmoor Club Phase I (namely long run/convenience roads Edinburgh Ave and Blairemont Rd). The roads have become a dangerous “cut through” that would normally travel Bright Road-Gator-SW “H” Street. Requesting traffic calming services in the form of (1) additional posted speed limit/children signs, and three-way stop signs and/or (2) the installation of speed bumps/humps, and/or (3) temp/perm speed awareness detection equipment as deemed possible by the City.

**May Action:** Mr. Stringfellow attended the meeting and the committee discussed his concerns. David Mills made a motion to table until the June meeting so he could get traffic counts and speeds in this area, and update any signage that is needed. In the meantime, the police will exercise more presence in this area for speeders. Dennis Birge seconded the motion. This will be put on the June agenda. Motion approved.

*June 7<sup>th</sup> - Traffic Analysis Report Attached*

**B. Zach Snow – 3406 SW Brittany Road, Bentonville – Phone: 615-586-7903  
Email: [zachsnow8@gmail.com](mailto:zachsnow8@gmail.com)**

Brittany Road is the main throughway for two (2) neighborhoods. As a parent of two young boys, I am concerned for their safety since many cars do not obey the posted speed limits. I believe two main problems are causing this:

- 1) The link between the two neighborhoods rolls over a hill. This causes people to come over the hill much too fast.
- 2) This road is a main throughway/alternative route for Greenhouse Road traffic. This causes construction and commercial traffic to remain high and inattentive of existing speed signs.

***Request/Recommendation: Speed bumps, digital speed tracking signs, police patrols, additional/more visible signage.***

**May Action:** David Mills made a motion to table this matter to the June meeting so he could obtain speed and traffic counts through the area. Dennis Birge seconded. Motion passed. This will be put on the June agenda.

*June 7th – Traffic Analysis Report Attached*

## **II. NEW BUSINESS:**

- A. Aimee Ross for Visit Bentonville/Epic Rides OZ Trails Off-Road – 104 E. Central Avenue – Phone: (47) 271-9153 Email: [Aimee@bikebentonville.com](mailto:Aimee@bikebentonville.com); Email: [dcastro@epicrides.com](mailto:dcastro@epicrides.com)**

Epic Rides in partnership with Visit Bentonville is producing the third edition of Oz Trails Off-Road. We re requesting to present to the Committee our plan for temporary street closures and rolling closures sought to execute the event over the weekend of October 15 – 17, 2021. *Maps Attached.*

- B. Cheri Jones – Bentonville Film Festival 2021 – 702 SW 5<sup>th</sup> Street, Bentonville, AR Phone: (479) 599-6082 Email: [cheridjonesmeetings@outlook.com](mailto:cheridjonesmeetings@outlook.com)**

Requested by the Fire Chief – Close NE A Street between SE 2<sup>nd</sup> and Central Avenue for pedestrian traffic on Thursday, 08-05-21 through Sunday, 08-08-21. There will be approximately 1000 people walking between Tucker’s Corner and the Square for First Friday and Bentonville Film Festival. *Please Note: Closure will not include the parking lot entrance. See attached map.*

- C. Debbie Griffin – Economic Development Director, Bentonville – Phone: (479) 254-2028 Email: [dgriffin@bentonvillear.com](mailto:dgriffin@bentonvillear.com)**

This is an item reviewed by Chiefs and Ms. Griffin and Dennis Birge will present it to the Committee. *No documents attached.*

- D. Monica Diodati – 234 SW 7<sup>TH</sup> Street, Bentonville, AR – Email: [hello@twofriendsbooks.com](mailto:hello@twofriendsbooks.com)**

We have installed a parklet in front of our business per the city ordinance that was extended through August 31, 2021. We were recently informed by our ABC agent that our ability to serve alcohol outside with the current temporary permit expires on June 1, 2021 when COVID restrictions will be lifted. We are requesting permission from the city to obtain permission to use the sidewalk as part of our business in order to take advantage of the parklet and serve beer and wine outside through the summer. *Attached is the original permit expansion we submitted to ABC, which shows the footprint of our outdoor seating space. It includes the sidewalk and two parking spaces in front of the business. We have an encroachment agreement with the city to use these spaces.*

- E. Clinton Muse – 3108 SW Regency Pkwy., Bentonville, AR – Phone: (479) 321-0949  
Email: [cmuse@ceieng.com](mailto:cmuse@ceieng.com)**

Seeking approval for Arkansas Razorback Greenway Trail Detour (West Route), which includes detour signage for way finding of pedestrians (bicycle and foot traffic) during Walmart Campus construction. See attached exhibits.

- F. Rabbi Mendel Greisman – Chabad of NWA – 3400 SE John Rollow Rd – Bentonville, AR  
Phone: (479) 426-4195 Email: [info@Jewishnwa.org](mailto:info@Jewishnwa.org)**

Our Synagogue and Jewish Center will hold a grand opening on Sunday, August 29<sup>th</sup> at 4:00 pm. We anticipate attendance from a large group of our community and the general community. As we plan to use our parking lot for the ceremony and ribbon cutting, we would like to request a permit to close off a section of SE John Rollow Dr. ( as indicated in the attachment map b) for the duration of the event to allow parking and foot traffic to be at a minimize disturbance. We are the only property in the entire area of the street and the rest all vacant fields. So this shouldn't affect anyone else during the said time, and traffic in the area is extremely low on a Sunday afternoon.

- G. Kendrah Duffy – 37 Cheryl Circle, Bentonville, AR Phone: (479) 644-2101  
Email: [kendrah1981@icloud.com](mailto:kendrah1981@icloud.com)**

The speed vehicles are driving is way over the limit and used as a secondary highway (cut through). Afraid of children playing on the street will be hit. We bought a speed bump and was told that we have to take it out. An officer told us to call and request a speed table or speed bump. Drawing included on the application.

### **III. ADDITIONAL BUSINESS:**

- A. David Mills – Bentonville Sign Technician – Phone: (479) 271-3130 -  
[dmills@bentonvillear.com](mailto:dmills@bentonvillear.com)**

Phyllis Street discussion. David Mills obtained traffic and speed counts on this street.

- B. Camille Thompson – Staff Attorney – Legal Department**

Slow Streets and the traffic flow during First Friday and Farmer's Market, and the interrelationship between the Slow Streets and vehicular traffic trying to avoid the closed streets, and congestion on the Square. Specifically, those vehicles that tend to drive through what are now the expended Slow Streets areas. The Mayor expressed concern and that she had personally observes difficulties several times over the weekend. Also, a fire truck seemed to be having difficulty navigating the area.

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**Since the July 4<sup>th</sup> holiday for the City will be taken on Monday, July 5<sup>th</sup>,  
the next proposed meeting date is: Monday, July 12, 2021 at 2:00 pm**

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