



Downtown Masterplan
PHASE 2 - IDEATION + PLAN DEVELOPMENT
Adopted September 8, 2026 • Resolution No. 2026-28



Centerton

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VISION + GOALS

Vision Statement

Downtown

Downtown will be the historic heart of Centerton, celebrating its heritage and small-town character while evolving into a vibrant, walkable gathering place. Through adaptive reuse, local businesses, community events, enhanced public spaces, and connections to surrounding neighborhoods and trails, Downtown will remain the community's authentic front porch where residents of all ages come together to connect, celebrate, and experience the unique story of Centerton.

New Town Center

New Town Center will be Centerton's future-focused civic and economic hub, designed as a compact, mixed-use, and walkable destination that brings together homes, shops, workplaces, parks, entertainment, and community gathering spaces. Rooted in the natural landscape and connected to Downtown and surrounding neighborhoods, New Town Center will create a distinctive place where families, businesses, and visitors can live, work, play, and thrive while preserving the community spirit that defines Centerton.



Goal + Objectives

COMMUNITY IDENTITY & HERITAGE

- Preserve and enhance historic downtown buildings and cultural landmarks.
- Incorporate agricultural heritage and watershed story into public spaces and art.
- Develop a recognizable Downtown and New Town brand.
- Create gathering spaces that foster intergenerational connections.
- Support local businesses, artisans, and entrepreneurs.
- Integrate public art and creative placemaking.
- Establish signature festivals, markets, and community events.
- Promote storytelling through wayfinding and interpretive exhibits.

INFRASTRUCTURE, TRAFFIC, MOBILITY, & CONNECTIVITY

- Improve roadway capacity and system efficiency.
- Increase water and sewer capacity.
- Create a connected sidewalk network.
- Expand bicycle and trail infrastructure.
- Improve pedestrian safety at major crossings.
- Create strong connections between Downtown and New Town Center.
- Establish a connected street network.
- Explore future transit opportunities.
- Minimize barriers created by major corridors.
- Promote complete streets.



AMENITIES & ENTERTAINMENT

- Expand recreation and entertainment options for all ages and stages of life.
- Increase sit-down dining and specialty retail.
- Develop active and passive parks.
- Create flexible indoor and outdoor event spaces.
- Support civic amenities including libraries and community centers.
- Leverage waterways and open space as recreational assets.
- Promote wellness and outdoor recreation.
- Create comfortable and welcoming places for community gathering.
- Establish a signature destination park or town square in both Downtown and New Town Center.

STRATEGIC DEVELOPMENT & LAND USE

- Create a mixed-use town center.
- Encourage a balanced mix of uses.
- Diversify housing options.
- Support attainable and workforce housing.
- Preserve and leverage environmental resources and floodplains when possible.
- Focus intensity within walkable centers.
- Support adaptive reuse in Downtown.
- Establish a regulatory toolkit supporting walkability.
- Coordinate growth with infrastructure investment.

DESIGN PREFERENCES, PLACEMAKING, & PUBLIC SPACE

- Design walkable streets and public spaces.
- Create a recognizable downtown experience.
- Incorporate high-quality architecture and landscaping.
- Enhance connections to water features, trails, and parks.
- Develop a comprehensive wayfinding system.
- Use public art and gateways to reinforce identity.
- Create spaces for daily use and major events.
- Integrate stormwater and natural systems as amenities.
- Establish design standards for cohesive development.
- Ensure public spaces are accessible and inclusive.

RESPONSIBLE GROWTH & INFRASTRUCTURE READINESS

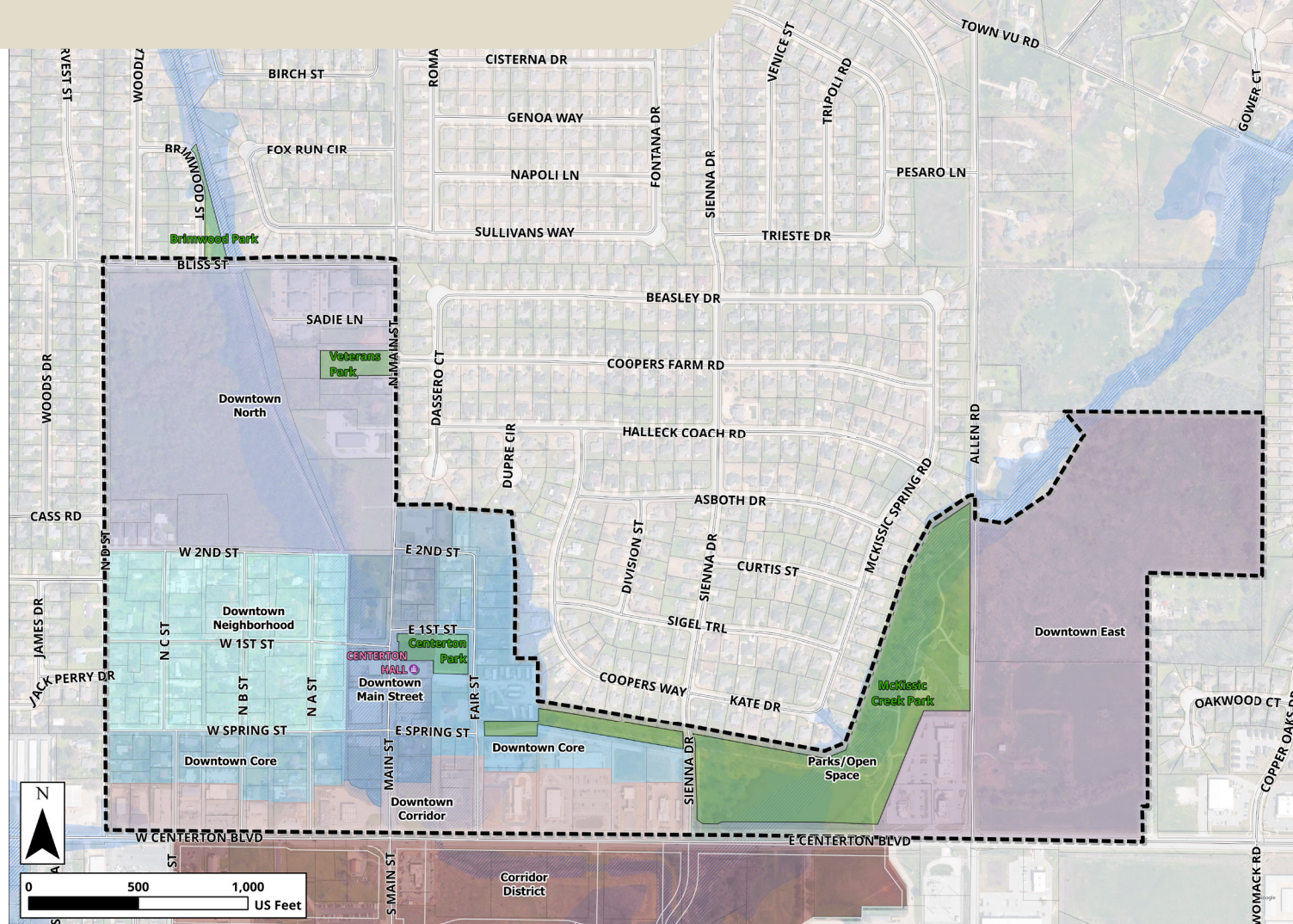
- Align development approvals with infrastructure capacity.
- Prioritize sewer, water, and stormwater improvements.
- Establish growth management strategies.
- Leverage development partnerships for infrastructure funding.
- Protect natural systems while accommodating growth.
- Plan infrastructure for future demand.
- Monitor infrastructure needs regularly.
- Ensure public investments support fiscal sustainability.



FUTURE LAND USE + ZONING

Character Areas - Downtown

Downtown
Character Areas



LEGEND

FUTURE LAND USE PLAN CATEGORIES

- Downtown North
- Downtown Neighborhood
- Downtown Core
- Downtown Corridor
- Downtown Main Street
- Downtown East
- Parks/Open Space

FEMA FLOOD DATA

- A | AO
- AE
- AE | Floodway

ADDITIONAL MAP SYMBOLS

- Streets
- Parcels
- City Facilities
- Parks
- Downtown

Character Areas

Character areas are smaller geographic districts within a larger planning subarea that share common physical, economic, or development patterns. These areas help distinguish the unique identity, land uses, urban form, and redevelopment opportunities that may exist within a broader part of the City. By defining character areas, the City can tailor recommendations and implementation strategies to guide future growth and ensure that development responds to the specific context of its location.



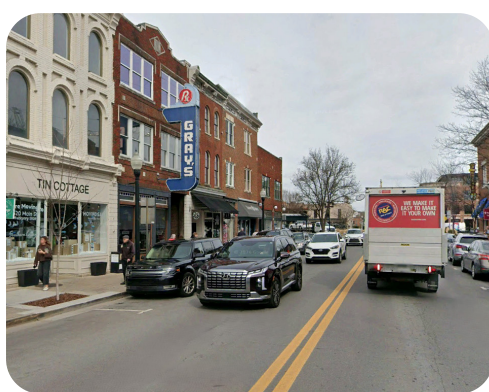
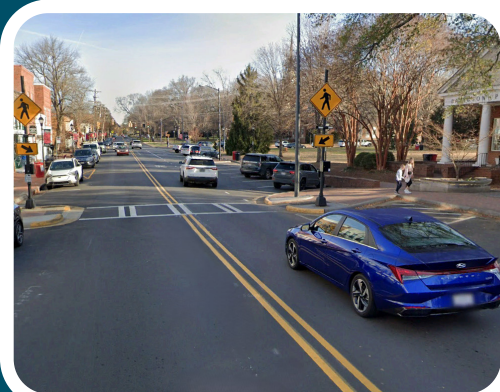
DOWNTOWN

Downtown Corridor

The Downtown Corridor classification accommodates the primary east/west transportation corridor in Centerton and is intended to bridge or connect the Downtown to the New Town Center south of Centerton Blvd. While already developed in most areas, new or substantial redevelopment within this district should be urban in form, address the street, and be comprised of both commercial and mixed-uses. Development shall include appropriate infrastructure and improvements to enhance mobility, walkability, and economic activity. Structures within this district range from 2 to 4 stories in height. Commercial uses are prioritized in this area. Residential land uses should generally be a part of a mixed-use building or development, and may include any of the following:

- Live-Work Units (2-4 Stories)
- Triplex and Fourplex Stacked Units (2-3 stories)
- Multi-Unit Buildings (2-4 stories)





Downtown Main Street

This district defines the main street pattern of development historically in place along N. Main St. Buildings should be pulled close to the street, maintain alley access, and have large sidewalks and pedestrian areas allowing for pedestrian oriented areas for outdoor dining, street furnishings, public art, and interaction between the storefronts and the sidewalks.

This is the heart of the City and incorporates the existing park and greenspace, future library, and mixed-use structures. Where possible, the privately owned street frontage is encouraged to develop with mixed-use structures and parking should be on-street along Main St and other streets surrounding the district, or behind the buildings.

- Mixed-Use Buildings (2-3 stories)

Downtown Neighborhood

The Downtown Neighborhood classification encompasses the original downtown neighborhood area and is bounded by: N. D St - The Alley of N. A St - W. Spring St - and W. 2nd St. While generally developed, this district provides redevelopment opportunities. Development in this category is characterized primarily by single-family residences, but opportunities for infill and redevelopment allow for the inclusion of townhomes, row homes, stacked or side by side 2 to 4 unit residential, and cottage court style development. The alley infrastructure should be preserved and the addition of appropriate infrastructure for drainage and sidewalks pursued as the area redevelops. Residential land uses may include any of the following:

- Townhomes (1-3 stories)



Downtown Neighborhood cont.

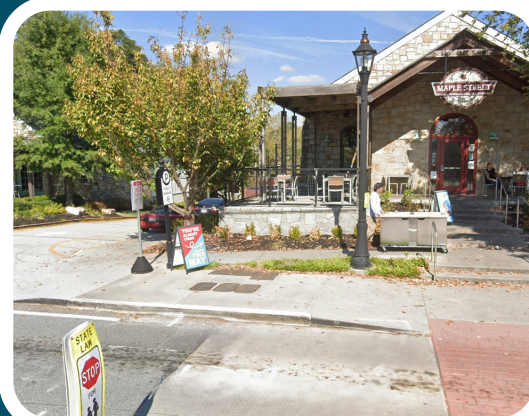
- Row Homes (1-3 stories)
- Cottage Courts (1-3 stories)
- Triplex and Fourplex Stacked Units (2-3 stories)
- Single-Family Detached on individual lots

Downtown Core

This district is comprised of the downtown area east of N. Main St and transitioning to the Lake Centerton and McKissic Creek Park area. Additionally, the Downtown Core District encompasses the area west of N Main St and south of W. Spring St transitioning to the Downtown Corridor District. While substantially developed, this district contains several areas for redevelopment and infill development. These areas should develop in a way that supports Main St and helps to curate a local and regional downtown destination with mixed-use developments of retail, restaurants, entertainment, services, institutional, and small-scale, multi-unit residential. Buildings are generally pulled to the front property lines and located along streets laid out on small blocks, with pedestrian and multi-modal connectivity improvements prioritized. Structures within this district range from 2 to 3 stories in height. Residential land uses should generally be a part of a mixed-use building or development, and may include the following:

- Live-Work Units (2-3 stories)
- Mixed-use Buildings (2-3 stories)
- Multi-Unit Buildings (2-3 stories)





Downtown North

Situated primarily north of 2nd St and east of Allen Rd, Downtown North and Downtown East are two distinct character areas that both serve as gateways into more central portions of Downtown and New Town Center.

Accessible from N. D and Bliss Streets, over half of the Downtown North area is undeveloped, offering significant potential to grow the vibrant and historic downtown to better serve the growing population of Centerton.



Downtown East

Lying adjacent to McKissic Creek Park and featuring the Allen Rd intersection with Centerton Blvd, Downtown East includes developed parcels just west of Allen Rd and large undeveloped acreage east of this intersection.

Development and redevelopment in both the North and East character areas should promote walkability and connectivity and offer a mix of uses. Development scale, architecture style, and other details of these areas are still being explored.





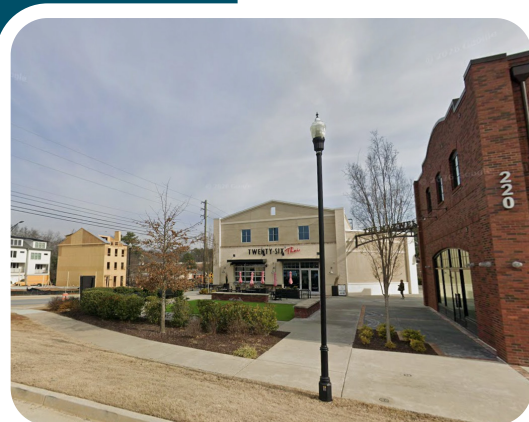
NEW TOWN CENTER

NTC Core

The core of Centerton's New Downtown Center, this area is designated as the central hub of the overall New Town Center. It should develop in a way that creates a local and regional downtown-style destination with mixed-use developments of retail, restaurants, entertainment, services, institutional, multi-unit residential, and a central green or town square. Coordinated development of public and private improvements is anticipated to carry out the intent of this land use area. Buildings are generally pulled to the front property lines and located along streets laid out on small blocks, with pedestrian and multi-modal connectivity improvements prioritized. Residential land uses should generally be a part of a mixed-use building or development, and may include the following:

- Live-Work Units (3-stories)
- Mixed-use Buildings (4-6 stories)
- Multi-Unit Buildings (4-6 stories)





NTC Corridor

The NTC - Corridor classification accommodates the primary east/west transportation corridor in Centerton and is intended to bridge or connect the New Town Center to the City's original downtown north of Centerton Blvd. Development in this area should be urban form and address the street, both commercial and mixed-use in nature. Development shall include appropriate infrastructure and improvements to enhance mobility, walkability, and economic activity. This area acknowledges the approved large format supercenter but anticipates all other future development/redevelopment within this area to exhibit the aforementioned character described in this category. Structures within this district range from 2 to 4 stories in height. Commercial uses are prioritized in this area. Residential land uses should generally be a part of a mixed-use building or development, and may include any of the following:

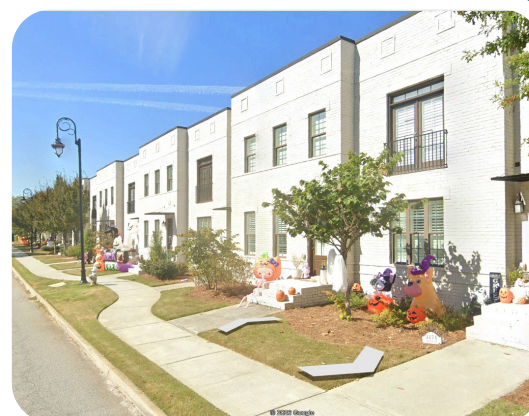
- Live-Work Units (2-4 Stories)
- Triplex and Fourplex Stacked Units (2-3 stories)
- Multi-Unit Buildings (2-4 stories)



NTC Mixed-Use

The NTC - Mixed-Use classification is intended to provide a welcoming, connected, walkable urban form that includes primarily mixed-uses and multi-unit residential land uses to support the NTC - Core District areas. Commercial and institutional uses are featured throughout the overall neighborhood fabric and become increasingly urban in form at and near intersections, and in areas relatively close to the NTC - Core District. Buildings are located along streets laid out on small blocks, with pedestrian and multi-modal connectivity improvements prioritized. Neither single-family (attached and detached) nor two-family buildings are supported in this land use classification. Residential land uses should generally be a part of a mixed-use building or development, and may include any of the following:

- Live-Work Units (2-4 Stories)
- Triplex and Fourplex Stacked Units (2-3 stories)
- Multi-Unit Buildings (2-4 stories)





NTC Transition

The NTC - Transition classification is the least intense or urban of the New Town Center categories but is generally more dense than the typical detached single-family neighborhoods outside of the New Town Center. Development in this category is characterized primarily by townhomes, row homes, and cottage court style development. Neighborhood-scale parks should be included, along with well-connected streets, sidewalks, and trail systems. Residential land uses may include any of the following:

- Townhomes (1-3 stories)
- Row Homes (1-3 stories)
- Cottage courts (1-3 stories)
- Single-Family Detached on individual lots (60' max lot width)*



To support the vision of the Centerton Downtown Masterplan, we recommend the addition of 8 new zoning districts. These proposed districts are:

1. TC – Town Center Core
2. MS – Main Street Mixed-use
3. DC – Downtown Core Mixed-use
4. UC – Urban Corridor
5. MU – Urban Mixed-use
6. MM – Missing Middle Residential
7. TR-Townhome Residential
8. TN – Traditional Neighborhood

We recommend 2 potential overlay districts, **Downtown Overlay** and **Town Center Overlay**, to future address:

- Building placement
- Parking standards
- Streetscape requirements
- Active ground-floor requirements
- Transparency standards
- Public space requirements
- Connectivity requirements





Downtown Main Street

Recommended Zoning Districts

1. MS-Main Street Mixed-use
2. DC-Downtown Core (limited portions)
3. DO-Downtown Overlay (optional)

Key Zoning Components

- Buildings fronting directly on sidewalks.
- Build-to lines rather than setbacks.
- Ground floor commercial required on primary frontages.
- Upper-story residential, office, or lodging permitted.
- On-street and shared parking.
- Rear-loaded parking and service access.
- Outdoor dining permitted by right.
- Maximum height: 3 stories.
- Transparency requirements for new storefronts.
- Small block and pedestrian-oriented development pattern
- Future Transit Integration.

Downtown Core

Recommended Zoning Districts

1. DC-Downtown Core Mixed-use
2. MU-Urban Mixed-use
3. DO-Downtown Overlay

Key Zoning Components

- Mix of retail, restaurant, entertainment, civic, and residential uses.
- Residential generally incorporated within mixed-use projects.
- Consider active ground floors and/or street corners at key locations.
- Structured, rear, or shared parking encouraged.
- Small blocks.
- Pedestrian priority design.
- Height range: 2-3 stories.
- Live-work units permitted.
- Appropriately scaled Multi-family residential permitted.

Downtown Corridor

Recommended Zoning Districts

1. UC-Urban Corridor
2. MU-Urban Mixed-use

Key Zoning Components

- Commercial and mixed-use emphasis.
- Buildings oriented to major corridors.
- Enhanced streetscape requirements.
- Multi-family and live-work units allowed.
- Height range: 2-4 stories.
- Access management standards.
- Shared parking.
- Pedestrian and bicycle facilities required.
- Gateway treatments along major corridors.
- Future Transit Integration.



Downtown Neighborhood

Recommended Zoning Districts

1. DN-Downtown Neighborhood
2. MM-Missing Middle Residential
3. TN-Traditional Neighborhood

Key Zoning Components

- Preservation of existing neighborhood character.
- Expanded housing choices.
- Cottage courts.
 - Townhomes and rowhomes.
 - Triplexes and fourplexes.
 - Single-family detached homes.
- Alley access preservation.
- Connected sidewalks.
- Smaller lot options.
- Building heights 1-3 stories.

Downtown North

Recommended Zoning Districts

1. MU-Urban Mixed-use
2. DN-Downtown Neighborhood
3. DC-Downtown Core (selected nodes)

Key Zoning Components

- Gateway district.
- Neighborhood-serving commercial and mixed-use development.
- Housing diversity.
- Walkable street network.
- Strong connections to Main Street.
- Public open spaces.
- Building heights 1-3 stories.
- Transition to existing neighborhoods.
- Creek-oriented development and Trail infrastructure along creek
- Neighborhood-scale open space requirements.

Downtown East

Recommended Zoning Districts

1. MU-Urban Mixed-use
2. DN-Downtown Neighborhood

Key Zoning Components

- Creek-oriented development and Trail infrastructure along creek
- Recreation-focused design.
- Park and trail integration.
- Mixed-use nodes near major intersections.
- Greenway connections.
- Housing and neighborhood services.
 - Diversity of housing types
- Neighborhood-scale open space requirements.
- Public access to parks and creeks.
- Enhanced pedestrian and bicycle connectivity.
- Building heights 1-4 stories.
- Future Transit Integration.
- Neighborhood-scale open space requirements.



NTC Core

Recommended Zoning Districts

1. TC-Town Center Core
2. MX-Mixed-use Urban Center
3. TCO-Town Center Overlay

Key Zoning Components

- Highest intensity mixed-use district in NTC and City.
- Town square or civic green required.
- Active retail frontages.
- Vertical mixed-use development.
- Office, entertainment, civic, residential, and hospitality uses.
- Buildings 4-6 stories.
- Structured parking needed with growth
 - Interim surface lots allowable during build-out
- Build-to requirements.
- Small urban blocks.
- Public realm standards.
- Transit-supportive development.
- Future Transit Integration.

NTC Corridor

Recommended Zoning Districts

1. UC-Urban Corridor
2. MU-Urban Mixed-use

Key Zoning Components

- Mixed-use and commercial corridor.
- Mixed-use redevelopment opportunities.
- Urban building placement.
- Transit-supportive development.
- Heights 2-4 stories.
- Enhanced pedestrian crossings.
- Streetscape improvements.
- Shared parking strategies.
- Future Transit Integration.

NTC Mixed-Use

Recommended Zoning Districts

1. MU-Urban Mixed-use
2. MX-Mixed-use Neighborhood

Key Zoning Components

- Mixed-use neighborhoods.
- Mixed-use buildings encouraged.
- Multi-family residential permitted.
- Live-work opportunities.
- Commercial nodes at intersections.
- Buildings 2-4 stories.
- Walkable block structure.
- Neighborhood-scale parks.
- No detached single-family or duplex development.
- Strong trail and sidewalk connectivity.

NEW TOWN CENTER ZONING FRAMEWORK

Derived from the New Town Center Character Areas

NTC Transition

Recommended Zoning Districts

1. TN-Traditional Neighborhood
2. MM-Missing Middle Residential
3. TR-Townhome Residential

Key Zoning Components

- Lower-intensity residential transition area.
- Townhomes.
- Rowhomes.
- Cottage courts.
- Small-lot detached homes.
- Maximum lot width standards.
- Neighborhood parks.
- Connected street grid.
- Trail access.
- Buildings 1-3 stories.
- Compatible transitions to surrounding neighborhoods.



Development Tools

This section identifies the strategies that can help implement the vision for both the existing Downtown and New Town Center.

While the Future Land Use Plan establishes desired land use patterns and zoning provides the regulatory tools, this section outlines development tools to help shape the character and quality of future development.

MAIN STREET FAÇADES

PERSPECTIVE VIEW OF 100 BLOCK EAST OF MAIN STREET



ISG Architecture + Engineering + Environmental + Planning

WOODWARD COMMUNITY VISIONING CHARRETTE
Woodward, Iowa - May 2022

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Precedent

DOWNTOWN DESIGN STANDARDS

Design standards help ensure that new development contributes to a cohesive identity and creates an attractive pedestrian environment.

In the Downtown Core, walkability and authenticity are important to the community. Design standards can help protect those character-defining aspects of Downtown as new infill development comes in. Similarly, the New Town Center is envisioned to create an exciting new urban shopping and living experience in the community. A set of design standards calibrated to that vision will help to unify the whole while each block evolves.

The following components are typical in design standards and could be valuable for Centerton moving forward:

Building Design

Guidance for:

- Building orientation
- Street-facing entrances
- Ground-floor transparency
- Building articulation
- Human-scaled facades
- Architectural character

Site Design

Guidance for:

- Landscaping
- Screening
- Service areas
- Parking and loading
- Outdoor seating
- Lighting
- Public/private transitions



PUBLIC REALM TOOLS

The quality of streets, sidewalks, and public open spaces largely determines how a district feels and functions.

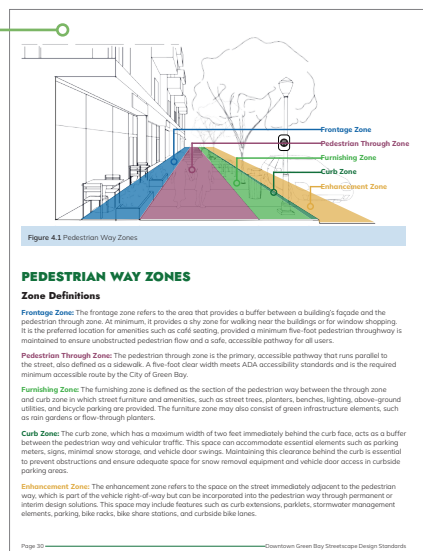
Coordinating design intent and amenity palettes for existing and new districts will ensure the City's vision is communicated to property owners and developers, and streamline projects as they unfold over time.

The central town square and green will serve as organizing elements that directly fulfill the City's stated land use vision and is the single highest-leverage amenity for both multifamily rent premium capture and retail draw.

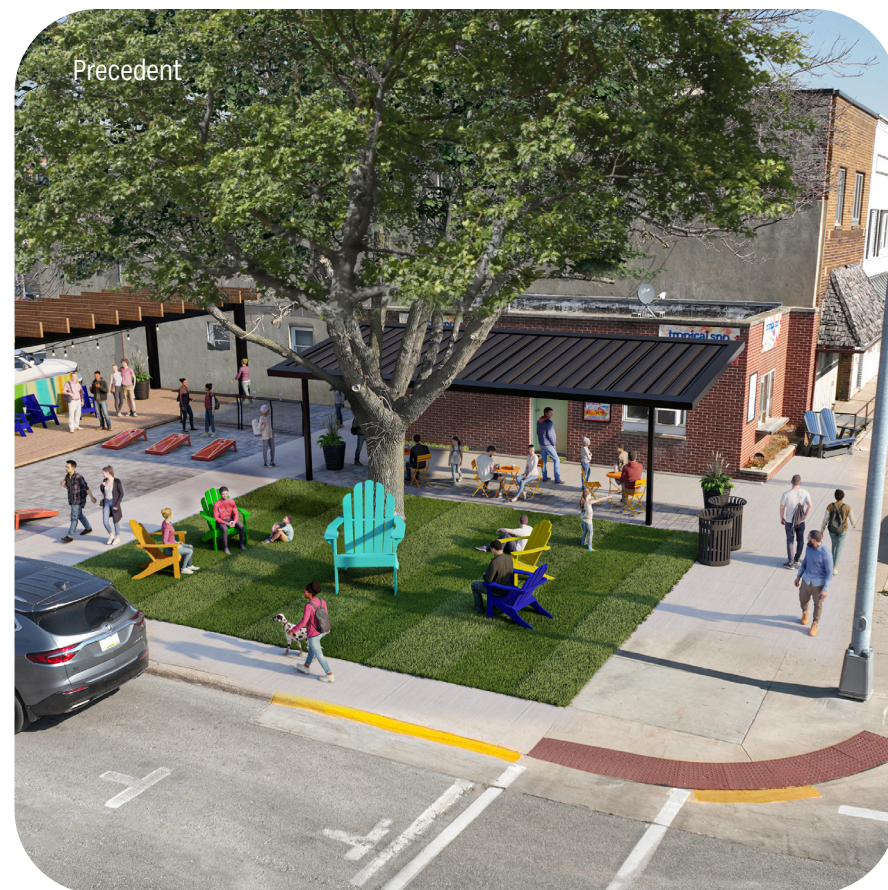
Streetscape Standards

Design guidance could include:

- Sidewalk materials and widths
- Street trees and soil volumes
- Street and pedestrian lighting
- Benches, bicycle racks, and trash receptacles
- Freestanding and at-grade plantings
- Wayfinding and banners
- Public art



Precedent



Park and Open Space System Plan

As Centerton grows and Downtown density increases, parks and public open spaces serve an even greater purpose as unifying places for the community to gather. A mini-park category in Centerton's Park and Open Space Plan can make clear how plazas, pocket parks, and flexible community spaces contribute to the larger community and should be explored during development.



Reuse Before
Precedent



Reuse After
Precedent

REDEVELOPMENT AND INFILL TOOLS

As the existing Downtown Core evolves, redevelopment and infill opportunities should reinforce the innovative spirit and walkable character envisioned for the area.

Several infill and reuse parcels have been identified as part of this plan that can be further explored through small area planning or site concept development.

Feasibility Studies

Promote the reinvestment and repurposing of potential adaptive reuse buildings through architectural, structural, and sometimes environmental feasibility studies. A high-level study that provides a general sense of the future use can help analyze where reuse is both desirable and financially feasible.

These authentic sites can then be sorted to more promising catalyst status to gain redevelopment momentum or be reevaluated for a different future.

The Floodplain and Floodway downtown remain a challenge to development and redevelopment within portions of this area. It is recommended that the City pursue the flood and BFE studies it has begun in addition to pursuing the feasibility of other engineering solutions in the future to allow for reinvestment and new development to occur more easily.

Other cities within NWA have benefited from offering facade restoration grants to their property owners in the downtown area. Pursuing similar grant opportunities should be considered.

Zoning Implementation

Assure that zoning regulations tailored for this area take into consideration the thresholds for complying with any new design standards so that there are not unintentional consequences related to incentivization for re-investment.



ECONOMIC DEVELOPMENT TOOLS

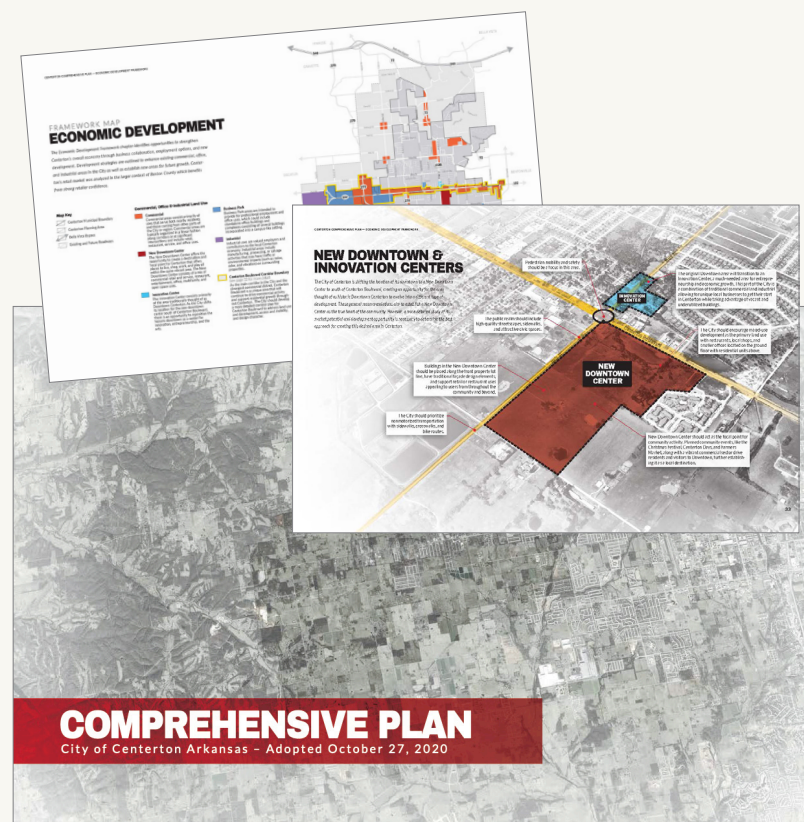
On a local level, consider where a new business might add to the destination potential of the district by increasing dwell time for visitors and shoppers. Similarly, where might improvements to existing buildings and businesses fill a gap to jumpstart more private investment.

Centerton Comprehensive Plan

The Centerton Comprehensive Plan (2020) offers a broad overview of economic development tools and recommendations to move the community's goals forward; some relate to the vision of this Downtown Plan well and should be considered.

Incentives can help attract new development, make improvements to existing properties, and support existing businesses.

- Facade and site improvement
- Sales tax rebates
- Revolving loan fund
- Historic preservation tax credits



View the plan!

bit.ly/centerton-ar-comp-plan





MOBILITY



This section outlines the transportation elements needed to advance the vision refined through the Centerton Downtown Masterplan's Ideation Phase, and is further based on public stakeholder feedback, opportunities and constraints, proposed land uses, and overall best practices. As a companion to this text, the reader should reference both the Master Street Plan and Active Transportation Maps within this document.

Regional Connectivity

VEHICULAR

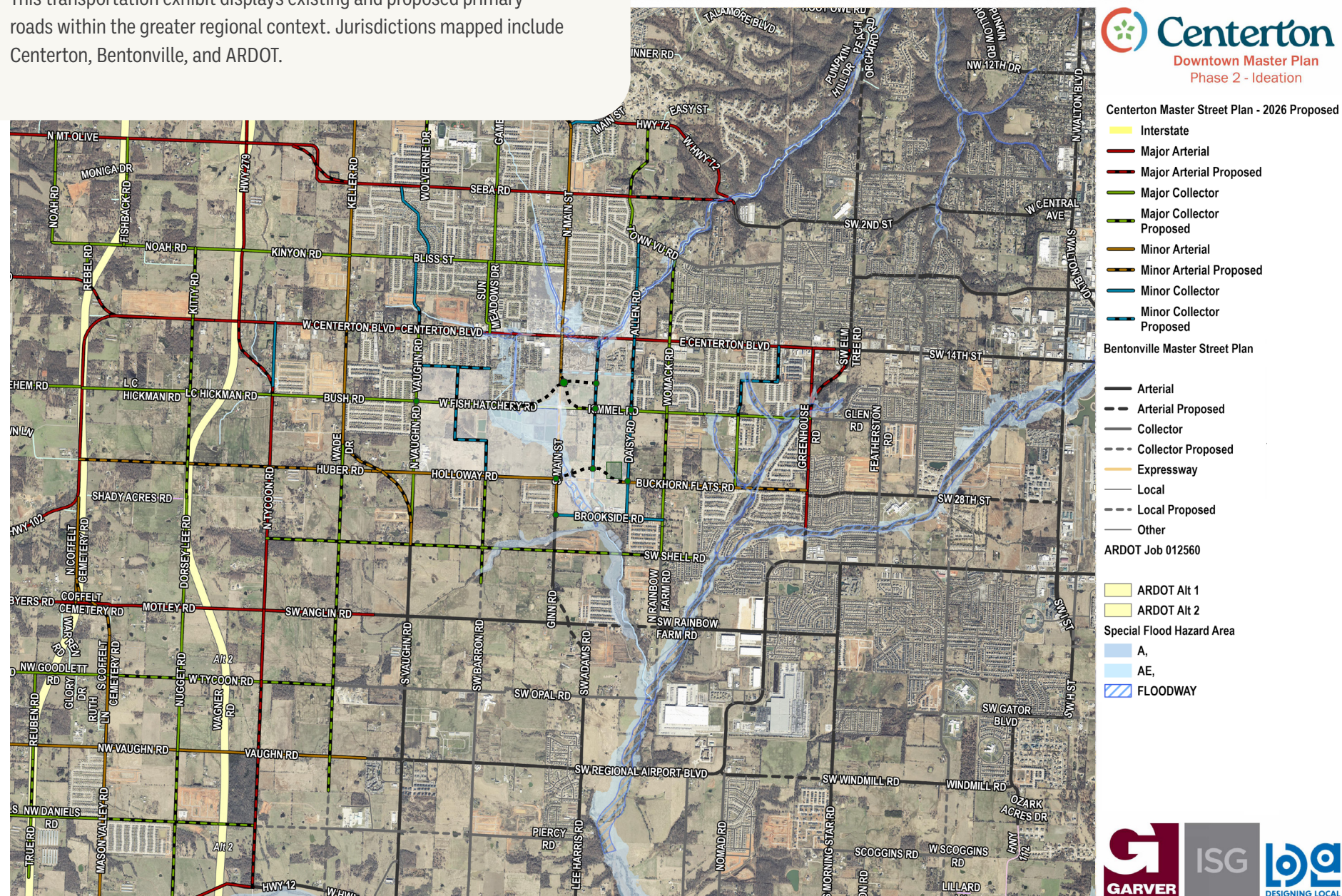
Informed by the City's Comprehensive Plan, adopted master street plan, adjacent jurisdiction master street plans, Centerton development trends, as well as current challenges, opportunities, and needs associated with the Masterplan, regional connectivity for vehicular travel is recommended through comprehensive analysis. While the Masterplan also focuses on key connections between Downtown and New Town Center, Centerton's regional transportation network is strengthened through a focus on primary street connections to Hwy 72, Hwy 279, Hwy 12, and Centerton Boulevard. Travel to and from the project area is considered from all possible directions, and the corresponding street sections are developed to transition smoothly into the adjacent street network.





REGIONAL STREET NETWORK

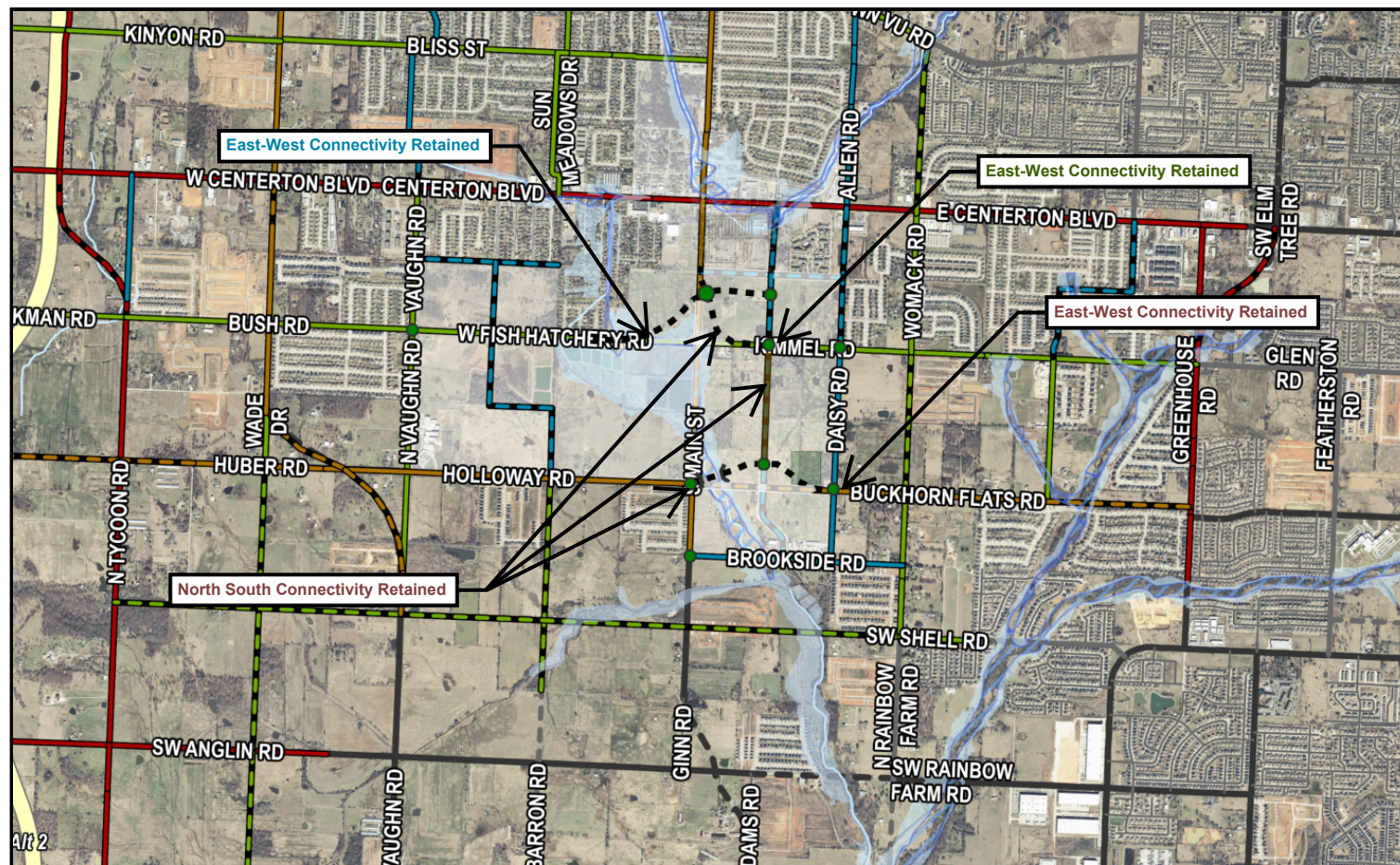
This transportation exhibit displays existing and proposed primary roads within the greater regional context. Jurisdictions mapped include Centerton, Bentonville, and ARDOT.





REGIONAL STREET NETWORK

This transportation analysis exhibit was used during discussions regarding re-alignment of S. Main Street, depicting how contextual connectivity would be retained.



Centerton Master Street Plan - 2026 Proposed

- Interstate
- Major Arterial
- Major Arterial Proposed
- Major Collector
- Major Collector Proposed
- Minor Arterial
- Minor Arterial Proposed
- Minor Collector
- Minor Collector Proposed

Bentonville Master Street Plan

- Arterial
- Arterial Proposed
- Collector
- Collector Proposed
- Expressway
- Local
- Local Proposed
- Other

ARDOT Job 012560

- ARDOT Alt 1
- ARDOT Alt 2

Special Flood Hazard Area

- A,
- AE,
- FLOODWAY





PROPOSED MAIN STREET ALIGNMENT

This transportation analysis exhibit was used during discussions regarding re-alignment of S. Main Street and its alignment with other primary routes.



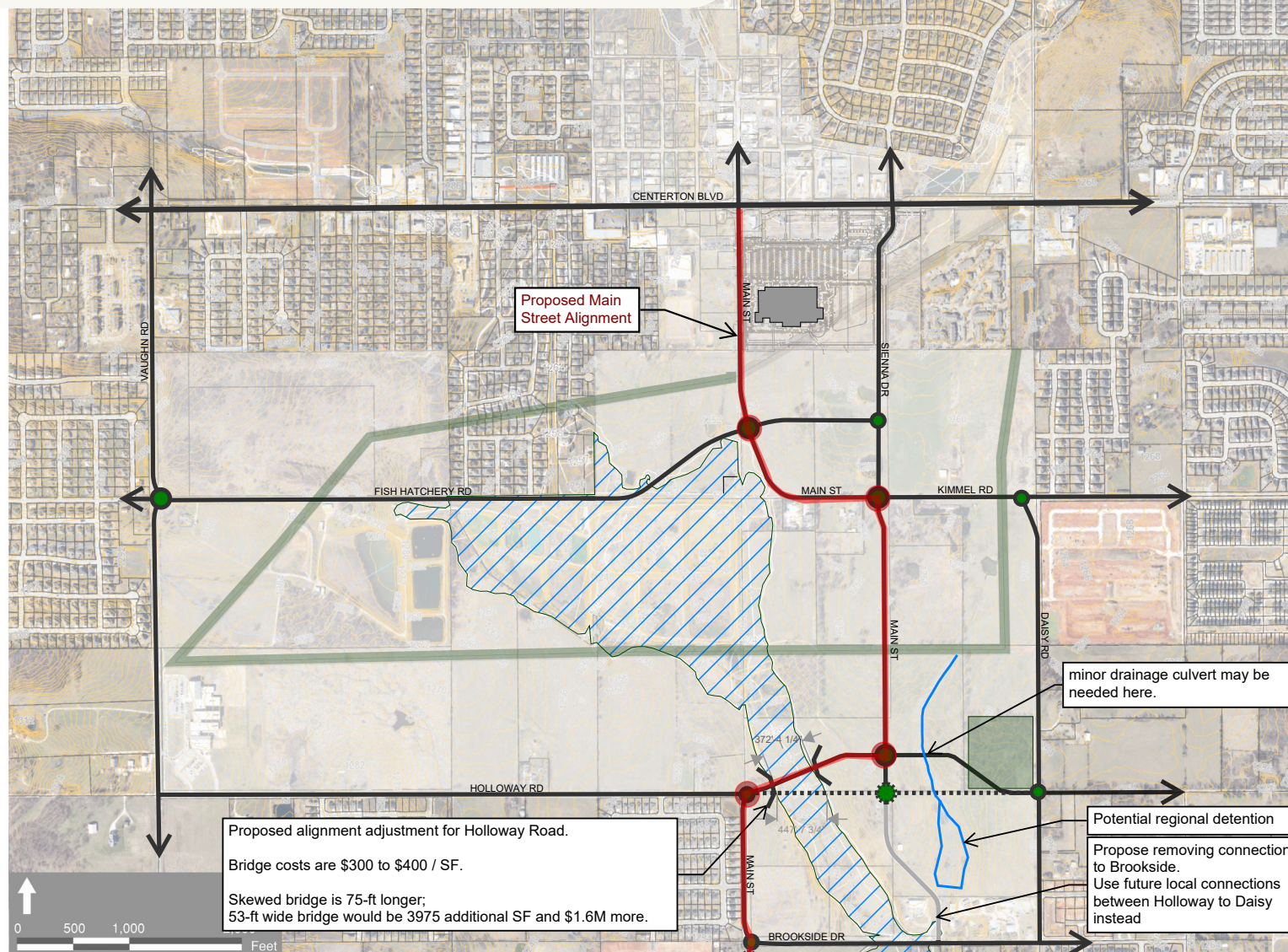
Main Street Realignment

Maintains through-traffic route

Allows for New Town Center Core Area outside of primary through traffic route

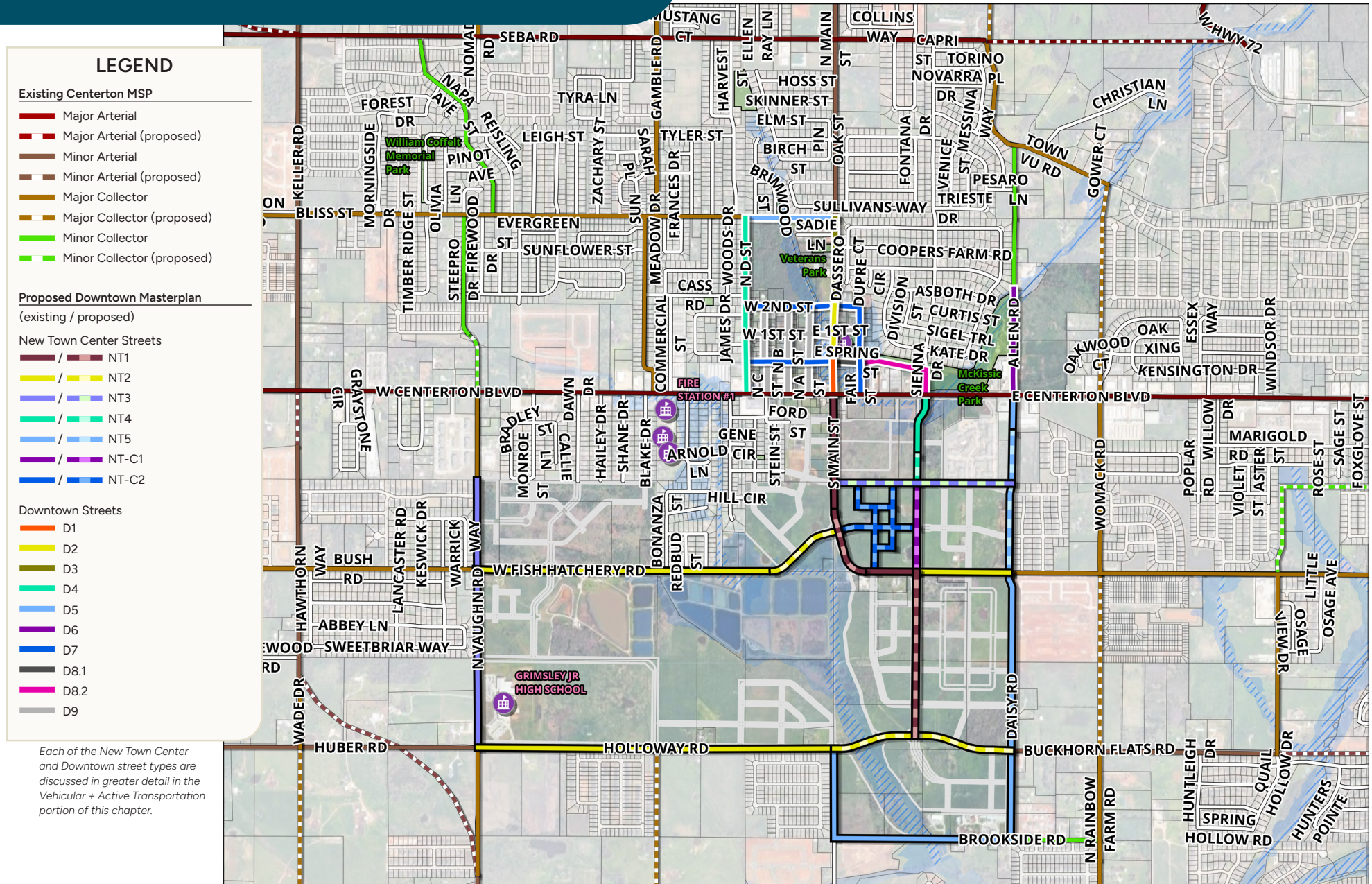
Only one major crossing of Floodplain/floodway

Proposed roundabouts offer safe connectivity and eliminate need for signals and signal maintenance



Master Street Plan Map

DOWNTOWN + NEW TOWN CENTER





ACTIVE TRANSPORTATION

The Centerton Downtown Masterplan advances the City's active transportation network by extending existing infrastructure, connecting to adopted Master Trails Plan proposed routes, and through identifying thoughtful new corridors that will further connect the Downtown and New Town Center to the broader community and regional trail network. The Masterplan achieves this through two (2) primary methods:

- Off-street greenway networks are proposed throughout New Town Center along existing SWEPCO transmission line easements that are typically 100' wide and run across the NTC area. Additionally, a greenway network is proposed to create a scenic and restored corridor along Little Osage Creek. Similar to construction of sidewalks, construction of the greenway network will be required with adjacent and nearby development applications. From a greater contextual perspective, this greenway network connects to the City's current network of proposed shared use paths along Brookside Road, Vaughn Road as well as along Allen Road and 2nd Street in the Downtown area. Throughout the downtown Masterplan, the greenway network ties in to proposed McKissic Springs Loop.
- In addition to off-street greenways, active transportation infrastructure is built into each Master Street Plan typical cross section. Informed by the Masterplan character area maps, a series of shared use paths, two (2)-way protected bike lanes, and sharrows (shared use routes on certain local streets) complete the different proposed streetscapes. When complemented by the off-street greenway network, the typical cross sections complete the vision for a locally and regionally connected Downtown and New Town Center.



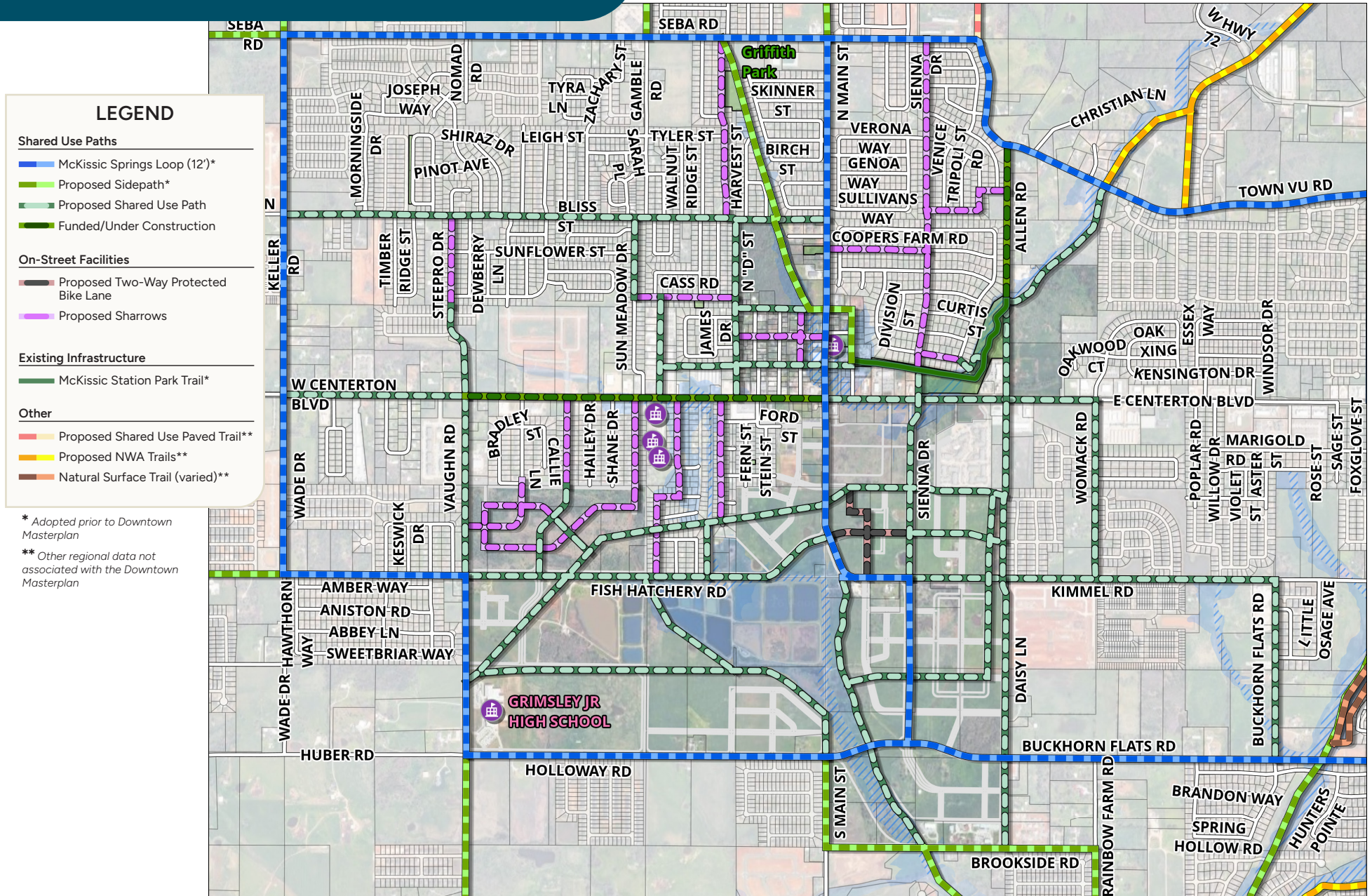
ACTIVE TRANSPORTATION FRAMEWORK

This conceptual active transportation exhibit highlights major off-street greenway networks considered and their connection to proposed paths previously adopted by the City.



Active Transportation Plan Map

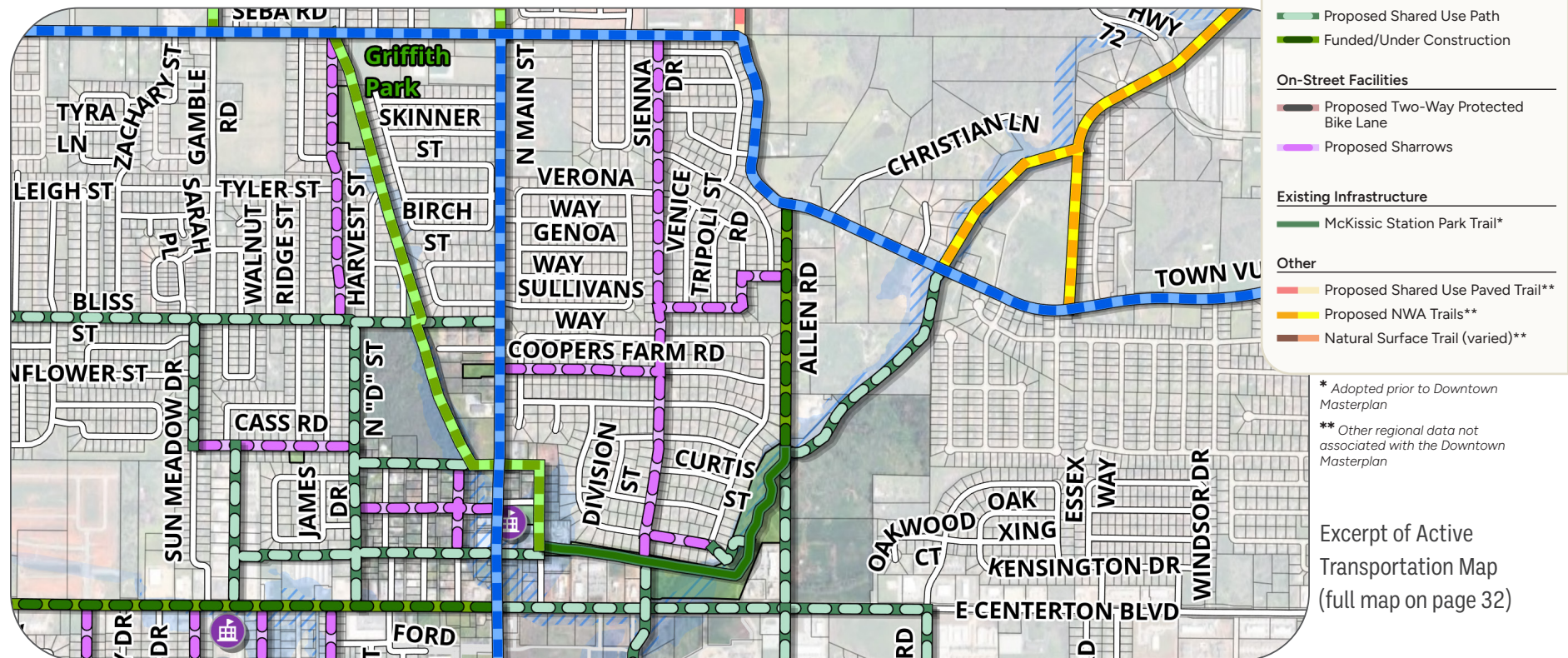
DOWNTOWN + NEW TOWN CENTER



Vehicular + Active Transportation

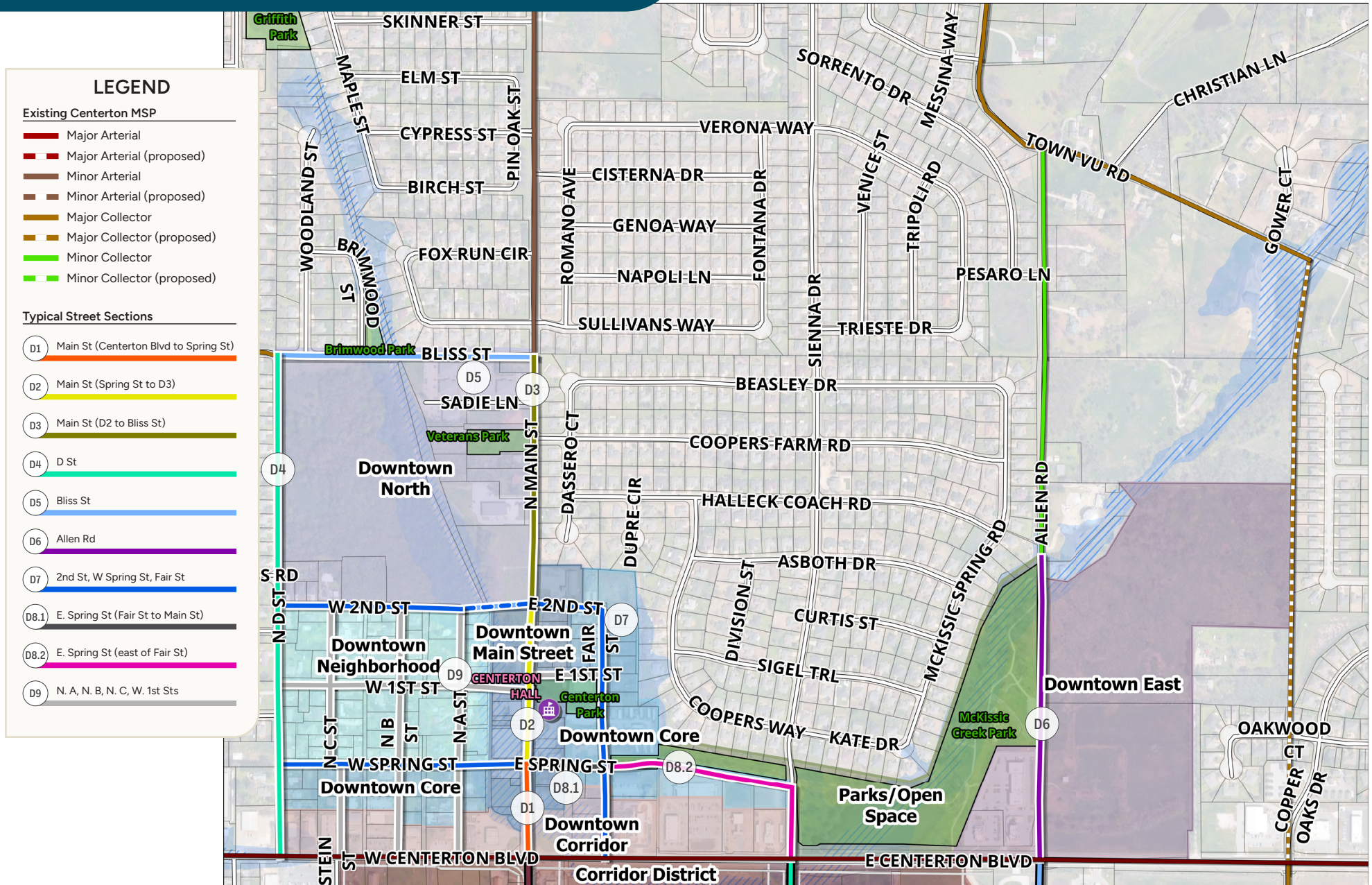
DOWNTOWN

In historic downtown Centerton, the **Downtown Character Area Map** recommends adaptive reuse, thoughtful infill, and improvements to existing properties. Transportation improvements are paramount to realizing a connected, revitalized downtown, from both a vehicular and active transportation perspective. To this end, the multimodal recommendations of this plan are organized by character area, as each area presents unique challenges and opportunities and therefore require different transportation infrastructure.



Master Street Plan Map

DOWNTOWN





Downtown Corridor

Designed to strategically connect Downtown to New Town Center and support increased density and amenities along Centerton Boulevard, special considerations and significant improvements are warranted within the Downtown Corridor character area. From an active transportation perspective, this Plan recommends primary pedestrian crossings across Centerton Boulevard at both Sienna Drive and Main Street, including a grade-separated crossing. Additionally, traffic congestion was cited as a common concern across most stakeholder groups during the Listening and Discovery Phase, and the Downtown Corridor character area presents a significant opportunity to improve overall transportation flow at the intersection of Main and Centerton Boulevard. As more infill development and property improvements move forward in this character area, it will be critical to ensure the Downtown Corridor supports and responds for all transportation types.

D1 • Main Street (Centerton Blvd to W. Spring St)

D1 Main Street (Centerton Blvd to Spring St.). Recognizing the need to accommodate significant traffic flow to and from all directions, parallel parking is eliminated south of Spring Street to accommodate dedicated turn and queuing lanes for Centerton Boulevard. Extra greenspace is reserved adjacent to the shared use path to assist in future accommodation of a grade-separated crossing. As Main Street approaches Spring St, the section will transition to accommodate the parallel parking lane provided north of Spring Street. This transitioning street section will serve to slow traffic before heading into the core of the downtown area. Looking back toward Centerton Boulevard, D1 will contain three (3) southbound lanes—with more details determined through a future traffic analysis. A quick dimensional description of D1 is provided below:

D1 MAIN STREET (CENTERTON BLVD TO W. SPRING ST) – 90' ROW

SIDEWALK	GREENSPACE	*	SOUTH TRAVEL LANE (right only)	SOUTH TRAVEL LANE	SOUTH TRAVEL LANE (left only)	NORTH TRAVEL LANE	*	GREENSPACE	SHARED USE PATH
10'	10'	*	11'	11'	11'	11'	*	10'	12'

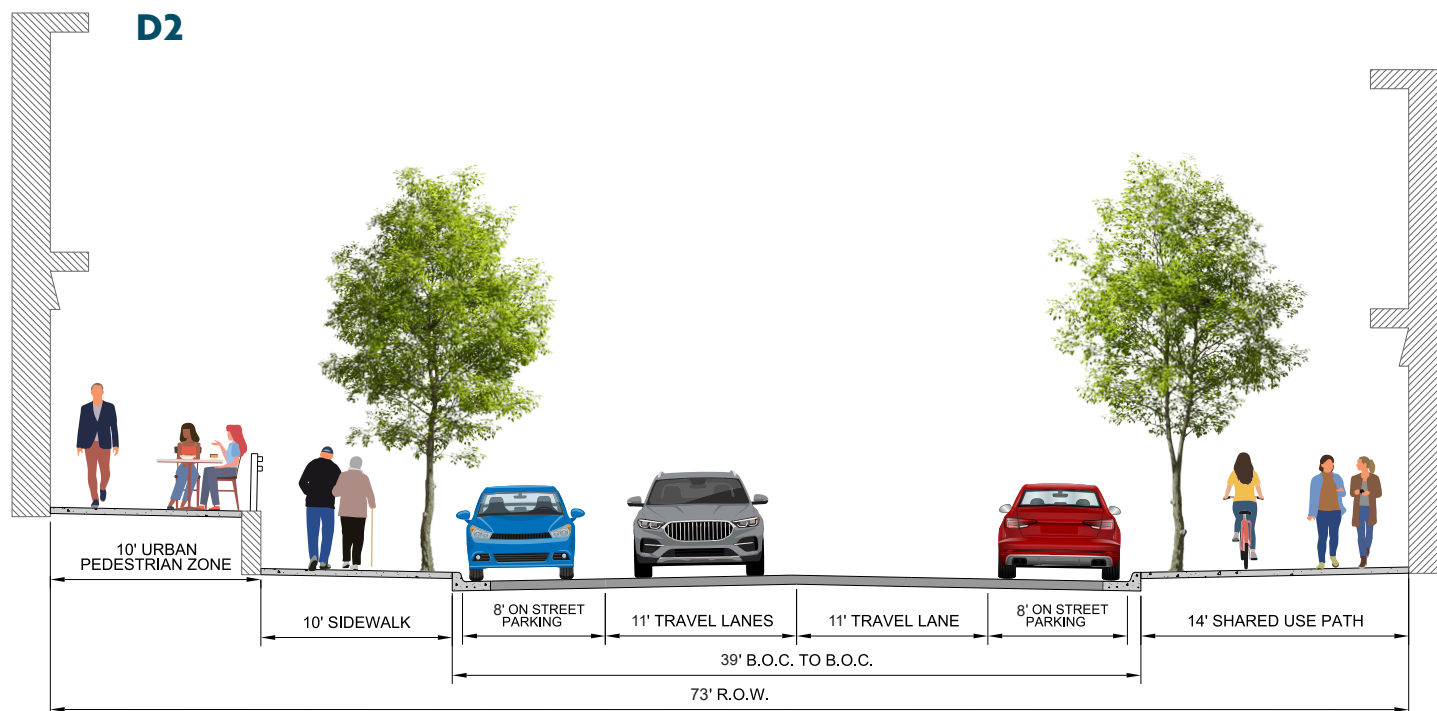
48'



D2 • Main Street (Spring St to D3)

Street classification D2 addresses these challenges and prioritizes an active streetscape to support existing and proposed businesses and community amenities along this historic corridor. Specifically, it:

- Leverages the high sidewalk as an elevated Urban Pedestrian Zone (10'), which can accommodate outdoor eating and sitting areas as shown in the corresponding typical street section.
- Adds a 10' sidewalk adjacent to the elevated pedestrian zone. As the sidewalk runs north and south from a midblock crosswalk planned adjacent to the planned Library, it slopes upward at an ADA accessible rate to allow accessible access to and from the elevated Urban Pedestrian Zone.
- Redefines parking on both sides of Main Street
 - Delineates parallel parking on west side
 - Redesigns existing parking into parallel parking on the east side, which allows for a 14' Shared Use Path on the east side. This generous space provides adequate room for pedestrians and outdoor seating near future building facades and a more active bike corridor closer to the curb.



Downtown Main Street

Historically challenged by its proximity to the McKissic Creek Special Flood Hazard Area (FEMA), the finish-floor elevation of most existing buildings along the west side of Main Street lies approximately three (3) feet above the adjacent street elevation. While the raised sidewalk presents accessibility issues, this overall character area is very underserved by sidewalks or safe pedestrian crossings throughout. There is also an overall need for more adequate and orderly parking for existing and future development. To promote a welcoming and comfortable downtown environment for pedestrians and provide adequate vehicular access through the corridor, the following is proposed.

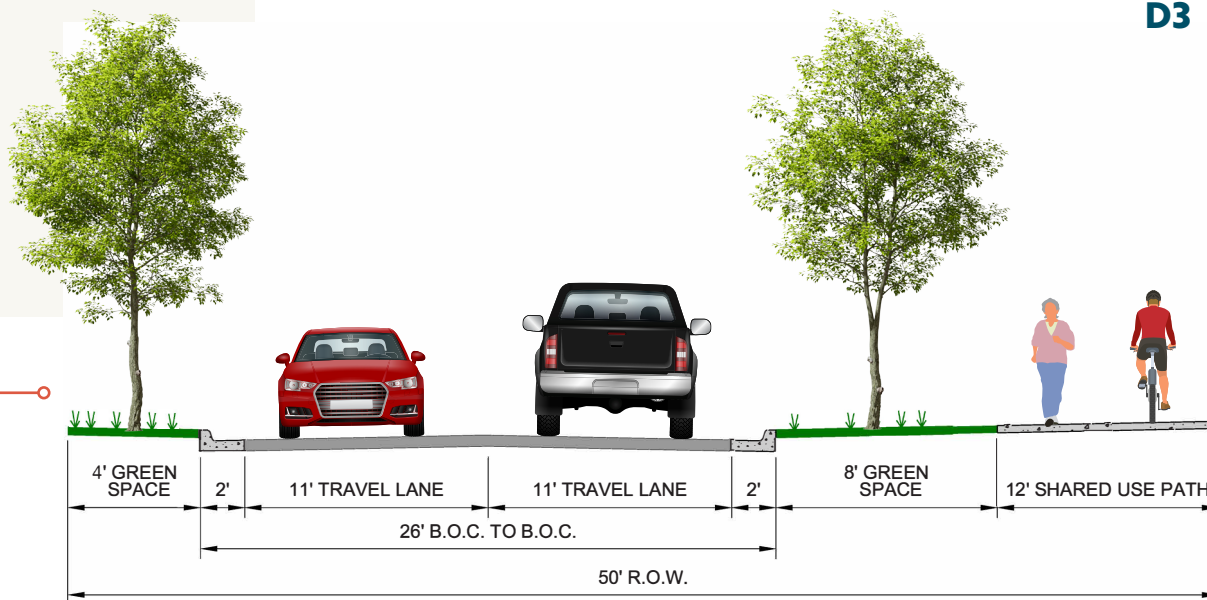


Downtown North

Presenting significant opportunities for development and redevelopment in the northern sector of the Downtown Character Area Map, Downtown North is served by four (4) unique street types of which three (3) are highlighted in this section: D3, D4, and D5. Supporting street classifications reference currently adopted Master Street Plan Map information, opportunities, and existing constraints. For example, existing lots within the Sienna at Cooper's Farm Subdivision limits the widening of N. Main Street, and residential structures in the northeast corner of Downtown North limit the widening of Bliss Street. An overview of the supporting cross sections is as follows:

D3 • Main Street (from D2 to Bliss St)

Balancing vehicular improvements to Main St as well as continuing the shared use path to advance the adopted McKissic Springs Loop, the proposed street section includes: two (2) 11' travel lanes with curb and gutter, a 12' Shared Use Path, and an 8' Greenspace to buffer pedestrians from traffic and allow establishment of street trees.



D4 • “D” Street

Designated as a Local street on the City’s adopted Master Street Plan Map, “D” Street currently functions as and will continue to function more as a Minor Collector given its context and connectivity to other streets. Serving as a primary street on the west side of the Downtown Masterplan, it is an important connector and access street and is currently devoid of any pedestrian infrastructure. This plan recommends a parallel parking lane and shared use path on the east side to support development of Downtown North and better serve the general contextual area.

D5 • Bliss Street

Currently designated as a Major Collector with 80’ ROW, this section reallocates the proposed streetscape to better respond to its adjacency to the Downtown Masterplan east of “D” Street and recognizes the limited space available east of the seasonal stream. While the left hand turn lane at Main should be retained, a left-hand turn lane should also be provided at “D” Street. In between these turn lanes and for most of the block, a parking lane is recommended on the south side of Bliss.



Downtown East

Lying adjacent to McKissic Creek Park with primary access from both Allen Road and Centerton Boulevard, Downtown East includes developed parcels and large undeveloped acreage east of this intersection. With adjacency to the existing McKissic Station Trail, this Plan recommends shared use path extension in a northeasterly direction to connect with the proposed McKissic Springs Loop and other regional trails at Town Vu Road. With substantial through traffic on Centerton Boulevard, this character area will play a unique role as a gateway into the more central portions of Downtown and New Town Center. Supporting street sections in this area include:

D6 • Allen Road

Currently designated as an 80' minor collector with on-street unprotected bike lanes on the existing Master Street Plan, D6 reallocates improvements to reflect current needs and existing infrastructure and park amenities on the west side. Improvements include a new shared use path on the east side, a 10' greenspace, a parallel parking lane, and mitigation of gaps in the current sidewalk on the west side.



— Downtown East will include a trail along McKissic Creek connecting the area with Downtown amenities.

Downtown Neighborhood

Encompassing much of the original gridded street network of Centerton, preservation, adaptive reuse, redevelopment, and infill are proposed in this character area. With relatively lower traffic counts anticipated, sharrows (painted arrows) are proposed on most existing streets, to indicate a shared street system serving both vehicular and bicycle users, while sidewalks are proposed to accommodate pedestrians. From a vehicular perspective, alleys should be preserved and utilized for ongoing property access. While W. Spring and W. 2nd Streets have dedicated street sections as discussed above (D7), N. "A" St, N. "B" St, N. "C" St, and W. 1st St. are assigned the existing City MSP street section "Neighborhood/Local" (mapped as D9) which includes: two (2) 10' travel lanes, parallel parking on one (1) side, and a sidewalk with greenspace on both sides.



Downtown Core

Lying north of Downtown Corridor and East of Downtown Main Street, these areas are envisioned to improve and further develop with mixed-use developments in a walkable, comfortable, and connected form. Parallel parking is proposed throughout to support adjacent amenities and slow traffic speeds. Shared Use Paths are proposed along Fair Street and along Spring Street, which will act as an extension of the existing McKissic Station Trail. The corresponding active transportation map provides more context on how the network is planned to connect into this character area. From a vehicular perspective, this Plan acknowledges and expands upon the City's proposed improvements to Spring Street, with an emphasis on accommodating delivery trucks and park access along this corridor. Supporting street sections in this area include:

D7 • 2nd St, W. Spring St, and Fair St

Similar to D8.1 and D8.2 below, D7 requires a 10' Shared Use Path to provide a comfortable multi-use path through the Downtown Core--and along Downtown North. Special considerations will be required adjacent to McKissic Spring near Spring/A St, and a variation to the street section may be required to ensure best practices near the freshwater spring.

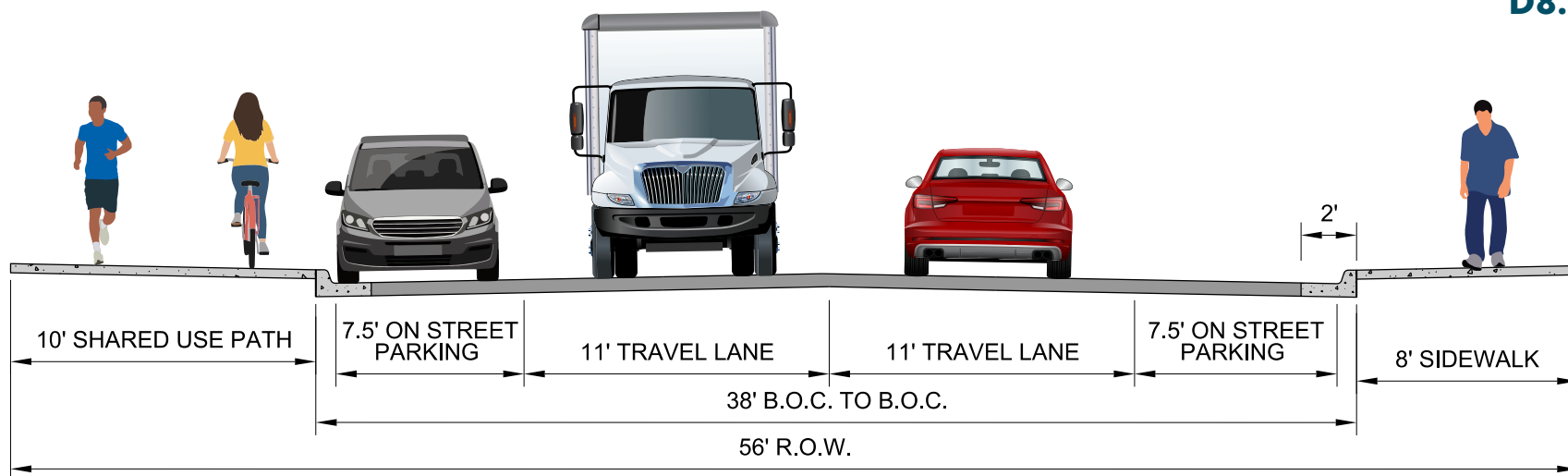
D8.1 • E. Spring Street (west of Fair St)

Including continuation of the shared use path in D8.2, as Spring Street approaches Main Street, the parking Lane on south side of street yields to an additional Vehicle Travel Lane to provide a left turn lane at Main Street.

Lane to provide a left turn lane at Main Street.

D8.2 • E. Spring Street (east of Fair St)

Benefiting from the adjacent McKissic Station Trail, this section requires widening of this trail into a consistent 10' shared use path, retention of the current greenspace and mature trees to the extent possible, and a parallel parking lane and sidewalk on the south side.

D8.1

MOBILITY: TYPICAL CROSS SECTIONS

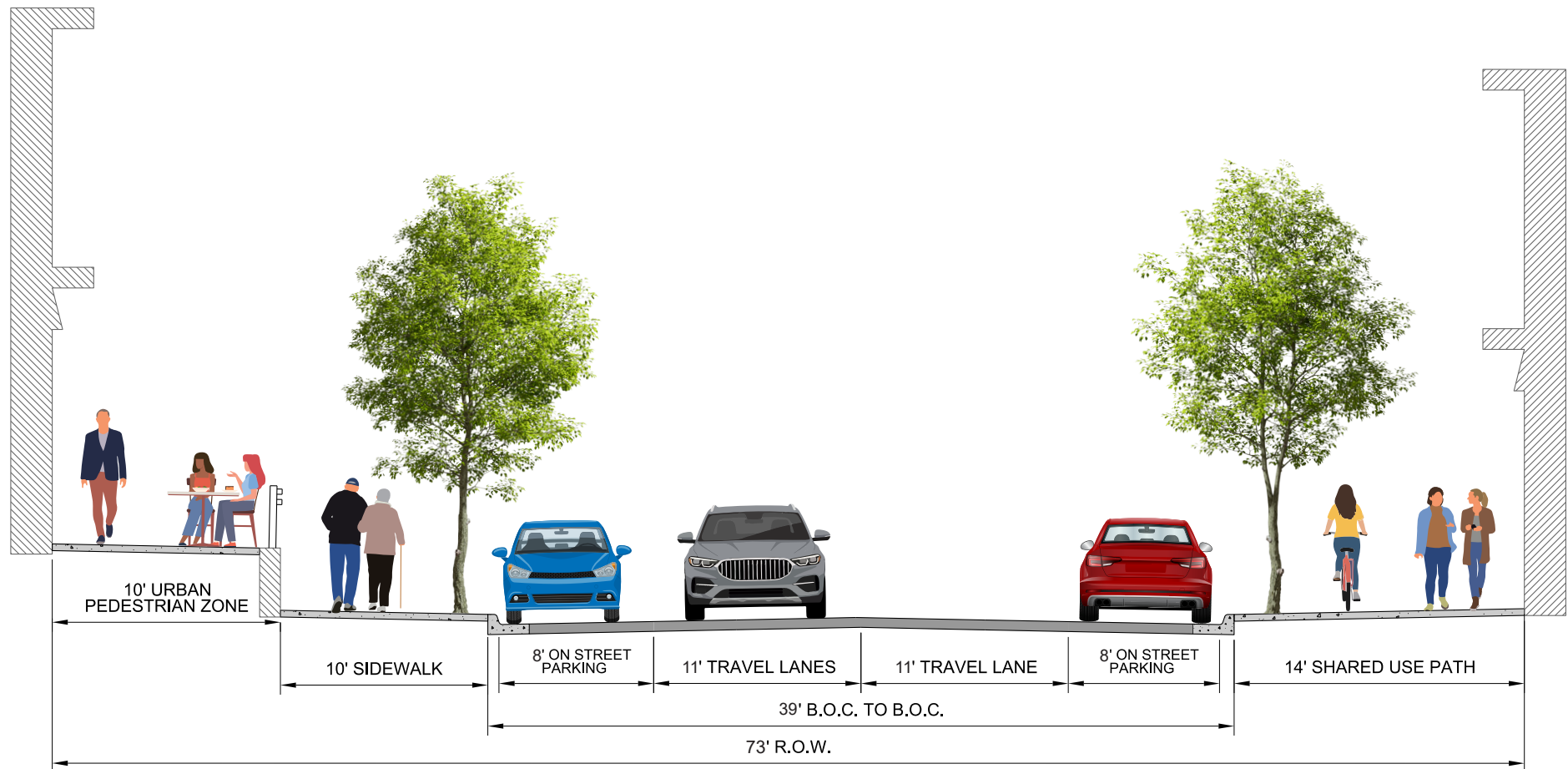


40

TYPICAL STREET CROSS SECTIONS: DOWNTOWN STREETS

D2 Main Street (Spring Street to 2nd Street)

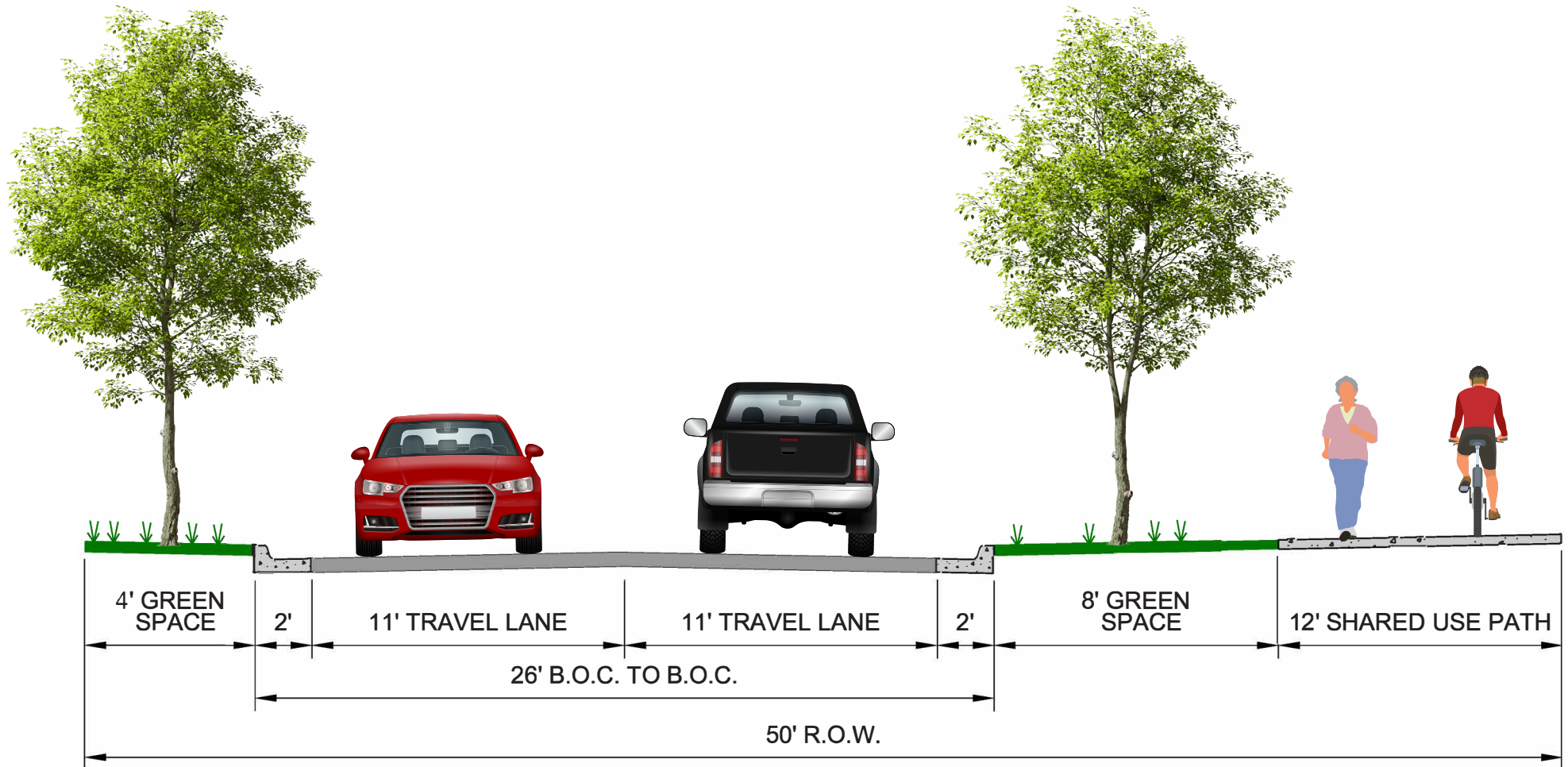
ROW Varies: 75' - 80'



1. **Trees:** The guidance for tree plantings for NT-C2 also applies to this D2 Main Street section. This information can be found on pages 53-54.
2. On the west side of Main Street, between Spring Street and 1st Street, ADA access shall be provided from the "10' Sidewalk" to the "10' Urban Pedestrian Zone."
3. On the west side of Main Street, between 1st and 2nd Street, a single-level 14' Urban Pedestrian Zone replaces the multi-level pedestrian zone/sidewalk.

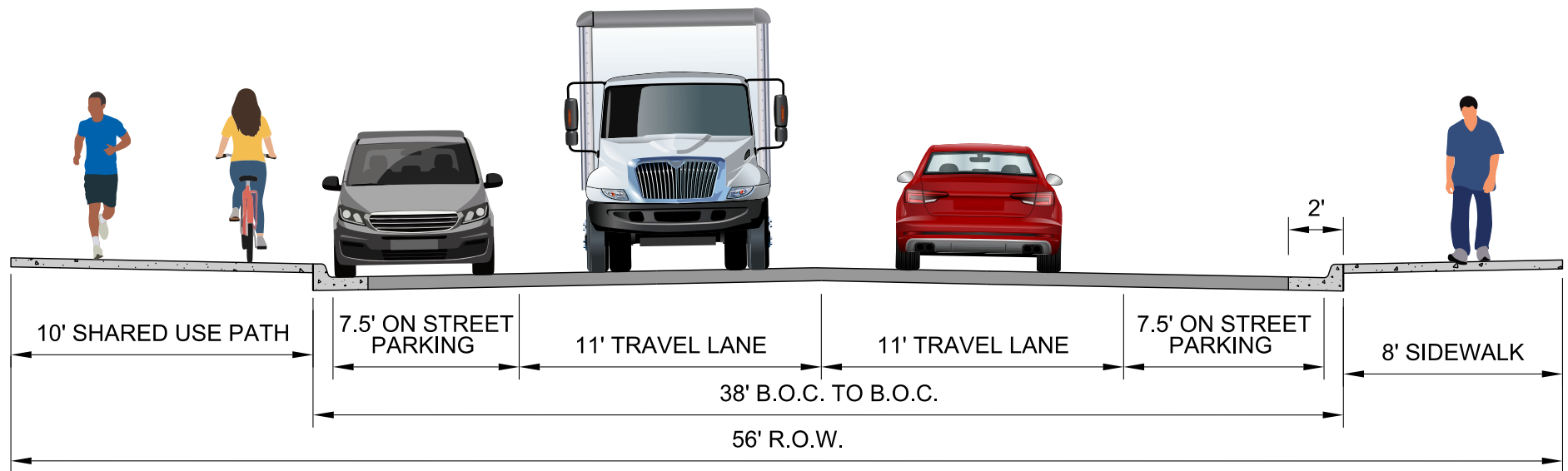
D3 Main Street (north of 2nd Street)

ROW Varies: 50' to 60'



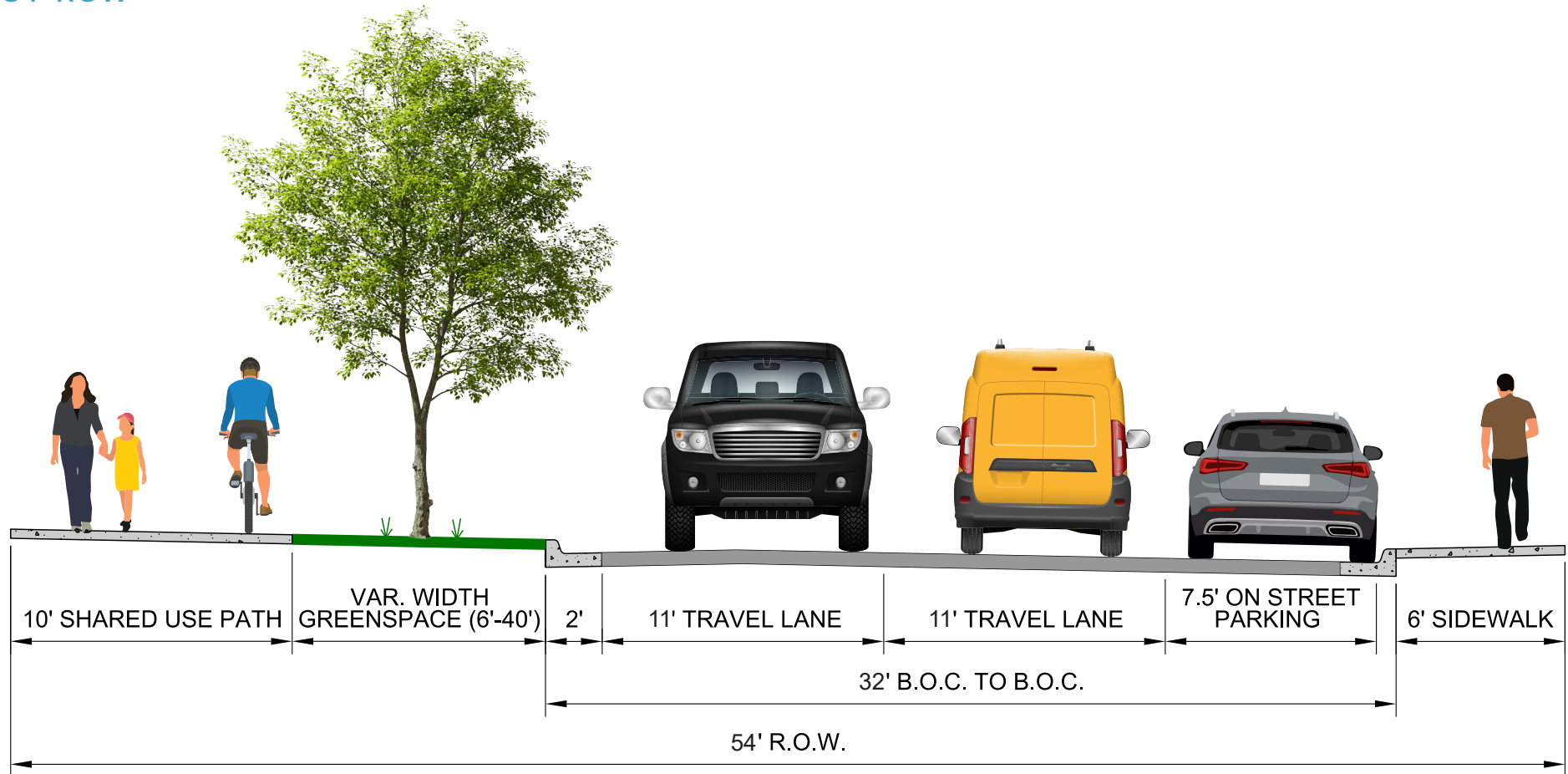
D8.1 E. Spring St (west of Fair Street)

56' ROW



D8.2 E. Spring St (east of Fair Street)

54' ROW



Additional Cross Sections

DOWNTOWN



D1 MAIN STREET (CENTERTON BLVD TO W. SPRING ST) – 90' ROW

SIDEWALK	GREENSPACE	*	SOUTH TRAVEL LANE (right only)	SOUTH TRAVEL LANE	SOUTH TRAVEL LANE (left only)	NORTH TRAVEL LANE	*	GREENSPACE	SHARED USE PATH
10'	10'	*	11'	11'	11'	11'	*	10'	12'

D4 D ST – 62' ROW

SIDEWALK	GREENSPACE	*	TRAVEL LANE	TRAVEL LANE	PARKING LANE*	*	GREENSPACE	SHARED USE PATH
6'	5'	*	11'	11'	7.5'	*	6'	10'

D5 BLISS ST – 80' ROW

SHARED USE PATH	GREENSPACE	*	PARKING LANE	TRAVEL LANE	TRAVEL LANE	*	GREENSPACE**	SIDEWALK
10'	9.5'	*	7.5'	11'	11'	*	8'	6'

The proposed streetscape for D5 accomplishes all elements within 67' ROW.

D6 ALLEN RD – 80' ROW

SIDEWALK	GREENSPACE	*	TRAVEL LANE	TRAVEL LANE	PARKING LANE	*	GREENSPACE	SHARED USE PATH
8'	8'	*	11'	11'	8'	*	10'	10'

The proposed streetscape for D6 accomplishes all elements within 70' ROW.

D7 2ND ST/W. SPRING ST/FAIR ST – 57' ROW

SHARED USE PATH	*	PARKING LANE	TRAVEL LANE	TRAVEL LANE	PARKING LANE	*	SIDEWALK
10'	*	7.5'	11'	11'	7.5'	*	6'

West side of Fair St between 1st and Spring St will have angled parking in lieu of parallel. This will require a nose-in parking lane depth of 19', and an adjacent travel lane width of 12'. This equates to an extra 13.5' of paved surface, yielding a BOC to BOC of 44.5' and an overall ROW of 60.5'.

D9 N. A ST/N. B ST/N. C ST/W. 1ST ST – 50' ROW

SIDEWALK	GREENSPACE	*	TRAVEL LANE	TRAVEL LANE	PARKING LANE	*	GREENSPACE	SIDEWALK
5'	5'	*	10'	10'	7.5'	*3	5'	5'

South side of 1st St between Main and Fair will have angled parking in lieu of parallel, 6' sidewalks and no greenspace buffer on both sides. This will require a nose-in parking lane depth of 19', and an adjacent travel lane width of 12'. This equates to an extra 13.5' of paved surface, yielding a BOC to BOC of 43.5' and an overall ROW of 55.5'.

General Notes applicable to all Downtown and NTC Typical Cross Sections:

1. All curbs are 2' wide and indicated with * symbol.
2. Gutter width is included within the parking lane width calculations.
3. All total ROW widths listed are the minimum ROW widths for the indicated street. Required ROW widths within certain portions of the street and near intersections may increase at the discretion of the City Engineer.
4. The City shall make a final determination regarding which side of the street the shared use path is located. The determination shall be based on the goal of ease of use, multi-modal safety, and continuity throughout the city.

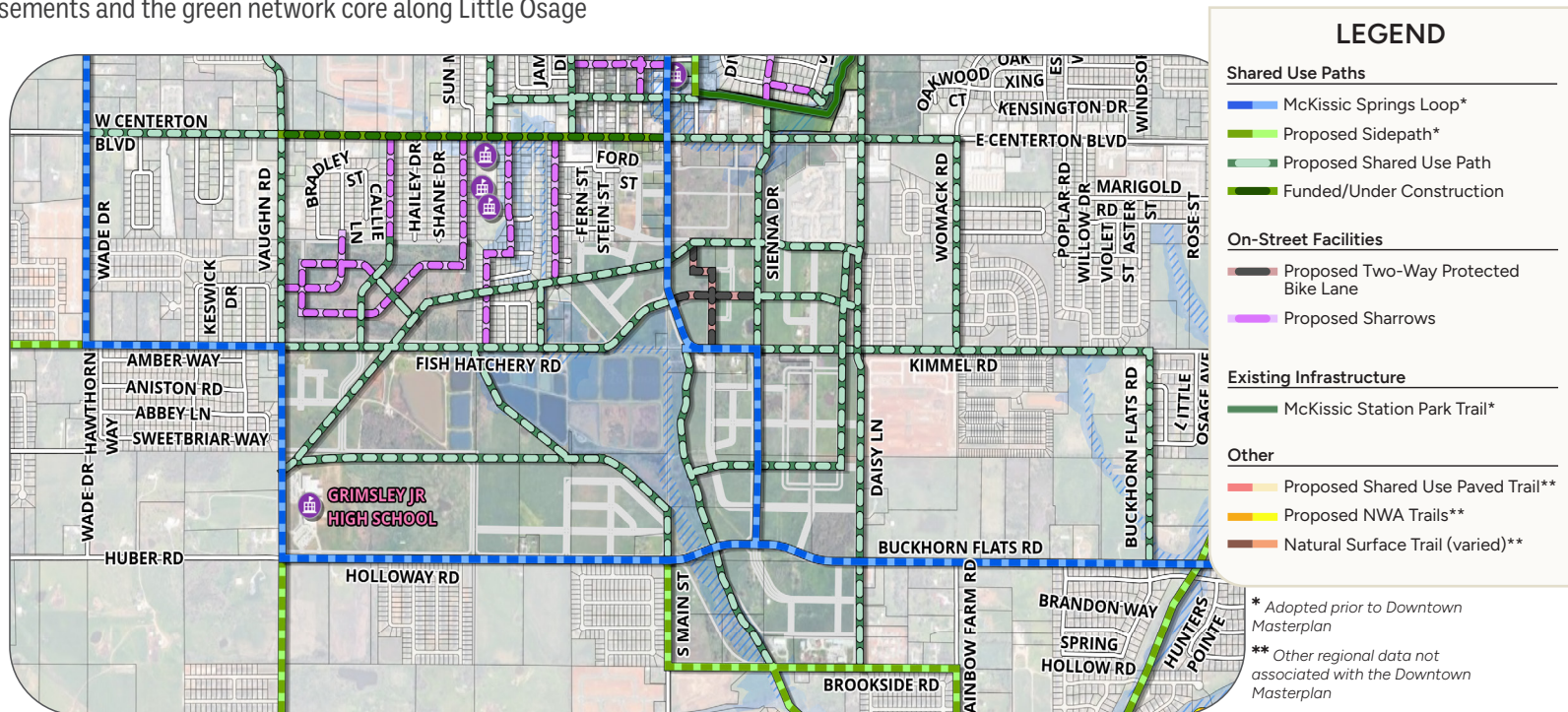
Vehicular + Active Transportation

NEW TOWN CENTER

With the significant greenfield development proposed throughout the majority of New Town Center, this section addresses vehicular transportation, active transportation, and associated character area by each street section type.

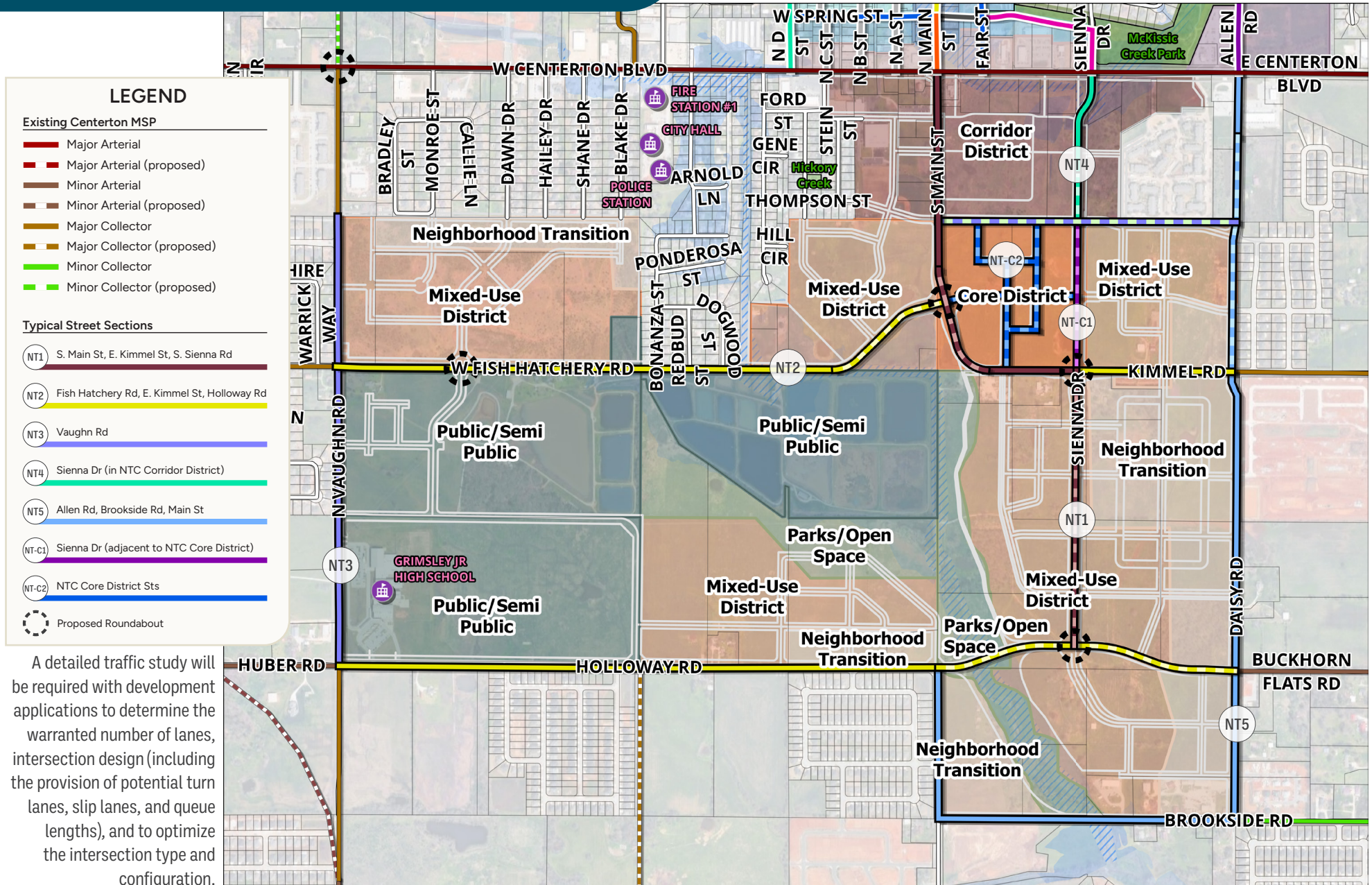
- Primary vehicular routes are informed by historic, regional, and proposed traffic patterns and are supplemented by a network of proposed streets to further support the future uses of New Town Center.
- Active transportation infrastructure is built in to both the typical street sections, as well as through a network of off-street greenways via both existing major easements and the green network core along Little Osage Creek.

Excerpt of Active Transportation Map (full map on page 32)



Master Street Plan Map

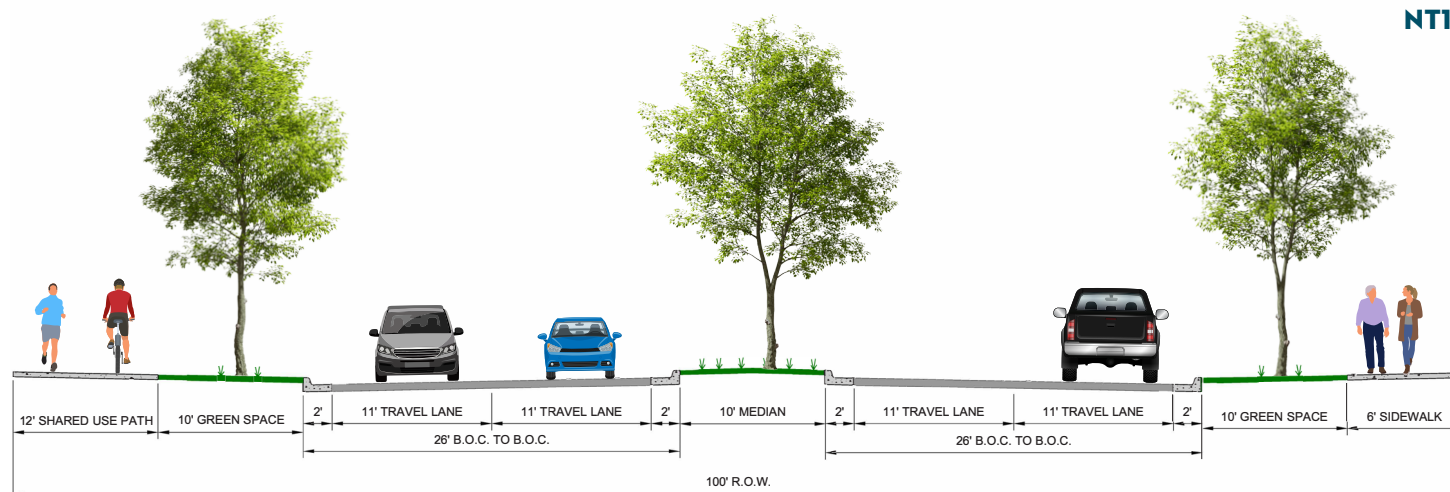
NEW TOWN CENTER





NT1 • S. Main St, E. Kimmel, and S. Sienna Rd

Envisioned as the prominent, multi-functional entrance into New Town Center and connection from Downtown, NT1 is a four (4)-lane divided street with shared use paths, sidewalks, and ample greenspace to support a mature tree canopy in the median and along both sides. The corresponding typical section shows more detail on how these streetscape amenities are proposed



- **NTC Corridor District**

Traffic flow and multi-modal north-south connectivity are key considerations of the street section in this character area abutting Centerton Boulevard. Featuring a left turn lane, a northbound lane, and a right turn lane with queuing distances informed by a traffic study, this street alternates between turn lane and central median as needed for overall connectivity and support of the proposed street system.

- **NTC Core District**

As NT1 continues south, it lies adjacent to the NTC Core District, with prominent views into the heart of New Town Center. A large roundabout permits westbound traffic onto Fish Hatchery (NT2) or into the Core District via an NTC Core street (NT-C2).

- **NTC Mixed-use District**

At the southeast corner of the Core District, NT1 approaches another large roundabout with the primary boulevard streetscape heading south to a proposed intersection with Holloway Road. Intended to support a welcoming, connected, and walkable urban form in this character area, active transportation links are planned at key intersections to allow efficient pedestrian and bike connections to adjacent character areas, including the off-street greenway proposed along Little Osage Creek.



NT2 • Fish Hatchery, E. Kimmel (east of Sienna), and Holloway Rd

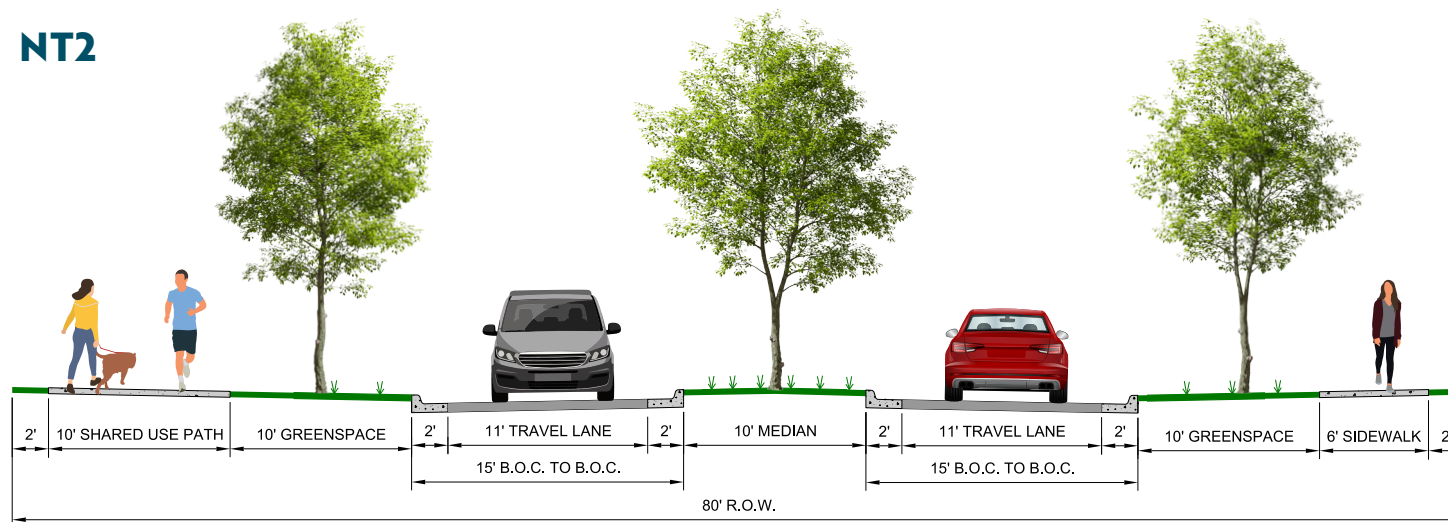
A highly important east-west connecting street section, NT2 is planned for existing corridors that connect more broadly to L.C. Hickman/AR 102 (Major Arterial), Huber at Tycoon (Major Arterial), and Kimmel (Glen Rd) at Womack Rd (Major Collector), Greenhouse Rd (Major Arterial), and Been Rd (City of Bentonville Collector). To this end, NT2 serves as a gateway corridor into New Town Center from both the east and west.

Supporting adjacent uses for all character areas except NTC Core District, NT2 provides a boulevard section with one (1) vehicular lane in each direction, 10' shared use paths, 6' sidewalks, and 10' greenspace off each curb and in the median to support a mature tree canopy. From an active transportation perspective, NT2 supports the buildout of the proposed McKissic Springs Loop along Fish Hatchery/Kimmel and provides regional connected shared use paths on the Holloway/Buckhorn Flats corridor. Multiple opportunities are proposed for north-south pedestrian connectivity, including shared use paths at Vaughn Rd, S. Main St, Sienna Dr, Daisy Rd, and the proposed Little Osage Creek greenway corridor.

NT3 • Vaughn Rd

Supporting NTC Mixed-use District and Public/Semi-Public AR Game and Fish and Bentonville Public Schools character areas, NT3 is a regional arterial providing an additional north-south connection into and from New Town Center. Building on the shared use path corridor constructed at Grimsley Junior High, NT3 continues with a 10' shared use path and 10' greenspace on each side of the road, as well as a three (3) lane street section featuring a continuous middle turn lane. A minor adaptation to the City's Major Collector street section, NT3 provides significant improvements to both vehicular and active transportation uses along this corridor. In addition to the planned active transportation connections at Fish Hatchery and Holloway, NT3 also connects with the New Town Center greenway network along the existing utility corridors, as shown on the corresponding maps.

NT2





NT4 • Sienna Dr (in NTC Corridor District)

Scheduled for construction along with City approved development plans for a Walmart Supercenter, NT4 includes a stoplight at Sienna/Centerton Boulevard, which provides another significant vehicular and active transportation route connecting Downtown to New Town Center. Informed by the approved development plans, this street section includes a dedicated left-turn lane at Centerton Boulevard and retains the ability for a central turn lane as needed further south. Active transportation across Centerton Boulevard is supported by a shared use path and sidewalk on either side of this proposed street, and via an intersecting east-west street and shared use path along NTC Corridor's adjacency with the NTC Core District.

NT5 • Allen Rd, Brookside Rd, and Main St

The NT5 streetscape provides vehicular and active transportation infrastructure support to New Town Center at two (2) key areas:

- Allen Road and Daisy Road along the eastern edge of New Town Center. Here, NT5 provides access to the Neighborhood Transition character areas. To support mixed-uses at intersections and help moderate traffic speeds along this long corridor, parallel parking is proposed along the western side of the streetscape. Additionally, a shared use path is proposed, to help existing and proposed neighborhoods better access New Town Center. The active transportation corridor has two (2) planned east-west connectors into NTC Core and connects with regional active transportation networks at the proposed McKissic Springs Loop and Holloway/Buckhorn Flats Road. Unless a traffic light is installed at Allen/Centerton Blvd in the future, this corridor is important yet secondary to both Main and Sienna, which provide better direct connections from Downtown.
- Along the southern border of New Town Center, NT5 provides vehicular and active transportation improvements to Brookside Road and S. Main St, south of Holloway Rd. Leading to Hwy 12 via Shell and Rainbow Farm Roads, Brookside provides a key route to and from New Town Center southeast of the future downtown. Tying into Holloway Road, NT5 provides regional connections to New Town Center from Hwy 279 (Vaughn Rd). Featuring two (2) travel lanes with parallel parking and a shared use path on the NTC side, NT5 supports the variety of land uses in both NTC Neighborhood Transition and NTC Mixed-Use character areas.





NT-C1 • Sienna Rd (adjacent to NTC Core District)

Providing key vehicular and active transportation connections on the east side of NTC Core District, NT-C1 continues proposed Sienna Drive into a streetscape that supports the walkable multi-modal priorities of this key part of New Town Center. Adjacent to mixed-use developments of retail, restaurants, entertainment, services, and other amenities built in the urban form adjacent to the right-of-way, NT-C1 continues the two (2) traffic lanes and shared use path from the north (NT4) but adds parallel parking on both sides and an urban pedestrian zone (wider than a shared use path) on the west side. With three (3) east-west multimodal links from NT-C1, contextual connectivity is paramount in this central section of New Town Center.

NT-C2 • NTC Core District streets

Supporting the heart of New Town Center, local streets within NTC Core District will be sensitive to pedestrians, outdoor dining, outdoor gathering, and to supporting a general sense of community in the vibrant Core District. Supporting two-way vehicular traffic in narrower lanes, NT-C2 provides parallel parking on both sides, a 2-way protected bike lane, and urban pedestrian zones on both sides. With room for outdoor dining, outdoor seating, street trees, bike racks, and other pedestrian and pet amenities, NT-C2 will be a natural extension to and from adjacent mixed-use buildings and the planned central green as shown on associated plan views.

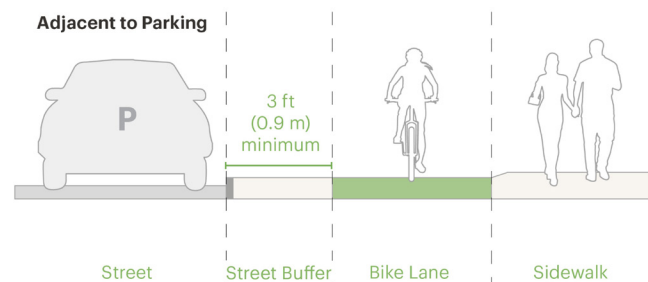
NTC Other Proposed Streets

As shown on the corresponding **New Town Center Master Street Plan Map** on the following page, a variety of additional proposed streets are shown in off-white lines, designed to support the vision for an overall connected New Town Center, as lands develop. The streetscapes for these additional proposed links will be informed by the type of development that aligns with the associated character area, based on its location and alignment. These streetscapes should clearly support both pedestrian and vehicular transportation and should generally be chosen from the aforementioned NT2, NT4, NT5, or NT-C1/C2, subject to review and approval by the City Engineer.



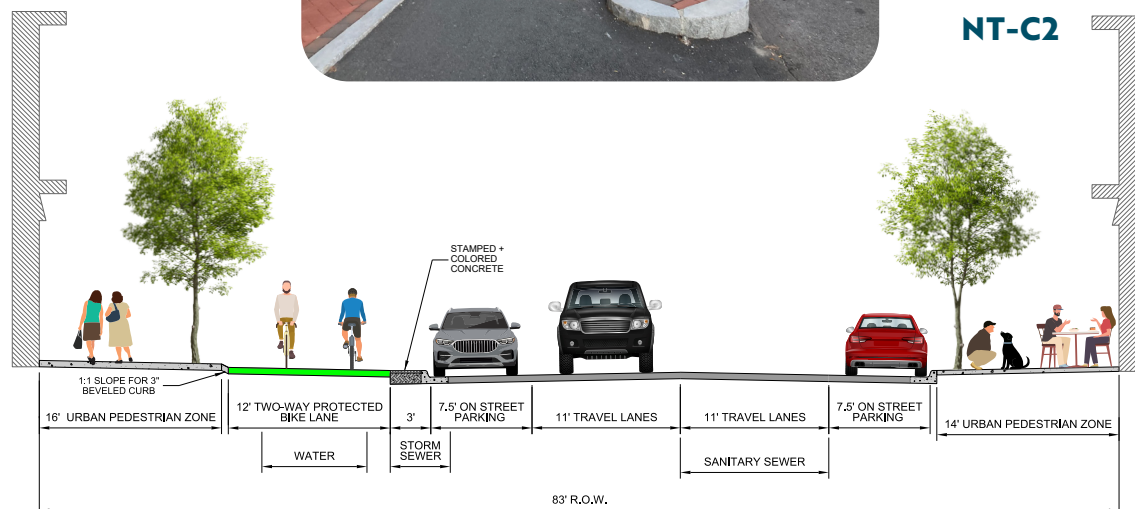
Protected bike lane with brick/concrete curb.

Credit: John Greenfield



Bike lane buffer adjacent to parallel parking.

Credit: NACTO



MOBILITY: TYPICAL CROSS SECTIONS

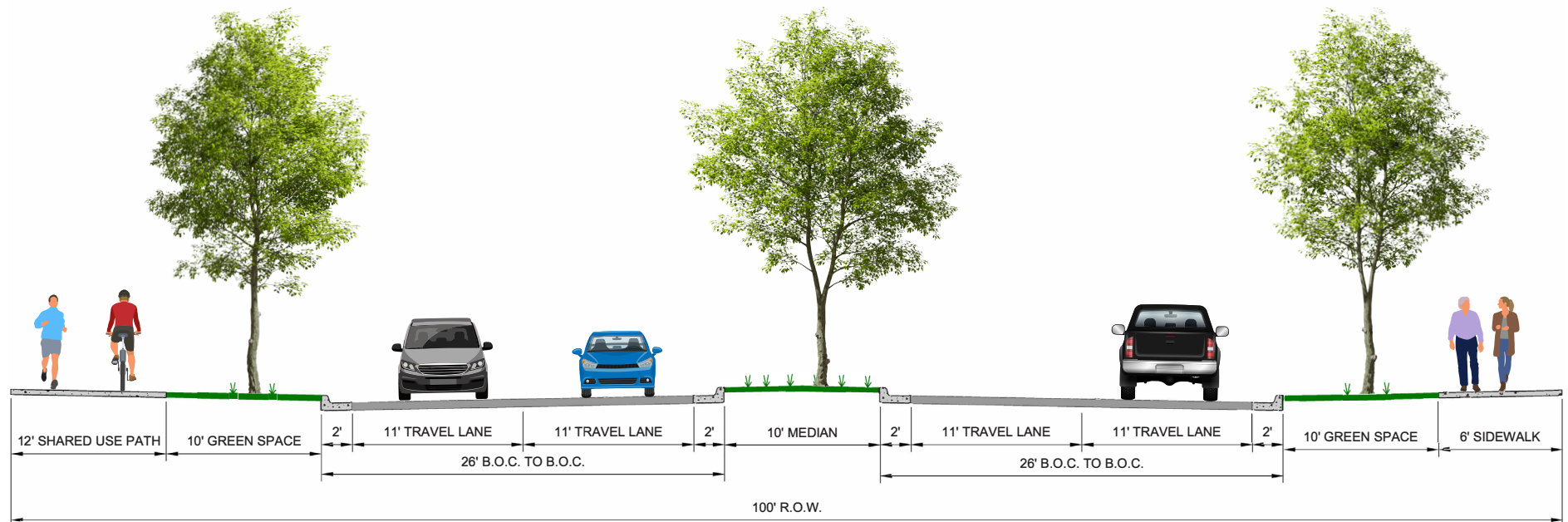


51

TYPICAL STREET CROSS SECTIONS: NEW TOWN CENTER STREETS

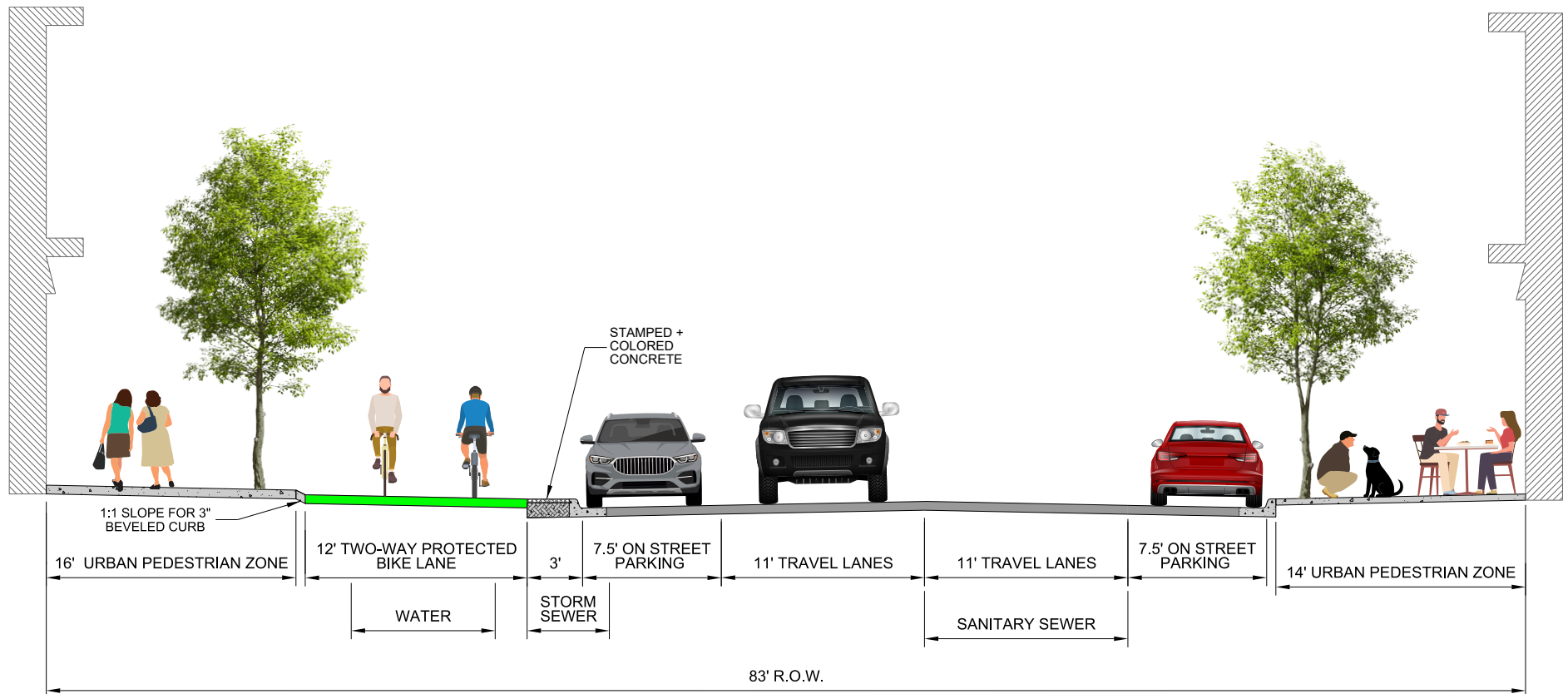
NT1 S. Main St (and Sienna Dr south of Kimmel)

100' ROW



NT-C2 Core District Streets

83' ROW



continued on the following page



NT-C2 Core District Streets cont.

1. **Alternative Cross Sections for Fire Protection:** Within the NTC Core District, at least one side of each building must lie 15 to 30 feet from an adjacent fire access area. To achieve this, at least one alternative cross section may be required. Proactive coordination and plan review with the Centerton Fire Chief is recommended prior to development.
2. **Utility Coordination:** Developed through review and coordination with the Centerton Utilities Director and City Engineer, this section shows the zones in which major public utilities should be provided.
 - Water: The water main should be centered under the Two-Way Protected Bike Lane.
 - Sanitary Sewer: The sewer main should be centered under the 11-foot Travel Lane on the side opposite the bike lane.
 - Stormwater/ Storm Sewer: The stormwater main should run under the 3-foot buffer, adjacent to bike lane and parking lane. Subject to final approval by the City Engineer, it is recommended to utilize grate inlets--placed within intermittent breaks in the 3-foot buffer, to intercept water from both street and bike lane.
 - In some circumstances, it may be advantageous for the sewer main to go under the bike lane and for the water main to go under the 11-foot travel lane to minimize conflicts between stormwater and sanitary sewer.
 - Franchise utilities may consider either the urban pedestrian zones or rear/ nearby alleys for applicable infrastructure, with underground installation being the standard requirement for all future utilities or as otherwise provided by City code. Note that Street Trees are required within the urban pedestrian zone as further indicated below, such that any franchise utilities should be aware that modular, subsurface soil frames may be present under this area.
3. **Trees:** Tree placement and soil requirement notes as well as NT-C2 tree species recommendations are provided below and on the following page.
 - The tree species and cultivars including in the table on the following page were selected for general urban tolerance with the associated typical section in mind. Additional desirable and appropriate species and cultivars may be available. Final selection of species/cultivars and other planting specifications should be provided by a registered landscape architect, subject to the following notes.
 - Height and Spread are displayed as “average height and spread at maturity, measured in feet.”
 - Modular, subsurface soil systems such as Silva Cell by DeepRoot, RootSpace by GreenBlue Urban, or similar modular soil systems by Citygreen are recommended to provide adequate, uncompacted soil volume for urban trees under hardscape in this typical street section. These systems are designed to accommodate uncompacted soil under hardscapes, allowing urban trees to grow more successfully while accommodating other requirements. Silva Cell by DeepRoot carry an AASHTO H-20 load rating, which makes them suitable for use with vault covers, sidewalks, and parking areas. As a less preferred alternative, non-modular structural soils may also be considered by the City.
 - To best accommodate 12-inch DBH mature trees, 800 cubic feet of soil is recommended, and 1000 cubic feet of soil is recommended to support 16-inch DBH trees. (James Urban, FASLA)
 - Hardscape openings for each tree shall be sized appropriately to accommodate trunk flare and allow direct exchange of air and water to the root system. A minimum of 25 square feet must be open to the air, or as otherwise provided by one of the modular soil systems listed above.

[continued on the following page](#)



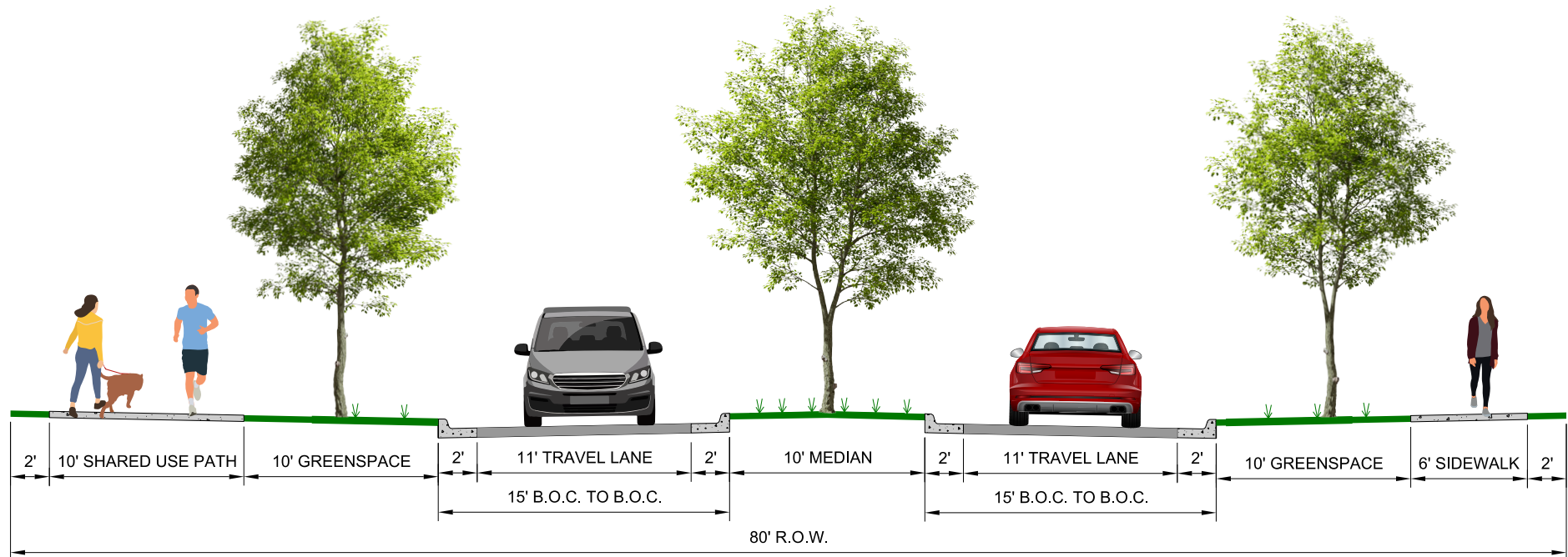
NT-C2 Core District Streets cont.

- Use of tree grates is prohibited. Instead, fill hardscape opening with mulch or groundcover to discourage pedestrian conflict while allowing open exchange of air and water.
- Install root barriers (such as DeepRoot root barrier panels) vertically around the perimeter of each tree opening to direct roots down and away from adjacent hardscape.

COMMON NAME	SCIENTIFIC NAME	HEIGHT	SPREAD	NATURAL SHAPE	GROWTH RATE	NOTES
Shademaster Honeylocust	Gleditsia tricanthos 'Shademaster'	45'	35'	Upright, ascending	Fast	Excellent adaptable, resilient urban tree; podless/fruitless
Skyline Honeylocust	Gleditsia tricanthos 'Skycole'	35' - 45'	25' - 35'	Pyramidal	Fast	Excellent urban street tree; thornless and nearly podless
Espresso Kentucky Coffee Tree	Gymnocladus dioicus 'Espresso-JFS'	50'	35'	Oval to upright, ascending	Slow	Excellent, resilient urban tree; elm-like shape; seedless/podless
Emerald City Tulip Tree	Liriodendron tulipifera 'JFS-Oz'	55'	25'	Pyramidal	Fast	Excellent shade; upright, strong central leader; more compact than original species
Firestarter Tupelo	Nyssa sylvatica 'JFS-red' PP 26975	30' - 50'	20' - 30'	Pyramidal	Slow to Medium	Long-lasting fruitless cultivar; narrow form and adaptable to urban environments
Green Gable Tupelo	Nyssa sylvatica 'NSUHH' PP 22951	40'	25'	Pyramidal	Slow to Medium	Long-lasting fruitless cultivar; upsweeping branches with a dominant central leader; red fall color
American Hophornbeam or Ironwood	Ostrya virginiana	25' - 40'	20' - 30'	Round	Slow	Excellent medium-sized urban street tree; strong storm resistant limbs; produces small papery 'hop-like' fruit clusters that are generally not considered a nuisance
Hightower Willow Oak	Quercus phellos 'QPSTA'	40' - 70'	20' - 40'	Pyramidal	Slow to Medium	Excellent, highly regarded street tree; upright form with uniform branching; adaptable and durable
Princeton Elm	Ulmus americana 'Princeton'	50' - 70'	30' - 50'	Upright, ascending	Medium to Fast	Long-established cultivar with high resistance to Dutch elm disease; highly regarded for its majestic, vase shape and urban tolerance

NT2 Fish Hatchery, Kimmel (east of Sienna), and Holloway Roads

80' ROW



1. This section is mapped for both Holloway and Fish Hatchery Rd, as shown on the associated MSP Map. Along Fish Hatchery Rd, coordination with Arkansas Game & Fish Commission should occur early in the development process to understand turning radius requirements for delivery trucks. Additionally, this plan acknowledges existing constraints adjacent to the Dogwood Addition subdivision and the freshwater spring west of this subdivision. Implementation of the median on Fish Hatchery, is therefore only required east and west of these recognized constraints. Regarding

long-term maintenance of the median's greenspace, the City may secure maintenance agreements with Property Owner Associations associated with the development, when approved with the development by both the City Attorney and Public Works Director.

2. To accommodate the McKissic Springs Loop, the shared use path width increases to 12' along Holloway Road.

Additional Cross Sections

NEW TOWN CENTER



NT3 VAUGHN RD – 80' ROW

SHARED USED PATH	GREENSPACE	*	TRAVEL LANE	TURN LANE	TRAVEL LANE	*	GREENSPACE	SIDEWALK
10'	10'	*	11'	12'	11'	*	10'	10'

NT4 SIENNA DR (IN NTC CORRIDOR DISTRICT) – 60' ROW

SHARED USE PATH	GREENSPACE	*	TRAVEL LANE	TRAVEL LANE	*	GREENSPACE	SIDEWALK
10'	10'	*	11'	11'	*	8'	6'

NT5 ALLEN RD, BROOKSIDE RD, MAIN ST – 70' ROW

SHARED USE PATH	GREENSPACE	*	PARKING LANE	TRAVEL LANE	TRAVEL LANE	*	GREENSPACE	SIDEWALK
10'	10'	*	7.5'	11'	11'	*	10'	6'

NT-C1 SIENNA DR (ADJACENT TO NTC CORRIDOR DISTRICT) – 80' ROW

URBAN PEDESTRIAN ZONE	*	PARKING LANE	TRAVEL LANE	TRAVEL LANE	PARKING LANE	*	GREENSPACE	SHARED USE PATH
15'	*	7.5'	11'	11'	7.5'	*	10'	12'

General Notes applicable to all Downtown and NTC Typical Cross Sections:

1. All curbs are 2' wide and indicated with * symbol.
2. Gutter width is included within the parking lane width calculations.
3. All total ROW widths listed are the minimum ROW widths for the indicated street. Required ROW widths within certain portions of the street and near intersections may increase at the discretion of the City Engineer.
4. The City shall make a final determination regarding which side of the street the shared use path is located. The determination shall be based on the goal of ease of use, multi-modal safety, and continuity throughout the city.



UTILITIES

Utilities

This effort focused on evaluating current wastewater treatment partnerships, infrastructure conditions, and planning short-, mid-, and long-term solutions for the City's wastewater utility system.

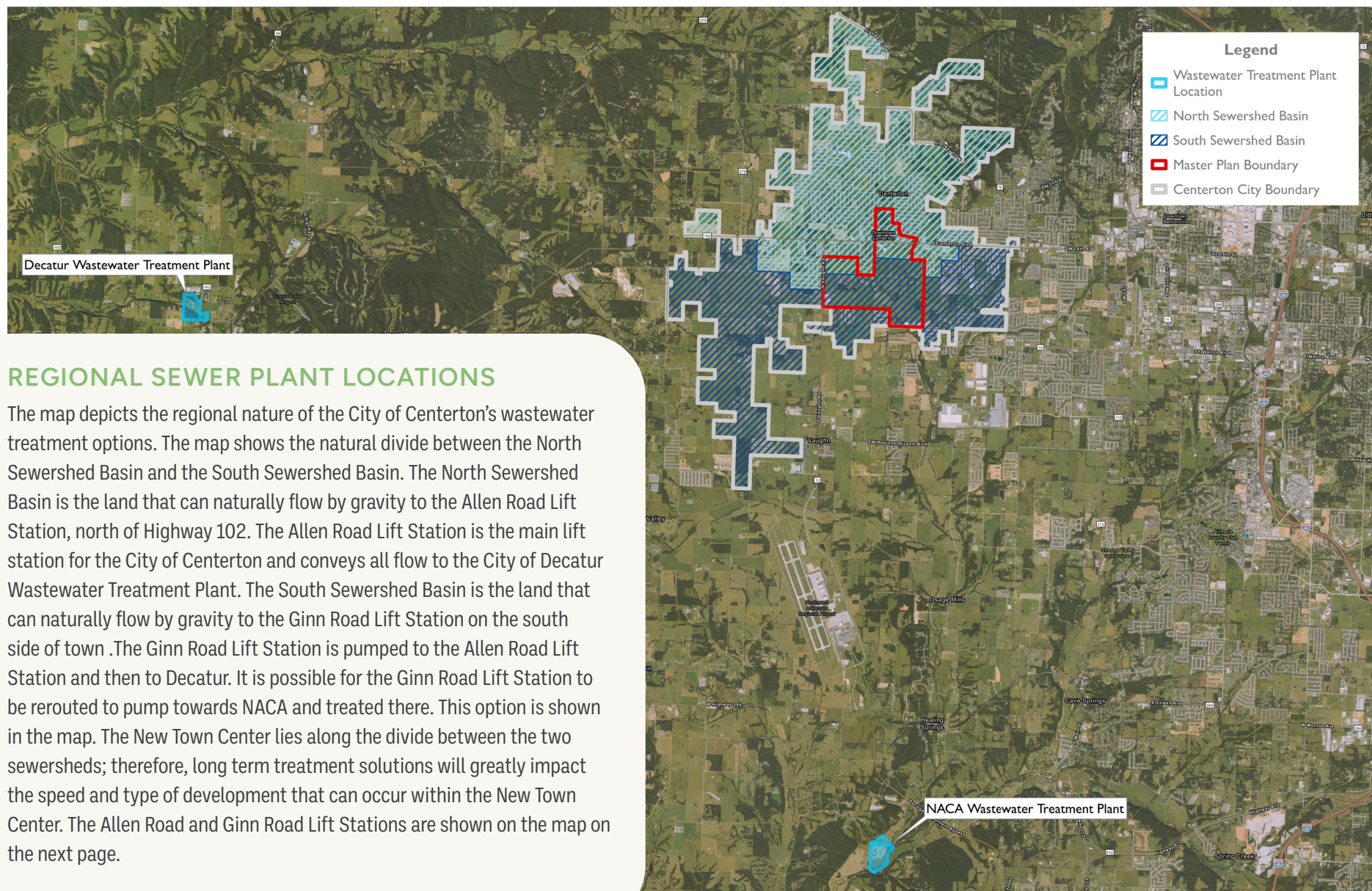
WASTEWATER TREATMENT OPTIONS + PARTNERSHIPS

The City of Centerton sends all its wastewater to the City of Decatur for treatment, a partnership that has existed since the early 2000s. Centerton Utilities has made significant investments in the infrastructure to support this arrangement and prefers not to abandon this option. However, the City is also considering sending wastewater to the Northwest Arkansas Conservation Authority (NACA). Centerton is a NACA board member but has not yet used NACA for wastewater treatment. The utility is actively evaluating the feasibility and extent of sending wastewater to both the City of Decatur and NACA as the City of Centerton expands. It is critical that Centerton Utilities and City leaders clearly define the path forward for wastewater treatment to support the vision outlined in this plan.

OPPORTUNITIES + CONSTRAINTS OF TREATMENT OPTIONS

This evaluation reflects the City's goal to balance infrastructure investment, governance complexity, environmental impact, and financial considerations in choosing the long-term wastewater treatment solution.

OPTION	OPPORTUNITIES	CONSTRAINTS
City of Decatur	- Existing conveyance infrastructure (lift stations and pipes) - Simplified governance due to direct collaboration	- Environmental limitations downstream of the plant - Litigation involving the City of Tulsa - Potential increased financial burden from future plant expansions
NACA	- Opportunity to split wastewater flow (diversification) - Alignment with natural drainage boundaries - Potential to spread financial burden across multiple member cities	- Large upfront capital improvements required - Potential increase in connection fees for developments in the New Town Center - Estimated three-year delay before wastewater can be sent to NACA due to permitting and construction - Changes to Centerton Utilities' rate structure required



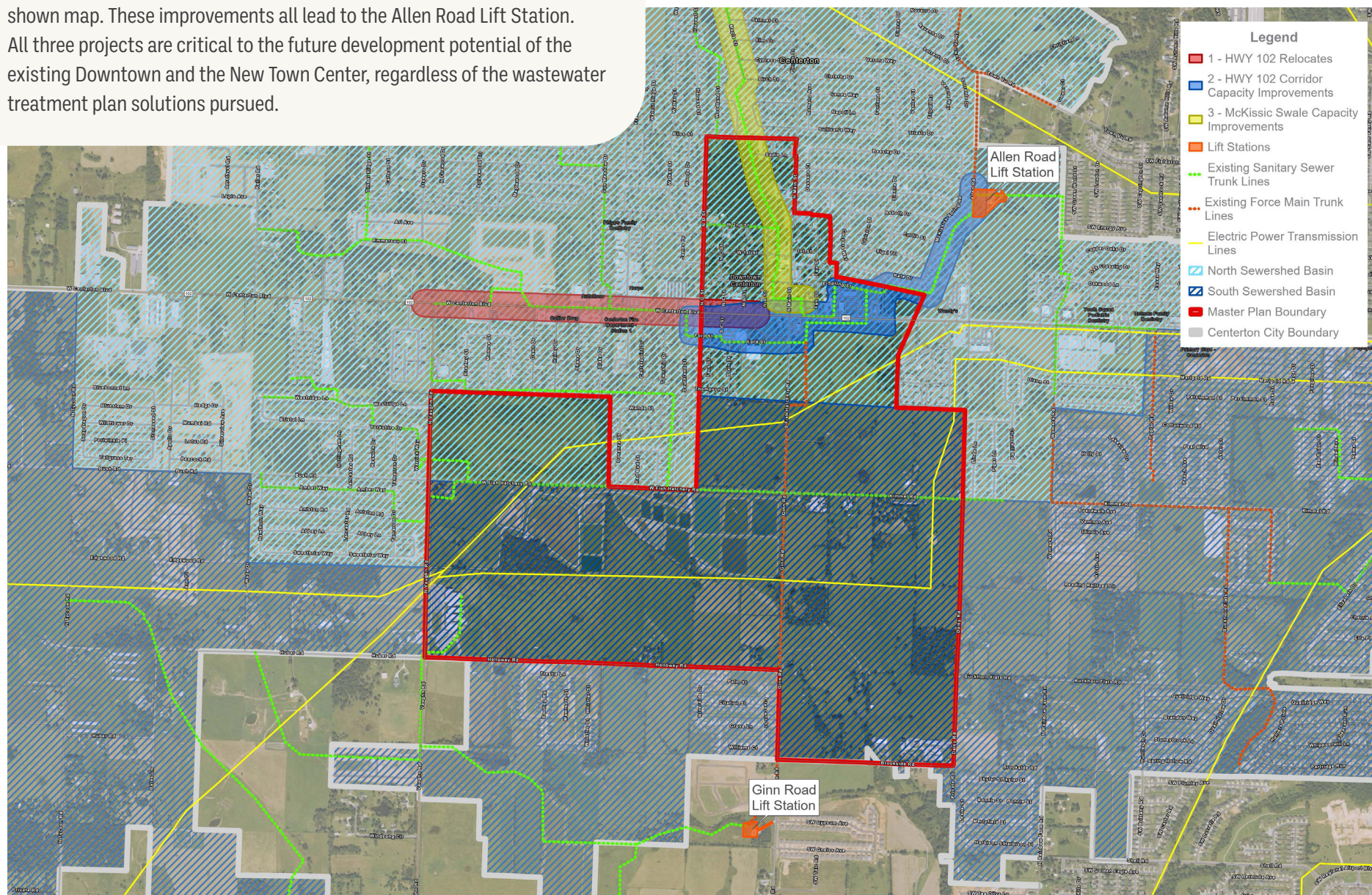
REGIONAL SEWER PLANT LOCATIONS

The map depicts the regional nature of the City of Centerton's wastewater treatment options. The map shows the natural divide between the North Sewershed Basin and the South Sewershed Basin. The North Sewershed Basin is the land that can naturally flow by gravity to the Allen Road Lift Station, north of Highway 102. The Allen Road Lift Station is the main lift station for the City of Centerton and conveys all flow to the City of Decatur Wastewater Treatment Plant. The South Sewershed Basin is the land that can naturally flow by gravity to the Ginn Road Lift Station on the south side of town. The Ginn Road Lift Station is pumped to the Allen Road Lift Station and then to Decatur. It is possible for the Ginn Road Lift Station to be rerouted to pump towards NACA and treated there. This option is shown in the map. The New Town Center lies along the divide between the two sewersheds; therefore, long term treatment solutions will greatly impact the speed and type of development that can occur within the New Town Center. The Allen Road and Ginn Road Lift Stations are shown on the map on the next page.



CENTERTON COLLECTION SYSTEM EXHIBIT

There are three Centerton Utilities sanitary sewer collection system projects underway to help prepare for future development. They are shown map. These improvements all lead to the Allen Road Lift Station. All three projects are critical to the future development potential of the existing Downtown and the New Town Center, regardless of the wastewater treatment plan solutions pursued.





EXISTING WASTEWATER COLLECTION SYSTEM CONDITIONS

The City is currently maintaining a development priority list for sanitary sewer connections as a result of the effective development pause placed upon the City due to limited collection system capacity. Currently, three major projects aimed at increasing collection system capacity are out for construction and expected to be completed within two years. These three projects are located adjacent to both the existing Downtown and the New Town Center. These projects drain to Allen Road lift station, which pumps to the Decatur wastewater treatment plant. These projects were designed to accommodate the future increased demand from the New Town Center, but it is not required that the sewer from New Town Center go to Allen Road. The New Town Center will drain naturally to the Ginn Road Lift Station, which pumps back north to the Allen Road Lift Station. If Centerton Utilities chooses to send flow to the NACA Wastewater Treatment Plant, then the flow that enters Ginn Road would be the flow diverted to the south.

Conclusion

This effort included a comprehensive assessment of Centerton's wastewater utility status, evaluating treatment options, current infrastructure conditions, and phased planning strategies to accommodate future growth while maintaining system reliability and regulatory compliance.

EXISTING WATER DISTRIBUTION SYSTEM CONDITIONS

Centerton Utilities has focused on the long-term growth of the water distribution system within the City Limits. Recently, the Utility has constructed another major elevated storage tank which sets the City up into two distinct pressure planes. Highway 102 naturally acts the dividing line between the two pressure planes so the Existing Downtown will sit in the northern plane and the New Town Center will be in the southern plane. To maintain solids delivery from the northern plane to the southern plane an extra cross connection along Allen Road would be beneficial to future resiliency of the system. Centerton Utilities has a long-range plan for the water system and this is the only major project that effects the New Town Center or Existing Downtown. The water system planning within the City of Centerton has been well executed and established; although, some local upsizing of mains around the Downtown Core may be required. Water modeling by the utilities engineers is needed to confirm those items as the system grows.

Solution Development

Multiple short-, mid-, and long-term solutions were identified for the water and wastewater systems.

SHORT-TERM

The immediate focus is on planning and political coordination, including updating contracts and user agreements with treatment entities to avoid future development moratoriums, which Centerton has experienced for the past two years. These planning efforts are underway and expected to conclude within 12 to 18 months. The City is collaborating with a state-funded regional wastewater treatment study for Northwest Arkansas to align efforts and resources.

MID-TERM

Mid-term goals involve detailed capital improvement planning and construction of major wastewater interceptors, particularly for the New Town Center. This includes identifying future wastewater collection corridors and executing capital-intensive projects to support growth. Development of a capital improvement plan will serve as key guide for infrastructure development.

LONG-TERM

Long-term objectives focus on managing and maintaining the infrastructure as development occurs, ensuring that installed systems are effectively utilized and that developers shoulder responsibility for their connections. This phase emphasizes ongoing infrastructure management and support to sustain the utility system's functionality over time.



FLOODPLAIN + WATERSHED INTEGRATION

Floodplain

Downtown

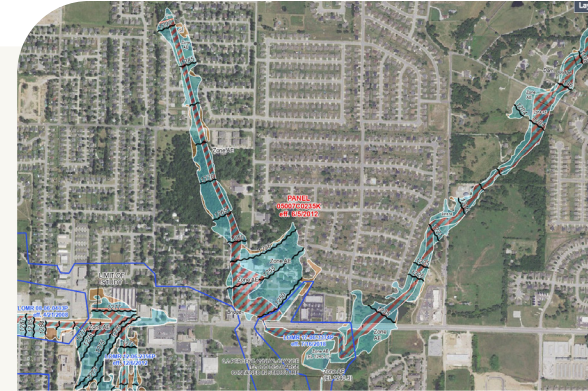
Lying along the border of the Illinois River Watershed (Little Osage Creek sub-watershed) and the Elk River Watershed (Little Sugar Creek sub-watershed), downtown Centerton was built along McKissic Creek and includes the freshwater McKissic Spring. Historic Main Street crosses McKissic Creek and the outflow of the spring just north of Centerton Boulevard.

- FEMA zone AE (1% chance of annual flooding) covers most of the gridded street network south of E. 2nd Street and east of N. “A” Street.
- FEMA Regulatory Floodway (indicated in red diagonal hatch) lies just west of and along N. Main Street, south of 2nd Street and covers the parking area to the south of Centerton Hall.

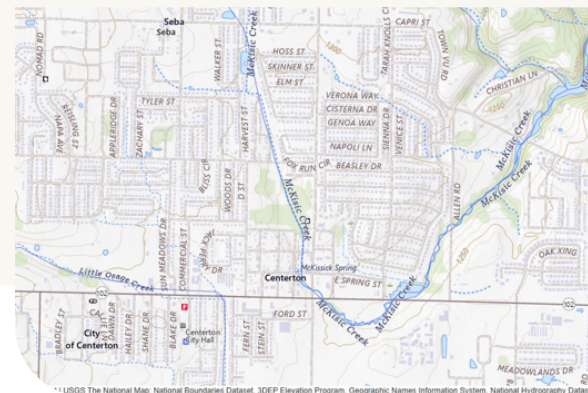
Although the floor elevations of many structures within the area are elevated, the addition of new structures or substantial improvement to existing structures within Zone AE requires permitting approvals through the city and the development must meet specific regulatory requirements. The regulatory floodway has additional requirements to Zone AE requirements, and no new residential development is allowable within the Regulatory Floodway; limiting the residential and mixed-use opportunities within the Regulatory Floodway (as currently mapped).

It is recommended that further study be undertaken to determine if the utilization of better topographic data may warrant a LOMR- Letter of Map Revision that could benefit the existing downtown structures. It is additionally recommended that further study be undertaken to determine if a LOMR- Letter of Map Revision might be pursued with the addition or alteration of drainage structures in the vicinity. Detailed studies of the magnitude aforementioned were not a part of the scope of this Downtown Masterplan Study.

Special Flood Hazard
Areas within
Downtown Centerton



Special Flood Hazard
Areas in the vicinity of
Main St and
the City Park



© 2018 USGS The National Map: National Boundaries Dataset, 3DEP Elevation Program, Geographic Names Information System, National Hydrography Dataset

Floodplain

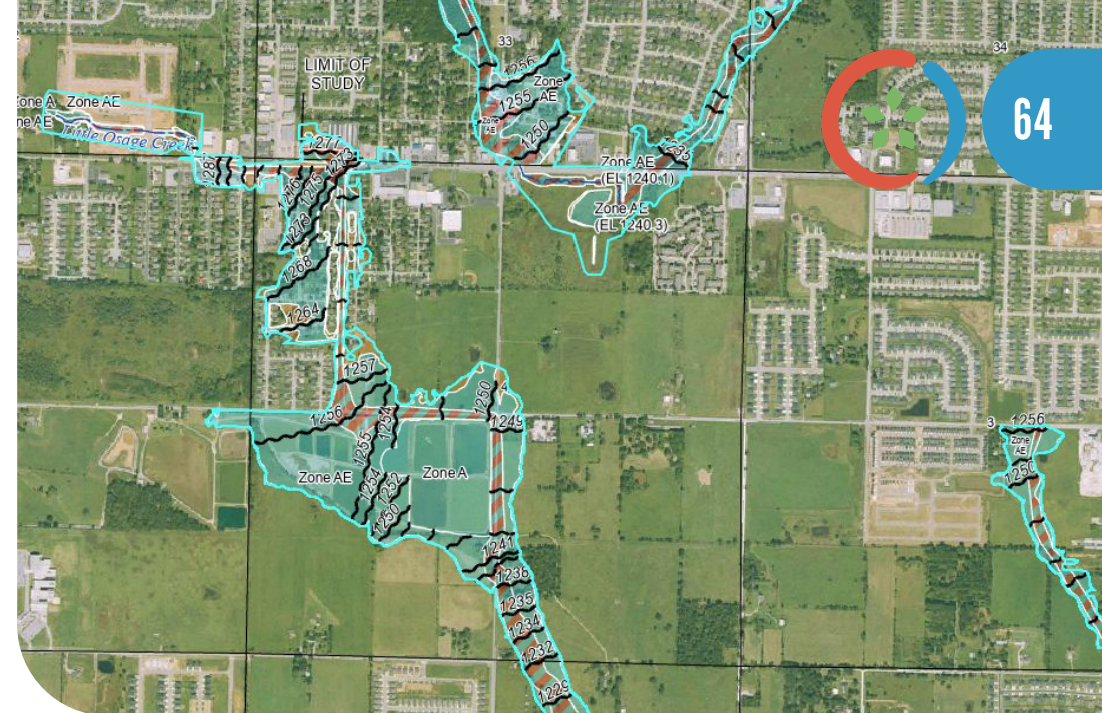
New Town Center

The Floodplain within the New Town Center is located primarily in the vicinity of:

- The Fish Hatchery and adjacent areas of Fish Hatchery Road
- The intersection of S. Main Street and Kimmel/Fish Hatchery Roads
- S. Main Street south of Kimmel Road.
- Properties Southeast of the southeastern boundary of the Fish Hatchery property to Brookside Road

The floodplain is primarily made up of the Little Osage Creek and spring water originating from the vicinity of the fish hatchery. Little Osage Creek currently runs east within the southern road ditch of Fish Hatchery Road, then makes a 90-degree turn to the south at the intersection with S. Main Street, where it then runs south within the western road ditch on S. Main Street before crossing under S. Main Street near the southeastern boundary of the Fish Hatchery property and then running southeasterly across multiple properties before crossing under Brookside Road.

The intersection of S Main Street and Kimmel/Fish Hatchery Roads (along with adjoining stretches of roadway) frequently floods and necessitates the closure of roads within this area several times per year. When siting the New Town Center, it became apparent that significant road and drainage infrastructure improvements would be required to remedy this frequent flooding situation if the streets within this area remained in their current alignment. Furthermore, Little Osage Creek would remain constrained to roadway ditches if the roadway alignment was left in the existing configuration.

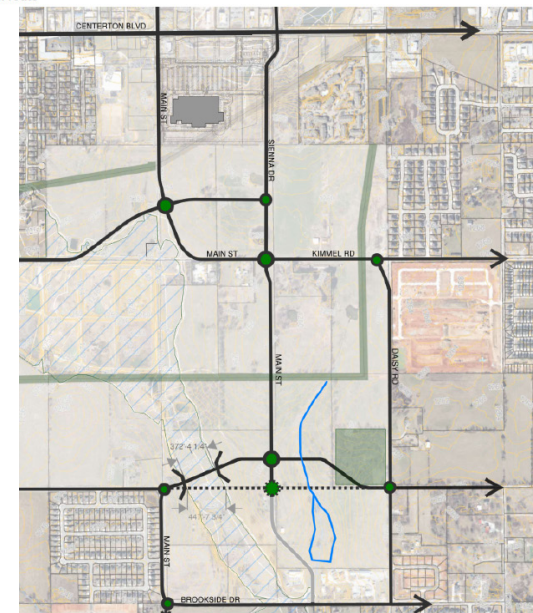


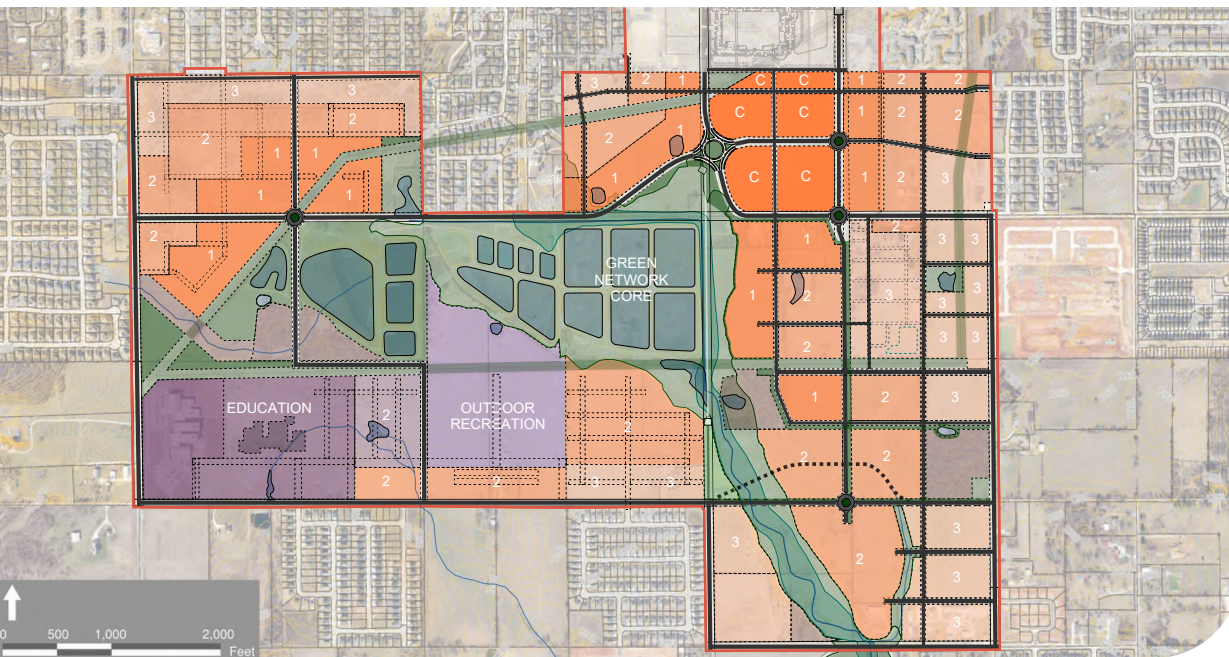
Benefits of Realigning Main Street on New Alignment

- Avoids floodplain and flooding issues
- Provides development opportunities on both sides of road
- Avoids bridge removal and reconstruction on Main Street
- Removes extensive permitting and associated expenses & time delays
- Minimizes impact to traffic during construction
- Existing Main Street could become Active Transportation route



- 1% Annual Chance Flood Hazard
- Regulatory Floodway





Early version of the NTC draft Plan highlighting the Green Network Core

The Green Network Core

The decision was made to explore alternative alignments that would allow for a future restoration of Little Osage Creek within this area and allow the creek and corresponding floodplain to become an asset to the New Town Center. When combined with the Fish Hatchery property it effectively creates a “Green Network Core” area that benefits all Centerton residents and becomes a regional draw.

The Green Network Core is planned as a feature to the New Town Center Area and will consist of natural area with access to the Little Osage Creek, bike and pedestrian trails, and other amenities. The Fish Hatchery area currently draws birdwatchers from around the region and this extended riparian greenspace will allow an expansion of surrounding natural area and highlight the beauty of Centerton and its clear spring water.





Regional Stormwater Opportunities

With a large area of undeveloped land, pursuing a regional stormwater solution for New Town Center is an option worth pursuing to allow for the most efficient use of land and natural resources within the study area.

Drainage Analysis - New Town Center Study Area

A drainage analysis of the New Town study area was performed to determine potential locations and sizes for localized and regional detention facilities. Within the New Town study area, drainage basins were delineated and study points were identified where stormwater is discharging from the study area. A hydrologic model using the Hydraflow Hydrographs software utilizing the SCS Method was developed to compare the storm runoff volumes between pre-development versus post-development conditions.

Drainage basins were delineated from data obtained from USGS topographic maps, recent aerial photography from Benton County, Arkansas, field investigations, as-builts from adjacent developments, and discussions with City staff. From this data, watershed parameters such as time of concentration, runoff coefficients and rainfall intensities were determined per the Centerton Stormwater and Management Drainage Manual for both pre-development and post development conditions. Proposed runoff coefficients were selected based on proposed land uses as provided within the overall study. See Table 1 and Exhibit A-1 for Drainage Basin Parameters and Drainage Area Map.

Table 1, Drainage Basin Parameters

Drainage Basin	Area (Acres)	Existing SCS Curve Number	Proposed SCS Curve Number	Existing TOC (min)	Proposed TOC (min)
Area 1	153.6	79	90	59	30
Area 2	453.9	78	88	85	55
Area 3	125.9	78	88	82	24
Area 2&3 Combined	733.4	78	88	85	Area 2 (Routed)
Area 4	28.9	78	92	49	18
SubArea 2a	43.4	77	92	46	19
SubArea 2b	17.6	78	94	46	18
SubArea 2c	52.7	77	94	63	20

This aerial map illustrates the proposed detention basins and study points for the Fish Hatchery Road area. The map is divided into several sub-areas labeled A1 through A5. Key features include:

- Centerton Blvd./Hwy. 102** at the top.
- Vaughn Rd./Hwy. 279** on the left.
- Fish Hatchery Road** running horizontally across the middle.
- Main Street** running vertically through the center.
- Kimmel Road** running horizontally below Fish Hatchery Road.
- Holloway Road** running horizontally below Kimmel Road.
- Buckhorn Flats Road** at the bottom right.
- Brookside Road** at the bottom right.

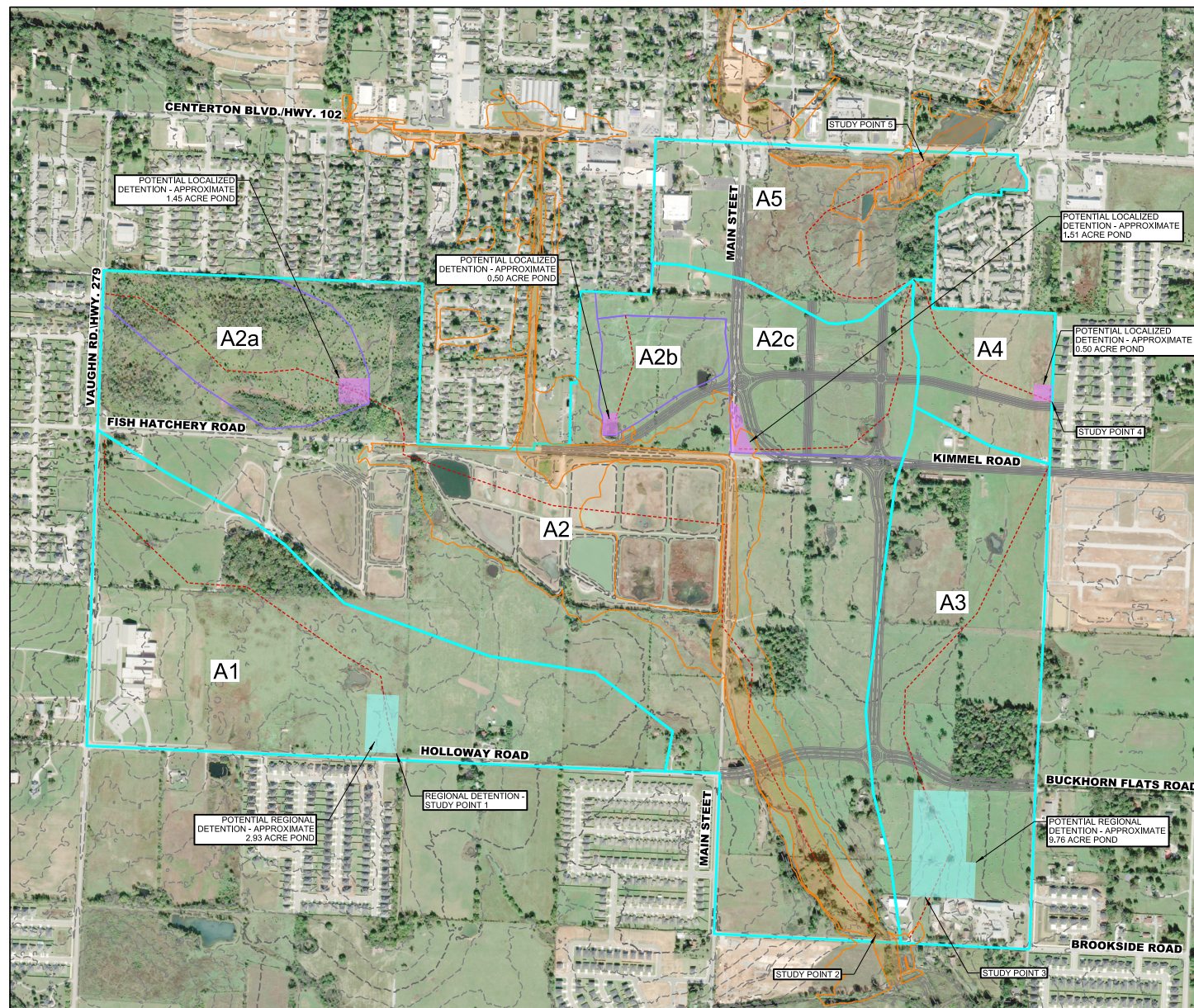
The map shows several potential localized detention basins (A1, A2a, A2b, A2c, A3, A4, A5) and two potential regional detention basins. Study points are marked at various locations along the roads and basins.

Potential Localized Detention Basins:

- A1:** Potential Regional Detention - Approximate 2.93 Acre Pond.
- A2a:** Potential Localized Detention - Approximate 1.45 Acre Pond.
- A2b:** Potential Localized Detention - Approximate 0.50 Acre Pond.
- A2c:** Potential Localized Detention - Approximate 0.50 Acre Pond.
- A3:** Potential Regional Detention - Approximate 9.76 Acre Pond.
- A4:** Potential Localized Detention - Approximate 0.50 Acre Pond.
- A5:** Potential Localized Detention - Approximate 1.51 Acre Pond.

Study Points:

- Study Point 1:** Regional Detention.
- Study Point 2:** Located near Brookside Road.
- Study Point 3:** Located near Brookside Road.
- Study Point 4:** Located near Kimmel Road.
- Study Point 5:** Located near Centerton Blvd./Hwy. 102.





Five separate drainage basins and associated study points were delineated within the study area as labeled in Exhibit A-1. Pre-development and post-development hydrographs for the 100-year storm event were developed for each study point and the stormwater runoff volume between the pre- and post-hydrographs were calculated. The increase in the stormwater runoff volume provides the required detention storage to mitigate the peak flow increases between pre- and post- conditions. An average detention pond depth of 6-ft. was assumed to determine approximate pond footprint sizes. Based on City staff feedback, it is anticipated that groundwater depths are likely shallow and may place limitations on pond depths below existing ground. In this situation, pond berms may have to be built up versus cutting below in-situ ground level

and/or retention ponds with permanent pools may be necessary. A separate regional detention pond is not recommended for Drainage Basin 2 as Little Osage Creek conveys the vast majority of flow through the basin. Therefore, it is recommended that the regional detention pond for Drainage Basin 3 over detain to account for the stormwater runoff volume increase from Drainage Basin 2. The two drainage basins combine at the bridge crossing at Brookside Road prior to discharging from the study area. A second regional detention pond is recommended for Drainage Basin 1 north of the existing culvert crossing at Holloway Road. A separate regional detention pond for Drainage Basin 5 is not proposed at this time as the proposed Walmart Supercenter development is providing detention as part of their plans. Table 2 provides hydrograph volumes and estimated detention pond sizes.

Table 2, Hydrograph and Detention Pond Volumes

Drainage Basin	Existing 100-year Hydrograph Volume (cu ft)	Proposed 100-year Hydrograph Volume (cu ft)	Storage Required (cu ft)	Assumed Pond Depth	Pond Area (Acre)
Area 1	3,932,242	4,698,134	765,892	6	2.93
Area 2	11,356,949	13,377,528	2,020,579	6	7.73
Area 3	3,148,718	3,678,311	529,593	6	2.03
Area 2&3 Combined	14,505,667	17,055,839	2,550,172	6	9.76
Area 4	204,660	335,163	130,503	6	0.50
SubArea 2a	1,060,317	1,367,727	307,410	6	1.18
SubArea 2b	438,168	569,185	131,017	6	0.50
SubArea 2c	1,308,385	1,703,673	395,288	6	1.51



There are known flooding issues throughout the study area and the two proposed regional detention ponds at the downstream ends of the study area will not directly address the flooding issues in the upper drainage reaches of the study area. Therefore, localized detention ponds are recommended for subdrainage basins A2a, A2b, and A2c to alleviate known flooding issues within the Little Osage Creek FEMA floodplain along Fish Hatchery Road and Main Street south of Kimmel Road to Holloway Road. Likewise, a localized detention pond is recommended at the A4 drainage basin to mitigate known standing water issues. These localized detention ponds are sized utilizing the same methodology as described above to determine minimum sizing required to mitigate development impacts. However, these ponds should be expanded and designed to over detain beyond what is needed for the proposed developments and further mitigate these existing flooding issues. It should be noted that the localized ponds upstream of the proposed regional detention ponds would allow the volume and footprint of regional detention ponds to be reduced from what is shown in Table 2.

Additionally, to further mitigate flooding issues, compensatory storage volume could be added within the floodplain along the existing Main Street that is proposed to be relocated. Compensatory storage is an excavated, hydraulically equivalent volume of storage created to provide flood storage when encroachment occurs within a floodplain. It provides flood storage capacity, thereby improving or preventing increased flood heights elsewhere. With the compensatory storage option, it is likely environmental permitting and agency coordination would be required resulting in the following:

- US Army Corps of Engineers - Individual Permit (8 to 12 month process)
- Anticipated Stream and Wetland Mitigation (Potentially several \$100,000's)
- EPA/DEQ - Individual Section 401 Water Quality Certification
- U.S. Fish & Wildlife Service - Threatened & Endangered Species
- State Historic Preservation Office Coordination and Approval

To maximize the benefits of these flood mitigation options, a detailed hydrologic and hydraulic analyses beyond the scope of this study is recommended to provide specifics to the flood mitigation measures described above. A detailed hydrologic analysis would provide appropriate existing and proposed inflows to the area by performing a more robust analysis in a software such as HEC-HMS. This would allow for routing and upstream storage to be considered. A detailed unsteady hydraulic analysis would be needed to determine floodplain impacts and show a no-rise to the FEMA floodplain, or to show the mapping changes that would be made through a FEMA map revision. Another analysis option would be to perform a 2D hydraulic model, which would show a more complete picture of the floodplain impacts.



Summary of Regional Stormwater Alternatives

Three alternatives are supplementary to the overall drainage narrative supplied earlier in this study. These alternatives provide a potential framework to work through when determining the best approach for the New Town Center region. The level of required public-private collaboration decreases from Alternative A to Alternative C.

The best solution is likely a combination of Alternative A and B as many factors must be considered. From only an engineering effort and construction cost perspective, Alternative B with regional detention ponds will be more cost-effective, straightforward, and a shorter construction duration with minimal outside agency coordination and permitting required. However, opportunity costs of utilizing developable land for regional detention ponds must factor into the equation when comparing alternatives. Alternative A with utilizing compensatory storage in the floodplain may offer the most benefit to reducing existing flooding issues but comes with extensive permitting processes, detailed engineered floodplain studies, and significant construction costs. However, if the stream is to be relocated, the items mentioned above would be required regardless if compensatory storage was added or not. Therefore, it is recommended that a detailed hydrologic and hydraulic study beyond the scope of this study occur to weigh these factors and optimize the best approach.

ALTERNATIVE A

Floodplain Modification to Accommodate Developed Condition

To support flexible urban development, multiple sites or areas can discharge to shared regional drainage ways and facilities. A regional flood study of the New Town Center development area is required before modifying or increasing the size or depth of the existing floodplain, which includes the area between Highway 279 to the west to Daisy Road to the east; and the south side of the Walmart Development to the north and Brookside Road to the south. The required drainage study would consider impacts to additional offsite flow upstream and downstream south of Brookside Road to ensure the existing floodplain does not have any rise or impacts outside the bounds of the study area.

Since existing roadway corridors of Fish Hatchery Road and Main Street are being considered for relocation, a modification of the existing FEMA floodplain would be required. A regional flood study of this area is recommended to be done in conjunction with the roadway designs of Fish Hatchery Road, Sienna Road, and Holloway Road. These are major collectors of the study area, and the design of these infrastructure pieces are critical to understanding the modification to the existing floodplain.

Using the floodplain and increasing the 100-year flood plain elevation within current floodplain corridors would increase water volume capture and detention while reducing the land dedication requirements of adjacent private landowners. Since increasing floodplain elevations would require grading or intentionally restricting flow at crossings, further design consideration would be needed of the drainage structures at roadway crossings.

This alternative would require private landowners and public entities to collaborate toward the same goal. These studies would recommend the submittal of a Conditional Letter of Map Revision (CLOMR) after the design of the roadways and drainage studies were completed. These plans would then be ready for construction once funding is available. After roadway construction, a Letter of Map Revision (LOMR) would need to be submitted for approval. The construction of these three major roadways would ideally be done in tandem for the initial establishment of the New Town Center.

Waters of the United States (WOTUS) permitting through the U.S. Army Corp of Engineers (USACE) and other required permits would be identified during the preliminary floodplain study.



ALTERNATIVE B

Regional Stormwater Basins Upstream of Floodplain

Regional stormwater basins located upstream of floodplains are a common approach used by municipalities to centralize stormwater storage within a study area.

One of the primary benefits of this process is that the level collaboration requirements between private and public entities is reduced. It allows for the municipality to designate regions where ponding may be anticipated and expected without the full analysis and design to be borne by the municipality and can often be deferred to the developers, constructed in conjunction with upcoming developments and not need to be constructed ahead of time.

This method may reduce the number of federal permits required, as the likelihood of modifications to any WOTUS' within the floodplain is reduced. A new regional flood study may also not be required; only a localized study would be needed of the Osage Creek and Holloway Road crossing. This option would require higher infrastructure costs due a clear span bridge to cross the floodplain, efforts to minimize changes in the floodplain elevation, and additional land required for stormwater management.

ALTERNATIVE C

Stormwater Managed on an Individual Parcel Basis

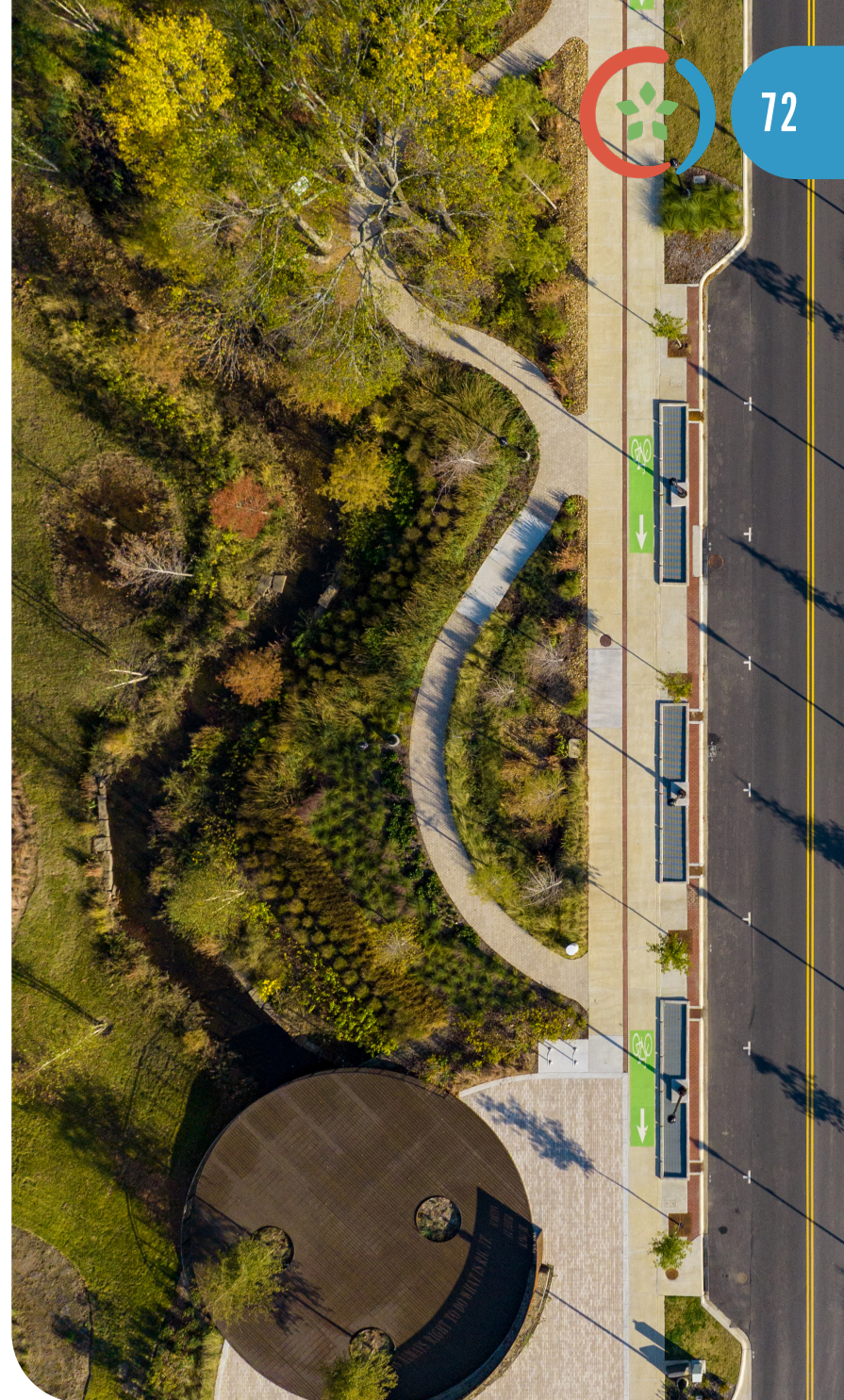
This approach is the most implemented practice of stormwater management throughout Northwest Arkansas. It puts all the responsibility and obligation on the developer with little responsibility borne by the municipality.

If this method of stormwater management continues within the New Town Center development area, it will likely lead to disjointed development, drainage structures constructed in locations of impact where land use could be better utilized, or add to infrastructure costs by requiring the use of underground storage technologies or internal building stormwater management systems. This may result in higher construction costs for future development.

Opportunity for Low Impact Development (LID) Stormwater Management

Beyond the standard stormwater practices, the New Town area provides unique opportunities to implement Low Impact Development (LID) stormwater management principles. Capturing, filtering, and infiltrating stormwater is crucial in urban environments where impervious surface covers 60% or more of all land area. LID stormwater infrastructure filters pollutants from water and restores the natural hydrological cycle, protecting water resources, improving air quality, mitigating the urban heat island effect, and increasing habitat for numerous species.

With multiple new roads proposed within the study area, integrating LID stormwater infrastructure into the road affords opportunities upfront and avoids messy and less than ideal retrofits in the future. One strategy is bioretention cells. A bioretention cell is a landscaped, shallow depression designed to capture, treat, and infiltrate stormwater runoff from impervious surfaces. Often called engineered rain gardens or stormwater biofilters, these systems use native vegetation, mulch, and engineered soil media to remove pollutants and reduce runoff volume. Per the NACTO Urban Street Stormwater Guide, curb extensions with bioretention facilities should be integrated at intersections and midblock locations to improve pedestrian mobility and safety, shorten crossing distances, and calm vehicle traffic by narrowing the road. Bioretention cells can be located throughout the block or within the median but are most effective when placed near intersection corners to collect as much runoff from the drainage area as possible.





Bioretention
planter



Bioretention
swale

Types of Bioretention Cells

Bioretention planters are stormwater infiltration cells constructed with walled vertical sides, a flat bottom area, and a large surface capacity to capture, treat, and manage stormwater runoff from the street. Bioretention planters are cells with walled vertical sides. They maximize the bottom area of the cell and the volume of water that can be temporarily stored. Planters can be implemented nearly anywhere in the right-of-way, including in the sidewalk furnishing zone, in medians and pedestrian boulevards, or along the property line. Planters can be adapted to widely varying urban street contexts, with flexible depth, edge construction, and vegetation. Planters are effective where right-of-way width is constrained or multi-modal capacity is high. Bioretention planters offer greater capacity within the typical section of the roadway for stormwater detention and infiltration than bioretention swales.

Biofiltration Planters. Where infiltration cannot be accomplished due to low filtration native soils, or other constraints, walled planters can be designed with an impermeable base and supporting drainage infrastructure that collects water, filters runoff downward through soil media, and channels treated runoff through an underdrain (perforated) pipe. The bottom of the bioretention planter at subgrade may be made of concrete, or it may have a liner attached to all sides of the planter in order to deter water from infiltrating. Biofiltration planters offer high capacity for stormwater quality treatment and peak flow rate reduction.

Bioretention swales are shallow, vegetated, landscaped depressions with sloped sides intended to convey stormwater. They are designed to capture, treat and infiltrate stormwater runoff as it flows downstream. Swales are less expensive to build but use more space for infiltration and conveyance than planters, and can handle low to moderate flows of runoff.



PLACEMAKING

Engagement Summary



Between Fall 2025 and Summer 2026, the planning team gathered community input through a layered engagement process, combining small, invited focus groups with broader public workshops.

The focus groups were guided by a consistent set of prompts, asking participants what makes Centerton distinct, what legacy they want to leave for future residents, how they want to experience both older and newer parts of the community, and what they see as the greatest opportunities and challenges facing the Downtown Masterplan. The public workshops used a hands-on placemaking activity to gather input in a more informal, drop-in setting.

This information directly shaped the plan's recommendations. Themes that surfaced independently across nearly every session included protecting Centerton's small-town character and agricultural heritage, closing gaps in trail and street connectivity, expanding amenities and gathering space for all generations, and grounding public art and creative placemaking in local identity. These themes were treated as convergent priorities and used to define the plan's core recommendations.

WHAT	WHEN	WHO
Long-term Residents Focus Group	Oct 2, 2025	+/- 5 attendees
Seniors Focus Group	Oct 2, 2025	+/- 20 attendees
Property Owners Group	Oct 3, 2025	+/- 3 attendees
Local Business Owners	Oct 3, 2025	+/- 10 attendees
Centerton Farmers' Market	June 10, 2026	+/- 30 attendees, general public
Centerton General Input Open House	June 11, 2026	15 attendees, general public
Coffee with the Mayor	June 12, 2026	+/- 30 attendees
Online Survey	July - August 2026	580+ respondents



Property Owners

A small, targeted discussion with property owners in areas affected by the Downtown Masterplan, focused on development opportunities, future land use, and coordination between private investment and public infrastructure.

Local Business Owners

A discussion with business owners operating in and around downtown, focused on economic vitality, retail and community experience gaps, parking, and the “hometown feel” residents value.

Centerton Farmers Market

An informal, drop-in engagement opportunity held at the city’s regular Farmers Market, allowing planners to gather input from a broad cross-section of the general public.

Centerton General Input Open House

A more structured public input session open to any resident, intended to gather broader community perspective where residents took part in a placemaking activity using real-life examples of civic spaces, creative placemaking elements, public art, and park amenities to help cast a vision for what they wanted existing and future community spaces to be designed and what types of programming they wanted to see.

Coffee with the Mayor

A recurring public event hosted by the Mayor, where the planning team attended as an additional touchpoint for residents to share thoughts on the Downtown Masterplan.

Themes Identified

FROM PUBLIC WORKSHOPS



At the Centerton Farmers Market and the Centerton General Open House Input session, residents took part in a placemaking activity using real-life examples of civic spaces, creative placemaking elements, public art, and park amenities to help cast a vision for what they wanted existing and future community spaces to look and feel like, allowing community members to showcase and react to specific design ideas and have an in-depth discussion with the planning team on specific placemaking opportunities.

Specific themes and placemaking ideas that emerged from these conversations included:

Community identity, public art, and creative placemaking

Attendees at both sessions returned repeatedly to the idea that Centerton's growth should visibly reflect who the community already is, grounded in its agricultural heritage, its small-town character, and its tradition of neighbors helping neighbors. Participants were clear that new public spaces and infrastructure should carry this identity forward directly, through public art and creative placemaking, so that downtown feels distinctly like Centerton rather than an interchangeable version of a neighboring city.

- Public art and design cues drawn from the city's agricultural roots or small-town feel, these including its history as a dairy, blueberry, and strawberry farming community or traditional art forms, such as quilt making
- Historic and industrial landmarks, such as the vinegar plant, the railroad, and the state fish hatchery, treated as anchors for storytelling and identity
- Intergenerational skill-sharing woven into new civic spaces, including a "tool library" concept where older and younger residents teach and learn from one another in community classrooms and borrow from a set of tools and resources to explore new hobbies, art forms, and crafts
- Public art integrated directly into new infrastructure investments, including

trailheads, wayfinding signage, and gathering spaces to showcase the community's identity

- A preference for locally distinctive design over templates borrowed from neighboring communities, with specific caution expressed about directly copying precedents like Bentonville

Connecting Downtown and New Town Center as one system

Attendees described a vision of a series of social and institutional destinations tied together by a connected network of trails, greenways, and pedestrian/bike infrastructure, treating downtown investment as a linked system.

- A major trail spine connecting neighborhoods, schools, and both downtown areas, with nodes of experience opportunities and park and retail destinations
- Strong emphasis on the physical connection between the Old Downtown and New Downtown, both visually and from a pedestrian standpoint, ensuring that people are encouraged to freely move between both spaces, so both areas thrive with the potential for alley activation with public art to support movement between the two destinations
- A desire to look at transit and multimodal connections between the two spaces, with participants calling for a pedestrian bridge or similar separated connection from vehicular traffic
- "Breadcrumb" connections linking smaller destinations, such as retail nodes and gathering spaces, to the larger trail network
- Family-friendly, small-scale retail woven along key connective corridors to keep the network active throughout the day



Parks, Trails, and Community Destination

The clearest “big idea” to emerge from these conversations was a vision of Centerton as a series of social and institutional destinations, tied together by a connected network of trails, greenways, and multimodal infrastructure, rather than a set of standalone projects. Participants placed heavy emphasis on establishing a strong, consistent foundation for how parks, trails, and community destinations look, function, and connect across Centerton. Participants spent the majority of their time discussing these key public realm and connectivity elements, with specific desires to see:

- Establishing design guidelines for trail facilities and public spaces, grounded in direct community input, to define a look and feel that residents recognize as authentically Centerton
- Defining gateway nodes and entrances that give the trail system a clear sense of arrival and identity at key access points
- Integrating public art directly into wayfinding, so signage and art work together rather than as separate elements

- Improving trail access and closing infrastructure gaps, distinct from simply adding amenities, to ensure the system functions as a connected whole
- Conducting a tree survey to inform long-term canopy planning and green infrastructure decisions
- Using the trail system as a foundation for a broader tourism strategy, positioning parks and trails as a draw for visitors as well as residents and supplementing this with active recreation fields that could support tourism from tournaments and sporting events
- A new library and community space envisioned as a central institutional destination
- A social center and entertainment district capable of hosting recurring community events
- Flexible, programmable gathering space designed for large community events
- Active recreation and outdoor education spaces sited along trail corridors, giving people a reason to use the network beyond commuting, including opportunities for bird watching and passive and facilitated education opportunities in partnership with the State or School System around the fish hatchery
- Family-friendly, small-scale retail woven into these destinations to keep them active throughout the day

An online survey regarding preferences and priorities within the Downtown and New Town Center study areas was provided throughout the project. The input received generally aligned with the findings of the public workshops. The plan's vision and goals and other verbiage within the document reflect the survey input received.



Implementation Strategies

PARKS & TRAIL PHYSICAL PLAN

Recommendation 1 • Establish a Unified Parks & Trails Masterplan with Established Design Standards

Community engagement consistently identified Centerton's small-town character and cohesive identity as assets to be protected through growth, alongside a strong desire for intentional trail connectivity. Residents cited an existing culture of cycling and a wish to link into the broader regional multimodal network. Seniors, property owners, and long-term residents further identified school-related traffic congestion and disconnected infrastructure as barriers to safe, everyday movement. Absent a unified approach, both park development and trail expansion risk proceeding incrementally — project by project — resulting in inconsistent materials, signage, and quality, and in a trail network with unresolved gaps and safety deficiencies. A Masterplan should be completed to develop:

- A shared design framework, covering parks, trails, and connective infrastructure, that ensures new investment reinforces the community identity stakeholders identified as a priority throughout the engagement process;
- Priorities for park land acquisition, programming, and design of park spaces, responsive to the amenity gaps and needs raised by community members;
- Operations and investment priorities to expand equitable access to parks and recreation across Centerton; and
- A prioritized trail and connectivity network that closes existing gaps, improves safety around schools, and links parks, destinations, and neighborhoods into a cohesive system.

Steps:

1. Commission a design guidelines document
 - Engage a landscape architecture consultant to produce a formal Parks, Trails & Wayfinding Design Guidelines document
 - Address material palettes, lighting, signage, site furnishings, plant palettes, and trail surface standards
 - Work with the design consultant to engage the community on Parks and Trail-specific priorities that reflect their values and vision for these community assets
 - This may be completed as part of a larger Parks and Trails Masterplan
2. Commission a Parks & Trails Masterplan to establish acquisition, design, programming, and investment priorities

Engage a qualified planning/landscape architecture consultant to prepare a Parks & Trails Masterplan addressing land acquisition, park and trail design, programming, connectivity, and a phased approach to investment

- Acquisition: Map existing park and trail coverage against population growth, ongoing development and emerging opportunities, and identified service gaps to prioritize land acquisition and trail easements, including opportunities to anchor new parks around existing community assets (e.g., the historic vinegar plant, railroad, fish hatchery)
- Design: Apply the design guidelines and standards established in Steps 1–2 to individual park sites and trail corridors, defining a major trail spine and connector network linking parks, schools, and destinations



- Programming: Develop a programming framework for each park tier and trail segments informed by public input
- Operations: Assess current Parks Division staffing, equipment, and maintenance capacity against projected system growth to identify operational needs for both parks and trails
- Investment priorities: Develop a phased capital and operating budget sequencing investment toward underserved areas and priority connectivity gaps first, identifying funding sources such as A&P Commission funds, park dedication fees, public-private partnerships, and state partnership funding

PRIVATE DEVELOPMENT

Recommendation 2 • Coordinate Private Enhancements with Public Investment

Community engagement highlighted strong development pressure alongside a clear desire to preserve Centerton's small-town character and ensure new growth directly benefits residents. Property owners and business leaders pointed to opportunities for mixed-use development, live-work-play environments, and stronger coordination between private investment and public infrastructure. Absent a coordinated framework, private development risks proceeding without meaningful connection to the parks, trails, and public realm improvements the community has prioritized. A framework should be established to:

- Incentivize private development that is proximate to, or directly contributes to, public parks, trails, and public art and cultural infrastructure; and
- Coordinate private site improvements — such as frontage, greenspace, public access, and art/placemaking enhancements — with adjacent public investment to create a cohesive public-private realm.

Steps:

1. Establish a public amenity incentive program
 - Develop a menu of incentives (e.g., density bonuses, expedited permitting, reduced impact fees) tied to proximity or direct contribution to public parks, trails, and public art/cultural infrastructure
 - Define clear eligibility criteria so developers understand which improvements qualify, including options such as on-site public art installation or contribution to a public art fund
2. Coordinate private improvements with public investment
 - Require or incentivize developers to fund frontage improvements (sidewalks, landscaping, lighting, and public art/placemaking features) that connect to adjacent public trail, park, and art infrastructure
 - Establish private development design standards or guidelines covering frontage treatment, streetscape elements, and public art/placemaking integration in high priority locations, so private site plans align with the Downtown Masterplan, proposed Parks & Trails Masterplan, and reinforce a cohesive public-private realm
 - Explore shared-cost agreement structures for improvements that benefit both private parcels and the public right-of-way



CONNECTIVITY & MOBILITY

Recommendation 3 • Promote Walkable, Safe & Active Streets and Physical Connections

Traffic congestion was identified as the most common concern raised across every stakeholder group, particularly around school drop-off and pick-up, and seniors specifically noted that school queuing disrupts broader connectivity. At the same time, community members described a culture of cycling and a desire for streets that support walking and everyday movement between neighborhoods, schools, and downtown destinations. A recommendation should be established to:

- Identify and address the locations where congestion most directly conflicts with pedestrian and cyclist safety, with particular attention to school zones and common routes for commuters;
- Ensure new and existing street infrastructure is designed to support active transportation as a core function; and
- Use "breadcrumb" connections, wayfinding, and street design to link neighborhoods, schools, and destinations into a walkable network.

Steps:

1. Identify and prioritize school-zone safety improvements
 - Work with the school district and community to map where drop-off/pick-up congestion creates the greatest safety concerns for pedestrians and cyclists
 - Explore street design treatments that ease congestion while improving pedestrian and cyclist safety and visibility such as separated paths, dedicated crossing signals, marked bike lanes, and drop-off/pick-up queuing lanes, to reduce conflict between vehicle traffic and pedestrians and cyclists

2. Establish active transportation as a design standard

- Set expectations for sidewalks, bike lanes, and crossing treatments as standard components of street design
- Coordinate street design standards with the sidewalk and trail network established under the Parks & Trails Masterplan (Section I), so streets and trails function as one connected system

3. Build breadcrumb connections between schools, neighborhoods, and destinations

- Map key connection points between schools, neighborhoods, and downtown destinations to identify priority breadcrumb links with particular attention to the connections the New Downtown and Old Downtown through alleys, trails, and backstreets
- Make breadcrumb connections a key consideration of future public art and trail plans and strategies, with opportunities for creative placemaking elements and permanent and temporary public art
- Apply wayfinding standards established under the Parks & Trails Masterplan to guide movement along these connections
- Identify opportunities to formalize bike infrastructure (racks, lanes, signage) at key destinations and gathering spaces along priority routes



DESTINATION & COMMUNITY ANCHOR SPACES

Recommendation 4 • Build a Civic Anchor in the New Downtown

Community engagement identified a strong desire for expanded educational and community-serving facilities that bring generations together, including spaces for skill-sharing, technical learning, and arts-based programming. A new library and community space has emerged as a priority institutional anchor for downtown, one that should connect directly to the broader network of public spaces and trail. This recommendation calls to:

- Advance a new library and community space as a defining civic anchor for downtown Centerton; and
- Ensure the facility is sited and designed to connect directly with the trail network, schools, and adjacent destinations.

Steps:

1. Conduct a feasibility and site-selection study
 - Evaluate potential central sites within the New Downtown, prioritizing visibility, accessibility, and proximity to other destinations
 - Assess programmatic needs, including library services, community meeting space, and space for intergenerational skill-sharing (e.g., a tool library, quilting, classroom spaces for artisan or trade instruction)
 - Consider case study examples on “Destination Libraries” for programming priorities and quality of space considerations
 - Engage the community to vet programming priorities for the space
2. Explore joint-use opportunities
 - Evaluate partnerships that could combine library services with event space, arts programming, or technical/trade education
 - Identify funding partners, including state library grants, A&P Commission support, and potential nonprofit operating partnerships



Recommendation 5 • Develop a Social Center & Entertainment District with Family-Friendly Experiences

Stakeholders envisioned a lively downtown with "big town amenities" that serve all age groups, citing specific interest in sit-down restaurants, a movie theater, and indoor and outdoor venues for music and events. Business leaders and residents also pointed to a lack of dining, recreation, and gathering options that currently forces residents to leave Centerton for leisure activities, emphasizing that new development should serve residents directly and reflect the community's "hometown feel." Together, these needs point to a connected destination: a social center and entertainment district, anchored by small-scale, family-friendly retail, that draws residents and visitors throughout the year. This recommendation calls to:

- Formalize an entertainment district that supports dining, event, and gathering uses, with recurring programming that draws residents and visitors year-round; and
- Attract and support small-scale, family-friendly retail within and around the district, so it feels active and inviting throughout the day, not only during scheduled events.

Steps:

- 1.** Establish the district through local ordinance
 - Draft and adopt a City Council ordinance under A.C.A. Sec. 14-54-1412 defining the district's boundaries, permitted establishment types, and operating standards; boundaries should align with priority breadcrumb connections established in Section III
 - Notify the ABC Division within ten days of issuing the designation, as required by state law and establish an oversight structure, similar to models used in other Arkansas cities, with representation from City Council, local business owners, residents, and arts/entertainment venues, to manage ongoing district operations
- 2.** Design flexible, programmable gathering space
 - Develop indoor and outdoor venue spaces or partners capable of hosting both small-scale and large community events, align with the A&P Commission on opportunities and priorities
 - Inform future development of spaces and programming priorities through the proposed Parks & Trails Masterplan and private development guidelines in New Downtown
- 3.** Recruit and support family-friendly retail
 - Identify priority retail nodes within and adjacent to the district, targeting sit-down dining and family-oriented businesses over generic commercial/chain formats
 - Coordinate with the private development incentive framework/guidelines established in Recommendation II to encourage qualifying retail uses
 - Encourage retail near active recreation, trails, or parks and green spaces where feasible



4. Fund and program recurring events

- Pursue A&P Commission tourism-promotion funding to support movie nights, community events, concert series, and other recurring programming
- Consider contracting directly with cultural presenters or event coordinators to develop and expand community programming opportunities through the A&P Commission
- Coordinate with local business owners to align event programming and extended business hours across the district

PLACEMAKING, PUBLIC ART & IDENTITY

Recommendation 6 • Launch a Community-Based Public Art and Placemaking Program

Community members identified public art and creative placemaking as a way to bring Centerton's unique identity to the forefront, distinct from surrounding communities. This identity is rooted in the city's agricultural heritage, small-town character, and tradition of intergenerational connection. This recommendation calls to:

- Integrate public art and creative placemaking elements into infrastructure investments already underway, delivering art and identity together as part of the same projects; and
- Ground public art and placemaking themes and locations in Centerton's agricultural heritage, historic assets, and intergenerational traditions, so new public spaces actively reflect the community's story.

Steps:

1. Define a public art and placemaking identity framework
 - Develop a set of themes and design cues drawn from Centerton's agricultural heritage (e.g., dairy, blueberry, and strawberry farming history), historic assets (the vinegar plant, railroad, fish hatchery), and traditional arts and crafts to guide artist selection and commission themes
 - Establish this framework alongside the design guidelines developed under the Parks & Trails Masterplan (Section I), so public art and infrastructure design speak the same visual language
2. Identify priority locations for integrated public art
 - Site public art at trailheads, gateway entrances, and wayfinding points established under the Parks & Trails Masterplan (Section I)
 - Extend the same approach to the entertainment district and Central Green Space/Downtown Square (Section IV), and to private development frontage improvements (Section II), so art is embedded at each point of new investment
 - Establish a commissioning and selection process
 - Define a public art selection process, such as a call for local and regional artists, tied to each capital project's timeline so art is budgeted and delivered alongside construction
 - Prioritize opportunities for community-based art, including intergenerational projects that pair local youth and elder residents on design or fabrication



3. Identify funding pathways

- Explore a public art fund through a combination of general fund allocations, development fees, and percent-for-art in public capital improvements
- Pursue A&P Commission funding under its arts-promotion provision (A.C.A. Sec. 26-75-606) for installations tied to tourism and destination sites
- Pursue applicable state and regional arts grants for projects not eligible under the A&P Commission's tourism-oriented funding requirements

PROJECT IDEAS

1. Gateway Entrance Markers

Sculptural or monument-style features at key entrances to downtown, neighborhoods, and community parks, using design motifs drawn from Centerton's agricultural roots to signal arrival into a place with a distinct identity.

Benchmarks

Artwork: Material (SG) II, Yinka Shobinare
Credit: Josh Lapp



Artwork: Greeting from Boise
Credit: Photospirit

2. Creative Trailhead Markers

Artist-designed trailhead installations that go beyond interpretive signage, using color, form, and interactive elements to make trail entry points feel like destinations.

Benchmarks



Artwork: Falling Water, Mark Reigelman
Credit: Mark Reigelman



Artwork: Crystal Impressions, Tom and Jean Latka
Credit: Tom and Jean Latka



3. Quilting & Tool Library Arts Program

A dedicated space within the new library/community space where the tool-library and skill-share concept lives day to day where residents borrow tools, attend or teach classes, and gather across generations to pass down knowledge and explore new skills and crafts.

Benchmarks

- Wadena Public Library Tool Library (Wadena, MN) — a small-town public library currently partnering with a local citizens' group to launch a tool library out of underutilized basement space, with plans to grow into a community repair shop
- Springfield Tool Library, Community Partnership of the Ozarks (Springfield, MO) — a regional Ozarks tool library with 280 tools and 116 active users, run through a community partnership rather than a large municipal budget, a realistic scale and funding model for Centerton

4. Fish Hatchery Discovery Trail

An interpretive nature and education trail that leads to the state fish hatchery, combining passive outdoor activities like bird watching with facilitated programming developed in partnership with the State or local school system in “outdoor classrooms”. This trail could include interpretive, educational, and public art elements that children and adults alike can experience as they explore.

Benchmark

Artwork: Outdoor Classroom
Credit: Alex





Artwork: Artful Play
Credit: doryx

5. Artist-Designed Playscape

A signature, artist-designed play environment in the New Downtown that functions as both a children's playground and a public art installation.

Benchmarks



Artwork: Fishes Playground
Credit: Sergey

6. Art at the Destination Library

A curated outdoor sculpture space sited at the new library/community space, reinforcing its role as a civic and cultural destination.

Benchmarks

- Howard County Library System - Savage Branch
<https://www.hclibrary.org/locations/savage/>
- Howard County - Robinson Nature Center
<https://livegreenhoward.com/community/robinson-nature-center/>

7. Bread Crumb Art Trail & Downtown Connector

A signature physical and artistic connection linking the Old Downtown and New Downtown: a pedestrian pathway with scattered public art markers along the route, doubling as wayfinding cues so the walk between the two districts becomes an experience in itself, rather than just a transition.

Benchmark



Artwork: Dandelions, Mirosław Struzik
Credit: Alexander Denisenko



DOWNTOWN

DOWNTOWN



Historic Downtown Centerton represents the community's original center of civic life and remains one of the City's most important assets. Anchored by Main Street, Centerton Hall, the existing park, McKissic Spring, and the surrounding traditional neighborhood grid to the west and north, Downtown retains a unique sense of place that distinguishes it from newer development within the City. While many of the foundational elements of a successful downtown are already present, the area today remains largely auto-oriented, with limited pedestrian infrastructure, fragmented public spaces, underutilized properties, and opportunities for infill development that have yet to be realized.

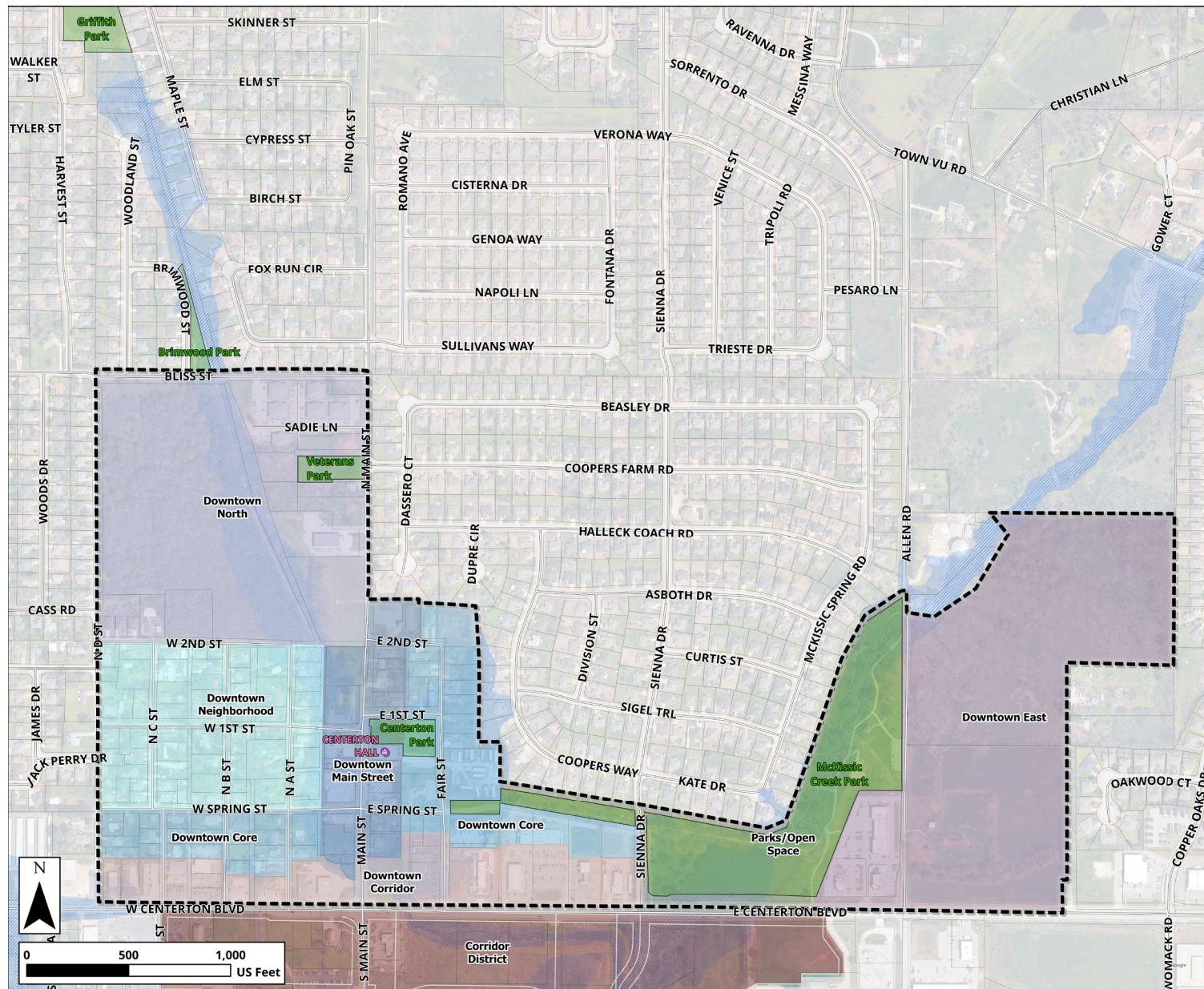
The Masterplan envisions Downtown evolving into a vibrant, walkable mixed-use district that embraces its historic character while accommodating new growth and community investment. Rather than expanding outward, revitalization efforts should focus on strategic infill and redevelopment around existing civic assets, including Centerton Hall, the future library, Main Street, and the existing park. These existing civic destinations will serve as anchors for new mixed-use buildings, local businesses, restaurants, live-work spaces, and housing opportunities that reinforce a compact and pedestrian-oriented downtown environment. Building placement should frame public spaces and streets, creating an active and cohesive urban fabric that supports both daily activity and special events.

A defining element of the Downtown vision is the transformation of Main Street into a true community main street. This corridor is envisioned as a comfortable and inviting public realm where pedestrians, bicyclists, and motorists can safely coexist. Streetscape improvements include expanded sidewalks, an elevated urban pedestrian zone on the west side, street trees, pedestrian lighting, outdoor dining opportunities, and storefront-oriented development. On-street parallel parking throughout downtown will support local businesses while simultaneously helping calm traffic and create a safer pedestrian environment. Angled parking is proposed along the west side of Fair Street, and the south side of 1st street due to anticipated lower thru-traffic volumes on these streets. Curb extensions, enhanced intersections, and high-visibility crosswalks will shorten crossing distances and establish a stronger pedestrian presence along Main Street and connecting corridors.

Creating safe and convenient pedestrian connections will be essential to Downtown's long-term success. The Masterplan proposes a comprehensive network of sidewalks, shared-use paths, trails, and bicycle facilities that connect Downtown destinations with surrounding neighborhoods and future development areas. New pedestrian crossings, including multiple Rectangular Rapid Flashing Beacons (RRFBs), are proposed at key locations near the park and future library and further north along Main Street to improve safety and accessibility. These improvements will help residents comfortably move throughout Downtown without relying solely on automobiles and create a more inclusive environment for people of all ages and abilities.



Downtown
Character Areas



LEGEND

FUTURE LANE USE PLAN

CATEGORIES

- Downtown North
- Downtown Neighborhood
- Downtown Core
- Downtown Corridor
- Downtown Main Street
- Downtown East
- Parks/Open Space

FEMA FLOOD DATA

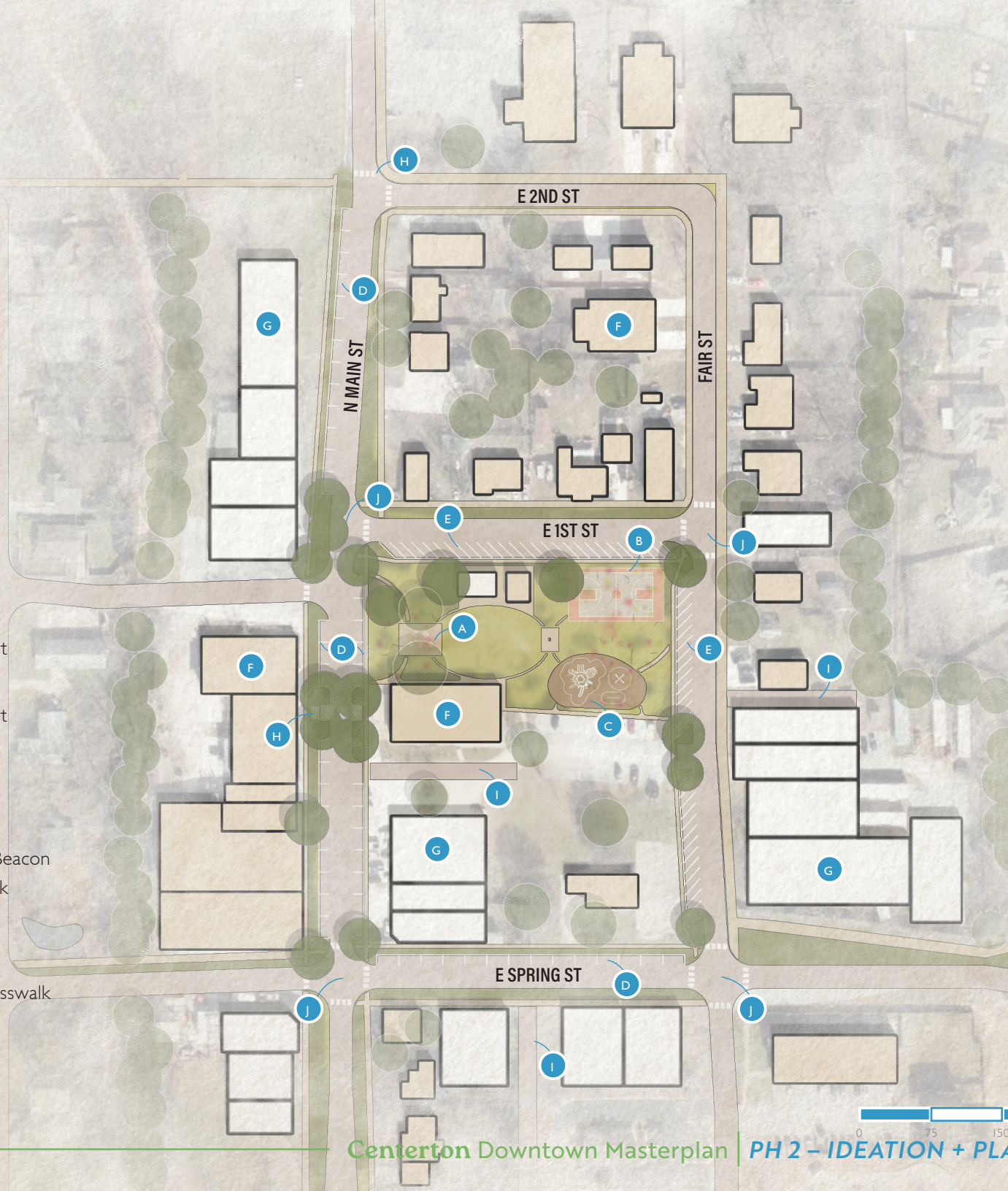
- A | AO
- AE
- AE | Floodway

ADDITIONAL MAP SYMBOLS

- Streets
- Parcels
- City Facilities
- Parks
- Downtown



- A Gathering Area
- B Basketball Court
- C Playground
- D Proposed On-Street Parallel Parking
- E Proposed On-Street Angled Parking
- F Existing Building
- G Proposed Building
- H Proposed Flashing Beacon (RRFB) at Crosswalk
- I Proposed Alley
- J Proposed Curb Extensions and Crosswalk



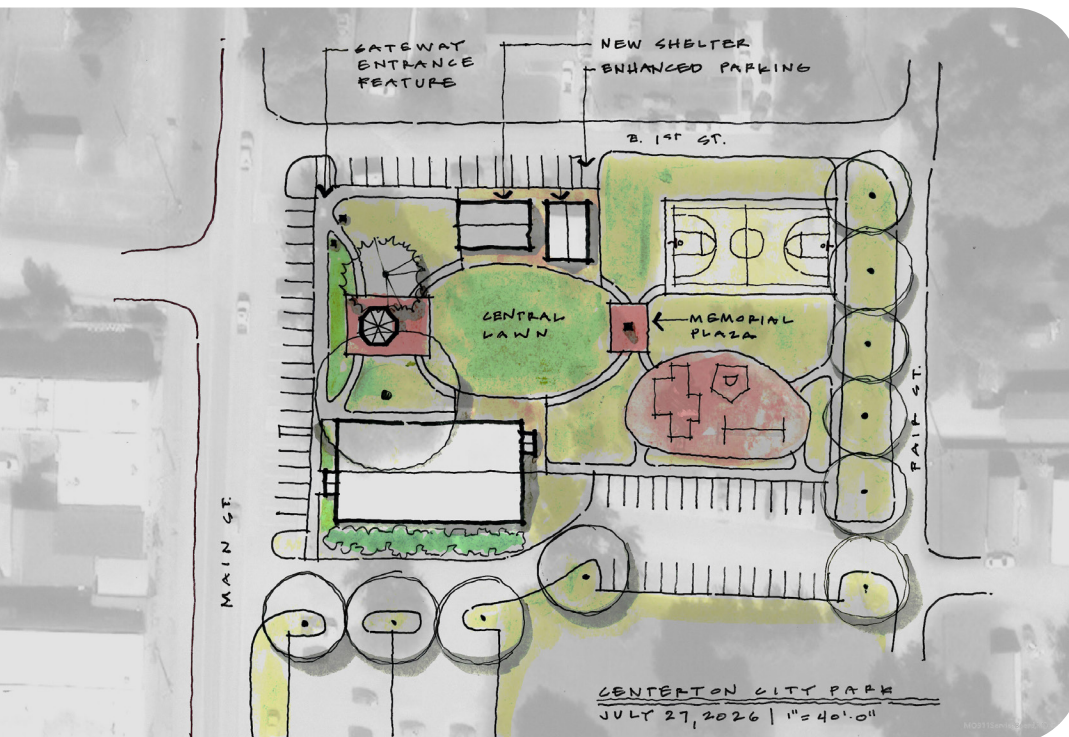


CITY PARK

The existing Downtown Park is envisioned as the civic heart of Historic Downtown and a flexible community gathering space that supports both everyday recreation and community-wide events. Building upon the park's existing amenities, the Masterplan recommends improvements that elevate its role as a destination and key civic gathering space. A new pavilion or shelter located adjacent to the existing concession building would provide additional space for family gatherings, community events, and park programming while complementing existing facilities. The central lawn area should be formalized as a flexible event green capable of accommodating farmers markets, festivals, outdoor performances, and seasonal celebrations. To support these activities,

the green should include integrated electrical service and utility hookups that allow vendors, food trucks (in the parking lot or on the perimeter), and event organizers to operate efficiently without relying on generators. These enhancements will create a more functional and adaptable public space that can host a wide range of community activities throughout the year.

The northwest corner of the park presents a unique opportunity to create a more formal and recognizable entry into the park system and downtown core. Enhanced landscaping, signage, public art, and gateway features should establish a welcoming arrival experience for residents and visitors. The Masterplan also recommends providing an exterior-accessible entrance to the Centerton Hall for the use of restroom facilities by park users. Together, these enhancements will strengthen the connection between the park, Centerton Hall, Main Street, and surrounding downtown development, creating a cohesive civic campus that serves as the social and cultural center of the Downtown.



This schematic exhibit is an example of how the existing city park can be enhanced and adapted into a more cohesive, organized space with sidewalks and a shelter to improve accessibility around the park. Note that parking orientation and layout in the final plan is an update to what was shown in this early sketch.

DOWNTOWN

Looking South



94



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Beyond the Downtown Core, the active transportation network will extend north, east, and south to connect residential neighborhoods, parks, schools, and ultimately the future New Town Center. Shared-use paths along Main Street, Spring Street, Fair Street, Allen Road, and other key corridors will become part of a larger citywide mobility network, helping establish Downtown as the central hub within Centerton's broader system of trails and greenways. Connections to the proposed McKissic Springs Loop and regional trail facilities will further strengthen access and support both recreation and everyday transportation options.

Also important is the enhancement and preservation of McKissic Spring and its surrounding natural environment. As one of Centerton's most unique cultural and ecological resources, the spring presents an opportunity to create a signature public destination that reinforces community identity while celebrating the area's natural heritage. Further study of potential to expand the spring's holding area to a slightly larger water body (depicted in the bird's eye rendering) and collaboration with surrounding property owners should be further explored. The active transportation plan includes a shared use path along Spring Street, but the potential for further improvements includes interpretive signage, seating areas, educational features, and enhanced connections to the downstream spring water via an existing (undeveloped) alley ROW and on downstream properties within the floodplain between Spring Street and Centerton Boulevard.



The yellow line in this sketch shows the potential for bike and pedestrian connectivity and access to the spring water downstream of the spring through the use of an undeveloped alley ROW and potential collaboration with neighboring property owners.



DOWNTOWN NORTH AND DOWNTOWN EAST CHARACTER AREAS

Downtown North represents one of the most significant opportunities for Downtown Centerton to grow beyond its historic footprint while maintaining the walkable character that defines the community's original town center. Located northwest of the established downtown core and containing substantial undeveloped acreage, this area is envisioned as a natural expansion of the surrounding downtown neighborhood with mixed-use at select nodes. Future development should introduce a mix of neighborhood-serving commercial uses, small-scale mixed-use buildings, and diverse housing types organized around a connected street network and trail system along the creek. As redevelopment and infill occur, Downtown North should function as an extension of the downtown experience, incorporating sidewalks, shared-use paths and small public gathering spaces that strengthen connections to Main Street, Centerton Hall, and the existing park.

Downtown East serves a distinctly different but equally important role within the Downtown framework. Positioned adjacent to McKissic Creek Park, Centerton Lake, Allen Road, and Centerton Boulevard, this area functions as a prominent eastern gateway into Downtown and forms a critical connection between the City's natural assets and future development areas. Planned improvements should capitalize on the area's visibility and proximity to recreational amenities by encouraging a blend of mixed-use development, neighborhood services, and hospitality-oriented uses that complement the adjacent park system. Enhanced trail connections, shared-use paths, and streetscape improvements will link Downtown East to the McKissic Springs Loop, regional trail networks, and the broader downtown district, helping establish the area as both a destination and arrival point for visitors. As development occurs, building placement, landscaping, signage, and gateway features should create a memorable sense of arrival while maintaining views and access to the creek, park, and lake environment.

Downtown North and Downtown East provide the primary opportunities for Downtown Centerton to accommodate future growth while strengthening its identity and regional presence. These two districts will serve as key gateways into the downtown area, creating a transition between established neighborhoods, the historic core, natural resources, and the future New Town Center. Through coordinated investment in infrastructure, trails, public spaces, streetscapes, and thoughtfully designed infill development, these character areas can expand the reach of Downtown while preserving the authentic community character that residents value most.

Together, these investments will transform Historic Downtown into a vibrant and connected district where public spaces, civic destinations, natural resources, housing, and local businesses work together to create a true center of community life. By focusing on infill development, walkability, placemaking, and connectivity, Downtown Centerton can evolve into a distinctive destination that honors its history while serving as a critical link between the City's established neighborhoods and the future New Town Center.



Downtown North



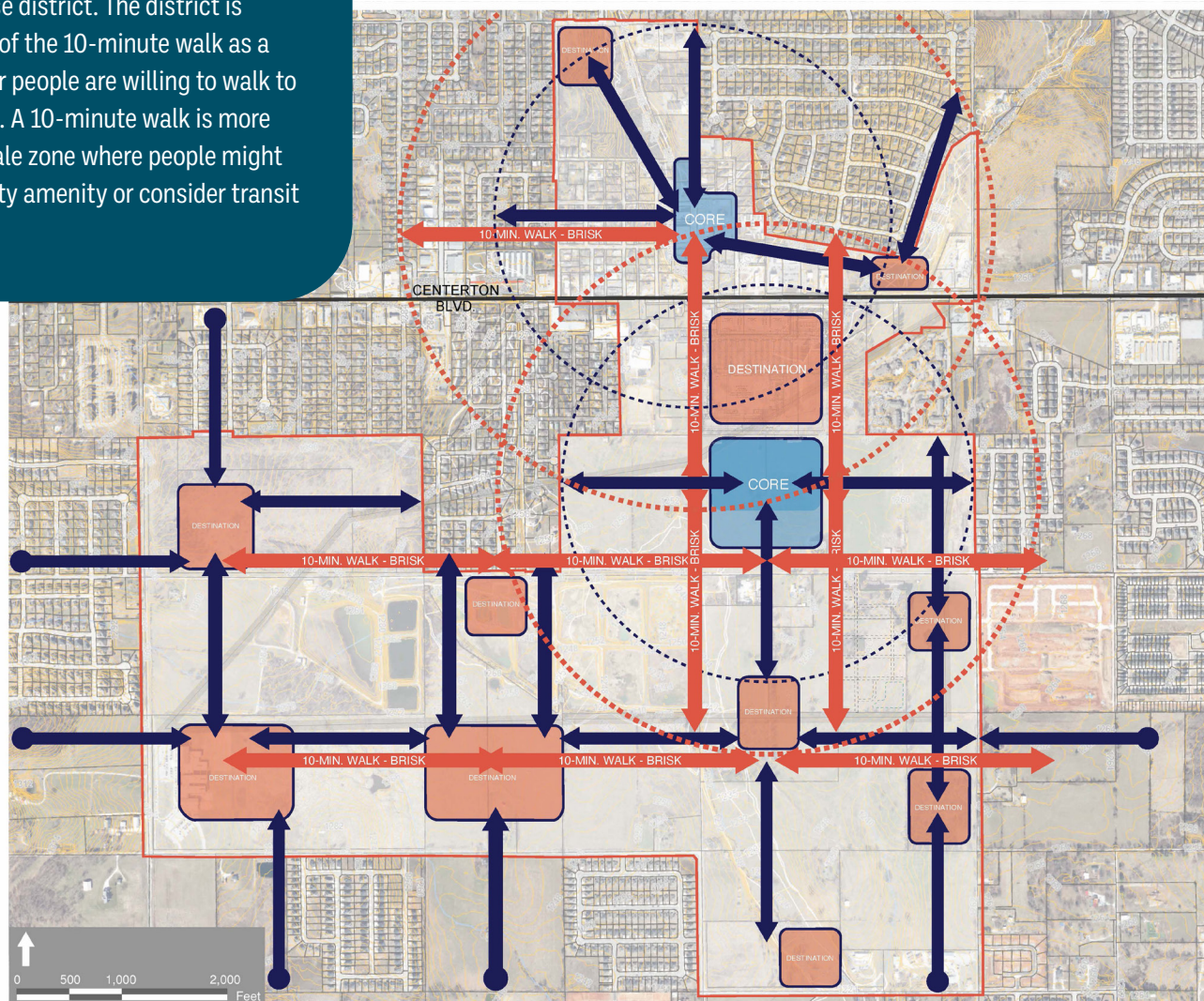
Downtown East



NEW TOWN CENTER

Methodology

The New Town Center is intended to be a walkable, mixed-use district. The district is built upon the idea of the 10-minute walk as a measure for how far people are willing to walk to reach a destination. A 10-minute walk is more of a community scale zone where people might walk to a community amenity or consider transit to move about.



Centerton Downtown Master Plan Phase 2 - Ideation

Goals and Considerations for Existing and Proposed Core Destinations:

10-minute Walk:

This metric - equivalent to approximately a half-mile for any able bodied person - is the average distance most people are willing to walk to reach a destination, a standard that helps us examine the number of opportunities and resources a person has close to home.

Walking Pace:

Easy/Casual (2-3 mph)

1,750-2,460 ft, approximately a third-mile

10-MINUTE WALK - CASUAL

Moderate/Brisk (3-4 mph)

2,460-3,540 ft, approximately a half-mile

10-MINUTE WALK - BRISK

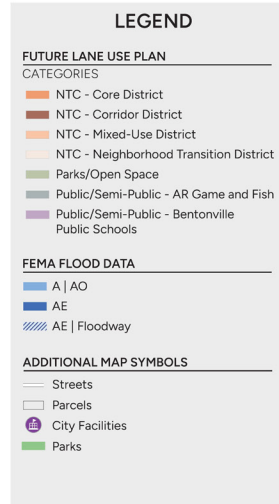
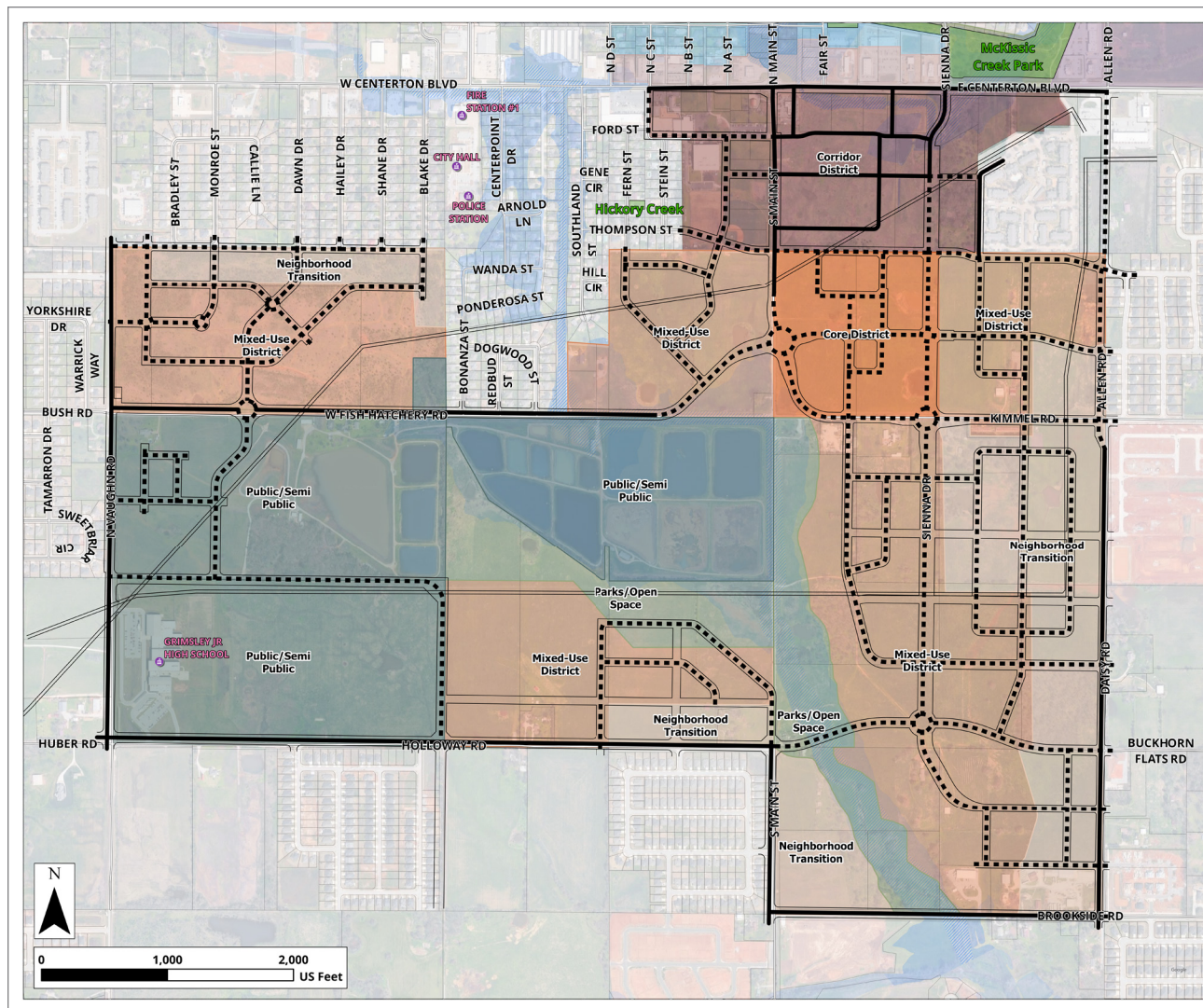
Fast Power Walk (4.5+ mph) 3,540 ft +)

Additional Walkable Destinations:

The Natural Environment, Institutional Uses, and Unique Conditions create opportunities for potential destination areas. Each is located within a 10-minute walk from two or more other destinations, providing a range of walking experiences and destination types.



New Town Center
Character Areas

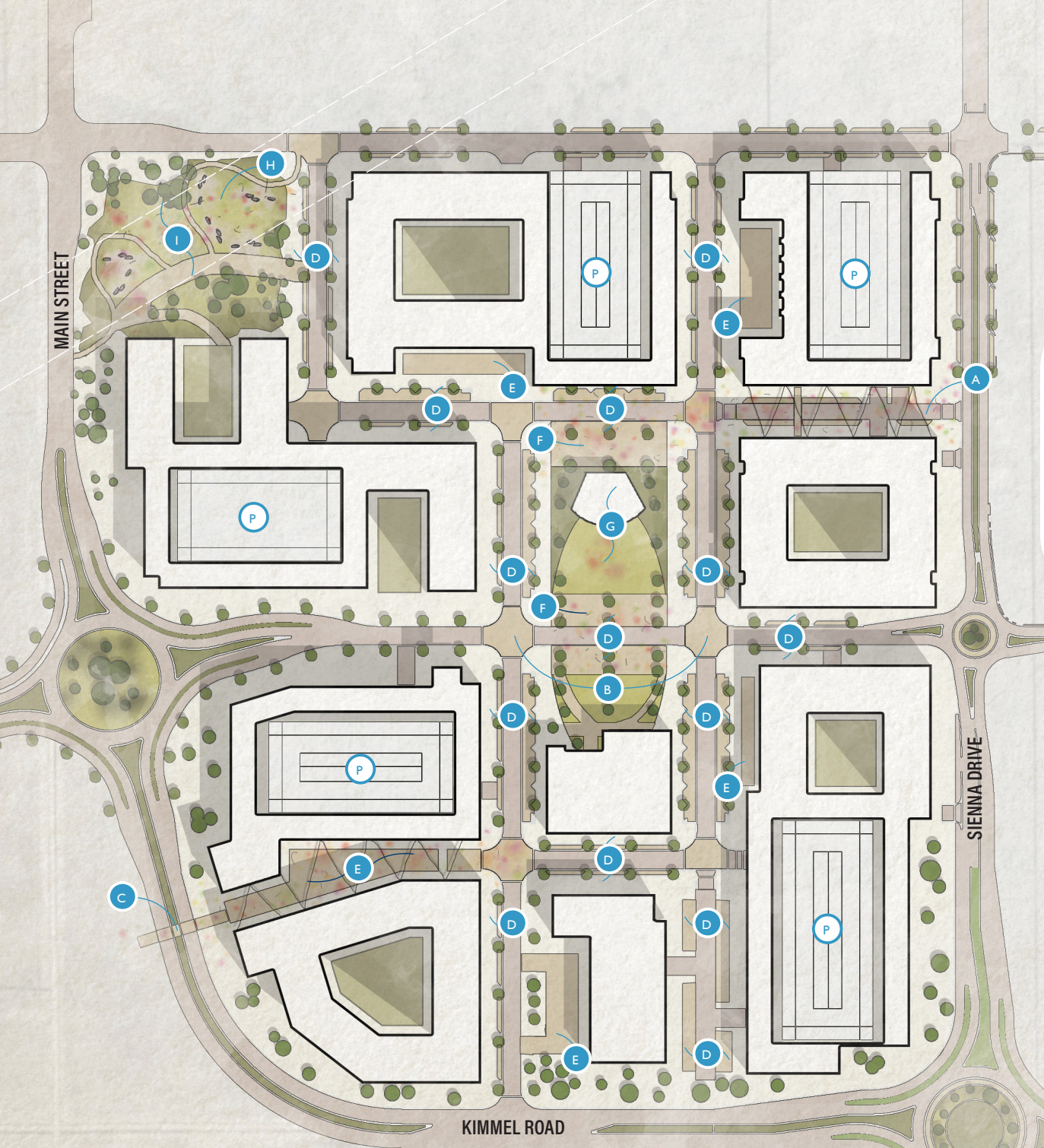


CHARACTER AREAS PLAN

Each area is described in detail in **Chapter 2. Future Land Use + Zoning + Development Tools.**

The New Town Center (NTC) Character Areas include:

- NTC-Core District
- NTC-Mixed-use District
- Parks/Open Space
- Public/Semi-Public: Bentonville Public Schools
- NTC-Corridor District
- NTC-Neighborhood Transition District
- Public/Semi-Public: AR Game and Fish



MASTERPLAN VIEW

The New Town Center is intended to be a walkable, mixed-use district that creates an identity beyond suburban residential growth. It is organized around a central square park.

Additional programmatic concept details of the NTC Core are located within the appendix.

- A Woonerf (Shared Street)
- B Tabled Pedestrian Crossing
- C Mid-Block Crossing
- D On-Street Parking
- E Pedestrian Plaza
- F Pop-Up Market Space
- G Central Square
- H Naturalized Play Area
- I Utility Easement
- P Structured Parking

KIMMEL ROAD

SIENNA DRIVE

0 100 200 400 FEET

CHARACTER-DEFINING COMPONENTS

Open Space

The organizing feature of the New Town Center is a new central square. It is intended to serve as the community's primary gathering space with flexible uses supporting everyday interactions with many potential uses :

- Community events and gatherings
- Performances and concerts
- Casual socializing
- Outdoor dining
- Vendor and food truck activity
- Trail-oriented gathering and wayfinding
- Library-related outdoor programming
- Passive recreation and relaxation
- Seating and informal meetings
- Seasonal community celebrations and markets

A less formal park with a nature playground is planned to leverage the easement area in the northwest portion of the district. Native plantings, rustic play components, and walking paths are envisioned to ensure a strong connection between urban living and rural roots.

This precedent demonstrates how a central flex lawn, anchored by a civic building and a performance pavilion can support day-to-night activity and a wide range of programming.



Beyond programmed events, the space should support everyday, informal use. Here, a shaded pavilion with seating and games sits at the lawn's edge, giving people a reason to linger even when nothing is scheduled.





OPEN SPACE & AMENITIES

Anchored by a central square and a series of pedestrian plazas extending into adjacent neighborhoods, the Town Center Core creates connected spaces for daily community life. Linked by walkable streets and mixed-use development, these spaces form the heart of Centerton's new downtown.

-  Pedestrian Plaza
-  Open Space
-  Residential Amenity
-  Street Trees
-  Overhead Lighting
-  Naturalized Play Area



NEW TOWN CENTER CORE: CENTRAL SQUARE

Looking North



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Active Living

Walkable Streetscape

This is a pedestrian-first environment. Buildings will line the streets with zero or minimal setbacks. Wide tree-lined streets, pedestrian-scale lighting, on-street parking, and active outdoor seating will create an interesting and comfortable experience.

Trail-Oriented

Multi-modal connections will weave through the district with connections to the broader Green Network and regional trails beyond. Bicycle amenities and a bike path are integral to the streetscape.

Building Program

The buildings will be three to six stories with ground floor retail and restaurants surrounding the central square. Long views across the square and along the street will contribute to the passive sense of safety and will draw shoppers and residents along the way encouraged by the interesting frontages and streetscape.

Upper floor residential and limited offices will feature balconies and green amenity decks to create private outdoor space and areas for residential neighbors to connect on a smaller scale. The upscale feeling of this new neighborhood paired with the market analysis has influenced this multifamily vision to include resort-style amenities with pool, fitness, co-working lounge, and pet spa.

Hidden & Shared Parking Strategy

Parking is intentionally located behind buildings and integrated within the built environment to maintain active, pedestrian-focused streets. This will not only minimize the visual impact of parking, but also create fewer conflicts between pedestrians and vehicles, and maximize the ground-floor retail frontage value.



A strong sense of arrival and identity matter and set the tone for the experience. In this example, a gateway arch marks the entry into the plaza, framed by rail cars and string lighting, giving the space a clear sense of place while more intimate spaces and shaded seating provide respite for visitors. This could be accomplished through a gateway sign or arch and a large-scale work of public art to welcome people to the New Town Center Core.



In this example, a tree-lined pedestrian promenade connects the greenspace to the surrounding retail edge, providing protected space for vendor stalls, food trucks, and event circulation to support gathering during larger-scale events while offering a walkable streetscape for day-to-day foot traffic. A similar concept could be deployed in the New Town Center Core to support programming and retail activity.



NEW TOWN CENTER CORE: CENTRAL SQUARE

Looking Northeast



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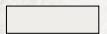
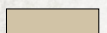


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STREETS & ON-STREET PARKING

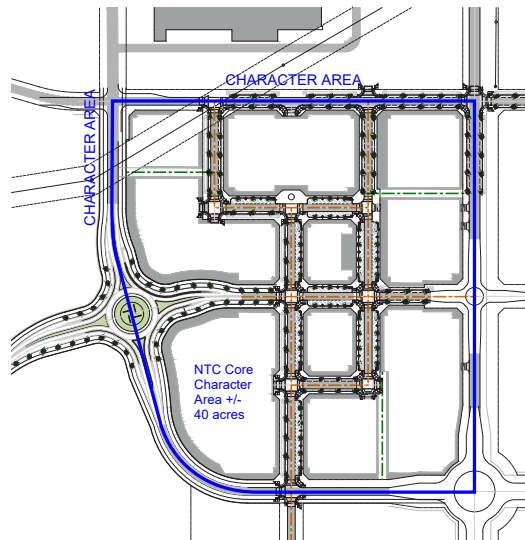
Smaller blocks, frequent street connections, on-street parking, enhanced pedestrian crossings, and shared streets help create a comfortable environment for walking and biking. The street network is designed to support a vibrant mixed-use district and connectivity throughout the town center.

-  Pedestrian Crossing
-  Pedestrian Frontage
-  On-Street Parking/ Drop-Offs
-  Streets

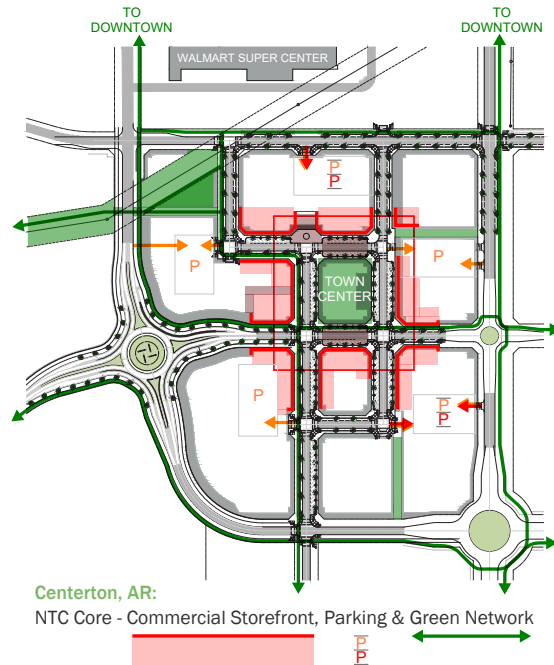


SCALE COMPARISON OF NTC CORE AREAS WITH OTHER ESTABLISHED NWA DOWNTOWNS

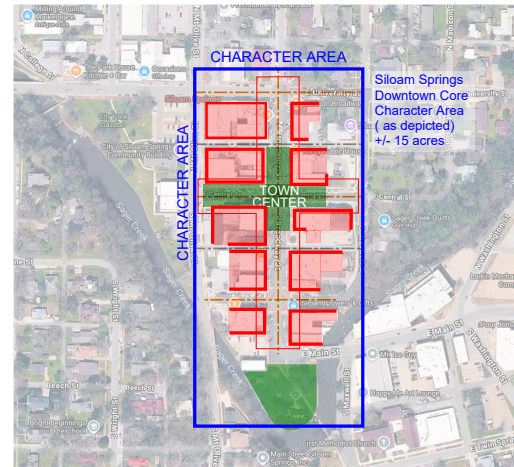
The graphic below shows the NTC Core and the downtown areas of Siloam Springs, Fayetteville, Bentonville, and Rogers at the same scale so that the size and context are comparable. The NTC Core area is approximately 40 acres in size.



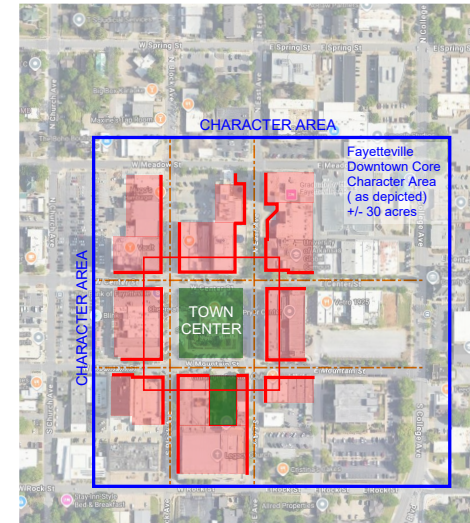
Centerton, AR:
NTC Core - Character Area & Lot/Block Pattern



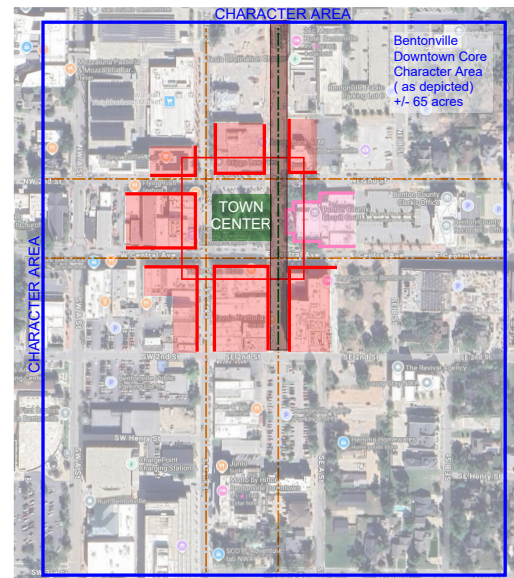
Centerton, AR:
NTC Core - Commercial Storefront, Parking & Green Network



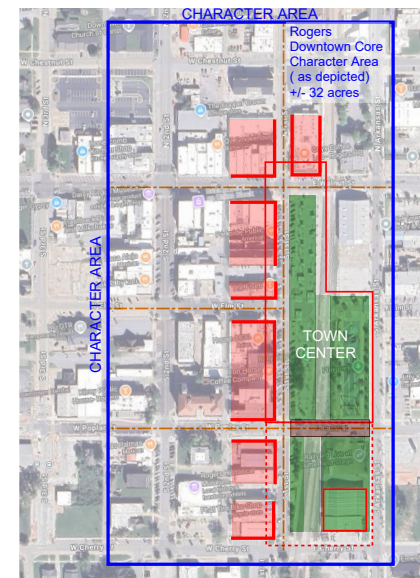
Siloam Springs, AR
Downtown Core



Fayetteville, AR
Downtown Core



Bentonville, AR
Downtown Core



Rogers, AR
Downtown Core



IMPLEMENTATION FRAMEWORK



Overview

The implementation framework is organized to provide a clear road map for advancing the Plan's recommendations.

Each action item is categorized by planning topic and includes a priority timeframe and potential funding strategies. The descriptions at right define the column headings on the next page.

The overarching goal of the Implementation Framework is to facilitate organized, quality development. The vision of this study is bold in nature and will not happen by accident, so the following are specific tasks that ought to be executed to meet goals outlined in this plan. It is understood that none of the implementation should occur in silos and the parties that are listed as the Lead Entities should lead the conversation but not execute the solutions on their own.

Placemaking implementation strategies are included at the end of the Placemaking section within this plan due to the included graphics and format of those strategies.

IMPLEMENTATION TASKS

The implementation tasks column identifies the specific action, project, or policy recommendation and are organized by planning category.

TASK DESCRIPTIONS

The task descriptions column provides additional context regarding the purpose, scope, or intended outcome of each implementation action.

IMPLEMENTATION TIMELINE

The implementation timeline column assigns each action to one of three planning horizons:

- **Short-Term (0–2 Years)**
Immediate priorities that can be initiated or completed using existing resources, partnerships, and near-term funding opportunities.
- **Medium-Term (3–5 Years)**
Projects and initiatives that require additional coordination, policy development, funding, or phased implementation.
- **Long-Term (6+ Years)**
Larger-scale or aspirational efforts that may depend on future growth, major capital investment, or long-range community priorities.

LEAD ENTITIES

The lead entity identifies the organization, department, agency, or partner primarily responsible for coordinating and advancing implementation. While many actions will require collaboration among multiple stakeholders, the lead entity serves as the primary point of accountability.



TASK	DESCRIPTION	TIMELINE	SUGGESTED LEAD ENTITY	FUNDING STRATEGIES
UTILITIES: WATER + WASTEWATER				
Update Wastewater Treatment Agreements	Review and amend contracts and user agreements with wastewater treatment entities to ensure adequate treatment capacity and reduce the risk of future development moratoriums.	Short-Term (0–2 Years)	Centerton Utilities	N/A
Coordinate Regional Wastewater Planning Efforts	Participate in regional wastewater planning discussions and coordinate local infrastructure planning with treatment providers and partner agencies.	Short-Term (0–2 Years)	Centerton Utilities, Regional Wastewater Providers	N/A
Support Northwest Arkansas Wastewater Study	Collaborate with the state-funded regional wastewater treatment study to align data, planning assumptions, and infrastructure priorities.	Short-Term (0–2 Years)	Centerton Utilities, Regional Wastewater Providers	N/A
Develop Long-Term Capacity Strategy	Identify future treatment capacity needs and establish a coordinated strategy to support anticipated growth and development.	Short-Term (0–2 Years)	Centerton Utilities	N/A
Monitor and Implement Study Recommendations	Review findings from the regional wastewater study and incorporate applicable recommendations into local utility and growth management planning efforts.	Short-Term (0–2 Years)	Centerton Utilities	Utility Funds, Grants, and Loans
Develop a Capital Improvement Plan	Prepare a comprehensive Capital Improvement Plan (CIP) identifying priority water and wastewater infrastructure projects, costs, funding strategies, and implementation phasing to support future growth.	Medium-Term (3–5 Years)	Centerton Utilities, Engineering Consultants	Local Funds and Utility Funds



TASK	DESCRIPTION	TIMELINE	SUGGESTED LEAD ENTITY	FUNDING STRATEGIES
Identify Future Wastewater Collection Corridors	Evaluate growth areas and establish future wastewater collection and conveyance corridors to guide development and infrastructure expansion.	Medium-Term (3–5 Years)	Centerton Utilities, Engineering Consultants	N/A
Plan New Town Center Water and Wastewater Infrastructure	Complete engineering, routing, and capacity planning for water and wastewater facilities needed to serve the New Town Center development area.	Medium-Term (3–5 Years)	Centerton Utilities, Engineering Consultants	Utility Funds, Grants, and Loans
Design Major Wastewater Interceptor Improvements	Conduct feasibility studies, preliminary engineering, and final design for major interceptor projects needed to expand system capacity.	Medium-Term (3–5 Years)	Centerton Utilities, Engineering Consultants	Utility Funds, Grants, and Loans
Construct Priority Wastewater Interceptors	Implement and construct major interceptor lines and related infrastructure to accommodate anticipated growth and development.	Medium-Term (3–5 Years)	Centerton Utilities, Contractors, Regional Wastewater Provider, Engineering Consultant	Utility Funds, Grants, and Loans
Secure Funding for Wastewater Expansion Projects	Pursue grants, loans, developer contributions, and capital budgeting resources to support implementation of identified wastewater improvements.	Medium-Term (3–5 Years)	Centerton Utilities, Regional Wastewater Provider, Regulatory and Funding Agencies	Utility Funds, Grants, and Loans
Coordinate Infrastructure Investments with Growth Areas	Align wastewater capital projects with planned development areas and future land use priorities to maximize infrastructure efficiency and development readiness.	Medium-Term (3–5 Years)	Centerton Utilities, Developers	N/A



TASK	DESCRIPTION	TIMELINE	SUGGESTED LEAD ENTITY	FUNDING STRATEGIES
Establish Wastewater Maintenance Program	Implement ongoing inspection, maintenance, and asset management practices to ensure wastewater infrastructure remains functional and reliable as the system expands.	Long-Term (6+ Years)	Centerton Utilities	N/A
Monitor Wastewater System Performance and Capacity	Regularly evaluate system utilization, capacity, and operational performance to identify maintenance needs and support future infrastructure planning.	Long-Term (6+ Years)	Regional Wastewater Provider, Centerton Utilities	N/A
Enforce Developer Connection Requirements	Establish and administer policies requiring developers to construct and fund necessary system connections and associated infrastructure improvements.	Long-Term (6+ Years)	Centerton Utilities	Local Funds
Coordinate Utility Extensions with Development Activity	Review and manage new development proposals to ensure utility extensions and connections are consistent with system plans and capacity needs.	Long-Term (6+ Years)	Centerton Utilities	N/A
Update Infrastructure Management and Funding Strategies	Periodically evaluate infrastructure management practices, maintenance costs, and funding mechanisms to support long-term system sustainability.	Long-Term (6+ Years)	Centerton Utilities; Regional Wastewater Provider	N/A
Implement Asset Management Planning	Maintain an inventory of water and wastewater assets and plan for lifecycle replacement, rehabilitation, and future capital needs.	Long-Term (6+ Years)	Centerton Utilities	Utility Funds and Local Funds
Support Long-Term Utility System Sustainability	Continue coordinating operational, financial, and capital planning efforts to ensure the water and wastewater systems can effectively serve future growth and development.	Long-Term (6+ Years)	Centerton Utilities, Regional Wastewater Provider, Engineering Consultants	Utility Funds and Local Funds



TASK	DESCRIPTION	TIMELINE	SUGGESTED LEAD ENTITY	FUNDING STRATEGIES
DEVELOPMENT TOOLS				
Develop Downtown Design and Public Realm Standards	Prepare and adopt design standards for buildings, sites, streetscapes, parks, open spaces, and public amenities to create a cohesive, walkable, and attractive identity for both the Downtown Core and New Town Center.	Short-Term (0-2 Years)	City of Centerton, Development Stakeholders	Local Funds and Grants
Update Park and Open Space Planning Tools	Incorporate plazas, pocket parks, and flexible community spaces into the City's park planning framework to support Downtown growth and redevelopment.	Medium-Term (3-5 Years)	City of Centerton	Local Funds
Advance Infill and Redevelopment Opportunities	Prioritize redevelopment sites and complete small area plans, site concepts, adaptive reuse evaluations, and redevelopment strategies for targeted infill opportunities.	Medium-Term (3-5 Years)	City of Centerton, Property Owners, Developers	N/A
Implement Economic Development Incentives	Referencing the Vision + Goals and Placemaking chapters, work with local economic development partners and planning consultants to identify additional tools and methods to catalyze and advance the vision of the Downtown Plan.	Medium-Term (3-5 Years)	City of Centerton, Economic Development Partners	N/A
Monitor and Refine Development Tools	Periodically review and update development standards, public realm guidance, redevelopment strategies, and incentive programs to ensure they continue supporting the Downtown Plan vision.	Long-Term (6+ Years)	City of Centerton	N/A



TASK	DESCRIPTION	TIMELINE	SUGGESTED LEAD ENTITY	FUNDING STRATEGIES
FLOODPLAIN MANAGEMENT + STORMWATER				
ALTERNATIVE A: FLOODPLAIN MODIFICATION TO ACCOMMODATE DEVELOPED CONDITION				
Complete Regional Flood and Drainage Study	Conduct a regional floodplain and drainage study for the New Town Center area, evaluate upstream and downstream impacts, identify shared drainage opportunities, and determine required floodplain modifications.	Short-Term (0-2 Years)	City of Centerton, Engineering Consultant	Local Funds
Coordinate Roadway and Floodplain Design	Integrate the design of Fish Hatchery Road, Sienna Road, and Holloway Road with floodplain, detention, and drainage improvements to support future development.	Medium-Term (3-5 Years)	City of Centerton, Engineering Consultant	Local Funds
Secure Permits and Regulatory Approvals	Identify permitting requirements, coordinate with regulatory agencies, and prepare CLOMR applications following completion of roadway and drainage designs.	Medium-Term (3-5 Years)	City of Centerton, Engineering Consultant, Regulatory Agencies	Local Funds
Establish Public Private Partnerships	Coordinate with developers and property owners to advance regional drainage, floodplain, and roadway improvements.	Medium-Term (3-5 Years)	City of Centerton, Developers	N/A
Construct Regional Infrastructure	Construct roadway, drainage, detention, and floodplain improvements needed to support the New Town Center and surrounding growth areas.	Long-Term (6+ Years)	City of Centerton, Engineering Consultants, Contractors	Local Funds, Grants, and Loans
Complete Floodplain Map Revisions	Submit and obtain approval of a LOMR following construction of approved floodplain and roadway improvements.	Long-Term (6+ Years)	City of Centerton, Engineering Consultant	N/A



TASK	DESCRIPTION	TIMELINE	SUGGESTED LEAD ENTITY	FUNDING STRATEGIES
ALTERNATIVE B: REGIONAL STORMWATER BASINS UPSTREAM OF FLOODPLAIN				
Complete Stormwater and Floodplain Studies	Conduct localized floodplain and drainage studies, evaluate impacts at Little Osage Creek and Holloway Road, and identify regional stormwater management opportunities.	Short-Term (0-2 Years)	City of Centerton, Engineering Consultant	Local Funds and Grants
Plan Regional Stormwater Facilities	Identify regional detention basin locations, establish stormwater management strategies, and coordinate developer participation.	Short-Term (0-2 Years)	City of Centerton, Engineering Consultant, Developers	Local Funds and Grants
Design Infrastructure and Secure Approvals	Complete roadway, bridge, drainage, and stormwater facility designs while obtaining required environmental and regulatory permits.	Medium-Term (3-5 Years)	City of Centerton, Engineering Consultant, Regulatory Agencies	Local Funds, Grants, and Loans
Acquire Land and Coordinate Partnerships	Secure necessary easements and property while coordinating implementation with developers and other stakeholders.	Medium-Term (3-5 Years)	City of Centerton, Developers	Local Funds and Loans
Construct Regional Stormwater and Transportation Improvements	Construct regional detention facilities, roadway crossings, bridges, and associated drainage infrastructure to support the New Town Center.	Long-Term (6+ Years)	City of Centerton, Developers	Local Funds, Grants, and Loans



TASK	DESCRIPTION	TIMELINE	SUGGESTED LEAD ENTITY	FUNDING STRATEGIES
MOBILITY				
Perform a Regional Traffic Study in the NTC area to evaluate roadway and intersection capacity and safety for all user types	The study would inform intersection types, configurations, number of roadway lanes, and access control locations. The study should project future traffic volumes out to 20 years utilizing future land use plans, historical annual growth rates, trip generation rates for anticipated projects, and the NWA Traffic Demand Model. Using this data, the study should identify capacity problems along the identified corridors for both existing conditions and future conditions and provide recommendations to address any identified issues. The study should also provide overall intersection Level of Service (LOS) ratings for intersections both in current and future conditions. A safety analysis component should be included in addition to the capacity analysis. The study should compile the latest five years of crash data from ARDOT from the crash system managed by the Arkansas State Police. The database includes crashes submitted by the Centerton Police Department. For the analysis, map graphics should be developed showing the crashes identified by type and severity. Any crash clusters or prevailing trends in the study area should be identified and recommendations provided to address safety concerns.	Short-Term (0-2 Years)	City of Centerton, Engineering Consultant	Local Funds and Grants
Review and Update the City-wide MSP and Typical Cross sections	Once this plan is adopted, review and updates of the MSP and typical sections should be conducted to assure city-wide continuity and connectivity for mobility. Coordination with ArDOT and surrounding municipalities and the County is recommended as there have been updates to the MSPs in other communities in the past 5 years.	Short-Term (0-2 Years)	City of Centerton, Engineering Consultant	Local Funds and Grants



TASK	DESCRIPTION	TIMELINE	SUGGESTED LEAD ENTITY	FUNDING STRATEGIES
MOBILITY				
Begin Discussions with ARDOT regarding the placement of the amenities and elements in this plan within their ROW.	These discussions should include the implementation opportunities for the infrastructure within the ROW of 102B (N. Main Street) including RRFB beacons, crosswalks, sidewalks, trails, lighting, and on-street parking downtown.	Short-Term (0–2 Years)	City of Centerton, Engineering Consultant	n/a
Begin internal discussions regarding the pros and cons of pursuing a negotiation with ARDOT for the City to eventually take over maintenance of 102B (N. Main Street).	These discussions should include the pros and cons to evaluate the opportunities/benefits, challenges, and long-term implications of pursuing a negotiated transfer of maintenance responsibility for Highway 102B (N. Main Street) from ARDOT to the City.	Short-Term (0–2 Years)	City of Centerton Engineering, Planning, and Public Works Staff, Mayor	n/a
Review and Update the City-wide Active Transportation Plan and develop typical details for sidepaths, trails, and on-street active transportation infrastructure.	Once this plan is adopted, review and updates of the Active Transportation Plan and creation/update of supporting details should be conducted to assure city-wide continuity and connectivity for mobility. Coordination with ArDOT and surrounding municipalities and the County is recommended as there have been updates to the MSPs in other communities in the past 5 years.	Short-Term (0–2 Years)	City of Centerton, Engineering Consultant	Local Funds and Grants



TASK	DESCRIPTION	TIMELINE	SUGGESTED LEAD ENTITY	FUNDING STRATEGIES
LAND USE + ZONING				
Develop and adopt new Zoning Districts in order to implement the Downtown and New Town Center Character Area/Future Land Use Plan	Utilize the zoning framework within the plan as a starting point, update the existing zoning code to reflect the desired implementation of the plan in the downtown and new town center districts.	Short-Term (0–2 Years)	City of Centerton, Planning Consultant	Local Funds
Consider collaborating with property owners to implement strategic rezonings within the Downtown Masterplan area	Consider collaborating with property owners to implement strategic rezonings within the Downtown Masterplan Study area in order to incentivize future new and infill development which aligns with the plan.	Short-Term (0–2 Years)	City of Centerton, Planning Consultant	Local Funds and Grants



APPENDIX

Developers' Pitch Packet

Centerton Core District Development Opportunity

BUILD THE FUTURE DOWNTOWN OF ONE OF AMERICA'S FASTEST GROWING COMMUNITIES

Centerton's New Town Center presents a rare opportunity to develop the City's Core District destination in the heart of Northwest Arkansas. Located within Centerton's designated 833-acre New Town Center district, the project is supported by strong population growth, municipal backing, expanding employment, and significant untapped demand for housing, retail, and dining. The opportunity of Main Street and Kimmel Road offers developers a chance to build a walkable, mixed-use project that combines multifamily housing, retail, restaurants, office space, and a central public gathering area as part of the City's Core District.

WHY THIS OPPORTUNITY STANDS OUT

- Population has grown from 18,248 residents in 2020 to approximately 29,041 in 2026, a 59% increase.
- The site is within Centerton's designated New Town Center district, reducing entitlement and planning uncertainty.
- Walmart's new headquarters campus in nearby Bentonville brings over 15,000 employees into the region.
- A new 175,000-square-foot Walmart Supercenter is planned one block from the site and will serve as a major traffic generator.
- Centerton lacks a true downtown, creating an opportunity to establish the community's primary gathering and commercial destination.

MARKET FUNDAMENTALS

The City continues to benefit from the explosive growth occurring throughout Northwest Arkansas. The community has a young population, strong household incomes, and increasing demand for housing, dining, shopping, and entertainment options.

Key Demographics*

29,041 Population 2026 Estimate	6.9% Annual Growth Rate	\$115,713 Median Household Income	32.4 Median Age	5.5% Poverty Rate
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The population of Northwest Arkansas exceeds 600,000 residents and is projected to reach one million residents over the next two decades.
*Demographic information obtained from publicly available data as of July 2026.

Centerton Town Center Development Opportunity

Download the packet here: [DEVELOPERS' PITCH PACKET](#)

Programmatic Concept Detail

Programmatic Concept Detail

NTC CORE

GROUND FLOOR BUILDING PROGRAM

All structures are assumed to be between three and six stories.

Block Number	Block Name
1	Northern Mixed-use Anchor Block
2	Neighborhood Transition Block
3	Western Main Street Frontage
4	Central Square
5	Eastern Residential Edge
6	Residential Parking Wrap
7	Civic Service Block
8	Quiet Residential Corner
9	Employment Focus Block
10	Southeast Mixed-use Gateway

■ Residential
■ Retail
■ Office
■ Civic
■ Structured Parking

Centerton Downtown Masterplan | PH 2 – IDEATION + PLAN DEVELOPMENT

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Market Feasibility Study

MARKET FEASIBILITY STUDY

Mixed-Use New Town Center - S. Main Street & Kimmel Road
Centerton, Arkansas 72719
Multifamily & Commercial Feasibility

Submitted to: | Prepared: July 2026 | By: ISG Delivers, LLC

EXECUTIVE SUMMARY

This study evaluates the viability and recommended scale of a mixed-use town center at S. Main Street and Kimmel Road in Centerton, Arkansas, with dedicated feasibility analysis for both principal components of the program, the multifamily residential component and the commercial (retail, restaurant, and office) component. The site sits squarely within the City of Centerton's officially designated "New Town Center" study area (~833 acres), the centerpiece of an active Downtown Master Plan led by the City in partnership with Garver and the Urban Land Institute of Northwest Arkansas (ULI NWA), which envisions 3-6 story mixed-use buildings, ground-floor retail, structured residential density, and a central town square at this location.

Centerton grew from 18,248 residents (2020 Census) to an estimated 29,041 (2026), a 59% increase in six years, driven by proximity to Bentonville and Walmart's newly completed 350-acre Home Office campus, which consolidates 15,000–20,000 corporate associates under a return-to-office mandate. Regionally, Northwest Arkansas (605,615 residents in 2024) is projected to approach 1 million by 2045–2050. Both the multifamily and commercial components of the program are independently well supported by current demand fundamentals, and the two uses are mutually reinforcing within a single walkable town center.

29,041 Centerton 2026 Pop.	3.3% Regional MF Vacancy	4.5–5.5% Bentonville MF Cap Rates	833 ac. New Town Center Area
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INVESTMENT THESIS

Multifamily: a 240–300 unit program is supportable given 3.3% regional vacancy despite heavy construction pipeline, sub-5.5% institutional cap rates validating exit liquidity, and \$184.8 million of multifamily permit activity already placed in the Bentonville/Centerton submarket over the past twelve months.

Commercial: 60,000–90,000 SF of small-shop retail, restaurant, and boutique office space is supportable given Centerton's structurally under-built retail base, strong household incomes (\$115,713 median), and the traffic draw of the newly approved ~175,000 SF Walmart Supercenter anchor one block away.

Together, the two components create a self-reinforcing town center: retail benefits from rooftop density delivered on-site, and multifamily achieves a rent premium from walkable amenity access, a combination with no direct competitor in the Centerton trade area today.

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Downtown Masterplan
PHASE 2 – IDEATION + PLAN DEVELOPMENT

