

6 Implementation Strategy

The implementation strategy identifies the goals and strategies to achieve the vision presented in Chapter 4 and the plan presented in Chapter 5. Plan implementation is going to take the efforts of several agencies and organizations, including Main Street Bentonville, City of Bentonville, Chamber of Commerce, A & P Commission; Bentonville Garden Club; Downtown Parking Authority; property and business owners; and citizens. The first participant listed is the agency primarily responsible for the implementation of that strategy. Costs are preliminary only. Further study is required for more accurate cost estimates.

Circulation & Linkages

Goal A: To establish safe and efficient methods of traveling to and through downtown.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Trolley. Purchase a trolley and map an appropriate route to provide access between major employers and the downtown. The service should be available primarily during the lunch hours of 11 a.m. to 2 p.m., but should also be available for special events and local residents.	Main Street to conduct research and seek private funding. City responsible for operation and maintenance.	2005	\$600,000 to purchase four trolleys; staff; maintenance	Private donations to purchase trolley. City to assume operation and maintenance costs from General Fund. Sell advertising.
Priority 2: Downtown Trail. Construct a lighted walking trail between the Wal-Mart General Office / Bentonville Plaza area to the services and retail areas of the square. Incorporate in City's Master Trail Plan.	Trailblazers will oversee construction. The City will obtain easements and Parks and Recreation Dept. will assume ownership and maintenance.	2005-2006	\$250,000	Private grants; Government grants
Priority 3: North Bentonville Trail. Complete the North Bentonville Trail providing pedestrian and bike access between Bella Vista and downtown Bentonville. Incorporate in City's Master Trail Plan.	Trailblazers will oversee construction. City Parks Dept. will assume ownership and maintenance.	2005-2006	\$1 million	City's General Fund; Trailblazer funding
Priority 4: Central and SW A St. Intersection Study. Study traffic characteristics at Central and SW A Street and identify necessary improvements to traffic light timing.	City Planning Dept. will conduct study and work with Street Dept. on light timing.	Winter 2006	Staff time; Cost of recommended improvements	City's General Fund for staff time.
Priority 5: Directional Signage. Install directional signage at gateways. All signage should be part of an overall common signage theme.	Main Street (Design) to assist with signage design. City Street Dept. to install signs.	Summer 2006	Cost of signs (\$75 per sign – 12 signs = \$900)	City's General Fund
Priority 6: Sidewalk Construction. Complete a downtown sidewalk inventory. The inventory should be used to create a sidewalk improvement plan. The costs should be incorporated into the downtown Capital Improvements Program. Use the plan to guide sidewalk construction. Incorporate in City's Master Trail Plan.	The City Planning Dept. will conduct the sidewalk inventory and incorporate improvements in the CIP.	Spring 2005	Staff time	City's General Fund to pay for staff and sidewalk improvements. Possible use of CDBG funds for improvements. Private developers.
Priority 7: SW A St. Corridor. Design and construct infrastructure improvements for SW A Street from Hwy 102 to Central.	City Planning Dept., Street Dept., Electric Dept.	Begin design in 2006, construction in 2008	\$5 million	City Planning Dept. - General Fund, Sales Tax

Circulation & Linkages

Goal A: To establish safe and efficient methods of traveling to and through downtown.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 8: SW 8th St. Corridor. Design and construct infrastructure improvements on SW 8 th Street between SW A Street and J Street.	City to either construct or hire contractor	2009	\$5 million	City's Street Dept.- General Fund or Sales Tax Fund
Priority 9: Airport Shuttle. Provide a shuttle to and from the airport to downtown. This could help reinforce any hotel development downtown. See " <i>Creating a Great Third Place in Downtown Bentonville.</i> "	Main Street, private hotels	2009	Purchase, operation and maintenance of a shuttle.	Main Street; shuttle advertising; donations; private hotels

Goal B: To provide a variety of parking options that are easy to locate.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Shared Parking. Encourage shared parking between uses that have opposite operating days and hours.	City Planning Dept.	Winter 2005	Staff time	City Planning Dept. - General Fund for staff time
Priority 2: Employee Parking. Sponsor a campaign to encourage business employees to park in lots and leave front door parking for patrons.	Main Street (Economic Restructuring)	Spring 2005	Incidental	Main Street
Priority 3: Signage Theme. Develop a common signage theme to be used to identify public parking areas, pedestrian pathways, and downtown gateways.	Main Street (Promotions and Design)	Summer 2005	Consultant fees if necessary	Main Street
Priority 4: Identification Signs. Install signs identifying public parking and pedestrian pathways. Use the common signage theme developed in Priority 1.	The City will construct and install the signs.	Fall 2005	Signs (\$75 x10 = \$750)	Consider an "adopt-a-sign" program with the downtown merchants that includes the sponsors logo; Parking Authority; City General Fund
Priority 5: On-street Parking. Encourage on-street parking to be part of new developments along SW A Street and S Main from Central to Highway 102. Consider including this in design guidelines.	City Planning Dept. and Street Dept.	Ongoing with all development	Costs will be part of construction of new development	Developers
Priority 6: Parking Deck. Consider options and locations for a parking deck. Design of the parking deck should be consistent with adopted design guidelines. Use of the ground floor for retail is encouraged.	Downtown Parking Authority	Spring 2006	Land, design, construction	Downtown Parking Authority, City, CDBG, Special Assessment District, TIF district

Promotion and Activities

Goal A: To promote the vision for downtown and the Downtown Master Plan.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Plan Adoption. Adopt the Downtown Master Plan in show of support and commitment to its implementation.	City Planning Commission; City Council; Main Street Board of Directors	Fall 2004	Printing	City Planning Dept.- General Fund
Priority 2: Market Plan. Prepare a marketing piece for the plan to be included in welcome packets to new residents, businesses, and in informational material distributed by the A&P Commission and Chamber.	City Planning Dept.; Main Street (Promotions)	Winter 2005	Design and Printing	Partnership between City Planning Department and Main Street Bentonville. Donated private funds.
Priority 3: Display Plan. Provide a display of the Downtown Master Plan in a kiosk on the square.	Main Street (Promotions)	Summer 2005	Installation	Main Street staff time

Goal B: To adopt a marketing theme for signage, promotional materials and other advertising.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: District Name. Develop an identifiable name for the district that has marketing appeal– other than “Downtown Bentonville” or “Downtown Redevelopment District.” The National Main Street Team suggest “Bentonville Square.” Use for all signage pertaining to downtown and incorporate into common signage theme in Priority #3 in Goal B of Transportation and Circulation.	Main Street (Promotions); A & P Commission; Chamber	Summer 2005	Incidental	Main Street; A & P Commission; Chamber
Priority 2: Tag-Line. Develop a “tag-line” that reflects the vision of downtown. Use for all signage pertaining to downtown and incorporate into common signage theme in Priority #3 in Goal B of Transportation and Circulation.	Main Street (Promotions); A & P Commission; Chamber	Summer 2005	Incidental	Main Street; A & P Commission; Chamber
Priority 3: Logo. Develop a logo that incorporates the tag line. Use for all signage pertaining to downtown and incorporate into common signage theme in Priority #3 in Goal B of Transportation and Circulation.	Main Street (Design and Promotion); A & P Commission, Chamber	Summer 2005	Incidental, unless professional firm is hired	Main Street; A & P Commission; Chamber

Promotion and Activities

Goal C: To understand the regional market and tap into that market.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Marketing Professional. Hire a professional marketing firm to conduct marketing research and develop a marketing campaign. Consider combining with city-wide study.	Chamber	Winter 2006	Consulting fees	Chamber
Priority 2: Web Site. Develop a creative, well-managed web site for the Square. It should provide information about what's happening downtown as well as links to individual businesses for on-line shopping.	Main Street, A&P Commission, Chamber of Commerce	Summer 2006	Cost of web site design and maintenance - \$7,500	Main Street, A&P Commission, Chamber of Commerce

Goal D: To promote downtown as a tourist destination.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Magazines. Include information about downtown in tourist and travel magazines, such as AAA and Southern Traveler.	A&P Commission; Main Street (Promotions)	Winter 2005	Advertising fees	A&P Commission; Main Street
Priority 2: Airport. Provide information at XNA and provide directional signage from the airport.	Main Street (Promotions); City Street Dept.	Summer 2005	Printing	Main Street; City Street Dept.
Priority 3: Regional Efforts. Coordinate advertising efforts with regional (NWA) advertising and promotion.	Main Street (Promotions)	Fall 2005	Advertising and printing	Main Street

Economic Development

Goal A: To retain and expand existing businesses.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Emergency Strategy. Develop a strategy that can be implemented when an existing business is beginning to struggle to help ensure their ongoing existence downtown.	Main Street (Economic Restructuring); Chamber	Summer 2005	Staff time	Main Street; Chamber
Priority 2: Public Facilities. Retain Benton County and the City of Bentonville administration offices in downtown locations.	Benton County; City	On-going	Cost of new construction if necessary	City; County
Priority 3: Special Retail Event. Create one new retail oriented event for the square. Feature one business cluster and build activities around it. See " <i>Creating a Great Third Place in Downtown Bentonville.</i> "	Main Street and downtown business owners	Spring 2007	Advertising	Main Street
Priority 4: Shopping Card. Explore the feasibility of a pre-paid shopping card for the shops and restaurants around the square. See " <i>Creating a Great Third Place in Downtown Bentonville.</i> "	Main Street (Restructuring); local businesses	Spring 2010	Cards and other planning related costs	Main Street

Goal B: To offer a variety of places to shop and dine.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Restaurants. Aggressively pursue the recruitment of restaurants.	Main Street (Economic Restructuring); Chamber	Immediate and ongoing	Staff time	Chamber's Square Roots Program
Priority 2: Niche Markets. Identify one or two niche markets, (the home furnishing niche has already begun, consider experiential businesses) and develop a list of those niche businesses and services, then recruit them to a downtown location. Consider second locations for businesses existing elsewhere.	Main Street (Economic Restructuring); Chamber	Fall 2005	Staff time	n/a
Priority 3: Square Roots. Utilize and promote the existing Square Roots program to provide technical and financial assistance with new business start-ups.	Chamber; Local Banks; Main Street	On-going	Loan money	Banks
Priority 4: Land Database. Collect and organize data on land ownership, property inventories, tenant and customer profiles, space and rent data to track commercial and residential markets and use data for marketing downtown development.	Chamber; City Planning Dept.; Main Street	Fall 2005	Staff time	Chamber; Main Street

Downtown by Design

<p>Priority 5: Business Benefits. Develop promotional materials that highlight the benefits of locating a business or office downtown.</p>	<p>Main Street (Economic Restructuring); Chamber</p>	<p>Fall 2005</p>	<p>Staff time, printing</p>	<p>Main Street</p>
<p>Priority 6: Online Land Listings. Use existing web sites (or new downtown web site as recommended in Goal C, Priority 2 of Promotion and Activities) to advertise available development sites, retail rental space and housing. Share this information with local realtors.</p>	<p>Chamber; City; Main Street (Economic Restructuring)</p>	<p>Winter 2006</p>	<p>Staff time to add information to web site</p>	<p>City, Chamber of Commerce; Main Street</p>
<p>Priority 7: First Floor Retail. Encourage retail uses on the first floor and other commercial uses, such as offices and services, on the second floors. Discuss this in pre-application meetings with potential developers and incorporate this element into the design guidelines.</p>	<p>City Planning Dept.</p>	<p>Immediate and ongoing</p>	<p>Incidental and staff time</p>	<p>City Planning Dept. - General Fund for staff time</p>
<p>Priority 8: Success Stories. Highlight success stories of downtown businesses in the local newspaper.</p>	<p>Main Street (Economic Restructuring)</p>	<p>Winter 2006</p>	<p>Incidental and staff time</p>	<p>Main Street</p>

Development and Redevelopment

Goal A: To continue investment in public facilities and infrastructure.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Square Renovation. Complete Phase II of square renovation project.	City; Chamber	2005	\$900,000	City - General Funds, grants, private donations
Priority 2: Public Library. Construct the Bentonville Public Library on SW Main Street in accordance with the downtown design guidelines.	Friends of the Library Foundations, City	2006	\$6 million	City - Sale Tax fund, private donations
Priority 3: Technical Services Building. Construct the City's Technical Services Building on SW "A" Street consistent with the downtown design guidelines.	City	Begin construction 2004, open in 2005	\$2.3 million	City General Fund
Priority 4: Downtown CIP. Prepare a five-year Downtown Capital Improvement Program (CIP) to organize and prioritize needed infrastructure improvements. The City Council should incorporate this CIP into the City's CIP.	City Water, Sewer, Electric and Street Dept.	Fall 2005	Staff time	City General Fund for staff time
Priority 5: Community Center. Research possibility of community or convention center.	City; private development	Begin studying in Fall 2005	Incidental	n/a

Goal B: To have compatible new development and redevelopment.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: New Boundaries. Expand the boundaries of the Downtown Redevelopment District to include the boundaries identified in the Proposed Redevelopment District Boundaries Map in Chapter 5.	City Planning Commission; City Council	Winter 2005	Incidental	n/a
Priority 2: SW A St. Redevelopment. Redevelop properties north of 14 th St on SW "A" St.	City Planning Dept., Main Street; private developers	Immediate	Redevelopment costs	Cost for actual redevelopment to be paid by developer
Priority 3: Rezone. Rezone Square District and Central Commercial District to C-3 Central Commercial which allows a mixture of uses and smaller setbacks.	City Planning Dept.	Winter 2005	Staff time	City's Planning Dept. – General Fund for staff time
Priority 4: Limited Partnership. Create a limited partnership to purchase, own and/or develop quality commercial space.	Chamber; Local investors	Summer 2006	Incidental	Local investors

Goal C: To offer a variety of residential types and styles.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
<p>Priority 1: High Density Residential. Encourage medium to high density residential development through the use of loft apartments above offices and retail uses. Discuss with potential developers in pre-application meetings and incorporate into design guidelines.</p>	<p>City Planning Dept.; Main Street (Economic Restructuring)</p>	<p>Immediate</p>	<p>Staff time</p>	<p>n/a</p>
<p>Priority 2: Rebuild Together. Cooperate with Rebuild Together and use the CDBG program to provide home improvement financing for residential structures.</p>	<p>City CDBG program; Rebuild Together</p>	<p>Spring 2005</p>	<p>Approximately \$20,000 per year</p>	<p>CDBG Funds, Rebuild Together, Private donations</p>
<p>Priority 3: Affordable Housing. Develop an affordable housing plan for downtown.</p>	<p>City Planning Dept.</p>	<p>Winter 2006</p>	<p>Staff time</p>	<p>City General Fund for staff time</p>
<p>Priority 4: Live/Work Development. Encourage live/work development. Live/work opportunities could help attract entrepreneurs. See "<i>Creating a Great Third Place in Downtown Bentonville.</i>"</p>	<p>Main Street, local developers</p>	<p>2008</p>	<p>Staff time; development costs</p>	<p>Developers</p>

Architecture and Streetscape

Goal A: To have downtown buildings with a traditional style that enhances the pedestrian environment.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Site Design Guidelines. Adopt Downtown Design Guidelines and Standards to promote new and infill development and façade rehabilitation that is compatible with the downtown vision.	City Planning Dept.	Winter 2005	Staff time and printing costs	City Planning Dept. - General Fund for staff time
Priority 2: Height Hierarchy. Incorporate the height hierarchy shown on the Master Plan into the city development regulations.	City Planning Dept.	Winter 2005	Staff time	City Planning Dept. - General Fund for staff time
Priority 3: Façade Improvements. Expand the façade enhancement program that provides technical assistance and funds for facilitating façade improvements.	Main Street (Design)	Fall 2005	\$15,000 per year	Main Street Arkansas Grant; historic preservation grants; CDBG
Priority 4: Rehabilitation. Encourage rehabilitation of existing buildings in order to retain downtown's historical character.	Main Street (Design); City Planning Dept.	Immediate and ongoing	Incidental	n/a

Goal B: To reduce the visual impact of overhead utility lines.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Underground Utilities. Research costs and obstacles associated with placing utilities underground.	City Planning Dept. - utilities, cable, and phone companies	Fall 2005	Staff time; costs for consultant if necessary	City - General Fund
Priority 2: Guidebook. Prepare a guidebook presenting other approaches for reducing visual impact of overhead utilities.	City Planning Dept.; City Utilities	Fall 2005	Staff time, Printing costs	City Planning Dept. - General Fund
Priority 3: Under-grounding Process. Provide information materials to developers on the approach for locating utilities underground.	Planning Dept.; City utilities, cable and phone companies	Winter 2006	Staff time, Printing costs	City Planning Dept. - General Fund

Architecture and Streetscape

Goal C: To have professional, seasonal and well-maintained landscaping.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
<p>Priority 1: Gateway Landscaping. Prepare landscaping plans and install plants at the gateways – Central and Walton; 8th and Walton; SW A and Hwy 102; SW 8th and SW E.</p>	Tree and Landscape Advisory Committee; Bentonville Garden Club	Fall 2005	Cost of landscaping materials and installation	City General Fund; Urban Forestry Grant; private donations
<p>Priority 2: Street Tree/Landscaping. Prepare a Street Tree and Landscaping Plan for Downtown that promotes year-round color and foliage. This should also include a schedule of flowers and an informational packet about the plan. The plan should be incorporated into city development codes.</p>	Tree and Landscape Advisory Committee; City Planning Dept.; Garden Club	Winter 2006	Staff time; cost of trees and landscaping	Private developers; Urban Forestry Grant
<p>Priority 3: Compton Gardens. Prepare landscape and streetscape plans for streets that lead to Compton Gardens and the natural beauty that will be on display at this facility.</p>	Tree and Landscape Advisory Committee; Bentonville Garden Club; Compton Gardens	Fall 2006	Cost of landscaping materials and installation	City General Fund; Urban Forestry Grants; private donations
<p>Priority 4: Open Space Design Guidelines. Develop open space design guidelines for the Square and downtown streets that parallel those developments for commercial use. Specific street guidelines would need to recognize the differences between the streets around the Square, the more residential streets, the highway commercial type streets. See "<i>Creating a Great Third Place in Downtown Bentonville.</i>"</p>	Main Street (Design); Tree and Landscape Advisory Committee; City Planning Dept.	Spring 2008	Printing, staff and volunteer time	City General Fund

Goal D: To provide amenities that enhances the visit to downtown.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
<p>Priority 1: Seating. Invest in café chairs to be left in the park all the time. See "<i>Creating a Great Third Place in Downtown Bentonville.</i>"</p>	Main Street (Design, Restructuring)	Spring 2005	Cost of chairs	Main Street, donations
<p>Priority 2: Pocket Parks. Identify locations and prepare plans for pocket parks.</p>	City Planning Dept.; Parks Dept.	Winter 2006	Land purchase; site amenities	City - General Fund, Outdoor Recreation Grants
<p>Priority 3: Design Theme. Prepare a streetscape design theme, to include the style of benches, trash receptacles, planters and tree grate designs. Prepare a plan for installing the streetscape design theme and identify how it will be incorporated with new development.</p>	Main Street (Design); City Planning Dept	Fall 2006	Incidental	Private developers; donations

Architecture and Streetscape

<p>Priority 4: Store Signs. Create a sign mini-grant program. Investigate examples from other Main Street cities. See "<i>Creating a Great Third Place in Downtown Bentonville.</i>"</p>	<p>Main Street (Design, Restructuring)</p>	<p>Winter 2007</p>	<p>Amount of proposed grant.</p>	<p>Main Street</p>
<p>Priority 5: Lighting. Select and install traditional style lighting along major corridors, including SW A St., SW Main St., and SW 8th St.</p>	<p>City Electric Dept.</p>	<p>Fall 2009 - Coordinate with overall improvements</p>	<p>Cost of lights</p>	<p>City Electric Dept. - General Fund</p>

Goal E: To maintain a clean appearance.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
<p>Priority 1: Adopt-A-Street. Use the existing "Adopt-A-Street" program to ensure that all major downtown corridors have an organization assigned to help control litter.</p>	<p>City; Volunteers</p>	<p>Winter 2005</p>	<p>Signs, trash bags and vests</p>	<p>City Street Dept. for signs</p>
<p>Priority 2: Property Maintenance. Establish an annual "sweep" program of the downtown commercial and residential areas to ensure compliance with property maintenance codes.</p>	<p>City Code Enforcement</p>	<p>Winter 2005</p>	<p>Staff time</p>	<p>City Code Enforcement – General Funds for staff time</p>

Image and Identity

Goal A: To be the center for civic events and special activities.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Farmer’s Market. Program the Saturday Farmer’s Market. See <i>“Creating a Great Third Place in Downtown Bentonville.”</i>	Main Street (Promotions)	Ongoing	Advertising costs	Main Street
Priority 2: Winter Wonderland. Expand on the success of the 2003 Winter Wonderland. Continue to offer the ice skating rink and expand the activities associated with the event.	Main Street (Promotions); A & P Commission	Each winter	Festival costs	Main Street ; A&P Commission
Priority 3: Square A’Fair. Grow the Square A’Fair into a monthly Friday evening art/gallery walk. See <i>“Creating a Great Third Place in Downtown Bentonville.”</i>	Main Street (Promotions); A&P Commission	Ongoing	Art show costs	Main Street
Priority 4: Pickin’ on the Square. Continue to provide Pickin’ on the Square during the summer.	Main Street (Promotions)	Ongoing	Advertising costs	Main Street
Priority 5: Square Roots Festival. Grow the Square Roots festival into an annual signature event for Bentonville. See <i>“Creating a Great Third Place in Downtown Bentonville.”</i>	Main Street (Promotions); A&P Commission	Summer 2005	Festival costs	Donations, Main Street, A & P Commission
Priority 6: Event Coordination. Review event and festival dates and coordinate them with others in the region to either spin-off of existing events or create new events so that there is always an event to attend in NW AR.	Main Street (Promotions); A & P Commission	Spring 2005	Incidental	Main Street, A&P Commission
Priority 7: Street Theater. Provide opportunities for “street theater” that enlivens the downtown. This includes street performers, carts and vendors. See <i>“Creating a Great Third Place in Downtown Bentonville.”</i>	Main Street	Summer 2006	Staff and volunteers time	Main Street

Image and Identity

Goal B: To emphasize history with a focus on the Civil War era and the mid-20th century.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Heritage Trail Identification. Identify the Heritage Trail and Trail of Tears routes with proper signage as they pass through Downtown Bentonville to promote local heritage and support tourism.	City Planning Dept.; Heritage Trail Partners, Inc.	Fall 2005	Cost of signs	City Street Dept.
Priority 2: Ghost Sign. Repaint Ghost sign at northwest corner of 2 nd and Main.	Main Street (Design); property owner	Fall 2005	Cost to repaint	Property owner; Main Street
Priority 3: Benton County Museum. Establish the Benton County Museum in downtown Bentonville.	Main Street (Economic Restructuring); Benton County Historical Society	Spring 2006	Cost to purchase land and construction – or lease space; donations of artifacts	Benton County Historical Society; private donations
Priority 4: Wall Murals. Encourage the painting of historical wall mural on long blank walls.	Main Street (Design); property owners	Summer 2005	Cost of painting	Main Street; Property owners

Goal C: To be recognized for quality businesses and customer service.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Hours of Operation. Encourage business owners to remain open past 5 p.m. and to be open on the weekends.	Main Street (Economic Restructuring); Chamber	Immediate	Incidental	n/a
Priority 2: Window Display Training. Develop a training program for retail businesses on window displays and treatments.	Main Street (Economic Restructuring); Chamber	Spring 2005	Trainers Printing	Main Street; Chamber; Main Street Arkansas
Priority 3: Customer Service Training. Develop a training program for all businesses on excellent customer service.	Main Street (Economic Restructuring); Chamber	Fall 2005	Trainers Printing	Main Street; Chamber; Main Street Arkansas

Goal D: To have special features that help further add to downtown's identity.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
Priority 1: Place-making Intersections. Develop the intersection of 8 th and A as a “place making” intersection – with special features, such as fountains, murals, and sculptures on the street corners. These corners should be designed to add to the pedestrian environment. See Master Plan.	City; private developers	2009		City - General Funds; private developers

Image and Identity

<p>Priority 2: Identification Banners. Purchase and install banners with the name and logo of the downtown district on period lighting.</p>	<p>Main Street (Design and Promotion); City</p>	<p>Spring 2006</p>	<p>Cost of banners</p>	<p>City; Main Street</p>
<p>Priority 3: Street Vendors. Make provisions in the Zoning Code permitting street vendors in the downtown area.</p>	<p>City</p>	<p>Fall 2005</p>	<p>Staff time</p>	<p>City</p>
<p>Priority 4: "Open" Flags. Design colorful "open" flags with the downtown logo that fly outside businesses during open hours. This can help let people know which shops are open evenings and weekends. Will require a change in city sign ordinance. See <i>"Creating a Great Third Place in Downtown Bentonville."</i></p>	<p>Main Street (Design and Promotion); City Planning Dept.</p>	<p>Summer 2007</p>	<p>Cost of flags</p>	<p>Main Street; City</p>
<p>Priority 5: Public Art Program. Develop a public art program that includes organizing a Public Art Board, prepares a plan for public art and seeks financing to implement the public art plan.</p>	<p>City; Main Street</p>	<p>Summer 2008</p>		<p>Partners with existing organizations; create a line item in City budget for public art; use percent of hotel/motel tax for art/ develop public private partnerships/ seek public art grants/ TIF district/develop a 501(c)3</p>