



City of Bentonville, Arkansas

Commercial Design Standards



The commercial design standards were adopted in May of 2008 to implement the city's vision for commercial development as set forth in the City's General Plan. The intent of these standards is to improve the overall quality of commercial development with surrounding land uses and enhance pedestrian safety and walkability. These regulations provide clear standards for quality development while permitting flexibility and creativity in design.

Applicability

The provisions of these regulations apply to all commercial developments, defined as any development in an R-0, C-1, C-2, C-3, C-4, and PUD zoning districts that meet one or more of following conditions:

1. New commercial construction requiring large scale development approval.
2. Additions or alterations to a building or site, excluding interior-only improvements, which total fifty percent (50%) or more of the gross square footage of the existing building(s) or site.

A development that is located in the Downtown Redevelopment District is exempt from the commercial design standards but must meet the standards of the Site and Building Design Guidelines and Standards for the Downtown Redevelopment District as set forth in Sec. 1100.12 of the Subdivision Code .

Review Process

Developments meeting the applicability requirements above will be reviewed for consistency with the regulations through the normal review process for large scale developments and shall be approved by the Planning Commission.

Building a Better Bentonville

Relationship to General Plan

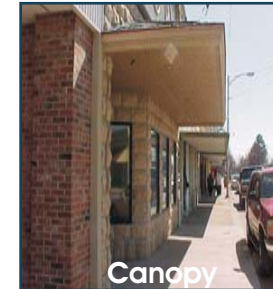
These regulations are part of the implementation of Policy CD-15 of the Bentonville General Plan that states:

The City shall establish design guidelines for non-residential uses outside the downtown area that: require four-sided architecture, require the use of high-quality long lasting materials; encourage parking located to the side and rear of the buildings rather than fronting the street; emphasize pedestrian scale; and use CPTED techniques.

Architectural Elements



Columns



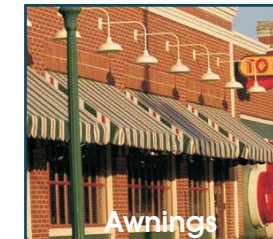
Canopy



Display Windows



Portico



Awnings



Window Detail



Cupola



Peaked Roof



Projections



Architectural Details

Building

Material and Color

Material. The primary material shall constitute at least 75 percent of the wall area, excluding glass. The primary exterior material shall consist of a combination of brick, architectural concrete panels, textured concrete block, natural stone, architectural steel or stone panels. The standard shall apply to all sides of any building. The remaining exterior material shall be considered building trim. Trim is defined as an ornamental design feature, that when removed does not significantly alter the appearance of the building. This commonly consists of moldings, cornices, parapet, frieze, sills, lintels, stringcourse, and ledge. No wood, masonite, asphaltic exterior wall or roof material, aluminum or steel siding, non-architectural sheet metal, non-textured concrete block, stucco, vinyl, E.I.F.S. (Exterior Insulation and Finish Systems) shall constitute a portion of any building except trim.



Color. Exterior color scheme shall utilize primarily muted, neutral, or earth tone type colors. The primary use of bright, intense, or extreme colors not consistent with the adjoining developments shall not be permitted. This is not intended to prohibit the use of these colors for specifically approved architectural detailing.



Compatibility / Scale and Bulk

Compatibility. Commercial structures shall be designed in a manner compatible with other structures in the surrounding vicinity. The exterior building design, including roof style, color, materials, architectural form and detailing, shall be consistent among all buildings in a common commercial development and on all elevations of each building to achieve design harmony and continuity within itself.



Scale and Bulk. The height and scale of new buildings shall be consistent or compatible with the height and scale of adjacent buildings. Special care, however shall be taken to achieve the compatibility of larger buildings next to small scale buildings; techniques shall include limited size, building articulation, and shadow patterns. The scale of the building shall also consider building setback, lot size and relationship to street width.

Design

Wall Articulation / Roofs

Wall Articulation. Buildings shall avoid long uninterrupted façade planes and/or blank walls. All commercial buildings with facades greater than 200 feet in length shall incorporate wall plane projections or recesses that are at least two (2) feet deep. Projections/recesses must be at least 25% of the length of the façade. No uninterrupted length of a façade may exceed 100 feet in length.



Roofs. Roof lines shall be varied with a change in height every 100 linear feet in the building length. Parapets, gable roofs, high roofs, or dormers shall be used to conceal flat roofs and rooftop equipment from public view.

Facades. Structures shall be architecturally finished on all sides with same materials, detailing, and features when visible from the public realm or adjacent residential areas.

Entrances / Architectural Detail

Entrances. Structures must have clearly defined, highly visible customer entrances featuring at least two (2) architectural elements.

Architectural Details. All buildings shall be designed to incorporate no less than three (3) architectural elements in addition to regulations regarding the design of entrances above. Buildings over fifty thousand (50,000) square feet shall include a minimum of five (5) architectural elements. Buildings over one hundred thousand (100,000) square feet shall include a minimum of six (6) architectural elements.



Architectural Elements

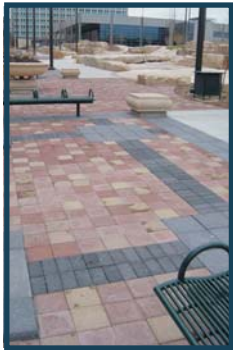
- Arches
- Arcades
- Accent materials
- Display windows
- Peaked roof forms
- Varied roof heights
- Recesses/projections
- Articulated cornice line
- Canopies, awnings, or porticos
- Other approved architectural details
- Articulated ground floor levels or base

Site Planning

Building Placement. Place as much of the building width at the front of the lot as possible to maximize front façade exposure to the public. The front façade shall be kept parallel with the street. On corner lots, place as much building mass near the intersection as possible to help anchor the lot and take advantage of high visibility.



Parking Placement. No more than 60% of the off-street parking area for the entire property shall be located between the front façade within the front yard of the principal building and the primary abutting street unless the principal building and/or parking lots are screened from view by outlot development and additional tree plantings or berms. Whenever possible, attempt to link with adjacent parking lots or provide shared parking areas which can serve neighboring buildings simultaneously. Parking lots shall be designed in regular, rectangular shapes.



Pedestrian Circulation. Clearly defined pedestrian walkways or paths shall be provided from parking areas to primary building entrances. Design walkways and parking lots so that pedestrians do not have to cross parking aisles and landscape islands to reach building entries. All internal walkways shall be distinguished from driving surfaces through the use of durable, low maintenance surface materials such as pavers, bricks, or scored concrete to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways. Painted crosswalks shall not be considered sufficient definition of the pedestrian path from the driving surface.

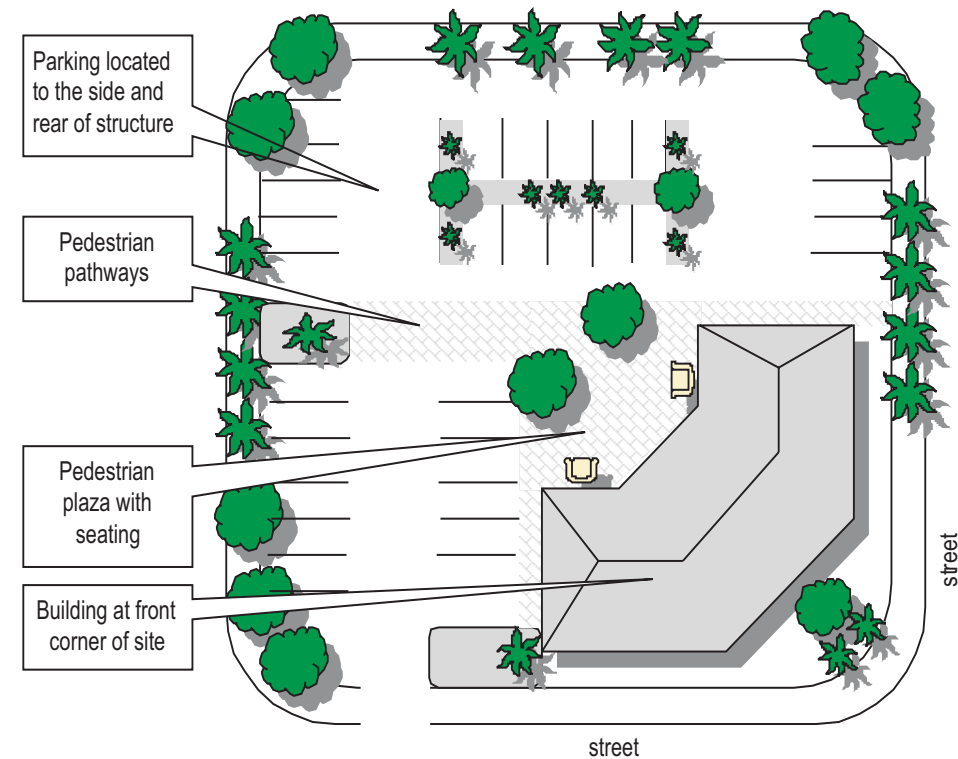
Site Amenities. Each commercial development shall contribute to the establishment or enhancement of the community and public spaces by providing at least two (2) of the amenities listed below. Any such areas shall have direct access to the public sidewalk network and such features shall not be constructed of materials that are inferior to the principal materials of the building and landscape.



Site Amenity Options

- Public art
- Kiosk area
- Transit stop
- Water feature
- Outdoor play area
- Patio / seating area
- Clock tower or steeple
- Mini park, square or green
- Window shopping walkway
- Pedestrian plaza with benches

Site Planning Example



Utility and Mechanical Equipment Screening

Screening of service yards, utility meters and hardware, mechanical equipment, refuse areas, and/or other potentially unattractive places from public view, shall be accomplished by the use of walls, fencing, planting, or a combination of the measures that follow. Screening shall be equally effective in the winter and the summer seasons. For rooftop equipment, parapet walls or other screening methods approved by Planning Commission are required along street frontages and bordering residential areas.

- Adjusting the architectural or landscape profile to screen those elements from view.
- Placing those elements on service courts or other locations usable by the general public.
- Integrating those elements into the architecture or landscaping of the site.



Single Tenant Example



- 1 **Materials.** Brick and stone as predominant materials.
- 2 **Color.** Natural hues of brown and tan with bright blue as accent color on awnings and umbrellas.
- 3 **Wall Articulation.** Plane projection in center of façade.
- 4 **Facades.** Architecturally finished on all sides visible from roadway and parking areas.
- 5 **Roofs.** Roof lines vary in height.
- 6 **Entrances.** Entrance is clearly defined and highly visible with the roof form, projection from plane of façade, and overhang.
- 7 **Architectural Details.** Awnings over windows, hanging baskets under awnings, accents with stone work above windows.
- 8 **Utility equipment.** Equipment is not visible from roadway or parking areas.
- 9 **Site Amenities.** Patio with covered seating.

Multiple Tenant Example



- 1 **Material.** Use of predominantly brick.
- 2 **Color.** Use of muted red and tans for accent. Bright colors are used as accent color on awnings.
- 3 **Compatibility.** Front building uses consistent building materials, colors, and design as building at the back of the development.
- 4 **Scale and Bulk.** Height of buildings within development are compatible.
- 5 **Wall Articulation.** Individual tenants are indicated by a separation in the relief of the wall plane.
- 6 **Roofs.** Roof lines and parapets vary and change in height.
- 7 **Entrances.** Individual entrances are identified with awnings. Corner entries have overhangs and columns.
- 8 **Architectural Details.** Structure incorporates canopies, recesses and projections, articulated cornice lines, and varied roof heights.
- 9 **Utility Equipment.** Utility equipment is not visible from the public realm.