

Downtown by Design

Downtown Bentonville Master Plan



City of Bentonville
&
Main Street Bentonville

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1 Purpose and Study Area

Downtown Bentonville Timeline

1836

Bentonville chosen as County Seat.

1862

Downtown is largely destroyed by fire related to Civil War action.

1883

Bentonville Branch Railroad opens linking to Frisco's main line in Rogers.

1888

First Benton County Fair held in Bentonville.

1893

Henry Star gang robs the People's Bank of Bentonville.

1901

Bentonville celebrates orchard business with first Fruit Fair.

1906

U.S. Weather Bureau office opens in Bentonville.

1931

U.S. Highway 71 built between Bentonville and Rogers.

1950

Sam Walton opens Walton's Five and Dime on Bentonville Square.

The City of Bentonville is undergoing a significant transition. Bentonville is no longer a small Arkansas town. A growth spurt began in the late 1990's when the population increased by 31% between 1995 and 2000. The trend continued between 2000 and 2003, with a population increase of 27% in just three years. The projection for the city by the year 2025 is 62,000.

The combination of rapid growth and the home of one of the largest employers in the world, Wal-Mart, puts Bentonville in a position to make a name and place for itself.

Downtown Bentonville was the location of the original town in 1836 and the heart of the community. It was a place where people shopped, worked, lived and congregated. It was the "place to be" on Saturday afternoons.

Over the years the role of downtown changed. The movie theater closed, restaurants located where they had more land for parking, and new subdivisions were built on the outskirts of town. The city was losing its center of community.

Purpose

The city and other civic organizations have attempted several efforts to guide downtown development. In 1996, the University of Arkansas Community Design Center prepared a Downtown Study that presented a plan for renovation of the downtown square. In 2000, the City adopted its General Plan which included several recommendations regarding downtown Bentonville. In summer 2004, a National Main Street Team visited Bentonville Main Street to analyze the organization and develop recommendations for the square. These documents offer excellent recommendations and concepts, however, they are fragmented.

The purpose of the Downtown Master Plan is to gather all of the concepts, ideas and recommendations, add additional data, analysis, research, and public involvement to create a formalized plan with strategies for implementation that is adopted by City Council and Main Street Bentonville. The Downtown Master Plan is the primary tool that identifies a common vision and the methods and techniques to bring that vision to reality.

Process

To develop a plan that has buy-in and ownership of the community, the City and Main Street Bentonville sponsored a Downtown Master Plan Kick-Off meeting at the First Baptist Church in October 2003. Approximately 50 residents, business owners and city officials participated in the event. At that time, attendees signed up to serve on the following committees:

- Economic Development
- Image & Identity
- Architecture & Streetscape
- Infrastructure
- Future Development
- Transportation & Circulation

**Kick-off Meeting
October 2003**

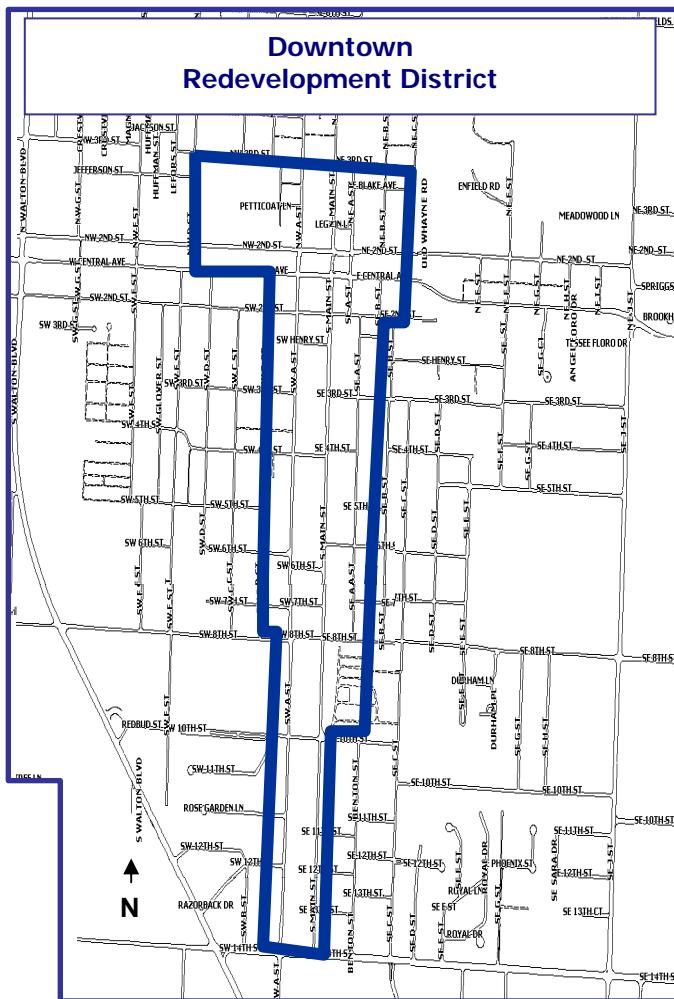


By the end of the year, more than 100 people were signed up for a committee. Between October 2003 and January 2004, each committee met two or three times. In February 2004, the committees came together to participate in a day-long workshop to gain consensus on the vision for the future of downtown Bentonville. Once the vision was identified and put to words (see Appendix A and Chapter 4 for more information), the committees met several more times to develop the plan and identify implementation strategies to achieve the vision.

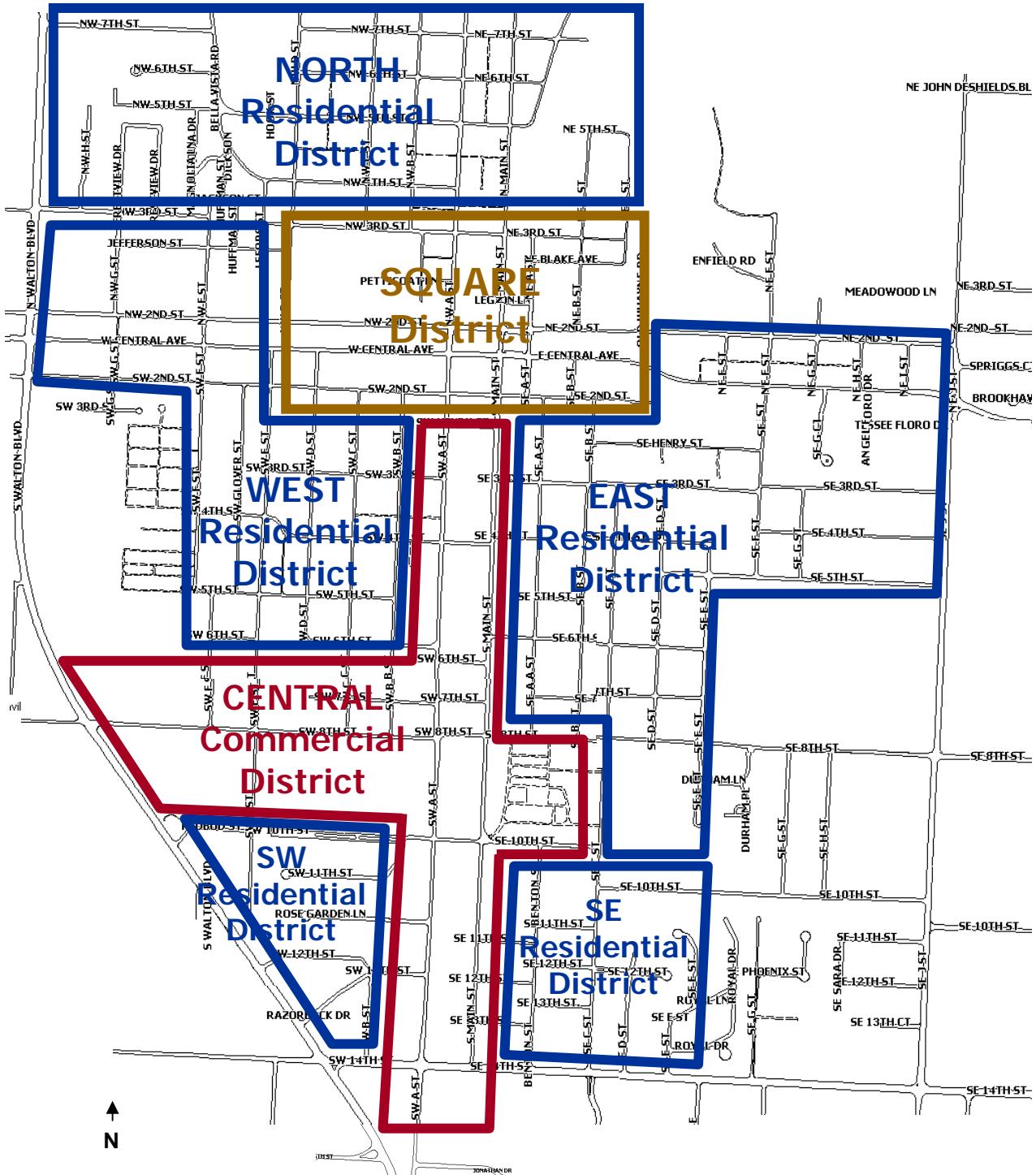
Study Area Description

The City initially identified the Downtown Redevelopment District in 2000. Impact fees were being implemented and city leaders wanted to exempt certain areas that were ripe for redevelopment and where infrastructure is adequate. During this process, the boundaries of the Redevelopment District were established. This boundary is described generally as NE 3rd St to the north, SW 14th St to the south, SW B St to the west and SE A St to the east.

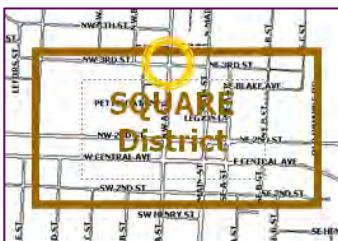
As the committees began preparing the Downtown by Design Master Plan, it became apparent that the boundary of the Downtown Redevelopment District did not encompass all that the committees wanted to accomplish. They created a larger study area to include the Wal-Mart home office and surrounding residential areas. The study area boundary is described generally as NW 7th St. to the north and SW 14th St. to the south, SE J St. to the east and S Walton Blvd. to the west.



Study Area Boundaries



Special Districts



Historic home in north residential district

The committees classified certain areas based on similar uses or characteristics and identified two commercial areas – the town square and the central commercial district, and surrounding residential areas.

Square District

The Square District includes the areas immediately surrounding Town Square Park, from NE 3rd St. to the north and SW 2nd St. to the south, SW E St. to the west and NE C St. to the east.

The district is characterized by governmental facilities, such as city hall and Benton County administrative offices. Other offices, such as law offices and vendor space are located among interspersed retail and service shops.

Central Commercial District

The Central Commercial District includes two main corridors: SW A St. and SW Main Street from SW 2nd St. to SW 14th St. and SW 8th St. from SE C St. to S. Walton Blvd. It also includes the Benton County Fairgrounds.

This district is characterized by a mixture of retail and offices to include the office anchors of Wal-Mart General Office, Sam's General Office and Bentonville Plaza. Restaurant uses along with a couple industrial warehouse facilities are located in this district.

Residential Districts

Residential areas adjacent to downtown have been identified and included in the study area due to the importance of linking residential areas with the commercial areas. There are five residential districts surrounding the Square District and the Central Commercial District.

The *Southwest Residential District* consists of a mixture of multifamily residential and small single family homes. There are some multifamily developments on the west side of SW A St. and a townhouse development on Rose Garden Lane. Most single family homes represent the architecture of the 1960's and 1970's.

The *Southeast Residential Area* is single family in nature with areas of duplex and higher density development. There are four-plices on the northwest corner of SE C St. and SE 14th St. The Meadowglade Subdivision includes a three-plex development with a total of 20 units. There is another 20 unit development on the southwest corner of SE 10th and SE C St. Single family architecture is consistent with mid-20th century residential development.

The *West Residential District* is predominantly single-family with spots of duplexes. There is one four-plex development on the northwest corner of SW C St. and SE 7th St. near the Sam's home office. This district contains the historic homes along Central Avenue. Many homes in this area are older and characteristics of the early 20th Century.

The *East Residential District* also is predominantly single-family, with two areas of commercial/industrial development surrounded by higher density residential. One area is between S. Main St. and SE B St. between SE 4th St. and SE 6th St. The second is between SE 3rd St. and SE 8th St. between SE D St. to SE G St. The architecture in this area is a mixture of early to mid-20th century architecture.

The *North Residential District* is predominantly single family with early to mid-20th century architecture.

Gateways

Gateways

- 1) NW 3rd St. and NW A St.
- 2) W. Central Ave. and S. Walton Blvd.
- 3) SW 8th St. and S. Walton Blvd.
- 4) SW A St./SW Main St. and SW 14th St.
- 5) SE 8th St. and SE C St.
- 6) E. Central Ave. and NE J St.

Gateways are those intersections that serve as a primary entrance into the downtown area. The committee has identified six gateways (see inset at left).

The goal is for visitors to feel a sense of “arrival” in downtown when they enter these locations. That may be sensed by signage, landscaping, a change in street width, or the character of the area.



The Downtown Master Plan will prepare a roadmap to implement the common vision for central Bentonville:

“Downtown Bentonville is the community center of choice to experience a vibrant culture through living, working, shopping, dining and civic events.”

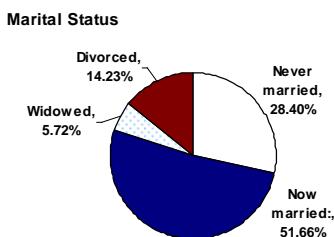
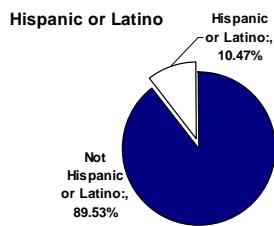
The plan includes three primary elements: (1) an analysis of existing conditions and areas for improvement or enhancement (Chapters 2 and 3); (2) describing the common vision (Chapter 4); and (3) detailing the plan and the implementation of the plan (Chapters 5 and 6). The first element includes a study of the conditions within the study area to include demographics, land use, transportation, and promotions. The second element pulls together the results of several surveys, studies and workshop to create a common vision for downtown Bentonville. The third describes the future for downtown Bentonville and the methods and techniques that will be used to achieve the vision.

2 Downtown Profile

The profile describes downtown's current characteristics. This chapter provides a summary of the most recent data and conditions for demographics, land use, promotions and activities, and circulation and transportation. Analyzing the existing conditions provides a picture of where we are right now. The information is then used to identify areas of improvement. Also, it serves as a baseline for measuring the success of plan implementation.

Downtown Demographics

Census data is provided at the Block Group Level to study the demographic characteristics of downtown. There are three block groups in three different census tracts. The combination of the three block groups consists of a larger area than just the existing redevelopment district, but provides insight to the general area of downtown. The data available at the block group level is derived from the 2000 census. Bentonville has experienced a 30% increase in the population between 2000 and 2004. Therefore, the numbers presented below are lower than actual numbers. However, these should provide an idea of the general characteristics of the downtown population and housing. Detailed demographic tables are provided in Appendix B.



Population

- Approximately 4,500 residents live in the downtown area. This is 23% of the total population of Bentonville.

Race

- The area predominantly is Caucasian (88%).
- The significant minority populations are American Indians (3.3%) and Asians (2.34%).
- This data is fairly representative with the rest of Bentonville.
- Approximately 10.5% of the downtown population is Hispanic or Latino. This is higher than the rest of Bentonville, where 6% of the population is Hispanic or Latino.

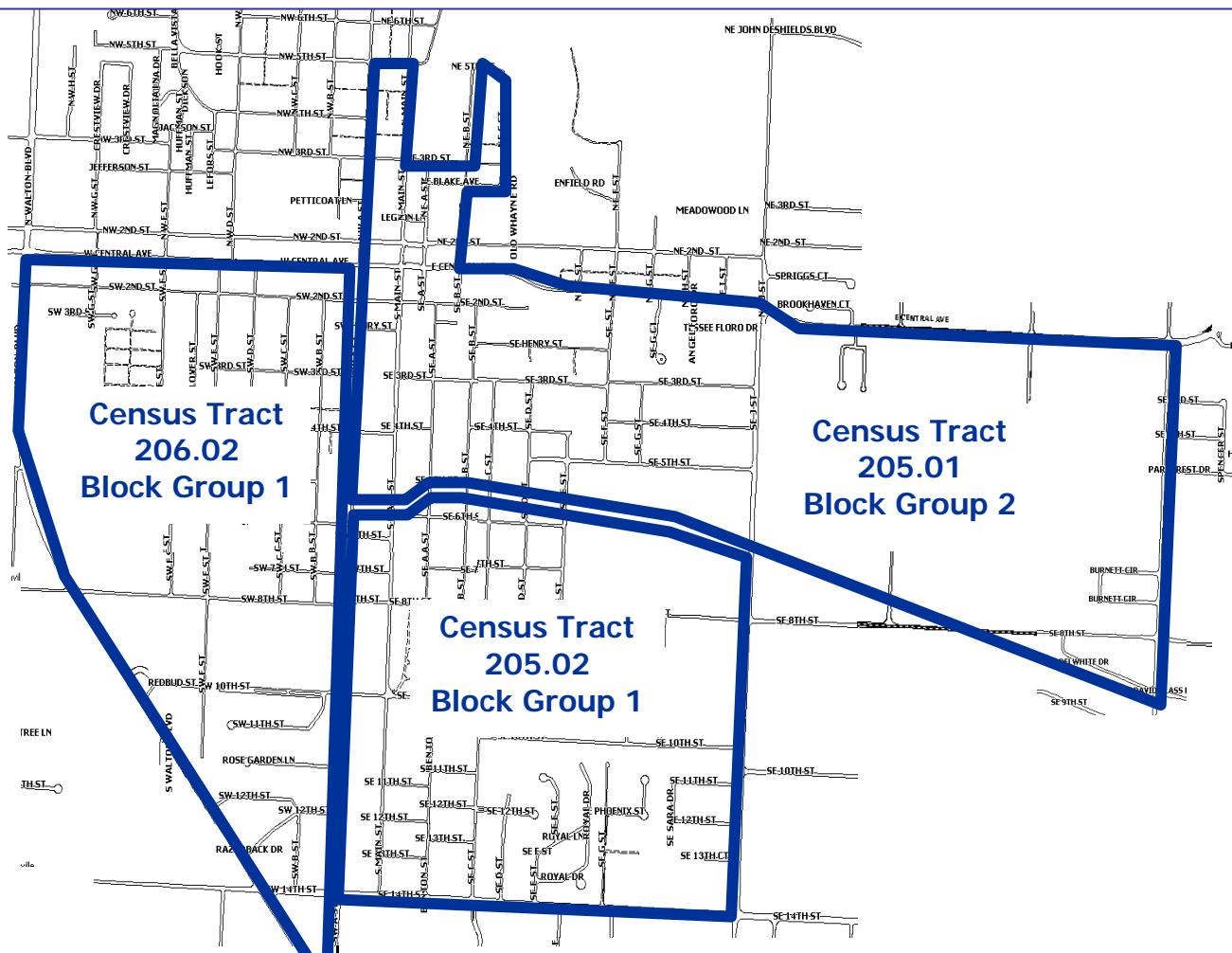
Gender

- There are slightly more females than males, which is consistent with the whole of Bentonville.

Age

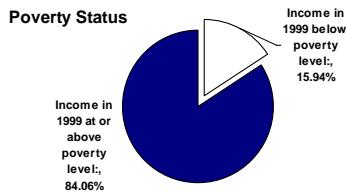
- The age group with the largest percentage of the downtown population is the 35 to 39 age group, with 10.45% and the next largest percentage is ages 25 to 29, with 10.09%. The third highest is the ages between 15 and 19 with almost 9% of the downtown population. These percentages are slightly higher than compared with the same age groups in the city as a whole.
- There is a higher percentage of persons in the 65 to 79 age group than compared with the rest of the city as a whole.

Downtown Census Tract Block Groups



Marital Status

- Just slightly more than half of the downtown population over age 15 is married, which is lower than compared with Bentonville.
- Approximately 28% have never been married, which is higher than compared with Bentonville.
- 14% are divorced and approximately 6% are widowed. Both of which are higher than compared with Bentonville.

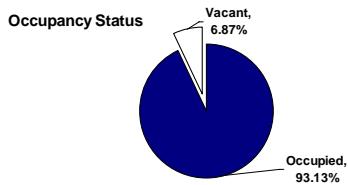


Children

- There are over 600 children between the ages of 0-11 in the downtown area. Approximately one-third of those are in single parent households.
- There are approximately 350 children between the ages of 12 and 17 in the downtown area. Almost half of those children are in single parent households.

Income

- Median household income in 1999 was \$30,956, which is significantly less than the whole of Bentonville which was \$39,936.
- As a percentage, there are more people on public assistance (6.56%) in the downtown as compared with the whole of Bentonville (2.81%).
- As a percentage, there are less people with retirement income (6.39%) in the downtown as compared with the whole of Bentonville (8.32%).
- As a percentage, there are more people with an income in 1999 below the poverty level (apx. 16%) as compared with the whole of Bentonville (10.5%).

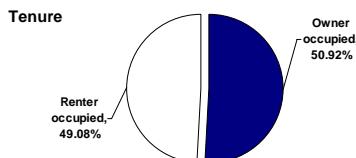


Education

- The downtown population without a high school degree or equivalency (apx. 31%) is significantly higher than the whole of Bentonville (16.5%).
- The percentages of high school degrees and associate degrees are comparable with the whole of Bentonville.
- There is a significant difference when it comes to a Bachelor's degree. The downtown area has 9 ½% with a bachelor's degree and the whole of Bentonville is 19.8% with a bachelor's degree.

Employment

- 71% of the population over age 16 is in the labor force in the downtown area, which is comparable with the whole of Bentonville.
- A higher percentage of people in the downtown area walk to work than the whole of Bentonville.
- A higher percent of people in the downtown area work at home than the whole of Bentonville.



Housing

- A total of 1,186 housing units are in the downtown area.
- Approximately 93% of the structures are occupied and almost 7% are vacant.
- Approximately 20% of all structures are three or four unit structures.
- Most homes are valued in the \$50,000 to \$99,999 range with 63.63%. Bentonville as a whole has 4.17% of the housing stock valued in the same range.
- No structures are valued over \$200,000.
- The most common rent is in the \$500 to \$599 range.
- Approximately 15% of the structures were built prior to 1960, 20% were built in the 1970's, and more than 40% have been built since 1990.

- Approximately half of the structures are owner-occupied and half are renter-occupied.

Language

- Approximately 40 households are linguistically isolated, meaning that no one in the households speaks English. Thirty of those are in Asian language households and 10 are in Spanish speaking households.

Conclusions

The demographic conditions of downtown are unique and are not necessarily representative of the City as a whole. These differences present opportunities for the continued revitalization of downtown.

First, a significant portion of the city's population, approximately ¼, lives in the downtown area, presenting an existing market for retail, restaurants, and service type businesses. The downtown population is predominantly younger, who tend to have more sophisticated tastes, but tend to bargain shop because they still have relatively low-incomes (*Source: Destination Downtown Overland Park – Economic Profile/Market Niche Report*).

Second, the significant number of renter-occupied households and the lower home values provide a moderate-income housing stock that is not prevalent elsewhere in the city. Again, because the younger population has less income, they tend to rent. There may be a need for housing rehabilitation and a closer look into code enforcement in order to help maintain moderate level property values and encourage moderate income households to reside here.

Third, 32 percent of children downtown live in single-parent households. Almost 78 percent of women with children under the age of 18 are working and 66% of those with children under the age of six are working. Because of time limitations, single-parents and working moms are often looking for convenience – especially when it comes to grocery shopping and dining options (*Source: Destination Downtown Overland Park – Economic Profile/Market Niche Report*).

Fourth, there are approximately 950 children under the age of 18 living downtown. The generation between the ages of 5 and 22 is estimated to influence as much as 80 percent of the decisions for some food purchases. They are media savvy and computer literate (*Source: Destination Downtown Overland Park – Economic Profile/Market Niche Report*).

Commercial Inventory

Retail

- Florists
- Artwork and framing
- Gifts
- Office supplies
- Home décor
- Groceries
- Jewelry
- Hair salons
- Gas station
- Auto sales and rental
- Women's apparel
- Cleaners
- Videos
- Sewing supplies
- Bath shop

Restaurants

- The Station Café
- Big Guy's Sub's
- Mexican DeLite
- Pizza Pro

Museums

- Wal-Mart Five and Dime Museum

Offices

- Wal-Mart General Offices
- Sam's Office
- Bentonville Plaza
- Vendor offices
- Attorneys
- Financial institutions
- Government offices

Housing Inventory

- 1,186 housing units in the downtown area.
- Approximately 20% of all structures are three or four unit structures.
- Approximately half of the structures are owner occupied and half are renter occupied.
- There are approximately 14 structures with 10 or more units.

Downtown Land Use

In the Winter of 2004, city staff conducted a windshield survey to identify the existing land uses. Land uses are categorized into commercial, industrial, residential, public facilities, and parks and trails. The land use condition is current as of January 2004. An existing land use map is provided in Appendix C.

Commercial

Commercial land uses, including office, retail and services are concentrated in the Square District and Central Commercial District. Offices are the most predominant commercial use consisting of Wal-Mart offices, vendors and attorneys.

The single largest commercial use, in terms of size and employees, is the Wal-Mart General Office and Sam's Office, located on the northeast corner of Walton Blvd and SW 8th St. The next largest commercial use is the Bentonville Plaza; a nine-story building across from the Wal-Mart General Office. These three facilities alone bring in a significant number of people to the downtown area every day.

Restaurants and retail are interspersed among the commercial offices. Most retail type activity is occurring around the square. Area residents and office personnel benefit from the mixture of personal services including groceries, dry cleaning, gas and videos. Specialty retail, specifically home interiors and design, has a strong presence with at least four shops. There are five small restaurants that cater to the lunch crowd from nearby offices. Two more are anticipated to open around the square by early 2005.

The challenge with the current commercial land use mix is that the offices are on a nine-to-five schedule and most of the retail stores are not open past five p.m. Therefore, there is very limited activity after-hours.

Industrial

Although industrial have the potential to negatively impact surrounding properties, the few located downtown appear to be good neighbors to residents and businesses. There are no industrial uses in the Square District. There is a small industrial area in the East Residential District that houses the City's facilities for streets, electric, water and sewer on SW 3rd St.

The rest of the industrial uses are in the Central Commercial District. The school district has a warehouse facility at the corner of SW Main St and SW 10th St. Bentonville Plastics is located between SW A St and SW Main St., just north of SW 8th St. The Farmer's Exchange is also located along SW A St. There is a windows and siding warehouse located between SW A St. and SW Main St., north of SW 11th St. These industrial uses along the major thoroughfare of SW A Street present challenges to redevelopment. They are businesses that have been located in this area for a long time and have an industrial appearance.

Residential

Residential land use is critical to a successful downtown. It provides a portion of the market for retail and restaurant businesses. According to 2000 Census data, there is already a strong residential presence. Housing is mixed within the commercial areas as well as located on the outer edges of such districts.

Public Facilities Inventory

- County Courthouse
- City Hall
- City Technical Services Building
- City Street, Water and Electric Building
- Fire Station
- First Baptist Church
- First Methodist Church
- Old High Middle School
- Library
- Benton County Fairgrounds

Park Inventory

- Square Park (1.0 acre) - mini park
- Dave Peel Park (2.0 acres)- mini park with play equipment, picnic pavilion, and restrooms
- Train Station Park (1.0 acre) – mini park with gazebo
- "F" Street Park (3.0 acres) – mini park with picnic tables
- Town Branch Park – (.78 acres) mini park with trail and gazebo

Trail Inventory

- Town Branch Trail
- Heritage Trail

Promotions Inventory:

- Full page ad in paper once a month
- Television and newspaper advertising for Winter Wonderland
- Billboard near Presidential Library in Little Rock.
- Parking map

Residential land uses consists of a mixture of single-family, duplex, and limited multi-family. There is one building that offers second story loft apartments above commercial offices – NW corner of SE 8th St. and SW A St.

Public Facilities

Public land uses are concentrated in the downtown study area. These are anchor facilities that produce spin-off businesses and services. These facilities include city and county government buildings, the public library, schools and churches. The County Administration and County Courthouse are both located in the square district. The City Administration Building, Technical Services Building, Fire Station No. 1 and the Municipal Facilities Buildings are also located in this district. The city is making public investments with a new parking lot across from the Municipal Facilities Building and beginning construction of the Electric Building and new Technical Services Building. The Bentonville Public Library will begin construction in 2006 at the old post office location in the Central Commercial District.

Parks and Trails

There are five parks totaling 7.78 acres within the downtown area: Square Park, Dave Peel Park, Train Station Park, "F" Street Park, and Town Branch Park. All of the parks downtown are mini parks with limited facilities, but Dave Peel Park includes restrooms and playground equipment.

There is one existing trail and several planned trails for downtown. Town Branch Trail begins at Dave Peel Park and travels eastward along the south side of Central Ave, turning south at Town Branch Park. This trail goes through the industrial area along SE 5th Street and will eventually be connected to Northwest Arkansas Community College.

The Trailblazers and the City are working to develop plans to link the downtown square to the Bentonville/Bella Vista Trail. This trail will link central Bentonville with Bella Vista to the north of the city. The Heritage Trail, recognized by the Northwest Arkansas Regional Planning Commission and shown on the Master Street Plan, identifies a historic trail along Central Avenue from Walton Blvd to the Square. A partnership between the Trailblazers, Main Street Bentonville and the City is working toward a downtown trail that will provide a pedestrian and bicycle connection between the Wal-Mart General Office and the Square District.

Promotions and Activities

Promotions and activities have increased over the last five years with assistance from Main Street Bentonville and the Bentonville A & P Commission. The quality of the farmer's market has improved with structure and leadership. Holiday events have been greatly expanded with a growing parade and for the first time in 2003 a free ice skating rink in the Harp's parking lot brought hundreds of people to central Bentonville. Also new in 2003 was the Art Walk, which will become an annual event. Here are some of the special events that take place downtown:

- Farmers Market (May – Oct.)
- Pickin' on the Square (May – Oct.)
- Winter Wonderland events (Dec.)
- Fourth of July Events (July)
- Pops in the Park
- Halloween Boo Bash
- Art Walk
- Open houses with downtown merchants

Transportation and Circulation

Transportation Corridors

There are three major transportation corridors that traverse through the downtown.

- **Central Ave.** runs east-west from I-540 through the square to Walton Boulevard. It is a two-lane road with a mixture of curb and gutter and ditches. It is classified as a major arterial on the Master Street Plan.
- **A St.** runs north-south from N. Walton Blvd. to SE 14th St. It is a two-lane road with a mixture of curb and gutter and ditches. It is classified as a minor arterial on the Master Street Plan.
- **8th St.** runs east-west from I-Street to Moberly Ln. It is a two-lane road with no curb and gutter. It is classified as a minor arterial on the Master Street Plan.



Farmer's Market



Pickin' on the Square

Circulation around the Square

The current traffic pattern around the square is two-way traffic on Central Ave., one-way traffic on SE A St, two-way traffic on NW 2nd St, and one-way traffic on SE Main St. There is a traffic light at Central and A St. and a stop sign at Central and Main.

Pedestrian Facilities

The square has sidewalks, but sidewalks throughout the rest of the downtown area are often incomplete or in disrepair. City staff conducted a sidewalk inventory in October 2004 for two census block groups in the downtown area. A map is provided in Appendix D showing existing and non-existing sidewalks.

Parking Facilities

Within the downtown square area, parking consists of two-hour on street parallel parking, unlimited free parking lots and private parking lots. There are 422 parking spaces in nine free parking lots. There are eight private parking lots. See Appendix E for a map of existing parking lots.

3 Situational Assessment

Priority Issues

- Take advantage of the 10,000 people working at the Wal-Mart General Office and Sam's Office
- Lack of night life and restaurants
- Limited retail
- Need for noticeable gateways
- Lack of pedestrian oriented design
- Lack of core theme to build upon
- Inconsistency of appearance
- Lack of consistent landscaping
- Lack of loft apartments and urban-type housing
- Lack of planned variety of businesses
- Appearance of overhead utilities
- Lack of identified main thoroughfare – transportation entry point
- Bottlenecks during the rush hours – especially A & Central
- SW A Street – the condition and use of the properties
- Need activity to bring people downtown on a continuous basis
- Culture – families, small town atmosphere that needs to be retained

The first task of the six committees was to conduct a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis. This chapter discusses the results of the first two committee meetings. For the full results, see Appendix F.

Circulation and Linkages

Strengths

The strengths of the existing circulation patterns and linkages are good pedestrian orientation around the square and accessibility from other areas of the city. The buildings on the Square are built up to the sidewalk which enhance the pedestrian character. Several entries into downtown help reduce congestion. Also, the schools downtown are within walking distance of a large number of residential areas and walking to school is an option.

Weaknesses

Traffic, lack of pedestrian pathways, and lack of appropriate signage for entering downtown are the most identified weaknesses. The major thoroughfare through downtown, Central Avenue, is also a major east-west thoroughfare for the city with access to I-540. The rush hour presents some bottlenecks, especially at SW A Street and Central Avenue.

Outside of the square, there is a lack of adequate sidewalks. There is not a safe pedestrian path between the General Office and the square and no other mode of transportation available. The only way for those employees to go to the square would be to use their car. But, committee participants indicated that those working at the General Office are likely not willing to give up their parking spaces and will remain in the office over the lunch hour.

No signage or features are in place to let visitors know they have entered downtown. Directional signage to public facilities and parking is also deficient.

Opportunities

The employees at the General Office, Sam's Club and Bentonville Plaza present one of the biggest opportunities for circulation and linkages. There is a need to link this area to the rest of downtown. The two opportunities are with a transit system and pedestrian pathways. Transit may be accomplished with a trolley network, which is currently under review. Pedestrian pathways include both trails and wide sidewalks along the major thoroughfares.

A common signage theme could give greater impact to visitors entering downtown. The signage could be used not only to identify downtown, but to direct visitors to places within downtown, particularly parking.

Many businesses are either offices or stores that close at 5 p.m. Parking lots for those businesses are often empty in the evenings. Therefore, parking is available for after-hours activities. Also, the large parking areas for the three churches provide an opportunity for shared parking.

Threats

The perception of traffic and lack of parking could impede development activity and location of new businesses to downtown.

Image and Identity

Strengths

The redevelopment of the square has provided a central place for community gatherings. The fountain, the confederate soldier statue, the benches, and traditional street lights add to downtown's identity. The statue is a part of the heritage and culture and has been stated as being "a conversational piece". The square is the center for several community activities, such as the Farmer's Market, Pickin' on the Square, and the Art Walk.



Fountain and statue on Square

The Redbud trees and historic homes on Central Avenue impart history and nostalgia. Throughout the year, American flags are placed on the traditional style light posts. These features create an inviting path leading travelers to the Square.

Downtown is a destination. There are several amenities that bring people downtown, such as the Wal-Mart Museum, the new Compton Gardens, Dave Peel Park, churches, schools, the library, and county and city administration services.

Weaknesses

The current condition and land uses of south SW A Street were consistently mentioned as an image weakness. SW A Street is one of the major entrances into downtown, but property maintenance conditions and used car sales in the southern part of the corridor are unattractive. They do not present an image of an urban, pedestrian friendly business district.

Participants considered promotion activities to be weak. There is the absence of a logo, motto, and theme to provide for consistent promotion. Some have suggested delving more into radio and television advertising.

Opportunities

The many destination places allow for downtown Bentonville to be promoted through tourism. Also, several special events and activities already occur. Those could be expanded to be larger with additional promotion.

Participants also see an opportunity to expand further into arts and culture with the success of the Art Walk and the art and home design shops.

Scottsdale Center in Rogers is a dominant retail area in Northwest Arkansas. However, it does not have the quaint character and pedestrian friendliness of downtown Bentonville. This is an advantage to retailers and shoppers and can be promoted as such.

Threats

The participants continued to mention that the biggest threat to the identity and image of downtown is by not thinking long term, not clearly defining a vision and promoting that vision, and being hesitant to change.

Degeneration of surrounding residential areas, particularly as it pertains to property maintenance, also presents a threat to image. Efforts need to be taken to preserve older homes that offer moderate income housing. These same efforts are needed to help preserve the small town character and avoid the location of major redevelopment projects that are not consistent with the downtown character.



Streetscape enhancements



Appearance of car lots.

Economic Conditions

Strengths

One committee participant defined downtown as “the backyard of the largest company in the world.” The Wal-Mart General Office brings thousands of people downtown during the week. The Wal-Mart Visitors Center serves to bring people, (approximately 80,000 annually) especially tourists, downtown. Also, Wal-Mart Shareholder’s Week provides an economic surge in the spring.



Wal-Mart Museum located downtown

Another economic strength is the presence of public services and facilities. The county and city administration offices, especially the courthouse and Bentonville being the county seat serve to anchor the downtown as a place to conduct business. Also, quasi-public businesses, such as Main Street Bentonville, the Chamber of Commerce and the Bentonville Advertising and Promotion Commission have all selected a downtown location.

There are also several personal services that are beneficial to the downtown economy, such as the bank, grocery store, and dry cleaners. They serve area residents as well as the thousands of employees working downtown.

Recent development activity has sparked an interest in development and location downtown. Two new brick two and three story buildings at SW A Street and SW 8th Street offer office, retail and residential space. The Bentonville Plaza, just south of the Wal-Mart General Office, is the city's largest office building.

Weaknesses

Over and over again, committee participants mentioned the lack of after-hours and weekend businesses as a serious economic weakness. There are very few restaurants and shops open past five p.m. Also, the dry county status is perceived to be a deterrent to restaurants locating in Bentonville.

The mixture of businesses is considered to be unplanned. A strong niche market is not evident and the number of retail businesses is extremely low, with very little specialty shops. There is also a poor use of the first floors for office space, which can reduce the level of pedestrian activity.

Participants also identified the lack of incentives for businesses to located downtown and very little help for businesses that may be struggling or expanding.

Opportunities

To address the lack of incentives, the boundaries of the redevelopment district could be expanded and the Square Roots program could have stronger promotion. The redevelopment district expansion would allow for more commercial and residential developments to be exempt from impact fees.

The next biggest opportunity is to build upon the existing business mix and promote the tourism related industries. Promoting downtown success stories could help encourage more businesses to locate here.

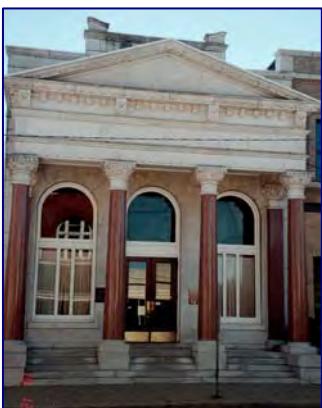
Threats

Losing an anchor facility and competitors on the major arterials are the leading threats. Every now and then, Benton County discusses relocating the administrative offices. Losing such a strong anchor could present hurdles for downtown development, especially for the spin-off businesses, such as attorneys, that come from those services. Participants also see the strip malls along Walton Boulevard and Scottsdale Plaza as a threat to the retail business activity.



Benton County Courthouse serves as a downtown anchor

Strengths:
Architectural features on Square



Weaknesses:
No curbs, and
overhead power lines



Architecture & Streetscape

Strengths

The square has the strongest streetscape features and the historic buildings provide the architectural character. The redevelopment of the square resulted in the installation of brick pavers for sidewalks, wall seats, a central focal point of the statue and fountain, and the use of the traditional style streetlights. The architecture downtown, especially around the square, has a historic character that is absent in the strip malls.

Weaknesses

The most significant weakness is the inconsistency of appearance, in regards to building design and placement, landscaping, and property maintenance. For example, along SW A Street, some buildings are located adjacent to the right-of-way while others have setbacks. The larger setbacks are adversary to pedestrian scale development. Also, because there are no design standards, anything goes. Creating a sense of place is a challenge without a coordinated design plan.

The visual appearance of the infrastructure, particularly the storm ditches and overhead power lines, does not benefit the streetscape along the major corridors of SW A Street and SW Main Street.

There is not a true central feature from which to build upon. For example, participants cited the Plaza in Kansas City being built around two features, architecture and fountains.

Pedestrian scale lighting is also inadequate to help promote a sense of safety and security during the evening hours.

Opportunities

Planning, regulations and financing could greatly enhance the streetscape. A common signage theme could enhance the streetscape. Adopted site design standards would help create more uniformity among new developments and compatibility with existing structures. Addressing such issues as height, structure placement and parking lot placement would assist in creating a more pedestrian friendly environment.

To encourage rehabilitation, historic preservation funds and Main Street Bentonville's façade renovation program should be further explored. Also, the city's recent award of Community Development Block Grant funds may offer funding for residential rehabilitation for home owners.

Threats

Discussion on threats to the architecture and streetscape revolved around height and renovations. First, buildings too tall could create a cavern effect, which is not highly desired. However, height is necessary in order to increase density. Participants feel it is important to determine appropriate heights.

Second, the cost of renovation can sometimes exceed costs for building new. If this is the case, we could see the removal of older buildings and construction of new. If there are no design standards, the new buildings may not be consistent or compatible with historical buildings or the desired character for downtown.



New City Technical Services Building



New Bentonville Public Library



Rehabilitation opportunity on Central Avenue.



Intersection of SW A Street and SW 8th Street. Background: New development with traditional style architecture. Foreground: Empty lot ripe for development.

Future Development

Strengths

The main financial incentive for development activities is those areas within the redevelopment district that are exempt from impact fees. When looking at commercial and multi-family development, this can result in a considerable reduction in associated development costs. This is not an option available elsewhere in the community.

The existing businesses and services also serve as an incentive for downtown development. There are existing public facilities and personal service businesses to meet the needs of employees and residents.

Recent public and private investment shows a commitment of the city and local developers to enhance and encourage future development. The City's new electric building, new Technical Services building, new Library and new fire station are all taking place right downtown. The Merchant District buildings around SW A Street and SW 8th Street are excellent examples of the type of development appropriate for an urban setting.

Weaknesses

There are two weaknesses that create a Catch 22. There are very few loft apartments and urban-style housing to increase the residential density. On the other hand, there is very limited urban-style night time activity to attract younger residents to live downtown. Essentially, the market is not quite what it needs to be to have the night time activity, but the night time activity and urban style housing are not available to encourage people to want to live downtown.

Opportunities

The opportunities for future development and redevelopment seem to abound. There is an existing business mix that can be built upon with complimentary businesses. An evening restaurant could open up the opportunity for more night-time activity. There is an opportunity for the Massey Building to be brought back to grander days when the library moves. The new library will serve as a community gathering place for arts and culture, such as film and book festivals.

There are other financial opportunities for future development. The City recently became an entitlement city for Community Development Block Grant Funds. The two target areas for funding are included in the downtown study area. These funds may be eligible for housing rehabilitation and public facilities that provide services to the people residing in these target areas. There are a number of Fortune 500 companies that have representation in Bentonville. These corporations may be a source of funding for special community development projects. Other considerations are special business districts, Tax Increment Financing Districts (TIFs), historic preservation monies, and creating a pool of funds for creating low-interest loans for commercial and residential rehabilitation.

Threats

New residential redevelopment could squeeze out affordable housing. Since downtown is the only concentrated area of affordable housing, it is critical that this housing stock be maintained at a moderately priced level.

Another concern is developers purchasing large amounts of land and developing the property in a manner that changes the small town character of downtown.

Infrastructure



Overhead utility lines



Small town in Kentucky where overhead utility lines have been placed underground

Strengths

The most positive feature of the infrastructure is that it is in place. It does not require extension of services because the service already exists.

Weaknesses

On the other hand, the infrastructure is the oldest in the community and is in need of the most improvements and upgrades. Water and sewer lines were designed for a small community and may not meet the needs of new development projects. The storm water drainage is essentially ditches, which are sometimes ineffective and have a negative appearance, especially when not maintained.

The most discussed weakness from all committees was the appearance of the overhead utility lines. The poles line the major corridors and the cables cross the streets at several locations. They also present a problem for planting a variety of trees along the street, which limits streetscape design.

Opportunities

With the City's recent designation as an entitlement city for Community Development Block Grant Funds, some of the infrastructure needs can be financed through this funding program. Water and sewer lines will likely need to be increased in size to accommodate redevelopment activity, particularly if higher densities are encouraged.

Threats

The city and other utility providers are hesitant to offer under-grounding of utilities due to costs and maintenance issues. These issues could threaten the ability to improve the overall appearance of the streetscape.

4 A Vision for Downtown

Vision Statement

The visioning workshop resulted in the creation of the following statement that encompasses the desired destiny for downtown.

- - -

Downtown Bentonville is the community center of choice to experience a vibrant and diverse culture through living, working, shopping, dining, and civic events.

- - -

Mission Statement

The following mission statement came from an earlier planning document:

Our picture is a vibrant downtown reminiscent of the past but looking to the future. First, we want to put people back into the picture – lots of people-sitting, chatting, strolling. We want people in the streets, days, nights and weekends. To attract people, we draw in movie theaters, music, clean streets, kids, beautiful buildings, monuments, trees and landscaping. Our downtown smells of water fountains and delicious foods. Our downtown is the heart and soul of Bentonville.

Up to this point, the study has focused on downtown's existing conditions such as land use and demographics as well as the strengths, weaknesses, opportunities and threats (SWOT). Now, the focus shifts to defining the downtown of the future. Developing a vision helps determine the actions that need to be taken to get there. The vision identified within this chapter will be used to measure the success of the plan. The vision described herein paints a portrait of downtown Bentonville in the year 2015.

Vision Development Process

The development of the downtown vision is an accumulation of three elements: (1) results of the SWOT Analysis; (2) results of a non-scientific visual preference survey TM, and (3) results of a Visioning Workshop. The SWOT Analysis was described in detail in *Chapter 3 Situational Assessment*. The visual preference survey and the visioning workshop are discussed below.

Visual Preference Survey

Anton Nelesson defines his Visual Preference Survey (VPS) in *Visions for a New American Dream* as "a research and visioning technique consisting of photographic images, evaluation forms, optional questionnaires, and evaluation/analysis techniques to understand and present the results. The purpose is to articulate the resident's impression of the present community image and to build consensus for its future character."

At the Kick-Off meeting in October 2003 staff presented a non-scientific approach to Nelesson's Visual Preference Survey. Participants were presented with 26 slides that contained two pictures. From each slide, they were to indicate on a survey sheet which of the two pictures they preferred. The photos represented a variety of downtown features including architecture, scale, signage, lighting, housing, streetscape, architectural detail, landscape facades, public art and murals. The results were tabulated to determine the preferences of the participants. The survey instruments and results are provided in Appendix G. The results are incorporated into the vision elements presented later in this chapter.

Visioning Workshop

Main Street Bentonville hired facilitators from the Soderquist Center for Leadership and Ethics to develop and facilitate a Visioning Workshop. The workshop was held on Friday, February 20 at the First Presbyterian Church from 8:30 a.m. to 2:30 p.m. More than 50 residents, business owners, and interested citizens participated in the event. The complete results are in Appendix A. The following are the break-out groups of the workshop.

- Visions for the Eye and Heart
- Visions for Community
- Visions for Culture
- Visions for Business
- Visions for Getting the Word Out
- Visions that Engage and Excite



Visions for the Eye and Heart

Guiding Principles

The following principles were used to guide the creation of the plan and will be used for its implementation.

- Downtown has the necessary facilities that allow and encourage people to work, live, and shop downtown.
- Downtown is pedestrian friendly, characterized by the scale of buildings, lighting, and pedestrian access.
- Downtown is a place to gather, with numerous public spaces, such as parks, pocket parks, and picnic areas.
- Downtown is a place for everyone, with activities and events for all demographics, including children, young professionals, families, and elderly.
- Downtown exemplifies the area's diversity, catering to the influx of new cultures.
- Downtown is a destination, during the weekday as well as after hours and on weekends.

Suggested Improvements

- Distinct landscaping
- Curb and gutter, sidewalks with landscaping
- Fountains, sculptures, artwork, murals
- Drinking fountains
- Bandstand / Amphitheater
- Civic / Convention Center
- Kodak Picture Spot

The visions for the eye and the heart asks *"How do we want downtown to look?"* Architectural character, gateways and entrances, landscaping and signage were all discussed in this break-out group. The participants envision downtown as "warm" and "inviting", "classy" and "clear" with a historic flair.

Visitors notice three elements that add to the sense of place: the structures, the streetscape amenities, and the special features. The structures are primarily brick with other materials, such as stucco and wood, as accents. Building heights are limited to between three and five stories. The architecture is compatible but expresses variety. Storefronts have windows for displaying merchandise. Awnings provide an additional architectural feature while protecting pedestrians from the sun and rain. Balconies are common on upper levels. Historic buildings are preserved and identified with markers indicating the year constructed.



Streetscape amenities include distinct landscaping and facilities that enhance the pedestrian character. Parking lots are adequately signed and landscaped and corners at intersections have special plantings that provide seasonal foliage. The sidewalks are wide, constructed of brick, and enhanced with flower planters and hanging baskets. There are noticeable pockets of greenspace for resting and relaxing. Water

fountains are easy to find and seating for outdoor eating is abundant. The traditional style lighting is at the pedestrian-level with banners attached that identify the district and special events. Cars are parked along the curb and guttered streets providing a buffer between pedestrians and traffic, and slowing down travelers.

The special features focus on culture and art. There are fountains, sculptures, and artwork displayed throughout downtown. Murals fill the void of long, blank walls. A walk of fame highlights famous people of Bentonville.



Visions for Community and Culture



The visions for community and culture asks *“How can downtown engage lives and become a destination?”* According to the suggestions, residents want to be able reside close to a variety of recreational and entertainment opportunities.

Those who wish to live downtown have a variety in housing choices. There are moderately priced single family homes, both newer and those more traditional. For those who do not want to maintain a yard, there are several high density multifamily developments that include apartments and town-homes. For those really wanting an urban lifestyle, loft apartments above storefronts are available.



Amenities are available for the children living here. Art workshops, dance classes, museums, a science center and puppet shows keep kids busy. The public library offers storytelling every week and other events each day.

Adults have a choice in entertainment. The local sports bar provides a place for people to relax after work. They can explore their cooking skills at a culinary institute. Plays and concerts are

scheduled during the spring and summer for the outdoor amphitheater. Car shows are held in the civic auditorium and festivals and fairs occur year round. In the fall, residents walk to the Square to see the work of local artists at the Art Walk.

Visions for Business

Visions for business asks, *“What type of businesses are needed or wanted?”* Participants envision that downtown has a complimentary mixture of businesses that offers personal services, restaurants, and niche markets of home furnishings and experiential businesses.

Residents and employees can conduct their errands downtown with the abundant personal services. There is a grocery store, laundry mat, video store, pharmacy and financial institutions. A packaging and mailing store provides postal services.

Dining choices have been greatly expanded. For a night on the town, fine dining restaurants provides romance. Casual dining caters to local professionals and families. Both ethnic and American menus are available.



Downtown is the place to go for home furnishings. Specialty stores with artwork, professional design services, and unique furnishings provide the variety needed to complete the look.



Experiential businesses, those that provide an interactive activity, are concentrated downtown. Dance lessons, hands-on science center, pottery making, decorating, and scrapbooking are all offered.

Visions that Engage and Excite

Visions that engage and excite asks *“What ways can we involve the community?”* This break-out session discussed the branding of downtown Bentonville with logos, themes, and mottos.

Downtown Bentonville is associated with the Ozarks, historical and easily identifiable. Associating downtown with the Ozarks links it to the activities of Branson and the rest of northwest Arkansas.

The historical elements include the Wal-Mart Museum and a new city history museum. The Trail of Tears is clearly identified and is part of the regional Heritage Trail Network. Civil War history is highlighted and several buildings are on the historical register.

Downtown is easily identifiable because there are gateways that let you know you are entering downtown. There is a common signage theme that includes the downtown logo.



Visions for Getting the Word Out

Visions for getting the word out asks, *“How can we best communicate the vision?”* The vision for promoting the downtown plan and downtown itself includes using the media and printed materials, hosting special events, and special initiatives.

Area residents and businesses continue to hear about Downtown Bentonville through local and national media. They see joint advertisements for downtown businesses and read about special activities. Updates on the development of downtown are made in the City's newsletter, *Focus*. Special articles are published in the *Citiscapes* magazine. When there are special events, such as the Winter Wonderland, television advertising increases the media coverage. Matt Lauer makes a “Where in the World is Matt Lauer” stop and The Oprah Winfrey show is filmed from Downtown Bentonville.

Special events are conducted year-round that draw people to downtown. There are business expos and community information fairs. Children's craft activities take place one night a week on the square. The Farmer's Market continues to be held every Saturday during the spring, summer and early fall.

Special initiatives include both tourism and local promotion. Downtown participates in regional tourism by coordinating with other regional events to make sure that every weekend there is an event within twenty miles. Information about downtown Bentonville is available at the airport and directional signage from the airport shows them how to get there. There is a kiosk in the square that shows the vision for downtown as well as a directional map to help visitors get around.

The Big Picture



In the year 2015, Downtown Bentonville will be “the” gathering place in Bentonville. It will be vibrant characterized by pedestrian and auto activity on the streets, sidewalks and shops, offices and restaurants. It will represent a diverse culture with art shows, public art and murals and events that cater to local minorities. Bentonville residents live downtown in a variety of residential structures, shop for daily needs as well as special occasions, dine in a variety of restaurants, and attendance at downtown events will double because downtown is “the” place to be.

How do we make this vision a reality? The plan for the future is outlined in the next chapter.

5 The Master Plan

The Master Plan is the “meat” of this document. It identifies what needs to be accomplished on the ground in order to reach the vision described in Chapter 4. There are three elements to this chapter: (1) the text, (2) the maps, and (3) the renderings. They work hand in hand to provide a detailed sketch illustrating downtown’s future and identifying the actions needed to get there. Harrison French Architecture and Sandcreek Engineering prepared the renderings and illustrations for the plan.

Gateways and Intersections

Create Identifiable Gateways

Gateways are the primary entrances into an area, in this case, downtown. They provide a sense of arrival, offer directional information, and enhance the overall appearance and “feel.” Entrances should make an excellent first impression to new visitors.

Downtown Bentonville’s gateways were identified in the first chapter. There are four primary entrances into the downtown area:

- 1 Hwy 102 at SW A Street/SW Main Street (See rendering)
- 2 Walton Boulevard at SW 8th Street
- 3 Walton Boulevard at Central Avenue
- 4 SW J Street at Central Avenue (See rendering)

Landscaping and signage are the primary elements that will be installed at the gateways to emphasize a sense of arrival downtown. Signage will be of monument style (6’ or smaller in height) incorporating the adopted logo for downtown Bentonville. The signs will be lit and surrounded by professional landscaping consisting of evergreen shrubs and perennial flowers. Directional signage for parking will be placed at gateways. The sign might include an area for interchangeable messages that can promote special events occurring downtown.

Landscape design of the gateways will incorporate trees according to the City’s Street Tree Corridor plan. For example, the Redbud is the designated street tree for Central Avenue. Both gateways on Central will use the Redbud tree in the landscape design.



Mixed-Use District
This plan illustrates how the intersection of S.W. A Street and S.W. 8th Street could develop into a dense business district. This environment would have mixed-use buildings with an abundance of shops, services, restaurants, offices, condominiums and apartments. There would be street activity during the day and into the evening. This type of development could occur at other major intersections as well as all along S.W. A Street.



DECEMBER 2004

SITE PLAN





Form Place-making Intersections

A “place-making” intersection is one that gives visitors a sense of being downtown in an urban setting; an intersection that is easily identifiable with the community and that has special features and characteristics that differentiate it from other areas in the city.

The primary place-making intersection is at SW 8th Street and SW A Street. As an intersection of two primary thoroughfares through downtown, it will carry a significant volume of traffic. To create an intersection that exudes a “sense of place”, emphasis should be placed on the corners, pedestrian crosswalks, directional signage, public art, and a focal point or feature. This particular intersection can be improved with buildings on the west side of SW A Street that are placed at the street, with parking located to the rear or to the side. An architectural feature on the structural corner, such as a round corner with glass elements, further enhances the image of that corner.

Public Art and Culture

Awaken Ghost Signs



Repainted ghost sign.

A ghost sign is an old advertisement painted onto the side of a building. Bentonville has its own ghost sign located at SW 2nd Street and SW Main Street. Initial study indicates that part of the sign is a 7Up ad. This ghost sign is a historic part of downtown Bentonville and should be restored. This eliminates the current faded and weather-worn appearance and will add to the public art element. The owner of the building has photos of the advertisements. Consider asking a local distributor of 7Up to contribute the paint needed to restore the ad. The location is shown on the Master Plan Map at the end of this chapter.

Build Upon Art and Craft Fairs

The City is already home to several craft and art events. The master plan suggests expanding the art and craft element as follows.

Square A-Fair. The Square A-Fair is currently held twice per year during the summer and fall. To bring about a strong presence of art and culture, the Main Street Resource Team suggests holding the art fair on a more frequent basis, such as Friday nights.

Craft fairs. Bentonville is home to the Applegate Craft Fair, which is held three times per year. This is a perfect opportunity for downtown to capitalize on an existing event. The Farmer’s Market could be expanded to include arts and craft during the weekends of Applegate.

Inject Live Action

The Main Street Resources Team suggests opportunities for street theater, which may include street performers, carts and vendors. This will help to create an image of downtown as being a fun and lively place to be. In their report, *Creating a Great Third Place in Downtown Bentonville*, they state “street musicians and visual arts add an ambiance to the downtown and will help reinforce the image of the square as the center of the community’s cultural activity.” They also encourage retail carts and food vendors such as hot dog or ice cream stands. A benefit of vendors is that they provide more eyes on the streets which can add to the sense of safety.



Unframed art on exterior wall.



Kiosk with map of downtown.



Downtown is the center for civic events.

The Farmer's Market on the square is an excellent example. Consider expanding to another day of the week or expanding the type of market items available.

Offer something for people to do when they come downtown. Besides shopping, dining, or conversing, consider placing board and table games in the square or in a park.

Promote Public Art

According to the results of a study conducted by the Travel Industry Association of America in 2001, more than two-thirds of American adult travelers say they included a cultural, arts, heritage or historic activity or event while on a trip of 50 miles or more. This emphasizes the role public art can play in tourism and economic development and is therefore an important elements to the development of downtown as a place of choice.

Public art includes sculpture, mosaics, fountains, fine art crafts, mixed-media video and computer-generated works decorative, ornamental or functional elements, murals, drawings, paintings and monuments that are located in the public realm. Art and culture personalizes the built environment and functions as a conversation piece.

Examples of public art include: (1) decorating blank walls with murals; (2) have artists work in public; (3) use art as reference points in providing directions and locations; (4) embed art into the sidewalks (See rendering of intersection of SW A St. and SW 8th St.); and (5) decorate street surface with designs on manhole covers.

Artwork, especially statues and sculptures should be built sturdy to allow children to climb and be part of the experience. It is important that the artwork be appropriate to its location and surroundings. This may result in a Public Art Board and should serve as a model for the entire city.

Provide bulletin boards

Bulletin boards provide a means of communication with the rest of the community. It is critical that someone be in charge to remove old and dated items and relocate those that overwhelm the other notices.

Accommodate Civic Events

The Square should serve as the primary location for all civic events, including parades, such as the homecoming parade, Christmas Parade, Firefighter Awareness Parade, and Veteran's Day Parade. It should also serve as the starting point for recreational events and benefits, such as the National Guard Benefit Run and Tour de Cure cycling event.

Public Investment

Enhance SW A Street

The square has recently undergone renovation with brick pavers, fountain, seating and traditional lighting. The second phase of the downtown redevelopment will take place in 2005. The next focus for major public improvement is SW 'A' Street. SW A Street is the most important north-south corridor and it plays a significant role in visitors making an opinion about downtown Bentonville. At this time, SW 'A' Streets is in need of major improvement. The improvement would consist of





New Bentonville
Public Library



New Technical
Services Building



Redbud trees along
Central and SW A Street

placing overhead utilities underground, curbing the streets and marking on-street parking, paving the road, and providing pedestrian access through sidewalks and crosswalks. The City has included the costs of hiring a consultant to prepare the design work for the enhancements in the Capital Improvement Plan for the year 2005. The City is also setting aside \$175,000 per year for the next four years to go toward these improvements.

Improve SW 8th Street

SW 8th Street is the second major east-west thoroughfare downtown (Central being the first) and also makes a big impact on the perceptions of downtown. SW 8th St. will be upgraded with curb and guttering and sidewalks. (See the rendering of SW 8th Street). The City has indicated this project is the top priority in 2008 according to the FY 2005-2009 Capital Improvement Program.

Construct a New Public Library

The new Bentonville Public Library will begin construction in 2005. The goal for the new library is to transform it into a magnet for people of all ages and backgrounds throughout the county. It will offer a blend of tradition and technology. The features of the library will include a colorful, enlarged children's department with an activity center; a high-energy teen center; local history, genealogy research center; public seating for quiet reading and work spaces; flexible meeting, program and exhibit space; and a technology center, providing access to important electronic resources. The new library will further enhance the downtown vision as a community center of choice.

Construct New Technical Services Building

The City recently approved a \$2 million budget to build a new technical services building. The effort is in response to the increasing need to provide quality customer service to the citizens of Bentonville. It also shows the commitment of the city to retain city services at a downtown location. The building will be constructed immediately north of the existing technical services building on SW A Street. It will be a two story brick building with traditional architectural styling. It will have underground utilities and on-street parking and will serve as an example of the desired future development of downtown.

Consider a Civic Center

The City does not have a civic center and if it is ever under consideration, it should be located downtown. A civic center would include an exhibit hall, a banquet hall and meeting rooms. Civic centers provide a central location for city activities and it would provide an inside alternative to the square.

Aesthetics

Plant Street Trees

Trees are not only crucial to the survival of humanity, but they are connected with the economics of property values. They freshen the air, offer fragrances, provide a haven for birds, and enhance livability in an urban setting. They are important to the overall streetscape. The Tree and Landscape Advisory Committee has identified the following street trees for streets within the downtown area:



Red Maple trees along SW A Street.



Provide visible trash receptacles



Provide plenty of seating

Downtown Streets on Street Tree Corridor Plan	
Street	Street Tree
Central Avenue	Redbud and Sugar Maple
SW A Street	Red Maple and Redbud
SW Main Street	Honey Locust and Saucer Magnolia
SW 14 th Street	Red Oak and Trident Maple
Walton Boulevard	Ash and Golden Raintree

These trees should be encouraged of all new development that front on these streets. Redevelopment activities should incorporate these trees into all landscaping plans. The use of flower boxes, planters and hanging flower baskets is encouraged. Installed landscaping should result in year-round foliage. Identify all trees and plants with markers including Latin names.

Maintain a Clean Appearance

Keeping the downtown clean is of utmost importance. Clean streets encourage neighborhood pride and increase property value; improve the attractiveness of the City; reduce roadway pollution; reduce water pollution; and people litter less in clean neighborhoods.

A key approach to maintaining a clean downtown is with the assistance with downtown residents and businesses. The City of Bentonville Adopt-A-Street Program is a partnership between the City and the people who live and work in Bentonville to keep the city free of litter...one street at a time. The program reduces the cost of litter removal and increases awareness of environmental issues. Groups adopt a street $\frac{1}{2}$ mile or more in length and agree to remove litter four (4) times per year. All groups are provided with safety vests and trash bags. The City picks up filled trash bags after the clean-up event.

Downtown still has several streets that are not adopted or where the adoptive agency has been inactive in the program for an extended period. The following downtown streets that need to be adopted are provided on the Adopt-a-Street Plan on the next page.

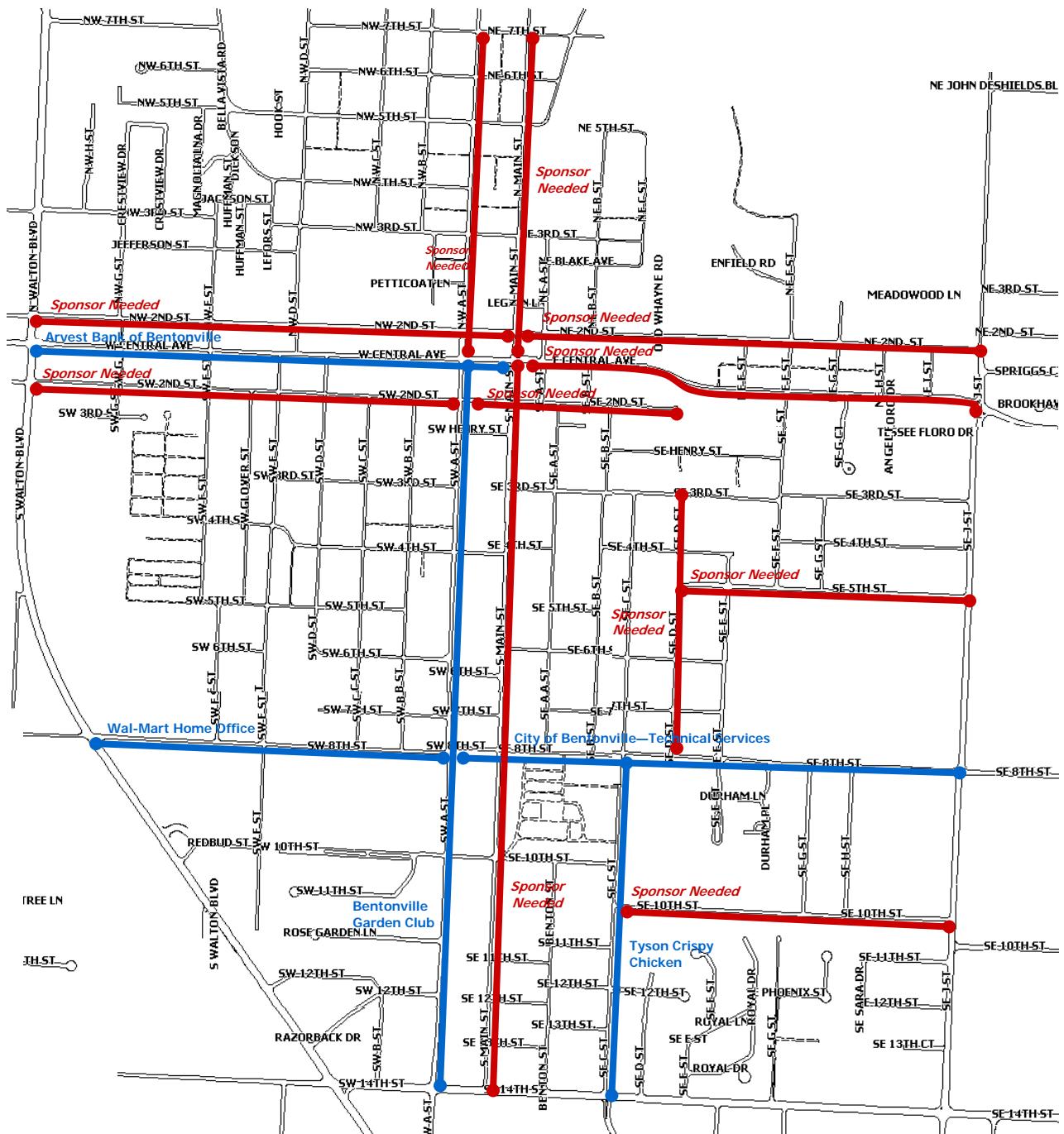
Create a “Living Room”

Street furniture enhances the visit to downtown by providing lighting, places to sit and places for eliminating trash – a living room for the community. Benches, trash receptacles, street lamps, and planters are considered street furniture.

Street furniture will be focused around the square and the SW A Street corridor. The street furniture for the square has already been selected and is of a black metal design for benches and trash receptacles. The planters around the square are cement rectangles with a floral design. The street lights will be the standard residential street lights for the city, which are of a traditional design at pedestrian scale with an acorn style lamp. The design for the SW A Street corridor should compliment the existing furniture around the square.

Moveable chairs should be purchased to be left in the town square park at all times. It allows for visitors to move them around as needed and encourages gathering and community activities. People can arrange them as needed, such as to face into or away from the sun and wind, away from noise, and accommodate the number of people gathering and create a personal space.

Downtown Bentonville **Adopt-A-Street Plan**



Legend



Improve Appearance of Overhead Utilities

Downtown is an area of older development where utility lines were located overhead on wood poles. The overhead utility lines present an eyesore that needs to be addressed. The appearance of the lines was mentioned several times



Visible overhead utility lines



Utility lines removed



throughout the planning process. According to Scenic America, utility relocation or enhancement can “encourage business and homeowner investment and can contribute to higher property values, raise business profitability and attract new businesses.” There are several approaches to reducing the visual impact of overhead lines. One method is relocating the utilities underground. Today, common practice in new development is to place utilities underground. However, taking existing lines and placing them underground presents a significant financial challenge. There are other maintenance issues that the utility company is concerned about. This is likely the best option, however, may not be the most affordable or practical. Further research on this approach is needed. It should be incorporated to any street improvements to SW A Street.

A second method is to relocate the overhead lines to locations that are not so visible. A common practice is to move these lines into alleys behind buildings. The appearance can be improved by consolidated lines, instead of criss-crossing the streets.

A third method and one that will be strongly encouraged is camouflaging the appearance. Scenic America suggests the following techniques to reduce the intrusiveness of overhead wires:

- Erecting stronger, slimmer poles that compliment their surroundings;
- Using heavier cable and stronger poles to reduce the number of poles and wires needed;
- Using tree wire to hide overhead wire in trees;
- Re-routing wires for streetlights and traffic signals through pole arms wherever possible;
- Requiring use of better on-premise signs in commercial areas to draw the eye down and away from the overhead wires;
- Decorating poles with banners and public art work;
- Raising wires above sight lines along buildings and signs to make them less noticeable; and
- Extending sidewalks to narrow the street and offset poles.



Designed cornices represent traditional architecture



Awnings provide protection from the elements



Upper floors are separated from the first floor with awnings

Maintain Traditional Architectural Design

Architecture that is compatible provides another element of the visual aesthetics of downtown. Analysis of the existing architecture and results of the Visual Preference Survey show a strong preference toward traditional architectural styles.

Design. Architectural design should be compatible with the developing character of the neighboring area. Design compatibility includes complementary building style, form, size, color and materials. The restoration or renovation of a storefront should attempt to return the façade to its original character. Preserve original materials or details and the shape and size of original window openings. Replace missing original elements such as transom windows. Multiple buildings on the same site should be designed to create a cohesive visual relationship between the buildings. The first floor and upper floors should have a visual separation, such as molding or jogs in the surface.

Material. Brick and stone appear to be preferred over predominantly glass and metal. Traditional materials including brick, rock and stone should be used as the primary building materials. Tile, glass block, copper flashing, metal and wood should be considered for accent material. Front facades are encouraged to be finished with more than one material. Aluminum, vinyl or fiberglass siding materials should be discouraged on the facades or sides of buildings visible from a public right-of-way. Metal roof materials should be permitted only when screened by a parapet. Painting of previously unpainted brick is discouraged.

Awnings. Pedestrians should be protected from the elements by awnings. Retractable or operable awnings are encouraged. Long expanses of awning should be broken into segments that reflect the door or window openings beneath them. Awnings should be constructed of durable protective, and water repellent material. Plastic and/or fiberglass awnings are discouraged. Awnings should be maintained so as to be free of rips, holes, stains or fading. Backlighting of awnings is discouraged.

Windows. Windows should be incorporated into the first floor for window displays that provide visual impact and encourage shopping. On upper floors, the windows should be vertically oriented. Arched tops, columns framing the windows and decorative lintels are encouraged. Window accessories, such as shutters, window boxes, muntins and mullions and awnings are encouraged.

Facades. Facades should have articulation to avoid long, blank walls. Techniques for articulation include:

- Breaks in the surface of the wall itself
- Placement of window and door openings
- Placement of balconies, awnings and canopies
- Dividing façade into series of display windows with smaller panes of glass
- Constructing the façade with small human scale materials such as brick or decorative tile
- Providing traditional recessed entries
- Careful sizing, placement and overall design of signage

Roofs. Flat roofs are preferred with parapets that articulate the rhythm of the buildings. A masonry tower or pediment at the cornice line is encouraged. Sloped roofs are discouraged unless the roof form is concealed by a parapet or false front.



Color. The color of buildings should complement the adjacent buildings' colors. Bricks in the red and brown tones are encouraged. Buildings should use primarily earth tones with light and bright colors used only as accents. Vents, gutters, downspouts, flashing, electrical conduits, etc. should be painted to match the color of the adjacent surface.

Franchise Architecture. Franchise architecture (building design that is trademarked or identified with a particular chain or corporation and is generic in nature) should be discouraged. Franchises or national chains should follow any adopted designed guidelines or standards to create a unique building that is compatible with downtown Bentonville.

The City's adoption of design guidelines or standards is one technique for reaching the structural and site design goals.

Preserve Local History

The following is a statement from the 1996 downtown study that addresses historic structures:

"The City of Bentonville is extremely fortunate to have a legacy of a large number of historically-significant and well-preserved structures both within the project boundaries and within the larger metropolitan area. These buildings and places represent irreplaceable elements within the community, which are physical reminders of Bentonville's rich historic traditions. Proposed planning proposals for the CBD need to make careful consideration to incorporate and preserve existing designated historic buildings, ensuring that they will be integral components of a comprehensive plan. In addition to aesthetic and historic considerations, these older buildings also represent an economic asset to the City in terms of tourism."

Rehabilitation of existing buildings to retail downtown's historical character is critical. The façade enhancement program offered by Main Street Bentonville can assist in the rehabilitation of existing structures.

The Heritage Trail and the Trail of Tears should be properly signed.



Bentonville's historic courthouse.

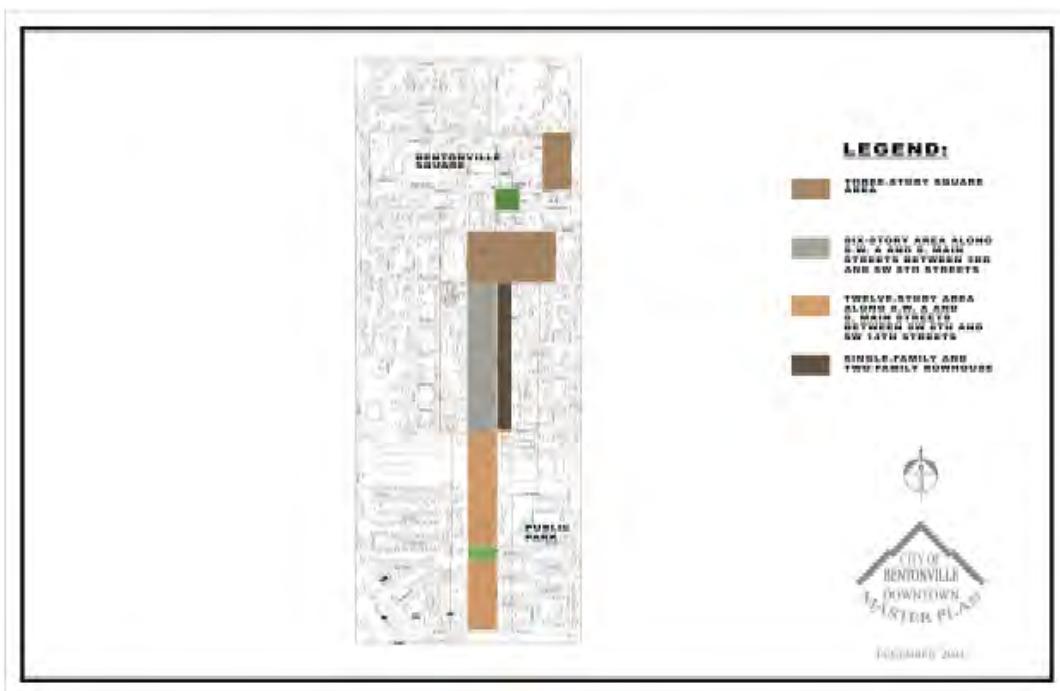
Human Scale

Human scale is critical to pedestrian activity which in turn impacts the economics. In order to help maintain human scale, buildings need to adhere to this feature. Again, adoption of design guidelines is a tool to achieve this goal.

Adopt Height Restrictions

The committees have identified three areas with suggested height limitations that should be incorporated into the City's Zoning Code. See examples on following pages.

- Town Square District - 3 stories maximum
- SW A Street and S. Main Street, from SW 2nd Street to SW 6th Street – 6 stories maximum
- SW A Street and S. Main Street, from SW 6th Street to SW 14th Street – 12 stories maximum





STREETSIDE ELEVATION

BUILDING TYPE:
MULTI-STORY, MIXED-USE,
HIGH DENSITY

This building type combines first floor retail/commercial uses with upper floor residential apartments or condominiums. Although not illustrated here, this building could have commercial offices in some upper floors as well as the residential units. This building would be located in an area where there is commercial activity on the street. The residential occupants would not desire a yard, but they would like to be near shopping and restaurants. Parks would be within walking distance. On-street parking is available for the customers of the first floor occupants. A building of this density would most likely require a parking garage.



SIDEWALK PLAN



DECEMBER 2010



STREETSIDE ELEVATION

BUILDING TYPE:
MULTI-STORY, MIXED-USE,
HIGH DENSITY

This building type combines first floor retail with upper floor offices and apartments or condominiums. A hotel could also operate in this type of building. This building would be located in an area where there is strong commercial activity on the street. The residential occupants would not desire a yard, but they would like to be near shopping and restaurants. A health club would likely be located in the building. Parks would be within walking distance. On-street parking is available, but this building would require a parking garage.



SIDEWALK PLAN



DECEMBER 2010

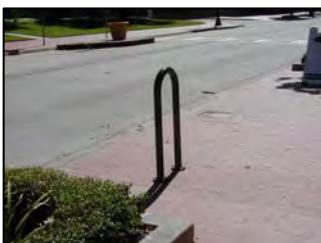
Create a Sidewalk Edge



Buildings create an edge to the sidewalk.



Site amenities for a single business.



Bike racks provide a secure location for bicycles.

Buildings should work together to create a “wall of buildings” along the sidewalk edge. Taller buildings should be at the corner of a block. In instances where parking areas abut the street, the sidewalk edge should be delineated with pillars, fencing, and/or landscaping. New development and redevelopment should complement the existing pattern of building heights and widths. Floor to floor heights should appear similar to those of buildings in the area. In a project that incorporates more than two stories, additional stories should be set back substantially from the sidewalk edge such that the building will appear to be a one or two story building in height as seen from the street.

Provide Compatible Parking

Parking lots should be kept small and close to the businesses served. Larger parking lots should have visual breaks with four-season landscape treatments. Shared or combined parking is encouraged. Pedestrian pathways are encouraged to use small sidewalk pavers such as bricks or texture-stamped concrete. Off-street parking should be located behind or to the side of buildings and should have landscape features along the perimeter.

Screen Equipment

The screening of exterior trash and storage areas, service yards, loading areas, transformers and air conditioning units should use the same materials, color and/or style as the primary building. All roof equipment should be screened if visible from the street.

Provide Site Amenities

New development should incorporate site amenities, such as benches and trash receptacles. Pedestrian open spaces such as covered walkways, courtyards, and plazas are encouraged. Bike racks should become more commonplace. The square will serve as the convergence of several trails that can accommodate bikes. But, cyclists need to be sure that they have a place to put their bikes safely while they visit downtown.

Light the Night

Full cutoff fixtures are encouraged to reduce sky glow and light trespass. Lighting fixtures are encouraged to be of a traditional style, compatible with the downtown historic character. Lighting should be directed downward to avoid light pollution.

Identify Building Entrances

Entrances should be enhanced and emphasized such as slightly recessed or use of color, materials or special paving treatment. Primary public entrances should face the street. Rear entrances should have a sign indicating the name of the businesses it serves. Primary public entrances should have a feature providing protection from the elements, such as an awning, canopy or balcony.

Circulation and Parking



Way-finding signage to public facilities and public parking



Trolleys can address transportation and parking challenges



Bike and pedestrian pathways should be clearly marked

The ease of getting around in an urban setting is necessary to encourage visitors. Vehicle travel is important, but pedestrian activity is even more critical in an urban setting. Pedestrian activity offers opportunities for people to meet. When the pedestrian element is active, visitors have a greater sense of safety and security. The plan is strongly geared toward improving the pedestrian aspect of downtown circulation.

Install Way-finding Signage

Signage to and through downtown is critical and can be accommodated fairly easily without great expense. Two primary types of signage are needed: (1) direction to downtown, and (2) direction to parking. The Circulation Plan identifies the location of directional signage to downtown. These are primarily at the gateways. The directional signage to parking is located within the downtown boundaries. Directional signage from the airport to downtown will be of big assistance to air travelers. All signage should include an adopted common signage theme.

Establish a Trolley Route

When trolleys were first introduced, they offered another means of transportation aside from horse and buggy. Trolley systems expanded greatly during the time between 1890 and World War I. But when the automobile became inexpensive for individuals to own, the freedom was more desirable than mass transportation. Today, trolleys are making a comeback as forms of public transit, as well as for the nostalgia factor.

The trolley concept is perfect for Bentonville. With thousands of employees in the downtown area, a quick method of transportation can get them to restaurants and shops over the lunch hour, without having to travel by car. Main Street Bentonville is in the process of researching the potential for a trolley. A route that incorporates the Wal-Mart/Sam's Home Office and Bentonville Plaza, the Square, and the SW A Street Corridor is recommended. A sample routes is provided on the Circulation Plan map. The trolley should operate primarily during the lunch hours and should also be available for special events. Part of this concept needs to include trolley stops that offer shelter from heat, wind and rain. A schedule of stops as well as the routes should be posted at the trolley stops. Bike racks on the trolleys would allow cyclists to combine transportation modes.

Build Trails

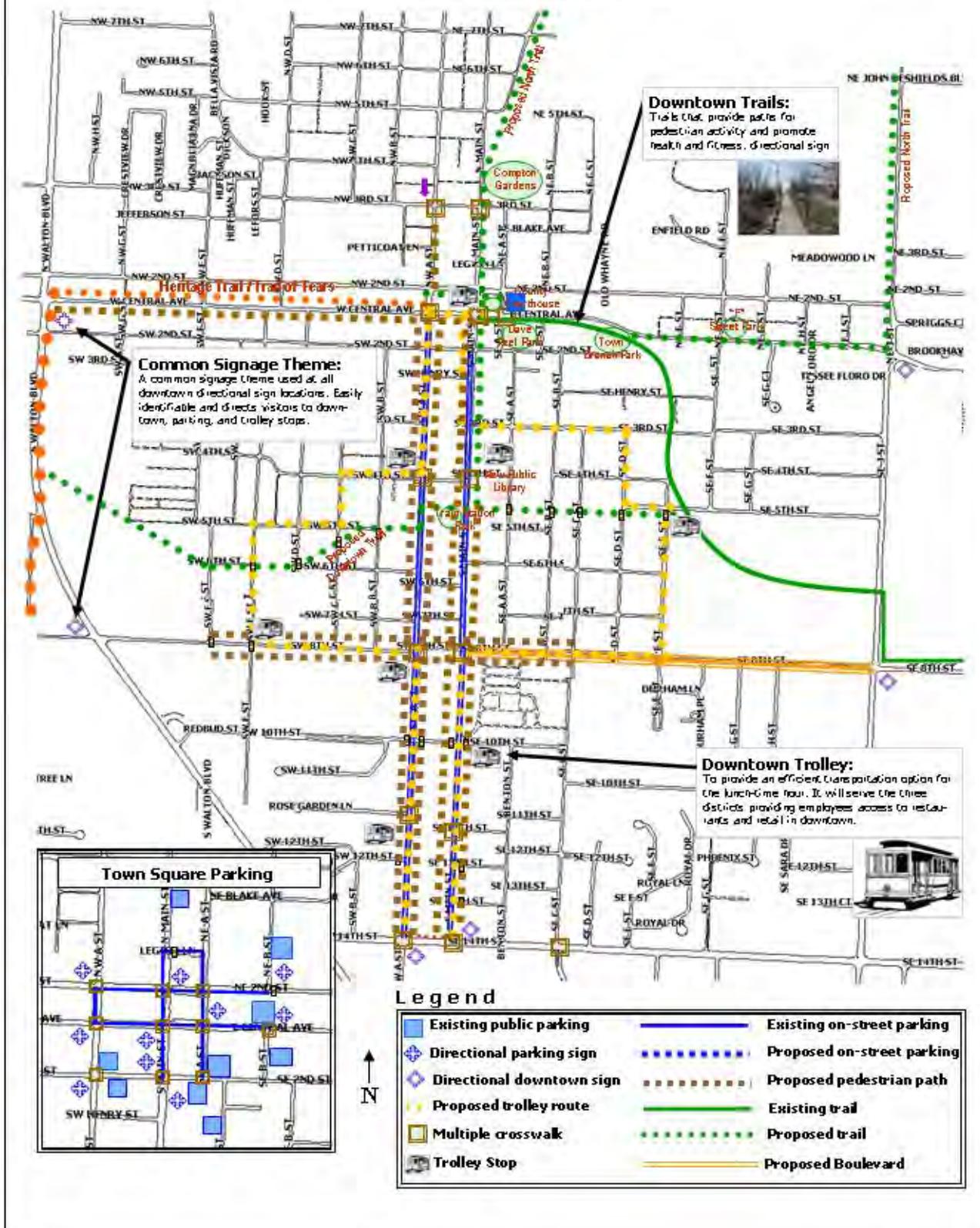
Trails provide a more natural aspect to pedestrian movement. The City is beginning to aggressively address the trails within the City, and downtown is part of that process. The trails are shown on the Circulation Plan map. All downtown trails should be incorporated into the city's Master Trails Plan.

Downtown Trail. A trail proposed specifically for the downtown is one that begins at Wal-Mart General Office traveling northeast toward SW A Street, heading north of SW A Street, and eventually connecting with Compton Gardens. The downtown trail will have spurs to the new public library, chamber of commerce, and downtown parks. The trail should be lighted with well-marked crosswalks.

North Bentonville Trail. At Compton Gardens, the trail will link to the city's North Bentonville trail which will eventually be connected with the Bella Vista Trail to the north and to the community college to the east.

Downtown Bentonville **Circulation & Parking Plan**

(Parking, pedestrian pathways, trails and parking)



Heritage Trail and Trail of Tears Route. Expand and better identify the historic heritage trail.

Improve and Add Sidewalks

Sidewalks and trails must create a continuous network that fosters access by foot. Sidewalks are fairly evident around the square, but less visible in areas surrounding the square. An inventory of sidewalks within the downtown study area is needed to determine where sidewalks need to be improved and where they need to be installed. (A portion of downtown has been studied; see Appendix D.) The City should conduct this survey and incorporate improvements into the City's Capital Improvement Program. Part of this includes installing pedestrian signals as well as the sounds, such as the "chirp" that lets you know it's safe to cross. It is important that everyone be able to access downtown freely and safely.

Provide Parking

On-Street. On-street parking should be encouraged as part of new developments along SW A Street and S. Main Street from Central to Highway 102. On-street parking serves as a barrier between pedestrians and the moving traffic. However, employees should park in designated lots and avoid consuming spaces that should be available for patrons.

Shared. Share parking should strongly be encouraged especially between uses that have opposite operating days and hours. This may be especially useful for employee parking.

Parking Deck. Options and locations for a parking deck should be considered. Design of the parking deck should be consistent with adopted design guidelines. Use of the ground floor for retail use is encouraged. If a parking deck is constructed, this should be the primary location for employee parking. The Old Seafirst Building in Seattle identifies each floor with a city and then plays music associated with that city. For example, on the New York level the song played is the theme from "New York, New York" (Source: City Comforts, David Sucher). Be creative to make the parking deck one more element to the ambiance of downtown.

Offer an Airport Shuttle

A long term goal is to establish a shuttle to and from the airport to downtown. Many vendors to Wal-Mart travel by air. Having a shuttle that will bring them from the airport to the General Office will ease their trip. It will also be very beneficial if a hotel or a civic center locates downtown. A visitor could essentially fly into Bentonville and never have to rent a car. A traveler can catch a shuttle to downtown and use the trolley system and improved pedestrian access to reach Wal-Mart home office, eating, and entertainment.

New and Re-Development

Revise Impact Fee Exemption Boundary

The current location of the boundary of the Downtown Redevelopment District is limited to the commercial areas of the square and the SW A Street and S Main Street corridors. Expanding the Redevelopment District to incorporate the areas of the SW 8th Street Corridor and the residential areas will entice new development and redevelopment downtown. Since this is a desired outcome, the City Council should adopt the revised Downtown Redevelopment District boundaries as



On-street angled parking

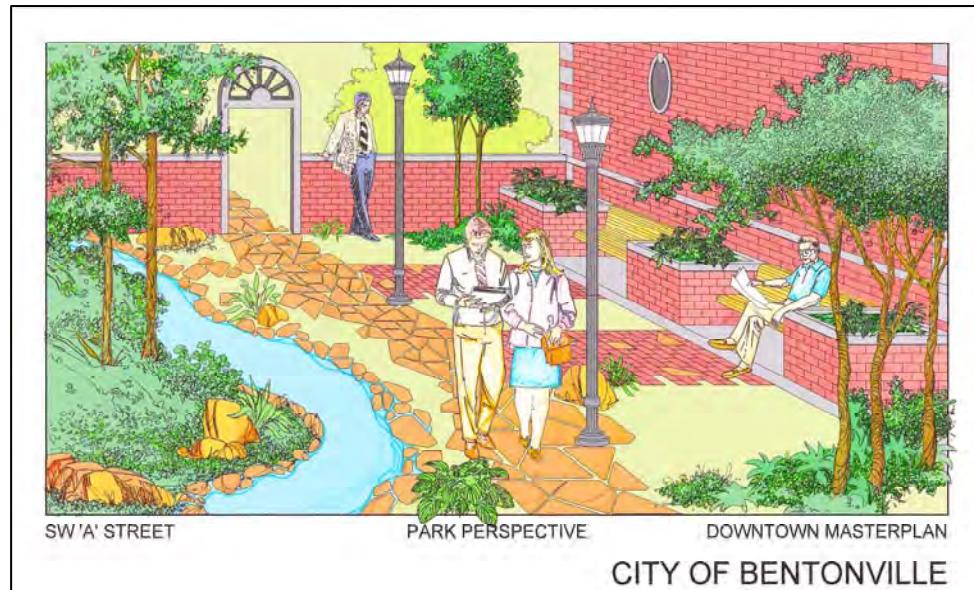


Parking garage blends in with urban setting

provided for on the Proposed Downtown Redevelopment District Boundaries on the next page.

Redevelop Deteriorating Areas

Immediate and apparent areas for redevelopment are (1) the properties on the very southern end of the SW A / SW Main Street corridor and (2) Benton County Fairgrounds. These areas offer potential for mixed use development that offer a variety of residential opportunities, as well as retail and office space. Park development is likely in some of these deteriorating areas.



Expand Residential Opportunities

Medium density residential development is strongly encouraged. This can be achieved through loft apartments above offices and retail uses. Live / work units would be inviting to entrepreneurs. Renderings show the recommended residential types.

Business Mix

Retail and restaurant development are critical to the success of downtown as a community center. Retail and restaurants provide the pull to come downtown during leisure time.

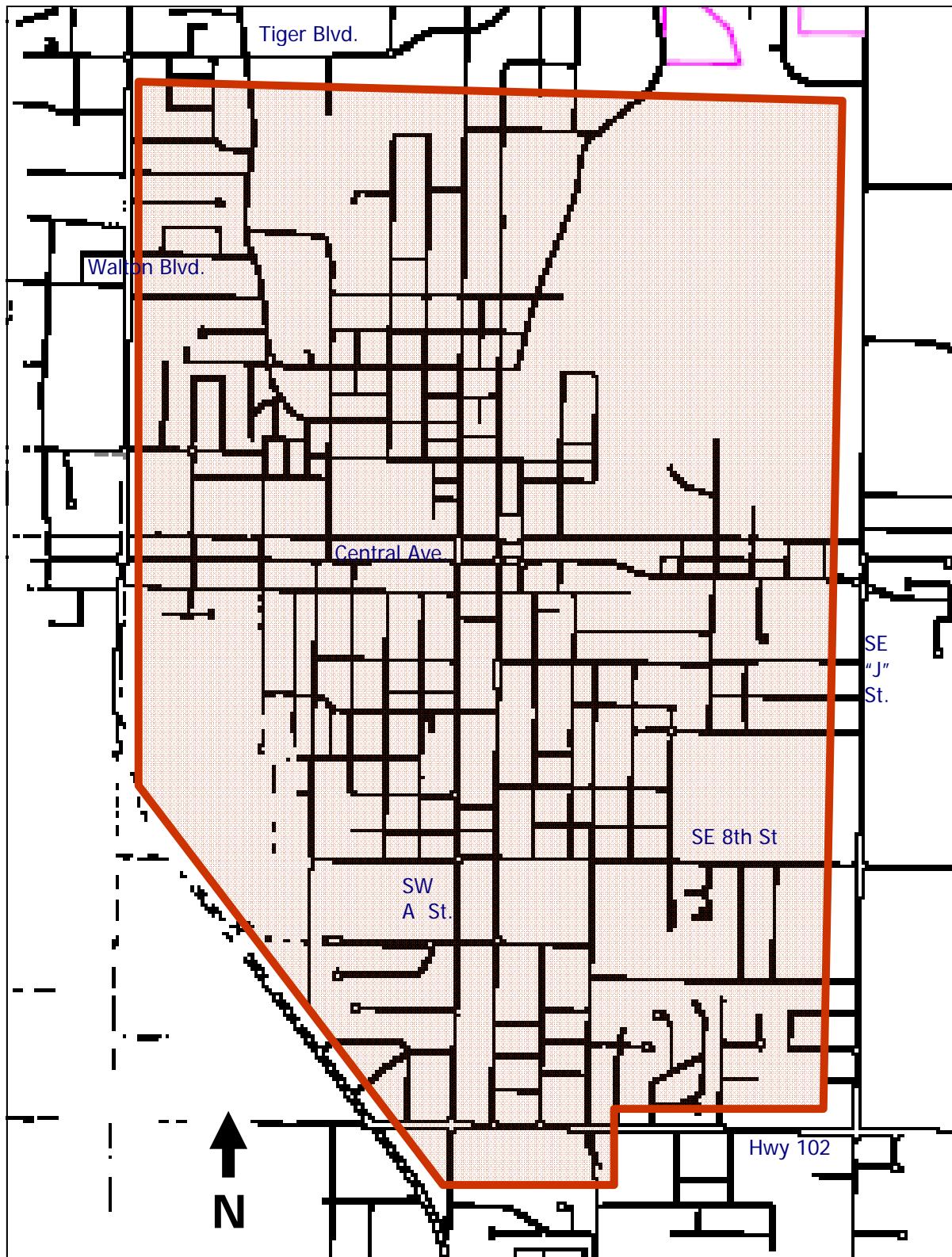
The strip style, national chain shopping offered in neighboring Rogers does present a challenge. However, downtown Bentonville should address specialty retail and restaurants, as opposed to the big box type development. It helps to maintain the quaintness of downtown and supports the pedestrian activity.

A primary goal for downtown is to capture a larger portion of the retail market in Northwest Arkansas.



Specialty retail shops

Recommended Downtown Redevelopment District Boundaries





BUILDING TYPE:
SINGLE FAMILY DETACHED
HOUSING, MEDIUM DENSITY

These homes are designed for narrow lots and would be located in residential neighborhoods near the downtown area. Each home would have front and rear yards. Each home would have a garage located on a rear alley. Each home would be within walking distance of the mixed-use commercial areas although the walk would take more than 8 or 10 minutes. Parks would be within walking distance.



DECEMBER 2001



BUILDING TYPE:
RESIDENTIAL TOWNHOUSE,
MEDIUM DENSITY

This building is a townhouse concept intended for residential use only. It could be located in a transition zone between mixed-use and single-use residential. The residents may have a small front yard or back yard. Each unit may have its own garage located on a rear alley. This building would be within easy walking distance of the mixed-use commercial areas. Parks would also be within walking distance.



DECEMBER 2001



Identify the Market

There are two existing markets for downtown Bentonville. The first is the downtown residents and the second are those employed downtown. Downtown residents need daily services, such as groceries, dry cleaning, video stores, postal services, and child care. A significant portion of these needs are met by existing business. The daytime employees also need those services so they can run errands over the lunch hour or immediately after work. The downtown workers also create an existing lunch crowd for restaurants.



It is highly recommended that a complete market study be conducted and a marketing plan prepared to determine the exact markets in order to target. It is important that the target market matches the type of businesses that locate downtown.

Encourage Experiential Businesses

Experiential businesses are those that offer something to do. Here are some examples:

- Pottery painting
- Dance classes
- Culinary classes
- Hobby and craft stores
- Day spas
- Bike rental
- Public art
- Jewelry making, art galleries
- Indoor play places for children

Concentrate Offices on Upper Stories

Maximize business space downtown by encourage upper story office use. The office element plays an important role in the daytime activity of downtown. These offices provide the shoppers and patrons of the downtown retail businesses and restaurants. Therefore, there is a strong desire to retain this element.



Well designed window displays

Use Storefronts for Retail and Personal Services

Downtown Bentonville is successful in filling its storefront spaces, but the businesses located in those storefront are not always the best use. According to a downtown plan for Lowell, Massachusetts, most successful downtowns have a high proportion of retail and service retail uses in the first floor storefront space. It creates foot traffic and street level activity. Office and institutional uses in storefronts limit the potential for street activity. Also, it limits the real estate available for new retail and restaurant uses. Retail and restaurant uses should be located on the first floor.

Provide Excellent Customer Service

Customer service is critical. Retailers should be encouraged to be open past 5 p.m. and to be open on the weekends. Window treatments should be professional and appealing. Every customer should be made to feel special and have their needs met. Customer service training for local businesses is strongly encouraged.

Expand on the Home Furnishing Cluster

A retail cluster is a group of businesses that offer similar products. They give shoppers variety within a particular area and generate competition among businesses to maintain reasonable prices.



Expand on existing home furnishings / home decorating services niche

Downtown is already becoming a place for home furnishings and decorating services. Because it already exists, it provides a foundation for expanding this niche market. The home furnishing niche can be expanded with remodeling specialties, furniture / antiques, art / framing, appliances, flooring/drapery, lawn and garden, and home interiors and accessories.

Offer a Variety of Eating Places

Downtown currently has one eating place right on the square – and it is packed at lunch time (Two more are planned for opening in early 2005). There is a critical need for additional eating places. It is important not only to have several eating places, but places that offer variety in the menus, décor and atmosphere. These places need to be open in the evenings and the weekends to encourage night time activity.

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.

Strategy	Participants	Timeframe	Costs	Financing
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 "Creating a Great Third Place in Downtown Bentonville."	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

Priority 5: Business Benefits. Develop promotional materials that highlight the benefits of locating a business or office downtown.	Main Street (Economic Restructuring); Chamber	Fall 2005	Staff time, printing	Main Street
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.	Chamber; City; Main Street (Economic Restructuring)	Winter 2006	Staff time to add information to web site	City, Chamber of Commerce; Main Street
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.	City Planning Dept.	Immediate and ongoing	Incidental and staff time	City Planning Dept. - General Fund for staff time
Priority 8: Success Stories. Highlight success stories of downtown businesses in the local newspaper.	Main Street (Economic Restructuring)	Winter 2006	Incidental and staff time	Main Street

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>
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.	City Planning Dept.; Main Street (Economic Restructuring)	Immediate	Staff time	n/a
Priority 2: Rebuild Together. Cooperate with Rebuild Together and use the CDBG program to provide home improvement financing for residential structures.	City CDBG program; Rebuild Together	Spring 2005	Approximately \$20,000 per year	CDBG Funds, Rebuild Together, Private donations
Priority 3: Affordable Housing. Develop an affordable housing plan for downtown.	City Planning Dept.	Winter 2006	Staff time	City General Fund for staff time
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> "	Main Street, local developers	2008	Staff time; development costs	Developers

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.

Strategy	Participants	Timeframe	Costs	Financing
Priority 1: Gateway Landscaping. Prepare landscaping plans and install plants at the gateways – Central and Walton; 8 th and Walton; SW A and Hwy 102; SW 8 th and SW E.	Tree and Landscape Advisory Committee; Bentonville Garden Club	Fall 2005	Cost of landscaping materials and installation	City General Fund; Urban Forestry Grant; private donations
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.	Tree and Landscape Advisory Committee; City Planning Dept.; Garden Club	Winter 2006	Staff time; cost of trees and landscaping	Private developers; Urban Forestry Grant
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.	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
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> "	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.

Strategy	Participants	Timeframe	Costs	Financing
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> "	Main Street (Design, Restructuring)	Spring 2005	Cost of chairs	Main Street, donations
Priority 2: Pocket Parks. Identify locations and prepare plans for pocket parks.	City Planning Dept.; Parks Dept.	Winter 2006	Land purchase; site amenities	City - General Fund, Outdoor Recreation Grants
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.	Main Street (Design); City Planning Dept	Fall 2006	Incidental	Private developers; donations

Architecture and Streetscape

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> "	Main Street (Design, Restructuring)	Winter 2007	Amount of proposed grant.	Main Street
Priority 5: Lighting. Select and install traditional style lighting along major corridors, including SW A St., SW Main St., and SW 8 th St.	City Electric Dept.	Fall 2009 - Coordinate with overall improvements	Cost of lights	City Electric Dept. - General Fund

Goal E: To maintain a clean appearance.

<u>Strategy</u>	<u>Participants</u>	<u>Timeframe</u>	<u>Costs</u>	<u>Financing</u>
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.	City; Volunteers	Winter 2005	Signs, trash bags and vests	City Street Dept. for signs
Priority 2: Property Maintenance. Establish an annual "sweep" program of the downtown commercial and residential areas to ensure compliance with property maintenance codes.	City Code Enforcement	Winter 2005	Staff time	City Code Enforcement – General Funds for staff time

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

Priority 2: Identification Banners. Purchase and install banners with the name and logo of the downtown district on period lighting.	Main Street (Design and Promotion); City	Spring 2006	Cost of banners	City; Main Street
Priority 3: Street Vendors. Make provisions in the Zoning Code permitting street vendors in the downtown area.	City	Fall 2005	Staff time	City
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>	Main Street (Design and Promotion); City Planning Dept.	Summer 2007	Cost of flags	Main Street; City
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.	City; Main Street	Summer 2008	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	

Appendix A:

Downtown Bentonville

Visioning Session Summary

February 20, 2004

Visions for the Eye and Heart

- ▶ Red brick
- ▶ Little stucco
- ▶ Inviting
- ▶ Historical
- ▶ Victorian- little frill
- ▶ Classic timeless
- ▶ Alexandria VA
- ▶ No metal
- ▶ 3-story max.
- ▶ Wood fixtures
- ▶ Highly polished/warm
- ▶ Distinct starting point- key identifiable, may not need sign to get feeling
- ▶ Paving (distinct-different), possibly brick sidewalks
- ▶ Multi-seasonal
- ▶ Distinct landscaping, i.e. tulip, Cherry tree, Red Bud, Maples
- ▶ Landscaped parking lots
- ▶ Fountains elsewhere- possibly theme
- ▶ Sculpture/sculpture garden
- ▶ Possible other era
- ▶ Drinking fountains
- ▶ Screening of service activities, tied into look and feel
- ▶ 5-story max, density
- ▶ On street parking/slow traffic
- ▶ Distinct consistent light/possibly gas looking lamps/white lights-shine down, not pollute
- ▶ Art, rotating exhibit
- ▶ Murals
- ▶ Informational material on landscaping for district
- ▶ Infrastructure to maintain
- ▶ Flower schedule for districts
- ▶ Rules for each distinct district
- ▶ Downtown is encouraged to be consistent
- ▶ Approved- committee- commission
- ▶ Walking/pedestrian oriented- after hours
- ▶ Speed? Does it encourage pedestrians, tied in with landscaping?
- ▶ Underground lighting
- ▶ Overlay district- zoning, design board (for district)
- ▶ Designate district, area/name, signage ties into district
- ▶ Curb, gutter, landscaping, wide sidewalk
- ▶ Plant theme- longevity, all summer
- ▶ Enforce litter control- trashcans/recycle centers
- ▶ Quality in everything, manages perceptions
- ▶ Change attitudes and behaviors with environment
- ▶ Variety in architecture
- ▶ Managing brand
- ▶ Block of the month, yard of the month, residential/ business recognition
- ▶ Consistent signage, classy/quality
- ▶ Code enforcement

- ▶ Trees, 50-year lifespan, city participation
- ▶ Flower planters/pots of flowers
- ▶ Multi use oriented
- ▶ Diversity
- ▶ Municipal parking space
- ▶ Progressive, but classy
- ▶ Walk of fame (B-Ville)
- ▶ Higher density, rather than spreading out
- ▶ Green space, refuge, integrated
- ▶ Progressive look
- ▶ Pedestrian oriented- lighting
- ▶ Window stores
- ▶ Benches, tables and chairs
- ▶ Copper awnings, offer protection for pedestrians
- ▶ Basements and balconies, residential/office
- ▶ Outside eating areas
- ▶ Hanging flower baskets, consistent
- ▶ Seasonal themes
- ▶ Banners, classy, subtle
- ▶ Known for something other than Wal-Mart
- ▶ Trail/walking path, tied to home office and downtown
- ▶ Trolley
- ▶ Incentive to preserve older homes/ buildings
- ▶ Historical marker on building- tour, brass with “date built”

Visions for Community

- ▶ Community, purchases homes
- ▶ Nostalgic movie theaters
- ▶ Entertainment- bowling leagues
- ▶ Major exercise facility
- ▶ Walking tour/connectivity/possibly historic
- ▶ Place for outdoor weddings, gazebo
- ▶ Relocate library to S. Main
- ▶ Maintain diversity with library setting
- ▶ Relocate county fair grounds, redevelopment of land/ specific plan
- ▶ Loft apartments above businesses, higher density
- ▶ Younger demographics
- ▶ Smaller civic arena for plays
- ▶ Tavern, liquor sales
- ▶ Library- Starbucks, exhibit area for artists
- ▶ Public spaces- park other than square, pocket parks, park benches, picnic area
- ▶ Livable area, family activities, skywalks, bicycle lane
- ▶ Living spaces, code enforcement, requirements for housing
- ▶ Need for residents around downtown/residential areas restored
- ▶ Safety, lighting for walking areas, bicycle police presence, throughout green space
- ▶ Adequate parking, parking garage, think beyond square, above or belowground, vertical
- ▶ Multi family housing
- ▶ Stakeholder commitments and common goal
- ▶ Streets, flow of traffic
- ▶ Encourage churches to open doors, invite outsiders
- ▶ Downtown becomes more than just the square
- ▶ Mix of affordability
- ▶ Enhance access to Compton gardens/advertise, both ends
- ▶ Longer hours for stores
- ▶ Grant program for housing around the Square, appeal to local foundations
- ▶ Keep city admin. Hall a part of Downtown County

Visions for Culture

- ▶ Nightlife/ sports bar, restaurants, coffee shops, music
- ▶ Children's art and workshops
- ▶ Mall
- ▶ Swap meet
- ▶ Farmers market expanded (time and days)
- ▶ Warehouse district, first floor community, above living space
- ▶ History, civil war brought out/square designated as historic district
- ▶ Courthouse, expand outside city
- ▶ Benton county museum
- ▶ Convenient toward elderly
- ▶ Specialty shops
- ▶ Ice-skating rink
- ▶ Wal-Mart- focus 1950 culture, malt shop
- ▶ Themed festivals- Apple festival, Harvest festival, folk art and culture festival, jazz festival, Sugar Creek Days (every two years), Art walk-successful
- ▶ Bandstand (street in front of courthouse)
- ▶ Amphitheater
- ▶ Gathering place
- ▶ Merry-go-round
- ▶ Arts (galleries and themed exhibits)/arts community
- ▶ Parades (Christmas, Halloween)
- ▶ County Fair
- ▶ Fourth of July
- ▶ Cultural festivals (diversity)/legacy of all cultures
- ▶ Civic/convention center, something like Walton Arts Center
- ▶ Dance lessons/ swimming lessons/genealogy, places in downtown
- ▶ Embracing yesterday's values
- ▶ Partner with Wal-Mart for a festival like Feather Fest in Springdale with Tyson
- ▶ Science center
- ▶ Aquarium
- ▶ Outdoor fireplace
- ▶ Swimming pool/ tennis courts (downtown residential)
- ▶ Celebrate "wins" for the community
- ▶ Cash drawing on the Square
- ▶ Ferris wheel on Square
- ▶ Ballroom
- ▶ Culinary institute
- ▶ Activity center in library
- ▶ Vendors (20% off at retail shops)
- ▶ Multi-use facility (outdoor amphitheatre/ice rink)
- ▶ Update holiday theme and host business competition for best holiday decorations
- ▶ Vendor fair, familiarity
- ▶ Theatre with stage for movies and plays
- ▶ Children's puppet show
- ▶ Community- all cities in Northwest Arkansas cooperate on calendar for events
- ▶ Spin-off of other festivals in Fayetteville
- ▶ First Saturday of month- Wal-Mart Saturday morning meetings, special guests perform
- ▶ Children's museum
- ▶ Professional teams/ skate/ bikes etc. brought in

Visions for Business

- ▶ 14,000 work in downtown area
- ▶ "Creative people" (graphics, coffee shops)
- ▶ Destination specialty shops and restaurants

- ▶ Capture market after 5:00
- ▶ Owner/operator businesses
- ▶ Not a vendor community (zoning)
- ▶ Service to community vs. service to Wal-Mart
- ▶ Educate consumers
- ▶ Dance club
- ▶ Target businesses to come in (recruit)
- ▶ Barnes and Noble type businesses downtown
- ▶ Use theatre to bring people in
- ▶ Profit driven anchor tenant
- ▶ Move parole office
- ▶ Radio station/TV
- ▶ Business events
- ▶ Alcohol based businesses
- ▶ Old-fashioned ice cream shop
- ▶ Grocery stores
- ▶ Professional district
- ▶ Convention center
- ▶ High-tech
- ▶ Child care
- ▶ Additional financial institutions
- ▶ Private mass transit
- ▶ Attract customers from Wal-Mart home office
- ▶ Convenience
- ▶ Mailing and shipping business
- ▶ 25-30 room hotel and day spa, luxury
- ▶ Focus on entertainment (theatre, restaurants)
- ▶ 200-300 people working downtown
- ▶ Parking (garage/lot) paid
- ▶ Mixed-use businesses
- ▶ Tax breaks and incentives for coming downtown
- ▶ Service businesses
- ▶ Upstairs office buildings
- ▶ Strategy to retain current businesses
- ▶ Pedestrian access
- ▶ Mixed types of businesses
- ▶ Attorneys
- ▶ Business limited by traffic
- ▶ Something for the vendors/exhibits from vendors
- ▶ Private dining club for vendors
- ▶ City hall on the Square (bring in business)
- ▶ Starbucks
- ▶ Kodak picture spot
- ▶ Bed and breakfast
- ▶ Laundromat/ dry cleaner
- ▶ Ask for real estate development help from Wal-Mart
- ▶ Supper club (dining, dancing, drinking)
- ▶ Educate businesses about the good in doing business downtown
- ▶ Keep focus on infrastructure, crucial to business
- ▶ Connect businesses with employees
- ▶ Campaign to bring in workers

Visions for getting the word out:

- ▶ Co-branding with Rogers/Bentonville hotels, beaver lake, golfing
- ▶ Insert in “great vacations” to continue (effective)
- ▶ Cable television commercials

- ▶ Co-brand with Branson to attract traffic
- ▶ Get more bus stops on tours
- ▶ Create Sturgis-like annual event
- ▶ Chamber letter to all members
- ▶ Add notice to utility bills, stand out from normal letterhead
- ▶ Special interest article in paper
- ▶ Wrapper ad around paper
- ▶ Cityscapes article
- ▶ Branson style pamphlets to other areas
- ▶ Community info fair (booth at job fair and Benton County fair)
- ▶ Activities tied into schools, i.e. drafting /art class competition
- ▶ Welcome wagon, info packet includes vision info
- ▶ Share it with media people
- ▶ Advertising, TV/ magazines
- ▶ City newsletter
- ▶ Convention for developers, subsidizing growth
- ▶ High-rises, change policy, then share
- ▶ Talk to NWA home builders association
- ▶ Chamber note to developers that the land is available
- ▶ Answer-by-phone session
- ▶ July 4 publicity, craft fairs
- ▶ Promoting through Wal-Mart vendor supply to get them to invest into infrastructure, earns points with Wal-Mart, provides services for their kids
- ▶ Fazzoli's Tuesday nights, coloring and crafts
- ▶ Create toy fair to attract wide range of visitors (crafts, coloring, toys)
- ▶ Create a character that represents town (historic figure does all ads, signs)
- ▶ Signs like black apple house, printable tour booklet
- ▶ Big spotlight into sky
- ▶ Bring existing events to downtown for negligible cost (ride the coattails)
- ▶ Be a part of a cooperative region- coordinate, don't compete, "always an event within 20 miles" (like Branson does, every weekend)
- ▶ Connect with other communities learn best practices, i.e. Little Rock and San Antonio River walk, Tasting Fair- Greek/Mexican/South food tasting)
- ▶ Food fund raiser (Local restaurants and individuals, booths set up)
- ▶ Stamping in sidewalks
- ▶ Connect Bentonville with Ozarks
- ▶ Replicate some Dixon Street characteristics- capitalize on Wal-Mart employees, vendors to frequent it, small signature, trade magazines, local ads
- ▶ Get Oprah to come to Bentonville
- ▶ Where in the world is Matt Lauer stop
- ▶ Draw visitors to square from hotels
- ▶ NWA business expo
- ▶ Get a semi-pro team, NASCAR stop
- ▶ Target affluent females, 30-50 (they plan travel)
- ▶ Vision under Plexiglas posted up
- ▶ Banks- include info when opening accounts
- ▶ Find list of businesses on periphery (Rogers, Springdale too, like Frisco days)
- ▶ Centerton (other county locations)
- ▶ Community college- get classes involved
- ▶ Radio spots- Bentonville talk radio, weekly 10-minute focus on Bentonville vision, and interview award winners on air
- ▶ Ark. Econ. Dev. Commission quilting
- ▶ AETN special/networks, publicity outside NWA
- ▶ Churches in circle
- ▶ ½ hour program introducing city like in Savannah, GA
- ▶ Brochures at retail stores

- ▶ Consistent brand/logo for project
- ▶ Specific info channel in local hotels
- ▶ Awards program for contributing organizations (boy scouts, business, etc.)
- ▶ Gateway signage- telling, “You are now entering...”
- ▶ Wal-Mart visitor center give directions to downtown Bentonville
- ▶ Chamber ambassadors
- ▶ Gigantic electronic board on I-540
- ▶ Signing to catch attention, like tiger paws by stadium (dollar signs?)
- ▶ Themed signage
- ▶ Advertise more than Five & Dime
- ▶ Share fun village atmosphere good for kids
- ▶ Attract day-trippers (like Eureka Springs)
- ▶ Advertise Peel House
- ▶ National advertising (cost?- Targeted) Southern Living Magazine
- ▶ Wonderful city websites
- ▶ Neighborhood associations, meet justice of peace, councilmen, know on doors, personal touch
- ▶ Word of mouth, sharing excitement of “Craft Fair,” etc.
- ▶ Festivals- advertising successes
- ▶ National Civil War re-enactment crowd to Pea Ridge
- ▶ Connect at retail conventions
- ▶ Advertise road count data, keep helping site consultants
- ▶ Internal marketing to visitors to Wal-Mart, airport manned desk
- ▶ Develop partnerships with companies
- ▶ Advertise in vendor publications
- ▶ Connect retail hub to Square Hub (trolley? Sidewalk, signing)
- ▶ Clear gateways signifying specific city areas
- ▶ Who comes to Bentonville? What do vendors/tourists look at? (Joplin, Fort Smith, Springfield)
- ▶ Tell about shopping and restaurants
- ▶ Busy vendors are not in touring mode
- ▶ Have collectible souvenir from Bentonville (i.e. Hard Rock Café)
- ▶ Create reasons to be here Friday to Sunday
- ▶ A & P committed to promoting weekend activities
- ▶ Stick with traditional ad methods
- ▶ Define target clientele depending on time of day
- ▶ Emphasizing church bells, ice rink
- ▶ Saturday morning meeting, ask WMT to expand on idea of restoration of downtown, get feedback from the audience
- ▶ Railway for kids
- ▶ More signing for directing the interested tourist to WMT visitor center
- ▶ Info packets like city of Norman, OK (very successful) direct mail
- ▶ Communicate to school children in area
- ▶ Showcase at Bentonville expo
- ▶ Oklahoma municipal league as example- showcase there too
- ▶ Signage in every Wal-Mart about Bentonville (or brochure)
- ▶ Let new arrivals know what is available, WMT, local realty offices
- ▶ Connect with headhunters
- ▶ Small tour bus/trolley
- ▶ Share what's here with current residents
- ▶ Co-brand with other local cities/attractions
- ▶ Use local motels as communication point for visitors (plant seeds)
- ▶ Capitalize on what's happening- consistent message on websites/newsletters, digital material that can't be instantly updated
- ▶ Buy tagline words for web search engines
- ▶ Beautified downtown will speak for itself
- ▶ Make sure all “spoke streets” off Square Hub are beautiful
- ▶ Airport signage and pamphlets at baggage claim (XNA, Springfield, Joplin)

- ▶ Volunteers at airport to answer questions
- ▶ Good signage coming from airport
- ▶ Design around Promenade Mall
- ▶ Advertising as group of businesses
- ▶ Better street signage, i.e. clarity of "A" street
- ▶ Signage on I-540 advertising downtown historic Bentonville –restaurants, WMT visitors center
- ▶ "Small-town" atmosphere with large-town convenience
- ▶ Avoid controversial signage, but catches attention
- ▶ Sign (like mall store finder) on Square, listing businesses
- ▶ Sell image as brand "Dixon Street"
- ▶ Pull together what downtown Bentonville means

Visions that Engage and Excite

History:

- ▶ City Museum
- ▶ Stage coach
- ▶ Trail of Tears
- ▶ Heritage Trail plan
- ▶ Civil War
- ▶ Buildings historical/ register
- ▶ Map of them
- ▶ Visitors center

Special events to bring people in:

- ▶ Parades (Christmas, homecoming, 4th of July),
- ▶ fairgrounds/school/buildings
- ▶ Saturday market
- ▶ Ice rink
- ▶ Special events for children
- ▶ Other events
- ▶ Color/pageantry
- ▶ Art fair
- ▶ Singer's downtown

Everyday:

- ▶ Eateries
- ▶ No traffic
- ▶ Specialty shops because we can't get the shopping
- ▶ Courthouse and Wal-Mart/leverage on uniqueness
- ▶ State: how many work within a mile?, age groups- interest, world's largest company
- ▶ Ozark beauty
- ▶ Beaver Lake
- ▶ Change everything to feel that now you are in a different and unique place: roads, signs, median with trees, lighting
- ▶ Street entrances into downtown are different
- ▶ Flags of different countries, states
- ▶ Trail from Wal-Mart to downtown international walkway/Avenue of the Nations
- ▶ Raising families
- ▶ More signs in every main entrance: "Welcome to Bentonville, USA"
- ▶ quality schools, safe place, 4 great seasons
- ▶ The impression of Bentonville is different in good way
- ▶ Each city area has different identity, name each section (flag, street lights and signs)
- ▶ Old kind of town- walk home for lunch
- ▶ County seat, City Hall
- ▶ ERA's- timeline
- ▶ Wheel (hub is square, spokes are different eras)
- ▶ 8-8-08 anniversary

- ▶ Senator/Governor Berry
- ▶ Statue on the Square
- ▶ Hill country Ozarks, Folk culture, music, Vance Randolph
- ▶ Albert E. Brumley
- ▶ Home of Wal-Mart (Retail capital of the World)
- ▶ Vacation- capitol
- ▶ Apples- capitol
- ▶ Norman Rockwell feel
- ▶ ERA's, arts and crafts, balloon fest
- ▶ Tie Square with G.O.
- ▶ Wal-Mart tours/museum type experience, retail research
- ▶ 8th Street tree planting corridors
- ▶ Flags from Wal-Mart countries
- ▶ International hometown/11 countries live in Bentonville
- ▶ Bulletin board with company logo
- ▶ Travel suitcase
- ▶ Wal-Mart historical period that has really made Bentonville (1950's, 1970's and 1980's)
- ▶ Don't rely too much on Wal-Mart

Phrases:

- ▶ Come and stay
- ▶ Attractive and appealing
- ▶ Wal-Mart attracts the first time, Bentonville makes people stay
- ▶ Bentonville is the name brand town
- ▶ Opportunities/diversity/growth
- ▶ Bentonville: The American Dream
- ▶ The biggest small town (future)
- ▶ Where ideas become reality
- ▶ Historical look, contemporary feel
- ▶ It's a place for everybody
- ▶ Promoting excellence
- ▶ Sophisticated yet simple
- ▶ Preserve the past, reach for the future
- ▶ Heart of Americana vs. Global Community
- ▶ Cross section of the world, the world comes here
- ▶ Across the centuries, across the decades
- ▶ International yet neighborly
- ▶ Where we are and where we've been
- ▶ Hometown for the world
- ▶ Ethical, energetic, unique

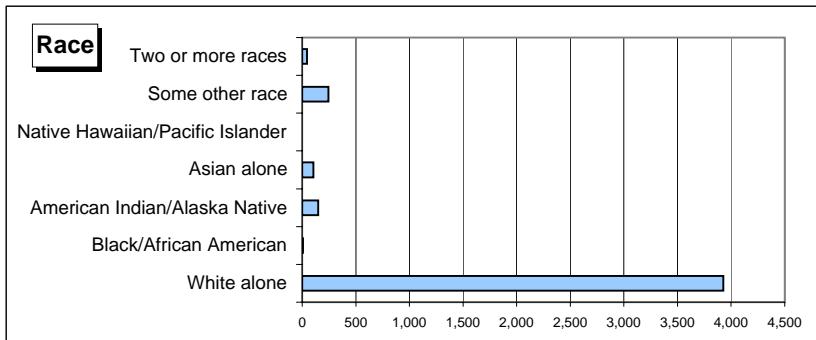
Values:

- ▶ Collaboration
- ▶ Professionalism
- ▶ Involvement
- ▶ Community Integrity
- ▶ Family
- ▶ Community
- ▶ Heritage
- ▶ Diversity

Appendix B
Downtown Demographics - Block Group Level
U.S. Census Bureau, 2000 Census

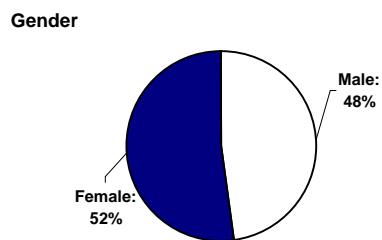
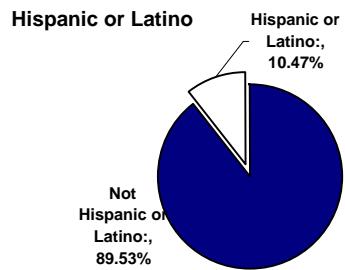
Total Population		Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	General Downtown Area Total	Bentonville	Downtown as % of Total
Total		1,232	1,830	1,417	4,479	19,730	23%

Race		Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total:		1,232	1,830	1,417	4,479	100%	19,730	100%
White alone		1,065	1,626	1,236	3,927	87.68%	17939	90.92%
Black/African American		7	0	0	7	0.16%	174	0.88%
American Indian/Alaska Native		81	16	53	150	3.35%	262	1.33%
Asian alone		42	45	18	105	2.34%	473	2.40%
Native Hawaiian/Pacific Islander		0	0	0	0	0.00%	7	0.04%
Some other race		17	137	90	244	5.45%	528	2.68%
Two or more races		20	6	20	46	1.03%	347	1.76%



Hispanic or Latino							
	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total:	1,232	1,830	1,417	4,479	100%	19,730	100%
Not Hispanic or Latino:	1,161	1,579	1,270	4,010	89.53%	18,532	93.93%
Hispanic or Latino:	71	251	147	469	10.47%	1198	6.07%

Gender							
	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total:	1,232	1,830	1,417	4,479	100%	19,730	100%
Male:	570	856	712	2,138	47.73%	9,540	48.35%
Female:	662	974	705	2,341	52.27%	10,190	51.65%



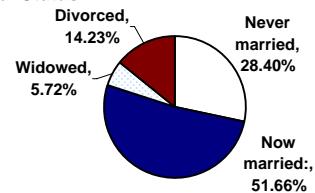
Own Children Under 18 years of age

	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total Population with Children Under 18:	277	443	392	1112	100.00%	5,411	100%
In married-couple families:	230	240	276	746	67.09%	4,013	74.16%
Ages 0-11	185	163	190	538	48.38%	2,865	52.95%
Ages 12-17	45	77	86	208	18.71%	1148	21.22%
In other families:	47	203	116	366	32.91%	1,398	25.84%
Male householder, no wife present:	11	18	82	111	9.98%	281	5.19%
Ages 0-11	0	9	40	49	4.41%	148	2.74%
Ages 12-17	11	9	42	62	5.58%	133	2.46%
Female householder, no husband present:	36	185	34	255	22.93%	1,117	20.64%
Ages 0-11	32	109	12	153	13.76%	806	14.90%
Ages 12-17	4	76	22	102	9.17%	311	5.75%

Marital Status - over age 15

	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total Population Over Age 15:	927	1,425	1,092	3444	100.00%	14,794	100%
Never married	192	455	331	978	28.40%	3222	21.78%
Now married:	531	673	575	1779	51.66%	9068	61.30%
Widowed	55	67	75	197	5.72%	736	4.97%
Divorced	149	230	111	490	14.23%	1768	11.95%

Marital Status



Employment Ages 16 and Over

	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total:	913	1,415	1,065	3393	100.00%	14488	100%
In labor force:	590	1077	747	2414	71.15%	10241	70.69%
In Armed Forces	0	9	0	9	0.27%	13	0.09%
Civilian:	590	1068	747	2405	70.88%	10228	70.60%
Employed	565	986	729	2280	67.20%	9861	68.06%
Unemployed	25	82	18	125	3.68%	367	2.53%
Not in labor force	323	338	318	979	28.85%	4247	29.31%

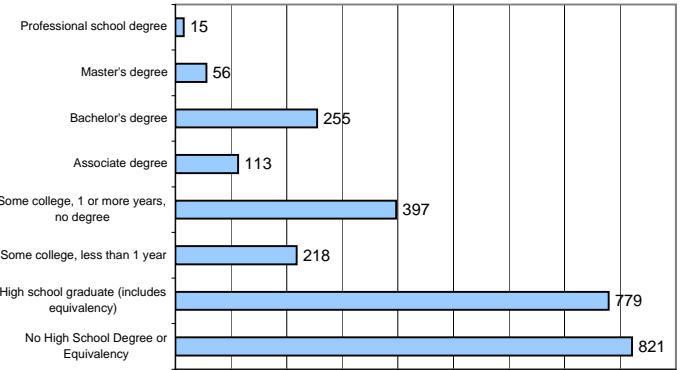
Means of Transportation to Work

	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total Workers 16 Years and Over:	559	987	713	2259	100.00%	9,762	100%
Car, truck, or van:	503	912	632	2047	90.62%	9,225	94.50%
Drove alone	449	809	481	1739	76.98%	8,100	82.97%
Carpooled	54	103	151	308	13.63%	1,125	11.52%
Public transportation:	0	0	0	0	0.00%	16	0.16%
Motorcycle	0	0	0	0	0.00%	0	0.00%
Bicycle	12	0	0	12	0.53%	12	0.12%
Walked	22	29	49	100	4.43%	212	2.17%
Other means	10	0	20	30	1.33%	68	0.70%
Worked at home	12	46	12	70	3.10%	229	2.35%

Education Completed - Population Age 25 and Over

	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total Population Age 25 and Over:	809	1,006	839	2654	100.00%	11,853	100%
No High School Degree or Equivalency	262	297	262	821	30.93%	1952	16.47%
High school graduate (includes equivalency)	265	306	208	779	29.35%	3401	28.69%
Some college, less than 1 year	58	76	84	218	8.21%	927	7.82%
Some college, 1 or more years, no degree	103	169	125	397	14.96%	1922	16.22%
Associate degree	9	55	49	113	4.26%	554	4.67%
Bachelor's degree	88	98	69	255	9.61%	2344	19.78%
Master's degree	18	5	33	56	2.11%	519	4.38%
Professional school degree	6	0	9	15	0.57%	177	1.49%
Doctorate degree	0	0	0	0	0.00%	57	0.48%

Education Completed



Median household income in 1999

	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Average		Bentonville	
Median household income in 1999	28,920	30,785	33,164	\$30,956		\$39,936	

Public Assistance Income

	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total Households:	441	709	557	1707	100.00%	7468	100%
With public assistance income	38	62	12	112	6.56%	210	2.81%
No public assistance income	403	647	545	1595	93.44%	7258	97.19%

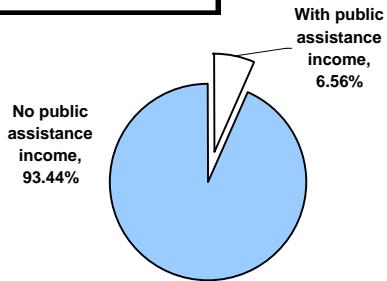
Retirement Income

	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total Households:	441	709	557	1707	100.00%	7468	100%
With retirement income	38	39	32	109	6.39%	621	8.32%
No retirement income	403	670	525	1598	93.61%	6847	91.68%

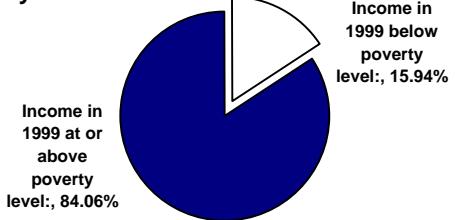
Poverty Status

	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	Downtown as % of Total
Total:	1,127	1,830	1,417	4,374	100%	19,344	100%
Income in 1999 below poverty level:	215	325	157	697	15.94%	1992	10.30%
Income in 1999 at or above poverty level:	912	1,505	1,260	3,677	84.06%	17352	89.70%

Public Assistance Income



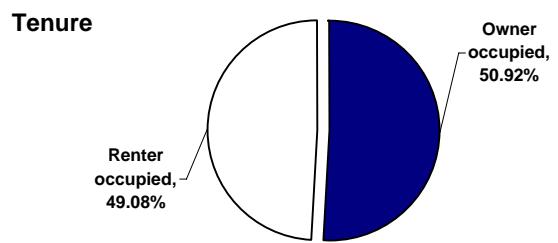
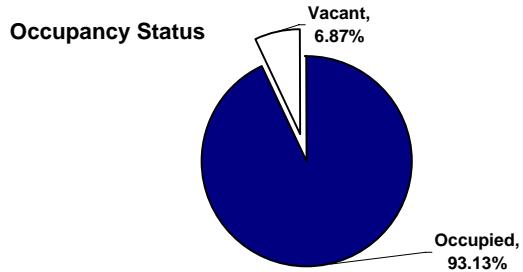
Poverty Status



	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total		Bentonville	Downtown as % of Total
Total Housing Units	486	741	637	1864		7924	24%

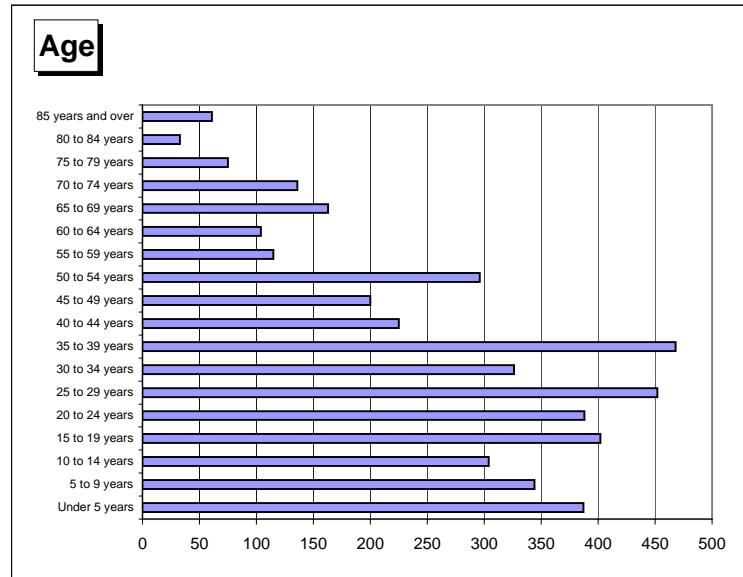
	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total:	486	741	637	1864	100.00%	7924	100%
Occupied	450	698	588	1736	93.13%	7458	94.12%
Vacant	36	43	49	128	6.87%	466	5.88%

	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total:	450	698	588	1736	100.00%	7458	100%
Owner occupied	255	329	300	884	50.92%	4661	62.50%
Renter occupied	195	369	288	852	49.08%	2797	37.50%



Year Structure Built							
	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total:	486	741	637	1864	100.00%	7948	100%
Built 1999 to March 2000	9	17	16	42	2.25%	506	6.37%
Built 1995 to 1998	40	87	74	201	10.78%	2158	27.15%
Built 1990 to 1994	59	40	71	170	9.12%	917	11.54%
Built 1980 to 1989	56	184	51	291	15.61%	1138	14.32%
Built 1970 to 1979	103	240	154	497	26.66%	1565	19.69%
Built 1960 to 1969	27	72	62	161	8.64%	527	6.63%
Built 1940 to 1959	107	67	130	304	16.31%	736	9.26%
Built 1939 or earlier	85	34	79	198	10.62%	401	5.05%
Median year structure built	1972	1978	1973				

AGE	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total:	1232	1830	1417	4479	100%	19752	100%
Under 5 years	127	168	92	387	8.64%	1678	8.50%
5 to 9 years	107	109	128	344	7.68%	1794	9.08%
10 to 14 years	71	128	105	304	6.79%	1486	7.52%
15 to 19 years	58	203	141	402	8.98%	1483	7.51%
20 to 24 years	60	216	112	388	8.66%	1458	7.38%
25 to 29 years	141	195	116	452	10.09%	1740	8.81%
30 to 34 years	106	106	114	326	7.28%	1652	8.36%
35 to 39 years	118	189	161	468	10.45%	1760	8.91%
40 to 44 years	31	117	77	225	5.02%	1467	7.43%
45 to 49 years	48	83	69	200	4.47%	1264	6.40%
50 to 54 years	102	90	104	296	6.61%	1030	5.21%
55 to 59 years	38	29	48	115	2.57%	698	3.53%
60 to 64 years	30	40	34	104	2.32%	580	2.94%
65 to 69 years	47	71	45	163	3.64%	589	2.98%
70 to 74 years	63	33	40	136	3.04%	360	1.82%
75 to 79 years	15	41	19	75	1.67%	253	1.28%
80 to 84 years	21	0	12	33	0.74%	256	1.30%
85 years and over	49	12	0	61	1.36%	204	1.03%



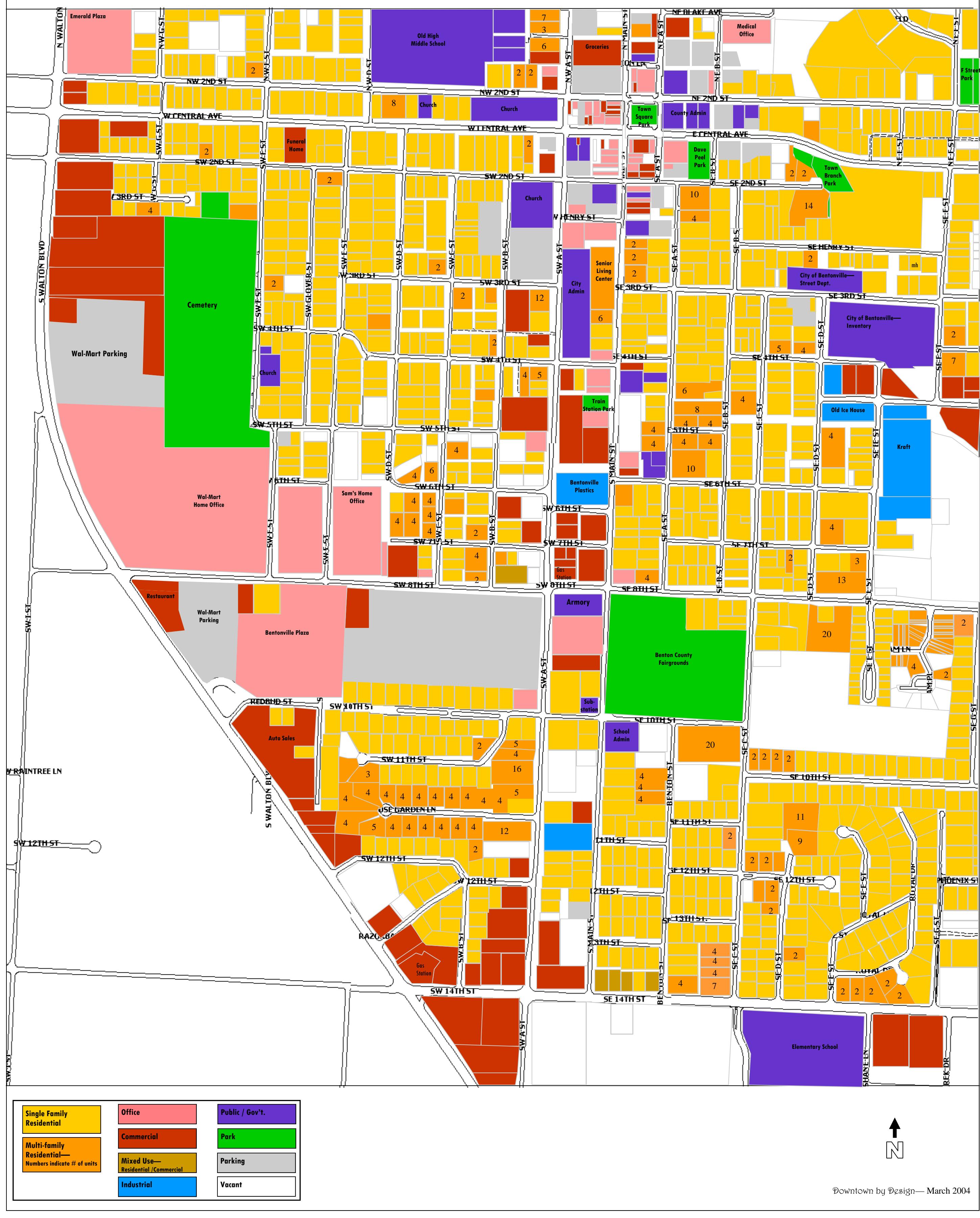
Units in Structure							
	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total:	486	741	637	1,864	100%	7948	100%
1, detached	371	351	464	1,186	63.63%	5819	73.21%
1, attached	6	43	0	49	2.63%	223	2.81%
2	27	130	38	195	10.46%	523	6.58%
3 or 4	69	189	112	370	19.85%	582	7.32%
5 to 9	13	19	9	41	2.20%	254	3.20%
10 or more	0	0	14	14	0.75%	490	6.17%
Mobile home	0	9	0	9	0.48%	57	0.72%

Value of Owner Occupied Units							
	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total:	240	294	274	808	100%	4,438	100%
Less than \$50,000	40	78	65	183	22.65%	320	7.21%
\$50,000 to \$99,999	163	204	185	552	68.32%	185	4.17%
\$100,000 to \$124,999	11	0	0	11	1.36%	406	9.15%
\$125,000 to \$149,999	15	12	18	45	5.57%	425	9.58%
\$150,000 to \$174,999	0	0	0	0	0.00%	206	4.64%
\$175,000 to \$199,999	11	0	6	17	2.10%	167	3.76%
\$200,000 to \$249,999	0	0	0	0	0.00%	220	4.96%
\$250,000 to \$299,999	0	0	0	0	0.00%	100	2.25%
\$300,000 or more	0	0	0	0	0.00%	283	6.38%

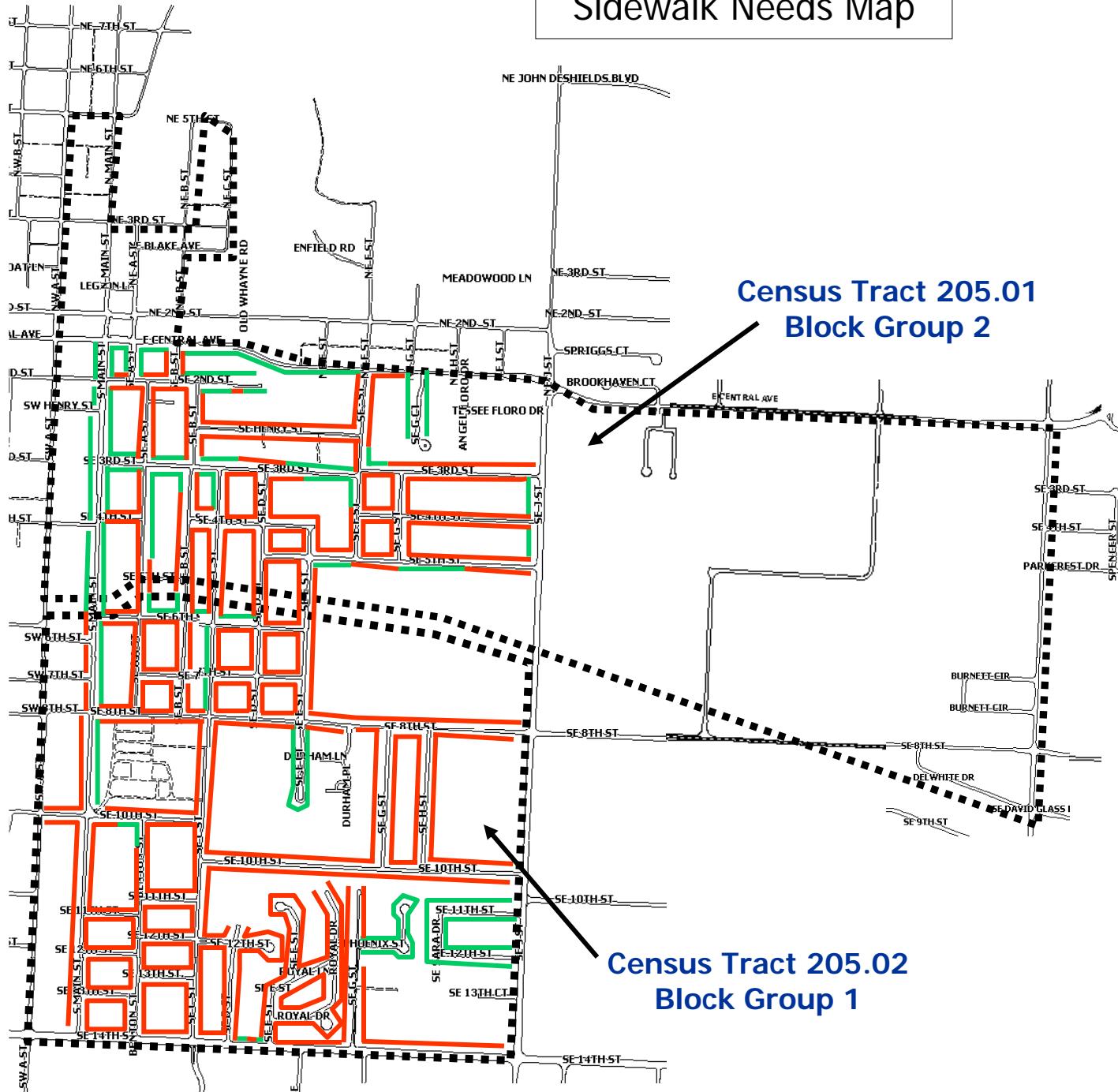
Gross Rent							
	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total:	195	369	288	852	100%	2,773	100%
With cash rent:	188	360	273	821	96.36%	2,693	97.12%
Less than \$200	6	21	0	27	3.17%	55	1.98%
\$200 to \$299	0	7	10	17	2.00%	46	1.66%
\$300 to \$399	18	74	58	150	17.61%	371	13.38%
\$400 to \$499	32	100	28	160	18.78%	566	20.41%
\$500 to \$599	51	97	95	243	28.52%	645	23.26%
\$600 to \$699	45	38	35	118	13.85%	414	14.93%
\$700 to \$799	22	7	31	60	7.04%	320	11.54%
\$800 to \$899	7	9	0	16	1.88%	108	3.89%
\$900 to \$999	0	0	10	10	1.17%	59	2.13%
\$1,000 or more	7	7	6	20	2.35%	109	3.93%
No cash rent	7	9	15	31	3.64%	80	2.88%

Language							
	Tract 205.01, Blk Grp 2	Tract 205.02, Blk Grp 1	Tract 206.02, Blk Grp 1	Downtown Area Total	% of Total	Bentonville	% of Total
Total:	441	709	557	1707	100%	7,468	100%
English	389	600	505	1494	87.52%	6,652	89.07%
Spanish:	23	77	46	146	8.55%	447	5.99%
Linguistically isolated	0	0	10	10	0.59%	25	0.33%
Not linguistically isolated	23	77	36	136	7.97%	422	5.65%
Other Indo-European languages:	11	19	0	30	1.76%	161	2.16%
Linguistically isolated	0	0	0	0	0.00%	0	0.00%
Not linguistically isolated	11	19	0	30	1.76%	161	2.16%
Asian and Pacific Island languages:	18	13	6	37	2.17%	196	2.62%
Linguistically isolated	11	13	6	30	1.76%	72	0.96%
Not linguistically isolated	7	0	0	7	0.41%	124	1.66%
Other languages:	0	0	0	0	0.00%	12	0.16%
Linguistically isolated	0	0	0	0	0.00%	0	0.00%
Not linguistically isolated	0	0	0	0	0.00%	12	0.16%

Current Land Use Downtown Study Area March, 2004



**CDBG Target Areas
Sidewalk Needs Map**



Sidewalk
 No Sidewalk

Appendix E

SWOT Analysis

Combined from Six Committees

STRENGTHS

Circulation

- Good pedestrian orientation around the square, zero lot lines, canyon feel, sense of closure
- Multiple entries
- Schools and being able to walk to them
- Core of churches – may need to look into sharing parking

Economic

- Courthouse / County Seat
- Core businesses
- Visitor's Center – 80,000 visitors annually
- Bank
- Square
- Offices and commercial
- Grocery store
- Shareholder's week
- Chamber of Commerce
- Main Street
- Personal services and retail
- City government
- Development activity around 8th & A – two new brick buildings, Bentonville Plaza
- Location – backyard to the largest company in the world
- Area is becoming more multi-cultural
- Location in regards to the nation's population
- The city's location is along a great corridor
- Fortune 500 companies with representation in Bentonville
- Financial resources
- Low unemployment
- Skilled work force
- NWACC
- Mixed use environment
- Main Street Program with a strong director and leadership
- Population center
- Geographically central location

- Good mix of age groups
- Chamber and A & P Commission being located downtown
- Affordability of housing – cheaper than some lots in town

Image and Identity

- Community support – people to attend festivals
- Nostalgia – marriage proposals
- Place to gather
- Square
- Safety
- Fountain
- Historical value
- Statue – commitment to something they believe in, part of heritage and culture, conversational topic, dedicated to honor those who died
- Central with its redbud trees, flags and creates a pathway to downtown
- Area is becoming more multi-cultural
- Laid back and friendly
- Clean
- Mixed use environment
- Core of churches – may need to look into sharing parking
- Geographically central location
- Good mix of age groups
- Chamber and A & P Commission being located downtown
- Affordability of housing – cheaper than some lots in town
- Home town atmosphere
- The downtown does already have destinations, both pedestrian and vehicles, including the park on the east side, the terminus of the trail, the square, Compton Gardens, churches, schools and county facilities.

Future Development

- Development activities are exempt from impact fees
- Two historic districts in the downtown
- Grocery store
- Offices and commercial
- Courthouse / County Seat
- Core businesses
- Visitor's Center – 80,000 visitors annually
- Bank
- Library – 60,000 visitors annually, seniors during the day, Wal-mart associates over lunch, children after school, workers after five, and families and students after 6
- Personal services and retail
- City government
- Studio 412
- Development activity around 8th & A – two new brick buildings, Bentonville Plaza

- Location – backyard to the largest company in the world
- Location in regards to the nation's population
- The city's location is along a great corridor
- Fortune 500 companies with representation in Bentonville
- Square that wasn't there five years ago
- Existing developers that are setting examples of good development
- Opportunity to grow away from the core
- Compton Gardens north of town
- Population center
- Good mix of age groups
- Demonstrated commitment to stay from the churches and government
- Area is growing and is an opportunity for rehabilitation and restoration which doesn't happen in a dying community
- Affordability of housing – cheaper than some lots in town

Architecture & Streetscape

- Two historic districts in the downtown
- Square
- Architecture – older, character, no strip malls
- Fountain
- Historical value
- Statue – commitment to something they believe in, part of heritage and culture, conversational topic, dedicated to honor those who died
- Central with its redbud trees, flags and creates a pathway to downtown
- Bentonville School Districts
- Square that wasn't there five years ago
- Historical facades – there is something to work with
- Aesthetically pleasing streetscape in certain areas

WEAKNESSES

Circulation & Linkages

- Difficult access from the east and west
- Bottlenecks during the rush hours – especially A & Central
- Noticeable entrances and gateways needed at 14th and Main, 14th and A, Central, 8th
- Not taking advantage of the 11,000 people working at the Wal-Mart General Office – problems could be lack of transportation and workers don't want to lose their parking space – may need to consider a trolley service
- Focus on A or Main to develop first as a main thoroughfare – transportation entry point
- Traffic around the square at 8 a.m. and 3 p.m.
- Lack of pedestrian activity – needs to be walkable
- Parking – convenience, need something to look at while traveling between parking space and businesses
- Lack of sidewalks outside of square
- Redbuds have torn up the sidewalks
- Width of right of way for parking and landscaping (some debate on this point)
- Accessibility
- Square is an island – it is nice when one street is closed off – some of which will improve with the second phase of the square renovation project
- No true entryway with directional signage
- No trolley or light rail to move people and bring them downtown and encourage development along those lines

Architecture & Streetscape

- Inconsistency of appearance – lack of desire of property owners to keep up properties
- Lack of consistent signage
- Lack of consistent landscaping
- Noticeable entrances and gateways needed at 14th and Main, 14th and A, Central, 8th
- Need core items to build from – i.e. The Plaza in Kansas City was built around two features – architecture and fountains
- Focus on A or Main to develop first as a main thoroughfare – transportation entry point
- SW A Street – the condition and use of the properties
- Lack of good lighting – especially pedestrian level (see Hot Springs)
- Width of right of way for parking and landscaping (some debate on this point)
- Lack of code enforcement
- Visual appearance of storm drainage – lack of effective city-wide drainage plan
- Lack of street front buildings along entrance corridors – not pedestrian oriented
- Parks could be enhanced – maybe more pocket parks
- Lack of consistency in site development
- Lack of small gathering places – courtyards, niches
- Need a duplication of Central at the other entrances to the square
- No controls over appearance, but it needs to remain flexible so it doesn't become monotonous

- Unattractive appearance leading into downtown, except W. Central

Economic

- No restaurants or bars in the evening – lack of night life
- Variety of businesses is hodge-podge – not planned
- Not very unique – need a strategy that is unique to the area – a niche market
- Not taking advantage of the 11,000 people working at the Wal-Mart General Office – problems could be lack of transportation and workers don't want to lose their parking space – may need to consider a trolley service
- Dry county status perceived to be a deterrent to restaurants locating in Bentonville.
- Limited retail
- Lack of incentives for new businesses and to help existing businesses
- Monday and weekend business is slow
- Dead after 5:30 – need after-hours gathering place
- Churches as a weakness that restaurants can't locate – however, there is no minimum separation requirement in city code or state law - associated costs may be higher, but the ability is there
- Lack of specialty shops

Future Development

- No restaurants or bars in the evening – lack of night life
- Lack of loft apartments and urban-type housing
- Variety of businesses is hodge-podge – not planned
- Not taking advantage of the 11,000 people working at the Wal-Mart General Office – problems could be lack of transportation and workers don't want to lose their parking space – may need to consider a trolley service
- Growth and trying to keep up with it
- No hotels or facilities for trade shows
- Uninhabitable places
- Parks could be enhanced – maybe more pocket parks
- Lack of consistency in site development
- Lack of small gathering places – courtyards, niches
- Residential areas have not undergone redevelopment
- The fact the development in this area is exempt from impact fees is not promoted enough
- Thoughtless revitalization – need long term investments as opposed to making a quick profit
- Lack of variety of housing styles
- Fairgrounds

Infrastructure

- Infrastructure needs enhancement
- Overhead utilities
- Water/ sewer needs to be upgraded
- Stormwater drainage

- Lack of curb and gutter, mostly ditches
- Growth and trying to keep up with it
- Visual appearance of storm drainage – lack of effective city-wide drainage plan
- May need to upsize water and sewer lines to accommodate future development

Image & Identity

- Lack of image – need a consistent marketing plan
- Lack of overall plan
- SW A Street – the condition and use of the properties
- No true destination or gathering place
- No arts/sciences
- Lack of code enforcement
- Awareness of where downtown is
- Not promoting downtown businesses enough, such as through radio or television
- Not truly a destination

OPPORTUNITIES

Architecture & Streetscape

- Accent the positive and be complimentary to existing development/businesses
- Lack of control of codes – may need to get some established
- Create a visual signage plan to unify downtown

Future Development

- Accent the positive and be complimentary to existing development/businesses
- A restaurant or two to open up evening activity
- Perfect timing because people are getting tired of traveling to Fayetteville or even Scottsdale to go out to eat
- Turn Massey building back into a hotel when the library moves out
- New library will serve as a gathering place and will have film festivals, book festivals
- CDBG Funds
- Additional residential and providing a variety of housing types
- Fairgrounds – too small for its needs but is a great opportunity
- Opportunity for affordable housing
- Exempt from impact fees
- Corporations – need to put projects in front of them for fundraising efforts
- Municipal building planned to be downtown – they need to promote good civic architecture and design should not be an afterthought
- Library is committed to staying downtown
- Rogers has looked into abating property taxes and has approached the county and we will need to see what happens
- TIF Districts
- Look into historic preservation money available
- Continue to provide affordable housing – the market may take care of it, but the city may want to consider some regulation to maintain affordable housing in this area in order to maintain a diverse income - do not want to push affordable housing out away from the services - some of these efforts may be addressed with CDBG funds
- Create a pool of funds for low-interest loans for housing rehabilitation
- Rebuild Together is a good tool that could be used to help maintain affordable housing.

Economic

- Accent the positive and be complimentary to existing development/businesses
- A restaurant or two to open up evening activity
- Regional tourism opportunity with the Civil War activities and events
- Weekend trade shows
- Perfect timing because people are getting tired of traveling to Fayetteville or even Scottsdale to go out to eat
- Mixture of businesses – not all offices
- CDBG Funds

- Corporations – need to put projects in front of them for fundraising efforts
- Square Roots program offered by the Chamber which uses a consortium of banks to offer low interest loans for start-up capital or renovation for businesses in the downtown area – helps new businesses organize themselves with a business plan and uses SBA guidelines for those plans
- Promote success stories of downtown businesses

Circulation & Linkages

- Let visitors know that the square and downtown is here
- Trolley system
- Completing the connection with the General Office and making it easier for employees to access downtown
- Compton Gardens to the north of downtown
- Parking available for nighttime activities
- Link to trail system
- No transit hub – not connected
- 8th Street widening to three lanes, currently in front of the GO and planned for 2006 or 2007 from A on over to Moberly

Image & Identity

- Let visitors know that the square and downtown is here
- Expand culture, fine arts and public arts
- Need activity to bring people downtown on a continuous basis
- Link the statue with the Pea Ridge Battlefield
- Regional tourism opportunity with the Civil War activities and events
- Famous outlaws
- Culture – families, small town atmosphere that needs to be retained
- Downtown has a character that Scottsdale doesn't
- Old homes and trees
- Compton Gardens to the north of downtown
- Communication to travelers about what's going on downtown – need a better medium for promotion and communication
- Enhanced code enforcement
- Corporations – need to put projects in front of them for fundraising efforts
- Promote downtown lights and expand on holiday displays – possibly using an improvement district for property owners to contribute to the holiday displays
- Look into tourism money available from the state
- Need to promote Harp's as a full service grocery

THREATS

Future Development

- Residential redevelopment could squeeze out affordable housing - need to ensure that it maintains a mixed-income status
- I-540 corridor
- Developers gobbling up large portions of land
- Lack of planned development
- Renovation vs. new construction and the cost of renovation because of the age of buildings
- Degeneration of surrounding residential areas
- Lack of incentive program
- Pace of development
- No incentives for rehabilitation of existing housing stock – there are some historic preservation incentives for commercial buildings available at the federal level
- Need some land planning for linkage to Moberly from A along 8th St.
- Need to be able to look into the future

Architecture and Streetscape

- How high is too high for structures – need to determine the optimal height
- Renovation vs. new construction and the cost of renovation because of the age of buildings
- Protect the square – legal protection
- Lack of design

Image & Identity

- Degeneration of surrounding residential areas
- Losing small town character
- Short term thinking
- Not clearly defining the vision and not presenting it
- Resistance to change
- Potential challenge of decisions made throughout this process

Economic

- Lack of incentive program
- Boundaries of redevelopment district may be too small
- The County offices relocated which comes up every few years
- School district administration offices possibly relocating
- Competition with newer strip malls along Walton and other major transportation corridors

Circulation & Linkages

- Need connections to the commercial traffic
- Traffic – specifically through-traffic

- Parking continues to be an issue and we need to consider the type of development and how that will impact the need for parking - more pedestrian activities and residential uses would help decrease some of the parking issues

Downtown Redevelopment District

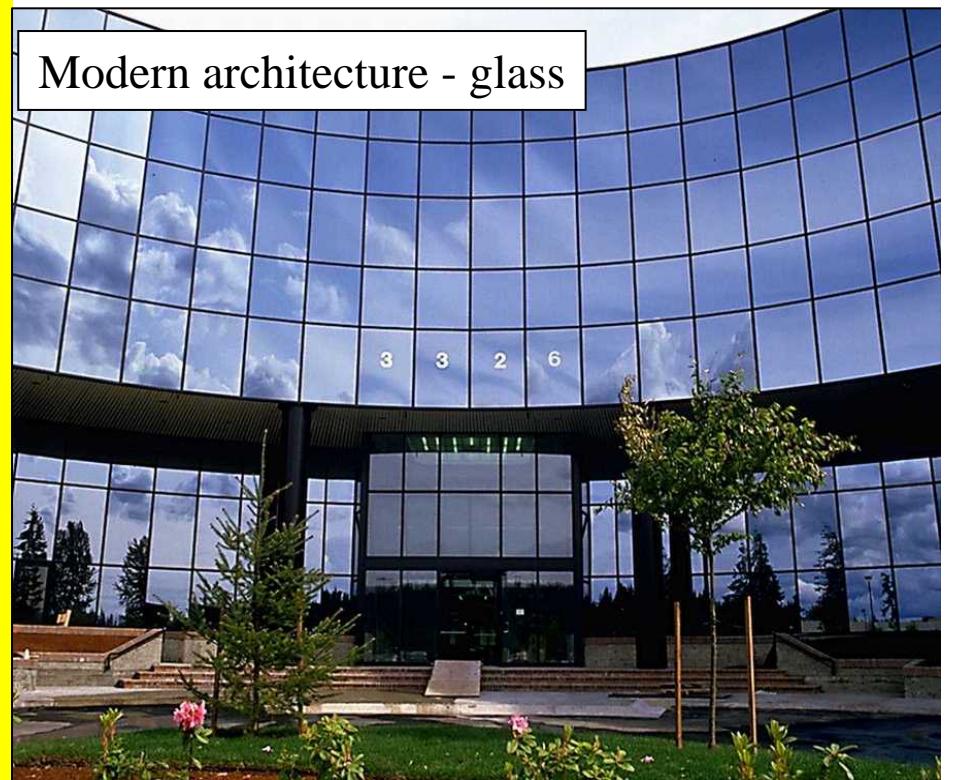
Visual Preference Survey Initial Results

Slide 1

Traditional architecture - stone



Modern architecture - glass



A

65.5%

B

35.5%

Slide 2



A
39.3%

B
60.7%

Slide 3

Scale - High



Scale – Low



A
59.3%

B
29.6%

Slide 4

Signage – wall sign



Signage – projecting sign



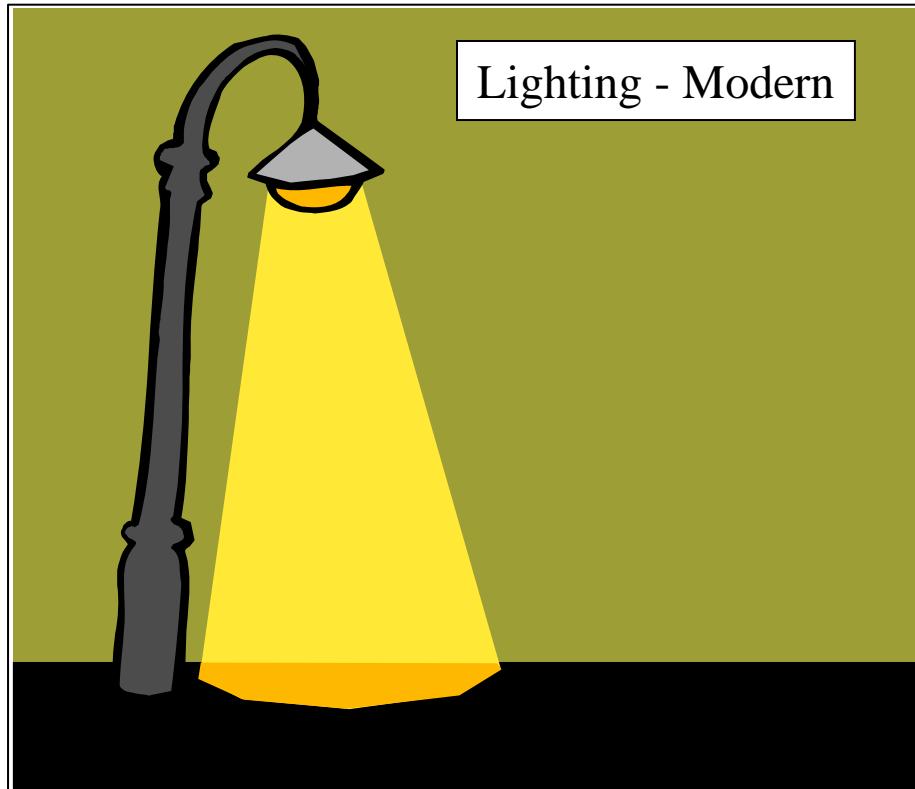
A

3.7%

B

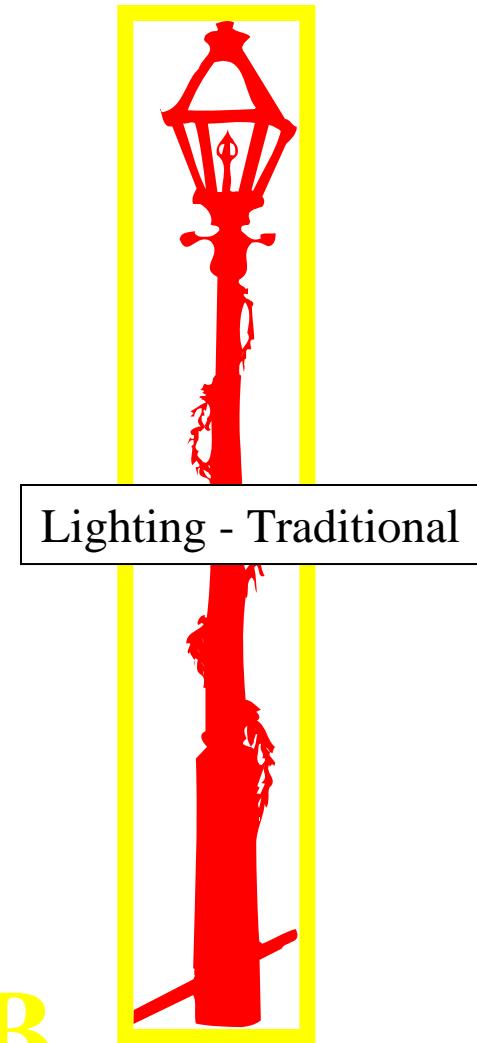
92.6%

Slide 5



A

32.1%



B

67.9%

Slide 6

Lighting - Traditional



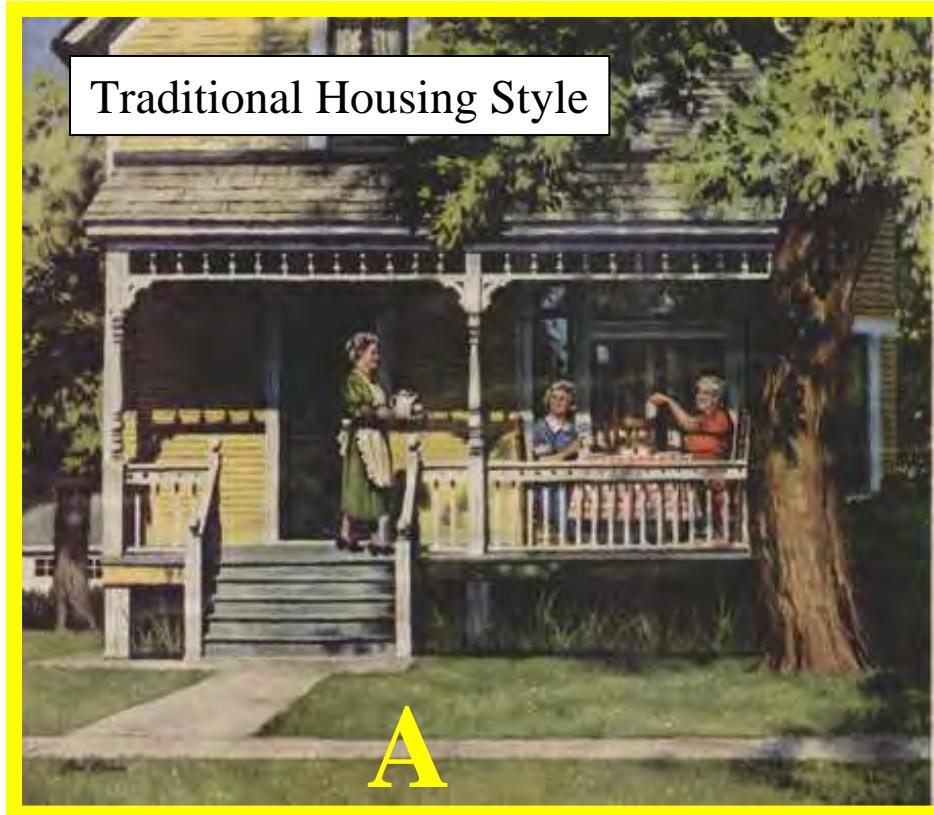
Lighting - Modern



96.4%

3.6%

Slide 7



67.9%

32.1%

Slide 8



60.7%



35.7%

Slide 9

Traditional Architecture - brick



Modern Architecture – brick and metal



A

96.4%

B

3.6%

Slide 10



A

3.6%

B

92.9%

Slide 11



A

0%

B

100%

Slide 12

Signage – natural, wood and stone



Signage – modern



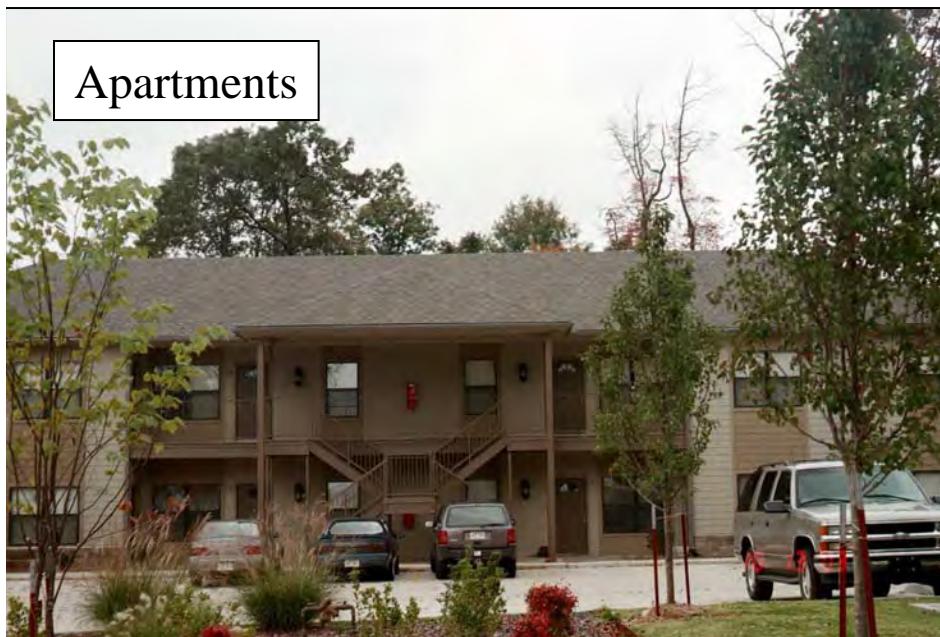
A

64.3%

B

25.0%

Slide 13



A

28.6%

B

64.3%

Slide 14



Four-plex



Apartments

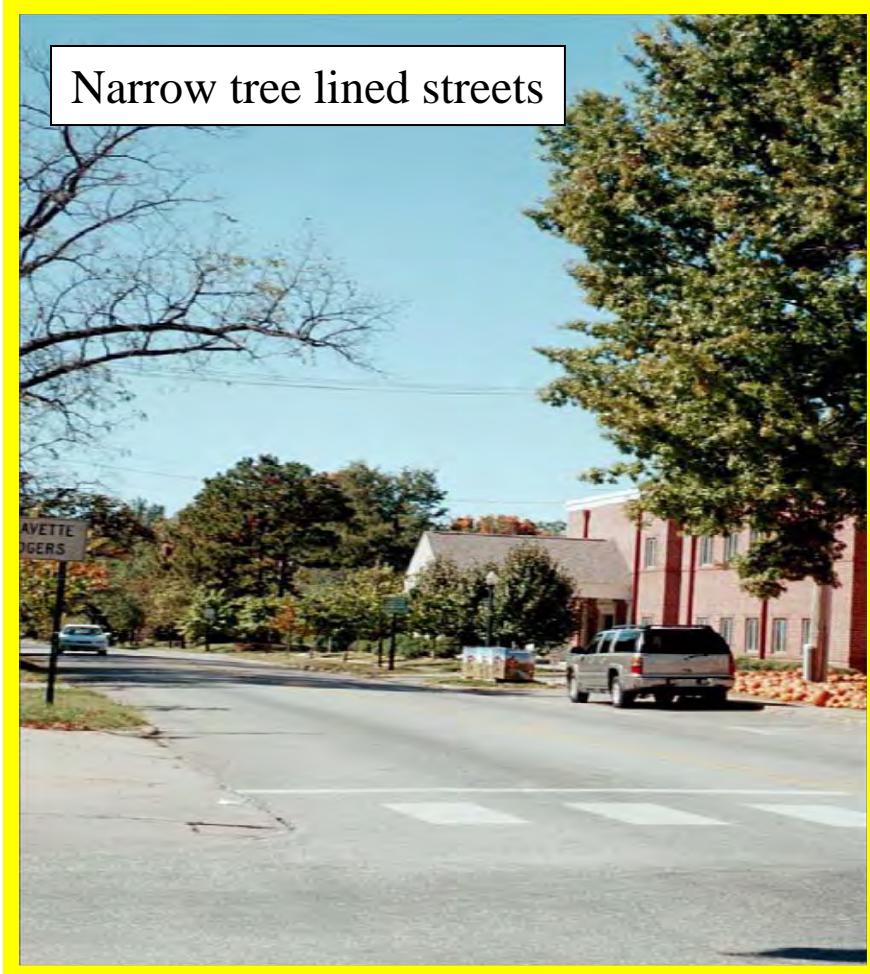
A

25.0%

B

75.0%

Slide 15



A

75%

B

21.4%

Slide 16



A

0%

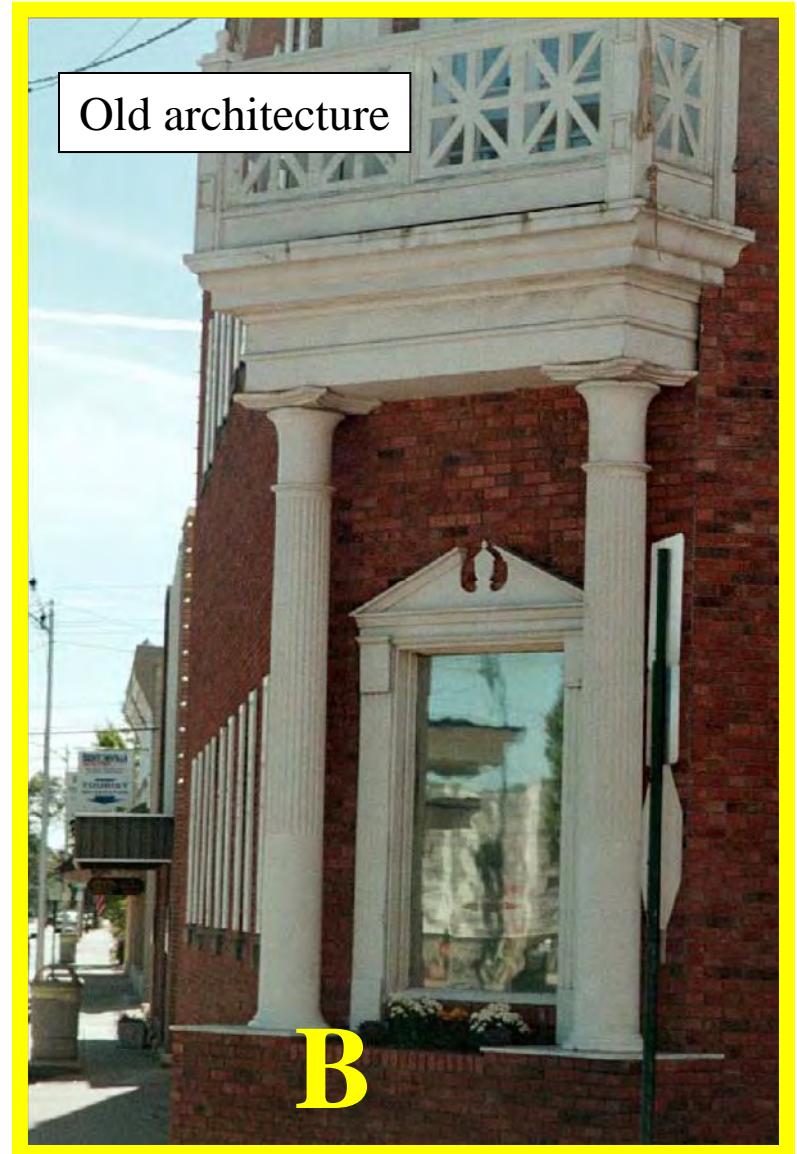
B

100%

Slide 17



25%



75%

Slide 18



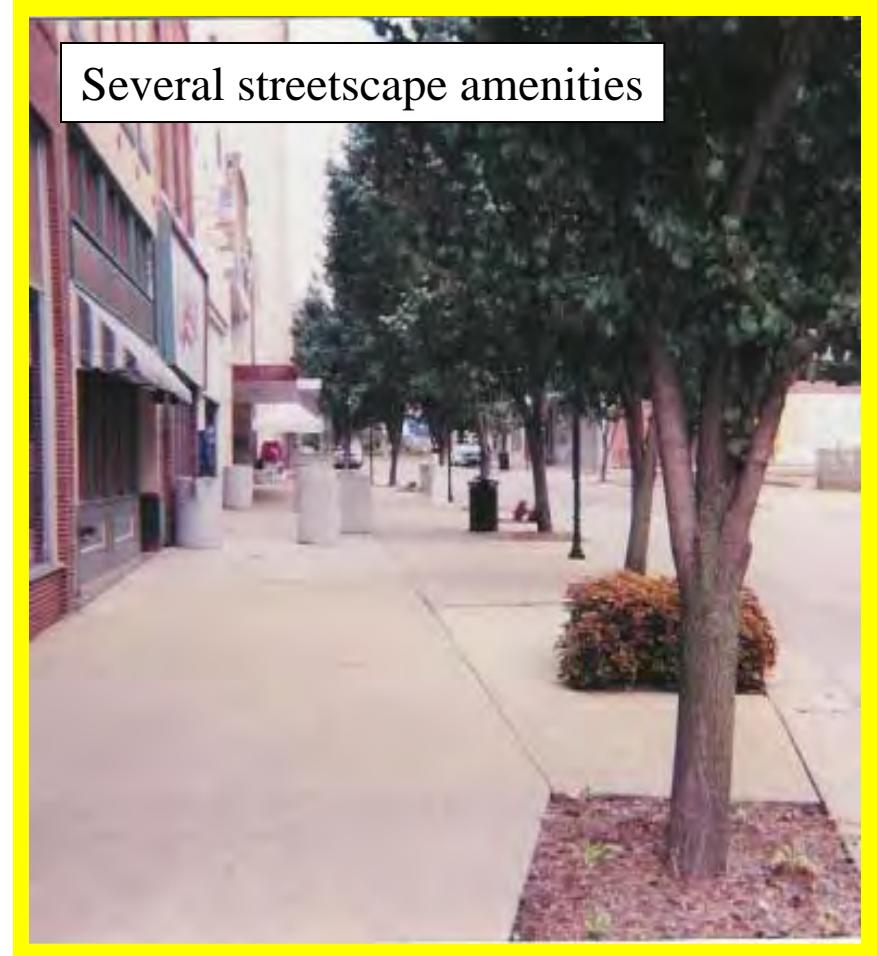
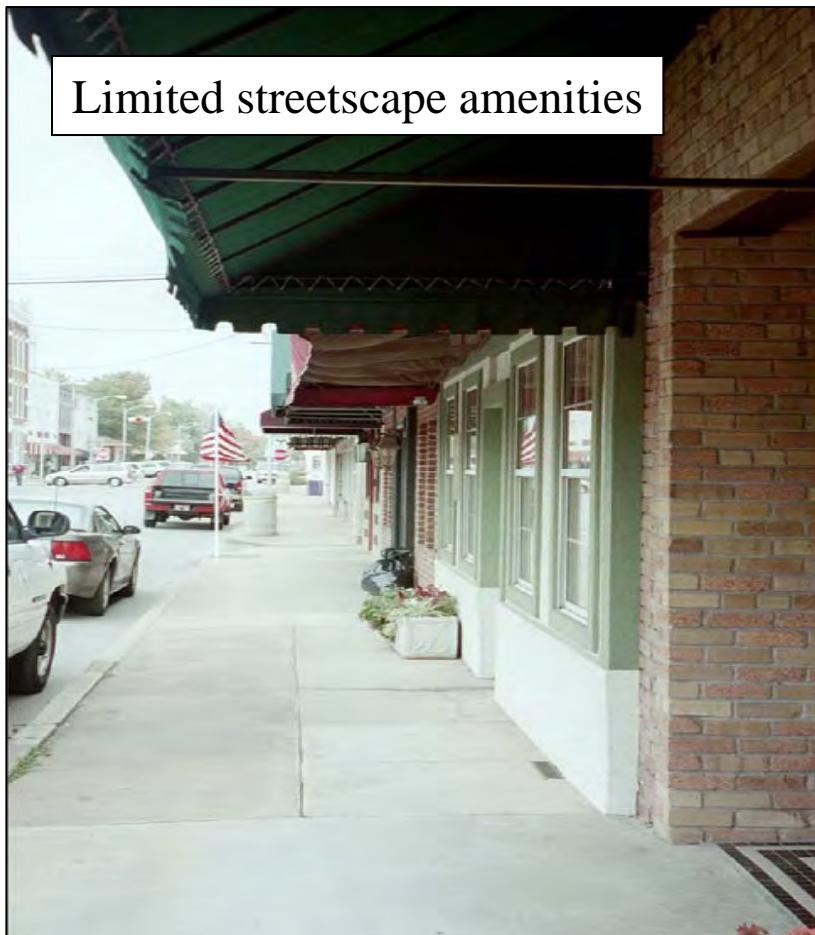
A

17.9%

B

78.6%

Slide 19



A

3.6%

B

96.4%

Slide 20



A
3.6%



B
96.4%

Slide 21

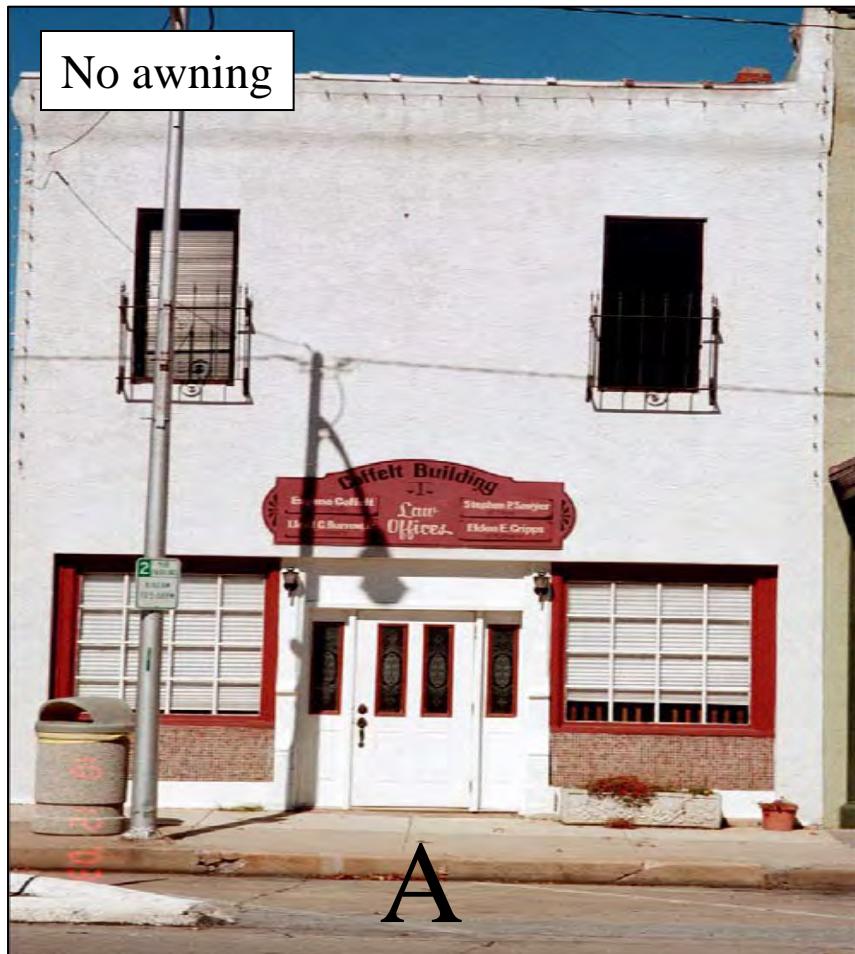


82.1%

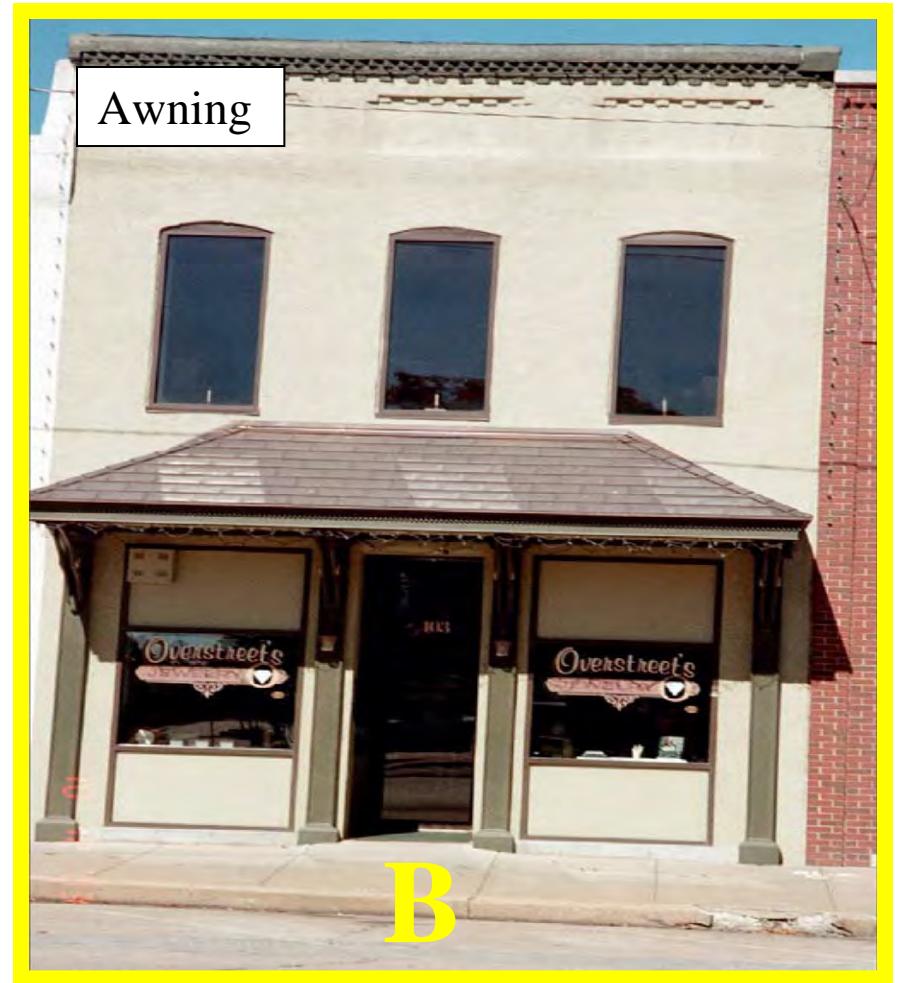


10.7%

Slide 22

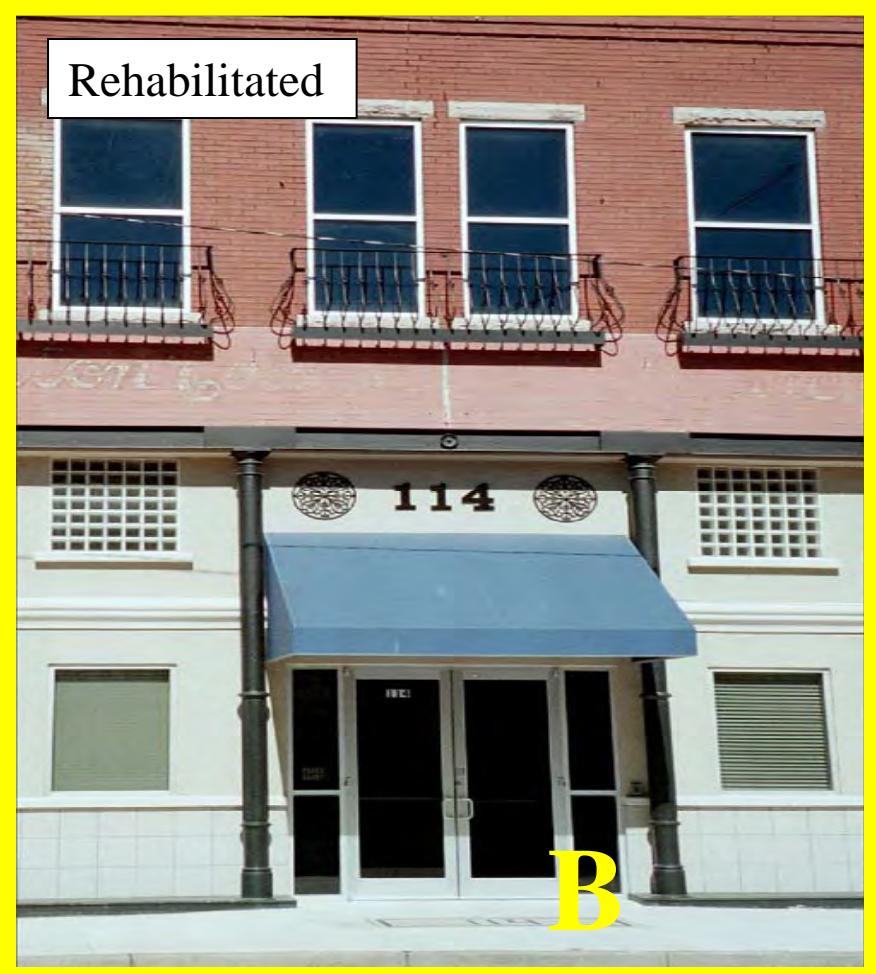
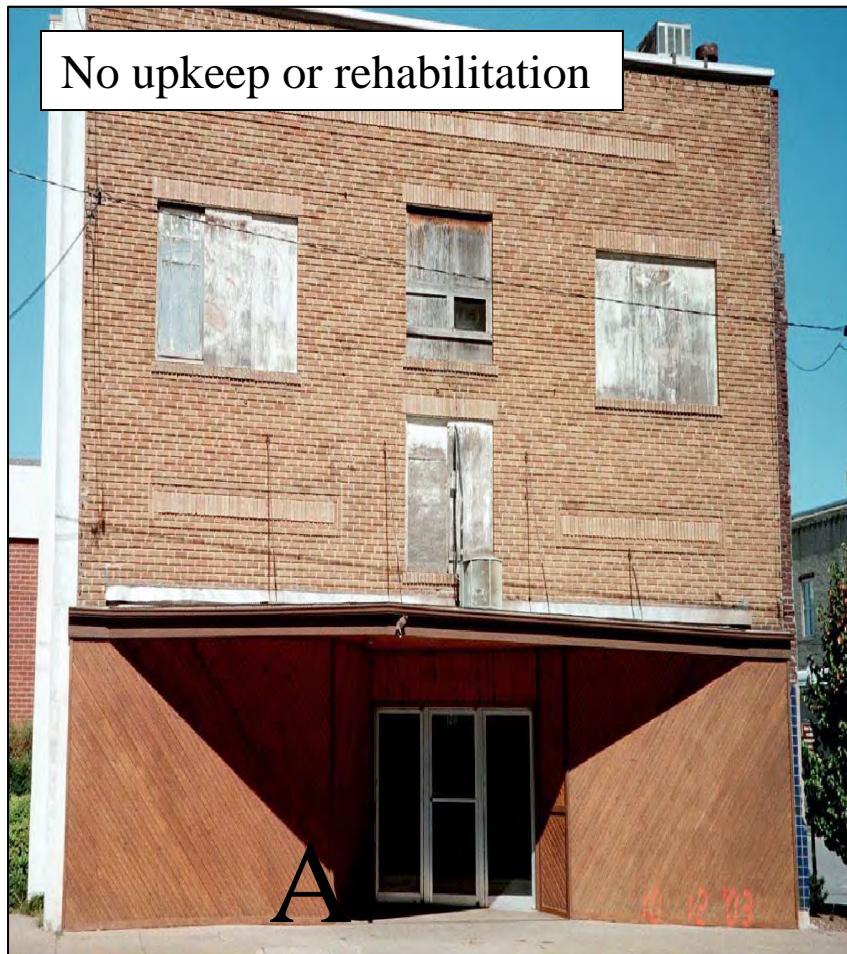


10.7%



89.3%

Slide 23



10.7%

89.3%

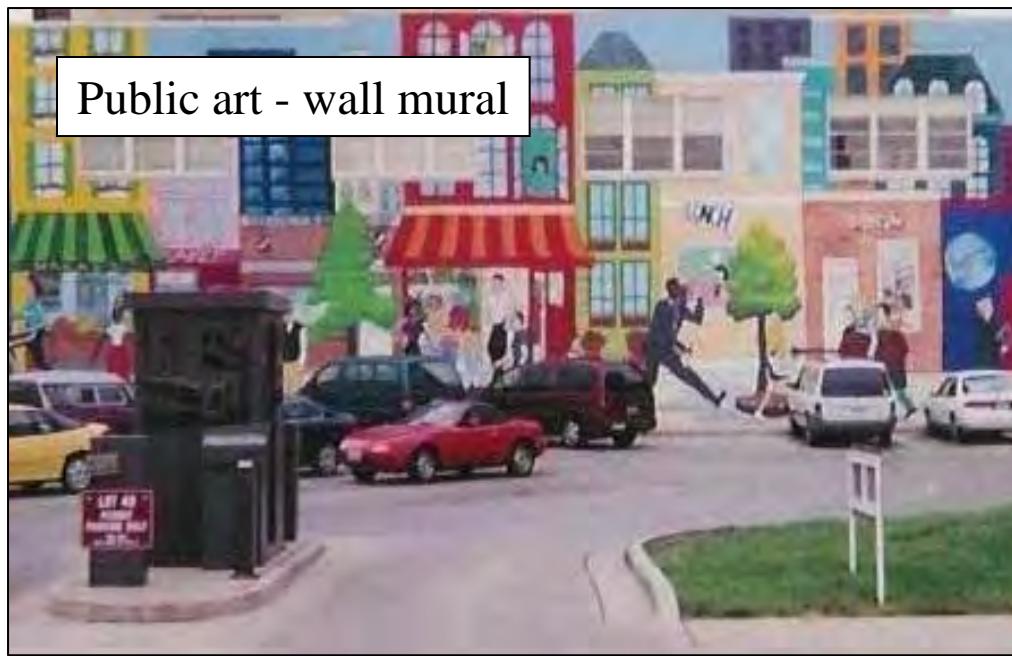
Slide 24



60.7%

39.3%

Slide 25



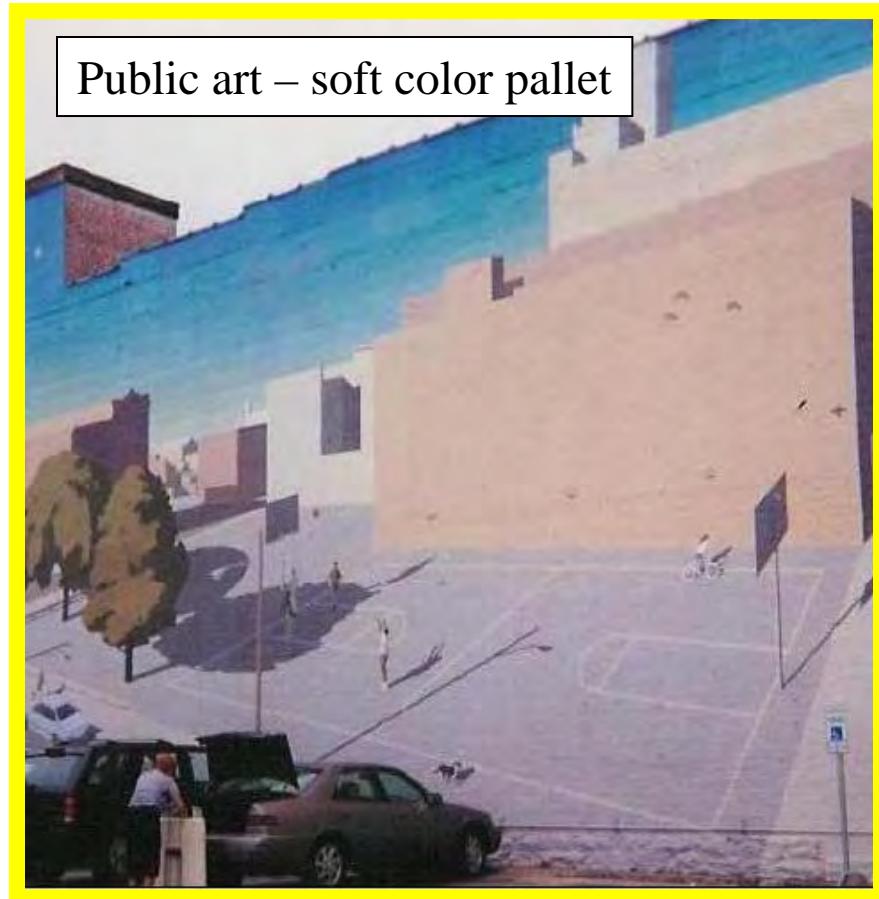
A

46.4%

B

50.0%

Slide 26



A

53.6%

B

42.9%

Summary

- Preference for traditional architecture – with traditional materials, such as brick and wood. There is a higher preference for rehabilitated buildings.
- Preference toward traditional lighting fixtures – away from box style lights and toward those with globes.
- Preference for traditional single family housing styles, but appears to be interest in larger, well designed apartment facilities as opposed to lower density multifamily.

Summary

(cont.)

- Streetscape preference appears to be narrow tree-lined streets with amenities such as landscaping, trash cans, benches, awnings, and landscaping.
- Public art preferences include sculptures and soft color pallets for wall art.
- Overwhelming preference for projecting signs.

Downtown Redevelopment District

Visual Preference Survey Results

Downtown Bentonville Architecture & Streetscape Plan

Central Avenue:
Maintain the current streetscape of redbud tree-lined single family residential streets.

Comprehensive streetscape plan:
Hire consultant to prepare master plan for SW A St. Corridor

New Technical Services Building: Government administration buildings are encouraged to maintain a downtown location. The City is investing in downtown with the development of a new Technical Services Building that follows traditional architectural designs and incorporates streetscape amenities.

Wal-Mart Campus District: Characteristic of offices and professional buildings, with some upper level residential uses. Serves as the major employment center for downtown.

Place-making Intersections:
The intersections of SW A St. and SW 8th St.; and S Main St. and SW 8th St. are important to establishing a “sense of place”. Development of these corners play a significant role in the image of downtown.



BUILDING TYPE:

Mixed-Use District
This plan illustrates how the intersection of S.W. A Street and S.W. 8th Street could develop into a dense business district. This environment would have mixed-use buildings with an abundance of shops, services, restaurants, offices, condominiums and apartments. There would be street activity during the day and into the evening. This type of development could occur at other major intersections as well as all along S.W. A Street.

DECEMBER 2004

