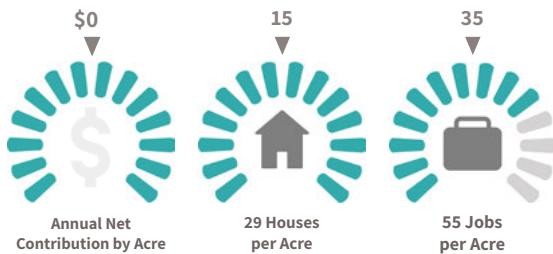


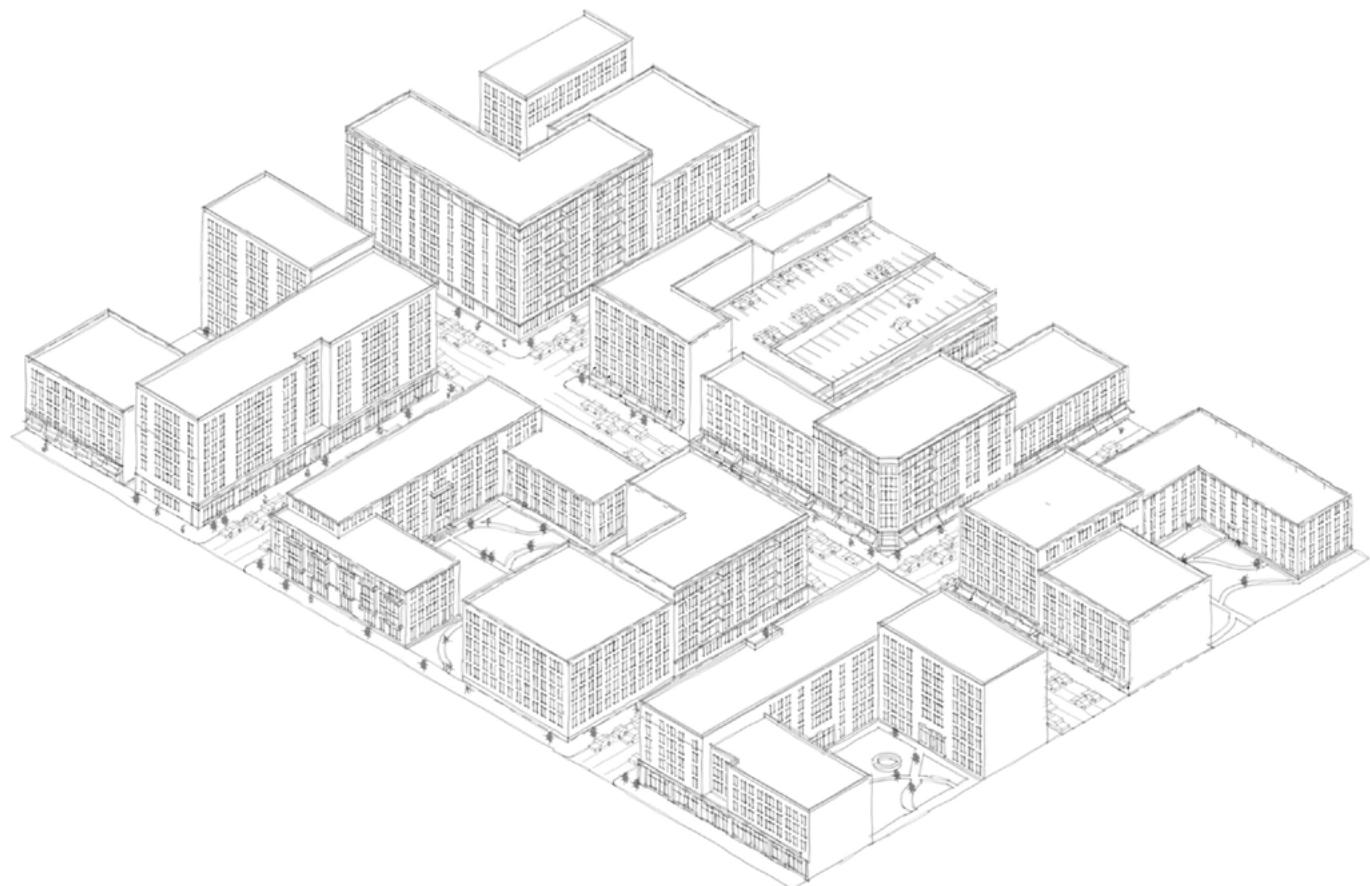
PLACE TYPES

REGIONAL CENTER

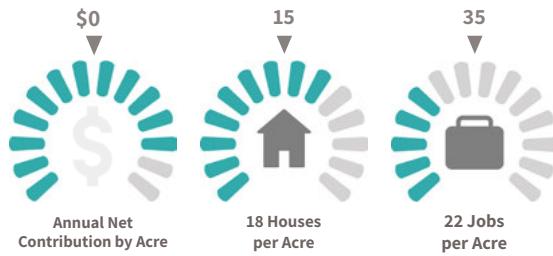


Anticipated building height: 6-8 stories

Regional Centers are typically hubs of concentrated white collar employment, together with the smaller businesses — like restaurants, office supplies, and other services — that support them. They are also a good place for more concentrated housing in close proximity to abundant jobs. Walmart's emerging corporate campus is one example, Uptown Rogers is another. Delivering the city's highest financial performance, these areas play an important role in generating the money that local residents use to pay for housing and goods, and also support a robust economy of complementary businesses.

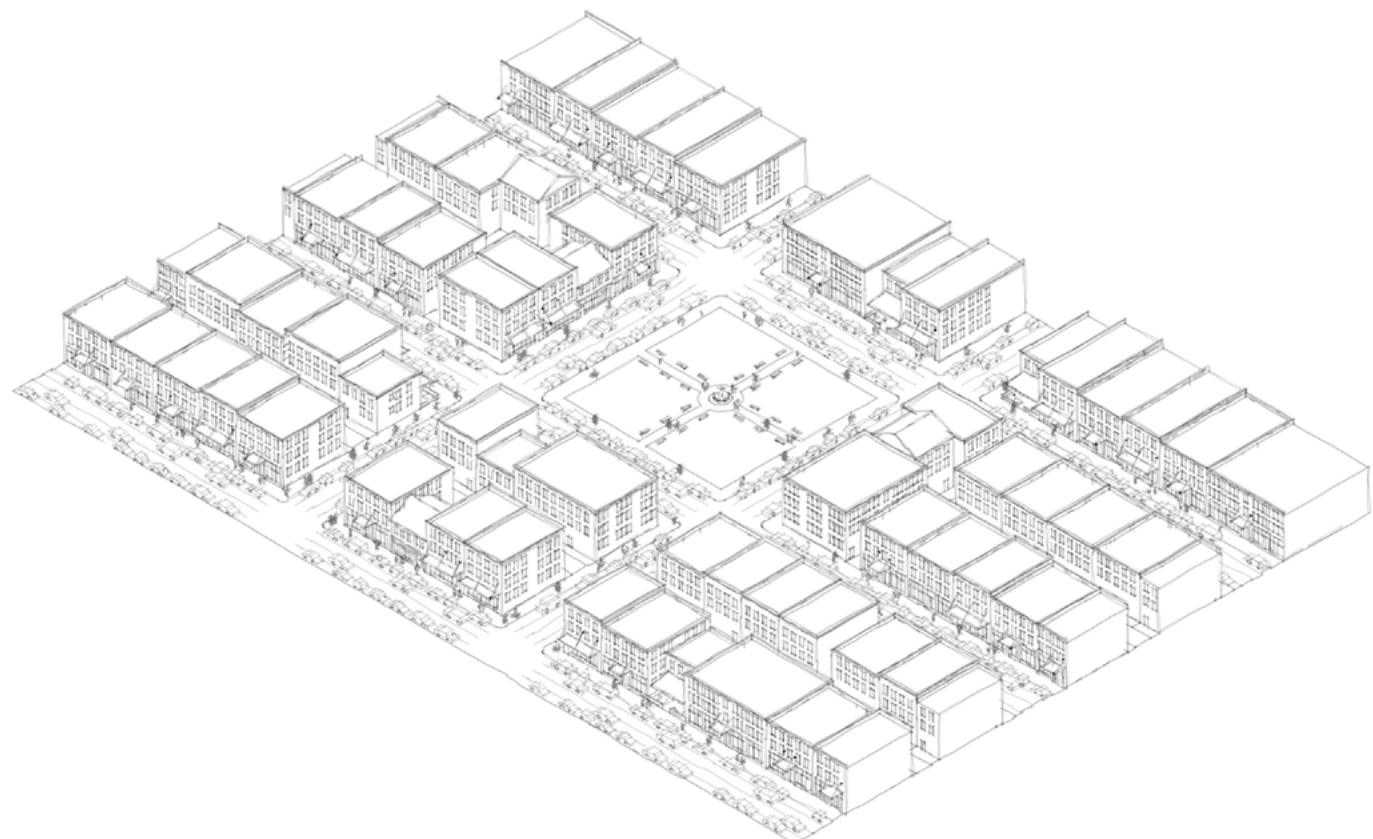


CITY CENTER



Anticipated building height: 4-6 stories

City Centers are places like the Downtown Bentonville Square and its surrounding blocks, consisting of jobs, entertainment, convenience retail, daily services, and housing at a variety of scales — from single story shops to office and residential buildings. This combination of types and uses, from sidewalk-lining buildings to civic institutions like churches and city hall, to apartments, condos, and townhomes, makes for the city's most active, compact and walkable space. In the future there may be more than one City Center providing convenient access to additional amenities, particularly in the southwest, and reducing the growth pressure around the city's beloved heart. With a high concentration of commercial along with housing, City Centers contribute substantially to the city's budget.

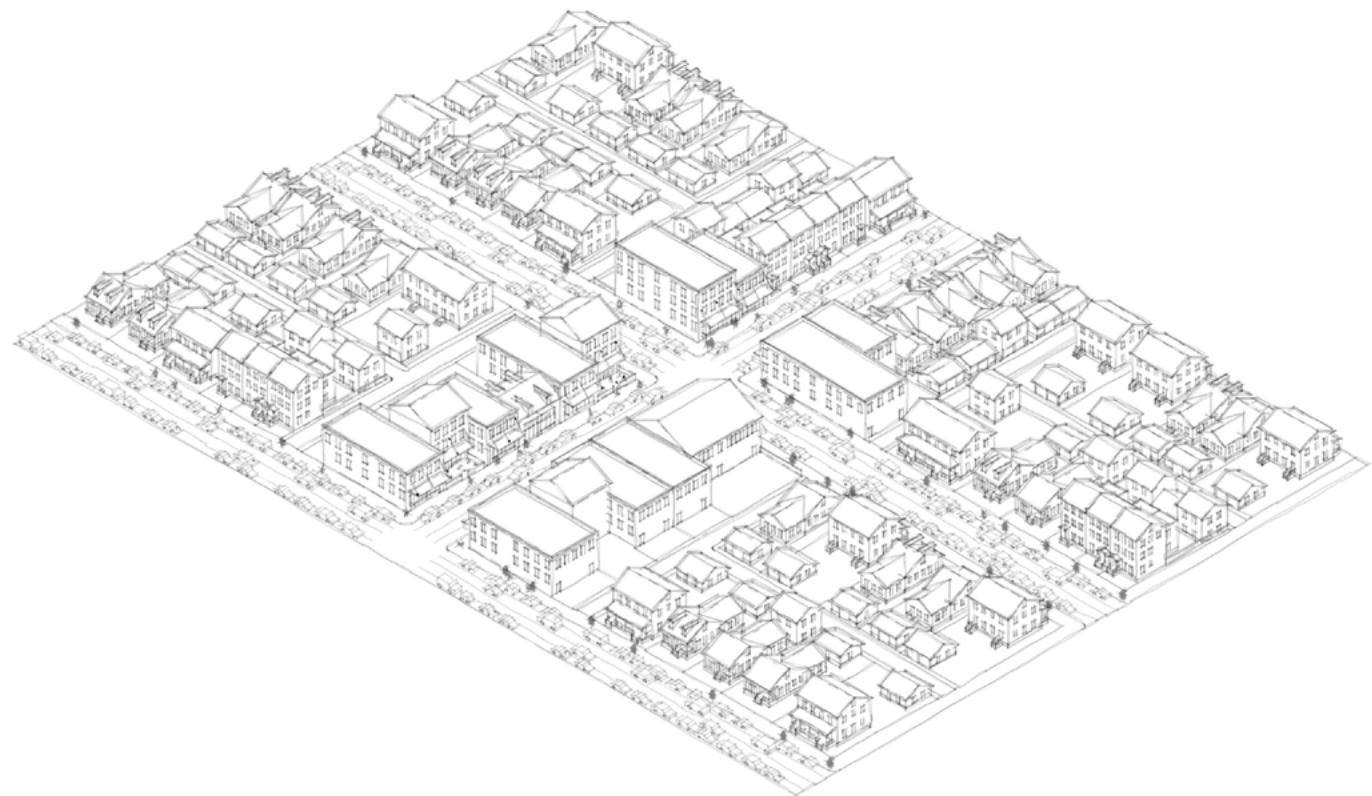


NEIGHBORHOOD CENTER

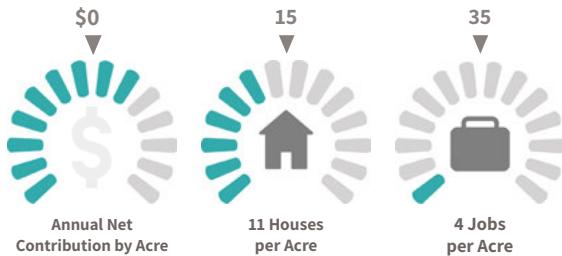


Anticipated building height: 3-5 stories

Neighborhood Centers serve as the physical glue between neighborhoods — providing a human-scaled destination where surrounding neighbors can walk or bike, gather in fellowship, dine out, or pick up basic daily needs. Small, local businesses typically provide a variety of entry-level jobs, a sense of increasing independence for area youth, and an opportunity to support more home-grown businesses. They usually also include nearby townhomes, small apartment buildings, and small homes transitioning in scale and activity to less concentrated surrounding neighborhoods. Neighborhood Centers contribute sales tax and concentrated property tax to the city's budget, balancing nearby neighborhoods.

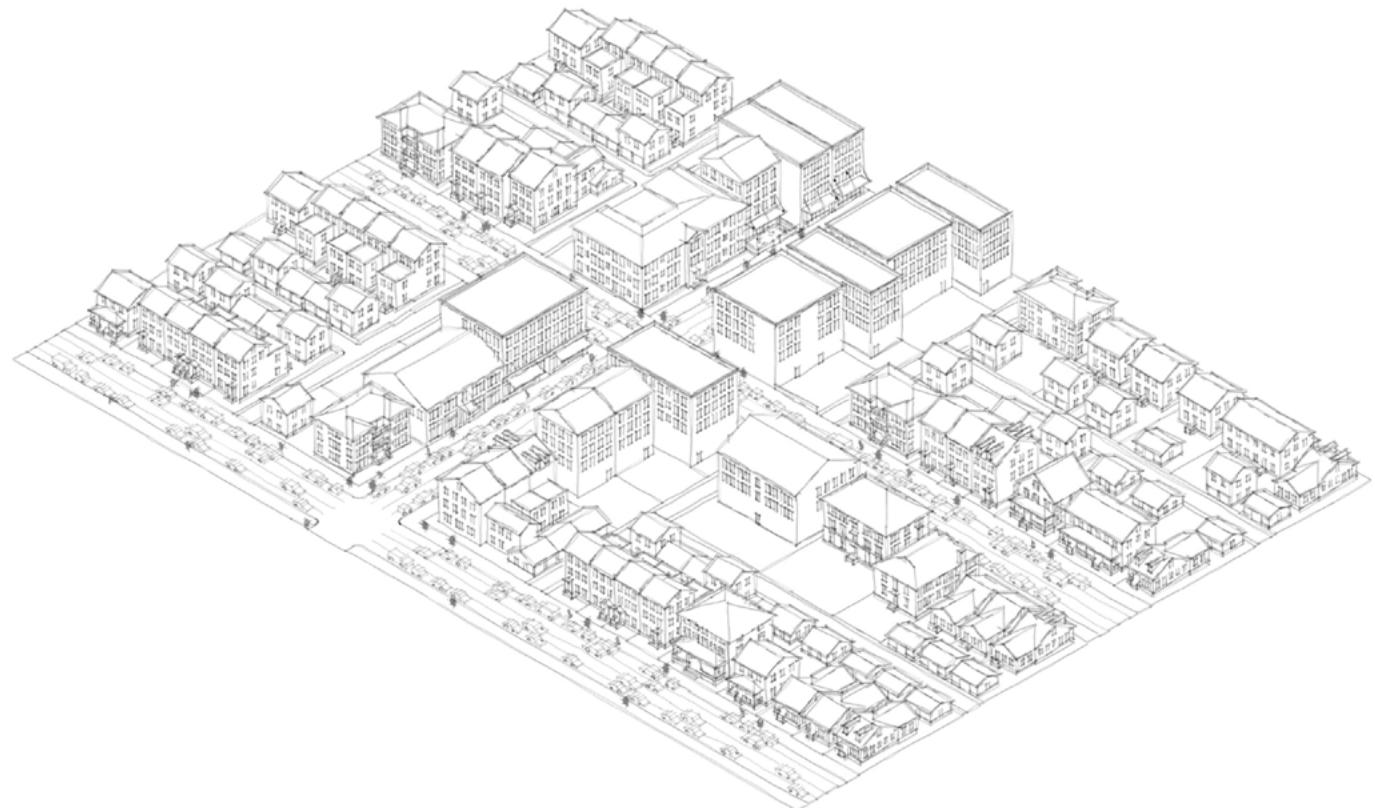


URBAN NEIGHBORHOOD

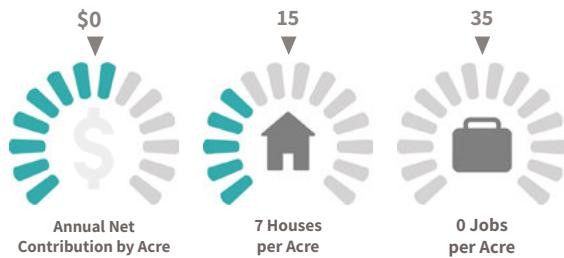


Anticipated building height: 3-5 stories

Urban Neighborhoods are the city's highest intensity neighborhoods, defined primarily by multi-family buildings and townhomes but with some single family and smaller commercial uses mixed in. Catering to those seeking more flexible, lower maintenance lifestyles, they provide considerable housing in a relatively small footprint and support walking and biking as viable transportation alternatives. Financially, Urban Neighborhoods are net positive and significantly reduce the amount of land needed for growth.



WALKABLE NEIGHBORHOOD

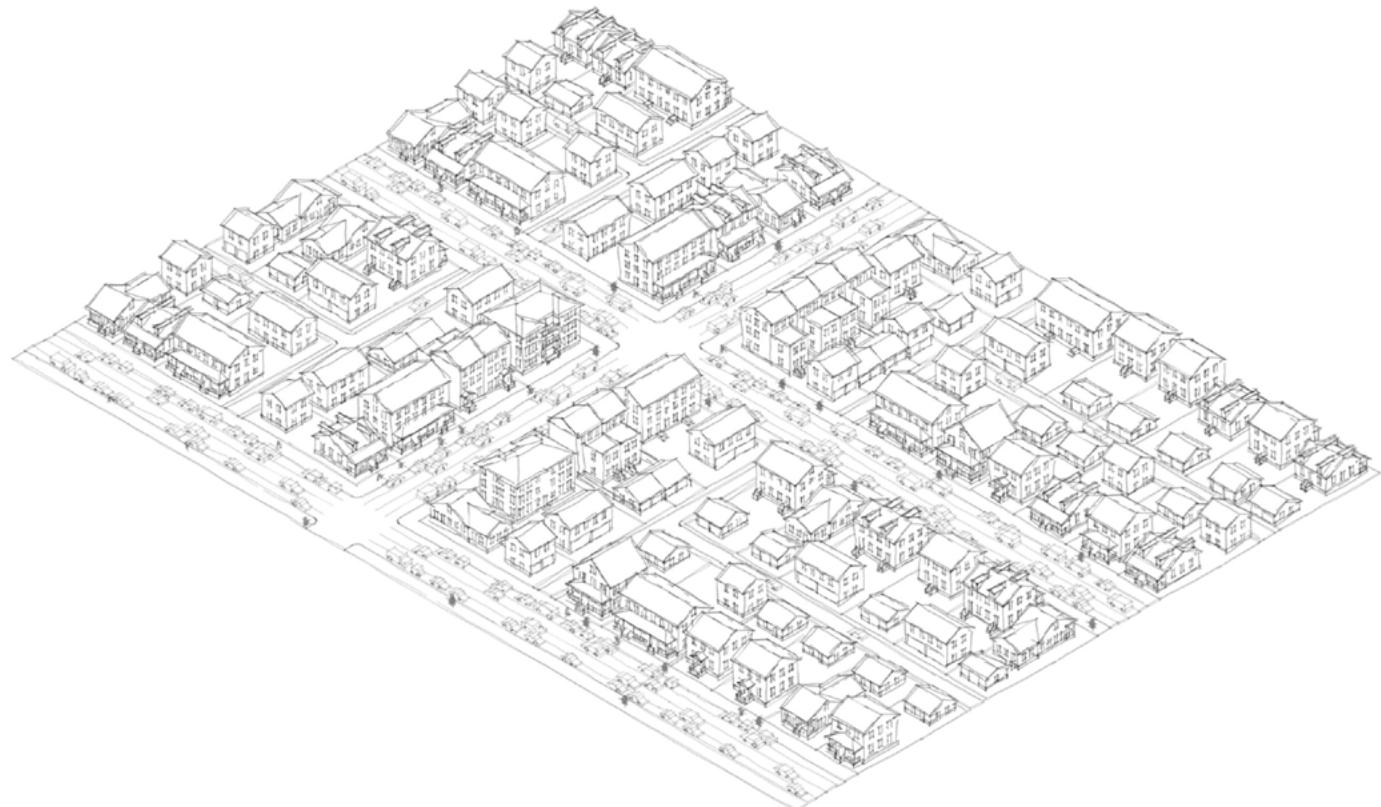


Anticipated building height: 3 stories

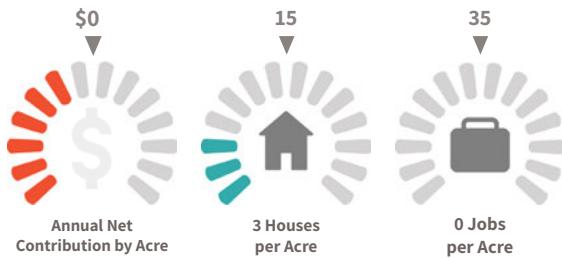
Walkable Neighborhoods combine compatibly-scaled single family homes, townhomes, and apartment buildings in a neighborhood setting.

They provide a high degree of housing diversity, allowing for more people of different circumstances to share the same neighborhood. They also support some small neighborhood shops and are often near Neighborhood Centers and parks, making it easy to walk and bike for frequent trips.

Financially, mixed neighborhoods don't fully cover their costs, but by providing housing in a compact footprint, they reduce the amount of land needed for growth.



TRADITIONAL NEIGHBORHOOD

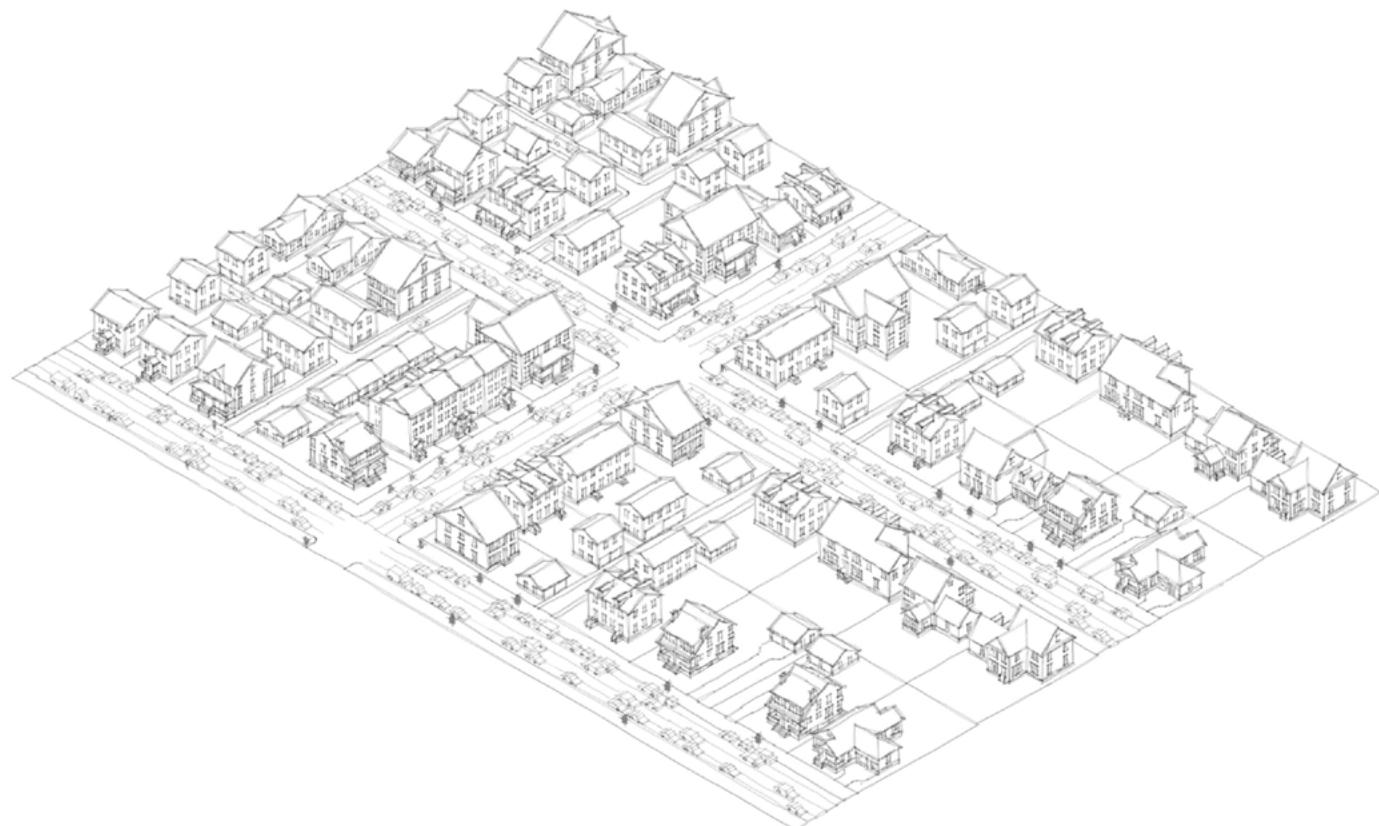


Anticipated building height: 2.5-3 stories

Traditional Neighborhoods serve as a bridge between denser, more mixed-use Walkable Neighborhoods and more dispersed and automobile-oriented Suburban Neighborhoods. As such, they merge features of both.

Characterized by gridded, walkable blocks of single family homes, townhomes, and small-scaled apartment buildings, they provide diverse housing opportunities while easing the way towards areas of single family homes only.

Lots are formally structured but grow incrementally larger as you move outward, maintaining the viability of walking and biking for many trips while contributing to a more relaxed residential character.



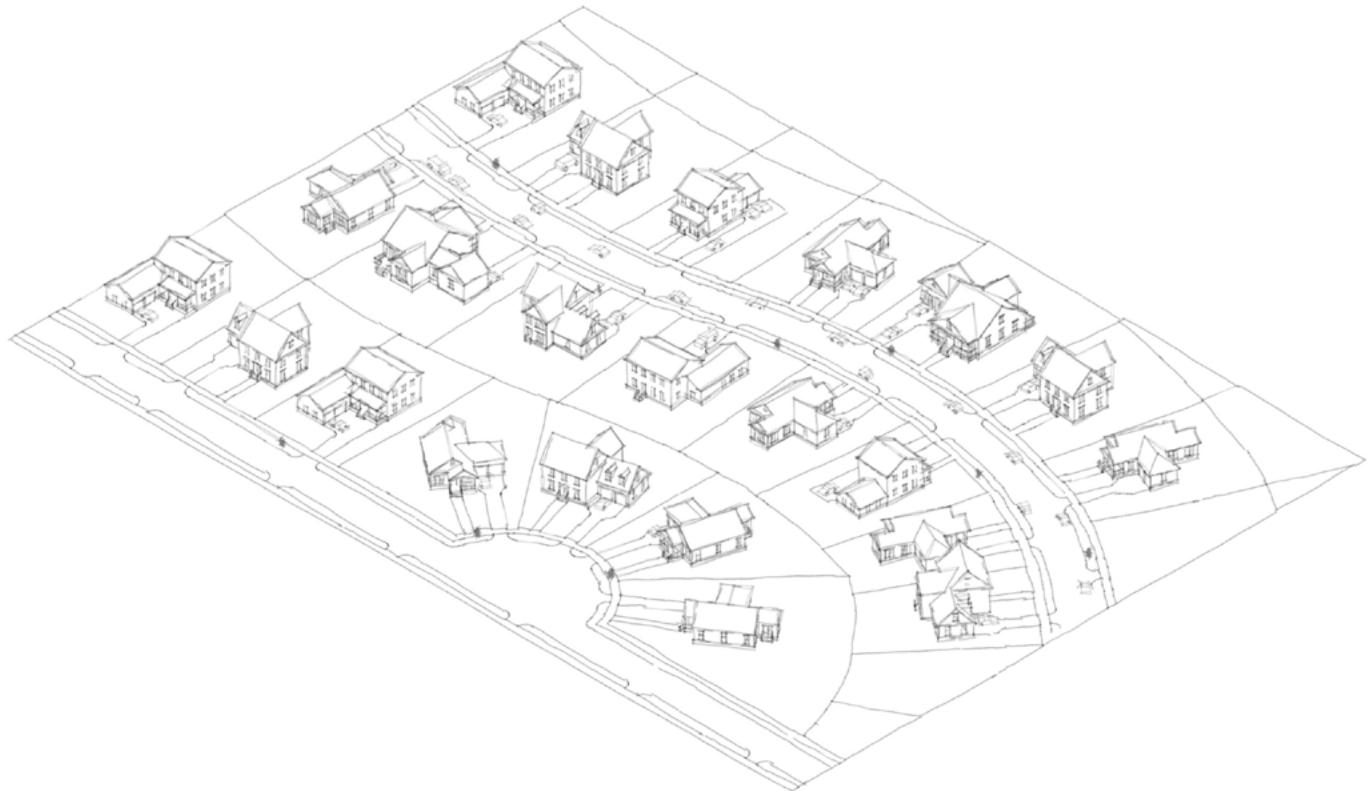
SUBURBAN NEIGHBORHOOD



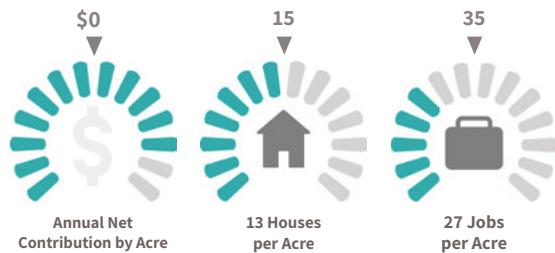
Anticipated building height: 2.5-3 stories

Suburban Neighborhoods, often referred to as subdivisions, consist mainly of single family homes on comparatively larger lots, some including accessory dwellings within the main house volume or in a detached building. They are generally quiet areas more removed from most commercial amenities. Family-oriented, often with large concentrations of children, suburban neighborhoods are often preferred by growing families. Because houses are on larger properties, buildings are more spread out and car trips are required for most needs.

Suburban Neighborhoods don't cover their own costs, but they provide housing needed for a large segment of the community, including families raising the next generation of Bentonville residents.

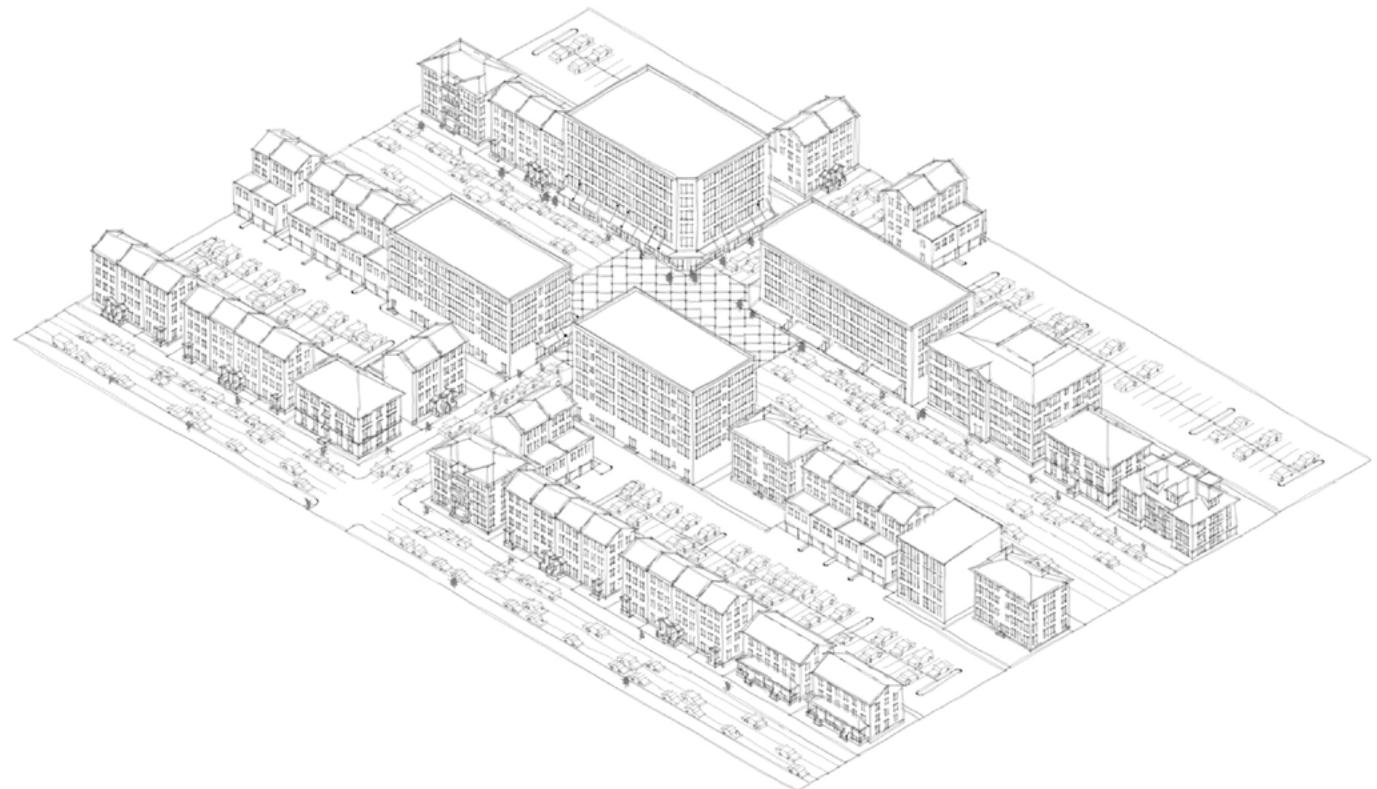


URBAN CORRIDOR

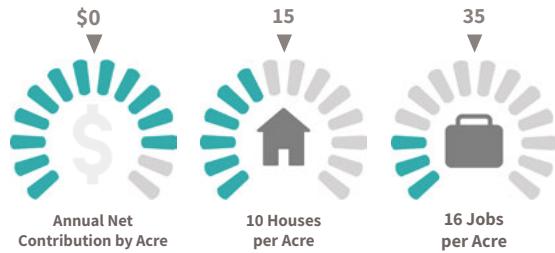


Anticipated building height: 3-6 stories

Urban Corridors are primary thoroughfares fronted by larger multi-family and office buildings interspersed with neighborhood-serving commercial uses. They feature development on unbuilt properties as well as new uses added to properties only partially built out. Comparable to but more intense than Walkable Corridors, they allow for large numbers of people to safely walk or bike to jobs and daily needs. Urban Corridors are strong tax contributors, outperforming all other place types except Regional and City Centers.



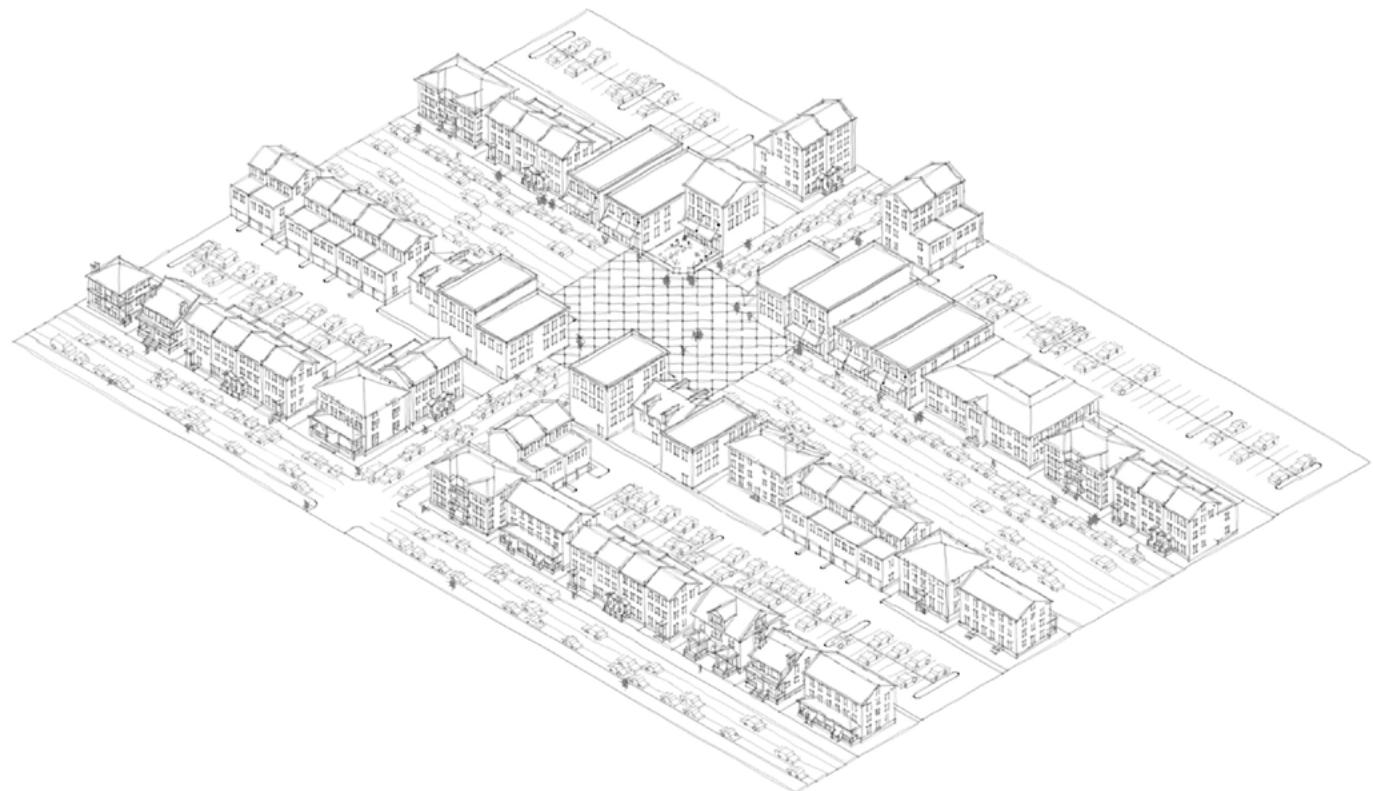
WALKABLE CORRIDOR



Anticipated building height: 3-5 stories

Walkable Corridor refers to areas that once were large arterial roadways lined by strip-commercial uses but maintain the potential to become a sort of Neighborhood Center in linear form; a more human-scaled, connected destination where adjacent neighbors can safely walk or bike to retail and services. They consist of mixed-use developments, apartments, and townhomes on unbuilt properties and new uses added to properties only partially built upon. Together they support more businesses and residents in close proximity.

Financially, Walkable Corridors perform better than Suburban Corridors as an alternative land use along arterial roadways.

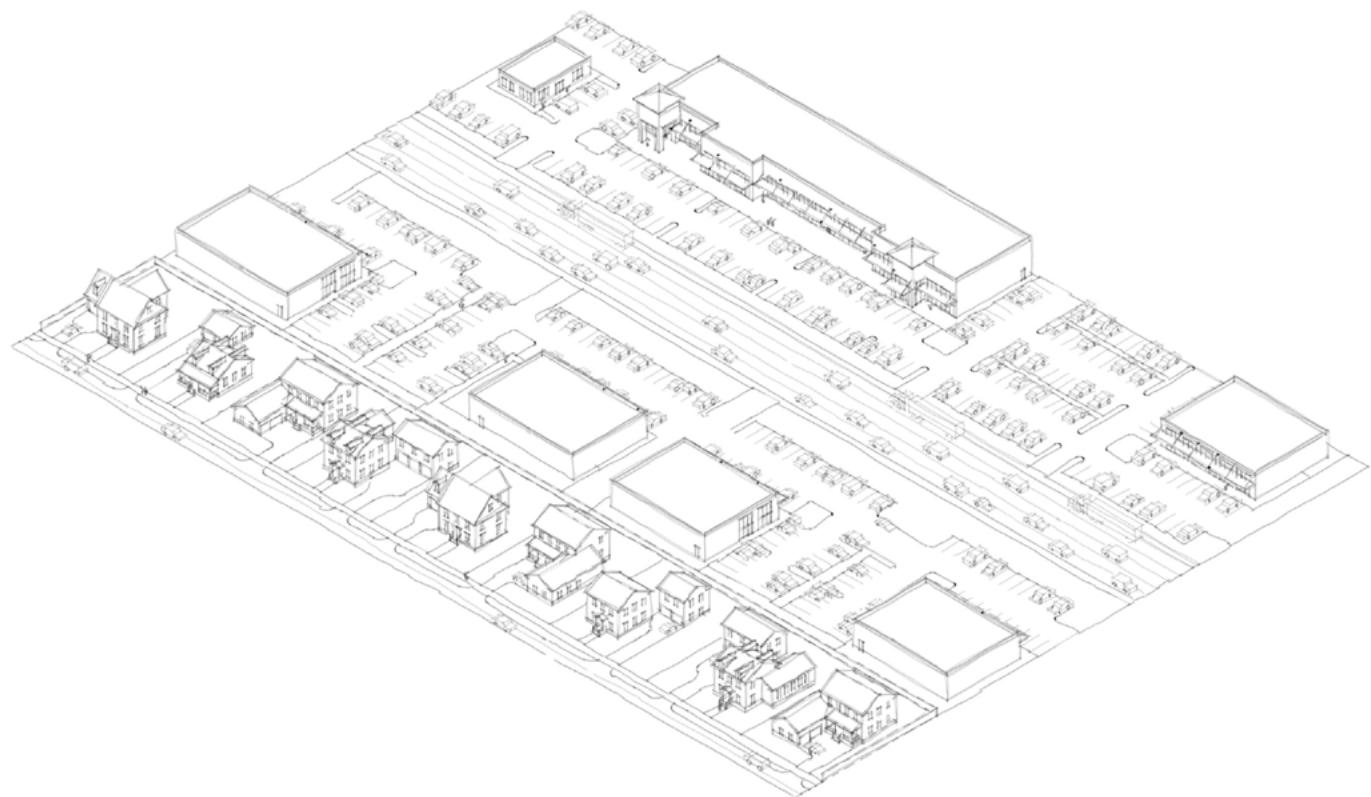


SUBURBAN CORRIDOR



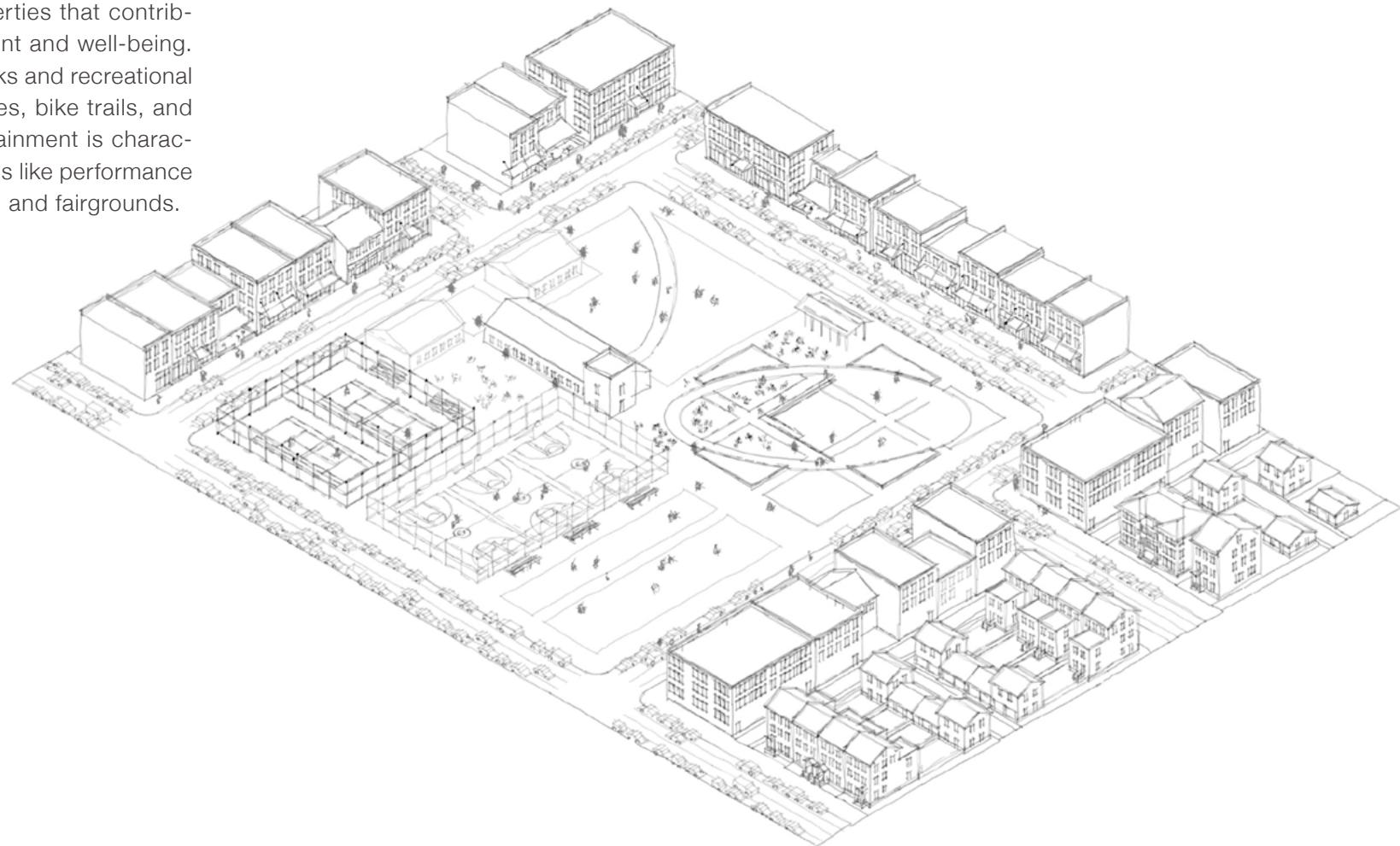
Anticipated building height: 2-4 stories

Suburban Corridors are areas comprised of large format retail environments like big box stores, shopping malls, car sales, and large industrial facilities, as well as residential developments serving regional commuters. Because these areas cater to those traveling primarily by car, they feature large parking areas and related drainage which limits their financial performance. Nonetheless, largely through sales tax revenue, Suburban Corridors generate more than their associated costs.

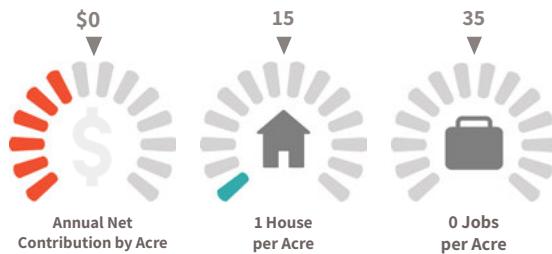


RECREATION

Recreation is defined by two categories: Parks and Public Space and Outdoor Entertainment. Parks and Public Space refers to both public and privately owned properties that contribute to community enjoyment and well-being. This includes the city's parks and recreational amenities, gathering spaces, bike trails, and museums. Outdoor Entertainment is characterized by larger format uses like performance venues, amusement parks, and fairgrounds.

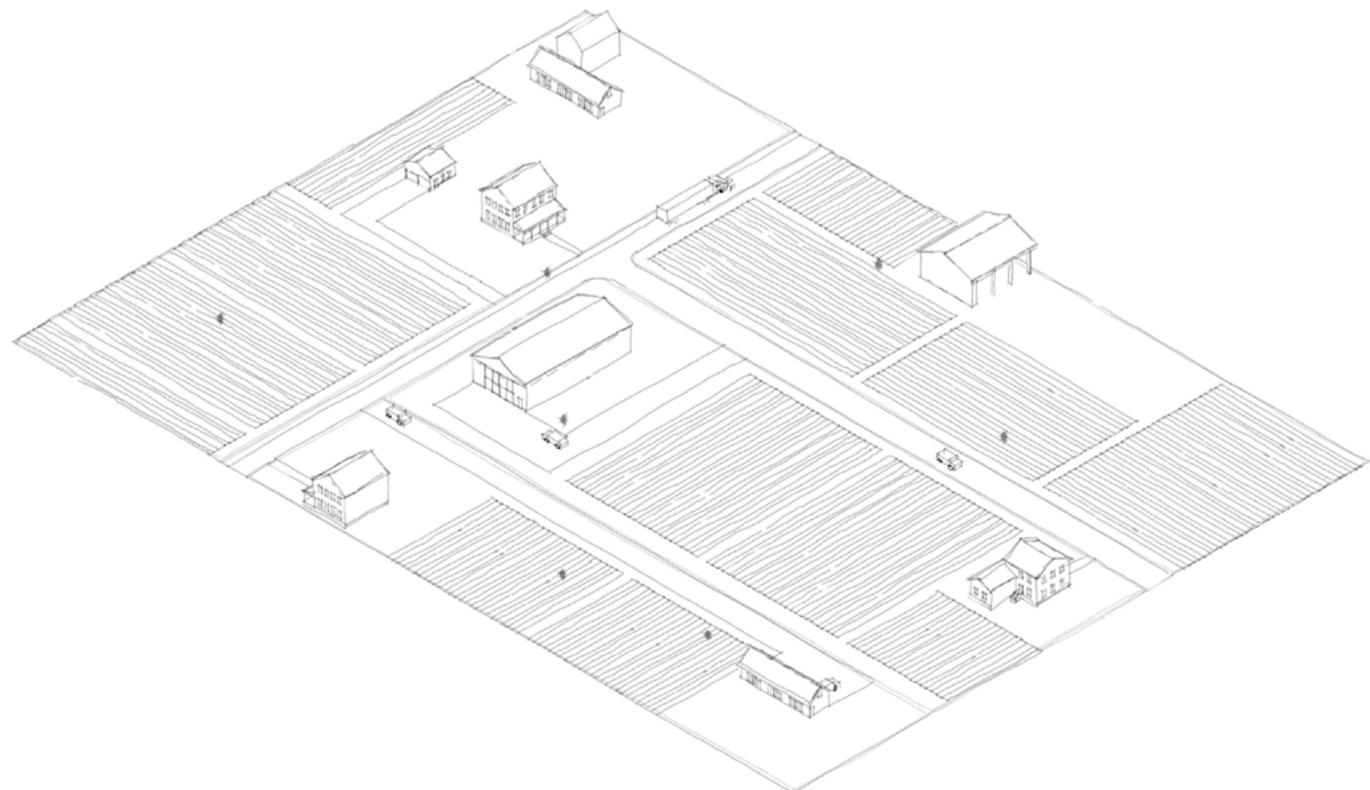


RURAL AND ESTATES

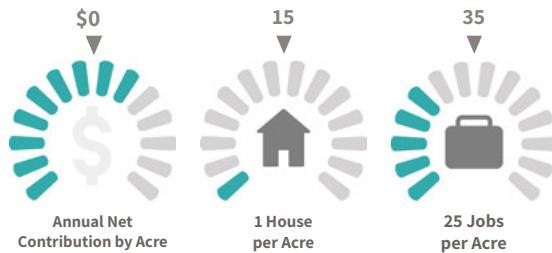


Anticipated building height: 2.5 stories; and taller structures for agricultural operations

Rural and Estates areas, with their low population densities and wide open spaces, put the country in “town and country.” Characterized by agricultural uses, natural landscapes, and dispersed residential on large lots, they offer a tranquil sense of retreat from more vibrant place types but also require driving for most needs. Economically, these areas come very close to covering their own costs, largely due to their limited infrastructure and public amenities.



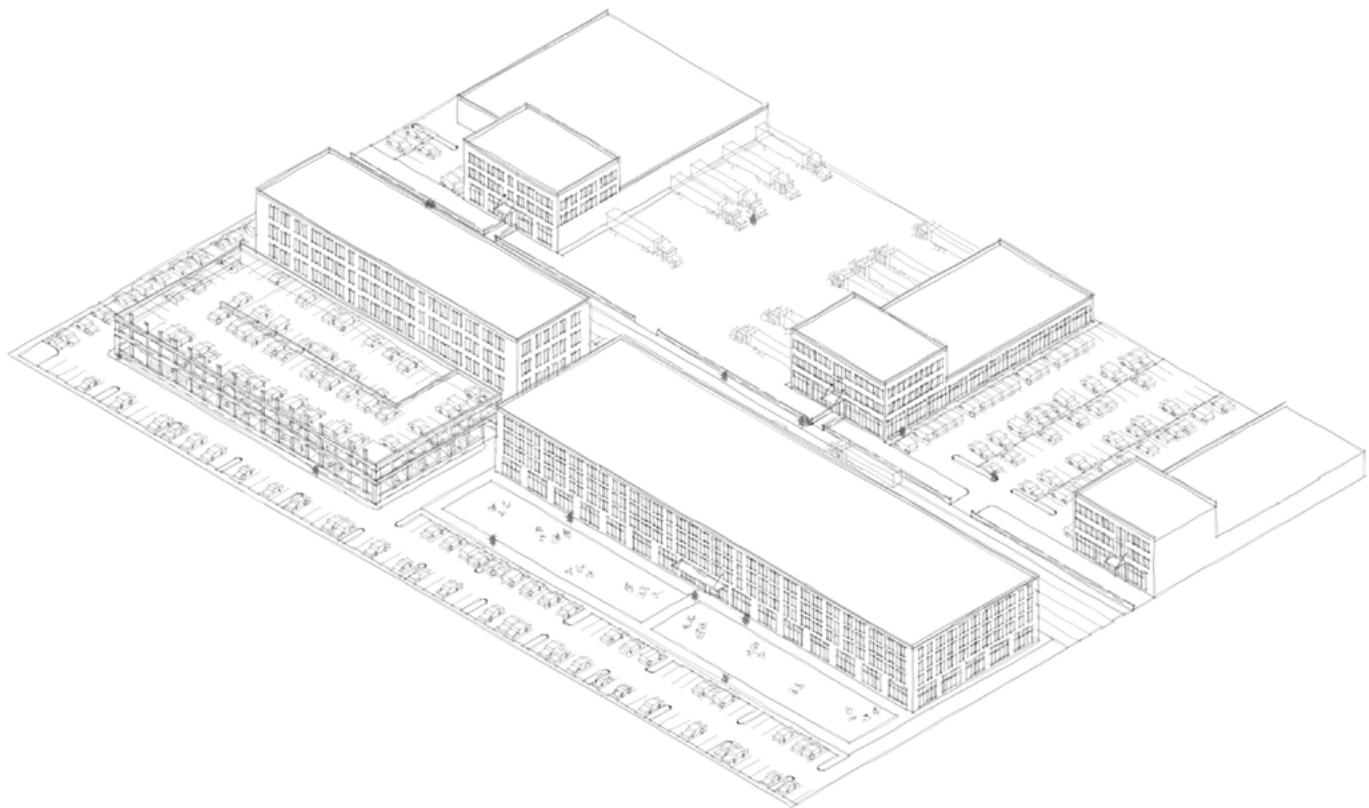
INDUSTRY AND TECHNOLOGY



Anticipated building height: up to 5 stories or 60 feet

Industrial and Technology refers to areas that, in earlier times, were characterized as light industrial. Today these areas feature all aspects of the maker economy — technology startups, light manufacturing, warehousing and distribution, art galleries, artisans, craftspeople, and other made-by-hand enterprises. Such areas play an important role in accommodating and concentrating non-corporate employment, providing space for start-up businesses and businesses that support the larger local and regional economy. Because of the format of buildings and general lack of housing, they don't cover their costs.

However Industrial and Technology place types play an important role in the employment ecosystem which indirectly contributes to sales and property taxes.



CIVIC AND INSTITUTIONAL



Civic and Institutional areas are typically designed with a campus-like layout, which distinguishes them from other Place Types structured around a traditional street and block system. These areas may vary widely, encompassing uses such as hospital campuses, research institutions, and cultural centers, each with unique features that support their primary function, like housing and services for students or employees. Some Civic and Institutional areas may be dense, with few open spaces, while others, particularly cultural sites, may include substantial green spaces or natural areas. Civic and Institutional areas serve an essential role in the local economy, driving tourism,

fostering new businesses, attracting research initiatives, and providing educational opportunities. The campus format means that building design, green space, and circulation within each area are highly specialized to its purpose, resulting in unique layouts. Although many Civic and Institutional campuses are nonprofit and don't directly cover municipal costs, they support the employment landscape and stimulate the local economy, indirectly contributing to property and sales tax revenue.

